WORKSHOP TAKEAWAYS · PI LIVE EUROPE 2026

The Flat Fee Fix.

Build a hybrid plan creators will say yes to.

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Couldn’t make the session? Here’s the playbook. Save it for your next creator deal.

MG empower.

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THE PROBLEM

Most creator partnerships still start and end with one campaign.

One brief.

One fee.

One post.

Back to square one.

WHY CREATORS SAY NO

Performance pay on a one-off deal *sounds like a bad bet.*

The creator hears: **you take the risk, we keep the upside.**

Guaranteed income disappears

Variable pay replaces a rate they can plan around.

Nothing long-term in return

One campaign gives no reason to share the risk.

They can’t see the numbers

Tracking and sales data sit with the brand.

The brief keeps moving

Shifting scope with pay tied to results feels like a trap.

Stop asking creators to take the risk.

Start offering them a future.

Trust is built over time, not over one campaign.

FROM CAMPAIGNS TO TENANCY

Give your best creators *a permanent seat.*

	One-off campaign	Long-term tenancy
Pay	Flat fee per post	Base rate + uncapped upside
Commitment	One brief, one post	A term with a renewal path
Data	Stays with the brand	Shared, reported regularly
Creative	Execute the brief	Co-create the plan
Relationship	Transactional	A partner in growth

THE MODEL

Anatomy of a *hybrid partnership.*

01 The base

SECURITY

A guaranteed rate that covers the work, so the creator never starts from zero.

02 The upside

SHARED GROWTH

Uncapped commission on what they drive, tracked in a way they can see.

03 The commitment

A FUTURE

A term, a renewal path, perks and a real say in the content.

The base gets the yes. The upside keeps the effort. The commitment keeps the creator.

WHAT MAKES A CREATOR SAY YES

The trust *equation.*

Clarity.

Pay, scope and data access agreed up front.

+

Consistency.

Paid on time, every time. Briefs that don't move.

+

Commitment.

A term, not a trial.

FROM OUR WORK · HELLOFRESH

Data shows who deserves *a long-term deal.*



Measure what each creator drives

Every creator was measured on cost per sign-up, tracked through personal codes, not on reach.

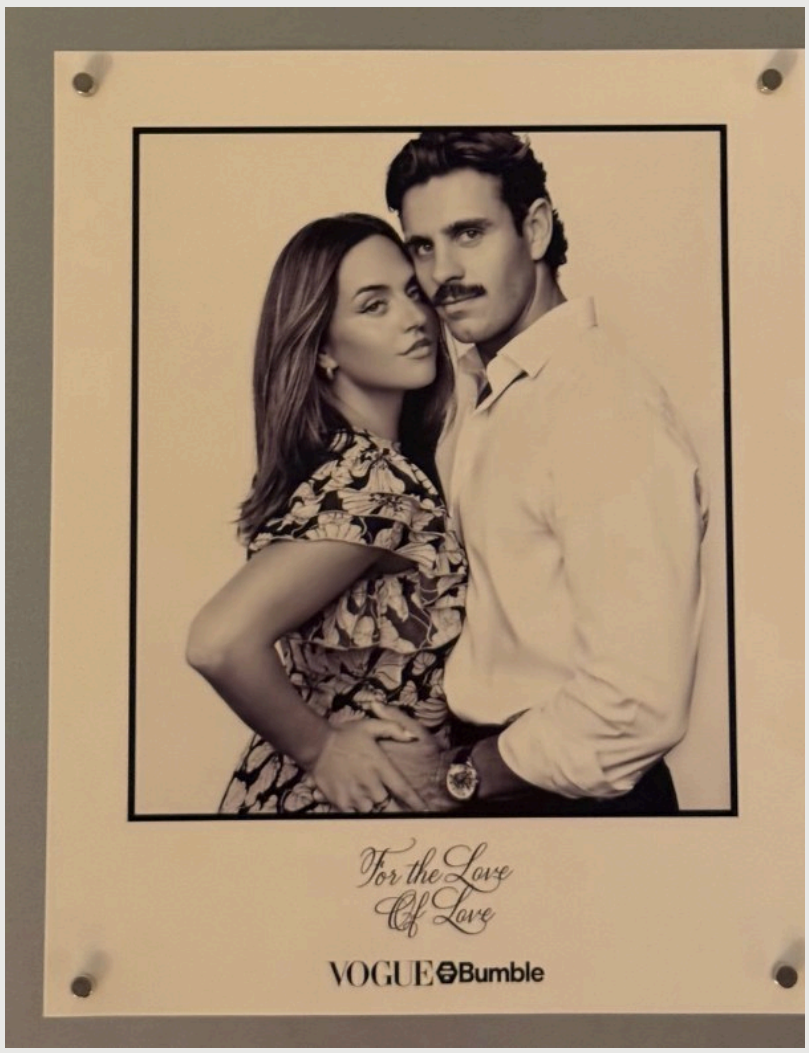
Bring the best ones back

Acquisition costs fell month on month as we re-engaged the creators who performed best.

The tracking was already there. The next step is paying those creators like partners.

FROM OUR WORK · BUMBLE

Commitment turns a creator *into an advocate.*



Started: ad hoc campaigns, where Katie stood out for her creativity and reliability.

Then: we recommended her for a long-term partnership, which became a full-year campaign.

Now: she met her partner on Bumble, and her love story went from social to OOH and a Vogue × Bumble dinner.

SAVE THIS · TRY IT YOURSELF

The hybrid *partnership canvas.*

Pick one creator you want to keep for the long run. Answer these six.

1 · The creator

What do they value most: stable income, creative freedom or growth?

2 · The base

What rate covers their time if sales are slow?

3 · The upside

What do they earn on top, and is it uncapped?

4 · The commitment

How long is the term, and what does renewal look like?

5 · The extras

Product, events, co-creation: what's worth it beyond money?

6 · The proof

What data will you share, how often, and where?

PRESSURE-TEST YOUR OFFER

Would they *say yes?*

Run your plan past the questions a sceptical creator will ask.

“What happens if sales are slow this month?”

“Who owns the data, and when do I see it?”

“What do I get beyond the money?”

“What if the brief changes halfway through?”

“How do I get out if it isn’t working?”

RED FLAGS CREATORS SPOT INSTANTLY

Commission-only called “hybrid” · “Uncapped” upside capped in the small print · A three-month trial with no route to renewal

CLOSING THOUGHT

Fix the deal, *not the creator.*

Lead with security.

Share the upside.

Commit to the long run.

Want help building your creator programme?

Follow MG Empower and Maira Genovese for more · Instagram @MGEMPOWER · TikTok @MG_EMPOWER