

Case Study



inzpire.me

Campaign Overview

TINE released a new line of cheese called Østavind®, and they wanted to leverage influencer marketing to jumpstart the launch of their new product on Facebook and Instagram.

TINE collaborated with 23 food focused content creators to create eye-catching content of Østavind®, paired with a variety of different foods. They created 32 pieces of content in the campaign, with each piece costing 150€, allowing TINE to pay up to 4x less than they would typically pay at professional creative studios.





23

Content Creators
in Norway



5

Campaign
Duration (Weeks)



150

Cost per piece of
content



32

Pieces of Unique
Content Created



5,000

Euros
Spent



70

Cost saved per
piece of content





Campaign Results



20,645

Total
Engagements



458,185

Reach



1,145,465

Total
Followers




1.8

Average
Engagement



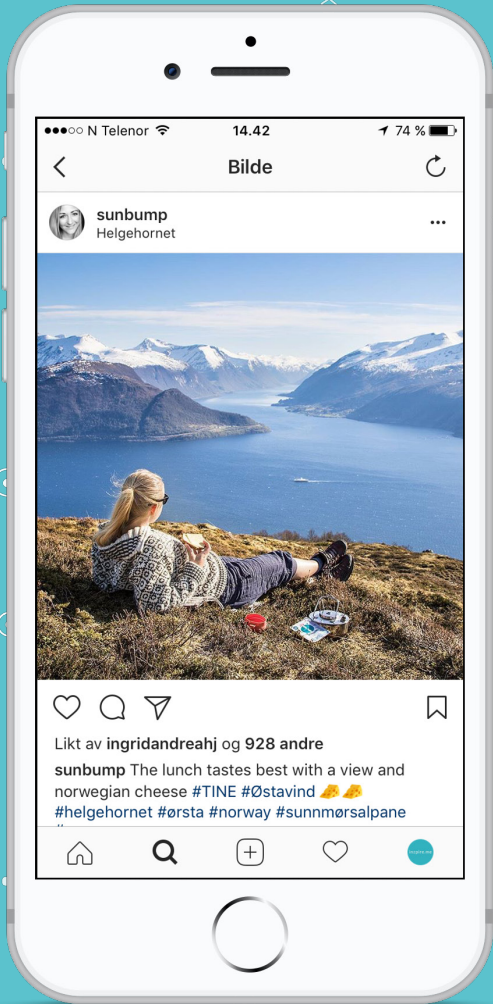
10.9

Cost Per 1,000
People Reached



Standout Collaborations

Notable influencers who nailed their collaborations



@sunbump



6,304

Followers



14.9

Engagement
Rate



929

Likes



10

Comments

@aurlandphotography



4,389

Followers



8.5

Engagement Rate



370

Likes



4

Comments



@bushcraftcoffee



13,900

Followers



6.2

Engagement Rate



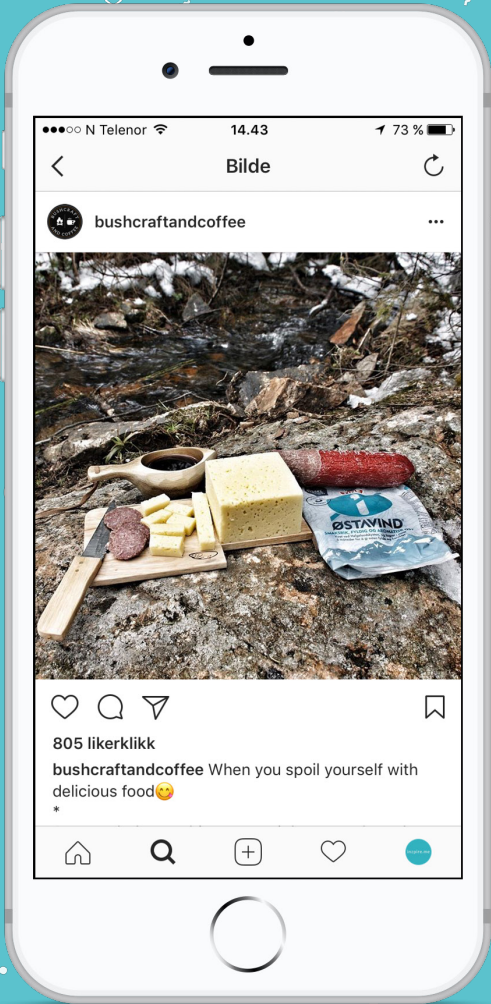
803

Likes



61

Comments

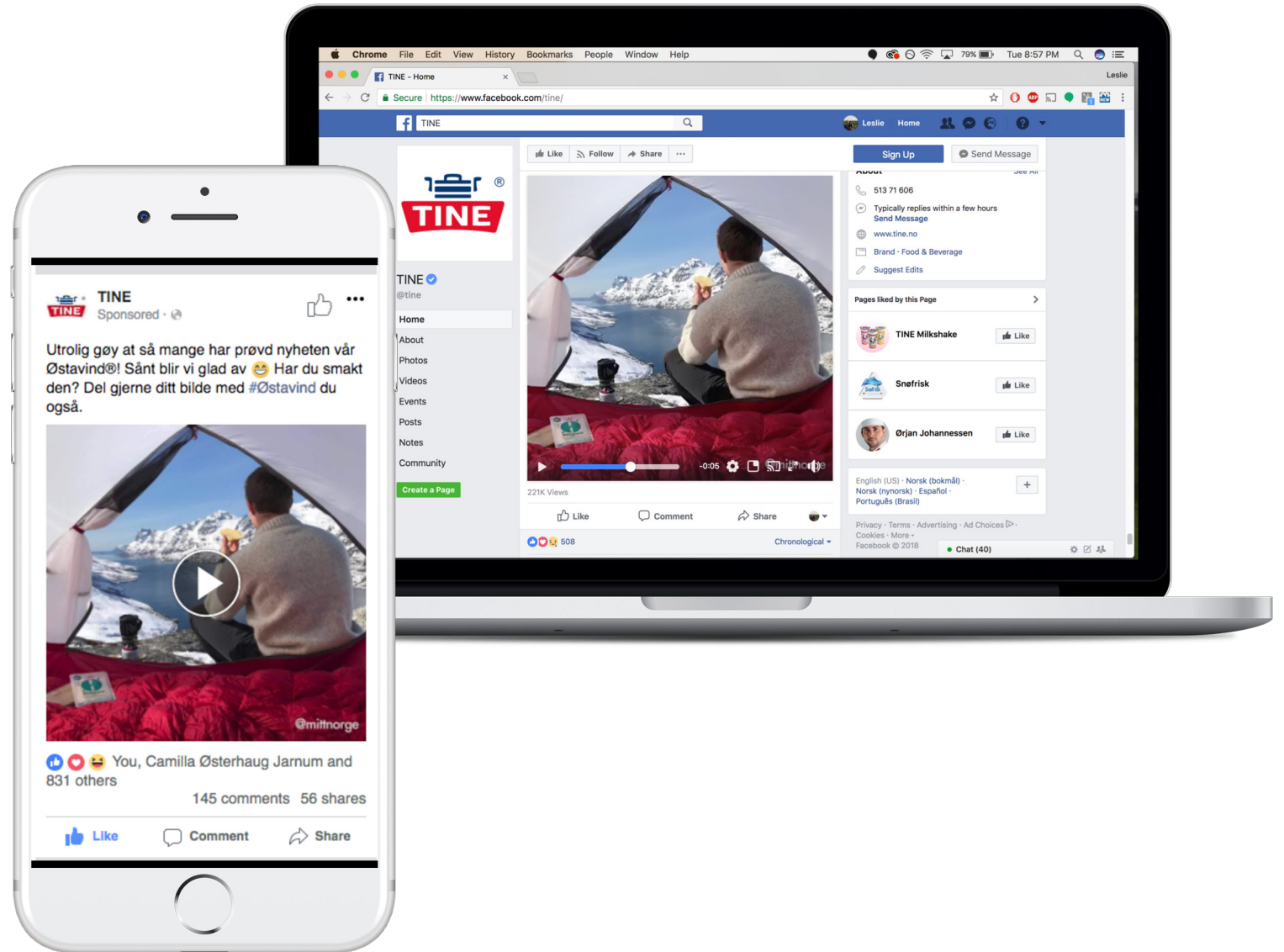






Facebook Ads Performance

TINE repurposed the content the influencers created by reusing the images in a Facebook Ads campaign.





686,227

Impressions



224,338

Video Views



362,073

Reach

inzpire.me

Where brands and influencers connect to share
inspiring stories around the globe

