Combine influencers with our media brands!
Influencers as a fixed part of your brand strategy

Advantages of influencers

Nowadays influencers reach more people than leading TV shows and enable direct engagement of followers with the content. Influencers thereby function as testimonials, creatives and producers at once.

Advantages of influencers:
- Access to a new, young target group
- Successful mean to raise awareness
- High conversion: products advertised by influencers can increase the sales
- Increasing acceptance of product placements
Efficient and successful implementation of influencer marketing

Why Media Impact / INTERMATE?

Most influencer agencies support companies only at some phases during a campaign → MI and INTERMATE support you throughout the entire process.

CONNECTION OF MEDIA BRAND-POWER AND INFLUENCERS

Bild Welt

+ 2-step influencer selection process
+ contracts with influencers
+ no posting without approval
+ more than 1,000 successfully executed campaigns

BRAND SAFETY
We accompany you through the whole campaign

Campaign process

Creative conception
Creation of holistic and innovative concepts for campaigns with scripts and storyboards on every social media channel

Implementation and execution
Contact, acquisition and briefing of influencers. Execution of the whole campaign

Production
High-definition influencer and brand content for mobile natives

Reporting
Inhouse developed tech-backbone: data driven & performance oriented Intermate tool for databased influencer marketing
The centerpiece: The INTERMATE influencer platform
The INTERMATE Tool contains four columns:

1. **Influencer database**
   Data based selection of influencers. About 10,000 social stars, brand profiles and tracking of channel KPI's on a daily base.

2. **Campaign planning**
   Based on automated data points, posting plans for campaigns are created.

3. **KPI dashboard & automated reporting**
   Definition of campaign benchmarks based on the analysis of existing data to evaluate the campaign success.

4. **Client Login**
   For a perfect overview of your current campaigns.
More than 10,000 verified influencer profiles in our database

Influencer database

We have access to 10,000 influencers in our database and therefore on a network of social stars:

1) **All areas:**
   Food, fashion, tech, automotive, beauty, education, etc.

2) **All reaches:**
   Micro/medium/macro (5,000 followers up to > 1M followers)

3) **All platforms:**
   YouTube, Instagram/Instagram Stories, Facebook, Twitter, Snapchat, Blogs

All Accounts are handpicked and verified (no „blind“ data crawling).
We find fitting influencers for you
Influencer identification and selection

The selection process includes two steps:

1) Databased selection
   - Demographics
   - Channel KPI’s like developing of view rates, engagement rates, follower growth, etc.

2) Manual verification of the databased selection
   - Brand Fit
   - Quality of content and topics
   - Competition check and brand safety
   - Cooperation evaluation in consultation with the influencer

Example of an influencer Sed Card
We cooperate with all influencers!

Campaign examples

Julien Bam
3.7 M. followers

Toni Mahfud
3.4 M. followers

Pamela Reif
3.5 M. followers

Bibis Beautypalace
5.9 M. followers

Jerome Boateng
5.2 M. followers

Caro Daur
1.4 M. followers

Source: Instagram 04/2018
Campaign process: Tell your story on every channel

Example

Prior Notification: Facebook sponsored posts with Autobild and articles on Autobild

Event: Influencer participates as a tester → several Instagram stories and posts

Post-reporting: Article on Autobild, Facebook sponsored posts with Autobild and influencer Instagram story and post

Week 1
Week 2
Week 3
Best Case: Jeep Adventure Days
Test event with Autobild readers in April 2018

CHALLENGE
Raise the awareness for the joint event of Jeep and Autobild.

SOLUTION
Activation of two influencers who are photographers, which participated in the Adventure Days of Jeep and Autobild as testers and captured the event on their Instagram accounts with photos and videos.

OUTPUT
- 4x Instagram story
- 7x Instagram postings

RESULTS
- >115,000 Instagram story views
- >135,000 interactions with the Instagram posts
- High engagement rate of 4.9%

Exemplary post from the campaign
Best Case: Influencers design NIVEA cleansing wipes

Client NIVEA

CHALLENGE
Participation of influencers in the process of designing the new NIVEA cleansing wipes and execution of a integrated campaign for influencer-/brand channels and paid media.

SOLUTION
Setup of a co-creation strategy and development of a pre-roll, brand movie, Instagram story ads and content on every influencer channel.

OUTPUT
- Instagram story ad
- Brand movie (Co-creation process)
- Pre-rolls
- Social content
- Influencer content (YouTube video; Instagram stories & postings)

RESULTS
- 21% of the community feedback referred to the product and an explicit purchase intention
- Sell-off of the product - best product in the whole competition
Our influencer packages
We create your customized offers

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<tr>
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<td>Gross price*</td>
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<td>20,000€</td>
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*All prices are discountable, packages serve as an orientation. We would also be pleased to prepare a customized offer!
# Contact

**Media Impact international sales**

<table>
<thead>
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<th>REGION</th>
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</tr>
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