Starcom SMG

DATA INTELLIGENCE

HUMANGRAPHEXPERIENCE

InfluenceMe 2021

THE POWER OF INFLUENCE

3RD EDITION

METHODOLOGY

10.2021

WHO?
Men and women, 18+, from urban areas

HOW?
Computer Assisted Interviews (CAWI)

HOW MANY?
1000 respondents

WHERE?
Urban representative sample

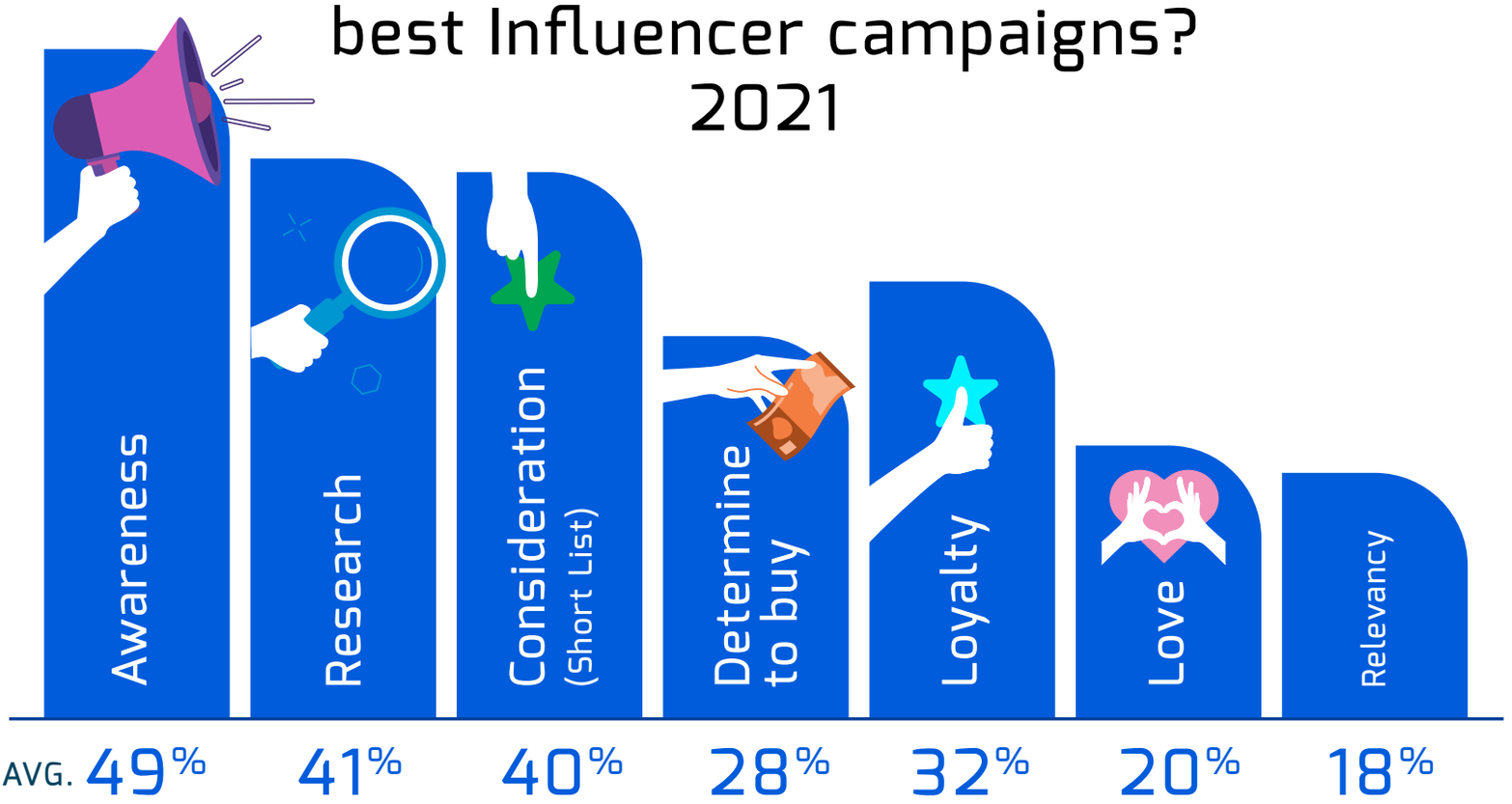
WHEN?
August - September

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.

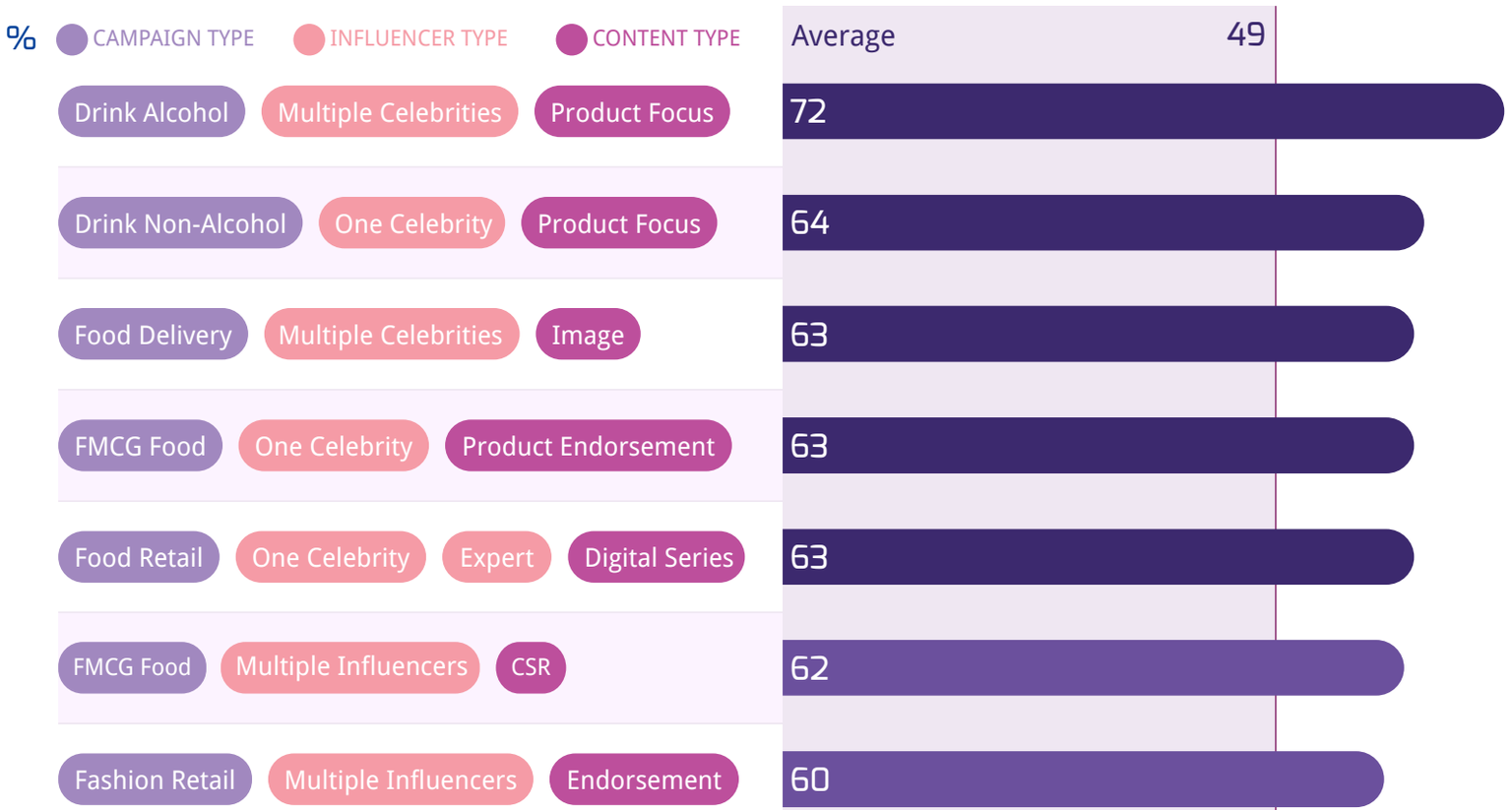
On which Purchase Funnel KPI builds

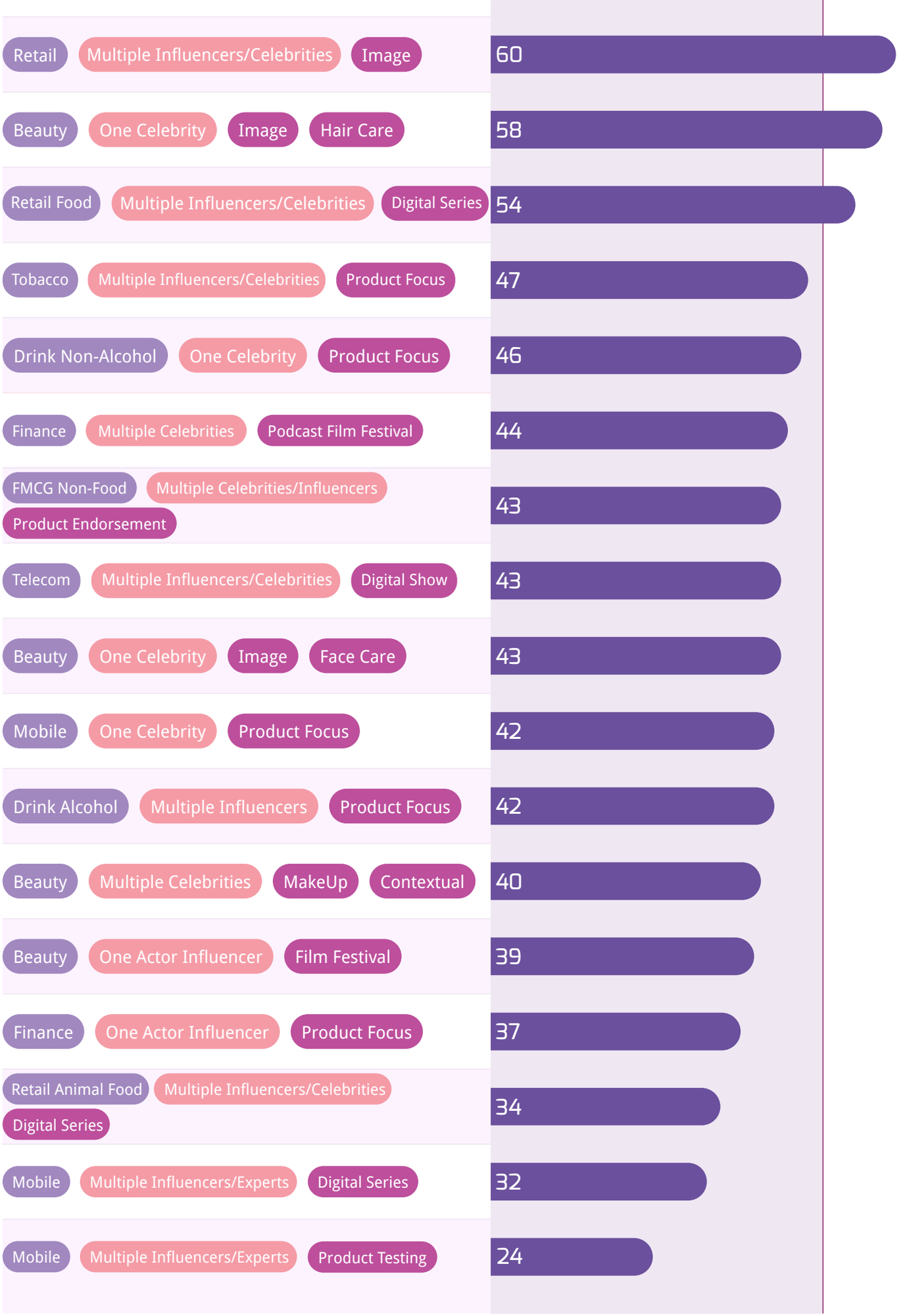
best Influencer campaigns? 2021



Influence of Awareness

2021





Influence of Awareness Trend

TOP 5 CAMPAIGNS

CAMPAIGN TYPE | INFLUENCER TYPE | CONTENT TYPE

	1	2	3	4	5
2021	72%	64%	63%	63%	63%
	Drink Alcohol	Drink Non-Alcohol	Food Delivery	FMCG Food	Food Retail
	Multiple Celebrities	One Celebrity	Multiple Celebrities	One Celebrity	One Celebrity
	Product Focus	Product Focus	Image	Product Endorsement	Expert
					Digital Series
2020	65%	64%	54%	49%	47%
	Telecom	Retail	Retail	Retail	Beauty
	Multiple Influencers	One Influencer	One Influencer	Multiple Influencers	Multiple Influencers
	Celebrity&Vlogger/ Blogger	Expert	Celebrity	Celebrities	Product Focus
	COVID Context	Digital Series	Image	CSR	Hair Care
2019	79%	75%	70%	68%	54%
	Telecom	Retail	Drinks	Finance	Restaurants
	Multiple Influencers	One Influencer	Multiple Influencers	One Influencer	Multiple Influencers
	Celebrity&Vlogger/ Blogger	Celebrity	Celebrities	Vlogger/Blogger	Celebrities&Vloggers
	Digital Series	Digital Series	Product Focus	Festival	Bloggers
				Product Focus	CSR

KEY TAKEAWAYS

Elements that trigger influencers campaign awareness in 2021:

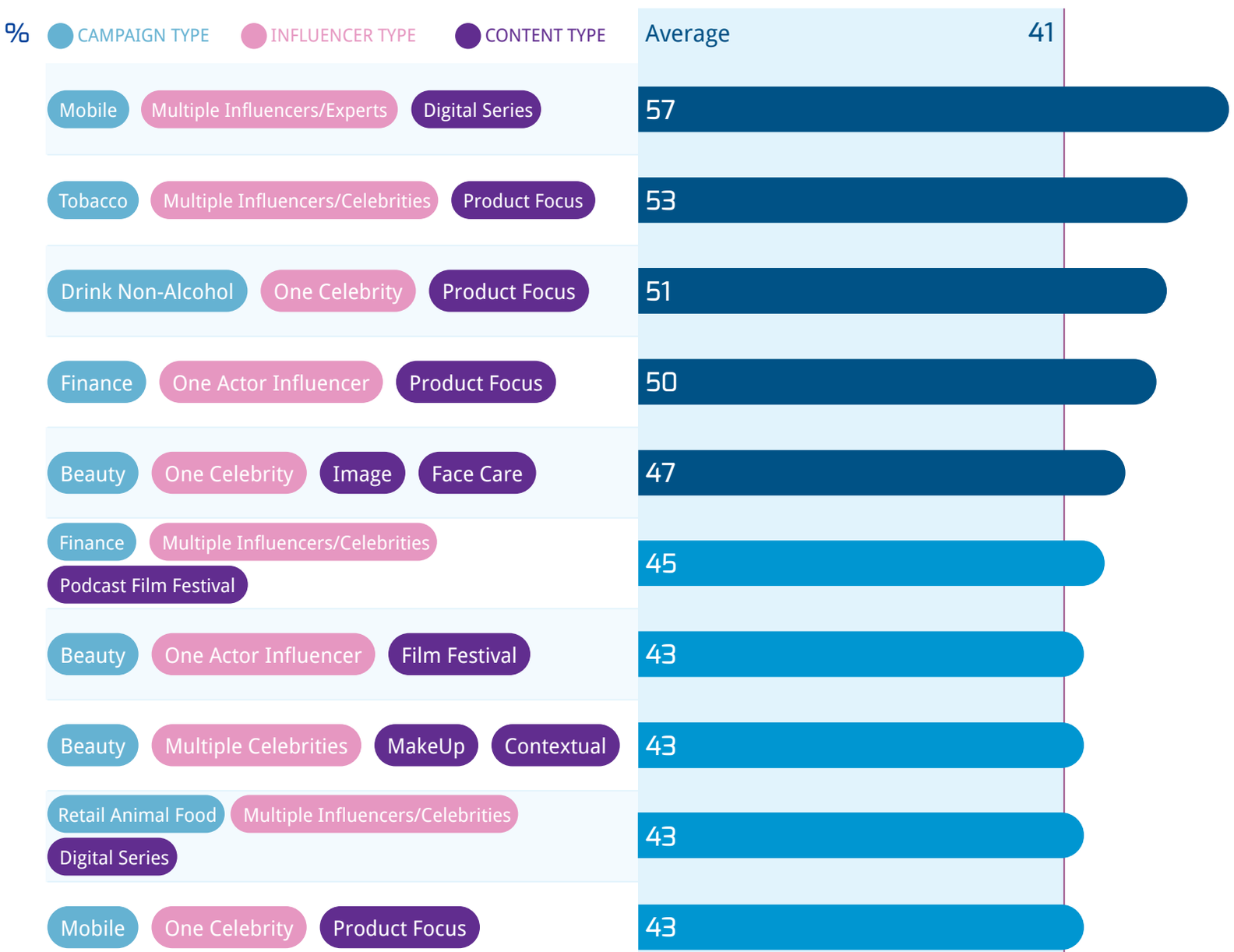
Having a **multi channel approach**, especially with **TV support** (top channel in terms of driving awareness);

Celebrity endorsement and **message consistency**;

Creating a story through digital series, with focus on products & influencer/ celebrity expertise.

Stimulate Research

2021



Mobile	Multiple Influencers/Experts	Product Testing		42
Retail Food	Multiple Celebrities/Influencers	Digital Series		42
Telecom	Multiple Influencers/Celebrities	Digital Show		41
Beauty	One Celebrity	Image	Hair Care	41
Food Retail	One Celebrity	Expert	Digital Series	39
FMCG Food	One Celebrity	Product Endorsement		38
Fashion Retail	Multiple Influencers	Endorsement		38
Food Delivery	Multiple Celebrities	Image		38
Drink Alcohol	Multiple Influencers	Product Focus		38
FMCG Non-Food	Multiple Celebrities/Influencers	Product Endorsement		35
Retail	Multiple Influencers/Celebrities	Image		32
Drink Alcohol	Multiple Celebrities	Product Focus		30
Drink Non-Alcohol	One Celebrity	Product Focus		29
FMCG Food	Multiple Influencers	CSR		29

Stimulate Research Trend

TOP 5 CAMPAIGNS

CAMPAIGN TYPE | INFLUENCER TYPE | CONTENT TYPE

	1	2	3	4	5
2021	57%	53%	51%	50%	47%
	Mobile	Tobacco	Drink Non-Alcohol	Finance	Beauty
	Multiple Influencers /Experts	Multiple Influencers /Celebrities	One Celebrity	One Actor Influencer	One Celebrity
	Digital Series	Product Focus	Product Focus	Product Focus	Image
					Face Care
2020	64%	63%	63%	60%	58%
	Beauty	Finance	Mobile	Mobile	Tobacco
	One Influencer	One Influencer	One Influencer	One Influencer	One Celebrity
	Product Focus	Contest	Expert	Sportsman	Digital
	MakeUp		Product Testing	Product Focus	Events
2019	58%	57%	54%	53%	51%
	Finance	Alcohol	Mobile	Mobile	Auto
	One Influencer	Culture	Multiple Influencers	2 Influencers	One Influencer
	Artist	Multiple Influencers	Vlogger/Blogger	Celebrity	Celebrity
	Image	Artists	Product Testing	Product Focus	Product Focus

KEY TAKEAWAYS

Elements that stimulate research in 2021:

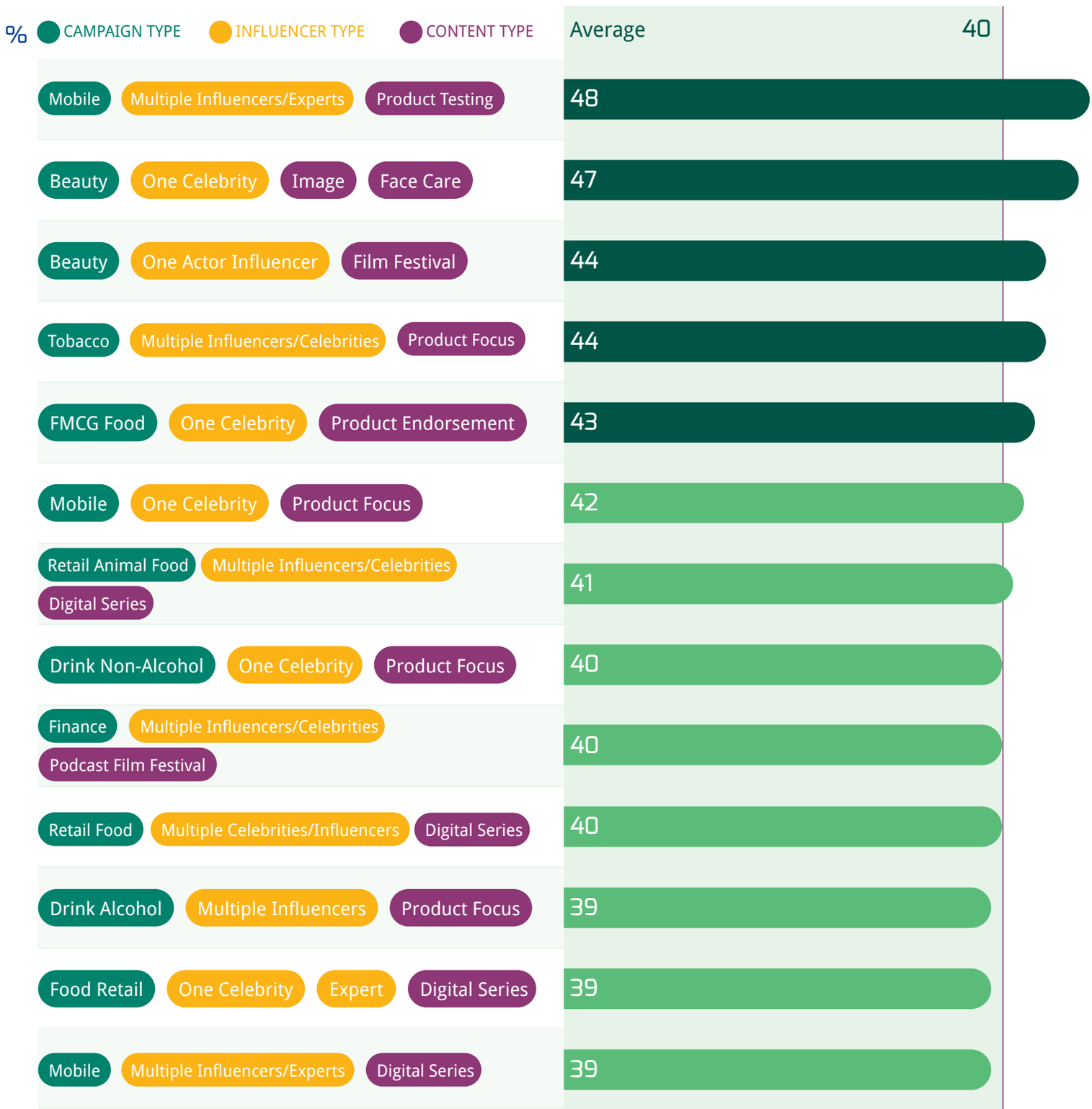
Product novelty and **unexpected associations between brand** and **influencer**;

Technical categories (ex: campaigns about finance, mobile) open a door for a personal in-depth research;

Digital series with focus on experts' **professional stories**.

Put Brand on Short List

2021



FMCG Food	Multiple Influencers/Celebrities	CSR		39
Beauty	One Celebrity	Image	Hair Care	38
Finance	One Actor Influencer	Product Focus		38
Food Delivery	Multiple Celebrities	Image		37
Drink Non-Alcohol	One Celebrity	Product Focus		37
Telecom	Multiple Influencers/Celebrities	Digital Show		37
FMCG Non-Food	Multiple Celebrities/Influencers	Product Endorsement		37
Drink Alcohol	Multiple Celebrities	Product Focus		36
Beauty	Multiple Celebrities	MakeUp	Contextual	35
Fashion Retail	Multiple Influencers	Endorsement		34
Retail	Multiple Influencers/Celebrities	Image		33

Put Brand on Short List

TOP 5 CAMPAIGNS

CAMPAIGN TYPE · INFLUENCER TYPE · CONTENT TYPE

1	2	3	4	5
48%	47%	44%	44%	43%
Mobile	Beauty	Beauty	Tobacco	FMCG Food
Multiple Influencers /Experts	One Celebrity	One Actor Influencer	Multiple Influencers /Celebrities	One Celebrity
Product Testing	Image	Film Festival	Product Focus	Product Endorsement
	Face Care			

2021

2020	51%	48%	44%	42%	42%
	Beauty	Mobile	Beauty	Beauty	Finance
	One Influencer	Multiple Influencers	One Influencer	Multiple Influencers	One Influencer
	Product Focus	Celebrity	Product Testing	Product Focus	Contest
	MakeUp	Product Focus	MakeUp	Hair Care	
2019	43%	42%	42%	41%	39%
	Beauty	Retail	Mobile	Alcohol	Auto
	Festival	One Influencer	Multiple Influencers	Culture	One Influencer
	One Influencer	Expert	Vloggers/Bloggers	Multiple Influencers	Celebrity
	Vlogger/Blogger	Digital Series	Product Testing	Artists	Product Focus
	Product Focus				

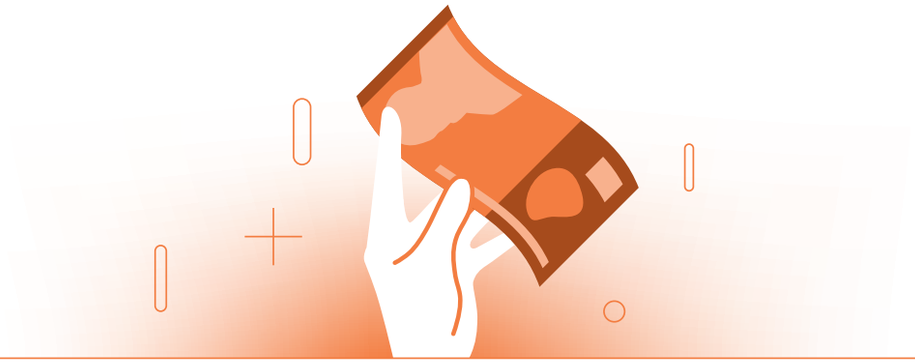
KEY TAKEAWAYS

Elements that drive consideration in 2021:

Higher media investment and presence among categories such as **FMCG, Tobacco**;

Experts campaigns are the most convincing;

Campaigns which highlight the **product/service message**;

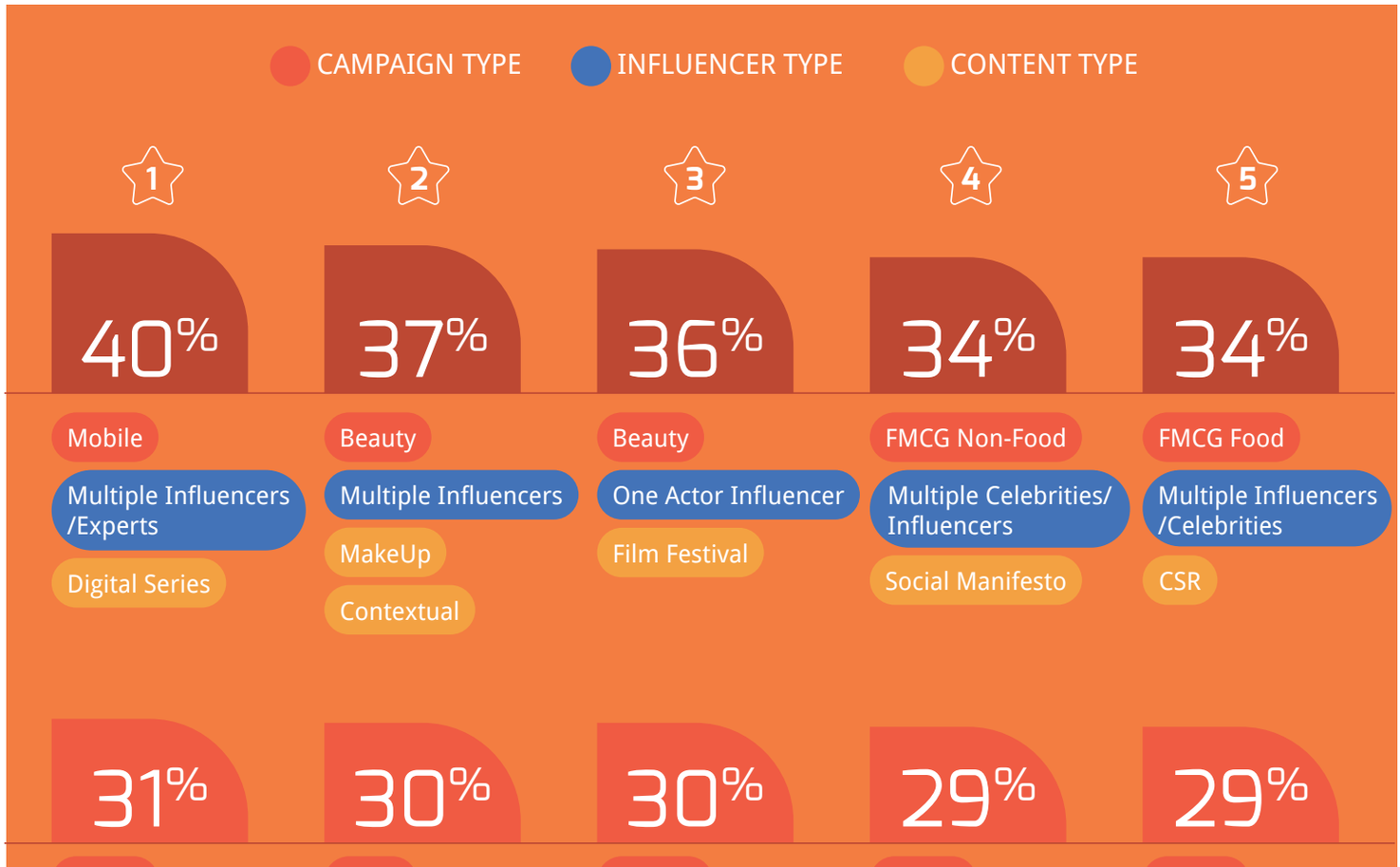


Determine to Buy The Brand

2021

Determine to Buy The Brand

TOP 5 CAMPAIGNS



2019

28%	27%	26%	26%	26%
Beauty	Retail	Finance	Beauty	Beauty
Multiple Influencers	Multiple Influencers	One Influencer	Multiple Influencers	One Influencer
Product Testing	Celebrities	Contest	Product Focus	Product Focus
MakeUp	Product Testing		Hair Care	MakeUp
Restaurants	Mobile	Beauty	Alcohol	Auto
Multiple Influencers	2 Influencers	Festival	Culture	One Influencer
Celebrities&Vloggers/ Bloggers	Celebrity	One Influencer	Multiple Influencers	Celebrity
CSR	Product Focus	Vlogger/Blogger	Artists	Digital Series
		Product Focus		

KEY TAKEAWAYS

Elements that determine consumers to buy the brand in 2021:

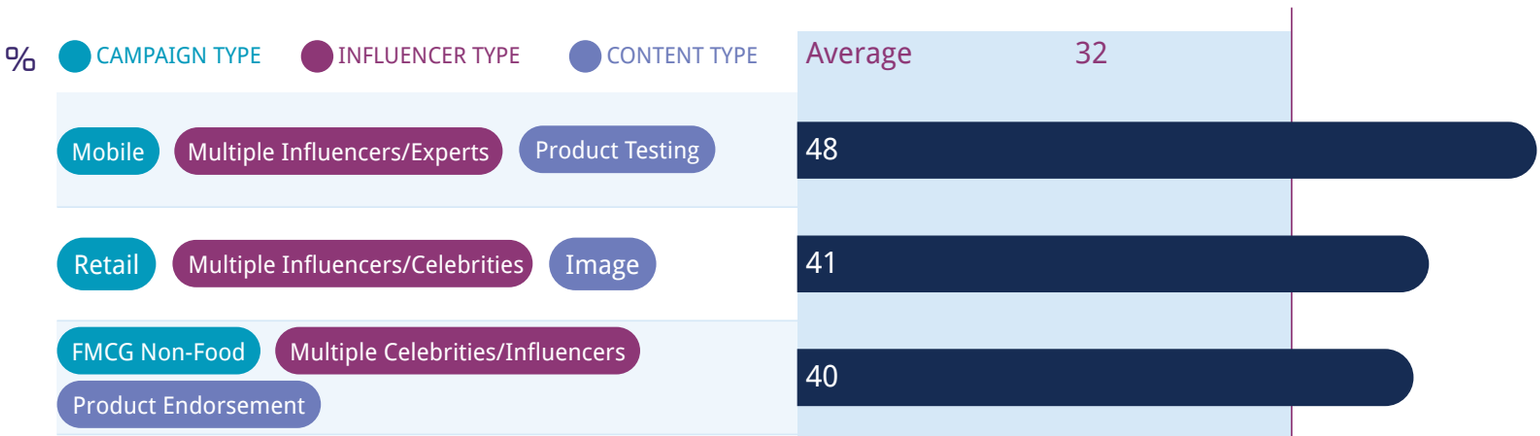
Continue to use **multiple celebrities campaigns;**

Campaigns with focus on **low investment categories (beauty, FMCG – food/ non-food);**

Campaigns with focus on **stories** and **events sell best (Digital series, Contextual communication, CSR, Festivals).**

Determine Brand Loyalty

2021



Retail Animal Food
Multiple Influencers/Celebrities
Digital Series
37
Beauty
One Celebrity
Image
Face Care
37
Beauty
Multiple Celebrities
MakeUp
Contextual
36
Retail Food
Multiple Celebrities/Influencers
Digital Series
35
FMCG Food
Multiple Influencers/Celebrities
CSR
35
FMCG Food
One Celebrity
Product Endorsement
35
Drink Non-Alcohol
One Celebrity
Product Focus
34
Beauty
One Actor Influencer
Film Festival
33
Food Retail
One Celebrity
Expert
Digital Series
33
Finance
One Actor Influencer
Product Focus
32
Tobacco
Multiple Influencers/Celebrities
Product Focus
31
Telecom
Multiple Influencers/Celebrities
Digital Show
31
Drink Alcohol
Multiple Influencers
Product Focus
31
Drink Alcohol
Multiple Celebrities
Product Focus
30
Fashion Retail
Multiple Influencers
Endorsement
29
Finance
Multiple Influencers/Celebrities
Podcast Film Festival
27
Food Delivery
Multiple Celebrities
Image
25
Beauty
One Celebrity
Image
Hair Care
24
Mobile
Multiple Influencers/Experts
Digital Series
23
Mobile
One Celebrity
Product Focus
23

Determine Brand Loyalty

TOP 5 CAMPAIGNS

CAMPAIGN TYPE | INFLUENCER TYPE | CONTENT TYPE

	1	2	3	4	5
2021	48%	41%	40%	37%	37%
	Mobile	Retail	FMCG Non-Food	Retail Animal Food	Beauty
	Multiple Influencers /Experts	Multiple Influencers /Celebrities	Multiple Celebrities/ Influencers	Multiple Influencers/ Celebrities	One Celebrity
	Product Testing	Image	Product Endorsement	Digital Series	Image
					Face Care
2020	34%	34%	32%	30%	30%
	Retail	Finance	Retail	Finance	Beauty
	One Influencer	Multiple Influencers	One Influencer	One Influencer	Multiple Influencers
	Celebrity	Celebrities	Expert	Vlogger/Blogger	Product Testing
	Image	Vlogger/Blogger	Digital Series	Festival	MakeUp
		Podcast			
2019	39%	39%	32%	31%	31%
	Restaurants	Drinks	Finance	Beauty	Retail
	Multiple Influencers	Multiple Influencers	One Influencer	Festival	One Influencer
	Celebrities&Vloggers/ Bloggers	Celebrities	Vlogger/Blogger	One Influencer	Expert
	CSR	Product Focus	Festival	Vlogger/Blogger	Digital Series
			Product Focus	Product Focus	

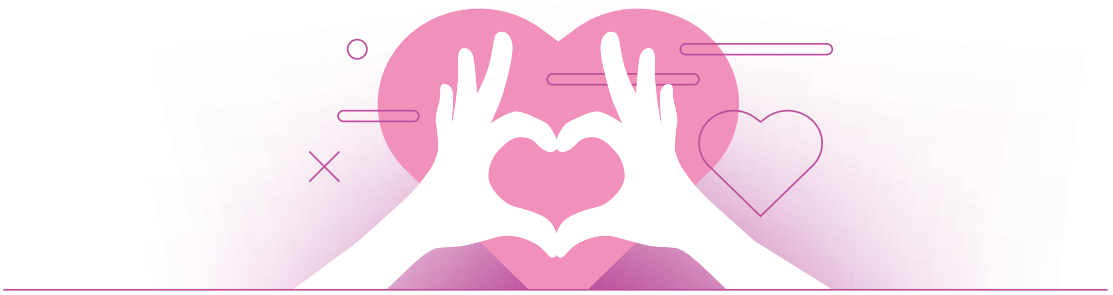
KEY TAKEAWAYS

Elements that determine brand loyalty in 2021:

Celebrity endorsement, chose a celebrity who fits your brand image and story;

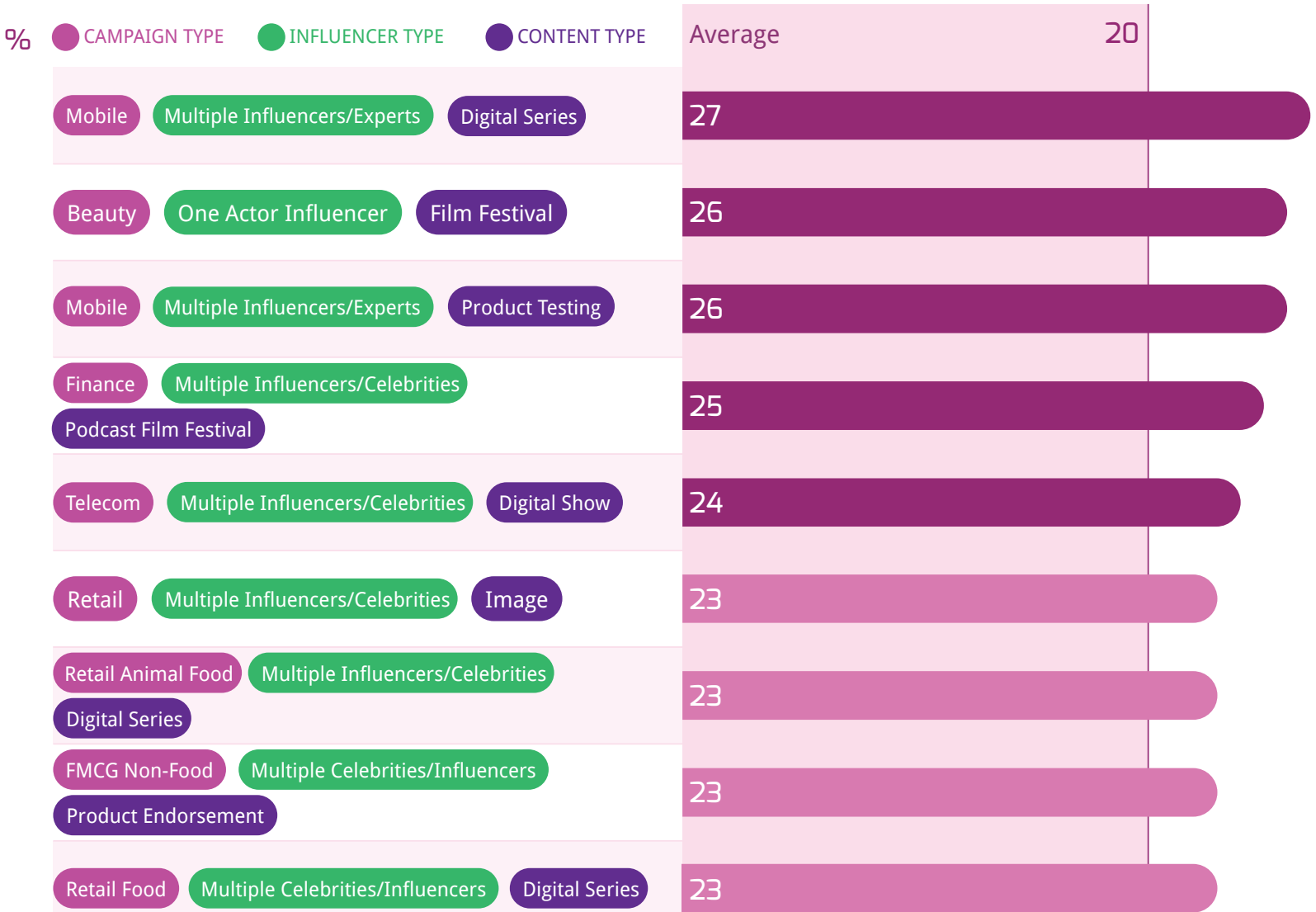
Emotional connection determine users to continue to use the brand (ex: retail digital series about animal food);

Reassure the users that your brand it's the perfect choice through **experts presence.**



Determine Brand Love

2021



Food Delivery	Multiple Celebrities	Image		21
Beauty	One Celebrity	Image	Face Care	21
Fashion Retail	Multiple Influencers	Endorsement		20
Food Retail	One Celebrity	Expert	Digital Series	20
Beauty	Multiple Celebrities	MakeUp	Contextual	20
FMCG Food	Multiple Influencers/Celebrities	CSR		19
Mobile	One Celebrity	Product Focus		19
Drink Non-Alcohol	One Celebrity	Product Focus		18
Drink Alcohol	Multiple Influencers	Product Focus		18
FMCG Food	One Celebrity	Product Endorsement		17
Beauty	One Celebrity	Image	Hair Care	16
Finance	One Actor Influencer	Product Focus		15
Tobacco	Multiple Influencers/Celebrities	Product Focus		15
Drink Non-Alcohol	One Celebrity	Product Focus		14
Drink Alcohol	Multiple Celebrities	Product Focus		14

Determine Brand Love

TOP 5 CAMPAIGNS

CAMPAIGN TYPE | INFLUENCER TYPE | CONTENT TYPE

	1	2	3	4	5
2021	27%	26%	26%	25%	24%
	Mobile	Beauty	Mobile	Finance	Telecom
	Multiple Influencers /Experts	One Actor Influencer	Multiple Influencers /Experts	Multiple Influencers /Celebrities	Multiple Influencers /Celebrities
	Digital Series	Film Festival	Product Testing	Podcast Film Festival	Digital Show
2020	25%	25%	24%	22%	21%
	Beauty	Finance	Retail	Mobile	Finance
	Multiple Influencers/ Celebrities	Multiple Influencers	One Influencer	One Influencer	One Influencer
	Product Focus	Celebrities	Expert	Expert	Contest
	Face Care	Vlogger/Blogger	Digital Series	Product Testing	
		Podcast			
2019	29%	25%	24%	22%	22%
	Auto	Tobacco	Restaurants	Retail	Alcohol
	Multiple Influencers	Celebrities&Experts	Multiple Influencers	One Influencer	Culture
	Celebrity	Culture	Celebrities&Vloggers/ Bloggers	Expert	Multiple Influencers
	Product Focus		CSR	Digital Series	Artists

KEY TAKEAWAYS

In order to determine brand love in 2021, influencers campaigns should:

Stay real and **inspirational**, through personal stories;

Focus on **influencers that make a difference** (ex: experts, actors);

Be **entertaining** and **engage their community** (ex: Telecom_Digital Show).

Determine Brand Relevancy

2021

%	CAMPAIGN TYPE	INFLUENCER TYPE	CONTENT TYPE	Average 20
	Beauty	One Actor Influencer	Film Festival	25
	Finance	Multiple Influencers/Celebrities	Podcast Film Festival	24
	Mobile	Multiple Influencers/Experts	Product Testing	23
	Finance	One Actor Influencer	Product Focus	21
	Drink Alcohol	Multiple Influencers	Product Focus	21
	Retail Animal Food	Multiple Influencers/Celebrities	Digital Series	20
	Telecom	Multiple Influencers/Celebrities	Digital Show	20
	Mobile	One Celebrity	Product Focus	20
	FMCG Non-Food	Multiple Celebrities/Influencers	Product Endorsement	20
	Beauty	Multiple Celebrities	MakeUp / Contextual	19
	Beauty	One Celebrity	Image / Face Care	19
	Fashion Retail	Multiple Influencers	Endorsement	19
	Beauty	One Celebrity	Image / Hair Care	18
	Drink Alcohol	One Celebrity	Product Focus	18
	FMCG Food	Multiple Influencers/Celebrities	CSR	18

Retail Food	Multiple Celebrities/Influencers	Digital Series	18
Retail	Multiple Influencers/Celebrities	Image	17
Food Delivery	Multiple Celebrities	Image	16
Tobacco	Multiple Influencers/Celebrities	Product Focus	16
Food Retail	One Celebrity	Expert	Digital Series	15
Mobile	Multiple Influencers/Experts	Digital Series	14
Drink Alcohol	Multiple Celebrities	Product Focus	14
Drink Non-Alcohol	One Celebrity	Product Focus	12
FMCG Food	One Celebrity	Product Endorsement	12

Determine Brand Relevancy

TOP 5 CAMPAIGNS

CAMPAIGN TYPE | INFLUENCER TYPE | CONTENT TYPE

	1	2	3	4	5
2021	25%	24%	23%	21%	21%
	Beauty	Finance	Mobile	Finance	Drink Alcohol
	One Actor Influencer	Multiple Influencers /Celebrities	Multiple Influencers /Experts	One Actor Influencer	Multiple Influencers
	Film Festival	Podcast Film Festival	Product Testing	Product Focus	Product Focus
2020	25%	22%	22%	22%	21%
	Mobile	Beauty	Beauty	Beauty	Mobile
	Multiple Influencers	One Influencer	Multiple Influencers/ Celebrities	Multiple Influencers	One Influencer
	Celebrity	Product Testing	Product Focus	Product Testing	Celebrity
	Product Focus	Face Care	Face Care	MakeUp	Product Focus
2019	26%	25%	21%	21%	19%
	Finance	Tobacco	Auto	Finance	Alcohol
	One Influencer	Celebrities&Experts	Multiple Influencers	One Influencer	Culture
	Artist	Culture	Celebrity	Celebrity	Multiple Influencers
	Digital Series		Product Focus	Image	Artists

KEY TAKEAWAYS

In order to increase brand relevancy in 2021, influencers campaigns should:

Continue using **influencers who fit with your category** and **event (ex: actor within film festival);**

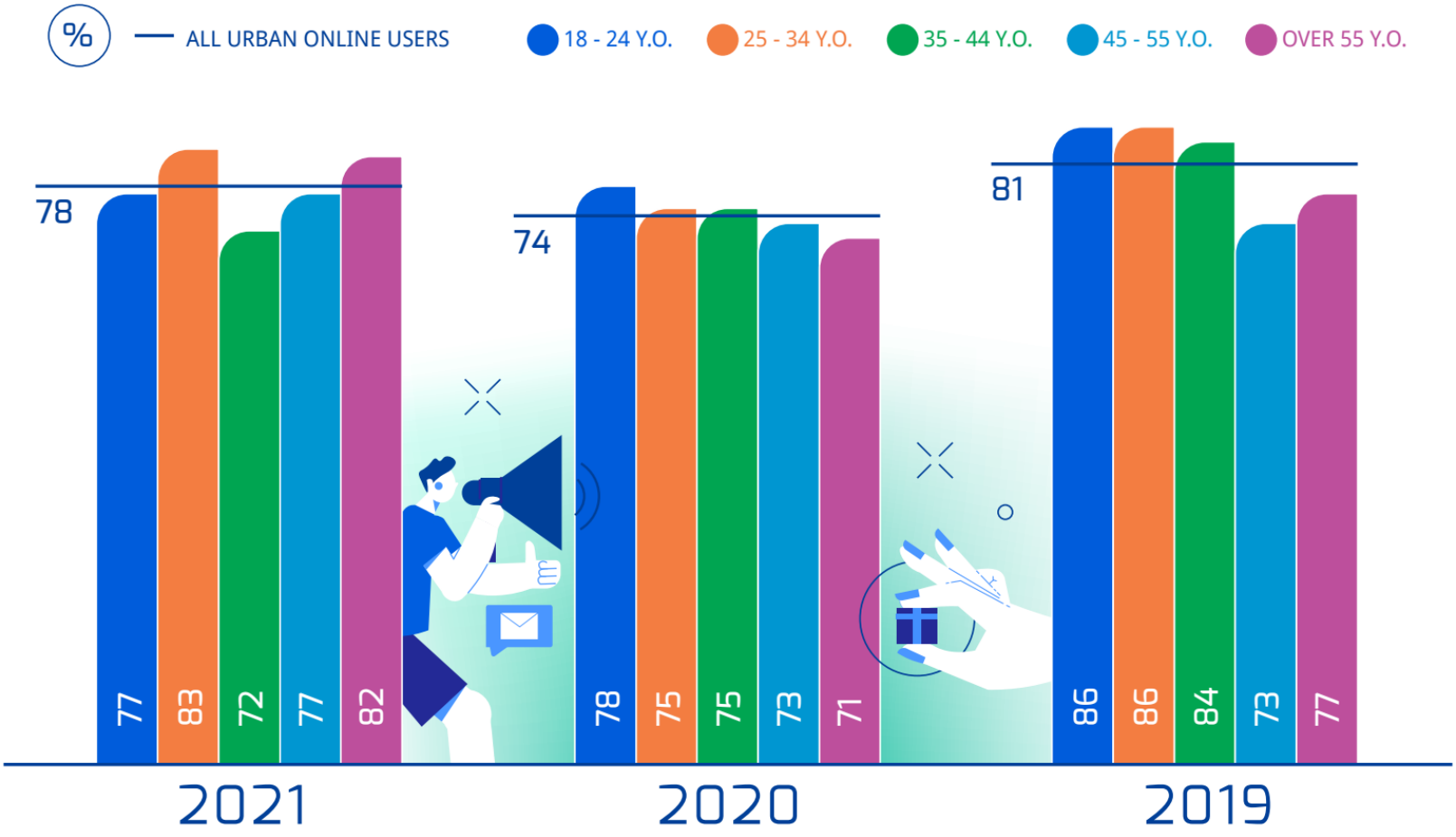
Educate consumers based on **experience** and **entertaining content** (ex: Finance_podcasts_

Continue with **product focus/testing campaigns;**

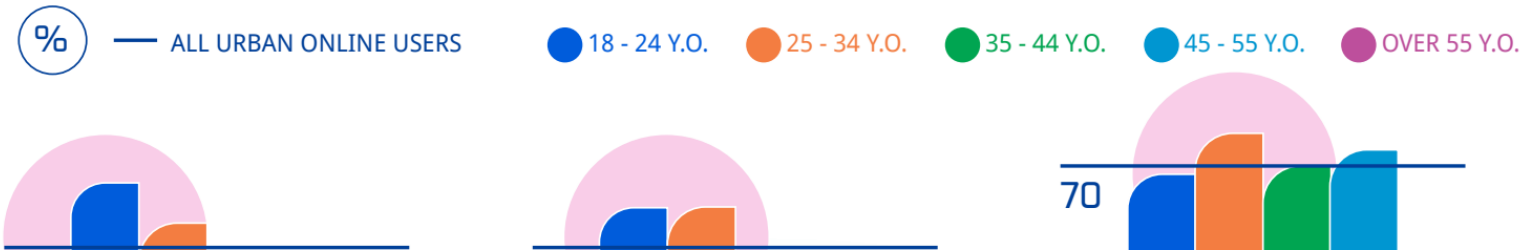
Use **personal stories** within the campaign.

Festival Film,
Finance One Actor);

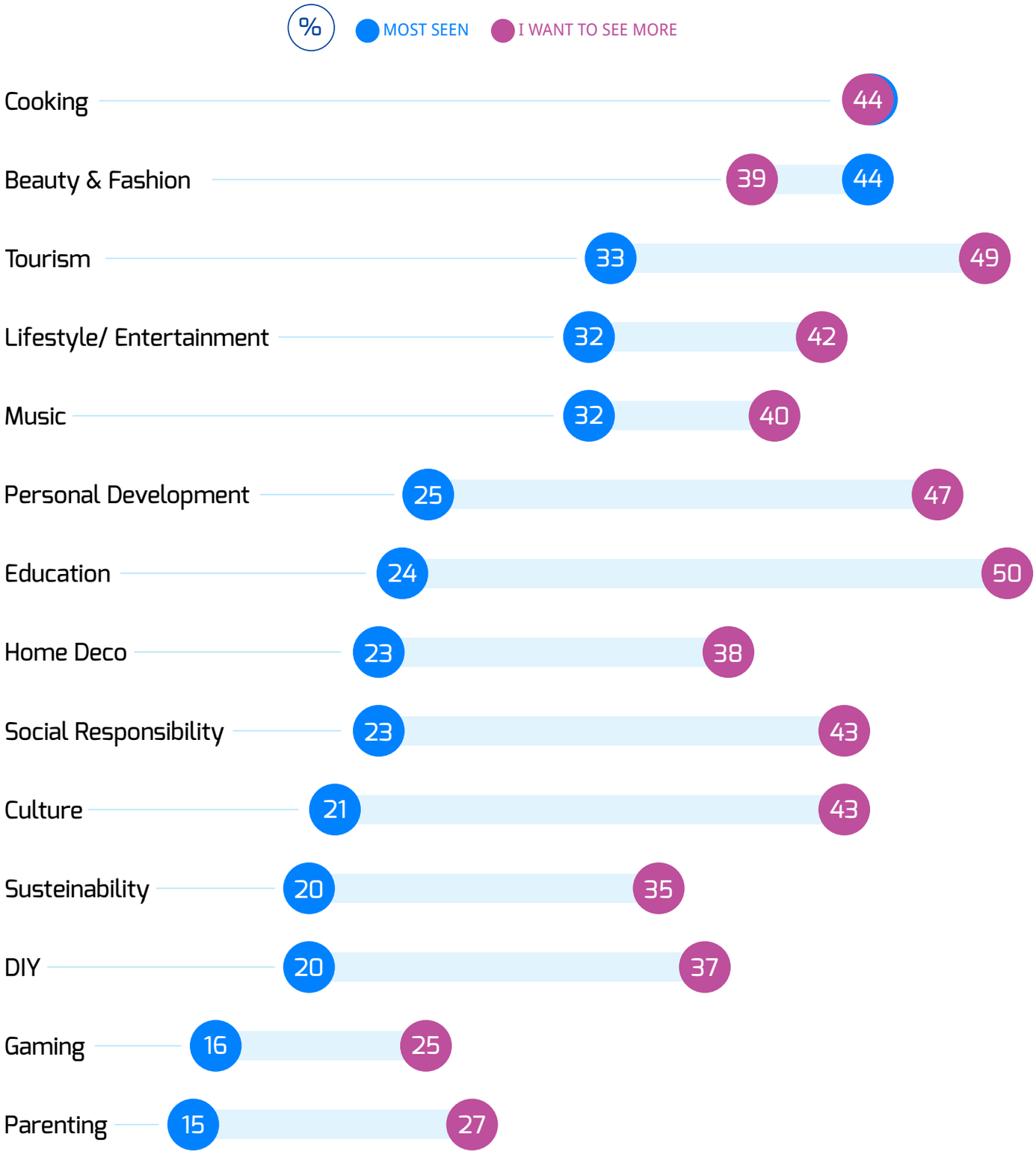
Are consumer aware that an influencer message related to a brand is advertising?



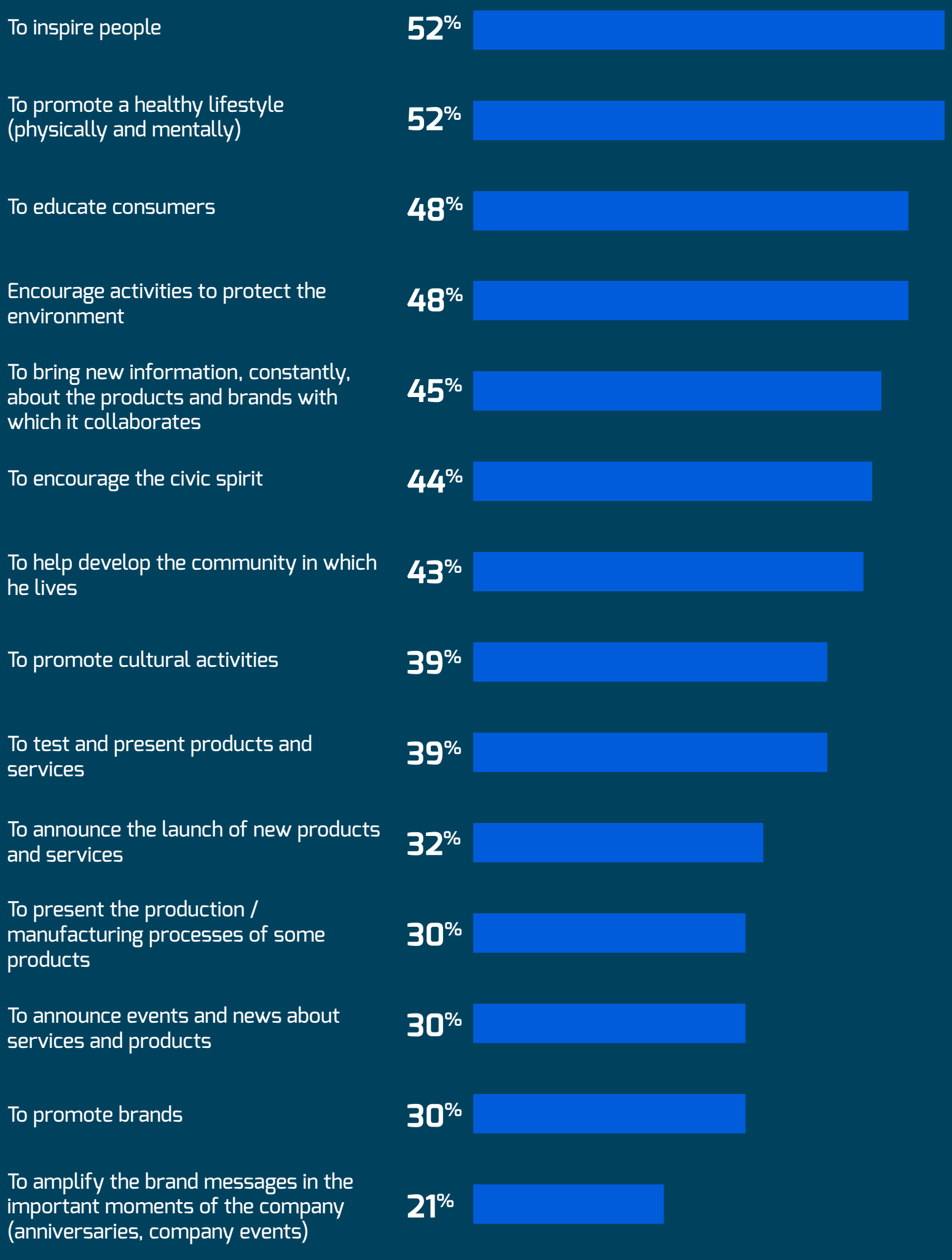
And do they still want more campaigns with influencers?



Areas of Influencers Campaigns



The Influencer Role



Ask for details from **consumer_RO@starcomww.com**