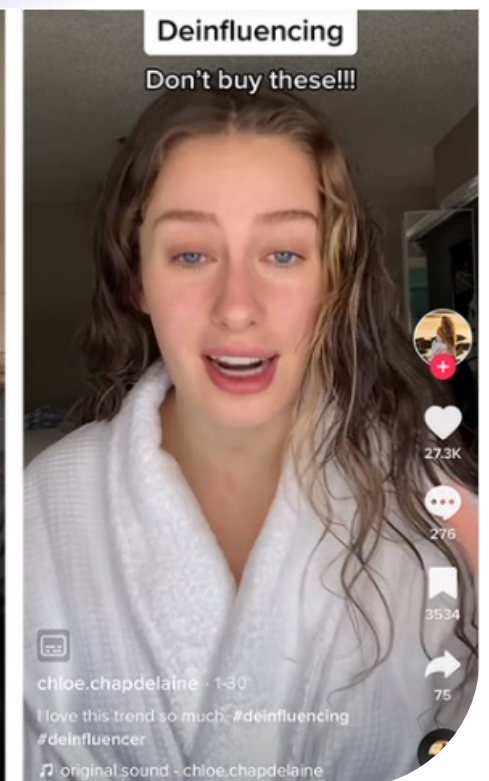
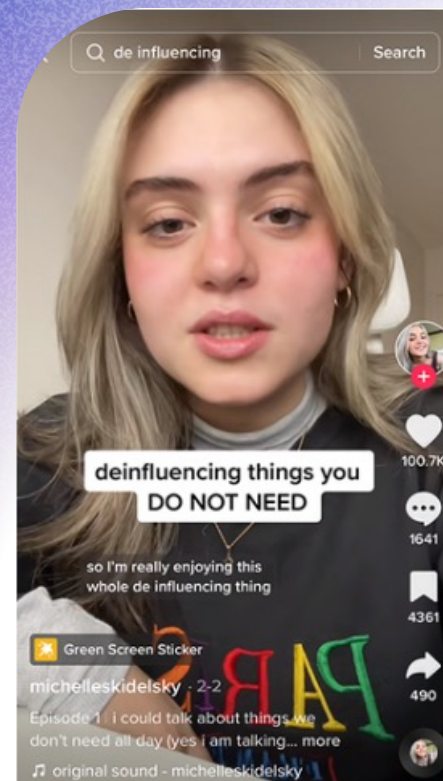


Culture Pop

Is this the end of the age of the influencer?

the**lab**



Social media revolutionised **Influencers**

Influencing is not new, it goes way back, Coco Chanel was one of the first, a living breathing embodiment of the eponymous brand. What followed was an era of 'celebrity faces', leveraging their aspirational lifestyle to drive home the brand promise.

Travel forward to the digital age, and the dawn of social media, a democratised platform for sharing, giving hitherto influence to those who capitalised the opportunity for self-promotion. Aptly named 'influencers' and loved for their relatability, many became celebrities in their own right. But more than that, they became a reckoning force for brands, disrupting the traditional marketing paradigm by offering a new and fresh way to connect.

For some time, it felt like a win-win, brands had a never before closeness with their consumers, and 'influencers' who helped them achieve that, were able to monetise their content.



Tammy Hebrrow



Nats what I reckon

So, what's leading to all the **Influencer fatigue?**

With so many content creators flooding our FYPs with a heavy focus on promoting, and less on sharing – many influencers fall into the trap of forgetting the very thing that had established their follower relationships. Amplified by a lack of authenticity and differentiation, it can feel like everyone is selling the same things.

With media labelling influencers opportunists and some promoting brands that are incongruous with their actual lifestyle or values, cracks have been emerging.

Throw in 'Bot Farming' which has undermined their actual influence and a greater sense of accountability demanded by audiences for bad behaviour and the gloss starts to fade very quickly.



Mikayla Nogueira backlash over 'branded content' wedding



Every season of MAFS brings with it a new batch

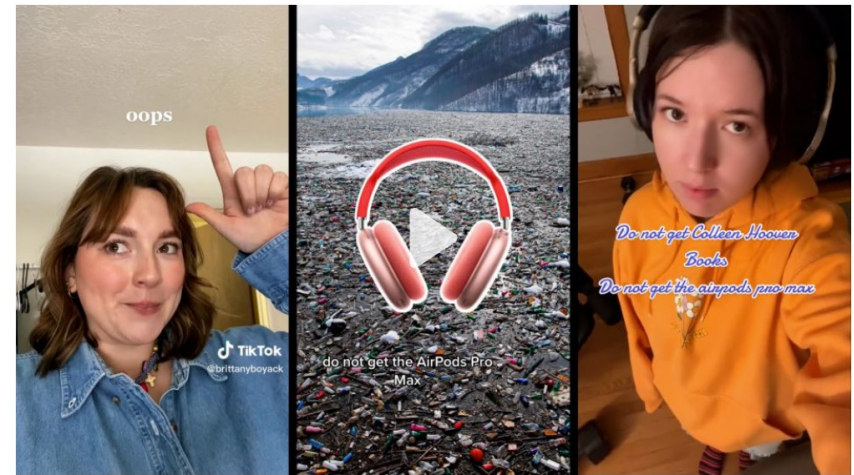
Today the conversation has flipped. **Behold the rise of de-influencing**

As scepticism increases, recent conversations around 'de-influencing' seek to dismantle the expectations for over consumption often espoused by big influencers, and to critique more thoughtfully the ways in which the influencer system is used to uphold certain systems.

Consumers want a more considered and value-led approach to the content creators they follow and invest in.

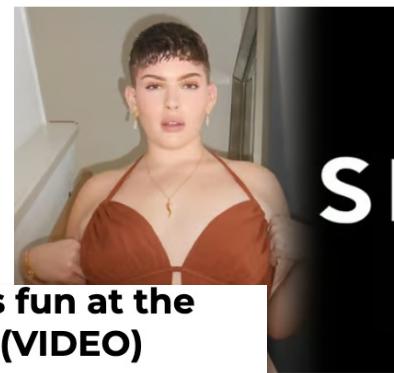
Forget the influencers. Here come the 'deinfluencers'

By Faith Karimi, CNN
Published 7:53 AM EDT, Sun June 11, 2023



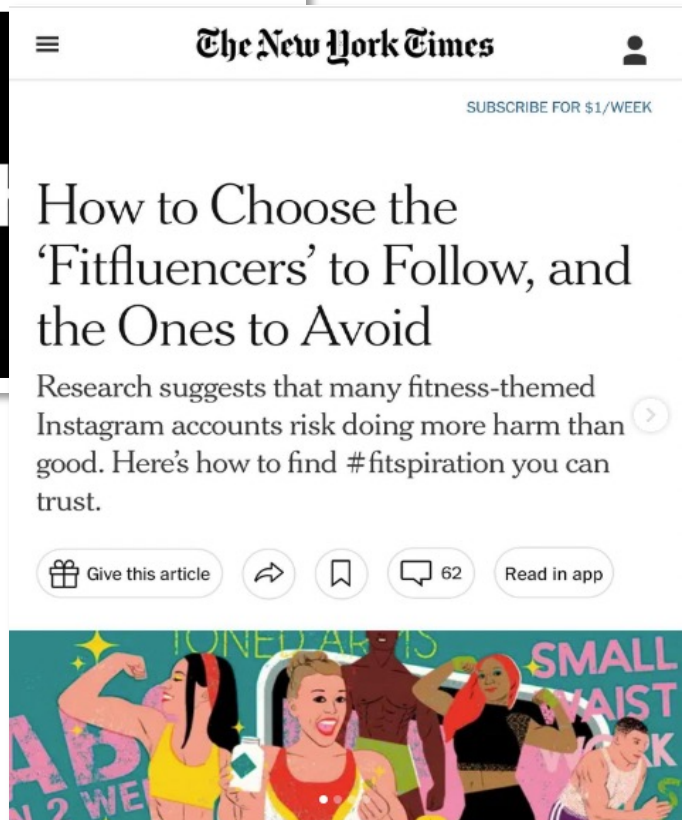
Influencers attend 'tone deaf' factory tour of Shein amidst backlash

Meera Jacka | Published: Jul 04, 2023, 15:35 | Updated: Jul 04, 2023, 15:35



High school teacher who pokes fun at the rich now an internet sensation (VIDEO)

Irish Mae Silvestre | Apr 6 2023, 10:45 pm



Opportunities for brands to reframe



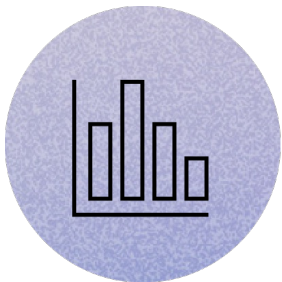
Entertain Us

When engaging influencers, remember how much importance is placed on them delivering content that is fresh, unique and entertaining



Ensure influencers have a genuine connection with your brand

Their values and behaviour needs to align with that of your brand and will resonate with your consumers. Micro influencers are seen as the future for this genuine engagement.



Reconsider your social media metrics

Numbers can lie, but engagement is harder to fake, question how long is spent with them rather than how many followers they have



Be more targeted

Avoid a scatter gun approach

In such a cluttered space, targeting micro influencers can give your way more ROI

Thank **you** ♀

the**lab**