

Case Study

SEEN Connects x Extra

Driving client campaigns with creator-led content

Objective:

SEEN Connects, founded by Sedge Beswick, is renowned for its strategic approach in connecting brands with audiences, leading to impactful and enduring campaigns. In a recent collaboration with Extra, the agency enlisted four influential creators to produce 'outfit transition' content, effectively promoting the brand's 'Refreshers' product to the target audience.

Solutions:

Spark Ads

Top Feed

14.9m

impressions

7.96m

reach

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