



CASE STUDY:

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Marketing Director
Meteor Grupa

WEBSITE:

<https://www.labud.hr/en>

INDUSTRY:

Household chemicals

COUNTRY:

Croatia

PLATFORMS:

Instagram

TikTok

Youtube

USE CASE:

New Product Launch

ABOUT LABUD

Labud is the leading Croatian manufacturer of detergents and cleaning products. Their products are a part of every household and have even become synonymous with their respective categories.

MARKETING NEED

The main need of the campaign was to effectively communicate the meaningful change of the packaging rebranding to consumers and get them as excited about the new, **eco-friendly** packaging as the brand was. Labud aimed to turn this sustainable shift into a unique selling point, differentiating itself in a crowded market.

By using Hypefy, Labud was able to focus its rebranding efforts on influencers who themselves are advocates for sustainability, ensuring a natural and authentic fit for the brand's new message. This approach resonated well with their target demographics, who are increasingly valuing sustainability in their purchasing decisions.

"The platform's data-driven approach allowed us to identify and collaborate with influencers who genuinely resonated with our brand and target audience. These influencers, through their authentic endorsements, have significantly amplified our brand presence and reinforced our reputation as a leading cleaning&detergents manufacturer."

Furthermore, the Hypefy team's dedication to providing top-notch support and their innovative approach to influencer marketing have helped us streamline our marketing efforts and ensure consistency in our messaging across all platforms."

- Milica Damjanović Marketing Director @ Labud

CONTENT EXAMPLES:



TARGET AND GOALS

The campaign strategically targeted eco-conscious audience in the 25-45 age bracket in Croatia, predominantly targeting women but also including significant % of men in order to **challenge traditional household roles** often depicted on social media. Ideal persona was an eco-frinedly individual

The goal of the campaign was to promote Meri's triple-threat advantage: it's cost-effective, versatile for all fabrics, and eco-conscious. The large, space-saving packaging is not just a wallet-friendly choice but also a nod to Meri's commitment to reducing CO2 emissions and championing environmental sustainability.

TARGET

Familiy, Youth, Adults
Female
Croatia

GOAL

Reach
Brand awareness

In turn Labud used several metrics to evaluate Hypefy's performace: Reach, Engagement, Views

THE FINAL RESULT



913k
story views



4,7k
engagement rate

708k
reach

257
reach/EUR

Each influencer contributed to the campaign in their own way, and the best evidence of this is the results and client satisfaction.