

The age of beautiful numbers



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and the disappearance
of beautiful ideas.



**Welcome to
my TED talk**



Numbers said:
Success



Consumers said:
Not yet!

Reach creates **EXPOSURE.**

It does not create **INTENT.**

What drives **AWARENESS**

Doesn't necessarily drive **CHOICE.**

1

From the **AESTHETICS OF CONTENT.**

To the **AESTHETICS OF REACH.**

**We used to care how
content looks.**

**Now we care how
numbers do.**



1

Numbers make ideas
easier to sell,
not necessarily more
likely to work.

In a world overflowing with content,
more **SCALE** can simply mean more **NOISE.**

2

The feed rewards

VISIBILITY.

Consumers reward

RELEVANCE.

3

A metric can tell us just
that **we made people look.**
But this doesn't mean
they also **cared.**



4

The funnel rewards **CONSISTENCY.**

Not appearances.

FREQUENCY

isn't media pressure.

It's relationship building.

5

Consumers don't care about what brands want to say.
They care about what matters in their lives.

When brands enter
meaningful conversations,
relevant results follow.

6

Influencer selection is not a media decision.

It's one made for **RELEVANCE.**

**The *wrong* creator can
deliver reach.**

**The *right* creator can
move the funnel.**

7

The question is not:

„How big are the creators?“

The real question is

**„What becomes possible
because of them?“**



7

People don't stop scrolling because of CONTENT.
They do because of MEANING.

The consumers never buy
the impression.
They buy **the idea,**
the feeling / inspiration.

8

Numbers are the EVIDENCE.

They are not the IDEA.

Scale does not escape the
noise. It can amplify it.

9

Big numbers feel like certainty.
Even when they are not.

**Sometimes big numbers
are just a place to hide.**

REACH hides UNCERTAINTY.
DATA hides LACK OF INTUITION.

10



The CHERY campaign

The BRIEF

- **The launch** - a new automotive brand on the Romanian market
- **Origin** – China
- **Context** - Despite being one of China's largest automotive manufacturers, with nearly 30 years of experience, the CHERY Group had close to 0% brand awareness in the Romanian market in September 2025.
- **Objective** – To raise awareness of the Tiggo 7 and Tiggo 8 models through influencer marketing -so that by the end of February, at least 50% of the potential target audience would be familiar with the brand and consider purchasing it.
- **Influencer marketing budget** – Extremely limited.



- The cars – Tiggo 7, Tiggo 8, Tiggo 9
- The prices
- High-intensity work culture
- Confidence built over time (14+ years)
- Never Business as Usual

TENSIONS

- **Brand name - CHERY**
- **CHERY awareness**
- **Tiggo awareness**
- **Consumer perception barriers – Chinese Brand**
- **Objective – Big influence campaign / limited budget**
- **Selling proposition for influencers**





CULTURAL CONTEXT

The moment we mapped the problem, we understood something fundamental.

No conventional campaign could solve an unconventional challenge.

We didn't need more media. We needed a new way to make people believe.

Visibility wasn't the starting point.

Our brief sounded almost impossible:

Move a completely unknown automotive brand from
0% awareness to over
50% awareness & consideration in just **6 months**.

But the real challenge wasn't time. It was context.

5 barriers

1. Limited communication budget
2. No cars in traffic
3. **Perception barriers** associated with a Chinese automotive brand
4. **Traditional influencer endorsements** unlikely to drive consideration
5. **Low influencer receptivity** and highly transactional conversations.

THE SHIFT

Instead of building a campaign around the cars, we decided to build a community around the brand.

We gave people OWNERSHIP before asking for ADVOCACY.

THE SOLUTION

In October **we selected 15 influencers** and transformed them into **CHERY Brand Ambassadors**.

Each of them received a Tiggo car for 6 months.

No deliverables. No mandatory posts.

Just time.

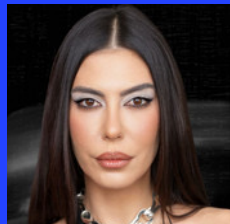
To drive, experience & believe.



We redefined influence

We deliberately moved beyond influencer metrics. Instead of selecting the biggest audiences, we curated a community of highly credible voices across businesses, entrepreneurship, media, design, culture, lifestyle and parenting.

CHERY Brand Ambassadors



SORE



GELU COSMA



ELA CRĂCIUN



VLAD GHERMAN



DAN POPESCU



CĂTĂLIN LUPOAIE



SILVIU ȚOLU



MARA COMAN



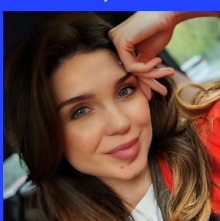
ANDRA NOVIȚCHI



SHURUBEL



BOGDAN CIUDOIU



ALICE CAVALERU



DAMIAN ANFILE



PAUL IPATE



CRISTINA GROZA

Relevance over reach

Our objective wasn't to build an influencer programme.
But to create a community of trusted experts.

People with influence within their circles, credibility within their professions and the ability to make CHERY **relevant through who they are, not through what they post.**

Did they **actually** sell cars?

Yes. And more than one.

Funny enough, we never asked them to.

The **strategic** principle

QUALITY of INFLUENCE over QUANTITY OF REACH

We prioritised credibility, relevance and advocacy over short-term awareness metrics.

The result: meaningful visibility, strong consideration and sustained brand growth.

The amplification approach

Making the brand part of
real life experience.



- ➡ **Where can CHERY become culturally relevant without talking about cars?**
- ➡ **Where can the brand create value before seeking attention?**
- ➡ **Where can it enable emotions instead of promoting features?**

CAMPAIGNS

A local ritual reimagined

In December, a popular café in Cotroceni became the first CHERY café. A place already known for its "Wish Tree" became the setting for a community activation centred around hopes and resolutions for 2026.

December Gathering Christmas Wreath Party

We celebrated the festive season by creating Christmas wreaths together. A simple gathering that became one of the community's most cherished traditions, now returning for another year.

Chinese New Year

In February we marked the Chinese New Year through culture, not ceremony. A Feng Shui master guided the community through rituals, home harmony principles and predictions for the year ahead.

Women's Month

We celebrated the women of the CHERY community through a luxury self-make-up masterclass with Guerlain products, led by one of the most respected make-up artists.

Easter Celebration

Hosted in a remarkable architectural setting, together with a floral artist from Maison Dadoo, we brought the CHERY community together to create Easter table arrangements, while the children enjoyed their own Easter Egg Hunt.





"Primul lucru care îmi vine minte când mă gândesc la brandul Chery (deci nu doar la mașină în sine) este **strategia de comunicare**.

Apreciez că nu e doar despre mașini, ci că **valorile brandului sunt traduse printr-o serie de experiențe care să le scoată în evidență**. Am fost plăcut surprinsă să văd că Chery nu organizează doar evenimente care au legătură cu autonomia și numărul de cai putere, ci și cu eleganța, cu confortul și calitatea.

Mai rar ca un brand auto să îți propună un workshop cu flori sau o lecție de automakeup (superb a fost!)"

Îmi place și că în jurul brandului s-au creat un soi de comunitate și parteneriate pe termen lung: mă întâlnesc la evenimente cu aceiași oameni, iar Chery a reușit, în doar un an, să ne creeze amintiri comune. E un lucru rar, greu de construit și greu de păstrat."

Mara Coman

journalist, lifestyle influencer

Most brands try to buy AWARENESS. We built BELONGING.

Because CONSIDERATION doesn't begin when people see a brand. But when they experience it.

And before CHERY became visible in the streets, it became visible in people's lives.



FROM UNKNOWN
TO UNMISSABLE.

CHERY is
here.



TIMELINE

September

CHERY entered the Romanian market.

December

The brand celebrated its first 1000 TIGGO vehicles sold.

January

All brand objectives were achieved.

Today

Demand for TIGGO 9 is outpacing supply. The challenge is no longer building interest. It's bringing cars into the country fast enough to meet it.

Consideration is not a media metric.

People don't embrace a brand because they see it everywhere.
But when it becomes relevant to their lives. When a trusted
voice chooses it. When a credible person believes in it.
When they can imagine themselves behind the same wheel.

Because consideration doesn't happen through exposure.
It happens through identification.

**Influence is not
a media buy.
It's a cultural exchange.**

**The future of influence
isn't more reach.
It's deeper
understanding.**

