

SPOTLIGHT ON

MBA – Partnerships and Influencers

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AMY ROEBUCK, HEAD OF PARTNERSHIP & INFLUENCER PRODUCTION 07 DEC 2018

Last week the MBA Production team was joined by Head of Agency Communications and Managing Partner Claire Ferguson as part of MediaCom's ongoing Back To The Shop Floor initiative. Claire spent her day with the Influencer and Partnership production teams, which gave them the opportunity to educate senior management on their specialism and get Claire to give us a helping hand on some day to day tasks.

The morning started off with the influencer team status, covering live campaigns, new briefs and industry news. Claire then spent a couple of hours with Producer Michael Carter, getting to grips with the DIS (Digital Influence Score) process, analysing potential influencers against a client brief and putting these into a report.



In the afternoon, Claire joined the Partnership Production team with Senior Producer Lauren Day. Claire was reviewing partnership proposals for a Mars brief, providing us with her POV, along with putting together a post campaign case study for Match.com.

On her day, Claire said:

“I found my day in MBA so interesting. Influencer Marketing has come on far more than I realised; we have so many more processes and systems in place than I knew about, and in particular I loved the digital influencer score system. I also saw some of the incredible work that the Content Creation team in MBA are doing – both teams are brilliant, bursting with ideas and energy, and it’s really encouraged me to champion the potential of their work to the wider industry.”

The day was extremely positive and beneficial for all concerned. The team benefitted from spending some time with senior management and increasing their knowledge on our areas of expertise. This in turn led to positive conversations with Claire regarding how she could support from a PR perspective to promote these services, both internally and externally.

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