

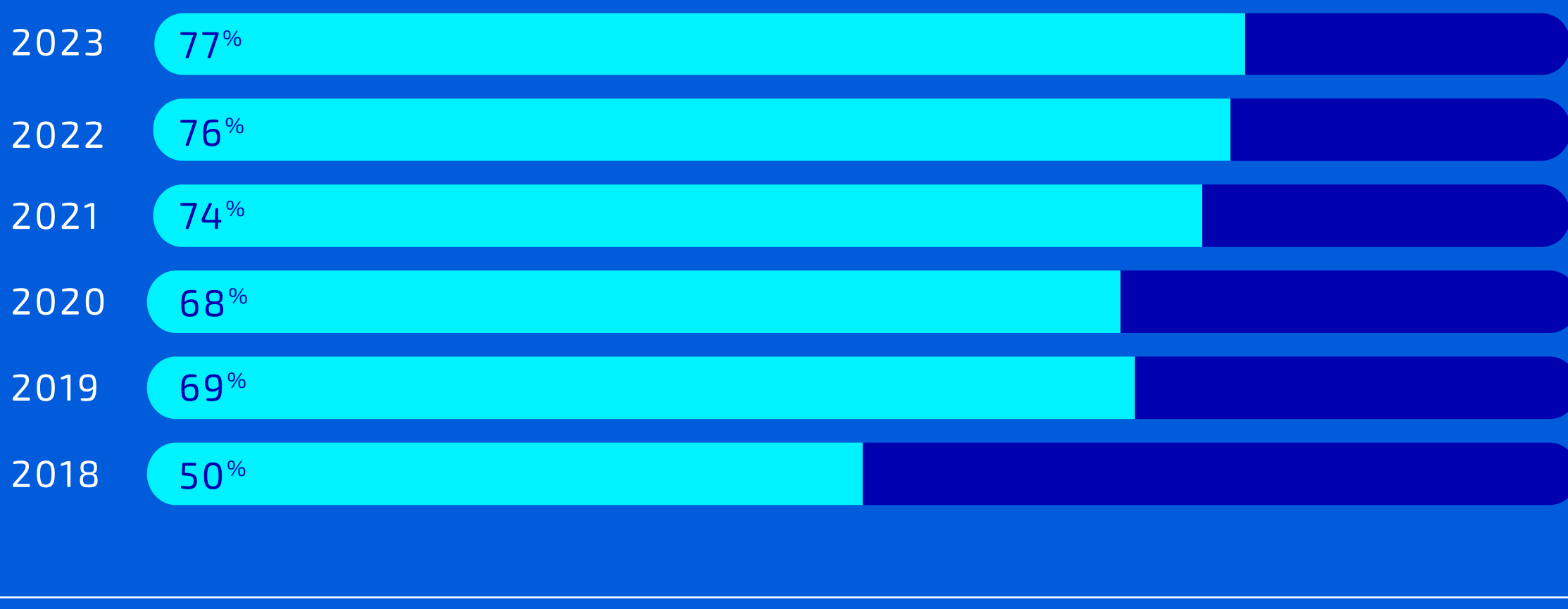
InfluenceMe 2025

THE POWER OF INFLUENCE



Influencer Marketing became a **high penetration communication channel** and achieved its **plateau** with same volume of people being attracted in the phenomena as in past year.

This indicates **that mostly same people are exposed** to the clutter of campaigns.

The % of Romanian Adults Following Influencers Stagnates at 81%**54% of consumers** perceive influencer campaigns as **advertisements**, decreasing vs. 62% in 2024. The % of those seeing them as **part of the influencer's regular content** is **increasing** from 33% in 2024.

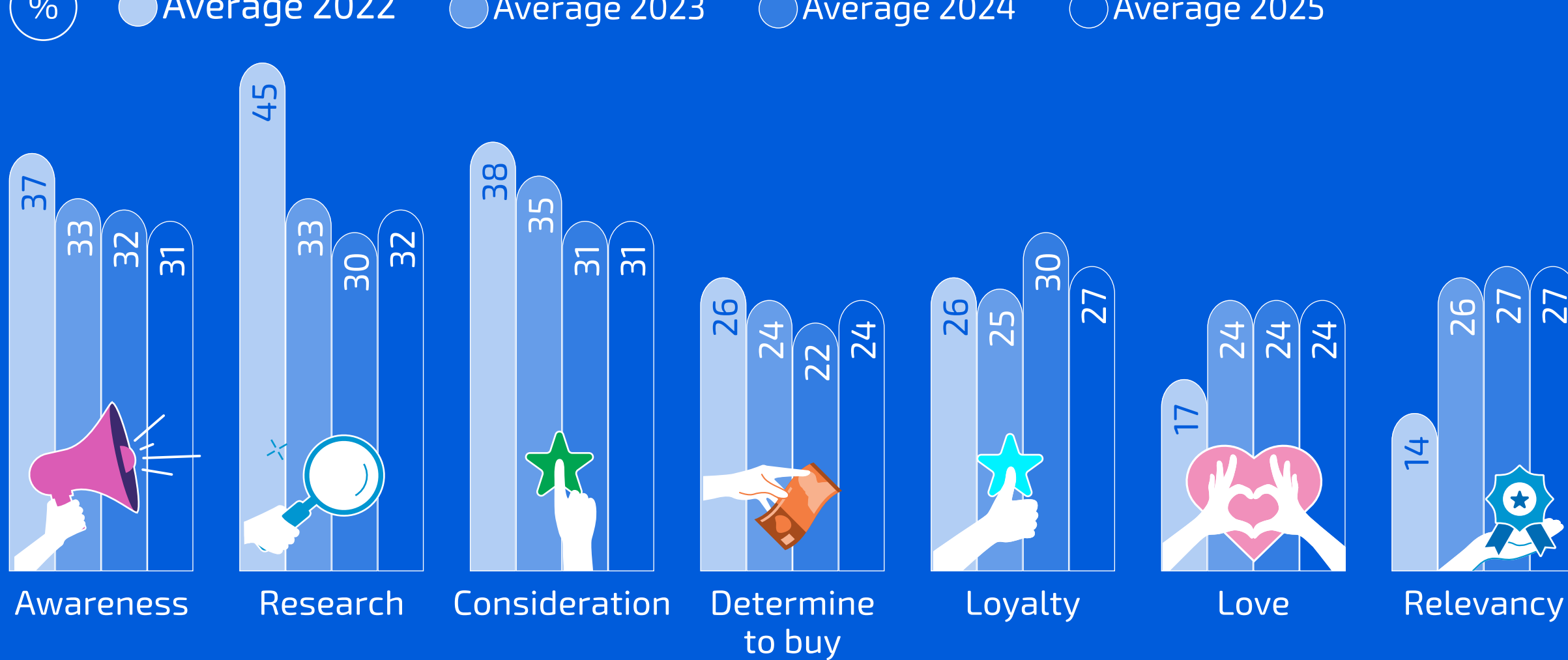
Campaigns and influencer content tend to fuse.

2024 2025

**Consumer dynamics: moving lower funnel in a saturated market**

Between 2022 and 2025, upper and mid funnel indicators like awareness, research and consideration showed a slight decline, accompanied by minor fluctuations over the three years.

Lower funnel indicators like buy, loyalty, love and relevancy are rather constant. This trend suggests that **same core audiences of influencers are exposed to a constant influx of products and brands**, making it more **challenging for them to decide or to differentiate**.



Overcome market saturation and creative stagnation

Campaigns start to look as influencer content and as same influencer is delivering multiple campaigns, for multiple brands, they **start to feel indistinguishable**. Even if **audiences** still follow influencers and engage with their content, they **find hard to recall brands**.

**To distinguish in this context:**

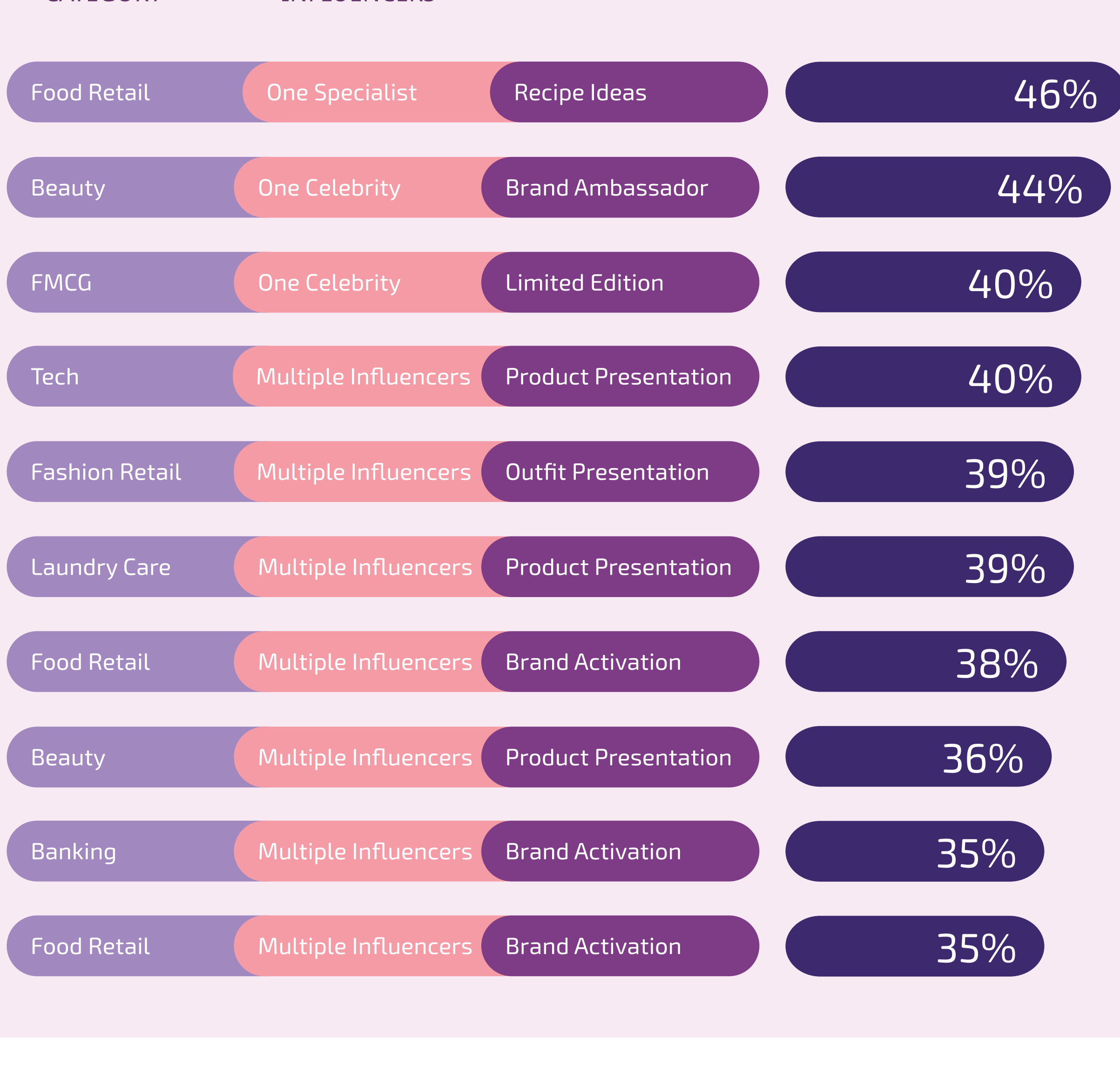
- Shift from reach to relevance
- Co-create vs. sponsor
- Integrate influencer content into long term communication strategy



Influence of Awareness 2025

Just influencer's awareness is not sufficient to drive campaign awareness: two campaigns from the top 10 based their awareness on influencer's celebrity and big media budgets.

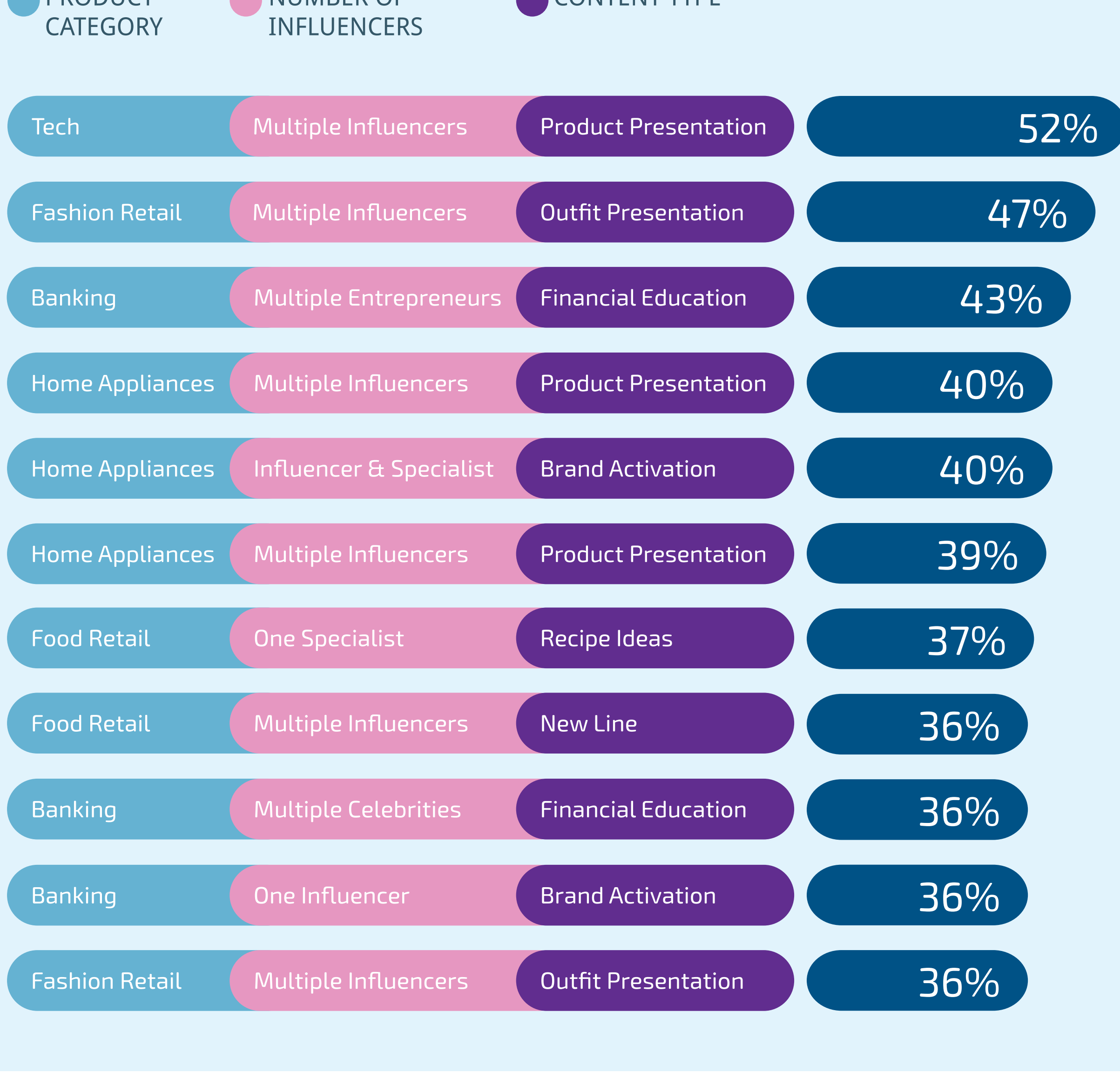
Most campaigns **with top awareness results delivered useful content:** recipe ideas, product presentations or brand activations.



Influence of Research 2025

To achieve excellent performance on research indicators, campaigns should focus on **clearly and strategically highlighting the advantages of the product or service**.

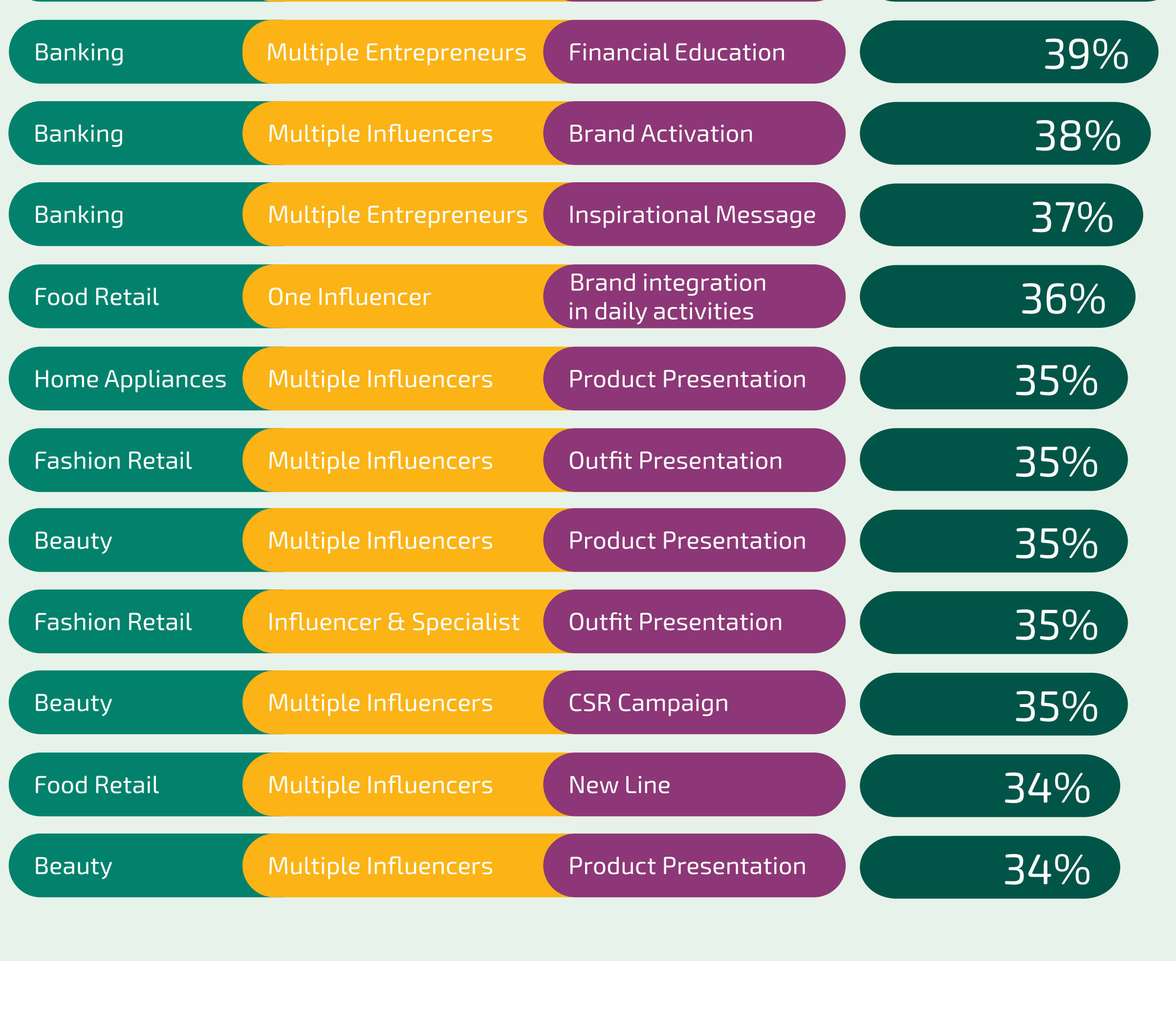
This includes points of difference vs. competition, showcasing the diversity of the offerings, educating consumers, and emphasizing quality in various contexts.



Influence of Consideration 2025

Influencer marketing campaigns drive consideration mainly if they **inspire consumers** (e.g. serial content with brand integrated in influencer lifestyle), **explain complicated concepts** as in financial education case, and align with current **trends**.

The **expertise** of those involved in the campaign also plays a crucial role in influencing consumers.

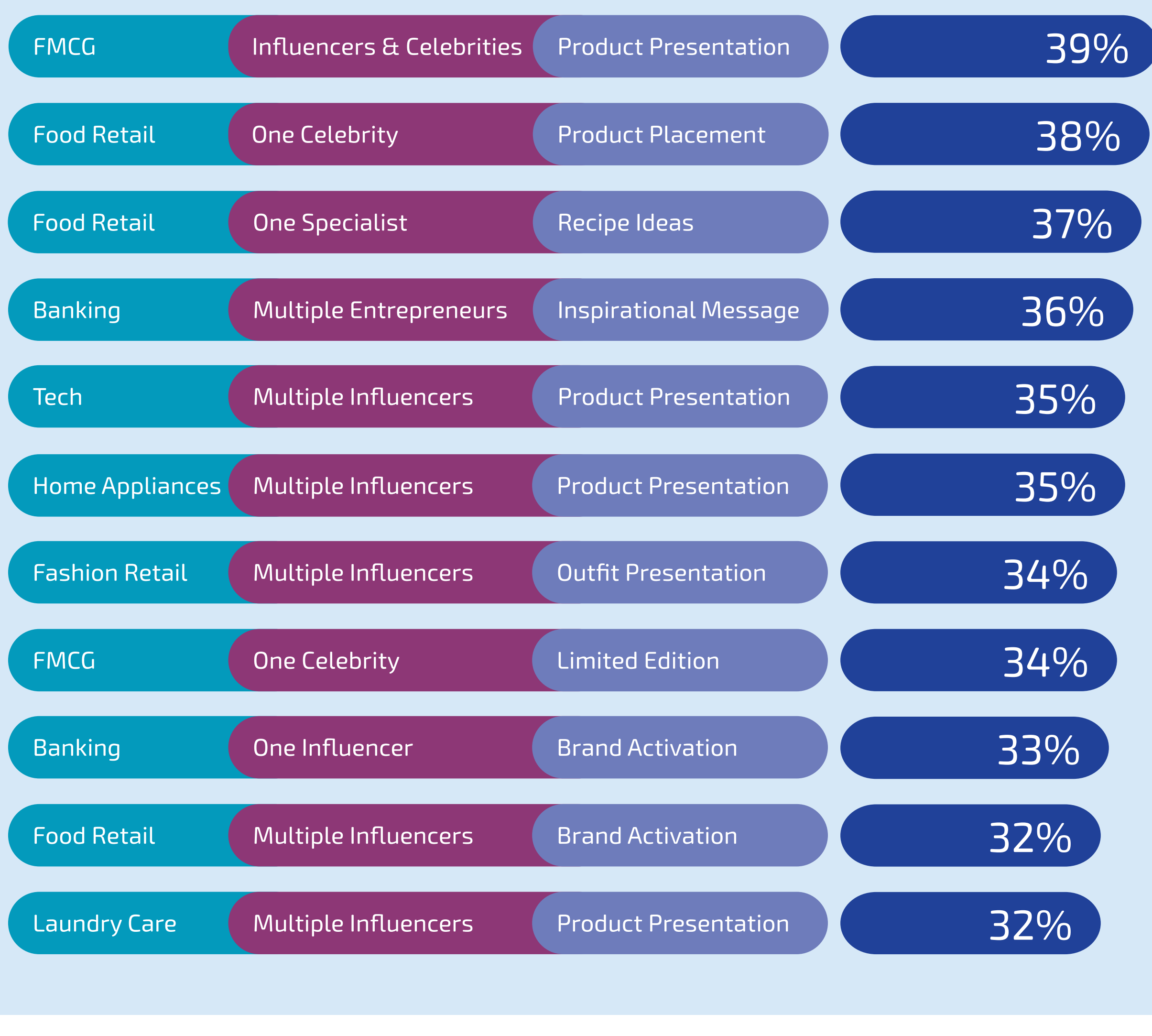




Influence of Loyalty 2025

There is no recipe in terms of influencer or content type to drive loyalty. The key is consistency, long-term association, **recurrently building brand trust**.

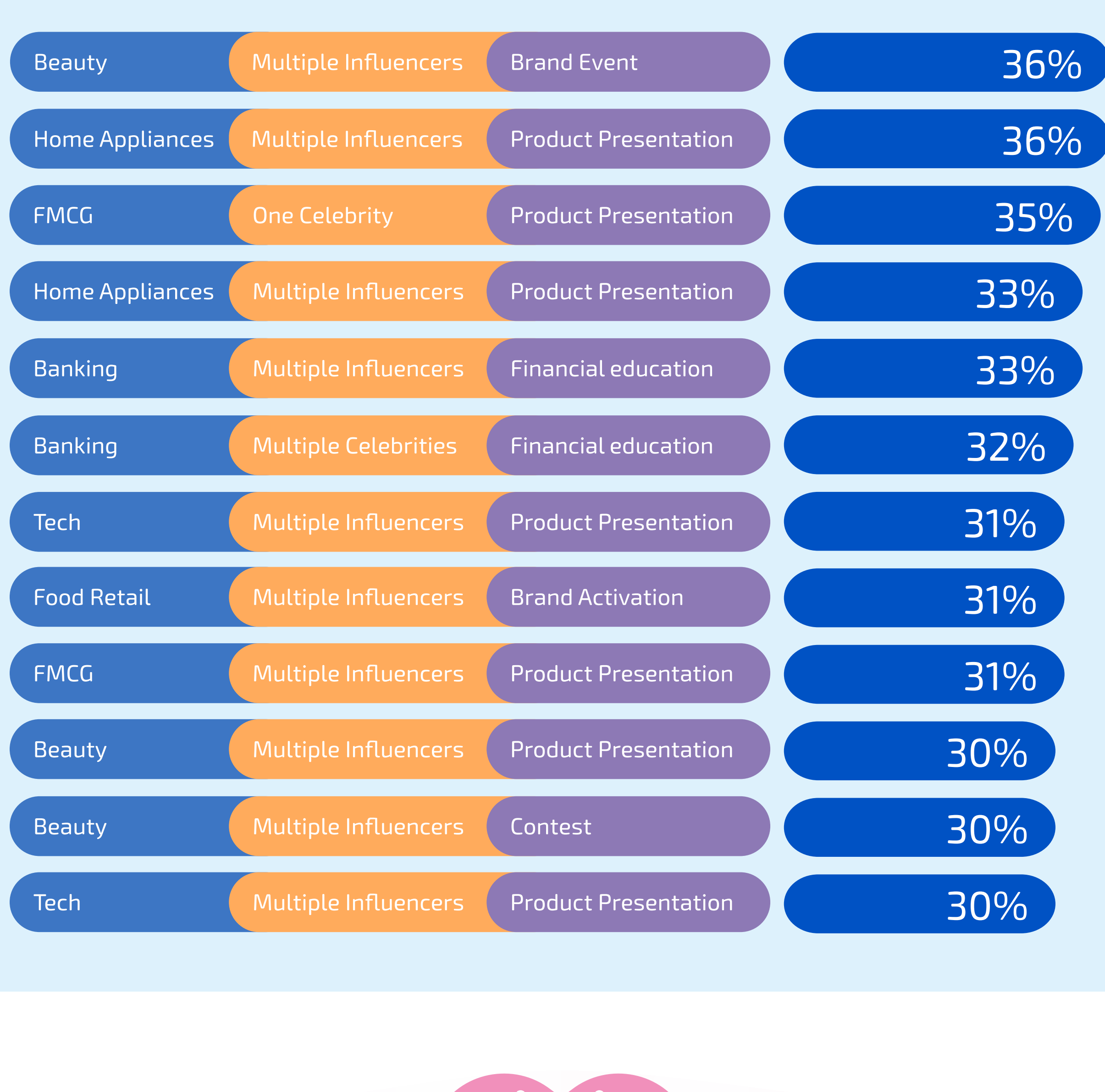
Influencer's proved success and expertise is also a loyalty driver.



Influence of Relevancy 2025

The relevance of campaigns is determined by **brand heritage, surprising humor, educational content**.

Even if with low awareness, **educational campaigns are increasing consideration and relevancy**. They don't trigger research as they simplify consumers' cognitive processes.



Influence of Brand Love 2025

In 2025 the **perception of a glam, aspirational brand** captivated consumers hearts: either by organizing press trips in expensive places, or having a flashy benefit, or a partnership with a top designer or with celebrities.

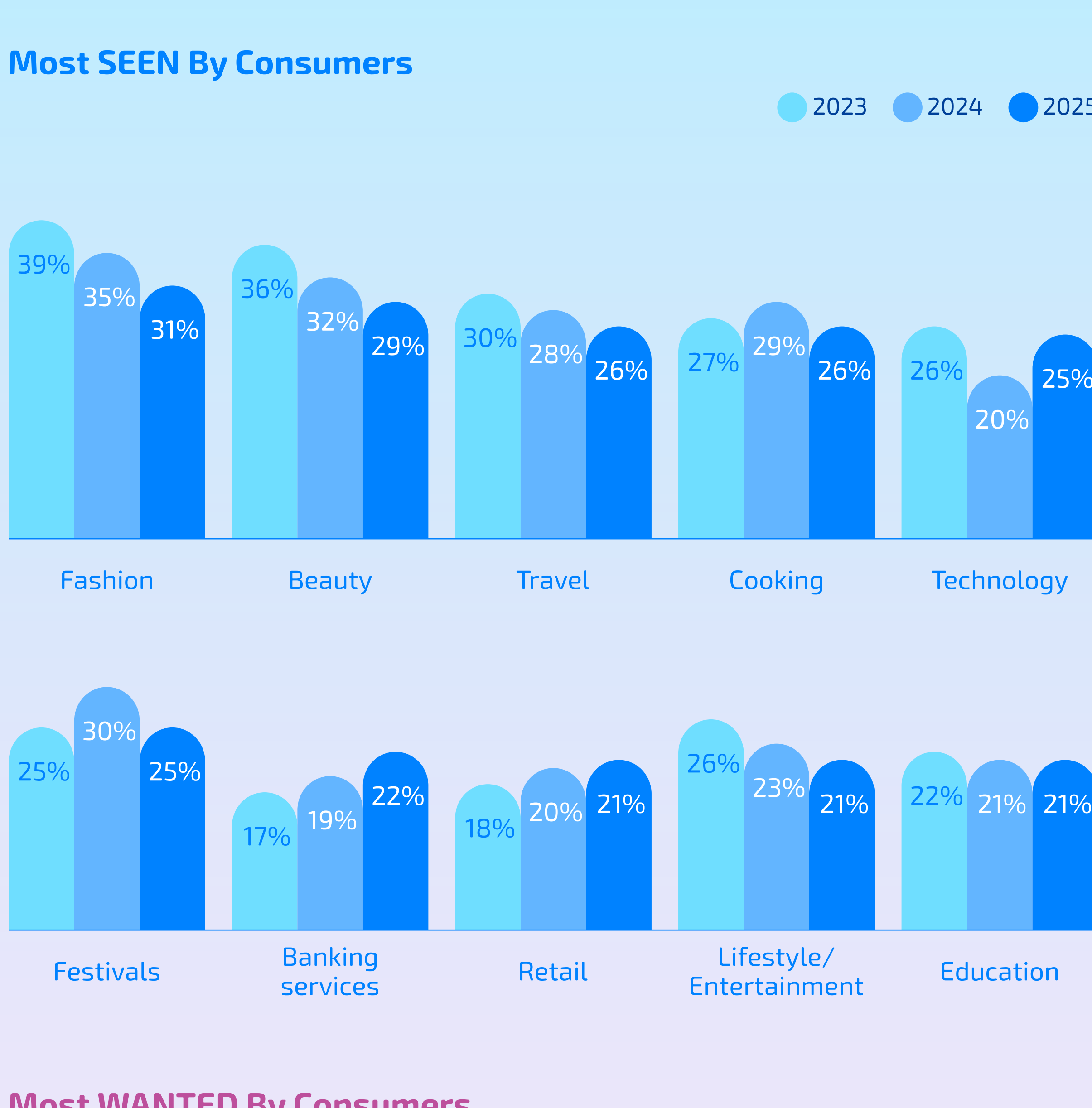
Another mechanic which determined brand love was to **choose influencers with strong communities** and imply them to **co-create** during campaigns.



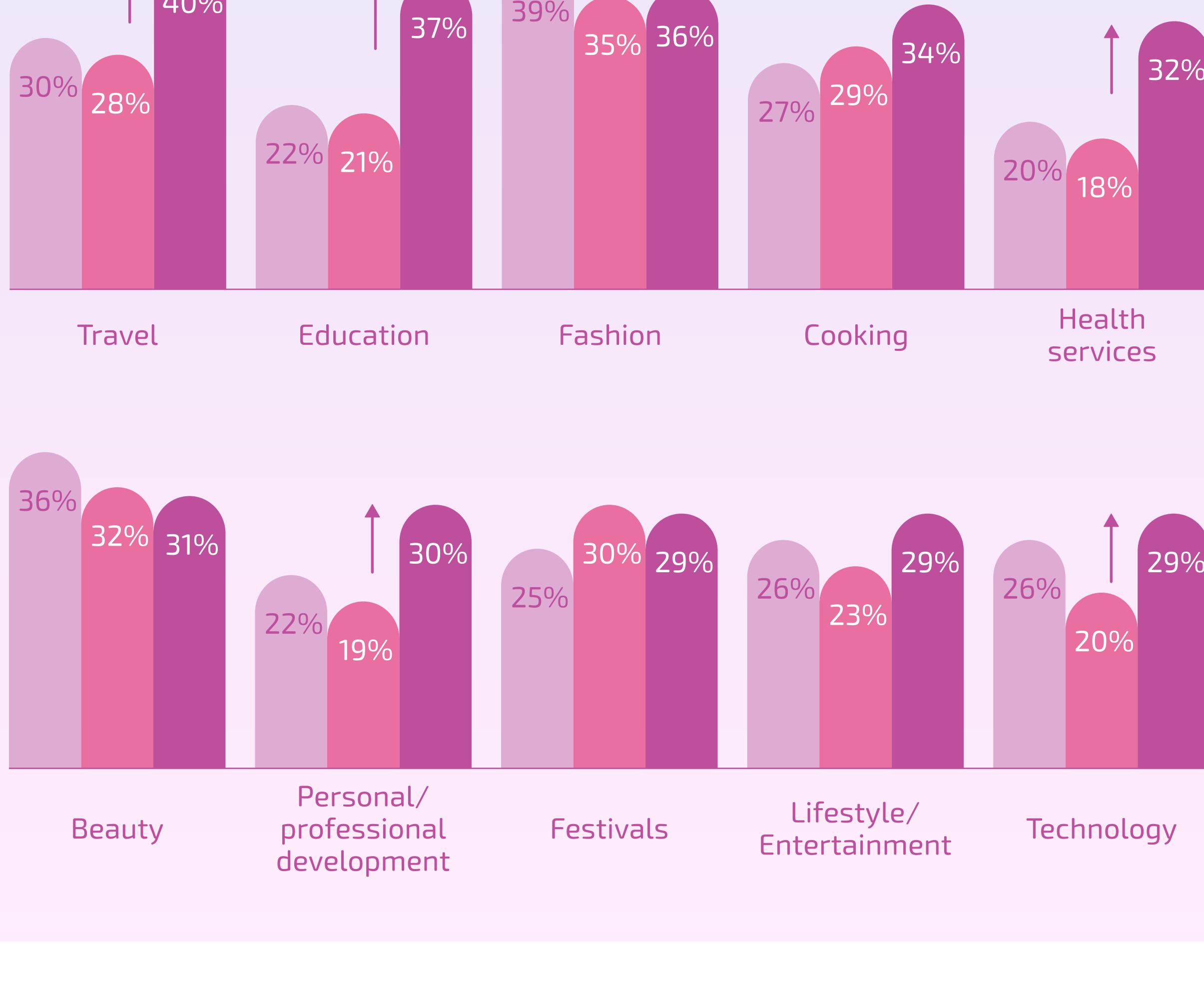
Top 10 Areas of Influencers Campaigns

Consumer desire from influencers campaigns to **help them develop and navigate through more complicated areas** such as travel, health or technology.

Most SEEN By Consumers



Most WANTED By Consumers



Ask consumer@starcomwww.com for details

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

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

Podcasts

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

Analysis

- Socio-demographic analysis

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