

friendz.
enterprise

friendz. + LOVBY

Marketing Solution

who we are

In 2015, as a start-up, we created Friendz, the mobile social photography app that has made People authentic protagonists of communication and marketing of companies.

After 5 years we are a mature reality, based on technology and know-how assets.

Our story has made us the reference point for creating engagement between People and Companies in a digital community context, where the actions performed by users in favor of brands are motivated by networking and gamification dynamics.





friendz.

digital for hu- mans

vision


We believe that people should have an active role in the evolution of brands. Through technology, we empower people by giving them the chance to be part of a digital revolution, making them happy individuals and, most of all, valuable communities.

mission

We design digital communities that make individuals relevant.

portfolio



A person with long dark hair is seen from the back, holding a smartphone up to take a photo of a wall covered in colorful graffiti. The wall features various tags and drawings, including a prominent '616' and a 'VAPOR' tag. The scene is overlaid with a semi-transparent dark blue rectangle containing white text. The bottom of the image has a horizontal gradient bar transitioning from blue to purple to yellow.

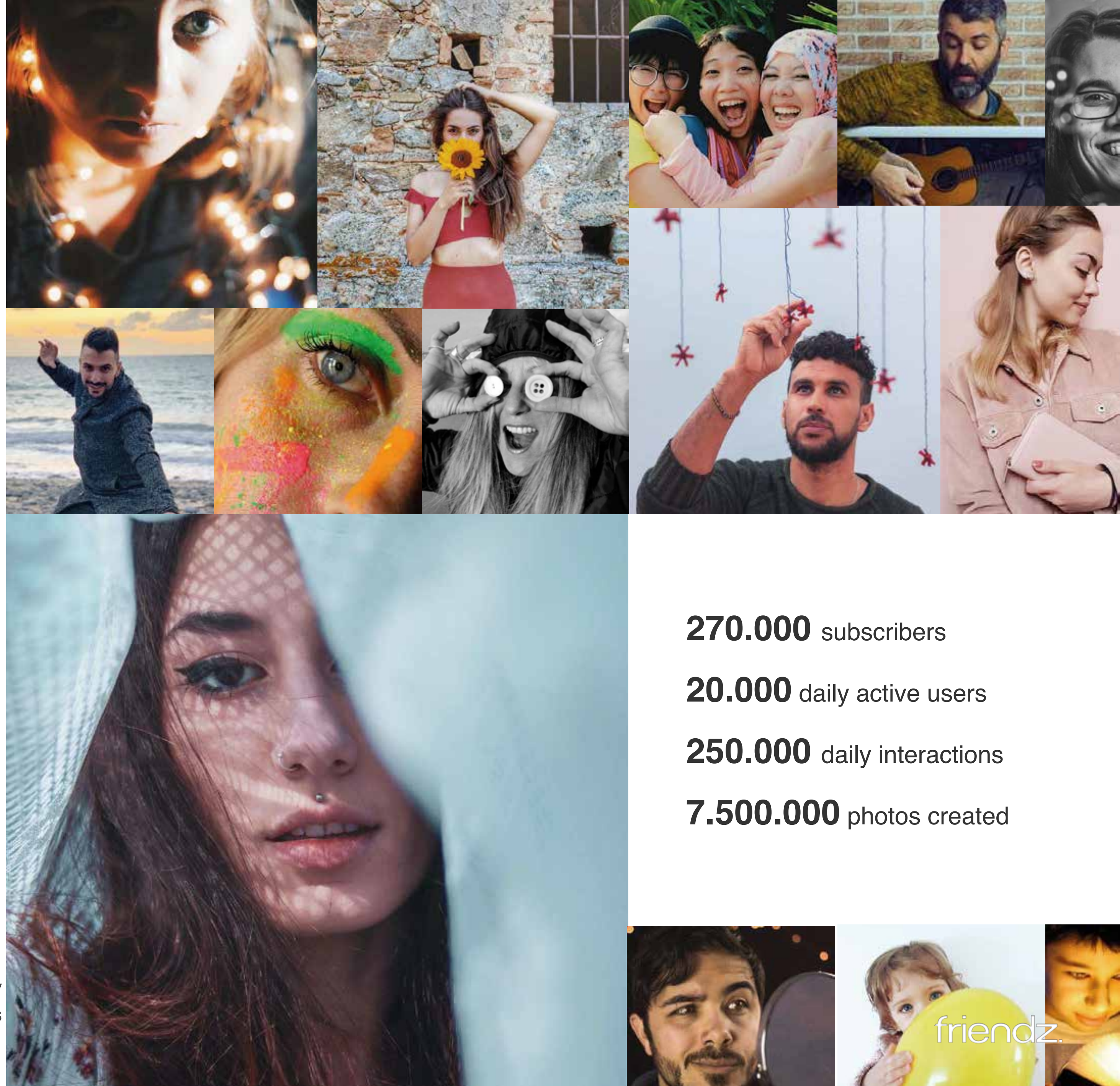
**people are media: our
marketing solution**

engage with our community

With our technology and our know-how we have aggregated **tens of thousands of real people** from all over Italy who animate our Friendz app every day.

Available on iOS and Android, Friendz App sees a constant participation and a flow of User Generated content and actions.

Photos created by
Friends App users



270.000 subscribers

20.000 daily active users

250.000 daily interactions

7.500.000 photos created

how it works



We create together a brief to involve users and communicate the product, or even better, the themes of your brand.

We establish the reward for the validated activity and propose it to the target users of the Community.

The content is approved by 150 volunteer moderators (loyal users) before being published within the app

If expected, **photos are also shared** on users' personal Facebook and Instagram profiles

case history

roche

"A simple gesture"

Multiple Sclerosis Awareness Campaign that activated the Friendz Community in a survey to gather insight on how to treat the issue in a sensitive and appropriate way.

From user responses, we designed and produced a video hero and a User Generated content campaign based on the iconic gesture of crossed fingers. Photos created in apps were then shared on users' social profiles.

- More than 3,000 photos
- More than 3 million content views
- [Link](#) to video hero



case history

yves rocher

"Hair without Compromises"

We asked the Friendz Community how they would like to handle the communication of a new natural hair product. With their contribution we created a video hero, also awarded by YouTube Italia.

The Community then amplified the message through creative shots that often - but not always - saw the product at the center, portrayed with ease and genuineness.

- 3,000 photos
- 2.6 million social contacts
- [Link](#) to video hero



case history sgambaro

"Family Pasta"

To tell the story of the taste of Sgambaro pasta, Friendz users have chosen their favorite format and cooked their family dish or recipe they love the most.

In addition to inserting the pack into a carefully prepared composition, they also added a copy in which they told about the memories and traditions associated with that dish.

- 1,200 photos
- More than 500,000 social contacts
- More than 26,000 interactions



case history

fage

"Super Bowl"

To tell the story of the creaminess and versatility of FAGE yogurt, Friendz users have created and shared their interpretation of a healthy and tasty bowl on socials.

In addition to the composition with jar, bowl and ingredients, they told their personal recipe in the description.

- More than 4,000 photos
- More than 1.5 million social contacts
- More than 30 thousand interactions



case history

cameo

"Panna cotta vs crème caramel"

After testing the community, Friendz users were divided into "panna cotta" and "crème caramel" to start a creative challenge that involved everyone.

Users then shared on their social profiles their effect cake and told how easy it was to prepare it.

- More than 2,000 photos
- More than 600 thousand social contacts
- More than 26 thousand interactions



case history estathé

"And what do you drink it with?"

To show the versatility of Estathé formats and the ease with which it can be combined with snacks, meals or picnics, Friendz users took an outdoor photo of their favorite combination.

In addition to inserting the pack into a carefully edited composition, they added a copy in which they told the reason for their choice.

- 6,000 photos
- 2 million social contacts
- 90 thousand interactions



case history

chiquita

"Back to the basics"

Chiquita asked users to show in a video the most original thing they did during lockdown. The most beautiful content was edited in a celebratory video published on the official brand profile.

- 450 videos
- 450 comments to the customer's post
- [Link](#) to video



case history

foxy

"Elegance at the Table"

The Friendz community has increased the awareness of Foxy Quilted Napkins thanks to User Generated Content.

For the occasion, users have set an elegant table by inserting Foxy napkins or have made them the protagonists of a delicious composition.

All the contents have been published on users' social profiles.

- Over 1,000 photos
- More than 600,000 social contacts
- More than 26,000 interactions



case history

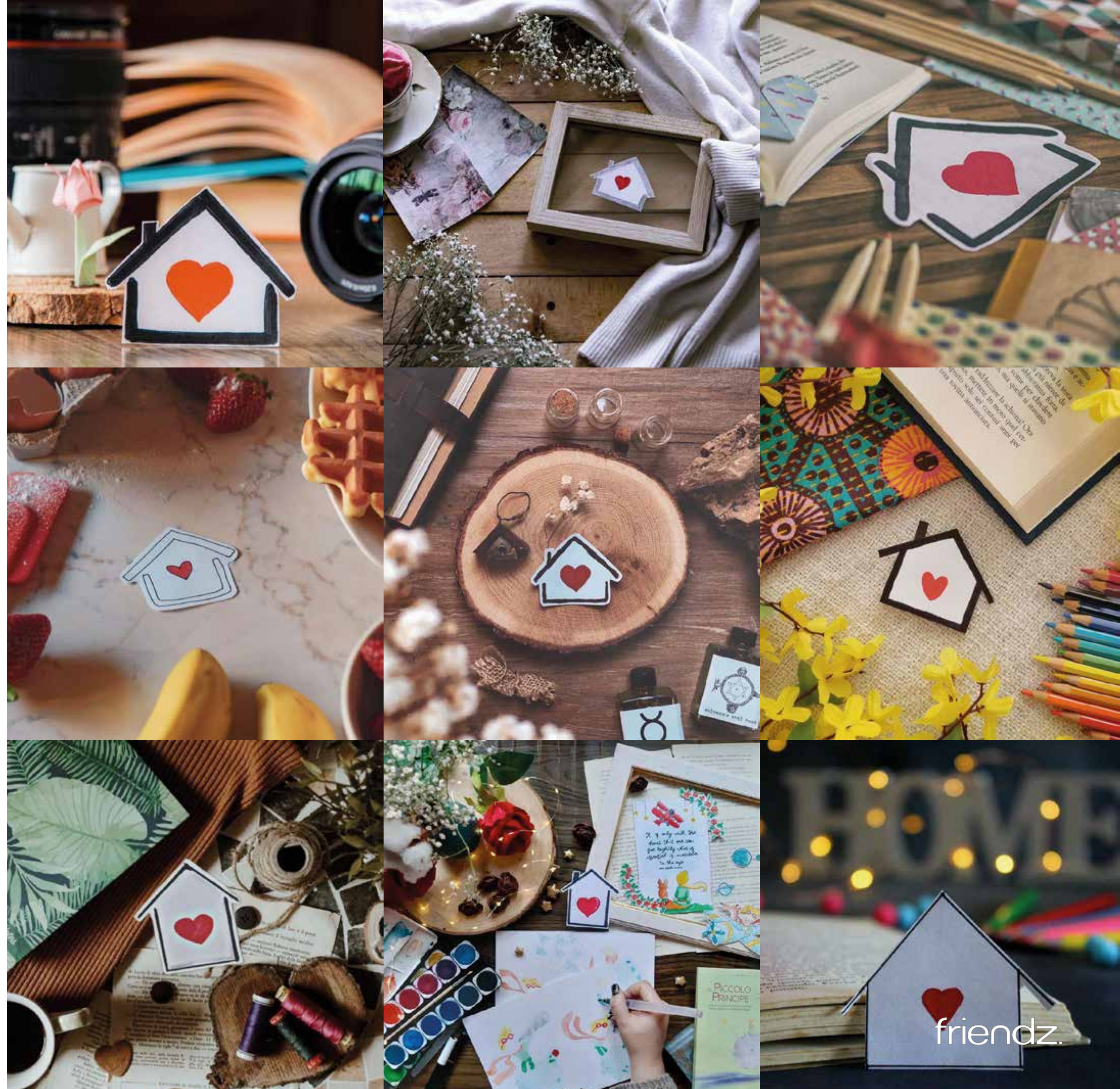
vodafone

"Stay home with Happy Black"

Friendz users have spread the word among their contacts that Vodafone - for the lockdown period - has made Happy Black activation free in order to spend quality time at home with the family and friends.

The community told with a snapshot on socials how they spend the extra time at home, putting the Happy Black Vodafone logo at the center.

- 2,000 photos
- 840,000 social contacts
- 30,000 interactions



case history

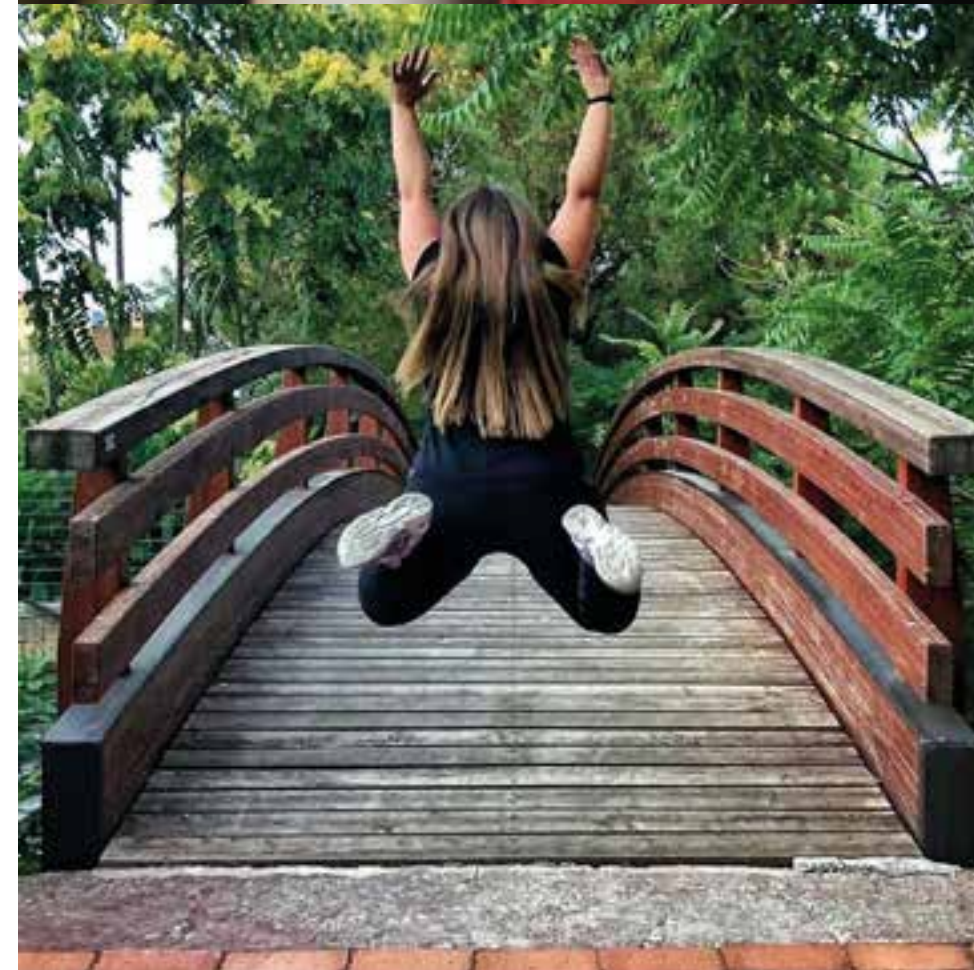
wiko

"Live it extreme"

In order to support the launch of the Wiko View3 model, Friendz users had to represent the brand's urban spirit and #vivilaextreme campaign message in one picture.

Along with each photo, users told on their social profiles how much the action they take in the photos makes them have fun and feel "extreme".

- Over 2,000 photos
- More than 1 million social contacts reached
- 48,000 interactions



case history

iren

"Clairy the inimitable"

Friendz users have taken part in several photo campaigns dedicated to increasing awareness of the Iren offer. One of them had Clairy as protagonist.

The community reproduced their personal propeller jar - inspired by the brand's device - and shared the result on their social profiles.

- Over 2,800 photos
- Almost 3 million social contacts reached
- Over 57,000 interactions





thanks.

hello@friendz.it

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