Starcom

HUMANGRAPHEXPERIENCE

INFLUENCE ME 2018

How to chose your influencer?

Cosmetics and Personal Care Products

Main influencer

Celebrities
23%

Professionals
47%

6 out of 10
consumers believe celebrities fit very well and well with the cosmetics category

"Sunt bine informati, cauta constant noutati si cunosc bine lucruri ce tin de tipurile de piele si mix cu make-up"

"Par foarte credibili si sinceri. In plus, tot timpul cand prezinta un anumit produs, enunta atat avantajele, cat si dezavantajele, ofera o descriere detaliata."

Top 3 types of cosmetics and personal care products

Hair care
64%

Face care
64%

Perfume
58%

Cross influence

Celebrities
make the consumer proud to own your brand

Professionals
assure the consumer they make the right choice. As is you are a brand that works with experts and offers quality products

Regular people without a background in showbiz or expertize
make your brand more approachable: is a brand that listen to consumer needs, has a large variety of products, to fit everyone.

Top influenced consumer behaviors:

Learn about the brand
48%

Understand the benefits of the product
38%

Try the products or brand
38%

Remember the brand
28%

Top types of content desired by consumers:

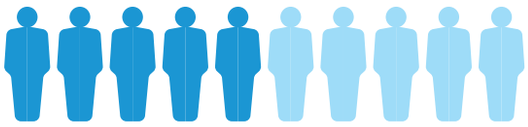
1. **Tutorial/ How to use certain products**
63%
2. **Guideline for using the brand/ product**
41%
3. **Presentation videos, a discussion about the brand or product**
40%

Telecom & Mobile Services

Main influencer

Professionals
47%

Regular people
without a background
in showbiz or expertize
18%

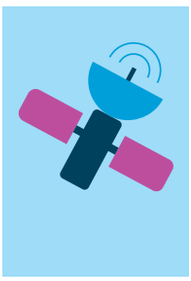


Almost half
of the consumers believe professionals fit very well and well with the telecom and mobile services category

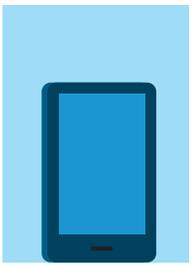
"Pentru ca au testat serviciile respective (viteza de navigare, arie de acoperire etc.) si au facut o comparatie pentru a il alege pe cel mai bun"

"Au experienta in domeniu, au demonstratii plauzibile, profesioniste, pe intelesul tuturor, sunt obiectivi si specifici in prezentarea marcilor."

Top types of telecom and mobile products

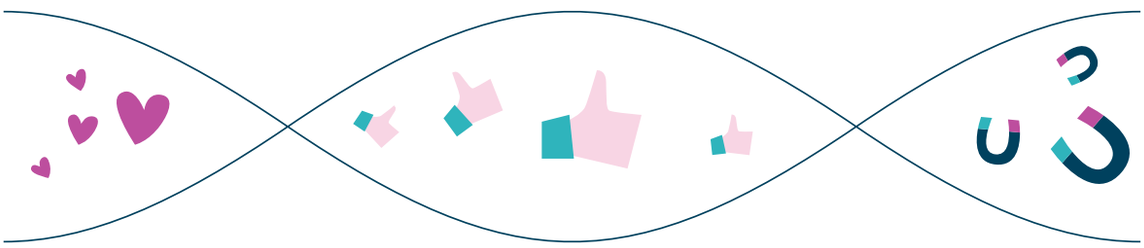


Telecom operators (e.g. Orange, Vodafone etc.)
64%



Smartphone producers (e.g. Samsung, Huawei)
61%

Cross influence



Celebrities
activate the emotional side of the consumer: proud to own your brand, well-known brand, a modern brand/ for youth.

Professionals
make the consumer trust the brand and feel ensured that the brand offers them quality products.

Regular people without a background in showbiz or expertize makes the brand more accessible: is a brand with a large variety of products and services, where you can find for sure something that suits you.

Top influenced consumer behaviors:

Understand the benefits of the product
35%

Consider a new brand as replacement to the old one
27%

Top types of content desired by consumers:

1. **Tutorial/ How to use certain products** 47%
2. **Guideline for using the brand/ product** 38%
3. **Brand/product presentation articles** 32%

Banking Products & Services

Main influencer

Professionals
52%

4 out of 10
consumers believe professionals fit very well and well with the banking category.

"Dacă o persoană cu un statut destul de mare apelează la astfel de produse, servicii bancare, înseamnă că e ceva sigur și eficient."

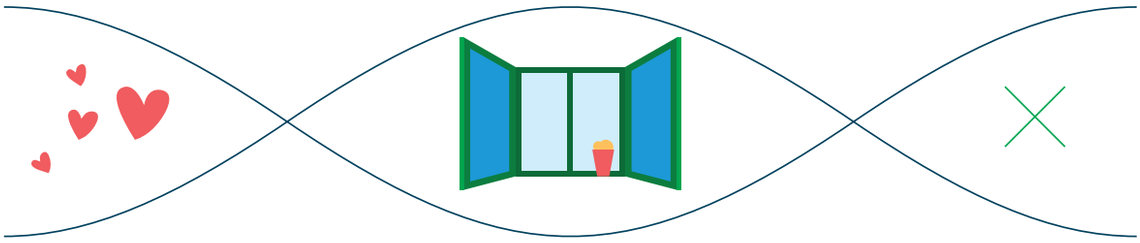
Folosesc in mod activ multe produse bancare si urmaresc noutatile din domeniu. Bancile si institutiile de profil folosesc adesea influenceri pentru a-si promova noile produse si servicii, asa ca acestea sunt un mijloc bun de a face cunostinta cu ele"

Top types of types of banking products & services

Banks (e.g. BCR, BRD etc.)
74%

Financial products (e.g. credit card, debit card)
74%

Cross influence



Celebrities activate the emotional side of the consumer: proud to own your brand and is a modern brand, as public figures use these products and services.

As this is a technic and risky category, **professionals** help the brand mainly to increase its trust, transparency, reputation and expertize level.

Regular people without a background in showbiz or expertize don't have an impact on the consumer's image about this category

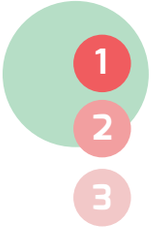
Top influenced consumer behaviors:

Learn about the brand
43%

Understand the benefits of the product
35%

Top types of content desired by consumers:

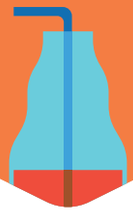
Guideline for using the brand/ product
36%



Tutorial/ How to use certain products
34%

Brand/product presentation articles
29%

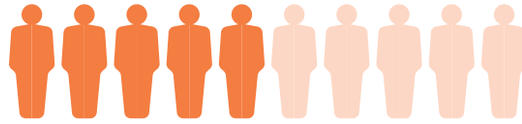
Food & Beverages



Main influencer

Regular people
without a background in showbiz or expertize
28%

Professionals
32%



Half of the consumers
believe regular people fit very well and well with the food & beverages category.

"Urmaresc influencerii cu preferinte similare cu ale mele si am incredere ca recomandarile lor legat de un produs nou se vor potrivi cu preferintele mele."

"Influencerul poate își dorește să consume produse cât mai sănătoase (pentru a se păstra într-o anumită formă, a respecta un regim, etc.), de aceea există posibilitatea să facem o alegere excelentă insprându-ne din deciziile lor.

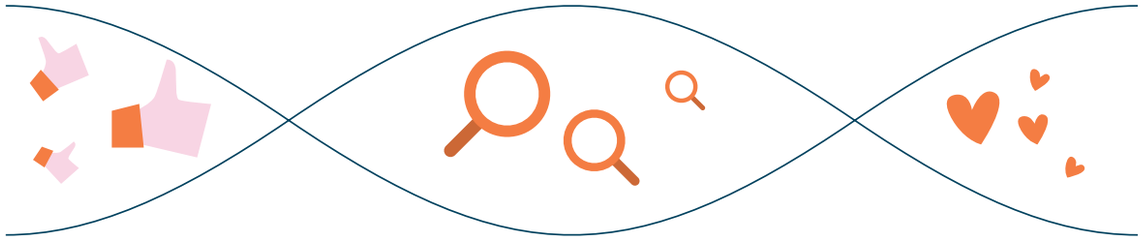
Top 3 types of of food & beverages products

Coffee, tea
75%

Chocolate
68%

Non-alcoholics beverages – soft drinks
52%

Cross influence



Celebrities
confirm the store reputation and strengthens the modern/for youth brand image.

Professionals
confirm that the brand has a team of experts and that products are healthy, made from natural ingredients (healthy food and beverages is a new trend)

Regular people without a background in showbiz or expertize
succeed in creating an emotional bound between the brand and the consumers: " Is a brand for people like me".

Top influenced consumer behaviors:

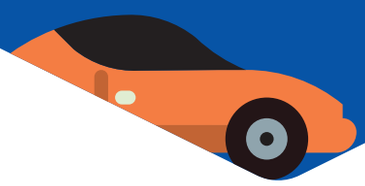
Try the products or brand
37%

Buy the brand /product
35%

Top types of content desired by consumers:

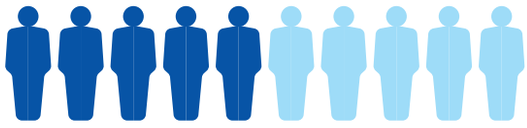
1. **Tutorials** 37%
2. **Contests with the brand products on influencers page** 36%
3. **Brand/product presentation articles** 36%

Automobile



Main influencer

Professionals
51%



Almost half
believe professionals fit very well and well with the automobile category

Fiind vorba de un produs care nu se achzitioneaza zilnic/lunar, e necesar documentatie, informatii complexe:consum, siguranta, pret intretinere + pretul sau... In nici un caz daca un automobil este prezentat de X sau Y, nu ne-ar influenta decizia"

"Persoanele care mi-ar putea influenta decizia sunt persoane pe care eu le consider bine pregatite in respectivul domeniu, avand o larga experienta, prin testarea diferitelor modele de produse."

Top types of telecom and mobile products

Electric automobiles
61%

Premium automobiles
60%

Cross influence

Celebrities
give the brand a value in terms of reputation, proud to own and novelties (modern and in trend/for youth).

Professionals
make the brand more trustworthy. When testing a car, they have a high influence upon the consumers in terms of choosing an expert automobile brand, as they have this knowledge.

Is a category where **Regular people** without a background in showbiz or expertize don't have any influence, as it's a long term acquisition and it's based on taste, technical features, budgets and different type of usage.

Top influenced consumer behaviors:

- Understand the benefits of the product 30%
- Consider a new brand as replacement to the old one 25%
- Talk about the brand 24%

Top types of content desired by consumers:

- Test-Drive 65%
- Guideline for using the brand/ product 36%
- Brand/ product presentation articles 36%
- Presentation videos, a discussion about the brand or product 36%

Retail (DIY, Home deco, hyper and supermarkets)

Main influencer

Regular people
without a background
in showbiz or expertize
30%

Professionals
36%

6 out of 10 consumers
believe regular people fit very well and well with the retail category.

"Au carismă, oferă încredere pentru că m-am identificat cu ei de mai multe ori, asadar mi se potriveste marea parte din alegerile lor."

"Imi place sa vad ce produse folosesc alte persoane, si cum le folosesc, pentru a putea face si eu ceva care sa fie de calitate si sa arate bine."

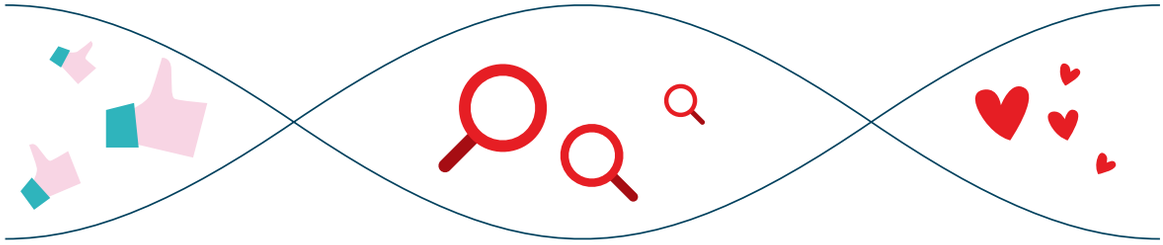
Top types of retail services

Home decoration
68%

Clothing/ shoes stores
62%

Hypermarkets/ Supermarkets
61%

Cross influence



Celebrities
confirm the store reputation and captivate the consumers attention through novelties (is a modern/in trend store).

Professionals confirm that the brand has a team of experts and quality products.

Regular people without a background in showbiz or expertize make a difference on this category on attributes such as: large variety of products and services (for any type of consumer) and makes me visit the store, for a real experience as someone else like me already lived it.

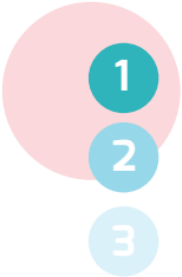
Top influenced consumer behaviors:

Try the products or brand
37%

Consider a new brand as replacement to the old one
32%

Top types of content desired by consumers:

Store visit and products reviews
53%



Tutorials
45%

Contests with the brand products on influencers page
39%

Ask for details from consumer@ro.starcomworldwide.com