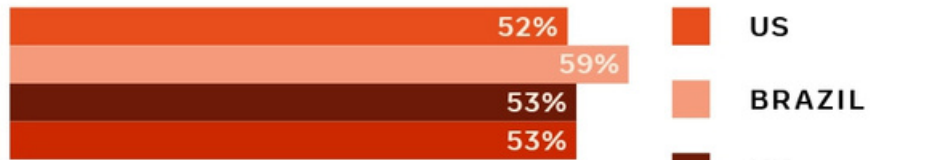


**How CPG brands can
leverage influencer
marketing to drive results**

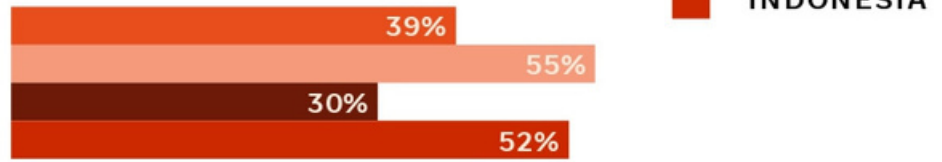
ONE07 MEDIA

USEFUL CONTENT FROM CREATORS RESONATES WITH AUDIENCES

Food consumers aged 18-34 that say they follow creators primarily to gain tips and learn via tutorials^{7,8}



Make-up consumers aged 18-34 that say they follow make-up-related creators and celebrities on social media primarily to learn how to best use or apply products^{5,6}



CONSUMERS WANT COMMERCIAL CONTENT TO BE TRANSPARENT

52% of global consumers say they would want to try a brand after seeing content with clear commercial intent²

COMPARED TO

31% of global consumers say they would try a brand after seeing content without clear commercial intent²

What it means for marketers

Build partnerships with the right creators

When CPG brands strategically partner with creators who have authentic voices, they are more likely to achieve their desired business objectives across the customer journey. Take a look at Facebook's Brand Collabs Manager solution to find the right creator.

Be helpful, upfront and relatable

Influencer marketing success is often driven by content that is both useful to consumers and transparent about its intent. Also, bear in mind that audiences tend to respond strongly to creators who share their values and interests.

Drive results with high-quality content

Social media platforms are where people turn for creator content; engage audiences with high-quality campaigns that are mobile-first and meet the brand's needs, but also empower the creator to use their voice and authenticity that their audience has come to love.

Sources:

- 1 For the purpose of this infographic, we define creators as holistic spectrum of influencers, key opinion leaders, tastemakers and spokespeople.
- 2 Facebook IQ source: "Branded Content Research" by Kantar (Facebook-commissioned online study of 15,003 people aged 18+ across US, GB, DE, KR, BR), Oct-Dec 2019.
- 3 "Instagram Branded Content Ads Brand Lift Testing" controlled multi-cell lift studies (Instagram only, US, Europe, Japan, n = 8 studies) Aug-Oct 2019.
- 4 81% confidence
- 5 Facebook IQ source: "Beauty Consumer Journey Study" by Accenture (Facebook-commissioned online study of 580 US consumers, 523 UK consumers, 638 Brazil consumers, 631 Indonesia consumers, aged 18+), June to July 2018. Data on make-up shoppers is based on females who purchased make-up products in the last three months.
- 6 Among respondents who follow creators or celebrities

- 7 Facebook IQ source: "CPG Consumer Study" by Accenture (Facebook-commissioned survey of 2,280 US consumers, 1,666 UK consumers, 1,613 Brazil consumers, 1,709 Indonesia consumers, aged 18+), November 2018. This article refers to people who have purchased a food product in the past three months.
- 8 Among respondents who follow creators or celebrities who have posted about food on social media
- 9 Facebook IQ source: "Carbonated Beverages Consumer Journey Survey" by Kantar Profiles (Facebook-commissioned online survey of 517 US respondents, 666 UK respondents, 539 Brazil respondents, 531 Indonesia respondents, aged 18+) 2019.
- 10 Among those who find social media helpful while discovering drinks

How CPG brands can leverage influencer marketing to drive results



Understand how creators¹ – what we define as the holistic spectrum of influencers, key opinion leaders, tastemakers and spokespeople – drive consideration and purchases in the beauty, drink and food categories globally, and learn why developing high-quality experiences is more important than ever.

BRANDS HAVE GOOD REASON TO BE EMBRACING CREATOR CONTENT

2x

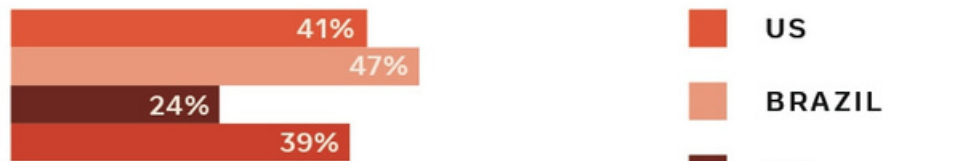
global consumers prefer influencer ads to traditional ads²



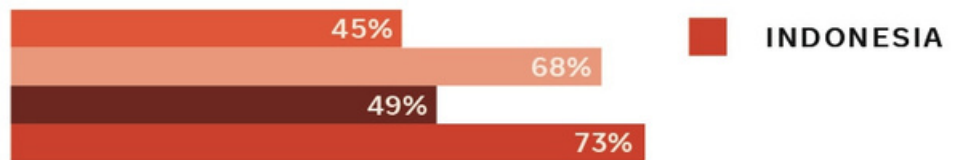
Instagram influencer ads from the creator's handle outperform standard ads in driving brand favourability^{3,4}

CREATOR CONTENT DRIVES CONSUMER CONSIDERATION AND PURCHASES

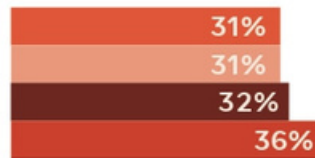
Make-up consumers aged 18-34 that say the primary reason why they follow influencers is to discover new products^{5,6}



Food consumers aged 18-34 that say they have made a purchase after seeing a creator or celebrity consume or prepare a food product on social media^{7,8}



Fizzy drink consumers aged 18-34 that say content from creators and celebrities is helpful in discovering new products^{9,10}



AUDIENCES VALUE CREATORS WHO ARE RELEVANT AND RELATABLE



of global consumers would purchase, try or recommend a product if the creator content is relevant²



of global consumers would be likely to try a product or service being featured if they feel that the creator shares their values and interests²



of global Instagram users say trustworthiness and authenticity make an account or post enjoyable²