

#SprayKaroCareKaro

Influencer Lead Product Awareness Campaign

- A Case Study

Greater safety. Greater value.

2ml
500ml
WATER

2ml concentrate makes 500ml solution

Effective Cost
₹6.3
per 500 ml diluted solution

**SPRAY
KARO
CARE
KARO**

Buy now on
amazon.in

NEROLAC
Colours that Care

NEROLAC
Disinfectant
NET CAPACITY OF BOTTLE: 500ml

HT

Brand
Studio

NEROLAC

Colours that Care

#SprayKaroCareKaro

INTRODUCING

NEROLAC

DISINFECTANT **HWS 256**

BRING BACK SAFE SPACES

PROTECTS ALL SURFACES
INCLUDING WALLS & FABRIC



NEROLAC Disinfectant HWS 256, suitable for any hard or soft surface, is a 4th Generation disinfectant cleaner. It is effective in reducing 99.99% germs including bacteria, fungi and viruses on hard and soft surfaces.

HT BRAND STUDIO x NEROLAC

Nerolac collaborated with HT Brand Studio for their Influencer driven **#SprayKaroCareKaro** campaign.

The Campaign involved Influencers from diverse fields & the content thus created was further amplified with a robust and detailed distribution strategy, involving HT Media's digital properties.

Duration – Dec'20 & Jan'21

Campaign Snapshots

HT Article

BRAND STORIES

A clean home is a happy home!

In these unprecedented times, how are people keeping their living spaces free of germs? We spoke to four people, who told us all about it.



By Promotional Feature, HT Brand Studio

UPDATED ON NOV 09, 2020 11:32 AM IST



As we all retreat into the safe confines of our homes in these unprecedented times, keeping it germ-free is necessary. (Shutterstock)

Influencer Posts



FitGirl India is at Dumbbell Billimoria.

December 24, 2020 · Mumbai · 📍

Here's how you can ensure that surfaces and objects around you are protected and you stay fit. To know more about the Nerolac Disinfectant HWS 256 <http://amzn.to/37DQKf8>

Click a picture of the surface you wanna disinfect with Nerolac Disinfectant HWS 256 &... See More



Nivedith Gajapathy is at Suitcase Gajapathy.

December 24, 2020 · Bangalore · 📍

Here's a tip to ensure safety while you are travelling. To know more about the Nerolac Disinfectant HWS 256: <http://amzn.to/3nTweFW>... See More



The Indian Salad is at Curtain Manju.

December 24, 2020 · 📍

This is just what I need to ensure protection from germs for my kid. To know more about the Nerolac Disinfectant HWS 256: <http://amzn.to/3nTxaRu>... See More



Challenge

In lieu of current scenario of Health & Hygiene due to Covid 19 , Nerolac came up with a new product “**Surface Disinfectant HWS 256**”.



Nerolac wanted to position themselves properly in the Market & reach its Target Audience effectively.

Content Strategy

Campaign was very carefully crafted and had 2 main aspects as mentioned below

1. HT Branded Articles (Non Influencer)

- Branded Articles on HT.com
- Amplified using Social Platforms
- Medium (Static) – Web Articles & Social Post

Desired KPI's

- 5 L PV's
- 6 L Social Reach

2. Branded Content by Influencers

- Distributed by Influencers themselves
- Branded Articles around Influencer
- Amplified by HT Properties
- Medium (Static + Video) – Articles & Social Posts

Desired KPI's

- 4 M Video Views
- 1.2 L PV's

Influencer Content Distribution

Setting
Context
Using Static
Posts before
Main Video

Brand
Integrated
Contextual
Video

Branded
Influencer
Article on
HT.com

Influencer
Videos
Distributed
Via HT Social
Properties

Influencer Selection Strategy

Influencer Selection was done keeping in mind the TG that Brand was trying to acquire for the campaign

4 Influencers were selected from different Genres as mentioned below, specifically to reach a diverse audience base

Travel



**Nivedith
Gajapathy**

Bogger



**Isha
Manju**

Mom



**Shifa
Merchant**

Fitness



**Ayesha
Billimoria**

Brand Integration

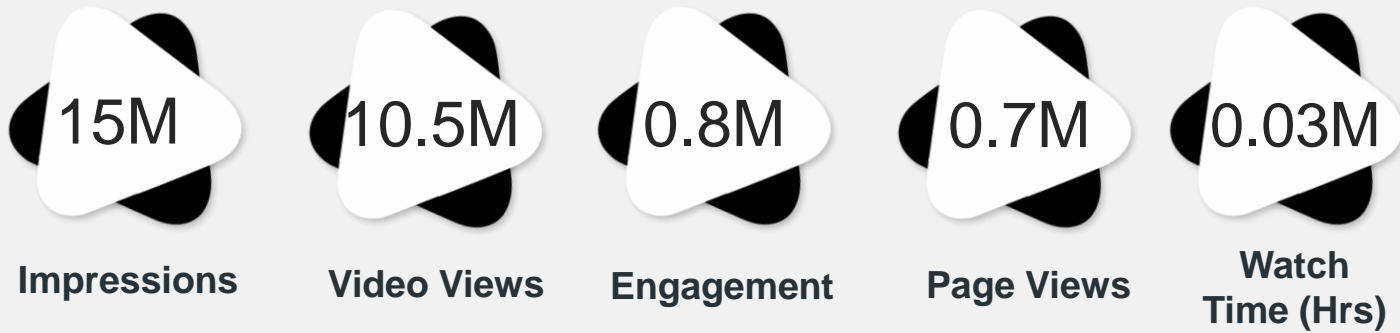
Influencer changed their 1st name with the main equipment which resonated the most with their Genre e.g. "Suitcase Gajapathy in case of Travel" and hence the utility of Nerolac Disinfectant was shown by using it on that main equipment which makes the integration very effective and hence resonated with the audience

3 out of 4 Influencers roped in were female as health & hygiene decisions are usually taken by the Home-Makers / Women member of the family hence more brand relevance & better TG Targeting

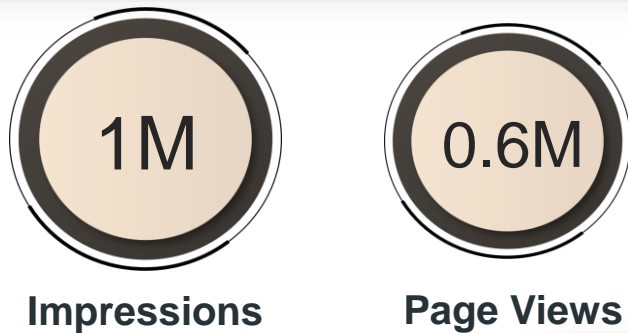
Influencer Genre Selection

Influencer Genre selection was done on the basis of domain where the product utility will be the most i.e. Within Homes , Travel & Fitness (Since Travel & Fitness are the worst hit sectors due to Covid-19)

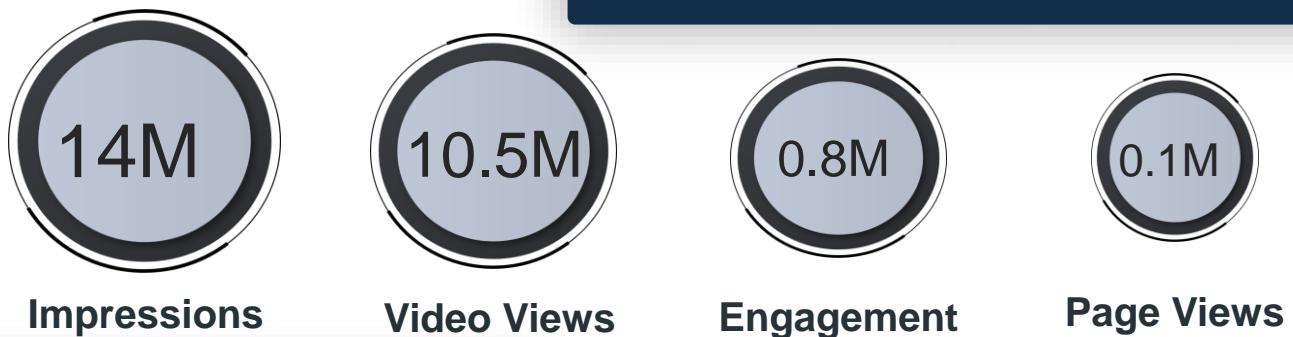
Campaign was successful in striking the perfect cord with the Right Audience



HT Static Content Performance



Influencer Content Performance



Platforms & Properties

Properties



Platforms



Campaign Outcome

Campaign Over delivered on all the set KPI's

2x Video Views

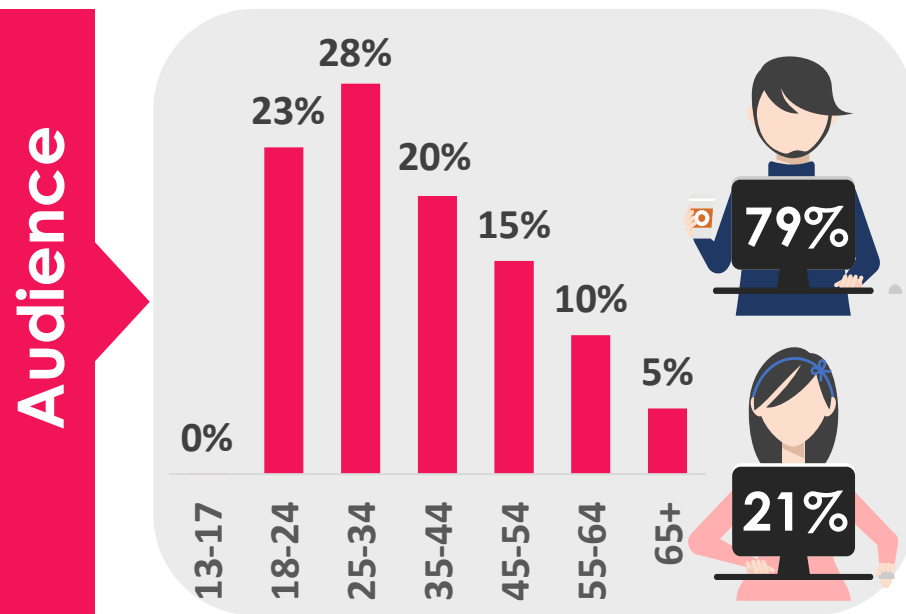
1.65x Social Reach - HT Articles

1.25x Web Page Views

“ Brand's objective of High Reach & Product Visibility was over achieved by HT's efficient content Strategy & Distribution ”

Campaign Videos received

5x Avg. Views & **2x** Avg. Engagement than overall HT Branded Videos**



“ Highly effective TG Targeting by reaching a large chunk of Millennial & GenX Audience ”

** Source Crowd Tangle , Duration – 6 months, Platform FB

#SprayKaroCareKaro

Thank You !



HT

Brand
Studio

NEROLAC

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