

# 2021 INFLUENCER MARKETING STRATEGY

WITH INSIGHTS BY KANTAR

Tuesday, November 24th 2020



TERRITORY\_\_INFLUENCE

KANTAR

# OUR WEBINAR SPEAKERS



**Delphine BENEDIC**

International Marketing Director  
at TERRITORY Influence



**Claudia GELBE**

Media & Digital Expert  
at Insights by KANTAR



**Josh WOOD**

Influencer Marketing Consultant  
at TERRITORY Influence

**Andrea Lukacs, C&A**

**György Nagy, Beiersdorf**

**Stefania Letteriello, MUTTI**

**Aline Veillerette, Café Royal**



# OUR VISION OF INFLUENCE

»» **We believe that the power of influence is not limited to a channel or a profile.**

We aim at placing humans at the core of marketing strategies by always providing the best solutions for brands to collaborate with relevant influencers and generate a real business impact.

**TERRITORY Influence,**  
leading agency since 2005



## **Offline Influence**

with real-life conversations and recommendations.

## **Online Influence**

with content on social media, blog, e-commerce or review platforms.

**\_\_\_ WHY INTEGRATE INFLUENCERS?**

**\_\_\_ HOW TO ENSURE EFFECTIVENESS?**

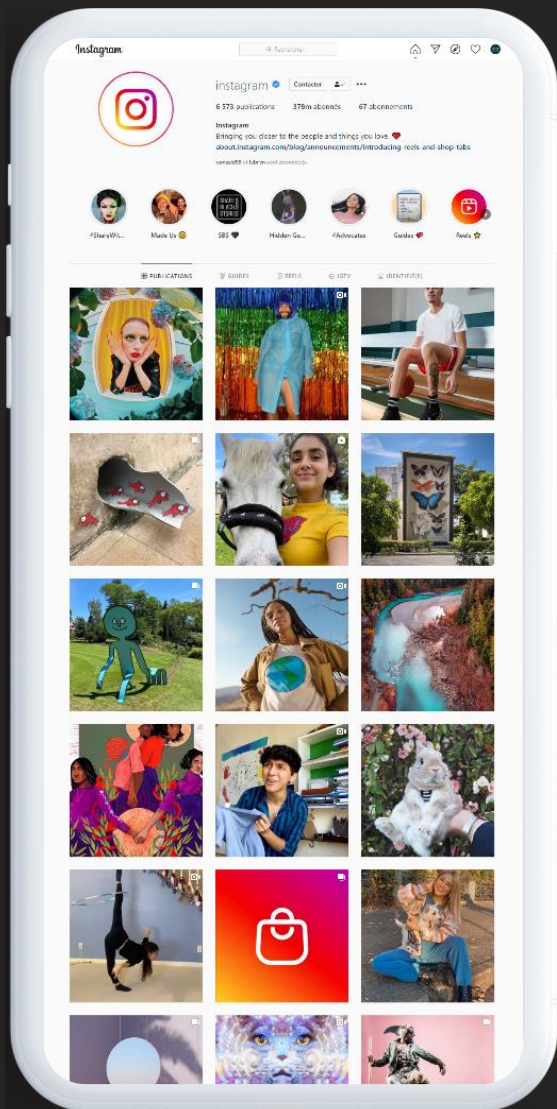
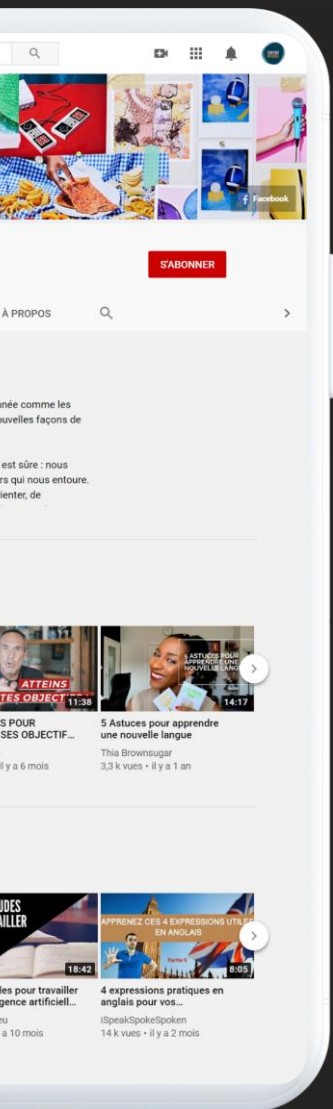
**\_\_\_ WHAT ARE THE 2021 MUST-DO?**

**\_\_\_ LIVE Q&A**





# — WHY INVEST IN #INFLUENCERS AND ADVOCACY?



# BRANDS —

walk a fine line when allocating marketing channel spend – how much shall I invest and where?

— **COVID19** has reshuffled the cards

- Media usage and behavior is changing
- Media trends are accelerating
- Pressure on marketing budgets and deliver/measure ROI is increasing
- Need to focus on long-term levers for brand building (vs. uncertainty)

— **POST-COOKIE** starts now

- Media targeting needs to be completely rethought
- CrossMedia platform measurement must stand above silo thinking

# 20% OF ALL YOUR BRAND TOUCHPOINTS DELIVER 80% OF IMPACT ON BRAND EQUITY



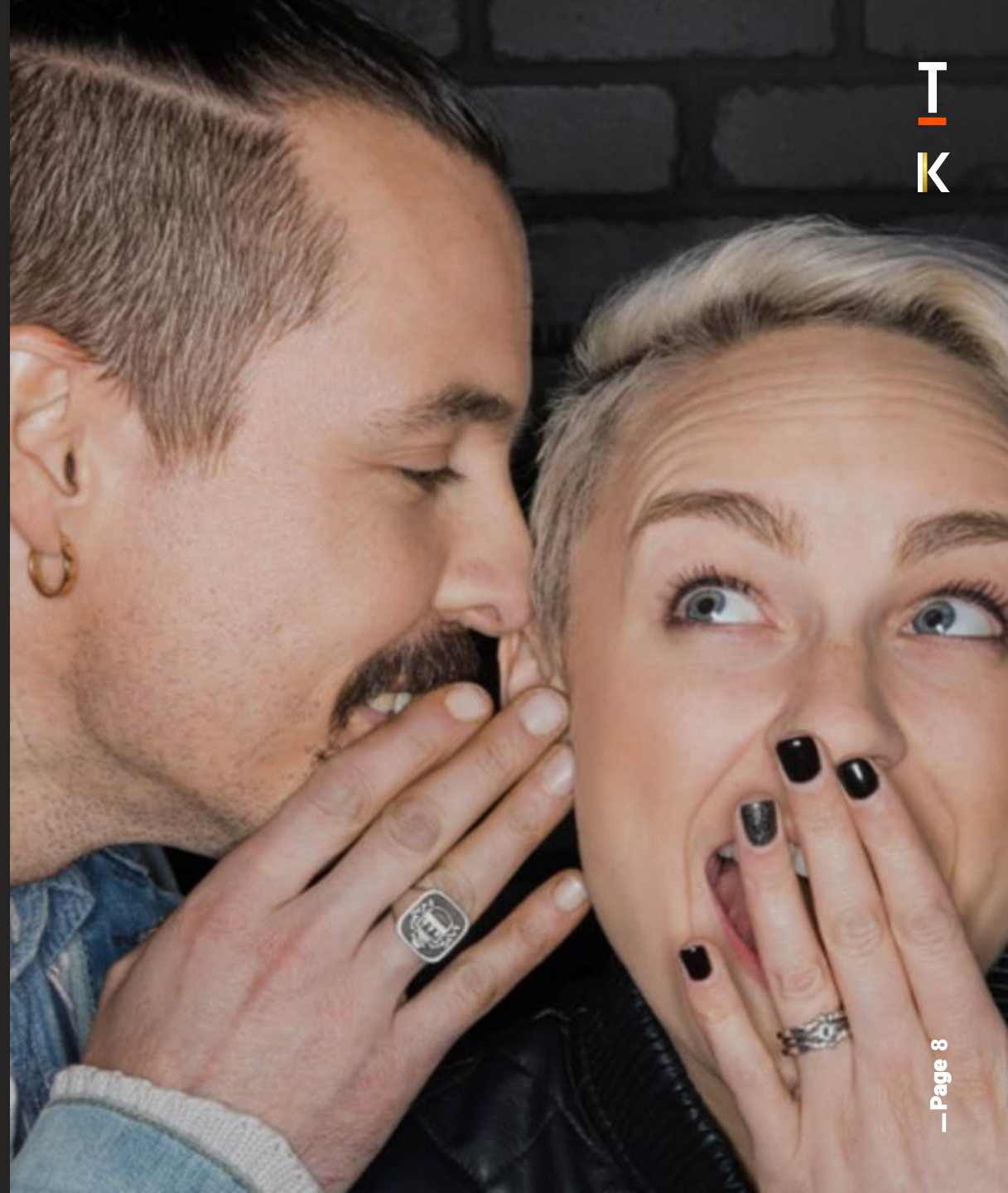


# RECOMMENDATIONS: — N°2 TOUCHPOINT

 **150**  
Quality Index

 **102**  
Reach of Memory Index

- Perceived to be **highly trustworthy**
- Can **drive exceptional impact** if experienced
- Are **influential across the entire journey**: from defining the consideration set to purchase







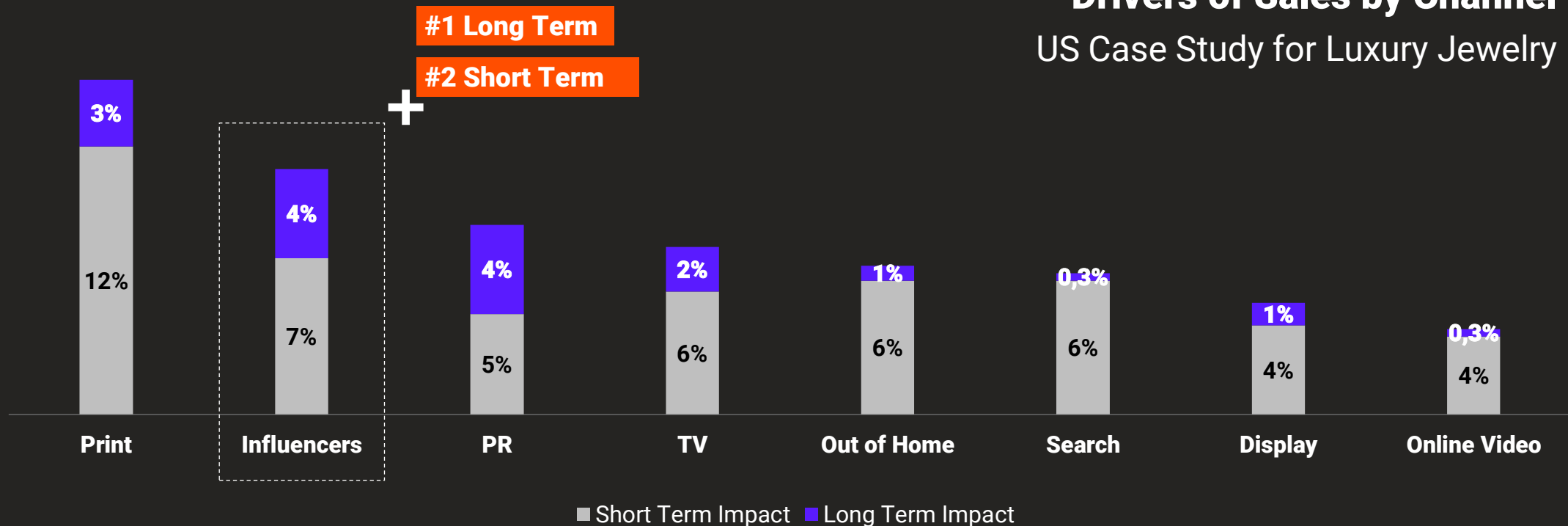
**58% of millennials say influencers inspire them to try new experiences or products.**

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**Kantar AdReaction, 2018**

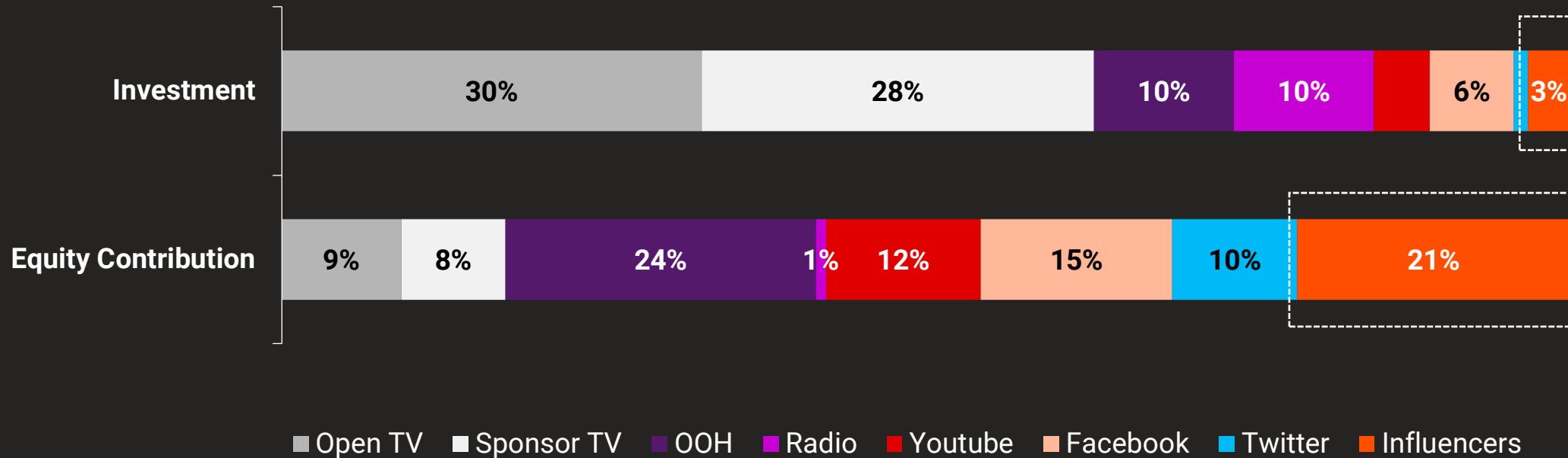
# INFLUENCERS CAN PAY OFF — SHORT & LONG TERM

**Drivers of Sales by Channel**  
US Case Study for Luxury Jewelry



# AND, CAN BUILD THE MOST — PROFITABLE BRAND EQUITY

**Share of Equity Contribution**  
South America Case Study for Beers



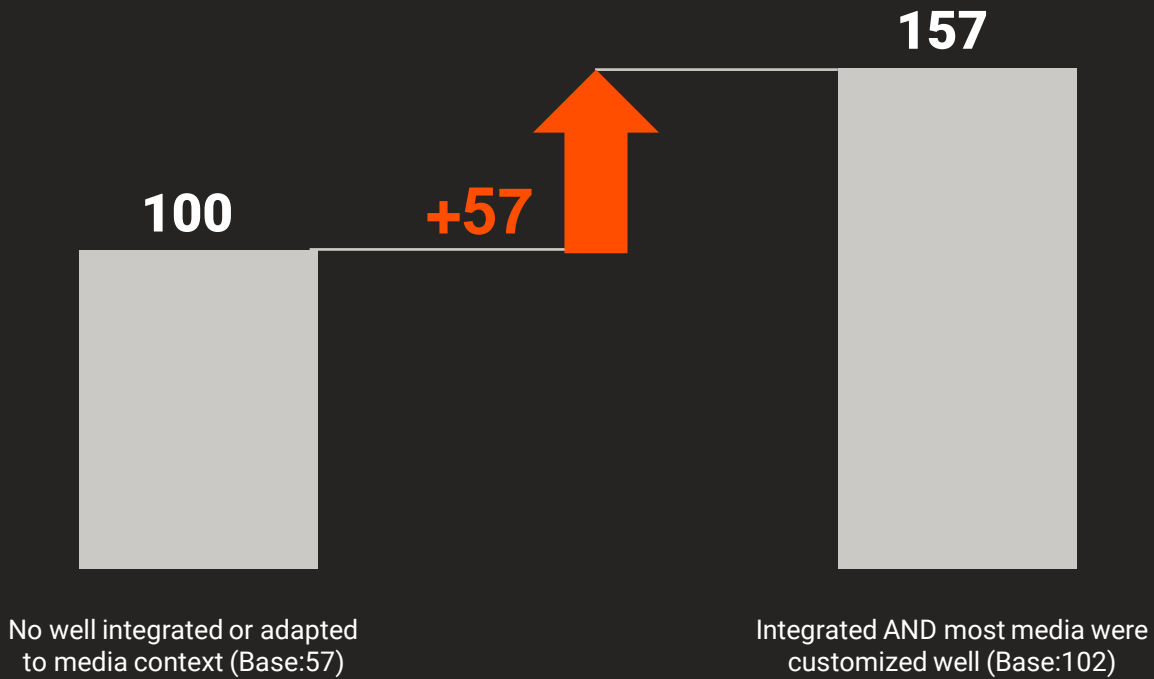




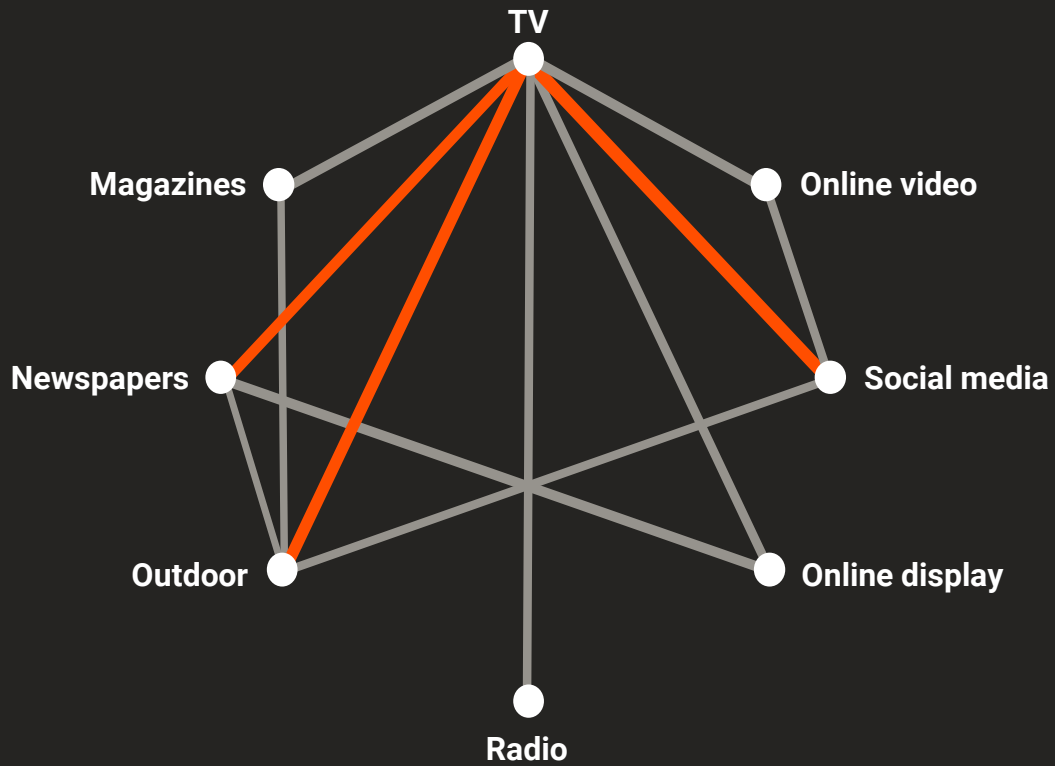
**— SO WHY ARE  
#INFLUENCERS NOT  
BETTER INTEGRATED?**



# 57% HIGHER — CONTRIBUTION TO BRAND EXPOSURE



# 29% OF CAMPAIGN PERFORMANCE COME FROM SYNERGY EFFECTS





**» Only if the triad of targeting, media, and creation works in harmony, do brands maximize their ROI.«**

**Insights by Kantar**



A woman with long dark hair, wearing a grey knit beanie and a patterned sweater, is looking down. The background is a plain, light grey color.

— CASE STUDY  
#C&A: A BRAND THAT  
WORKS HARMONY



# CAMPAIGN — STYLE COACH

- **Objective:** build awareness for seasonals with the concept “more than a piece of cloth”.
- **2 german Macro Influencers** activated as models & content creators to promote 2 new collections.
- **Cross-media campaign with Brigitte :**
  - Video shooting with Influencers
  - Posts & Stories on Instagram
  - Print Advertorial in BRIGITTE Magazine
  - Digital Content Special on brigitte.de

#ca\_fashion #wearthechange



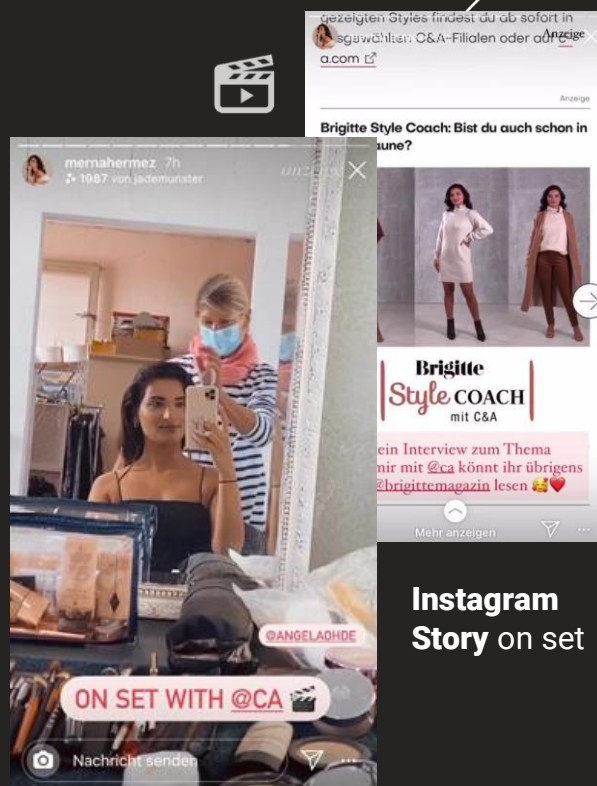
@mernaermez  
139k followers

# KEY MILESTONES

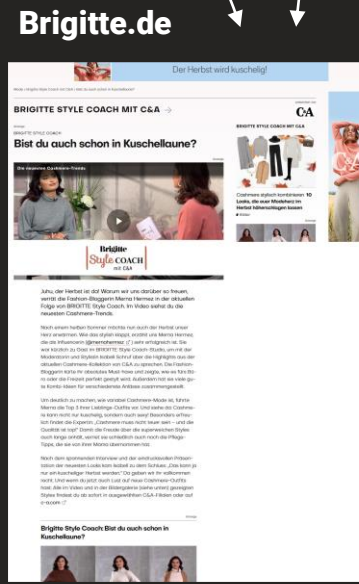
Timing : September-December 2020  
AUTUMN EXAMPLE



BRIGITTE Magazine



Instagram Story on set



Content Special with Video-Interview & Styling tips of influencer's favorite looks



Influencer content on Instagram incl. Swipe Up to Content Special



Native Advertorial with Styling tips & Influencer Statement

Video Shooting with influencer & BRIGITTE Styling expert



# CAMPAIGN — BABY & KIDS

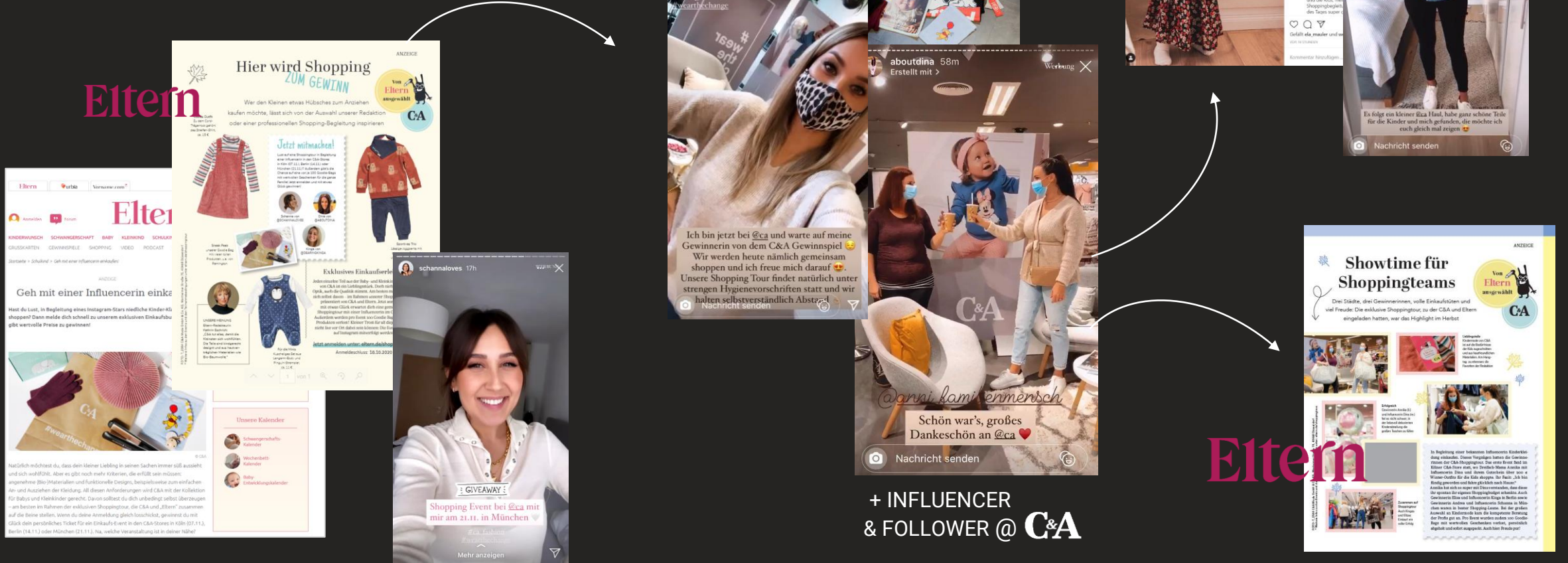
- **Objective:** build awareness and engagement about the new C&A baby & kids collection.
- C&A and ELTERN raffle **3 shopping experiences in Germany** with 3 macro mom influencers.
- **Cross-media campaign with Eltern:**
  - Raffle to be part in 1 of 3 Shopping Events
  - Raffle for Goodie bags
  - Post & Stories on Instagram
  - Pre- & Post article in Print Magazine & website
  - Shopping Events at C&A store in Germany

#ca\_fashion #wearthechange



# KEY MILESTONES

Timing : September-December 2020



Announcement for raffle in ELTERN Magazine & on Instagram through Influencers

Shopping-Tour with Influencer & Follower at C&A Store + Instagram Story companion

Post of outfits shopped + article in ELTERN & eltern.de



# KEY RESULTS & LEARNINGS

STYLE COACH CAMPAIGN [ON-GOING]



**>650K**  
Online Reach



**> 6,5K**  
Link Clicks



**~9%**  
Engagement Rate

BABY & KIDS CAMPAIGN [ON-GOING]



**>1,5M**  
Online Reach



**> 6K**  
Link Clicks



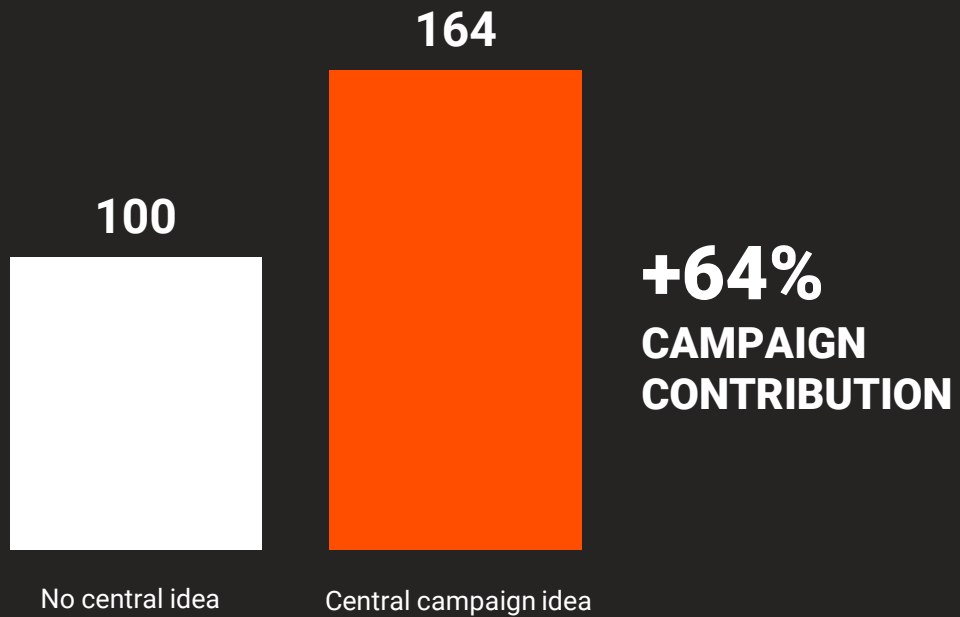
@dearingkinga  
160k followers



A group of people are celebrating at night. They are holding champagne glasses and lit sparklers, smiling and looking at each other. The scene is illuminated by the warm glow of the sparklers and the ambient light of the night.

# — HOW IMPORTANT ARE THOSE CAMPAIGN CONCEPTS & IDEAS?

# IDEAS ACT — LIKE GLUE



Sources: Kantar global CrossMedia database, 2015-2017, (194 studies, 137 identified with a campaign idea vs. 57 without)



A man in a red tank top and green shorts is running on a bridge at sunset. The sky is a mix of orange, pink, and purple. The bridge has a metal railing and concrete pillars. The man is wearing white earbuds and has a focused expression. The overall mood is energetic and inspiring.

**— What Adidas’  
“Original Is Never  
Finished” teaches us**



# 45% SALES GROWTH FOR ADIDAS LIFESTYLE



Launch –  
90 second TV ad



Women –  
30 second Twitter  
video ad

+

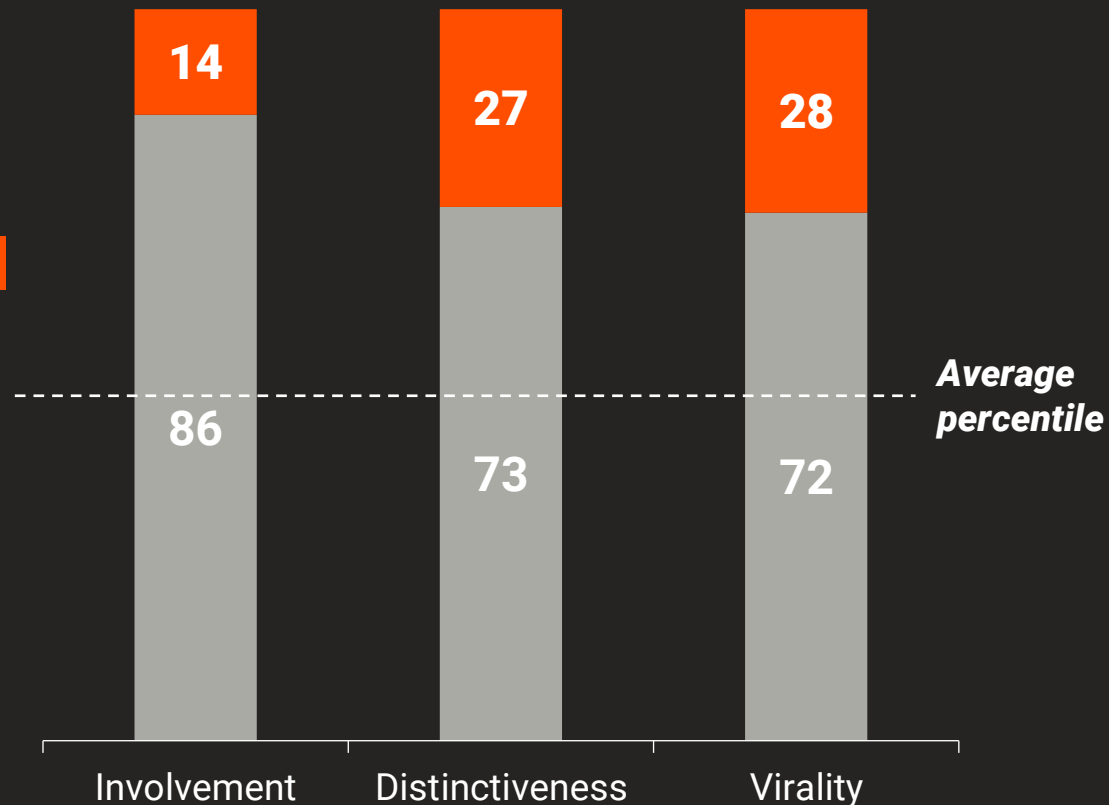
Ranked in TOP14%  
of ads for involvement



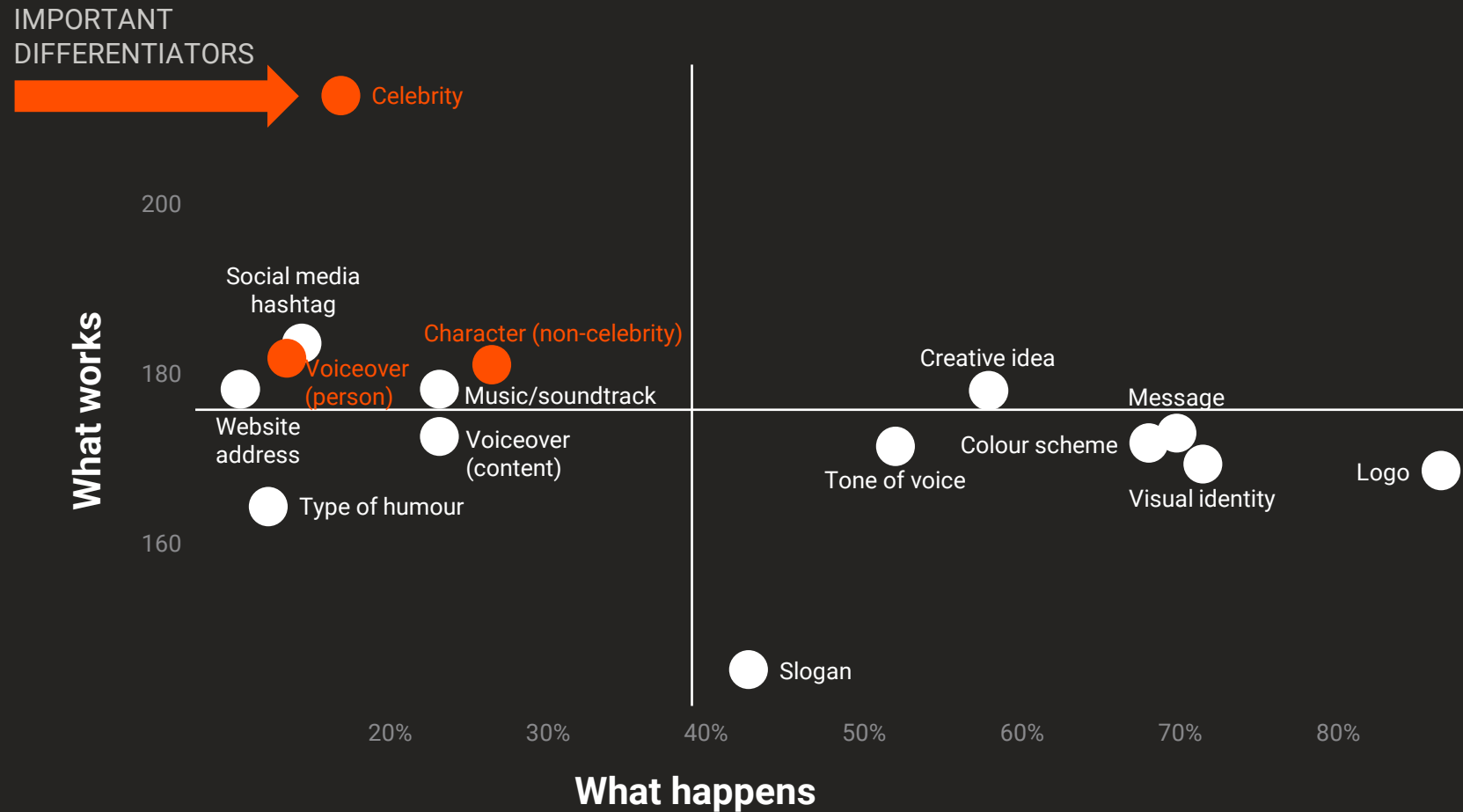
Stormzy –  
15 second Twitter  
video ad



Mirror –  
15 second Twitter  
video ad



# CONSISTENT USE OF CHARACTERS — ALSO BOOST DISTINCTIVENESS



# 4 OPTIONS OF INFLUENCERS\_\_\_\_\_



## \_\_\_\_\_ Nano Influencers

Consumers who love to recommend products and services to their personal offline & online networks.

**Up to 1,000 followers**



## \_\_\_\_\_ Micro Influencers

Content creators who can generate organic or paid online reach among their engaged online communities.

**From 1,000 to 100K followers**



## \_\_\_\_\_ Macro Influencers

Professionals who have a powerful audience on specific or lifestyle topics and produce premium brand content.

**More than 100K followers**



## \_\_\_\_\_ Star Influencers

Celebrities who can associate their image and values with a brand. Depending on how they got famous, online audiences may vary from micro to macro.



# NO MATTER THE AUDIENCE, ENABLE AUTHENTICITY

» ...when working with influencers, brands have to let go and allow influencers control of the narrative to preserve the authenticity of what is being communicated.”

Priyanka Dayal, content marketing manager, Centaur Media PLC

73%

of all influencers want brands to give them more freedom



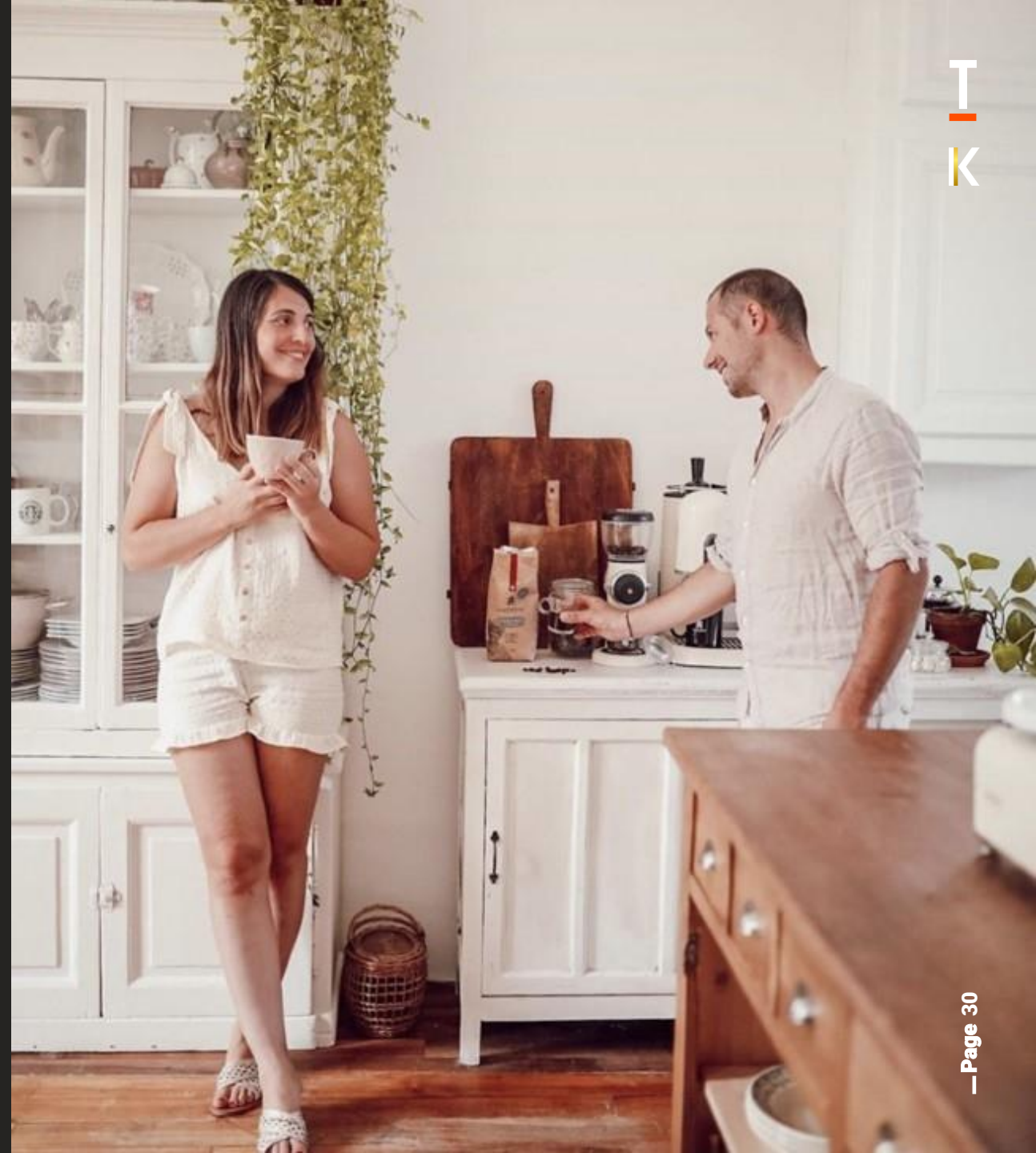


**— CASE STUDY**  
**#CAFEROYAL: A BRAND THAT TRUSTS EXPERTS**

# CONTEXT & OBJECTIVES

- **Support the launch of their new products range in France** (summer 2020) with a strong visibility goal about their engagement towards Honduras.
- **Strategic activation** of influencer marketing to tease about the release of the coffee beans innovation and collect feedback.
- **Followed by** a marketing plan of:
  - activation in store (POS materials in sept.)
  - visibility on brand social media & website

#CaféRoyal #ImpactCaféDurable #BeRoyal





# STRATEGY & MILESTONES

Timing : May-July 2020

Pass on the Café Royal expertise and its engagement to a team of influencers who share the brand's values & interests and own large but engaged communities.

- 1 Recruitment of 6 macro & star profiles
- 2 Premium brand experience at home
- 3 Briefing allowing creativity & consistency
- 4 Customized follow-up & direct dialogue
- 5 Analysis of social performances



# 6 MACRO & STAR INFLUENCERS ACTIVATED ON INSTAGRAM



**@CarolineReceveur**  
3,6M followers



**@HugoPhilip**  
686k followers



**@Eddy\_Papeoo**  
325k followers



**@Rsim Courbe**  
251k followers



**@EllesEnParent**  
213k followers



**@ValentinLucas9**  
203k followers



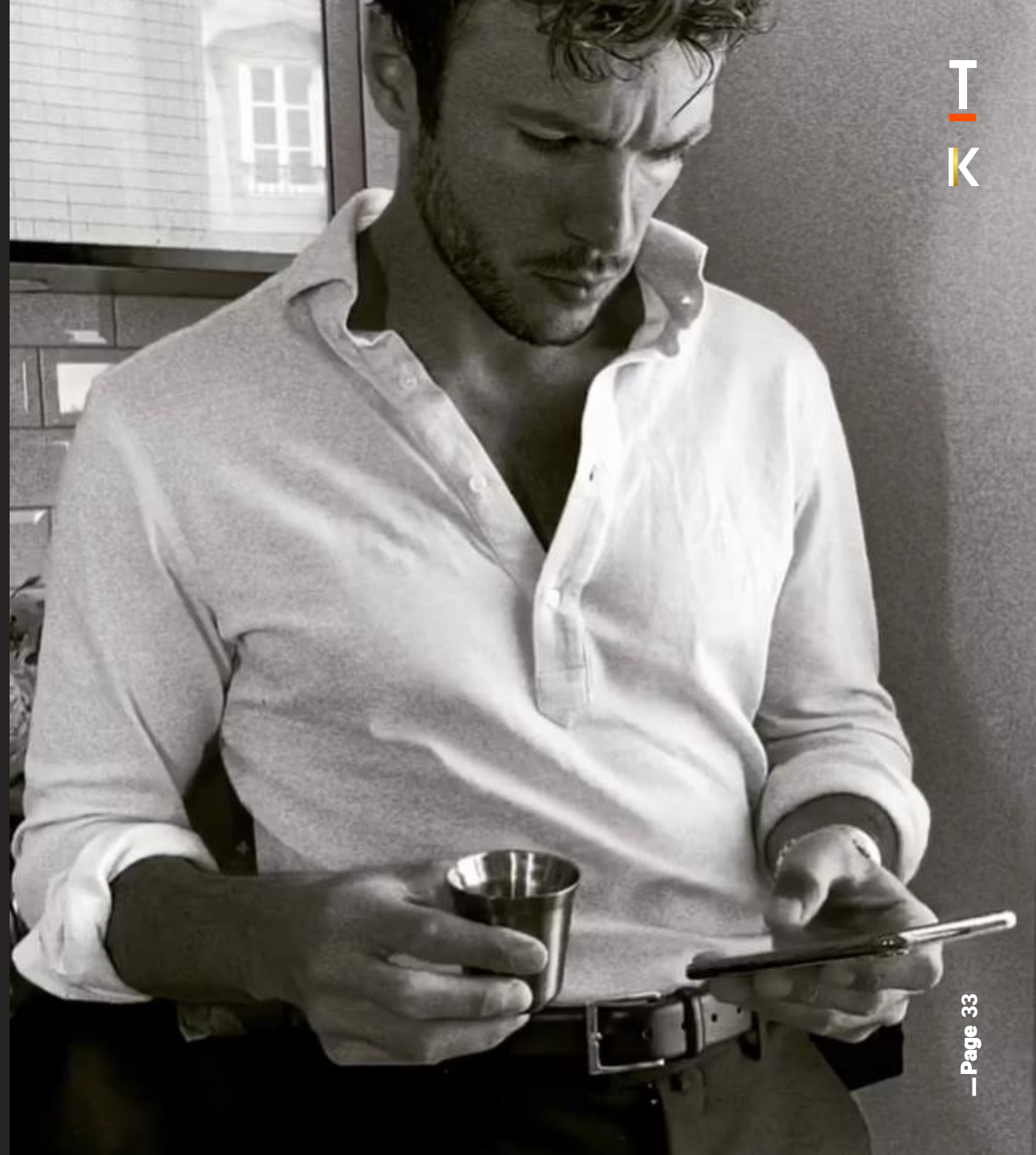
# RESULTS & LEARNINGS

**1.43M** generated impressions online

- **5** posts published on Instagram
- **44** sequences of stories

**13.4%** average engagement

**700+** comments with positive insights about the Café Royal brand





# WHAT TO REMEMBER!



Influence marketing relies on a **strong relationship between communities and influencers**. The latter includes **trust**. This same trust must also, in my opinion, be part of the approach that brands have with influence campaigns. Expressed through the **creative free will** given to influencers.

Success operates as in a non-virtual relationship: with an **affinity choice of people** at the start and a **climate of proximity that grows** over time!

**Aline Veillerette, Marketing Manager  
Café Royal France (Delica AG)**





**— THE BIGGEST  
ARE NOT ALWAYS  
THE BEST**



# THE BIGGEST ARE NOT — ALWAYS THE BEST

## Impact of branded videos with well-known Youtubers Russian Case Study for Beverage

	Ad n°1	Ad n°2
Views	1,500,000	26,000,000
Involvement	6.0 (mean score)	6.0 (mean score)
Key image 1	+15	+8
Key image 2	+13	0
Brand focus	2.6 (mean score)	2.3 (mean score)



# ADAPT YOUR COLLABORATIONS — TO YOUR BRAND OBJECTIVES

## ENGAGEMENT



## REACH

Brand Awareness

Brand Image & Preference

Market Penetration & Shares

Product Sales (Off & Online)

Customer Loyalty

...







**— CASE STUDY**  
**#MUTTI: A BRAND**  
**THAT RELIES ON**  
**NANO & MICRO**



# CONTEXT & OBJECTIVES

**Support the Mutti launch in Italy:** a new tomato pesto, 3 tasty products with 45% less fat than the average.

- Increase the brand & product awareness
- Educate the target group about the benefits
- Generate tasting-based recommendations
- Produce creative content on social media



# STRATEGY & MILESTONES

Timing : September - October 2020

Activate a team of **complementary profiles**: nano & micro influencers who are food lovers, enjoying sport and caring about their health. All were already consumers of pesto.

- 1 Define the target with Mutti
- 2 Select **3,000 nano** and **5 micro** influencers
- 3 Organize product tastings with friends & family
- 4 Communicate with influencers through blog posts, newsletters and social media
- 5 Measure & analyse the results





# RESULTS & LEARNINGS

**5,739** Content published (UGC)  
(+79% vs. objective)

**+7.5M** Contacts on social media  
(x9 vs. objective)

**799,186** Unique contacts offline  
(+57% vs. objective)





A photograph of a woman and a young girl sitting together, smiling and looking at each other. The woman is on the left, and the girl is on the right. They are both wearing white tank tops. The background is a light-colored wall with a wooden table and chairs visible in the lower left corner.

**— INTEGRATE  
THEM INTO EACH  
BRAND HIGHLIGHT:  
#BEIERSDORF CASE**

# DEVELOP A — YEARLY PLAN

Work on the seasonality of your products and your different targets with a series of offline & online activations. For example in Hungary, teams of nano & micro influencers activated to achieve the various objectives of Eucerin and NIVEA.

- |   |                         |   |                        |
|---|-------------------------|---|------------------------|
| 1 | Eucerin AtopiControl    | 6 | Nivea Hairmilk Shine   |
| 2 | Eucerin Aquaphor        | 7 | NIVEA Urban Skin Detox |
| 3 | Eucerin Anti-Pigment    | 8 | NIVEA masks            |
| 4 | Eucerin Hyaluron-Filler | 9 | ...                    |
| 5 | Eucerin DermoPure       |   |                        |





# RESULTS & LEARNINGS

**11** influencer marketing campaigns

**4,000+** nano & micro influencers activated

**10K+** authentic content (social posts & reviews)

**4.5 Mio+** contacts exposed online

**500K+** unique contacts reached offline







— OUR 3 #TIPS  
FOR YOUR 2021  
STRATEGY



# 1. GIVE EACH CHANNEL A CLEAR ROLE IN YOUR MEDIA MIX \_\_\_\_\_



Be clear about the objectives to be expected from influencer marketing and consider it as a trusted third party more than a channel. (...) think of it as a long-term human relationship.

**Aline Veillerette, Marketing Manager**  
Café Royal France (Delica AG)

#HumanizeMarketing



# 2. CREATE MEDIA SYNERGIES WITH A CENTRAL IDEA \_\_\_\_\_

EXAMPLES OF NANO, MICRO, MACRO, STARS INTEGRATIONS

**Influence  
as teaser**



**Influence  
as supporter**



**Influence  
as reminder**





### 3. MEASURE WHAT MATTERS LIKE YOUR EFFECTIVENESS \_\_\_\_\_



Brands and organizations must consider the impact of an integrated, connected view across all channels and forms and overcome internal silos to harness their communications and digital skills.

Anna Salter, Kantar  
2021 Media Trends & Predictions



# — Thank You! Any Questions?

**TERRITORY** — **INFLUENCE**

Write to Delphine or Josh:  
[hello-influence@territory.group](mailto:hello-influence@territory.group)

**KANTAR**

Write to Claudia Gelbe:  
[Claudia.Gelbe@kantarc.com](mailto:Claudia.Gelbe@kantarc.com)