

INFLUENCE ME 2026

The Power of Influence

METHODOLOGY

Who & When?

Men and women,
18+, from urban
areas
August 2026



How?

Computer Assisted
Interviews (CAWI)

Sample Size: 2.428
respondents



What?

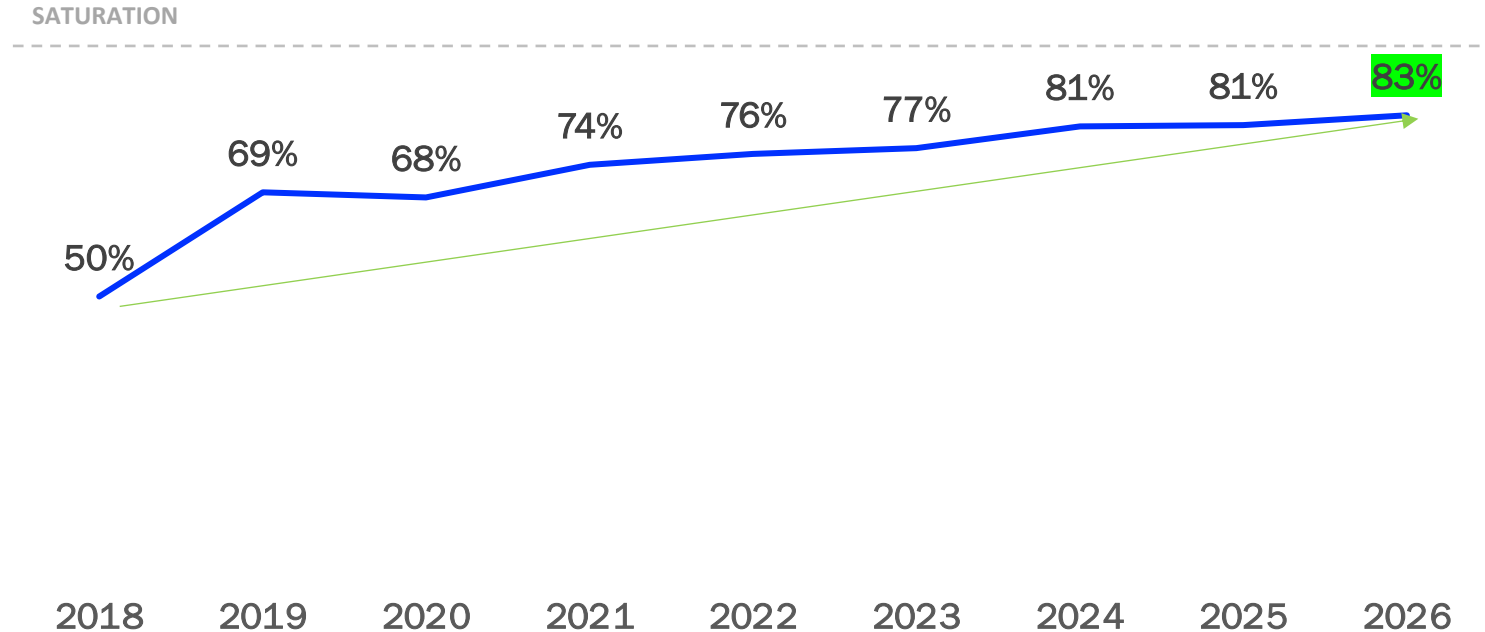
Influencer Campaigns
with the highest number
of executions from
Fashion, Banking,
Beauty, Retail, FMCG,
Tech, Auto, Telecom

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



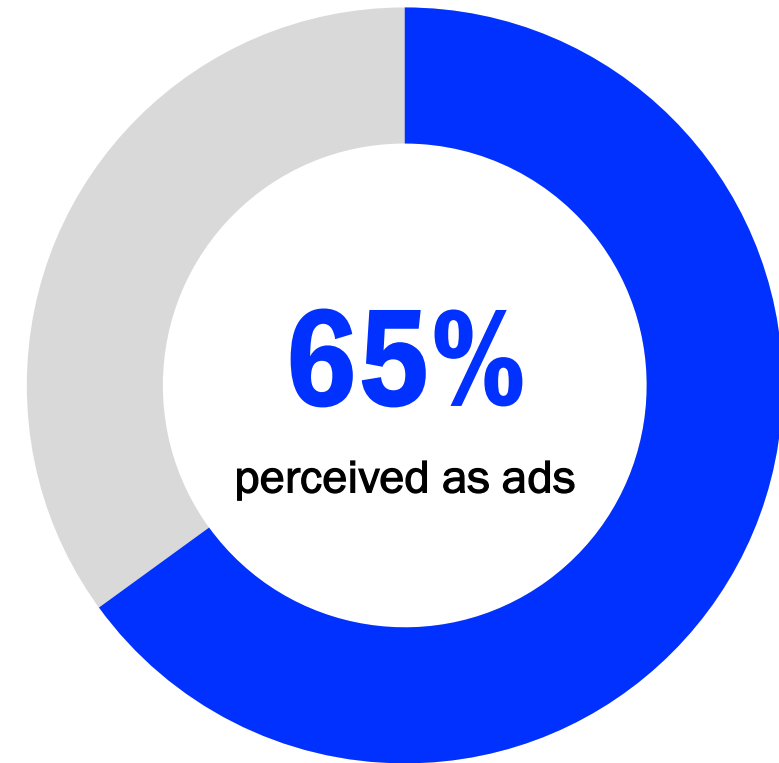
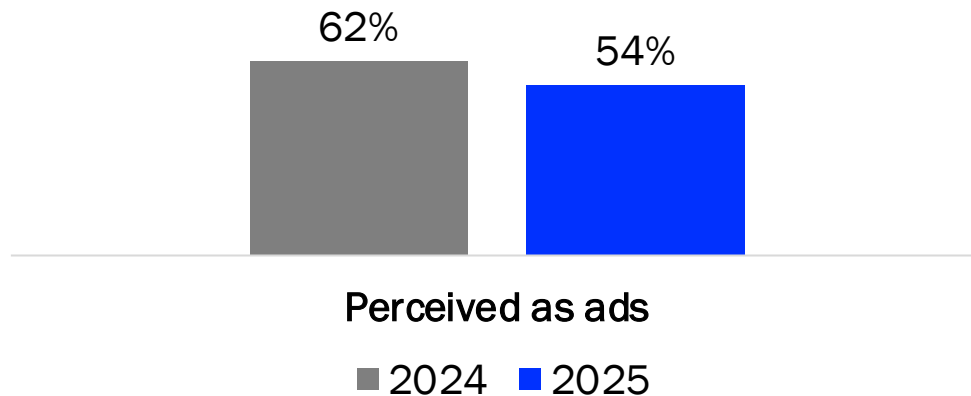
Influencer Definition:

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.

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

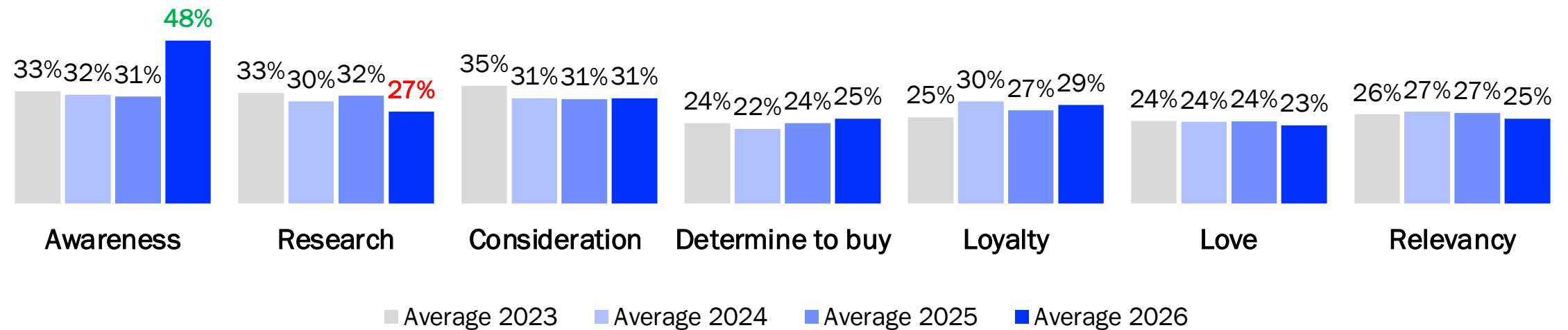
Almost two in three know it is advertising.

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

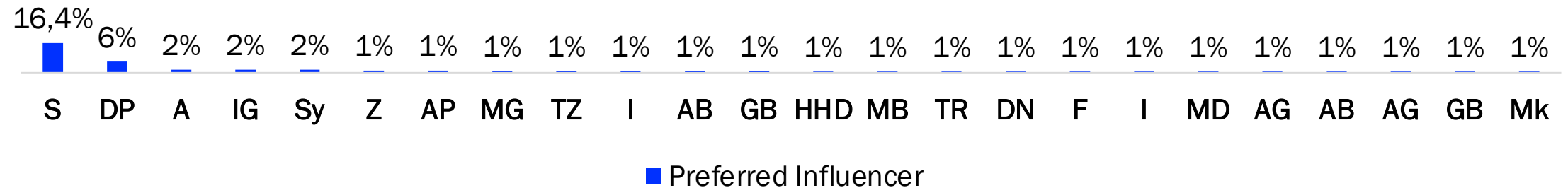
- **Awareness is the only metric showing a clear uplift**, in line with the increase of influencer marketing budgets.
- Campaigns are succeeding in capturing attention and generating initial interest, but **the impact becomes less visible** when it comes to **strengthening deeper brand relationships** or driving meaningful **shifts in consideration and loyalty**.



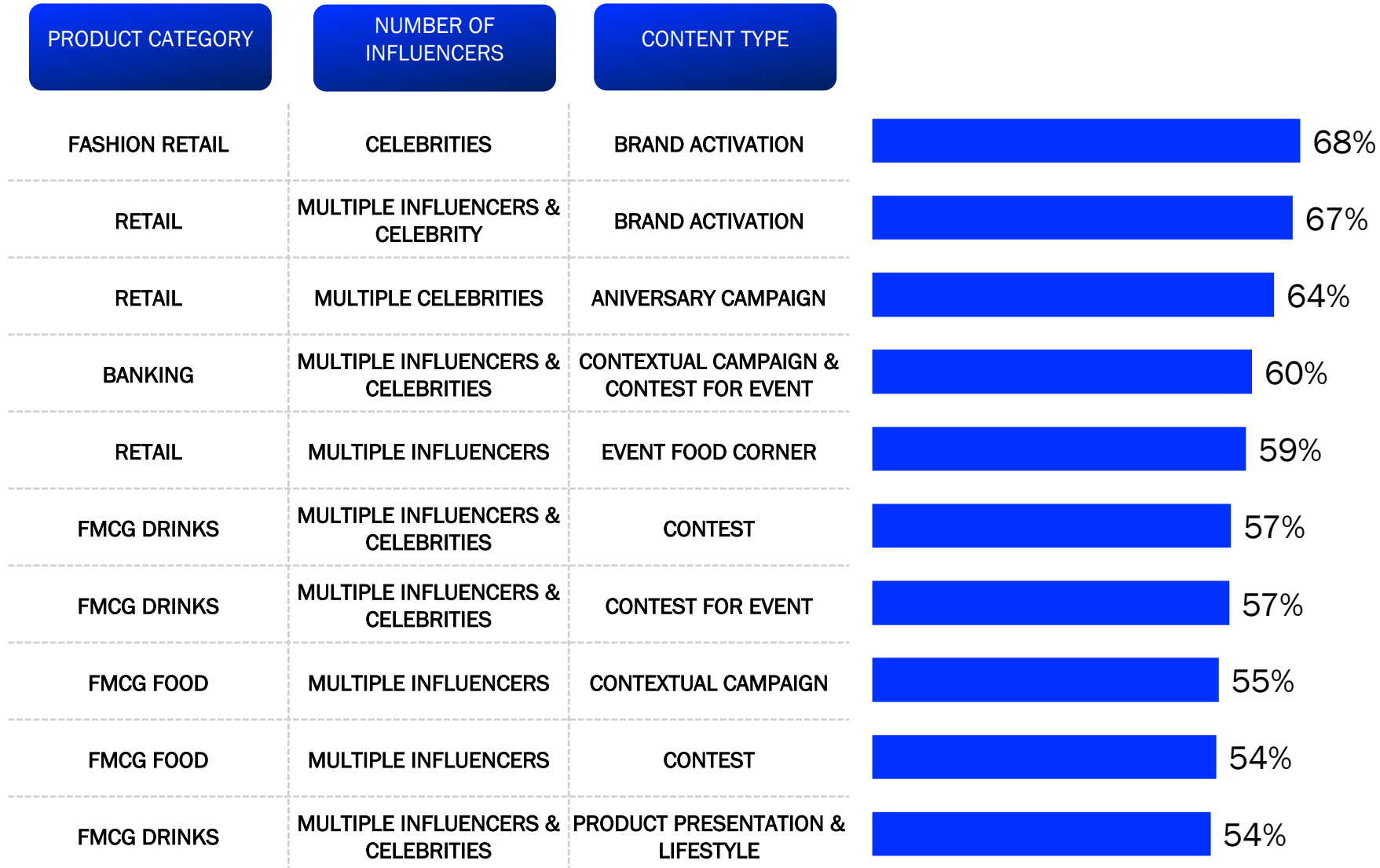
Too Many Options to Choose from

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

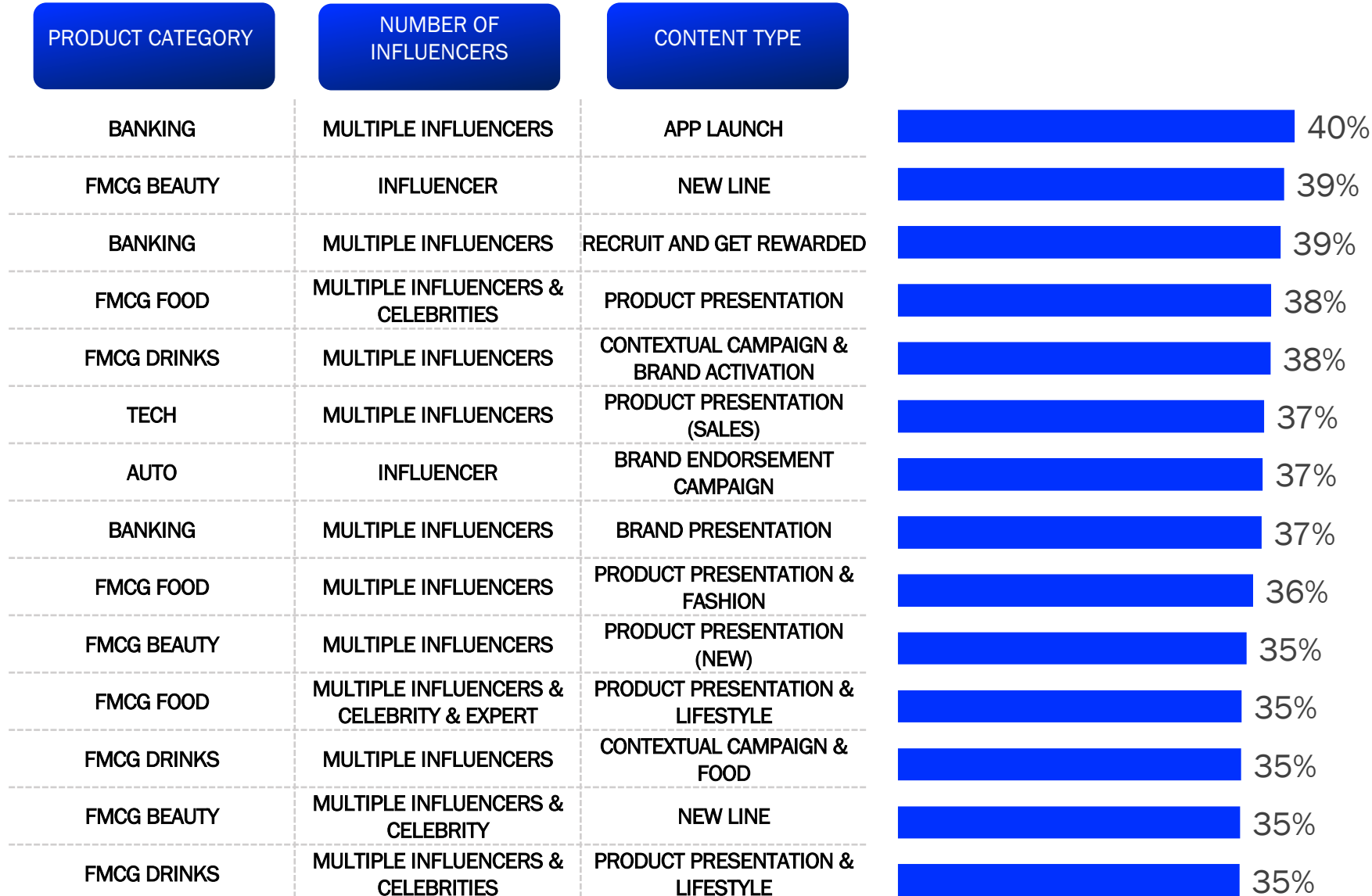
I will search more info about brand/product/ service

PRODUCT CATEGORY	NUMBER OF INFLUENCERS	CONTENT TYPE	
AUTO	MULTIPLE CELEBRITIES	FESTIVAL AD & SPONSORSHIP	40%
FASHION RETAIL	MULTIPLE INFLUENCERS	GIVEAWAY	39%
BANKING	MULTIPLE INFLUENCERS	BRAND PRESENTATION	38%
FMCG FOOD	MULTIPLE INFLUENCERS	PRODUCT PRESENTATION & LIFESTYLE	37%
TECH	MULTIPLE INFLUENCERS	PRODUCT PRESENTATION (NEW)	37%
TECH	MULTIPLE INFLUENCERS	PRODUCT PRESENTATION (SALES)	36%
BANKING	MULTIPLE INFLUENCERS	BRAND ACTIVATION	35%
TELECOM	MULTIPLE INFLUENCERS & CELEBRITIES	CSR CAMPAIGN	34%
FMCG BEAUTY	MULTIPLE INFLUENCERS	PRODUCT PRESENTATION (NEW)	34%
BANKING	MULTIPLE INFLUENCERS & CELEBRITIES	CONTEST FOR EVENT	34%
AUTO	MULTIPLE CELEBRITIES	FESTIVAL AD & SPONSORSHIP	32%

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

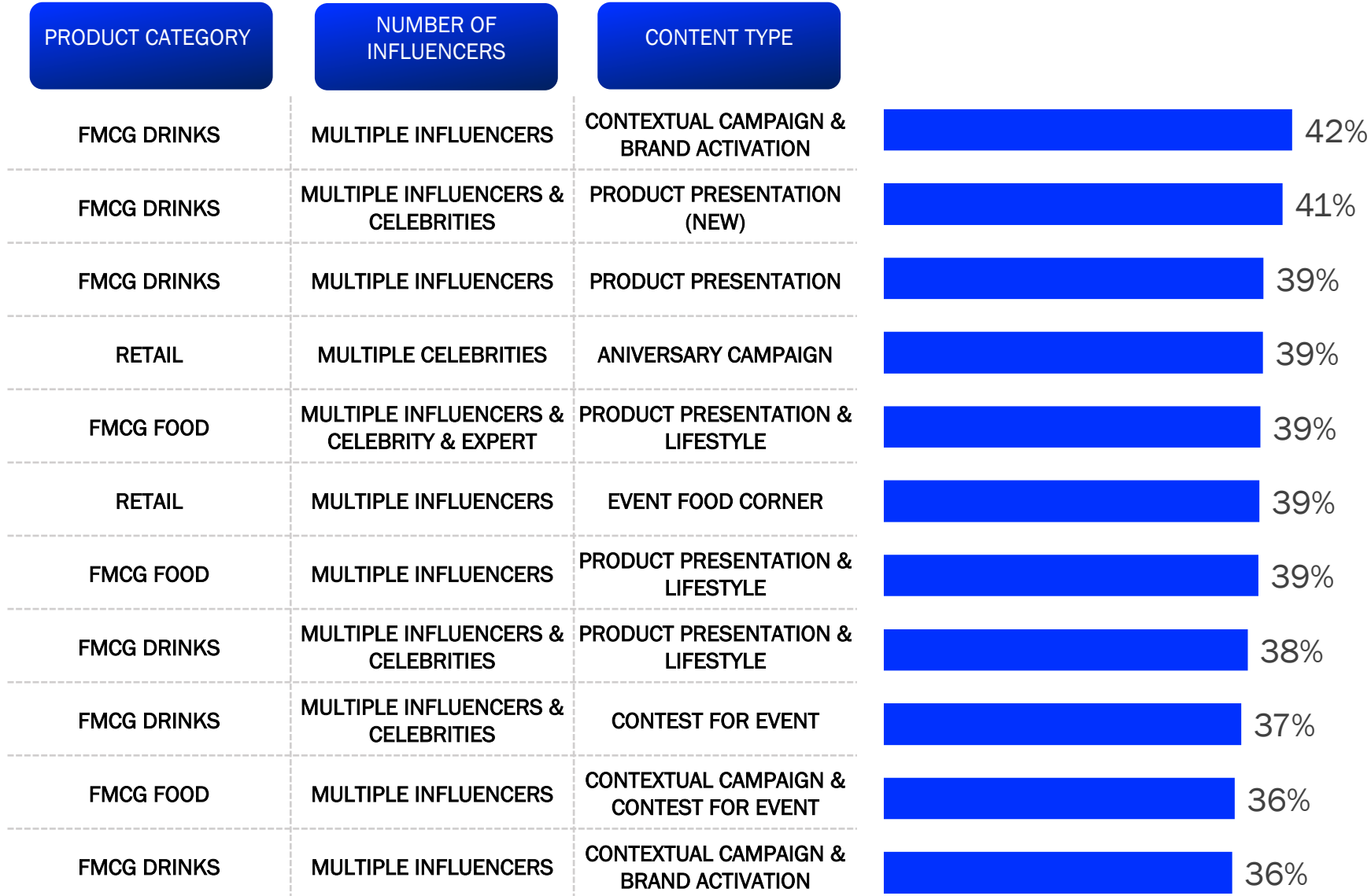
I will consider the brand/ product/ service at next acquisition occasion



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

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



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

Influence of **RELEVANCY** 2026

The brand/ product seems more relevant to me

PRODUCT CATEGORY

NUMBER OF INFLUENCERS

CONTENT TYPE

FMCG DRINKS

MULTIPLE INFLUENCERS

CONTEXTUAL CAMPAIGN & FOOD

34%

FMCG DRINKS

MULTIPLE INFLUENCERS

CONTEXTUAL CAMPAIGN &
BRAND ACTIVATION

33%

FMCG FOOD

MULTIPLE INFLUENCERS

CONTEXTUAL CAMPAIGN &
CONTEST FOR EVENT

31%

FMCG FOOD

MULTIPLE INFLUENCERS &
CELEBRITIES

PRODUCT PRESENTATION

30%

FMCG FOOD

MULTIPLE INFLUENCERS

CONTEST

30%

FMCG FOOD

MULTIPLE INFLUENCERS &
CELEBRITY & EXPERT

PRODUCT PRESENTATION &
LIFESTYLE

30%

BANKING

MULTIPLE INFLUENCERS &
CELEBRITY

APP PRESENTATION

30%

FMCG FOOD

CELEBRITY & INFLUENCER

PRODUCT PRESENTATION &
LIFESTYLE

29%

BANKING

MULTIPLE INFLUENCERS &
CELEBRITIES

CONTEXTUAL CAMPAIGN &
CONTEST FOR EVENT

29%

FMCG FOOD

MULTIPLE INFLUENCERS

PRODUCT PRESENTATION &
FASHION

29%

FMCG FOOD

MULTIPLE CELEBRITIES &
INFLUENCER

PRODUCT PRESENTATION

28%

FMCG DRINKS

MULTIPLE INFLUENCERS

PRODUCT PRESENTATION

28%

TECH

MULTIPLE INFLUENCERS

PRODUCT PRESENTATION
(SALES)

28%

FASHION RETAIL

CELEBRITIES

BRAND ACTIVATION

28%

FMCG DRINKS

MULTIPLE INFLUENCERS &
CELEBRITIES

CONTEST FOR EVENT

28%

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

I will love more the brand/ product

PRODUCT CATEGORY	NUMBER OF INFLUENCERS	CONTENT TYPE	
FMCG FOOD	CELEBRITY & INFLUENCER	PRODUCT PRESENTATION & LIFESTYLE	33%
FMCG FOOD	MULTIPLE CELEBRITIES & INFLUENCER	PRODUCT PRESENTATION	33%
FMCG FOOD	MULTIPLE INFLUENCERS	CONTEXTUAL CAMPAIGN & CONTEST FOR EVENT	32%
FMCG FOOD	MULTIPLE INFLUENCERS	CONTEST	31%
FMCG DRINKS	MULTIPLE INFLUENCERS & CELEBRITIES	CONTEST	29%
FMCG FOOD	MULTIPLE INFLUENCERS & CELEBRITIES	PRODUCT PRESENTATION	28%
RETAIL	MULTIPLE INFLUENCERS	CONTEST FOR EVENT	27%
FMCG FOOD	MULTIPLE INFLUENCERS	PRODUCT PRESENTATION & FASHION	26%
FMCG DRINKS	MULTIPLE INFLUENCERS & CELEBRITIES	CONTEST FOR EVENT	26%
FMCG DRINKS	MULTIPLE INFLUENCERS	CONTEXTUAL CAMPAIGN & FOOD	26%
FMCG BEAUTY	MULTIPLE INFLUENCERS	NEW LINE	26%

"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

01

Drive action

Every campaign should also prompt a clear next step.

02

Build continuity, not bursts

Long-term creator partnerships strengthen affinity and loyalty.

03

Match one campaign to one objective

For different objectives, communicate different campaigns, in parallel

04

Measure beyond views

Track research, intent and engagement, not just reach.

05

Lead with stories

Narrative content builds relevance and brand connection.

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

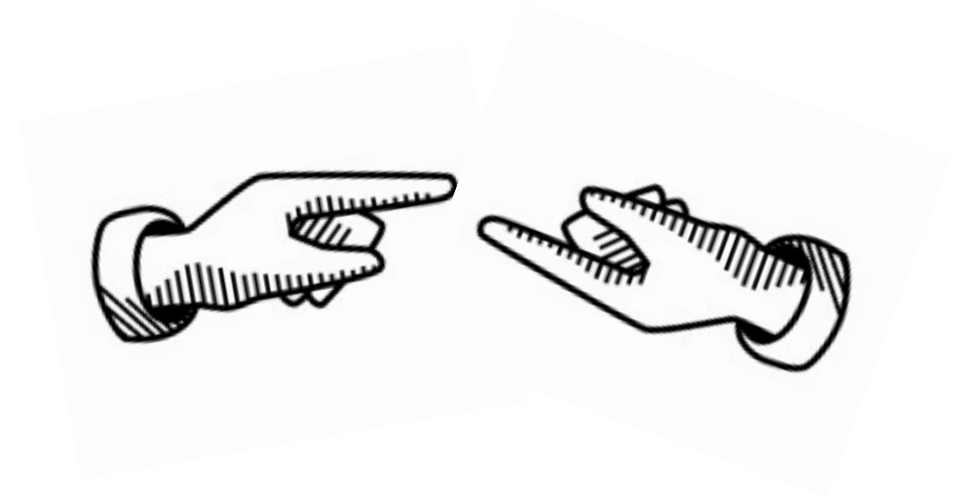
- **Podcasts**

- 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

LET'S STAY IN



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