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Dog influencers are so popular, they need their own talent agency

网红狗狗如此受欢迎, 以至于它们都需要自己的经纪公司了

It's almost noon, and Loni Edwards's client is drooling on the carpet in the lobby.

快到中午了, 洛尼·爱德华兹的客户正在大堂的地毯上流着口水。

Edwards is the founder and CEO of The Dog Agency, a New York City-based management agency that caters exclusively to "pet influencers." The popularity of pet accounts on social media has exploded in the last few years—particularly on Instagram, where #

dogsofinstagram has more than 124 million posts and the most popular dog account, Jiff the Pomeranian, has more than twice as many followers as Hillary Clinton. Edwards's 160 clients also include a few cats and monkeys, though her primary focus is still canines. She advises their "humans" on growth strategies and brand management, and books for paid posts, ad campaigns, and in-person appearances around the country.

爱德华兹是“狗狗中介”的创始人兼首席执行官, 这家位于纽约市的管理机构专门迎合“网红宠物们”的需要。在过去的几年里, 宠物账户在社交媒体上的知名度猛增。特别是在 Instagram

上，“Instagram 上的狗狗”这个话题拥有超过 1.24 亿条帖子，最有名的狗狗账号“博美犬杰夫”的粉丝数量，比希拉里·克林顿粉丝的两倍还多。爱德华兹的 160 个客户里也包括一些猫和猴子，不过她核心业务还是在犬类身上。她为网红狗狗的主人们提供增长策略和品牌管理方面的建议、为他们安排付费帖子的发布、广告宣传以及全国范围的见面会。

“There was no central hub pulling together this new pet influencer space,” she says.

“Brands were sending direct messages to hundreds of pets and hearing back from a fraction of them. These humans a lot of times have full-time jobs, they’re not checking their dog’s email regularly. So there was definitely a need to kind of pull everything together.”

“没有一个中心枢纽将这个新兴的网红宠物空间整合在一起，”爱德华兹说。“品牌方给数以百计的宠物账号发私信，得到的回复不多。这些宠物的主人往往都有全职工作，不会定期查看狗狗的邮箱。因此，肯定存在着这样一种需求，就是将这些业务在某种程度上整合起来。”

Today, Edwards’s portfolio includes both superstar influencers-like @tunameltsmyheart, a chihuahua-dachshund mix with 2 million followers-and up-and-comers, like Chase, whose account @sometimescarl has a still-impressive 85,000-follower reach. Her clients have worked with plenty of pet supply companies on product placements and ads, but also book gigs with human brands like Dyson, the Ritz Carlton, and Ralph Lauren.

如今，爱德华兹的业务组合既包括了超级网红狗明星，比如拥有 200 万粉丝的 @tunameltsmyheart，它是吉娃娃和腊肠狗的杂交狗，也包括了一些像 Chase 一样的后起之秀，Chase 在 Instagram 上的账号是 @sometimescarl，有 85,000 位粉丝，但同样令人印象深刻。爱德华兹的客户与许多宠物用品公司合作，进行产品展示和广告拍摄。不仅如此，他们还接受如戴森、丽思卡尔顿和拉夫劳伦等人类用品品牌的工作任务预定。

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重点词汇

drool/dru:l/

v. 流口水；垂涎

- My nephew drools all over his pillow while sleeping.
- an actor being drooled over by the girls

lobby/'la:bi/

n. 大厅，前厅

- hotel lobby

cater to

迎合，为...服务

- Newspapers cater to low tastes.
- Courses cater to the business needs.

explode/ɪk'spləʊd/

v. 激增

- the exploding world population

post/pəʊst/

n. 帖子

canine/'keɪnɪn/

n. 犬，狗

hub/hʌb/

n. 中心

- London is the hub of the UK's financial world.

a fraction of

一小部分

portfolio/pɔːrt'fəʊliəʊ/

n. 产品服务，产品组合

- a portfolio of wine
- a portfolio of products

up-and-comer

有前途的人，后起之秀

gig/gɪg/

n. 任务，工作