

2024 INFLU- ENCER TRENDS

YOU
SHOULD
CARE
ABOUT

Ogilvy



FORERWORD

An impressive 96% of the creator economy is yet to be tapped into and properly utilised.



As of 2023, most brands have adopted an influence strategy and are enamoured by its yet-to-be-explored potential.

This is shown most evidently in the development, establishment and continued momentous growth of The Creator Economy.

No longer just a buzzword or a pipeline dream, The Creator Economy is real and represents the entire network of individuals who are able to tangibly earn a livelihood from content creation.

There are over 50 million creators across the world, with 2 million of them being able to use content creation as their primary or only source of income. That leaves 48 million people actively creating content at an amateur level, eager to make a stronger mark and impression in the space.

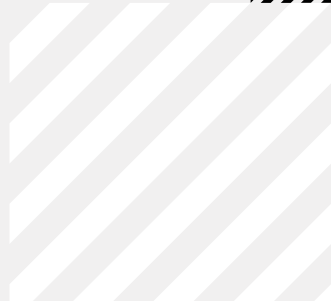
What does that mean for brands? An impressive 96% of the creator economy is yet to be tapped into and properly utilised. With The Creator Economy estimated to be worth \$500bn by 2027, and only 4% of that workforce realising their full potential, there is enormous scope to hold the hand of these smaller profiles as they establish themselves.

Contrary to common belief, Influence is not just about dance trends on TikTok or gifted hotel experiences spread over Instagram. They're not to be forgotten by any means, but they are just the very tip of the iceberg in a world with over 40 platforms, giving creators – and therefore brands – unique and evolving ways to interact with audiences.

The breadth and unexplored growth of The Creator Economy should excite brands. It's what has already led to AI influencers, the leveraging of Blockchain technology, and Metaverse collaborations.

As influencers and creators continue to establish themselves as a collective revenue stream, conversations around equality between brand, platform and creator are being had. And rightly so; after all, we know that Influence makes real impact via real people. So, the pressure is on the ensure the value exchange works fairly for the real people driving this phenomenon.

Mining the potential of The Creator Economy isn't going to happen by doing more of the same thing, more of what's already got us to where we are. Brands need to think about what spaces are yet to be moved into and where they can evolve what they are already doing.





Sectors and topics that have not historically been accessible are key areas of opportunity. Sport, which is by nature elitist and exclusive, now offers exciting routes for professional athletes, fitness influencers and fan profiles alike. Or even sustainability, a topic on many of our lips, but one that can feel gatekept by leading scientists, disruptive activists, and politicians. Green influencers and cruelty-free creators are moving from the fringes into the spotlight, and their voices carry a lot of weight and credibility.

Beauty brands, which have traditionally been the face of Influence, can play a pivotal part in nurturing The Creator Economy, for example by championing small scale influencers as the next wave of beauty pioneers through bespoke product lines. Thus, favouring establishing controlled partnerships over creating competitors, and tapping into the creator's curated audience, which may have evaded the brand in the past.

While 2023 went as far to show that Influence has a secure and vital place at the table, 2024 will put it in a leading seat. We will see business start to rally their employee network to advocate for their services and products, love for all things unscripted, unpolished and unpredictable will push livestreaming to new heights, and we'll think about sound in ways yet unheard.

This is the year that Influence moves from a nice-to-have component of a brand's marketing stack, to an essential tool for commercial growth and brand awareness that is not to be omitted.

This is not just the responsibilities of brands and CMOs, it's time for Influence specialists to do more and explore all ventures and possibilities in this newfound space.

RAHUL
TITUS

Global Head
of Influence

Ogilvy



The breadth and unexplored growth of The Creator Economy should excite brands, offering unique and evolving ways to interact with audiences.

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EMPLOYEE ADVOCACY



INTERNAL VOICES FOR EXTERNAL IMPACT

10x

The collective network size of your employees is, on average, 10x larger than your company network itself.

LinkedIn



Ask any CEO or CMO about their business' secret ingredient, and they'll likely point to their employees. They are the lifeblood of any company, the passion behind its core values, the intelligence that keeps it innovating, and ultimately the reassurance in its ability to deliver against its promises.

In the B2B world, LinkedIn has already evolved the way businesses can mobilize their employees for commercial growth. Brand advocacy and Thought Leadership is woven into the fabric of professional digital networking. We no longer need to rely on a nominated Bezos, Musk or Jobs-esque individual to stand on a podium to sell our

company vision. Your employees are now your billboards, communicating with your industry on a daily basis, on the topics that matter right now. They're engaged with a niche audience and they have access to a network far greater than you realize.

They are a huge untapped marketing resource and they are effectively, free. B2B CMOs that have spotted this are just starting to scratch the surface of this opportunity with **89% of C-Suite marketers recognizing that employees as influencers holds immense value for their businesses** due to the insider knowledge and authentic advocacy that comes from belief in a shared vision.



"Running an employee advocacy programme is an untapped resource for most brands. It's a cultural journey with your team to enable authentic individual opinion whilst working within the company's values, that can influence everything from future customers to finding top talent."

BETH SAINT, CMO AT SCHRODERS

THE SECRET WEAPON FOR B2C

However, the true potential lies dormant in B2C sectors. The exciting part of the employee advocacy conversation emerges when B2C brands start to wake up and feel the heat...

Where B2B employee advocacy has been developing in parallel with the growth of LinkedIn (closing in on 1B users), B2C brands have barely blinked to entertain the idea. But why?

If you look at the heart of influence, you'd be foolish to ignore the underlying component of what makes influencer marketing so successful; a uniquely informed and authentic perspective that audiences can trust within a like-minded community. Employees have a unique form of unquestionable validation... insider knowledge. When this is compounded with an unwavering passion for the brand, trust undoubtedly follows.

When we then start to mention employee satisfaction benefits, talent recruitment improvements and even product research & development opportunities, we realise the

opportunities are not limited to reaching new networks and wonder what are we waiting for. With most brands still struggling to justify ROI on their existing marketing activities, let alone the unqualifiable operational value, we know bigger-picture brands will get there first.

We don't know when
– *maybe years in the making...?*
We don't know where
– *Maybe a hybrid platform still to be invented...?*

But, the boom of the employee influence in B2C is coming. Make sure your brand is far enough down the mountain to beat the avalanche when it finally does cascade.

Read more in our paper, [Influencing Business: The Global Rise of B2B Marketing](#); interviewing 550 CMOs across 11 markets from brands including LinkedIn, Dell, EY, IBM, and Samsung.



We also use Influencers to connect emotionally with our team members to retain and attract talent as well as customer. It helps people feel more connected to the company and understand the values.

ALEXIS OGER, VP MARKETING EMEA, DELL TECHNOLOGIES, FRANCE



HOW TO FOSTER EMPLOYEE ADVOCACY

No matter how many followers an employee has, they are a gateway to a likeminded, often hyper-engaged audience. We suggest tailoring your employee influencer with tier support system.

1

Create a company-wide program all can utilize

Create a company-wide program that educates all employees on how to be vocal on platforms like LinkedIn, within company guidance - where to research, how to write, how to grow.

2

Build a group of experts

Create a topical environment around clusters of your employees with genuine existing authority in the space, providing extra support like boosting, partnerships and PR opportunities.

3

Promote the superstars

Bring a select few superstars into your brand marketing campaigns, creating content that champions natural opinion. These superstars should be seeded throughout cross-channel marketing opportunities and supported with events, PR opportunities and social boosting.

4

Think beyond LinkedIn

In an age where 75% of the workforce will be digital natives by 2025 (Harvard Business Review²), our personal opinions are more integrated with our professional ones, and the marriage of our opinions across multiple platforms is continually expanding. Don't rule off consumer platforms despite your professional partnership with your employees.



SONIC INFLUENCE



Your content needs to be as sonically vibrant as it is visually colourful.

THE SOUND OF INFLUENCE



“Did somebody say Just Eat?”. Five words that instantly evoke an ad, a musician, a food and a brand – all thanks to a jingle. Why? Because music is universal. It’s an elevated form of communication that is naturally infectious, emotive, and shareable. Even if a particular sound isn’t to everyone’s taste, it still sparks conversations.

8x

Sound contributes 8x more other brand and content elements (including slogans, logos and colours) to a consumer’s affinity to a brand.

Prior to enlisting Katy Perry, Christina Aguilera and Snoop Dog, those five words from Just Eat – initially jarring – quickly became the brand’s most valuable asset and creative platform. So, it’s time to unmute our influence content.

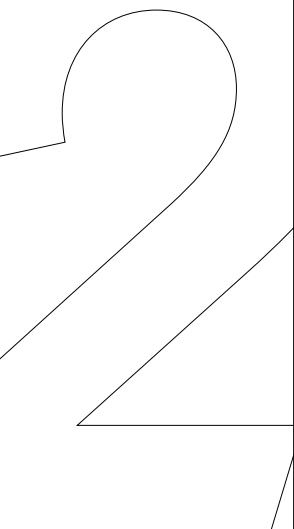
Music’s role in advertising is not a new concept. Brand partnerships with A list popstars, music and sound have allowed brands to weave their way into the cultural zeitgeist for decades. But now is the time for Influence to cement brands via sound into conversations and consideration at both a mass and local scale.

Sound contributes eight times more than over all other brand and content elements (including slogans, logos and colours) to a consumer’s affinity to a brand. **TikTok ads with sound drive significant lifts in sales conversion and brand favourability, and Meta reports that 80% of story content with voiceover or music drive better low-funnel results.** Your content needs to be as sonically vibrant as it is visually colourful.

Established influencers like Ziwe and GK Barry have taken the comedy and star quality from social media to podcasts, establishing dedicated listeners. The audio-only platform of podcasting is a crucial yet often overlooked space in influence strategy, set to be worth \$4 billion within the next two years.

SCULPT YOUR SONIC IDENTITY

Music’s vast range of genres, styles, instruments and voices is playground for brands. In this infinite mix lies a unique sound for each brand, waiting to be discovered, captured and shared into the world.



SONIC INFLUENCE

82% of 18–64-year-olds want a brand to have a sonic identity, and 75% say that they connect better with a brand that has a distinct audio identity. To stand out, turn up the

volume on your brand's sonic presence.

INFLUENCING WITH SOUND

Sound influencers come in all shapes and sizes, including mega A-list talent, budding producers, college students learning an instrument and editors remixing their favourite songs for TikTok. Their diverse creations can add a new and exciting dimension to your content.

When picking your sound creator, consider not just their audience demographics and reach, but also the nature of their creations. Your sound influencer should produce audio that fits your brand as seamlessly as an influencer's visual content.

On a macro and mid-tier scale, beauty giant Garnier composed the hip-hop track, Micellar Rewind. This song was used in influencer content to promote a make-up removal product, that showed influencers removing their make-up in reverse so that we see them transform from fresh face to full glam to see the true credentials of this miracle product. The Garnier-owned song has since been picked up in UGC, and #MicellarRewind has been viewed 4.3 billion times.



What are these examples doing? They are elevating the brand experience, providing you with a new way to think about the company, but most importantly, they're telling you exactly how the product works and what the benefits of their service are – in a very subtle, clever but precise way, with influencer profiles.

SOUND AND VISUAL ARE NOT MUTUALLY EXCLUSIVE

While focussing on your sonic presence, ensure it compliments your visual identity. Every artist signed to a record label makes a music video for all of their released singles, they'll participate in a carefully curated photoshoot to promote their album, and they'll dress and present themselves in very select and premeditated amid a promotional cycle. Even with the music, their visual presence remains imperative to the success of *their brand*.

Musicians have been cottoning on to that visual can elevate their music and push their profile even further beyond a streaming service, which are now being amplified by creators. So, it's time for brands to understand that music and associated creators can ameliorate their existing identity, establishing cultural resonance and gaining SOV.



HOW BRANDS CAN LEVERAGE SONIC INFLUENCE

1

Understand your sonic identity

Creatives and designers will spend heaps of time working on the look and feel for a brand, but what is your sound? Now is the time to discover your brand's sonic identity, and own it.

2

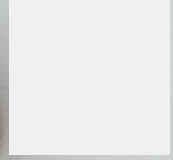
Explore sonic-first influence partnerships

Where influencers gained traction for a certain aesthetic in the past, those curating their own sound are building their own identity and fandoms.

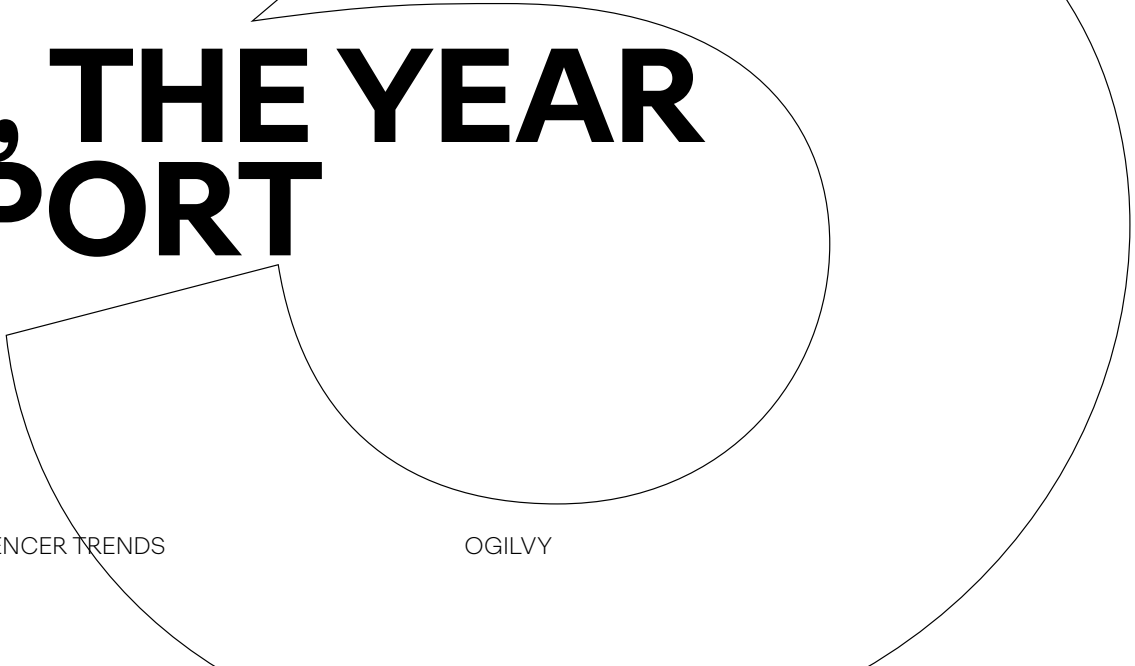
3

Go beyond a song

A few chords, a melody or beat can work just as hard as a full feature song, providing it fits with your brand's identity



2024, THE YEAR OF SPORT



DRIVING CULTURAL IMPACT BEYOND THE FIELD



2024 marks a pivotal year in sports influence, with athletes transcending the boundaries of the field. Cristiano Ronaldo's reign as the most followed Instagram profile underscores the global appeal of sports figures and their ability to gain a following beyond musicians, influencers and even the Kardashians.

As 2024 approaches, overall global advertising spend is projected to reach \$1 trillion USD for the first time. And the sports marketing industry will see a notable share of that spend, with the Paris Summer Olympics and Summer Paralympics and UEFA Euros.

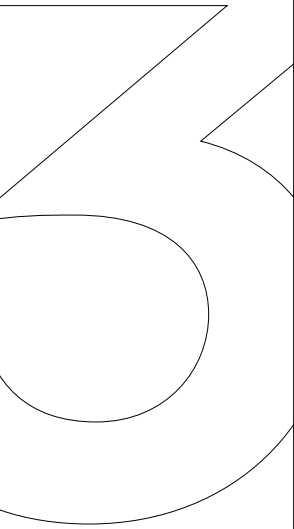
AUDIENCES ARE INTERESTED IN ATHLETES ON AND OFF THE FIELD

Gone are the days when athletes' off-field lives were mere footnotes. Athletes worldwide, such as Kenya's Eliud Kipchoge and Brazil's Neymar Jr. are celebrated for their social impact and advocacy. Their involvement in environmental causes and social issues has significantly amplified their influence beyond their athletic achievements.



Today, audiences are equally captivated by their personal lives, opinions and passions outside of sport. The recent phenomenon of Taylor Swift and Travis Kelce's relationship, exemplifies this. Their relationship has catapulted Kelce's visibility beyond a best-in-class athlete into a new stratosphere. Interest in the Chiefs has also skyrocketed, with the team gaining more than half a million new fans this season, more than double the next team in the league.

Documentaries like "Break Point" have played a crucial role in this evolution, showcasing athletes as complete



personalities with emotional depth and diverse interests. This narrative shift is crucial in an era where physical prowess is just one aspect of an athlete's identity.

MENTAL WELLBEING: ATHLETES LEADING THE CONVERSATION

In an industry that prioritizes physical health, athletes are increasingly vocal about mental health, a topic once considered taboo in sports. Athletes have not been shy to share their struggles openly and transparently, going as far as to even take time away from the field or court. Simone Biles, Naomi Osaka, and Coco Gauff have used their platforms to foster dialogue on mental health, race and gender.

STREAMING: A NEW ARENA FOR SPORT TALENT

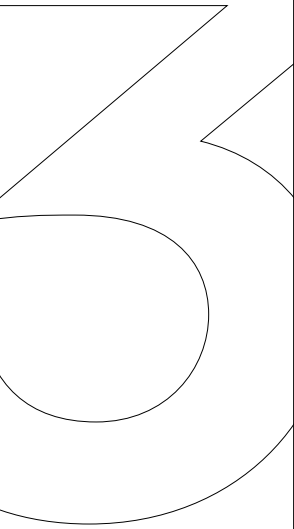
Even television networks are serving as influencer agencies, offering ways to partner with creators in the same way they sell ad space during the Super Bowl.

This is exemplified by CBS and other major networks exploring innovative partnerships with athletes, utilising their influence to engage audiences in sports streaming and other digital platforms.

RETIRED SPORTS ICONS ARE BECOMING MULTIDIMENSIONAL PERSONALITIES

Retired athletes are pushing the boundaries of their categories, exploring diverse interests and business ventures. And this is welcomed by fans who according to Daniel-Yaw Miller, senior editorial associate at industry news website the Business of Fashion, are more "comfortable with athletes being more expressive." Athletes like Shaquille O'Neal in DJ-ing, Nastia Liukin launching a fashion capsule to track star Makenzie Steele's baking recipes exemplify this trend of athletes becoming more multidimensional and multifaceted public figures.





AMATEUR ATHLETES ARE GOING PRO ON SOCIAL MEDIA

While athletes tap into brand deals after retirement, they're also starting before their pro careers even kick off. Athletes like Angel Reese, a national championship-winning women's basketball player at LSU, and Olivia Dunne, an LSU gymnast well-known as a content creator, are earning millions of dollars on brand partnerships. In 2022, student athletes made nearly \$1.2 billion, according to a study by NIL marketplace tracker Opendorse, an increase of about 11% from the year before. However, there remains significant opportunity for brands to tap into amateur athletes, as local brand deals still far surpass partnerships with national or global brands. According to the Sports Business Journal, only 17% of Division I athletes participate in NIL, showing there's still white space to be an early adopter.

GRASSROOTS SPORTS INFLUENCE: A GATEWAY TO NICHE AUDIENCES

In 2023, we identified grassroots influencers going mainstream. In 2024, we're seeing micro and nano profiles within the sporting community do the same. Especially considering sport's unique power to bring people together and champion unheard voices.

Community-level sport is a great way to reach niche communities, with grassroots clubs being set up across the world specifically to cater for different demographics from the LGBTQ+ community to the elderly, there are multiple yet-unused avenues for brands to access these hidden audiences. Done right, the traditionally elite and exclusive world of sport, can become relatable, authentic and purposeful, letting audiences think about their sport and therefore the brand in a completely different light.



HOW BRANDS COULD CONSIDER LEVERAGING THE YEAR OF SPORT

1

Build relationships early

Engage with student athletes early through NIL partnerships, tapping into a largely unexplored pool of potential influencers. With 83% of DI athletes still untapped, NIL remains a huge opportunity for brands.

2

Find the fans

Align with athletes who resonate with your brand's ethos, ensuring authentic and impactful collaborations.

3

Create change

Support athletes striving to make a difference, amplifying their message and aligning it with your brand's values.

4

Think multi-dimensional

Recognize and engage with athletes' diverse interests and talents, offering creative and innovative partnership opportunities.

CASE STUDY



FIFA WORLD CUP TROPHY TOUR

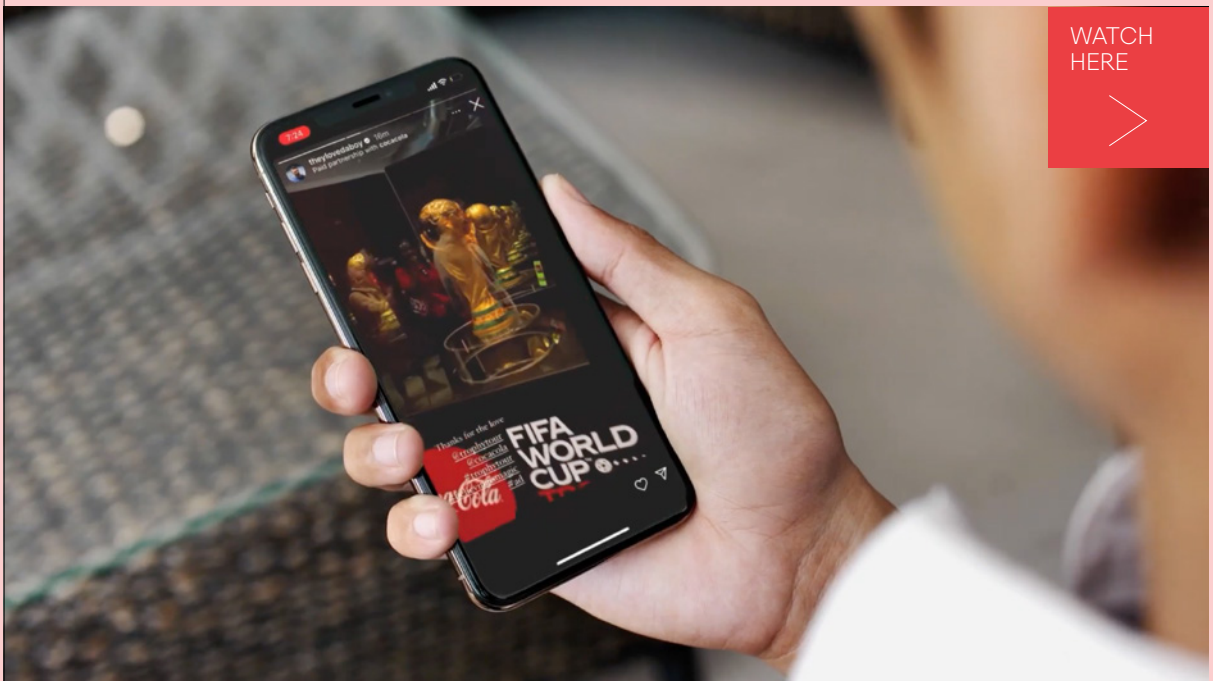
Client: Coca-Cola
Campaign: FIFA World Cup
Market: Global

To kick off the FIFA World Cup 2022, we helped Coca-Cola in celebrating the passionate journey of football fans by activating influencers in the global FIFA World Cup Trophy Tour and “Believing is Magic” campaign. We generated brand awareness and created buzz around the tour, as well as drove attendance to the local Trophy Tour events.

12.9M
Impressions

12%
Overall Ticket Sales

295K
Engagements





LIVE STREAMING



FROM SECOND SCREEN TO MAIN SCREEN



From gaming, to shopping, with offshoots in subculture; the growth of live-streaming could be likened to a thorn bush, cut back only to dig its heels in and spread root in twice as many new directions. For those who haven't yet been won over, it's easy to believe that this real-time content format died a death post-covid, but in reality, we're seeing a steep upward trajectory that will only continue into 2024.

31% of people believe that live shopping allows them to make more informed purchasing decisions. Where consumers are struggling through a cost of living crisis, and every new purchase is being scrutinised more than ever before, the opportunity within live streaming is to deliver an immersive brand experience, directly into the homes and hands of consumers. Coupled with influence, where **66% of brands report that creator-led content delivers more ROI compared to traditional ads**, a creator-led livestream becomes a fertile ground for marketing opportunities.

Through livestreams, creators can demonstrate products authentically, dispelling fears of staged and deceptive marketing. Consumers believe the authenticity, as they can probe their creators to use the product and answer questions right in front of their eyes. It's the shopping centre juicing demo's of the 90's but behind the protective barrier of your phone screen (*excuse any Bridget Jones flash backs*).

Live-streaming's potential extends beyond shopping. The trend of creator revenue diversification continues, with platforms like TikTok and OnlyFans innovating new ways for creators to monetize their live interactions. Be this through Tiktok tokens, rewarding your favourite creators who spend hours repeating phrases or actions at the camera for their fans. Or on the less fetishised side, creators such as Garron Noone taking their comforting comedy persona and turning OnlyFans into a place where you can request cuddles and warm smiles rather than, well..

And finally, as audiences grow wearier of short-form content, live-streaming offers a refreshing alternative. This format allows for deeper storytelling, where viewers can engage, ask questions and get a comprehensive understanding of products or topics. While short-form content will maintain its place, long-form is poised for a resurgence, offering immersive experiences that reach beyond physical event attendance.

1. REAL PRODUCT EXPERIENCES THROUGH CREATOR-LED LIVESTREAMS

Your customers know that if it sounds too good to be true, it probably is. We're way beyond "world's best coffee" or "moisturisers that magically make you look 20 years younger overnight". Grandiose statements only seek to deter the modern consumer, and a livestream, with a lack of editing and low-fi production, is the antithesis that will get your shoppers on side.

2. CREATORS ARE GOING TO BYPASS SUBSCRIPTIONS AND BOOST REVENUE THROUGH LIVESTREAMS

Where we saw subscription growth via Instagram and Only Fans in the last 2 years, creators have evolved platforms once again to mine additional revenue from those passive subscribers. Where the platforms are building creator payment schemes into their platforms now, brands need to take heed of the other options out there to creators. If they don't need brand deals to keep them afloat, what else are you bringing to the value exchange?

3. SHORT FORM IS FALLING BACK TO MAKE WAY FOR LONG FORM ONCE AGAIN

Where consumers are spending more time online than ever, and less time in front of traditional TV, there is a real place for long form to return. Streaming platforms have helped to see the resurgence of mobiles as a long form device and we predict this growth will pay dividends to livestreams.

LIVESTREAMING

CASE STUDY

STUDY



DOVE ICOMMERCE PILOTS

Client: Dove

Campaign: Dove iCommerce Pilot

Market: UK

To test TikTok's effectiveness for, we partnered with Dove to explore in-app sales. We engaged beauty influencers skilled in TikTok selling to promote exclusive Dove products through shoppable videos and live streams on TikTok Shop. Our strategy included testing different live stream setups, engaging a broader influencer community for product promotion, and using competitive tactics and limited-time offers to boost sales.

12.9M

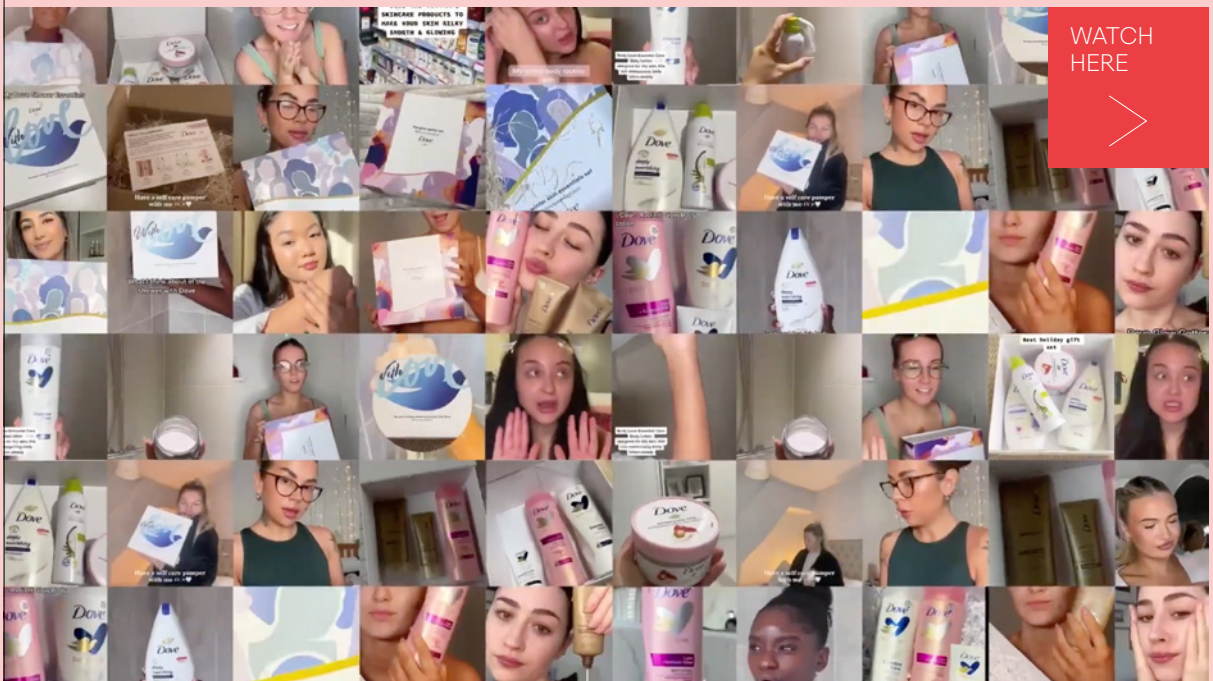
combined video views

1

bundle sold every minute during Live Shows

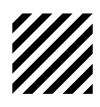
15%

increase in unaided brand awareness





SUSTAINABLE INFLUENCE



78% of people report being swayed by influencers to adopt greener practices.

INFLUENCING A BETTER TOMORROW



As consumers become increasingly conscious of their environmental footprint, influencers are emerging as pivotal players in shaping sustainable consumer behaviours and perceptions towards brands. 78% of people report being swayed by influencers to adopt greener practices, signifying a major shift where influencers act as catalysts for environmental change, guiding audiences to more sustainable choices and lifestyles.

However, the industry is not without its challenges. A critical eye has turned towards greenwashing and waste in influence. The emergence of 'de-influencing' earlier in the year encouraged users to consider consumption more mindfully and spotlighted the sustainability challenges within influence. Sustainability often stands

at odds with the perceived wastefulness of many brands' gifting programs. Fans, are becoming more vigilant, calling out greenwashing, and scrutinizing the claims of both brands and influencers.

NAVIGATING SUSTAINABLE INFLUENCE

With 84% of influencers hesitant to post about sustainability for fear of being labeled as greenwashers, brands need to foster genuine partnerships. Influencers armed with credible, science-backed information can translate complex environmental issues into relatable content. Brands navigating this landscape must integrate genuine, informed and innovative sustainable practices into their influence strategies.



HOW TO BUILD SUSTAINABLE INFLUENCE CAMPAIGNS

As brands navigate this landscape, those who successfully integrate genuine, informed, and innovative sustainability practices into their influencer strategies will likely lead the charge towards a greener, more sustainable future.

1

Select influencers who live the message

Brands should collaborate with influencers who genuinely practice sustainability in their daily lives. This lends credibility that helps to break through the greenwashing barrier.

2

Invest in education and support

Brands should provide influencer partners with credible, science-backed information. This involves transparent communication about the product and equipping them with the knowledge to confidently discuss sustainability issues.

3

Innovate influencer gifting strategies

With increased awareness about the environmental impact of gifting, brands need to rethink traditional approaches to gifting. Consider sustainable packaging, eco-friendly products and digital or experiential gifting as alternatives to conventional, potentially wasteful approaches.

4

Monitor and adapt:

Sustainability is an evolving field. What is considered sustainable today may change tomorrow. Brands need to stay informed and adaptable to ensure their influence campaigns remain effective.



AI INFLUENCE GOES HYPER- PERSONAL



UNLOCKING THE POTENTIAL OF AI IN INFLUENCE



It's been a big year for AI in influence. Earlier this year, Ogilvy launched an industry-first AI Accountability Act calling for policy change by asking agencies and social platforms to mandate disclosure around the use of AI generated Influencers. This initiative would require brands to clearly disclose and publicly declare the use of any AI-generated Influencer content.

In 2024, expect to see a more hyper-personalised form of engagement with influencers as the interplay between influence and AI enters a new era. Meta's AI Personas, introduced in late 2023 and fully deployed in 2024, signal a significant shift from broad-reaching influence to personalised, one-to-one interactions that maintain a sense of authenticity.

Picture chatting with your favourite influencer's virtual twin, receiving tips and stories tailored specifically for you. These AI-powered influencers aren't here to push the original influencer accounts aside, though. Instead, they're

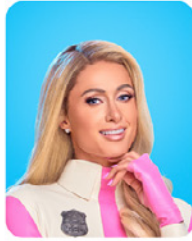
reshaping our relationship with influencers and what fans expect from them.



In its current form, Personas allows for interaction directly with avatar versions of influencers, like Mr Beast and Kendall Jenner, offering personalized experiences that were previously unimaginable fans.

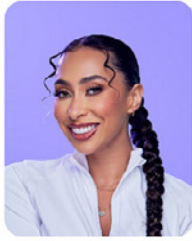
With AI Personas like 'Billie', a digital twin of Kendall Jenner, users can now engage with virtual alter-egos of their favourite influencers. This is transforming the traditional influencer-audience dynamic away from passive spectatorship into active engagement. Over time, these avatars will remember preferences and adapt through interactions, delivering a more personalized influencer experience.



Meta's strategy to distinguish clearly between AI-generated content and human creators - through measures such as watermarks and avoiding the use of actual influencer names - helps maintain trust in these AI interactions. A careful balance between authenticity

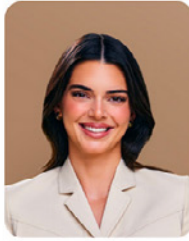
AI INFLUENCE GOES HYPER-PERSONAL





Amber
Crime-solving detective
 





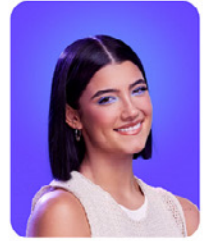
Angie
Fitness enthusiast
 



Billie
Ride-or-die older sister
 



Bru
Confident sports debater
 





Coco
Dance enthusiast
 




Dungeon Master
Adventurous storyteller
 





Dylan
Quirky DIYer
 





Lorena
Travel expert
 



Luiz
MMA expert
 



Max
Seasoned sous chef
 

and innovation paves the way for a credible and highly personalized form of influence.

The implications for social are far-reaching. Meta's vision extends beyond mere personalization into a future where content consumption is entirely bespoke.

An upcoming feature even allows users to create personalized AI versions of themselves. This advancement is set to democratize the concept of influence, enabling individuals to have a digital presence that can interact and influence within their own networks.

This significant shift is not lost on brands. **63% of marketers plan to use AI tools in their influence campaigns, with an additional 25% considering it.** The broad accessibility to hyper-personalized

influence is ripe with opportunities. Mascots like Duolingo's TikTok sensation, the Owl, have already demonstrated the potential of characters in driving social engagement. And **Ipsos research shows that investing in characters has the greatest impact on enhancing brand salience.** AI replicas of characters like Duolingo's Owl could transform content delivery and forge deeper relationships with customers.

Brands now have a unique chance to create compelling and intimate experiences through influence. As influence continues on a hyper-personal path, the essence of authenticity will increasingly pivot towards the trust and transparency cultivated in these new AI-facilitated connections.





A BLUEPRINT FOR BRANDS TO INTEGRATE AI PERSONAS

1

Experiment with AI-driven Interactions:

Incorporate AI Meta Personas for one-on-one audience engagement.

2

Personalize the persona:

Empower users to create their AI replicas, reflecting their preferences and behaviours.

3

Expand beyond conventional platforms:

Venture into new arenas for AI to create immersive experiences.

4

Foster AI-driven community building:

Utilize AI for more relevant, resonant, and data-driven conversations.

For brands, succeeding in personalised influence isn't just about adapting to an evolving landscape; it's about creating experiences, where personalisation is not just a feature but the foundation of interaction.

AI INFLUENCE GOES HYPER-PERSONAL

CASE STUDY



SHAH RUKH KHAN'S #MYAD

Client: Cadbury's

Campaign: Not Just A Cadbury Ad

Market: India

Cadbury's celebrations used generative AI technology to create a hyper-personalised ad featuring Bollywood star Shah Rukh Khan. The campaign takes hyper personalised communications up a notch by allowing small businesses to utilise one of the world's biggest movie stars as their own personal brand ambassador.

130K

Ads created

30M

Ad views

35%

Business growth



WATCH
HERE





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