



wellness

CASE STUDY

A premium quality, NAFDAC certified brand of water produced and packed in 20 liter refill bottle under the most hygienic condition for improved health. Wellness Water had NO presence online, therefore no awareness of their products in the online space.



RDM PROPOSITION

- To build a following on Social media
- To create awareness of the wellness water brand and its products
- To facilitate sales of Wellness water products
- To facilitate thought leadership and engagement through social media posts



RESULTS & OBSERVATIONS

- Client confirmed an increase in sales during this period.
- Increase in awareness of the importance of alkaline water.

