

insta **BRAND** is now..
Openinfluence



by **Lauren Parks**
for **Vitamin Water**

Why Influencers?

11x

Influencer marketing delivers
11x higher ROI than other
Internet marketing.



by Georgia Polo
for Wind Telecommunications



92%

92% of people trust
recommendations from other
people (even if they don't
know them) over brands.

Influencer marketing is the next big thing
and everyone is talking about it

*"84% of advertisers will engage in
influencer marketing in 2017"*

- Forbes -

*"Nearly 50% of US marketers said
they will increase their influencer
marketing budgets in 2017"*

- eMarketer -

*"Social Media Advertising is growing
at 20 percent a year and by 2019
will be worth \$50.2 billion."*

- CNBC -

*"71% percent of consumers are
more likely to make a purchase
based on a social media
reference."*

- eMarketer -

Who we are

We are a team of 60+ passionate technologists, content creators, creatives, social-engineers, and talent developers working to change the way the world communicates.



Locations

- Los Angeles
- San Francisco
- Chicago
- New York
- Milan
- London
- Hong Kong (Launching Summer 2017)
- Dubai (Launching Summer 2017)



1 Vision
4 Continents
8 Offices
15 Languages
60+ People
1,500+ Premium Clients
200,000+ Influencers
150M Daily Interactions
Infinite Possibilities



Los Angeles



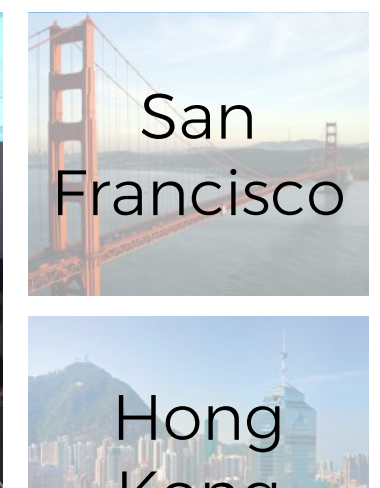
New York



Milan



London



San Francisco



Chicago



Hong Kong



Dubai

Trusted partners in every industry

We take brand equity seriously.



Social Media
Campaign of the
Year 2016 & 2017



Inc. 30 Under 30
2016



Forbes 30 Under 30
2017

Agencies:

by Ashley Austin
for SKYY

Logos displayed include: Ray-Ban, Levi's, Sprite, H&M, FIAT, McDonald's, Johnson & Johnson, Pepsi, Uber, L'Oréal, Huawei, Walt Disney Pictures, Toyota, Barilla, Reebok, Ford, Beck's, Marvel, Calvin Klein, Salvatore Ferragamo, Unilever, Bose, Degree, Amazon, Puma, GoPro, Coca-Cola Light, Kia, Universal, Pfizer, Accessorize, AOL, Lexus, DreamWorks, 20th Century Fox, Diesel, GEOX, Neutrogena, Honda, Nintendo, San Pellegrino, Martini, FritoLay, Oreo, P&G, Publicis Groupe, GroupM, Ogilvy, Dentsu Aegis Network, 360, Cohn & Wolfe, Havas, OMD, and Weber Shandwick.

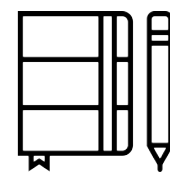
Our Unique Approach to Influencer Marketing

When you work with us you get everything you need, nothing you don't.
All the Insights, technology, products, and services to optimize your influencer initiatives.

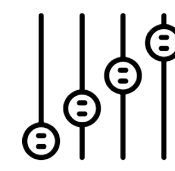
Made for



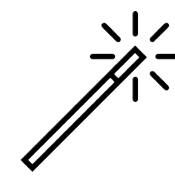
CREATIVE STRATEGY



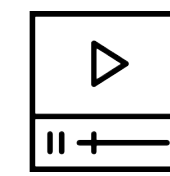
Content Guidelines



Platform Strategy



Production

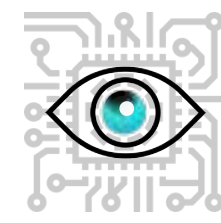


Editing

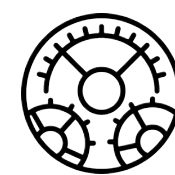
TECHNOLOGY



Account Management



Iris
Amazon AI

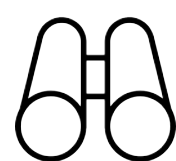


Campaign
Management



Audience Analytics

SERVICE



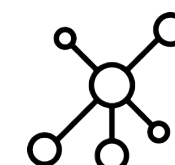
Influencer Search



Compliance



Quality Assurance

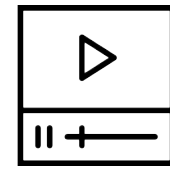
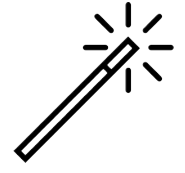
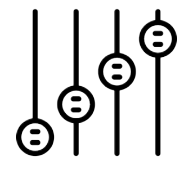
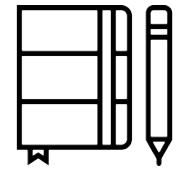


Talent Relations



by **Alex Centomo**
for **Levi's**

Creative Strategy



Content genius

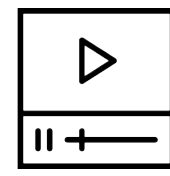
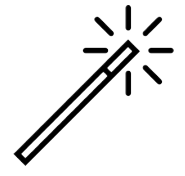
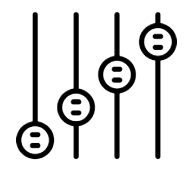
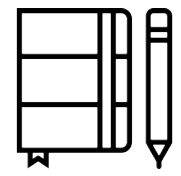
Our in-house Creative Strategy team partners with clients to develop award-winning creative strategies.

Creative Suite

- Social Strategy
- Content Storyboarding
- Social Engineering
- Content Creation
- Event Production
- Video Editing
- Photo Editing
- And yes.. Drone Shots



Creative Strategy



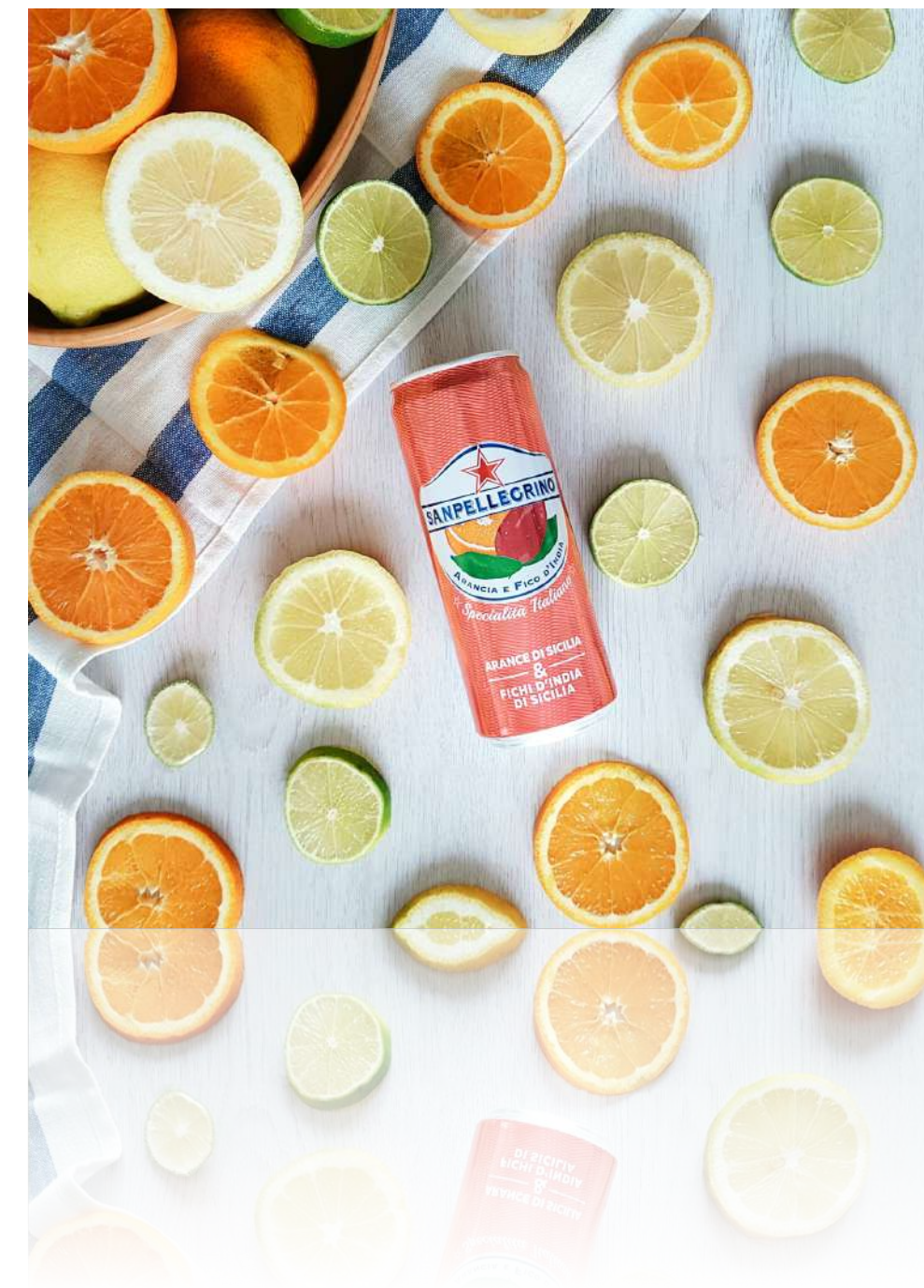
Content genius



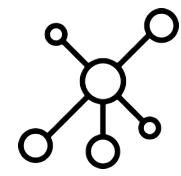
S. PELLEGRINO®

San Pellegrino gave us one word...
here's what they got back

The creative brief was one word: "Color".



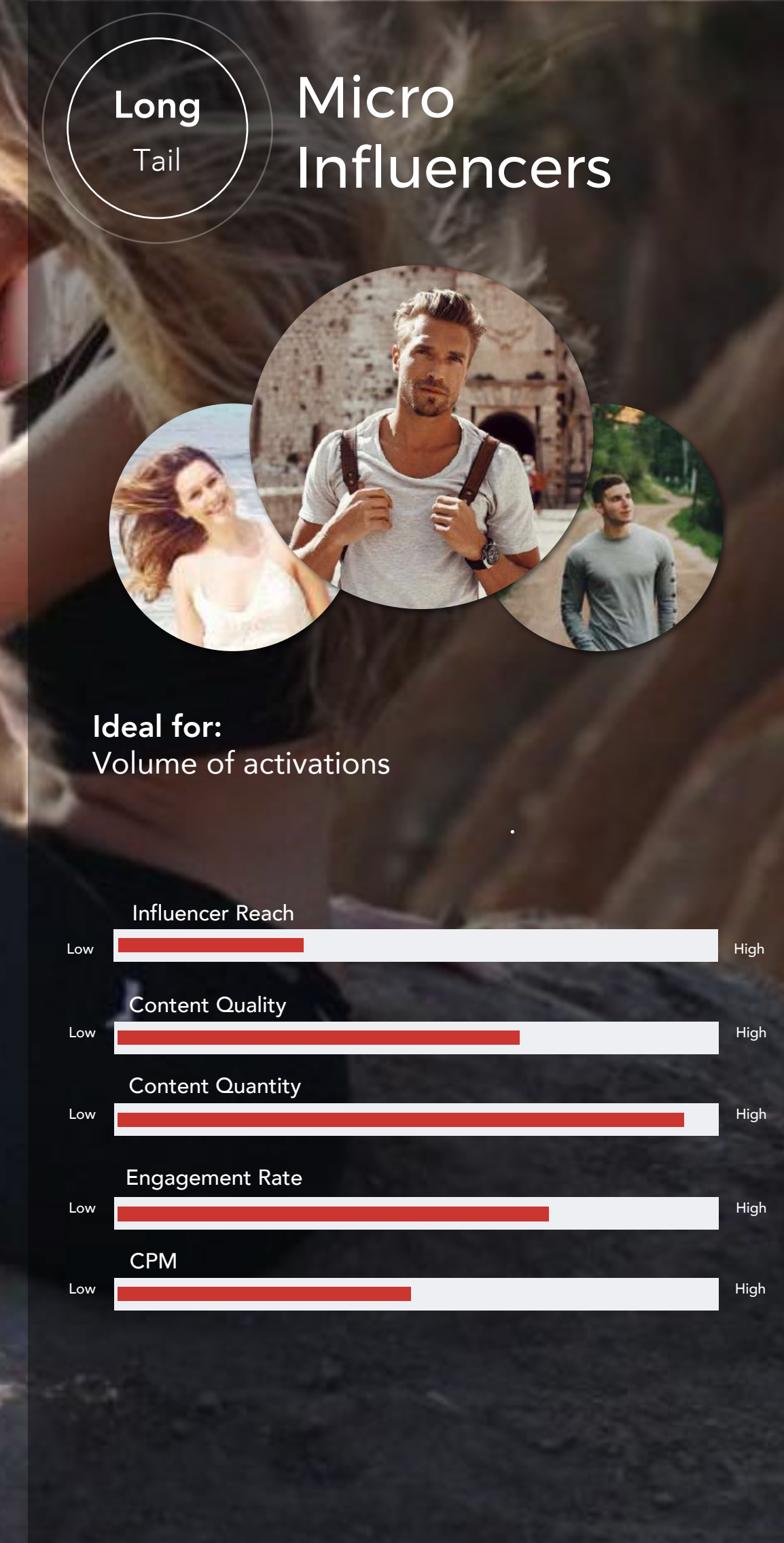
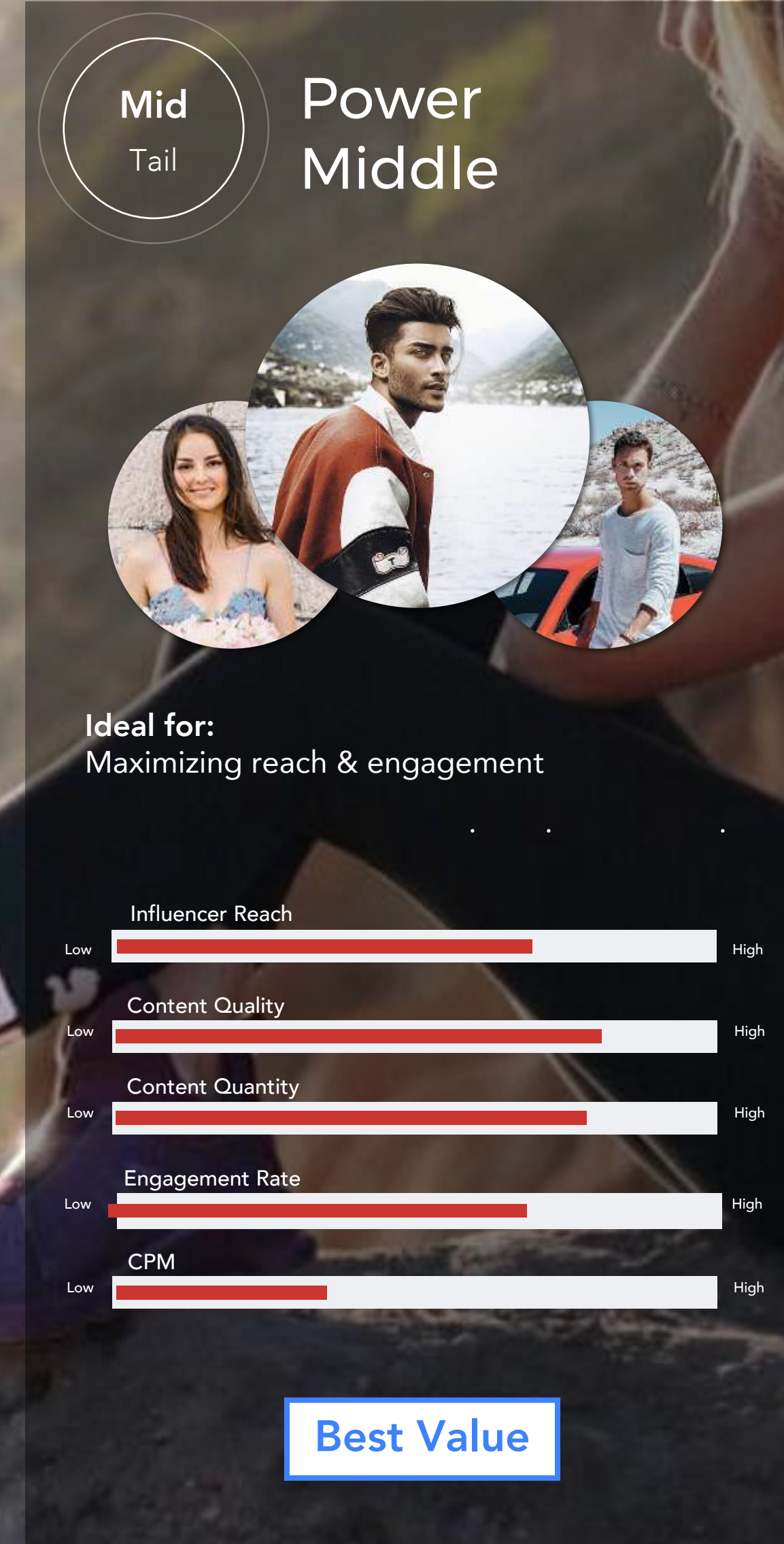
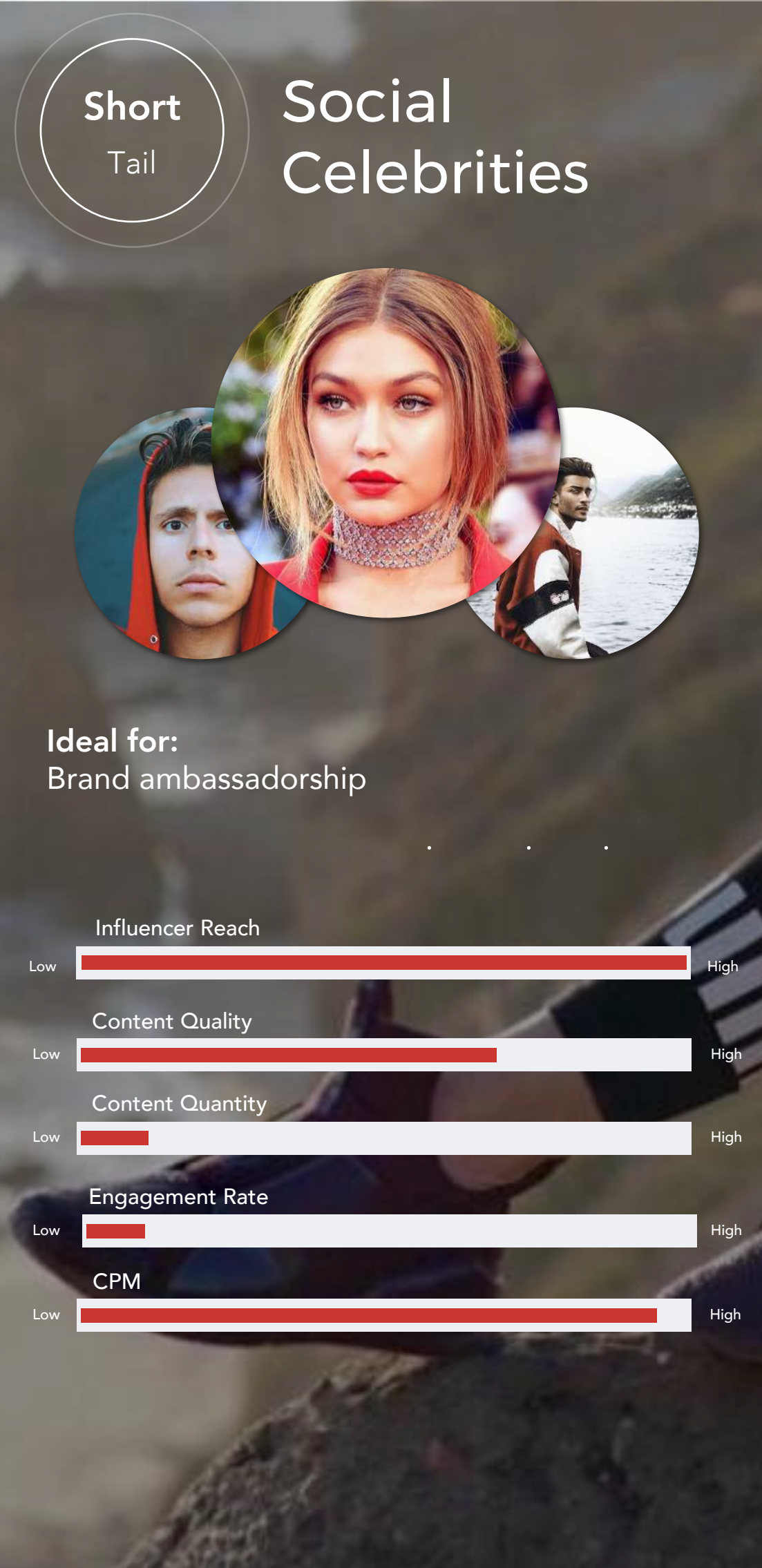
Talent Relations



Because influencers are people too

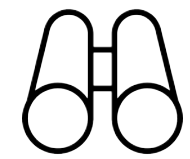
We work with the full spectrum of talent from Micro-Influencers to Social Celebrities. We are talent agnostic, so we always choose the best talent for each campaign.

- Preferred Pricing with Talent agencies
- Legal Negotiation & Contracting
- Influencer Coordination
- Ratings, Notes, & Insights



by **Caroline Einhoff**
for **PUMA**

Influencer Search



The ultimate in influencer search & analytics

200k+

Searchable Influencers

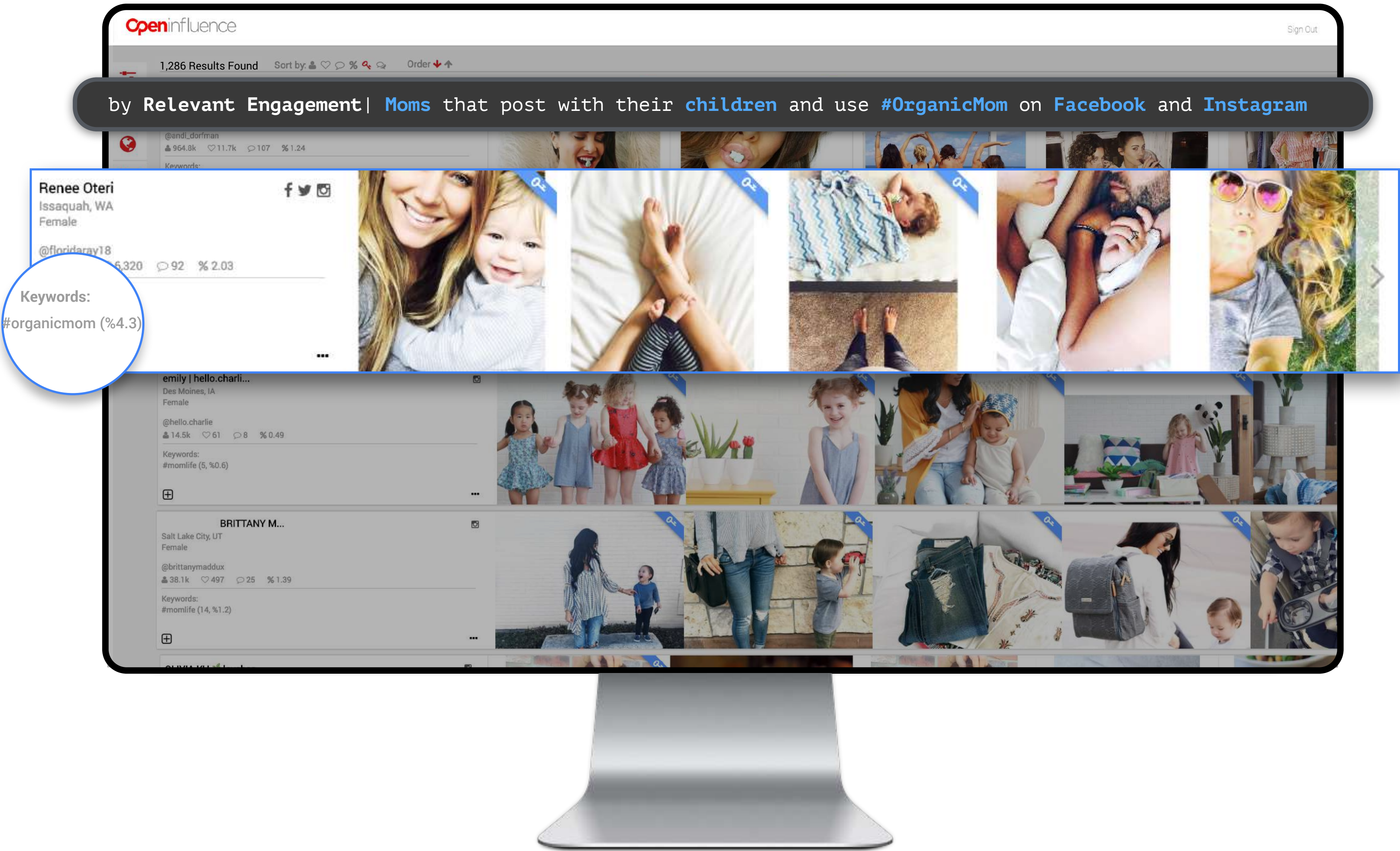
9M+

Searchable Tags

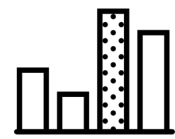
70M+

Discoverable Content Pieces

Engage with the ideal influencers for each campaign!



Audience Analytics



Reach the right audience

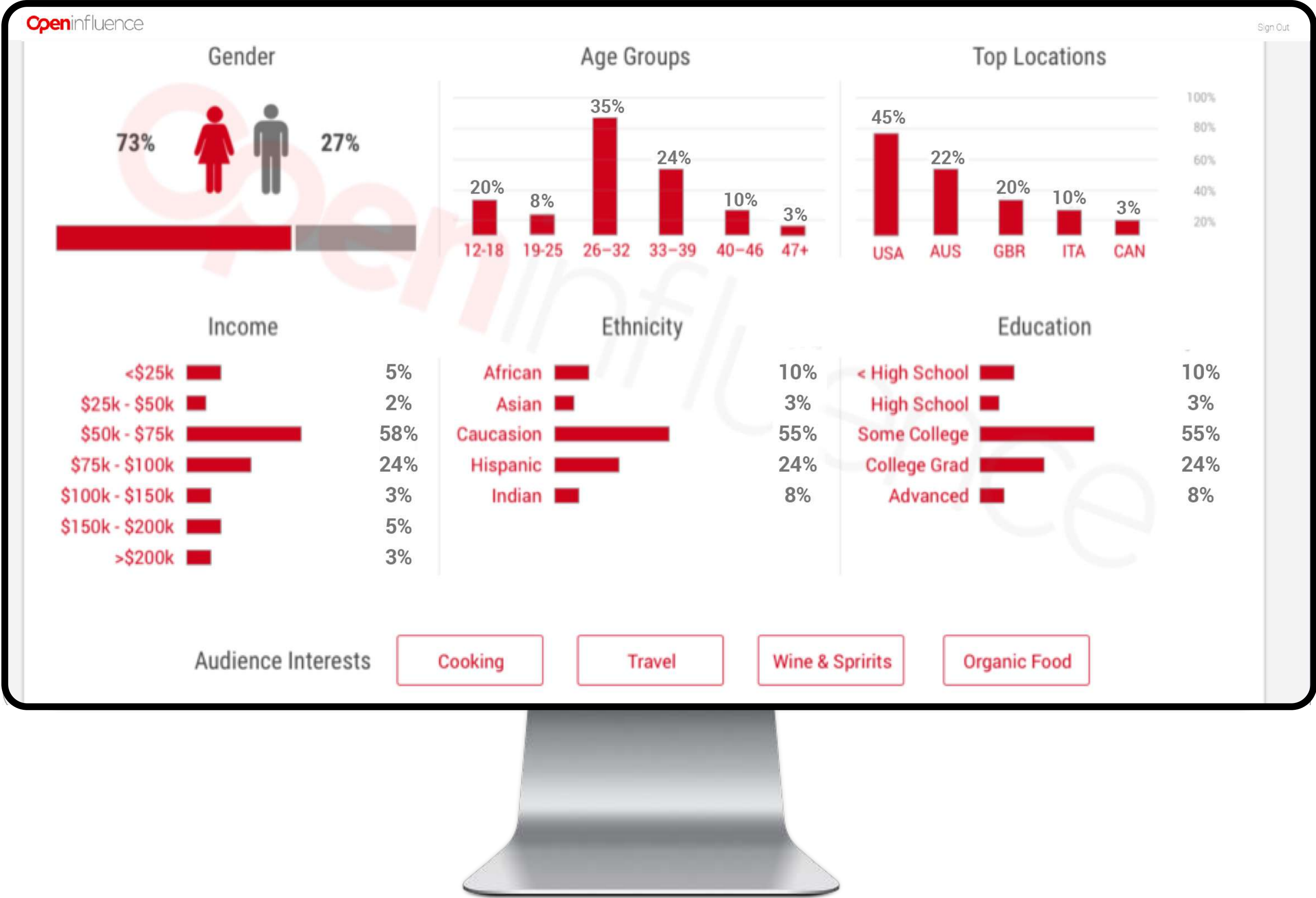
Influencer Data

- Social Profiles
- Engagement Analysis at the Context Level
- Labels, Hashtags, Mentions & Locations
- Ratings & Notes

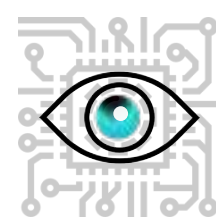
Audience Data

- Gender
- Age
- Location
- Income
- Ethnicity
- Education
- Interests

No more blind investments



Introducing Iris



In Partnership with
Amazon Artificial Intelligence

Iris scans each piece of influencer content and audience interaction making it possible to scale insights previously only possible through human intelligence.

A.I. Capabilities

- Object and Scene Detection
- Facial Recognition
- Machine Learning
- Predictive Modeling
- Look-alike Modeling
- Influencer Profiling

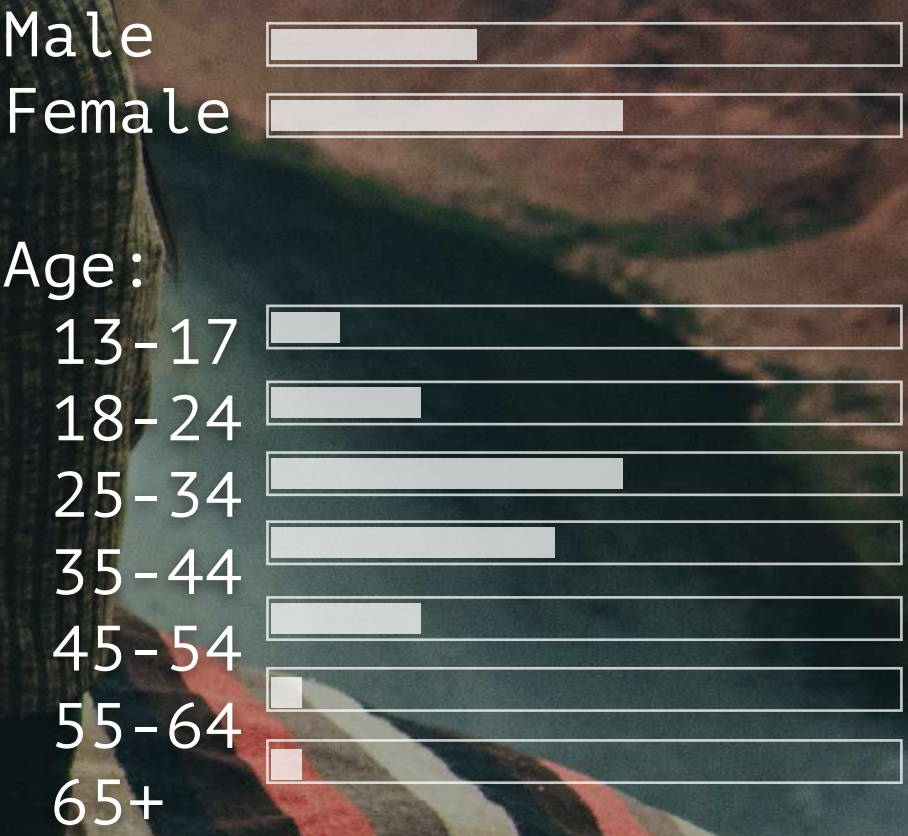
Labels

- People (99.2%)
- Couple (99%)
- Hat (89%)
- Cowboy Hat (87.3%)
- Male (92%)
- Female (91%)
- Denim (89%)
- Bottle (92%)
- Landscape (83%)
- Rock (78%)
- Desert (74.6%)
- Blanket (81.1%)
- Tartan (97.3%)
- Tequila (51.4%)
- Casamigos (89.3%)
- Jewelry (85.7%)
- Necklace (85.7%)
- Sweater (87.4%)
- ...



Name: Noel Alva
Residence: Los Angeles, CA
Location: Page, AZ
Age: 26
Gender: Female

Audience



Locations:

- United States (67%)
- Canada (22%)
- United Kingdom (7%)
- Italy (2%)
- Other (2%)

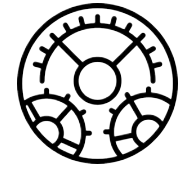
Avg. HHI: >\$150,000 USD

Education:

- Under High School (8%)
- High School Degree (15%)
- College/Associate Degree (56%)
- Bachelors Degree (21%)
- ...



Campaign Management

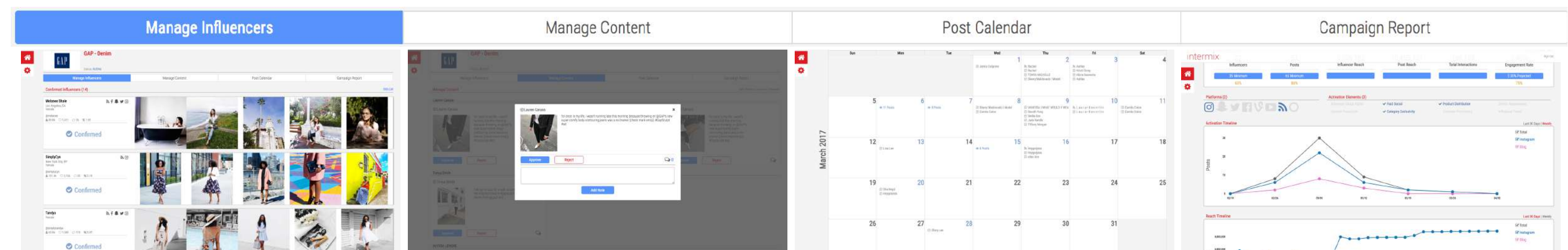
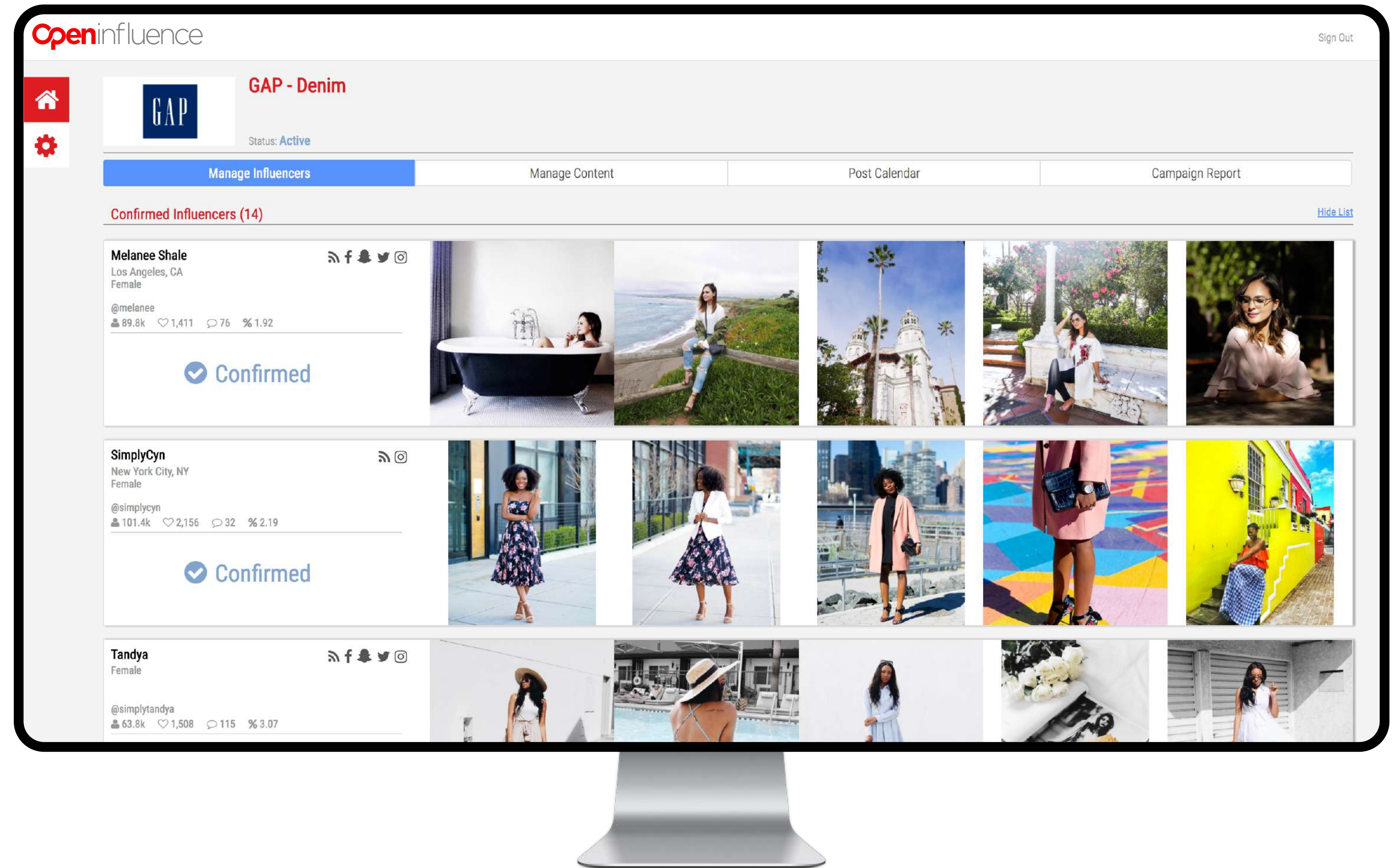


Never be in the dark again

Campaign Management is our suite of workflow and management tools, providing our clients with real-time transparency, control, and insight into their campaigns.

Now you can...

- Rank & Approve Influencers
- Comment & Approve Content
- Track your Activation Calendar
- Measure Results Against Goal



Quality Assurance

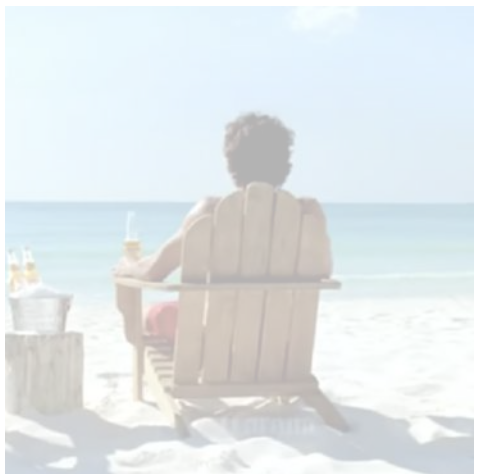
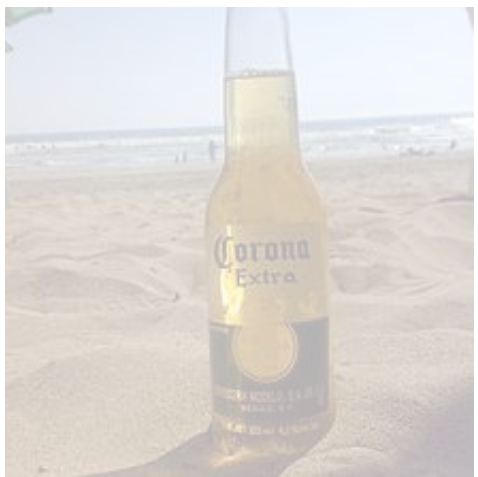
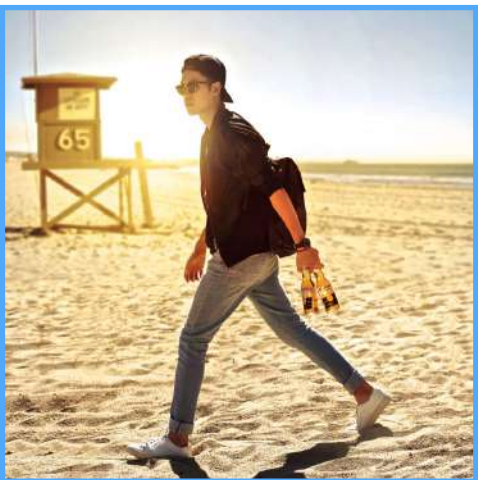


Every pixel matters

In the social economy, content is the commodity that people consume.

We make sure it's done right every-time.

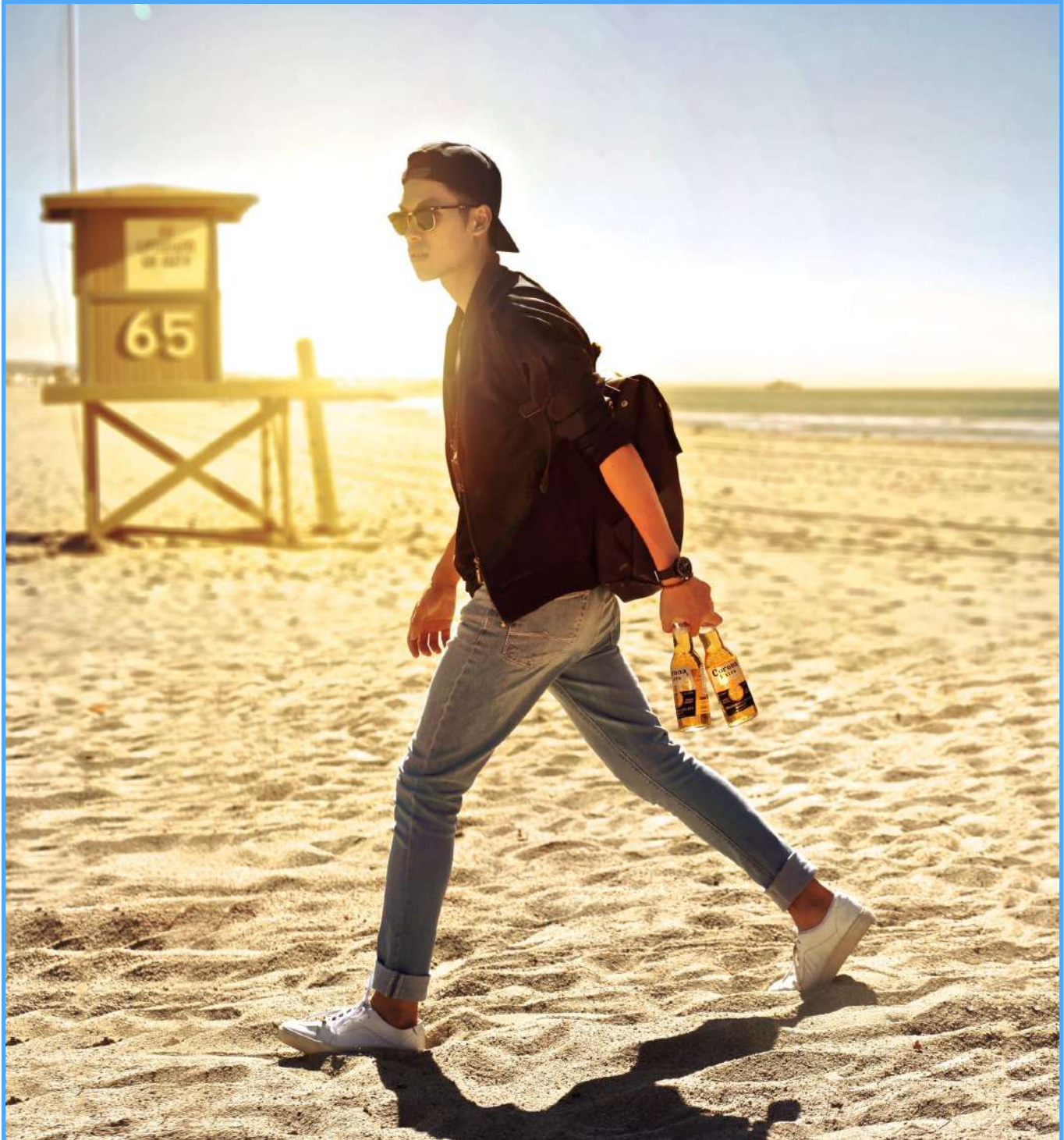
Select



Edit



Publish



1

Influencer content creation is managed by us.

2

Our team reviews 2-4 pieces of influencer content.

3

We adjust, edit and select the most suitable content.

4

Client receives selected content for approval.

5

Influencer receives approved content to publish

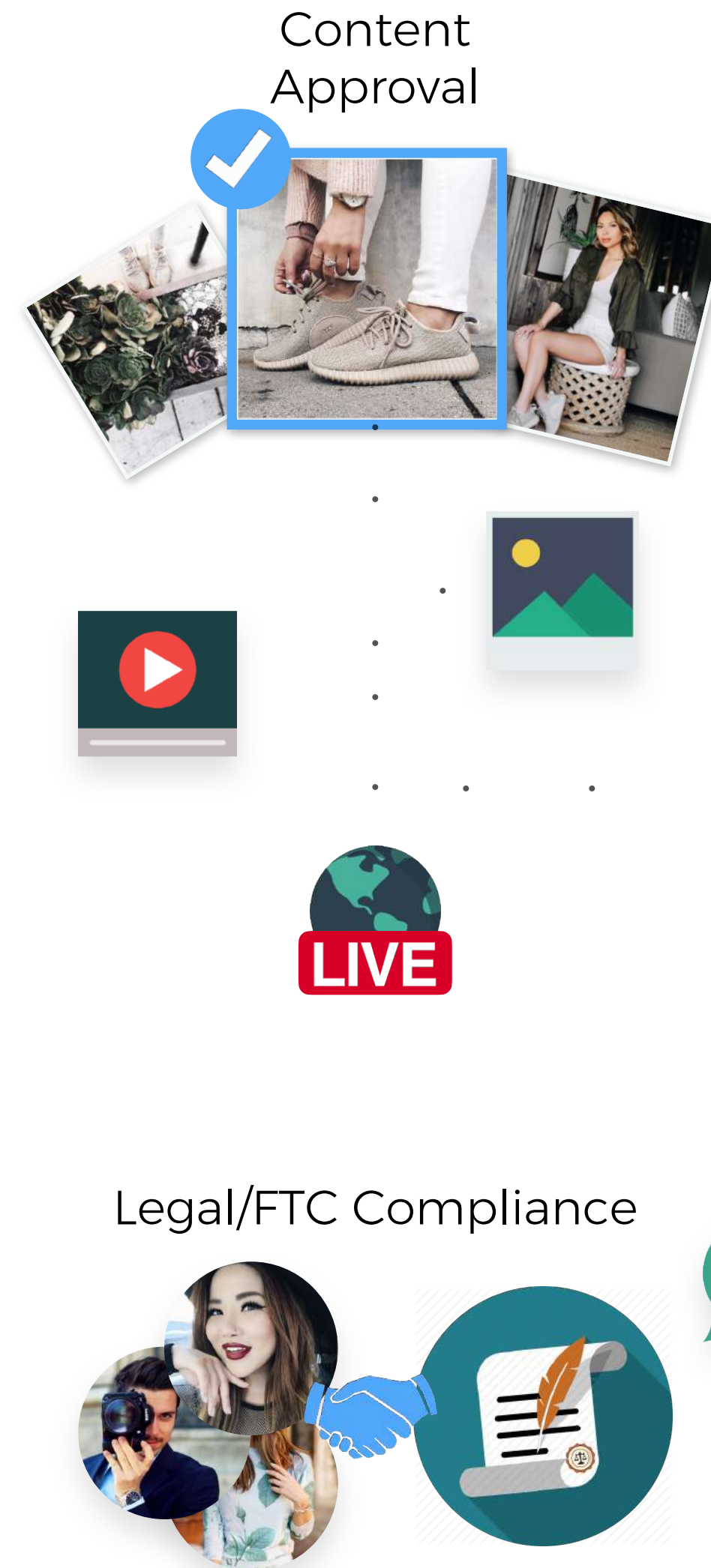
Account Management



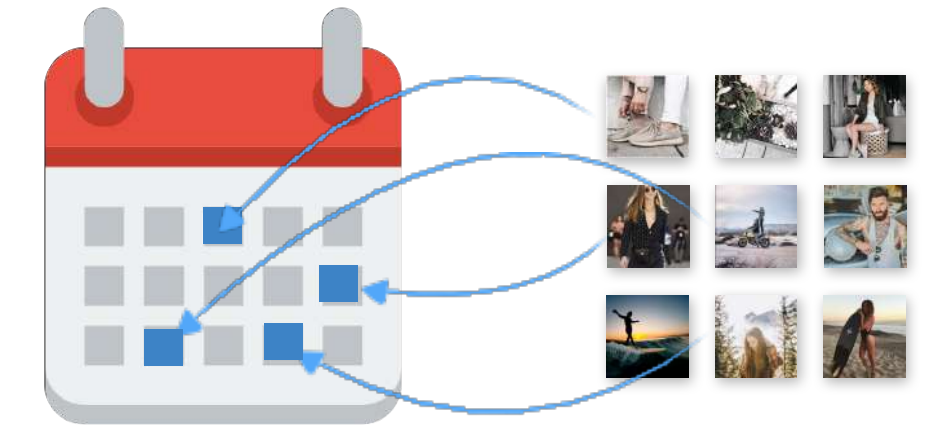
Applying knowledge and expertise to every campaign

Our experienced account management team obsesses over every detail.

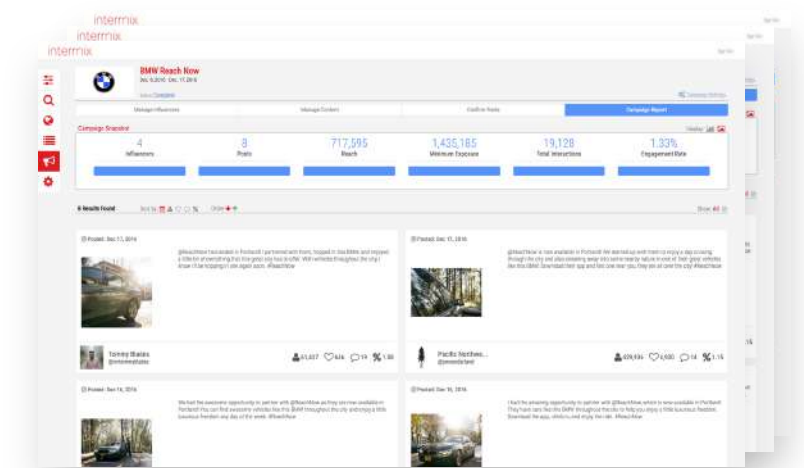
You will be backed by a seasoned team of campaign managers, creatives, data analysts, talent relations, and legal consultants.



Coordinated Scheduling



Full Analytic Reports



Compliance



Open Influence is on your side

We make sure you are covered. Our legal team is at the forefront of the talent industry. For each campaign, we make sure the necessary compliances are met & insurances are in place.

Legal & Regulatory Compliances

- Disclosure Requirements
- LDA Compliant
- Influencer Background Checks
- Auto & Related Insurances
- E&O Insurances
- Full Indemnification



Don't just take our word for it.

Hear why our clients keep coming back.



It's time to enjoy executing influencer campaigns!



Leslie Fines

"Open Influence takes the heavy lifting out of influencer marketing. From campaign kick off to final reporting, they were aligned with our goals and diligent in ensuring that each piece of the program was executed flawlessly."

Madeline Degenova

"I absolutely love working with Open Influence on any and all influencer campaigns. The team works hard to ensure that each campaign is truly customized, taking time to really understand the advertiser's goals and targets, and finding influencers that are best suited for each one. They are extremely diligent and responsive."

Krystal Dulaney

"Working with Open Influence has been such a positive experience for us. They are prompt and efficient and the entire process has run smoothly since Day 1. Thank you for being such a great partner!"

William Chan

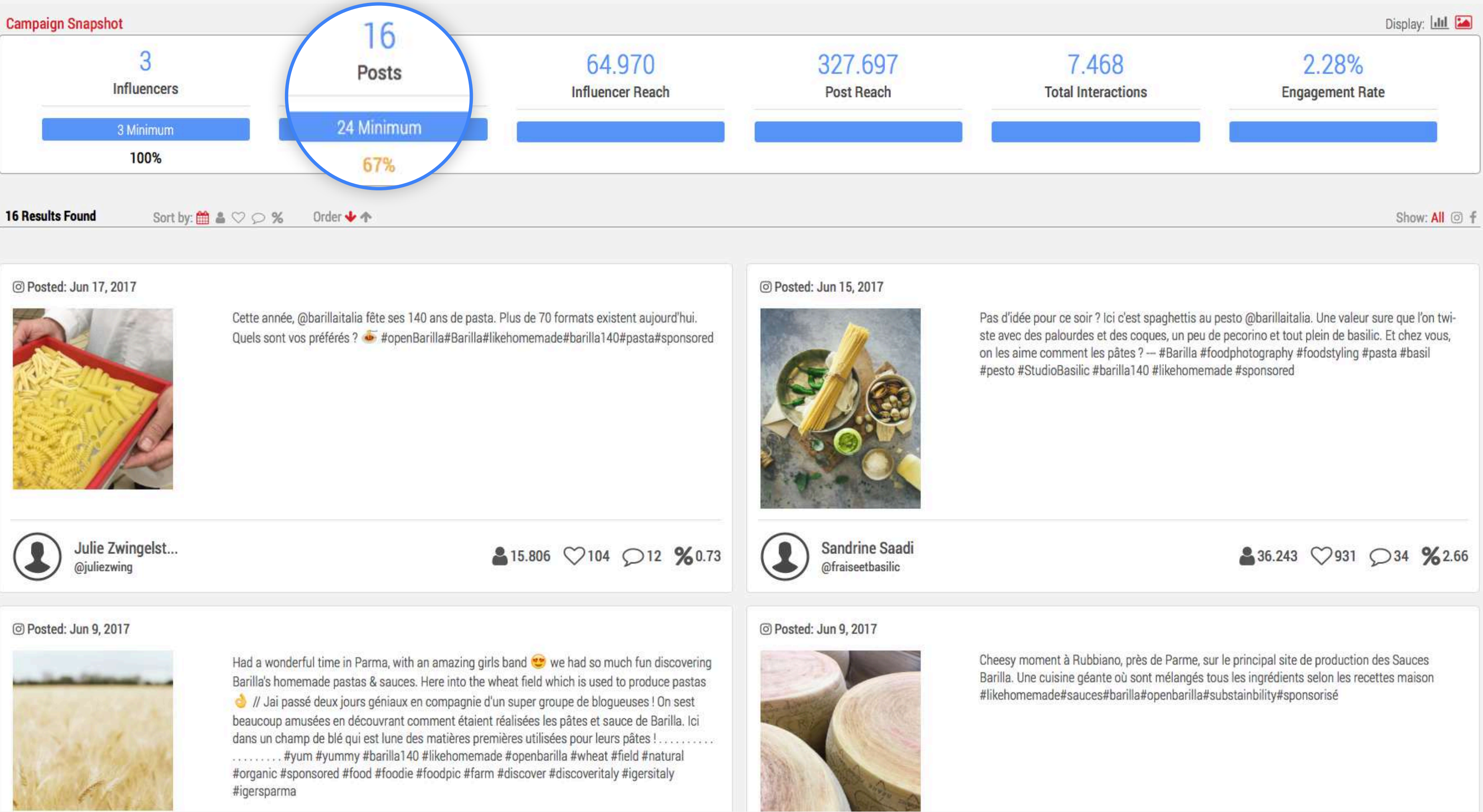
"Initiative first partnered with Open Influence for a year end holiday campaign. Our client is a government entity and they are held to very strict brand safety guidelines, making influencer marketing a challenging proposition. Open Influence quickly identified the right set of influencers. Great ideas came our way and together, with very little back and forth, we were able to finalize our content. The content looked amazing and was 100% on brand, eliminating the need for rework. Best of all, the engagement we saw on this campaign completely exceeded our expectations. Open Influence's white glove service is top notch! We immediately signed-on for a second campaign a testament to Open Influence's expertise in the influencer space and previous track record."



Deliverables

We guarantee all the KPIs and track against goal

- Track against Goal & Guaranteed Deliverables
 - Number of Influencers
 - Number of Posts
 - Influencer Reach
 - Post Reach
 - Total Interactions
 - Engagement Rate
- Track Performance by Platform
- Track Activation Elements



Thank you
for your consideration

Meet your
team



Marco Marranini
COO - Europe
marco@instabrand.com



Marta De Leonardis
Sales Coordinator Italy
marta@instabrand.com



Stefano Chigino
Account Coordinator
stefano@instabrand.com



by **Sam Elkins**
for **Honda**