



BURDAMEDIA **INFLUENCER**

MARKETING AGENCY FOR CROSSMEDIA PROJECTS
MADE IN COOPERATION WITH MICRO AND MACRO INFLUENCERS



MAGAZINES

More than 30 brands
in Ukraine

No. 1 publishing in reach
and circulation

BURDAMEDIA UKRAINE

EVENTS

More than 25 events
hosted yearly

DIGITAL

5 web-sites
20 communities on
social networks

Reach 2,5 million
people monthly

INFLUENCERS

Influencer marketing
agency

150 000 +
Micro/Macro/Celebrity
database

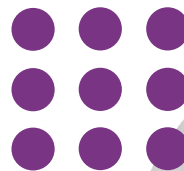
CREATIVE

Content Marketing
Agency

Custom Publishing

In the TOP-4

OF [IAB UKRAINE](#) 2021 INFLUENCER-MARKETING
AGENCY RATING



| 11 years

EXPIRIENCE IN
INFLUENCER MARKETING
PROJECTS

| in 8 countries

ALREADY REALIZED PROJECTS IN:
Ukraine, Armenia, Belarus, Cyprus,
Moldova, Poland, Romania, Tunisia
(



| with 150 000 partners

NANO / MICRO / MACRO
INFLUENCERS

**| 100 projects realized
p.a.
IN**

| 120 brands

DEVELOPED THEIR BUSINESS
WITH OUR SUPPORT

INFLUENCER MARKETING HELPS TO AIM FOLLOWING TARGETS:

- Increasing brand awareness
- Inspire the culture of product consumption
- Creating trust and loyalty to the brand
- Growing sales
- Launch of word-of-mouth-marketing strategy (WOMM)
- Gathering a team of brand ambassadors
- Target audience research



PROJECTS CREATED IN COOPERATION WITH

MACRO INFLUENCERS

1000 +

- Bloggers
- Experts
- Opinion leaders

CELEBRITY

50 +

- Celebrity
- Pop stars
- Media persons

MICRO INFLUENCERS

150 000 +

- Nano-influencers
- Micro-bloggers
- WOM-project NaProbu experts



BURDAMEDIA
INFLUENCER

TOPICS IN FOCUS :

+ Man's lifestyle

+ Auto

+ Home & Garden

+ Travel

+ Moms

+ Renovation & Design

+ Business & Entrepreneurship

+ Beauty & Fashion

+ Lifestye

+ Wellness

+ Food

+ Children

PLATFORMS



BURDAMEDIA
INFLUENCER



HOW IT WORKS:

Initiative

YOU

- define product /service for the promotional campaign, describe TA, set campaign goals
- choose type of influencers (nano-, micro-, macro-, celebrity) whom you consider as the most appropriate
- set a budget

Creative, Media plan

WE

- create ideas/ concept for the project
- find a pool of appropriate bloggers for the project
- contact bloggers and agree terms of cooperation with them
- prepare and agree with you media plan and timing

Implementation

WE

- launch the project
- coordinate creation of materials and agree them with YOU
- carry on all financial issues regarding cooperation with bloggers
- control publications according to timing

Results

WE

- monitor implementation of approved publications
- submit the report
- analyze results and give further recommendations.

YOU

- **Increase your sales**
- **Increase the loyalty**
- **Increase brand awareness**
- **Get a reliable market data**

TYPES OF PROJECTS

CONTENT CAMPAIGN

- Information about product created by blogger in his\her own style
- Direct announcement about collaboration with brand in publications of bloggers

INTERAKTIVE CAMPAIGN

Battle | Challenge | Raffle |
Flash mob | Online-show |
Live

CELEBRITY MARKETING

- Cooperation with celebrity
- Involving Celebrity as brand ambassador (long-term)
- Brand-partner of concerts, tours

EVENTS

- Offline events with influencers and celebrity as guests\ speakers
- Online events

SPECIAL PROJECT

Content projects on Burda Media platforms which involve influencers as experts or heroes :

- marieclaire.ua
- liza.ua
- moirebenok.ua
- Print media

WOM PROJECT NAPROBU

- Product\service testing
- Feedback and reviews
- Word of mouth marketing launch (WOMM)
- Quantitative Marketing research
- Hidden product testing

MARIE CLAIRE BRAND INFLUENCERS

- Testing of premium products\services among Marie Claire readers
- Feedback and reviews
- Word of mouth marketing launch

INTERNATIONAL CAMPAIGN

- Cooperation with bloggers outside Ukraine
- WOM-projects Naprobu on foreign markets

WOM-PROJECT NAPROBU

PRODUCT AND SERVICE
TESTING

FEEDBACK AND REVIEW

CROSSMEDIA
PROMO PROJECT

TARGET AUDIENCE
RESEARCH



PROJECT PARTICIPANTS

Nano/ micro-/ macro-
bloggers, experts

Database – 150 000 users



PLATFORMS FOR REVIEW AND FEEDBACK

Web portal naprobu.ua, private accounts of
participants in social networks, web-site
and social pages of the brand,
e-commerce platforms, Google Map, other
platforms (on demand)



TOOLS FOR PROMO CAMPAIGN

SMM, emailing, banner advertising, PR materials, special
projects, social media accounts of bloggers, influencers

HONEST
REVIEWS

START OF WORD-OF-
MOUTH MARKETING

BRAND
AMBASSADORS

BRAND AWARENESS

IMPULSES TO BUY

PORTFOLIO



CUSTOMER REVIEWS



«Complex promo campaign with influencers has increased sales and brand awareness. The target audience of the product is very specific and this project gave us opportunity to communicate with our audience and bring right messages within our budget. While the project runs, sales doubled and the share of product in the segment increased by 2.5%, what can be assessed as an excellent result».

Sergiy Podorozhniy,
Product Manager
Alkaloid/PreMama Duo
Leading distributor of pharmaceuticals and vitamins.

ПреМама^{гдо}
Знає, що необхідно майбутній мамі!

«We are very satisfied with the WOM project. Participants did their task perfectly, and we got a lot of positive feedback. This is what we wanted and what we could not realize by own means for so long time. Thank you very much for your professionalism and responsible approach to work».

Nadia Kripostna,
Deputy Head of Marketing Department
KARCHER UKRAINE

K'ARCHER

«Naprobu project is multifunctional and allows you to put through several tasks at once: to conduct marketing research, get feedback and reviews, find out the evaluation of products by consumers and also increase brand awareness among the target audience. After all, reviews is what consumers are most focused on today when choosing product».

Olena Vondrush,
Head of Marketing & Sales Department
BAYER UKRAINE Ltd.



BURDAMEDIA
INFLUENCER

WE LOOK FORWARD TO COLLABORATING!



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[CASE STUDY](#)



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