



INSIDE INFLUENCE...

Why Publishers are Increasingly Turning to Influencer Marketing – and What That Means for Marketers

This guide outlines how publishers are using influencer marketing tactics to both build their editorial brand and to engage the right audience on their platforms.

- **For publishers** considering new influencer marketing options as part of their branded content advertising packages, this guide will provide helpful information on the benefits of this type of offering.
- **For marketers and their agencies**, this guide provides insights on how to best leverage influencer marketing programs as part of a branded content/native advertising initiative, including the questions that need to be asked to ensure this approach will achieve brand goals, and insights on key metrics to evaluate Return on Investment (ROI).
- **For all audiences**, case studies are included to demonstrate creativity and the impact of influencer marketing in the publisher space.

January 2018

Introduction

Use of influencer marketing by publishers is growing as evidenced by recent headlines in the news.

**The latest important new role at publishers:
The influencer wrangler**

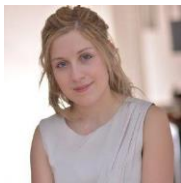
**'It's like just another add-on': The agency view of
publishers' influencer networks**

**HOW PUBLISHERS ARE GETTING INTO THE INFLUENCER
MARKETING GAME**

**Publishing Brands & Social
Influencers: The Perfect Union**

Members of the [IAB Social Media/Native/Content Committee](#) formed a working group to shed light onto this growing marketing tactic to help publishers who are exploring influencer marketing and also to provide insights for marketers who are working directly with publishers that offer influencer marketing as part of a branded content/native advertising package.

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What is influencer marketing?

Influencer marketing has emerged as an important component of today's marketing mix. Used by marketers, agencies, and publishers alike, and driven by the surge of digital platforms – notably social media, as well as branded content/native advertising programs, influencer marketing can provide an effective and compelling way to engage with consumers in more native, authentic ways.

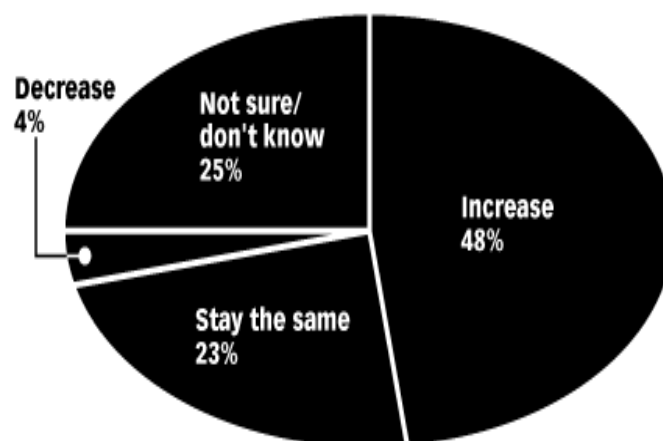


Influencer marketing is a tactic by which a brand/agency/publisher works with individuals, aka **influencers**^{*}, to drive brand messages to meet strategic goals.

^{*} *Influencers are those who are deemed to have the potential to create engagement, drive conversation and/or sell products/services with the intended target audience. These individuals can range from being celebrities to more micro-targeted professional or non-professional “peers” (e.g. the difference between a blogger with a large following vs. an individual with a small following, but high influence amongst a set peer group).*

With nearly 50% of marketers planning to increase their influencer marketing spend in 2017, it may not come as a surprise to see publishers following suit with the implementation of influencer marketing programs as part of their branded content offerings.

Expected Change in Their Company's Influencer Marketing Budget in 2017 According to US Marketers
% of respondents



Source: Linqia, "The State of Influencer Marketing 2017," Nov 30, 2016

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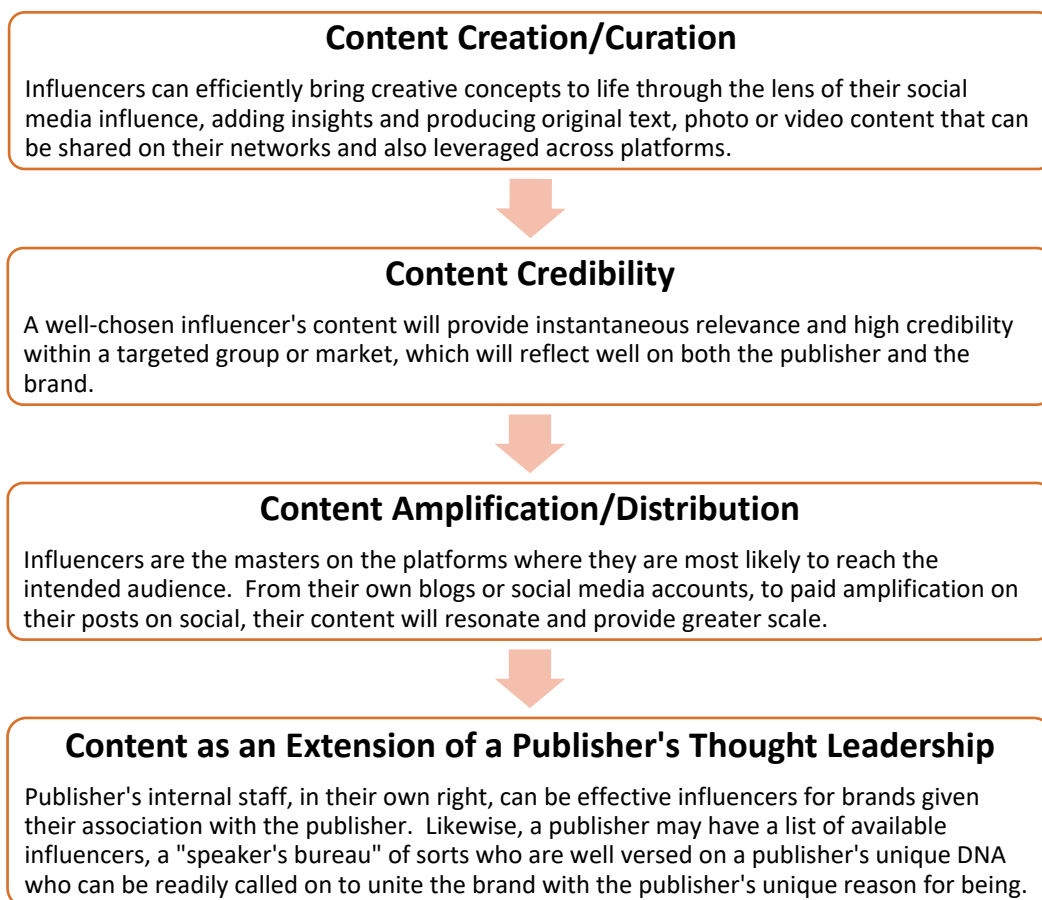
www.eMarketer.com

Why are publishers turning to influencer marketing?

You may be asking yourself, why do publishers offer influencer marketing options anyway? Don't they already have all the content they need?

Like brands, publishers are seeking ways to reach consumers in more native ways to be as credible and relevant with their desired audiences as possible. Especially with concerns over audience fragmentation, decreasing organic reach on social media platforms, brand safety concerns, and even ad blocker impact on display, publishers are continuously exploring new ways to effectively reach audiences and enhance engagement. This is evident by the meteoric rise of publisher content studios, which develop a range of branded content for marketers that can reside on the publisher's owned and operated sites, as well as be distributed across other digital and multimedia platforms. Yet, even with their own built-in audiences and distribution methods, publishers seek ways to get even more traction for their branded content programs with brands. That's a primary reason why so many are incorporating influencer marketing options as part of their content studio offerings.

For publishers, engaging with consumers with impactful content in meaningful ways is the name of the game and influencers can help move the dial in four key ways:



How are publishers using influencer marketing?



TOP 5 WAYS PUBLISHERS USE INFLUENCER MARKETING



To both build their editorial brand and to engage the right audience on their platforms

To expand revenue streams to bolster branded content program reach and engagement



To understand consumer behavior and market trends (consumer research.)

To provide marketer additional support, as a stand-alone offering, separate from their content studio offering



To promote their own live events, to spur interest and engagement before, during and after the event

Many publishers are introducing or expanding their influencer marketing offerings for partner marketers. The top five ways publishers are using influencer marketing are listed in this infographic.

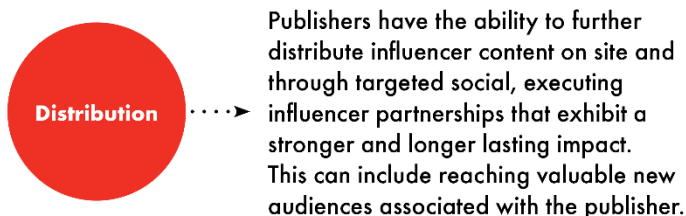
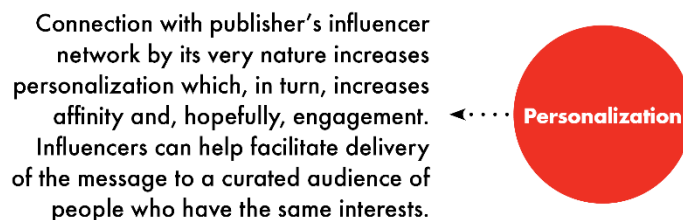
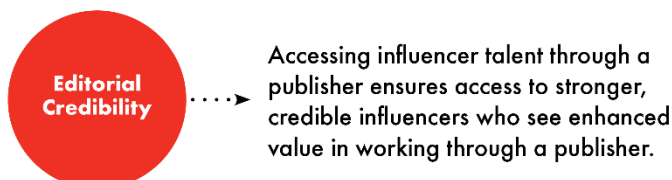
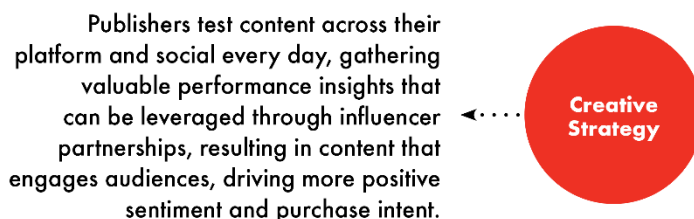
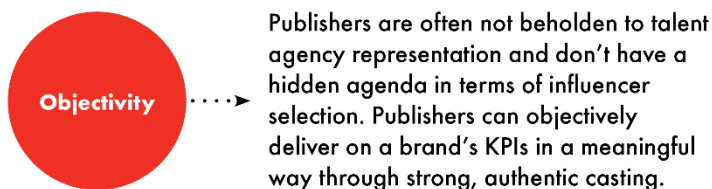
It should be noted that, related to targeting, influencers also play a strong role as introducers and can help expose publishers to both existing and new audiences. In fact, 84 percent of traffic driven by influencers are new customers (Source: Rakuten Marketing, 4Q 2016).

How can marketers benefit from publisher influencer programs?



Five Ways Marketers Benefit from Publisher Influencer Marketing Programs

There are many benefits to working with publishers on influencer partnerships, including Objectivity, Creative Strategy, Editorial Credibility, Personalization, and Distribution.



Key questions an advertiser should ask a publisher when influencer marketing tactics are offered as part of a branded content campaign or stand-alone offering

Because every influencer program is different, it is important to ask questions upfront to fully understand the scope and potential impact of the publisher's influencer offering.

Key questions brands and agencies should ask publishers when discussing an influencer marketing offering include:

INFLUENCER IDENTIFICATION QUESTIONS

- How does the publisher identify the influencer(s)—what is the criteria? Will we be able to review/approve the influencers in advance?
 - To avoid the mistake of overpaying creators, your publisher partner should understand the reach and engagement an influencer partnership can drive before aligning on a fee. Usage rights and creative input on the content also have a significant impact on the value of an influencer partnership, so publishers should understand (and negotiate) those terms on the brand partner's behalf.
- For each influencer recommendation, will the publisher provide information about how the influencer prefers to tell a story to his/her audience (photography, video, blog, etc.) and how they typically add their own voice to the product or service?
- How can we be sure that the influencer activities align with the brand strategy or other requirements?
 - With the emergence of Artificial Intelligence (AI) and cloud-based marketing platforms, many publishers and/or their third-party data suppliers have the ability to understand more than just follower count and other basic demographic information. It can be possible to also identify personality characteristics that influencers possess and have in common with brands allowing for unparalleled matching, which, arguably, should yield the best possible results and ROI.
 - With AI, tens of thousands of words and symbols, like emojis, can be “read,” which then uses structure and syntax to draw inferences about personality characteristics. It then can index the characteristics on a scale to show how much or how little the influencer embodies these traits. AI can do the same thing with the brand's social media data to find out which characteristics index most highly for the brand. Finally, that data can be corroborated to find traits that match highly between the influencer and brand.
- What type of contract does the publisher have with the influencer and where does the brand fit in that contract (to identify and manage risk)?
 - Having a formal contract in place with an influencer allows publishers and marketers alike to avoid challenges and miscommunications around creative guidelines (including brand integration), exclusivity and deliverable dates. It's important that the publisher

outline all parameters in the agreement with the influencer to ensure the influencer content is created and distributed as intended. This should include influencer disclosure language expectations as will be discussed later in this document.

COST AND EXECUTION QUESTIONS

- What is the incremental cost of the influencer program as part of a branded content package?
- Where do we fit in the contract negotiation?
 - Do we contribute to the contract language and also the approval process? What is the typical timing for contract negotiation and approval, pending brand/agency approval?
 - What types of education, samples, and one-to-one conversations will the brand/publisher need to provide to familiarize the influencer with their products/services?
- How much control will the brand have on the creative? Will the brand have a chance to review and approve the content before it goes live?
- Where will the influencer be posting content (e.g., their own pages vs. paid distribution? If paid, where, specifically, will it reside?)
 - There is no shortage of platforms that influencers can leverage to reach their audiences. Your publisher partner should understand the differences that come with activating talent across platforms, as well as the merits of video versus photo driven influencer content. The target product or intended brand message can have a major impact on what platform or medium makes the most sense.
- Usage parameters—How can the brand leverage this content or what kind of rights do they have?
- Is there an overall production timeline and an influencer content schedule that is agreed to beforehand?
 - Is the schedule concrete, e.g. it specifies when messaging is due to the influencer and when the client gets to review/approve posts, or is the schedule at the whim of the influencer?
 - How will the publisher communicate the schedule pre and post-production or publication?

MEASUREMENT & DATA QUESTIONS

- How is the impact of influencer outreach reported/broken out as part of the total reach/frequency/engagement of the branded content program? What analytic tools does the publisher have access to?

- Is there a reach or impressions guarantee that the publisher is providing in the influencer program?
- In addition to monitoring programs through social tools, influencers should work with their publisher partners and agencies to gather more in-depth analytics, including understanding the percentage of new users and percentage of new customers, if applicable based on stated goals, which an influencer drives to a publisher's site. Additional engagement metrics such as time spent on site and pages visited can help to provide insights around the success of a program.

MORE ON INFLUENCER METRICS – HOW TO ASSESS ROI

The #1 question marketers have about any influencer program relates to metrics, effectiveness and, ultimately Return on Investment (ROI).

With that in mind, here we take a deeper dive into how publishers can report and marketers can assess the performance of influencer marketing and which metrics are most important in doing so.

Broadly, the most important metrics can be broken down into three categories:

- **Reach Metrics:** How many eyes did your influencer media reach?
- **Engagement Metrics:** How many users took action on what your influencers posted?
- **Conversion Metrics:** Of those who take action, how many continued the customer journey to complete a down-funnel action, such as visit a website, fill out forms, or make a purchase?



Reach Metrics

Before anything else, marketers need to make sure their message is actually being seen by their target audience. Reach metrics give marketers a barometer of how many people can potentially be influenced by a message. Traditionally, reach metrics have been derived by how many people follow an influencer's account, but an understanding of how to more effectively measure this has been on-going. Similarly, to digital media, publishers should provide marketers with information on how they determine frequency and how they project and/or guarantee ratios of reach to impressions.

Reach metrics aren't immediately actionable, per se, but they provide a much-needed window to informing your larger marketing decisions. In order to activate more effective media, it would be helpful if publishers could relate how much of the gross audience of an influencer is specifically applicable to your campaign goals. Audience demographic breakouts have become standard for influencer marketing, as overall following neither guarantees effective distribution, nor that the media will be served to the right audience.



Engagement Metrics

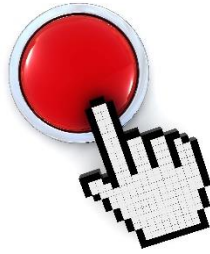
The next step of the value equation for marketers is engagement, or how many people respond to what your influencer/influencers post. These metrics involve specific actions taken by users on a given platform, such as page likes, shares, comments, retweets, thumbs ups—all the public “vanity” metrics are the easiest to measure. Engagement has become a critical factor in various platforms’ content serving algorithms and it is important to understand the differences by platform (e.g. serving influencer content chronologically vs. being served based on an amalgam of factors, engagement being just one).

Engagement metrics provide data on which types of content resonate with an audience and you will want to weigh the vanity metrics against deeper types of engagement such as commenting or sharing, or evaluation of time spent and scroll rate/velocity.

Much like reach metrics, engagement metrics don't always provide ROI-proving data, but they are an essential piece of the content-creation puzzle.

A Note on Views...

When reporting impact of an influencer marketing campaign, publishers should be clear with what they define as a view. This is important because different social, video, and other types of distribution platforms may have different definitions about what constitutes a view. E.g. a marketer might consider views that run through more than 50% of the video to be the only action considered a view; others might simply take the platforms’ definition as is.



Conversion Metrics

With reach metrics measuring distribution to individual users and engagement metrics measuring impact, the final category involves how many people leave the social space to travel down your sales funnel—i.e. driving conversions.

The definition of “conversion” varies depending on marketing goals, but these metrics broadly involve users taking action beyond mere engagement on the social platform: a visit to your website landing page; filling out a contact form; making a purchase; subscribing to your service.

This will be where it is most important to understand a publisher's measurement toolset if conversion is part of your goals. Platforms and third-party services provide businesses' information on conversion metrics by offering data on where users come from and what they do once they're on-site. Each possible action can be configured and customized with various tools to reflect the goals of the business, providing data on who converts. Where these users are coming from is valuable when understanding how influencer campaigns helped reach marketing goals.

Although we've covered the basics on understanding the effectiveness of any influencer marketing campaign, including one that is done in association with a publisher, there may be more to understand and measure depending on your goals. Understanding the questions to ask and the key metrics to be aware of is a good place to start to ensure success.

DISCLOSURE QUESTIONS

- What steps is the publisher taking to ensure disclosure of the material connection with the publisher and the brand? Are disclosure guidelines provided in accordance with Federal Trade Commission guidelines?
- How will the publisher track influencer posts to ensure there will be proper disclosure?
- If an influencer does not properly disclose, is there a process to take their posts down?

The importance of disclosure and specific FTC guidance is discussed in greater detail below.

Why is disclosure of paramount importance?

Like native advertising, the influencer marketing landscape is evolving, with publishers working with advertisers to create increasingly effective content experiences. Audiences are also demanding more transparency from influencers who are partnering with brands.

Because there is a wide variation in influencer marketing use cases, it is not possible to recommend a single, one-size fits all disclosure mechanism for influencer marketing disclosure and this is acknowledged by the FTC. **It is possible, however, to demand adherence to the core principle that regardless of context, a reasonable consumer should be able to distinguish between what is an influencer's personal opinion versus an opinion that was influenced by a material connection between a brand, agency or publisher.** The FTC makes it clear what a material connection is:

The FTC's Endorsement Guides provide that if there is a "material connection" between an endorser and an advertiser – in other words, a connection that might affect the weight or credibility that consumers give the endorsement – that connection should be clearly and conspicuously disclosed, unless it is already clear from the context of the communication. A material connection could be a business or family relationship, monetary payment, or the gift of a free product. Importantly, the Endorsement Guides apply to both marketers and endorsers.

Source: Federal Trade Commission

FTC updated their [The FTC's Endorsement Guides: What People Are Asking](#) document in 2017 which clarifies certain points and provides very helpful answers to many of the questions people have about disclosing material connections between advertisers and endorsers (which would include influencers.)

It is imperative that both marketers and influencers are familiar with these documents.

To make the guidance as clear as possible, the FTC also created in 2017 an infographic that builds off of their [recommended "4Ps of Full Disclosure,"](#) which are the top four key considerations to keep in mind when thinking about advertising disclosure in general. We built on the FTC's 4 Ps with branded content/native/influencer marketing in mind:

Prominence – Essentially, another way to think about prominence is, ‘Is the disclosure easily visible for the readers?’ The big thing with disclosure is making sure every reader has an opportunity to understand the conditions behind a piece of content, so that if the content is a sponsored post, the reader can easily identify what they need to know.

Presentation – Have you ever read something, stared for a second, and thought, ‘What did I just read?’ only to read it again and discover you have no idea what the thing you’re reading is talking about? Disclosure language should be the opposite of that confusion – visitors should be able to easily understand what the disclosure is saying without having to thumb through a dictionary every few words, or rereading the same information four or five times just to understand what it is saying.

Placement – You know the phrase, ‘In real estate the three most important things are location, location, and location?’ The same rules apply to disclosures, according to the FTC — the disclosure shouldn’t be hidden in some strange location on a post, out of where a visitor might normally find it.

Proximity – How close is your disclosure to the publisher’s offer? If the offer is front and center, but the publisher has stuffed the disclosure in a footnote somewhere, that’s a problem. Disclosures need to be close enough to an offer or easy enough for the visitor to find on the page so that there’s no question or second guessing about where the post came from – and who sponsored it.

The Dos and Don't for Social Media Influencers	
FTC RECOMMENDATIONS	PRACTICES TO AVOID
 <p>Clearly DISCLOSE when you have a financial or family relationship with a brand</p>	 <p>DON'T ASSUME followers know about all your brand relationships</p>
 <p>Ensure your sponsorship disclosure is HARD TO MISS</p>	 <p>Don't assume disclosures BUILT INTO social media platforms are sufficient</p>
 <p>Treat sponsored tags, including tags in pictures, LIKE ANY OTHER endorsement</p>	 <p>Don't use AMBIGUOUS DISCLOSURES like "Thanks," #collab, #sp, #spon, or #ambassador</p>
 <p>On image-only platforms like Snapchat, SUPERIMPOSE DISCLOSURES over the images</p>	 <p>Don't rely on disclosures that people will see only if they CLICK "MORE"</p>
Source: Federal Trade Commission	



If you were not aware, in 2017, largely in response to an [FTC action](#) where over 90 brands and influencers were contacted about influencer disclosure issues, some social platforms have instituted their own guidance and systems to make it clearer to readers where there is a material connection between a brand and an influencer. It is therefore important to evaluate guidance and options on a platform by platform basis to determine if different or additional disclosure is warranted relative to FTC guidance.

With all this factored in, it is important to remember that the FTC issues guidance, not hard and fast “rules” and each case will be evaluated on a case by case basis with many factors taken into account. The point to remember is that brands, publishers, and even the influencers themselves can be held accountable for not disclosing a brand connection. In fact, the [first ever case](#) against individual social media influencers was brought by the FTC in September 2017.

Conclusion

Increasingly, publishers are turning to influencer marketing as a way to enhance their branded content offerings so don't be surprised when a Request for Proposal (RFP) response is modified to include an influencer component. The benefits to marketers can be significant if executed well, but there are still important questions that should be asked before approving an influencer program and publishers should be prepared to answer these questions. At the end of the day, it's all about getting your message to your audience in more authentic ways and influencers can be a good way to achieve your goals to make your publisher content studio partnership efforts even stronger.

Publisher Influencer Marketing Case Studies

We've assembled some compelling case studies on how publishers have worked with influencers as part of a brand's branded content efforts and also how publishers are using influencers to promote their own events. Results are shown when available or permissible for use.

Influencer Marketing to Enhance Branded Content Efforts

- Condé Nast & GQ / Remy Martin
- Disney / Kohl's
- Disney / littleBits
- Disney / Sonic
- Hearst & Cosmopolitan / Almay
- Hearst & Cosmopolitan / River Island
- Page Six (New York Post) / David Webb Jewelry
- Refinery29 / Lane Bryant
- Refinery29 / Under Armour
- The New York Times / Buick
- The Wall Street Journal/ Chase Ritz-Carlton
- Time Inc. & The Foundry / Dunkin Donuts
- Time Inc. / Chase Marriott
- Time Inc. / Olay

Influencer Marketing to Enhance Publisher Events

- Storyful / Heineken
- Tronc / LA Times

Influencer Marketing to Enhance Branded Content Efforts

Publisher: Condé Nast / GQ

Brand: Remy Martin

Objective: Draw out themes of luxury and associate their narrative with Remy Martin

Execution Details: GQ used men's fashion designer Angel Ramos, who has a 40,000+ Instagram following. He was chosen as he was a good fit to reach the target of stylistic, fashionable men.

Results: N/A

Creative Example:



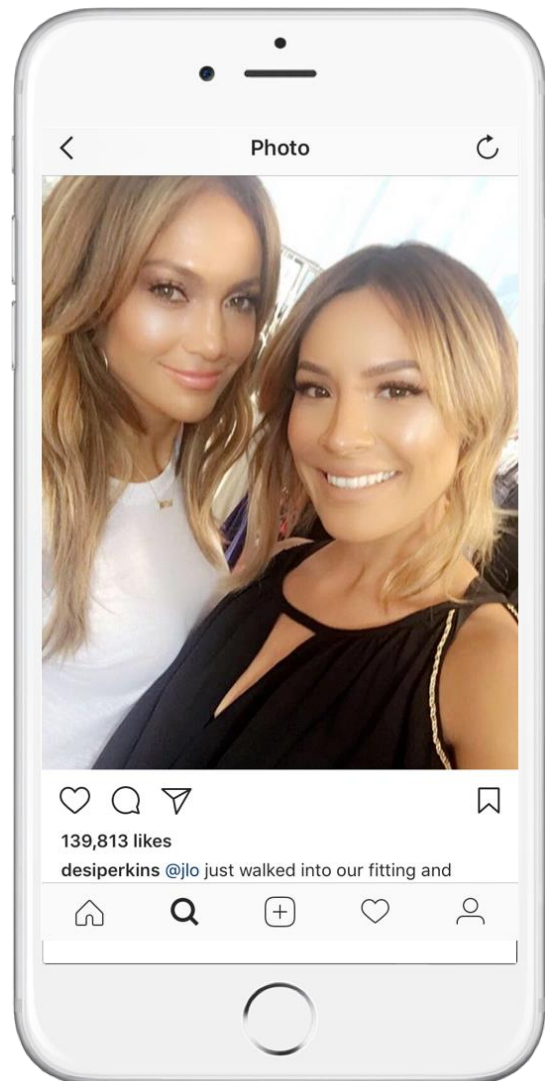
Publisher: Disney Digital Network

Brand: Kohl's

Influencer Marketing Objective: To increase awareness and affinity for Kohl's New Jennifer Lopez Collection

Execution Details: We teamed up with Kohl's to send three top social influencers to the Jennifer Lopez *All I Have* Tour in Las Vegas and gain backstage access to hang out with J.Lo herself. Decked out in the new collection from Kohl's, influencers played around in the wardrobe rooms, received personalized Kohl's x J.Lo Styling and sat in front row at the event. Influencers posted images and videos from their weekend extravaganza across Snapchat, Twitter and Instagram. To continue the promotion, each influencer also posted their favorite OOTD (Outfit Of The Day) across multiple platforms post launch.

Results: 9.6 million Instagram reach; 9.9 million Snapchat reach; 215K social engagements



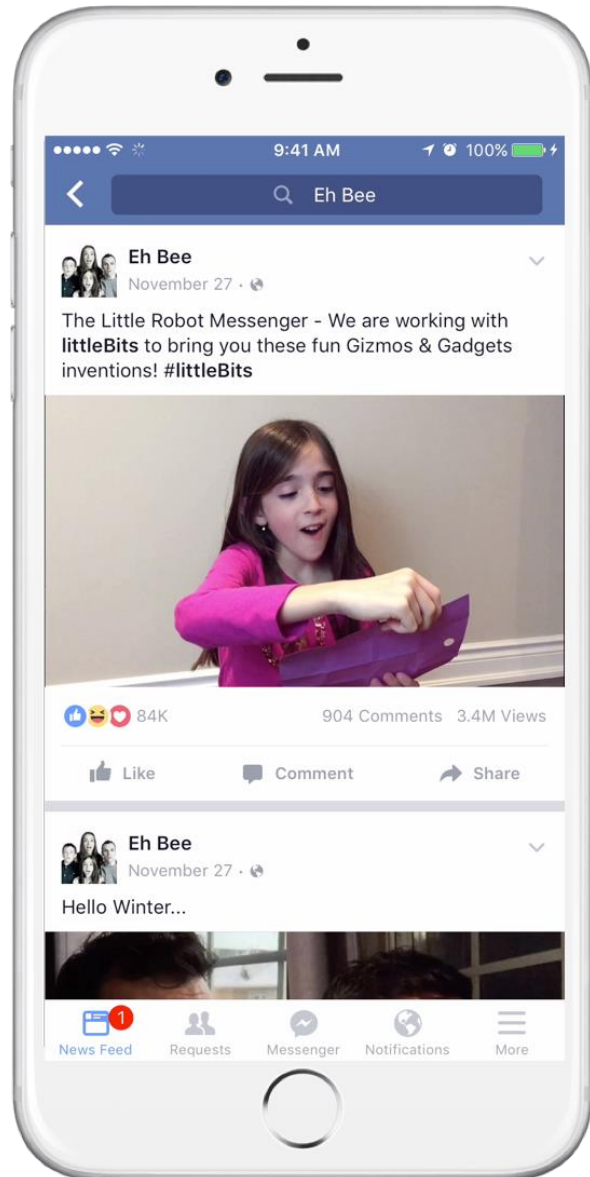
Publisher: Disney Digital Network

Brand: littleBits

Influencer Marketing Objective: Create awareness for littleBits products and generate the flow of creativity and gift ideas

Execution Details: Disney Digital Network utilized Pinterest Influencers to pin 6-8 pins from the littleBits Pinterest board into their own gift ideas boards. For example, the Eh Bee Family created a custom video for their Facebook page.

Results: 10 million total reach; 78K social engagements; 3.4 million total Facebook views



Publisher: Disney Digital Network

Brand: Sonic – Sonic Sipsters

Influencer Marketing Objective: To drive awareness for the launch of the new Sonic Lemonade and Limeade flavor combinations for summer

Execution Details: We aligned with top Millennial Entertainment Influencers to be the ambassadors for the Sonic Drive-In brand. Each influencer created highly-engaging, quirky branded “Sipster” videos on their Instagram profile as hero video content. To build excitement and peak curiosity prior to the launch, influencers posted teaser Snapchat and Instagram content announcing their partnership with Sonic. We also created: 15 and 30 second pre-roll cut downs to promote across YouTube and all Sonic O&Os (Owned and Operated stations).

Results: 15 million total cross-platform views; 576K social engagements; 34% view-through rate



Publisher: Hearst / Cosmopolitan

Brand: Almay

Objective: Boost brand and publisher exposure

Execution Details: *Cosmopolitan* worked with influencer Jenn Im on a campaign for cosmetic brand Almay where Im walked viewers through a tutorial on how to get her signature “Instagram Glow.”

Results: N/A

Creative Execution:



Publisher: Hearst / Cosmopolitan

Brand: River Island

Objective: Get the River Island message to both the influencers' combined reach of 265,000 followers, and Cosmopolitan's audience of millions, across a variety of platforms

Execution Details: The campaign included four influencers – Lottie Murphy (Lifestyle blogger), Hannah Crosskey (A Fashion Fix), Louise O'Reilly (Style Me Curvy), and Monikh Dale (Tres Monikh) who were presented as part of a branded editorial piece disclosed as “Cosmopolitan/Fan Promotion.”)

Results: N/A

Creative Execution:

THE NEW DENIM RULES
Cosmopolitan Fashion Director Amy Bannerman teamed up with River Island to style some of our favourite Cosmopolitan Network girls. Here she reveals a few of her top denim hacks and tips...

KEEP IT PALE
For spring/summer, keep your double denim light and pair with a simple tee or shirt.

'90s TWIST
Choose an oversized, boxy jean jacket to bring a modern '90s style - it's the shape of the season.

SILHOUETTES
Offcut skinny jeans with oversized shirting and flared sleeves.

TAKE IT LOW-KEY
Indigo denim can look quite formal - so choose a distressed pair for a more casual feel.

DAY TO NIGHT
Boyfriend jeans are easy to wear in the day with flits but for nights out, just add a heel and you can party with the best of them.

RELAXED
Leave the last button of your shirt undone to make a nonchalant half tuck extra easy.

CLASSIC
A striped shirt with faded blue jeans always works - this combo is timeless.

WIN A YEAR'S SUPPLY OF DENIM!
To win one year's supply of denim head to **River Island**, **comp/cosmopolitan-denim-comp** and pick your favourite pair of jeans. To shop all these styles, visit **riverisland.com**. Terms and conditions apply. Please visit **Riverisland.com/cosmopolitan-denim-comp** for River Island's privacy policy and full details.

Monikh Dale, Founder, Tres Monikh
JEAN OF CHOICE: BOYFRIEND, £45

Louise O'Reilly, Founder, Style Me Curvy
JEAN OF CHOICE: MOM, £42

Lottie Murphy, Lifestyle blogger and Pilates instructor
JEAN OF CHOICE: AMELIE, £45

Hannah Crosskey, Founder, A Fashion Fix
JEAN OF CHOICE: MOLLY, £42

RIVER ISLAND

COSMOPOLITAN PROMOTION

DEFINITION
When wearing a boyfriend jean that sits low on your hips, define your waistline by tucking in your top at the front.

All jeans, available at River Island

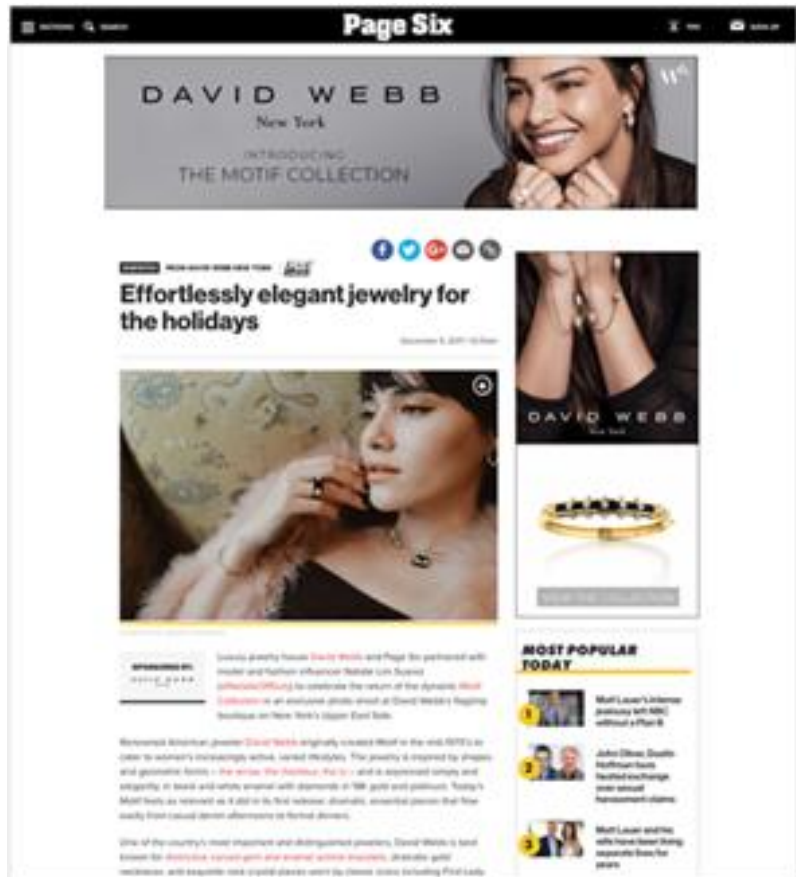
Publisher: Page Six (New York Post)

Brand: David Webb Jewelry

Objective: Raise brand awareness and drive sales for luxury jewelry house David Webb's Motif Collection across influencer Natalie Lim Suarez's (@NatalieOffDuty) 493k Instagram followers, and through a shoppable branded content article on Page Six

Results: Not yet available - the campaign is still live at time of publication

Creative Execution: Post Studios produced a photo shoot with fashion influencer and model @NatalieOffDuty featuring David Webb's Motif Collection. Selects from the shoot were included in a shoppable branded content article on Page Six, and Natalie posted two of them on her Instagram account. Post Studios also designed the David Webb ads surrounding the branded content.



Publisher: Refinery29

Brand: Lane Bryant

Influencer Marketing

Objective: To celebrate, amplify, and generate conversation around Lane Bryant and Refinery29's The 67% Project

Execution Details:

Refinery29 cast five influential creators to partner with for a full year. The ambassadors created original social content entrenched in body positive messaging, contributed content to Refinery29, participated in events and live panel discussions, and contributed a cadence of organic, added value content to the partnership. Refinery29 also tapped Danielle Brooks to serve as both a spokesperson and Creative Director of the initiative, creating a greater synergy between Lane Bryant's This Body campaign (in which she appeared) and the integrated partnership with Refinery29.



Results: The initiative drove over 295 Million Social Impressions and was nominated for a Digiday Content Marketing Award for Best Brand + Influencer Collaboration.



Publisher: Refinery29

Brand: Under Armour

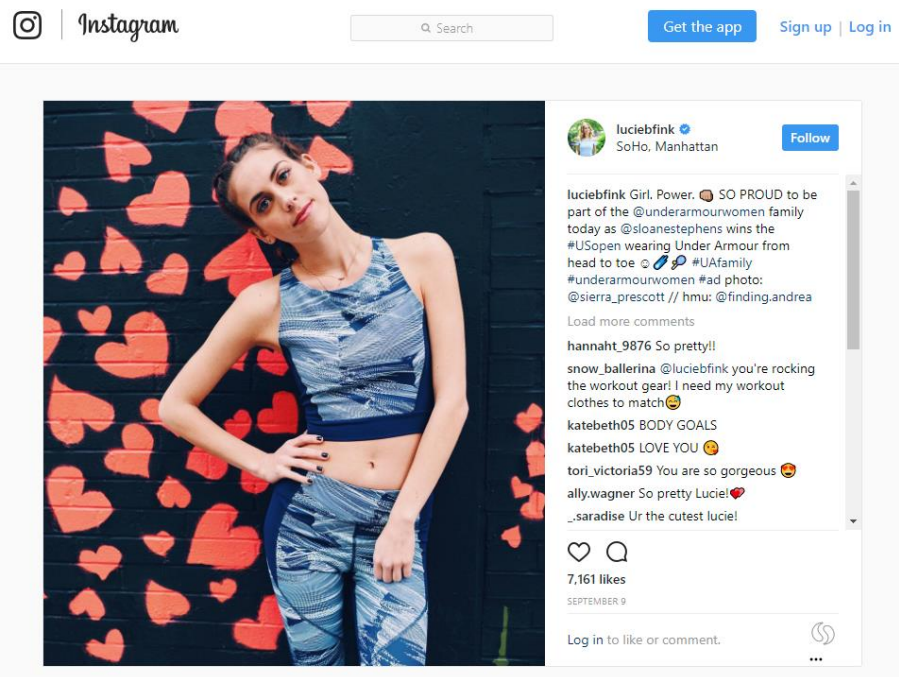
Influencer Marketing

Objective: To drive awareness of the Under Armour brand to lifestyle-minded consumers

Execution Details: In 2017, Under Armour tapped host and producer Lucie Fink of Refinery29 for a bespoke and exclusive seven-month partnership to reach lifestyle-minded

consumers. Under Armour supported Lucie's fitness and creative pursuits during the partnership, and in turn Lucie shared moments from her unique fitness journey across social, integrating Under Armour visually and thematically. Throughout the partnership, Lucie drove awareness for the brand and attended multiple Under Armour events, also appearing on their digital channels.

Results: Though partnering with Lucie, Under Armour was able to align with the brand values and authority Refinery29 possesses in the lifestyle space, reaching her highly engaged audience in an authentic way.



Publisher: The New York Times (HelloSociety)

Brand: Buick

Objective: Promote the Buick Lacrosse at Fan Fest in Tampa, FL for the College Football Championship.

Execution Details: Content Creation with Influencer, Josh Peck, on a cross-platform social campaign.

Results: Josh's Instagram content delivered the highest overall engagement rate vs. content on Facebook and Twitter. 335% engagement delivery. 100% impression delivery.



Creative Example(s):



Publisher: Time Inc.

Brand: Chase Marriott

Marketing Objective: Promote the Marriott Rewards Premier Business Credit Card from Chase to target the small business owner

Influencer Marketing Execution: A three-part video series with travel host/influencer “World Wide Nate”/Nathan Fluellen emphasized the business-traveler’s mindset and journey while demonstrating the card’s rewarding benefits.

Creative Execution:

The image is a screenshot of a Fortune magazine website. The top navigation bar includes the Fortune logo, a search icon, and a 'SUBSCRIBE' button. Below the navigation bar, there are tabs for 'NEWS', 'POPULAR', 'VIDEOS', and 'FORTUNE 500'. The main content area features a large video player showing a man in a suit standing in front of a city skyline. To the left of the video player, there are three article teasers, each mentioning 'CONTENT FROM: THE MARRIOTT REWARDS PREMIER BUSINESS CREDIT CARD' and a '5 Tips to Turn Your Business Trip Into a Vacation' article. To the right of the video player, there is a promotional banner for the Marriott Rewards Premier Business Credit Card, featuring the text 'EXCLUSIVELY FOR BUSINESS OWNERS', '80,000 BONUS POINTS', and 'GUARANTEED Silver Elite Status NEW! Path to Gold Status'. Below the video player, there is a caption that reads 'Traveling for work means tons of meetings and rushing to'.

Publisher: Time Inc. / The Foundry

Brand: Dunkin' Donuts

Influencer Marketing Objective: Attract a younger, more female demographic in the most integrated way possible

Influencer Marketing Execution: Entertainment awards ceremonies were used as an effective leverage point to attract the desired audience. The audience was offered behind-the-scenes look as some of Hollywood's A-list got prepared to stroll the red carpet.



Publisher: Time Inc.

Brand: Olay (Skin Advisor Tool)

Marketing Objective: Encourage women to discover their personalized skincare regime with the Olay Skin Advisor Tool and Olay products

Influencer Marketing Execution: Through custom digital, social and print creatives, six beauty influencers showed consumers how the Olay Skin Advisor Tool provided them with an Olay skincare regimen tailored to their individual needs.

Creative Example(s):



Skincare on Your Schedule

FOR KATE BRYAN, MOTHER OF TWO AND CREATOR OF BEAUTY BLOG THE SMALL THINGS, TIME IS PRECIOUS. FIND OUT WHY SHE USES THE OLAY SKIN ADVISOR TOOL TO FIND A SKINCARE ROUTINE THAT GIVES HER GORGEOUS SKIN—ON HER OWN TIME.

"I'm a beauty blogger, so it's pretty important that I keep my skin looking glowing, young, and fresh. But between running the blog and taking care of my family, I really only have a few minutes to steal just before bed to address the signs of aging I'm starting to see."

"That's where the Olay Skin Advisor tool came to the rescue. It gave me a skincare regimen tailored to my exact skin—and my schedule! Now, I've got hard-working products I can use in a few easy steps as part of my nightly wind-down routine."

ADVERTISING

OLAY SKIN ADVISOR
OFFERS INDIVIDUALIZED SOLUTIONS FOR SKIN

HOW IT WORKS
Step 1: Snap your selfie
Step 2: Give your preferences
Step 3: Analyze your skin age
Step 4: Get your regimen

HER CUSTOMIZED RESULTS

OLAY DAILY FACIALS
DAILY CLEAN

Removes makeup and cleanses with the power of a scrub, toner, mask, and cleanser

OLAY REGENERIST
MIRACLE BOOST CONCENTRATE

Use before moisturizer to boost skin's natural surface cell regeneration

OLAY REGENERIST
NIGHT RECOVERY CREAM

Fragrance-free night cream formulated specifically designed to provide intense hydration and regenerate skin surface cells while you sleep

OLAY
GO TO OLAY.COM/SKINADVISOR TO DISCOVER YOUR PERSONALIZED REGIMEN



scoutfashion [Follow](#)

scoutfashion As an @Olay partner, I am head over heels for the new skin advisor tool. It's so easy to use, upload a selfie, wait for the tool to scan your photo and it will tell you your skin's age and what products to use on your problem areas! Hubby and I took a bet on what our skin ages would be and surprisingly we were both wrong. I love how it takes the fuss out of picking the right product for your skin. I would love to hear your experience with this tool, check it out at skinadvisor.olay.com #ad #ScoutBeauty

View all 27 comments

amzee9 I used the skin advisor tool and found it really helpful and interesting (plus the added bonus of my skin age being 4 years younger than my actual age 😊👏👏)

_olqa_sofia ❤️

6,547 likes

Publisher: The Wall Street Journal, WSJ. Custom Studios

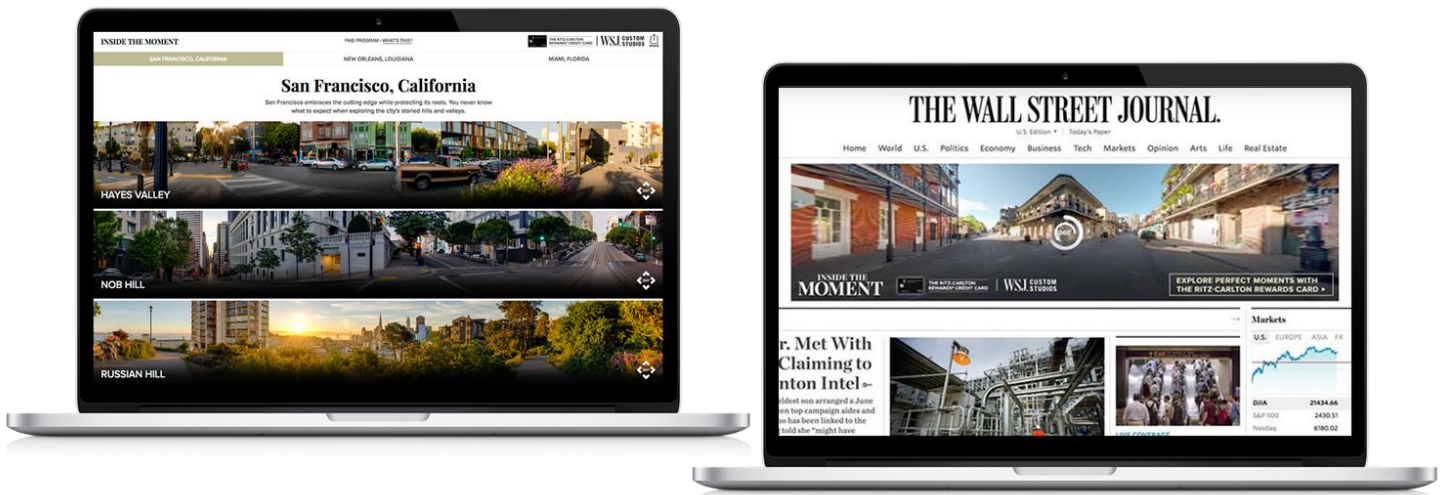
Brand: Chase Ritz-Carlton Rewards Credit Card

Marketing Objective: Evolve the 2016 WSJ. Custom Studios program while raising the profile and affinity of the Ritz-Carlton Rewards Credit Card

Solution & Execution Details: WSJ. Custom Studios, in collaboration with the Ritz-Carlton Rewards Credit Card present, *Inside the Moment*, an immersive 360-photography execution exploring San Francisco, New Orleans, and Miami. Through interactive hotspot functionality, this program leverages local influencers and their secrets on what to do in town.

Results: Over 494,000 views to the custom hub during the length of the program, and each user engaged with an average of almost four pages during their time spent with the program. Over the length of the program, the hotspots were visited almost 80,000 times, with more than 10,000 clicks to the Chase Ritz-Carlton Rewards Card site resulting from these hotspot visits. *Inside the Moment* was named among “The 10 Best Branded Content Partnerships of 2017” by Ad Age.

Creative Examples:



Influencer Marketing to Enhance Publisher Events

Publisher: Storyful

Event: Heineken - Rugby Clubs

Objective: Heineken wanted to bring Irish Rugby fans together and celebrate their passion for their sport and respective teams. Their goal was to launch a grassroots campaign that started with local micro-influencers and extended globally through a new website.

These influencer stories would be featured on a vibrant microsite showcasing the best rugby fan stories from around the country and encourage other supporters to share their own stories with Heineken.

Results: Storyful found over 25 influencers that launched 10 separate clubs in Ireland. Their clubs became a centerpiece of online hub and helped to associate Heineken with enthusiasts of Rugby.

Creative Examples:



Publisher: Tronc / LA Times

Event: Food Bowl

Objective: To amplify the buzz and excitement surrounding the Times' debut Food Bowl event – a one-of-its-kind month-long food extravaganza inviting the best chefs and foodies from around the world to congregate in Los Angeles in celebration of all things epicurean.

Results: Influencers effectively created buzz, for example, Glocally creator @laurenrhoden has received 10.8K views on her Food Bowl video

Execution Details and Creative Examples: The LA Times tasked their exclusive media partner, Glocally, to identify influencers to meet their goal.

