

Nomination: 19790

RISER

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Name of Organization / Company RISER
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Page: Entry Information
Entry Title RISER
Category P01 - P15 - Award for Innovation in Product Design and Development > P02. Award for Innovation in Business-to-Business Services
Submission Format An Essay of up to 625 Words
Essay <p>Born during the pandemic, RISER emerged as Australia’s first end-to-end mass influencer sampling platform. It was founded to address a critical gap in the market: the need for brands to conduct large-scale product sampling campaigns with efficiency and impact. Through its unwavering focus on customer needs, RISER has transformed the way brands connect with audiences, delivering tangible value to both businesses and micro-influencers alike.</p> <p>As a rapidly growing company, RISER transformed influencer marketing in its few short years, creating a unique business model centred on high-volume user-generated content (UGC) campaigns. By “flooding the feed” with content from 100 to 400 micro-influencers per campaign, RISER allows brands to generate massive social proof while achieving low-cost, high-impact exposure. This strategy has enabled RISER to help brands, from household names like Dove, MCoBeauty, and Maltesers to 7-Eleven, reach their audiences in ways traditional advertising cannot replicate. These efforts resulted in over 6,500 unique pieces of content with a cumulative following of over 590 million across brand campaigns during the reporting period—a scale of impact unmatched in the industry.</p> <p>At the heart of RISER’s innovation lies its custom-built software platform, developed to meet the specific needs of the mass-sampling model. Unlike off-the-shelf systems, RISER’s platform has been meticulously designed to handle large-scale influencer campaigns, manage the complexities of community management, and deliver robust reporting metrics. This groundbreaking platform not only won a 2024 Good Design Award but also underscores RISER’s commitment to pushing the boundaries of technology in influencer marketing. Currently in beta, the platform ensures seamless execution and performance tracking for brands and influencers, setting RISER apart from competitors.</p> <p>RISER’s customer service is another key pillar of its success. The company provides an end-to-end solution for brands, handling everything from onboarding influencers to managing product delivery and tracking campaign performance. By automating processes that are traditionally manual and time-consuming, RISER eliminates logistical headaches for brands, enabling them to focus on their core business objectives. This customer-first approach has earned RISER a 90% client retention rate, with brands running multiple campaigns year after year. The impact is clear: greater brand awareness, enhanced customer affinity, and measurable ROI, all delivered with minimal input required from their teams.</p> <p>Behind RISER’s external achievements lies an impressive internal transformation. Over the past year, the company has doubled its workforce, growing the team to meet increasing demand while maintaining a collaborative and dynamic culture. This not only strengthens RISER’s ability to deliver exceptional campaigns but also positions the company for sustained growth.</p> <p>Felicity Grey, RISER’s founder and managing director’s vision for RISER has always been bold: to democratise influencer marketing and create opportunities for micro-influencers to partner with top-tier brands on a scale that was previously unimaginable. By solving the inefficiencies and challenges associated with traditional sampling campaigns, RISER has empowered both brands and influencers. Influencers benefit from increased visibility, access to bigger audiences, and the chance to collaborate with prestigious brands. Brands, in turn, gain access to a vast network of authentic voices that resonate with their target demographics, all while reducing costs and maximising results.</p> <p>Building on a foundation of innovation and trust, RISER achieved a remarkable 52% growth year-on-year (FY23 to FY24) while securing 69% of the previous year’s revenue in the first four months of FY25. With this momentum, RISER is on track to double last year’s revenue, underscoring the strength of its business model.</p> <p>As RISER continues to lead the way in mass influencer sampling, it remains committed to its founding mission: elevating the possibilities of influencer marketing while creating meaningful connections between brands, influencers, and audiences. Through innovation, dedication, and a clear understanding of market needs, RISER is shaping the industry and setting new standards for success.</p>

For this category please provide

An essay of up to 625 words describing the nominated innovation's concept, value, delivery, and impact since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These uploads and links might include product demonstration videos, product reviews, images, etc.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

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File 2

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File 3

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File 9

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File 10

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Do You Have Website URLs you would like to link to

Yes

URL 1

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URL 4

URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

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