Hulu is an American online company and partially ad-supported streaming service offering a selection of TV shows, clips, movies, and other streaming media on Hulu.com. Hulu subscribers can access episodes in HD (when available) from ABC, the CW, Fox, and NBC the day after they air, via Internet-connected devices.

Thrillist is a leading men's digital lifestyle brand, providing all that's new, unknown or under-appreciated in food, drink, entertainment, nightlife, gadgets, and more.
The client was looking for an influencer to attend the “Keep It Casual Event” and post a photo from the event on their social pages. The influencer had to be young, flirty, and familiar with dating. In addition to reaching Thrillist and HULU audience to promote their new show “Casual.”
HYPR suggested influencer Andi Dorfman the previous star of the Bachelorette because she had the biggest potential to reach HULU/Thrillist target audience. Andi Doorman fit the criteria they were looking for and was also able to make an appearance.
The team at Thrillist on behalf of HULU approached HYPR looking to promote their show “Casual”

- The client was seeking an influencer who was young, flirty, and familiar with dating.
- Our team chose Andi Dorfman, the previous star of The Bachelorette as she fits the criteria Thrillist/Hulu was looking for.
- Per negotiated contract, Andi made a personal appearance at the “Keep It Casual Event” in Los Angeles, posted two Instagram and Twitter posts.

Andi’s Social Stats (as of 11/9/15):

- @AndiDorfman: 358k Followers; 1,676 Tweets
- @AndiDorfman: 937k followers; 469 Posts
HYPR Profile Report for Andi Dorfman

Andi Dorfman

Twitter bio: Andi Jeanette Dorfman is an American television personality and former Assistant District Attorney from Fulton County, Georgia.

Influencer Social Stats

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Likes</th>
<th>Comments</th>
<th>Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>18.3K</td>
<td>113</td>
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<td>0</td>
</tr>
<tr>
<td>Twitter</td>
<td>363.3K</td>
<td>769</td>
<td>9</td>
<td>141</td>
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<tr>
<td>Instagram</td>
<td>946.5K</td>
<td>13.1K</td>
<td>162</td>
<td>0</td>
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</table>

Audience Interests

- Dance
- Country Music
- Entertainment

Influencer Performance

REACH ENGAGEMENT AMPLIFICATION

Influencer Reach Geographic Overview

<table>
<thead>
<tr>
<th>Country</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>57%</td>
</tr>
<tr>
<td>GBR</td>
<td>6%</td>
</tr>
<tr>
<td>CAN</td>
<td>5%</td>
</tr>
<tr>
<td>MEX</td>
<td>4%</td>
</tr>
<tr>
<td>ISL</td>
<td>2%</td>
</tr>
</tbody>
</table>

Ethnicity

- Asian / Pacific Islander
- African American
- Hispanic
- Indian
- Caucasian

Age Groups

- 47 - 52
- 40 - 46
- 33 - 39
- 26 - 32
- 19 - 25
- 12+

Report generated for Andi Dorfman by HYPR for inquiries, contact info@hyprbrands.com
The “Keep It Casual Event” had great results, reaching over 1.3 M people through just one influencer, Andi Dorfman. The reach was just one aspect, the campaign also resulted in over 13k likes, 96 shares, and 81 comments. In addition to her social reach Andi’s appearance at the event brought great amplification.
Andi Dorfman for HULU: The Result

Instagram Activity

Stats as of 11/9/15: 937k Followers

- Total Instagram Posts: 2
- Total Followers: 937k
- Total Likes: 13,642
- Total Comments: 81
- Total Amplification: 94

(as of 11/24/15)
Andi Dorfman for HULU: The Result

Twitter Activity
Stats as of 11/9/15: 360k followers

- Total Tweets: 2
- Total Followers: 360k
- Total Retweets: 2
- Total Favorites: 74

(as of 11/24/15)
Summary

Andi Dorfman

- Total Impressions: 1.3M
- Total Likes: 13,716
- Total Shares: 96
- Total Comments: 81

(as of 11/9/15)
HYPR is revolutionizing influencer marketing by providing clients with in-depth audience demographics of social influencers. This enables marketers, for the first time to effectively target their desired demographics, while using the ever powerful voice of influencers, lowering costs and making influencer marketing a science. Our targeting capabilities empower us to create the first real Programmatic Influencer Network for niche influencers at scale. Marketers will be able to engage their target audience by hiring any number of influencers, from 1 to thousands, at a click of a very special button.

Sign up for your free-trial at hyprbrands.com