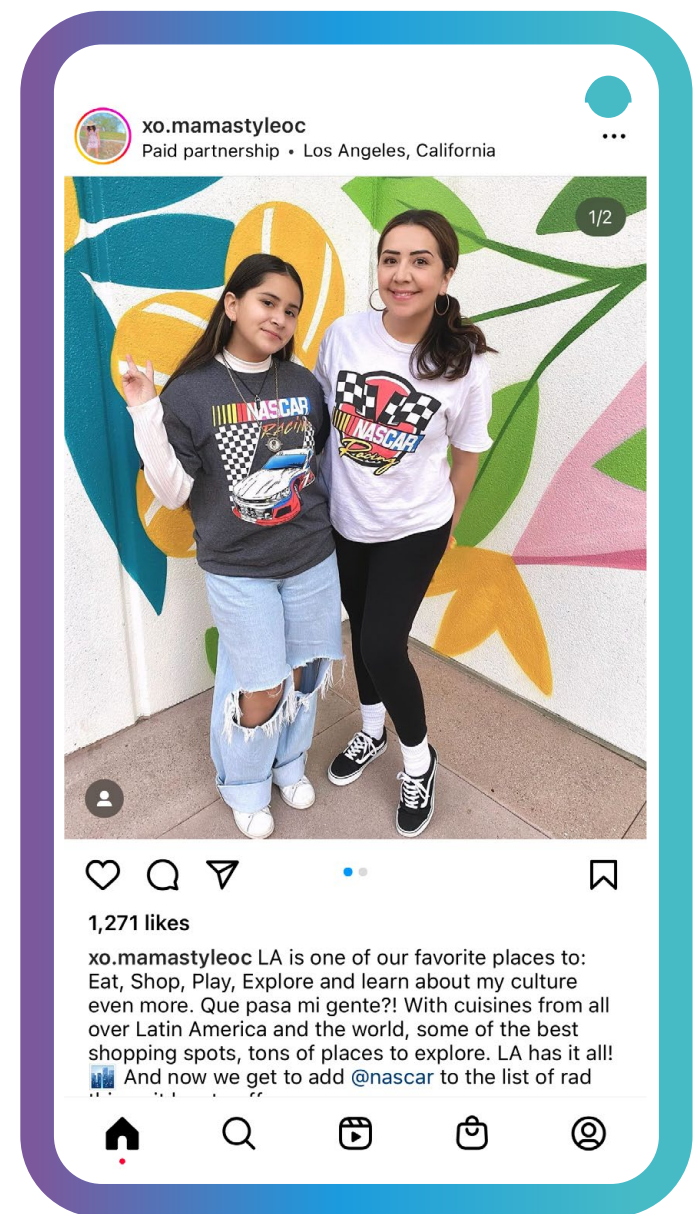


People are a brand's best storytellers.

people first

We have millions of real Americans ready to share authentic stories about your brand. 💪

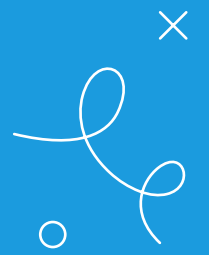


Tens of
thousands

of personal, visual,
and local stories.

Culturelle

Breaking the stigma
surrounding IBS
with Culturelle.

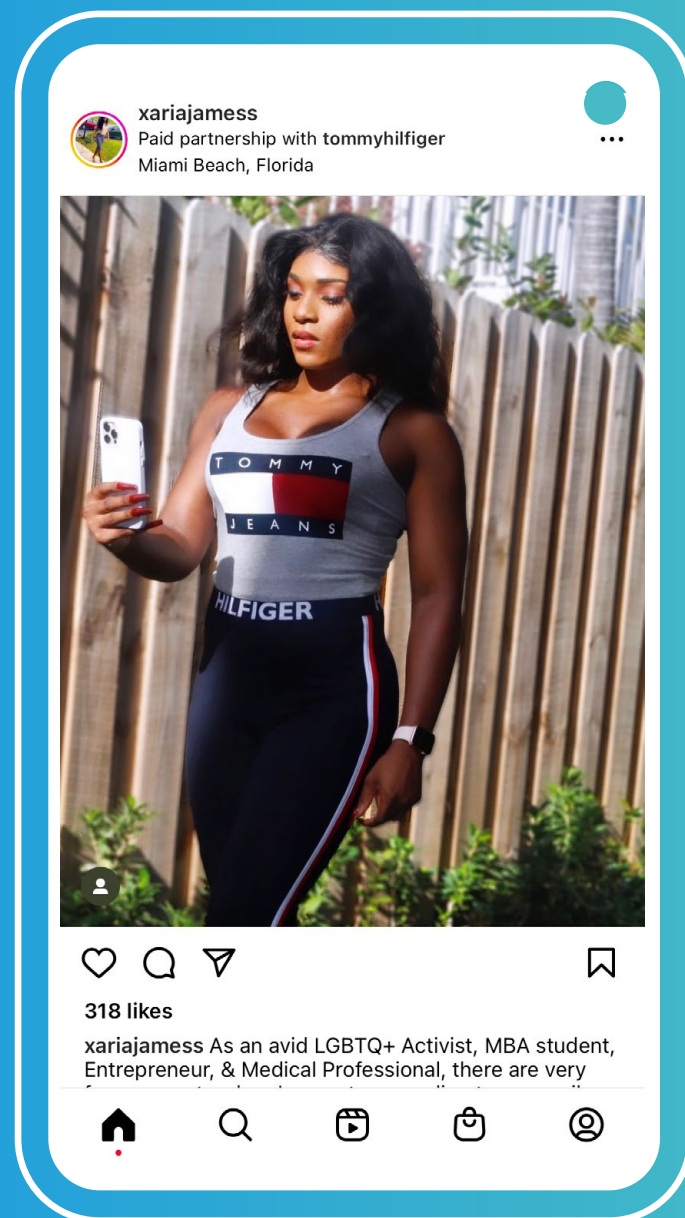


Real people sharing real stories results in brand lift.

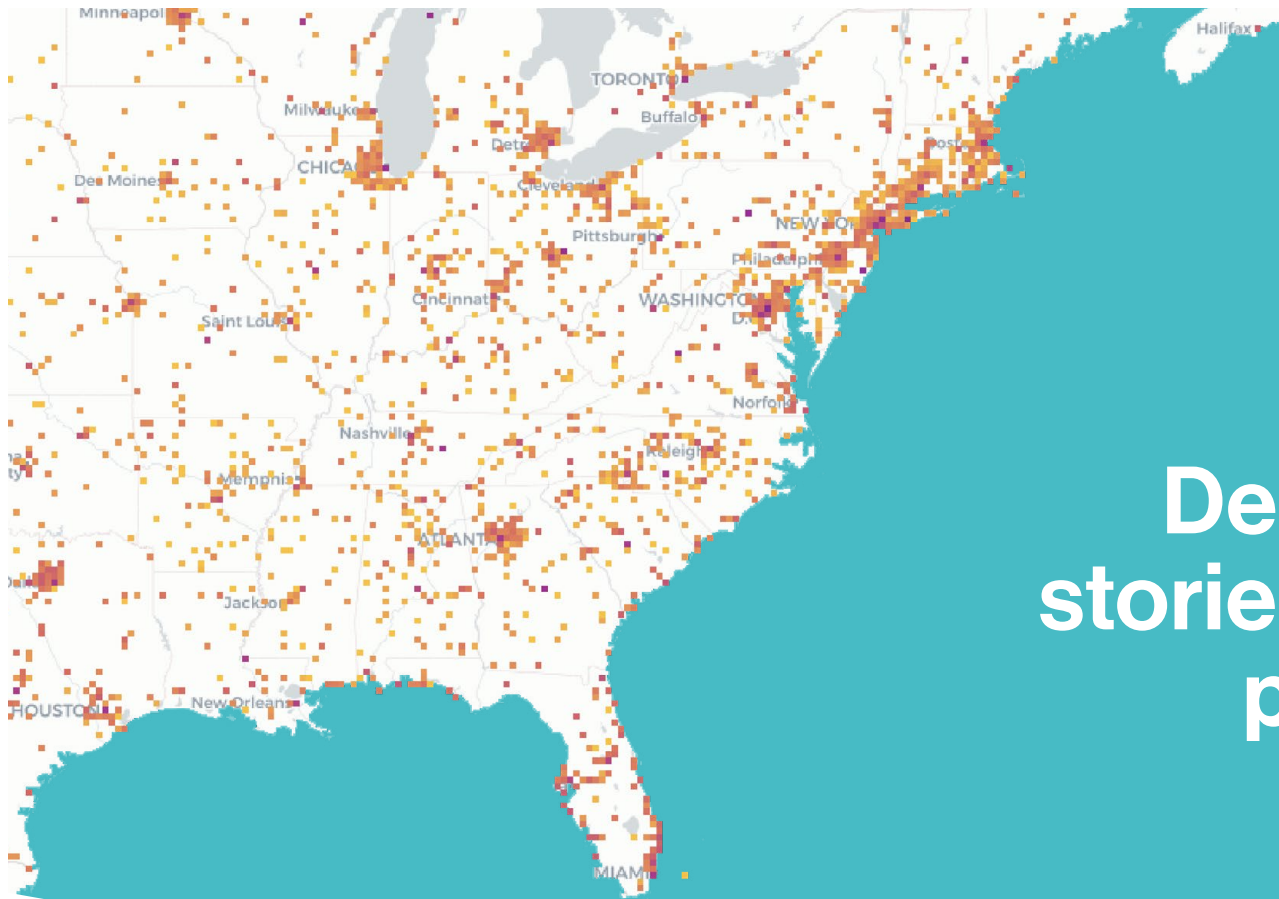
T O M M Y  H I L F I G E R

Community activists making
Tommy Hilfiger
relevant

resulting in +40%
brand favorability among
young women



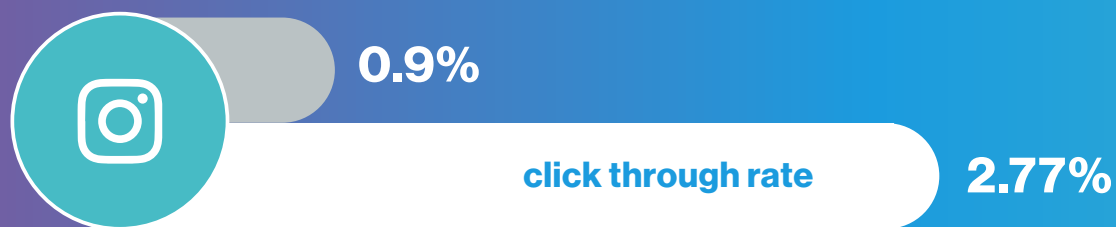
Our approach is simple.



Deliver messages and stories from messengers people already trust across any platform.



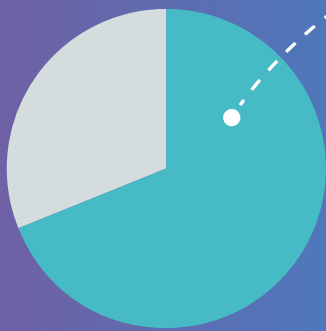
These personal and local narratives generate more engagement



- Industry average
- People First

than traditional
campaign content.

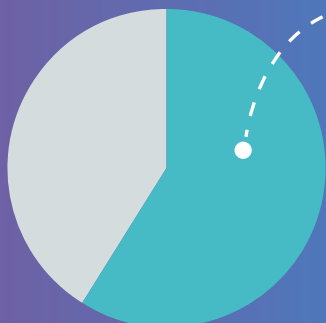
People trust their communities.



Gen Zers are 69% more likely to make a purchase decision based on a recommendation from a social media influencer than other generations.¹



LGBTQ+ communities are loyal and influential advocates for brands that resonate with them.²



59% of Black people are more likely to buy from brands that feature someone from their identity group in advertisements.³

¹ Kantar, March 2020

² Twitter Insiders UK, March 2020

³ Amplifying Black voices in media — Nielsen October 2020

NASCAR

Latino fans
in Los Angeles
sharing passion
for NASCAR.

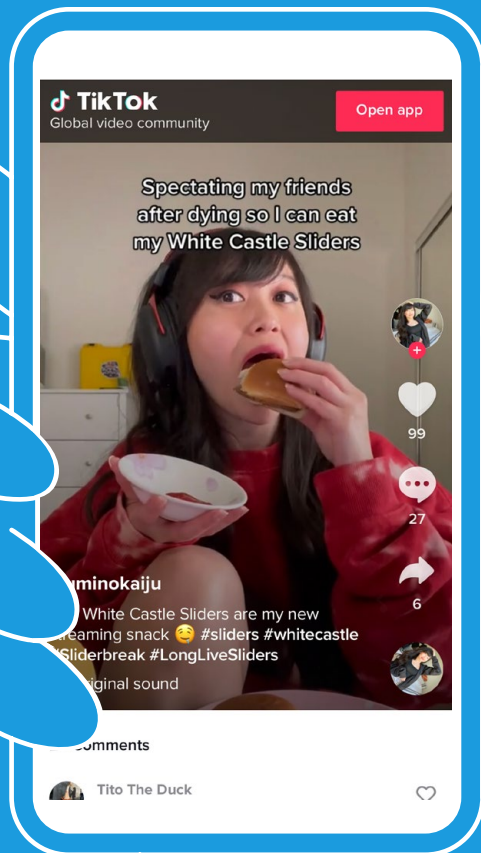


usbank.

Young adults
sharing the
importance of
financial planning
for U.S. Bank.

HOLOGIC®

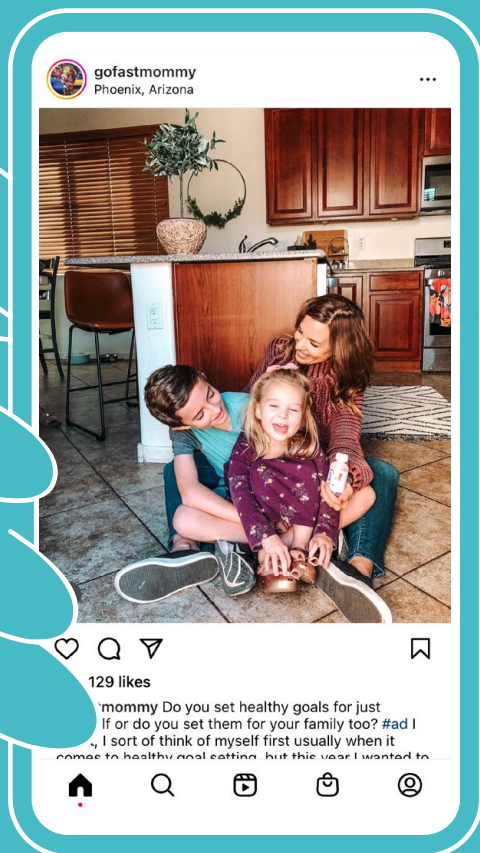
Women advocating for annual
**Pap tests in
partnership with
Hologic.**



Gamers loving
**White Castle
sliders.**



Parents advocating
**against racism with
Sesame Street.**



Genexa*

Mothers partnering
**with Genexa for
clean medicine
in Arizona.**



Floor installers and contractors
sourcing materials
from Floor & Decor.



Our partners:



Culturelle



Genexa*

THE
HARTFORD

HOLOGIC®

Johnson & Johnson

iHealth



///NASCAR



Shopko Optical.

TOMMY HILFIGER



people first

Contact us today
info@peoplefirst.cc