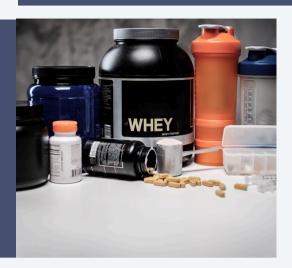


CASE STUDY

Content Production for a Wellness Brand



Client

A leading nutritional supplement company aiming to enhance brand awareness and boost online sales.

Solutions

Development of Creative Concepts:

The content team brainstormed and developed several video concepts that aligned with the brand's mission and appealed to the target demographic.

Video Production: Produced a series of five high-quality videos, discussing and demonstrating the use of the supplements during training and recovery.

Social Media Distribution: Videos were distributed through the brand's official YouTube channel and shared across all major social media platforms, including Instagram and Facebook, with targeted advertising to reach key demographics.

Objective

Create a series of high-impact instructional videos that highlight the benefits of the supplements and demonstrate real-life usage scenarios.

Results

Enhanced Engagement: The campaign generated over 2 million views across platforms within the first month.

Increased Sales: Online sales of the featured supplements saw a 25% increase during and immediately following the campaign.

Improved Brand Awareness: The brand reported a 40% increase in social media followers across channels.