



# EMANATE

The company you keep means everything in our connected world – from social creators and celebrities to public figures and entertainment partners. They shape reputation, build brand love, and spark social commerce. But with so much at stake, **with whom can you partner to help tell your story?**

We are excited to welcome **Emanate**: a new division of Ketchum dedicated entirely to influence marketing and helping brands “make the right kinds of waves” with consumers, creators, branded entertainment partners, celebrities, and more.

Working with the world’s top brands and powered by an industry-leading data stack, Emanate will offer its clients:

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## Intelligent Influence Identification:

An audience-first approach that taps into Ketchum’s leading data solutions to predict and rank top-performing influencers using a proprietary combination of search, behavioral, psychographic, and conversational data.

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## Advanced Brand Reputation Safety:

A three-layer system leveraging technology and human review to vet influencers’ historical posts and surface red flags before they become brand safety issues.

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## World-Class Talent & Entertainment Expertise:

Full-service in-house talent and branded entertainment capabilities to negotiate competitive cross-platform terms for celebrities, musicians, brand sponsorships, and more.

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## On-Demand Creator Content & UGC:

A bench of thousands of talented social media makers for quick-turn social assets, all augmented for in-feed performance via our AI-powered Content Optimization Engine.

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## Industry-Leading Full-Funnel Measurement:

The industry’s most sophisticated analytics platform, enabling full-funnel attribution, from measures of awareness to conversion.

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Guided by Rob Bernstein, Chief Innovation Officer, Emanate brings together the trifecta of influence marketing: breakthrough creator partnerships, celebrity sponsorships, and branded entertainment programming under the leadership of Laura Konopack, Head of Influencer; Danielle Hallas, Head of Entertainment; and Tommy Ringhofer, Head of Celebrity & Music.

Visit [www.emanateinfluence.com](http://www.emanateinfluence.com) to learn more, or contact:

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