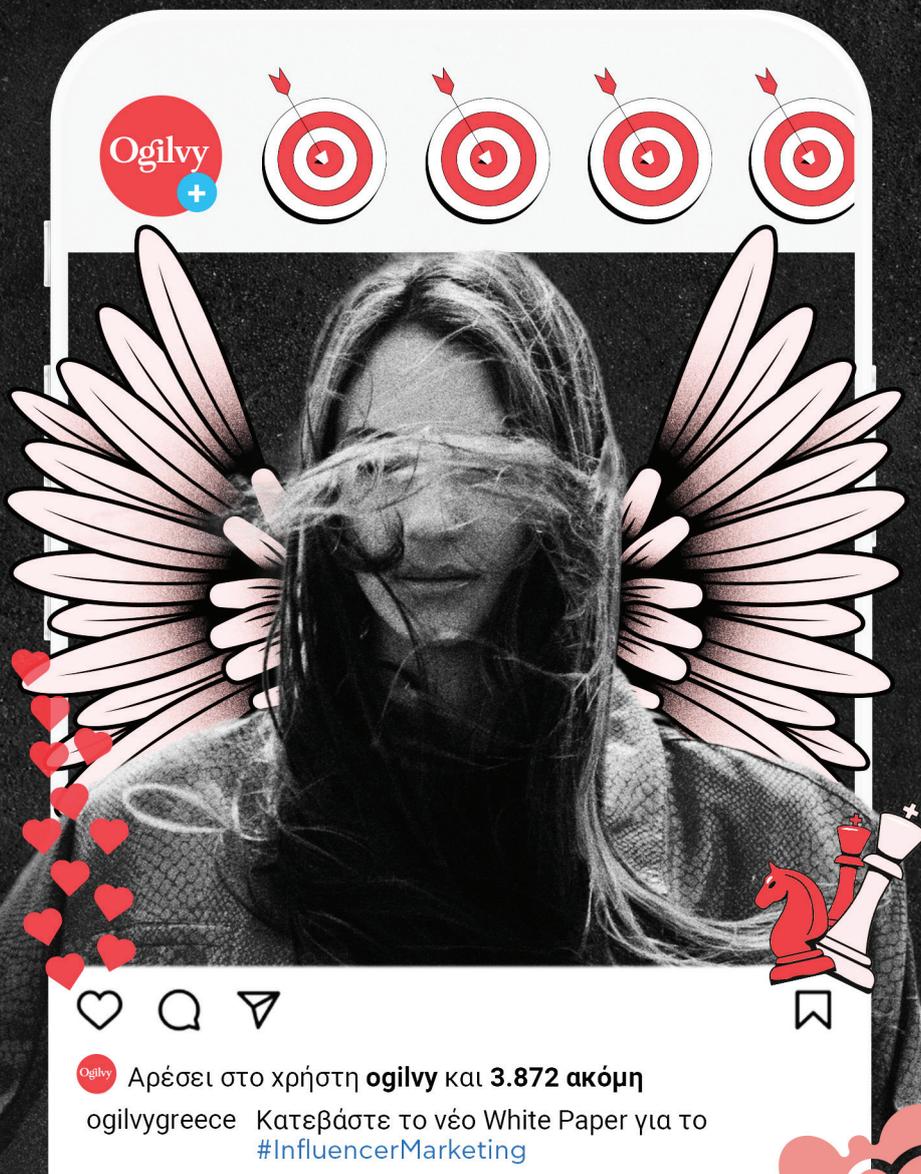


A STRATEGIC
APPROACH IN

INFLUENCER MARKETING



Ogilvy



With thousands of followers, nowadays, Influencers have grown into their role **as storytellers**. They know how to tell a story, rather than just selling to their audience. Thus, we think of them as **an effective communication tool** for more inclusive brand building.

And, we believe influencer marketing has the power to not only transform brands, but also **drive sales and growth**.





\$17bn

Predicted size of the influencer marketing industry by the end of 2022 (worth \$1.7bn in 2016).

63%

of marketers intend to increase their influencer marketing budget in the next year.

+22%

Influencer marketing was the fastest growing online customer acquisition platform in 2021 (growing 22% YOY).

AT OGILVY, WE'VE FOUND THAT FOR EVERY CHANNEL THAT INFLUENCE IS ADDED TO, THE POTENTIAL TO INCREASE ROI BY **UP TO 30%** IS INTRODUCED¹.

61% **60%**

of consumers between 18-34 take their decisions based on influencers' proposals that they follow ².

of marketers shared that influencer-generated content performs better and drives more engagement compared to branded posts ³.

5.20\$

the average earned value per \$1 spent on influencer marketing ⁴.

Sources:

1. Ogilvy Social Media Trends 2022

2. Ogilvy Influence Presentation 2021

3. <https://influencermarketinghub.com/influencer-marketing-statistics/>

4. <https://influencermarketinghub.com/influencer-marketing-statistics/>

WHAT'S TRENDING



The rise of social video & creators

The rise of entertaining platforms such as Tik-Tok & Twitch, have made way for a new area of social video creators. People want to entertain themselves and winners are those brands that inspire creativity and bring joy to their audience.

Influence E-Commerce breakthrough

Influencers contribute to the decision process and even spark the last click. Looking forward to 2022, consumers are increasingly turning to influencers over brands for product discovery and commerce inspiration on social.

Micro-Influencers engagement

Micro-Influencers continue to emerge as a very effective tier to build trust with the consumer and drive high engagement rates. These influencers are a valuable aspect of an influencer strategy to drive engagement on a lower budget.

VIDEO CONTENT IS THE KING



Video content has the power to captivate the audience, and this can be observed among generations in different platforms. Video stands out because it doesn't tell, but it shows.

It shows real life examples where the influencer is transparent by putting @ face, voice, and real personality on display. That's the reason of why people love to watch videos.



INSTAGRAM

Creating and/or interacting with Instagram stories and consuming video content seem to be first, between Gen Z & Y. Watching videos is appearing in high levels also for Gen X.



FACEBOOK

More than 50% of all generations has spent their time on watching a video in Facebook.



TIK TOK

Gen Z sparks the conversation in tik-tok platform, with most of the users to like or comment on videos and share a video.

Case

AMSTEL: Soul Diaries

Aiming to develop an engaging influence campaign for AMSTEL, we created **a series of video diaries on Instagram**, the “AMSTEL Soul Diaries”, with popular actors who spoke from the heart about what makes their souls overflow.

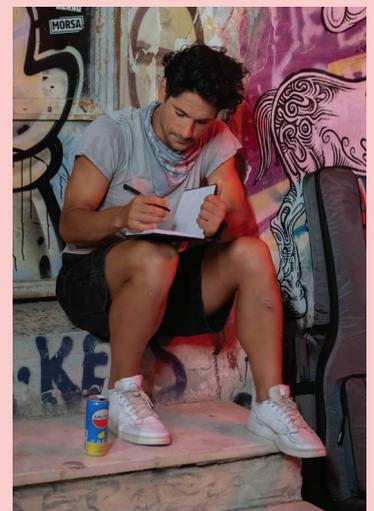
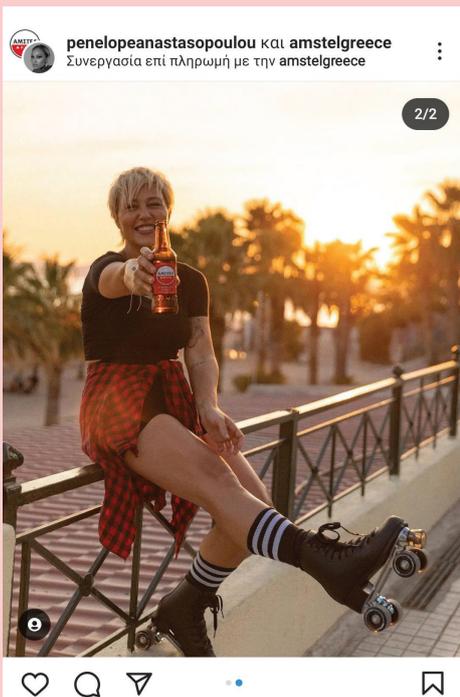
The videos leveraged one specific trait, habit, or talent of each influencer and communicated it in a way that highlighted the main message of the brand’s campaign, **“Let your Soul Overflow”**. Through these video series, the brand coexisted with the influencers in a purely native way and was highlighted as the driving force that enables the protagonists’ souls to overflow with emotion.

Campaign Results:

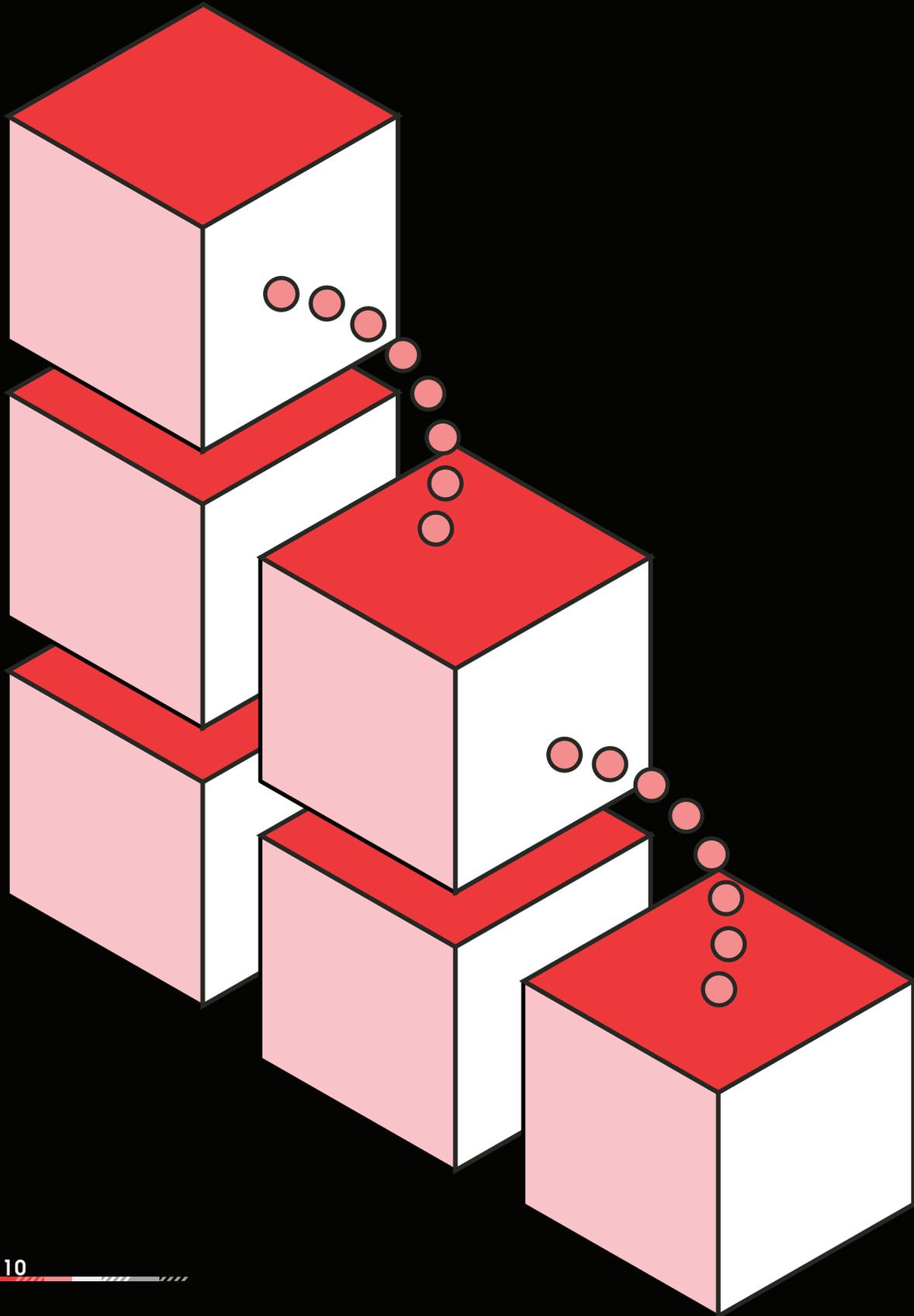
Total Reach: **2,87M**

Total Impressions: **13,25M**

Total Engagements: **25,4K**



THE OGILVY APPROACH



AT OGILVY,
WE INSPIRE
BRANDS
AND
PEOPLE TO
IMPACT
THE
WORLD.

Our Strong Conviction

We maximize the **creative effectiveness of Influence** as an integrated channel in the marketing mix with best-in-class access to people and technology, to grow our clients' business.

Our Unique Creativity

Aiming to **drive impact** and leverage talkability for our clients' brands, we combine two approaches in terms of the **creative use of influencers**. Both ways ensure a **creative excellence**, but we put influencers under different perspective. Creatively, in influencer campaigns, the idea reigns supreme with the channels in service of the idea.

Case

DOVE: Dear Influencers

80% of girls between 10-17* would change their image in social media, using filters to look like the people they follow. The influencers. This shocking percentage inspired Ogilvy and Dove - which for years has been committed to making beauty a source of confidence, not anxiety - to create a **campaign-letter to all influencers**. We're asking everyone for one simple thing: to declare every time they upload an edited image of themselves on social media. To help young girls see the true beauty behind the filters.

Starting from the metro and bus stops, the campaign was spread through influencers' channels and instore activations that prompt our audience to sign the pledge, reaching almost **10.000 signs**.



Case

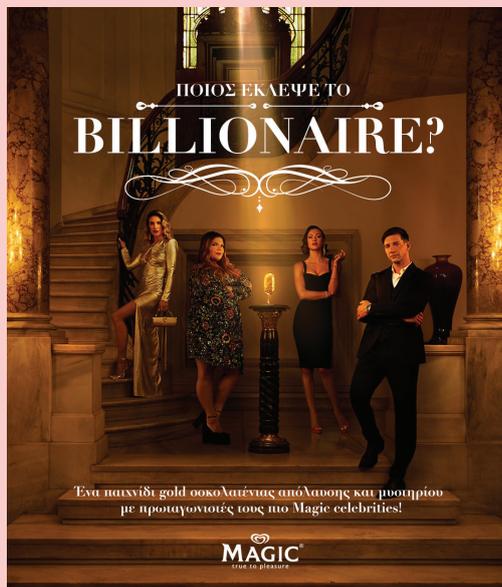
MAGIC: “Who Stole the Billionaire?”

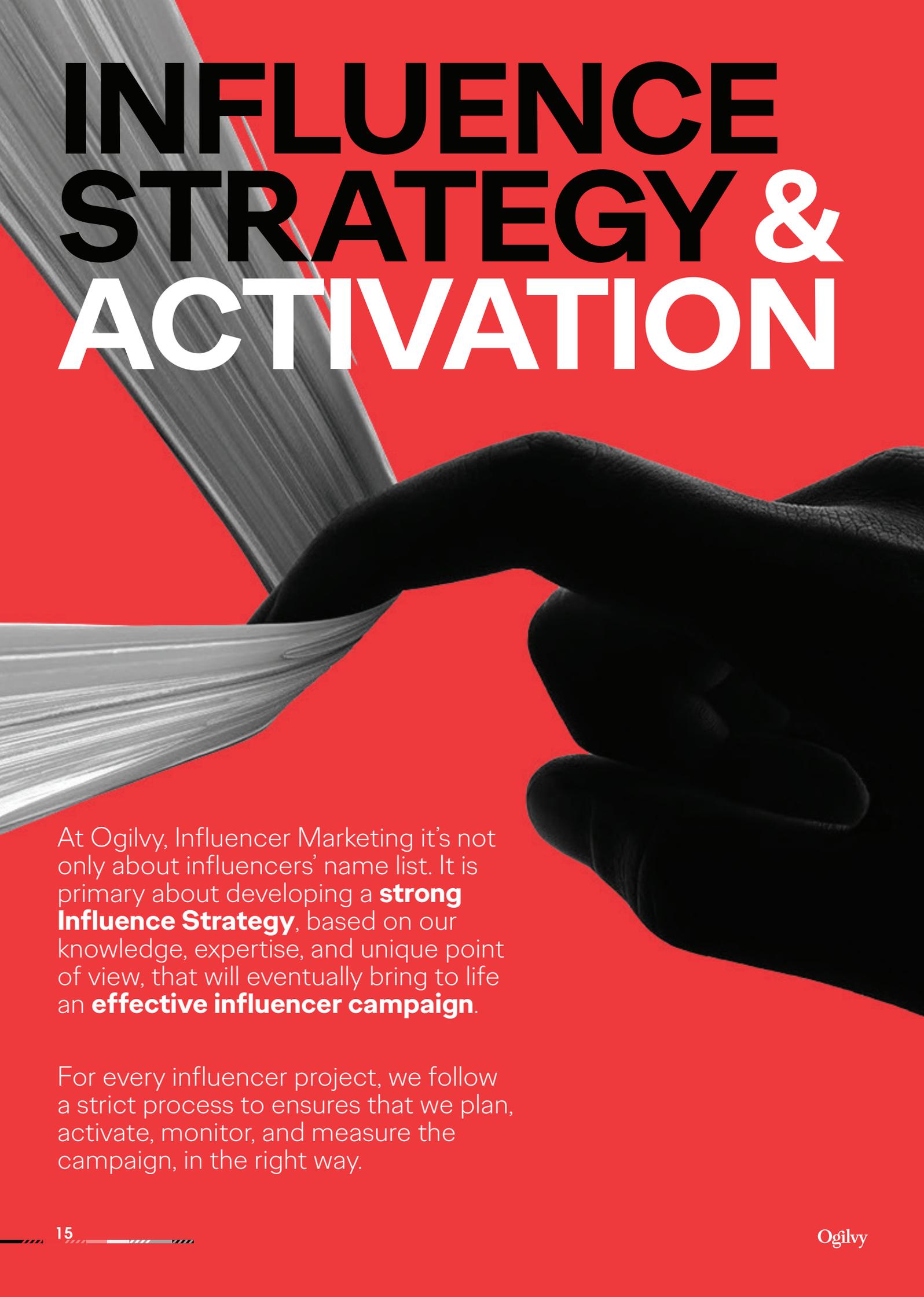
Aiming to increase awareness for the Magic Double Gold Caramel Billionaire ice cream and its irresistible flavor through influencers’ engagement, we created, for the 1st time in Greece, a **disruptive mystery game in Instagram starring five top Greek celebrities**. We turned the influencer marketing request into a uniquely creative activation – an impeccable mystery game with premium and high-end aesthetics that conveyed a cinematic ‘noir’ atmosphere of mystery, inspired by the Magic brand’s premiumness and superiority.

According to the story, the golden Magic ice cream – a priceless jewel made of real gold 24K that was especially created for the Magic Double Gold Caramel Billionaire gala, was disappeared in the middle of the Magic mansion. Five popular Greek influencers were the suspects and each of them shared their own version regarding what happened at the time of the incident, to prove their innocence.

The Greek audience was immediately immersed in the story, aiming to reveal the guilty celebrity, generating over 6,7K engagement actions at the voting post on Magic Instagram account, in just one week.

The campaign reached over **1,4M people**, generated **€342,5K in media value** and had a **social ROI of x 3,24**.



A close-up photograph of a hand holding a pen, writing on a document. The background is a vibrant red. The text is overlaid on the top half of the image.

INFLUENCE STRATEGY & ACTIVATION

At Ogilvy, Influencer Marketing it's not only about influencers' name list. It is primary about developing a **strong Influence Strategy**, based on our knowledge, expertise, and unique point of view, that will eventually bring to life an **effective influencer campaign**.

For every influencer project, we follow a strict process to ensures that we plan, activate, monitor, and measure the campaign, in the right way.

PHASE 1 DESIGN

Step 1

Audience Understanding,
Strategy & Creative



Social Listening



Strategy



Creative

Step 2

Influencer Identification,
Scale & Mix, Evaluation,
Projection & KPIs



Identification



Evaluation



Project

Step 3

Influencer
Outreach &
Brief Creation



Outreach



Briefing

PHASE 2 ACTIVATE

Step 1

Negotiation
& Contracting



Contracting

Step 2

Develop Mass, Social &
Influencer Amplification Plans
and Assets Requirements



Planning

Step 3

Earned and Paid Content Go Live
Integrated Paid Social Live & Optimisations
Manage Influencer Relationships
& Moderate Crisis Issues



Go Live



Manage



Social
Optimisation

PHASE 3 MEASURE & LEARN

Step 1

Evaluation Reports,
Wrap and Evolve



Measurement

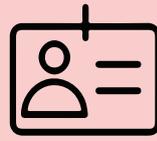
OUR INFLUENCE TOOLS

Ogilvy's technology stack for influence powered by best-in-class data and tools.





Social Listening
powered by InNews & Focus Online



Influencer Identification & Vetting
powered by Klear



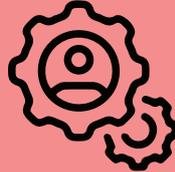
Social Personalisation
powered by TGI



Fake Check
powered by Klear



Campaign Activation
powered by Klear



Ad Campaign Management
powered by Ad Manager platforms

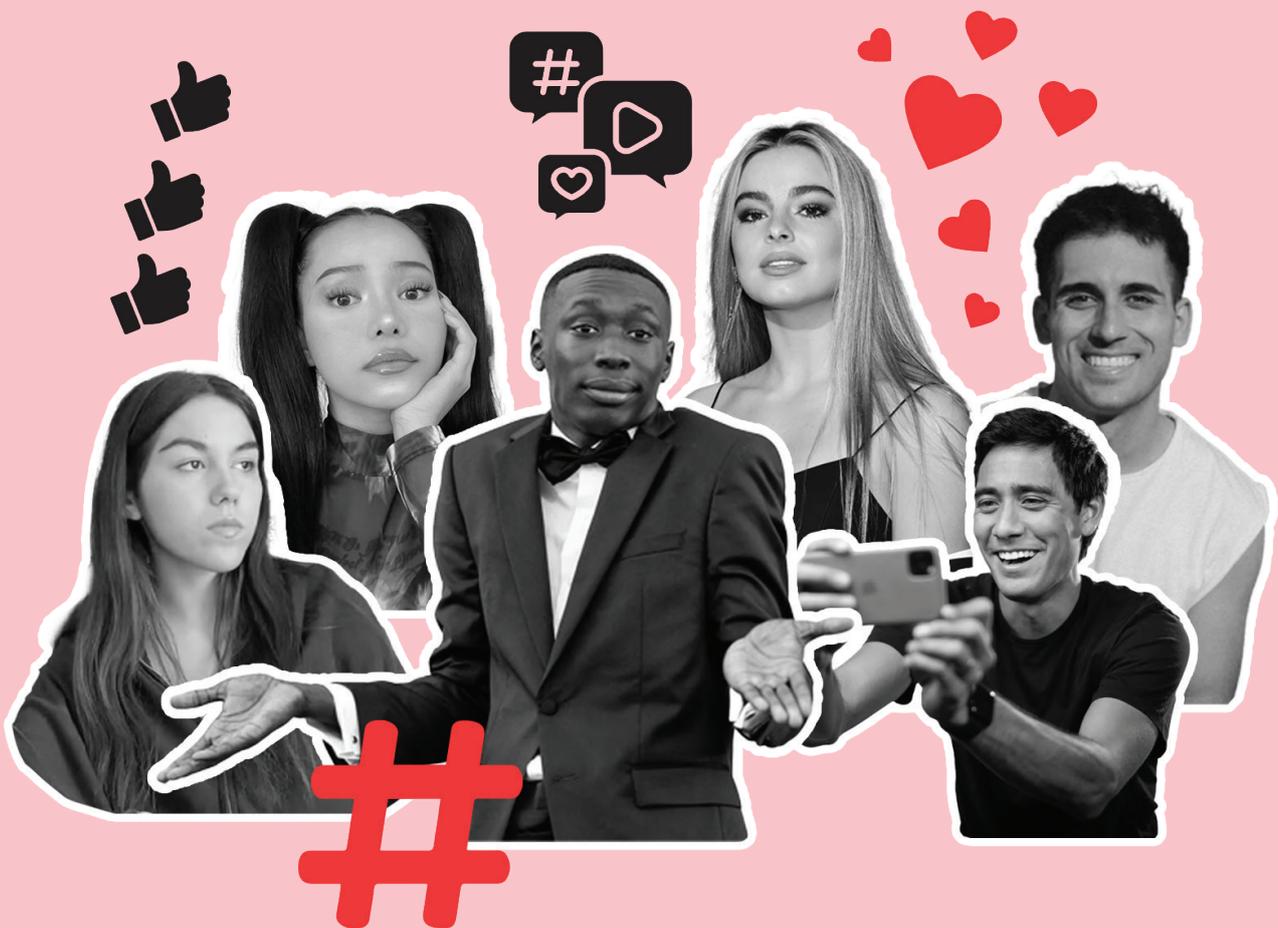


Influencer Benchmarking
powered by Klear



Performance Dashboard
powered by Klear and Ad Manager platforms

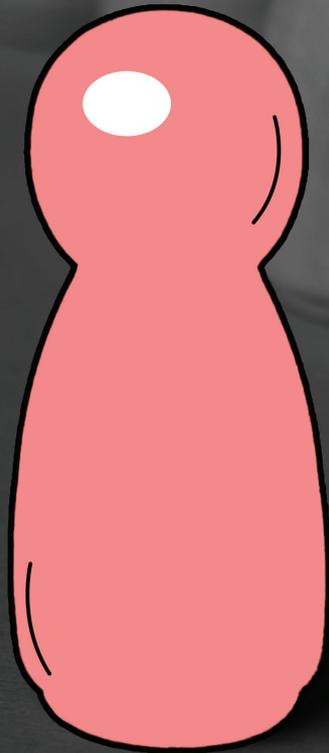
HOW DO WE CONNECT WITH INFLUENCERS?

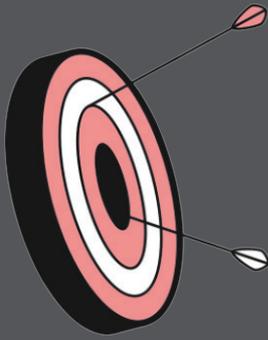


Brand Love isn't something that can be manufactured. It comes from a relationship, an existing affinity for the product and genuine human interactions. Even in the time of automation, the heart of any influencer campaign is **relationship-building**.

At Ogilvy, we build **long-term relationships** with influencers and that's a key to our success. Whether we plan a yearly program or a single activation, we always establish a positive and memorable relationship. It's our responsibility to ensure influencers have a good experience with our client's brand.

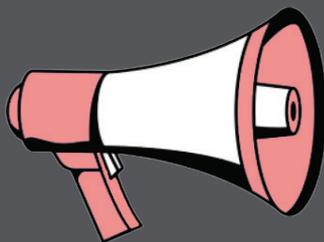
HOW DO WE **SELECT INFLUENCERS?**





RESONANCE

Resonance is an influencer's ability to drive measurable engagement within the target market. Here, we check for authenticity of true influence.



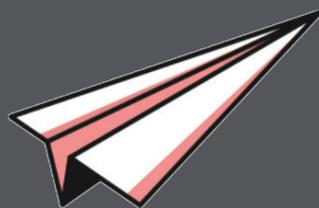
REACH

With the decline of organic reach, it's important to weigh reach as part of a greater assessment of the influencer as a suitable partner. Using paid media, we can expand an influencer's reach. That being said, a following is reflective of the overall influence.



RELEVANCE

Based on the opportunities we've identified for the brand throughout our communication plan; we assess influencers for the relevance to the brand and the objectives.



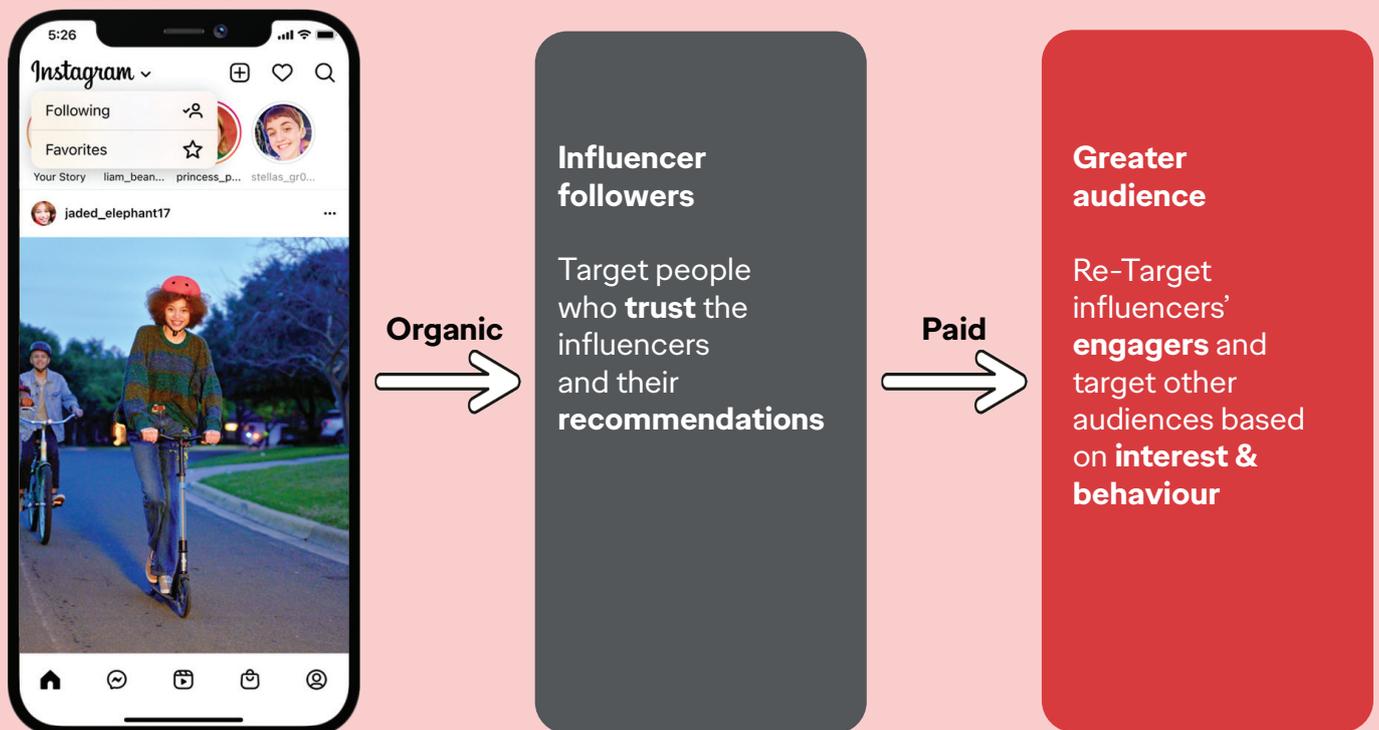
RISK

When selecting influencers, it's important that we consider the potential risk that may come in a long-term partnership with this person. This ensures we are protecting the authenticity of the partnership - as well as the brands' reputation.

HOW DO WE MAXIMIZE THE IMPACT?

We have developed a **strategic planning methodology** to drive significant performance in our influencers' campaigns.

Through this model, we elevate our partnerships, combining their **Creative Content with Smart Media** to reach a wider target audience.



Case

IKEA: Live Shopping Event

Covid-19 situation has radically changed people's lives, the way they interact, communicate, carry out their purchases and - consequently - their communication and relationship with brands. Most consumers are looking for hybrid shopping solutions, that help them save time. So, they choose brands that inform, inspire, and entertain them.

IKEA a pioneer in Greek e-commerce, launched the **IKEA Live Shopping Event: interactive online events** (live commerce) with different themes, which are presented by strategically selected celebrity Influencers and IKEA members. The main goal of IKEA Live Shopping Event was to provide the audience with IKEA products' ideas and solutions that serve the respective theme and to enable it to make purchases in real time at a discount.

Total Viewers **28,1K**

Average Engagement Rate **33%**

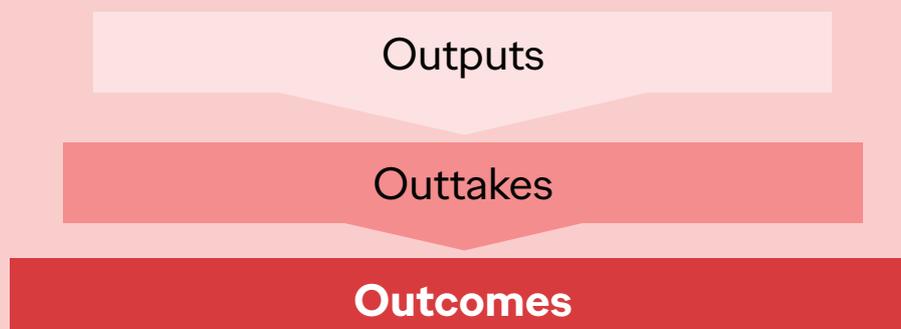
Average watching time **+97%**

Total Impressions on Instagram **754K**



OUTCOMES, NOT OUTPUTS.

Setting KPI targets helps us measure our performance and understand whether we achieved our strategic goals. At Ogilvy, we focus on **real business outcomes**, and we shift the focus from vanity metrics to **true ROI**.



Case

COCA-COLA: Event

Aiming to inspire people, and remind them the special bonding of eating together with their beloved ones, Coca-Cola launched a new campaign, entitled “Magic Tables”, with main goal to elevate our everyday meals into an emotional experience that elicits connection and lasting memories. To meet the goals of the campaign, Ogilvy created a mix of a digital activation with a physical event, using influencer marketing as its main communication tool in order to promote the Magic Tables campaign, enhance awareness and establish the necessary connection with the public.

The SoMe campaign was consisted of 3 Influencers, all of them starring on the most hyped TV series of the last two years in Greek Television, who introduced the campaign’s narrative and messaging to the public. The Magic Tables ambassadors visited the tailor-made scenery that we created, having the look of a Coca-Cola living room, and informed the audience through their posts and stories for the next stops of the Magic Tables setting that travelled in three different cities of the country, including Athens, Thessaloniki and Patra. Consumers had the opportunity to take a photo on the scenery, share their picture through their SoME accounts and be part of a wide Coca-Cola contest that offered them the opportunity to win unique gifts, while also contribute to a meaningful CSR cause.

Total Impressions on Instagram: **722.6K**

Total Reach on Instagram: **738k**

1200+ organic posts generated by the public including the hashtag **#MagicTablesGR**



END TO END GLOBAL INFLUENCER SOLUTIONS

We provide end to end, full service and integrated offering bringing together the **right influence solution to every problem.**

By using **Ogilvy's technology** stack powered by best-in-class data and tools in the marketplace.

And the **best of creative and smart media** under an integrated offering to drive **real ROI** for brands.

Having **best-in-class access to people** – talent, agents, influencer specialists, strategists, and media experts.



Influence Strategy



Competition Analysis



Influencer Identification



Audience Mapping



Partnership Evaluation



Database Management



Technology



Crisis & Issue Management



Contract Management



Platform Activation Solutions



Media Strategy & Activation



Measurement & Evaluation

Case

ZALANDO: *Street it All*

ZALANDO introduced during pandemic **“Street It All”**, the **first ever shoppable fashion look book in 360o format located in Google Maps.**

Through interactive OOH, users could scan its QR codes, discover the new streetwear collection in Google Street View and buy it online. Furthermore, to be relevant and credible for our audience, we collaborated with 28 influencers of the urban scene and shot in 30 relevant points in the street culture across the country.

In that sense, the look book located in Google Maps through Google Street View collected **+96.002 views in just two weeks**, outstanding data for such a short period of time, alongside **+12.595 QR scans** through the several OOH formats located across Spain.





For more info and help:

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