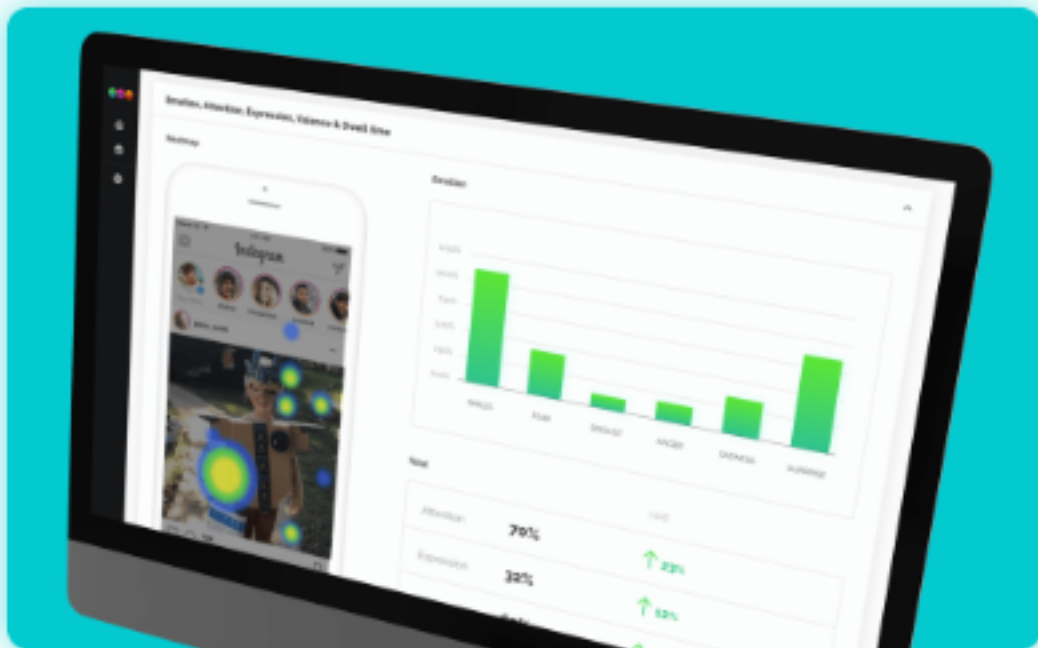


# Our work.

01  **Whalar**

Whalar is an influencer marketing company on a mission to 'Liberate the Creative Voice'. Whalar is focused on leveraging technology to provide a new operating model for producing high quality creative work, accessing engaged audiences and gaining diverse consumer insights. They are the Facebook, Instagram and Snapchat official partner for influencers, have advertising legend Sir John Hegarty as Chairman and work with global brands like Unilever, Diageo, Estee Lauder, Nike, Apple and Ralph Lauren.



## HOW WE'VE HELPED

### Problem

Despite the huge growth in influencer marketing in the past few years, no one has really established a consistent approach to measurement. The traditional methodology for testing content requires setting up research, fieldwork and analysis, takes 15 days and is very costly. There is currently no quick and scalable way to measure the impact of Instagram influencer marketing.

### Solution

Whalar came to us asking for help to create an organic, push-button way to measure the impact and effectiveness of Instagram influencers, including the design of a performance metric that would capture the nuances of influencer marketing and as a result, confirm them as the leading influencer marketing agency.

We built a metric for organic influencer marketing which is now a default option on all their campaigns, helping Whalar to revolutionise the influencer marketing industry.