Starcom

HUMANGRAPHEXPERIENCE

#WeGlobal

INFLUENCE ME

A 360° Perspective on Romanian Influencers

Part I

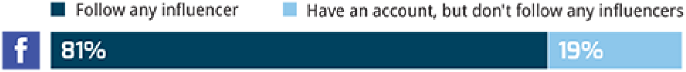
75% of the Online users living in urban areas admit following at least one influencer online. They are more likely to follow professionals and regular people, than celebrities.

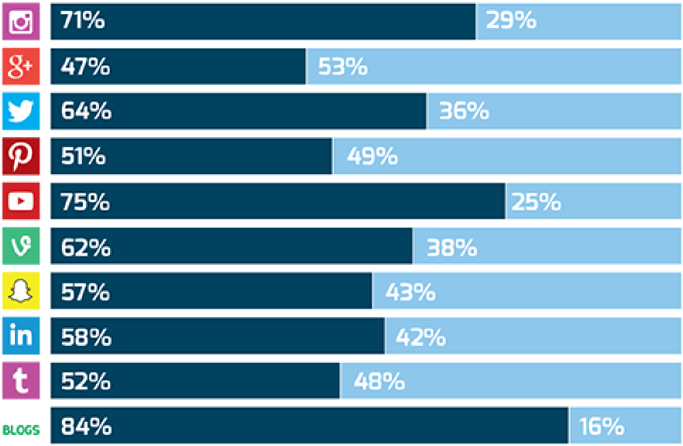
Which of the following types of persons do you especially read/ follow online?

Don't follow any influencers in online	Celebrities	Regular people	Professionals
25%	15%	28%	32%

More than 80% of those that have an account on Facebook or that read blogs follow at least one type of influencers on these channels.

Next in line are Instagram and YouTube. Google Plus, Tumblr or Pinterest users are the least interested in following influencers' content on these respective channels.

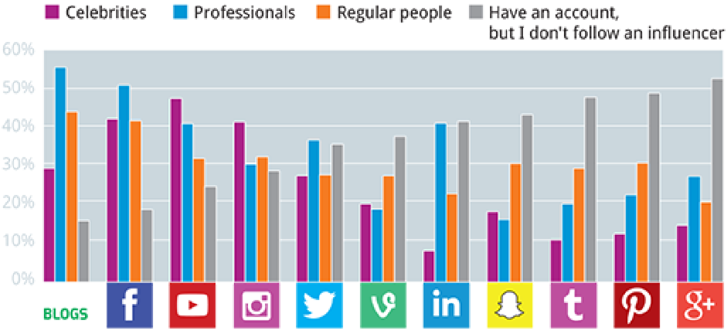




All, 18+, online urban users

Influencers are more likely to be followed on blogs, Facebook, YouTube, Instagram or Twitter.
Celebrities have the highest chances to influence when on: YouTube, Instagram, or Facebook.

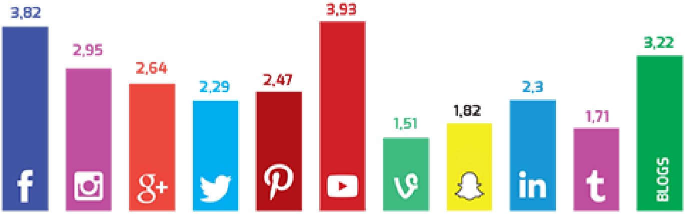
Whereas regular people are being followed when on: blogs, Facebook, Instagram, Pinterest or Snapchat.



All, 18+, online urban users

Average evaluation of each channel based on the content posted by influencers

YouTube is the channel of preference of urban adults when it comes to content posted by online influencers, followed closely by Facebook.
Next in line are blogs and Instagram. Niched channels like Tumblr or Vine are not very likely to be followed or attract users with influencer content.



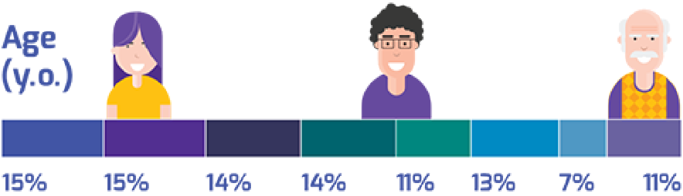
All, 18+, online urban users, that follow influencers

FACEBOOK USERS THAT FOLLOW INFLUENCERS ON THIS CHANNEL

Considering the high penetration of Facebook among the 18+ online urban population, their demographic characteristics are also mostly in line.

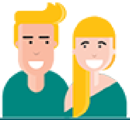
Facebook users that follow influencers start young, being overrepresented in the 18-24 age segment.

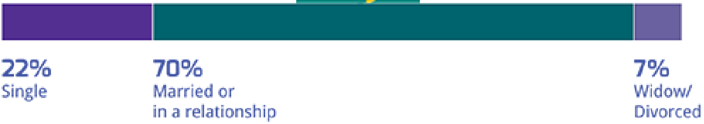
Age (y.o.)



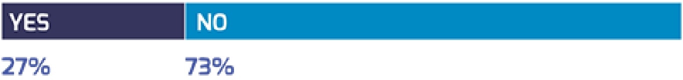
18-24 25-29 30-34 35-39 40-44 45-49 50-54 55+

Marital status





Kids under 14 y.o. In the HH

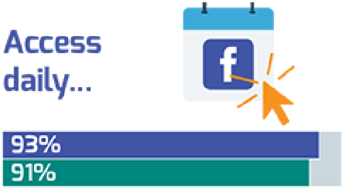


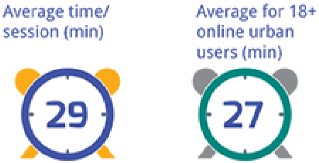
9 out of 10 Facebook users that follow influencers on this channel access it daily or several times per day. Besides this, they also access YouTube and Instagram.

Spend around half an hour per session on Facebook and access it from both their mobile phone and PC.

■ Facebook Users ■ 18+, online, urban

Access daily...





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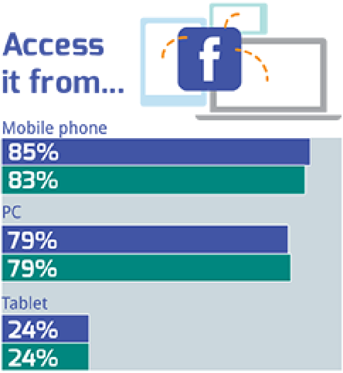
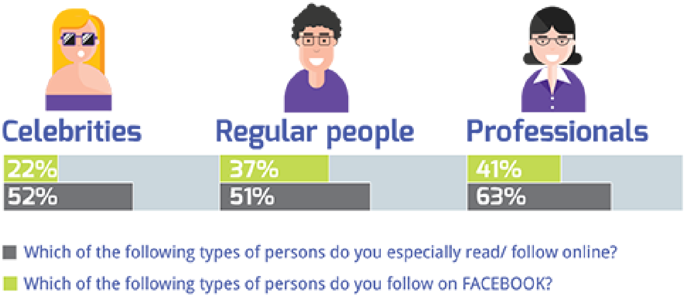


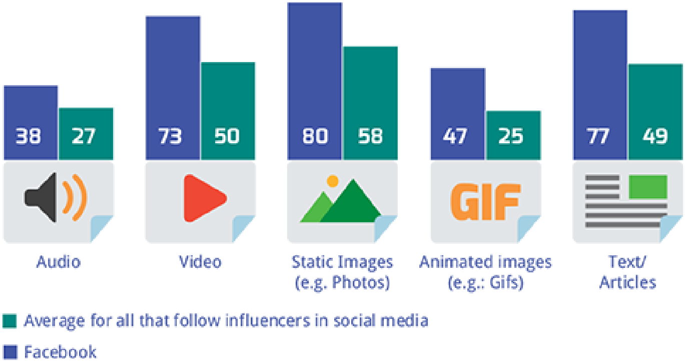
Facebook users have a well balanced preference regarding what type of influencers they follow on this channel.

Although in general they prefer following professionals and regular people, when on Facebook 63% of them prefer following professionals, while around 50% of them follow celebrities or regular people.



Interest in Type Of Content Posted By Influencers On Facebook (%)

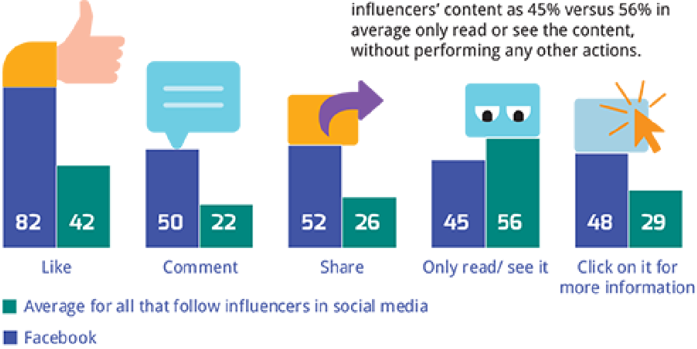
Content under the form of: videos, static images and text/ articles are best for Facebook.
Compared to the average, Facebook is an overall better channel for posting any form of content.



Actions on Influencers' Content (%)

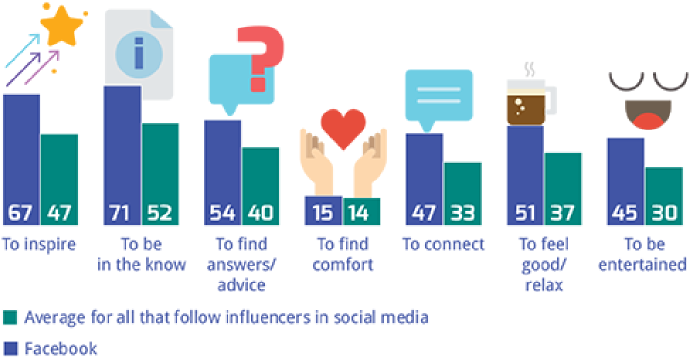
Like is the main action with which people following influencers on Facebook show their appreciation. It is highly associated with Facebook.

Compared to the average, Facebook users seem to be less passive in viewing influencers' content as 45% versus 56% in average only read or see the content, without performing any other actions.



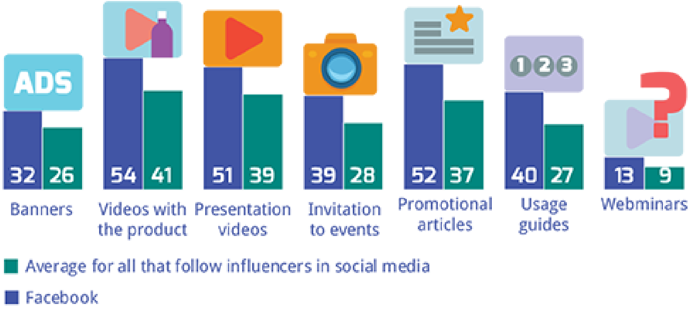
Reasons to Follow Facebook Influencers (%)

Facebook users follow Influencers on this channel mainly to be inspired, to find answers and to feel good/ relax.

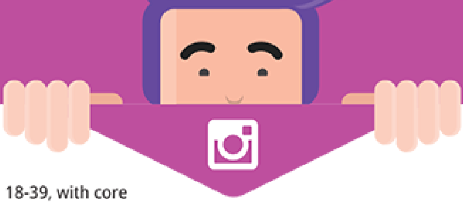


Preferred Type Of Advertising Endorsed By Influencers On Facebook(%)

Promotional content with the highest chances to be remembered on Facebook are: videos with product placement, presentation videos and promotional articles. Slightly less appreciated, but still better than average are also invitations to events and usage guides.

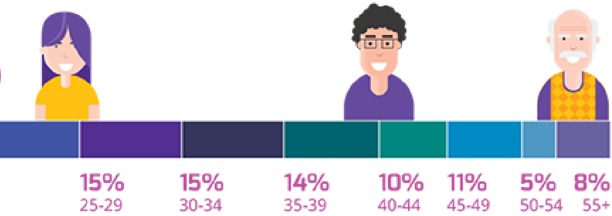


INSTAGRAM USERS THAT FOLLOW INFLUENCERS ON THIS CHANNEL

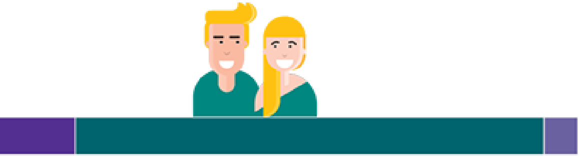


They are aged 18-39, with core concentration in 18-29 and more likely to be married or in a relationship.

Age (y.o.)



Marital status

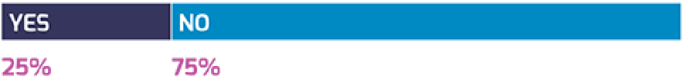


26% Single

69% Married or in a relationship

5% Widow/ Divorced

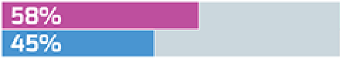
Kids under 14 y.o. In the HH



58% of them access Instagram daily and spend in average 16 minutes per session, 3 minutes more than the adult, urban population.

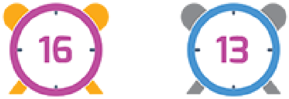
Even more access Facebook and YouTube, channels where they spend an average of 30 minutes or more.

Access daily...



Average time/ session (min)

Average for 18+ online urban users (min)



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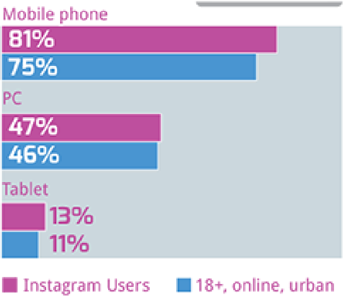
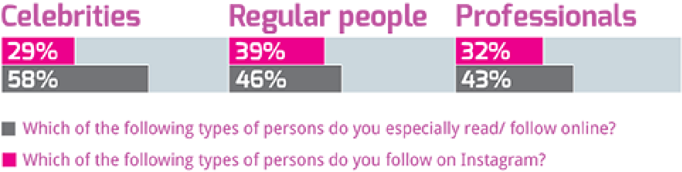
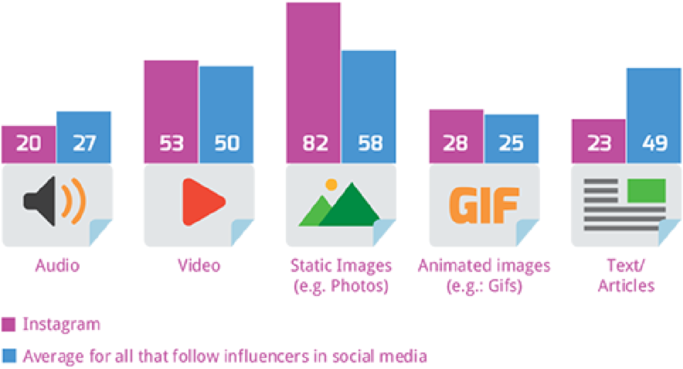


In general they follow regular people more than any other type of influencer, but on Instagram they seem to be looking more for content from celebrities and secondarily from other types of influencers.


Celebrities
29%
58%
Regular people
39%
46%
Professionals
32%
43%
■ Which of the following types of persons do you especially read/ follow online?
■ Which of the following types of persons do you follow on Instagram?

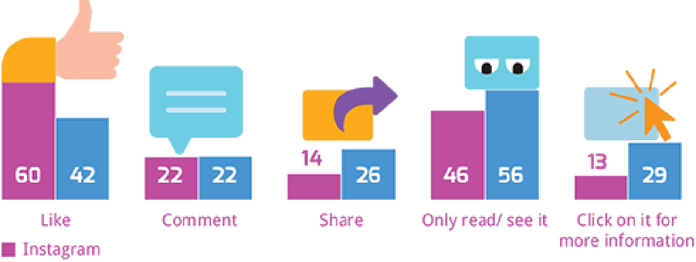
Interest in Type Of Content Posted By Influencers On Instagram (%)

Consists preponderantly of static images. More then half also show interest in videos.



Actions on Influencers' Content (%)

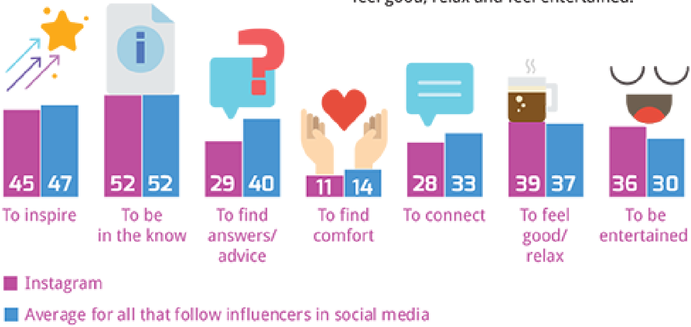
Instagram users also show their appreciation with „Likes". The next in line action would be to just passively take in the content by seeing it or reading it.



🟦 Average for all that follow influencers in social media

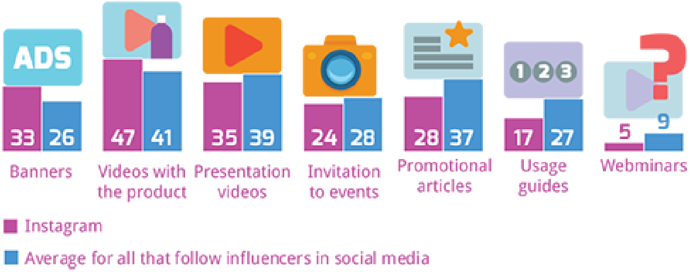
Reasons to Follow Instagram Influencers (%)

Users of Instagram are not following influencers on this channel for a very special reason, as reasons investigated are in line with the average.
They follow influencers to be inspired and in the know. It is also a place where they feel good, relax and feel entertained.



Preferred Type Of Advertising Endorsed by Influencers On Instagram (%)

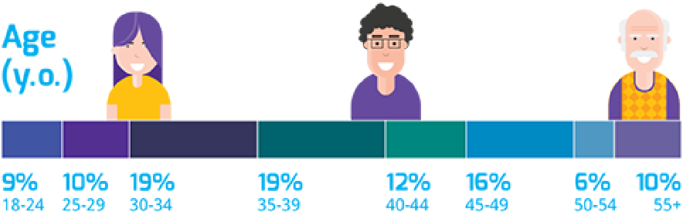
47% prefer receiving advertising on Instagram under the form of videos with the product. Secondarily, they are also open to receiving information on products and brands under the form of banners or presentation videos.



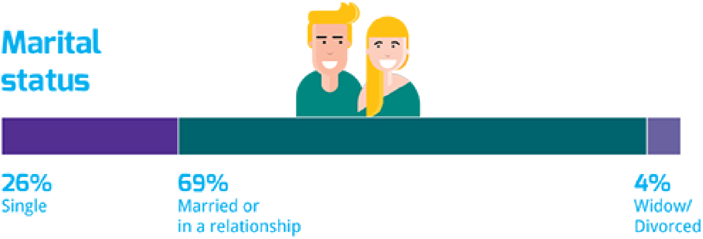
TWITTER USERS THAT FOLLOW INFLUENCERS ON THIS CHANNEL

Twitter users are more likely to be married and aged 30+, with high affinity for 30-39 and 45-49.

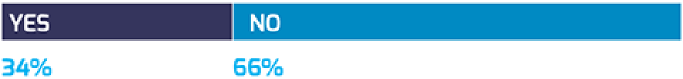
Age (y.o.)



Marital status



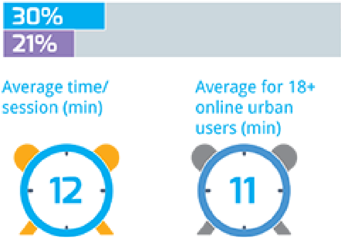
Kids under 14 y.o. In the HH



30% of Twitter users access the network at least daily and spend in average 12 minutes browsing it. Besides this, the majority is to be found daily accessing Facebook or YouTube.

They are more likely to access it from their mobile phone, than the adult, urban population.

Access daily...



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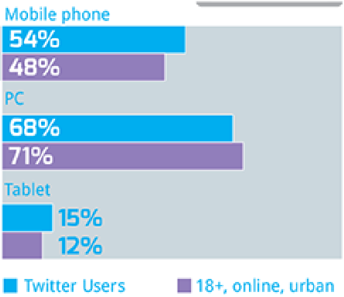
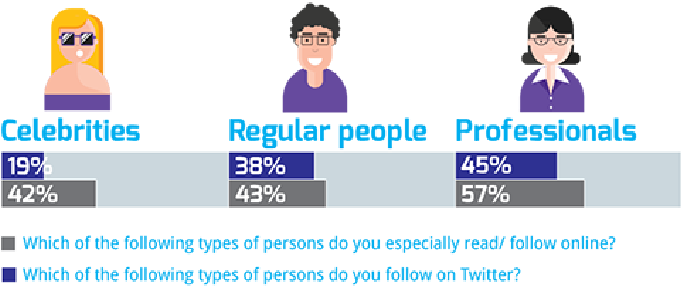


57% of them follow on Twitter professionals, in line with their general preferences for influencers.

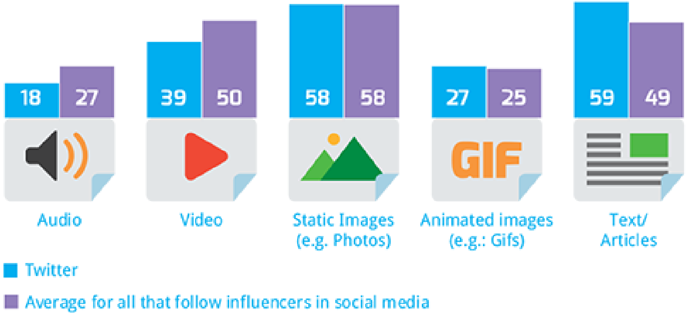
Although they are not fans of celebrities, they tend to follow them on Twitter as much as they follow regular people.



Interest in Type Of Content Posted By Influencers On Twitter

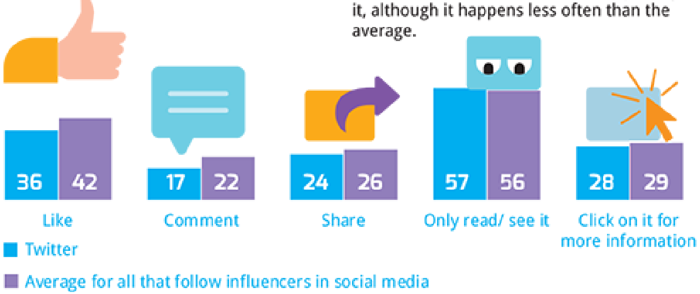
When on Twitter, users react better to content posted as text/ articles or static images.
They are less likely than the average to react to videos or audio data.

(%)



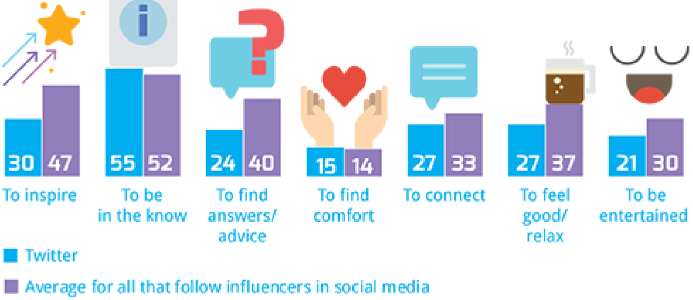
Actions on Influencers' Content (%)

Users interact with the content posted by influencers on Twitter rather passive, by seeing or reading it.
36% also show their appreciation, by liking it, although it happens less often than the average.



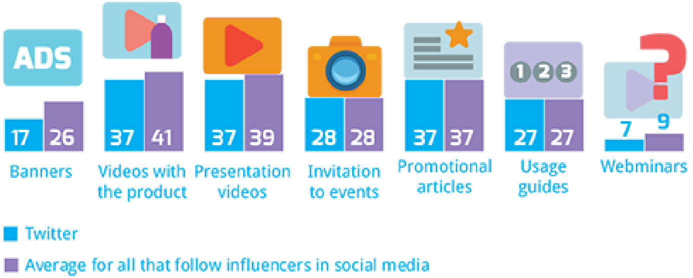
Reasons to Follow Twitter Influencers (%)

They read influencers' content mainly to be in the know.
It is less likely to follow content posted by influencers on this channel for any other reason.



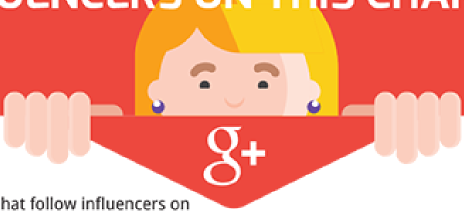
Prefered Type Of Advertising Endorsed by Influencers On Twitter (%)

Twitter users don't show any strong preferences for a certain type of promotional content posted by influencers. Promotional articles, product presentation videos or videos with the promotional content are being followed on Twitter.



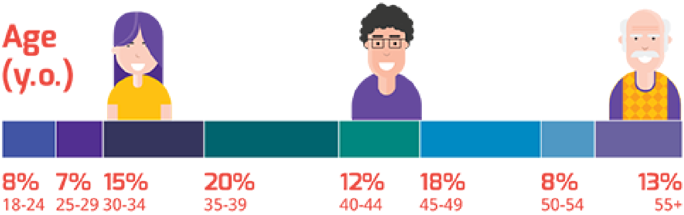
GOOGLE PLUS USERS THAT FOLLOW

INFLUENCERS ON THIS CHANNEL

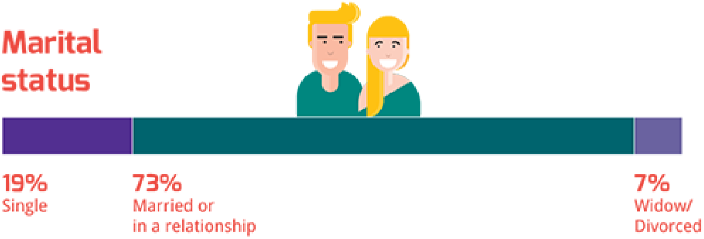


Online users that follow influencers on Google Plus are aged 30+, with core target in 35-39 and 45+ and live in households with kids under 14 y.o..

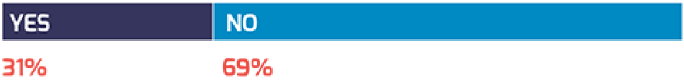
Age (y.o.)



Marital status



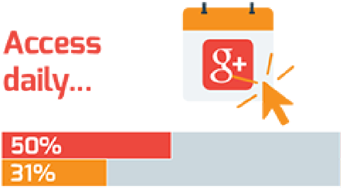
Kids under 14 y.o. In the HH



50% access Google Plus daily and spend in average 5 minutes more browsing content on this channel.

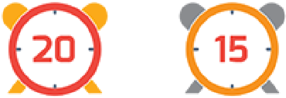
Almost all of them are also on Facebook, where they spend in average 30 minutes. They access Google Plus from the PC, but have high affinity for accessing it from their mobile phones.

Access daily...



Average time/ session (min)

Average for 18+ online urban users (min)



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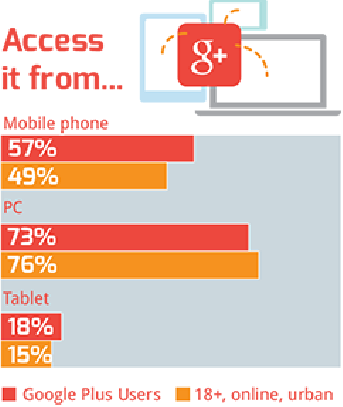
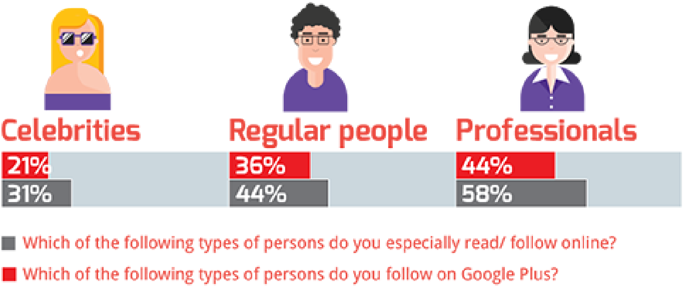


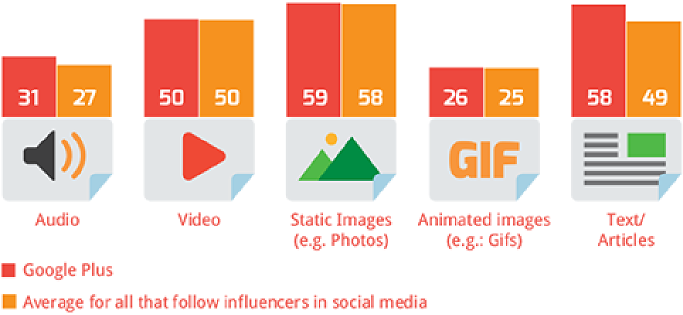
In line with their general preferences for influencers, Google Plus is best for following regular people and professionals.

31% also follow celebrities on this channel.



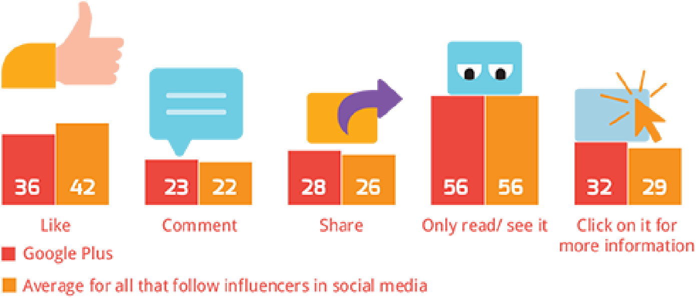
Interest in Type Of Content Posted By Influencers On Google Plus (%)

Should focus more on static images, text/ articles. Videos are also good, even if in line with the average interest for this form of content.



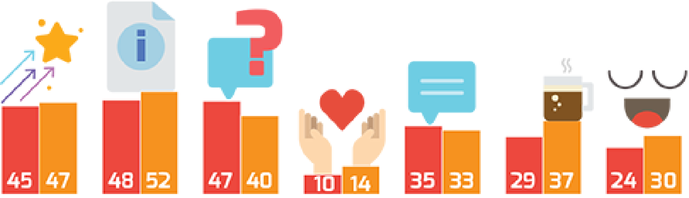
Actions on Influencers' Content (%)

On Google plus users are more likely to be passive takers of content, as 56% only read or see content posted by influencers.



Reasons to Follow Google Plus Influencers (%)

Compared to the average, influencer content on this channel helps their followers especially with finding advices/ answers. It is also helpful with keeping them inspired, in the know and to connect with others.



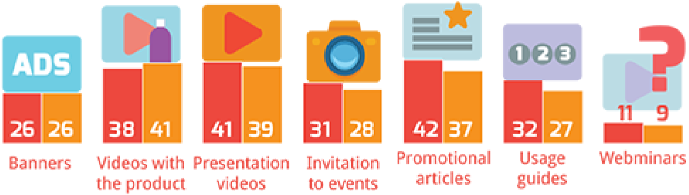
To inspire | To be in the know | To find answers/ advice | To find comfort | To connect | To feel good/ relax | To be entertained

🟥 Google Plus

🟧 Average for all that follow influencers in social media

Preffered Type Of Advertising Endorsed by Influencers On Google Plus (%)

Users of Google Plus seem to react slightly better to promotional content posted as promotional articles. They also watch videos, regardless of their type.



🟥 Google Plus

🟧 Average for all that follow influencers in social media

To be continued in Part II