# HELLO, HOW ARE YOU?

# WE ARE VAYNERMEDIA

## Influencer Media

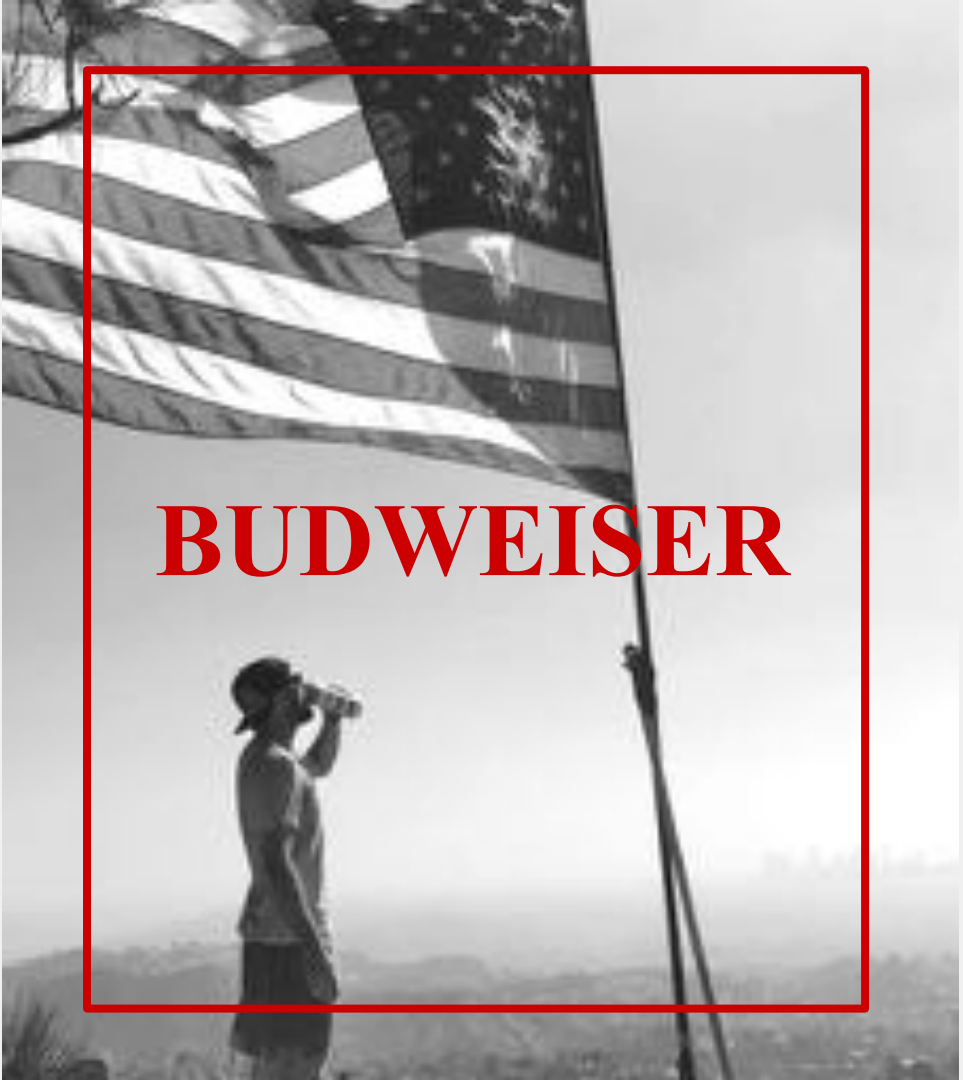
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# WE DAY TRADE

## (IN LOCALIZED)

# ATTENTION

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## THE CHALLENGE

Develop an influencer-led program in Denver DMA, featuring the America can, that encourages purchase and improves perception.

# INCREASING SALES & IMPROVING PERCEPTION IN A PRIORITY MARKET

## OUR STRATEGY

Denver, Budweiser's priority market of choice for this campaign, is a naturally beautiful city just waiting to be photographed. We challenged influencers of various sizes (from micro to digital celebrities) to show us how Budweiser integrates into *their* Denver.

## RESULTS

Over Sept-Oct '16, we hired 57 influencers to produce 313 pcs of content, generating 13.6MM impressions and 588K engagements:

- **All brand health metrics trended positively**, with a notable decrease in negative sentiment.

## COMMUNITY RESPONSES

1000thingstodoindenver Love this
lenkaistvanova This is EPIC!
jake_blackson Lit

unique.denver.properties Terrific!
postflybox
brianaanderson This is a great shot!

## INFLUENCER CONTENT






## THE ASK

Use influencer activations to raise awareness around key moments and target specific audiences based on store department priorities.

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# CREATING COHESIVE CAMPAIGNS ACROSS PLATFORMS

## THE STRATEGY

- Year-long, always-on content creation to support priority markets and tentpoles since 2014
- Worked with a variety of tiers of influencers using a cross-platform approach to push conversation further
- Mixing always-on content with content focused on key moments ensures the audience is always thinking about the brand

## THE RESULTS

- In 2016 alone, contracted 120+ influencers who produced more than 1,250+ pieces of content, totaling 27MM+ estimated impressions
- 7 large campaigns, from Snapchat takeovers to store launches

## INFLUENCER CONTENT






## THE CHALLENGE

Instill a mindset amongst the UK parent community that protecting their babies' skin meant using our product during bath time.

# EDUCATING CONSUMERS & IMPROVING PERCEPTION OF BRAND

## OUR STRATEGY

We set out to instill a mindset amongst the UK parent community that protecting their babies' skin means using our product during bath time. How did we do this? First: We partnered with mum & dad influencers to educate parents that baby's skin needs special care. We highlighted key product benefits, showcasing usage in the influencers' everyday lives and recreating the brand's rose test demonstration.

## RESULTS

In total, we hired 60 influencers to produce 230 pcs of content, generating 16MM impressions (+41% benchmark) and 600K engagements:

- The substantial majority of influencer posts trended past neutral scores (.5) toward increasingly positive ones

## COMMUNITY RESPONSES

playroomblog I've tried this too and can definitely see a difference between the two roses! Used j&j with my older kids as babies and it was always good so will be using again!

_susandrea_ You, genius you! I almost didn't notice it was an add 😆 - mesmerized by the beauty of this story telling! Just love it 😍🙌✨

## INFLUENCER CONTENT



# ADDITIONAL CREATIVE

# MICRO INFLUENCER CONTENT

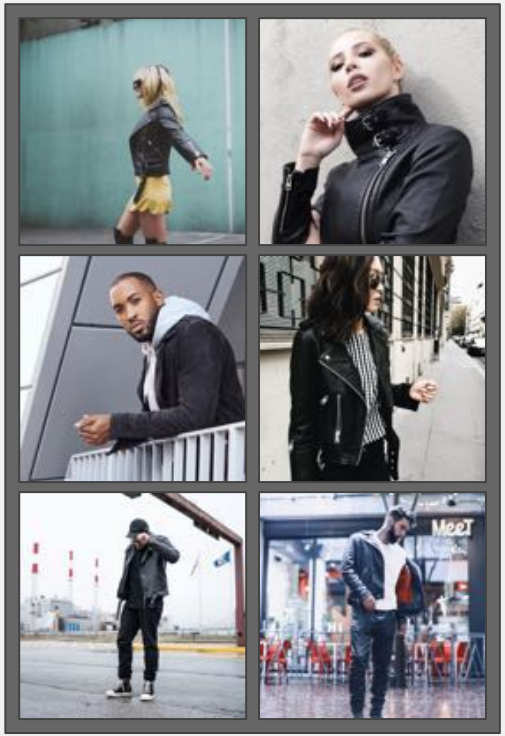
NORDSTROM



COACH

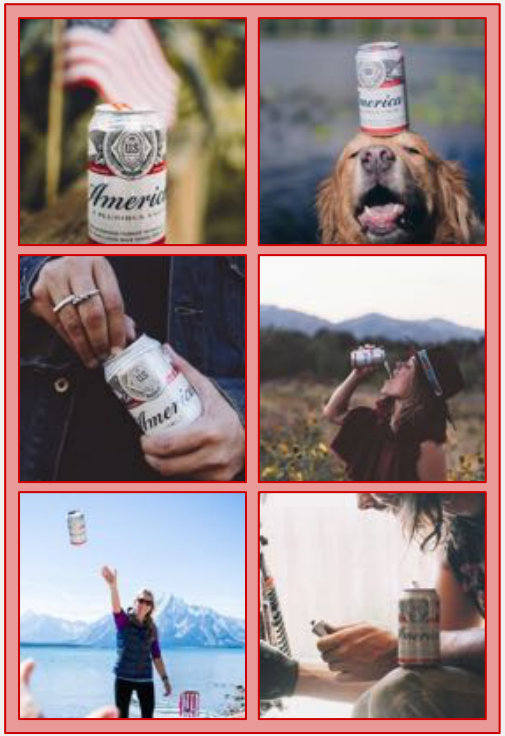


ALLSAINTS

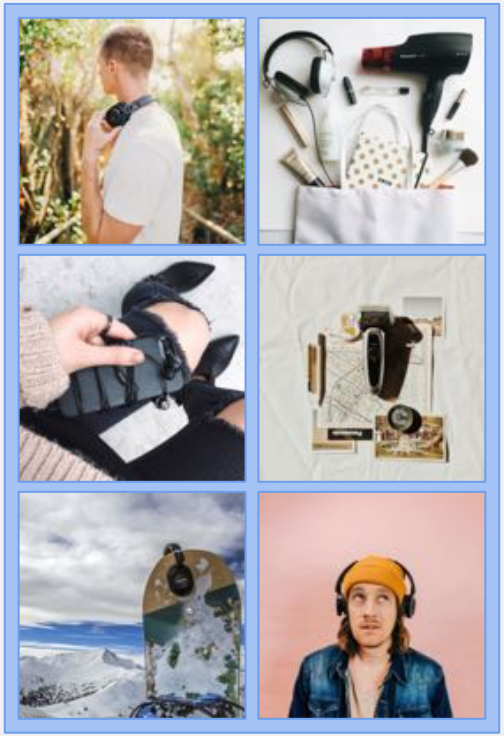


# MICRO INFLUENCER CONTENT

Budweiser



Panasonic



Johnson & Johnson

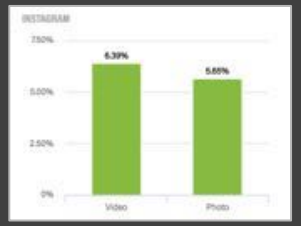


# GRANULAR INFLUENCER DATA



**Amymarie Gaertner**
22, Columbus, OH

Digital Celebrity
Dance, Choreography, Art, Fashion, DIY

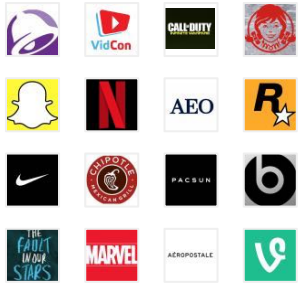


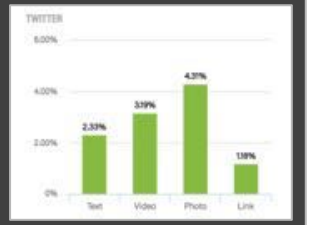

**Audience Description**
Amymarie's followers are in their late teens, typically single with a notable audience concentration in Chicago. Professionally, Amymarie's followers work as members of the military, musicians, actors and personal trainers. As consumers they spend most on entertainment, health/fitness and nightlife. In their spare time they enjoy gaming, science fiction, comedy/humor, dancing and anime. On social media they talk most often about sport, music and TV/film.

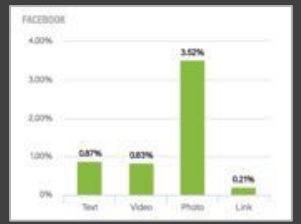
## Social Followers

| | |
|---|---|
| TWITTER FOLLOWERS | 104,187 |
| FACEBOOK PAGE LIKES | 559,960 |
| YOUTUBE SUBSCRIBERS | 524,509 |
| INSTAGRAM FOLLOWERS | 1,575,576 |
| SOUNDCLOUD FOLLOWERS | N/A |
| SPOTIFY FOLLOWERS | N/A |
| YOUTUBE VIEWS MEDIAN | 80,934 |

## Brand Affinities




## Location



## Language




## Race



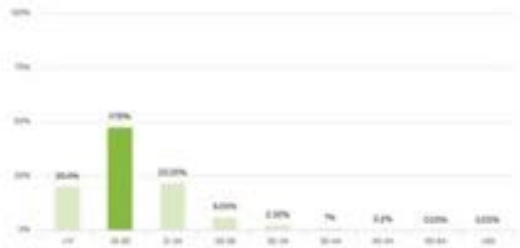

## Gender

56.95% 43.05%

## Family Status




## Age



# THANK YOU!