

#TRENDING ALL DAY

Capabilities

2018





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ALL DAY

Biel

WHO WE ARE

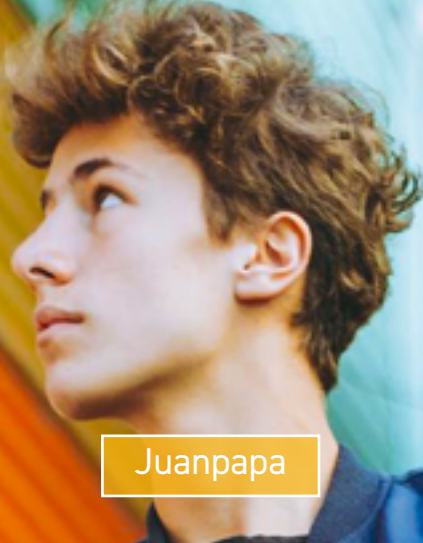
We are the first influencer only news and entertainment platform. We influence the influencers everyone wants to know. We connect brands, elevate experiential, create content, deliver meaningful impact, and build visceral and organic connections between you, the influencer, and our combined audience.

WHO WE ARE NOT

An agency, an influencer marketing company, a plug and play solution to social – We're much better!



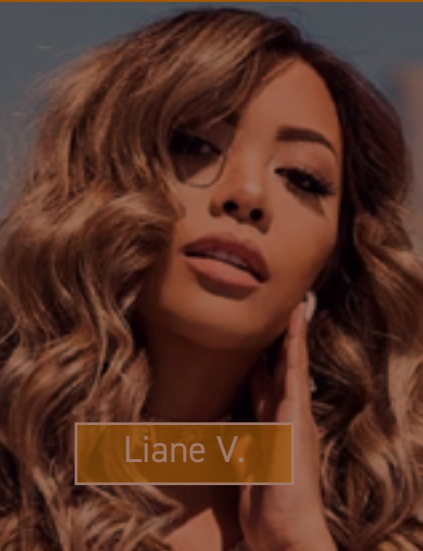
Liza Koshy



Juanpapa



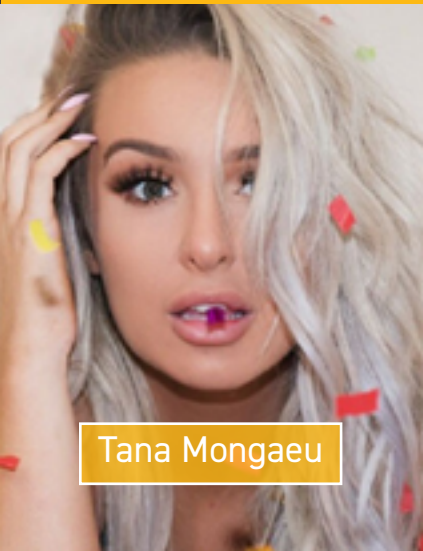
Cameron Dallas



Liane V.



David Dobrik



Tana Mongaeu

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We Influence the Influencer!

WHAT DOES "INFLUENCE THE INFLUENCER" MEAN?

Before we develop the campaign, write the story on our platform or list our huge influencer network, we answer one simple question.

How do we create a truly authentic relationship between your brand and the influencer? What's our answer? **TRUST.**

Influencers across the world have trusted us as collaborators in developing relationships with their brand partners. This translates in multiple forms such as events, social campaigns, content and music.

We focus on translating your brand's message, resulting in strong, **authentic relationships** with influencers and their audiences.



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WE'RE YOUR BRIDGE

"We know we need to work with influencers, we just don't know how."

"How do we control quality but still build an authentic voice with an influencer's audience?"

"What's the winning formula for collaborations with influencers?"

Influencers understand that their fans can recognize real special moments compared to those that are contrived or feel staged; they've mastered the ability to connect with large audiences for that reason. When your brand is associated with these sorts of authentic moments, their fans will in turn embrace your brand and its intended messaging.

They will feel compelled to explore your product/brand, rather than view it as an unwelcome ad. Our team at TAD are experts in fostering these moments – we are trusted friends of the influencers, experienced creators, and compiled of social media ourselves. We're your bridge, your special sauce, between your brand and the influencer landscape.

DEMOGRAPHICS & STATS

100MM+

True Reach from Our Last Event

8MM+

Audience of TrendingAllDay
Radio Show

1MM+

Person Reach on TrendingAllDay
Each Month

18-34

Median Age Range
(60% male / 40% female)

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AWESOMENESS



WHAT WE DO



Experiential Events – Anywhere in the world, anytime of year, we connect your brand's message with your ideal target audience.

Social Media Management – We're your social experts. No more worrying about how and why.

Branded Content – Content is king in social media. We co-create influencer content that is effective with the influencer's audience and also true to your brand message.

Facebook Marketing / SEM – Want to add sales to your brand awareness campaign on social? FB marketing is the most effective way. We're experts.

Influencer Placement / Ads – Relationships are everything. We place the right influencers with your brand for the most effective messaging.

Content Creation – Shooting, editing, storytelling.... Leave that to us. We've done it with and for the best in Hollywood and beyond.

Trending All Day Radio Show – Get your brand in front of our 8 million+ listeners on our daily radio show.

Trending All Day Music Production – We produce music with up and coming artists and influencers, developing relationships that boost opportunities for your brand.





INFLUENCERS + CO-FOUNDERS

Kevin Writer and **Hayley Delaine** are curators of influencer culture, as well as being influencers in their own right. Trending All Day is their platform and creation. Collaborating with other high ranking influencers and strategically building authentic brand partnerships, they produce news, entertainment, music, and radio content, hyper-focused on reporting the lifestyle, gossip and culture of today's most popular social media influencers.

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WHAT PEOPLE ARE SAYING

Brands

"Thank you so much for recording 'Influencers Only' segments in our suite! We couldn't have been happier and you guys absolutely crushed it."

— Phil Ranta, Head of Creators, Mobcrush

"Hayley - This is Soooooo good. I'm never surprised but always impressed with how strong your segments turn out. Let's do more!"

—Matthew Gardea, PR, FullScreen

Influencers

"Thanks for having me! It's always so nice to collaborate, love you Hayley!"

—Hannah Stocking

Clients

"Fantastic! The event was such a success and the views are still rolling in. Let's discuss our next campaign ASAP."

—Angela Liu, Yoobi

Fans

"Cool and informative content, I watch every day. Definitely a new subscriber here!"

—Maria, YouTube subscriber



VIDEO SAMPLES



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CONTACT

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