



A Global Integrated Marketing Agency.

#AboveAndBeyond

EMPOWER YOUR BRAND

WITH DATA-DRIVEN STORYTELLING.



As a global collective,
our teams work fluidly to
connect your brand with
people authentically at
every touchpoint.

Meet the powerhouse.

We use multi-channel, integrated marketing to help brands tell their stories. Our experts in **Influencer Marketing, Innovation, Paid Media, Design and Experiential Production, Data Architecture and Talent Management** work as a collective to connect brands with people authentically at every touchpoint, on and offline.

MG Media.

Media Planning & Buying.
Paid amplification.
Platform strategy.

MG Studio.

Content production.
Experiential.
Live shopping.
Virtual reality.

MG Influencer.

Campaign strategy.
Influencer procurement.
Creative optimisation.

MG
empower.

MG Talent.

Talent management.
Career growth.
Content support.

MG Platform.

Real-time insight.
Performance benchmarking.
Focus on KPIs.

INTEGRATED
STORYTELLING

+

DATA-DRIVEN
INTELLIGENCE

=

IMPACT

ON PEOPLE AND BRANDS.

STORY TELLING IS IN OUR DNA.

Our strategists follow a bespoke and creative process to get to the heart of your story. Then, we explore every channel and medium – voice, visual, experiential and beyond – to tell it in new and impactful ways.



DATA.

The better you understand your audience, the bigger the opportunity for impact becomes. So we've created a platform that combines social listening with AI, predictive analytics and 5+ years of proprietary data, to help you unlock - and accurately measure - ROI.

Insights and discovery.

In-flight optimisation.

ROI attribution.



IMPACT.



We inspire consumer action in the form of:

Conversions. Grow your business.

Connections. Co-create your brand.

Conversations. Get people talking about you.

+290M

IMPRESSIONS

+10.9M

ENGAGEMENTS

+180.5M

PEOPLE REACHED

+170

CAMPAIGNS

EXPERTISE IN KEY SECTORS AND BEYOND.

**BEAUTY.
FASHION.
PRESTIGE.
LIFESTYLE.**

**TECH.
AUTOMOTIVE.
FOOD & BEVERAGE.
FINANCE.**



Connect with **global** **audiences.**

Over the years we've built a network that spans more than 40 countries, 17 languages and offices in London and New York, enabling us to distribute your campaigns across continents and cultures.



OUR CLIENTS

ARE THE MAKERS OF TOMORROW.

JVN

Chopard

DIOR

HOUSE OF
FRASER
SINCE 1849



FLANNELS



COSTA BRAZIL



purecane™



B
Y TERRY

BIOSSANCE.:



Barbour.



Stripes

ROSE INC



ALBERTA FERRETTI

Quidco

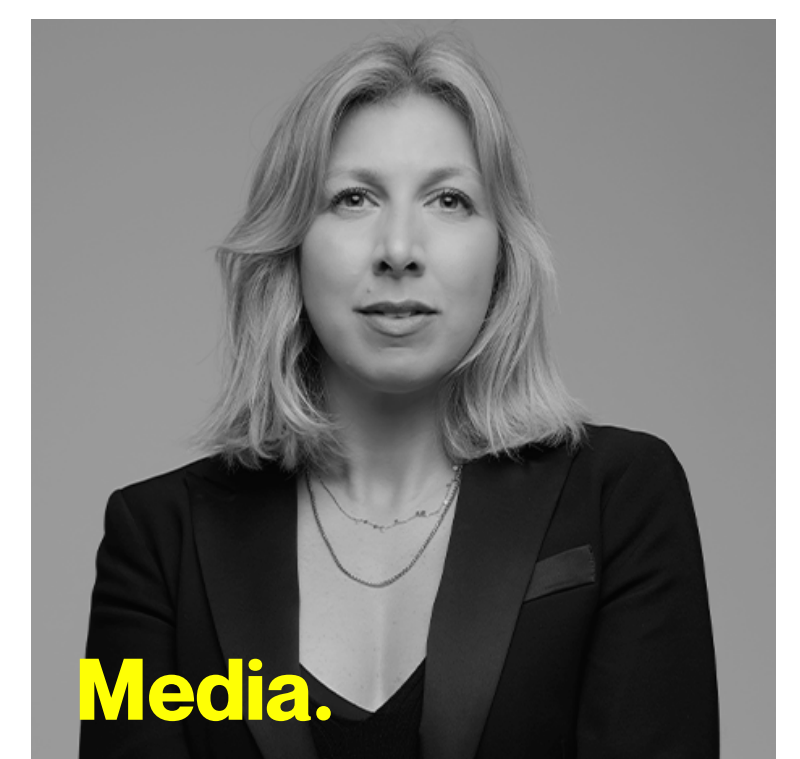
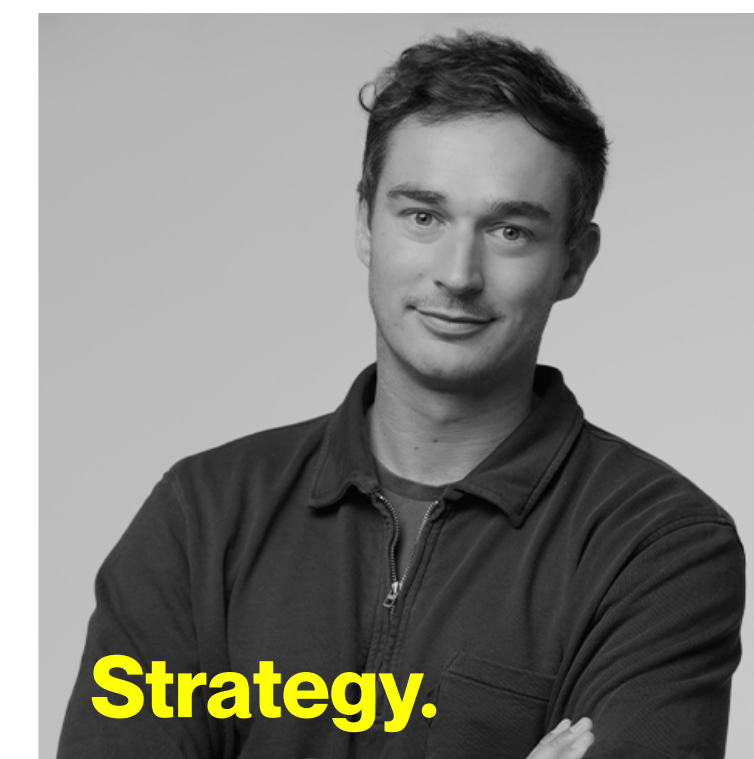
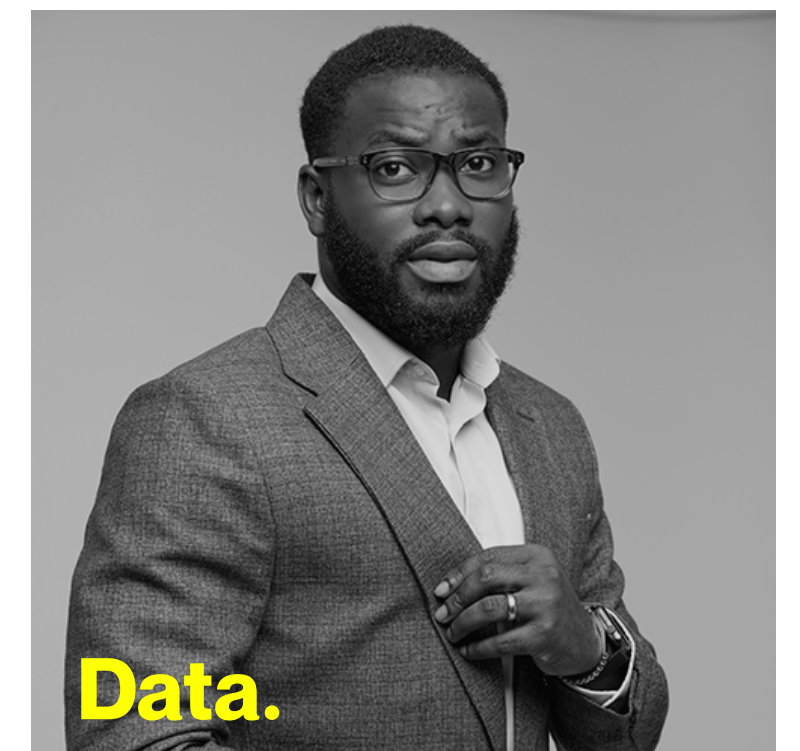
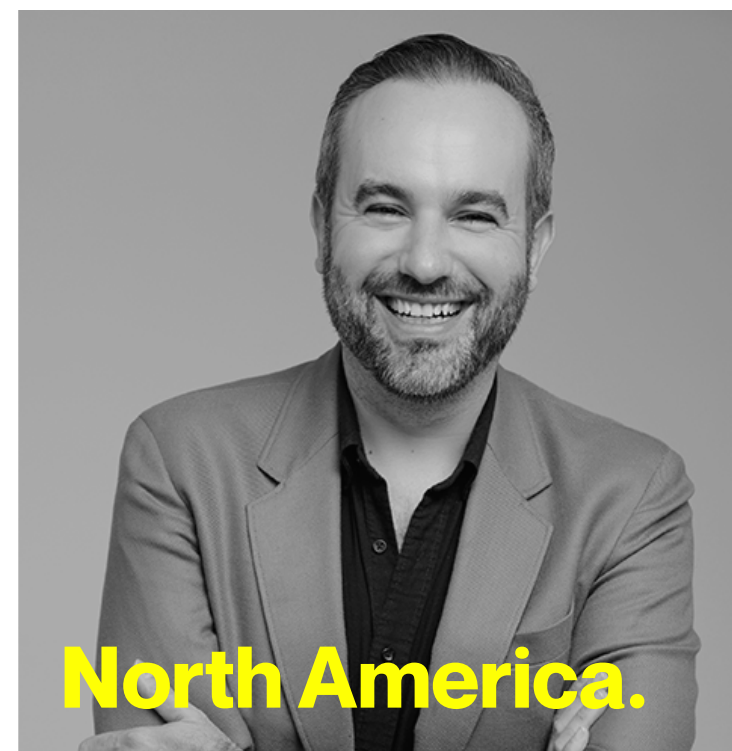
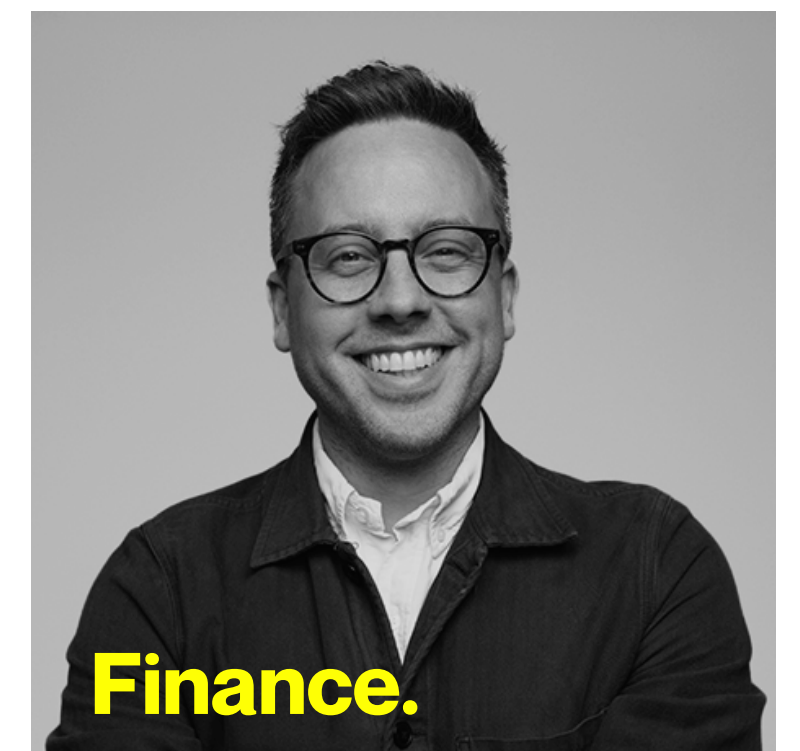
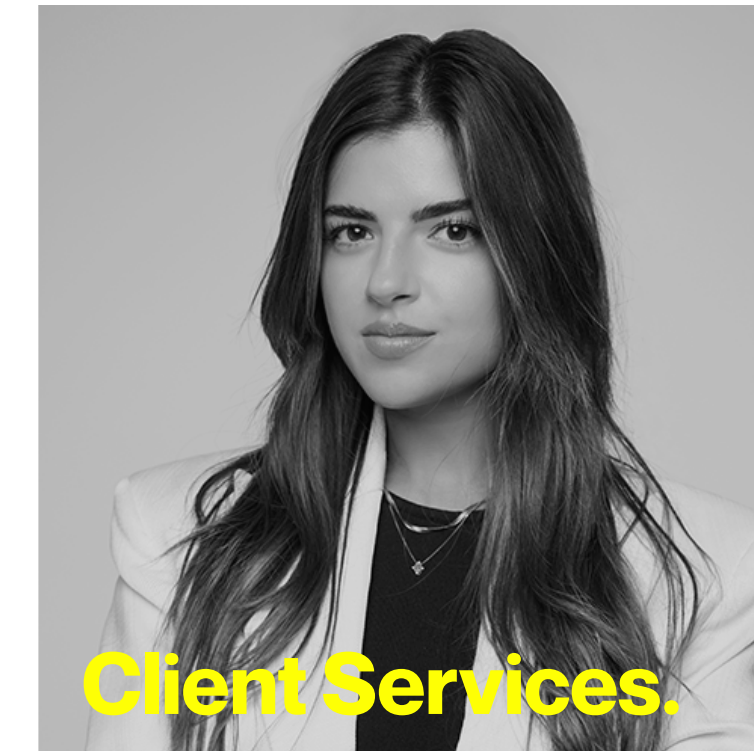
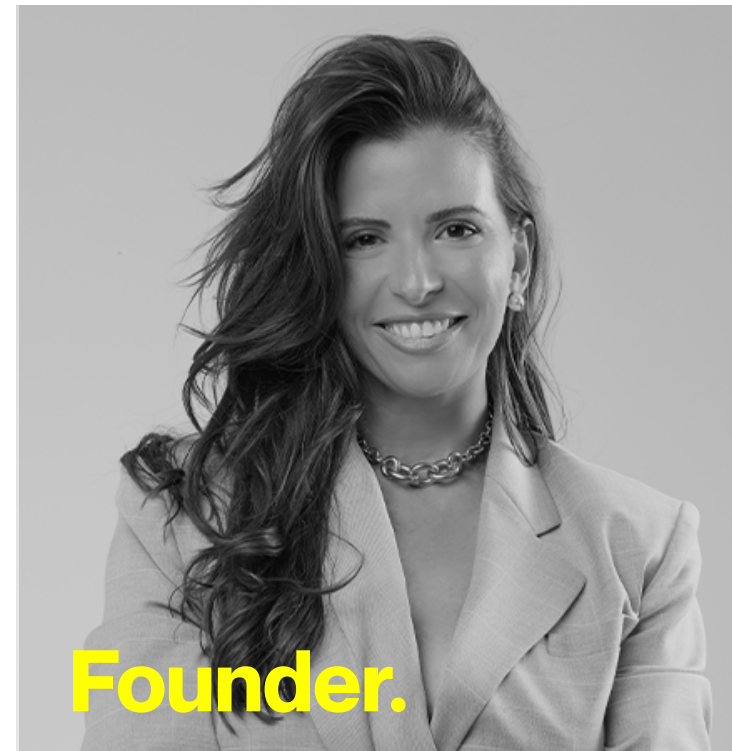


FUJIFILM

TANGLE
TEEZER®

LIONSGATE+

A DIVERSE
COLLECTIVE OF
**STRATEGISTS,
SCIENTISTS &
STORYTELLERS.**



Team

EMPOWERMENT.

Unlock your potential, elevate your brand.

EXCELLENCE.

Don't meet the standard, set it.

EMPATHY.

We get you: Empathise, understand, succeed.

ENERGY.

High energy marketing for high impact results.

ENVISION.

Visionary marketing for ambitious brands.

**We empower people and
brands - business and culture
- to go #AboveAndBeyond.**

MEET THE POWERHOUSE.

+ MG Influencer. Telling brand stories.

+ MG Media. Amplifying stories.

+ MG Studio. Bringing stories to life.

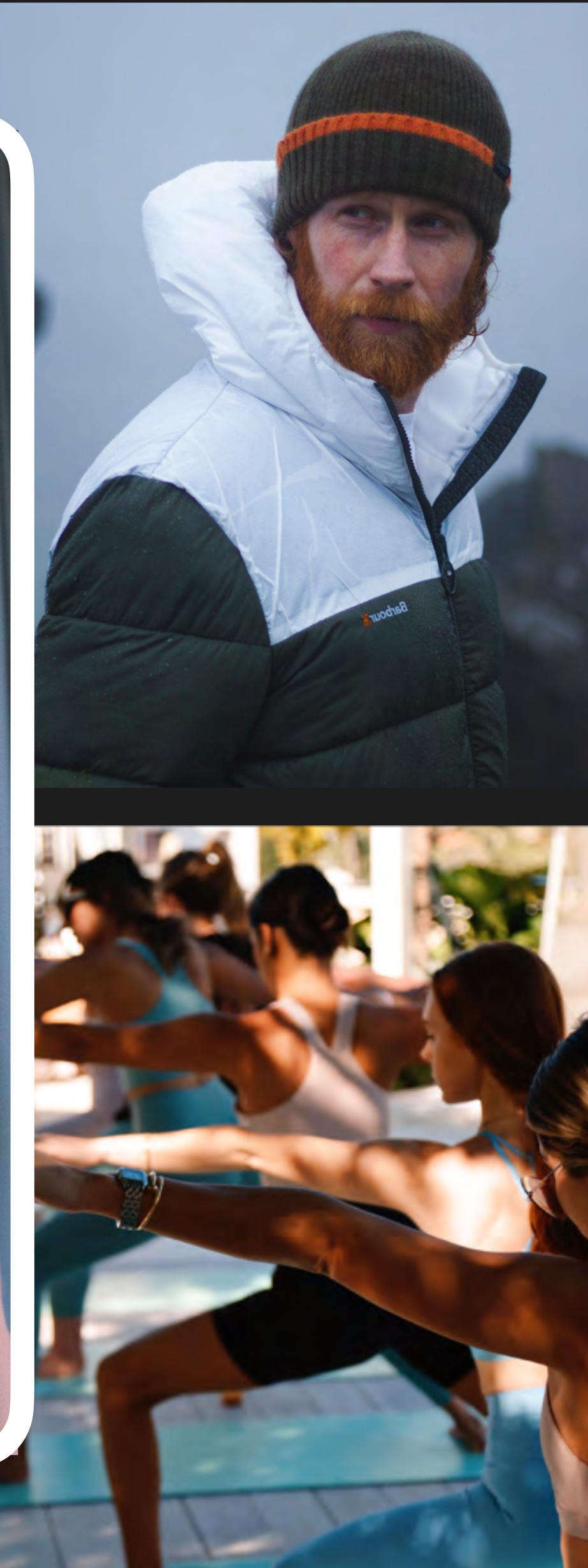
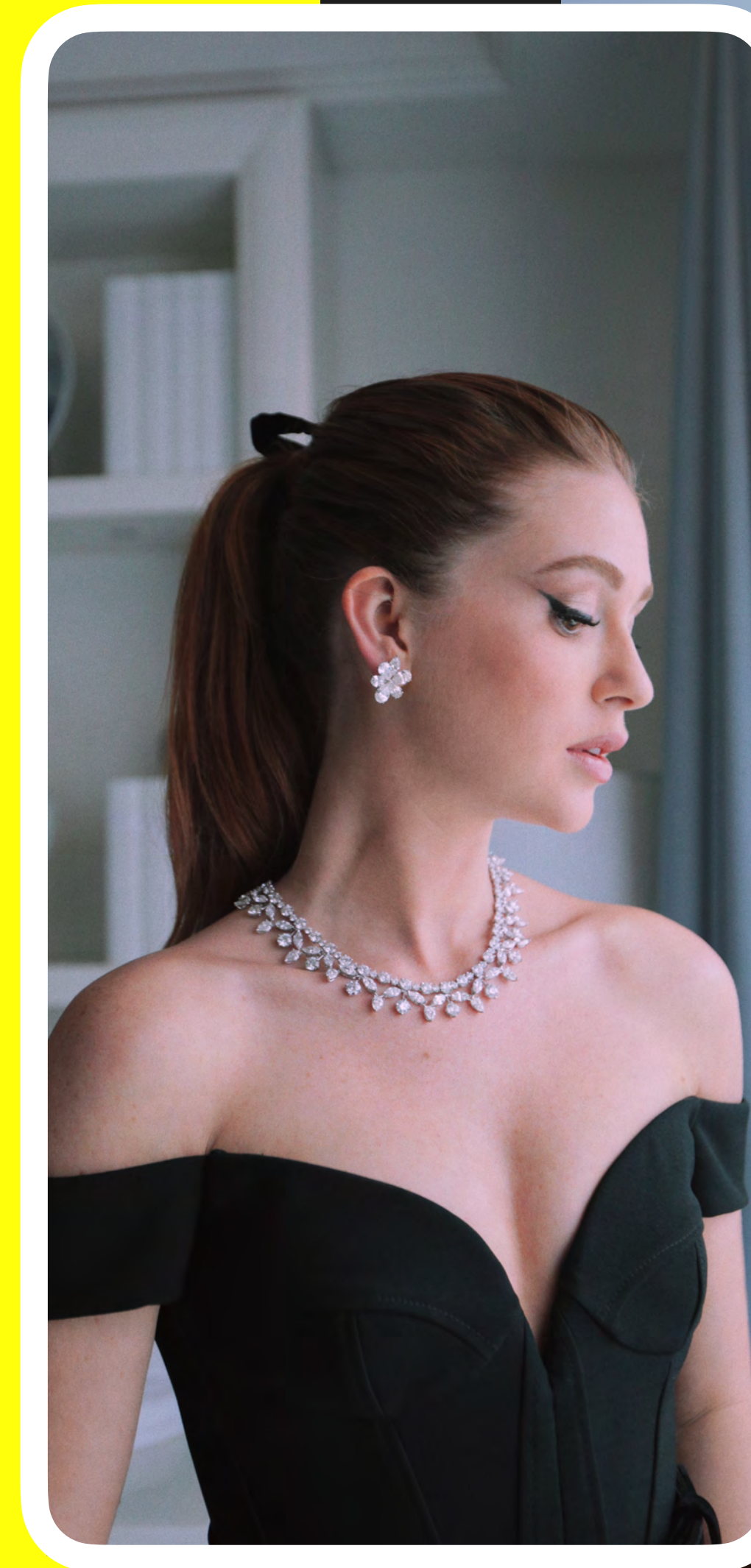
+ MG Platform. Harnessing data for stories.

+ MG Talent. Telling people's stories.

MG Influencer.

End-to-end influencer marketing strategies that tap into audiences by connecting the dots between your brand and creators who can tell your story. Using data-driven insights to position the narrative.

- GLOBAL STRATEGY AND CREATIVE.**
- INFLUENCER DISCOVERY AND PLANNING.**
- END-TO-END CAMPAIGN MANAGEMENT.**
- POST-CAMPAIGN INTELLIGENCE.**





MG Media.

A fully integrated media approach to support consumers on the path to conversion. **We develop and amplify meaningful media campaigns** that provide measurable impact to your brand.

- **PAID STRATEGIES AND OPTIMISATION.**
- **MEDIA BUYING AND ACTIVATION.**
- **INFLUENCER AMPLIFICATION.**



MG Studio.

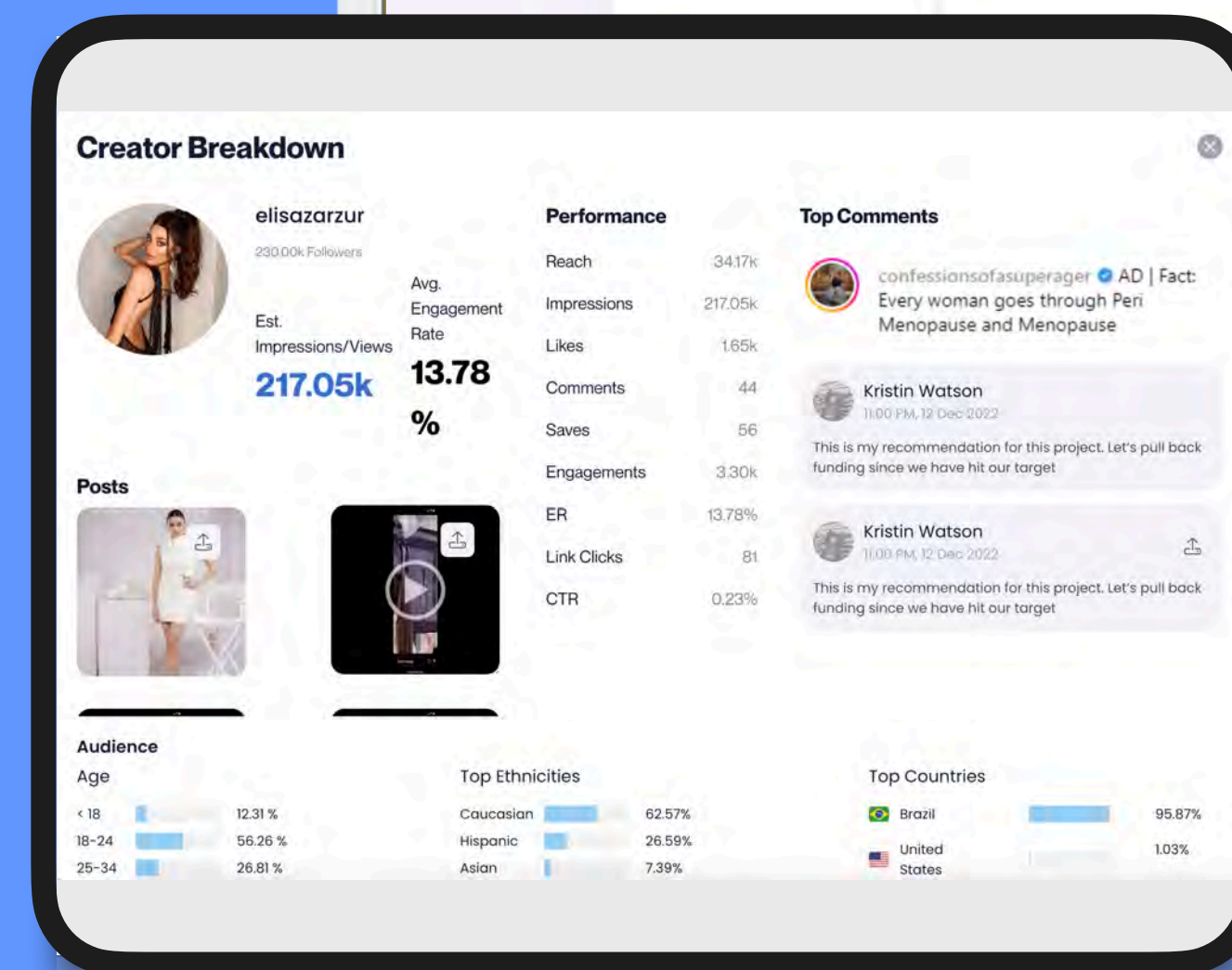
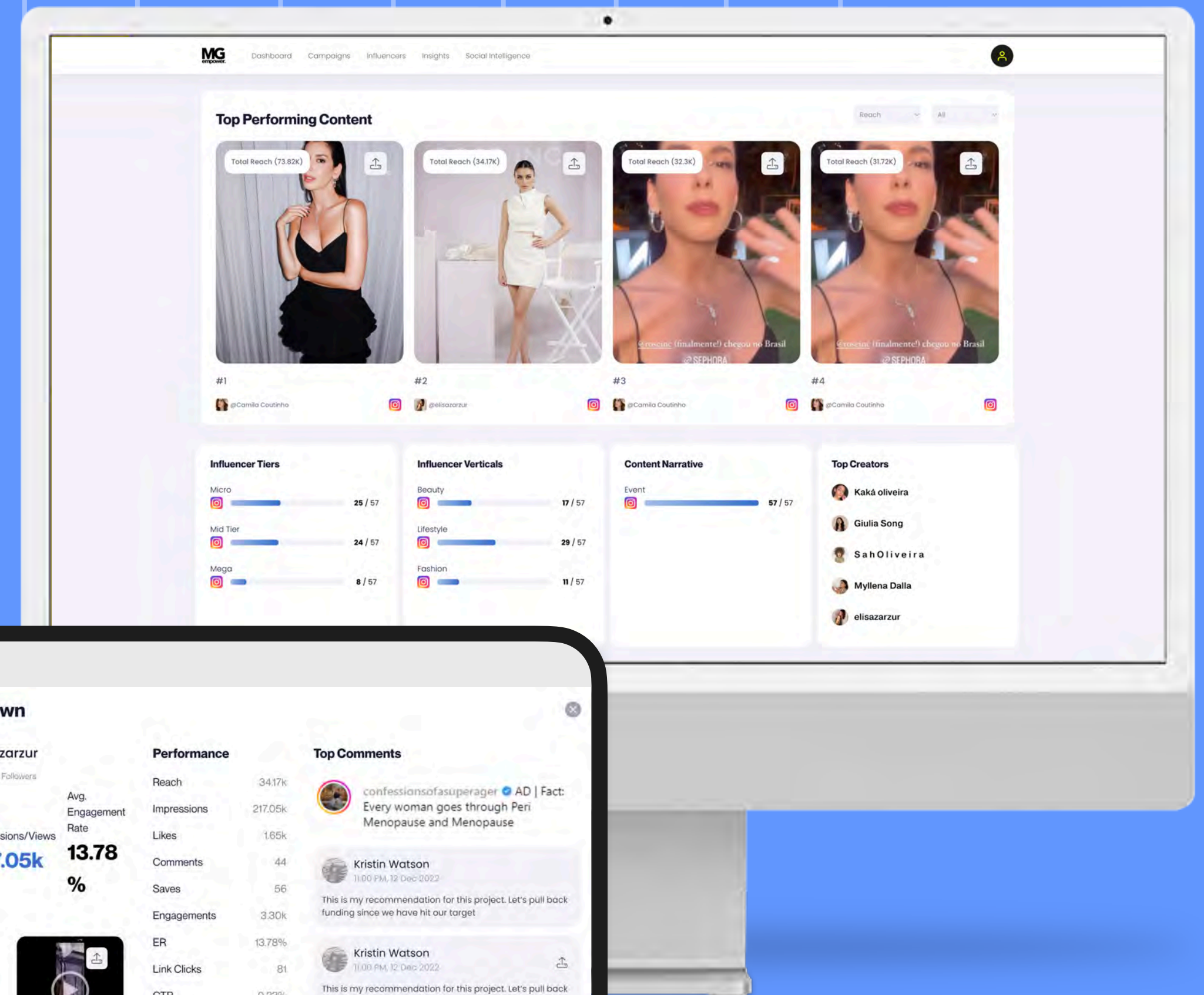
Our in-house creative hub produces immersive experiences and groundbreaking content, bringing your brand's story to life in real and virtual worlds.

- AUDIO-VISUAL.
- CAMPAIGN PRODUCTION.
- SOCIAL ASSETS.
- PODCAST PRODUCTION.
- VIRTUAL REALITY.
- IMMERSIVE EXPERIENCES.
- LIVESTREAMING.
- OOH.

MG Platform.

Our **proprietary tech platform** uses AI and ML-generated insights and advanced analytics to help you tap into your digital ecosystem.

- INFLUENCER DASHBOARD.
- SOCIAL MEDIA INTELLIGENCE.
- PROPRIETARY AFFILIATE MARKETING PLATFORM.
- PREDICTIVE ANALYTICS.



MG Talent.

Our in-house talent marketing agency is dedicated to providing boutique level services, integrated with MG Empower's ecosystem, to the biggest talents of tomorrow.



**Discover all the ways we
can impact your brand.**

#AboveAndBeyond



DRIVE BRAND AFFINITY WITH NICHE
AUDIENCES



#MakeTheGameYourOwn

Genesis partnered with MG Empower to deepen brand affinity with the golf community and challenge traditional portraits of golf as a male-dominated sport. The 10-month influencer marketing program, #MakeTheGameYourOwn, produced diverse content narratives that authentically communicated the brand's message while showcasing their state-of-the-art technology.

With smart influencer casting, selecting a mix of established and up-and-coming talents, the support of our studio team to create outstanding content with a 2 weeks shoot in LA and the amplification of our paid media team, we are proud to have delivered results beyond expectations with our integrated approach.

**GLOBAL STRATEGY AND CREATIVE / INFLUENCER
DISCOVERY AND PLANNING / INFLUENCER
AMPLIFICATION / AUDIO-VISUAL / END-TO-END CAMPAIGN
MANAGEMENT / POST-CAMPAIGN INTELLIGENCE**

WATCH NOW

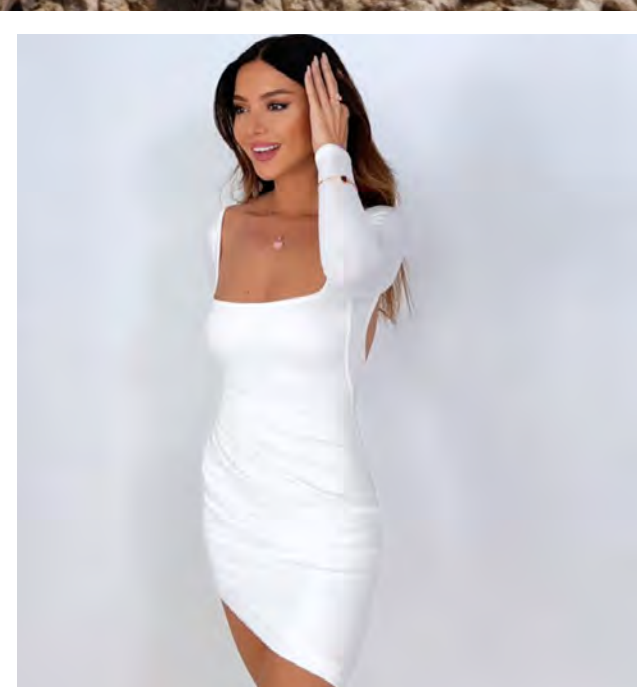
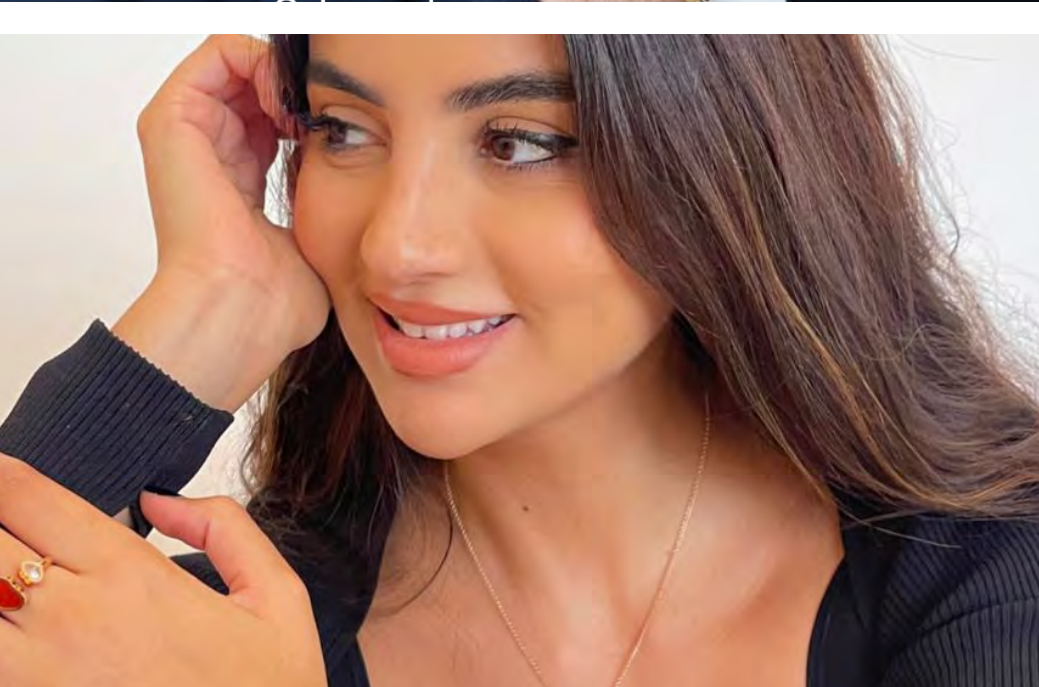
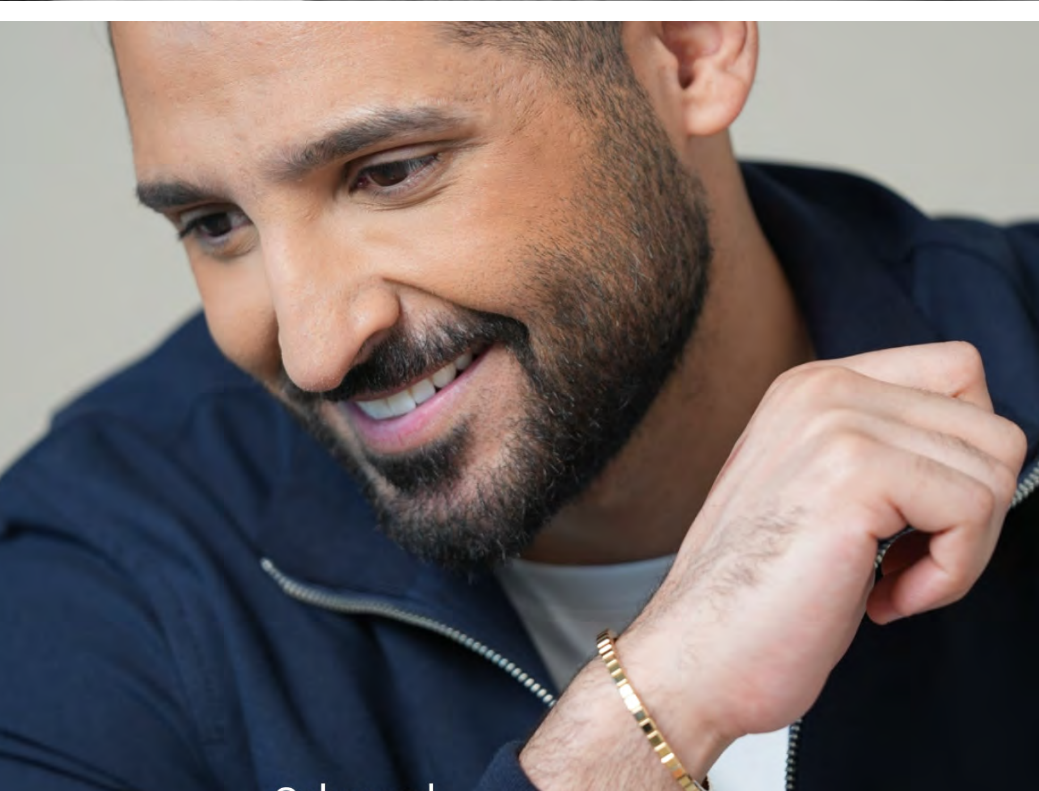
USA



+59.2M
IMPRESSIONS

3%
ER

23%
CPM
OPTIMISATION



DRIVE PURPOSE IN A CULTURAL MOMENT



Chopard

#InternationalHappinessDay

Chopard wanted to tap into the cultural moment – International Happiness Day – around the world. As happiness means and comes from wildly different things across the globe, we chose to celebrate its diverse meanings with the hero message: "What makes you happy?"

This became the guiding light for influencers who were tasked to express happiness in a way unique to them and their cultures. The social campaign ran over three phases to turn awareness into traffic, with over 30 ambassadors and amplifiers sharing curiosity-sparking stories that embodied the brand's Joie de Vivre spirit. The wave of happiness spread around the world sparked UGC and, in turn, built positive brand association.

**GLOBAL STRATEGY AND CREATIVE / INFLUENCER DISCOVERY
AND PLANNING / END-TO-END CAMPAIGN MANAGEMENT**

**USA, Europe,
Middle East, Asia**



4.2M
IMPRESSIONS

4.9%
ER

190K
ENGAGEMENTS



AN INTEGRATED APPROACH TO LAUNCH IN
A NEW CATEGORY.



COSTA BRAZIL

#FollowMyScent

How did Costa Brazil sell out AROMA, their first ever fragrance? Through a four-phase program designed to drive awareness and conversion, we encouraged audiences to #FollowMyScent through Influencer content, live shopping events, a pop up activation in New York and an immersive experience at the Cannes Film Festival.

With global talents like Alessandra Ambrosio, Xenia Adonts, Marianna Hewitt, Isabela Grutman, Leonie Hanne, Jessica Wang, Tamara Kalinin & James B. Whiteside and smart multi-channel content production and amplification we were able to spread the word about AROMA and make it the fragrance of the year.

**GLOBAL STRATEGY AND CREATIVE / INFLUENCER DISCOVERY
AND PLANNING / END-TO-END CAMPAIGN MANAGEMENT**

WATCH NOW

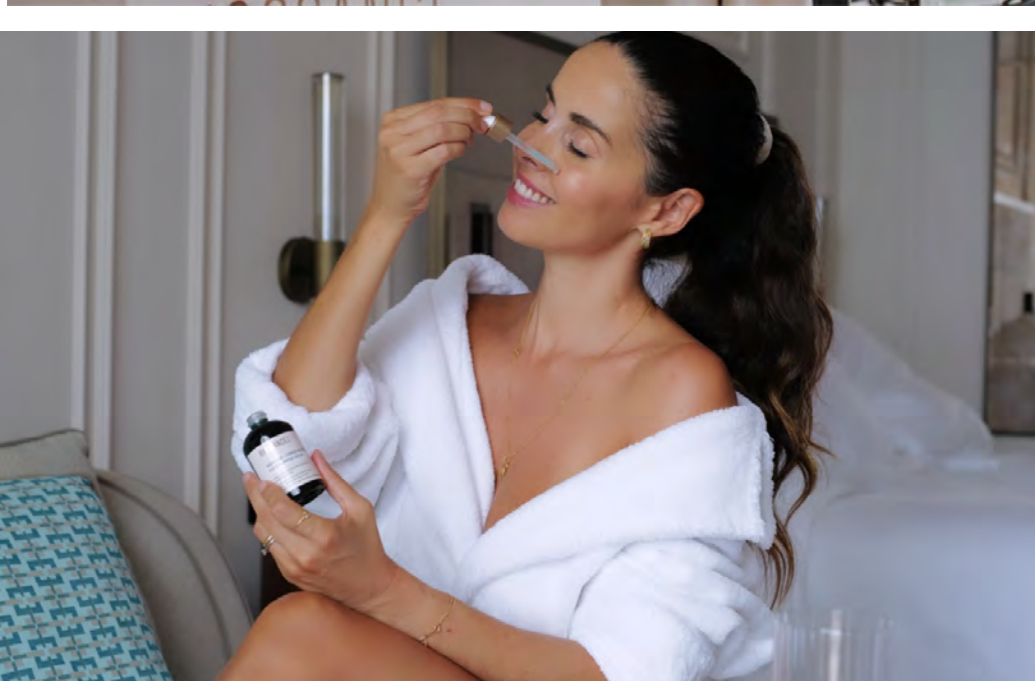
USA & EU



+6.5M
IMPRESSIONS

+6.2M
REACH

+4%
ER



CREATING IMPACT TO LAUNCH IN A COUNTRY



BIOSSANCE™

#PortugalLaunch

To amplify the launch of Biossance in Portugal, we created a multi-pronged program covering Influencer, Paid Media & Experiential to make sure the brand's launch would be unavoidable in the region.

We kicked off the program by inviting key ambassadors to an exclusive dinner along with key members of the brand to immerse attendees in the universe of the brand. From there, high-profile talents maximised brand awareness and engaged their audiences by creating organic social media content on their own platforms. But to make sure everyone would be aware of the launch, we also secured key OOH media placement and created a pop-up truck to take the message to the streets of Lisbon and Porto for maximum impact.

**GLOBAL STRATEGY AND CREATIVE / INFLUENCER
DISCOVERY AND PLANNING / END-TO-END CAMPAIGN
MANAGEMENT / EXPERIENTIAL PRODUCTION**

WATCH NOW

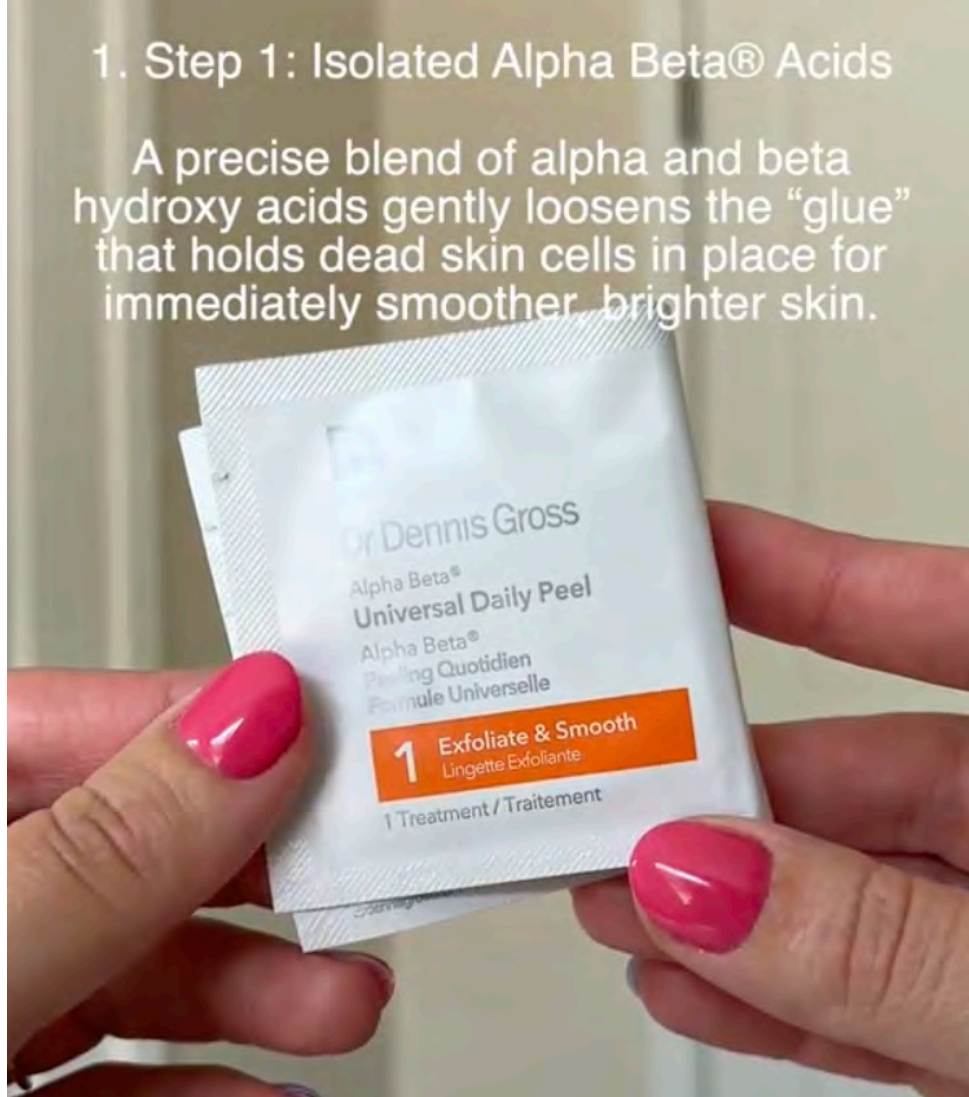
Portugal



24.4K
ENGAGEMENTS

1.53M
REACH

1.56M
IMPRESSIONS



OWNING YOUR DIFFERENCE TO BUILD
PREFERENCE



#AlphaBetaDuo

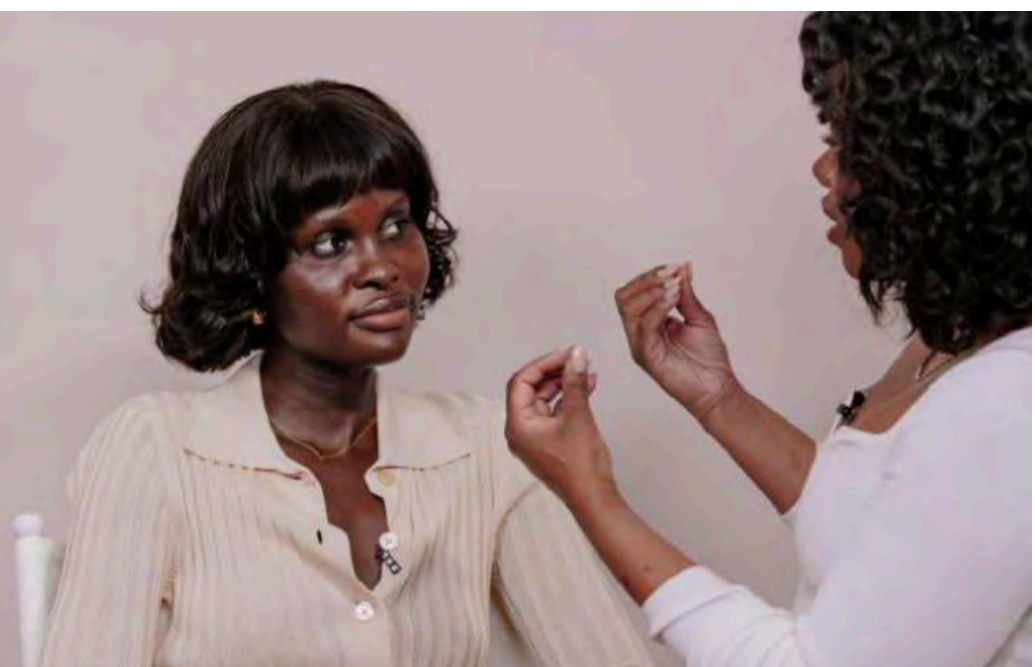
With competition chasing after the success of their Alpha-Beta peels and their formula of before-after demonstration starting to wear out, Dr Dennis Gross was looking for a fresh way to engage audiences and drive conversion. Leaning into the product differentiation of being a 2-phase product, we devised a layered influencer plan to keep their peel at number one in the US.

The #AlphaBetaDuo campaign was inspired by the idea that 'two is better than one'. More than 20 influencers went live with authentic, skincare-centric content for their audiences on TikTok and Instagram, supporting the brand's positioning in the market. We phased the content to explore the concept from two different dimensions: a two-step process, and a two-people demo. With several pieces of content going viral for the creators and the campaign exceeding benchmarks, this program is proving that creativity in product demonstration drives results.

GLOBAL STRATEGY AND CREATIVE / INFLUENCER DISCOVERY AND
PLANNING / END-TO-END CAMPAIGN MANAGEMENT

USA





AN INTEGRATED LIVE SHOPPING EXPERIENCE



ROSE INC

#InnovationEncapsulated

Rose Inc was looking to build brand authority and drive engagement around their new microencapsulated, tech-driven collection. We saw live shopping as a great opportunity to do that and devised a 360° strategy centred around the livestream, and amplified on owned, shared and paid platforms to maximise impact.

An immersive livestream shopping event, combined with a smart amplification strategy and influencer marketing activation, supported the launch and drove consideration for the collection's unique formulae. High-quality content shared by key content creators generated excitement for the real-time experience, while also driving viewers to engage and purchase, expanding the impact of the campaign while reinforcing brand positioning among key target audiences.

GLOBAL STRATEGY AND CREATIVE / INFLUENCER
DISCOVERY AND PLANNING / END-TO-END CAMPAIGN
MANAGEMENT / INFLUENCER AMPLIFICATION

WATCH NOW

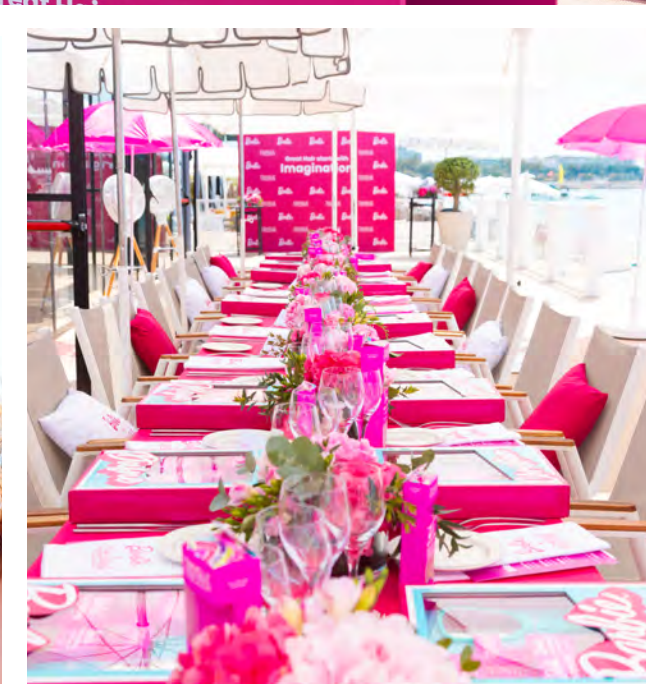
USA



+8.18K
ENGAGEMENTS

+3.4M
REACH

+10.3K
CLICKS



BUILD BUZZ TO MAXIMIZE AN ICONIC COLLAB



TANGLE TEEZER® Barbie

Tangle Teezer x Barbie.

Tangle Teezer was gearing up to launch their collaboration with Barbie and looking to capitalise on the buzz around the brand. Leveraging our deep experience in activations at the Cannes Film Festival, we created and executed a layered strategy that put the brush brand at the tip of the wave of the current Barbie buzz.

To build hype at the heart of the world's most prestigious event for film and creativity, we produced an exclusive lunch that immersed attendees in the imaginative world that Tangle Teezer and Barbie had created – with a life-sized Barbie box, personalised Barbie box sets, and plenty of Instagrammable moments to inspire our guests. Global talents used the environment to create spellbinding content that engaged huge audiences around the world. By securing world class talents and creating a tailored experience, we were able to deliver performance that exceeded the initial target by millions.

IMMERSIVE EXPERIENCES AND EVENTS / GLOBAL
STRATEGY AND CREATIVE / INFLUENCER DISCOVERY AND
PLANNING / END-TO-END CAMPAIGN MANAGEMENT

WATCH NOW

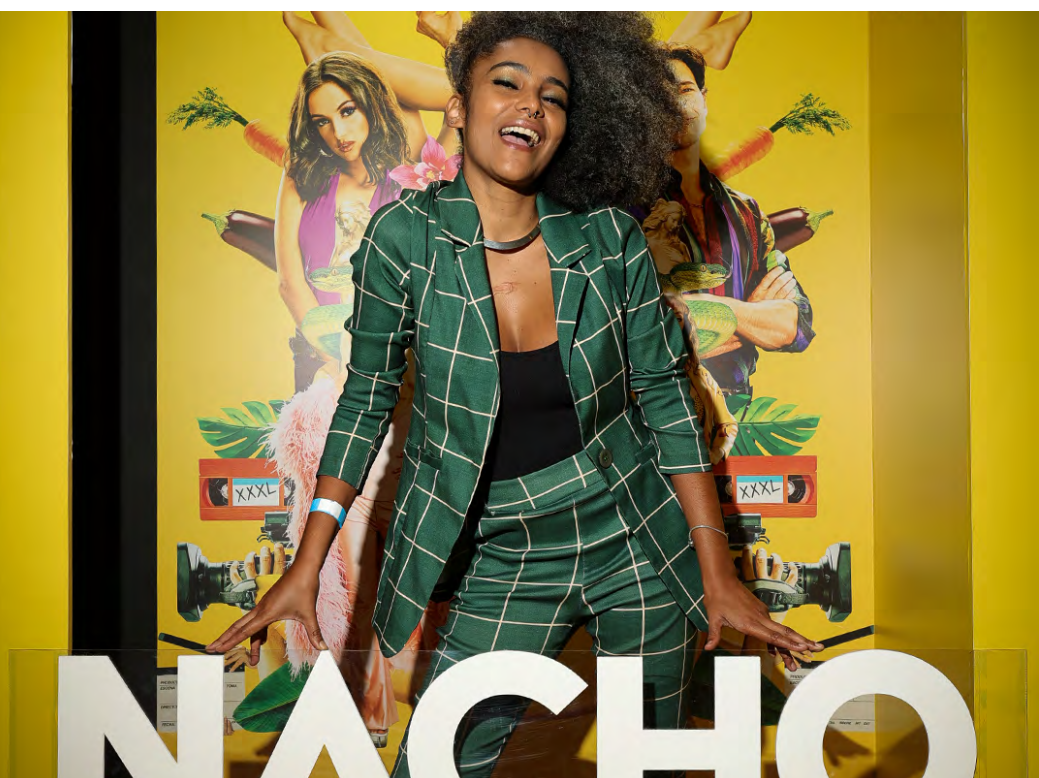
US, UK, France,
Brazil & Global



7.3M
REACH

3.71%
ER

+6000%
VOLUME OF
COVERAGE



DRIVE PLATFORM SUBSCRIPTIONS IN BRAZIL



LIONSGATE+

#Nacho BRAZIL

In the lead-up to the Brazil launch of 'Nacho', LIONSGATE+ asked MG Empower to drive visibility for the new show and subscriptions for the platform – in a new market So we ran a fully integrated campaign, combining all-out event production with intelligent influencer marketing and paid media strategy to ensure 'Nacho' landed with a bang.

Our creative team brought the 'Nacho' world to life in an iconic Sao Paulo cinema with an on-brand yellow carpet, interactive audio-visual and gastronomical installations, branded props and other moments crafted to inspire guests. The event resulted in widespread UGC and national media buzz, and provided the right setting for content creators to share the experience with their audiences to immerse them in the world of 'Nacho' and exceed all benchmarks.

GLOBAL STRATEGY AND CREATIVE / INFLUENCER DISCOVERY AND PLANNING /
END-TO-END CAMPAIGN MANAGEMENT / IMMERSIVE EXPERIENCES AND EVENTS /
INFLUENCER AMPLIFICATION

Brazil



4.8M
IMPRESSIONS

+130K
LINK CLICKS

9.8%
ORGANIC ER



CREATE A NEW FANBASE IN MEXICO



LIONSGATE+

#NachoTV Mexico

When LIONSGATE+ launched 'Nacho' in Mexico, they asked MG Empower to help create a new fanbase for the show and drive platform subscriptions in the region. We launched a three-phase, co-creative campaign that bridged IRL and Instagram moments to build anticipation and awareness around the show's premiere – kicking off the campaign with an intimate cocktail event where creators mingled with Nacho cast members to inspire exclusive, hype-building content.

In the creative environment made to feel like the hedonistic world of 'Nacho', the creators delivered behind-the-scenes, exclusive interviews and storytelling moments, effectively building consideration for the series among audiences in the country. We doubled down on this with a paid amplification strategy, targeting key interests to drive over 88K users to the LIONSGATE+ website.

GLOBAL STRATEGY AND CREATIVE / INFLUENCER
DISCOVERY AND PLANNING / END-TO-END CAMPAIGN
MANAGEMENT / INFLUENCER AMPLIFICATION

WATCH NOW

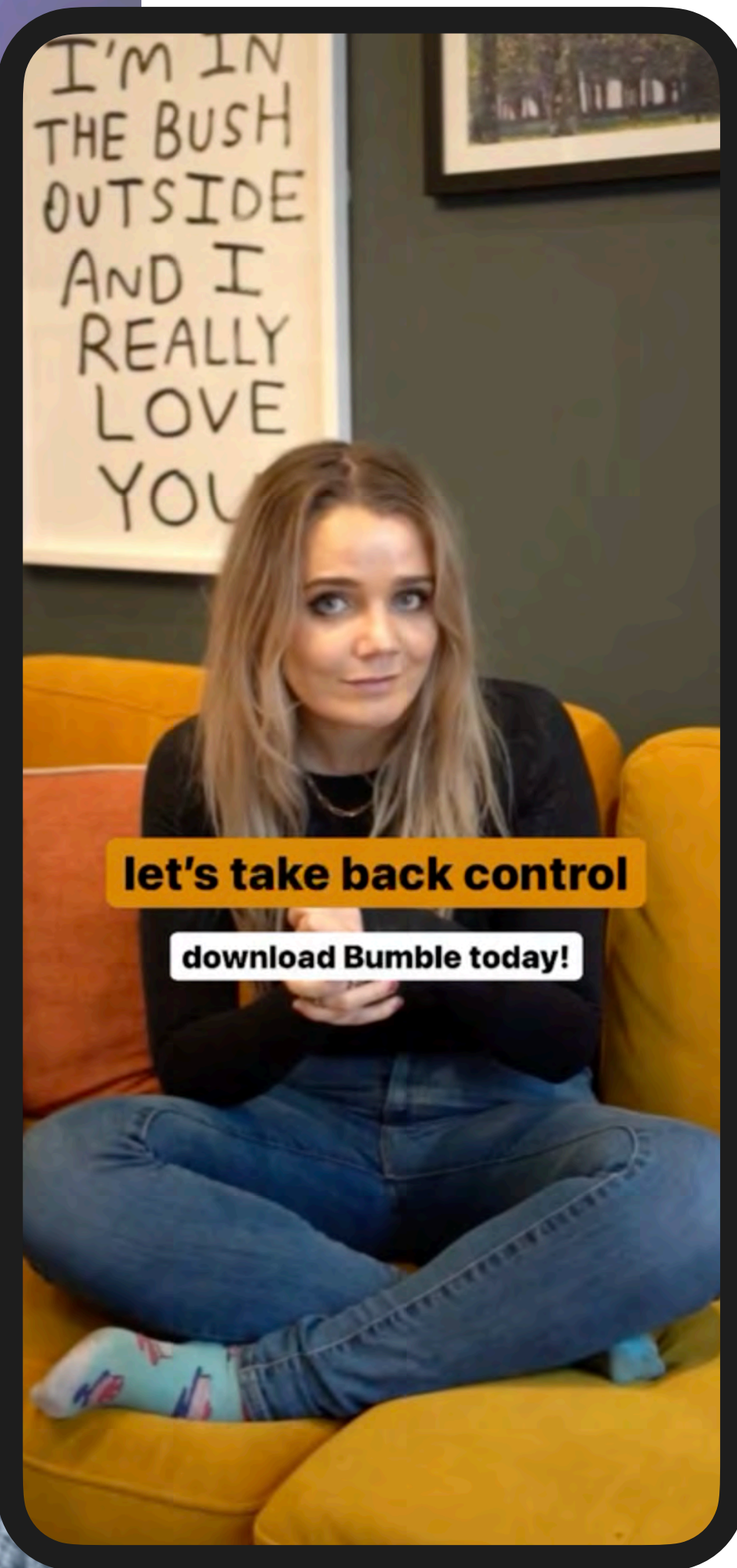
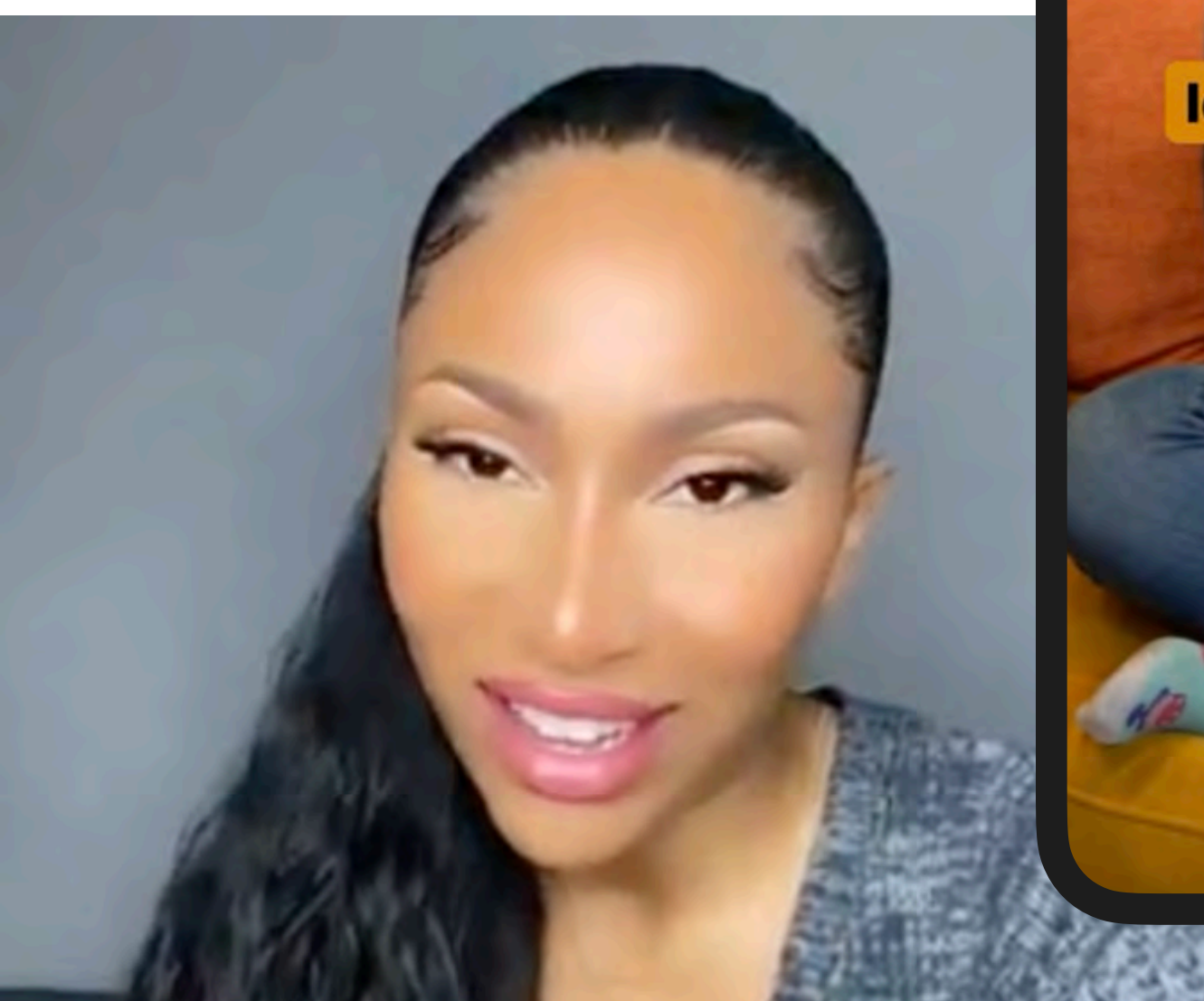
Mexico



1.8M
IMPRESSIONS

88.8K
LINK CLICKS

7.3%
ORGANIC ER



DRIVE AFFINITY BY SPARKING CONVERSATION



#MakeRomanceEqual

In the lead-up to International Women's Day 2022, Bumble was looking to spark an open conversation in the UK around the Romance Gap – like the pay gap, but for dating. So we tasked key cultural voices, including celebrity comedian Katherine Ryan, with inspiring and educating their followers by introducing the concept of the Romance Gap in ways that were relevant to their lived experiences.

The creators mixed educational content with stories about their personal experiences across the full spectrum of womanhood and invited their audiences to share their own. This not only sparked an important conversation but also amplified Bumble's commitment to empowering women to make the first move. We are proud to have generated an incredibly positive consumer response, making this a successful exercise in building trust and relevance among key communities by placing a strong purpose at the heart of a social campaign.

**GLOBAL STRATEGY AND CREATIVE / INFLUENCER DISCOVERY
AND PLANNING / END-TO-END CAMPAIGN MANAGEMENT**

WATCH NOW

UK



78.6K
ENGAGEMENTS

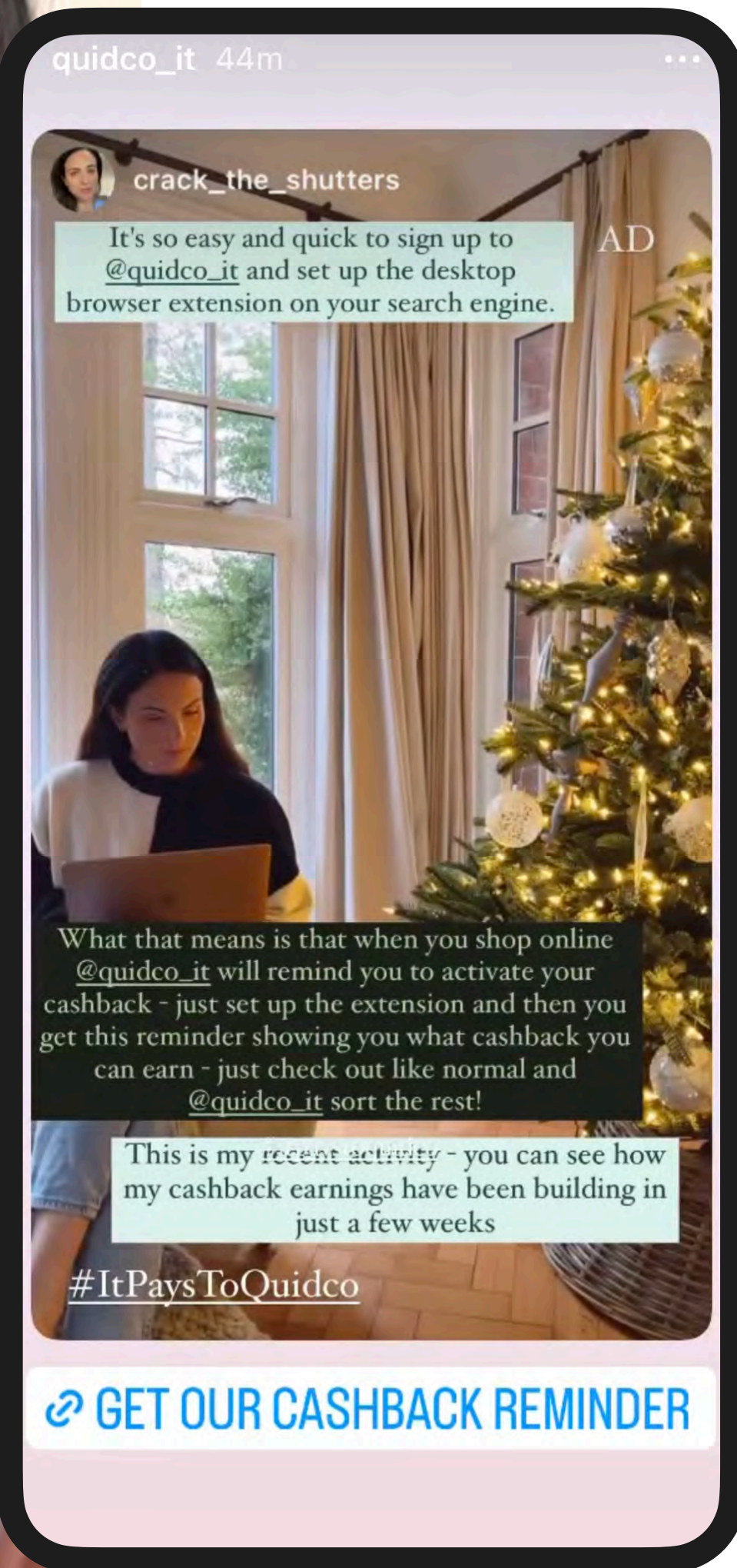
6.72%
ER

4.7M
IMPRESSIONS
& VIEWS

5K
CLICKS



SO USING
QUIDCO



GROW AWARENESS AND CONSIDERATION FOR
A NEW PRODUCT LAUNCH



Quidco

#ItPaysToQuidco

Quidco launched a new browser extension to help UK consumers save money – this being a new service, however, their core challenges were awareness and visibility in the market. So our influencer marketing and paid media experts collaborated on an influencer-driven social campaign that tapped into the concerns of an increasingly budget-conscious consumer base.

Influencers' show-and-tell content on TikTok and Instagram – amplified by interactive storytelling elements, repurposed UGC and a dynamic paid media strategy – clearly and relatably demonstrated Quidco's cashback benefits, and successfully motivated their audiences to install the extension. The campaign proved that not only does it #PayToQuidco, but it also pays to amplify influencer content in all the right places with a smart paid strategy.

GLOBAL STRATEGY AND CREATIVE / INFLUENCER DISCOVERY
AND PLANNING / END-TO-END CAMPAIGN MANAGEMENT /
MEDIA BUYING AND ACTIVATION / INFLUENCER AMPLIFICATION

WATCH NOW

UK



+9000%
LEADS

1.2M
IMPRESSIONS

8.7K
LINK CLICKS

+490%
CHECK OUTS



CREATIVE DIRECTING AND PRODUCING A HERO
VIDEO FOR A PRODUCT LAUNCH



FUJIFILM

#Fujifilmxs20

Fujifilm released a camera with new features tailored specifically to the needs of content creators. So we produced the launch campaign – including an end-to-end audio-visual strategy culminating in a top-performing video to be deployed across all of the brand's online touchpoints – highlighting the camera's relevance to the forever-evolving culture and lifestyle of young creatives.

The video seamlessly blends Fujifilm X-S20's USPs with the brand's unique visual heritage. Our production team managed the process from start to finish, aligning with a selection of UK-based creators who tested and experienced the product, evoking everything the new camera is about: effortless, playfulness and versatility. The end result stands out as Fujifilm's best-performing content since the camera was launched.

GLOBAL STRATEGY AND CREATIVE / INFLUENCER DISCOVERY
AND PLANNING / END-TO-END CAMPAIGN MANAGEMENT /
AUDIO-VISUAL / CREATIVE DIRECTION AND CONCEPTING

WATCH NOW

UK



7.5K
ORGANIC VIEWS UK

16K
ORGANIC VIEWS JAPAN