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# INFLUENCE

Boutique Talent, Big Impact

## Why Gifted Campaigns Still Work in 2025

Gifted influencer campaigns — where brands send free product in exchange for content — remain one of the most effective and budget-friendly ways to drive real impact in 2025. Here's why they still work:

### Authenticity Drives Performance

Today's consumers are savvier than ever. They tune out polished ads but engage with real recommendations from creators they trust. Gifted campaigns often feel more organic — and that authenticity leads to better engagement.

### Reach Niche Audiences, Fast

By collaborating with a high volume of micro and nano influencers, you tap into highly targeted audiences without paying premium CPMs. It's a low-cost way to generate buzz, especially for emerging brands.

### Fuel for UGC & Paid Ads

Gifted campaigns are content machines. The photos, videos, and testimonials you collect can be repurposed across email, paid social, product pages, and more — without the cost of a studio shoot.

### Low Risk, High Reward

You're not gambling on a single influencer or high-priced post. Instead, you're building a network of creators who genuinely want to try your product. This de-risks your spend while opening the door to paid partnerships with top performers.

### How We Help

At 312 Talent, we run fully managed gifted campaigns for CPG, beauty, and wellness brands. From creator outreach, strategy and reporting — we handle it all.

Let's turn your product into content, [book an free Intro Call](#) to get a proposal.