



#KeepMoving

Hypetap and Rexona partnered together to create awareness of a number of workout tips provided by the Today show, while promoting the Rexona brand in a fitness environment.

Seven light-hearted, fun and relatable influencers were selected to motivate Australian's to #KeepMoving. Through this campaign, 71 pieces of content were created with a cumulative reach of 1,583,086.



Learn how generated mass awareness for Rexona's brand initiatives whilst driving competition entries

The brief

Isolation and lock-down can be tough and routine destroying. Rexona noticed this and challenged us to pair them with a group of influencers who could motivate their audience to #KeepMoving in new and exciting ways by sharing exercise tips, whilst promoting Rexona in a fitness environment.

The influencers and creators

Total involved

Seven influencers participated

Primary channel

Content was posted to Instagram

Key campaign goals:

Awareness

To generate mass awareness for the Rexona brand initiatives, we worked with influencers who lived active lifestyles to share workout tips and encourage their audience to #KeepMoving.

Engagement

To promote the Rexona brand in a fitness environment, #KeepMoving competition entries were encouraged through swipe-up links in Instagram stories.



The outcomes

1,901,483

Total impressions

1,583,086

Cumulative reach

20,874

Total engagements

26,514

Click-throughs

