

Case Study

clas ohlson

inzpire.me

Campaign Overview

For their 100th anniversary, Clas Ohlson utilized influencer marketing to raise awareness of the wide range of products they offer.

To accomplish this, Clas Ohlson and their agency, Zenith, partnered up with 30 influencers to launch a summer campaign that highlighted their picnic, travel, and party & table decor products. We selected influencers according to their social media categories and product fit, ranging from interior design enthusiasts to foodies, so they could create content that would best resonate with their audience. The influencers created lively, engaging content that generated excitement around different outdoor summer activities on Instagram. Several influencers also published Instagram Stories to give their followers an intimate peek into their daily lives.

Overall, Clas Ohlson created content for 75€ a piece, which was up to 7x cheaper than content created by professional creative studios.





30

Content Creators
in Norway



3

Campaign
Duration (Weeks)



75

Cost per piece of
content



81

Pieces of Unique
Content Created



6,205

Euros
Spent



85

Cost saved per
piece of content





Campaign Results: Instagram Posts



56,100

Total Engagements



458,980

Reach



1,453,640

Total Followers



3.9

Average Engagement



1,047,280

Impressions



5.9

Cost Per 1,000 Impressions



Travel Theme Results: Instagram Posts



10

Content Creators
in Norway



28,515

Total
Engagements



176,840

Reach



20

Instagram
Posts



7.9

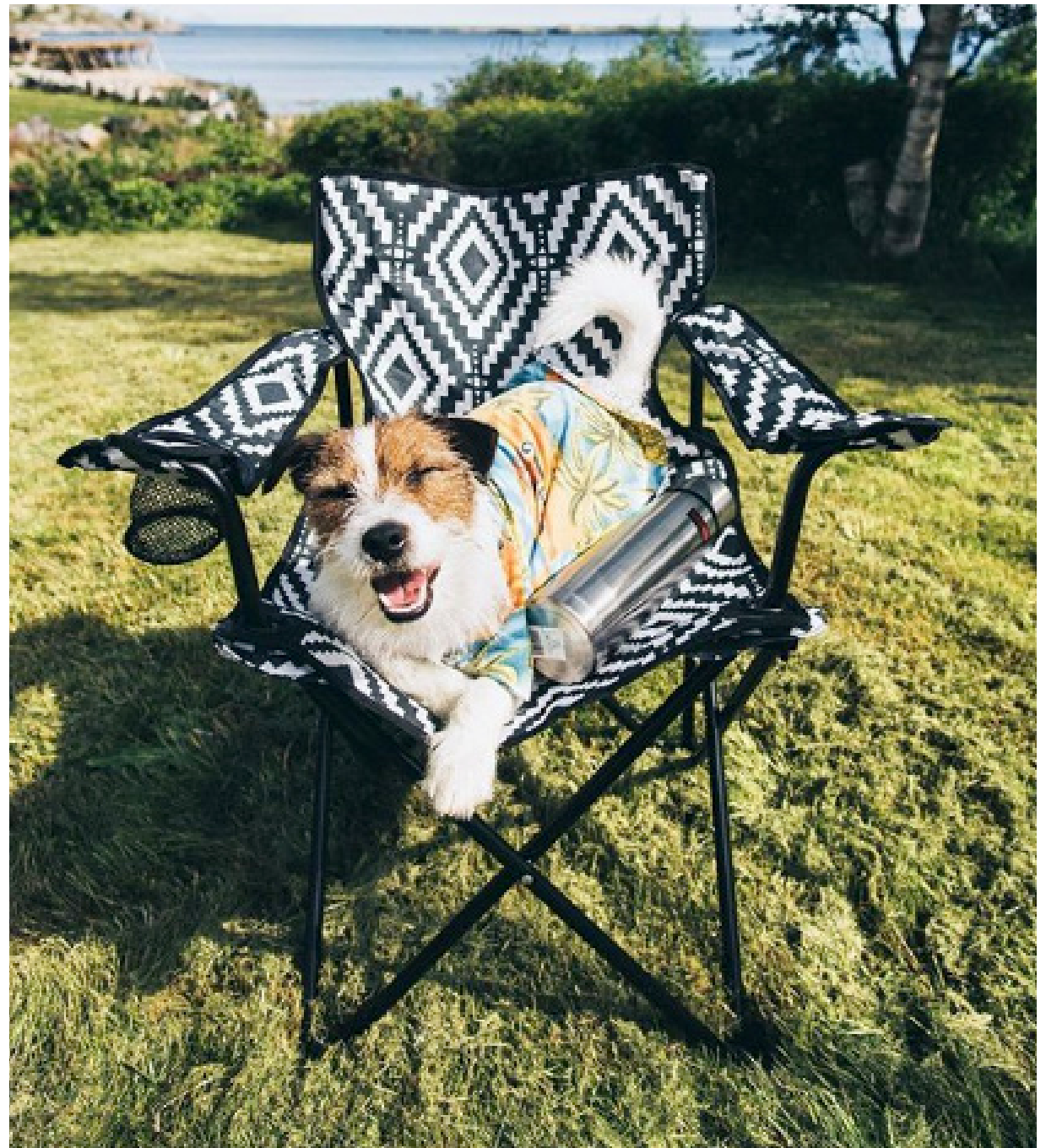
Average
Engagement



388,170

Impressions





A photograph of an outdoor dining table set for a meal. The table is covered with a white tablecloth and features several black, textured paper cups, white plates, and wooden cutlery. A wooden cutting board with fresh strawberries is placed in the center. In the background, there is a grey outdoor sofa and a dark wooden wall. A semi-transparent teal banner is overlaid across the middle of the image, containing the text.

Party & Table Decor Theme Results: Instagram Posts



10

Content Creators
in Norway



12,650

Total
Engagements



114,110

Reach



20

Instagram
Posts



2.8

Average
Engagement



294,500

Impressions







Picnic Theme Results: Instagram Posts



10

Content Creators
in Norway



14,940

Total
Engagements



136,870

Reach



23

Instagram
Posts



2.4

Average
Engagement



364,615

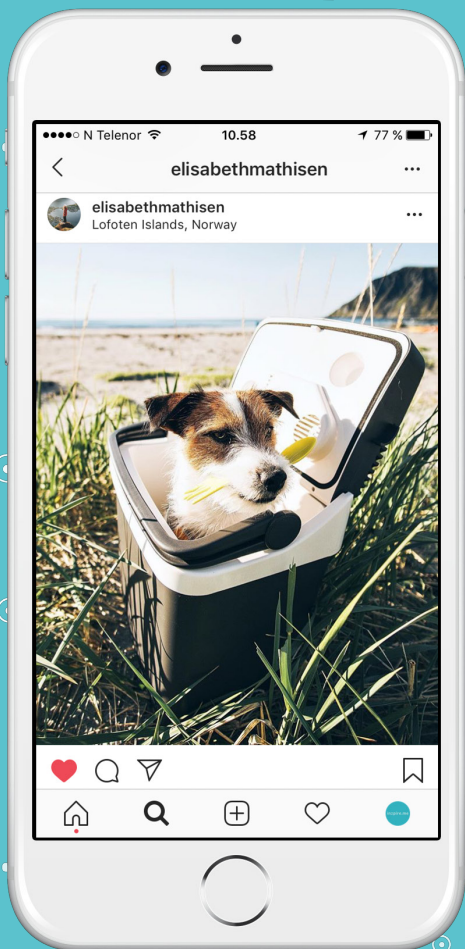
Impressions



Standout Collaborations

Notable influencers who nailed their collaborations with stellar content and high engagement





@elisabethmathisen

Travel Theme



7,265

Followers



9.3

Engagement
Rate



630

Likes



44

Comments

@benedictehn

Party & Table Decor Theme



9,804

Followers



3.8

Engagement
Rate



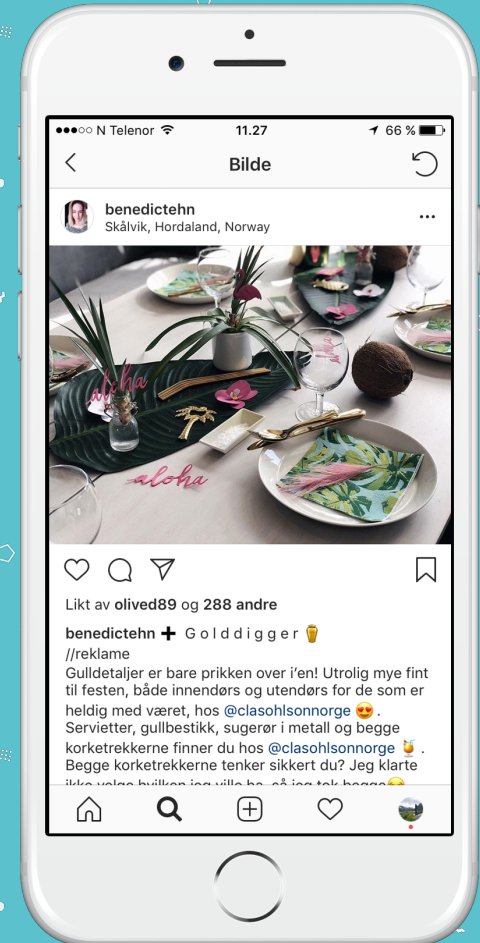
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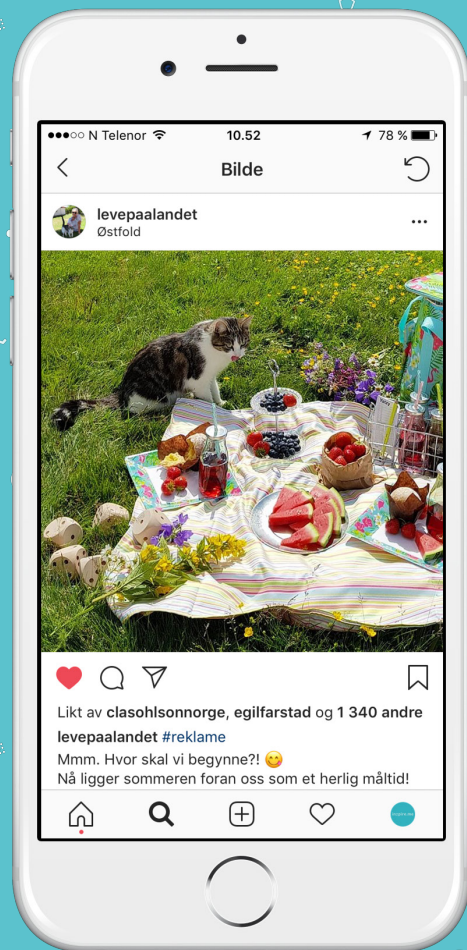
Likes



101

Comments





@levepaalandet

Picnic Theme



28,900

Followers



9.9

Engagement
Rate



1,302

Likes



21

Comments

inzpire.me

Where brands and influencers connect to share
inspiring stories around the globe

