



# SWAROVSKI

CASE STUDY | Rakshabandhan 2019



# THE BRIEF



**Swarovski** launched their new collection for Rakshabandhan inspiring sibling bond contrary to the traditional way of celebrating the festival. They collaborated with macro influencers and celebrities from lifestyle and entertainment categories. The influencers exchanged Swarovski rakhis with their siblings and created amazing content with delightful pictures showcasing sibling love.

A beautiful message, which had to be put out in a manner that did not look tailored, and for this, they chose the medium of influencer marketing.

We're happy to say that the reward was well worth the challenge as this campaign exceeded expectations with the engagement it garnered!

# 1 MESSAGE, 14 INFLUENCERS

To present Swarovski's new collection for Rakshabandhan, delivering the idea of care and love by tying swarovski bracelets on their sibling's wrists which are a symbol of love & protection between the two and is also fashionable.

**KPI:** Increase Brand Awareness and New Collection Launch

**Medium:** Instagram

No. of Influencers

14

Total Followers

2.9M+

No. of Posts

19

Total Stories

16

Posts Reach

3.9M+

Post Impression

5.7M+

Posts Engagement

563.7K+

% Followers Engaged

18.99%





Through this campaign, **Swarovski** wanted to not just get conversions for their new line, but create brand awareness. They wanted people to know that Swarovski was a brand that sold not just beautiful jewelry but emotions.

And there is no form of advertising that conveys the authenticity of emotion better than influencer marketing. It makes a memorable impact on the audience that is a lot more valuable than reach and clicks! It's designed to surpass ad blockers and go beyond traditional ad spend to create quality content that keeps on giving long after the campaign





Every Rakhi is special, but this time it's brilliant with Swarovski, have a sparkling Raksha Bandhan sharing love with your dear ones. Make a promise to protect your sibling, whether brother or sister and start your own tradition.

Thank you for taking care of me & cooking for me & loving me like you do @tatrip Aap pyaar ho! 🌸

Portrait of love by @gourabganguli ♥

@swarovski @adfluenccehub #Swarovski #Sparkdelight #SwarovskiIndia #Swarovskirakhi #adfluenccehubxswarovski #ad

**@aisharahmed**





Remember all those times you saved me from failing in math? 🙄 Remember the times you protected me like it was your only duty? This Raksha Bandhan I give you this very special Swarovski evil protection Rakhi so my love can protect you, like you always have, even when we're far from each other! A brother is the best best friend one can have. ❤️ 👨👩" @swarovski @adfluenccehub #Swarovski #SparkDelight #SwarovskiIndia #SwarovskiRakhi #ad #AdfluenccehubXSwarovski

**@simran\_dhanwani**





Raksha Bandhan is near and i believe a Rakhi is an expression of Love and Care, and not just brothers but both should promise to protect each other :) This year, i am tying a sparkling Rakhi on my sister's wrist too! You should too ☐

Let's spread Love ♥

@swarovski @adfluencehub

#Swarovski #SparkDelight #Swarovskilndia #SwarovskiRakhi #Ad #AdfluencehubXSwarovski

**@akshbaghla**





Happy rakshabandhan BHAJI! My forever Patronus, my 3rd parent and number 1 target for my bad jokes and stupid decisions, I promise to protect you from the world but primarily myself 😊

Aaaaand by now, he's probably reading this and crying his eyes out, so my work here is done 😊. I love making him happy-cry 🥹... So take my advice all you boys and girls #sparkdelight with #swarovski #swarovskiindia 's #swarovskirakhi and tell your brothers and sisters that you love them and never stop annoying them! ☐

#ad #AdfluencehubXSwarovski

**@yashaswinidayama**





"Who do you think won !? Every Rakhi we have our own agendas! The sibling rivalry which will never end :) it's on !! Raksha Bandhan is a time when this rivalry is paused. So this time i decided to give her some shine from @swarovski to tell her that I'm here no matter what.

Love her to the moon and back but first have to defeat her ! 🙌."

@swarovski and @adfluencehub  
#swarovski #sparkdelight #swarovskiindia #swarovskirakhi #ad #adfluencehubxswarovski

**@ayush007**





When I speak of gender equality, it includes rakshabandhan too. The promise to protect (Raksha) goes both ways.  
Here I am with my brother, celebrating rakshabandhan with these evil eye rakhis from Swarovski and some home cooked food, the two gifts of love 💕  
@clintonpereiraofficial Thanks for always being my go to friend, my bada bhai who says it like it is. Thanks for always helping me find locations for photo shoots, keeping my life masaledaar with regular supply of gossip and backroad wali gediyaan. PS stop hiding my phone all the time and hitting me. Next time maar khayega.  
#Swarovski #SparkDelight #SwarovskiIndia #SwarovskiRakhi #ad #AdfluencehubXSwarovski

@swarovski @adfluencehub

**@apooarora**





"Celebrate the bond with the @swarovski Rakhi  
This Rakshabandhan, greetings go out to all the  
sisters, brothers, Bhabhis & Jijas. Because the bond of  
love goes beyond the gender, relation and time.

Raksha Bandhan is a day that marks the strong sibling  
bond but when the bond of love between them is  
forever, then why to tie a rakhi that lasts for just one  
day!

Celebrating this Rakshabandhan with my Brother-in-  
law by tying a @swarovski Rakhi on his wrist. Find  
your sparkling bracelet and celebrate this festival of  
eternal love." @swarovski @adfluenccehub  
#Swarovski #SparkDelight #SwarovskiIndia #Swarovs  
kiRakhi #Ad #AdfluenccehubXSwarovski  
celebration #sanlakjaswat #likzlikes #rakhi2k19#bhu  
myXSwarovski#indianlifestyleblogger #fashionblogge  
#ahmedabadinfluencer #bhummygor#influencer #delhi  
blogger #mumbaiinfluencer #creativecontentwriter #c  
ontentcreator

**@bhummygor**





We have always protected each other so why not start a new tradition of tying rakhi to each other this Rakshabandhan as siblings love is always strong whether its between brother sister or sister- sister. Here's to you and me protecting each other for whole life. So guys tell me your stories on how you sparked delight on rakhi. @swarovski @adfluencehub #Swarovski #SparkDelight #SwarovskiIndia #SwarovskiRakhi #ad #AdfluencehubXSwarovski

**@perkymegs**





Have I Ever Told You How Much I Love My This Sweet Lil Sis?! We Stay Apart And Are Busy In Our Lives Loaded With Responsibilities, We Don't Meet Often, And Sometimes Hang Up On Our Calls Too Soon! But Who Said That Matters? I Love You To The Moon And Back, And All That Matters Is Those Childhood Memories Of Growing Up Together, Playing Together, Singing Together, Watching Movies Together, Fighting With Each Other, But Always Standing Up For Each Other!

Who Said We Needed Bros To Protect Us?! Not Only Can We Beat Up Some Eggs Together, But Also Anyone Messing With Us! Celebrating that strength of our bond by tying a sparkling Rakhi from @swarovski on each other's wrist, with a promise to protect each other" .

@swarovski and @adfluencehub

#Swarovski #SparkDelight #SwarovskiIndia #SwarovskiRakhi #ad #AdfluencehubXSwarovski

**@richi.shah**





My biological sister @pisces\_gagan is in Australia so I took the opportunity to celebrate this rakhi with Shreya! @kritivij I tied the rakhi to her as she did to me too. Why can't brothers tie a rakhi? Afterall Sisters are far stronger than us. Celebrating this rakhi with @Swarovski! Happy Rakhi folks @adfluencehub  
#Swarovski #SparkDelight #SwarovskiIndia #SwarovskiRakhi #ad #AdfluencehubXSwarovski

**@veerrajwantsingh**





Never had a sister and quite often felt the need of having one, especially when I moved to Mumbai all by myself. Although I had a bunch of friends to share my feelings with, I just needed someone from the family. Now, I never wanted to talk about my struggles with my parents because as we all know how worried they get. With the immense pressure of living an independent life, the work struggle was also huge. And just then I met @sheewaangee at a very professional front. While she managed my work, I started discussing a lot of my professional and personal life with her. I mean, I'm so glad to have made a very fine relationship which was so unexpected. And also, Why should girls tie Rakhi to their brothers every year? I thought why not get a twist this time and express my love by tying her a perfect #SwarovskiRakhi thanks to @Swarovski #Swarovski #SparkDelight #SwarovskiIndia #SwarovskiRakhi #ad #AdfluencenHubXSwarovski @adfluencenHub

**@rohanhingorani**





Though all grown up, we will always be kids at heart. Smiling ear to ear, warmth and care in our eyes, strengthening our family bond with Swarovski Rakhi. Wishing you all a very very Happy Raksha Bandhan, all the sisters to their brothers, we shall too and will always protect and look after you . Lots of love and light ♥. Thank you @swarovski and @adfluencehub #Swarovski #SparkDelight #SwarovskiIndia #SwarovskiRakhi #ad #adfluencehubxswarovski

**@kritikaavasthi**





Usually elder brother helps, protects the  
younger brother  
But we are a lil diff  
My younger brother is my elder brother  
@swarovski and @adfluencehub  
#swarovski #sparkdelight #swarovskiindia #s  
warovskirakhi #ad #adfluencehubxswarovski

**@viraj\_ghelani**



# THANK YOU

## Team

We are a team of passionate people working towards building a robust platform which can take care of influencer marketing from end to end.

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## Some of the people that love us

