

MG Influencer.



MG Empower
Agency Deck

2023
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- **AN INTEGRATED APPROACH TO INFLUENCE.**
- **STRATEGIES FASHIONED BY INTELLIGENCE.**
- **UNRIVALLED DATABASE OF 3M+ INFLUENCERS.**

People connect with stories. So we connect the dots between your brand and social media creators who know how to tell yours. Tapping into personalities and platforms that touch your customers at every stage of their journey, using data and insights to position the narrative.



WHAT STORY DO YOU WANT TO TELL? STRAT

Global strategy and creative.

Our strategy team follows an integrated approach to influence, blending data-driven intelligence with market research, localised intelligence and award-winning creative concepting for maximum impact – whether you're after awareness, community-building, conversions or all three at once.



INTELLIGENT PROCUREMENT.

Influencer discovery and planning.

We've turned influencer procurement into an art and a science – using an intelligent methodology that combines a +3M database of influencers with predictive analytics, creative alignment and strategic planning to optimise ROI.



BRING YOUR STRATEGY TO LIFE.



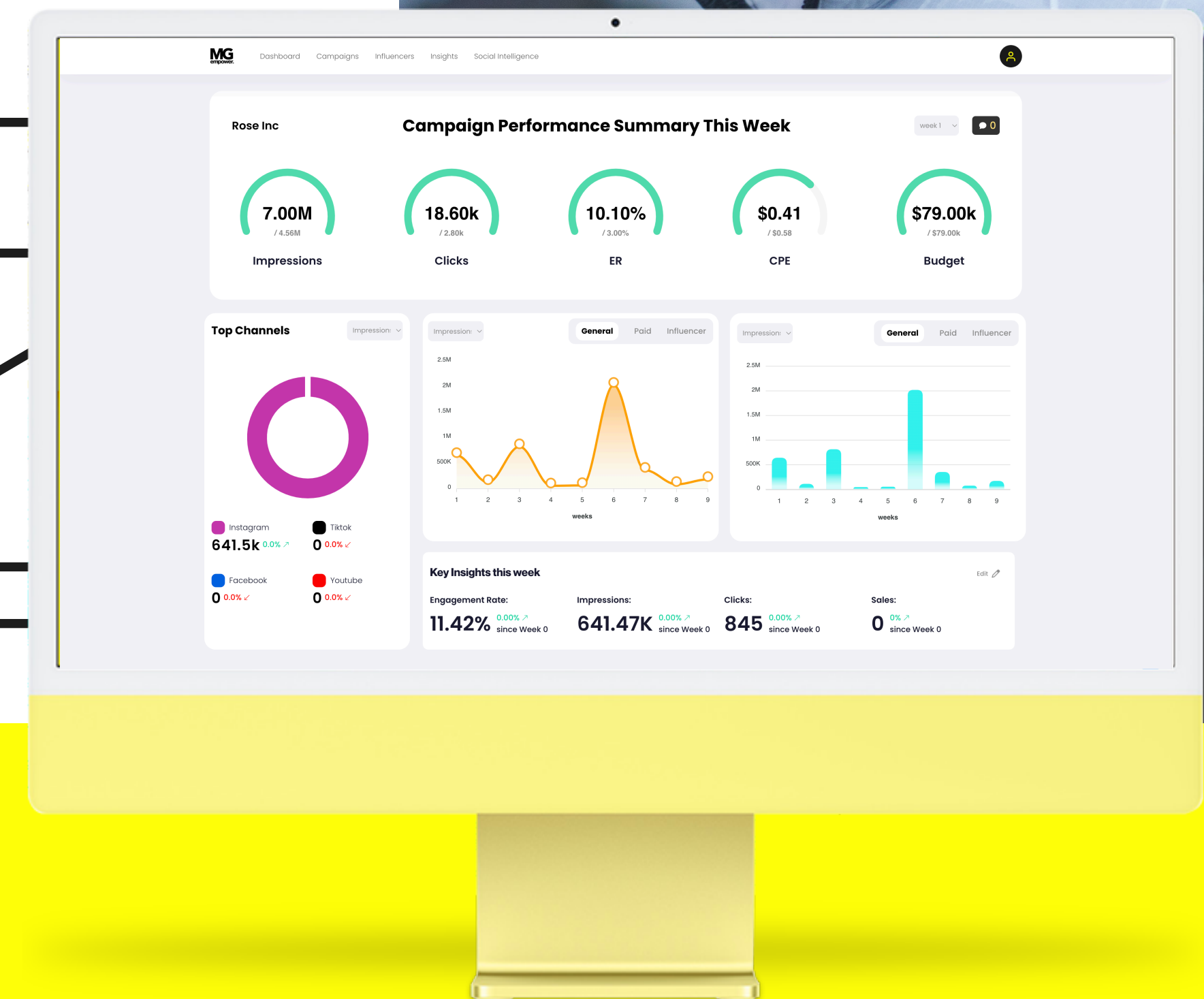
**End-to-end
campaign
management.**

Our campaign teams keep their fingers on the pulse of your campaign from start to finish (and beyond). We track social performance in real-time, working reactively with our influencers to ensure the medium and the message are always on point, pivoting quickly when needed.

Post-campaign intelligence.

MG Platform is an unrivalled resource for insights and analytics. We use it to analyse how people interact and engage with content to truly understand the social, cultural and business impact of your campaigns – combining qualitative and quantitative analysis to generate actionable insights.

WE'RE OBSESSED WITH ROI.





Chopard
#ChopardLovesCinema

Through a mix of IRL activations, long term talent partnerships, major red carpet moments and livestreaming, we've been evolving and amplifying Chopard's presence at the Cannes Film Festival for the past eight years.



Biossance Miami
Experience

To ensure Biossance's first-ever IRL store landed with a bang, we developed and executed a high-impact integrated strategy – combining influencer marketing with a three-day, live and immersive experience in Miami.



Bumble
#MyLovelsBlackLove

A smart integrated campaign drove awareness and cultural impact for Bumble UK, creating space for conversations about online dating for Black British people and reaching +3M people.



Flannels x Gucci

We designed the ultimate holiday wishlist and enlisted key fashion influencers to promote it with binge-worthy TikTok content, inspiring UK audiences to get involved and shop the collection.



Genesis
#MakeTheGameYourOwn

A ten-month-long, always-on integrated influencer marketing campaign amplified the luxury car brand's presence at the PGA, using diverse content narratives – spanning organic and paid media – to help Genesis tap into the global golf community.

STARZPLAY



BIOSSANCE.



BY TERRY

HOUSE OF
FRASER
SINCE 1849

Stripes



Chopard

BRANDS.

9P
pipette

LIONSGATE+



DIOR



COSTA BRAZIL



ROSE INC



LELO

ALBERTA FERRETTI

DISCOVER EVERYTHING ABOUT MG INFLUENCER ON OUR WEBSITE.

<https://mgempower.com/mg-influencer/>



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