



# Dopsu

## Case study



### The challenge

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The main objective of this campaign was to drive awareness of the brand Dopsu and their meat alternative products. This was an Instagram and TikTok campaign with the aim of attracting new purchasers through inspiring and tasty recipes that people could recreate at home.

Two influencers also attended a PR event at a pop up kebab shop serving their vegan kebabs and created content at the event

### The solution

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For this campaign we set our AI Powered Discovery Engine to find highly engaging content creators that fit the client's vision and aesthetic ranging across foodies, chefs and recipe enthusiasts. They created tasty and delicious vegan meals using Dopsu products that their followers could recreate for themselves at home.

There was a focus on influencers who were veggie or meat reducers who were open to trying new meat alternative products. For the event it was a focus on influencers who were also located near Shoreditch.

### The outcome

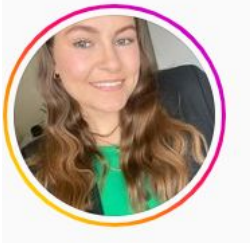
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Overall, 9 influencers created 15 pieces of content over 4 days which surpassed the follow count target of 150,000 by **achieving 200,000 followers.**

The campaign achieved some extremely positive feedback from audiences which inspired many saves and plenty of buy signals in the comments.

The overall pieces of content gained an impressive figure of **10k engagements.**

# Meet some of the influencers – Top Performing **Instagram** Grid Post



**Jess**

 **@Jessvegram**

**10.4k followers**

**2,909 likes**

**82,882 impressions**

**31% engagement rate**



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# Meet some of the influencers – Top Performing **Tik Tok** Post



**Becca**

 **@beccaateverything**

**63k followers**

**1,794 likes**

**30,500 views**

**91% engagement rate**



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# Campaign highlights - (Wave 1 & 2)

Influencers



Content Pieces



Combined Follower Count



Reach



Impressions



Engagements



Story/Video Views



Duration

