

Charles Tyrwhitt

Case study

CHARLES
TYRWHITT

JERMYN STREET LONDON

The challenge

The main objective was to deliver an influencer campaign that highlights the benefits of Charles Tyrwhitt's custom service, engaging both US and UK audiences

Influencers had to create Instagram stories, reels and images showing the Charles Tyrwhitt Custom shirt and they required to name the shirt and all its features including the weave, non-iron as well as the key design aspects chosen to create the shirt.

The solution

We set our AI Powered Discovery Engine to find highly engaging content creators that fit the client's vision and aesthetic - fashion\lifestyle influencers /foodie-chef /entertainers/business men.

It was a mix of male influencers from UK and US (East Coast)

The content created was shared organically on the client's social channels as well.

The outcome

Overall, 4 influencers created 12 pieces of content with a **17.5% engagement rate** (industry standard is 6%) and a **10.3% impression rate**.

They shared how pleasant the experience was to create their own custom shirt and the results. As well as, versatility of it and several ways of styling it.

Meet some of the influencers



[@ahahnmsg](#)

16k followers

10.32% engagement rate

3.1k reach

[View post](#)



Meet some of the influencers



[@_stevegonzalez](#)

19.5k followers

16.29% engagement rate

12.2k reach

[View post](#)



Campaign highlights

Influencers



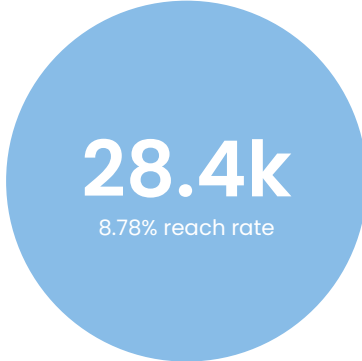
Content Pieces



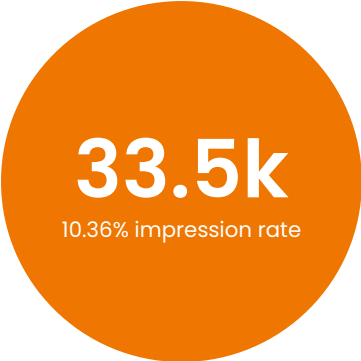
Combined Follower Count



Reach



Impressions



Engagements



Story/Video Views



Duration



* Industry standard engagement rate = 6%