



INFLUICITY PARTNERS WITH GARNIER CANADA, RE-LAUNCHING FRUCTIS HAIR CARE LINE WITH ALWAYS-ON INFLUENCER STRATEGY

Toronto, Canada (February, 2018) - [Influicity](#) teamed up with [Garnier Canada](#) unveiling the new face of Fructis hair care with a long-term influencer strategy. Activating 150 micro-influencers, the [#SuperFruitsSuperHair](#) campaign dominated social media streams for the full year of 2017, generating over 30 million impressions.

Leveraging its unlimited influencer reach and exclusive audience insights, Influicity matched Garnier with 150 micro-influencers - distilled down from over 800 candidates - tapping into their highly captivated audiences. Combining powerful in-house software with best-in-class execution, Influicity implemented an always-on approach to maximize content production. Sharing an overwhelming 400 pieces of content, the powerful combination of micro-influencers and long-term strategy successfully captured the attention of Garnier's target audience.

Influicity's platform enables marketers to search from millions of influencers in real time, as opposed to a talent agency or "network" model, which relies on a confined, pre-selected group of influencers.

"One of the keys to the Fructis campaign was our ability to search for high-impact influencers across hair, sports, music, and fitness, as they were growing on Instagram," explains Influicity CEO Jon Davids. "We're seeing so much demand in the market for an influencer DSP backed by real data. Because this market is so rapid and transient, only a platform approach like Influicity's would be able to execute at this scale."

Marketers can distill audiences using filters such as age, gender, ethnicity, HHI, and subject-matter, then leverage the activation tools to bring campaigns to life. Brands and agencies have gravitated towards Influicity, as budgets grow and expectations rise.

Inviting consumers to discover a re-designed Garnier Fructis, the influencer strategy flooded social feeds with authentic content. The yearlong campaign effectively demonstrates how an always-on strategy and micro-influencer integration can successfully drive meaningful results.

About Influicity

Influicity is a leading influencer media company, trusted by brands, media buyers, and publishers to manage all aspects of their influencer marketing operations. While many fragmented solutions exist to identify influencers, provide analytics, and run campaigns, Influicity is the industry's first global influencer buying & management platform. By combining inventory on 100% of the influencer population, along with a full activation console (i.e. payment processing, contracts, collaboration tools, etc.) Influicity is enabling brands to scale their influencer activities across the world.

The company has clients in the US, Canada, Australia, and the UK.