



THE QODE X MISSGUIDED
2021 RECAP

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OVERVIEW

The Qode was engaged to increase brand awareness in **UAE** and **Kuwait** through micro influencers on a barter basis, and macro influencers on paid partnerships

The deliverables for each campaign included:

SS21 & Ramadan: Each influencer was gifted a voucher of \$300 in exchange for –

- 1 x Instagram post, tagging @missguidedarabia #Missguidedarabia
- 1 x Instagram reel, tagging @missguidedarabia #Missguidedarabia
- 3 x Instastories in-store

White Friday: Each influencer was gifted a voucher of \$300 to shop instore and \$300 to shop online in exchange for –

- 1 x Instastory session (1-2 frames) of store visit
- 1 x Instastory including a swipe-up link to the Azadea White Friday sale website
- 1 x IG static post, tagging @missguidedarabia #Missguidedarabia

DELIVERABLES	COUNTRY	KPI	COMPLETE	ONGOING	PENDING
MICRO INFLUENCERS	UAE	50	34	0	16
	Kuwait	16	7	0	9



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MICRO INFLUENCERS

The Qode was engaged to increase brand awareness in **Kuwait** and **UAE** through micro influencers on a barter basis. Influencers were engaged across 3 campaigns: SS21, Ramadan & White Friday.

[Please click here to access all 2021 coverage and campaign reports for Missguided](#)

LEARNINGS & RECOMMENDATIONS

- The Qode secured a total of 26 influencers in UAE , & 7 influencers in Kuwait for the SS21 & Ramadan campaign, & 8 influencers in UAE for the White Friday campaign
- A lot of the influencers when approached for the SS21 and Ramadan campaign were uncomfortable committing to the extensive deliverables on a barter basis but were happy to commit when promised additional voucher credit.
- For the Ramadan campaign, several influencers feedback that most pieces in the collection were 'see-through' and off standard for a modest line. Given our region, this is a key point that we need to communicate to the brand team, especially if it is being promoted as a 'modest' collection.
- For both UAE and KWT store visits, the team faced challenges while trying to coordinate store visits, as often the influencer was sent to store without the store team being fully briefed on the collaboration & sometimes, even before the specific collection was available in store.
- For future influencer collaborations, we would recommend that the team share a written brief to the store team, share a store contact with The Qode, and ensure that the request is received and acknowledged by a store manager to avoid the back-and-forth.
- Several Influencers faced issues with their promo codes and online vouchers, and this had to be flagged during the campaign. Ultimately, this could have an effect on the number of people that were able to redeem the codes and affect the brand's relationship with the influencer and her followers



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THANK YOU!

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