

A solid blue horizontal bar spans across the middle of the image. The words 'CASE STUDY' are written in a large, white, all-caps, sans-serif font, centered within the bar.



LAUNCHING "GET CONTACT APP" IN THE MARKET

REQUEST:

Get Contact, a 'Spam Blocking' and 'Caller Identification' app, owned by a startup in Europe, approached us to work with local influencers to increase the number of downloads in Nigeria.

SOLUTION:

Following a thorough research, we proposed Maraji and Mr. Marcaroni, two influencers with high engagement rate and shared audience characteristics. We handled the end to end project, from negotiation to video production, and deployment.

RESULT:

During the period, the Get Contact App registered a significant number of downloads from the region, surpassing the goal by 100%.

This is the video production of Maraji and Mr. Macaroni