Background

To increase the awareness and attention to the brand, the agency was briefed for the digital activity in collaboration with bloggers and influencers. However, TOILET products obviously aren't the most attractive product for communication, especially when it comes to influencer marketing.

Solution & Execution

After all the bloggers and influencers' refusal to participate in any collab with Bref, we decided to create the GIFT from the brand which they voluntarily will be happy to share in social media!
Bref decided to create MUST-HAVES gift pack.

Results

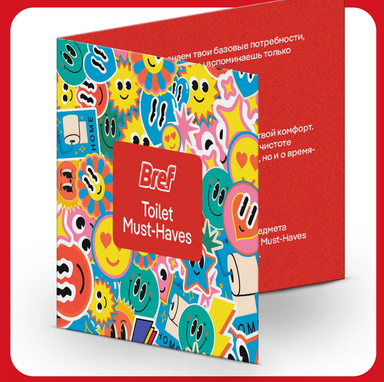
Bloggers found out that talking about toilet products can be fun and attractive on social media.
ZERO media expenses and all influencers shared BREF on their social media pages for FREE.

Statistics:

over 700k organic reach;
16k+ likes;
500+ saves and shares.

PowerBank

Flashlight



Postcard

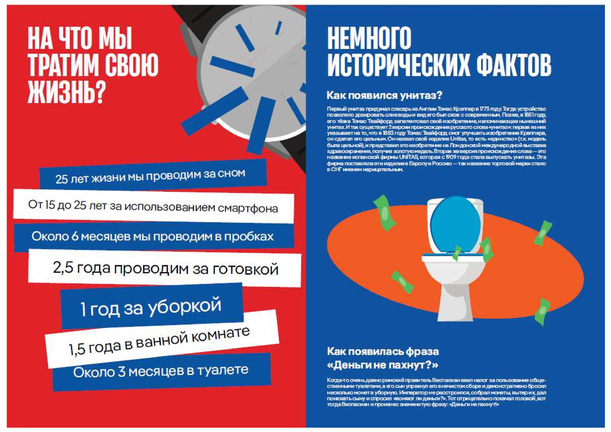
Tetris

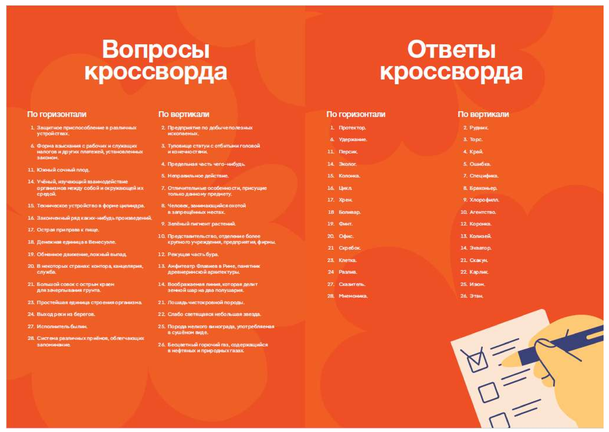
Shopper

HandMade toilet paper

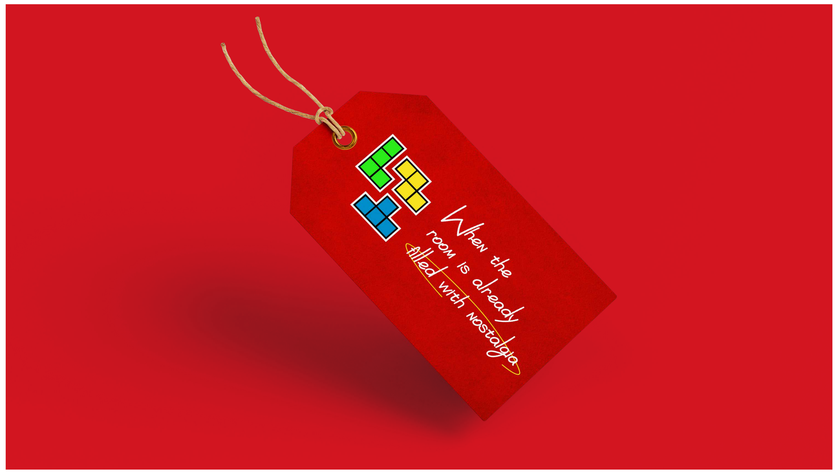
Bref magazine

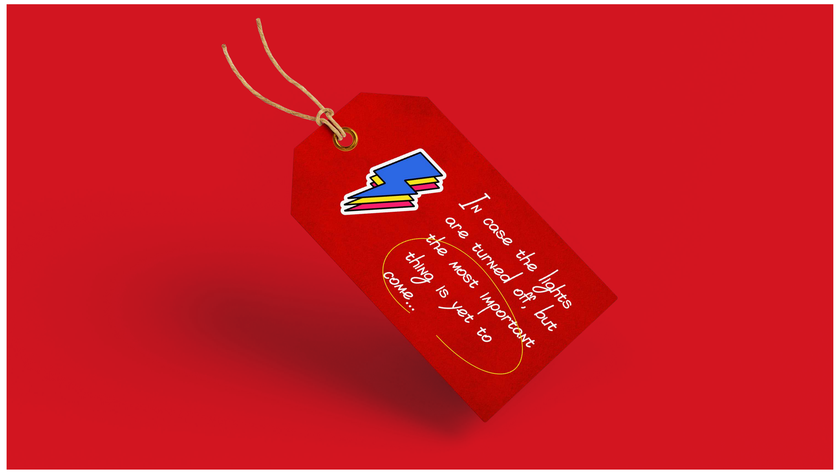
Bref Magazine



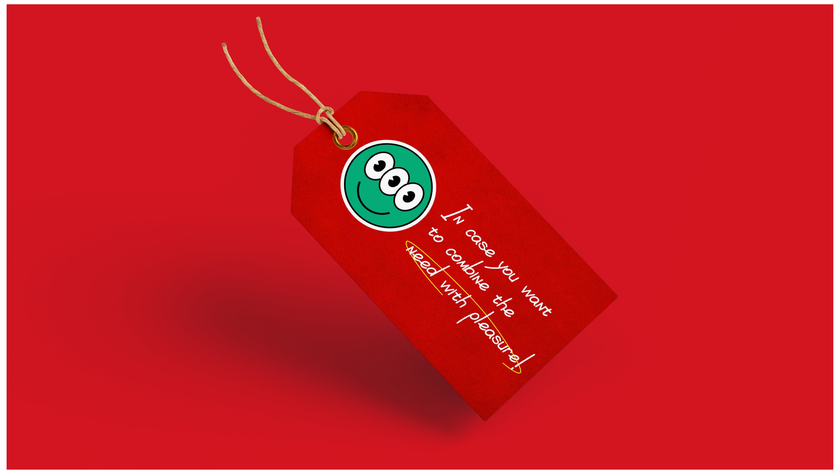


Item Tags


When the
room is already
filled with nostalgia


In case the lights
are turned off, but
the most important
thing is yet to
come...

In case the phone
battery is low,
but you want to
sit... sit looooong!


In case you want
to combine the
need with pleasure!

In case
the paper runs out,
and there is no
one to call for help