starcom

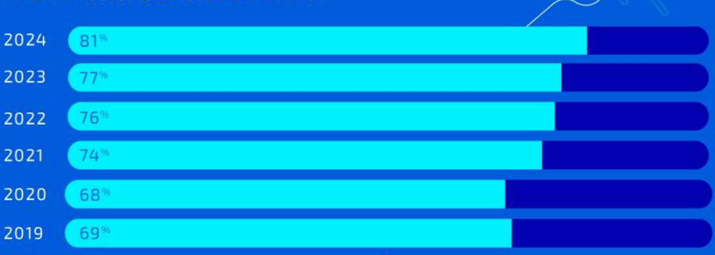
DATAiNTELLIGENCE

InfluenceMe 2024

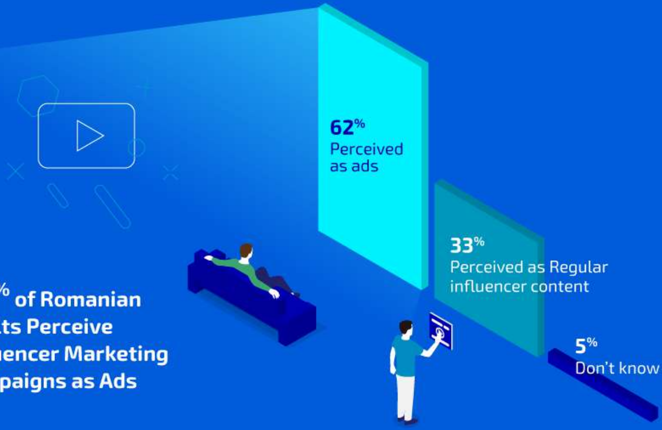
THE POWER OF INFLUENCE

Influencer Marketing became a high penetration communication channel, included in many marketing plans. As a consequence, **the clutter of campaigns highly increased, impacting campaigns memorability**.

81% of Romanian Adults Follow Influencers, with a Positive Evolution Trend



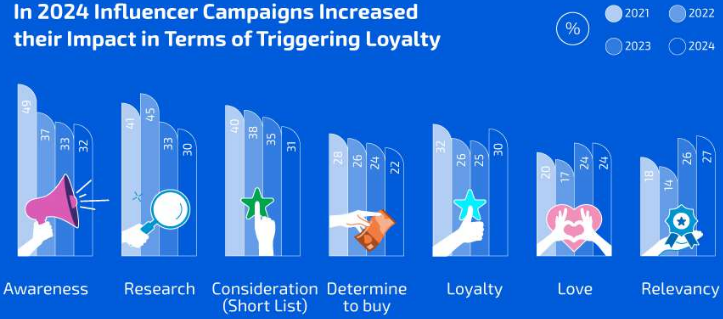
62% of Romanian Adults Perceive Influencer Marketing Campaigns as Ads



The effects of Influencer Marketing campaigns in upper funnel are **steady** vs. 2023

The effect with a considerable increase vs. 2023 is Loyalty: **1 out of 3 consumers are stating that they will continue to use the products/ services recommended by influencers, as a consequence of seeing their campaigns**.

In 2024 Influencer Campaigns Increased their Impact in Terms of Triggering Loyalty



Differentiate in the Clutter: Mandatory to Recruit New Consumers

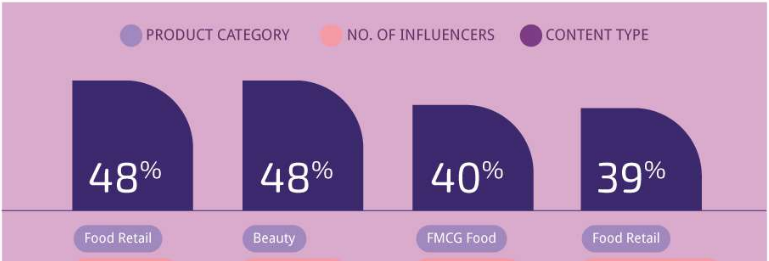
To increase upper funnel indicators, and recruit new consumers, marketers should differentiate in the clutter by:

- generating shorter & concise content
- focus on story telling vs. advertisement like content
- reconsidering influencers mix

Influence of Awareness Trend 2024

KEY TAKEAWAYS

Looking at the campaigns recalled by respondents, t**he awareness of the influencer/ mix of influencers** is transferred to the brand, even for categories with low involvement.



One Celebrity
Product/ Service Presentation

One Celebrity
Product/ Service Presentation

One Celebrity
Brand Activation

Multiple Influencers
Product/ Service Presentation

39%
FMCG Food
Multiple Influencers
Product/ Service Presentation

39%
Healthcare
Celebrities
CSR

38%
Banking
One Celebrity
Product/ Service Presentation

37%
Banking
Multiple Influencers
Product/ Service Presentation

37%
FMCG Food
Multiple Influencers
Product/ Service Presentation

37%
Fashion Retail
Multiple Influencers
Product/ Service Presentation

37%
Food Retail
Multiple Influencers
UEFA Context

Influence of Research Trend 2024

KEY TAKEAWAYS

High involvement triggers research:

Either coming from **category specific**, as in beauty & fashion case

Either coming from **increased engagement** through apps, CSR activities, brand activation

	PRODUCT CATEGORY	NO. OF INFLUENCERS	CONTENT TYPE
41%	Beauty	Multiple Influencers	App Launch
38%	Banking	One Celebrity	Product/ Service Presentation
37%	Beauty	Multiple Influencers	Press Trip
36%	Fashion Retail	Multiple Influencers	Product/ Service Presentation
36%	Healthcare	One Celebrity	CSR Activation
35%	Banking	Multiple Influencers	Product/ Service Presentation
35%	Fashion Retail	Multiple Celebrities	Festival Context
35%	Banking	Multiple Influencers	Brand Activation
34%	Banking	Multiple Influencers	CSR New Product
33%	Beauty	Multiple Influencers	Product/ Service Presentation
33%	Fashion Retail	One Celebrity	Product/ Service Presentation
33%	Healthcare	Multiple Influencers	CSR Activation
33%	Banking	Multiple Influencers	Brand Activation

Influence of Consideration 2024

KEY TAKEAWAYS

Influencer marketing campaigns drive consideration mainly for **impulse categories**, like fashion.

For more categories with more **planned decision** process, like banking, **brand activations** are putting the product/ service on short list.

	PRODUCT CATEGORY	NO. OF INFLUENCERS	CONTENT TYPE
39%	Fashion Retail	Multiple Influencers	Product/ Service Presentation
38%	Beauty	Multiple Influencers	Press Trip
37%	Banking	Multiple Influencers	Brand Activation
37%	Fashion Retail	One Influencer	Product/ Service Presentation
37%	Fashion Retail	Multiple Influencers	Product/ Service Presentation
36%	Fashion Retail	Multiple Influencers	Product/ Service Presentation
36%	Banking	Multiple Influencers	Brand Activation
36%	Fashion Retail	Multiple Celebrities	Festival Context
34%	Tech	Multiple Influencers	Product/ Service Presentation
34%	FMCG Food	Multiple Influencers	Product/ Service Presentation

Influence of Purchase Decision 2024

KEY TAKEAWAYS

If for products, presenting novelties is sufficient to drive purchase intention, for most of the tested **services campaigns, brands need to involve consumers in brand activations**.

	● PRODUCT CATEGORY	● NO. OF INFLUENCERS	● CONTENT TYPE
30%	Beauty	Multiple Influencers	Product/ Service Presentation
30%	Food Retail	Multiple Influencers	Brand Activation
30%	FMCG Food	Multiple Influencers	Product/ Service Presentation
29%	Banking	Multiple Influencers	Brand Activation
29%	Beauty	Multiple Influencers	Product/ Service Presentation
28%	FMCG Food	Multiple Influencers	Product/ Service Presentation
27%	Banking	Multiple Influencers	Brand Activation
27%	FMCG Food	Specialists	CSR Brand Activation
26%	FMCG Food	Multiple Influencers	Product/ Service Presentation
25%	Healthcare	One Celebrity	CSR Brand Activation
25%	FMCG Food	One Celebrity	Brand Activation

Recurrently reinsuring consumers about product performances or keeping them engaged with the brand is driving brand loyalty.

● PRODUCT CATEGORY	● NO. OF INFLUENCERS	● CONTENT TYPE	
FMCG Food	Multiple Influencers	Product/ Service Presentation	43%
FMCG Food	Multiple Influencers	Brand Activation	43%
FMCG Food	Multiple Influencers	Product/ Service Presentation	41%
Food Retail	Multiple Influencers	Brand Activation	40%
FMCG Food	Multiple Influencers	Product/ Service Presentation	40%
Food Retail	Multiple Influencers	Product/ Service Presentation	39%
FMCG Food	Multiple Influencers	Product/ Service Presentation	36%
FMCG Food	Specialists	CSR Brand Activation	35%
Food Retail	Multiple Influencers	Product/ Service Presentation	34%
Food Retail	One Celebrity	Product/ Service Presentation	34%

CSR campaigns are increasing brand relevancy in different types of categories.

CSR campaigns are considered to also **increase trust in the product/ brand and are perceived as innovative/ original**.

● PRODUCT CATEGORY ● NO. OF INFLUENCERS ● CONTENT TYPE

	PRODUCT CATEGORY	NO. OF INFLUENCERS	CONTENT TYPE
35%	FMCG Food	Specialists	CSR Brand Activation
33%	Banking	Multiple Influencers	CSR New Product
32%	Telekom	Multiple Influencers	CSR Brand Activation
31%	Fashion Retail	Multiple Influencers	Product/ Service Presentation
31%	Fashion Retail	Multiple Influencers	Product/ Service Presentation
30%	Beauty	Multiple Influencers	Product/ Service Presentation
29%	FMCG Food	Multiple Influencers	Product/ Service Presentation
29%	Fashion Retail	One Celebrity	Product/ Service Presentation
29%	Food Retail	Multiple Influencers	UEFA Context
29%	FMCG Food	Multiple Influencers	Product/ Service Presentation
29%	Food Retail	Multiple Influencers	Product/ Service Presentation

Influence of Brand Love 2024

KEY TAKEAWAYS

To move the hearts of the consumers, there is the need of the right mix between:

The type of influencers (top campaigns that drove brand love are with specialists, or only one celebrity)

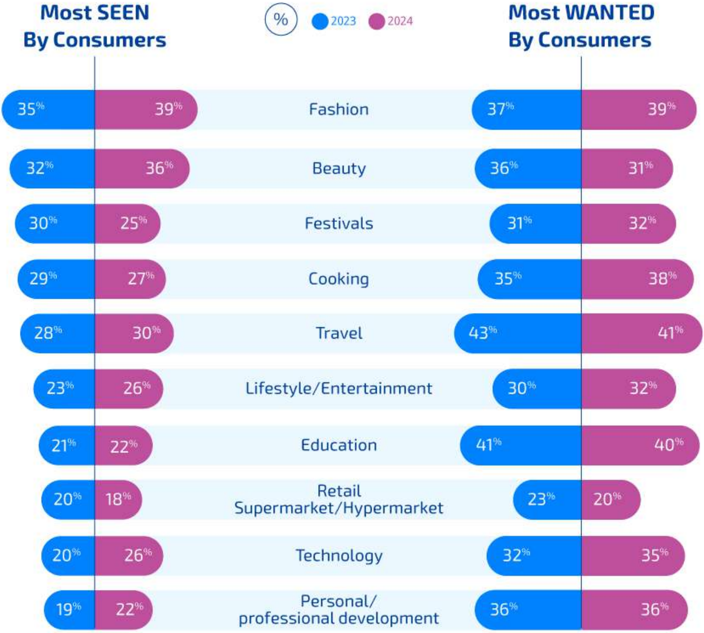
Relevant content, involving consumers (e.g. brand activation or CSR)

	● PRODUCT CATEGORY	● NO. OF INFLUENCERS	● CONTENT TYPE
34%	FMCG Food	Multiple Influencers	Product/ Service Presentation
32%	FMCG Food	Multiple Influencers	Product/ Service Presentation
31%	Banking	Multiple Influencers	Brand Activation
30%	FMCG Food	Multiple Influencers	Product/ Service Presentation
30%	Beauty	Multiple Influencers	Press Trip
29%	Telekom	Multiple Influencers	CSR Brand Activation
28%	FMCG Food	Specialists	CSR Brand Activation
27%	Banking	Multiple Influencers	Product/ Service Presentation
27%	FMCG Food	One Celebrity	Brand Activation
27%	Healthcare	One Celebrity	CSR Brand Activation

Top 10 Areas of Influencers Campaigns

KEY TAKEAWAYS

In line with measured campaigns results, **consumers remember** that generally they saw **campaigns from fashion & beauty**, while in the future **would like to see** more campaigns from **travel, education & personal development areas**.



MORE INSIGHTS AT REQUEST

PLATFORMS AND USAGE

- Platforms where the most influencer campaigns are seen
- Social media platforms where consumers spend the most time daily
- Where influencer campaigns are most often observed (e.g., Instagram stories, etc.)
- Platforms where consumers most frequently notice campaigns
- Description of the platforms Facebook, TikTok, Instagram, YouTube, LinkedIn

PODCASTS

- Incidence of podcast listening among consumers
- Types of podcasts followed
- Top of Mind podcasts or the influencer who hosts the podcast

INFLUENCERS AND CONTENT

- Consumers' favorite influencer
- Feelings evoked by influencers among their followers
- Reasons why users follow influencers on social media
- Attractiveness of influencer content
- Expectations regarding the type of content posted by influencers depending on the platform
- Preferred influencers for conference appearances
- Brands or campaigns with influencers that had an impact on consumers' memory
- Case study: Influencer who has conducted multiple campaigns

ANALYSIS

- Socio-demographic analysis

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

---

www.dataintelligence.ro

facebook.com/DataIntelligencebyPublicisGroupeRomania

linkedin.com/showcase/90952161/