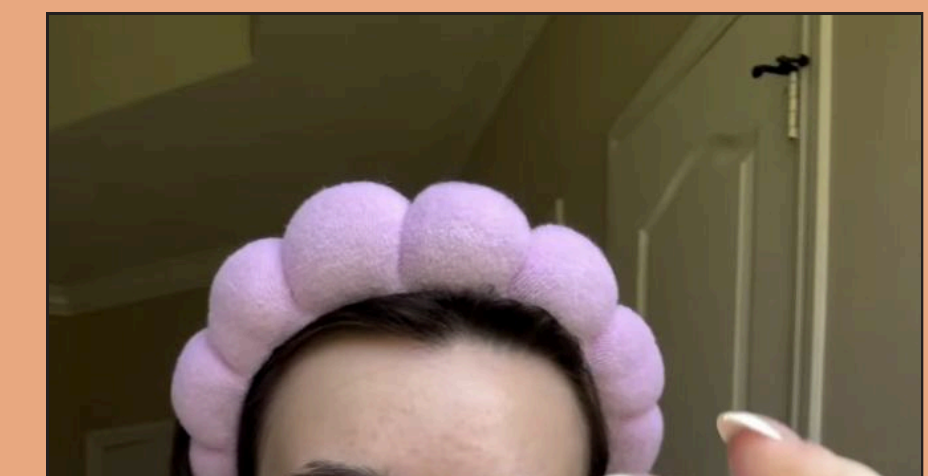
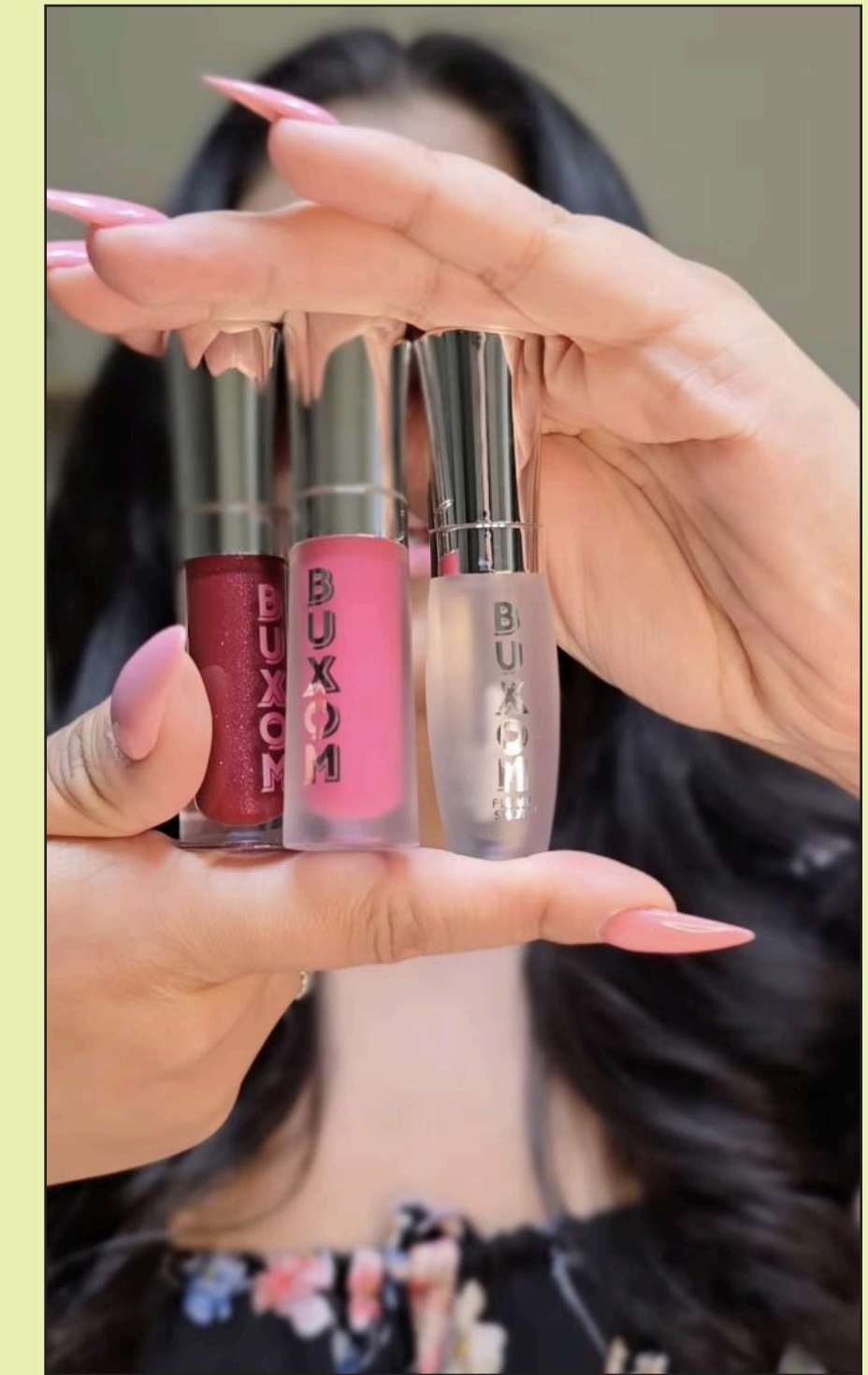
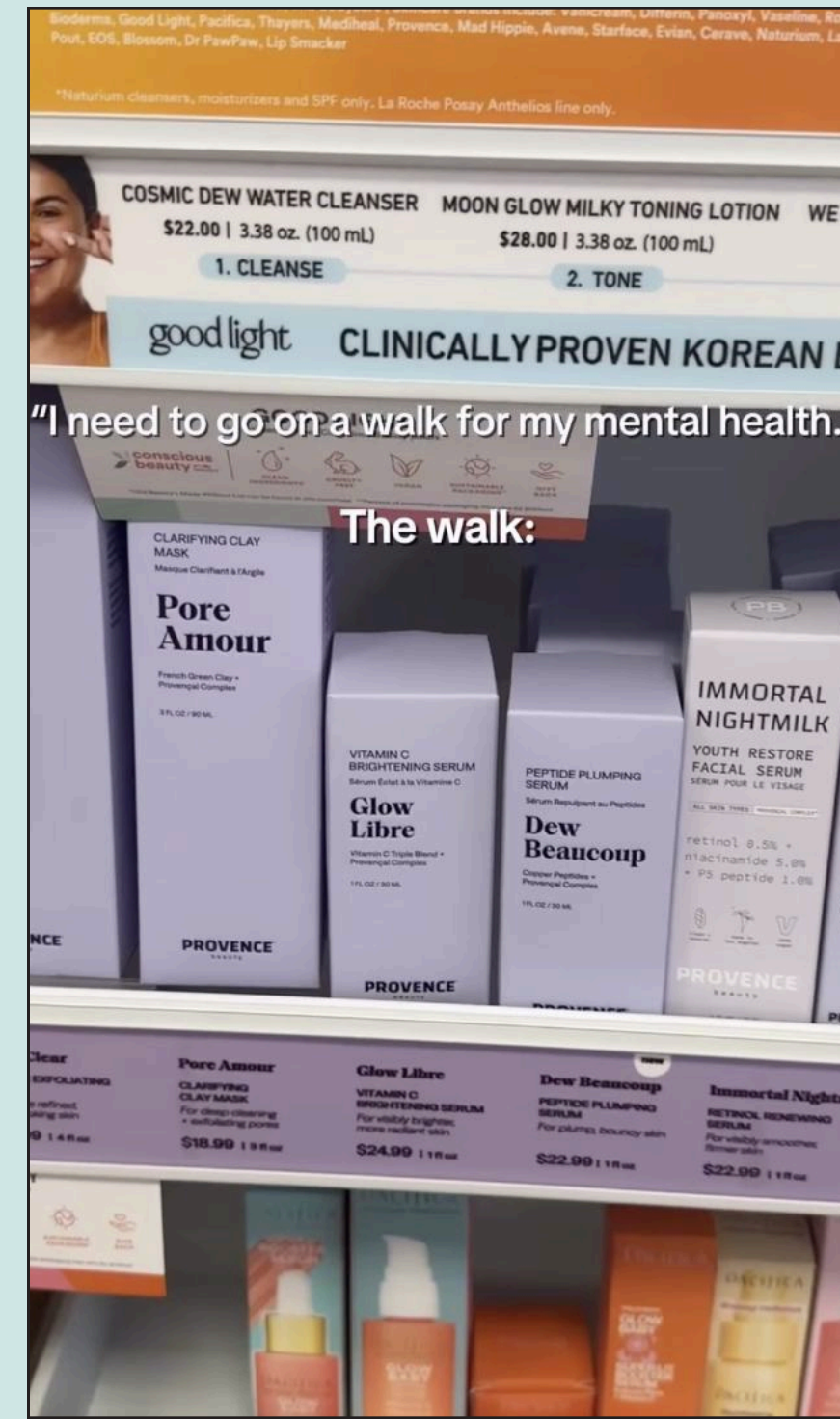


FOR BEAUTY BRANDS

drive in-store
momentum through
the influence of
everyday creators.

hummingbirds



what we do + why it matters

we help beauty brands
activate everyday creators
(aka hummingbirds) to
build awareness and buzz
—in the exact retailers your
customers shop.

**85% OF WOMEN DRIVE HOUSEHOLD
PURCHASE DECISIONS**

FORBES

**MILLENNIALS = HIGHEST
BUYING POWER**

BUSINESS INSIDER

**2+ HOURS/DAY SPENT
ON SOCIAL**

STATISTA

**84% OF MILLENNIALS DON'T
TRUST TRADITIONAL ADS**

IMPACT.COM

**92% TRUST RECS FROM
PEOPLE THEY KNOW**

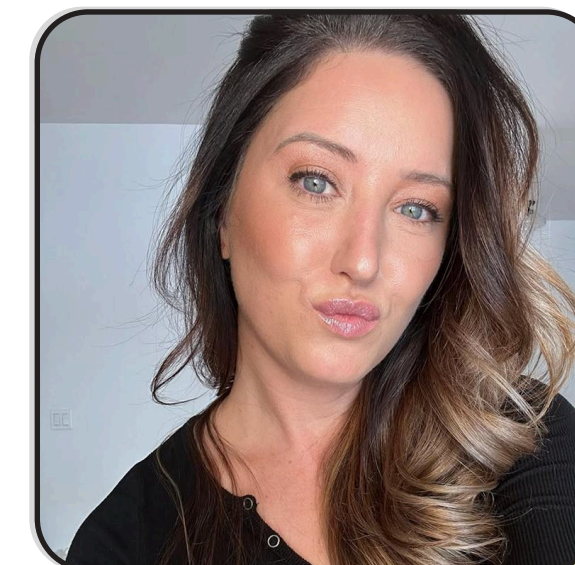
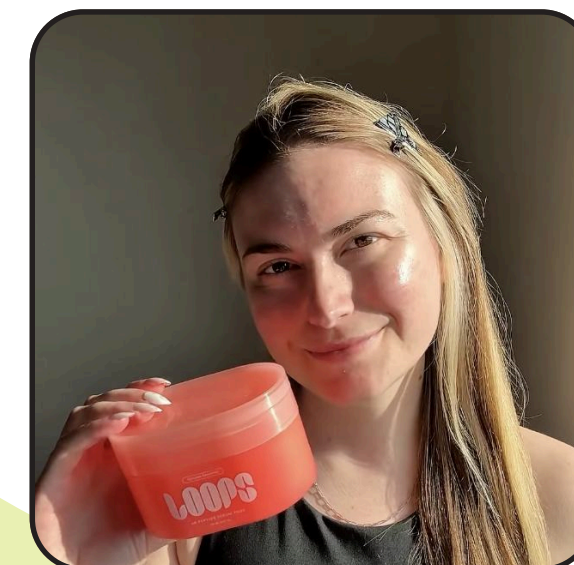
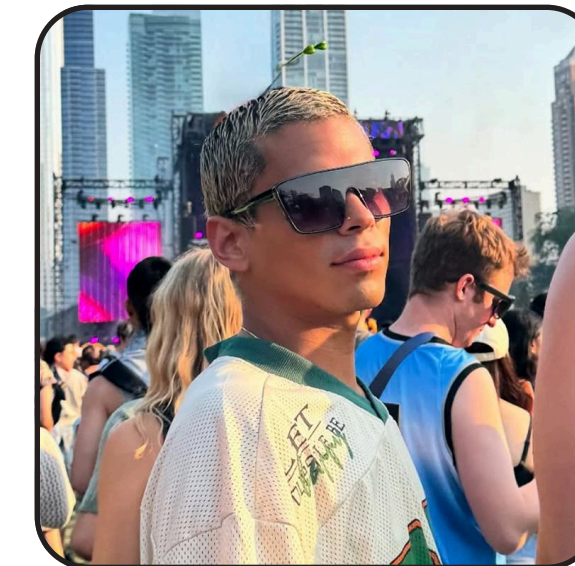
NIELSEN

real people. real
recommendations. real
impact— where it matters.

HUMMINGBIRDS ARE EVERYDAY CREATORS—STUDENTS,
PARENTS, PROFESSIONALS, AND SOCIAL SINGLES—UNIFIED
BY THEIR LOVE OF DISCOVERING NEW BRANDS AT PLACES
LIKE SEPHORA, ULTA, TARGET, AND MORE!

- AUTHENTIC VOICES
- HYPERLOCAL INFLUENCE
- RETAIL DISCOVERY MAGIC
- CITY-SPECIFIC REACH

with 25k+ creators across 28 cities
and counting, your beauty brand
becomes part of real conversations in
the exact places your products live.



everyday creators vs. influencers

everyday creators

peer-to-peer trust

hyperlocal following

share real recs irl

get perks, not payment

not full-time creators

feels like recs

influencers

polished broadcast reach

global/niche audience

create stylized content

paid campaigns

influencing is their job

feels like ads

case study



- MAY 16 - MAY 27, 2025
- 20 CREATORS SELECTED
- OPEN TO 23 CITIES
- 43 PIECES OF UGC TO REPURPOSE

278k+

POTENTIAL REACH

123k+

REEL VIEWS

7.3k

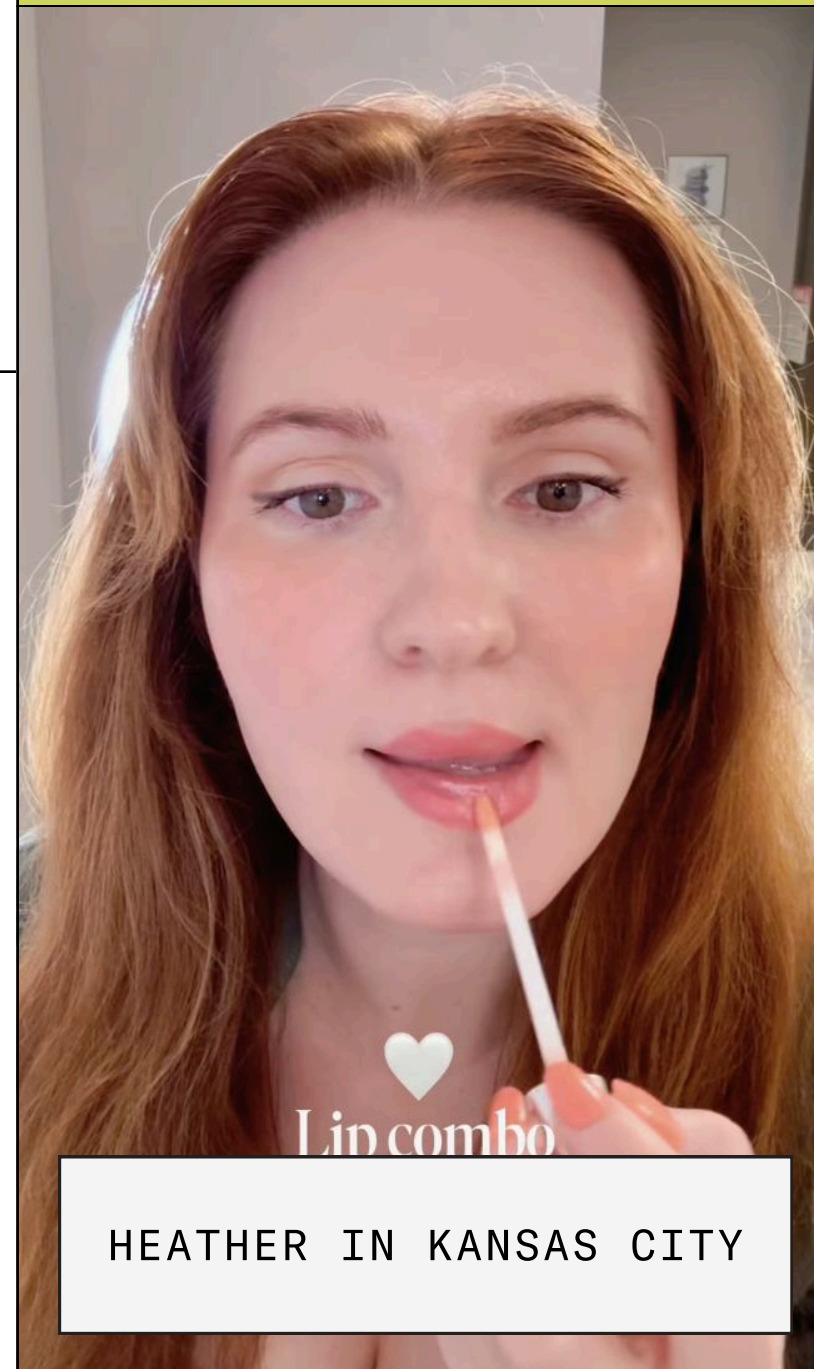
ENGAGEMENTS

BRAND GOAL:

generate content for buxom at ulta

CAMPAIGN NAME:

👉 just a girl, her gloss & a trip to ulta – buxom’s full on plumping lip gloss = spring’s must have 💋



HEATHER IN KANSAS CITY



LINDSY IN IOWA CITY

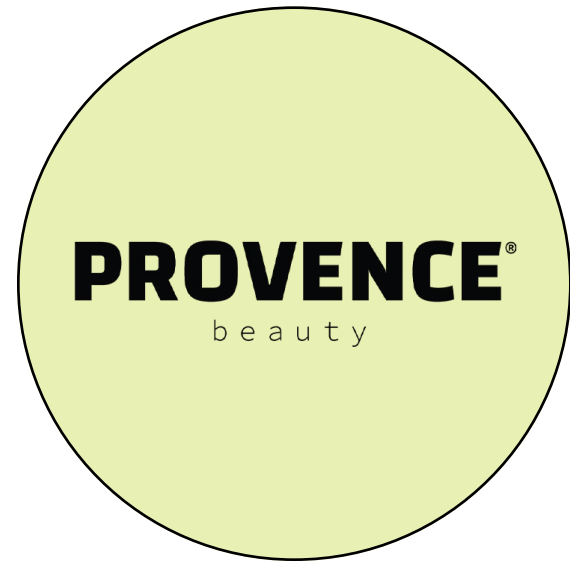


ASHLEY IN DENVER



SANDA IN HOUSTON

case study



- JUNE 25 - JULY 8 2025
- 50 CREATORS SELECTED
- OPEN TO 9 CITIES
- 102 PIECES OF UGC TO REPURPOSE

249k+
POTENTIAL REACH

31k+
REEL VIEWS

2k
ENGAGEMENTS

BRAND GOAL :

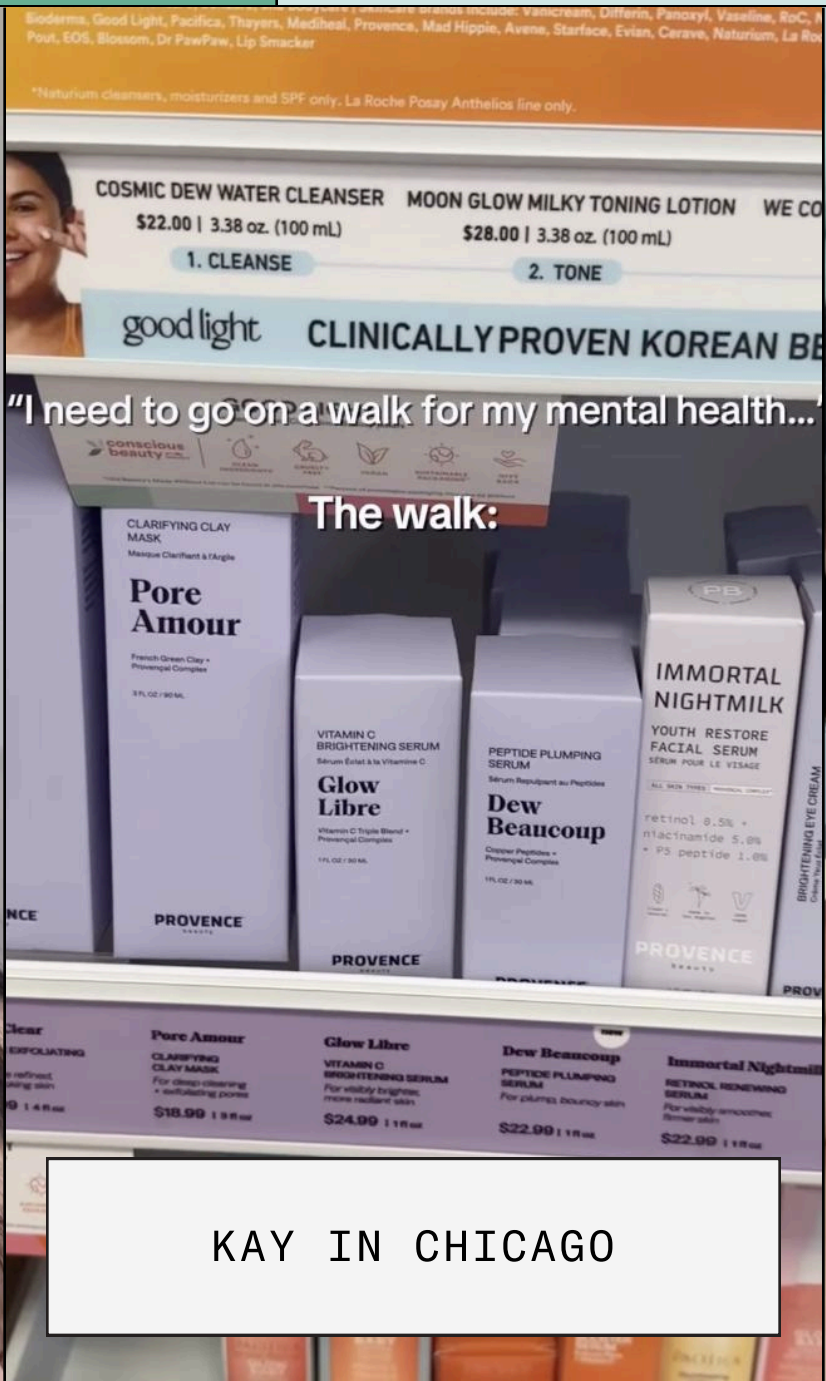
reel views + brand awareness of provence bogo 40% off in ulta!

CAMPAIGN NAME :

🌟☀️ keep complexions calm and pores clear all season long – discover provence beauty’s summer skincare bestsellers at ulta 💧🌸



ALYSSA IN DETROIT



KAY IN CHICAGO

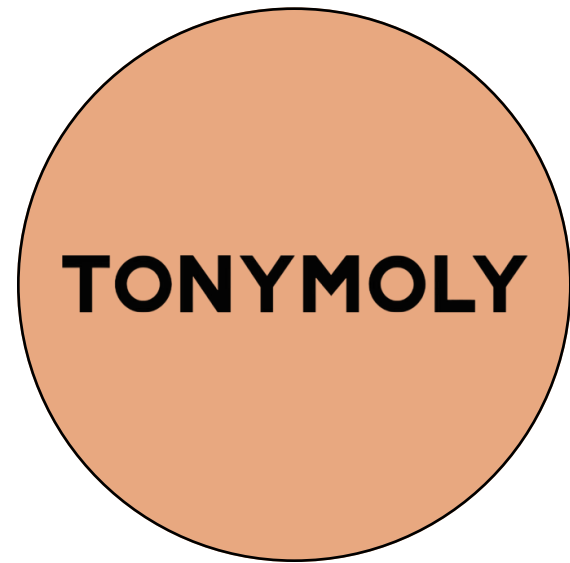


ROSY IN DETROIT



AMARIS IN DETROIT

case study



- MAY 16 - MAY 23 2025
- 15 CREATORS SELECTED
- OPEN TO 23 CITIES
- 30 PIECES OF UGC TO REPURPOSE

BRAND GOAL:

generate content for tonymoly at ulta's memorial day weekend deal

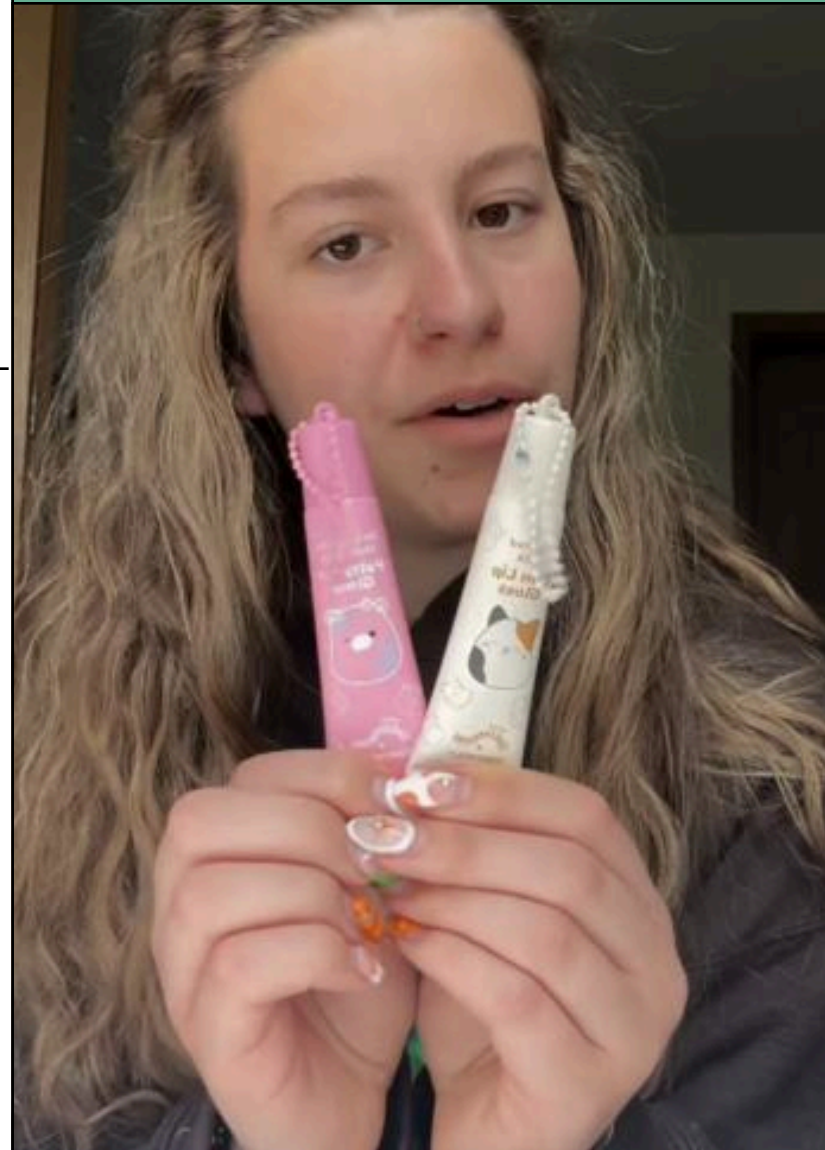
CAMPAIGN NAME:

🌟 clip-on gloss for on-the-go glow ✨💋 squishmallows x tonymoly 💄🍓

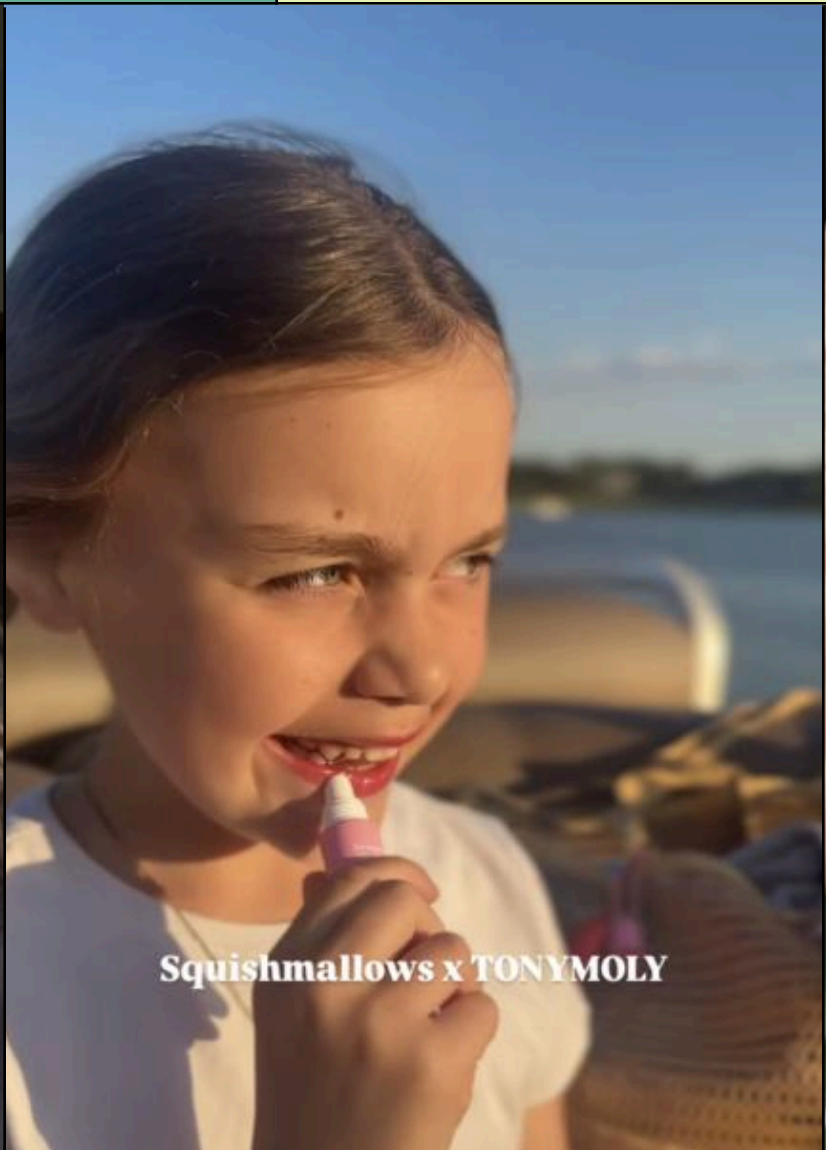
143k+
POTENTIAL REACH

18k+
REEL VIEWS

766
ENGAGEMENTS



MADDIE FROM GRAND RAPIDS



EXCENE FROM KANSAS CITY

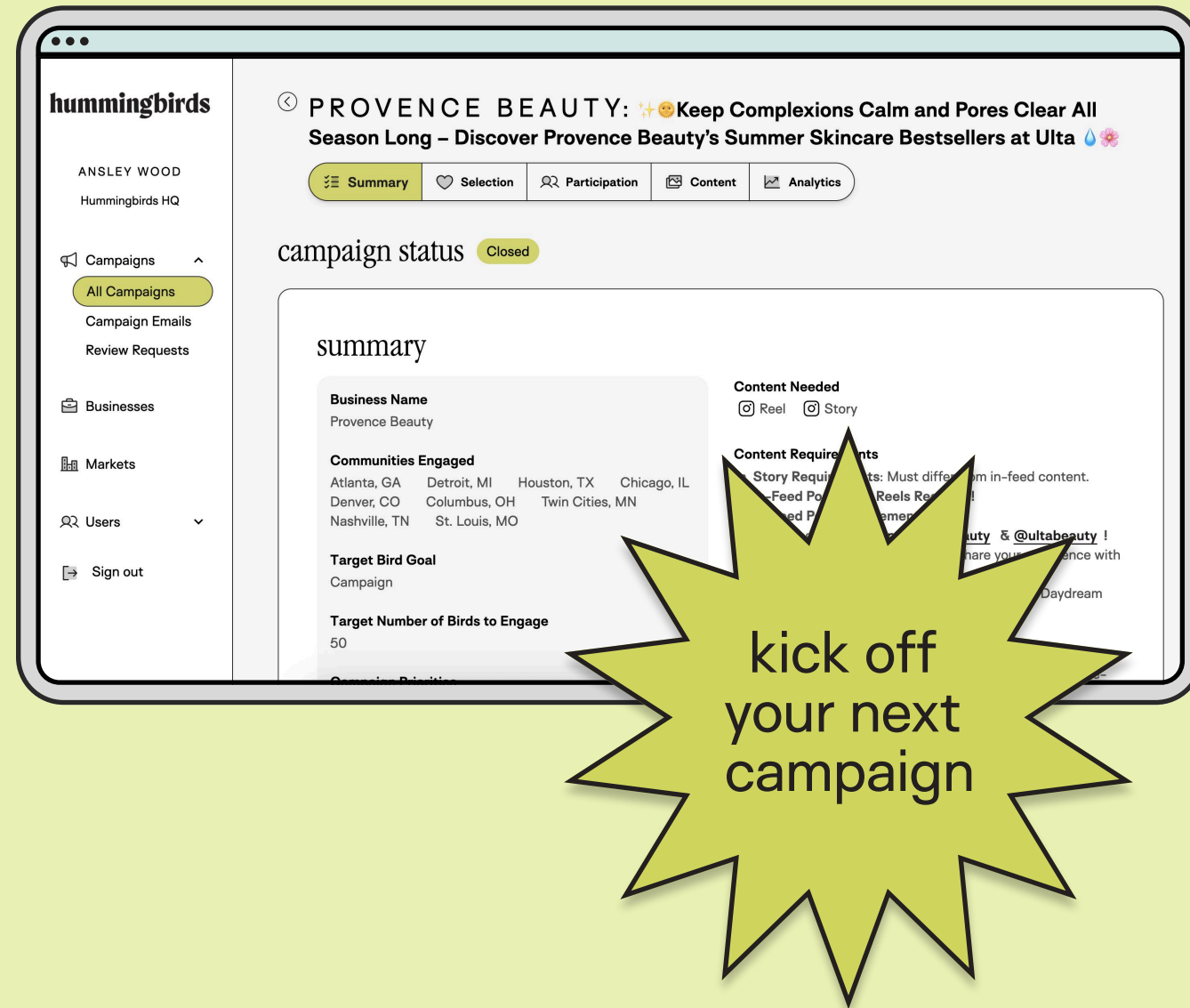


DEE FROM GRAND RAPIDS



ESME FROM CHICAGO

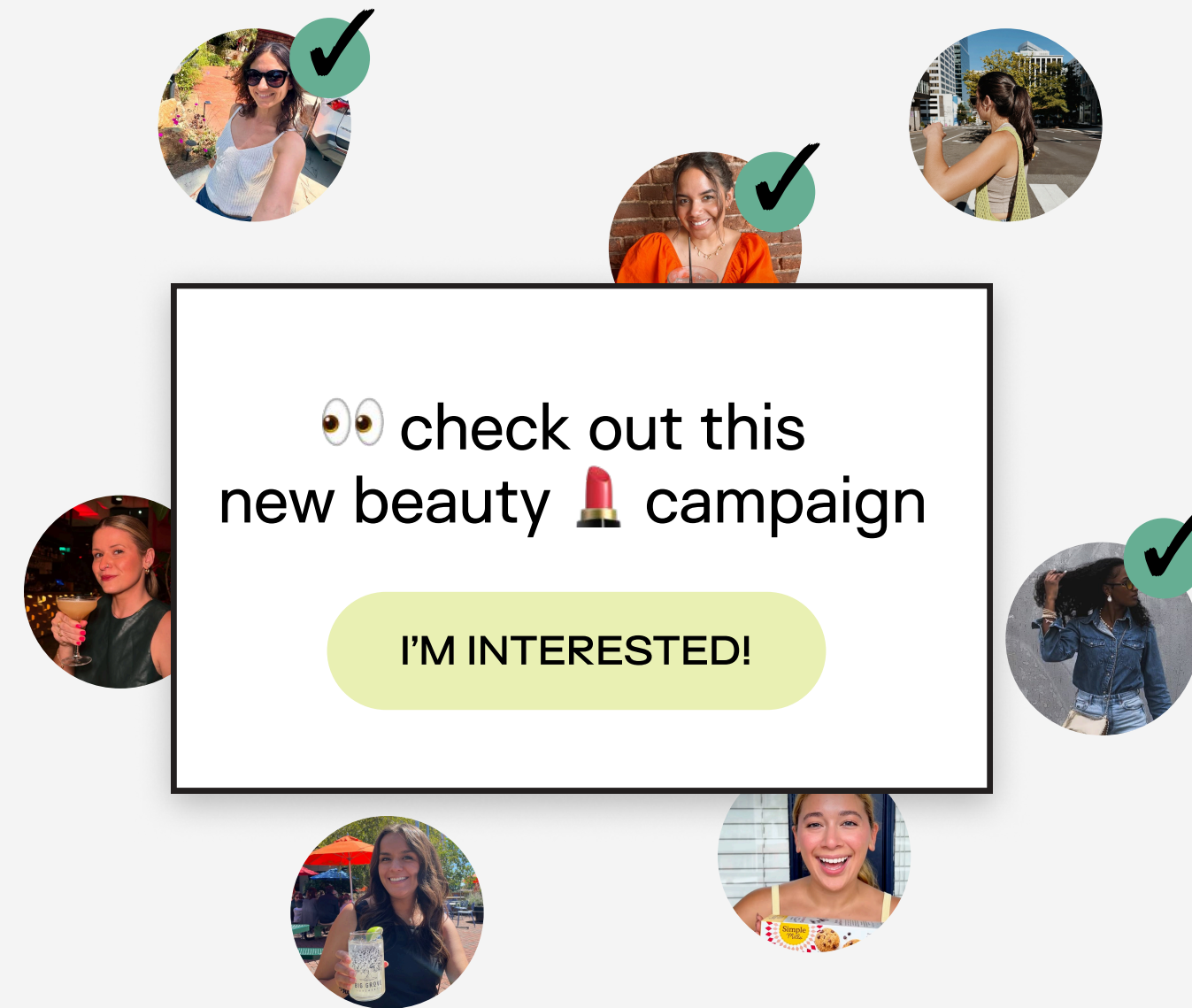
how it works



01

BUILD YOUR RETAILER CAMPAIGN

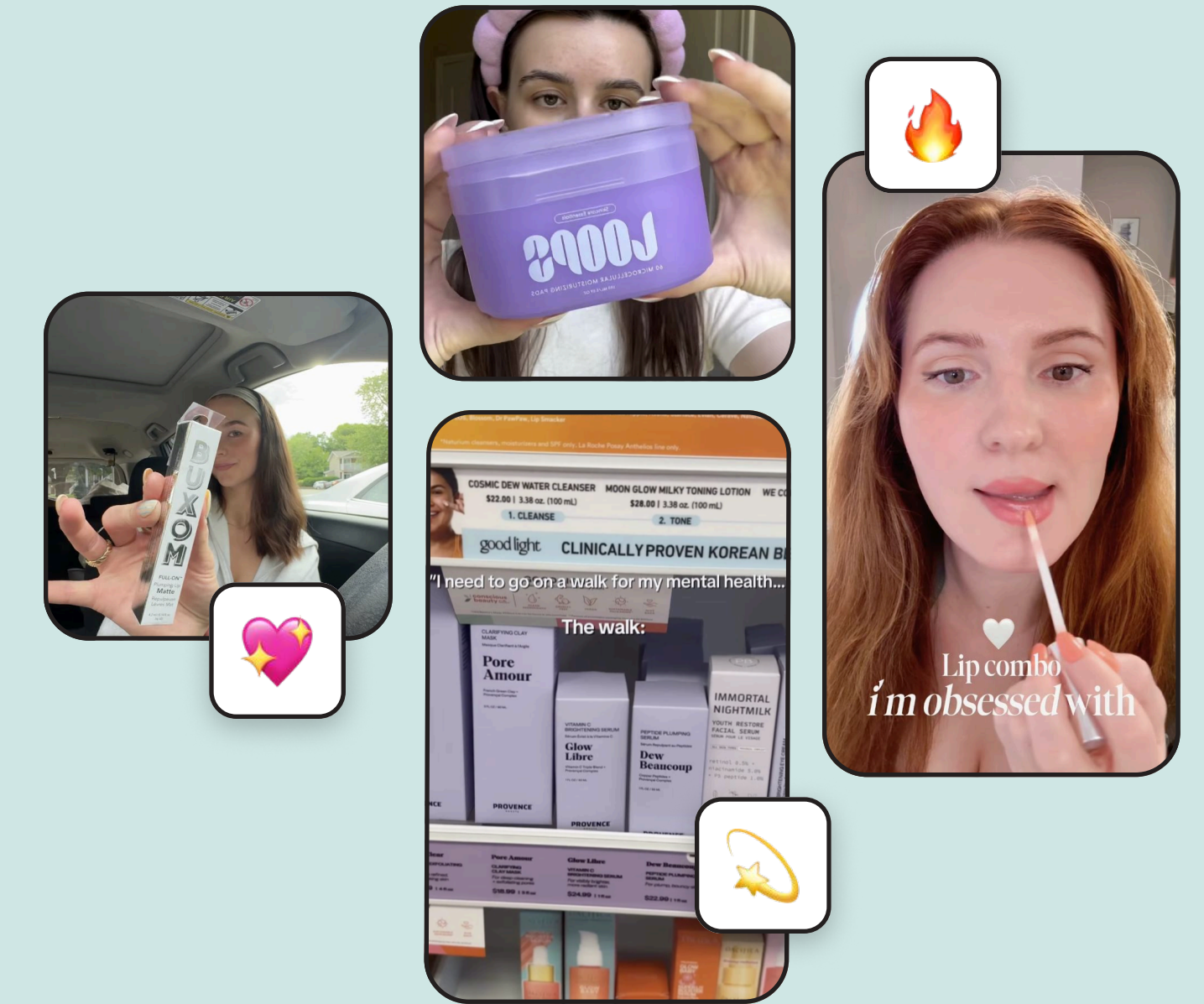
Launch a targeted activation for hummingbirds to discover, review, and opt into.



02

CHOOSE YOUR CREATORS

Handpick hyperlocal creators in the cities that matter most to your retail strategy.



03

TRACK RESULTS & REUSE CONTENT

Review performance, then repurpose high-quality UGC across your digital channels.

beauty brands we work with

TONYMOLY

BUXOM

B R I T E

Athena Club

PROVENCE[®]
beauty

LOVE AND LIGHT
BOTANICALS

clean age

PLANTCRAFT[™]

join a growing list of brands tapping into everyday voices.

why it works for beauty

RETAIL VISIBILITY

Activate creators (aka hummingbirds) in the retailers and cities you care about—building real momentum right at the shelf.

REAL CONTENT, READY TO USE

Skip the overproduced shoots. Get authentic, brand-right content that's made to reuse across your channels.

LOW LIFT, HIGH IMPACT

Your lean team deserves a break. We make it easy to scale content without stealing time or resources.

BEAUTY IS PERSONAL—
RECOMMENDATIONS MATTER

TRIAL > IMPRESSIONS—
WE DRIVE IN-STORE MOVEMENT

RETAILER SUPPORT IS KEY—
WE SHOW UP WHERE YOU SELL

OUR CREATORS ARE YOUR
CONSUMERS

WE MAKE YOUR PRODUCTS PART
OF THE EVERYDAY SCROLL

hummingbirds

drive impact by
leveraging the influence
of ● everyday creators.

[BOOK A CALL](#)