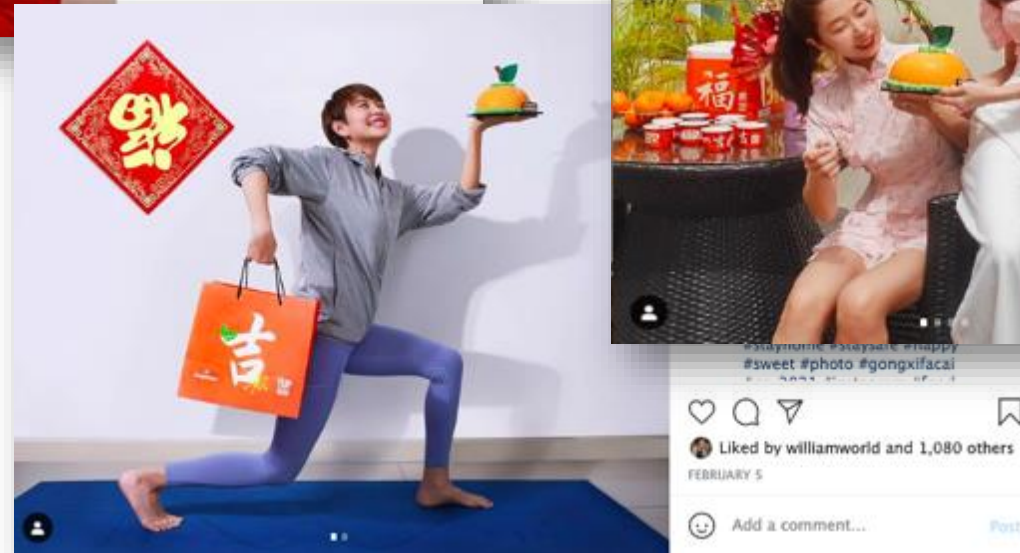


PORTFOLIO: BASKIN ROBBINS CNY CAMPAIGN



In conjunction with Chinese New Year, Baskin Robbins launches its exclusive orange ice cream cake to celebrate with Malaysians who were on lock down. Our 9 mid tier influencers shared how they enjoyed the cakes with family or friends on IG and FB. We successfully garnered total of 551,625 reach and 45,636 engagement in the channels. The orange cake was the best selling item during the festive season.