

CASE STUDY – Influence Network x Bibi & Tina Trial

"Influence Network outclassed the competition so clearly that we didn't even need tracking."



From pitch to project:

How we deliver at every stage for clients

Every influencer engagement we undertake is slightly different, but commonly, we'll start off with a trial for new clients, before embarking on longer term campaigns that produce outstanding results.

Here's an example of the beginning-to-end process... in the words of one of our clients.





The Client

KIDDINX is an entertainment company, based in Germany, focused on children's radio, TV and film productions.

Their key creative brand is Bibi & Tina, a long-running radio series with 24 million episode sales and five film adaptations, attracting over 6.6 million viewers! The series, set at a horse riding school, also has 54 TV episodes, broadcast on German networks, with 10 produced for Amazon Prime and more in the works.

Bibi & Tina has over 500 licensed products so far and a 96-98% recognition rate within Germany.

The challenge

Bibi & Tina need to go global!

Karl Blatz is Head of International Business Development at KIDDINX Media GmbH and was our main contact throughout the process.

“With that 96-98% recognition rate we started to look for new markets, as we knew we had reached a soft-cap in our home market. To support our reach generation strategy, we decided to test three influencer agencies”



Karl Blatz, Head of International Business Development, KIDDINX Media GmbH

The pitch

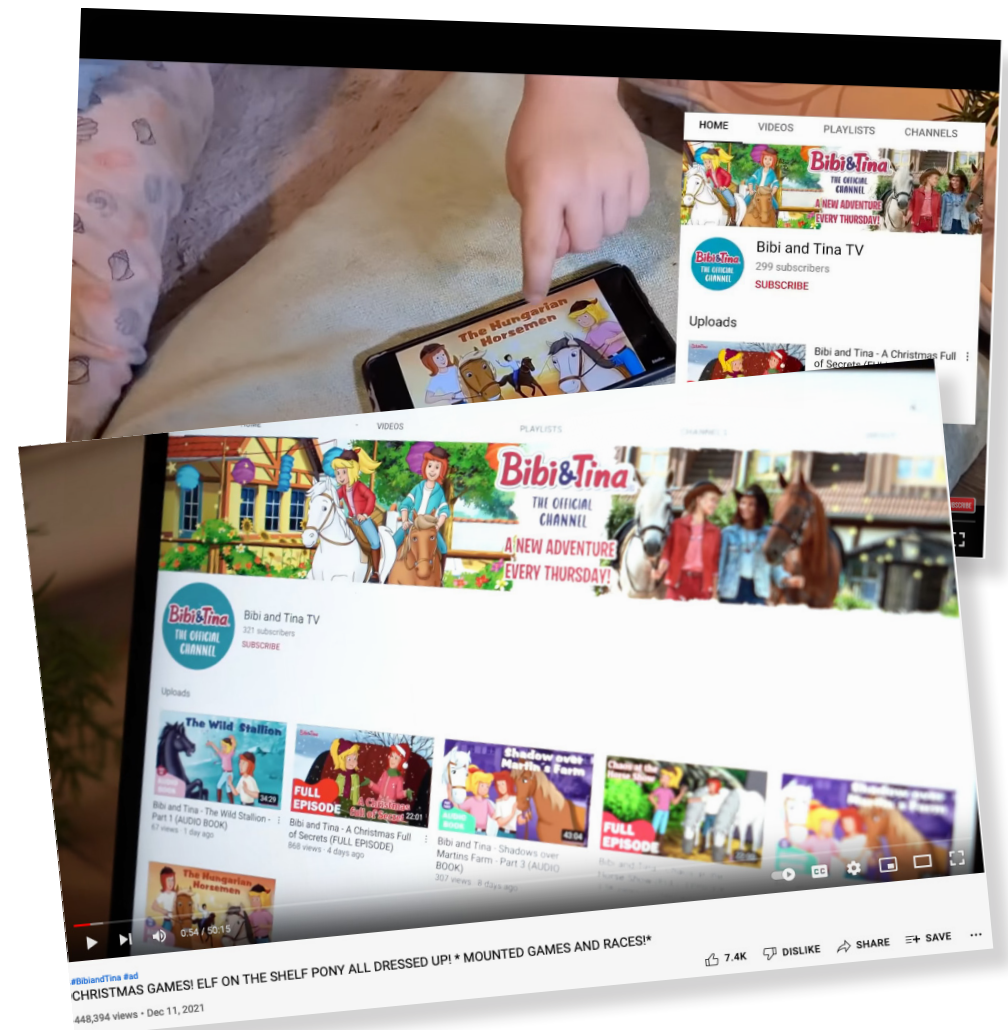
KIDDINX set us and the other agencies a difficult task.

“All three competitors got the same briefing and an identical budget – and I was amazed at the range of results that were delivered. Of the three, Influence Network entered the race as the underdog. They also had one of the most difficult times (pre-Christmas).”

Karl Blatz, Head of International Business Development,
KIDDINX Media GmbH

Our approach to the trial involved using our AI Powered Discovery Engine to find highly engaging mid-tier and macro influencers who were either kid-influencers or parents with children in the target age group. The influencers had to be UK based and posting regularly.

We also suggested (and ultimately used) some alternative audiences, but we'll let KIDDINX tell that story a little further down. For now, here's his take on the results of the trial.



Trial results

“Even though the market is more expensive during this time, Influence Network outperformed the competitors without getting more resources or budget. The results were spectacular.

Influence Network out-classed the competition.

The pitch results were so obvious we didn’t even need tracking, that’s how much Influence Network outperformed the rest. Let that sink in!”

Karl Blatz, Head of International Business Development,
KIDDINX Media GmbH

 <p>4 week duration</p>	 <p>4 influencers</p>	 <p>130k (185k) total follower count*</p>
 <p>6 content pieces</p>	 <p>3.3m impressions</p>	 <p>3.2k reach</p>
 <p>6.7k engagement</p>	 <p>263.6k views</p>	

* We exceeded the expected follower count by 55k followers.



How we delivered

Over the course of the month-long trial campaign, we worked with four influencers to create a total of six pieces of content, which gained an impressive 3.3 million impressions and over 263,000 views. KIDDINX had some clear opinions on why our trial was successful and, ultimately, why we were chosen to work with KIDDINX in the future.

"I truly believe that this strong performance was due to a range of factors:

1. Great software/discovery function

The tools used by Influence Network are great, user-friendly and simple to understand. And, if you're technically challenged such as myself, Influence Network took their time and explained everything to me... in words I could understand.

2. Amazing team

Every competitor got the same briefing but IN asked engaging questions, took their time to understand our brand, and make creative and innovative suggestions.

For example, Bibi & Tina takes place in a riding school and you could call it a 'horse-based-brand'. IN were the only company that had the Idea of targeting equestrian family channels.

Now, this decision is obvious if you take your time and look at our brand and who it appeals to, rather than categorise us as generic entertainment content.

3. Transparent and communicative

When working with influencers the results may vary... ranging from 'amazing' to 'inadequate'. This is to be expected and managed. IN did just that. They managed my expectations, stayed transparent in their actions, and kept me in the loop along the way. Furthermore, my suggestions and worries were taken seriously.

Thusly Influence Network won the pitch and now are performing at the same high standard they were during the test."

Karl Blatz, Head of International Business Development,
KIDDINX Media GmbH

Moving forwards

We're delighted to be working with the KIDDINX team for the full year of 2022 on both Always On campaigns and short term projects.

We've already scaled the Always On campaign working with some of the same influencers and many new ones as well having already delivered a couple of supporting projects alongside - you might well see Bibi & Tina featured somewhere near you in the near future.

"The campaign team has and continues to thoroughly enjoy working with Karl and feel this relationship has gone from strength to strength. We continue to recommend new ways to keep driving traffic to their social channels and testing out new types of content with new groups of influencers. Thank you to Karl and the KIDDINX team."



Isabel Hetherington, Head of Campaign Management, Influence Network.



From pitch to project:

How we deliver at every stage

Our project with KIDDINX and our work with them this year and beyond is a great example of how we deliver at every stage for our clients and how we address what we see as the main challenges for most companies and agencies working in Influencer Marketing.

Discovery

Our AI-driven discovery function is unrivalled in the marketplace. As KIDDINX highlights, it won't just find the influencers you ask it to or that you already know about; it will hunt out new audiences that suit your product, service or demographic. This means that, from the very start, our client's save time and money, and have campaigns that are setup for outperformance because of the superior influencer selection they benefit from.

Management

As KIDDINX says, like most marketing, sometimes influencer outcomes are uncertain. Anyone who tells you otherwise probably hasn't worked with influencers for long enough! Our platform allows clients to manage influencers campaigns at scale with clear campaign briefing, review, approval, scheduling and influencer comms it allows our clients to scale their campaigns. We'll also handle all of the admin and contracts, so they don't suck up your valuable time.

Reporting

A bit of a moot point in KIDDINX's case! But we're sure that, really, the data we provided was valued and needed to double-check the results that were pretty obvious from very early on. We provide clear reporting, covering the specific metrics you tell us you care about most, rather than sticking to standard templates. At the end of a campaign (or a trial!) it should be clear what your campaign achieved for you and what results you could achieve in the future.



Let us prove that we can improve your influencer marketing

One-month trial

One-month paid for trials are part of what we do, because we know we can deliver for you like we did for KIDDINX. For just one month's fee, why not let us prove it?

Influence Network is an influencer platform which identifies the most aligned influencers from the entire social web, then rapidly deploys and manages campaigns at unprecedented scale, before reporting on trackable engagement and ROI. Campaigns are offered fully managed or using the platform as a self-serve SaaS service.

We're the Double-Click of influencer marketing and we're here to solve your influencer problems.

Get in touch

Get in touch on:

info@influence.network or 0203 918 8582