

RESPONSIBLE

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A PURPOSE TO SOCIETY & BRAND VALUE

INFLUENCE



TAKEAWAYS

RESPONSIBLE INFLUENCE



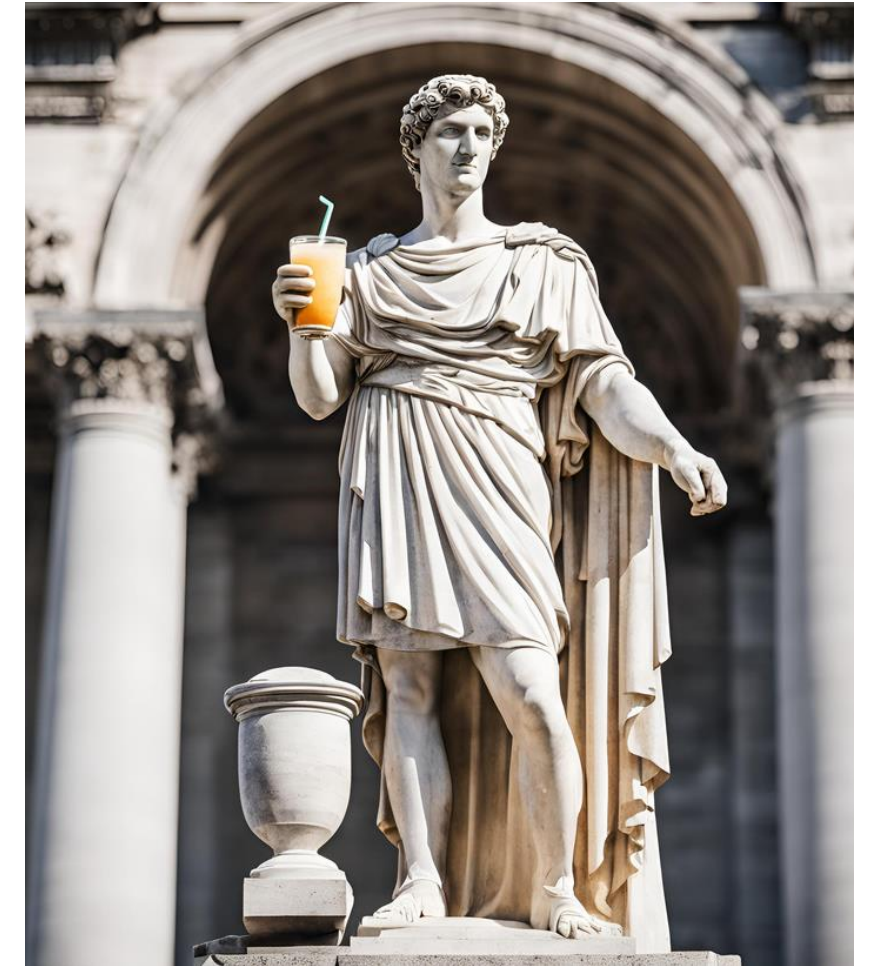
HOW “MUCH” INFLUENCE IS INFLUENCE?

[01] FACTS & FIGURES ON CONSUMER BEHAVIOR



WHAT IS RESPONSIBLE INFLUENCE?

[02] THE POSITIVE IMPACT, THE DECISION MAKER ROLE & CONTRIBUTION TO SOCIETY



HOW CAN WE LEVERAGE RESPONSIBLE INFLUENCE?

[03] BEST PRACTISES TO KEEP ON GIVING

[HOW "MUCH" INFLUENCE IS INFLUENCE

FACTS & FIGURES

HOW "MUCH" INFLUENCE IS INFLUENCE?



MILLENIALS

50% TRUST INFLUENCERS MORE THAN ADS

56% HAVE MADE PURCHASES AFTER SEEING A POST ABOUT THE PRODUCTS FROM SOMEONE THEY FOLLOW.

MORE LIKELY TO FOLLOW CELEBRITIES OR "MEGA INFLUENCERS"



GEN Z

81% DISCOVER NEW PRODUCTS AND SERVICES THROUGH SOCIAL MEDIA &

44% OF THEIR PURCHASES ARE BASED ON AN INFLUENCER'S RECOMMENDATION

93% OF PARENTS TODAY SAY THEIR GZ CHILDREN INFLUENCE HOUSEHOLD PURCHASES.



ALPHA

49% OF KIDS TRUST INFLUENCERS AS MUCH AS THEIR OWN FAMILY AND FRIENDS WHEN IT COMES TO PRODUCT RECOMMENDATIONS

55% OF KIDS WANT TO BUY SOMETHING IF THEIR FAVORITE YOUTUBE OR INSTAGRAM STAR IS USING, WEARING OR CONSUMING IT

INFLUENCER MARKETING MARKET SIZE WORLDWIDE FROM \$250B IN 2023 TO **\$480B BY2027**

SOURCES: GOLDMAN SACHS, STATISTICA, MCKINSEY, KADENCE, COMMON SENSE MEDIA, INFLUENCER MARKETING HUB

ANIMAL AI INFLUENCERS

INFLUENCERS

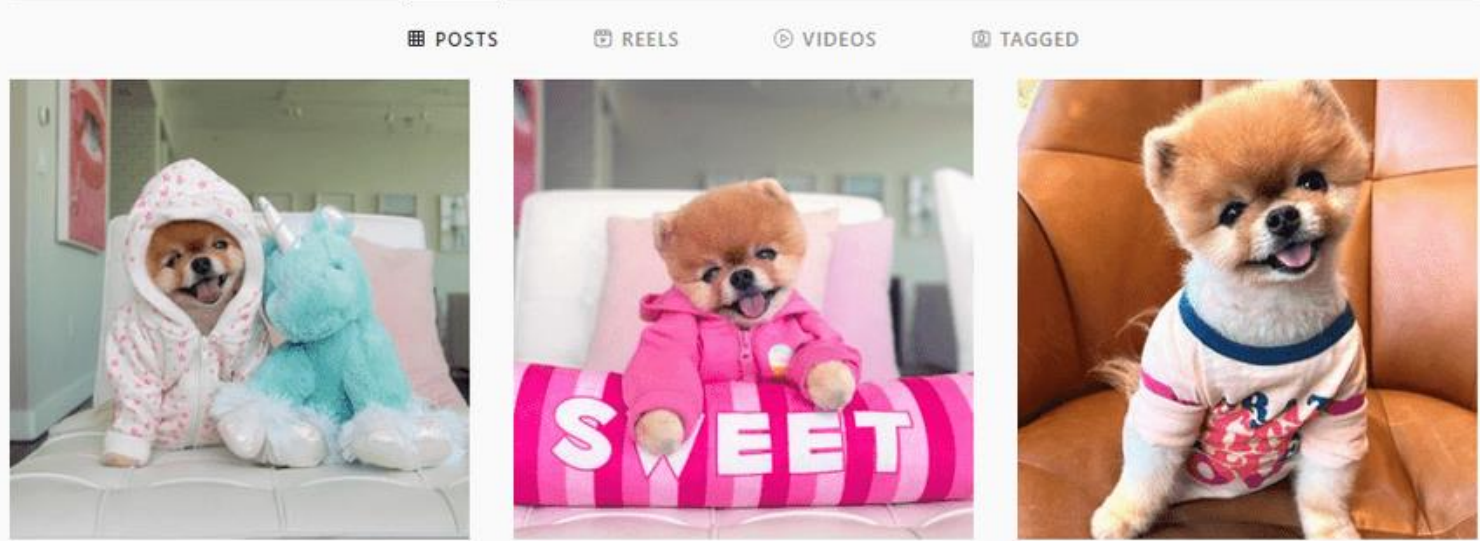
[HOW "MUCH" INFLUENCE IS INFLUENCE



jiffpom Message Follow ...

824 posts 9.7M followers 66 following

jiffpom
Public figure
🐾 @jiffpomcutelife
📧 mgmt@jiffpom.com
📅 JIFFPOM 2022 Calendar
smarturl.it/Calendar2022



magazineLuiza • Follow
Vila do Artesão de Campina Grande - PB

magazineLuiza Aproveitei que tô aqui em Campina Grande pra dar uma voltinha! Tanta coisa linda na cidade, principalmente aqui na Vila do Artesão! Ameii 🥰
1d · See translation

For you

micaloreto Aqui no sul fiz um pedido que não chegou até hoje, estamos em estado de calamidade, empresa irresponsável não aceita fazer o reembolso do meu pedido mais também não faz a entrega, sacanagem!!
18h · 7 likes · Reply · See translation

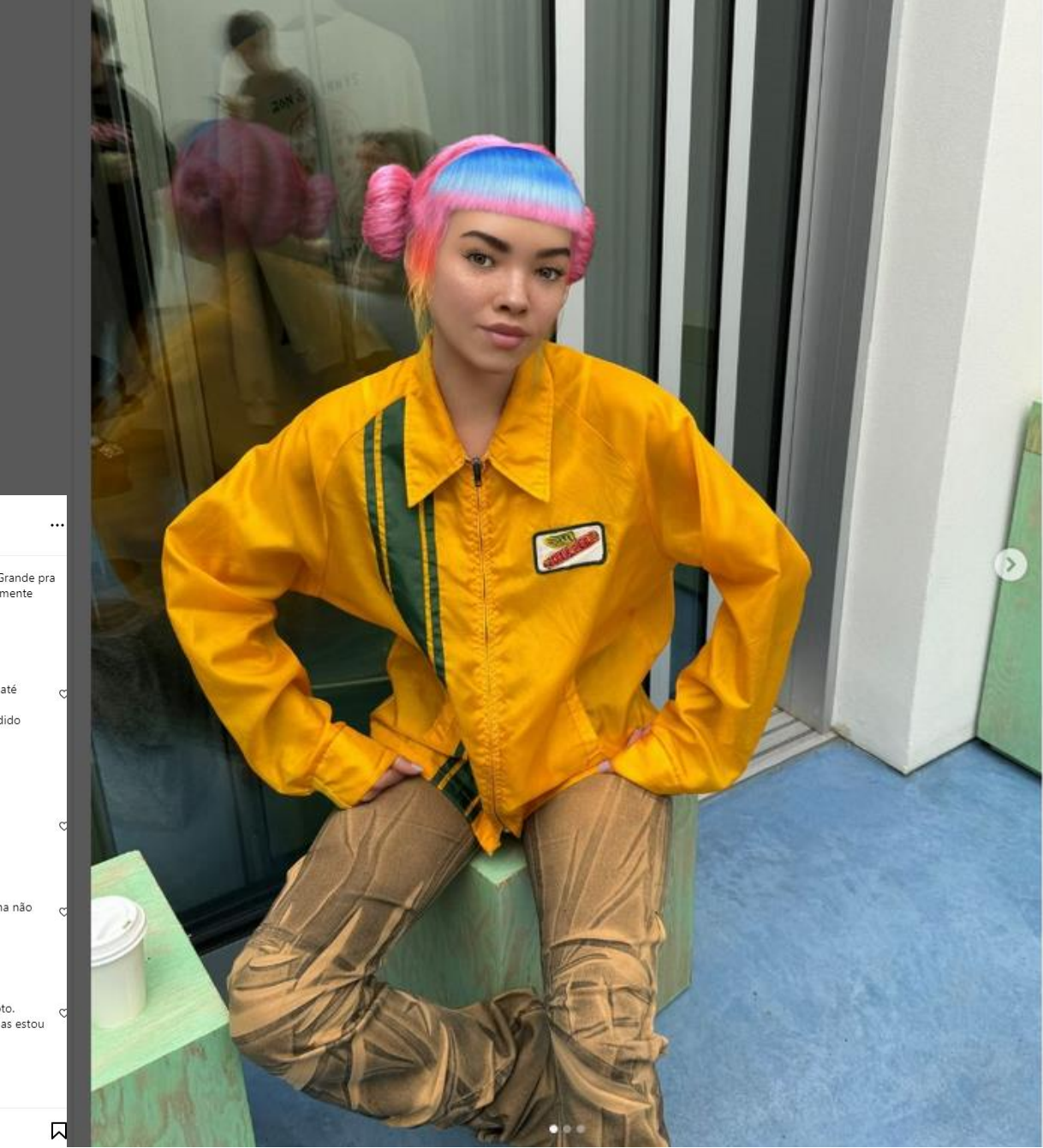
patrick_8399 Sensacional 📀📀📀📀
7h · Reply

julianafcunhalima Aahhhhh o coração da primeira dama não aguenta ver isso 📀📀📀❤️❤️
1d · 6 likes · Reply · See translation

jackgprado Comprei uma TV e veio sem controle remoto. Estou tentando resolver o problema amigavelmente, mas estou sendo ignorada.
12h · Reply · See translation

1,215 likes
1 day ago

Add a comment...



lilmiquela • Follow
Los Angeles, California

lilmiquela I'm back in LA 🌞 and I'm ready to tell you my story (The one where you thought I was still 20, but then I turned 21).
4w

For you

HAIR hairlosangeles I thought you turned 23?
4w · 6 likes · Reply

View replies (2)

xangel_lucy Influencer like her 🍷🍷
4w · 2 likes · Reply

seargeantsgrant delete the comment
4w · 1 like · Reply

christine_ai_solutions_links 🍷🍷🍷🍷
4w · 3 likes · Reply

emunck Laaaaame
4w · 3 likes · Reply

jay_wa_msimamo ROBOT
4w · 2 likes · Reply

seargeantsgrant there was a hook up <_ eye
4w · 2 likes · Reply

seihnai_fachhai ❤️❤️

Liked by body_and_face_famous and others
May 15

Add a comment...

AI INFLUENCERS

INFLUENCERS

[HOW "MUCH" INFLUENCE IS INFLUENCE



imma.gram • Follow
Vancouver Convention Centre

imma.gram • First time on the @ted stage 🎤🔥❤️
And the only virtual gal on Ted 😊
I had a little conversation with my manager and the audience, it was thrilling!
I got Sooo Nervous before I talked with the whole audience... I don't wanna do that for another lifetime 🥰💙
Thanks for having me, now I'm flying back to Japan!

@ted で初めての登壇🎤🔥❤️
40周年のTED
その中でも日本人登壇者はTED過去3人? しかいなかったらしいです。
そこに日本から、初のバーチャルヒューマンとして登壇させていただきました🥰💙
しかも今年の最年少参加のマネージャーと一緒に! いっぱい人がいたから何週間前から緊張してたけどなんとか終わりました🎉
とにかく充実した1週間でしたっ
動画がアップされたらシェアするねっ🥰

#ted #tedtalk #tedtalk2024 #vancouver #imma
#テッド #テッド
10w See tra

For you v

hydro.carb
Like the hu
10w 4 likes

— View

jeffstaple
10w 4 likes

Liked by irving.pso
April 20

Add a comm



Beauty Director: @irmssss
Editor: @beautyndfeast

#3D #CGI #digitalfashion #virtualfashion #3dfashion #editorial #digitalsupermodel #thedigitals
Edited · 32w

For you v

97 likes
November 14, 2023



realqaiqai • Follow
GC Eternal, Kinfolk Thugs, TYME BOMB • Back It up and Dump It (Du...
realqaiqai • Today's Monday vibe - let's slay this week together!
🤪👉 #mondaymotivation
2w

For you v

muerta.6 I slayed Monday QaiQai!! ❤️
2w 3 likes Reply

— View replies (3)

dawnshep927 Let's goooo Qai!! Get it girl!! 💜
2w 5 likes Reply

bridgie433 Lezzgooooo QQ 🐼
2w 1 like Reply

brodys.son Her legs be twitching.. 😬
1w 88 likes Reply

the.realest.kenzie You go girl! 🍑🍑🍑
2w 1 like Reply

core_hibbert Ayyyyyye 🍌🍌🍌
2w 3 likes Reply

aacolon1219 🤪🤪🤪🤪🤪🤪
2w 1 like Reply

rosang_racherbt You go girl! 🍌❤️

1,631 likes
June 18

Add a comment...

VOGUE

CS LEADERS



THE RISE

+

27 ROZHOVORŮ o umělé inteligenci: AI z pohledu vývojářů, byznysmenů, právníků, umělců

GIANTS

OF AI

Virtuální supermodelka SHUDU smazává hranice mezi fyzickým a digitálním světem

Michal Pěchouček Karel „Kovy“ Kovář Veronika Křesťanová Petr Mára Ondřej Zunka Jakub Reis Evelyn Mora William & Ileana Lobkowiczová
Světa Košková & Michaela Bauer Ales Rozehnal Dita Formánková Andrea Gontkovičová Josef Šlerka Monika Kristl Eva Nečasová Tomáš Šebek

**PEOPLE FEEL A
SENSE OF
COMMUNITY AND
SELF-ASSURANCE
AS THEY WATCH,
ENGAGE, AND
CELEBRATE WITH
INFLUENCERS.**



A vibrant party scene with four people. On the left, a woman in a black velvet dress smiles. In the center, a woman in a brown fringed jacket and sunglasses looks down. To her right, a man in a pink and white patterned shirt and red pants looks on. On the far right, a woman in a black leather jacket and crown laughs with her arms raised. The background is decorated with purple streamers, blue balloons, and falling confetti. A table with a confetti-covered surface and a martini glass is visible in the foreground.

**FOLLOWING AN
INFLUENCER IS
ABOUT MORE THAN
ENJOYING THEIR
CONTENT;
IT'S ABOUT
EXPERIENCING
BELONGING AND
GUIDANCE.**

IMPACT



1

MENTAL HEALTH

- DEVELOP EMOTIONAL AND COGNITIVE DIFFICULTIES AS FOLLOWERS COMPARE THEIR LIVES TO THOSE OF THE INFLUENCER
- REGULAR SOCIAL MEDIA USE CAN CONTRIBUTE TO FEELINGS OF ANXIETY, DEPRESSION AND LOWER SELF-ESTEEM IN VULNERABLE YOUTH

2

UNREALISTIC STANDARDS

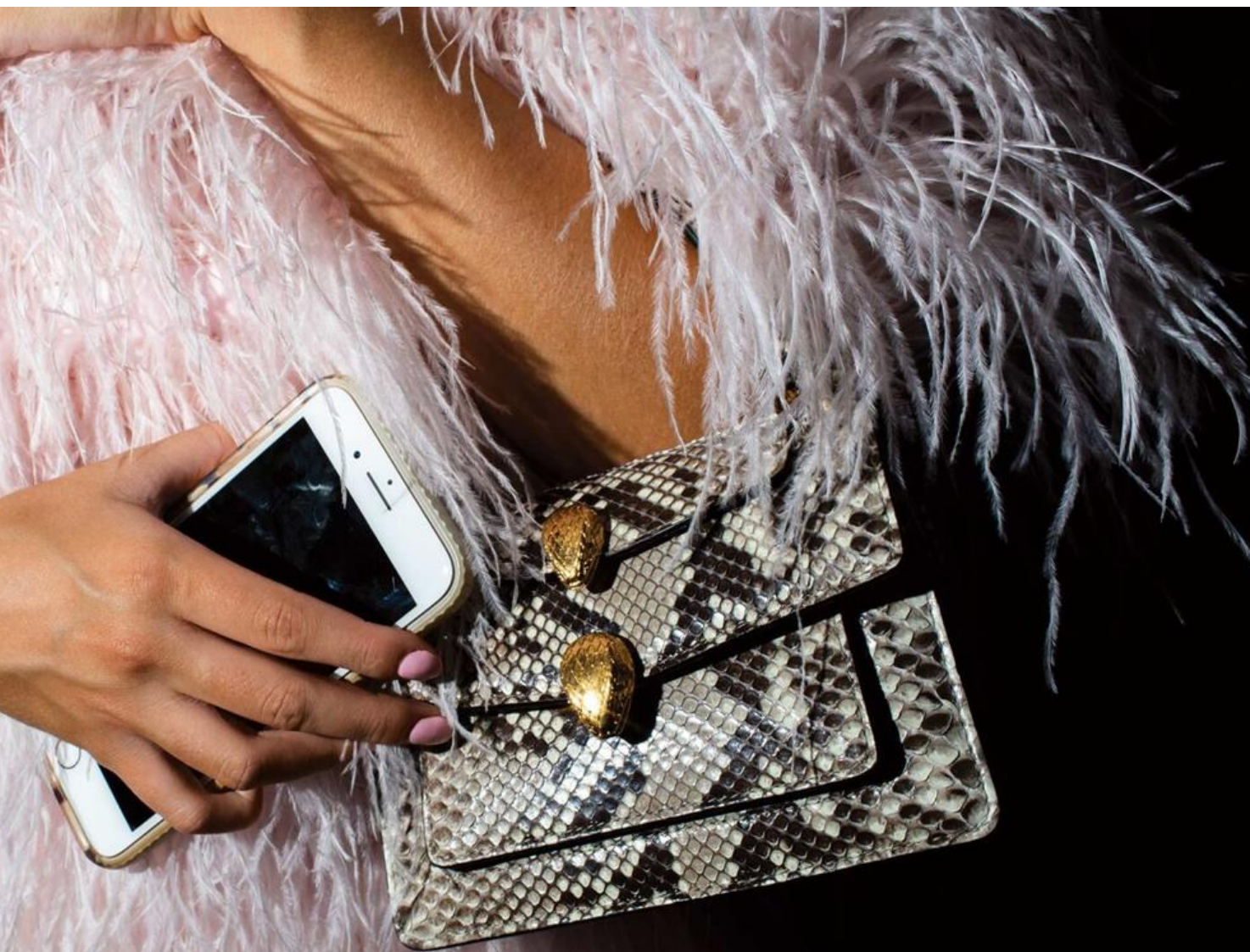
- PROMOTE UNREALISTIC BODY STANDARDS, WHICH CAN CONTRIBUTE TO BODY DISSATISFACTION AND EATING DISORDERS AMONG THEIR FOLLOWERS
- PROMOTE MATERIALISM AND CONSUMERISM

ARE WE TRANSPARENT ENOUGH?

- **97% PUBLISHED POSTS WITH COMMERCIAL CONTENT**
ONLY 20% SYSTEMATICALLY DISCLOSED THIS AS ADVERTISING
- **78% OF THE VERIFIED INFLUENCERS WERE EXERCISING COMMERCIAL ACTIVITY; ONLY 36% WERE REGISTERED**
- **30% DID NOT PROVIDE ANY COMPANY DETAILS ON THEIR POSTS**
- **40% OF THEM MADE THE DISCLOSURE VISIBLE DURING THE ENTIRE COMMERCIAL COMMUNICATION**

**BUT WHO IS
RESPONSIBLE?**

WE ARE



* IS TRANSPARENT

* PROMOTING DIVERSITY AND INCLUSION

* BALANCING OTHER BRANDS COLLABORATIONS

* NO OVER RELIANCE ON SOCIAL MEDIA

* STAYS TRUE TO HER/HIS PURPOSE

* AVOIDS MISLEADING CONTENT

* ADS VALUE TO YOUR AUDIENCE

* KEEP LEARNING & EVOLVING

* HAS EMPATHY

* ELEVATE OTHER VOICES

CHOOSING THE RIGHT INFLUENCER



BE OPEN

- INFORM ABOUT FILTERS
- INFORM IF AI IS USED
- INFORM WHEN IT IS AN AD
- USE DISCLAIMERS (ALCOHOL)

CLAIMS

- VERIFY SHARED DATA BEFORE
- CITE DIRECT SOURCES
- DEBATE RESPECTFULLY
- AVOID DANGEROUS GENERALIZATIONS

REFLECT ON YOUR MOTIVES

- ARE YOU SHARING THIS BECAUSE IT ALIGNS WITH YOUR PURPOSE OR BECAUSE YOU ARE CRAVING FOR ATTENTION?



ASK FOR ADVISE

- TEST YOUR THINKING

CLARIFY WHAT YOU DON'T KNOW

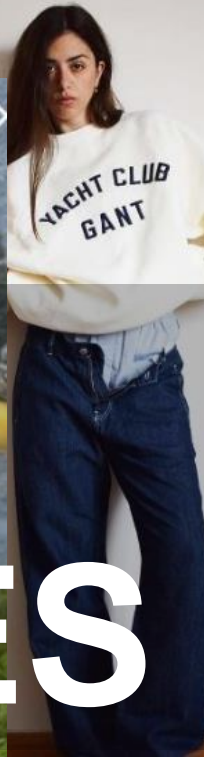
- BE EXPLICIT ABOUT LIMITATIONS TO YOUR EXPERTISE
- INVITE LEARNING FROM OTHERS WITH SPECIALIZED KNOWLEDGE

MONITOR YOUR IMPACT

BE THE RIGHT INFLUENCER

GANT

**HOW WE CREATED A
COMMUNITY OF
RESPONSIBLE INFLUENCERS,
VIA THE BRAND
REPOSITIONING?**



AMBASSADORS THAT SHARE THE SAME VALUES



GROW AUDIENCE WHILE
GROWING OUR COMMUNITY
OF INFLUENCER'S



**VALUE THE
RELATIONSHIPS -
PROVIDE CLEAR BRIEF
& GUIDELINES**





BRING TOGETHER THE BRAND AMBASSADORS





**EDUCATE THE BRAND
COMMUNITY ON
RESPONSIBLE
INFLUENCING IN EVERY
MOMENTUM**

TRANSPARENCY

EQUALS

BRAND VALUE

ACCURACY

INTEGRITY

LEGITIMACY

PROFICIENCY

CONNECTEDNESS

1

**BUILD A TEAM OF TRUSTWORTHY
PROFESSIONALS INFLUENCERS**

2

**CREATE A CLEAR, MUTUAL SET OF
EXPECTATIONS**

3

**SELECTIVELY COMMISSION WORK THAT
ALIGNS WITH YOUR VALUES**





THANK YOU