

THE POWER OF INFLUENCER FROM STRATEGY TO ROI

WELCOME TO THE WORLD OF HIPRO

HIGH PROTEIN PRODUCTS

FOR SPORTS ENTHUSIASTS



Aff.Idx 263

Sport at least once a week

SPORTS PLAYED



Running
28%



Cycling
22%



Trekking
15%



Padel
10%



Martial art
8%



Swimming
5%

BUSINESS CHALLENGE

PUSHING CONVERSION
MAXIMASING INVESTEMENTS IMPACT
AND EFFICIENCY

TIK TOK IS THE PLACE TO BE

the platform with the **highest affinity index and penetration** on our target and an increasing attention on HIPRO

89%

agree that is the place to discover Sports Nutrition brands

>50%

are looking for fitness and healthy food recommendations on TikTok

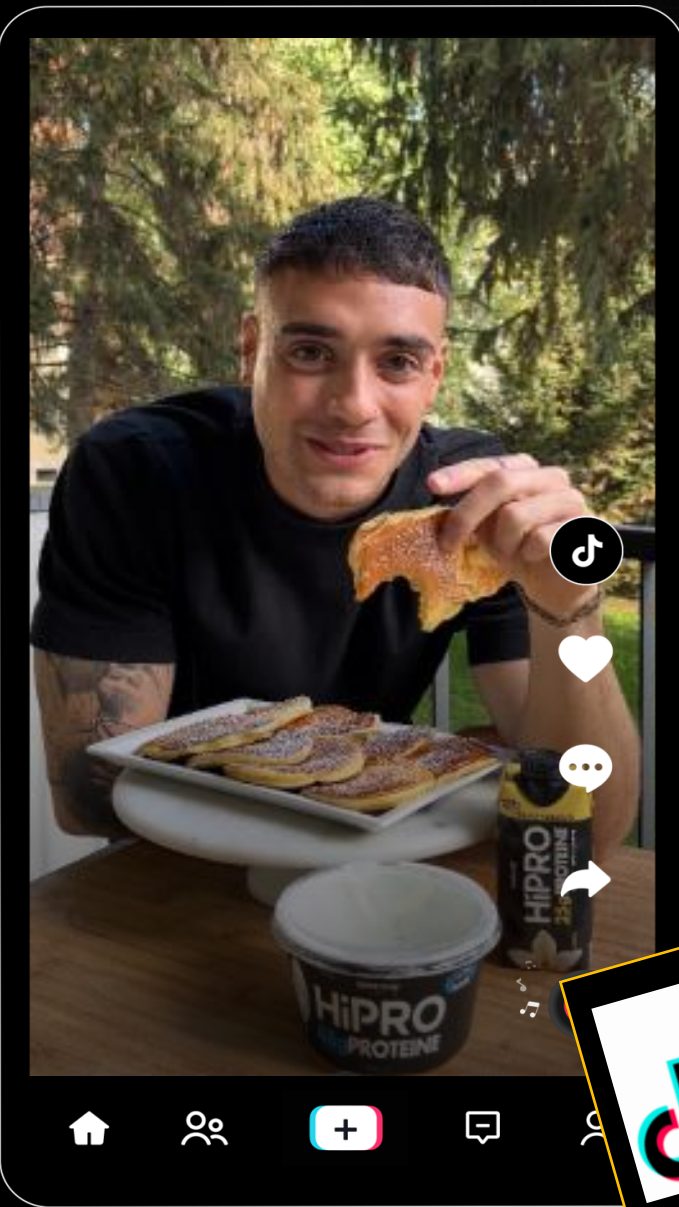
6M

video views

(+37.120% vs py)

on organic Hipro content

TIK TOK EXCLUSIVE PROGRAM



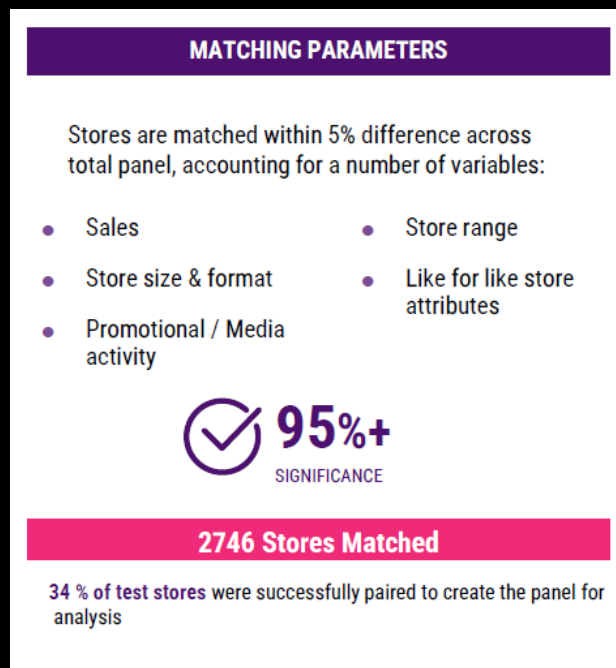
6 TALENTS
13 NATIVE CONTENTS
112MIO IMPRESSIONS



HiPRO

AND WHAT ABOUT PERFORMANCE?

CIRCANA MEDIA LIFT METHODOLOGY



7.1%
Hipro Sales Uplift

1.36 €
Return On Investment

+318%
Sales uplift vs benchmark

THE PERFECT MIX

THE RIGHT PLATFORM



TikTok

CREATIVE EXCHANGE

THE RIGHT CONTENT

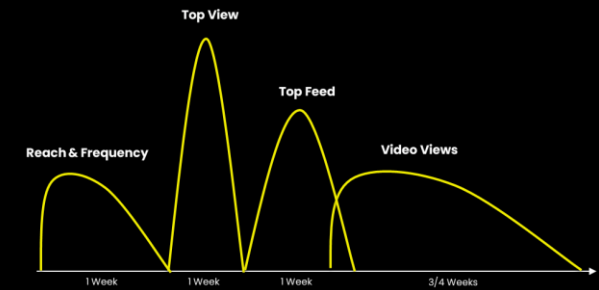
DANONE
HiPRO

2,3M 1,9M 2847 2896 2231 2110

MAMBO

THE RIGHT VISIBILITY

MEDIA PLAN



THANK
YOU

DANONE
HiPRO

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INFLUENCER MARKETING

powered by UPA