

TONI&GUY's influencer program reaches 11.8m with Rinck Advertising



@soyjimeagular

Situation

Needed efficient management processes for influencer campaigns

TONI&GUY, the multi-award-winning hairdressing salon, loves to stay on the cutting edge. For 55+ years, this iconic British brand has provided clients with expert-level hair styling products. TONI&GUY wanted to create an influencer campaign that would increase brand and product awareness and build equity in Mexico. It teamed up with the full-service global agency, Rinck Advertising, to build an influencer program.

The team at Rinck previously juggled many platforms for its clients' influencer campaigns — including recruiting, tracking, and payment tools. But no platform could do it all. Data collection took too much of the team's time and reduced efficiency. Rinck needed an all-in-one platform to launch an influencer campaign for its client, TONI&GUY. The team also needed detailed campaign performance data — critical for client reporting.

TONI&GUY's marketing goals targeted stylish, bold, 24- to 35-year-old women in Mexico who shop at Walmart. Its campaign objectives were to:

- Drive awareness in Mexico about the TONI&GUY brand and its products using mega-, macro-, and micro-level key opinion leaders
- Educate and engage consumers on using TONI&GUY products to achieve bold styles via influencer-generated tutorials and social content
- Communicate TONI&GUY's #BOLD& campaign through targeted messaging from key opinion leaders on blogs and vlogs
- Show consumers how TONI&GUY's products help them stay ahead of hair trends and reflect their bold personality

About

Rinck Advertising

Headquartered in Maine, Rinck is a nationally recognized, full-service advertising agency with remote locations across the United States. The firm provides expertise in strategic planning, brand building, creative services, media planning and buying, digital strategy and development, public relations, influencer marketing, shopper marketing, and strategic content marketing.

TONI&GUY

TONI&GUY is a multi-award-winning British hairdressing brand with more than 55 years of salon education, superior client service, and hair care expertise.



@andreanahle

Solution

A one-stop-shop for influencer campaign life cycles

TONI&GUY needed dynamic reporting to track results for its influencer campaign. Rinck chose impact.com's managed services team to manage TONI&GUY's entire influencer campaign life cycle.

impact.com's platform featured all the tools Rinck needed in one place, including:

- Research
- Partner recruitment
- Tax processing
- Legal & payment processing
- Automated & detailed reporting

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“Our partnership with impact.com has been an integral part of our success and growth over the past five years. We look at this platform, and the team behind it, as an extension of our agency. They are invested in our success and are always looking for ways to help us offer the best possible service to our clients.”

Katie Greenlaw
VP, Public Relations and
Influencer Marketing,
Rinck Advertising





Solution (cont.)

A one-stop-shop for influencer campaign life cycles

TONI&GUY broke new ground thanks to impact.com. First, the Rinck team streamlined influencer recruitment and payment setups, gaining more time and resources to brief influencers about the quality necessary for campaign content.

Next, Rinck hired eight key opinion leaders from thousands of potential candidates. These top Mexican lifestyle and beauty influencers created 10 styles and online tutorials featuring TONI&GUY's hair styling products. The influencers included two mega-level and six macro- and micro-level key opinion leaders.

The Rinck team amplified influencer-generated content through paid promotion on the influencers' and TONI&GUY's social channels.

@annasareilly

Outcome

A wide-reaching influencer network
for TONI&GUY

TONI&GUY's #BOLD& influencer campaign produced impressive results, including:

- Eight key opinion leaders, including two mega-level and six macro-and micro-level influencers
- 34 influencer-generated vlogs and social media posts
- 568k estimated impressions
- 11.8m total potential reach
- 10 influencer-generated styles and tutorials
- 171k social media engagements
- 283k tutorial video views

11.8m

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Outcome (cont.)

A wide-reaching influencer network for TONI&GUY

As an added benefit, Rinck used impact.com's platform to provide TONI&GUY with:

- Holistic insights into its campaign performance and recommendations for future campaigns
- Automated influencer performance tracking and payments
- High-performing key opinion leaders

With impact.com, TONI&GUY optimized its program with complete performance tracking.

