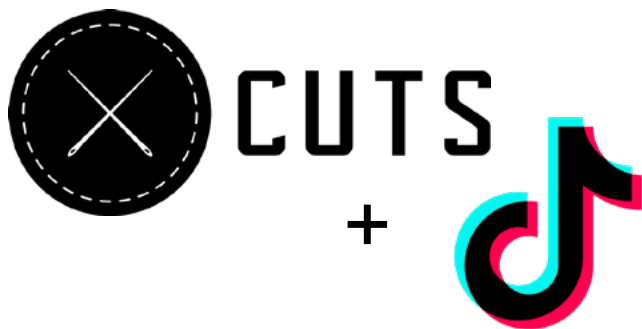
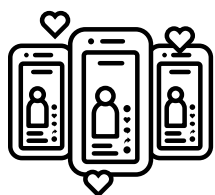




Goals

The campaign assigned its ambassadors 1-2 TikTok videos per month each with a specific theme centered around a new product, collection, holiday, etc. Meanwhile, the partnership set out to build a group of creators to produce quality, brand-specific content.

The campaign goal was to grow each ambassador's social presence and increase Cuts' brand awareness on TikTok. Success for the partnership meant establishing a sustainable "content farm" of high-performing micro influencers to collectively produce 20-30 pieces of content with a 10%+ engagement rate and <\$120 CPA.



30+
Original
TikTok Videos



20
New TikTok Creator
Partnerships



10%+
Engagement
Rate

Planning

Research included niches with large male audiences, older audiences, and high-income audiences; influencer engagement rate; previous influencer partnership performance; other brands' high-performing TikTok ad content; and influencers open to content in exchange for products.

Execution



keonifilms keoni · 8-23
GO GET EM. @Cuts #cutsclothing #ad
🎵 original sound - keoni

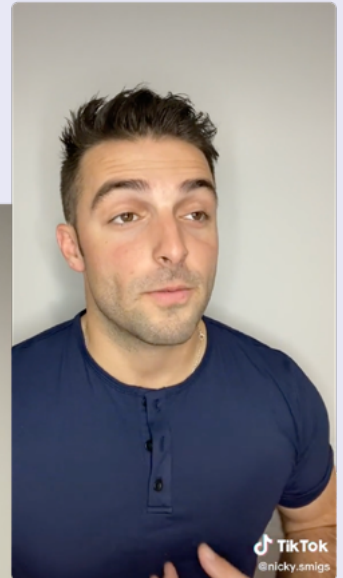


Campaign

Nano and micro influencers operated on a one-month trial basis. Their extension was dependent on campaign participation and execution of deliverables. Ambassadors produced 1-2 TikTok videos per month, each with Cuts-branded tags.



nicky.smigs Nick Smeriglio · 9-30
For whatever you're doing, for whichever character, put em in @cuts LINK IN BIO
🎵 original sound - Nick Smeriglio



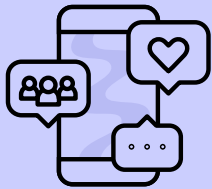
Partnerships/Paid Media

Partnerships used macro and celebrity influencers, while paid media used nano and micro influencers. Partnerships started as three-month paid deals (2-3 monthly videos with creative freedom) with most earning a contract extension. Paid media was a monthly recurring campaign that required 1-2 monthly videos following a specific campaign brief.

The Cuts team found it simple to track video performance across various campaigns. Paid media influencers could also easily select which products they wanted in exchange for monthly content.

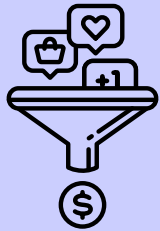
Results

- Created a team of 15 micro influencers who produce 1-2 monthly videos with little to no lift from the brand's end.
- Created more than 20 three-month trial partnerships with influencers with 150K-5 million-plus followers.
- Content & payment tracking became extremely easy.



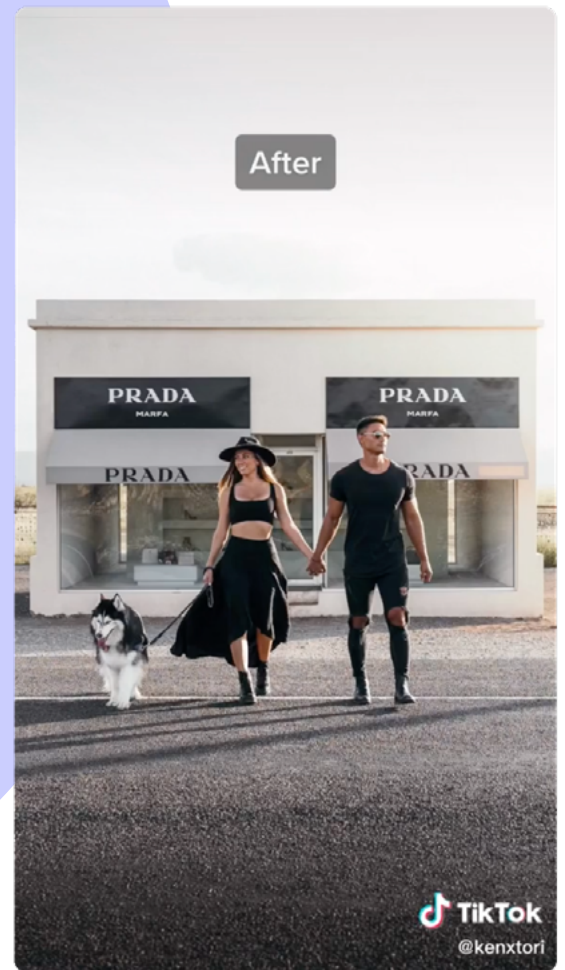
1-2

Monthly videos generated per creator



<\$120

Cost per acquisition (CPA)



Ambassador



Partnership



GRIN Features

To meet and exceed their campaign goals, Cuts Clothing leveraged the following GRIN features:

Affiliate Link Generation

to track revenue produced by each ambassador and attribute ROI to the campaign and its best performers.

Product Seeding

to easily ship and track products sent to creators in exchange for monthly posts.

Campaign Briefs

to help guide creators on exactly what kind of content needed to be included in their sponsored posts.

Email Templates

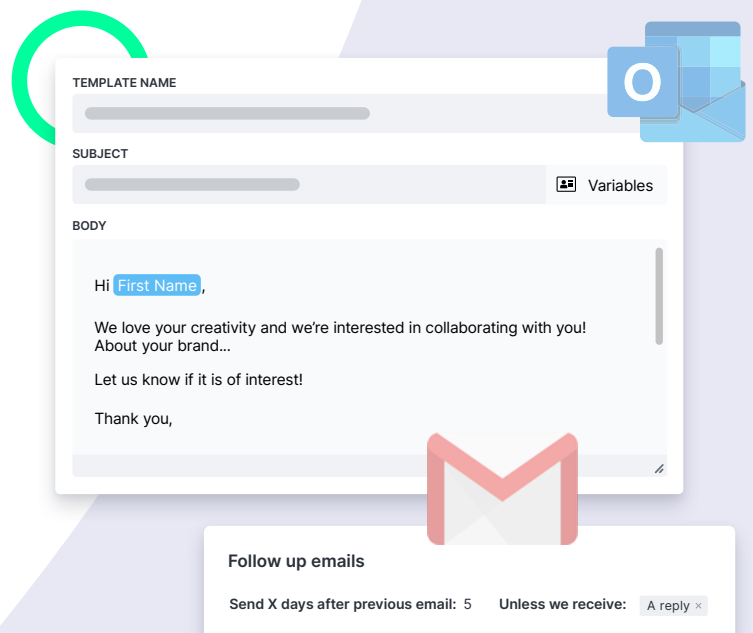
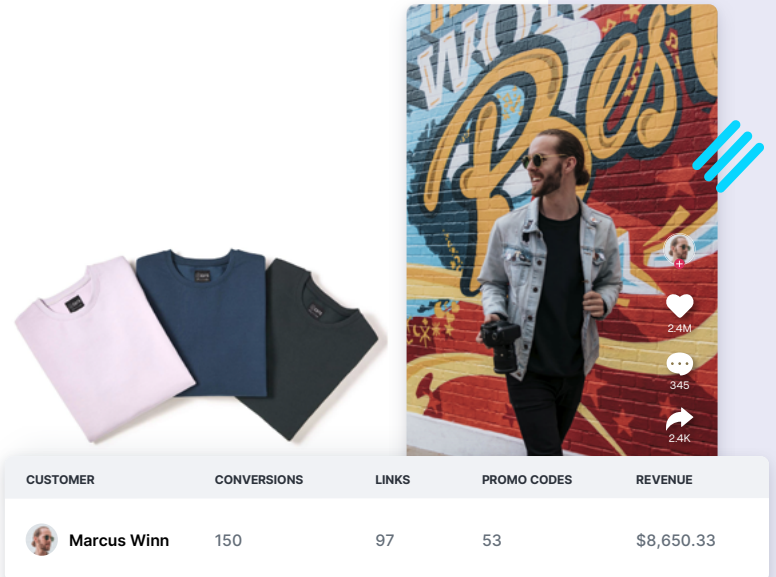
to include all relevant information and make the right impression on prospects during outreach.

Influencer Analysis

to check creator engagement rates and metrics to help find brand-appropriate partnerships.

Relationship management

to field applicants, court prospects, and serve as a single communications hub.



TEMPLATE NAME

SUBJECT

BODY

Hi First Name,

We love your creativity and we're interested in collaborating with you! About your brand...

Let us know if it is of interest!

Thank you,

Follow up emails

Send X days after previous email: 5 Unless we receive: A reply x

Who is Cuts Clothing?

Cuts Clothing is committed to creating the perfect men's T-shirt. Using its own custom fabric, expertly tailored fits, and seasonal color palettes, Cuts has established itself as "the only shirt worth wearing."

Cuts is a premium men's clothing brand specializing in T-shirts, sweatshirts, bottoms, and hats. The company's goal is to provide clothing that is professional enough for work and stylish enough for a night out without sacrificing comfort.



Why Choose GRIN?

GRIN is the pioneer behind the world's first Creator Management platform, designed for the next generation of brands who recognize that, in the creator economy, authenticity is everything. Our platform supports every brand's journey to connecting with consumers through authentic creator relationships and is listed #1 across all top review sites including Capterra, G2 Crowd, and Influencer Marketing Hub. Thousands of the world's fastest-growing brands—including SKIMS, Warby Parker, Allbirds, Mejuri, and MVMT—use GRIN to make creators feel like trusted, empowered partners and work with them to build their brands into household names.

Together, we are revolutionizing the Creator Economy.

