

# **SYMBOL**

## PRODUCT REVIEW

# SYMBOL

## **THE PROJECT**

We helped this new, fine jewellery brand to attract attention from UK fashion bloggers and their followers shortly after their launch. We hand-picked 3 bloggers with excellent content and engaged Instagram followings, to pick their favourite piece of jewellery and do both a blog feature and an Instagram one.

## **THE AIM**

As a startup brand, the primary goal was brand awareness – on a budget. Through partnering with up-and-coming bloggers with exceptional reader engagement, we were able to keep costs down for the client whilst still reaching a sizeable audience of fashion-conscious young women.

## **THE RESULTS**

The influencer content catapulted the brand onto the fashion scene, garnering almost 3,000 Instagram interactions on images featuring SYMBOL from the three influencers.



88,520

**Combined social reach**  
of the chosen bloggers



413

**Comments**  
on influencer content  
featuring SYMBOL



2,438

**Likes**  
on Instagram posts  
tagging @symboljewellery