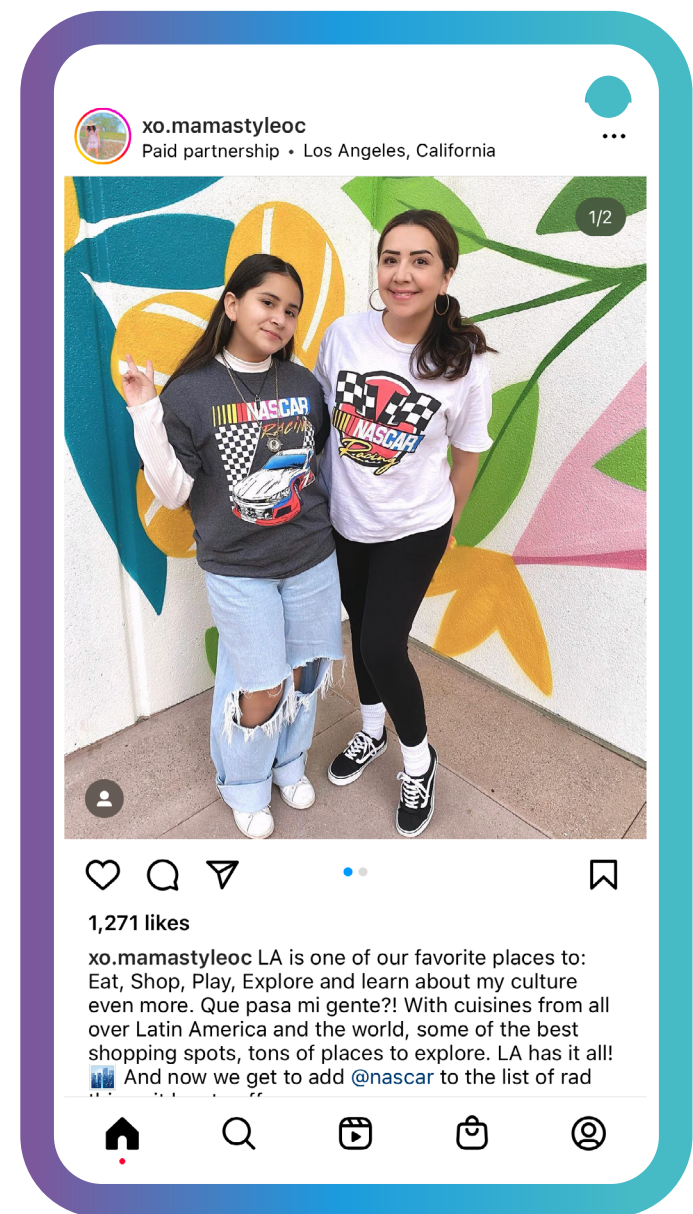


People are a brand's best storytellers.

people first

An antidote to influencer marketing. Real people sharing authentic experiences from any diverse or specialized community.

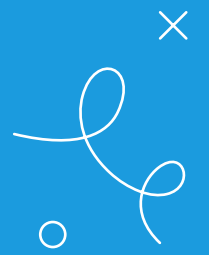


Tens of
thousands

of personal, visual,
and local stories.

Culturelle

Breaking the stigma
surrounding IBS
with Culturelle.

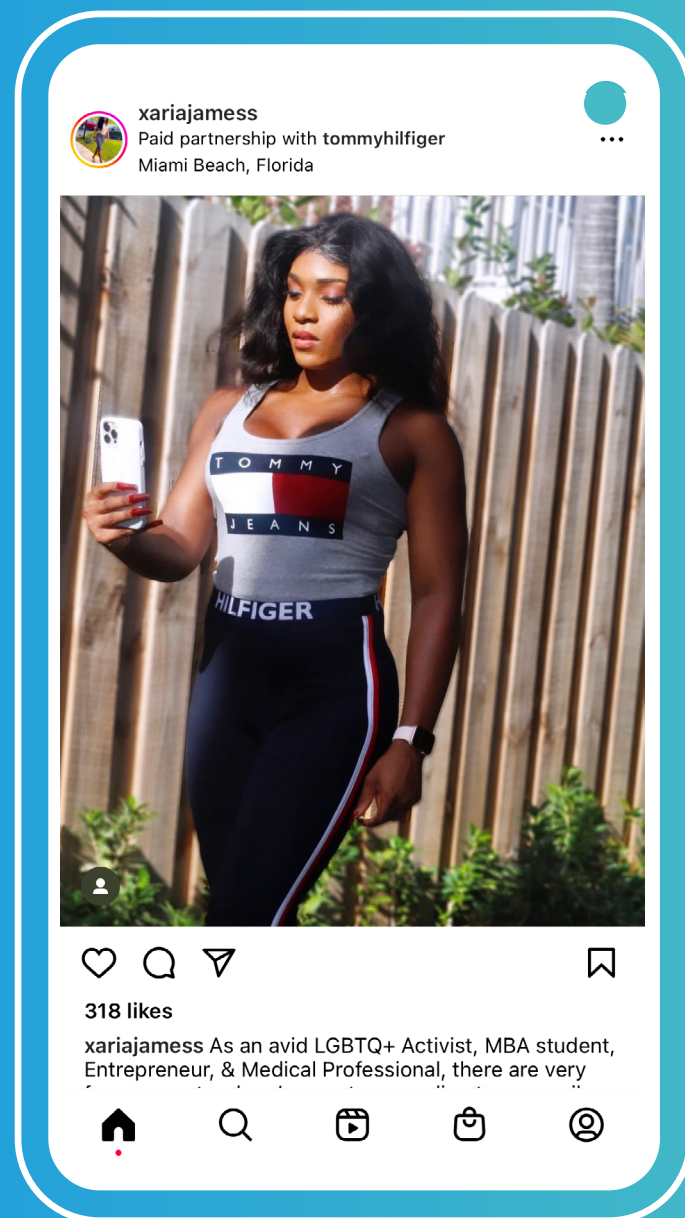


Real people sharing real stories results in brand lift.

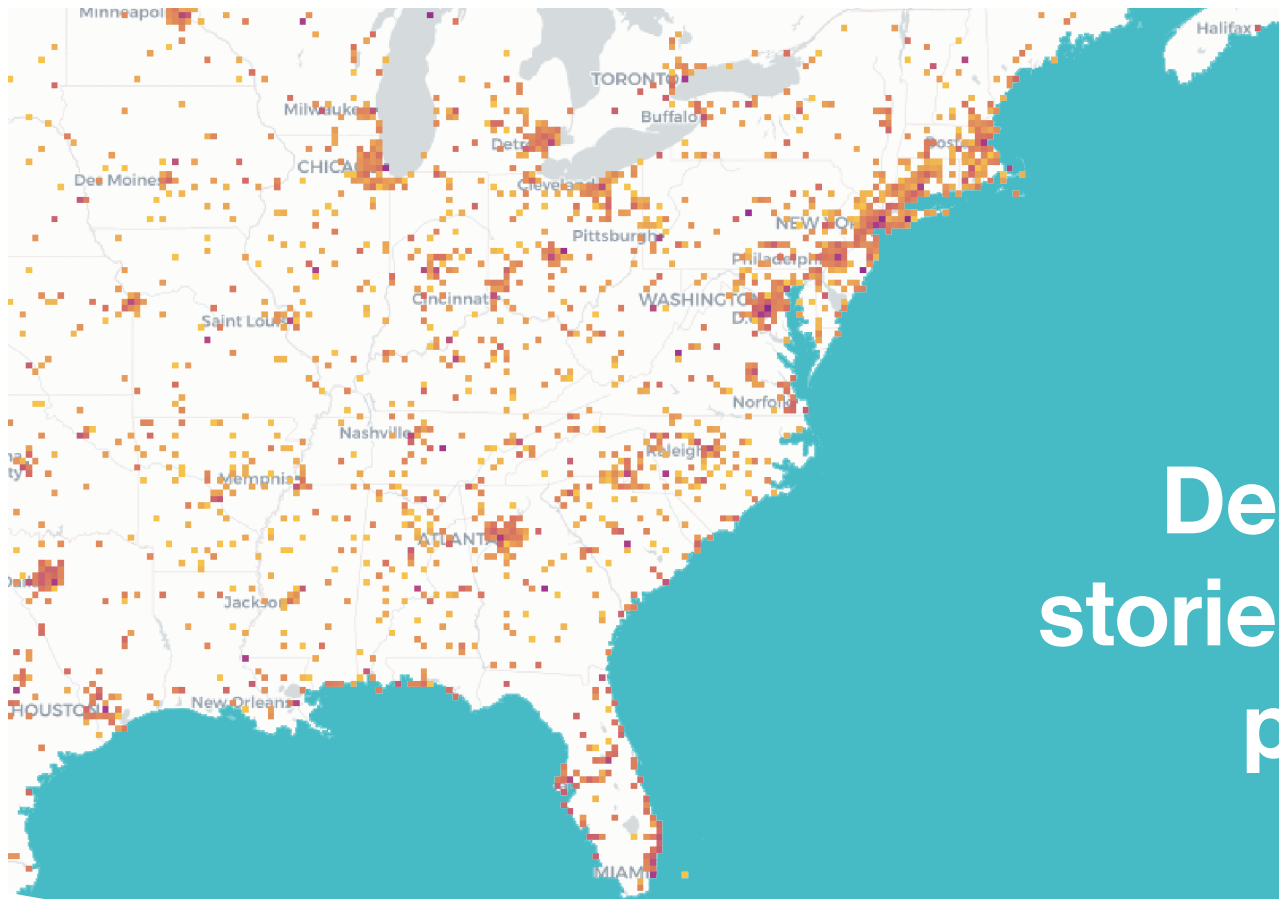
TOMMY HILFIGER

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

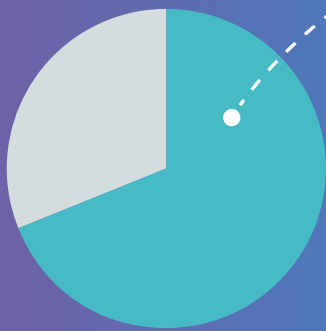
than traditional
campaign content.

People First solves your influencer pain points through precision:

- Recruit real people — **diverse and specialized** — not just celebrities and usual suspects
- **Eliminate endless back-and-forth** with creators
- Source creators for **any channel**, not only TikTok and Instagram
- **Drive ROI** beyond standard impressions
- **Own all content rights** across all marketing channels

	people first	Influencer Agency	Influencer Platform
Any Channel	✓	✗	✗
Specific Creator Groups	✓	✗	✗
Paid Whitelisting	✓	✓	✗
Marketing Strategy and Creative	✓	✓	✗
Own All Rights Guarantee	✓	—	—
Speed and Scale	✓	✗	✗
9x Brand Safety Checks	✓	✗	✗
Managed Services	✓	✓	✗

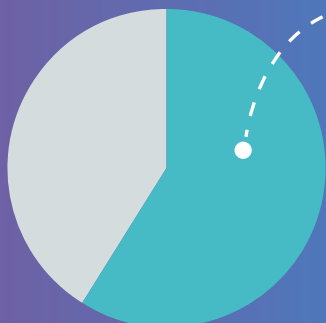
People trust their communities.



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®

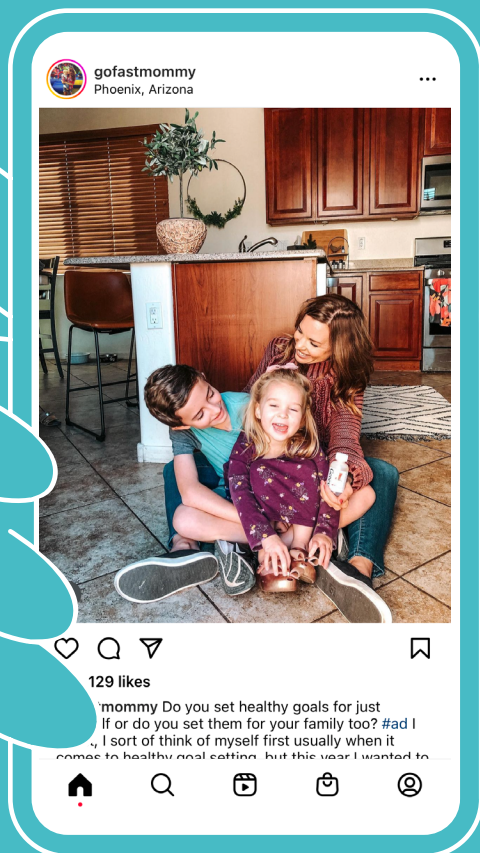
Women advocating for annual
**Pap tests in
partnership with
Hologic.**



Gamers loving
**White Castle
sliders.**



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

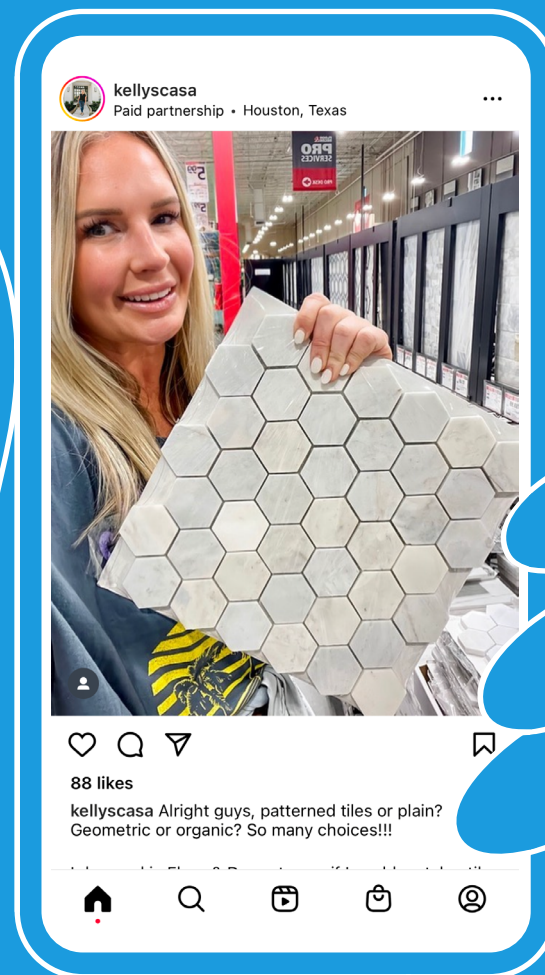


Genexa *

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



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



Contact us today
info@peoplefirst.cc

people first