



Gav McKenna

Senior Account Manager  
Incubeta UK



In the face of ever-worsening economic conditions, consumers will expect brands to show “tangible and meaningful” solutions to the cost-of-living crisis.

Influencers will be instrumental in helping brands create tailored meaningful experiences



# Post-pandemic consumer behaviour has **accelerated the need for long term partnerships** between brands and creators



Grid Posts are no longer authentic



Content that tells a story



Influencers are the new store front



Influencer should not be treated as an ad on a plan.

Influencer as a channel needs to be planned with its own objectives, KPIs and measurement tools, so you can truly recognise it's value.



Research suggests that Influencer Marketing has the biggest customer impact when it comes to the following:



Increasing **spontaneous awareness**



Changing **brand perception** and **consideration**

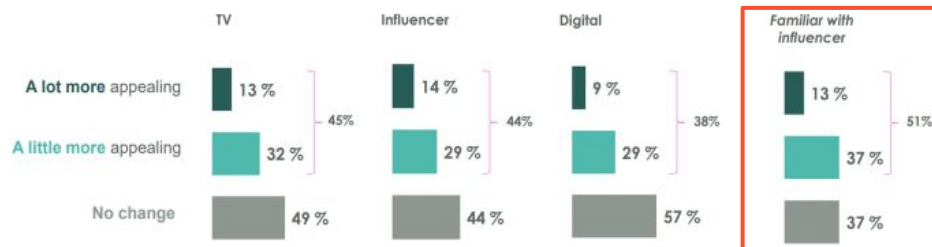


Creating a **buzz** and sense of popularity



If you target the **right audience** with the **right influencer** you can create **trusted and impactful** advertising that appeals to your customers as well as **increasing sales**

Impact on brand appeal



**13%**

Improved brand uplift  
across consideration

**51%**

Improved brand engagement



The Influencer Multiplier Effect shows how well-planned influencer marketing can positively impact at all stages of the brand funnel – complimenting and sometimes outperforming existing channels.



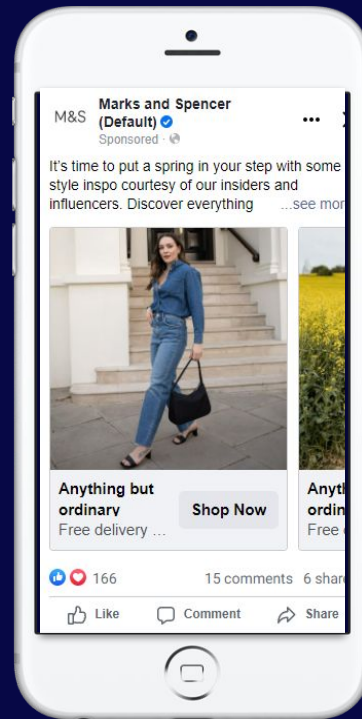
Influencer creative helps **grab attention** more than other channels due to its ability to **tailor its creative messaging** in a personalised way



71% of users say Influencer Creative is more captivating than TV or Digital



33% of users say they are likely to perform an action when exposed to Influencer Creative





There are many ways to combine branded content ads and regular ads effectively. Here's some **creative thought-starters** for your next campaign



**Integrate branding  
thoughtfully**



**Mix & Match to create  
aspirational &  
accessible content**



**Use real-life experiences  
to showcase your  
product**



## Key Takeaways

1. Influencers are instrumental in helping brands create tailored meaningful experiences
2. Influencer as a channel needs to be planned with its own objectives, KPIs and measurement.
3. Target the right audience with the right influencer to create trusted and impactful advertising
4. Influencer creative helps grab attention more than other channel



# Thank you!