

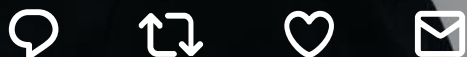


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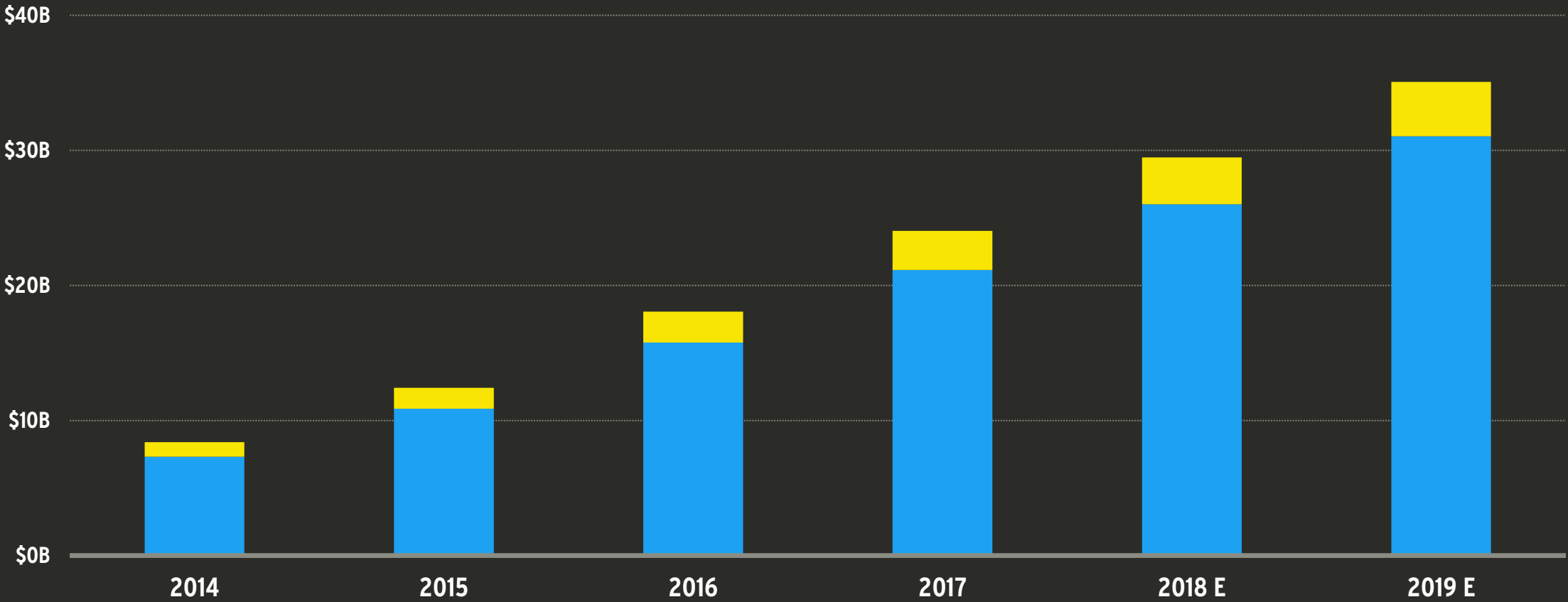
THE AGE OF CREATOR

PROMOTING IN A SOCIAL ENVIRONMENT



SOCIAL SPENDING BUDGETS ARE ON THE RISE

US + UK SOCIAL NETWORK AD SPENDING (\$ BILLIONS)



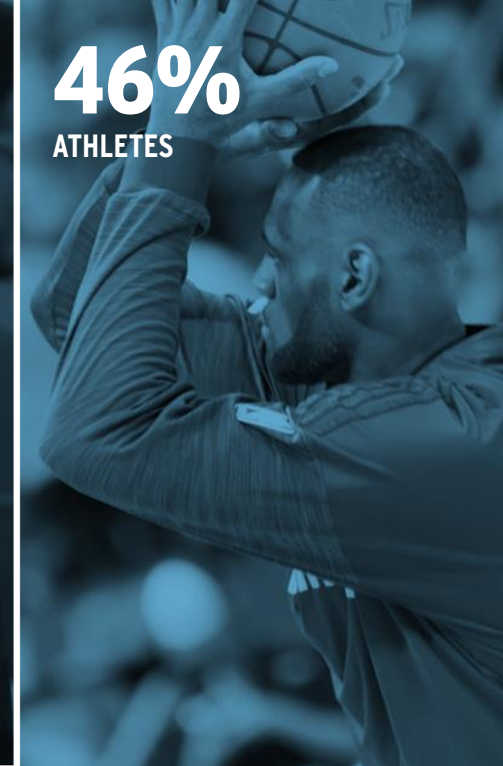
WE ALREADY KNOW THAT INFLUENCERS MAKE A BIG SPLASH

% OF THOSE WHO FOLLOW
INFLUENCERS ON TWITTER

57%
ACTOR/ACTRESSES



46%
ATHLETES



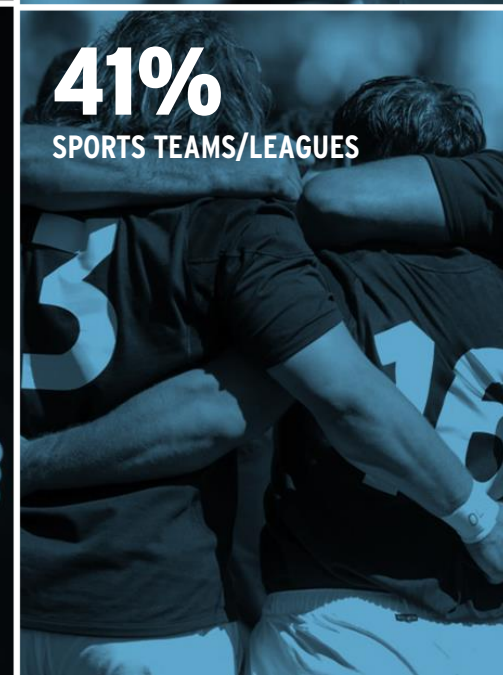
45%
MEDIA/NEWS



50%
MUSICIANS



41%
SPORTS TEAMS/LEAGUES



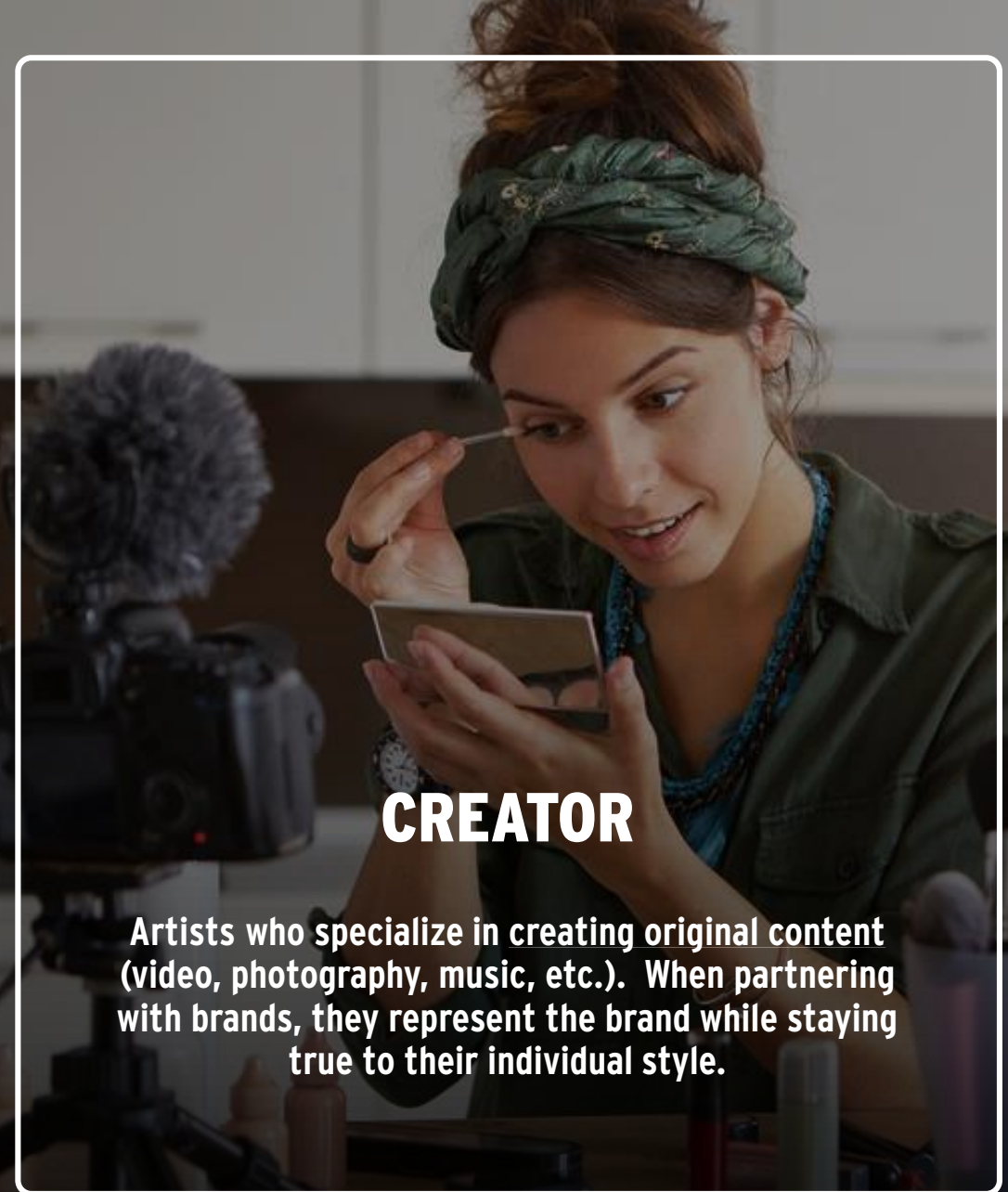
38%
COMPANIES/BRANDS





INFLUENCER

A person or group that has the ability to influence the behavior or opinions of others, including traditional celebrities, social media personalities, athletes, musicians, artists, etc.



CREATOR

Artists who specialize in creating original content (video, photography, music, etc.). When partnering with brands, they represent the brand while staying true to their individual style.



WHERE DO CREATORS FIT IN?



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A close-up shot of a person's hands holding a small, clear jar filled with a thick, white cream. The person is wearing a white smartwatch on their left wrist. In the background, a laptop keyboard and some papers are visible on a desk.

1

OUR GOALS

EXPLORE CREATOR POSTS IN THE WILD

What do brands gain by working with Creators?
How can Creators optimize their social media posts?

A woman with brown hair tied back, wearing a red patterned shirt and large colorful hoop earrings, is holding a professional black camera with a large lens. She is looking through the viewfinder. The background is slightly blurred, showing what appears to be a kitchen or a similar indoor setting.

2

UNDERSTAND THE CREATOR POV

What should marketers know about
working with Creators?

WE HEARD FROM CREATORS

CREATOR METHODOLOGY

STEP 1
Partnering with Niche, we recruited
Creators in the US and UK (via email)
who create content for brands
n=171



US = 70



UK = 101

STEP 2
Survey to understand the Creator experience
making content and process working with brands

CREATOR JOURNEY

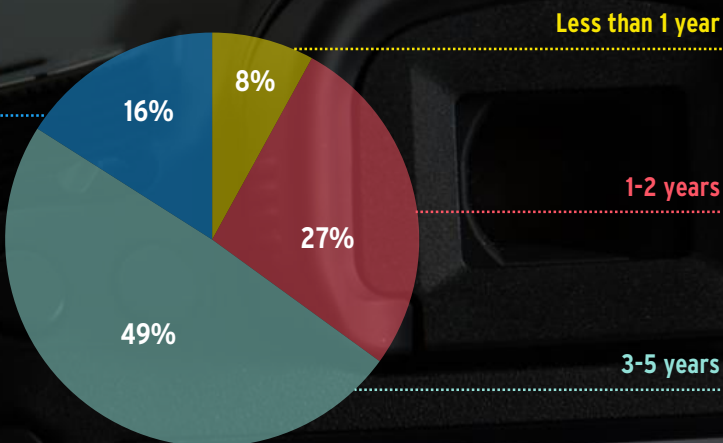
PLATFORM PREFERENCE

FUTURE OUTLOOK

EXPERIENCE WITH BRANDS

CREATOR TENURE

More than 5 years



CREATOR MEDIUM

Video Creation



84%

Photography



45%

Digital Art



18%

Music Creation



12%

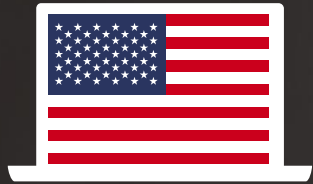
Other



5%

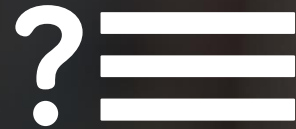
AND WE TESTED WHAT WORKS WITH CONSUMERS

CONSUMER METHODOLOGY



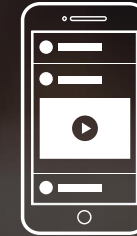
RECRUITED US PARTICIPANTS

Recruited participants in the US from a representative online panel to take a mobile survey n=3,251



DEMOGRAPHIC & MEDIA SURVEY

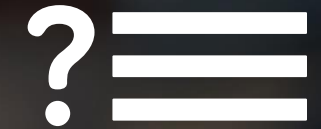
Initial survey with demographic and media consumption questions



MEDIA EXPERIENCE

Participants randomized into a test cell and asked to view their Twitter feed (ad experience determined by their feed)

Personalized Twitter Experience



POST EXPOSURE SURVEY

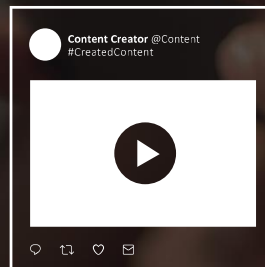
Post exposure survey to measure traditional brand metrics (ad recall, perceptions, etc.) and qualitative feedback

WHAT WAS TESTED



PROMOTED DISPLAY

+



VIDEO ADS

12 BRANDS + 9 INDUSTRY VERTICALS

CPG - Household Supplies

Consumer Electronics

QSR

CPG - Consumables

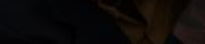
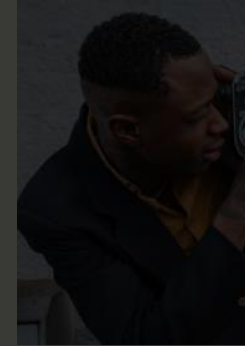
Retail

OTC

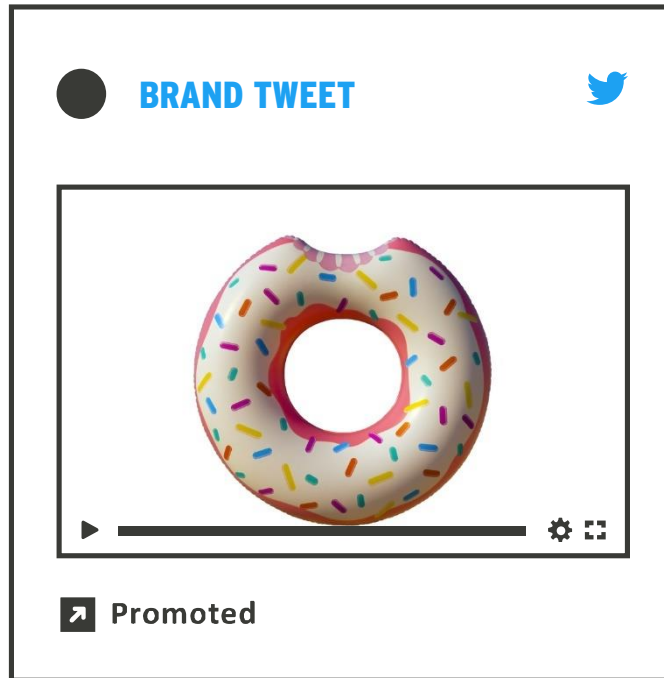
Finance

Retail - No Apparel

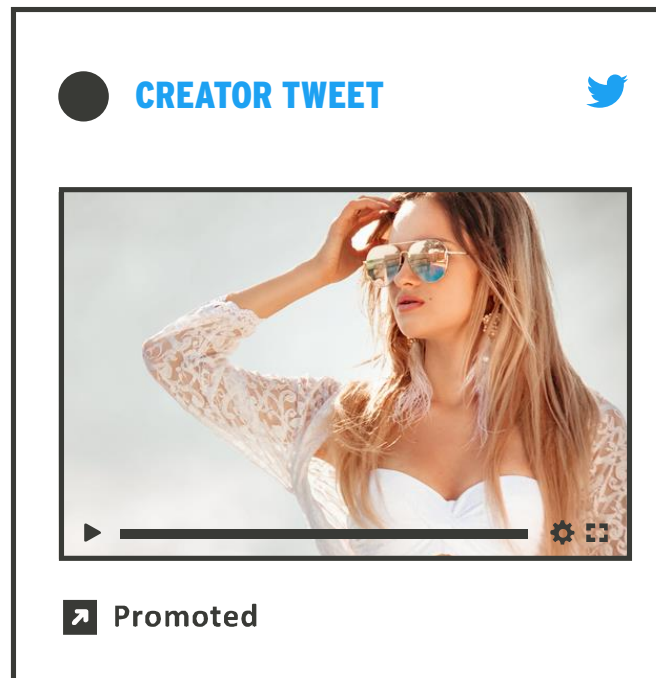
Telecom



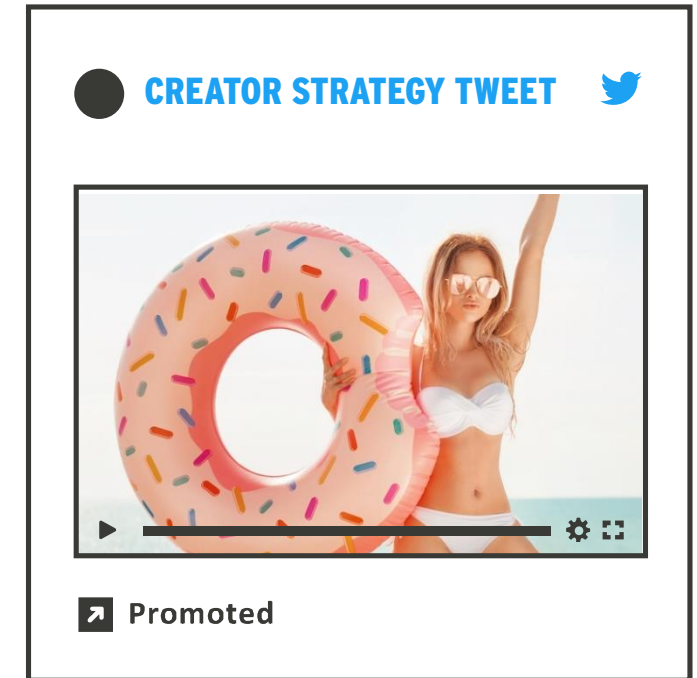
3 TYPES OF PROMOTED VIDEO TWEETS



WHAT: Promoted Tweets Posted By Brands
AD LENGTH: 20 Sec Video Content



WHAT: Promoted Tweets Posted By Creators
LENGTH: 20 Sec Video Content



TYPE OF CREATOR TWEET: Display Ad vs Video Ad

VIDEO AD

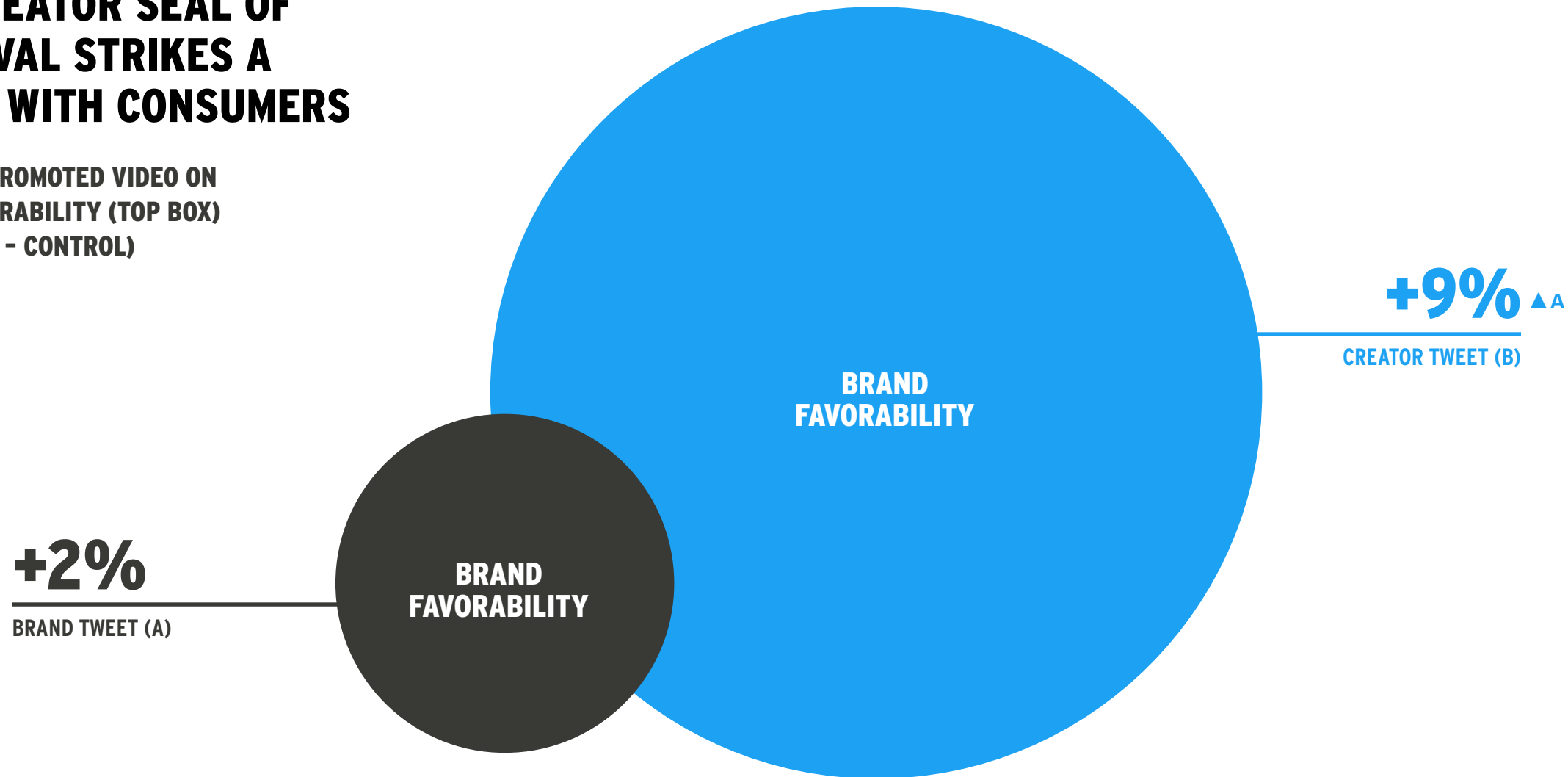
AD LENGTH: 10, 20, or 30 Sec Video Ad

CREATOR PRESENCE: Creator Appears in 1st 3 Sec of Video Ad

BRAND PRESENCE: Brand Appears in 1st 3 Sec of Video Ad

THE CREATOR SEAL OF APPROVAL STRIKES A CHORD WITH CONSUMERS

IMPACT OF PROMOTED VIDEO ON
BRAND FAVORABILITY (TOP BOX)
DELTA (TEST - CONTROL)



Video Ads: Control n= 151, Brand Promoted Tweet n=300, Creator Tweet n=293
▲ = Statistically significant difference between test and control at >= 90% confidence
A/B = Statistically significant difference between deltas at >=90% confidence
Top Box includes only those that Strongly Agree

CREATORS BRING THEIR PASSION AND PERSONAL TOUCH TO THE TABLE

WHAT INSPIRED YOU TO START CREATING CONTENT FOR OTHER PEOPLE'S ENJOYMENT?

"The freedom of being able to work for myself doing something that I love"

"It was a fun way to share my interests with other people and find a community "

"Sharing what I love with others"

"I enjoyed trying out things that I loved and getting people to see they could enjoy it too!"

"I enjoyed bringing my ideas to life and making people laugh"

"I enjoy doing it. I love to be creative. I love the freedom creating my own content makes me feel. I get to express myself the way I want to"

"Just for the pure love of it! :) "

THEY LEVERAGE THEIR PERSONALITY AND HIGH ENTERTAINMENT VALUE TO SPEAK TO THE BRAND

OPINIONS OF PROMOTED VIDEO BY TWEET TYPE
% WHO AGREE AD IS FUNNY

28%
BRAND TWEET (A)

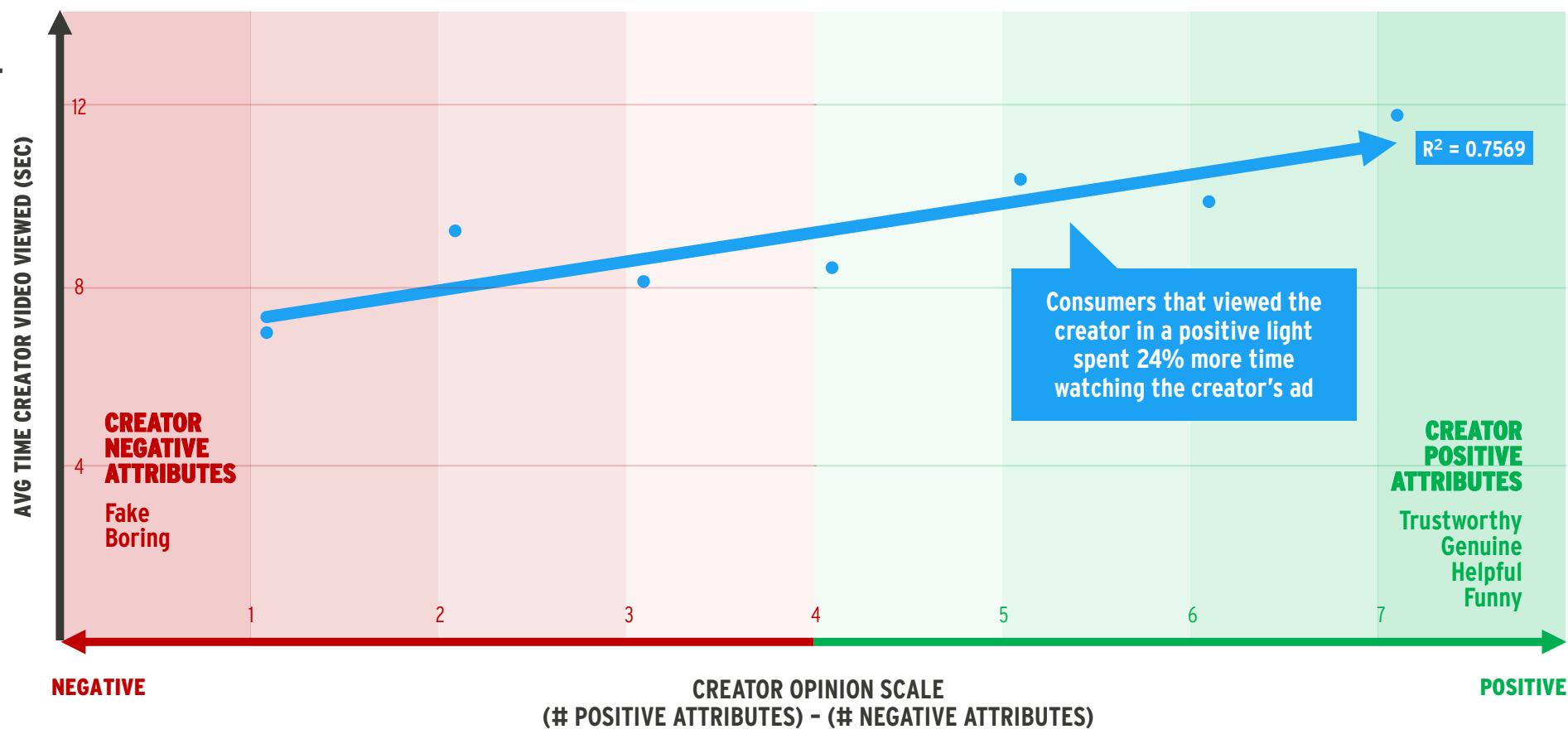


44%^A
CREATOR TWEET (B)



AND THE MORE LIKEABLE A CREATOR, THE MORE TIME SPENT WATCHING

CORRELATION
BETWEEN OPINIONS OF
CREATOR & TIME SPENT
WATCHING VIDEO





THE CONSUMER PERSPECTIVE



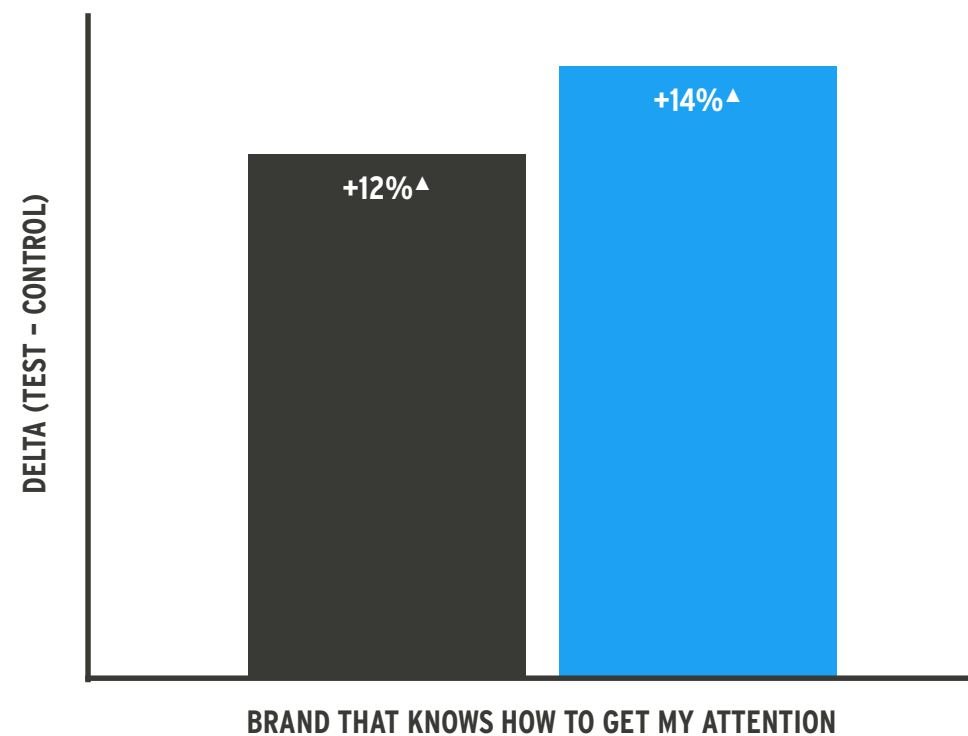
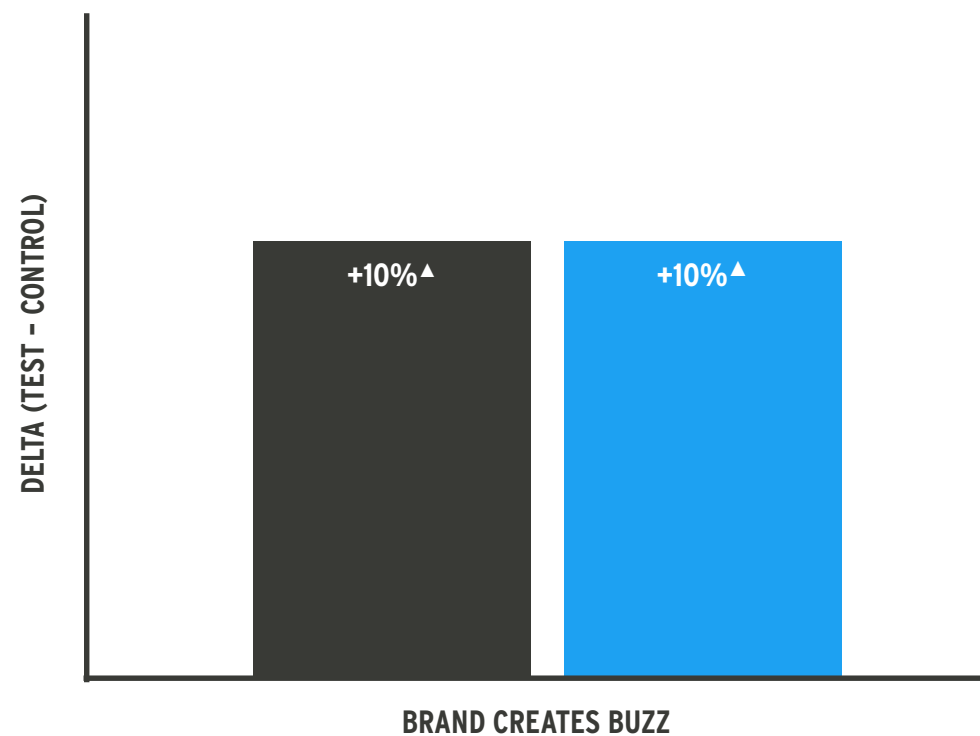
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ALL SOCIAL POSTS DO THEIR JOB - THEY GENERATE BUZZ AND ATTRACT ATTENTION

IMPACT OF PROMOTED VIDEO ON BRAND ATTRIBUTES

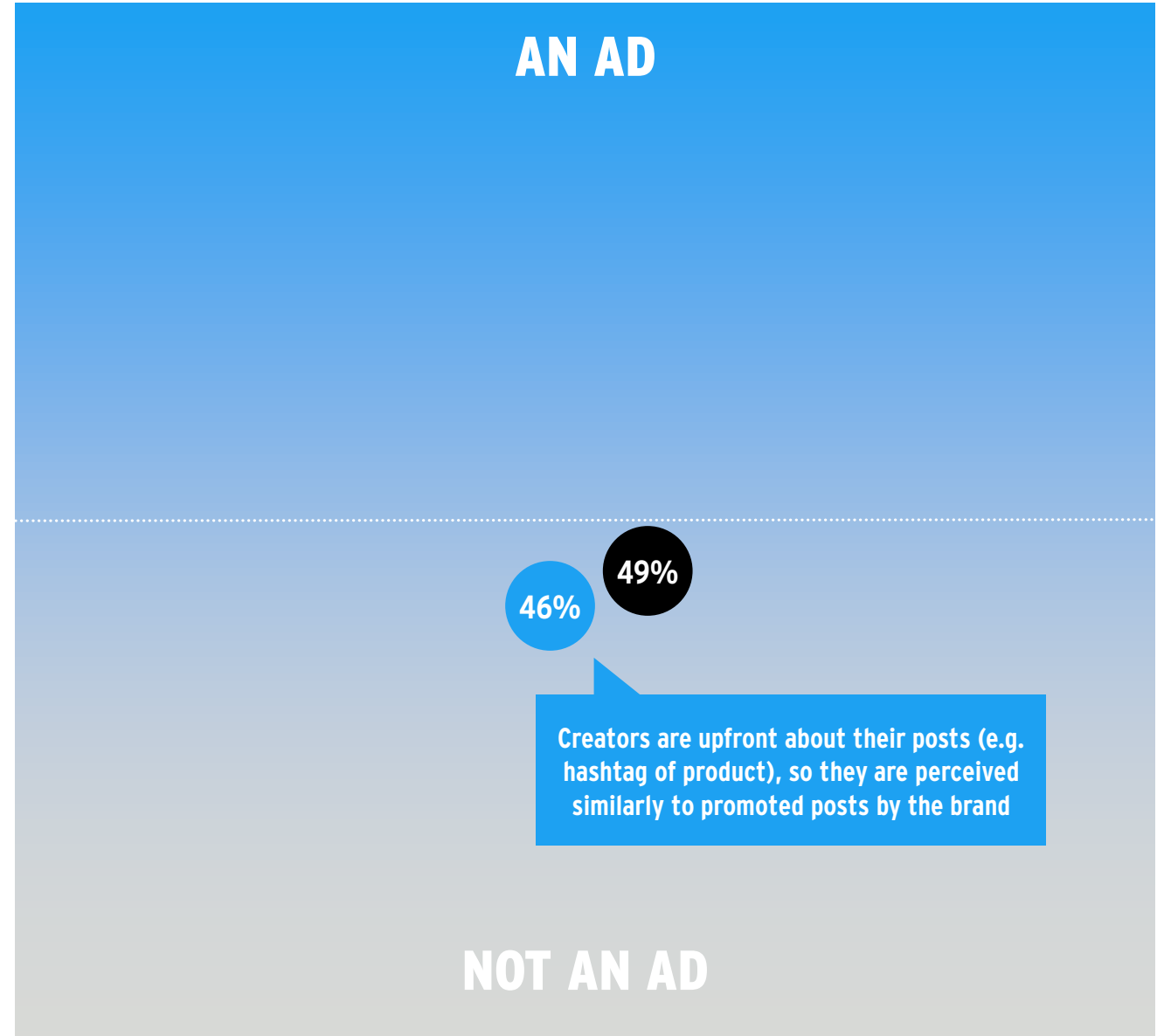
■ BRAND TWEET (A) ■ CREATOR TWEET (B)



CONSUMERS ARE SAVVY - THEY RECOGNIZE CREATOR CONTENT FOR WHAT IT IS

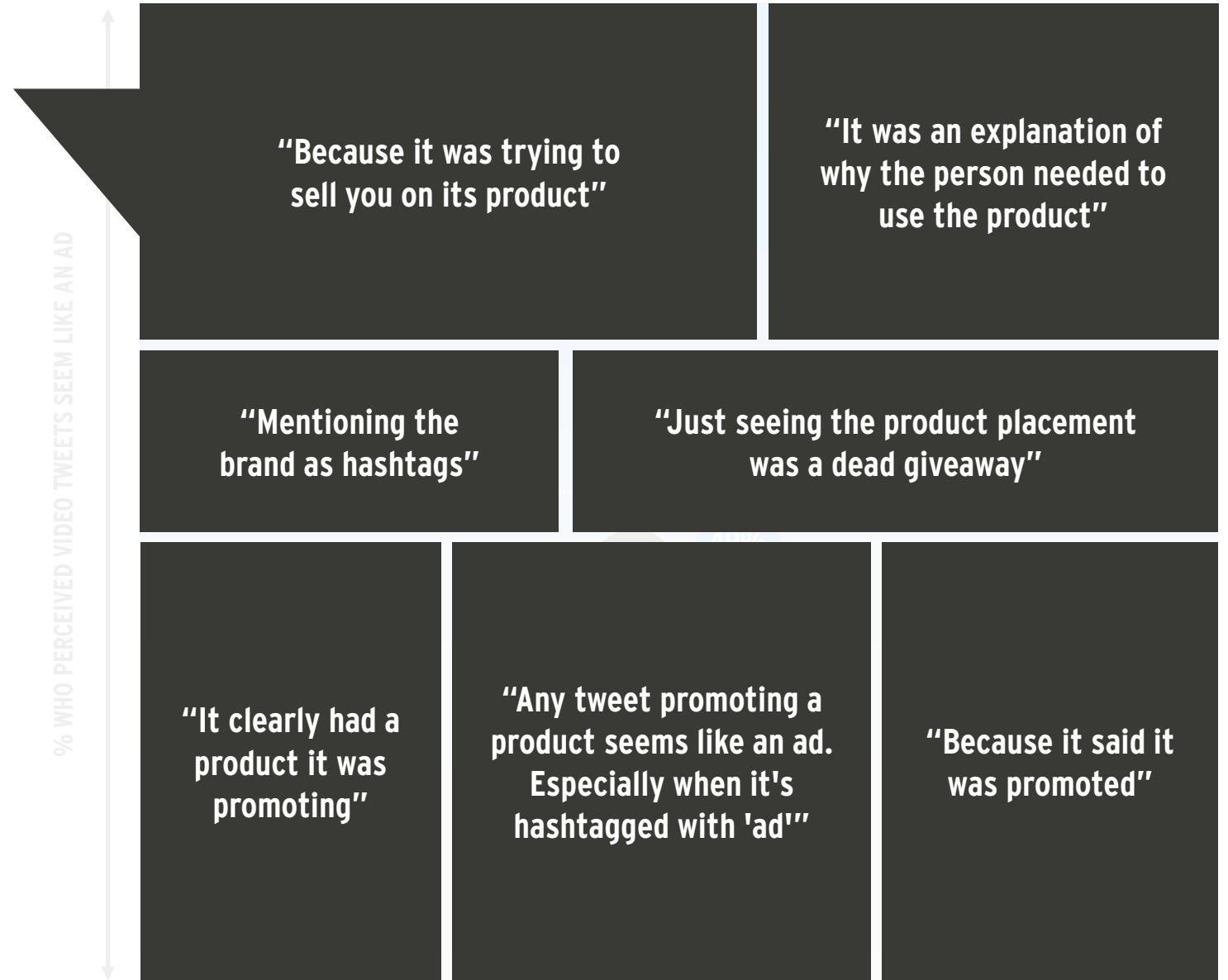
● BRAND TWEET (A) ● CREATOR TWEET (B)

% WHO PERCEIVED VIDEO TWEETS SEEM LIKE AN AD



CREATORS ARE TRANSPARENT AND DO NOT HIDE THE FACT THAT THEY ARE PROMOTING BRANDS

● BRAND TWEET (A) ● CREATOR TWEET (B)



THE PLAYBOOK



THE PATH TO CONTENT CREATION



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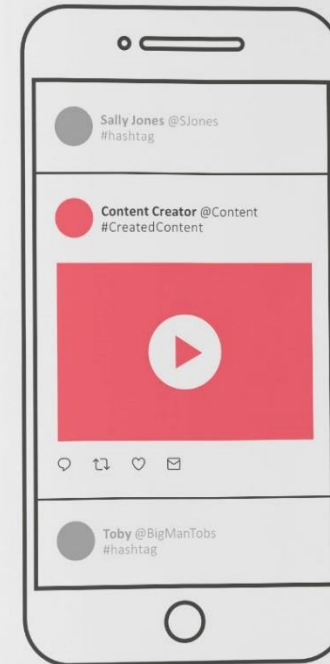
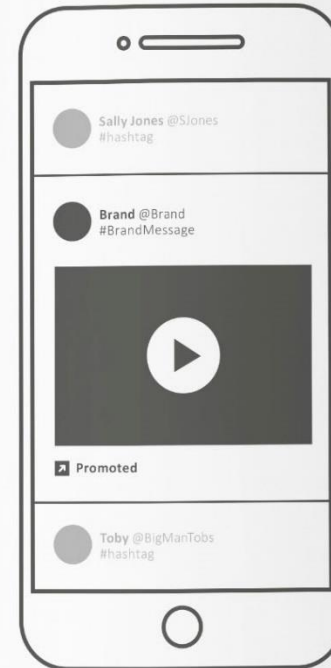
THE PLAYBOOK



THE PATH TO CONTENT CREATION



— BRANDING



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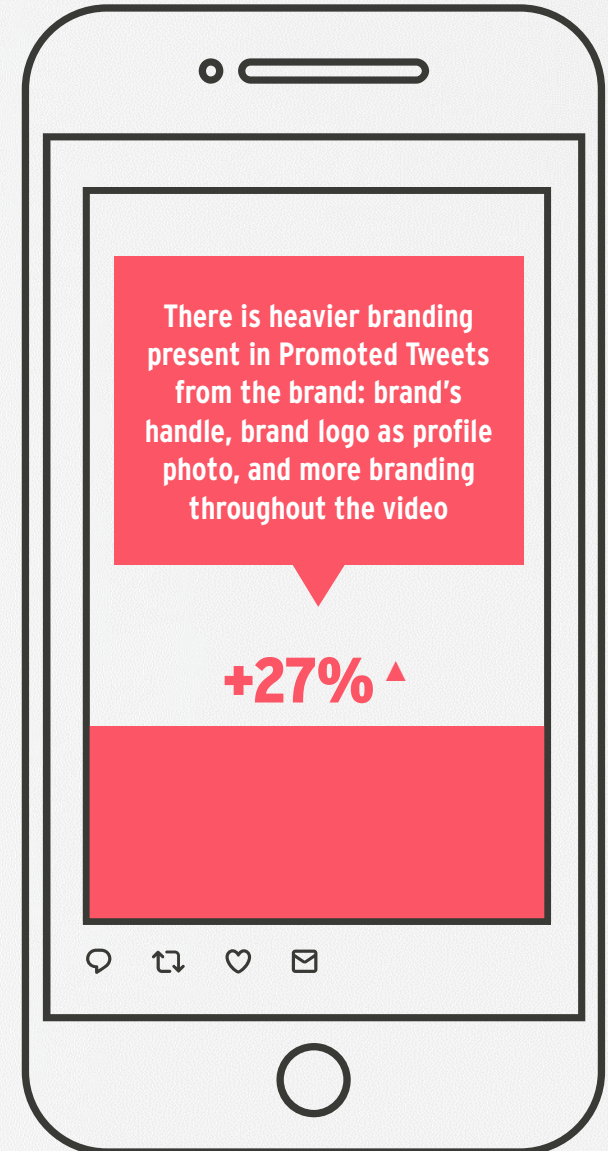
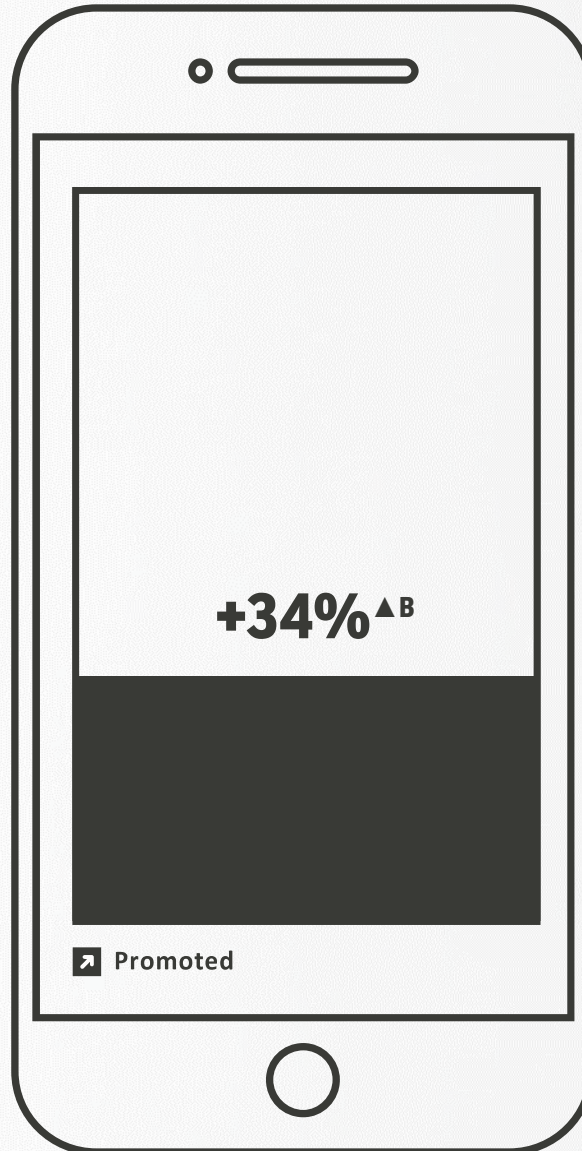
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BRANDING

**NOT SURPRISINGLY,
TWEETS FROM
THE BRAND HAVE
MORE RECOGNITION...**

IMPACT OF PROMOTED VIDEO ON AD RECALL DELTA (TEST - CONTROL)

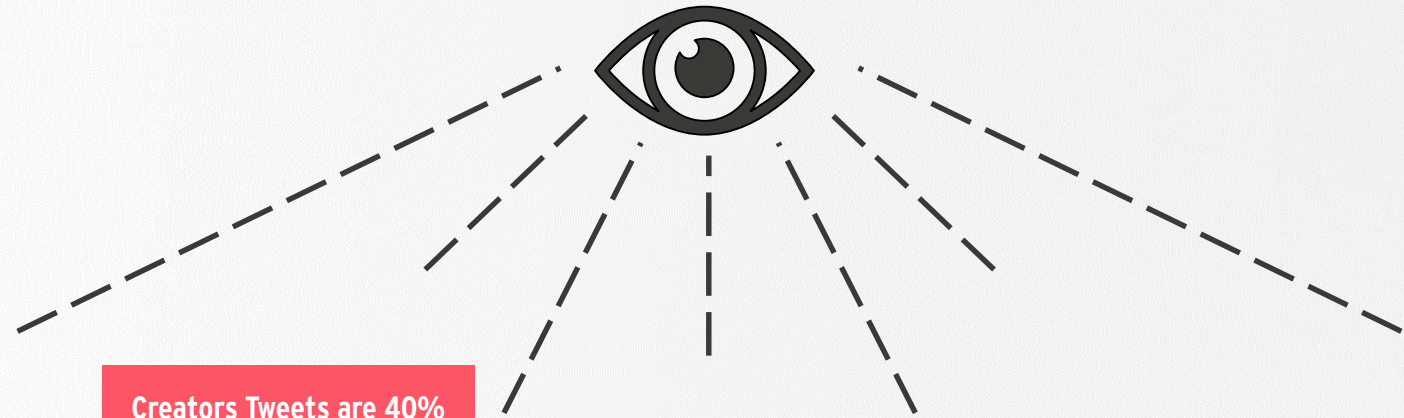
- Brand Tweet (A)
- Creator Tweet (B)



Video Ads: Control n=151, Brand Promoted Tweet n=300, Creator Tweet n=293
▲ = Statistically significant difference between test and control at $\geq 90\%$ confidence
A/B = Statistically significant difference between deltas at $\geq 90\%$ confidence

BRANDING

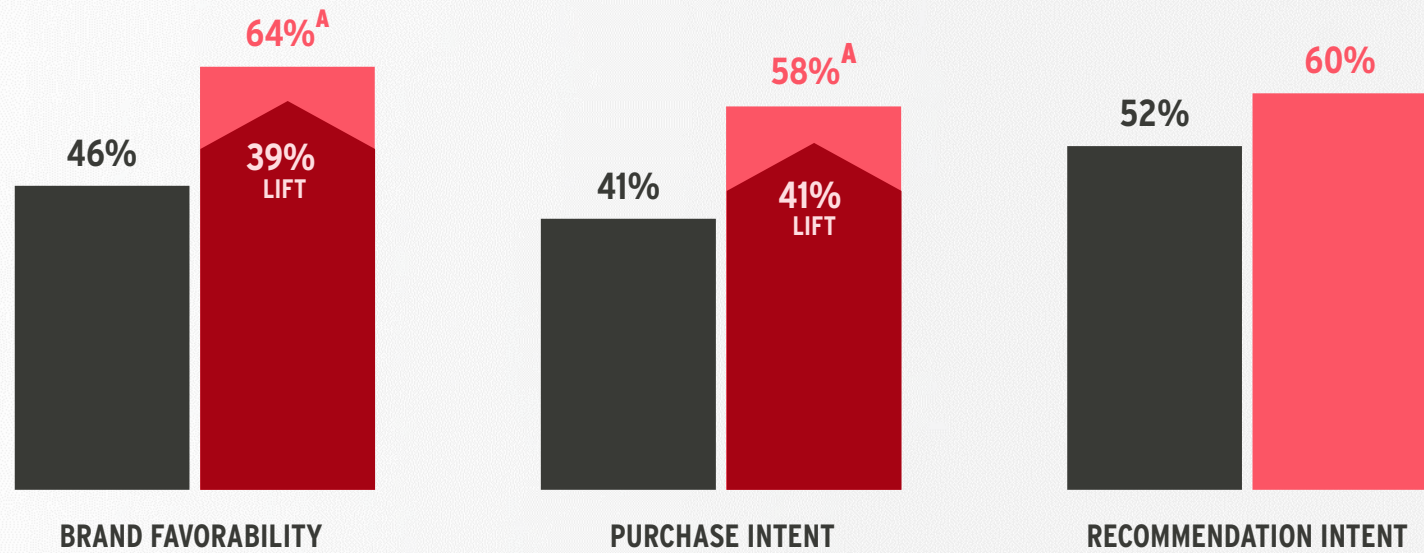
**BUT ONCE
CONSUMERS NOTICE
THE BRAND, THE
CREATOR ADVANTAGE
IS IN FULL SWING**



Creators Tweets are 40% more likely to have high brand favorability

**IMPACT OF PROMOTED VIDEO ON
BRAND METRICS AMONG THOSE
THAT **RECALLED THE AD**
% WHO AGREE (TOP BOX)**

- Brand Tweet (A)
- Creator Tweet (B)



Video Ads (among recalled): Brand Promoted Tweet n=123, Creator Tweet n=99
A/B = Statistically significant difference between test groups at >=90% confidence
Top Box includes only those that Strongly Agree

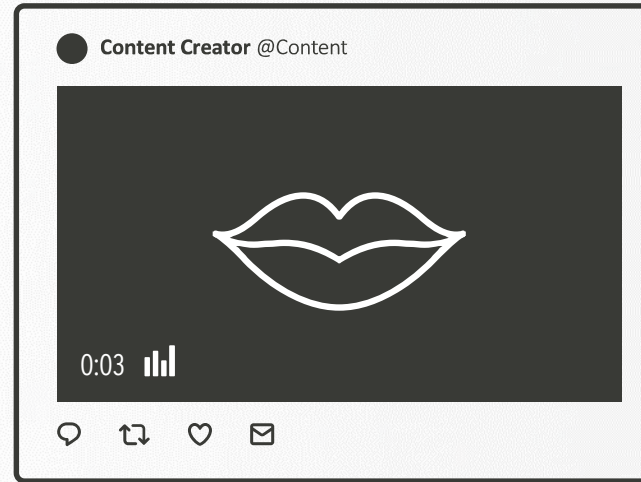
BRANDING

CREATORS THAT USE BRANDING EARLY ON MAKE THE BRAND NAME STICK

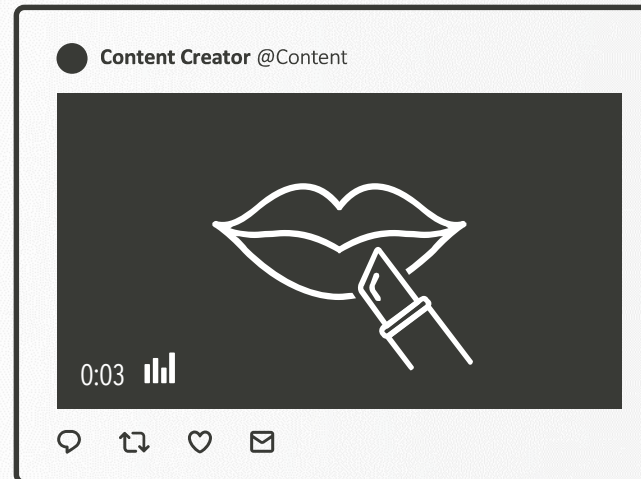
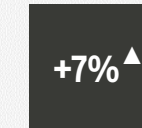
AD RECALL BY PRESENCE OF BRANDING IN CREATOR TWEET DELTA (CONTROL - TEST)

- Branding In First 3 Secs (A)
- No Branding In First 3 Secs (B)

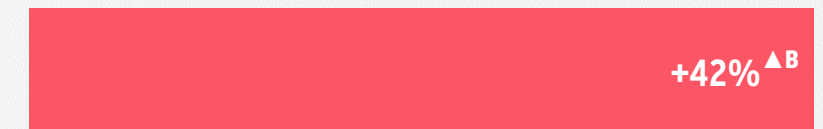
DELTA (TEST - CONTROL)



UNAIDED AD RECALL



AIDED AD RECALL



Video Ads: Control n=300, Branding in first 3 seconds n = 105, Branding not in first 3 seconds n = 101
▲ = Statistically significant difference between test and control at >= 90% Confidence
A/B= Statistically significant difference between deltas at >=90% Confidence

THE PLAYBOOK

THE PATH TO CONTENT CREATION

— THE CREATOR IDENTITY



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CREATOR IDENTITY

**IT'S NEARLY UNANIMOUS -
ALL CREATORS PRIORITIZE
WORKING WITH BRANDS
THAT REPRESENT THEIR
IMAGE**



CONNECT WITH MY STYLE AND IMAGE

94%



HEAR MY IDEAS AND TAP INTO MY VOICE

93%



I AM PASSIONATE ABOUT

90%



PREVIOUS BRAND CATEGORY EXPERIENCE

69%



INDUSTRY LEADING BRANDS

67%



PREVIOUS BRAND EXPERIENCE

66%



BRANDS WITH THE BIGGEST BUDGETS

54%



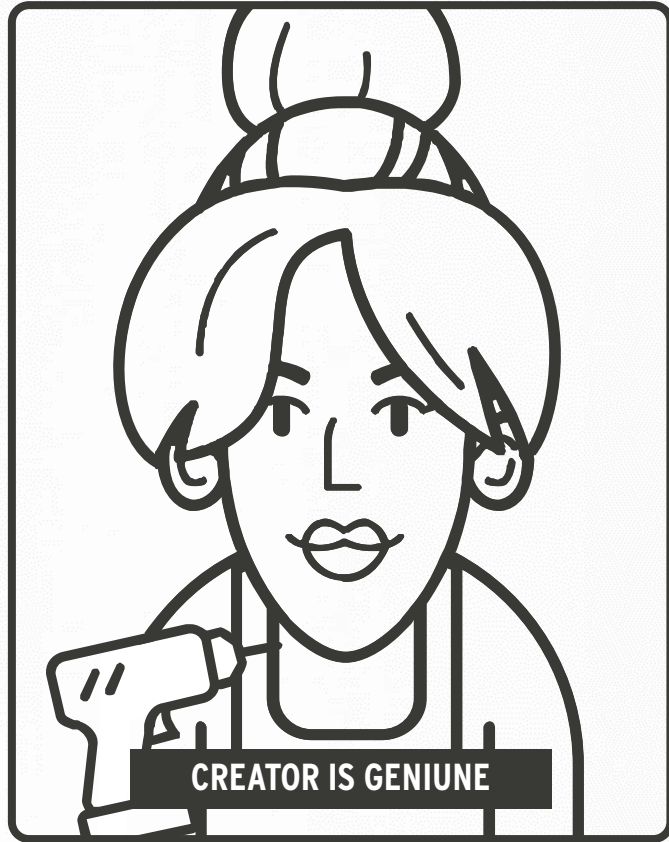
I AM OPEN TO WORKING WITH ANY BRAND

46%

Creators are not as open to working
with brands that don't fit their style

CREATOR IDENTITY

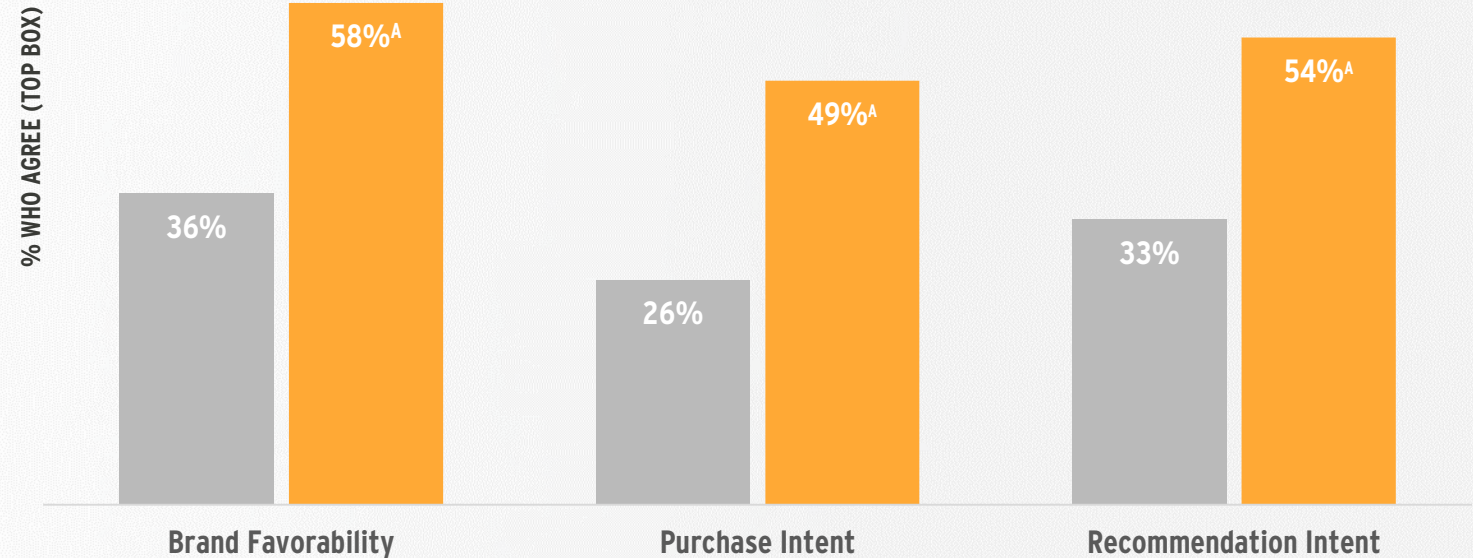
BRAND METRICS ARE HIGHER WHEN CREATORS STAY TRUE TO THEIR IMAGE AND ARE RECOGNIZED AS “GENUINE”...



BRAND METRICS BY PERCEPTION THAT CREATOR IS GENUINE

■ Creator Tweet – Creator Does Not Feel Genuine (A)

■ Creator Tweet – Creator Feels Genuine (B)



CREATOR IDENTITY

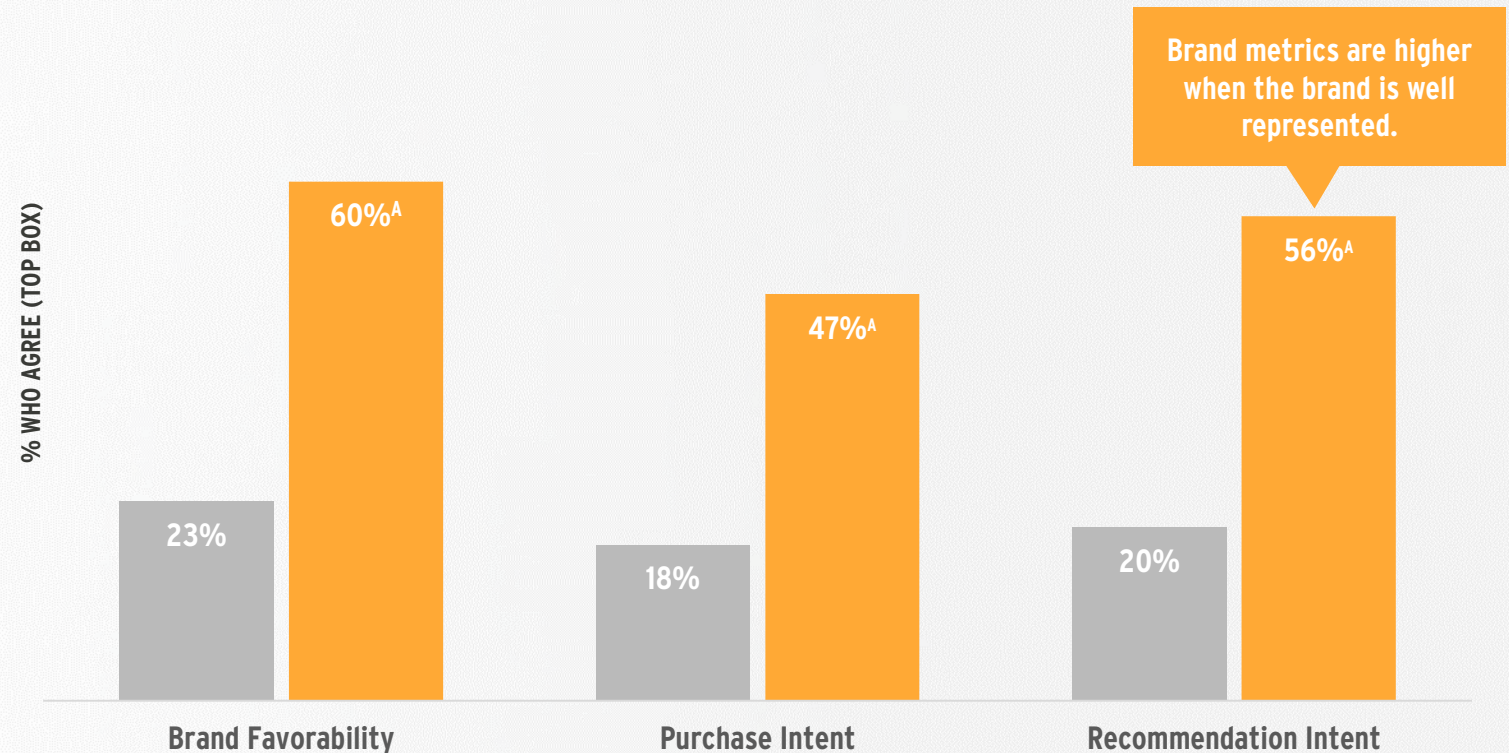
AND IT IS LIKELY EASIER TO REPRESENT THE BRAND WHEN THE CREATOR IS IN TUNE WITH THE BRAND'S IMAGE



BRAND METRICS BY PERCEPTION THAT TWEET REPRESENTED BRAND

■ Creator Tweet - Low Brand Representation (A)

■ Creator Tweet - High Brand Representation (B)



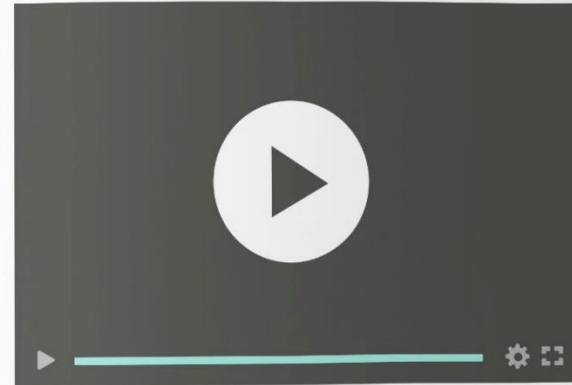
THE PLAYBOOK



THE PATH TO CONTENT CREATION



— AD LENGTH



10 SECOND VIDEO AD



20 SECOND VIDEO AD



30 SECOND VIDEO AD



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AD LENGTH

WE KNOW CONSUMERS WANT SHORTER ADS

AVERAGE # OF SECONDS CREATOR VIDEO IN VIEW



:10 SECOND VIDEO



:20 SECOND VIDEO



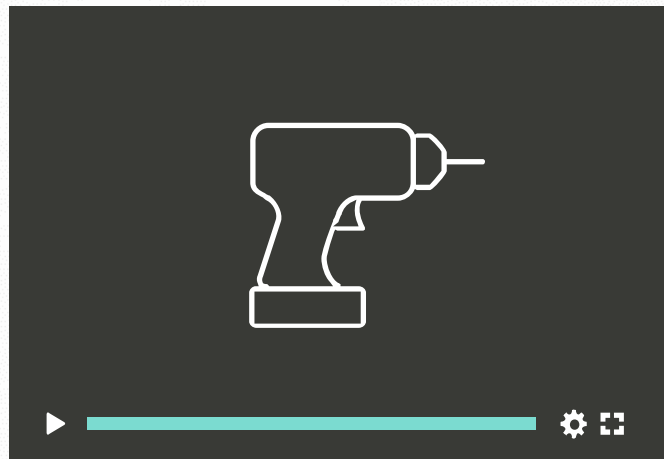
:30 SECOND VIDEO

It's a race against the clock - Ads need to get to the point quickly since most consumers don't watch the full ad

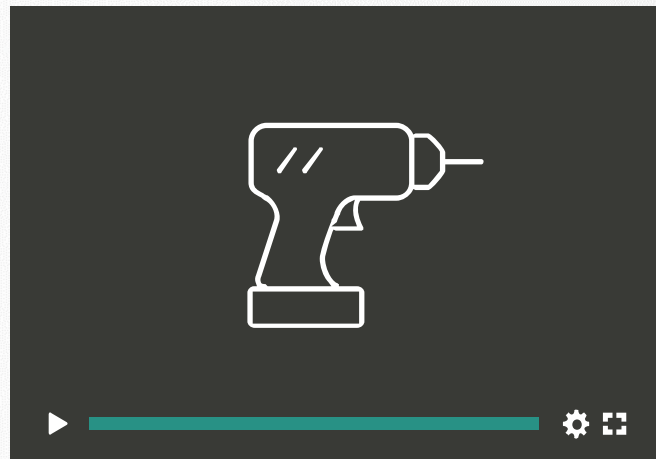
AD LENGTH

CREATORS FACE A DIFFICULT CHALLENGE - SHORT ADS DON'T LEAVE ROOM TO SHOWCASE PERSONALITY AND REPRESENT THE BRAND

IMPACT OF AD LENGTH ON CREATOR VIDEO
DELTA (TEST - CONTROL)
IS A BRAND WITH PERSONALITY

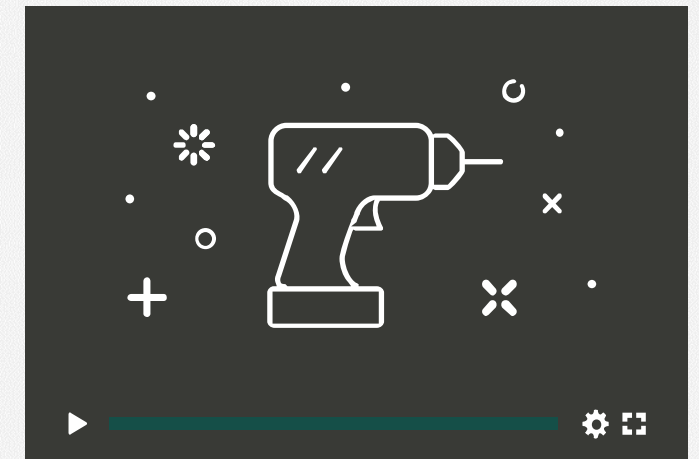


:10 SECOND VIDEO **-4%**



:20 SECOND VIDEO **-2%**

Longer content lends itself for Creator personality to shine through



:30 SECOND VIDEO **+10%▲AB**

AD LENGTH

LONGER FORMATS PROVIDE CREATORS WITH MORE TIME TO BE CREATIVE AND BUILD TRUST

IMPACT OF AD LENGTH ON CREATOR VIDEO AD OPINIONS % WHO AGREE (TOP 2 BOX)

■ :10 Sec (A) ■ :20 Sec (B) ■ :30 Sec (C)



Creator Video Ads: Control n=500 :10 sec n=103 :20 sec n= 102, :30 sec n=102
▲ = Statistically significant difference between test and control at >= 90% Confidence
A/B= Statistically significant difference between test groups at >=90%confidence

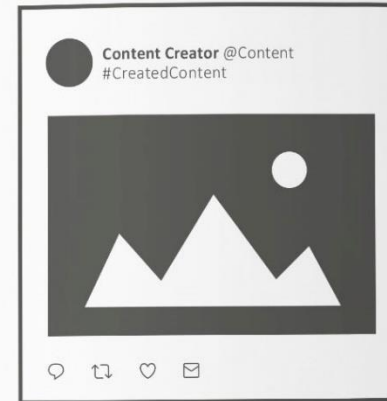
THE PLAYBOOK



THE PATH TO CONTENT CREATION



— CONTENT FORMAT



EFFICIENT



NOT



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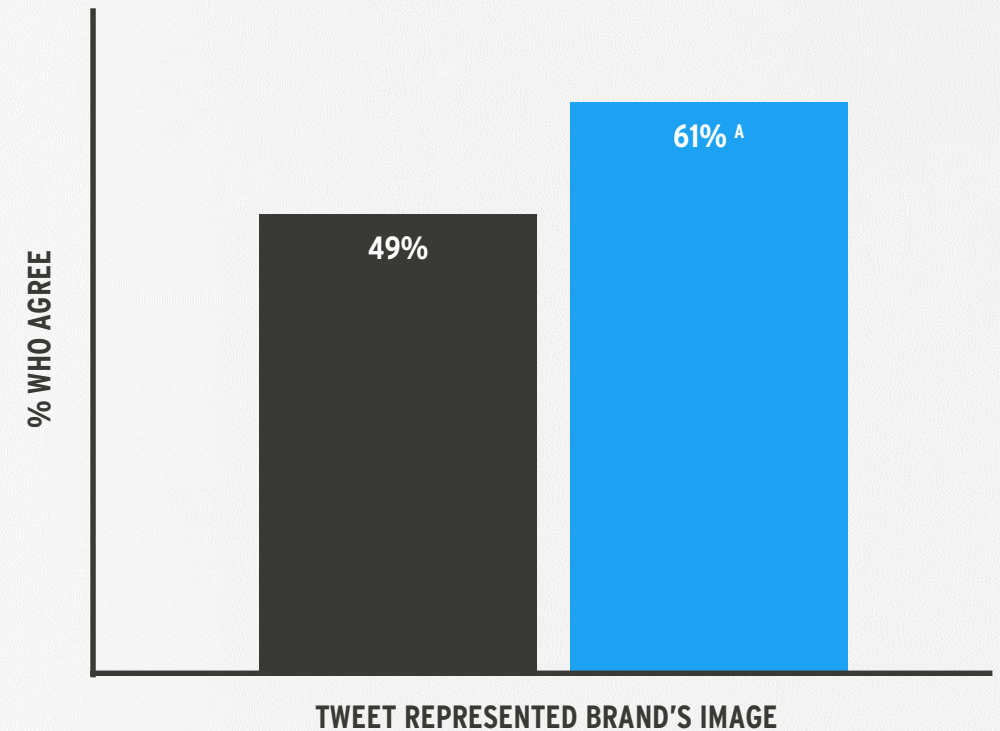
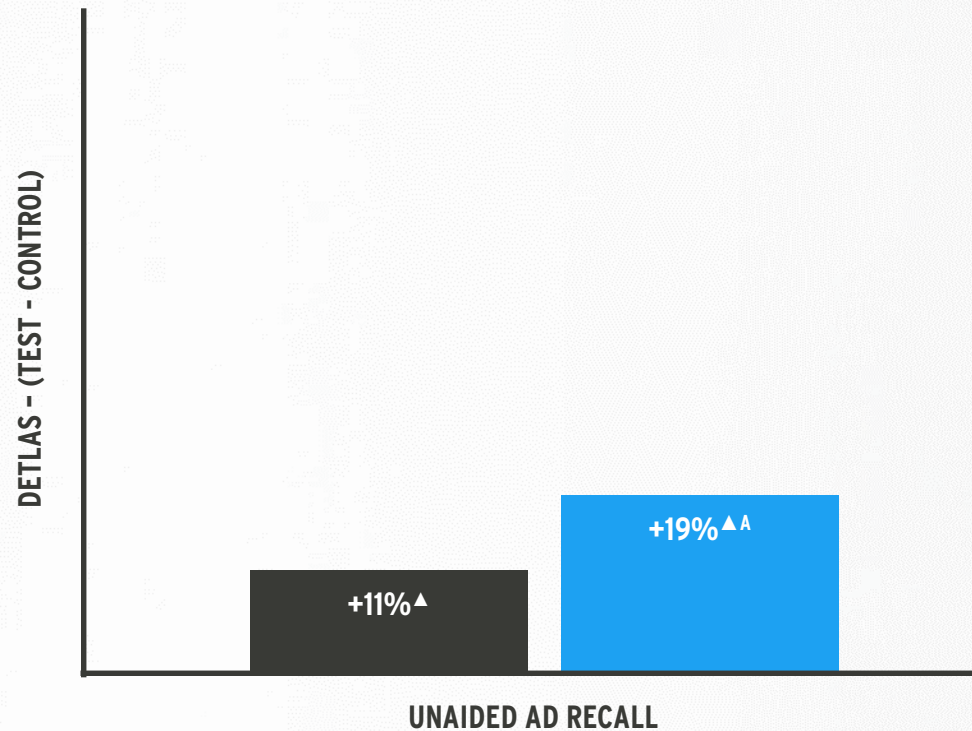
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CONTENT FORMAT

VIDEO ADS ARE EASIER TO DIGEST AND HAVE MORE BRANDING OPPORTUNITIES

IMPACT OF PROMOTED TWEET ON BRAND METRICS AND AD OPINONS

■ Creator Display Ad (A) ■ Creator Video Ad (B)



Display Ads: Control n=153, Creator Display Ad n = 299 | Video Ads: Control n=151, Creator Video Ad n=293

▲ = Statistically significant difference between test and control at >= 90% Confidence

A/B= Statistically significant difference between deltas/test groups at >=90%confidence

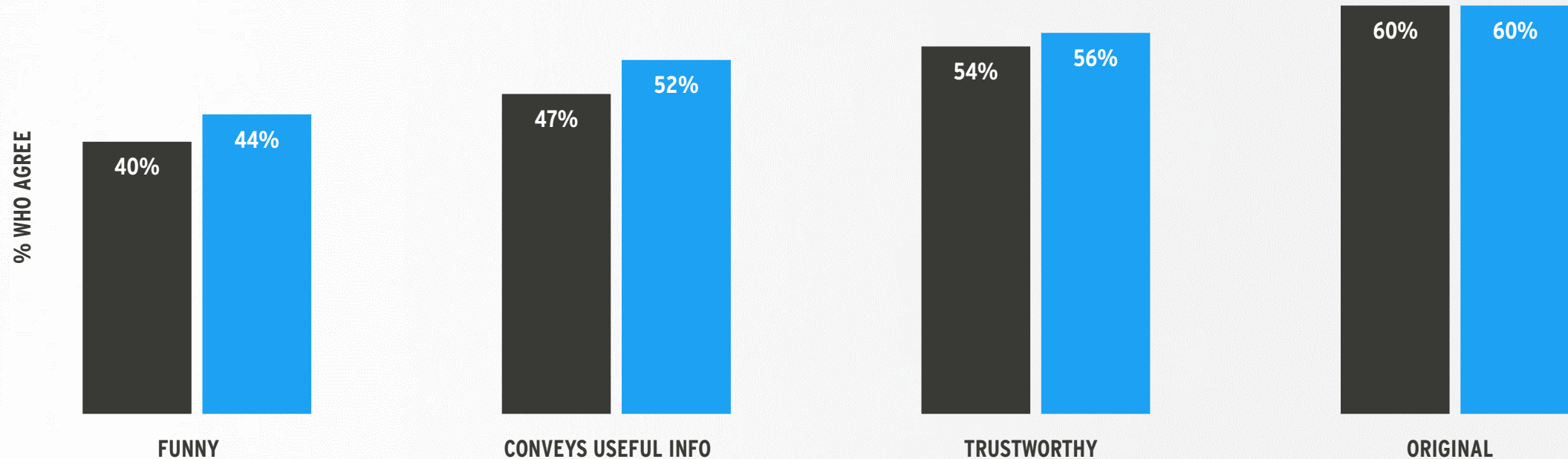
CONTENT FORMAT

DISPLAY ADS CAN STILL BE AN EFFECTIVE SUPPLEMENT TO A CAMPAIGN

IMPACT OF PROMOTED TWEET ON AD OPINIONS

■ Creator Display Ad (A) ■ Creator Video Ad (B)

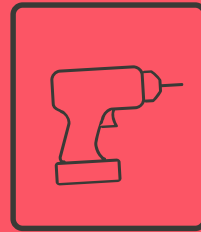
Display ads are an easy and cost effective way to support a video campaign



Display Ads: Creator Display Ad n = 299 | Video Ads: Creator Video Ad n=293
▲ = Statistically significant difference between test and control at >= 90% Confidence
A/B= Statistically significant difference between test groups at >=90%confidence

OUR RECOMMENDATIONS

The Creator Advantage Comes From Within -
Always Use Your Personal Style And Flare To
Differentiate Yourself From Branded Posts

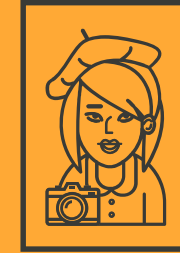


VS

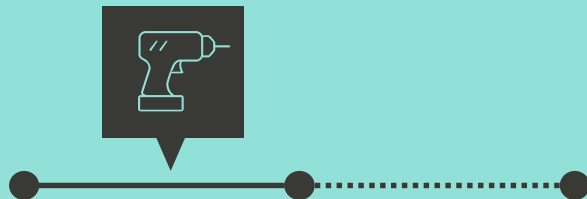


**Passion And Personality Define Creator
Content -**

Consumers Recognize Authentic Posts, So
Stay True To Your Image And Work With
Brands That Reflect Your Tone



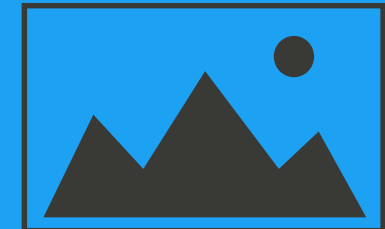
While Creators Might Be Hesitant To Use
More Branding To Get Noticed,
**Early Branding Can Achieve Recognition
Without Sacrificing Creativity**



Shorter Content Appeals To The Short
Attention Span Of Consumers,
But it is Challenging To Represent
The Creator and Brand in a Short Viewing
Window - **Find A Middle Ground That Works**



Display Ads Are An Easy Way To
Reinforce Your Video Campaign



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