



Ali Spagnola

Musician. Comedian. Exceptional High-Fiver.

THE INTERNET'S SWEETHEART

Ali Spagnola makes things that make people feel awesome. She's the social media superstar that created an album from a drinking game. She makes viral jokes on **Twitter** and 6-second hilarity on **Vine**. Behind all that comedy lies some amazing musical talent that shows in her **One-Gal Band music videos**, her most popular series. She's also known on **YouTube** for her original **musical comedy**, on **Snapchat** for chronicling her **ridiculous daily adventures** and on **Instagram** for her hilarious take on fitness. She also has an impressive art project where she's sent over 2,700 **pop art paintings** all over the world.

Basically Ali is known for making **super-cool** things using new media. Everything she does comes together as a surprisingly motivational take on leading a full (and funny) life and that's why her fans keep passionately tuning in. They call themselves "Ali's best pal-ys"!

GOAL: To execute a yearlong branded content campaign that drives general awareness and create new brand enthusiasts for your company and products.



THE FANS

Ali has a huge multi-platform reach, grabbing the attention of **millennials** both male & female

18-35
YEAR OLDS



+3.8 MILLION TOTAL REACH

TWITTER



+3M

+250,000 impressions
per tweet

VINE



+621 K

+37,00,000 Loops

FACEBOOK



+68 K

+250,000 monthly
reach

YOUTUBE



+51 K

+6,000,000 channel
views

INSTAGRAM



+52 K

+170,000 impressions
per week

SNAPCHAT



+18 K

+1,000,000 views on
YouTube uploads



GENRE AND CORE COMPETENCY

Comedy

Most of what Ali creates has her comedic spin which makes her message so **shareable**. She is a **continuous creative force** always coming up with new and innovative work. Her short video about mimosas went viral garnering over **20M views** with millions more views on spinoff content plus inclusion on smartphone gif keyboards.



Music

Ali's comedy chops are backed up by some serious **musical talent**. With **catchy melodies** and **clever lyrics**, she has had wild success writing new original comedy songs for multiple brands. Her original music has also attracted some serious attention and been included in multiple TV shows.

Fitness

Most fitness professionals are serious about everything. Ali shows us that being fit doesn't have to mean not having fun. Her hilarious take on looking and feeling awesome has an **amazingly motivational** effect on her fans (AKA best pal-ys). Her two videos about **dancing on bikes** and racing the Beer Mile have taken off virally gaining +500,000 views.



GENRE AND CORE COMPETENCY

Life Vlogging

Ali is especially prolific on Snapchat showing the world her daily life, behind-the-scenes of what it is to be an internet artist. Consider her the young female Dos Equis guy. She leads a **most interesting life** and shares it with the world. She takes every day head on **living a fun, irreverent and inspiring existence**.

Her fans tune in and see her naturally using the products in her everyday life. This type of integration is especially **organic** due to the **honesty** of the nature of the content she's publishing on the platform.



Pop Art Painting

For 9 years, Ali has been creating bright, pop art paintings on request and mailing them to whomever asks...for free. She's created over **2,700 paintings** in the series and filmed, blogged and livestreamed the fun along the way. Traditional art is just another

medium for Ali to create **funny, yet surprisingly motivational entertainment** for her best pal-ys.



ALI'S INTEGRATION X FACTOR

The Power of Ali's Connections

Ali's viewers follow her ups and downs every single day. She has **huge engagement** across many platforms because she makes each viewer feel special. Each pal-y feels like the star of the movie while she's the playful best friend, supporting character and comic relief encouraging them to **live their most awesome life**.

This connection to her audience allows Ali to create **branded content with authenticity** that really resonates. She is skilled at giving her fans comedic **entertainment that also communicates** the specific messages that brands set forth for their products and services.

The Power of Original Music

There's no faster way to an **emotional connection** than music and Ali has mastered the artistry behind that. Beyond immediately creating a **passionate response**, with Ali, brands don't have to worry about the mess of clearing song rights because she can **create all her own work**.

Some Partners





CASE STUDIES



Major League Soccer

To drive traffic to MLS's #DecisionDay programming, Ali created a perfectly looped short video where she juggled soccer balls "forever" to her own original music. This **novel** and **eye-catching concept** had people even outside of her fan base talking.

-  +470,000 impressions
-  +200 shares
-  +1,200 likes



CASE STUDIES

Starbucks Coffee

Ali created a 5-tweet, multimedia story to promote Starbucks' #JustAnotherDayAtTheOffice sweepstakes. We saw her "lion around" in the morning followed by an **impressive shot** she Photoshopped depicting her training herself at the gym. The conclusion was a video of her performing an **original song** where she juggled sipping coffee, switching hands and playing the piano at the same time. Her audience loved following the **clever story** through the weeklong campaign.



 +1,100,00 impressions
 +290 shares
 +6,600 likes



WHY PARTNER WITH AN INFLUENCER?

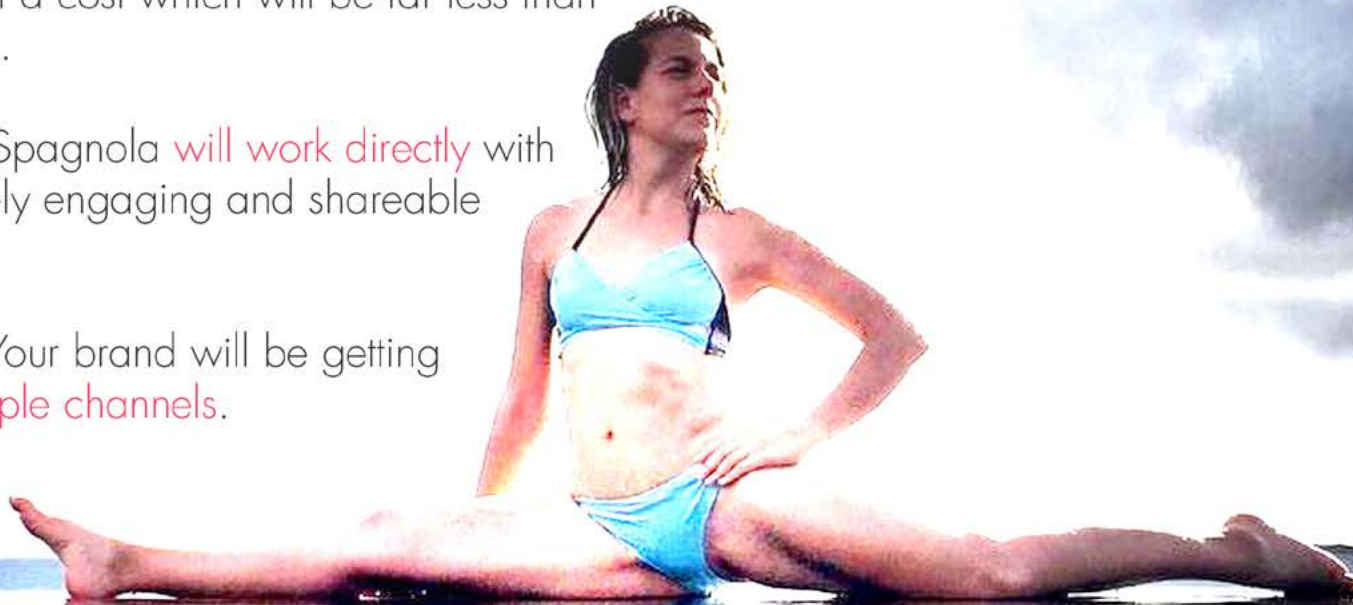
Native - These days millennials' eyes are trained to skip over blatant advertisements. They're intrusive and annoying. On the contrary, every one of Ali's +3.8M followers chose to follow her. They opted in to being a *part of her community*.

Inexpensive - An exclusive with Ali is a *fraction of the cost* of other advertising such as magazine, TV and radio. Compared to using the social media ad platforms, the CPMs are lower across the board.

Value in Exclusivity - A yearlong (or multi-year) partnership with Ali is *much more cost-effective and authentic* as opposed to a one-time campaign. You will get consistent and continuous brand exposure which is more genuine. You also get a discount by buying in "bulk". Individual campaigns cost much more per tweet, per post, per snap, etc. and they're only for a short time. (Ali's limited campaign with Starbucks was \$15,000.) By signing an exclusive with Ali, you get *continuous exposure* throughout the year at a cost which will be far less than individual campaigns.

Professional - Ali Spagnola *will work directly* with you to create extremely engaging and shareable content.

Cross-Platform - Your brand will be getting exposure across *multiple channels*.



TESTIMONIALS

"She was a dream to work with!" - Supergravity with YouTube Red

"It was great working with you. We appreciate you going above and beyond"
- IMG with New Amsterdam Vodka

"I've heard so many amazing things about you, and my brief time on this project is validating all of that!"
- Vaynermedia with Starbucks

"I'm a big fan and was super excited to work with you. Your Snapchats got the most screenshots of all the influencers we activated." - Horizon Media for Jack In the Box

"So AT&T is f---ing loving you. Thank you for making this campaign easy on me." - Omlet for AT&T

"Ali Spagnola is one of my favorite creators right now, she keeps me laughing and has been around for a number of years, continuing to build awesome audiences online and off. Plus, when we're working on projects together she's reliable, involved and provides a ton of feedback to the clients."
- Delmondo for 20th Century Fox

Featured In...

Forbes

Esquire

VICE

WIRED

98ROCK
97.9 Baltimore

THE
HUFFINGTON
POST

NEWYORKPOST

Mashable

HYPEBOT.COM

M
TV

GIZMODO

truTV

goingboing

FASTCOMPANY

