



WHAT'S THE TREND?

Rise in co-created content (i.e., paid authentic collaboration) between brands and influencers to best utilize influencer marketing.

TWO APPROACHES:

"OBSCURITY"

Potentially blurring the lines between explicit sponsored content (paid media) & authentic earned media.

example: The Clorox Company

"OBVIOUS"

Explicitly showing it's a paid brand deal while still integrating the brand into the authentic content.

example: SeatGeek



- Influencer Advisory Council
- Potential to have Paid Media Disguised as Earned Media



- Team SeatGeek
- Explicit Sponsorship
- SeatGeek = Character Within Content



SO WHAT?

CONNECT TO A MOMENT (AUTHENTICITY)

FOCUS ON ENTERTAINMENT

ACHIEVE BRAND RECOGNITION