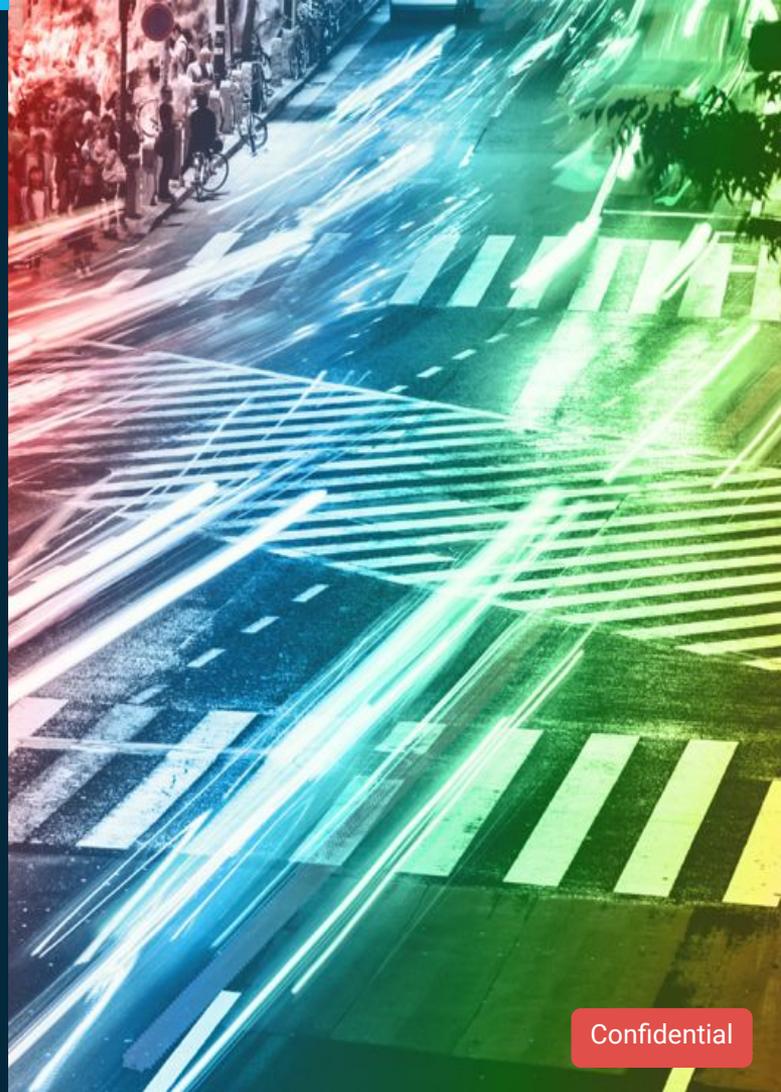




# What's next for Influencer Marketing?

Influencer Marketing in Asia



# AnyMind Group at a Glance



**Founded**

**April 2016**

**Office**

**17 Offices  
13 Markets**

**Total Funding**

**US\$62.3M**

**Employees**

**700+**

**Entertainment**

Empowering talent, influencers, celebrities, athletes and musicians to go global. Marketers also have access to best-in-class technology and services for influencer marketing through AnyMind Group.

**D2C**

Provide individuals and businesses with the tools and resources to efficiently create and sell their own brands and products from the best suppliers, through a powerful, end-to-end solution.

**Marketing**

Equip marketers and publishers with innovative tools for display, video and DOOH advertising, and influencer marketing, and provide comprehensive and localized solutions to drive brand and business growth.

**HR**

Enable human resource professionals with the ability to make smart, data-backed decisions and action, enabling efficiency and scalability through technology.

# AnyMind Group Business Structure



## Entertainment

Influencer marketing



Talent Management



## Marketing

Marketers



Publishers



## D2C

Cloud Manufacturing Platform



L Y F T

## HR

Human resource management



# Regional Footprint



# Influencer Marketing?





# Key Opinion Leader (KOL)

## Influencer

Have a high amount of followers, engagement and/or content creation. They can exert influence on social media



Those who own authority over a specific topic and has the experience and the influence to engage and impact people.  
E.g. Doctors, academics etc



# Why influencer marketing?



**Create content** - Provide an alternative to the brand's voice in their own style



**Drive engagement** - Create conversations across social and foster personal connection between brands and consumers



**Increase brand consideration** - 24% of internet users discover brands via recommendations on social media\*



**Precise Targeting** - Leverage on influential talent on social to reach ideal audience segments

\*Source: Social Commerce by GlobalWebIndex, Q1 2019

# In the past...

- Users follow influencers who curate beautiful pictures:
  - #Travel
  - #OOTD
  - #Foodstagram
  
- Today, followers and subscribers expect **real interactions** and **deeper connections** with their favourite influencers



# Influencer Marketing has evolved

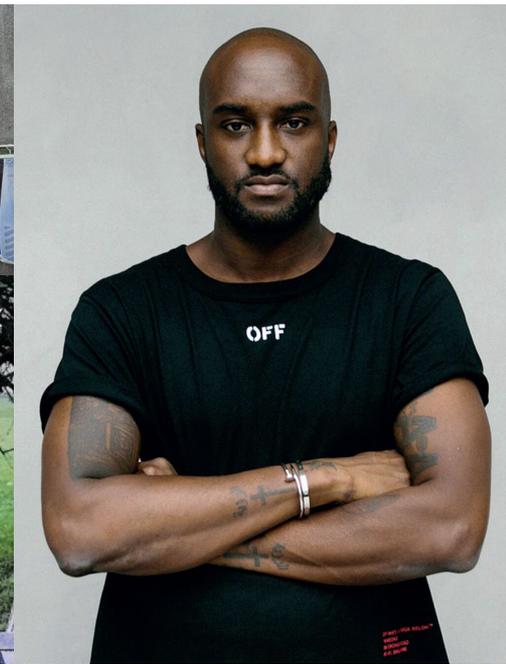
*"People do not buy goods and services.  
They buy relations, stories, and magic."*

- Seth Godin



## Example - Off-White™

- Off-White™ is a fashion brand founded by Virgil Abloh in 2012
- The brand gained recognition as he engaged famous fashion influencers such as supermodels Bella Hadid and Kendall Jenner
- By dressing these influencers in his clothing and uploading their outfits on social media he created a **strong connection to the followers** of these celebrities
- Off-White™ has been crowned as the **World's Hottest Brand** 3 Quarters in a row by Lyst Index, beating other designer brands such as Gucci and Balenciaga



# Understand who their audiences are



Keisuke Honda

**Age** -  
**Gender** Male  
**Country / Region** Japan/-

**Categories**  
Sports, Fitness & Health, Fashion & Life

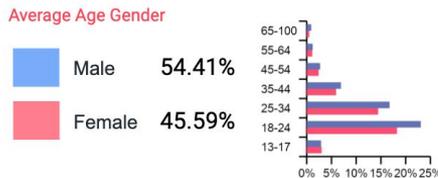
**Intro**  
A professional football player from Settsu, Osaka.  
Football coach, Japanese businessman and football manager.

**Social Data**  
Followers **202,000**  
[UCgew41EnrAYSkkZmPhm2Z](#)

**Countries**  
Japan 88.4%  
Taiwan 4.2%  
United States 2.1%  
India 1.1%  
Philippines 1.1%

**Sentimental Analysis**  
Positive 48.17%  
Neutral 41.00%  
Negative 10.83%

**Engagement**  
Average Engagement Rate **1.4%**  
Average Engagement **2,897.73**  
Average View **99,529**



Video Title	Likes	Comments	Shares	Views
[Thumbnail 1]	10,287	1,552	0	236,930
[Thumbnail 2]	9,872	940	0	388,091
[Thumbnail 3]	6,248	774	0	150,065
[Thumbnail 4]	4,829	411	0	110,404
[Thumbnail 5]	4,071	356	0	160,852
[Thumbnail 6]	3,942	501	0	115,980

Are you reaching to the right audiences?

# Shift towards micro and nano influencers

**Higher engagement** - Engagement rates for micro and nano influencers ranges between 3% to 7% while macro influencers ranges between 1% to 3%



**More cost friendly** - The budget used for 1 macro influencer can be used to engage multiple micro and nano influencers



**Higher trust** - The bulk of the engagements are from their friends or family members



# Emergence of performance based campaigns

Instead of **Cost per Post**, we go with metrics like **Cost per Like**, **Cost per Click** and etc



Day Segment		Post	OFF							DOWNLOAD
Total Post		Cost	Engagement	Engagement Rate	Like	Comment	Share	View	Est.Reach	
Total	16	1,299.75 SGD	4,083	3.62 %	3,629	454	0	550	48,414	
	Trying out the signature menu of Menya K...	75.00 SGD	131	5.88 %	128	3	0	128	1,553	
	I finally get to try the famous Mazesoba which is the sign...	23.25 SGD	45	3.61 %	43	2	0	43	533	
	Who says we have no #Valent ine to reminisce the taste o...	29.25 SGD	40	0.77 %	40	0	0	40	474	
	If you are craving some Japan ese, I highly recommend @...	99.75 SGD	422	3.78 %	387	35	0	0	5,004	
	Checking out Menya Kokoro's signature Mazesoba at @10...	99.75 SGD	165	8.01 %	138	27	0	0	1,956	
	Decided to head out for a goo d meal over the weekend an...	46.50 SGD	93	8.45 %	66	27	0	0	1,102	
	I was physically at work but m y mind is already at @meny...	52.50 SGD	79	5.45 %	72	7	0	0	936	

Screenshot

# Case Study

## Challenge

Increase attendees for event

Brand Awareness for new taste “Coffee Coke”

## Our Solution

Work with micro influencer to visit the event, try the new “Coffee Coke” flavour and then post a photo with their review of the new Coke

Joined **100+** Micro KOLs  
Within **2** days  
**1,200+** social conversations



# Case Study

## Challenge

Brand Awareness and sales of Pocky Valentine's package

## Our Solution

Micro and Nano influencers to go down to any 7-11 stores and purchase the package. Take a photo and post on social media with their own personalised content

**60** influencers joined by **4** days  
**41,600** Likes, **263** Comments  
 CPE **2.4** THB



**Ratchayawee Weerasuthimas** added a new photo.  
 February 7 at 7:57pm · Instagram · 📍  
 ภูเขา ทะลุมือถือที่รับบอกให้ดูด้วย  
 ไม่มีใครเชียวก็เชียวก็หัวเราะไปก่อน 🤔  
 .  
 #PockyLetsSayIt  
 #PockyShareHappiness  
 #ป๊อกกี้แวลีนไท  
 See Translation

**MouthMoy Makeup** added 4 new photos.  
 February 8 at 6:28pm · 📍  
 Let's Say It บอกรักได้ผ่านรักของป๊อกกี้ ไม่ว่าจะหวานไป ขอชอบ ไม่กล้าบอกรัก  
 ทุกความซึ้งที่ซ่อนอยู่ ให้ Pocky Valentine's Day เป็นตัวแทนใจให้  
 อายุมอက်ที่ใคร ขออะไร ในสิ่งที่เห็นไว้ได้ Pocky ไปแทนความในใจของเรา  
 #pockyLetsSayIt #pockysharehappiness #ป๊อกกี้แวลีนไท #snack #pocky  
 #sweet #valentineday #valentines #like #follow #couple #beauty  
 #motivation #moment #time #feeling #feel #pockythailand  
 See Translation



# Type of engagement has changed



**Product Placement**



**Social Media takeover**



**Product review / Tutorials**



**Event Appearance**



**Social Giveaway**



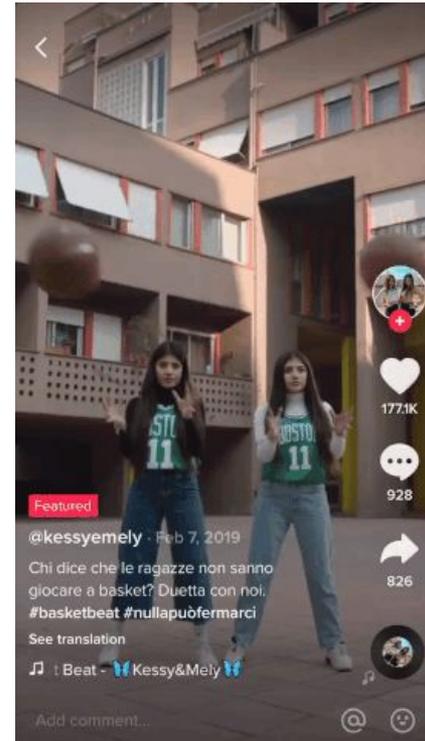
**Social Challenge**

Advertisers and influencers are both looking for different ways to engage with their audiences;  
**Both platform and format wise**

# Rise of Tik Tok



Tik Tok usage has been rising in Asia with about 57% of the audiences falling between 18 - 35<sup>1</sup>.



<sup>1</sup>Source: Tik Tok Internal Data, Q4 2019

# Rise of Tik Tok

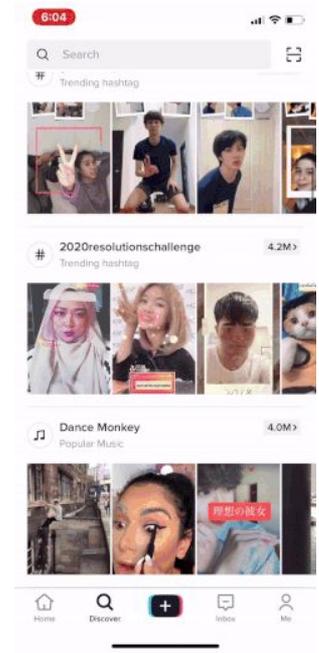
**Sound on storytelling** - Tik Tok user environment is based on video and music, hence it is easier to present an immersive brand storytelling

**Co-creation of content** - Users creates their own content and that is a totally different form of engagement with the brand audiences

**Ability to tailor make experience** - Variety of formats and ways to engage influencers to push brand messages allows for greater creativity



Branded Effect



Hashtag Challenge

# Case Study

## Objective

Promote Tik Tok to audiences in Vietnam

## Idea

WIPE OFF VERBAL KARMA  
#DọnNghịệpThoátẾ

“Turn trendy social term and common yearning to the captivating online joy”



# Creative ideas

from **Insight**

Vietnamese youth people always joke about verbal karma remains on one's lips (khẩu nghiệp/ nghiệp đọng vành môi) when they say/ comment bad things about others behind their back.

Thus, in occasion of Tet when people usually try to send away the bad lucks and pray for good luck, TikTok will help them send away their "verbal karma" to receive love charms via "wipe off your verbal karma" challenge/ sticker.

to **BIG IDEA**

“ **DỌN NGHIỆP THOÁT Ế** ”  
#wipeoffverbalkarma

This Tet, we create the new customized sticker for VN market, where users can use hand movement to wipe off their verbal karma and receive love charms.

Turn it into **a new trend** as this familiar cleaning routine to help them clean away the bad luck.

## SUMMARY EXECUTION

Viral video with Dieu Nhi as hero influencer with 6s, 15s, 30s vertical/ horizontal for social media channel format.

Supporting channel:

- 6 macro Influencers; 6 meme accounts; 6 hot influencers and 100 nano influencers, 10 TikTok Creators to #wipeoffverbalkarma sticker video and join the campaign to spread awareness & drive users download

- Supporting by :

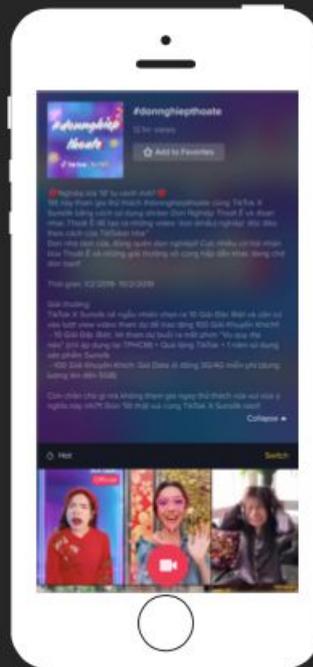
- + Event activation at key bus terminals before Tet, and event activation & OOH in Tier 2 city- Can Tho during Tet; wifi marketing



“

## Statistics highlights of hashtag challenge ”

”

**30,367****Total Video Published****24,831,354****Total VV****19,129****Total Participant****5%****Engagement Rate****1,389,866****Total Likes****15,685****Total Comments****5,099****Total Shares + Downloads**

# More video content - Video is king

- Videos are able to convey a **sense of story-telling** more so than their still counterparts
- Videos get **135% more organic reach** than images, status, and link posts <sup>1</sup>
- Sponsored Instagram videos generate **3 times more comments** than sponsored photos<sup>2</sup>
- A Hubspot study concluded that video content increases the **recall value of the audience by 80%**, and they remember what they have seen in the last month



<sup>1</sup> Source: 4 influencer marketing trends to know in 2020 by IMPACT, 2020

<sup>2</sup> Source: Top 10 Instagram Video Statistics Marketers should know by Mediakix, 2018

# Influencers are shifting to videos

Li Ke Tai Tai - Top Influencer in Taiwan

Jolin Tsai - Taiwan Celebrity

**Traditional  
celebrity &  
Influencer from  
the new media**



# Even athletes are going online



**Keisuke Honda 本田圭佑**  
Japanese Football Player



# Celebrities build communities through social



**JKT48**  
Indonesian Idol Group



Through live streaming, IG stories and YouTube, they were able to interact with fans immediately

# The rise of live streaming

- Users can engage with influencers in real time during live streaming
- During live chats, there is **no room for editing**, changes, or staging shots – the content that is shown is more **raw and authentic**, which is **appealing to the viewers** tuning in
- Forrester Research sums up the power of video for engagement: **one minute of video is equal to 1.8 million words** to your audience



# The rise of live streaming

**Influencers** - Influencers conduct live streaming and introduces the brand, product or service. They can engage with their audiences live and answer questions.

**Influencers x Experts** - Influencers can do a co-live session with an expert of the relevant field. Experts can share information that is credible and supported while Influencers can share tips and even personal experience. E.g. Beauty experts, doctors

**Influencers x Influencers** - Co-live streaming with influencers to discuss relevant topics or share experiences. E.g. Parenting influencers, beauty influencers



# Case Study

## Challenge

Highlight the features of the Fintech app that brings convenience to users during the Enhanced Community Quarantine (ECQ) in Philippines, and increase the number of app downloads

## Our Solution

Launched a campaign using nano and micro-influencers with high ER%. To encourage engagement and audience interaction, KOLs were asked to do an IG livestream showing how to use the app

## Our Results

Reached **205%** of target KPI (post engagement)

Reached **195%** of target KPI (livestream views)



# The rise of live streaming - Live commerce

Live commerce is not new has been popular in China since many years ago



# The rise of live streaming - Live commerce

During 2018 11.11 sale, Jack Ma (Alibaba, Co-founder) challenged him to a selling contest. Li Jia Qi won the contest by selling 1,000 lipsticks while Ma sold 10



King of Lipstick,  
Li Jia Qi made a  
record of selling  
**15,000 lipsticks**  
in 5 minutes

# Case Study

## Challenge

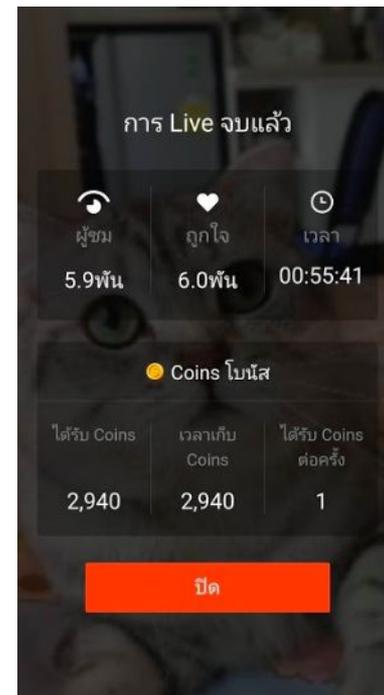
The objective of this campaign is to increase sales and profit target to gain higher number of customers by using influencers to entertain and introduce the products to customers

## Our Solution

We engaged 50 nano influencers to conduct live-streaming on their Shopee accounts and promote it to their friends by announcing via their own social media platform (ig story/fb story). Moreover, Shopee created banners for each KOL to raise awareness among their customers. During the live sessions, influencers provided discount codes and coins for customer to use in Shopee.

## Our Results

High engagement rate of 3.10% and also high number of total viewers (550,098 people on Shopee). This shows the live streaming effect on buyers' purchase considerations.



No. of Influencers	Total Live	Total Engagement	Engagement Rate
50	200	1,711,004	3.10%

# Current constraints of Live commerce in Asia

## Lack of live commerce platforms

Shopee LIVE and Lazada's LazLive was only launched in 2019

Qoo10's Qlive has not garnered much traction

Facebook and Instagram live does not offer one-stop shopping integration

## Affiliate model not popular

Influencers out of China are typically not keen on the affiliate model

Current live commerce penetration in the region is also not enough for the everyday sellers to gather enough exposure

## Lack of consistent and regular content

There's a lack of hosts which the live commerce platforms should invest in

These hosts should also have consistent and regular content to attract enough followings rather than a one of live session

# In Summary

**Shift towards micro and nano influencers**

**Emergence of performance based campaign**

**More video content**

**Rise of Tik Tok in Asia**

**Rise of live-streaming and live-commerce**



Social Media Influencer Marketing in Thailand

Blog

CastingAsia

Jul 16, 2020



Social media influencer marketing in Vietnam

Blog

CastingAsia

Jul 2, 2020



Social Media Influencer Marketing in Japan

Blog

CastingAsia

Jun 18, 2020



TikTok – The rising star that is shaking up the social media world!

Blog

AnyMindGroup

Jun 15, 2020



Rise of Social Media Influencer Marketing in Indonesia

Blog

CastingAsia

Jun 3, 2020



Hello world, meet our new logo

Blog

AnyMindGroup

Apr 7, 2020

**For more insights, visit our blog:**  
<https://anymindgroup.com/news/?category=blog>

*Thank you*

