



Case Study

17

Influencers

51

Posts

92,554

Engagements

1,009,341

True Reach

Reclaiming Childhood with Parenting Influencers

As a leading family brand, Persil decided to encourage parents to spend more time with their kids outdoors, and "get dirty with their children".

Under the tagline "Dirt is Good", Persil launched the campaign in different countries across Europe.

The Challenge

To raise campaign awareness and drive social conversation, Persil decided to partner with family influencers in each country.

The brand needed to find the best family and parenting influencers in each country,

overcoming language differences, vetting influencers across multiple social platforms, and later on, measuring the campaign performance in each region.

Strategy

- Using Klear to find mid-tier parenting influencers from Spain, Portugal, Greece, Finland, and France.
- Vetting the lists of influencers and picking the most relevant ones according to their Klear profiles.
- Influencers posted updates of their outdoor activities with their kids accompanied with the hashtag #dirtisgood in different languages.

Persil partnered with 17 influencers. The team of influencers posted 51 posts, that created a movement and enjoyed more than 92,500 engagements, reaching more than 1M people.



Results

With Klear, the Persil team at Unilever could track the campaign performance, create reports to share internally and with partners.



“Klear is the best platform to
build influencer programs!”

Gladys Diaz, Unilever

