



Savlon X Mini First Aid Campaign

Case study



The challenge

The main campaign objective was to drive awareness of Savlon's 'Advanced Healing Gel' and the Mini First Aid Partnership.

Both companies hosted an event in a primary school in Leeds where pupils, teachers and influencers could see how the product could be used as part of a First Aid Training course.

This experience type event was set up to allow influencers to see how the product could be used in real life situations and allow for them to capture stand out content and write their captions drawing on their experience.

The solution

Our AI Powered Discovery Engine ran over 24 hours to find highly engaging content creators that fit the client's vision and parenting theme for the campaign objectives and vision. All influencers needed to live near Leeds where the event was held, and be parents of children between the ages of 7 and 12.

The onboarded influencers showcased their experience with Savlon and Mini First Aid through the deliverables of Instagram Reels, Static posts and Stories.

The outcome

Overall, three micro influencers created 12 pieces of content, collectively gaining over **41,598 impressions** and through video based content, (Reels and Stories) they achieved over **44,783 views**, helping to spread brand awareness.

Engagements on the campaign were above the 2022 industry standard of 1.32% with an amazing **6.33% engagement rate**.

And the **60.2% Reach Rate**, far outperformed the industry standard at the time of 14.6%

Meet the influencers



Tanya

@lifeofrouben_ivan_reign

24.9K Followers

Views: 6,636

Reach: 6,642

Likes: 398

[View post](#)



Meet the influencers



Olivia

 [@thebigdreamsfamily](#)

25.4K Followers

Views: 1,838

Reach: 1,601

Likes: 549

[View post](#)



Meet the influencers



Charlotte

 **@charltaylor**

48.8K Followers

Impression: 12,827

Reach: 11,724

Likes: 322

[View post](#)



Campaign highlights

Influencers



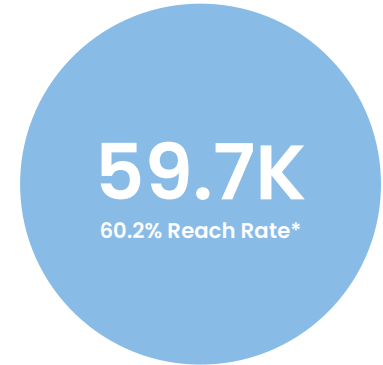
Content Pieces



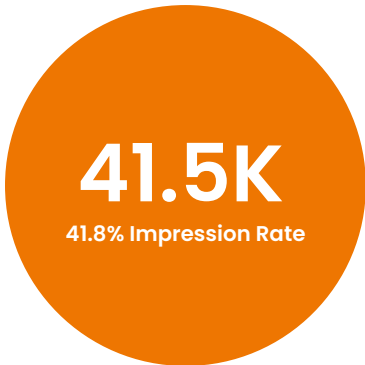
Combined Follower Count



Reach



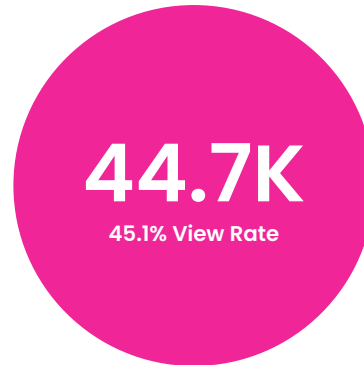
Impressions



Engagements



Story/Video Views



Duration



* Industry standard:
Engagement Rate - 1.32%
Reach Rate - 14.6%