

INFLUENCER MARKETING

How MHP Mischief delivers return
on influence with every campaign

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OUR SERVICES IN THE INFLUENCER SPACE

In the era of the Attention Rebellion, there is perhaps no place where our time is more contested than in the world of influencer marketing.

In these hectic, ever changing social media spaces, brands are vying for a few seconds of time with their intended audiences.

**BUT IT'S HARD TO STAND OUT,
CUT THROUGH
AND GET NOTICED**



There are **1.9bn** daily active Instagram users in the world, TikTok is the world's most downloaded app, the world watches **1bn** hours of YouTube videos per day and - according to our own research - **71%** of British people spend between one and five hours a day on social media platforms where influencers post content.

That's where MHP Mischief steps in with solutions.



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DRIVING RECALL TO DELIVER RETURN ON INFLUENCE

We are applying our Attention Rebellion approach to the problem by creating an Influencer Attention Levers Planning Model to better creatively and strategically plan cut-through content.

This centers on:

01

Understanding the motivations of audiences on social platforms and how to create brand desirable behaviours through the work we make in partnership with creators

02

Uniting our creatives with channel creators to ideate high impact content ideas in partnership to drive up brand recall

03

Agile channel planning centered on optimising content and playing with algorithms, not against them



The job is then to ensure the work we create has impact.

Return On Influence is a measurement framework we have created that spans six key metrics to evaluate the success of work in influencer marketing.

The backend of this is powered by our measurement partners to provide third party verification.

Each campaign obtains a simple score to enable better like-for-like comparison and 'at a glance' review by client teams.



OUR SERVICES IN INFLUENCER MARKETING

Planning

- Audience analysis and channel recommendation
- Creative strategy/ ideation aligned to campaign and objectives
- Influencer ecosystem building
- Robust influencer authenticity checks using industry leading tools and human analysis
- Contracting specialists

Delivery

- Full service talent management
- Client accessible influencer portal for review and approving work
- Campaign delivery experts assigned to your account
- End-to-end production management for campaigns involving shoots of any kind
- Development and management of posting schedule
- Consultancy, activation and management of paid media

Impact

- Pre campaign dip analysis and objective setting
- A/B testing available on posts
- Through campaign analysis and campaign optimisation
- Post campaign analysis, key learnings and outtakes
- Full Return on Influence scoring dashboard

HELPING YOU MAKE WORK LIKE THIS

Educating



'Don't Get Played' was a fun & informative TikTok and Instagram campaign for the Financial Conduct Authority where we made 'rug pull moment' content to grab the attention of young audiences who might get caught up in investment scams. **It generated 11% ER and direct web traffic**



Fan Management



Working with top tier creator brand fans to generate content and increase organic posting, as we do with LEGO and its community of superfans such as The Beckhams and Ed Sheeran

Collaborations



Bringing together some of Gen Z's favourite Instagram creators we developed exclusive product SKUs for Impulse and generated listings in 1000 stores and **reaching 3.5m of the target audience.**



Sales Driving



For cryptocurrency platform Coinbase our educational video series across YouTube and TikTok with creators **drove \$50,000 in trades** in just a short time frame.



INFLUENCER MARKETING IN STATS

We undertook some research of consumers and marketers to understand how they perceive brand campaigns in the influencer marketing space. A few standout results include:

51% of marketers worry audiences don't recall their brand in influencer posts



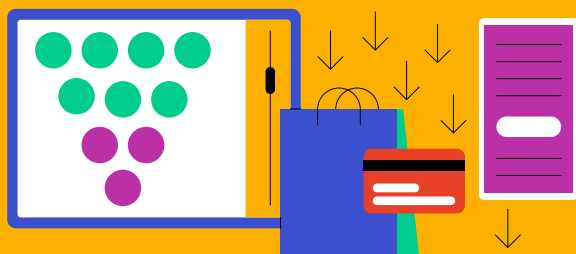
53% of audiences can't remember a brand's name after seeing a post

33% of marketers would increase spend if better metrics were available



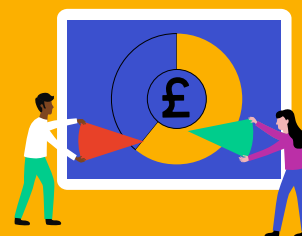
30%

of consumers scroll on from branded content



61%

of marketers spend 10%+ of their budget on influencers



INFLUENCER MARKETING IN STATS

In the world of consumers, these are the most popular engagement actions audience have told us they take on influencer social posts:



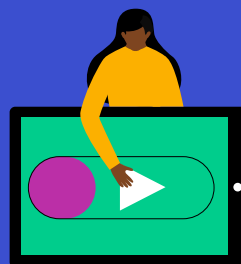
41%

Clicking on a brand link mentioned in an influencer's captions



28%

Sharing a branded post with a friend



34%

Saving a post to refer to later which included a branded collaboration



25%

Purchasing a product recommended by an influencer



FIVE TIPS ON CREATING RECALL IN YOUR INFLUENCER CAMPAIGNS



Start with the audience. What matters to the people you are trying to reach and how do they connect with social media influencers and for what?

1



Have you a clear perspective on the objectives of this campaign and have you set KPIs for influencer marketing?

2



Is the idea you have in mind bespoke for influencer spaces? Have you spent time collaborating with the creator on the brief?

3



Are the creators you want to work with authentic in how they communicate with your audience?

4



Have you optimised the content with boosting, paid support or used the appropriate social platform products to maximise views and interactions?

5

OUR EXPERTS



Lucy Hart

Head of Strategy Insight, Mischief

Lucy joined the agency as Head of Influence having run large scale influencer campaigns for brands in the ABInBev group and across Unilever globally for many years. She established expertise across the agency and has developed influencer strategy and campaigns for clients such as LEGO, Huawei and Just Eat and now leads all our brand strategy and channel planning. She's been delivering influencer programmes since the days of Bebo and Habbo Hotel (though today she specialises in Instagram and TikTok marketing) and regularly speaks on industry issues connected to social media measurement, influencer representation, safe online spaces for children and creativity in social.

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Morgan Clark

Social and Influencer Lead

Morgan recently joined MHP Mischief as Social and Influencer Lead, focused on growing both disciplines within the agency. Previously Morgan was at We Are Social where she led the Meta and Dr. Martens accounts.

Other clients include YouTube, Netflix, Weetabix, Mastercard, Diageo, Uber, Three and many others. In her spare time Morgan is the Head of Social for Working Girls Network (WGN). WGN is an open network for professional women that aims to provide women with training and support through events, mentorship and connection.

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MHP Mischief is a unique combination of two market leading brands, with 200 communications specialists and an approach that blends behavioural science, media and influencer strategy, creativity, audience insight and industry expertise.

MHP changes minds and behaviour in a tribal and polarised #NetworkedAge. Mischief is engineered to win in an information-saturated era of #AttentionRebellion.

Our specialist areas include consumer comms, corporate reputation, crisis management, capital markets, public affairs, health, financial services and studio production.

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