Powered by Ogilvy Consulting

Conversations That Matter: Beyond Influencer How Behavioral Science Enables Influencer Marketing's Future





Welcome



Dayoán Daumont Consulting Partner, EMEA Ogilvy Consulting





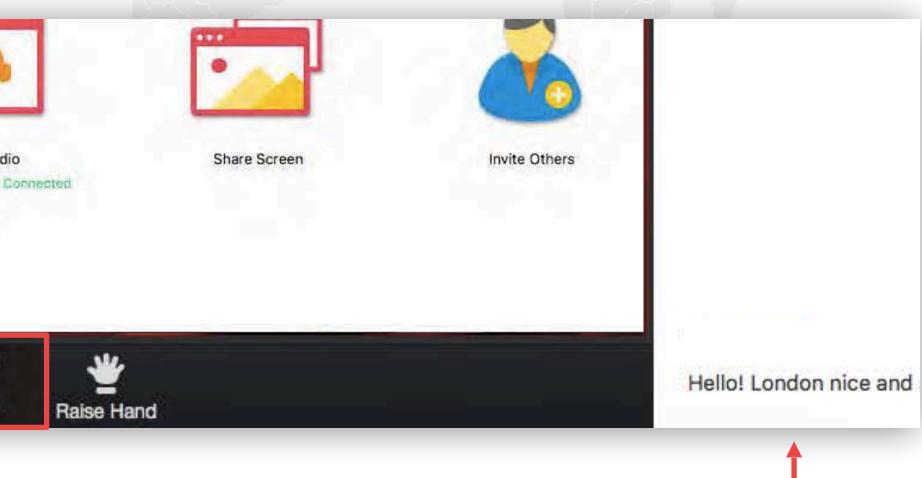
Spencer Schrage Partner, Brand Innovation Ogilvy Consulting Keith Bendes Head of Strategy, Linqia

Ogilvy Consulting

Tell us where you are dialing in from!

Q&A

What's the weather like in your city?



Ogilvy Consulting



Doyou want this deck?



Ogilvy USA at the media that made i

across disciplines on behalf a

Global Ogilvy Website

https://www.ogilvy.com/ideas



Ogilvy Consulting

A Walk Down Memory Lane

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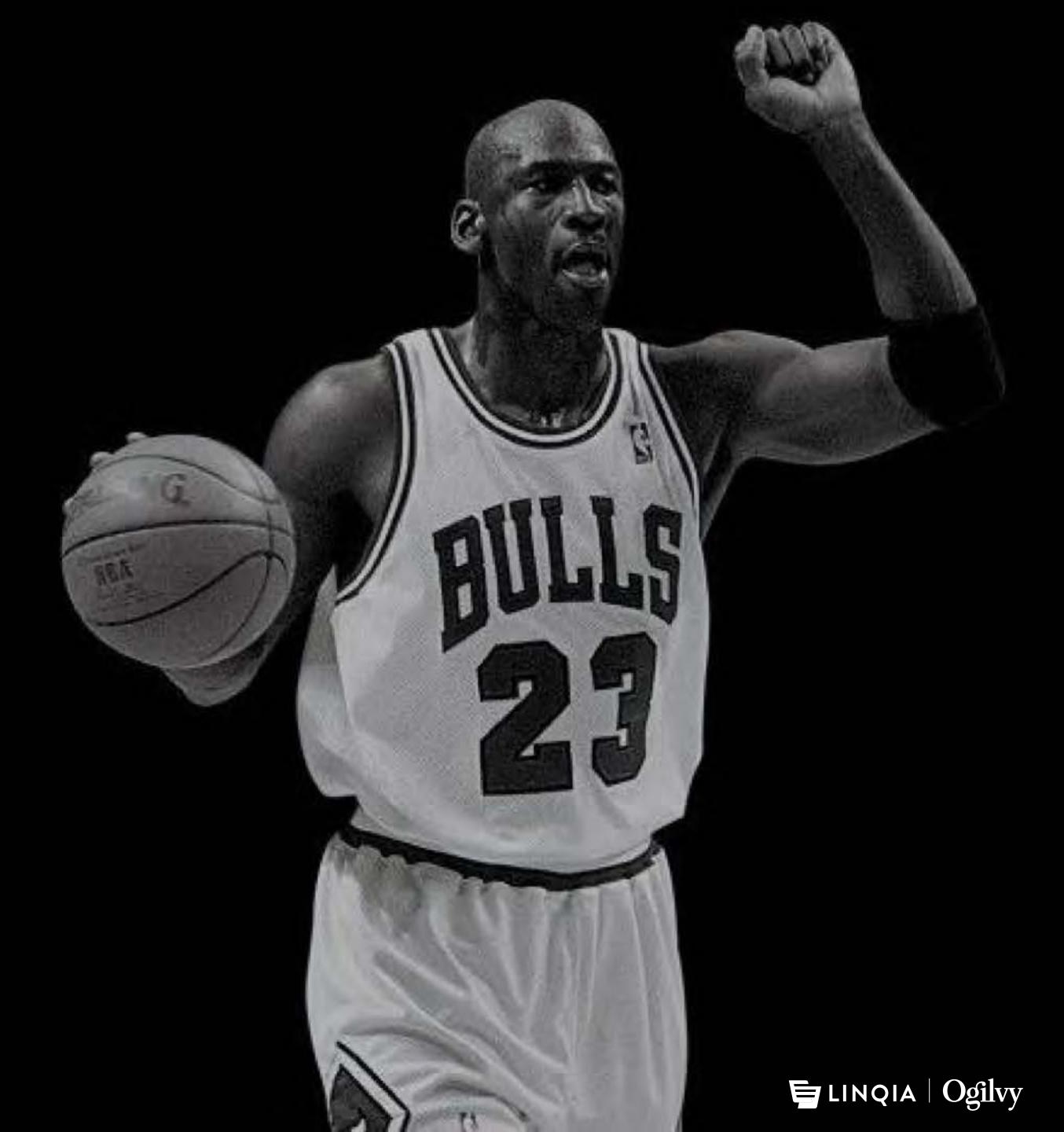
Arbuckle





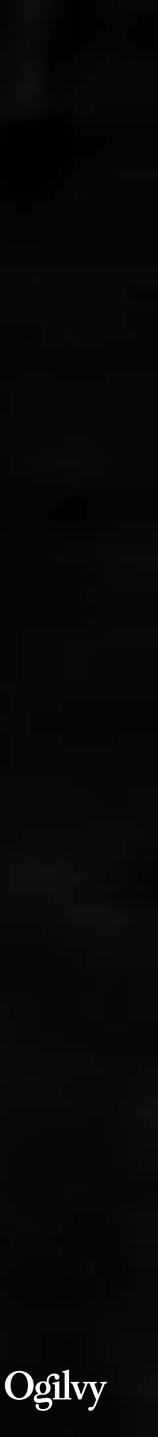
Michael Jordan

1984





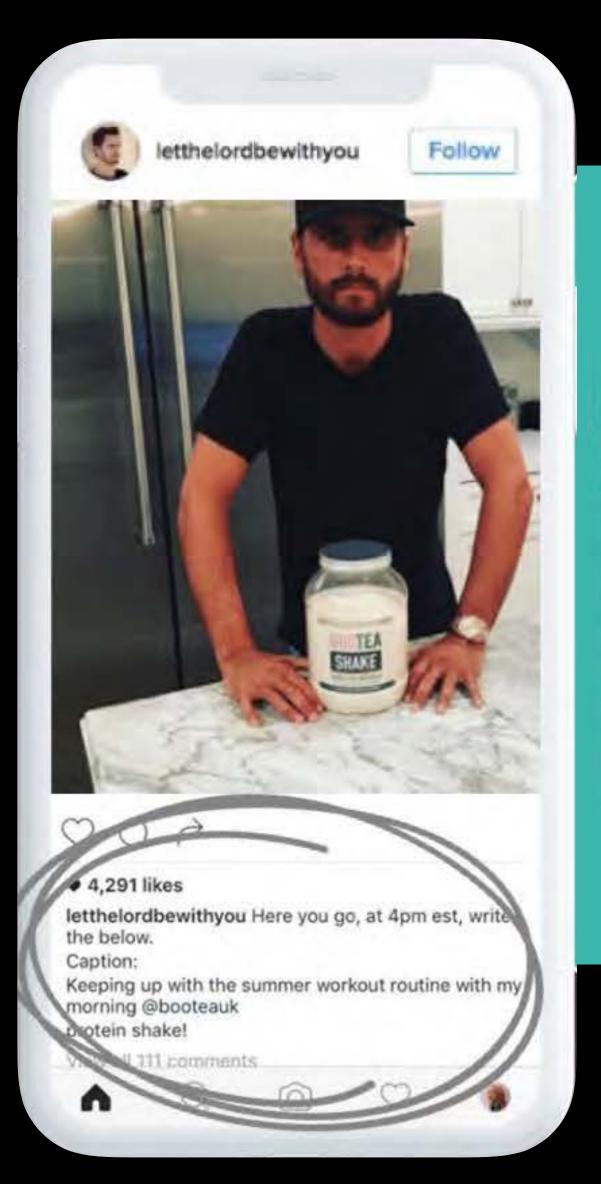




It Wasn't All Smooth Sailing...







Here you go, at 4pm eat, write the below: Caption: Keeping up with the summer workout routine with my morning @booteauk protein shake!

iamnaomicampbell



Iomicampbell Naomi, nice to see you in good spirits!!! Could you put something like: Thanks to my friend @gary.aspden and all at adidas loving these adidas 350 SPZL from the adidas Spezial range. 🤫 🤫 🗬 @adidasoriginals ew all 4 comments.

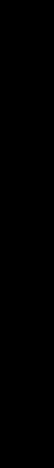
Behansson Nice sarabuceellaa i love uuu

slayage_

Naomi, So nice to see you in good spirits!!! Could you put something like: Thanks to my friend @gary.aspden and all at Adidas - loving these Adidas 350 SPZL from Adidas Special range.









The Rise of Micro-Influencers





MASS MARKETING

VISIT US INSIDE ON THE BALLEVEL

aerie

nz (

SURVER

PERSONALIZED ADVERTISING











Shift from demographic Behavioral marketing





Behavioral Science



Cognitive Segmentation





Cultural Cognition

Believes in strong leaders, clear social pecking order, free markets, low regulation and individual accountability. Respects law & order and tradition.



INDIVIDUALIST <

Believes in individual freedoms, competition and privacy without paternalistic oversight, hierarchy or subsidies. Equal opportunity but not equal outcomes.



HIERARCHICAL

Believes in traditional family and social values but places group interests as priority over that of individuals.

COMMUNITARIAN



Believes community is most important, society is obliged to protect and lift those left behind. Open to change more than keeping tradition.

EGALITARIAN

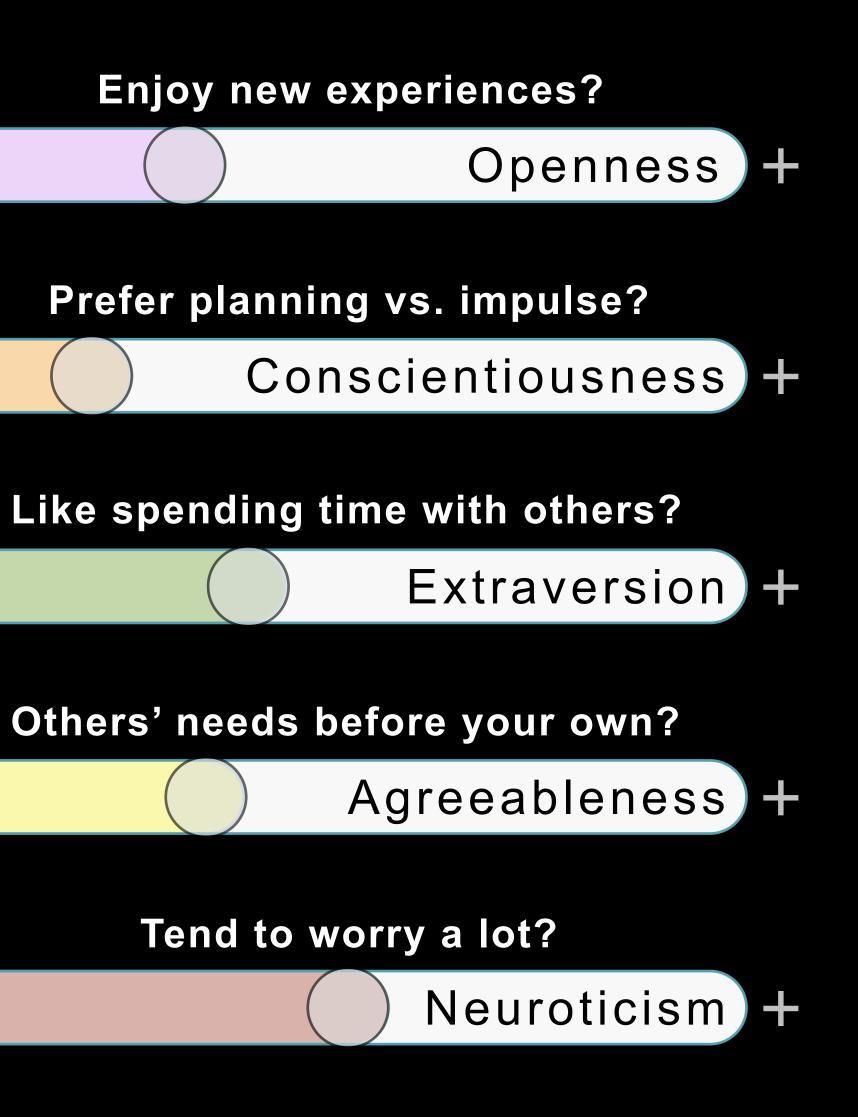




Personality Insights

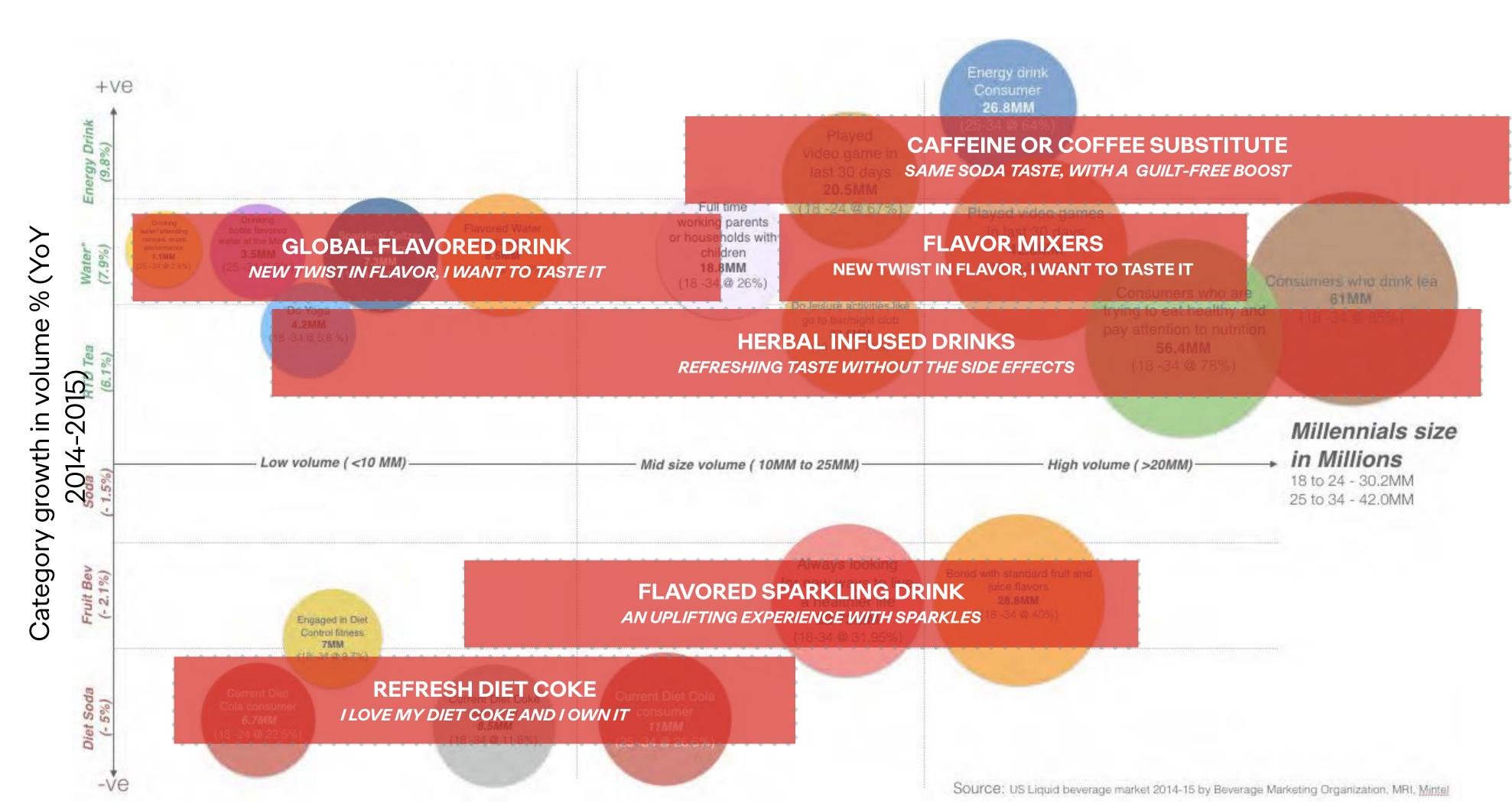
Big Five OCEAN

Five universal human personality traits which help us understand what people care about, why they behave as they do, and what really drives decision-making.















Personality

- Highly Extraverted more than general population and rises with BC title
- More Agreeable than general population
- More Open to Experience than general population and rises with title
- More easily stressed out than general pop. Not as calm or laid back.
- Takeaway: Very outgoing, conversation starters, fun, friendly, like to try new things, but can get stressed out and not laid back.



Worldview

- Surprisingly Individualistic (and Libertarian) as opposed to being strongly Communitarian. They don't want government intervention--with one notable exception: most agreed with the statement: "Sometimes the government needs to make laws that keep people from hurting themselves." About twothirds are Egalitarian. However at the Managing Director level, 34% are arch business types (Hierarchical Individualists) and 43% are diametrically opposed (Communitarian-Egalitarian). This is a surprising split as these two groups have little in common in Worldviews.
- Takeaway: appeal to their egalitarian view but they are not rabid progressives.





Self Descriptions

- Stylish, well-dressed
- Stand up for what they believe in
- Intelligent
- Helpful
- Full of ideas



Interests

- Travel
- Entertain friends & family
- Exercise
- Music
- Reading



Their Top Issues

- Environmental conservation
- Organic farming
- Climate change
- Ocean Sustainability
- Pollution
- (Least important = vegetarianism; LGBT; age discrimination)

Risk & Business

- É
- Most rated their own business skills as beginner or advanced beginner. Few described themselves as "entrepreneur." Yet they all tested for high risk tolerance rising steeply with titles.

Self Descriptions



• Super concerned about social signaling—they want people to know what they do and where they stand on key issues. They consider themselves brand activists. protesting or boycotting non-green brands.

Best Ambassadors

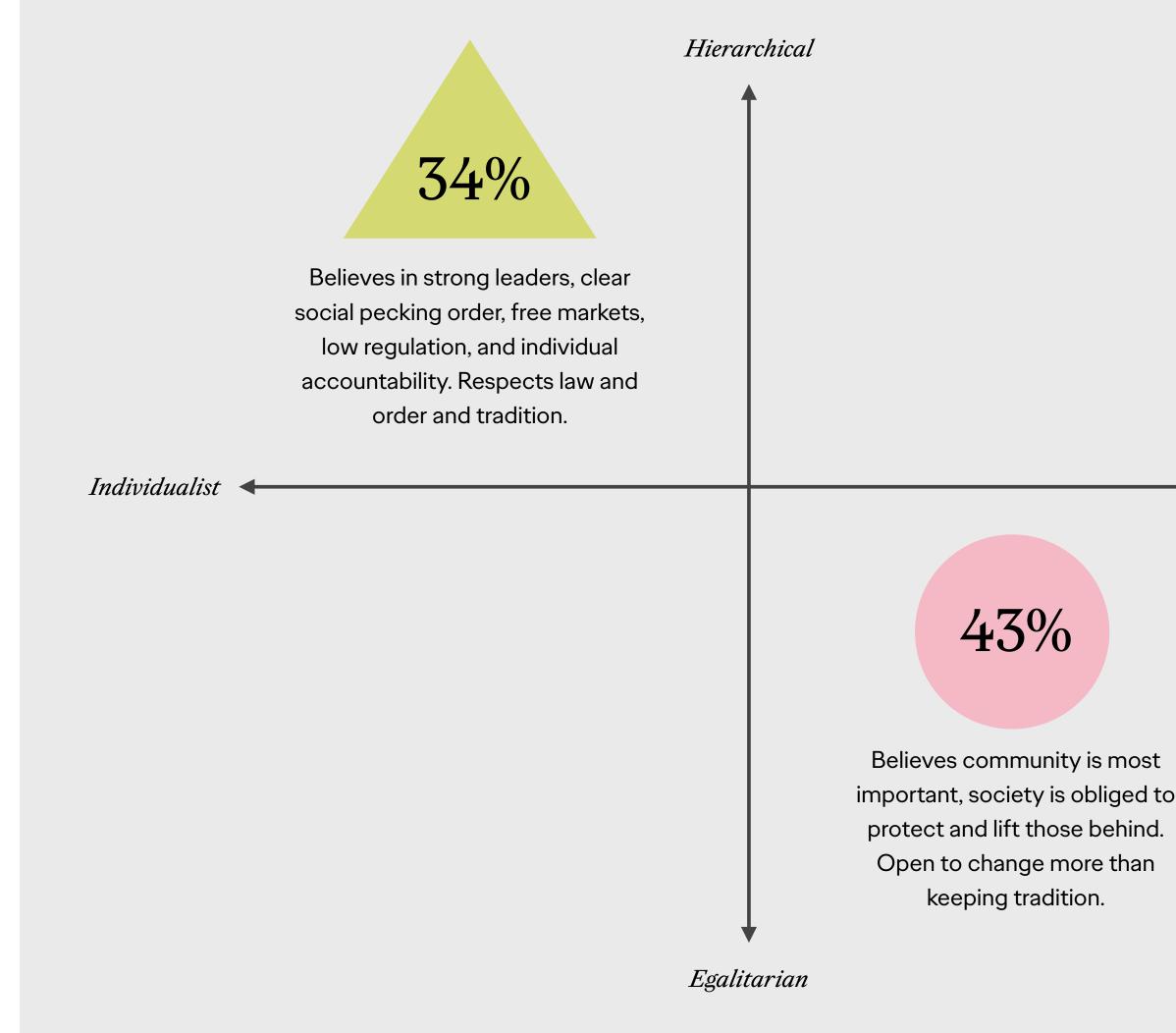












Source: Yale University Cultural Cognition Project

Communitarian



Examining the World Views of Managing Directors

Amongst Managing Directors, a significant portion are Hierarchical-Individualists (traditional business and free markets worldview).

Just over half are Egalitarian and a strong split toward toward Communitarian. This is odd in that the Hierarchical-Individualists (upper left) and the Egalitarian-Communitarians have nothing in shared world views.

So it appears there are two MD tribes. note the sample is small.





Figure 6. An Overview of the Personality Trait Profile



people are fairly high in **Openness to Experience**. They like discovering and trying new things.

people are very high in **Extraversion**. They crave being with others and in the limelight.

people are not as laid back and report they can get stressed out. But they are not overly moody or anxious.



Rewarding This Personality Trait Profile

Discover new products, places, music, cuisine and experiences -together. Learn to handle stress with others.





How do you influence these segments in today's world?



Elements Needed to Drive Behavioral Change

- **1**. Credibility
- 2. Legitimacy
- 3. Strategic Complementary
- **4.** Emotional Contagion









Tribal Affinity

& Strong Ties







Dad of newborn Favorite Band: ARIZONA Favorite Food: Pho **Diehard NY Jets Fan**





How can you leverage strong ties and bring credibility and legitimacy at scale?



Points of







The Power of Influence



Influencer: **Changing the Focus**



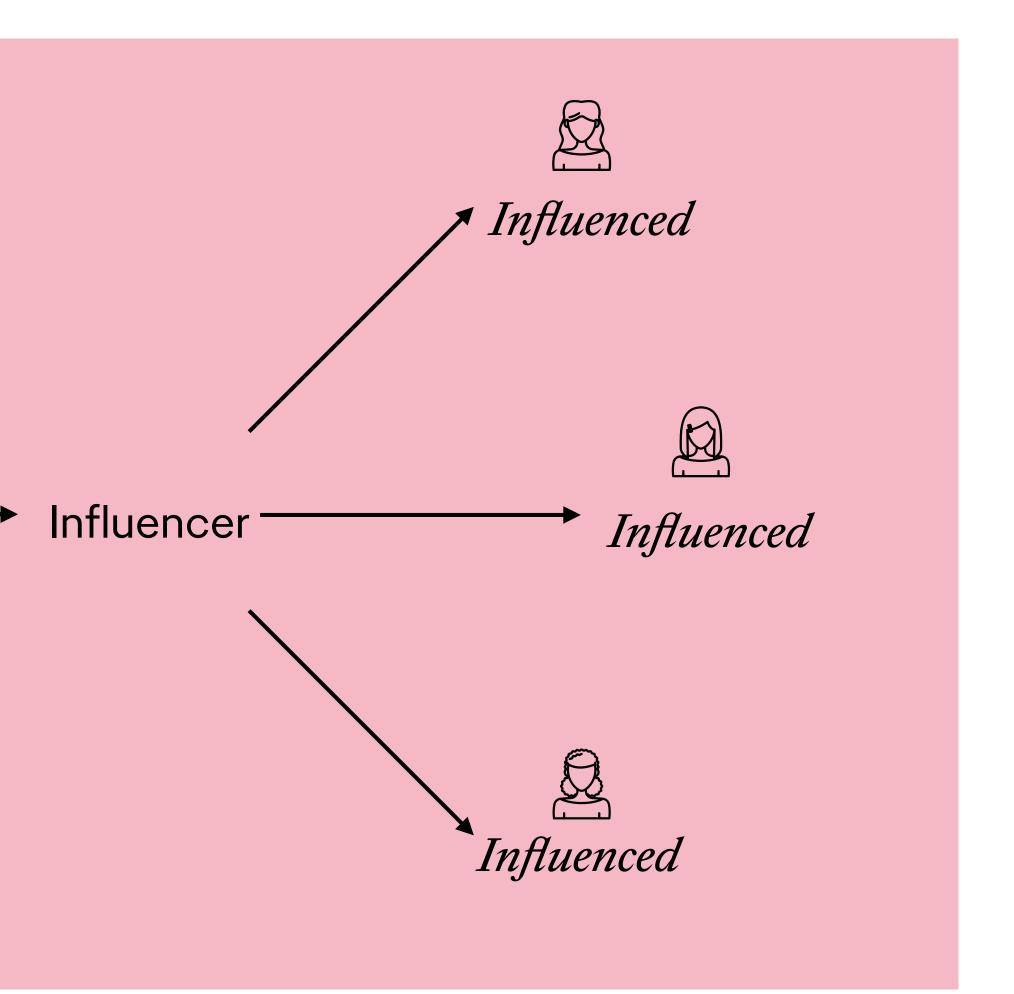
Social Innovation





Influencer: The Journey

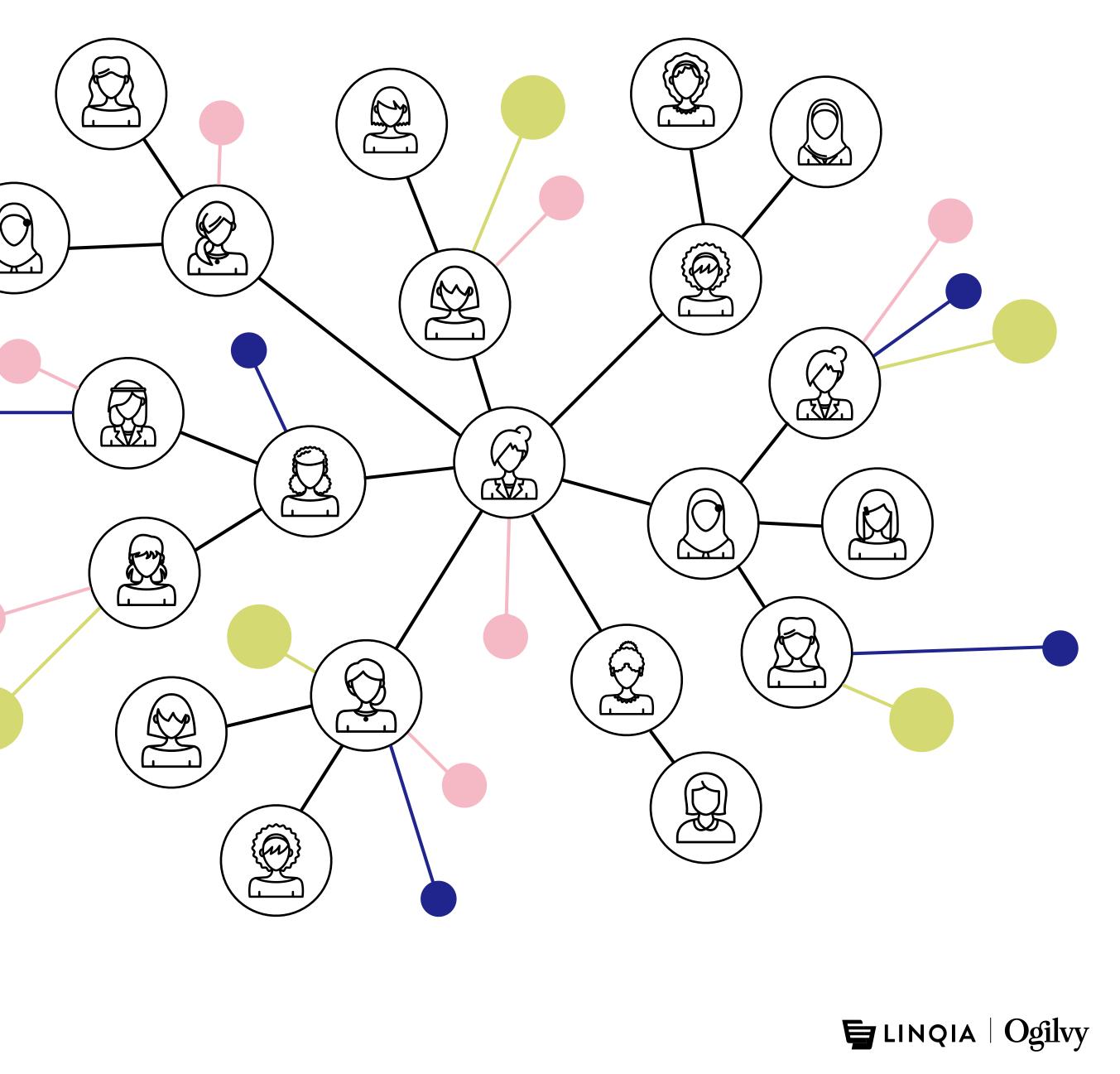








Influencer: **Social Innovation Thinks About the** Whole Network as a Team





Brand voice is shrinking

According to Google Think, millennials use more than 10 different sources of information each time they make a purchasing decision.



BRAND VOICE SHRINKING



Influencers are on the Rise





Lindsay



8% ER

26.2K AVG. LIKES Low #AD

252 AVG. COMMENTS

Bio + Rationale

Lindsay is a major foodie! She posts recipes and reviews tons of delicious food. She is also a huge McDonalds fan and even served McDonalds at her wedding! She recently posted a video of her eating Big Macs and Apple Pies. Lindsay mentioned that the McDonalds Big Mac is her favorite fast food burger. She will devour the new Crispy Chicken Sandwich and love every minute of it!

Audience Demo:

72% Female, 28% Male 82% White, 11% AA, 7% Hispanic 71% Age 18-34 54% Single, 46% Married, 10% Parents 70% from US

Audience Key Interests:

Wining & Dining: 84% Lifestyle & Hobbies: 51% Fast Food: 20%

Social Platforms:



Brands They Talk About:

@MCDONALDS, @TACOBELL, @OPENTABLE

Recent Post:

"You can take the Bride out of @mcdonalds but you can't take McDonalds out of the Bride. Drop a 曼 if you'd do this + swipe for more of my wedding day McDonalds photo shoot!" (April 2020)



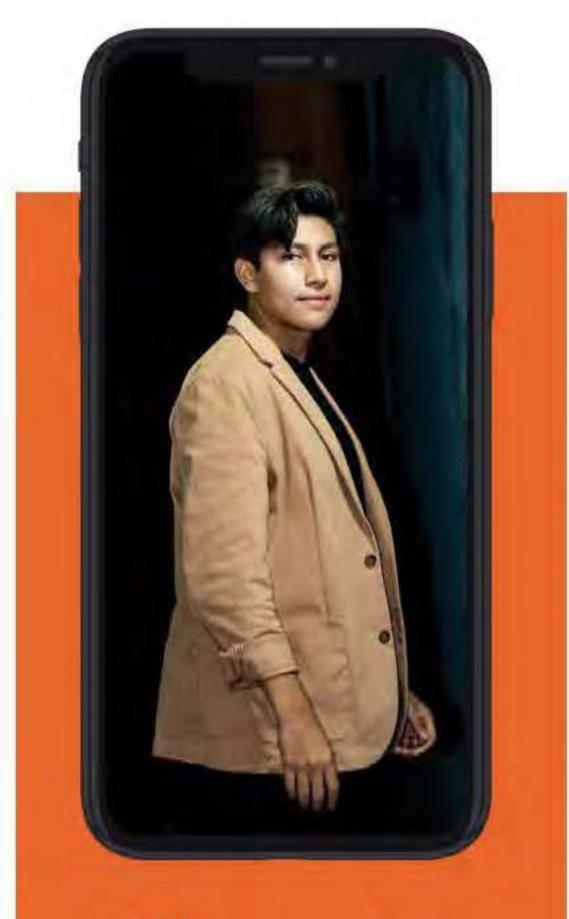


🗖 LINQIA | Ogilvy

A



Johnny



24% ER

Low #AD

295.3K AVG. LIKES

1.8K AVG. COMMENTS

Bio + Rationale

Jonny is a lifestyle Tik Tok star with over 35M likes. He posts comedic videos with his girlfriend and about his Hispanic culture. His motto is "Bringing cultures together one laugh at a time". Jonny is also a big fast food fan. He even posted at a McDonalds drive-through in one of his first videos. Jonny would love to create a video of him trying the new Crispy Chicken Sandwich from McDonalds.

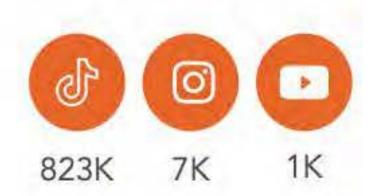
Audience Demo:

78% Female, 22% Male 42% White, 40% Hispanic, 15% AA 84% Age 18-34 85% Single, 14% Married, 3% Parents 83% from US

Audience Key Interests:

Lifestyle & Hobbies: 67% Food: 34% Culture: 23%

Social Platforms:



Brands They Talk About:

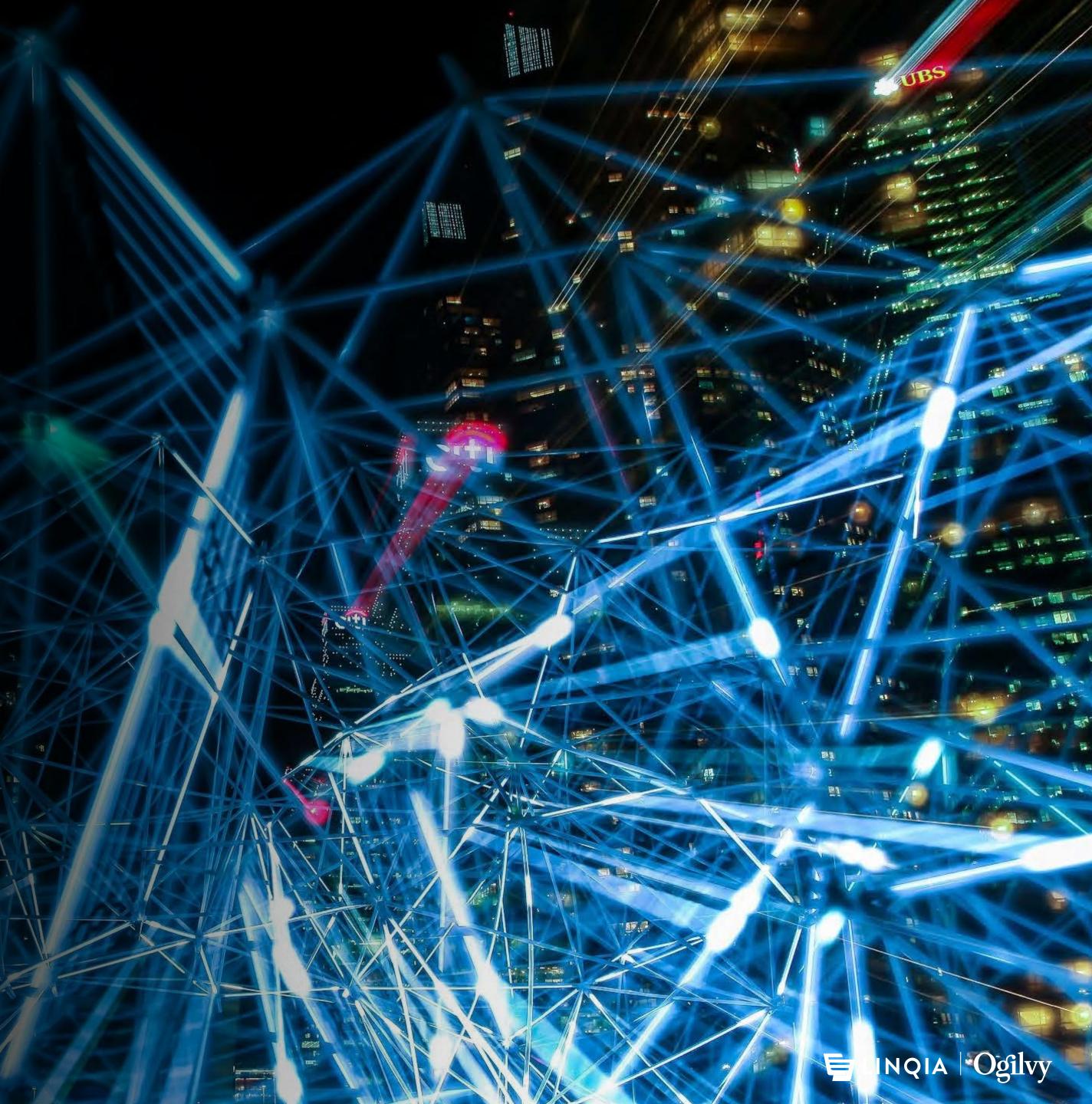
@WHATDOYOUMEME, @PIZZAHUT, @WALMART

Recent Post:

"Hey guys! Today I'm going to be showing you how to make Mexican popcorn. First you take 6 ounces of popcorn, then you're going to take your Salsa Valentina and add two ounces, then your going to take your bowl and shake, shake, shake! There you go! Mexican popcorn! Fun right? (May 2020)

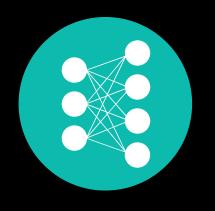


Locating Influencers To Match



Millions of influencers





that and classify appropriately



Dynamic matching

- Al tracks influencers based on the content they promote
- If they go from Hierarchical-Individualist to Communitarian-Egalitarian over time, the AI can sense





Locating The Influencers

Who The Influencer Is:

- Demographics
- Engagement Rate
- % of sponsored content
- **Psychographics**

Who Their Audience Is:

- Demographics
- Brand affinities

Psychographics

What They Are Talking About

- Imagery
- Copy





Matching Content Types To Audience

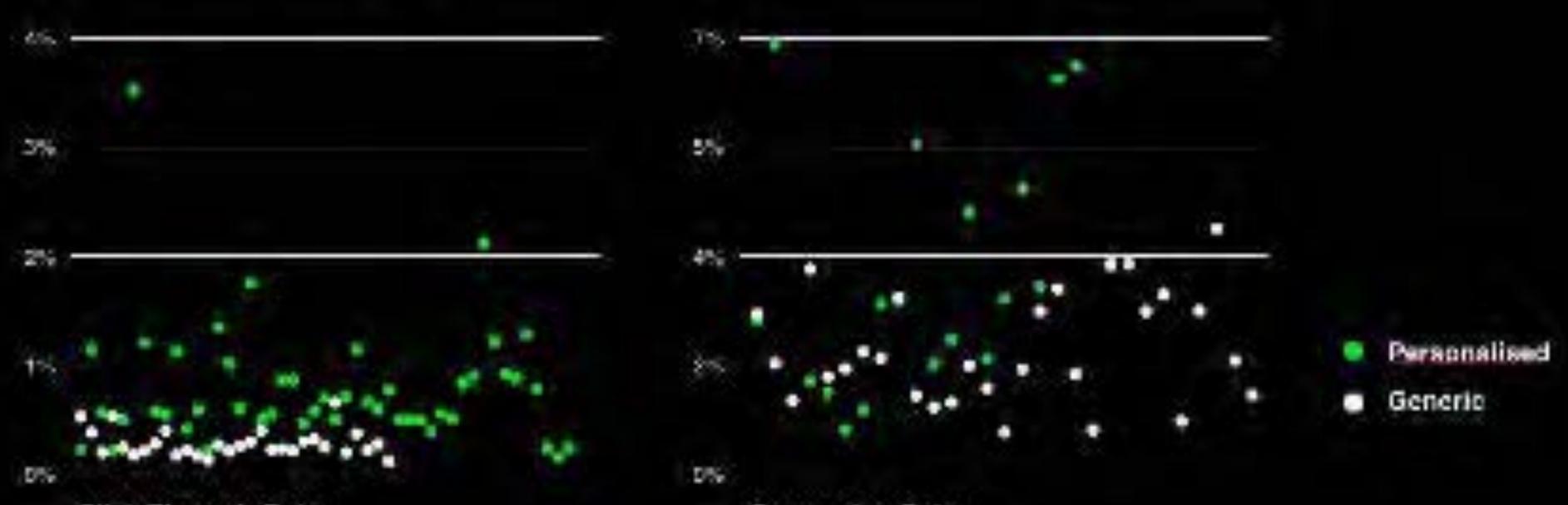


Content Angles		
/	Relaxation	Easy to Use





Up To 400% Greater Response Rate



Click-Through-Rate

Source: Ogr vy & Social Lap 2018 internal data: +1000 campa gren analysist

Conversion Rate





Beyond The Feed

facebook



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Instagram

Consectetuer Elit Sponsored



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QQA

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Pinterest



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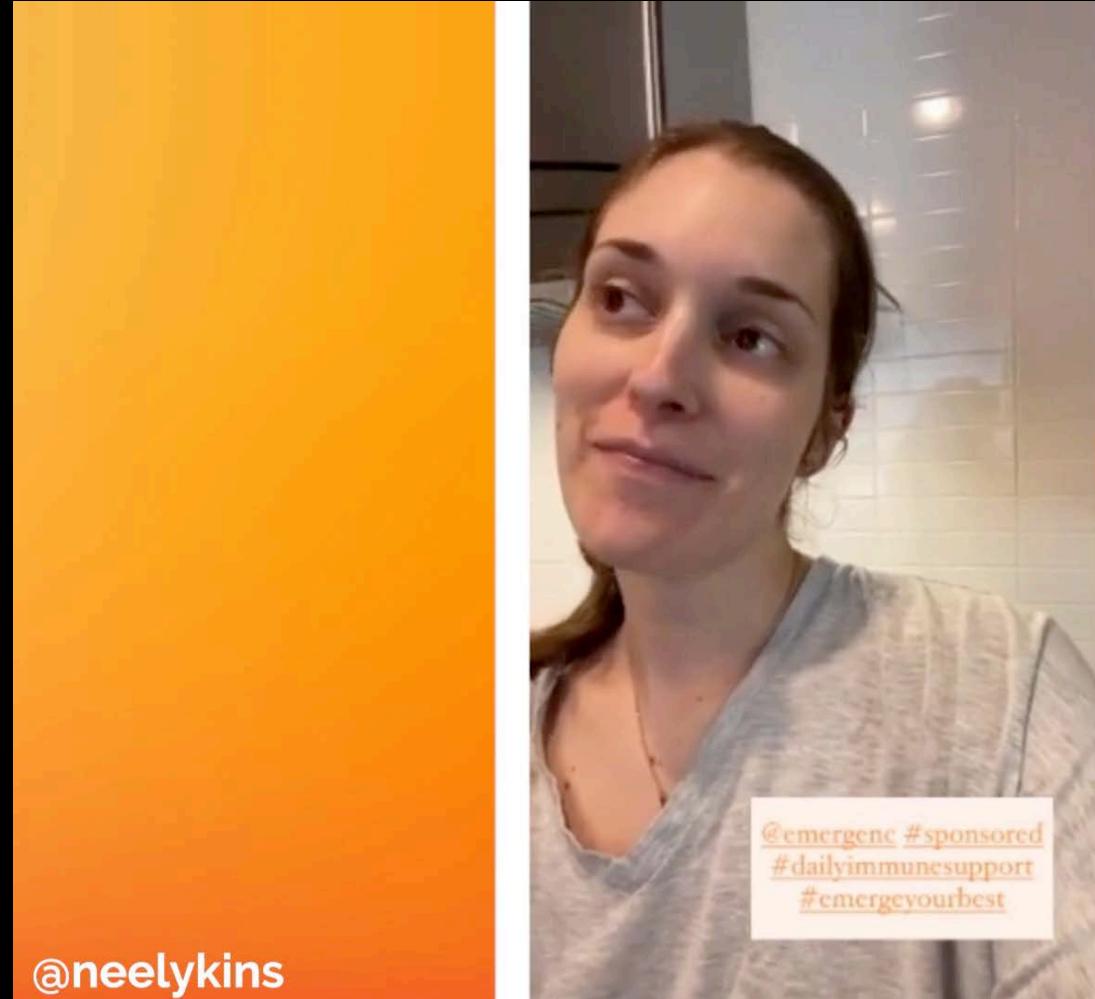








Beyond The Feed



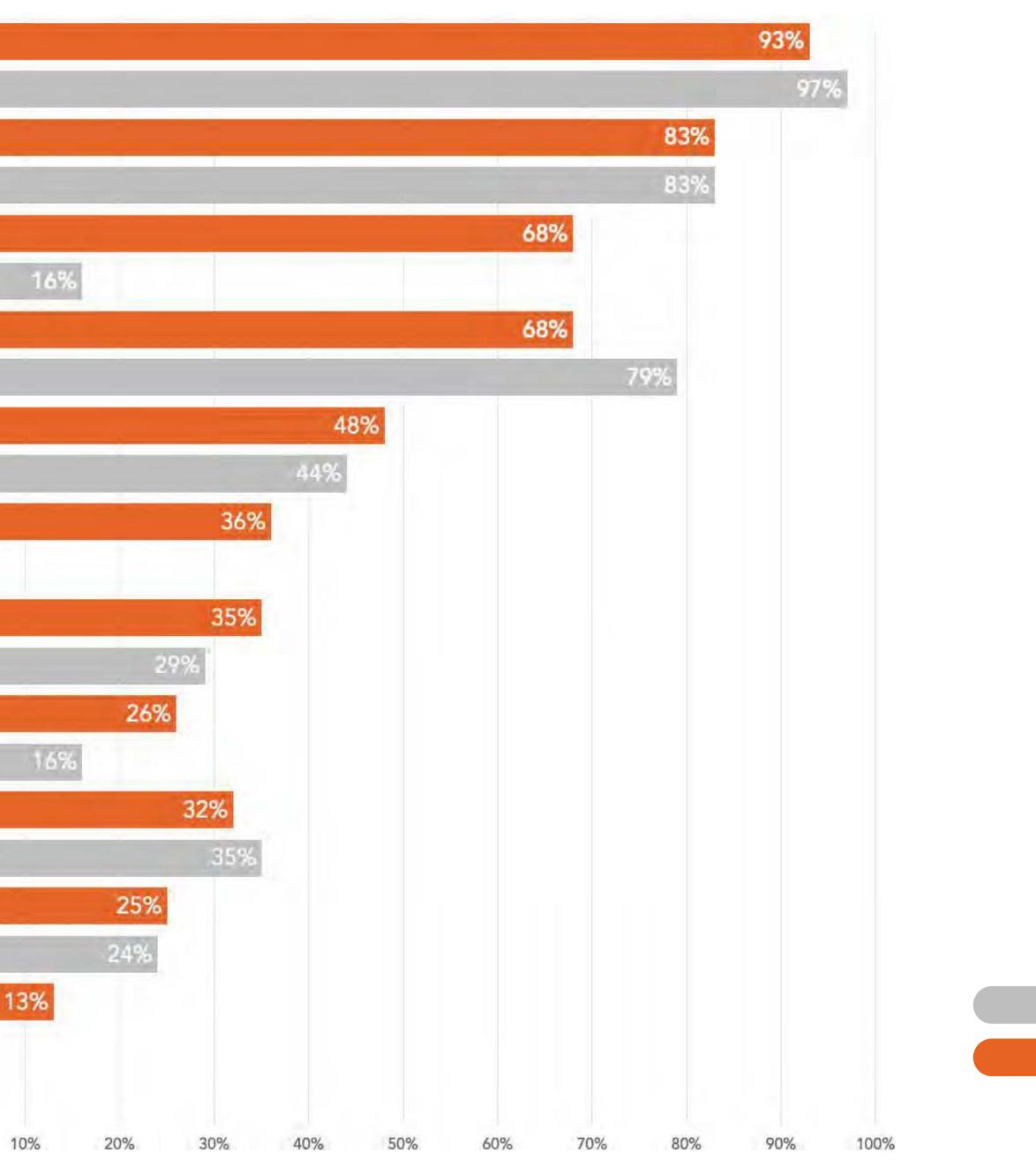






Which social media platforms are you planning to use for influencer marketing?











Many Different Platforms **Influence Takes Place**

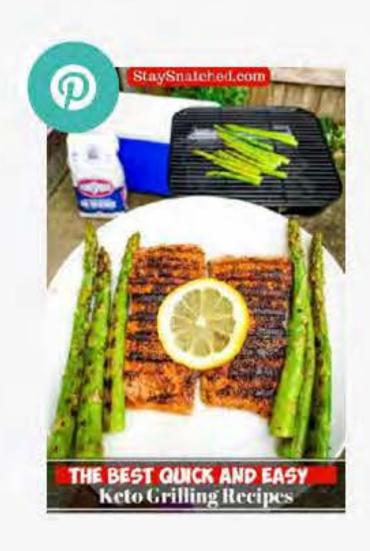


Herow, my little summer babies, it is sac, and anyol with the paint, the original charcosi, to show o'll everything delicious that you can make during this. cool, only part of the year, in fact, I even Stilled wings you say? Step to do, wire, out to hand to buil off west fillered grilled. wings and itorally will not SBC without it.

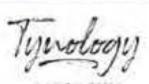
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THE JOY OF GRILLING WITH CHARCOAL



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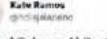


Could the weather be any better than it has been these last couple wee was a perfect time to pull out the grill and nail some smoky wood-fired flavo with #GngilfordCharcoal. Check out these Thanksgiving BBQ tips from Kingstont Charcost at ooh.//Eb66b2b #Ad



KINGSFORD.COM The Essential Thankspiving B8Q Grilling Menu | Kingsford® Learn everything about grilling with Kingsford Charcoal, get premium BBQ ...





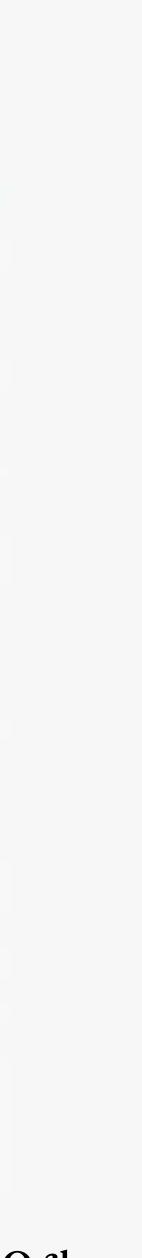
Grilled Salmon Al Pastor with Herb Guacamole is this season's party dish thanks to @Kingsford. Find recipe here: holajalapano.com/grilled-salmon... #ad #unforgettablefeast #kingsfordcharcoal











A new era in influencer marketing

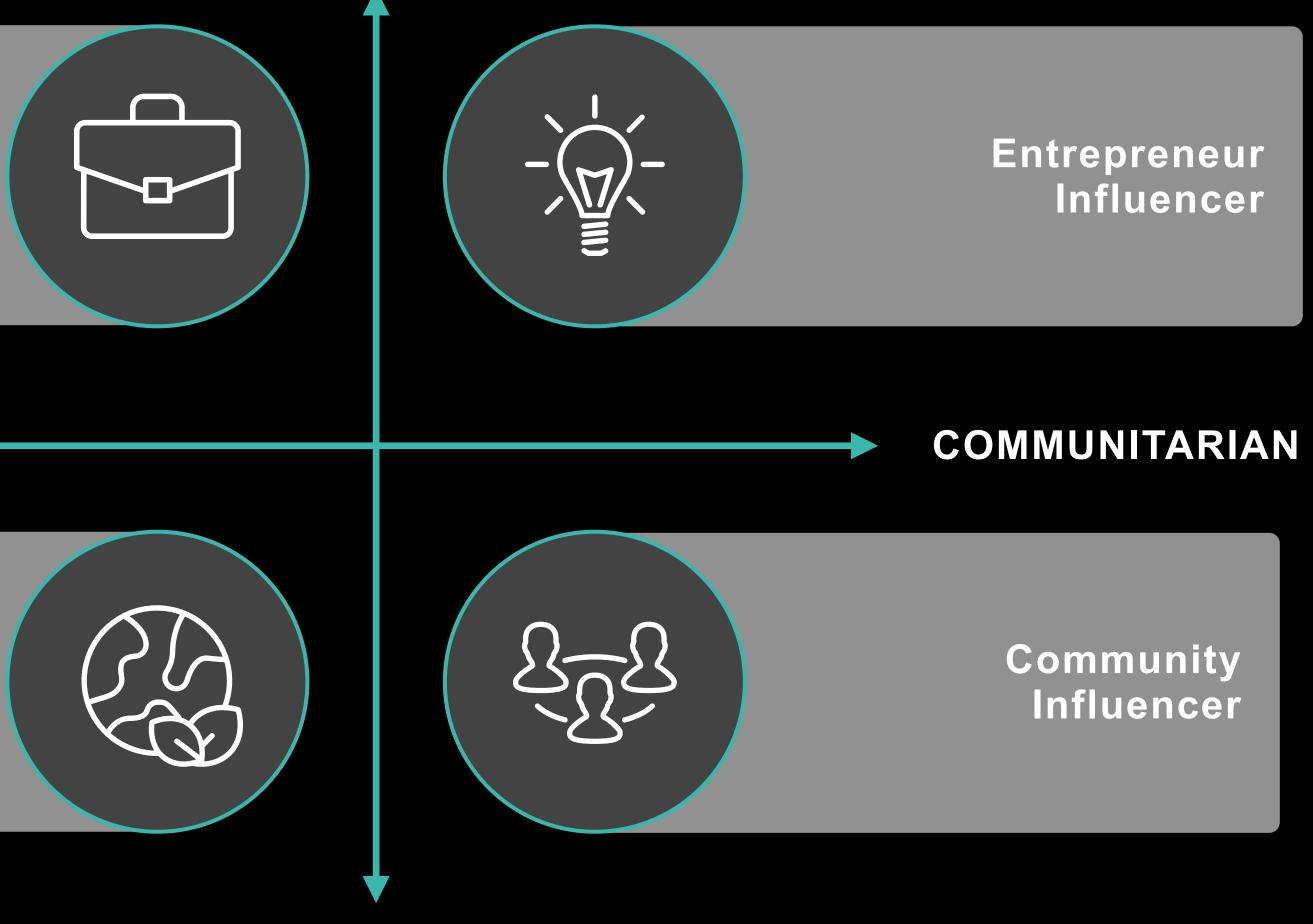


Types Of Influence By Worldview

Corporate Influencer



Environmental Influencer



EGALITARIAN

HIERARCHICAL



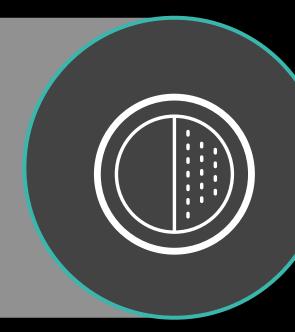


New Lip Balm From A Legacy Company

Companies say this product is the best

INDIVIDUALIST <

Customized flavors and shades



HIERARCHICAL

Experts say this product is the best

COMMUNITARIAN

Recyclable packaging

EGALITARIAN









Three Olives







Foster Farms









Beauty brand



Counter+ Overnight Resurfacing Peel and All Bright C Serum





DEVILLAND

BEAUTYCOUN

COUNTER+

BEAUTYCOUNTE

EVERNIGHT RESURFACING

COUNTER+

HARCOAL FACIAL HU

IN ULLAN

WELCOME SET ENSEMBLE DE BIENVENUE IDÉES SAINES





Sprits Brand













QSR Brand









Use Cognitive Segmentation to Define Your Dynamic Audience Segments





Locate the Influencers Able to **Connect with Your** Dynamic Audiences





Empower those Selected Influencers to Create Authentic Content





나. Repurpose Influencer Content Across the Entire Marketing Mix





5. Measure True Impact and Learn from Insights





Questions?

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Thank you.



