

LIONS MARKETERS SERIES

Key Takeaways

THE POWER OF INFLUENCE

Why and how brands should engage
with the creator economy

Brought to you by LIONS and ViacomCBS

Culture of Influence

Why and how brands should engage with the creator economy



From Creator to Corporation

Creators are converting clout and connections with their followers into incredible career paths and thus really beginning a process of institutionalising influence.

It's often seen in media reports that children want to be YouTube stars more than they want to be an astronaut, which brings forward judgement because of the 'negative consequence of living our lives online'.

Being a creator today is less about chasing fame, and more about chasing the freedom that comes with being your own boss.

Money and having a positive impact are top motivators for career as an online creator, versus fame only being a motivator for about 2%. It's less about that social stardom and more about social entrepreneurship.

So far in 2021, 50 Creator focus Start-ups have seen investments totalling \$2 billion.

In NBCU's study, they found that 13% of Gen Z and Millennial consumers already consider themselves to be creators.

Culture of Influence

Why and how brands should engage with the creator economy



From Curated to All-Access

Aspirational aesthetics aren't the only approach as more deep raw, unfiltered content becomes more and more of the norm.

29% of Gen Z and millennials feel like they know a creator personally and another 29% feel like they've envisioned being friends with the Creator.

Relationship based creators draw audiences based on relatable, unfiltered personas and high intimacy, which explains why 49% of Gen Z would rather spend the afternoon if they had a choice with their favourite online celebrity than their favourite Hollywood celebrity.

29% of Gen Z and millennials feel that online creators have had a real and lasting impact on their lives.

Users find joy and comfort in raw and real time content, they always also are now expecting that consistent entertainment from their favourite creators.

75% of Gen Z and millennials say they would be deeply disappointed if influencers they followed suddenly stopped creating content, while 31% have felt withdrawal while waiting for new content to hit their feeds

Culture of Influence

Why and how brands should engage with the creator economy



From Exclusive to Inclusive

The toxic qualities of an exclusionary Hollywood culture have really bled into the Creator space, including the lack of diversity within the influencer community. The inequalities that persist from pay disparities to recognition for work and how discriminatory platforms, algorithms can really favour the white, the wealthy, heterosexual cisgendered and able bodied.

One of the drivers here to remember in terms of the consumer side is that a lack of representation is really driving multicultural audiences to affirm their identities online. Typically, they're not seeing themselves as represented in mainstream culture, media and entertainment.

36% of Gen Z and millennials have followed an influencer for the purpose of learning and understanding someone from a different background, and 23% have really gained more empathy.

Creators are the ones who are really working to build a more inclusive, more intersectional and more welcoming internet.

Brand & Content Implications



Creator-Forward Partnerships

Remember that creators are their own brands and think about creative partnerships as collaborations. Consider investing in long term relationships, experimenting with new business models that are expanding to support the entrepreneurship and view the relationship really as a collaboration as opposed to a media channel.

A Culture of Open Sharing

Consider how to tap into this fixed culture of all access, disrupting the tropes of superficiality. Diving into less curated expressions of self-supporting, raw journeys are all different ways you can tap into this

Radical Representation

Allow underrepresented communities to control their narratives and advocate for their audiences, championing all types of diversity and amplifying voices of those stories who are rarely told, including the neurodiverse, disabled, indigenous creators. When thinking about BIPOC creators, look to invest in sustained, meaningful relationships, not solely turning to them for racial identification, but highlighting their interests, their talents and the joys of their lived experience

Chipotle x e.l.f.

Chipotle & Day One Agency

Chipotle and e.l.f. were two of the first brands on TikTok. Both earned billions of impressions and became some of the most beloved brands among Gen Z. Fans on the platform suggested that e.l.f. and Chipotle should team up.

But a collaboration this unexpected needed a strong insight, so they turned to social and started to see a trend: fans were comparing the Chipotle line (the serving pans located in restaurants) to a makeup palette.

This campaign won a Bronze Social & Influencer Lion in 2021 in the Partnerships sub-category.



e.l.f. x CHIPOTLE MEXICAN BOWL

Background
Chipotle and e.l.f. Cosmetics are consistently ranked among Gen Z's favorite brands in the United States. e.l.f. sells affordable, boldy-colored, vegan and cruelty-free makeup products, and Chipotle serves all real ingredients in the form of burritos and tacos. So what do these brands have in common? More than you'd think.

Idea
e.l.f. and Chipotle teamed up to create an eyeshadow palette perfectly constructed to match Chipotle's iconic signature line. The makeup collection includes an avocado makeup sponge, hot sauce lip gloss, and a makeup bag inspired by Chipotle's color logo. The pairing was so unexpected that the internet went WILD.

Results
The collab drove more social buzz than any campaign in Chipotle or e.l.f. brand history.

4B | 200M | 5M
No. of impressions | Total reach | Social mentions

8K | 500%
Units in 24 hours | Retailer markup on e.l.f.

"THIS COLLAB SLAPS JUST AS HARD AS THE DISHES IT WAS INSPIRED BY" **REPOURVVS**

"IT'S BETTER THAN WE COULD'VE IMAGINED" **inStyle**

"THIS MAKEUP COLLECTION INSPIRED BY YOUR FAVORITE CHIPOTLE ORDER IS GOING TO GO VIRAL ON TIKTOK" **inStyle**

how it happened

Chipotle and e.l.f. became two of the leading brands on TikTok weeks before collaboration in early 2020 → The brands spent 6 months designing and manufacturing a full scale Chipotle inspired makeup collection → The collaboration was announced to press and influencers earning widespread coverage → The co-branded collection sold 8,000 units in under an hour and fully sold out in 72 hours → Fans began modifying an e.l.f. bag for a 100% markup

Conclusions



When thinking about a collaboration, ensure both brands and their teams share core values. Both Chipotle and e.l.f. share the same values for using marketing channels, such as influencer channels as a way to provoke conversation.

Chipotle's strategy is to supercharge their superfans. Always go back to; What would they get excited about? What would they share? What's going to build the hype with them.

Launching the collaboration with creators who already have brand affinity allows the idea to be authentic and lean into culture. You have to connect to the people who love your brand, but also you have to really work on building that trust which comes in a series of activations, not just one.

You shouldn't think that the idea is the influencer or the creator. You have to go back to having a strategy that makes sense first, then you can find that people are really make sense to amplify it and bring them along to help tell the story.



LIONS

COMMUNITY

- LIONS Private Communities
- LIONS Membership
- LIONS Events

LEARN

- LIONS Learning
- LIONS Curated
- Creative Transformation Programmes

BENCHMARK

- The Work
- LIONS Awards

“Our people are more inspired. They're learning faster than perhaps some of their peers. They're understanding the importance of the role they play to build our brands in a meaningful way for consumers and they're empowered to take action. It's wonderful to see our capabilities transformed.”

Jodi Harris | Global Vice President
Marketing Culture & Capabilities | AB InBev

For more information, please get in touch with Fiorenza Plinio, Global Head of Creative Excellence at Lions

FiorenzaP@canneslions.com

