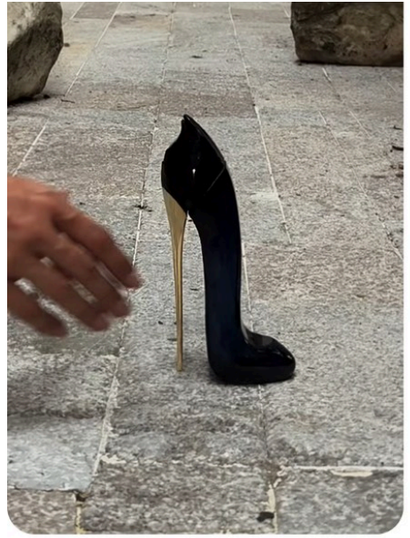
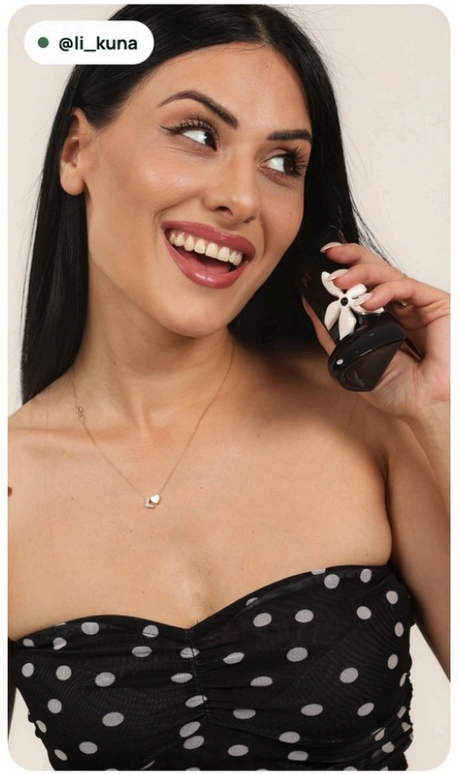
An introduction to Odore.

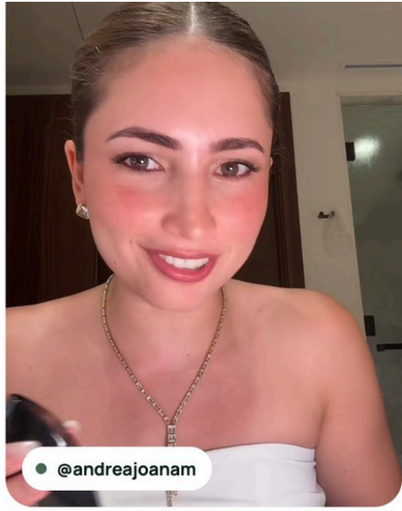
















Prepared for

Cdimex

Date

[Date]

Paid advocacy buys attention, but only creators earn trust.


campaign

HOME IN-DEPTH NEWS THE WORK EVENTS SOUNDS OPINION

Unilever CMO: Marketing has become 'efficient in creating things people ignore'

News

'[Creators] are the people who decide whether your brand will be alive beyond your four walls," said Leandro Barreto.


Meet the 'micro-influencers' being chased by big brands


INDUSTRY NEWS

Trust in Advertising: A Growing Concern for Brands and Consumers Alike


The Brand Safety Problem With Big Influencers (And Why Micro Fixes It)


LEADERSHIP

Small Brands, Micro-Influencers: How To Partner For Holiday Campaigns


Thinking small: lessons from the micro-influencer boom


Micro-influencers, maximum ROI

Beauty's biggest brands run their creator communities on Odore.

Discoverable creator profiles

350M+

Markets live

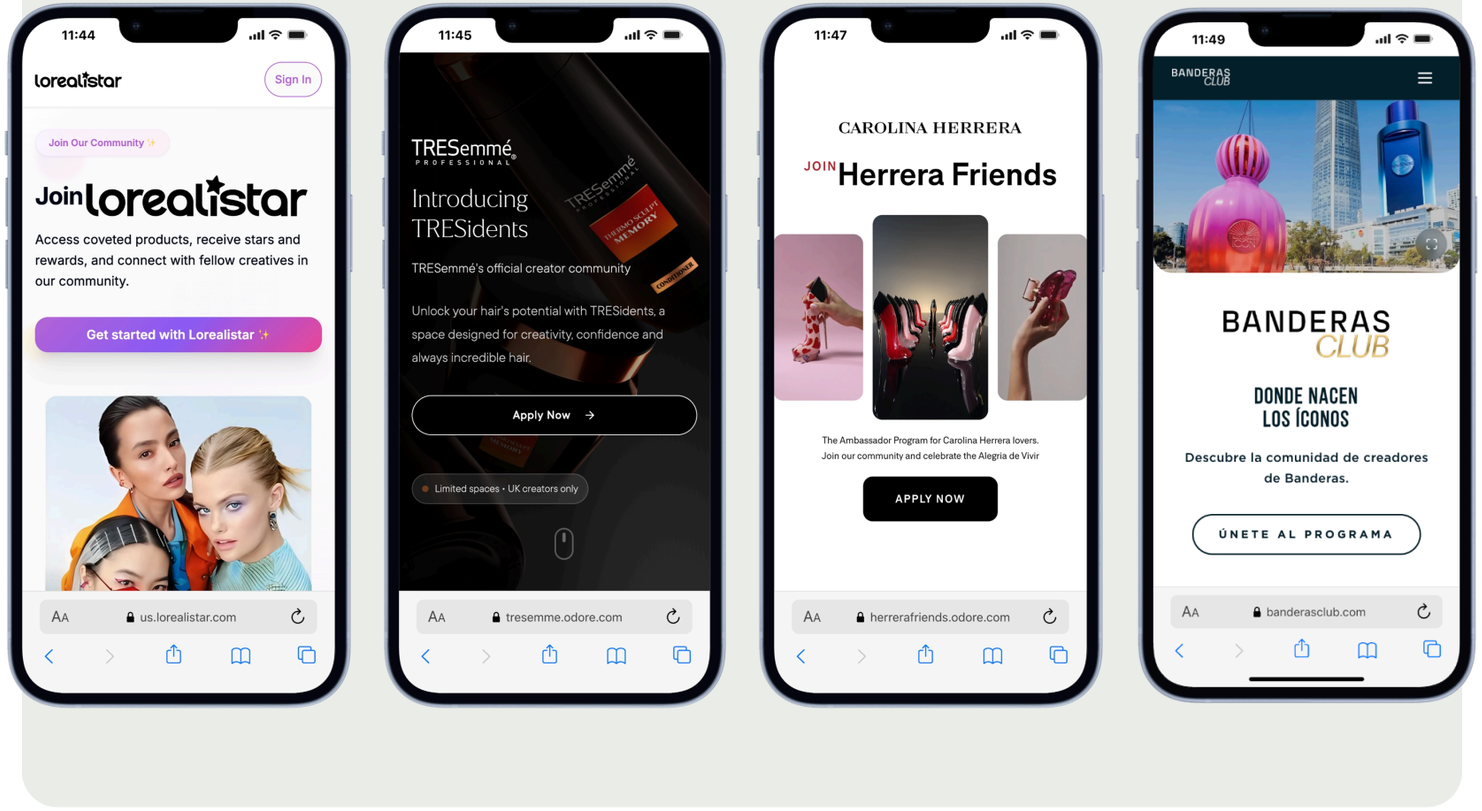
63+

Products seeded in 2025

15M+

Pieces of content produced

10M+



PUIG L'ORÉAL Unilever SHISEIDO ESTĒE LAUDER COTY AMOREPACIFIC Colgate-Palmolive Orveon Boots

Creator communities live across Latin America.

Running today for L'Oréal, Puig and Colgate-Palmolive, on one platform with one regional team.



120K+

Creators across all our LATAM communities, combined

11

Markets live across the region

Argentina **Markets live**

Argentina · Brazil · Mexico · Chile · Colombia · Perú · Guatemala · Puerto Rico · Ecuador · Paraguay · Uruguay

In Argentina, we are already local.

Two creator communities live in the market today, built and run from inside the region.

1.6M

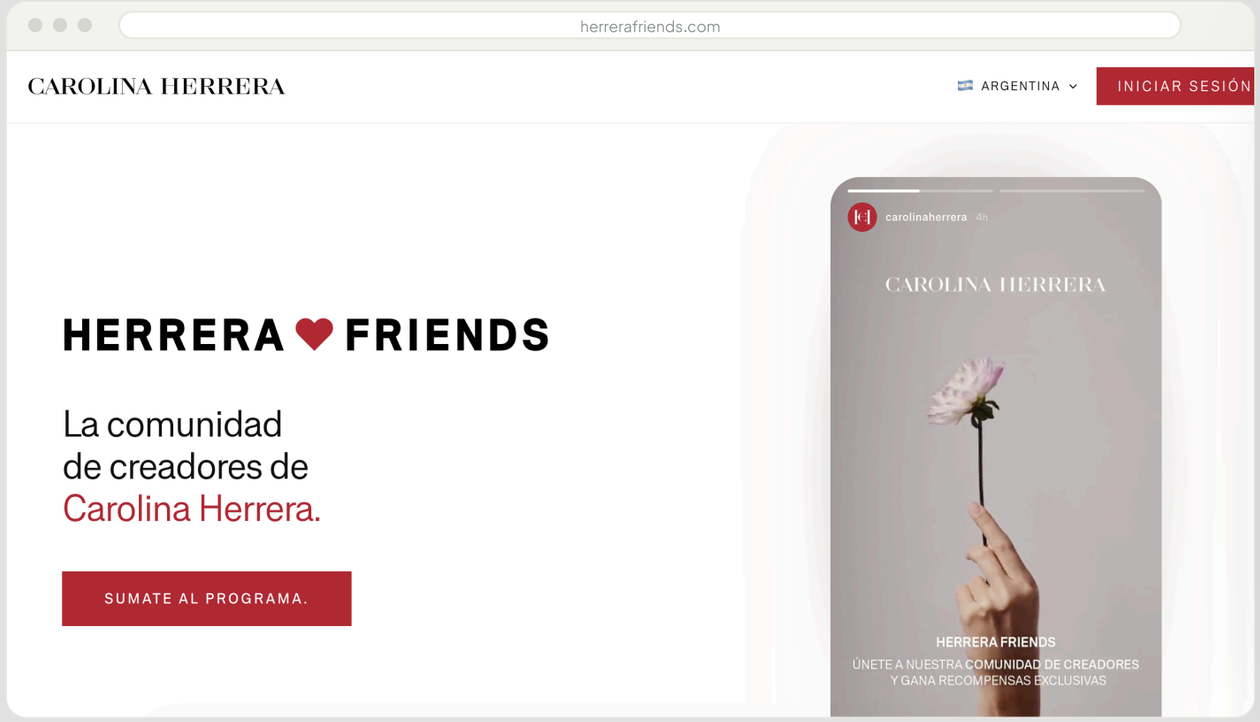
Argentine creators discoverable in Odore, searchable by audience, content and behaviour.

Localised, not translated

Landing pages, missions, emails and WhatsApp written in the natural language of each market.

LATAM specialist teams

Community management and creator support from people who work in the region, in local hours.



Herrera Friends · Argentina



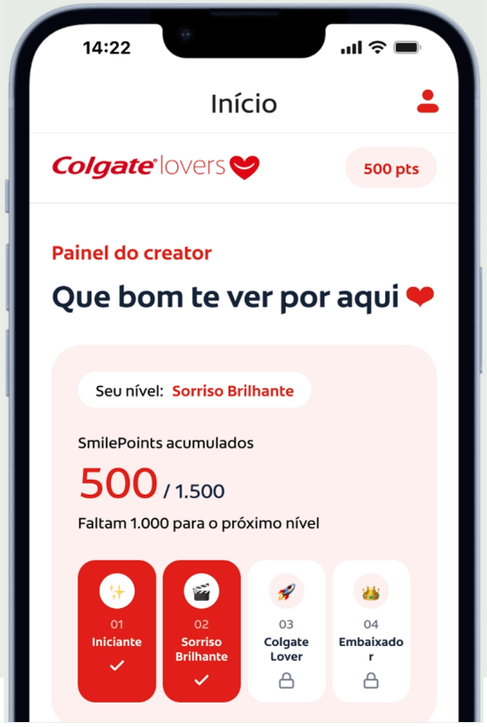
L'Oréalistar · Argentina

From finding creators to shipping product, all in one platform.

01 Build

Designed around your brand

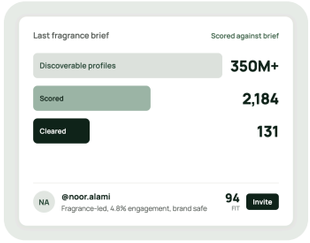
Fully customisable: your look, tiers, rewards and language. Points and privileges keep creators coming back.



02 Recruit

Find your fans

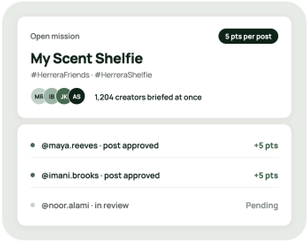
Creators who already love your brand, from 350M+ profiles, each vetted before invite.



03 Activate

Launch branded missions

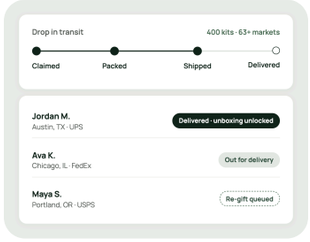
One brief reaches everyone. Creators earn points, you get on-brand UGC.



04 Seed

Fulfilment handled by Odore

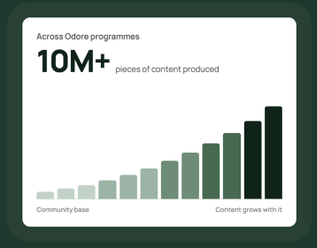
Send product from the platform. Odore kits, ships and tracks it in 63+ markets.



05 Grow

More creators, more content

Your community grows every month and keeps posting without a new brief.



Creators post because they love your brand, not because they're paid.

Paid campaigns

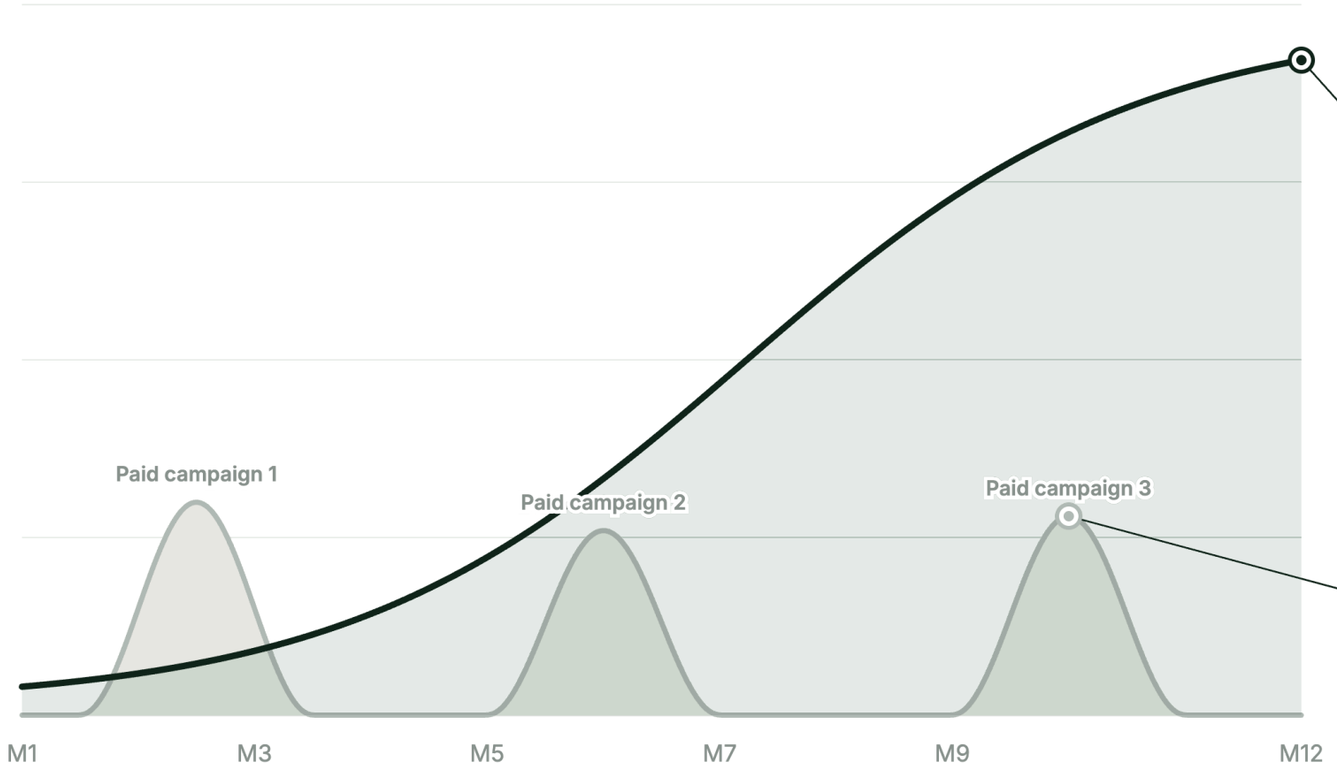
Pay per post. Content stops when the budget does.

Owned community

Creators join for the brand and keep posting.

−71%

cost per post by month 12 (illustrative)



Creator programmes

$0 to creators

YOU PAY FOR

One Odore contract

Paid advocacy

Pay per post

YOU PAY FOR

Creator fees · Discovery tool · Creator CRM · Agency retainer · 3PL

From 350M+ profiles to the creators who fit your house.

Find: your brief becomes the filter

Fragrance | Luxury beauty | Followers 1K–50K | Fake followers < 25%

Engagement rate | Audience age & gender | Location | Language

Growth rate | Last active | Red-flag scan

Coming soon: AI aesthetic scoring

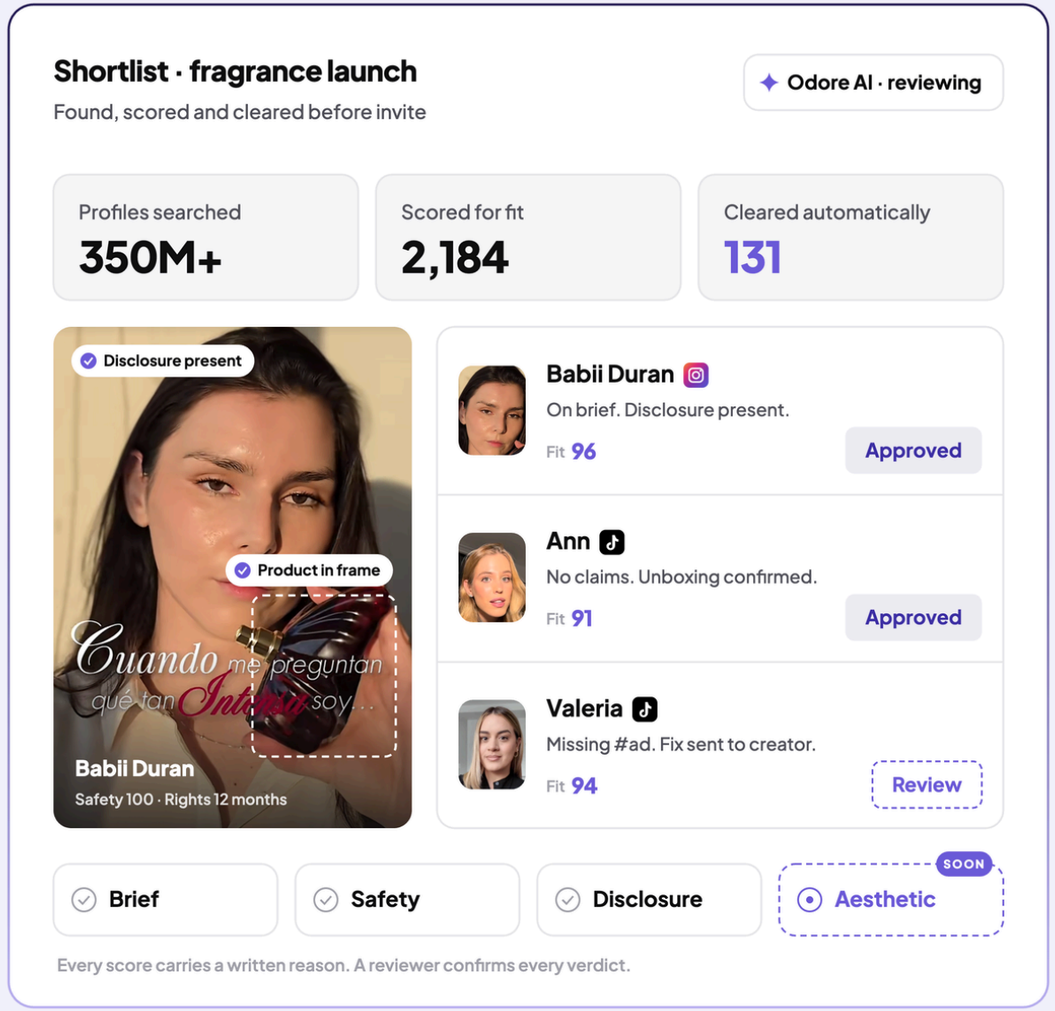
01
AI profile scan
Audience, history, red flags

02
Content quality
Aesthetic fit with your house

03
Values audit
Fraud and authenticity checks

04
Human QA
A reviewer signs off. You keep the veto.

Vetted once, watched always.
AI and human monitoring flag off-policy posts in real time: warning, post removed, creator removed.



Every mission turns your community into a wave of content.

One brief reaches everyone at once

Thousands of creators get the mission together, straight to WhatsApp, email and push.

Posts start landing within minutes

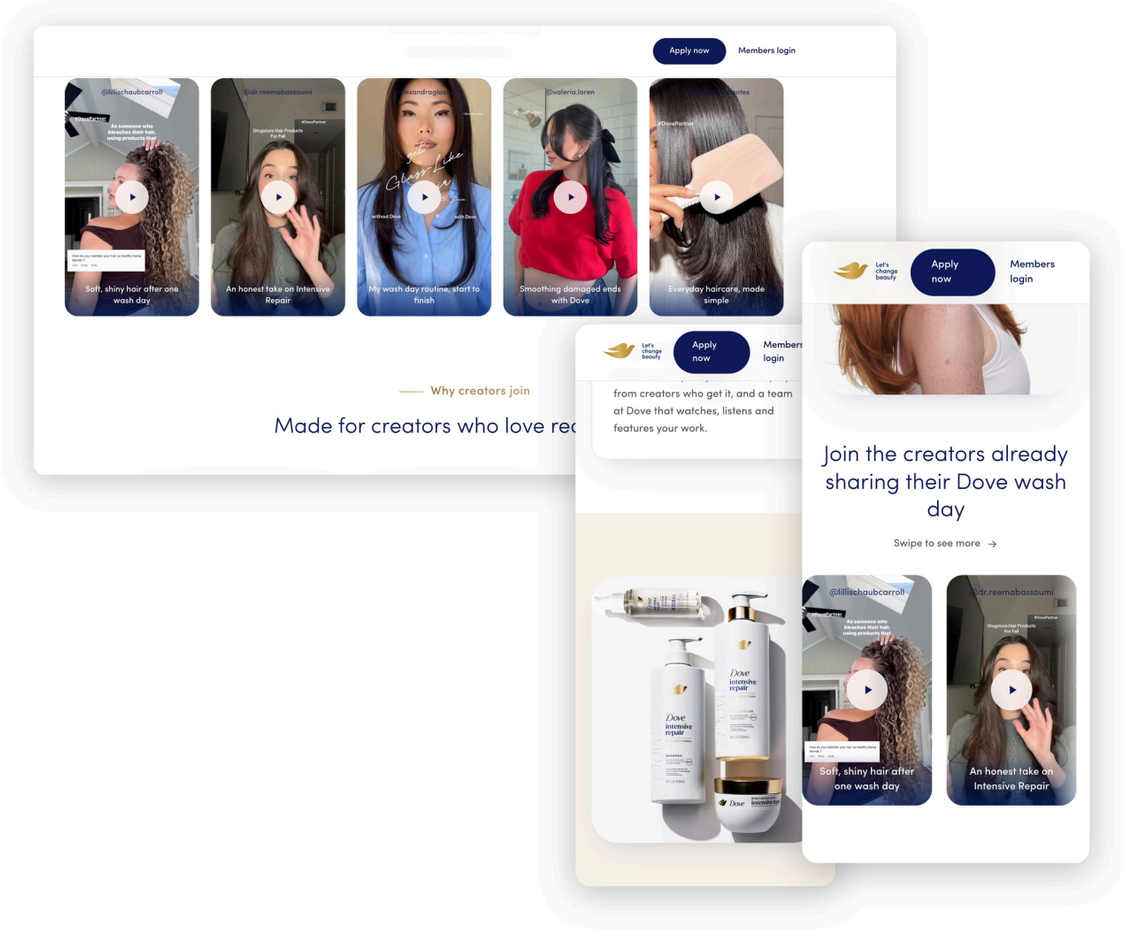
Feeds fill with UGC carrying your message, all in the same moment.

A community worth belonging to

Members get first access, exclusive drops and invitations, and earn points toward the next tier.

Creators come back and grow with you

Mission after mission, they build a real relationship with your brand.

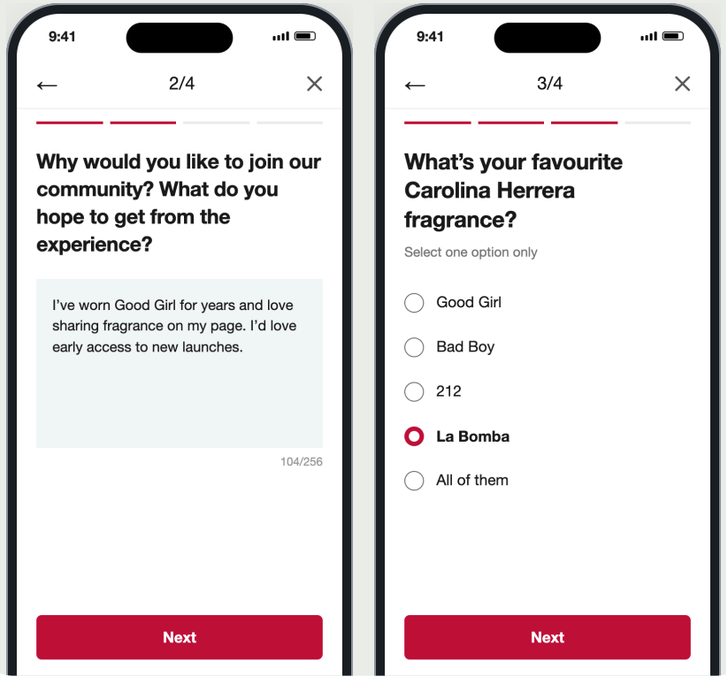


You decide exactly which creators get the product and the mission.

01

They tell you what they love

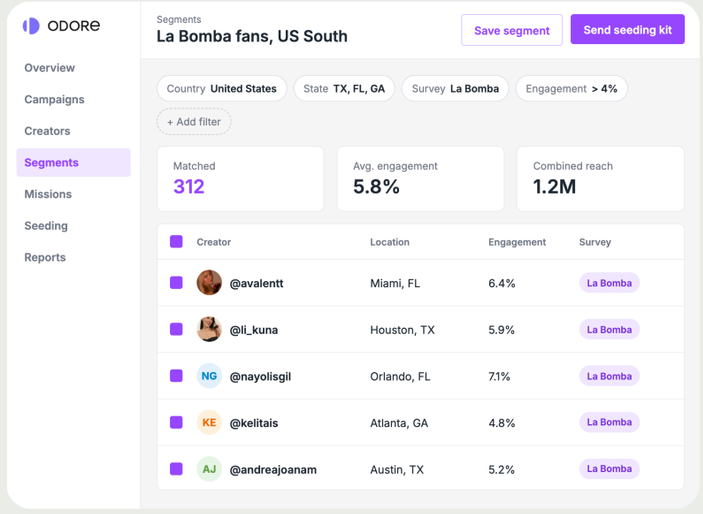
Creators share their favourites and interests when they join.



02

You choose exactly who

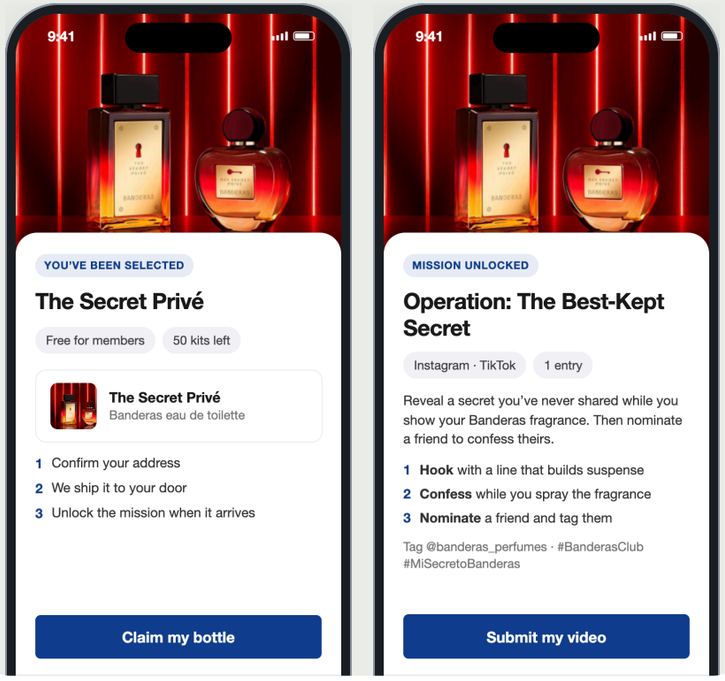
Filter by location, survey answers and engagement, then save it for the next launch.



03

Only they get the drop

Product and missions reach the creators who fit, so no kit is wasted.



From campaigns to community: the CHER Beauty Club.

CONCEPT

An always-on creator community that drives discovery, generates content and builds advocacy, **instead of campaigns run one fragrance at a time.**

01 **Discover** Recruit beauty, fragrance and lifestyle creators into one community.

02 **Experience** Seeding, new launches and exclusive drops.

03 **Create** Monthly missions: reviews, unboxings, tutorials, GRWM.

04 **Engage** Challenges, seasonal campaigns and creator spotlights.

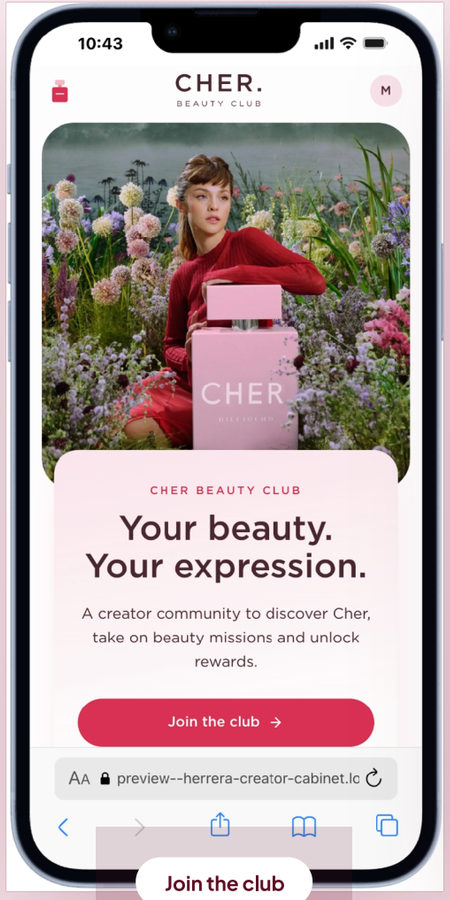
05 **Reward** Points, tiers, early access and VIP experiences.

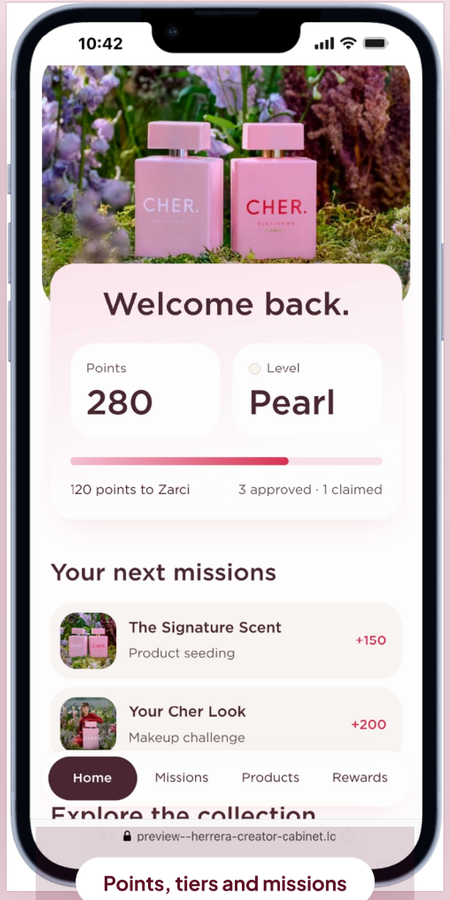
COMMUNITY TIERS

QUARTZ | PEARL | ZARCI | ONYX | DIAMOND

FOR CDIMEX

One community across the whole beauty portfolio, with **continuous content and advocacy instead of campaign-by-campaign recruitment.**





Proposed programme concept, subject to brand and licensing approvals

ODORE

Thank you.

Created by you, powered by Odore.