

Influencer Campaign Brief

<p>Human Insight</p> <p>Remember that every proper campaign starts with a real and relatable human insight.</p> <p>An insight is a previously unconnected relationship or knowledge that unlocks exponential growth opportunities for your brand and product</p>	<p>Everyone wants to be creative and feel appreciated for their contribution, no matter how small</p>
<p>Marketing Objective</p> <p>Awareness Brand love Advocacy Product usage Sales</p>	<p>a) Increase unaided awareness of our product brand by 10%pts (measured) via brand tracking</p> <p>b) 100K app downloads (measured via Google Play console)</p>
<p>Audience</p> <p>Market Age Gender Passion points (eg soccer)</p>	<p>Indonesia</p> <p>Tier 1 (Jakarta, Surabaya, Medan, Bandung, Semarang)</p> <p>18-35yo (Millennials)</p> <p>Interested in fashion, food, and travel (international and domestic)</p>
<p>Timeline</p> <p>Overall campaign schedule Social schedule Lock in dates</p>	<p>Creative submission by influencers: 15th Oct</p> <p>Overall campaign: 15th Nov till 31st Dec</p> <p>Social campaign: 30th Nov till 31st Dec</p>

<p style="text-align: center;">Product Magic</p> <p>Why do people care about your product/service?</p> <p>What would happen if they would not have your product/service?</p>	<p>TikTok is a global video community powered by music. Whether it's dance, free-style or performance, creators are encouraged to let their imagination run wild and set their expressions free. Designed for global creators, TikTok allows users to quickly and easily create unique short videos to share with friends and the world. TikTok is a new cultural benchmark for global creators. We strive to empower more creative minds to be part of the content revolution</p>
<p style="text-align: center;">Campaign Messages</p> <p>Key messages of your overall campaign</p> <p>Key messages of your digital and social campaign (if different)</p>	<p>Anyone can be creative with TikTok</p>
<p style="text-align: center;">Influencers</p> <p>Type A = 1.5M - 6M Type B = 201K - 1.5M Type C = 101K - 200K Type D = 61K - 100K Type E = 30K - 60K</p>	<p>We seek to engage:</p> <p>2 x Type A influencers 10 x Type C influencers 20 x Type E influencers</p>
<p style="text-align: center;">Influencer Budget</p> <p>Agency fees Perks/Gifts for influencers Travel expenses Accommodation Payment per post</p> <p>*if applicable</p>	<p>XXXX \$ XXXX \$ XXXX \$</p> <p>----- TOTAL: XXXX \$</p> <p>X% of Total Marketing Budget</p>

<p style="text-align: center;">Influencer Campaign Objectives</p> <p>What do you expect the influencers to do?</p> <p>How do you know the influencer did well?</p> <p># UGC by influencer audience # Post Engagement Rate</p>	<ul style="list-style-type: none"> a) Download, sign up and discover TikTok for yourself b) Pick 5 local or global trending challenges and create high-quality videos c) Promote your TikTok videos on your other Social Media channels <p>Metrics within TikTok: Hearts (likes) Comments Shares (focus)</p> <p>Metrics in other Social: Post Engagement Rate # of UGC submitted by the audience</p>
<p style="text-align: center;">Terms and Conditions</p> <p>Highlights of your terms and conditions. This does not have to be exhaustive, as we recommend you still sign also a Master Service Agreement and a Scope of Work</p>	<ul style="list-style-type: none"> a) We aim to use TikTok content in other marketing channels (TV, display, OOH, Paid Social) hence require full rights of the content posted on TikTok b) We do not pay per post, but a talent fee to make sure influencer content on TikTok and other channels stay as authentic as possible c) Influencers are required to use the hashtag #TikTokID d) An NDA and contract will be signed with each selected influencer

Notes:

- This brief format is primarily meant for your internal use. However, with minor amendments, you could share a version of this with the influencer. Taking into account their profile and level of status, you might want to put this into a slide deck when presenting