

REAL INFLUENCE. REAL IMPACT - HOW TO GET CREATORS RIGHT FOR BRANDS**ROUNDTABLE CHAIRS****Aarti Bhaskaran**Global Head,
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Snapchat[LinkedIn](#)**Kate Freed**Group Manager,
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The Global Creator Economy is estimated to be \$5.8Billion in 2024 and only poised to grow further. With such a large opportunity at stake, what should brands do to ensure creator marketing success? Snapchat, in partnership with IPG Magna, undertook a global study in 5 markets, speaking to 5214 digital platform users to understand how their receptiveness to brand sponsored creator content, the role transparency plays, and the impact of certain creator traits on brand engagement.

With 61% of users currently following creators, this discussion will offer brands some tactical guidelines to think about when developing their creator strategy. This work is hot off the press and was recently published in WARC in Apr 2024.

ROUNDTABLE KEY TAKEAWAYS

1. Creators are playing an essential role in marketing today, esp among younger audiences. Consumers are open to sponsored creator content from brands and they instinctively rely on creators for product recs & tutorials.
- 2.Brands should meticulously choose a creator strategy aligned with their industry to build authenticity, especially in sectors like finance where trust is important. Learn what cues authenticity among consumers
- 3.Consumers seek personal connections and look to creators as a trusted confidant in brand decisions. We will discuss how to capitalize on the authentic connection people feel to drive brand trust and consideration.

Add image, graph or chart (optional)