



GOOD
HOUSEKEEPING

Kitchen with character

COLLABORATION LEROY MERLIN & GOOD
HOUSEKEEPING OCTOBER-NOVEMBER 2018



PURPOSE OF THE PROJECT

To show the range variety of kitchens
in Leroy Merlin Kazakhstan
through stories of influencers.

GOOD HOUSEKEEPING | LEROY MERLIN

IDEA

6 different Kazakhstan influencers → 6 different kitchens
showing their character and way of life.

INVOLVED MECHANICS DURING THE PROJECT



Instagram coverage of opinion-
leaders



6 articles on **goodhouse.kz** with
hyperlinks to the suitable kitchen
to **leroymerlin.kz**



Series of native articles with photos from
photoshoot in **magazine**

INVOLVED OPINION LEADERS



Dariya Aleksandrova

«I get energy for the whole day in my kitchen»

<https://www.instagram.com/p/Bp1qvUWBvGL/>

ER = 5,4% Followers 155 K



Gulshat Nurpeisova

"Kitchen - is the place, where my whole family gathering"

<https://www.instagram.com/p/Bp4UJWVHgmv/>

ER = 2,5% Followers 57,6 K



Assem Nurseitova

«Kitchen – is the place, where we spend most time»

<https://www.instagram.com/p/BpjDCbMBFfL/>

ER = 2,8% Followers 357 K

INVOLVED OPINION-LEADERS



AZHAR VAIKHAN

"The kitchen is a place for experimentation"

<https://www.instagram.com/p/BpzmyPqAf3B/>

ER = 2% Followers 39,8K



RAZIA HASANOVA

"In the kitchen I work, write scripts, answer letters
and read books"

<https://www.instagram.com/p/Bp30XMCHzO/>

ER = 15,8% Followers 19,4 K



NORA ROZMUT

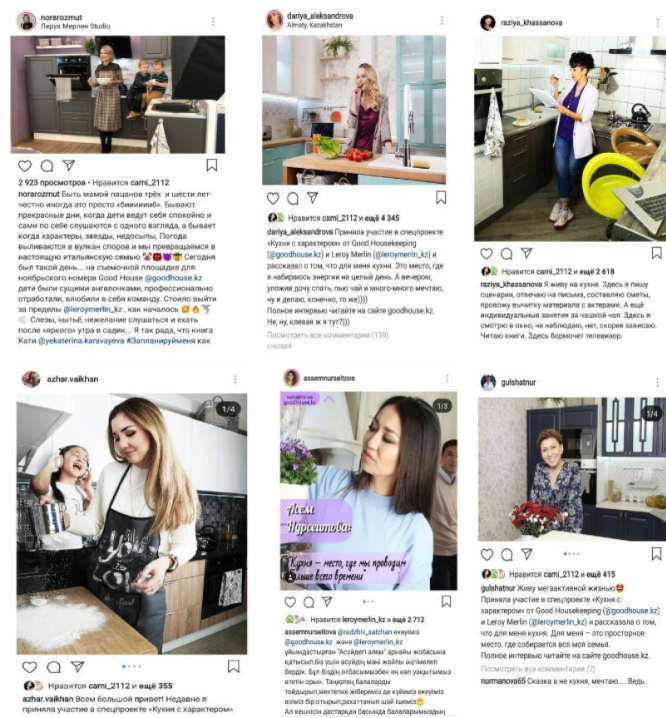
«The kitchen is the place, where I feed my family»

<https://www.instagram.com/p/BprkeoxAZRW/>

ER = 4,7% Followers 69,2 K

TOTAL COVERAGE OF THE PROJECT

*976 355



in Instagram
698 K

on web-site
139 367

in magazine
84 000

38 K real coverage of bloggers in Instagram
(basing on ER)

*plus coverage in social media of Good Housekeeping