

tidal

WEAR IT. SHARE IT.

#itsbanana

Photos: obygrace.com

INFLUENCER  
CONTENT



BANANA REPUBLIC

## OBJECTIVE

Banana Republic has long been the defacto leader in bringing luxury-quality clothing to the mass market. GAP Inc.'s high-end subsidiary has built a fervent fan following, but in this new "creator era" of Instagram stars and fashion bloggers the brand's traditional advertising and highly-produced photo shoots were no longer as effective as they were.

Banana Republic needed a way to execute shoots with fashion stars on Instagram to produce more authentic content for BananaRepublic.com, and to create awareness with the followers of those social media stars. They had hundreds of individual products that needed to be shot each month. Other influencer networks, PR firms and agencies weren't setup to handle this high-volume. The brand needed a platform, and strategy, that could bring scale to influencer photoshoots— in a cost-efficient manner.

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## STRATEGY

Tidal brought its influencer “content-as-a-service” program to Banana Republic to activate hundreds of posts and thousands of images each month for Banana Republic. This program leverages Tidal’s network of more than 50k+ online influencers, the largest anywhere. Tens of thousands of Instagram fashion stars have been attracted to the Tidal network through partnerships with top publishers like Teen Vogue & Today Show.

A private network of influencers was created on Tidal’s ContentMetric® influencer CRM. The platform makes it easy to manage logistics, ensuring each participant receives a distinct article of clothing, shoots their look & shares it with their followers. All content is reviewed to ensure it meets guidelines for the brand, including notice of sponsorship as required by the FTC. Banana Republic social media managers can review and grade participants for future rounds of activation.

*In partnership with Olapic, all Tidal content produced can be instantly featured on [BananaRepublic.com](https://www.bananarepublic.com) alongside each appropriate product featured in the shoot, and in a hashtagged #itsbanana “Style Feed” on their site.*

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# #itsbanana

#itsbanana

SHOW ME: WOMEN MEN

UPLOAD PHOTO



Photos: [findingbeautifultruth.com](http://findingbeautifultruth.com)





"I'm thrilled to be partnering with Banana Republic to share this Springtime look that makes me feel confident, well dressed and truly brings out my inner 'Boss Lady'."

— currentlycrushing.com

Photos: bethanimalprint.com

"I've been shopping at Banana Republic for quite some time now, so I was thrilled at the opportunity to collaborate with them. Honestly, when it comes to good fitting clothes and even better quality, #itsbanana."

— Leah Behr, eatpraywearlove.com

## RESULTS

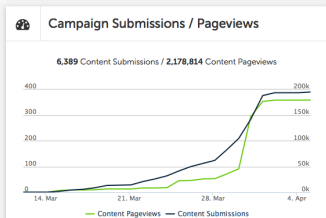
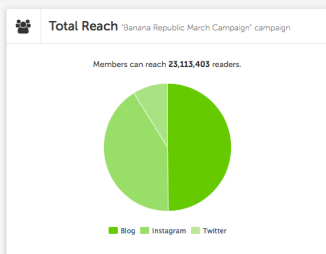
Tidal was able to build a private influencer network and begin delivering content in just a few short weeks. Ongoing, 500 shoots from 250 online influencers are executed each month creating gorgeous "real life" content for the brand and capitalizing on bloggers' own online reach and social media followers. This has sparked hundreds of thousands of shares, comments and likes, all easily tracked through the Tidal ContentMetric® platform.

Banana Republic has been elated with the quality of the authentic influencer content produced and extended the value of the partnership by utilizing select images and contributors on their site, e-newsletters, and across their marketing efforts. This multi-tiered campaign has provided increased brand awareness via the bloggers' channels, and created a beautiful, shoppable hub of content on BananaRepublic.com.

With just a few clicks, together, Tidal and Banana Republic executed a successful program that achieved multiple marketing, engagement and awareness objectives.

## AUTHENTICITY, AT SCALE

Tidal tapped 250+ online influencers with tens of thousands, and even some with hundreds of thousands, of followers, including lifestyle bloggers, from Tidal's network of 50k+



**Top Performing Posts**

On	Title	Votes	Views	Shares
03.15	Khaki Accents	783	17,653	321
03.14	Coffee Break	345	1,187	99
03.15	How to Wear White Flare Jeans	653	3,615	74
03.15	It's BANANA!	345	8,320	12
03.17	Going Green with Banana Republic	22	233	87
03.17	Banana Republic Foulard Flounce Dress	287	5,211	211
03.18	Monochromatic Pastels	183	900	9
03.18	Casual Fridays — Bornmajestic	5	161	13
03.18	It's Banana	34	1,366	18
03.21	FLORAL RUFFLE - FitFabFunMom	345	946	7
03.21	Spring Florals	345	623	51
03.21	It's Banana! Goddess Maxi	112	240	1
03.22	SPRING ESSENTIALS WITH BANANA REPUBLIC	45	824	0
03.23	SPRING STAPLES	33	138	13
03.22	Springing Forward with Banana Republic + Good...	87	784	0
03.23	WORKING WOMAN WITH BANANA REPUBLIC	0	380	1
03.23	Boyfriend Stripes   #itsBanana	0	0	3
03.24	Banana Republic - Glam Karen	0	5,434	5

### Instagram

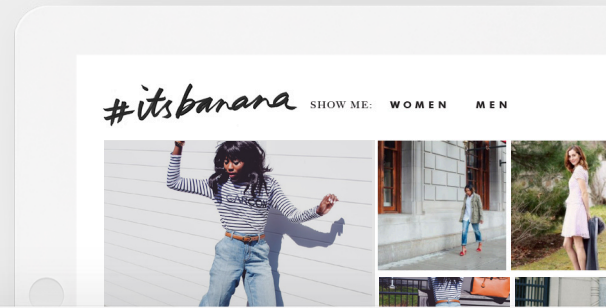
17k influencers,  
avg follow count of 8k,  
with 2,500 influencers  
> 340k followers

# INFLUENCER CONTENT AS-A-SERVICE

tidal

Tidal's leading technology and network of 50k+ influencers enables brands to activate influencer content, at scale, from dozens to hundreds of shoots per month. We'll work with you to build a private network of influencers for your brand, recruited from Tidal's network of 50k+ vetted influencers and any existing influencers, advocates & employees of your company.

Your influencer network is hosted on ContentMetric®, Tidal's influencer CRM platform which allows you to easily manage the content, logistics, communication, payment & reporting for all your influencer campaign efforts. Ongoing, your Tidal account manager will be by your side to assist in managing your content-as-a-service engagement. Your brand gets a stream of high-quality influencer content and valuable earned exposure across Instagram and the social web.



BANANA REPUBLIC							
★ Campaigns		✉ Email		👤 Users			
Stats	Posts	Contributors	Invite Influencers	Download Images	Settings		
<input type="checkbox"/>	Name	Blog	Actions	Status	Gender	Payment	Shipping Address
<input type="checkbox"/>	Adrienne Nguyen	invictus.	Actions ▾	Post Published	female	Std. ⌕	329 Brewster Common Santa Ana CA 92704 ⌕
<input type="checkbox"/>	Melissa Rosenkilde	TOP IT OFF	Actions ▾	Write a Post	female	Std. ⌕	18161 Theodora Dr. Tustin, CA 92780 ⌕
<input type="checkbox"/>	Liz Teich	The Brooklyn Stylist	Actions ▾	Post Published	female	Std. ⌕	249 Smith Street Brooklyn, NY 11231 ⌕
<input type="checkbox"/>	Katherine Tabinowski	Style Tab	Actions ▾	Post Published	female	Std. ⌕	111 Norway St Apt 403 Boston, MA 02115 ⌕
<input type="checkbox"/>	Julien Garman	It's Julien	Actions ▾	Post Published	female	Std. ⌕	410 E G St. Purcellville, VA ⌕
<input type="checkbox"/>	Vanessa Rodriguez	Stylishlyme   Personal	Actions ▾	Post Published	female	Std. ⌕	2490 Herndon Ave Apt 206, Clovis CA 93611 ⌕



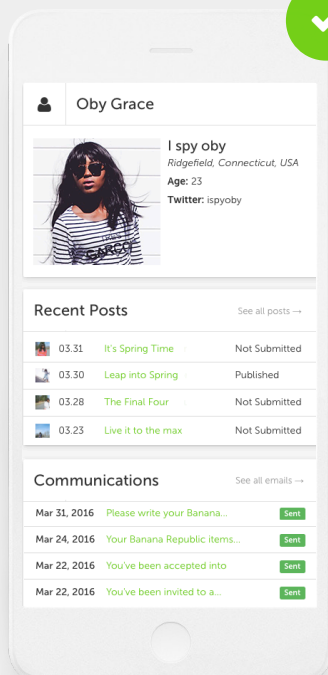
## CONTENTMETRIC® TIDAL'S INFLUENCER CRM PLATFORM

- manage hundreds of contributors
- sort through dozens of criteria
- easy tracking
- mailing logistics
- social distribution



## EASILY MANAGED

Tidal's turnkey campaign management platform allows Banana Republic to activate and manage hundreds of contributors sorted through dozens of criteria; social reach, past performance, demographics, content-quality grades and more. Then participation is easily tracked; outreach, sign ups, contributor rating, mailing logistics, content creation and social distribution.



## PRICING

	Social Reach	Cost	Shoots	Commitment
<b>Basic</b>	<25k	\$7,500 /mo	20 @ \$250	Packages includes the ContentMetric® Platform and is for a minimum 6-month term.
<b>Up-and-Comer</b>	<25k	\$10,000 /mo	50 @ \$200	
<b>Prosumer</b>	25k-100k	\$20,000 /mo	50 @ \$400	
<b>Maven</b>	100k-250k	\$30,000 /mo	40 @ \$750	Want to mix & match? Tidal's credit system makes it easy.
<b>Celeb</b>	250k+	\$50,000 /mo	20 @ \$2,500	

1 shoot consists of 3+ photos & 50+ words of descriptive text/quotes.

Promotion on blog, Instagram & one other social channel (Twitter, Facebook or Pinterest).

## PROGRAM OPTIONS

<b>Video Content</b>	"Prosumer" video (1-2 mins, shot/edited using camera phone)	Starting at \$1,000 /shoot
<b>Event Attendance</b>	Have influencers attend a photo shoot, launch party or other event	Starting at \$1,000 /influencer
<b>Content Microsite</b>	A custom-designed hub site that houses all content produced, allows for hashtag contribution and includes a full-featured social CMS, tracking, ecommerce or leadgen forms. Example: <a href="http://beauty.birchbox.com">beauty.birchbox.com</a>	Starting at \$25k
<b>Content Development</b>	Editorial planning, pro copy editing, photo or video editing, graphics, etc.	Starting at \$5k

## TERMS

**Campaign Management** – All Tidal engagements are overseen by a dedicated Tidal Account Strategist. You'll get full email support and scheduled phone calls throughout the duration of your engagement.

**Incentivization** – Standard prices assume an additional gifting component (minimum gift \$100). You're in charge of the cost & fulfillment of the gifted product. Tidal's tech makes fulfillment, distribution & tracking easy.

**Term** – Prices shown are for 6-month minimum commitment with a minimum 3-month pre-payment invoiced at signing. Month-to-month or campaign pricing is available at a higher charge.

**Reporting** – 24x7 access to Tidal's analytics dashboard including pageviews, social impressions, social reach and likes/hearts.

**Rights & FTC Compliance** – You'll receive a perpetual license to utilize all content generated in any form. Tidal will ensure #sponsored is included on every post.

**Verticals** – Tidal works best in lifestyle segments such as fashion/beauty, food/cooking, parenting, design/home decor, travel, tech/gear and music. Have a need for something else? Just inquire.

**Moderation & Redos** – All shoots will be received as-is without the opportunity for edits/re-dos. You may choose to reject content, request that it be removed from influencer's blogs/social channels and the influencer blocked from future activations for your brand.

**Lead Time** – Typical lead time is 4-6 weeks from signoff to first content.

## YOU'RE IN GOOD COMPANY

