

WHAT'S TRULY IRL? A CONVERSATION ABOUT VIRTUAL INFLUENCERS

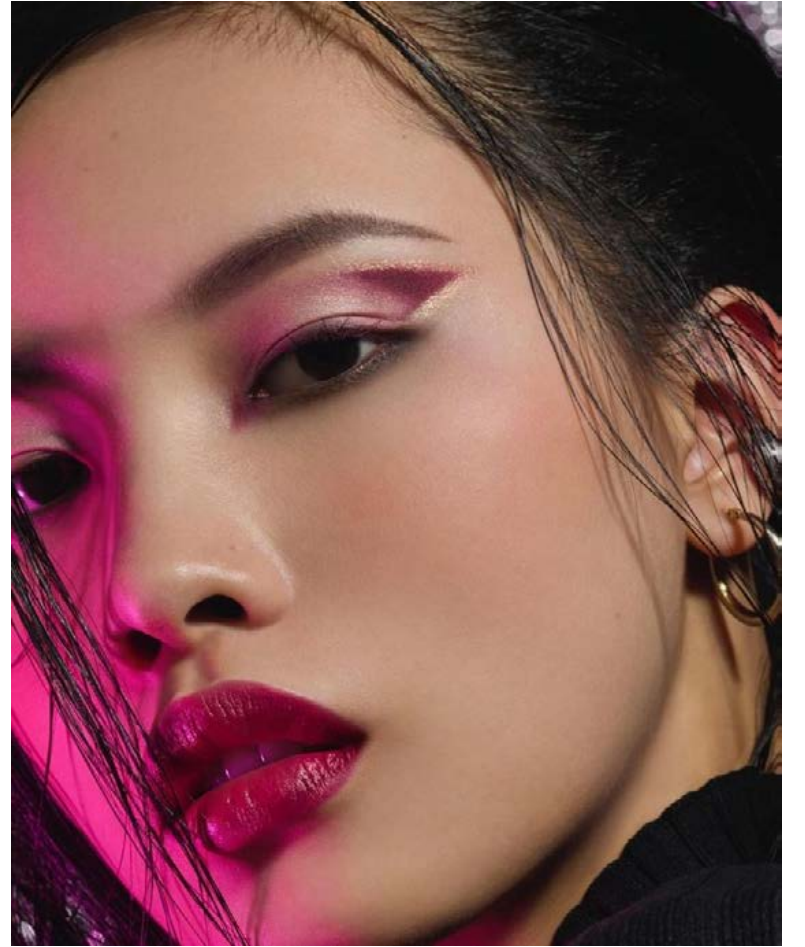
Jorge Almeida – Feb 2nd, 2021



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1973/

IN PROGRESS

2020

NY
MEXICO

WHAT ARE VIRTUAL INFLUENCERS?

A virtual influencer is a digital character created in computer graphics software, then given a personality defined by a first-person view of the world.

They are accessible and visible on media platforms for the sake of influence.

Popular media platforms for virtual influencer distribution include Instagram, TikTok, YouTube, Twitter, and Spotify, with Instagram being the common platform most virtual influencers use.



THE MAIN VIRTUAL INFLUENCERS



Lil Miquela



Shudu



Liam Nikuro



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Nº	@name	Quality Audience	Number of Followers	ER	Followers growth (90 days)	Country	Operator
1	Lilmiquela	1.1M	1.7M	1.97%	110708	United States	Brud.fui
2	Noonoouri	230K	331K	2.39%	24136	France	IMGMODELS
3	Imma.gram	128K	159K	3.46%	79644	Japan	aww.tokyo
4	Shudu.gram	121K	192K	5.39%	7662	England	TheDigitals
5	Bermudaisbae	107K	180K	4.92%	30384	United States	Brud.fui
6	Blawko22	82.4K	145K	3.74%	6615	United States	Brud.fui
7	Guggimon	61.7K	91.9K	5.21%	25648	United States	Superplastic
8	Cadeharper	48.2K	93.3K	7.46%	-4547	United States	Sparkcgl
9	Janky	43.4K	68.6K	7.96%	33382	United States	Superplastic
10	aliona_pole	16.9K	22.8K	3.90%	-3955	Russia	Malivar



VirtualHumans.org



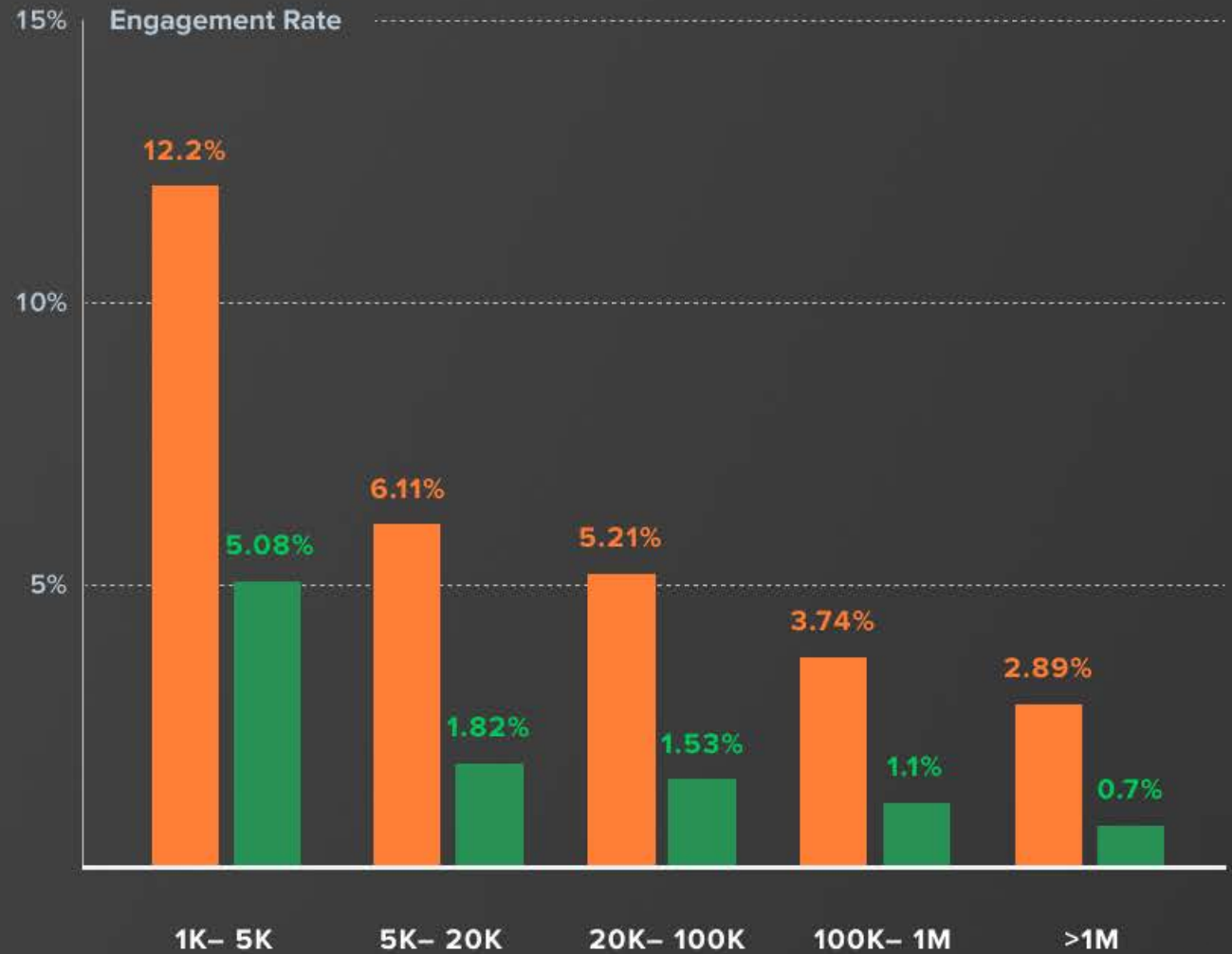
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HypeAuditor

Median Virtual Influencers ER compared to Worldwide ER

- Virtual Influencers ER
- Worldwide ER



BRAND PARTNERSHIPS



Bermuda shouts out Starbucks



thisis.kenna I often struggle to fit in. I'm obviously different, and a lot of people don't know how to react to a #girlbot 🤖 Sometimes insensitive comments can get me down. But I've been so full of joy and happiness the past few days 🥰🌲 The @essence_cosmetics Christmas party was on Friday and I felt welcomed and included by every member of the team. I'm the luckiest girlbot intern in the world! This photo is of the product development team getting ready before the party 🥰 #lovemyteam #internlife #staypositive



Shudu Gram partners with Samsung



KFC MOCK



KFC Created a 'Virtual Influencer' Colonel Sanders, Mocking Marketing's Newest Odd Trend

He's hot. He's cool. He's living his best artificial life



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Make
make

PROS

Virtual influencers have real business potential because of their longevity

Are 100% controllable

Can appear in many places at once

CONS

Weird

Geeky/Nerd perception

Can be expensive to produce



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ASSIGNMENT

**BECOME THE LARGEST SOURCE OF
GUACAMOLE INFORMATION AND
KNOWLEDGE ON THE WEB**



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HOW WAS THE GUAC EXPERT BORN?

Guac Expert's digital DNA was forged in our Guac Lab and from millions of conversations surrounding guac from fanatics around the globe.



WHO IS OUR GUAC EXPERT?

Fed with human insights and emotions, each new piece of guac information further humanizes the Guac Expert.

Using machine learning technology and artificial intelligence, we sought to become the first brand to create a crowdsourced digital influencer.



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HOW DOES THE GUAC EXPERT ACT?

He has a kind and approachable face hidden behind perfectly messy facial hair. He has a laid-back sense of fashion.

You can find him anywhere from leaving the kitchen in a guac-covered apron to hosting the party of the month in his signature green bowtie. He is always the most effortlessly cool guy in the room, and everyone is drawn to his suave personality.

For him, guac is much more than a game-day dip. It's a way to express his creativity, top healthy and nutritious meals and bring people together in new and creative ways, because for him, guac is always worth it.

Goal

He wants to spread the good news about guac and keep learning from others.



Personality Attributes

- Outgoing
- Confident
- Worldly
- Charming
- Creative



Human Element

- Prioritizes guac over everything







MEET JAX - THE GUAC EXPERT

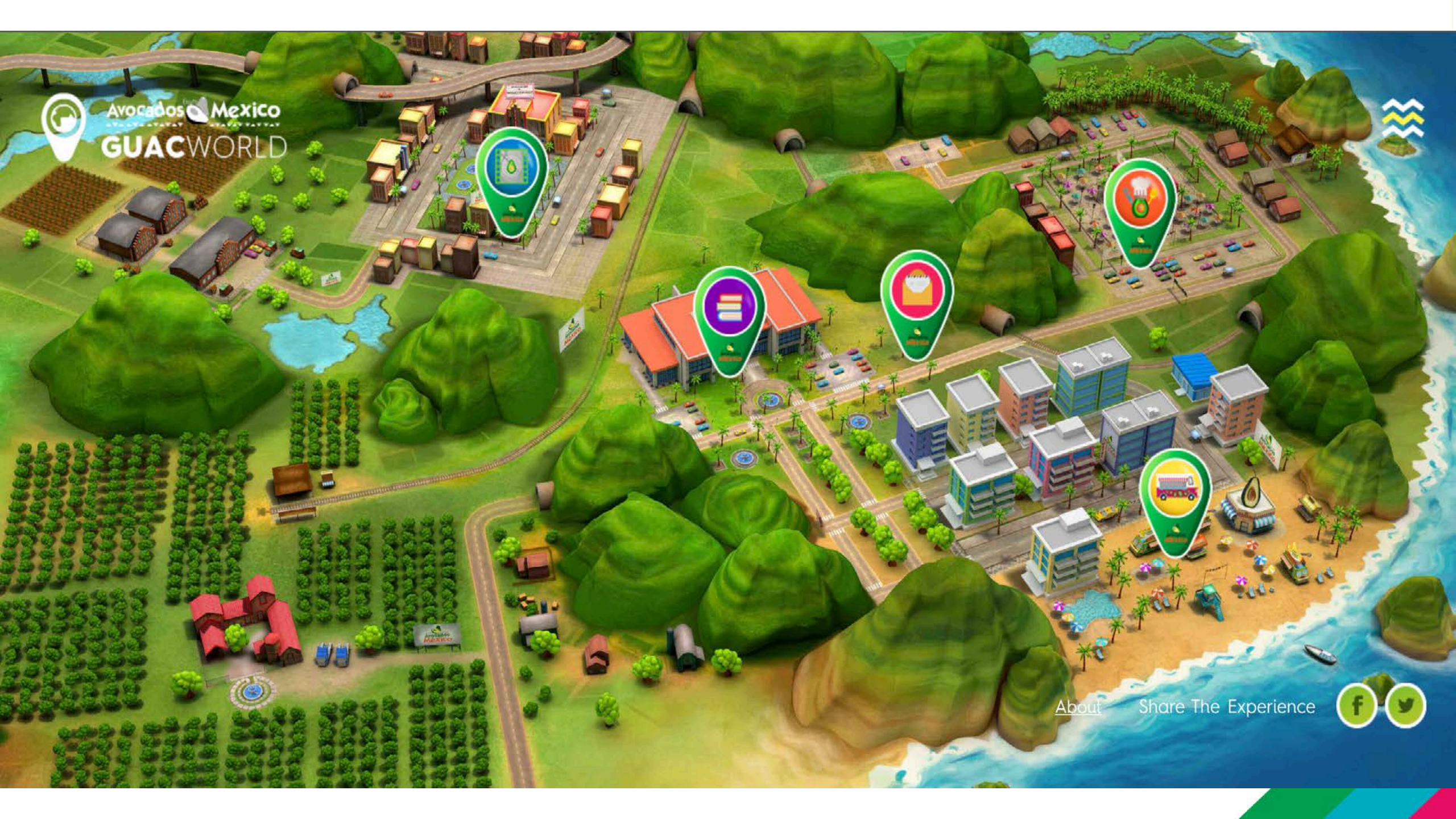
I'm Jax – AFM's resident guacamole expert. My digital DNA is encoded with all things guacamole; think the latest guac recipes and ideas, all gathered from across the internet every day. My sole purpose is to explore this never-ending wealth of guacamole knowledge and inspiration and then collect it all in one place for you. You could say I'm a little guac-obsessed, but I'm just programmed this way.

Avocados From Mexico created me specifically so that you can make the greatest guacamole. And I truly believe the only thing better than a big bowl of guac is sharing tips and tricks for mashing it up in exciting new ways that keep your life healthy and delicious (and your family and friends impressed) to the best of your own guacability.





Avocados Mexico
GUACWORLD



[About](#)

[Share The Experience](#)



JAX | SOCIAL PRESENCE

TWITTER



To engage with fans and share content based on their passion for guac through on-going community management. This is a primary source of our Guac DNA knowledge.

FACEBOOK



To amplify messaging through paid posts, to reach a larger audience. Jax will also do community management to keep conversations going on in the platform.

INSTAGRAM



Focused on showcasing "beautiful guac". To amplify messaging through paid posts, to reach a larger audience. Jax will also do community management to keep conversations going on in the platform.

PINTEREST



Connect with our core targets through engaging blogs and recipes that they can quickly reference back to when making guac for any food occasion. Strong traffic source to the Jax web hub "GuacWorld".

PERSONALITY

Vibrant

Emphasizing the versatility of guac through everyday conversations

Inspiring

Empowering Maya and María with new ways and situations in which to enjoy guac

Helpful

Guiding fans to GuacWorld and specific guac recipes

Fun

Using wit and good-natured humor to talk guac and keep the party going

DO

Be playful

Create interaction among followers

Portray a laid-back personality

Bring everything back to guac

Speak naturally

Maintain natural persona when speaking with brands and celebrities

Be proud and open to Jax being a "virtual" influencer

DON'T

Sound dismissive

Overuse sarcasm

Overuse slang terms

Force responses that don't feel natural

Speak like a brand or be "selly"





AVOCADO KITCHEN

Jax's Recipes



Tot-ally Delicious
Guac Tots



Tony's Touchdown
Guacamole



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Avocado Recipes Save

avocadosfrommexico.com

Score on Game Day with my guac recipes

Whether it is your team or their team, you'll win with these pinned guac recipes. Guaranteed to be the first empty bowl at the watch party. Find my favorite delicious recipes at TheAvoNetwork.com... More

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Photos Comments

Tried this Pin?
Add a photo to show how it went. Add photo

You saved to Love of Guac
Whether it is your team or their team, you'll win with these pinned guac recipes. Guaranteed to be the first empty bowl at the watch party. Find my favorite delicious recipes at TheAvoNetwork.com... More

Mangonificent Mile Guacamole

share on Facebook share on Twitter



MEET JAX - THE GUAC EXPERT
He's ready to share his guacamole knowledge, that's much more than a game-day dip, with all with you!

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CALL YOURSELF
A GUAC
AFICIONADO?



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I'M THE GUAC
EXPERT, JAX.
ENJOY SOME
FAST FACTS.



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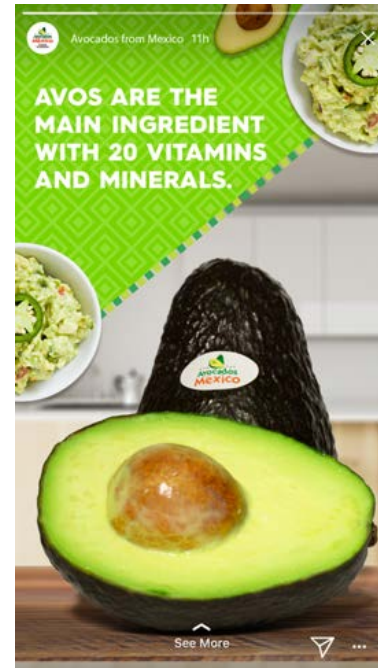
DIG INTO GUAC
YEAR-ROUND WITH
ALWAYS IN SEASON
AVOCADOS
FROM MEXICO.



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AVOS ARE THE
MAIN INGREDIENT
WITH 20 VITAMINS
AND MINERALS.



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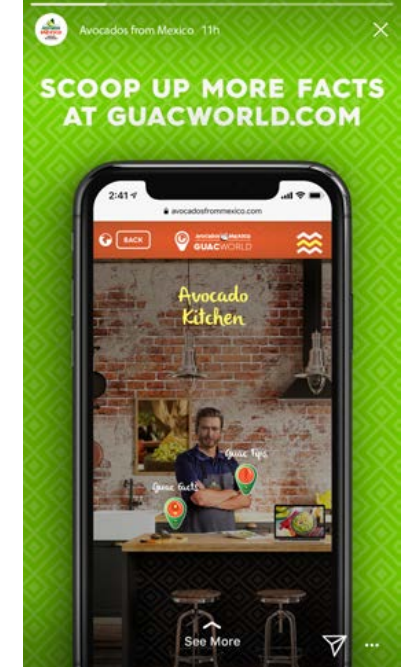
GET-TOGETHERS
HAVE HAD GUAC
FOR OVER
700 YEARS



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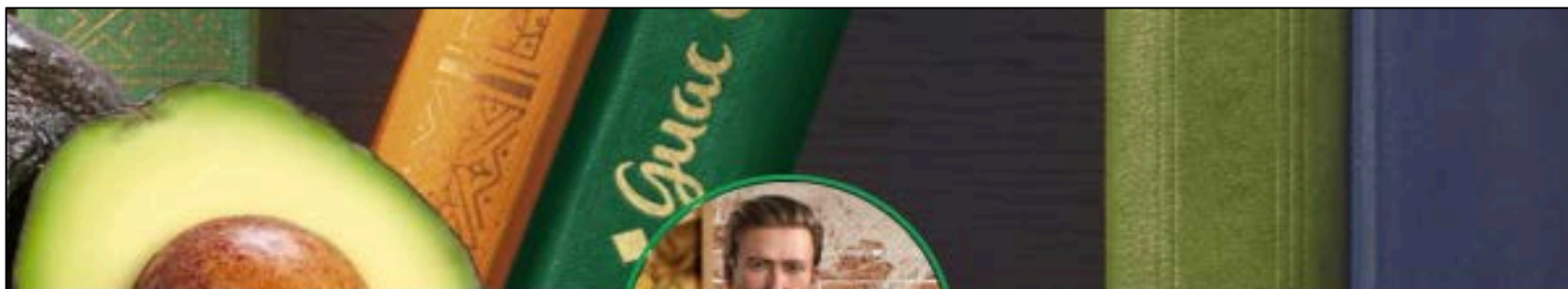
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SCOOP UP MORE FACTS
AT GUACWORLD.COM



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GUAC GLOSSARY


Hi, I'm Jax, the Guacamole Expert. Welcome to your home for all-things guacamole. Here, you'll find your Guac 101. I've answered common questions by category, and made it easy to share with your friends. They'll be impressed with your new-found guac knowledge.




JAX HAS A VOICE

- Low cost and efficient conversion of our content
- Helps with audience engagement and provides multiple ways to engage with content
- Ensure Google ranks us as the most credible source for avocado information





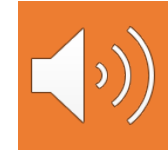


JAX'S ANSWER

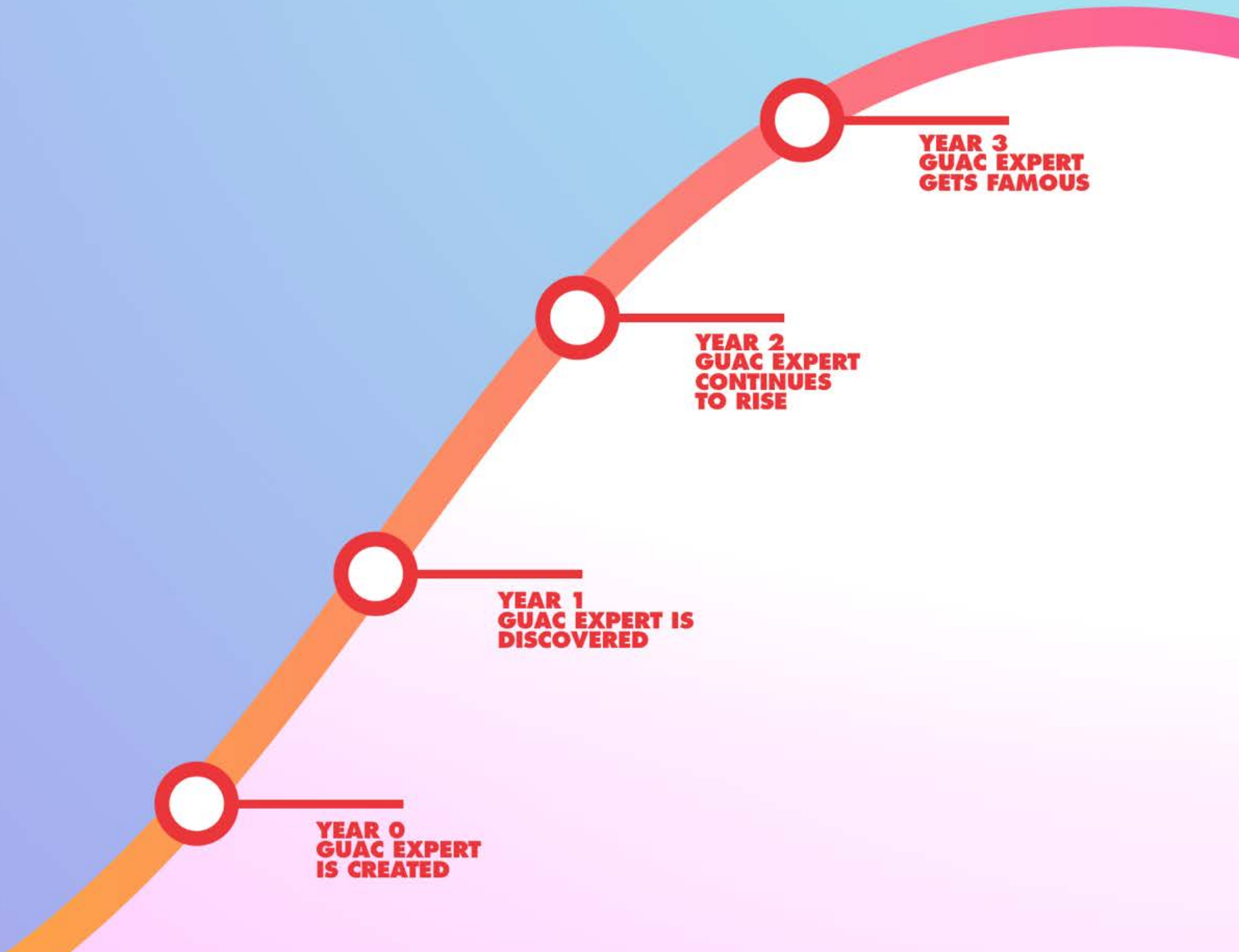


Got room for dessert? Not only does dessert guacamole exist, it tastes amazing. It may seem odd, but you can satisfy your sweet tooth with this **dark chocolate raspberry dessert guac** or these decadent **chocolate guacamole cannolis**. Share your dessert with loved ones and save room for seconds.





NARRATIVE



MEDIA SUMMARY



33MM
IMPRESSIONS

64K
LINK CLICKS

309K
ENGAGEMENTS

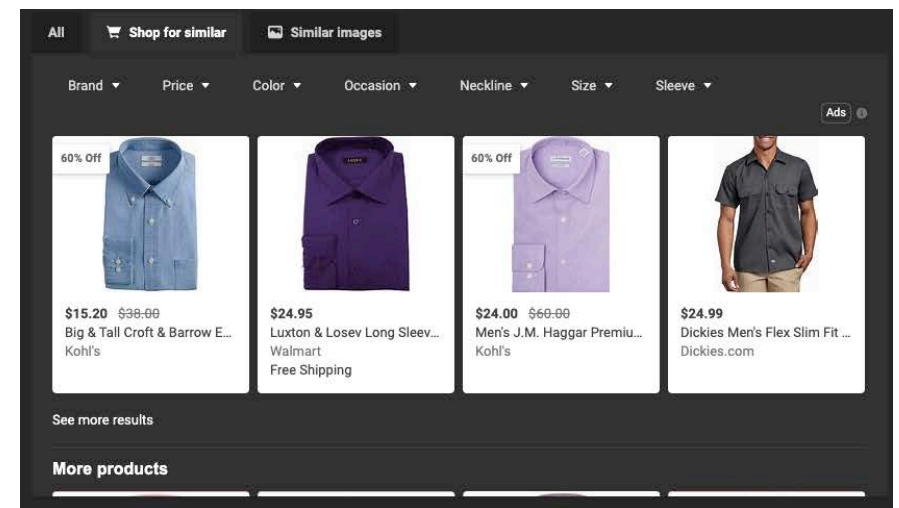
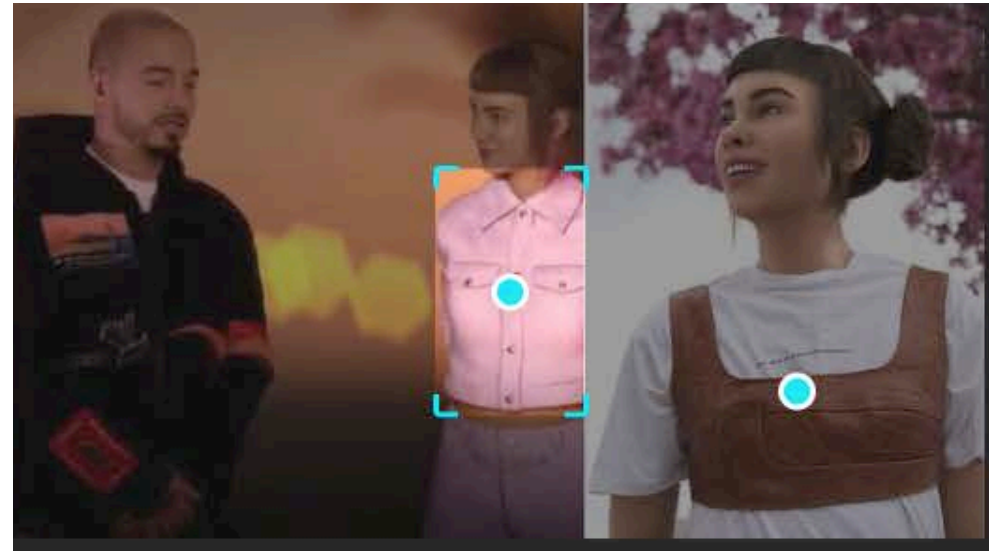
53% Positive Sentiment
47% Neutral /
Negative



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LEARNINGS

- To sell in, tie to strategy and measure more frequently than normal
- Tie to retail/commerce (if possible)
- Show emotion
- Great for reusing other assets
- Can be the future of influencer marketing



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