

# Chart of the Day

20 JUNE 2017

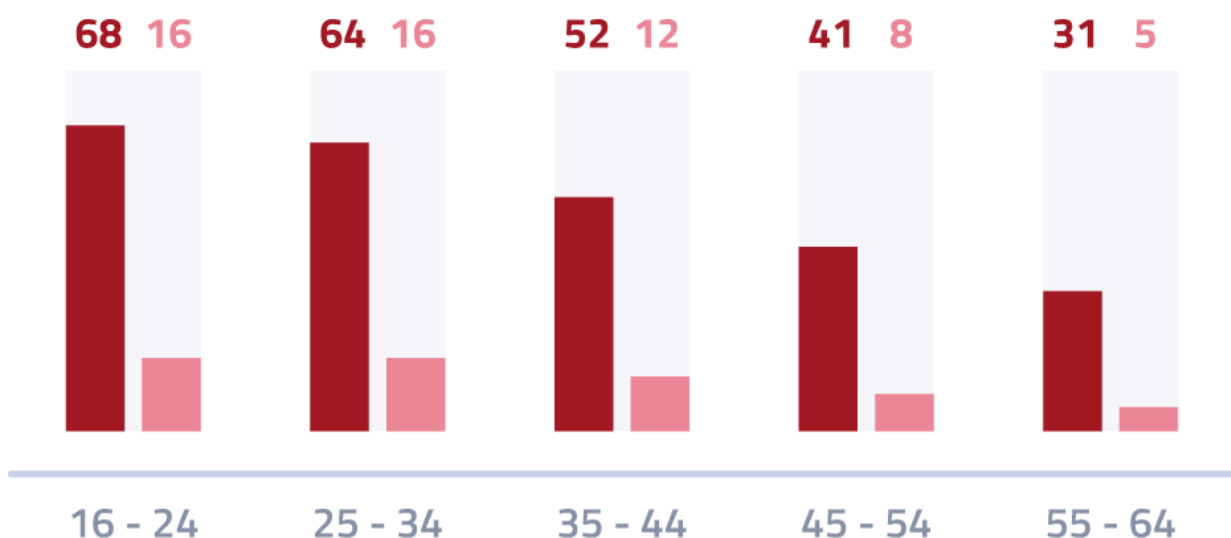


## How Celeb Endorsements Influence Young Consumers

### The Reach and Impact of Influencer Marketing

★ % who follow celebrities on social media\*

★ % who discover brands or products via celebrity endorsements



\*celebrities include actors, comedians, singers / bands / musicians, sports stars and TV presenters

**Question:** Which of these people or organizations do you prefer to follow online via social media services? / In which of the following ways are you most likely to find out about new brands, products, or services? | **Source:** GlobalWebIndex Q1 2017 | **Base:** 72,892 (following celebrities) and 89,392 (brand discovery) Internet Users aged 16-64