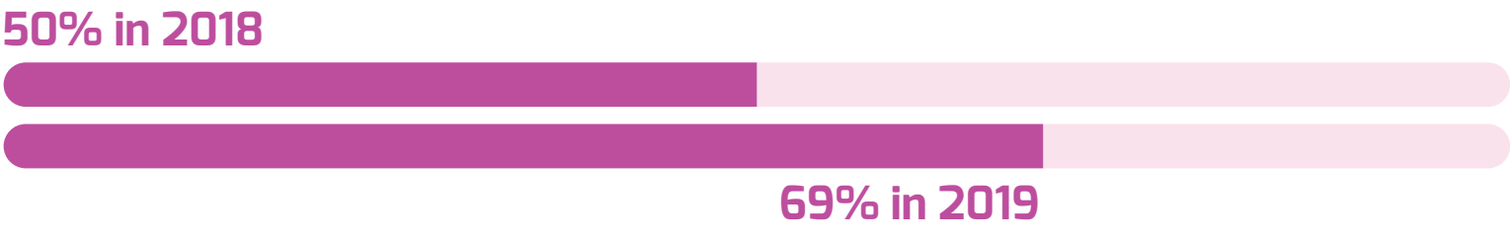
Starcom SMG

HUMANGRAPHEXPERIENCE

INFLUENCE ME 2019
The Power of Influence

Influencer Definition

A person followed by multiple persons, who has the power of influencing their behaviors, representing a source of inspiration, reference or authority, namely: conventional celebrities (singers, actors, presenters etc.), **persons with expertise in a certain professional sector** (editors, IT, software, health etc.) **or persons without a distinct statute, who provides constantly information of interest for those following them.**



Influence of Awareness

Elements that trigger influencers campaign awareness:

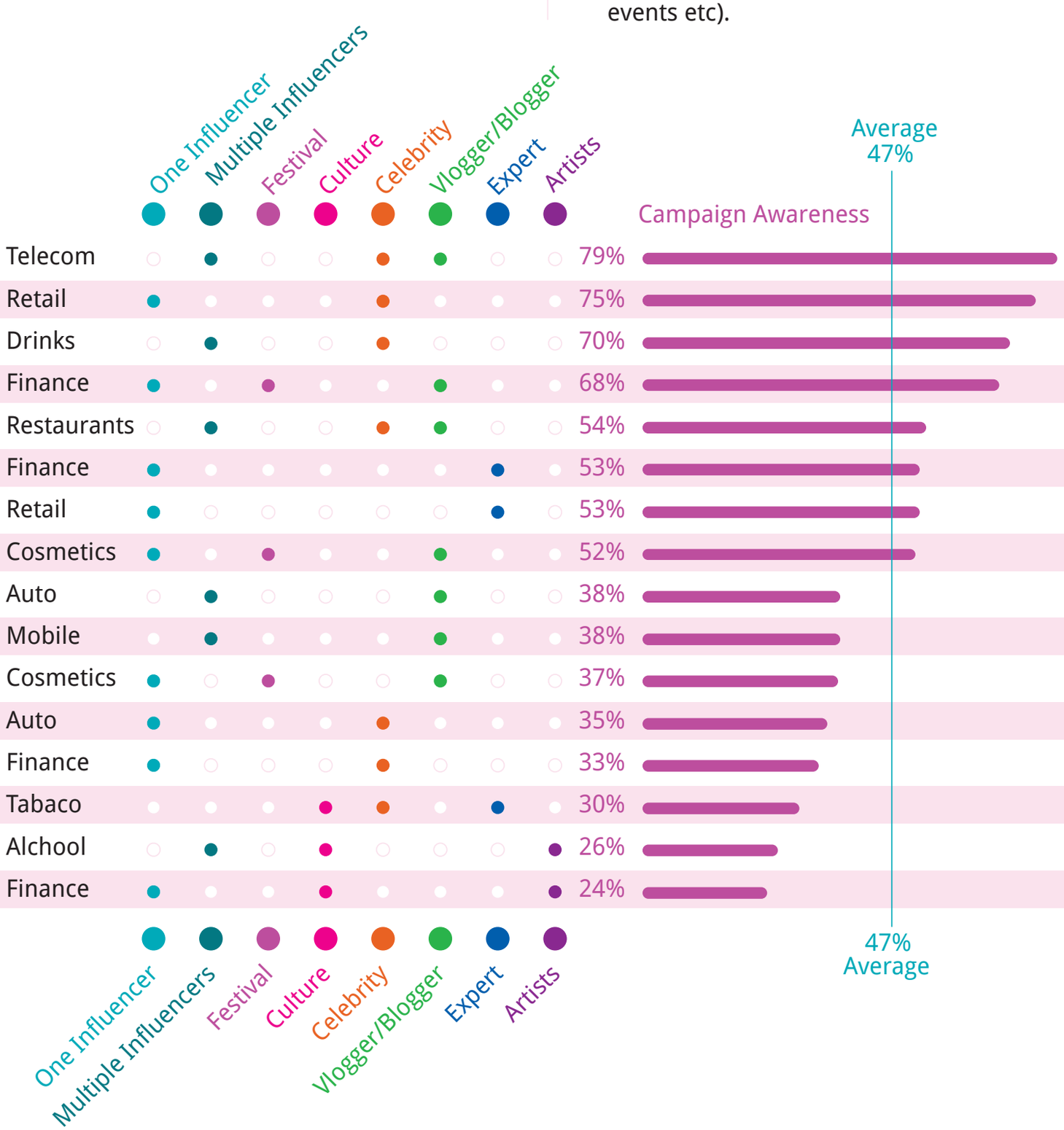
Influencer's Celebrity

Give a meaningful content (useful for the consumer, CSR)

Sustained with media budgets, especially TV

OR

Use influencers fit with the category in high awareness contexts (e.g. festivals, sport events etc).



Stimulate Research

Elements that stimulate research:

Categories that generic require a high level of understanding of their products or services (e.g. finance, auto, tech)

Culture

Association of influencer with high interest events (e.g. festivals)

Put Brand on Shortlist

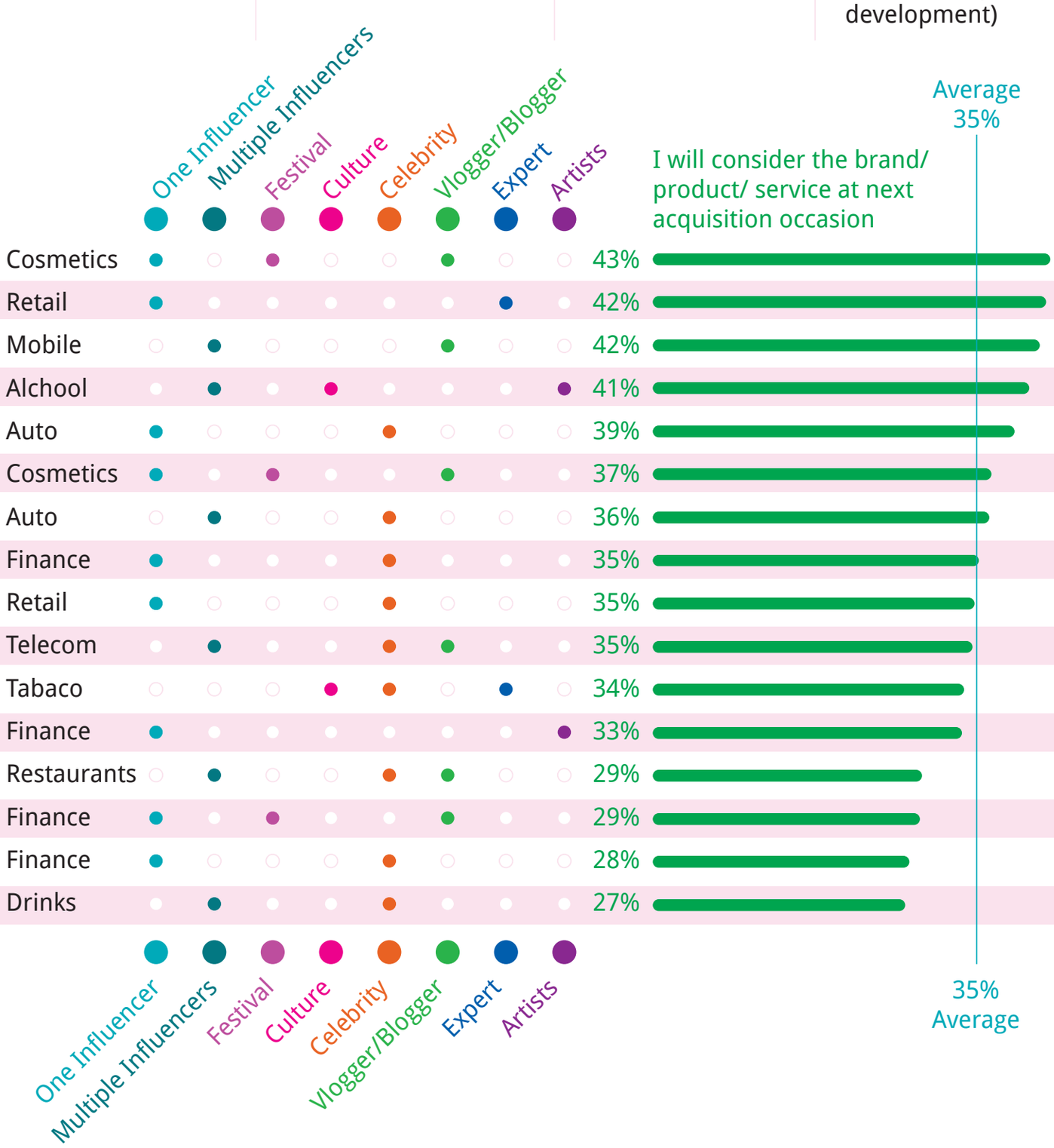
Elements that drive consideration:

Experiences during high interest events

Unexpected association between celebrity & category

Convince through multiple influencers

Tackle areas hard accessible to consumers (e.g. culture, art, personal development)



Determine to Buy The Brand

Elements that determine consumers to buy the brand:

Experiences during high interest events

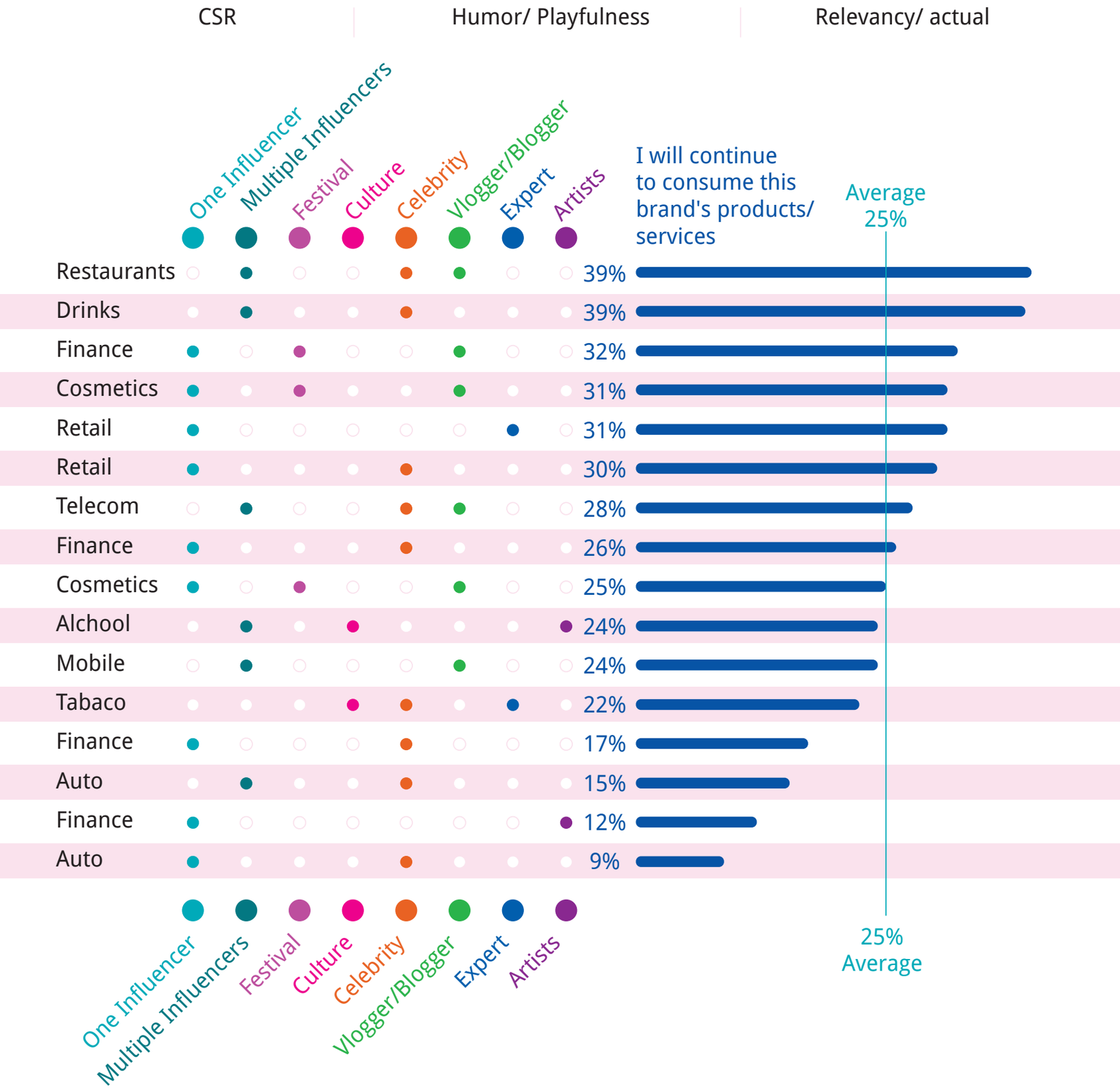
Convince through multiple influencers

Tackle areas hard accessible to consumers (e.g. culture, art, personal development)

Experts

Determine Brand Loyalty

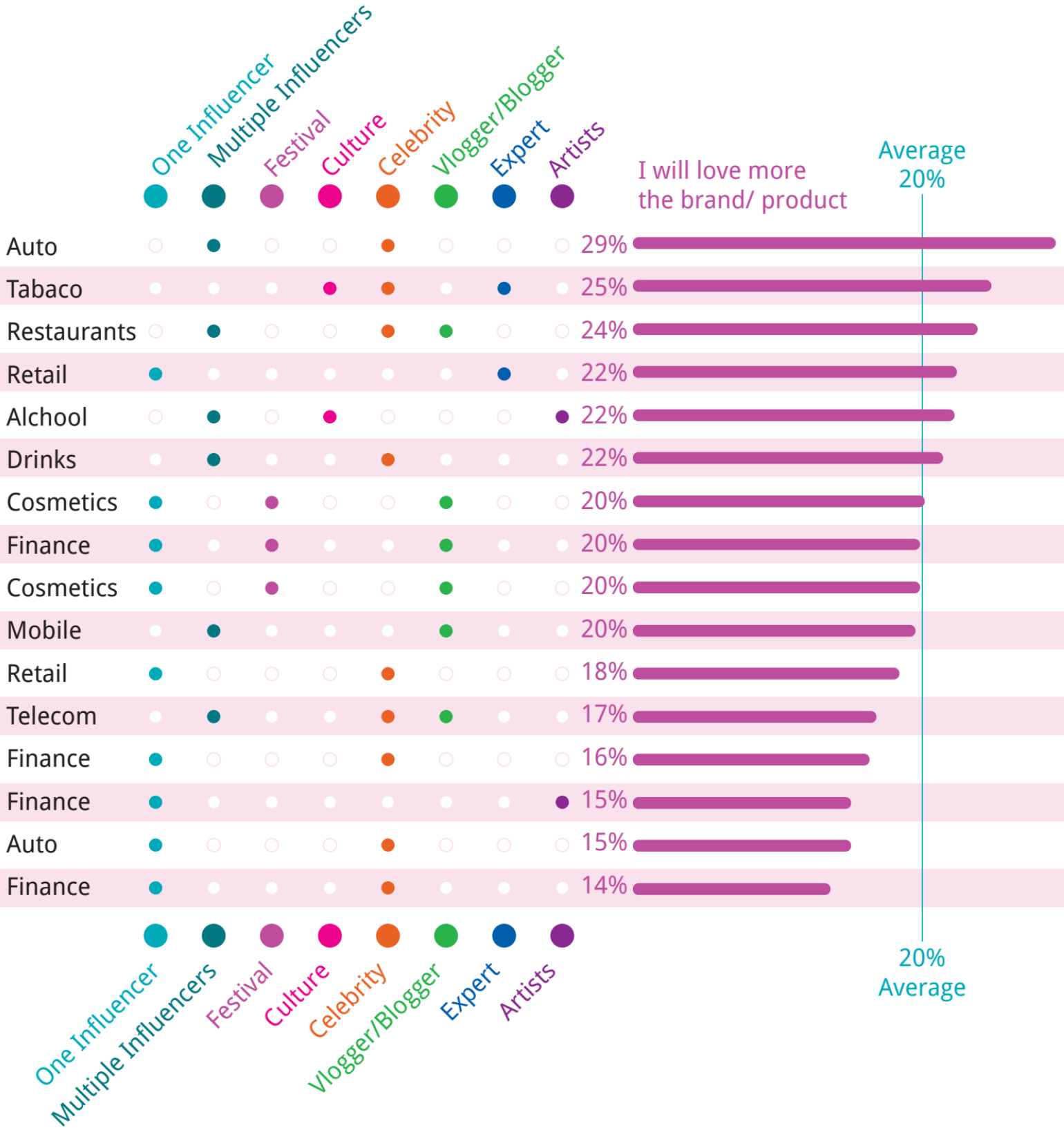
Emotional connection determine users to continue to use the brand:



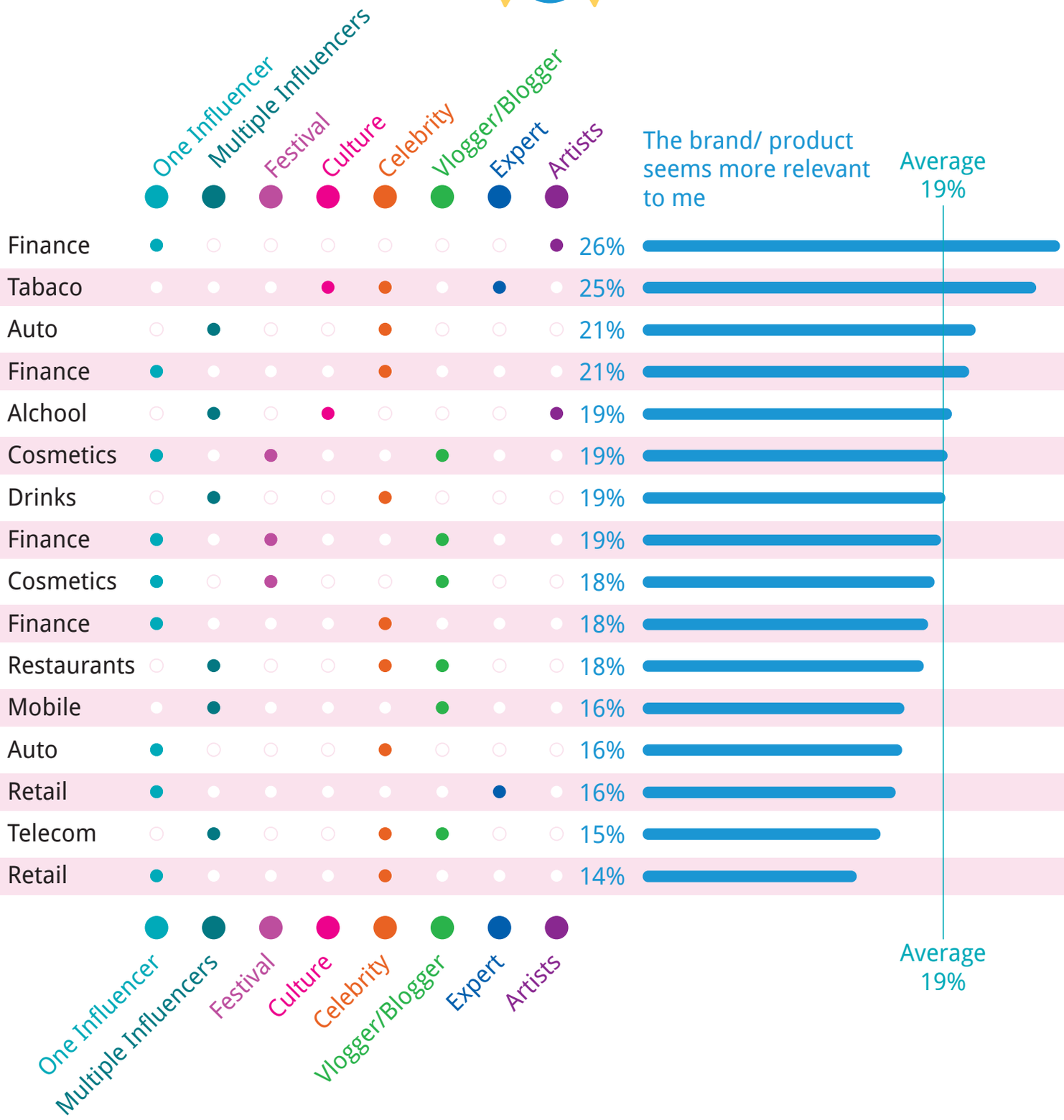
Determine Brand Love

In order to determine brand love, influencers campaigns should:

Be modern & youthful | Underline brand/ product quality | Be fun/ playful | Be inspirational and show brand involvement in society



Increase Brand Relevancy



From what areas wish consumers to see influencers campaigns?

66%
Education

61%
Personal/ professional development

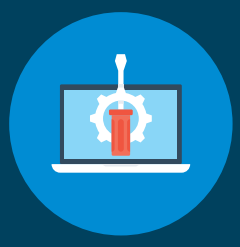
53%
Culture

52%
Social responsibility

51%
Gastronomy

45%
Lifestyle/ Entertainment

42%
Sustainability

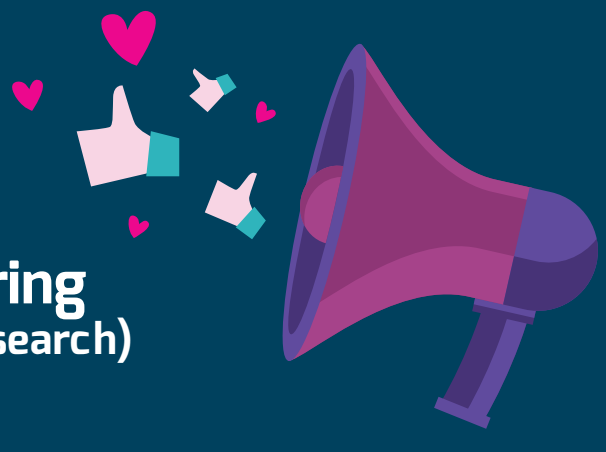


39%
Technical/ DYI

1% Other

What should be the role of influencers?

To promote a healthy lifestyle	67%
To inspire people	65%
To educate consumers	62%
To encourage environment protection	59%
To contribute to community development	59%
To encourage civic spirit	55%
To promote cultural activities	45%
To help promote brands	38%
Don't know/ No answear	1%
Other Role	1%



What actually are campaigns delivering
(average scores of evaluated campaigns during research)

Shows brand involvement in society/ community	17%
It made me feel good	15%
It fits my personality	11%
Is social responsible	11%
Is sustainable	9%
It made me trust myself	8%
It helps my development	7%

Ask for details from consumer@ro.starcomworldwide.com