

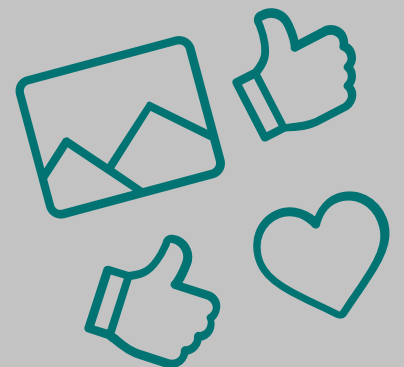
commercial perfect image

influencer vs. advertising industry
a social media research

by Amelie Vogelmann

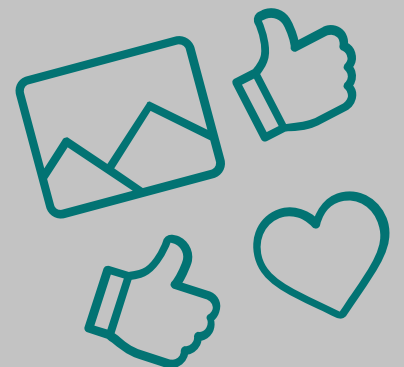
Questions

- What is the perfect commercial image?
- Are there different images depending on the target group?
- What is the difference between normal advertising posters and the advertising that influencers place on social media?

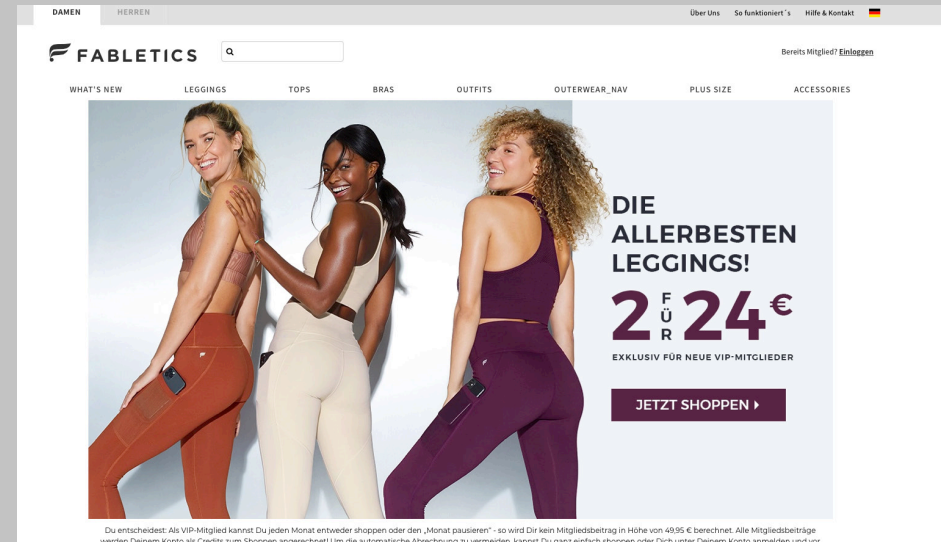
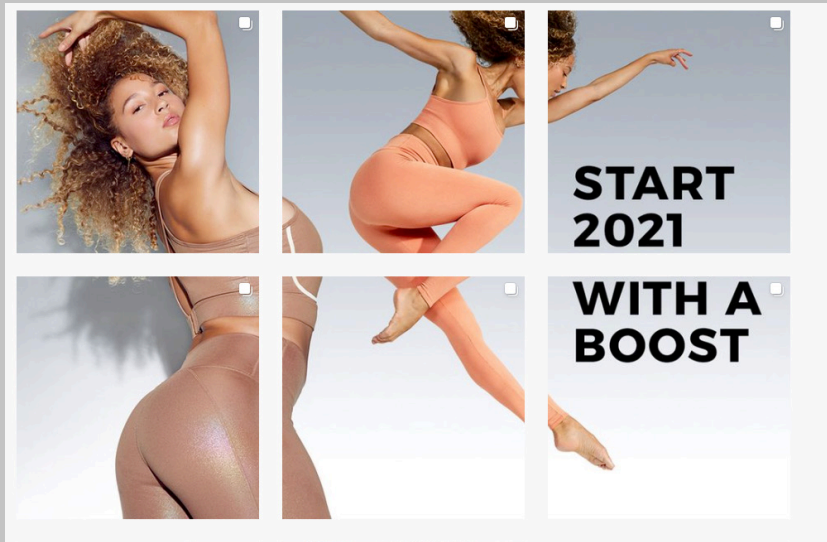


Projectidea

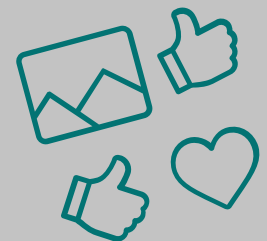
- Research on instagram profiles of influencers and companies
- Rebuild the advertisement of the product the influencer is promoting
- Analyse whether the influencer's advertising also acts as official advertising for the company.



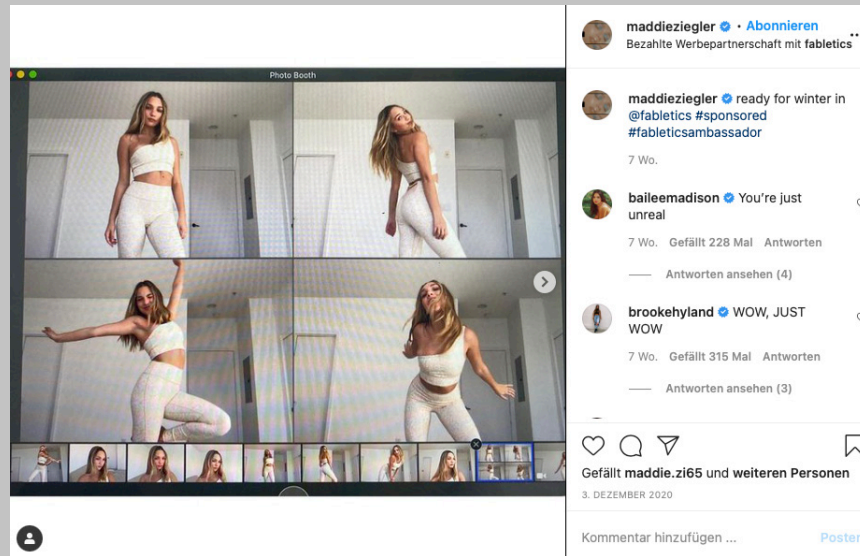
FABLETICS x Maddie Ziegler



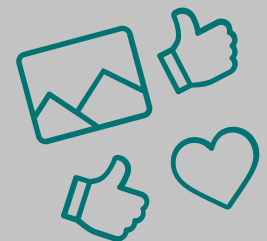
The company uses clean, professional photos to present their clothes on their website.



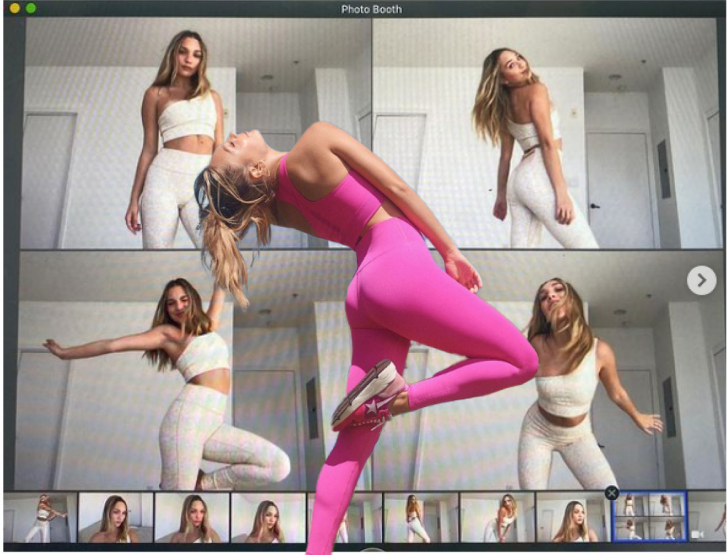
FABLETICS x Maddie Ziegler



The american dancer and influencer Maddie Ziegler creates a perfect image of the product for her followers.



FABLETICS x Maddie Ziegler



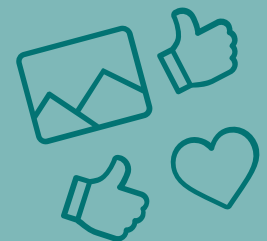
ready for
WINTER
in @fabletics

#sponsored #fableticsambassador

#maddixfabletics is here!! so excited to share my third all-new limited edition collection with @fabletics. shop online (link in bio) or @fableticseu xx #sponsored #fableticspartner

JETZT SHOPPEN >

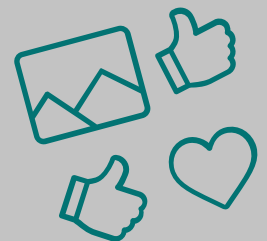
When people do product placements as influencers, they become the product themselves. They sell themselves as advertising partners and then give their contribution as a service provider to the company.



GUHL x Ana Johnson



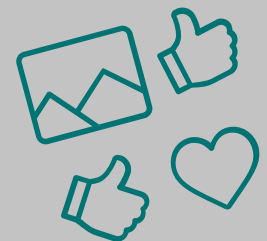
The company uses clean, professional photos to create serious advertising posters. However, these images seem unreal and perfected. The company works with the perfect image (especially of the hair) because you see the result of their product and want to look the same.



GUHL x Ana Johnson



The german podcaster and influencer Ana Johnson shows herself in her private environment and focused first on herself and her home decoration in the picture of her Instagram posts, rather than on the Guhl product.



GUHL x Ana Johnson

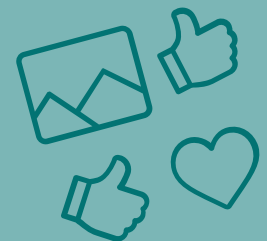


GUHL
Sinnlich schönes Haar.

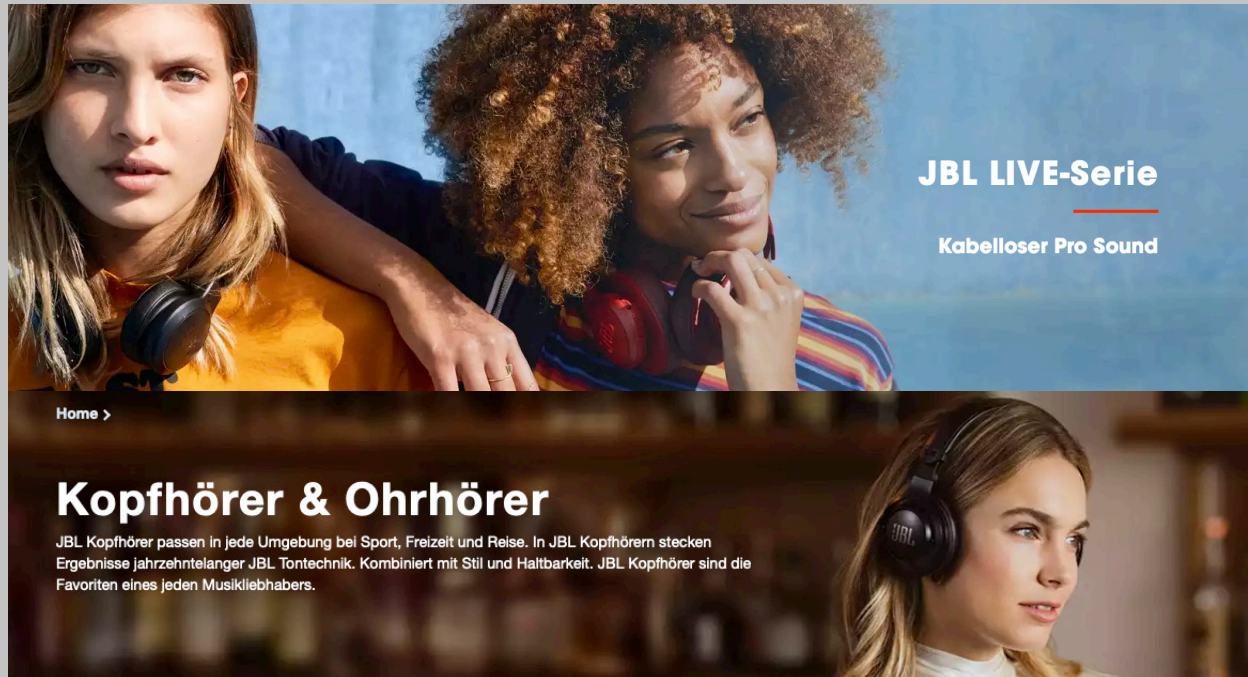
#TEAMDUSCHE ODER #TEAMWANNE?
KÖNNT IHR MIR DAS GLAUBEN, DASS ICH ES BISHER KEIN EINZIGES MAL
GESCHAFFT HABE IN UNSERER NEUEN BADEWANNE BADEN ZU GEHEN ?

#guhl #hairspa #myhairmycare #hairinspo #hairgoals
#hairtrend #Frisuren #bathroom #badezimmer

Advertising by influencers acts like a personal (unpaid) recommendation. It's like a friend recommending a product that they have tested. The crucial question is: Do you trust his opinion?



JBLx private persons



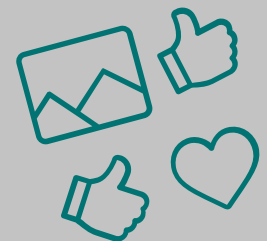
JBL LIVE-Serie
Kabelloser Pro Sound

Home >

Kopfhörer & Ohrhörer

JBL Kopfhörer passen in jede Umgebung bei Sport, Freizeit und Reise. In JBL Kopfhörern stecken Ergebnisse jahrzehntelanger JBL Tontechnik. Kombiniert mit Stil und Haltbarkeit. JBL Kopfhörer sind die Favoriten eines jeden Musiklehabers.

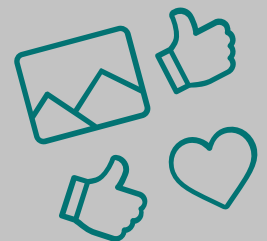
JBL creates professional images of people with their products in everyday situations, so that we as customers can identify with it.



JBL x private persons



On Instagram there are also private Persons with only a few followers who mark brands just like influencers but most likely don't get paid for it.



JBL x private persons



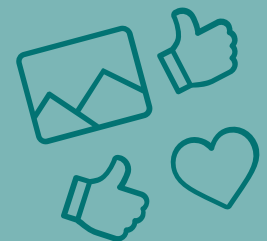
JBL LIVE-Serie

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The advertisement features three subjects: a woman in a black 'LIVE PLAY' crop top and patterned leggings wearing red headphones; a brown bulldog wearing white headphones; and a man in a grey athletic shirt and black gloves holding a smartphone while wearing black headphones. The background is a solid blue color.

Some posts of private persons also work as an advertisement, but it does not look very professional or serious.





oceans apart x Lisa Marie Schiffner

#stayactive



Lilith Set Deluxe ~~209,99 €~~ **179,99 €**




Lilith Pant [↗](#)
Wähle eine Option

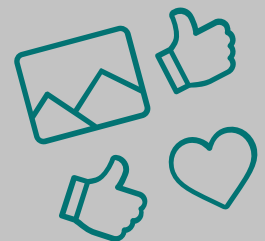
Lilith Bra [↗](#)
Wähle eine Option

Lilith Zip Hoody [↗](#)
Wähle eine Option

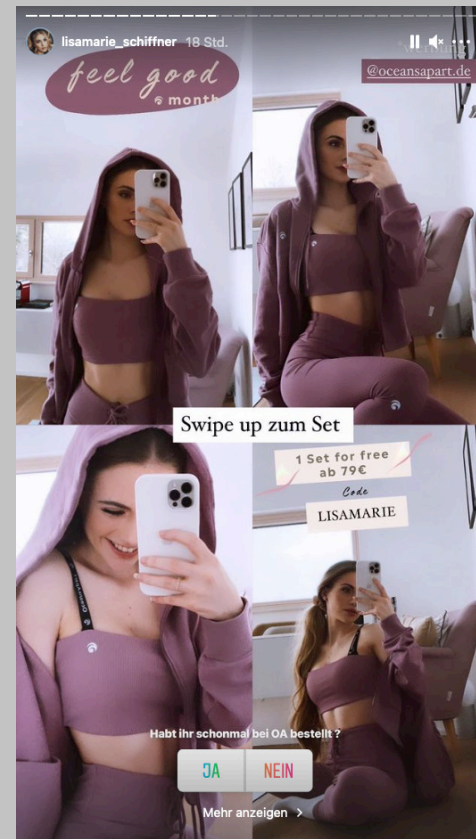
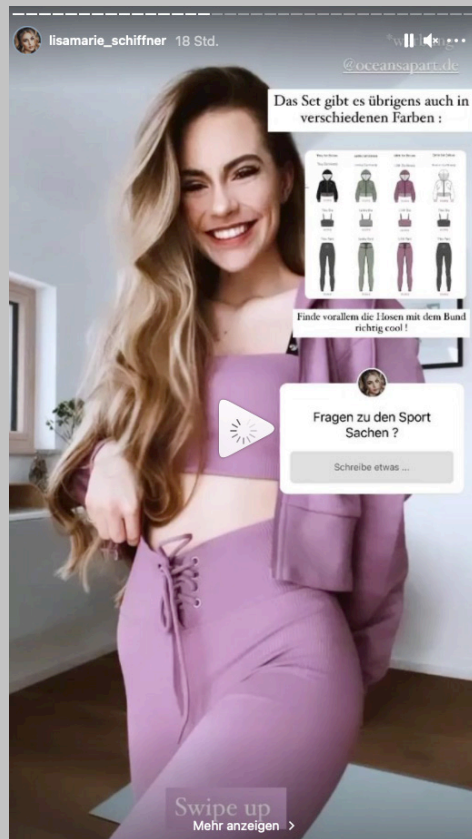
Lieferzeit: 5 - 6 Tage

 Welche Größe habe ich?

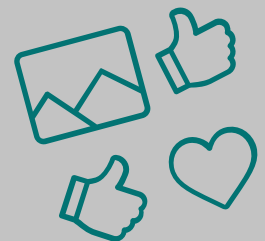
The shops of clothing brands are usually very clear and structured.



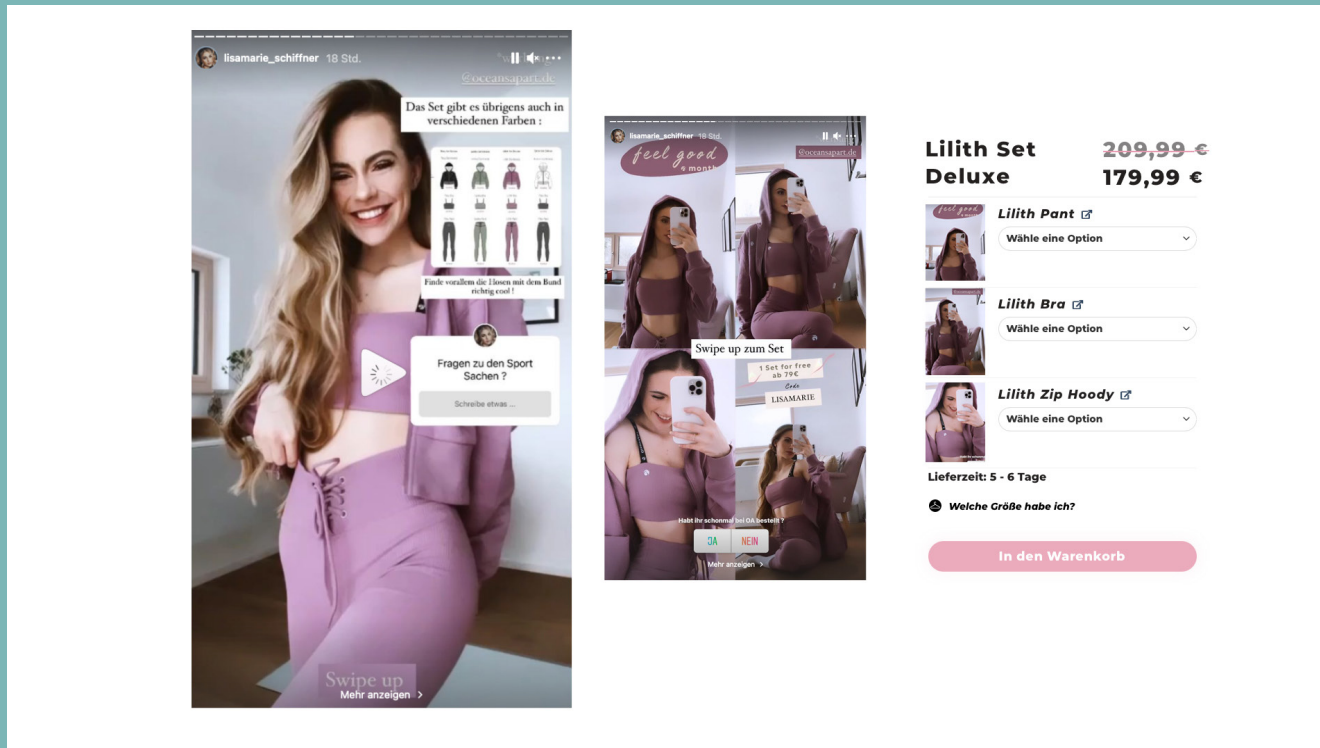
oceans apart x Lisa Marie Schiffner



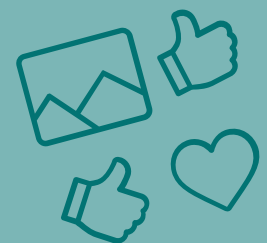
Some influencers also use stories to promote products. Mostly as a hidden product placement but often also to draw attention to the product. In this example, however, the story seems rather overloaded.



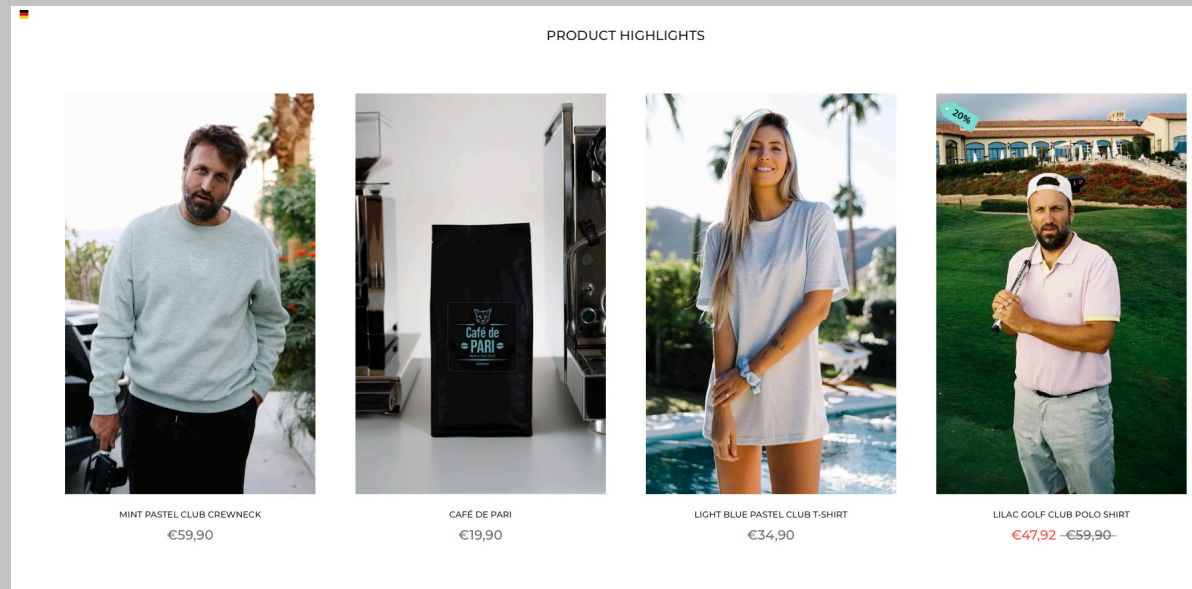
oceans apart x Lisa Marie Schiffner



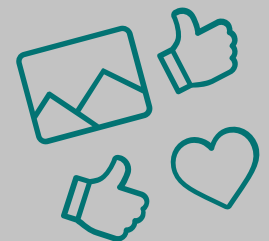
In this case, when we recreate the shop page with the help of the story screenshots, the shop looks very chaotic and cluttered.



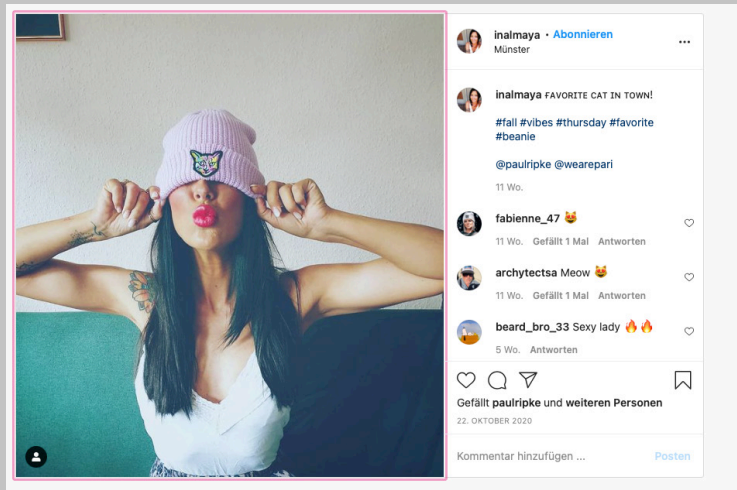
PARI x we are PARI Community



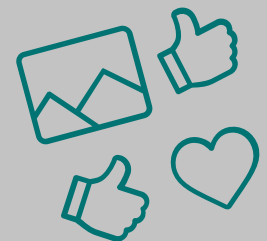
Some companies present their brand directly in social media style, so that they appear cool and hip. This appeals directly to customers who are looking for inspiration on social networks. They create their own perfect image.



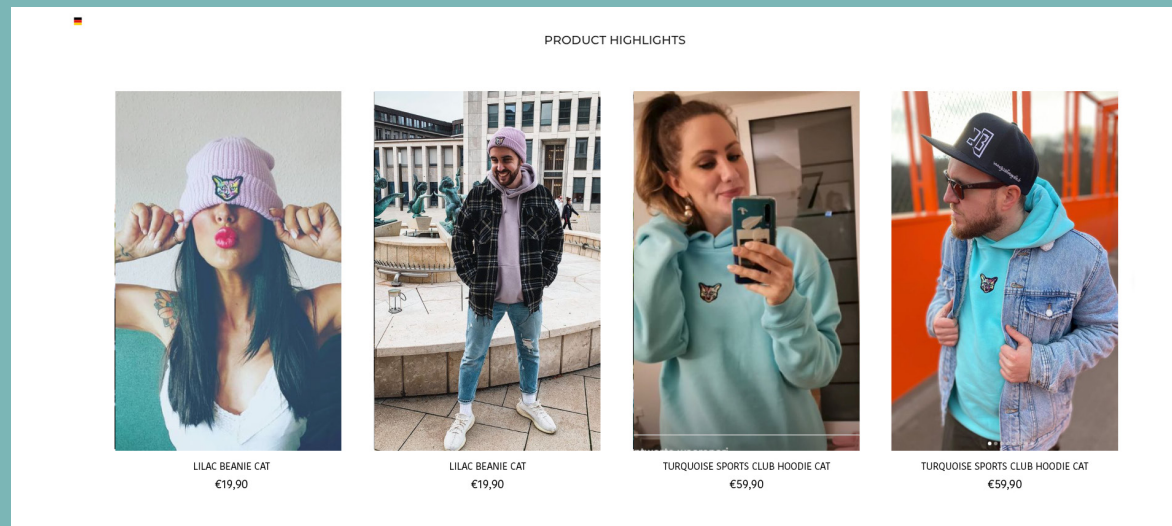
PARI x we are PARI Community



If we only look at the posts of the customers who have bought these products, we notice that these pictures could just as well be official advertising photos of the company.



PARI x we are PARI Community



It is clear that these photos also look good in the company's shop, if not equally good as the official pictures. (Of course, only if the quality of the photos were always the same). The look is similar.

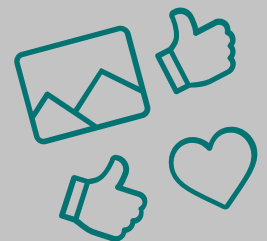


stepmobile x Charlie Damelio

The screenshot shows the Step mobile app website. At the top left is the Step logo, followed by navigation links: Benefits, Security, About, FAQ, and Money 101. A 'Get Started' button is in the top right. The main heading is 'Banking for teens', with a subtext: 'Step offers a free FDIC insured bank account and Visa card designed for the next generation.' Below this is a 'Get Step' button and an image of a smartphone displaying the app interface with a balance of \$187.13 and a Visa card. A dark banner at the bottom features logos for Forbes, TechCrunch, VentureBeat, and COMPLEX, along with a 5-star rating and 'App Rating 6838 Reviews'. Below the banner, the heading 'The Step Card' is followed by a description: 'A new type of personalized Visa card that has no fees or interest. Step keeps your spending safe and secure while building positive credit. Your account is FDIC insured up to \$250,000.' Below the text are the VISA and FDIC logos and an image of three Step cards.

The testimonial features a large image of a smiling young man. To his right, the text reads: 'These guys are awesome!' followed by five yellow stars. Below the stars is the text: 'The best thing about this app is that it makes managing your money all types of simple. Especially the support, the customer support never leaves me in the dark and helps me resolve situations without any fuss. 10/10 would totally recommend to everyone!' The reviewer's name 'KxngJJ' is at the bottom. Below the testimonial is a grid of nine small images showing various people using the app: a group of friends, two women looking at a phone, a man with a drink, a hand holding a card, two women looking at a phone, a woman taking a selfie, a hand holding a card, a woman using the app, a person wearing a VR headset, and a woman smiling.

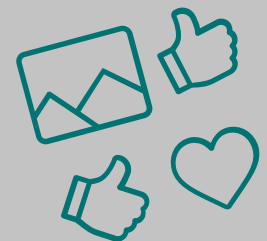
This company tries to playfully convey a rather serious topic, such as finance in this case. It is clear that they always use professional images on their website.



stepmobile x Charlie Damelio



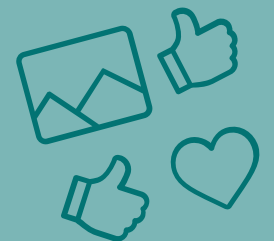
This influencer does not provide details about the product in this post. You only learn that you can order the product in different colours. In this selfie, the focus is on the person rather than the product.



stepmobile x Charlie Damelio



This advertisement seems fresh and youthful, but the question arises as to whether the target group here is the parents or the children? Are these the right images for an advertisement?



Results

- Influencer product placement on social media is effective and has become increasingly important over time.
- The person embodies the brand with their product placement. So on the one hand, the influencer must fit the company and on the other hand, the product must fit with the perfect image of the influencer's followers.
- The perfect picture is only created for advertising purposes to encourage followers to buy the products.

