



# Metanium

## Getting to the bottom of nappy rash

### Case study



Metanium®

### The challenge

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This campaign's main objective was to drive awareness and generate conversions for Metanium's Everyday Barrier Ointment baby cream.

Influencers created Instagram Reels, Grid Posts and Stories, showcasing the product, talking about the benefits of it and how they use it or will use it, in their baby's nappy change routine.

### The solution

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We set our AI Powered Discovery Engine to find highly engaging content creators that fit the client's vision - first time Mums and expectant Mums (with older children) who could authentically share motherhood tips on their profiles.

One challenge in retaining authenticity was that because Metanium is a medicinal product, there was specific terminology that influencers were required to include as well as common phrasing that couldn't be used.

### The outcome

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Overall, 5 influencers created 21 pieces of content with a strong **6.81% engagement rate**, against an industry average of 6% in 2022 and a remarkable **84.44% reach rate**.

All the content pieces produced by the influencers were informative, showing off the product in use and highlighting key messaging whilst remaining authentic.

The campaign generated great UGC content for the client which they went on to repurpose across multiple channels.

## Meet some of the influencers



**Katie**

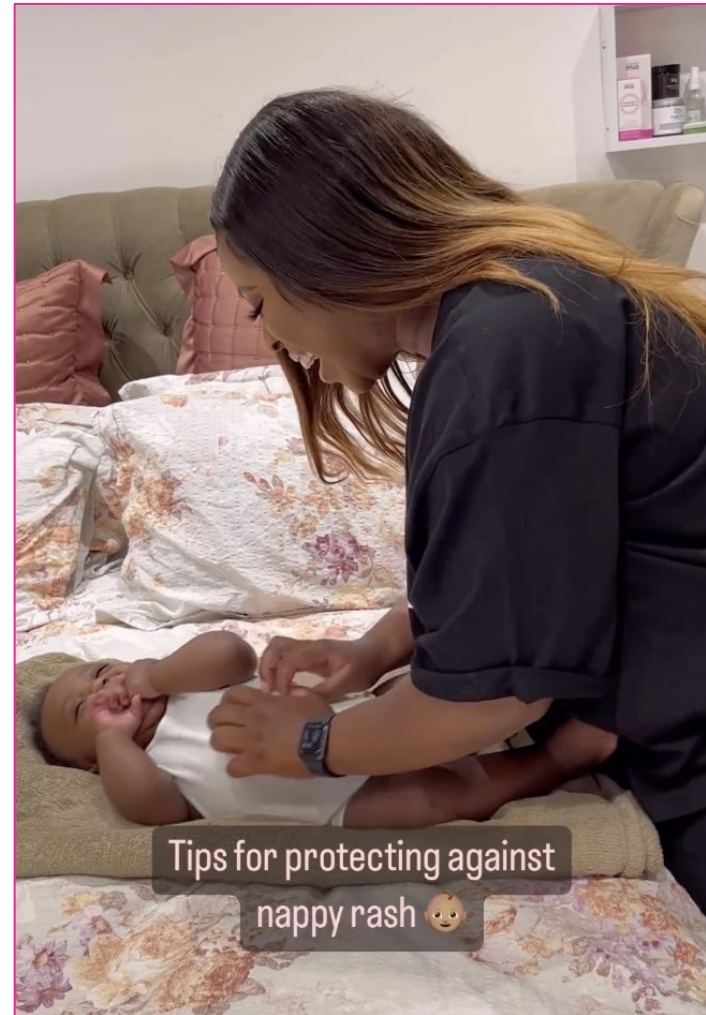
 **@katiebonful**

**31.1k Followers**

**60.80% View rate**

**18.5k Reach**

[View post](#)



## Meet some of the influencers



**Kirstie**

 [@our\\_little\\_family\\_x](#)

**30.2k Followers**

**13.21% Engagement rate**

**11.4k Reach**



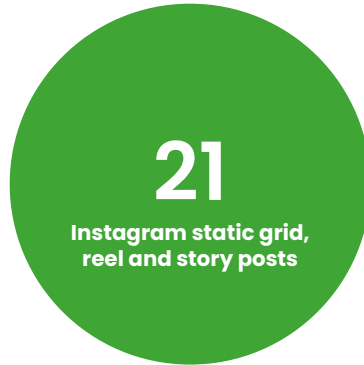
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# Campaign highlights

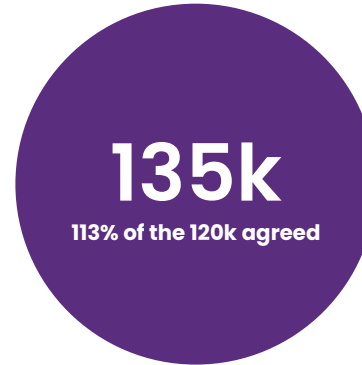
Influencers



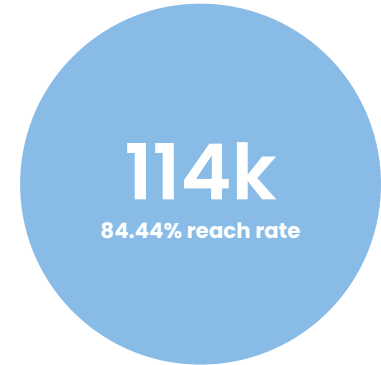
Content Pieces



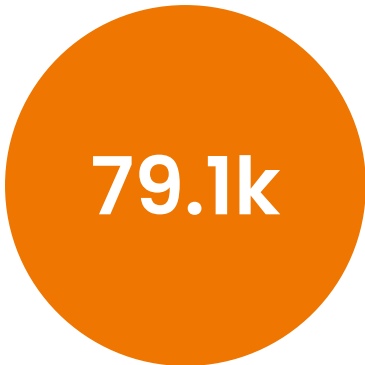
Combined Follower Count



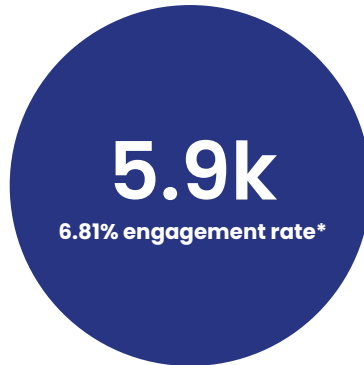
Reach



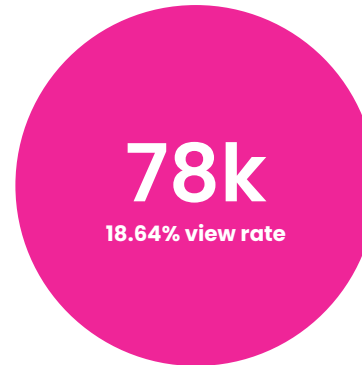
Impressions



Engagements



Video Views



Duration



\* Industry standard engagement rate 2022 = 6%