

# INFLUENCER MARKETING


Fashion Marketing, Aalto University, 3.2.2021  
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University of Helsinki, Centre for Consumer Society Research

**JOSIAH WEDGWOOD & SONS LTD.**  
**STOKE-ON-TRENT,**  
**ETRURIA**

ESTABLISHED IN 1759 BY JOSIAH WEDGWOOD, F.R.S.

Manufacturers of  
**CHINAWARE, QUEENSWARE, GENERAL EARTHENWARE,  
 JASPERWARE, BLACK BASALT, & C.**

TRADE MARKS



**WEDGWOOD**  
 for China.

Original Registered Trade Mark  
 for Earthenware and Jasper  
 in use since 1760  
**WEDGWOOD**

WORKS AND SHOWROOMS  
**ETRURIA, STOKE-ON-TRENT.**

**LONDON SHOWROOMS**  
 20, BELTON VETERINARY CHAMBERS,  
 10, MARK LANE, LONDON, E.C. 3.

**FRANCE, BELGIUM & C.**  
 10, RUE DE LA PAIX, PARIS, FRANCE.  
 HOLLAND & SCANDINAVIA  
 50, N. N. P. L., THE HAGUE.

**SOUTH AMERICA**  
 10, RIVER STREET, LONDON, E.C. 4.  
 HILBERTS BUILDINGS,  
 10, RIVER STREET, LONDON, E.C. 4.

**NEW YORK SHOWROOMS**  
 JOSIAH WEDGWOOD & SONS (INC.)  
 10, NASSAU ST., NEW YORK, N.Y.

**SOUTH AMERICA**  
 252, PRATA AVENUE,  
 RIO DE JANEIRO, BRAZIL.

**HUNGARY & AUSTRIA**  
 99, QUEEN VICTORIA BUILDINGS,  
 10, RIVER STREET, LONDON, E.C. 4.

**ALGERIA**  
 10, RIVER STREET, LONDON, E.C. 4.

**INDONESIA**  
 10, RIVER STREET, LONDON, E.C. 4.

**SYDNEY, N.S.W.**

**Queen Charlotte for Josiah Wedgwood ca. 1760**

**HELSINGIN YLIOPISTO  
 HELSINGFORS UNIVERSITET  
 UNIVERSITY OF HELSINKI**

**CHOCOLAT GUÉRIN-BOUTRON**



98. Sarah Bernhardt, tragédienne.

**Sarah Bernhardt for Guérin-Boutron ca. 1890**

**ALWAYS BUT**

**WHY I smoke Chesterfield**

From a man of distinction to a young man of success, Chesterfield & Sons have long been the best tobacco for the world. They have the best pipes, the best cigars, the best cigarettes. They have the best smoking accessories. They have the best smoking accessories. They have the best smoking accessories. They have the best smoking accessories.

*Mr. O. Bonville*

**My cigarette is the MILD cigarette... that's why Chesterfield is my favorite**

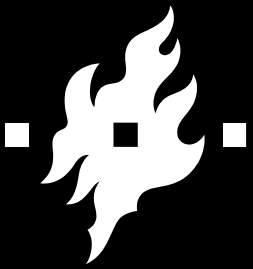
*Ronald Reagan*

STARRING IN  
**"THE VOICE OF THE TURTLE"**  
 A VAMANT ESTO PRODUCTION

**ALWAYS MILD BETTER TASTING COOLER SMOKING**


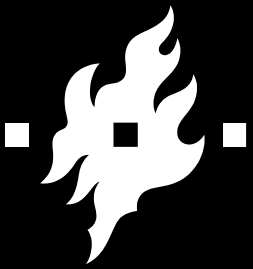
**CHESTERFIELD CIGARETTES**

**Ronald Reagan for Chesterfield 1948**



*“Testimonials by celebrities are below average in their ability to change brand preference. Viewers guess the celebrity has been bought, and they are right. Viewers have a way of remembering the celebrity while forgetting the product.”*

**David Ogilvy, 1983**



**cristiano** • Follow  
Paid partnership with nikefootball

cristiano Excited to show you my new Nike Mercurial Superfly 360 LVL UP ⚡  
This design combines some of the best Mercurial's I've had over the years and I can't wait to wear it once I've recovered from my injury. Until then, you'll see it on pitch with the newest icons of speed @santhakerr20 and @kimbappe #LVLUP #NikeFootball #Nikesoccer #Nike

Load more comments

wahyoglex Im from indonesia. say something @cristiano  
mulhammadysuf\_rfm Oneni ske  
saringando. Ronaldo gey  
ancostaa\_ Messi's better  
ed\_lgtyan777 Follow me @ed\_lgtyan777  
insarratfan Ajing gaya  
IasmiInroock

5,084,359 likes

MARCH 29

Log in to like or comment.

## Christiano Ronaldo 2019

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HELSINGFORS UNIVERSITET  
UNIVERSITY OF HELSINKI



**serenawilliams** • Follow  
All England Lawn Tennis and Croquet Club

serenawilliams 2 days until #Wimbledon 🌐

Just in case no one's told you yet today, I want to remind you that you are greater than your circumstances.

Load more comments

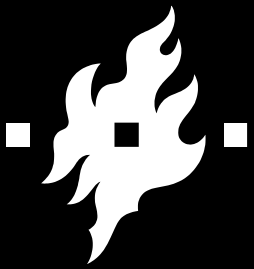
billion\_exquisite\_styles YES  
supreme\_cub PROUD CHAMPION, A REAL WOMAN 🏆👏👏  
southern\_bottle Helloo queen of courts, thank you for the example of reussite you give to our community and the others. #Yaasah #ProudSinceIouStart #StrongWoman #FemmeDexception 🏆👏  
franciscomarinfurtado Congratulations

273,034 likes

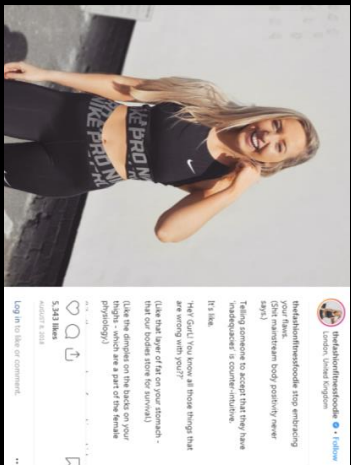
JUNE 30, 2018

Log in to like or comment.

## Serena Williams 2018



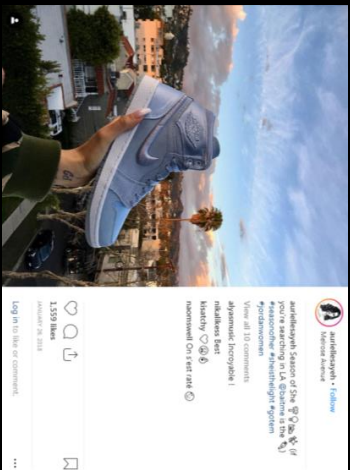
Megan Batton 2017



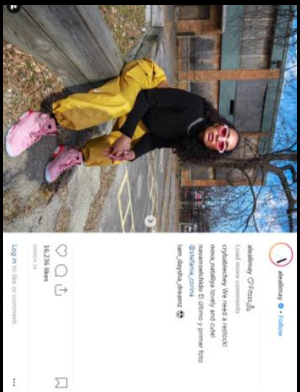
Lucy Mountain 2018



Jerry Lorenzo 2019



Aurielle Sayeh 2018



Aleali May 2019



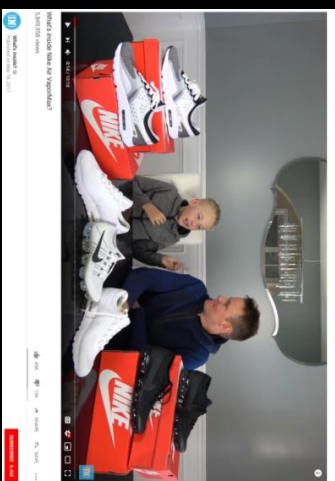
Efrat Cohen 2018



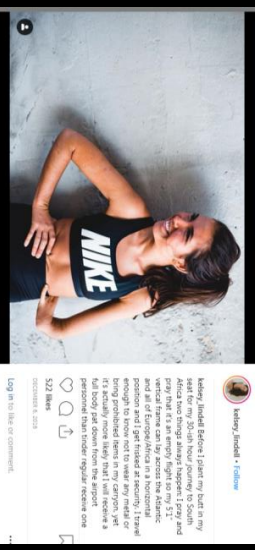
Mthayel Al Ali 2019



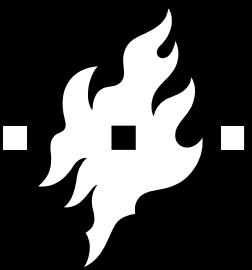
Chloé Hourani 2016



What's Inside? 2017



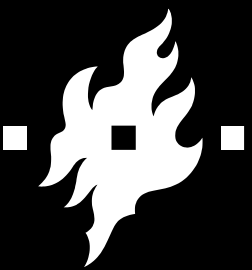
Kelsey Lindell 2016



# INFLUENCER MARKETING – THE NEW AGE OF CELEBRITY ENDORSEMENT

	<b>Celebrity endorsement</b>	<b>Influencer marketing</b>
<b>Information dissemination</b>	Through traditional marketing and advertising	Through the networks of the influencer
<b>Content producer</b>	Advertising professionals	The influencer him/herself (sometimes with the help of advertising professionals)
<b>Role of the consumer</b>	Receiver of the information usually without any special connection to the celebrity	Receiver and producer of the information. The consumer consciously follows the influencer and is able to interact with him/her and other followers.
<b>Celebrities per campaign</b>	Usually one or few	Usually many
<b>Campaigns per celebrity</b>	Usually one or few	Usually many
<b>Costs</b>	Significant costs (note the cost of buying media)	Less significant costs

Pelkonen & Naumanen, 2017



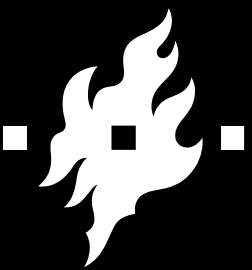
# ENGAGEMENT AND AVOIDANCE OF INFLUENCER MARKETING

## Factors increasing engagement

- **Expertise**
  - Influencer experienced, professional on the topic
  - Informative, educational ads
- **Authenticity**
  - Ads that fit the influencer's style, values
  - Spontaneous, not-so-polished ads
  - Long-term collaborations
- **Emotions**
  - Humorous, funny ads
  - Inspiring ads
- **Cost savings**
  - Discount codes, promotions
  - Buying is topical, time savings

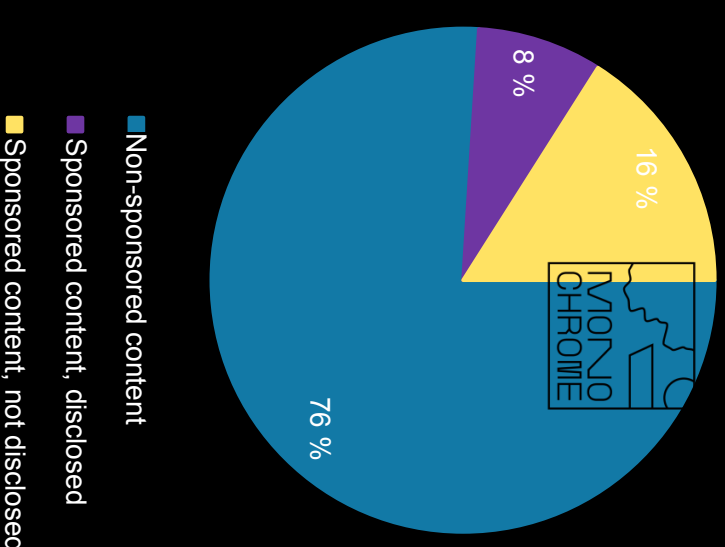
## Factors increasing avoidance

- **Inauthenticity**
  - Not a real recommendation, no trust
  - Many influencers advertising same brands
  - Ads in conflict with influencer style, values
  - Influencer advertising competing brands
- **Irrelevance**
  - Irrelevant product category
  - Buying made difficult
  - Tedious, boring ads

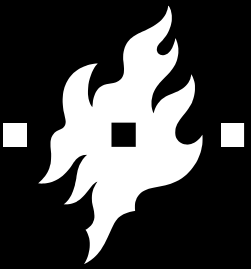


# WHAT KIND OF INFLUENCER MARKETING CONTENT AFFECTS PURCHASE INTENTIONS?

- A survey to 46 influencers who had produced sponsored content on Instagram. The survey focused on nine of their latest photos.
  - 93% of the influencers were females
  - Average number of followers 23 997
  - Average number of likes per photo 1841
  - 24% were categorized as traditional celebrities, 76% as social media influencers
- A survey sent to randomly selected followers of the influencers
  - 592 respondents (response rate 13,4%)
  - Average age 25,6 years
  - 88% females







# CONTENT OF SOCIAL MEDIA INFLUENCERS MORE EFFECTIVE THAN CONTENT OF GENERAL CELEBRITIES

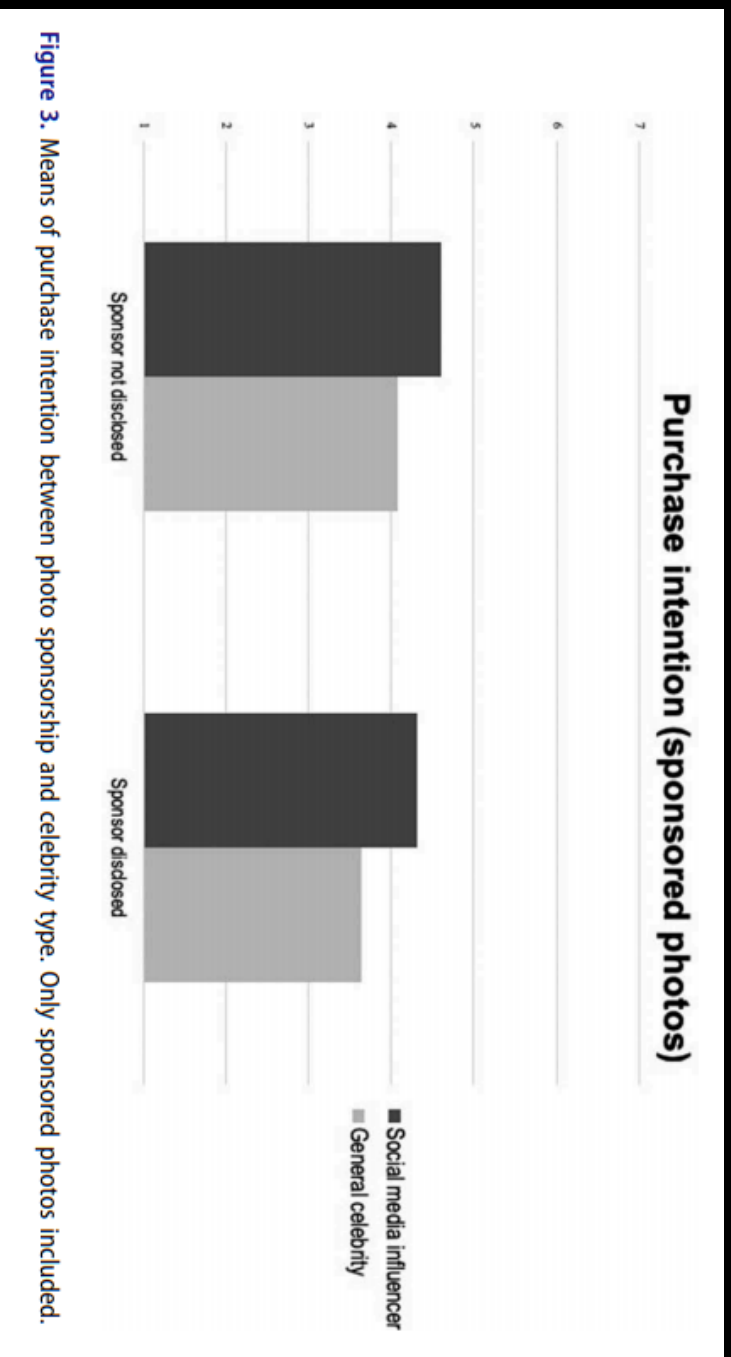
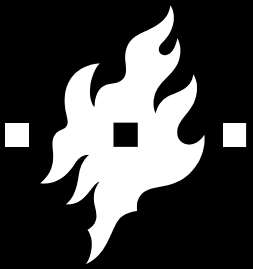


Figure 3. Means of purchase intention between photo sponsorship and celebrity type. Only sponsored photos included.

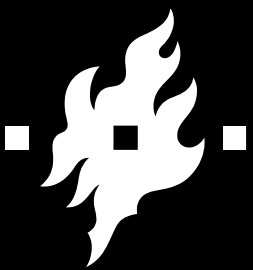


**General celebrity:**  
Affects brand image



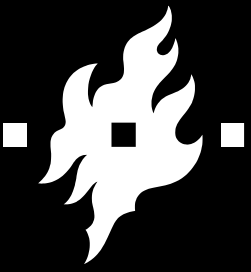
**Social media influencer:**  
Affects purchase intentions





# WHY SOCIAL MEDIA INFLUENCERS ARE MORE EFFECTIVE?

Possible reason	Theoretical background
Consumers spend so much time on social media that influencers start to carry <b>more relevant cultural meanings</b> and hold stronger <b>social capital</b>	Meaning transfer process (McCracken, 1989)
A change in the celebrity culture; Social media can portray also ordinary people as celebrities, which makes them <b>intriguing yet identifiable</b>	Celebrity culture and the presentation of the self (Marshall, 2010)
They have a closer relationship with their followers and can give product endorsements as a <b>"friend"</b>	Authenticity signals in para-social relationships (Kowalczyk & Pounders, 2016)
Influencer content designed to support commercial content, which makes it <b>authentic and acceptable</b>	Product-celebrity congruence, match-up hypothesis (Erdogan, 1999; Kamins, 1990)

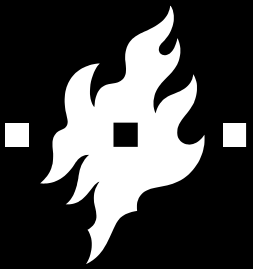


*“When I was ready to invest in a company, I realized I could use the value of my channels to trade it to stocks. --What is the common thread in my investments? All of the companies have the same target group – the readers of my blog!”*

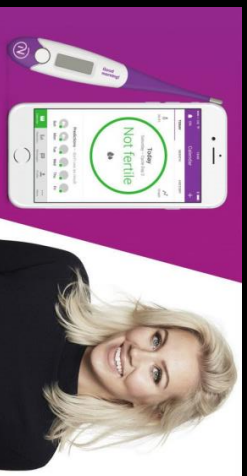
**Blogger Isabella Löwengrip, 2018**

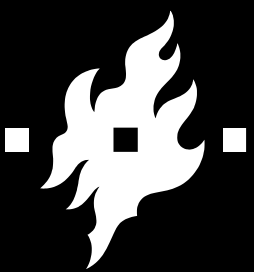
*“I’ve endorsed them, advised them, and now I’m looking to invest in them. I plan to keep growing the portfolio, ya dig?”*

**Rapper Snoop Dogg, 2019**

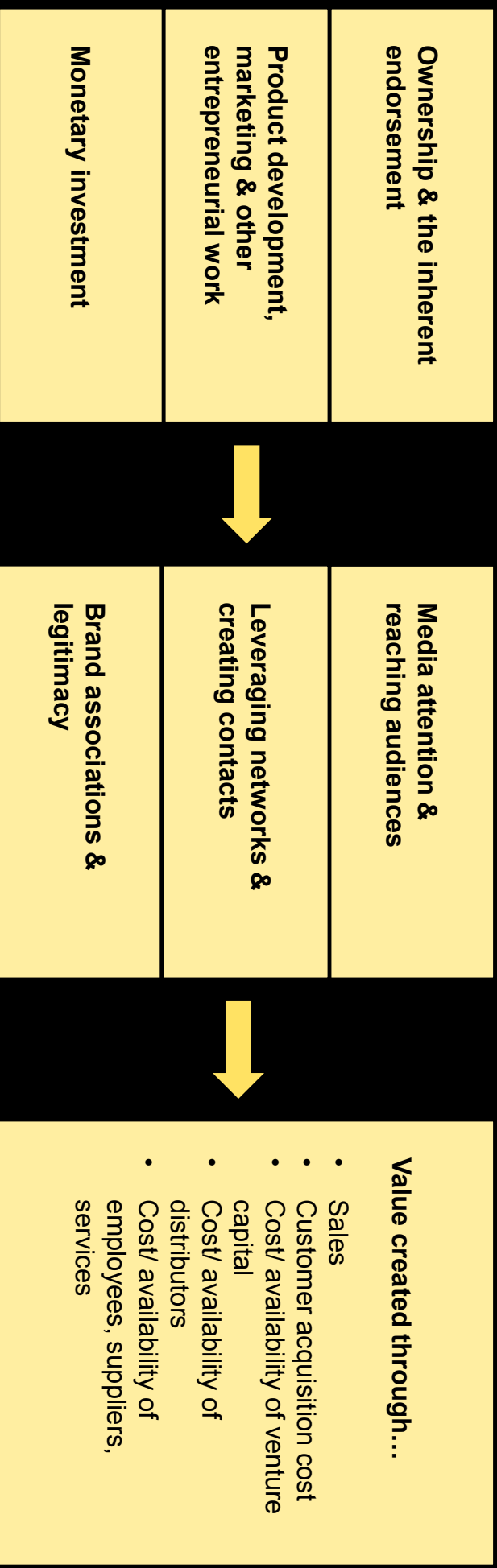


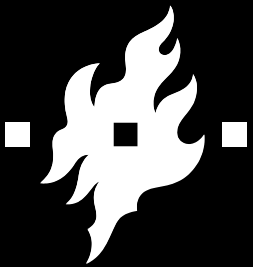
# ADVERTISING NOT THE ONLY OPTION – INFLUENCER EQUITY A NEW WAY TO LEVERAGE FAME





# HOW DOES INFLUENCER EQUITY CREATE VALUE?





**THANK YOU!**

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