

MediaCom and indaHash Introduce South Africa to a New Influencer Marketing Approach

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00.00am Thursday 13th October 2016, Johannesburg, South Africa – Mediacom and indaHash have launched their first joint campaign in South Africa this month.

The campaign, executed on behalf of Revlon, marks the beginning of an exclusive, strategic South African partnership between MediaCom's content division, MediaCom Beyond Advertising (MBA), and indaHash. Due to the fact that indaHash will be exclusively distributed through MediaCom in South Africa, all agencies and advertisers have the opportunity to utilise this unique technology through the MBA division.

Following successful launches in countries such as Poland, Germany and the UK, South Africa will be another market that will benefit from indaHash's unique ability to automate collaboration between brands and digital influencers.

With an international platform that is fully automated, indaHash revolutionises the process of collaboration between brands and digital influencers. It was established at the beginning of 2016 and has since gathered over 65 000 influencers, steadily captured new markets, and executed more than 200 campaigns for some of the world's biggest brands, such as Coca-Cola, P&G, McDonald's, and L'Oreal.

A ground-breaking digital partnership

As a new strategic partner of MediaCom, one of the largest content and media agencies worldwide, indaHash will be made available to all MediaCom clients, as well as other agencies in South Africa that wish to use the platform for their own client campaigns.

Federico Dedeu, Head of MediaCom Beyond Advertising – which is the MediaCom division that will be working with indaHash the most frequently – says that the company is very excited to be partnering with indaHash, as it's going to revolutionise the way brands are able to work with influencers.

"We have been consistently seeing the true value of this marketing method," continues Mr. Dedeu. "The technology enables brands to easily work with 1 or 100 influencers at a time, as it manages the contracts and the different payment models. This means that budgets can work harder than ever before. Over and above this, brands retain the rights to the assets created by the influencers, which have real production cost savings."

Setting the momentum for great digital moments

Joanna Pawluk, Managing Partner at indaHash, says that in the case of South Africa, indaHash decided to enter the market with a different business model. "Instead of building a local team," Ms. Pawluk explains, "we decided on a strategic partnership with MediaCom. As indaHash, we are delivering the technology on a daily basis that is used successfully by some of the biggest agencies and media houses worldwide. We are happy that, together with MediaCom, we will now be able to deliver the best campaigns

involving influencers in South Africa.”

The first campaign in South Africa will involve the marketing of Revlon’s Great Moments competition. The influencers were asked, through the indaHash app, to select one of the prize holidays, take a photo of the indispensable items they would take along for an expedition, and add Revlon deodorant to the picture. Additionally, influencers will tell their followers about the competition and encourage them to participate. The competition runs until October 31st.

For indaHash, Joanna Pawluk will be responsible for the development and launch of the platform in the South African market, while Mediacom Beyond Advertising will be represented by Federico Dedeu.

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