



The power of the #Ad

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Abstract

On July 2016, celebrity singer Selena Gomez got a record 6,3 million likes on Instagram after she posted a picture of herself sipping a Coca-Cola bottle.

The photo, shot in April 2016 in Los Angeles by noted fashion photographer Guy Aroch, shows the Coca-Cola ambassador sipping on a red and white straw from a glass bottle of Coca-Cola featuring a lyric from her song, « Me & the Rhythm ». Gomez's caption read : « When your lyrics are on the bottle », which was part of the brand's « Share a Coke and a Song » campaign. Lyrics from two of her songs, « Love You Like a Love Song » and « Me & the Rhythm » were featured on limited-edition Coca-Cola packaging along with lines from more than 60 other tracks.

Selena Gomez is one of the top ten celebrities on Instagram, having an audience of 90,6 million followers and a global audience of 200 million followers at only 24 years old.

According to D'Marie Analytics, every message she posts (Twitter and Facebook included), allows her to cash in 550 000 dollars.

There are 7 billion humans worldwide. 2,8 billion are active social media users.

The number one social media network is still Facebook, with 68% of adults connected to it. Instagram receives the silver medal with 32% of users, Pinterest comes in a close third with 31%, and LinkedIn and Twitter at 29% and 24% respectively.

More than 56% of online adults use more than one social media platform.

There are 600 million Instagram users across the globe, and Instagram has now become one of the most influent social media platform, surpassing Twitter (which now has 319 million monthly active users according to specific sources).

Every day, 400 million users are active on the application. 59% of members connect daily, and check their feed.

More than 40 billion photos and videos have been posted since its creation.

95 million photos and videos are posted every day by users.

Instagram posts generate more than 4,2 billion likes every day.

70% of Instagram users are based outside the States.

32% of teenagers consider Instagram to be the most important social network.

8 million businesses have opened an account on the platform.

Instagram has 1 million monthly active advertisers, up from just 200 000 in March 2016.

60% of the top brands on Instagram use the same filter for every post.

In March 2017, over 120 million Instagramers visited a website, got directions, called, emailed, or direct messaged to learn about a business based on an Instagram ad.

The 10 most influential accounts in the world are the ones held by celebrities, amongst which are Selena Gomez, Beyoncé, Kim Kardashian, etc...

This year, Beyoncé broke the Internet when she posted a photo of her being pregnant with her twins, with a record audience of 7,3 million likes in just 13 hours. 15 minutes after having posted her Instagram post, she generated half a million tweets in only 45 minutes (or 17 000 tweets a minute).

The record was previously held by Selena Gomez with 6,3 million clicks for her Coca-Cola ad.

Social media is no longer a channel. It's a way of life. It shapes the way we interact, we talk, we consume. It has become part of our lives, and has shaped the way we interact with one another, and the way we present ourselves or our friends to the world.

One big window, one big window to our soul and one big window for marketing opportunities. Psychology and social interactions have been profoundly affected by it as a result.

The way we think marketing and communications had to take into account this new rapidly evolving medium. It has evolved as such a rapid state that even experts are sometimes amazed at the power of social data they are facing and working with.

It's not only about pushing messages to your consumers but by speaking directly to them, and with them interacting back at you. At all times, everywhere, any time.

The notion of branding has never been so human and personalized. Marketers try to tap into social media as a new means of speaking to consumers.

You can not duplicate the way you used to do branding and advertising for social media. When I was asked to present at this conference around my expertise, the theme involving psychology and brand marketing completely spoke to me.

The two are bonded and feed from one another.

The traditional ad has never been so weaker, but the notion of ad marketing has never been stronger. The means and associated psychology have changed though.

The timeline of the associated marketing psychology has changed as well. Because we can live the lives of others through Instagram, one product placement not only stays within a single post : it transpires throughout the lives of these celebrities.

The personal story-telling of celebrities has enabled them to tap into human psychology.

The power of the #Ad carries a huge responsibility towards the younger generation.

There is no line between the two mediums. They become part of their lives.

That is why regulators and psychologists tend to warn on the topic and prevent brands from abusing that power of influence.

The brands completely disappear into the lives of the celebrities they endorse. And that is a problem ; Where is the fine line ?

Celebrities have been warned over misleading Instagram posts that are not clearly marked as promotions after complaints that scores of high profile users could be breaching consumers rights.

The US and UK are clamping down on the way influential users, who often boast tens of millions of followers, share paid-for material on the Facebook-owned social network.

The Federal Trade Commission issued warning letters to 90 celebrities urging them to disclose when posts are sponsored clearly and high up in the message.

The Advertising Standards Agency, confirmed that is has also been cracking down on the phenomenon, working with companies and high-profile users to ensure that guidelines are met.

The most recent warning in the US comes after the rights organization called Public Citizen, raised concerns with the entity about the endorsement of 113 celebrities, including Rihanna, Rita Ora and Kylie Jenner.

As well as advising Instagram influencers what kind of posts require disclosure, the Commission told celebrities they need to flag clearly which content is sponsored early in the post. By adding the #ad or #endorsement hashtags. Other tags are not sufficient enough, or even their alternatives, such as #partner and #sp.