

FOR IMMEDIATE RELEASE: 21 July, 2021

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Tech Company, FlashFomo, Joins AiMCO Alongside Publicis Groupe, MediaCom & Other Industry Players

This confirms the Australian tech company is “legit mate” by cementing its value in the influencer marketing space.

[Melbourne, Victoria]: FlashFomo has recently joined the diverse collective of professionals at the Australian Influencer Marketing Council (AiMCO). An Australian resource for influencer marketing best practices, industry knowledge, campaign measurement and trends; many of Australia’s biggest tech companies are already members of the renowned organisation.

Joining the hierarchy of influential corporate members, FlashFomo now sits alongside the likes of Publicis Groupe, TRIBE, We Are Social, Vamp, Havas Media, MediaCom, and many more industry game changers.

“The Australian influencer marketing industry is embracing the value of working collectively to build best practice, so it’s fantastic to see FlashFomo join the AiMCO community,” says Josanne Ryan, CEO at AiMCO.

“With constant innovation in the sector, including creators expanding their brands into merchandise, it’s great to have FlashFomo involved with the work AiMCO is doing.”

This follows their milestone of launching a well-regarded partnership with YouTube in 2020, which allows influencers to seamlessly integrate their branded products onto their YouTube channels at no additional cost.

“Joining AiMCO is a big step for us. It enables us to contribute to the ever-evolving influencer landscape moving forward and allows us to help formulate and adhere to best practices. Our

aim is to impart this knowledge across our global creator network as we enter new heights in the enablement of Social Commerce.”

- David Nicholls, Founder at FlashFomo

Benefits of FlashFomo:

- **YouTube partner:** We have a regarded [YouTube Merch Shelf partnership](#)
- **Local manufacturing:** 90+ global manufacturers allow us to redirect fulfilment based on location, lowering the costs and for consumers and mitigating the risks for creators of selling their products
- **\$0 CAC:** FlashFomo lets global creators monetise their influence, for free
- **Globally recognised:** We are one of the first non-US-based YouTube partners to operate on a global scale, meeting the industry demand where it is: outside the US.

For more information on FlashFomo, visit <https://www.flashfomo.com/> or for comment please email david@flashfomo.com.

About FlashFomo: FlashFomo opens the doors for global influencers to unlock the missing piece of their brand. The tech platform allows creators worldwide to activate and grow their brand via their social platforms by managing the end-to-end process; from product manufacturing and delivery all the way to YouTube and social platform integration. It's social commerce made easy for influencers.

About AiMCO: AiMCO launched in late 2019 after recognising the need for greater transparency and best practice within the influencer marketing industry, and now has over 50 corporate members. The influencer marketing channel continues to experience rapid growth and is set to exceed \$15Bn in advertising spend globally by 2022.

A key focus is addressing gaps in marketers' knowledge about the influencer marketing space, in particular how to vet influencers, advertising disclosure requirements under Australian Consumer Law and the importance of contractual elements needed to protect all parties. AiMCO's members are the guiding force behind its mission, principles, and industry codes such as the Influencer Marketing Code of Practice launched in July 2020.