

TELLING BRAND STORIES THAT LEAVES AN IMPACT

UPPRCASA

END-TO-END INFLUENCER MARKETING



8+

YEARS OF
EXPERIENCE

60+

TRUSTED
CLIENTS

50K+

CONTENT
CREATORS

100+

TOTAL
CAMPAIGNS

50M+

TOTAL
REACH

OUR CLIENTS

plóm

T.A.C.[®]
the ayurveda co.

Minimalist

NYKAA

WOW
SKIN SCIENCE

USTRA
GROOMING FOR MEN

earth
rhythm

INSIGHT[®]
Make - up Essentials



Vanēsa
VALUES BEYOND GROWTH

SUGAR

ALIENS TATTOO

clensta
the better way

B
Beautiful[®]
'Fantasy life style of dream world'

perfora

ROOTS

Aravi Organic

MARS

DO
DERMIS ORACLE

eze
PERFUME

Wicked
GUD

EMBARK
FINE FRAGRANCES FOR HIM & HER

SSIZ
INTERNATIONAL PVT LTD

WHAT'S UP
XWELLNESS

MIRABELLE
COSMETICS KOREA

RIFFS[®]
PARFUMS

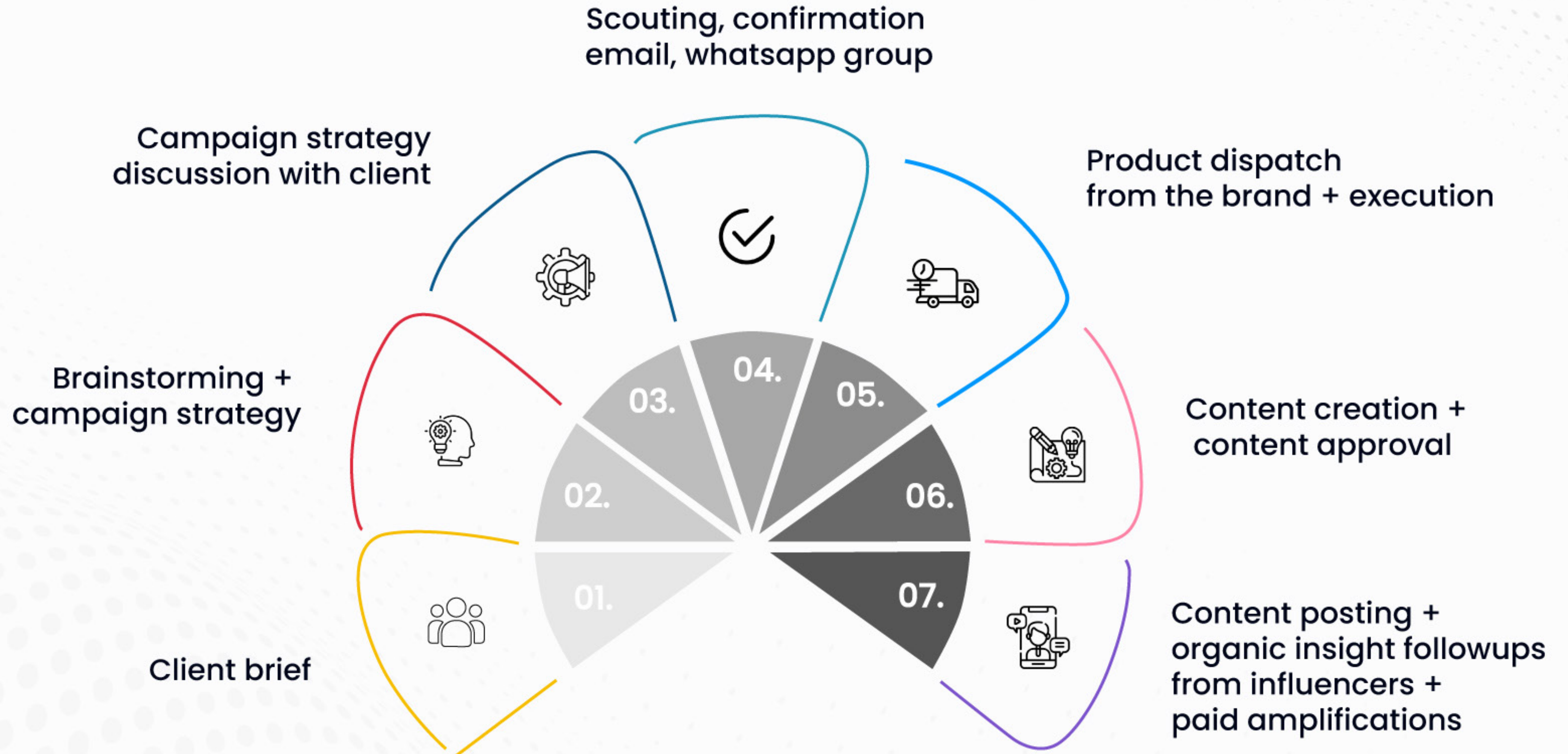
MALPANI

ENVY

Ramsons[®]
PERFUMES

PAC
A

OUR END-TO-END CAMPAIGN MANAGEMENT PROCESS





eze

P E R F U M E

EZE - #MYFRAGRANCE PAN INDIA CAMPAIGN

BRAND'S OBJECTIVE:-

- ▶ Raise awareness and build trust for the newly launched Eze Perfumes, positioning it as an empowering brand with a vibrant fragrance community.

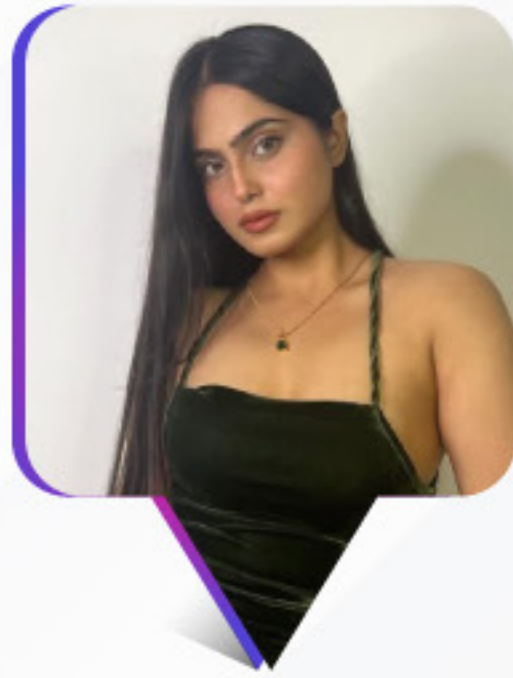
OUR SOLUTION:-

- ▶ Utilize a mix of Mega, Macro, and Micro-Influencers for paid collaborations. Content, targeting demographics in tier 1 and metro cities. The campaign was to highlight the unique and luxurious aspects of Eze's round perfume bottles.

DELIVERABLES:

- ▶ **1 reel + 1 pre-reel hype story, and 1 aesthetic cover image + MarketPlace Reviews**

INFLUENCERS ONBOARDED



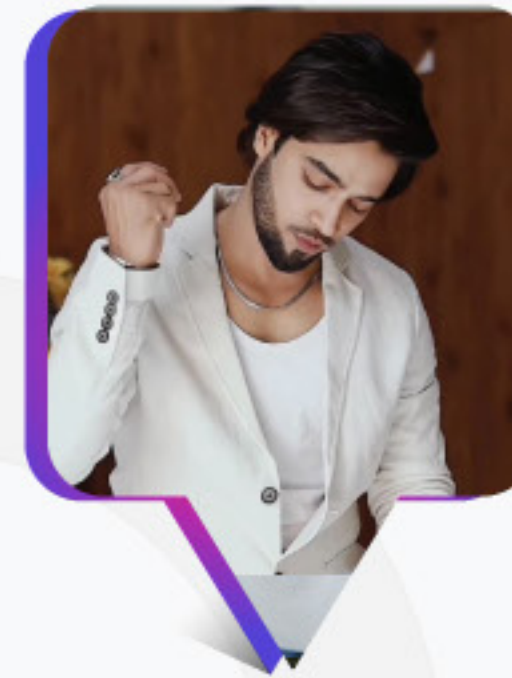
Arshita

📍 Chandigarh
followers 121K



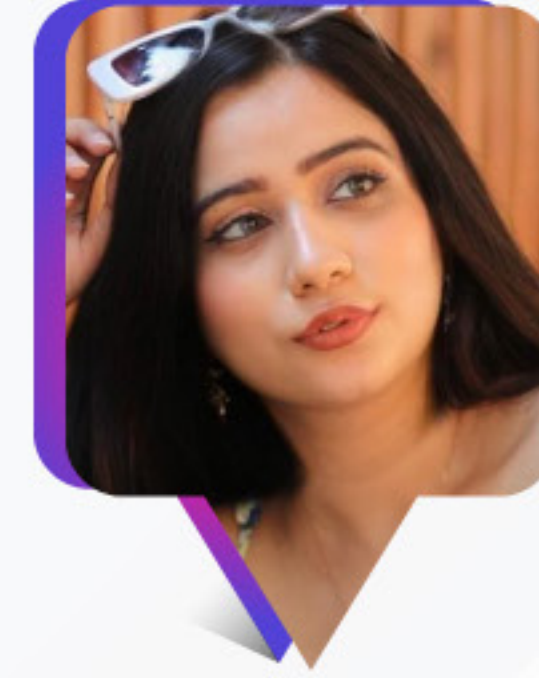
Aryan Kumar

📍 Jaipur
followers 510K



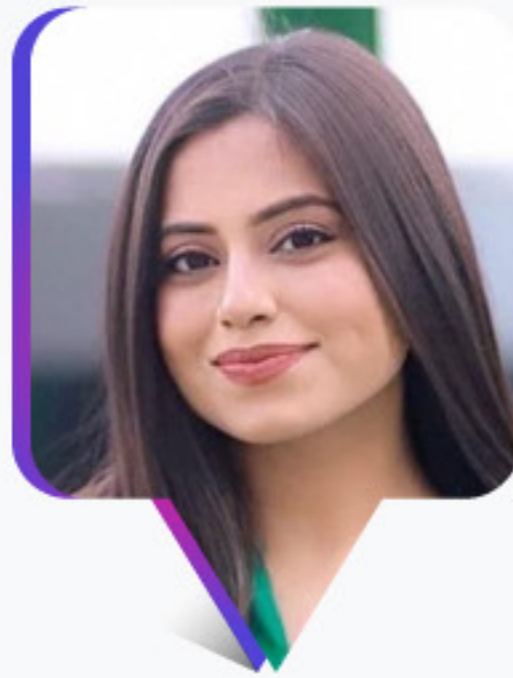
Aayan Khan

📍 Mumbai
followers 702K



Kimmy Nagpal

📍 Delhi
followers 401K



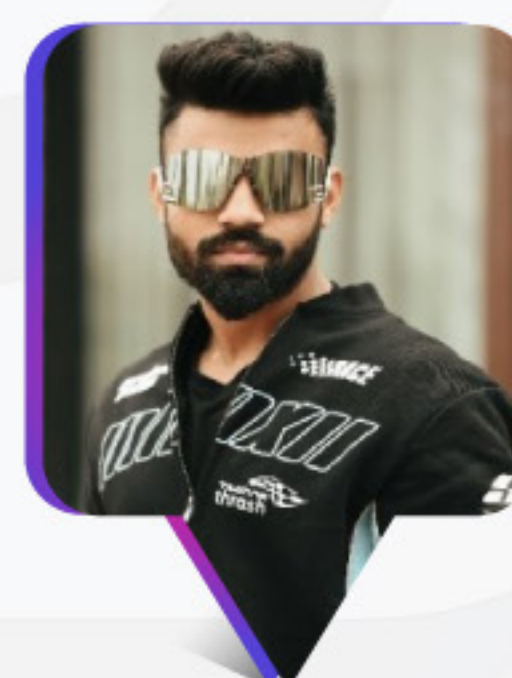
Mehak Bajaj

📍 Delhi
followers 306K



Manish Naggdev

📍 Mumbai
followers 293K



Naveen Jangid

📍 Jaipur
followers 257K

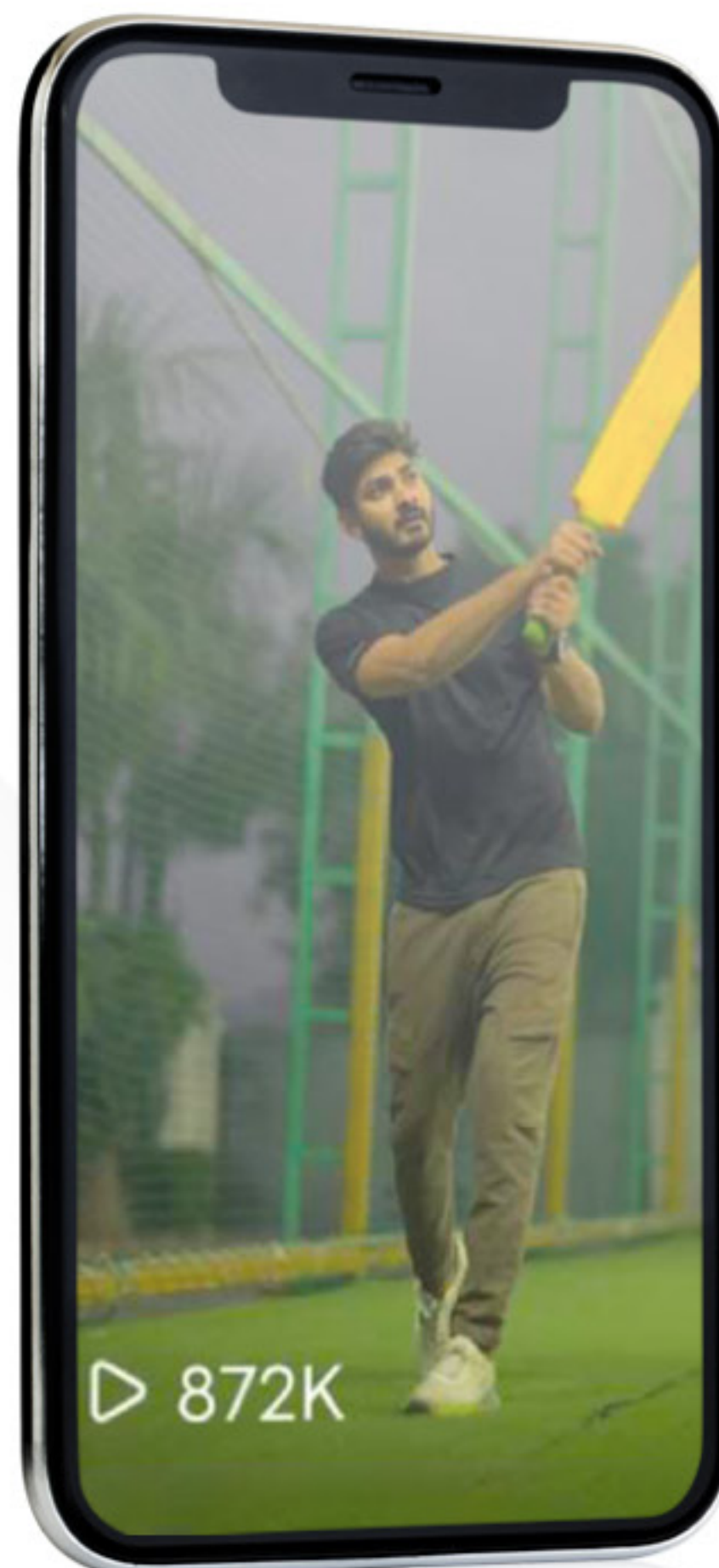
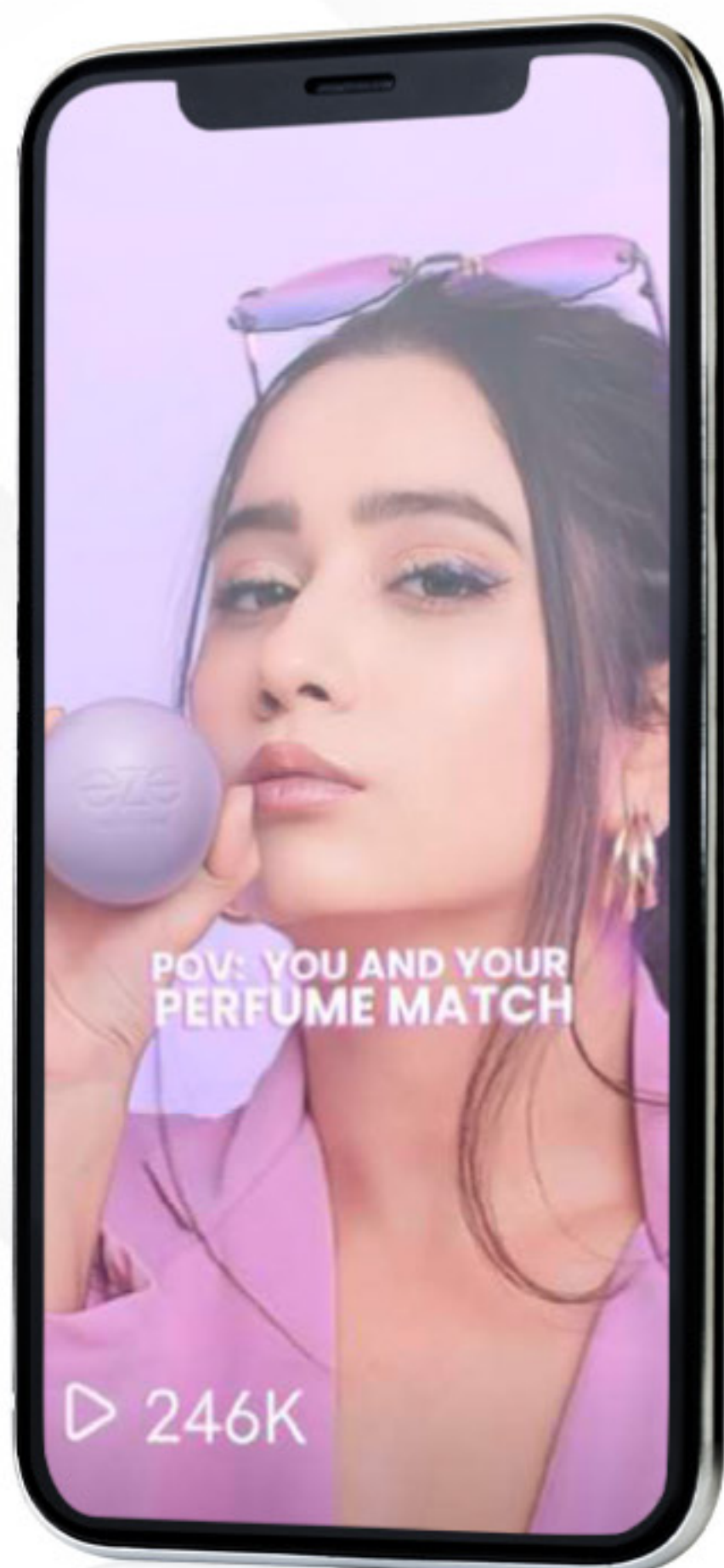


Piyush Sahu

📍 Jaipur
followers 1.1M

CAMPAIGN CONTENT

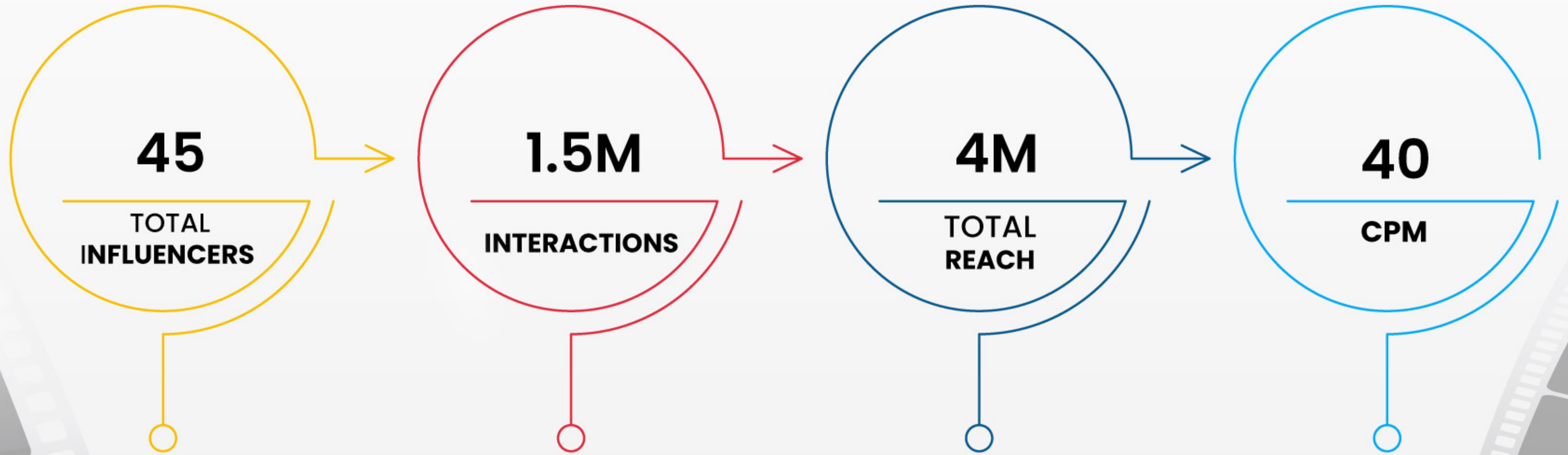
BEST REACH



BEST CONTENT



THE RESULTS



B

Beautiful[®]

‘Fantasy life style of dream world’

BEAUTIFUL - #MYFRAGRANCE PAN INDIA CAMPAIGN

BRAND'S OBJECTIVE:-

- ▶ To Create high awareness of Brand and help the brand in store footfall.

OUR SOLUTION:-

- ▶ Keeping objective in mind, we have tapped Micro and Macro Influencers (Lifestyle, Beauty, Travel, Mom Bloggers) which will help to create Store Awareness and customer footfall. Created a different types of content based on category of influencers (Fun Challenges, Specific Product, product discounts) and so on..

DELIVERABLES:

- ▶ **1 Reel + 1 Unboxing story + 1 Asthetic Cover Image with Products shown**

INFLUENCERS ONBOARDED



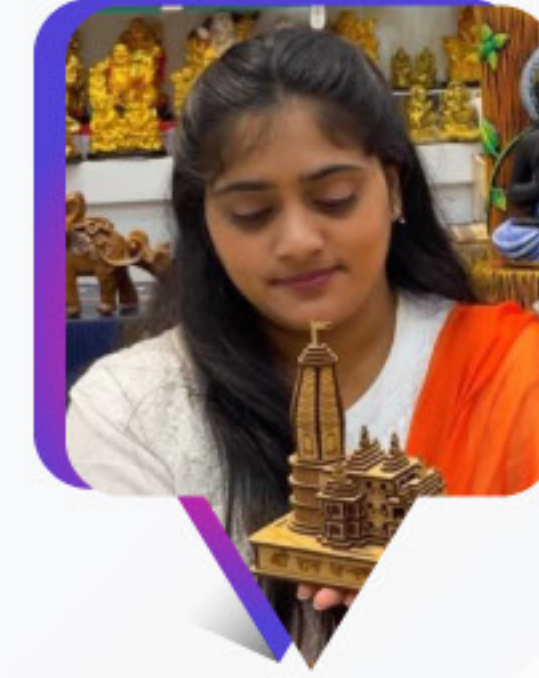
Hey Mumbai
Official
followers 633K



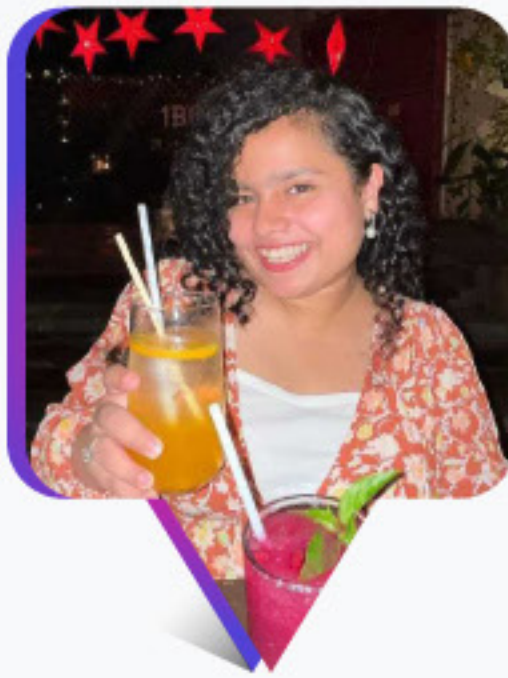
Dadar Mumbaikar
Community
followers 157K



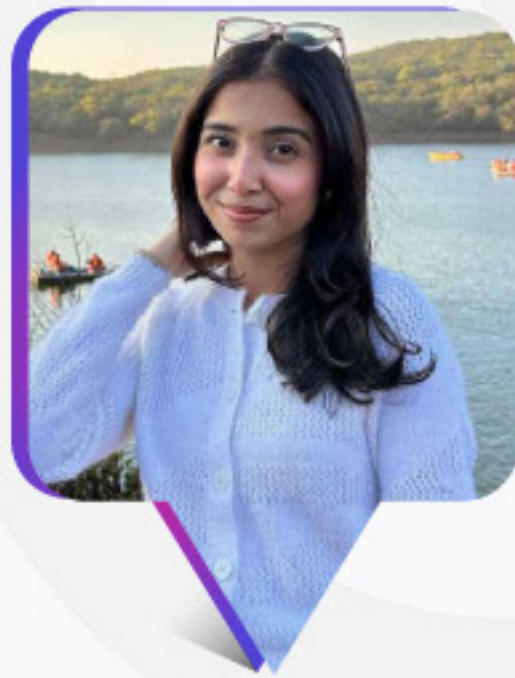
Review Baba
followers 228K



Jivachi Mumbai
followers 180K



Food Crushhh
followers 7.8K



Life and Leisure
followers 72.5K



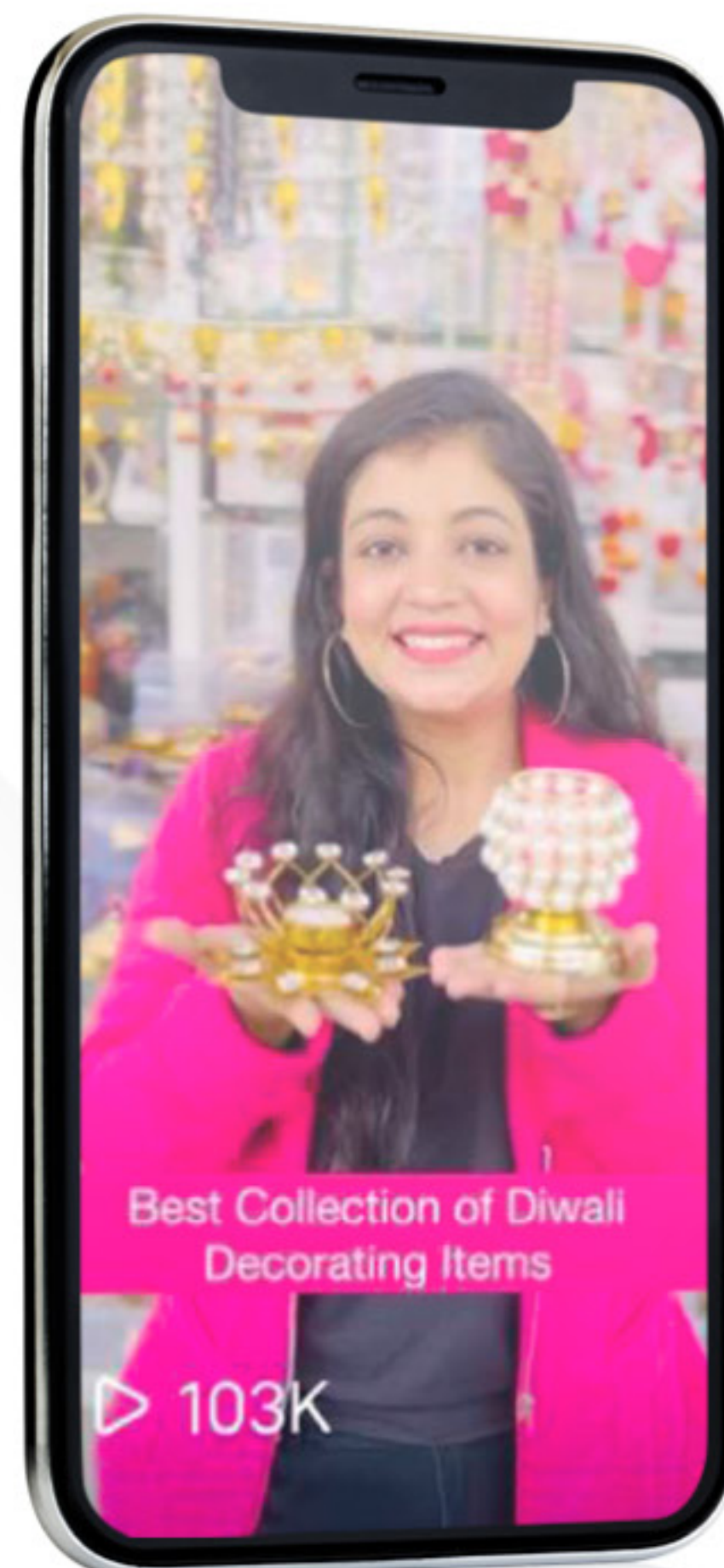
Prerna Mahadev
followers 149K



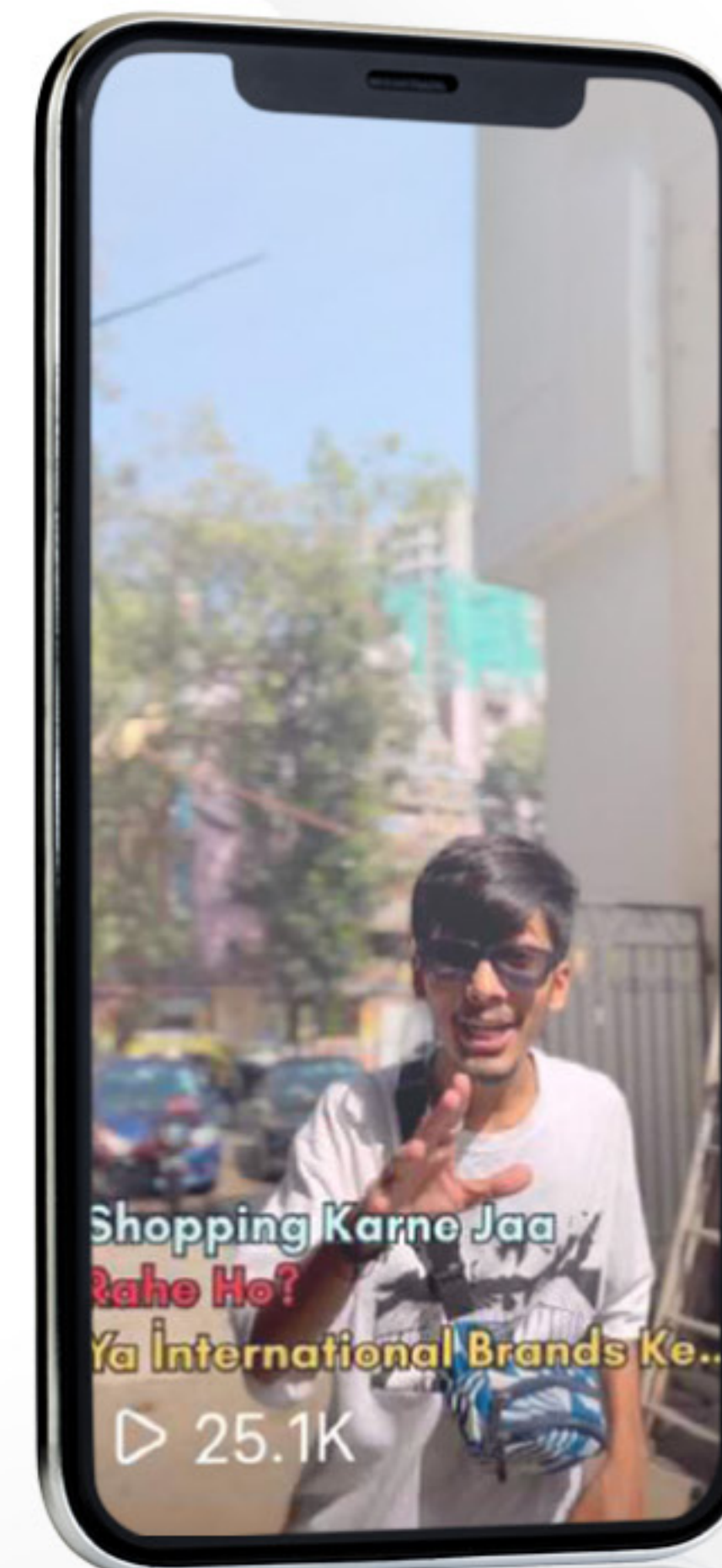
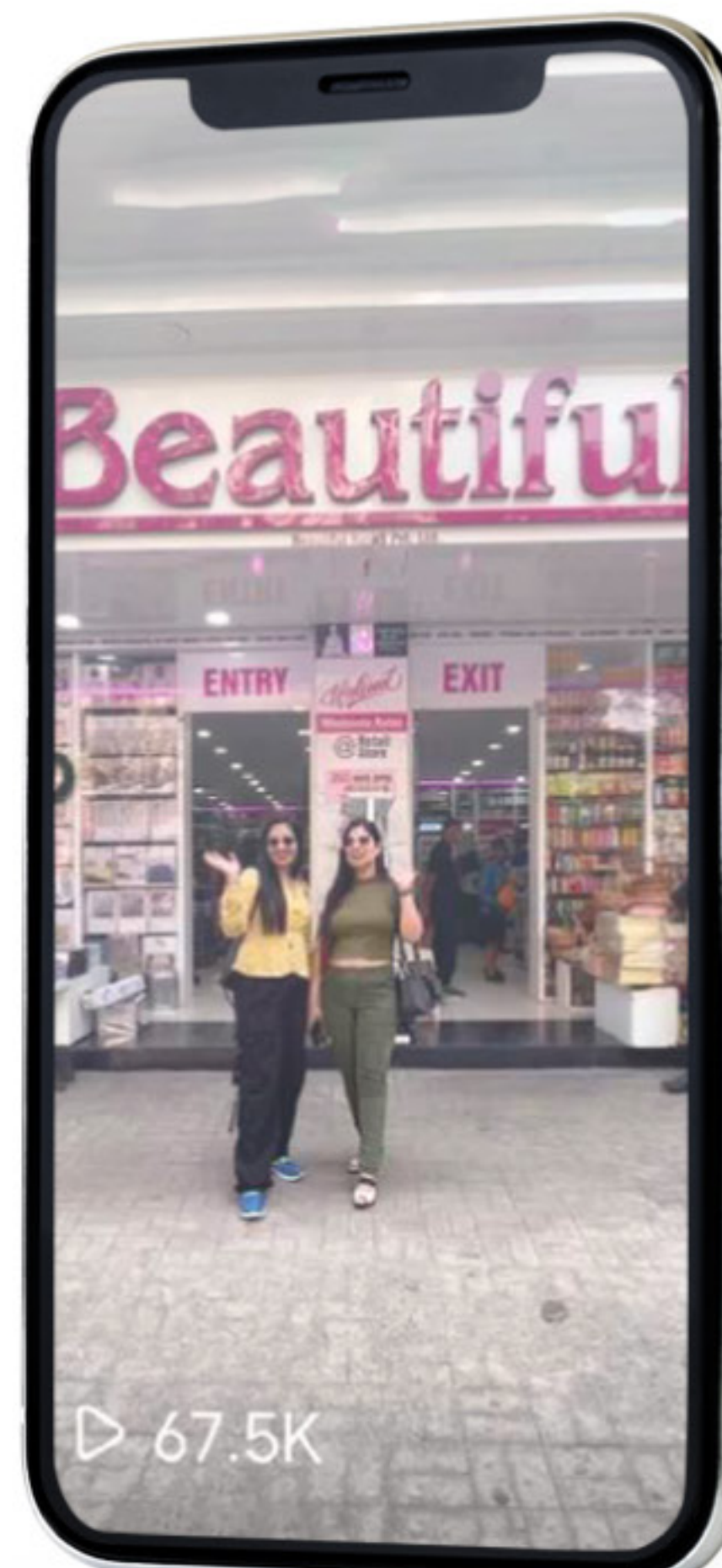
Pallavi Jha
followers 116K

CAMPAIGN CONTENT

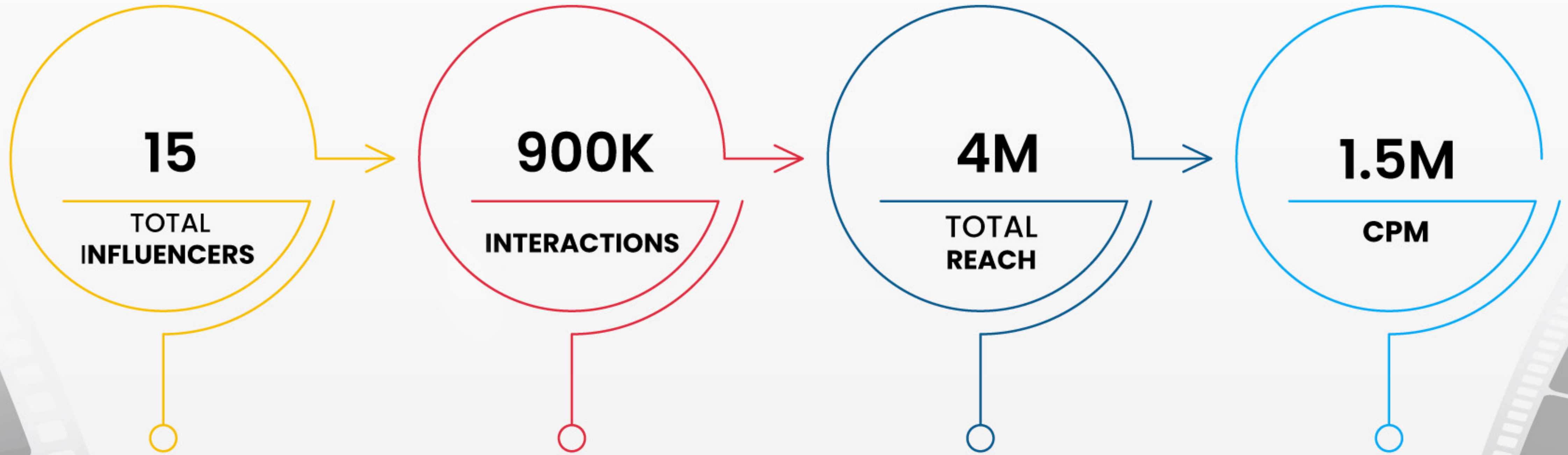
BEST REACH



BEST CONTENT



THE RESULTS



INSIGHT[®]
Make - up Essentials

INSIGHT COSMETICS -#MYFRAGRANCE PAN INDIA CAMPAIGN

BRAND'S OBJECTIVE:-

- ▶ To Create high awareness of New Product Launch and Best selling products of the month. Branding of Insight Cosmetics as Best Cosmetic Brand in industry.

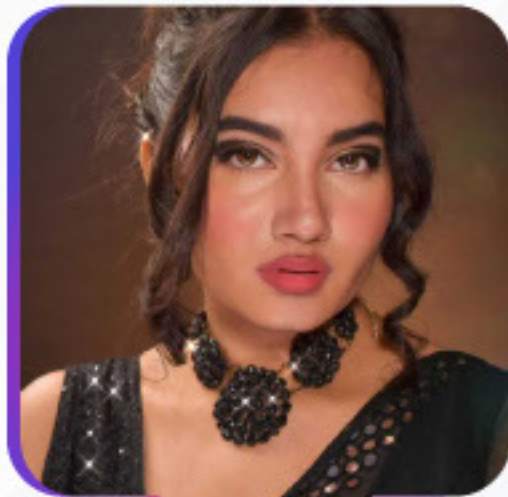
OUR SOLUTION:-

- ▶ Keeping objective in mind, we have tapped Mega, Macro and Micro Influencers for Paid Collaboration which will go on Brands Page (Trending Reels and Music) Like Recreate, Make-over, Festive Look..and so on.. And Nano Influencers for Barter Collaborations (Product Focus Content on Trending Music)

DELIVERABLES:

- ▶ **1 Reel + 1 Unboxing story + 1 Asthetic Cover Image with Product showcase**

INFLUENCERS ONBOARDED



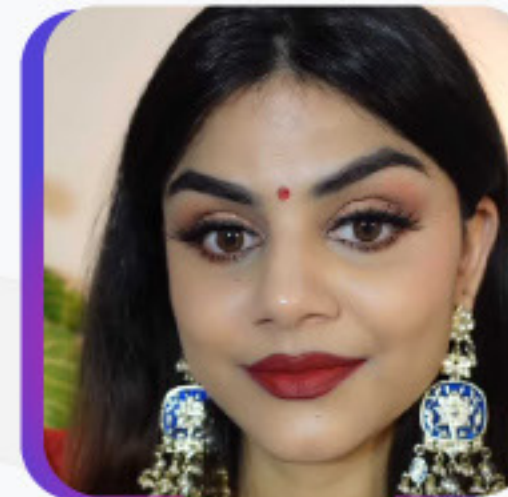
Hitashi

📍 New Delhi
followers 3.6K



Aisha

📍 Chattisgarh
followers 10.9K



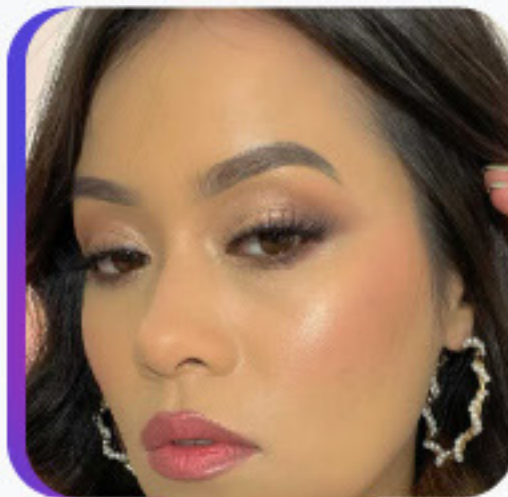
Lavi Yadav

📍 Uttar Pradesh
followers 92.8K



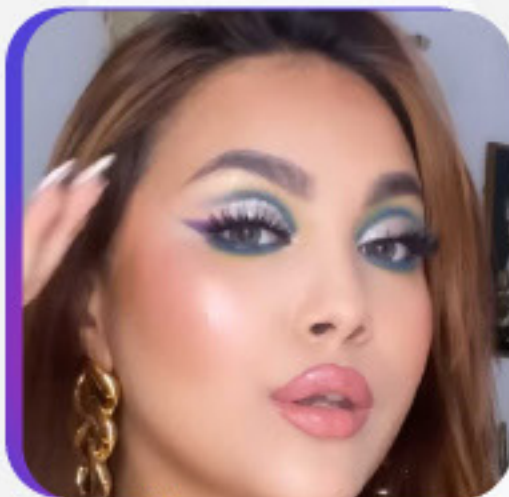
Ishrat Afreen

📍 Kolkata
followers 91.8K



Kristen

📍 Karnataka
followers 11.4K



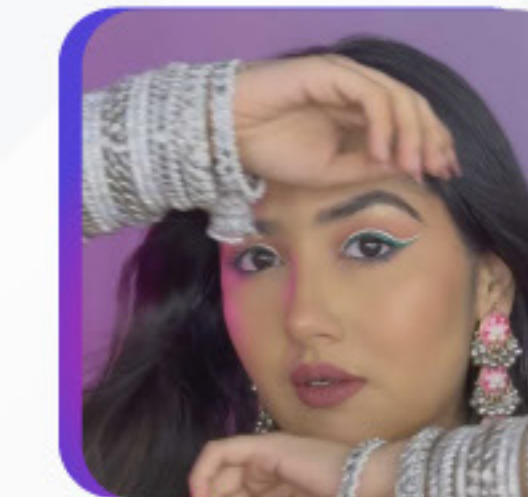
Aneasha

📍 West Bengal
followers 88.9K



Dazzling Simran

📍 New Delhi
followers 247K

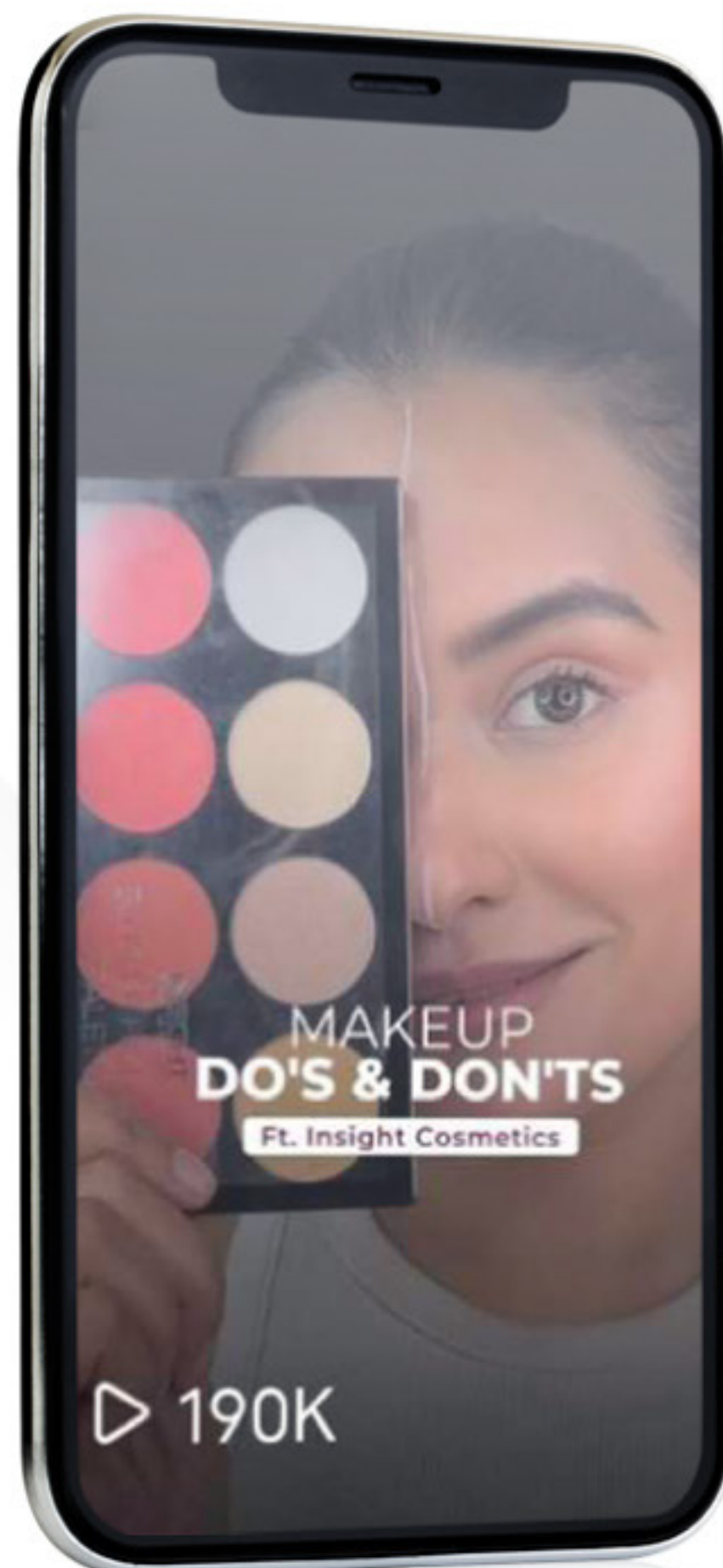
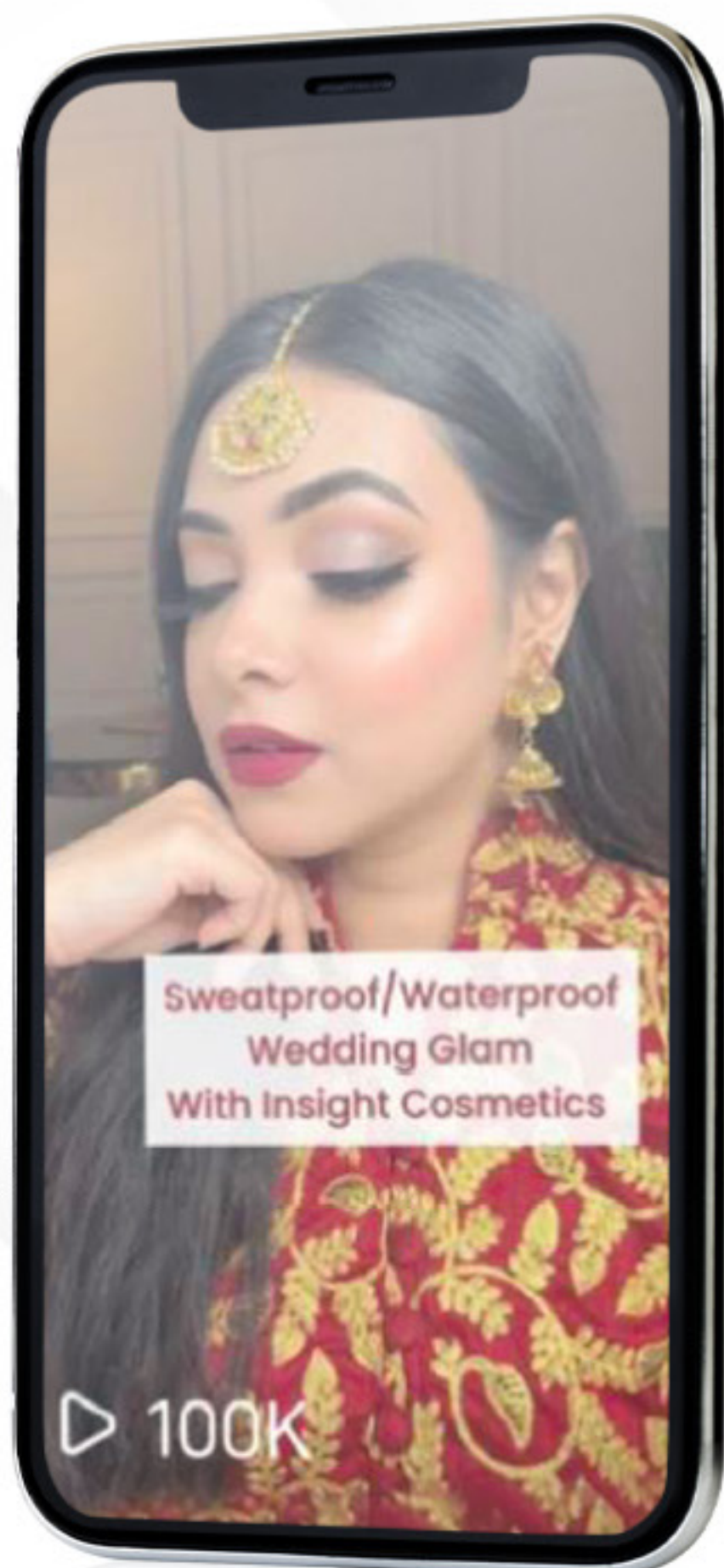


Himanshi Mansinghani

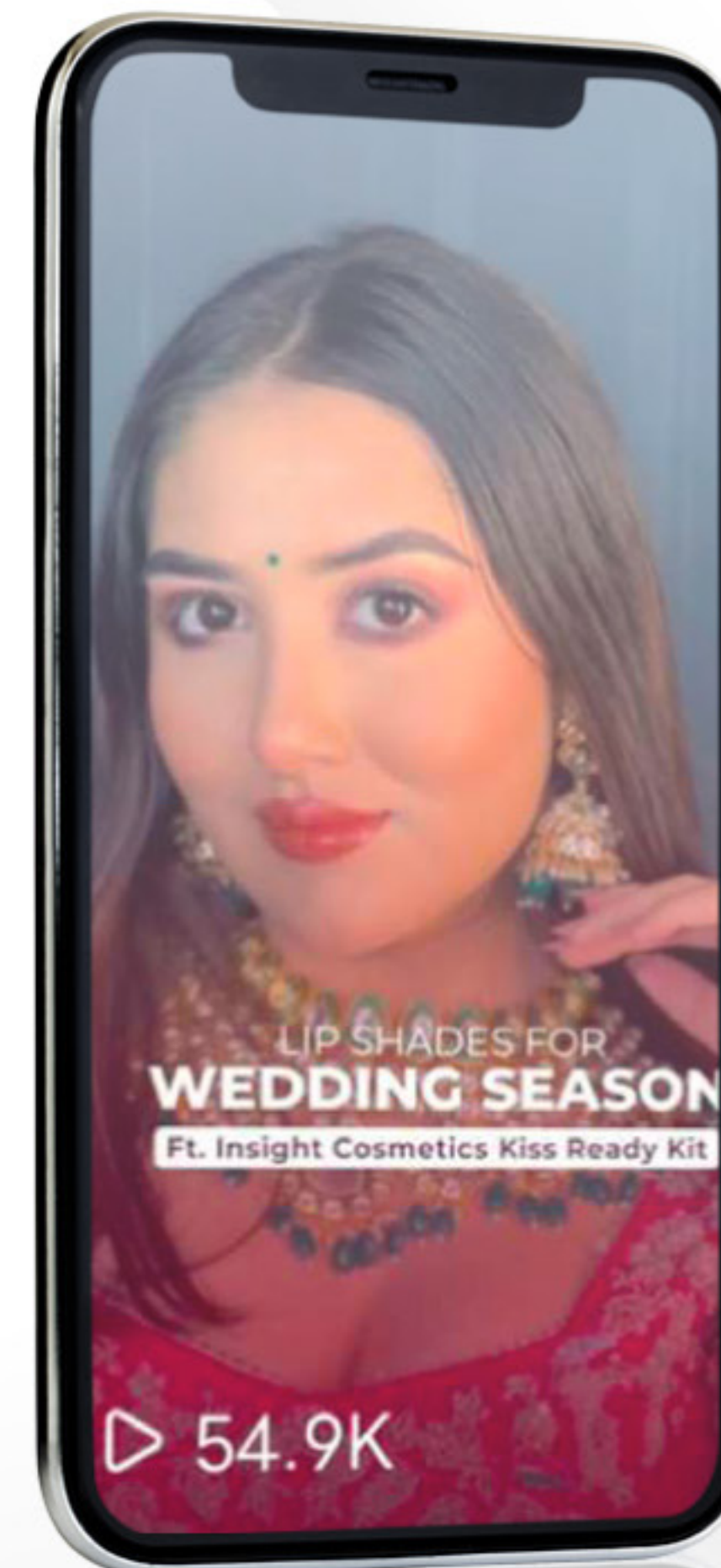
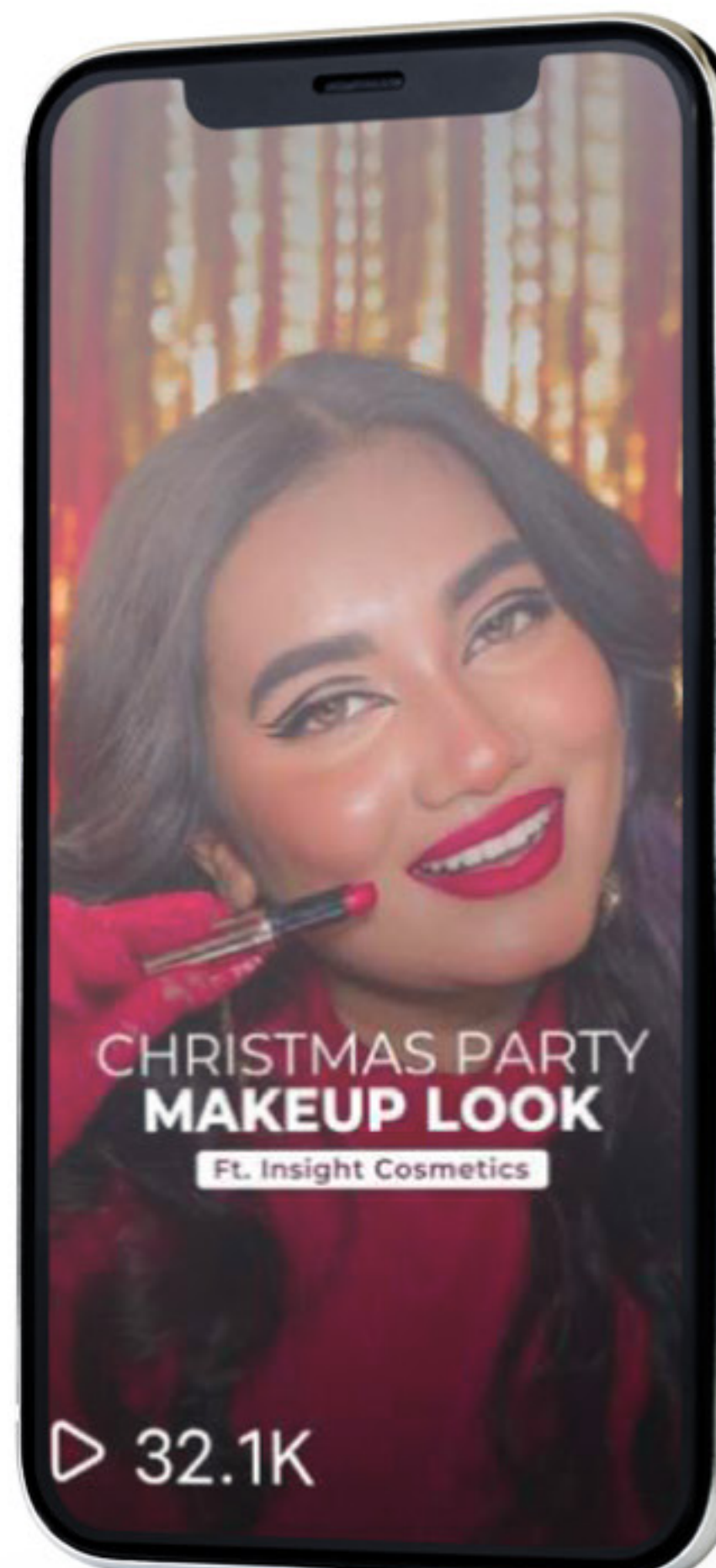
📍 Jaipur
followers 31K

CAMPAIGN CONTENT

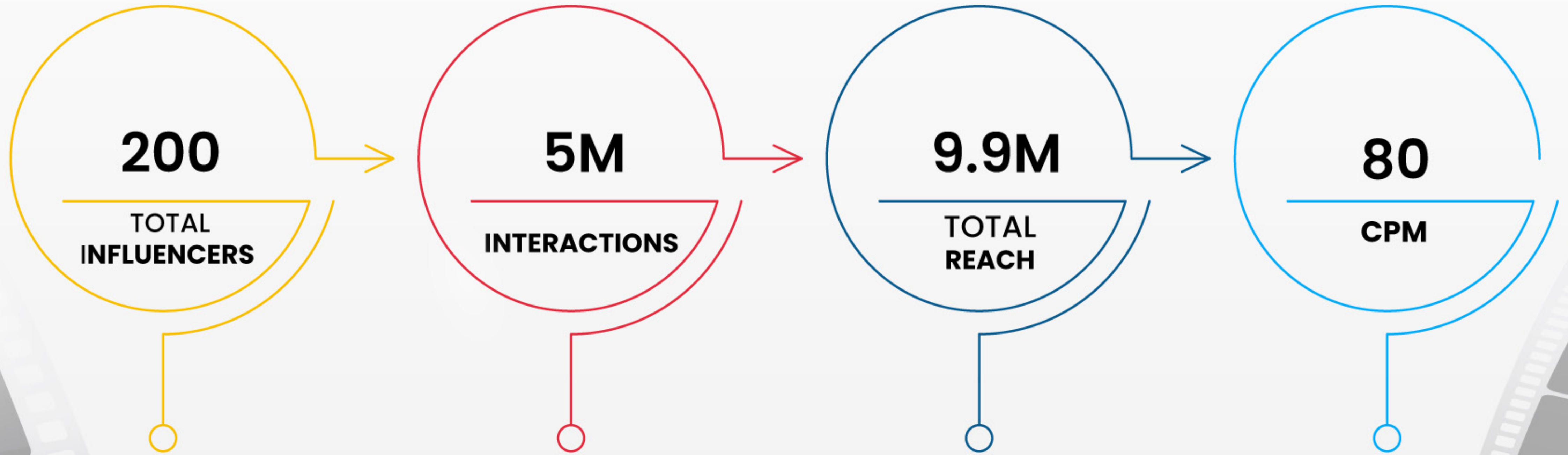
BEST REACH



BEST CONTENT



THE RESULTS



**SEEK
CAUS™**

SEEKCAUS - #UVRAYS PAN INDIA CAMPAIGN

BRAND'S OBJECTIVE:-

To improve brand awareness and make seekcaus the leading brand for skincare.

OUR SOLUTION:-

- ▶ To achieve this goal, Nano, Micro, and Macro influencers were on board. The influencers were selected based on category (skincare).
- ▶ Content based on: focused product, educational / awareness Content.

DELIVERABLES:

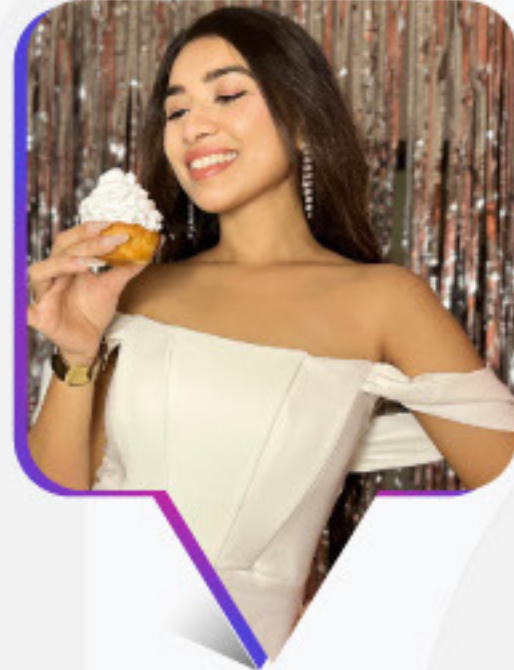
- ▶ **1 Reel**
- ▶ **1 Story**

INFLUENCERS ONBOARDED



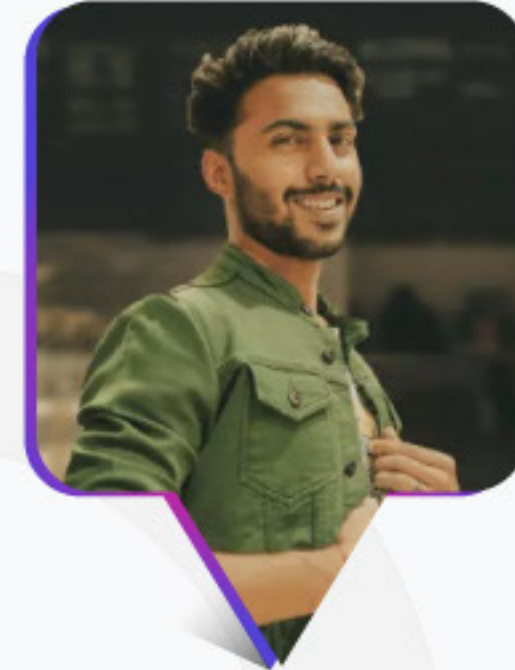
Neha Saini

📍 Pn
followers 146k



Netra Shah

📍 Gujarat
followers 854k



Aryan kumar

📍 Uttar
followers 302k



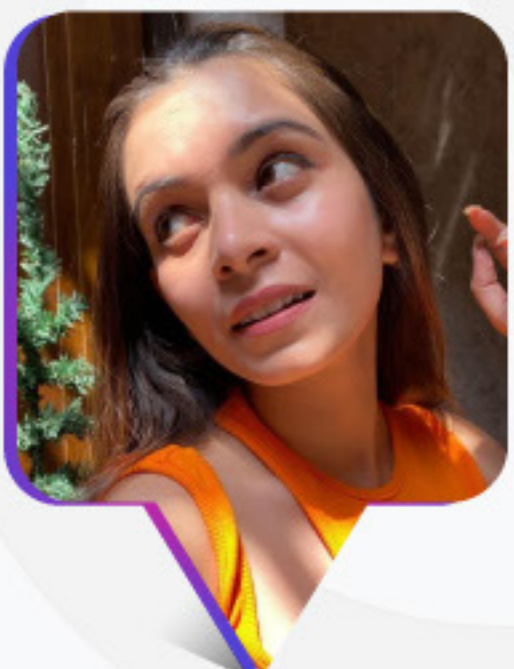
Brinda Shah

📍 Mumbai
followers 304k



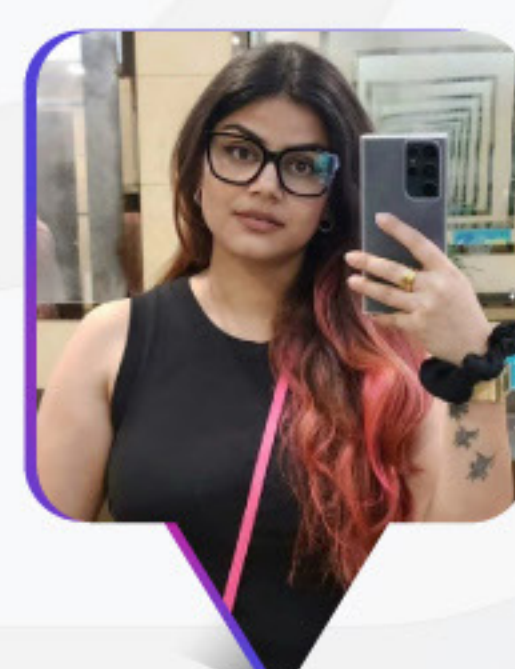
Chandhini Bhagwanani

📍 Mumbai
followers 397k



Tobu Singh

📍 Mu
followers 695k



Lavi Yadav

📍 Madh
followers 745k



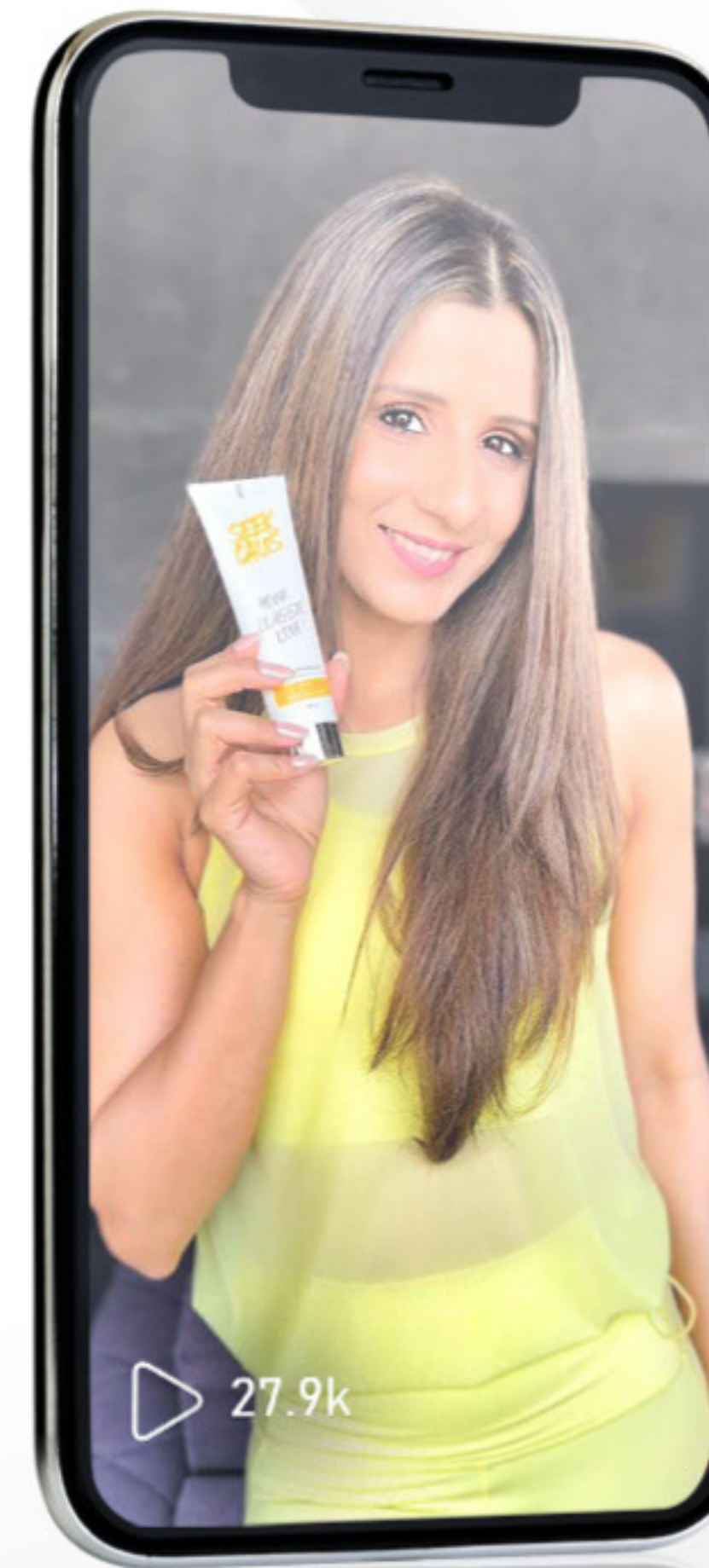
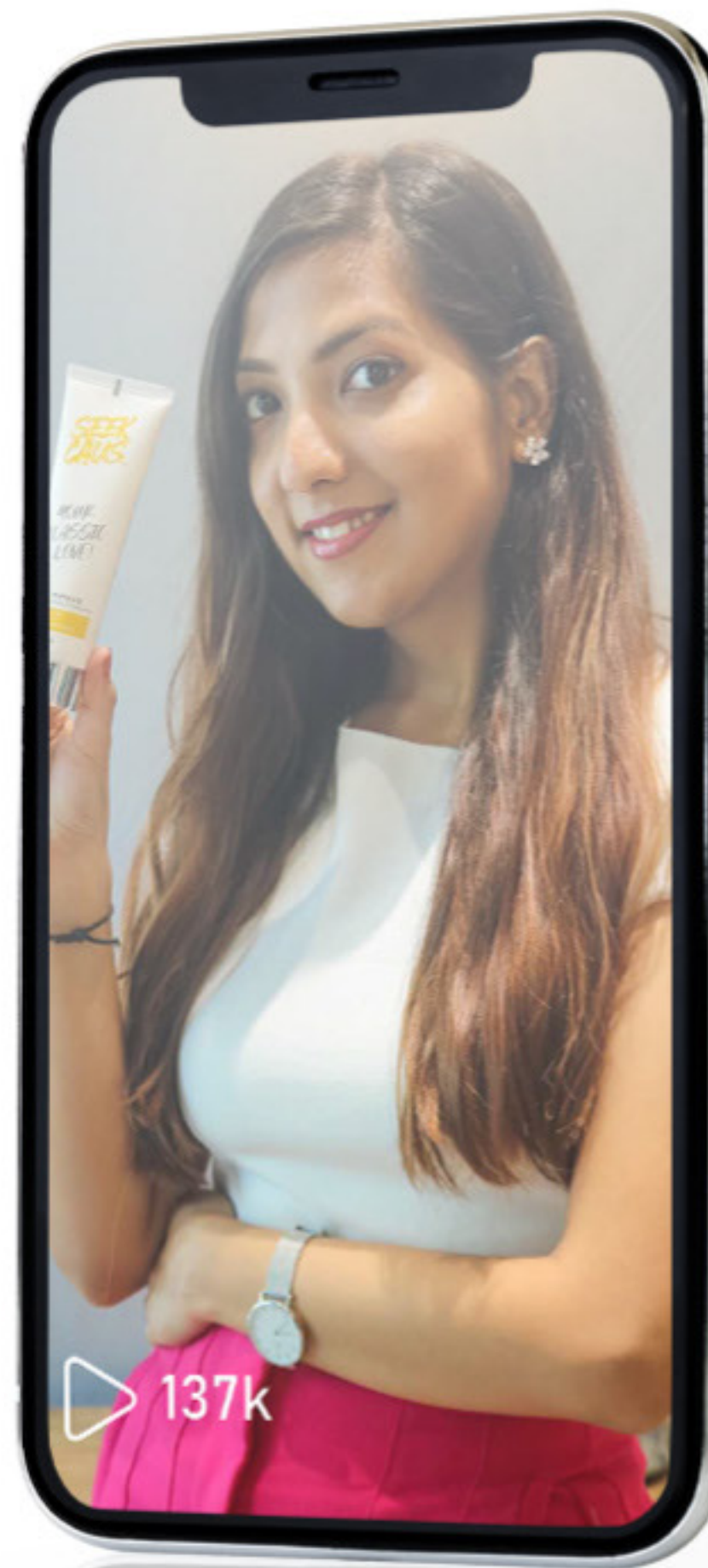
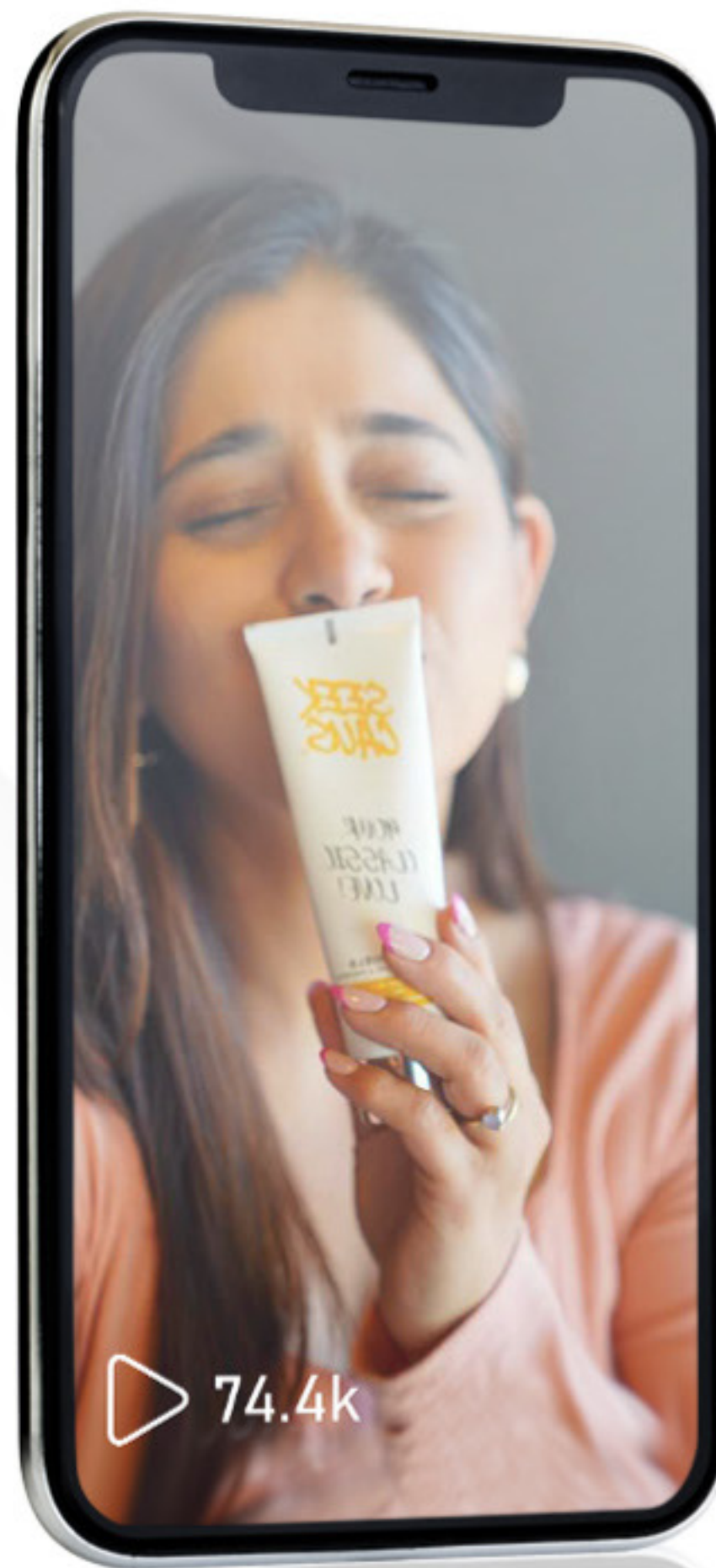
Rajnandini Dey

📍 Tela
followers 200k

CAMPAIGN CONTENT

BEST REACH

BEST CONTENT



THE RESULTS





RiiFFSTM
PARFUMS

PREMIUM FRENCH PERFUME

RIFFS- #MYFRAGRANCE PAN INDIA CAMPAIGN

BRAND'S OBJECTIVE:-

To create high awareness on social media and branding Riiffs as a premium French perfume brand.

OUR SOLUTION:-

- ▶ Keeping the objective in mind, we tapped Mega, Macro and Micro Influencers who reflect the idea that Riiffs perfume is exclusive and luxurious brand.
- ▶ Products were chosen after brand's requirement and sales data that reflects Luxury and lavish lifestyle

DELIVERABLES:

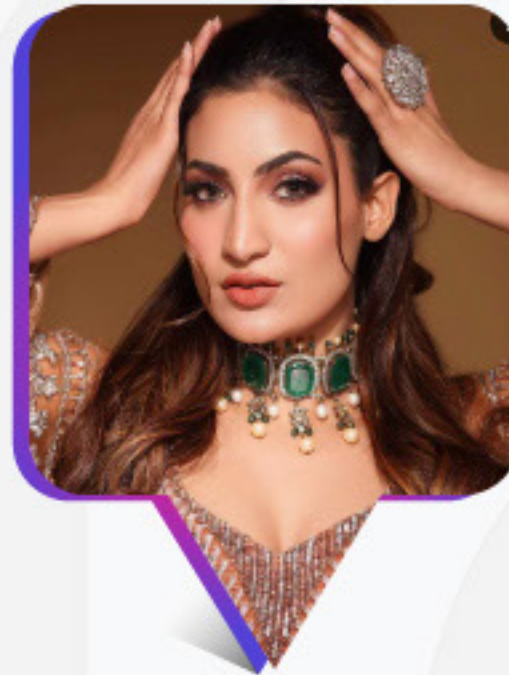
- ▶ **1 Reel** ▶ **1 Unboxing Story** or ▶ **4 Static Images** ▶ **1 Unboxing Story**

INFLUENCERS ONBOARDED



Abhishek Malik

📍 Gurgram
followers 397k



Suhani Chaudary

📍 Gurgram
followers 64.5k



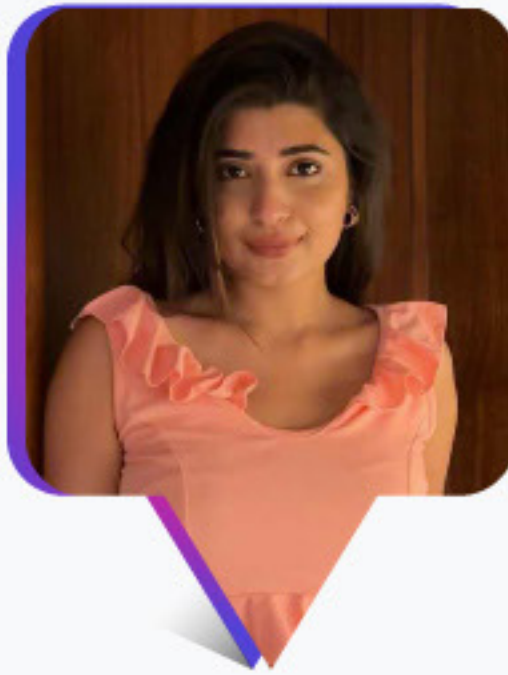
Hemal Soni

📍 Mumbai
followers 174k



Nisha Gupta

📍 Mumbai
followers 857k



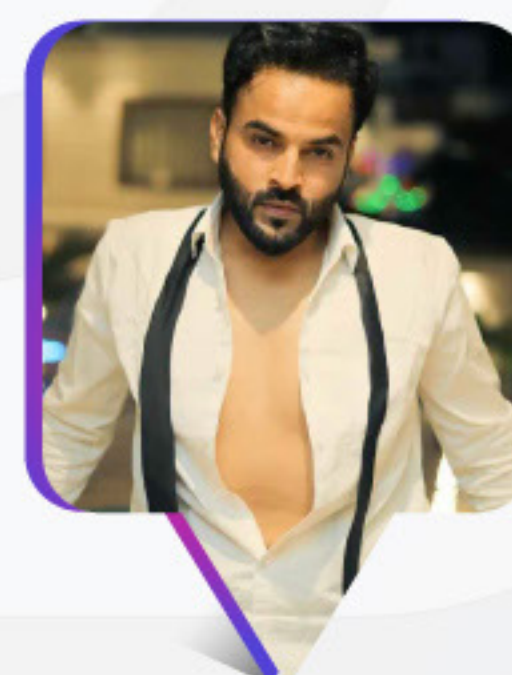
Shaguni Pawar

📍 Maharashtra
followers 74.7k



Aryan Kumar

📍 Rajasthan
followers 273k



Owaus Khan

📍 Rajasthan
followers 506k



Piyush sahu

📍 Rajasthan
followers 1Million

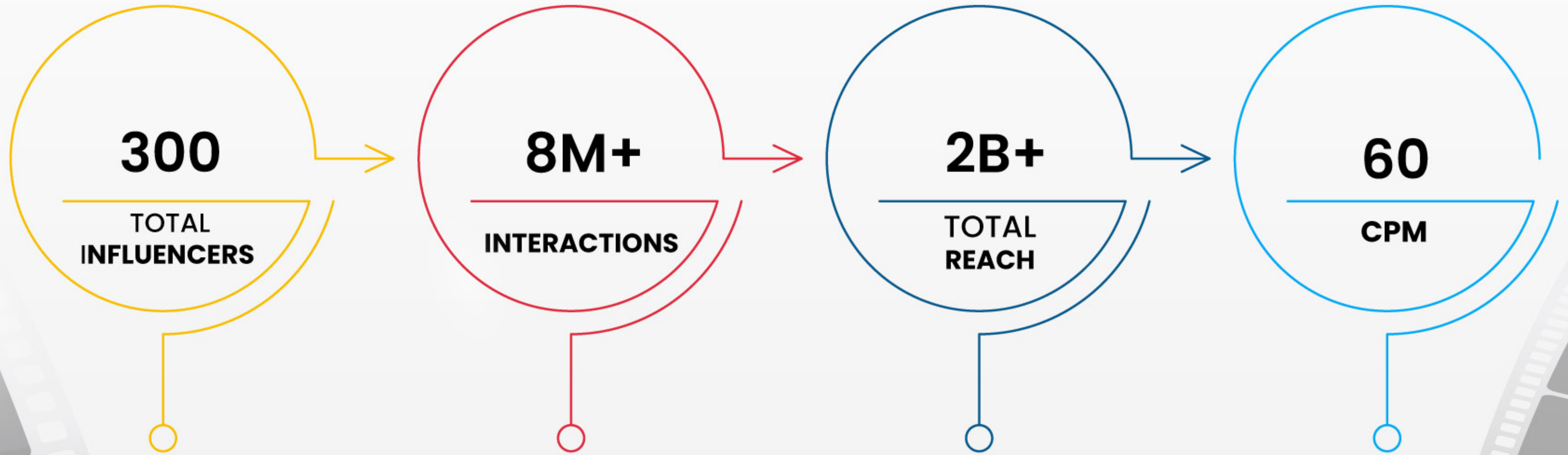
CAMPAIGN CONTENT

BEST REACH

BEST CONTENT



THE RESULTS





BN - #JUSTBN PAN INDIA CAMPAIGN

BRAND'S OBJECTIVE:-

To improve brand and product awareness while appealing to the Indian audience with an eye for French perfumes.

OUR SOLUTION:-

- ▶ To achieve this goal, Nano, Micro, and Macro influencers were on board. The influencers were selected based on their natural aesthetics i.e. gentle, youthful and dreamy.
- ▶ We focused on special days (valentine's day) to create storytelling content that worked the best for the brand.

DELIVERABLES:

- ▶ **1 Reel**
- ▶ **1 Story**

INFLUENCERS ONBOARDED



Tina Sharma

📍 Punjab
followers 314k



Ramiz Raza

📍 Delhi
followers 266k



Bharti Singh

📍 Uttar Pradesh
followers 134k



Minakshi Satpathy

📍 Kolkata
followers 133k



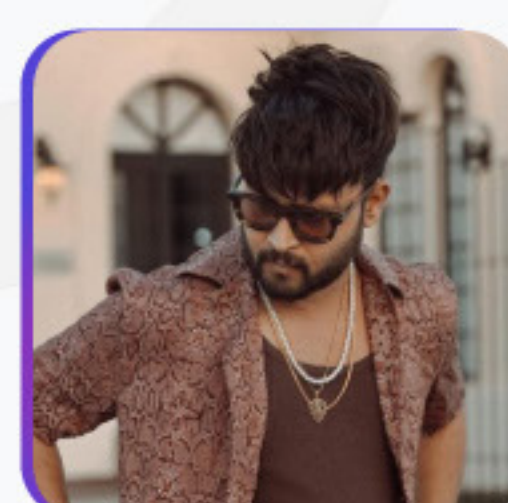
Rahul Chauhan

📍 Uttar Pradesh
followers 470k



Shreyasi Sarkar

📍 Mumbai
followers 108k



Gaurav Verma

📍 Madhya Pradesh
followers 103k



Ravinder Rao

📍 Telangana
followers 138k

CAMPAIGN CONTENT

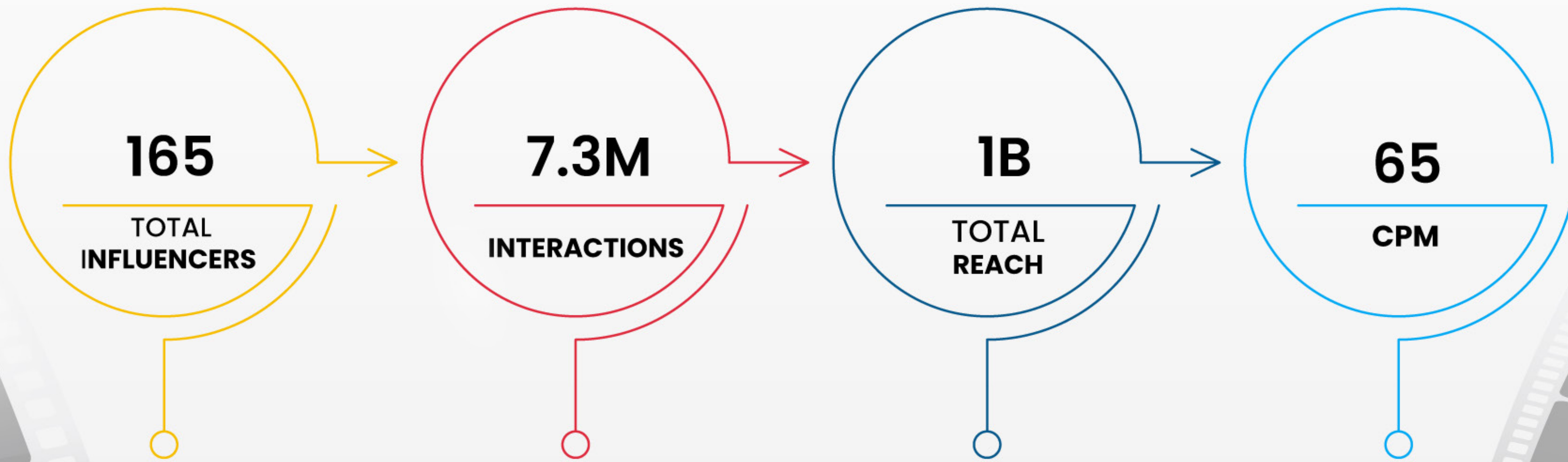
BEST REACH



BEST CONTENT



THE RESULTS



2CCO®

NEVERGOUNNOTICED

ACO - #MYSIGNATURESCENT PAN INDIA CAMPAIGN

BRAND'S OBJECTIVE:-

To create increase brand awareness on social media as well as product awareness.

OUR SOLUTION:-

- ▶ Our objective was to resonate Aco perfumes with classy so keeping this in mind we tapped Macro and Micro Influencers who reflect the vibe of Aco perfume.
- ▶ Products that were chosen after brands requirement and sales data.

DELIVERABLES:

- ▶ **1 Reel**
- ▶ **1 Story**

INFLUENCERS ONBOARDED



Tushar Ranebennur

📍 Mumbai
followers 5k



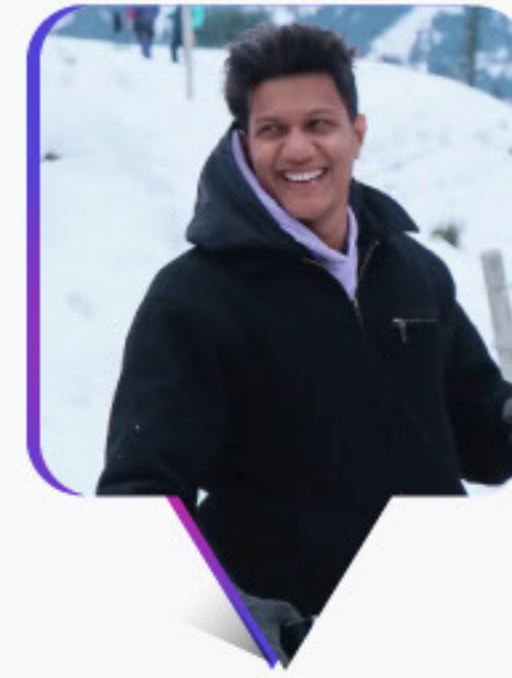
Faimin Malik

📍 Maharashtra
followers 84k



Glacy

📍 Punjab
followers 112k



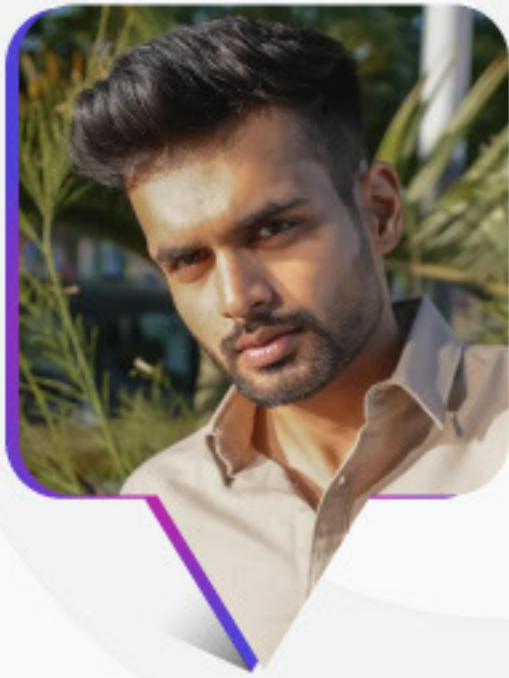
Vishal

📍 Mumbai
followers 9k



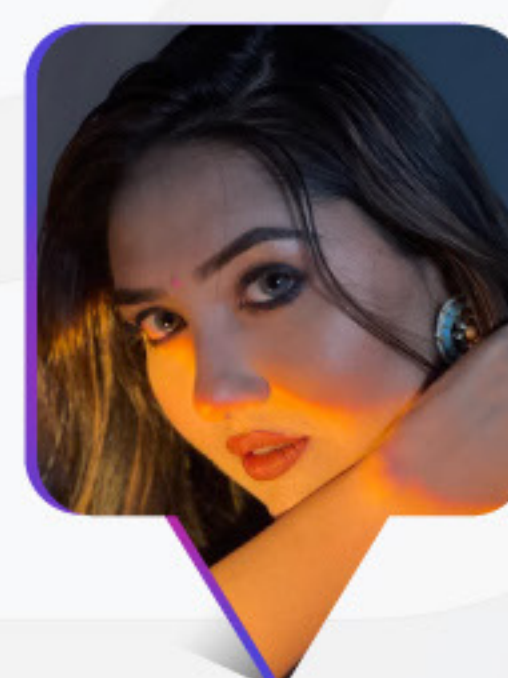
Anmol Yadav

📍 Mumbai
followers 28k



Rhythm Shah

📍 Indore
followers 33k



Himanshi

📍 Jaipur
followers 22k



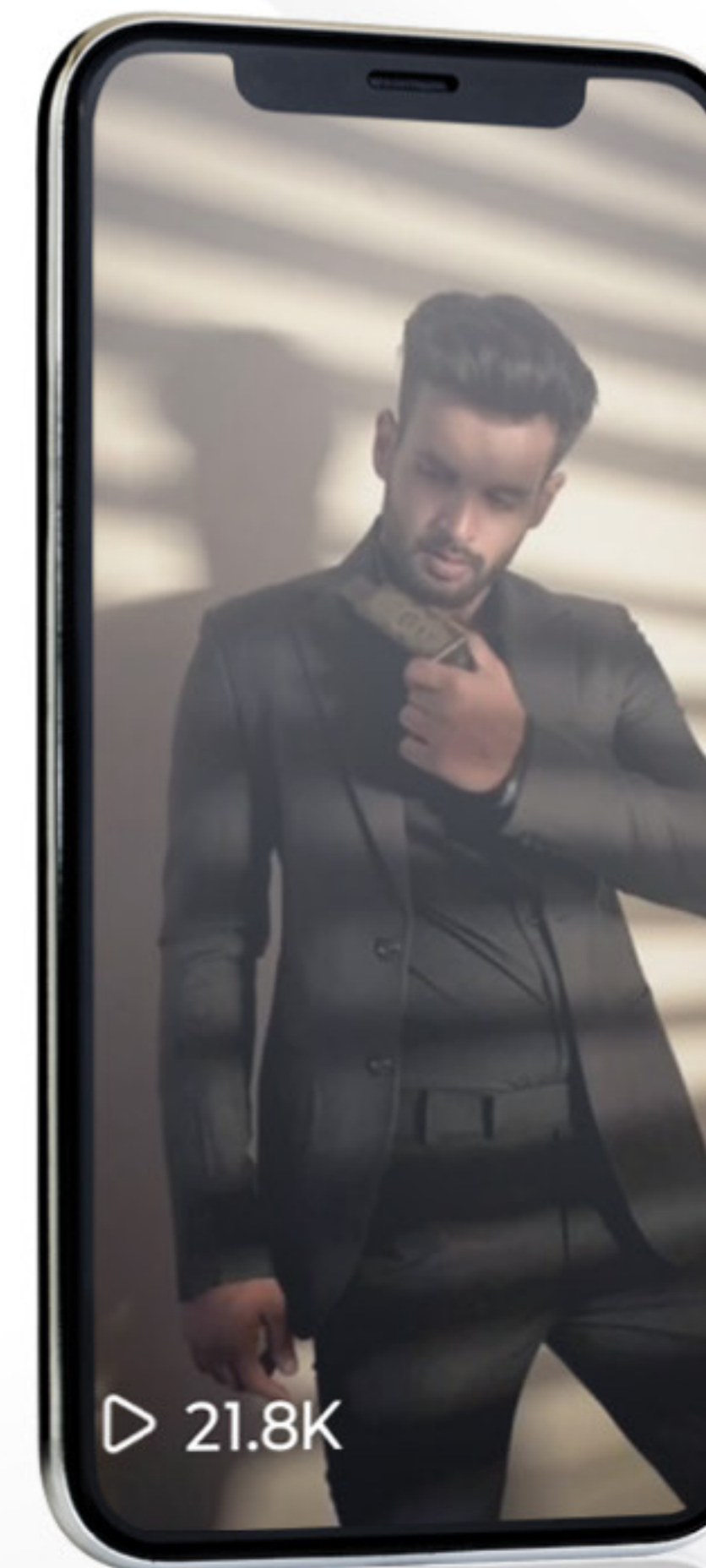
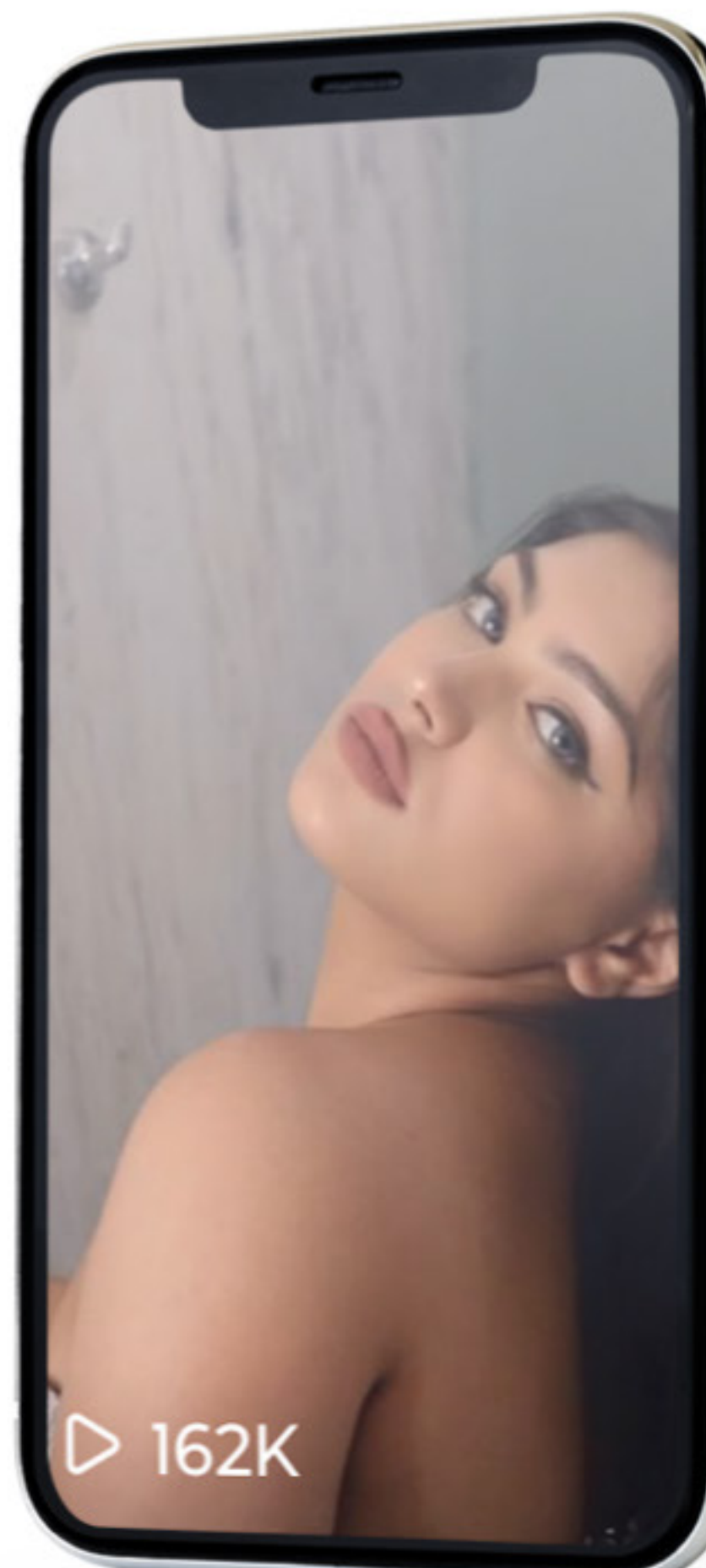
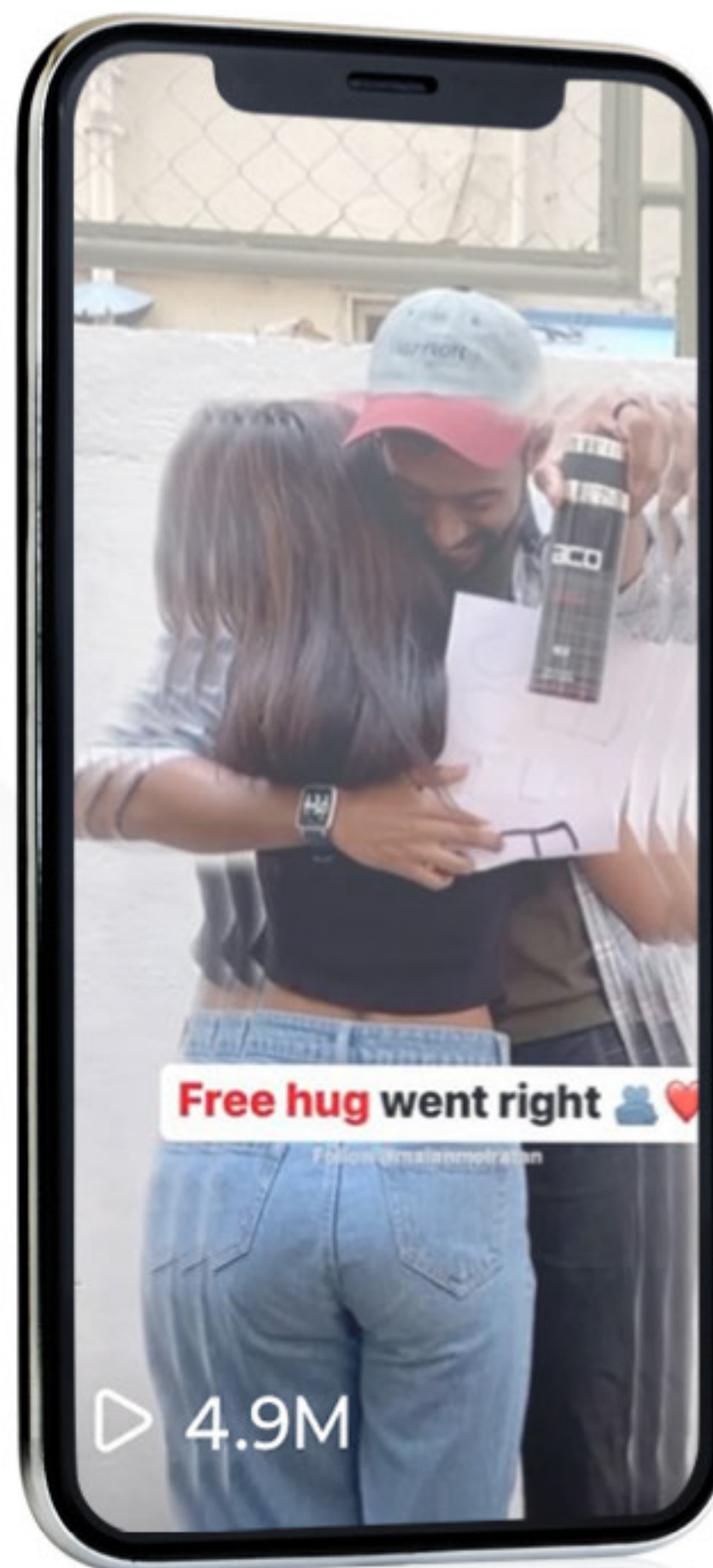
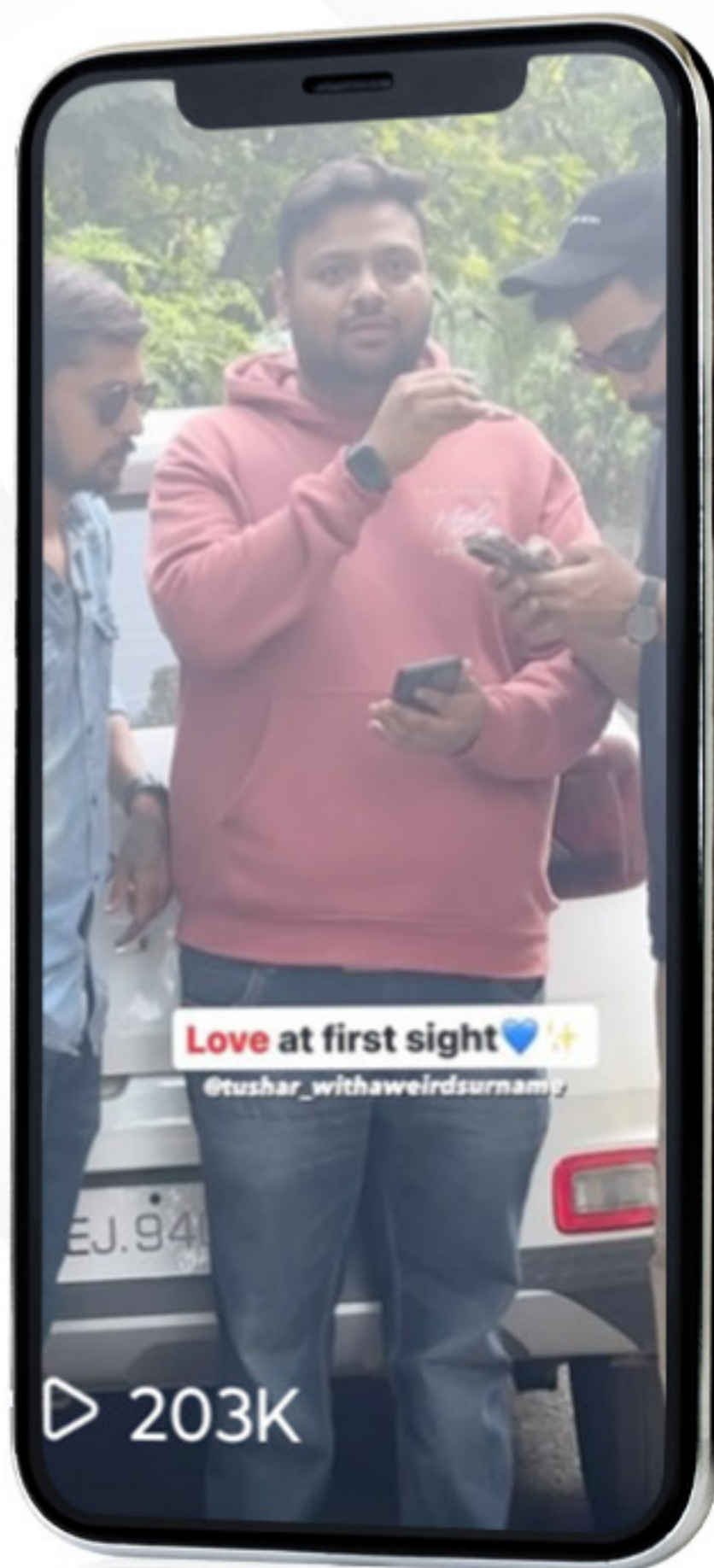
Bani Dhall

📍 Haryana
followers 124k

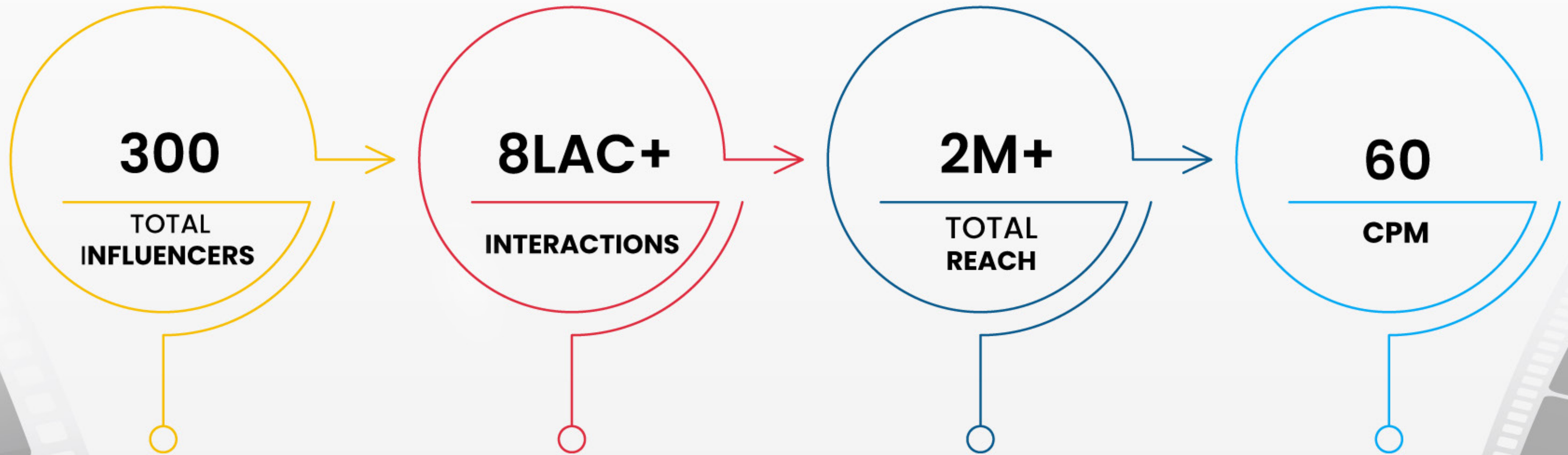
CAMPAIGN CONTENT

BEST REACH

BEST CONTENT



THE RESULTS





MIRABELLE

COSMETICS KOREA

#SKINVESTORS

MIRABELLE - #SKINVESTORS PAN INDIA CAMPAIGN

BRAND'S OBJECTIVE:-

The objective of this campaign was to hype the launch of the products.

OUR SOLUTION:-

- ▶ The campaign started during winter season therefore we divided the whole campaign into 3 parts.
- ▶ **Pre-launch:** The Focus was to create importance of skincare #skininvestment with nano and micro skincare influencers.
Launch: The Focus was product awareness #skininvestor with micro and macro skincare beauty and lifestyle influencers.
Post launch: The focus was UGC content, product review and product usage. #skincentives

DELIVERABLES:

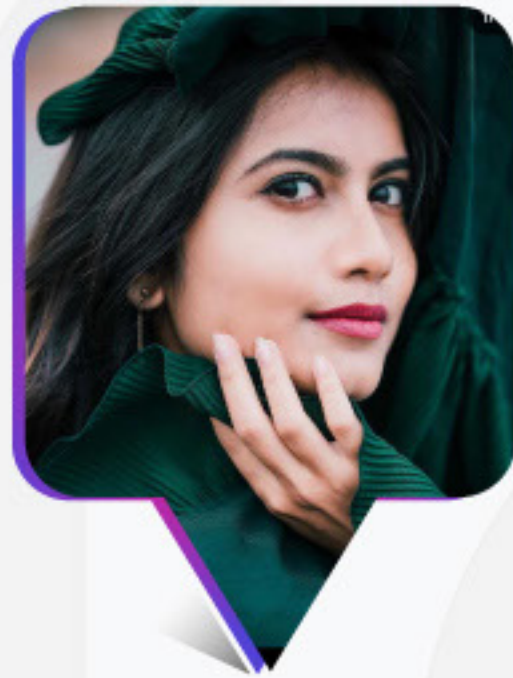
- ▶ **1 Reel**
- ▶ **1 Story**

INFLUENCERS ONBOARDED



Parvi Sharma

📍 Maharashtra
followers 200k



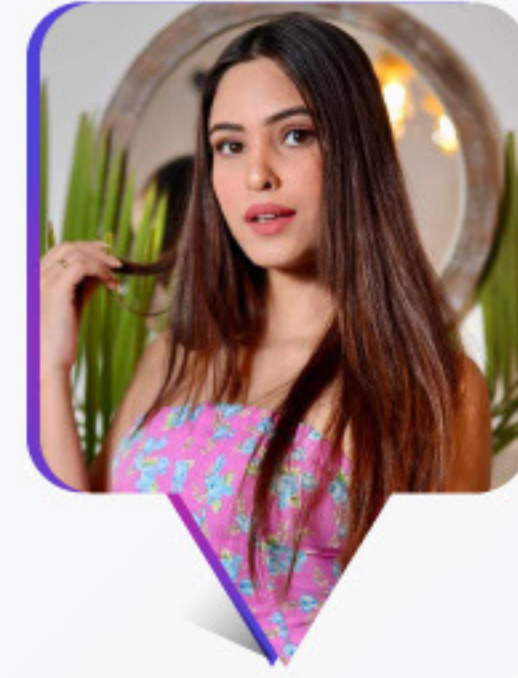
Varshinne

📍 Mumbai
followers 2M



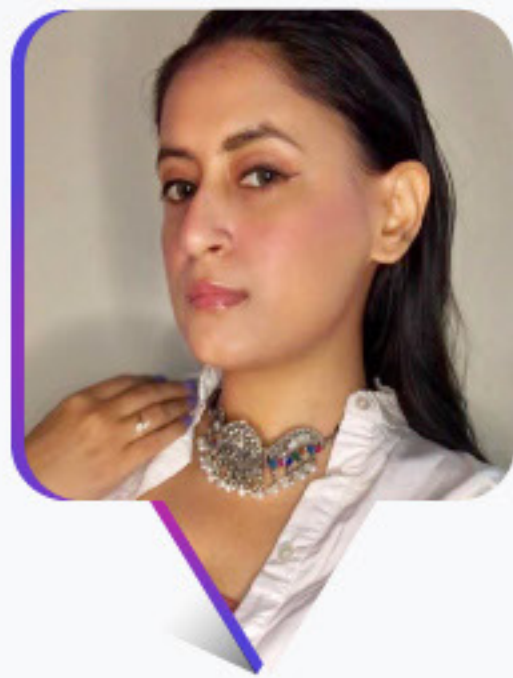
Snigdha

📍 Hyderabad
followers 192k



Priyanka Arya

📍 Delhi
followers 346k



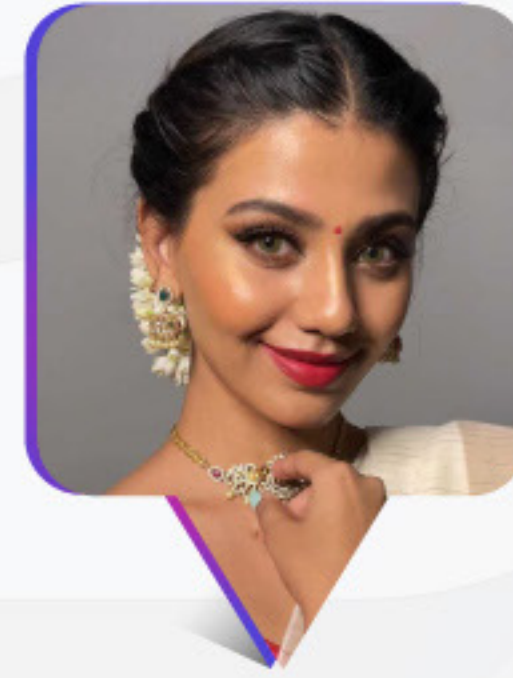
Rubal Raheja

📍 Hariyana
followers 20.3k



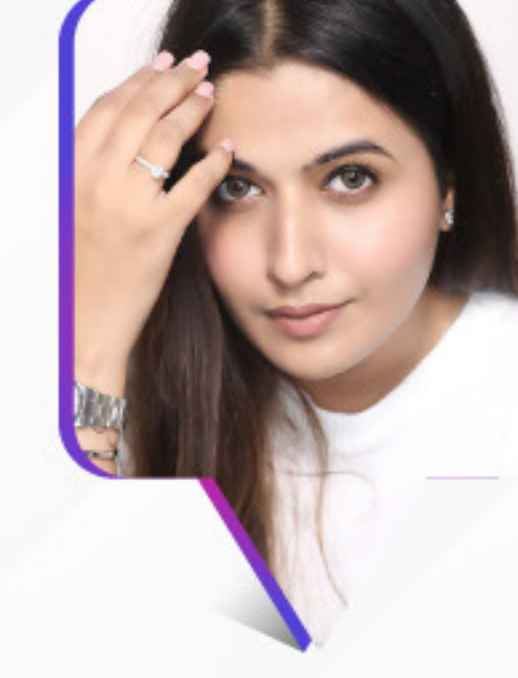
Anmol Saini

📍 Uttar Pradesh
followers 25.3k



Vaishali jaikumar

📍 Chennai
followers 61.8k

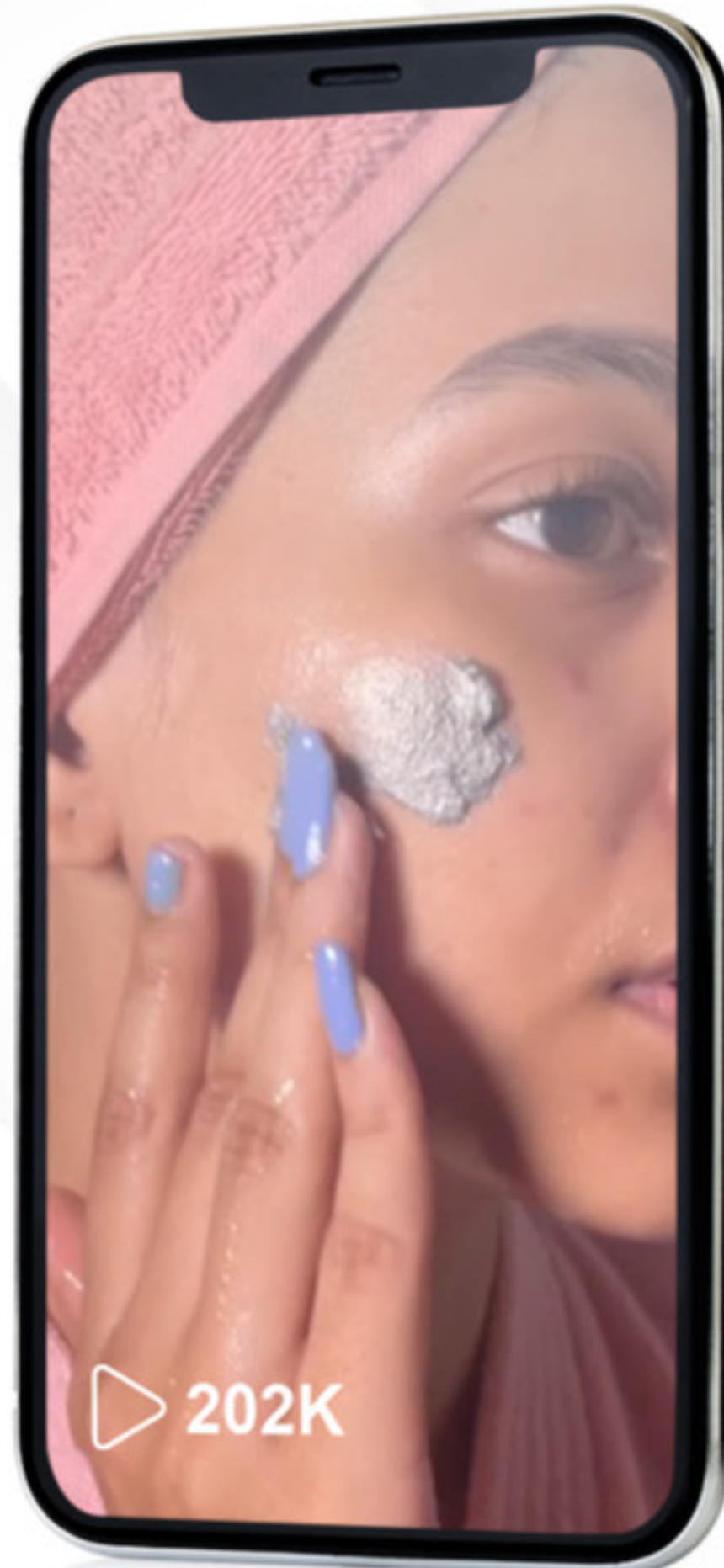


Ritu Chauhan

📍 Mumbai
followers 36.7k

CAMPAIGN CONTENT

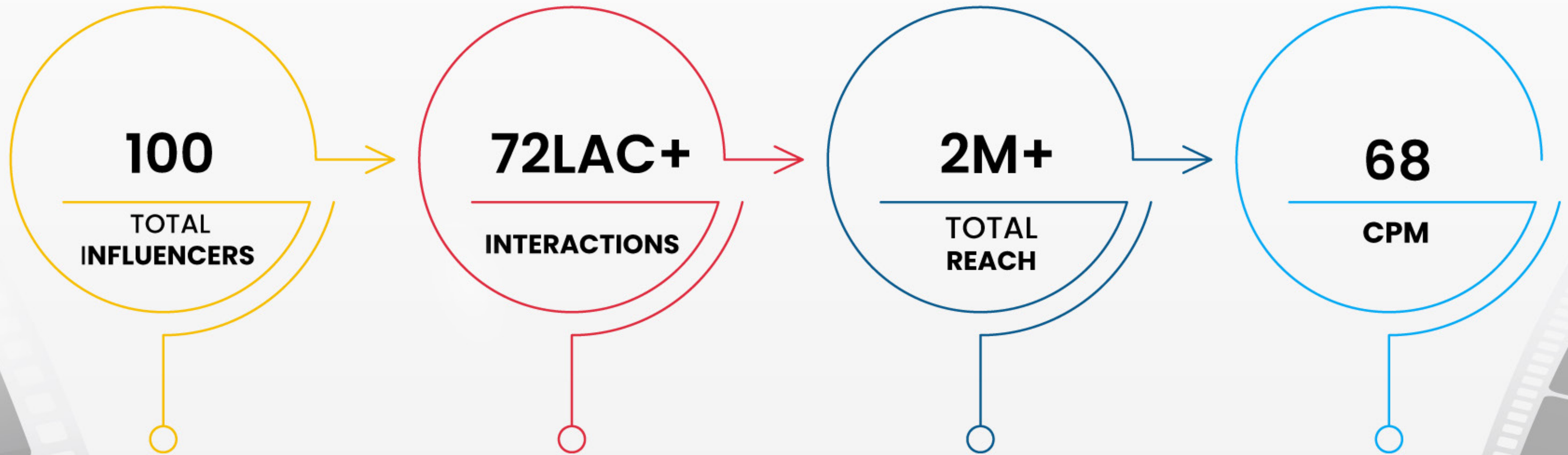
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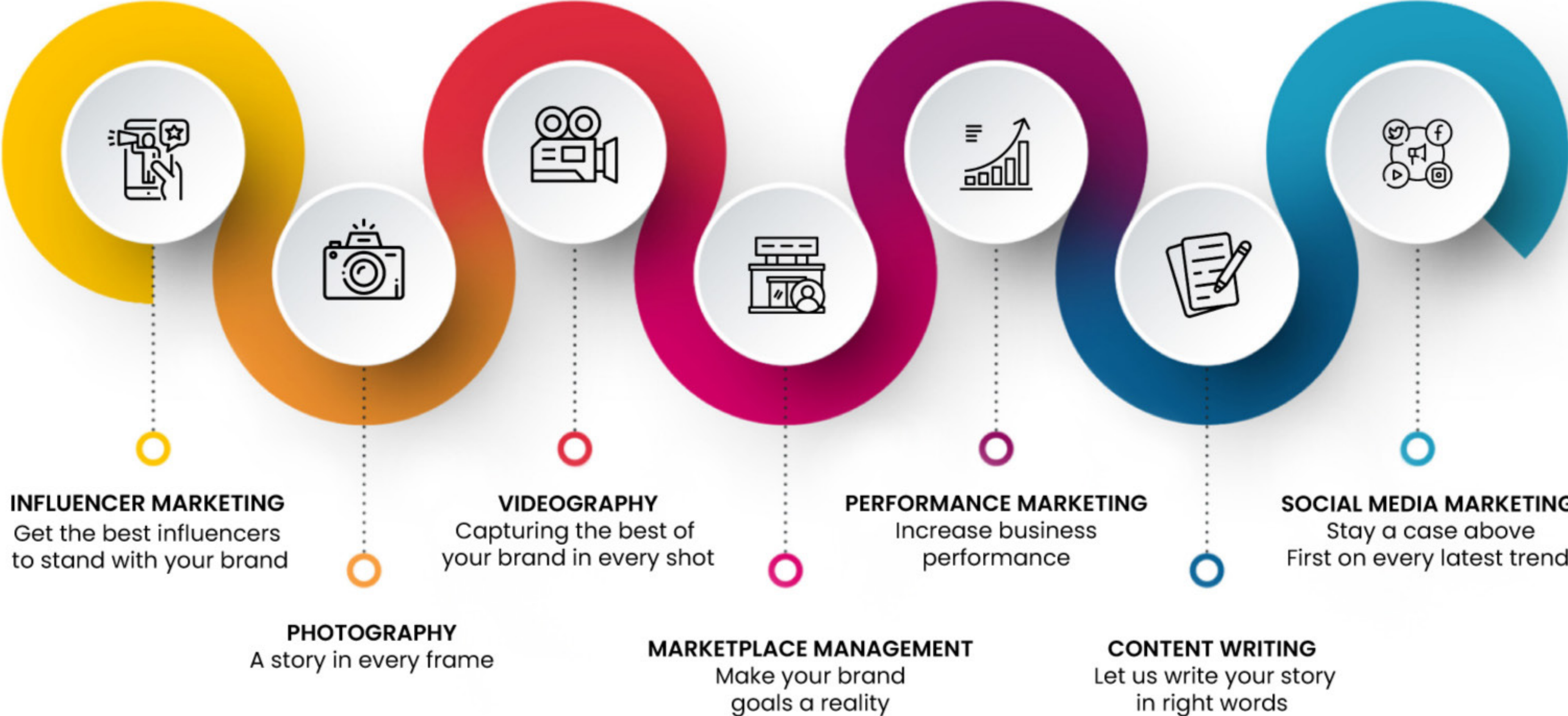
BEST CONTENT



THE RESULTS



OTHER SERVICES



THANK YOU