

**11/10/21 Equity Session Recap: Influencer & Creator Marketing
by MAGNA Team**

MAGNA partnered with Mediabrands' Diversity, Equity and Inclusion Council for an introductory panel which discussed the role of diversity in the creator and influencer space. Following the panel, we heard from a variety of influencer networks which provided Insights into reaching BIPOC and multicultural audiences. These partners use the power of social media, influencers, and custom campaigns to align brands directly to their communities.

Black Girl Digital

Black Girl Digital is a Digital Content Creator Agency designed to help marketers target Black and multicultural communities authentically through the lens of Black Influencers and/or Creators. We are also the only agency with an influencer marketing platform, iLINKR, that allows you to book multiple Black female influencers at scale. You let us know where you are in your journey, and we'll stop at nothing to get you to your destination successfully.

Primary Target: Black and Multicultural communities, specifically Black women

Creators & Platforms:

- Black Millennial creators, specifically Black women
- 600+ Black & Multicultural creators
- General categories of interest include fashion, entertainment, finance, and wellness

Content:

- 1st Annual Black Creator Appreciation Holiday Brunch: December 2021, in-person event that connects BGD's influencers with brands at scale, with sponsorship & digital media opportunities
- 1st Annual Summer Under the Sun, Creator Picnic Series: 3Q22, A summertime, in-person series to create branded content and experiential integration, with sponsorship and digital media opportunities

Opportunities for Teams & Brands:

- Consumer and creator experiences: on and offline events

- Brand integrations: product placement, giveaways, editorials, product shots and custom content
- Programmatic digital and audio
- Custom video production

Players TV

PlayersTV is the first ever athlete owned media network and content provider dedicated to showcasing sports lifestyle and entertainment. With over one hundred athlete creators, investors, and partners, PlayersTV offers a robust variety of content including comedy, reality shows, documentaries, podcasts, movies, and more all featuring your favorite sports stars.

Primary Target: Aspiring young BIPOC athletes and fans

Creators & Platforms:

- Players TV: 500+ TV networks and OTT/CTV channels that reach 275+ million homes across the US, Canada, and the UK
- Players Studio: Production house that can create custom content across multiple genres & styles
- Players Social Network: Over 300MM aggregated social media followers from its athletic influencers, including Kyrie Irving and AJ Andrews.
- General categories of interest include lifestyle, social causes, fashion/athletic wear and sports

Content:

- *Front Office* - a series focused the behind-the-scenes business strategy and wealth management in the sports world.
- *Cooking Clean* - featuring DeAndre Jordan, the series highlights the NBA veteran cooking delicious recipes alongside a professional chef—providing viewers insight into how to best prepare vegan dishes and discussing the nutritional benefits of those dishes.
- *Sitting with Kai*

Opportunities for Teams & Brands:

- Cross-platform branded campaigns & endorsements
- Original content/projects

- Content partnerships

H Code and B Code

Committed to reaching Hispanic audiences at scale, H Code strives to leverage its learnings, brand equity, and expertise to shape the future of media by unlocking diverse audiences through data and authentic creative and content.

B Code is a data-backed digital media entity focused on understanding Black audiences in order to authentically reach, inform and connect with them in the digital spaces they embrace most.

Primary Target: Multicultural audiences (H Code is minority lead – 75% multicultural/LGBTQ+ staff)

Creators & Platforms:

- 780+ publisher websites
- 1,200+ influencers
- General categories of interest include cooking, social causes, and fashion

Content:

- Home Depot Retool Your School: this initiative reaches and connects HBCU alumni
- Wells Fargo's Summer Food Bank Campaign: created a social media video campaign featuring its Latinx creators to support this community

Opportunities for Teams & Brands:

- Original programming
- Social media content & events
- Branded content & influencer campaigns
- Virtual & live Events

Triller/Group Black

Triller is a Black-owned, American video-sharing social networking service. The service allows users to create and share short-form videos, including videos set or automatically synchronized to music using artificial intelligence technology.

Primary Target: The Black and LGBTQ+ communities

Creators & Platforms:

- Triller TV
- Triller Verz
- Trillernet
- Fite
- Amplify.ai

Content:

- Assembly for Black Creators: virtual event which connected over 200 Black creators
- Triller x EOS Scoop Shop: in-person pop up event which aligned with influencers in the LGBTQ+ community

Opportunities for Teams & Brands:

- Digital & social
- NFTs
- Events & music

Influential

Influential is a media partner with a proprietary tool that identifies relevant influencers for brands based on the influencer's audience demographic and psychographic details. Influential ensures there is diversity across influencers selected, which extends to fair and equitable payment for all talent.

Primary Target: A Range of custom audiences aligned by demographics, psychographics, contextual and brand safe factors. though mostly falling within the Gen Z and Millennial groups

Creators & Platforms:

- 1MM + Multicultural Influencers
- Collegiate athletes

Content:

- Name, Image & Likeness (NIL) deals: 150,000+ college student athlete ambassador network
- Customized content campaigns

Opportunities for Teams & Brands:

- Social Campaigns from TikTok to Instagram
- Brand Partnerships with a DE&I focus
- Collegiate athlete partnerships