Starcom SMG

HUMANGRAPHEXPERIENCE

INFLUENCE ME 2020

The Power of Influence

Second Edition

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

Trend

Top 5 Campaigns

	2019		2020
1	79%	65%	
	Telecom	COVID Context	
	Multiple influencers	Celebrity& Vlogger/ Blogger	
	Celebrity& Vlogger/ Blogger	Multiple influencers	
	Digital Series	Telecom	
2	75%	64%	
	Retail	Digital Series	
	One Influencer	Expert	
	Celebrity	One Influencer	
	Digital Series	Retail	
3	70%	54%	
	Drinks	Image	
	Multiple Influencers	Celebrity	
	Celebrity	One Influencer	
	Product Focus	Retail	
4	68%	49%	
	Finance	CSR	
	One Influencer	Celebrities	
	Festival Vlogger/ Blogger	Multiple influencers	
	Product Focus	Retail	
5	54%	47%	
	Restaurants	HairCare Product Focus	
	Multiple Influencers	Multiple influencers	
	Celebrities& Vloggers Bloggers	Cosmetic	
	CSR		

Elements that trigger influencers campaign awareness :

Creating **meaningful content**, such as **contextual communication** (based on COVID situation), to be **useful** for the consumer (product testing), **CSR**

Continue to **use influencers fit with your products/ services**, are more credible and memorable if they also are recognized as **experts** within the category

Awareness is driven also by a **continuous communication**, such as series with influencers that have in focus your products/services (ex. **digital series**)

Trend

Top 5 Campaigns

	2019	2020
1	51%	64%
	Finance, One Influencer, Artist, Image	Make Up Product Focus, One influencer, Cosmetic
2	53%	63%
	Alchool, Multiple Influencers, Artists, Culture	Product Testing, Expert, One Influencer, Mobile
3	54%	63%
	Mobile, Multiple influencers, Vloggers/ Bloggers, Product Testing	Contest, One Influencer, Finance
4	57%	60%
	Mobile, 2 Influencers, Celebrity, Product Focus	Product Focus, Sportsman, One Influencer, Mobile
5	58%	58%
	Auto, One Influencer, Celebrity, Product Focus	Digital Events, One Celebrity, Tabaco

Elements that stimulate research:

Put the **product in foreground** and make the influencer a communication anchor

Experts presenting tech products/ services (ex: auto, mobile) open a door for a personal in-depth research

Digital events, substitutes for offline experiences (ex: culture, Tabaco_One Celebrity_ Digital_Events, Finance_DigitalSeries)

Put Brand on Shortlist

Trend

Top 5 Campaigns

	2019	2020
1	43%	51%
	Cosmetics Festival, One Influencer, Vlogger/ Blogger, Product Focus	Make Up Product Focus, One influencer, Cosmetic
2	42%	48%
	Mobile, Multiple Influencers, Vloggers/ Bloggers, Product Testing	Product Focus, Celebrity, Multiple Influencers, Mobile
3	42%	44%
	Retail, One Influencer, Expert, Digital Series	Make-Up Product Testing, One influencer, Cosmetic
4	41%	42%
	Alchool, Culture, Multiple Influencers, Artists	Contest, One influencer, Finance
5	39%	42%
	Auto, One Influencer, Celebrity, Product Focus	HairCare Product Focus, Multiple influencers, Cosmetic

Elements that drive consideration in:

Continue to use **multiple influencers campaigns**

No matter the context we are in, **campaigns with focus on products/services** put the brand on shortlist

Contest Influencer Campaigns

Determine to Buy The Brand

Trend

Top 5 Campaigns

	2019	2020
1	28%	31%
	Restaurants, Multiple Influencers, Celebrities &Vloggers/ Bloggers, CSR	MakeUp Product Testing, Multiple influencers, Cosmetic
2	27%	30%
	Mobile, 2 Influencers, Celebrity, Product Focus	Contest, One Influencer, Finance
3	26%	30%
	Cosmetics Festival, One Influencer, Vlogger/ Blogger, Product Focus	Product Testing, Celebrities, Multiple Influencers, Retail
4	26%	29%
	Alchool, Artists, Multiple Influencers, Culture	Make Up Product Focus, One influencer, Cosmetic
5	26%	29%

Retail | One Influencer | Celebrity | Digital Series | Product Focus HairCare | Multiple Influencers | Cosmetic

Elements that determine consumers to buy the brand:

Continue to **use multiple influencers campaigns**

Contest Influencer Campaigns

Show more **product testing** campaigns with influencers

Determine Brand Loyalty

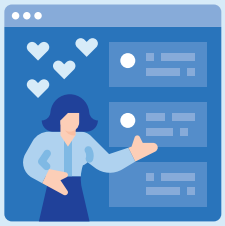
Top 5 Campaigns

	2019		2020	
1	39%	Restaurants, Multiple Influencers, Celebrities& Vloggers/ Bloggers, CSR	34%	Podcast, Celebrities Vlogger/ Blogger, Multiple Influencers, Finance
2	39%	Drinks, Multiple Influencers, Celebrities, Product Focus	34%	Image, Celebrity, One influencer, Retail
3	32%	Finance Festival, One Influencer, Vlogger/ Blogger, Product Focus	32%	Digital Series, Expert, One influencer, Retail
4	31%	Cosmetics Festival, One Influencer, Vlogger/ Blogger, Product Focus	30%	Make Up Product Testing, Multiple influencers, Cosmetic
5	31%		30%	

Retail | One Influencer | Expert | Digital Series | Vlogger/ Blogger | One influencer | Finance Festival

Emotional connection determine users to continue to use the brand:

Be there for your consumers through a **continuous** and **consistent communication** (ex: digital series)



Personal inspirational stories (ex. podcast campaign)

Relevancy in the actual pandemic context

Determine Brand Love

Trend

Top 5 Campaigns

	2019	2020
1	29%	25%
	Auto, Multiple Influencers, Celebrity, Product Focus	Podcast, Celebrities Vlogger/ Blogger, Multiple Influencers, Finance
2	25%	25%
	Tabaco, Celebrities& Experts, Culture	Face Care Product Focus, Multiple influencers /Celebrities, Cosmetic
3	24%	24%
	Restaurants, Multiple Influencers, Celebrities& Vloggers/ Bloggers, CSR	Digital Series, Expert, One Influencer, Retail
4	22%	22%

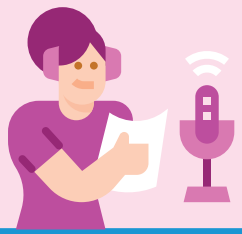
Retail | One Influencer | Expert | Digital Series | Product Testing | Expert | One influencer | Mobile

5

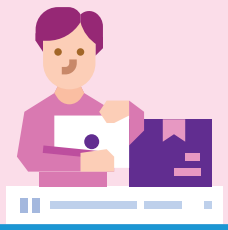
22% | 21%

Alchool | Artists | Multiple Influencers | Culture | Contest | One influencer | Finance

In order to determine brand love, influencers campaigns should:



Be inspirational, through **personal stories**



Use **experts**, that underline brand/ product quality

Be dynamic, through prize contests

Increase Brand Relevancy

Trend

Top 5 Campaigns

2019 | 2020

1

26% | 25%

Finance | One Influencer | Artist | Digital Series | Product Focus | Celebrity | Multiple Influencers | Mobile

2

25% | 22%

Tabaco | Celebrities& Experts | Culture | Face Care Product Testing | One influencer | Cosmetic

3

21% | 22%

Finance | One Influencer | Celebrity | Image

Product Focus FaceCare | Multiple influencers | Celebrities | Cosmetic

21% **4** 22%

Auto | Multiple Influencers | Celebrity | Product Focus

MakeUp Product Testing | Multiple Influencers | Cosmetic

19% **5** 21%

Alchool | Artists | Multiple Influencers | Culture

Product Focus | Celebrity | One Influencer | Mobile

In order to increase brand relevancy, influencers campaigns should:

Use **multiple influencers**

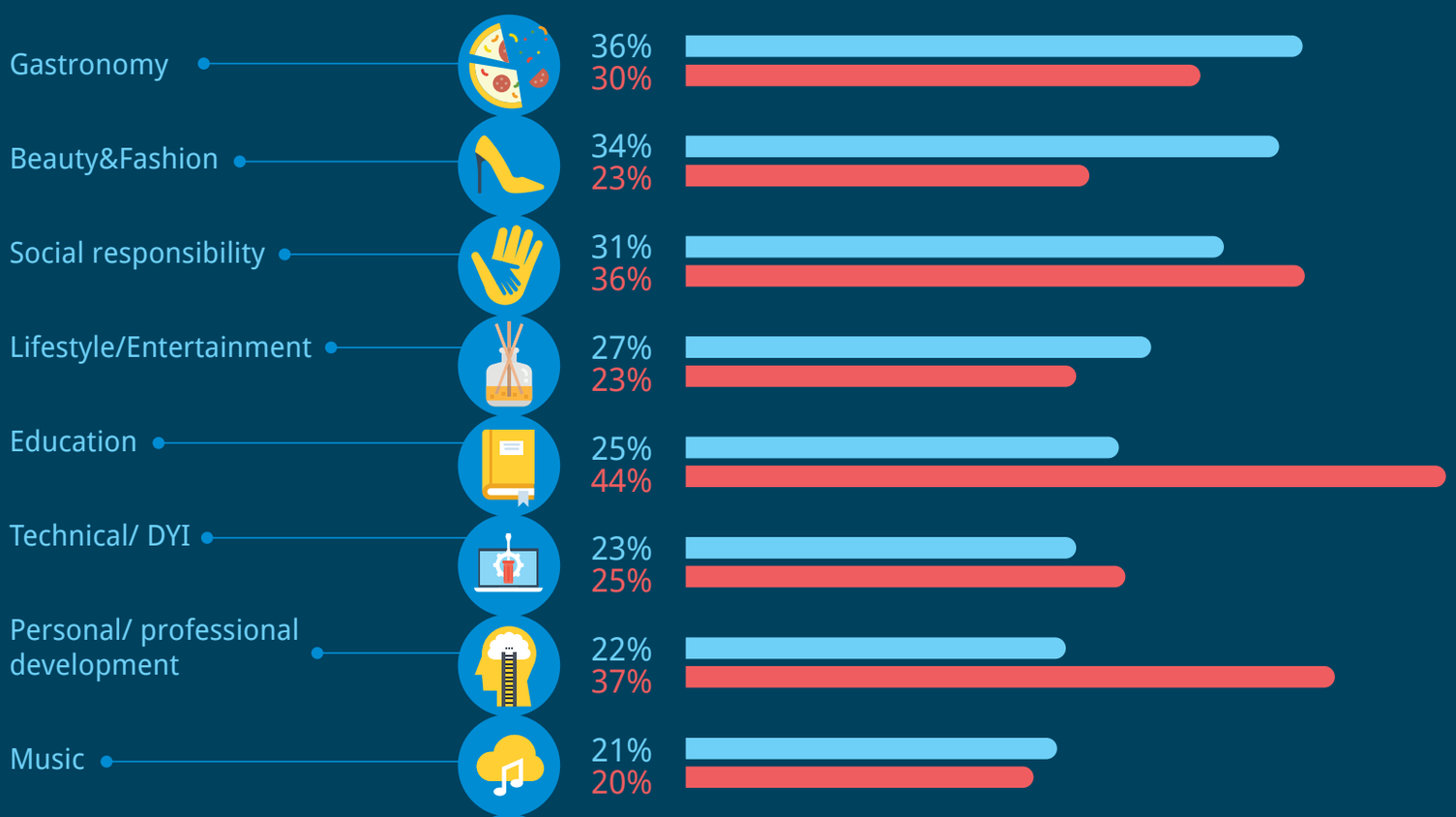
Using in campaigns **inspirational artists**

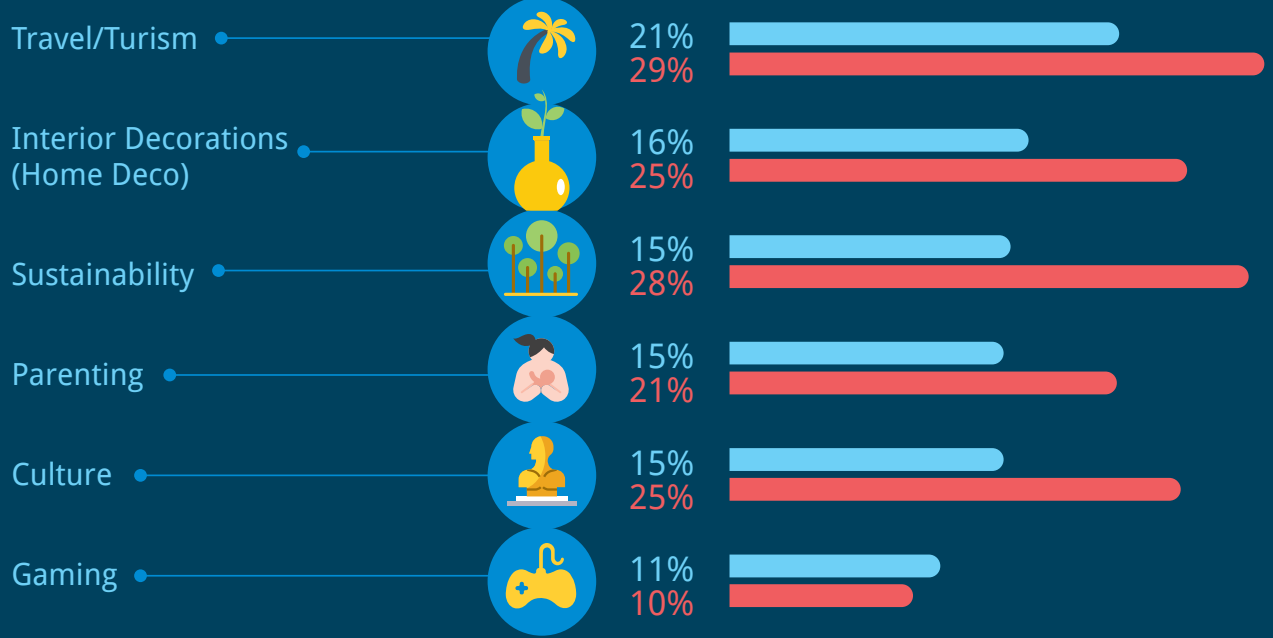
Products/services testing

Use **influencers fit with your category**

Areas of Influencers Campaigns during Pandemic period

Seen most often during pandemic period | Wish to see during pandemic period





The Influencer Role during Pandemic Period

59%
To promote a healthy lifestyle

57%
To encourage civic spirit

54%
To inspire people

53%
To educate consumers

51%
To contribute to community development

48%
To encourage environment protection

29%
To promote cultural activities

26%
To help promote brands

Ask for details from consumer@ro.starcomworldwide.com