

THE
S O A A C *Digest*

THE RISE OF AI INFLUENCERS

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**BEFORE
WE START,
LET'S PLAY
A GAME...**

TELL US,
**WHO'S
HUMAN AND
WHO'S NOT?**



DID YOU GET THEM RIGHT?



@lilmiquela



@imma.gram



@bermudaisbae



@mayaaa.gram



@shudu.gram



01

INTRODUCING INFLUENCERS OF A NEW AGE:

AI INFLUENCERS

WHO ARE THEY?

They aren't real, but their impact is. And they're taking the world by storm.

Brought to life with a little “digital magic” known as **Artificial Intelligence (AI)**, these AI influencers are just like your regular social media influencers.

They...

- are trendy, with a loyal following
- have opinions and personalities
- work with brands
- have a perfectly curated IG feed



WHO ARE THEY?

They made their mark in the fashion and lifestyle industry.

Pictures paint a thousand words, and on social media, that's how the game is played.

Grab a follower's attention with an eye-catching picture, and the rest is history.

It's exactly how our AI influencers exploded on the social media scene. Visual communication serves as the bridge between non-human influencers and human followers.



WHO ARE THEY?

AI influencers were a concept that existed back in 2016, gained traction in 2018, and will continue to gain traction in the years to come, especially as the world continues to shift into the digital sphere.

2020 would be a great example.

With COVID-19, everything went online, and this contributed to the development of the digital world—a great chance for AI influencers to expand their reach and make their mark.



**LET'S MEET A
FEW OF THEM.**



MIQUELA SOUSA



@lilmiquela



2.6M followers

Created in 2016 by an LA startup named Brud, Miquela is the frontrunner of this new pool of artificial influencers.

Shot to fame with her signature short-cut bangs and trendy hypebeast-esque fashion style.

Brands can't get enough of her; to the point where luxury fashion labels have engaged her too.

She went from novelty internet sensation to a legitimate industry player.



IMMA



@immagram

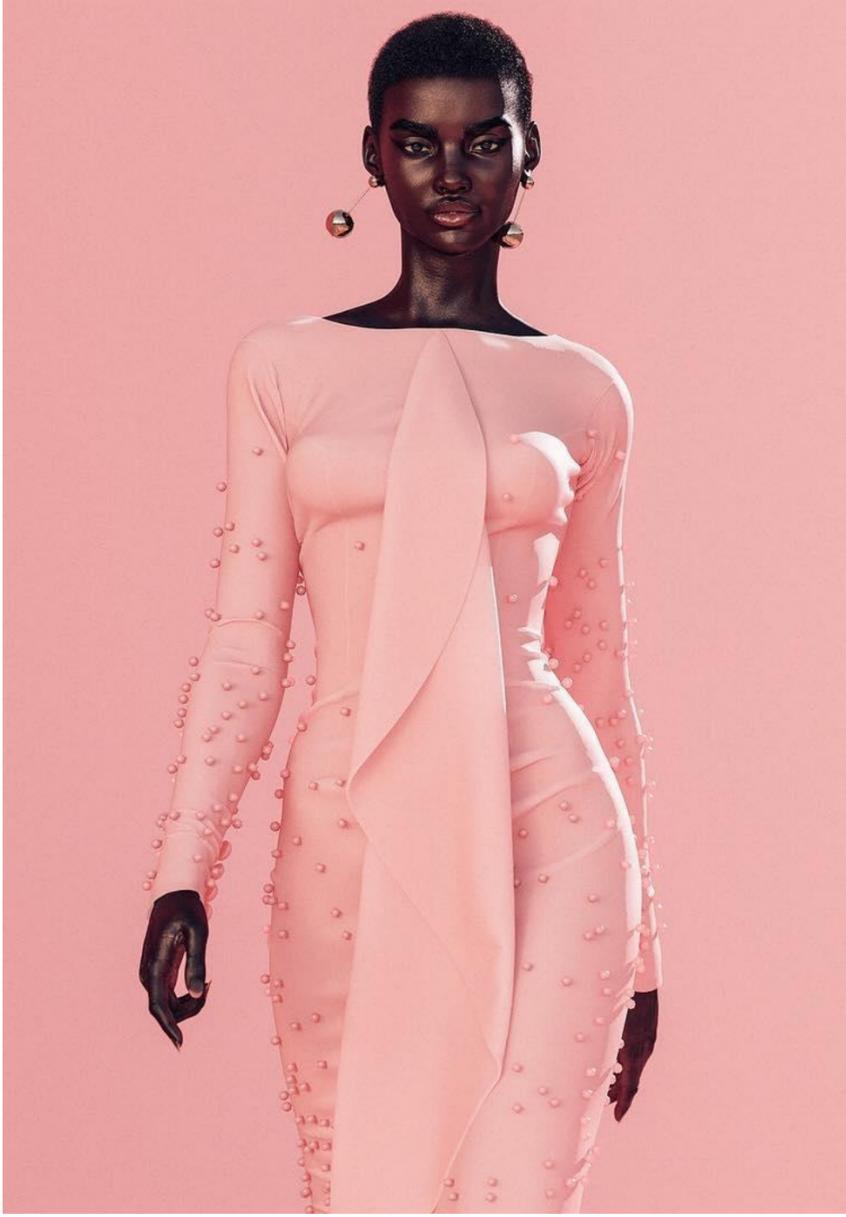


246K followers

Fun fact: Ima means 'now' in Japanese, which embodies the modern technology she was created with.

Created by Tokyo-based company, Modeling Cafe, Imma is a computer generated model. She's even appeared on the cover of Japan's CG World magazine.

P.S. The hyper-realistic detail of Imma's face is reportedly thanks to having female engineers work on the project.



SHUDU



@shudu.gram



206K followers

The world's first digital supermodel.

Created by Cameron James Wilson, a fashion photographer turned 3D artist, under his brand The Diigitals.

Shudu has modelled for big players like Harper's Bazaar and Balmain.

Since then, Wilson has gone on to create many more digital supermodels.



AVA GRAM



@avagram.ai



868 followers

Fashionable, gender fluid, and woke, Ava is a 22 year old fashion model who wants to create conversations, be a voice for minority groups like migrant workers and the LGBTQ community

She was created by Reyme Husaini, a 27-year-old Lasalle College of the Arts senior.



MAYA GRAM



@mayaaa.gram



8.9K followers

Served as the face of the new PUMA RIDER shoes.

She's collaborated with three other regional ambassadors on the campaign: Malaysian Ismail Izzani, Singaporean Tosh Zhang, and Indonesia's Adipati Dolken.

AI INFLUENCERS IN SOCIAL

First Instagram, YouTube, then the social media world.

AI influencers are very popular on Instagram, and for good reason.

It's easier for AI influencers to build their following on Instagram, where aesthetics and imagery reign supreme, compared to Facebook or Twitter where a human connection is still required to build a persona for the influencer.

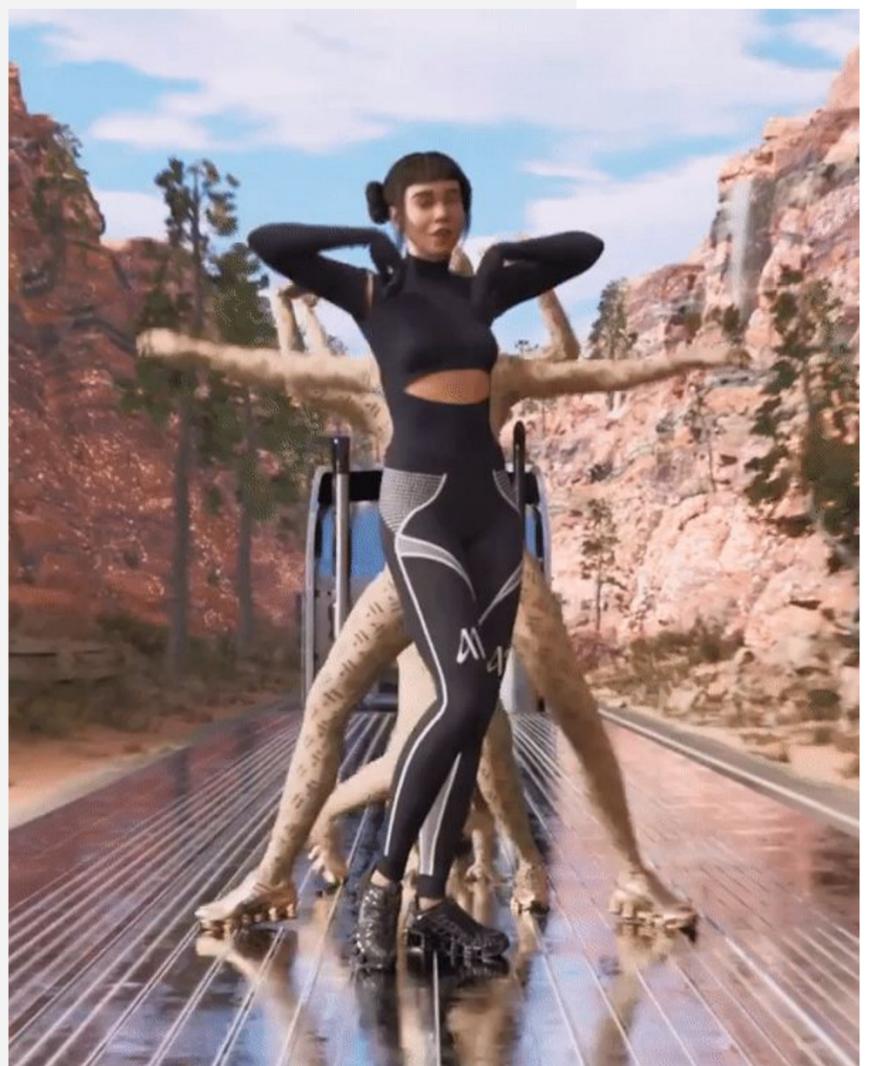


AI INFLUENCERS IN SOCIAL

But with advancements in AI influencer technology, an AI influencer can be gifted the ability to talk, move, and take pictures with real life humans.

For instance, Lil Miquela started off on Instagram showcasing her solo trendy IG static photos.

Now, she's seen hanging out side by side with celebrities, embarking on her musical career on YouTube, and speaking out (with an actual voice) about social issues at hand.



**WHAT DOES
THIS MEAN FOR
THE MARKETING
INDUSTRY?**

IS AI THE FUTURE OF ADVERTISING?



@shudu.gram posing with 2 other AI models that were specially created as Balmain's AI house models.

Consumers purposefully avoid ads, but not these AI Influencers.

With huge followings these AI influencers have amassed a loyal following, and consumers want more.

Here's the interesting bit: Followers are **fully aware** that these "robots" are used for advertising. But yet they welcome these ads, and do not turn a blind eye to them.

Could this be the solution to ad blindness?

IS AI THE FUTURE OF ADVERTISING?



@shudu.gram posing with 2 other AI models that were specially created as Balmain's AI house models.

Where people once used to turn a blind eye to ads, they are now actively seeking out such marketing channels on social media.

This observed shift in attitudes can help brands reach a broader user group while also increasing the opportunities within influencer marketing channels.



02

AI VS HUMAN INFLUENCERS

PROS & CONS

In 2019, HypeAuditor reported that AI influencers have almost 3x more engagement than human ones.

This further increases the credibility and relevance of AI influencers.

Despite this, brands shouldn't jump on the bandwagon to engage AI influencers and take time to consider their value.



PROS & CONS

PROS

- + Brands have greater control over the messaging
- + Risk of their brand ambassador misbehaving or causing a scandal is low
- + Its unique novelty factor is bound to draw the attention of your intended audience

CONS

- Absence of the human factor (i.e. they cannot truly experience what people can)
- Might come across as unreal and not authentic marketing
- Very expensive to engage

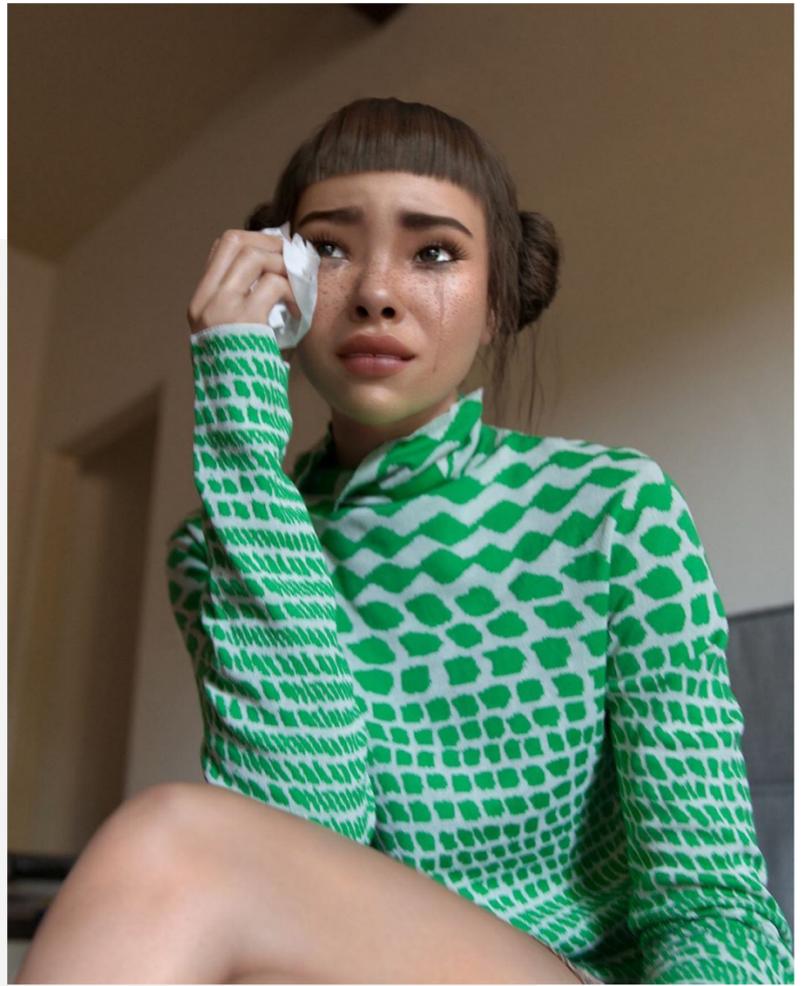


03

THE APPEAL OF AI INFLUENCERS

**HOW IS IT
POSSIBLE FOR
US TO RELATE
TO THESE
“NON-HUMAN”
INFLUENCERS?**

WE'RE MORE ALIKE THAN YOU THINK



We both express our emotions



We both love to hang out with our friends

WE'RE MORE ALIKE THAN YOU THINK



We both seek romantic relationships



We both love to take selfies for social media

WHO DO AI INFLUENCERS APPEAL TO?

Born out of technology, AI influencers exist in the digital world.

And who else lives and breathes digital?

Our Millennials and Gen Z-ers!



LET'S TAKE A LOOK AT...



LET'S TAKE A LOOK AT...

Grew up with digital technology

Socially conscious:

They believe they can change the world and are **pragmatic** in supporting causes.

True natives of digital technology and heavily influenced by pop culture

Pragmatic:

Make decisions and relate to institutions in a highly analytical & pragmatic way



Tech savvy

Tech savvy

Values honesty & transparency

Values **individual expression**, stands strongly for causes they believe in

Advice-Seekers:

Millennials do not trust a brand's message right away. When deciding what to purchase, they seek opinions of friends, family members, and influencers.

Conversation starters: Believe profoundly in the efficacy of dialogue to solve conflicts and improve the world

**NOTICE ANY
SIMILARITIES?**

THE SEARCH FOR TRUTH IS WHAT MATTERS TO BOTH MILLENNIALS AND GEN Z-ERS ALIKE

'Undefined ID'
"Don't define yourself
in only one way"



Expressing
individual **truth**

'Communaholic'
"Be radically
inclusive"



Connecting through
different **truths**

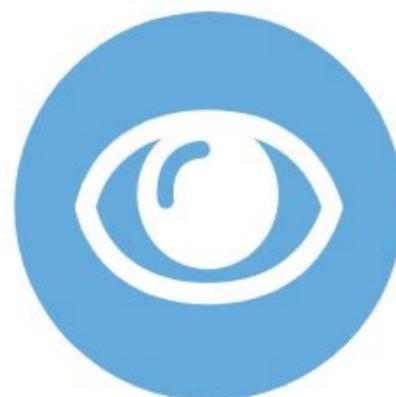
McKinsey&Company

'Dialoguer'
"Have fewer confrontations
and more dialogue"



Understanding
different **truths**

Realistic
"Live life
pragmatically"



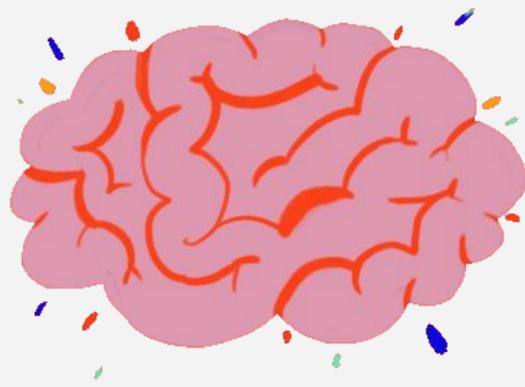
Unveiling the **truth**
behind all things

WHY DO AI INFLUENCERS APPEAL TO GEN Z-ERS & MILLENNIALS?



RELEVANCY

Both are within the same age group, with similar interests and mindsets



SAME BELIEFS & VALUES

Both possess progressive viewpoints of life



FIGHTING FOR THE FUTURE

Both stand up for social causes that they believe and identify with



04

AI INFLUENCERS AS ADVOCATES

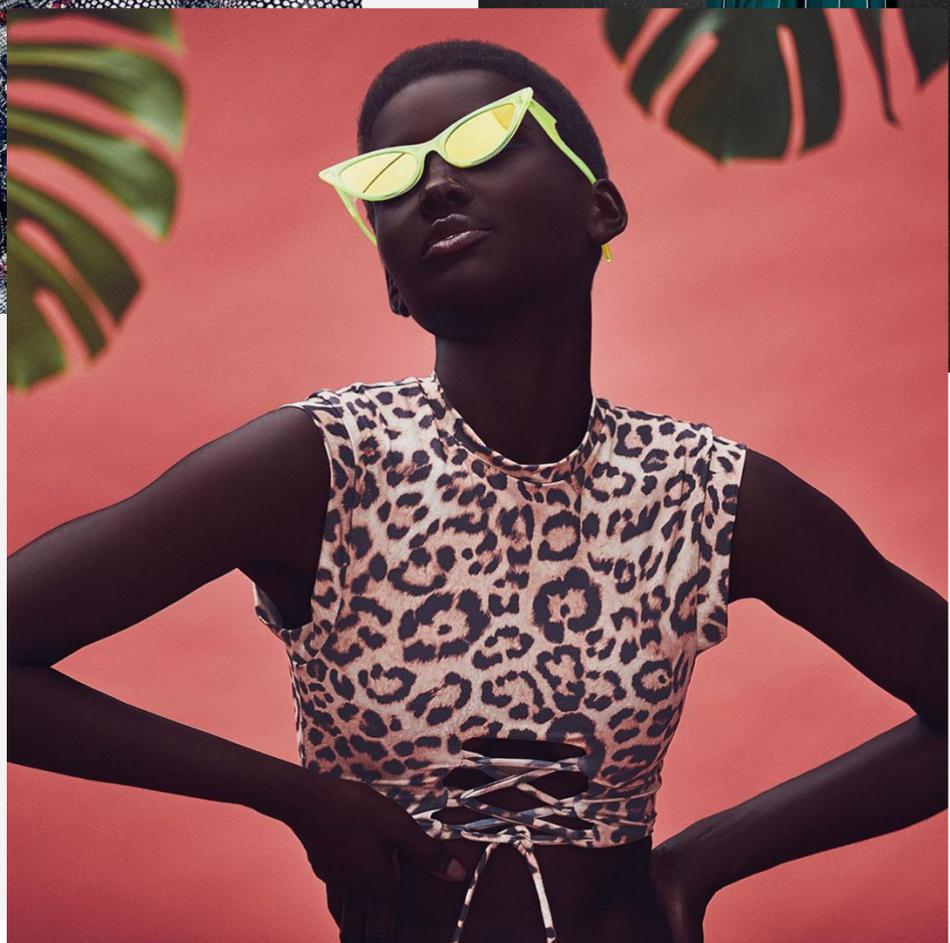
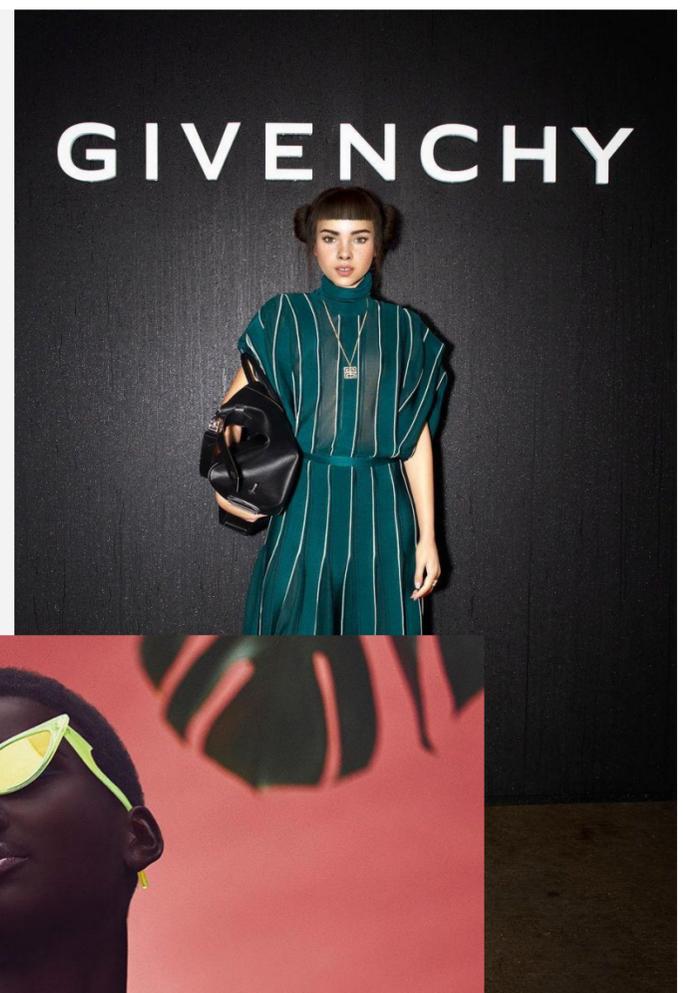
FASHION INDUSTRY

High fashion used to be exclusive to celebrities on red carpets, but no longer.

Customisable and easy to work with, AI influencers are perfect for fashion brands.

With AI influencers being based on tech, fashion brands associated with AI influencers can leverage on the imagery of being “in-trend, tech savvy, and futuristic”.

For example, @shudu.gram was created by a fashion photographer and has modeled for high fashion brands like Balmain.



FASHION INDUSTRY

@mayaaa.gram was created specifically for New Balance's New Rider campaign to be launched in Southeast Asia.

Based on the concept of a futuristic cybernetic landscape called "Rider World", this campaign was created off a futuristic theme - therefore using an AI influencer like @mayaaa.gram is the best way to bring the campaign to life, positioning the brand as a trendy, futuristic fashion brand that appeals to the younger, fashion forward target market.



BLACK LIVES MATTER MOVEMENT

The #BLM movement gained a huge social traction in early 2020 with celebrities and influencers alike showcasing their support on social.

AI influencers such as Lil Miquela leveraged her platform to speak out about the #BLM movement, providing resources and links to other content creators to educate her followers on the issues surrounding the movement.

George Floyd. Breonna Taylor. Tamir Rice. Eric Garner. Oscar Grant. Michael Brown. Freddie Gray. Kevin Hicks. Philando Castile. Sandra Bland. Tony McDade. CONTINUE TO SAY THEIR NAMES.

BLACK LIVES MATTER. ALL OF THEM.

Defund the police. Invest in social services. Replace Jackie Lacey. Disassemble racist, oppressive systems and institutions. Denounce homophobia. Period.

So many of y'all are young, and whether you know it or not, you hold so much POWER. You will be the ones who dismantle what is broken, and you will be the ones tasked with building something better. I owe it to y'all to share stories that will help you imagine a brighter, safer, more inclusive future for us all.

lilmiquela • Follow

I said what I said.

fitnessstreak Thankyou it's very much appreciated 🙏🏾we are stronger standing together ❤️

allygaudini 🙏🏾🙏🏾🙏🏾

exalted_digital_storytelling For very dollar you invest in mental health services you can safe 3

13,139 likes

JUNE 11

Stay safe out there

tigermomdragonlady

PROTESTING + IMMIGRATION 101

1. If you or your loved ones are undocumented, attending a protest right now might put you/them in real legal danger.
2. If you do have documents, ONLY take U.S. issued documentation/identification with you. Leave your passport/other drivers license/ID/etc. home.
3. Write down important hotline numbers for immigration attorneys and legal aid on your arms.

tigermomdragonlady immigration info specific to your status— to those protesting all over the US, know yo...

Send Message

The resources I've been posting over the past week are saved in a highlight at the top of my profile, and I'll be linking to more important causes and ways for you to get involved forever and always. I will continue to use my platform to amplify underrepresented voices so that they can speak directly to all 2.4 million of y'all about the things they need you to know, in their own words.

This isn't a one-time post. This is a commitment to being an active and vocal member of our community, both online and in real life. This isn't a moment. This is the beginning of necessary, long-overdue change. Keep having the tough conversations. Keep showing up (safely). Keep using your voices to demand real progress. I promise to do the same.

Love y'all. Stay strong. VOTE.

#BLM • Follow 19w

I'm screaming your name! #justiceforbre

SWIPE UP FOR THE AUTOMATIC DRAFTED EMAIL FOR OUR GIRL BREONNA TAYLOR ❤️

PLEASE SHARE!!

BREONNA TAYLOR
BREONNA TAYLOR
BREONNA TAYLOR
BREONNA TAYLOR
BREONNA TAYLOR

SWIPE UP for a drafted email.

#JUSTICE4BRE

SWIPE UP

See More >

POLITICAL ELECTIONS

The upcoming US 2020 elections has gained much traction on social media as influencers and key opinion leaders are used to encourage more young people to vote.

Influential AI influencers such as Lil Miquela are used as platforms to spread more information about the US 2020 elections.



MUSIC INDUSTRY

AI influencers now have a voice of their own and it's all thanks to SM Entertainment!

Meet Aespa - the Korean label's latest rookie girl group comprises of 4 beautiful ladies and their virtual counterparts. The group's name is a combination of the words "avatar," "experience," and "aspect."

Though Aespa has yet to make their official debut, they have already been garnering the interest of K-Pop fans, many of whom are excited by the futuristic concept of the group. It's safe to say that we can look forward to a new era of K-Pop idols!





05

CONCLUSION



CONCLUSION

AI Influencers are up and coming, and they're here to stay.

With greater advancements in technology and a brand's desire to control what these synthetic influencers can say and do, just how far will AI influencers go?

Will they take over human influencers as the reigning champion of social media?

TELL US...

What are your thoughts on AI influencers?





QUESTIONS? HIT US UP!



info@meetisaac.sg



[@meetisaac](https://www.instagram.com/meetisaac)



[Meet Isaac](https://www.youtube.com/MeetIsaac)

