

WE ARE HEIST INDUSTRIES

THE COMMUNITY MARKETING AGENCY



# ABOUT US

Classic advertising is becoming more and more framed, repetitive and obsolete. Think of a Friday night in front of the TV Your brand needs to step out of the ad break and become the prime-time program.

Since 2012 Heist Industries is fighting for a new way of doing advertising It all starts with relevance, true stories, real people, communities of interest, all explored and exploited in innovative ways. Heist Industries is here to conquer any community out there and turn it into the brand voice It will be so natural it will look like a steal.

A heist of the mind for the higher purpose of the new communication religion impactful storytelling and viral content



# Heist in Figures

3

Webstock Awards  
in Social Media

10

years of experience  
as a full-service  
agency

40

professionals  
with 360° vision

1

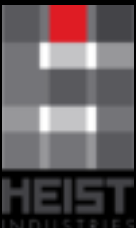
Effie Award in  
Activating  
Communities

10

Years of experience  
In PR

2

Internetics Awards in  
Special Project and Social  
category



# BRANDS WE WORKED FOR



Heist Industries resources consist **of 36**  
**specialists** who fill the roles of the following  
departments:

- **14 CREATIVES**- developing creative services from concept to graphic representation,
- **9 CLIENT SERVICE PROFESSIONALS** - tailor made consultancy on client needs, project management and coordination
- **1 STRATEGY CONSULTANT**- developing strategies suited to client needs from market research, creative & social insights, market trends
- **6 DIGITALS** - development of dedicated digital strategies, page management and dedicated content according to specific campaigns,
- **2 PROGRAMMING & AUDIO VIDEOS** - development of online sites/pages, video & audio editing
- **4 PR CONSULTANTS** - dedicated PR strategy, PR audit, influencer mapping and profiling, influencer management, media relations
- **EVENT IMPLEMENTATION** - **activated when needed by CS or PR department depending on the needs of the project** - where ideas come to life through ATL

PEOPLE & THE  
BUSINESS

# What services does the PR department provide?

## PR AUDIT

We're taking an in depth look at your public image in order to see what's working and what's not and most importantly, what can be improved in order to reach your goals

## MEDIA RELATIONS

Constant, smart and coherent Communication contributes to brand reputation. Media relations includes maintaining relationships with key outlets, strategic partners, stakeholders and authorities.

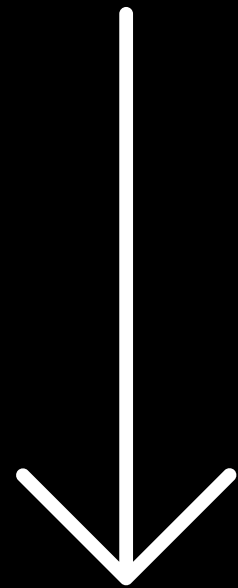
## PR STRATEGY

What type of media mix is suitable for your needs? How often you need to be present there? We're creating a tailored, in-depth strategy for your brand so that we're making sure you get the most out of each channel using the proper assets with the right tools

## INFLUENCER MARKETING

Communication with influencers is an area that starts from the influencer strategy, when influencers are profiled and mapped and reviewed in relation to the brand identity to produce a symbiosis between brand and influencer + dedicated amplification campaigns with influencers, analyzing the activity with them and drawing conclusions and future directions on how to improve the activity.

# Detailed communication services



# PR/Comms Strategy

PR/Communication Strategy

Identifying and solving communication problems through an x-ray of competitor and owned communications analyzing assets & touchpoints over a set period and directing the brand conversation to meet set objectives.

Engaging creative insights into communication approaches and/or translating communication strategy into dedicated pr tactics tailored to the brand's personality and audience.

# PR Tactics

In the mix of tactics for fulfilling the communication strategy we include the ability to draft different types of content assets - from consumer or corporate oriented press releases, advertorials, to product and service descriptions, video material scripts, influencer briefs, speeches by influencers, celebrities and authorities and other materials on demand depending on the dynamics and type of communication campaign.

# Influencer & Media Relations

PR tactics with a **dynamic built around influencers** as a way of executing a creative route or amplifying it. By influencers we mean key opinion leaders, authorities, celebrities and any content creating entity in the digital environment that can change the perception of the target audience through their message. Influencer marketing services include influencer mapping and identification in line with the brand's personality and the audiences it aims to communicate with, quantitative and qualitative influencer profiling, influencer management, negotiation and contracting.

PR tactics that engage the right **media mix** for the communication objectives and tone. When we create the media mix, we look first at the communication territory of the brand and the theme in which the communication topic is developed and consider paid or organic media outlets (print media, blogs, vlogs, strategic partners and media authorities. Initiation and maintenance of relationship with media mix, special projects, PR kits).

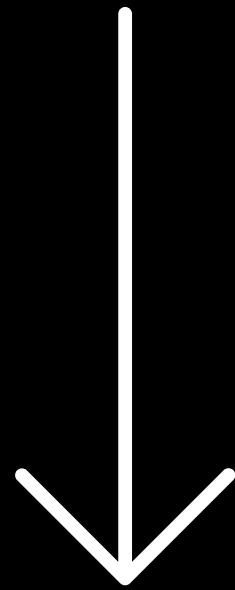




The tool that helps us in identifying and measuring influencers is [IMAI marketinginfluencers.ai](https://www.influencermarketing.ai) powered by LEADERS

What are our Influencer Performance Measurement Tools?

# WHAT CAN WE MEASURE?



# The amount of influencers

In relation to a so-called influencer from which we can derive his/her notoriety by the percentage of people who follow a category of interests (e.g. how many percent of people are interested in fashion? how many percent of people are interested in luxury brands?)

Audience details are measured and analyzed both by followers and likes and contain **details about age, ethnicity, gender, lookalikes, affinities, language, reachability etc.**

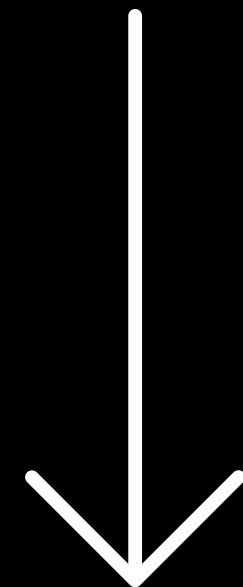
# Qualitative Audience Criteria

Influencer Profiling Identification in relation to the **audience, language, their interests (depending on what they follow and like), BIO, lookalikes and insights about how the Instagram profile performs (reach, impressions, views, ER),** credibility and authenticity of the following profiles

# Set KPIS

In relation to the total number of followers we can find EXPOSURE reels views, impressions, **ENGAGEMENT & AUDIENCE (audience overlap, gender, age and top country)**

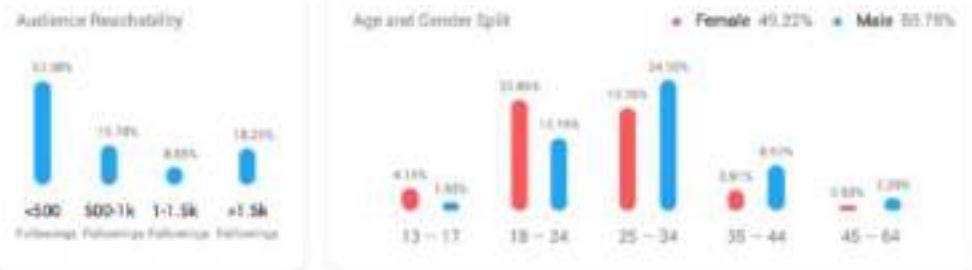
EXAMPLE OF QUANTITATIVE &  
QUALITATIVE INSIGHTS FROM A  
**CELEBRITY** PROFILE



**Audience Details** by Followers

**77.18%**  
Followers Credibility

**9.8%**  
Notable Followers

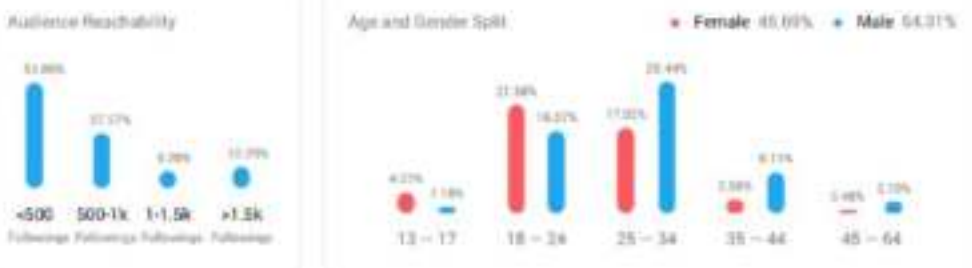


**Audience Details** by Likes

**88.18%**  
Likes Credibility

**24.28%**  
Notable Likes

**16.67%**  
Likes not from Followers



**Influencer Details**



**AUDIENCE DATA**



**INNA**

@inna - Business account



**INNA- 3.1M followers**

1. Audience reachability - 53.38% < 500
2. Gender Split - 45.69% female, male 54.31%
3. Influencer Brand Affinity: Gucci, Spotify
4. Influencer Interests: Music, Luxury Goods
5. 96% Adults

**Sponsored Posts**

**September 2, 2021 14:00**

New me, who dia? This is me, wearing my better smile. #GoOralBElectric #OralBWOW #OralBIO #GetUp #GetYourTeethWhite #Ad #PaidPartnership

Likes: 63, Comments: 10

**August 30, 2021 13:51**

New me, who dia? This is me, wearing my better smile. #GoOralBElectric #OralBWOW #OralBIO #GetUp #GetYourTeethWhite #Ad #PaidPartnership @oralb-romania

Likes: 6, Comments: 4

**December 6, 2021 08:51**

It's the most wonderful time of the year! Hai sa facem fapte bune! Inspira-te din mesajele de pe Instagram @cocacolaromania sau de pe doze, postreaza fapta buna pe profilul tau cu tag s...

Likes: 58,579, Comments: 478



# Agency ecosystem



**GLOBAL RECORDS**

**LEVEL UP**

**TALENTIVITY**

**HIT MANAGER, 2 PERFORMANT**

**ROMANIAN ARTISTS AGENCY**

**IMAI marketinginfluencers.ai**  
**powered by LEADERS**



# Our approach to influencers campaigns

## The power of brief

For a good campaign start we prepare a very comprehensive brief with clear deliverables.

## Research is the key

A good brief is not enough, if you do not know how to find the right people, so there is mandatory to do a good research for the influencers that fit your needs

## Push & pull Model

In campaigns we bring the right mix of celebrities & micro-influencers so to have both good reach and to make each story authentic and unique

## Customized content

Each of the influencers will find his/her involvement in a natural way so the posts will be authentic

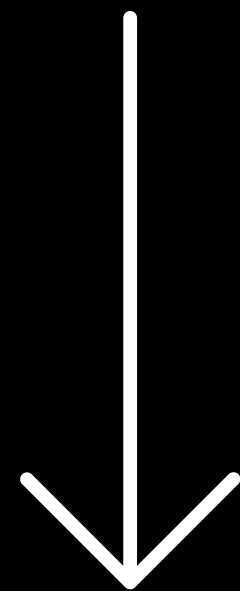
## Excellence in project management

We have an integrated team that has expertise in working with influencers and with good organizational skills, so to implement flawless each campaign

## The campaign... and beyond!

We put a great focus on follow up to measure and maximize impact of the campaign & leverage opportunities

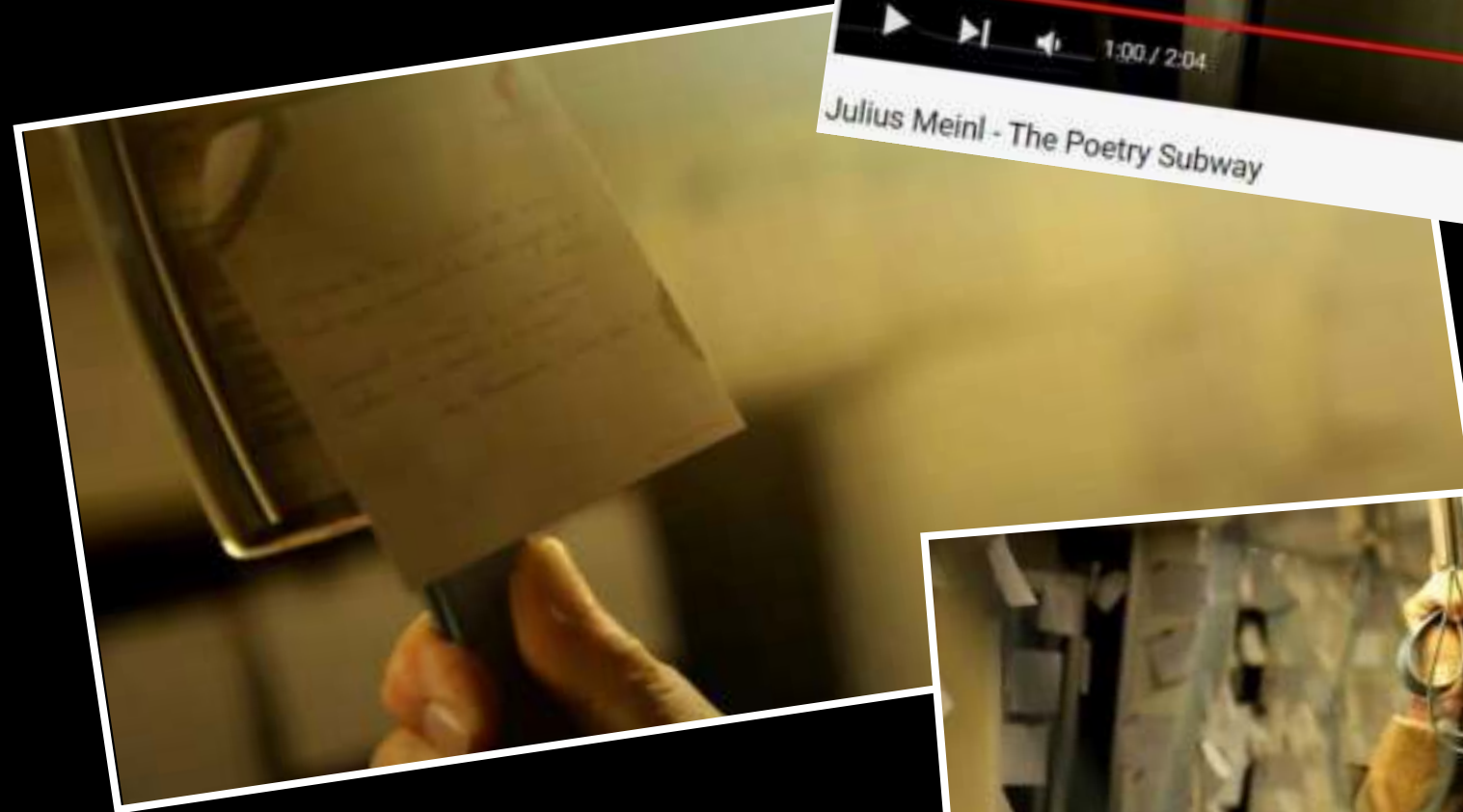
SOME OF OUR MOST RELEVANT  
INFLUENCER CAMPAIGNS





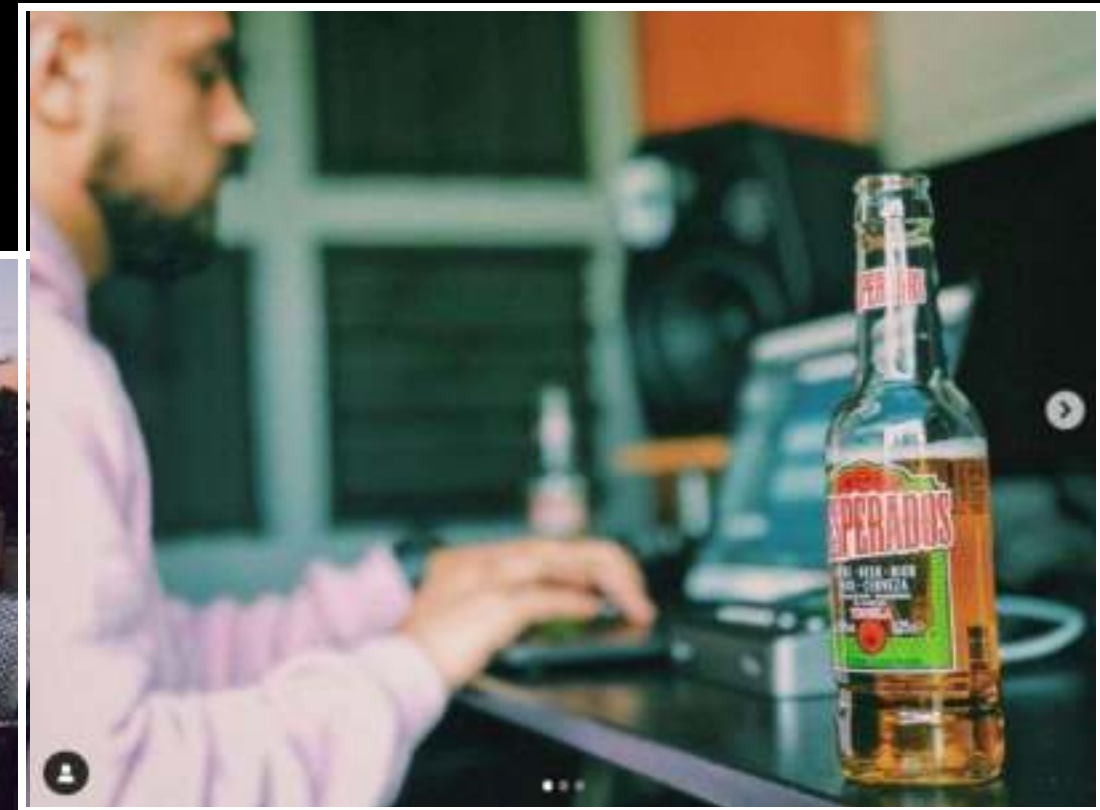
# Julius Meini Subway Bombing

- 270,000 post-its with poems
- 7,000,000 people reached
  - 5 prime time TV news
- Hundreds of articles and blog posts



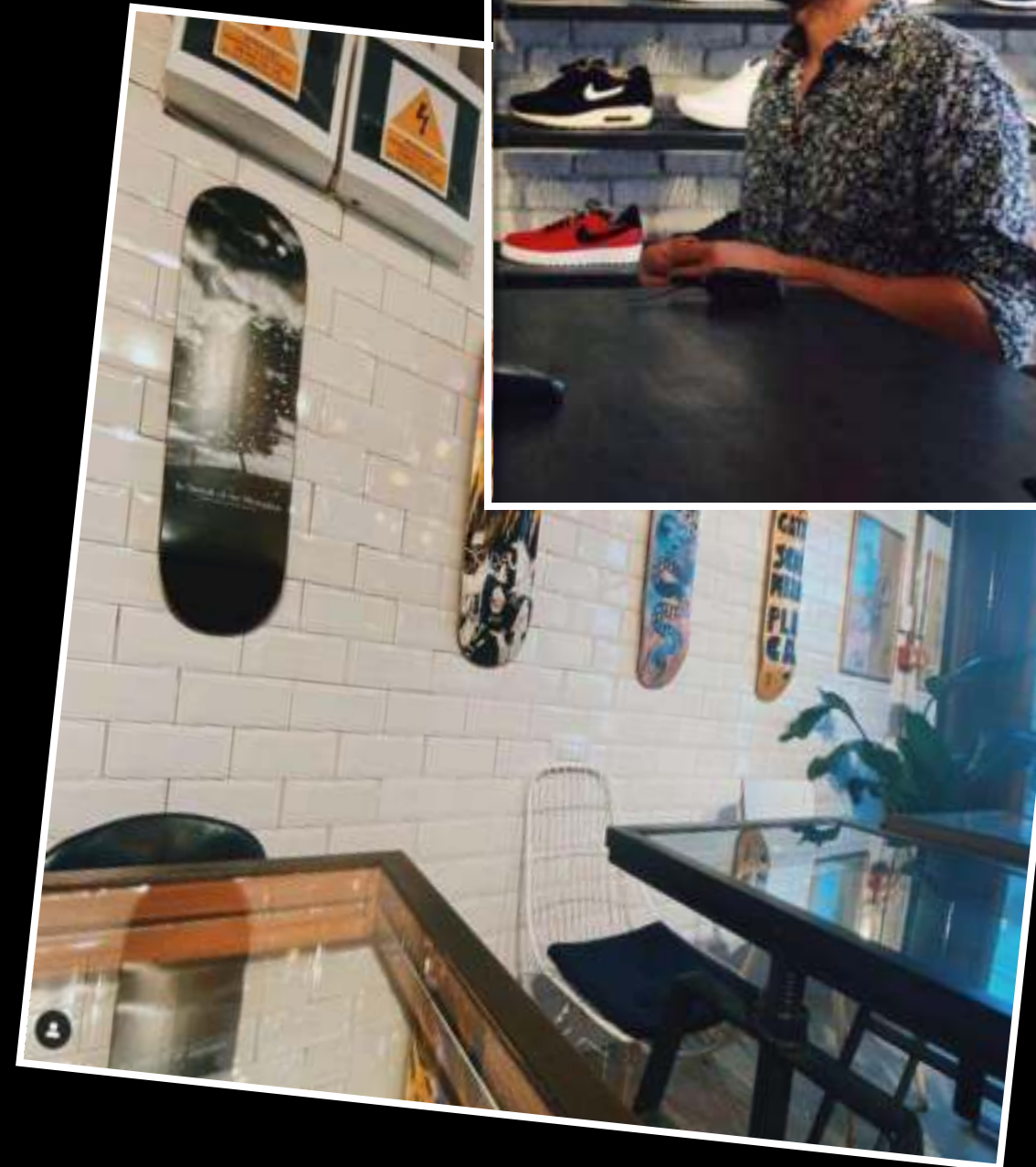
# Desperados Sound Trip

- 1 band (ARE YOU ANYWHERE)
  - 2 weeks
  - 15 locations
  - 2.600 KM
- The remixed sound of Romania



# The Urbanist PR Fashion Retail

- The inception & creation of URBN (later the Urbanist) one of the coolest urban concept stores in Bucharest
- The store hosted T-shirt design competition and artist created appeal for Burn (Kitra, Fear, etc. )
- The store hosted party series events in which influencers and VIPs rubbed shoulders with community creators



# Nestea Winter Filters

- 4 influencers
- 32 materials
- 10 materials earned
  - 1.8 M reach



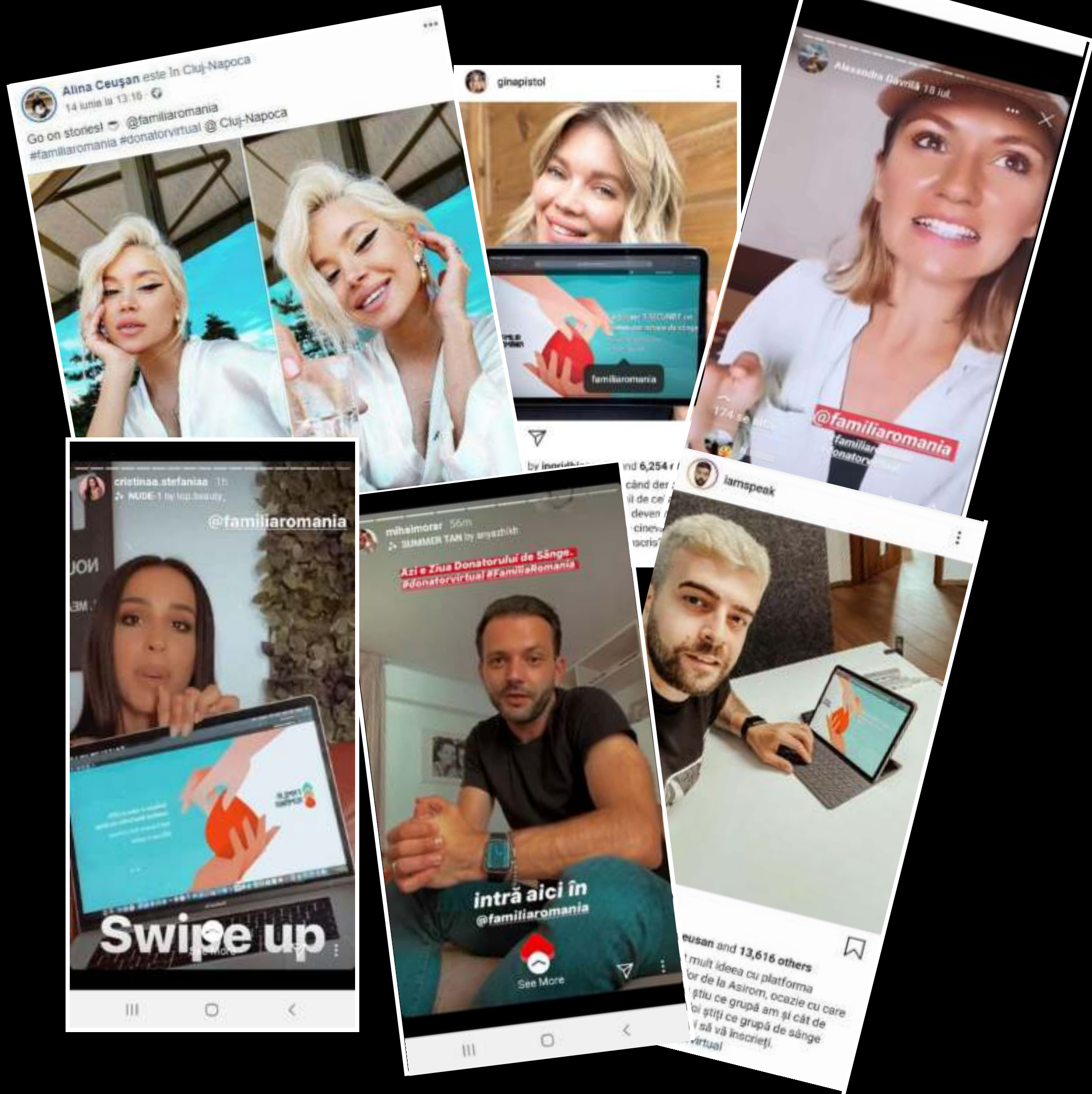
# Takeaway UEFA Champions League 2020

- 8 Influencers
- 1 month
- 96 total materials
- 3M reach



# Asirom #FamiliaRomania CSR Campaign

- 9 Influencers
- 5 months
- 33 paid deliverables & 89 bonus deliverables, tens of press release apparitions
- 5.5M reach



# glo x Uniq Book of 76 Expressions

- 4 authors & 4 celebrities
- 4 months and going
- ~ 100 deliverables
  - ~ 1 M reach



# glo X Electric Castle 2022

- 3 authors & 2 celebrities
  - 71 materials
  - ~ 1 M reach





# glo X Summer Well 2021

- 4 authors
- 126 materials
- 819,943 reach



THANK YOU!

