

The logo consists of the letters 'K' and 'S' in a bold, orange, sans-serif font. A thick orange arrow starts at the top of the 'S' and curves around it, pointing towards the right.

**KS**

A large, light orange arrow with a subtle gradient and a fine-line texture, pointing from left to right across the center of the slide.

**CASE STUDY**

# CASE STUDY:

 @albericoyes

CREATIVE BRIEF



# WeWard

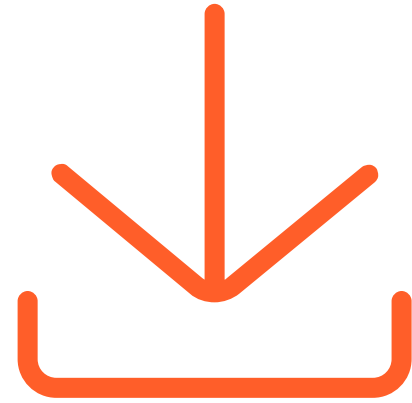


**2.7M** Follower  
**114.3M** Likes



# OUR JOB

## MAIN PURPOSE



- IMPLEMENTING THE BRAND AWARENESS OF THE APP
- CONVERT VIEWS INTO DOWNLOADS

## REQUIREMENTS



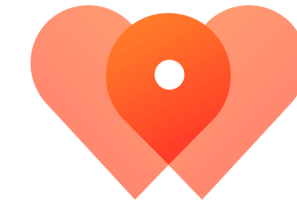
- ACT QUICKLY TO CONTACT THE INFLUENCERS
- BE PRESENT FOR THE CLIENT
- GOAL-ORIENTED APPROACH

## CREATIVITY



- WRITE A BRIEF THAT MEET BOTH THE AGENCY AND THE INFLUENCERS POINT OF VIEW

# INFLUENCER MANAGEMENT



WeWard

## ONE TO ONE APPROACH

- FOCUS ON A SPECIFIC TREND TO GAIN MORE VISIBILITY AND TO EXPRESS THE MESSAGE IN AN IRONIC WAY AS DESIRED BY THE CLIENT

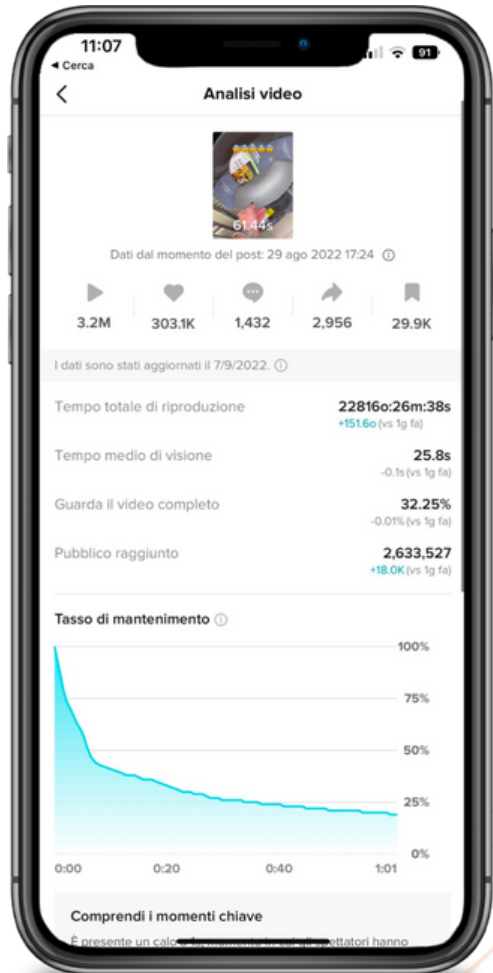
- USE OF A CTA IN ORDER TO HELP CONVERT VIEWS INTO DOWNLOADS OF THE APP

- USE OF A SPECIFIC TIMELINE NOT ONLY FOR THE BRIEF BUT ALSO FOR THE VIDEO RELEASE

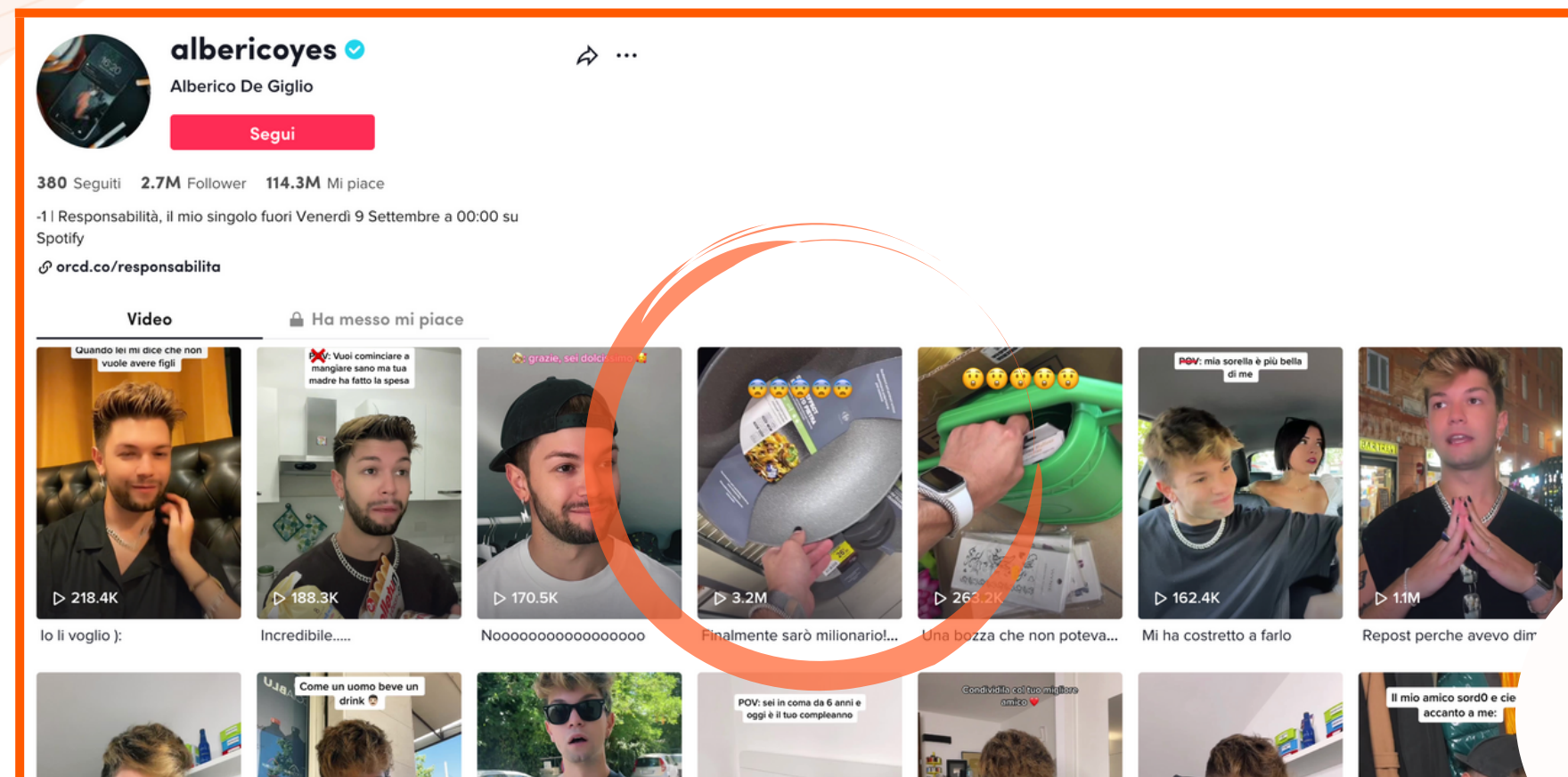


# OUR RESULTS

Thanks to our strategy, we obtained amazing results.



3.2M Views  
303k Likes  
1.4k Comments  
3k Share  
29.9k Saved



**albericoyes** ✓  
Alberico De Giglio



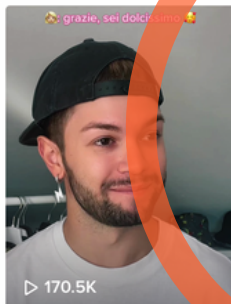


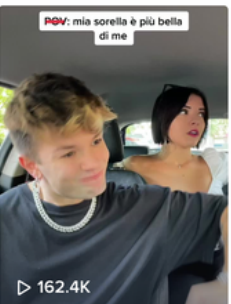
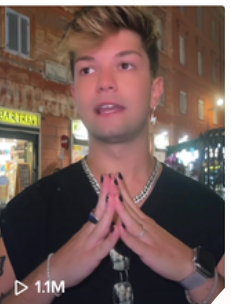
Segui

380 Seguiti 2.7M Follower 114.3M Mi piace

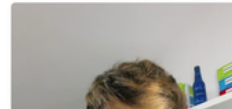


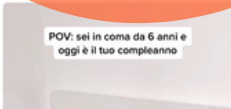


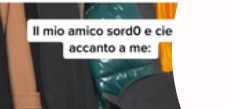
-1 | Responsabilità, il mio singolo fuori Venerdì 9 Settembre a 00:00 su Spotify

[orcd.co/responsabilita](https://orcd.co/responsabilita)

Video Ha messo mi piace

 Quando lei mi dice che non vuole avere figli ▶ 218.4K	 Vuoi cominciare a mangiare sano ma tua madre ha fatto la spesa ▶ 188.3K	 grazie, sei dolce ▶ 170.5K	 Finalmente sarò milionario!... ▶ 3.2M	 Una bozza che non poteva... ▶ 263.2K	 POV: mia sorella è più bella di me ▶ 162.4K	 Repost perche avevo dir ▶ 1.1M
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io li voglio | Incredibile.... | Noooooooooooooooooooooo

	 Come un uomo beve un drink		 POV: sei in coma da 6 anni e oggi è il tuo compleanno			 Il mio amico sordo e cie accanto a me:
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After the collab, the WeWard App improved its position in the ranking of the most downloaded free apps moving from 124<sup>°</sup> to the 9<sup>°</sup> position.

