

BARTISANS

WHAT

Bartisans are a vegan cocktail mixer brand and popular among the urban youth population. helped Bartisans ideate and execute an online campaign with Instagram food and lifestyle influencers Saloni Kukreja, Shivesh Bhatia, and Sukhneett Wadhwa.



OBJECTIVES

The aim was to increase brand visibility among the Indian urban youth population within a limited budget.



EXECUTION

ITW onboarded Saloni Kukreja, Shivesh Bhatia, and Sukhneett Wadhwa as they were authentic and resonated deeply with the campaign TG. Our main goal was to ensure the quality of followers influencers had, ensuring that engagement amongst the target audience was high on their profiles.

We suggested a visually appealing concept where they demonstrate delicious cocktails using unique combinations of Bartisan mixers.

The campaign featured an exclusive offer: Buy and Get 15% off and Buy 1 and get 1 free. The videos were posted with the offer link on Instagram stories to capture the attention of the followers. Bartisans obtained digital rights from the creators for three months to execute targeted advertisements on Meta.

RESULTS

The campaign effectively contributed to brand awareness, increased brand visibility, and garnered a new fan following, thereby meeting the business goals set forth for the initiative. The awareness resulted in **2829** orders with a reach of **4.92 million**, **12.6 million impressions** and a **CTR of 2.5%** – all exceeding expectations of the benchmarks set beforehand.

Bartisans were awarded **Gold** at the **Impact Digital Influencers Awards 2023** for **Best Small Budget Campaign**.