

Case Study

A person is sitting in a hammock, suspended between two trees in a dense forest. The person is wearing a light-colored shirt and dark pants. The background shows a misty or foggy forest with tall trees and a mountain range in the distance. The entire scene is overlaid with a semi-transparent teal color.

SKOGSTAD® 

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Campaign Overview

Skogstad Sport recently rehailed their brand image by reinventing their logo and releasing a new collection of clothing. They wanted to use influencer marketing to raise awareness of their new changes, while simultaneously targeting and engaging a new young and dynamic audience.

Skogstad Sport collaborated with 8 content creators that embodied their new brand image and values — their outdoor lifestyles and love for nature made them the perfect match. In the campaign, the creators selected pieces from the new collection and showcased them in creative ways. To enhance engagement, they also promoted a giveaway for a chance to win a giftcard, which resulted in a follower increase of 25% on Skogstad Sport's Instagram. The creators generated 55 pieces of content at no cost to Skogstad Sport.





8

Content Creators
in Norway



3

Campaign
Duration (Weeks)



0

Cost per piece of
content



55

Pieces of Unique
Content Created



0

Euros
Spent



100

Cost saved per
piece of content



A scenic landscape featuring a person relaxing in a red hammock. The hammock is suspended between trees, with one foot visible wearing a dark sneaker. The background shows a calm lake reflecting the surrounding dense evergreen forest and distant mountains under a cloudy sky. In the foreground, there is a pile of dry, tangled branches and green shrubs.

Campaign Results



17,770

Total Engagements



133,840

Reach



347,000

Total Followers



5.1

Average Engagement



357,840

Impressions



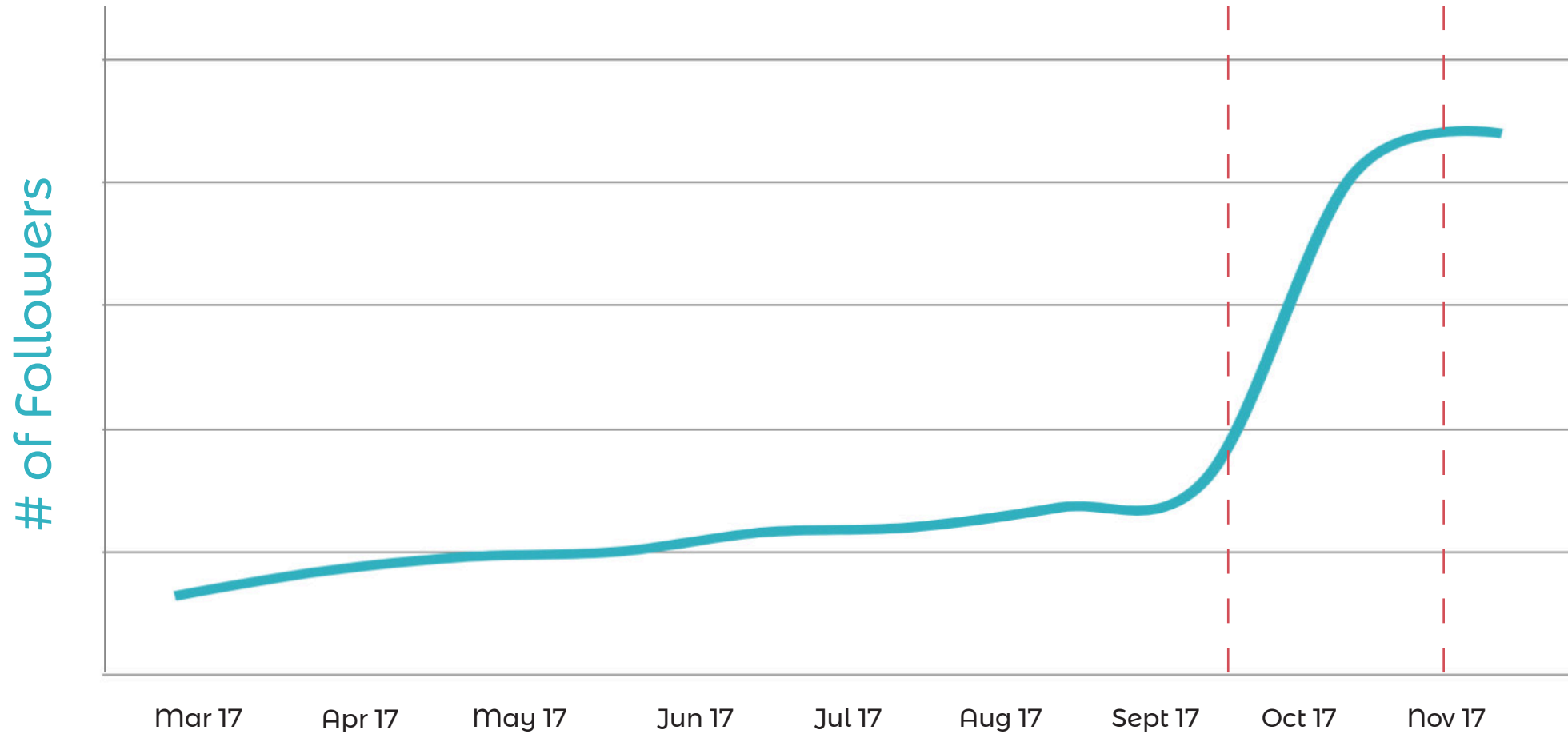
0

Cost Per 1,000 Impressions



Instagram Follower Growth:

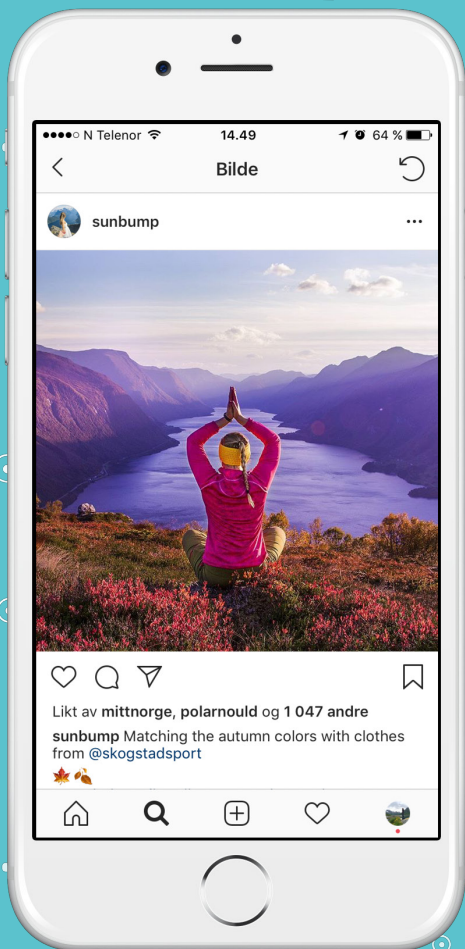
+25% Followers





Standout Collaborations

Notable influencers who nailed their collaborations



@sunbump



8,062

Followers



13.3

Engagement
Rate



1,047

Likes



23

Comments

@charlottemsk



8,480

Followers



5.6

Engagement
Rate



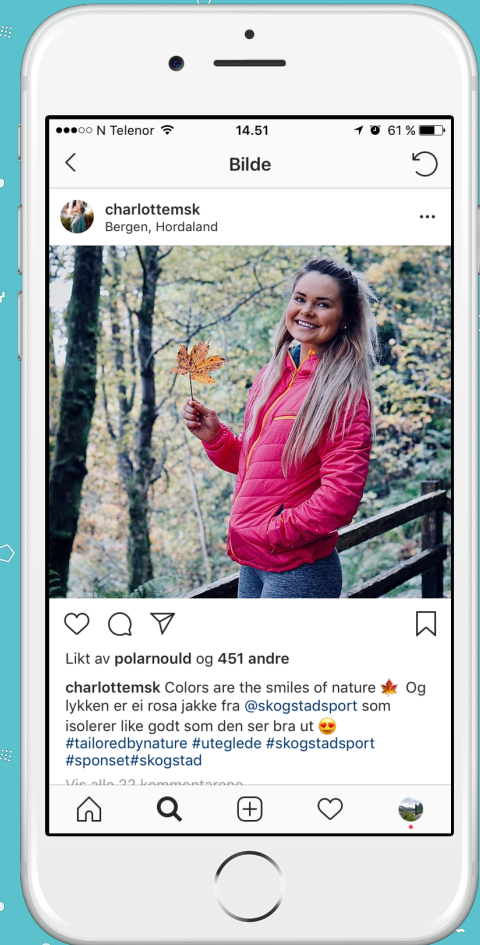
452

Likes



22

Comments



@vintage133



2,732

Followers



20.0

Engagement Rate



497

Likes



50

Comments





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inspiring stories around the globe

