

The screenshot shows the Digiday website interface. At the top, there is a navigation bar with a search icon, the Digiday logo, and links for 'SUBSCRIBE' and 'LOGIN'. Below the navigation bar, there are menu items for 'NEWS', 'DIGIDAY+', 'PODCASTS', 'EVENTS', and 'AWARDS'. The main content area features the article title 'How media agencies are shifting toward generative AI content in influencer marketing' by Antoinette Siu, dated March 26, 2024. The article text discusses the importance of data in training AI models and the challenges of AI content in the influencer space.

DIGIDAY

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GENERATIVE AI LANGUAGE: EN | ES

How media agencies are shifting toward generative AI content in influencer marketing

By Antoinette Siu • March 26, 2024 • 5 min read • [f](#) [t](#) [in](#) [a](#)

Michael Heaven, co-founder and managing director of digital agency Butterfly 3fect, also noted that underlying data is paramount in training AI models — so agencies need to be aware and learn about how they are used in content output and creations.

“[While] there is plenty of room for gen AI to improve the workflow of a project, there should be plenty of human guardrails to prevent output that could be harmful to a client being published,” Heaven said.

As the report points out, there are a number of upcoming hurdles as AI content spreads in the influencer space, from compensation changes and decreased quality of content to workload balance for creators and an increasing interest in regulating elements of AI.

Digiday

Expert commentary

March 26th 2024

[Link to full article](#)



Prolific North

Gymshark and Social Chain seniors' new agency celebrates £2m+ debut year



Butterfly 3fect, a social-first creative agency, founded by Gymshark's ex head of social and a founder of Social Chain, is celebrating a £2m debut year which featured campaigns for brands such as Netflix, McDonalds and Bumble.

Elfried Samba (CEO) and Michael Heaven (MD), both Manchester-based, recognised a critical gap in the industry – the lack of reliable role models and accessible entry points for diverse creatives, coupled with the lack of agencies creating a modern-day agency-to-client experience.

Driven by a shared passion for creating positive change, the duo took matters into their own hands in 2023 and launched Butterfly 3fect, which offers services such as building engaged communities, social-first content creation and production, social commerce, influencer marketing and paid media.

The agency is now celebrating one year in business and hitting the impressive milestone of reaching £2 million in turnover.

CEO Samba said: "When we were discussing the very beginning of Butterfly 3fect we knew we had two core aims.

Prolific North Agency news March 26th 2024

[Link to full article](#)



Retail Times
be inspired

Ex Gymshark and Social Chain Heads celebrate one year of new agency

Agency founded by ex Gymshark and Social Chain Heads with an aim of putting diverse creatives front of mind celebrates one year in business

Reflecting upon the launch of the agency, Samba (CEO) shares: "When we were discussing the very beginning of Butterfly 3fect we knew we had two core aims."

"The first being to unite diverse creatives globally, and the second, to deliver best-in-class service and expertise across the digital-first landscape, essentially creating an agency we wished existed."

"We had to really sit down and think how this could be achieved. The way people work has changed and that needs to be recognised. It's essential companies nail a post covid working style and really look into what people now want from a job or a company they work with."

"That's why we favour a remote working model, meaning talent won't encounter borders. Afterall, how diverse can you really be if you only have an office in one location?"

"We now have a team based across the globe in locations such as New York, Atlanta, London, Manchester and Dubai, meaning we're instantly connected to multiple cultures, people and importantly; minds."

Retail Times

Agency news

April 10th 2024

[Link to full article](#)



Prolific North

Why the time is right for £2m+ creative agency Butterfly 3fect to take flight



Pointing to what they refer to as some of the most influential brands emerging from the UK, from Gymshark in Birmingham to Represent in Bolton, the “majority” don’t hail from London. It’s why the agency is keen to demonstrate the value in its remote-first model and how it can break down diversity barriers too.

“If you’re able to bring people in from the London region but then also unify them with people across the UK, you are able to provide a much more universal approach which is why we don’t have an office. It’s how you prevent people from coming together and it creates borders,” says Samba.

But they’re not “dogmatic” about this approach and may consider dedicating resources to opening a hub closer to a major client one day.

“We just have the fundamental building blocks where our team can work remotely. They can connect wherever there’s Wi-Fi and we have systems in place if someone is in a different time zone. They can still collaborate and contribute in a way that’s not going to be disruptive to the business,” adds Heaven.

Prolific North Founder profile April 11th 2024

[Link to full article](#)





[Creative](#) [Creative Works](#) [Bumble](#)

Bumble ad highlights dating experiences of Black women



By Amy Houston, Senior Reporter
NOVEMBER 9, 2023 | 2 MIN READ

‘My Love is Black Love’ campaign was born from insight that more than half of Black people in the UK don’t see themselves represented in images of love in mainstream online spaces.

The Drum

Campaign Spotlight

November 9th 2023

[Link to full article](#)

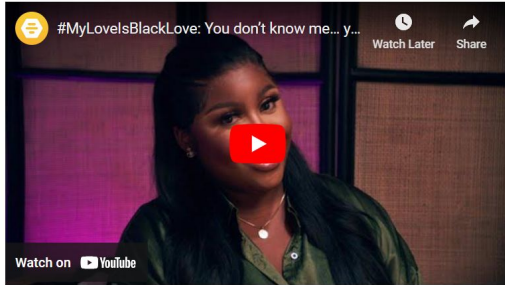




[Creative](#) [Creative Works](#) [Ads of the Week](#)

Best Ads of the Week: Autodesk & Marvel's Spherical spectacle & Bumble's dating dialogue

Bumble: My Love is Black Love by Butterfly 3fect



Dating app Bumble has released [a new ad](#) that amplifies the experiences of Black British women and calls out unhelpful preconceptions they face in dating. The spot features Love Island stars Amber Gill and Whitney Adebayo Nella Rose, as well as social media personality Shantania Beckford and The Receipts Podcast's Tolly T.

The ad was created by Elfried Samba's agency, Butterfly 3fect.

The Drum

Campaign Spotlight

November 15th 2023

[Link to full article](#)



Creative

Love Island Stars Call Out Preconceptions Black Women Face When Dating in Poignant Bumble Campaign

“Representation matters, always. Being seen, heard, and valued are the cornerstone of any friendship or romance that lasts, and are key to living a healthy, happy life. The more we listen to diverse voices the more we understand how important it is to have these important conversations and show up authentically. We focused on featuring real women, sharing real stories in a real way. It was great to work with a brand that believed in the vision and were committed to making an impact,” said Elfried Samba, Butterfly 3ffect’s co-founder and CEO.

Little Black Book Campaign Spotlight November 13th 2023

[Link to full article](#)





NEWS

New Bumble Ad Spotlights Experiences of Black Women

Sean Nolan 13th November 2023

An ad campaign from Bumble, called 'My Love is Black Love', raises awareness about the dating experiences of Black British women. As part of Black History Month, the dating app exposed some of the negative and false stereotypes that Black women face.

Global Dating Insights Campaign Spotlight November 13th 2023

[Link to full article](#)



Street & Smith's



TECH

Movella digitizes Jayson Tatum's on-court movements with their Xsens mocap suit

Boston Celtics forward **Jayson Tatum** has partnered with the digitization company Movella to create his own real-time avatar through high-fidelity motion capture. By wearing Movella's Xsens mocap suit to mimic his actual movements, Tatum's likeness can be used for gaming, entertainment and for potentially improving sports performance.

Sports Business Journal

Campaign Spotlight

June 15th 2023


[Link to full article](#)




yahoo!finance

ACCESSWIRE | ACCESSWIRE

Movella Digitizes Jayson Tatum's On-Court Movements



Watch on  YouTube

With this high level of data accuracy and motion intelligence, Movella has also opened up endless possibilities for sports scientists, physical therapists, and coaches to create realistic animations, training simulations, and virtual experiences that closely mirror the movements of any athlete. Movella helps prevent injuries, speed recovery, and improve performance.

Yahoo! Finance Campaign Spotlight June 15th 2023

[Link to full article](#)



SHARES

Market & Company News

Movella Captures Jayson Tatum's On-Court Movements

HENDERSON, NV / ACCESSWIRE / June 16, 2023 / Movella, a leading full-stack developer of sensors, software, and analytics enabling the digitization of movement, partnered with basketball all-star Jayson Tatum to showcase its high-fidelity motion capture technology. In a new video released by Movella, Tatum is seen using Movella's Xsens mocap suit to record and translate his on-court movements into his digital avatar in real time.

Shares Magazine Campaign Spotlight June 16th 2023

[Link to full article](#)

