

INVERSE

NETWORK

CONNECT TO IMPACTFUL CULTURES

WAYS TO WORK WITH US

Advertisers and Marketers are not equally investing in diverse media companies and influencers.

The Association of National Advertisers (ANA) suggests that in 2020 and before only 5% of media dollars went to Black, Latine/Hispanic, Asian and LGBTQ media companies combined

And diverse creators are sometimes paid less than their peers. In some cases, Black women influencers are paid almost 10x less than white women influencers, according to Fortune.

While the industry is pledging to do more, **they are stalled.**

Dollars invested in
**diverse media
companies and
influencers**



Dollars invested in
**non-diverse media
companies and
influencers**



Let's Change The Way We Connect With Diverse Audiences

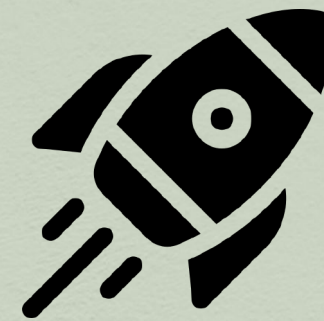
We help brands and agencies connect to diverse audiences at all touch points.

Clients work with us when they want to represent **deep intersections of diverse communities**

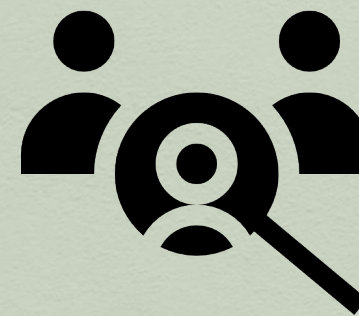
The InVerse Network by Bold Culture takes a divergent approach to talent management by connecting brands and agencies to multicultural media, influencers and multi-level talent. Now, Planners, Marketing Directors and Recruiters have one vast and diverse database for their outreach needs.



3 Ways Clients Work With Us



Let SMC manage the full service influencer/creator process including search, confirmation, development, distribution and reporting.



Use our database to find diverse creators + execute the campaign on your own.



Use our database to find diverse creators + execute the campaign with SMC.

A Snapshot Of Our Database

Our influencers are creating and expanding culture and building actionable, engaged audiences while at it.

Our network consists of creative & influential talent focused on the following communities:

- **Black**
- **Hispanic/Latine**
- **Lgbtqia+ (minority focused)**
- **Asian / Pacific Islander**

All of our influencers are Black, Latinx, LGBTQIA or represent the intersection of the communities**



Jovel Roystan

He/Him

Content Affinity:
Style/Fashion

Influencer Level:
Micro



Debra Freeman

She/Her

Content Affinity:
Cooking

Influencer Level:
Nano



Chelsea D.

She/Her

Content Affinity:
Lifestyle

Influencer Level:
Micro



Teneika Askew

She/Her

Content Affinity:
Tech

Influencer Level:
Micro



Jarrett Lampley

He/Him

Content Affinity:
Photography

Influencer Level:
Nano



Will Wiggins

He/Him

Content Affinity:
Gaming

Influencer Level:
Micro

How We Work

From reposting existing brand creatives with new and resonate messaging to developing custom content of their own for the brand, our influencer network ensures you're reaching impactful communities authentically.

Strategy

We work with your campaign brief to choose the best influencers based on their experience, connection to the campaign's goals and the overall campaign budget. We will provide a list of candidates with their audience metrics and samples of previous campaigns and/or the work that they have produced. As those options receive final approval, we move to the outreach stage. Secondary targets will be chosen dependent on influencer availability or interest in Outreach stage*

Outreach

We will confirm availability, interest, budget and creative capabilities with our influencer(s).

Development

Where necessary, our influencer will be a part of the creative development strategy, working to produce treatments and moldboards for the campaign. Our influencers will produce any necessary content for the campaign as agreed and outlined within the strategy and development portions of the process. Execution includes copywriting, photography, videography and more.

Execution

InVerse will work to ensure all influencer media posts are posted at the designated day and time with the client-chosen creatives.

RESULTS

We will compile a post campaign analysis for your review, including all key social metrics with user feedback where applicable

**Over the past 5 years, we've already
provided premier digital media services
to the top agencies and brands.**

BET★

**MIR
RO9
DIGITAL**

VH+1

oMD

M^{TV}
MUSIC TELEVISION®

NETFLIX


TIDAL

abc

FREEFORM

**dentsu
AEGIS
network**

CARAT

MULLENLOWE

MEDIAHUB

360i

viacom



**Ready to connect
to diverse talent?**

Contact: garrick@streamlinedmedia.co