

PASCALE VENOT  
BUREAU DE PRESSE

## ☰ Goals

- 👁 Visibility
- ★ Brand image
- 📍 Acquisition

## 🎯 Strategy

Pascale Venot (Press Office) has taken a digital turn for a few years and has integrated the acquisition and engagement lever of Influencer Marketing as a priority in its global strategy. The agency doesn't hesitate to use it according to the brands with which it collaborates directly: Quay Australia, NastyGal, Asos...

**Throughout its different campaigns, the agency entirely adapts to its clients' briefs, to their goals and wishes in order to suggest relevant KOLs profiles (Key Opinion Leaders) from micro to macro-influence.**

“

On a day-to-day basis, the Kolsquare solution allows us to generate campaigns, analyze influencer statistics and create real-time reports. It also is a true gain of time and energy in the collection of media coverage on more significant projects.



## 👤 Involved talents



**Noholita**

Influencer  
+1.1M followers in global  
📷 📺 📺 📺 📺



**Léna Mahfouf**

Influencer, Video maker  
+4.9M followers in global  
📷 📺 📺 📺 📺



**Lisa Germaneau**

Influencer, Blogger  
+264K followers in global  
📷 📺 📺



**Dolores CFR**

Model, Influencer  
+53.4K followers in global  
📷

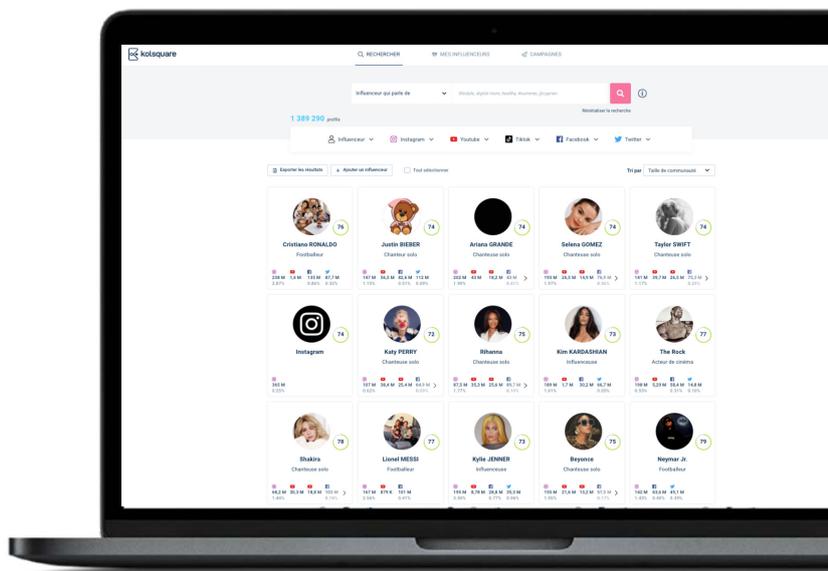
## ☑ Results

Since the integration of the Kolsquare technological solution, Pascale Venot (Press Office) has been able to set up and manage some twenty Influencer Marketing campaigns. According to its clients' ongoing projects, the agency involves between 50 and 600 different influencer profiles which it manages to identify in a more qualitative and precise manner.

# Your Influencer Marketing Technology

TECH-POWERED. HUMAN DRIVEN.

The Kolsquare team takes a daily interest in the strategic and technological developments of the Influencer Marketing market.



**+1,5M**

INFLUENCERS OF  
+ 5K SUBSCRIBERS  
IN 180 LISTED  
COUNTRIES

**+4,5MDS**

IDENTIFIED POSTS,  
FROM VIDEOS  
TO SIMPLE POSTS

**5**

SOCIAL NETWORKS  


**+3K**

CAMPAIGNS  
LAUNCHED SINCE  
OCTOBER 2018

**70**

EXPERTS

## About Kolsquare

Kolsquare is an **Influence Marketing campaign management solution** which strives to optimize the communication strategies of brands and agencies in the light of new digital challenges. Our technology allows professionals to identify the best influencer profiles, to manage their influencer marketing campaigns from start to finish, and to measure their results and performance.

Kolsquare offers hundreds of clients, advertisers and agencies (Coca-Cola, Danone, Publicis, Orange, My Jolie Candle, Lego, Sézane, Decathlon, etc.) the latest Big Data, AI and Machine Learning technologies in order to establish inspiring and authentic partnerships with + 1.5M KOLs (Key Opinion Leaders) who have more than 5000 followers in 180 countries on Instagram, TikTok, Twitter, Facebook and YouTube.

Kolsquare takes advantage of the skills and expertise of 70 experts to provide brands and agencies with everything they need in order to better bring together **technology, performance and strategy.**

“

Their modern data-driven approach helped us find the best influencers for our campaign.

“

The Kolsquare solution ensures a high-quality management of relationships with influencers!

**KIKO**  
MILANO

natural  **mojo**

*Coca-Cola*

ZADIG & VOLTAIRE

**CHERZ** typology.

 **CABAÏA**

**DECATHLON**

*My Jolie  
candle*

SÉZANE

**LEROY MERLIN**

**vertbaudet**