:out\of\context
marketing

Fashion and accessories case studies, with every reel still live on Instagram.

LENSKART · LAVIE

FASHION & ACCESSORIES

Two fashion brands had real people wear and carry their products.

1.3 crore+
views

512
creator reels still live

₹11.2 lakh
our fees before AI, at ₹400 per creator

2
brands

Brand	Reels live	Views	Our fee before AI	Cost per view
Lenskart	205	77 lakh+	₹9.2 lakh	₹0.12
Lavie	307	52.8 lakh+	₹2 lakh	₹0.04

Search #modacreator on Instagram to see the live reels.

LENSKART

Lenskart booked 2,300 creators across four campaigns, from a launch to Blu Diwali.

Lenskart booked 100 creators for a launch, 2,000 for Blu Diwali, and 100 each for children and mothers. Creators styled Hooper Kids frames with their children, showed three ways to wear its chains and reviewed Lenskart BLU lenses.

77 lakh+
views

205
creator reels still live

2,300
creators across four campaigns

10.9 lakh
views on the top reel

WATCH THE REELS

@yuvaan_singh_deora ↗	10.9 lakh
@sukruhhti ↗	2.3 lakh
@uniquelykomal ↗	1.1 lakh
@sanchitsaran ↗	77,669
@staroftheyear_ ↗	60,216
@priyanshisinghx ↗	48,331
@mommiestinytots ↗	47,909
@i.ishanvi.2020 ↗	34,468
@gigglenivi ↗	34,129
@myfavouritework ↗	33,991

LENSKART · BEFORE AI VS NOW

Before AI, a view cost Lenskart ₹0.12. Today it costs ₹0.003.

₹9.2 lakh
our fee before AI (2,300 creators at ₹400 each)

77 lakh+
views

₹0.12
cost per view

1.4 lakh
likes and comments on live reels

BEFORE: OUR OLD SOFTWARE

On our old software, we charged ₹400 per creator, the same fee agencies charge. 2,300 creators came to **₹9.2 lakh**, or **₹0.12** per view.

NOW: OOCM WITH AI

Samaira and our AI team now run the whole campaign. **200 videos cost ₹20,000**, which at 37,567 views per reel is about 75.1 lakh views, or **₹0.003** per view.



Our pre-AI fee was ₹400 per creator, on top of what brands paid creators.

LAVIE

500 creators styled Lavie bags into their own everyday looks.

Across two campaigns of 350 and 150 creators, people styled Lavie handbags and Lavie Sport travel bags into their own outfits and gave their followers a personal 15% discount code.

52.8 lakh+
views

307
creator reels still live

500
creators across two campaigns

1.4 lakh
views on the top reel

WATCH THE REELS

@sirin_hazari ↗	1.4 lakh
@sanchitsaran ↗	1.2 lakh
@beautifulicious_ori ↗	93,463
@joshi_sj ↗	54,696
@toshalipaliwal ↗	54,222
@tanyaroyy ↗	52,549
@venus.kaur ↗	52,078
@ananya_singhh_ ↗	51,195
@girlwho_slayyy ↗	47,419
@avantika_sarmal ↗	42,645

LAVIE · BEFORE AI VS NOW

Before AI, a view cost Lavie ₹0.04. Today it costs ₹0.006.

₹2 lakh
our fee before AI (500 creators at ₹400 each)

52.8 lakh+
views

₹0.04
cost per view

1.2 lakh
likes and comments on live reels

BEFORE: OUR OLD SOFTWARE

On our old software, we charged ₹400 per creator, the same fee agencies charge. 500 creators came to **₹2 lakh**, or **₹0.04** per view.

NOW: OOCM WITH AI

Samaira and our AI team now run the whole campaign. **200 videos cost ₹20,000**, which at 17,213 views per reel is about 34.4 lakh views, or **₹0.006** per view.



Your first campaign with us is on the house.

Paste your website link on outofcontextmarketing.com, and real creators will send you finished videos within 24 hours.

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