



*TILT*

THE UNFAIR ADVANTAGE

# PEOPLE BELIEVE PEOPLE NOT BRANDS



**Project:** Business Is An Adventure South Africa II ([view here](#))

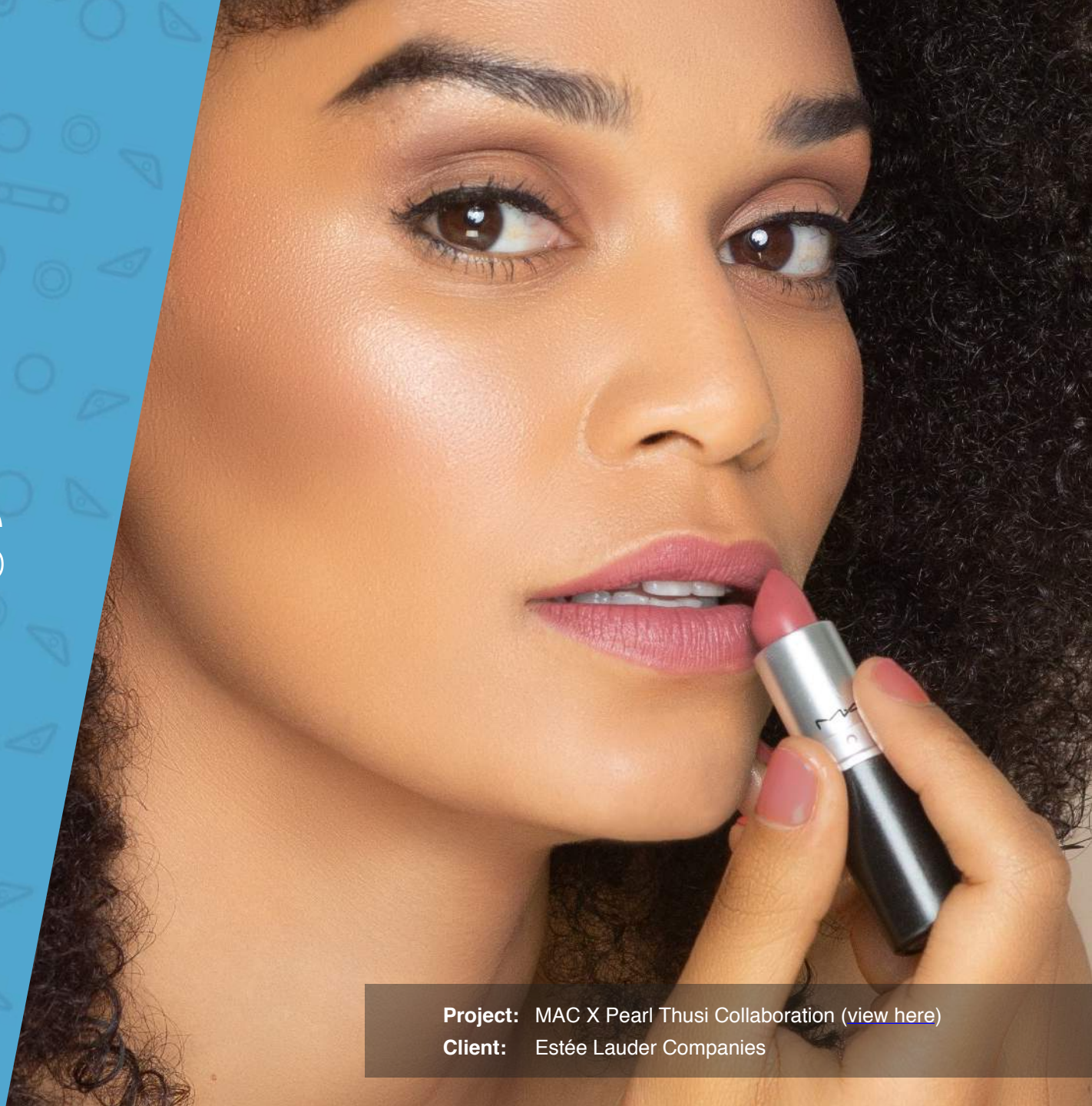
**Client:** Investec and Virgin Atlantic



# CONTENT AMPLIFIED BY INFLUENCERS

That's what we call

**THE UNFAIR ADVANTAGE** *100*



**Project:** MAC X Pearl Thusi Collaboration ([view here](#))

**Client:** Estée Lauder Companies



# BRANDED CONTENT

## Gripping from the first frame

We create content built for social media: the right duration, the right style, the right format...it's an attention game, so you have to connect quickly with the right creative transmitted the right way



### CONTENT FORMATS

- Video
- Audio and podcasts
- GIFs & animations
- Stills photography
- Experiential
- Infographics
- Written word



**Project:** #TotallyReady with Total 12 ([view here](#))

**Client:** Colgate-Palmolive





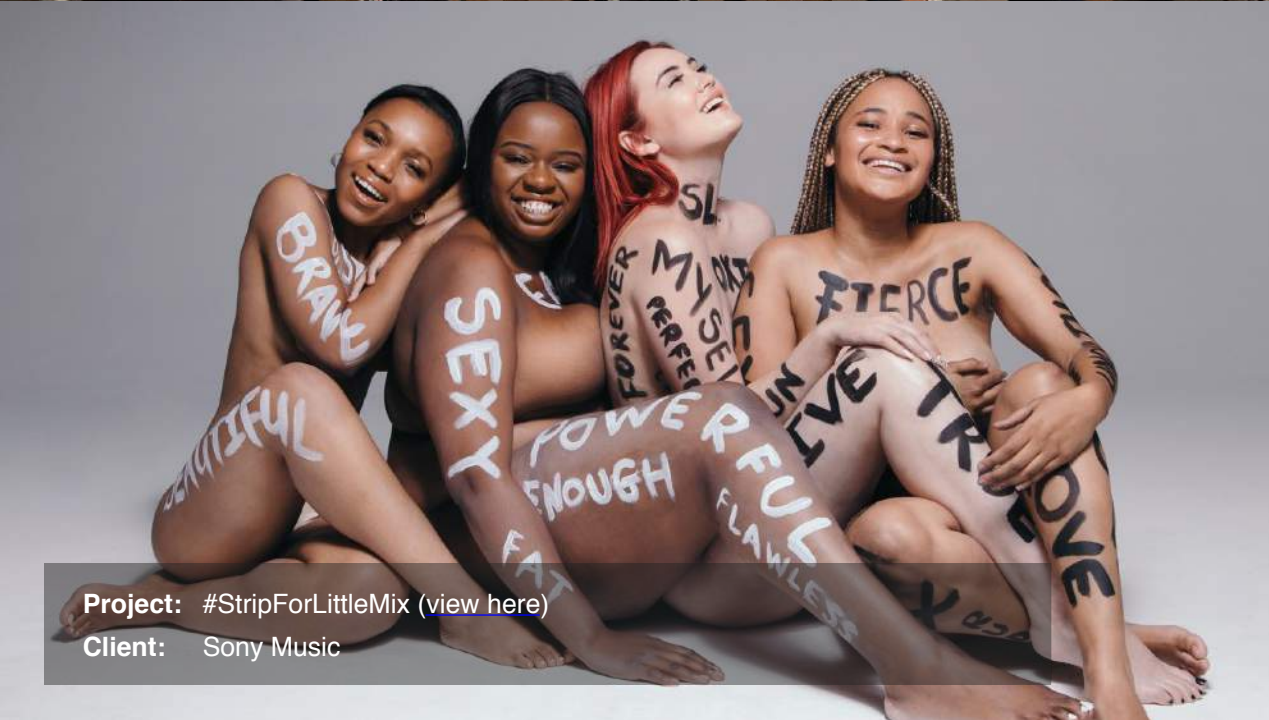
**Project:** #BestOfTheBestRugby ([view here](#))

**Client:** Investec



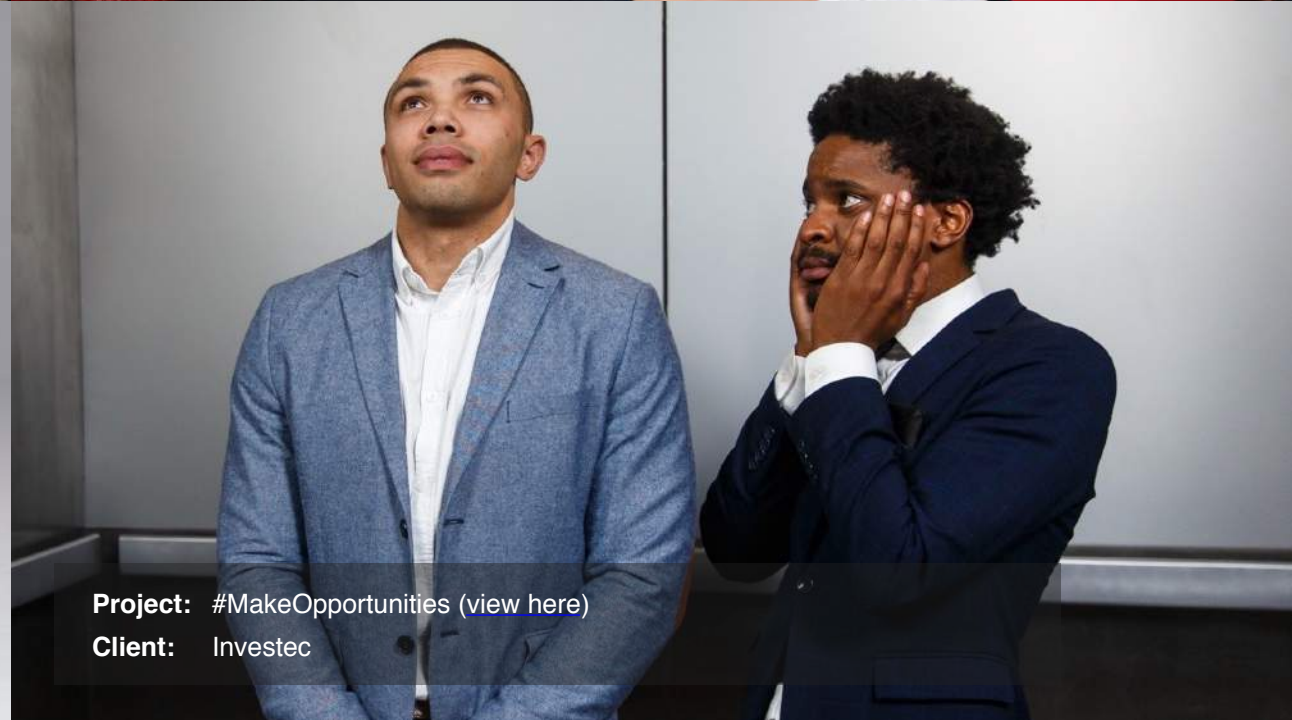
**Project:** Business Is An Adventure South Africa I ([view here](#))

**Client:** Virgin Atlantic



**Project:** #StripForLittleMix ([view here](#))

**Client:** Sony Music



**Project:** #MakeOpportunities ([view here](#))

**Client:** Investec



# AMPLIFIED BY INFLUENCERS

## The TILT influencer approach

### 😍 WTF CONTENT

Creating fresh and compelling narratives that influencers want to be a part of

### 🔍 BESPOKE SELECTION

Sometimes we use higher-end celebrities and trend-setters, sometimes micro-influencers, depending on the target audience, objectives and budget of the campaign



Project: [#AcerYourFestive \(view here\)](#)

Client: Acer



# AMPLIFIED BY INFLUENCERS

## The TILT influencer approach

### NO PAID-PER-POST

Influencers are embedded into the fabric of the campaign and contracted in on project minimum outputs which they exceed 90%+ of the time, we prefer a **'paid-to-play'** model

### METRICS

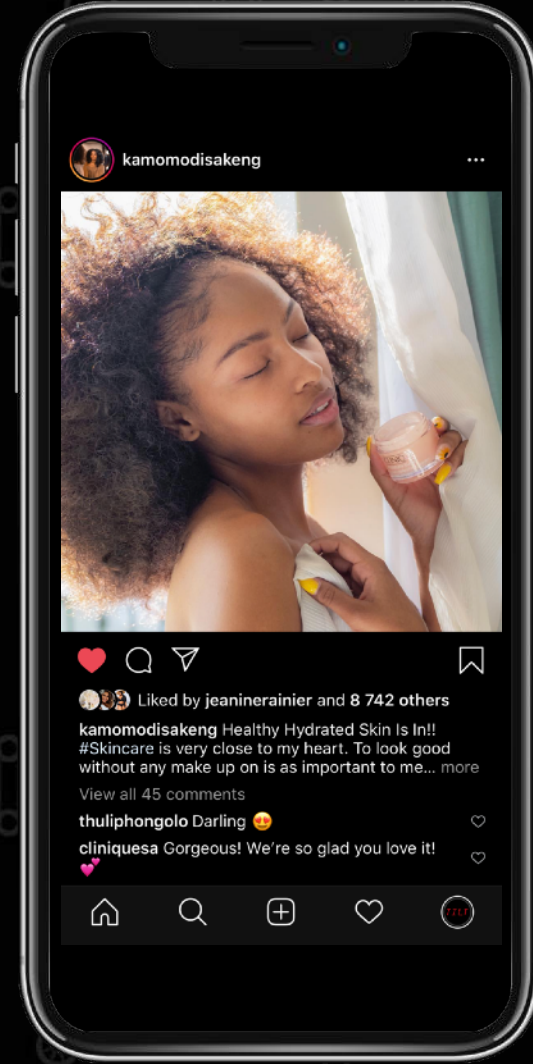
100% transparency on campaign performance with actual influencer back-ends used in our feedback reports both during and post-campaign



**Project:** #AvengersChallengeSA ([view here](#))

**Client:** The Walt Disney Company Africa







# SOME OF OUR CLIENTS

**Colgate**



LUNO



**acer**

MAC

 Investec

The  
WALT DISNEY  
Company



  
Department for  
International Trade



# TILT

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**Project:** @MACCosmeticsAfrica IG Account Launch ([view here](#))

**Client:** Estée Lauder Companies