Ringier

&

flaminjoy

We inform. We entertain. We connect.

Turn user-generated content into your most powerful organic marketing tool. Aggregate trustable content and reuse it to amplify the message of your products.

flaminjoy

Challenges for Publishers:

- Content Distribution
- AD Revenue
- Visitor Experience
- The hunt for viewability

Opportunities:

- Integrate UGC within ads
- New & dynamic ad formats
- Content Commerce

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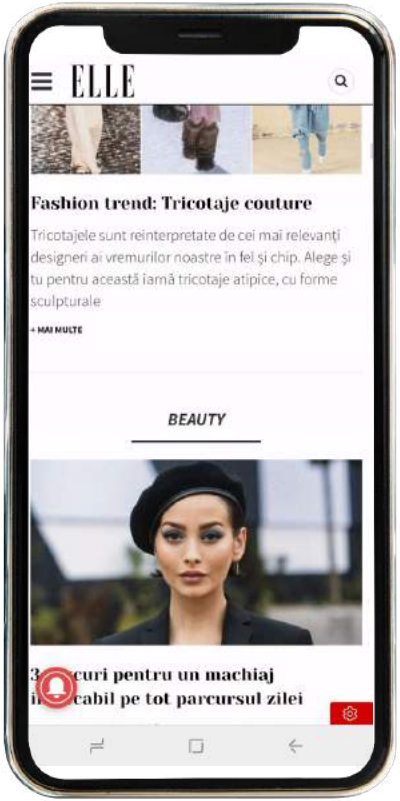
Ringier partner up with Flaminjoy to evolve ad formats by integrating influencer content. We call it: Social Display

Ringier is the largest media company in Switzerland operating internationally (Europe, Africa, Asia) with over 120 newspapers and magazines, printing houses, various radio, TV channels and over 80 web and mobile platforms.

Flaminjoy is a Product Experience Platform for Social Commerce, that helps you build authentic product context and deliver it anywhere for growth. This marketing platform is all you need for building relevant and convincing experiences around your products.
Collect filtered UGC, heighten it automatically, create dynamic digital assets @scale and disperse it with a few clicks.



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Ringier - largest ad-network (by size, reach, and number of websites)

// 100+ SATI audited websites
// 55% market share
// 1,5B ad impressions monthly
// 120 instream ads

Flaminjoy - Product Experience Platform for Social Commerce

// access to influencers
// programmatic selection of influencers
// enhance content using creative engine & social commerce

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Ringier Romania - Inventory

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UGC + SPECIAL CREATIVES +
DATA + AUTOMATION =

L O V E

ProductLead enhances client's campaigns with influencers content and repurpose it within Ringier network to maximize results.

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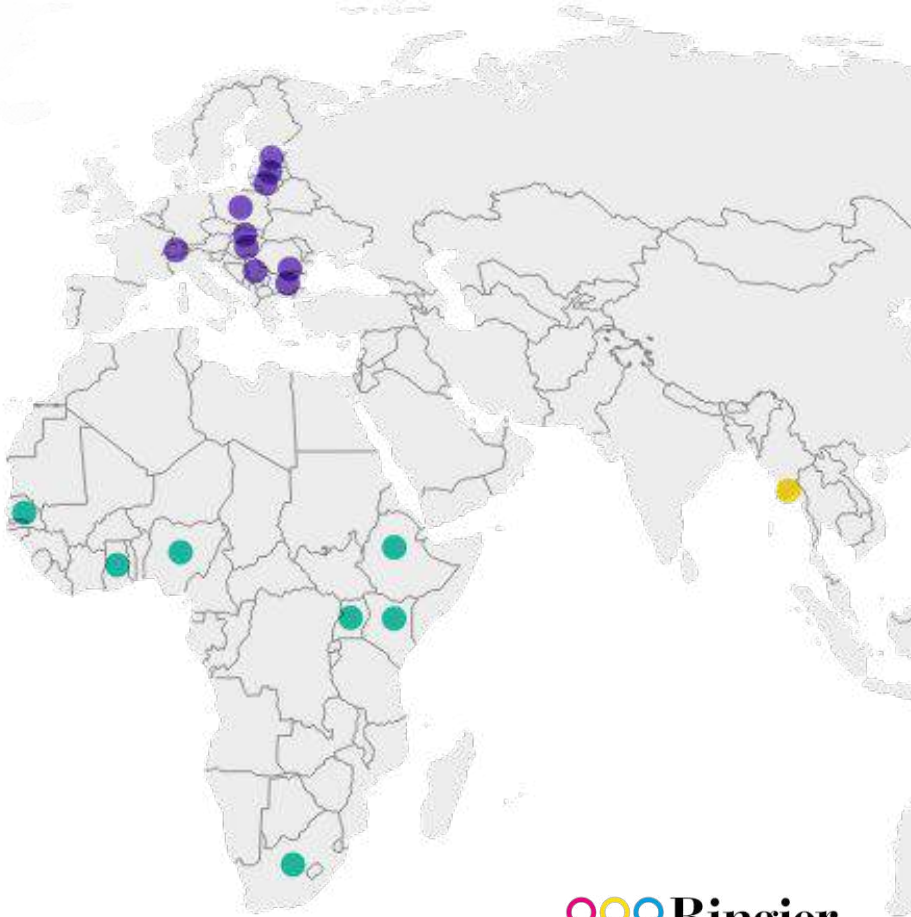
Countries where we can deploy Social Display

Europe: Switzerland, Poland, Serbia, Slovakia, Bulgaria, Latvia, Lithuania, Estonia, Hungary Romania

Africa: Ghana, Kenya, Senegal, Nigeria, Ethiopia Uganda, South Africa

Asia: Myanmar



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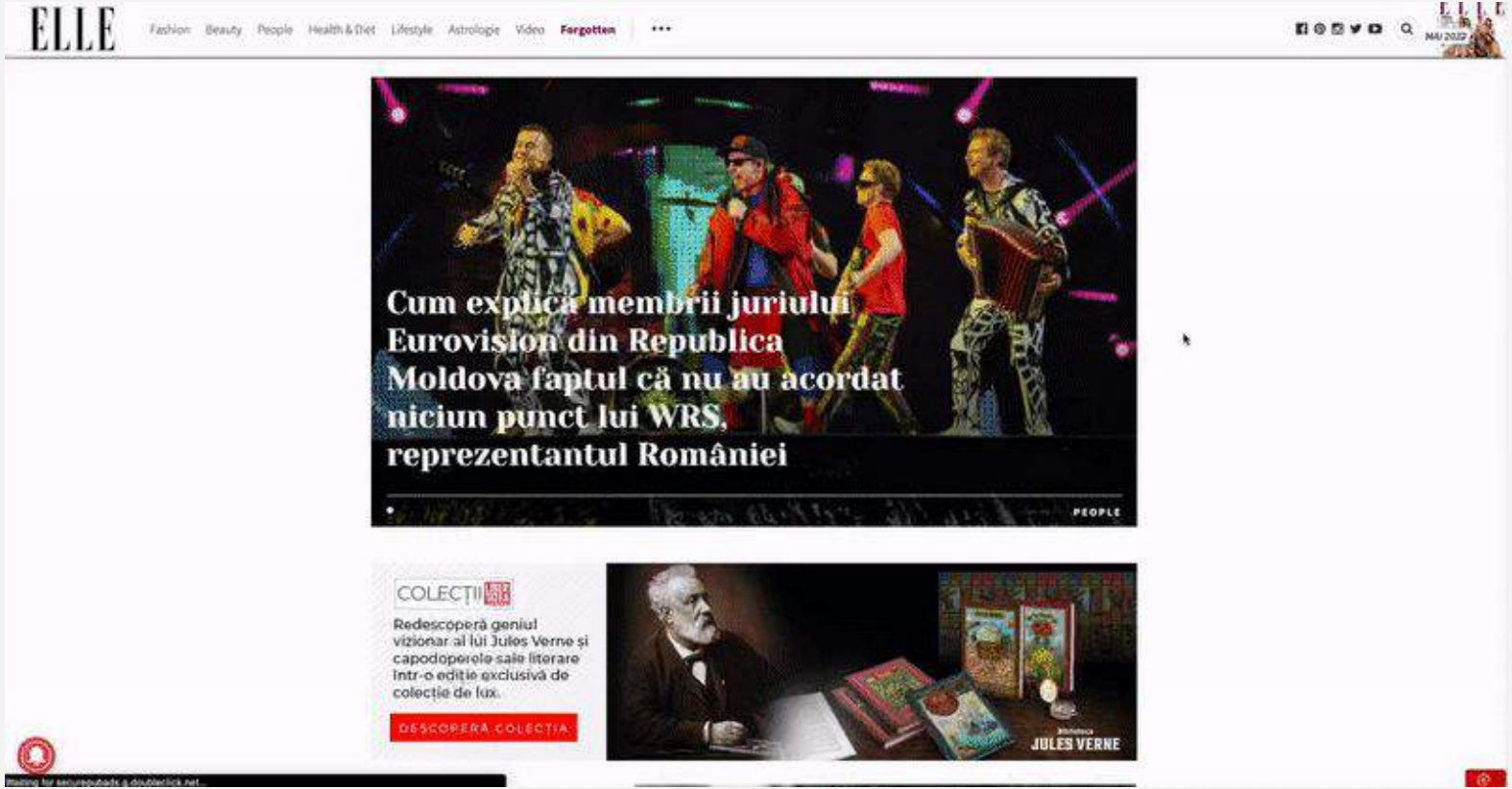
MOBILE SAMPLES

DESKTOP SAMPLES



CASE STUDY

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CHALLENGE:

Take Dove Shower Gel to the max level

SOLUTION:

Work with top micro-influencers, and fuel UGC inside publishers network. Enhance paid channels with authentic content that sparks interest & engagement

SERVICES:

- Influencers Community Management
- Visual Commerce with UGC
- Analytics and Tracking Influencer Performance
- Publishers ADS

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COLLABORATION RESULTS:

- Worked with **15+** influencers
- **50+** creative content generated
- **5000+** interactions
- Automatically integrated in paid channels
- **5M+** Impressions in paid media
- **7% medium CTR** (**13X** growth)
- **9.2%** increase brand Lift

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Publishers Special Ads

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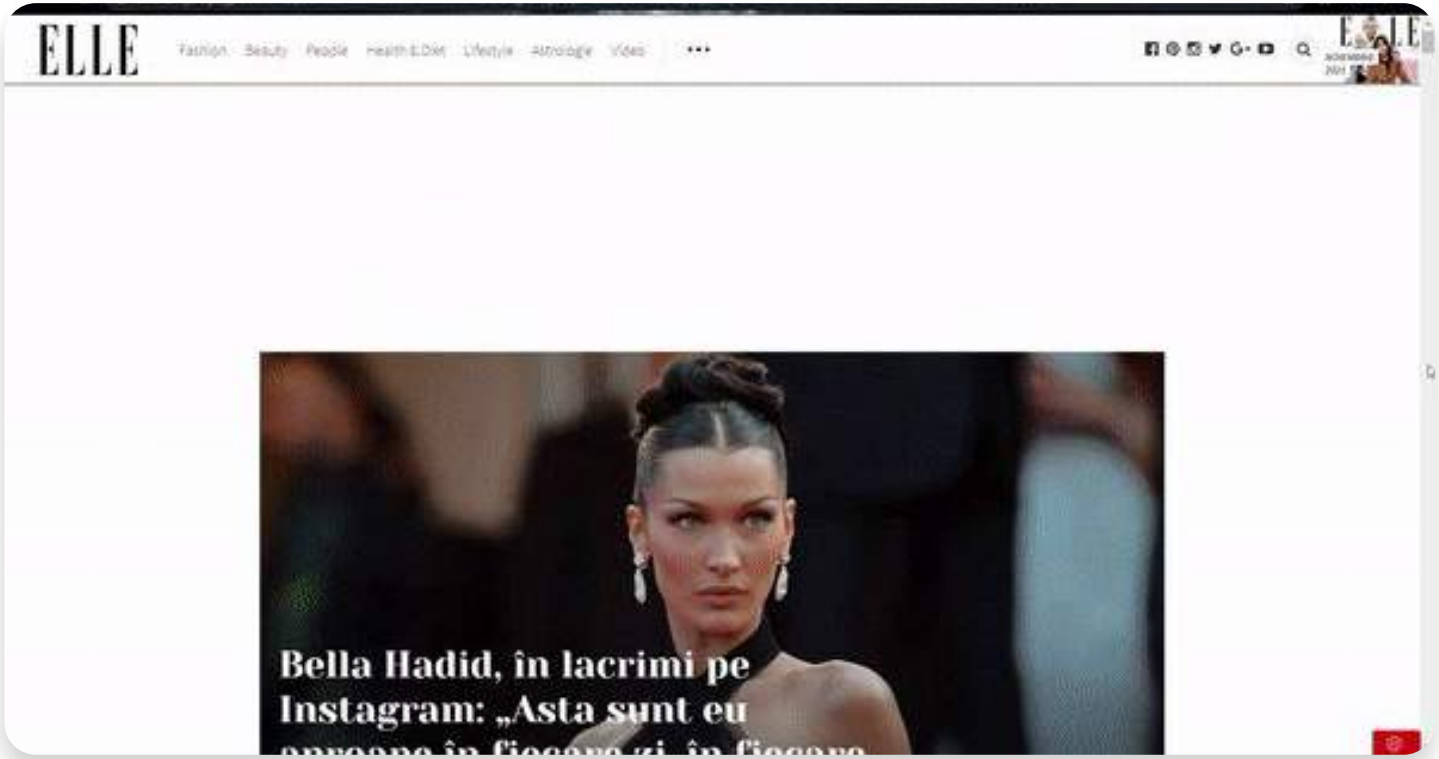

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Influencers Content

Ringier

Content

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Ringier

Content

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morphy richards®

CASE STUDY

flaminjoy

CHALLENGE:

Promote “Breakfast in bed” Morphy Richards campaign to increase awareness

SOLUTION:

Hand-picked micro-influencers to provide quality content and enhance the content via SocialDisplay within Ringier Network

SERVICES:

- Influencers Community Management
- Visual Commerce with UGC
- Analytics and Tracking Influencer Performance
- Publishers ADS

Ringier

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COLLABORATION RESULTS:

- Worked with **8** micro-influencers
- **50+** creative content generated
- **3800+** interactions
- Automatically integrated in paid channels
- **1.2M+** reach in paid media
- **4% medium CTR** (**8X** growth)
- **7.1%** increase brand Lift

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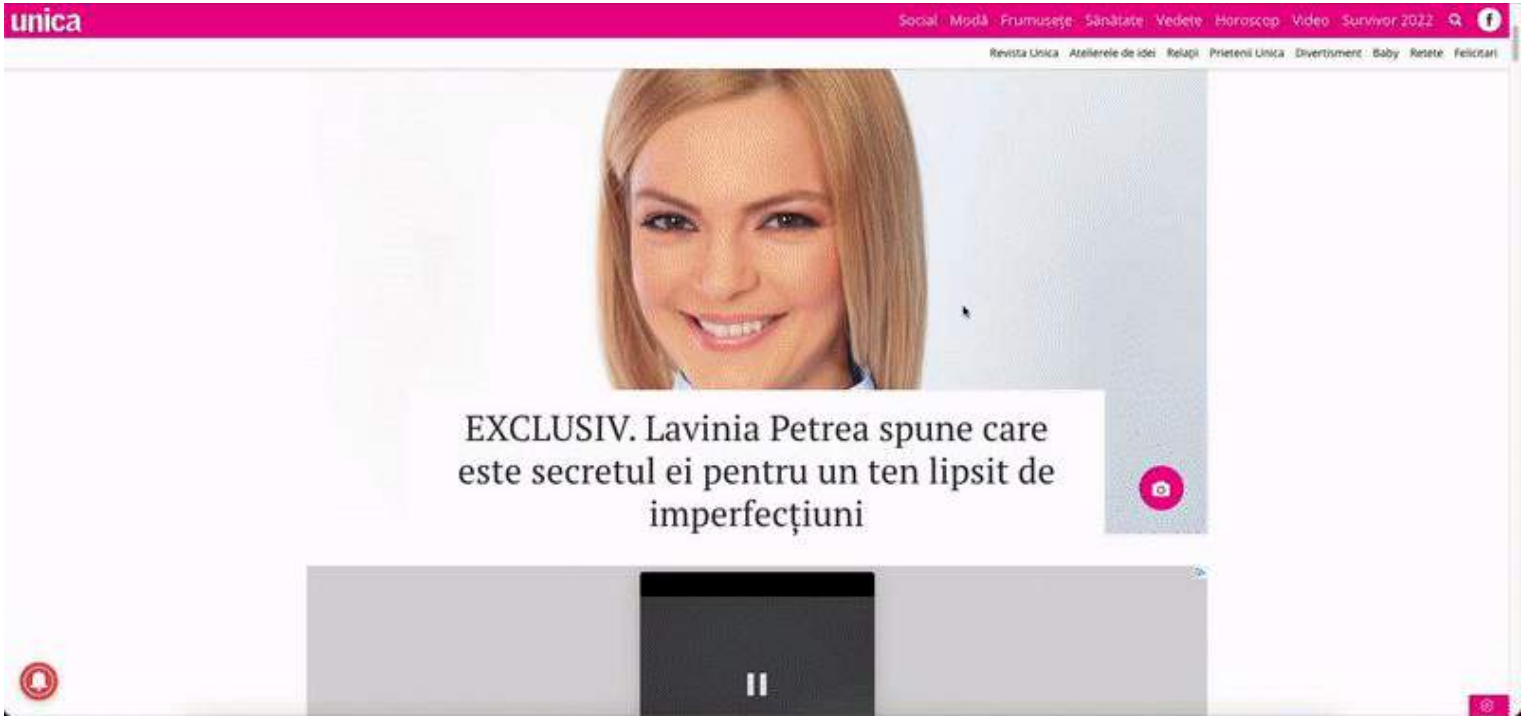

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product › lead Ringier

AVON

CASE STUDY

flaminjoy

CHALLENGE:

Promote Women's Day gift products

SOLUTION:

Collaborate with micro-influencers to generate creative content and distribute it via SocialDisplay within Ringier Network

SERVICES:

- Influencers Community Management
- Analytics and Tracking Influencer Performance
- Creative Generator
- Publishers ADS

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COLLABORATION RESULTS:

- Worked with **9** micro-influencers
- **25+** creative content generated
- **5500+** interactions
- Automatically integrated in paid channels
- **1.4M+** reach in paid media
- **3.65% medium CTR** (**7X** growth)
- **8.3%** increase brand Lift

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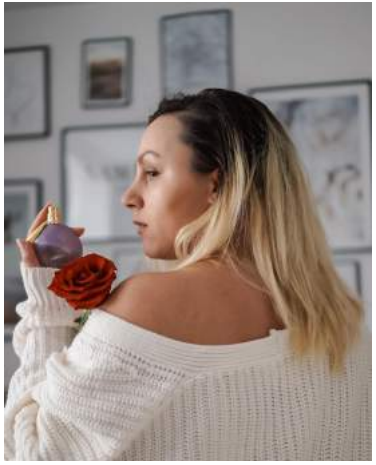
machiajul ochilor fara rimel

dupa ce am aplicat rimelul



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CHALLENGE:

Launch a new creme ANEW VITAMIN C SPF 50

SOLUTION:

Collaborate with micro-influencers to generate creative content and distribute it via SocialDisplay within Ringier Network

SERVICES:

- Influencers Community Management
- Analytics and Tracking Influencer Performance
- Creative Generator
- Publishers ADS

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COLLABORATION RESULTS:

- Worked with **10** micro-influencers
- **50+** creative content generated
- **3000+** interactions
- Automatically integrated in paid channels
- **2.6M+** reach in paid media
- **5.27% medium CTR** (**10X** growth)
- **7.6%** increase brand Lift

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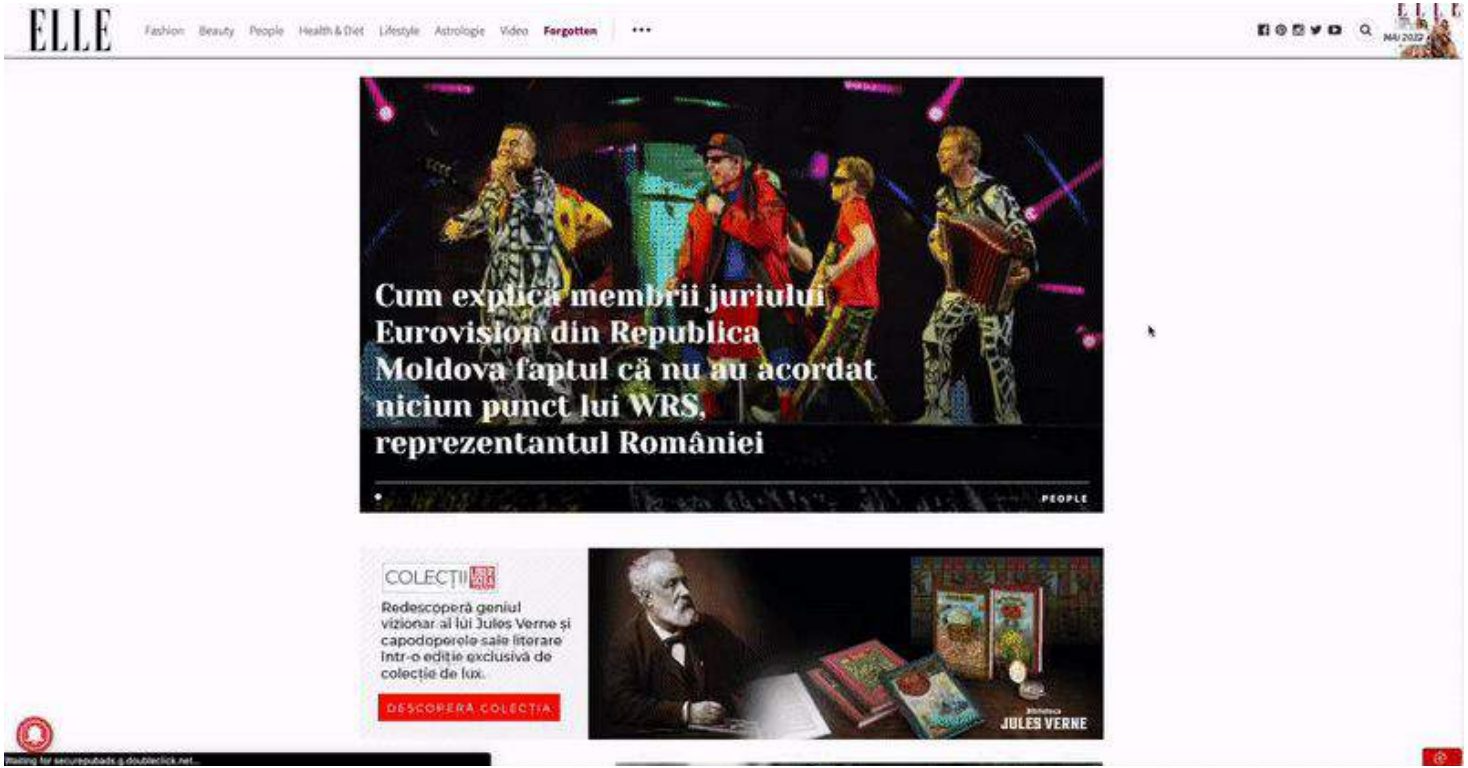

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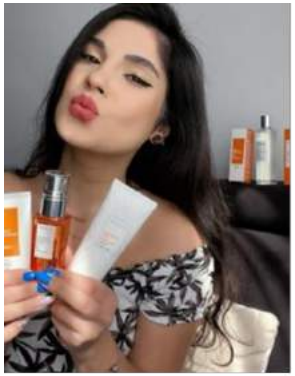

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CHALLENGE:

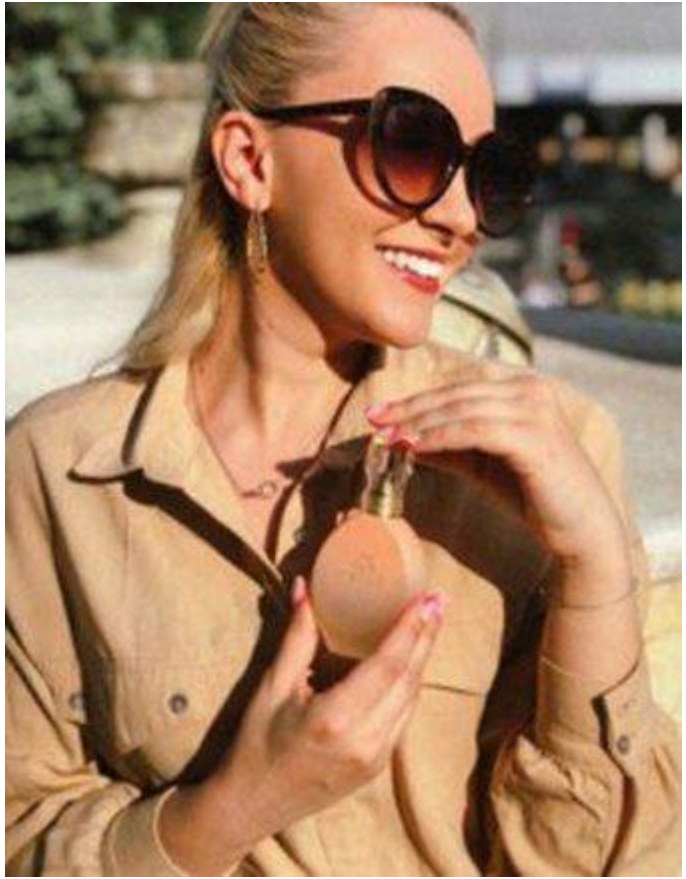
Promote Eve Prive Products

SOLUTION:

Collaborate with micro-influencers to generate creative content and distribute it via SocialDisplay within Ringier Network

SERVICES:

- Influencers Community Management
- Analytics and Tracking Influencer Performance
- Creative Generator
- Publishers ADS



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COLLABORATION RESULTS:

- Worked with **10** micro-influencers
- **40+** creative content generated
- **5000+** interactions
- Automatically integrated in paid channels
- **1M+** reach in paid media
- **6.13% medium CTR** (**12.26X** growth)
- **8.9%** increase brand Lift

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LONCOLOR®

CASE STUDY

flaminjoy

CHALLENGE:

Promote Loncolor Instagram Page

SOLUTION:

Build unique creatives using micro-influencers and get them in front of the right audience

SERVICES:

- Influencers Community Management
- Analytics and Tracking Influencer Performance
- Creative Generator
- Publishers ADS

Ringier

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COLLABORATION RESULTS:

- Worked with **10** micro-influencers
- **20+** creative content generated
- **3000+** interactions
- Automatically integrated in paid channels
- **1M** reach in paid media
- **5.8% medium CTR** (**8.62X** growth)
- **9.2%** increase brand Lift

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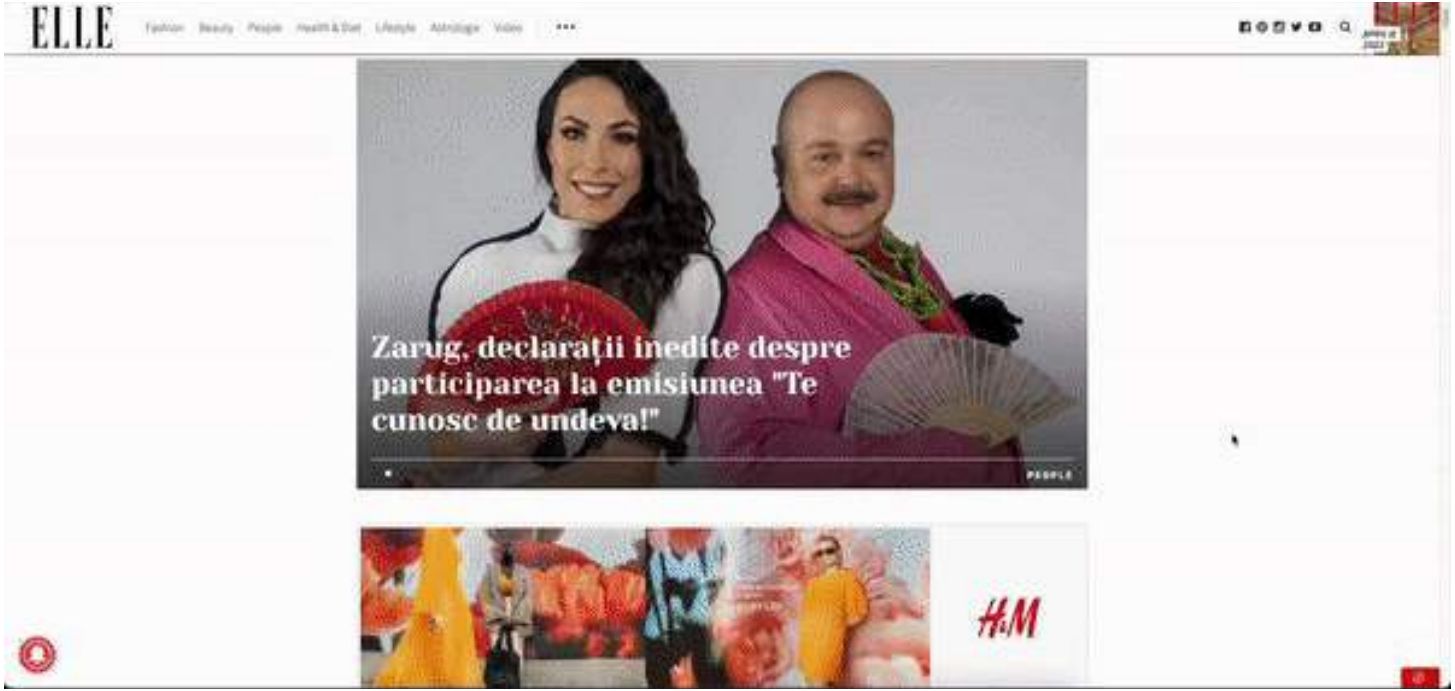
Publishers Special Ads



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LONCOLOR

Vopsea @loncolor Oil
Fusion

LONCOLOR
EXPERT
OIL FUSION

LONCOLOR
EXPERT
OIL FUSION

LONCOLOR
EXPERT

L'ORÉAL

CASE STUDY

flaminjoy

CHALLENGE:

Increase awareness in Loreal Professional products.

SOLUTION:

Collaborate with micro-influencers to generate creative content and distribute it via SocialDisplay within Ringier Network

SERVICES:

- Influencers Community Management
- Analytics and Tracking Influencer Performance
- Creative Generator
- Publishers ADS

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COLLABORATION RESULTS:

- Worked with **8** micro-influencers
- **15+** creative content generated
- **2700+** interactions
- Automatically integrated in paid channels
- **1M+** reach in paid media
- **5.69% medium CTR** (**11X** growth)
- **8.1%** increase brand Lift

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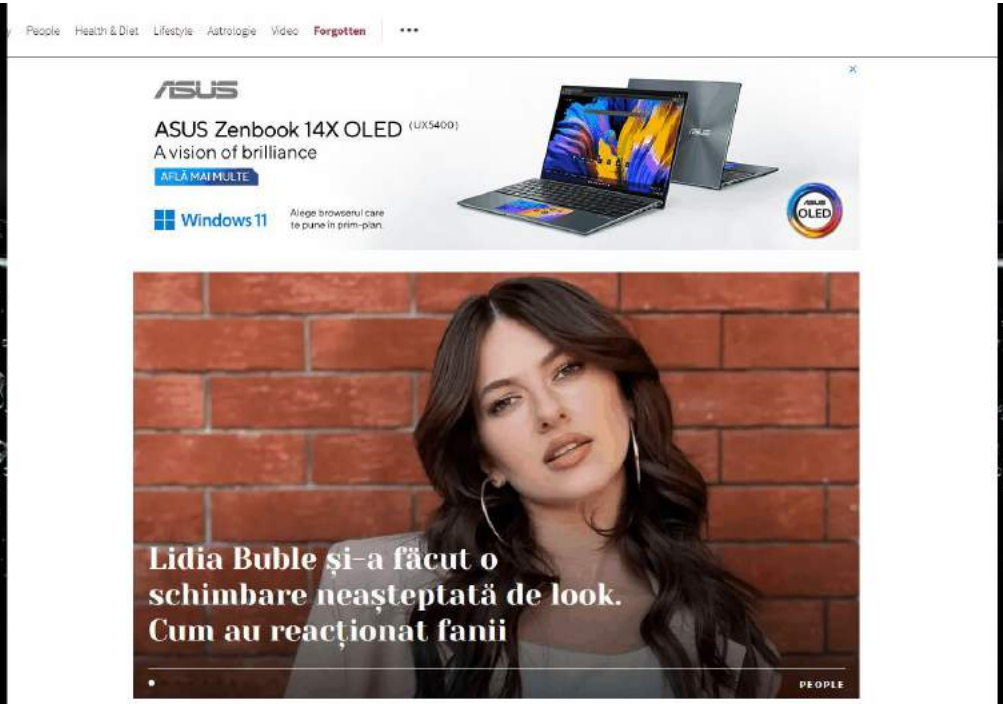

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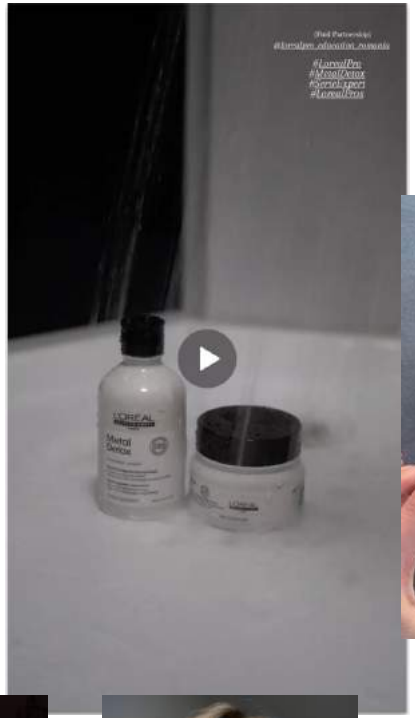

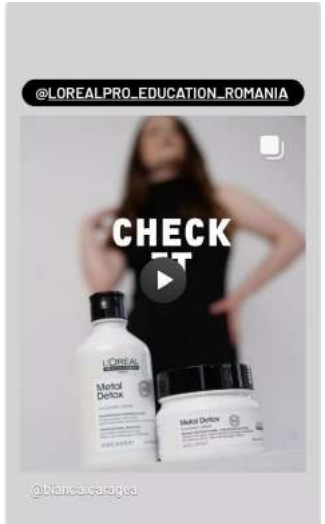

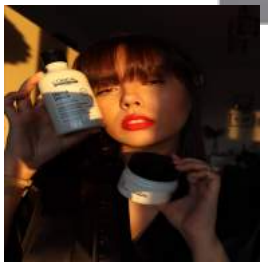

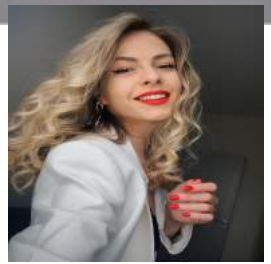

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CASE STUDY

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CHALLENGE:

Promote Elseve Hyaluron Plump

SOLUTION:

Collaborate with micro-influencers to generate creative content and distribute it via SocialDisplay within Ringier Network

SERVICES:

- Influencers Community Management
- Analytics and Tracking Influencer Performance
- Creative Generator
- Publishers ADS

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COLLABORATION RESULTS:

- Worked with **3** micro-influencers
- **10+** creative content generated
- **900+** interactions
- Automatically integrated in paid channels
- **1M+** impressions in paid media
- **3.64% medium CTR** (**7.2X** growth)
- **14.6%** increase brand Lift

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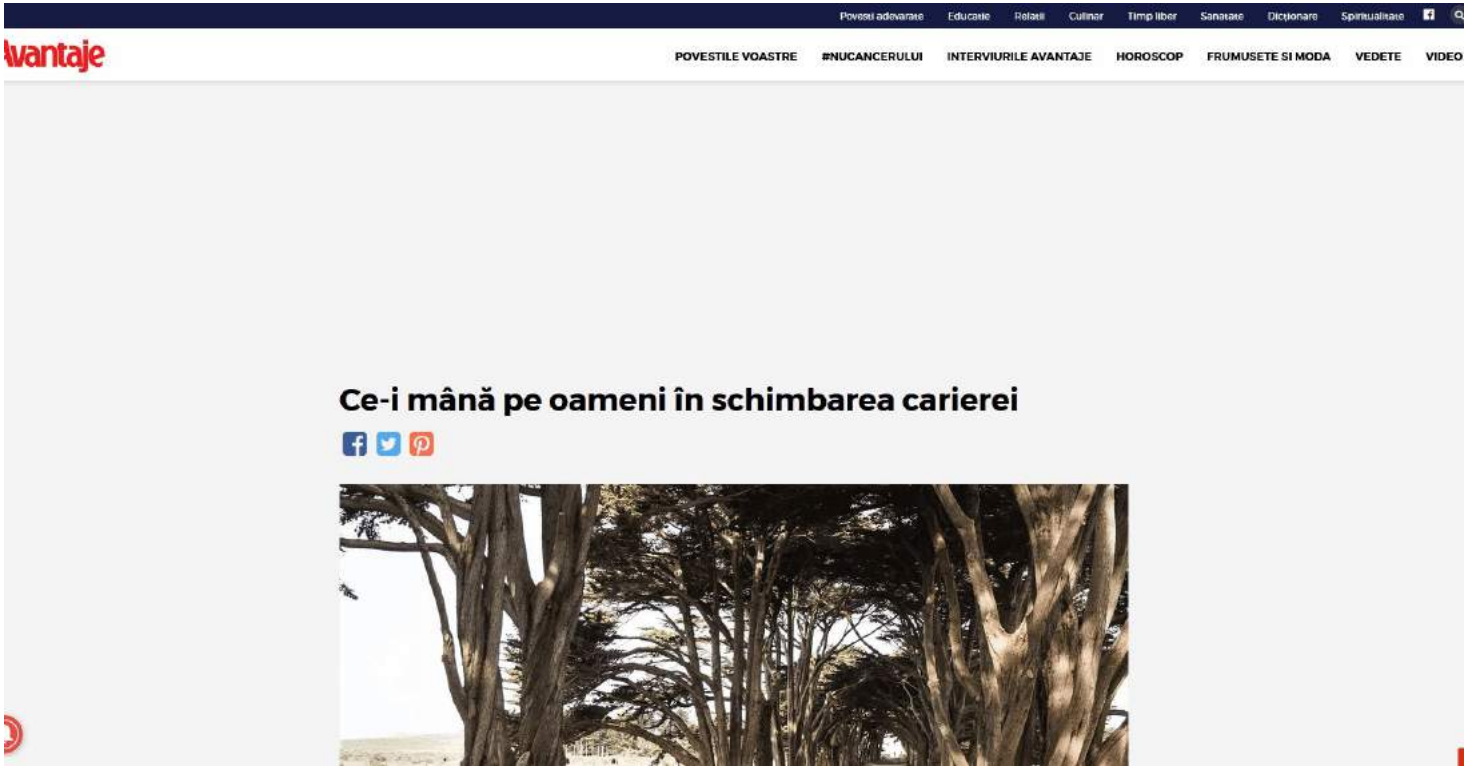

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ORIFLAME
SWEDEN

CASE STUDY

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CHALLENGE:

Promote new brand campaign of Oriflame

SOLUTION:

Collaborate with micro-influencers to generate creative content and distribute it via SocialDisplay within Ringier Network

SERVICES:

- Influencers Community Management
- Analytics and Tracking Influencer Performance
- Creative Generator
- Publishers ADS

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COLLABORATION RESULTS:

- Worked with **18** micro-influencers
- **80+** creative content generated
- **10000+** interactions
- Automatically integrated in paid channels
- **1.2M+** reach in paid media
- **6% medium CTR** (**12X** growth)
- **2.8%** increase brand Lift

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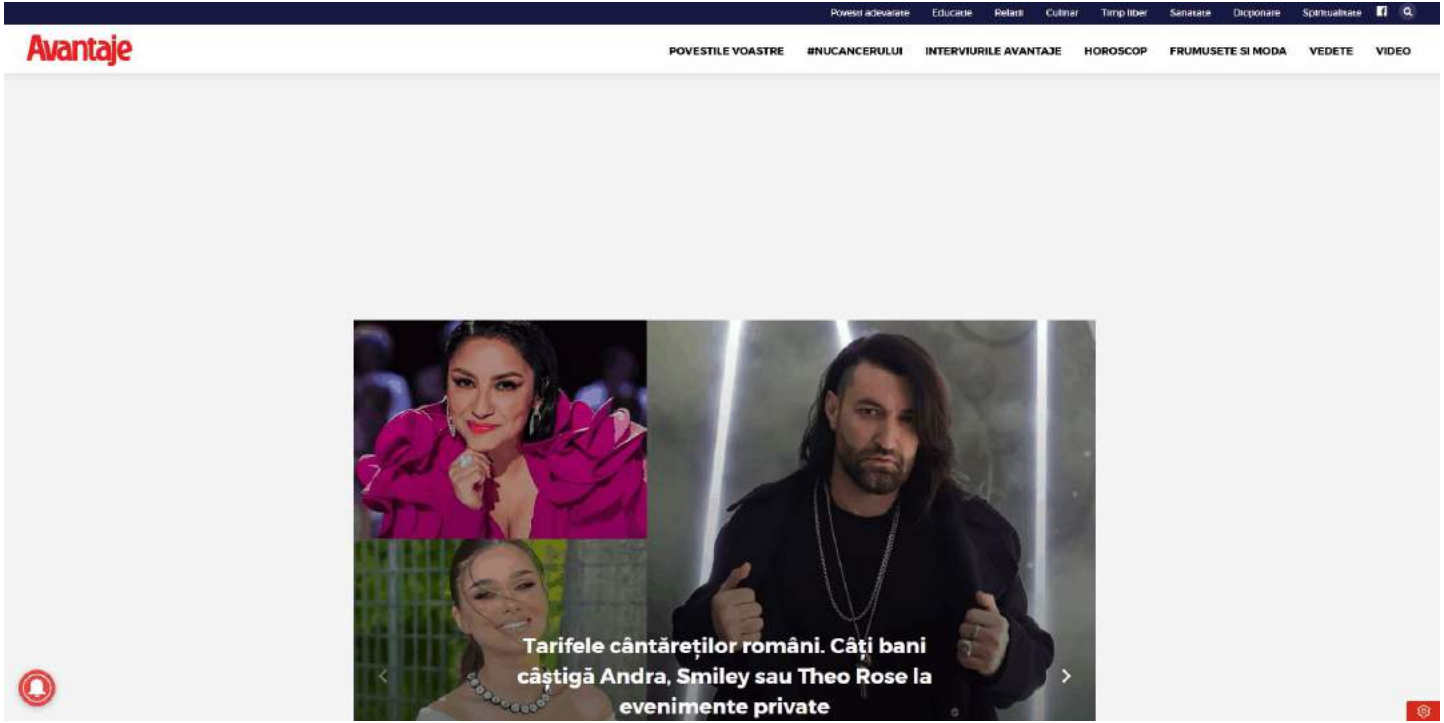

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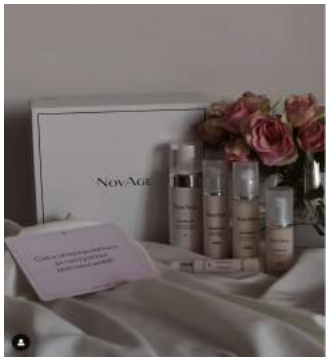

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CASE STUDY

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CHALLENGE:

Promote Parasoftin Brand

SOLUTION:

Collaborate with micro-influencers to generate creative content and distribute it via SocialDisplay within Ringier Network

SERVICES:

- Influencers Community Management
- Analytics and Tracking Influencer Performance
- Creative Generator
- Publishers ADS

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COLLABORATION RESULTS:

- Worked with **8** micro-influencers
- **35+** creative content generated
- **2500+** interactions
- Automatically integrated in paid channels
- **1M+** impressions in paid media
- **3.23% medium CTR** (**6.4X** growth)
- **16.6%** increase brand Lift

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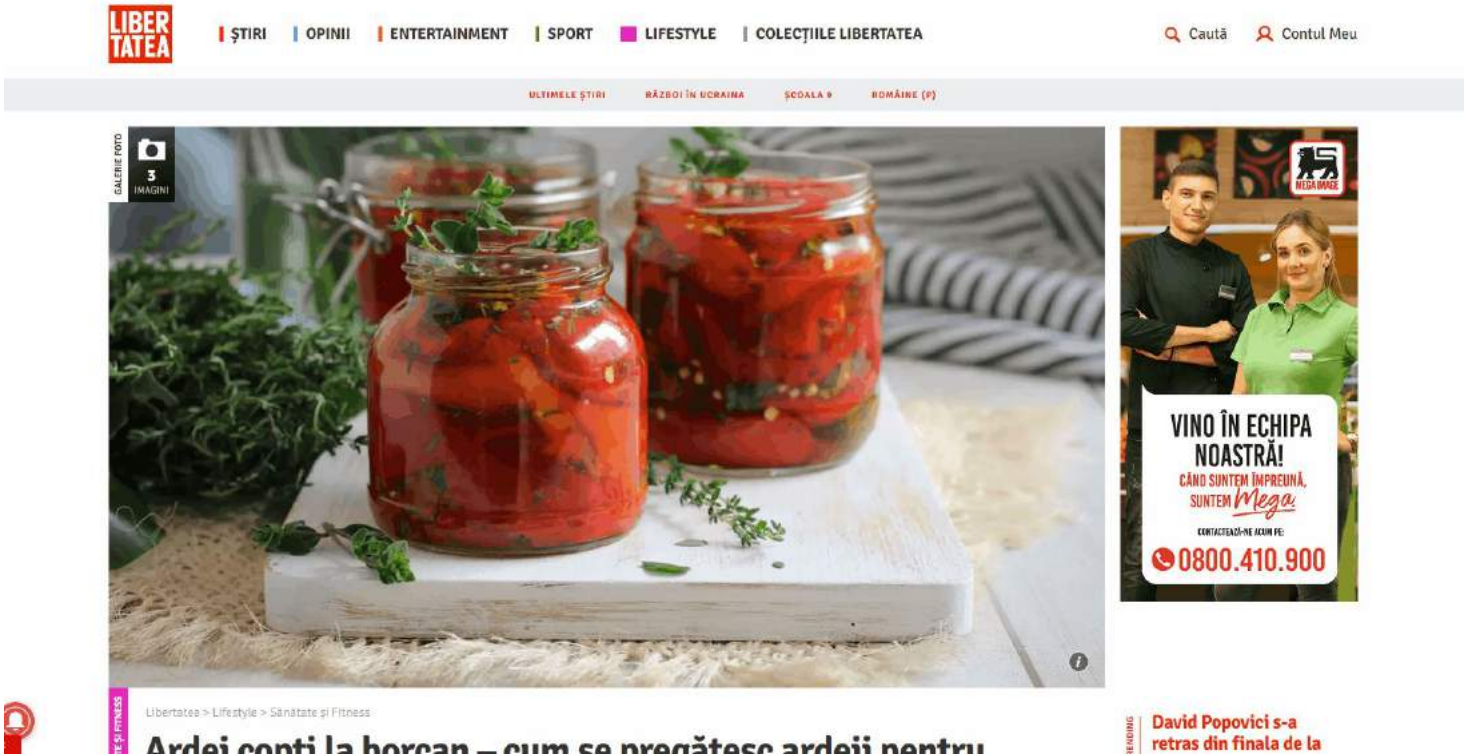

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CASE STUDY

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CHALLENGE:

Promote Nescafe 3in1 Frappe

SOLUTION:

Collaborate with micro-influencers to generate creative content and distribute it via SocialDisplay within Ringier Network

SERVICES:

- Influencers Community Management
- Analytics and Tracking Influencer Performance
- Creative Generator
- Publishers ADS

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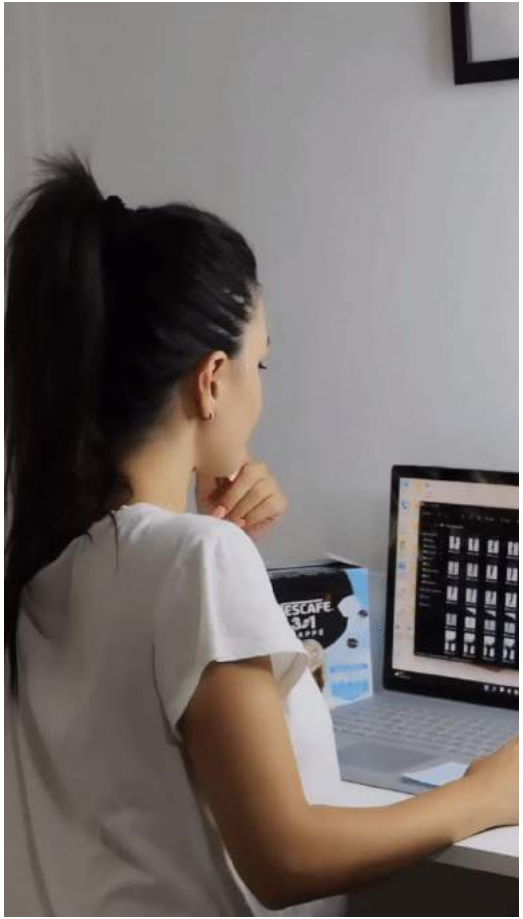
COLLABORATION RESULTS:

- Worked with **10** micro-influencers
- **50+** creative content generated
- **6000+** interactions
- Automatically integrated in paid channels
- **1M+** impressions in paid media
- **4% medium CTR** (**8X** growth)
- **21.7%** increase brand Lift



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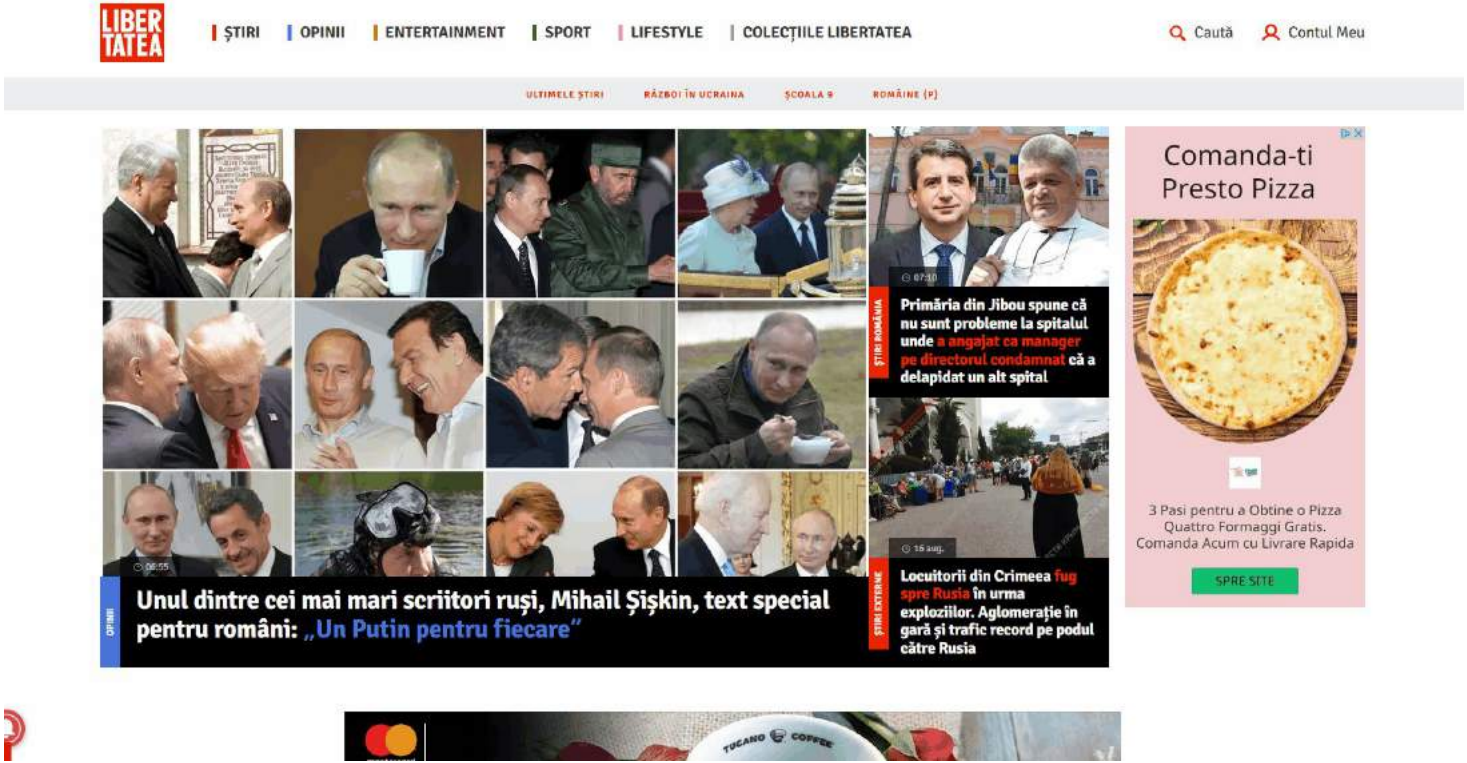

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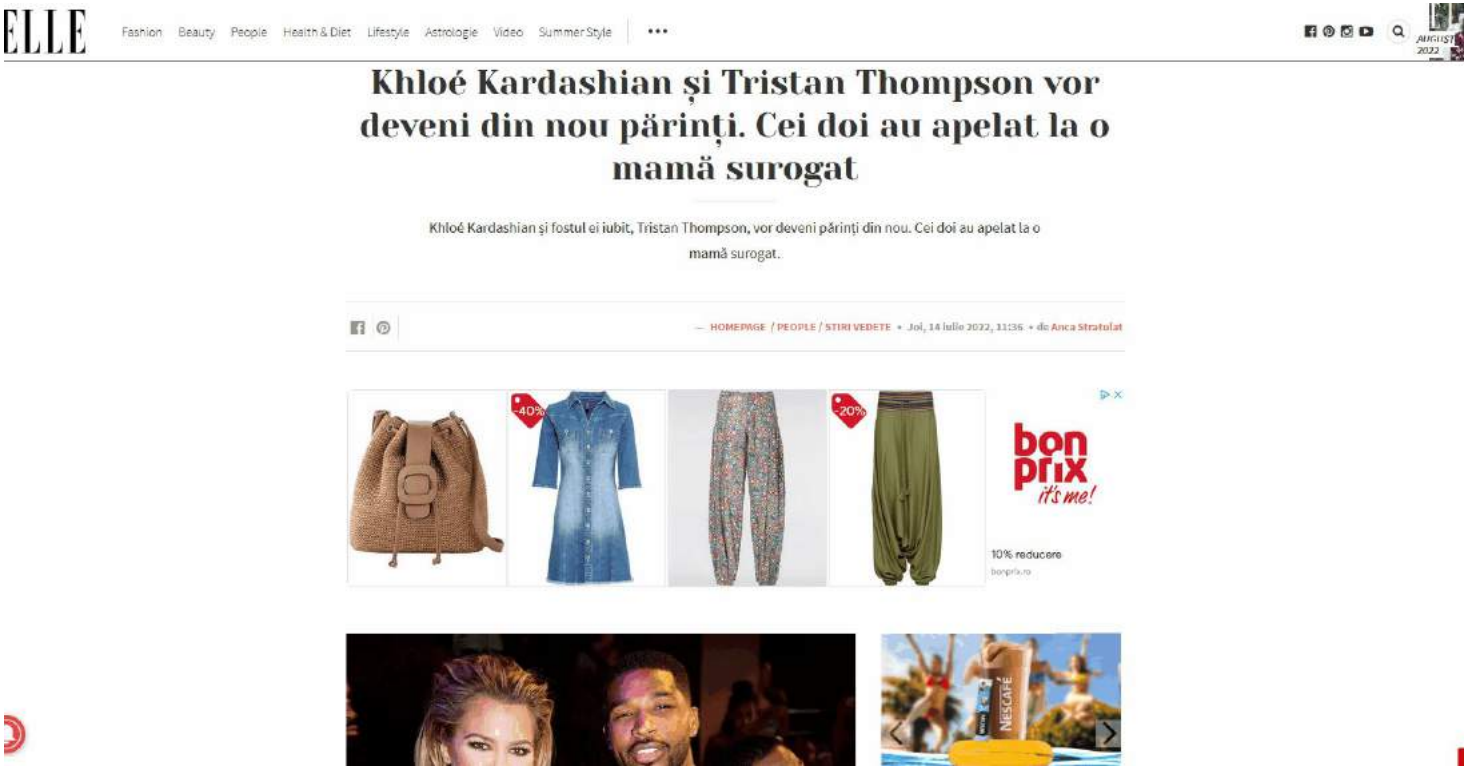

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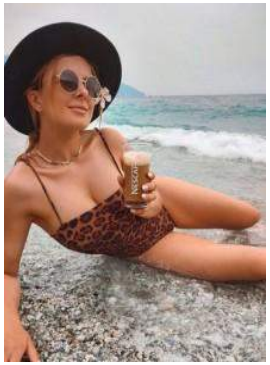

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