

INFLUENCE ME 2024

The Power of Influence

METHODOLOGY

Who & When?

Men and women,
18+, from urban
areas
August – September
2024



How?

Computer Assisted
Interviews (CAWI)

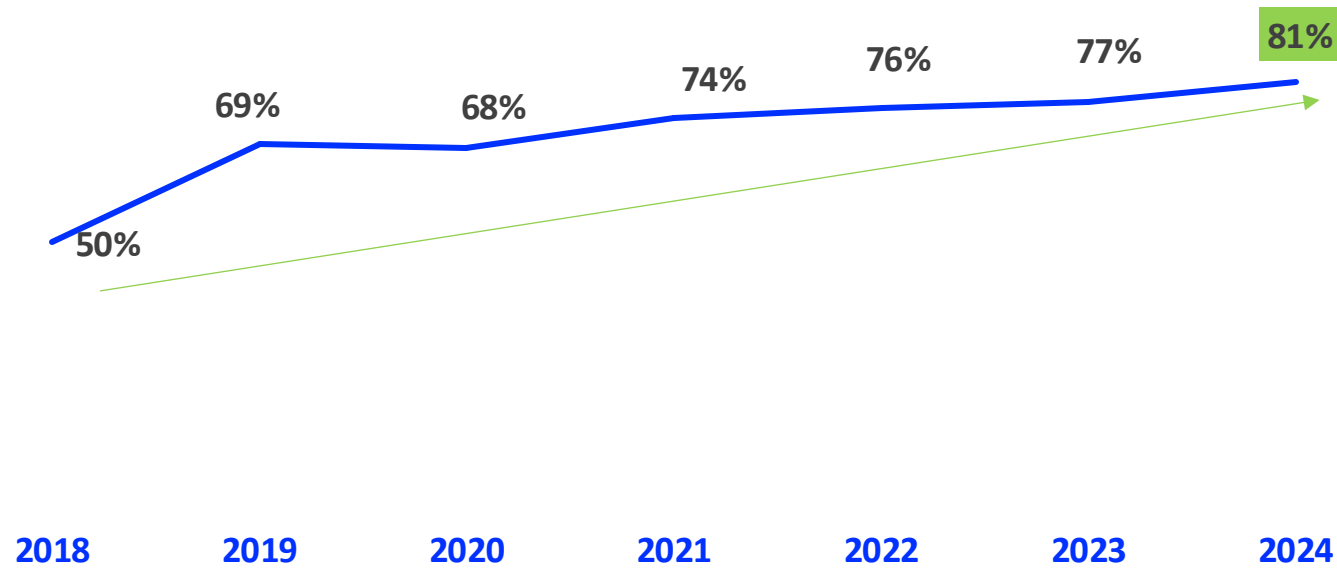
Sample Size: 1600
respondents



What?

Influencer Campaigns
with the highest number
of executions from
Fashion, Banking,
Beauty, Retail, FMCG,
Medical Services, Tech

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



Influencer Marketing became a high penetration communication channel, included in many marketing plans.

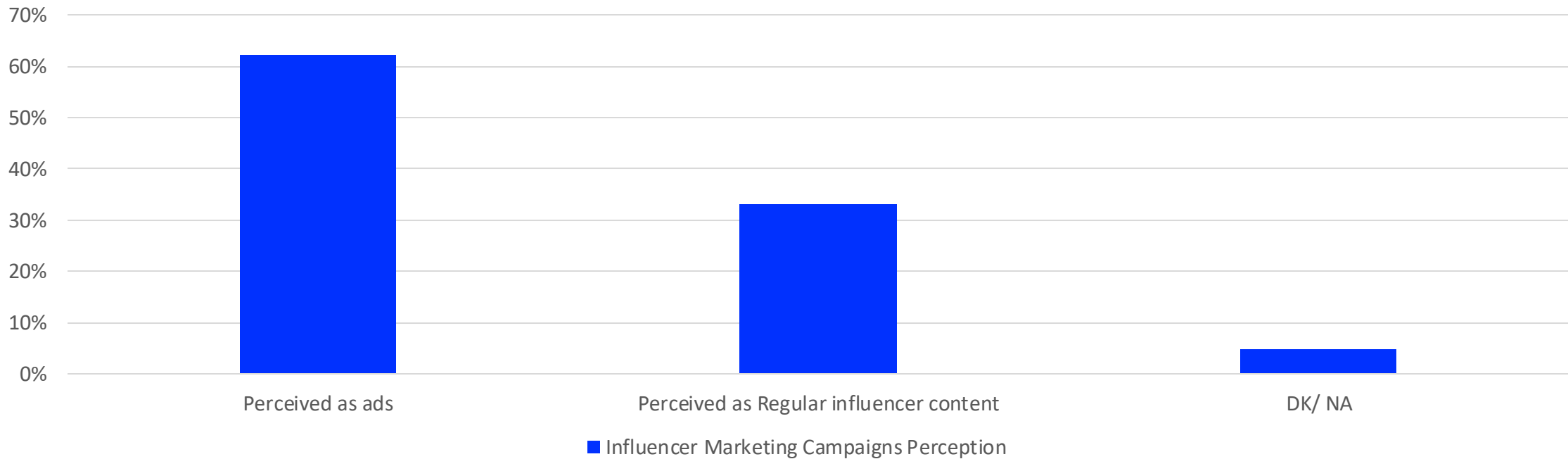
As a consequence, the clutter of campaigns highly increased, impacting campaigns memorability.

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.

62 % of Romanian Adults Perceive Influencer Marketing Campaigns as Ads

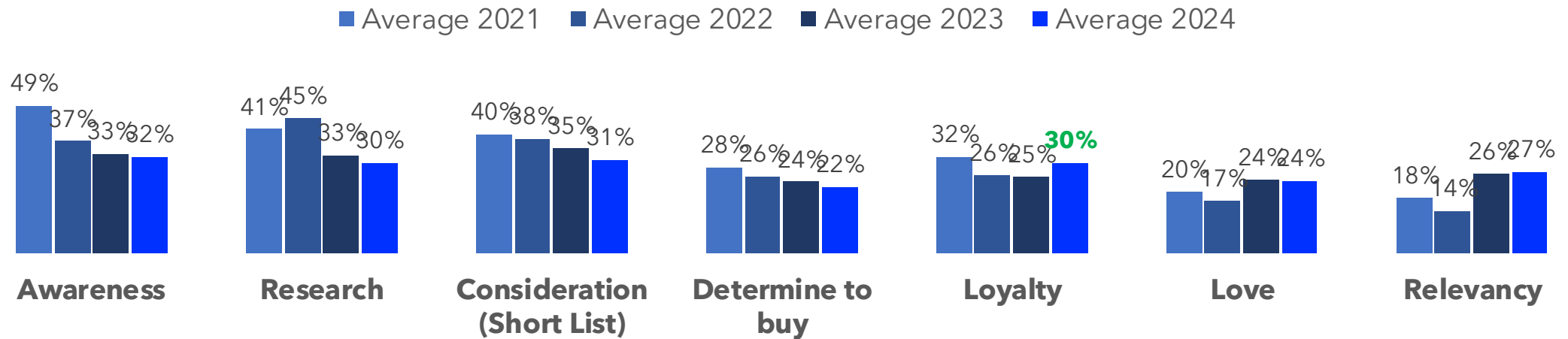
Influencer Marketing Campaigns Perception



Knowing that influencers collaborate with various brands for promotional campaigns, do you consider these campaigns to be advertisements or do you perceive them as regular influencer content?

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

- 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.



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:

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



Influence of **AWARENESS** 2024

PRODUCT CATEGORY	NUMBER OF INFLUENCERS	CONTENT TYPE	
FOOD RETAIL	ONE CELEBRITY	PRODUCT/ SERVICE PRESENTATION	48%
BEAUTY	ONE CELEBRITY	PRODUCT/ SERVICE PRESENTATION	48%
FMCG FOOD	ONE CELEBRITY	BRAND ACTIVATION	40%
FOOD RETAIL	MULTIPLE INFLUENCERS	PRODUCT/ SERVICE PRESENTATION	39%
FMCG FOOD	MULTIPLE INFLUENCERS	PRODUCT/ SERVICE PRESENTATION	39%
HEALTHCARE	CELEBRITIES	CSR	39%
BANKING	ONE CELEBRITY	PRODUCT/ SERVICE PRESENTATION	38%
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	37%

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

Influence of RESEARCH 2024

I will search more info about brand/product/ service

PRODUCT CATEGORY	NUMBER OF INFLUENCERS	CONTENT TYPE	
BEAUTY	MULTIPLE INFLUENCERS	APP LAUNCH	41%
BANKING	ONE CELEBRITY	PRODUCT/ SERVICE PRESENTATION	38%
BEAUTY	MULTIPLE INFLUENCERS	PRESS TRIP	37%
FASHION RETAIL	ONE INFLUENCER	PRODUCT/ SERVICE PRESENTATION	36%
HEALTHCARE	ONE CELEBRITY	CSR ACTIVATION	36%
BANKING	MULTIPLE INFLUENCERS	PRODUCT/ SERVICE PRESENTATION	35%
FASHION RETAIL	MULTIPLE INFLUENCERS	FESTIVAL CONTEXT	35%
BANKING	MULTIPLE INFLUENCERS	BRAND ACTIVATION	35%
BANKING	MULTIPLE INFLUENCERS	CSR NEW PRODUCT	34%
BEAUTY	MULTIPLE INFLUENCERS	PRODUCT/ SERVICE PRESENTATION	33%
FASHION RETAIL	ONE CELEBRITY	PRODUCT/ SERVICE PRESENTATION	33%
HEALTHCARE	MULTIPLE CELEBRITIES	CSR ACTIVATION	33%
BANKING	MULTIPLE INFLUENCERS	BRAND ACTIVATION	33%

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**

Influence of CONSIDERATION 2024

I will consider the brand/ product/ service at next acquisition occasion












PRODUCT CATEGORY	NUMBER OF INFLUENCERS	CONTENT TYPE	
FASHION RETAIL	MULTIPLE INFLUENCERS	PRODUCT/ SERVICE PRESENTATION	39%
BEAUTY	MULTIPLE INFLUENCERS	PRESS TRIP	38%
BANKING	MULTIPLE INFLUENCERS	BRAND ACTIVATION	37%
FASHION RETAIL	ONE INFLUENCER	PRODUCT/ SERVICE PRESENTATION	37%
FASHION RETAIL	MULTIPLE INFLUENCERS	PRODUCT/ SERVICE PRESENTATION	37%
FASHION RETAIL	MULTIPLE INFLUENCERS	PRODUCT/ SERVICE PRESENTATION	36%
BANKING	MULTIPLE INFLUENCERS	BRAND ACTIVATION	36%
FASHION RETAIL	MULTIPLE INFLUENCERS	FESTIVAL CONTEXT	36%
TECH	MULTIPLE INFLUENCERS	PRODUCT/ SERVICE PRESENTATION	34%
FMCG FOOD	MULTIPLE INFLUENCERS	PRODUCT/ SERVICE PRESENTATION	34%

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.

Influence of PURCHASE DECISION 2024

I will buy the brand/ product/ service at next acquisition occasion

PRODUCT CATEGORY	NUMBER OF INFLUENCERS	CONTENT TYPE	
BEAUTY	MULTIPLE INFLUENCERS	PRODUCT/ SERVICE PRESENTATION	
FOOD RETAIL	MULTIPLE INFLUENCERS	BRAND ACTIVATION	
FMCG FOOD	MULTIPLE INFLUENCERS	PRODUCT/ SERVICE PRESENTATION	
BANKING	MULTIPLE INFLUENCERS	BRAND ACTIVATION	
BEAUTY	MULTIPLE INFLUENCERS	PRODUCT/ SERVICE PRESENTATION	
FMCG FOOD	MULTIPLE INFLUENCERS	PRODUCT/ SERVICE PRESENTATION	
BANKING	MULTIPLE INFLUENCERS	BRAND ACTIVATION	
FMCG FOOD	SPECIALISTS	CSR BRAND ACTIVATION	
FMCG FOOD	MULTIPLE INFLUENCERS	PRODUCT/ SERVICE PRESENTATION	
HEALTH CARE	ONE CELEBRITY	CSR BRAND ACTIVATION	
FMCG FOOD	ONE CELEBRITY	BRAND ACTIVATION	

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.

Influence of **LOYALTY** 2024

I will continue to consume this brand's products/ services

PRODUCT CATEGORY	NUMBER 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%
FODD 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%

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

Influence of RELEVANCY2024

The brand/ product seems more relevant to me

PRODUCT CATEGORY	NUMBER OF INFLUENCERS	CONTENT TYPE	
FMCG FOOD	SPECIALISTS	CSR BRAND ACTIVATION	35%
BANKING	MULTIPLE INFLUENCERS	CSR NEW PRODUCT	33%
TELEKOM	MULTIPLE INFLUENCERS	CSR BRAND ACTIVATION	32%
FASHION RETAIL	MULTIPLE INFLUENCERS	PRODUCT/ SERVICE PRESENTATION	31%
FASHION RETAIL	MULTIPLE INFLUENCERS	PRODUCT/ SERVICE PRESENTATION	31%
BEAUTY	MULTIPLE INFLUENCERS	PRODUCT/ SERVICE PRESENTATION	30%
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	29%

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.

Influence of BRAND LOVE 2024

I will love more the brand/ product

PRODUCT CATEGORY	NUMBER OF INFLUENCERS	CONTENT TYPE	
FMCG FOOD	MULTIPLE INFLUENCERS	PRODUCT/ SERVICE PRESENTATION	34%
FMCG FOOD	MULTIPLE INFLUENCERS	PRODUCT/ SERVICE PRESENTATION	32%
BANKING	MULTIPLE INFLUENCERS	BRAND ACTIVATION	31%
FMCG FOOD	MULTIPLE INFLUENCERS	PRODUCT/ SERVICE PRESENTATION	30%
BEAUTY	MULTIPLE INFLUENCERS	PRESS TRIP	30%
TELECOM	MULTIPLE INFLUENCERS	CSR BRAND ACTIVATION	29%
FMCG FOOD	SPECIALISTS	CSR BRAND ACTIVATION	28%
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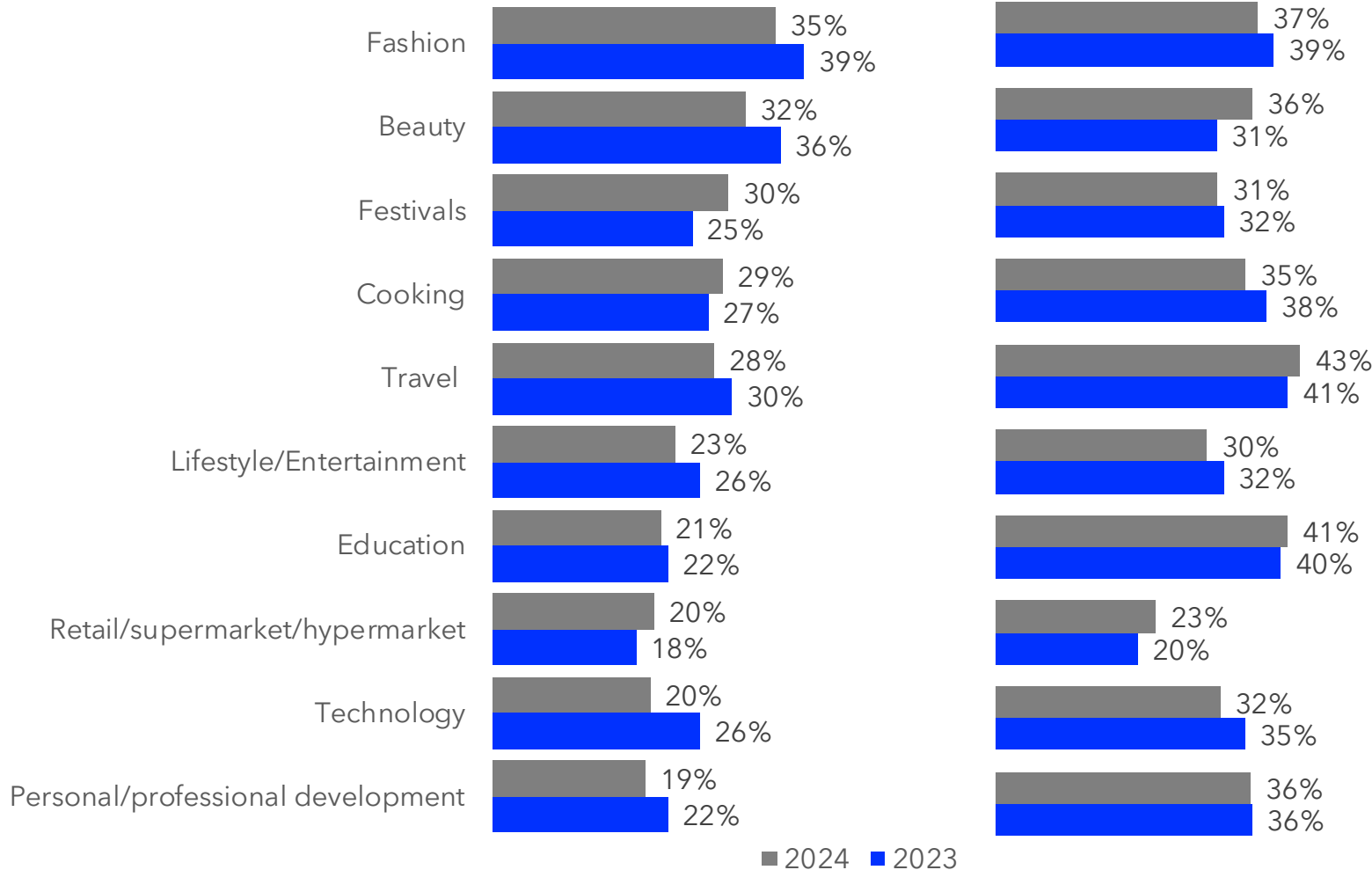
To move the hearts of the consumers, in multiple cases there is the need of the right mix between:

- **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)**

Top 10 Areas of Influencers Campaigns

Most SEEN By Consumers

Most WANTED By Consumers



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.

LET'S STAY IN



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