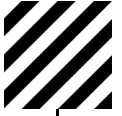


INFLUENCER  
TRENDS  
**YOU  
SHOULD  
CARE  
ABOUT**  
2023



# FOREWORD



In the beginning, there were many skeptics. Some thought influencer marketing was a fad. Some wrote it off as a minor tool in their arsenal.

But there are no skeptics left. From 2016-2022, the size of influencer marketing, taken at a global scale, increased from \$1.7BN to \$16.4BN. The main engine of this growth, TikTok, is now the third largest platform and growing. And while it still skews young, 36% of its users are now over 30-years-old.

TikTok has emerged as arguably the most potent cultural force today. Increasingly, it is a major way that we discover our world, and that includes commerce (for one example, #TikTokMadeMeBuyIt has 29.3 billion views). The platform has also made moves toward facilitating more eCommerce. To this end, TikTok is testing out live shops, providing brands with unprecedented insight into campaigns from end-to-end. 49% of TikTok users have already reported making a purchase via the platform, but that is just the start...

At the same time, subscription services – from OnlyFans to Patreon – are becoming mainstream. This model is only poised to grow next year, unlocking new revenue stream for creators that go beyond paid advertising.

Even artificial humans – in the form of AI – are becoming more real to keep up with the times.

The takeaway from these trends is that influence now has a firm seat at the table. The reason influencer marketing works now is the reason I first believed in it: because people trust people more than brands. Influence allows brands to connect with audiences in a way no other marketing can – with authenticity. For this reason, the new narrative at Ogilvy, the story we tell about ourselves, is:

**Real people, real impact.**

Indeed, in an age when we are inundated through our screens, we are overloaded with content. Real influence now comes from real people telling real stories. When a post on TikTok is solidly persuasive, it's because of this vulnerable realness.

After all, it's real people who create culture.

Across the board, the agency has repositioned itself to lean into our new social reality. Ogilvy is home to one of the world's most experienced influence teams, with exclusive access to proprietary datasets and tools – such as InfluenceO, our influencer tech stack – along with market-leading access to talent for campaigns, allowing us to drive sales through influence.

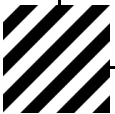
At Ogilvy, our process goes beyond the transactional norms of the industry. Instead, we lead the industry in defining new standards and innovations, dissolving the barriers between paid, owned and earned media, and connecting brands to real voices.

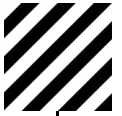
Read on for our take on the spaces to watch next year.

**Rahul Titus,**  
Global Head of Influence  
Ogilvy



PEOPLE TRUST PEOPLE  
MORE THAN BRANDS.  
INFLUENCE ALLOWS  
US TO CONNECT WITH  
AUDIENCES IN A WAY NO  
OTHER MARKETING CAN  
– **WITH AUTHENTICITY.**"

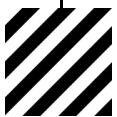




# 2023 INFLUENCE TRENDS

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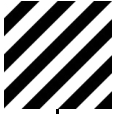
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# GOING BEYOND THE SINGULAR



# TAPPING INTO GROUPS, NOT JUST INDIVIDUALS



We've reached the stage in our industry's lifecycle where we've gone full circle. We're back at the start, and we're branding it as innovation – or so you may think.

In the early days of the social influencer, the YouTube collaboration reigned supreme. In the UK for example, Zoe Sugg met with Alfie Deyes, met with Marcus Butler, met with Tanya Burr... and the cycle continues, until each respective channel had amassed enough influence to stand alone. This story wasn't unique to one market, the 'influencer' reaped the rewards of collaboration, but without the maturity of today's industry, brands weren't capitalising on collective influence.

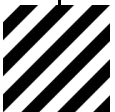
Whether you're looking to cross pollinate audiences, make a small budget go further by saturating one niche community's feed, or even just hoping to generate more added value content when you contract influencer friends to work together – plural influence will almost always reign supreme.

Today, we're starting to see the resurgence of collaborations via platform native functionalities. TikTok stitch or duet, and the lesser utilised Instagram collaborate feature, feel like platform native iterations of the Renaissance Salons from days gone by. Brands who are smart are leaning in, and finding that with collaboration comes diversity, reach and creative effectiveness. Effective partnerships are not simply the merging of two audiences – akin to purchasing two paid media personas - but the meeting of creative minds to merge communities into something new and

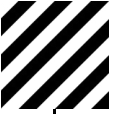
more powerful. These collaborations, when done well, have the capacity to create a new entity for the brand. Rather than purchasing influence for a moment in time, by combining influencers you're creating something new with your brand as the lynch pin between communities.

Creator houses are just one iteration of this collaborative approach. They have the ability to build authenticity out of what is spurious, by developing a brand-owned world filled with authentic friendships. On the outside it may seem incredibly fake, however the experiences of these friends within the houses are naturally very 'real'. Whereas we all became wise to the editing behind reality TV in the early 2000's – creators own their platforms. Would this have worked with the millennial Instagrammers of the past 10 years? Perhaps not. But Gen Z creators who have honed the perfect balance of curated reality...absolutely.

At Ogilvy, we've been experimenting with how collaborations can allow businesses to facilitate a stronger bond between brand and consumer. Using TikTok duets, we can see creators, such as Elyse Myers in the US, suddenly collaborate with the likes of Penn Badgley and Meghan Trainor via the love of a song and a dance. Collaborations have been democratised, and with this removal of barriers comes the spontaneity that brands need in order to embed themselves into culture.



# PUTTING IT INTO PRACTICE



## How to drive influence beyond the singular

01

### LOOK FOR INFLUENCE, NOT INFLUENCERS

Shift the focus away from individuals and toward wherever influence is held amongst your demographic. This could be partnerships, communities, friendship groups, etc.

02

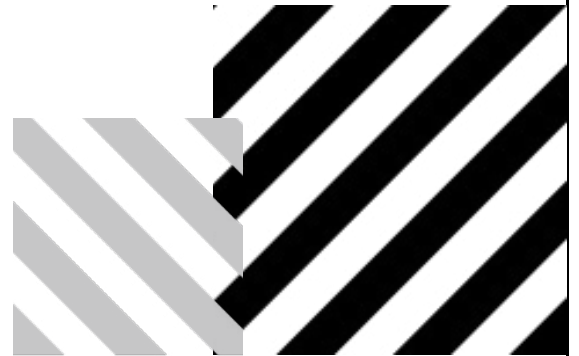
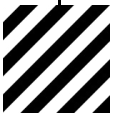
### PAIR NEW PARTNERS TO CREATE SOMETHING NEW

Within influencer marketing we're often borrowing influence for a period of time, but collaborations give us the opportunity to create new communities from old allegiances through cross pollination.

03

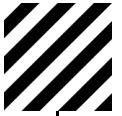
### TAKE SMALL BUDGETS FURTHER WITH PARTNERSHIPS

Look to reach the macro, but by ingratiating yourself with micro communities who spread information via word of mouth. Communities already joined by shared passions, who share those passions with your brand, can do the leg work for you. So go small by all means, but be focused.



# GRASSROOTS INFLUENCE





# HYPER-LOCAL INFLUENCE TO DRIVE COMMUNITY

Years of lockdowns, political upheaval and social dislocation have altered audiences' conceptions of community. In 2020, we introduced you to hyper-local influence. In 2023, location isn't the only way we identify as a community online, and with the evolution of social media, hyper-local influence has morphed into hyper-relevant influence.

This trend is fueled by platforms like TikTok and Instagram Reels, which deliver content based on an interest graph. **This mode of content discovery enables consumers to engage and connect with what unites them: either by proximity (where they live) or a niche interest.**

Collaborating with influencers who share the experiences, values and interests of a micro audience – bolstered by their geographic proximity to the audience – is a powerful way for brands to create impact.

The power of grassroots influence lies in its ability to create thriving communities and trusted content ecosystems around specific topics, causes, and brands. For brands, this means:

- Starting with identifying micro communities among your target audience.
- Going deep to mine the topics, causes and conversations that they identify with.
- Activating the micro community by partnering with people that they associate with.

As we head into economic uncertainty, harnessing the power of hyper-local, grassroots influence permits brands to circumvent mass-market sale models, and pinpoint their target audience in new, efficient and authentic ways to deliver a more streamlined and less fragile value exchange.

## Three ways to get started with grassroots influence

01

### CHAMPION THE COMMUNITY

Look beyond physical spaces to identify target segments of your audience and tap into the conversations those communities are having online. Which are the most relevant to your brand? Where can you have the greatest impact? Then, turn those insights into a content strategy with grassroots influencers serving as the content engine.

02

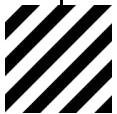
### MICRO TARGET, MACRO SCALE

Pairing geographic and interest-based influence is where it can really scale. Start by targeting a local community, before scaling your effort to a macro audience.

03

### RETHINK MEASUREMENT

Grassroots influencers carry influence beyond reach and following. So, you'll want to target the few to reach the many. Look at metrics like geographic penetration, engagement rate, and influence beyond reach and following.





# CASE STUDY.

## WE SEE AFRICA

CLIENT: EUROPEAN UNION

To improve perception of the European Union among young Africans, we partnered with 14 grassroots influencers to tell the story of how the African-EU partnership positively impacted everyday lives across the region. Our campaign emotionally connected to our audience through people-centric spotlights, heroing local stories. A combination of celebrities, entrepreneurs, activists & influencers created fashion shows, artistic murals, live concerts and masterclasses.



93  
MILLION  
YOUNG  
AFRICANS  
REACHED

87%  
MESSAGE  
CREDIBILITY

17.9%  
UPLIFT IN  
POSITIVE EU  
PERCEPTION

# INFLUENCING BETTER HEALTH AND WELLNESS



# INFLUENCE IN HEALTHCARE

Since going through a global pandemic, a work-life readjustment and now a cost-of-living crisis, the focus on our health as individuals has never been stronger. Audiences are much more conscious of each and every component that contributes to happier and healthier lives, whether they be physical or mental.

In a world increasingly consumed by 360 health & wellness, the information available across the social media plays an integral role in providing a better, more comforting health experience. It puts power in the hands of patients, of which 42% say information on social media affects the way they deal with their health.

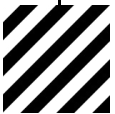
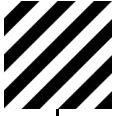
Both patients and qualified medical professionals can now provide real community via influence with studies reporting 81% of consumers are more likely to trust healthcare influencers over other types of influencers. The opportunities for digital influencers to play a role for health-associated businesses through content have grown hugely, paving the way for healthcare influence to be the next big growth area in Influencer Marketing.

Of course, the world of health is not always straight forward. There are sensitive and personal topic areas, mixed and strict legal regulations to manoeuvre, and children's health. Brands are

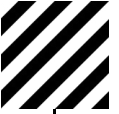
advised to tread with caution and take legal advice, alongside an expected regular morality check.

Consider a slightly different spectrum of influence within healthcare. 40% of people said information found on social media affects how they coped with a chronic condition, their view of diet and exercise, and their selection of a physician — so influencer selection is critical. Celebrity or creator talents will always drive reach, providing their influence is rooted in authentic user experiences, but the real trust comes from regular community gatekeepers around specific illnesses and conditions. The rise of Medfluencer on video platforms like YouTube and TikTok now supports that, with HCP's, Doctors, Dermatologist, Nutritionist all adding qualified opinions to potential partnerships.

Why does this matter to me if I'm not a healthcare brand? Every brand is a wellness brand. Consumers need life partners from the brands they choose, not just product providers. All brands need to showcase their concern for health & wellness by contextualising their impact on patients.



# START YOUR JOURNEY



Healthcare brands will ultimately have the ambition to positively improve the health and lives of their customers through their products or services. But, how do they go one step further, and carefully navigate this developing space?

01

## PUT PATIENTS FIRST

Understand the real need for your brand in the social space and your ability to change lives. Put people first, not the product, by providing clear information and contextualising its impact through other patients.

02

## COMMIT TO YOUR COMMUNITY

**87%** of people living with chronic conditions who asked questions online were seeking input from other patients.

Wellness performs so much stronger when the message is community-led. Your customers know what they need and who they trust. Leverage multiple profiles of qualified health professionals and experienced to provide value by leading the conversation and defining the next steps.

03

## REDEFINE SUCCESS

Tapping into healthcare issues is not a quick sales promotion strategy. Brands that place priority on sales and social metrics become transparent very quickly through aggressive CTA tactics. Redefining your success metrics will drive long term growth and loyalty though providing truly impactful value to the community.

04

## GET OUT OF THE WAY!

Trust influencers to connect with their audience and articulate your brand in the most authentic way possible to demonstrate your real value. Ogilvy's Influencer Wellness Report shows this as the biggest pitfall of brand partnerships. Being there as an enabler will evoke trust, loyalty and build long term relationships for the brand.



ZANNA VAN DIJK,  
BUSINESS OWNER &  
LIFESTYLE INFLUENCER



I THINK SO MANY BRANDS DICTATE TO YOU EXACTLY WHAT THEY WANT AND DON'T QUITE UNDERSTAND THAT YOU KNOW YOUR AUDIENCE BETTER THAN ANYBODY ELSE. AND IF THEY JUST GIVE YOU A LITTLE SMIDGEN OF FLEXIBILITY, YOU'RE GOING TO BE ABLE TO GET THEM **SO MUCH MORE OF WHAT THEY ACTUALLY WANT.**"

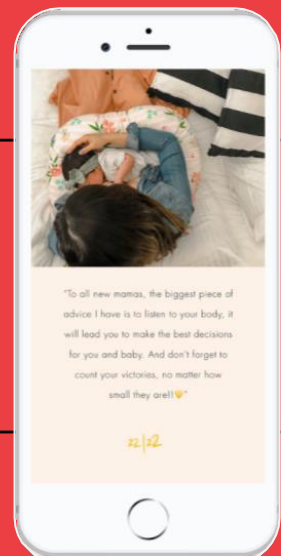
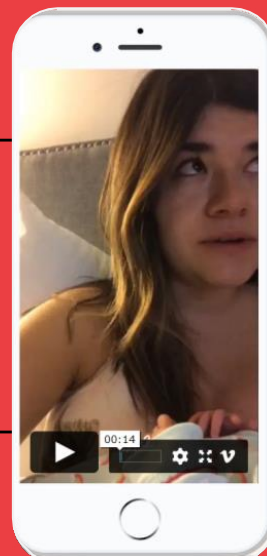


# CASE STUDY.

## MEDELA 22 VICTORIES

CLIENT: MEDELA

Research says, when it came to breast feeding, forming a skill-set took 22 days. So, Medela partnered with two influencers to take us on their real-time journey of and the difficulties new mums face. Influencer-driven real impact inspired a whole community of new mums to support each other, earning 90 million impressions with 1 in 4 new mums engaging with influencer content to drive 8,000 new followers to Medela Channels.

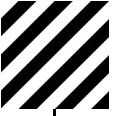


ICOMMERCE

WE SELL  
OR ELSE



# FULL-FUNNEL INFLUENCE THAT GOES BEYOND BRAND BUILDING.

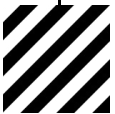


David Ogilvy famously once said, “We Sell or Else”, which now applies to influencer marketing. We live in a world where impressions are king, but maybe they shouldn’t be. In influencer marketing, most campaigns perform at the top of the funnel. We talk about impressions, engagements, and even consideration, but most brands just want to know, “how does this convert to ROI?”. That’s where influencer commerce (iCommerce) comes in. As platforms evolve and it’s easier to shop and scroll, the funnel as we know will change drastically, driven mostly by creators. From performance-based partnerships to affiliates supporting attribution models in the quest for influence ROI, 2023 is set to become the year of iCommerce.

For maximum impact, think people-first and full-funnel. From link-tracking to coupon codes the spectrum of iCommerce provides a trackable way to tie influencer campaigns to conversions. That, on top of a cultural shift in how we shop, means brands need to work towards a top-to-bottom influencer marketing approach to stay competitive in the market.

## DID YOU KNOW?

TK.LAB IS THE ONE-STOP DESTINATION FOR ALL THINGS TIKTOK - OGILVY’S END-TO-END SPECIALISM SERVICES WITH CAPABILITIES SPANNING ACROSS **STRATEGY, CREATIVE, SOUND, MEDIA, COMMERCE, INFLUENCE AND INTELLIGENCE.**





# ACTIVATING A PEOPLE-LED ICOMMERCE PROGRAM

01

## GOALS BEFORE ANYTHING

Define how working with influencers and creators will benefit brands to not miss out on measurable true full-funnel success

02

## LEAN INTO AUDIENCE-FIRST CREATIVE

Don't assume consumers buy products from any content. Lean into audience insights and behaviours for smart strategies and authentic creatives.

03

## FIND YOUR WAY IN

From TikTok in-platform shopping opportunities to Amazon storefronts, ShopStyle, and affiliate programs, focus your delivery on individual objective-informed tactics to achieve specific goals.

04

## NEGOTIATE ALWAYS

Creator payments shouldn't be one size fits all. Affiliate models allow for performance-based payments or pay based on CPM, for example, and as this space continues to evolve, more payment structures will emerge.

05

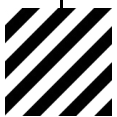
## TRACK EVERYTHING

We know that commerce can mean many things, from purchase intent to sales. You should align measurement frameworks upfront according to your goals, track sales where possible, and utilise everything platform.

06

## TEST, LEARN, EVOLVE

TikTok didn't perform for in-platform sales? Revisit your target audience's shopping behaviour and re-strategize, and remember that budgets can change even during a campaign.





Social platforms are gearing up for this cultural shift in how we buy, too. On average, people spend 2.5 hours a day on social media, and sales via social media platforms are predicted to reach almost \$1.3 billion. This year, 80% of consumers made a purchase based on an influencer recommendation. Why? iCommerce meets audiences where they are and how they want to purchase, making it one of the most effective ways to sell.

TikTok's commerce-focused trending hashtag, #TikTokMadeMeBuyIt, has 29.3 billion views. Commerce is a huge priority for the platform, and it's also selling out products—all while creating an emotional connection through unique storytelling and a personalized shopping experience.

CeraVe, one of the most viral products because of TikTokers, cleared out shelves. And the space continues to innovate. Emerging ways to buy, like live selling, are gaining popularity in markets globally. This year, live commerce purchases rose by 76% with conversion rates that are 10x higher than other ways to buy. And then there's the ads. Creating linkable branded content with paid promotion tools and shoppable buttons contribute to more product purchases than ever in the platform, especially with shoppable product catalogues.

For other social networks, you can shop without leaving the platform. For Instagram, it's in-platform check-out. For Pinterest, it's "Shopping Spotlights". And the transaction is seamless. Interest in a product or service from someone you follow or discover on the explore page turns into purchase—all with a few taps and without leaving the platform.

You'll often find influencers using Linktree to create a landing page containing links of their choice, including for ecommerce sites. This influencer-based user journey adds extra authenticity to the experience, and paves the way for affiliate marketing through influencers where the creator earns via a commission model—it's already earning Amazon influencers \$1500 a month!

That's because people, and specifically influencers, are great at selling products. In 2021, Alibaba worked with one of China's most famous influencers and sold US \$2 billion of products in one livestream. It's interactive, entertaining and — most importantly for this section — an innovative purchase method.

TIKTOK'S  
COMMERCE-  
FOCUSED TRENDING  
HASHTAG,  
#TIKTOKMADEMEBUYIT,  
HAS **29.3 BILLION**  
VIEWS

# CASE STUDY.

## **COCA-COLA BYTE** CLIENT: COCA-COLA US

Coca-Cola launched the second flavour in its Creations line called Byte, a gaming-inspired beverage that tastes like pixels. As part of OpenX from WPP, Ogilvy was charged with devising an influencer marketing plan to drive intrigue, awareness and conversion. Influencers hosted a Twitch livestream, posted unboxing content on their channels, and stream Coca-Cola's Byte-themed Island in Fortnite — all while sharing an exclusive promo code for free shipping, leading to 50% sellout of Byte within 24 hours.



AI INFLUENCE  
BECOMES  
REAL

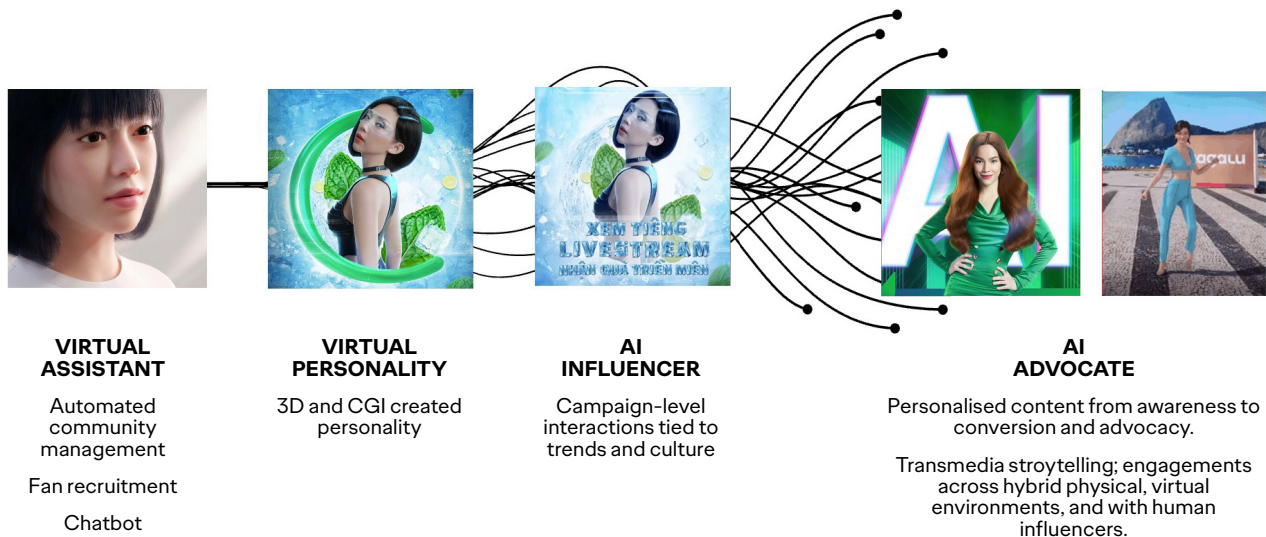


# ARTIFICIAL INFLUENCERS TO SUPPLEMENT INFLUENCER MARKETING

In 2015, there were just 9 recorded AI influencers - today there are over 200. Now is the time for AI technology to scale, evolve, and provide extraordinary new opportunities. The enhanced creative possibilities, personalise storytelling, connections, real time engagement and lower costs all contribute to their rising appeal. People are also more comfortable with virtual worlds, and there is overall a greater acceptance and willingness to engage with virtual humans. But where did it all kick off?

## EVOLUTION ROADMAP

What started as a virtual assistant for brands is now morphing into AI advocate.



They can be created from scratch, like Lu of Magalu, or based on real personalities, like Ho Ngoc Ha for VP Bank. And for brands who are working with existing ambassadors, it can be an opportunity for new forms of connections and engagement.

The depth and complexity of AI influencers is mind blowing. They can have emotional interactions, like Imma fighting with her brother Zinn, to having their own aspirations, beliefs and dreams. In the age of authenticity, inclusivity and sustainability, AI influencers can embody and drive real purpose.

Noonouri, a fashion icon, vegan, and activist, is known for being vocal and highly empathetic on a number of issues. She is big on sustainable fashion and has taken a strong stand to support Ukraine.

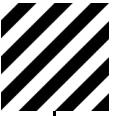
Kami, the first virtual influencer with Down Syndrome, is getting people to better understand those with the condition.

Brands can create intricate AI personas, which can further be shaped by the environment and the community around them. The real edge resides not only in the potential for endless evolution, but also in that they could be less risky than real humans; no contract, no going off brand, and no limitations. Their success and appeal lie in their uniqueness, what they stand for, and the level of personalisation they can deliver.

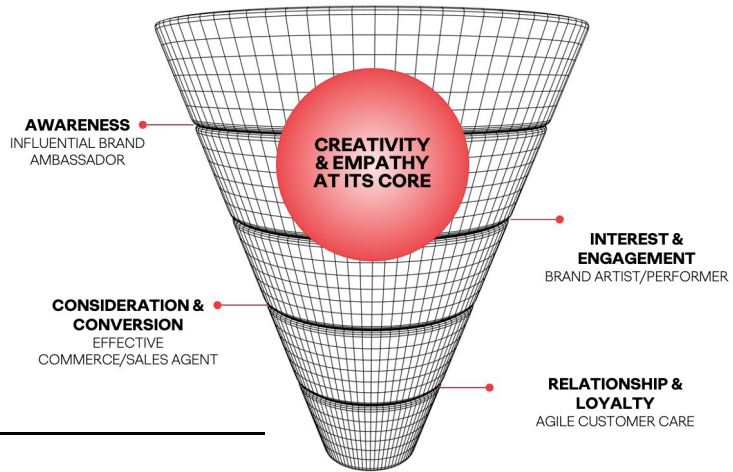


## WHY AI – WHY NOW?

01	<b>PERSONALITIES BEYOND CHATBOT</b> Invest in the appeal and creativity behind your characters' stories to relate to audiences — elevating human interest and connection in day-to-day conversations.
02	<b>SOLVE PROBLEMS, NOT PUSH PRODUCTS</b> AI Influencers complement a spectrum of human influencers to solve problems, not push products. Humanizing real impact is achieved by using empathy to meet your audiences' challenges.
03	<b>TIMELESS COMPLEMENT</b> AI Influencers have a role outside of one-off posts and conversational novelty. They are a platform, not a tactic — and they're not going anywhere,
04	<b>MULTI-FACETED CAPABILITIES</b> We can create an AI influencer who starts off as a brand ambassador – before evolving into artist, then consultant, and finally brand advocate - enabling full-funnel brand influence.



**WITH MULTI-FACETED CAPABILITES**

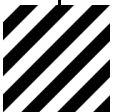


# REMEMBER

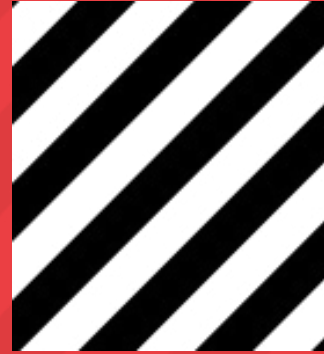
01	<p><b>BE AUTHENTIC TO THE BRAND</b> Take an audience-centric approach and act within brand values, when creating your AI Influencers persona.</p>
02	<p><b>THE EVERYDAY DETAILS MATTER</b> Create BOTH aspiration and inspiration to appeal.</p>
03	<p><b>DON'T STOP AT CREATION</b> Have a strategy designed to amplify your AI Influencer.</p>
04	<p><b>COLLABORATE TO INNOVATE</b> An AI Influencer complements – but does not replace – traditional influencer engagements.</p>
05	<p><b>THINK TO THE FUTURE</b> An AI Influencer is a timeless platform, not a tactic. Works alongside earned, owned and paid channels.</p>
06	<p><b>DEFINE YOUR AI</b> Identify the unique role that your AI Influencer owns — a role fueled by cultural and societal trends.</p>

The role and potential of AI influencers is set to grow in the expanding Metaverse, with their compelling ability to engage in virtual spaces and with digital possessions.

The one final thing to remember with digital humans; personalities relate, chatbots do not. Their influence, effect and impact on brands, people and communities is 100% real.



# CASE STUDY.



## **LU OF MAGALU** CLIENT: MAGALU

We created Lu, one of the world's biggest AI Influencers, in collaboration with Magalu, Brazil's biggest retailer. Lu was "born" in 2003 as the virtual assistant for the company's eCommerce site, but has now grown into a mega AI Influencer and advocate, and the brand's most valuable asset.

Lu has millions of fans, and people pay attention when she takes a stand on something – from bringing awareness to domestic abuse, supporting LGBT rights, to the series of YouTube videos and posts about the dangers of fake news she made in the early days of the pandemic.

# CASE STUDY.

## HÀ WONDER

CLIENT: VB BANK

Ogilvy created an AI influencer for VP Bank based on a real personality in Vietnam—Ho Ngoc Ha. Adapting her sophisticated persona and lifestyle to the AI influencer Hà Wonder, Ogilvy built five different versions of her representing the bank's diverse credit card offerings. Although their first interaction was virtual, over 15,000 consumers had a chance to meet Hà Wonder face to face at a concert and millions of others viewed her live performance online via multiple digital channels.

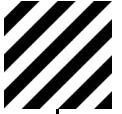




SUBSCRIPTION  
INFLUENCE  
- FOR YOUR  
EYES ONLY



# PAID FOR, PREMIUM INFLUENCER CONTENT



Influence revenue streams have hugely diversified over the past two years. Gone are the days of influencers relying on brand deals as their only source of income – instead, even those without agents to help strategise are looking to subscription services, ad revenue, and self-made products to make a living. Subscriptions are just one of these methods, but it may surprise you to hear they're not just for adult eyes only...

At the start of the year, Only Fans had over 150 million registered users and as of this summer, they had over 1.5 million influencers on the platform. It's well known as one of the easiest ways for adult influencers to make regular income through subscriptions, but a change is on the horizon.

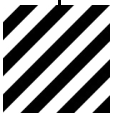
Since the addition of 'close friends' on Instagram, influencers on all platforms have become adept at nurturing their community levels. The idea of restricted or added value content is not new, but as we develop more authentic relationships with the influencers we follow, consumers have started to crave that closer connection provided via tiered content access. Through the growth of Only Fans TV (their family friendly streaming service), the reputation of this platform is beginning to shift and open up new genres. We see mainstream influencers doing what they do best – monetising the basic platform tools and functionalities provided.

But subscriptions aren't new. Twitter Blue for example, takes advantage of our very human need to differentiate ourselves from the rest. Less

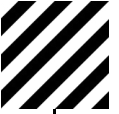
a badge of honor, the Twitter blue tick has now become a symbol, somewhat like the Mulberry logo on a handbag. It's the social platform equivalent to – I pay for it, for no other reason than I can afford to.

But this change in how we consume influencer content is not just due to platforms, but consumer mindset shifts. As millennials have stepped away from the spotlight and we've migrated into a Gen Z world, we're seeing the removal of hidden advertising. Disclosure is no longer a dirty word and with that level of openness, nurtured by growing up with the internet and social media, has come renewed understanding that where influencers provide content – audiences pay. Indeed knowing that influencer content is 3x more engaged with than brand content, arguably consumers are making a more informed choice of how they want to be used to pay for their entertainment.

It's not all 'power to the influencer' however. This growth in subscription services is likely to have ramifications on how we consume content from our favourite influencers. Whereas historically, an influencers level of culpability to their audience has been driven by engagement figures, with subscriptions, will we see inauthenticity coming back into play? If influencers can see an even closer correlation to their bottom line as their content adapts, will we see creators changing who they are in favour of more paid subscribers?



# HOW TO USE SUBSCRIPTION INFLUENCE IN 2023



01

**BUILD FOR AUTHENTICITY, NOT ADS**

Continue building long term partnerships to drive authenticity, getting yourself into that higher tier of content with those influencers already working with subscription models. The content behind the paywall is deemed the most authentic and least AD heavy, so we need to be ingrained in their daily lives to feature.

02

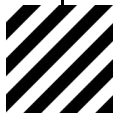
**STAY TRUE TO YOUR CREATOR**

Remember that subscription influencers have alternative revenue streams than brand partnerships. This allows them to be more selective with their partners and can be the basis of a much stronger, more authentic relationship.

03

**REAP WHAT YOU SOW**

Want to develop stronger relationships and know what your influencers are talking about? Be a subscriber! Invest in them and they'll invest in you.

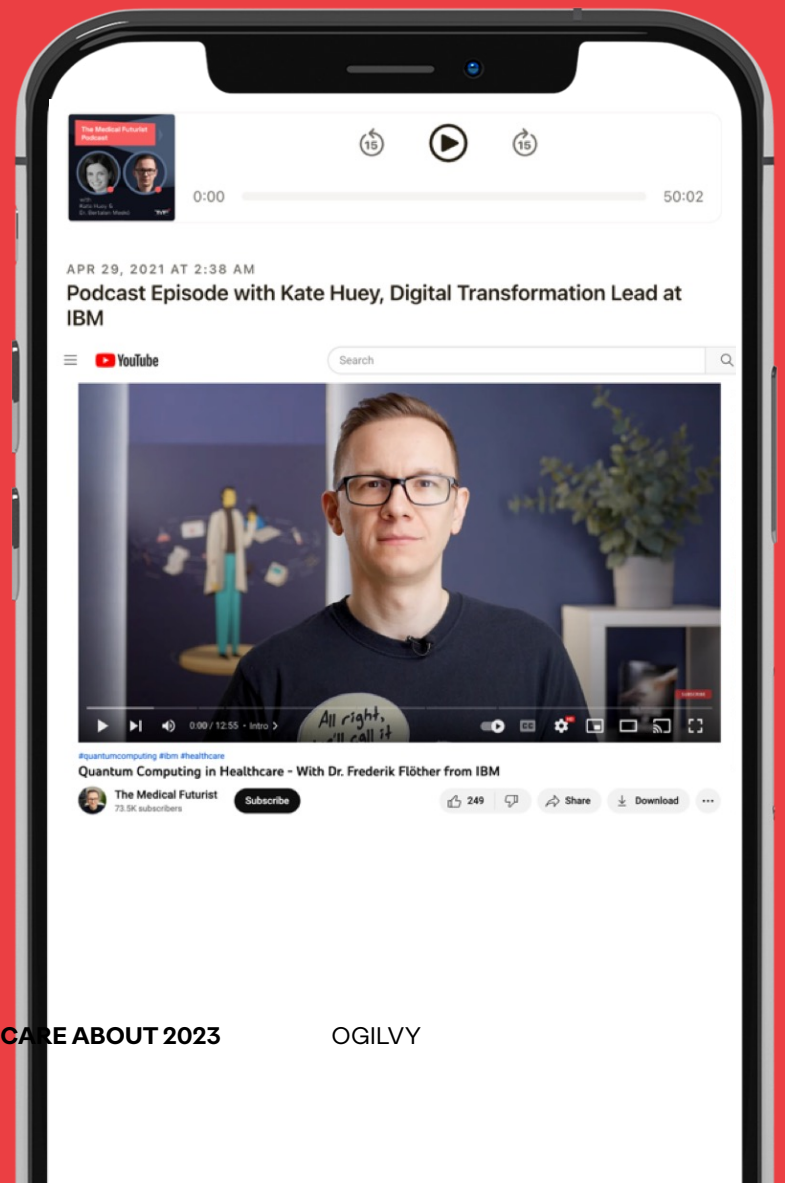


# CASE STUDY.

## IBM x Dr. Bertalan Mesko

CLIENT: IBM

IBM wanted to target an audience of business decision-makers in the healthcare technology space. So, Ogilvy partnered with Dr. Bertalan Mesko, to create content publicly on Twitter and YouTube and record a podcast behind a paywall. While public content received more views, not every view came from IBM's target audience. With the podcast partnership, each listener was invested enough to pay for a subscription. The podcast received more than 2.4K listens, and drove effective conversation both on and off social media.



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