

**ANA**

**Why Influencer  
Marketing Matters Now  
More Than Ever**

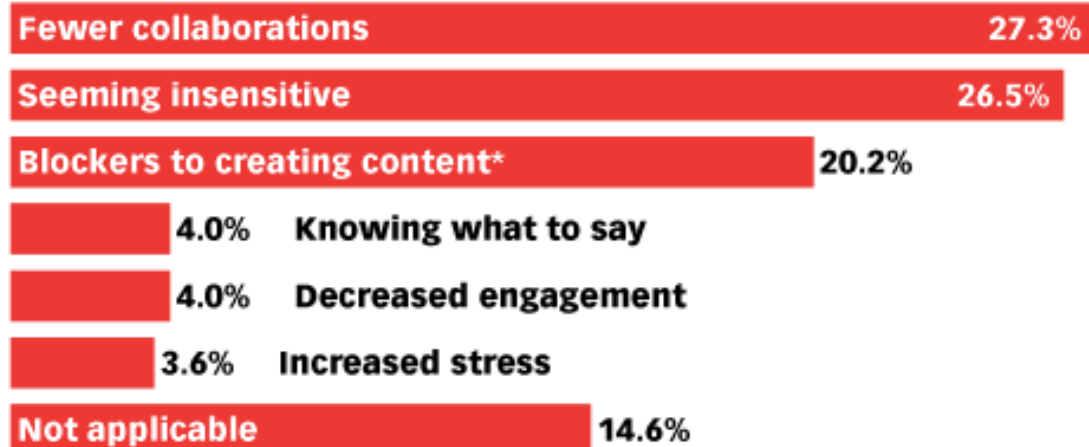
# Agenda

- Current State of Influencer Marketing
- How Top Brands are Maximizing Influencer During COVID-19
- Trends
- Take-Aways For Marketers
- What's Next



## Main Challenge US Influencers Are Facing During the Coronavirus Pandemic, March 2020

% of respondents



Note: n=254; numbers may not add up to 100% due to rounding;  
\*challenges such as being required to stay indoors, travel restrictions, shooting locations being closed, retail stores closing or creating the most appropriate content during the outbreak

Source: Mavrck, "Social Influencing in a Time of Social Distancing: The Impact of COVID-19 on the Influencer Marketing Industry," March 17, 2020

254166

www.eMarketer.com

## Challenges

- Dramatic shift in buying habits
- Spending freezes, lay-offs, and furloughs
- Existing campaigns halted to avoid insensitivity/being tone-deaf

## Opportunities

- Creativity
- New offerings/innovations to respond to new needs
- Deep desire for trust and integrity in uncertain times



# What's Influential Has Changed



kimkardashian • Follow  
Paid partnership with flattummyco

kimkardashian #ad You guys all know I looove @flattummyco shakes. I've just restarted them (it's Day 2 today) and I'm already feeling so good. We had a huuuuge Christmas this year and between that, New Years and everything inbetween... I felt like it was impossible to fit in my regular work outs and eat healthy. But this program is giving me a kick in the right direction that I need. These meal replacement shakes are so good and they're helping me get my tummy back to flat. I'm already feeling amazing and I'm so excited for the next few weeks. Because they're all about getting women back on track... they've got a 20% off sale going on right now, so if you want to start 2019 off right... trust me, you're going to want to check them out. PS. I'm doing the chocolate program 🍫

Load more comments

2,872,415 likes

JANUARY 2

# And Influencers Are Under Heightened Scrutiny

SEARCH GET OUR FREE APP NEW YORK POST

LIVING

Influencer uses personal connections to get coronavirus test

By Marisa Dellatto March 17, 2020 | 3:24pm



Arielle Charnas  
Patrick McMullan via Getty Image



# How Brands Are Pivoting: L'Oréal

COLOR

Eva Longoria Just Covered Her Grays With a \$9 Box Hair Color

“For a second I thought, Okay, grays, I’m ready to see you. I can handle this. But I’m not. I’m not ready.”

BY MARCI ROBIN

May 5, 2020



Courtesy of brand

ANA

# Lessons From L'Oréal

- Address the challenge almost every woman is facing
- Provide a solution to the pain point
- Inject humor, authenticity, and vulnerability

# How Brands Are Pivoting: Doritos

## Doritos Gives A Platform To Seniors Missing Out On Graduations And The Iconic Speeches That Make Up The Voices Of A Generation



May 1, 2020, 8:00 AM CDT



**"Doritos Valedictorian" to Award High School Seniors \$50,000 in Tuition Assistance and the Chance to Recite 'Valedictorian' Speeches to Fellow Students Across the Country via iHeartMedia Podcast Series**

PLANO, Texas, May 1, 2020 /PRNewswire/ -- With high school commencement ceremonies across the nation cancelled, valedictorians, salutatorians and student bodies alike are missing out on one of the defining moments of graduation: the speech. The speech has become a lasting imprint for seniors, a voice for each graduating generation, and now thousands of students are losing their platform due to the COVID-19 pandemic.



### TRENDING

1. Shailene Woodley on the guilt of being OK
2. Infectious disease expert and seminary student warns about resuming religious services too soon: 'Church is not a building'
3. Could you wear a mask on a roller coaster? SeaWorld tests theory on fastest ride, photos show
4. NBA star Kevin Love on sharing mental health struggles: 'Success is not immune





# Doritos Campaign Elements



- Graduating seniors could submit a 2-minute speech for the chance to be heard by listeners nationwide on iHeartMedia's *Commencement: Speeches for the Class of 2020*, available on iHeartRadio, alongside some of the boldest thought-leaders and cultural icons like Katie Couric and John Legend
- Five valedictorians were selected, who each received \$50,000 in tuition assistance.
- Doritos redefined who a valedictorian can be: someone who carries an incredibly strong message, and who represents the resilient spirit of their graduating class. Yes, GPA is important, but equally important is inspiring a generation of seniors to rise
- On May 15, ahead of National Graduation Day on May 17, Doritos published a compilation of the five speeches as part of iHeartMedia's commencement podcast series featuring cosmetics entrepreneur Bobbi Brown, comedian Chelsea Handler, restaurateur David Chang, and numerous artists including Halsey, Kesha, DJ Khaled, Pitbull and more.

*"The class of 2020 is missing out on so many memories, the most notable of which is the entire graduation experience. But even tucked within the graduation, we saw that the speech element was such a cultural moment for seniors, and now they're losing that voice. Doritos is a brand that's long been about giving a platform and a voice to that next generation. We wanted to help take that platform to the next level."*

*Marissa Solis, SVP of Marketing, Frito-Lay North America.*

# Lessons From Doritos

- Focus on milestone moments
- Save the day by providing an elevated solution to a shared pain point
- Give consumers a platform and a voice

# How Brands Are Pivoting: American Eagle

FASTCOMPANY

05-12-20 | THE REBUILDERS

## Teen clothing brand AE is throwing the first-ever virtual prom, and you're invited



[Photo: [Todd Trapani/Unsplash](#)]

BY ELIZABETH SEGRAN 1 MINUTE READ

Teen clothing brand AE is going to throw the first-ever virtual prom, complete with actor Jerry Harris serving as the emcee, Cash Cash serving as a DJ, and even surprise chaperones. There will be a mini dance lesson from TikTok celebrity Addison Easterling and guest performances by Tinashe and Addison Rae. (If you don't know who these people are, you're probably not in high school or college.)

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# Lessons From American Eagle

- Focus on milestone moments
- Save the day by providing an elevated solution to a shared pain point
- Knows your consumers and what excites them



# How Brands Are Pivoting: Sephora

**THIS WEEK ON INSTAGRAM LIVE**

**May 12 at 10am PT**  
**Spill the Tea: Ole Henriksen, Founder of OLEHENRIKSEN**  
Mastering Hygge at Home

**May 14 at 10am PT**  
**Live with Jeffrey English, Sephora Beauty Director**  
How to: FENTY BEAUTY At-Home Makeup Look with **Hector Espinal**

@sephora

sephora • Follow

sephora • Ultimate coziness with @olehenriksen and an at-home makeup look with @heytherejeffreyhere and @artbyhector? Both feel totally right for us right now. Drop a 🍵 if you'll be joining us for these special live chats.

1w

cin.clifton I got my package and never got my samples at all..... was my first time ordering online from you too very disappointing

1w 3 likes Reply

— View replies (1)

7,326 likes  
MAY 11

Add a comment Post

**THIS WEEK ON INSTAGRAM LIVE**

**May 19 at 10am PT**  
**Spill the Tea: Holly Thaggard, Founder of Supergoop!**  
SPF Protection for Indoors and Outdoors

**May 21 at 10am PT**  
**Live with Myiesha Sewell, Sephora Beauty Director**  
At-Home Hair Masks

@sephora

sephora • Follow

sephora • SPF, at-home hair care—we're covering it all. Don't miss our live chats with @supergoop and @myieshamua this week. What questions are you coming prepared with?

3d

craftsandcreations4ever  
Wheres my package?

2d 4 likes Reply

— View replies (1)

raeora13 Just wondering if there are any plans to start reopening stores in Canda with restrictions starting to lift?

6,987 likes  
3 DAYS AGO

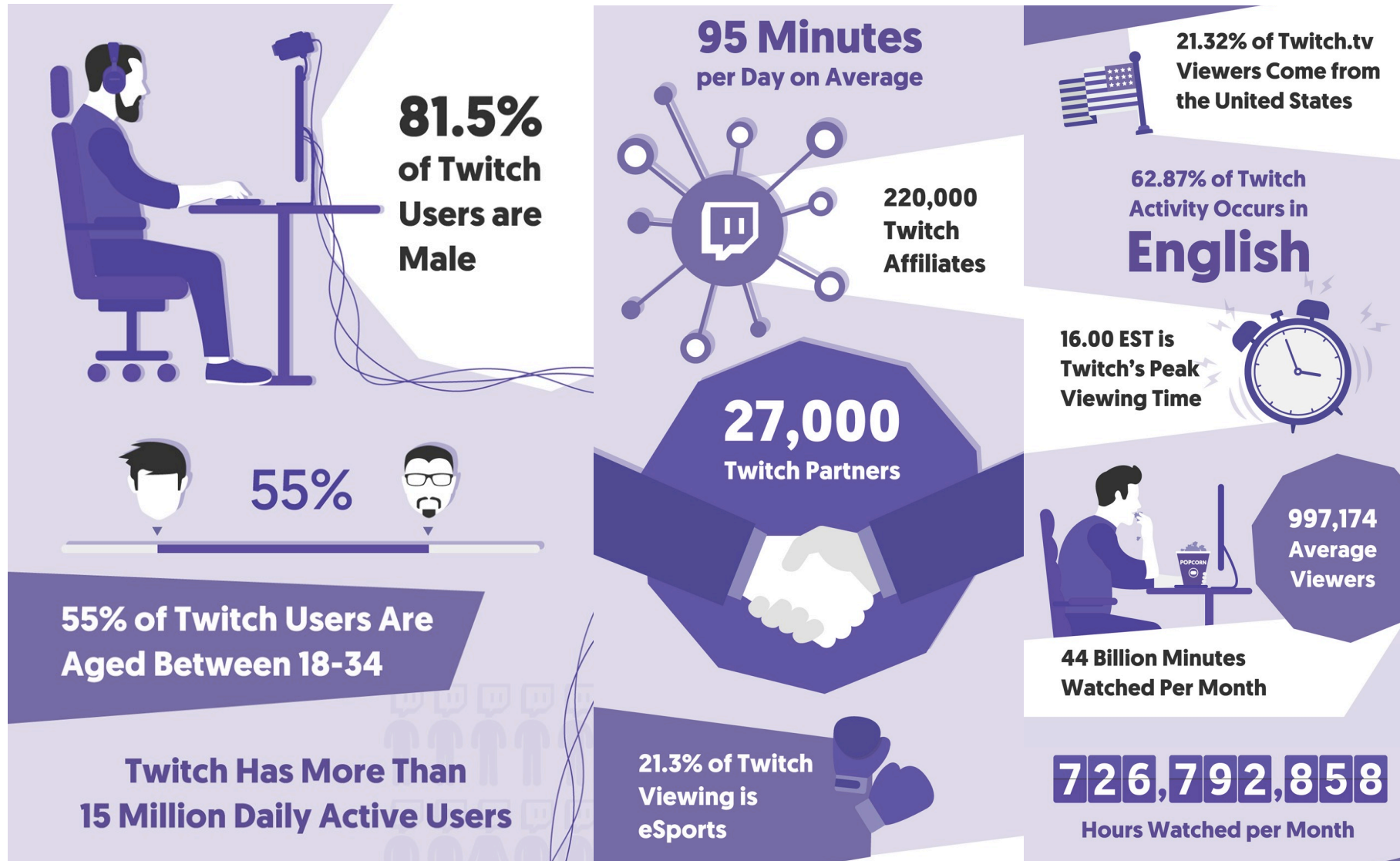
Add a comment... Post

# Lessons From Sephora

- Social media usage is skyrocketing (up 51% per SheSpeaks and 66% per IZEA)- meet consumers where they're at
- There's a lot of confusion right now- provide helpful information and answers
- Leverage IG Lives for interactivity and direct connection with consumers
- Typical envy-inducing beauty posts are out-  
community, conversation, and how-to's are in



# Twitch Demographics & Usage





# TikTok Demographics & Usage

**U.S. AUDIENCE**  
80 million monthly  
active users



- 60% ages 16-24 (Gen Z)
  - 26% ages 24-44
  - 80% ages 16-34



**MALE 40%**



**FEMALE 60%**

## USER DATA



- Average user spends 52 minutes per day on TikTok, and up to 80 minutes for users ages 4-15
- 60% of TikTok users are Gen Z. Next year, 74 million people in the U.S. will be part of Gen Z, making it the largest generation ever
- Average app opens per day: 8

## PLATFORM GROWTH & REVENUE



- TikTok generated "the most downloads of any app ever in a quarter" in Q1 2020 (Ad Week)
- Over 2B downloads total
- Over 800M monthly active users
- \$500 Million: estimated TikTok revenue from the U.S. alone in 2020
- TikTok influencers with 2.5 million followers or more charge around \$600-1000 per post, compared to \$100-\$200 for every 10,000-20,000 followers on Instagram



# Burger King's TikTok #WhopperDance Challenge



The promotional graphic features a dark background with vibrant pink and teal diagonal stripes on the left. In the top left corner is the Burger King logo. Below it, the hashtag #WHOPPERDANCE is written in white. A smartphone in the center displays a TikTok video of a woman dancing. To the right of the phone is a Whopper burger with sesame seeds, lettuce, tomato, onion, and cheese. Behind the phone and burger is a brown paper bag with colorful rectangular patches. On the right side, the text 'WHOPPER DANCE CHALLENGE' is displayed in a stylized font, with 'WHOPPER' in white and 'DANCE' in large white letters with a red and blue outline. Below this, the text reads: 'FROM JUNE 18 TO JUNE 21 ORDER A \$1 WHOPPER\* CUSTOMIZED YOUR WAY BY DANCING YOUR WAY'. At the bottom, a small line of text states: 'Promotion valid from 6/18 to 6/21 in the U.S. only. TikTok and BK\* App accounts required. Rules apply. See [bk.com/whopperdance](https://bk.com/whopperdance). TM & © 2020 Burger King Corporation.'

**BURGER KING**

#WHOPPERDANCE

**WHOPPER DANCE CHALLENGE**

FROM JUNE 18 TO JUNE 21  
ORDER A \$1 WHOPPER\* CUSTOMIZED  
YOUR WAY BY DANCING YOUR WAY

Promotion valid from 6/18 to 6/21 in the U.S. only. TikTok and BK\* App accounts required. Rules apply. See [bk.com/whopperdance](https://bk.com/whopperdance).  
TM & © 2020 Burger King Corporation.

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# #WhopperDance Campaign Elements

- From June 18-28, Burger King teamed up with TikTok on the first ever “dance ordering” campaign
- Customers got a \$1 Whopper for following Burger King on TikTok and posting a #WhopperDance video on TikTok that included moves representing Whopper sandwich combinations
- The dance tutorial was shared on the personal pages of TikTok influencers Loren Gray (44.5M followers), Avani (21.1M followers) and Nathan Davis Jr. (8.5M followers)
- Burger King sent participants a DM with an offer code for redemption on the Burger King app





# Lessons From #WhopperDance

- Meet your audience where they are (TikTok)
- Tap the cultural zeitgeist (TikTok dance challenges) to grow social following, generate buzz, and deliver value
- Leverage relevant influencers to inspire engagement and creativity

# Virtual Influencers

ADWEEK

NEWS · EVENTS · WEBINARS · CONNECT · YOUR CAREER

## Why the World Health Organization Turned to a Virtual Influencer to Share COVID-19 Tips

CGI Instagram star Knox Frost is soliciting donations and sharing dependable advice

By T.L. Stanley | April 10, 2020

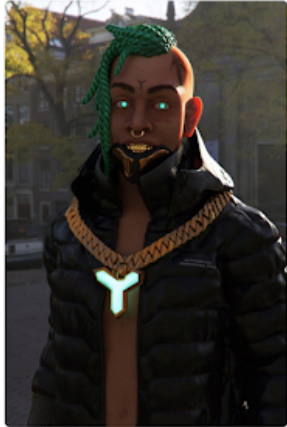


Virtual influencer Knox Frost has made several posts about life in quarantine, and is now supporting the World Health Organization.

# Virtuals: The Facts

- Initially dismissed as a gimmick and a fad by marketers, now virtual influencers are being leveraged by leading brands across sectors
- Some brands like Samsung, Diesel, Frito-Lay, Prada, Dior, Adidas, and Calvin Klein are choosing to partner with existing influencers like Lil Miquela (2.4M followers), Noonouri (360K followers), & Shudu (203K followers), while others like PUMA and KFC are creating their own
- Since 2015, the total number of virtual influencers has doubled every year
- There are 80+ documented virtual influencers with notable followings online
- Almost 32 million people follow at least one virtual influencer online

# The Virtuals



# Human vs. Virtual Influencers: Pros/Cons

## Human Influencer

**Pros:** Authenticity, trust

**Cons:** Costly, less creative/message control

## Virtual Influencer

**Pros:** Creative/trendy, story line, PR fuel, greater control, strong engagement/action taken rate estimated at 3x that of humans (generally 5-10% for virtuals on IG compared with .5-3% for humans on IG)

**Cons:** Costly, harder to break into because newer tactic, limited audience (resonates mainly with Gen Z & millennials), ethical concerns

# Creating vs. Signing A Virtual Influencer

## Signing An Existing

Pros: Story, PR Fuel, Less Labor-Intensive,  
Less Commitment

Cons: Costly, Less Control, Less Ownership



## Creating Your Own

Pros: Ownership, Control, Storytelling, Max PR  
Fuel, Repeat Engagement

Cons: Costly, Labor-Intensive, Requires Total  
Commitment





# KFC

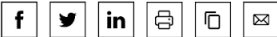
# AdAge

CMO Strategy →

## KFC POKES FUN AT INSTAGRAM INFLUENCERS WITH A COLONEL SANDERS VERSION

KFC's computer-generated influencer answers our burning questions

By [Jessica Wohl](#), Published on April 09, 2019.



### Most Popular

 Amazon tells suppliers it won't accept new shipments of nonessential items until April 5

 Ford pulls national vehicle ads, replacing them with a coronavirus-response campaign

 'Don't worry, we'll march again,' Guinness says in ad after St. Patrick's Day parade suspensions

## KFC unveils hot 'virtual influencer' Colonel Sanders who comes with model girlfriend and recipe tattooed on his chiseled abs

- KFC announced their new Colonel Harland Sanders via Twitter on Monday
- They even gave him his own hashtag of #secretrecipeforsuccess - which is tattooed on his chiseled abs
- His Instagram bio states that he is 'chasing the dream' and various posts on the chicken page shows him living the life
- Kentucky Fried Daddy even has his own girlfriend, who is a computer-generated model named Dagny
- The CGI chicken chef was immediately deemed 'sexy' on social media and conflicted fans struggled trying not to be too excited over the faux-stud





# PUMA



Mashable SE Asia

VIDEO ENTERTAINMENT CULTURE TECH SCIENCE SOCIAL GOOD

Entertainment

Southeast Asia's first virtual influencer is the face for the new PUMA RIDER shoes



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# Samsung

branding in asia - What's Up in Asia's Ad World -

APAC | Creative

## Lil Miquela Joins Steve Aoki, Millie Bobby Brown and Ninja in New Samsung Global Campaign



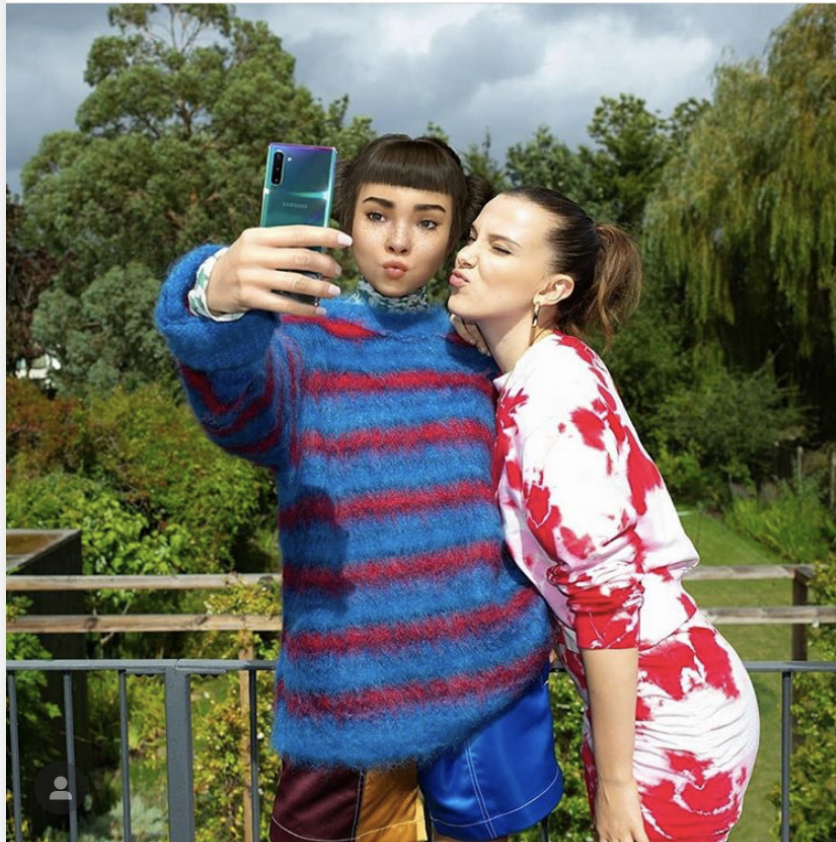
by Katerin Pantaleon Jul 16, 2019





**lilmiquela** ✓

Paid partnership with [withgalaxy](#)



Liked by [shepogden](#) and 90,204 others

**lilmiquela** Had the best day with my #TeamGalaxy bb @milliebobbybrown 🧠💕👩 @samsungmobile brought us together in London and we spent the afternoon playing dress-up and unpacking the power of positive thinking on social media for @seventeen ☁️🌟 Take me back!! #ad



**lilmiquela** ✓

Paid partnership with [withgalaxy](#)



Liked by [lukesbeard](#) and 110,078 others

**lilmiquela** Who are we? Wrong answers only. 🧠🌟👩 Can't stop looking at these photos of my #TeamGalaxy angel @milliebobbybrown for @samsungmobile and @Seventeen. We really did that 💕👑 #ad



# Tommy Hilfiger & Dior



# Take-Aways Pt. I

- What worked before (picture-perfect photos) is no longer relevant or resonant
- Address the challenges every day people are facing (L'Oreal, Doritos, American Eagle)
- Provide a solution to a pain point (L'Oreal, Doritos, American Eagle)
- Inject humor, authenticity & vulnerability (L'Oreal, Doritos)
- Tap the cultural zeitgeist (Burger King, American Eagle)
- Provide meaningful information and answers (L'Oreal, Sephora)



# Take-Aways Pt. II

- Connection, conversation, and how-to's are in (Sephora)
- Social media usage is skyrocketing (up 51%-66%)- meet consumers where they're at (Burger King)
- Focus on community & connection (Doritos, Sephora)
- Focus on milestone moments (Doritos, American Eagle)
- Save the day by providing an elevated solution to a shared pain point (L'Oreal, American Eagle, Doritos)
- Know your consumers and what excites them (Burger King)
- Give consumers a platform & a voice (Doritos, Burger King)
- Leverage high-growth platforms like Twitch & TikTok and emerging technologies like virtual influencers





# What's Next

- 2020 Survey of ANA marketers on influencer marketing
  - Covered topics ranging from influencer selection, measurement, ROI, top challenges, influencer fraud, budget, platforms used, paid media, and COVID's impact
  - Results and findings will be released by early Q4
- ANA Influencer Marketing Advisory Council
- 2020 Influencer Marketing Conference



**Questions?**

