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Instagram Partner | Facebook Partner | Snapchat Partner

# The Science of Influencer



NEURO-INSIGHT

**Shazia Ginai**

UK CEO, Neuro-Insight

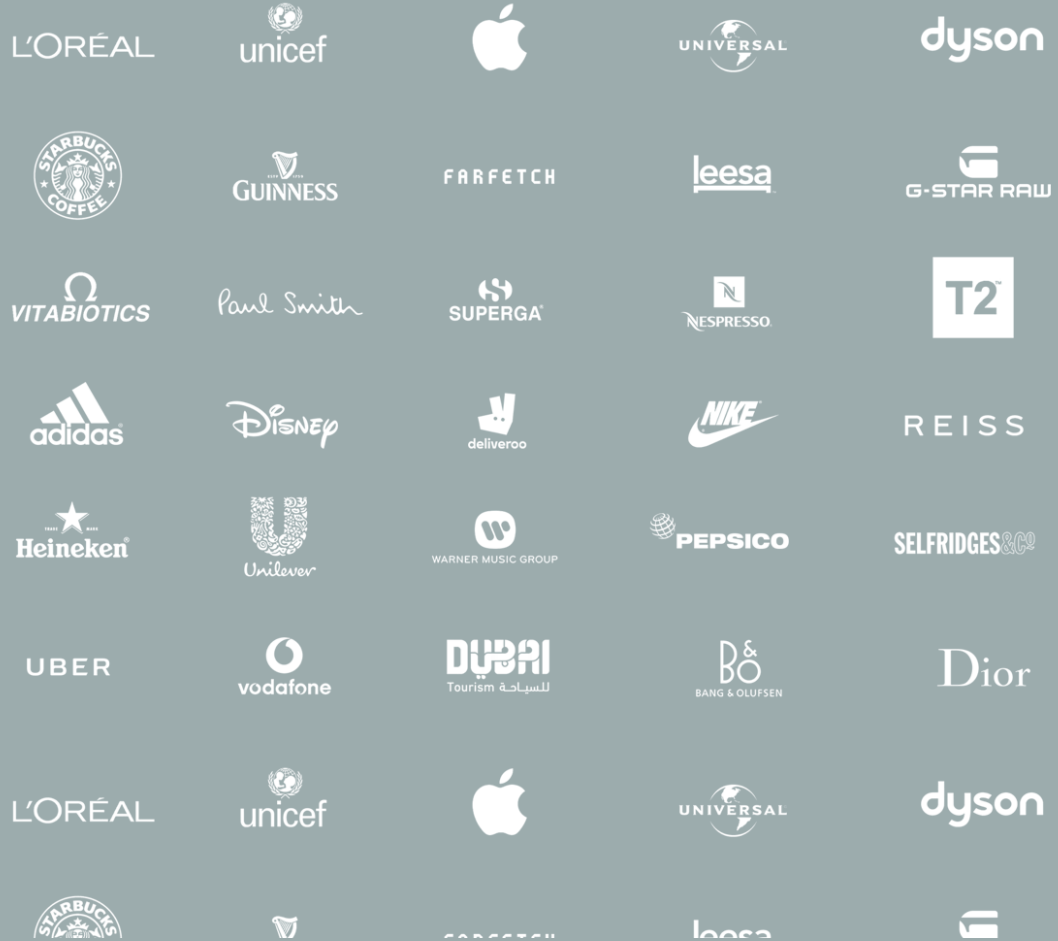
**Ian Forrester**

SVP, Research & Analytics, Whalar

Instagram Partner | Facebook Partner | Snapchat Partner

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We've worked with  
**300+**  
Brands  
in  
**40+**  
Markets





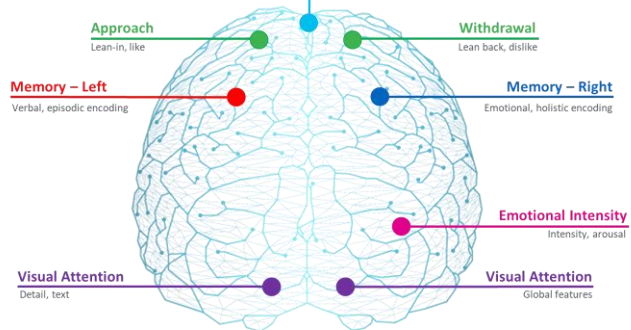
NEURO-INSIGHT



**Left | Micro**  
A bias for DETAILED processing

**Engagement**  
Personal relevance,  
involvement

**Right | Macro**  
A bias for GLOBAL processing



Google



BBC

amazon

*Slimfast*



itv



The New York Times

twitter



The Telegraph



Domino's



BBC  
Worldwide



MINDSHARE



thinkbox

MAGNETIC



aop

Association  
of Online  
Publishers



# Growth of Influencer



@andrewkuttler



@saracovey

# Why is influencer working?



Graph API

- Reach
- Impressions
- Likes
- Comments
- Saves
- Video Views



@allthatisshe

# Emotions & Memory



@drcuerda



@anniset



## Emotions Drive Memories

“

People will forget **what you said**,  
people will forget **what you did**,  
but people will never forget  
**how you made them feel.**”

MAYA ANGELOU

# Gold standard emotions and memory testing technique



**NEURO-INSIGHT™**



# The Tech



Emotional  
Intensity



Approach/  
Withdraw



Memory  
Encoding



Personal  
Relevance



Attention

# The Science of Influencer

@anthonybogdan



@ohjimmyfilms

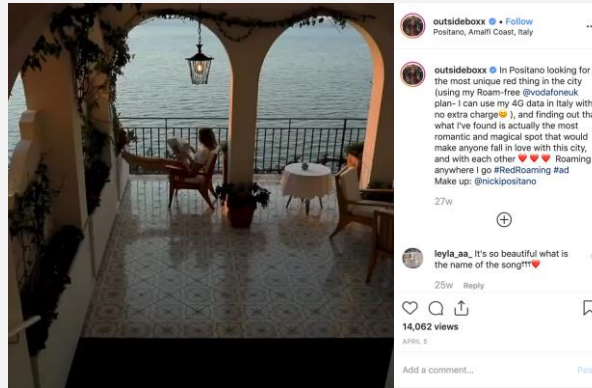


# Vodafone Test Content

Vodafone  
TV/YT Video



Vodafone  
Micro Influencer Post



Vodafone  
Micro Influencer Post



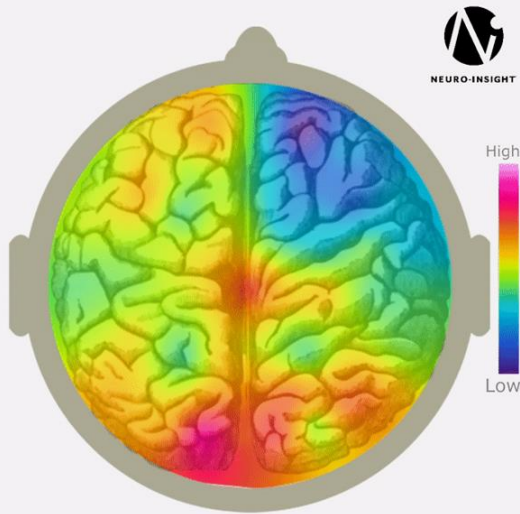


# Influencer Ads vs. TV, FB and YT ads

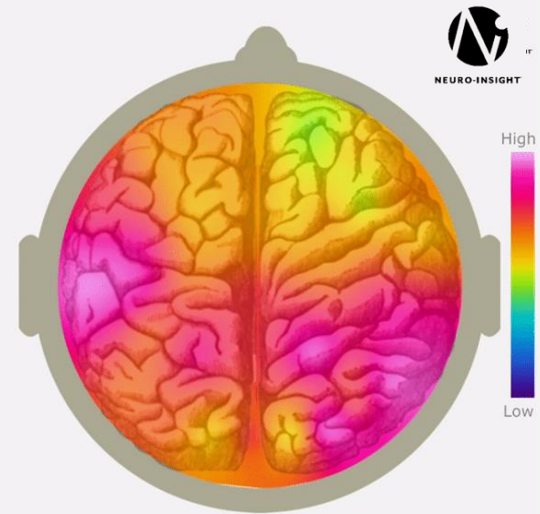
@outsideboxx

# Influencer ads vs. TV ads

TV ads



Influencer ads



# Influencer ads are significantly more emotive and memorable than TV ads



Emotional Intensity

**+277%**



Memory encoding

**+87%**

# Influencer ads are significantly more emotive and memorable than FB ads



Emotional Intensity

**+64%**



Memory encoding

**+182%**

# Influencer ads are significantly more emotive and memorable than YT ads



Emotional Intensity

**+28%**



Memory encoding

**+73%**



# Influencer Ads' Priming Effect on TV, FB and YT Ads



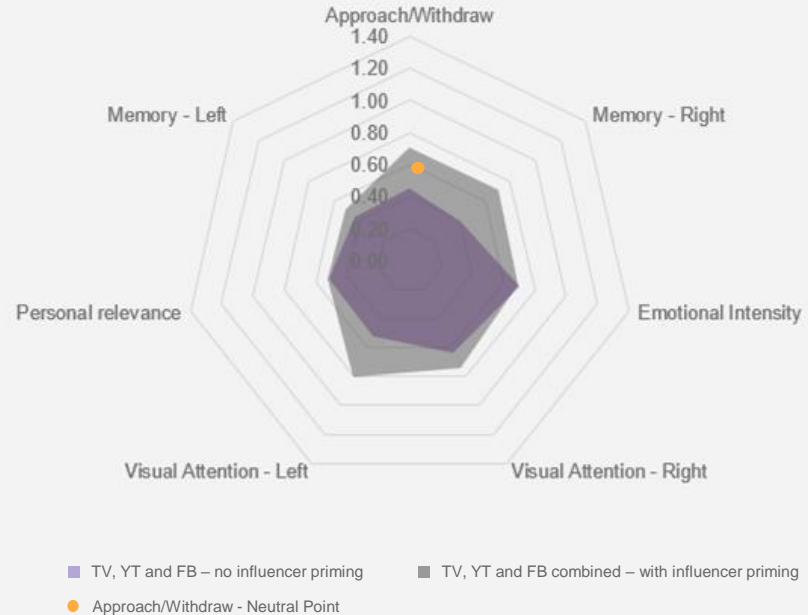
@qmike



@mossonyi

# Influencer priming significantly improves responses to TV, FB and YT ads

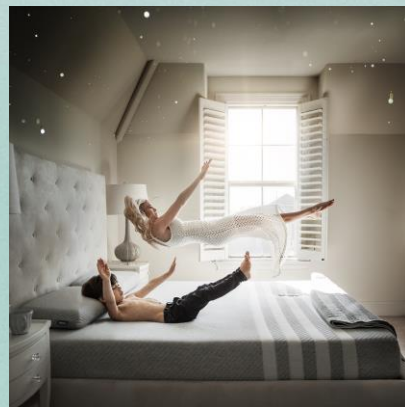
- Approach: **+58%**
- Memory Encoding: **+47%**





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@monsimi

# Celebrities

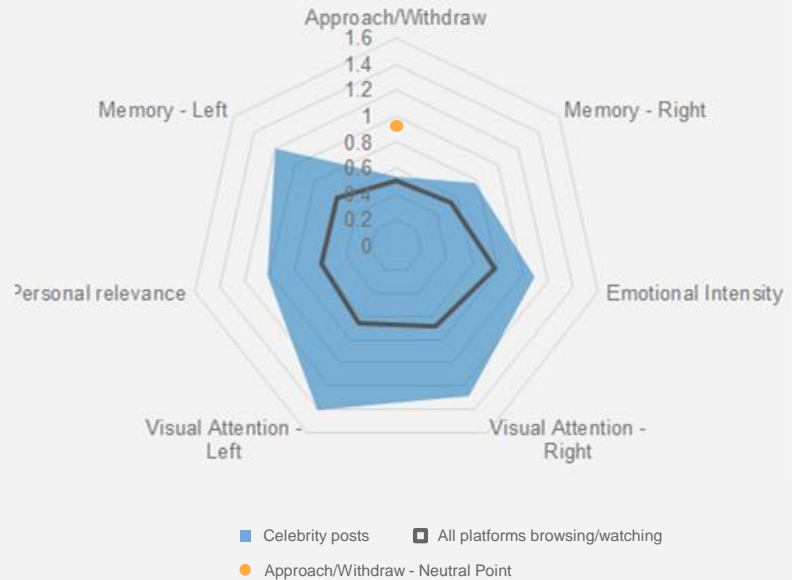


@taraherron\_photography

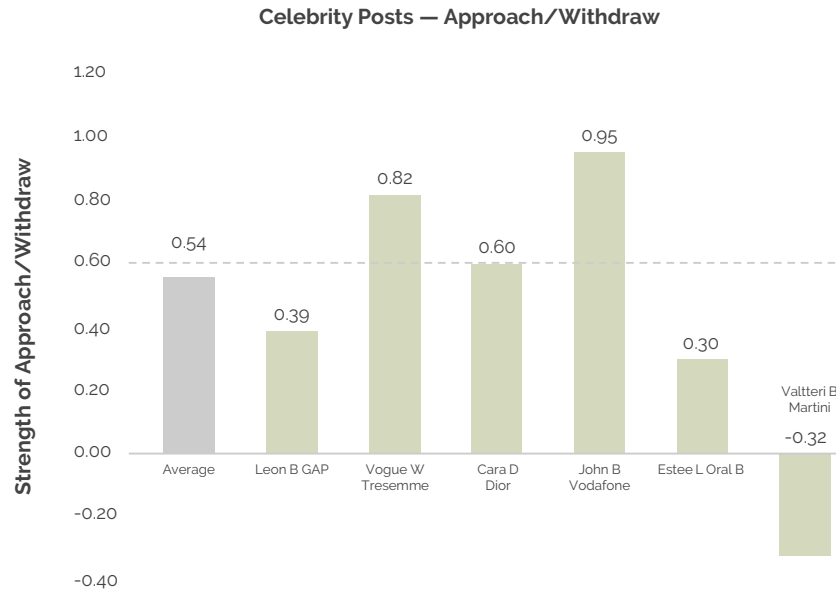
# Celebrities tended to be emotive and memorable for the wrong reasons

- Emotional Intensity **+40%**
- Memory Encoding: **+74%**

## WITHDRAWAL



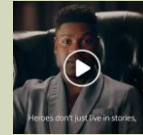
# Yet there was a great deal of variance between individual celebrities



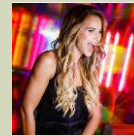
Leon Bridges  
GAP



John Boyega  
Vodafone



Vogue Williams  
Tresemmé



Estée Lalonde  
Oral B



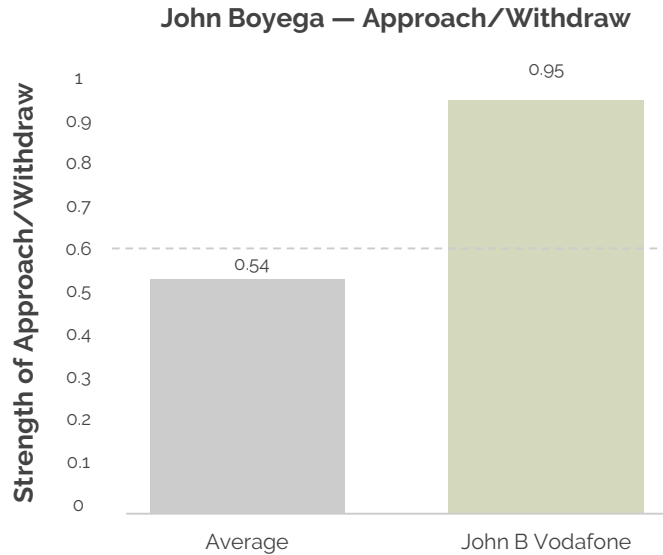
Cara Delevingne  
Dior



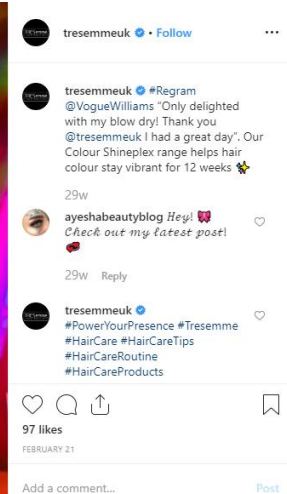
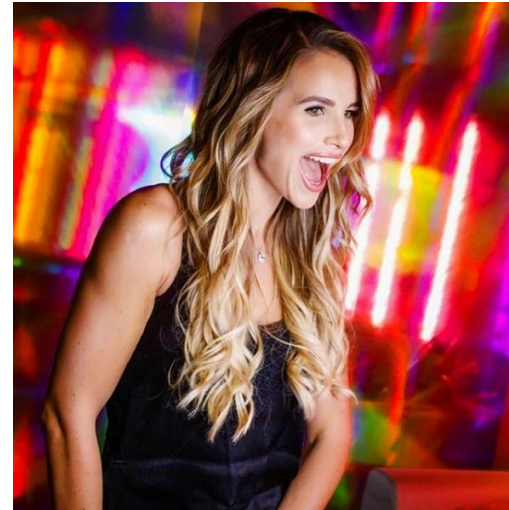
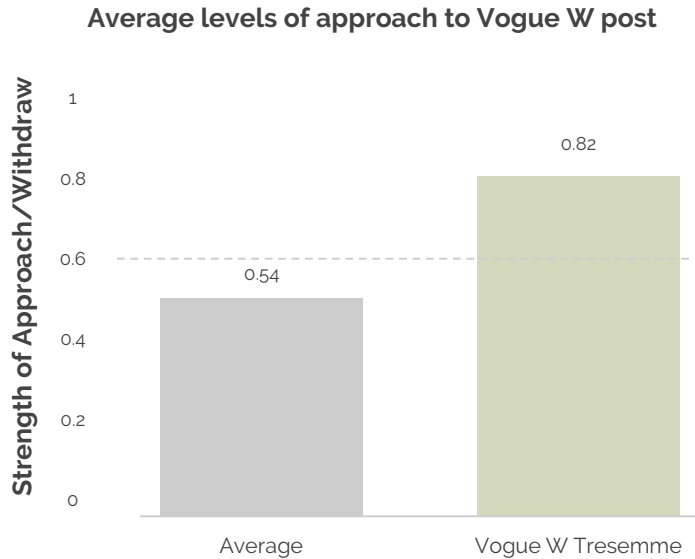
Valtteri Bottas  
Martini



# John Boyega's heartfelt and authentic message drove strong approach



# Vogue Williams' bright post and natural, expressive demeanour evoked approach



# The brand room in the brain



NEURO-INSIGHT



**We all have little brand rooms in our brains**



**Brand experiences can furnish these rooms**



**But brands are often in darkness**



**Different media play different roles.  
Furnisher or light switch**



# Key — Takeaways

- Influencer ads are MUCH more emotive and memorable than TV, FB and YT ads
- Influencer has a priming effect which significantly improves responses to TV, FB and YT ads
- Celebrity influencer ads tend to drive negative emotions and memories, but if used well can be very effective

@mossnyi



@zhours

# Whats Next?

## Whalar Measurement

### 01. Stage 1 Graph API

- Impressions
- Reach
- Engagements
- Views
- Engagement rate
- View rate
- Benchmarks
- Dashboard
- Live updates
- Insight

### 02. Stage 2 Response metrics

#### **Brand Uplift metrics:**

Top of mind awareness  
Aided awareness  
Brand associations  
Purchase intent

#### **Creative metrics:**

Emotions evoked  
Brand favourability  
Brand recall  
Purchase intent  
Intent to find out more





# Thank You!

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