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Conversations That Matter:

Beyond Influencer

*How Behavioral Science Enables
Influencer Marketing's Future*

Ogilvy

Welcome



Dayoán Daumont
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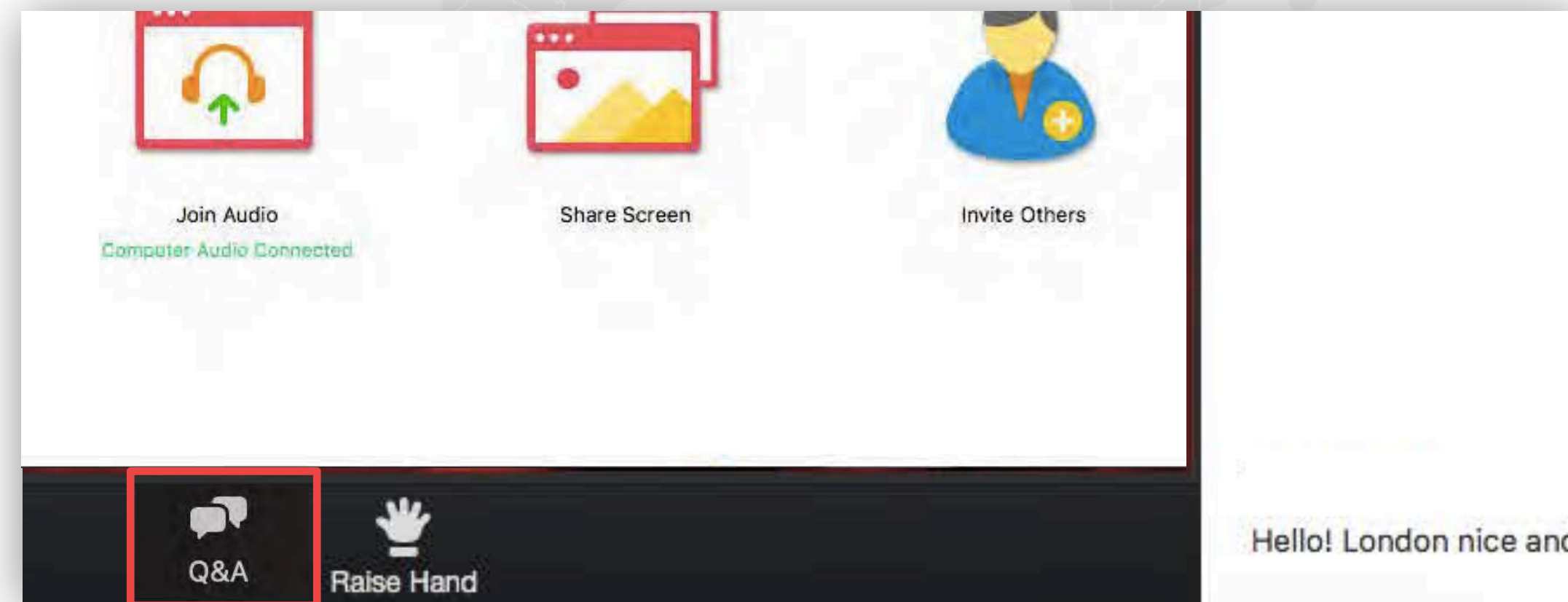
Spencer Schrage
Partner, Brand Innovation
Ogilvy Consulting



Keith Bendes
Head of Strategy,
Linqia

**Tell us
where you
are dialing
in from!**

What's the weather
like in your city?



Global Ogilvy Website

<https://www.ogilvy.com/ideas>

Do you
want this
deck?



A Walk Down *Memory Lane*



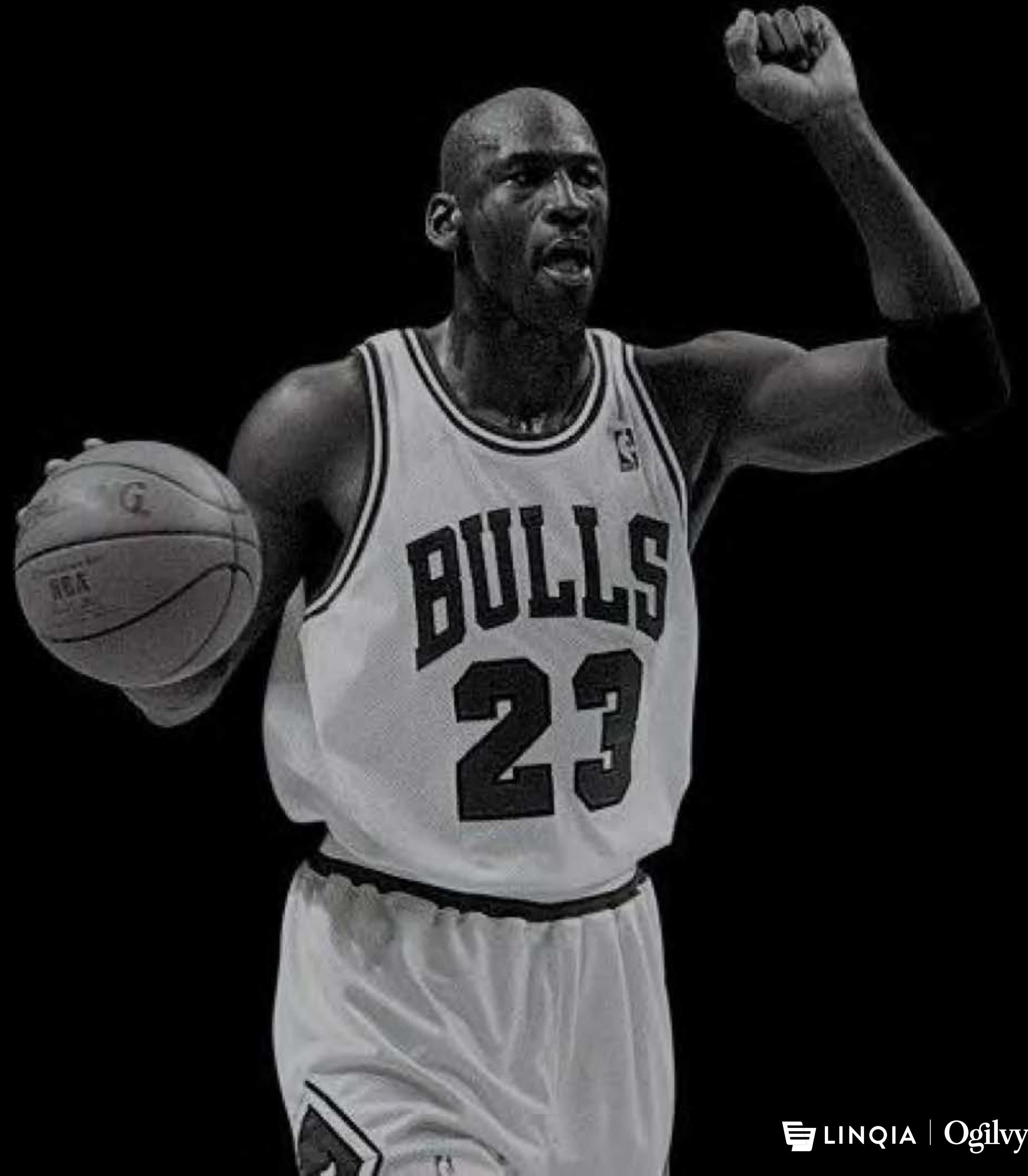
Fatty Arbuckle

1905



Michael Jordan

1984



Britney Spears

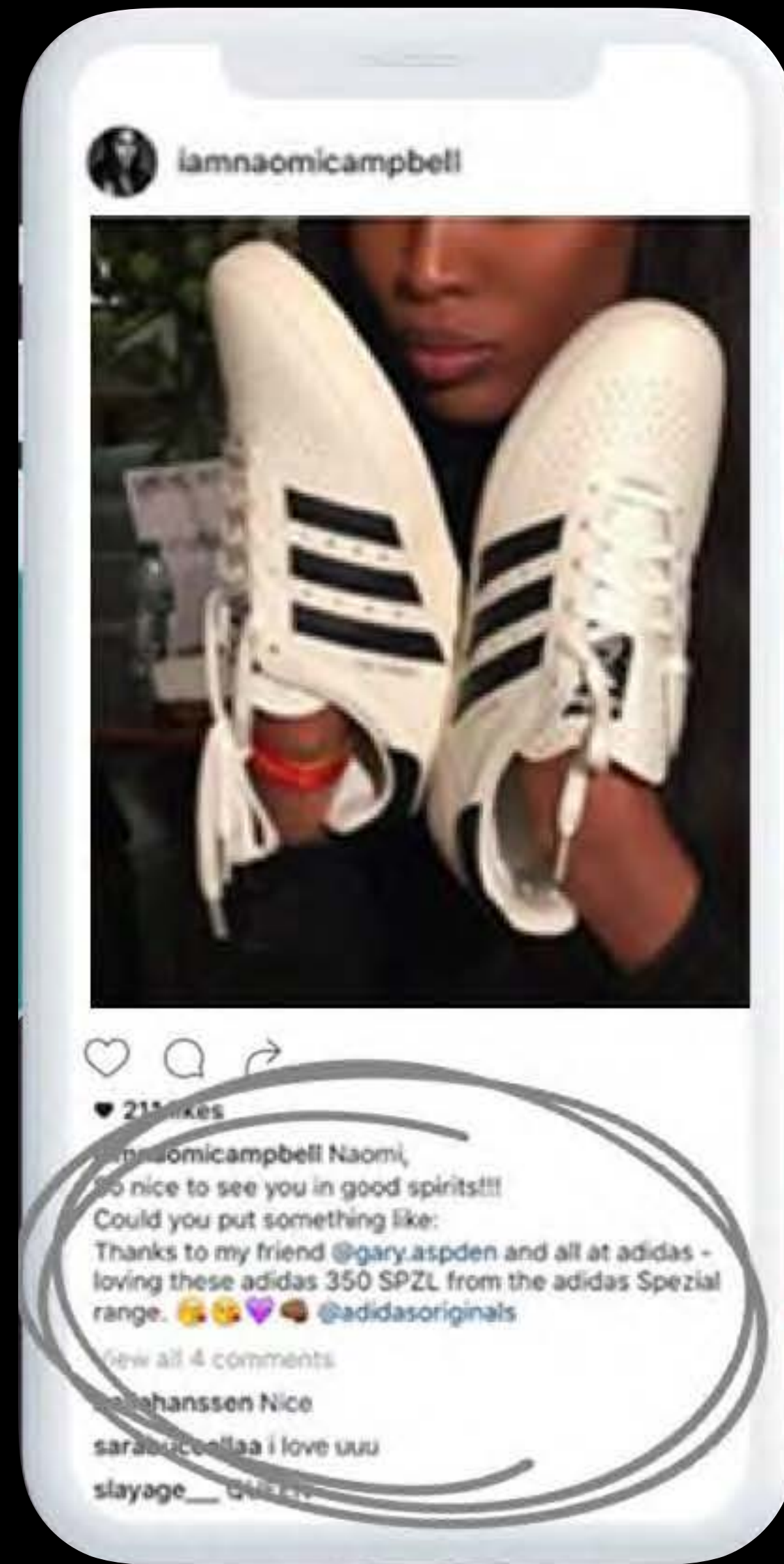
2001



It Wasn't All *Smooth Sailing...*



Here you go, at 4pm
eat, write the below:
Caption:
Keeping up with the
summer workout
routine with my
morning @booteauk
protein shake!



Naomi,
So nice to see you in
good spirits!!!
Could you put
something like:
Thanks to my friend
@gary.aspden and all
at Adidas - loving
these Adidas 350
SPZL from Adidas
Special range.



The Rise of Micro-
Influencers



Mass Marketing → *Personalized*

MASS MARKETING

PERSONALIZED ADVERTISING



Meaningful

1:1

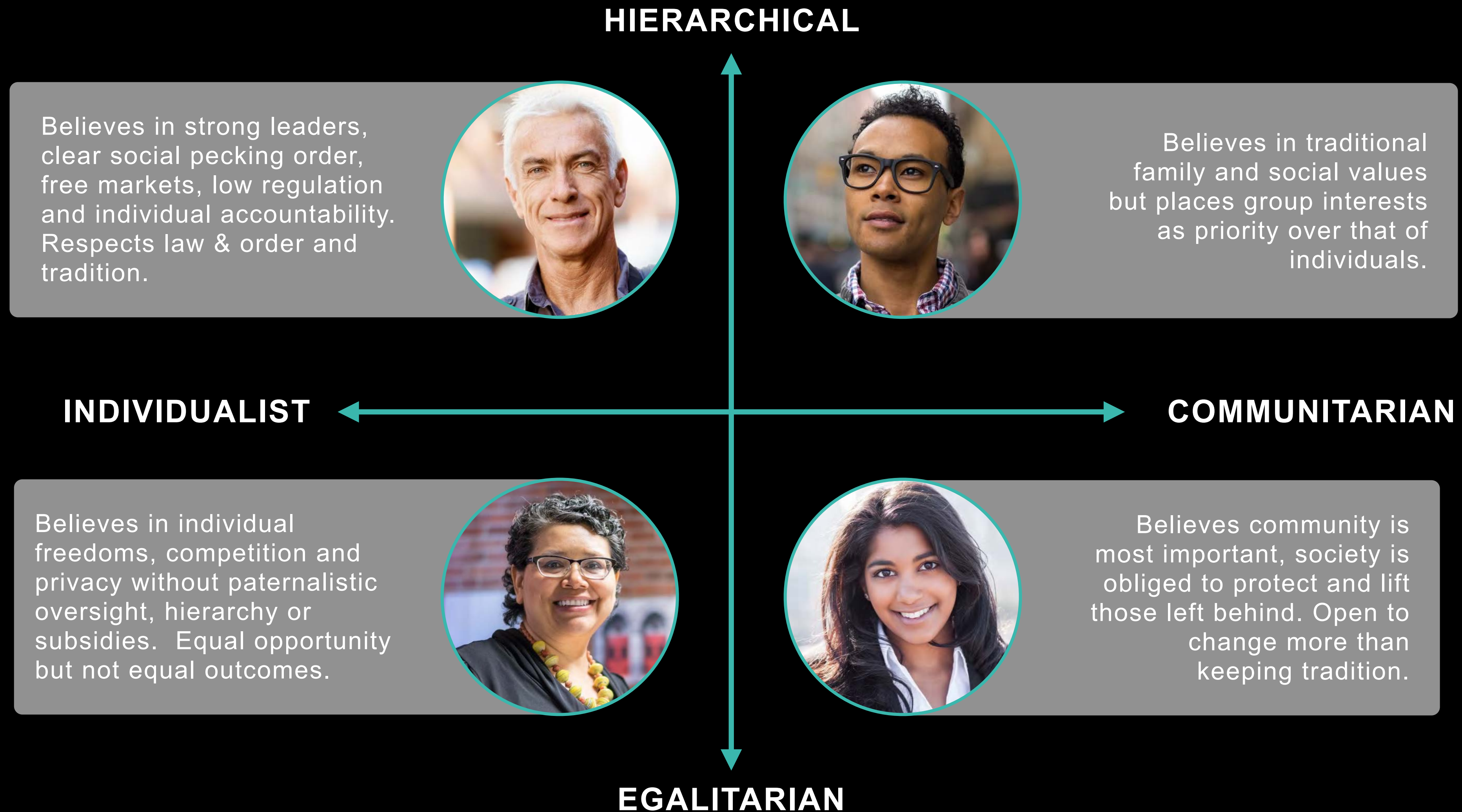
Marketing

Shift from demographic
→ *Behavioral marketing*

Behavioral Science

Cognitive Segmentation

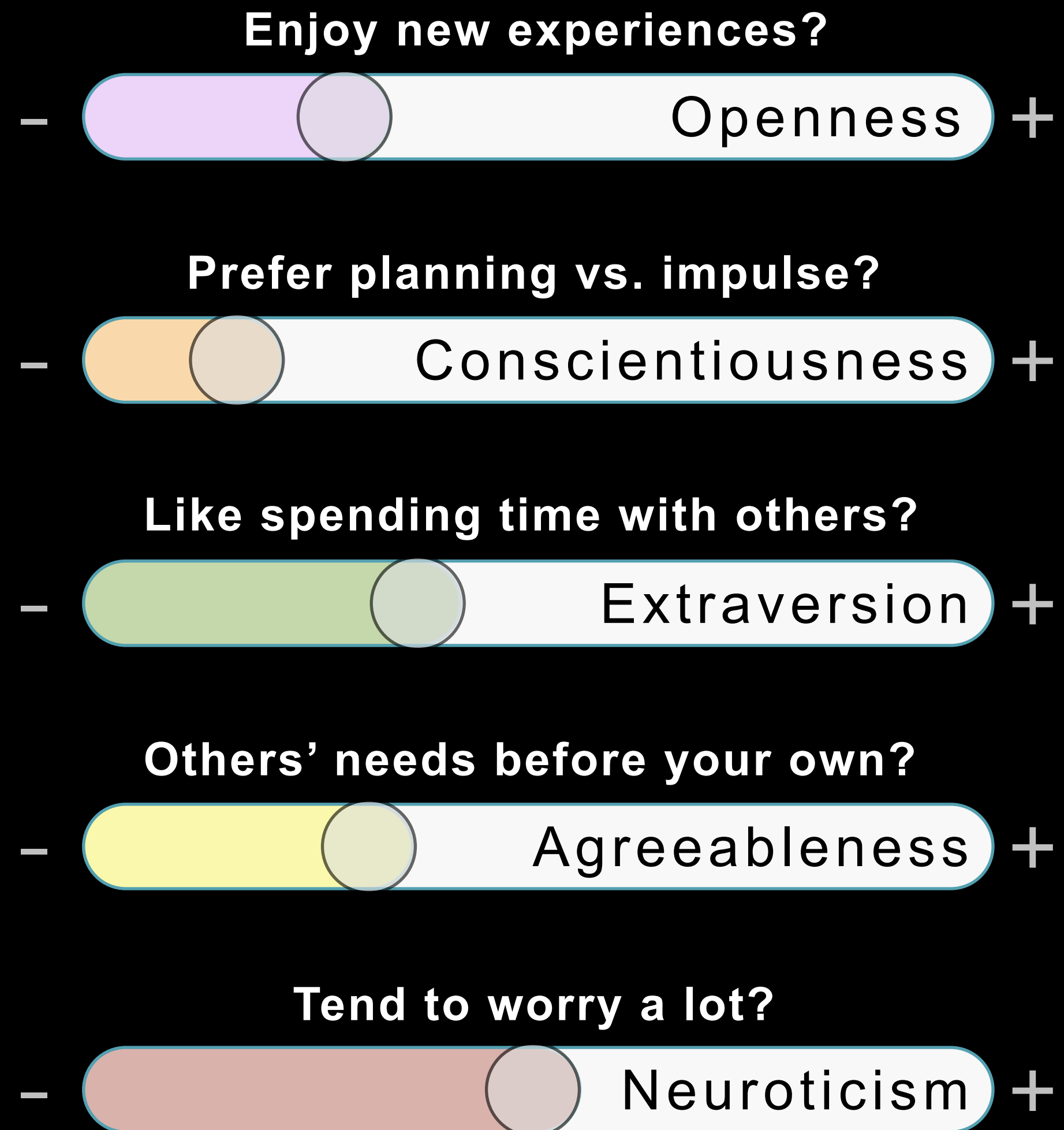
Cultural Cognition



Personality Insights

Big Five OCEAN

Five universal human personality traits which help us understand what people care about, why they behave as they do, and what really drives decision-making.



Segmentation Shift



Segmentation Shift



Personality

- Highly Extraverted – more than general population and rises with BC title
- More Agreeable than general population
- More Open to Experience than general population and rises with title
- More easily stressed out than general pop. Not as calm or laid back.
- Takeaway: Very outgoing, conversation starters, fun, friendly, like to try new things, but can get stressed out and not laid back.



Self Descriptions

- Stylish, well-dressed
- Stand up for what they believe in
- Intelligent
- Helpful
- Full of ideas



Interests

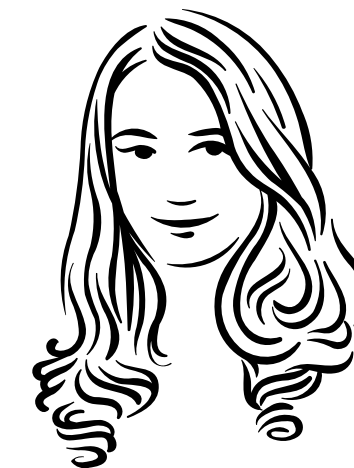
- Travel
- Entertain friends & family
- Exercise
- Music
- Reading



Worldview

- Surprisingly Individualistic (and Libertarian) as opposed to being strongly Communitarian. They don't want government intervention--with one notable exception: most agreed with the statement: "Sometimes the government needs to make laws that keep people from hurting themselves." About two-thirds are Egalitarian. However at the Managing Director level, 34% are arch business types (Hierarchical Individualists) and 43% are diametrically opposed (Communitarian-Egalitarian). This is a surprising split as these two groups have little in common in Worldviews.

- Takeaway: appeal to their egalitarian view but they are not rabid progressives.



Their Top Issues

- Environmental conservation
- Organic farming
- Climate change
- Ocean Sustainability
- Pollution
- (Least important = vegetarianism; LGBT; age discrimination)



Self Descriptions

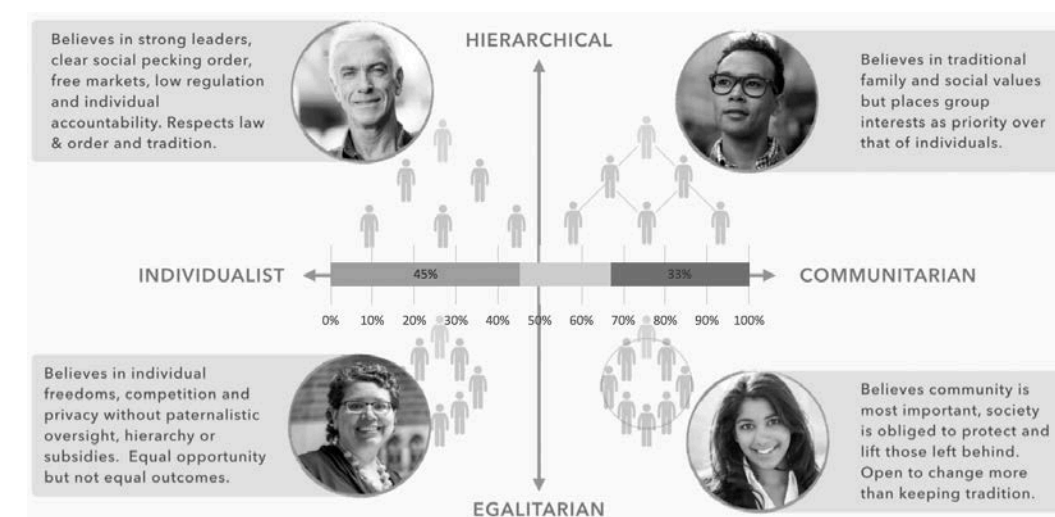
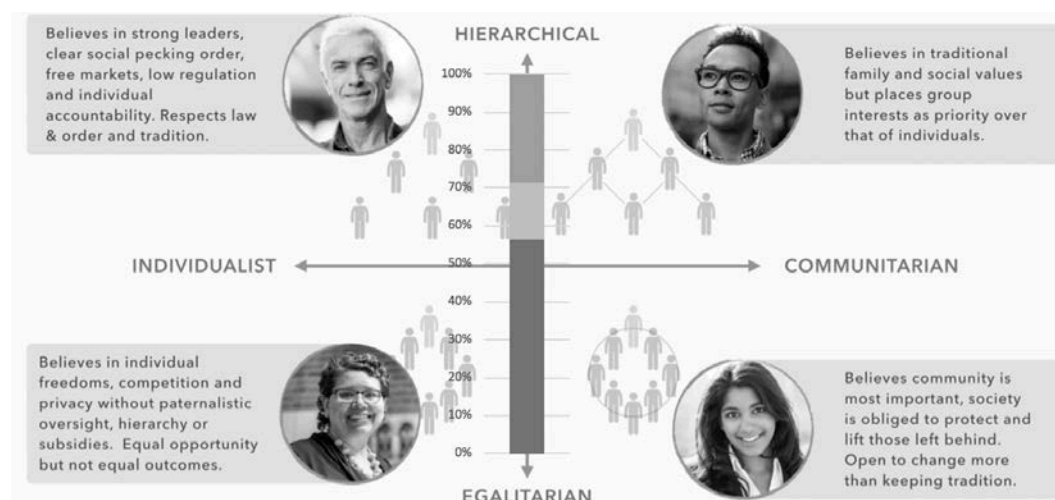
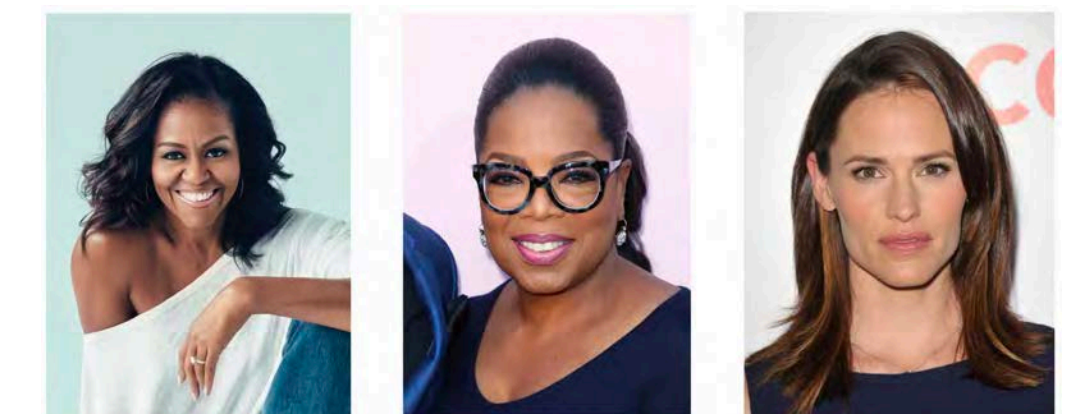
- Super concerned about social signaling—they want people to know what they do and where they stand on key issues. They consider themselves brand activists, protesting or boycotting non-green brands.



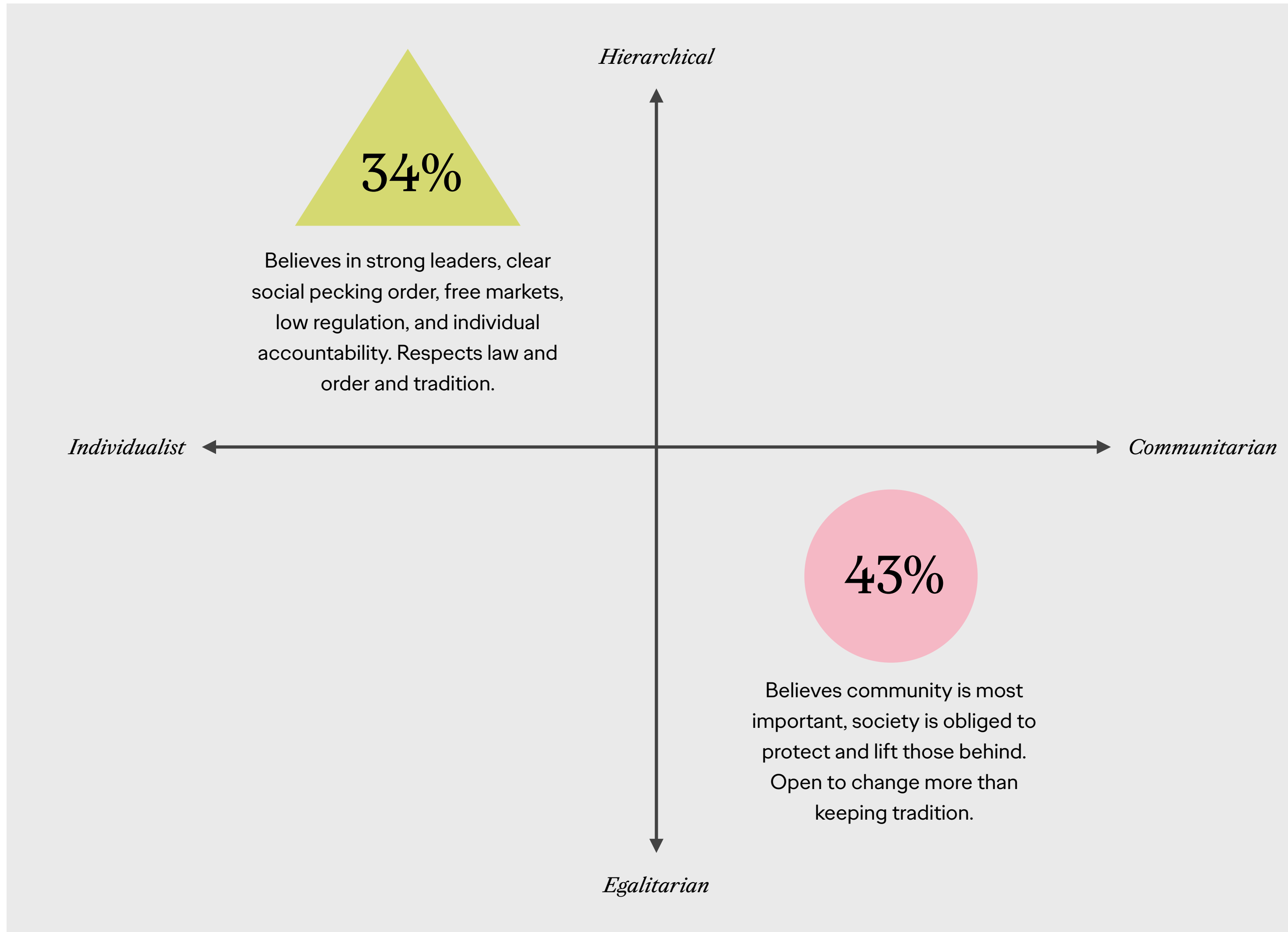
Risk & Business

- Most rated their own business skills as beginner or advanced beginner. Few described themselves as "entrepreneur." Yet they all tested for high risk tolerance rising steeply with titles.

Best Ambassadors



Segmentation Shift



Source: Yale University Cultural Cognition Project



Examining the World Views of Managing Directors

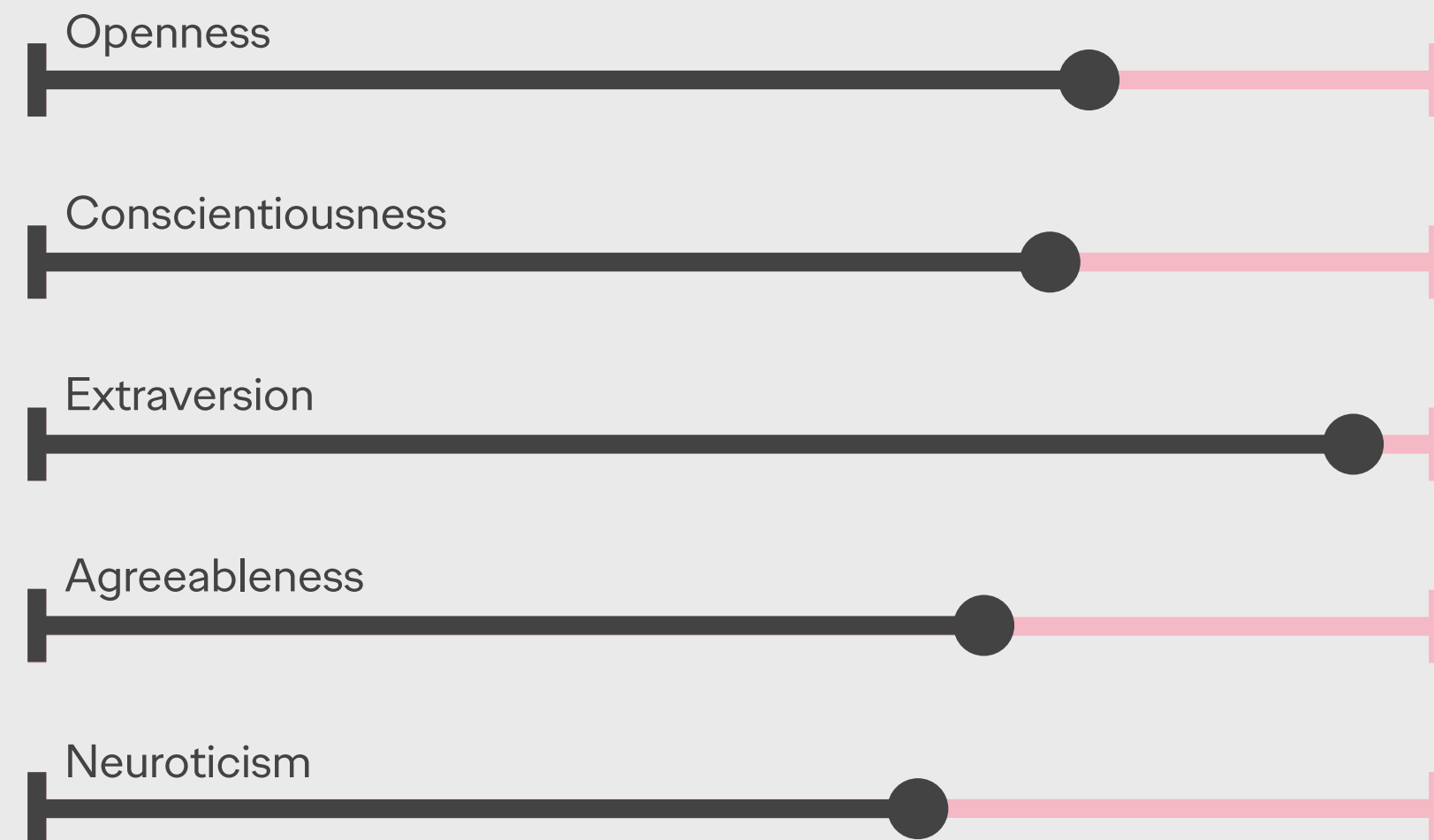
Amongst Managing Directors, a significant portion are Hierarchical-Individualists (traditional business and free markets worldview).

Just over half are Egalitarian and a strong split toward toward Communitarian. This is odd in that the Hierarchical-Individualists (upper left) and the Egalitarian-Communitarians have nothing in shared world views.

So it appears there are two MD tribes. note the sample is small.

Segmentation Shift

Figure 6. An Overview of the Personality Trait Profile



- [Redacted] people are fairly high in **Openness to Experience**. They like discovering and trying new things.
- [Redacted] people are very high in **Extraversion**. They crave being with others and in the limelight.
- [Redacted] people are not as laid back and report they can get stressed out. But they are not overly moody or anxious.



Rewarding This Personality Trait Profile

Discover new products, places, music, cuisine and experiences —together. Learn to handle stress with others.

*How do you
influence these
segments in
today's world?*

Elements Needed to Drive Behavioral Change

1. Credibility
2. Legitimacy
3. Strategic Complementary
4. Emotional Contagion



Tribal Affinity

& Strong Ties



Dad of newborn

Favorite Band: ARIZONA

Favorite Food: Pho

Diehard NY Jets Fan

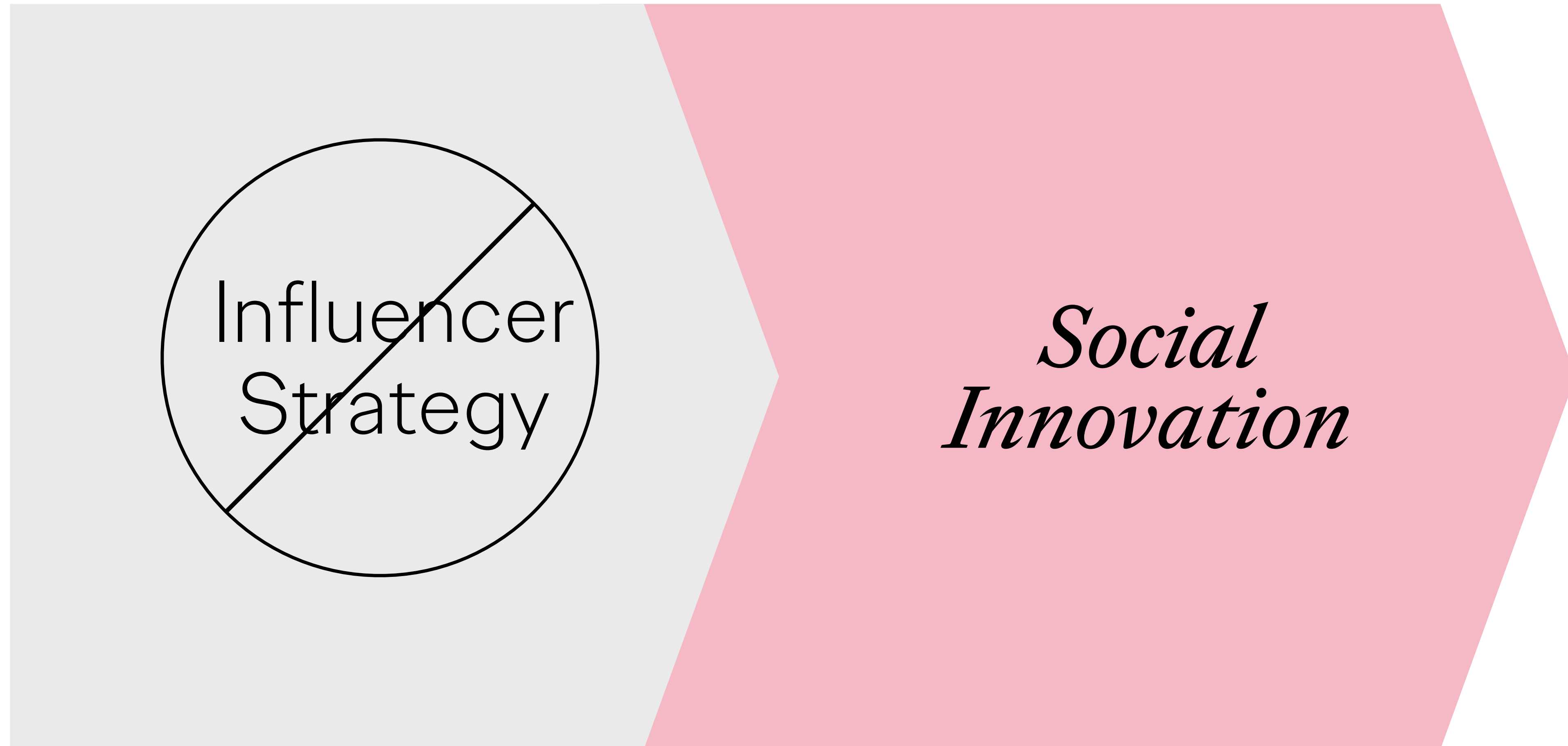
How can you leverage strong ties and bring credibility and legitimacy at scale?

*Critical
Points of
Influence*

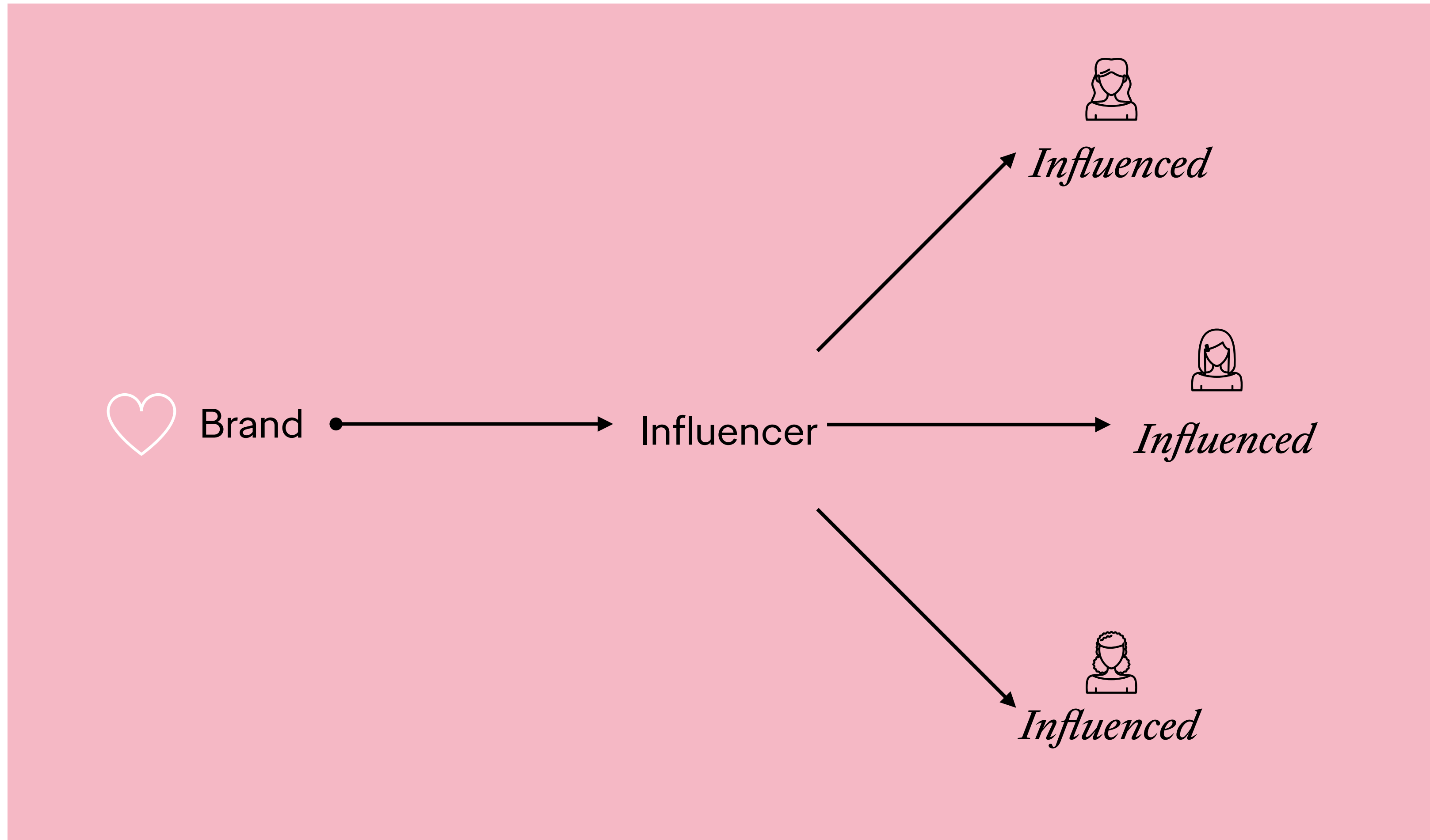


*The Power
of Influence*

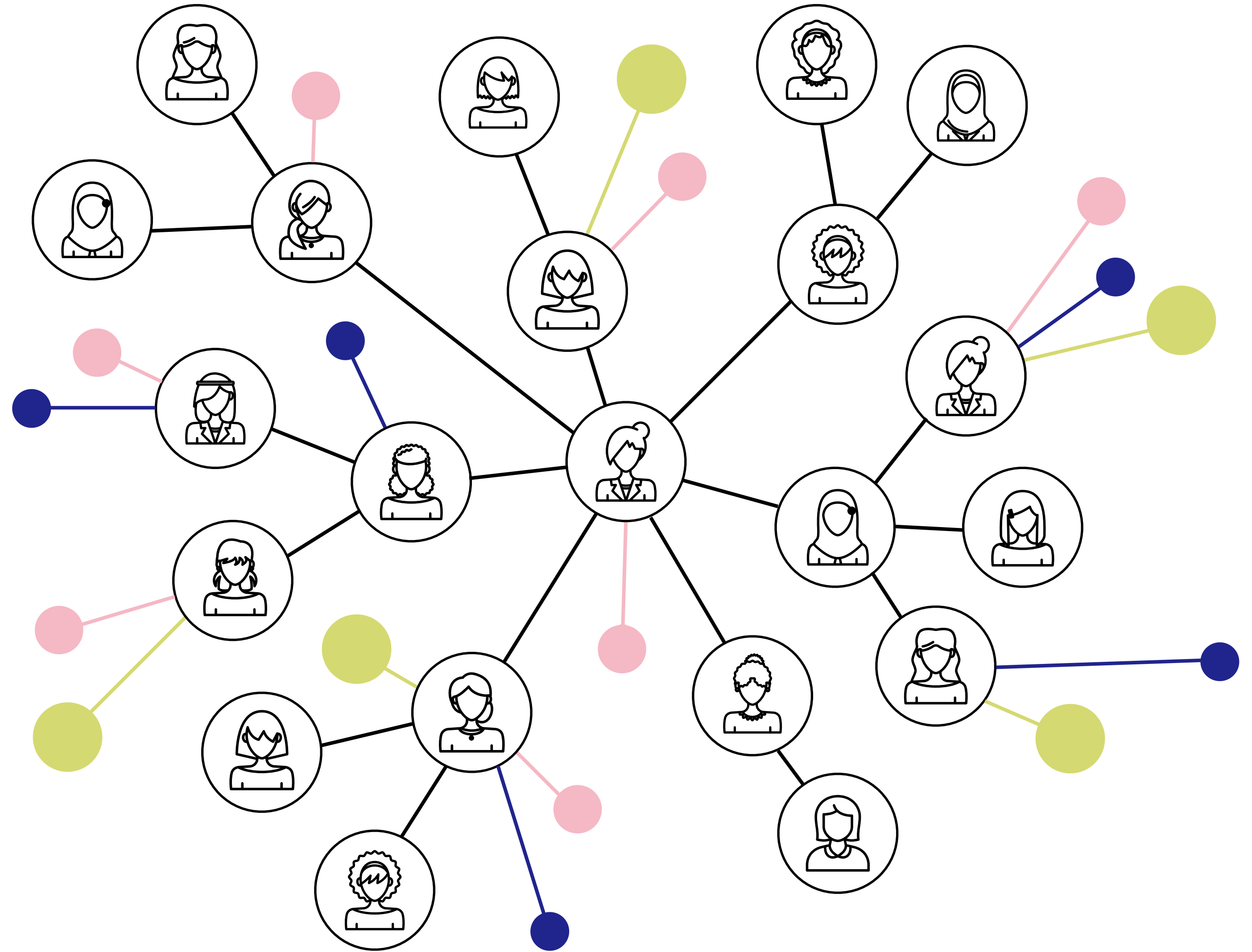
Influencer: Changing the Focus



Influencer: The Journey



Influencer:
**Social Innovation
Thinks About the
Whole Network
as a Team**



Brand voice is shrinking

*According to Google
Think, millennials use
more than 10 different
sources of information
each time they make a
purchasing decision.*

BRAND VOICE SHRINKING

Influencers are on the Rise

Lindsay



8%
ER

Low
#AD

26.2K
AVG. LIKES

252
AVG. COMMENTS

Bio + Rationale

Lindsay is a major foodie! She posts recipes and reviews tons of delicious food. She is also a huge McDonalds fan and even served McDonalds at her wedding! She recently posted a video of her eating Big Macs and Apple Pies. Lindsay mentioned that the McDonalds Big Mac is her favorite fast food burger. She will devour the new Crispy Chicken Sandwich and love every minute of it!

Audience Demo:

72% Female, 28% Male
82% White, 11% AA, 7% Hispanic
71% Age 18-34
54% Single, 46% Married, 10% Parents
70% from US

Audience Key Interests:

Wining & Dining: 84%
Lifestyle & Hobbies: 51%
Fast Food: 20%

Social Platforms:



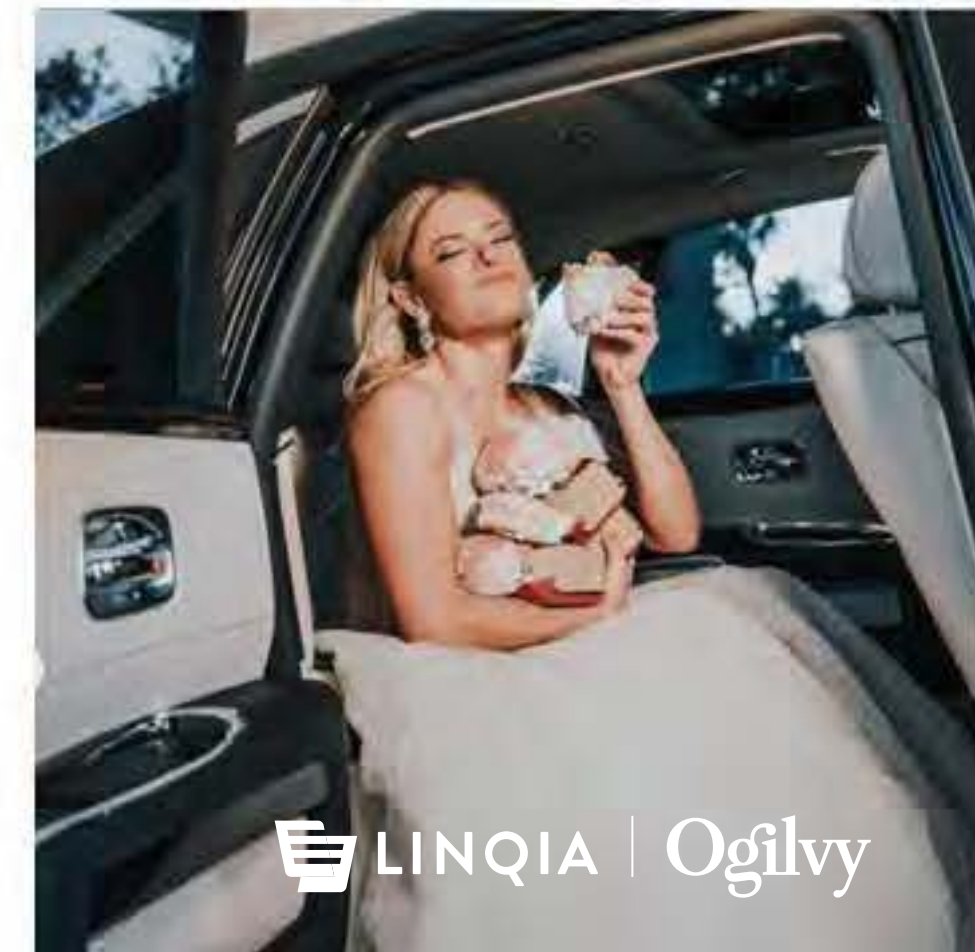
304K 152K 3.2K <1K

Brands They Talk About:

@MCDONALDS, @TACOBELL,
@OPENTABLE

Recent Post:

"You can take the Bride out of @mcdonalds but you can't take McDonalds out of the Bride. 🤔👉 — Drop a 🍔 if you'd do this + swipe for more of my wedding day McDonalds photo shoot!"
(April 2020)



Johnny



24%
ER

Low
#AD

295.3K
AVG. LIKES

1.8K
AVG. COMMENTS

Bio + Rationale

Jonny is a lifestyle Tik Tok star with over 35M likes. He posts comedic videos with his girlfriend and about his Hispanic culture. His motto is "Bringing cultures together one laugh at a time". Jonny is also a big fast food fan. He even posted at a McDonalds drive-through in one of his first videos. Jonny would love to create a video of him trying the new Crispy Chicken Sandwich from McDonalds.

Audience Demo:

78% Female, 22% Male
42% White, 40% Hispanic, 15% AA
84% Age 18-34
85% Single, 14% Married, 3% Parents
83% from US

Audience Key Interests:

Lifestyle & Hobbies: 67%
Food: 34%
Culture: 23%

Social Platforms:



823K 7K 1K

Brands They Talk About:

@WHATDOYOUMEME, @PIZZAHUT,
@WALMART

Recent Post:

"Hey guys! Today I'm going to be showing you how to make Mexican popcorn. First you take 6 ounces of popcorn, then you're going to take your Salsa Valentina and add two ounces, then your going to take your bowl and shake, shake, shake! There you go! Mexican popcorn! Fun right? (May 2020)





*Locating
Influencers
To Match*

Millions of influencers



AI tracks influencers based on the content they promote



If they go from Hierarchical-Individualist to Communitarian-Egalitarian over time, the AI can sense that and classify appropriately



Dynamic matching

Locating The Influencers

Who The Influencer Is:

- Demographics
- Engagement Rate
- % of sponsored content
- Psychographics

Who Their Audience Is:

- Demographics
- Psychographics
- Brand affinities

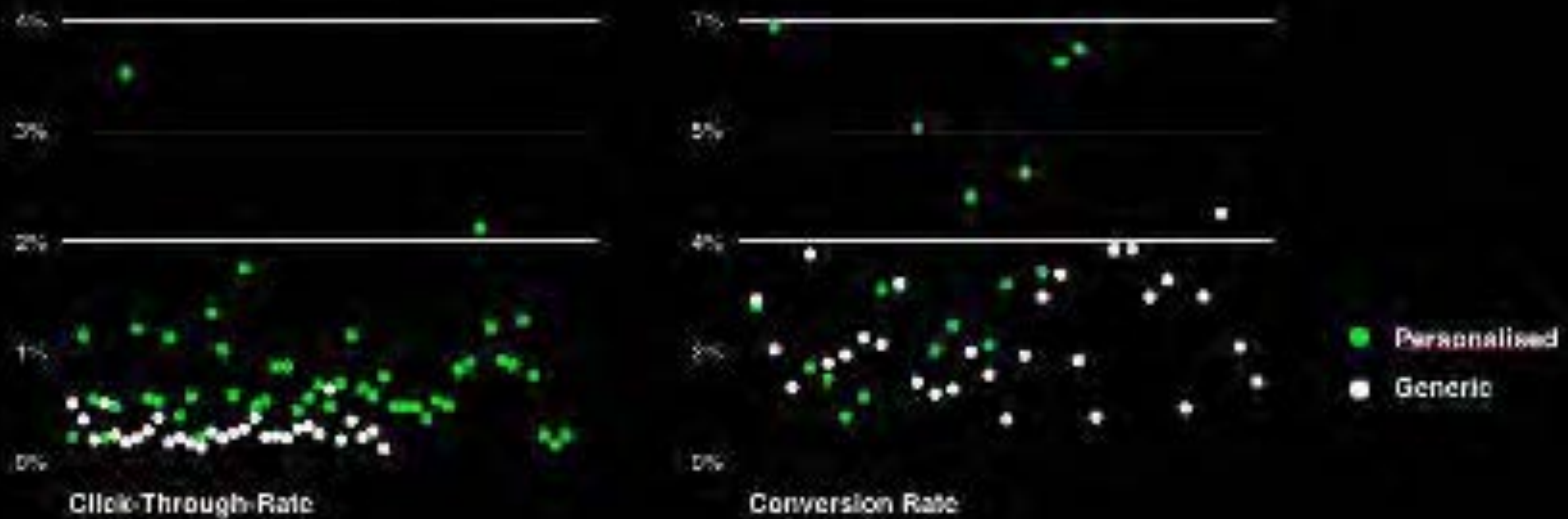
What They Are Talking About

- Imagery
- Copy

Matching Content Types To Audience

		Content Angles		
		Sustainability	Relaxation	Easy to Use
Audience Segments	Millennials			
	AA 25-45			
	Parents			

Up To 400% Greater Response Rate

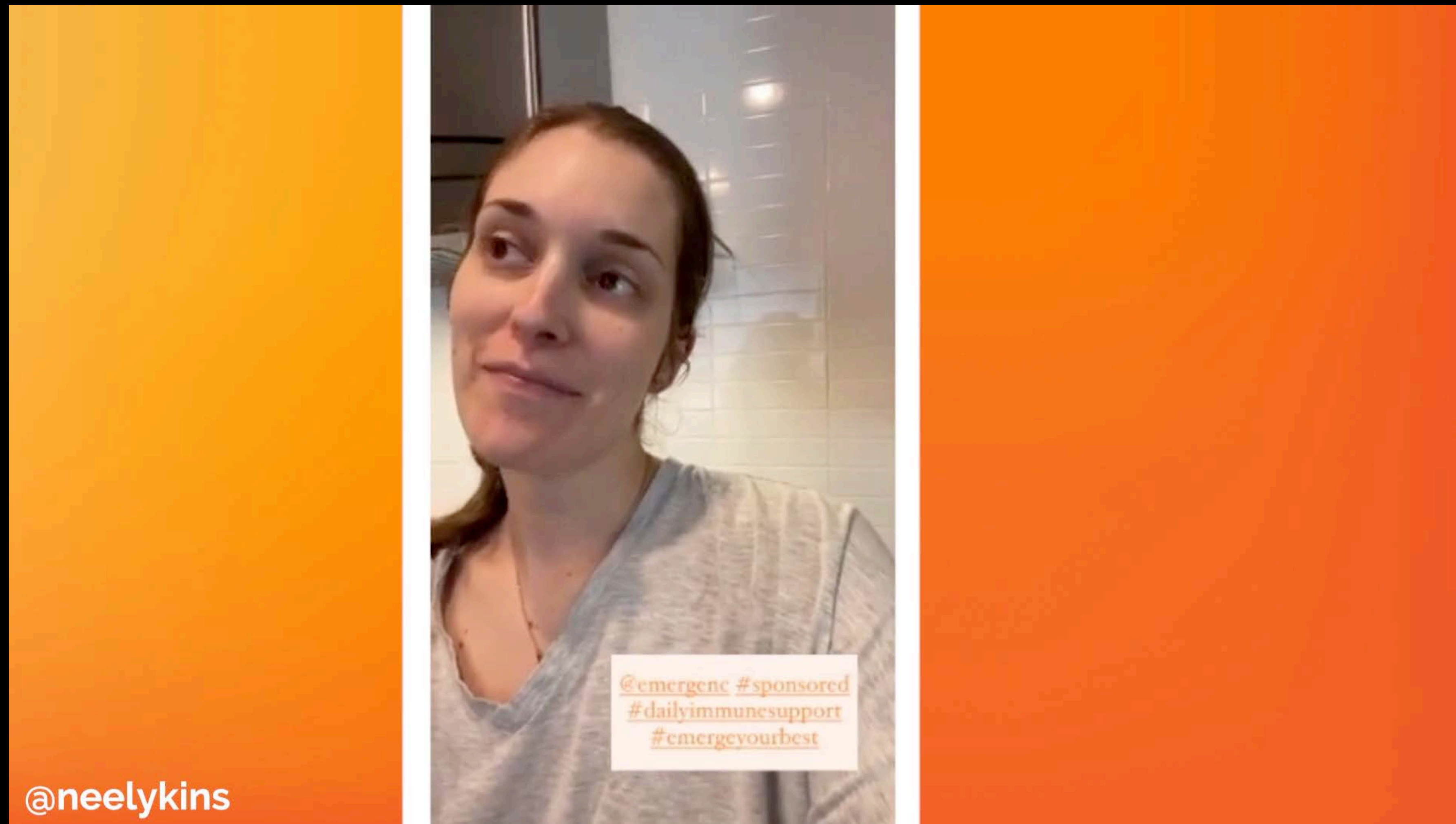


Source: Ogilvy & Mather Ltd 2018 Internal data: +1000 campaigns analyzed

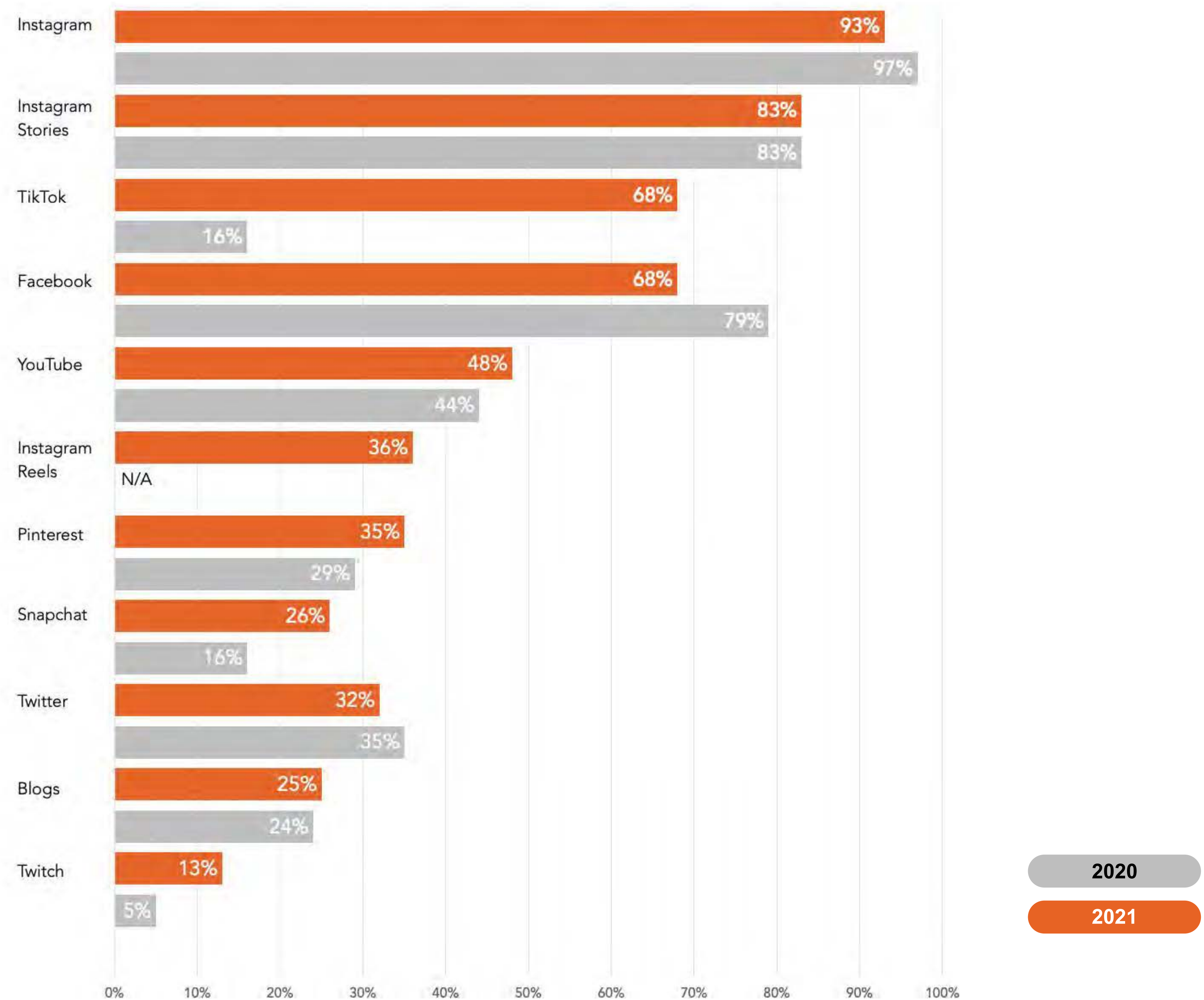
Beyond The Feed



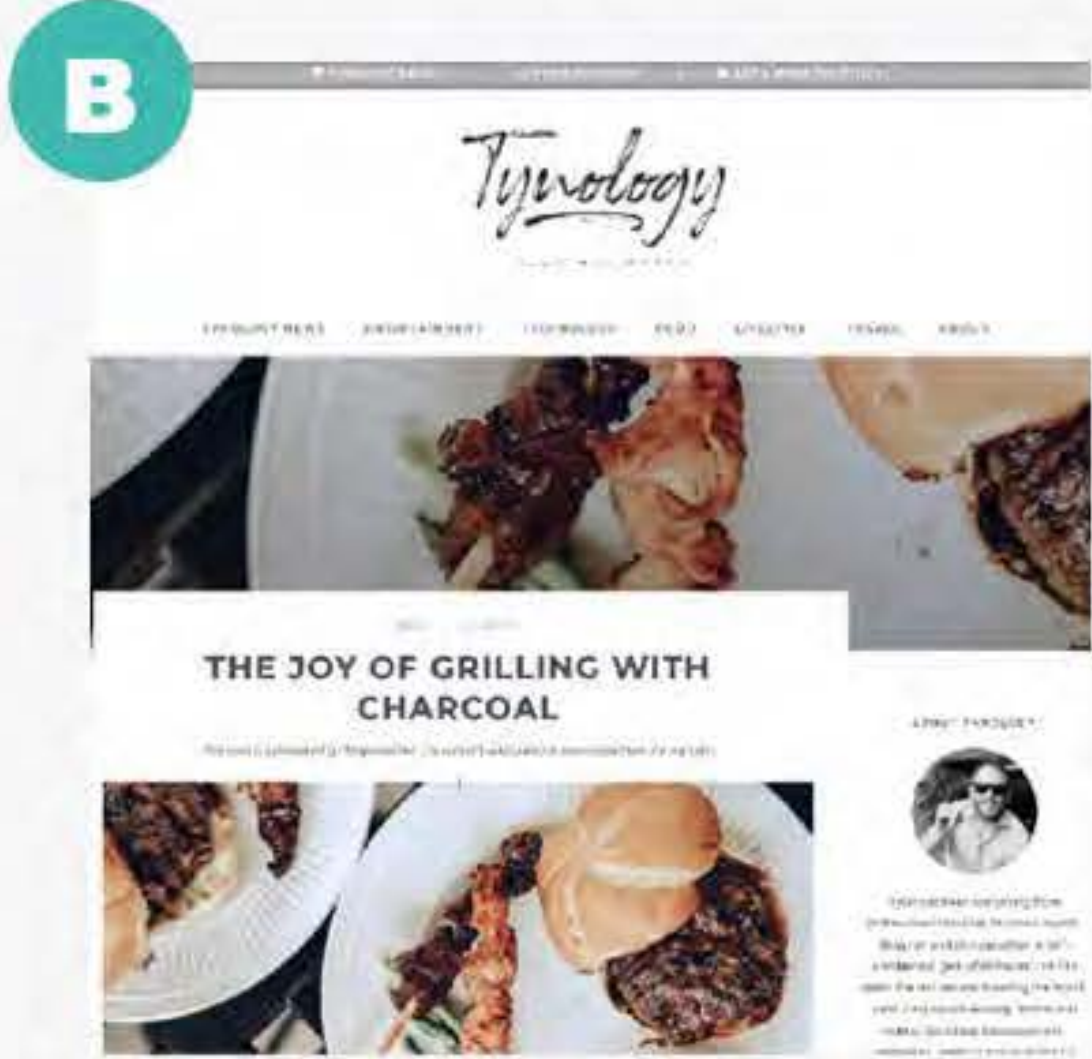
Beyond The Feed



Which social media platforms are you planning to use for influencer marketing?



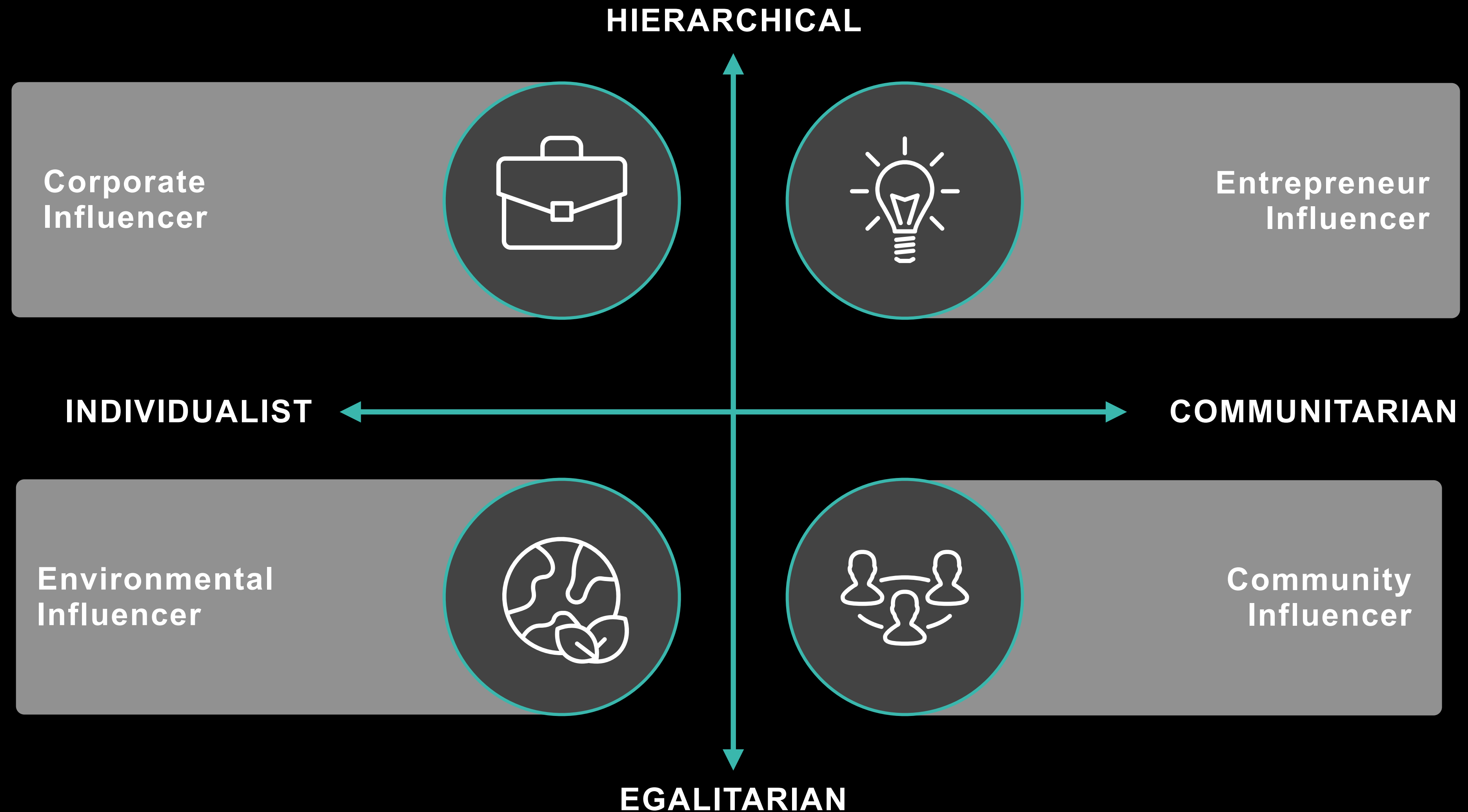
Many Different Platforms Influence Takes Place



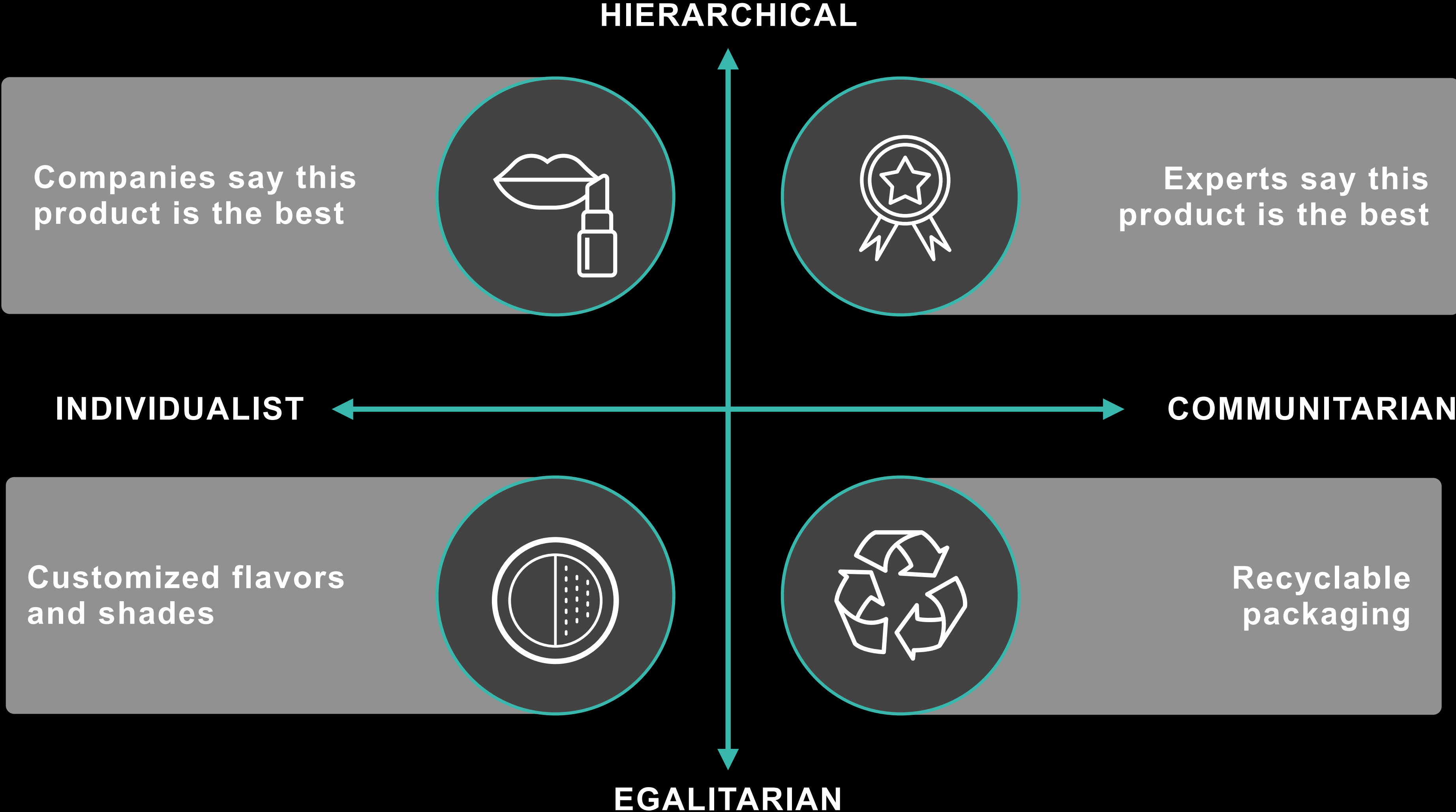
*A new era in
influencer
marketing*



Types Of Influence By Worldview



New Lip Balm From A Legacy Company



Proven Results



Three Olives



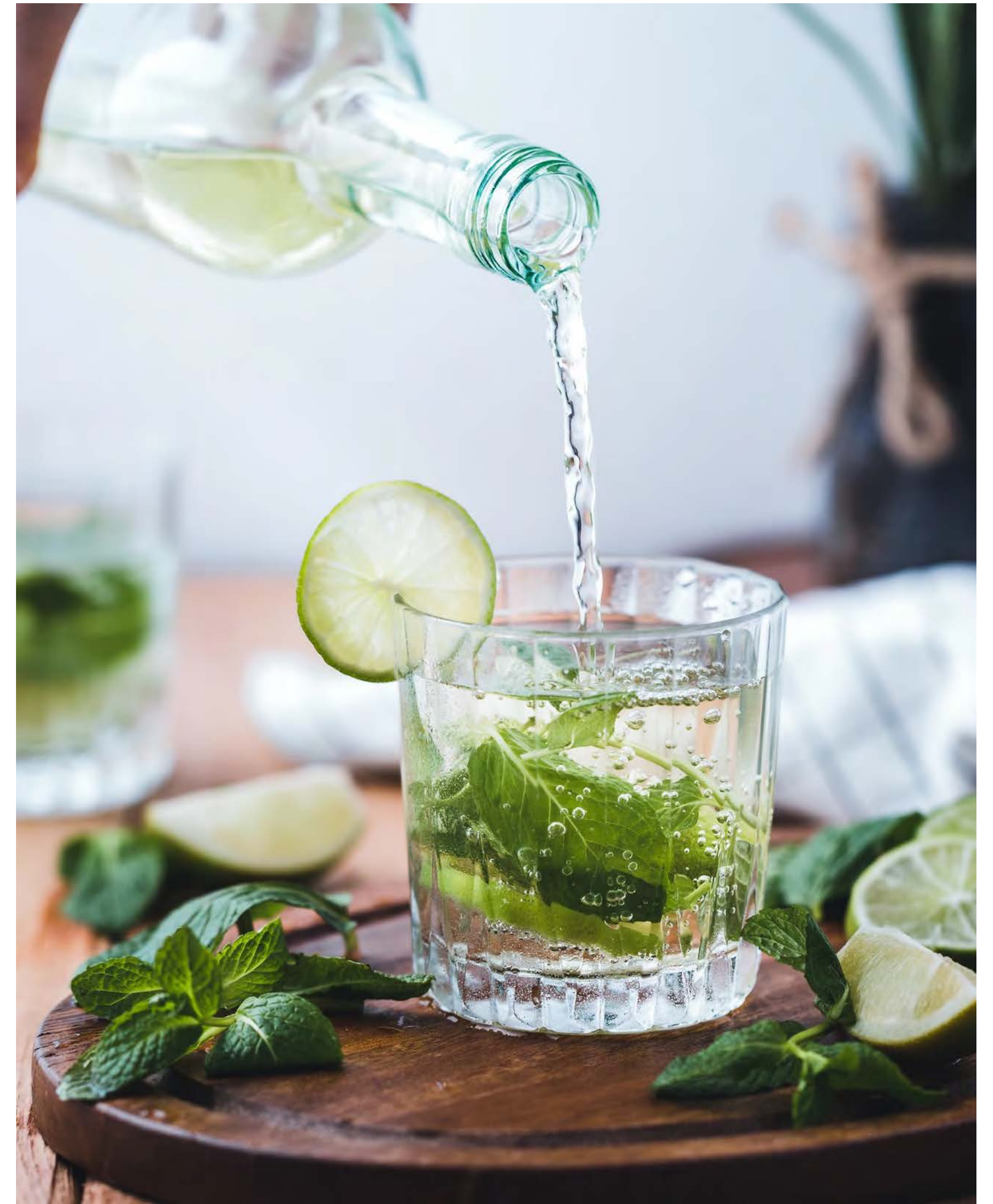
Foster Farms



Beauty brand



Sprits Brand



QSR Brand



5 Key Takeaways



1. Use Cognitive Segmentation to Define Your Dynamic Audience Segments

2.

**Locate the
Influencers Able to
Connect with Your
Dynamic Audiences**

3. Empower those Selected Influencers to Create Authentic Content

4. Repurpose Influencer Content Across the Entire Marketing Mix

5. Measure True Impact and Learn from Insights

Questions?

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Thank you.

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