

## Description

HireInfluence partnered up with Nickelodeon brand to launch the #TMNTxWalmart influencer marketing campaign. The brand wanted to showcase the re-launched Rise of the Teenage Mutant Ninja Turtles series at Walmart featuring bedding, toys, and more. The creative pairing of an interior designer and our family influencers brought about the perfect combination to bring to life what the perfect TMNT lair would look like! HireInfluence recruited 4 top-tier, right-fit influencers and designers to share room makeovers with #TMNTxWalmart products in order to showcase the redesign featuring the iconic characters that are attainable at any budget exclusively at Walmart. The campaign kicked off with the 4 influencers + designers on Instagram and IGTV. The family and designers took their audiences through the journey of the bedroom redesign sharing how they transformed the bedroom into a place where imaginations and creativity unite with the incredible themed TMNT merchandise! The influencers' content aligned beautifully with the TMNT messaging. Our team curated and vetted top-tier influencers who specialize in interior design + have a family presence with a targeted age demographic of 25-40 years old, specifically audiences who have children. The chosen influencers for the campaign checked all the boxes. They demonstrated proficiency in design, high-quality content, and relatability + authenticity in relaying the brand's message in a way that resonated with target demographics. The top-tier content creators promoted the TMNT bedding and showed audiences how to style the bedding in a young boy's room via IGTV and Instagram. The TMNT bedding allowed the designers to transcend the style of the family influencer's room showing multiple audiences the additional perspective of versatility, creativity, and excitement of TMNT, Nickelodeon, and Walmart. The campaign performed exponentially well with analytics coming in at over 10M impressions and 300K engagement.

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