

# OnTheWall Utilizes Julius' Audience Data to Take Engagement to New Heights

**ON THE WALL**

## Fast Facts

**COMPANY:** OnTheWall

**INDUSTRY:** Talent Agency

**SIZE:** 11-50 Employees

**ONE Management (ONE) is amongst the world's leading talent agencies celebrating beauty in all its diversity. Its primary focus is to link fashion with the creative elements of music, film, and talent. In February, ONE announced the formation of a new agency hosted on YouTube, OnTheWall.**

**OnTheWall hosts a variety of series that dimensionalize the stories of talent and brands, and the culture of fashion, art, technology, and music. As a studio, OnTheWall casts and produces content for brands like adidas, R13, Lyft, and Recess that is optimized for success on social media.**

**"Working with Julius has given us an edge over our competitors. We have been able to provide insightful data to brands about our talent and take a more proactive approach when it comes to reaching out to new influencers."**

MANUEL PARES, DIRECTOR OF BRAND PARTNERSHIPS, ONTHEWALL

The world of influencer marketing is constantly evolving, with new creators joining the scene each day. Historically, some agents have viewed model talent separate from that of influencers. Models were traditionally booked for commercial and editorial jobs, and agents were hesitant to tap model talent for social-led campaigns. The disproportionate bookings were not due to the lack of ability, but the lack of insight into engagement from their respective audience base. OnTheWall saw the potential of this category of influencers but didn't have the accessible data to support their claims.

## Elevated insight

On average, clients leveraging influencers have a baseline expectation for engagement rate on Instagram of just over 2 percent.

After partnering with Julius, OnTheWall began utilizing the audience data, reach, and engagement metrics within each of Julius' vetted profiles to better understand how to pitch talent to brands. "Working with Julius has given us an edge over our competitors. We have been able to provide insightful data to brands about our talent and take a more proactive approach when it comes to reaching out to new influencers." Knowing our talent's demographics has helped us understand the value they can provide to brands," says Manuel Pares, Director of Brand Partnerships.

In their most recent campaign for adidas, Julius proved to be instrumental in selecting an influencer partner. The renowned global brand hoped to connect with sports-minded Millennials and Gen Zers by partnering with an influencer in the athletic space.

**“I have been able to find and approach new talent using Julius’ data. This data has helped me navigate scouting conversations with more knowledge and understanding of the potential our talent has.”**

MANUEL PARES, DIRECTOR OF BRAND PARTNERSHIPS, ONTHEWALL

Using Julius’ age, brand, and behavior data, the team was able to find their perfect influencer that nearly quadrupled their initial engagement rate goal of 15 percent on Instagram.

Initial findings of the campaign indicate that the content is performing at expected rates, and Julius continues to be used to measure the performance between sponsored and organic content.

### **Adapting During COVID-19**

Like the majority of businesses, COVID-19 forced OnTheWall to commence remote operations. Capturing content without traditional high-tech studios or in-house teams served as significant barriers. The team treated this new way of life as an opportunity to create something new and compelling—and they relied on Julius to help them find the right influencers.

“As the head of the engagers division, I have been able to find and approach new talent utilizing Julius’ data. This data has helped me navigate scouting conversations with more knowledge and understanding of the potential that these talent have. One key aspect for me was to find talent/influencers that were not only in the fashion community but were relevant in other industries that became important during the pandemic such as fitness, art, and entertainment. We had to shift our focus outside fashion to adapt to the changes, and we have been able to secure very important deals,” says Pares.

By quickly adapting, leveraging video conferencing tools, and seeking remote content opportunities, OnTheWall is able to maximize safety while giving brands the power to connect with incredible stars. Given the current climate, brands may question how operations can smoothly continue. With the help of Julius and a nimble, digital-first agency, brands can continue to do good by their audiences and find success during these trying times.

### **About Julius**

Julius is an end-to-end influencer marketing software solution, offering influencer search and discovery, campaign management and a robust reporting suite. We prioritize brand safety by manually vetting and curating every influencer profile before allowing influencers onto our platform.

Access the most in-depth database of micro and macro digital influencers, bloggers, and celebrities, with coverage across Instagram, Facebook, YouTube, TikTok, Pinterest, Twitter, Snapchat, and Twitch.

Use more than 50 search filters on Julius to identify influencers that align with your brand, with the ability to reach your target audience.

**To find out more, visit [www.juliusworks.com](http://www.juliusworks.com) and sign up for a demo of our easy-to-use platform today.**