

Analysis of Instagram Product Placement Influence on Consumers for the Beauty Industry

**Bachelor Project submitted for the degree of
Bachelor of Science HES in International Business Management**

by

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Declaration

This Bachelor Project is submitted as part of the final examination requirements of the Haute école de gestion de Genève, for the Bachelor of Science HES-SO in International Business Management.

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Geneva, 30th of May 2018

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Executive Summary

At a time where technology is omnipresent, influencers are flourishing all over social media. Influencer marketing is being used more and more by brands to reach and convince new customers. The present thesis focuses on influencer marketing in the social media app Instagram, particularly for the beauty industry, with a specific analysis of the Swiss market and female consumers. The aim is to understand what impact sponsored posts have on customers' engagement and what could be improved to maximize influencer marketing strategies.

To draw consistent conclusions, different aspects of influencer marketing have to be addressed such as: mechanisms, the Swiss market, transparency, ethics, influencer-follower relationship, as well as brand-influencer relationship. How does product placement on Instagram work? Is transparency a key element affecting customer engagement? What impact does the influencer-follower relationship have on return on investment? How are influencers considered in the Swiss markets? Are Swiss consumers ready for influencer marketing?

This research is a four-step analysis. The first step is a customer engagement analysis based on the comments of 60 different sponsored Instagram posts. It assesses the customer engagement and reaction towards sponsored posts. The second step is a market analysis assessing Swiss consumers' behaviour. An online survey was sent to 239 people to collect mainly quantitative data assessing general opinions and reactions of consumers toward product placement. Respondents answered general questions about Instagram, purchasing behaviour, sponsored posts and influencers. Five different cases (screenshots of sponsored posts) were then shown to assess the reaction of consumers and their level of interest toward the products. The third part of the analysis is the experts' point of view, made of 4 interviews with one lawyer and 3 communication/influencers agencies, as well as 2 email exchanges with other agencies. This step helped with understanding mechanisms of influencer marketing, transparency legislation and defining the areas of improvement. Finally, the last step was made of 8 interviews with Swiss consumers, aimed at understanding what the main reasons are that prevent consumers from purchasing products seen in sponsored posts.

The results of these four steps were then compared to draw four recommendations, which represents four key improvement areas that can lead to higher customer engagement and better return on investment. Key points addressed in these recommendations are; transparency, credibility of the influencers, editorial and visual

strategy of sponsored posts, ethical matters and trust relationship of the influencer with the consumers.

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1. Introduction

1.1 Aim of the project

This research paper is an analysis of Instagram product placement influence on consumers for the beauty industry. Through this research paper, the author desired to understand how the different product placement types work and how different their influence on the consumers can be. The purpose of this research was to study the customer relationship with the beauty industry, Instagram, influencers and product placement in general, as well as the mechanism of product placement from a legal and business point of view. Finally, through different analysis the author tried to answer the research question *“To what extent does product placement influence female customers’ engagement on Instagram for the beauty industry?”*.

The first step of this research was to focus on customer behaviour toward product placement. This primary step is made of two phases including customer engagement analysis and a market analysis done through an online survey which was mainly constituted of quantitative questions.

The second step was to focus on the mechanism of product placement. This phase was driven by expert interviews including influencers/communication agencies as well as the interview of a lawyer specialized in medias and new technologies. This enabled a global view of the legal frame of product placement in Switzerland.

Finally, the last step was interviews with Swiss female consumers. The questions of these interviews were based on the results of the first two steps. This analysis focused on consumer behaviour.

This project is an attempt to prove that there is one type of disclosure language in product placement with a more positive impact on the consumers. The goal is also to have a precise idea of what mechanisms works the best in sponsored posts in term of return on investment.

1.2 Problem statement

As product placement on social media, as well as influencer marketing, are used more and more by companies, marketers began to conduct research in the last years to understand the effects of social media such as Facebook and Instagram. The main research focused on both the general perception of influencer marketing by the consumers, as well as the influence of the text used in the post and the role of influencers in marketing. Influencer marketing in Switzerland is rather recent and this is why the author decided to focus the research on this country. The consumers interviewed are all living in the French speaking part of Switzerland for a question of practicality. The author decided to focus on female consumers as it was easier to find influencers promoting beauty products for females than for males. There was no research conducted in Switzerland about the impact of product placement on Instagram for customer engagement for the beauty industry. Therefore, there is a need to understand the general behavior of consumers toward product placement for the beauty industry as well as to measure the customer engagement in terms of likes, comments and purchase decision. Moreover, there is a call for exploring whether hidden product placement with no disclosure language (meaning no specific mention of the sponsored post) has a greater impact on customer engagement (likes, comments, purchase decision) than a product placement with disclosure language (e.g. “#sponsored”, “#collaboration”, “#collab”, “#sponsoredby”, “#partnership”, “#partner”) or a product placement with ambiguous disclosure language (e.g. “#PP”, “#SP”, “#AD”). Regarding this, the author came out with the following research question: *“To what extent does product placement influence female customers’ engagement on Instagram for the beauty industry?”*.

1.3 The Beauty industry

The term *beauty industry* can also be replaced by “cosmetics and personal care industry”. According to the CE Socio-Economic report for 2017 from the European trade association for the cosmetic and personal care industry, the beauty industry includes “a wide range of products dedicated to health, beauty and well-being, ranging from hair care, skin care, oral and body care to perfumery and decorative cosmetic”. There are seven main categories in the beauty industry: Sun Care, Oral Care, Skin Care, Hair Care, Body care, Perfume and Decorative Cosmetic; the last one being more commonly called “makeup”. The beauty industry is part of our everyday life. In fact, 88% of European consumers would find it hard to live without cosmetics, especially women, which were 96% to respond positively to this affirmation. They spend, on average, €134 per year purchasing cosmetic products. The beauty industry constitutes an important role for the

individuals in terms of functional and emotional benefits. Indeed, it widely helps with prevention of disease and maintenance of well-being and healthy lifestyle. Moreover, it has been proved by numerous studies that using cosmetics considerably increase people's self-confidence and self-image, having direct benefits on their social life, love life, family life, professional life and health.¹

Europe is the global leader in the beauty industry market. The market value in 2016 was €77 billion, compared to €64 billion for the second largest market, USA (Cosmetics Europe, 2017). In Switzerland, the beauty industry is driven by the multinationals. The beauty industry market saw a decline in 2016 mainly due to the favourable exchange rate between the Swiss Franc and the Euro. Swiss consumers prefer to do cross-border shopping and are favouring private labels and discounters. They are now focusing more and more on pharma-inspired brands and are seeking products with medical brand image containing very few chemicals, as well as more « green » brands.²

1.4 Product placement & influencer marketing

Product placement has existed for 70 years (Babacan, 2012). It was originally used in movies and TV series with cars, sodas, cigarettes etc. It has also been used in novels, music videos, games, internet, etc (Mustafa, 2013). In recent years, it became more and more present on the internet, especially on social media. In fact, we can consider product placement on social media as “a modern form of celebrity endorsement and part of the marketing form Influencer Marketing” (Wnent, 2016). Product placement in the beauty industry works very well. Indeed, 94% of millennial women said that they refer to an influencer for helping them in the purchase decision of beauty products (McLoughlin Rob, 2016).

On social media, particularly on Instagram, influencers are often called micro-celebrities. “...they are admired by their followers for their expensive clothes, luxurious life style, fashion style, make up skills, pretty face or their body” (Wnent, 2016). The micro-celebrity concept is similar to celebrity endorsement, except that micro-celebrities are more affordable and reachable (Jargalsaikhan & Korotina, 2016). Influencer marketing is so efficient because the customers don't have to trust the brand but only the influencer, which they already follow and therefore have built a relationship of trust. In traditional marketing, the customer has no one to refer to, while influencer marketing is like being

¹ All information in this paragraph was taken from (Cosmetics Europe, 2017)

² All information in this paragraph was taken from (Euromintor – Beauty and Personal Care in Switzerland, 2017)

introduced to a new product by a friend (Later & Hubspot, 2018). Followers see influencers as admirable persons and even consider them as role models (Valgerour, 2017). They are famous but still “one of us” (Uzunoglu & Misci Kip 2014), and often considered as “long-distance friends”, therefore accessible (Jargalsaikhan & Korotina 2016). Consequently, when the influencer posts something, uses a specific product, wears certain clothes, the follower wants to do it as well because he/she admires the influencer and thinks the products are cool (Valgerour, 2017). As Kassoway said, “Influence is a long-term proposition that is grown and nurtured over time” (Kassoway, 2014). This is the reason why influencer marketing works so well; the relationship between the influencer and its followers is a long process where the influencer took months or even years before receiving complete trust from their followers. Brands tend to work more and more with an influencer, as they desire to build a more “authentic connection with their target audience” (Quantum Singapore, 2015). In fact, in the beauty industry, 57% of the companies use influencers in their marketing strategy (Burgess, 2017).

1.4.1 Legal and ethical point of view

In France, there is no law regulating influencer marketing and more specifically sponsored posts. However, the influencers are answering the common law, especially the one that says that any kind of advertisement has to be identified. The consumer code says that any commercial practice that does not state expressively its intention is considered as misleading. The sanction is two years or prison and 300'000 euros of fine. Plus, the LCEN, “*la loi pour la confiance dans l'économie numérique*” says that any form of online advertisement should be identified as such. The consumers should not be misled and their economical behaviour should not be altered. More and more codes of ethics are developing, such as the “Endorsement guide” of the Federal Trade Commission. In France the ARPP, “*Autorité de Régulation Professionnelle de la Publicité*” dedicates a section to the influencers, stating that any kind of sponsorship has to be stated. A post is considered as part of a sponsorship if the brand has some control over the editorial content and if the goal of the post is the promotion of the product or service mentioned.³ However, Switzerland is fairly behind with respect to France, and does not have as many regulations in place. As it was difficult for the author to find information about legislation in Switzerland, an interview of 15 minutes was conducted with a lawyer (appendix 1). Mr. Capt specialises in media and new technologies law. He

³ All information from this paragraph were taken from (Bellec, 2018)

was categorical when he said that at the moment there is no law in Switzerland regulating product placement on social media. According to him, the closest thing that we have in Switzerland is « *la loi fédérale sur la télévision et l'ordonnance d'application* », the ORTV. Although, it only regulates what concerns television. In his opinion, it might be that there are some directive guidelines from non-official organizations such as the « *commission Suisse pour la loyauté dans la publicité* » but concretely nothing exists at the moment for social media. However, he added that there are some laws in preparation regarding electronic media and there are projects for having a regulation specific to social media in the future, but it is still to a preliminary stage and not many things are known about what it will cover. In his opinion, this delay regarding other countries such as France is due to the slow adoption standard of Switzerland, including the shuttle system between the two Chambers of Parliaments. Switzerland culture is very “wait and see”, which sometimes is useful because it enables the country to avoid wrong steps, but most of the time, makes Switzerland late when compared to other countries.

In Switzerland, the influencers, agencies and brands who decide to be transparent and state that a post is sponsored do it more from an ethical point of view than a legal one. The main ethical aspect of product placement on social media is simply linked to transparency. Even though Swiss influencers are not legally obligated to state that a post is sponsored, ethically they should. It is more and more difficult for consumers to identify what content is paid and what is un-paid. Consumers, mainly young ones, are misled by not being aware of the real purpose of the post they are looking at. Influencers are aware that they are paid to talk about a product, yet they still decide not to state it and sometimes “wrap” their post with a very friendly caption trying to make the post seem to have the least amount of marketing as possible. Another ethical aspect is about the trust relationship between the influencer and their community. Sometimes, the influencer does not try the product, or will speak positively about it even though they did not appreciate it. If a follower believes what an influencer says, there are high chances they trust them to some extent. However, by lying to and manipulating their followers, influencers are clearly breaking this trust relationship.

1.5 Instagram

Instagram was launched in 2010 (Instagram, 2018), and counts over 800 million users, including 500 million daily active users (Balakrishnan & Boorstin, 2017). In fact, the platform has one of the highest levels of engagement (Puha, Jin, Kim, 2017). Customer engagement on social media can be referred to as social media engagement, as it

includes public shares, likes and comments. Following an account is considered a higher level of investment (BigCommerce, 2017). According to Forrester Consulting, customer engagement can be defined as “creating deep connections with customers that drive purchase decisions, interaction, and participation, over time” (Forrester Consulting, 2008).

1.5.1 Instagram as business tool

In 2018, Instagram became as much a social network as a marketing platform for business. In fact, according to Instagram User Survey from November 2015, 60% of users says that they discovered new products on Instagram (Business Instagram, 2018). Over the last year, the platform introduced new business oriented features such as new ad types, paid partnership tool, new ways to drive traffic and sales. Nowadays, Instagram advertising, influencer marketing and product promotion have become the new tools for all the successful companies. The platform works with an algorithm that determines what content could interest which followers. It is mainly based on the engagement rate of each post. To be successful on Instagram, brands/influencers need to make sure they understand properly how the algorithm works. This means using the right hashtags, writing the right text, posting at the right time and the right content. The Instagram profile is now equal to the homepage of a website as more and more people look first on Instagram when searching for a brand. The platform offers diversity as you can either post a single photo, a video or a carousel post including 10 photos or videos in one single post. Plus, the platform offers the possibility to do stories. These are short videos that disappear after 24 hours unless you decide to register them in your “highlight” and make them available all the time on your Instagram profile. The stories enable more creative content and are highly appreciated by the consumers due to their light and short content. Also, there is now the possibility to add a link in a story where consumers can directly click on and be redirected to a website. Instagram offers the possibility to be “live” as well. As per its name, it consists of filming something and transmitting it directly to the community. The community can then react directly by asking questions that will show on the screen to the other viewers and the person who is posting the live feed. At the end of the live post, there is the possibility to share it so that people can replay it and that the followers who could not connect can have the possibility to view it. The video will then be as an Instagram story, available for 24 hours. Other small details allow more visibility on Instagram such as hashtags or adding a location. In this way companies or influencers can appear in the feed of people who don’t necessarily follow them but were looking for

other posts with the same hashtag or location.⁴ Hashtags work in the same way as tags, they enable the consumer to choose keywords related to any publication. People looking for a specific word will then be able to find that post. At the beginning of the year, Instagram added a new option enabling users to follow not only accounts but also their favourite hashtags (Jones, 2018). Hashtags are also often used in influencer marketing to state that a post is sponsored.

Instagram is one of the most efficient social medias for product placement and influencer marketing. While people tend to use Facebook to connect with their friends, they prefer Instagram for connecting with strangers (Wnent, 2016). In fact, over \$1 billion dollars were spent on Instagram influencer marketing in 2017 (Later & Hubspot, 2018). Besides the regular sponsored post where the influencer simply promotes the product with a picture and a caption, popular posts are the one containing a contest or a promotion code. Contests are organised by a brand but promoted by an influencer who enables their community to win a product/service. Posts with promotion codes propose a personalised code that enables the community of the influencer to benefit from a discount on the product.

1.5.2 Instagram Branded Content tool

In June 2017, for a transparency question and consistency to branded content, Instagram launched a new business tool, the Branded Content tool (Business Instagram, 2018). It is probably the most appreciated tool by the brands as it gives access to insights and enables brands to see how many people they reached through their influencer marketing strategy. With this new business tool, the influencers have the possibility to tag the brand and add the mention “paid partnership with...” at the top of their post. By being tagged, the brands have direct access to the insights on their Facebook page, and can therefore see the number of likes and comments. It also works for stories, where the brands will have 14 days to access the data such as reach, taps forward, taps backward, replies and exits (Business Instagram, 2018).

1.5.3 Botting issue

An actual issue encountered with influencer marketing and especially with micro-influencers (Chen, 2017), is “botting”. Botting refers to using a bot service, meaning a software that will generate likes, comments and followers against a small amount of money. On these softwares, there is the possibility to select some key words and the

⁴ All information from this paragraph were taken from (Later & Hubspot, 2018)

platform will scroll 24h/7 on Instagram to like and comment on content related to the key words entered by the users. With this massive amount of comments and likes, random people will look back at the profile of the person who liked their post and maybe leave a comment, like a picture or even follow the account. However, most of the time, the bot system will use fake accounts and people on Instagram will have likes and comments from fake followers, meaning no engagement at all.⁵ Instagram is against this practice and there is the following mention in their terms of use: “*You must not create accounts with the Service through unauthorized means, including but not limited to, by using an automated device, script, bot, spider, crawler or scraper* (Instagram, 2018). However, there is no actual verification system put in place by the platform. On the other hand, some software exists to make sure an influencer is not using this kind of service and that their community is authentic. These are free and accessible to anyone. This software tracks any Instagram user’s statistics and enables anyone to see, easily, if the user has amassed a sudden amount of followers or not. Some users are subtler and for these ones, communication agencies who are used to collaborating with influencers, usually pay for more performing software or develop their own algorithms to be able to identify the fake influencers (Social Blade, 2018).

⁵

All information from this paragraph were taken from (Wilson, 2017)

2. Analysis

2.1 Customer engagement analysis

The author decided to do this analysis in order to understand more precisely the level of engagement of consumers towards a sponsored post. The objective of this step is to compare the three kind of disclosure languages and draw a first idea of what kind of disclosure language leads to the highest purchases intention level. With this analysis, the author tried to understand what kind of comments were the more recurrent in sponsored posts. However, this analysis is not scientific as the author judged in what category comments were supposed to be classified. Therefore, there is a margin of error regarding the results. The precise margin of error could not be calculated as the population (number of comments on all the sponsored posts of all influencers on Instagram) could not be identified.

2.1.1 Methodology

This customer engagement analysis (appendix 2) has been split into three categories; disclosure language, ambiguous disclosure language and no disclosure language. For each category the author decided to select 20 Instagram posts (appendix 3). For the three analysis', a total of 19 influencers were selected (appendix 4). The influencers selected are all operating in the beauty industry and have between 77'600 and 4'200'000 followers. Some of them are bloggers, some do videos on YouTube and some are only present on Instagram. They are all considered as Instagram influencers due to their high post frequency, number of followers and level of engagement through likes. The selection of the Instagram sponsored posts was based on two things: the post needed to do the promotion of a product entering in one of the seven categories of the beauty industry mentioned in the introduction, and use specific hashtags for disclosure language and ambiguous disclosure language posts. For the post with no disclosure language the author used her knowledge of the industry and of the influencers selected to analyse some specific criteria such as the caption of the post, the habits of the influencer and the product that was promoted to make sure it was a sponsored post. Brands who decide to use influencer marketing often work with more than one influencer. Therefore, we can find the same product with the similar captions on different influencers profile. These kind of analysis' and criteria helped the author selecting the posts with no disclosure language.

For each one of the post analysed, the author decided to look at the first 50 comments of the posts. In a few cases, the comments were lower than 50 and the author could only

analyse the totality of the comments that these posts had. Therefore, the number of comments analysed per post vary between 20 and 50. The comments were then split into 7 categories. The first category is “random positive comments”, which include comments such as compliments towards the influencer and comments about the last YouTube video of the influencer as these kind of comments are quite frequent. The second category is “positive comments about the product”, here are all the comments that talk positively about the product (e.g “beautiful colour”, “love the packaging”, “nice product”). The comments that explicitly say that people are interested in trying or buying the product are not included in this category. The third category is “negative comments about the product”. Here all the comments talking negatively about the product (e.g “I don’t like the colour”, “this product gave me dry hair”) were included. The fourth category is “positive emoji”, it includes comments constituted of only emoji and no text. Positive emoji are hearts, smiles, stars, or “official emoji”, which are an emoji the influencer chose with his followers that represent the community. Followers using this emoji are said to be part of the “family”. The author decided not to include a negative emoji category as she realised that there were no such comments under the posts of the influencers. The fifth category is “unrelated comments”, it includes every comment that does not enter in the other categories and that are not related to the main subject of the post (e.g question to the influencer about another subject such as previous contest organised by the influencer or random conversation between two followers). The sixth category is “positive comments about product placement”. It includes all comments that talk positively about the product placement or comments showing a real interest and willingness to buy the product. Examples of these kind of comments can be found in appendix 5. The last category “negative comments about product placement” includes every comments that talks negatively about the product placement. Examples of these kind of comments can be found in appendix 5. For each analysis the name of the influencer and his number of followers are displayed in table (appendix 2), as well as the number the author gave to each post, the main product displayed in the post, the hashtag used and the total number of likes. The author left one column for some specific observation.

2.1.2 Struggle

The collection of the 60 different posts took much longer than expected, which required adaptation of the schedule. It was difficult to find posts with enough comments, some influencers had a lot of followers but very low customer engagement, with a number of comments that was not sufficient to draw a strong analysis. It was also difficult for the

author to find enough posts with disclosure language as most of the influencers were using ambiguous disclosure language or no disclosure language at all.

2.1.3 Results

2.1.3.1 *General observations of the comments:*

Through this analysis the author made a few general observations:

To start, sometimes there are not much comments about the product placement itself as the influencer decides to launch a contest under the same picture. These contests are launched on Snapchat; the influencer shows a price to their followers on their snapchat account and asks them to go under one specific Instagram post that they choose and asks their followers to comment one emoji or hashtag, which is, once again, chosen by the influencer. These kind of contests have huge success and the influencer can get up to 40 times more comments than usual, which makes it difficult to see all the other “usual” comments.

There is an important variation about customer engagement in relation with the influencer’s country and community. In this research, the majority of influencers are from France, however the author noticed that influencers from other countries have more engagement with their followers. First, they answer more often to the comments. Second the followers are asking more questions related to the post while usually under the French influencers posts, people are writing more compliments than having proper exchange. The influencers who had great engagement are jennyplogstyle, lozcurtis, roxxaurus, mommy_nannan coming respectively from USA, Australia, UK and USA. It also seems that smaller influencers, meaning less than 200’000 followers, are closer to their community and generate more engagement.

Then, in a few rare cases, the product is not shown enough. There is so much decoration around it to make the post look attractive so that the followers don’t notice the product itself, but have their attention focused on something else in the picture. Therefore, the sponsorship goes unnoticed, which is negative for the brand (e.g post 16a). It can also happen that when the influencer is on the picture with the product, the followers focus more on the influencer than on the product itself. They would then comment more about the outfit or the makeup of the influencer than about the product itself.

When the influencer asks a question in their caption such as “have you seen my last video?”, “what’s your favourite nail polish colour?” people tend to react less to the sponsorship. The comments are much more about answering the question (e.g post 17a). Sometimes, it also seems that the influencer is trying to flood the sponsorship by

adding a lot of unrelated questions right after their description of the product. Therefore, the number of unrelated comments is high. However, it does not necessarily mean that people are not purchasing or interested in the product.

When the influencer posts about a product that is visually pleasing, most of the time it is makeup, and followers have a more positive reaction towards it. Products such as highlighters, bath bombs, liquid lipsticks etc. easily catch the attention of the followers. Therefore, we can find a lot of comments such as “beautiful product”, “waw”, “very nice” for posts with these type of products. However, usually the amount of comments showing a real interest and willingness to purchase or get further information about the product are not very high. On the other hand, it might be that because of its extra beauty, the product will remain longer in the head of the consumers and he might remember it better in the future when shopping.

Sometimes the product is not well explained in the post and followers do not understand how it works or its purpose. Therefore, all the comments are asking for more information but there are no comments showing interest of willingness to purchase purchasing the product.

When the sponsorship is made under the form of a contest (the brand proposes to the influencer to make his followers win some products), the amount of comments raise up considerably and are very positive. It seems that as there is something free to win people will tend to say that they love the brand or the product even though they are not that interested. However, this is probably partly due to our society, which pushes us to consume.

Finally, one last but interesting observation which is only related to the posts with no disclosure language, is that the influencer usually does not reply to the comments asking where he got the product.

2.1.3.2 Positive and Negative Comments analysis

The author decided to have a closer look at the positive and negative comments about the product placement. Some of these comments were transcribed in the appendix 5. When the comments were similar the author decided to not write them twice and consequently did a selection of the most relevant comments. This annexe was made to have a global view of the kind of positive and negative comments people are posting about product placement.

One of the main reasons for the followers to become upset about product placement is when an influencer does not take the time to get informed about what he is going to post. Comments are for example *“inform yourself before posting something!”*, *“natural product? It’s a joke!”*, *“you need to inform yourself... read the labels, but for this you should take the time...”*, etc. (appendix 5 posts 12a, 9c, 12a). People notice very quickly when the influencer gives wrong information, especially when it is about trendy things such as green products. The influencer loses credibility, it seems that they do not use the product and therefore the followers realize more easily that this is a product placement. Another reason observed is when the influencer doesn’t propose something that matches their community. For example, way too expensive products, products that the influencer itself would have probably never bought if they did not receive it for free. The kind of negative comments for these kind of posts are *“there is no coherence, you take us for fools”*, *“not everyone can afford this!”*, *“no in my means”*, etc. (appendix 5 posts 9c, 20b, 1b) Plus, followers do not appreciate when they see a product many times on the pages of many influencers, for example comments such as *“I’m fed up with these sponsorships everywhere”*, *“seen it over and over again”*, *“Enjoyphoenix did the same collaboration”* (appendix 5 posts 9c, 17b and 10b).

On the other hand, people who left positive comments about the product placement were most of the time grateful for the influencer who made them discover the product and very enthusiastic about trying it. For example, comments were *“looking forward to try it”*, *“thank you for the precious advice”*, *“thank’s for the tip”*, *“I want it”* (appendix 5 posts 1a, 3a, 5a, 20a) Some would even purchase it straight, for example *“order done”*, *“just got mine and used your promotion code”* (appendix 5 posts 3a, 4a). Other seem to purchase the product based on how the influencer looks like. This really demonstrate how the trust relationship between the influencer and their followers is important and how influencers are considered as role model. For example: *“your hair looks amazing, this must be good”*, *“your skin is so beautiful I will give it a try”*, *“will buy it for my sister, she will like this if you do”*, *“I’ve seen this, but wasn’t sure of any honest reviews! Might have to check these out! Thanks for sharing!!”* (appendix 5 posts 6b, 11b, 11b, 4b). A few comments also showed that when people hear many people talking about a product they think it is good, for example *“everyone talks positively about it, it seems great”*, *“everyone talks about it, I want to try”* (appendix 5 posts 1a, 5a).

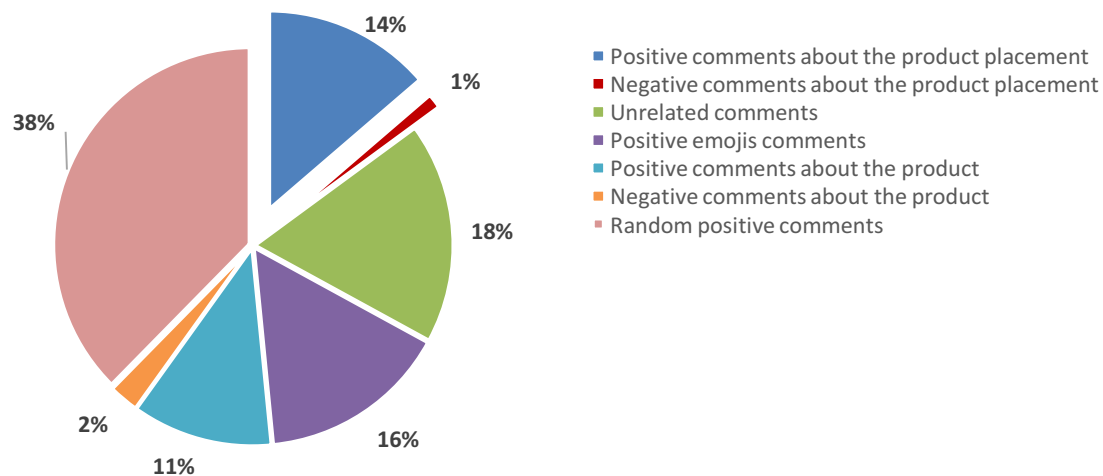
2.1.4 Analysis per disclosure language

For the main part of this customer engagement analysis, the author decided to calculate the percentage each category of comments represents compared to the total of comments for each type of disclosure language.

2.1.4.1 Disclosure language

A post was considered part of “disclosure language” category if the hashtag used was explicit such as “sponsored”, “collaboration”, “collab” “sponsoredby”, “partnership”, “partner”. In this analysis, the author did not have any case with “partnership”. All posts analysed can be found in appendix 2 and 3.

Figure 1 – Percentage of comments by category – Disclosure language*



*Number of posts: (n) = 20 ; Number of comments: (n) = 898

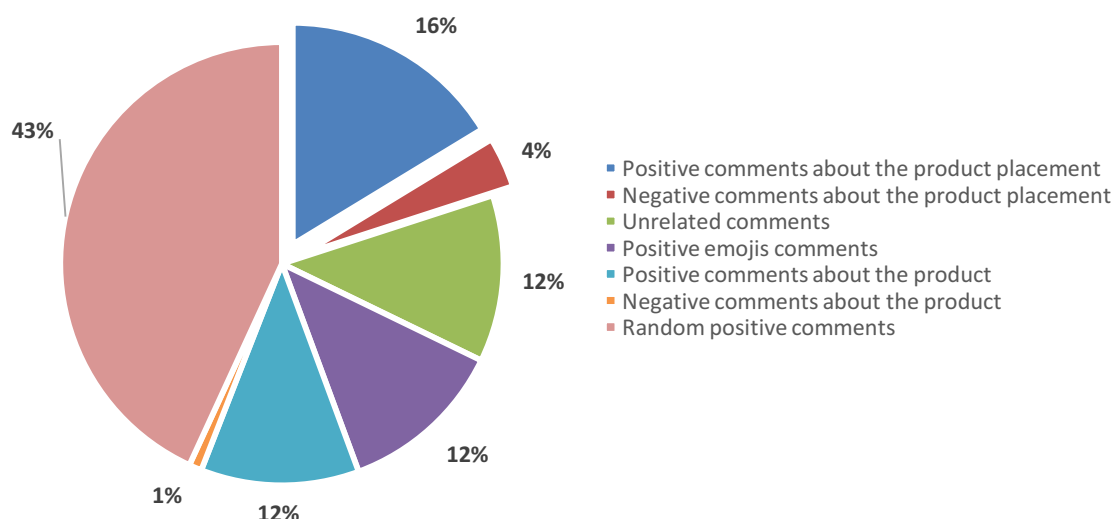
In this category, we can see that 14% of comments were positive comments about the product placement against only 1% of negative comments about it. Then, 18% were unrelated comments, 16% were emoji comments, 11% were positive comments about the product itself against 2% of negative comments about the product. Finally, the majority of comments were in the category “random positive comments” with a result of 38%.

We can see that for disclosure language the highest category is “random positive comments”. “Positive comments about product placement”, which is the category the most interesting for this research is at the 4th place which is not too low.

2.1.4.2 Ambiguous disclosure language

A post was considered part of “ambiguous disclosure language” if the hashtag used was not clear such as “sp”, “pp” or “ad”. In this analysis, the author did not have any case with “pp”. All posts analysed can be found in appendix 2 and 3.

Figure 2 – Percentage of comments by category – Ambiguous disclosure language*



*Number of posts: (n) = 20 ; Number of comments: (n) = 969

In this category, 16% of comments are positive comments about the product placement while 4% are negative comments about the product placement. 12% are unrelated comments, 12% are comments constituted only of emoji, 12% are positive comments about the product and 1% are negative comments about the product. Here, 43% are random positive comments.

Here, “positive comments about product placement” is the second highest category after “random positive comments”, which is impressive. This shows that ambiguous disclosure language might be the type of language generating the most positive comments.

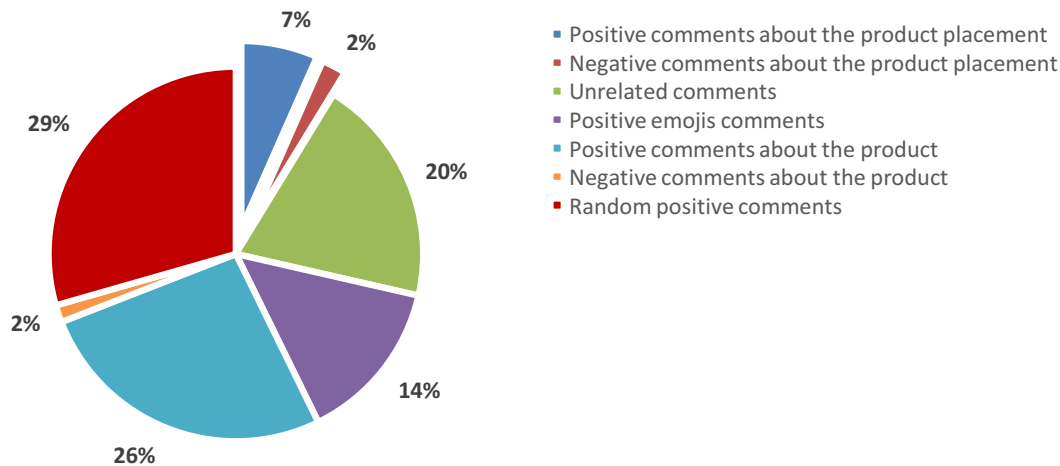
Plus, in this category, we can observe that the use of #ad is much more frequent than #sp, in fact 19 posts over the 20 selected were using the #ad besides the nationality of the influencer.

2.1.4.3 No disclosure language

A post was considered part of “no disclosure language” if there was no hashtag or special mention anywhere in the caption that could mean that the post was sponsored. Plus, a

post was still considered as “no disclosure language” if the brand name was written or identified with @. All posts analysed can be found in appendix 2 and 3.

Figure 3 – Percentage of comments by category – No disclosure language*



**Number of posts: (n) = 20 ; Number of comments: (n) = 938*

In this category, 7% of the comments are positive comments about the product placement and 2% are negative comments about the product placement. 20% are unrelated comments, 14% are comments with positive emoji, 26% are positive comments about the product and 2% are negative comments about the product. Finally, 29% are random positive comments.

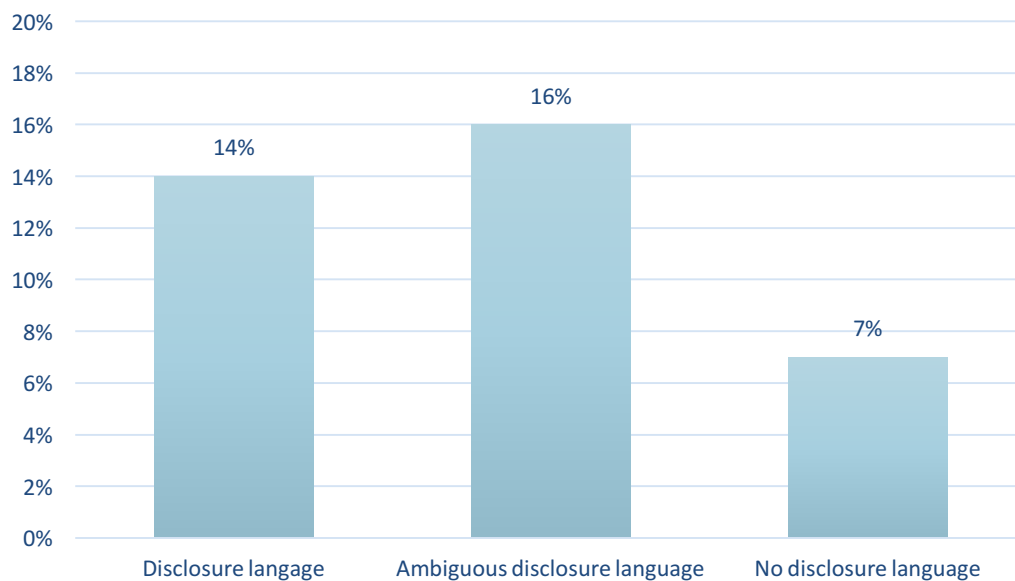
Here the “positive comments about product placement” take the 5th place, which is rather low. It might indicate that when there is no disclosure language people are less triggered to purchase a product.

If we compare the results of the three disclosure languages, we can observe that the category that always has the highest number of comments is the “random positive comments” one. Indeed, followers are often obsessed with their favourite influencers and adore them (Wilson, 2017), that is why there is a majority of comments that are random positive ones such as “you’re so beautiful”, “I love you”, “you’re my model”, etc. The ranking of each category of comments is different for each disclosure language. However, we can clearly observe that negative comments about the product itself do not appear very often.

In order to compare which disclosure language has the greatest percentage of positive comments, it is important to have a weighted result. In fact, as the total number of comments for each type of disclosure language varies, it is not possible to simply

compare the percentage analysed in the previous paragraphs. Therefore, the following results have been “weighted”. To weight the results, the first step was to do a percentage of the total of positive or negative comments by each post. Then, once the author had a percentage for each post, all the percentages of each post was summed and divided them by the total number of posts analysed in the category taken into account. An example of the calculation can be found in appendix 2a.

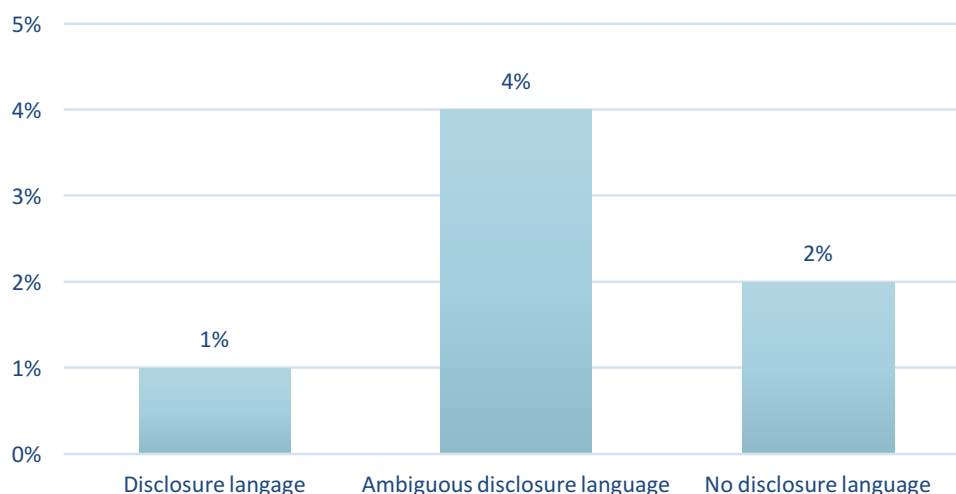
Figure 4 – Percentage of positive comments about Product Placement by disclosure language*



**Disclosure language: (n) = 898 ; Ambiguous disclosure language: (n) = 969 ; No disclosure language: (n) = 938*

Results from the graph above have been rounded to the nearest whole number. From this first graph, we can clearly observe that disclosure language and ambiguous disclosure language are both category who generate the most positive comments about product placement. This can demonstrate a tendency from the consumer to prefer when it is stated that a post is sponsored. The fact that ambiguous disclosure language is the highest score could mean that consumers prefer when the sponsored post is subtler, meaning that it is said that it is sponsored but not too obvious.

Figure 5 – Percentage of negative comments about Product Placement by disclosure language*



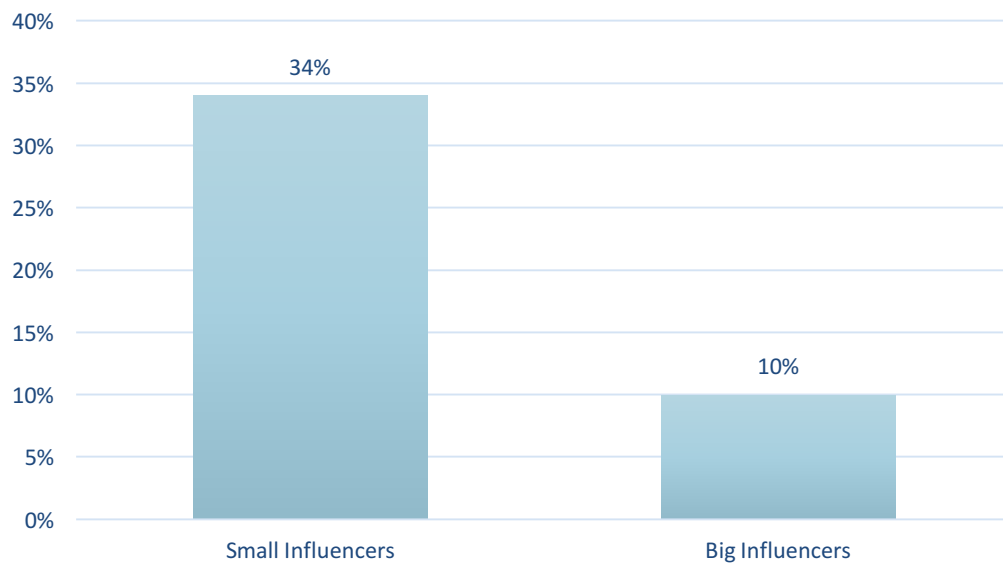
**Disclosure language: (n) = 898 ; Ambiguous disclosure language: (n) = 969 ; No disclosure language: (n) = 938*

On the other hand, we can also observe from this second graph that disclosure language is the kind of post that generates the less negative comments about product placement, with only 1% of negative comments. This might be explained by the fact that people who write negative comments, usually write it because they do not like the fact that it is not clearly stated that the post is sponsored. The results for the negative comments are rather low in the three categories and are quite close to each other. This means that the type of disclosure language does not have a considerable impact on the amount of negative comments. However, it should be considered that there is a margin of error as the author decided what could be considered as negative comments.

2.1.5 Analysis per size of influencer

Following the general observations of the comments earlier, the author decided to compare whether the smaller influencers have a greater impact on consumers than bigger influencer. To do this comparison, the author decided to compare the weighted percentage of positive comments for these two categories. The author decided that influencers would be considered as small as below 200'000 followers. Therefore, posts 11a, 18a, 19a, 4b, 16b and 18b (appendix 2 and 3) were selected to enter the category of small influencers. All the remaining posts were selected to enter the category of big influencers.

Figure 6 – Percentage of positive comments about product placement by influencers' number of followers (size)*



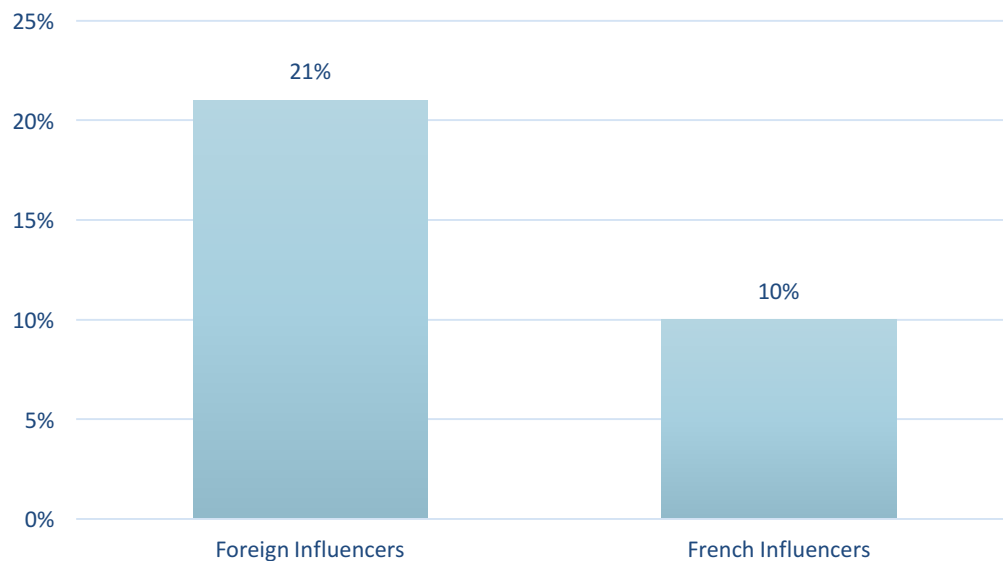
** Small influencers: (n) = 286 ; Big influencers: (n) = 2519*

From these results, we can clearly see that smaller influencers seem to generate more positive comments. However, the amount of small influencers and big influencers are very different, which is why this result cannot be considered as absolute but only as a tendency.

2.1.6 Analysis per nationality of the influencer

Another observation made in the first part of this customer engagement analysis was that posts from foreign influencers (influencers who are not French) would generate more positive comments. Therefore, the author decided to compare the weighted percentage of positive comments for both these categories. Posts from foreign influencers are posts 4a, 7a, 15a, 16a, 18a, 19a, 3b, 4b, 5b, 6b, 7b, 8b, 9b, 11b, 16b, 18b, 1c and 3c (appendix 2 and 3). The rest of the posts are from French influencers. The foreign influencers are from USA, Australia, and UK.

Figure 7 – Percentage of positive comments about Product Placement by influencers' nationality*



**Foreign influencers: (n) = 882 ; French influencers: (n) = 1923*

From this analysis, we can see that posts from foreign influencers have more positive comments than French influencers, which confirm the general feeling of the author, which was that posts from foreign influencers have a greater engagement. It has been observed that foreign influencers try to answer more to the comments and in a general way generate more exchanges with their community. However, even if this result could be explained by many things, this considerable difference may be explained by the country culture of the follower base. The level of interaction from followers toward influencers can be directly influenced by the country's culture of the followers and make them more or less responsive and inclined to appreciate sponsored posts. Therefore, it might be that sponsored posts are more accepted in Australian, UK and USA culture. This could be the object of further research.

2.1.7 Conclusion

This first analysis enables the author to get a primary idea of what elements can have an impact on customer engagement. The general observations showed that numerous small details, such as the way the picture is taken, what product is displayed, what is written in the caption etc. can have an impact. However, this analysis mainly demonstrated that ambiguous disclosure language is the category with the best score in terms of positive comments about the product placement. In fact, these positive comments represent 16% of the total comments of ambiguous disclosure language against 14% for disclosure language and 7% for no disclosure language. These results

showed that the consumer tend to prefer when it is stated that a post is sponsored. However, the fact that ambiguous gets a better result than disclosure language could also demonstrate a tendency to prefer subtle sponsored posts. It was also demonstrated that related positive comments is the most frequent type of comments for the three kind of disclosure language. This is explained by how much the community of the influencers idolize them and see them as a role model. Then, the analysis of the positive and the negative comments showed that people often get aware of new products thanks to sponsored posts and do place a lot of trust in their influencers as some of them are ready to purchase a product only because the influencer said it was good. On the other hand, people leave negative comments when the amount of sponsored post is too frequent and/or the influencers are all displaying the same product, when the product does not match an influencer's community and when the influencer is misinformed about the product.

2.2 Quantitative customer survey

The author decided to do an online survey to understand the attitudes of the consumers toward product placement in general and for every kind of disclosure language. The margin of error for the answers of this survey with 95% confidence interval is 7.09%. The margin of error was calculated considering the sample size $n = 191$, the critical value $Z = 1.96$ for 95% confidence interval, a normal standard deviation of 0.5 and a population $N = 951168$, which represent the total number of women in French speaking Switzerland according to the "La population de la Suisse 2016" report from the Confédération Suisse of November 2017 (Office fédéral de la statistique OFS, Département fédéral de l'intérieur DFI, Confédération Suisse, 2017.). Even though the survey was opened to any women, no matter their age, the author is conscious that women after the age of 40 are probably not in the target of sponsored posts. Here, the population size represents women of all age. However, it was calculated that lowering the population up to 450'000 does not have an impact on the margin of error. The formula for this calculation is the following:

$$MOE = 1.96 * \sqrt{(0.5 * (1 - 0.5)) / \sqrt{((951168 - 1) * 191) / (951168 - 1)}}$$

$$MOE = (0.98/13.822) * 100 = 7.09\%$$

2.2.1 Methodology

The survey was conducted online, through google doc service, as it enables a rapid collection of the answers and also makes it easier to reach more people. It was shared

with the author's entourage as well as on some Facebook groups assembled only of women from the French speaking part of Switzerland. Therefore, the target was young women living in the French-speaking part of Switzerland. This decision was taken for a practical question regarding the face to face interviews. The questions were available both in French and in English to maximize the number of respondents.

The survey was made of two prerequisite questions, Q1 and Q2 (all the questions of the survey can be found in appendix 6). To answer the survey in full, the respondents needed to have been on Instagram in the last two weeks as well as have an interest for the beauty industry that is considered either "moderate" or "high". These two variables were important as the practical cases were showing products related to the beauty industry and people not interested by this could have answered negatively to the practical cases and distort the results. Plus, it was important for the respondent to show that they were visiting Instagram often to ensure that they felt comfortable with the platform and understood its main functionalities properly. After the prerequisite questions, 9 general questions followed, assessing the consumer's behaviour towards Instagram, influencers, sponsored posts and their purchase decision process. These questions were important to understand what kind of consumers responded and to try to understand the importance of influencer marketing for the consumers when buying a product. Finally, the survey finished with 5 practical cases: one with disclosure language, one with ambiguous disclosure language, one with no disclosure language, one with a contest and one with a promotion code. The respondent was asked to observe carefully each case as they would be followed by a few questions. It was also requested from the respondents not to look back on the picture before answering the questions. Some questions were similar but depending on the case, they were also variable. They varied between 1 and 4 questions. The author decided to focus mainly on the three first practical cases as this is the main point of this thesis. However, it was considered interesting exploring areas to also include contest and promotion code posts.

2.2.2 Results

Except for the prerequisite questions, all the results can be found in appendix 7. A total of 239 persons responded to the survey. 24 respondents did not connect on Instagram in the last two weeks and were consequently eliminated and 24 persons who did connect on Instagram in the last two weeks had a low interest towards the beauty industry and were therefore eliminated too. The sample of respondents matching the prerequisite was then lowered to 191 respondents. Question 2, 3, 4 and 5 were made to understand what kind of people answered. Indeed, 78% of them were aged between 19 and 25 years old,

19% of them were between 26 and 35 years old and only 2% were more than 34 and 1% were under 18. 60% of them have a moderate interest in the beauty industry while 40% of them have a high interest. Question 3 was made to understand if the respondents were familiar with influencers. As it were, 79% of the respondents are currently following a beauty influencer, blogger or YouTuber. This results prove to us that influencer marketing really is something that is quite popular, and it has a great potential to reach a majority of people who are following them.

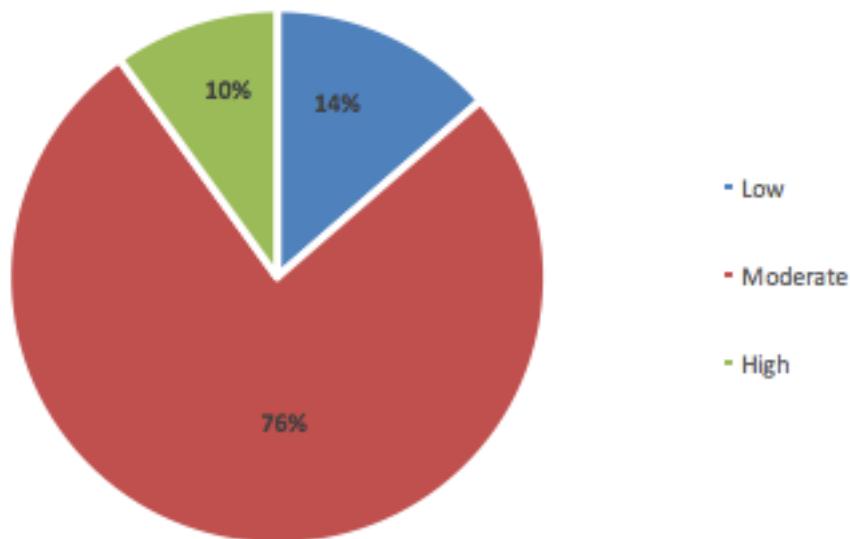
The purpose of question 5 was to understand the consumer habits on Instagram and to know how often do they go on the platform. 85% of the respondents usually go on Instagram many times a day while 6% only go once. For some, 8%, they only visit it every 2 or 3 days and finally 1% visit Instagram only once a week. These results show us that people use Instagram a lot and visit it often. Therefore, we can conclude that this platform has great potential to reach customers.

Question 6 shows the consumer habits when it comes to purchase beauty products. It shows 48% of positive answers, that people usually let themselves be tempted by the purchase of one new product per month in order to discover new things and treat themselves. However, 38% of the respondents only buy when they run out of the product. These kind of consumers tend not to buy unnecessary products even if it's just to give it a try. Finally, 14% of people buy numerous new beauty products per month because they are passionate about beauty and love to discover new products. These results demonstrate that there is a considerable market willing to buy between one or several new products that they might discover on Instagram.

In question 7, when respondents were asked how do they make their purchase decision, two things stood out: first a majority, 41%, said that they don't make any special research they just go in the shop and choose a product. One respondent representing 0.5% said that it might happen that she gets attracted by another product even though she wanted to buy only what she came for. Second, 38% said that they like to look on the Internet to check the opinion of influencers, bloggers or things such as YouTube reviews. Other results show that 13% will first ask their friend or family for advice, while 6% will only trust a product they have already tried before. Finally, 0.5% respondents check the Internet but only about the composition of the product, 0.5% said that she tends to check more the opinion of other consumers on website such as avisbeauté.fr. One person, representing 0.5% answered that she does all of these kind of research. These results show that people do not systematically look for the opinion of the influencer. However, 38% remains a percentage rather high, it is the second most popular way for the

respondents for making a purchase decision, which once again proves that influencer marketing reach many consumers.

Figure 8 - Consumers' level of trust toward influencers*



**Sample size (n) = 191*

The purpose of question 8 was to assess the level of trust people have towards influencers. Here we can clearly see that nowadays people tend to trust influencers. In this figure, we can see that only 14% said that their level of trust was low against 76% who said it was moderate and 10% high. It lets us suppose that the majority will first follow the influencer for a while and try to assess their honesty before trusting them fully.

Question 9 was intended to understand if people had ever bought a product after seeing a product placement from an influencer. 60% answered positively against 40% negative answers. The result shows that influencer marketing can leads to a rather high percentage of purchases. However, here we do not know if the customer bought the product after seeing the post or after seeing the post and doing some further research. Therefore, question 10 is linked to the previous one, it intended to know if the women who answered positively to question 9 knew if it was a sponsored post or not. Results shows that 40% knew that it was sponsored against 60% who did not know. 40% is a rather high percentage of women who are aware of the sponsorship but yet still decide to purchase the product, it means that the fact of knowing a post is sponsored might not prevent purchases.

Question 11 was a qualitative question to assess the general opinion people have toward sponsored posts. To make it easier the comments were classified into 5 categories: "I

don't mind as long as it is stated that it's sponsored and the influencer is honest", "It depends", "It's good", "I don't like it" and "I don't have an opinion". The most relevant comments will be stated in this paragraph. Results show that 5% don't mind as long as it is stated that it is a sponsored post and that the influencer remains 100% honest. Some comments were the following: *"I don't like it when it's not clearly stated it's a sponsored post. However, when it's clearly stated I don't see any issue."*, *"I'm in as long as the influencer says it's sponsored in a way or another and that his opinion remains neutral"*, *"If the influencer is not corrupted by the brand and gives his real opinion it's useful"*, *"It's ok if the influencer is honest about his/her opinion and if they say that it's sponsored"*. 7% of the respondents said that their opinion about sponsored posts depends. The main comments were the following: *"Sometimes it's useful"*, *"It depends which ones, a lot of influencers don't even try the products before proposing them and saying they're good. It's difficult to know which products really are good or not"*, *"Is the influencer sincere or not?"*, *"I think it's not really good but once I bought a product and I was pleased"*, *"If it's only once in a while I don't mind, but some influencers do only sponsored posts and we start doubting about their honesty"*, *"It depends who is the influencer"*, *"As long as it's not always I am ok"*, *"I like the idea of sharing new products, but nowadays there are too many and some influencers are only doing sponsored post."*

Here we understand that the frequency and who is the influencer are two critical points which drive the consumer reaction toward product placement. We can also understand that not all the products promoted with sponsored posts are necessarily bad, which is often people's first thought. 13% think that sponsored posts are good, the main reason being that the respondents agreed that it is a way for the influencers to earn their life; and that not all the sponsored post are necessarily bad as the influencers always have the possibility to refuse a sponsorship if they don't like the brand. Moreover, respondents said that the consumers needed to be aware and not naïve. Plus, it was a win-win situation as the brand gets advertisement, the influencer gets paid and the consumer gets benefits such as promotion code. Comments were the following: *"It's good, it's the only way to take contact with the potential clients"*, *"People need to earn their life in a way or another"*, *"It gives more credibility to the product"*, *"Everyone needs to earn their life, it's to the consumers to don't be naïve"*, *"It's a good way for the influencers to live their passion"*, *"Influencers are free to choose with which brand they want to collaborate so you just need to know if they are sincere or not"*, *"It's the same as in a shop where the seller does the promotion of a product"*, *"We get promotion code so I like it"*, *"I don't mind, I know sometimes it's misleading advertisement but I really like to discover new products"*. Then, 25%, said that they did not like it as it was not reliable. People think that

an influencer cannot be sincere if he is paid and that therefore, sponsored posts are never sincere. Comments were the following: *“It’s hypocrite”, “I don’t think they are objective”, “I’m always suspicious because I consider that you can’t be 100% sincere if you are paid”, “Not reliable because the influencer has the obligation to speak in a good way about it”, “Too much marketing for me”, “You can’t really know if the influencer does it because the product is good or just because they are paid”, “Another place where we are submerged by advertisement”, “I think it’s too much, in the end I don’t even look at the product”, “Their opinion is fake because they are paid to talk in a good way about the products”, “I feel forced”*. Finally, 50% said they did not have an opinion about the subject. Here the comments were all very simple, just stating that people did not care and have any opinion about the question. Therefore, the author decided that it was not relevant to rewrite them. From these results we can see that besides the people who do not have any opinion, 25%, which is rather high, think that influencers are not honest, which demonstrate that credibility and honesty of the influencer are key elements.

Starting from question 12 the questions are related to practical cases. For each cases (see screenshots below) an English and a French version were chosen, not from the same influencer but same kind of hashtags and disclosure language.

Figure 9 – Post Case 1: French version – Disclosure language



<https://www.instagram.com/p/BLb6lw-Aps-/?taken-by=beauteactive>

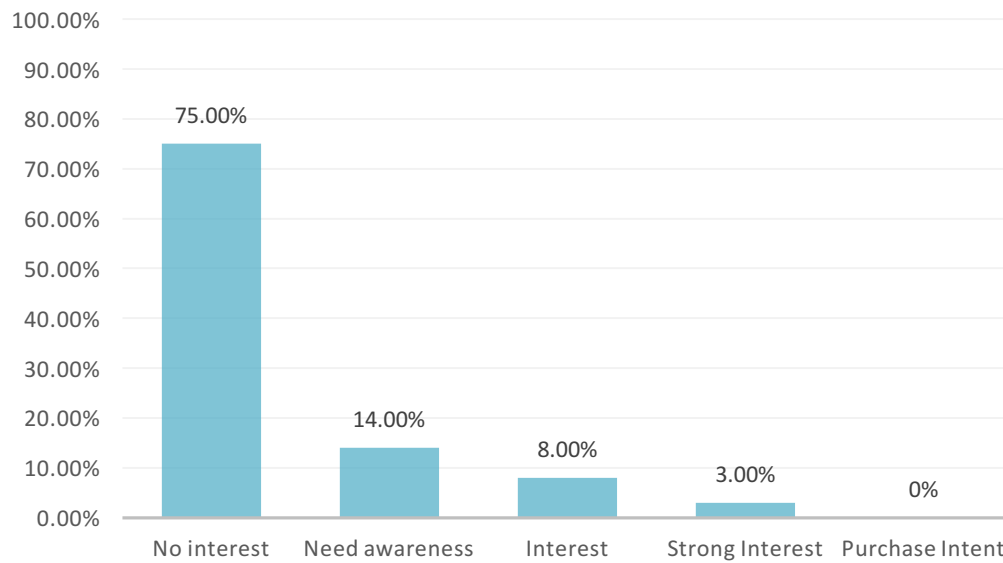
Figure 10 – Post Case 1: English version – Disclosure language



<https://www.instagram.com/p/Be6-e0ug4-T/?taken-by=mariedigby>

Case number 1 was a case with disclosure language. Question 12 was made to understand the consumer reaction toward this posts, and where they stand in the buying decision process. The answers proposed were inspired by the purchase decision model of Philip Kotler (Kotler, 2012). For 75% they had absolutely no interest in the product, they judged that they do not need or want this product. For 14% it made them realize that they might need it. Only 8% of them have an interest and would like to look for some further information about the product. Finally, 3% of them have a strong interest and want to compare this product with other similar before purchasing it. None of the respondents said she would like to purchase the product after seeing this post. The following graph shows the percentage of answers for each stage of the buying process for disclosure language.

Figure 11 – Consumers’ reaction toward case 1 – Disclosure language*



**Sample size (n) = 191*

Question 13 was made to see if the respondents noticed the #collaboration or #sponsored. Surprisingly, 56% of the respondents did not see the hashtag even though it is the most powerful type of disclosure language analysed in this thesis. It shows that the use of disclosure language might not be as efficient as we think in term of information to the consumer. The purpose of question 14 was to see how many women thought the post was sponsored, 73% of the respondents thought that the post was sponsored against 27% who did not. Among the totality of women who did not notice the hashtag, 58% of them still realized that the post was sponsored. This shows that the hashtag is not the only thing that could make the followers understand that the post is sponsored. A comparison was made between the results of question 12 and 14 to understand if the respondents were more likely to show an interest, strong interest or purchase intent if they did not know that the post was sponsored. Results show that among all the women who said they had an interest, strong interest or wanted to purchase the product, 76% of them knew it was sponsored. This result is high and demonstrates that when a consumer thinks a post is sponsored it does not necessarily hold him from being interested or even being willing to purchase the product.

Figure 12 – Post Case 2: French version – No disclosure language



<https://www.instagram.com/p/BSMH5DNhgZ4/?taken-by=noemiemakeuptouch>

Figure 13 – Post Case 2: English version – No disclosure language

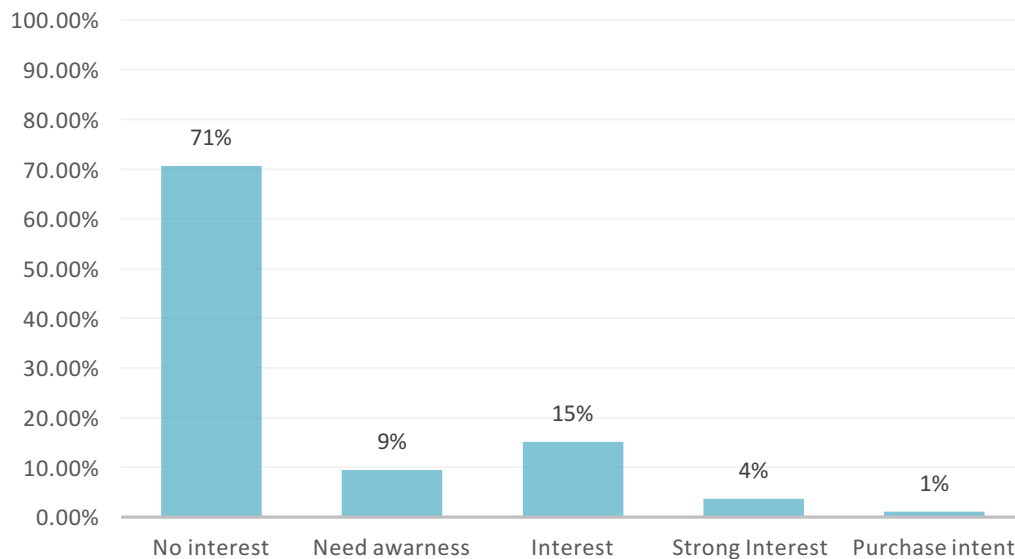


https://www.instagram.com/p/BT_GdwRAZpK/?taken-by=danimansutti

Case number 2 was a case with no disclosure language. Question 15 is the same as question 12 and its purpose was to understand the consumer reaction towards this posts,

and where they stand in the buying decision process. Results shows that 71% of them have absolutely no interest in the product after seeing this post. For 9% it need awareness, 15% have an interest in the product, 4% have a strong interest in the product and 1% intend to purchase this product after seeing this post. The following graph shows the percentage of answers for each stage of the buying process for no disclosure language.

Figure 14 – Consumers’ reaction toward case 2 – No disclosure language*



**Sample size (n) = 191*

Question 17 asked the respondents if they think it is a sponsored post. This question shows us that when there is no disclosure language people easily don't realize that the post is sponsored, as 43% stated that this post was not sponsored. As for the previous case, a comparison was made between the results of question 15 and 16 to understand if the respondents were more likely to show an interest, strong interest or purchase intent if they did not know that the post was sponsored. Here the result shows that 47% of the women who showed an interest, strong interest or purchase intent did know that the post was sponsored. It is a rather high result that can confirm the conclusion made in case 1 about this comparison.

Figure 15 – Post Case 3: French version – Ambiguous disclosure language



<https://www.instagram.com/p/BayRFGOheQB/?taken-by=enjoyphoenix>

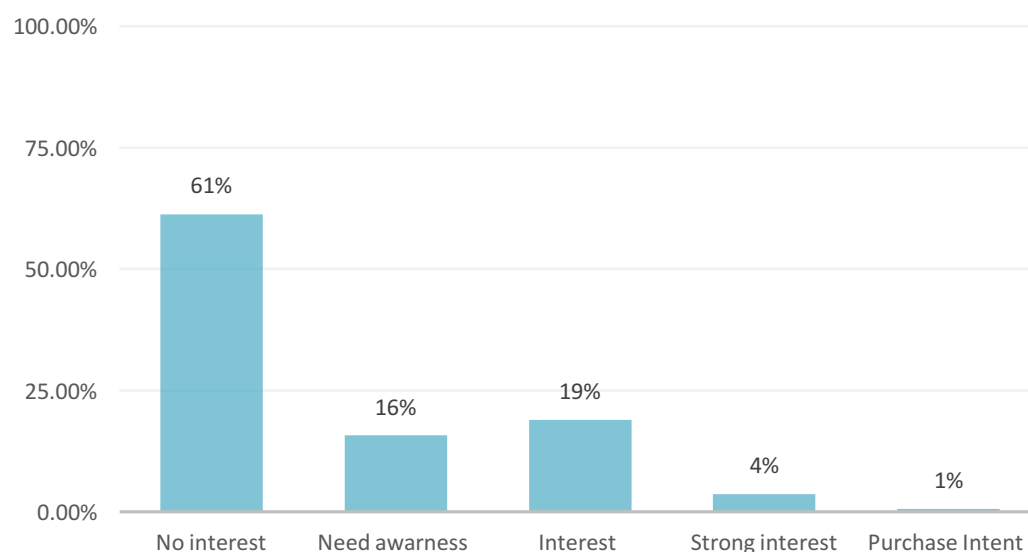
Figure 16 – Post Case 3: English version – Ambiguous disclosure language



<https://www.instagram.com/p/BUbyesthLjC/?taken-by=roxxsaurus>

Case number 3 was a case with ambiguous disclosure language. Question 17 is the same as question 12 and 15, its purpose was to understand the consumer reaction towards this posts, and where they stand in the buying decision process. 61% said they are not interested in the product while 16% realize that they might need it. For 19% there is an interest and willingness to look for further information. For 4% there is a strong interest and for 1% there is a willingness to purchase the product. The following graph shows the percentage of answers for each stage of the buying process for ambiguous disclosure language.

Figure 17 – Consumers’ reaction toward case 3 – Ambiguous disclosure language*



*Sample size (n) = 191

Following the same logic as question 13, question 18 asked if the respondents notice the #sp or #ad. With this question we can see once again that the hashtags are not easily noticed as 48% did not see them. As part of the women who did not see the hashtag, 72% of them did not see it but still thought the post was sponsored. Once again, it proves that the hashtag is not the only indicator of a sponsored post. Plus, 13% of the women who did see the hashtag did not think it was a sponsored post as they did not know what #ad and #sp stands for. Here we can see that the use of a hashtag is not always a good indicator if the hashtag is not explicit enough. Question 19 asked the respondents to write what #ad or #sp stands for, the results shows that 70% did not know its meanings. One respondent answered something off of the subject and 29% knew what it stands for. Some who answered in the right way were hesitating and not 100% sure of the exact definition, but they knew for sure that it had something to do with sponsorship. Question

20 asked them if they thought the post was sponsored, 80% said yes against 20% negative answers. Finally, as for the two previous cases, a comparison was made between the results of question 17 and 20 to understand if the respondents were more likely to show an interest, strong interest or purchase intent if they did not know that the post was sponsored. The results show that 84% of the women who showed an interest, strong interest or purchase intent knew the post was sponsored. This result is the highest among the three cases and once again confirms the conclusion made in case 1; that knowing a post is sponsored does not necessarily prevent from being interested or purchasing a product.

From the three first cases, we can see that ambiguous disclosure language is the one which collects the highest percentage of consumers with need awareness, interest, strong interest and purchase intent, with 40% against 25% for disclosure language and 29% for no disclosure language. It might demonstrate that ambiguous disclosure language is the most efficient type of disclosure language in influencer marketing. For this conclusion, it was considered that “need awareness” is still considered as an interest toward the product even if it is rather low.

Figure 18 – Post Case 4: French version – Contest



<https://www.instagram.com/p/Baov1SNjdHl/?taken-by=jenesuispasjoli>

Figure 19 – Post Case 4: English version – Contest



<https://www.instagram.com/p/BesXByUnYmG/?taken-by=alejandrablazquez>

Case number 4 is a post with a contest organized by the brand. For the English version of this case the post was modified as the author was not able to find a contest post in English without the use of the business tool “paid partnership”. Therefore, the “paid partnership” mention was hidden in order for the respondents not to have an indication about whether the post was sponsored or not. Question 21 simply asked the respondents if they think it was a sponsored post or not. This result shows us that people realize more easily that the post is sponsored when it is a contest organized by the brand. Indeed, 84% answered that the post was sponsored against 16%.

Figure 20 – Post Case 5: French version – Promotion code



<https://www.instagram.com/p/BZ1K8-9h6jY/?taken-by=aurelaskandaj>

Figure 21 – Post Case 5: English version – Promotion code



<https://www.instagram.com/p/BfcABhogRX6/?taken-by=alejwada>

Case number 5 is a post with a promotion code that the brand gave to the influencer. Question 22 simply asked the respondents if they think it was a sponsored post or not. 93% said the post was sponsored against 7% of no. This result demonstrates that including a promotion code in a post clearly indicates that the post is sponsored.

2.2.3 Conclusion

In this second analysis, results demonstrated that many people actually follow influencers (79% of the respondents). Influencers are appreciated and trusted as 38% of the respondents look for the opinion of an influencer before purchasing a product. The question about trust showed that 10% have a high level of trust and 76% have a moderate level of trust. Therefore, people do trust influencers but there are still many things that can be done to increase the number of people from moderate to high level of trust. This analysis showed that the lack of honesty and credibility from the influencer is the main reason why people do not appreciate sponsored posts. Plus, this step of the research demonstrated that hashtags are not the only indicators of sponsored posts. However, the main point of this analysis is that people seem not to be prevented from purchasing a product because a post is sponsored. In fact, a rather high percentage of respondents said that they actually did or would purchase a product even though they know it is sponsored. Then, the results showed that ambiguous disclosure language is the kind of disclosure language generating the highest score in terms of percentage of consumers with need awareness, interest, strong interest and purchase intend. In fact, for ambiguous disclosure language the percentage of consumers situating themselves in these four steps of the purchase decisions is 40% against 25% for disclosure language and 29% for no disclosure language. Finally, this step also indicated that posts with contest or promotion code seem to be more easily identified as sponsored posts. This opens up the door to further research.

2.3 Experts' interviews

2.3.1 Methodology

To have a complete image of the system and also to have more information about the transparency system in Instagram sponsored posts, the author decided to interview experts. The author decided to contact 8 agencies that either specialized in influencer marketing or communication agencies proposing an influencer marketing service. The agencies were found through internet or recommended by someone. All of them were first contacted by email. Two of these agencies answered negatively and one of them

never replied. Therefore, the author was able to make a contact with 5 agencies. Two of these agencies refused to meet and only answered a few questions through email, which considerably limited the details in their answers and their spontaneity. The agencies who agreed to be interviewed were very available and ready to answer any type of question. As the interviews were driven more like a discussion, the agencies did not answer all the same questions. Before each interview, the subject of the thesis and the research question were explained to the interviewees.

2.3.2 Results from Debout Sur la Table

Debout sur la Table was the first agency to answer positively, they replied very quickly but proposed to answer the questions by email. Therefore, the results are very limited and factual for this interview as I was not able to reply back to their answer to try and get more information. Debout Sur la Table is a communication agency based in Vevey. They focus on social media and digital strategy and also offer influencer marketing strategy. Their website is quite thorough and it shows clearly that they are very focused on influencer marketing. They have a few influencers for whom they manage everything, some of them are very well-known in Switzerland but also in France as “Le grand JD” and “Dear Caroline”. There is a complete description of these influencers on the website directly. The transcript of the interview can be found in appendix 8.

The first part of the questions the author sent them were to understand how a collaboration takes place with an influencer, what kind of influencers they are working with and what type of partnership is usually done. These questions intended to understand the mechanism of influencer marketing in the agency. Debout Sur la Table works with many influencers from diverse industries as they try to have a presence in each industry to be able to achieve a variety of objectives and reach many different targets. Besides the usual collaboration with influencers, they manage 5 influencers in different industries: Adventure, Lifestyle (18 years old), Lifestyle (30 years old), Street-sport and Mum. For these 5 influencers they take care of all administrative aspects and manage their agenda. For these kind of influencers, Debout Sur la Table is looking for long-term collaborations including 5 to 10 operations per year while for the other influencers that they do not manage, it can be more flexible. The influencers working in this agency are proposing content on various platforms, from Instagram to YouTube, Facebook or their blog. When a collaboration takes place, either the brand already knows with which influencer they want to work or the agency proposes them an influencer that they think would match the best with the project. The amount of projects proposed to an influencer per month can vary. Some will receive dozens of propositions per week and

will weigh their options based on what they want as well as what they can accept. This point is mentioned in their Clean Community Chart (appendix 9). Therefore, the real number of operations is more from 2 to 3 operations per month.

The second part of the questions were a little bit more sensitive as they were focusing on the way the agency manages the “fake followers” problem, how the remuneration system works, what are the conditions imposed to an influencer and finally, how transparency is handled. The agency said that their followers are systematically paid with cash and through the agency directly. This answer shows that in this agency the influencers are really valued and their work is recognized as they receive money and not only products. However, it is not known if the brands are happy about this system or if they are reluctant. It is understood that the brands are paying the agency directly and that the agency gives a percentage to the influencer. When asking about how and what are the conditions set for the influencers, the agency answered very briefly without much details that all stipulations were set at the beginning as in any kind of commercial relationship. The agency probably did not want to enter into details about these conditions. Then, Debout sur La Table said that they were very sensitive about the fact that some influencers buy followers and that they created a Clean Community Chart with some guidelines for the influencer to work with. They said that they were regularly verifying this point and taking measure if necessary. Here, the answer was quite vague as they did not explain how concretely they were doing this verification. However, it does seem as though this is a point of influencer business that this agency takes into high consideration. In their Clean Community Chart, the highest regulation is clearly stated: that the agency only collaborates with influencers who do not purchase fake followers, likes or comments. Point number 2 is also related as it states that the community of the influencer is constituted only of real profiles. This chart mentioned many key points such as refusing to promote a product if they are not remunerated, even though they receive a free product. It also mentions the coherence, quality and added value of the content proposed. Another critical point, which was the object of the last question, is about transparency. The author asked the agency how transparency was regulated and they replied that it was another very sensitive point figuring in the charter. In fact, it says that the influencer has to inform their community about the commercial nature of their content. These answers shows that transparency is important but it is not known how the agency make sure it is respected.

The agency was very available in its emails but on the other hand, the answers were quite short and lacking some important details. However, from this it is understood that influencer marketing is well managed and that the most critical points (transparency and

community cleanness) are respected. Even though transparency is not mandatory on a legal point, the agency considers that it is necessary. The agency often referred to its Clean Community Chart and mentioned it many times through their answers. It demonstrates a strong professionalism and willingness to work with influencers in a correct and ethical way.

2.3.3 Results from Details

Details was the second agency to answer but also only through email. This is a digital communication agency based in Geneva. They propose, among many other things, influencer marketing strategy. Among all the agencies interviewed they are one of the agencies less focused on influencers. They have an intermediary role between the brand and the influencers. The transcript of the interview can be found in appendix 10.

The first set of questions intended to understand the mechanism of the agency towards influencer marketing. Questions were focused on what type of influencers they worked with, how a collaboration was taking place and how the influencers were chosen and contacted. The agency is focusing on influencers who work in the fashion industry with a lifestyle touch, they work with influencers with less than 10'000 followers for local operations and influencers with millions of followers for international operations. They have a data base of influencers that they often contact for partnership. Usually, they look for the influencers themselves as it enables them to define more precisely which public they are targeting. Sometimes it can happen that they are first contacted by the influencer. The points they check before a collaboration is the community and engagement rate of the influencer as well as its location and graphic/textual footprint. Sometimes, the brand asks them directly to work with a specific influencer and sometimes the agency proposes an influencer strategy.

The second set of questions were focused on the verification process about fake followers, the remuneration system, conditions of the partnership and transparency regulations. When asking how they handled the fact that some influencers purchase fake followers, the agency said that it was unfortunately difficult to stop this, but the influencer had to be able to prove their honesty and provide some audience statistics. The agency also has a look and if they see that the community is large but the interactions are low, the community tends to be fake. From the answer to this question, the agency seems to take this problem very seriously and have a system of verifications implemented. Their influencers are paid either cash or with products. They say that brands prefer to remunerate their influencers with products as it gives them the feeling to be part of a

private club rather than being a service provider. This answer is a little bit surprising as we could think that influencers would rather be considered in their work and be paid for it than receiving products and feel 'part of a private club'. This makes it sound as if influencers are doing this more for fun than for a real job. Also, it's unknown if this statement is based on influencers' feedback or not. Plus, the reason why brands decide to remunerate with products is not known, though one can imagine that it is a question of money. The agency said that a few recommendations about the way the influencer should promote the product were given but they did not provide details about which kinds of recommendation. The question about transparency was to know if influencers were obligated to state that the partnership was remunerated. The agency said that it was mandatory and that lately on Instagram, influencers could use the business tool "paid partnership with...". They also said that they were not obligating them, but it was a general willingness for transparency from the media about collaboration between brands and influencers. From this question, we understand that the agency does not have any precise rule or chart mentioning transparency, it is more based on ethical pressure from media and society.

The answers were quite limited due to the channel used to answer them. However, the agency did make an effort to answer questions, more importantly the sensitive ones, by developing a concise statement and giving some details.

2.3.4 Results from Agence-me

Agence-me is a 360° communication agency based in Geneva. They have recently created an extended division fully dedicated to influencer marketing. This agency was the first to agree for a face to face interview. The interview was made with Mrs. Fontanet founder and director of the agency. She was very open and available and did not know in advance which questions the author would ask her. The transcript of the interview can be found in appendix 11.

The first three questions intended to understand how she got the idea of creating Agence-me and Reach-me, which is the influencer marketing division, and what are their concepts. Mrs Fontanet created Agence-me when she had just left her job in a large company and was taking a break. She received many contracts from brands who needed help in their communication and decided to create the agency, Agence-me, which is a 360° communication agency focusing on tailor-made digital services. She proposes anything from PR through events management to digital. Since last September, influencer marketing also became one of the specialty of the agency. Mrs. Fontanet got

the idea of creating Reach-me when she was working with a blogger, Diana Casalis. She was taking care of her personal branding and through some discussion they both realized that there was really a lack of agency in French-speaking Switzerland for influencers who are on Instagram. From what she explained, influencer marketing in French-speaking Switzerland is not very developed and it is vastly different from the German-speaking part, where there are numerous agencies. Plus, nature of the work is very different. Diana and Mrs. Fontanet decided to create Reach-me in order to bridge the gap. Their goal is to defend the interests of the influencers. As she said, very often the brands think it is normal for the influencers to create content and that they should not necessarily be remunerated. The job of influencers is not really recognized according to her. Another point she emphasized is that her agency is different because they ensure that all their influencers are real influencers and not ones who purchase fake followers. From these answers, the author observed a strong determination and entrepreneurship spirit. Mrs. Fontanet has a great understanding of this market and already mentioned some interesting and critical points.

To bounce back to what she said about putting a point of honour and propose only real influencers, three questions were asked assessing how she verifies the veracity of her influencers. She said that all the influencers have to give their login of all their accounts and provide statistics. If the influencer refuses, she doesn't work with them. In addition, she uses some software such as Social Blade where she can check if the followers suddenly increased or not. Most of these software are free and reliable according to her. She said that some influencers are more subtle and buy on the long-term, but for these kind of influencers they use other software that they buy and can check the engagement rate of the influencers. She added that in her opinion, micro influencers, who have less followers, observe a more important engagement rate and create more conversion (obviously mainly local and less international). Her system seems quite efficient and she seems to work with very few influencers but very reliable ones.

After this, the author decided to refer back to what she said in the first set of questions, about brands not being so inclined to remunerate influencers. The questions were asked to know if brands were actually considering the work of influencers as a real job, and why they do not want to remunerate the influencers. She said that up until now, brands were used to send products only. This was how influencer marketing was at the very beginning. Plus, the brands who tried to collaborated with influencers did not do it in the right way. For example, many of them asked their influencers to do a story about an event hoping it would sell the product. Of course, this is not enough and they did not get the result expected. Therefore, many brands have been disappointed by influencers only

because they did not know how to efficiently collaborate with them. She said that what really sells nowadays is the “women to women”, especially in the beauty industry. Meaning that there is an average person, who is an opinion leader and tells people similar to her about a product. Mrs Fontanet said that this was the right way to create conversion and because brands did not understand that, they do not want to work with influencers or pay them. She also said that in her opinion, unfortunately, the market is not really ready for this yet. Brands do not realize that behind what the influencer is proposing there is real work and that it is not something that solely lies in the responsibility of the influencer. She said that many brands think they are already kind enough to send free products. They do not recognize the work of the influencers and it is a shame in her opinion, because when it is done in the right way, meaning paying the influencers, the content is amazing and the conversion rates are great. It is definitely a budget consideration but in her opinion, it is better than spending money on billboards or newspaper ads.

Then the author asked her a few questions about how the influencers sign-up to her agency, what kind of influencers she works with and how partnerships are managed. Her agency has around 15 to 20 influencers only in the French-speaking part, and she tries to have a presence in every cantons so her influencers are wide-spread. She said that most of her influencers are located in Lausanne. Her goal is not to propose one time contracts but to find real ambassador who work in the long term with the brands. Sometimes influencers come to her, but most of the time she loves to discover new influencers on her own and contact them. As mentioned earlier, her influencers are focused on Instagram and they mainly operate in the beauty industry, as the fashion industry is not developed enough in French-speaking Switzerland and influencers are struggling to get contracts. In her opinion, the influencers who can get most contracts are the ones who have a lifestyle and do a little bit of everything but in their own environment. When it comes to the brands, either they contact her asking explicitly for influencers for a specific event, or they go through the influencer directly and the influencer refers to Mrs Fontanet. Some brands are just asking for a communication strategy and she proposes to them part of the influencer marketing strategy. When she needs to find the right influencer for a project she makes sure that the influencer matches the values of the company and that the product/brand matches the community of the influencer. In some specific cases, she considers the location of the influencer. For example, if she is launching a new shop in Geneva she will take an influencer who has a lot of followers in Geneva. Finally, it is very important for her that the brand meets the influencer to have a good connection. She would then discuss conditions with the brand

and create the contract. It includes points such as when the influencer has to publish, what content, the number of publications etc. A question was asked to know how free the influencer was in their post, and she said that it depends on the brand but mainly the hashtags are defined. Then, a brief example is given by Mrs. Fontanet to the influencer to make sure it matches the brand image and the message they want to transmit. She said sometimes brands have requests, for example in jewellery they don't want any other jewellery than theirs on the picture. Sometimes, the spirit has to be a certain one, some details are very precise. It can also happen that brands ask to see the picture before it is published. On the other hand, some brands just ask for 5 posts and the rest is up to the influencer to create. From these answers we can see that how a sponsored post is made depends a lot on the brand and it therefore can vary a lot. Mrs. Fontanet, in this case, is very involved and her agency seems very focused on human relations. Nothing is automatized and she makes sure that there is no misunderstanding or frustration from the brand nor the influencer. There are a lot of details to consider and it is a complex strategy to use an influencer; not something done in one day.

Questions were then asked about transparency. She said that she does not have any mention about transparency in her contracts. They love to work with the business tool of Instagram "paid partnership with..." mainly because it gives access to interesting statistics. However, from a transparency point of view, she said that brands do not care about this. It is not a priority for them as they are mainly interested in return on investment. In her opinion, mentalities have changed and it is not a shame to say that a post is sponsored. She also thinks that followers are not stupid and perfectly understand it is sponsored even if it is not stated. Plus, many influencers refuse to collaborate with brands they do not like or do not match their values. About her agency, they do not have any chart about transparency as it is part of their values and the influencers who are hired by the agency know it. She said that in the future she could think about something like a chart, but as Reach-me is very recent, not everything is exactly set.

A few questions were asked about the remuneration system. Influencers at Reach-me are only paid cash because as mentioned earlier, Mrs Fontanet is fighting for the recognition of influencers in business. She said influencers are refusing more and more to collaborate with brands who only propose products.

Finally, the last question was what she thinks about the future of influencer marketing in Switzerland. She said that obviously, we are very late regarding other countries like Germany or France. Many brands in Switzerland go through agencies located in Germany. She is not sure that the Swiss market is really ready for influencer marketing

because of mentalities and those who are not ready to pay influencers. She said it might come one day but late, moreover in the French-speaking part of Switzerland.

Mrs Fontanet was a very open interlocutor and she also remained available for further questions if needed. Her answers were very spontaneous, honest and detailed.

2.3.5 Results from Adrenaline Digital

Adrenaline Digital is a communication agency based in Gingin near Nyon which proposes all kinds of digital strategy. The interview was made with Mr. Revaz, CEO of the agency. He was very available to answer the questions and did not know them in advance. The transcript of the interview can be found in appendix 12.

The first set of question asked him to explain the concept of his agency and in which context does he collaborate with influencers. Mr. Revaz said that he specialises in digital strategy, he works for media agencies, advertising agencies, and indirect clients in many different field such as luxury, finance, real estate and tourism. One of the first time he had to do influencer marketing was for Swissquote. They were looking for new clients interested in Forex and trading by themselves. The goal was that these people would download the platform and do operations on it. Mr. Revaz said that with this contract, he discovered search engines dedicated to influencers and that is how is how he has been able to find the right influencers for the project. Since then, he uses this same strategy. This software enables him to enter some criteria and contact influencers with a community matching his target. Usually, he gives a promotion code to the influencers and pay them regarding their return on investment. Sometimes, he does work with micro-influencers and pay them only with products. Mr. Revaz said that software is the best way to find influencers because they are cheaper than agencies. Plus, the influencer data-base is often very limited in agencies.

The second set of questions were more focused on the mechanics, how does he choose his influencers and how are the guidelines given. Mr. Revaz said that they work with very different influencers as each brand needs something different. Thanks to the software, he can check the engagement rate of the influencers before selecting them for a project. He said that the platforms help him to do a first selection. When it comes to guidelines, they basically ask the influencers to talk about the product in a rather positive way. The tonality and the way of doing it is free and has to match the personality of the influencer, however Mr. Revaz said, it is important that it remains subtle otherwise it is not influencer marketing anymore but only advertisement.

This last statement brings us to the following question that was focused on transparency. The author asked Mr. Revaz if he asks his influencers to be transparent. He answered negatively, in his opinion, the main advantage of influencer marketing is that the consumer feels as if it is word of mouth and it is simply a friend recommending something. Plus, in his opinion consumers do not mind because some do not realize it is sponsored and other, the majority of them, are aware that influencers receive free products but like the way it is promoted, in a light and quirky tone, and therefore are still willing to purchase it. What really is important is that the influencer who is going to do the sponsored post builds a trust-relationship with his followers.

The author asked him if he noticed somethings that work better than others in influencer marketing and he said that the more the influencer is free to say what he thinks, the more it works.

One of the last questions was to know if brands in Switzerland really consider influencer marketing as a working strategy or not. Mr. Revaz said that it depends on how you use them. Based on his experience with a campaign with Nestlé, influencers can be really useful to promote and accelerate local events. In this precise case with Nestlé, they were proposing consumers to win some cereals if they created original breakfast with them. A workshop with a chief was organised with influencers and their role was to promote this “event” to engage consumers to participate to this “contest”. Here, the influencers were absolutely not promoting the cereals themselves. In his opinion for these kind of operations, Swiss influencers are great but otherwise they are too small to be interesting for brands. However, he added, that of course it can depend on the industry.

Finally, the last question asked him what he thinks about this “trend” of influencer marketing. He answered that every time there is something new in digital everyone thinks only about this. He believes that influencer marketing is something useful but it is only one channel and it will not generate more return on investment than a targeted and optimised add.

Mr. Revaz tried to answer all questions with as much as possible details and was available through the whole interview.

2.3.6 Results from Ifluenz

Ifluenz is an online platform which puts into relation influencers and brands. The headquarters of the company are located in Switzerland but they operate internationally. The interview was made with one of the founders, Mr. Dioum. He was very open and

available and asked for the questions in advance. However, these questions were a guiding thread and the author also asked other questions that were raised during the interview that Mr. Dioum did not receive in advance. The transcript of the interview can be found in appendix 13.

The first set of questions intended to understand the concept of Ifluenz and how they got this idea. On Ifluenz, a brand can create and manage a campaign directly online by proposing it to influencers who are already subscribed. At the moment, Ifluenz counts 17'000 influencers worldwide but mainly work in the USA. 40% of Ifluenz's business is taking place there. They got this idea in 2015 after scrolling on Instagram and seeing the beginning of sponsored posts. They were not sure if the posts were sponsored and from this they thought an opportunity had come up. They checked if anything similar existed but at the time only traditional agencies were proposing these kind of services and no automatized online platform existed.

The following set of questions were focused on which brands the company works with, what is their competitive advantage and a few questions about who their influencers are and what type of contract do they get. Ifluenz mainly work with medium size brands, their differentiation is that campaigns can be created on a very low budget, which is a great opportunity for brands who just start. The prices are lower than competitors because everything happens online. Mr. Dioum explained that they have two kinds of campaigns: standard ones where everything is done online and personalised ones where details are managed in a deeper way. Most of the process is automatized which enables lower prices. Mr. Dioum said that influencer marketing in Switzerland is not very developed yet so they only have a few Swiss clients. However, he says that Swiss people are starting to be informed about influencer marketing and he has seen an evolution about this knowledge since they started Ifluenz. The influencers they work with are mainly working on Instagram, the industries are very diverse, Ifluenz covers almost everything except Tobacco, alcohol, medicine and adult content. The influencers usually work for a one-time contract but it can happen that if a brand likes them they ask for long-term contract. When asking how many campaigns a month are registered, Mr. Dioum said that they have many. An average influencer has around one campaign a month, a good influencer has around 5 campaigns a month and some even reach the count of 15 a month. On his opinion 15 is too much because when an influencer does too many sponsored posts the efficiency is reduced.

To bounce back to an interesting point mentioned during the interview of Agence-me with Mrs Fontanet, the author decided to ask Mr. Dioum if he noticed that brands in

Switzerland were not really considering the job of the influencers. He agreed and said that Switzerland is really late when it comes to digital and that people need time to assess it. In his opinion, the main reason for being reluctant to influencer marketing is that the directors of big brands are not necessarily Instagram and social media users. Influencer marketing is still considered as abstract and too much virtual so people are struggling to imagine the results. However, he is convinced that people just need some education about the subject and that it will come. Another point mentioned is that brands tend to go to traditional communication agencies even when it is about influencer marketing, therefore the fees are quite expensive and sometimes the expertise is not the best. This can lead to poor results in terms of return on investment which might let the brands think that influencer marketing is not that efficient. His answer joined the one of Mrs. Fontanet.

The following questions were focused on how a collaboration takes place, how they manage the influencers who buy fake followers and what are the conditions for the influencers in the frame of the sponsored post. About the influencers who buy followers, Ifluenz has a very impressive system, Mr. Dioum actually claims that it is one of the strengths of their platform. First, the influencer needs a minimum 5'000 followers to subscribe, then they developed an algorithm which is analysing the page of the influencer and checking its veracity. The engagement rate is verified and under a certain number the influencer will receive an error message telling him that because of his statistics he cannot subscribe. Other data is analysed such as the number of posts. The progression of followers is also checked and in case of doubt the team receives a red flag and investigates the profile manually. The last thing put in place is at the moment of the collaboration, if the brand sees that the comments are fake and that there is no return on investment, they can contact the team and Ifluenz will take action. Once an influencer is validated he will receive a proposition if the brands decide to send him an invitation. Each campaign has one influencer but Ifluenz is working on a redesign of the website and the criteria for the brands will be extended. The brand provides the picture for the standard campaign and send it to the influencer. Then, the influencer has two days to post it and will be paid in the next seven days. Influencers are always paid in cash, if a product is not expensive, they can keep it, but cash is the main means. After the redesign of the website, the influencers will have the opportunity to propose content and will not have to use the picture of the brand anymore. Besides the picture, the only guidelines are that the influencer has to mention positively the brand and to mention its Instagram page. From these answers we can see that this process is well-thought and very efficient. This agency is focusing on efficiency. The verification system of the influencers is the most elaborate one among all agencies interviewed.

Then, questions were asked about transparency. The author asked Mr. Dioum if the mention “sponsored” was mandatory. He said it was not, the legislation is particular for Influencers as they work in different countries with different legislation. They ask their influencers to conform to the legislation of their country. He said that there is a lot of movement on the Internet and this is a grey zone, not very much controlled. It happens that big influencers abroad, where the legislation says it is obligatory to mention that it is sponsored, do not mention anything. They follow carefully the legislation but in his opinion it is the responsibility of the influencer because it is their image and profile. He also said that the business tool is appreciated by the brands for the statistics, however, in his opinion brands do not ask to mention that it is sponsored because they are only interested in return on investment and visibility.

The author asked him if he noticed anything that works better than others in sponsored posts. In his opinion, personalised campaigns are best because the influencer really shows himself with the product and they work more on the picture. He said that influencers who are able to highlight a product as if they were telling a story and in a subtle way works well. The influencers who make a living with their Instagram page are, in general, more professional. However, the product also has an important role, and depending on what it is, it is harder to find an influencer who agrees to promote it and sell it.

Finally, the author asked Mr. Dioum if he thinks that followers prefer when it is stated that a product is sponsored or not. He answered that it does not necessarily have an influence, what followers prefer is when there is something else than just advertisement in the picture. It is better when the influencer sells a lifestyle more than just the product. In his opinion it is all a question of finding the right balance between proposing creative content that’s interesting to see and succeeding to do the product placement in a subtle way.

Mr. Dioum was very detailed in his answers and he knows the industry very well. He also remained available for further questions.

2.3.7 Conclusion

Through the analysis of these interviews, a few key points came out. First, all the agencies interviewed had a really different way of managing their influencers and contracts with the brands. However, they all seemed very organized. All of them are tackling the problem of fake influencers, some have very precise procedures about it while others are approaching it in a less precise way. Transparency seems to be a key

point for every agency. However, because there is no regulation about it in Switzerland, some agencies are more or less verifying for this point. For most of them, it is the influencer's role to make sure they are transparent as it is their profile and community. In Switzerland, transparency is still a grey zone. In Switzerland, influencers are not well considered and recognized for their jobs, which sometimes can impact the quality of their work. Brands are reluctant to remunerate influencers and do not yet understand how to maximize influencer marketing in order to get high return on investment. Because they do not know how to make it efficient or because they had one bad experience, brands do not want to work with influencers. The agencies interviewed were not really sure about the future of influencer marketing in Switzerland, only certain that it would take time to be accepted and implemented. On another side, what came out of these interviews is that consumers are now aware about the industry of sponsored posts and are not reluctant about the fact that it is written "sponsored". What makes the difference is how the sponsored post is made. What works best is when the influencer is really close to their own personality, they are quirky, spontaneous and trustworthy. Building a trust relationship with their community is the key according to these interviews. Plus, it is important to find the right balance between interesting, creative content and the product placement. The key is to be subtle. Consumers do not mind about the product placement itself but more about the way it is done.

2.4 Qualitative customer survey

2.4.1 Methodology

For this part of the analysis the author decided to interview, face to face, 8 consumers. The goal of these interviews were to have more precise answers about questions raised in the previous steps of the analysis, especially during the online survey. Therefore, this analysis was driven last in order to help the author to choose the right questions in relation with the results obtained in the customer engagement analysis, online survey and expert interviews. The interviews lasted 20 minutes and were conducted as a normal discussion to put the consumers in a comfortable position and in an open mind-set. Focus groups were not chosen as some of the consumers interviewed knew each other and their answers could have therefore been bias. The author also decided to interview people she did not know personally, for this, she asked her entourage for the contact of young women. The women interviewed were between 23 and 27 years old. Half of the interviewee answered 15 questions (appendix 14) and the other half 12 questions (appendix 15). This difference is related to question 5 of the questionnaire, if the consumer said she had never purchase a product after seeing it in a sponsored post,

three additional questions were asked to understand. To simplify the analysis of the interviews and to make it clearer the author decided to divide the questions into 6 categories: “general question”, “trust relationship with influencer”, “impact of product placement on consumer”, “improvement areas”, “transparency of sponsored posts”, “exploratory area / impact of product placement on consumer”.

2.4.2 Results

The transcript of the 8 interviews can be found in appendix 16. The author decided to regroup them in one appendix as no distinction will be made through the analysis regarding each interview. Answers will be compared to come up with one conclusion. The first category, “general questions” is intended to know what is the consumer general opinion about product placement and what are their positioning and mind-sets toward it. Three questions were asked. The consumers who replied were all following influencers in the beauty industry regardless of their opinion toward product placement (Q2a and Q2b). Some were also following influencers in other categories such as humour, travel, sport, health and fashion. This demonstrates that the beauty industry on Instagram is omnipresent. When consumers were asked about their general opinion toward product placement (Q1a and Q1b), three main things came out: some find it annoying because it is too repetitive and there are too many product placements on Instagram; others did not like it at all because they are not sure about the honesty of influencer’s opinion and think that it lacks credibility; and finally, five of the people interviewed said they like it because it enables them to discover new product. 3 of these 5 consumers who were positive about it added that it was good only under certain conditions, such as not too many sponsored posts and choosing carefully the influencer, meaning a trusted one. From these answers we can see that the majority of those surveyed think positively about product placement. However, some conditions need to be respected to make it work. These answers also show that product placement definitely helps bringing new products to the minds of the consumers. The following question (Q13a and Q10b), were made to understand the level of knowledge of this industry that the consumers have. Therefore, the question was asking the consumers if, in their opinion, influencers were accepting all kind of sponsorship or not. Here, most of the interviewees said that in their opinion influencers were choosing their partnerships but this “privilege” was reserved to big well-known influencers. People said that smaller influencers, especially the one from TV reality, tend to accept any kind of contract. It was also said that it was a question of coherence, for example, a non-sportive influencer will not promote sport shoes because their community would realize it is not coherent. The last question of the category (Q5a and Q5b) intended to know if the interviewee had already purchase a product after seeing a sponsored post and if

yes, how did she proceed. Half of the interviewees had already purchased a product after seeing a sponsored post, 3 of them bought the product without any further research because they were trusting the influencer or did not mind if it was bad or not. Two of them said it still depends on the type of product, for example when it is about beauty product, that we put on our face they tend to do more research before purchasing it. The fourth interviewee who purchased a product, checked the opinion of other influencers before buying. The four other interviewees who had never purchased a product said that seeing a product on social media is not enough for them. They like to look at other consumers' opinion or check the Internet.

The second category of question was addressing the question of trust relationship with the influencer. The two questions (Q2a, Q3a and Q2b, Q3b) of this category were made to understand if the interviewees trust an influencer and what is important for them to build a trust relationship. The majority, 6 out of 8, do trust at least one influencer they follow. For the ones who do not trust any influencers the reasons are that they did not get the chance to follow the evolution of the influencers they follow. The other reason is that she believes that we must be cautious with products, especially beauty ones and food because it touches our body so she prefers to try it herself. The ones who trust influencers usually trust them for very specific reasons. One of the interviewee also said that even though she trusts her influencers she prefers to check the opinion of other consumers before purchasing a product. The main reasons why the interviewees trust influencers were explored in question Q3a and Q3b. What came out the most frequently (5 people over 8) from the interviewees' answers was that the influencer needs to look "human" as a real friend, for this, the interviewees said they appreciate when the influencer post a lot about their lives like through stories, and that the sponsored posts do not look like too much marketing but really shows the personality of the influencer. It is very important for the consumers to be able to know the personality of an influencer to trust them. It helps them assessing the coherence of its posts. In line with this point, interviewees said that it was important for them to follow the evolution of the influencers as it helps them to get to know their personality. Other important points mentioned three times were the fact that the sponsored posts should not look too fake and "overplayed". People appreciate when posts are more spontaneous because it looks less like a sponsored post. Then, the image of the influencer plays an important role. If it is considered as a "low rate" influencer such as one out of TV reality, people tend to trust less. The reputation and level of expertise of the influencer has to be recognised by his community. Finally, two of the interviewees said that proofs that the product is used are appreciated, such as short videos where the influencer applies the product. These answers clearly demonstrate that influencers are generally trusted by their followers but it is a rather long process, which involves many conditions.

The third category of questions, which were only asked in Serie A (appendix 14) to interviewees who had never purchased a product after seeing a sponsored post, was assessing the impact of product placement posts on the consumer. Therefore, the author decided to ask the interviewees if they thought, sponsored posts could help them discovering and being aware of new products (Q6a). The four interviewees said yes, thanks to sponsored posts, even though they do not have any purchase intent, the posts remain in a corner of their head and when they go shopping or need a similar product. They tend to remember the one from the sponsored posts and have a closer look at it first. Therefore, we can conclude that if we are not sure at this step of the analysis if sponsored posts do make people purchase products it definitely increases the chances to have consumers getting more information and having exposure to it. The second question (Q7a) asked was to know that if the post was sponsored was blocking the interviewees from the idea of a potential purchase or not. The four of them answered negatively, they do not really care that the post is sponsored or not, they accord more importance to the way it is done and the influencer chosen.

The fourth category, “improvement areas”, intended to have some interesting answers about what could be done in a better way to push the purchases in sponsored posts. One question was made for the four interviewees who had never purchased a product from a sponsored post before and the second question was addressed to all interviewees. The first question (Q8a) was made to understand what was actually preventing the four interviewees from purchasing a product, as it was clearly demonstrated in the previous questions that the fact that the post is sponsored was not the issue for any of them. The answers were all stating that it was difficult to trust an influencer and make sure about their honesty, it is a long process and the fact that the influencer is paid does not help. Plus, sometimes the opinion of consumers is different from the one of the influencer which does not encourage the interviewees in purchasing the product. One of the interviewees said that she likes to try things on her own and does not tend to trust any “stranger”. These answers show the importance of creating a trust relationship with the followers in influencer marketing strategy. Then, a question was asked to know what the influencer could do/improve to make the interviewees more willing to purchase a product (Q11a and Q8b). The three things that were states repeatedly were to clearly try the product and show it when the influencer is testing, for example through short videos, Instagram live or stories. Being more authentic and spontaneous in the captions and the posts in general by writing in a less marketing and “fake way”, and not posting only sponsored posts. Be more balanced in their opinion,

also mentioning some negative points or for example saying for which type of skin the product is not adapted etc.

The fifth category was about transparency in sponsored post. The goal here was to understand how transparency affect consumers in a general way, but even more in their purchase journey. The first question (Q9a and Q6b) intended to know if the interviewees are able to recognize a sponsored post and how. 5 of them said that they think they recognize sponsored posts, thanks to the hashtags and business tool, the way the picture is taken (too much showcased and unnatural), the way the text is written and the excessive amount of details. Three interviewees said that if they see an influencer and a product or a brand in the same post, they immediately consider the post as sponsored. Three of the interviewees said that if it was not clearly stated they would not recognize it is sponsored. These answers shows that a majority have a great knowledge of what can let us think the post is sponsored. However, for some it is very limited. The second question (Q10a and Q7b) was made to assess how the interviewee would feel if he was interested/purchasing a product without knowing that the post was sponsored and learning it later on. 6 out of 8 said they would not care and it would not have any specific impact on them, especially if they liked the product. However, they would have appreciated to know for a question of ethics and honesty. The two interviewees left said they would feel betrayed, cheated and stupid to have trust the influencer, it would not necessarily prevent them from future purchase but would impact the brand and influencer image. The third question (Q12a and Q9a) was aiming at understanding if the use of hashtags or business tool on Instagram is pushing the sales or holding them back. Four of them said it is bad and prevents return on investment, as influencer marketing is originally based on the fact that the consumer should feel as if a friend is advising him to the product. By stating it clearly through hashtags or business tool on Instagram, it destroys this dimension. Interviewees think that people could trust more if it is not stated and therefore purchase more easily, and that it is not good from a marketing point of view. One of the interviewee also said that it would definitely hold her back because it is psychological. Three interviewees said it would not have an impact on them as other details could be more important and discourage them more. One of the interviewees was not sure whether it could have an impact or not. The interviewees also mentioned that it depends a lot on the person.

Finally, the sixth and last category of questions (Q14a, Q15a and Q11b, Q12b), “exploratory area / impact of product placement on consumer” was created to understand more the reaction of consumers toward contest and promotion code posts. However, these two type of posts were not deeply analysed in this thesis. Therefore, the following

results are more considered as a base for further exploratory area than results to answer the problem addressed in this thesis. Some of the interviewees like the post with contests as they consider it advantageous for them and like the idea that they could win. One of them said that, in this way, she does not feel that the post is sponsored. 7 of them mentioned that it is a pure marketing operation but a good strategy to reach many people and do business. However, because of this, four of them do not like to participate. Two of them also mentioned that they are not sure it is really honest and that someone actually wins. One of the interviewee said that in her opinion, it is not a good strategy and not efficient for promoting a product but to collect followers. From these answers we can see that the people who like these contests posts are happy because they want to win but do not really know if these posts actually lead to purchases and promote the product in an efficient way. About posts with promotion code, 5 interviewees said it could be really useful and like these kind of post, especially if they were planning on purchasing the product promoted. However, they say that it is not because there is a promotion code that it is going to push them to buy. Another interviewee said that she does not like these kind of post as it is too much business and manipulation for her. One of the interviewee said that she trusts more the influencer with this type of post, as it looks like a long-term contract where the influencer actually met the brand and tried the product. The remuneration system is also fairer on her opinion. From these answers it appears that consumers like these kind of post but we do not know to what extent it actually pushes the purchases. Plus, it could be interesting to see if these kind of posts actually helps building trust with the influencer. These questions could be explored in further research.

2.4.3 Conclusion

These interviews demonstrated that, in general, people are willing to look at influencers' opinions. Consumers recognized that sponsored posts enable them to discover new product and to go more easily toward those products while shopping. However, many key elements hold them back from purchasing a product. First, when the sponsored post is too recurrent people are less inclined to be interested as it impacts the influencer's credibility. This analysis shows that trust is key and the elements holding people back from being interested with a product displayed in a sponsored post are very often related to trust. Consumers are not sure about the influencer's honesty. Consumers would appreciate that the influencer test their products more, through short videos for example. Consumers need proof that the influencer really is using the product. In a general way, the influencer should be more authentic and spontaneous in their posts and captions. The sponsored post should not sound like too much marketing, and for this point,

consumers said that influencers should be more balanced, also mentioning some negative points. Some interviewees also said that they did not trust influencers because they did not follow their evolution and therefore did not assess their personality. This is why it is important that the influencer shows authenticity and act as a “human”. Consumers want to see someone like them recommending them a product, which is why posting stories and spontaneous pictures of them can increase the level of trust. Knowing the personality of an influencer helps consumers to assess coherence of sponsored posts. Then, the product placement should not seem too “overplayed” and prepared. Finally, the general image of the influencer and their level of expertise plays an important role in the process of building the trust relationship. In conclusion, consumers said that they do not care if a post is sponsored but they care more about who is the influencer and how the sponsored post is done.

Plus, this last analysis demonstrated that transparency does not really affect the consumer purchase decision. However, they do appreciate when it is stated that a post is sponsored for a question of ethics. Finally, this analysis confirmed that posts with contest and promotion codes are an exploratory area and the interviewees do not seem sensitive to them in terms of purchase decision.

3. Discussion

3.1 Summary of results obtained

The results obtained through the customer engagement analysis, online survey, experts interviews and consumers interviews shows that influencer marketing in the beauty industry definitely has a market in Switzerland. A considerable amount of Swiss consumers are following beauty influencers and consulting the opinion of an influencer before their purchase decision. The beauty industry works well and many consumers are purchasing at least one new beauty product per month. These people clearly represent the right target for influencer marketing campaigns. However, even though Swiss consumers are already step ahead and follow many influencers (mainly French ones), the Swiss market in terms of collaboration between Swiss brands and Swiss influencers is not ready yet. Unfortunately, a majority of Swiss brands, do not seem to know yet how to really optimize their influencer marketing strategy. Plus, the consideration of influencers in Switzerland is quite poor and not as developed as in other countries such as Germany or France. What the author concluded is that the reason why brands are so reluctant to work with influencers is, for some of them, due to previous bad experiences. For example, some brands tried to work with influencers without being careful of some critical points such as the “fake followers” problem and therefore got poor return on investments. Because influencer marketing is not yet well-known in Switzerland, brands imperatively need the help of experts, such as agencies. However, it is not always easy for the brands to find a professional agency, expert enough in the influencer industry. Plus, they do not always want to ask for an external help, especially for small brands, due to the agency fees. For some other brands, the reason why they are reluctant to work with influencers is mainly due, as Mr. Capt said, to the general “wait and see” mindset of Switzerland, some Swiss brands are sceptical and prefer to work with methods they know and are sure about rather than investing in new things that could be more efficient. It is not a secret to say that Switzerland is rarely a pioneer, moreover when it comes to technology and social media. Finally, the market size is also an important element to take into consideration, because influencers are very few in Switzerland it is difficult for the brands to find the right one, matching their target. Moreover, influencers, especially in the beauty industry, in Switzerland do not necessarily have enough followers to make influencer marketing sufficiently interesting for the brands.

For what concerns the sponsored posts themselves, this research clearly shows that they do have a positive impact on the consumers. The number of negative comments

about them were rather low in the consumer engagement analysis. The other results obtained through the consumer's interviews and the online survey were quite balanced and the few reasons why people do not like sponsored posts could be made up for. This detail will be further explained in the recommendations. It seems that product placement on Instagram does not lead directly to purchase decisions but considerably helps consumers to know about products. A majority recognized that thanks to product placement they can discover new products and that they would more easily look at the product they saw in the sponsored post than other similar one in the shops.

One of the aims of this research was to know if there was one type of disclosure language impacting more positively the consumers than another. The results show that ambiguous disclosure language obtains the greatest results in terms of positive reactions. This type of disclosure language obtained the highest percentage of positive comments in the customer engagement analysis. In the online survey practical cases, it also obtained the highest percentage of people interested in the product. However, people were confused with the use of #ad and #sp, most of them were not sure what it means. Further analysis, show that consumers are not really affected by the fact of knowing that a post is sponsored or not. During the online survey practical cases analysis, in the three type of disclosure language, a high percentage of people who showed an interest about the product were actually aware that the post was sponsored. Plus, many consumers who answered the online survey and half of the consumers interviewed had already purchase a product after seeing a sponsored post and being aware it was sponsored. The comparison between the fact that ambiguous disclosure language has the most positive impact on consumers and that consumers are not influenced by knowing that a post is sponsored, plus the confirmation of these two points from the consumers and expert's interviews, clearly demonstrate that one of the thing consumer needs to react positively to influencer marketing, is subtlety. It does not matter for consumers to know that a post is sponsored as long as it is done in a subtle way.

One of the aims of this study was to demonstrate that one disclosure language was more efficient than another, but through this analysis the author realised that it is more than just choosing the right disclosure language. In fact, the impact a sponsored post will have on a consumer highly depends on how subtle the influencer itself is, and how they will decide to do the sponsored post. The base of influencer marketing is to have an opinion leader, who is considered as an average person, giving their opinion to a community similar to them. This research confirms that it is what works the best. Nowadays, influencer marketing has turned into a big industry and the authenticity from the beginnings of influencer marketing has been lost. Consumers love the idea that an

influencer is like a friend sharing their experience. What was observed through this study is that most of the time, consumers were negative toward product placement because the post sounded fake and was too showcased. Consumers do not mind that a post is sponsored, however, they like the idea that it is not. It feels better psychologically for them to believe and have the feeling that it is not sponsored even though they know the influencer was probably paid.

However, being subtle does not mean that it should not be stated in the post that it is sponsored. Consumers are usually able to recognize when a post is sponsored, thanks to, for example, the way the picture is taken, the way the caption is written, and that they enjoy when a post is subtle. However, they showed in this research that they appreciate, from an ethical point of view, to know clearly that a post is sponsored. People do not like to be manipulated and that is how they feel when they purchase a product without knowing the influencer was paid to talk about it. In Switzerland, at the moment there is no law regulating transparency about sponsored posts on social media. However, most of the agencies working with influencers are careful about it. It is important for them to follow ethics and they try to ensure that their influencers do as well.

Another important point that came out in all steps of this analysis, is the importance of the trust relationship between the influencer and its followers. As written a few times in this thesis, trust is the base of influencer marketing. If influencer marketing works, it is because influencers are able to create a trust relationship with their followers. Even though many consumers trust influencers, as we can see with the large amount of random positive comments in the consumer engagement analysis, very often the consumers said they did not trust an influencer because they did not seem honest and did not do anything to build a trust relationship. What works well and enables the ability to check who are the fake influencers or not is the efficient systems each agency interviewed use to check the veracity of their influencers. At the moment, no system put in place by Instagram exists but agencies are being careful about this point. Coherence is important to help followers trusting an influencer. If they see that the influencer promotes something completely absurd they will not trust them at all. From this research, it seems that smaller influencers are more able to create a trust relationship with their followers, partly due to the fact that they tend to answer more often to their followers. Therefore, the engagement rate generated by smaller influencers is higher than bigger influencers. The same observation was made toward foreign influencers, who seem to generate more positive comments and better engagement than French influencers, due to their spontaneity and their exchange with their community. Once again, consumers

interviewed in this survey said that they do not mind the product placement itself as long as the influencer tells their honest opinion and tries the product.

3.2 Recommendations

Influencer marketing is a wonderful tool for us living in the digital era. It became an industry and Instagram is moving from a basic exchange platform among friends to a complete business platform. The essence of influencer marketing is to reach people in a less commercial way, changing from billboards and TV advertising we were all seeing on a daily basis. However, influencer marketing is getting more and more business oriented and soon there will not be any difference between it and regular advertising. There are many potential consumers who could be reached through influencer marketing, but because it lost its authenticity people are closing themselves to any message from influencers. The honest influencers are affected as well as the brands. To not lose the high potential of influencer marketing and to reach more consumers, a few details could be improved. Therefore, my recommendations for influencers and brands are to adapt the content of Instagram posts, more especially sponsored ones in term of authenticity, credibility, trust and ethic.

3.2.1 Recommendation number 1: Improve the credibility of influencers

The lack of credibility of influencers is one of the main barriers preventing consumers to purchase or gain interest toward a product. To succeed in improving the credibility of influencers, a few things can be done.

First, the agencies play an important role. It is important to ensure that influencers do not accept any kind of partnership except for ones that match their values and are coherent with their personalities. At the moment, not all agencies are really checking this point. For this, agencies can create a charter and control the sponsorships operated by the influencer. For example, if the influencer is working with an agency, the contract could stipulate that the influencer can only accept sponsorships that are arranged through the agency. This point is linked with recommendation number 4, which is about ethics.

Then, influencers should be more balanced when writing their caption. Even though they have a contract with the brand who ask them to talk positively about the product, the influencer should try to balance its words, mentioning for example one negative point or for which kind of people the product is not fit for.

The influencer needs to get properly informed about the product before promoting it in order to make sure that no wrong information is transmitted. It is also the role of the agency to give the right brief about what the brands want and what the product is about.

Plus, it is also important that the agency make sure that the target of the campaign and the community of the influencer match. If the product proposed is over the means of the community, the influencer loses any kind of credibility.

Finally, the lack of professionalism and credibility of some influencers is also due to the fact that they are not remunerated and recognized properly. Brands should recognize that the work of an influencer demands a lot of investment and it is not a service the brand gives to the influencer but the opposite. The work of influencers should be remunerated. If influencers are more recognized in what they do, they will perform a better work that will be noticed by the consumers.

3.2.2 Recommendation number 2: Create a strong trust relationship between the influencer and its community

Around $\frac{3}{4}$ of the consumers who answered the online survey said that their level of trust toward influencers is moderate to high. Therefore, the goal of this recommendation is to move de $\frac{1}{4}$ who said their level of trust was low, to moderate. For these, a few actions can be taken.

First, influencers need to show their personality. The more “human” they will look the easier the consumer will identify to them. This can be achieved through doing more live videos or stories, showing their daily life, or talking about them. They need to be more spontaneous in their way of posting, meaning not only posting prepared content but also some pictures taken spontaneously and not in a photo shoot. By showing their personality, consumers will be able to see if a sponsored post is coherent or not with them and if they can trust the influencer.

Then, influencers should show that they are actually trying/using the products they are talking about. This can be done once again through live videos, stories or short video in their feed. Seeing a product applied is better for the consumer than seeing it in its packaging. Plus, if they see the influencer using it they will know for sure that it is a quality product and that the influencer would not use something bad for her skin for example.

The frequency of sponsored post has to be controlled. The influencer should not have one new sponsored post every week. This point is actually linked with recommendation number 1 as posting too frequently could also alter the credibility of the influencer. The

consumer will be more likely to trust that an influencer actually appreciated and recommend a product if it is occasional.

Finally, the influencer should try to be more engaging with its community and more spontaneous if they are smaller and foreign influencers. For this it is important to react to the comments, like, answer; simply exchange with the community.

3.2.3 Recommendation number 3: Move to a more subtle strategy in the elaboration of sponsored post and increase transparency

Influencers should be more subtle but transparent in their way of posting. This research demonstrated that this was what consumers were asking for.

Therefore, influencers should state that their post is sponsored using either the business tool or clear hashtags such as #sponsored. At the same time, they should write their post in a more subtle way with a less commercial picture. The picture of the product should not look over prepared, as spontaneous pictures would look more natural. The caption should seem as if the influencer really is trying the product, therefore it is important to not include details or sentences that sound like too much marketing. The point of this recommendation is, as Mr. Dioum mentioned in his interview, *“to find the right balance between proposing creative content, interesting to see and succeeding to do the product in a subtle way”*.

3.2.4 Recommendation number 4: Show engagement towards ethical matters

Consumers, especially Swiss ones, appreciate the ethics of clearly stated sponsored posts. Brands' priority is return on investment and not transparency. However, they do not realise that by asking their followers to clearly state that a product is sponsored they actually increase their return on investment. If this point is linked to the other recommendations, consumers will be more likely to be interested or purchase a product.

To solve this issue, influencers can engage themselves to propose only content that they have tried and personally liked. Like writing a sentence about it in the Instagram bio, or reminding their community about it by mentioning it in a story. Agencies should also have a broader control in what contracts influencers accept and ask them, for example through a charter, to not accept any kind of sponsorship but only ones matching their values.

Plus, influencers should engage themselves to always state clearly, either with the business tool or the #sponsored that their post is sponsored. In the same line, brands and/or agencies could ask expressively to their influencers to state it clearly. This point

should be implemented in their contract as long as there will not be any regulation in Switzerland about it.

3.3 Exploratory areas

Through this analysis, the author pointed out a few interesting topics that could be further explored and be the object of another research.

Sponsored posts under the form of contests or with promotion code seem to be very appreciated. However, in this analysis the author was not able to assess the level of engagement of consumers. It could be interesting to check whether these type of posts generate more engagement and lead to more purchase decisions than average sponsored posts.

During this research, it was demonstrated that thanks to sponsored post, people kept products in the back of their mind. It was also noticed that products that are visually more pleasing generate more positive comments. Therefore, it could be interesting to analyse which kind of products are the most easily remembered by consumers. What are the criteria and psychological mechanisms that will make a consumer remember one product more than another?

Then, the numbers of engagement of small and foreign influencers were greater than big and French influencers. The results, which show that there is a tendency for smaller influencers and foreign ones to generate more engagement are not absolute. Therefore, a study could be conducted to verify if this hypothesis is true.

Finally, even if according to this research, consumers prefer when it is clearly stated that a post is sponsored, it could be interesting to assess the psychological effect of hashtags and business tool on our purchase behaviour.

3.4 Limit of the study

Through the whole analysis, here are some factors that might have affected the results and the objectivity of this research.

First, in the customer engagement analysis, a few posts analysed only had 20 to 30 comments. The results were weighted but the analysis could have been more consistent if all the posts selected had the exact same amount of comments. Along with this, the comparison between small and big influencers and French and foreign influencers could have been more accurate if the amount of small and French influencers was exactly the same as the big and foreign ones. Then, there is a margin of error due to the fact that

this analysis is more “sentimental” than scientific as the author was judging whether a comment was positive, negative random etc. Plus, due to the large amount of posts on Instagram, to draw a consistent analysis the author would have needed to analyse much more post.

In the second part of this analysis, because the survey was conducted online, people could not be asked for explanation if they did not understand a question. During the face-to-face interviews, some interviewees asked for more explanation regarding a few questions. Sometimes it is difficult for the author of the questions to know if they are well stated or not. In fact, one question had to be removed from the initial online survey as people did not understand it and answered in the wrong way. Results were consequently not exploitable. Then, the margin of error is 7.09% which could be lowered to draw a more precise analysis. To lower the margin of error to 4%, the author would have needed to survey 600 persons.

In the experts’ analysis, two agencies accepted to answer only through email, which considerably limited their answers. Consequently, the author could not ask them for more details. Plus, the spontaneity of the answers was affected. One agency was very vague when it came to more sensitive questions and the other one actually did not answer one of these questions. Therefore, these answers constituted a base for the following analysis but were not strong enough for the more sensitive and detailed questions. During the face-to-face interviews with the experts, the interview was very often conducted as a discussion and the author often came with new questions depending on the previous answers. This helped in the preciseness of the analysis and was unfortunately missing with the agencies who answered by email.

For the consumers’ analysis, a bigger sample could have been very interesting as the answers were very detailed and helped draft a more accurate analysis. However, it would have taken too much time to interview a bigger sample and analyse it. Plus, the way the questions were asked could have affected the results. It is not always easy for the author to ask questions and create an ambiance that encourage people to answer freely.

4. Conclusion

This research paper was truly interesting and very informative. Influencer marketing could seem to be a limited subject at first glance, but immersing myself in this industry showed me that it is full of mechanisms, and strategies definitely requires the right knowledge to be successful. As a marketing student evolving in the digital era, I have learned a lot through this research paper and each analysis conducted helped me to get a deeper understanding of the subject.

This thesis was about analysing the impact of product placement on Instagram for the beauty industry on consumers, with a special focus on what has the best impact on customer engagement. To draw the most accurate conclusion, different analyses were driven. All analyses were made to complete each other. First, a customer engagement analysis on Instagram was made to do a first assessment of which disclosure language was generating the most engagement and which types of comments was the most recurrent. This analysis also helped the author getting a first idea of customers' behaviour towards product placement. Then, a market analysis was driven through an online survey to assess a little bit deeper Swiss female consumers' behaviour toward sponsored posts on Instagram. Based on this two first analysis, interviews were driven with experts and consumers to know their opinion about the matter. Interviews enabled more precise results as interviewees provided complete and detailed answers.

The customers' engagement analysis demonstrated that people were rather positive about sponsored posts, as negative comments were very few. This analysis also confirmed how adulated influencers are and showed that trust really is the base of influencer marketing. Results showed that ambiguous disclosure language was the disclosure language generating the highest percentage of positive comments about the product placement itself.

The online survey was also very interesting as it demonstrated that a lot of people trust influencers but very few of them are purchasing a product they saw in a sponsored post. It also showed that there really is a market for influencer marketing in Switzerland as many consumers are following beauty influencers and are interested in trying new beauty products. Plus, the level of interest for the products was rather high and it gave the author a first hypothesis: sponsored posts do not lead to direct purchases but enable the product to get in consumers' mind and therefore increase its chance to be purchased in a future visit in the shop. The results also showed that many consumers were still interested in the product even though they knew the post was sponsored. This raised another hypothesis: consumers are not prevented from buying a product because they know a

post is sponsored. This online survey also helped getting a first idea of people opinion about sponsored posts, which was that many of them were not sure about the honesty of the influencers, and that there were too many sponsored posts on Instagram.

The experts' interviews were very interesting to understand all the mechanisms of influencer marketing. From the recruitment of influencers, to the way the "fake" followers problem is handled. Having the opportunity to talk with people who are working in this industry on a daily basis was truly interesting as they provided meaningful insights that constituted great reflexion questions for the author. All the experts agreed that what works the best in influencer marketing is subtlety and that transparency was definitely not a priority for brands. These interviews, as well as the two previous analysis, helped defining the questions for the consumers' interviews.

The consumers' interviews were the last step and enabled the author to confirm his hypothesis and considerably explore the improvement areas in influencer marketing. Consumers confirmed that knowing that a post is sponsored was not holding them back but they were more affected by how subtle the post is and how the influencer is trying to build a trust relationship with his community. Plus, they confirmed that transparency is not determinant in the purchase decision but important from an ethical point of view.

Based on the results of these four steps of this research, the author was able to come with four recommendations.

The first one is to improve the credibility of influencers. Through this analysis it was proven that the main reason why people do not purchase a product after seeing it in a sponsored post is due to the fact that the influencer does not seems credible. Small details can be improved to increase credibility such as balancing their says when talking positively about a product, being coherent with their personality, values and community and get informed before talking about a product in order to not transmit the wrong message. It was also observed that the lack of recognition of the job of influencer in Switzerland leads sometimes to a lack of professionalism and therefore less credibility from them.

The second recommendation is to create a strong trust relationship between the influencer and its community. This research showed that trust is the key. People who are hold back from purchasing products are not because it is sponsored but because they do not feel as if they can trust completely their influencers. Trust is also linked to the previous recommendation. The influencer can improve by showing more his personality, acting more "human" and spontaneous, the frequency of sponsored post should be low

and the influencer should show more when he tries and use the products. Plus, the communication and engagement between the influencer and its community is really important. Answering comments and private message is great for improving this point.

The third recommendation is to move to a more subtle strategy in the elaboration of sponsored posts and increase transparency. A real effort should be made in the way of writing the caption of a sponsored post or in the way the picture is taken. If it is too fake, this research proved that consumers are reluctant to purchase a product. The post should sound more natural. Plus, consumers like when it is clearly stated that a post is sponsored, as long as the post is subtle it does not bother them. From a psychological point of view, if the influencer is posting in a spontaneous way, even though it is written that it is sponsored, the consumer is more likely to feel engaged and interested in the product.

The fourth and last recommendation is to show engagement towards ethical problems. The main ethical problem of influencer marketing is that consumers are manipulated. Therefore, they prefer when they know clearly that a post is sponsored and that the influencer is transparent. The influencer should also engage himself to talk only about product he has tried and actually liked.

This research enables the author to understand better the consumers' behaviour towards product placement. The author has been able to come with consistent conclusions and areas of improvements about influencer marketing. These results will be useful for influencers, brands and agencies. It will help each one of them in their own objectives, building a strong community and increasing return on investment. Of course, many exploratory areas are still left and this research is only considered as a base, focusing on few specific variable of influencer marketing. In the long-term, and if these areas of improvements are implemented, they could help the job of influencers being more recognised in countries such as Switzerland.

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Appendix 1: Interview with Mr. Capt - Lawyer

<Is there any legislation in Switzerland for product placement on social media, particularly about mentioning that a post is sponsored?>

There is no legislation related to product placement on social media. This there is not. However, what does exist in terms of electronic communication it is in « *la loi fédérale sur la télévision et l'ordonnance d'application* », the ORTV, which has some provision regarding the separation of advertisement from editorial, limitation of time or prohibitions of some product placement, etc. This is only for what concerns the television and has to enter in what is considered as television. Knowing that these kind of applications is quite unclear. What for sure is not considered as television is everything that is video on demand. As soon as it is considered as on demand that can't be television because the ORTV says that a program has to be determined by the broadcaster and planed over time. The law on television only applies if this criteria is fulfilled. However, it might be that there are some directive guidelines for example from the « *commission Suisse pour la loyauté dans la publicité* », which is not an official organ but a corporate organ. But concretely, there is no regulation at the moment for social media.

<So nowadays, concretely there is no real risk for an influencer and the brand in Switzerland?>

Let's say that from what I know, in the Swiss legislation for the moment it's not something that is regulated. Maybe it will change but it's not the case for now.

<Do you think that a law focusing on social media should enter into force in a close the future?>

For sure, there is a law about electronic media, I don't remember exactly how it's called but let's say that there are some laws in preparation but it is to a preliminary stage and we don't really know much about it. It is said that the regulation would be a bit extended but we need to see what will be regulated and what will not. Let's say that at the moment there is no applicable law for social media, only the common law is applicable but there are projects for having a regulation specific to social media in the future.

<In France the legislation is a little bit more ahead, right?>

Yes, because typically, the law about radio and television in France and in Europe is an instruction that is called « *directive service de media audio-visual* » and this instruction has, for a long time now, a kind of graduated plan between television and pure radio and other audio-visuals products, which in the end are both interacting with each other. These audio-visuals products are neither radio or television but they believe that there is still a

necessity to regulate them. Then of course, Switzerland in terms of technologic regulation is notoriously late, I think it's a secret for no one.

<Why do you think that Switzerland is that late?>

It's because the adoption of standards in Switzerland takes a lot of time, the shuttle system between the two Chambers of Parliaments, the fact that there is a political culture that is « wait and see », waiting to see what other countries do and then deciding only once it has already been experimented. So of course this has good and bad, sometimes it enables us to avoid wrong steps such as the « loi de pi » in France against copyrights which was a total fiasco with a completely absurd system where they lost thousands of million for nothing. So yes, it enables us to avoid setting bad regulations but in other cases, for example identity fraud, typically it's still not considered as an infraction in the Swiss law while it's been years since it is in France. It is true that there is a considerable tardiness about a lot of subjects for sure.

Appendix 2 : Customer engagement analysis

Disclosure language

Influencer and #of followers	Post number and info	Number of likes	Total of comments	Random positive comments	Positive comments about product	Negative comments about product	Positive emoji	Unrelated comments	Positive comments about product placement	Negative comments about product placement	Observations
sandrea26france 1'100'000	N°1a - <i>Take the day off</i> Clinique #collab	16'352	50	10	9	1	9	8	12	1	No specific observation
Sananas2106 1'700'000	N°2a - <i>Take the day off</i> Clinique #sponsorisép arclinique	73'993	50	25	-	-	10	8	7	-	Lots of comments related to a contest she runs on snapchat (to participate the followers need to comment on Instagram)
Sananas2106 1'700'000	N°3a – HairBurst #sponsorisé + #sponsorisép arhairburst	93'227	50	3	16	3	16	3	9	-	Lots of comments related to a contest she runs on snapchat (to participate the followers need to comment on Instagram)

Lozcurtis 1'500'000	N°4a – 2h express Lovingtan #collab	18'813	50	7	7	3	2	20	11	-	Lots of comments where people give each other tips about applying the product
Noemiemakeu ptouch 717'000	N°5a – HairBurst #encollaborat ion	29'482	50	31	-	-	5	4	10	-	No specific observation
Noemiemakeu ptouch 717'000	N°6a – <i>Irresistible Blossom Crush</i> Givenchy Perfume #encollaborat ionavecgiven chybeauty	33'085	50	39	2	-	7	2	-	-	Lots of comments about her last video
Lozcurtis 1'500'000	N°7a - <i>Clean Blond Shampoo & Conditioner</i> Fudgehair #collab	18'669	50	4	12	4	1	25	3	1	Lots of people tagging their friends to show them the product
Perfecthonesty 547'000	N°8a – <i>Bandes de cire froide</i> Nair #sponsorisé	15'612	38	22	1	1	8	2	4	-	Lots of comments about her last video

Beauteactive 880'000	N°9a – <i>Urban moisture range</i> Shuemura #collaboratio n	14'686	20	2	2	1	3	7	5	-	No specific observation
Beauteactive 880'000	N°10a – <i>Lotion & masque detox</i> Nuxe #collaboratio n	21'438	31	4	5	-	7	9	3	3	No specific observation
Mathildelacom be 88'300	N°11a – <i>Eau micellaire</i> Bioderma #sponsorisé	1'451	36	9	17	6	-	2	2	-	No specific observation
Beauteactive 880'000	N°12a – <i>Crème nettoyante Vitamins Color</i> L'Oréal #collaboratio n	17'566	50	5	5	2	3	25	6	4	Lots of comments (debate) about the definition of what really is the low-poo method that the influencer mentioned wrongly in her post
Sananas2106 1'700'000	N°13a – <i>Moisture Surge</i> Clinique #sponsorisép arclinique	23'926	50	22	4	-	12	5	6	1	Lots of emoji from snapchat followers (official emoji between the influencer and its snapchat followers)

Sananas2106 1'700'000	N°14a – <i>It Just Comes Naturally</i> palette TooFaced #postsponsor isépartoofaced	76'360	50	32	2	-	13	1	2	-	Lots of comments from “fans” telling her she’s beautiful
Thetiafox 210'000	N°15a – <i>Honey & Apricot moisture mask</i> HairRecipe #collab	8'942	50	41	-	-	7	2	-	-	People just focused on the nice layout (lots of nice comment about the picture) and the product disappeared, so nobody commented about it
Thetiafox 210'000	N°16a – Divers L’Oréal Paris makeup Giveaway #collab	4'864	50	29	-	-	16	2	3	-	Just pay attention to the contest but don’t care if it’s a collaboration or about the product in particular
Beauteactive 880'000	N°17a – <i>Jaune d’été Molitor nail polish</i> Essie #collaboration	33'754	50	5	11	1	1	31	1	-	Influencer asked their favourite nail polish colour, so lots of random comments. Many people liked the colour she was wearing.

Mommy_nannan 99'200	N°18a – FlashPatch 5 minutes rejuvenating Eye Gels Patchology & Sephora #sponsored	1'900	50	24	3	-	2	1	20	-	Very positive community and asking a lot the opinion of the influencer. Lots of trust.
Jennyplogstyle 77'600	N°19a - A-Oxitive moisturizer Avène #partner	1'353	50	17	4	-	12	-	17	-	Very positive community. The caption of her post is not too pushy.
Beauteactive 880'000	N°20a – Fluide & contour des yeux detox Nuxe BIO #collaboration	16'268	23	7	3	-	5	5	2	1	No specific observation

Ambiguous disclosure language

Influencer and # of followers	Post number and info	Number of likes	Total of comments	Random positive comments	Positive comments about product	Negative comments about product	Positive emoji	Unrelated comments	Positive comments about product placement	Negative comments about product placement	Observations
Peekaboooblog 157'000	N°1b – Kikomilano new range #ad	4'632	50	11	13	1	2	11	11	1	No specific observation
Peekaboooblog 157'000	N°2b – Hydroboost range Neutrogena #ad	4'879	30	7	-	1	1	4	17	-	No specific observation
Roxxsaurus 392'000	N°3b - Elvive Colour protect low shampoo L'Oréal #sp	14'615	50	24	6	-	12	5	2	1	No specific observation
Jenniferhenrynovich	N°4b – Organic Faceial Oil Botanic #ad	3'829	50	9	5	-	1	3	32	-	Followers seems to trust her a lot, majority wants to try the product

172'000											and are grateful she talked about it.
Roxxsaurus 392'000	N°5b – <i>Press on gel nails Impressmani</i> cure #ad	22'542	50	13	25	1	4	4	3	-	Lots of comments about how her nails look nice
Danimansutti 502'000	N°6b – Dry shampoo Batiste #ad	17'264	50	34	3	2	8	1	2	-	Lots of comments related to her last video. People pay more attention to her makeup than the product itself.
Roxxsaurus 392'000	N°7b – HairBurst #ad	18'455	50	29	3	-	4	3	10	1	No specific observation
Roxxsaurus 392'000	N°8b – <i>Silk épile 5 Starter Kit</i> Braun #ad	17'846	50	33	3	-	11	-	3	-	No specific observation
Roxxsaurus 392'000	N°9b – <i>Vshape</i> Maybelline #ad	44'557	50	4	5	1	8	20	12	-	Lots of people tagging their friends.
Noemimakeupt ouch 717'000	N°10b – <i>Even Better Glow Foundation</i> Clinique #ad	33'175	50	40	1	-	5	1	1	2	Lots of comments about her last video.

Roxxsaurus 392'000	N°11b – <i>Micellar Cleansing Water Nivea #ad</i>	17'035	50	18	10	-	13	5	4	-	High interaction between influencer and followers resulting in high trust level.
Enjoyphoenix 4'200'000	N°12b – <i>Even Better Glow Foundation Clinique #ad</i>	93'408	50	28	3	-	7	10	2	-	Influencer asked what they want to see in the next video so lots of random comments/answer about it.
Noemiemakeu ptouch 717'000	N°13b – Kit de masques SOS Hydratation Nocibé #ad	21'294	39	19	2	1	6	5	6	-	No specific observation
Noemiemakeu ptouch 717'000	N°14b – <i>Lolitalempika perfume Nocibé #ad</i>	30'234	50	19	10	-	5	5	11	-	Lot of positive comments about how the picture was taken.
Noemiemakeu ptouch 717'000	N°15b – Kikomilano new range #ad	24'514	50	26	8	-	-	11	5	-	Influencer asked if they saw her last video, lots of positive comments about it.
Jenniferhenry novich	N°16b – <i>Shea Fabulous Shower Oil</i>	5'067	50	37	2	-	2	5	4	-	Lots of positive comments about the picture she took.

172'000	L'Occitane #ad										
Horia_Insta 1'300'000	N°17b - <i>Take the day off</i> Clinique #ad	28'031	50	27	2	-	4	11	4	2	Friends tagging their friends because it might interest them.
Jenniferhenry ovich 172'000	N°18b – <i>Pro- Collagen range</i> Elemis #ad	6'200	50	13	9	-	1	-	27	-	Very positive comments and great community, people are super interested.
TheDollBeauty 1'000'000	N°19b – <i>Instant Hollywood Glow Glamglow</i> #ad	45'152	50	21	-	-	24	5	-	-	Lots of emoji from snapchat followers (official emoji between the influencer and its snapchat followers). No interaction between followers and the post.
Beauteactive 880'000	N°20b - Hairdryer Dyson #ad	25'858	50	6	2	2	-	9	2	29	Huge polemic about her Instagram profile and the numerous partnerships she proposes, sometimes not adapted to the community. General disappointment toward this post.

No disclosure language

Influencer and # of followers	Post number and info	Number of likes	Total of comments	Random positive comments	Positive comments about product	Negative comments about product	Positive emoji	Unrelated comments	Positive comments about product placement	Negative comments about product placement	Observations
Danimansutti 502'000	N°1c – <i>SunShimmer Tan</i> RimmelLondon	24'905	50	30	2	-	9	5	4	-	No specific observation
Noemiemakeu ptouch 717'000	N°2c – New Lush range	37'339	50	7	18	-	10	10	5	-	Lots of compliment because the product looks visually nice and lots of random comments about a recent contest.
Roxxsaurus 392'000	N°3c – <i>Fresh nude foundation & Adjusting drops</i> BodyShop	4'770	32	3	2	1	1	13	12	-	Lots of people tagging their friend to show them the product.

Sandrea26france 1'100'000	N°4c – New range Laura Mercier	29'140	50	4	20	-	3	21	2	-	Lots of people talking about how the picture and the product visually reminded them chocolates.
Sandrea26france 1'100'000	N°5c – <i>Liquid Glow</i> Anastasia BeverlyHills	25'521	50	14	19	-	7	7	3	-	Lots of comments about how the product is visually nice.
Aurelaskandaj 212'000	N°6c – <i>Lingerie</i> lipstick NYXCosmetics	8'151	50	3	32	1	4	10	-	-	Influencer asked which colour the followers have at home. Lots of answer to her question.
Lufyyy 975'000	N°7c – Labello <i>NEON</i>	40'890	47	-	35	-	3	5	3	1	Influencer asked which colour the followers preferred. Lots of answer to her question.
Aurelaskandaj 212'000	N°8c – Essie nail polish	7'418	27	9	6	-	4	8	-	-	Influencer doesn't reply when people ask where she got the product but she replies to other questions.
Beauteactive 880'000	N°9c – <i>Aurabotanica</i> Kérastase	20'712	48	-	7	7	2	14	-	18	Huge debate because the influencer says it's a natural product and it's not. Followers are disappointed.

Noemiemakeu ptouch 717'000	N°10c – <i>Rituals of Hamam</i> Ritualscosme tics	24'925	50	33	7	-	3	6	1	-	Lots of comments about her last video.
Noemiemakeu ptouch 717'000	N°11c – <i>Rubber mask</i> Dr.Jart	24'028	50	22	5	2	10	8	3	-	No specific observation
Noemiemakeu ptouch 717'000	N°12c – <i>Body spray</i> Baija Cosmetique	17'942	50	33	6	-	6	3	2	-	Lots comments about her last video.
Noemiemakeu ptouch 717'000	N°13c – <i>Japanese Camellia crème</i> BodyShop	14'935	36	-	6	-	5	19	5	1	Influencer asked what was their favourite cream for the body. Lots of random comments answering her question.
Horia_insta 1'300'000	N°14c – <i>Glow Kit</i> Anastasia BeverlyHills	51043	50	31	9	-	8	1	1	-	No specific observation
Sananas2106 1'700'000	N°15c – Limited edition highlighter Chanel	49'344	50	7	28	2	5	5	3	-	No specific observation

Sananas2106 1'700'000	N°16c – <i>Liquid Glow Highlighter</i> Anastasia BeverlyHills	39'085	50	17	7	-	20	-	6	-	Lots of emoji from snapchat followers (official emoji between the influencer and its snapchat followers)
Lufyyy 975'000	N°17c – <i>EVO Brushes</i> Iconic London	47'669	50	14	14	-	6	15	1	-	Lots of comments asking her a review and tutorial video with these brushes.
Beauteactive 880'000	N°18c – <i>Refining Concentrate</i> L'Occitane	22'620	48	13	16	-	5	9	5	-	No specific observation
Sananas2106 1'700'000	N°19c – <i>Metal Mood Lipstick</i> NYX Cosmetics	40'800	50	30	4	-	14	2	-	-	Lots of emoji from snapchat followers or special hashtags (official emoji and hashtags between the influencer and its snapchat followers)
Enjoyphoenix 4'200'000	N°20c – <i>Eye contour</i> Benefit	66'670	50	6	4	1	8	25	6	-	Lots of advertisement in the comments from random people. Incomprehension of the product for some followers, lots of questions about its use.

Appendix 2a : Example of calculation of weighted average result

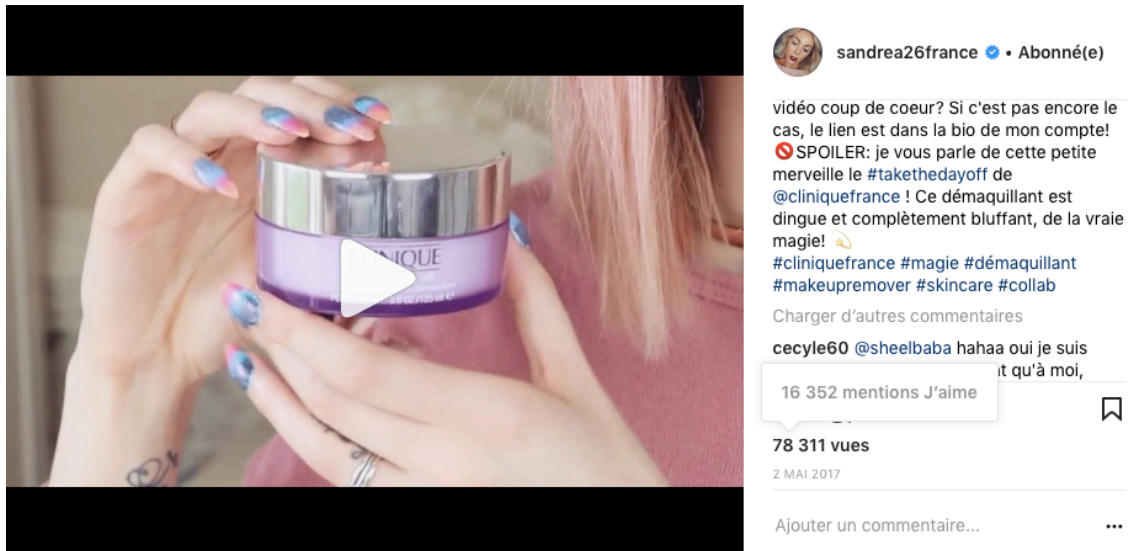
Category: Small influencers			
Post number	Total number of comments by post	Positive comments	Percentage of positive comments by post
11a	36	2	6%
18a	50	20	40%
19a	50	17	34%
4b	50	32	64%
16b	50	4	8%
18b	50	27	54%
Weighted average percentage of postive comments			34%

Category: Small influencers			
Post number	Total number of comments by post	Positive comments	Percentage of positive comments by post
11a	36	2	6%
18a	50	20	40%
19a	50	17	34%
4b	50	32	64%
16b	50	4	8%
18b	50	27	54%
Weighted average percentage of postive comments			=SOMME(F5:F10)/6

Appendix 3 : Lists of the posts selected for the Customer engagement analysis

Disclosure language

Post 1a <https://www.instagram.com/p/BTlvWCzgWR8/?taken-by=sandrea26france>



Post 2a <https://www.instagram.com/p/BdAsc8jgXJT/?taken-by=sananas2106>



Post 3a <https://www.instagram.com/p/BbhvNaugqVv/?taken-by=sananas2106>



sananas2106 • Abonné(e)

sananas2106 Je vous avais dit que je cherchais une nouvelle routine pour mes cheveux 🙋♀️ Et de préférence sans sodium laureth sulfate (SLS free) ! J'ai trouvé 😊 En attendant de tester l'une des gammes que vous m'avez conseillées (merci Mille fois!!!) j'ai décidé de commencer celle de chez @hairburst que j'avais reçu il y a déjà plusieurs semaines. Elle est juste WAOUH ... 🤩🤩 Je ne crois que ce que je vois et ce que je teste ! Cette routine est juste GE-NIALE 🙌 Mes cheveux sont vraiment doux, soyeux et hydratés ! Ils brillent énormément (n'hésitez pas à terminer par un jet d'eau froide) Je l'ai vu dès le premier shampoing (je vous avais même fait des snaps il y a plusieurs jours et vous m'aviez demandé ce que j'utilisais pour mes cheveux en ce moment). Cette gamme est à base d'huile d'avocat et de noix de



94 227 J'aime

15 NOVEMBRE 2017

Ajouter un commentaire...



Post 4a <https://www.instagram.com/p/BhXtqqZhvDF/?taken-by=lozcurtis>



lozcurtis • Abonné(e)

lozcurtis who doesn't love a good before and after?! 😊 I used the @lovingtanofficial 2hr express mousse in dark, my current fave ✨ You can use the code 'loztan' to get a free deluxe applicator mitt with any mousse purchase! 🛒👉 #collab

Charger d'autres commentaires

troubleee7 Please making a pack with me video for cochella!

moneypenny_xo Do you apply it to your palms? They are the same colour as your arms?

morgan.banktson @taylor.banktson

britzizlmynizzl Really love and appreciate your latest youtube video, refreshing to hear the good and bad 🍷

julia_detommaso Pretty awesome

janetzubiarrain Love the before.♥



18 813 J'aime

IL Y A 5 JOURS

Ajouter un commentaire...



Post 5a <https://www.instagram.com/p/BhZcMKvg5wt/?taken-by=noemiemakeuptouch>



noemiemakeuptouch • Abonné(e)

noemiemakeuptouch Hey les amis, il est temps que je vous parle de ma routine capillaire que j'ai adoptée il y a deux mois, je voulais absolument tester sur la longueur pour voir les réels effets sur mes cheveux, j'utilise le shampoing, l'après-shampooing et les compléments alimentaires de la marque @hairburst_fr et @hairburst ! Résultat: mes cheveux ont poussés clairement plus vite que d'habitude, limite je n'en reviens pas ! Ils les rendent aussi plus doux et brillants 🧡 ♀ bon rien à voir mais j'adore le packaging hyper pop et l'odeur de noix de coco des produits, c'est aussi à Voilaaaaa ce que je voulais vous en dire 🌸 Et avec le code noemie10 vous avez droit à 10% sur tous les sites de @hairburst fr.hairburst.com plein de bisous 🤗 #HairBurst #Hair #EnCollaboration @hairburst_fr



29 482 J'aime

IL Y A 4 JOURS

Ajouter un commentaire...



Post 6a <https://www.instagram.com/p/BfDu5T1gx8o/?taken-by=noemiemakeuptouch>



noemiemakeuptouch • Abonné(e)

noemiemakeuptouch Nouvelle video en ligne les amis 🌸 n'hésitez pas à aller la voir, j'ai énormément travaillé dessus et j'espère qu'elle va vous plaire. Oh et vous avez vu cette nouveauté @givenchybeauty , le petit dernier de la marque se nomme Live Irresistible Blossom Crush c'est un parfum aux notes fleuries associés à la fève de cacao qui le rend magique c'est un véritable coup de coeur 🥰 Bon visionnage mes soleils, Love You ❤️ #Givenchy #LiveIrresistible #BlossomCrush #MyIrresistibleCrush #NouvelleVideoEnLigne #GRWM #EnCollaborationAvecGivenchyBeauty #BonDimancheLesAmis

Charger d'autres commentaires

nozomimeiko J'ai acheter y a un petit mois ce parfum et je m'en passe plus *-* ♥♥



33 085 J'aime

11 FÉVRIER

Ajouter un commentaire...



Post 7a <https://www.instagram.com/p/BgfpZK6hRLe/?taken-by=lozcurtis>



lozcurtis • Abonné(e)

lozcurtis If you have blonde hair and you're sick of how brassy and yellow it gets - do yourself a favour and try the @fudgehair Clean Blonde Shampoo (best selling shampoo in Priceline) and Conditioner! They neutralise the brassy tones and keep your blonde looking so clean and so freshhh 🍷
 ✨ Fudge have also just launched an awesome new product called Blonde Violet Tri-Blo. It's a toning heat protection spray with violet micro-pigments - perfect for neutralising those yellow-orange tones! Such a cool idea. Right now at @pricelineau you get a freeeee Blonde Violet Tri-Blo if you buy a Clean Blonde Shampoo & Conditioner 🍷 Happy shopping! 🍷
 #cleanblonde #yourbestblonde #collab

Charger d'autres commentaires

lauratenels Bought it 🍷 ♀



18 669 J'aime

19 MARS

Ajouter un commentaire...

Post 8a <https://www.instagram.com/p/BT4Qu8zgDfY/?taken-by=perfecthonesty>



perfecthonesty • S'abonner

perfecthonesty ✕ Nouvelle vidéo en ligne 10 CONSEILS ÉPILATION (lien dans ma bio) dans laquelle je vous parle des nouvelles bandes de cire froide prêtes à l'emploi de @nair_fr : maillot et aisselles au lait de coco nourrissant et jambes à la cerise adoucissante ! 🍷
 #PartieDeJambesEnNair #sponsorisé #summeriscomingsoon ✕

Afficher les 38 commentaires

florenemac @charliebeautyandco as-tu déjà essayé l'épilation orientale ? J'ai aussi les poils très fins et c'est la seule chose qui fonctionne sur moi ☺

charliebeautyandco @florenemac Non jamais, j'essaierai de me renseigner, merci pour le conseil ! ☺

charlene_90s_ ☺

entrida_Faced 🍷 🍷 🍷 🍷



15 612 J'aime

9 MAI 2017

Ajouter un commentaire...

Post 9a <https://www.instagram.com/p/BLb6lw-Aps-/?taken-by=beauteactive>



beauteactive • Following

beauteactive HYDRATATION HYDRATATION HYDRATATION C'est ce que me crient mes cheveux!!! Avec le sel de la mer quotidien et le soleil c'est une vraie galère de les entretenir! Je regrette tellement de ne pas avoir pu embarquer ma nouvelle routine Urban Moisture @shuemura_artofhair !!! Vous connaissez cette gamme? Pour hydrater les cheveux secs il n'y a pas mieux! C'est certain je vais me jeter dessus à mon retour! #shuemuraartofhair #haircare #collaboration #routinecheveux

View all 22 comments



14,704 likes

OCTOBER 11, 2016

Add a comment...



...

Post 10a <https://www.instagram.com/p/BKiq1nAgYRW/?taken-by=beauteactive>



beauteactive • Following

beauteactive Rien de tel qu'un bon petit déjeuner pour commencer la journée du bon pied! Côté hydratation lotion soin détox et masque détox éclat vitaminé #DetoxInTheCity #collaboration

View all 33 comments

franeclife J'adore cette marque 🍋

naturalbeautesouss Top 🍋🍋🍋❤️

ledefi5jours 🍋

blondie_lili 🍋🐱

amandynesworld Sacrément chouette ton bol @beauteactive 🍋

ilona.lgz_ C'est quand que le 3ème épisode sort de sort de mon corps

le_bienetre_au_quotidien @beauteactive superbe. Les produits cosmétiques bio, tu les trouves ou? Belle soirée à toi 🍋



21,468 likes

SEPTEMBER 19, 2016

Add a comment...



...

Post 11a <https://www.instagram.com/p/BaMqgFklqtB/?taken-by=mathildelacombe>



mathildelacombe • Abonné(e)

mathildelacombe L'eau micellaire créaline H2O @biodermafrance, mon premier et dernier geste beauté de la journée...je vous parle de ma routine de soins en détails sur le blog ! Le lien est dans ma bio. | taking the day off. #skincareroutine #sponsorisé #maiscestvraimentcequejutilise #crealineh2o #eamicellairedermatologique #bioderma #mybestpartner

Charger d'autres commentaires

les_violettes_ Pareil!! 🙌

myolifestyle La base 🌸 🙌

mathildelacombe @a.nneso16 il faut regarder sur leur site @biologique_recherche il y a la liste des instituts

camille_mallet Il faut que je me rachète une nouvelle eau micellaire mais j'hésite entre celle-ci et celle de La Roche Posay...



1 451 J'aime

13 OCTOBRE 2017

Ajouter un commentaire...

...

Post 12a <https://www.instagram.com/p/BJ0Awf0A6FQ/?taken-by=beauteactive>



beauteactive • Following

beauteactive Une belle découverte cet été: la crème nettoyante Vitamino Color de @lorealprofessionnelr 😊 Vous connaissez? Ça lave les cheveux sans mousser (ça s'appelle aussi low poo) J'adore car c'est sans silicone (parfait pour mes extensions) ça lave et soigne le cheveux en même temps! Vous avez déjà testé ce genre de produit?! #haicare #cheveux #collaboration #lorealprofessionnel #vitaminocolor #lowpoo #nopoo

Load more comments



17,594 likes

SEPTEMBER 1, 2016

Add a comment...

...

Post 13a <https://www.instagram.com/p/BZOCTCJAnR-/?taken-by=sananas2106>



sananas2106 • Abonné(e)

j'utilise le Moisture Surge, l' Hydratant Concentré Super Activé de chez @CliniqueFrance qui apporte + 179% d'hydratation 💧 Sincèrement avec les déplacements et le changement de climat j'avais la peau encore plus agressée ... Ce soin est AU TOP ✨ Vous pouvez l'utiliser de diverses façons : en base hydratante, en touche finale après votre routine et même au niveau de votre contour des yeux (vous savez à quel point j'ai le contour des yeux déshydraté je vous en parle tout le temps c'est à cause de ça que je ne peux pas porter n'importe quel anti-cernes) donc je suis ravie 😊 Si jamais vous recherchez un vrai boost d'hydratation foncez 🍀 Si ça vous dit avec le code SANANAS vous bénéficierez de -20% sur votre commande dès 15€ d'achats sur le site Clinique.fr 🇫🇷

#SponsoriséParClinique #MoistureSurge



23 929 J'aime

19 SEPTEMBRE 2017

Ajouter un commentaire...

...

Post 14a https://www.instagram.com/p/BgG_L3jg1X/?taken-by=sananas2106



sananas2106 • Abonné(e)

sananas2106 Make Up Close Up 🌸 Retour sur mon maquillage d'hier ! Je ne vous l'ai pas filmé ^^ J'ai réalisé mon make up des yeux avec les deux palettes de la collection #ItJustComesNaturally de chez @TooFaced et sur mes lèvres j'ai mixé deux rouges à lèvres de la même collection : « Send nudes » + « Skinny Dipping » 😊 Hâte que la collection débarque en France que vous puissiez la voir de plus près ! En attendant n'hésitez pas à aller voir ma dernière vidéo (lien dans la bio) j'ai réalisé un tutoriel 2en1 avec ces palettes, SIMPLE et CANON pour tout le monde 🍷

#PostSponsoriséParTooFaced
#NudeMakeUp #TooFaced
#ThePackagingIsEverything

Charger d'autres commentaires

fahramineuse Canoon



76 360 J'aime

9 MARS

Ajouter un commentaire...

...

Post 15a <https://www.instagram.com/p/BbOv7cAgn6U/?taken-by=thetiafox>



thetiafox • S'abonner

Melbourne, Victoria, Australia

thetiafox Current desk situation 📖 indulging on this apricot 🍑 and honey 🍯 treat! One of my favourite healthy snacks during the day inspired by the new Hair Recipe range. The older I get the more I realise how important it is to look after my body, my skin and my hair ✨ I'm putting more effort into my hair care routine and I've started using Hair Recipe Honey & Apricot Moisture Mask two times a week. It leaves my hair feeling luxuriously smooth and moisturised from the inside out! Available at @pricelineau

#HairRecipe #collab #theultimaterecipe

Charger d'autres commentaires

fiona.kay @thetiafox thanks babe! 😊 It sounds so delish, will need to try it some time 😍💕

franciluisax So beautiful 😍😍😍😍😍😍



8 941 J'aime

8 NOVEMBRE 2017

Ajouter un commentaire...



Post 16a <https://www.instagram.com/p/BbwNqdtAg3s/?taken-by=thetiafox>



thetiafox • S'abonner

Australia

thetiafox GIVEAWAY TIME! 🎉 Win a \$1000 L'Oreal Paris makeup haul and a \$1000 Priceline gift card!!!

To enter L'Oreal Paris Spring Giveaway, simply:

1. Regram this image on your Instagram feed
2. Use hashtag #LOrealSpringGiveaway and #lorealparisau

Enter as many times as you like to increase your chances of winning! Competition ends 11.59pm AEDT Thursday, 23 November 2017. Good luck!

@lorealmakeup @pricelineau #collab AU13+ only. See L'Oréal Paris Facebook page for T&Cs.

Charger d'autres commentaires

vannyroxx Great

williamberestka This is awesome!! It would be super cool if you would check out my



4 863 J'aime

23 OCTOBRE 2017

Ajouter un commentaire...



94

Post 19a https://www.instagram.com/p/BcNSMm5H_Kd/?taken-by=jennyplogstyle



jennyplogstyle • S'abonner

jennyplogstyle Loving my fresh and rejuvenated skin thanks to @AveneUSA. This super hydrating formula that can replace your AM moisturizer. Best for sensitive skin. Head over to AveneUSA.com to learn more! #YouthBoost #Partner #aveneusa

Charger d'autres commentaires

sshoppingsstyle 🍷🍷🍷🍷

surbeesuri These products are right up my alley too . One of the best in skincare

trishlindostyle Sounds like the perfect products 🍷❤️

cece.lam Avene looks amazing!!

dousedinpink Sounds like amazing products!

viv_li I wanna try them too!

caras.alali Good 🍷🍷



1 353 J'aime

2 DÉCEMBRE 2017

Ajouter un commentaire...



Post 20a <https://www.instagram.com/p/BKYZGtmAJqa/?taken-by=beauteactive>



beauteactive • Following

beauteactive Avant le sport, j'utilise le fluide détox et le contour des yeux détox. Ça me permet d'avoir une peau hydratée en toutes circonstances !

#DetoxInTheCity #collaboration

View all 25 comments

boissoneries Trop beau 🍷💖

mathildeuw 💖🍷

caroline__fan Magnifiques je t'aime trop ma Caro



16,301 likes

SEPTEMBER 15, 2016

Add a comment...



Ambiguous disclosure language

Post 21b <https://www.instagram.com/p/BRslRtjXf5/?taken-by=peekaboooblog>



 peekabooblog • Following


peekabooblog 🧑🏻 BEAUTY NEWS :
 @kikomilano vient de lancer une nouvelle collection capsule avec le designer « Super Duper » pour fêter ses 20 ans, complètement...CA-NON ! 💙
 Ils ont principalement tout misé sur le nude et le glow et ils ont tout compris 😊 Ca ne vous rappelle pas trop le packaging de Cendrillon ? 🧚🏻 J'ai eu l'occasion de tester une partie des produits en avant-première, je vous en parle d'ailleurs dans ma dernière vidéo partie beauté (swatches compris bien sûr, comme vous les aimez !) qui sort en fin d'après-midi !! 👏 😊 🧴 🧴
 Gros coup de coeur pour leur rouge à lèvres liquide marron, je sens que ça va faire un carton, hâte que vous me disiez ce que vous en pensez ! #kikotrendsetters
 #kiko20thanniversary #lessisbetter #ad #kiko

4,644 likes

MARCH 16

Add a comment...

Post 22b <https://www.instagram.com/p/BHfiW4oDvsN/?taken-by=peekabooblog>

 peekabooblog • Following

peekabooblog 🥰💙 Ce soir découverte de la nouvelle gamme visage #hydroboost de chez @neutrogenafrance ! Parfaite pour les peaux déshydratées comme la mienne, mais aussi pour faire le plein d'eau ! La gamme est assez large, tout pour démaquiller, nettoyer et surtout hydrater : c'est hyper rafraîchissant pour l'été ☺️Voici les deux produits que j'ai dans le collimateur 🧴💧 Ça sort mi-juillet en magasin et les prix sont plus qu'abordables 😊 Je vous ai tout snapé like always (peekabooo-blog) 📸

[View all 39 comments](#)

grimaldipitchoune Coucou ! Elle viens d'où ta veste kaki que tu portais dans tes snap lors de ta découverte neutrogéna ? 🤔🤔

fannyclvr Dispo en grande surface ?

laeti_56 @muril56 c'est pour toi

4,895 likes

JULY 5, 2016

Add a comment...

Post 23b <https://www.instagram.com/p/BUbyesthLjC/?taken-by=roxksaurus>



roxxsaurus • Following

roxxsaurus I've been loving the @lorealhair Elvive Colour Protect Low Shampoo! This one step wonder saves me time, keeps my coloured hair vibrant and feeling super soft plus it has no sulphates! What's not to love!? #sp #LowShampoo @lorealhair

Load more comments

the.princess.lara Your eyeliner is as sharp as a knife 😍😍

a_free_soul_forever So pretty 😍

remmy_grg 💜💜💜 my so gorgeous!! 😍

evie.e.x I tried it and it works miracles

fwtx.andreah 😍😍

hansengkatie Perfection 😍💕

branzbran.lit Nirvana💕

christinedolorx Perfectttt

anya_queen Fire 🔥



14,622 likes

MAY 23

Add a comment...



Post 24b https://www.instagram.com/p/BcD1EdPg_eD/?taken-by=jenniferhenrynovich



jenniferhenrynovich • S'abonner

jenniferhenrynovich I can't believe November is already coming to an end! The weather getting cooler has caused my skin to get a bit dry so I'm reaching for my @botanicsusa 100% Organic Facial Oil with Rosehip (I've been in love for so long now!) to hydrate my skin overnight. This hero facial oil makes my skin so soft and smooth by morning! I apply two dropper-fulls to my palms and massage into my face, neck, décolleté, and even up into my hairline. My skin drinks it right up for overnight moisture! I'm stocking up at @walgreens since I go through this like crazy... buy 2 get the 3rd free deal going on until 12/5! #theplantone #ad #nighttimeskincaroutine #botanicsusa

Charger d'autres commentaires

lifeluturios I cannot either!! I need to try this



3 829 J'aime

29 NOVEMBRE 2017

Ajouter un commentaire...



Post 25b <https://www.instagram.com/p/BcpnVGjnAhv/?taken-by=roxxsaurus>



roxxsaurus • Following

roxxsaurus I've just posted a new video on my channel testing out some drugstore products including the @impressmanicure Press On Gel nails which I'm loving! Available at @superdrugloves Link is in the bio!! #impressmanicure #ad

Load more comments

lisa.lena.choose Amazballs 🥰🥰

sofiasmily Love it 🥰🥰

amal_ess22 🥰🥰

x_emilia_x 🥰🥰🥰🥰

nidhirawal_15 I am actually repeating myself....these nail look gorgeous🥰🥰🥰🥰🥰🥰🥰🥰🥰🥰....(I know I already said this in the video's comment section🥰)

hibahakimi Very beautiful🥰🥰🥰🥰🥰
❤️❤️❤️❤️



21,927 likes

DECEMBER 13

Add a comment...



...

Post 26b <https://www.instagram.com/p/Bb3tFI4AsHh/?taken-by=danimansutti>



danimansutti • Following

danimansutti Still keeping my hair fresh as possible with my favourite lil @batisteau dry shampoo 🥰 I love love love the scent "sweetie" - it's beyond gorgeous 🥰❤️ Seeing so many benefits by using this instead of washing my hair too often! 🧴
♀ #ad

Load more comments

sofiacatalalopez This make up is goals! Stunning as always 🥰 @danimansutti

ingridhoyek I used this dry shampoo but i feel like i got more dandruff after using it so i stopped it, i may be using it wrong but it may also be from the product itself. Any advice? x

_whoodaattt ❤️❤️❤️

ellie_gsmith The colours in your makeup are gorgeous !



17,206 likes

NOVEMBER 24

Add a comment...



...

Post 27b <https://www.instagram.com/p/BZt3-Ygn3R8/?taken-by=roxxsaurus>



roxxsaurus • Following

roxxsaurus I picked up these @hairburst bits recently & I have been loving the difference they're making to my hair. Even after having my hair coloured, my hair feels so healthy and strong! And they're actually cruelty free! I have a 10% off discount code 'Roxi10' if you guys wanted to try them! Let me know in the comments if you do!! 🥰
#ad

Load more comments

wickedwitezee Hi*

tenzap99 I would love try and buy these 🥰

darkparadise_queen1 I want to try
_vanessa__p U look so amazing! Your seriously my role model in a lot of ways! Actually your my role model over all! I love u and all your videos sooo much! And u have the best hair ever! 🥰🥰🥰🥰🥰🥰🥰🥰



18,396 likes

OCTOBER 1

Add a comment...



Post 28b <https://www.instagram.com/p/BWVeKKThvWT/?taken-by=roxxsaurus>



roxxsaurus • Following

roxxsaurus The sunny weather is getting me so excited for the summer holidays! Go watch my summer night routine (Link in the bio) where I include some of my go to summer products including the Braun Silk-épil 5 Starter Kit with new Beginner Cap which is great for those new to root hair removal and the clever compact Venus Snap which is a must have for flawless on-the-go touch ups #BraunBeginnerCap #VenusSummerSnap #SummerReady #ad

Load more comments



17,870 likes


JULY 9

Add a comment...



Post 29b <https://www.instagram.com/p/BGO44jfxYks/?taken-by=roxxsaurus>



 roxxsaurus • Abonné(e)

roxxsaurus Easiest contour ever! 2 strokes and I'm good to go! @maybelline #MaybellineSquad #VShape #ad

Charger d'autres commentaires

olivia.renahan @milly.grange
millygrange14 I'm gonna get that
millygrange14 @olivia.renahan
olivia.renahan Lol looks good @milly.grange
stephaniedecloedt @justinedupon.t
lucybarry_ Yes, but she isn't a potato.
@haplesseva
a_7a_7m @f6im_21345 شوفي ذا الكنتور
f6im_21345 @amasiali89 يجنن بس ليه بيدها
a_7a_7m @f6im_21345 منري شكلها ماعندها فرشه
laya_n__bk @lamo_bk

44 557 vues

4 JUIN 2016

Ajouter un commentaire...

Post 30b <https://www.instagram.com/p/BbPo39FhHKT/?taken-by=noemiemakeuptouch>



 noemiemakeuptouch • Abonné(e)

noemiemakeuptouch Hey mes soleils, vous avez-vous vu ma Morning Routine? Je vous montre ma matinée en détail, j'y utilise le nouveau fond de teint de @cliniquefrance C'est le Even Better Glow, il fait un teint tellement joli et lumineux 🐱 N'hésitez pas à aller voir la video sur ma chaîne 🐱

#clinique #EvenBetterGlow #Teint #glowy #CliniqueFrance #ad #NouvelleVidéo #youtube #touchfamily #menacefamily #makeup #soin #MorningRoutine

Charger d'autres commentaires

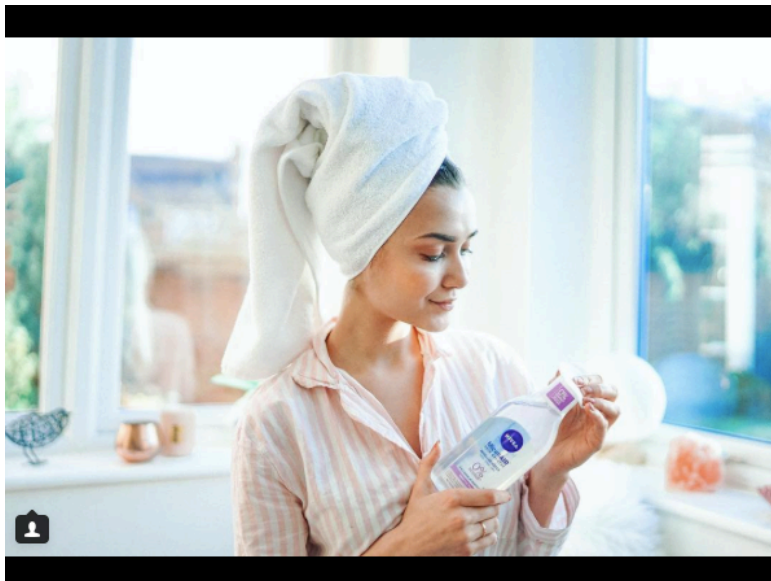
thesweetmakeup Bon Anniversaire 🎉🎉🎉 profité bien de cette journée ❤️❤️❤️
victoria._mrt Bonne anniversaire 🎂
_soso_907 Bon anniversaire ❤️❤️❤️
albane_du69 je l'ai ce fond de teint je l'aime trop

33 175 J'aime

8 NOVEMBRE 2017

Ajouter un commentaire...

Post 31b <https://www.instagram.com/p/BgjcvcHnm48/?taken-by=roxksaurus>



roxksaurus • Abonné(e)

roxksaurus GUYS! If you haven't tried the NIVEA Micellar Cleansing Water you're so missing out! I use it to remove my makeup everyday, it's great as it doesn't leave any product residue on your face and is suitable for sensitive skin. Perfect for those days when you just need to get your makeup off quickly! @nivea_uk #NIVEAUK #ad

Charger d'autres commentaires

keren_hardyxx what a queen roxi xxx i love you so much! xxx inspirational and



17 035 J'aime

20 MARS

Ajouter un commentaire...



Post 32b <https://www.instagram.com/p/BayRFGOheQB/?taken-by=enjoyphoenix>



enjoyphoenix • Following

le lien est dans la bio ♡ Il s'agit d'un Chit Chat Makeup ou je vous parle des prochains projets que je prépare pour vous en vous montrant mon makeup du moment 🙌 Je vous parle aussi de ce nouveau fond de teint @cliniquefrance que j'utilise ces derniers temps pour cacher et traiter mes taches d'acné ! Si vous voulez voir le résultat, je vous invite à regarder la vidéo ♡ Dites moi dans les commentaires ce que vous pensez qu'il va y avoir comme cadeaux pour le concours des 3M d'abonnés sur ma chaîne 😊 J'ai trop hâte de vous la mettre en ligne samedi prochain ♡ .

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. .

#Makeup #CliniqueFrance #EvenBetterGlow #Clinique #Fall #AD



92,452 likes

OCTOBER 28

Add a comment...



Post 33b <https://www.instagram.com/p/Bb31T0ZA4Ud/?taken-by=noemiemakeuptouch>



noemiemakeuptouch • Following

noemiemakeuptouch WARNING ⚠️ Vous avez vu les offres de malade en boutique et sur le site de @nocibe_france ? 🤔 Il y a deux nouveaux produits à prix ultra cassé chaque jour, pour aujourd'hui c'est l'eau de parfum 50ml La Petite Robe Noire Black Perfecto de Guerlain qui est à -40% et le Kit de masques SOS Hydratation de Nocibé à -50% ça vaut trop le coup le lien est dans ma bio ! Ce sont des super idées de cadeaux de Noël 🎄 Et il y a d'autres super offres sur nocibe.fr ! #Nocibe #BlackFriday #Gift #Guerlain #Ad

Load more comments

inspirationspinterest7305 Si tu t'ennuies passes faire un tour sur mon compte 😊

justinelml @kaprieliouh je pourrais pas non plus.. il faut avoir les épaules vachement solides! après je pense que ils y font plus



20,886 likes

NOVEMBER 24

Add a comment...



Post 34b https://www.instagram.com/p/BV__7_mAr4o/?taken-by=noemiemakeuptouch



noemiemakeuptouch • Following

noemiemakeuptouch La dernière fragrance #monpremierparfum de @lolitalempickaofficial 🤔 c'est une merveille olfactive et le flacon est sublime ! Il est disponible en exclusivité chez @nocibe_france n'hésitez pas à m'en dire des nouvelles si vous allez le sentir! Un nouveau vlog est disponible sur ma chaîne de vlog, le lien est dans ma bio 📺 #lolitalempicka #monpremierparfum #nocibé #ad

Load more comments

maevasbgh il est vraiment beau le flacon et je t'adore Noémie continue t es vidéo

queeny1308 Mais ce parfum je l'avais vue dans ta vidéo on est d'accord qu'il est trop beau 🥰

sana_akoz Sublime 💜

icanna64001 Tu fais des trop belle photo tu



30,234 likes

JULY 1

Add a comment...



Post 35b https://www.instagram.com/p/BR_qSpJl7E/?taken-by=noemiemakeuptouch



noemiemakeuptouch • Following

noemiemakeuptouch La nouvelle collection Less Is Better de @kikomilano est complètement dingue 🤪 packaging de dingue, couleur et texture au top, je valide ✓ Je vous en parle dans ma nouvelle video avec pleins d'autres produits, le lien est dans ma bio 📺
Love you mes soleils ☀️ #kikomilano #lessisbetter #kikotrendsetters #Kiko20thAnniversary #crashtest #ad #menacefamily #touchfamily

Load more comments

martina_stoessel_666 Je t'adore 💕💕💕

juliiiiiedd La palette est diiingue 😍😍 je vous adore !!!

giniedanet La palette m'intéresse

nono_zam Mama la palette 💋💋
@noemiemakeuptouch



24,514 likes

MARCH 23

Add a comment...



Post 36b <https://www.instagram.com/p/BgEpHo7h9u1/?taken-by=jenniferhenrynovich>



jenniferhenrynovich • S'abonner

jenniferhenrynovich Living the luxe life with a spa bath at home! I love using the @loccitaneusa Shea Fabulous Shower Oil because it keeps my skin hydrated during these colder months and repairs my dry skin #loveloccitane #giftafriend #ad

jenniferhenrynovich .

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. .
. .

#feelfreefeed #seekthesimplicity #postitfortheaesthetic #sodomino #myhousebeautiful #theartofslowliving #verilymoment #littlestoriesofmylife #momentsofmine #livethelittlethings #darlingweekend #seekmoments #morningslikethese #fridayfeeling #daintydiscoveries #sundaystyleloves #styleonmytable



5 067 J'aime

8 MARS

Ajouter un commentaire...



Post 37b https://www.instagram.com/p/BUokHXgAKeE/?taken-by=horia_insta



horia_insta • Following

horia_insta Si vous êtes sortis hier et que vous avez du mal à vous en remettre, une vidéo 10 conseils pour survivre à un lendemain de soirée est dispo sur ma chaîne <https://youtu.be/osqFnBRt1s> ! Et j'espère que vous vous êtes démaquillés hein 😊😊 PS : bonne fête à toutes les mamans !!! ❤️ | #lendemaindesoiree #clinique #takethedayoff #cliniquefr #ad #oliveyou

Load more comments

lisa.and.mathilde Tu sais que je t'aime et que je ferai tout pour te voir !! 💖💖 olive you 💖💖

hortense_cdr 🍷🍷🍷

josephinecdr_ Les limaces ca a pas d'os 🤪🤪🤪

laureen_1_7 Moi aussi c'est Laureen mdr 🤪🤪 #tomeasaville 🍷🍷🍷



28,031 likes

MAY 28

Add a comment...



Post 38b <https://www.instagram.com/p/BhCG8nRhJMB/?taken-by=jenniferhenrynovich>



jenniferhenrynovich • S'abonner

jenniferhenrynovich I've been trying to incorporate more pro-collagen products into my skincare routine and have been testing out the @ELEMIS Face The Future three piece collection. You know a love a rich and thick moisturizer to hydrate my skin like the Pro-Collagen Marine Cream and the Pro-Collagen Cleansing Balm removes every last bit of my makeup. And the Pro-Collagen Overnight Matrix is a great smoothing night cream. On QVC for the month of April for over 70 percent off #facethefuture #ad #elemisinfluencer

Charger d'autres commentaires

indigoheightsblog I love Elemis spa facilities

cathysrf Your skin looks so pretty

thecoolmomsblog I need that cleansing bomb now!



6 200 J'aime

1 AVRIL

Ajouter un commentaire...



Post 39b <https://www.instagram.com/p/BaUMyoFDPI0/?taken-by=thedollbeauty>



thedollbeauty • Following

thedollbeauty ✨ INSTANT HOLLYWOOD GLOW ✨
1 application matin et soir et BIM! La peau rayonne sans briller (les peaux grasses/mixtes savent de quoi je parle 😊).
#VOLCASMIC est le premier soin mat et hydratant de #glamglowfrance qui sert de base de makeup! 🌟 En un mot, la peau devient FLAWLESS 😊 (Tag un/une ami(e) qui kifferait ce produit 😊)
#ad

Load more comments

yasmine_hanafi @thedollbeauty 😊😊

fadiaaahh troooop mignonne 😊

kenztdne J'ai fait le premier com 😊😊😊

yacine_nadale 😊😊

ninaalmq La peau rayonne sans briller, wtf ?

_kik_a 🌟🌟🌟🌟🌟🌟🌟🌟🌟🌟🌟🌟🌟🌟🌟🌟



45,152 likes

OCTOBER 16

Add a comment...

...

Post 40b <https://www.instagram.com/p/Bc-h6ArlnkN/?taken-by=beauteactive>



beauteactive • Following

beauteactive Trop heureuse de redécouvrir le bonheur d'utiliser un sèche cheveux @DysonHair même chez Maman! Une super idée cadeau pour les fêtes si vous souhaitez gâter vos proches 😊 #DysonHair #ad

Load more comments

capilotracte @lizabphotography si elle ne faisait que des vidéos YouTube son salaire ne serait pas énorme vu combien elle touche par vues...c'est les partenariats qui rapportent le plus...on ferait tous la même chose si ça pouvait nous faire gagner plus d'argent...arrêtons d'être de mauvaise foi 😊

solenepink8 Trop belle

lizabphotography @capilotracte Il y a partenariat et partenariat. Quand c'est discret et intégré correctement ça ne me pose pas de souci, mais quand c'est ausdi



25,312 likes

DECEMBER 21

Add a comment...

...

No disclosure language

Post 41c https://www.instagram.com/p/BT_GdwRAZpK/?taken-by=danimansutti



Post 42c <https://www.instagram.com/p/BYdrGzYh-2s/?taken-by=noemiemakeuptouch>



Post 43c <https://www.instagram.com/p/BDyx3Y1xYrM/?taken-by=roxksaurus>



roxxsaurus • Following

roxxsaurus These little beauties have definitely "up'd" my foundation game big time! Make sure you watch my latest spring makeup tutorial to see them in action @thebodyshop

View all 34 comments

jennacournoyer @emily._gu

stephies_art Roxi I drew you!

briii_briii Neat neat neat

mariatoli I have this foundation

ktea_p Omg neeed the product on the left @courtneyplucknett

ktea_p @mariatoli is it very high coverage? :)

missathena.14 @roxksaurus could you recommend a primer please? I really don't know which brand to buy.. And i don't really know what it does actually



4,783 likes

APRIL 4, 2016

Add a comment...



Post 44c <https://www.instagram.com/p/BcC2PKeAye1/?taken-by=sandrea26france>



sandrea26france • Following

sandrea26france WOAHHHHH! Les nouveautés exclusive pour Noël de @lauramercier Magnifique!!!

Faites glisser pour découvrir le coffret "Sweet Temptations" une super belle idée cadeau!!! Mon prochain goal dans ma vie maintenant c'est de trouver le temps de prendre un bain! Hahah Sinon sur la première photo vous avez cette jolie palette composée de 4 highlighter mais évidemment peuvent aussi être utilisés en tant que fards. Et finalement l'illuminateur visage exotique pour une teint réchauffé et lumineux!

J'ai pas toujours des aussi gros coups de coeur pour les produits Laura Mercier mais là - J'ADORE! * La collection est disponible au Bon Marché et au Printemps!



29,140 likes

NOVEMBER 28

Add a comment...



Post 45c <https://www.instagram.com/p/BWxpFu2gPkP/?taken-by=sandrea26france>



sandrea26france • Following

sandrea26france 🤩 Les Highlighter Liquid Glow de @anastasiabeverlyhills - OMG! De gauche à droite: Perla, Bronzed, Oyster & Peach Fizz! Vous en pensez quoi?!? Lequel vous attire le plus? Perso j'ai un peu envie de m'en tartiner de partout! #glow #highlighter #liquidglow #anastasiabeverlyhills

Load more comments

fantoche08 Ils sont tous très beau mais j'ai un petit faible pour Oyster

marion.verdonckt Oh non ils sont juste magnifiques !!!!

alicioulef Trop Beau !

justemaria14 J ' adore c ' est tros beaux

pauline_lgd Wow 🤩

__girlsbelike__ Wouaaaaah mais ils sont juste canooooon j'ai pas les mots 🤩🤩 (



25,521 likes

JULY 20

Add a comment...

...

Post 46c <https://www.instagram.com/p/BMwZH8OD4eD/?taken-by=aurelaskandaj>



aurelaskandaj • Following

aurelaskandaj Je suis complètement amoureuse de ce rouge à lèvres de @nyxcosmetics_be. Celui que je porte c'est le LIPLI02 Embellissement 🙌 Je n'avais pas l'habitude de porter ce genre de couleur mais maintenant je n'arrive plus à m'en passer 🤩 Et vous, c'est quoi votre rouge à lèvres préféré ?

Load more comments

Imcharlott @cecile.osst j'ai le même 🤩🤩

cecile.osst Ohh nonn jlaime trop cette fille



8,172 likes

NOVEMBER 13, 2016

Add a comment...

...

Post 47c <https://www.instagram.com/p/BLsxSEgh1dJ/?taken-by=lufyyyy>



lufyyyy • Following

lufyyyy Hello les poupées 🌸 On commence la journée avec un paquet contenant ces petites choses! Les nouveaux Labello NEON 🌈 Hormis le fait de vous laisser les lèvres hydratées, les capuchons sont phosphorescents sous une lampe UV 💡 Vous préférez lequel? 🔍 Pour info c'est une édition limitée déjà dispo dans certains magasins! Sinon comment se passe votre matinée filles? Ps : si vous voulez vous amuser avec une lampe néon, Labello NEON organise un concours ici : <http://www.fr.labello.be/neon> #whatsyouneon #Labello_be #chapstick #rings

Load more comments

chloe.fndz J'en avait trop plein quand j'étais petite 🥰💕💕💕

je_suis_un_ours J'ai le rose 🍷



40,890 likes

OCTOBER 18, 2016

Add a comment...



Post 48c https://www.instagram.com/p/BK_GumKDbDd/?taken-by=aurelaskandaj



aurelaskandaj • Following

aurelaskandaj Mon nouveau petit coffret 🥰💕

View all 31 comments

angeliepn Les couleurs !! 🌈🌈

c_amiee Ouh la chanceuse 🥰

aurelaskandaj @mogo_dlv de chez Mya Bay

mathyyms Magnifique comme toi omg 🥰

coralieobrien Oh mon dieuuu ils sont magnifiques ! Les teintes 🥰🥰

gwendoline_dm 🥰

comptedeprincess La chance 🥰

flavie274 @louiiise25 🥰💕💕

louiiise.25 De quoi ? 🥰💕💕 @flaviie2

flavie274 @louiiise25 ah ne me suis trombe de photo merde 🥰💩



7,437 likes

SEPTEMBER 30, 2016

Add a comment...





Load more comments



DECEMBER 10

Add a comment...

A collection of Ritual of Rainforest skincare products is displayed on a light-colored wooden tray. The products include two jars of Body Butter (one labeled 'Body Butter' and the other 'Body Butter'), a can of Body Mist, a tube of Body Lotion, and a bottle of Body Oil. The products are arranged in a row, with the jars on the left and the spray, lotion, and oil on the right. The background shows a blurred bedroom setting with a bed and pillows.



[Load more comments](#)

_manu_fiore Je l'adore! 😍

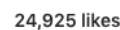
marylou.bdx 💕💕💕💕💕💍💎💕💕

saraivadacruz3002 C est trop beau

lalalalalalalalalala._. Oh j'adore ! 😊

krysta__ribet ❤️❤️❤️👑👑👑💍💍💍

marietoscantmontecristo wow ! des produits SPa, moi il ya une éternité que je ne me suis pas rendu au HAMMAMbref il y à 1 an.



AUGUST 7

Add a comment...

Post 51c <https://www.instagram.com/p/BSMH5DNhgZ4/?taken-by=noemiemakeuptouch>



noemiemakeuptouch • Following

noemiemakeuptouch Dr.Jart + || ces masques sont vraiment déments 😊 et utilisés lors du dernier défilé Kenzo pour procurer une peau de rêve aux mannequins ! Forcément j'adore le packaging aussi ahah pas vous? Love you mes soleils ☀️ un nouveau vlog à la maison est en ligne depuis hier, le lien est dans ma bio Instagram 📺

Load more comments

blondalili 🍷🍷🍷

moonlight.04.06 @noemiemakeuptouch ces qui a gagner le concours instagram? 🍷🍷

claravit4 j'adore aussi haha #teamsnap 🍷🍷🍷🍷🍷🍷

une_lyceene J'adore 🍷

justynemakeupp 🍷🍷



24,028 likes

MARCH 28

Add a comment...



Post 52c <https://www.instagram.com/p/BQlwZxRg7Ac/?taken-by=noemiemakeuptouch>



noemiemakeuptouch • Following

noemiemakeuptouch Oyééééé oyééééé 🎉
🎉 Regardez-moi ces nouveautés @baija_cosmetique ! Ce sont des brumes pour le corps, je fonde littéralement pour la "Brume Moana" qui sent l'été a plein ☀️ ! Ohhhh et il y a une nouvelle video (plutôt louche) en ligne 🍷 Le lien est dans ma bio ! #baija #oùestlété

Load more comments

le_journal_dune_ronde Où peut on trouver ces brumes? J'en ai entendue parler et je dois avouer qu'elles me tentent pas mal. En + du packaging ultra chou, il y as l'air d'avoir de bonnes odeurs, agréables à porter... :)

noemiemakeupfan7 Elles ont l'air superbe 🍷

maiwenngaelle Elles sont trop belles les brumes

blondalili 🍷🍷🍷🍷🍷🍷



17,942 likes

FEBRUARY 5

Add a comment...



Post 53c <https://www.instagram.com/p/-y3hFHS8DX/?taken-by=noemiemakeuptouch>



noemiemakeuptouch • Following

noemiemakeuptouch Je suis amoureuse de ce beurre corporel @thebodyshopfr en ce moment, une texture tellement onctueuse et une odeur divine 🌸 Et vous quel est votre produit corps chouchou ? ✨ Ps: Night-Routine en ligne, le lien est dans la bio ✨

Load more comments

anais_mili Cc noemie je suis abonner a ta chaine hier et j'adore tes videos

capucinemakeup123 Sit noemie tu peut t abonner a ma chaine car j ai suprimé mon autre compte

capucinemakeup123 Lol

beeyou1511 J'en suis juste fan @noemiemakeuptouch 💜💜

jenny_grc_13 J t'adore 🖤

navlaperla c'est mon produit chouchou



14,935 likes

DECEMBER 2, 2015

Add a comment...

...

Post 54c https://www.instagram.com/p/BMTeYWXhH7C/?taken-by=horia_insta



horia_insta • Following

horia_insta "Glitter makes everything better" ✨

Accro à la palette Glow Kit

@anastasiabeverlyhills en ce moment ! 🌟

#abh #anastasiabeverlyhills #glowkit #abhglowkit #inlove

Load more comments

jujurose_18 Trop belle palette

izel.aydogan @amelierichart c trop beau je le veuxxxxx 🥰🥰🥰

melina_272004 Je n'est jamais tester la marque anastasia beverlyhills sa me donne envies de tout acheter

manon_mltz Omgggg c trop beauuuj 🥰🥰🥰

karina.stdhn Elle est magnifique cette palette

katmakeup france Mais on peut la trouver



51,084 likes

NOVEMBER 2, 2016

Add a comment...

...

Post55c <https://www.instagram.com/p/Bbw76VHgvRj/?taken-by=sananas2106>



sananas2106 • Following

sananas2106 LE SIGNE DU LION 🦁 Signe astrologique de Gabrielle Chanel ✨ Vous le saviez ? ^^ C'est un highlighter en édition limitée ! Si vous êtes collectionneuse vous allez avoir envie de craquer 😍 Je l'ai en teinte OR ROSE mais il existe aussi en teinte OR BLANC 😊 C'est un bijou je n'ai pas envie de plonger mon pinceau dedans 😊 Pour les intéressés il coûte 65€ ! Non ce n'est pas donné je suis d'accord mais c'est CHANEL 💎 Vous en pensez quoi ? Dites moi 😊 PS : Vous avez vu ma vidéo playlist d'ado ? Le lien est dans la bio ! 😊 Et demain nouvelle vidéo à 12h !!!

Load more comments

stephparise 😍😍😍😍

melissanebor Il est trop beau comme toi d'ananas #je t'aime vraiment continue comme sa



49,344 likes

NOVEMBER 21

Add a comment...



Post 56c <https://www.instagram.com/p/BWu8FZdAhDX/?taken-by=sananas2106>



sananas2106 • Following

sananas2106 @anastasiabeverlyhills Liquid Glow 🌟✨ Quand on parle de glow and d'Highlight je ne suis jamais loin 🌟 Trop jolis ces nouveaux produits ! J'essaie de me renseigner sur la date de sortie en France 🇫🇷 ♀ En tout cas la pigmentation est au rendez-vous comme toujours avec Anastasia 😊👉 #AnastasiaBeverkyHills #ABH #LiquidGlow #ABHLiquidGlow PS : Pour ceux qui l'ont loupé je vous ai posté un LOOKBOOK hier ! Le lien est dans la bio 🐱🐱🐱

Load more comments

camille_gyx #teamsnapananas 🍌🍌🍌🍌

shaiyga_ Je suis maintenant sur Insta 😊 #teamsnapananas

atachiantegblog Wow la pigmentation est folle 🤩🤩🤩🤩🤩🤩



39,166 likes

JULY 19

Add a comment...



Post 57c <https://www.instagram.com/p/BMospf8Brzs/?taken-by=lufyyyy>



lufyyyy • Following

lufyyyy OMG ces "pinceaux" EVO de chez @iconic.london c'est une vraie révolution 🤩 vous me croyez si je vous dis que j'ai abandonné mon éponge pour appliquer mon fond de teint? Je n'utilise plus qu'elles et le produit est beauuuuucoup plus fondu, sans stries, je ne sais pas expliquer 😊 J'avoue j'arrive après la guerre mais trop contente de les avoir découvertes! En plus je kiffe tmt leur design 🥰 vous avez déjà essayé ce type d'application? Dites-moi tout! 💙

Load more comments

_morroco_212 Non mais je voudrais tester lufy.et.enzo_ Nouveau tuto avec? 🌸🌸🌸 chloee_noto Avec les pinceaux. Cool melisb35 Le doree c du plastique ? camilleracontesaviie 🌸🌸🌸



47,669 likes

NOVEMBER 10, 2016

Add a comment...



...

Post 58c <https://www.instagram.com/p/BS2-m-Dlan4/?taken-by=beauteactive>



beauteactive • Following

beauteactive Ma crème pour le corps chouchou du moment! Elle sent l'amande et elle hydrate teeeeeellement bien mes mollets de crocodiles! Je recommande à 100%! #loccitane #amande #loveloccitane #hydratation

Load more comments

worldoflovesara L'amande, la seul et unique odeur qui me fait autant voyager et rêver ... ♥! J'ai beaucoup entendu parler de cette crème hydratante pour le corps ma douce @beauteactive ... ♥ J'ai hâte de la tester , belle journée ma douce Caro ... 🌸! Pleins de bisous à Joan, au bout de chou et à toi ... 🥰!

elisale11 Si t'es toujours à paristu devrais essayer d'aller au jardins de nana cest à Châtelet cest vraiment bien pour les sourcils detrezviolette @juuuuuulove pareil et je



22,620 likes

APRIL 14

Add a comment...



...

Post 59c <https://www.instagram.com/p/BTMgUTeDID6/?taken-by=sananas2106>



sananas2106 • Following
California

sananas2106 METAL MOOD 🤖🔪🌟 Ce soir je porterai le "EXTRATERRESTRE" 🤖 C'est un genre de kaki CANON ! C'est celui qui est tout en haut je l'adore ! Vous porteriez du kaki vous ? 😊
#NyxCosmicMetals #NyxCosmic #NyxMetals #MetalMood #FestivalFierce

Load more comments

zoever8 @sananas2106 Haha ta photo d'artiste ! Team snapananas ! 🍍🍍

maillard_clara Les vrais savent 😊😊😊 🍍🍍🍍🍍🍍

juju.cndt Ils sont tous magnifique 😊🍍🍍🍍🍍🍍🍍🍍🍍

#snapananas

elsa.mrk Superbe photo d'artiste ma sana 🍍🍍🍍🍍🍍

cassi507 #photodartiste hihhi 🍍🍍🍍🍍🍍



40,800 likes

APRIL 22

Add a comment...



Post 60c <https://www.instagram.com/p/yH3T-5qkmK/?taken-by=enjoyphoenix>



enjoyphoenix • Following

enjoyphoenix Joli nouveauté @benefitfrance ! J'avoue que c'est assez nouveau et très sympa à utiliser, en forme de fer à repasser haha (le seul que je sais utiliser correctement by the way 😊)

Load more comments

morganeloukou Salut les filles vous pouvez aller voir ma chaîne YouTube dans ma bio? Vous serez des amours bis. 🍷

abigaellesalmon @laucis_

robeapaillettes Coucou les filles ! On lance notre blog lifestyle : suivez-nous sur insta et sur www.robeapaillettes.com 🍷

claracncs Je vais passer pour une débile mais c'est quoi ? :) Je mise sur un anti-cernes mais j'en sais trop rien ^^

marie_mthu Trop bien moi faut que je m'en achete un c'est urgent ! #enormescernes



66,670 likes

JANUARY 21, 2015

Add a comment...



Appendix 4 : List of influencers selected for the customer engagement analysis

Influencer	Number of followers	Instagram page
Sandrea26france	1'100'000	https://www.instagram.com/sandrea26france/
Sananas2106	1'700'000	https://www.instagram.com/sananas2106/
Lozcurtis	1'500'000	https://www.instagram.com/lozcurtis/
Noemiemakeuptouch	717'000	https://www.instagram.com/noemiemakeuptouch/
Perfecthonesty	547'000	https://www.instagram.com/perfecthonesty/
Beauteactive	880'000	https://www.instagram.com/beauteactive/
Mathildelacombe	88'300	https://www.instagram.com/mathildelacombe/
Thetiafox	210'000	https://www.instagram.com/thetiafox/
Mommy_nannan	99'200	https://www.instagram.com/mommy_nannan/
Jennyplogstyle	77'600	https://www.instagram.com/jennyplogstyle/
Peekabooblog	157'000	https://www.instagram.com/peekabooblog/
Roxxsaurus	392'000	https://www.instagram.com/roxxsaurus/
Jenniferhenrynovich	172'000	https://www.instagram.com/jenniferhenrynovich/
Danimansutti	502'000	https://www.instagram.com/danimansutti/
Enjoyphoenix	4'200'000	https://www.instagram.com/enjoyphoenix/
Horia_Insta	1'300'000	https://www.instagram.com/horia_insta/
Thedollbeauty	1'000'000	https://www.instagram.com/thedollbeauty/
Aurelaskandaj	212'000	https://www.instagram.com/aurelaskandaj/
Lufyyy	975'000	https://www.instagram.com/lufyyyy/

Appendix 5 : Examples of positive and negative comments about product placement from customer engagement analysis

Disclosure language

Post number	Positive comments	Negative comments
1a	<i>"Everyone talks positively about it, it seems great", "Seems amazing", "I'd love to give it a try", "Looking forward to try it", "I would like to buy it", "This product looks great"</i>	<i>"I'm fed up to hear about this product everywhere"</i>
2a	<i>"Looking forward to try it", "It makes you want to buy it!"</i>	-
3a	<i>"I really would like to discover the product", "I would like to try", "Looking forward to trying this product", "Thank you for the precious advice", "Order done"</i>	-
4a	<i>"Wow I need this", "Just got mine and used your promotion code", "The solution to my problem," "I need this stuff"</i>	-
5a	<i>"Everyone talks about it, I want to try", "I'll probably check their website", "Thanks for the tips", "Really want to try them", "Nice, to try", "Your advice are very useful"</i>	-
6a	-	-
7a	<i>"Love this"</i>	<i>"...I just think it is important to know everything about the products you choose to promote..."</i>
8a	<i>"Thank you for the advice", "Where can I buy it?", "It makes me want to buy it"</i>	-
9a	<i>"Don't know it, but I would love to give it a try", "I am going to look for further info", "Really cool", "These products really make you me want to buy them"</i>	-
10a	<i>"It makes you want to buy", "After your post I bought it, really amazing!"</i>	<i>"#sponsorship #productplacement"</i>
11a	<i>"Love this post", "I'm looking for a toning lotion great!"</i>	-
12a	<i>"I would love to try it", "I don't know this product! Looks good", "Looks great, how much is it?", "I should try"</i>	<i>"you need to inform yourself... read the labels, but for this you should take the time...", "It's a partnership (as usual)", "Inform yourself before posting something!"</i>

13a	<i>"To try, thank you for the info", "The product looks great"</i>	<i>"Congratulation you learnt your lines"</i>
14a	<i>"Very curious to buy it", "When is it going to be available?"</i>	-
15a	-	-
16a	<i>"Gorgeous giveaway", "I want it all"</i>	-
17a	<i>"I want this!"</i>	-
18a	<i>"I need it", "I need to try this", "Product looks great", "I need to get my girlfriend that", "Sounds like a must try", "Good product surely"</i>	-
19a	<i>"I have to check it out", "need to try ASAP", "Sounds lovely", "Great I'm looking for something I can use on my sensitive skin"</i>	-
20a	<i>"I want it", "This looks great"</i>	-

Ambiguous disclosure language

Post number	Positive comments	Negative comments
1b	<i>"Thank you for the info", "It makes me want to buy it", "To try", "I am gonna buy it all"</i>	<i>"Not in my means"</i>
2b	<i>"Thank you for the discovery, I'll try it", "Great for me, I have dehydrated skin", "Really would like to try", "It's great you showed this because we can learn and it makes us even more willing to try", "You're going to be my number one beauty reference"</i>	-
3b	<i>"Really want to try this"</i>	<i>"You forgot #ad"</i>
4b	<i>"I've seen this, but wasn't sure of any honest reviews! Might have to check these out! Thanks for sharing!! », "That sounds perfect", "I need this", "I wanna try", "Have to try this", "Sounds so amazing", "Need to check this out", "I need to check this product for sure"</i>	-
5b	<i>"OMG sounds cool", "How much is it?"</i>	-
6b	<i>"You hair looks amazing, this must be good", "Love this stuff, best purchase I have brought thank you!"</i>	-
7b	<i>"I'd love to try these", "I would like to buy it", "I need to try, I heard such good things"</i>	<i>"You called them a scam in your video?"</i>
8b	<i>"I bought it", "Thanks for the tips", "I am so tempted to buy one"</i>	-
9b	<i>"Need this in my life", "I bought this because of you and I love it",</i>	-

	<i>"Want it", "That's awesome", "Looks amazing", "I would love to have this product"</i>	
10b	<i>"It seems amazing"</i>	<i>"Enjoyphoenix did the same collaboration...", "We can smell the sponsorship..."</i>
11b	<i>"Will buy it for my sister, she will like this if you do", "You skin is so beautiful; I will give it a try", "Where can I get it?"</i>	-
12b	<i>"When I look at your video and when I see how it looks like on the skin I'm very tempted to buy it", "I completely loved the result on your skin, I'm buying it"</i>	-
13b	<i>"Thank you for reminding us the sales", "Thank you for the tip"</i>	-
14b	<i>"Can't wait to smell it and maybe buy it", "I think I'm going to buy it", "It looks very good", "I wish I could have it"</i>	-
15b	<i>"Can't wait to receive my product", "I would like to try it", "I really would love to try, it looks perfect", "It makes me want to buy it"</i>	-
16b	<i>"They seems good", "Would love to try it", "I want them", "I am tempted," "Really need them"</i>	-
17b	<i>"I need to buy it", "Really want to give it a try", "I bought it and I'm so satisfied, thank you!"</i>	<i>"Seen it over and over again", "Already seen"</i>
18b	<i>"Nice I'll check this brand out", "Sounds like a must-have", "Definitely need this", "I must try this brand", "Thanks for sharing", "Sounds like a great product", "I need to try this one"</i>	-
19b	-	-
20b	<i>"It looks very cool"</i>	<i>"Iam fed up of partnership on Instagram, I don't want to go and look at pictures anymore", "Enough of partnership and advertising from youtube", "too much advertising", "She never miss one partnership", "Too expensive!", "not everyone can afford this!", "Another partnership? Please tell me it's not true! Your Instagram becomes an advertising page. Plus, if you want to do this you need to adapt, your followers can't afford 400EUR in a hairdryer", "Another partnership yey!"</i>

No disclosure language

Post number	Positive comments	Negative comments
1c	<i>"Thanks for the suggestion", "I might pick some up for myself thank you!", "I bought it because you look so good", "It looks so good!"</i>	-
2c	<i>"When will they be available?", "It seems amazing!", "I would love to try this brand"</i>	-
3c	<i>"I need this", "As soon as I saw your video I knew I had to get them", "Would really like to try those"</i>	-
4c	<i>"It really makes me want to buy it", "Really want to try this brand"</i>	-
5c	<i>"So beautiful I want it", "I want the same", "Wow I need it"</i>	-
6c	-	-
7c	<i>"Where can I find it I really like it", "Great I didn't know it and you made me discover, where can I find it I'm really interested", "It looks good, "I like it"</i>	<i>"Partnership level 29399292"</i>
8c	-	-
9c	-	<i>"This is too much for a sponsoring, there is no coherence, you take us for fools", "I'm fed up with these sponsorships everywhere", "What you have to do just for a partnership haha", "This is a partnership post, your hair are not even wet", "Misleading advertising, be careful to the message you transmit", "Partnership?", "Natural product? It's a joke!", "Is this a sponsored post?", "Money, money, money", "You say it's natural, who's gonna believe this!"</i>
10c	<i>"It looks amazing"</i>	-
11c	<i>"Next purchase", "I would like to try it", "I'm gonna have a look at it, it interest me"</i>	-
12c	<i>"I'll buy one for this summer", "Great new product!"</i>	-
13c	<i>"I would like to try", "Really want to try it", "It looks great", "I really would like to have it"</i>	<i>"I understand that BodyShop offered you this product but all the influencers are suddenly falling for their products... partnerships starts to be boring"</i>
14c	<i>"OMG I want it!"</i>	-

15c	<i>"I think I won't resist to buy it", "It makes me want to buy it", "I want it"</i>	-
16c	<i>"They seems very great", "I really would like to try them", "I want them", "I'm tempted", "I really need them"</i>	-
17c	<i>"I would like to try them"</i>	-
18c	<i>"Can't wait to try it", "I should buy it", "Thank you!", "Looks amazing"</i>	-
19c	-	-
20c	<i>"Really want it", "Thank you", "Looks great", "Seems very cool", "Can you do a review about it?"</i>	-

Appendix 6 : Online survey for market analysis

Prerequisite questions:

Q1: Have you been on Instagram in the last two weeks?

- ☐ Yes
- ☐ No

Q2: How would you describe your interest for the beauty industry?

- ☐ Low
- ☐ Moderate
- ☐ High

General questions:

Q3: Do you follow some beauty influencers (YouTube vloggers, bloggers, Instagram influencers, etc)?

- ☐ Yes
- ☐ No

Q4: How old are you?

- ☐ Under 18
- ☐ Between 19-25
- ☐ Between 26-35
- ☐ Over 35

Q5: How often do you go on Instagram?

- ☐ Many times a day
- ☐ Once a day
- ☐ Every 2-3 days
- ☐ Once a week

Q6: What statement does best describe your purchase behaviour and interest for beauty products (incl. makeup, body/hair care and hygiene products)?

- ☐ I buy only when I run out of the product, I buy only what I need

- ☐ I buy at least one beauty product a month that I don't know yet, sometimes I like to treat myself with products
- ☐ I buy several beauty products per month that I don't know yet, I am passionate about beauty and I love to try new products

Q7: How do you usually take the decision to purchase a product?

- ☐ I buy only what I have already tried before
- ☐ I ask my friends and my family for advice
- ☐ I look on Internet the opinion of influencers, bloggers, YouTube reviews, etc.
- ☐ I don't make any special research I just go to the shop and choose there

Q8: What is your level of trust towards the opinion of the influencers you follow when they talk about beauty products? (family and friend excluded)

- ☐ Low
- ☐ Medium
- ☐ High

Q9: Have you ever bought a product after seeing a post from an influencer talking about it?

- ☐ Yes
- ☐ No

Q10: If you answered yes to the previous question, did you know if the post was sponsored or not?

- ☐ Yes
- ☐ No

Q11: What is your general opinion about sponsored posts?

- ☐ *Blank space for respondents to answer*

Practical cases:

You will now see 5 different cases with 5 different pictures representing some influencers' Instagram posts. Look and read them carefully, a series of questions will follow. In order for the results to be accurate, please DO NOT go back to the picture once you are on the question page.

Case 1

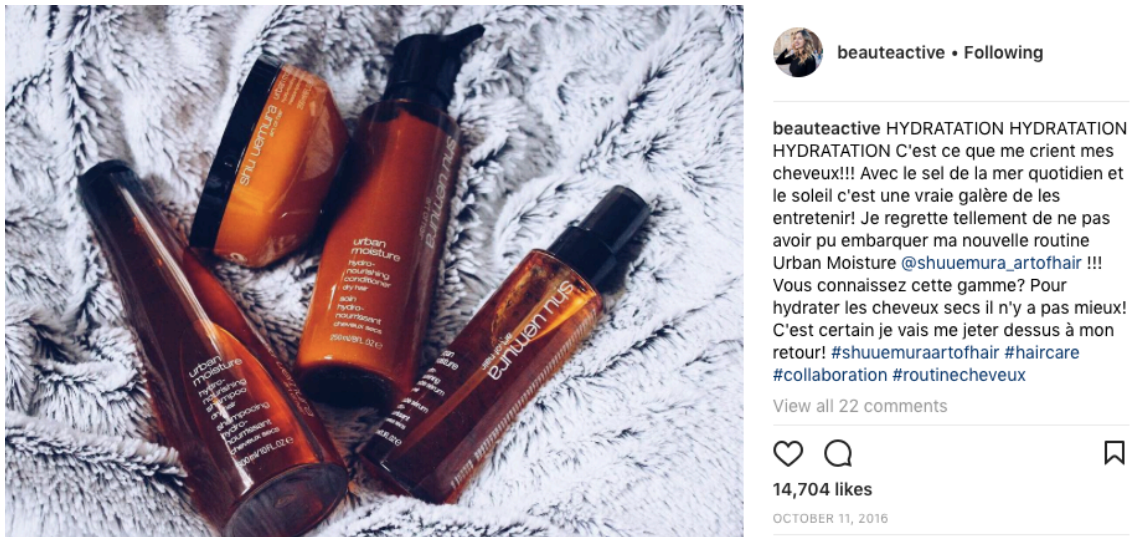


Figure 1: <https://www.instagram.com/p/BLb6lw-Aps-/?taken-by=beauteactive>



Figure 2: <https://www.instagram.com/p/Be6-e0ug4-T/?taken-by=mariedigby>

Q12: What reaction does this post trigger in you?

- ☐ Total disinterest, I don't need/want this kind of product

- ☐ Need awareness, I didn't think about this product before but it made me realize that I could need it
- ☐ Interest, I will look for some further information about the product
- ☐ Strong interest, but I will compare this product with other similar ones before buying
- ☐ Purchase intent, I am going to purchase this product

Q13: Did you notice the #sponsored? (#collaboration for the French version)

- ☐ Yes
- ☐ No

Q14: Did you realize the post was sponsored?

- ☐ Yes
- ☐ No

Case 2



Figure 3. <https://www.instagram.com/p/BSMH5DNhgZ4/?taken-by=noemiemakeuptouch>



Figure 4: https://www.instagram.com/p/BT_GdwRAZpK/?taken-by=danimansutti

Q15: What reaction does this post trigger in you?

- ☐ Total disinterest, I don't need/want this kind of product
- ☐ Need awareness, I didn't think about this product before but it made me realize that I could need it
- ☐ Interest, I will look for some further information about the product
- ☐ Strong interest, but I will compare this product with other similar ones before buying
- ☐ Purchase intent, I am going to purchase this product

Q16: Do you think this is a sponsored post?

- ☐ Yes
- ☐ No

Case 3



Figure 5 : <https://www.instagram.com/p/BayRFGOheQB/?taken-by=enjoyphoenix>



Figure 6 : <https://www.instagram.com/p/BUbyesthLjC/?taken-by=roxxsaurus>

Q17: What reaction does this post trigger in you?

- ☐ Total disinterest, I don't need/want this kind of product

- ☐ Need awareness, I didn't think about this product before but it made me realize that I could need it
- ☐ Interest, I will look for some further information about the product
- ☐ Strong interest, but I will compare this product with other similar ones before buying
- ☐ Purchase intent, I am going to purchase this product

Q18: Did you notice the #sp? (*#ad for the French version*)

- ☐ Yes
- ☐ No

Q19: Do you know what #sp stands for? Please specify

- ☐ *Blank space for respondents to answer*

Q20: Did you realize this post was sponsored?

- ☐ Yes
- ☐ No

Case 4



Figure 7 : <https://www.instagram.com/p/Baov1SNjdHI/?taken-by=jenesuispasjoli>



Figure 8 : <https://www.instagram.com/p/BesXByUnYmG/?taken-by=alejandrablazquez>

Q21: Do you think this is a sponsored post?

- ☐ Yes
- ☐ No

Case 5



Figure 9: <https://www.instagram.com/p/BZ1K8-9h6jY/?taken-by=aurelaskandaj>



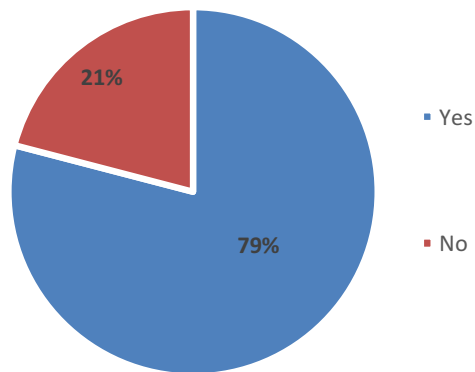
Figure 10 : <https://www.instagram.com/p/BfcABhogRX6/?taken-by=alejwada>

Q22: Do you think this is a sponsored post?

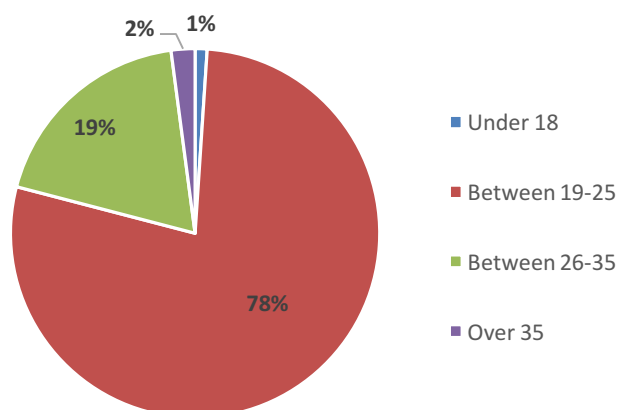
- ☐ Yes
- ☐ No

Appendix 7 : Results of the online survey

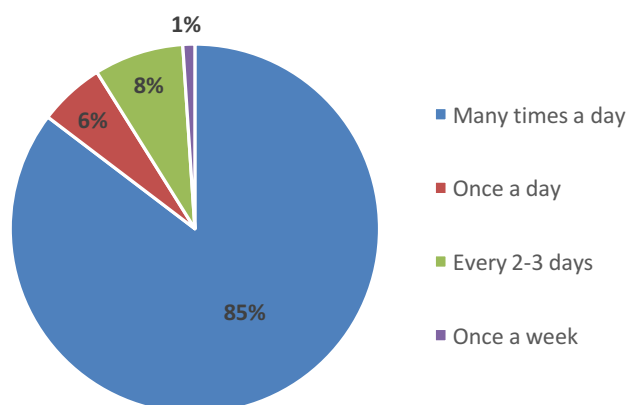
Q3: Do you follow some beauty influencers?



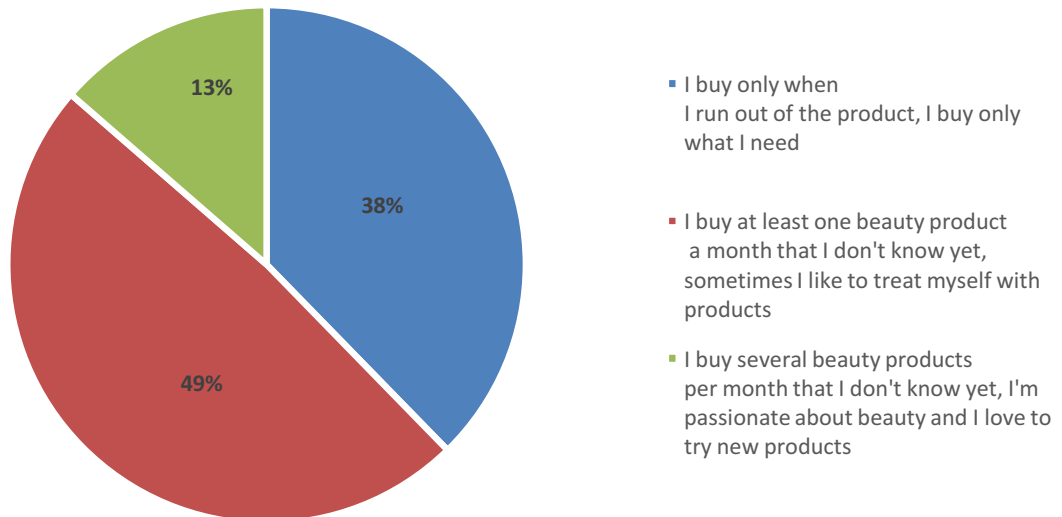
Q4: How old are you?



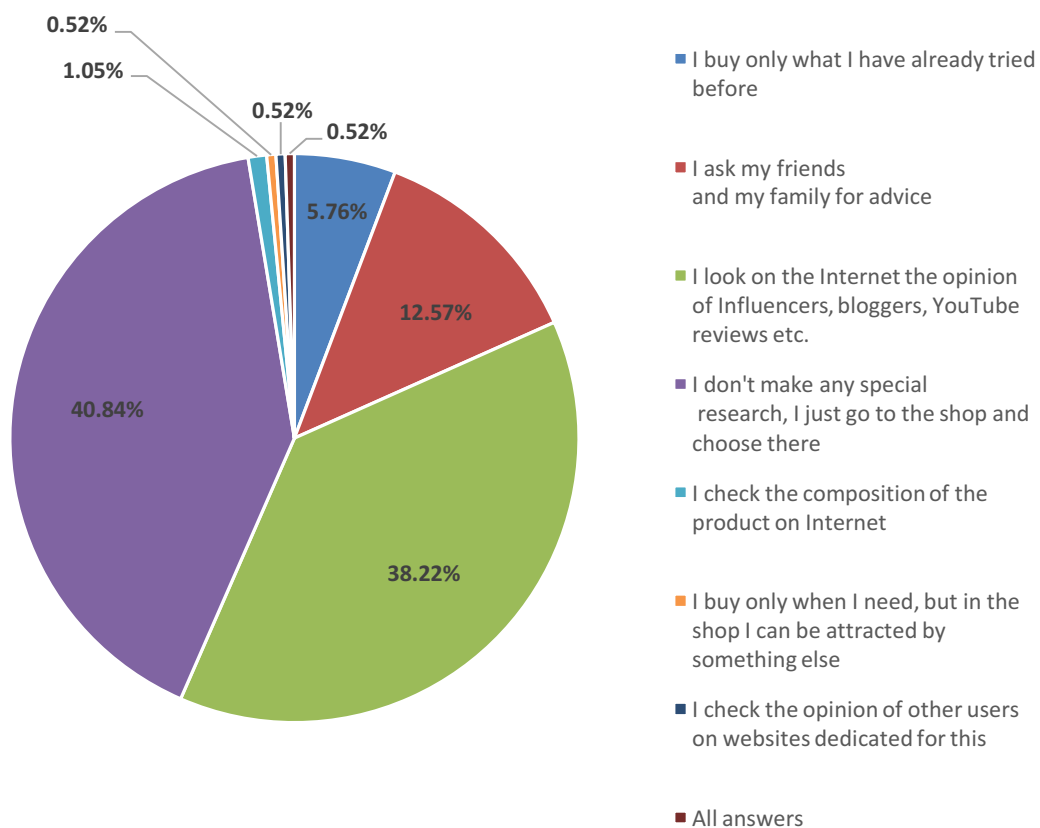
Q5: How often do you go on Instagram?



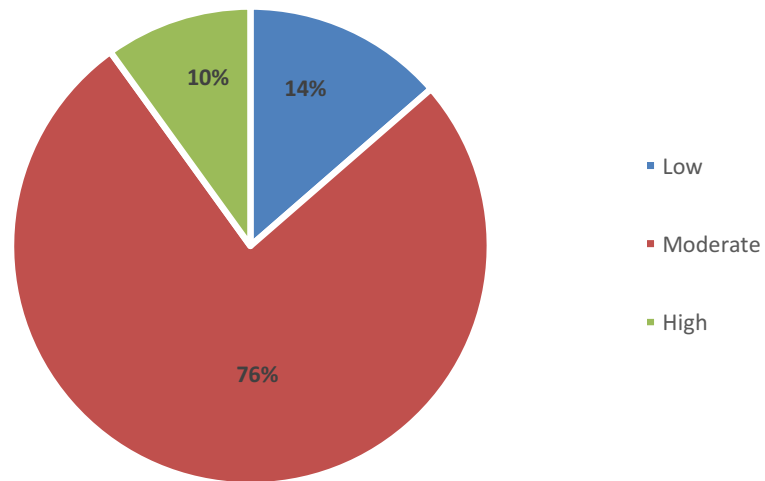
Q6: What statement does best describe your purchase behavior and interest for beauty products?



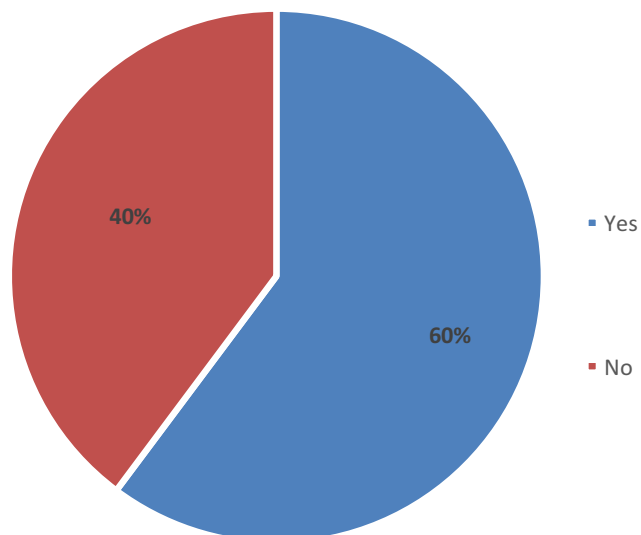
Q7: How do you usually take the decision to purchase a product?



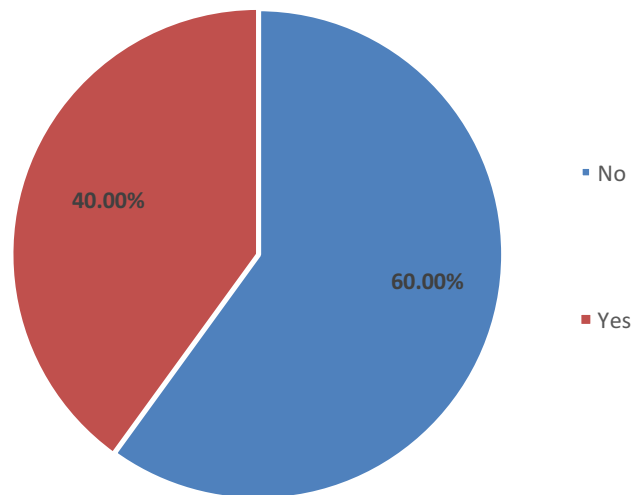
Q8: What is your level of trust toward the opinion of the influencers you follow when they talk about beauty products?



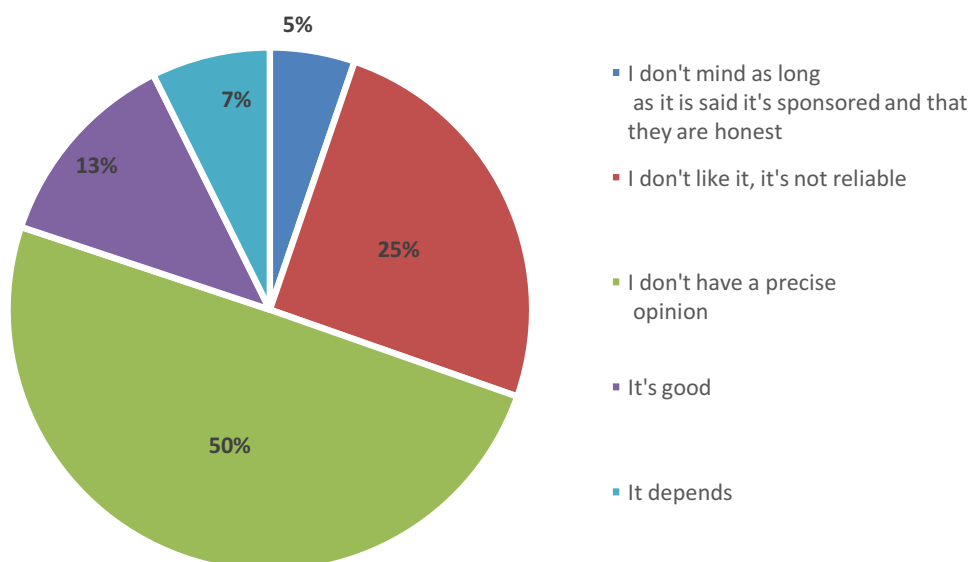
Q9: Have you ever bought a product after seeing a post from an influencer talking about it?



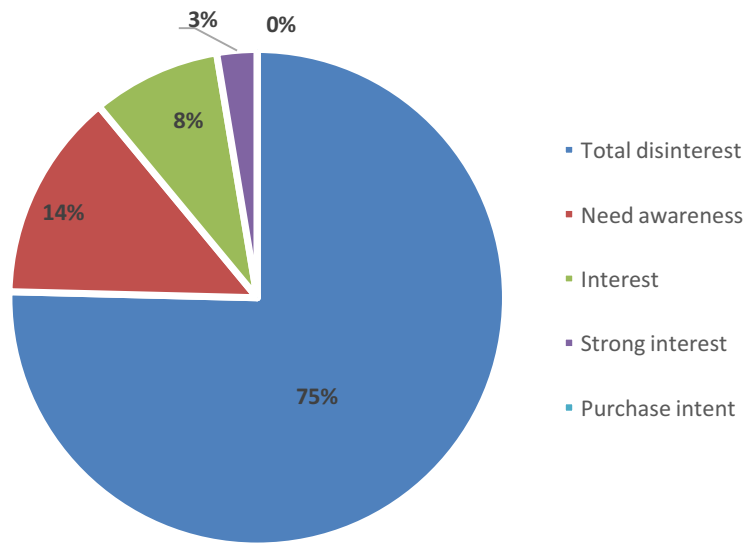
Q10: If you answered yes to the previous question, did you know if the post was sponsored?



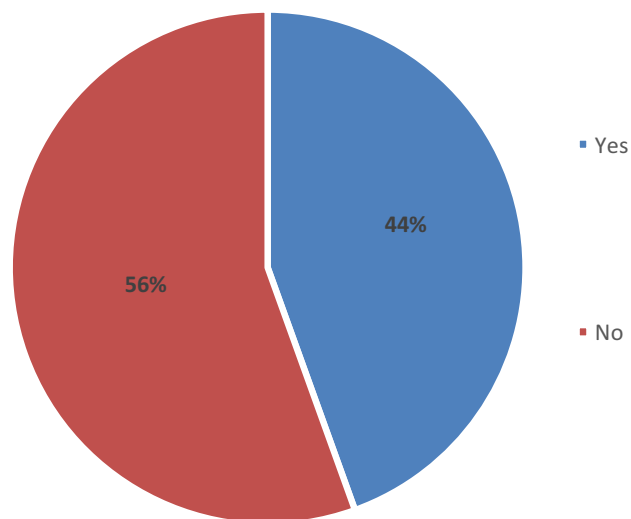
Q11: What is your general opinion about sponsored posts?



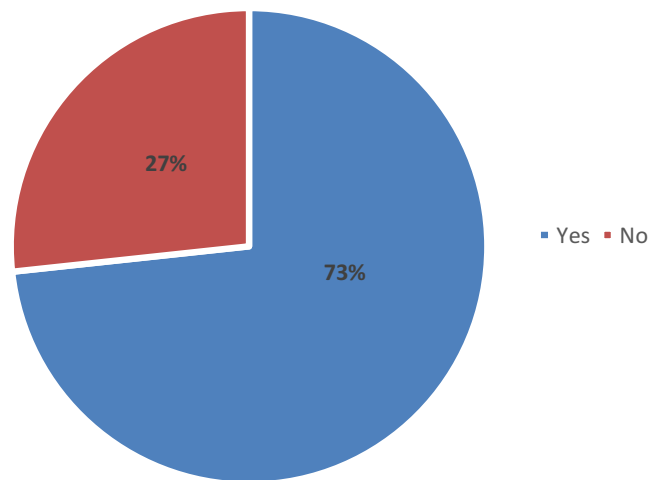
Q12: What reaction does this post trigger in you?



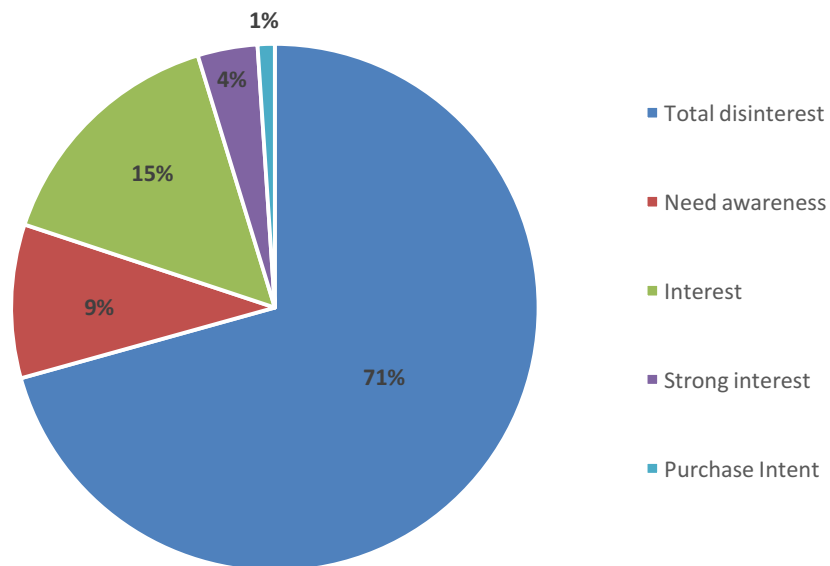
Q13: Did you notice the #sponsored?



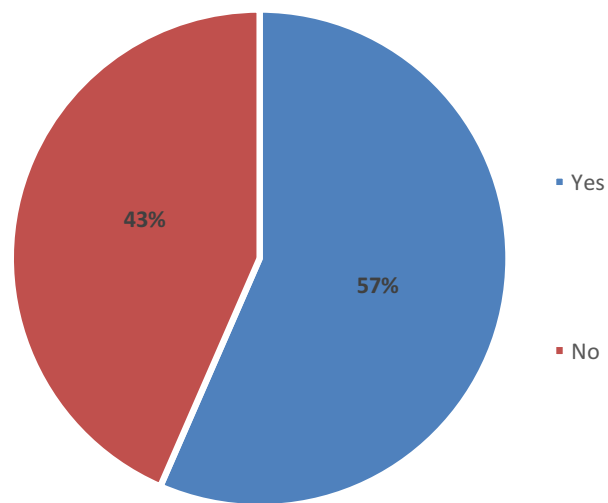
Q14: Did you realize the post was sponsored?



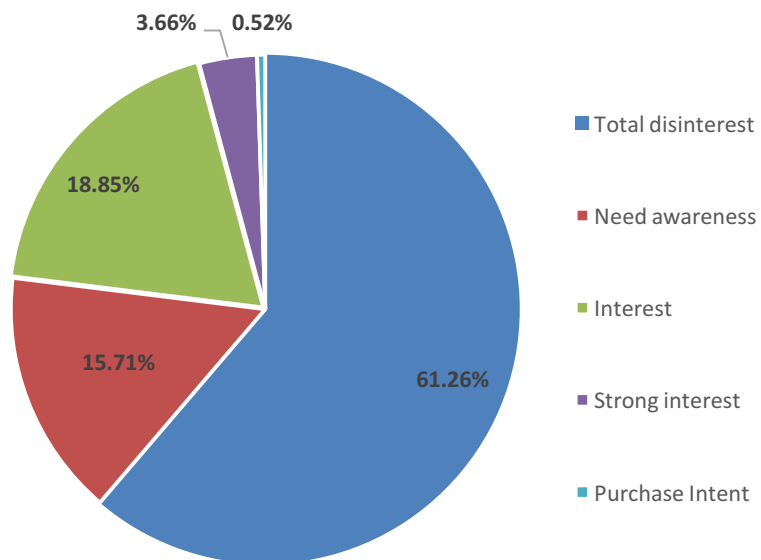
Q15: What reaction does this post trigger in you?



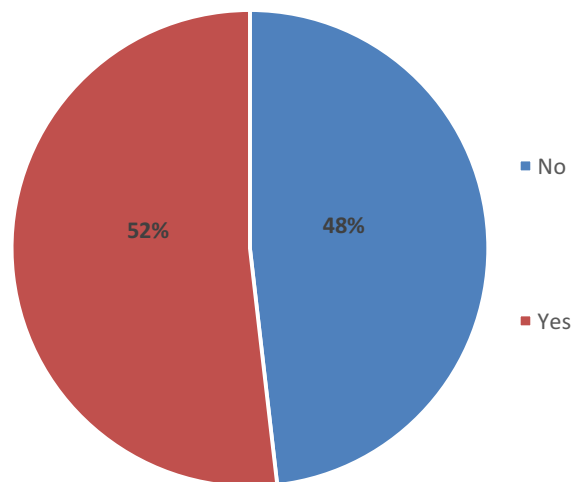
Q16: Do you think this is a sponsored post?



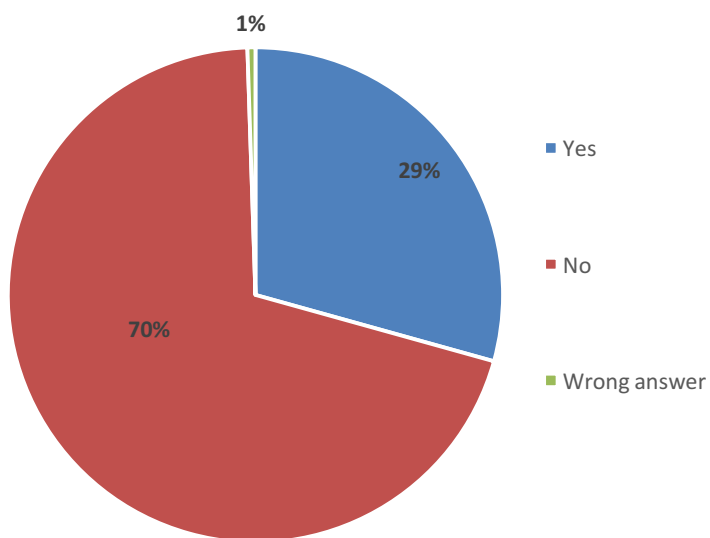
Q17: What reaction does this post trigger in you?



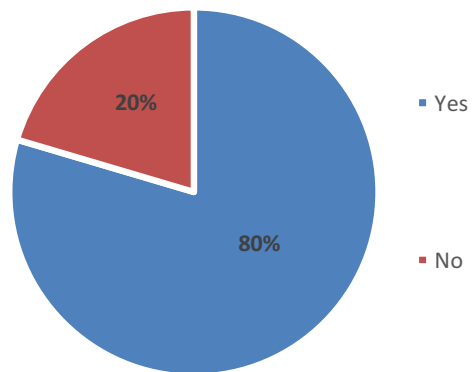
Q18: Did you notice the #sp ?



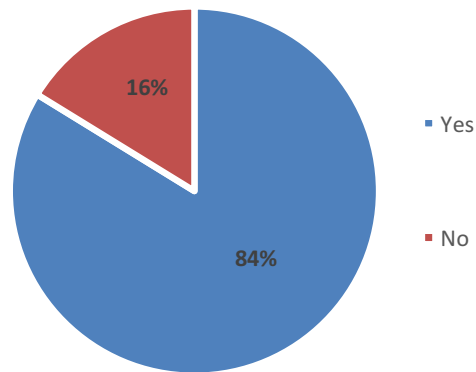
Q19: Do you know what #sp stands for?



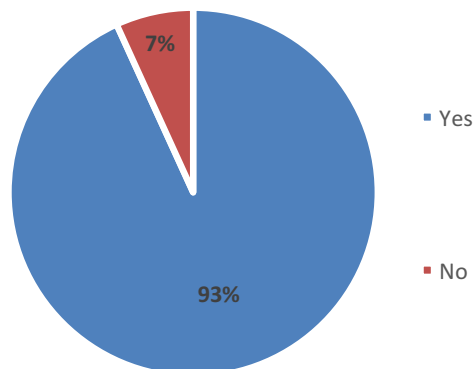
Q20: Did you realize this post was sponsored?



Q21: Do you think this is a sponsored post?



Q22: Do you think this is a sponsore post?



Appendix 8 : Answers to questions from Debout Sur la Table

<With what type of influencers are you working with (industry, number of followers, etc.)?>

We are working with many influencers for diverse industries to answer different objectives and touch different targets.

In parallel we also take care of the management of 5 influencers:

- Adventure
- Lifestyle (18years old)
- Lifestyle (30years old)
- Mum
- Street-sport
-

For the influencers we manage, we take care of all the commercial and administrative aspects. For example, the management of the influencer agenda is essential.

<What are the typical kind of partnerships between a brand and an influencer? Can you cite an example?>

We are focalising on the content that an influencer can propose:

- Post and stories on his Instagram profile
- Publication on his Facebook account
- Video on his YouTube channel
- Article on his blog
- ...

The idea is that the influencer gets « carte blanche » in a defined frame with the client.

<How long does usually last a partnership and how often does it occurs?>

For our influencers under management contract, we are obviously looking for collaboration that can last in time such as 5 to 10 operations per year. For the others, we are more acting in a punctual way and organising events actions.

<How does a collaboration take place between an influencer and the brand?>

2 type of collaboration exist. Sometimes we receive demand regarding an influencer marketing project, for which the client has already imagines which influencer he desires to work with. The rest of the time, we approach the brands ourselves with some targeted propositions regarding the influencer profile and his interest for the brand or even an idea that we believe matches the brand's values.

<How many collaborations are your influencers receiving on average per month?>

We are on a market that is developing at the moment. Some of them receive dozens of propositions per week. But we accept to collaborate only under some criteria (cf four Clean Community chart). In this context, the influencers do between one to two actions per month, it depends the period and their agenda.

<How do you manage the fact that we can buy followers, is there a verification process?>

We are very sensitive to this point and we created a chart (Clean Community) setting some guidelines for the influencers we work with. The « cleanness » of our community is the responsibility of the influencer, but we do verify systematically and, in case of doubt, take the necessary measures.

<How does the remuneration system works?>

The influencers we hire on project are systematically remunerated (cash) and by us directly.

<What are in general the conditions imposed to the influencers during a partnership and who decided of them?>

The frame of the collaboration is set at the beginning, between the brand, us and the influencer. In the same way as in any commercial relation where a client pays for obtaining a service.

<What are the regulation about transparency in your collaboration? Are your influencers obligated to stated that it is sponsored?>

As for the « cleanness » of the community, we are very sensitive to the fact that influencers should be transparent with their community. This is actually a point of our Clean Community Charter.

Appendix 9 : Clean Community Chart – Debout sur la Table



CHARTRE CLEAN COMMUNITY

Debout sur la table collabore uniquement avec des influenceurs qui s'engagent à respecter les aspects suivants:

1. Abonnés L'influenceur n'achète ou n'a pas acheté de faux abonnés, likes ou commentaires.
2. Audience La communauté de l'influenceur est propre et constituée de vrais profils à une large majorité.
3. Valeur ajoutée Afin que la collaboration soit une réussite, l'influenceur ajoute sa touche personnelle et sa créativité à l'opération réalisée.
4. Cohérence L'influenceur s'investit dans des projets qui correspondent à ses valeurs dans le but de maintenir une ligne éditorial cohérente.
5. Promotion Lorsque l'influenceur est rémunéré par une marque, il s'engage à ne pas revendre les produits reçus. En cas de collaboration avec *Debout sur la table*, il renonce également à faire des promotions non rémunérées même dans le cas où la marque lui offre un produit.
6. Partenariat Une fois le contrat validé avec le client, l'influenceur s'engage à respecter les termes et clauses de celui-ci.
7. Qualité L'influenceur s'implique dans les différents projets qui lui sont confiés et réalise des visuels soignés et de qualité.
8. Transparence L'influenceur doit avertir ses abonnés de la nature commerciale des contenus publiés.

Appendix 10 : Answers to questions from Details

<What is your role towards the influencers?>

We have an intermediary role. We put them into contact with brands that wish to communicate about a product or a service and who selected these precise influencers because they have an affinity with their editorial line.

<With which type of influencers are you working? (industry, number of followers, etc.)>

We work a lot with influencers who are focused into the fashion industry, with a lifestyle touch. The number of followers vary regarding the kind of public we are trying to target, local would be less than 10'000 and international would be a few millions of followers.

<Do you have a kind of « data-base » of influencers with who you regularly work? »>

Yes, we do have a data-base and sometimes it happens that we ask many collaborations to one follower.

<Are you directly contacted by the influencers or do you look for them by yourself?>

Most of the time we are looking for them because we can more easily define and target the public we want to transmit the message to. If we are contacted, we will first observe if the influencer has a solid community and that he is authentic with a real personality. As well as of course the fact that the influencer matches the message the brand wants to transmit.

<What do you take into consideration to choose the influencer that will match the brand project the most?>

His community, the engagement rate as well as his location, his influence and his graphic and textual footprint.

<When you work with a brand, are you the one proposing them strategies based on influencer marketing or the brand contact you directly because they already know that they would like to work with an influencer?>

Both are possible. Sometimes we find the proposition coherent between the product and the influencer. It can also happen that the brands ask us directly to associate an action with an influencer.

<How do you handle the fact that some influencers are buying follower? Is there any verification process?>

This is a dishonest process that it is hard to stop. However, in order to collaborate with an influencer and have a trust relationship, it is necessary that the influencer can prove his honesty and transmit us for example the audience results. Moreover, very often, we are able to identify influencers with a very large community but low interactions. This proves that the community is considered as fake. On the contrary, a good rate between the number of followers and interaction proves that it is a good community.

<Are the influencers paid with money or advantages such as free products?>

Both kind of remuneration happen, however most of the time it is with free product that the brands prefer to remunerate their influencers. This gives them the sensation to be part of a private club rather than a simple service provider.

<Who decided the conditions of the partnership?>

First the brand asks for an influencer. Then we propose a selection of influencers regarding the needs of the brands. We also do recommendations about the way the influencer should promote the product. The influencer has then the possibility to collaborate with the brand regarding its terms and conditions.

<What are the regulation regarding transparency in the collaboration? Are your influencers obligated to state that it is a remunerated partnership?>

Yes, more and more it is mandatory to mention that we are collaborating. On Instagram for example, there is the mention « paid partnership with... » at the top of the post. It doesn't depend on us to decide to make it appear but it is a general willingness of transparency from the media about the utilisation of influencers by the brands.

Appendix 11 : Interview with Agence-me

<Can you explain me how you decided to create your agency?>

I founded the agency three years ago. At the beginning it was only a communication agency. I've worked for big companies before, Cargill, Deloitte, I decided to leave Deloitte and then everything happened kind of by chance. I was quite happy to leave, there I worked in communication for the entire French-speaking part of Switzerland and all the financial services including M&A, so everything was very much about finance. When I first left I really needed a break, working for big companies like these ones is 24h/7, it's amazing, it's kind of like university, you learn a lot everyday but I was happy to take 1-2 months for myself. The day I left, a contact called me and told me he needed me to do some communication for him, he had a problem with a restaurant and asked me for help. I accepted. Then, one thing led to another and quickly I was full of work, so I asked myself "What do I do now? I have clients, I have business, let's go!". So that's how I decided to founde Agence-me, without really thinking about it. I've always loved everything that is about web and digital obviously and then I realised that this was actually a huge demand at the moment on the market. So step by step, by working hard, I started to create some digital concepts, tailor-made digital services and I thought about an agency concept that could make sense and not just creating an agency just because we have clients. So here I am, it's been three years that I have my agency.

<What is the concept of your agency?>

This is a 360° agency, so at the beginning we propose anything that is from PR, events management to digital. However today our speciality is digital, including influencer marketing. So we also created in parallel as part of the agency a sector called reach-me, it's actually an influencer agency. We represent influencers in the French-speaking part of Switzerland for some brands and we also defend their interests because we realised that lots of influencers were doing advertisement at their own cost. Often the brands think that it is normal while it's actually a lot of work for the influencers to take pictures, write articles, etc. This is why we decided to create this, it's not always easy because in the end we realise that we are more on the side of the brands as they are our clients. What I do the most is the creation of website and management of social media for my clients.

<How did you get the idea to create reach-me?>

We started in September, at that time I was working for Diana Casalis, a blogger quite well known in French-speaking Switzerland, I did her blogs, because I also work a lot

with bloggers and their personal branding, and as I was talking with her we realised that there was really a lack of something like that in this part of Switzerland. There were other agencies but they mainly manage influencers with a lot of followers and who are most of the time working on YouTube while there was no such thing for Instagram influencers even though brands really want to work with them in French-speaking part of Switzerland! I am myself very much focused on this part of Switzerland and that's what I sell to my clients. In the German speaking part, there are a lot of agencies but it's like if it was another country, not the same ways of doing, not the same way of communicating. So as Diana and I created reach-me in September, we found a lot of influencers ready to participate and brands as well. Of course there are still some brands as I told you who are not very opened to the idea of paying the influencers. So that was something we really wanted to propose, the influencers are real influencers and not ones who buy their followers, because there are so many who do, it's unbelievable, people don't realise. But the worst in all of this is that some brands still contact these kind of influencers even if they know they are fake and that they won't get any return on investment. Sometimes it's so easy to see that they bought followers, you don't need a master to be able to understand it. Then, some influencers are subtler and it's harder to find out of course. However, all the influencers who sign in my agency are real influencers who work well, meaning that if they get paid they will deliver.

<How is the process to check the veracity of the influencers?>

Before signing in the agency we ask the login of all their accounts to check everything, otherwise it's really easy for them to modify their statistics. For example, for the ones who have a blog, we really get access to everything in order to check their google analytics because also on blogs it's very easy to buy clicks and pretend you have 200'000 visitors per month while you really have 2000. On Instagram, which we mainly focus on, we check the statistics and we also use some software that enable us to check the followers' movements months by months, in this way we detect very easily the fake followers.

<Are these software free?>

Yes, some of them are accessible by anyone and are very reliable, for example social blade, on this platform you can choose your social media and enter the name of an influencer, easily you get to see if it's fake or not. When the statistics raise up suddenly it means it's fake. For some of them it's really obvious, for example when they suddenly raise to 40'000 more followers in a few days.

<Is there some influencers who are a little bit subtler and who are going to buy on the long-term?>

Yes, but you can still detect it because they would have no engagement. Then we also use other software that we bought. So because of this, there is this new trend of the micro-influencer, who are influencers with 5'000 to 10'000 followers with an important engagement rate. They create more conversion than some influencers who have 150'000 followers and who target very broad. The micro influencer will be very local and some of them work very very well.

<Do the brands think that it's more like an exchange of friendly services?>

Actually, the brands have kind of always worked in the following way; we send you some products, we do an event and you do two or three Instagram stories and that's it. But the objective of a brand who works with influencers is to create conversion, when we say conversion we mean the consumer who buys, who adopt the brand. We go further than this, it's not by inviting four influencers to an event and asking them to do stories that the consumers will be willing to purchase a product. Because of this, the brands who used to work in this way say that they are fed up and don't want to work with influencers anymore because it doesn't work. Of course if the strategy is this one that's normal! You can't create conversion by just sending out a few products, then the influencer opens his box and it's simply the same thing over and over again. What really sells nowadays it's the "women to women", particularly in the beauty industry, so the concept is to have someone lambda, who's an opinion leader, who's going to tell how he lives the things to other people that are similar to him, this is how the purchase decision will be created. So that's why we created this agency, but it's not easy because the brands are not always very positive and they told us no way we don't want to pay etc.

<So the brands contact you and tells you that they would like to work with an influencers and when you explain them that they will have to pay them they change their mind?>

Exactly, they really don't agree and I think that the market is simply not ready for this.

<Do you think that the brands actually do realise what an influencer really is?>

Well, there are still many brands who regularly work with them, a lot of them make the effort and try. However, I think that they don't realise that the influencer actually works and that it is not something they are supposed to do anyway. A lot of brands think that they are already kind enough to send free products to an influencer just in exchange of an article. But the truth is that it is not that easy. They don't recognise the work of the

influencer, however the campaign made with influencers who are paid and where the content is really controlled work like crazy. When we speak about conversion, here it really works but of course you need to dedicate some budget. People would tend to spend a huge budget in billboards and advertising in the newspaper while for example I work with influencers in the French-speaking part of Switzerland who reach thousands and thousands of people per week. We check the reach of all of our influencers. We check how many people they reach every month in order to follow their evolution.

<Do you usually go and ask the influencers to join your agency or they come to you?>

Well actually both things happen. I love to discover new influencers because there are so many, so I tend to look for them but sometimes they call me and ask me if they can be part of the agency. So then we examine the stats and this help us considerably with the selection process because many of them refuse to give us their statistics.

<On average, how many influencers do you have by month?>

Well I don't have new ones every month but I do have 15 or 20 of them for the French-speaking part of Switzerland. I try to have a presence in every cantons so some of them are located in Fribourg other in Valais and of course a lot of them in Geneva and Lausanne, Lausanne does have a lot of influencers.

<Are your influencers working mostly on long-term contracts?>

Yes, I try to create real ambassador who works on the long term with a brand, it's my objective. Of course sometimes it is a little bit different, for example we worked a lot with Manor in Lausanne, who does lots of events, special days where the followers can meet their influencers, very often in the beauty industry, these are more like one shot contract but it's different and quite nice.

<Are your influencers more focused on Instagram?>

Exactly, we have mainly Instagram influencers and they usually work in the beauty industry. I do have some fashion influencers but the problem is that in Geneva there is no demand. There are a lot of jewellery but this is more in accessories and lifestyle industry than the fashion. There is much more demand in Zurich for fashion considering that most of the headquarters of design houses in Switzerland are located there. Some shops in Geneva do work with influencers in the fashion industry but honestly it's really rare. However, the beauty industry in Geneva work very well. Nowadays, I believe that the influencer who will get the more contracts are the one who is lifestyle, does a little bit

of everything but has his own environment. There is a lot of food in Geneva too, meaning restaurants inviting the influencers but most of these contracts are not paid with money.

<Are the brands contacting you directly already knowing that they want to work with an influencer or are you proposing them influencer marketing later in the strategy?>

Both cases happen, either they contact me and tell me that they organise something and need some influencers and want to know what we can do. Either they contact the influencers directly and the influencer send them to us asking us to organise everything. Or sometimes they contact me just asking for a communication strategy and we propose this service too. Sometimes we meet a brand for something and in the end we sell something else.

<How do you do to find the right influencer for a brand?>

First, the influencer needs to match the values of the company, it's super important and we need to identify the target of the influencer. If I have a brand who does cheap makeup, available in supermarkets and that launches something with a lot of glitters I will take influencers with a target between 16-25 years old. I could also consider an influencer who is close to the shop. If for example a brand has a shop in the city centre of Geneva and that they decide to launch one in Lausanne, I will take influencers who has a lot of followers in Lausanne. Then of course the brand and the influencer need to meet, it's very important for the brand and the influencer to have a good feeling.

<Are the conditions in the contract established by you or the brand itself?>

It's really a discussion between me and the brand. They have their objectives and tell me where they want to go and on what they want to focus. Then I create them a strategy where I include the influencers of course and then it's kind of like a ping-pong the time we agree between their budget, what is possible and what's not possible. We negotiate and then we launch. However, it's me who is going to manage everything for the brand. It includes all the contracts with the influencers and points such as when is the influencer going to publish, what, the retro-planning, a kind of agenda that we create on the long term. The number of publication is defined. I negotiate with the influencers too.

<Is there some guideline for the influencer about what he should post/write?>

Of course, it depends of the brand but for sure there are always some guidelines for the hashtags. There is always a briefing because even though the influencer is going to make it in his way he always needs a briefing. The goal is that it matches the brand

image so I do a briefing to the influencers from the brand and myself. It means that I need to really understand what the brand wants to then transmit the message in the right way to the influencers avoiding that they turn the wheel. It's very complicated to deal with influencers sometimes. So basically then we build on this briefing but of course sometimes brands have very precise demands. For examples, jewellery brands don't want that there is any other jewellery on the picture, they want their jewellery to be taken in picture from a certain angle etc. The brand industry usually doesn't want other brands too on the picture. The spirit and the environment of the picture has to be a certain one, everything is very precise. Some brands even ask to see the picture before it is published. However, some brands are very open minded and they would just say OK every month I want 5 stories and the influencer is free. So the brands rely on me to make sure that everything is done.

<Do you have any specific mention in the contract about transparency?>

Well no, first what we need to know is that now all the influencers are allowed on Instagram to declare that it is a sponsorship. Under 50'000 followers, the influencers don't necessarily have the option "paid sponsorship". We fight with Instagram to try to get it because for numerous brands this is a prerequisite.

<So the #ad is not sufficient for the brands?>

Not always, when you write #ad on Instagram, you don't get access to the advertisement statistics and you don't get to know how many people you reached. When it's just the hashtag, the brand can't see the return on investment.

<For the brands, the fact to mention that it's a sponsorship is mainly about statistics but not for transparency?>

No, they don't really care about this, statistics however are super interesting. Moreover, in the French-speaking part of Switzerland many influencers are below 50'000 influencers. So it doesn't matter if they write #ad or #collaboration because the brands don't have access to the statistics. The "paid sponsorship" function is starting to arrive for everyone on Instagram but it's not done yet.

<Do you think transparency is not a priority for the brands?>

Well I think that the priority for the brands is return on investment. Then the mentalities changed, before an influencer should never tell that it was a sponsored post, they needed to fake it and pretend. Nowadays, there is no shame because Instagram is a business and everyone knows it. Moreover, the followers perfectly understand that when everyone

goes to an event from the same brand that it's sponsored. So there is not this mentality and that why it's not a problem to write #ad because it's the truth and the followers know it anyway. There are also many influencers who choose their contracts and say no to some brand because it doesn't match their image. So the followers perfectly know that if the influencer say yes to work with a brand, even if it's paid it's not a shame and it's better for them. I do feel that the mentalities really change.

<Do you have any chart or specific contract that you make sign to your influencer to insure transparency?>

No but we are super transparent. I've always worked with influencer but now it's official and of course we still have many things that we can put into place but honestly we are a bit submerged by the amount of work. I would love to grow the agency but we need to find the right balance at the moment.

<For the influencer to get paid with money, is a priority in your agency?>

Yes, I never work with influencers if they don't get pay. First because I don't earn anything too and then also because if we want to find real ambassador for the brands it's normal that they get paid.

<So it doesn't really happen that an influencer gets paid with products?>

Sometimes it can happen but the influencers are accepting less and less these kind of contracts.

<Does the brand pays you and the influencer separately?>

No, actually I pay the influencer but I am 100% transparent with the brand and the influencers. The point is not to hide information but it's more for an administrative point of view. In this way the brands don't have to pays thousand things to thousand different persons. The amounts are decided at the beginning in the contract, then either I take agency fees or a percentage on what the influencers earn, it depends.

<Do you think that in Switzerland influencer marketing is meant to grow?>

Yes, but I also see that we are super late regarding Germany for example. In Germany it's completely different, there are a lot of brand from Switzerland who do communication in Switzerland who contact agencies in Germany or even in France. In Switzerland we are just starting. I often say that the market is not really ready yet so we will see. The main issue is that it's not in the mentalities in Switzerland to pay an influencer while in Germany the brands contact the influencer tells them the price is this one are you OK or

not and it's done. In Switzerland this would never happen. There is no consideration of the influencer, I think it will come but we are super late, at least in the French-speaking part. In German-speaking part the might be a little bit more developed.

Appendix 12 : Interview with Adrenaline Digital

<Can you explain me the concept of your agency?>

So I give advice in digital strategy. Mainly creative operation. I work for media agencies, advertising agencies, I also work for indirect clients, for example I have a lot of client in luxury, finance but also in real estate, tourism, many things actually. People often ask for my services when there is a problem and they need ideas to solve it.

<In which context do you collaborate with influencers?>

The first thing we had to do was for Swissquote, that is one of our clients. The idea here was to try to get people downloading the Swissquote platform and open accounts. The classic operation for this is to try to reach through social media and all channels people who could be interested into Forex, people who want to do trading by themselves. So this is the basic strategies, I do more specific strategies. So they asked me to find a system to get influencers. The idea was to contact influencers, propose them a deal and then they would bring us traffic and we would remunerate them. I had a look and I found a search engine focused on influencers, located in USA but created by French people. The advantage of this search engine is that its classifying the influencers, you can set key words and it will look for all the people who write about these key words in social media, it also checks the community of the influencers and how often they post, but moreover their engagement rate. So basically it classifies the influencers regarding what you're looking for. Then, we get the public email addresses of these influencers and we can contact them for a deal. So this kind of work well for high consumption products. Lately the influencers want to get paid so what we usually do is to propose them a product, propose them to talk about it but still giving them some freedom and then we redirect them on some online sale platform with a promotion code that will allow us to directly measure the return on investment and pay them in relation to this. We are only interested in influencer who agree to get paid regarding their return on investment. We never pay them in advance. There are also the one with a smaller community, they are a little bit less professional, they are people for example who like fashion, who are first-users something like that. So these one we are not paying them but we will for example contact them telling them that we liked their activity on social media and send them products. We will tell them that we would like to work with them and propose them a contract. These people are like average people but with an engaging community. The advantage with micro influencers is that you only pay the product, so it's not really important.

<So basically you always go through a platform to find the influencers?>

Yes, actually there are many search engines for finding influencers. If we decide to go through these software we just need to find the influence and then we do our job, we can also go through an agency but you need to pay them. It's better to use a software.

<Do you pay anything to access these software?>

We pay a monthly fee. The agencies that propose influencers kind of do the same as the software, either they have their own database but it's often very limited either they have their own software.

<Usually, do you work with different influencers all the time? Do you have your own data base?>

That's right, every influencer depends on the clients with who we work. For example, Swissquote influencers won't be the same as the one who are going to propose a watch to 18-25 years old women.

<How do you choose your influencer?>

Everything is kind of transparent because we can check what the influencer posted and see the reactions people had regarding these posts. So we can easily see if we want to work with an influencer or not. Then there is also a ranking given by the software, but from this ranking we choose a few influencers and contact them depending on their content. The platform helps us to do a first sorting and then from this we choose.

<Are the influencers quite free or do you give them guidelines?>

There are a few guidelines, we mainly tell them how do to the post and we give them a brief, like we will tell them we want that you speak about this what but of course in a positive way, etc. But the tonality, the way of doing it, it has to remain subtle and the personality of the influencer. Otherwise it's not influencer marketing anymore but just advertisement.

<Do you ask you influencers to be transparent and stat that it's sponsored?>

No, it's all the advantage of influencers actually, it's to be able to give the feeling that it's simply World of Mouth. To act like if it was not an add but a friend who recommend us something.

<Did you notice any consumers not very happy about the lack of transparency regarding the sponsorship?>

No, the consumer either knows that the influencer receive free product, because it's something that everyone starts to know, and he still trust the influencer because the tonality is quirky and subtle enough to make it credible, either he doesn't realise it's sponsored. I think it's really important how the influencer is going to promote the product and how is his trust relationship with its followers.

<In a general way, did you notice something that works better than another in influencer marketing?>

The more the influencer say what he thinks, and that's why we need to let him enough free in his way of promoting the product, the more it is likely to work.

<Do you think that brands in Switzerland are ready to consider influencer as a real tool or they are not so sure about the return on investment?>

It's kind of both, it all depends how you are going to use them. For example, once I had to help getting known some « fitness » cereal of Nestlé to compete with Kellogg's. So what was made was that we were creating breakfast through videos using these cereals in a different way. Then we were proposing consumers to win some cereals if they were also creating an original breakfast with them. So to promote these kind of « events » we did a kitchen workshop with a chef and we invited a few influencers to participate and share the workshop in live on social media. The point was to promote the future event to the community, so we used the influencers kind of an « accelerator » tool to promote the event. So in this case for Nestlé it made sense to use influencers. In Switzerland statistically speaking it's too low for the brand to really be interested into influencers, the Swiss influencers are too small. Then of course it probably depends on the industry.

<What do you think about this « trend » of influencer marketing?>

It's like every time there is something new in digital, everyone wants to be part of it thinking there is only this existing, that's kind of absurd. Yes, influencer marketing is a thing but it's only one channel that is not that extraordinary. It won't generate return on investment more than a targeted and optimised add.

Appendix 13 : Interview with Iffluenz

<Can you explain me the concept of Iffluenz?>

Sure, Iffluenz is a platform to put in relation influencers and brands. So we developed a platform and tools that give the opportunity to brands to create and manage their Instagram sponsorship campaign directly online. At the moment we have around 17'000 influencers subscribed all over the world, mainly in USA. Let's say that about 40% of the are in USA. So this is it, we started this activity in 2015 and that's what we keep doing. At the moment we are working on a redesign of the platform that will allow the brands to define more criteria when creating their campaign. So overall everything goes through the website.

<Legally, your company headquarters are in Switzerland?>

That's right, absolutely.

<How did you get the idea of creating this platform? Did you in 2015 realized that influencer marketing was working kind of well, maybe in other countries like USA?>

Well, in fact when we started to have the idea, well first I am an Instagram user, in fact all the team is and we started to notice that back in the time there was some sponsored posts on Instagram but it was the very beginning so sometimes we were not even sure if it was a proper product placement or simply someone who liked to show what he bought. From this, we thought there was something to do. Then, we started to look for similar platform online and there was not, I mean we could see at that time that standard communication agencies were proposing this kind of service for influencer marketing strategy but there was no automatized online platform dedicated just for this. Then, we started to developed the idea, it took us about a year. So here we are, that's how everything started, very simply.

<As you have many influencers from USA, are most of the brands contacting you also located there?>

Yes, exactly. Kind of the same percentage as the influencers actually.

<What type of brands are you working with? Are they mostly start-ups?>

Well, we have all kind of brands but let's say that mainly we work with medium size companies. We do have a few really big brands working with us but mainly, the body of

our business, are medium size companies. We differentiate us also is that our platform gives the chance to create a campaign for a very low budget. Meaning that even small entrepreneurs or small companies have the opportunity to create a sponsored campaign through Ifluenz. So that's a big advantage we have.

<Are your prices rather low because everything goes through the platform only? There are no such things as meetings with the brands, etc?>

That's it, then it depends on the type of campaign. We have two different kind of campaign, first the standard ones, where everything can be done online and then the personalised ones where we handle all the details in a deep way. All of this we used to do in a kind of manually but our platform redesign is aiming at automatizing these kind of process as well. So with this way of working we are able to be very competitive about prices.

<What about Swiss market, do you work with Swiss influencers?>

Well, influencer marketing in Switzerland is not very much developed yet. Then of course, because of our presence here we also have Swiss clients, let's say some small and big. It's true that when we started, we really needed to explain to people what was influencer marketing because they didn't understand what it was. Nowadays, when we speak about it, people do understand quite quickly what it is about so that's kind of good because people saw documentaries and things about the subject and they start to know about it.

<Are your influencers mainly working on Instagram or also on other platforms?>

Actually they mainly work on Instagram but then we do have a few influencers with very good Facebook and Twitter that work well but most of the time influencers are on Instagram.

<And in which industries are your influencers in?>

It's very divers, it's more in beauty, fashion, luxury, travel, these are kind of basics but we are present in all industries. There is also sewing, some professional services, it's very broad. We forbid some industries such as Tabaco, alcohol, medicine and of course everything that is adult content.

<Are you looking for brand ambassador and more one-time contract?>

Well it depends, most of the time it's for a launching a new product so it's a one-time thing but it can happen that a brand uses a few influencers and decide to keep going on the long-term with one of them.

<In terms of number, how many campaign do you have per month?>

A lot considering that we are international. A good influencer would have 5 campaign a month but some of them will have 15, this is a little bit too much because when an influencer does too much sponsored post it reduces the efficiency. Then, generally, it's campaign per month or sometimes even less.

<Do you agree that in Switzerland brands don't really give consideration to influencers?>

Well for sure in Switzerland, when we speak about anything digital it takes a little bit of time to get in people's mind. All the brands who don't consider influencers are the same brands who did not understand what Facebook was for back in the time. So it takes a bit of time for people to get familiar with influencer marketing. For sure, among the CEO's of big brands very few of them are big Instagram users so it's normal that for them this concept is kind of « virtual », it's not something concrete such as a magazine that you can actually touch. So yes, we do notice that in some ways there is this problem of brands reluctant to the idea of collaborating with influencers but I believe it's just a time of education and they will get there soon. They won't have the choice to adapt in a way or another because nowadays people get all the information on their phones so if you want to keep being noticed by new customers you need to adapt. If you don't adapt you become has-been and people overtake you. We are kind of happy because there is no much competitors in Switzerland. There are some traditional communication agencies who do some influencer marketing but they do it really not in an automatized way, kind of artisanal if I can say. So obviously, brands in Switzerland are more likely to contact these agencies than platform like ours but because they are not specialised agencies it is very expensive. You need to contact the influencer, negotiate with him, prepare a contract etc. All of this takes time and time is money so in the end the brand doesn't really get return on investment. That's why we put a point of honour about automatization of process, to make sure it's fast and competitive. We also have close relationship with the influencers so we do have a lot of data that give us the chance to know exactly the price of each influencer respect the price of the market. Without this the influencer set his price and he's not necessarily balanced and very often they set a price much higher respect their followers and engagement rate. In the end, the brand is going to think ok I invested

a big budget in this influencer but the influencer is not professional and there is no return on investment.

<How does the platform work and how to you verify your influencer's profile?>

So this is one of the strength of our platform, in fact when the influencers subscribe on our platform, first they need to have minimum 5'000 followers, that's the first criteria, but then our algorithms analyse the page of the influencer to check if he is a real one or if there are a few things letting us think that he's not a good one. So what we really do is using our own software that we developed. We analyse the engagement rate of an influencer, by checking his last 30 posts and if he's under a certain number the person won't even have the possibility to subscribe, she will get an error message tell her that regarding her statistics they can't subscribe. That's immediate at the moment of the subscription. There is a bunch of other data that are analysed, for example the person need a public profile and a sufficient number of post, sometimes you see people we subscribe, or at least try to and they have like 3 or 4 posts, which is very strange. Then, we also follow the progression of their followers, so if we see that yesterday the influencer had 6'000 followers and two days later 10'000 that's more than strange. There are all these factors that are analysed and when there is a doubt we receive a red flag and we analyse the profile manually to check if the content really is a content of quality or not. Of course some of theme fall through the cracks but for these people we have another verification system that is that when the brand creates its campaign and that the influencer does the post, the brands can have a look and if they see that something is weird, the comments are from fake people etc. they can just contact us and we will do a verification and take action if needed. So yes, in general all of this is well monitored.

<Do you have any contract with the influencers?>

No, however they do accept some general conditions at the moment of the subscription.

<Once the influencers are validated, do they have the possibility to choose a campaign themselves?>

Well in fact, what really happens is that the brands are going to create a campaign, for example a brand is going to set a certain number of criteria and we will propose a preselection of influencer which the brand can choose from. Once these influencers have been chosen, they will receive a notification telling them that they have been selected for this campaign and that they can accept or refuse it. If they accept, they have two days to do the post. Each campaign has only one influencer, so the first one who accept is the one who gets the collaboration. However, with our platform redesign, we are trying to

change this and give the chance to the brand to create its campaign and then receive different propositions from the influencers and also content proposition. So the brand will see which influencer propose what content and then will have the chance to choose with who they want to work, either one, two or even 10 influencers. That's what we are trying to change and working on at the moment, it will probably be online in about a month.

<So if I follow what's stated on your website, the brand is providing the picture that has to be posted?>

Yes, for the standard campaign, the brand is creating the visuals and then providing them to the influencer who can choose between two or three. We started to do it in this way because it was easier but with the redesign of the platform, the brand will have the choice between providing visuals or letting the influencer creating it himself. Very often the influencers would like to publish only content that they created themselves.

<Does the brand prepare also the text that goes with the picture?>

No, actually there are two guidelines, the influencer has to do a post that mention positively the brand and they have to mention the Instagram account of the brand. But besides these two criteria the influencer is free.

<How works the remuneration system?>

In fact, if you want, the brand pays directly the influencer but it goes through us, we secure the payment and ensure that the influencer doesn't remove the post before the validation period of 7 days. So through us we secure the transaction and we keep a % on each campaign.

<Are the influencers always paid in money?>

Yes, it's always in money, it can happen sometimes that an influencer receive money and a product. In general, if the product is not too expensive the influencer can keep it.

<So the mention "sponsored" is not mandatory?>

Well no, the legislation is kind of particular for us as we work with different countries. In Switzerland for example it is not mandatory to state that a post is sponsored while on the contrary in France or USA it is. So what we do is asking our influencer to conform to the legislation of their country. But we realize that with internet and the numerous message that are published every day on social media, it's kind of a grey zone, it's not very controlled and we can see sometimes big influencers who do sponsored post but don't mention it even though they live in USA or France. For the moment we are checking this, following

the evolution of the different legislation but in general it's the influencer who takes his responsibilities because he manages his profile and his image so the only thing we can do is to ask him to follow the legislation of his country and of Instagram.

<Are some brands asking for the sponsored mention?>

So there is the business tool, when an influencer does a post, it gives the opportunity to the brand who was identified in the post to have access to all the analytics regarding the audience. So this tool brands are sometimes asking for it but in one way or another they always ask for an analytic report about engagement rate etc. So yes, this new tool allows a clearer visibility and more transparency regarding statistics.

<So the brands don't ask for example for #sponsored, for the sake of their brand image?>

No, the only thing they are interested in is return on investment and visibility.

<Did you observe anything that works a bit better than other in sponsored posts?>

Of course, for sure personalised campaign, so the campaign where the influencer really shows himself with the product, that always works more than when it's simply a picture provided by the brand. Then of course it all depends on the influencer but there are some influencers who know really how to highlight a product but in a way that is like a story telling, a subtle way. These influencers are usually influencers who make a living with sponsored posts and they are much more « professional » if I can say and the result is better. Then it depends on the product also, some of them works better than other. For example, we had once a campaign that was difficult to find an influencer because it wasn't really a « selling » product, it was you know the kind of tape you put on your nose to part the nostrils to avoid to snore. So that was kind of complicate to find an influencer who agree to promote this.

<Do you think that in general followers prefer when they are aware that it's a sponsored post or when they don't know?>

No necessarily, actually what they do prefer is that in the picture there is something else than just advertisement. For example, if for the promotion of a cloth or a watch or something else, the influencer takes a picture on holiday in Miami on a beautiful beach and that you can see he has this watch, the interest is not focused only on the watch so the followers who are going to see this will be please. Then of course it's a question of finding the right balance between proposing creative content, interesting to see and succeeding to do the product placement in a subtle way.

Appendix 14 : Questions by categories – Serie A – Customers interviews

Questions	Related categories
<i>Q1: What is your opinion regarding influencer marketing and more specifically sponsored post on Instagram?</i>	General question
<i>Q2: Do you follow any influencer? If yes in which industry?</i>	General question
<i>Q3: Is there any influencer that you trust?</i>	Trust relationship with influencer
<i>Q4: What do you need to trust an influencer?</i>	Trust relationship with influencer
<i>Q5: Have you ever bought any product after seeing it in a sponsored post? If yes, how did you proceed to purchase it, did you do any further research?</i>	General question
<i>Q6: Do you think that sponsored posts enable you to discover and be aware of new products?</i>	Impact of product placement on consumer
<i>Q7: Does the fact that a product is sponsored blocked you or not?</i>	Impact of product placement on consumer
<i>Q8: What's keeping you from purchasing a sponsored product?</i>	Improvement areas
<i>Q9: Usually, do you think you recognise when it's a sponsored post? If yes, how?</i>	Transparency of sponsored posts
<i>Q10: If you were to know that a post was sponsored but it was not mentioned and you were interested in the product, how would you react?</i>	Transparency of sponsored posts

<i>Q11: Is there anything the influencer could do that would make you more willing to purchase the product?</i>	Improvement areas
<i>Q12: Do you think that the hashtags and the new business tool of Instagram where you can write that it's a paid partnership are more pushing the sales or holding them? Why?</i>	Transparency of sponsored posts
<i>Q13: Do you think that some influencers chose their partnership and that they collaborate only with brands they actually like?</i>	General question
<i>Q14: What do you think of posts with contests?</i>	Exploratory area / Impact of product placement on consumer
<i>Q15: What do you think of post with promotion codes?</i>	Exploratory area / Impact of product placement on consumer

Appendix 15 : Questions by categories – Serie B – Customers interviews

Questions	Related category
<i>Q1: What is your opinion regarding influencer marketing and more specifically sponsored post on Instagram?</i>	General question
<i>Q2: Do you follow any influencer? If yes in which industry?</i>	General question
<i>Q3: Is there any influencer that you trust?</i>	Trust relationship with influencer
<i>Q4: What do you need to trust an influencer?</i>	Trust relationship with influencer
<i>Q5: Have you ever bought any product after seeing it in a sponsored post? If yes, how did you proceed to purchase it, did you do any further research?</i>	General question
<i>Q6: Usually, do you think you recognise when it's a sponsored post? If yes, how?</i>	Transparency of sponsored posts
<i>Q7: If you were to know that a post was sponsored but it was not mentioned and you were interested in the product, how would you react?</i>	Transparency of sponsored posts
<i>Q8: Is there anything the influencer could improve that would make you even more willing to purchase the product?</i>	Improvement areas
<i>Q9: Do you think that the hashtags and the new business tool of Instagram where you can write that it's a paid partnership are more pushing the sales or holding them? Why?</i>	Transparency of sponsored posts

<i>Q10: Do you think that some influencers chose their partnership and that they collaborate only with brands they actually like?</i>	General question
<i>Q11: What do you think of posts with contests?</i>	Exploratory area / Impact of product placement on consumer
<i>Q12: What do you think of post with promotion codes?</i>	Exploratory area / Impact of product placement on consumer

Appendix 16 : Interviews with consumers

Interviewee 1– 25 years old

Q1: What is your opinion regarding influencer marketing and more specifically sponsored post on Instagram?

In a general way it's not something I really like. It all started because brands were lacking credibility with their models on TV and they wanted to create proximity with their customers but very quickly, influencers turned into other « employees » of the brand who are, on my opinion, very much influenced so for me the trust bond that was supposed to be created with the followers doesn't exist anymore. So yeah, it's not something I like and I think that most of the time it's pejorative for the brands' image.

Q2: Do you follow any influencer? If yes in which industry?

Yes, I do, mostly in beauty and travelling industry, but I'm not someone who follows a lot of influencers.

Q3: Is there any influencer that you trust?

Well yes, I think that I'm able to do the difference between the one who simply spit what the brands told them and the one who kept a certain integrity.

Q4: What do you need to trust an influencer?

The influencers I trust are often influencers I've been following since their start, when they were not very well-known. There are a few who didn't change and kept the same way of talking and expressing themselves and just simply seems sincere. Sometimes you guess that a product doesn't match an influencer's personality so you realize it's sponsored. So I trust the ones I had the chance and time to get to know and from this I can tell if the post is coherent with its image or not. Then, there are some influencers who do the sponsored post as in the movies, in a subtle way like « oh I didn't realize I had this watch on me » and there are the ones who really create a show and calculate every single details like the coffee on the left, the product on the right etc. I think that when it's too much prepared it looks fake.

Q5: Have you ever bought any product after seeing it in a sponsored post? If yes, how did you proceed to purchase it, did you do any further research?

I don't think so, because it's not enough for me to see a product one time on social media. But when it's an innovative product, meaning something really different, it might be that after a while I start to think that it could be interesting and maybe matching me. But yeah it really needs to be something new and intriguing to interest me. It shouldn't be like a perfume.

Q6: Do you think that sponsored posts enable you to discover and be aware of new products?

I think I could buy a product if it is a product that I really liked and that I think it's a quality one even though it's sponsored. If for example it's an eye-shadow palette and I liked the colours, next time I need to purchase one, I might think about this one. So yes, I think that it enables me to know more one product than the other, even if I didn't try it.

Q7: Does the fact that a product is sponsored blocked you or not?

It does block me if I don't like the way it is done. I think that I easily recognize sponsored posts, so if it is not clearly mentioned I feel like the company or the influencer wants to fool the client and this will block me. But if it is done correctly, if I like the way the sponsored post is done (for example if the chosen influencer is coherent with the brand image) then it'll not block me.

Q8: What's keeping you from purchasing a sponsored product?

I think it's mainly the fact that the influencer says whatever she saying about the product because she's paid. The only thing that could make me purchasing a product is because it triggered my curiosity and I want to purchase it as I would take the decision when I see a product in a shop, but I would never purchase a product just because I saw it to this influencer. I would always think that her opinion is biased. It's really a trust-relationship that needs to be installed. It's also a question of feeling, I mean it's kind of like the process of trusting a friend.

Q9: Usually, do you think you recognise when it's a sponsored post? If yes, how?

Yes, the first thing I recognize is when it's clearly stated that it's sponsored, for example with the business tool that is mandatory in France. Otherwise, I check the hashtags, I always make the effort to open all of them and check if there is any #ad or #sponsored or anything similar. Then of course something it's just how the picture is taken that is not natural. Actually, now that I'm aware that this is a whole industry and that it works in this way, I perfectly know that an influencer will never talk about a product if he's not paid. He would prefer to contact first the brand and ask for a partnership even though he

initially liked the brand and the product, I mean, if they can get paid to make it why wouldn't they. So yeah, knowing it's an industry, every time I see a brand in an influencer post I straight think it's sponsored.

Q10: If you were to know that a post was sponsored but it was not mentioned and you were interested in the product, how would you react?

I would feel betrayed. I won't say that it would prevent me from purchasing any product from the brand but for sure it would be a bad experience and a bad image for the brand. On the side of the influencer, I'm already not a fan of them so it will definitely not help me considering them more. I think it became such a business that it's an obligation to at least state that it's sponsored, if you don't say it I think it's really cheating on the client.

Q11: Is there anything the influencer could do that would make you more willing to purchase the product?

I don't think that the influencer can change anything to his post but just being more authentic in a general way. I think that the influencers who start to be well-known are posting less and less spontaneous and funny things. So their Instagram feed is just a shopping window, everything is too much organised and planned. Of course I understand perfectly that they have to organise shootings and that it's their jobs but in the end it's only this that is left on their feed. They kind of became like models or people like that that you contact because they have thousands of followers but there is no more trust-relationship like in the past. Fortunately, there are a few left that remained the same from the beginning. For example, I follow a girl who's in the fashion industry and she's always invited in fashion shows etc. but she's super natural and sweet, you completely have a different opinion of her from the other influencers that are a little bit more fake.

Q12: Do you think that the hashtags and the new business tool of Instagram where you can write that it's a paid partnership are more pushing the sales or holding them? Why?

If we talk in term of return on investment I think it's bad for the brand because the goal of influencer marketing is really to have an average person, that you feel is like a friend and she's recommending you a product. But when they use a hashtag this dimension is broken. You are convinced and you read a nice text about how the product is good and in the end you see the hashtag and think OK that's actually bullshit. So yeah I think that it's bad for the brands and I believe they will have to reinvent themselves because I'm not sure how long this will keep working. I actually don't see the difference between using an influencer or posting an advertisement directly on Instagram. The only thing I saw that

could be positive for the brands is that usually when they hire an influencer she gets the job done from A to Z, creation of content, shooting, preparation of the post etc.

Q13: Do you think that some influencers chose their partnership and that they collaborate only with brands they actually like?

Yes of course, I think that the majority does, no one will ever work for something they hate but for sure the influencer would maybe not talk that positively about a brand if they were not paid for it.

Q14: What do you think of posts with contests?

I like to participate to the contest. I don't think it's a good way to do promotion. Maybe the only brand who should do it, and that's probably why they do, are the small ones who are trying to win some followers. I think it's efficient for this but if they want to do advertisement about the product itself if think it's kind of ridiculous.

Q15: What do you think of post with promotion codes?

When there is a promotion code, I trust the influencer more because I feel like it's a more developed partnership than just advertisement. I feel like the influencers and the brand met and really talked about the strategy. I also think that the influencer is more likely to have tried the product because it's a long-term partnership. Even the remuneration system is better, I think the influencers are paid regarding the number of time people used their code so it's more fair, it's not just about paying the influencer for posting something. So yeah I prefer these kind of sponsorship.

Interviewee 2 – 25 years old

Q1: What is your opinion regarding influencer marketing and more specifically sponsored post on Instagram?

I think that sometimes it's not very objective because the person who's proposing the product got it for free, so she has kind of an obligation to speak positively about it. Then, of courses there are some influencers that if you followed them for a while you know you can more easily trust them. But I'm kind of suspicious at the beginning.

Q2: Do you follow any influencer? If yes in which industry?

Yes, in the beauty Industry.

Q3: Is there any influencer that you trust?

Not really, because I didn't get the chance to follow the evolution of the influencers I follow. Moreover, there is one of them that I found pretty fake. I follow her because sometimes she does good tutorials but I'm not necessarily going to buy something just because she did. Because I also see that she receives a lot of product and gift from the brands so I'm thinking for sure it's kind of biased.

Q4: What do you need to trust an influencer?

So as I mentioned, for me it would really be to follow the evolution of the influencer and get to know his personality. Of course feeling that the sponsored post is not too fake and prepared. For example, the influencer I talked about before always says that everything is amazing and that she loves it, it's too much and not enough « human » on my opinion. It would be better for example to say so here is the product, I didn't really like it because it doesn't match my skin but it's good for these kind of skins etc. Because here we always feel that everything is amazing...

Q5: Have you ever bought any product after seeing it in a sponsored post? If yes, how did you proceed to purchase it, did you do any further research?

Not really, I did buy a face mask from L'Oréal. I first saw the post and then months later, when I was shopping I saw the product and I remembered the post I saw and I wanted to try it. But it's not when I saw the post that I told myself I have to purchase it!

Q6: Do you think that sponsored posts enable you to discover and be aware of new products?

Yes, because you already know the product, you know what it is for and how it works and then you decide to try. So yeah, unconsciously I think it's still pushing you to purchase the product more than if you had never seen it.

Q7: Does the fact that a product is sponsored completely block you or not?

No, it's more the person who is going to do the promotion of the product who would have an impact on me.

Q8: What's keeping you from purchasing a sponsored product?

Nothing actually, then it depends on the type of product but if I know for example that there is a product that really doesn't work because I saw the opinion of numerous consumers who tried it and that suddenly an influencer is going to say that it's good, I would start to be suspicious towards the posts of this influencers. So let's say that the

honesty of the influencer could keep me from purchasing a product more than anything else.

Q9: Usually, do you think you recognise when it's a sponsored post? If yes, how?

I've noticed that some posts have the mention « paid partnership » so in this way yes I can recognize. But if it's not clearly stated, I don't think I could know.

Q10: If you were to know that a post was sponsored but it was not mentioned and you were interested in the product, how would you react?

Once again, it will depend on who is the influencer, but I guess that if I like the post and I didn't think it was sponsored it just means that the sponsorship was well-made so I won't feel betrayed or something else.

Q11: Is there anything the influencer could do that would make you more willing to purchase the product?

To avoid talking only positively and saying that all the products are unbelievable but to really state why they are that good and what are the benefices of the products, for which type of person it's better, like which skin for example. So yeah, not making people believe that it's for everyone because we know that not all the products are for everyone. So basically being really transparent and saying here are the negative points but it's still a good product because...

Q12: Do you think that the hashtags and the new business tool of Instagram where you can write that it's a paid partnership are more pushing the sales or holding them? Why?

Personally, it's holding me more than pushing me. I don't know why, it's psychologic.

Q13: Do you think that some influencers chose their partnership and that they collaborate only with brands they actually like?

I think they tend to accept everything, then of course I think that when you reach a certain level of followers maybe you can afford to choose a little bit your partnerships.

Q14: What do you think of posts with contests?

Personally, I don't participate because I always think I will never succeed, but otherwise I think it's kind of a good thing. I'm not surprised by this marketing strategy, it's not bad, it's just business.

Q15: What do you think of post with promotion codes?

I think it's good, especially if you are very interested in the product. Then it's not because there is a promotion code that I'm going to purchase it.

Interviewee 3 – 24 years old

Q1: What is your opinion regarding influencer marketing and more specifically sponsored post on Instagram?

I kind of like it, I don't mind as long as it is not too much. For example, at the moment there is very often posts for a candy brand and many influencers are all posting and talking about it and it really start to annoy me. But if I am interested in the products, sponsored posts can be interesting, it just doesn't have too often or always the same influencer posting. But in a general way I like sponsored post because I can discover new products and it makes me want to buy them.

Q2: Do you follow any influencer? If yes in which industry?

Yes, mainly in beauty and fashion but sometimes also some YouTuber who does humoristic videos.

Q3: Is there any influencer that you trust?

Some of them but not many, in general if I'm interested in a product I am going to wait to collect other opinion because purchasing it. I'm not going to say « oh this influencer like this product so will !! »

Q4: What do you need to trust an influencer?

I don't usually trust influencers based on their posts but more on his stories. I need to see that he is not doing just advertisement and sponsorship. It's really the content he's proposing besides sponsored posts that will help me to build my trust. I like when the influencer shares his life as if he was a virtual friend of mine. When I see that an influencer speaks about his life it makes me more willing to trust him because I see that he is « human » and just like me.

Q5: Have you ever bought any product after seeing it in a sponsored post? If yes, how did you proceed to purchase it, did you do any further research?

No, I never went through. I almost did once for a whitening tooth kit but a friend told me it was not a very good one. So, if I'm interested in a product, I would first look for further opinion but more from other consumers.

Q6: Do you think that sponsored posts enable you to discover and be aware of new products?

I think yes, I wouldn't necessarily buy the product but that would trigger me. Of course when I see sponsored post with a before and after then I tend to think that it's good and I think about it. It stays in one corner of my head and one day or another I can decide to buy the product. If I go in a shop and I see the product, it's going to pop in my head because I will remember the sponsored post and I would more easily stop to have a look at the product.

Q7: Does the fact that a product is sponsored completely block you or not?

No, Usually I don't really care if it's sponsored or not.

Q8: What's keeping you from purchasing a sponsored product?

It's the opinion of other people who are not influencers and very often change my mind. These people are not paid to speak in a good way about the product. So I always go and have a look at the opinion of other consumers. I'm 100% aware that the influencer is paid to write these posts meaning that I'm not 100% sure that they really are honest about what they say.

Q9: Usually, do you think you recognise when it's a sponsored post? If yes, how?

I am kind of paranoid and I tend to think that everything is sponsored, every time an influencer talks about a product it's for sure sponsored for me. Except if he expresses that he bought it with his own money.

Q10: If you were to know that a post was sponsored but it was not mentioned and you were interested in the product, how would you react?

Well, for example the other day I saw a post from an influencer who said « waxing time » and I realized she was using the same epilator than me so I thought « cool she's using the same, it means I have a cool product that an influencer is using » and then I thought that actually she does have a lot of money so she probably doesn't wax her legs herself

but goes to the beautician. So I realized that the post was sponsored and I felt a bit stupid to believe that she was actually using the product and trust her so easily.

Q11: Is there anything the influencer could do that would make you more willing to purchase the product?

If the influencer also mentions some negative points about the product I would think that he didn't embellish the product so it can help me trust more his opinion. Otherwise, a video could make me more willing to purchase it than simply a picture. For example, if the influencer uses the product in a short video it's more credible than a picture where there is still the product wrapped in the packaging!

Q12: Do you think that the hashtags and the new business tool of Instagram where you can write that it's a paid partnership are more pushing the sales or holding them? Why?

Well, about me I don't really care if we know or not that it's sponsored or not but at least the influencer is honest and it's clear for everyone. He doesn't pretend that he likes all the products in the world, he's sincere in some way. However, using a hashtag will not necessarily make me more inclined to purchase the product. If the text is only positive and it sounds fake the hashtag is useless on my opinion.

Q13: Do you think that some influencers chose their partnership and that they collaborate only with brands they actually like?

I think that small influencers, the new ones with few followers would tend to accept more any kind of partnership than the big influencers more well-known and who can also afford to say no to a partnership. Maybe the smaller influencers are going to think that if they refuse this partnership then no one is going to propose them other or less. They have less experience about this, for example TV reality people.

Q14: What do you think of posts with contests?

I like it, I don't mind them because I don't really feel like it's sponsored when I see them.

Q15: What do you think of post with promotion codes?

I don't really mind even if here the sponsorship is less subtle than in a contest for example. However, when the promotion codes are in the stories it really bothers me! In the posts there is more text and the promotion code is subtle while in the stories you can't write a lot and you see only this, I think it's less professional.

Interviewee 4 – 23 years old

Q1: What is your opinion regarding influencer marketing and more specifically sponsored post on Instagram?

On my opinion there are too many. Sometimes you see only this in your feed and moreover always the same products. It can be good sometimes because it brings to your mind products but most of the time if think it's too repetitive. It can happen that it makes me aware of a new product but in general my reaction is more like « oh another sponsored post! ».

Q2: Do you follow any influencer? If yes in which industry?

Well, I follow more stars than influencers but I do follow some ex Miss Switzerland who now are more or less considered as influencer but I don't really follow them for the products they promote. Then, I also like to follow Victoria Secret angels but not much blogger or Instagram people.

Q3: Is there any influencer that you trust?

Not really, moreover because I kind of like, then it depends what kind of sponsored post it is, but I kind of prefer to try everything by myself. I mean, I wouldn't really order on a website after seeing an influencer's post. Except maybe if it's a cloth or an accessory, here I could see straight away how it looks like. But in general, everything that is food or beauty products I'm kind of cautious.

Q4: What do you need to trust an influencer?

I need that the influencer doesn't do too many sponsored posts, that he doesn't accept all the propositions he receives but only things well targeted, I mean I need coherence, it has to match his personality and the influencer needs to really use the product without having the feeling that it's just about getting money. Then of course I think that once you tried a product from one influencer and you like it maybe it's easier to trust again and try other products. Then, I would tend to trust more « real » influencers than low bracket ones such as TV reality people.

Q5: Have you ever bought any product after seeing it in a sponsored post? If yes, how did you proceed to purchase it, did you do any further research?

No, then for example there is a CLUSE watch that I see very often and I'm kind of interested but I would first have a look on the Internet because purchasing it and I

wouldn't necessarily purchase the same as the influencer but maybe check other models.

Q6: Do you think that sponsored posts enable you to discover and be aware of new products?

Yes, sometimes it gives me ideas after I see a sponsored post. Then when I go shopping, if I see a product and I remember I saw it on the sponsored post I could have a look.

Q7: Does the fact that a product is sponsored completely block you or not?

Not really, it also depends on which influencer the brand is going to choose.

Q8: What's keeping you from purchasing a sponsored product?

It's mainly due to the fact that I like to see and choose the things by myself and some products, for example food, perfume or creams etc. I find it harder to simply trust and try. I really need to see the results.

Q9: Usually, do you think you recognise when it's a sponsored post? If yes, how?

Honestly, I would say not all the time. Then of course when there are the hashtags yes, by the way I think it's too much. But when the product is like 100% showcased for sure it's not very natural, also the text, sometimes you can tell that it's things the brand asks them to write. But I think that some influencers are subtler than others.

Q10: If you were to know that a post was sponsored but it was not mentioned and you were interested in the product, how would you react?

Well, I don't really care if it's sponsored or not because in the end I'm purchasing the product because I like it so of course they do money with it but it wouldn't bother me to know a product was actually sponsored.

Q11: Is there anything the influencer could do that would make you more willing to purchase the product?

Well showing more the results and what are the real effect. Like really trying the product.

Q12: Do you think that the hashtags and the new business tool of Instagram where you can write that it's a paid partnership are more pushing the sales or holding them? Why?

I think that some people could be hold by this but about me it doesn't affect me so I really think it depends on the person. I feel that for some people as soon as they see it's

sponsored they give a categorical no, it's like a principle for them. Then I say this but I've never really talked about it with my friends.

Q13: Do you think that some influencers chose their partnership and that they collaborate only with brands they actually like?

Yes of course, I've heard about influencers who clearly stated that they didn't want to collaborate with this product and this brand because they were not interested and it didn't match them. Then of course it depends on how much money these influencers earn, because the more they do the more they can choose. For example, I think that TV reality people accept everything.

Q14: What do you think of posts with contests?

I think it's kind of a scam, on one side I find the concept really great, it engages the audience and makes them hope they could win something but I think that, even if it's a good marketing strategy and very good for the brands because they earn thousands of followers and people who like, sometimes you never really know if there actually is a winner. I think that some brands do this in an honest way but for the majority it's too much focused on marketing and getting more likes and followers, which of course is totally legitimate.

Q15: What do you think of post with promotion codes?

I've never tried but I'm wondering if it actually worth it. I mean if I'm tempted by the product, why not. It's a good strategy because the client wins something even if we know that the brand does too.

Interviewee 5 – 27 ans

Q1: What is your opinion regarding influencer marketing and more specifically sponsored post on Instagram?

It's interesting, it enables us to discover new product without having to go to the shop but simply from your phone and have the opinion of external people who tried the product.

Q2: Do you follow any influencer? If yes in which industry?

Yes, in the sport, health and beauty industry.

Q3: Is there any influencer that you trust?

Yes, I trust them because I saw the results, for example influencers in the beauty industry. There is one influencer that I follow in the sport industry and I'm thinking that with her big reputation and everything she knows about sport and all the pictures she posts about her, she would do the promotion only of brands that are reliable. She wouldn't promote a bad product. However, I trust less an influencer than a friend because I'm thinking that if the influencer is paid he might be telling bullshit.

Q4: What do you need to trust an influencer?

So concretely, to follow what I said in the previous question, to trust an influencer it mainly his image and level of expertise I'm interested in. It's not really the product that is important but more the person who's going to promote it.

Q5: Have you ever bought any product after seeing it in a sponsored post? If yes, how did you proceed to purchase it, did you do any further research?

Yes, it has already happened, I directly ordered the product without any other research but they were influencers I trust.

Q6: Usually, do you think you recognise when it's a sponsored post? If yes, how?

Not really, if it's not written in big SPONSORED I don't think I could tell.

Q7: If you were to know that a post was sponsored but it was not mentioned and you were interested in the product, how would you react?

I wouldn't care, because the fact that a product is sponsored or not doesn't mean it's bad or good.

Q8: Is there anything the influencer could improve that would make you even more willing to purchase the product?

I think it's always good to see the results, then of course some products you can't really see any result so I would more easily purchase something if I can directly see it applied. Typically, makeup, you can see what the product looks like while a face cream not really.

Q9: Do you think that the hashtags and the new business tool of Instagram where you can write that it's a paid partnership are more pushing the sales or holding them? Why?

I don't think it really change anything but probably I would trust more if I think that it's not sponsored because I would think that the person doesn't have anything to win so she really trusts in the product she's talking about.

Q10: Do you think that some influencers chose their partnership and that they collaborate only with brands they actually like?

I think it depends from the influencer, those who are less well-known would tend to accept everything while when you are most well-known you can more easily pick your partnership. It's like the stars, for example Roger Federer choose which partnership he wants to do.

Q11: What do you think of posts with contests?

I think it's good because you can have something free! It's advantageous, of course it's a marketing operation but it's advantageous for me so I'm not going to refuse it.

Q12: What do you think of post with promotion codes?

Same answer as for the contest.

Interviewee 6 – 26 years old

Q1: What is your opinion regarding influencer marketing and more specifically sponsored post on Instagram?

I think it's interesting to discover new products, new brands but then it depends. I discovered thing I've never heard about. For example, at the moment I'm looking for a dress for a wedding and thanks to sponsored posts I discovered some great brands and website I didn't know. It's simply the new way to do advertisement, it replaces the ads on TV.

Q2: Do you follow any influencer? If yes in which industry?

Yes, I do follow a few of them mainly in fashion and beauty.

Q3: Is there any influencer that you trust?

It depends, for example there are some ex Miss Switzerland that are kind of like influencers and I kind of know one of them through another friend, so knowing her a bit I can trust more. Then in general, there are some influencers I trust but I first look at the

number of followers, since when they started and moreover what kind of product they promote and in which way.

Q4: What do you need to trust an influencer?

It shouldn't be too much marketing but more human, I want to see the influencer using the product because if she sponsored a product that she doesn't use I would wonder why. So yeah I would like some « proofs » that she's using the product. It's really complicated to know to what extent they really do and how much of it is done for the money. Then, I think that it depends on who is the influencer, for example, all the TV reality people are doing sponsored posts and I'm wondering if the product really is good or if it's just for money. It's also a question of credibility, depending on the influencer I would purchase more easily. I also think that it's complicated for the « real » influencers because now all the TV reality are doing partnership and it's kind of pejorative for the influencer marketing and the credibility of all these kind of sponsored post.

Q5: Have you ever bought any product after seeing it in a sponsored post? If yes, how did you proceed to purchase it, did you do any further research?

Yes, it was a CLUSE watch. I knew the brand through a sponsored post at the very beginning. I wanted to purchase it but I received it as a gift from some friends so I didn't really get the chance to do further research except that I did visit their website and checked a little bit how the website was made. But for example a face cream I would tend to do much more research because I believe that face cream is important because it's about your skin so I wouldn't buy anything. So yeah, depending on the product I do more research. The watch for example I didn't really care because it wasn't that much expensive and if it stops working that's all but the skin on my opinion it's more important.

Q6: Usually, do you think you recognise when it's a sponsored post? If yes, how?

Usually yes, it's kind of obvious because of the way they put the product and prepare every detail or even how the text is written. Even if there is no hashtags or business tool I think I would be capable of recognising it, yes.

Q7: If you were to know that a post was sponsored but it was not mentioned and you were interested in the product, how would you react?

I think that for a question of honesty they should tell it. Then it's also a question of generation, for example my mum bought a sponsored product without knowing it was sponsored but it didn't bother her when she knew, maybe also because she liked the product. So it also depends on the exchange conditions of the brand. But yeah I think

that our generation is abler to notice sponsored post and therefore less surprised. But I still think that the influencer should mention it for a question of honesty. I wouldn't be scandalised but it really is about ethic.

Q8: Is there anything the influencer could do that would make you more willing to purchase the product?

To see that the influencer is testing the product. For example, beauty products, typically, I would need videos where I see the influencer applying the product. Because if they apply if you know it's probably not bad for the skin. So yeah really testing it so that you can see they are using the product in their daily routine, maybe seeing it in the stories. I think it would increase the credibility of the product rather than having a simple photo of it. I need to see in his daily life that the product is good.

Q9: Do you think that the hashtags and the new business tool of Instagram where you can write that it's a paid partnership are more pushing the sales or holding them? Why?

I don't know if it's really changing anything, It's honest for sure but I don't think it would wither push me or holding me from purchasing a product.

Q10: Do you think that some influencers chose their partnership and that they collaborate only with brands they actually like?

Yes! I do know that some of them choose and try only products they think it's good. Then there is a kind of coherence depending on which type of influencer you are. For example, if you are not sportive at all, you hate it and everyone knows you hate it, you wouldn't do the promotion of sport clothes.

Q11: What do you think of posts with contests?

I don't really believe in it... I always wonder if there are some people who really win. There are some brands who state the name of the winner so in these case you are sure it's true but some of them don't. So once again, no credibility. Then of course it's business so it's normal that the brand uses these ways to reach more people. They wouldn't probably reach that many people if they were not using this strategy so I don't mind.

Q12: What do you think of post with promotion codes?

It's quite cool. For example, if I discovered a product and I want to purchase it I would wait a bit to see if the influencer will give us a promotion code. Moreover, if it's the first

time I'm trying the product. I don't think that the product is less good because there is a promotion code, everyone does discount, it's like in the shops, it's just a way to se

Interviewee 7 – 23 years old

Q1: What is your opinion regarding influencer marketing and more specifically sponsored post on Instagram?

I think it's good, it's a good think. We can trust a little bit more the brand considering that it's someone else than a model on TV who tell us the product is perfect. When the influencers try the product, moreover when it's live as on YouTube, I think it's great because at least you know straight away if the product is bad or not, what works what doesn't work. Then of course because the influencer is paid his opinion can be a little bit biased but I think it depends on the influencer. The influencer I follow are honest and they don't transmit messages that are too positive and could indicate me that their opinion is fake.

Q2: Do you follow any influencer? If yes in which industry?

Yes, I follow influencers in beauty and technology, they do like review about latest technologies or gadget.

Q3: Is there any influencer that you trust?

Yes, there are some. I started to trust influencers who just arrived on the market and had very few followers and posts. For me they are beginners so they don't know yet how to manipulate and sell. They are sincerer.

Q4: What do you need to trust an influencer?

I need to follow them for a while and check what they post. When they post regularly of course you have a look and you think okay not bad and you can start trusting them.

Q5: Have you ever bought any product after seeing it in a sponsored post? If yes, how did you proceed to purchase it, did you do any further research?

Yes, I had a look at first to the post and then I checked the opinion of other influencers to compare. Even if I trust the influencer I like to read another opinion. I always do 1-2 or even 3 comparisons before purchasing a product.

Q6: Usually, do you think you recognise when it's a sponsored post? If yes, how?

Usually they state it, « this brand sent me this product ». But I wouldn't be able to recognise a sponsored post if it was not clearly stated, except if they insist too much on some specific details about the product. Details that an average person would necessarily know. I'm aware that the information is probably from the brand.

Q7: If you were to know that a post was sponsored but it was not mentioned and you were interested in the product, how would you react?

I wouldn't mind too much, I think it's always good to be honest, but if I like the product that's OK. If I didn't like it maybe, I would be a bit annoyed but I wouldn't be outraged by it.

Q8: Is there anything the influencer could improve that would make you even more willing to purchase the product?

There is something that really catch my attention is if the post is written like if I was reading a book, kind of a story, just this small detail I really like because it shows creativity. When the post is written in a very marketing way like « buy this because it's not expensive », I don't really like it... I'm like mmmh maybe not. To be attracted by a post I need to see that there is a real effort and not just people who throw some all cooked marketing sentences.

Q9: Do you think that the hashtags and the new business tool of Instagram where you can write that it's a paid partnership are more pushing the sales or holding them? Why?

On my opinion it depends from the consumer. Some of them will prefer to know that it's sponsored and other won't. About me, I'm open minded so it doesn't stop me.

Q10: Do you think that some influencers chose their partnership and that they collaborate only with brands they actually like?

No, I feel like the influencer I follow don't choose. For example, one of them has 1'500'00 followers and I feel like she's accepting everything.

Q11: What do you think of posts with contests?

I don't participate because I'm not very lucky about this. Then, I don't like this kind of contest because it's too much marketing for me and you can tell that it's not the influencer who's offering all these products.

Q12: What do you think of post with promotion codes?

I think they work one time over two. I'm an economist so I know how it work and I'm not that easily fooled. I know it's only pushing me to purchase something I don't need. However, if I really need the product I think the promotion code is useful. I would say that thanks to my studies and my culture I know how it works and I'm not easily duped.

Interviewee 8 – 24 years old

Q1: What is your opinion regarding influencer marketing and more specifically sponsored post on Instagram?

It's kind of annoying, there is only this now on Instagram. Moreover, you never know if the products are really good or not.

Q2: Do you follow any influencer? If yes in which industry?

Of course, I almost follow only influencers. Mainly in the beauty and fashion industry.

Q3: Is there any influencer that you trust?

Yes, I follow one focusing on hair stuff and she does live videos where she uses products so I really like it because I consider this a proof to trust her.

Q4: What do you need to trust an influencer?

The product shouldn't sound too fake, if it sounds too fake, I won't trust. For example, a lot of influencers are promotion some slimming pills and they say the product is working like crazy while when I check for consumer's opinion they all say it doesn't work and that it's bullshit.

Q5: Have you ever bought any product after seeing it in a sponsored post? If yes, how did you proceed to purchase it, did you do any further research?

I wanted to once but the delivery fees were too high because it was from another country. Sometimes I want to purchase some products but I don't really want to spend my money in these kind of things. For sure if I had more money I would buy more! I did purchase some anti-cellulite kit. I bought it straight after seeing it in a sponsored post. I saw it many times in the story of the same influencer, it was repetitive so in the end I really wanted to purchase it. I didn't do any further research but I would say that it depends on the kind of product it is, for some I would do further research and for other I don't mind.

Q6: Usually, do you think you recognise when it's a sponsored post? If yes, how?

I think it's quite obvious most of the time, the product is ALWAYS next to them. So about me, as soon as I see the product like that, I think it's sponsored. It's too much showcased. Then there are also the hashtags of course.

Q7: If you were to know that a post was sponsored but it was not mentioned and you were interested in the product, how would you react?

Nothing special, I don't care.

Q8: Is there anything the influencer could improve that would make you even more willing to purchase the product?

I think they should introduce the product in a less fake way, even if I don't really see how they could, especially for products like slimming pills... If it's makeup, then they should try it in live and make it less fake but I believe that for some products nothing can be done to make us more willing to purchase.

Q9: Do you think that the hashtags and the new business tool of Instagram where you can write that it's a paid partnership are more pushing the sales or holding them? Why?

I think it would hold people because the idea that something is sponsored simply is not the best marketing argument to sell.

Q10: Do you think that some influencers chose their partnership and that they collaborate only with brands they actually like?

For sure yes! I don't think there are influencers who accept absolutely everything.

Q11: What do you think of posts with contests?

The day I will win I'll be happy! But then, seriously I don't really mind even though it's pure marketing.

Q12: What do you think of post with promotion codes?

I really like it, because if I'm interested in a product that's great. I don't think that the products are less good because it's like offers in the shops and the products are never less efficient. And anyway, if I decide to purchase something, I would in some case check the product before so I'll be sure it's not a bad one. So yeah, if I see a promotion code, I'm happy.