

THE STATE OF THE INFLUENCER IN 2024: A CLIENT'S PERSPECTIVE.



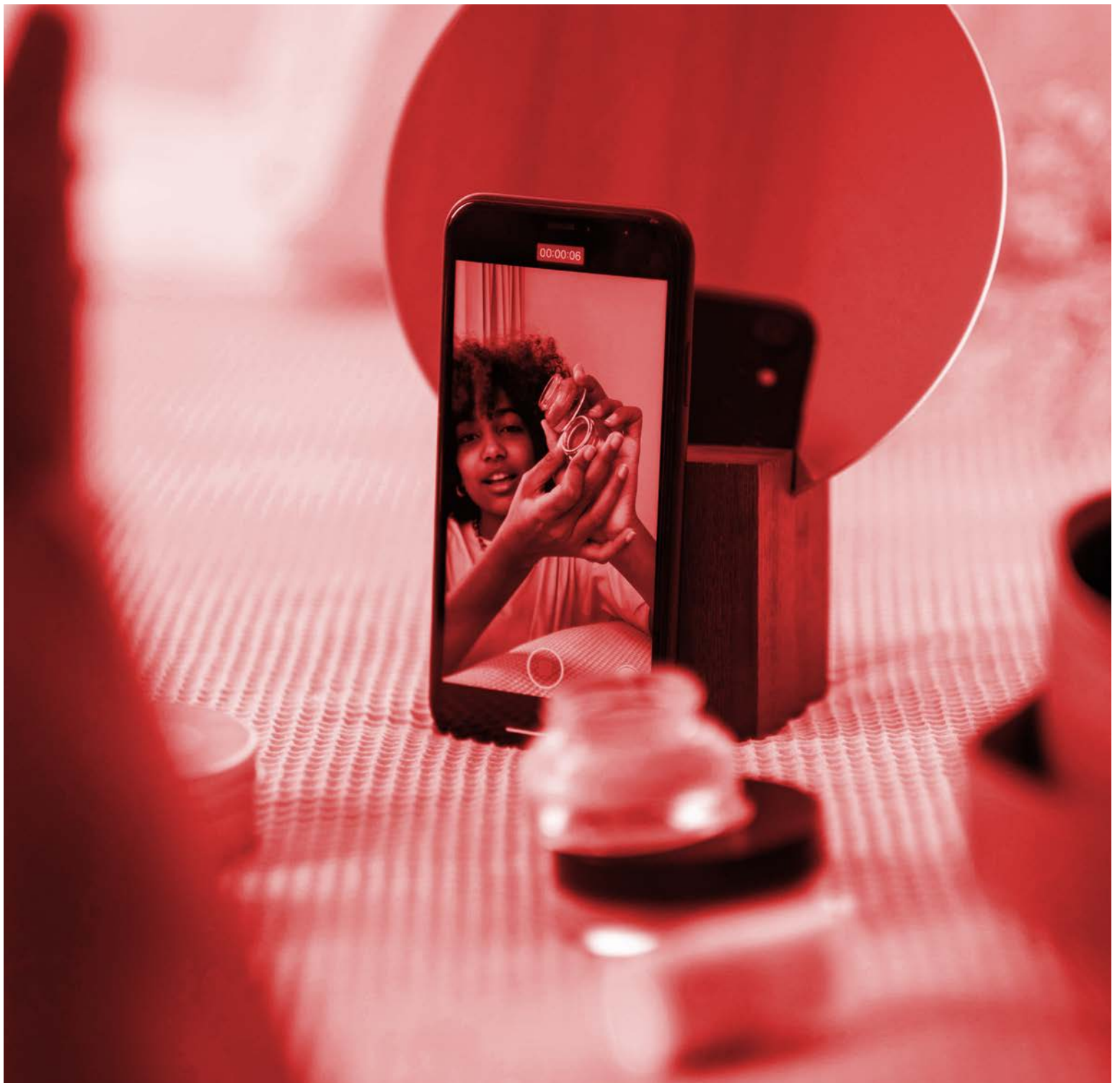
The State of the Influencer in 2024: A Client's Perspective

It is no secret that influence is the new affluence.

As influencer marketing has morphed from a mysterious mechanism into a method for the masses, the meaning of 'influence' has evolved in the process and expectations for influencer programs (ROI) have also never been higher. Where we once saw brands recruiting influencers in the short-term and primarily for reach, many communications professionals now recognize the value of partnerships with nano, micro and mid-tier influencers provide—lending authenticity and trust, plus increased engagement—and building longer-term relationships with partners.

In 2024, most brands are considering engaging with influencers, if not already integrating influencer-led approaches into wider campaigns. Influencer marketing has become part and parcel for most communications plans, having become more sophisticated and strategic over time to better engage a brands' target consumer.





At the same time, the easy accessibility of social media has led to the exponential production of content and a hyper-acceleration of the trend lifecycle. Social media users could quite literally scroll infinitely if they wanted, but they have demonstrated a clear preference for content that's authentic and relatable. At a time when consumers are losing trust in traditional media, brands are turning to influencer marketing to engage and connect with them instead.

To understand how the influencer landscape is evolving, we surveyed 39 clients from 10 markets—Australia, Ireland, Germany, Italy, Japan, The Philippines, Singapore, UAE, the U.S. and the U.K. — representing a diverse mix of industries and sectors, from health and wellness to technology to food and beverage to automotive and manufacturing to tourism and travel. The survey uncovered the ways brands are engaging and working with influencers, the benefits of influencer marketing, best practices, challenges for brands and what's to come in the future.



1

**The media landscape is
converging with social media**

01 The media landscape is converging with social media

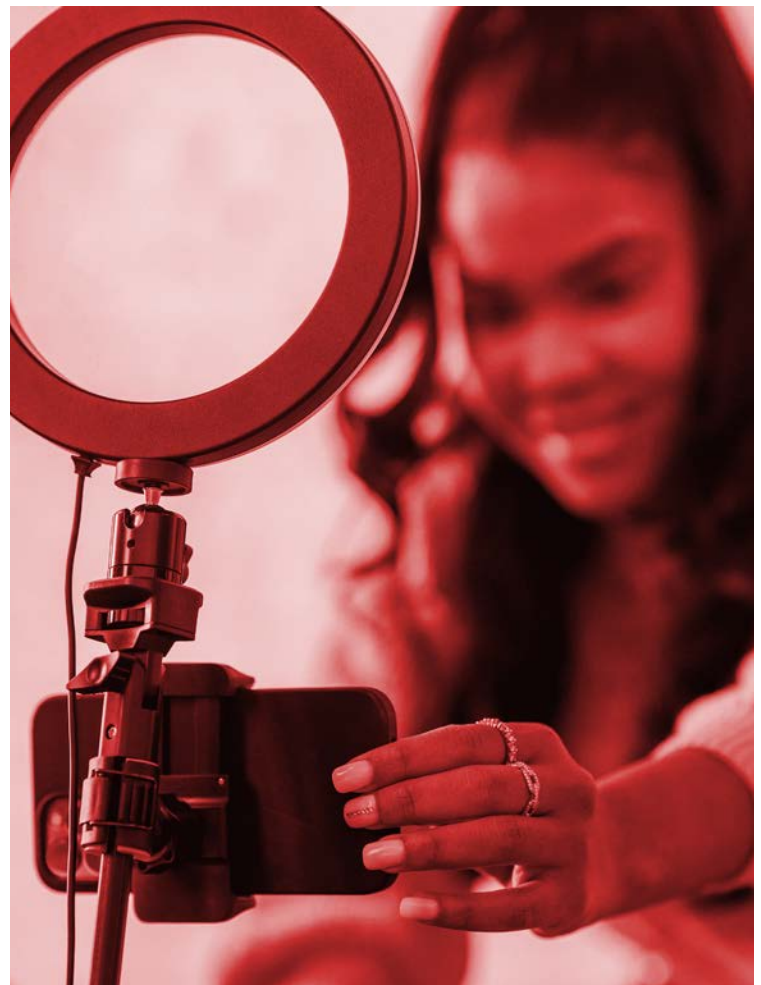
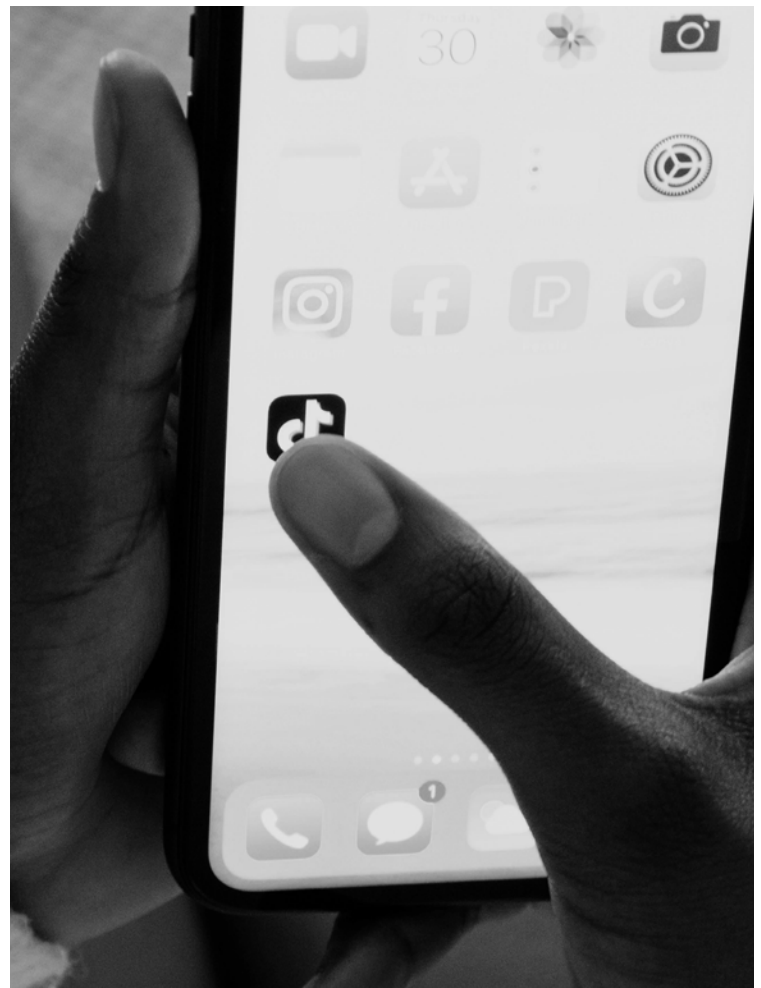
81% of brands have been involved in influencer campaigns, with 1 in 5 having participated in more than 20 influencer campaigns.

Adapting to changing marketing dynamics, brands are acknowledging the impact influencer marketing has on consumer sentiment and its role as an overall marketing pillar.

As consumers lose trust in traditional media, they're instead turning to influencers who can play a crucial role in expanding the brand's online presence.

"Traditional media is losing trust, but social is capturing more eyeballs and attention, and with this, microinfluencers will increase in number and in importance, with consumers wanting more authentic reviews."

"We have reset the way we look at engaging with influencers as the business and marketing needs have changed."



A woman is taking a selfie with a smartphone. A large, bold red number '2' is overlaid on the image, partially obscuring her face and the phone. The background is a light, faded image of the same woman.

2

Influence has been
democratized

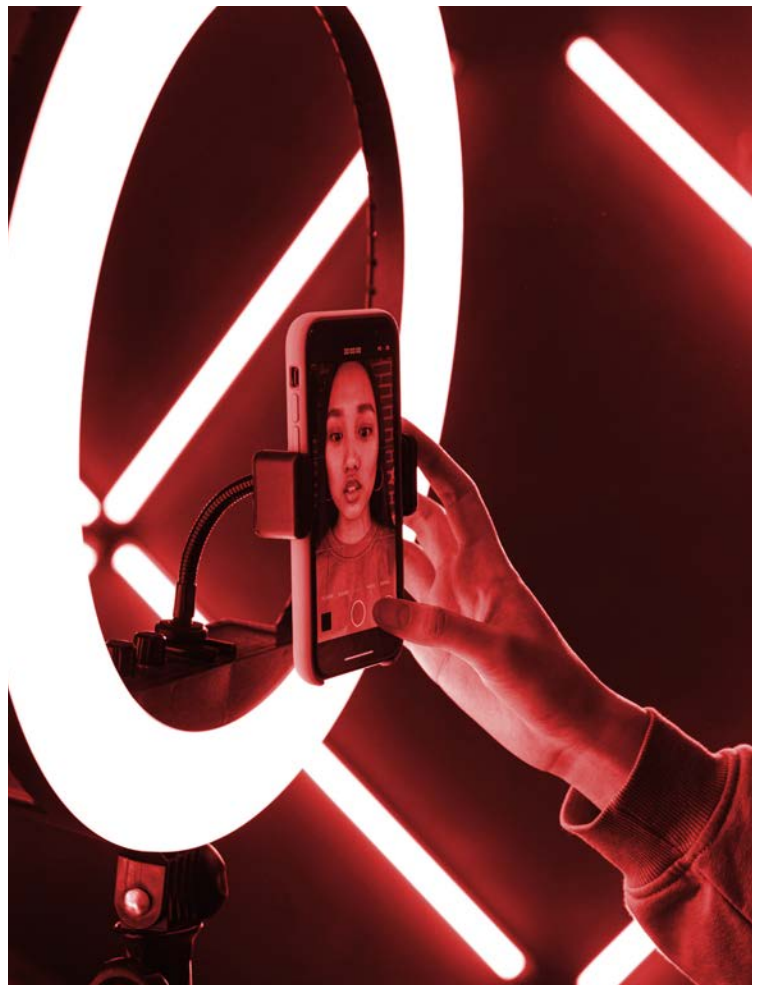
02 Influence has been democratised

Over 97 % of brands identify content creators as influencers, highlighting the shift away from traditional celebrities as influencers toward a new reality when anyone can become an influencer.

As the digital age has democratized influence, the sphere of influence has expanded beyond the famous and those with power. Within social media, there is a new wave of accessibility and of rising influence held by content creators without star power or status. Consumers are also turning to executives, employees and customers who have shared insights into their experiences with brands and products.

The accessibility of the influencer enables consumers to view them as relatable figures, as opposed to celebrities who are often viewed as unattainable and distant. Relatability is what allows influencers to communicate messages that resonate strongly with their audience. This notable shift has paved the way for brands to adapt their methods of reaching and engaging with consumers.

"Influencers are being used now more than celebrities. Even organic ones are becoming more helpful."





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**Influencers are
generating engagement
through social proof**

03

Influencers are generating engagement through social proof

1 in 3 brands acknowledge that influencers can effectively drive engagement for brands.

“Influencers can significantly impact branding by extending reach, building credibility, providing authenticity, targeting specific audiences, creating compelling content and generating social proof.”

Connection is the new social currency, and that means engagement is everything. Brands are working with influencers to connect with consumers through social proof, tapping into pre-established audiences to reach a level of engagement that can't be achieved with traditional marketing.

92% of brands believe in the benefit of establishing long-term versus short-term partnerships with influencers.

While not always feasible, brands recognise the value of establishing long-term partnerships with influencers. Influencer partnerships must be built with consistency and longevity in mind. To ensure authenticity, relevance and maximum engagement from their followers, brands are signing a stable of influencers and designing a program of activity alongside the influencer that matches their passions.



78% believe the biggest benefit is landing key messages and bringing to life difficult subject matters.

27% believe influencers can help most with reach, while 11% believe it is brand alignment.

The influencer category is ever-expanding and making way for the growth of specific content trends and niches. In terms of reach and brand alignment, there are more opportunities for brands to utilise influencer marketing to reach a targeted and relevant demographic, delivering content that has the potential to drive higher engagement and conversions.

The value for brands is how you align with an influencer to creatively communicate your key messages through content, creating a direct touch point that brings to life otherwise difficult or complex subject matters.



4

Video formats are
the most effective tactic
in the influencer toolbox

04

Video formats are the most effective tactic in the influencer toolbox

86% of brands reveal that video content resonates more effectively with the majority of campaigns compared to static formats.

Brands are harnessing the power of influencer marketing for storytelling and creatively bringing campaigns to life.

At the crux of any campaign is the ability to tell stories that resonate with your target audience, and brands have recognised video content reigns supreme in brand campaigns. Video formats allow influencers to inject personality into the campaign, translating to a more authentic experience when promoting a product or service.



A large, bold, red number '55' is centered on the page. The background is a light gray with a faint, repeating pattern of silhouettes of people, suggesting a crowd or audience.

**Finding the right fit for ROI
in influencer campaigns**

05

Finding the right fit for ROI in influencer campaigns

"[It's a challenge to] find the right influencers that match our demographics and give us conversions... finding the right people to meet our objectives."

Brands identified that one of the most prominent challenges when working with influencers is identifying the right alignment to reach the target audience and meet campaign objectives.

Brands are leaning on agencies to possess a strong influencer network and knowledge of individual influencers (86.5%), provide end-to-end influencer management (73%), measure influencer marketing campaigns (83.8%) and demonstrate the effectiveness of influencer campaigns (86.5%).

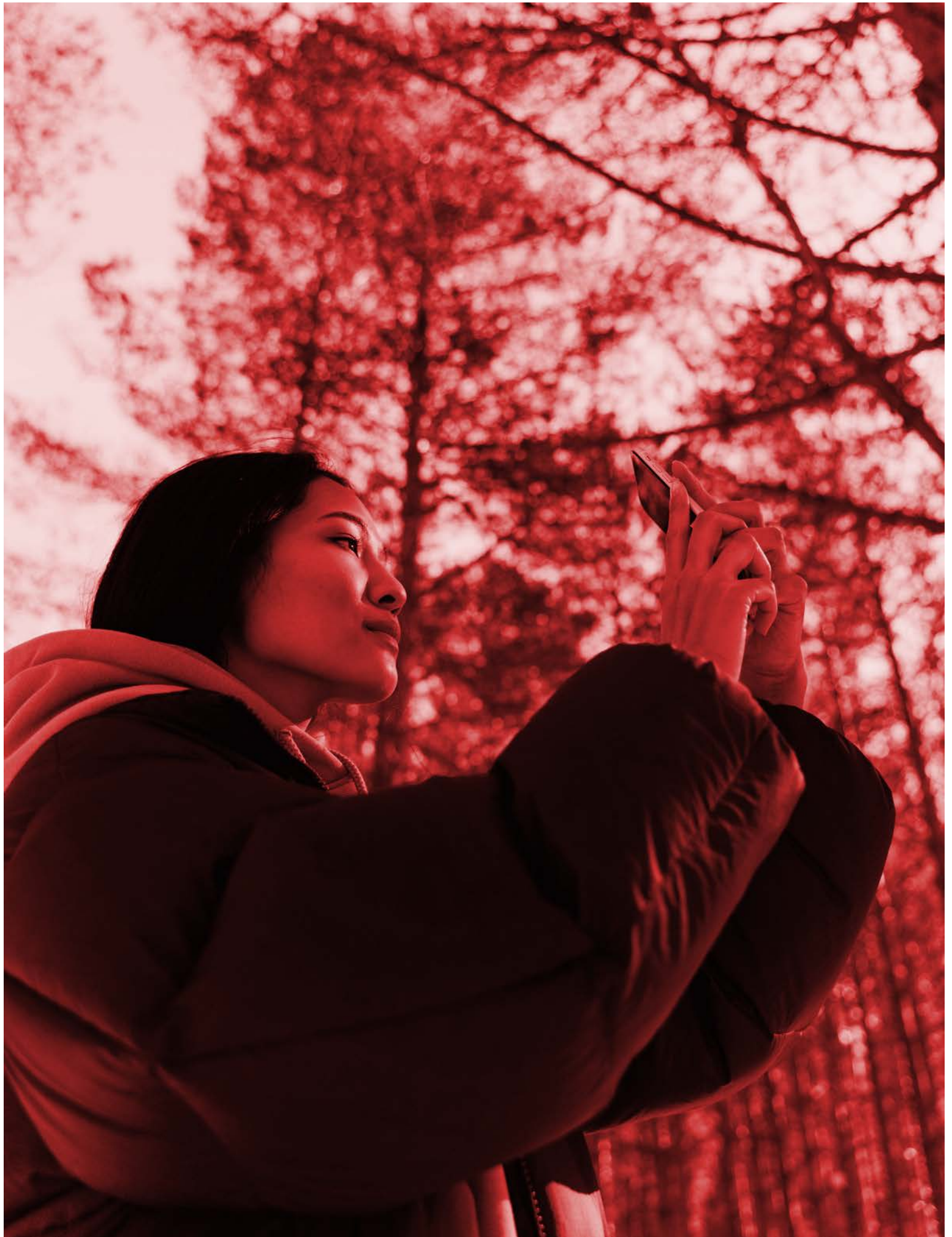


92% of brands believe that measuring influencer performance is crucial for understanding the return on investment.

Influencer campaigns are not one-size-fits-all and neither are their measurements of success. Just as every campaign should be tailored to meet a brand's objectives and budget, there must be specific metrics in place to measure campaign success and better understand how the influencer has contributed a return on investment.

Influence is an exchange of not just value, but values, and the most powerful influencer programs will look beyond traditional KPIs of reach and engagement to form lasting relationships through shared values, experiences and storytelling.





What's next?

Over 50% of participants already identify the prominence of influencers in their current campaigns, with 1 in 5 recognising influencer work as highly prominent within their current channel mix (e.g., PR, paid media, ATL, owned social and digital).

In the next year, 70% of brands are open to engaging with influencers on TikTok, followed by over 45% on Instagram and 27% on YouTube.

57% of brands recognise that influencers' addition to any campaign will become more prominent in the future.

When asked why prominence is expected to grow in the coming year, brands attributed this to:

"... the power of TikTok and creator content on this channel which ignites trends in the industry."

"... because of the growth and positive result on the business"

"It was quite a novel concept a few years back but I suppose now it's becoming a standard practice just like how brands and companies used to work with celebrities back in the day."



"We will prioritise influencer campaigns in 2024 as we believe this is a prominent way to drive brand awareness and sales"

"Influencers have a strong pull"

"They become effective in making our brand recognized and increase engagement"

"The role of influencers is very important to be able to expand our presence in online channels."

The industry has observed the evolution of influencer marketing from its early inception to the present day, as it assumes its industry position as a full-funnel marketing channel in its own right. As consumers increasingly turn to influencers for social proof, brands that succeed in 2024 will look for creative ways to integrate influencers into wider campaigns as they navigate the expanding industry.



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