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Cross-cultural influencer marketing strategies used by influencers on Instagram – Comparison between France and the United States of America

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Abstract

The purpose of this thesis is to initiate research on the influencer marketing strategies used by influencers on Instagram. Influencer marketing has been studied. However, very few studies have taken the perspective of influencers. Therefore, this thesis will focus on it. In the literature review, different concepts from web 2.0 to influencers and sponsored content will be detailed to have an overview of the environment in which those influencers are evolving. Moreover, the opposite communication style of French people and Americans will be explained. The empirical part is an exploratory research based on qualitative data gathered from the observations of Instagram publications of 60 influencers from the US and France. The comparison will be based on ten criteria derived from the literature review. The results of the comparison show that there are similarities regarding the communication style, the transparency, the type of partnership and the use of information and sex appeal. Differences were found regarding the compensation of the influencers, the information aim of publications, the manners of presenting the product as well as the ways of encouraging the followers to engage in the publication. This points out the fact that French influencers and American ones do not have totally opposite practices even if there are some differences.

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List of abbreviations

eWOM = Electronic Word-of-Mouth

SMM = Social Media Marketing

SMI = Social Media Influencer

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Introduction

Nowadays, social media are part of the daily lives of billions of people (Knoll, 2016). As these represent a new communication channel, companies are taking advantage of those platforms by implementing marketing strategies on those in order to reach potential customers (Momtaz, Aghaie & Alizadeh, 2011). Social media marketing became a part of the global marketing strategy of companies (Bottles & Sherlock, 2011). One of the possible ways for companies to interact with potential customers through social media is to partner with influential users. It is called influencer marketing and influential people (Momtaz et al., 2011) are referred to as Social Media Influencers (SMIs).

Studies have already been done on social media marketing as well as influencer marketing. Those shows that those practices have as purposes to enhance brand awareness, reach new leads and increase sales (Pfeffer, Zorbach & Carley, 2013; Laroche, Habibi, Richard & Sankaranarayanan, 2012; Schmitt, 2012). However, the influencer marketing practices that influencers themselves are using are not present in the academic literature. It is known that companies are taking advantage of influencers to make profit. Nevertheless, being an influencer has become a profession and is a growing business. Therefore, they might have distinctive strategies when sharing sponsored content on their account. By observing their sponsored publications, some strategies can come out and be highlighted. Moreover, an international perspective can be an added value to see if there are similarities between countries as Instagram is a global platform. For this reason, the interest of this thesis will be on France and the United States.

This thesis is divided into two main parts: the literature review and the empirical study. First, the literature review aims to gather information about the topic of this thesis. It will be articulated into three chapters. The first one is about social media marketing and its development due to the rise of web 2.0 and social media. The second chapter will tackle influencer marketing. It will explain what it is, who are the influencers, the type of content that results from the partnership between the two parties and finally, information about Instagram will be given in order to understand a part of the environment in which influencer marketing is growing. The last chapter is about the communication style in the United States and France. In the second part of this thesis, ten criteria to observe Instagram publications of

30 French influencers and 30 American ones will be explained as well as the methodology. Thereafter, the results of the observations will be outlined, compared and discussed. Lastly, a conclusion will be presented in addition to the limits faced during the writing process and some leads for future research.

Part I – Literature Review

Chapter 1: Social Media Marketing

This first chapter will focus on social media, how those platforms emerged, their descriptions and the way they can be used through marketing campaigns.

1. Web 2.0

With the rise of the World Wide Web in the nineties, lots of websites emerged. Companies created their online catalogues to reach more potential customers online (Berthon, Pitt, Plangger & Shapiro, 2012). This was the first version of the web, Web 1.0. This technology evolved and an improved version of it was developed, therefore called Web 2.0. The term "Web 2.0" was used and popularized in 2004 during a conference given by Tim O'Reilly and John Battelle about this phenomenon (Arola, 2010).

The first form of websites enabled users to solely read information given by companies, the communication was going in one direction (Thackeray, Neiger, Hanson & McKenzie, 2008). From the perspective of Berthon et al. (2012), it was a monologue given by firms. Thanks to the evolution of the web, it has become a dialogue between many parties (Berthon et al., 2012). Besides having interactions with companies, consumers are, henceforth, able to communicate directly with their relatives and community (Rainie & WellMan, 2012 as cited in Newman, Chang & Wills, 2016). It is a new manner of using the World Wide Web (Kaplan & Haenlein, 2010).

Web 2.0. is a concept which is complicated to define precisely. It is also called "web as a collaboration" (Arola, 2010, p.5), "people-centric web" and "participative web" (Murugesan, 2007, p.34). Musser and O'Reilly (2006, p.4) defined it as "a set of economic, social and technology trends that collectively form the basis for the next generation of the Internet, a more mature, distinctive medium characterized by user participation, openness, and network effects". Henceforth, consumers are now able to create information besides of consuming it. Websites are more interactive and encourage users to participate (Berthon et al., 2012).

The Web 2.0 phenomenon lead to the creation of social media, which is a product of this new dialogue, in this case, composed of pictures, videos, content posted by individuals (Berthon et al., 2012). Nowadays, social media are present in the daily lives of billions of people (Knoll, 2016) making it a topic of growing importance.

2. Social media

Social media are defined by Kaplan & Haenlein (2010, p.61) as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content." User-generated content refers to the content accessible online created by internet users (Kaplan & Haenlein, 2010). This definition of social media means that users can share and create information on those platforms about different products, brands (Blackshaw & Nazzaro, 2004 as cited in Mangold & Faulds, 2009) or topics of their interest. Moreover, interactions between users is, therefore, possible and, thus, creating communities. As Kietzmann, Hermkens, McCarthy & Silvester (2011, p.241) said in their paper, social media are "highly interactive platforms".

As user-generated content was rising, it enhanced the phenomenon of electronic word-of-mouth (eWOM). It is defined by Hennig-Thurau, Gwinner, Walsh & Gremler (2004, p.39) as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet". The information shared on social media is considered by readers to be more authentic (Tolson, 2010 as cited in Luoma-aho, Pirttimäki, Maity, Munnukka & Reinikainen, 2019) and more reliable (Berkman & Gilson, 1986 as cited in Chan & Misra, 1990) than advertisement created by companies. Therefore, consumers rely more on that type of information rather than what they can see on TV or in magazines.

In the literature, scholars are classifying social media platforms in many different ways. Berthon et al. (2012), Kaplan & Haelein (2010) and Mangold & Faulds (2009) showcased different types such as blogs, micro-blogs (e.g., Twitter), picture-sharing and video-sharing platforms also known as content communities (e.g., Instagram and YouTube), social network sites (e.g., Facebook and Myspace), collaborative websites (e.g., Wikipedia), virtual game worlds (e.g., World of Warcraft) and many others. Zhu and Chen (2015) brought another

classification of social media. This one enables practitioners and readers to understand the different audiences of these platforms and needs when using those (Zhu & Chen, 2015).

Table 1: Social Media Matrix

	Customized Message	*Broadcast Message*
Profile-based	**Relationship** e.g. Facebook, LinkedIn	**Self-Media** e.g. Twitter
Content-based	**Collaboration** e.g. Reddit	**Creative Outlets** e.g. YouTube, Instagram

Note: Zhu & Chen (2015)

Table 1 represents Zhu and Chen's (2015) matrix build upon two axes representing two features of social media. The vertical axis represents the nature of the connection between users of a certain platform. On the one hand, content-based platforms are social media in which people interact due to a common interest in the content available. On the other hand, profile-based social media enable users to connect because they are interested in a certain person's profile.

The horizontal axis depicts the level of customization of the content (Zhu & Chen, 2015). Customized type of messages is directed towards a small number of people, it is more targeted. On the opposite, broadcast content is available for everyone, on the platform, to see.

Relationship

People can create a profile made up of personal information and can build a relationship with other users. Usually, relationships are between people who already know each other in real-life or are acquaintances. The interactions are between two people or a rather limited number of users.

Self-Media

Users interact through their profile by posting messages available for everyone. Those platforms are very much used by companies, celebrities, etc. enabling them to connect with people.

Creative Outlets

Those platforms allow users to post their creative content in public as well as interact with people sharing common interests.

Collaboration

The content people are posting on those social media refers to a specific topic enabling users to have interaction around this subject. (Zhu & Chen, 2015)

With the rise of eWOM on those platforms, users have access to information concerning substitutes of a product and competitors of a brand (Constantinides, 2014). Moreover, companies have less control over what is said about their image (Kaplan & Haenlein, 2010; Kietzmann et al., 2011). Therefore, they can be negatively impacted by user-generated content. This means that companies must understand how important those new communication channels are and how to have an effective presence on those platforms to reach more potential customers.

3. Social media marketing

There is a need to integrate social media in marketing and strategic decisions of companies (Constantinides, 2014). This evolution of the web and those different platforms have indeed created new available actions for companies and especially marketers (Thackeray et al., 2008). Doing marketing on social media is, thus, called: **Social Media Marketing** (SMM).

Social media marketing is defined as the “use of social media websites and social networks to market a company’s products and services” (Kenton, 2018). This type of marketing gathers different practices which use social media as a communication tool to reach active users (Momtaz et al., 2011).

Before establishing a presence on social media and engaging in such marketing activities, one important prerequisite companies must complete according to Constantinides (2014) is to have a very good corporate presence on the internet. Before engaging in Web 2.0 activities, the first form of the web, Web 1.0, has to be well implemented within the company. Therefore, firms need to have a website which is as Constantinides (2014, p.43) stated "functional, efficient, trustworthy, organizationally integrated and customer-oriented".

Moreover, social media marketing needs to be part of the global marketing strategy of the company. It cannot be an isolated process within the marketing operations (Ashley & Tuten, 2015; Constantinides, 2014). This means that when building a SMM campaign, the decisions taken need to be coherent with the global goals of the company (Bottles & Sherlock, 2011; Phan, 2011, as cited in Parsons, 2013).

A major challenge for companies wanting to engage in SMM is to find the right social media platforms to have effective results (Kaplan & Haenlein, 2010). Therefore, practitioners can refer to the matrix developed by Zhu and Chen (2015) to find the most suitable communication channel(s). As each social media platform has its specific characteristics, it is also important to adapt the communication strategy to the platform regarding the type of content, the style of writing and so on (Ramsay, 2010).

When companies are engaging in social media marketing, they want to reach different objectives. Indeed, SMM is not just about selling to customers (Consoli & Musso, 2010). According to a study made by Mediakix (n.d.a), 85% of marketers interrogated answered that the main goal when establishing a SMM campaign is to increase brand awareness. The second is acquiring new audiences and the third, generating sales. Those results can also be found in the literature across many articles (Pfeffer, Zorbach & Carley, 2013; Laroche, Habibi, Richard & Sankaranarayanan, 2012; Schmitt, 2012). Others potential goals are enhancing the trust and the loyalty of the brand (Laroche et al., 2012; Shen and Bissell, 2013) as well as creating a relationship with customers through communication and exchange (Consoli & Musso, 2010; Schmitt, 2012).

Social Media Marketing is composed of many different practices that scholars clustered into four main manners of using social media as a marketing tool.

First, companies can use social media as an advertising platform (Tafesse, 2016; Constantinides, 2014). Indeed, specific spaces and banners on those platforms reserved for advertisement purposes exist. Therefore, it is seen as another communication channel (Felix, Rauschnabel & Hinsch, 2017).

Secondly, brand communities can emerge from social media. Through the different social media, firms can create pages concerning their brand and gather people around by encouraging them to share their opinion, advice, etc. on that particular brand. (Tafesse, 2016)

Next, there is the principle of “co-creation”. Consumers contribute actively to the content creation and are at the centre of this process (Tafesse, 2016; Thackeray & al., 2008). This method creates a bond between the company and consumers which can result in a growing loyalty towards the brand (Thackeray & al., 2008). This means that it creates an environment in which eWOM is more likely to be developed (Thackeray & al., 2008).

Finally, companies can work in collaboration with social media influencers to promote their brand. By doing so, they become brand advocates and share information about the company to their community. (Constantinides, 2014)

Chapter 2: Influencer Marketing

The focus in this chapter will be on one particular manner of using social media as a marketing practice, called **Influencer Marketing**. Then, the person of interest, the Social Media Influencer, will be presented as well as his characteristics. Afterwards, sponsored content, which is the result of influencer marketing through the collaboration of a brand and a SMI, will be developed as well as Instagram, the preferred platform for influencer marketing campaigns.

An important element to underline is the fact that there are few scientific articles on that topic. For this reason, it was decided to use non-academic sources as well, in addition to scientific ones. However, these were also used in scientific literature as resources to explain and illustrate this new concept.

1. Influencer Marketing

This concept is defined by de Veirman, Cauberghe and Hudders (2017, p.802) as "identifying and targeting influential users and stimulate them to endorse a brand or specific products through their social media activities". It is the use of people having influence over their own community on social media in order to reach marketing objectives (Enke & Borchers, 2019; Uzunoğlu & Misci Kip, 2014), such as brand awareness (Lou & Yuan, 2019), as cited in the previous chapter. Moreover, practitioners are interested in those influencers for one of their activities which is promoting products to their community through eWOM (de Veirman et al., 2017).

Influencer marketing is valuable for companies when they choose the most suitable influencer(s) depending on established goals (Uzunoğlu & Misci Kip, 2014; de Veirman, Cauberghe & Hudders, 2017). In order to implement their strategy, firms can base themselves on the 3R's model, standing for Reach, Relevance and Resonance.

Reach represents the size of the community of an influencer (Sudha & Sheena, 2017; Backaler, 2018). Influencers can be classified regarding their number of followers. This classification is not the easiest to make as marketing and influencer agencies are not always using the same scale. However, after reading different articles on the topic, the classification of Influencer Marketing Hub has been chosen since this platform has been used in several

academic papers. According to Influencer Marketing Hub (2020b), there are four types of influencers: mega-influencers (more than 1 million followers), macro-influencers (between 40,000 and 1 million followers), micro-influencers (between 1,000 and 40,000 followers) and finally, nano-influencers (less than 1,000 followers).

Resonance is about the engagement rate on an influencer's publication (Sudha & Sheena, 2017; Backaler, 2018). It is important that the influencer's community has a real interest regarding the content shared on the different social media and interact on those platforms as well (Backaler, 2018). For example, micro-influencers are the ones with the higher engagement rate (Gottbrecht, 2016; Influencer Marketing Hub, 2020a), meaning that followers have more interactions with micro-influencers than with influencers having a larger audience.

Relevance represents the match between the content created by the influencer and what the company wants to share to its target customers (Sudha & Sheena, 2017; Backaler, 2018). Therefore, the audience of the influencer has to coincide with the potential customers of the brand in order to have a positive impact on the brand's figures (Backaler, 2018). Influencers can also be classified into their field of expertise which is represented through the content of their publications on social media. The main categories in which influencers are active on social media are the gaming, health and wellness, fashion and beauty, travel and technology industries (Mediakix, n.d.b).

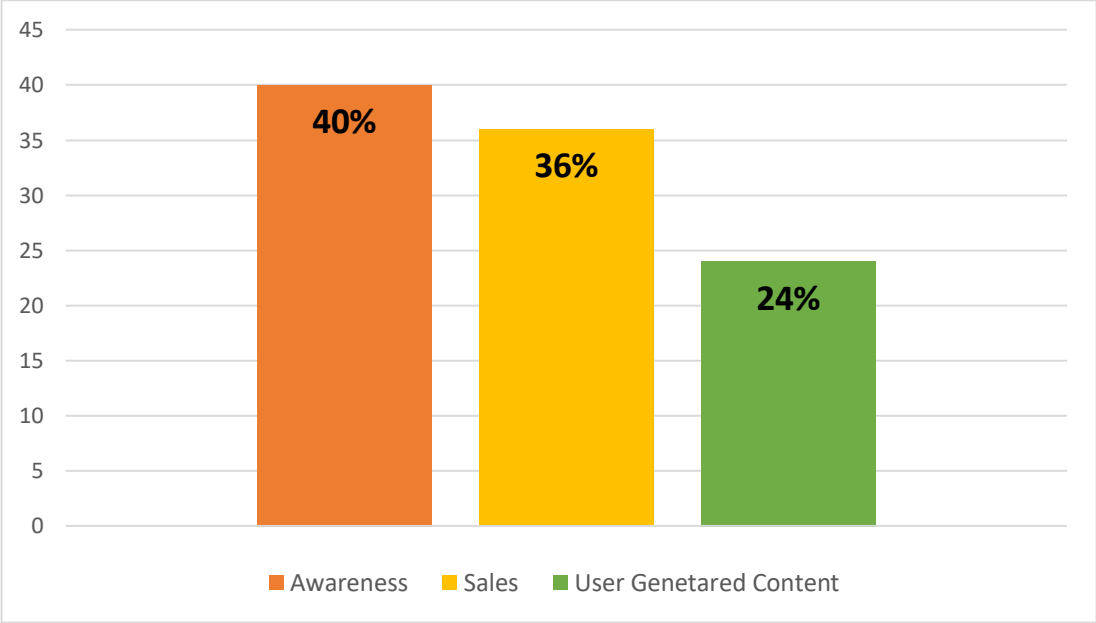
There exist many perks in having a partnership with social media influencers (SMIs). Due to the ability of influencers to build a community, working in collaboration with influencers enable companies to better target their audience (Childers, Lemon & Hoy, 2019). This is due to the relevance of their choice regarding the 3R's model. As the audience of a SMIs represent a niche market, it is easier for companies to reach those potential customers. Moreover, the fact that influencers are seen as experts and that their followers trust them allows companies to use this credibility in order to promote their brand, products or services (Childers et al., 2019).

As it is a recent practice, the effectiveness of influencer marketing could be questioned. However, according to Influencer Marketing Hub (2020a) and Mediakix (2019b), influencer marketing is effective. A total of 80% and more of respondents agreed with this statement. This shows how important it is to acknowledge this new marketing practice and to integrate

it into a global corporate marketing strategy (Influencer Marketing Hub, 2020a; Mediakix, 2019b). Moreover, as stated by Influencer Marketing Hub (2020a) and Guttmann (2020), from the website Statista, the influencer marketing industry is growing every year at a fast rate. In 2016, it was estimated to worth $1.7 billion and last year, in 2019, $6.5 billion. This points out that companies have a growing interest in this sector. In the case of constant growth, influencer marketing should have a value of $9.7 billion in 2020 (Influencer Marketing Hub, 2020a). Nevertheless, due to the COVID-19 crisis, this number might be lower than expected.

In connection with the results of Pfeffer & al. (2013), Laroche & al., (2012) and Schmitt, (2012), **figure 1** shows that the main objective of influencer marketing campaign is to raise awareness regarding the brand, product, etc. The second objective is to increase sales and lastly to foster the creation of user-generated content. (Influencer Marketing Hub, 2020a)

Figure 1: Main objectives of influencer marketing campaigns



Source: Influencer Marketing Hub (2020a)

As the concept of influencer marketing has been explained and illustrated through numbers, it is important to define and have a deeper understanding of the people at the heart of this marketing practice, namely, Social Media Influencers (SMIs).

2. Opinion Leaders and Social Media Influencer

Before the invention and popularization of the term “Social Media Influencers”, marketers were already interested by people who have the ability to influence others. They are called “opinion leaders” in the majority of academic papers and some others “influential people” and “key players” (Momtaz et al., 2011).

a. Opinion Leaders

It should be specified that, in this case, the term “leader” is not based on its general meaning (Watts & Dodds, 2007). A “leader” is defined by the Collins English Dictionary (n.d.b) as “the person who is in control or in charge of a group or an organization”. An opinion leader is rather an independent person who influences people in two ways: (1) directly through word-of-mouth (WOM) and (2) indirectly as people are imitating their behaviour (Vernette & Flores, 2004). Therefore, they are considered as “role models who inspire imitation among those who observe their purchase and consumption behaviour” (Flynn, Goldsmith & Eastman, 1996, p.137).

The first time scholars wrote about opinion leaders was in the 50s in a sociological study done in the United States. This paper was about the influence of relatives on voting intentions. Throughout the years, many studies were executed on the subject (Vernette, 2002). Later on, marketing scholars have taken an interest in the topic because they realized that opinion leaders are a source of information and they can have an impact on the consumption of others. They are solicited by their entourage to get information about certain products or services (Wilkie, 1986 as cited in Vernette, 2002) for which they are seen as being experts regarding a particular topic (Myers & Robertson, 1972).

This concept of opinion leaders evolved through the years and with the rise of social media, a new type of opinion leaders appeared, called **Social Media Influencers** (SMIs) or Influencers.

b. Social Media Influencers

There are many definitions of SMIs through the available literature. Nevertheless, a definition often used (Enke & Borchers, 2019) is the one Freberg, Graham, McGaughey and Freberg (2011, p.90) formulated. In their paper, the authors defined SMIs as follow: "they represent a new type of independent third party endorser who shape audience attitudes through blogs, tweets, and the use of other social media." In this definition, there is the notion of influence that comes from opinion leaders as well as the Web 2.0 aspect of social media platforms. Influencers are using social media to share content they create such as pictures, texts and videos. Moreover, the use of those platforms enables them to interact and exchange with their followers (Enke & Borchers, 2019). Followers are "the people who choose to receive the content posted on social media" (Collins English Dictionary, n.d.a).

Studies and research on SMIs started with blogs, which emerged in the 90s (Borchers, 2019). Bloggers (people who created a blog) were new actors on the web and online communities were built around them. Bloggers usually have one field of expertise which represent a niche market. This platform became, for companies, a new way of reaching potential customers. Therefore, by communicating through bloggers, firms are able to better target their potential customers (Berkman, 2008 as cited in Mendoza, 2010). Consequently, bloggers became interesting for firms as they are considered to be opinion leaders. With the evolution of social media, influencers appeared in many platforms, from Facebook to Snapchat, more recently.

As stated previously, companies have a growing interest in SMIs. According to Enke & Borchers (2019), there are seven competencies which SMIs are mastering and in which companies are interested:

1. *Content production competences*: due to their experience, influencers have acquired different techniques to produce content and build projects. They are also experts on which type of content to use depending on the type of message they want to promote;
2. *Content distribution competences*: SMIs acquired knowledge on how to share content on the different platforms in an effective manner;
3. *Interaction competencies*: influencers are in a dialogue with their followers and they know how to engage with them;

4. *Public persona*: a persona is defined by the Collins Dictionary (n.d.c) as “aspect of their character or nature that they present to other people, perhaps in contrast to their real character or nature.” This public persona is present on social media and available for other users;
5. *A significant number of relevant relationships*: they are at the centre of a community gathering a certain number of followers;
6. *A specific relationship quality* with the members of their community and;
7. *Ability to influence*: as implied by their name, SMIs are able to influence their followers.

As those actors developed most of these skills, they became even more interesting to the eyes of companies. Therefore, they are a possible link between organizations and potential customers (Enke & Borchers, 2019).

Due to this important influence ability, opinion leaders can be key players in the marketing strategies of companies (Flynn et al., 1996). Therefore, it is crucial for firms to properly identify them within their customer base and take advantage of their skills (Momtaz et al., 2011). In this context, Vollenbroek, De Vries, Constantinides & Kommers (2014) wrote a paper called “Identification of influence in social media communities” in order to help practitioners identify social media users who do have influence over their followers. As a conclusion of their study, they came up with ten indicators which according to them “have the highest value for the identification of behavioural influence within social media” (p.292). Those factors are the following:

1) A message is often shared
2) A message evokes many responses
3) A message is widely quoted
4) A message is used by many others
5) The actor is an active mind
6) The message is credible
7) The actor has a high impact on others
8) The actor is an authority
9) The actor has expertise in a particular field
10) A message evokes many personal responses

When the indicator's value increases, the influence of the individual increases as well and vice versa (Vollenbroek et al., 2014).

The result of the collaboration between a brand and a SMI through an influencer marketing campaign can have different forms depending on the needs of the company. One of those is called sponsored content or sponsored influencer content.

3. Sponsored influencer content

When working with a company as part of an influencer marketing campaign, influencers can engage in different practices such as going to an event organized by the brand and sharing it on social media, organizing an event in collaboration with the brand as well as sharing **sponsored influencer content**, which will be emphasized in this part. (Evans, Phua, Lim & Jun, 2017; Uzunoğlu & Misci Kip, 2014)

Sponsored influencer content consists in sharing content on social media related to the brand, a product, service, etc. It can be of different types: a product placement in which the influencer reviews a gifted product (Evans et al., 2017; Stubb & Colliander, 2019), a contest to give away products offered by the company to the influencer's followers (Uzunoğlu & Misci Kip, 2014), etc. In exchange for this content, influencers can receive either money and free products or solely the gifted products, this to share their opinion about those in particular (Liljander, Gummerus, & Söderlund, 2015).

The partnership between the two parties can be a punctual one, meaning that the influencer is going to share one post (picture, video, etc.) for this collaboration. It can also be a long term collaboration with different publications on several social media. (Luoma-aho et al., 2019) In both cases, the company wants to build a relationship with the influencer to encourage eWOM (Uzunoğlu & Misci Kip, 2014).

When this practice began to emerge, influencers did not need to specify that it was, in fact, a partnership with a company. Therefore, SMIs had the choice of mentioning it or not. On the one hand, if the collaboration with a company is indicated, it is called "overt marketing". On the other hand, if nothing is specified, it is "covert marketing". (Liljander & al., 2015). Since 2016, in France, influencers must share with their audience the fact that a post is

a partnership with a company. It is the article L121.1 from the Consumer Code (Bouillet, 2016). In the United States, they have a similar law (16 CFR §255.5) also require SMIs to reveal a collaboration on social media (Cornell Law School, n.d.). However, the legislation is not the same in every country-

Companies, who are willing to set up an influencer marketing campaign, have the choice regarding the content that the influencer is going to post and on which platform. Therefore, it is important to know what type of content is estimated to be the most effective in this sort of practice. According to Mediakix (n.d.a) in their 2019 report, Instagram posts (78%), Instagram stories (73%) and YouTube videos (56%) are the three most used type of content regarding influencer marketing, knowing that within one campaign, influencers can be asked to share different types of content on several platforms (Mediakix, n.d.a).

As seen through the statists from Mediakix (n.d.a), Instagram seems to be a platform which has a large impact on influencer marketing, therefore, this thesis will emphasize this particular social media.

4. Instagram

Instagram is a picture- and video-sharing platform (Evans et al., 2017) created on the 6th of October 2010 by K. Systrom and M. Krieger. It was developed to be a smartphone application on iOS only, the mobile operating system of Apple. In the first 24 hours, it reached 25,000 users and two months later, one million. Two years later, in 2012, they launched the app on Android, Google's mobile operating system. Throughout the years, the app gained popularity (Dorsch, 2018), evolved and launched new functionalities such as the possibility to post short videos, stories which are a type of content only available for 24 hours and IGTV, longer videos from 10 minutes to 1 hour (Eutrope, 2019). In 2018, Instagram reached an important milestone with 1 billion active users per month (Clement, 2020). Influencers on Instagram are called "Instagrammers" (Mediakix, n.d.b).

The main reason for this choice is that influencer marketing is very much present on Instagram and different statistics and facts illustrate that statement. First, according to CreatorIQ, a company offering solutions to international firms regarding influencer marketing,

more than 90% of influencer marketing operations include Instagram influencers (Influencer Marketing Hub, 2020a). Secondly, in 2019, 89% of marketers agreed that this social media platform is a key element for their influencer marketing strategies. This percentage is higher than the one of any other platform such as Facebook (70%) and Twitter (33%) (Mediakix, 2019a). Next, Instagram posts and stories are the two types of content which are the most effective in an influencer marketing campaign compared to the different content on social media (Mediakix, n.d.a.). Moreover, compared to other social media, Instagram has a higher engagement rate from users meaning that people interact more to the content generated by users than, for example, Facebook or Twitter (Casaló, Flavián, & Ibáñez-Sánchez,2018). And finally, as it is a picture-sharing platform, it enables users and Instagrammers to post aesthetical pictures which is an advantage to promote products or services (Djafarova & Rushworth, 2017).

To conclude, Instagram has a major role in influencer marketing (Evans & al., 2017) and therefore, is the platform which is the most relevant to study the different marketing strategies on social media.

Chapter 3: Communication styles in the United States and France

In this last chapter, the different communication styles of the US and France are going to be presented. Those were found through literature regarding culture as well as advertising. To synthetized, a table will group the different characteristics for each country.

1. Importance of culture

According to the findings of Singh, Zhao & Hu (2003) retrieved from their study about Chinese and American websites, the web and the content available on it are influenced by cultural values. Many scholars studying international marketing and advertising have proved that there are differences in the advertising technics and tones due to culture (Hermeking, 2006). Moreover, academics in marketing communication reached the same conclusions in the sense that the communication manners of brands are impacted by culture (Tsai & Men, 2017). Therefore, it seems interesting to study how sponsored content generated by influencers on Instagram is influenced by the SMI's own culture. Besides, as part of the International Business major, I wanted to add an international perspective on this subject. For this reason, I decided to study the sponsored content of American and French influencers in order to understand the similarities and differences.

It is important to highlight the fact that very few scientific studies have been made on this topic and especially about content created by SMIs. This may be since it is a recent form of communication. Therefore, in this chapter, the gathered information will be from articles discussing the difference in culture between the United States and France as well as the different advertising technics in both countries.

As content available online is impacted by culture, it is important to categorize it in order to compare it. Hall, an American anthropologist who wrote several articles about cultures and communication (International Development, 2016), defined two categories of culture: **High-Context** and **Low-Context cultures** (Hall, 1976 as cited in Nishimura, Nevgi & Tella, 2008). This classification had as purpose to differentiate communication styles and well as issues related to culture (Nishimura et al., 2008). Therefore, it is useful in the study of influencers generated content on Instagram.

High-context cultures

Within those cultures, individuals tend to have more contact with others. Therefore, they favour informal and indirect communication as well as the use of pictures (Biswas, Olsen & Carlet, 1992; Hall, 1977 as cited in Hermeking, 2006). People are "expected to read between lines" (Nishimura et al., p785) and understand messages due to the context they are in (Würtz, 2004).

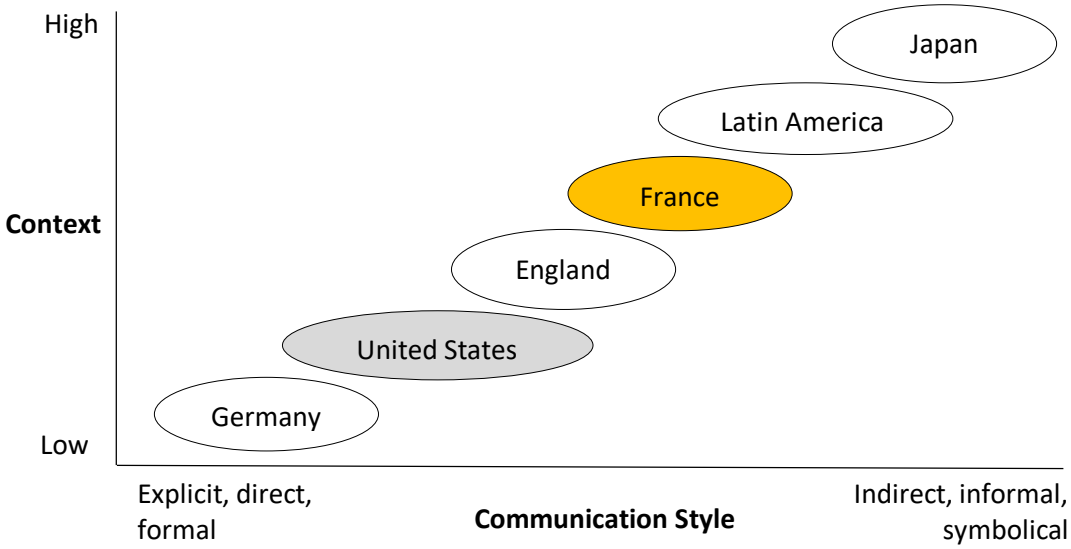
In advertising, the same characteristics are presents. Feelings from consumers are coming from indirect communication found especially in pictures (Hermeking, 2006). Besides, a polite approach is preferred with the intent of creating a bond with the consumers. Another characteristic is the use of aestheticism through beauty, nature, etc. (Singh et al., 2003).

Low-Context cultures

Contrarily to high-context cultures, in low-context ones, people have fewer interactions with others. This has as a consequence that the communication is more direct, rational and delivered by text messages which are detailed and explicit (Biswas et al., 1992; Hall, 1977 as cited in Hermeking, 2006). This also applies in the advertising language (Hermeking, 2006). The purpose of this communication style is to ensure an exact and clear transmission of the information (Würtz, 2004).

Figure 2, retrieved from Hermeking (2006), represents a map in which different countries are placed depending on their context (high or low) as well as their communication styles (direct or indirect, etc.). In this one, there are the two countries that are of importance for this thesis: The United States and France. The US is categorized as a low-context culture and France as a high-context culture country. Accordingly, the two countries have communication styles similar to the ones described previously depending on their culture type. It is also important to note that France is not, on the graph, at the opposite of the US which means that it is possible to find some similarities between the practices of the two countries.

Figure 2: Communication style according to the context level of some countries



Source: Hermeking (2006)

2. The United States versus France

In addition to the characteristics listed above, the United States and France have other ones which were mainly found in literature discussing advertisement in both countries.

According to a study made by Biswas & al. (1992), French people are working hard on the quality of their advertising as well as the artistic aspect of it. French are attracted by neat design, colours and balance (Biswas & al., 1992; Taylor, Hoy & Haley, 1996). This coincides with the characteristics of a high-context culture. As stated previously, Americans emphasize the informative aspect of advertisements.

Moreover, France is a “more sexually liberated” country (Biswas & al., 1992, p.75) meaning that the use of sexualized content is tolerated and people are receptive to it (Biswas & al., 1992; Taylor & al., 1996). In the same perspective, “la séduction” (Taylor & al., 1996, p.11) is used to attract consumers and nudity is accepted much more than it is in the United States. In the US, the use of sexual appeal is considered risky content and is not tolerated as much as in France.

Regarding humour, both countries are using it differently (Biswas & al., 1992). Americans enjoy word games as well as satires and French people prefer jokes.

3. Synthesis

To conclude this chapter, I believe it is necessary to have a table gathering all the information explained above. Therefore, **table 2** is divided into American and French communication's styles in order to create a comparative table.

Table 2: Comparative table of the US and French communication styles

The United States of America *Low-context culture*	**France** *High-context culture*
Formal	Informal
Direct	Indirect
Use of texts	Use of pictures
Informative purpose	Intention to creating a bond with emotions
Game word and satires	Jokes
	Aesthetic
	Use of sex appeal/Nudity

Conclusion of the literature review

With the development of the Web 2.0., a new favourable environment for the birth and growth of social media platforms emerged. Communication between individual was, thus, possible on the internet (Berthon et al., 2012).

The rise of user-generated content on the Internet enhanced eWOM. This phenomenon made social media interesting for companies and it led to the use of those platforms as marketing tools to increase brand awareness and sales and reach new audiences (Pfeffer, Zorbach & Carley, 2013; Laroche, Habibi, Richard & Sankaranarayanan, 2012; Schmitt, 2012). This new practice is called Social Media Marketing.

One of the manner of using social media as marketing tools is to take advantage of the influence that some social media users have on other users. Those persons are Social Media Influencers and share content on social media to their community. Therefore, the type of marketing benefiting from SMIs is called Influencer Marketing. To find the suitable influencers, companies can use the 3R's (Reach, Relevance and Resonance) which help them evaluate the size of the influencer's community, the engagement rate on publication as well as the accordance between what the brand is selling and the profile of the influencer.

A certain type of outcome obtained from the partnership between a brand and a SMI is sponsored content which can be in the form of a product placement, a giveaway of products, etc. (Evans et al., 2017; Stubb & Colliander, 2019; Uzunoğlu & Misci Kip, 2014). Moreover, influencers can either receive money or free products as a compensation for their services (Liljander et al., 2015). This enables the brand to reach a niche market, the influencers' communities. The main platform used for influencer marketing is Instagram, a picture- and video-sharing social media (Influencer Marketing Hub, 2020a).

To study and compare the marketing practices of influencers on Instagram, looking at the communication style of French influencers and American ones is a way of doing. As they have a different culture (high in France and low context in the US), the communication style in both countries is different as well as the communication within advertising. In the US, they are formal and direct and the communication has an informative purpose. In France, they are informal and indirect while communicating and use emotions as well. Moreover, they are

attracted to aestheticism and tend to use more sex appeal (Biswas et al., 1992, Hall, 1977 as cited in Hermeking, 2006; Würtz, 2004).

To conclude, there is a need to explore the marketing practices that influencers put in place when partnering with companies as part of an influencer marketing campaign as well as comparing the practices in different countries. Therefore, this is what will be observed in the empirical study of this thesis.

Part II – Empirical Study

Methodology

1. Research design

Influencer marketing is indeed a recent theme that has already been studied by academics and is still being developed. However, the practices influencers are setting up when publishing a picture or video done in partnership with a brand have not been studied yet or very briefly. Therefore, to explore this topic and being able to articulate a comparison between the different practices used by French and American influencers, an exploratory approach will be implemented.

The exploratory approach is used by academics when there is little or no scientific studies on this practice (Dudovskiy, n.d.; Stebbins, 2001). The purpose of this type of research is to explore a phenomenon (Stebbins, 2001) to create new ideas, hypothesis as well as new perspectives for further and deeper research on the topic (Dufour, n.d.; Glaser & Strauss, 1967 as cited in Stebbins, 2001). It is hence the appropriate method for this empirical study.

To explore the different methods of French and American influencers, qualitative data will be gathered. Qualitative data is a type of data that is represented by words rather than numbers (Miles & Huberman, 2003). These allow researchers to describe and give enriched explanations about a subject (Miles & Huberman, 2003).

The gathering of data will be done by observing sponsored content created on Instagram by French and American influencers. The observation will be non-participative (de Moerloose, Jacquemin & Wuillaume, 2018-2020) as the content is already published on Instagram by the influencers and no modification can be made by the observer. To be able to compare similar content in both countries, the sponsored publications chosen are related to the same topic, namely beauty (makeup, skincare, haircare, etc.). The reason is that this topic of interest is one of the most represented on Instagram (Mediakix, n.d.b).

As the final aim of this thesis is to compare the influencer marketing practices of influencers in both countries, ten criteria have been selected to have the same basis of

comparison. Those ten chosen criteria, based on the findings of the theoretical part, are divided into two categories: Influence Marketing Strategy and Communication Strategy.

The criteria and the manners they will be evaluated are the following:

Influencer marketing strategy

1. Type of partnership

As explained in the theoretical part of this thesis, there are different types of partnerships, one being sponsored influencer content. Moreover, this content can be sponsored in different ways, either the influencer receives free products and get paid to talk about those, or the compensation is that the products are gifted by the brand. When the influencer is, then, talking about the product on its account, it is called a "product placement" which is defined as "a form of advertising in which branded goods and services are featured in a production that targets a large audience" (Investopedia, 2020) and is a form of marketing practice. Moreover, a partnership between an influencer and a brand can also be a contest organized to offer products to the influencer's followers.

The purpose of this criterion is to observe if for certain types of partnership, some influencers are being paid and others simply receive free product in exchange for promoting the brand and/or the product(s).

2. Product presentation

By observing how the product is displayed within a picture or a video, it will be possible to see if each country has its specificities and preferences or if there is a convergence to a similar trend.

The product presentation can be a picture of the product, of the influencer with the product, of the influencer alone, a video of the influencer using the product, etc.

3. Transparency regarding the partnership

As explained in the theoretical part, in both the United States and France, it is now mandatory for influencers to specify when the publication made on social media is created in

collaboration with a company. However, it is not always clear if it is a paid partnership or not. To identify if a publication is the result of a partnership, within the description, influencers are usually using hashtags (#AD, #Sponsored, #Collaboration, #GiftedProduct, etc.) which are "a word or phrase that follows a pound sign (#) and is used to identify specific posts on social media" (Barbee, 2018), they can specify the partnership by writing about it in the description or even add at the very top of the publication a note saying "Paid Partnership with (brand)". (Bellec, 2018; Bouillet, 2016; Bouillet, 2019)

Therefore, this criterion will highlight if influencers are specifying what type of partnership it is or if it is vague concerning the compensation.

4. Encourage followers to engage

Electronic word-of-mouth is what brands want to trigger when partnering with influencers (de Veirman et al., 2017). Influencers publishing content about a certain product or brand is a way of encouraging eWOM. However, there are other ways. For example, influencers can ask questions to their followers to comment by mentioning one or several friends so that they are going to see the post. Moreover, by prompting followers to answer questions in the comments or to like the publication, this one will appear in the home page of a larger number of followers and future publications will appear in the home page of the follower who liked and/or commented the picture (Roizman, n.d.; Warren, 2020).

Regarding this criterion, the description of the publication will be observed to track if the influencer encourages their followers to comment, like or share the publication with other people active on the platform.

<u>Communication strategy</u>

Those criteria are all derived from the third chapter of the theoretical part concerning the different communication styles in the United States and France. By using those elements that differentiate countries in advertising, we will observe if those characteristics can be applied for influencer marketing on Instagram.

5. Aestheticism of the content (picture or video)

This might be the most subjective criterion. However, to make it less subjective and to assess the aestheticism of a publication on Instagram, the following criteria, more precise, will be used: the use of an image filter which is "a technique through which size, colours, shading and other characteristics of an image are altered" (Techopedia, n.d), the quality, the similarity with other publications made by the influencer (harmony regarding colours, the type of picture of other sponsored publications, if a similar publication could be published without it being a partnership, etc.), icons or drawings added to the picture/video, the editing of a video, etc.

This criterion can be evaluated as high (use of at least 3 different techniques), medium (2 features) or low (1 or no feature).

6. Informative aim

This criterion will highlight if the influencer gives information about the product (ingredients, benefits, etc.), the brand, where to purchase the products, etc. That kind of information can be found in the description of the publication. If the sponsored influencer content is a video, what the influencer is saying in it will also be taken into account.

7. Emotion creation

According to Tellis and Ambler (2007) "emotions are direct reactions to the stimulating atmosphere that is being created by the artistic execution known as an ad" (p.122). There can be different types of emotions that can be part of an advertising. First, the positives emotions are, for example, joy, happiness, warmth, pride, etc. At the opposite, there are the negative emotions which are fear, anger, disgust, sadness, etc. (Tellis & Ambler, 2007)

Therefore, to identify if there is the intention to convey an emotion to followers, the description of the publications will be observed to see if expressions or words used by the influencer refer to a particular emotion. Moreover, the attitude of the influencer in the picture/video will also be examined to sense if any emotion is present. It is also possible that there is no purpose of communicating emotion.

8. Direct or indirect style

Regarding direct communication, the main objective of it is to transmit information. There is no hidden meaning to the words (Joyce, 2012). Therefore, the messages are very clear, straightforward and explicit (Schoeffel, 2017) as the context does not play a role in the understanding of the message (Hirsch, 2014).

At the opposite, indirect communication is characterised by the fact the there is more to understand than just the words (Joyce, 2012). Interlocutors have to interpret the messages as codes can be present within those (Schoeffel, 2017). Moreover, in a text, information that is not directly related to the topic can be present as well as "decorative elements" (Hirsch, 2014, p.9).

Regarding the communication on Instagram, in the case of an influencer only describes a product or writes about it explicitly, it will be assessed as direct. On the other hand, if the SMIs is creating a situation around the product, adds information that is not directly related to the product, it will be evaluated as indirect.

9. Formal or informal language

Formal and informal language are in opposition. Formal language is not personal and referred to an academic language style in which contraction as well as the pronouns "I and we" are not used. (University of Technology Sydney, n.d.)

Informal language is used in conversation with acquaintances and in more natural. The use of acronyms and slang is frequent. (University of Technology Sydney, n.d.) Moreover, elementary words and sentences are used (Sheikha & Inkpen, 2011).

By observing the written description and/or what an influencer is saying in a video, it will be possible to evaluate the type of language he is using.

10. Use of sex appeal

According to Reichert and Ramirez (2000) who studied sexual appeal in advertising, four characteristics can define an advertising as being "sexy":

- Physical features of the people (nudity, the physical appearance, etc.)
- Behaviour/movement of the people
- Intimacy between the different actors
- Contextual features (effects of the camera, etc.)

Therefore, those elements are the ones that will be looked for in the influencer's publication. The purpose to tell if sexual appeal is also used on Instagram through sponsored content.

After exploring and making observations based on those criteria for both countries, the results will be presented individually and then, compared to have an overview of the differences and similarities existing in this field between France and the United States.

2. Data collection

A sample of 60 sponsored publications created by SMIs, on Instagram, has been selected in order to implement the exploratory approach. Thirty publications were created by American influencers and the other half by French influencers. Instagram publications were chosen over Instagram stories as they are the type of content that is evaluated as having the highest effectiveness (78%) (Mediakix, n.d.a).

For the sample to be representative, two of the four categories of influencers were selected: macro- and micro-influencers. As a reminder, macro-influencers have between 40,000 and 1 million followers and micro-influencers have a community gathering between 1,000 and 40,000 followers (Influencer Marketing Hub, 2020b). Within those two categories, influencers from the whole range of followers were chosen to have a better representativeness. This means that for macro-influencers, not only influencers having more than 500,000 were selected but also SMIs having a smaller number of followers to fully represent the category (between 40,000 and 1 million).
Regarding the two remaining SMIs categories, mega-influencers were not taken into account since they are the ones having the lowest engagement rate when sharing sponsored content (Gottbrecht, 2016). Nano-influencers are not included in the sample because none of the ones

found did partnerships with companies. For this reason, they became non-relevant for this study.

To find corresponding SMIs, different channels were used in no particular order. I searched for influencers I know, I looked in their following for influencers they follow. Moreover, hashtags such as #Partnership, #Partenariat, #FrenchInfluencers, #Sponsored, #discoveryunder100k, etc. were used to find sponsored publications.

To ensure that the SMIs are from the United States or France, or at least reside there since a certain period, at least one of these two conditions had to be met: (1) in the biography on the profile of the influencer, the fact that he is from the United States/France or currently living there has to be specified or (2) the localisation on many of the latest pictures has to be in the US/France to make sure that they were not just on holidays in the country.

To summarize, the sample is composed of:

- 15 American macro-influencers
- 15 American micro-influencers
- 15 French macro-influencers
- 15 French micro-influencers

From who, one of the last beauty related sponsored publication has been chosen to be studied and observed to fill the different criteria cited previously.

Results

In this part, the results of the observations of the 60 Instagram publications will be highlighted. First, the publications of each country will be studied individually to explore and bring to light the different behaviours and current practices. Afterwards, a comparison will be made between the practices of the two countries.

1. French influencers

1. Type of partnership

A majority of French influencers published a product placement on their account (22 out of 30). Regarding macro-influencers, 8 of them were paid to publish this type of content. On the contrary, micro-influencers tend to receive products for free to show the product to their followers. However, it is important to notice that for 3 micro-influencers, it is not clear if they were paid to promote the product or not.

The remaining 8 partnered with a brand to organize a contest, also called giveaway, to offer products to their followers. Concerning 3 of them (one macro and two micro), the compensation for the publication is not explicitly explained.

The main trend that comes out from those observations is that most of the time macro-influencers are paid when they are working with brands and showcasing their product, and micro-influencers received free products instead.

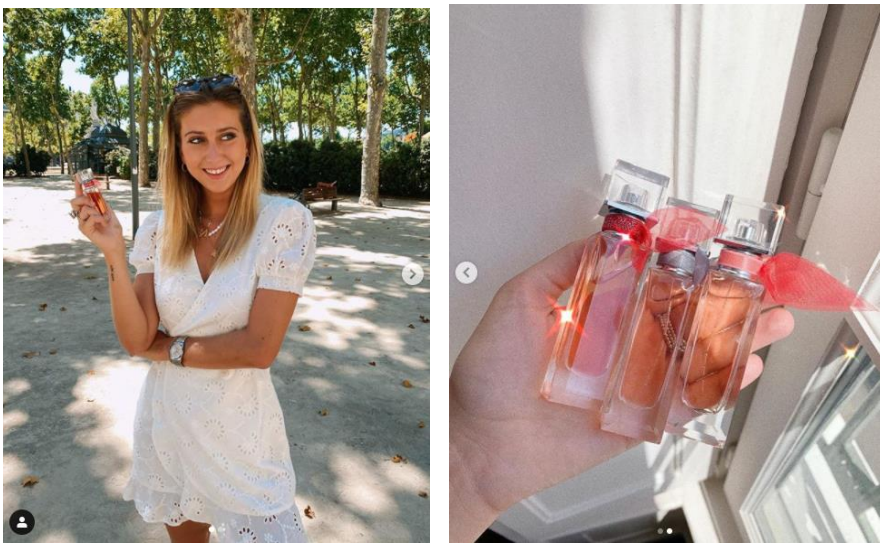
2. Way of presenting the product

For this criterion, there is a real difference between micro- and macro-influencers. Micro-influencers are mostly posting a single picture of the product(s) (11 out of 15), see **illustration 1**. Only 4 of them took a picture of themselves with the product(s). On the other hand, macro-influencers tend to publish a picture of themselves with the product (12 out of 15). Some of them (7 out of 12) are adding a second picture to the publication and it is always a picture of the product(s), see **illustration 2**. Only one macro-influencer posted a video showing how to use the product (*Richaard2609, appendix 3*).

Therefore, two types of picture are standing out: a picture of the influencer and the product(s) and a picture of the product(s).

Illustration 1 – Picture of the products (*Thecityandbeauty, appendix 17*)

Illustration 2 – Picture of a macro-influencer with the product (*Style_tonic, appendix 4*)



3. Transparency regarding the partnership

Most of the influencers clearly indicated the fact that they are working for a brand. However, this was made in different ways depending on the type of influencers. Influencers who are receiving money in exchange of their services have different manners to express the partnership. They used *sponsored or #sponsored, they specified in the description that it is

a paid partnership and/or they used a functionality of Instagram allowing them to add at the very top of the publication: “Paid partnership with @brand”, see **illustration 3**.

Illustration 3 – Example of paid partnership transparency (*Littlejbeauty, appendix 2*)

In the situation in which the influencer received the product(s) for free or organized a giveaway without any monetary compensation, they specified it by using the hashtag #giftedproduct (#produitoffert in French), by thanking the brand for sending them the product(s) and/or by writing clearly in the description that they received the product(s) from the brand, see **illustration 4**.

Illustration 4 – Example of free products transparency (*Sandiedrs, appendix 23*)

☼ Collab' / @hawaiiantropic.fr ☼ L'été est bien installé et le soleil pointe de nouveau le bout de son nez (par ici en tout cas) 😊. Alors on n'oublie pas de protéger sa peau. L'occasion pour moi de tester les produits de chez @hawaiiantropic.fr J'ai reçu : ⛱ La crème Silk hydratation, c'est une lotion solaire hydratante indice 50. Elle hydrate pendant 12h et résiste à l'eau. Elle sent super bon, j'adore ! Moi je l'utilise sur le visage pour ne pas vieillir prématurément. 😊 ⛱ La crème après-solaire à base d'aloe vera, nourrit et apaise la peau après l'exposition au soleil. Idem, elle sent hyper bon, ne colle pas et est non grasse. Voilà voilà ! ☼ Plus qu'à se dorer la pilule ! N'hésitez pas à jeter un œil sur le site https://www.hawaiiantropic.fr

Vous y trouverez les points de vente. #Hawaiian #Lotionsolaire #Sun #Summertime #Sun #Partenariat #Collaboration #Produitoffert #Frenchinfluencer #Likeforlike #Instagood

Six influencers (1 macro- and 5 micro-influencers) were not very clear in their way of writing about the partnership. Three of them used #partnership which does not express clearly the type of compensation behind the publication, see **illustration 5**. Moreover, the remaining 3, who organized contests (*Melolimparfait, appendix 11; Caroline_planche, appendix 21 & Selenacremer_, appendix 26*) did not write anything about any partnership with the brand, see **illustration 6**. The single element is that, in order to participate to the contest, the followers had to follow the account of the brand as well, which is means that the brand send the product(s) as part of the partnership.

Illustration 5 – Example of the use of #partnership which is not clear regarding the compensation (*imxmelissa, appendix 20*)

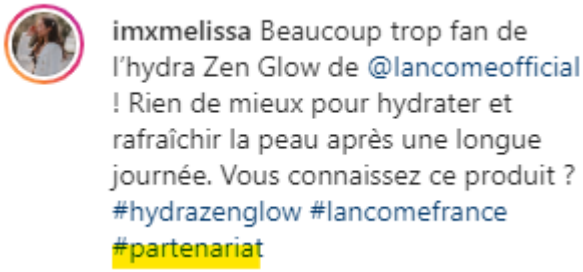


Illustration 6 – Example of a description for a contest that does not say anything about a compensation (*Melolimparfaite, appendix 11*)

Gagnez 2X1 lot de 4 produits @nuskin_europe , supers pour l'été Il s'agit d'une crème solaire SPF 50, une crème solaire SPF 35, un autobronzant et un baume pour les lèvres. Pour jouer c'est très simple il suffit de -suivre les comptes @melolimparfaite et @nuskin_europe -liker ce post et commenter pour dire que vous participez - inviter au minimum deux amis susceptibles de vouloir participer en commentaire (pas d'influenceurs ou de célébrités) Ce jeu prendra fin le mercredi 29 juillet à 23h. Bonne chance ☘ #Jeuconcours #giveaway

Overall, a large majority of influencers are transparent regarding their compensation, even if there are some exceptions.

4. Encourage followers to engage

This criterion is divided between the 17 influencers who did not ask for anything and the 13 that did ask their followers to engage. Out of the 13, 8 organized a contest and the conditions to participate were to engage in the publication (like, comment, etc.), see **illustration 7**. The remaining 6 asked either questions about the product(s) or the brand or a question that is not directly related to the product(s) but rather to the type of product or the habits of the followers, see **illustration 8**.

Illustration 7 – Example of engagement related to a contest (*Caroline_plance, appendix 21*)

CONCOURS✨
Je suis vraiment très heureuse de pouvoir vous faire gagner 3 produits de la marque @paiskincare dont je suis fan 😍 Il s'agit d'une huile bio emblématique au rosier sauvage, un exfoliant illuminateur de teint et d'une crème hydratante selon votre type de peau! ✨ Paï est une marque vegan, organique et cruelty free ! ✨
•
Pour participer :
1 Suivez les comptes @paiskincare et le mien @caroline_planche
2 Likez le post
3 Invitez 3 amis ou plus en commentaire ! 🏌🏻
Bonus: n'hésitez pas à publier ce concours en stories en me taguant 😘
Fin du concours dimanche 19 juillet à 19h.
Bonne chance ! ✨
•
#parisianlifestyle #styleblogger #discoverunder10k #parisianstyle #beautygirl #beautyaddict #parisianstyle #discoverunder10k #frenchinfluencer #frenchblogger #frenchgirls #myparisstyle #minimalchic #minimalfashion #theparisguru #howtobeparisian #vieparisienne #igcontest #giveaway #concoursinsta #jeuconcours #instaconcours #concours #concoursinstagram #jeuxconcours #beautycontest #concoursbeaute #competition #paiskincare

Illustration 8 – Example of questions about the products and the type of product asked to the followers (*Thecityandbeauty, appendix 17*)

Sous le charme cet hiver de ma routine capillaire réparatrice @luxeol_officiel @hivency que je viens tout juste de terminer d'ailleurs (il faut dire que j'alternais avec un autre shampoing, car j'ai les cheveux très électriques en hiver), je suis ravie de partir sur une autre gamme de la marque. 😎😉
✸Dans cette routine » Force et Vitalité « j'ai reçu trois soins capillaires pour favoriser la croissance des cheveux tout en les fortifiant et tonifiant la fibre capillaire : un shampoing, un après-shampoing et un complément alimentaire pour la chute des cheveux.
✸Cela fait plusieurs semaines que je teste ces soins capillaires, du coup j'ai pu me faire un avis sur ces produits ne l'oublions pas Made in France. D'un point de vu sensoriel, j'apprécie énormément le shampoing que je pourrais rester des heures à me laver la tête. Depuis deux trois semaines, j'ai l'impression que mes cheveux ont gagné en volume mais aussi surtout en épaisseur bien que j'ai les cheveux assez long (qui dit longueur, dit logiquement plus plombant). Et là ils gagnent aussi en légèreté. Et j'utilise en alternance le masque fortifiant de la gamme.
✸Avez-vous déjà testé ces produits? Quels soins capillaires utilisez-vous ?😅😉

The result of the observation regarding this criterion is that the number of followers does not impact the incentive to engage.

5. Aestheticism of the picture

An observation regarding aestheticism is that all the influencers used at least two features to make their publication better looking. Twelve publications out of 30 are listed as mildly aesthetic and 18 are highly aesthetic.

The most used features are a filter to improve the lighting of a picture or to change its colour tone, the fact that the colour tone is similar to the ones of other pictures on the account which created a harmony on the profile. The third feature is that the publication could be published even though it was not a partnership. The reason is that the picture was taken to look similar to the others even though this one is a partnership. It is another form of harmony that it is possible to found on an Instagram profile.

Illustration 9 and **illustration 10** are examples of high and middle aestheticism and the different characteristics of each publication are defined.

Illustration 9 – Example of a high aestheticism *(Apollinethibault, appendix 10)*

Characteristics: Use of a photo filter; harmony regarding the colours of the picture, it is similar to the other ones on the account and harmony regarding the type of picture, it could be published on the account even though it was not a partnership.

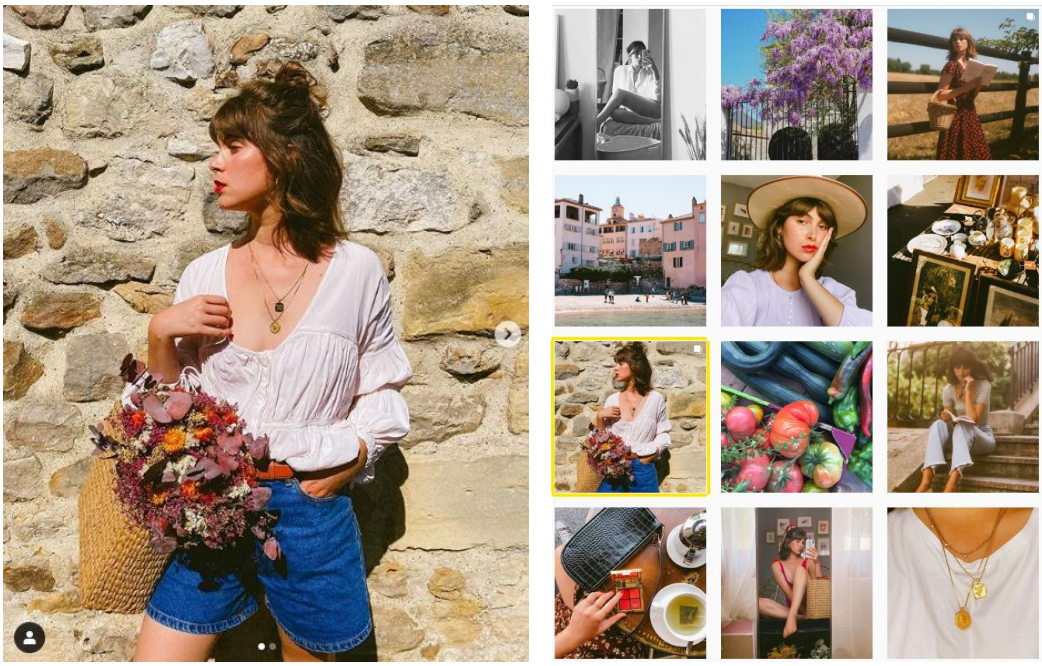


Illustration 10 – Example of middle aestheticism *(Gazoufamily, appendix 27)*

Characteristics: Use of a filter; picture is staged, there are items in the background

6. Informative aim

Half of the influencers did not give information about the product(s) or one single feature of the product (one benefit, the scent, etc.), see **illustration 11**. When influencers are organizing a contest, they do not give much information about the product(s) the brand and themselves are offering.

Illustration 11 – Example of a description with no information about the product *(xxgrltxx, appendix 19)*

The type of information that is most often given by influencers is related to the benefits of the product(s), this to convince their followers that the product has a real impact and meet the needs of consumers. SMIs also communicate about the scent and the ingredients of the product(s). **Illustration 12** is an example of an influencer giving a lot of information regarding the previously mentioned elements.

Illustration 12 – Example of a description containing a lot of information *(Pouponnetoi, appendix 25)*

#produitoffertpargarnier Hello les papillons J'espère que vous allez bien en ce début de semaine ! Devinez la nouvelle gamme cheveux que j'ai découvert et que j'ai emporté avec moi en vacances ? Il s'agit de la nouvelle gamme Menu Fructis Hair Food Banane de @garnierfr que j'ai eu la chance de recevoir

Je suis trop fan de cette gamme pour cheveux secs qui fait vraiment du bien à mes cheveux ! J'ai pu recevoir le shampooing, l'après-shampoing et le masque 💆‍♀️
Pourquoi je l'aime autant ? C'est simple, la gamme est enrichie à la banane (un super ingrédient capillaire !) et contient une formule vegan, biodégradable à 95%, recyclable, adaptée aux plus sensibles (testée dermatologiquement) et est fabriquée dans une usine engagée pour le développement durable 🌱 Le top niveau valeurs, éthique et compo !
Chacun des produits fait très bien son job, le shampooing mousse et lave bien les cheveux (la base d'un shampooing me direz-vous mais on connait tous certains shampooings qui en peu de temps graissent déjà les cheveux ! Ce n'est pas le cas de celui là ☺). L'après shampooing est top aussi, il démêle bien les cheveux même les plus rebels (team cheveux fins !). Et le masque une pure merveille, les cheveux sont nourris en profondeur et plus beaux au fil des utilisations 😁 et je vous parle pas de l'odeur 🙈
Bref je suis complétement conquise par cette super gamme ! N'hésitez pas à la tester vous ne serez pas déçus 😊 Merci @garnierfr pour cette belle découverte !
#garnierfr #fructis #teamhairfood #banane #produitoffert #partenariat #soincheveux #soinscheveux

7. Emotion creation

The creation and sharing of emotions are not often used by French influencers. Only 5 of them (3 macro- and 2 micro-influencers) implied emotions through the description of the publication or their attitude on the picture.

Claireshadow_ (*appendix 1*) expressed her *satisfaction* regarding the products through her facial expressions on the picture used for the publication, see **illustration 13**. Douceurdelaurie (*appendix 24*) communicated the same emotions (*satisfaction*) by writing about it in the description of her publication. She wrote about how much she is impressed by the product.

Illustration 13 – Example of emotion creation through pictures *(Claireshadow_, appendix 1)*

Style_tonic (*appendix 4*) used both expression channels to share her *happiness* about this product. In the description, there is the following hashtag: #HappinessShotsbyLancôme which was created by the brand to showcase the perfume (other influencers use it as well). Secondly, the influencer has a big smile on the picture which strengthen this feeling of happiness.

Gazoufamily (*appendix 27*) also shared her *happiness* to her followers by writing in her description of how happy she was to receive the product and that she loves the product very much.

Lastly, Zoebassetto (*appendix 8*) wrote about the engagement of the brand she is partnering with regarding the environment and that she had the opportunity to whiteness it, see **illustration 14**. The emotion coming from her words is the *admiration* towards the brand.

Illustration 14 – Example of emotion through the description (*Zoebassetto, appendix 8)*

Été 20 ☀ Cette année, je passe plus de temps à l'ombre qu'au soleil mais je continue à protéger ma peau avec mes solaires préférés @eauthermaleavenefrance. J'ai eu la chance de pouvoir mesurer l'engagement de la marque pour la protection des coraux et des océans lors de mon voyage à Bali en 2018 via leur partenariat avec @purprojet qui œuvre pour la restauration des récifs coraliens, des forêts de mangrove et recyclage des déchets plastiques. Les solaires Eau Thermale Avène contiennent des filtres non hydrosolubles et ne sont pas assimilables par les organismes marins vivants. Les formules contiennent un minimum de filtres solaires et sont dépourvues de silicones pour une biodégradabilité optimale. Rdv en stories pour remporter deux gammes complètes ! #skinprotectoceanrespect #ledondapaiser #solairesengages Contenus rémunérés

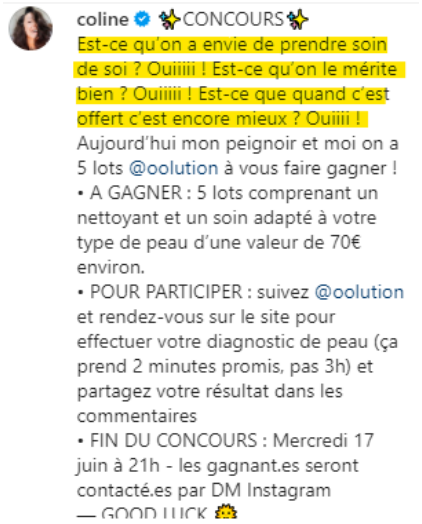
8. Direct or indirect style

The most used style is the direct one (29 out of 30). The influencers are directly talking about the product(s) or the brand in the description, see **illustration 15**. There is no space for interpretation. Only one influencer (*Coline, appendix 5*) is using the indirect style of communication at the beginning of the description by asking questions to her followers which are to a certain extend related to the product but could be used in a completely other situation, see **illustration 16**.

Illustration 15 – Example of direct style *(thegingerchloe, appendix 7)*

#sponsorisé Ma routine cheveux @luxeol_officiel 💚 J'utilise depuis quelques semaines la gamme Fortifiante enrichie en Provitamine B5 et vitamine PP avec : ✓ Le Shampooing fortifiant ✓ L'après shampooing ✓ Le Masque pour prendre soin de mes longueurs La gamme est idéale pour redonner force et vitalité aux cheveux 👸 Bonne nouvelle, avec le code GINGERCHLOE vous avez -20% sur tout le site 😍Toutes les informations sur www.luxeol.com - Contenu créé en collab avec Luxeol #luxeol #teamluxeol #routinecapillaire #influenceuse #bassindarcachon #beautenaturelle #rousse #bonplan #aquitaine #bordeaux #haircare #cheveuxlongs #astucesbeaute #capferret #pins #blogueusebeaute

Illustration 16 – Example of indirect style *(Coline, appendix 5)*



9. Formal or informal language

The type of language used by all the influencers is the informal language. All the influencers are using the pronoun "I" in the description as they are explaining their feelings about the product(s). Usually, the sentences are very short and the vocabulary is simple. **Illustration 17** is an example of an informal description. However, 5 French influencers, even if the language

is informal, really worked on the description. They used appropriate vocabulary to describe products, see **illustration 18**.

Illustration 17 – Example of informal communication *(Coline, appendix 5)*

Characteristics: use of familiar vocabulary (ouiiii), use of English and French, use of bullet points and use of capital letters (CONCOURS, A GAGNER, etc.)

✨CONCOURS✨
Est-ce qu'on a envie de prendre soin de soi ? Ouiiiii ! Est-ce qu'on le mérite bien ? Ouiiiii ! Est-ce que quand c'est offert c'est encore mieux ? Ouiiii !
Aujourd'hui mon peignoir et moi on a 5 lots @oolution à vous faire gagner !
• A GAGNER : 5 lots comprenant un nettoyant et un soin adapté à votre type de peau d'une valeur de 70€ environ.
• POUR PARTICIPER : suivez @oolution et rendez-vous sur le site pour effectuer votre diagnostic de peau (ça prend 2 minutes promis, pas 3h) et partagez votre résultat dans les commentaires
• FIN DU CONCOURS : Mercredi 17 juin à 21h - les gagnant.es seront contacté.es par DM Instagram
— GOOD LUCK ⚙

Illustration 18 – Example of information communication with more work *(Aliciemechani, appendix 12)*

Vous connaissez la cosmétique fermentée au naturel ? 🌸
-
J'ai reçu il y a quelques jours 3 produits de la marque @florena_skincare_fr : l'huile élixir éclat, la lotion tonique et la crème hydratante 24h. On retrouve du jasmin, des pétales d'immortelle rose, du camellia ou encore du chèvrefeuille… 🌿 La fermentation rend plus puissant les ingrédients d'origine naturelle et l'efficacité des produits est boostée. Je ne sais pas ce que vous pensez des produits mais je les trouve magnifiques, ils m'ont très vite inspirée pour cette séance photo 🙈 Coté engagements, la marque propose des packagings réduits pour minimiser leur impact environnemental. En effet, ils sont conçus à partir de matériaux recyclés et sont recyclables au maximum.

Mais ce n'est pas tout, la marque propose des formules veganes composées de minimum 99% d'ingrédients d'origine naturelle. L'ensemble des produits sont certifiés COSMOS NAT par Ecocert 🍒 Les pots sont 6 X plus légers que les pots traditionnels, pour la même contenance de produit qu'un soin visage traditionnel (50ml de produit). Cela fait beaucoup de points positifs vous trouvez pas ? Je suis très contente de collaborer avec cette jolie marque ❤ Restez connectés car j'aurai bientôt une surprise pour vous… * en collaboration avec Florena

10. Use of sex appeal

The majority of influencers did not use sex appeal while doing their product placement. Nevertheless, 6 macro-influencers filed one of the characteristics developed by Reichert and Ramirez (2000) which is the physical features of the people. Three influencers were wearing a bathing suit (*Littlejbeauty, appendix 2; Zoebassetto, appendix 8 & Jodielapetitefrenchie, appendix 14*). One influencer (*Opheduvillard, appendix 9*) is completely naked, however, the followers cannot see any part of her body, see **illustration 19**. Marine_breadwhite (*appendix 13*) shows her entire legs and Tiboudnez (*appendix 15*) shows her back and shoulders without clothing on. Except for one, Littlejbeauty *(appendix 2),* the fact that the followers can see more body parts of the influencer is related to the use of the product(s). It was, for example, a moisturizing cream, a shower gel, etc.

Illustration 19 – Example of the use of sex appeal through nudity *(Opheduvillard, appendix 9)*

Table 3 summarizes all the information above to have a holistic view of the results regarding the practices French influencers use on Instagram.

Table 3 – Summary of the observations regarding French Influencers

Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Majority of **product placements** (22/30) and 8 organized contests with a brand Macro-influencers get paid Micro-influencers receive free products
2. Way of presenting the product	Macro-influencers = Picture of themselves and the products + second picture of the product Micro-influencers = Picture of the product
3. Transparency regarding the partnership	Majority is **transparent** When paid partnership: • #ad • very top of the description: Paid partnership with @brand When influencers receive free products: • #giftedproducts • thanking the brand in the description • Write that they received the products 6 influencers are not completely transparent: • Use of #partnership (not clear) • Do not write anything about the partnership (contests)
4. Encourage followers to engage	Yes (14/30): • To participate to the contest • Ask questions about the brand, products or habits related to the type of product No (16/30)
Communication strategy	
5. Aestheticism of the picture	**High or middle** aestheticism → Important aspect for French influencers Most used features: • Photo filter • Harmony regarding the colour of the publication and the others on the account

	• Harmony regarding the type of picture, the publication would be published even if it is not a partnership
6. Informative aim	**Not the main purpose**: 15/30 gave no or 1 piece of information, 8/30 gave little information and 7/30 gave lots of information Information about: • Ingredients • Benefits • Scent
7. Emotion creation	**Not used** (25/30) When used: • Through the attitude of the picture • Through the sentences in the description
8. Direct or indirect style	**Direct** style (29/30): Influencers talk directly about the product or partnership Indirect style (1/30): Influencer asked questions that could be related to another topic → Opens up to interpretations
9. Formal or informal language	All of them use **informal** • Use of I • Short sentences • Simple vocabulary Exceptions for 5 influencers who worked more on their description
10. Use of sex appeal	Generally, **not used** Only 6 macro-influencers used it: • Nudity but related to the use of the product, except 1

2. American influencers

1. Type of partnership

All the American influencers did a product placement to present one or several products of a brand to their followers. However, there is a difference between macro- and micro-influencers regarding the compensation. Except for one, all the macro-influencers were paid to promote the product(s). The majority of micro-influencers were not paid and received for free the products. Only one influencer (*Chelseypocoy, appendix 60*) did not say explicitly the compensation she got in return for the product placement.

Overall, when looking at both categories together, 19 out of 30 influencers were paid to publish on their account. The 11 others received free products for them to review on their account.

2. Way of presenting the product

Macro-influencers have different ways of presenting products. Seven of them created a video demonstrating how to use the product. Among those 7 influencers one (*Autumrainn, appendix 42*) also published two pictures of herself and the products. The other influencers (8 out of 15) took a picture of themselves with the product(s), of the product(s) only or themselves alone.

The majority of micro-influencers shared with the followers one picture of the product(s) (12 out of 15). Only one micro-influencer (*Trinaalbus, appendix 52*) created a video. The remaining two published a picture of themselves with the product(s).

Therefore, we can see that the way of presenting products is different from macro- to micro-influencers. The two main types of content are videos and pictures of the product(s), see **illustrations 20 and 21** for examples.

Illustration 20 – Video to presents products *(_kaicealea, appendix 31)*

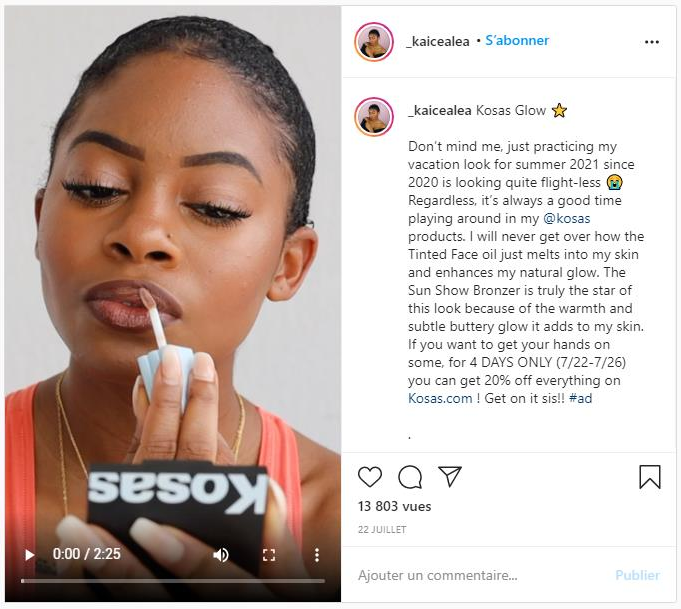


Illustration 21 – Picture of an influencer and the product & a picture of the product *(therobelifeblog, appendix 37)*

3. Transparency regarding the partnership

Influencers who were paid for the partnership tend to add at least two elements to express the fact that it is a paid partnership. They are largely using #ad and the feature at the top of the description saying "Paid partnership with @brand". There are also specific hashtags created by the brand to show that the influencers are a partner of the brand (#secretpatner,

#dermatologicapartner and #baremineralspartner), see **illustration 22**. This type of hashtag was always used combined with other one.

Illustration 22 – Example of the transparency of an influencer, who is paid and used #ad, the feature at the top of the description and a hashtag created by the brand *(Heyclaire, appendix 40)*

There are not general trend regarding how influencers, who receive free products, are communicating about their partnerships. Sometimes they use hashtags (#gifted, #sponsored) and sometimes they thank the brand for sending the product(s) in the description of the publication, see **illustration 23**.

Illustration 23 – Example of the transparency of an influencer using #gifted *(Prettyasapeachhh, appendix 48)*

I am so excited to share this new cleanser I have been trying out for the last week from @blume. If you haven't heard about this wonderful female founded company already here's a little insight. Blume creates products with all natural ingredients made right here in North America. The brand created these products after surveying women and getting back results that 60% of women felt their self-esteem go down around the time they start puberty. Their goal is to change that stat and empower future generations. This cleanser (retailing foris very gentle and creamy which I enjoyed! I have normal skin but would love this in the winter time to keep my skin hydrated in the colder months. The perfect product to cleanse your skin without stripping it of it natural oils thanks to the

plant extract that keep it gentle. It deep leave a filmy feeling behind which I didn't like but overall I don't hate the product.
I recommend this to those that need more hydration in their cleansers.
PR but thoughts are all my own
#gifted #blume #creamcleanser

As stated previously, the communication of only one micro-influencer (*Chelseypecoy, appendix 60*) was not clear regarding the compensation resulting from the partnership. She only used the following hashtag: #neutrogenapartner which exposes the fact that there is a partnership but not clear regarding the monetary aspect of it.

Therefore, influencers have different behaviours regarding their ways of communication regarding partnership which might be since some influencers are receiving money as compensation and others only receive free products.

4. Encourage followers to engage

A majority of the influencers (21 out of 30) are not trying to make their followers engage in their publication. Only, 5 influencers (1 macro and 4 micro) asked questions about either the product or the brand with which the influencer had a partnership, see **illustration 24**. Two others (*Therobelifeblog, appendix 37 & Jacimariesmith, appendix 44*) encouraged their followers to check their stories as they are showing how to use the product thought those small videos available on their account, see **illustration 25**. This is probably part of the partnership as well as the publication.

Illustration 24 – Example of an influencer asking questions to her followers *(Skincarewithsaj – appendix 54)*

Have you been trying to protect your skin from HEV blue light?
New in from @drloretta. This collection claims to protect from all 4 aging external factors. UVA, UVB, HEV and Pollution.
I haven't tried them yet but looking forward to! Especially the tightening eye gel.
Love the pink protectant glasses too.
Will you be trying these?

*Gifted
#skincarewithsaj

Illustration 25 – Example of an influencer encouraging followers to watch her stories *(jacimariesmith, appendix 44)*

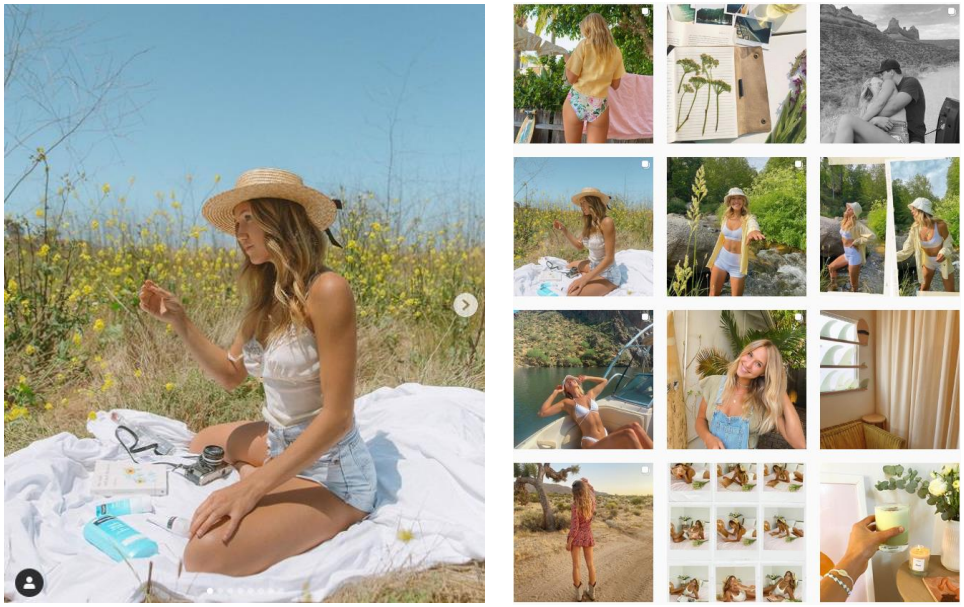
5. Aestheticism of the picture

Regarding this aspect of an Instagram publication, no generalities can be made. As a matter of fact, influencers are present within the three categories (high, middle and low) established previously.

The most used aesthetic features for pictures are the use of a filter to improve the original lighting, the fact that there is a real harmony between the sponsored publication and the rest of the account. It can be a harmony of colours due to the filter use as well as the similarities between the picture of the sponsored publication and the ones that are usually published. Thus, this picture could still be on the account even though it was not a partnership. It is the example of Chelseypecoy (*appendix 60*) as her pictures are very similar to the ones of other publications, see **illustration 26**.

Illustration 26 – Example of high aestheticism *(Chelseypecoy, appendix 60)*

Characteristics: use of a photo filter; harmony of colours with other publications; harmony of the type of picture, it could be published even if it was not a partnership; quality of the picture



Regarding the videos, nice editing to make the video more pleasant to watch as well as a thumbnail that is not simply taken from the video are elements that are used by some influencers and improve the aestheticism of it.

The fact that the thumbnail of a video does not correspond with other pictures on the account is a sign of a lower aestheticism. It is also the case of a low-quality editing. Bennycerra's video (*appendix 39*) can be taken as an example of low aestheticism, see **illustration 27**. He edited his video via a phone application (inshot) which deteriorated the quality of it. Moreover, the editing is very simple which shows that there is not much work behind the video.

Illustration 27 – Example of low aestheticism publication *(Bennycerra, appendix 39)*

Characteristics: Simple editing; low quality of video; thumbnail is a picture taken from the video and is a bit blurred; thumbnail different from the other pictures on the account, not real harmony.

6. Informative aim

As the previous criterion, there is no global trend regarding the amount of information given by influencers. Almost the same repartition is present for macro- and micro-influencers.

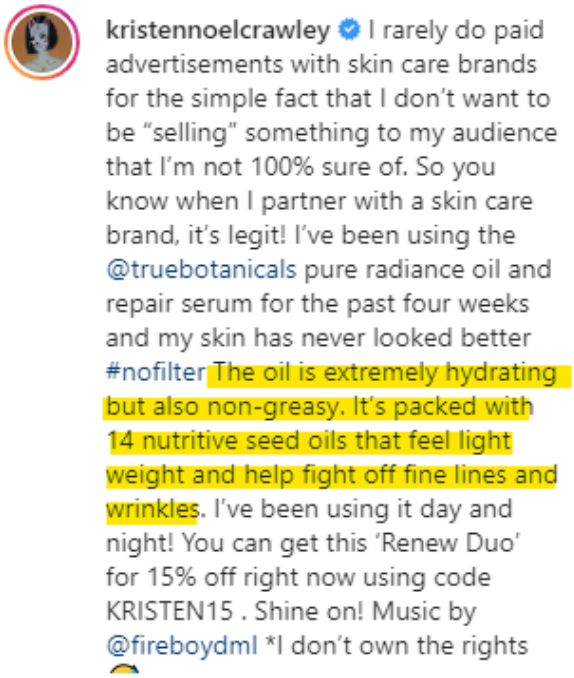
Ten influencers gave a lot of information regarding the benefits of the product, how to use it and some of them even wrote a small review about their opinion on the product, see **illustration 38**. Thirteen other influencers gave very little information, usually about the benefits, the ingredients and/or the brands, see **illustration 29**. The remaining 7 did not share any information about the product. In the description, they only say the name of the product and that is it a partnership with a certain brand.

Illustration 28 – Example of a description with lots of information *(Darlingjaee, appendix 36)*

Hello Lovelies ❤️👉 I have partnered with @YesStyle for this months Korean beauty box review! #YesStyle #YesStyleTop50 YesStyle is the authorized retailer of the below brands. You can use my unique code "YS50HANNAH" to receive a 10% off for orders over US$49! #SPONSORED #AD RIRE - Lucent Star Cushion SPF50 + PA +++ •This is a 3 in 1 Palette! I love that it has a cushion foundation, and a cream blush/lipstick combo. I really loved the blush, it applied and blended smoothly gave me the finish I was looking for ☺️ MOONSHOT - Reve de Paris Eyeshadow Palette •This eyeshadow palette is perfect for my neutral type of babes! It is so soft, and perfect for an everyday look 😁

MOONSHOT - Rêve De Paris Stick Extreme Pro Lipstick #604 Urban Mauve •This was my favorite part of this months box, it is so pigmented and loved the color.
HEIMISH MASCARA - This mascara had such a creamy base, I loved how it applied on my lashes and it wasn't clumpy at all!

Illustration 29 – Example of a description with little information *(Kristennoelcrawley, appendix 43)*



7. Emotion creation

Emotion creation is not a tool that American influencers are using. Uniquely 4 influencers (3 macro and 1 micro) communicated a noticeable emotion. Emotions were detected through their description, their way of expressing themselves or through the picture.

Raeannlangas (*appendix 32*) expressed the fact that she loves the results of the product, she is satisfied with it. Moreover, on the picture, she has a big smile which emphasizes her feeling of *satisfaction*. **Illustration 30** is Raeannlanges' publication to illustrate what is explained above.

Illustration 30 – Example of a publication in which through the picture and the description an emotion is created *(Raeannlanges, appendix 32)*

Thevicstyles (*appendix 34*) and Skinbykerr (*appendix 51*) communicated through their description. The first one explained how she gained in self-confidence after using the products (feeling = *confidence*) and the second is relieved because she can tolerate better the heat thanks to the product (feeling = *relief*).

The fourth influencer is Bennycerra (*appendix 39*) who, through his video, shared his *enthusiasm* generated by the product. The words he used to express his feeling showed how much he is enthusiastic to use the product.

8. Direct or indirect style

The majority of influencers (29 out of 30) had a direct style in their description. All the sentences are very clear and they are straightforward, see **illustration 31.** Even if some influencers set a small situation around the use of the product, the style remains direct as there is no interpretation possible. Only one influencer (*thevicstyles, appendix 34*) wrote a

description using indirect style, see **illustration 34**. She wrote about her experiences which makes the description indirect as the followers can understand that there is probably an underlying problem behind the fact that she did not accept her hair at one period of her life.

Illustration 31 – Example of direct style used in a description *(pumpsandpushups, appendix 46)*

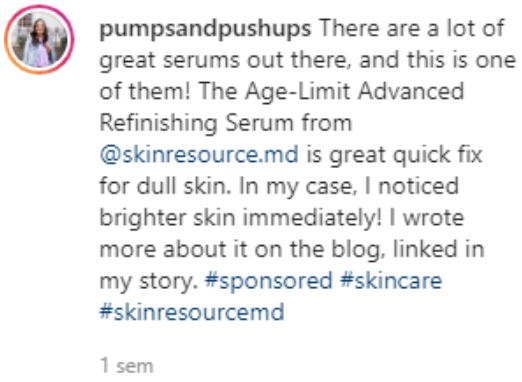


Illustration 32 – Example of indirect style in a description *(thevicstyles, appendix 34)*

9. Formal or informal language

All of the influencers are writing is an informal manner. They used contractions and the pronoun "I" to express their opinion about the product. Moreover, familiar vocabulary is also present in different descriptions and the sentences are simple and short in most cases, see i**llustration 33.** Nevertheless, some influencers (11 out of 30) wrote a longer description and

did not use familiar language. It shows that the influencers are trying to be as professional as possible by working on the description, see **illustration 34.**

Illustration 33 – Example of informal language in a description *(Beautywithnaz, appendix 47)*

Characteristics: Use of "I", familiar expressions, capital letter, contractions

#Caudaliegiftedme their beauty elixir and.....ya girl has some THOTS so let's get into it. Last week I talked about how much I love the Caudalie grape water, but that I have some words to say about this elixir right here. I didn't know the best way to describe how I felt about this product, but then I commented about it burning me a bit on one of @jylocklear 's post and her response about this elixir was "she do be spicy". And I lost my mf shit because SPICY IS THE BEST WORD TO DESCRIBE THIS THING LOOOOL I'm dying 😂 I feel like this product kind of stings/burns when I apply it....idk if it's essential oils or something in it but it's just SPICY on my face like when u eat spicy basil noodles from ur fav Thai place and ur tongue is like well that's how my face feels when I use this. it even *smells* spicy like idk how to explain it? I don't know if a facial spray should be spicy on my face LOL so idk if I really love this product if I'm being honest. I keep trying to give it another chance and I think my face tolerates it better now but I don't think it does enough for me to warrant continued use. What do y'all think??? Have you tried this, and if you have, do you find it ~spicy~ 🌶?! Let me know!!! . @caudalieus #MyBeautyElixir #octolyfamily #pinkwednesday #beauty #skincare #beautyblogger #skincareproducts #skincarejunkie #skin #elixir #skinstagals #skinstagram #skinstagrammer

Illustration 34 – Example of a description with informal language but in which the influencer worked more 8 *(Hellobeautyjourney, appendix 49)*

Characteristics: Very little contractions (2), use of I, suitable vocabulary to describe the products

Aster Raine recently launched its new Firm and Glow Oil! The key ingredients are rosehip seed oil, pomegranate, geranium and frankincense. Rosehip seed oil is a natural source of vitamin C, an antioxidant known to target the visible signs of aging and sun damage. The geranium assists in repairing damaged tissue. I have been using this oil every morning for a little over a week now. It is a great lightweight oil that soaks into the skin well. As an oily gal, I appreciate that this does not leave my skin feeling slick or oily after a long day (especially during the summertime). It's been a couple of months since I ran out of my last rosehip seed oil and I'm glad to have it back in my life. Thank you so much Fatima and @asterraineofficial for including me in your new launch! *PRSAMPLE*

10. Use of sex appeal

The use of sex appeal to promote a product is not used by American influencers. Only 3 macro-influencers are considered as representing this sex appeal feature. Thevicstyles (*appendix 34*) is using the products in the shower, therefore we can see her back and shoulders. Autumrainn (*appendix 42*) is wearing a bathing suit in the bath and she is also using the products, see **illustration 35**. Therefore, the partial nudity observable on the two pictures is related to the use of the product they are promoting. There is one exception, Kristennoelcrawley (*appendix 43*). At the end of the video in which she is using the product, her look and moves are sensual. Thus, it is her behaviour that is characterised as being sexual.

Illustration 35 – Example of nudity in a publication *(Autumrainn, appendix 42)*

Table 4 is a synthesis of all the information about the different strategies American influencers use on Instagram when partnering with a brand.

Table 4 – Summary of the observations regarding American influencers

Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Only **product placement** Macro-influencers get paid Micro-influencers get paid and some received free products → Majority of American influencers get **paid**
2. Way of presenting the product	Macro-influencers (large variety): • **Videos** • Picture of themselves • Picture of themselves and the products • **Picture of the product** Micro-influencers: • **Picture of the product**
3. Transparency regarding the partnership	All are **transparent** but different manners Macro-influencers: • #ad • At the very top of the description: "Paid partnership with @brand" • Hashtag created by the brand Micro-influencers: Not homogeneous • #gifted • Thanking the brand in the description
4. Encourage followers to engage	Majority of **no** (21/30) Yes: • Questions about the products, brand • Check the stories of the influencer to have more information
Communication strategy	
5. Aestheticism of the picture	**No general trend** (high, middle, low) Most used features for pictures: • Photo filter • Harmony (colours and type of pictures) Most used features for videos: • Editing

	• Thumbnail is not a picture taken from the video itself
6. Informative aim	**No global trend**: Lots (10/30); Little (13/30); No (7/30) Most given piece of information: • Benefits • Review of the products • Ingredients
7. Emotion creation	**Not used** (26/30) If used: • Through the description • Through the words used within a video
8. Direct or indirect style	Majority of **direct** style (29/30) Indirect style: Personal experience and memories
9. Formal or informal language	**Informal** language used by all the influencers • Use of "I" • Use of contractions • Short and simple sentences
10. Use of sex appeal	**Not promoted** 3 macro-influencers: • Nudity related to the use of the product • Attitude: Looks and moves

3. Comparison between French and American influencers

In this final section of the results, the comparison between the observations of the publications of American and French influencers will be done. The purpose is to distinguish and describe the differences and similarities between influencers in both countries.

1. Type of partnership

Regarding the type of partnerships in France and the USA, there are differences and similarities. As a matter of fact, in France, product placements are the main type of partnership used on Instagram. The organisation of contests with a brand is also present, to a smaller extent. In the US, all the influencers published a product placement.

Regarding the type of compensation, there are also distinctions. In France, macro-influencers are paid and micro-influencers are receiving free products. In the US, the majority of macro- and micro-influencers are getting paid. Moreover, a minority of micro-influencers receive free products as well.

Overall, the type of partnership is similar to the majority in both countries are publishing product placements. Nevertheless, the compensation is different as in France, a large majority of micro-influencers are not being paid for their services.

2. Way of presenting the product

Macro-influencers have different behaviours. In France, they publish pictures of themselves with the product. In the US, they either share a video or a picture of the product. Regarding micro-influencers, in both countries, they are publishing a picture of the product.

Overall, micro-influencers are taking similar pictures while macro-influencers produce a large variety of content (video, picture of themselves with the products, etc.).

3. Transparency regarding the partnership

American influencers are very transparent regarding the compensation they receive in exchange for their services. French ones are also mostly transparent. Regarding the ways of expressing the fact that the publication is a partnership, there are similar in both countries.

They use #ad, the feature “Paid partnership with @brand”, #gifted or #giftedproduct as well as thanking the brand in the description when receiving free products.

Overall, the only difference is that some French influencers were not fully transparent about their compensation. However, three unclear publications are contests and, as said previously, in the sample, no American influencers organized a contest. It might, thus, be one of the reasons that there is a difference.

4. Encourage followers to engage

Regarding this criterion, some differences and similarities are coming out of the observations. In France, half of the influencers encouraged their followers to engage either to validate their participation to a contest, or by asking questions about the product or the brand. In the US, 9 influencers also asked questions about the brand, the product or a situation related to the product or encouraged their followers to check their stories.

It shows that influencers have similar behaviours when they are promoting a product through a publication. Influencers who did a product placement, asked in majority questions about the brand and the products. As only French influencers are organizing contests, nothing can be concluded regarding the comparison for this type of partnership and the engagement.

5. Aestheticism of the picture

In France, aestheticism seems important. All of the influencers made efforts to publish a highly or moderately aesthetic picture(s). In the US, there is no general trend. Some publications were evaluated as not aesthetic and some as highly aesthetic.

However, there are similarities in the features used to make a picture more aesthetic. Influencers use a filter to make the picture better looking, they also create a harmony between the publication and the others on the account. This harmony can be regarding the colours and/or the type of pictures on the account.

To conclude, aestheticism has the same basis in both countries. Nevertheless, the main features are not always used by the influencers which impact the level of aestheticism of their picture.

6. Informative aim

In France, giving information is not the primary goal of influencers. As a matter of fact, half of the French influencers gave no information or just one piece of it. Moreover, 8 gave little information about the product or brand. This shows that there is not a real informative aim in France.

In the US, there is no global trend. Ten influencers gave a lot of information, 13 little and 7 did not give any information. The informative aim seems a bit bigger than in France as more American influencers gave a lot of information compared to French ones. However,

Regarding the type of information that is shared on Instagram, it is generally the same. They gave information about the ingredients and the benefits of the product(s).

7. Emotion creation

The findings are similar in both countries. The creation of emotion to create a bond with followers is not a common practice. Only 4 French influencers and 5 American ones made use of it. It shows that it is not an aspect in which influencers work to get the attention of their followers.

However, the ways of creating emotions are similar in both countries. It is either through the picture which is a picture or video of the influencer, with or without the product, or through the sentences and the choice of words within the description.

8. Direct or indirect style

The style used by the large majority of influencers is the direct one. Most of them are talking directly about the product, its benefits, the partnerships, etc. Therefore, the information is straightforward and there is no hidden meaning behind the words. However, some influencers wrote about a certain situation before writing about the product and partnership. It was still considered as direct, as the vocabulary used and the meaning of the sentences were also straightforward and there is no space of interpretation of the followers.

9. Formal or informal language

The influencers of France and the USA are all using informal language. As they are talking directly to their followers which are part of their community, the influencers are using a familiar tone to communicate with them. They are using contractions, the pronoun "I" as they are expressing their opinion about a product. Moreover, the sentences are often short and composed of simple words.

It is also important to note that some influencers, even if having an informal language, made an effort on their description. They are using precise vocabulary to describe products, the ingredients, etc. It shows a real desire to appear professional while writing familiarly.

10. Use of sex appeal

As for the previous criterion, there is no difference between the countries. The behaviour towards sex appeal is the same in France and the US. The large majority of influencers are not having any sexual attitude. Only 6 French influencers and 1 Americans ones were showing nudity through their picture. Some of them were wearing a bathing suit or were in the shower. One American influencer had a sexual attitude in the video in the way she showed the results of the product.

Table 5 is a synthesis table which gathers all the similarities and differences highlighted above.

Table 5 – Comparison between the practices of American and French influencers

	Similarities	**Differences**
1. Type of partnership	Main type of partnership = Product placement	*France*: • Contests • Majority of micro-influencers are receiving free products *USA*: • Majority of influencers are paid, even micro.

2. Way of presenting the product	Micro-influencers are publishing a picture of the product	Macro-influencers - *France*: Picture of themselves with the product - *USA*: video or picture of the product
3. Transparency regarding the partnership	Most of the influencers are transparent and using the same features to express the partnership.	Exception for some French influencers organizing contests and are not clear → Might be due to the type of partnership (contests not organized in the US)
4. Encourage followers to engage	When it is a product placement, similar questions are asked (products, brands, etc.)	*France*: Engagement to participate in the contests
5. Aestheticism of the picture	Same features to make the picture/video aesthetic: • Filter • Harmony of colours • Harmony of the type of picture → Same vision of aestheticism	- *France*: Aestheticism is important and used - *USA*: No general trend
6. Informative aim	Information given is similar: • Ingredients • Benefits	Americans tend to give more information then French influencers
7. Emotion creation	- Not an important criterion for influencers - Used in the same way by influencers:	

	• Through the description • Through the picture	
8. Direct or indirect style	Direct style for the large majority: Straightforward information and no space of interpretation	
9. Formal or informal communication	- Informal communication used by all influencers - Some influencers made more efforts in the description	
10. Use of sex appeal	Not used in by the majority If used: • Nudity • Attitude → Related to the use of the product	

Discussion

In this part, some distance will be taken from the results obtained in the empirical study. This to compare some of the outcomes of the literature review and the results from the exploratory reseach. Moreover, possible explanations of particular phenomena will be brought to light.

In the literature review, it was stated that the 3R's model (Reach, Resonance and Relevance) could help companies to choose the appropriate influencer(s) for their influencer marketing campaign. Resonance is related to the engagement rate on a publication. In the empirical study, it was observed that the majority of influencers in both countries are not encouraging their followers to engage through comments, likes, etc. Therefore, it might be interesting for companies to look at the publications created by the influencer they are interested in. If the engagement rate is high and that the influencer does not encourage his followers to engage, it shows that the influencer's community has a real loyalty towards him. This is, hence, positive for the company as they can choose to work with influencers in this situation, which might turn into an increase of sale if the influencer is promoting a product.

There are similarities between the theory from academic papers and the results of the empirical part. Aestheticism is an important feature in French advertising and this is also the case on Instagram. The majority of the French influencers' publications were evaluated as mildly and highly aesthetic. However, some American influencers used the same aesthetic codes for their publications. Even if it is not the majority, it shows that there is still an interest. This is probably because, as Djafarova & Rushworth (2017) said, Instagram is a picture-sharing platform enabling influencers to share aesthetic content and that it brings more value when promoting a product. Therefore, influencers from different countries, even low culture ones, can be to a certain extent sensitive to aestheticism.

Moreover, American advertisement has an informative purpose (Würtz, 2004). This can be partly observed in the empirical study. As there is no global trend, iz is not possible to assert that there is a real informative purpose behind the description on Instagram. However, American influencers indeed tend to deliver more information than French ones which can be seen as partly validating what is said in theory.

Next, the results of the comparison are different from some theoretical aspects of the communication style in both countries. Theoretically, the communication style of the US and France are at the opposite. For example, French are informal and have an indirect manner of expressing themselves and Americans are formal and direct when communicating. Through the observations, it was that found that all the influencers are using the direct style and are communicating informally. There are different reasons explaining this difference.

First, figure 2 (p.20) showed that the US and France are not at the total opposite regarding their communication style. They do not have the same communication style but they are not as different as Germany and Japan, which are both at the edge of the figure. Therefore, this might be the reason why the results obtained are similar one some point regarding communication style.

Secondly, as they have a similar communication style on Instagram, this validates the statement of Ramsay (2010). This academic stated that there is a need to adapt the communication strategy for each social media platform (Ramsay, 2010). Therefore, the results show similarities meaning that there might be an ideal communication style to adopt on Instagram. Of course, it is true for the countries studied in this thesis, US and France, but this already shows that Instagram influencers tend to have a similar way of communicating with their own community.

Lastly, two other features present in advertising in France, the use of sex appeal and the creation of emotions, are not used either by French influencers or American ones. A possible reason for the none use of sex appeal on Instagram is that brands have to validate the content created by the influencer before it is published. Therefore, the origin of the brand (American, French or other) might influence the characteristics of the picture. For example, if an American brand partners with a French influencer, therefore, they might ask the influencer to be fully dressed or not to have a sexual attitude. Consequently, even if the influencer is French, there will be no sexual appeal feature within the picture.

Conclusion

Influencer marketing is a recent practice that has developed due to the growth of social media and the fact that companies are using social media as marketing tools to increase brand awareness, attract leads and so on.

The interest for people having influence on others is not recent. However, with the rise of social media and electronic word-of-mouth, a new type of influencers emerged – Social Media Influencers. They influence their followers on social media. The partnership between a brand and an influencer can take the form of sponsored content created by the influencer and published on his account. Instagram is one of the social media in which this practice is widespread.

As for advertising, influencers are communicating with their community while promoting a product or a brand. In the literature review, it was stated that France and the United States have different communication style, mostly due to their culture. However, there was no information regarding the communication style of influencers on social media.

The purpose of the empirical study was, therefore, to explore the different influencer marketing strategies that influencers from the United States and France are using. To do so, 60 sponsored publications of influencers coming from both countries were observed and detailed through ten criteria. Those criteria were based on the literature review and were related to the aspect of the publications as well as the communication style.

The results of this study show that, based on the criteria, there are similarities as well as differences regarding the practices of influencers. Overall, the communication style is similar. They used the direct and informal style. Moreover, the majority of influencers did not employ emotion and sex appeal to attract their followers. Regarding aestheticism, even if the results indicate that French influencers are more sensitive to this aspect, the way of making a publication more attractive is similar in both countries. The same type of artifices were observed in the US and France. However, in the US, not all the influencers were using these to increase the aestheticism of their publication. Regarding the influencer marketing criteria, there are more differences. The majority of publications were product placements displayed in different ways, from pictures of a product to videos and pictures of the influencers. In the

US, most influencers are getting paid while in France, it only concerns macro-influencers. Moreover, all of them tend to be transparent about the compensation they receive for the partnership. Lastly, French influencers are encouraging their followers to engage in a larger extent than American ones.

Limits and future research

1. Limits

In this part, the limits that were faced during the writing will be exposed as well as the limits of the results obtained in the empirical part.

First, this empirical study follows an exploratory approach meaning that there were very few previous studies on the topic. Therefore, to have theoretical insights about influencers' marketing practices on Instagram, information needed to be taken from another field of research. For this reason, in the third chapter about the communication style in France and the US, the information was gathered from academic papers related to cross-cultural advertising. This represents a limit as it was a challenge to find suitable information for the remaining part of the thesis.

Secondly, as explained above, related sources were not always available. Influencer marketing is a rather new subject. Even if academic literature exists on the topic, numerical data is not easy to found. Therefore, some references are from websites.

Lastly, another limit is related to the sample. As the sample was of 60 publications, it was decided that only publications related to beauty would be selected in order to have results that could be compared. This means that the results of this thesis might not apply to Instagram publications about video games, travel, etc.

2. Future research

As an exploratory research, this thesis has as one of its purposes the aim to clarify the topic for further research. Therefore, some new directions can be drawn from the outcomes of this study.

First of all, as this study was made by observing Instagram publications, it would be interesting to use a second type of qualitative data to go further in detail regarding the marketing practices used by influencers. Therefore, conducting interviews would be a manner to have more information from behind the scene. It would be a way to understand if, for

example, there is a real informative purpose within the description or to know if the creation of emotions is an aspect that is taken into account or not.

Moreover, during those interviews, questions could be asked about the influence brands have over the final publication, whether it be about the description or the picture. As there is a contract between the influencer and the brand, the influencer might have obligations and those could impact the choice of the picture, the description, etc. In addition, there will be the possibility to observe if the marketing practices of an influencer is impacted by the origin of the brand. For example, the publication of a French influencer made in collaboration with an American brand, will the communication style be the one of a low culture country such as the US?

The additional information gathered during the interviews will enable researchers to validate the results of this exploratory study or if not enough details were taken into account.

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Appendices

Appendix 1 – Publication of Claireshado_

Name of the Influencer and number of followers: claireshado_ – 108,000 *Link to the post*: https://www.instagram.com/p/CCA2HqQgx41/ Partnership with Qiriness	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Contest/Giveaway to win facemasks given by the brand, sponsored content so the influencer is paid
2. Way of presenting the product	4 pictures: with the mask on, picture of the product, picture after use to see the result and with makeup on
3. Transparency regarding the partnership	At the end of the description: *Sponsored
4. Encourage followers to engage	To participate in the contest, the followers have to follow the account of the influencer and the one of the brand as well as commenting the post by mentioning a friend
Communication strategy	
5. Aestheticism of the picture	High: Coherence between the 4 pictures, use of the same filter, use of bubble to "habiller" the pictures as well as a sheet to have the same simple background in order to put the product in evidence
6. Informative aim	Little information: Description of the scent of the product, some of the ingredients as well as the benefit of it
7. Emotion creation	Feeling of satisfaction through the picture
8. Direct or indirect style	Talking directly about the product and how to participate to the contest
9. Formal or informal language	Informal: Use of "I", simple sentences
10. Use of sex appeal	No

Appendix 2 – Publication of Littlejbeauty

Name of the Influencer and number of followers: Littlejbeauty/Jeanne – 330,000 *Link to the post*: https://www.instagram.com/p/CDMXsEzCYHO/ Partnership with Elisabeth Arden	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	3 pictures: two of the influencer and the other one of the product
3. Transparency regarding the partnership	At the very top of the publication: Paid partnership with @brand
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	High: Same filter for all the pictures, photos are taken outside to match with the product, choice of clothing, same tone of colours than other picture, the publication could be on the account even if it was not a partnership
6. Informative aim	Explanation about the scent of the perfume
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly talking about the product and the collaboration
9. Formal or informal language	Informal: Use of "I", short sentences, basic words
10. Use of sex appeal	Yes, the influencer is wearing a bikini

Appendix 3 – Publication of Ricaard2609

Name of the Influencer and number of followers: Richaard2609/Richard – 231,000 *Link to the post*: https://www.instagram.com/p/CC3xHJNIs_5/ Partnership with Erborian	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement within a two-minute video (IGTV), paid
2. Way of presenting the product	Video using the products
3. Transparency regarding the partnership	At the end of the description: IGTV sponsored by Erborian
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	High: Editing of the video (cuts, words added to emphasize, voice-over, music) + thumbnail is a picture taken especially for this purpose
6. Informative aim	In the video: the benefits of both products In the description: where the product is available
7. Emotion creation	No
8. Direct or indirect style	Talks directly about the product but creates a situation that people can relate to
9. Formal or informal language	Informal language as it is a video spontaneous in which the influencer is himself
10. Use of sex appeal	No

Appendix 4 – Publication of Style_tonic

Name of the Influencer and number of followers: Style_tonic/Laure – 644,000 *Link to the post*: https://www.instagram.com/p/CC3v3wVsRF5/ Partnership with Lancôme	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	Picture with the influencer and the product Second picture is of the products
3. Transparency regarding the partnership	At the end of the description: #sponsored
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	High: Use of filter, picture similar to the other ones on the feed, if it was not a partnership, the picture still could be posted, harmony with the rest of the pictures
6. Informative aim	Small description of the size of the perfume but no information about its smell, etc.
7. Emotion creation	Happiness: #HappinnessShotsbyLancôme, name of the perfume: La vie est belle
8. Direct or indirect style	Talks directly about the product
9. Formal or informal language	Informal: spontaneous text, “if you know me you know that I love this perfume” in the description showing personal information
10. Use of sex appeal	No

Appendix 5 – Publication of Coline

Name of the Influencer and number of followers: Coline – 349,000 *Link to the post*: https://www.instagram.com/p/CBPtw7tqzk1/ Partnership with oolution	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Contest with products given by the brand, paid
2. Way of presenting the product	2 pictures: one with the influencer and the product and one of the products
3. Transparency regarding the partnership	"Paid partnership with oolution" at the top of the publication
4. Encourage followers to engage	To participate: follow the account of the brand + go on the website to understand your skin type + comment the results
Communication strategy	
5. Aestheticism of the picture	High, the same filter used for both pictures + same tone as the other pictures that the influencer posted on her account + creation of a context for the use of the product through the picture
6. Informative aim	No information about the product
7. Emotion creation	No
8. Direct or indirect style	Indirect as the influencer is creating a context with the contest by asking questions at the beginning of the description. When reading the description, the answers can be different from one person to another, therefore, there is space for interpretation.
9. Formal or informal language	Informal: the language used is casual. In the description: Est-ce qu'on a envie de prendre soi de soi? Ouiiiii! Use of familiar vocabulary
10. Use of sex appeal	No

Appendix 6 – Publication of Marinoret

Name of the Influencer and number of followers: Marinoret – 92,800 *Link to the post*: https://www.instagram.com/p/CCEMH0DA5dN/ Partnership with Naturé Moi	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	Picture of the influencer and the product
3. Transparency regarding the partnership	At the end of the description: #encollaboration rénumérée avec @brand
4. Encourage followers to engage	Yes, the influencer is asking what is the morning routine of her followers.
Communication strategy	
5. Aestheticism of the picture	Middle, use of a filter; the picture is similar to other ones one the profile
6. Informative aim	No information about the product
7. Emotion creation	No
8. Direct or indirect style	Direct, even if the influencer wrote about her experience, it is very straighforwards and there is no space of interpretation.
9. Formal or informal language	Informal: Use of "I", simple sentences. However, there is a real work behind the description (good vocabulary, etc.)
10. Use of sex appeal	No

Appendix 7 – Publication of Thegingerchloe

Name of the Influencer and number of followers: thegingerchloe – 105,000 *Link to the post*: https://www.instagram.com/p/CCbc0_2JxFt/ Partnership with Luxeol	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	Picture of the influencer and the products
3. Transparency regarding the partnership	At the beginning of the description: #sponsored and at the end: Content created in collaboration with Luxeol
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	Middle, use of a similar filter as the other pictures on the account; she wears a bathrobe with refers to the product (shampoo, shower, etc)
6. Informative aim	Little information about the benefits of the product, link to the website to have more information about the products
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer talks directly about the products
9. Formal or informal language	Informal: Use of "I", bullet points, simple sentences
10. Use of sex appeal	No

Appendix 8 – Publication of Zoebassetto

Name of the Influencer and number of followers: Zoebassetto – 116,000 *Link to the post*: https://www.instagram.com/p/CDOSLn-gcM5/ Partnership with Eau thermal Avène	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	2 pictures: the influencer and the product, one of the product
3. Transparency regarding the partnership	At the end: Paid content
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	Middle: Use of a filter, the same for both pictures, even if it was not a partnership the picture could be on the account,
6. Informative aim	Little information about the products
7. Emotion creation	Yes, admiration regarding what the brand does for the planet
8. Direct or indirect style	Direct, the influencer is directly talking about the brand
9. Formal or informal language	Informal: Use of “I”, simple words. But work on the description with suitable words, etc.
10. Use of sex appeal	Yes, the influencer is wearing a swimsuit, however, it matches with the purpose of the products (sun cream)

Appendix 9 – Publication of Opheduvillard

Name of the Influencer and number of followers: opheduvillard – 63,400 *Link to the post*: https://www.instagram.com/p/CCWKkq3IlgK/ Partnership with Caudalie	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, gifted
2. Way of presenting the product	Picture of the influencer using the product
3. Transparency regarding the partnership	At the end: #collaboration
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	Middle: + use of a filter, quality - the picture does not match with other publications on the account
6. Informative aim	Very little information about the product
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly talking about the product
9. Formal or informal language	Informal: use of English and French, use of "I"
10. Use of sex appeal	Yes, the influencer is half naked when applying the product

Appendix 10 – Publication of Apollinethibault

Name of the Influencer and number of followers: apollinethibault – 64,500 *Link to the post*: https://www.instagram.com/p/CDV2kzrIyWn/ Partnership with GHD	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	2 pictures of the influencers (showing the results)
3. Transparency regarding the partnership	At the very top: Paid partnership with @brand
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	High: Use of a filter, light, similar filter to other picture, could be published even if it was not a partnership
6. Informative aim	No information
7. Emotion creation	No
8. Direct or indirect style	N.A because the description is too short
9. Formal or informal language	Informal: Short sentence
10. Use of sex appeal	No

Appendix 11 – Publication of Melolimparfaite

Name of the Influencer and number of followers: Melolimparfaite – 95,900 *Link to the post*: https://www.instagram.com/p/CDGbQrxghuA/ Partnership with Nuskin	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Contest, product offered by the brand
2. Way of presenting the product	Picture of the product
3. Transparency regarding the partnership	Not sure if it is paid or not.
4. Encourage followers to engage	Yes because it is a contest (follow accounts, like and comment)
Communication strategy	
5. Aestheticism of the picture	Middle: + use of a filter, similar to the one used for the other pictures - Couldn't be a publication if it was not a partnership
6. Informative aim	No information about the products
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly talking about the content and the products
9. Formal or informal language	Informal: use of simple and short sentences and bullet points
10. Use of sex appeal	No

Appendix 12 – Publication of Aliciamechani

Name of the Influencer and number of followers: Aliciamechani – 83,100 *Link to the post*: https://www.instagram.com/p/CDWrCcOJECh/ Partnership with Florena	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, gifted
2. Way of presenting the product	2 pictures: one of the influencer and the product and one of the product
3. Transparency regarding the partnership	In the description: " I received the products from @brand" + at the end: collaboration with brand
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	High, use of a filter, the picture is staged, use of Photoshop to insert extra elements on the picture
6. Informative aim	Lots of information about the products, the ingredients, the brand
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly writing about the fact the she received the product
9. Formal or informal language	Informal: use of "I", simple sentences. However, there is a real work on the description with the use of suitable vocabulary
10. Use of sex appeal	No

Appendix 13 – Publication of Marine_breadwhite

Name of the Influencer and number of followers: Marine_breadwhite – 43,900 *Link to the post*: https://www.instagram.com/p/CC72d9LKXTx/ Partnership with Cultvi	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Contest, product gifted by the brand, paid
2. Way of presenting the product	Picture of the product and the legs of the influencer
3. Transparency regarding the partnership	A the end: #sponsored
4. Encourage followers to engage	Yes, to participate at the contest: Follow the influencer and the brand, comment and like the publication
Communication strategy	
5. Aestheticism of the picture	High: Use of a light filter, same tone as the other pictures on the account, it is similar to other picture published on the account so it could be there even if it was not a partnership
6. Informative aim	No information about the product
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly talking about the product and every information is very clear
9. Formal or informal language	Informal: use of "I", familiar vocabulary (chouchou), short sentences
10. Use of sex appeal	Yes, part of nudity due to the legs on the picture. However, it is related to the use of the product (body cream)

Appendix 14 – Publication of Jodielapetitefrenchie

Name of the Influencer and number of followers: Jodielapetitefrenchie – 443,000 *Link to the post*: https://www.instagram.com/p/CCWVIUHKCF7/ Partnership with Kerastase	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	2 pictures of the influencer and the products
3. Transparency regarding the partnership	At the very top: Paid partnership with @brand
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	High, use of a filter which is similar to the one used for other pictures on the account, the picture could be published even if it was not a partnership
6. Informative aim	Little information about the product
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly talking about the products and the benefits of it
9. Formal or informal language	Informal: use of French and English, use of "I", familiar vocabulary (j'adore)
10. Use of sex appeal	Yes, the influencer is wearing a swimsuit, it is related to the situation around product

Appendix 15 – Publication of Tiboudnez

Name of the Influencer and number of followers: Tiboudnez/Mylène – 46,300 *Link to the post*: https://www.instagram.com/p/CDPFviXlxfF/ Partnership with Schwarzkopf	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, gifted
2. Way of presenting the product	2 pictures: one of the influencer and the product and one of the product
3. Transparency regarding the partnership	At the end of the description: #collaboration
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	Middle: + use of a filter, tone of the picture - not similar to the other picture on the account, could not be published if it was not a partnership
6. Informative aim	Little information about the benefits
7. Emotion creation	No
8. Direct or indirect style	Direct, even if the influencer is setting the context about the use of the product, the information is straightfowards and there is not spce of interpretation.
9. Formal or informal language	Informal: use of “I”, short sentences and simple words
10. Use of sex appeal	Yes, she is in the bath and we can see her shoulder and top of her back but it is related to the use of the product

Appendix 16 – Publication of Alix.grousset

Name of the Influencer and number of followers: alix.grousset – 28,700 *Link to the post*: https://www.instagram.com/p/CDT_9uBCC_9/ Partnership with Uriage	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Contest to win products offered by the brand, paid
2. Way of presenting the product	Picture of the products
3. Transparency regarding the partnership	At the end of the description: Content creation paid by the brand
4. Encourage followers to engage	Yes, in order to participate to the content: follow the account of the influencer and the brand; like the publication, comment with your dream vacation destination
Communication strategy	
5. Aestheticism of the picture	Yes, use of a filter to make the picture warmer which is linked to the context of the use of the products, the picture is staged, the tone of the picture is similar to the other pictures (harmony)
6. Informative aim	No information about the benefits of the products or about the brand
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly talking about the contest and the products
9. Formal or informal language	Informal: use of words such as “amigos, bomba Latina, pref’, etc.”; use of contraction
10. Use of sex appeal	No

Appendix 17 – Publication of Thecityandbeauty

Name of the Influencer and number of followers: thecityandbeauty/Kat – 6,700 *Link to the post*: https://www.instagram.com/p/CCvJ0vYB7Wc/ Partnership with Luxéol	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Products placement, gifted
2. Way of presenting the product	Picture of the products in a tree
3. Transparency regarding the partnership	At the end of the description: #productgifted
4. Encourage followers to engage	Yes, the influencer is asked if her followers already tried those products and what kind of hair products do they use.
Communication strategy	
5. Aestheticism of the picture	Middle, the picture is very simple but similar to the other ones on the account, use of a filter
6. Informative aim	Little information about the benefits of the product and about the influencer's experience after using the product for a couple of weeks
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly talking about the product. Even if she talks about her experience, she is very clear about what she is feeling
9. Formal or informal language	Informal, use if "I", simple sentences and vocabulary
10. Use of sex appeal	No

Appendix 18 – Publication of Glowing.damsel

Name of the Influencer and number of followers: Glowing.damsel/Dana – 1,700 *Link to the post*: https://www.instagram.com/p/CDCMmHFKWv0/ Partnership with Schmear Naturals	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, gifted
2. Way of presenting the product	Picture of the product
3. Transparency regarding the partnership	At the end of the description: kindly gifted by the brand
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	High, simplicity and even minimalist. However, the influencer added a filter to make this picture similar to the other ones on the account which makes it very harmonious. It could be a publication on the account even if it was not a partnership.
6. Informative aim	Information about the use of the product and the feeling after it: Small review Information about the ingredients
7. Emotion creation	No
8. Direct or indirect style	Direct, talks directly about the product
9. Formal or informal language	Informal: Use of "I", contractions, familiar sentences, etc. But there is some work made on the description to make it clear to understand
10. Use of sex appeal	No

Appendix 19 – Publication of Xxgrltxx

Name of the Influencer and number of followers: xxgrltxx/Luana – 9,970 *Link to the post*: https://www.instagram.com/p/CCL0a3EKch3/ Partnership with Rimmel London	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Products placement, gifted
2. Way of presenting the product	Picture of the products with other objects
3. Transparency regarding the partnership	In the description: Thanks @rimmellondonfrance
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	High, picture of the products with other items, use of a filter, the tone is similar to the one on the other pictures
6. Informative aim	No information given
7. Emotion creation	No
8. Direct or indirect style	Only talk about the product (very short description)
9. Formal or informal language	Informal: Use of French and English
10. Use of sex appeal	No

Appendix 20 – Publication of Imxmelissa

Name of the Influencer and number of followers: imxmelissa/Melissa – 36,200 *Link to the post:* https://www.instagram.com/p/CC1X_iqB7PM/ Partnership with Lancôme	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, not clear if gifted or paid
2. Way of presenting the product	Picture of the influencer with the product
3. Transparency regarding the partnership	#partnership but we do not know if it was paid or not
4. Encourage followers to engage	Yes, asking if the followers know the product
Communication strategy	
5. Aestheticism of the picture	High, use of the same filter as the other pictures on the account, uniformity, it could be a publication even if it was not a partnership
6. Informative aim	No information about the product
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is only talking about the product
9. Formal or informal language	Informal: the sentences are not well written in a grammatical way, use of familiar words (fan)
10. Use of sex appeal	No

Appendix 21 – Publication of Caroline_planche

Name of the Influencer and number of followers: caroline_planche – 8,700 *Link to the post:* https://www.instagram.com/p/CCiNu-mBuV6/ Partnership with Pai Skincare	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Contest, products offered by the brand
2. Way of presenting the product	Picture of the products
3. Transparency regarding the partnership	In order to participate: Follow the brand, meaning that the brand sent the product to the influencer However, we do not know if it is paid or not
4. Encourage followers to engage	Yes, as it is a contest: Follow the account of the brand and the influencer, like the post and comment to invite at least 3 friends to enter
Communication strategy	
5. Aestheticism of the picture	High: Use of a filter which is similar to the one of the other publications, the picture is staged with other items on it, it could be a publication on the account even if it was not a partnership.
6. Informative aim	Small description of the product: what kind of product it is, its benefits Information about the brand
7. Emotion creation	No
8. Direct or indirect style	Direct as the influencer is directly talking about the contest and the products without any extra information
9. Formal or informal language	Informal: use of "I", bullet points, short sentences and simple vocabulary
10. Use of sex appeal	No

Appendix 22 – Publication of Ludivinelry

Name of the Influencer and number of followers: ludivinelry – 21,200 *Link to the post:* https://www.instagram.com/p/CCtRaf2iz3R/ Partnership with Lancome	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, not clear if paid or not
2. Way of presenting the product	Two pictures, one with the influencer and the product and one of the product
3. Transparency regarding the partnership	Use of #partnership, not sure about the remuneration
4. Encourage followers to engage	Yes, asking question about "how to we deal with stress
Communication strategy	
5. Aestheticism of the picture	High, use of a filter similar to the one used in the other picture, the picture is similar to the other ones for product placement and could be published even if it was not a partnership, uniformity
6. Informative aim	Information about the benefits of the product, its formula, its ingredients, etc.
7. Emotion creation	No
8. Direct or indirect style	Direct as we have all the information about the product written down to really understand its benefits, etc.
9. Formal or informal language	Informal: Not always the use of "I" or "the" at the beginning of the sentences, use of familiar words (genial, bref)
10. Use of sex appeal	No

Appendix 23 – Publication of Sandiedrs

Name of the Influencer and number of followers: sandiedrs – 19,300 *Link to the post:* https://www.instagram.com/p/CDMi3Roh2uV/ Partnership with Hawaiian Tropic	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Products placement, gifted
2. Way of presenting the product	Picture of the products
3. Transparency regarding the partnership	At the beginning of the description: Collaboration with the brand At the end: #Partnership #Collaboration #GiftedProduct
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	High, use of a filter similar to the one used for the other pictures, uniformity; same kind of picture than for other product placements
6. Informative aim	Small description of the two products, its benefits
7. Emotion creation	No
8. Direct or indirect style	Direct, even if the influencer is talking about something related to the products before really talking about the products, it is very straightforward and there is no room for interpretation
9. Formal or informal language	Informal: Use of word such as “collab’ (contraction), j’adore, idem, hyper”, use of “I”
10. Use of sex appeal	No

Appendix 24 – Publication of Douceurdelaurie

Name of the Influencer and number of followers: douceurdelaurie – 4,660 *Link to the post:* https://www.instagram.com/p/CDLem3rCVEz/ Partnership with Biotherm	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, gifted
2. Way of presenting the product	Picture of the product
3. Transparency regarding the partnership	In the description: Thanks @biotherm
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	Middle, + use of a filter, similar to some other product placement - The colours do not match with most of other publications
6. Informative aim	Very little information about the product: Limited edition + good smell and good moisturizer
7. Emotion creation	Yes, satisfaction regarding the effects of the product
8. Direct or indirect style	Direct, the influencer is talking directly about the product and does not give any extra information about the context, etc.
9. Formal or informal language	Informal: Not always the use of a subject and verb in the sentences (Totalement conquise par…, Parfait pour…)
10. Use of sex appeal	No

Appendix 25 – Publication of Pouponnetoi

Name of the Influencer and number of followers: pouponnetoi – 7,000 *Link to the post:* https://www.instagram.com/p/CDKRl0MCYeU/ Partnership with Garnier	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, gifted
2. Way of presenting the product	Picture of the products
3. Transparency regarding the partnership	At the beginning of the description: #Productgiftedbygarnier At the end of the description: #Giftedproduct #partnership
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	High, use of a filter similar of the one used for other pictures, uniformity Picture similar to the other product placement in the account (same background).
6. Informative aim	Information about the ingredients of the product and the material used for the packaging, small review of the products
7. Emotion creation	No
8. Direct or indirect style	Direct. Clear information about the products. As it is a review, the influencer explains why she loves the product and the effects on her hair.
9. Formal or informal language	Informal: use of familiar language (fan, top, pure merveille, etc) However, there is a real work behind the description (lots of information and use of the right vocabulary)
10. Use of sex appeal	No

Appendix 26 – Publication of Selenacremer_

Name of the Influencer and number of followers: Selenacremer_ – 25,300 *Link to the post*: https://www.instagram.com/p/CC1HRcTByhG/ Partnership with Mixa	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Contest to win product offered by the brand, not clear if it is paid or not
2. Way of presenting the product	Picture of the product
3. Transparency regarding the partnership	Not very clear: "Contest with the brand to win…" however, nothing else is specified
4. Encourage followers to engage	Conditions to participate: Comment, follow the influencer and the brand, share the picture in story
Communication strategy	
5. Aestheticism of the picture	High, use of a filter which is similar to the ones of the other picture of the account; not a simple picture of the product, it is staged within a context that goes with the product
6. Informative aim	No information about the product
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly talking about the contest and the products
9. Formal or informal language	Informal, use of bullet point, use of "I"
10. Use of sex appeal	No

Appendix 27 – Publication of Gazoufamily

Name of the Influencer and number of followers: Gazoufamily/Gaelle – 20,300 *Link to the post*: https://www.instagram.com/p/CDRCq4eBM2c/ Partnership with Bon Parfumeur	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, gifted product
2. Way of presenting the product	2 pictures of the product
3. Transparency regarding the partnership	At the beginning of the description: I had the chance to receive this perfume from @brand
4. Encourage followers to engage	Yes, question at the end of the description: Who already tried those perfumes?
Communication strategy	
5. Aestheticism of the picture	Middle: + use of a filter, there are elements to set the background. - does not go along with the other one which are all very different (colours, filters, etc.)
6. Informative aim	Information about the brand, its origin, etc. Little information about the product
7. Emotion creation	Happiness as she received the product and the scent of the perfume
8. Direct or indirect style	Direct, the influencer is directly talking about the product and the brand.
9. Formal or informal language	Informal: use of “I’, simple words and short sentences
10. Use of sex appeal	No

Appendix 28 – Publication of Court_gette

Name of the Influencer and number of followers: Court_gette/Sabine – 11,400 *Link to the post*: https://www.instagram.com/p/CCqjNlTn6hS/ Partnership with Heipoa	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, gifted
2. Way of presenting the product	Picture of the influencer and the product
3. Transparency regarding the partnership	In the description: so happy to collaborate with @brand At the end: #giftedproduct #partnership
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	Middle, + use of a filter, the picture is staged - Not similar to the other pictures on the account
6. Informative aim	No information about the product just where to buy it
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly talking about the partnership and the product
9. Formal or informal language	Informal: Use of "I", use of familiar vocabulary (zigotos, trop trop contente)
10. Use of sex appeal	No

Appendix 29 – Publication of Noemgr

Name of the Influencer and number of followers: noemgr – 15,200 *Link to the post*: https://www.instagram.com/p/CDHOajBitaZ/ Partnership with Jolly	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Contest to win products of the brand
2. Way of presenting the product	Picture of the product
3. Transparency regarding the partnership	In the description: with the brand, we want to offer you At the end: #giftedproduct
4. Encourage followers to engage	Yes, follow the account of the influencer and the one of the brand + like and comment to invite friends
Communication strategy	
5. Aestheticism of the picture	Middle: + light filter, the picture is staged (taken at the beach) - No similarity with the other pictures of the account
6. Informative aim	No information about the products
7. Emotion creation	No
8. Direct or indirect style	Direct: the influencer writes directly about the contest
9. Formal or informal language	Informal: short sentences, bullet points
10. Use of sex appeal	No

Appendix 30 – Publication of Ameliekolod

Name of the Influencer and number of followers: ameliekolod – 3,900 *Link to the post*: https://www.instagram.com/p/CDUQNTZCgmK/ Partnership with Garancia	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, cannot say if it is paid or a gifted product
2. Way of presenting the product	2 pictures of the influencer and the product
3. Transparency regarding the partnership	At the end of the description: #partnership but it is not clear if it is paid or not
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	Middle: + Use of a filter, quality of the picture - does not match with the other pictures on the account
6. Informative aim	Very little information about the product
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly talking about the product
9. Formal or informal language	Informal, use of "I", conjugation error, simple and short sentences
10. Use of sex appeal	No

Appendix 31 – Publication of _kaicealea

Name of the Influencer and number of followers: _kaicealea/Kaice – 73,600 *Link to the post*: https://www.instagram.com/p/CC84Sw4hMHw/ Partnership with Kosas	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	Video of the influencer using the product (tutorial)
3. Transparency regarding the partnership	At the end of the description: #ad
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the video	Low + editing of the video to make it smoother - light filter, thumbnail is a caption from the video
6. Informative aim	Little information about the benefits some products, no information in the video
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly talking about the products and why she loves them
9. Formal or informal language	Informal language: use of contraction, simple sentences and words
10. Use of sex appeal	No

Appendix 32 – Publication of Raeannlangas

Name of the Influencer and number of followers: Raeannlangas/Rea – 110,000 *Link to the post*: https://www.instagram.com/p/CCJy8dwBsP3/ Partnership with Estee Lauder	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	Picture of the influencer and the product
3. Transparency regarding the partnership	At the very top: Paid partnership with brand + at the end of the description: #ad
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	High, use of a filter, the tone of the picture is similar to other ones on the account, the picture could have been posted without the product and would have fit the account
6. Informative aim	Little information about the benefits of the product
7. Emotion creation	Yes, satisfaction: the influencer smiles to show how much she loves the product + benefits of the products on her skins
8. Direct or indirect style	Direct, the influencer is only talking about the product and its benefits
9. Formal or informal language	Informal: use of contractions, talks about her feelings towards the products, simple sentences
10. Use of sex appeal	No

Appendix 33 – Publication of Ohuprettythings

Name of the Influencer and number of followers: ohuprettythings – 78,600 *Link to the post*: https://www.instagram.com/p/CDR1-aTDRYN/ Partnership with Amala Beauty	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	Photo of the products
3. Transparency regarding the partnership	At the beginning of the description: AD
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	High: use of a filter similar to the ones used for the other pictures on the account, there is a background to dress up the picture Similar picture to all the others on the account
6. Informative aim	Many information about the benefits of the product and how to use it
7. Emotion creation	No
8. Direct or indirect style	Direct style, the influencer is directly talking about the product and its benefits
9. Formal or informal language	Informal: simple sentences, use of bullet points but we can see that there is work to use the correct words to describe the products
10. Use of sex appeal	No

Appendix 34 – Publication of Thevicstyles

Name of the Influencer and number of followers: thevicstyles/Vic – 56,700 *Link to the post*: https://www.instagram.com/p/CDMnN6CnrPl/ Partnership with Shea Moisture	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	Video of the influencer using the products
3. Transparency regarding the partnership	At the end of the description: #ad
4. Encourage followers to engage	Yes, the influencer is asking a question about self-love to her followers
Communication strategy	
5. Aestheticism of the video	Low, - the lighting is not good (dark video), thumb nail is an image taken from the video and does not match with the other pictures on the account
6. Informative aim	Very little, just her feelings after the use (hair is hydrated and defined curls)
7. Emotion creation	Yes, feeling of confidence. When the influencer was younger she did not like her hair, now thanks to the product she does.
8. Direct or indirect style	Indirect style, the influencer is talking about her experience with her hair and what changed through the years
9. Formal or informal language	Informal: Short sentences, use of “I” and talks about her feelings
10. Use of sex appeal	Very little. In the video, we can see the influencer in the shower, only her shoulders can be seen and it is due to the fact that she is showing how to use the product (hair care)

Appendix 35 – Publication of Marchebeautyworld

Name of the Influencer and number of followers: marchbeautyworld/Samantha – 49,800 *Link to the post*: https://www.instagram.com/p/CDMilnEhnVY/ Partnership with Farmacy	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, gifted
2. Way of presenting the product	Video of the influencer using the product
3. Transparency regarding the partnership	At the beginning of the description: A big thank you to @brand for sending along some of their skincare + at the end: *gifted
4. Encourage followers to engage	At the end: Have you tried #farmacyskincare?
Communication strategy	
5. Aestheticism of the video	Middle: + editing of the video to make it pleasant to watch, music during the video - the thumbnail is a picture taken from the video
6. Informative aim	Information about the product (benefits and ingredients) + review about her impressions of the product
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is talking directly about the product and its features
9. Formal or informal language	Informal: Use of contraction, simple sentences
10. Use of sex appeal	No

Appendix 36 – Publication of Darlingjaee

Name of the Influencer and number of followers: Darlingjaee/Hannah – 103,000 *Link to the post*: https://www.instagram.com/p/B4WRXxmh6-d/ Partnership with Yes Style	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	Video of the influencer using the products
3. Transparency regarding the partnership	At the beginning of the description: "I have partnered with @brand" In the middle of the description: #Sponsored #AD
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the video	High, great editing of the video to make is nice to watch, use of music, uniform background, use of effects for the cuts within the video, the thumbnail is a picture taken from the video but it is similar to the ones of the other video on the account
6. Informative aim	Many information about all the products and the influencer is giving her appreciation of the products
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly talking about the partnership and what it is about
9. Formal or informal language	Informal, use of 2 "I", contraction, short sentences. However, it seems like the influencer worked on the description to make it very clear.
10. Use of sex appeal	No

Appendix 37 – Publication of Therobelifeblog

Name of the Influencer and number of followers: Therobelifeblog/Natalie – 121,000 *Link to the post*: https://www.instagram.com/p/CCn4tkzAkHl/ Partnership with Vicky	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	2 pictures: one with the influencer using the product, the second is of the product
3. Transparency regarding the partnership	At the beginning of the description: AD
4. Encourage followers to engage	Yes, to see more about the application of the product, the followers are encouraged to check the influencer's stories.
Communication strategy	
5. Aestheticism of the picture	Middle: Use of a filter however, the picture is not similar to most of the other pictures on the account. It is similar to the other product reviews.
6. Informative aim	Lots of Information about the texture of the product, its components and features.
7. Emotion creation	No
8. Direct or indirect style	Direct, even if the influencer is creating a situation before the description of the product, the description is straightforward and there is no space of interpretation.
9. Formal or informal language	Informal: use of "I", contraction But, work on the description regarding the choice of words
10. Use of sex appeal	No

Appendix 38 *– Publication of Nymatang*

Name of the Influencer and number of followers: nymatang – 499,000 *Link to the post*: https://www.instagram.com/p/CCwNslBjvBs/ Partnership with Secret Deodorant	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	Picture of the influencer with the product
3. Transparency regarding the partnership	At the very top: Paid partnership with Secret Deodorant
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	Low: light filter, bright picture but totally different from the other publication on her account
6. Informative aim	No information
7. Emotion creation	No
8. Direct or indirect style	Direct: the influencer is directly talking about the product
9. Formal or informal language	Informal: talks about her feeling, use of contraction and of “I”
10. Use of sex appeal	No

Appendix 39 – Publication of Bennycerra

Name of the Influencer and number of followers: Bennycerra – 157,000 *Link to the post*: https://www.instagram.com/p/CDExUpFnIUs/ Partnership with Moxie Lash	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	Video showing how to use the product
3. Transparency regarding the partnership	At the top: Paid partnership with @brand At the end of the description: #ad
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the video	No: Similar type of content (mainly videos on the account). However, very simple video, simple editing and the quality is not very good. We can see that it has been edited on an app (inshot) Thumbnail taken from the video
6. Informative aim	No information in the description In the video, the influencer is giving his feedback
7. Emotion creation	Enthusiasm (tone of the voice, words used in the video as well as the use of capital letters in the description)
8. Direct or indirect style	Direct, the influencer talks directly about the products by showing how to use them
9. Formal or informal language	Informal, the description is written in capital letters. The video is spontaneous with the use of familiar language.
10. Use of sex appeal	No

Appendix 40 – Publication of Heyclaire

Name of the Influencer and number of followers: Heyclaire – 674,000 *Link to the post*: https://www.instagram.com/p/CCtpZukB0TY/ Partnership with Dermalogica	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	Picture of the influencer to show the results
3. Transparency regarding the partnership	At the very top: Paid partnership with @brand At the end of the description: #ad
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	Middle: Picture of the influencer that blend into the account as it could be a publication not related to a product placement, use of a light filter to make sure that we can still see the effect of the product on the skin
6. Informative aim	Little information about the ingredients, the benefits the influencer witnessed and the fact that the brand is vegan and cruelty-free
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly talking about the product, why she uses it, etc.
9. Formal or informal language	Informal: use of "I", simple sentences but there is work on the description to make it easy to read
10. Use of sex appeal	No

Appendix 41 – Publication of Ashlevi

Name of the Influencer and number of followers: Ashlevi – 234,000 *Link to the post*: https://www.instagram.com/p/CCT9kItlstr/ Partnership with Urban Decay	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	2 pictures of the influencer
3. Transparency regarding the partnership	At the very top: Paid partnership with @brand
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	High, use of filter, similar picture to all the others (filter and type of picture)
6. Informative aim	No information
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is writing about the product and how she got the opportunity to try it. It is straighfoward.
9. Formal or informal language	Informal: Use of “I”, contractions
10. Use of sex appeal	No

Appendix 42 – Publication of Autumrainn

Name of the Influencer and number of followers: Autumrainn – 84,700 *Link to the post*: https://www.instagram.com/p/CCg32rihoRr/ Partnership with Hallu	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	2 pictures of the influencer and the products and 1 short video on how to use the product
3. Transparency regarding the partnership	At the very top: Paid partnership with @brand At the end #sponsored
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	High, use of a filter, the influencer added doodles on the picture, the publication could be published even if it was not a partnership, harmony with other pictures on the account
6. Informative aim	Only little information about how to use the product in the small video
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly talking about the product
9. Formal or informal language	Informal: Use of "I", familiar words (prob-bully, gonna) and contractions
10. Use of sex appeal	Yes, the influencer is in a swimsuit in her bath. It is related to the product, bath product.

Appendix 43 – Publication of Kristenoelcrawley

Name of the Influencer and number of followers: Kristennoelcrawley – 414,000 *Link to the post*: https://www.instagram.com/p/CDCPg6lHdq1/ Partnership with True Botanicals	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	Video of the influencer using the product
3. Transparency regarding the partnership	At the very top: Paid partnership with @brand The influencer explains in the description that it is a paid partnership
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	Middle: + no filter to show the effects of the product, quality, editing - Thumbnail is a picture from the video and does not match the other publications
6. Informative aim	Little information about the ingredients of the product as well as a couple benefits
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly talking about the partnership and is very honest about it
9. Formal or informal language	Informal: Use of “I”, contractions
10. Use of sex appeal	Yes, use of “seduction” in the video (the way the influencer is looking at the video and her attitude)

Appendix 44 – Publication of Jacimariesmith

Name of the Influencer and number of followers: Jacimariesmith – 397,000 *Link to the post*: https://www.instagram.com/p/CDhUyH4JmkF/ Partnership with Herbivore Botanicals	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	2 pictures of the product
3. Transparency regarding the partnership	At the end of the description: #ad
4. Encourage followers to engage	Yes, to see how to use the product, the followers should go check her stories
Communication strategy	
5. Aestheticism of the picture	High, use of a filter which is similar to the ones used for other publications, harmony, the picture could be on the account even though it was not a partnership
6. Informative aim	No information only that it is plant-based
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly talking about the product
9. Formal or informal language	Informal, use of contractions, familiar vocabulary (win, win, win), short sentences
10. Use of sex appeal	No

Appendix 45 – Publication of The.skincare.diary

Name of the Influencer and number of followers: the.skincare.diary/Kate – 74,000 *Link to the post*: Partnership with Bare Minerals	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	Picture of the influencer after using the product and picture of the influencer with the product
3. Transparency regarding the partnership	In the description #ad and #baremineralsparnter
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	Low: light filter, the picture is not in harmony with the other from the account
6. Informative aim	Information about the results of the product, she does a small review of it, little info about the ingredients
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly and clearly talking about the products and why she loves it
9. Formal or informal language	Informal: use of contractions, “I”, simple sentences and vocabulary
10. Use of sex appeal	No

Appendix 46 – Publication of Pumpsandpushups

Name of the Influencer and number of followers: pumpsandpushups/Brooke – 31,200 *Link to the post*: https://www.instagram.com/p/CDRNE2_l2ZV/ Partnership with Skin Resrouce MD	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	Picture of the influencer with the product
3. Transparency regarding the partnership	Written at the top of the description: Paid partnership with the brand + #sponsored
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	Middle, use of a bright filter similar to the one used on the other pictures. The picture is very similar to the other ones and it could be a picture with another purpose than a product placement
6. Informative aim	No information
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is talking directly about the product with no information around it
9. Formal or informal language	Informal, use of “I”, short sentences.
10. Use of sex appeal	No

Appendix 47 – Publication of Beautywithnaz

Name of the Influencer and number of followers: Beautywithnaz – 3,900 *Link to the post*: https://www.instagram.com/p/CC9MMOdHoNw/ Partnership with Caudalie	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, gifted
2. Way of presenting the product	Picture of the product
3. Transparency regarding the partnership	Beginning of the description: #Caudaliegiftedme
4. Encourage followers to engage	Yes, asking what her followers are thinking about her testimony and if they tried this product
Communication strategy	
5. Aestheticism of the picture	Middle, use of a simple filter, the picture is similar to others related to product review, colourful
6. Informative aim	No information about the product but about her experience using the product, it is more a review
7. Emotion creation	No
8. Direct or indirect style	Direct, the information is directly talking about the product and how she felt using it without any extra information
9. Formal or informal language	Informal: use of contraction, of familiar vocabulary (ya girl, lol, I'm dying, *smell*, etc.), use of capital letters
10. Use of sex appeal	No

Appendix 48 – Publication of Prettyasapeachhh

Name of the Influencer and number of followers: prettyasapeachhh/Layla – 2,000 *Link to the post*: https://www.instagram.com/p/CDQ6lG-nuo6/ Partnership with Blumb	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, gifted
2. Way of presenting the product	Two pictures, one with the influencer and the product, the second only the product
3. Transparency regarding the partnership	#gifted at the end of the description
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	Middle: + Use of a filter, good quality - Not the same type of publication as other review
6. Informative aim	Little information: information about the brand but nothing about the product in itself
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer talks directly about the brand and then the product
9. Formal or informal language	Informal: use of "I", contractions but the sentences are worked out to be well written grammatically, etc.
10. Use of sex appeal	No

Appendix 49 – Publication of Hellobeautyjourney

Name of the Influencer and number of followers: Hellobeautyjourney/Rasien – 4,400 *Link to the post*: https://www.instagram.com/p/CDRS4_Sn8vm/ Partnership with Aster Raine	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, gifted
2. Way of presenting the product	Pictures of the product
3. Transparency regarding the partnership	At the end of the description: Thank you @brand for sending me ….
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	High, use of a filter which is similar to the one on the other pictures. Harmony when looking at the account
6. Informative aim	Information about the ingredients of the product and its benefits
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer only talks about the product and its features
9. Formal or informal language	Informal: use of “I”. However, the influencer worked on the description for it to be clear and well written
10. Use of sex appeal	No

Appendix 50 – Publication of Thattzone

Name of the Influencer and number of followers: Thattzone/Dana – 3,970 *Link to the post*: https://www.instagram.com/p/CCv1NubnnqR/ Partnership with Dr. Brandt	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, Gifted
2. Way of presenting the product	4 pictures of the product
3. Transparency regarding the partnership	At the beginning of the description: #drbrandtgiftedme
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	Low + use of a blue filter to refer to the "cool" aspect of the product. - Different filter and type of picture than the others on the account
6. Informative aim	Information about the product, its benefits as well as ingredients
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer starts by talking how she got the product before explaining its benefits. The whole description is very clear and direct, there is not room for interpretation.
9. Formal or informal language	Informal language: use of "I", contractions, casual expression "alright, alright, alright,…"
10. Use of sex appeal	No

Appendix 51 – Publication of Skinbykerr

Name of the Influencer and number of followers: skinbykerr – 7,550 *Link to the post*: https://www.instagram.com/p/CC1ZJvanEgb/ Partnership with Crabtree & Evelyn	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	Picture of the products
3. Transparency regarding the partnership	At the beginning of the description: AD + "Sponsored Partnership with the brand" at the very top
4. Encourage followers to engage	Yes, the influencer is asking to her followers if they ever tried the brand
Communication strategy	
5. Aestheticism of the picture	High, products are staged in a background which is similar to many other pictures on the account + there are ice cubs to refer to the features of the products + use of a filter
6. Informative aim	Lots of information about the benefits of the product, its ingredients
7. Emotion creation	Feeling of relief: Thanks to the product, the influencer feels less the heat of summer
8. Direct or indirect style	Direct, she directly writes about one of the benefit of the product
9. Formal or informal language	Information: use of "I", however there is real work on the description (good description, choice of words, etc.)
10. Use of sex appeal	No

Appendix 52 – Publication of Trinaalbus

Name of the Influencer and number of followers: Trinaalbus/Trina – 22,400 *Link to the post*: https://www.instagram.com/p/CDB4M6WlvmR/ Partnership with City Beauty	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	Video on how to use the products
3. Transparency regarding the partnership	At the beginning of the description: AD + at the very top of the publication: Paid partnership with @brand
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the video	No, very simple video, little editing
6. Informative aim	Information in the description and also many in the video Information on where to buy the product
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly about the product, its features and shows how to use it.
9. Formal or informal language	Informal: use of "I", bullet points, when the influencer is talking during the video, she uses day-to-day language.
10. Use of sex appeal	No

Appendix 53 – Publication of Enigivensunday

Name of the Influencer and number of followers: Enigivensunday/Eni – 10,100 *Link to the post*: https://www.instagram.com/p/CDMMoVQHZPq/ Partnership with Fresh	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Products placement, gifted
2. Way of presenting the product	Picture of the products
3. Transparency regarding the partnership	At the beginning of the description: #freshbeautygiftedme
4. Encourage followers to engage	Yes, the influencer is asking her followers what are their favourite work from home skincare essentials.
Communication strategy	
5. Aestheticism of the picture	Middle + use of a filter, background is worked out - different type of picture than usual, the colours are different
6. Informative aim	Information about the each product and their benefits
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer directly writing about the brand, the products and the benefits
9. Formal or informal language	Informal, use of contractions, simple sentences. However, the description has been worked out with details about the products.
10. Use of sex appeal	No

Appendix 54 – Publication of Skincarewithsaj

Name of the Influencer and number of followers: skincarewithsaj – 10,600 *Link to the post*: https://www.instagram.com/p/CCwN3wxn1R2/ Partnership with Dr Loretta	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, gifted
2. Way of presenting the product	Picture of the products
3. Transparency regarding the partnership	At the end of the description *Gifted
4. Encourage followers to engage	Yes, questions: Have you been trying to protect your skin from HEV blue light? At the end: Will you be trying these?
Communication strategy	
5. Aestheticism of the picture	Yes, use of a filter. Pink tones to the picture that matches many other pictures on the account. The pink tone also matches with the background and the glasses, quality, it could be a picture posted even if it was not a partnership
6. Informative aim	No information just about the main feature of the product
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly talking about the features of the product
9. Formal or informal language	Informal: Use of "I", contractions, short sentences
10. Use of sex appeal	No

Appendix 55 – Publication of Ralucasworld

Name of the Influencer and number of followers: ralucasworld – 10,300 *Link to the post*: https://www.instagram.com/p/CDJ-CIKB7vH/ Partnership with Fresh	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, gifted
2. Way of presenting the product	Picture of the product
3. Transparency regarding the partnership	At the beginning of the description: #freshbeautygiftedme
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	High, use of a light filter, Similar picture to the other ones regarding product placement, could be a picture even if it was not a partnership
6. Informative aim	Lots of information regarding the different products (benefits, main ingredient) and where to buy the products
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly talking about the fact that she receive the products and then review those.
9. Formal or informal language	Informal: use of "I", use of familiar vocabulary (beauties), use of acronyms, contractions. However, there is an effort in the product description with suitable vocabulary
10. Use of sex appeal	No

Appendix 56 – Publication of Laviedefawn

Name of the Influencer and number of followers: laviedefawn/Cierra – 16,200 *Link to the post*: https://www.instagram.com/p/CDT5_XLn0QE/ Partnership with Replica	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, gifted
2. Way of presenting the product	Two pictures of the product
3. Transparency regarding the partnership	At the end of the description: *gifted
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	High, use of a filter to warm the picture up, similar filter as for other picture, the picture could be used even if it was not a partnership
6. Informative aim	Information about the scent of the perfume
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is talking directly about the product
9. Formal or informal language	Informal: use of small sentences, use if “I”
10. Use of sex appeal	No

Appendix 57 – Publication of Skinforlife_

Name of the Influencer and number of followers: Skinforlife_/Mahima – 2,230 *Link to the post*: https://www.instagram.com/p/CDbezuTnteT/ Partnership with Amika	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, gifted
2. Way of presenting the product	Picture of the product
3. Transparency regarding the partnership	At the beginning of the description: #amikagiftedme
4. Encourage followers to engage	Yes, questions: asking if her followers already tried this product and what is their favourite hair mask?
Communication strategy	
5. Aestheticism of the picture	High: Use of a filter, good lighting, similar picture as the other publication on the account, could be a publication even if it was not a partnership
6. Informative aim	Information about the benefits of the product
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly talking about the product and her feeling about it
9. Formal or informal language	Informal: use of "I", simple sentences. However, as it is a review, the influencer worked on the description making it very clear and well written (no familiar vocabulary)
10. Use of sex appeal	No

Appendix 58 – Publication of _raisingmills

Name of the Influencer and number of followers: _raisingmills/Caylee – 28,400 *Link to the post*: https://www.instagram.com/p/CDPXjCHAZFB/ Partnership with Coola	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	Picture of the product with other items
3. Transparency regarding the partnership	#sponsored at the end of the description
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	Middle: + Use of a filter, the picture is staged (other items) - different colour tones than the other pictures, different type of picture than the others
6. Informative aim	No information
7. Emotion creation	No
8. Direct or indirect style	Direct, even if there is no information about the product, the influencer talks directly about it (short description)
9. Formal or informal language	Information: Short sentences, the structure of the sentence is not the best, in this case it is shorten
10. Use of sex appeal	No

Appendix 59 – Publication of Nonlocal.joy

Name of the Influencer and number of followers: nonlocal.joy/Allison – 33,200 *Link to the post*: https://www.instagram.com/p/CDhLrqQn-0v/ Partnership with	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, paid
2. Way of presenting the product	Picture of the product
3. Transparency regarding the partnership	In the description: thanking the brand and #ad
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	Middle: use of a similar filter than other publications, harmony
6. Informative aim	Information about the brand
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is directly talking about the brand
9. Formal or informal language	Informal: use of “I”, contractions. However, there is work on the description with suitable words, etc.
10. Use of sex appeal	No

Appendix 60 – Publication of Chelseypecoy

Name of the Influencer and number of followers: Chelseypecoy – 28,300 *Link to the post*: https://www.instagram.com/p/CCEz2wap4FX/ Partnership with Neutrogena	
Criteria	*Observations*
Influence marketing strategy	
1. Type of partnership	Product placement, not clear if it paid or not
2. Way of presenting the product	8 pictures of the influencer and the products
3. Transparency regarding the partnership	Not very clear if the influencer is paid or if the brand send the products
4. Encourage followers to engage	No
Communication strategy	
5. Aestheticism of the picture	High: use of a filter, harmony with the other pictures on the account, if it was not a partnership the picture could be on the profile anyway.
6. Informative aim	Little information about the benefits of the product
7. Emotion creation	No
8. Direct or indirect style	Direct, the influencer is talking about the product and there is not interpretation possible. Everything is clear even if at the beginning she sets a small context.
9. Formal or informal language	Informal: use of contractions, use of "I", short sentences
10. Use of sex appeal	No

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