

Nomination: 19909

RISER

Page: General Information
Name of Organization / Company RISER
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Page: Entry Information
Entry Title RISER
Category B01 - B12 - Award for Excellence in Corporate Innovation > B01A. Award for Excellence in Innovation in Business Product & Service Industries - Up to 20 Employees
Submission Format An Essay of up to 625 Words
Essay <p>What makes RISER truly remarkable is not just its ability to grow but how it grows—with purpose and precision. Born during the COVID-19 pandemic, RISER was founded on the idea that great marketing doesn't have to come with great expense. Campaigns leverage the company's "flood the feed" strategy, engaging 100 to 1,000 micro-influencers at once to generate a powerful wave of user-generated content (UGC). By embracing cost-effective, scalable solutions, the company has democratised influencer marketing, making it accessible to brands of all sizes while maintaining a sharp focus on community and connection.</p> <p>RISER's journey has been nothing short of transformative, blending strategic innovation with exceptional results to redefine influencer marketing. Since July 1, 2022, the organisation has achieved remarkable growth, strengthened its position as a leader in the industry, and continued to deliver unparalleled value for brands and influencers alike. 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>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. From Dove to MCoBeauty, Maltesers to 7-Eleven, RISER has become a trusted partner for some of the most recognisable brands, consistently producing high-impact results.</p> <p>The secret to RISER's continued success lies in its ability to blend creativity with cutting-edge technology. Over the past year, the organisation has developed a proprietary software platform, currently in beta, that redefines how brands interact with micro-influencers. This platform automates campaign management, streamlines community engagement, and provides detailed performance metrics, such as reach, impressions, and engagement—insights that are often difficult to capture in contra campaigns. Winning a 2024 Good Design Award, the software has been lauded as a groundbreaking innovation, and it's clear why. By empowering brands to manage large-scale campaigns effortlessly while accessing actionable data, RISER's technology is transforming the influencer marketing landscape.</p> <p>The impact of these innovations isn't limited to software. RISER's campaigns have created opportunities for micro-influencers to partner with prestigious brands that might otherwise have been out of reach. By giving these creators access to platforms and partnerships they wouldn't have had on their own, RISER is living up to its name: it is genuinely helping influencers rise. This approach has cultivated a community of creators who not only produce authentic, engaging content but also see real benefits in terms of exposure, reach, and engagement growth.</p> <p>The numbers speak for themselves. In the reporting period, RISER ran 47% more campaigns compared to the previous year and the momentum RISER has built over the past year is set to continue. The beta software platform, which has already delivered outstanding results, will officially launch as RISER expands their capabilities, including product review campaigns, bespoke UGC packages, and branded influencer events. This evolution ensures that RISER remains at the forefront of influencer marketing, offering brands a comprehensive suite of tools to engage their audiences and amplify their messages.</p> <p>Today, RISER stands as a testament to the power of innovation and the value of authentic storytelling. Whether it's helping brands flood their social feeds with engaging content or giving micro-influencers the tools to shine, RISER is rewriting the rules of influencer marketing one campaign at a time.</p>

For this category please provide

An essay of up to 625 words describing the nominated organization's innovative achievements since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same. Describe the organization's innovative achievements in at least three (3) of the following areas: organizational management, corporate social responsibility, financial management, corporate communications, customer service, human resources and employee development, information technology, marketing, product design & development, and research & development.

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.

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

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Do You Have Website URLs you would like to link to

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URL 8

URL 9

URL 10

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