

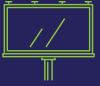


May - June 2023

CAMPAIGN IN NUMBERS



KEY ELEMENTS



3 BILLBOARDS
(Sarajevo, Mostar, Banja Luka)



28 POSTS



1 EVENT
(Sarajevo)



60⁺ participants



2 VIDEO POLLS ON
CARE ECONOMY



4 THEMATIC VIDEOS



SOCIAL MEDIA CAMPAIGN IN NUMBERS



18.1K REACH*



10.4K REACH*



10.5K IMPRESSIONS*

*Organic



THE MOST POPULAR
POST: <https://bit.ly/3NPzWHb>



5.7K
*REACH



1.3K
*REACH



217
*IMPRESSIONS



INFLUENCERS

4 INFLUENCERS supported the campaign
(2 female, 1 male, 1 couple)

TOTAL REACH

306.243



MEDIA COVERAGE



9 MEDIA REPORTS



5 MEDIA APPEARANCES
/INTERVIEWS