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03

A&E

I. FOOD



04

## I.A / POWER UP (Detailed)



### Description

Based in Brooklyn, New York, Power Up snacks target everyday consumers looking to bring a more gourmet side to their on-the-go snacks and consumers looking to add a kick to their homemade healthy recipes. Our goal was to define their target market and find mom, health & well-being, and fitness influencers, who will convey the brand's message. We launched a nationwide influencer campaign to expose the products to millions of highly targeted consumers and raise awareness about the brand's e-commerce launch.

A&E

### Goal

Our goal was to flood social media with influencer marketing (Instagram, Facebook, Twitter, Pinterest, and blog posts) for Power Up, expand their target demographic and drive website traffic. Our target was 50-100 micro and mid sized influencers per month, (with a following of between 5k-100k) to post about Power Up's affordable yet high quality ingredients and products.

### Results

We targeted over 8.5m followers in 7 months and activated 462 highly targeted micro influencers. 554 social posts created. Total estimated impressions on influencer posts 1.7m. Average influencer engagement: 6.5%. 212k estimated engagements on influencer posts.



961 likes

powerupsnacks Thanks to all those who entered our @shaunt giveaway and to these two 🧡 for being the cutest @powerupsnacks models we've ever had... more



151 likes

powerupsnacks Add smiles to your day without sacrificing #healthyeating - just like @dashing\_darlin! 🥰🐶  
View all 7 comments



138 likes

powerupsnacks "Mom, I get a nutritious snack AND chocolate?!" Good news - no more having to convince little ones to #eathealthy! Just ask @lacedmitrucks 🍫🍌🍪



140 likes

powerupsnacks I'm wondering how this guilt-free snack tastes so good. #HowPowerUp 📦: @yourstrulyinka

[View all 10 comments](#)



203 likes

powerupsnacks Runner, pianist and talented foodie, @hannahchia knows how to fuel her busy schedule. "In between mental sessions, class deadlines, and staying



166 likes

powerupsnacks On a snack search for your little ones? @lindsaytipa found her solution and yours too! What snacks do you like to give your kids?



212 likes

powerupsnacks Reach for it. Your goals are only a stretch away. #PowerTheNow.

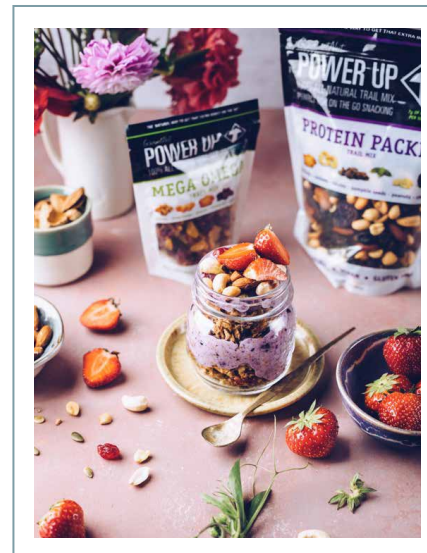
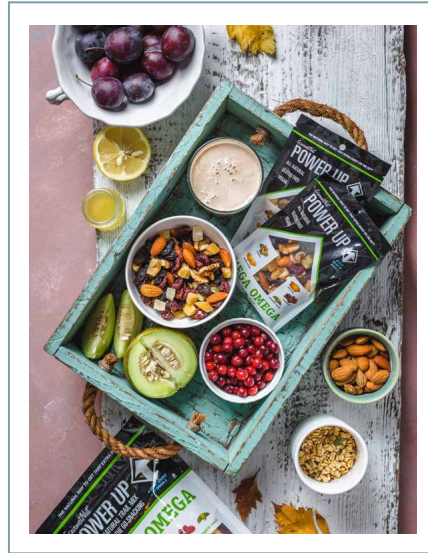
[View all 5 comments](#)

APRIL 28



115 likes

powerupsnacks Little ones have lots of energy, and their snacks should too! Thanks, @my\_wildflowers for sharing this sweet photo.



08

## I.A.3 / INFLUENCER EVENTS



A&E

### Goal

The goal of the influencer events was to raise brand awareness amongst different target groups using food, fitness and fashion VIP influencers. We carefully selected each venue, the catering, transportation and designed the gift bags. The first was at the Pierre Hotel and the second was at the Power Up facilities, to fit the personas of different target groups. We had the brand present to each group of influencers about its history, ingredients, and array of products. Our goal was also for the brand to form a meaningful relationship with the VIP influencers.

### Results

We had over 1.5m impressions per event with influencers using InstaStories and posts to raise brand awareness. Average influencer CPE \$0.09.



10

*I.B / NESTLE*  
ACQUA PANNA



**Description**

Nestle's Acqua Panna had refreshed its brand with eco-friendly and sustainable bottles, freshly minted packaging and expanded its distribution channels in the U.S. The brand wanted to support its re-branding efforts and sale channel distribution expansion by bringing more awareness to the U.S. consumers.

A&E

**Goal**

The goal was to give influencers an total experience of the Acqua Panna journey from the sun drenched rolling hills of Tuscany to Nestle's water source in Villa Panna surrounded by 3,000 acres of land. There was a carefully hand selected group of VIP influencers, from photographers to celebrities, who experienced the Acqua Panna journey and formed a deep relationship with the brand. The trip included a Michelin star chef to create a traditional Tuscan culinary experience strategically paired with Acqua Panna.

**Results**

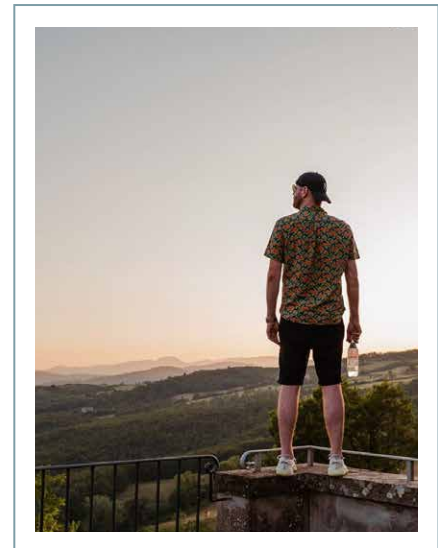
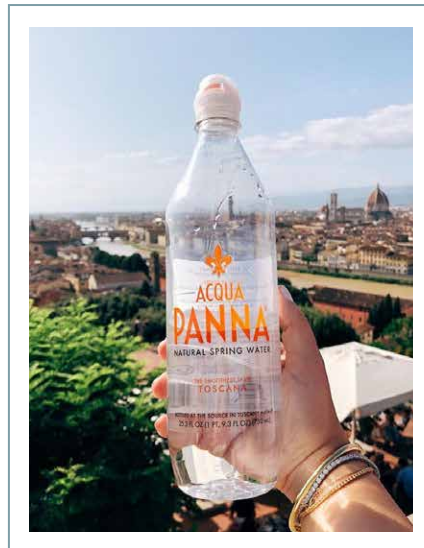
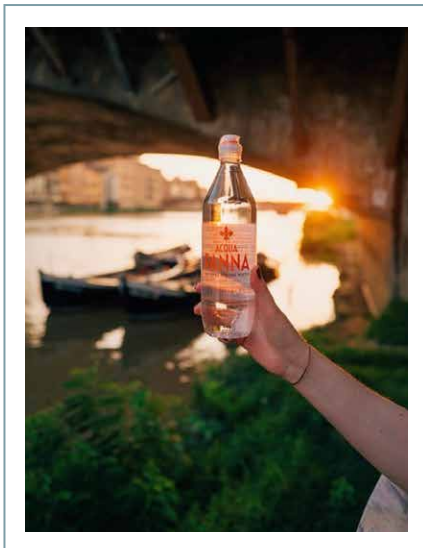
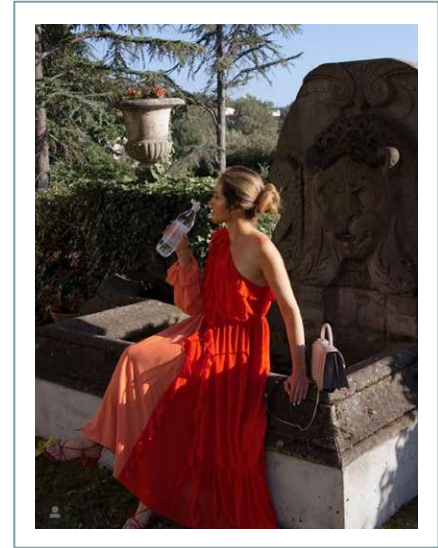
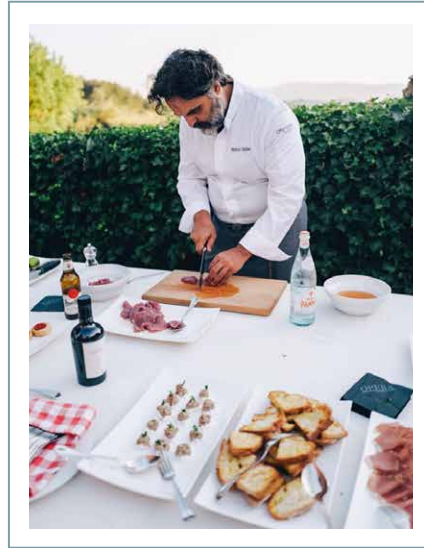
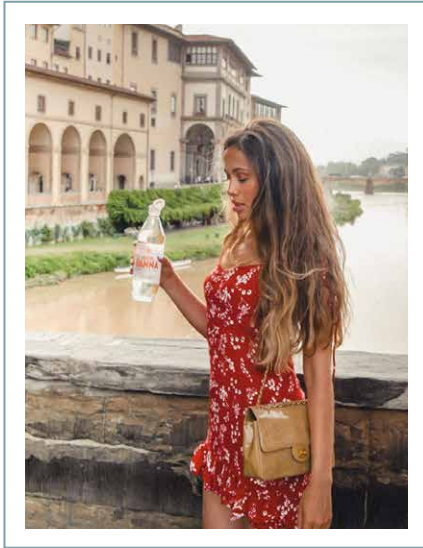
We targeted over 5.7m followers. 7 VIP influencers were selected. 77 pieces of influencer content, videos and photography, were created. Total estimated impressions on influencer posts 855k. Average influencer CPE: \$0.10.

11



I.B / INFLUENCER TRIP

A&E



12

## I.C / UBEREATS



### Description

After the successful debut in San Francisco, Chicago, and Los Angeles, Uber was launching its food delivery application, UberEats, in New York. UberEats had at the time signed-up a selective group of restaurants catered to foodies and young professionals. All of the listed restaurants were in the greater New York City area, including Brooklyn, Queens and Manhattan.

A&E

### Goal

The goal was to activate foodie and fashion, men and women, influencers in order to raise awareness of the product launch in New York. We partnered with Uber and UberEats to activate this campaign in order to facilitate the launch. Some of the influencers opted to go directly to the restaurants to get the full menu experience.

### Results

We targeted over 3m followers. 58 pieces of influencer content, videos and photography, were created. Total estimated impressions on influencer posts 655k. Average influencer CPE: \$0.10.





14

A&E

II. / BEAUTY



15

## II.A / ANTHROPOLOGIE X PURISTRY (DETAILED)



### Campaign Description

Anthropologie's very own Puristry, USDA certified organic skincare collection, launched in May, 2017. Our job was to create the brand's identity on social media through a brand persona, and content creation, both in-house photo production and directing influencer content. A&E launched a nationwide influencer campaign to expose the organic skincare line to millions of highly targeted consumers.

A&E

### Goal


The goal of the influencer campaign was to expose the target market to the brand launch. Our target was 50-100 micro influencers per month, with a following of between 10k-100k, to post about Anthropologie's new organic skincare line.

### Results

We targeted over 3.5 million followers in 3 months with a conservative budget. 500k estimated impressions. 210 highly targeted micro influencers committed, by signing agreements, to post about the campaign. 305 pieces of content were produced with a copyright of posted content for up to 12 months. 3.1k advocate signups. 18.8k engagements were driven.



II.A / INFLUENCER CAMPAIGN



5,090 likes

**katetik** I am constantly on the hunt for effective skincare and what could be better than an all organic line that is




1,101 likes

**momsjourneytoforever (#ad)** Make sure to pamper your skin and take notes on the newest facial skin care products



931 likes

**addi\_reese** I'm using this @purity\_puristry Restorative Facial Oil on repeat!! Summer heat can for sure take it's toll on your skin, but this oil is so soothing and only \$51! Beware...



1,390 likes

**katetik** The power of nature that's kind to you skin 🌿🌍 Don't forget there is still a chance to win the entire




1,225 likes

**simplygaig** I'm totally enjoying using this new @anthropologie collection of @purity\_puristry skincare products. The Seaberry moisturizer is my fave, and call me biased because my husband from Argentina but I'm loving the Yerba Mate eye cream. This is my first time using an eye cream and I'm already hooked! #skincare #ad

View all 49 comments

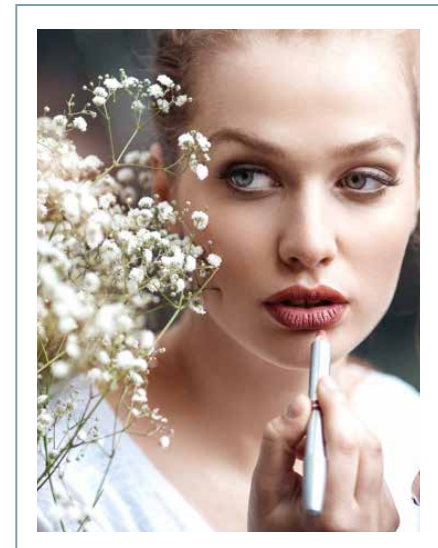
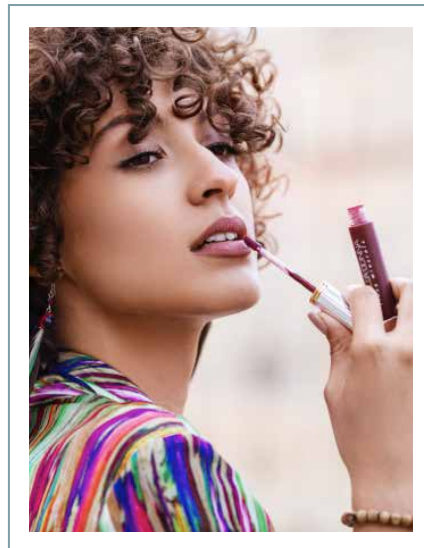
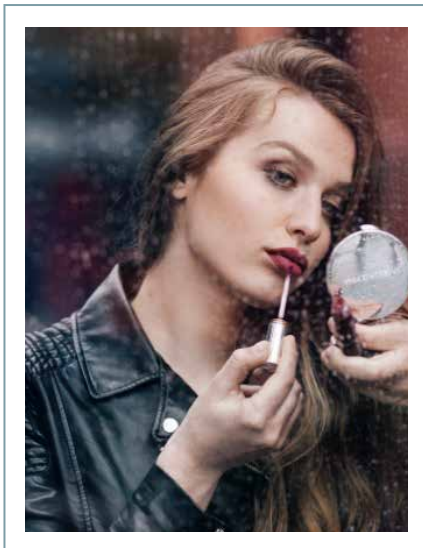
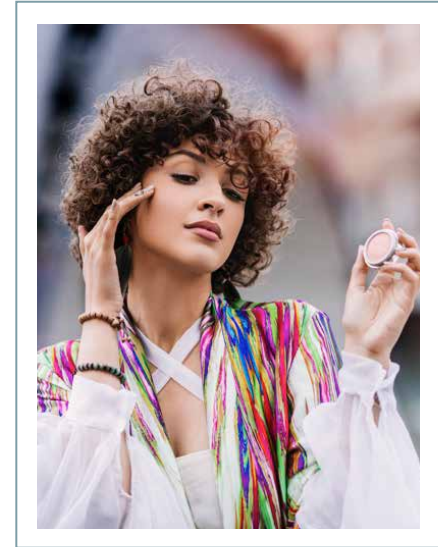
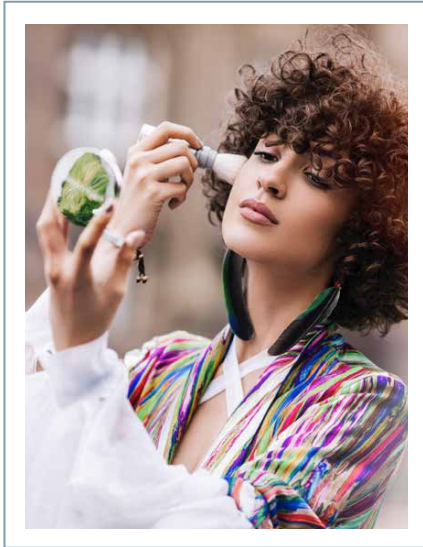
**theheartsdite** @anthropologie has such a cool beauty department!

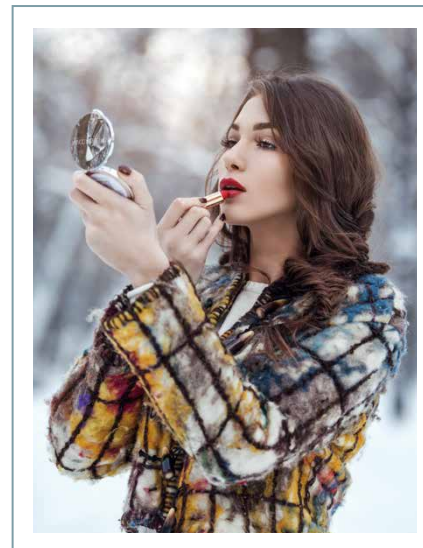
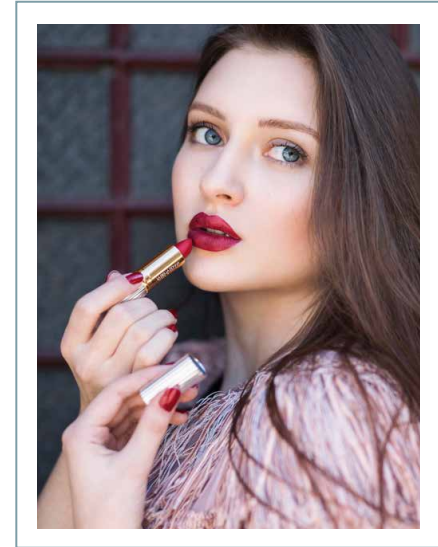
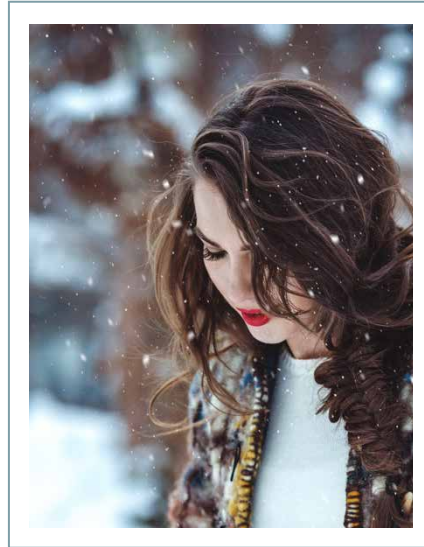
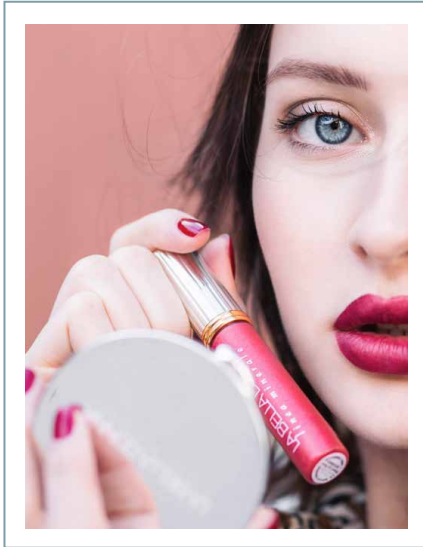
**poshndspicy** These look so minimal I love it



567 likes

**thoughtfulmisfit** Can organic skincare really make a difference? I think it can. My review plus a giveaway...





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## II.C / ANTHONY SKINCARE (DETAILED)



### Campaign Description

Anthony, a luxury skincare line sold in exclusive retailers like Nordstrom, Sephora, Bloomingdale's and Lord & Taylor, did re-branding after it was acquired by Midwood Distributors. A&E's job was to find menswear and lifestyle influencers whose target demographic matches with Anthony's.

A&E

### Goal

The goal of the influencer campaign was to expose influencers and the target market to the revived brand. Our target was 10-15 micro influencers per month (with a following of between 5k-100k) to post about Anthony's luxury skincare line. We had to find influencers in line with brand's target personas.

### Results


We targeted over 2.4 million followers over 6 months with a conservative budget. 72 micro influencers committed, by signing agreements, to post about the campaign. 150 pieces of content were produced with a copyright of up to 24 months. 2k advocate signups. 10.5k engagements driven.




812 likes  
thedeanwest I don't always wash my face, but when I do...!




15,225 likes  
lifestylemarco Keeping my complexion under control with




1,061 likes  
reza\_jax Killing the dark vibes with a new homie



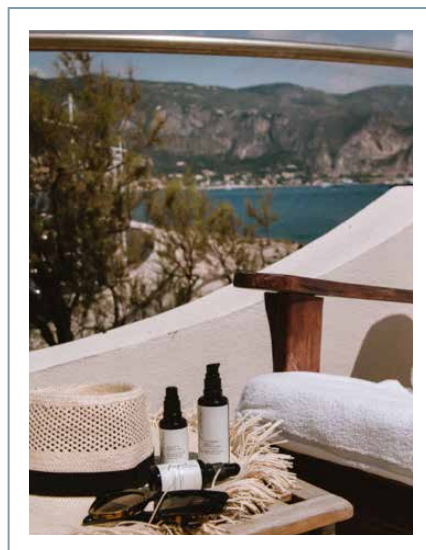
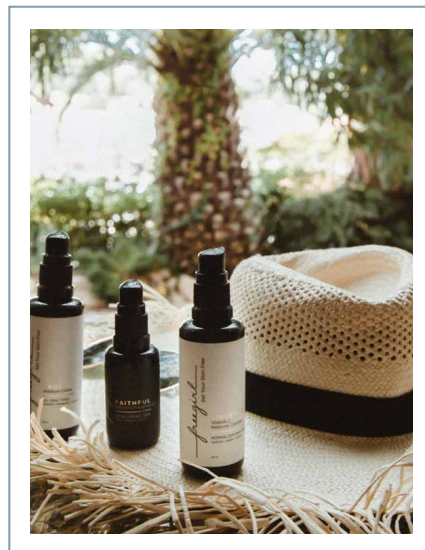
724 likes  
rustandtrust A lot of people ask what some of my go-to grooming products are and I always go to @anthony skincare. // Just picked up some of my favorites! Glycolic Facial Cleanser, Wake Up Call & the



206 likes  
bchanism When I was younger I never thought twice about using any skincare products cause ya know, #asiansdontraisin. But now as I'm aetina older. I'm



4,618 likes



22

*II.E / OLAY*



## Campaign Description

Olay brilliantly organized a Broadway musical whose conversation piece and spotlight was its newest skincare lines for a variety of skin types from oily to dry. The goal of the campaign was to raise awareness and make Olay more cool and relevant amongst the urban millenials.

A&E

## Goal

Our goal was to have influencers to amplify the efforts to sell the tickets and seamlessly market the skincare lines while getting ready for the show, during the show and after the show. The show was a complete success with all of the tickets sold out and the audience was so thrilled they organically used Olay's hasthags #OlayLive #RoadtoGlow even after the show.

## Results

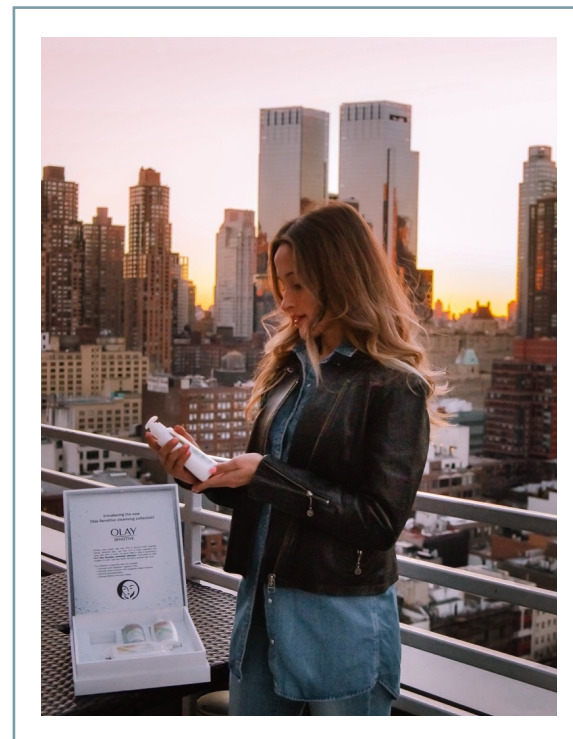
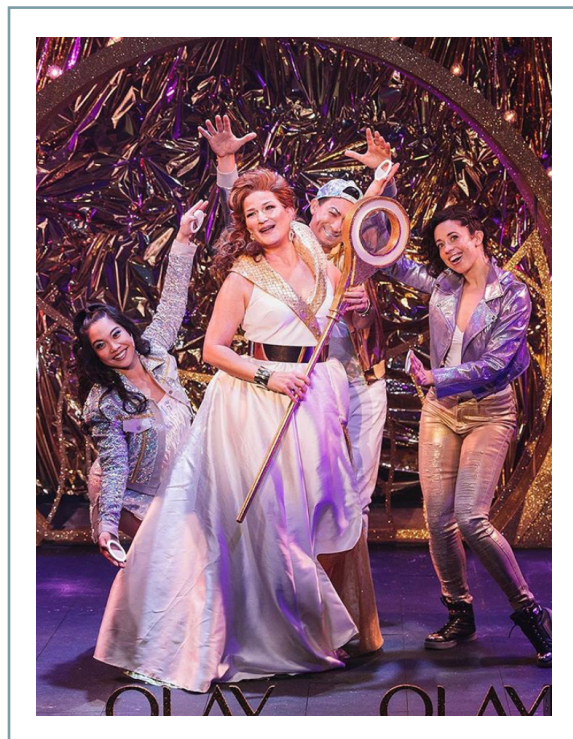
The campaign was published across micro, mid-level and macro influencers' blog posts and social media channels. 200+ organic posts. 10 influencer posts. 1.5 million estimated impressions on influencer posts. 160k estimated engagements.

23



II.E / OLAY

A&E





24

A&E

III. / FASHION



25

### III.A / CHARMING CHARLIE (DETAILED)



#### Campaign Description

Charming Charlie is a retail brand, which has over 350 stores nationwide. Our job was to fortify the brand's social footprint and penetrate into the millennial market by engaging influencers nationwide to expose the brand to millions of highly targeted consumers.

A&E

#### Goal

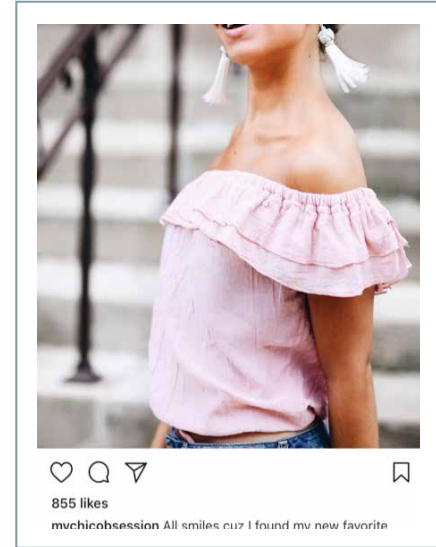
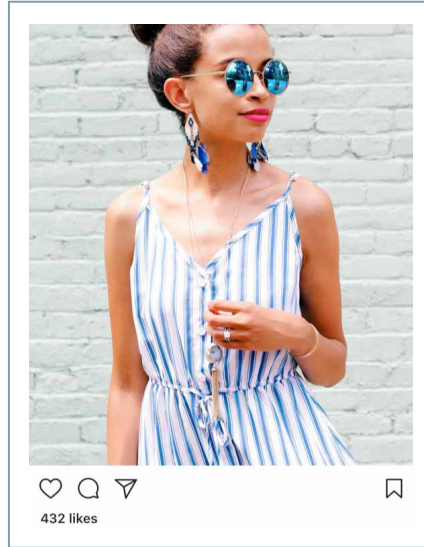
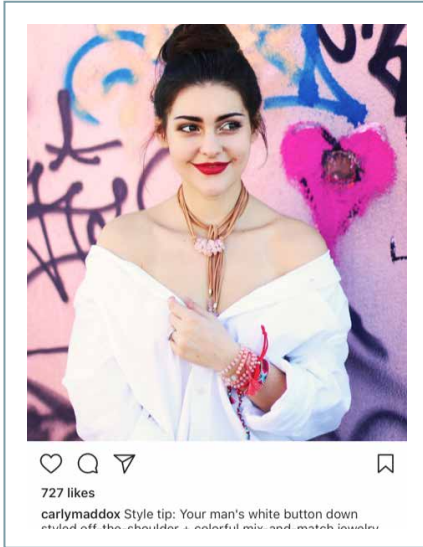
The goal of the influencer campaign was to make Charming Charlie relevant in the digital space by engaging influencers to reach the millennial target demographic and drive traffic to their ecommerce website. Our target was 50-150 micro influencers, with a following of between 10k-100k, to post about Charming Charlie's products.

#### Results

We targeted over 4 million followers in 3 months; there were 300 highly targeted micro influencers committed, by signing agreements, to post about the brand and its stores. The influencers submitted over 400 pieces of content. 20k engagements driven. 1,050% increase in website traffic from Instagram compared to the previous year.



III.A / INFLUENCER CAMPAIGNS



27

### III.B / VF CORP TIMBERLAND X MARCOLIN EYEWEAR



#### Campaign Description

Timberland partnered with Macrolin to create innovative eyewear made of 35% bio-based plastic in order to limit the brand's negative impact on Earth and show responsible material usage and production practices. The goal was to impact the public perception of the fashion giant's impact on the environment and showcase its eco-friendly initiatives.

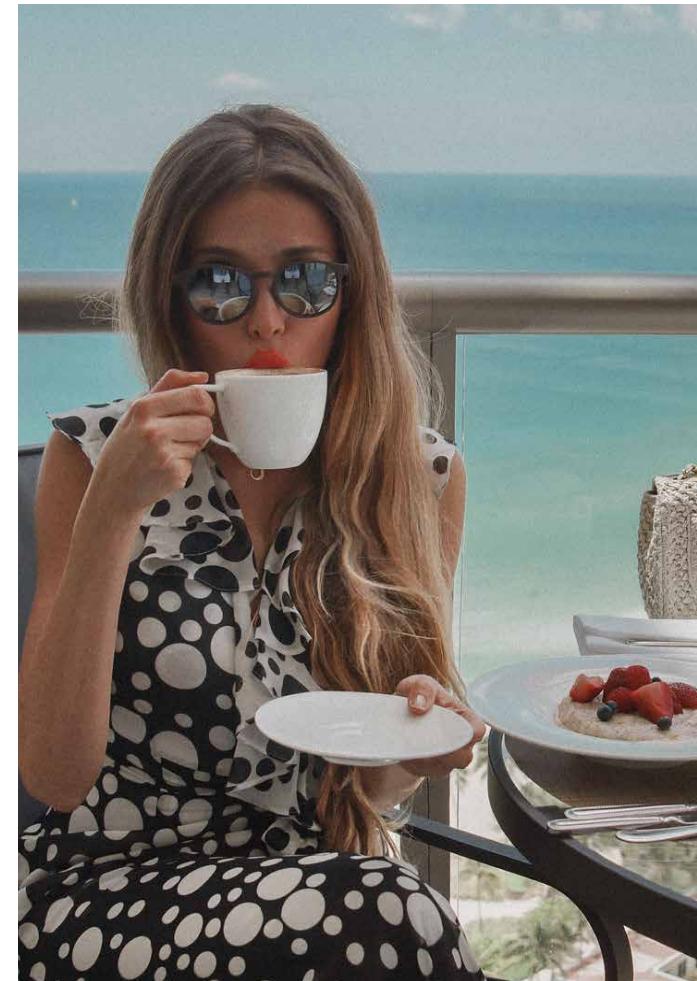
A&E

#### Results

Timberland engaged macro and micro influencers worldwide to communicate to the millennial target demographic the launch of "Earthkeepers" along with its dedication to limiting the brand's negative impact on earth. Over 500 #TimberlandEyewear posts. 9 macro influencer posts. 3.4m estimated impressions. 200k estimated engagements.

#### Category

Advertising, Reputation Management, Influencer Campaigns, Macro Influencers.



28

### III.C / NICOLE MILLER



#### Campaign Description

Nicole Miller was looking to engage micro and macro influencers to capture the essence of what it means to be a Nicole Miller girl in the digital age – fashionable, traveler and cosmopolitan.

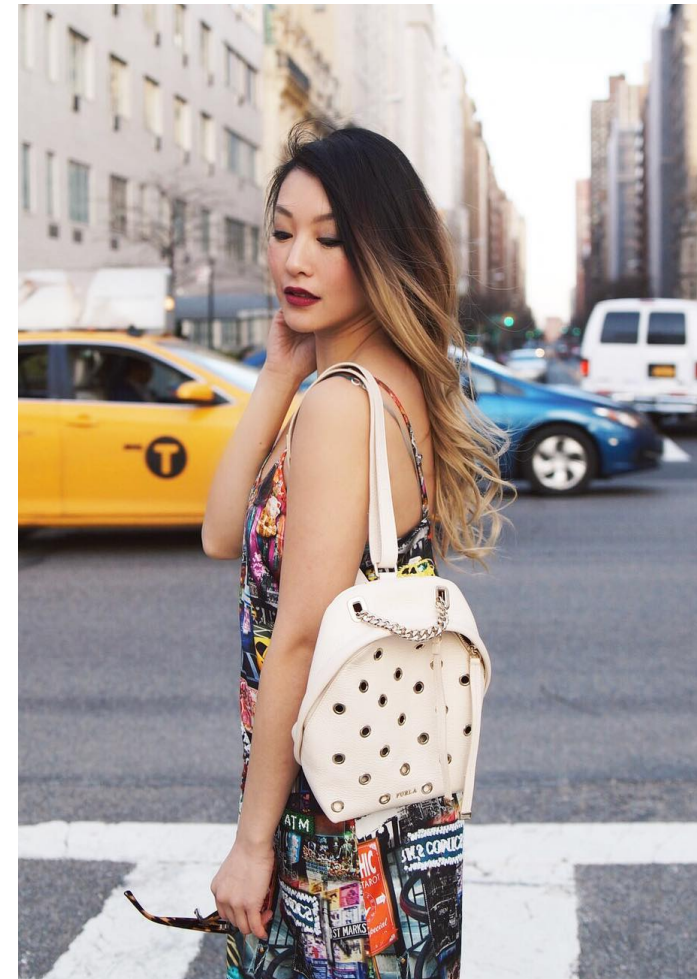
#### Results

The goal was to establish a digital footprint amongst the millennial target group of females in their mid-20s to mid-40s living in urban areas, interested in edgy fashion, and world travel. The PR campaign was published across macro influencers' social media channels. 20 influencer posts. 1.2 million estimated impressions. 91k estimated engagements.

#### Category

PR, Influencer Campaigns, Micro and Macro Influencers.

A&E



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## III.D / SWAROVSKI



### Campaign Description

Swarovski wanted to celebrate Valentine's Day with its new Lifelong Bow Collection and activate influencers worldwide, including VIP influencers in the United States.

### Results

The goal was to drive consumer attention to its new Valentine's Day collection. The mega and mid-sized influencer campaign was published across influencers' social media channels, mainly on Instagram. We used fashion and lifestyle influencers. 25 influencer posts. 3.2 million estimated impressions. 124k estimated engagements.

### Category

Advertising, Macro Influencers and Product Launch.

A&E



30

## III.E / CLUSE



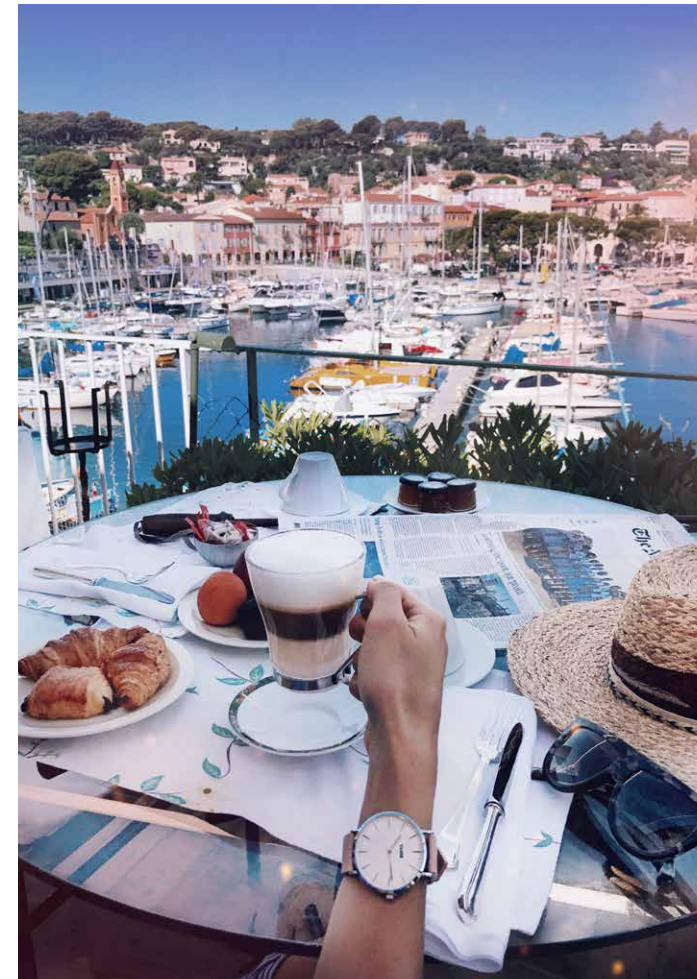
### Campaign Description

Cluse is a high fashion watch brand at a relatively early stage and was looking to increase brand awareness and drive traffic to its ecommerce platform. The concept was to create a series of posts featuring Cluse watches across the globe that showcase trendsetters and tastemakers wearing the products in iconic summer destinations. The theme was #TimelessSummer.

### Results

Over 270 posts using #TimelessSummer. 7 macro influencer posts. 1.9m impressions for macro influencers. 170k estimated engagements for macro influencers. 2,070% increase in website traffic from Instagram compared to the previous year.

A&E

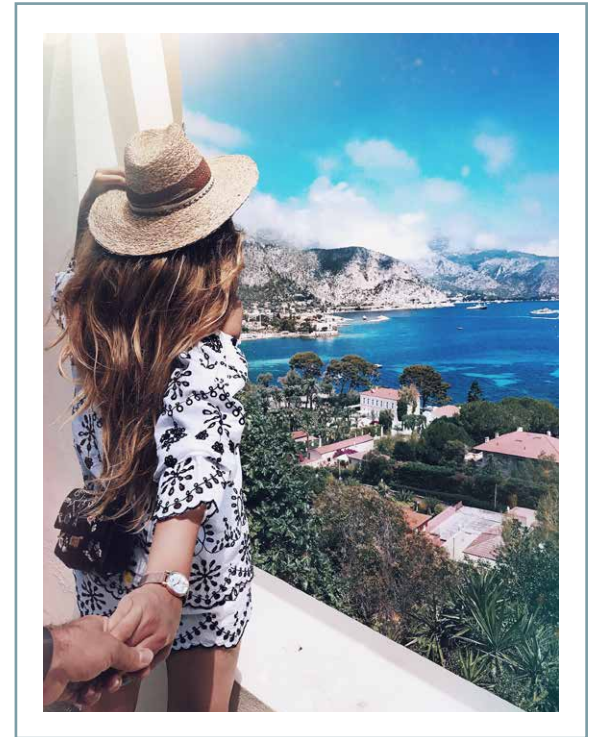
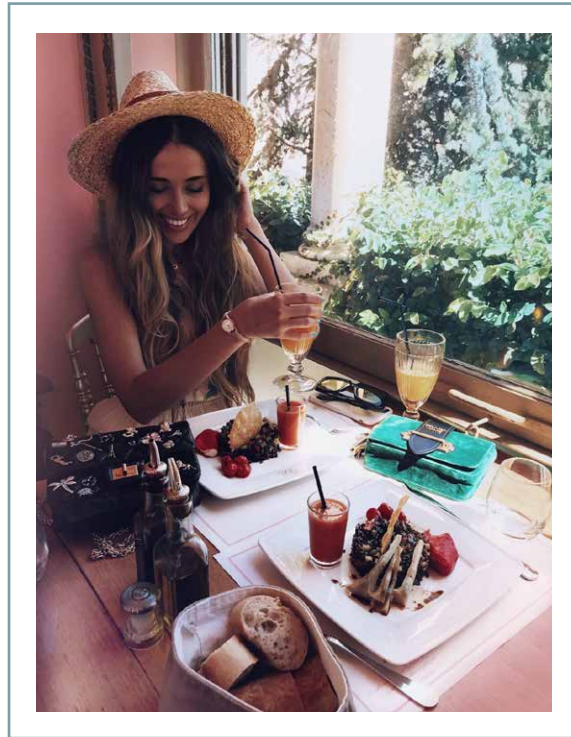
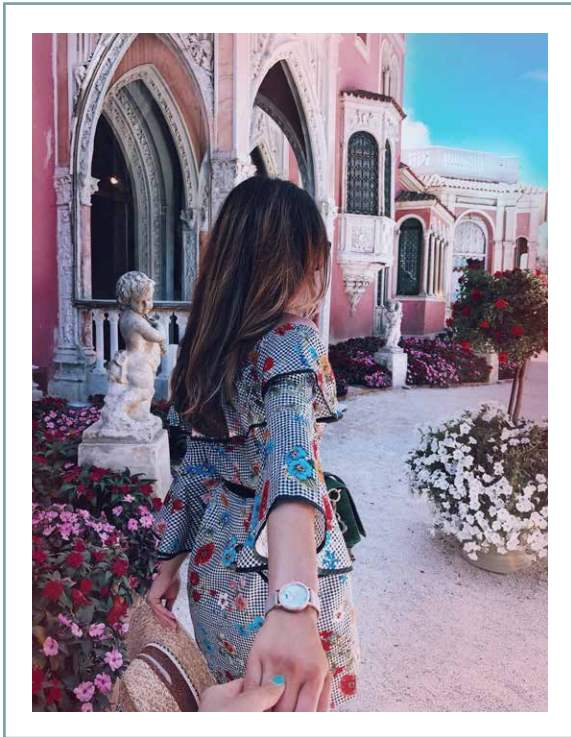


31



III.E / CLUSE

A&E





32

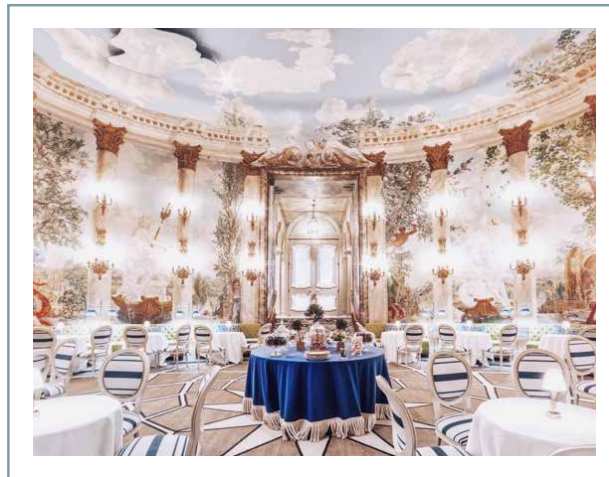
A&E

IV. / TRAVEL





IV.A / TAJ HOTELS IN PARTNERSHIP WITH POWER-UP



34

## IV.B / BVLGARI HOTELS

LOCATION:  
BALI, DUBAI & MILANO



A&E

### Goal

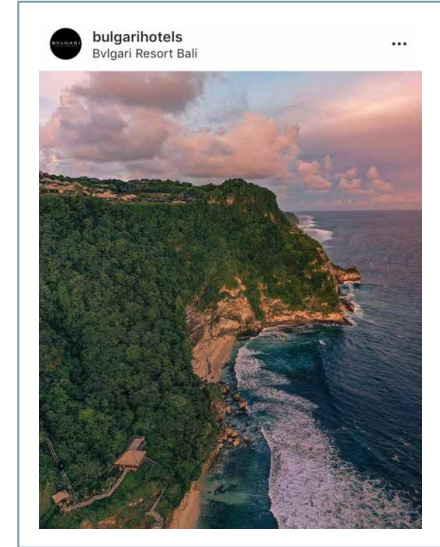
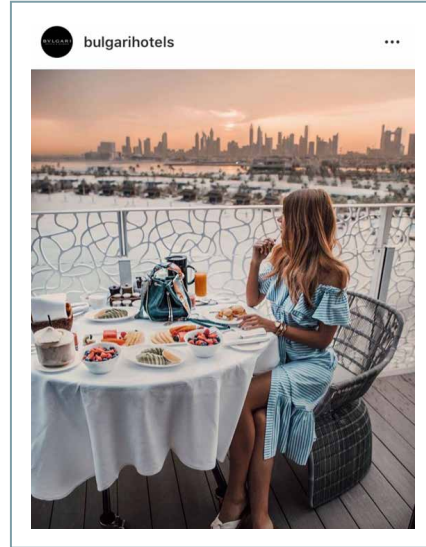
Bulgari Hotels wanted to showcase its properties around the world from Milan to Dubai to Bali. We had gathered in our group around 5 VIP influencers from fashion to landscape photography for each of the hotel locations. The trip was organized to create a 360 experience for the influencers from hotel SPAs and restaurants to organized day trips. We targeted various target demographics across the globe from the U.S. to Brazil to Europe and Russia by picking influencers from each region.

### Results

Our estimated impressions was 2m per location x 3 locations with influencers using InstaStories and posts to raise location awareness and experience with their audience.



IV.B / INFLUENCER TRIP



36

A&E

V. / MISCELLANEOUS

HEALTHCARE,  
TECHNOLOGY & FINANCIAL  
SERVICES



I've Got Clothes,  
In Different Area Codes  
#FindNYFW

lyst | UBER

37

V.A / UBER



## Campaign Description

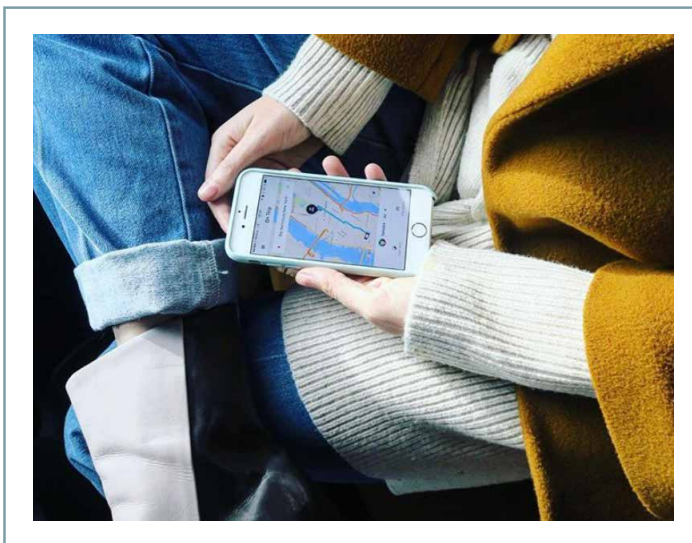
For New York Fashion Week (NYFW), Uber partnered with various brands to raise awareness amongst the fashion crowd about the ride hailing app. To help attract VIP influencers, we worked with Lyst, an online fashion platform, and Bobbi Brown, one of the most prestigious makeup brands in the world. The influencers were showed with gifts and even makeup artists greeted them in the car in case they needed help with makeup before the fashion shows.

## Results

We engaged VIP fashion influencers to bring awareness amongst the fashion community and showcase the ride hailing application and its Uber Black services. The campaign was published across influencers' platforms with a focus on Gen Y and Instagram. 15 influencer posts. 1.2 million estimated impressions. 129k estimated engagements.

A&E





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## V.B / SMILE DIRECT CLUB



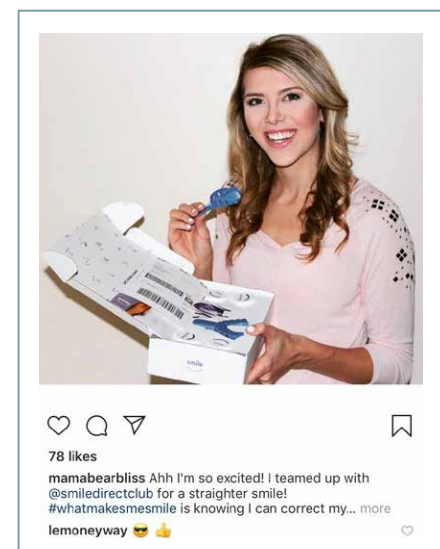
### Campaign Description

Smile Direct Club's (SDC) goal was to bring awareness and foot traffic into its newly opened stores in Manhattan. The brand's objective was to introduce Gen Y to SDC and its affordability and technology in comparison to the traditional metal brace route. The immediate goal was for the influencers' followers to sign up for a \$95 consultation and show the target demographic how easy and affordable the process is.

A&E

### Results

We engaged micro and macro influencers to showcase the product from videos to photography and tell their followers about SDC locations. The campaign was published across influencers' platforms. 23 influencer posts. 2 million estimated impressions. 201k estimated engagements.

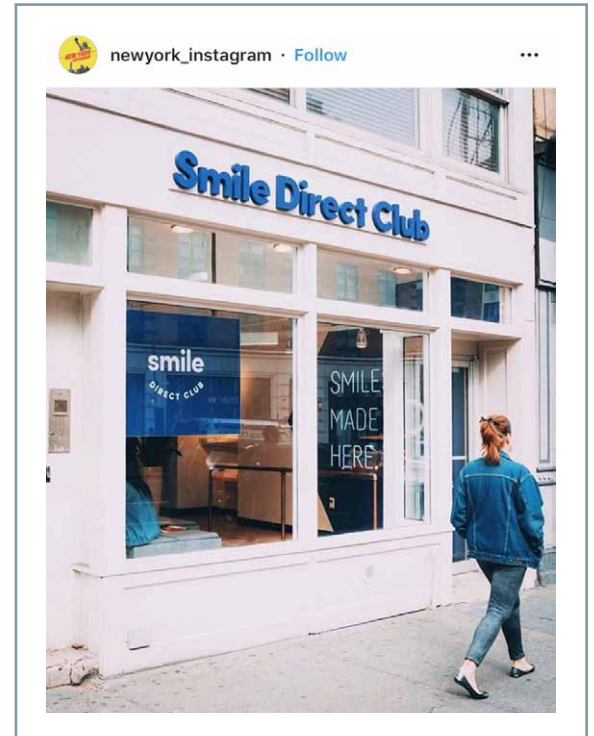
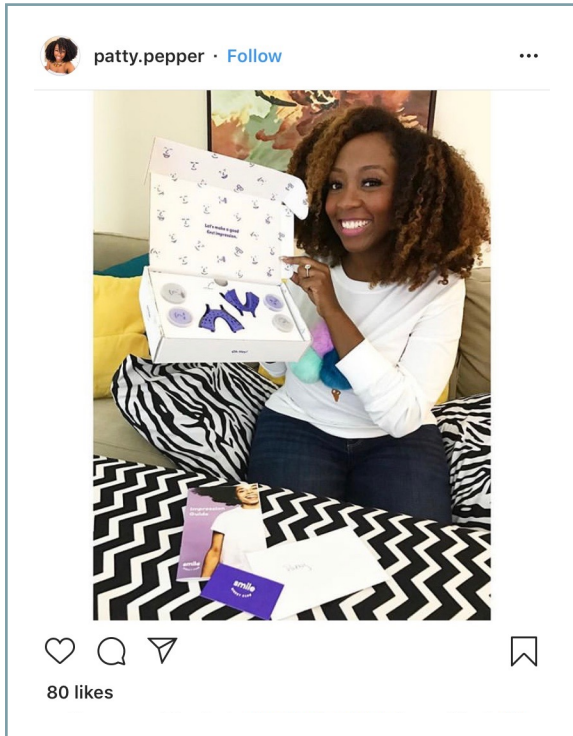


40



V.B / SMILE DIRECT CLUB

A&E



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## V.C / WELLS FARGO



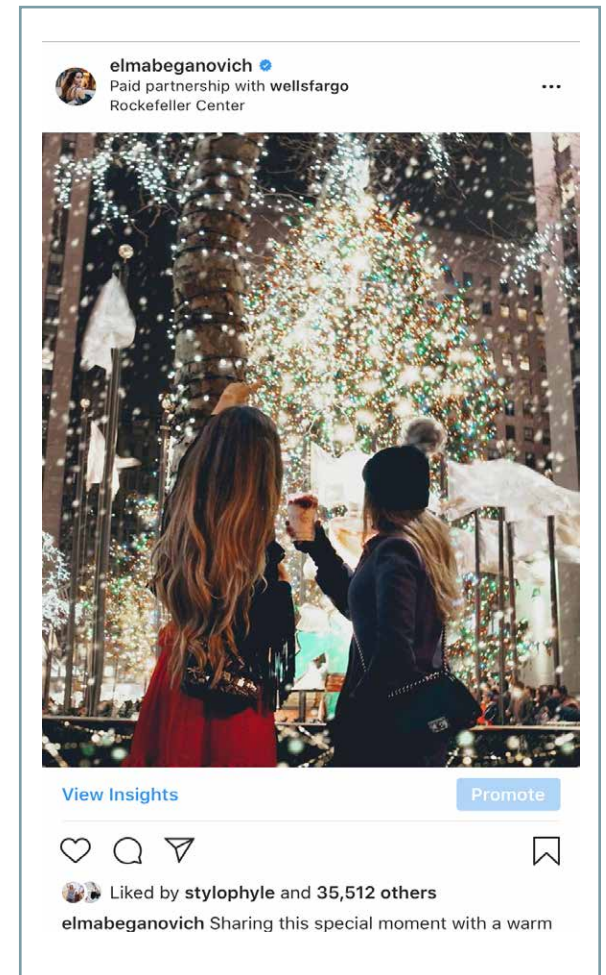
### Campaign Description

Each year during the holidays Wells Fargo encourages its local communities to contribute canned goods for families in need. Through this initiative, the goal of the local branches is to increase their foot traffic. We engaged influencers across the country to tell their followers on social media about this charitable initiative driven by the local Wells Fargo branches. Each of the influencers shared their family holiday tradition that focused around food and encouraged their followers to contribute to families in need through their Wells Fargo local branches.

### Results

5k advocate signs-ups. 32% increase in sign up conversion rate. 66% click through rate. 45% directly attributable in store visits.

A&E



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## V.D / ESSILOR (DETAILED)



### Campaign Description

After merging with Luxottica, Essilor is the largest market shareholder of eyewear in the world. Essilor is quoted on the Euronext Paris Stock Exchange and has over 64,000 employees. Our job was fortify the brand's social footprint and penetrate into the millennial market by engaging influencers nationwide to expose the brand's product launch of Transitions' Style Colors and Mirror Colors lenses to millions of highly targeted consumers.

A&E

### Goal

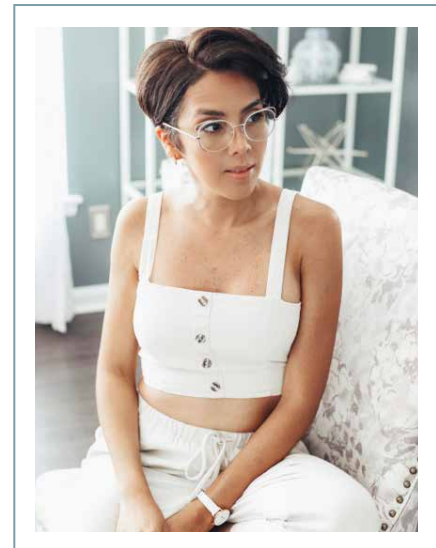
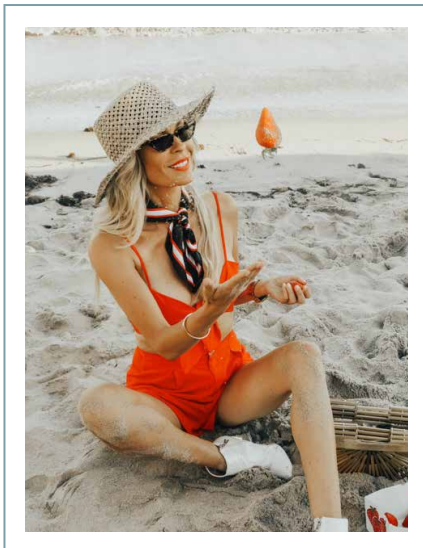
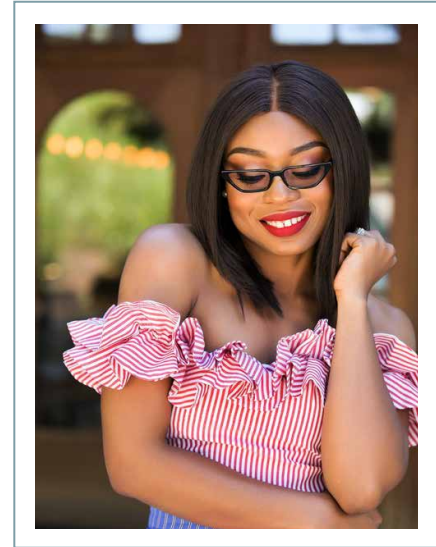
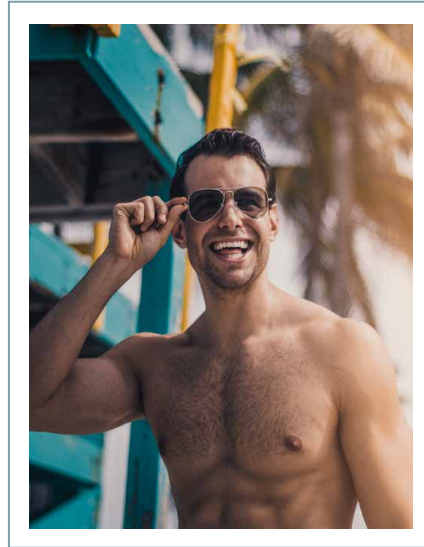
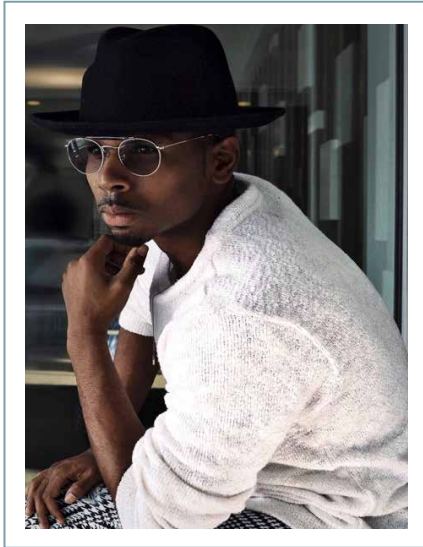
Use our database of over 10m influencers and network to find influencers who wear glasses, live in the U.S., and have a following between 50k-300k. The goal of the influencer campaign is to make Transitions relevant in the digital space by engaging influencers to reach the millennial target demographic. Our target was to activate micro and mid-sized influencers, with a following of between 50k-300k, to post about Transition's new lenses. We also supported the New York launch event by bringing our network of influencers to cover the event in real time through posts and InstaStories. This campaign was targeted towards both Millennial consumers and the Transitions distributors, prescription eyewear retailers, i.e., b2b marketing efforts.

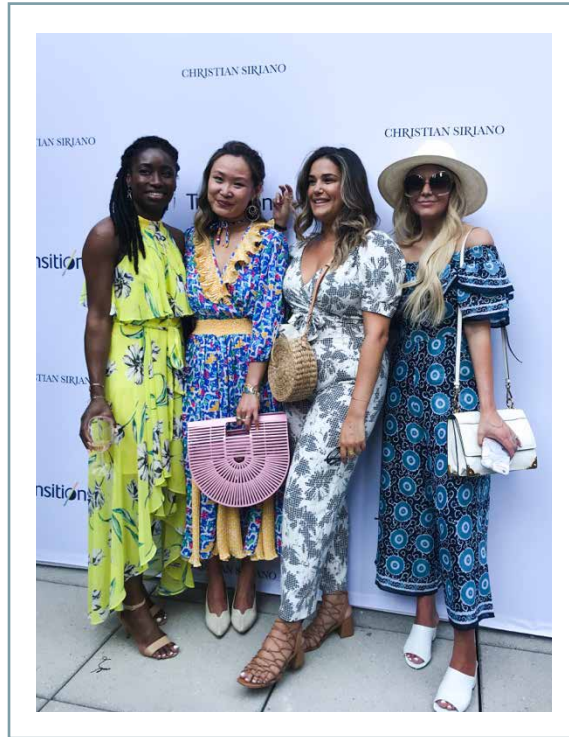
### Results

We targeted over 3m followers. Over 675k impressions on influencer posts. Total pieces of content, photos and videos, 80. Total social posts 45. Total use of #lightundercontrol hashtags 995. #Stylecolors hashtags over 2,100. Total engagements on influencer posts 76k.



V.D / INFLUENCER CAMPAIGNS





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## V.E / JOHNSON & JOHNSON



### Campaign Description

Johnson & Johnson's goal was to build brand awareness around its new blister cushions by Compeed. The brand's objective was to introduce the public to Compeed, which prevents and treats blisters, by engaging macro-influencers and celebrities to showcase how they use Compeed in their everyday lives and communicating to the public that the product was available in Walgreens. The campaign focused around the "Stiletto Squad," an array of VIP fashion influencers and tastemakers with a mega following and over 10% engagement on Instagram, showcasing the product in an everyday and relatable yet still an inspirational and a memorable setting.

A&E

### Results

We organized photo-shoots around Manhattan to present a day in a life of a strong, empowering and a busy woman. The campaign was published across macro influencers' blog posts and social media channels. 25 influencer posts. 2.3 million estimated impressions. 186.8k estimated engagements.

### Category:

Advertising, Influencer Campaigns and Macro Influencers.



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V.F / HUAWEI



## Campaign Description

Huawei partnered up with RainforestCX to bring awareness to the deforestation happening around the world and to encourage people to build non-traditional Christmas trees instead of purchasing/cutting down real ones. They wanted to encourage the audience to donate US\$1 to the @RainforestCx program and make the world greener. By doing so, Huawei would allow the audience to also qualify for a prize, including Huawei P30 Pro Phone and Huawei FreeBuds.

A&E

## Goal

We contracted out influencers who are environmentally conscious to share the message about Huawei partnership with RainforestCX. Each influencer was supposed to build a non-traditional Christmas tree using ingredients available to them at their home. They would also hold a \$1 bill to signify their donation and to encourage their audience to do the same. We also organized a giveaway that would encourage the audience to follow Huawei's Instagram and share the RainforestCX initiative.

## Results

We targeted over 2.5M followers. There were over 750K impressions in total, and over 40 pieces of content (including photos and videos). Total use of #christmastree4earth was 100+ posts. Total engagement on influencers posts was 100K+.



V.F / INFLUENCER CAMPAIGNS

11,437 likes

ruskiboii Let's make a greener world 🌱  
For every festive photo of a Xmas tree, that a fan shares with #ChristmasTree4Earth, @huawei will donate... more

Liked by fatimamac, stylophyle and 36,551 others

elmabeganovich I am so excited to share with you that we have partnered with @RainforestCo and @Huawei for an

6,594 likes

huawei We wish you a merry Christmas! For every tree you share with #christmastree4earth, we will donate US\$1 to Rainforest! Let's together make 🌳 a gift for earth. ❤️ Thanks to @brookeiseppi lovely family.

View all 45 comments

bvioletes Can you reply whatsapp messages with the

11,534 likes

brookeiseppi Happy New Year 🎉 Thank you to @huawei

View Insights

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