

# Case Study

How Mombassadors created an influence on parentune and social for a new launch.



Dr.Reddy's

## IMPACT

“Impactful Launch with targeted reach, education for the TG moms, and amplification in the relevant TG for this immunity boosting product

## METRICS

15

Mombassadors

35K

Interaction

6.8L

Reach

## SUMMARY

Emphasize on the importance of a healthy lifestyle - which is healthy and balanced eating, physical exercising, meditation, regular sleep - for a healthy lifestyle - resulting in better immunity, better health & happiness, while integrating the science behind curcumin and highlighting the benefits backed by Ancient wisdom (turmeric, kadha) and Science (7000 research papers)

A image post was created by the moms talking about the brand which were amplified on Social and natively to the mom on Parentune . Parentune curated a team of 15+ relevant Mombassadors to achieve this goal.

