

**Company:** RISER, Armadale, VIC Australia

**Company Description:** RISER is an end-to-end product sampling solution for lifestyle brands. Effortlessly sample products to thousands of micro-influencers within your target categories and simultaneously, clip and repurpose their content for your social media, and even tag your retailers for maximum exposure.

**Nomination Category:** Company/Organization Awards Categories

**Nomination Sub Category:** Fastest Growing Women-Owned or -Led Company of the Year

**Nomination Title:** RISER



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated organization, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the appropriate spaces below:

3. Briefly describe the nominated organization: history and past performance (up to 200 words):

**Total 171 words used.**

RISER is Australia's first mass influencer sampling platform, founded by Felicity Grey in 2021 to help brands activate large-scale, authentic influencer campaigns with minimal effort.

Traditional influencer marketing relies on a handful of high-profile creators and often comes with high costs and slow turnaround times. RISER flips that model by activating hundreds of curated micro-influencers per campaign, producing ready-to-use content that is affordable, scalable and brand-safe. The result is volume, speed and creative alignment, all in one place.

Since launching, RISER has delivered over 250 campaigns for brands including MCo Beauty, Maltesers, 7-Eleven, Leggos, DermaVeen, Driscoll's and SumaNurica. The platform helps brands drive awareness, support retail sell-through, and collect performance-led UGC that can be repurposed across paid and organic channels.

RISER is proudly women-owned and operated, with more than 90 percent of its internal team and influencer community identifying as female. From day one, RISER has balanced innovation with inclusion, and commercial performance with creative purpose. It is not just growing quickly, it is reshaping the way marketers engage with creators.

4. Outline the organization's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 237 words used.**

Since July 2023, RISER has accelerated from a standout startup to a serious force in the marketing landscape. In just 12 months, the company achieved an impressive 127% year-on-year revenue increase in FY24 vs FY25, driven by growing market demand and a clear strategic focus. During the reporting period, RISER delivered 144 campaigns that generated more than 35k unique pieces of content and reached over 300 million consumers.

Top-tier brands like DermaVeen and SumaNurica have returned to RISER for high-performing UGC to power their social media, paid ads and in-store promotion. From skincare before-and-afters to influencer-led shelf shoutouts, the platform helps brands cut through the noise and convert audiences with speed and authenticity.

Unlike many fast-growing businesses, RISER's momentum has been both profitable and self-funded. The team introduced new internal reporting systems, automated key workflows and strengthened visibility across sales, marketing and creator engagement, ensuring the company could scale without compromise.

To guide the next chapter, Angela Reynolds was promoted to Chief Operating Officer across RISER and sister PR agency Theory Crew. The company will also open a new office in 2025 and grow its team to meet increasing demand.

Importantly, RISER's culture has scaled alongside the business. Quarterly team awards recognise impact beyond client delivery, and the full team will soon head to Uluru for a four-day planning retreat. This is a business that doesn't just scale quickly, it brings its people along for the journey.

5. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 229 words used.**

RISER's growth is significant because it proves that scale and substance can co-exist. In an industry often driven by vanity metrics, RISER offers a model that delivers real outcomes. Its platform enables brands to activate hundreds of micro-influencers per campaign, generate repurposable content at speed, and track performance in real time, all with a lean internal team and minimal friction.

While other agencies rely on spreadsheets and time-consuming manual processes, RISER's proprietary platform is set to automate campaign logistics, improve visibility and move quickly without sacrificing creative quality. This efficiency will enable RISER to scale faster than most businesses in the category, without compromising profitability or culture.

Unlike competitors who depend on headcount or large retainers to grow, RISER has proven that a technology-led, creator-first model can outperform traditional approaches. Clients routinely report improved brand awareness, sales uplift and stronger content performance, with several returning for multi-phase campaigns.

Internally, RISER stands out for its inclusive leadership and collaborative culture. Over 90 percent of the team and creator community identify as women, and employees are recognised not just for client work, but for how they contribute to team morale and shared success.

In a crowded category, RISER offers something rare, a scalable model that works for brands, empowers creators and uplifts the people building it. This is not growth for growth's sake, it is growth with purpose, clarity and momentum.

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 150 words used.**

The following supporting materials bring this nomination to life, showcasing RISER's performance and Felicity's strategic leadership.

The [sizzle reel](#) captures RISER's distinctive approach to flooding social feeds with high-impact, authentic content at scale, highlighting the breadth of campaigns, brand variety, and the influence of its creator network.

A [demo](#) of RISER's proprietary platform, developed with Exo Digital, offers an early look at its functionality. While not reflective of the final design, it demonstrates how the tool streamlines influencer sampling, tracks content in real time, and enhances transparency. This innovation was recognised with a 2024 Good Design Award, underscoring its potential to redefine efficiency in the influencer space.

Further evidence is available via case studies on the [RISER website](#), illustrating measurable impact across diverse sectors including FMCG, beauty, health, and lifestyle. Together, these materials tell a clear story: a category-leading platform, driven by visionary leadership and built to transform modern marketing.

## Attachments/Videos/Links:

[RISER](#)

[REDACTED FOR PUBLICATION]