



3 MINUTE MIRACLE

Pantene is aware of the fact that women's hair is under heavy stress conditions such as high temperature of hair dryers and different hair types.

The challenge is providing a quick and efficient hair care routine for women: a solution which is able to repair the damage, easily converted to daily hair care routine, not making the hair so heavy and makes it so soft, healthy and strong. So, here is the 3 Minute Miracle which makes hair 3 times stronger.

Objective



Proposing the most relevant influencer profiles who are perfect fit with Pantene brand equities

Guaranteeing exclusivity in hair care category

Creating the hair transformation story via 3 Instagram posts on Instagram

Creating long term hype and trendy recognition for the brand

Maximizing unique reach and calculating the duplicated follower ratio by CreatorDen technology



Summary

 10

Influencer

1.373.496

Reach

196.270

Engagement

%14.28

Engagement Rate

(1.14% World Average of Beauty Industry)*

*Rival IQ 2017 Social Media Industry Benchmark Report



instagram.com/creatorden

team@creatorden.com



CREATOR DEN