

PHILIPS - BRANDED VIDEO: HONEST REVIEWS



OBJECTIVE

Philips wanted to create awareness around its Thermoprotect Hair Straightener range and highlight their unique product features and benefits.

SOLUTIONS & IMPLEMENTATION

Pinkvilla partnered with Philips to feature authentic reviews of their straightener by renowned beauty influencer Daisy Batra. Daisy shared her personal hair struggles and how the hair straightener helped her overcome them. The video included supers, product shots, and product usage demo shots for enhanced impact. This content was extensively promoted across Pinkvilla platforms.

VIEWS - 984K, REACH - 2.1 Mn

Instagram: https://www.instagram.com/p/CJx9vJeo_z7/

YouTube: https://m.youtube.com/watch?v=s1TNg_S4ZqA&feature=youPtruiv.abtee&

