



Unleashing Influence

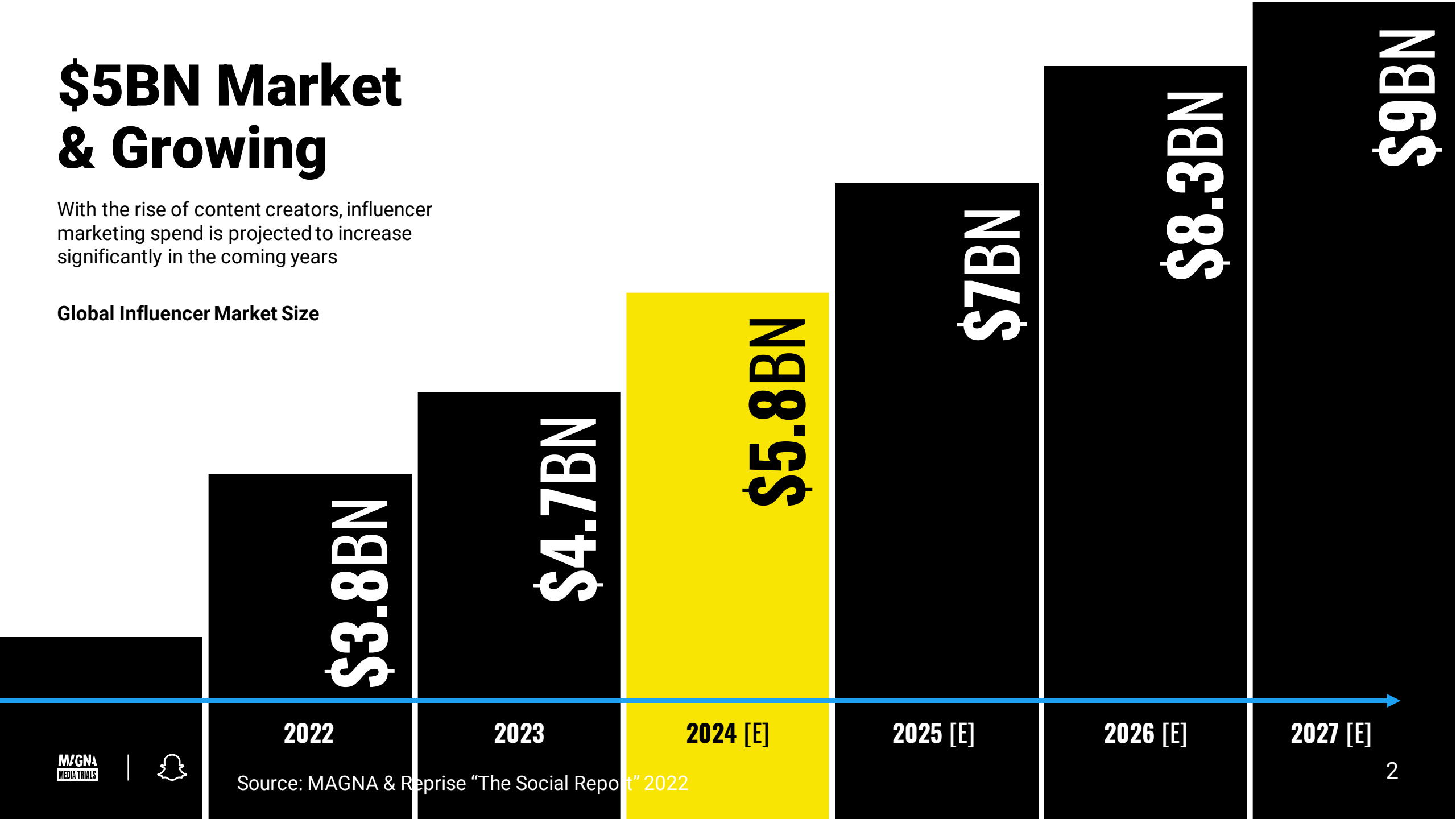
A Marketers' Guide To Influencers' Success



\$5BN Market & Growing

With the rise of content creators, influencer marketing spend is projected to increase significantly in the coming years

Global Influencer Market Size



With a \$6 billion stake in the coming year, what should brands do to ensure influencer marketing success?

Our Goals

GOAL

1

To uncover user perceptions
and preferences about
influencer content

GOAL

2

To identify best practices
for influencer marketing

Our Scope

Methodology

Interviewed weekly users of social media platforms and/or Snapchat (16 - 49 age group) from a representative online panel.

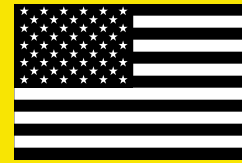
- The methodology included a survey to gauge current perceptions of influencer content and receptiveness to brand-sponsored influencer content
- Additionally, gathered feedback on influencer content across various platforms through creative feedback

Research Conducted In 5 Countries:

Total (n) = 5,214

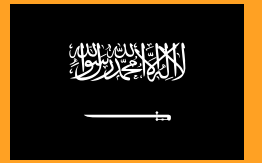
1,179

United States (n)



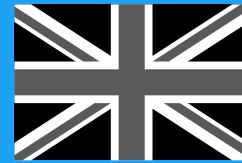
1,005

Saudi Arabia (n)



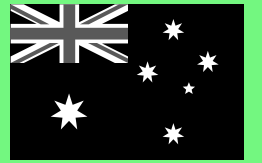
1,003

United Kingdom (n)



1,022

Australia (n)



1,005

France (n)



M/GNA
MEDIA TRIALS



00:00:06

The Creator Effect

SKIN
CARE
Nature



SKIN
CARE
Nature



SKIN
CARE



Influencers are a natural asset for brands

Purpose For Social Media Usage
- % Net Score Of All Platforms

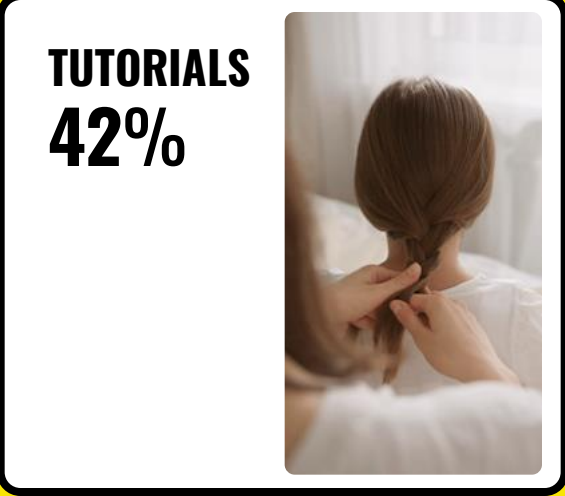


61%

are on social media to follow influencers or content creators they like



Types Of Influencer Content People Typically Watch - % Selected



Engagement with products is a significant driver of viewership even for organic content

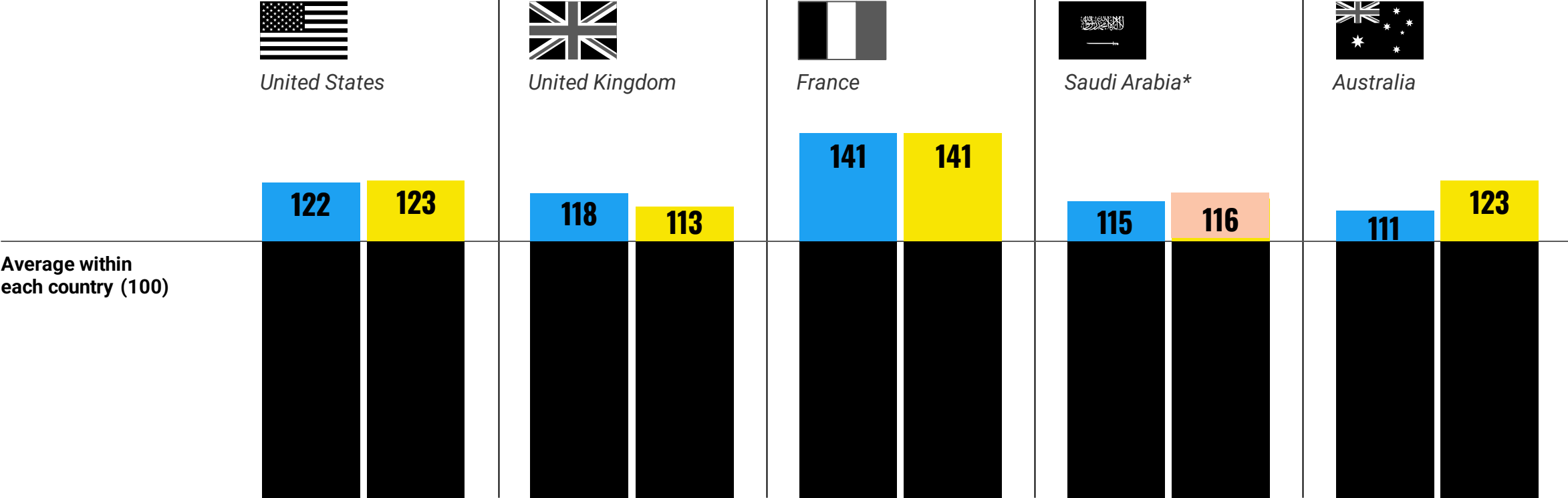


All markets | n= 5,214
Survey Q: For what purposes do you use the following social media platform(s)? – To follow influencers or content creators
Survey Q: What type of influencer content do you typically watch?

Across all markets, people seek brand info from influencers

Product Related Influencer Content People Watch - Indexed To Average Of All Categories In Each Country

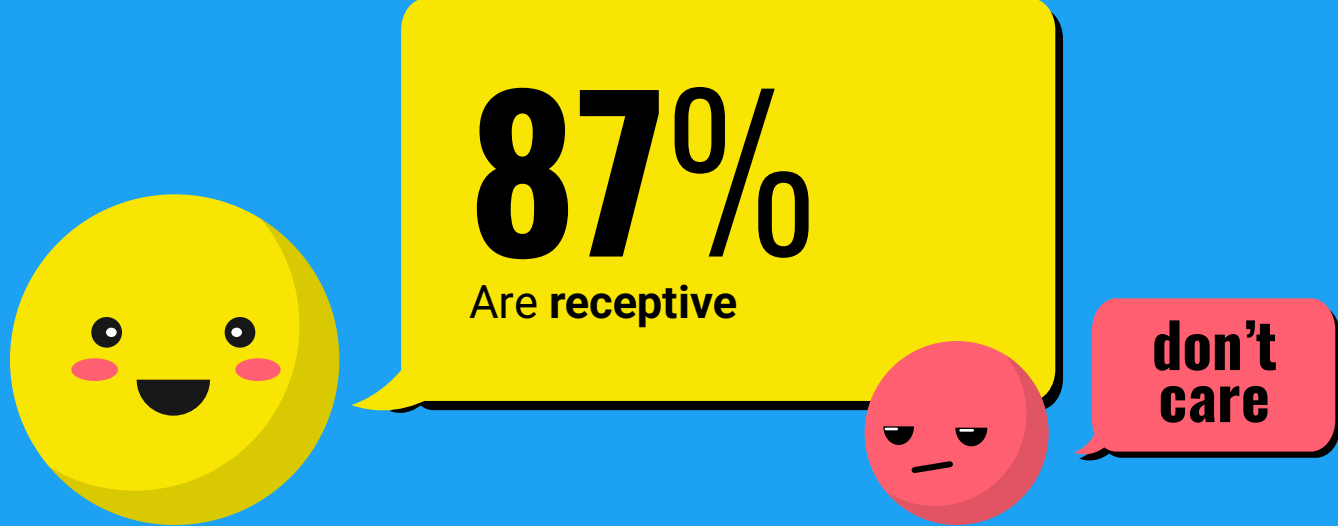
■ Tutorials
 ■ Product Reviews
 ■ Restaurant Reviews



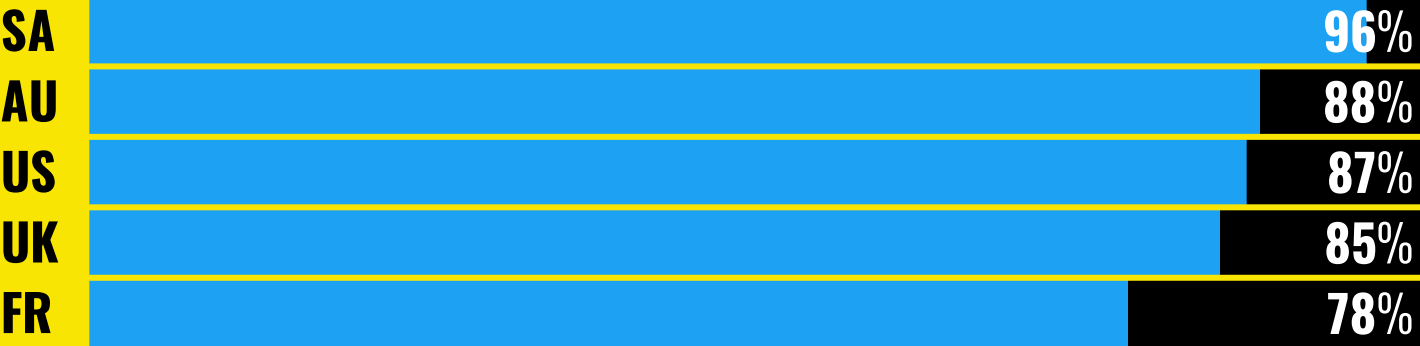
Average within each country (100)

In fact, the vast majority are open and receptive to brands sponsoring influencer content

Receptivity To Brand Sponsored Influencer Content - % Very Or Somewhat Open



Similar trend in _____

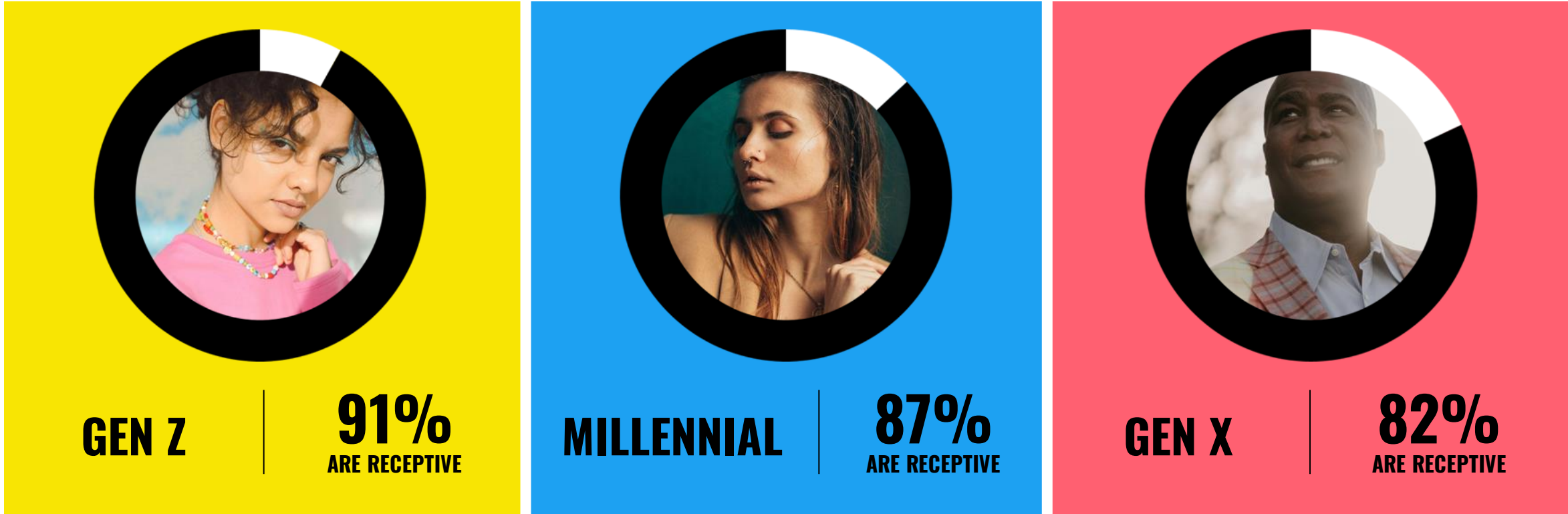


All markets | n= 5,214; USA n= 1,179; UK n=1,003; FR n=1,005; SA n=1,005; AU n=1,022

Survey Q: How open are you to seeing sponsored content from influencers?
Brand-sponsored content: Sponsored content is where influencers promote or endorse products or brands in exchange for compensation.

Receptivity to brand sponsored influencer content is consistent across all generations

Receptivity To Brand Sponsored Influencer Content - % Very Or Somewhat Open



20
24

CREATOR IDENTITY

The Influencer Marketing Playbook

THE PLAYBOOK



RULE
#01

RULE
#02

RULE
#03



RULE #01

Take action
to build trust



MISTAKES
& LESSONS
LEARNED



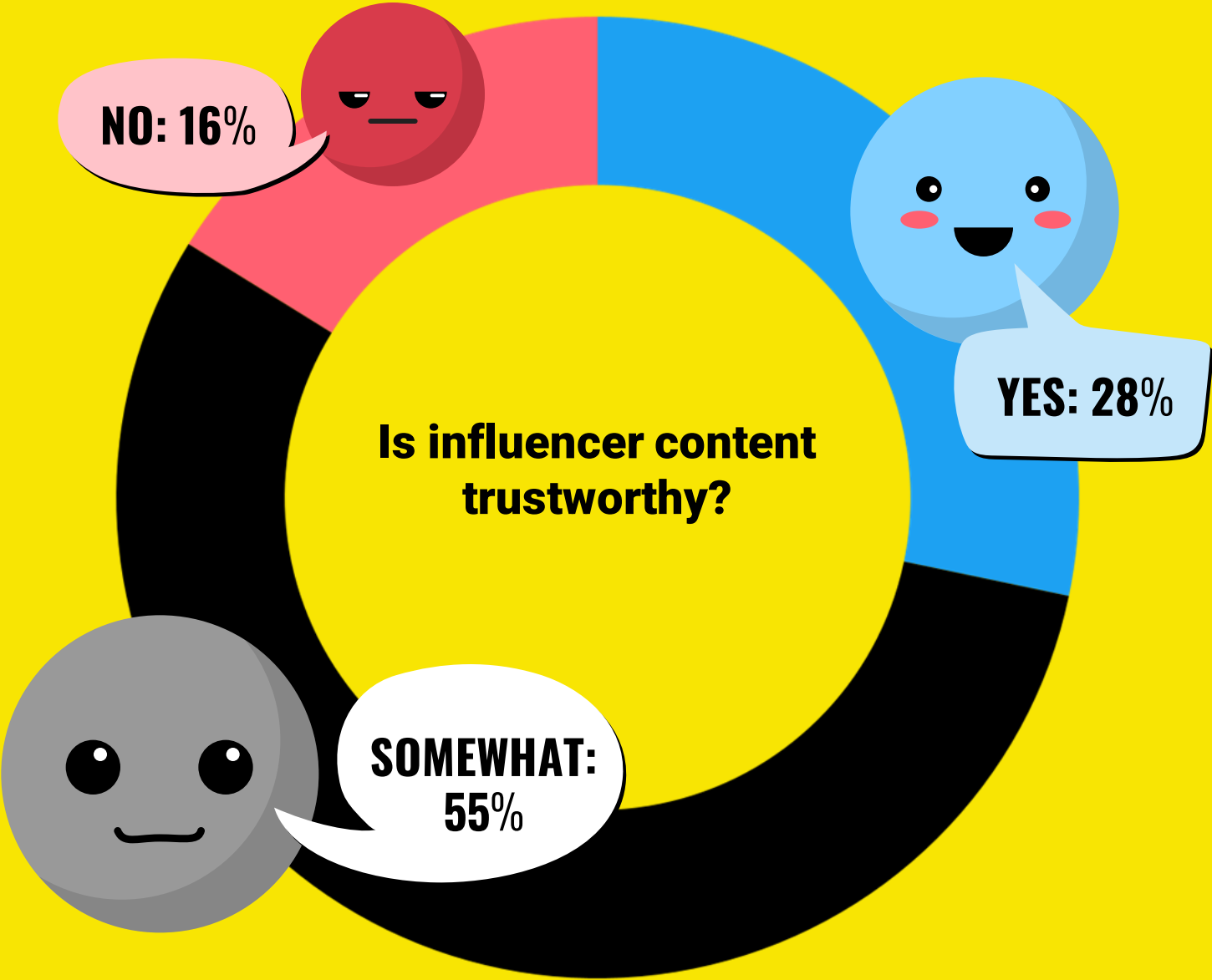
REALISTIC
LIVES



EVIDENCE
& FACTS

There's opportunity to improve trust in influencer content

Perception Of Influencer Content
- % Selected



... especially in high-stakes sectors such as finance

When brands in high stakes categories are working with influencers, consider a transparent collaboration with brand

Trusted Source(s) For Researching Products In These Categories - % Selected

I would trust _____.

■ The **influencer** more ■ The **brand** more ■ **Both** equally ■ **Neither**

Finance



Apparel



Skincare

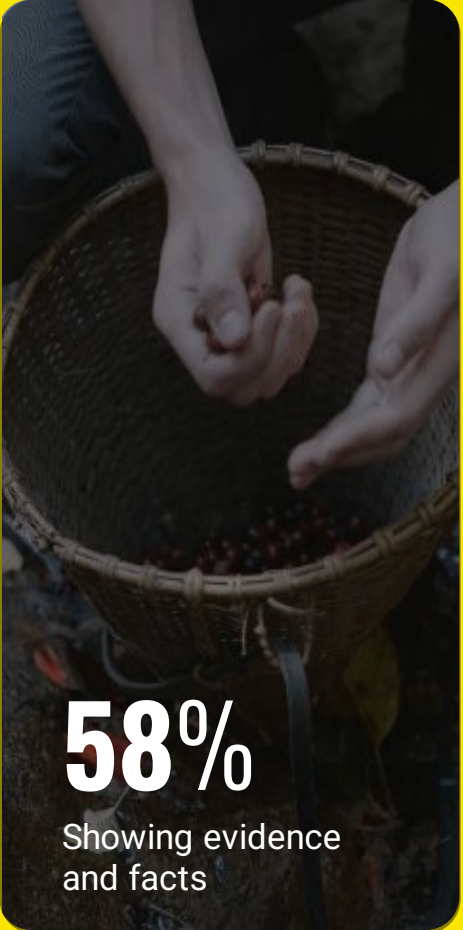
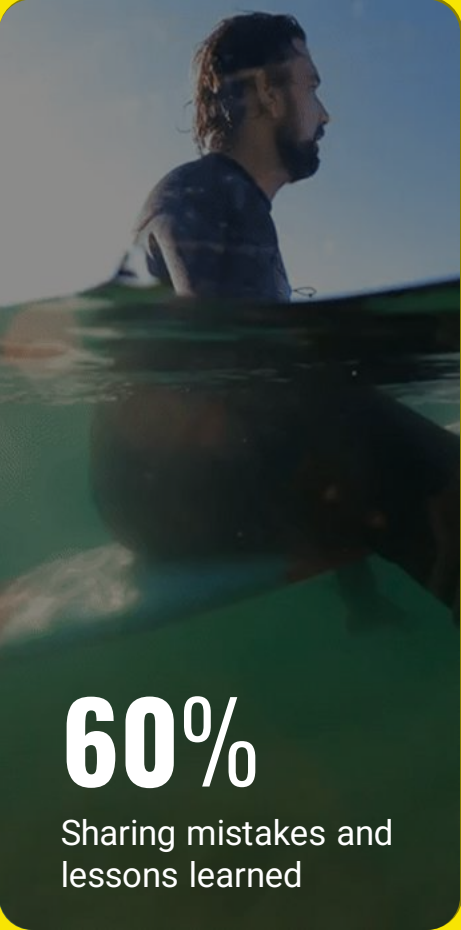


All markets | n= 5,214
Survey Q: Say you're looking into a new [product]. Which of the following sources would you trust more to gather information about [product before getting it]?

Work these elements into your influencer content strategy to build trust



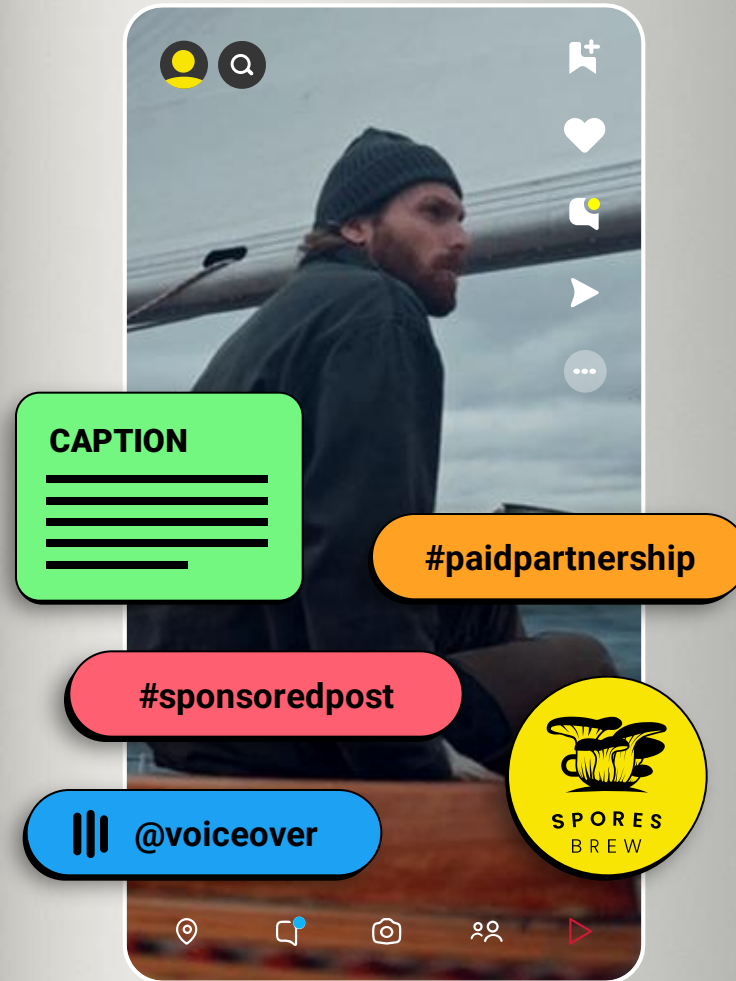
Top Three Drivers Of Influencer Trust...



All markets | n= 5,214
Survey Q: To what extent would each of the following help build your trust in an influencer?

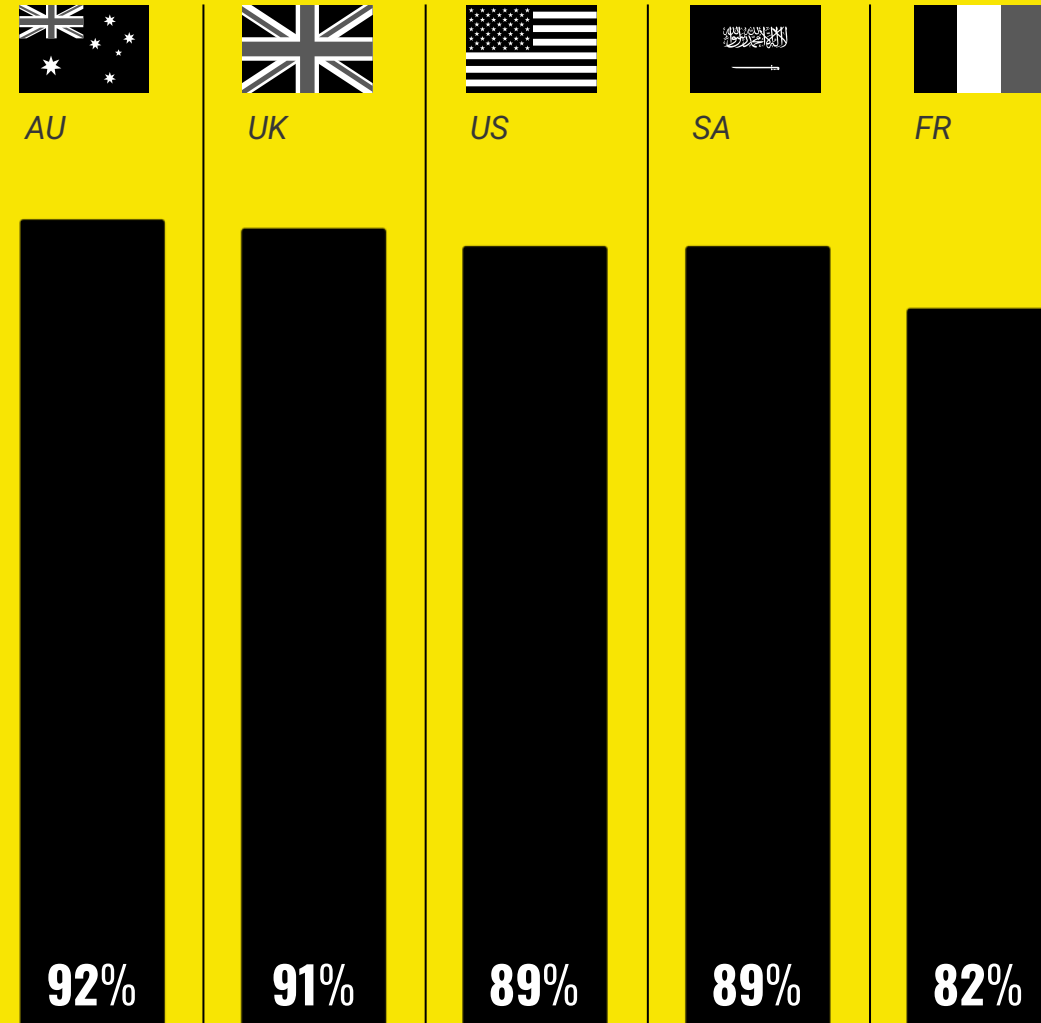
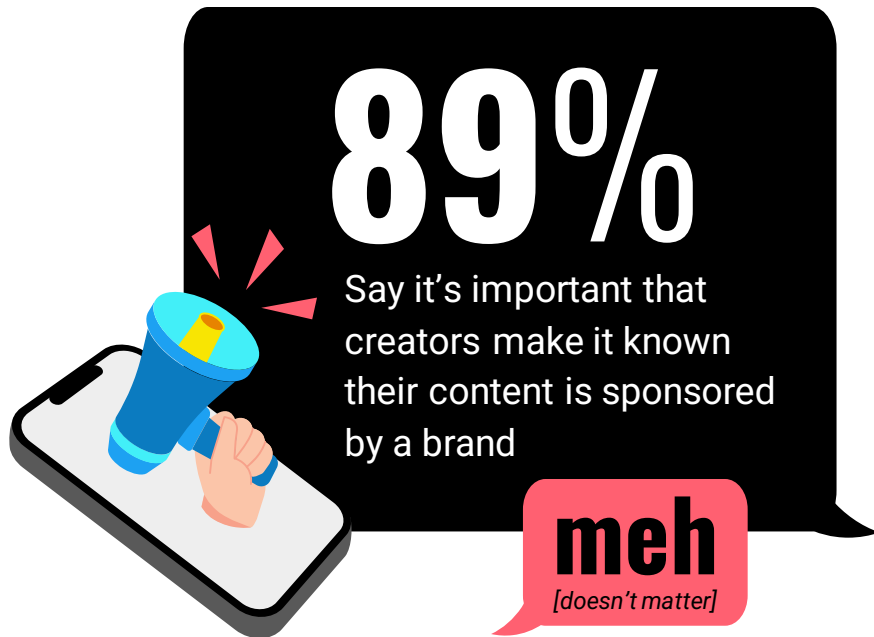
RULE #02

Transparency
is a must



People expect transparency* with brand sponsored influencer content

Importance Of Brand Sponsorship Disclosure - % Very Or Somewhat Important



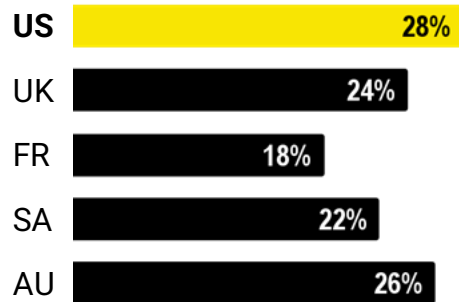
All markets | n= 5,214; USA n= 1,179; UK n=1,003; FR n=1,005; SA n=1,005; AU n=1,022
Survey Q: How important is it to you that influencers make it known that the content is sponsored by a brand?

Brands should practice transparency based on regional preferences

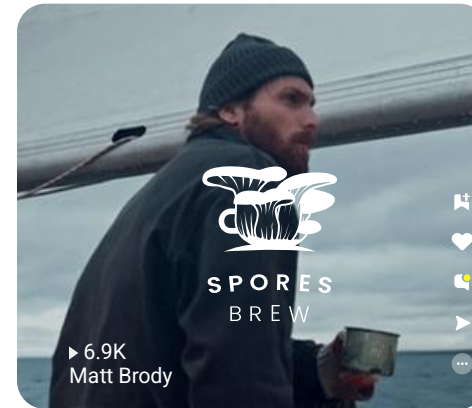
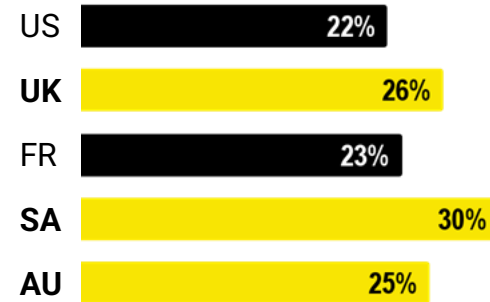
Preferred Methods For Learning About Brand Sponsorships - % Selected



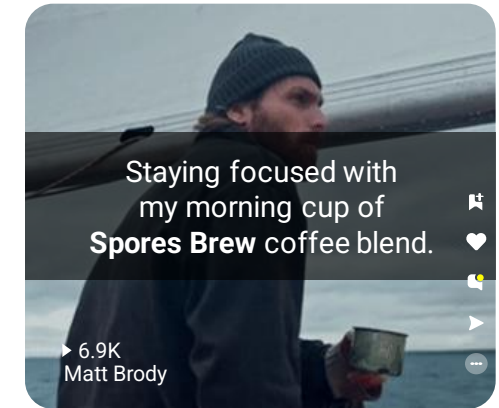
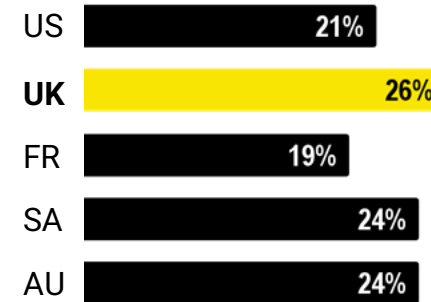
In their voiceover



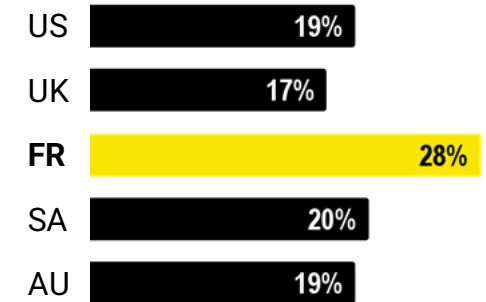
Simply with a hashtag



A sponsorship watermark



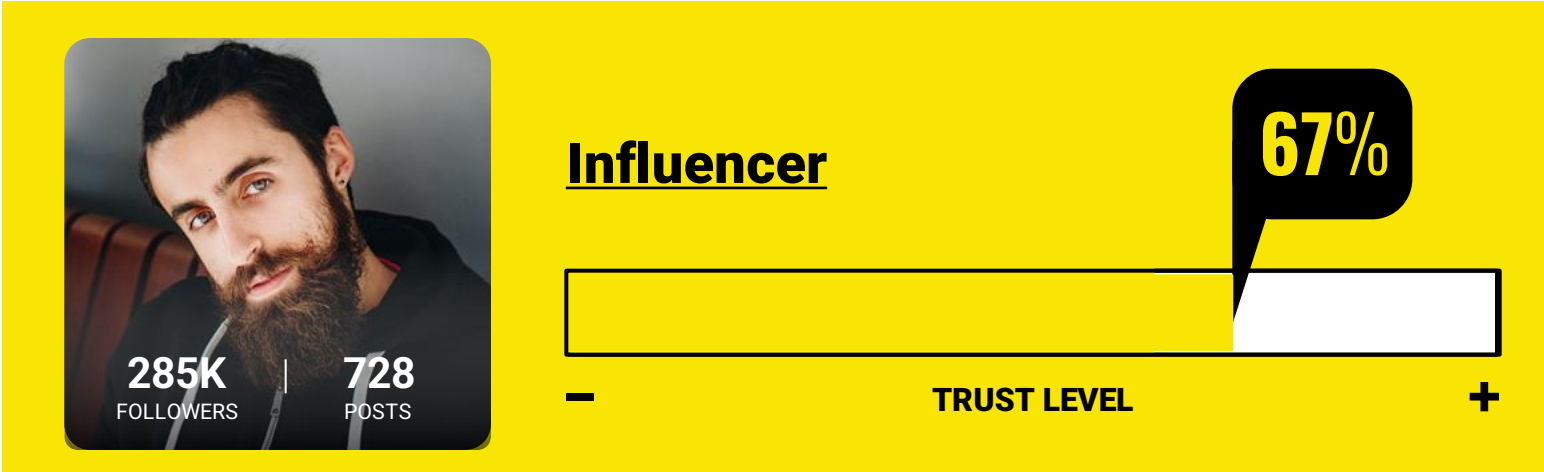
In the caption



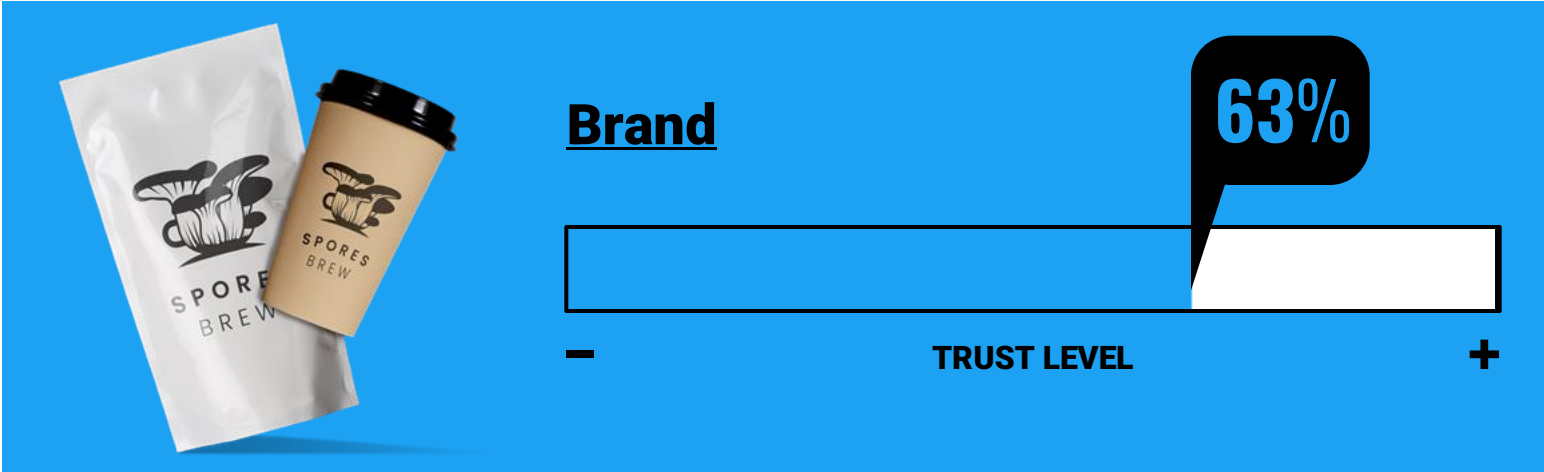
Both, influencers & brands, are rewarded for transparency with increased trust

Impact Of Transparency About Brand-sponsored Influencer Content
- % Very Or Somewhat Likely

If an influencer is upfront about a brand sponsored post, I would trust the _____ more.



If an influencer is upfront about a brand sponsored post, I would be more likely to engage with the _____ .



RULE #03

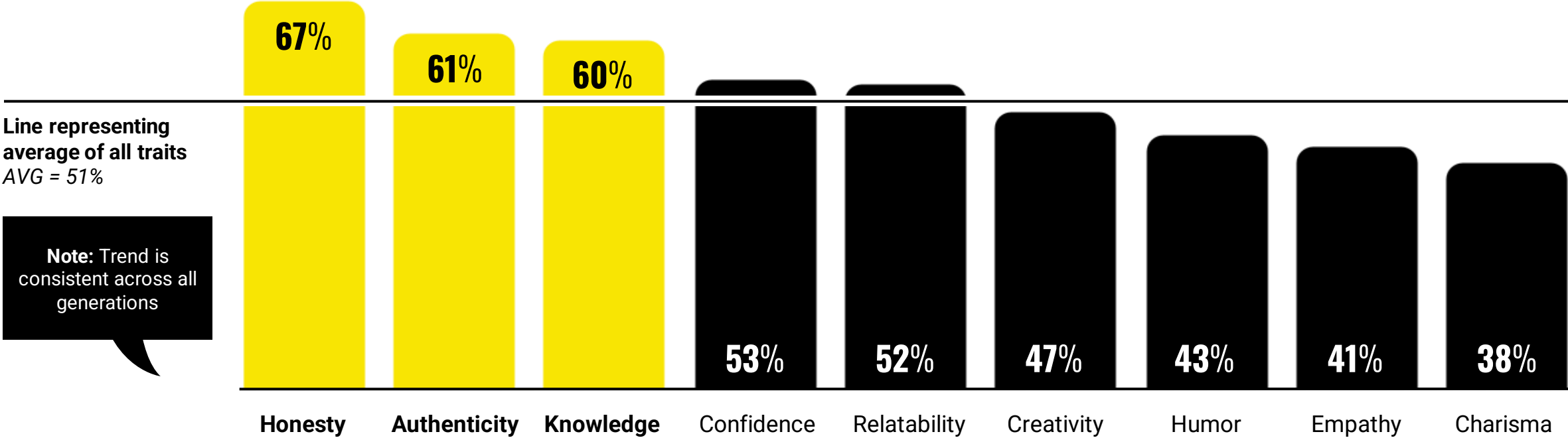
Choose
honesty,
authenticity,
& knowledge



Brands should seek honest, authentic, & knowledgeable influencers to boost engagement

In fact, honesty, authenticity, and knowledge are even more important than relatability, or the entertainment factor (creativity or humor)

Impact Of The Following Influencer Traits On Brand Engagement - % A Lot



To ensure authenticity choose influencers who share personal experiences and engage in 1:1 conversations

We know that authentic influencers drive brand engagement. Brands should collaborate with influencers who naturally weave in these elements into their content to build that genuine connection.

Top Three Reasons Influencers Comes Across As Authentic...



RULE #04

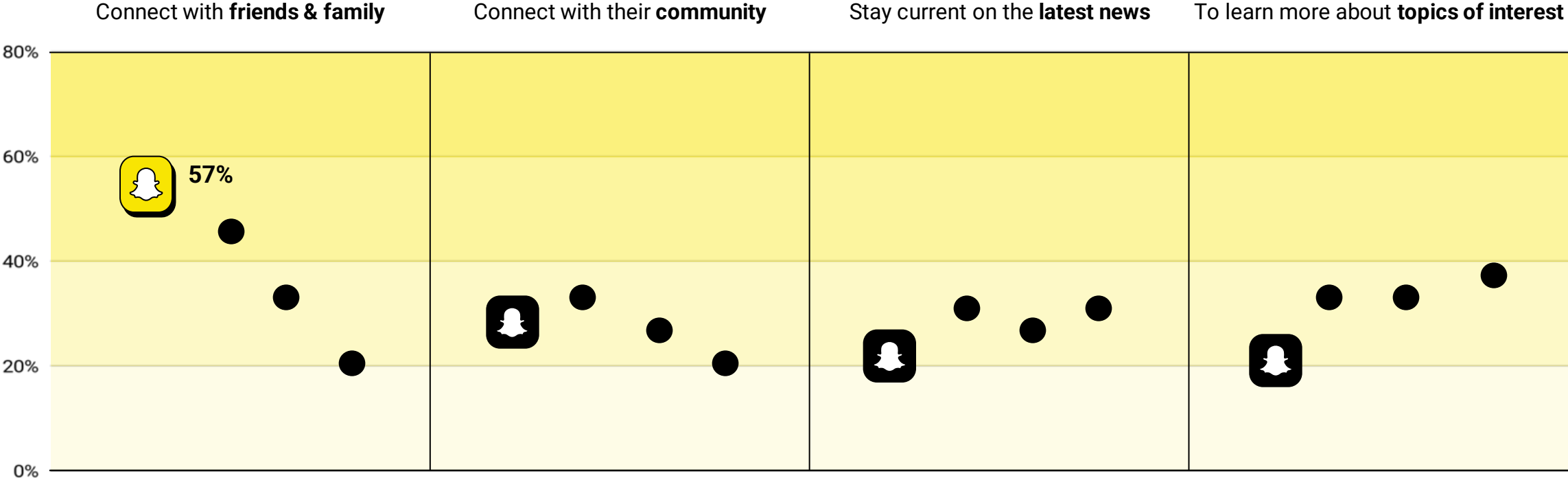
**Match to
purpose on
Snapchat**



People flock to different platforms for different interests, especially relying on Snapchat for personal connections

Motivations Behind Visiting Platform - % Selected

● Other platform

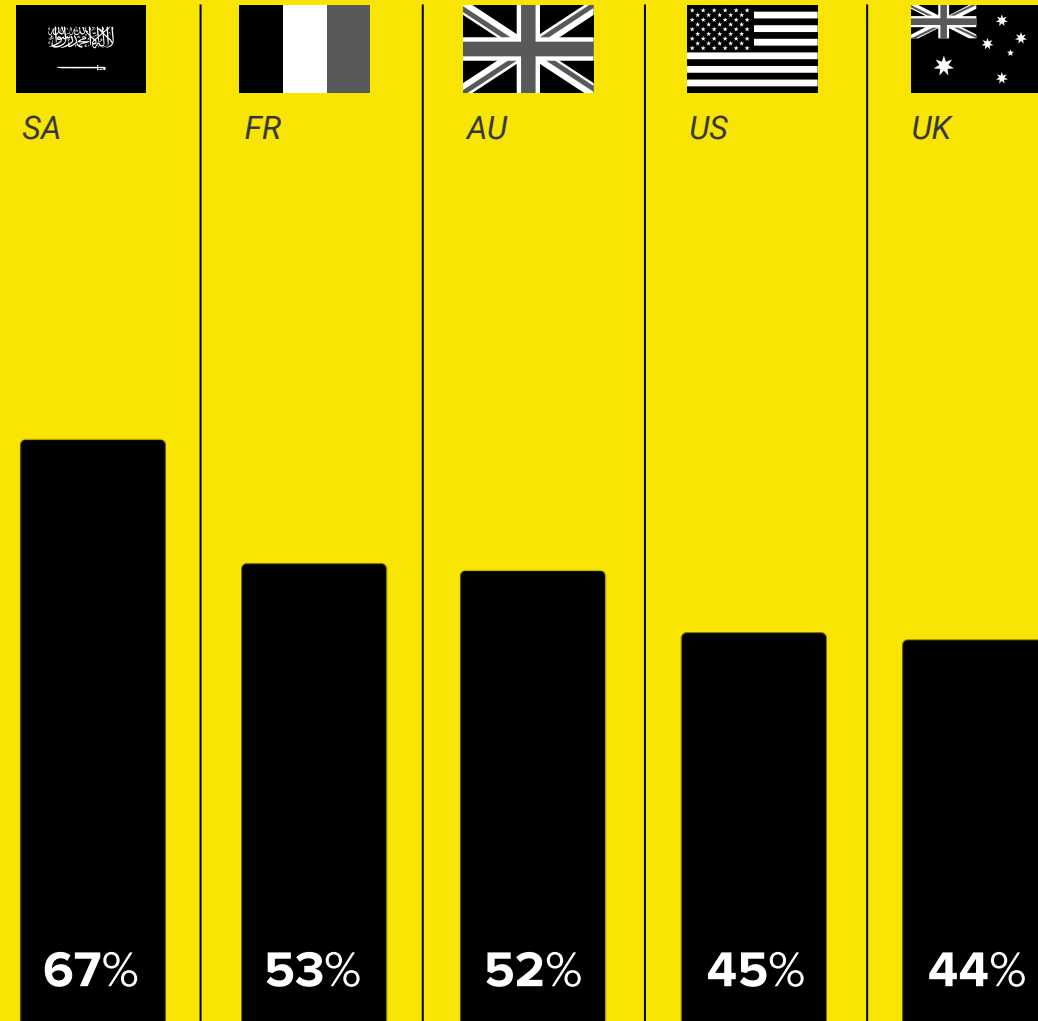
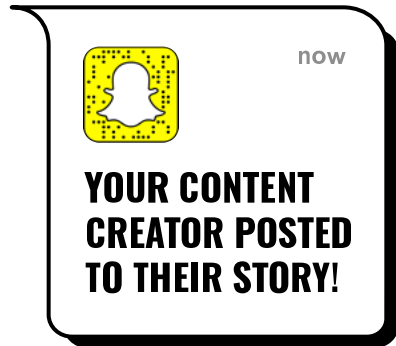


Similarly, Snapchatters use the platform to stay connected with creators as well

#1 Reason Why Snapchatters Follow Creators on Snapchat

57%

Follow creators on Snapchat for a look at their favorite creator's daily life



To dive deeper into how people **feel about creators**, we asked participants to go through a **content viewing exercise**



Participants viewed content from creators on a platform they regularly use

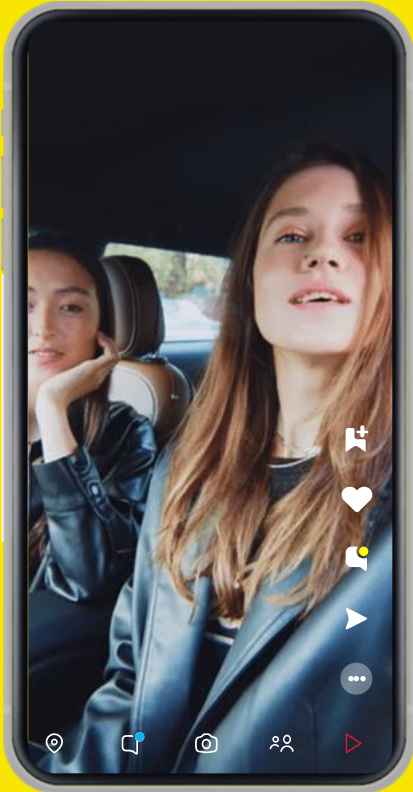
Note: Each participant watched a single piece of content.



They were then asked to answer questions on the content, brand, and creator



Creators on Snap are seen as friends, emanating authenticity

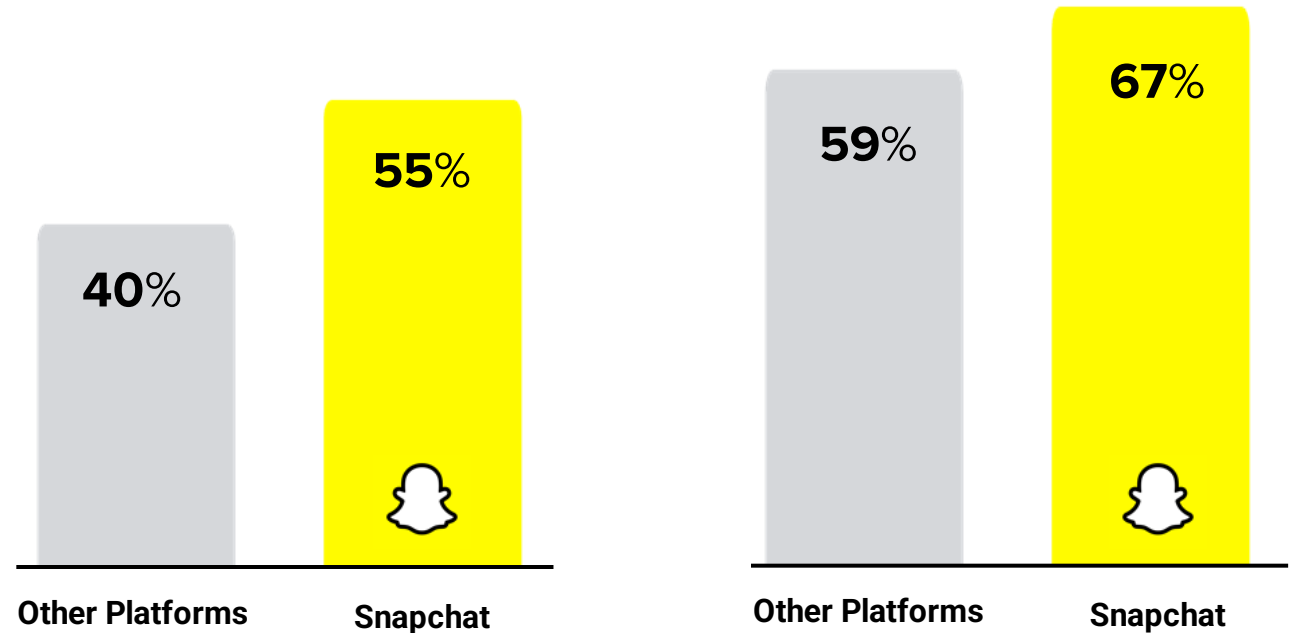


Creator Perception By Platform in 

After viewing the content, Creators...

FELT LIKE A FRIEND

CAME ACROSS AS GENUINE



US Only | Snapchat n=252, Other Platforms n=927 | Creative feedback section
Survey Q: Now we'd like to get your thoughts on the influencer in the video. How did you feel about them?
For content testing in the US participants were randomly exposed to a piece of creator content from a platform they used.
*Difference statistically significant at 90% confidence level

Creator content on Snap comes across as...

Response To Creator Content On Snapchat
- % Strongly Or Somewhat Agree



65%

of Snapchatters agreed that the content felt **authentic**



65%

of Snapchatters agreed that content felt **trustworthy**

And these traits lead to positive results for featured brands



% of Snapchatters that Expressed interest in



51%

Researching the product after viewing the content

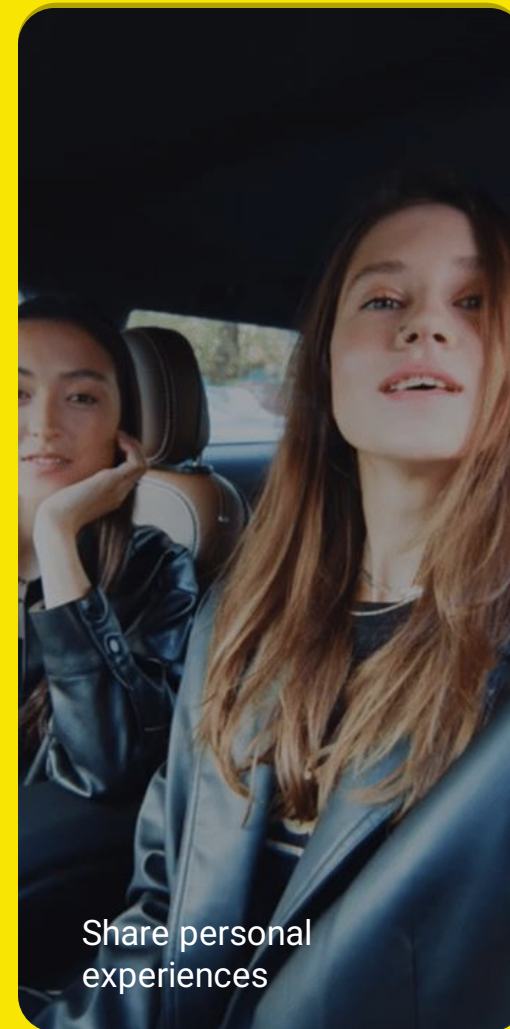


49%

Purchasing the product after viewing the content

Snapchatters across all markets n=1,259 | Copy feedback section
Survey Q: How much do you agree or disagree with the following statements about the video you just watched?
Survey Q: After watching the video, how likely are you to research/consider purchasing the product?

Leverage influencer marketing on Snap by integrating a personal touch, mirroring the genuine connections users seek



All markets | Snapchat n= 3,652;
Survey Q: For what purposes do you use the following social media platform(s)?

Our recommendations

REC 1

Brands can benefit by integrating influencer collaborations into their media plans, given that people instinctively rely on influencer content for product recs & tutorials. Moreover, the vast majority are open to sponsored influencer content from brands.

REC 2

Brands should meticulously choose an influencer strategy aligned with their industry, especially in sectors like finance where trust is important. In the authenticity era, people value influencers' credibility and sincerity over mere entertainment, which also impacts purchase decision.

REC 3

When planning an influencer marketing campaign on Snapchat, brands should capitalize on the personal connection people feel with influencers. Snapchat users seek personal connections, extending this bond to influencer content, where the influencer becomes a trusted confidant in brand decisions.

THANK YOU

M/GNA
MEDIA TRIALS

