

INFLUENCER MARKETING CASE STUDIES



OZY FEST CAMPAIGN



OZY is a US thought-leading media platform. Founded as a digital news and culture magazine, it reaches over 50M people every month – from OZY.com to social media, email, app, TV, podcasts, live events and more.

OZY Fest is an annual eclectic festival of music, comedy and ideas held in Central Park, combining live music, great food, and political debate.

Described by the

New York Times as “part music festival, part Ted talk, part food fair”, this annual festival began in 2016 and has been dubbed as an integral part of the NYC festival scene.

THE TASK

Generate ticket sales and buzz around OZY Fest 2019, and boost brand awareness and audience growth through both organic and amplified social media posts.

THE SOLUTION

From a long-list of 50+ potential influencers within OZY’s target profile of NYC urban, curious thinkers, we recruited 10 x influencers with 10K to 25K followers

to promote OZY Fest 2019 in the lead-up to the festival from May – July 2019.

Each influencer created authentic content to engage their audiences across Instagram, with a minimum of 1 x main feed post and 1 x video story each. The majority of posts were also shared across influencers’ other social platforms – including Facebook, Twitter and YouTube.



NewScientist



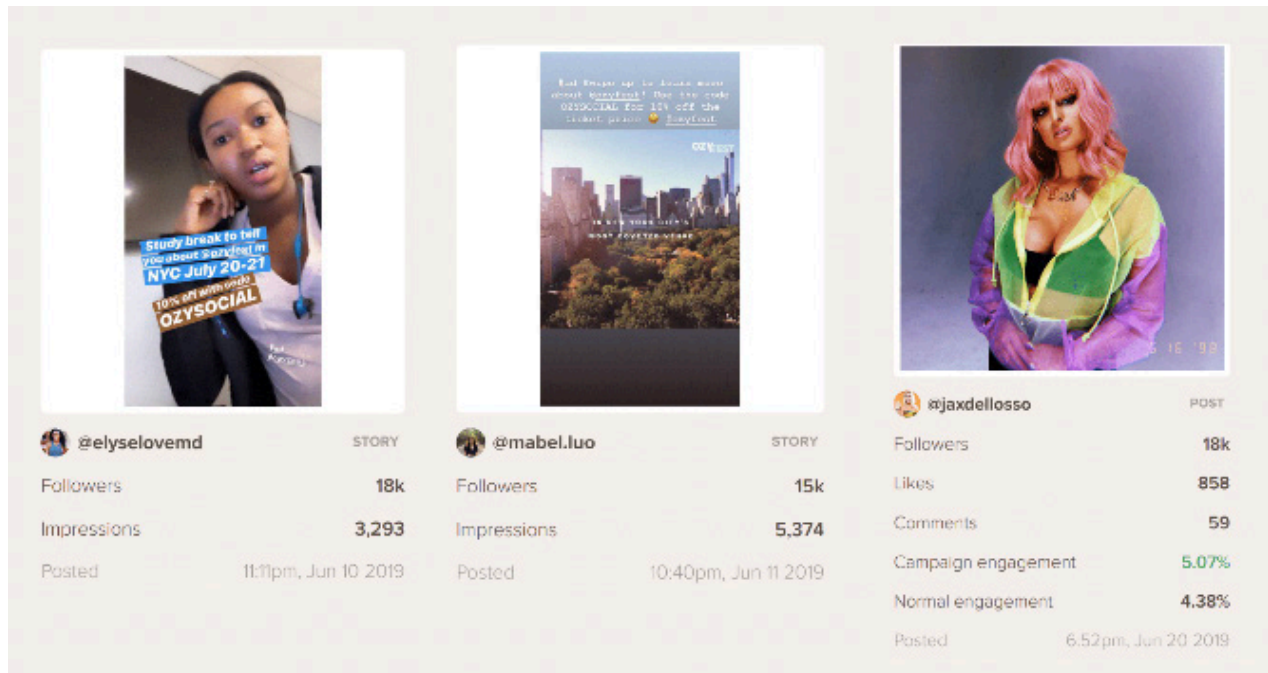
INEOS



PAYSEND



POST EXAMPLES



THE RESULTS

*Overall Campaign Reach	163K
Total Campaign Engagement	3.6%
Highest Single Post Engagement	5.51%

* NB these results are taken from Instagram only (and do not include Facebook, Twitter and YouTube audiences).

OZY Fest 2019 was a sell-out, and with our combination of targeted and high-engagement influencers, we contributed to a hugely successful brand awareness campaign which created significant buzz in NYC.

With individual UTM links used and post-amplification boosts set-up, the client was also able to track conversation rates, compare organic results vs boosted, and control further amplification of content, ensuring the best-performing posts were optimised and amplified even further within NYC.

“The InfluBase team did a great job in finding influencers who were relevant to our project. The team managed the program efficiently and professionally.”

James Watkins, Associate Marketing Director, OZY

ATP CAMPAIGN



Tennis TV is ATP Media's direct-to-consumer OTT streaming service. First launched in 2006, it delivers a rich tennis experience to a global audience, streaming every ATP tour tournament live and on-demand on all major streaming devices, and featuring over 10,000 hours of full matches dating back to 1990.

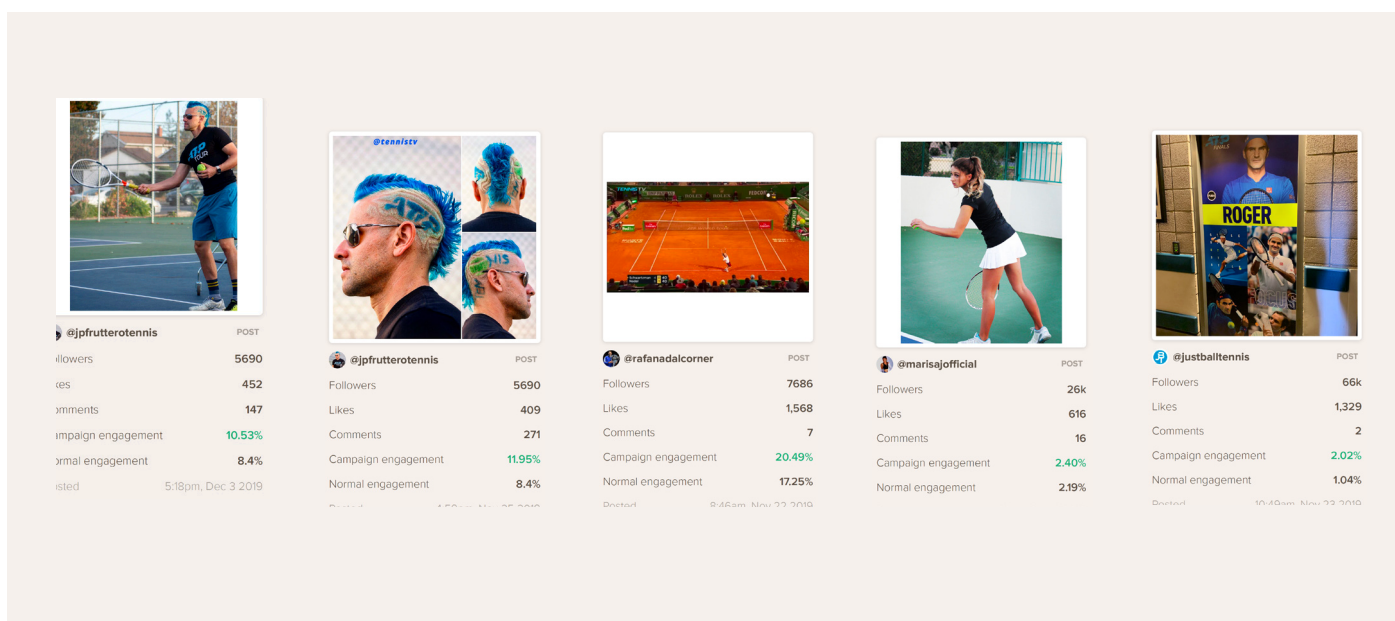
THE TASK

Use influencers to target 'avid' tennis fans to generate Tennis TV subscriptions in the US, Canada and Australia, building brand awareness and promoting seasonal offers.

THE SOLUTION

Creating a long-list of 75+ tennis fans, coaches, major player followers and fan accounts, we recruited 15 micro-influencers in the US, Canada and Australia to promote Tennis TV across a 3 month period.

POST EXAMPLES



Each influencer was given a unique UTM for their bio and swipes, and asked to create exciting and engaging content that would best engage their audience, whilst promoting the benefits of Tennis TV.

THE RESULTS

Overall Campaign Reach	_____	408K
Total Story Impressions	_____	39.5K
Highest Single Post Engagement	_____	20.49%

Over 3 months, we exceeded targets and over 200 pieces of content were published. The majority of influencers' average engagement rates increase with Tennis TV posts – showing the messaging and content was on-brief, engaging, and relevant for their audiences. The client was also able to track individual performance, allowing the opportunity to engage further with the best performing profiles on future campaigns.

“InfluBase put an enormous amount of work into the campaign and delivered very high engagement rates and some fantastic content for ATP Media.”

Stuart Taylor, Director of Consumer Services



OLIVE GIVES CAMPAIGN



Olive Gives launched in August 2019 to help raise money and awareness for non-profits around the world, enabling people to contribute to society, one piece of digital spare change at a time. A totally unique online donation platform, Olive operates by rounding up digital spare change from credit and debit card spending, to then be donated to an NGO of the user's choice.

THE TASK




Engage micro-influencers who truly align with the Olive mission statement and vision through their existing feeds to create a buzz around the launch in the UK and US, and ultimately generate sign-ups and NGO donations.

THE SOLUTION

We sourced a long-list of 50+ micro-influencers who's profiles resonated with Olive's ethos of making a difference to society, to short-list and secure 10 x influencers from both the UK and US to trial and promote the product from August – October 2019.

Each influencer created content around their own experiences of the platform to educate and engage their audiences across Instagram, with a minimum of 1 x main feed post and 1 x video story each.

POST EXAMPLES

 <p>REALLY COOL SERVICE THAT SHOWS HIM! @olivegives Fund</p>	 <p>INTRODUCING OLIVE GIVES @olivegives Fund Olive helps you round up your digital spare change and donate it to a charity of your choice automatically, making every purchase have a positive impact on society.</p>	 <p>OLIVE GIVES</p>
@polly.barks STORY	@marta_canga STORY	@natalie_shirlaw POST
Followers 26k	Followers 18k	Followers 13k
Impressions 1,211	Impressions 1,143	Likes 585
Posted 5:00pm, Sep 24 2019	Posted 5:06pm, Oct 11 2019	Comments 58
		Campaign engagement 4.96%
		Normal engagement 4.56%
		Posted 5:00pm, Oct 3 2019



NewScientist



INEOS



PAYSEND



THE RESULTS

Overall Campaign Reach	—————	119K
Total Story Impressions	—————	55.5K
Highest Single Post Engagement	—————	4.96%

By engaging only with truly on-brand influencers, Olive's unique service was promoted through totally authentic content by influencers who had used and really enjoyed the platform – shown by the added value the client received through blog mentions, positive reviews and extra stories.

With unique UTM links used for each influencer, the client was able to track individual performance, and was really happy with the results.

“Influbase helped Olive Gives to find the right influencers for our product. Our challenge was finding influencers who were genuinely suitable for our brand image, whilst helping our non-profit partners as well. We’re really happy with the result of our first campaign, it was well-executed and met our expectations.”

Marisa Paramita, Co-Founder, Olive Gives



READING EGGS CAMPAIGN



Reading Eggs is an online reading programme that helps children aged 2-13 learn to read with a variety of fun lessons and phonics games.

Having saturated their core market of mummy bloggers with extensive influencer marketing activity in the past, they wanted to work with an agency who would help them to uncover new influencers and followers. Reading Eggs were keen to keep campaign management in-house – so wanted an agency who would provide a discovery-only service, securing and paying for influencers to take part in their Back To School 2019 campaign.

THE TASK

Identify new target audiences to reach influencers who are within the target demographic whilst minimising crossover. Recruit 15 micro-influencers with children 2-5 years old who haven't already been targeted to work through the programme with their child and provide an honest review of their experiences. Ultimately encourage new trials and sign-ups.

THE SOLUTION

We identified 3 key personas and hashtags that weren't already being targeted:

1. The Parent – new parent influencers (both mum and dad) looking for advice and shared experiences #mumlife #dadlife #toddlersofinstagram

2. The Home-Schooler – the alternative families choosing to teach their children from home or during travels #homeschoollife #travelwithkids #mumbloguk

3. The Authority – independent people with a passion for children's education and growth #ukteachersofig #iteach #learningthroughplay



NewScientist



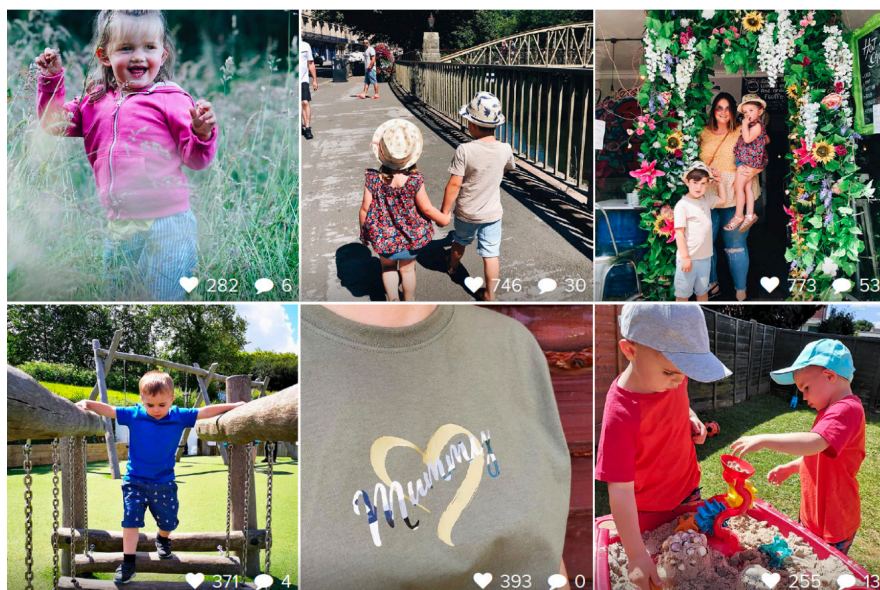
INEOS



PAYSEND



PROFILES



THE RESULTS

We sourced a long-list of 75+ micro-influencers across all 3 target personas for the client to choose from, to short-list and recruit 15 x UK influencers with a combined reach of over 500,000.

By identifying new target markets, we minimised audience crossover, ensuring Reading Eggs could maximise potential reach, and promote sign-ups and trials to new people who hadn't been targeted before.

Through out-sourcing, discovery and influencer outreach, the client was able to focus on other marketing objectives, whilst still maintaining creative control and forging new, long-term influencer relationships.

With unique UTM links used for each influencer, the client was able to track individual performance, with a view to working with those who gave best results for future activity.

“InfluBase were really helpful with achieving our goals – working with the right influencers in an authentic and honest way. The process was clear and efficient, and the team are great to work with.”

Stephanie Stallwood, Marketing Manager, Reading Eggs



NewScientist



INEOS



PAYSEND

