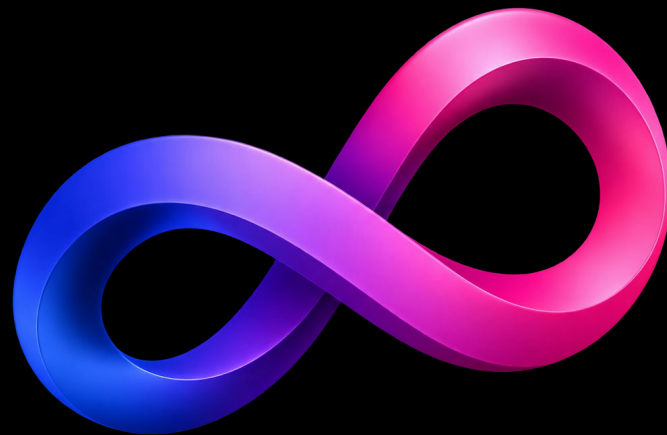


CASE STUDY

LG OLED POSE 55

An **influencer-led** launch built
around a **real retail** experience.

LG · CROMA



DRONYX

Ideas in Motion.

THE BRIEF

Create awareness & consideration, through a creator-led product story at Croma.

CROMA LAUNCH

The OLED Pose 55 was launching exclusively at Croma Retail.

PRODUCT STORY

A female influencer was selected to bring the product to life.

RETAIL EXPERIENCE

The product was introduced through a relatable shopping moment.

THE IDEA

Make product discovery feel real.

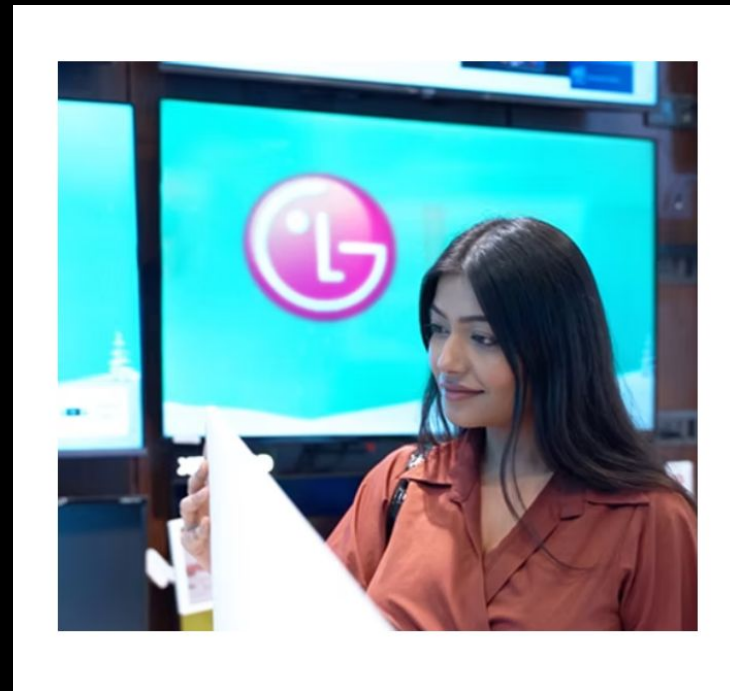
A simple customer journey became the story behind the reel.

THE STORY

A customer walks into Croma looking for a compact, ultra-thin TV.

A Croma representative guides her through the OLED Pose 55, explains its features and makes the interaction feel effortless.

The product becomes the **natural answer** to her need, **not a forced product pitch.**



WHAT WE DID

A complete campaign workflow, managed **end to end**.

- | | | |
|----|-----------------------------|---|
| 01 | INFLUENCER SELECTION | Shared multiple creator options and locked the right fit within budget. |
| 02 | CONCEPT & STORY | Developed three creative routes before finalising the customer-led storyline. |
| 03 | PRODUCTION | Locked the camera/production team and coordinated the shoot at Croma. |
| 04 | ON-GROUND EXECUTION | Managed the influencer, production team and store execution on shoot day. |
| 05 | FINAL DELIVERY | Supervised the edit, revisions and final approval with the brand. |

THE OUTPUT

One **creator-led** reel.
One **clear product story**.

Built to feel like a genuine shopping experience **inside Croma**.

The final reel integrated the product, the retail experience and the influencer naturally. While keeping the OLED Pose 55 at the **centre of the story**.



THE RESULT

Strong attention from a focused creator collaboration.

100 HRS

WATCH TIME

61K+

REACH

~4%

ENGAGEMENT

A simple insight ➡ show the product solving a real need ➡ became a watchable creator story.