

How Jaffa reached new heights with Hypefy

Use case: New product launch

Jaffa Crvenka is a renowned confectionery manufacturer best known for its Jaffa cakes. This brand has been in existence for over half a century and has gained immense popularity among consumers across the CEE region. Offering a wide range of products, including various types of biscuits, cakes, chocolates and other sweets, Jaffa Crvenka caters to diverse tastes and preferences. Beyond its reputation for quality products, Jaffa Crvenka also values tradition and brings years of confectionery expertise to its craft, positioning it as one of the leading brands in the confectionery industry in the region.

Jaffa Crvenka created a delicious new product, "Buttons", a bite-sized chocolate cookie with a crunchy shell and a smooth, creamy peanut butter filling. To promote them, Jaffa wanted to go all-in and create a buzz about the launch. Their goal? To make sure once you pop one, you have to go back for more – because some buttons are just meant to be pushed!

Here's what Mina, a Brand Manager at Jaffa Crvenka, had to say about the collab:

"The process of cooperation with agencies and the selection of influencers can sometimes be exhausting. If you add to that the subjective factor in the selection of influencers and the lack of knowledge of the given market, then the process is only further complicated. That's why cooperation with Hypefy exceeded all my expectations. The platform is easy to manage, the selection of influencers perfectly matches the brand, and the end result is excellent content and exceeded KPI. Hypefy is much more than a platform, it's a team of dedicated and creative people working to create magic."



Case study

NAME

Jaffa Buttons: A Taste Adventure (Twist Okusa)

CLIENT

Mina Gradić, Brand manager, Jaffa Crvenka

CAMPAIGN DURATION

<https://www.jaffa.rs/>

WEBSITE

<https://www.jaffa.rs/>

INDUSTRY

Food & Beverage - Confectionery

COUNTRY

Croatia

PLATFORMS

TikTok, Instagram

USE CASE

Influencer Marketing Campaign for Product Launch and Brand Awareness

The campaign

This campaign resonated well with the target demographic of 24-40 years, achieving a balanced gender reach (61% female, 39% male). Major urban centers in Croatia led in audience location, with interest categories including Art & Design, Coffee, Tea & Beverages, Friends, Family & Relationships, Television & Film, Restaurants, Food & Grocery, and Shopping & Retail.

The "Jaffa Buttons: A Taste Adventure" campaign successfully raised brand awareness with wide reach and high engagement across Instagram and Tiktok. The innovative strategy and precise audience targeting allowed for genuine customer engagement. The main goal of brand awareness was achieved through a mix of large and small influencers, ensuring content visibility through multiple exposures. The campaign hit its targets with results surpassing industry standards.

In turn NIVEA used several metrics to evaluate Hypefy's performance: Reach, Engagement, Tag/link clicks

1,8M
reach



2,6M
impressions



21,7k
engagement



167
reach/€



16
influencers



41
pieces of content



Viral Moments

Jaffa's best performing content's reach amounted to almost 30% of the campaign reach!



A BUTTON

Run Top Performing Influencer Campaigns With Minimal Effort



We help B2C companies that work with Instagram and TikTok influencers find the best influencers, automate entire campaigns, improve influencer marketing performance and eliminate boring tasks with our AI-powered software.

Avoid common pitfalls by using advanced algorithms to select influencers that match your target audience.

Hypefy handles pricing, offers, negotiations and payments, saving you valuable time.

INFLUENCER NAME	FOLLOWERS	AUDIENCE GENDER
Pak-Man	71.7K	86.63% Male
Hamzah Sheeraz	103.6K	85.16% Male
PMoney	141.3K	83.11% Male
G	12.0K	83.33% Male
JUST MADE A BANGER WITH SEVAQK	24.2K	80.62% Male
Kiru Singh Sahota	11.6K	87.29% Male
Elro	12.8K	84.76% Male
Joe Black	42.6K	83.13% Male

Comprehensive campaign analysis and valuable insights that enable data-driven decision-making.

Jaffa Crvenka: A year in review

Jaffa Crvenka has been a Hypefy customer for over a year. 2024 has brought new reach for the brand, supported by influencer marketing automation platform. Here's a short recap of what the year looked like for Jaffa Crvenka:

