



The Pink Effect

How influencers can amplify brand communication

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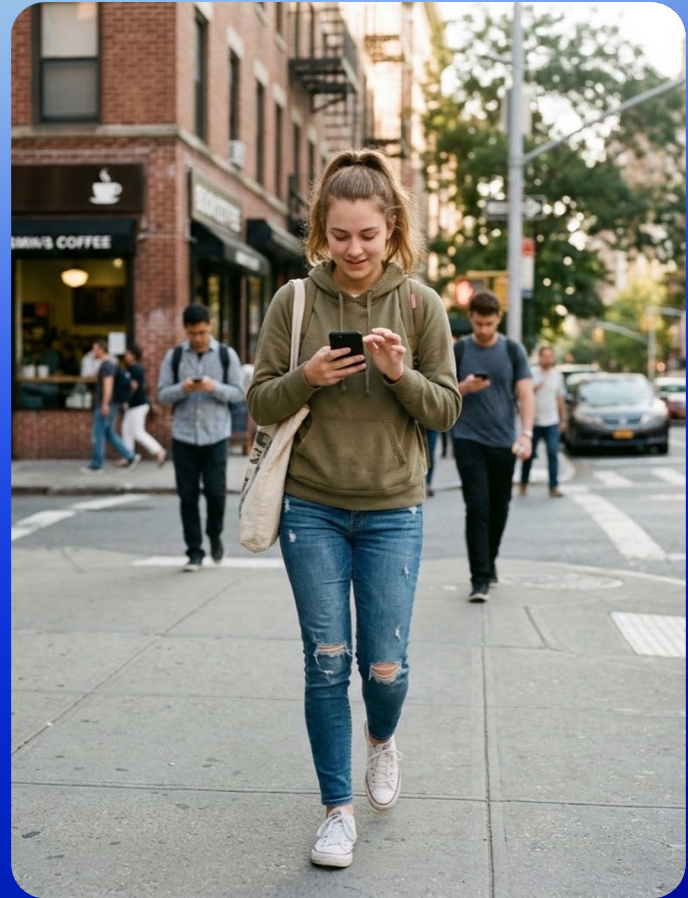


This is MĂDĂLINA

**She isn't an influencer.
She isn't a media planner.
She isn't a target audience.**

SHE IS JUST A NORMAL HUMAN

And like everyone else, she moves through dozens of digital and physical touchpoints every day.



ONE PERSON'S TUESDAY

One person.
Dozens of micro-moments
of attention.

- 
- 07:30 - WhatsApp
 - 08:00 - Instagram & TikTok
 - 08:30 - News + coffee
 - 09:30 - Metro
 - 10:00 - Work / Desktop
 - 12:30 - Instagram & TikTok
 - 13:00 - WhatsApp (Group chat)
 - 15:30 - YouTube
 - 20:30 - YouTube
 - 21:00 - Netflix

Mădălina doesn't think in channels.

Instagram

TikTok

CTV

DOOH

TV

SHE DOESN'T HAVE A MEDIA PLAN

She simply moves through her day.

Her attention doesn't live in one place.



We hunt for a moment of attention

~165

Phone checked per day

101

Whatsapp Sessions

~2.5

Hours / day on social media

360+

Ads / day exposed

Only 12 leaves a impression



Human Digital life

THE PINK EFFECT THEORY



WHAT COLOUR IS A BABY FLAMINGO?



01

Nobody is born pink

Flamingos turn pink from what they eat.
Not from what they claim.
Your brand is the sum of what she's been fed.



02

Makeup washes off

Flamingos rub pigment on their feathers to look pinker. It fades in days. Ads make you visible. Content makes you coloured.



03

One Flamingo doesn't breed

Colonies below a certain size simply don't reproduce. Zoos add mirrors to fake the numbers. Fifty voices isn't fifty times one voice. It's a different event.



04

The pinkest bird eats first

The pinkest flamingos push in at the feeding trough, so they eat more, so they get pinker.

Colour isn't decoration. It's rank.
And it compounds.



Attention isn't given, it's built.

A flamingo isn't born pink.

It becomes pink by consuming the right things, again and again.

Your brand works the same way.

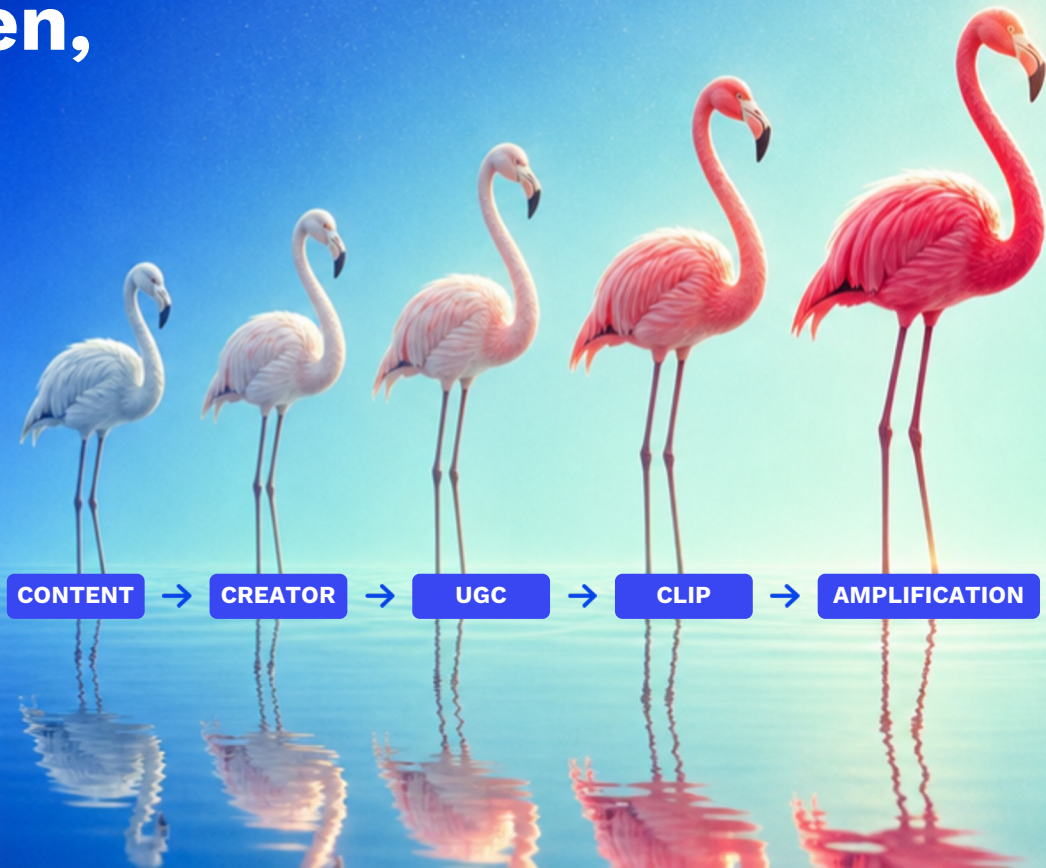
CONTENT gives people something to consume.

VOICES make it travel.

CONSISTENCY makes it stick.

Presence isn't created in one moment.

It's built through repetition.



Content × Voices × Consistency = Presence

Take any one to zero and the result is zero.

The multiplication matters.

Great content with one creator? **Zero.**

Fifty creators posting once? **Zero.**

Constant presence with poor content? **Zero.**

Most campaigns don't fail because one element is weak.

They fail because one element is missing.

THE OLD MODEL



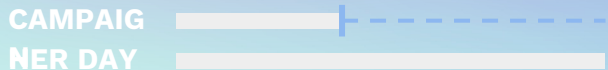
Most brands **STOP HERE.**

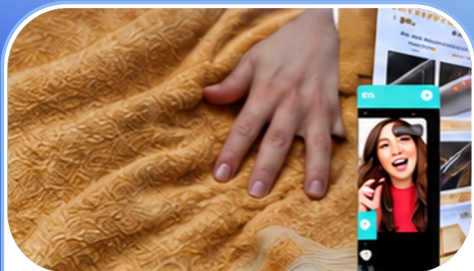
The campaign ends.

BUT THE DAY DOESN'T END.

She keeps scrolling.
She keeps watching.
She keeps listening.
She keeps moving.

So why should your content stop at one post?





IGC

Influencer-Generated Content



UGC

User-Generated Content



EGC

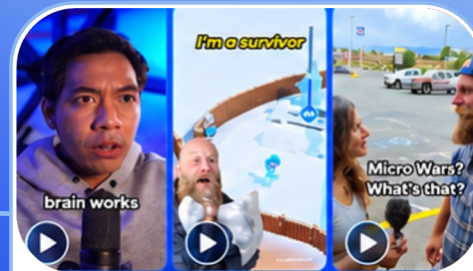
Employee-Generated Content



AIGC

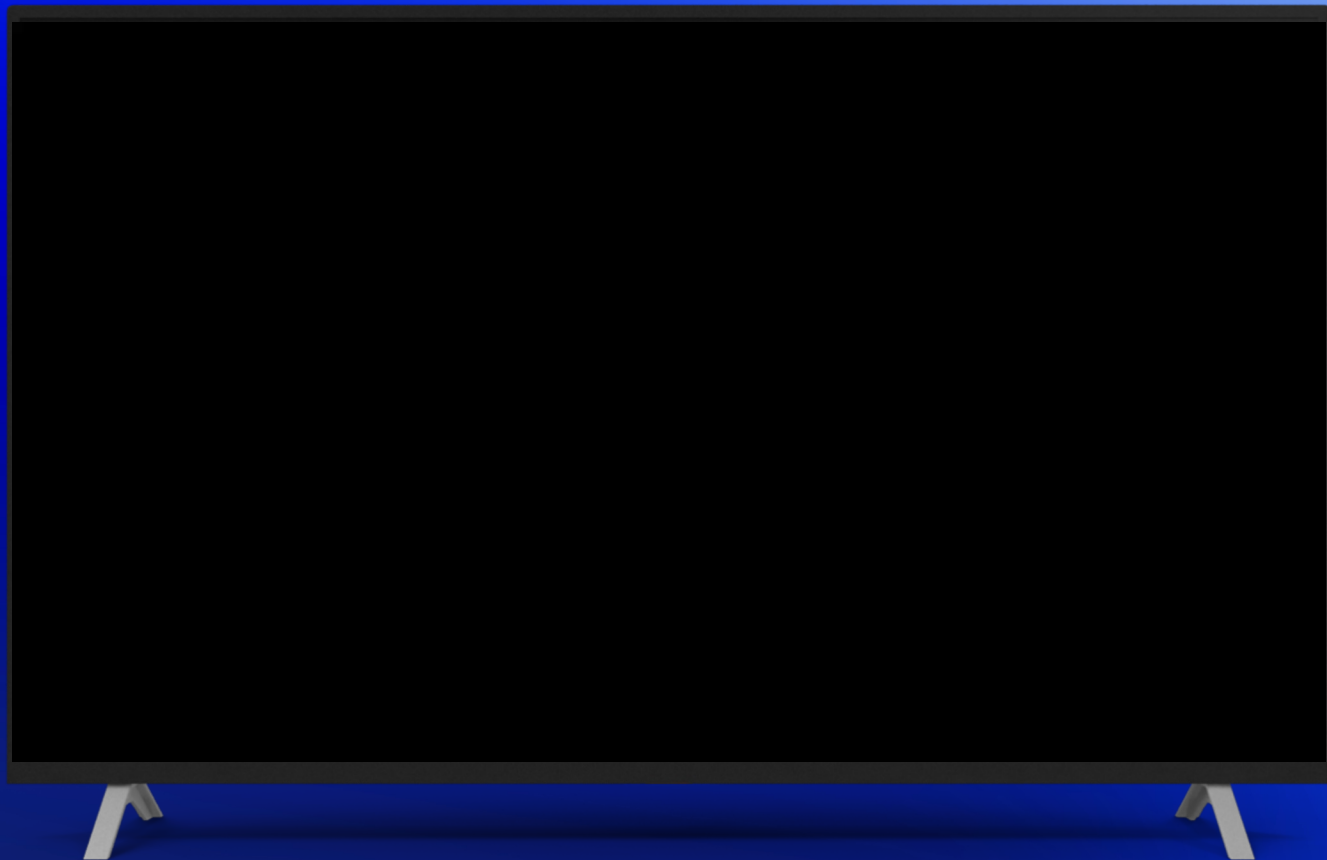
AI-Generated Content

**CONTENT
ORBIT**



CLIPPING

Repurposed Content





The right content in the wrong place is still missed.

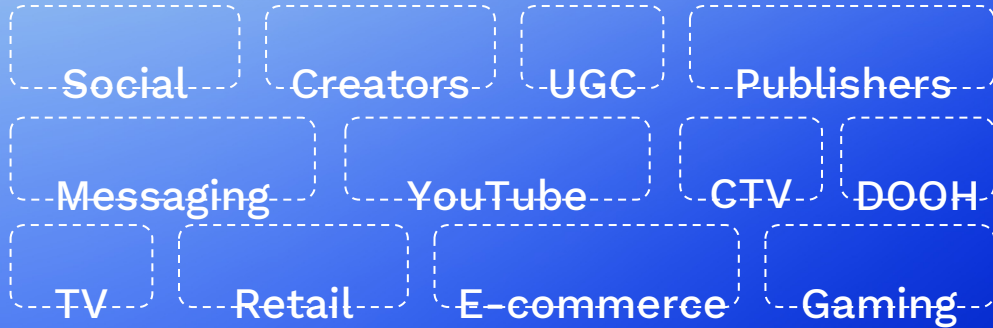
BUT CONTENT ALONE ISN'T ENOUGH.

Mădălina might love the content.
But she won't see it if it's sitting somewhere she isn't.



SO WE AMPLIFY.

Put the story where her attention already is.



12 touchpoints. One story.



50,000+ Influencers (RO)

41.5%

Nano

1K-10K followers

49.7%

Micro

11K-40K followers

8.7%

Mid

41K-200K followers

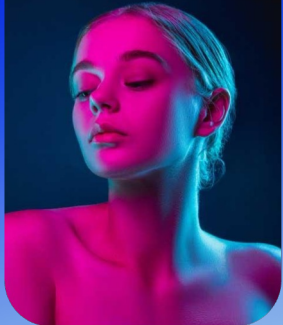
0.1%

Macro

200K+ followers

Fashion

26.2%



Beauty

24.1%



Lifestyle

13.8%



Travel

7.2%

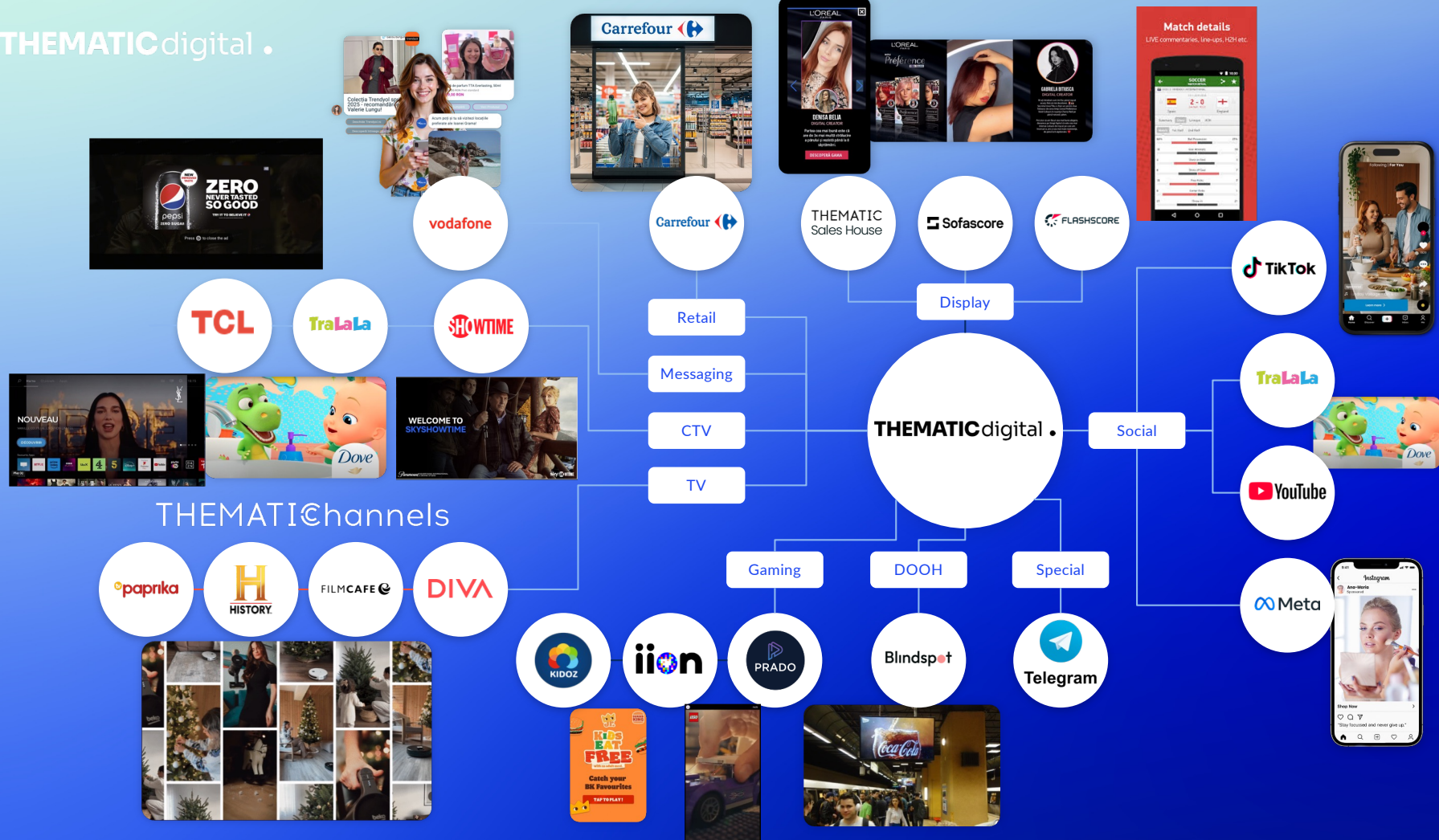


Parenting

5.5%



THEMATICdigital .



Transavia x Flaminjoy

Flaminjoy turned a food brand into a content machine.

Total Reach

2.3M

Total clicks

10K

Total interactions

120K

Content pieces

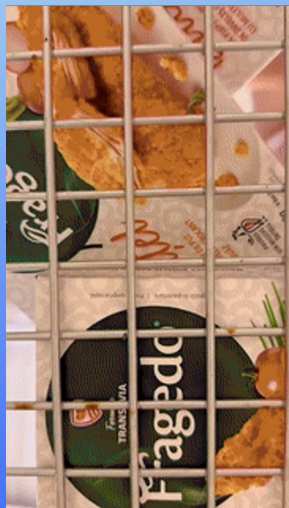
649

Total impressions

19M+

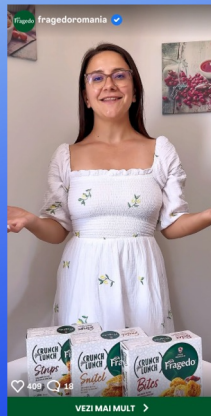


Fragedo



Influencer
content

Social Boost
(TikTok/Instagram)



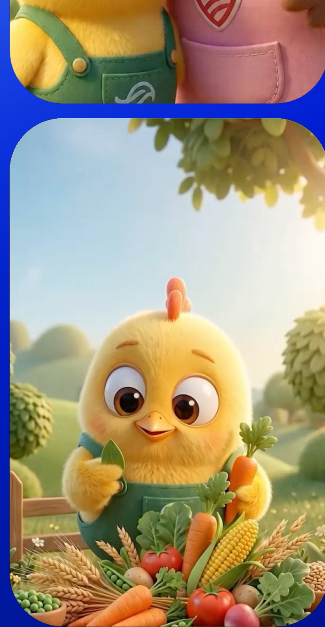
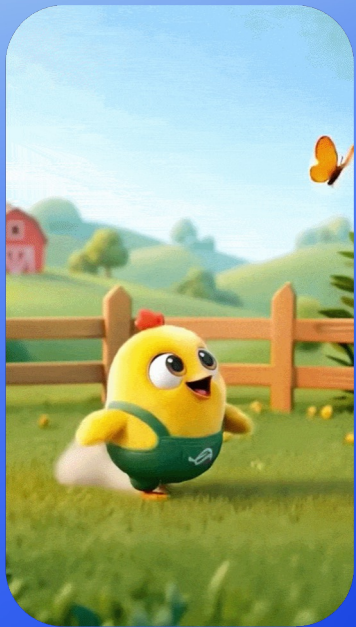
3D Content





3D OOH / TV Spot

From One Character to a Media Ecosystem





Don't just chase platforms.
Follow people.

Thank you.

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