

# PerfectDraft Germany Campaign

## Case study



PerfectDraft

### The challenge

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Within this campaign, there were two main objectives; the first relating to the World Cup.

This campaign was called 'Win Win' and highlighted that if a German resident purchased a PerfectDraft machine during a set time period and Germany won the World Cup - they would be refunded the cost of machine.

The second campaign objective, was for influencers to produce creative content to showcase the PerfectDraft machine and its features, raising lasting brand awareness.

### 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 and aesthetic for both campaign objectives. All influencers needed to be based in Germany and mostly lifestyle influencers.

The onboarded influencers showcased the product with Instagram Reels, Static posts and Stories.

### The outcome

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Overall, five influencers created 30 pieces of content, collectively gaining over **157,000 impressions**. From video based content alone, which includes Reels and Stories they also achieved over **149,000 views**, which was extremely impressive.

It was recognised that engagements were considerably high for this campaign as **17,800 engagements** were recorded after all of the content had gone live - this included saves, commenting, likes and actions.

## Meet some of the influencers – Highest Performing Grid Post



**Dominik**

**@dominik\_klaus**

**26.5K Followers**

**Impressions: 16,750**

**Reach: 14,600**

**Likes: 7,071**



## Meet some of the influencers – Highest Performing Reel Post



**Dominik**

 [@bayerischerfreak](#)

**37.2K Followers**

**Views: 16,791**

**Reach: 14,626**

**Likes: 673**



# Campaign highlights

Influencers



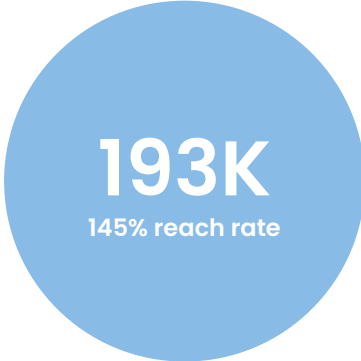
Content Pieces



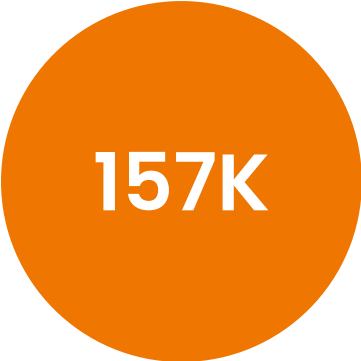
Combined Follower Count



Reach



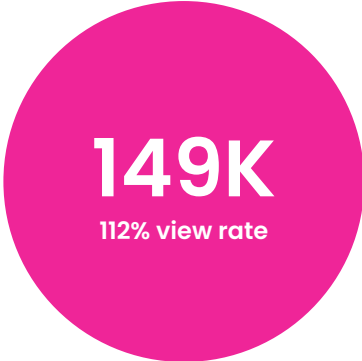
Impressions



Engagements



Story/Video Views



Duration

