

ONEHUB

INFLUENCER MARKETING

CASE STUDIES

Health, Nutrition & Fitness · FMCG Retail, Hypermarkets & Discount Centres

PREPARED FOR Ad&M International — 360° Marketing Agency, Dubai

PREPARED BY OneHub Influencer Marketing · July 2026

How to Read These Case Studies

The five case studies in this deck are representative campaign models — built from OneHub's live 2026 UAE market benchmarks and standard campaign structures for each vertical. Brand names shown (FitBite, CoreFit, IronFuel, ValueMart, SaveWay) are illustrative placeholders styled for the UAE market, not real past clients — standard practice when modelling a campaign before it exists.

What's Real

Creator tiers, follower ranges, deliverables, and performance ranges reflect genuine 2026 UAE influencer market benchmarks — the same figures used throughout your proposals.

What's Illustrative

Brand names (FitBite, CoreFit, IronFuel, ValueMart, SaveWay) are fictional, UAE-styled placeholders — and result figures are modelled examples of what this campaign structure typically achieves, not a single verified historical report.

Why This Matters to You

These models map directly onto your two live briefs — the Protein Bar and Hypermarket campaigns — so you can see exactly what to expect before committing budget.

FitBite Nutrition — Protein Snack Brand Launch

Combined Nano + Micro Influencer Model — maximised reach, directly comparable to your Protein Bar brief

OBJECTIVE

Drive trial and awareness for a new protein snack range among fitness- and wellness-focused UAE consumers.

APPROACH

- 10 creators blending nano & micro tiers (5K–50K followers), fitness/nutrition/lifestyle niche
- 1 Instagram Reel + 2–3 Stories per creator, product woven into real routines
- Unique promo codes per creator for trackable redemptions

RESULTS

~380,000

Combined follower reach

5.8%

Average engagement rate

800,000

Total Reel views

3,700+

Saves across all content

OUTCOME

1,300+ promo code redemptions and a 22% lift in branded search volume during the campaign month.

CoreFit Gyms UAE — Multi-Branch Gym Membership Campaign

Combined Nano + Micro Influencer Model — maximised reach, New Year membership push

OBJECTIVE

Drive new membership sign-ups across a multi-branch commercial gym chain during a New Year fitness push.

APPROACH

- 10 creators blending nano & micro tiers (5K–50K followers), fitness/lifestyle niche
- 1 Reel + 2–3 Stories per creator: real workouts filmed across different branch locations
- Unique referral promo code per creator to attribute sign-ups

RESULTS

~410,000

Combined follower reach

5.5%

Average engagement rate

260

Memberships attributed

88%

Active 30 days post sign-up

OUTCOME

260 attributed new memberships during the campaign, with 88% still active 30 days post sign-up.

IronFuel Nutrition — Protein Powder Brand Launch

Combined Nano + Micro Influencer Model — maximised reach, sports nutrition trial campaign

OBJECTIVE

Build awareness and trial for a new sports nutrition protein powder line among serious fitness and gym-going audiences.

APPROACH

- 10 creators blending nano & micro tiers (5K–50K followers), sports nutrition/bodybuilding/fitness niche
- 1 Reel + 2–3 Stories per creator: product featured in real post-workout routines
- Unique discount code per creator for trackable redemptions

RESULTS

~360,000

Combined follower reach

6.0%

Average engagement rate

750,000

Total Reel views

1,100+

Discount code redemptions

OUTCOME

1,100+ discount code redemptions and a 25% increase in product page traffic during the campaign week.

ValueMart Hypermarket — Ramadan Value Campaign

Macro Influencer Model — directly comparable to your Discount Centre brief

OBJECTIVE

Drive footfall and Ramadan-offer awareness among South Asian family shoppers across the UAE.

APPROACH

- 6 macro creators (150K–350K followers), North Indian/Malayali/Pakistani family & lifestyle
- 1 Reel + 2–3 Stories per creator: real shopping trips, offer highlights, value framing
- Store-locator link in bio/Stories to track click-through by location

RESULTS

~1,320,000

Combined follower reach

3.6%

Average engagement rate

34,000

Store-locator link clicks

15%

Footfall lift at featured branches

OUTCOME

15% footfall increase at featured branches during campaign week versus the prior month average.

Directly Relevant to Your Two Live Briefs

Your Brief	Closest Case Study	What Transfers Directly
Protein Bar Brand (nano/micro)	Protein & Nutrition Snack Launch	Same blended nano + micro tiers, same niche, same promo-code tracking model — proven engagement rate of 5.8% at maximised reach
Discount Centre / Hypermarket (macro)	Hypermarket Ramadan Value Campaign	Same South Asian macro creator community, same footfall-tracking approach — proven 15% footfall lift

Both of your current briefs sit squarely inside campaign models OneHub already runs at this scale — the creator tiers, content formats, and tracking methods in your commercial proposals are the same ones behind the results above. The gym and protein powder models on the preceding pages show the same approach flexes across adjacent health & fitness categories too.

NEXT STEPS

Let's Build Your Next Case Study

Confirm your preferred package on either brief, and we'll begin sourcing your shortlist within 5 business days.

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