

PUMA



CELEBRITY & INFLUENCER
SOCIAL MARKETING

ANN UNGER

Senior Team Head, Digital Marketing

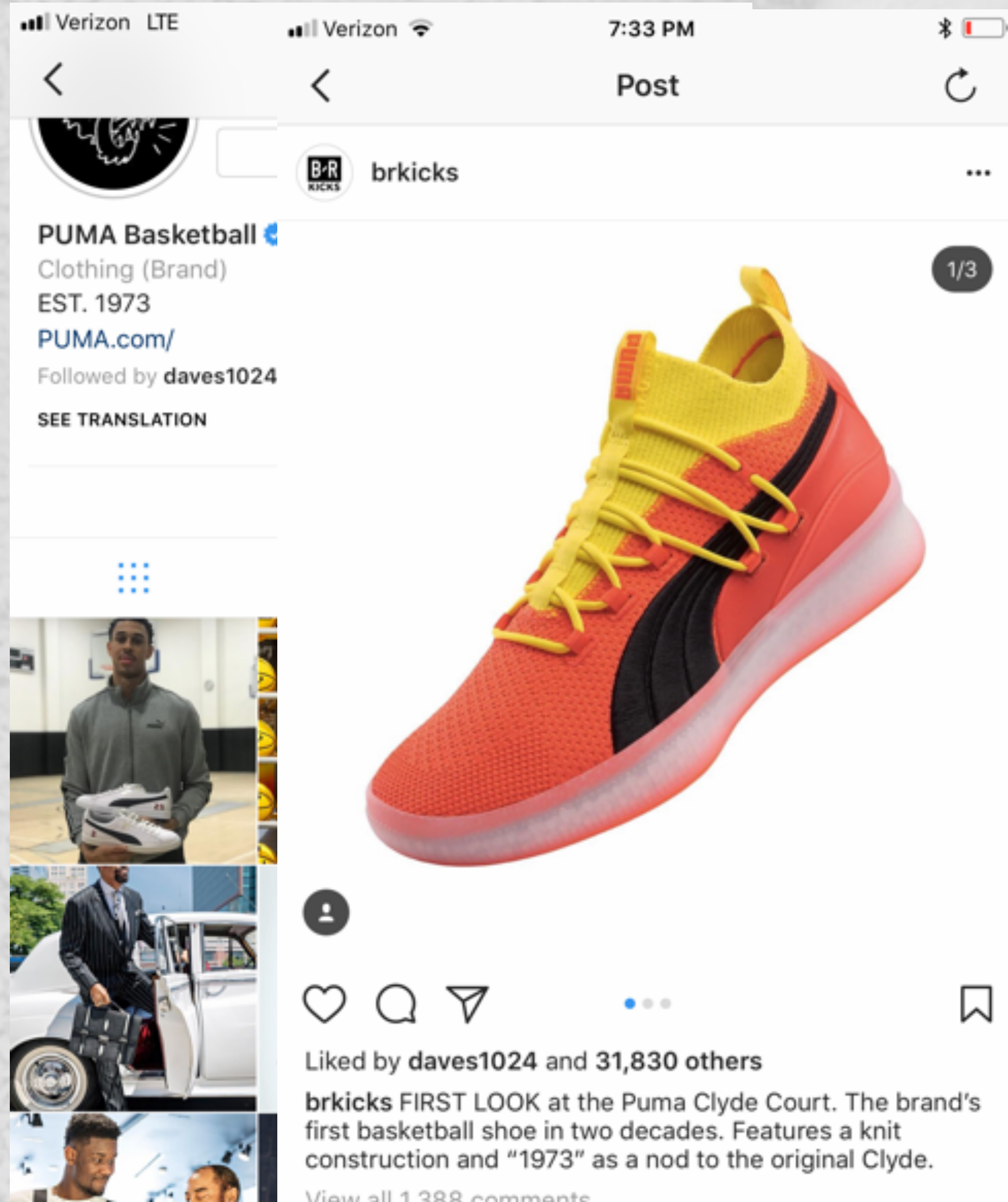
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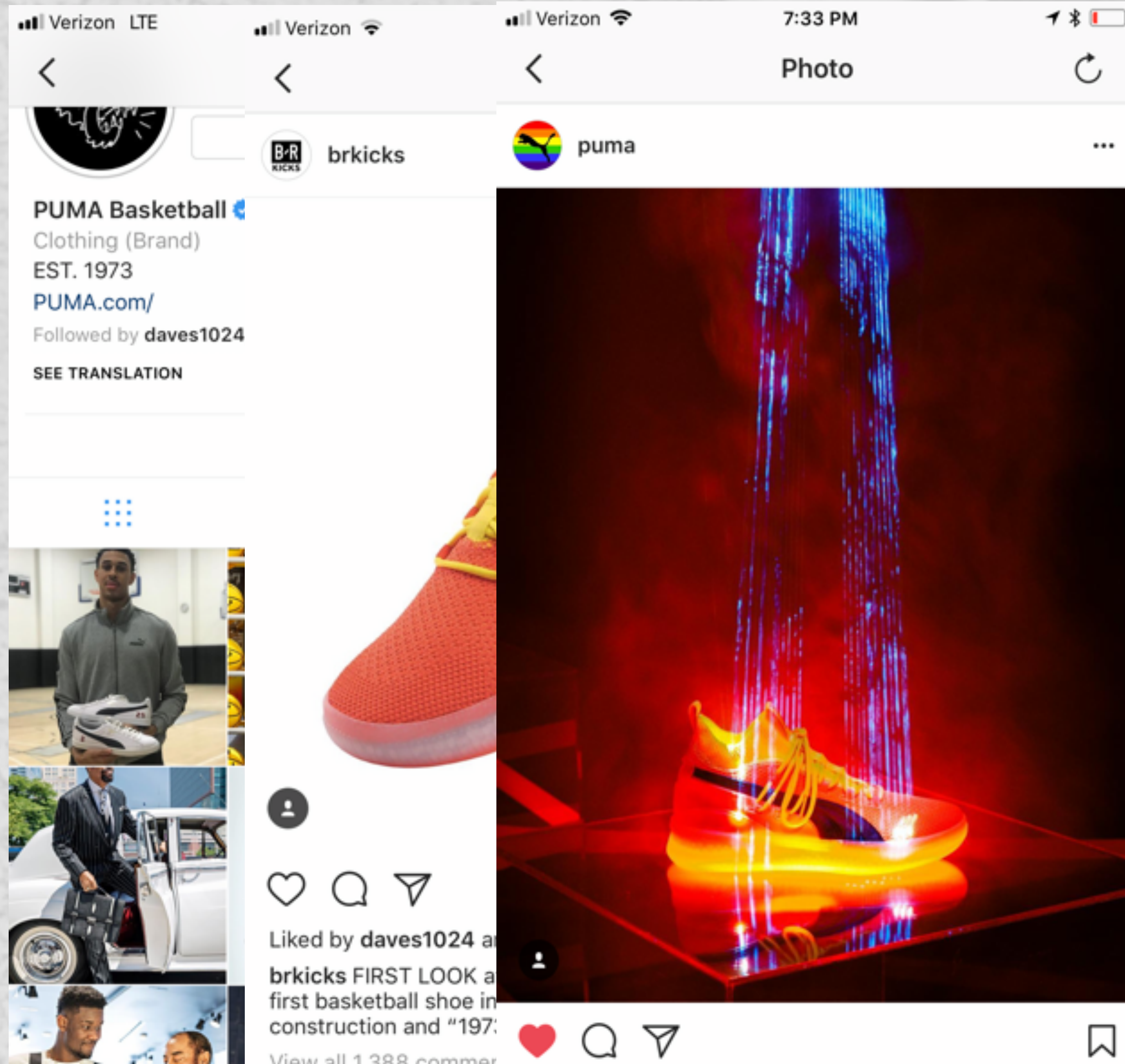
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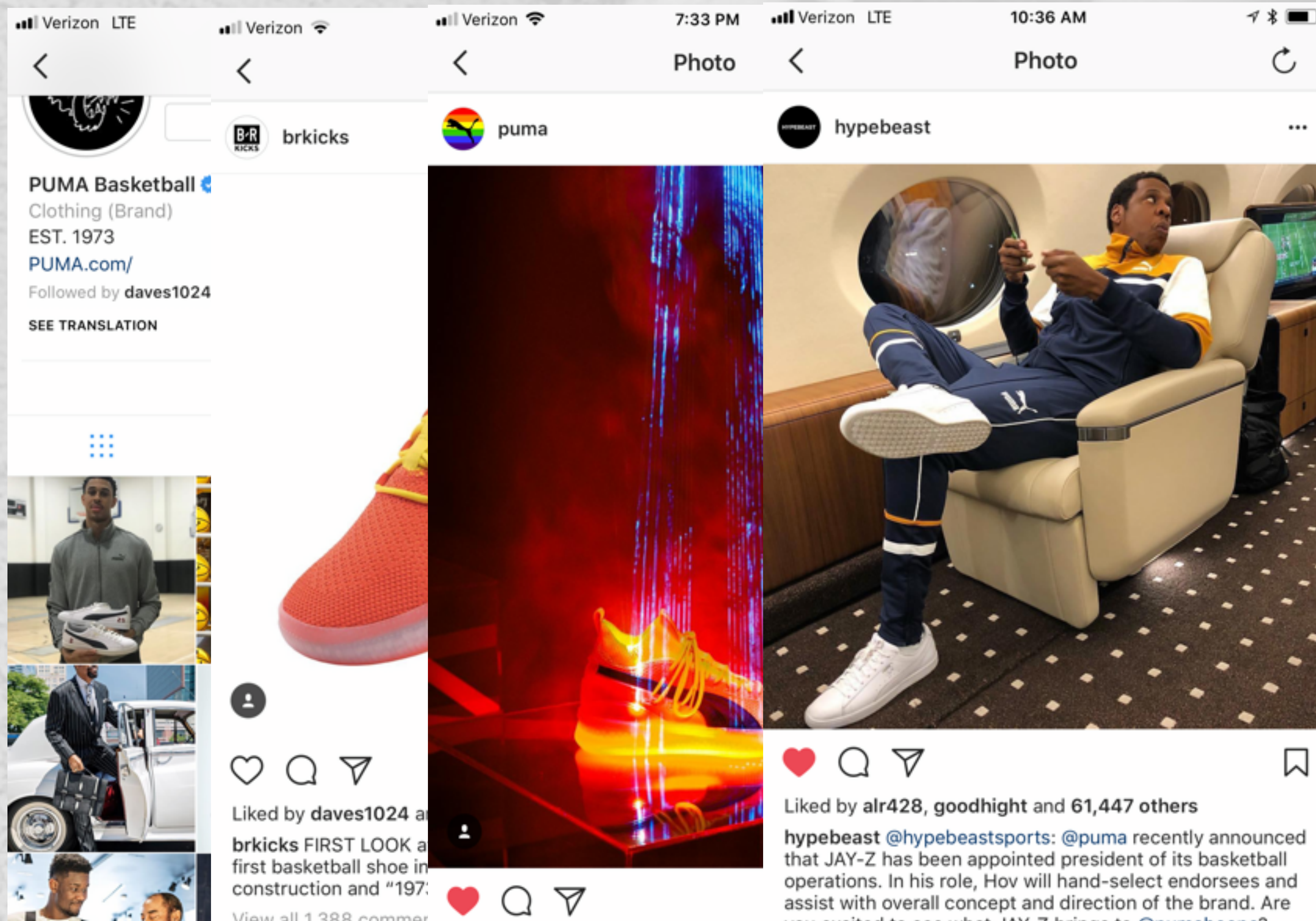
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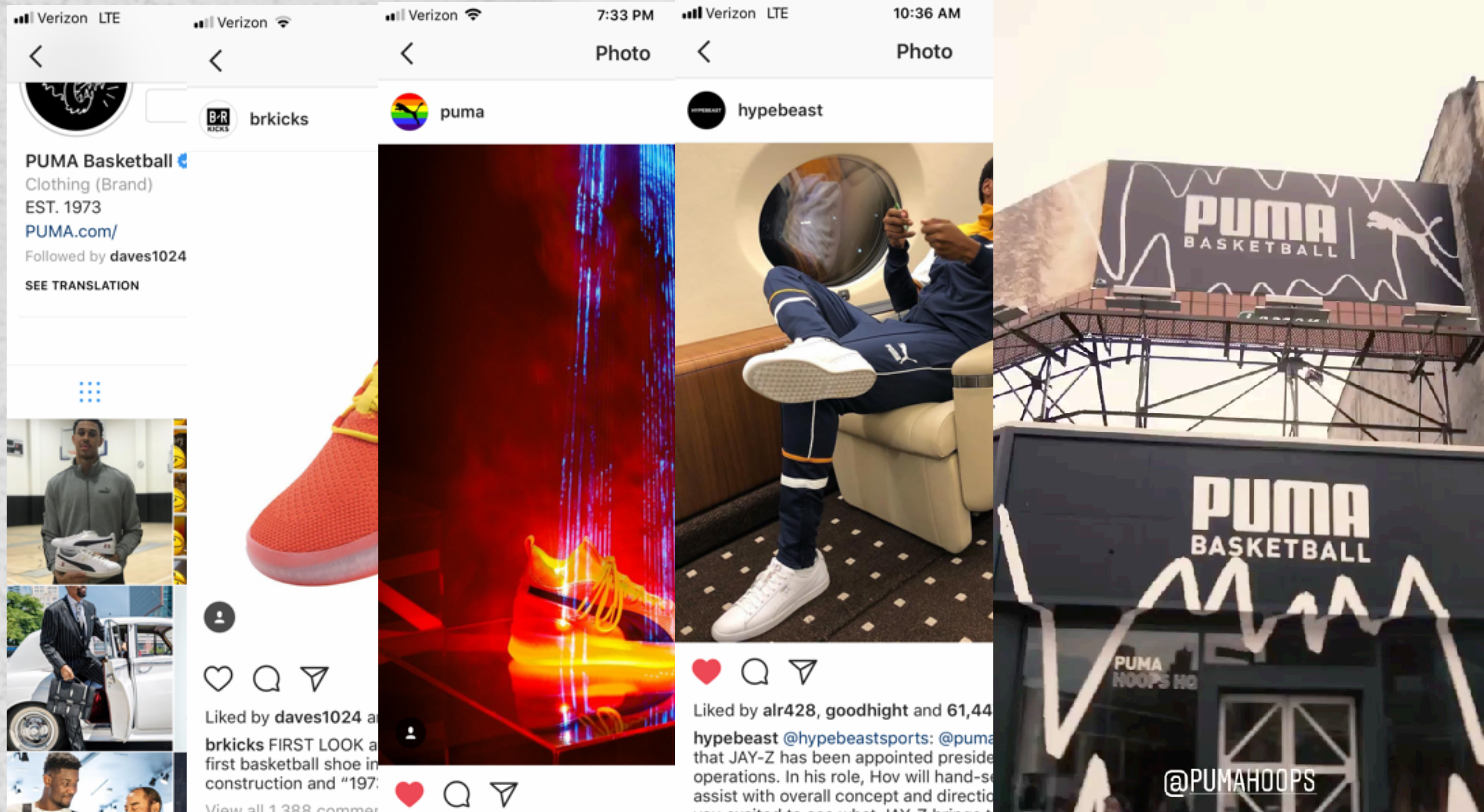
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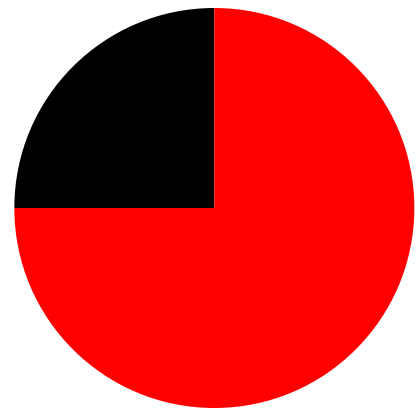
IN THE NEWS ...



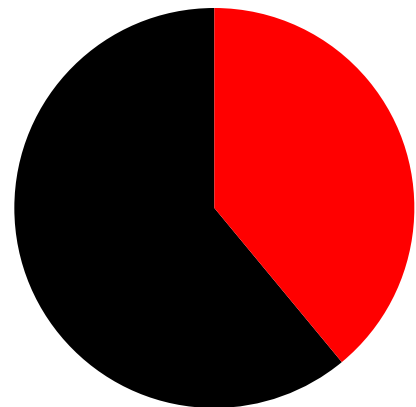


INFLUENCERS
AREN'T GOING
ANYWHERE. IN FACT,
THEY'RE MORE
IMPACTFUL TO
BRANDS THAN EVER

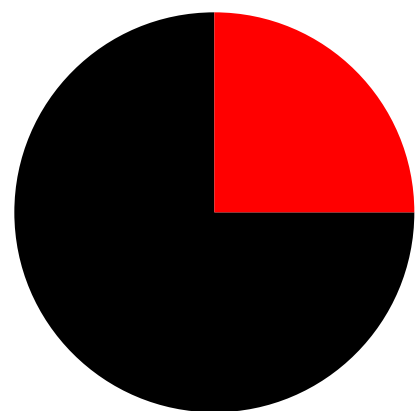
FOR BRANDS, INFLUENCER MARKETING IS ON THE RISE



75% of US advertisers currently use influencer marketing, with the discipline expected to grow even further this year



39% of marketers will increase influencer marketing budgets in 2018



25% of marketers spend 5-10% of their total marketing budget on influencers

\$1.6B

Expected influencer marketing spend on Instagram alone in 2018

THIS CAN BE ATTRIBUTED TO:



Continued growth in social media use



Ad blocking | 32% of desktop users and 31% of mobile users block ads



Influencers provide an avenue for more authentic brand messaging vs. traditional online ads



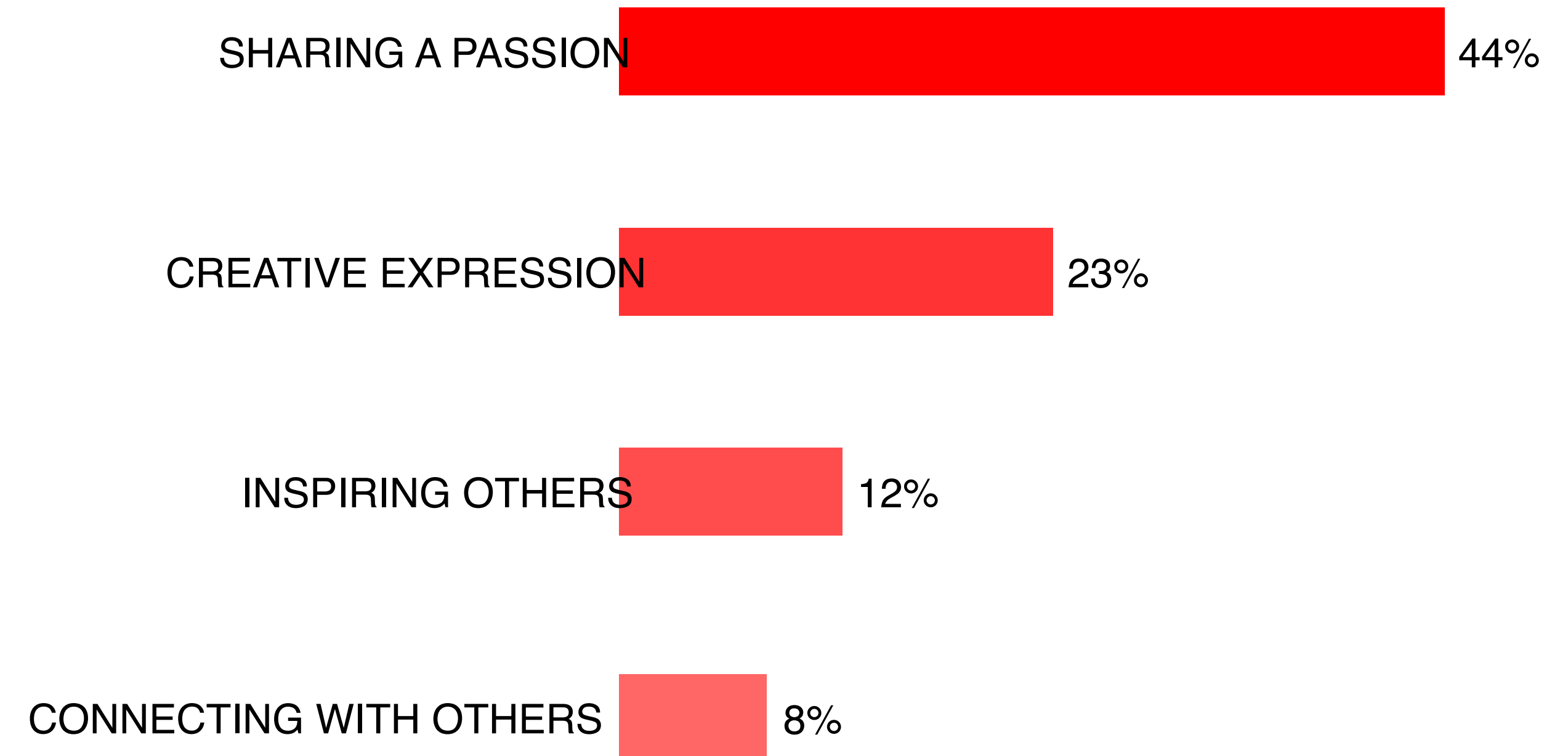
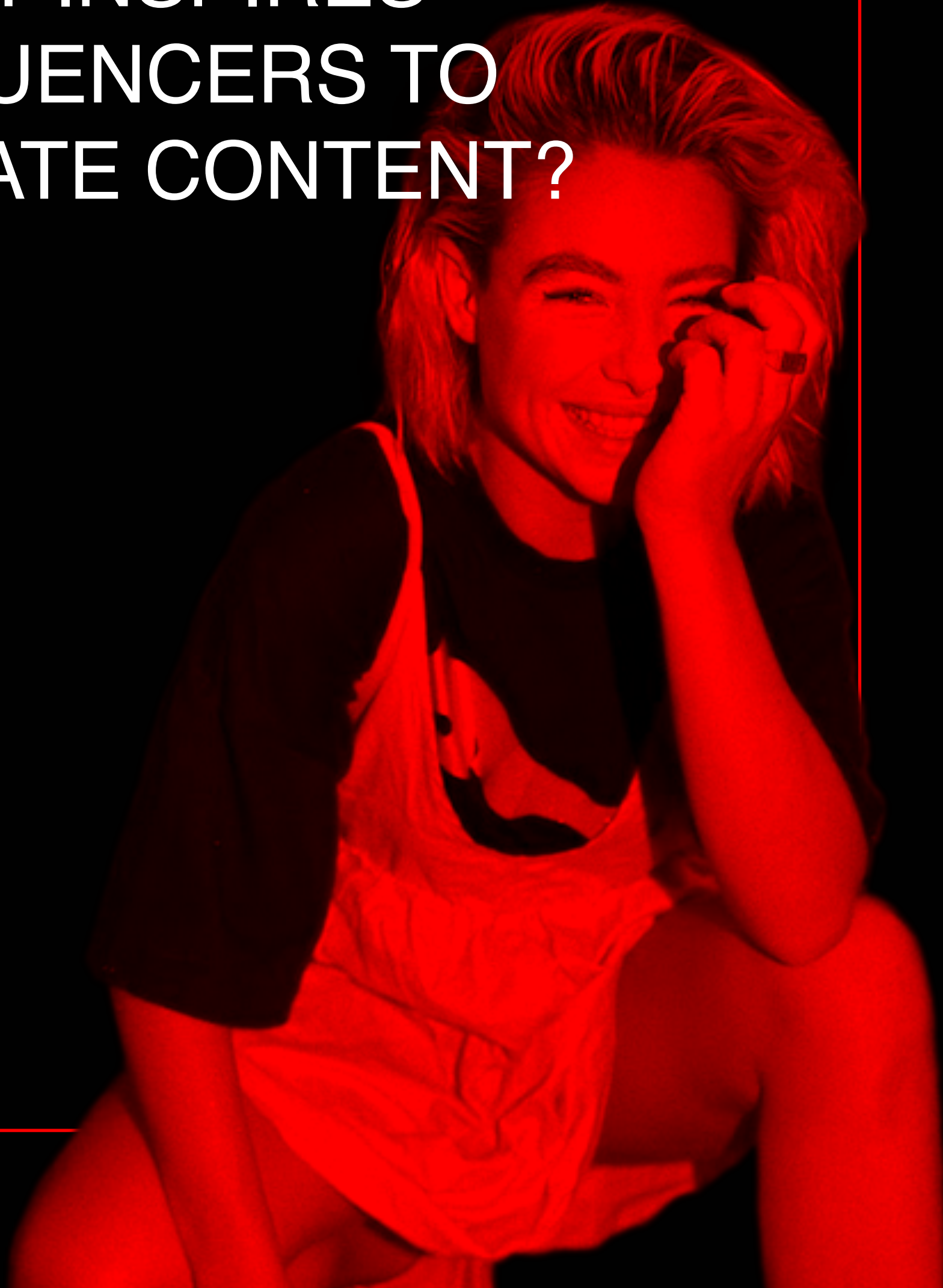
Ability to reach younger audiences

The average digital
consumer spends 2
hours 13 minutes a day
on social networks.

GWI Brand Discovery



WHAT INSPIRES INFLUENCERS TO CREATE CONTENT?



1

Men are influenced differently than women on social. This means we should adapt our approach depending on who we work with.





2 It's no longer about having every pair of sneakers as it used to be. It's now about having the most hyped pairs. That means not every drop is equal - and so our social approach is built on flexibility and change.

3

Effective influencer marketing increasingly is coming through open-source collaboration and true, long-term partnerships.





4 The way people talk and create on social has shifted. This is the well documented user trend away from permanency and more to posting in the immediacy through ephemeral content, especially with Instagram stories becoming the new darling of social.



MILLENIUM DANCERS 🍷💃

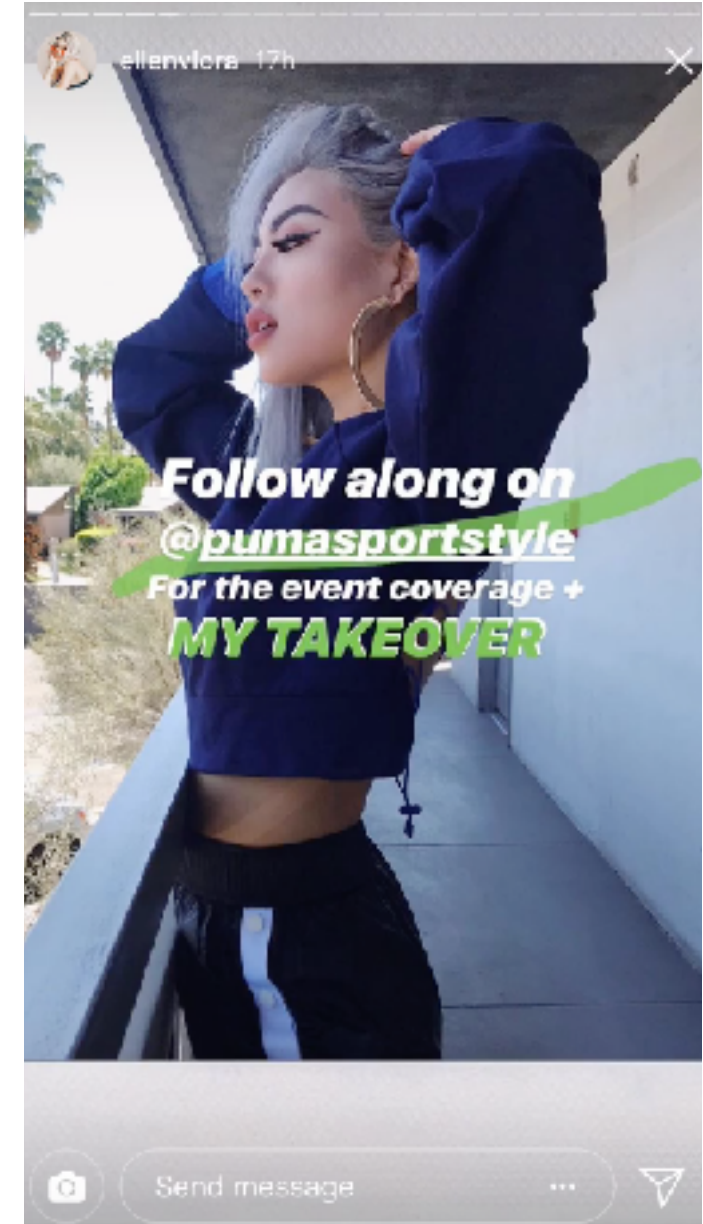
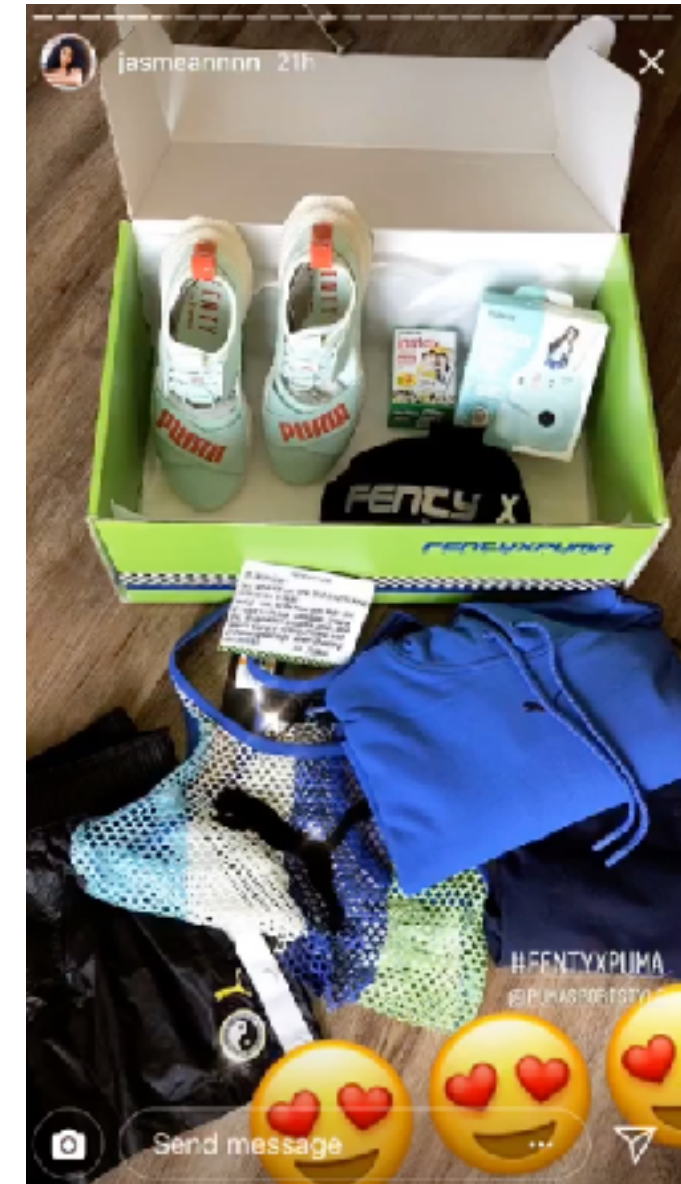


CONTENT CREATORS



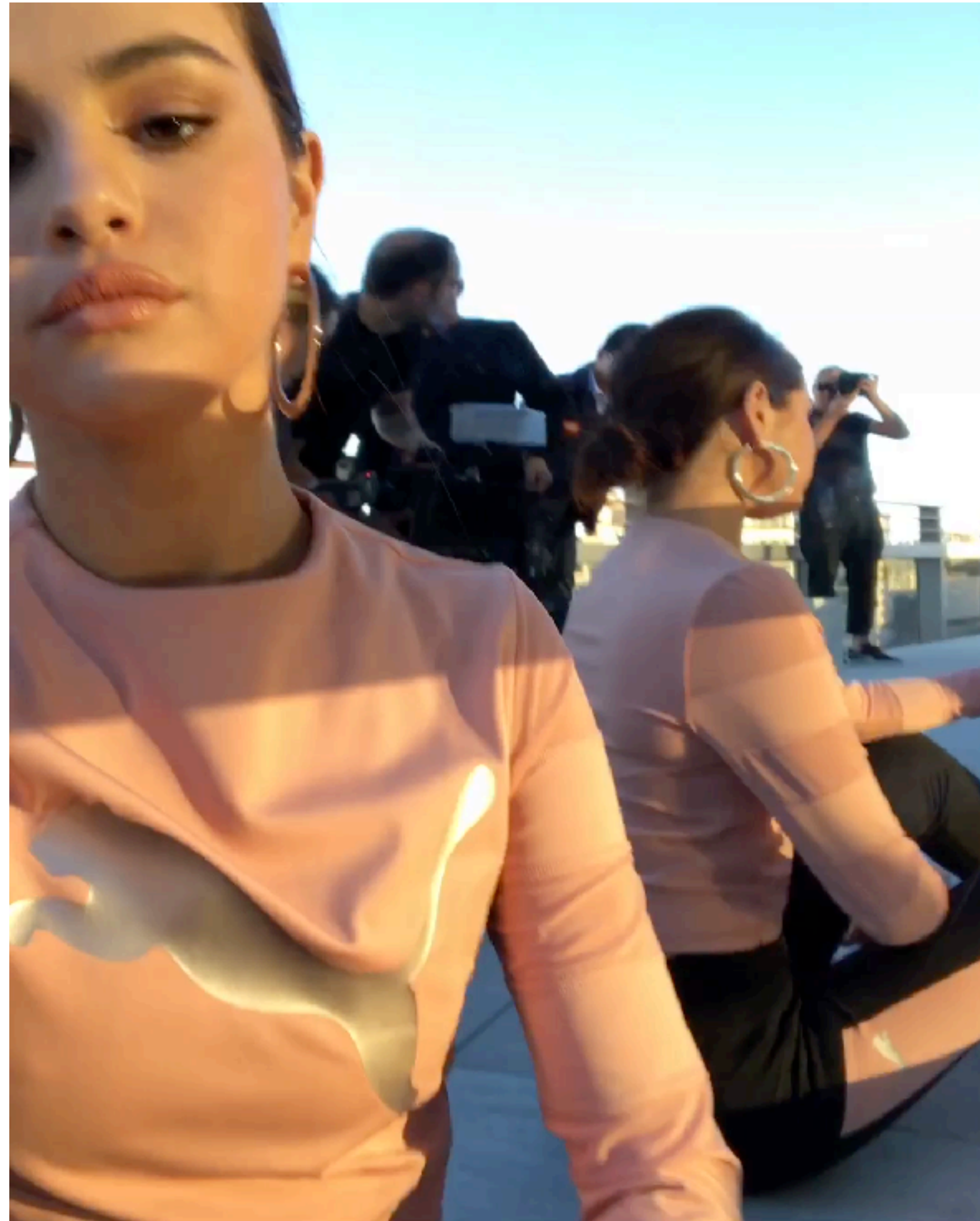


COACHELLA 🌵





VALIDATION



SELENA GOMEZ 👑



CARA DELEIVINGNE



01 ESTABLISH LONG TERM, COLLABORATIVE + CREATIVE RELATIONSHIPS WITH INFLUENCERS IS ESSENTIAL.

02 AS ENGAGEMENT OUTWEIGHS REACH, LEVERAGE MICRO-INFLUENCERS OR 'INFLUENTIALS' WILL BE KEY.

03 OFFLINE BRAND EXPERIENCES WILL PLAY A GREATER ROLE IN ESTABLISHING MORE AUTHENTIC INFLUENCER PARTNERSHIPS.





THANKS