



GLEAM SOLUTIONS

talent-led
marketing.



gleam

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Gleam Solutions is the influencer marketing consultancy from digital-first talent management agency, Gleam Futures.

We focus on building effective partnerships with all levels of talent. The right mixture ensures a balance of authenticity, credibility, quality of content and scale.

Insight & expertise.

With ten years of experience and an inherent understanding of digital-first talent and online audiences, we understand best practice for delivering fully integrated, talent-led marketing campaigns.

Fully managed service.

In the past ten years we have delivered over 9,000 partnerships. Our expert team have built processes and a way of working which has set the standard for high quality talent partnerships within the industry.

Authentic, quality content.

Our talent and content-first approach ensures that the creative is always authentic and fit for channel. We have access to over 15m creators, globally, and the ability to craft bespoke talent-led campaigns to meet all marketing objectives.

Performance & scale.

We couple the creative with smart media strategies to grow scale amongst specific audiences, delivering the best performance possible.

Measurable results.

Focusing on true business outcomes with real-time reporting through our live dashboard.



Contact Us

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Brand management in uncertain times.

“When the context and pattern in which peoples lives change, brands should ask themselves how they can respond and add value in light of this new reality. For now, it appears many brands are uncertain about if/how they should respond.

There is a healthy fear of being viewed as inappropriately opportunistic. Even companies that supply relevant health products are reluctant to mention Coronavirus, as they do not want to appear to profit from the crisis. But while it is vital to avoid being perceived as a crisis profiteer, brands can play enhance roles in people’s lives during a time where shifted context means people are having to change their behavior to stay healthy.

There are a number of ways brands can tap different influences on decision-making to help people adapt to the shifting context and support behavioral change.

Most importantly – be present and invest in consumer relationships: It can be tempting for brands to go into cost containment mode in times of distress, quietly weathering the storm. But we have a unique window where brands can earn trust by maintaining presence and delivering relevant value in a fluid period of heightened anxiety.”

Source: IPSOS MORI – Coronavirus and behavioural change (March 2020)

The new normal.

With more restrictive measures to fight the corona virus in the UK, people will be spending most of their time at home.

Social media usage, in particular, is already seeing drastic growth as many are using it as a way to share/ consume news and entertainment.

In times of isolation, community is more important than ever, with audiences turning to trusted sources for both support and entertainment.

Influencers are uniquely placed to help bring communities together around a common purpose and bring a welcome distraction to ongoing issues.



Online impact.



35-60%

Increase to daily
internet traffic



5pm

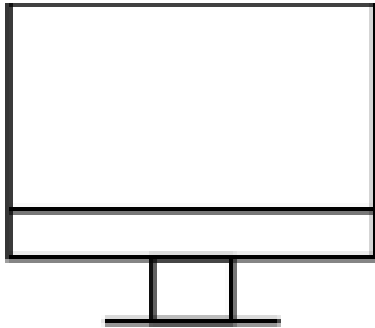
Daily
usage peak



3x

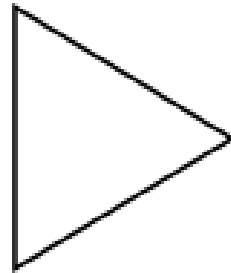
Increase in IG
Live usage

Changing habits.



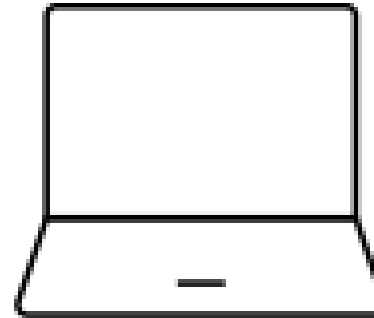
48%

are watching live TV
more often



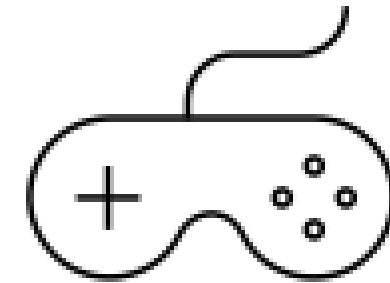
49%

are using online
stream services
more often



66%

Are viewing more
'free to view' videos
(e.g. YouTube)



31%

are using online
gaming more often

Insights.

- 1** Community building activities are a safe way to interact with consumers and remain front of mind.
- 2** Influencers can provide the human, community connection that brands need right now which is a challenge with all advertising formats.
- 3** As spend is inevitably driven online to where the eyeballs are, influencer content will provide real cut through and the ability for brands to tell context appropriate stories.

Content and production.

- Dialogue between brands and audiences is now more important than ever
- Talent have the ability to communicate directly with their audience, allowing them to effectively 'crowd source' formats
- By doing so ensures the tone is appropriate
- In a time where production is near impossible, talent have the ability to produce and distribute from their own homes
- Each talent will have unique insight into their audiences general feeling & at what points are best to engage



Gleam's thoughts.

- 1 In times of isolation, community is more important than ever
- 2 Brands should facilitate these conversations, not look to own them
- 3 Using talent as their voice, brands can humanize themselves
- 4 Factual & positive messaging. Help audiences disconnect from the negativity for a period of time.
- 5 Go live where possible to drive that sense of community

