



EMOTIONAL INTELLIGENCE: THE POWER OF CREATORS IN EVOKING EMOTION & WHY IT MATTERS

TRUE HUMAN INFLUENCE™





influencer

**BEN JEFFRIES,
CEO AT INFLUENCER:**

Our True Human Influence framework has set a standard for influencer marketing measurement, making it comparable to traditional marketing channels and offering a comprehensive view of campaign success. However, our commitment to excellence demands we look even deeper; measuring what audiences explicitly say and do is only part of the equation. Now, we are introducing an even more nuanced approach, capturing both the conscious and subconscious impacts of our campaigns. By integrating additional layers of insight, we can uncover the subtle, often unnoticed effects of creator content, revealing the deeper, unspoken connections that drive real, actionable outcomes

for brands. By pairing explicit and implicit data, we are able to demonstrate the full spectrum of influence that creators have on their audiences. As we delve into the next phase of our journey, we are proud to partner with Element Human, pioneers in the measurement of the human experience to delve even deeper into the impact that creator content has on audiences and solidify the role of True Human Influence in shaping the future of marketing.



Element Human

**DR HAMISH MCPHARLIN,
MANAGING DIRECTOR,
ELEMENT HUMAN:**

As a measurement specialist we have seen the rapidly growing importance of creator marketing across the advertising landscape. The magic of influencer marketing is that through these incredible creators, brands are permitted to enter personal spaces of high engagement and relevance, and to create genuine and authentic connections with audiences in partnership with a skilled influencer. However, in talking to our agency clients we hear that the key challenge is to demonstrate this effect with standardized quality measurement. Standardization is important, because only with the advent of influencer marketing has the number of content producers (ie: the influencers themselves) reached dizzying levels.

Combine that with numerous social platforms, each with its own metrics, and it's very difficult to judge performance across all of these moving parts. Quality is important because whilst surveys and focus groups have sufficed as a proxy for campaign performance for a lot of previous advertising forms, they just aren't fast or comprehensive enough for the demands of the creator economy. The solution is simply real human measurement at massive scale. So we're on a mission to bring standardized, quality measurement to the creator economy, and in Influencer we have a partner who understands this challenge, who shares our vision and who has the scale and capability to work with us to achieve it.

THE NEXT GENERATION OF INFLUENCER MARKETING MEASUREMENT

As influencer marketing is now established as a highly valuable channel in the marketing mix, the need for brands to understand the impact of creator campaigns is more important than ever.

Our **True Human Influence** framework already makes the measurement of influencer marketing comparable to other channels, ensuring that brands have the quantitative and qualitative data to **prove creator campaign success** in the context of the wider media mix. Continuing our commitment to understanding campaign performance, we are now going beyond measuring what audiences say and do, because this only tells part of the story.

Our approach brings together a wealth of cutting-edge methodologies to measure not only what impact our creator campaigns have on business outcomes, but also how and why they are so effective.

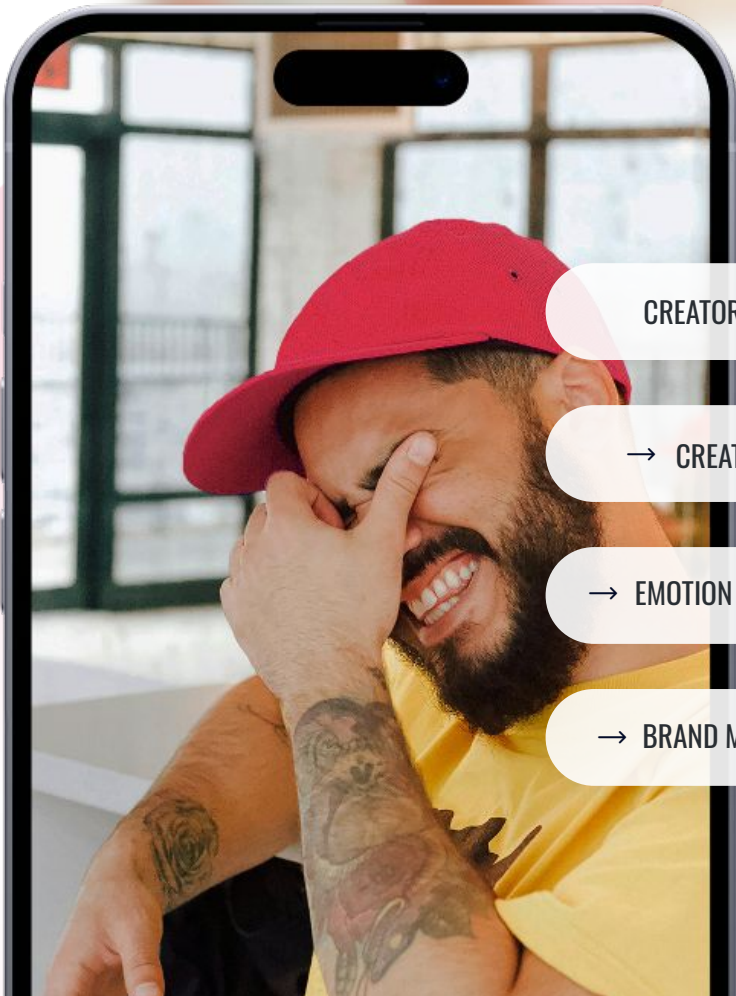
By **analyzing attention, emotion, and both conscious and subconscious campaign impacts**, True Human Influence 2.0 leverages a range of techniques to measure both what our audiences say and do as well as the things they don't say or may not even realize they do.

With this approach, we're uncovering the **unspoken impact of creator campaigns to prove campaign effectiveness**.



OUR FINDINGS

Through our research, we found clear evidence that, when done correctly, influencer marketing can **drive action** by a brand's target consumers. However, the generation of emotion, and the more **time spent in that emotional state**, is the key. In this report, you'll learn that creators play a vital role in grabbing their audience's **attention**, and how through **storytelling** and **engagement**, they can generate an extended emotional reaction that fosters a deep **connection between the creator, the audience, and the brand**. Why does this matter? Because when the audience goes to make a purchase or recommend a product to a friend your brand will be **top of mind**.



CREATOR MARKETING WORKS:

→ CREATORS DRIVE **EMOTION**

→ EMOTION DRIVES **BRAND MEMORY**

→ BRAND MEMORY DRIVES **ACTION**

METHODOLOGY

To understand the true impact of creator content, we **combined innovative and traditional methodologies** to ensure a 360-degree view of effectiveness.

50 tests were conducted on content from 17 brands in the Beauty & Personal Care, FMCG, Tech, Fashion, Health, and Travel verticals. These tests contain **biometric, implicit, and survey data** from 9,200 respondents, ranging in age from 18 to 70 years old, with a 50:50 male/female split. Tests were split across the US and the UK on Instagram and TikTok.



SOCIAL ENVIRONMENTS

Testing with the target audience on their device, in an interactive simulated social environment (IG/TT)

THE RESULTS

High-quality, human data gathered in the consumers' context



ATTENTION

Eye-tracking gathers attention data using the device webcam

THE RESULTS

Measurable attention in the social feed, trackable attention over time, and heat maps for gaze fixation



EMOTION

Facial coding to gather emotion data using the device webcam

THE RESULTS

A clear emotional response to content including overall intensity & key emotions



MEMORY

Timed implicit tests to measure subconscious brand associations

THE RESULTS

Data on subconscious associations with key brand traits (Authenticity, Relevance, Trust, High Quality)



BRAND UPLIFT

Post-exposure survey to capture explicit responses to content. A control group indicates the uplift

THE RESULTS

Uplift in key brand metrics such as Awareness, Consideration & Intent

CREATOR CONTENT WORKS

Before delving into how creator content evokes emotion and why this matters, let's remind ourselves of just how effective creator marketing is.

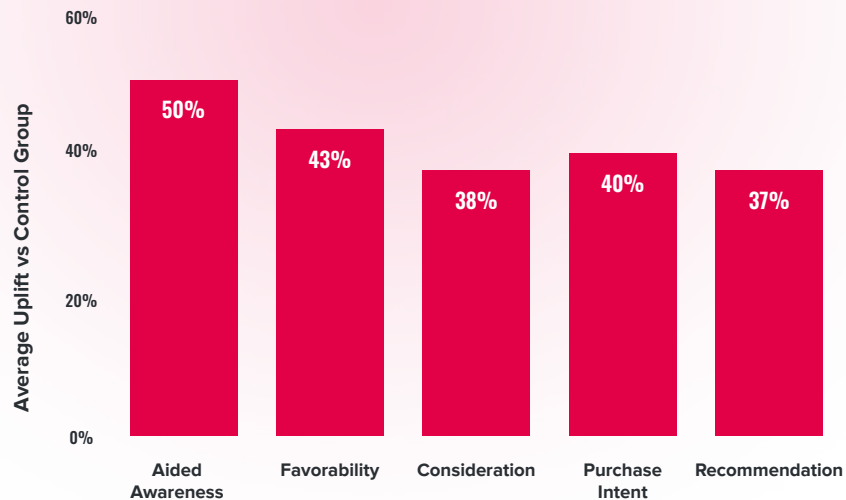
Firstly, creators excel at generating brand awareness. Across the 50 pieces of content we tested, **brand awareness increased by an average of +50%**, and up to +204% on the most impactful campaigns. (And it's not just Aided Awareness - we saw average uplifts of **+245% on Unaided Awareness** and **+282% on Top Of Mind Awareness**).

We also saw average increases in **Favorability by +43%** and **Consideration by +38%**. Again the best performers did even better with up to +146% uplift in Favorability and +125% in Consideration.

This effectiveness continues into lower funnel metrics. On average we saw **+40% uplift in Purchase Intent** and **+37% uplift in Recommendation**. And content that was more product focused achieved even more - up to +206% uplift in Purchase Intent and +153% in Recommendation.

These findings reinforce what we already know: that the **authenticity, relevance** and **trust** that creators possess make their campaigns very effective at delivering results for brands.

But in this study, we are able to dig even deeper into the reasons why creators are so effective, and it's because of their impact on 3 key areas: attention, emotion and memory.



DO WE HAVE YOUR ATTENTION?

Creator content plays a pivotal role throughout the funnel. At the top of the funnel, content results in huge awareness by grabbing users' attention. Whether on Instagram or TikTok, our results indicate that **audiences spend approximately 13.8 seconds of their activity time looking at the content.**

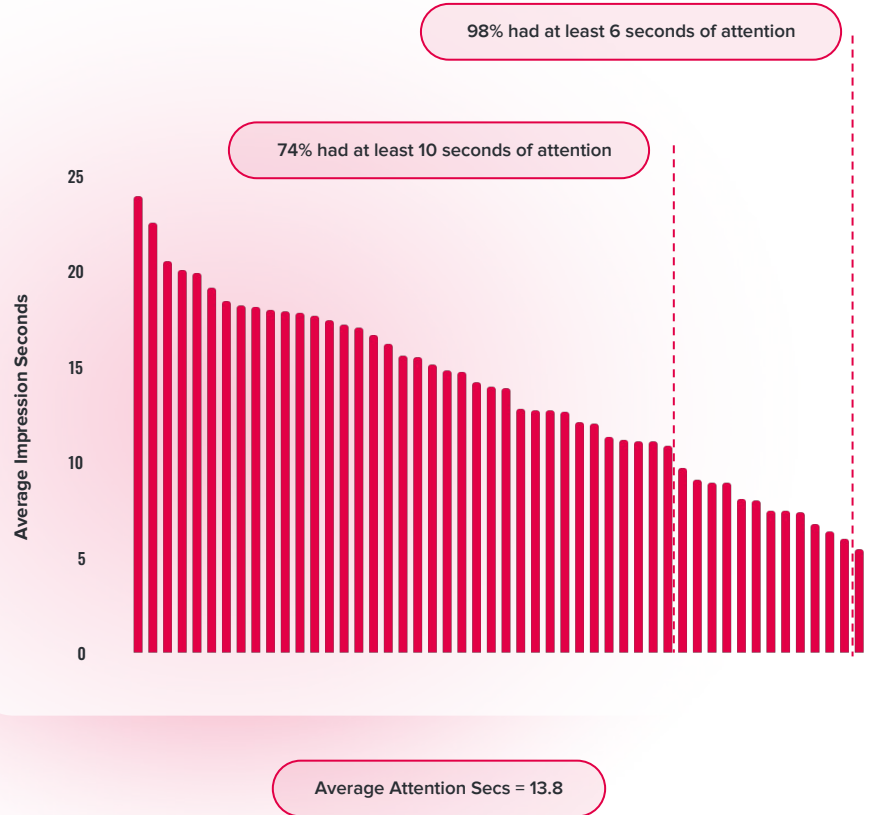
Why does this matter? Because **attention drives brand awareness.**

We saw large uplifts in Unaided Awareness of brands, with triple-digit increases in both total Unaided Awareness and Top of Mind Awareness. When asked which brands came to mind for them in a certain category after viewing the brand in feed, **31% mentioned the advertised brand overall**, and a whopping **22% mentioned the advertised brand first before any others**; an impressive result given that this is measuring exposure from within a scrollable social feed, and the viewer must type the brand without prompting.

In addition, after viewing the brand in feed, when we asked our audience to select from a list, the brands they had heard of almost **three quarters said they were aware of the brand**, an increase of 57% for Instagram and 41% for TikTok.

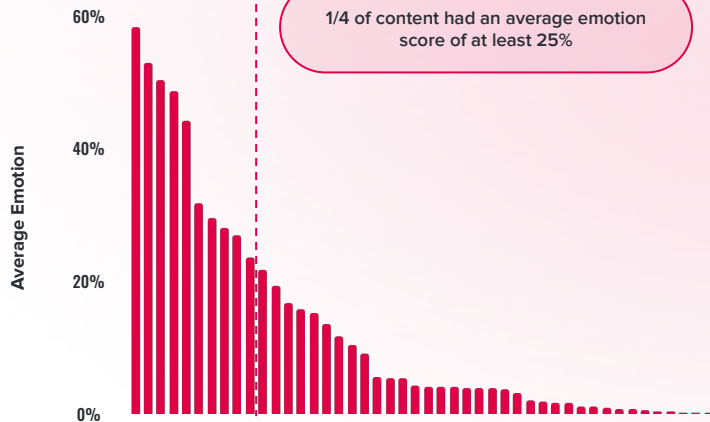
The substantial increases in both unaided and aided brand recall highlight the effectiveness of influencer marketing in capturing and retaining audience attention.

*Attention in Feed: Seconds spent with ad/post in view during free scrolling exercise (Instagram = 60 second test; TikTok = 110s test)
Influencer Benchmark Study, Apr 2024 (n=9.2k)

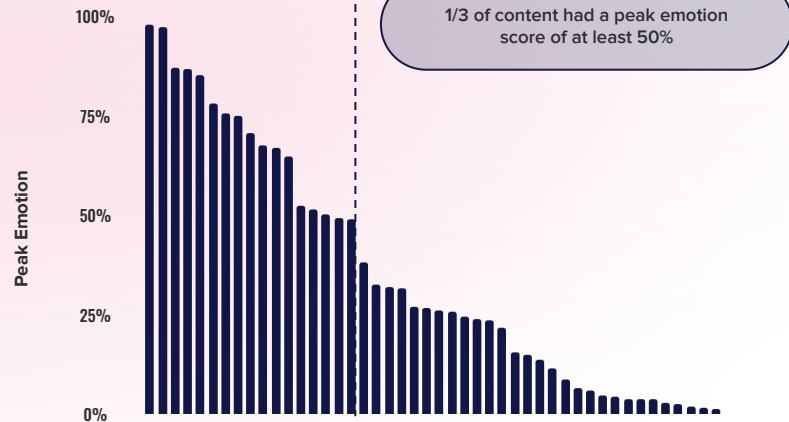


CREATORS DRIVE EMOTION

To grasp how creator content affects viewers on a **subconscious** level, we first need to look at its **emotional impact**. Across the durations of all the content tested, an average of 12% of the audience was showing an emotion, and an average peak of 33% of the audience showed an emotion at any single point. These figures are in line with other emotional data, as people don't typically display visible emotions in large numbers. However, behind those averages we saw a wide range in the level of emotional response. **One-quarter of content tested showed an average emotion score above 25%** and **one-third showed a peak emotion score above 50%**. And at the top end of the results 59% of the audience showed an emotion on average and the maximum peak reached a massive 99%!



Overall Average Emotion = 12%



Average Peak Emotion = 33%

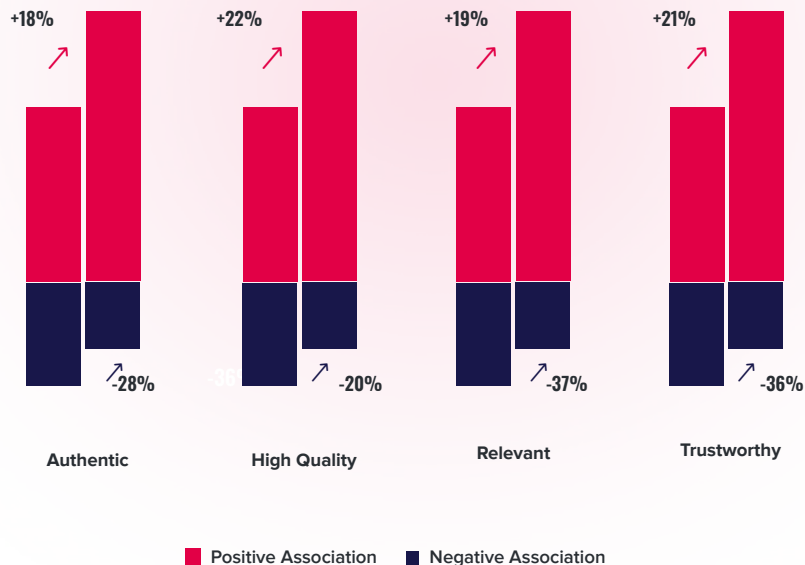
Average Emotion = average % of audience showing emotion across entire duration of creative.
 Peak Emotion = highest % of audience showing emotion per creative.
 Influencer Benchmark Study, Apr 2024 (n=9.2k)

EMOTIONS DRIVE BRAND MEMORY

The ability of creators to evoke emotion is paramount because it directly influences brand memory. **Emotional connections foster deeper, more lasting impressions**, making it **easier and faster for audiences to recall brands** when making purchasing decisions. When creators share authentic, high-quality, relevant content that resonates emotionally, it embeds the brand into the audience's psyche. This **emotional resonance not only enhances brand recall** but also **builds loyalty and trust**, ultimately driving sustained consumer action and long-term brand success.

As well as measuring attention and emotion, our study ran Implicit Association Tests (IAT). In these tests, the audience was asked whether they associate a specific brand with particular traits. The test records their response but also how long they take to answer. Answering quickly shows an intuitive subconscious response, whereas taking longer to answer shows someone is consciously thinking about it before responding. Therefore any changes in the levels of "Fast Yes" and "Fast No" responses show an impact on the audience's implicit or subconscious associations.

On average we saw **remarkable increases in Positive Association** (Fast Yes) and **significant decreases in Negative Association** (Fast No) across all tested brand traits. This shows the effectiveness of creator content at **driving impact at the subconscious level** as well as on explicit responses.



BRAND MEMORY DRIVES ACTION

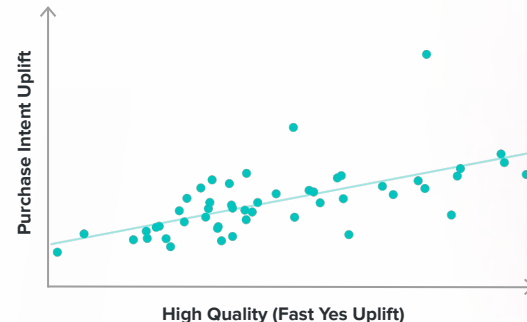
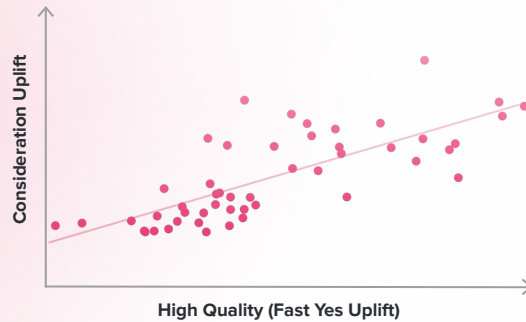
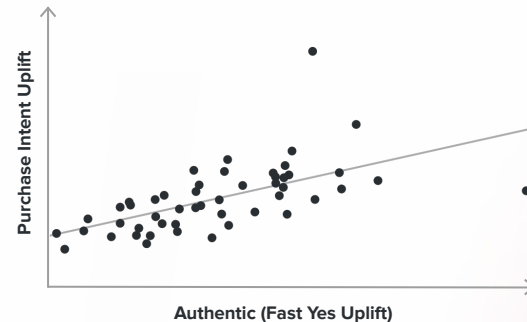
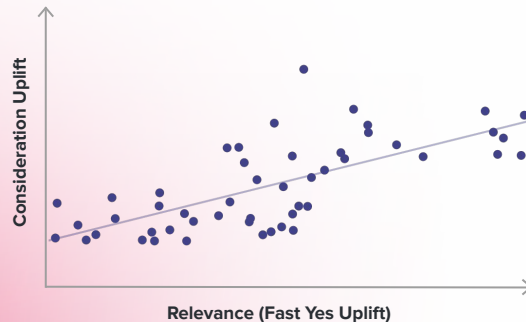
Creators are critical in driving brand memory, but why does this matter? Because **brand memory is a crucial driver of consumer action** - especially lower funnel decision metrics like **Consideration** and **Purchase Intent**.

In particular, creating a higher association with **relevance increases Consideration**, making the brand a go-to choice in purchasing decisions.

Generating an association with **Authenticity** as part of the audience's brand memory increases Purchase Intent, as consumers associate the brand with trustworthy and relatable narratives.

Finally, creator content that produces an **association of quality for the brand boosts both Consideration and Purchase Intent**.

Thus, brand memory not only keeps the brand top-of-mind but also **elevates consumer action, particularly at the lower end of the funnel**.



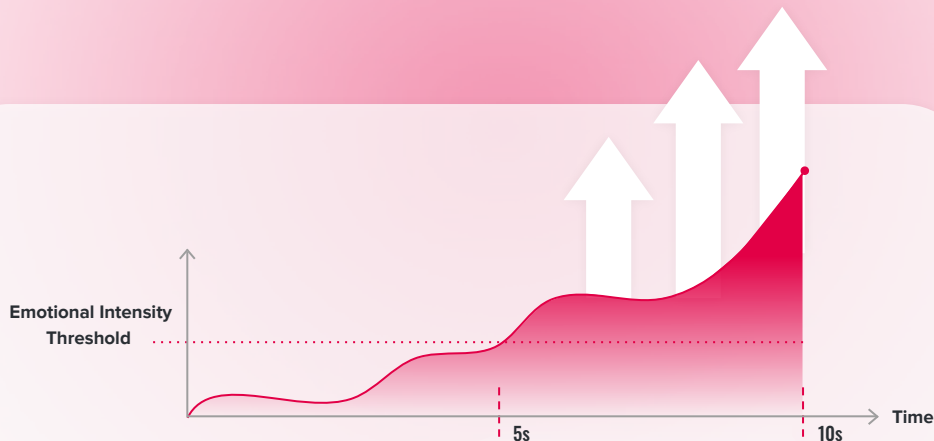
IN IT FOR THE LONG HAUL

So that TikTok Stitch made someone laugh, or an Instagram Reel surprised them. Is that enough to drive an impact for the brand? And does it matter which emotion was evoked?

We found that brand success can actually be driven by any emotion, and it doesn't matter how many times you experience it but rather **how long it is sustained overall**. In other words, experiencing emotion *throughout* the content viewing process is what drives brand success. Specifically, **content that held emotional intensity for longer drove stronger associations with Trust and Quality** as well as higher impacts on **Brand Memory** and **Consideration**.

For every additional **5 seconds** of heightened emotional intensity, you get:

- Another **+4%** of Brand Trust Uplift
- Another **+1.7%** of Brand Quality Uplift
- Another **+2%** of Brand Memory Uplift
- Another **+4%** of Brand Consideration Uplift



Influencer Benchmark Study, Apr 2024. Regression Analysis (p<0.05) [Brand Trust (r=0.53, p=0.03), Brand Quality (r=0.54, p=0.024), Brand Memory (r=0.5, p=0.045), Brand Consideration (r=0.5, p=0.041)]. Time spent (s) > avg expression threshold (facial coding). Trust/ Quality/ Memory = Implicit Association % Fast Yes' Uplift. Consideration = % chose 7+ of 11 pt scale. (n=7.5k total respondents. Those above expression threshold = 2.55k)

GENERATING EMOTION OVER TIME

We now know that to produce content that generates strong brand memory amongst an audience, you need to create an emotional reaction in that audience; and the longer spent in this emotional state, the better. But how do you create an extended emotional reaction?

Firstly, creating influencer marketing content that produces an emotional reaction requires a **deep understanding of the target audience**, especially identifying their **pain points** and **aspirations**. Choosing the right creator is crucial; they should be relevant to the brand, have high engagement rates, and create content that is authentic to themselves and the brand.

Crafting a compelling **story** is the next, and arguably most important, step, where a **clear narrative arc**, **relatable scenarios**, and **emotional triggers** are incorporated to resonate deeply with the audience. This involves creating a structured storyline that takes the viewer on an **emotional journey**. Relatable scenarios ensure that the audience sees themselves in the story, fostering a connection and making the content more engaging. Emotional triggers, such as moments of joy, nostalgia, empathy, or even surprise, are strategically placed to evoke specific feelings, making the story memorable and impactful. This blend of narrative elements is crucial for capturing and maintaining the audience's attention, ultimately driving a stronger emotional response and connection with the brand.

Finally, **engagement with the audience** is a key component of this formula. Including interactive elements such as polls, questions, or challenges helps the audience to feel involved, fostering a sense of connection. The creator needs to respond to comments and engage with their followers, building a deeper connection and trust. Allowing the creator creative freedom is essential; their unique voice and style should shine through, ensuring the content feels genuine and not overly scripted.



TOP PERFORMER: HEALTH-ADE

We worked with Health-Ade, the kombucha tea brand, to increase **Awareness** and **Consideration** of Health-Ade within the wellness community. We strategically partnered with a diverse array of approachable creators, tapping into their content and vision to amplify Health-Ade's brand message of exceptional taste and health benefits.

For this report, we analyzed content from 3 of our creators, each of whom had a different approach to the Health-Ade brief. Despite this, **every creator successfully boosted Top of Mind Awareness** of the brand (on average by +645%) and by the end, Health-Ade was **much more likely to be considered trustworthy** after viewing the content (+220% on average).

@courtneysarracino is a great example of how to take viewers on an emotional journey using energy, natural reaction, and tension which ultimately delivered huge gains in brand associations and awareness.

Platform: TikTok

Market: USA

Influencer Benchmark Study, Apr 2024. Health-Ade (n=498)

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ATTENTION SCORE

Average attention seconds

19.4s



MAIN SURVEY METRIC

Top of Mind Awareness:

+645%



KEY EMOTIONS

Happiness, Surprise,
Disgust, Fear

@courtneysarracino



TOP PERFORMER: COSTA COFFEE

Influencer was tasked with generating excitement around Costa Coffee's most innovative platform launch yet and a category first: the Hot Milkshake, a hot and indulgent thick milkshake, topped with tasty whipped cream and sprinkles, and the supporting pop-up, Unbelievable Bar, in central London. Our objectives were ambitious: to **elevate awareness** of the Hot Milkshake range and **drive excitement** around the launch, especially amongst Gen Z, resulting in increased footfall in stores.

Our creative strategy played on the 'unbelievable', as exemplified by content creator @the_bakeking. His mind-blowing video not only achieved **an attention score of 11 seconds**, but also delivered increases in **Top of Mind Awareness (+51%)** and **Purchase Intent (+44%)** by driving key emotions such as happiness and surprise.

Platform: Instagram

Market: UK

Influencer Benchmark Study, Apr 2024. Costa Coffee



ATTENTION SCORE

Average attention seconds

11s



MAIN SURVEY METRIC

Purchase Intent Score

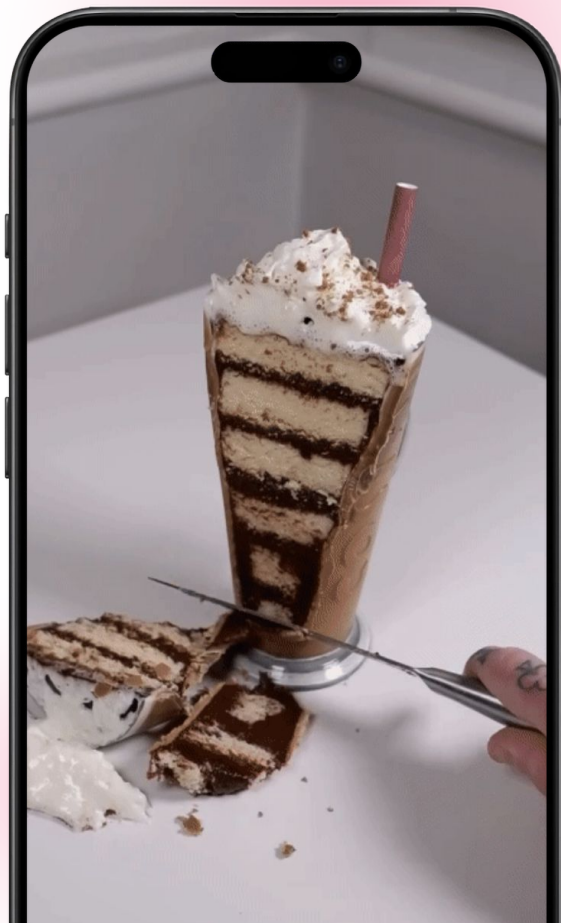
+44%



KEY EMOTIONS

Happiness, Surprise,
Disgust

@the_bakeking



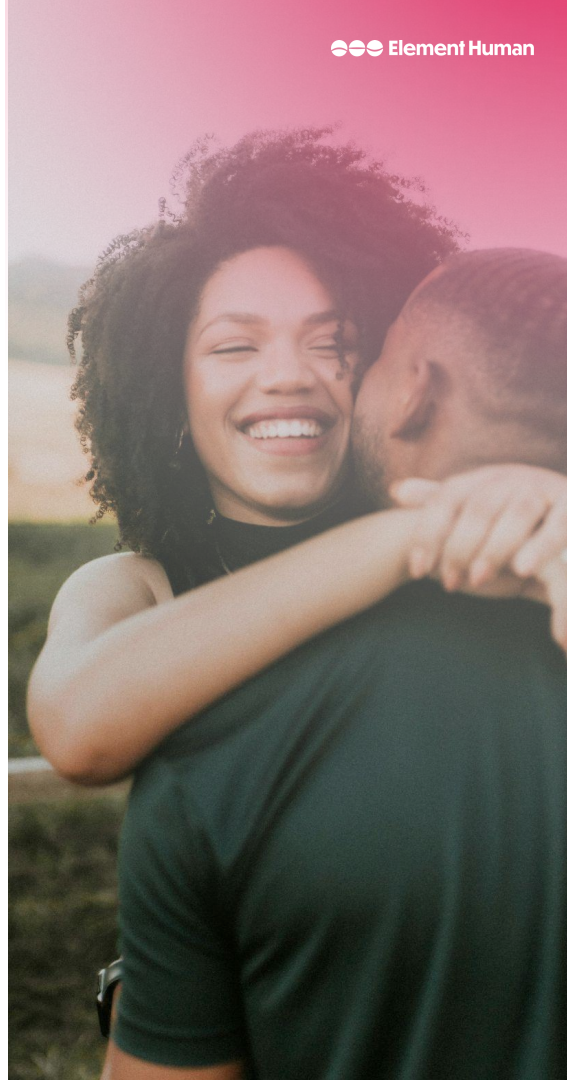
SUMMARY

THE NEXT EVOLUTION OF AUDIENCE IMPACT MEASUREMENT

Influencer marketing has established itself as a **hugely valuable channel in the marketing mix**. Subsequently, we've seen an **increase in budgets** attributed to the medium and an increased importance in brands' understanding of the impact of their campaigns. In parallel, social platforms are becoming increasingly saturated, meaning brands have to work harder to stand out from the competition.

In this report, we've learned that **from awareness to advocacy, creator content works across the funnel**, but we've also dug deeper into why creators are so effective. **Creators grab and hold attention** in social feeds, **generating an extended emotional reaction** that fosters deep connections with the brand, **driving brand memory** and making it easier and faster for audiences to **recall brands** when making purchasing decisions.

To generate strong brand memory, brands must create content that **evokes an emotional reaction** in the audience, with the impact **growing the longer they stay in this emotional state**. Start by deeply understanding your audience's **pain points** and aspirations, and select a creator who resonates with them. Craft a compelling **story** with **relatable scenarios** and **emotional triggers**, and engage the audience through **interactive elements** and genuine creator communications. By harnessing the power of creators in driving brand memory through emotive content, brands will see an **increase in consumer action metrics** and stand out from the crowd.



We are the originators of influencer marketing. Influencer is an agency built at the intersection of creativity, data, and technology with a unique 'people power & platform power' approach.

From big brand launches to shifting perceptions and from riding fast trends to driving footfall, Influencer builds ideas with impact to deliver outcomes that drive your business forward via an unmatched client experience. Campaigns are underpinned by Influencer's game-changing proprietary technologies, which are supercharged by official partnerships and data integrations with the world's leading social platforms for real-time and accurate reporting. Influencer is an Official Global Marketing Partner of both TikTok and Meta.

We believe the more tangible, scaled outcomes that creators produce drive impact beyond just likes and impressions. Influencer is championing the 'True Human Influence' movement;

on a mission for creator campaigns to be judged in the same way as other media activations - underpinned by measurement partners such as Element Human, ThisThat, and Relative Insight.

Founded by OG YouTube creator Caspar Lee & entrepreneur Ben Jeffries, Influencer has been helping brands navigate the ever-evolving influencer marketing landscape since 2015. In that time they have developed valuable knowledge, experience, and technology that have enabled them to deliver thousands of campaigns, for hundreds of brands in markets across the world. Today, Influencer has a team of 120+ of the best talent in the industry, working across Europe, North America, and the Middle East. From Google to Coca-Cola, from Amazon to Microsoft, and from TikTok to Snap to Meta - they work with companies, brands, and agencies across every vertical, building meaningful relationships between brands, creators, and their audiences.



INFLUENCER



ELEMENT HUMAN

Element Human are measurement specialists that provide standardised measurement for the creator economy using human data and behavioural AI. Connecting influencers, agencies and brands, Element Human offers platform benchmarks for Attention, Emotion, Memory and Brand Uplift, to provide a comprehensive

and highly scalable solution for creator campaign measurement. Their industry-wide solution connects to business KPI's to predict metrics that matter.


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