Starcom SMG

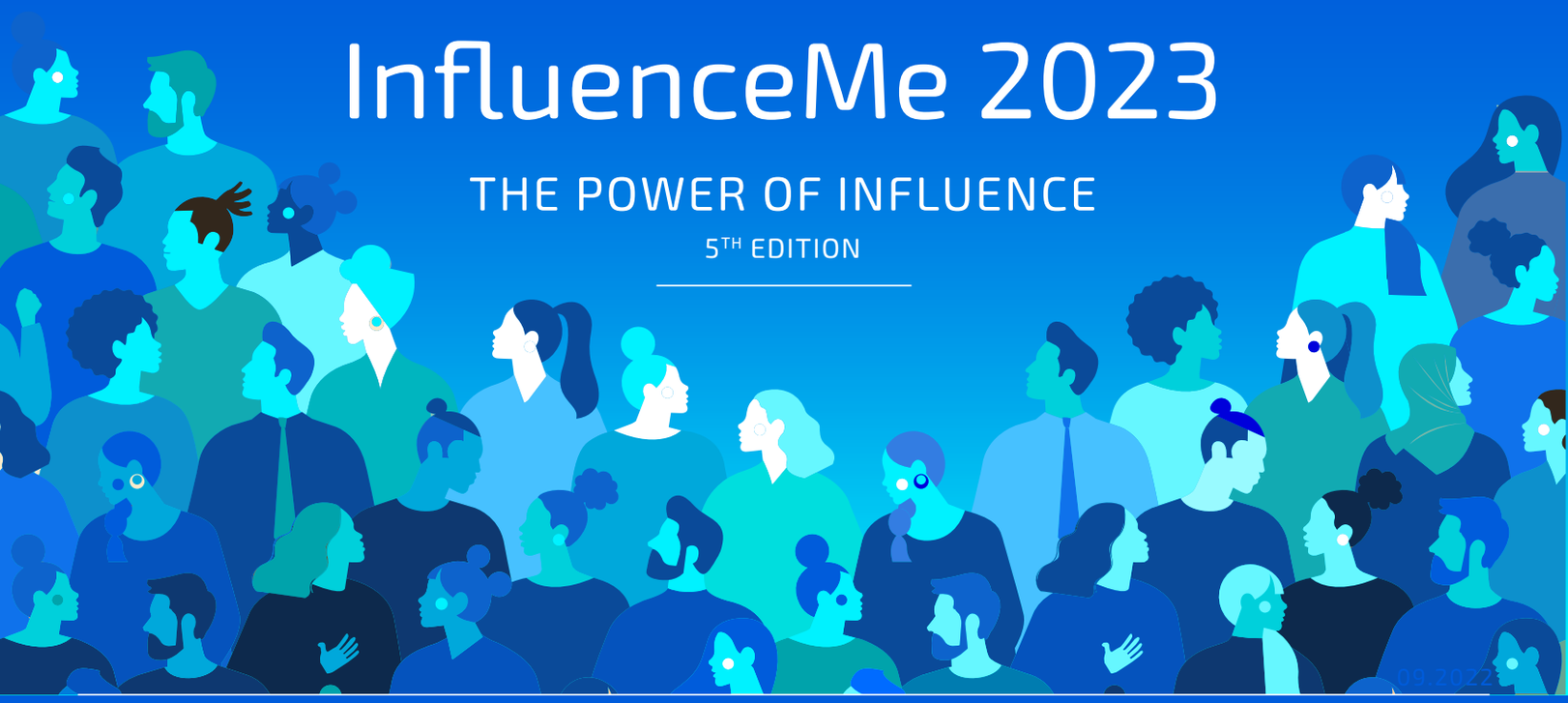
DATAiNTELLIGENCE

HUMANGRAPHEXPERIENCE

InfluenceMe 2023

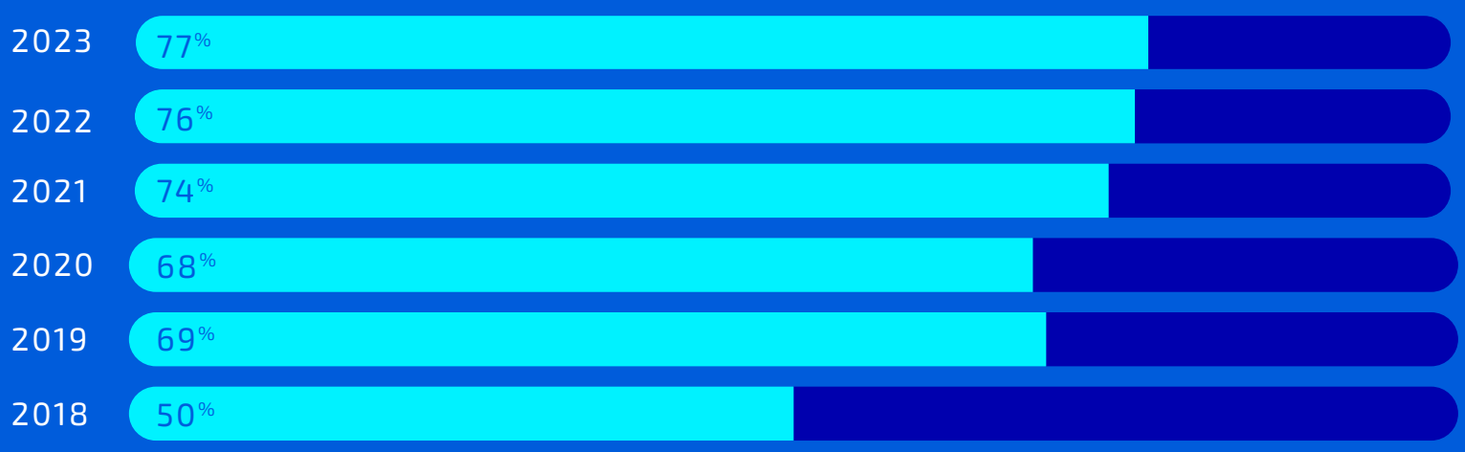
THE POWER OF INFLUENCE

5TH EDITION

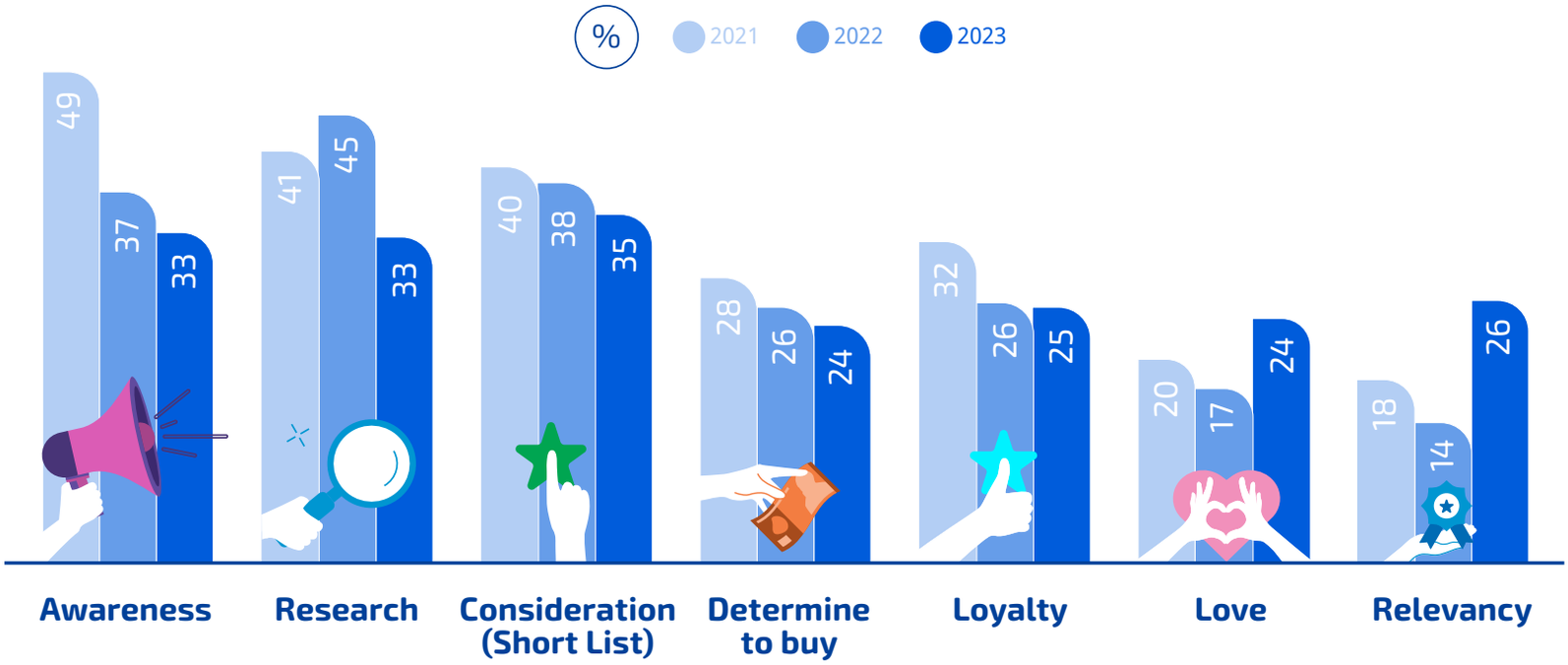


INFLUENCER DEFINITION

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.

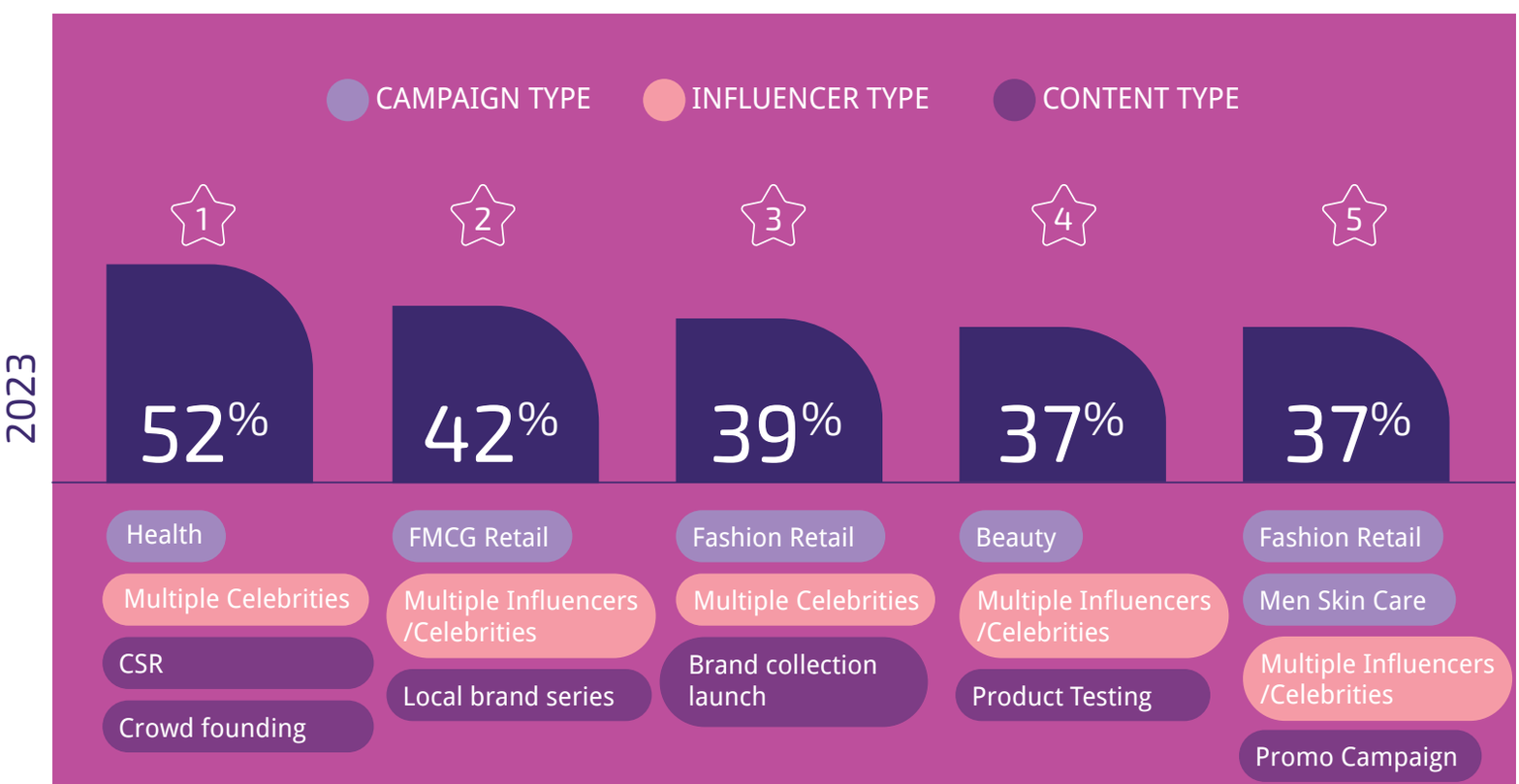


How influencer campaigns build on Purchase Funnel KPIs



Influence of Awareness Trend

TOP 5 CAMPAIGNS



2022	70%	66%	60%	55%	54%
	Telecom One Celebrity Digital Series	FMCG Food One Celebrity Brand Endorsement	Food Retail One celebrity Expert Family Digital Series	Drink Non-Alcohol One Celebrity Promo	Food Retail Celebrity Family Entertainment Digital Series
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

KEY TAKEAWAYS

Elements that trigger influencers campaign awareness in 2023:

High exposure through **media support on other channels** (especially TV, which has the highest influence on awareness) & **celebrity endorsement**

A powerful message in order to break the clutter and stand out

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

Stimulate Research Trend

TOP 5 CAMPAIGNS

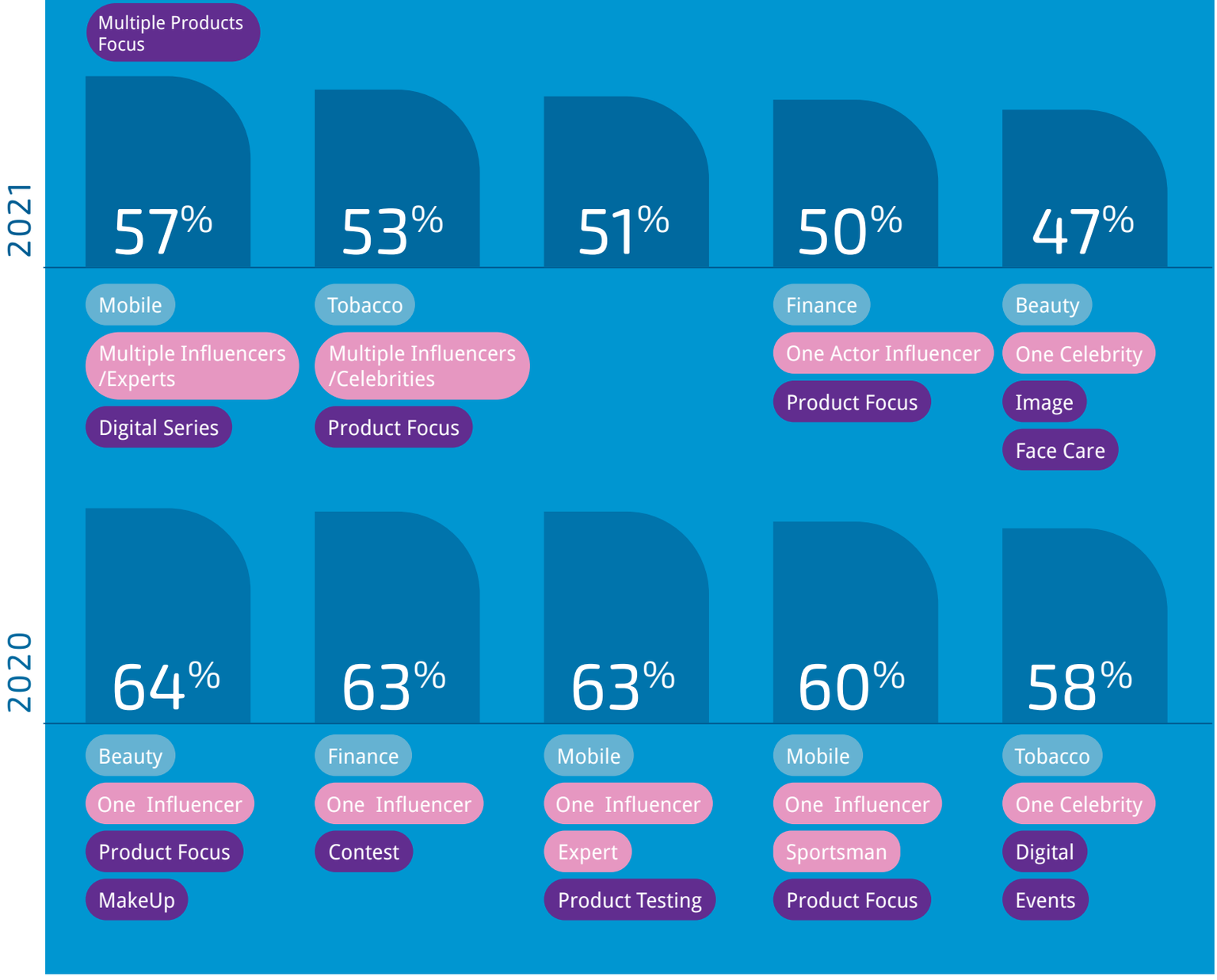
CAMPAIGN TYPE | INFLUENCER TYPE | CONTENT TYPE

2023

1	2	3	4	5
43%	41%	41%	38%	38%
Beauty	FMCG Delivery	Gadget	Health	Fashion Retail
Skin Care	Multiple Influencers /Celebrities	Multiple Influencers /Celebrities	Multiple Celebrities	Multiple Influencers /Celebrities
Multiple Influencers /Celebrities	Testimonial	Product Launch Event	CSR	Collection Launch Event
Product Testing			Crowd founding	

2022

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				



KEY TAKEAWAYS

Elements that stimulate research in 2023:

Product novelty (ex: launching events) will always stimulate our consumer curiosity

The context in which a product/service is presented, are more credible those **campaigns which show their real experience/utility**

Campaigns with focus on **doing good/being part of a better tomorrow** (ex. Health CSR campaign)

Put Brand on Short List

TOP 5 CAMPAIGNS

CAMPAIGN TYPE | INFLUENCER TYPE | CONTENT TYPE

	1	2	3	4	5
2023	44%	42%	41%	39%	38%
	Beauty Retail Make-up Multiple Influencers Premium Brand Promo Campaign	Beauty Make-up Multiple Influencers /Celebrities Festival Context	Gadget Multiple Influencers /Celebrities Product Launch Event	Fashion Retail Multiple Influencers /Celebrities Collection Outfits	Fashion Retail Multiple Influencers Festival Activation
2022	50%	49%	48%	45%	44%
	FMCG Food Multiple Influencers Festival Contest	Beauty Multiple Influencers Make up Contextual (Festival look)	Wellness Gadgets Multiple Influencers Festival Contest Celebrities Digital Series	FMCG Non-Food Multiple Celebrities Influencers Sustainability	Beauty Multiple Influencers Make up One Product Focus
2021	48%	47%	44%	44%	43%
	Mobile Multiple Influencers /Experts Product Testing	Beauty One Celebrity Image Face Care	Beauty One Actor Influencer Film Festival	Tobacco Multiple Influencers /Celebrities Product Focus	FMCG Food One Celebrity Product Endorsement
2020	51%	48%	44%	42%	42%
	Beauty One Influencer Product Focus	Mobile Multiple Influencers Celebrity	Beauty One Influencer Product Testing	Beauty Multiple Influencers Product Focus	Finance One Influencer Contest

MakeUp | Product Focus | MakeUp | Hair Care

KEY TAKEAWAYS

Elements that drive consideration in 2023:

In the current financial context, **promo campaigns** put your brand on the short list

Campaigns focused on **their interests** (ex. Festival look, outfits collection)

Consideration can be triggered by **product novelty**

Establishing **brand compatibility through the strategic selection of influencers**

Determine to Buy The Brand

TOP 5 CAMPAIGNS

CAMPAIGN TYPE | INFLUENCER TYPE | CONTENT TYPE

	1	2	3	4	5
2023	36%	35%	33%	28%	27%
	Fashion Retail	Beauty Retail	FMCG Retail	Beauty	Fashion Retail
	Multiple Influencers /Celebrities	Multiple Influencers	Multiple Influencers /Celebrities	Skin Care	Multiple Influencers /Celebrities
	Collection Launch Event	Campaign Launch	Local Brand Series	Multiple Celebrities	Promo Campaign
				Product Testing	
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, MakeUp, Digital Cooking Show, Brand Endorsement, Multiple Products Focus	Face Care, Product Testing	Celebrities, Brand Anniversary Event	Influencers, Sustainability	
2021	40%	37%	36%	34%	34%
	Mobile, Multiple Influencers /Experts, Digital Series	Beauty, Multiple Influencers, MakeUp, Contextual	Beauty, One Actor Influencer, Film Festival	FMCG Non-Food, Multiple Celebrities/ Influencers, Social Manifesto	FMCG Food, 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

KEY TAKEAWAYS

Elements that determine consumers to buy the brand in 2023:

High frequency of exposure, so that the message is internalized and transformed into an acquisition (ex: local brand series)

Campaigns that **show the product/ brand benefits** (product testing, launch event etc.)

Giving them a reason, make them part of a greater purpose (ex: sustaining local producers)

Include in your campaigns also **rational triggers**, that can build on revenue (ex: promo campaigns)

Determine Brand Loyalty

TOP 5 CAMPAIGNS

CAMPAIGN TYPE | INFLUENCER TYPE | CONTENT TYPE

	1	2	3	4	5
2023	34%	34%	32%	30%	28%
	Beauty Retail	FMCG Retail	Beauty	Beauty	Telecom
	Multiple Influencers	Multiple Influencers/ Celebrities	Men Skin Care	Make Up	Multiple influencers/ Celebrities
	Campaign Launch	Local Brand Series	Multiple influencers/ Celebrities	Multiple influencers/ Celebrities	Contextual events (child's day)
			Product Testing	Festival Context	
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

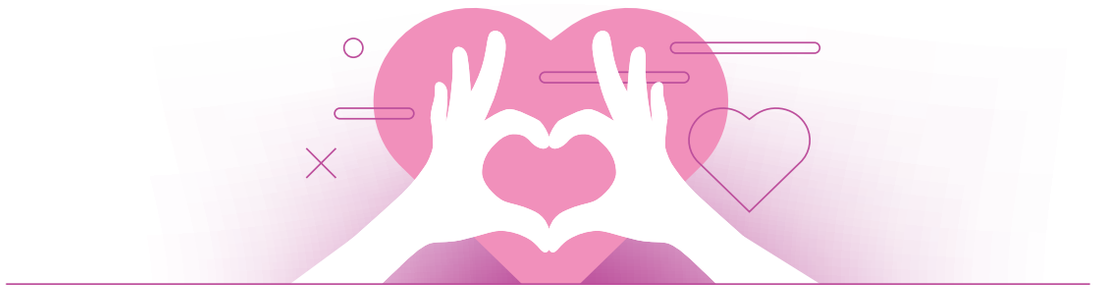
KEY TAKEAWAYS

Elements that determine brand loyalty in 2023:

Campaigns with focus on **brand values** and **consistent content** (ex: local producers' series)

Campaigns that continually **invest** in **people's passions & interests** (ex. festivals campaigns etc.)

Make sure you have **good match between your brand and influencer/celebrity** representing it



Determine Brand Love

TOP 5 CAMPAIGNS

CAMPAIGN TYPE | INFLUENCER TYPE | CONTENT TYPE

	1	2	3	4	5
2023	31%	31%	30%	29%	27%
	Telecom	FMCG Retail	Gadget	Beauty Retail	Gadget
	Multiple Influencers /Celebrities	Multiple Influencers /Celebrities	Multiple Influencers /Celebrities	Multiple Influencers	Multiple Influencers /Celebrities
	Contextual events (child's day)	Local Brand Series	Partnership Auto	Campaign Launch	Product Launch Event
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			

KEY TAKEAWAYS

In order to determine brand love in 2023, influencers campaigns should:

Remain **real & vulnerable**, bring that personal inside story that people identify with (ex. telecom child's day campaign, retail local producers' campaign);

Prioritize **creating a connection** with their community through the content delivered

Create a **cool concept** around the campaign (ex. beauty campaign launch)

Determine Brand Relevancy

TOP 5 CAMPAIGNS

2022

CAMPAIGN TYPE · INFLUENCER TYPE · CONTENT TYPE

1	2	3	4	5
36%	35%	30%	30%	29%
Beauty	Fashion Retail	Beauty Retail	Fashion Retail	Gadget
Skin Care	Multiple Influencers/ Celebrities	Make-Up	Multiple Influencers	Multiple Influencers/ Celebrities
Multiple Influencers/ Celebrities	Promo Campaign	Multiple Influencers	Collection Outfits	Partnership Auto
		Premium Brand		

	Product Testing		Promo Campaign		
2022	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%
	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

KEY TAKEAWAYS

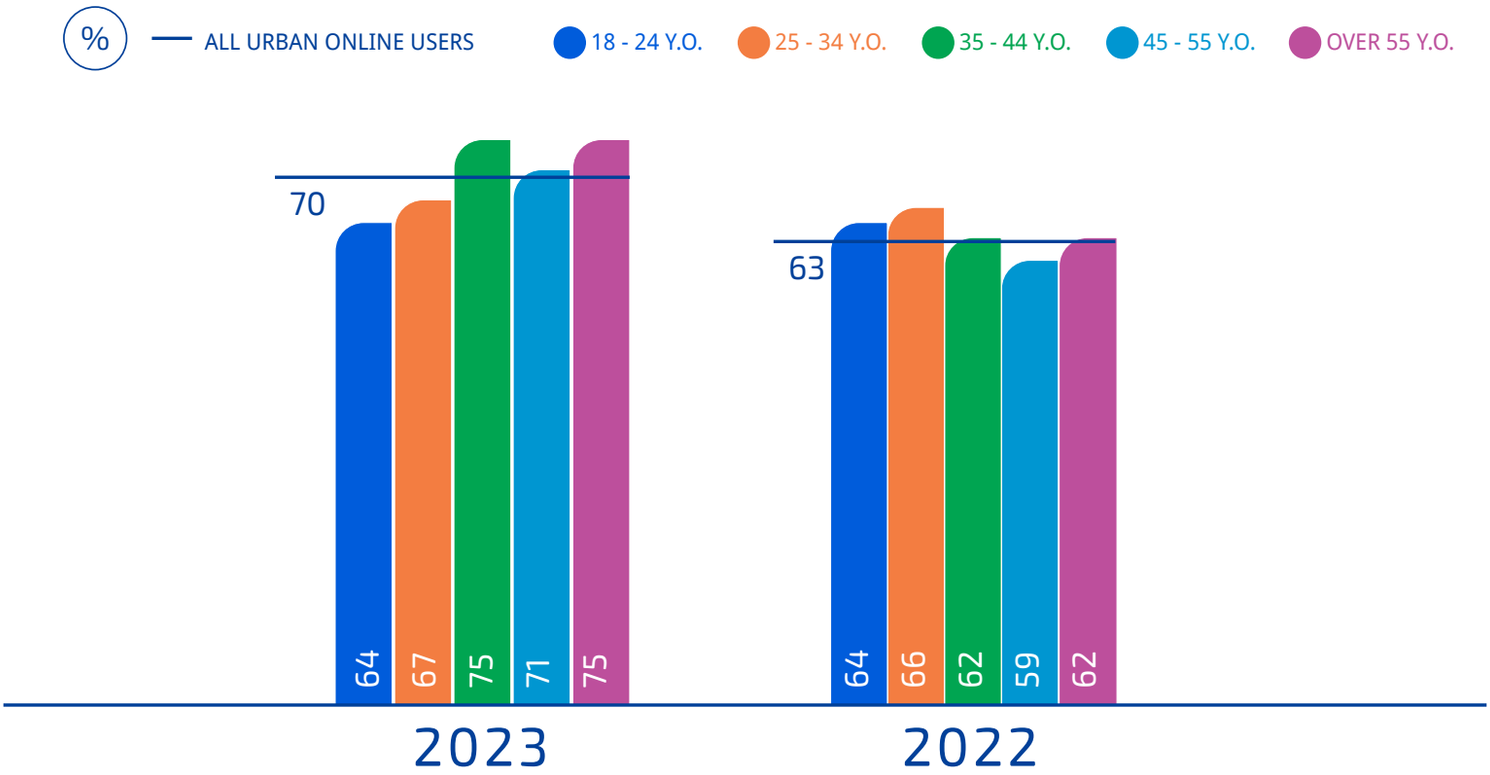
In order to increase brand relevancy in 2023, influencers campaigns should:

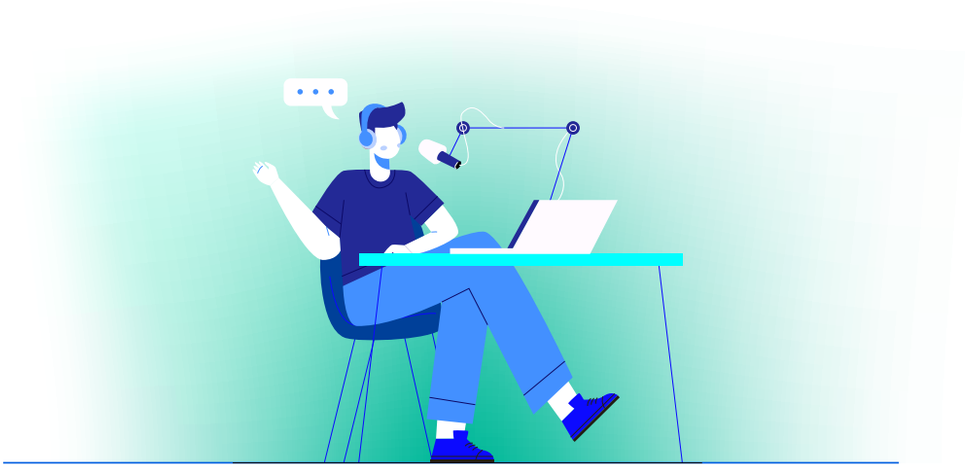
Build credibility by consistently delivering content that highlights the benefits of the products /services (ex: product testing campaigns)

Align their strategies with the **current context** (ex: promo campaigns in a period with high inflation)

Engage with the consumer, grasp their true expectations (ex: fashion retail_collection outfits, unexpected associations)

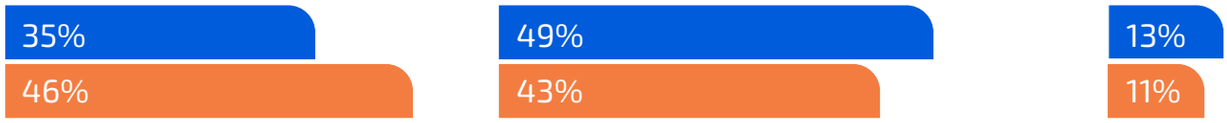
Remain Podcasts popular?



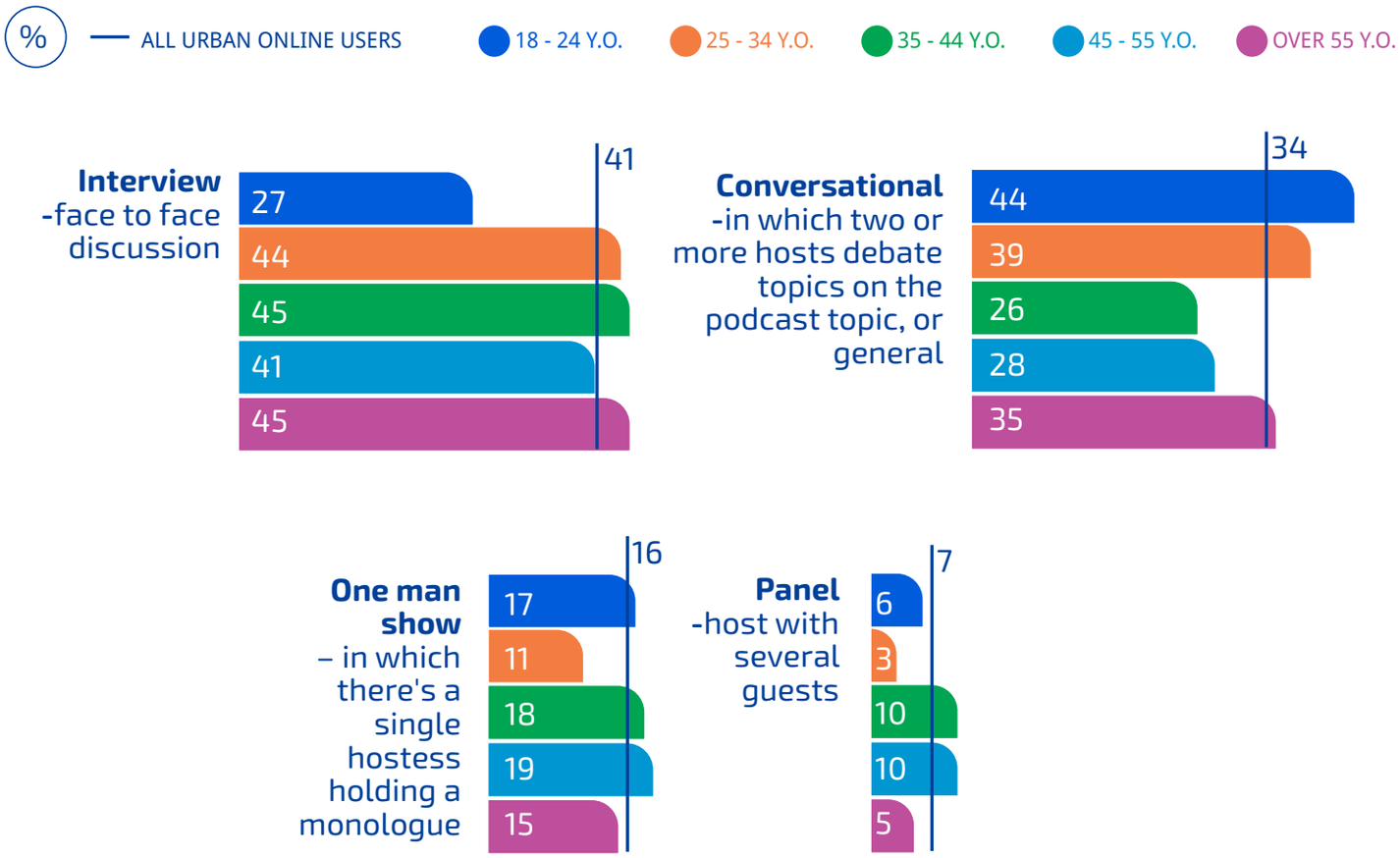


Which type of Podcasts are most popular?

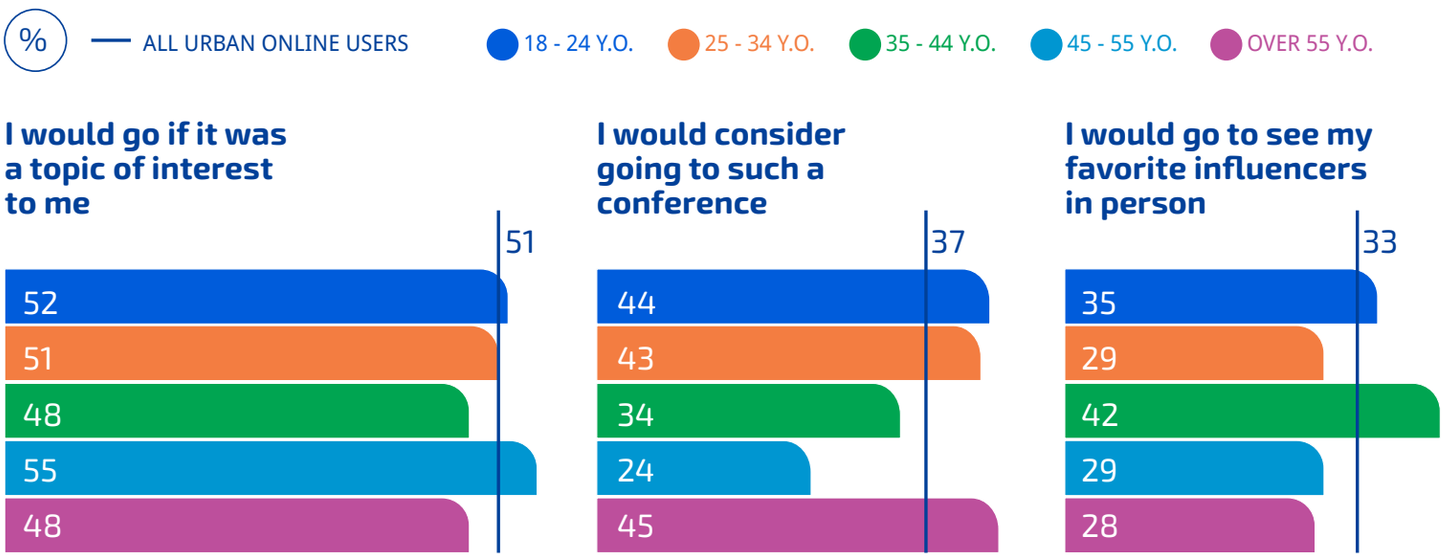
In 2023, 1 out of 2, Romanian internet users prefer **both video & audio podcasts**

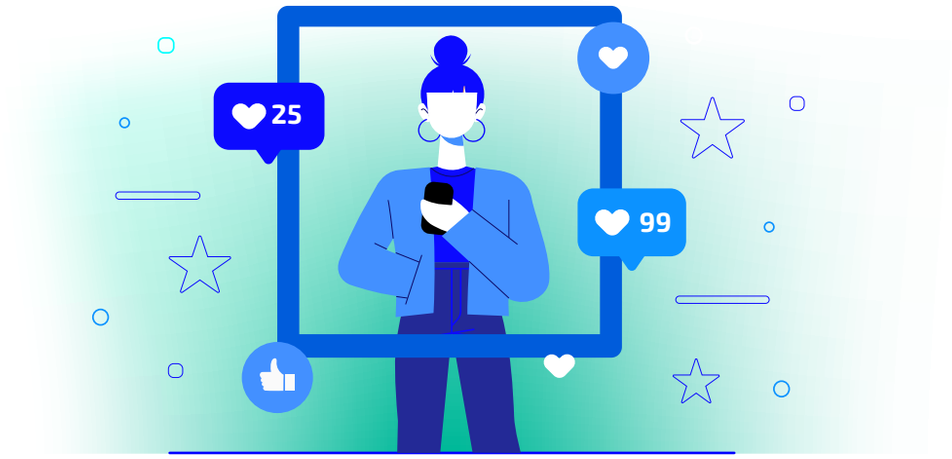


Interview type and conversational podcasts most popular

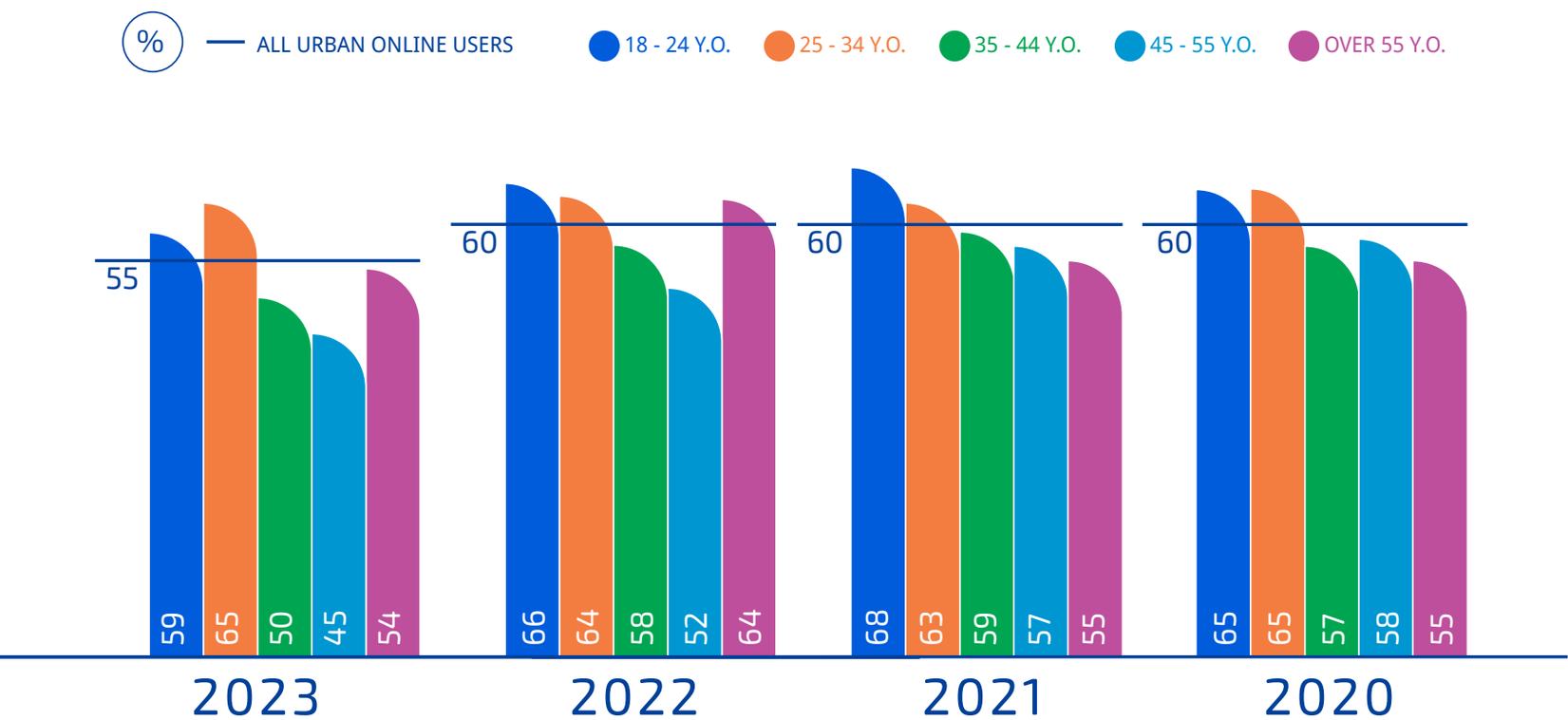
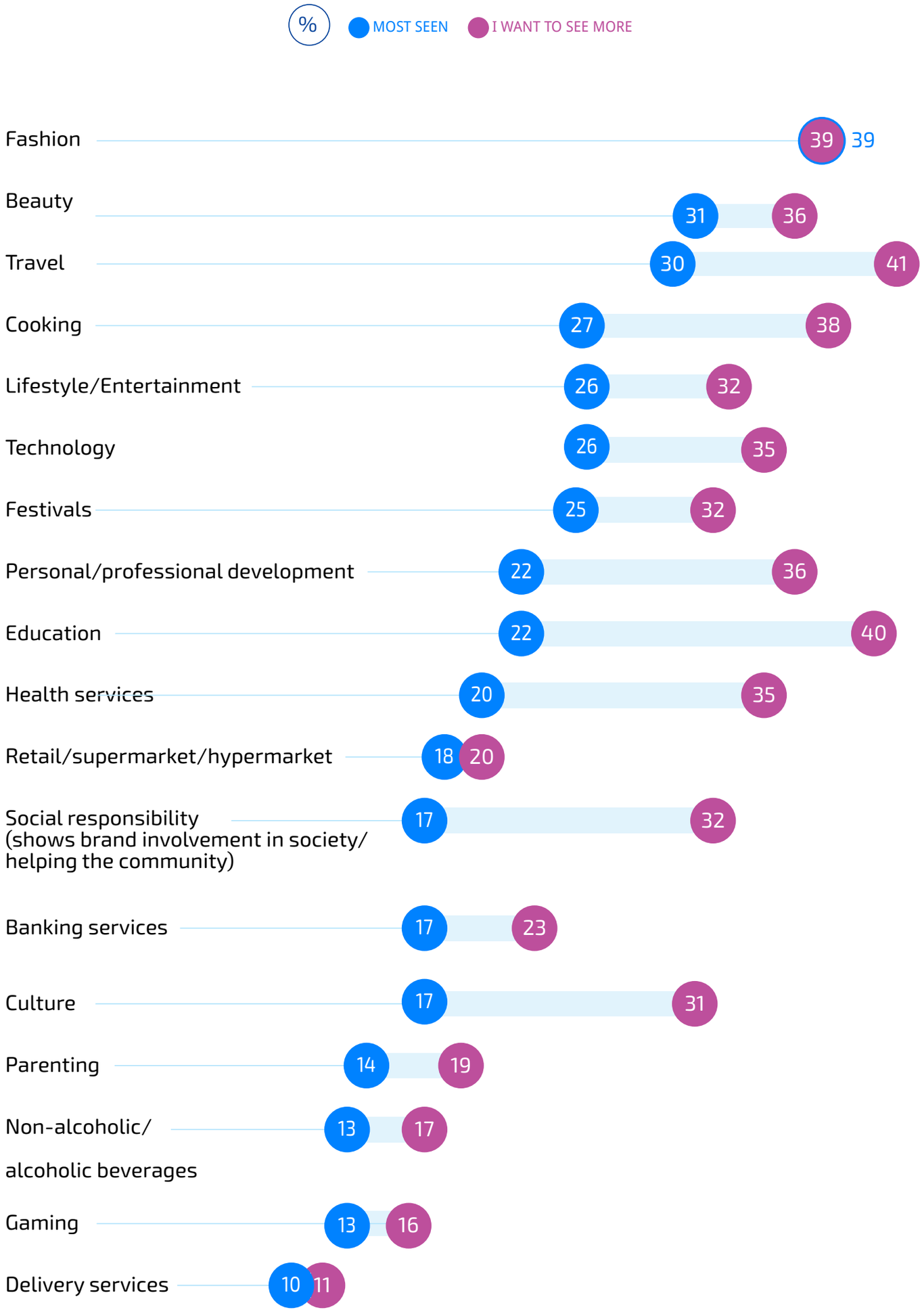


New type of Personal Development activity: Offline Conferences





Do they still want more campaigns with influencers?



Areas of Influencers Campaigns in 2023