

Case Study

unicef 

inzpire.me

Campaign Overview

For the holiday season, UNICEF collaborated with content creators to spread awareness of an alternate gift people can purchase for Christmas: Inspired Gifts. Inspired Gifts provide children with lifesaving items, such as vaccines, first aid kits, and school supplies.

In their campaign, UNICEF partnered up with 54 creators, ranging from athletes to outdoor enthusiasts. The creators encouraged their followers to purchase meaningful gifts for the children of the world by sharing creative photos and personal stories of why they were committed to supporting UNICEF's initiative on Instagram. UNICEF paid 40€ for each piece of content, allowing them to create content that was up to 10x cheaper than content created by professional creative studios.





54

Content Creators
in Norway



3

Campaign
Duration (Weeks)



40

Cost per piece of
content



63

Pieces of Unique
Content Created



2,730

Euros
Spent



90

Cost saved per
piece of content



A top-down view of a person's hands holding a gift wrapped in speckled paper. The gift is decorated with pine branches and a pinecone. The background is a dark wooden surface with various holiday decorations, including pinecones, stars, and a cup of hot chocolate with a snowman cookie.

Campaign Results



42,130

Total Engagements



545,820

Reach



1,654,000

Total Followers



2.6

Average Engagement



611,980

Impressions



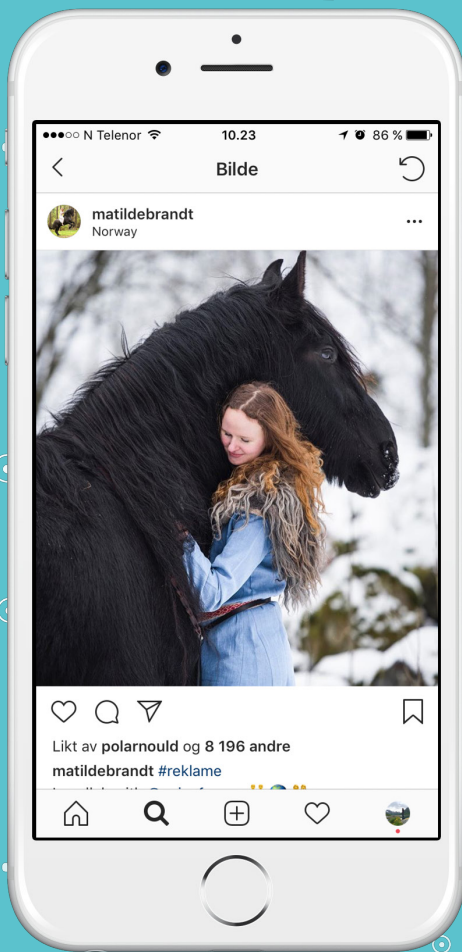
4.5

Cost Per 1,000 Impressions

Standout Collaborations

Notable influencers who nailed their collaborations





@matildebrandt



238,000

Followers



3.5

Engagement
Rate



8,208

Likes



34

Comments

@sunbump



8,061

Followers



10.1

Engagement
Rate



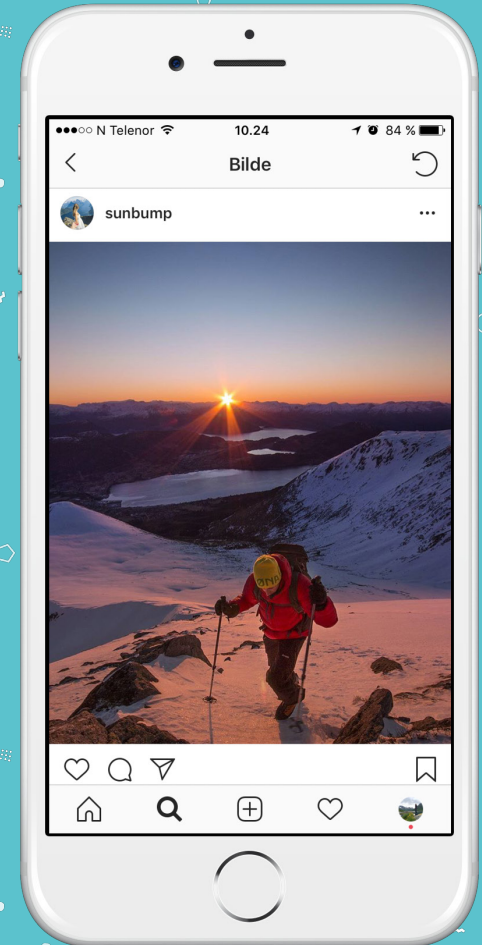
807

Likes



7

Comments



@wildernaess



4,844

Followers



5.4

Engagement Rate



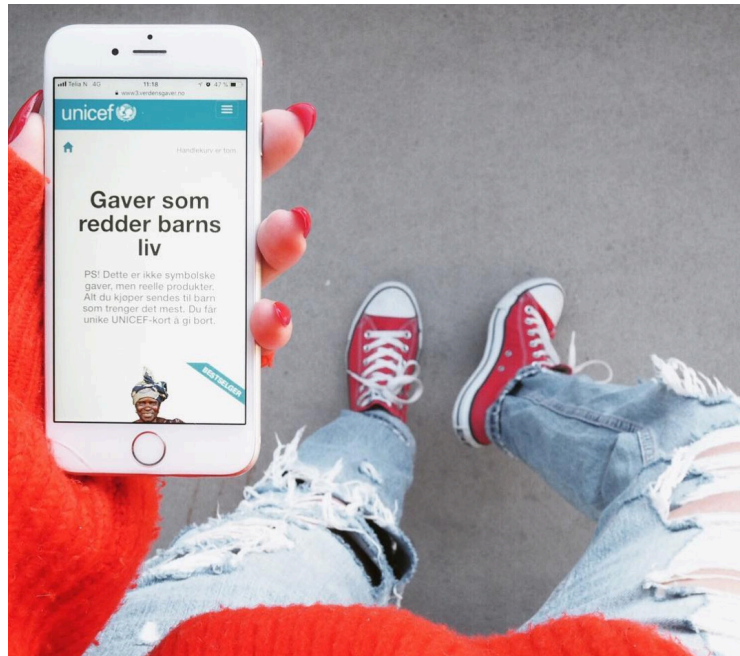
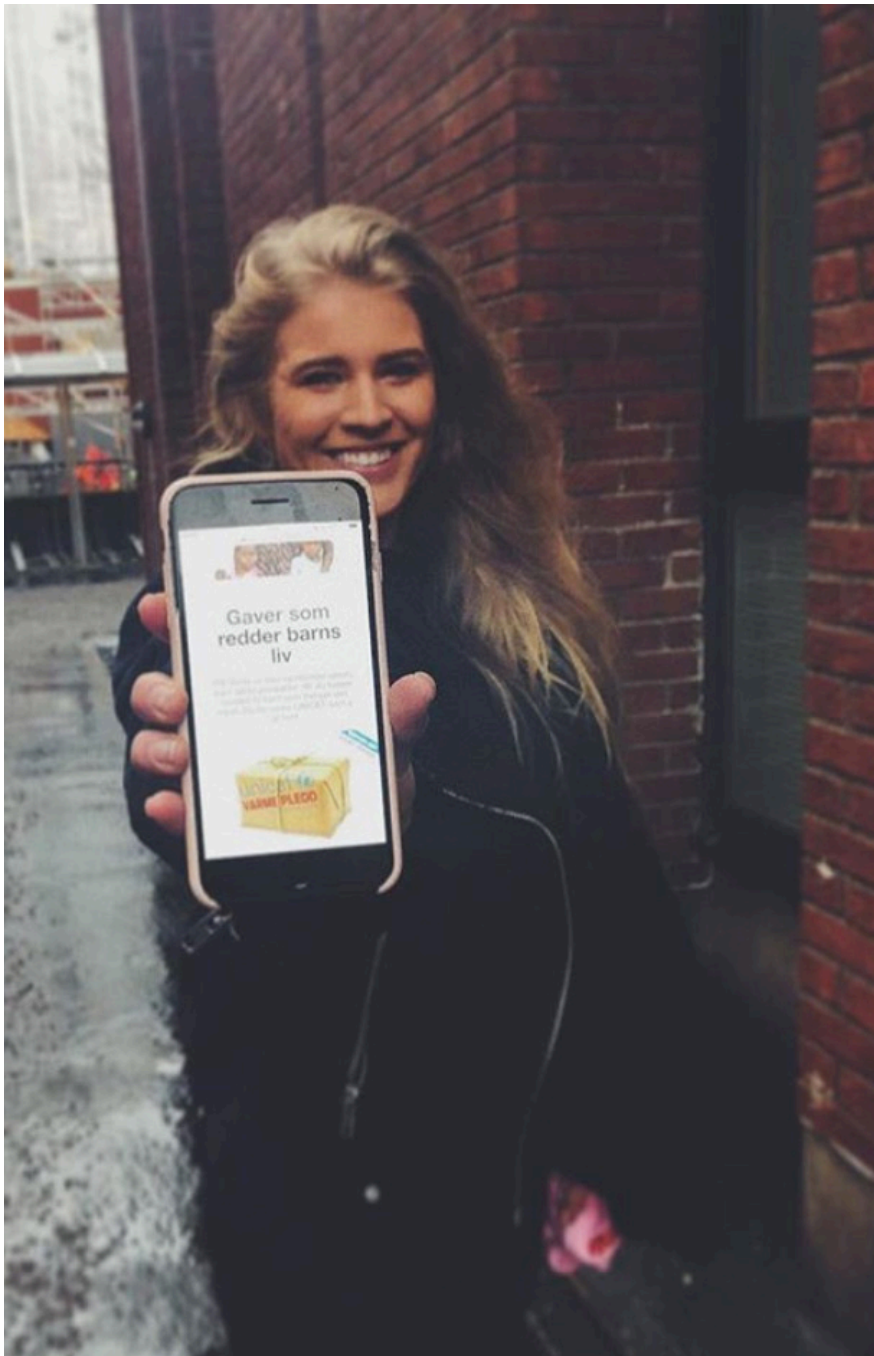
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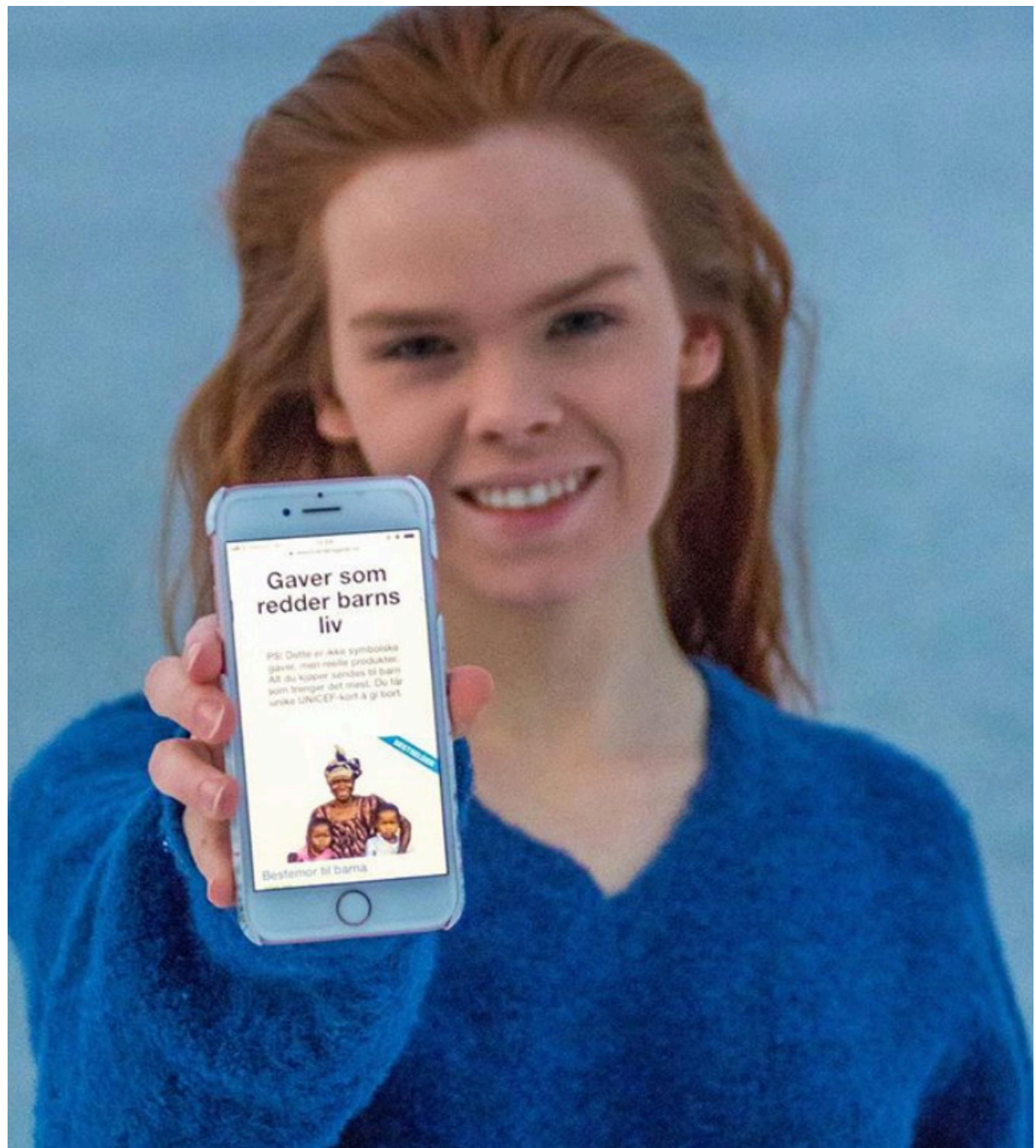
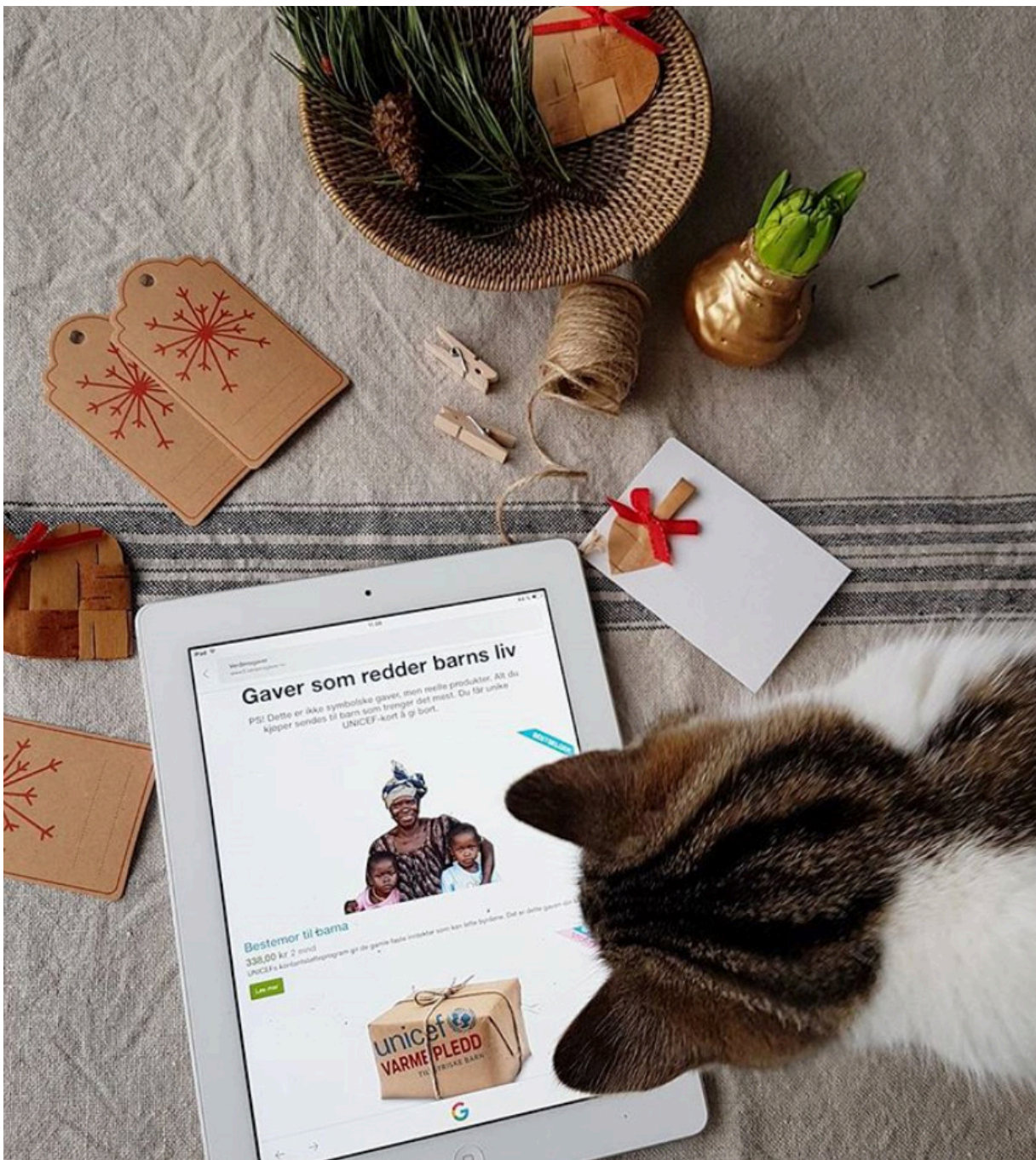
Likes



3

Comments





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

