

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: Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

Nomination Sub Category: Achievement in Influencer Marketing

Nomination Title: RISER, Influencer Marketing



1. Specify the date on which this campaign or program was launched:

July 2023

2. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 205 words used.

The SumaNurica campaigns were built around a clear insight - that real transformation, when shared authentically, inspires trust and sales. With that in mind, RISER collaborated with the brand to develop two custom briefs focused on transformation and routine: AM/PM rituals, hero ingredient education, and before-and-after skincare journeys.

RISER then activated 800 beauty and lifestyle creators across its micro-influencer community. Each creator opted into the campaign, allowing RISER to select participants based on audience fit and genuine interest, ensuring they were speaking to products they truly wanted to try. Creators were provided with campaign-specific visual guidelines, storytelling prompts and content ideas to spark inspiration as they created their content.

The campaign was timed to align with SumaNurica's marketing calendar, with a focus on securing UGC assets for paid ads, reach, frequency and content volume. From GRWM videos to real-time demos and skincare storytelling, the feed was flooded with relatable, brand-safe content that delivered both brand visibility and consumer trust.

Importantly, the campaign was executed with zero friction. RISER managed product distribution, creator communication, and reporting, allowing the SumaNurica team to focus on strategic outcomes. Content has since been repurposed across the brand's paid ads, social channels and website, extending value well beyond the campaign window.

3. 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 147 words used.

RISER's success can be seen not only in performance statistics but also in client sentiment and campaign delivery. Supporting materials include a detailed SumaNurica [case study](#), complete with content examples and storytelling formats that demonstrate platform impact.

A RISER [sizzle video](#) showcases campaign breadth, content quality and the scale of creator output across categories. A [platform walkthrough](#), developed in partnership with Exo Digital, illustrates how RISER streamlines influencer marketing at scale while giving brands full control and transparency.

Client testimonials on [RISER's website](#) from brands such as Avène, Cocobella and SumaNurica highlight RISER's ability to deliver high-impact user-generated content, strong return on investment and a seamless campaign experience.

Additionally, RISER's publicly available Google reviews reinforce the consistency of results and the quality of collaboration.

Together, these materials demonstrate what RISER does best: deliver authentic, high-performing content that helps consumer brands grow with speed, ease and creative confidence.

4. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

5. 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, provide them in the appropriate spaces below:

6. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 183 words used.

In August 2024, skincare brand SumaNurica partnered with RISER to solve a challenge many emerging and established consumer brands face, how to scale authentic content creation and customer engagement without ballooning budgets or draining internal resources.

Traditional influencer campaigns are often slow, expensive, and difficult to scale. At the same time, social media has become a key engine for product discovery, particularly in the beauty category, where 81% of consumers say they've made a purchase based on influencer content. RISER was designed to bridge this gap, giving brands access to hundreds of opt-in, values-aligned micro-influencers in one seamless, campaign-managed experience.

SumaNurica came to RISER for two high-impact campaigns, aiming to build awareness, educate consumers, and generate content they could repurpose across digital and retail channels. The result: more than 1,180 individual assets created by 800 creators, many of whom built strong brand loyalty by documenting their skincare journeys.

In a market where most influencer platforms activate just 20–30 campaigns annually, RISER delivers that many in a single quarter, proving there's a smarter, faster, and more inclusive way to drive consumer product growth.

7. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

Total 218 words used.

RISER delivered two powerhouse campaigns for SumaNurica which started in August 2024, engaging 800 creators and generating 1,180 unique pieces of content. The work featured four key product lines, including the Amino Acid Gentle Cleanser, Pro5 Age-Defying Cream, EGF Cellular Repairing Serum and Probiotic Energising Essence. The content reached a cumulative following of more than 11.5 million, delivering broad awareness and high-volume user advocacy.

Beyond performance, RISER made content production effortless. The brand walked away with a ready-to-use library of UGC tailored for digital advertising, organic social and retail support. Thanks to campaign success and internal ease of use, SumaNurica has already returned for three repeat campaigns in FY26.

This success is part of a wider momentum at RISER. Since July 2023, RISER has delivered 144 campaigns, created over 35k+ pieces of content, and helped brands reach more than 300 million consumers. With affordable campaign costs, RISER offers a high-return, low-touch alternative to traditional influencer models.

Most importantly, RISER puts women at the centre. Over 90% of its creator community and team identify as female, creating real opportunities for women to grow as creators and build sustainable income streams. As one brand put it, "RISER makes the whole process hassle free end to end. And now we also have a great UGC library to utilise."

Attachments/Videos/Links:

[RISER, Influencer Marketing](#)



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