

# Case Study

The Wagamama logo is centered within a white circular area. It features the brand name "wagamama" in a bold, lowercase, sans-serif font. A small red star is positioned above the letter "a".

**wagamama**

[inzpire.me](http://inzpire.me)

# Campaign Overview

wagamama recently launched their first restaurant in Norway, and they wanted to spread awareness of their grand opening with influencer marketing.

To accomplish this, wagamama and their agency, We Are Live, invited 10 influential content creators to attend either a VIP grand opening event or a tasting session, where the influencers sampled their most popular dishes and drinks. By hosting 2 separate events, wagamama was able to generate and maintain excitement around their opening for a longer duration of time. The influencers published Instagram Posts that highlighted wagamama's fresh, lively food. Their Instagram Stories were interactive, and they provided intimate, behind-the-scenes perspectives of the events.

Overall, wagamama created content for 40€ a piece, which was up to 10x cheaper than content created by professional creative studios.





10

Content Creators  
in Norway



2

Campaign  
Duration (Weeks)



40

Cost per piece of  
content



53

Pieces of Unique  
Content Created



2,085

Euros  
Spent



90

Cost saved per  
piece of content







# Campaign Results: Instagram Posts





21,200

Total Engagements



132,430

Reach



194,100

Total Followers



10.9

Average Engagement



267,730


Impressions



7.8

Cost Per 1,000 Impressions





# Standout Collaborations

Notable influencers who nailed their  
collaborations





@susannemelker



5,944

Followers



10.0

Engagement  
Rate



541

Likes



56

Comments

@sarahrosenborg



6,346

Followers



8.7

Engagement  
Rate



546

Likes

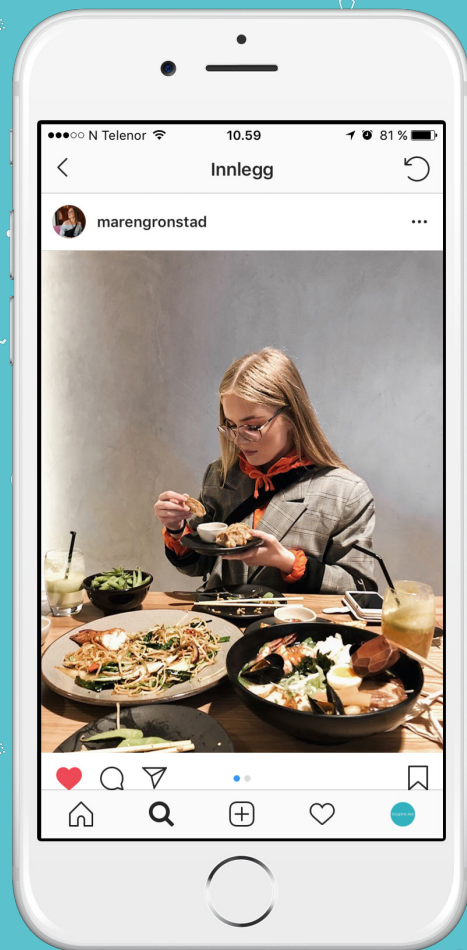


5

Comments







@marengronstad



22,300

Followers



9.9

Engagement  
Rate



2,200

Likes



16

Comments













# Campaign Results: Instagram Stories





33

Instagram Stories



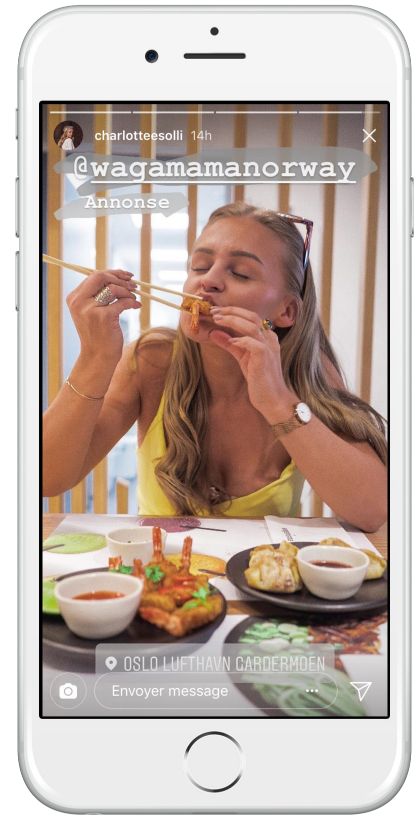
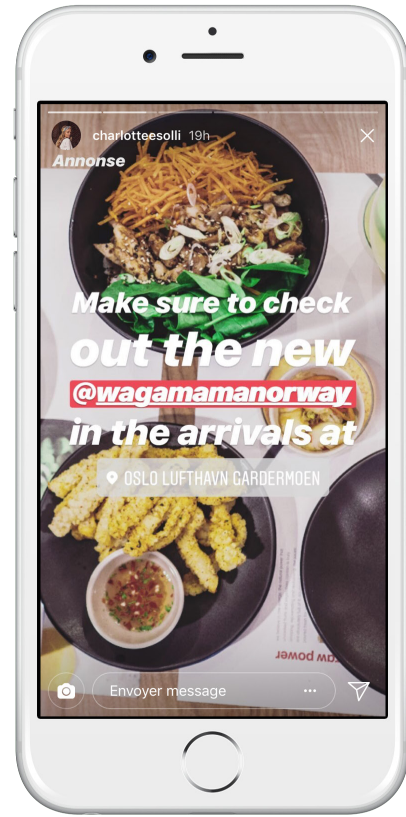
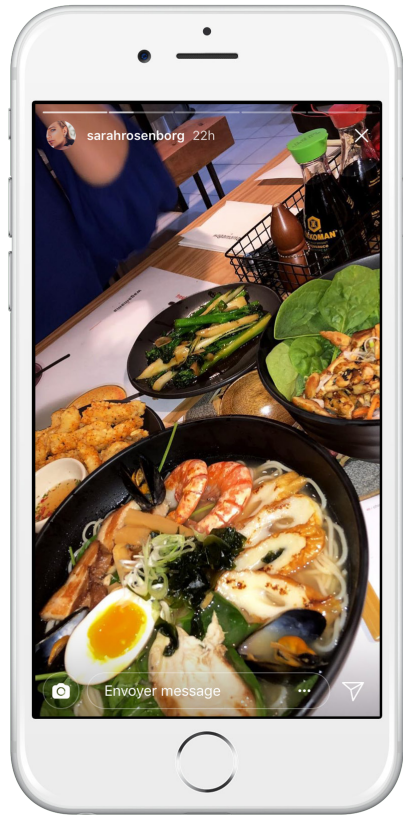
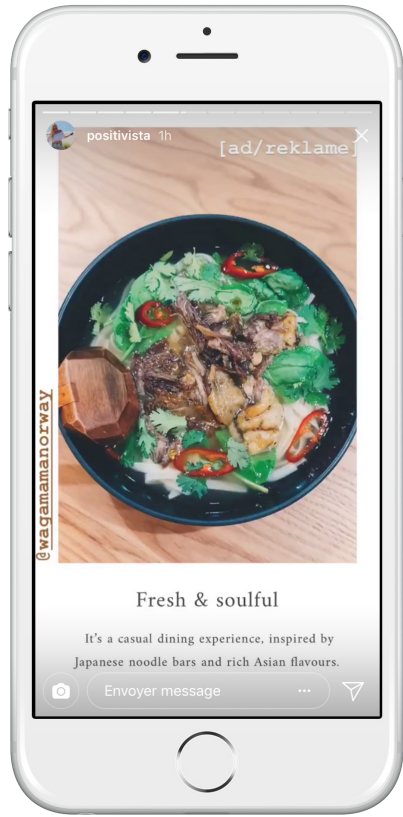
20,720

Impressions



5,400

Reach





# inzpire.me

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

