



SOCIAL MEDIA CASE STUDY

Brand: The Pony & Peony Co

the pony & peony co.

ABOUT THE BRAND

Pony & Peony Co. offers a diverse range of outfits, from pretty dresses to elegant Indian wear, along with caps, polos, and accessories. Their Luxe collection is made from luxurious organza and jacquard, lined with soft cotton for maximum comfort, blending chic style with coziness.

Each piece is meticulously tailored for the perfect fit, with vibrant, timeless designs that suit any occasion. Their clothing is crafted to last, focusing on quality over fast fashion trends.

BRAND OBJECTIVE

The objective behind Pony & Peony Co. is to create beautifully designed, high-quality outfits that make every child feel special while fostering unforgettable memories between parents and kids.

Through their Instagram page, they seek to reach and connect with parents, building a vibrant community that shares in the joy of dressing their little ones in outfits made with love, care, and creativity.

STRATEGIES INVOLVED

Our strategy to build The Pony & Peony Co.'s brand through social media focuses on positioning it as the go-to destination for stylish and comfortable kids' fashion.

We highlight the brand's unique mix of quirky designs, breathable fabrics, and child-friendly styles by creating engaging content that showcases key product features.

Leveraging Instagram's visual appeal, we curate a vibrant, aspirational feed while encouraging parents to share their experiences, strengthening the brand's connection with its audience.

CAMPAIGN ACTIVATIONS

#NOORA

NOORA is a campaign that the brand has been running for the past 4 years, with each year introducing new collections like **NOORA**, **NOORA 2.0**, **NOORA 3.0**, and **NOORA 4.0**.

The range includes seasonal clothing lines such as Spring/Summer '24, Noora Pop, Hello Sunshine, Fall/Winter, and Garden of Eden.



CAMPAIGN ACTIVATIONS

Over the past 4 years, the campaign has played a significant role in the brand's expansion and success. It has helped increase brand visibility, attract new customers, and establish a strong identity in the fashion industry. Here are some key achievements that showcase the campaign's impact.

Total Post Reach: 534K

Total Content Interactions: 1880

Total Story Reach: 1526

Follower Growth: 42K



BEST PERFORMING CONTENT



Reach: 90,296
Interactions: 749



Reach: 27,171
Interactions: 329



Reach: 18,619
Interactions: 107



CONTENT CREATION SHOOTS

SHOOTS



SHOOTS



SHOOTS





THANK YOU