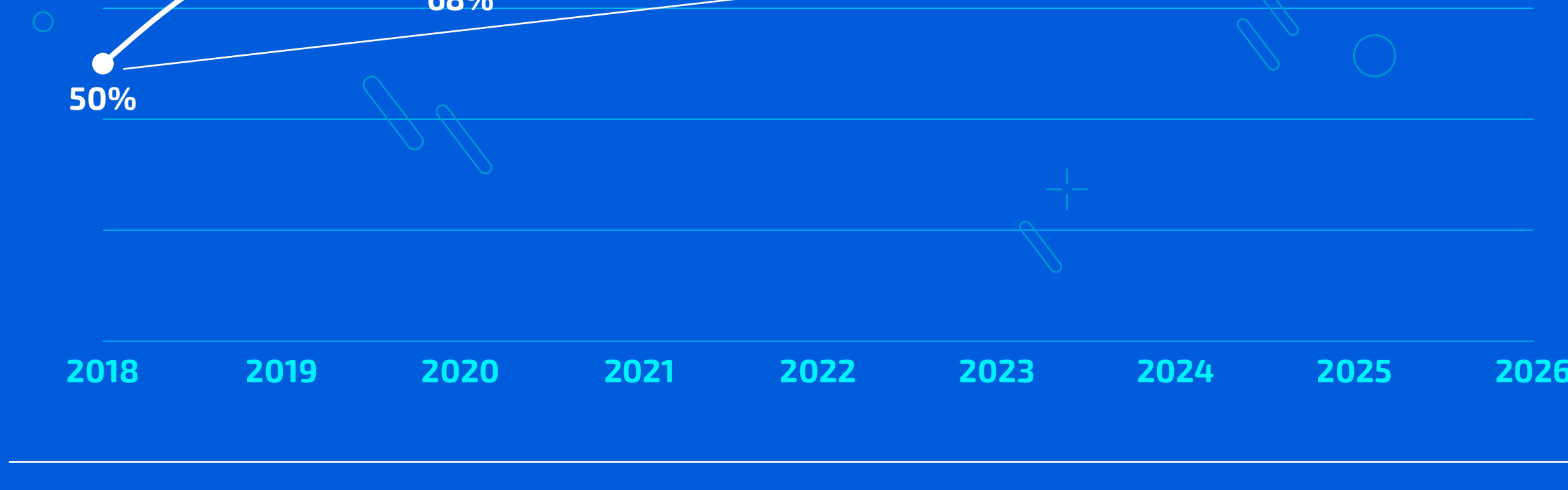


InfluenceMe 2026

THE POWER OF INFLUENCE

Everyone is already following—the battle is no longer for reach, it's for attention

83% follow at least one influencer in 2026 up from 50% in 2018



Audiences know it's advertising—so the brief isn't to hide the ad, it's to make it worth watching

Almost two in three know it is advertising.

The remaining 32% still experience campaigns as the creator's regular content—and only 3% are unsure.



Influencers appear to be playing a stronger role in brand discovery than in building longer-term loyalty

Awareness is the only metric showing a clear uplift, in line with the increase of influencer marketing budgets.

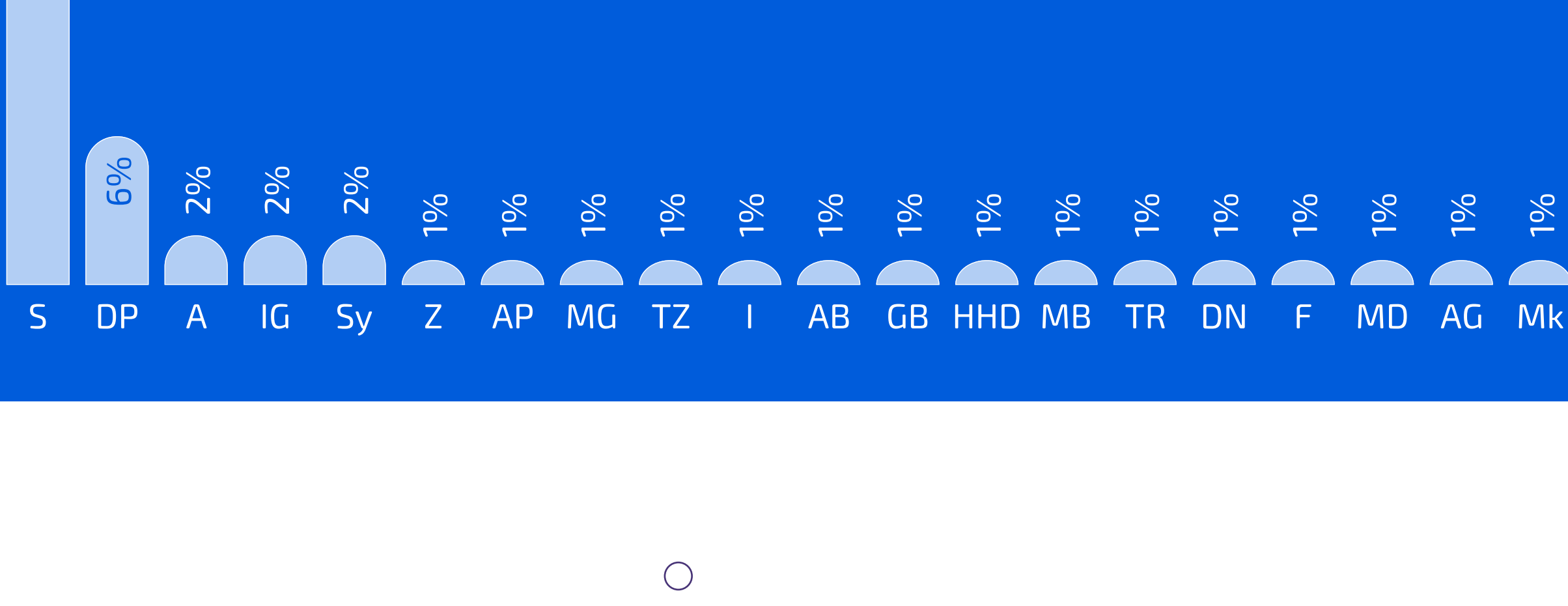
Campaigns are succeeding in capturing attention and generating initial interest, but **the impact becomes less visible** when it comes to **strengthening deeper brand relationships** or driving meaningful **shifts in consideration and loyalty**.



Too Many Options to Choose from

Very fragmented influencer preference, influencer's content is consumed without audiences preferring one single name, they follow an enlarged mix of influencers.

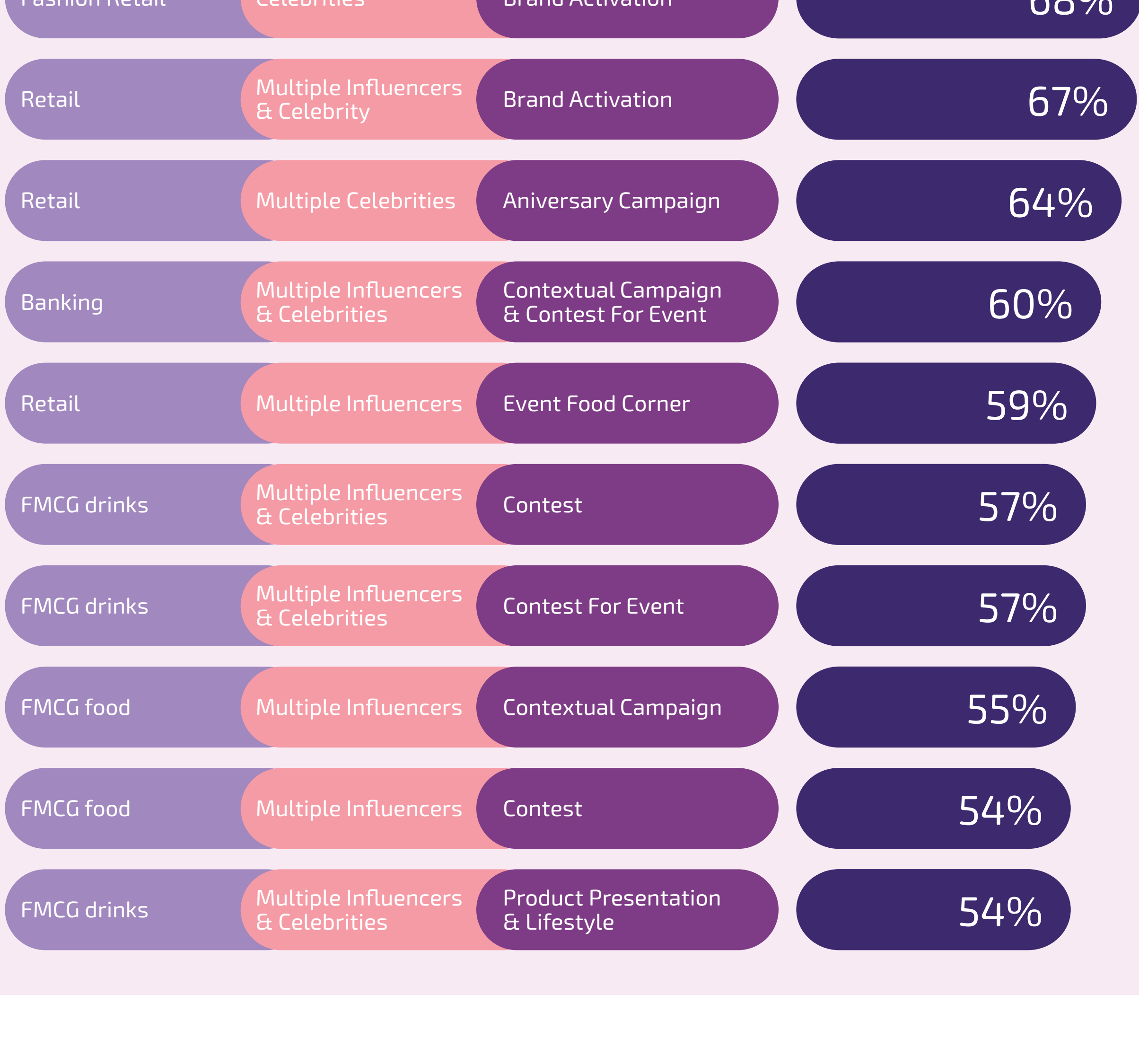
From 30 mentioned preferred influencers, 23 are preferred by less than 1% of the population



Influence of Awareness 2026

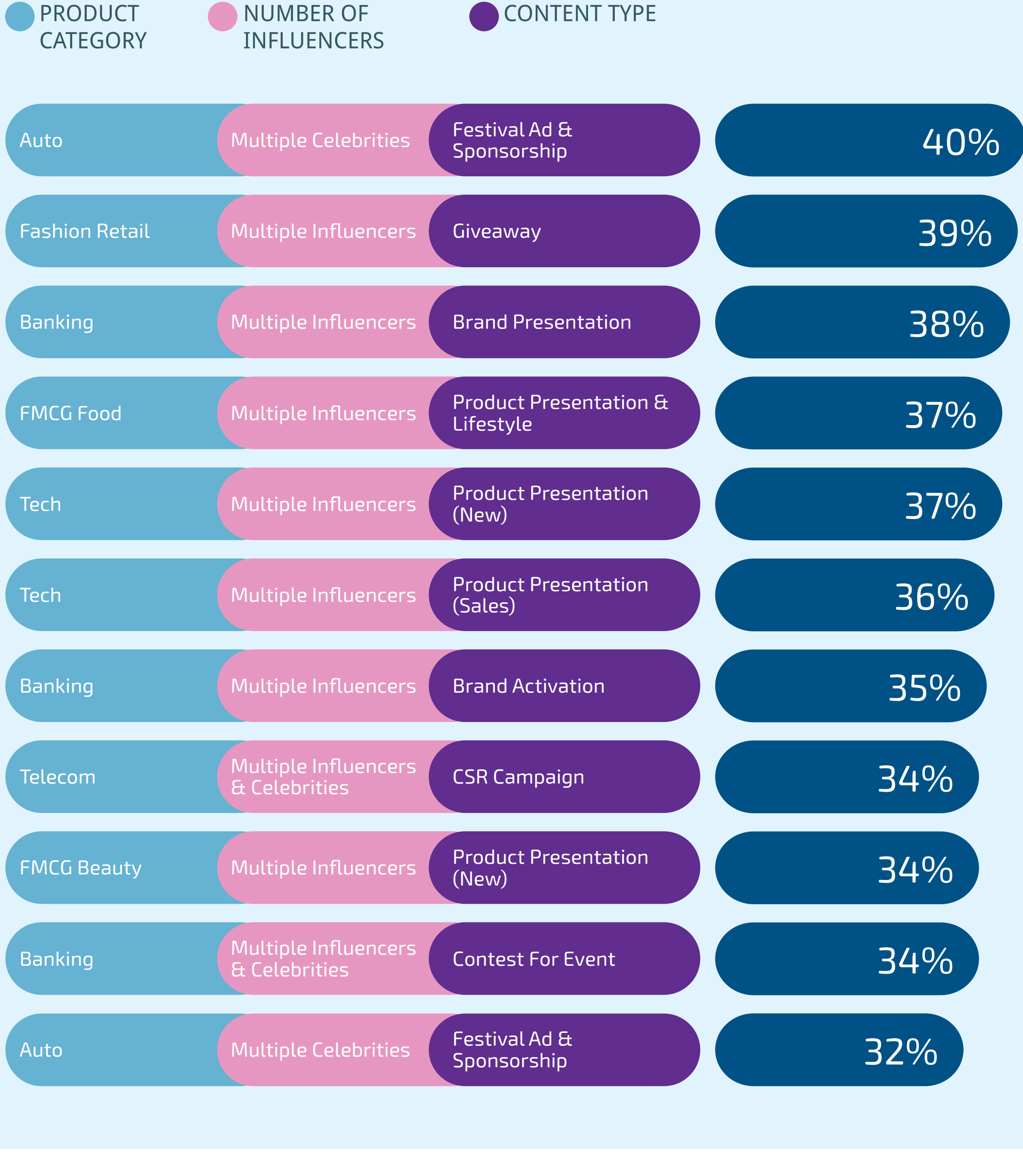
To drive brand awareness, influencer marketing campaigns require high investment in:

- 360 campaigns,
- partnership with large-scale events,
- continuity and repeated exposure,
- usage of high awareness influencers like celebrities.



Influence of Research 2026

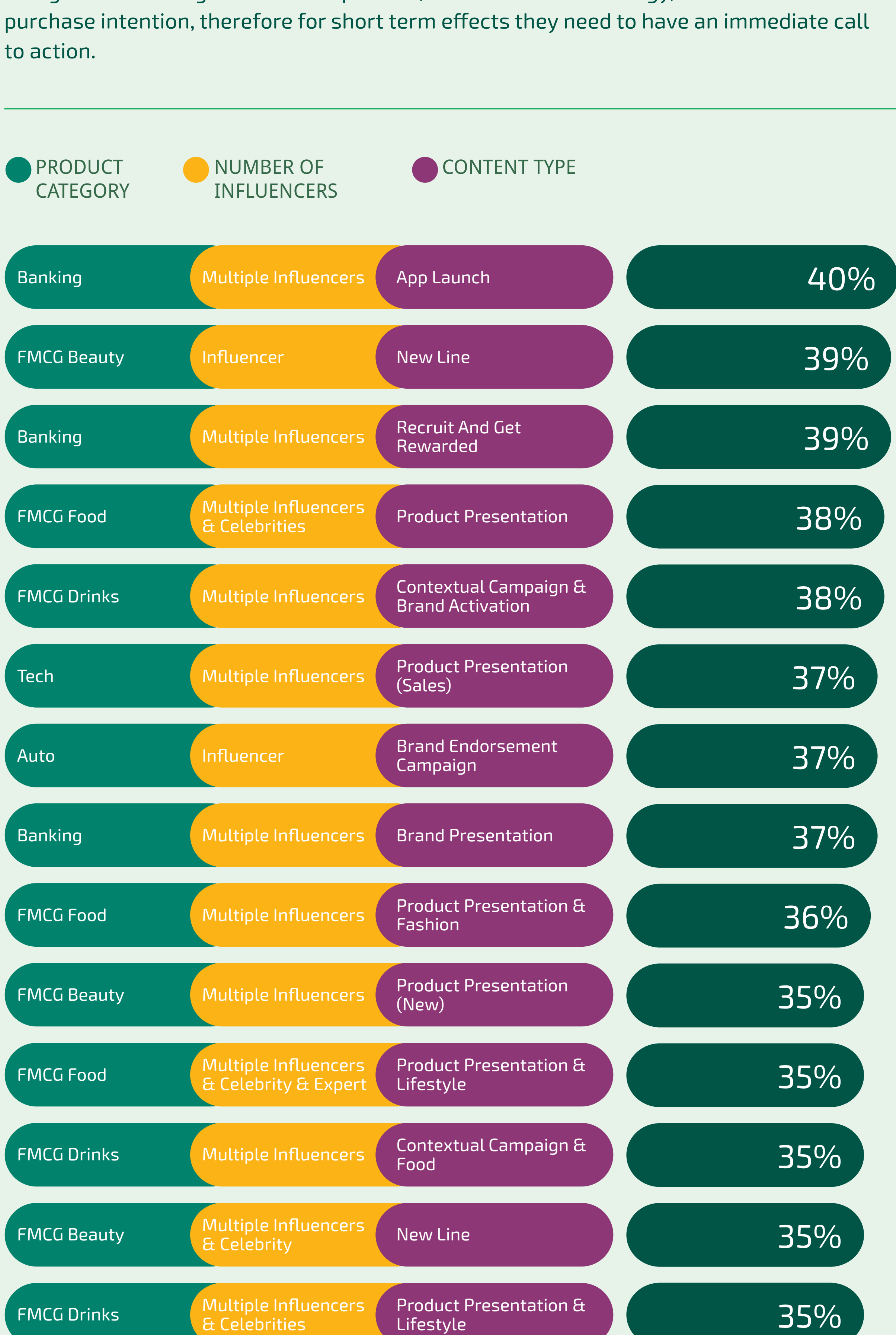
Product launches and innovations capture attention, but consumer exploration increases when they are paired **with tangible benefits** such as discounts, exclusive offers, or promotional incentives that encourage engagement and consideration.



Influence of Consideration 2026

FMCG and banking campaigns are more likely to generate consideration, **based on frequent usage cycle**.

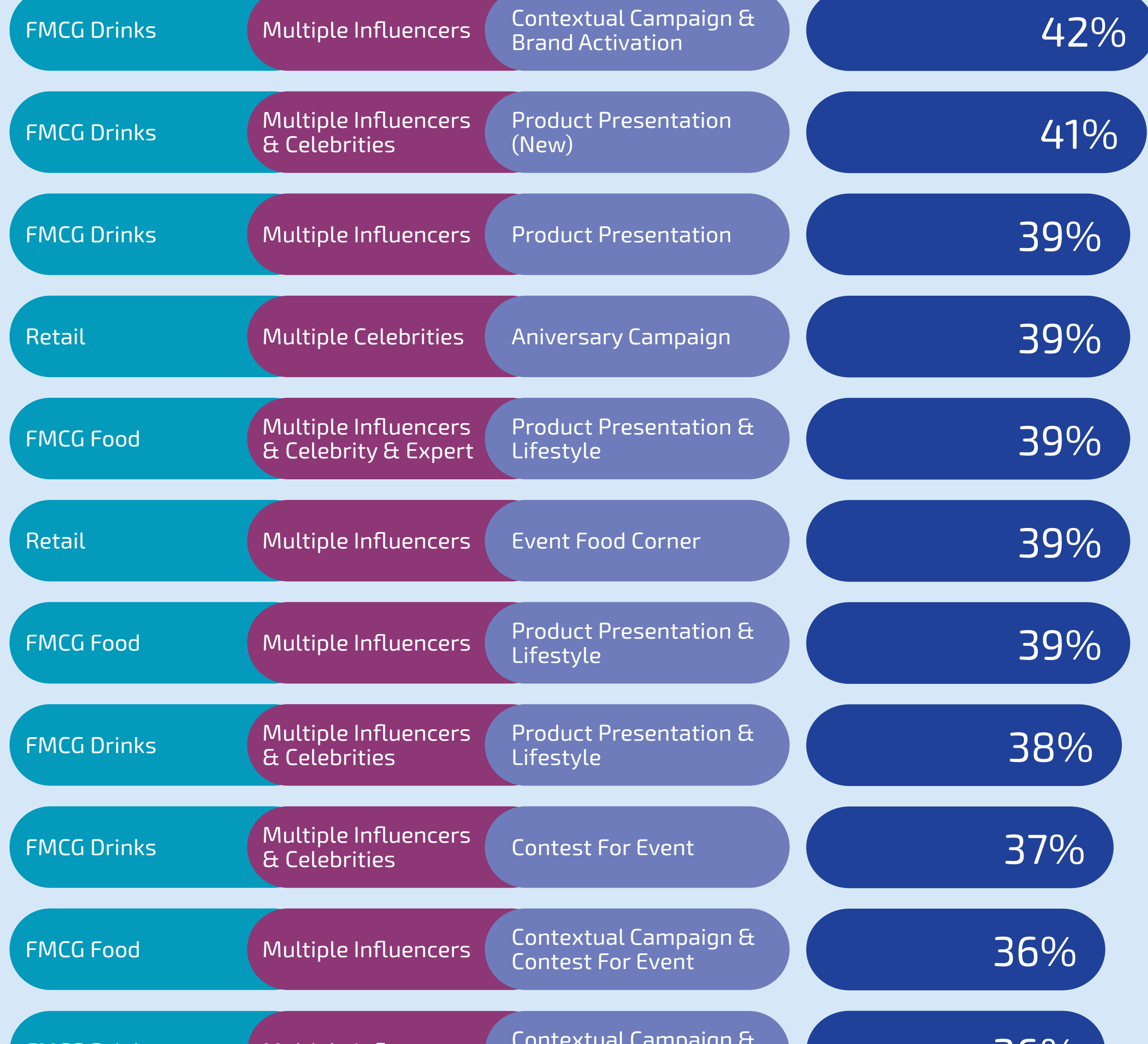
Categories with longer evaluation process, like auto and technology, don't drive immediate purchase intention, therefore for short term effects they need to have an immediate call to action.





Influence of Loyalty 2026

Build loyalty and emotional connection by maintaining a consistent presence and leveraging authentic partnerships & relevant moments.

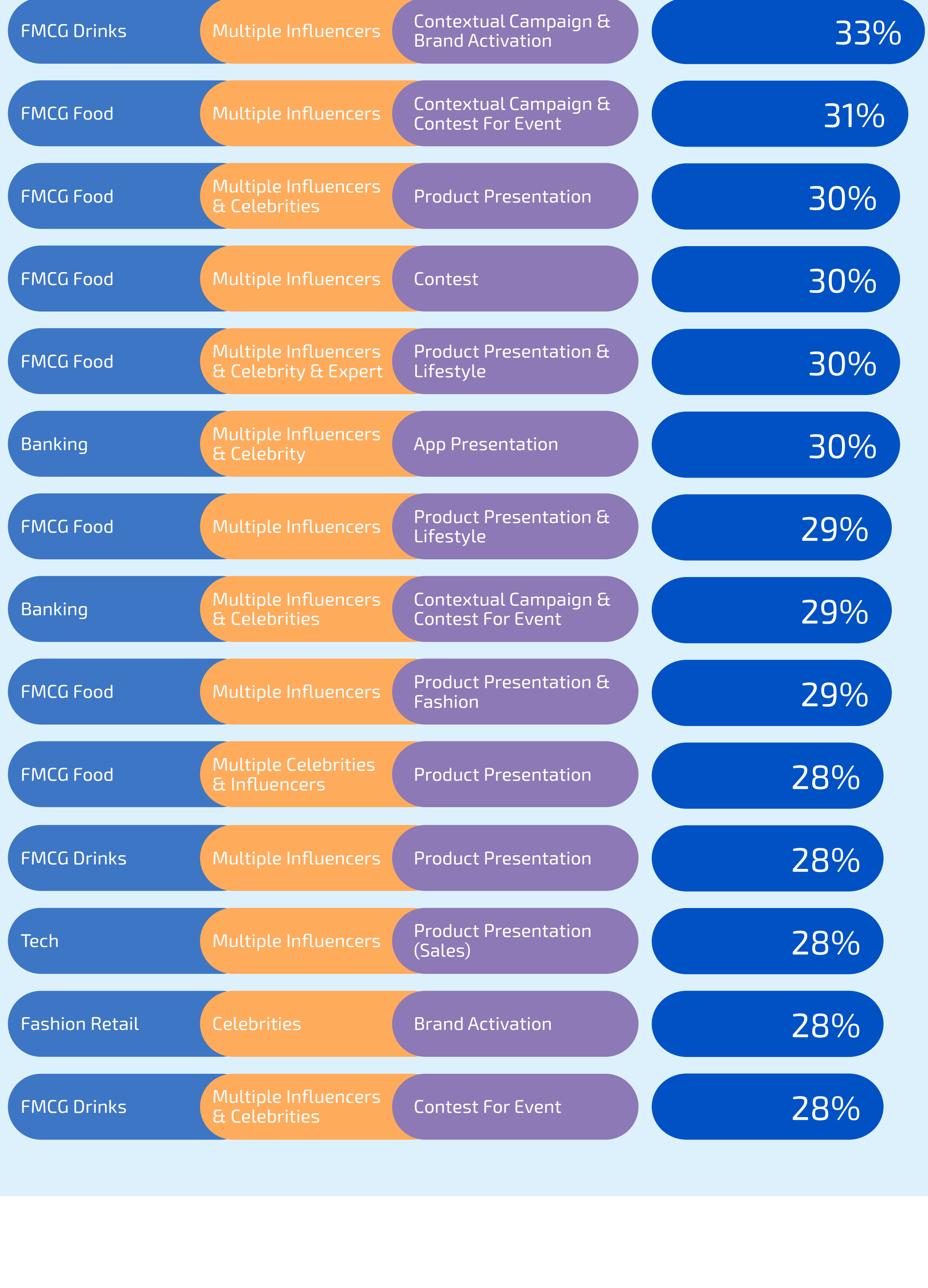


Influence of Relevancy 2026

Associate the brand with events and contexts that authentically align with its values and products.

Show up in moments that matter to consumers, with the right message at the right time.

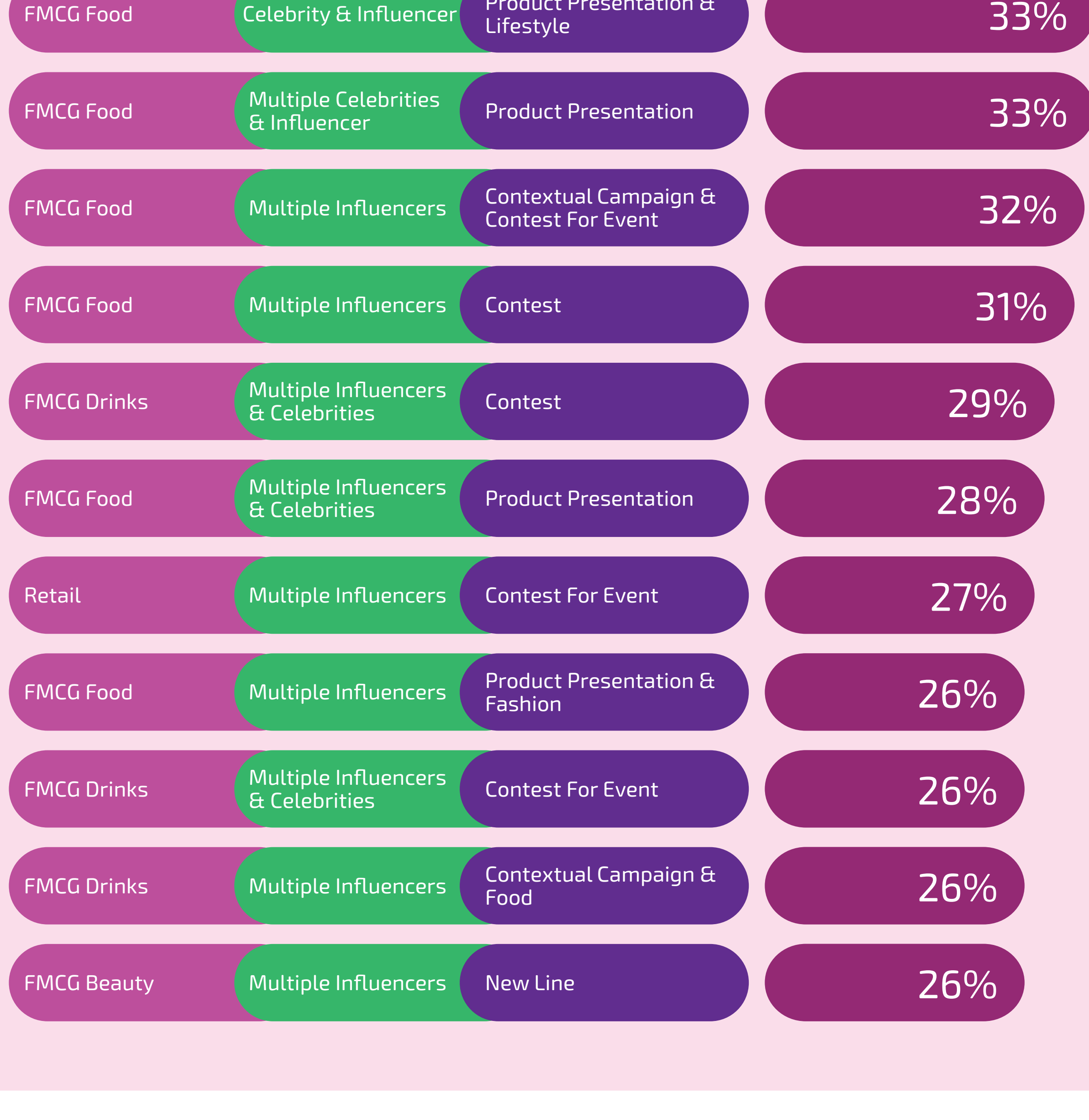
Leverage popular cultural moments to increase relevance and strengthen consumer connection.



Influence of Brand Love 2026

"Brand love" is a metric built over time by consistently meeting consumer expectations and it can be cultivated through:

- **Storytelling:** a narrative designed to forge a long-term connection with the brand
- **Emotional connection:** activating triggers such as nostalgia or national symbols (e.g. "mici")
- **Relevant gifts:** prizes and benefits offered during brand activations.



To sum-up, there are five ways to go beyond capturing attention

Drive action 01
Every campaign should also prompt a clear next step.

02 Build continuity, not bursts

Long-term creator partnerships strengthen affinity and loyalty.

Match one campaign to one objective 03

For different objectives, communicate different campaigns, in parallel.

04 Measure beyond views

Track research, intent and engagement, not just reach.

Lead with stories 05

Narrative content builds relevance and brand connection.

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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