



CASE STUDY

Cracking the Influencer Code: The Bold Strategy that Delivered 100+ HNI Leads in 48 Hours!

Brand

EDEL ASSURANCE

Edel Assurance stands out as a distinguished and reputable company specialising in offering extended warranty solutions tailored to premium vehicles. With a steadfast dedication to customer satisfaction, Edel Assurance has established itself as a reliable partner in safeguarding the investments made in the high-end automobiles.

PREPARED BY:

Headlight Media Private Limited

CHALLENGE

Edel Assurance faced the challenge of reaching High Net Worth Individuals (HNI) who are discerning and selective about the brands they engage with. Traditional marketing channels were not yielding the desired level of engagement.

SOLUTION

We identified that Instagram, a platform frequented by HNIs, combined with authentic content was the best move forward. To effectively reach this audience, we proposed a strategic influencer marketing campaign.

EXECUTION

Instead of opting for conventional car influencers, we took an unconventional approach by partnering with a high-profile business influencer—someone respected and followed by the business and finance community. This strategic alignment ensured the influencer's audience matched Edel Assurance's target demographic. With a clear and concise brief, the influencer produced a powerful reel that resonated with their followers.

RESULT

The campaign delivered outstanding results, generating over 100+ qualified leads in just two days—each lead relevant and well-aligned with Edel Assurance's target market.



476k



22.8k



5.4k

Tap to see the reel

www.headlightindia.com