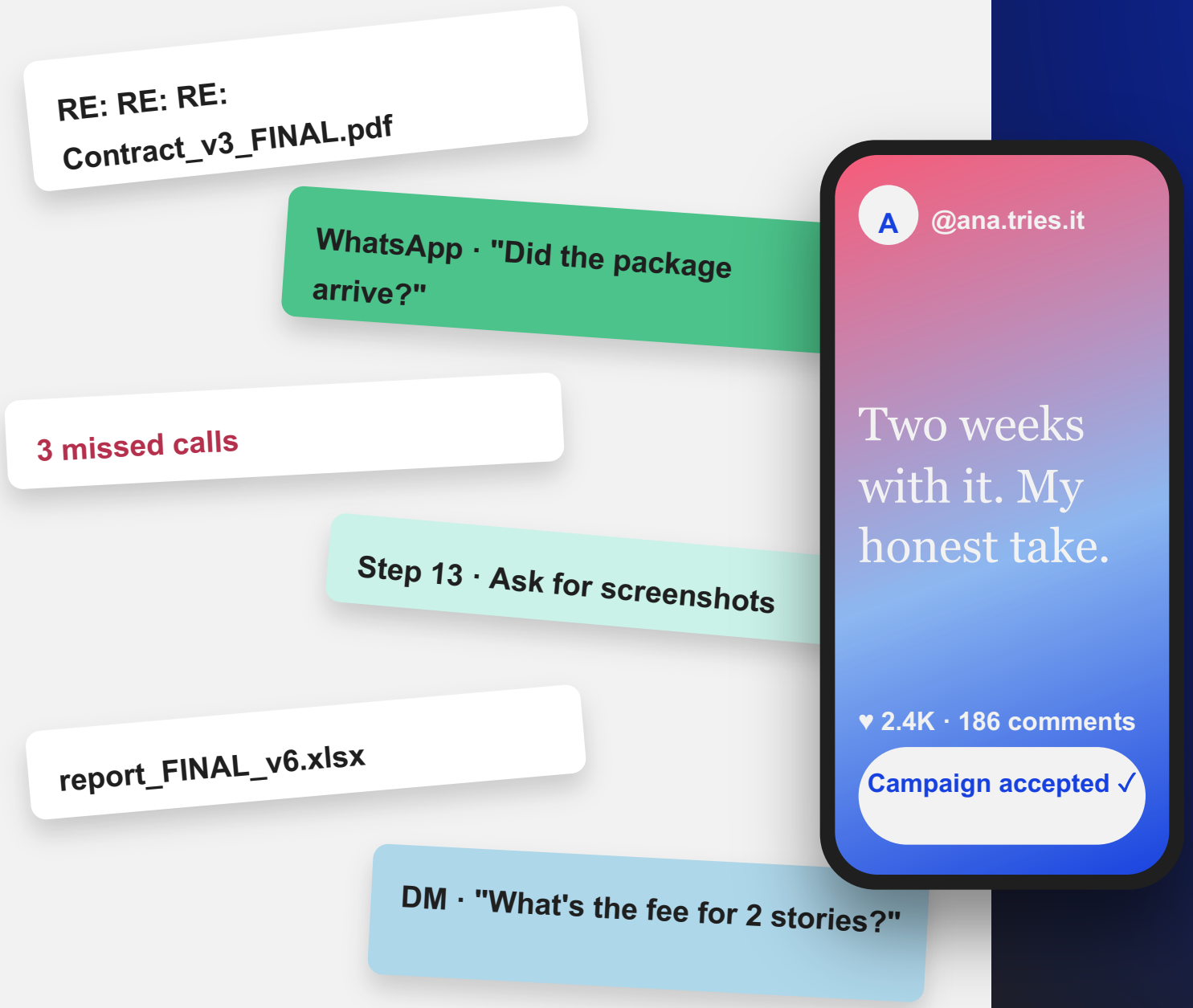


WEBSTOCK 2026

From 15 steps to 1.

How AI changed influencer marketing.
A true story.

Alexander Stoica-Marcu
CEO, Flaminjoy

flaminjoy THEMATIC digital .

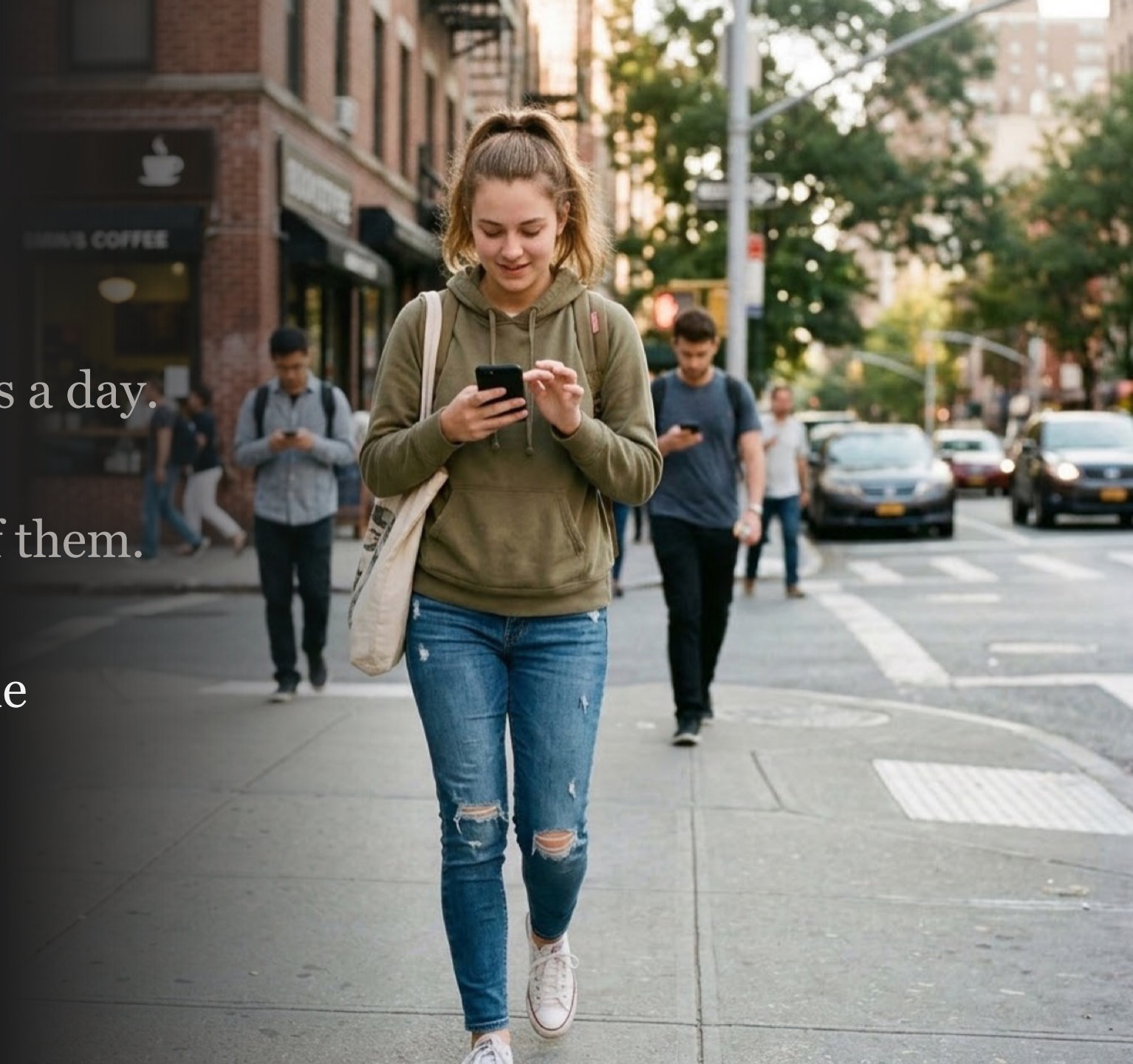
flaminjoy THEMATIC digital .

MEET MĂDĂLINA, YOUR CUSTOMER

1 She sees hundreds of ads a day.

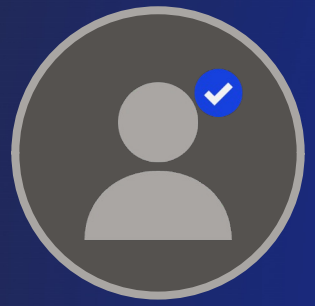
2 She ignores almost all of them.

3 She buys what people she follows recommend.



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Why fifty small voices beat one big one.



1 famous influencer, 2M followers, says

"I love it."

She thinks: "It's an ad."



50 real people say it, **each in their own words.**

She thinks: "Everyone uses it."

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TODAY'S STORY

One campaign, told in three acts.

ACT 1

By hand

15 steps

ACT 2

One platform

6 buttons

ACT 3

AI

1 brief

Then one more step nobody has solved yet: step 0.

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Act 1 · By hand | Act 2 · One platform | Act 3 · AI

ACT 1 OF 3

By hand.

How an influencer campaign ran until a few years ago.

15 steps

ACT 1 · BY HAND

One campaign. 15 steps. All by hand.

1 Pick the influencers

2 Build a shortlist

3 Get brand approval

4 Write the brief

5 Contact each one

6 Negotiate fees

7 Send contracts

8 Collect addresses

9 Ship packages

10 Approve content

11 Send feedback

12 Watch every post

13 Ask for screenshots

14 Copy into Excel

15 Write the report

WEEKS.

One campaign. Four channels. Every creator.

HOURS.

Email

Radu D.
RE: RE: Contract_v3_FINAL.pdf

Brand team
Brief v4, legal comments

Maria C.
Stats: 7 screenshots attached

Instagram DMs

@ana.m
What's the fee for 2 stories?

@vlad.t
Can I post Friday instead?

@ioana.p
Is the brief final?

WhatsApp

Ioana P.
Still waiting for the package...

Andrei V.
Which address did you use?

Ana M.
Sent you the stats pics!

Phone

Missed call
Radu D. · 09:12

Missed call
Courier · 11:40

3 voicemails
Brand team

Now multiply by 20 creators. The limit was never ideas. It was hours.

And then, the report. Days in Excel.

Campaign_report_FINAL_v6.xlsx

Creator	Followers	Views	Likes	Status
@ana.m	24K	see screenshot 3	?	missing
@radu.d	11K	1,240	88	OK
@ioana.p	56K	screenshot (blurry)	?	re-ask
@maria.c	8K	—	—	no reply
@andrei.v	31K	see email 14/03	412	check

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Act 1 · By hand | Act 2 · One platform | Act 3 · AI

ACT 2 OF 3

One platform.

We took the fifteen steps and built them into one platform.

6 buttons

ACT 2 · ONE PLATFORM

We turned 15 manual steps into 6 buttons.

1 Creator database

1 Pick influencers
2 Build a shortlist

2 Brief & brand approval

3 Brand approval
4 Write the brief

3 One-click invites & terms

5 Contact each one
6 Negotiate fees
7 Contracts

4 Addresses & shipping

8 Collect addresses
9 Ship packages

5 Content approval

10 Approve content
11 Send feedback

6 Live stats & auto-report

12 Monitor posts
13 Screenshots
14 Excel
15 Report

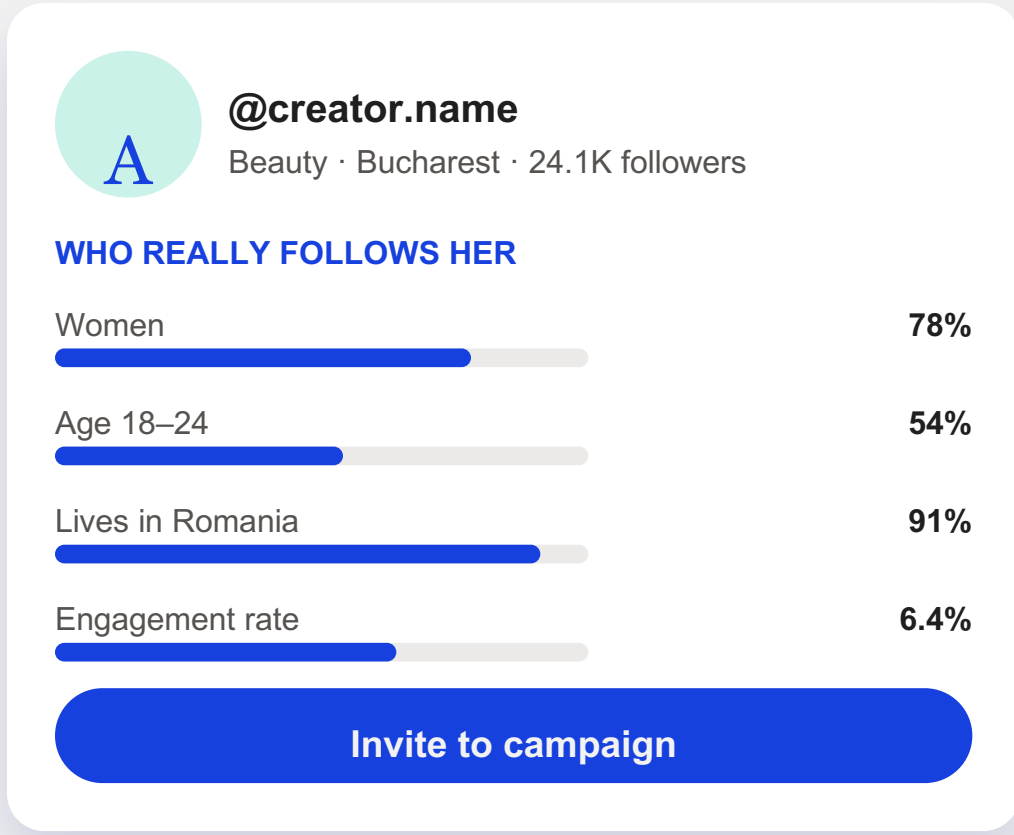
Each blue button replaces the grey steps under it. No email, no WhatsApp, no Excel.

BUTTON 1 · CREATOR DATABASE

Find the right creator in minutes, not a week.

Before: scroll Instagram for days, DM each creator, ask for their stats as screenshots.

Now: filter 63,000+ creators by country, age, niche and engagement, see who really follows them, and invite them with one click.



WHAT CHANGED

Launching a campaign: then and now.

Then

Find creators | Negotiate, contracts | Ship products | Approve content | Report

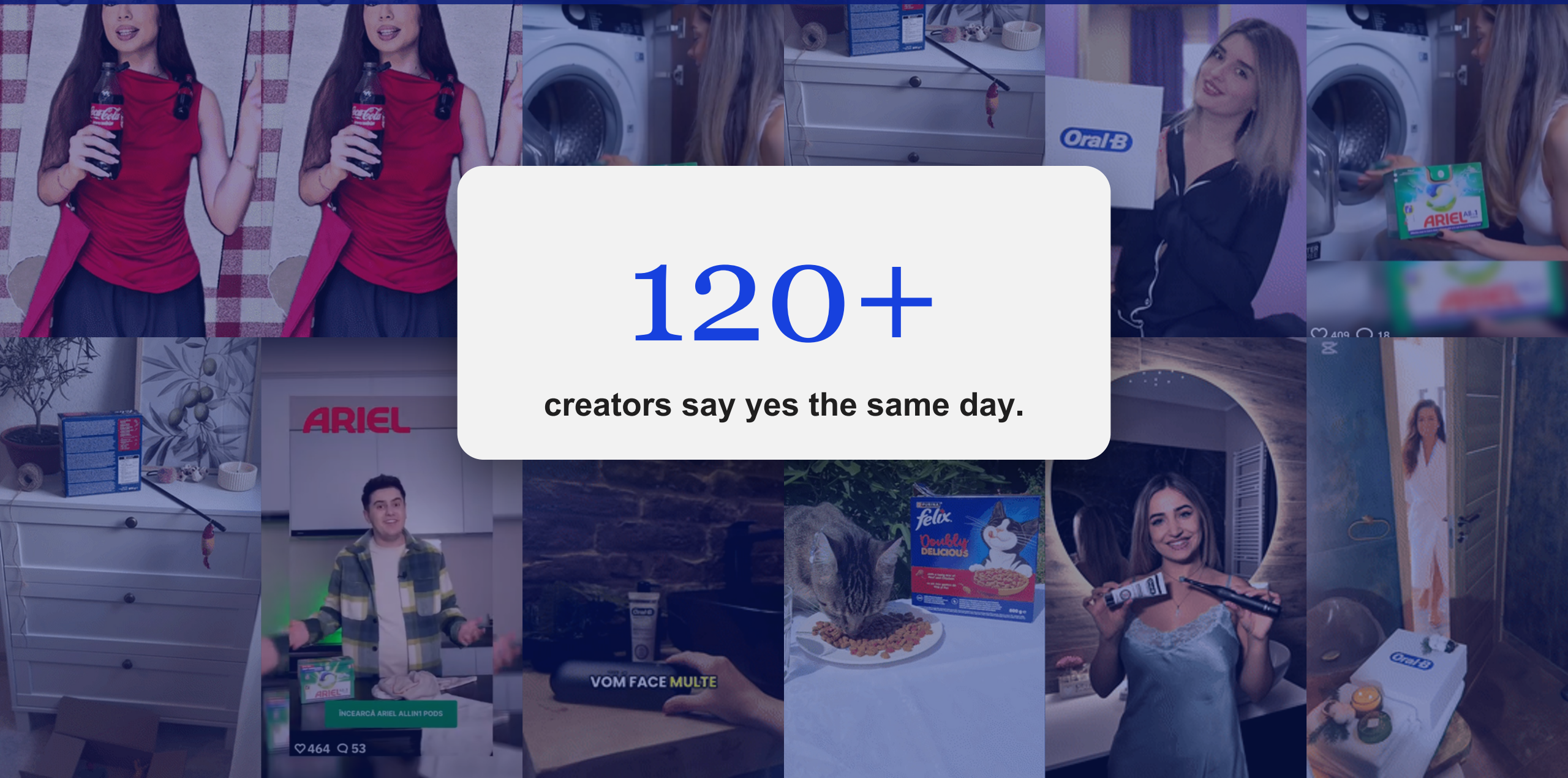
weeks, step by step, every step by hand

Now

Brief | Invites | Content live

120+ creators say yes the same day.

Illustrative timeline.



120+

creators say yes the same day.

BUTTON 6 · LIVE STATS & AUTO-REPORT

No more screenshots.

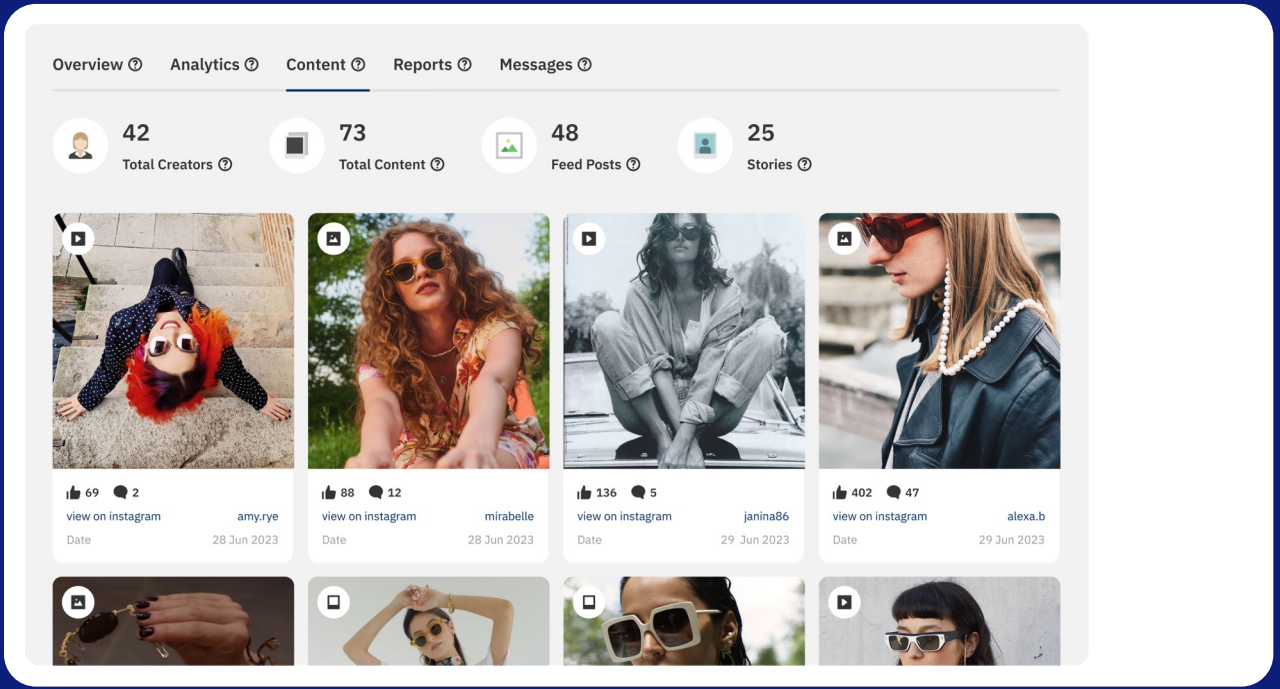
THEN · on WhatsApp

Hi! Here are my stats 📊

Thanks! Can you send the reach too?

× 50 creators, then copied into Excel.

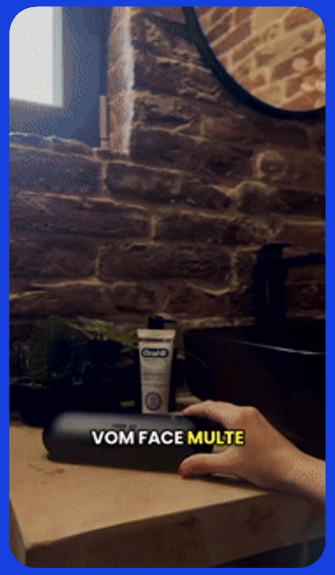
NOW · live, automatic



WHAT IT MAKES POSSIBLE · ORAL-B SOCIAL BLITZ

200 creators. One message. Same week.









1.35M
views

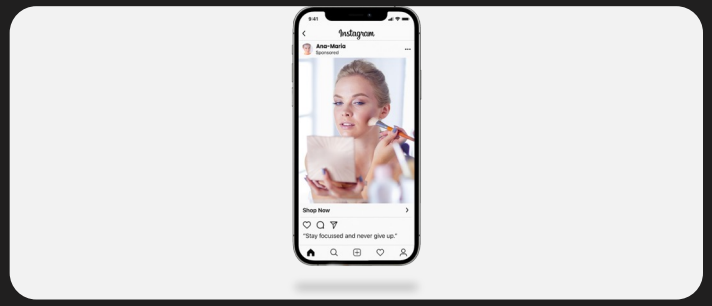
474.6K
people reached

32.9K+
interactions

+125%
more views than forecast

OUR AMPLIFICATION

One creator video. Every screen.



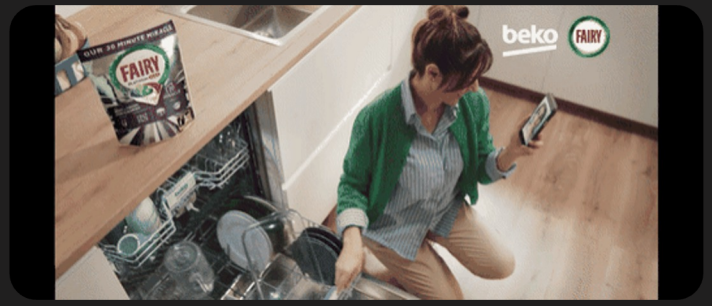
Social ads · from the creator's own account



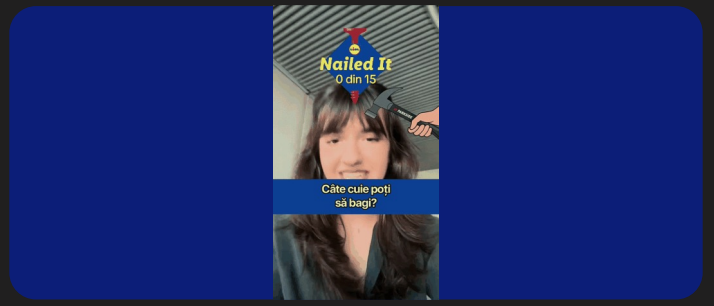
News sites · her video, next to the article



TV & smart TVs · creators on the big screen



TV spots · made with creators



TikTok games · AR filters people play

+ outdoor, retail, gaming, messaging apps

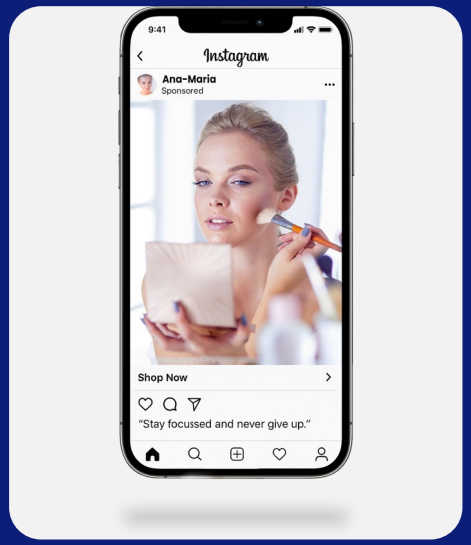
Everywhere else · same video

THE TRICK

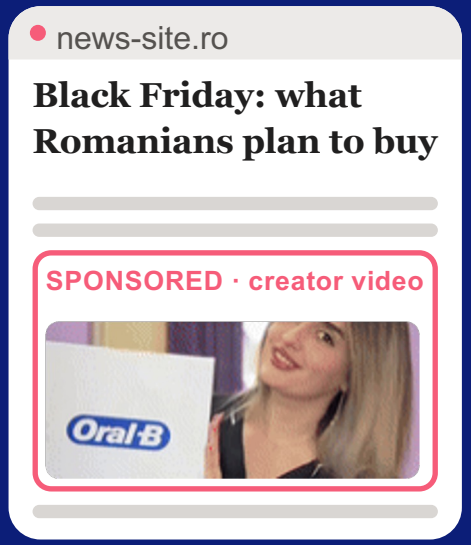
How one honest video travels.



→



→



→



1 She films it at home

20K followers see it

2 It runs as an ad

from her account, to people like her

3 It lands on news sites

next to the articles she reads

4 It plays on TV

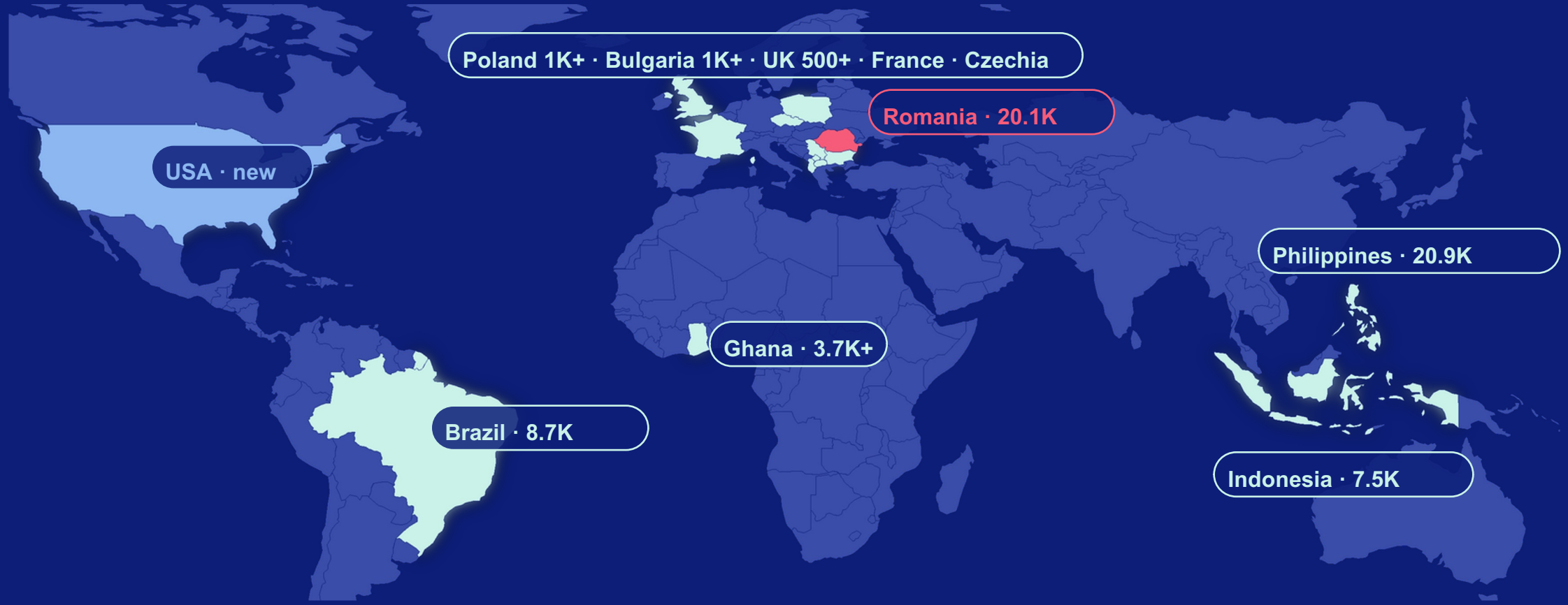
in the living room, at night

BUILT IN ROMANIA

Now on 5 continents.

63,000+ creators

15 countries



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Act 1 · By hand | Act 2 · One platform | **Act 3 · AI**

ACT 3 OF 3

Then came AI.

PART 1

It took over the steps.

Finding creators · writing the brief · reading the results

PART 2

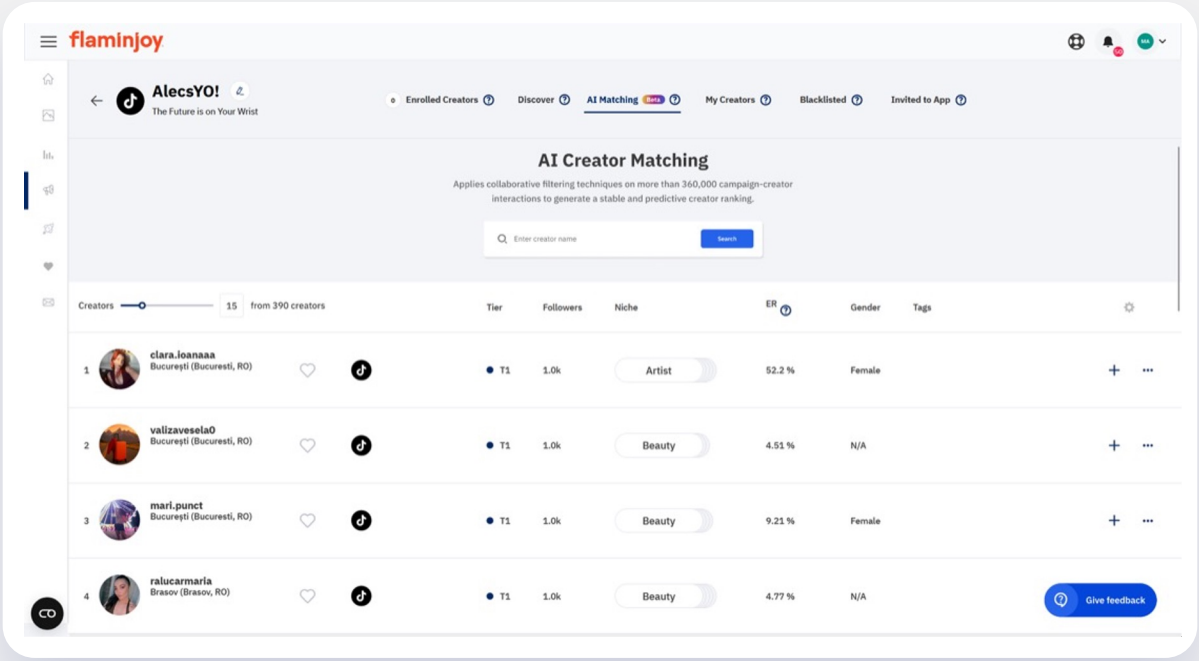
It did what no team could.

Boosting the best posts · impossible shots · 1 video → 30 · TV sync · fan communities

PART 1 · STEP 1 · PICK THE INFLUENCERS

AI picks the right creators for you.

1. You describe the brand and the audience
2. AI scores 63,000+ creators
3. You get the top matches, ranked



It looks at who really follows each creator and how their past campaigns did. Not follower counts.

PART 1 · STEP 4 · WRITE THE BRIEF

AI writes the brief. In any language.

THE BRAND TYPES

New electric toothbrush. Gen Z. Fun, honest, no hard sell.

→

AI DRAFTS THE BRIEF

Idea: "My first week with it", filmed in your own bathroom

Must show: unboxing, first brush, honest verdict

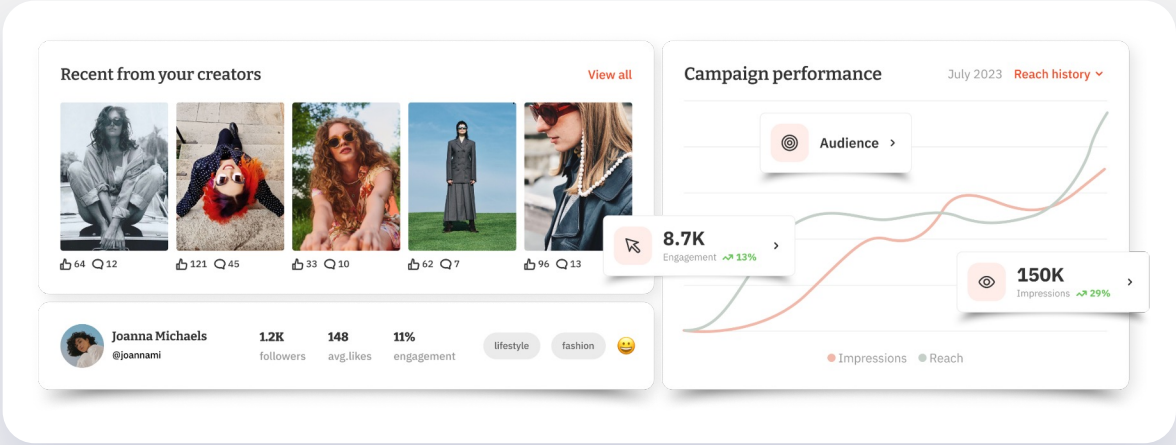
Captions: 3 options, in RO, EN, PL

Don't: read a script. Talk like you would to a friend.

The creator always has the last word. Illustrative example.

PART 1 · STEPS 13–15 · THE REPORT

You ask a question. AI reads the results.



Which creators brought the most clicks?

The top 10 brought 61% of clicks. Short "first week" videos beat photos 3 to 1. Book them again for the next wave.

Illustrative answer.

PART 2 · WHAT NO TEAM COULD DO BY HAND

AI finds the best posts and turns them into ads.

1. 200 creator posts go live
2. → AI spots the 10 that work best
3. → They run as ads, from the creator's account
4. → Budget moves to the winners, daily

12× the industry click rate.

17% CTR · PicPay, Brazil



PART 2 · SHOTS NO BUDGET COULD FILM

AI builds the world. The creator tells the story.



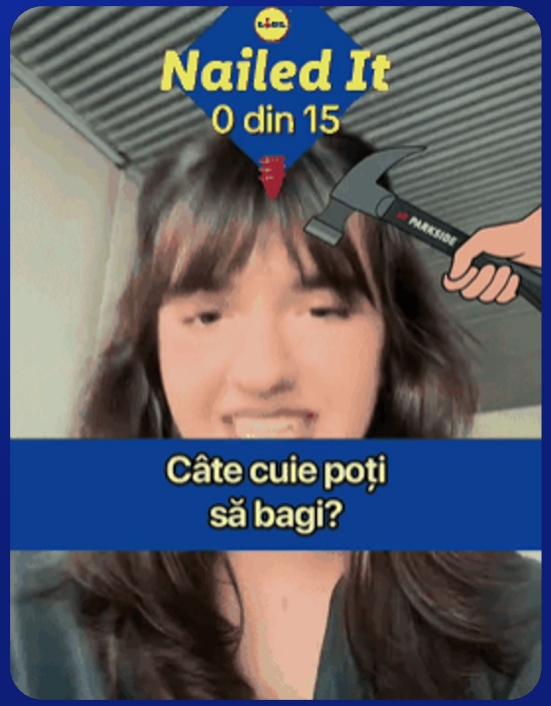
Fairy × Beko · Palace of Parliament



Fairy × Beko · Arc de Triomphe



Head & Shoulders · CGI stage



TikTok AR filter

PART 2 · YOUR CITY AS THE STAGE

Your brand, in your city's landmarks.

Made with AI



Ice wave · Arc de Triomphe



Giant teddy · Bucharest street



Giant razor · over the water



Fairy bubbles · Romanian Athenaeum

PART 2 · CLIPPING · SEPHORA BLACK FRIDAY

Creators make it. Clippers multiply it.



1 idea from the brand

hundreds of accounts →



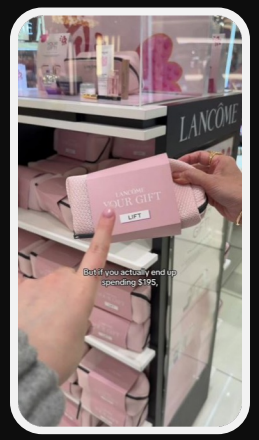
▶ 344.7K

Sephora memes



▶ 120.8K

“Just looking!”



▶ 625.6K

The Sephora run



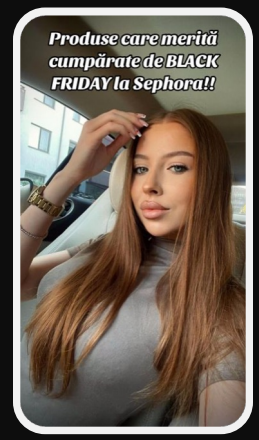
▶ 1.3M

Guess the price



▶ 84.1K

Gift guide for guys



▶ 55.5K

Black Friday picks

Concept for Sephora Black Friday 2026 · public TikToks shown as format examples, views on 7 Oct 2026

Spot on TV. Creators on her phone.

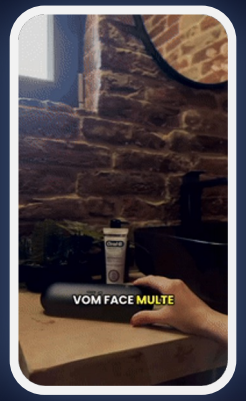
SYNCSTORIES · ORGANIC

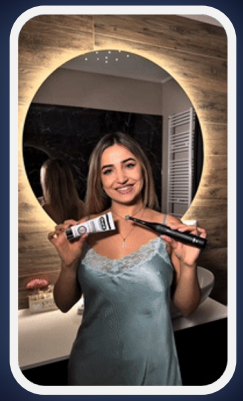
● ON AIR



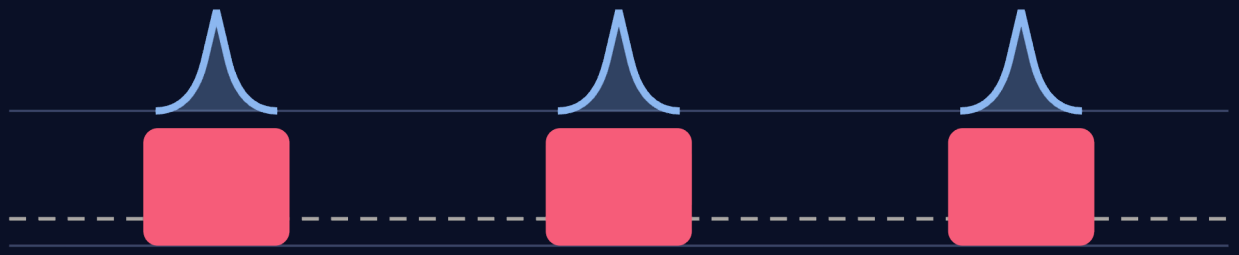
<3 sec







SYNCSPARK · PAID · ▲ TV spot ■ creator ads





+59%
video completion

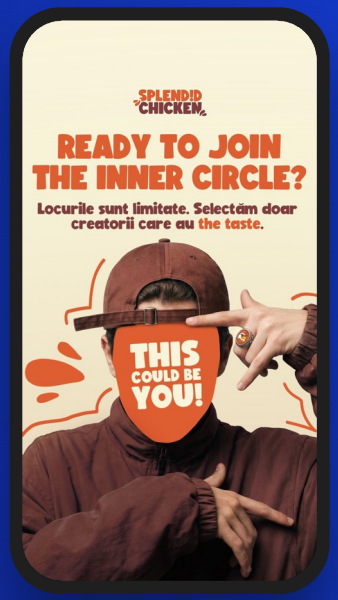
+34%
click-through

SyncSpark: SyncPulse, paid digital vs. un-synced, 30+ campaigns · with creators: measured in pilots · illustrative timing

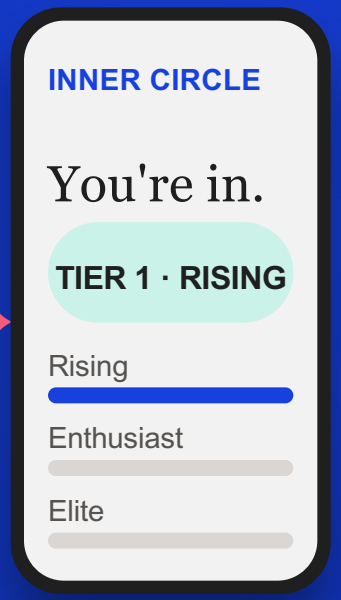
PART 2 · AMBASSADOR PROGRAM

Not a campaign. A program.

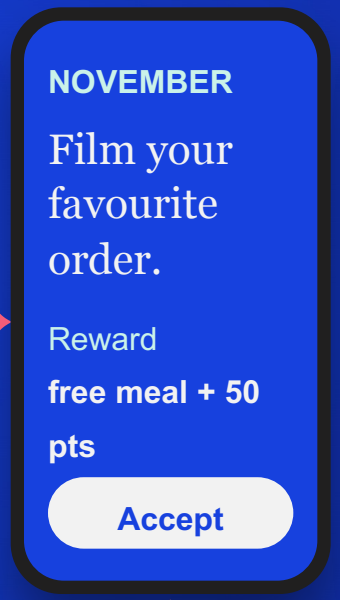
1 · Apply



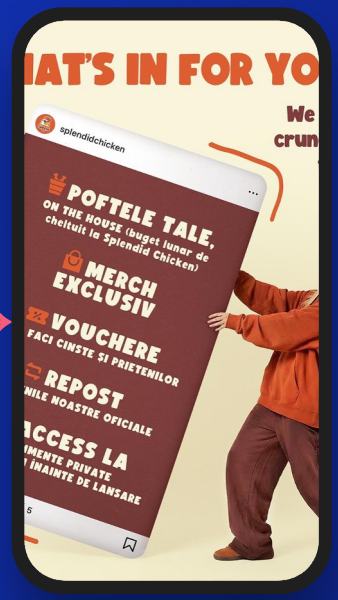
2 · You're in



3 · The mission



4 · Rewards



every month, again

ALREADY RUNNING

340K

impressions in 3 months

Splendid · 173 fan posts

620

posts in one month

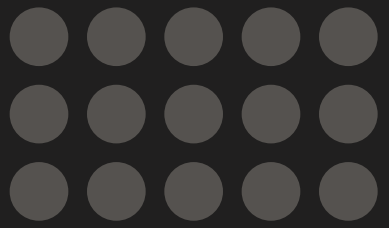
XpertBeauty · 507 ambassadors

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The whole story: 15 → 6 → 1.

ACT 1

15

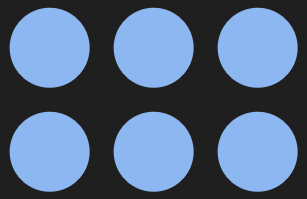


By hand

Emails, DMs, WhatsApp, calls, Excel. Weeks.

ACT 2

6



One platform

6 buttons. 120+ creators say yes the same day.

ACT 3

1



AI

1 brief. AI finds, writes, reads, boosts, creates.

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2026 ALONE

1B

impressions. All made by real people.

1,000+	100K+	63,000+	<48h
campaigns	pieces of content	creators	brief to live · Tefal USA

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STEP 0 · THE ONE NOBODY SOLVED

Where should the next €100,000 go?

Every brand manager. Every launch. Every quarter.

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HOW IT'S DECIDED TODAY

Everyone sells their own channel.

TV. Obviously.
the TV sales house

More digital!
the media agency

Creators!
us, honestly

Billboards!
the outdoor company



The brand manager
+ last year's Excel

In-store!
the retail network

Let them taste it!
sampling

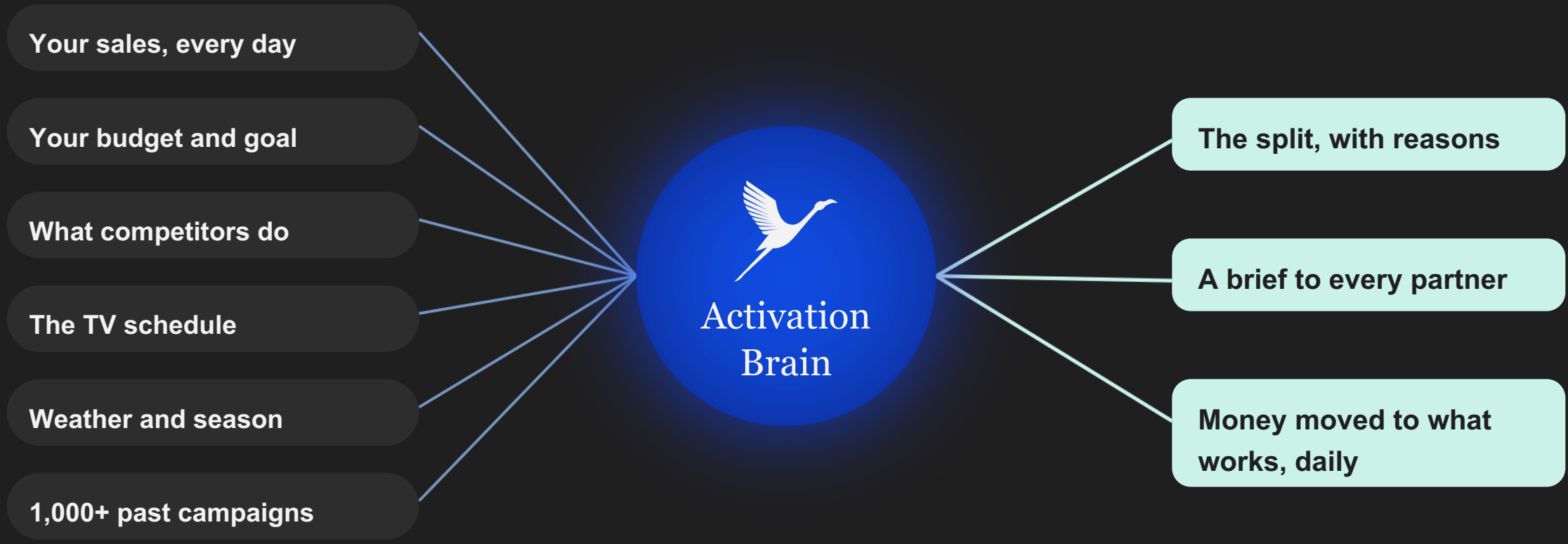
Earned media!
the PR agency

Nobody compares them. Fairly. With data.

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SO WE BUILT A REFEREE: ACTIVATION BRAIN

Everything in. One plan out.



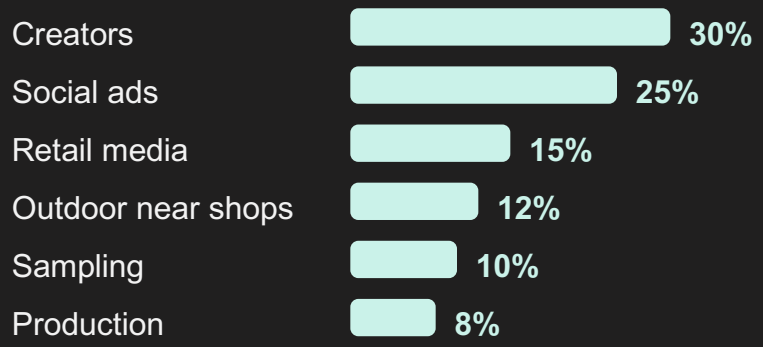
flaminjoy THEMATIC digital .

A WEEK WITH ACTIVATION BRAIN

You ask once. It keeps deciding.

€50K. New protein bar. Gen Z. November.

THE BRAIN · 4 SECONDS LATER



MON 09:12 **TikTok creators are 40% above forecast.**
→ Moved €4,000 from outdoor to creators.

TUE 18:30 **Rain all week in Bucharest.**
→ Delivery-app ads up. Sampling moved to Saturday.

THU 11:05 **A competitor launched a 20% discount.**
→ New brief to creators: an honest comparison.

FRI 16:00 **Weekly report: written.**
→ Nobody opened Excel.

Illustrative example

flaminjoy THEMATIC digital .

THE CATCH

ACTIVATION BRAIN

"This time, skip creators. Put 70% in-store."

Built by a creator company. Said anyway.

It scores every partner the same way. Including us. Otherwise, why would you trust it?

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WHAT AI CAN'T DO

AI can make a million ads. It can't be her friend.



REAL PEOPLE. REAL AI.

AI takes the steps. People keep the trust.

Let's connect on LinkedIn

Alexander Stoica-Marcu
alexander.sm@flaminjoy.com

flaminjoy | THEMATIC digital