



billion,dollar,boy

The Creative Agency for the Influencer Age.

CONTENT HOUSE

BDB is engaging digital content creators to produce social-first, engaging content by way of home studios and editing suites.

We have illustrators, food stylists, photographers, editors, designers, lifestyle bloggers and animators with home studios and remote capabilities to deliver your larger brand content needs while production and larger photo shoots are on hold.

CHALLENGE

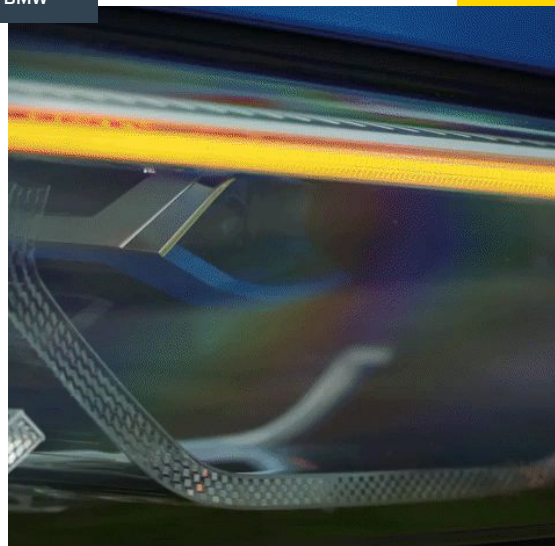
Keep your online presence fresh and active in the time of Covid-19, when access to traditional solutions for generating brand content is limited.



LAB SERIES



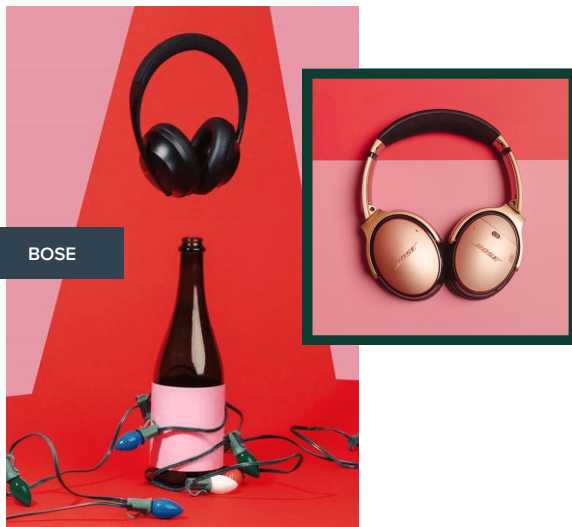
BMW



SOLUTION

Ensure all eyes remain on you by partnering with unique creators to develop brilliant and on-brand white-label content which you can use across your marketing channels.

BOSE



Why Content House?

LAB SERIES



BOSE

The main benefits

- are:**
- + High volume of assets for brand use
 - + Access to unique, social-first creatives
 - + Wide variety of different content styles
 - + Economies of scale (talent fees and time)
 - + Completely **white-label** if desired (influencers not obliged to post), or positive brand association with creator as **storytelling opportunity**

Billion Dollar Boy



MICHAEL KORS

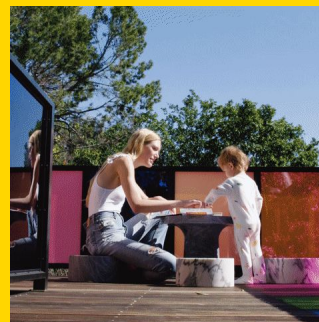


HAMILTON

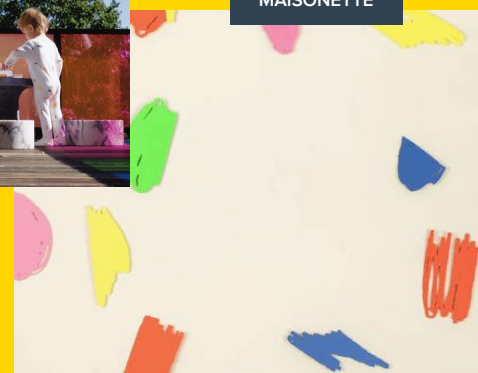
BOSE

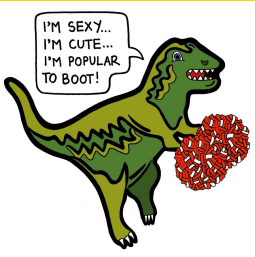


SAMSUNG



MAISONNETTE

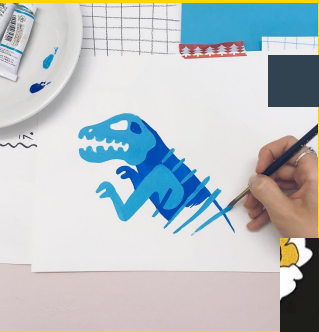




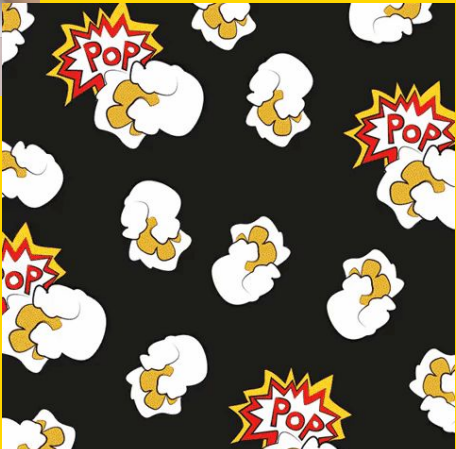
LAB SERIES



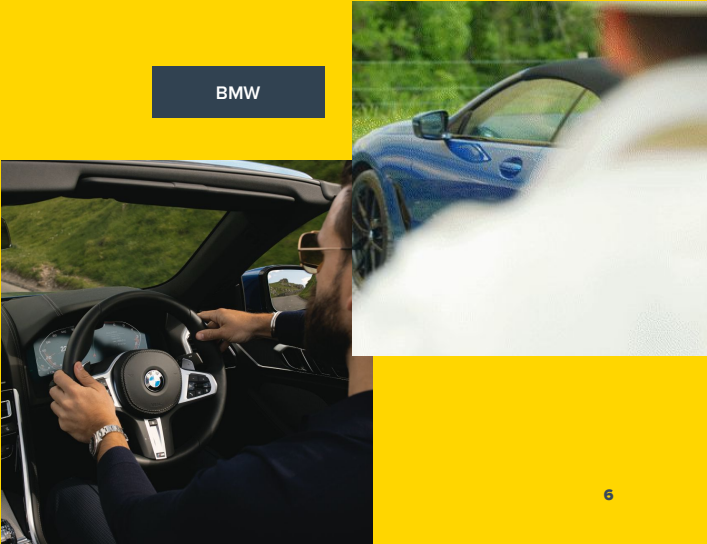
GARNIER



COACH



BMW



What is the process?

STEP 1

Content Strategy

Taking into account your brand identity, messaging and objectives we develop or expand on a content strategy for you.

STEP 2

Creator Identification & Contracting

Focusing on your brand's aesthetic, POV and content strategy, we will engage and contract creators and handle all negotiations to do with fees and usage rights.

STEP 3

Briefing

We brief creators on the content strategy along with content and shooting guidelines.

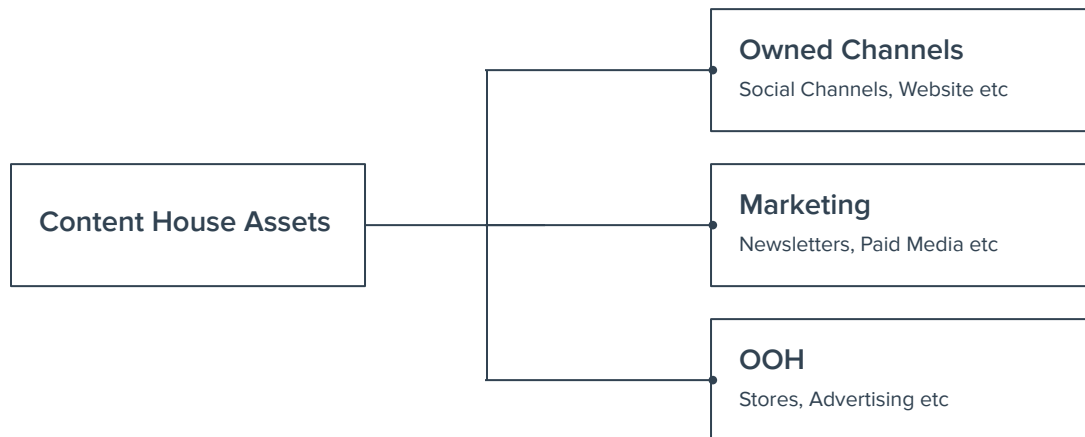
STEP 4

Content Production

The creators produce the content and provide us with all relevant files. We can fit into Content Calendars if desired.

How can you push the content further?

As the content is fully owned by you, there are countless distribution opportunities.



Sales data from direct commerce brands shows influencer assets often achieve higher conversion rates than brand created assets on paid media.*

CONTENT HOUSE **CASE STUDIES**

Gousto

February 2019 - Present

THE TASK

- Create authentic influencer content to be used on Gousto's channels and paid social run via influencer channels
- Ensure that influencers are diverse with regards to age, gender and race
- Experiment with different elements e.g branding vs no branding

OUR APPROACH

- Monthly influencer contracting, allowing us to work with a variety of content creators
- A monthly influencer brief informed by historical performance results
- On-going testing plan to reveal what works and what doesn't



180+

ASSETS

141

ADS

190K

CLICKS

8.5K

PURCHASES

Dark Posts via Influencer Channels

 **Essentially Emma Nutrition**
Sponsored · 
Gousto's selection of recipes includes vegetarian, vegan, dairy and gluten-free options that don't compromise on taste.... Continue reading



Because of our campaign, Gousto have seen sales driven by Facebook and Instagram activity rise by over

22%

Lab Series

CONTENT HOUSE

THE TASK

- Create lifestyle assets emphasizing the key brand pillars to use across LAB SERIES global social channels
- Elevate the brand
- Increase IG channel follower growth

OUR APPROACH

- Develop content buckets to better reflect brand pillars
- Engage a variety of talented content creators - including photographers and lifestyle bloggers
- Develop monthly IG Content Calendar for LAB SERIES global channel and market channels





CREATORS

138

PIECES OF
CONTENT

10K+

ENGAGEMENTS

5K

FOLLOWER GROWTH
OVER 4 MONTHS

Bose

HOLIDAY 2019

THE TASK

- Engage digital content creators to create unique, ownable and social first content for brand to use for key Holiday period
- Test dynamic content on Bose IG Channel for first time

OUR APPROACH

- Develop a Content Strategy around the “Celebration of Joy” to tie into larger brand marketing campaign
- Produce Creator Brief and engage a group of unique creators to create a variety of static and dynamic content from their POV following theme
- Gave brand assets to publish on Bose social channels during holiday season.





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CREATORS

122k+

ENGAGEMENTS

121k+

VIEWS



billion,dollar,boy

Get in touch

mail@billiondollarboy.com

London

Fitzrovia

New York

Manhattan