



Official Report

The Best Friend Effect a.k.a.
The New Word-of-Mouth
by Influencers



The new word-of-mouth... by influencers

What is the Best Friend Effect?

A new phenomenon has arrived. It is called the Best Friend Effect, and is more efficient than traditional media. This is the new version of word-of-mouth advertising that combines both influencers AND social media. With an impact that is 10 times more potent than classic advertising, it offers brands real opportunities for more efficient communication.

One of the oldest types of media (word-of-mouth has effectively always existed, even before writing and art), we can say that today it has returned to the head of the pack along with the big classic media.

For example, you see an advert for a supposedly “perfect” beauty product on television; you won’t believe what you hear...Take the same product, presented and tested by your favourite influencer on YouTube; and you’ll quickly be eager to try it!

Why and how does it work? How is it implemented?

Find all the answers in this official report – approved by Influence4You.

Summary

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The Evolution of Internet
The Origin of “Industrial” Word-of-Mouth

#02

The Best Friend Effect

Influence power
Elicited attention
Provoked positive engagement

#03

The Best Friend Effect and You

Our expertise as an agency specialised in the
Best Friend Effect
Our technology via the Influence4Brands dedicated platform



Introduction

In the 1950s, Bill Bernbach, who is the “B” in DDB Worldwide, stated that “word-of-mouth” is the best kind of advertising”. He was unable to create a “word-of-mouth agency” because no media of this type existed. As such, he built one of the best advertising agencies in the world by using classic media. Today, with the same observation, Bill Bernbach would have probably taken a different avenue in advertising: word-of-mouth.

This “new” communication channel has been made possible thanks to social networks. A real mass media that is quantifiable, creative and able to be commercialised and that asserts itself as a large media alongside TV, the press, radio and billboard advertising.

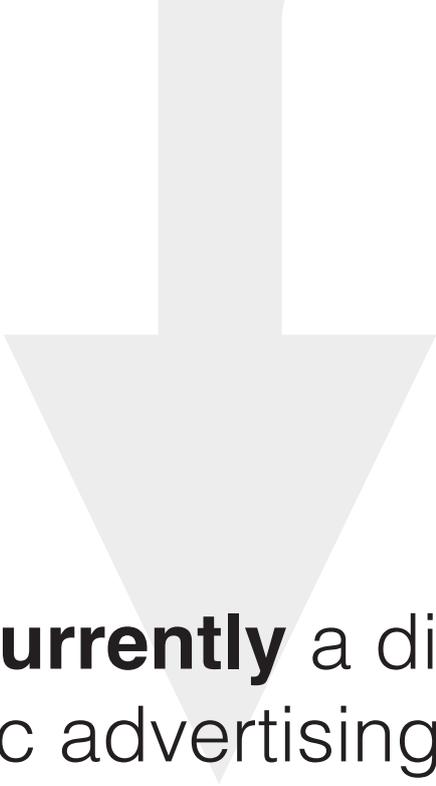
Why? How does it work? Does a precise modern-day word-of-mouth mechanism exist?

What “specific effect” does it rely on? How can this potency be put to your brand’s use, even better so than for your competitors?

These are the questions we will cover and attempt to answer in this official report. We will analyse word-of-mouth via influencers beyond its base principle and we will see how it has become incredibly potent and efficient. This is what we will call the “Best Friend Effect”.

Part 1

The evolution of **internet:** the origin of “industrial” word-of-mouth



There is currently a disconnect with classic advertising.

As an example, more than 50% of 16-24-year-olds use the AdBlock software on their computer.

Until today, advertising adopted a Top Down approach, the sole objective of which was to repeat its message so that the public saw it, understood it as much as possible and retained it. The brand's message was imposed, repeated, repeated and repeated... until a saturation of consumers' "brain time" occurred. Legitimacy came from a media/target balance. I want to reach women: I buy an ad page or I do some PR with a journalist who works for a powerful and legitimate women's media.

Since the arrival of social networks, we find ourselves in "circles of trust", through which we become connected with numerous people who have the same interests as us and who share those interests via Facebook, Twitter, Instagram, etc. All of this is made possible thanks to digital technology. The feeling of belonging and the idea of community are at the heart of current communication. In these circles of belonging, some people are more influential than others: the goal for brands is to penetrate these circles and to find the influencers who will themselves influence the people targeted by the brands.

Facebook's arrival

in 2004 brought forward 2 new and very important ideas for advertisers:



Fans
The equivalent of a "friend" for brands.



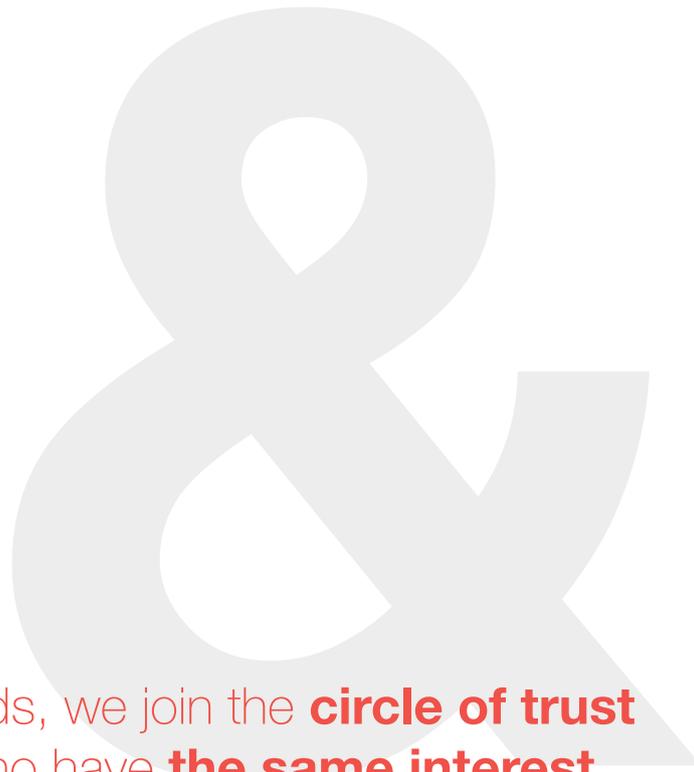
Likes
Web users give "likes" to published opinions or articles they are interested in.

This brings us to an idea quoted by Pythagoras in Ancient Greece:



We can also quote Lebanese poet Khalil Gibran, who described something that is similar to the "like" idea:





In other words, we join the **circle of trust** of people who have **the same interest** and who are similar to us (common characteristics).

Friends act within a circle. They speak, recommend, exchange and give their opinions about it.

At the centre of these circles, there are people who are more powerful than others: **Influencers**. Take YouTubers for instance; they have created their own community which incorporates their own personality. By joining the influencer's circle, web users are looking for "another better self". They want to follow an influencer because they see themselves in the influencer, and what the influencer says inspires and interests them.

This is ABS (Another Better Self). It is a "Super Friend", our "Best Friend". Influencers become role models whom we look after, we can identify with them and trust them.

This phenomenon is called The Best Friend Effect. It provides the following 3 measured observations we are going to cover in the next section:

- influence power
- elicited attention
- provoked positive engagement

Part 2

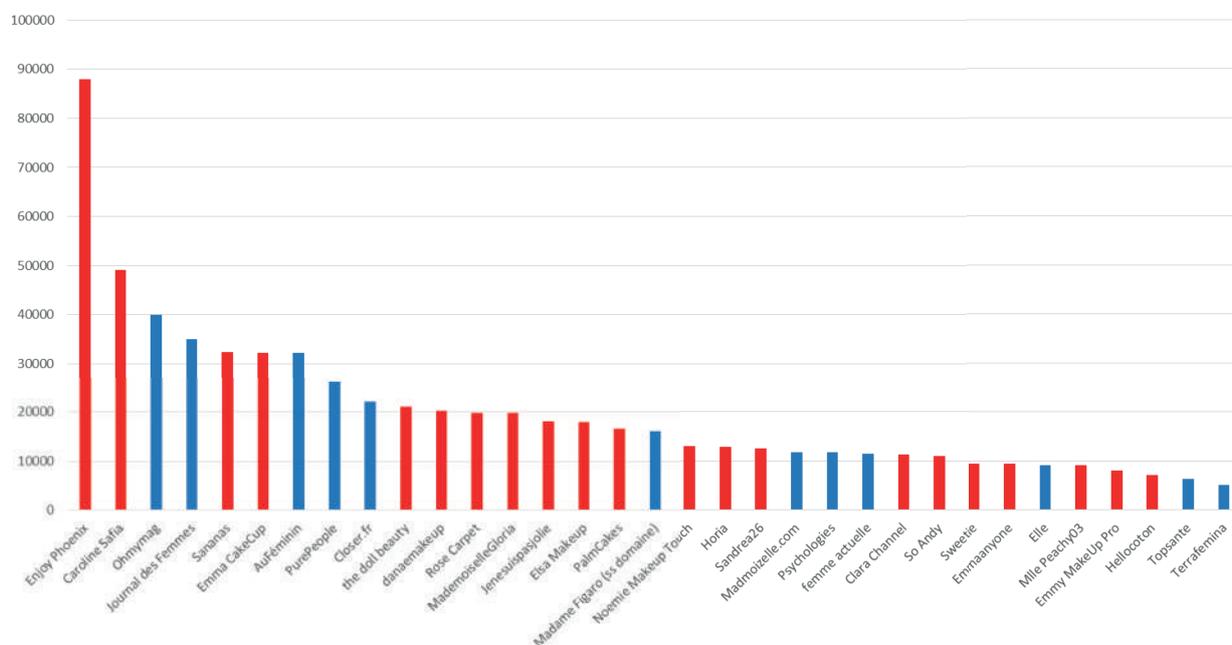
The Best Friend Effect

The power of influence

We visit Enjoy Phoenix's YouTube channel 1.5 more times than we visit the largest women's websites. Globally, we spend 30% more time on the top 20 fashion/beauty channels than we do on the top 20 women's websites.

Female influencers are therefore more potent than media! The same phenomenon can also be observed in gaming.

Time spent in June 2015 on top women's websites and channels of female YouTubers (in terms of time spent and in thousands of minutes -Top 40). This graph displays statistics in France.



The audience is real. Today, "influencers" media has become stronger than websites.



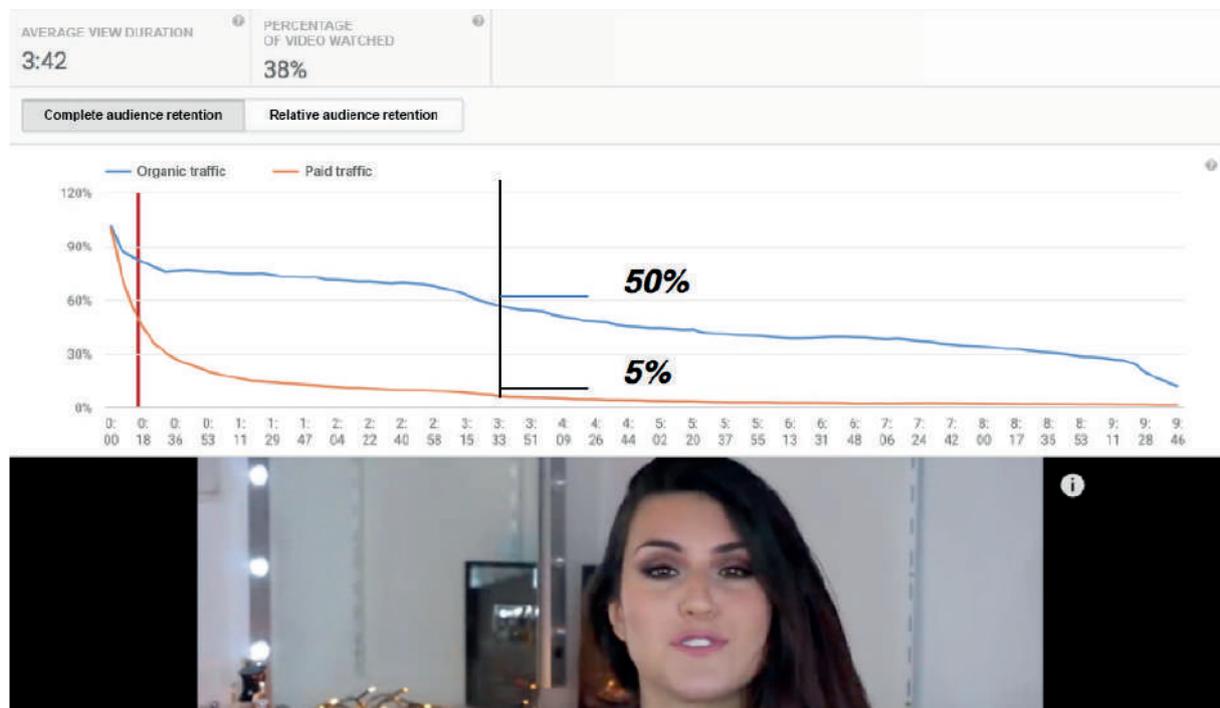
Elicited **attention**

These influencers elicit attention that is 10 times greater than what classic advertising methods elicit from their audience. A striking example: we've taken a video and observed how many times internet users are retained.

We have noticed that, when the audience consists of the influencer's subscribers, 50% of the audience is retained at the 5-minute mark. On the other hand, if the video is sponsored and therefore watched by an audience outside of the influencer's community (in other words: outside the circle of trust), only 5% of the audience is retained at the 5-minute mark.

We therefore see a real difference in attention paid between 1 and 10 minutes when watching a video published by a person we know vs. a person we do not know.

10 times more attention
paid to the influencer
than to classic media



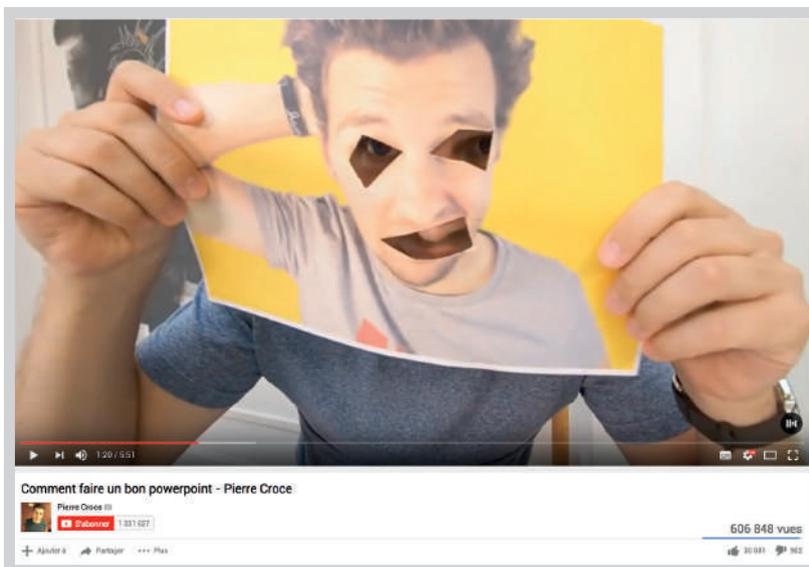
Provoked Positive Engagement

This means that influencers have a positive impact on their audience. Effectively, their community likes what they said and trusts them.

Influencers are going to make their circle listen, react and act. A very striking example is the one of a video done by a famous YouTuber on the occasion of his partnership with a high-tech brand. The video was uploaded to the YouTuber's own channel. This video received a very positive reception in terms of "likes" (97% "likes" when compared to the number of votes), but also in terms of interaction (5% of people "liked" the video after having watched it). In light of the success of this collaboration, the brand wanted to make another video with the

influencer, but this time post it on their own channel. The video was watched by people who did not know the YouTuber, or people who did know him but who watched the video on the brand's channel. The observed returns were a lot less positive than those of the previous video, with only 58% "likes" when compared to the number of votes and an interaction ratio (which is the number of "likes"/number of views) of 0.3% (vs 5% with the first video).

There is therefore a clear conclusion: a video's positive returns are clearly more important when the influencer interacts with their community within their circle of trust.



97%

Like per vote

5%

Like per view



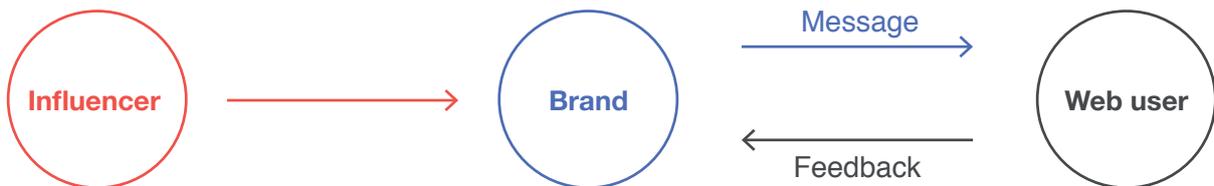


58%

Like per vote

3%

Like per view



x10 community engagement

if the video is published on the YouTuber's channel
as opposed to the brand's channel

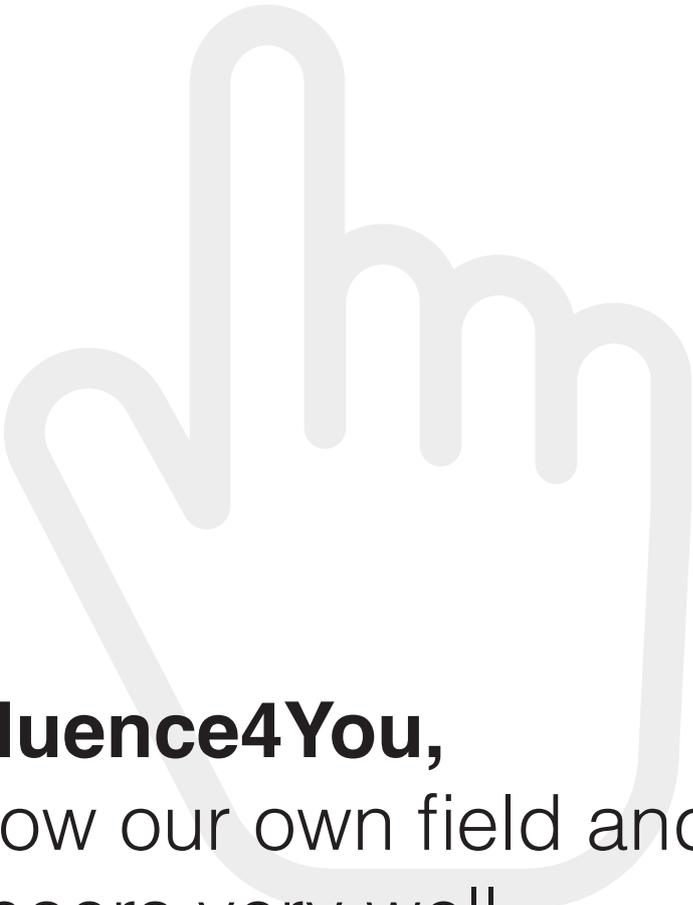
Conclusion

We have left the world where the advertiser researched power and legitimacy behind and have moved on to a world where there is more benefit in researching the Best Friend Effect (Attention x Engagement) to gain in legitimacy and potency.

Influencers will recommend a brand or a product to their community in their circle of trust with their own words. A real proximity, or intimacy, exists between influencers and their community: "The influencer is my model, if they recommend a product to me that they have tested and approved themselves, I am going to want to buy that product!"

Part 3

The Best Friend Effect and You



At Influence4You,
we know our own field and our
influencers very well.

We are capable of discerning who has the greatest Best Friend Ratio (the best engagement per post), which lets us guide and advise you with the utmost accuracy.

We sincerely hope that you choose Influence4You to assist in you in your success with Influence Marketing campaigns.

We bring you the Best Friend Effect through two main facets:

- our agency expertise;
- our technology via our automated platform that is dedicated to your brand.

Our expert agency specialised in the Best Friend Effect

Since being founded in 2012, we have worked with a large number of influencers. We know them personally and have run hundreds of influence campaigns with them.

Our expert process is as follows:



Identify the circles of trust, where they are and who their target(s) is/are.



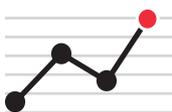
Identify the important and clear influencers for you in these circles (those who are right for you and who are in line with your brand).



Translate your objectives and needs into an adapted language to influencers so that they can best relay them to their community: this is the “Compatible Best Friend” brief.



Provide and manage a contractual relationship with influencers.



Measure the results of your collaborative campaign by analysing its potency (in other words, how the Best Friend Effect is received) and following the brief.

Beyond our expertise, we have developed a dedicated technology for brands and agencies so that all your influence marketing needs are met, notably by reaching the large network of influencers. This exclusive technology is influence4brands.com



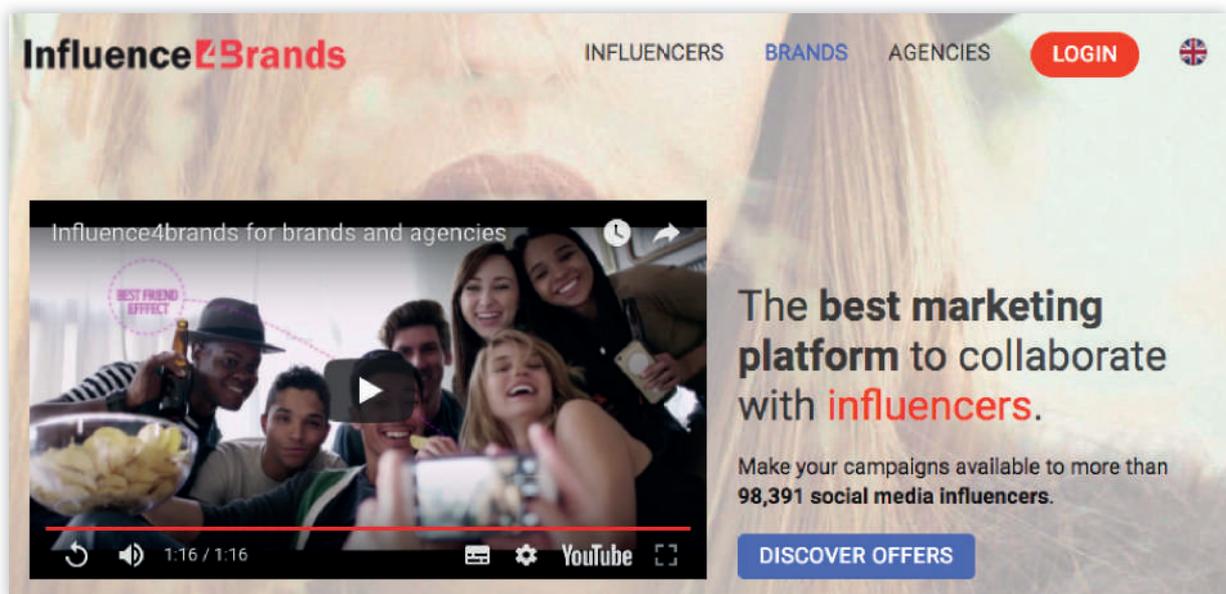
Our Technology

via the automated platform, Influence4Brands

The **Influence4Brands** platform allows you to take advantage of the Best Friend Effect independently by creating, spreading and managing your own partnerships with influencers in our network (we have over 90,000 registered influencers).

On **Influence4Brands**, you identify influencers that are right for you (not only key opinion leaders, but also those with strong potential). All kinds of campaigns are possible (YouTube, Facebook, Instagram, Twitter, Snapchat, sponsored blogs...) and you can start a direct dialogue with influencers via the chat functionality in our interface.

You set your budget in advance and get access to your campaigns' results.



The screenshot shows the Influence4Brands website interface. At the top left is the logo "Influence4Brands". To its right are navigation links for "INFLUENCERS", "BRANDS", and "AGENCIES", followed by a red "LOGIN" button and a UK flag icon. Below the navigation is a video player with the title "Influence4brands for brands and agencies". The video content shows a group of diverse people smiling and taking a selfie, with a pink circular graphic overlaid that says "BEST FRIEND EFFECT". The video player includes standard controls like play, volume, and a progress bar showing 1:16 / 1:16. To the right of the video player, the text reads: "The best marketing platform to collaborate with influencers." Below this, it states: "Make your campaigns available to more than 98,391 social media influencers." At the bottom right of the promotional area is a blue button labeled "DISCOVER OFFERS".

Conclusion

The evolution of advertising through time has been marked by the passage from the printed world to television, then on to the web, to arrive more recently at the Best Friend Effect (in other words, influencer marketing).

What does this actually mean?

It's very simple, let's take the example of a pizzeria. If you see a printed advertisement for a pizzeria displayed in a metro station, saying "Best Pizza in the Area", it's very likely you are not going to believe it. If you then go on to your smartphone and see some good reviews on Trip Advisor, you are probably going to think, "OK, it does not seem so bad, but I am not 100% sure I'll like it".

Conversely, if a friend, or an influencer whom you follow, tells you that this place makes delicious pizzas, you are without a doubt going to trust them, and look forward to eating at that restaurant.

That is the Best Friend Effect!

**At Influence4You,
we will be your Best
Friend Agency and your
Best Friend Platform**

to help and support
you in this process and
to reach out to your
future clients - thanks
to influencers.

Your campaigns are
tailor-made and more
automated.

Go to www.influence4you.fr

to discuss your project with
us and find answers your
questions!

Contact:

stephane.bouillet@influence4you.fr

+33 1 80 88 97 12