

Case Study



inzpire.me

Campaign Overview

Orkla partnered up with creators to: (1) raise awareness of Blenda Sensitiv by promoting it as the perfect detergent choice for families, (2) create content of their product, and (3) position themselves as a kind, caring brand, while targeting, educating, and engaging a new group of consumers.

Orkla collaborated with 18 family-oriented creators to share Instagram photos and stories of Blenda Sensitiv. They displayed the product with their family in a natural way to show that it's a trustworthy detergent that's well-suited for families. Orkla also drove engagement and positioned themselves as a caring brand by asking the creators to encourage their audience to take part in a competition to win Blenda Sensitiv for a year. The audience could participate by tagging other "superparents" or friends and by leaving a sweet comment on the posts. Overall, Orkla paid 55€ for each piece of content, allowing them to create content that was up to 10x cheaper than content created by professional creative studios.





18

Content Creators
in Norway



3

Campaign
Duration (Weeks)



55

Cost per piece of
content



74

Pieces of Unique
Content Created



4,080

Euros
Spent



90

Cost saved per
piece of content



Campaign Results: Instagram Posts





35,345

Total
Engagements



309,900

Reach



714,545

Total
Followers



5.0

Average
Engagement



473,170

Impressions



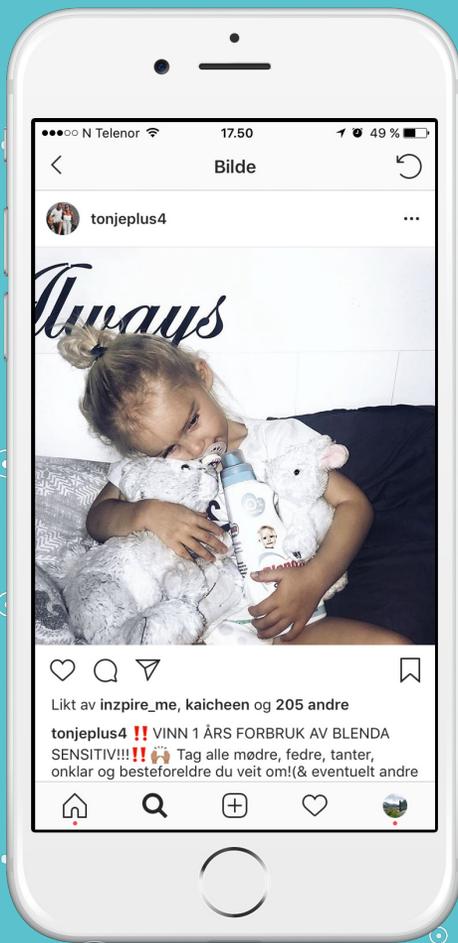
8.6

Cost Per 1,000
Impressions

Standout Collaborations

Notable influencers who nailed their collaborations





@tonjeplus4



10,200

Followers



5.1

Engagement Rate



208

Likes



312

Comments

@jeanettesandvik



4,101

Followers



9.2

Engagement
Rate



148

Likes

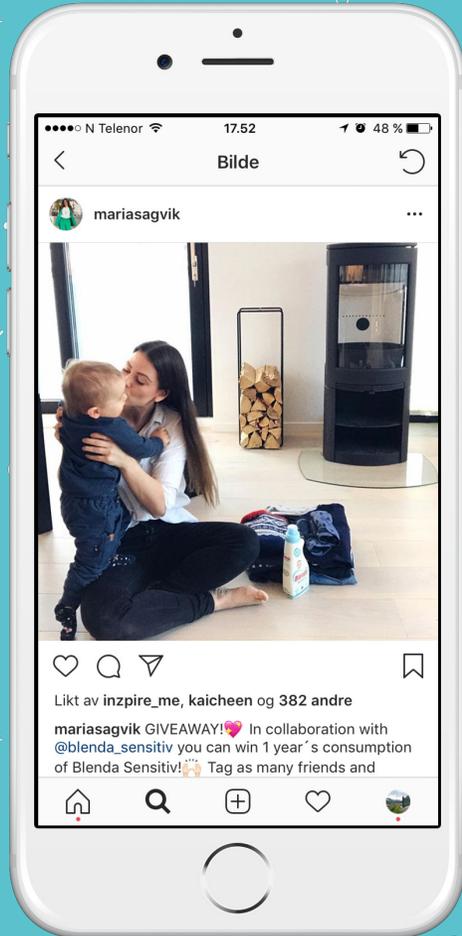


230

Comments



@mariasagvik



9,489

Followers



7.3

Engagement
Rate



384

Likes



307

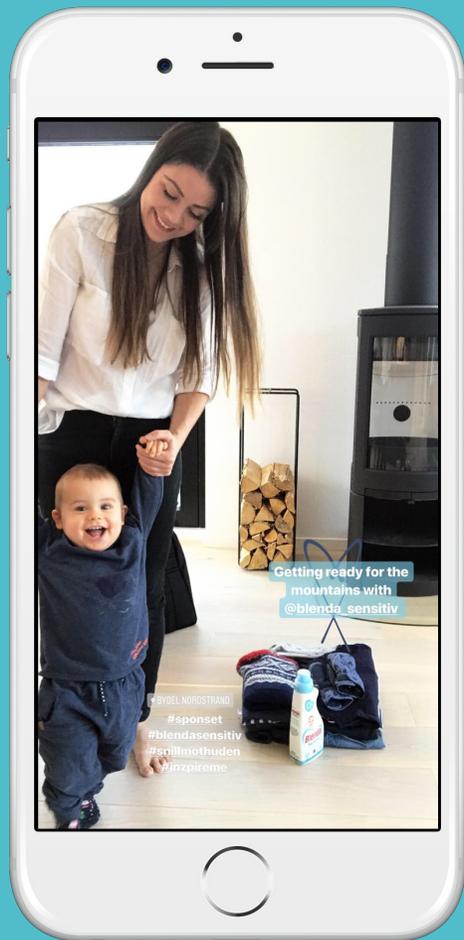
Comments





Campaign Results: Instagram Stories





39

Instagram Stories



87,770

Impressions



37,780

Reach

inzpire.me

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

