Starcom SMG

DATA INTELLIGENCE

HUMANGRAPHEXPERIENCE

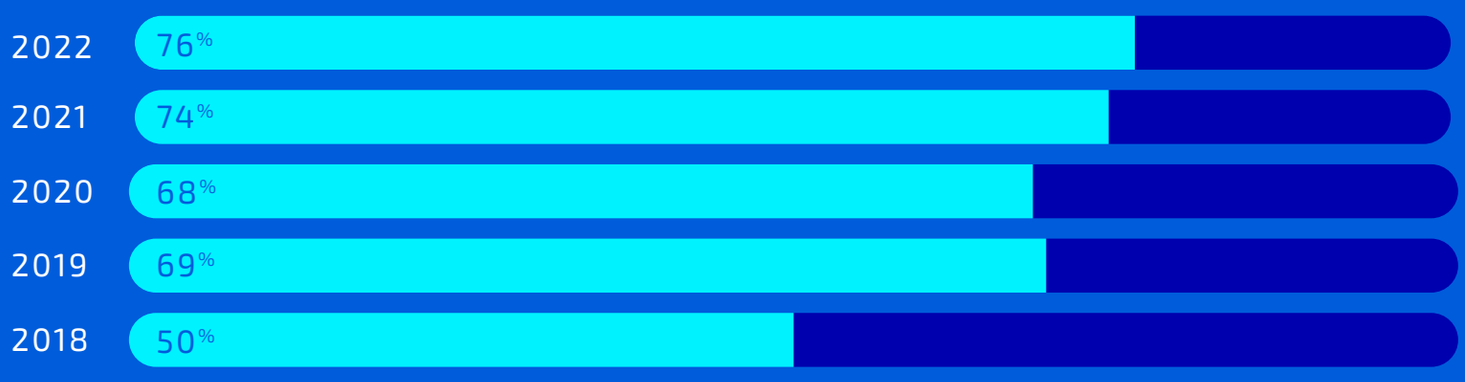
InfluenceMe 2022

THE POWER OF INFLUENCE

4TH EDITION

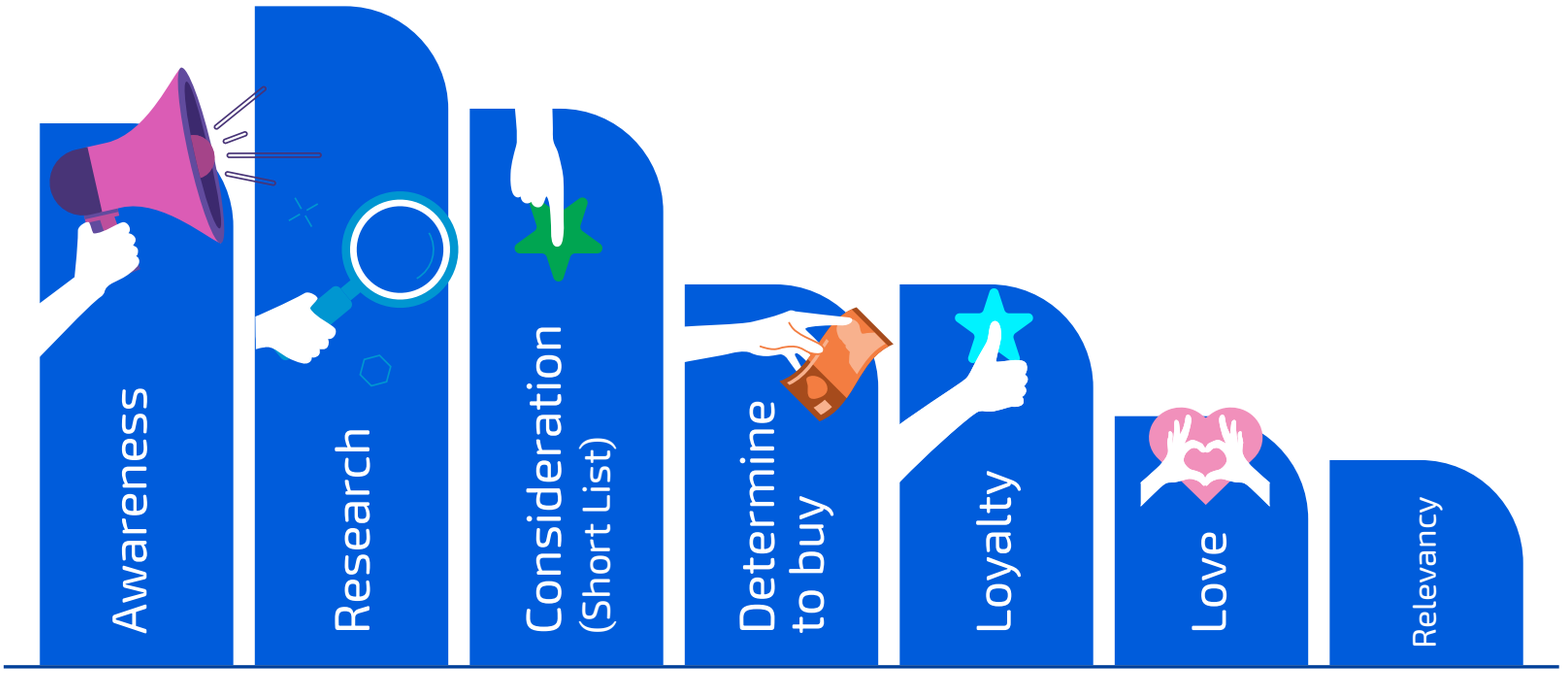
INFLUENCER DEFINITION

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.



On which Purchase Funnel KPI builds

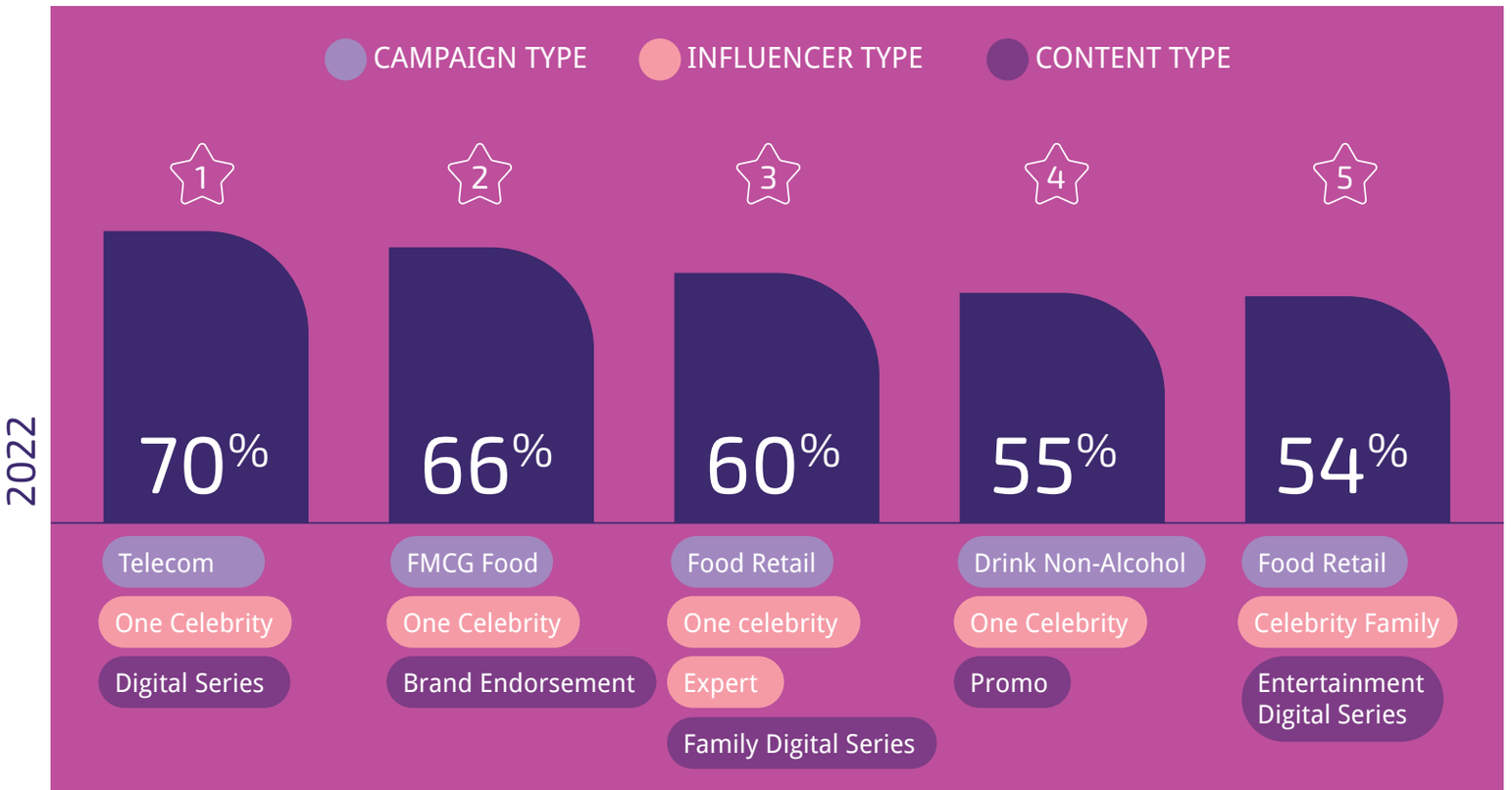
best Influencer campaigns in 2022



	Awareness	Research	Consideration (Short List)	Determine to buy	Loyalty	Love	Relevancy
AVG.	37%	45%	38%	26%	26%	17%	14%

Influence of Awareness Trend

TOP 5 CAMPAIGNS



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

KEY TAKEAWAYS

Elements that trigger influencers campaign awareness in 2022:

Having also **media support on other channels** (especially TV, which has the highest influence on awareness)

Celebrity endorsement for higher visibility

Message **consistency** and **continuity**

Stimulate Research Trend

TOP 5 CAMPAIGNS

CAMPAIGN TYPE | INFLUENCER TYPE | CONTENT TYPE

2022

1	2	3	4	5
57%	56%	55%	54%	52%
Beauty	Wellness Gadgets	Tech Gadgets	Telecom	Electronics (Self-care)
Multiple Influencers	Multiple Influencers	One Celebrity	Multiple Influencers	Multiple Influencers
Celebrities	Celebrities	Brand Endorsement	Celebrities	Product Focus
Make up	Digital Series	Product Focus	Brand Anniversary Event	
Brand Endorsement				
Multiple Products Focus				

2021

57%	53%	51%	50%	47%
Mobile	Tobacco		Finance	Beauty
Multiple Influencers /Experts	Multiple Influencers /Celebrities		One Actor Influencer	One Celebrity
Digital Series	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 2022:

Product novelty will always stimulate our consumer curiosity

Product with a **complex benefit credential**

Categories which **improve/simplify people's day to day life** (ex. wellness & tech gadgets, self care electronics)

Put Brand on Short List

TOP 5 CAMPAIGNS

CAMPAIGN TYPE | INFLUENCER TYPE | CONTENT TYPE

	1	2	3	4	5
2022	50%	49%	48%	45%	44%
	FMCG Food	Beauty	Wellness Gadgets	FMCG Non-Food	Beauty
	Multiple Influencers	Multiple Influencers	Multiple Influencers	Multiple Celebrities	Multiple Influencers
	Festival Contest	Make up	Festival Contest	Influencers	Make up
		Contextual (Festival look)	Celebrities	Sustainability	One Product Focus
			Digital Series		
2021	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			
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

KEY TAKEAWAYS

Elements that drive consideration in 2022:

Giving them a reason to put your brand on short list, make them part of the campaign (ex. engage them through contests)

Campaigns with focus on **doing good/being part of a better tomorrow**

Campaigns with focus on **their interests** (ex. Festival look, wellness gadgets)

Determine to Buy The Brand

TOP 5 CAMPAIGNS

CAMPAIGN TYPE | INFLUENCER TYPE | CONTENT TYPE

	1	2	3	4	5
2022	33%	33%	33%	31%	30%
	Beauty	Food Retail	Beauty	Telecom	FMCG Non-Food
	Multiple Influencers	Multiple Influencers	Multiple Influencers	Multiple Influencers	Multiple Celebrities
	Celebrities	Digital Cooking Show	Face Care	Celebrities	Influencers
	MakeUp		Product Testing	Brand Anniversary Event	Sustainability
	Brand Endorsement				
	Multiple Products Focus				
2021	40%	37%	36%	34%	34%
	Mobile	Beauty	Beauty	FMCG Non-Food	FMCG Food

	Multiple Influencers /Experts Digital Series	Multiple Influencers MakeUp Contextual	One Actor Influencer Film Festival	Multiple Celebrities/ Influencers Social Manifesto	Multiple Influencers /Celebrities CSR
2020	31%	30%	30%	29%	29%
	Beauty Multiple Influencers Product Testing MakeUp	Retail Multiple Influencers Celebrities Product Testing	Finance One Influencer Contest	Beauty Multiple Influencers Product Focus Hair Care	Beauty One Influencer Product Focus MakeUp
2019	28%	27%	26%	26%	26%
	Restaurants Multiple Influencers Celebrities&Vloggers/ Bloggers CSR	Mobile 2 Influencers Celebrity Product Focus	Beauty Festival One Influencer Vlogger/Blogger Product Focus	Alcohol Culture Multiple Influencers Artists	Auto One Influencer Celebrity Digital Series

KEY TAKEAWAYS

Elements that determine consumers to buy the brand in 2022:

Continue to use a **diversity of celebrities and influencers** in the campaigns

A higher frequency of exposure, so that the message is internalized and transformed into an acquisition

Campaigns that **show the product/brand benefits** (product testing, cooking shows etc.)

Determine Brand Loyalty

TOP 5 CAMPAIGNS

CAMPAIGN TYPE | INFLUENCER TYPE | CONTENT TYPE

	1	2	3	4	5
2022	36%	33%	33%	32%	32%
	FMCG Food	Food Retail	Home Appliances (Drink)	Food Retail	Finance
	One sport celebrity	Multiple Influencers	Multiple Influencers	Multiple Influencers	Multiple Influencers
	Contextual	Digital Cooking Show	Product Focus	Celebrities	Educational Series
				Festival Series	
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	

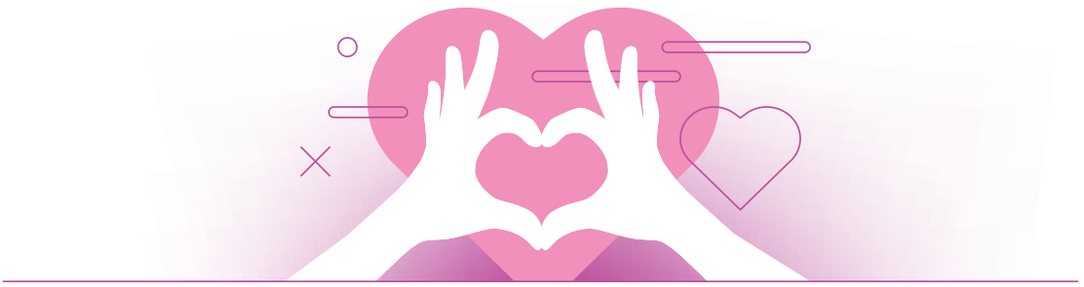
KEY TAKEAWAYS

Elements that determine brand loyalty in 2022:

Campaigns that **invest in people's passions** (ex. sport, cooking etc.)

Campaigns that invest in **people's education** (ex. finance_educational_ series)

Campaigns with focus on **brand values** and **consistent content**



Determine Brand Love

TOP 5 CAMPAIGNS

CAMPAIGN TYPE | INFLUENCER TYPE | CONTENT TYPE

	1	2	3	4	5
2022	25%	23%	23%	22%	21%
	Home Appliances (Drink)	Loyalty Delivery	Beauty	Tabacco	Electronics (Self-care)
	Couple celebrities	Multiple celebrities	Multiple Influencers	Multiple Celebrities	Multiple Influencers
	Product Focus	Product Focus	Make up	Product Focus	Product Focus
			One Product Focus		
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 2022, influencers campaigns should:

Remain **real** and **bring that personal inside story** that people identify with (ex. the couple celebrities campaign)

Focus on **influencers** that are **inspirational** (ex: experts, actors)

Create **relevant content** for **influencer community** (ex. Loyalty delivery campaign and tobacco celebrities)

Determine Brand Relevancy

TOP 5 CAMPAIGNS

CAMPAIGN TYPE · INFLUENCER TYPE · CONTENT TYPE

2022

1	2	3	4	5
22%	18%	17%	17%	16%
Finance	FMCG Food	Beauty	Food Retail	Telecom
Multiple Influencers	Multiple Influencers	Multiple Influencers	Multiple Influencers	One influencer
Educational Series	Festival Contest	Face Care	Digital Cooking Show	Brand Endorsement
		Product Testing		

2021

25%	24%	23%	21%	21%

2020	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
	25%	22%	22%	22%	21%
2019	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
	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

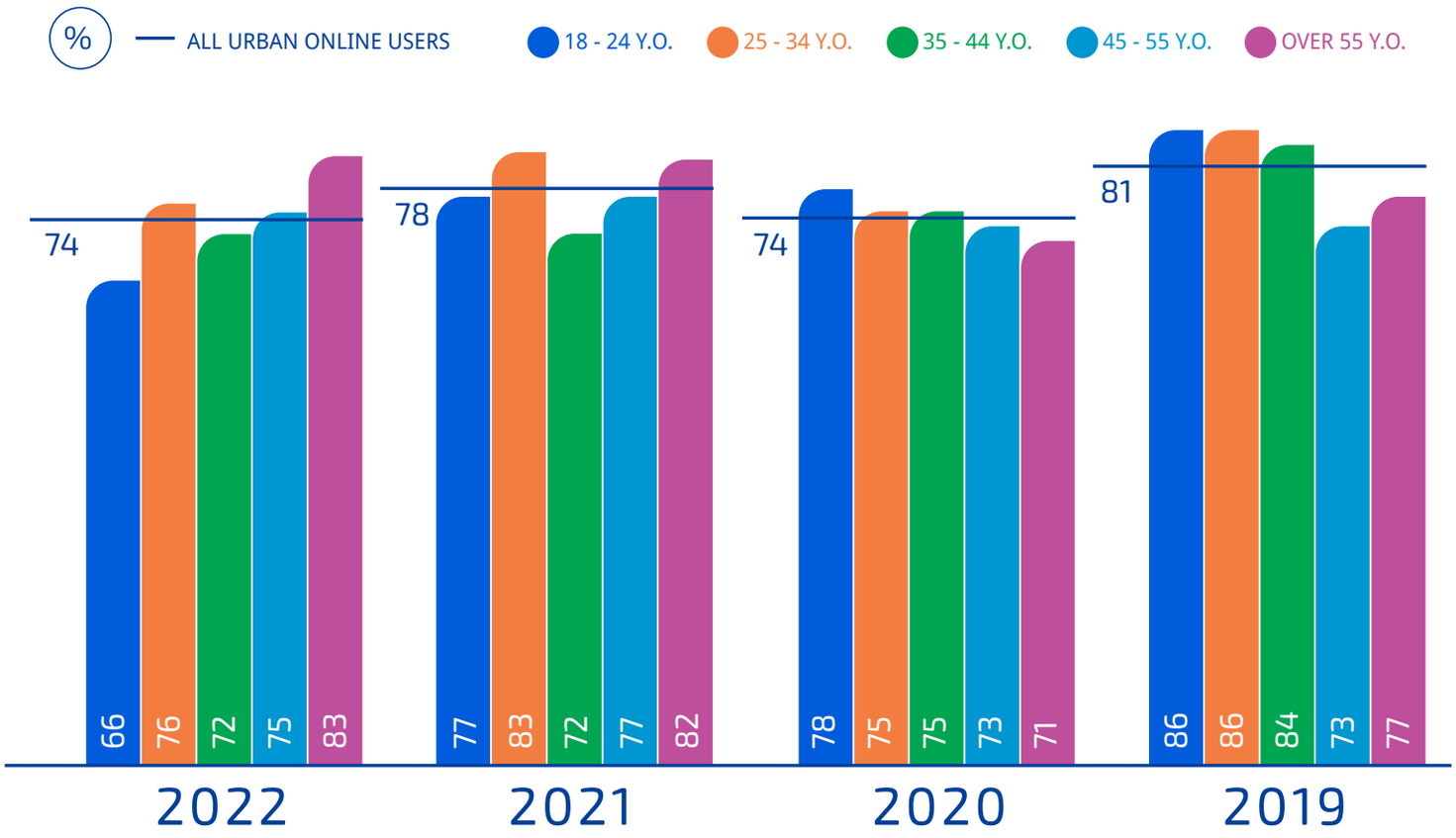
In order to increase brand relevancy in 2022, influencers campaigns should:

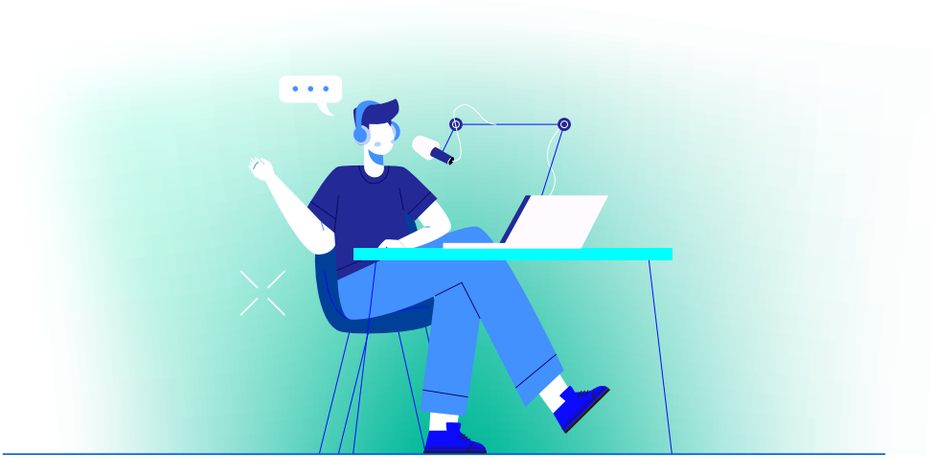
Create the perfect mix between the **campaign purpose, celebrity/ influencer presence** and **type of content**

Continue to **educate consumers** based on **experience and entertaining content** (ex: finance_ educational series, food retail cooking show)

Be part of the consumer universe, by spending time with him and understand what his true expectations are

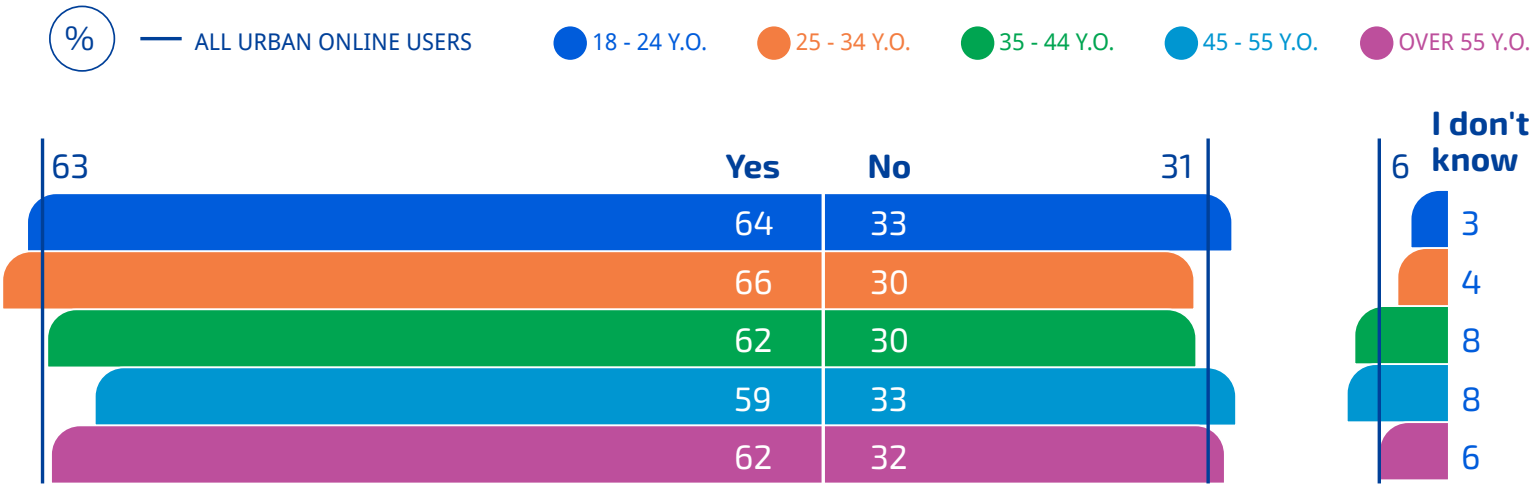
Do consumers associate Influencer Campaign messages with Classic Advertising?



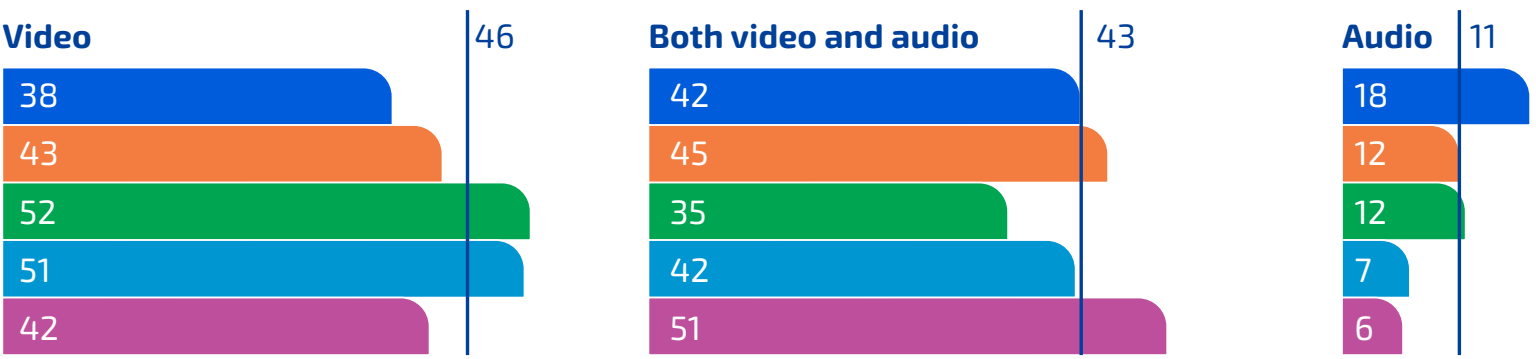


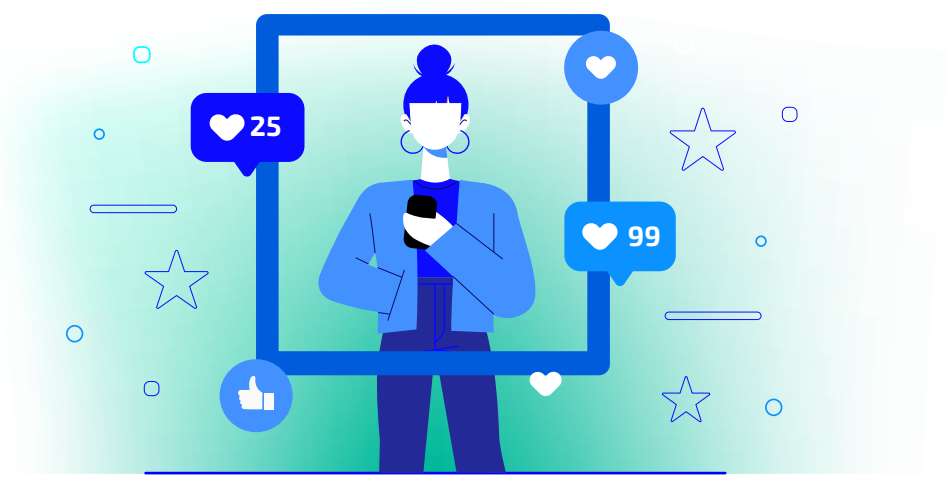
What about Podcasts?

6 out of 10 urban users follow at least one podcast

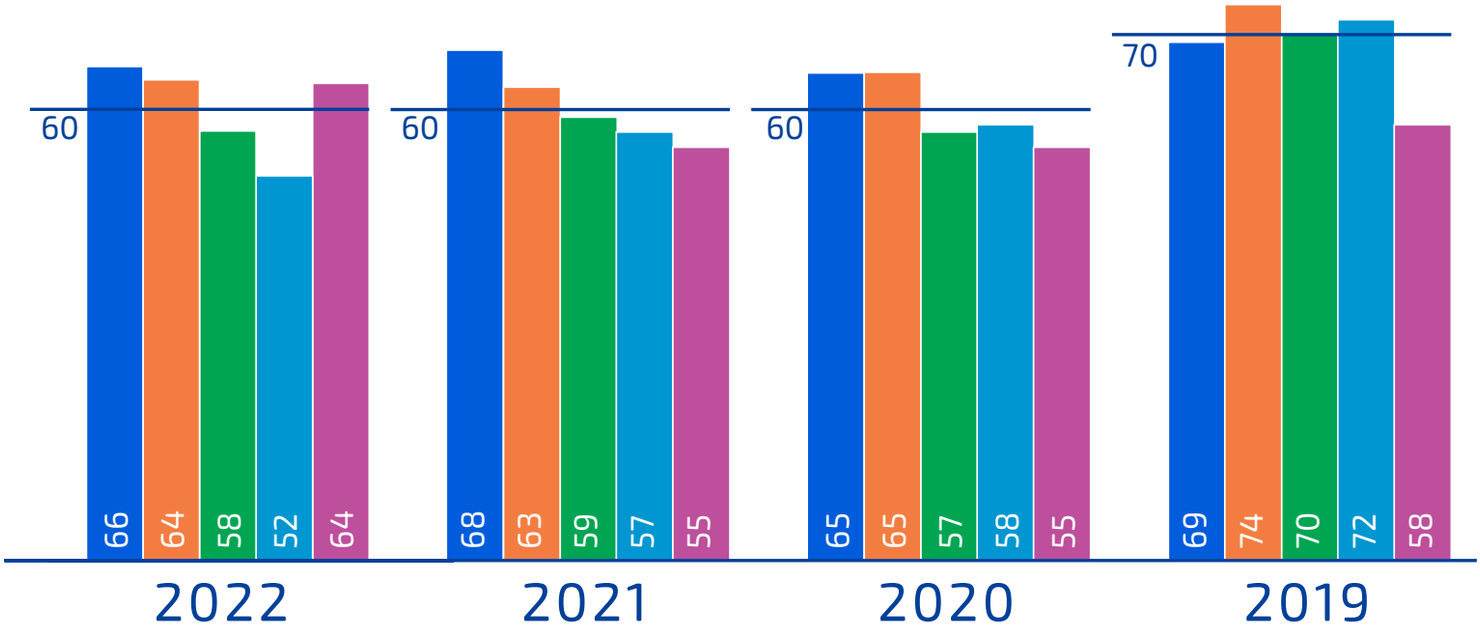


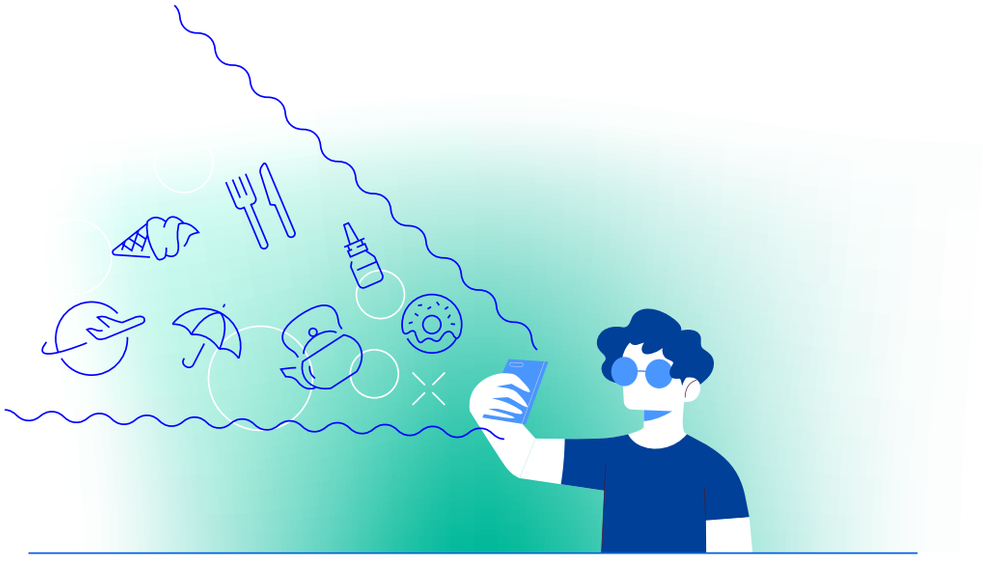
Most popular are video podcasts



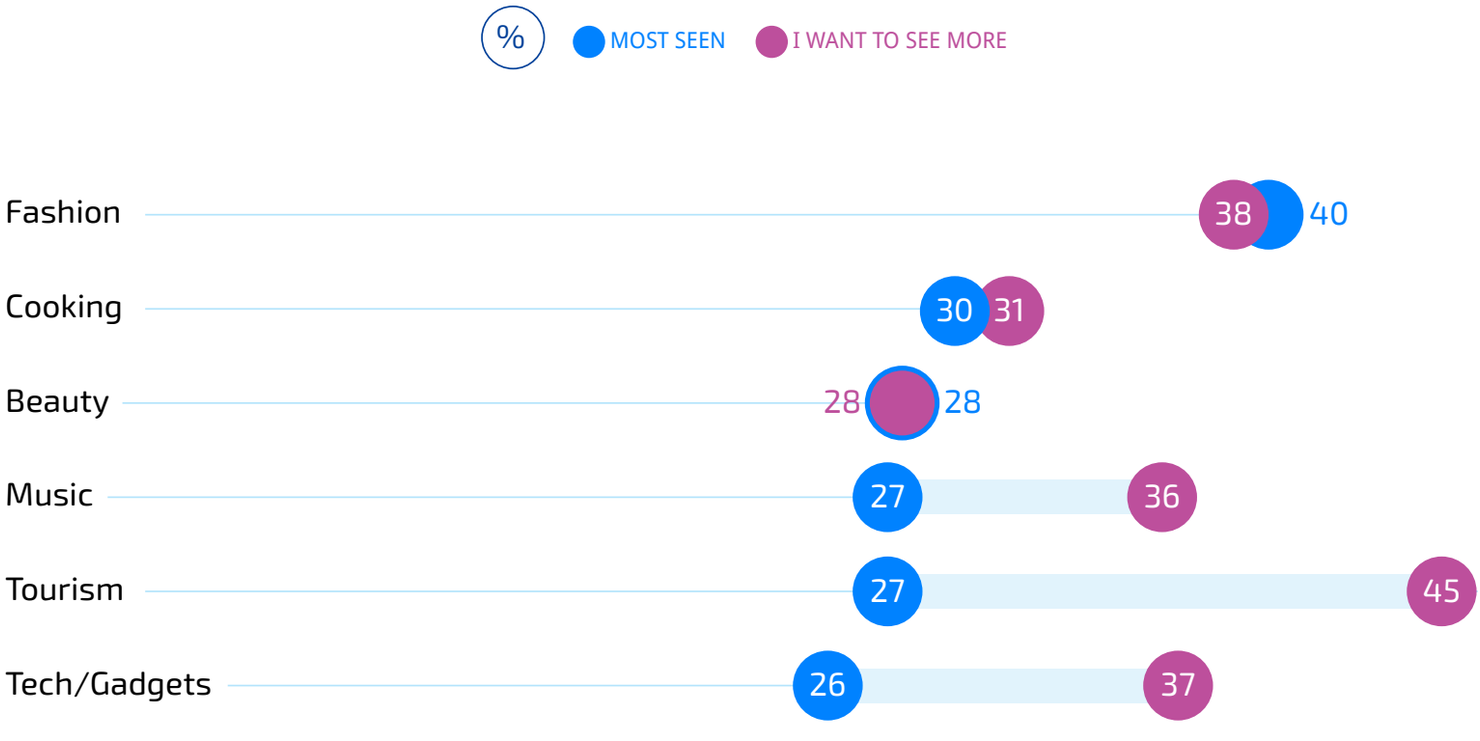


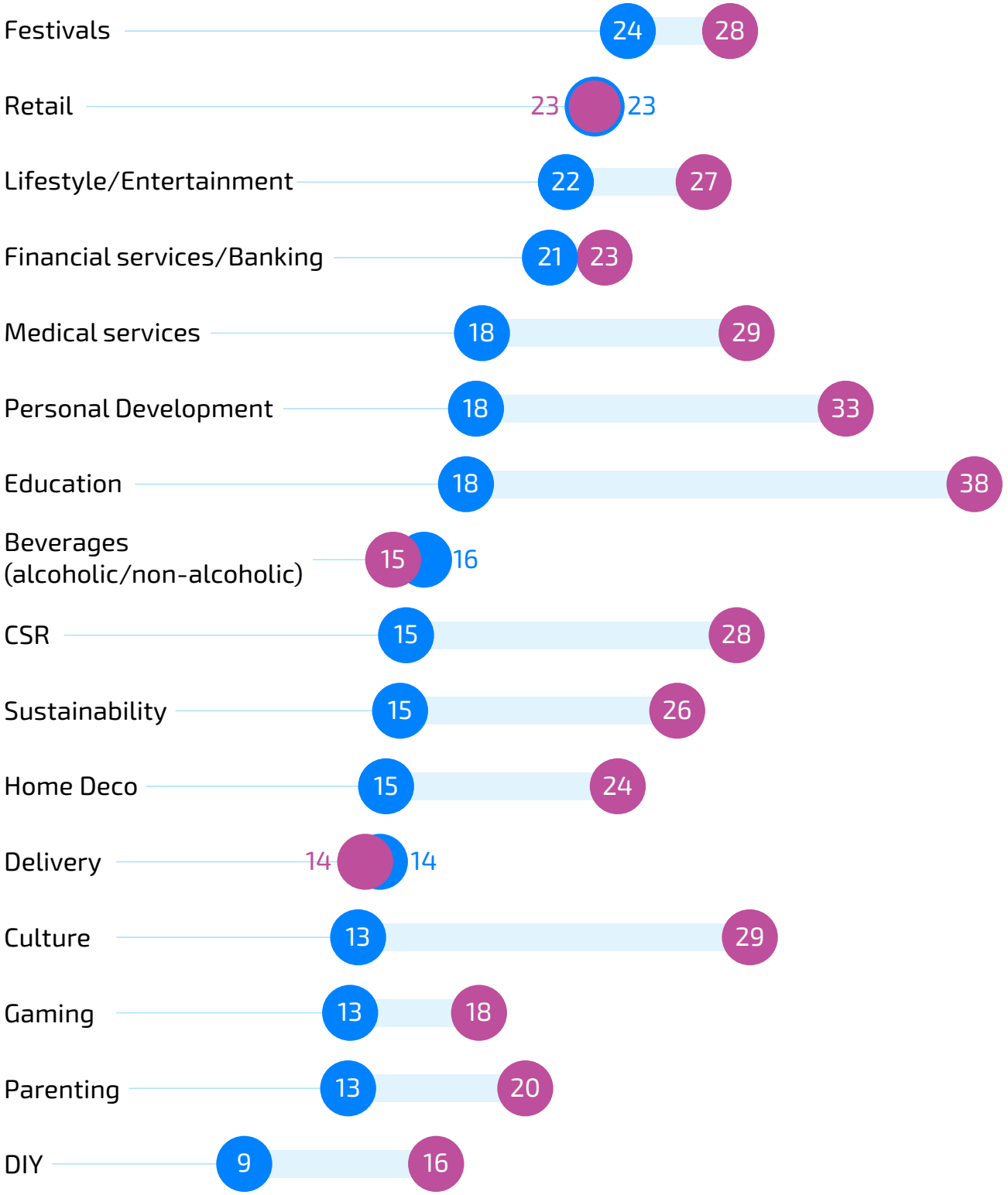
Do they still want more campaigns with influencers?





Areas of Influencers Campaigns





THE INFLUENCER ROLE

Have consumers expectations changed?

Urban internet users over 35 y.o. start to be attentive towards influencers roles, and look for the ones that inspire, educate, involved in doing good activities.

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