



16-09-2019

Using social media influencers to facilitate social change



Master Thesis

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Bane of programme: Intercultural Marketing

Date of submission: 16.9.2019

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Number of characters/number of pages: 160.591

= 70,6 pages

ABSTRACT

PURPOSE - The purpose of this master's thesis - Using Social Media Influencers to Facilitate Social Change – is exploring the role of a social media influencer as part of a social marketing campaign. The overall research question of “How can using social media influencers in social marketing campaigns, affect GenZ’s behavioral intention and attitude towards unhealthy habits?” will be addressed.

DESIGN/METHODOLOGY/APPROACH - This master's thesis follow a deductive approach to empirical research; and the methodology is based on semi-structured interviews with a branding expert and recruitment managers in order to shed light on the topics of personal branding and recruitment from different angles.

FINDINGS - The findings indicate that social media influencers have a dual role in social marketing. Both as a promotional means of reaching a young audience, while also act as a facilitator of attitude and behavioral change. However, the research and analysis indicate that an influencer will have most success within the scope of their own channel and normal audience

PRACTICAL IMPLICATIONS - This research emphasize that using social media influencers as part of a social marketing campaign can serve as a successful tool depending on the campaign objective and the type of influencer.

KEYWORDS - Social marketing, influencer marketing, social media, source credibility, social behavior, para-social relationship, Generation Z,

PAPER TYPE - MASTER'S THESIS

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1. Introduction:

Phrases like “Hey what’s up”, “Hello and welcome to my channel” or “Hello ladies and gentlemen and welcome to today’s video” are not uncommon when going on the social media platform YouTube to look at the newest video your favorite Youtuber has just uploaded. For young people, most of the times the videos are about games, vlogs about the daily life or maybe about a commercial product they want you to know about. But recently, you might also hear those initial phrases followed by a conversation about a more serious topics about smoking, drugs or drinking.

Social media is become an integrated part of our everyday, and 3.2 billion people or approximately 42 percent of the world’s population use social media, with Facebook being the largest platform (Oberlo, 2019). And though social media has its grasp on both the Baby Boomer and Generation X segment, Millennials are by far the most active group of social media users with 90.4 percent (ibid). With the emergence of Social media so came social media influencers and for many people they have become an equality integrated part of life as family and friends and are sought out for recommendations and purchasing advice.

Marketers seems to have become aware of this. During the recent years, companies have increased their focus on influencer marketing, as marketing managers have become aware of the huge potential. One survey of 100 marketers last year found that 63% had increased their influencer marketing budgets for 2017, with 44% devoting nearly a quarter of their budgets to the sector (Marks, 2018).

But many young people are not only seeking out their favorite Instagrammer or Youtuber for brand recommendations. For some young people, the influencer is their go-to place to seek advice about other aspects of life such as family sickness or loneliness (Jørstad, 2017) or otherwise just pour their hearts out. And just as young people follow the influencers recommendation on brand, so to do they take to heart and follow the advices they give about life, often over the advice of teachers and parents.

That trust we put in our favorite influencers and their advice also opens up for public and non-profit organizations who doesn't seek to sell a product or a service for profit, but instead seek to cause a positive behavioral outcome, e.g. the decreased use of cigarettes, drugs or alcohol. Social media influencers thus have become one of the newest tools in the social marketing toolbox.

1.1 Problem area:

The problem area presents the readers for the topic of this master thesis and delve into a problem, which within academia can be defined as "an academic question to which we do not know the answer" (CBS, 2019). The purpose of the problem area is to describe the problem in detail and inform the readers about the suspense, schism, challenge or other reason that makes the chosen topic (and problem) of academic interest (Ankersborg, 2015; p. 93).

The problem area of this master thesis is based on thoughts and observations from news stories about public health issues and social marketing campaigns. We have in Denmark seen a lot of social marketing campaigns targeted the Danish population, such as alcohol campaigns about only drinking the advised number of units or campaigns about safe driving. Especially young people seem to be bombarded with messages and information from anti-smoking campaigns, anti-bullying campaigns or alcohol awareness campaigns, all with the goal of causing a change in attitude and behavior towards the subject. However, all these campaigns, though they've been used the past 15-20 years and have shown some result, Danish youth is still the country in Europe where most young people gets drunk (Mathiasen, 2019), and the number of youth smoking has increased from 25% in 2015 to 28.5% today (fyens.dk, 2019). This is despite numerous previous campaigns and all the necessary risk information are accessible. According to Senior Advisor at Advice Charlotte Lodberg Martens – states that the 14-19-year olds are well aware that smoking is expensive, its unhealthy, you smell of smoke and get addicted. However, we also know that the group is complete immune to communication trying to tell them that (Ingemann, 2017).

Previous campaigns have team up with celebrities such as actors or sports stars to get their message across and hopefully cause a behavioral change. However, these use of these type of role models doesn't seem to have the desired effect on the most recent young generation. This fact seems to not haven gone by public agencies dealing with these types of dilemmas such as the Danish health authorities. In several of their latest campaigns targeted at the Danish youth, have they team up with social media influencers such as Youtubers like Albert Dyrland (Ingemann, 2017; DR.dk, 2017; Dyrland, 2018) to get the message across and affect behavior.

The Danish health authority's latest anti-smoking campaign for young people, called ButWhy? Had its message shown more than seven million times and generated more than 120.000 engagements (Dansk Markedsføring, 2017). The initial feedback from the campaign which engaged with number of social media influencers, have shown promising results on getting the message across to the target group of young people between 14-19-year-old. But why is it, that the simply use of social media influencers can have such a positive impact on the results of a social marketing campaign such as ButWhy targeted at young people (Generation Z)?

Though social media and influencer marketing is a relatively new field, it still have received an extreme amount of scholarly attention in the recent years, and although the same can be said to some degree about the field social marketing the identified problem is still of academic interest since there seems to be a lack of theoretical insight on how to social media influencers in social marketing (campaigns) drives and help facilitate behavioral change.

1.2 – Limitations

In this section of the paper the limitations for this study will be outlined. The limitations serve as the link between the problem area, which "draws" the area with the 'bold strokes of the brush', and the research question that contains the specific problem to be investigated (Ankersborg, 2015; p. 93- 94). This should lead the reader of this paper on the 'right trail' in terms of what he/she can expect that the research is about - and more importantly what it will refrain from investigating.

First of all, this master's thesis is based on observations made in today's Denmark and its current situation, as it researches an observation made on recent in the Danish society. However, some of the conclusive remarks may be relevant for people in other countries to consider as well, as some of the remarks serve as general considerations. Furthermore, this thesis focuses on social media influencers in campaigns targeted at the youth of Generation Z, meaning people in the age group of 13-19 as they seem to show the greatest interaction with social media and social media influencers and therefor are expected to be the main target group of campaigns involving influencers.

The paper is supposed to take the approach of understanding the use of influencer marketing and how that can be applied in a social marketing campaign. Thus, the reason why primary data, is collected from two professional marketers and not from focus groups. Instead the data on the Danish GenZ's comes primarily from the experience of the thesis primary data source and from third-party articles and reports, which might provide a false image of the group.

The primary data sources are in themselves as limitation, as the data are a bit too one sided on the side of influencer marketing and falls short on the side of social marketing. A third data source would have been preferred, especially a social marketing data source.

Furthermore, this thesis also takes social media into consideration, as these platforms have become a very popular and strong communication tool for personal branding today. However, this study will mainly focus on Youtube (and ignore other social media), as this social networking service contains some of biggest and commercially used social media influencers in in Denmark.

Lastly, social marketing is a multifaceted discipline that deals with multiple perspectives from the knowledge perspective which is concerned with information research to the segmentation perspective, which in stead deals with segmenting heterogeneous groups into homogeneous ones when planning for a campaign. However, this paper instead only deals with the promotional/communicative aspects of social marketing, as well as the behavioral change perspective.

1.3 - Research question

Having described the problem area, we can start formulating a research question. As mentioned in the previous section, a problem can be defined as "an academic question to which we do not know the answer" (CBS, 2019); The research question is the formulation of this question. For a question to be categorized of an academic standard, it must be complex enough to be interesting to make the subject of an academic research (Ankersborg, 2013; p. 52). Furthermore, it will require the use of academic theories and methods in the research of the question. This means that the concrete problem does not necessarily need to be solved, as a research question "is the phrasing of the academic question, i.e. the problem that you will investigate and answer, but not necessarily solve" (CBS, 2019).

According to CBS's guidelines, the research question has a dual purpose (CBS, 2019) 1: While you work on your thesis, the research question guides you and keeps the investigation on track. 2: Once the thesis is handed in, the research question becomes a communication tool for which the examiners can see what the thesis is about.

This continuously work with the research question throughout the writing phase has entailed a research question that follows the criteria for a good research question; meaning that it is open, balanced and has an analytical focus that shows academic wondering (Ankersborg, 2015; p. 53). That a research question has to be open means that it has to allow for multiple answers to be given. There is no academic literature, in which the conclusion can simply contain a 'Yes' or a 'No' answer, and since the conclusion holds the answer to the research question, the problem formulation must not include a question that can be answered with either a 'Yes' or a 'No'.

That a research question is balanced means, that it must not be pointed in any specific direction. Instead it must provide an open event space, which allows for the investigating all nuances within the limits imposed by the research question. That a research question needs to have an analytical focus means that it has to include a level of complexity that testify that there is a problem and that the question therefore is of relevance to make the subject of an academic research. Furthermore, the analytical focus also tells the reader which parts of the described problem area the study focuses on, and thus where the conducted research primarily contributes to the creation of academic knowledge.

The research question that will function as the basis of this master's thesis is considered to fulfill the mentioned criteria and based on the above described problem area; this paper proposes the following research question:

“How can using social media influencers in social marketing campaigns, affect GenZ’s behavioral intention and attitude towards unhealthy habits?”

Thus, the research question investigates the problem from a social marketer’s perspective in terms of how he/she can best make use of social media influencers in an effort to increase positive behavior amongst the present and future people.

This formulated research question will be answered with the help of a number of sub questions that are listed below:

- What is social marketing?
- What influence our attitude and behavior?
- What is social media marketing and What is a Social Media Influencer?
- Who is Generation Z
- What is Gen Z’s relation to social media influencers and media? And how can this affect their perception of a social marketing campaign message and their attitude or intention to behave unhealthy.

The first 4 sub-questions will be touched upon and partly answered in the theory chapter (and will then be further described in the analysis), whereas the last sub-question will be answered in the findings and analysis chapter with the empirical data based on the theoretical framework.

1.4 – Outline of Chapters

The thesis is divided in seven chapters, as illustrated in Figure 2. It, as already read, begins with the introduction chapter. This contains the problem area, in which the topic area and problem is presented. Next, the part of **Chapter 1** provides the aim of the research, expressed by the research question and the research objectives. The research question is then followed by a chapter outline (current section) and go on being concluded with motivation and relevance.

Chapter 2 is the presentation of the overall theory which this thesis bases itself on and that in part will be used to answer the research question. The first section of this chapter will explain what social marketing is; the disciplines basic elements; what affect they way we behave the and how that can change. The next section of this chapter deals with social media; social media marketing and how this type of marketing can be used with social marketing. The third part of this section describe influencer and its premises in marketing. The final part of this chapter is about word of mouth.

Chapter 3 is the methodology chapter. In this chapter the reader is presented with the research philosophy and approach shaping the research process. Furthermore, this section will also go over the techniques and procedures used for the data collection, data analysis and for achieving research quality.

Chapter 4 is the presentation of findings and analysis of the collected data based on the theoretical framework. This chapter make an analysis of the media market today and the youth consumption on set media market. It also contains an analysis on why influencing or changing the behavior with social marketing campaigns prove so difficult. It will continue on the analyzing the role of Social media influencers in a social marketing campaign based on what is the objective. This part of the chapter is followed by basic themes within the influencer marketing i.e. source credibility and authenticity and how that can be applied social marketing in a promotional context. Finally, this chapter contains an analysis on how the influencer community might assist the influencers.

Chapter 5 contains the conclusion to the research question of this master thesis, as well as a proposal of what further research within this topic that can be interesting in continuing.

The final two **chapters 6 and 7** is a complete biography of all sources of which have contributed to this Master Thesis are compiled and a collection of appendices such as the transcripts and guide for the interviews used as primary data.

1.5 – Motivation and Relevance

My motivation for writing about social marketing and social media comes from a general interest in seeing how new forms of media can be integrated into and be adapted to suit and improve older forms of marketing tools and fields, in this case how social media influencers can be used in social marketing.

The academic interest in integrating these two different elements of marketing, is a rather new 'interest'. My interest in joining the two marketing disciplines together was brought to life after I one time read a news article about a new anti-smoking campaign by the Danish Health Authority. The campaign was called ButWhy and it was launched as the number of Danish youth smoking, which had decreased since the end of the 90's, had seen an increase for the first time. The campaign, which was targeted youth in the age of 14-19, was launched to multiple social media platforms and used a wide array of influencers, including some of the most prominent youtubers in Denmark (Ingvorsen, 2017). Since then, I've started to notice that social media influencers have had an increasing presence in other social marketing campaigns e.g. anti-bullying and drinking (Sundhedsstyrelsen Youtube, 2019).

I personally have always looked at social marketing campaigns with mixed feelings. On one hand, they provided useful information about the negative consequences e.g. smoking could have on my health, on the other the message and style never really seemed to change format. Social marketing campaigns always seemed to have a message of "we know what is good for you, so just do as we say", and the scenarios in which the commercials were set, always seemed very gloomy (I know it's serious topics). So, I think I often filtered away much of the message, as it always seemed to come in the same format. The only real social marketing campaign I still remember to this day, is a campaign from 2001 (Landbrug og fødevarer, 2019) from the Ministry of Environment and Food of Denmark. The campaign was called "6 om dagen" and its message was that one should eat

fruit and vegetables every day. The reason I still remember this campaign is that I found it very funny. The campaign came in a print format and depicted two bodies of a mix fruit and vegetables, which seemed to be engaging in a sex act (Dansk Markedsføring, 2013), playing on the funny wordplay that the number six in Danish sounds like sex (seks). So, I personally welcome the new format of using social media influencers as part of a social marketing campaign, as they often make videos fun and easy to watch.

Though I am closer to thirty than twenty, I myself have in recent years increased the time I spend on watching and listening to people on YouTube and added to the number of people I follow on social media such as Twitter. This is people I find entertaining and who I often think is smarter than me on certain topics, and whose opinions and advice I value, and they have probably to some extent have had an impact on my own beliefs and behavior. I am therefore also motivated about the subject, as I can see a younger version of me in primary or secondary school taking the same attitude towards smoking or alcohol as my favorite influencer.

At last, my motivation for writing about integration influencer marketing into social marketing also comes from the basic idea that I want to write about something that have my and that the people, who might read this thesis, can learn from - or at least make them start thinking about how two marketing disciplines can work together as one to create a positive outcome. Though it haven't all been a walk in the park, and motivation has at times been low, it is meaningful (and motivating) for me, the time I have spent researching this specific topic and working with this project, all in the hope that anyone reading this paper will obtain at least something of value from it - whether it is, inspiration or just new acquired knowledge. Of course being able as a student to show that I am able of applying scientific theories and methods while working with a specific academic topic/problem and in the end produce a final paper of 70-80 pages or so, is also a motivational factor.

2. Theory

In this chapter the theories and theoretical concepts that have been selected and used for the analysis will be reviewed. First of all, the definitions of what social marketing is will be defined and identified and the basis on how it works, before going further into explaining the reason why people act and behave the way they do, and how social marketing can change it. Next section is about the development of the media and the emergence of social media, as it being the basis for social media influencers. Continuing in the trail of social media is going more in depth with what a social media influencer is and their role in marketing, until moving on to the section of word of mouth. Finally, Generation Z will be defined as this segment is the main focus group of this study, as per the research question.

These presented theories and theoretical concepts will together form the theoretical framework of this thesis.

2.1 Social Marketing:

The concept of social marketing has its origin in the 1970's and was proposed in an article by Philip Kotler and Gerald Zaltman (Kotler and Zaltman, 1971; Richtopia, 2019). Kotler and Zaltman (1971) define social marketing as "the design, implementation, and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution and marketing research" (p.5). A definition that has often be cited in the 2000's was Andreasen's (1995): Social marketing is the application of commercial marketing technologies to analysis, planning, execution and evaluation of programmes designed to influence voluntary behavior of targeted audiences in order to improve their personal welfare and that of their society" (Donovan & Henley, 2010 p6). A modified version of Andreasen has been proposed to ad 'involuntary' and also in expanding it to include to make decisions that effect the welfare of others (ibid.). Andreasen, states that though social marketing has a wide domain, is most typically thought to apply to "final customers"—such as teenagers who smoke or parents who need to have their children vaccinated (Andreasen, 2002).

In short, Social marketing strategies in term that refers to the use of techniques that usually are used by marketers to sell 'normal' consumer products like beer or laundry detergent to increase positive behavior such as increased media literacy, waste recycling or and to discourage negative activities such as drunk driving or smoking (Solomon, 2015), thus most scholars regard social marketing a discipline that deals with the peoples core beliefs and values, and its ultimate objective is to influence action and change behavior, whereas business marketing deals with superficial opinions and preferences (Kotler & Zaltman, 1971; Andreasen, 2002).

Since social marketing deal with changing behavior, social marketing is not exclusive about, but have become mostly associated with the non-profit world i.e. public agencies such as health departments e.g. the Danish Health Authority or charities e.g. the Danish Cancer Society. Adrian Sargeant defines non-profit Organizations as "ones that exist to provide for the general betterment of society, through marshalling of appropriate resources and/or the provision of physical goods and services. Such organizations do not exist to provide for personal profit or gain and do not, as a result, distribute profits or surpluses to shareholders or members. (Sargeant,2005 p.7).

Whenever these organizations launch a campaign, it is likely that they have applied marketing tools, normally associated with commercial marketing, to create awareness around their cause or providing information in an effort to change negative behavior to positive (Donovan & Henley, 2010).

2.1.1 The P's of Social marketing strategy

According to Donovan & Henley (2010) there are three major campaign strategies to facilitate the desired behavioral change: To educate (information and skills), to motivate (persuasion) and to advocate (socio-political action). The first two are aimed at individual behavioral change, whereas the latter is aimed at achieving structural change. A marketing campaign should be built up around the desired behavioral change.

Social marketing, as described above, doesn't alter that much from what can be considered as traditional marketing. Just as in traditional marketing, social marketing takes base in the four P's. As marketers of a company has to develop the right *product* and back it by the right sort of *promotion*, and put it in the right *place* at the right *price*, so do planners in social marketing have to view a campaign through the same lenses (Kotler & Zaltman, 1971), though it can be a bit more challenging.

As NGO or public agency mostly makes campaigns to change behavior or attitude e.g. safer driving habits. The organizations mostly don't produce a tangible product to accomplish that (though it is not impossible). In this case the product could be a public educational media campaign or safe driving courses (Kotler & Zaltman, 1971). The core product of a marketing campaign, or the underlying benefit, might be a longer and healthier life (Donovan & Henley, 2010).

Under traditional marketing, price refers to the cost the buyer must accept to get the product. However, price can refer to a number of things under social marketing as the cost also can refer to a psychological price (Kotler & Zaltman, 1971). An example could be that the cost for a smoker of quitting could be the psychological stress, since there is a financial saving in breaking the habit. According to Kotler and Zaltman (1971) the approach of pricing a social product is based on the assumption that the target group performs a cost-benefit analysis when considering investing time, energy and money in a social issue.

Place in social marketing refers to the distribution channels and outlets through which "tangible" product are made available to consumers. An example of this could be in a family planning campaigns, which was the focus points of some of the first social marketing campaigns (Kotler &

Zaltman, 1971), where the place could be the clinic at which the target group could collect free contraception. In case of a campaign concerned health-related behavior, motivated persons should be able to know the place where he or she could access information about e.g. a stop-smoking program (Kotler & Zaltman, 1971; Evans et. al, 2014).

Selecting the right mix of tools to get you message across is an important aspect of both commercial marketing and social marketing. Promotions is probably the most noticeable aspect of social marketing (Evans et.al, 2014) as it is the P of social marketing that aims at to generate demand for the product being offered e.g. by imparting information or change attitudes. This part of the marketing mix mostly concerns itself with the selection of media channels based on the target groups preference (Baines & Fill, 2014). Studies have looked into the dissemination of information in social campaigns, show that promotion of social change campaigns take on varies forms, from print advertising and tv-advertising to agent-based communication i.e. hospital staff or program workers (Evans et. al, 2014).

2.1.2 Behavioral and Attitude change:

There are several perspectives of social marketing e.g. the ethical perspective, sustainable perspective or the customer-oriented knowledge perspective, which deal with ensuring all the necessary information about the target group. All these perspectives are strongly interconnected to each other (Singalah & Laskar, 2015). However, this paper deals with the perspective of the perspective of behavioral change and how the use of social media influencers in a promotional communication perspective can have an impact on that.

As previously described, the ultimate mission of every social marketing program or campaign is to bring about behavioral change in the audience. It tries to encourage its target audience to adopt a clear, specific, measurable action and not just propagation of knowledge (ibid). The behavior-change perspective is very much interlinked with customer-oriented knowledge perspectives. To motivate people to adopt a behavioral change, social marketers need to understand the "customer's" lives and mindset first.

A change is possible if the attitude of the people can be changed. Social marketing not only tries to promote good behavior, but also show disapproval of wrong behavior, if needed (Singalah & Laskar, 2015). Therefore, social marketers choose key behavior that needs to change in order to realize a specific outcome (ibid.) e.g. making people stop smoking. To effect change both benefits and barriers connected with the behavior have to be analyzed and then modified. Benefits motivate people to adopt the new behavior and barriers can discourage them.

Social marketers try to reduce the barriers and increase the facilitators that encourage behavior that improve the quality of life. Again, individual behavior cannot be changed all of a sudden, rather it needs to go step by step. Thus, social marketing can be divided into stages, phased over time' (Hastings, 2007; Andreasen, 2006). Social marketing thus tries to motivate an individual to move towards the next stage of change until the person reaches the final stage of change. Any big change demands a change in attitude attitudinal and behaviour of the people or the community (Singalah & Laskar, 2015).

Theory of Reasoned Action

Theory of Reasoned Action (TRA) provide underpinning conceptual frameworks for understanding and exploring what factors regarding influencer marketing that might affect a young person's behavior and attitude. The theory, which was first proposed by Ajzen back in 1985 (Ajzen, 2011), is one of the most essential and influential theoretical models for predicting human behavior and is heavily used in social marketing and consumer behavior.

The theory assume that people are individuals who are rational in their actions and that their decisions are influenced by the available information. The Theory of Reasoned Action specifies that behavioral intention is a function that is the result of two attributes: 'attitude towards behavior' and 'subjective norm' (Meskaran, Ismail & Shanmugam, 2014). Attitude refers to the person's own favorable or unfavorable attitude towards the behavior. Subjective norm is a function of a set of beliefs termed as normative beliefs (Singalah & Laskar, 2015). Normative beliefs "are concerned with the likelihood that important referent individuals or groups would approve or disapprove of performing the behavior" (Meskaran, Ismail & Shanmugam, 2014 p.308).

Referents may range from one's family, to one's physician, peers or role models such as social media influencers (Lefebvre, 2000). All this can be narrated by an equation:

$$\text{Intention} = \text{Attitude (can be good or bad)} + \text{Norm (can be approval or disapproval)}$$

The idea of social marketing and TRA, is that when a change in behavior is perceived to be 'good', and is 'approved by the family and friends' or the negative behavior is 'disapproved' and 'easier to adopt' then there is a chance of a favorable intention to adopt the change.

Theory of Reason action is of relevance as this theory deals with the perspective on which social media influencers might actually have an influence on, which is both attitude and norm, as social influencers are often trendsetters, especially amongst young people.

In this paper the TRA will function as basis framework for the analysis of why an individual behave or more accurately have the intention to behave in a certain way.

2.2. Social Media:

According to Berthon et al., (2012), “Social media is the product of Internet-based applications that build on the technological foundations of Web 2.0.”. Other researchers have defined it as “the activities, practices and behavior met in the communities which gather to share information, knowledge and opinions by means of conversational environments.” (Erodgmus and Cicek, 2012). The term includes various types of Internet communications as shown in figure 1, e.g. social networking sites (Facebook, etc.); creativity works sharing sites (YouTube, Flickr, etc.); collaborative sites (Wikipedia); user blogs (Cnet.com, etc.); virtual worlds (Second Life); commercial communities (eBay, Amazon.com, etc.); and business networks (LinkedIn) (Simoes & Filipe, 2018). These web sites are increasingly popular with hundreds of millions of users worldwide, making them a new powerful marketing tool. With the emergence of social media, marketing is now a two-way communication channel, where positive and negative communication about brands and companies happens, with or without their permission (Ibid.).

Table 1. Social media landscape

Classification of Social Media	
Online publication of opinions or information	<ul style="list-style-type: none"> • Blogs (personal opinion journals or online information) • Wiki (collaboration with an online content through a central web site, Wikipedia) • Citizens journalism portals (sites enabling individuals to publish online articles or blogs judged interesting to be shared with others, e.g. BlogSpot, Blogger, Digg).
Content sharing sites	<ul style="list-style-type: none"> • Videos (e.g. YouTube) • Photos (Flickr) • Links to other sites (del.icio.us: bookmarking) • Music, diaporamas, product reviews
Tools or sites allowing real time discussions, video-supported or not	<ul style="list-style-type: none"> • Facebook, Myspace, Bebo • Sites targeted to particular niches (LinkedIn or Boompa) a tool to create social networks (Ning)
Tools for micro-blogging or publishing	Twitter, Pounce, Jaiku, Plurk
<ul style="list-style-type: none"> • Tools for social networking • Personal ‘Live cast’ platform 	<ul style="list-style-type: none"> • Friend feed, Socializr, Socialthink • Justin.tv, BlogTV, Yahoo!Live • Mobile version (Qik, Flixwagon, Kytce)
Virtual networking platforms	<ul style="list-style-type: none"> • SecondLife, Entropia Universe, There • Chats 3D (Habbo, IMVU) • For kids (Club Penguin, Stardoll)
Networked games sites	<ul style="list-style-type: none"> • Pogo, Kongregate, Cafe, Three Rings • World of Warcraft, etc.

Figure 1

As it has just been described, social media relates to, as the word implies, the social aspects allowed by the Web 2.0 applications. It's a space where individuals can meet and chat with others who share their same interests have sprouted rapidly and have become a very popular as two-thirds of the global Internet population now visits social media sites (Mustafa & Hamza,). The rapid adaptation of this technology by individuals, groups, organizations, and communities have created a place for online communities and online relationships to form.

The aspect of socialization is a central value of social media networks (Errageha, 2018). Consumers get grouped into virtual communities or tribes around a common interest or passion, which in the context of this paper is considered to be the online influencer. This leads to self-controlling of community members who constantly discover shared interests or ideas (ibid.). According to several studies young consumers have already adopted online social media as an integral part of their life and it is therefore expected that most members of an influencers social media network are part of Generation Z or Generation Y.

Below you will find short descriptions of one of the most popular social media platforms that are important to mention when talking about social media influencers as a possibility to use in social marketing campaign context: YouTube.

YouTube:

YouTube is an American video-sharing website company based in San Bruno, California and was created back in 2005 by Chad Hurley, Steve Chen and Jawed Karim. However, the was bought by Google back in 2006 and is now operating as a subsidiary of Google. Its current CEO is Susan Wojcicki. The site has 1.8 billion users every month and that is from users that have logged on with an account (Gilbert, 2018), in Denmark it equals to 68 percent of the population (DR Medieforskning, 2018). This makes YouTube Google's most popular service and has nearly as many users as the most popular social media site Facebook. Their stated mission is to "give everyone the opportunity to express themselves and show them the world (YouTube, 2019) The motto of YouTube is Broadcast Yourself.

YouTube provides its users to upload videos, share videos, view other videos, add to playlists, comment on other videos and subscribe to people that they like. Some refer to it as a content

community (Heinonen, 2013) As the motto would suggest, most of the videos on the platform is user-generated, meaning that people themselves have filmed and produced have made. However, the site also offers a variety of corporate media videos e.g. TV show clips, music videos, documentaries and movie trailers which do also have a large view share.

YouTube provides an excellent platform for e.g. young people to broadcast themselves and show the world who they are and what they can do. They create vlogs sharing every aspect of their life with their subscribers or play games. Some people gain enough subscribers to become what is referred to as a Youtuber or YouTube celebrity. They are what can be described as social media influencers, who do not appear to be involved with the established commercial system of celebrity culture but rather appear self-governed, independent and authentic. It is among other things; this authenticity can be attributed to play a be a great reason for why people say they trust the advice and suggestions made by a social media influencer (DR Medieforskning, 2018).

This social media platform has its grip in the young generations and as CEO of Gonzo Media says "We live off and with the young people's excitement for YouTube every single day (Buruabiz, 2018). This excitement also shows as YouTube is considered the coolest social network for 20 percent of Teens (Danielsen, 2015).

2.2.1 Social media marketing

Social media channels offer a wide spectrum of opportunities for marketers to reach and influence their target consumers. Social media is shown to enhance information processing ability, increase confidence in purchase decision, increase satisfaction due to the merit of brand name. It strengthens the brand knowledge in the minds of the target audience and signals the substance of the brands where it is being selected as one of the options. These unique opportunities created by social media is that they form strong ties with highly devoted customers, gaining valuable customer insights, while also co-creation through close customer interaction that is favorable for the brand (Kavisekera & Abeysekera, 2016), so where individuals have traditionally been seen as passive consumers of traditional marketing content, they now are gradually being included in influencing the marketing activities traditionally controlled and performed by companies (Heinonen, 2013). Social media marketing techniques tend to focus on creating brand awareness and enhancement of customer retention and satisfaction (Kaplan & Haenlein, 2010).

Seven key benefits accrued from effective social media strategy

Key Benefit	Explanation
1. Enhanced Opportunity for E-Dialogue	Social media engagement enables an enhanced opportunity for an open e-dialogue which is construed as more credible, believable and trustworthy than traditional push tactics.
2. Deeper Understanding of Target Customers	A deeper understanding of target/niche consumers enables the e-retailer to get closer to the customer, which reinforces positive e-dialogue and network effects.
3. Increased Exposure & Reach	This broader web-of-communications increases exposure to customers, which again reinforces network effects, so stimulating increasing levels of e-dialogue amongst existing and potential customers and improving reach.
4. Low Cost Customer Acquisition & High Retention	E-dialogue between existing and potential customers with the brand builds credibility and encourages new prospect attention, enhancing low cost customer acquisition opportunities, and increasing both customer retention and positive referrals.
5. Reduced Market Research Costs & Improved Real Time Data	Social media engagement provides useful real-time market research data, and at the same time reduces market research costs.
6. Communication Effectiveness Improved	Social media engagement maximises communication effectiveness and reduces marketing costs.
7. Positive Impact on Sales Revenues	Social media engagement promotes both new and repeat sales and ultimately supports business survival.

Source: Established from SME pure-play fashion industry empirical case data (See: Ashworth, 2013).

Figure 2 Source: Rowley, Ashworth & McCarthy 2014

The concepts social media and user-generated content have been used semi-interchangeably. One consequence of social media marketing is the possibility of sharing of control and allowing for other party actors - which I not the primary message sender - to access, create and modify content (Fill & Baines, 2014). Examples of this could be users sharing idea and utility of a product on Brand community sites on Facebook or having them write on company blogs.

This type of content is also referred to as user-generated content (UGC). Marti-Parreño, Scribner and Ruiz-Mafé (2015) has a more precise definition “User-generated-content, also called user-generated-media, user-created-content, and consumer-generated content, refers to all types of content, like pictures, videos, or posts, created by consumers and delivered through online platforms like social media” (Marti-Parreño, Scribner and Ruiz-Mafé, 2015 p.221). YouTube videos about product reviews are great examples on companies applying user-generated content in a commercial marketing perspective. As described by Errageha (2018) “They can even participate in the construction of advertising messages” (p. 673).

2.2.2 Social Media Marketing and Social Marketing:

According to Dibb and Carrigan (2013), the development of Web 2.0 and the subsequent digital revolution has opened up many new channels of influence and communication. The traditional channels of communication – newspapers, magazines, radio, television, and billboards which have been the primary channels of communication – remain important especially to reach mass audiences (Dibb & Carrigan, 2013). However, the new digital channels of communication – including Facebook, Youtube, Twitter, Instagram – now offer social marketers the possibility to reach very specific target groups. Furthermore, search media such as Google and Yahoo have also made it easy for most people who are interested in changing behavior can look up large quantities of information on any problem they might have e.g. a person with bad eating habits leading to continuous weight gain can go to an innumerable number of sources to find answers, tips, suggestions. Social media also opens up to more encouragement of user participation in the form of user generated content and the sharing of content (Korda & Itini, 2013)

Literature on social media and social marketing is scarce (which is one reason to produce this paper). Most of the articles written on the subject are concerned with the promotional aspect i.e. channel of communication and the ability to reach the target groups. Others deal with the process social marketers should take in preparation for using social media as part of social market. Thackeray, Neiger and Keller (2012) for example propose a four-step process, involving describing the audience and choosing a strategy to finally deciding on which social media to use.

2.3 Influencer Marketing

In the context of commercialization of social media, product placement or brand endorsement seem to be particularly persuasive because followers often develop an impression of friendship with the influencers they admire. As such, the followers trust influencers and are willing to replicate their behavior and adopt the same choice of products (Audrezet et. al., 2018). This is better known as influencer marketing.

Influencer marketing is about changing the scatter-shot approach that is used in traditional media and chance it into a rifle-shot one, so a company with the use of an influencer target a specific audience, instead of a generic not prospect customer (Brown & Hayes, 2007). As such, influencers can complement traditional branding marketing by serving as a personified presentation of their personal tastes and choices. Therefore, SMIs are particularly attractive to brands, and marketers have started to develop a new communication practice, "influencer marketing," to take advantage of SMIs' content.

2.3.1 Opinion leaders:

An opinion leader is the adjacent prior to the introduction of social influencers. An opinion leader is an individual who has a tendency to and are frequently able to influence purchase decisions and attitudes of others (Solomon, 2015), meaning that opinion leadership happens when individuals try to influence the purchasing behavior of other consumers (Shoman & Ruvio, 2008). Opinion leaders are valuable because their recommendation often carry more weight than others and are also extremely valuable information sources (Solomon, 2015). An opinion leader doesn't necessarily have to be a purchaser of the products he/she recommends. The opinion leaders often attach a certain social prestige from their follower base, which can foster consumers identification with the opinion leader. This makes the opinion leaders message seem more appealing (Ling, Bruning & Swarna, 2018).

Some of the characteristics of opinion leaders are:

- They are technically competent and possess expert power
- They are socially active and highly socially interconnected in their communities
- They tend to be similar to consumers in terms of values and beliefs (homophily)
- Are often first movers

These characteristics make them respected sources of information who possess new and valuable insight, while also being personable and easy for potential customers to identify with. Early literature on influencer communication or opinion leaders goes back to Katz and Lagerfeld's (1955) who developed the two-step flow model of influencer, as shown in figure 1 (a). It proposed that a small number of influencers can circulate information because they can modify the opinions of other people (Solomon, 2015). Thus, opinion leaders have played a pivotal role in marketing communication, as they can provide informal consumption-related advice to others.

2.3.2. Social media Influencer (SMI):

With the advent of the Web 2.0 and social media platforms, opinion leaders found additional places to spread word of mouth messages about product and brands, thus becoming social media influencers. Freberg et.al (2010) regard a social media influencer (SMI) as "a new type of independent third-party endorser who shape audience attitudes through blogs, tweets and the use of other social media" (Freberg et.al, 2010 p.90) a definition that's been adopted in this master thesis. The main difference between online influencers and traditional opinion leaders is that online influencers uses new technology and are inclined to exclusively operate online, rather than in the traditional marketplaces.

These digital opinion leaders are those who use online spaces, such as blogs, Instagram, Youtube and other forms of online social media actively and in a collaborative manner. They can influence people in three main ways: serving as a model to be copied, through word-of-mouth advertising, or by giving advice on purchase and use (Nunes et. al, 2018). SMI's attract a lot of attention from internet users, especially among GenZ and play a key role in word-of-mouth advertising, generating messages and content of use to other people, thereby influencing people's attitudes (ibid).

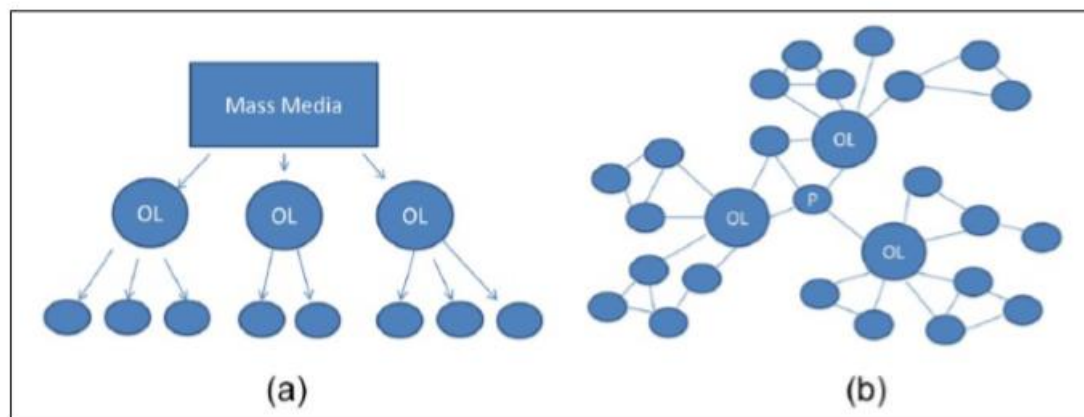


Figure 1. Opinion leaders in the original conceptualization and opinion leaders on social networking sites: (a) opinion leaders in the original two-step flow and (b) opinion leaders and SNS.

Figure 3 Source: Karlsen, 2015

Social media influencers are consumers with a large following on social media that are being used by marketers to promote their brands and engage other consumers. Though it depends on who you ask, an SMI is someone with more than 10,000 followers, shares information about products/services/messages and/or is an expert in their field (Connolly, 2019). Marketers use these influencers in a number of ways e.g. product placements, where the SMI highlight brands in YouTube videos or in Instagram posts, and brand engagement or awareness campaigns (Bailey & Domrose, 2013). A major challenge for brands that aim to apply this type of WOM-marketing, is the identification and selection of influencers who may have a strong enough impact on their target audience and convince them to incorporate their products in their videos or post (Wong, 2014). The role of social media influencers, as it's depicted in the figure (b), is to generate word-of-mouth information exchange between consumer amongst the readers and followers of the influencer, which the companies hope will ultimately increase brand awareness and drive purchase intentions.

The effects of social media influencers recommendations on followers' intention to buy and customer attitude has a been studied and documented far and wide within the field of influencer marketing. SMI's have proven to have impact on influenced behavior and are often more familiar in the mind of young people than mainstream celebrities (Cloonan, 2016). Lim et. al. (2017) established that customer attitude and purchase intention was pinned upon product match-up, source credibility, meaning transfer and to some degree, source attractiveness. Though most

research has focused on the opportunities and benefits of SMI's has for brand attitude and purchase intention, there are also instances in which an SMI can have a negative effect on a brand, perhaps by writing a negative review (Garry & Westbrook, 2009).

One of the most appealing features about social media and SMI's, both in a marketing perspective but also from a consumer perspective, is that the SMI's have the opportunity to and are extremely well at engaging their viewers and have them participate in the whatever they do in their life. An example of this is replying to or liking their followers' comments on a video or post, encourage to engage in the creative process or simply listening and adapting the content to the viewers feedback. They also allow for people to be part of happy or sad occasions in their life, by posting or vlogging about it.

These types of social interaction are a major reason for using social media, and social media have helped to enhance feelings of consumer attachment with celebrities or other online personalities (Kowalczyk & Pounders, 2016). That social media gives consumers the opportunity to feel ever closer to influencers because of the many opportunities to "engage" with them via the internet, as you might do with friends, the feeling of a relationship can. This is referred to as a para-social relationship by scholars (Ferchaud et. al, 2018). Emotions play a part in our behavior and attitude, therefore getting a deeper understanding about the social interaction or relationship between follower and influencer might help an organization anticipate or influence some behavior from followers.

2.3.3 SMI as promotional tool:

As mentioned previously, with the emergence of the internet have brought an enormous amount of information, as consumers are being bombarded with marketing messages by companies. However, most of the marketing messages are being blocked, by what some call the 'wall of indifference' (figure 5.) (Brown & Hayes,

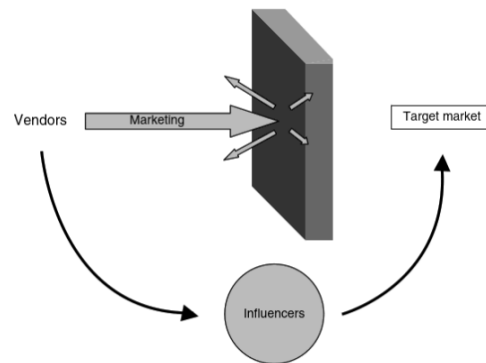


Figure 14.1 Influencers bypass the traditional 'wall of indifference'

2008). Consumer are bombarded with too many messages, for the most part, all look and sound the same. All messages just become noise in the ears of consumers. Marketers need people to shape message in order break the noise and bypass the 'wall of indifference'. Social media influencers are some of those people who can facilitate the intended message around the wall.

The time of traditional marketing outlets e.g. traditional media has lost its previously held place of importance in influencing consumers buying behavior, at least when it comes to the younger generations and the numbers speaks to it. The consumption of traditional TV in the age group of 13-24 has fallen to around eight hours per week, while streaming content such as YouTube is being watched for around 11 hours a week by 96 percent of millennials (Jarboe, 2015).

Other positive attributes other than attraction to younger consumer, online influencers seem to have the advantages of reach over influencers in the traditional marketplaces. While traditional influencers usually reach less than a dozen people, online influencers have the potential to reach a global audience, due to the internet. (Lyons & Henderson, 2005; 319). This makes online influencers considerably more prominent than traditional influencers, simply because they can reach a greater number of people and, as a consequence, reach more of a company's target audience. Compared to a celebrity endorsement promotion strategy, the use of social media influencers is regarded as more credible, trustworthy and knowledgeable due to their ability in building a relationship with consumers (Berger et al. 2016.). Furthermore, influencer market very much builds on the relationships there exists between the influencer e.g. the Youtuber and his or her subscribers.

Counting on this “para-social” relationship to have an influence on the subscribers (consumer target group) behavior and attitude towards a brand or product. “Influencer X is my friend therefor...” or “I trust influencer X in not to promote something bad, thus must the brand be great”.

Thus SMI’s are someone that organizations have chosen because the influencer addresses a desired target group while also fitting the criteria’s the organizations have put forward in their choice of influencer e.g. viewers per month, social aggregator rate or linkages, as indicated in the influencer index algorithm (Booth & Matic, 2011) and the influencer must have been a fit to the set objectives and strategy of the company.

2.4 Word-of-Mouth (WOM):

Depending on who you ask, WOM is either a part of influencer marketing or vice versa. As social media influencers are a type of opinion leaders, who are endorsed to by companies to enable WOM, this paper considers WOM and influencer marketing an integral part of one another.

Word of mouth communication, in its traditional sense refer to the sharing of ideas and has been around since the humanity started communicating with each other. In marketing, WOM refers to the transmission of product information and brand perception (Solomon, 2015). WOM communication is interpersonal communication meaning that it’s from one person to another, in a scenario where the receiver regards the communicator as somewhat impartial (Baines & Fill, 2014).

The personal influence within the process of WOM communication is important. In comparison with an advertising messages, recommendations conveyed by WOM are more robust and impactful, as the message is often perceived as objective, unbiased and trustworthy (ibid.). For that same reason, WOM often comes with social pressure to conform to these recommendations (Solomon, 2015).

With the emergence of the internet WOM is more important than ever as consumers are targeted with overwhelming quantities of information. Since consumers don't have time to sort through all the information, but with WOM consumers have the opportunity to save time by taking advantage of others' search of knowledge and expertise.

2.4.1. Online Word-of-Mouth (eWOM)

Word-of-mouth marketing is a particularly prominent feature on the Internet, since it provides numerous sites for consumers to share their views, preferences, or experiences with others, as well as opportunities for firms to take advantage of WOM marketing. As one commentator stated, "Instead of tossing away millions of dollars on Superbowl advertisements, fledgling dot-com companies are trying to catch attention through much cheaper marketing strategies such as blogging and [WOM] campaigns" (Whitman 2006, p. B3A).

Online word of mouth or electronic word of mouth (eWOM) originates from traditional WOM but is conducted in an online environment, such as web-based opinion platforms, discussion forums and news groups. eWOM can be defined 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*" (Hennig – Thurauet et.al., 2004: 39). Kozinets et al. (2010) explains that social networks have changed traditional WOM because consumers now have a more active role in the communication process and research has shown that consumers who engage with a brand on social media are more likely to extend WOM about those brands (Kowalczyk & Pounders, 2016).

2.4.2 Virality

“Like, comment and subscribe” and sometimes even “Like, comment, share and subscribe” are common phrases heard at the end of SMI’s on the social media platform YouTube. This type of engagement is what drives and spread the video and message, and help it become viral.

When using SMI’s, marketers often hopes that whatever WOM the influencer puts out becomes viral. That something is viral, means that people communicate the content to their peers (Baines & Fill, 2014). In the sense of social media, virality can e.g. be expressed through the number of times a video, picture or post have been passed along from one person to another (WOM).

Virality can also be a message feature e.g. the number of views, likes, dislikes, comments, and can be regarded as an expression of social norms (Alhabash et. Al., 2015) Alhabash et.al (2015) state that viral behaviors such as liking, sharing and commenting are carried out during excitation and exposure to online content. Put differently, commenting on a video might lead to further elaboration of the message, thus to greater involvement with the topic and, therefore, generating greater possibility for offline and online behaviors resulting from message exposure.

Thus, virality of online content can be considered a reflection of acceptance and prevalence of the advocated behavior/attitude or put in the context of the theory of planned behavior, be an expression of the social norm. This means that viral behaviors elevate the message’s importance, resemble personal endorsement of its arguments and, therefore, can more strongly predict offline behaviors.

2.5 Gen Z:

When researching and discussing a phenomenon amongst a group in today's society, it is important to understand that group. As described earlier, the main focus group of this study is what are defined in popular terms as generation Z or GenZ. The term is referring to the group of children born from around the mid-1990's till today (Undervisnings Ministeriet, 2019). This generation has been described as the first truly digital generation and has from childhood grown up with both the internet, phones and social media as an integrated part of their life, and thus don't between regular life and digital life. It is said that the first thing they do when they wake up is to check Facebook and it's the last thing they do before going to bed (Sabinsky, 2013)

The internet seems to play a crucial part in the everyday life of GenZ's. Most members of this group are online multiple times a day, spending up to nine hours a day using the internet from news consumption to online purchasing. However, social media seems to play the most essential part of online usage for members of GenZ. According to a report on the usage of IT in the Danish population, 98 percent of young people in the age group 15-19 uses the internet daily for social media purposes (Danmarks Statistik, 2018a). Kids and teens from GenZ's use a variety of social media. It ranges from Facebook (80%), YouTube (64%), Instagram (51%), Snapchat (63%) and messenger (71%) (Astrid Haug, 2018), they are often present on multiple social medias and use it for multiple functions e.g. GenZ's are twice as likely to consult YouTube than millennials (born between 1980-1995) before making a purchase(The Infographic show, 2018).

GenZ's is the group with the least consumption of traditional media according to a survey by Mindshare (2007). Figure... show that 46 percent of GenZ sees social medias as their primary source of new and 20 percent from other digital sources. This propose a challenge for medias and commercial brands who have a more traditional approach to marketing, in getting contact with this target group.

Furthermore, surveys show that this particular groups, express the great irritation over commercials (Mindshare, 2017). This manifest itself in the fact that 44 percent of Danish GenZ's use ad blockers, compared to 26 percent of all Danes (ibid). Thus, a more organics approach is

needed, and social media influencers provide marketers with the opportunity bypass those obstacles.

The large amount of time spent on online activities by this group also manifest itself in their consumption of SMI content. In a survey from 2016, around half of GenZ's answered that they watch posts and videos from known bloggers and personalities on social medias, primarily YouTube (ibid), a number more than double that of the total population. These, online personalities have a huge influence on the youth's purchase and consumption of products and brands.

Social media influencers such as YouTubers are becoming mainstream and over 60 percent of people between 13-24 said they would buy a product or service from a brand endorsed by a YouTuber creator (Jarboe, 2015). Just as an average of 54 per cent of the same age groups are on social media. Thus, SMI's such as Youtubers seems to have taken over the role, traditional celebrities have in the mindset of older generations.

3. Methodology

In this chapter the methods used for the data collection and the analytical approaches that is the foundation for the research of this paper will be discussed. First, the structure of this thesis and the research design will be presented. In the following section, the methods used for the data collection will be discussed; divided into primary- and secondary data. Here, the choice of doing a quantitative research and will be argued for and how the collected data has been analyzed.

3.1 Deductive Approach and Structure

The structure of this master thesis is a 'direct consequence' of the formulated research question listed in the previous section. This section will provide the reader with a 'common thread' and serve as reading instructions on what they can expect of each of the chapters and sections in this thesis.

This master's thesis will follow a deductive structure. This is based on the idea that chosen theory will be applied or tested using selected methods on a limited amount of data - either collected by the student or others (Ankersborg, 2015; p. 86). Based on this mythological approach, it is logical to have a structure of discussing the chosen theory and selected methods in the beginning of the thesis, followed by a findings section with an analysis of the empirical data based on the theory.

As described previously, this thesis will first be giving a short abstract of the master's thesis by summarizing the purpose of the study, the methodology used, the findings and practical implications before getting into the body of the thesis and introducing the readers to the topic, the problem area, its limitations, the research question and the motivation and relevance for writing about this specific topic. After the introduction chapter, the chosen theory that concentrate on the main literature within the topic area, as well as the selected methods that support in answering the research question are discussed. The following section, the findings of the paper are presented and analyzed on the basis of the collected data and already existing knowledge that becomes the basis of a section on future implications. Finally, the research

question is being answered in a conclusion and recommendations are given for further research of the topic.

The reason for placing the theory chapter before the methodology chapter is that the existing knowledge within the topic area are being taking into account and discussed before moving on to the methodology and the discussion of how this paper be a contribute to the already existing knowledge and though which the will help answering the research question.

3.2 Research Design

The research design is closely related to the research question, as there need to be a logical correlation between the research question and research design, as this is general plan on answering the research question (Saunders et.al, 2015). This is with the purpose of creating and add value to the conclusion. Where the research question informs the readers what it is you want to investigate, the research design instead tells the readers how you want to investigate it (CBS, 2019). Therefore, there needs to be a coherence between the research question and the methodology.

Literature within the field of social sciences, differentiate within two different research design: Qualitative or Quantitative (Saunders et.al., 2007). The former focuses on non-numeric data (words, images, videos etc.) and the latter numeric data (numbers). Based on the research question and what is sought to be investigated, a qualitative research thought more suitable than quantitative. This design is often associated with interpretive philosophy (ibid).

Deductive reasoning, or deduction, starts out with a general statement, or hypothesis based on previous theory or literature, and examines the possibilities to reach a specific, logical conclusion. The method is used to test hypotheses and theories. A deductive approach to empirical research aims at contributing to the empirical field - and in a smaller degree to the theoretical knowledge within the field (Ankersborg, 2017) by combining theories from different academic areas that are related to the topic.

3.3 Data Collection

In this section of the chapter, the methods used for the data collection in this master's thesis will be discussed and how the collected data has been used and analyzed. This Master thesis is based on two types of data collection: Primary data and secondary data. The two different types of data will be described in the following sections, and their quality evaluated.

3.3.1 Primary Data

As mentioned above, this master thesis is based on two types of data collection. The first type of data is primary data, which are data collected by the researcher (Andersen, 2010; p. 151). For this thesis, three semi-structured interviews have been conducted and the transcription of these interviews serves as the primary data in this thesis.

In the following section, you will find the argumentation for doing using a qualitative research approach, how this has been done. The section will also contain a presentation of how the interviews have been prepared and conducted (with the choice of informants and choice of interview technique) and how the collected interview data has been analyzed (with the level of transcription).

3.3.1.1 Qualitative Research and Data

Qualitative research "is a situated activity that locates the observer in the world" and "consists of a set of interpretive material practices that make the world visible" (Given, 2008; p. 312). This practice transform the world, in which the qualitative research "involves an interpretive naturalistic approach to the world" (Given, 2008; p. 312), meaning that a qualitative research investigates things in their natural setting and tries to explain and make sense of or interpret a phenomenon in terms of the meanings that people attach to it (Given, 2008; p. 312).

The qualitative research is based on qualitative data, which are often represented by text material - opposite to quantitative data which are represented by numbers (Andersen, 2010; p. 150) that can be measured and weighed. Therefore, when qualitative researchers refer to data and speak of analyzing data, they mean the participants' spoken words and the assessment of those.

In the problem area it was described that our prior knowledge of the subject matter is somewhat insufficient and that the reality that's investigated is lacking clarity. This has led to an explanatory approach to work, which invites to the use of a qualitative technique in this thesis; as I want to investigate and understand a group of people's actions and attitudes, statistics cannot be used (Ankersborg, 2015; p. 69).

This thesis is sort of a hermeneutic research, as it seeks to better understand the world, we are living in by investigating an observation made. Hence, it is not possible to make use of statistics, as the purpose of hermeneutic and hermeneutic based research is to make a context-dependent interpretation, which requires qualitative data. Thus, it can be difficult to work with quantitative methods in this research, as they will not be able to denote the complexity it is to work with hermeneutic; and therefore not allowing deeper insights into the subject matter, which is a prerequisite for a reliable analysis.

One could consider doing a quantitative research or a mixed method research (based on both quantitative- and qualitative data) as this could provide the research with a new angle. Within this thesis topic and subject, you could, for instance, collect quantitative data by doing a survey/questionnaire. The strength of a survey is that it can examine a larger population (Ankersborg, 2015; p. 82), and thus represent a broader group of people and give a bigger picture. Here, a survey could have been done on the GenerationZ (whom are the main focus of this study) and how the use of a social media influencer as a communication tool in a social marketing campaign affects their perception of the campaign message. This could have given a better understanding of these young people relationship and perception of social media influencers. Does it actually make a difference when using SMI's in social marketing? These insights could have given the research a new angle or an extra dimension.

However, as this study is no quantitative research and it has been determined that quantitative data will serve as a supportive means to the primary as to answer the formulated research

question, no primary quantitative data has been collected by the author. Instead, two semi-structured interviews have been conducted as a means of data collection. The semi-structured interviews as a means of data collection will be described in detail in the following section.

3.3.1.2 Semi-structure interviews:

The primary data source of this thesis is gathered through the use of semi-structured interviews. A semi-structured interview is a type of in-depth interview and "a qualitative data collection strategy in which the researcher asks informants a series of predetermined but open-ended questions" (Given, 2008; p. 811).

It's an interview technique to be used when the researcher - prior to the interview - already has a certain theoretical and practical knowledge about the topic and problem and is interested in researching, but is open to new perspectives and information that an informant can bring and contribute with (Andersen, 2010; p. 169). For this research study, two semi-structured interviews have been conducted.

For all of the in-depth interviews, a written interview guide was developed in advance of the interview is attached in the appendices. The written interview guide was used as a 'self-help' tool for the interviewer to bring for the interviews in order to ensure that all of the right questions, including the right word and phrasing, are asked and that all the relevant topics get covered. This is to ensure that the interviews provide the necessary insights to help answering the research question.

3.3.1.3 Choice of informants

Choosing the right informants is an important step in the preparation leading to the interviews. First and foremost, it is important to consider whom you want to interview and what positions they hold in the fields that's in relation to the formulated research question; and which type of insights they can contribute with to answering this question. Furthermore, it is also important to consider how the informants are linked to each other to ensure a certain level of variation of the insights, which is necessary in relation to the research question. This is also to avoid the analysis to be biased or one sided.

Having that in mind, the informants were chosen based on if they had some common features that would be relevant for the research topic and the initial research question. The topics social media marketing/ influencer marketing and social marketing were identified as being the main topics of this study.

In trying to cover these topics and 'shed light' on them from different angles, it was determined to perform in-depth interviews with one influencer marketing expert and a senior advisor who've worked on a social marketing campaign for the government. Both have declined to be anonymous, which is stated in the transcript.

The two interviewees were previously unknown to the author who reached out to them by mail and on the social network site Facebook. The author became aware of the two interviewees during the research phase of this thesis, as they both were mentioned by name in two separate articles about using social media influencers in social marketing campaigns. The first source is Charlotte Martens, a Senior Advisor in the marketing bureau Advice. She was the strategic leader behind an anti-smoking campaign called ButWhy. She has worked with influencer marketing for 6-7 years and has had a leading role on the social marketing campaign ButWhy for the last two-to-three years. Her role as source was mainly based on her experience with the social marketing campaign.

The second source is Rasmus Fisker, who's a Content & Strategic Director for the Marketing company MediaCom Beyond Advertising. He's been working with social media for 10 years and influencer marketing for the last 6-7 years. Rasmus was chosen because he made a statement to a news media that indicated he had knowledge concerned with influencer marketing. Rasmus's main role as a source was to provide more overall data on influencer marketing.

When citing or quoting the interviewees in the paper, they will be referred to by their surnames: Marten and Fisker

3.3.1.4 Transcription of Semi-Structured Interviews

The conducted semi-structured interviews have also been transcribed and attached in the Appendices of the paper. Transcription "is the process of converting recorded material into text and, as such, is usually a necessary precursor to commencing the analysis of your interview data" (King &

Horrocks, 2010; p. 142-143). This process can be seen as the first step of the analysis, as transcribing the interviews on your own helps you to become more familiar with the interview data you have collected (King & Horrocks, 2010; p. 143).

Both transcripts have been fully transcribed and can be found in their full length in the appendices of the paper. In agreement with the author, the two sources have agreed to have their names mentioned, thus in the transcript their name is mentioned, but the person who is speaking is marked by the first letter in their name i.e. C(hristian), M(artens) and F(isker). Fisker, however have restrained that his statements are for this paper only, and if one would wish to cite him in a news article etc., they should take contact to him and ask if that is permitted.

By request to the author, it's possible to receive the audio recordings

These two in-depth interviews were conducted in Danish and the transcription of the both interviews are done in Danish as well. However, when citing from any of the interviews in the paper, the quotes are translated into English for the reason of readability. As any translation involves interpretation (Ankersborg, 2015; p. 96) and a risk of misinterpreting the informants, any possible

doubt or uncertainty regarding the translation and interpretation of the interviews will be mentioned in the text when quoting and citing the informants in the actual text. Thus, interpretation of the translations is taken into account when quoting the transcripts.

3.3.2 - Secondary Data

In addition to primary data, this thesis also base itself on using secondary data, which - contrary to primary data - "are preexisting data that have been collected for a different purpose or by someone other than the researcher" (Given, 2008; p. 804). Secondary data "may have been gathered originally for another research study or for administrative purposes" (Given, 2008; p. 804). Secondary data can include both qualitative and quantitative data (Saunders, Lewis & Thornhall, 2015). In this thesis, the collection of already existing data material is used to back up the primary data, as well as being complementary data sources that can help explain the problem area and refine the analysis. Therefore, the answer to the research question is based on a combination of primary- and secondary data.

Secondary data in this paper consists of both research data and process data. Research data are data collected by other researchers (Andersen, 2010; p. 159). The author has made use of a variety of research databases e.g. CBS Databases, Business Sources Complete or Emerald Insight, which have been used to collect research data based on previously published research in the form of books, journal articles, reports etc. This type of secondary data which have been produced by researchers, institutions or experts is the basis for the topic area, the defined problem and function as the underpinning theory to help answer the research question.

A second type of secondary data to research data which is data produced by other researchers, is process data. This data is produced in connection with the ongoing activities in the society and organizations (Andersen, 2010; p. 159). Process data can, as described above be quantitative or qualitative. These types of process data will - together with the collected research data – act as support for the primary data.

3.3.3 - QUALITY OF DATA

After the collection of both primary- and secondary data, it is time to analyze it. Here, it is important to declare how these data have been treated in the analysis in order to check for the quality of these data in terms of validity and reliability. This is in very important when doing a qualitative research, as the data is subject to the risk of being biased by the researcher, as he/she personally, can affect the research results when collecting and assessing the data, as significant interpretation elements are involved in the process (Andersen, 2010; p. 209). Thus, it is important to be self-critical of one's own data material and used methods. It is essential not to see a pattern in the data which is not there.

Compared to quantitative data, where there are more clear conventions for the researcher as the answer right or wrong, we simply cannot be sure that our findings (based on a qualitative method) are correct. It can therefore be hard to determine the validity of a qualitative research, as this type of research without being bound by formalities and conventions. However, the possible risk of the research being biased has been taken into account and dealt with by the author during the entire research process. This has been done by continuously trying to remain self-critical of my own collected data material and the used methods. I have tried to be objective in the interview settings by trying to remain neutral in the dialogue and not influencing the informants by asking them leading questions. Thus, the data collection has been treated carefully and with a certain skepticism in an attempt to avoid biased research results.

4. Findings and analysis

In this chapter the findings from the conducted semi-structured interviews will be presented and analyzed with the use of the theoretical framework presented earlier. Here, the theories and theoretical concepts will also be further described when applied and used in the analysis.

4.1 Theory of Reasoned Action and the intention to behave

Social marketers work with a variety of different theories and models within the discipline of social marketing. As already explained in one part of the theoretical chapter, there can be multiple factors and reasons for why people believe and do what they do, but described in the theory chapter, Theory of reason action (TRA) assumes that people's intention to perform a behavior is grounded in the following equation: $\text{Intention} = \text{attitude} + \text{Norm}$

Attitude is a term used in many different contexts and the list of how attitudes are formed is equally as long. This paper follows the definition given by proposers of the model Fishbein and Ajzen that attitude is a function of beliefs about the consequences of the behavior weighted by an evaluation of each outcome (Donovan, 2011; p.18). Ajzen (2011) continues to clarify what beliefs are: "Beliefs reflect the information people have in relation to the performance of a given behaviour, but this information is often inaccurate and incomplete; it may rest on faulty or irrational premises, be biased by self-serving motives, by fear, anger and other emotions, or otherwise fail to reflect reality" (Ajzen, 2011; p.1116). Thus, according to this definition, our attitude is formed primarily by the information we have or think we have about a behavior.

As shown by the equation, the TRA distinguishes between the individual's beliefs related to the object or behavior, and the individual's beliefs about what other people think about the issue, and how others think they should behave towards the issue i.e. normative beliefs (Donovan, 2011). Hence, the Fishbein and Ajzen model also incorporates social norms as an influence on attitudes and behaviour. These subjective norms are based on one's normative beliefs that reflect how significant referent people think they should or should not perform particular behaviors.

In social preparation for a social marketing campaign, a marketer would measure social norms by first identifying all relevant others of the target segments (i.e. friends, workmates, family, sporting club mates, partner, etc.), and then establishing how likely it is that each of these would endorse e.g. the individual switching to reduced-alcohol beer (normative beliefs).

Based on the description above, it can be argued that the part of the equation containing attitude and norm can be broken down and divided into an individual perspective i.e. attitude and a collective perspective i.e. the (subjective) norm.

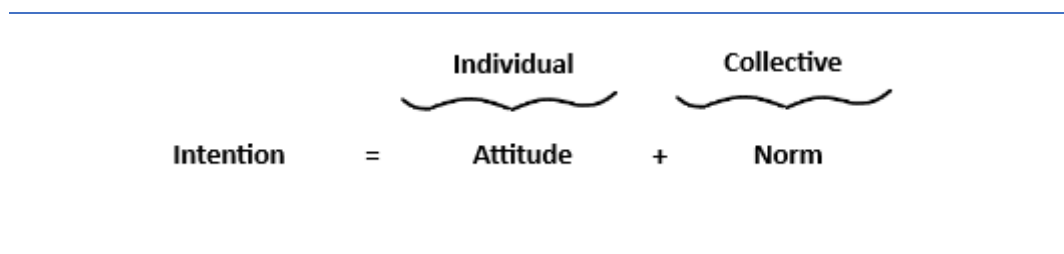


Figure: 6

The equation shows that our intention to do some e.g. buy a product or take drugs is a sum game between our own attitude towards the action and the attitude of our surroundings. What others think about an action might crash with one's own attitude about a subject or a behavior. Our attitude on something are much more likely to influence our behavior, as they by comparison to opinions, are held with a greater degree of conviction (Baines & Fill, 2014). A person might hold a strong positive attitude towards a brand such as Nike which the person acts according to the next time, they buy shoes. The contrary could also be the case. For example, an individual's strong negative attitude towards smoking, can make it so that the person never has an intention to smoke, even though it might be deemed the norm in society.

The way in which the TRA is used in the analysis is as mentioned earlier, as an overall framework. As the TRA is divided into an individual perspective and a collective perspective, so is this analysis. In relation to the part of individual perspective of the equation, the analysis on the role an SMI

might play in a social marketing campaign and how that influencer in a promotional or communicative aspect might help facilitate a change in the belief or attitude.

The part of the analysis concerned with the collective aspect of the equation i.e. (subjective) norm, the analysis will take a promotional angle as well as a behavior moderation angle. In the latter part, the TRA will be supplemented by the Social Learning Theory. This theory is applied to explain why other people opinion about a behavior or product is influencing our intention to behave.

4.2 A fragmented media landscape – where the user is in control

Andreasen (2006) believes that one of the most important characteristics that distinguish a great social marketer from others seeking social influence is his or her slavish attention to target audiences, something which the private marketers are fully aware of. He states that an “audience-centered mind-set ought to infect all social influence programs” (Andreasen, 2006; p.95).

Therefore, since media are often singled out as one of the major factors influencing people’s attitudes and values with respect to products, consumption and lifestyles, an understanding of GenZ’s media consumption is in order.

Although this paper doesn’t concern itself with several of the concerns and thoughts process that is put in by social marketers about developing an effective health promotion campaign e.g. planning and development of a social marketing campaign e.g. the identification of the target public, setting the budget or determine communication objectives – as all these steps of communication are in the pre-campaign process - a short analysis of social medias impact on the subject focus of this paper i.e. Danish GenZ’s is still necessary, as understanding the target group and what media to choose in order to reach them, is essential if you want to get your message across and create a change in attitude or behavior, as described “Once the target group is defined, the social marketer should try to understand the group as well as possible. By understanding its values, activities, interests, and social influences, the social marketer is prepared to develop an effective social marketing campaign. The message will be more effective and can be communicated through media channels used by the target market.” (Wymer Jr., Knowles & Gomes, 2006; p.314).

Until quite recently in human history, the communication and media landscape were between politicians and voters, news writers and news readers or marketers and consumers.

Communication was one-sided meaning that it followed a linear model of communication (Baines & Fill, 2014). This meant that the communicative message from the sender was in a one-way line to the receiver. The linear model and its components are straight forward built constructed in phases and realms of understanding. The source encodes a message that is then sent to and decoded by the receiver. These phases occur in a sequence hence the name the linear model. The ability of communicative interaction in e.g. a marketing sense, came down to technological capabilities as they only allowed for one-way interaction. Promotional tools like mass media i.e. radio and television provided marketers the way to produce the message they wanted to send to consumers.

This provided few ways to interact with the consumers, however it was one of the most efficient ways to reach one's target group, this is also referred to as push and pray marketing (Mahoney & Tang, 2017). *"Push and pray marketing indicates that traditional media campaigns distribute their message to as many people as possible to create awareness-only campaigns. Message producers can only hope that message receivers follow the remainder of the behavior change process"* (Mahoney & Tang, 2017 p.25). This type of top-down linear communication techniques is continued to be used, also on social media platforms like Twitter e.g. by tweeting messages such as "We're having a sale. Buy now!" (ibid.).

The early development and purpose of the internet also referred to as the The World Wide Web or by some referred to as Web 1.0, was consistent with the traditional mass marketing tolls – to communicate to a large audience. Therefore, most online content in the 1990's resembled traditional published mass media material "where users accessed content created by a relatively small number of publishers who had control over the content" (Mahoney & Tang, 2017 p.27). In this period, the success of communicative endeavors relied on the quality of the linkages between the various elements and parties of the process.

However, in the early 2000's a new participatory became more available and average users began interacting with the content, rather than just consuming the it. This new type of technology is referred to as Web 2.0. According to Funk (2009: XII) "Web 2.0 is a landscape where users control their online experience and influence the experiences of others; where success comes from harnessing the power of social networks, computing networks, media and opinion networks, and advertising networks". Thus, Web 2.0 made it possible for people to connect emotionally with others and creatively engage and communicate with others in online communities.

The term Web 2.0 was popularized by Tim O'Reilly back in 2004 (O'Reilly, 2005) and is used to describe the current type of internet technology which allowed for the development of software that enabled mass participation in social and collective (Mustafa & Hamzah 2011). Web 2.0 is the succession of the previous Web 1.0. which consisted of static internet pages and only offered little interactivity. Mahoney and Tang (2017) Web 1.0 is identified as the era where the Internet was used as a one-to-many model.

However, this is different from the Web 2.0 which describe the development of online applications, centered around community and on the degree of interactivity, inclusiveness and collaboration (ibid). This changes the model of communication to a model of interaction. This model recognizes that messages can flow more freely and through various channels, while different people can influence on the direction and impact of the message (Baines & Fill, 2014). In a marketing scenario, Kotler et.al. (2012) summed it up as marketing 1.0 focused on product management, marketing 2.0 is based on the predominance of communitarianism.

As a marketing tool, The Web 2.0 changed the expanded the number of venues and enhanced the possibility for connecting brands to connect with their customers, reinvigorating customer service, support and build relationships e.g. through user groups, message boards, forums, blogs, wikis and social networks such as Facebook (Garry & Westbrook 2009), just as it have made it easier for companies to reach consumers globally. Rasmus Fisker, a strategic director in Mediacom, a commercial marketing bureau said, "Everything has become much more fragmented" (Rasmus Fisker, 2019 appendix_).

He further adds *“Our media landscape has gone from being characterized by a few larger medias, where you are able to have a broader reach, this means that the public was gathered around fewer media platforms, to be a fragmented public which is spread out on all sorts of micro public spheres made up by groups on influencers Facebook and YouTube channels, Instagram profiles made by an influencer or some other group”* (Rasmus Fisker; p.99) All these different social media platforms all serve their own purpose according to Rasmus; *“Youtube is definitely an entertainment or should I say primarily an entertainment channel. It’s the modern television but with many more channels...if you take something like Instagram, it also easy to just say entertainment, but it’s something to pass the time”* (Rasmus Fisker; p99). It thus seems that, while young people today consumes less flow television than previous generations (Danmarks Statestik, 2018a), they’re also a lot more fragmented across multiple platforms, something Charlotte Martens agrees with *“I don’t necessarily know if they spend more time on there, than the Y’s, but they are more scattered”* (Charlotte Martens; p.89).

The dynamic and everchanging landscape of modern media and the creation of new social networks from one day to the next, means that they are just a few clicks away from leaving or joining a new online social group or an engaging in new ways with their peers. *“This have created a situation where there is a – how to put it- click culture or skip culture, which today have made it extremely difficult to attract the consumers attention”* (Fisker; p_). He continues *“Because there ones only were two channels, they then stayed and watched when a commercial came on, and they stayed and watched them until they were done...This was an incredibly strong communication, having their attention for thirty seconds with sound. That almost doesn’t exist for this young target group. You might get three seconds without sound on Facebook or five seconds with sound on YouTube”* (Rasmus Fisker; p_).

As mentioned earlier in the paper, Generation Z is described as the first truly digital generation (Sabinsky, 2013). They have all grown up in the era digital technologies and consider smartphones as well as social media as some of the most natural parts of life. Based on the descriptions by both Rasmus Fisker and Charlotte Martens about how social media have changed the media landscape, as well as how it is used by young people an unclear image of the Danish youth starts to emerge. This generation cannot be considered a monolithic unit of media users, but is instead a fragmented entity, spread across a variety of different social media platforms, where they

consume most of their media, while being clustered together in smaller groups of people with who they might share similar interests. However, something that is shared by the Danish GenZ's is that 98 percent of them (age 15-18) present in one way or another on social medias networks (Danmarks Statistik, 2016b), making the internet the obvious place for social marketers to engage with this age group.

With the Web 2.0 came a liberalization of the internet and the possibility for everyone to create messages, videos and music. A consequence was a free market of content creation came a new type of independent third-party endorser who shape audience attitudes through blogs, tweets and the use of other social media. Today around fifty percent of youth says they watch posts or videos from known bloggers or personalities on social media – primarily YouTube – which is more than double than the rest of the Danish population (Mindshare, 2017). This suggest, that social media influencers e.g. Youtubers and Instagrammers are the obvious media tool of communication for social marketers who wants to reach this segment, thus making it relevant to explore how aspects of influencer marketing can affect behavioral and attitude change amongst Danish GenZs'.

With the emergence of these new types of influencers came a new type of marketing, influencer marketing. This according to Fisker (2019) is about reaching an audience which is difficult to reach on other media platforms. As the Danish youth seem to so fragmented in their use of media, mostly using online medias, while around half om them are watching posts or videos from known bloggers or personalities on social media, a quick analysis indicates that overall reason for using social media influencers in a social marketing campaign, is to get the message to the audience where they are using time i.e. on social media.

4.3 The irrationality of youth and Health Promotion

When talking about the Danish GenZ's, Martens states "...There is written a bit about them as being a tormented generation, they are very worried and places great demands on themselves. They feel very pressured about performing on every parameter, and that's has a lot to do with Instagram or has to do with it as it present a picture that everybody else has a cooler life...They are incredibly sensible and think about the future a lot, so they're sensible about wanting good grades

so that they can get accepted into University Courses. They also want to buy a house. So, they are thinking about things I myself wasn't thinking about when I was 16." (Martens, 2019; Appendices p.92). The statement paints a picture of a generation, that is sensible beyond their years with a determination to achieve its goals and with its gaze fixed at the future. This generation is also the one with the greatest access in history to information about the consequences of unhealthy habits, as well as policies to deter them from performing that behavior e.g. pictures on cigarette packs and years of health education and promotion. Thus, it might be confusing and contradictory to that image, that the Danish youth is still with the highest alcohol intake in Europe (Ertmann, 2018) and 25 percent of the segment is smoking.

The education and promotion of health has taken up a huge part of social marketing literature, that it has almost become a synonym with the discipline. Health education and persuasion are goals aimed at changing the individual behavior, while e.g. social advocacy is aimed at achieving structural change in society e.g. at the social, physical and legislative environmental levels (Donovan & Henley, 2010). We can distinguish education or providing information and motivation or persuasion in much the same way that health education can be distinguished from health promotion.

Health education involves the provision of information in an objective scientific manner, where the target audience is left to themselves to make an informed and rational choice. This can be by providing statistics about that drinking too much, eating unhealthy or smoking increases your changes for cancer or heart diseases by this or that percentage. Education can be effective tool in achieving behavior change however, only providing information is often insufficient to bring about the sought-after behavior change. Persuasion instead involves the provision of information, products and services so as to directly influence the target audience to adopt the source's recommendations.

In health promotion, the ill health effects would be dramatized in an attempt to increase the target audience's perception of the severity of the illness and the likelihood of personally being afflicted by the negative consequences e.g. by stressing that quitting smoking would vastly reduce if not eliminate the possibility of suffering a smoking-related illness and offer nicotine replacement products (ibid.). This approach is the one most taken by social marketers when planning the message for a campaign. This is why, this approach is the main approach discussed in this thesis.

According to Donovan and Henley (2010) when working with health promotion, a commonly used tactic in social marketing campaigns is the use of fear appeals. These sorts of appeals are based on behavioral learning theory which hopes that the use of a threatening message arouses fear (or some other unpleasant emotional state) in the mind of the individual. This fear or emotional state is then reduced by the decision to adopt the behaviour as that will avert the threat. This is also referred to as the 'fear-drive model by some researchers Thus, *"adoption of the recommended behaviour leads to fear reduction which reinforces repetition of the behaviour."* (Donovan & Henley, 2010; p.110). This theory is based on the assumption that fear or a threat appeal can be a strong deterrent for our intention to act. The use of fear appeals are especially common in a number of health areas, particularly anti-smoking, illicit drugs, sun protection or road safety. This appeal type is also not uncommon in commercial advertising and is particularly used in commercials for insurance.

However, according to Martens (2019) these sorts of appeals are of little to no use if the target group of social marketing campaign is primarily young people, she states *"They (GenZ's) all know that it is unhealthy, and there will be those who walks around joking that they don't recognize it, but they also know it as well. And we did talk to them about the images on the cigarette packs and such things. And they are infinitely indifferent towards them. Because they do know it's unhealthy, but it is also too abstract to them that they might get sick far out in the future. They are also 100 percent sure that they will be able to stop at any second, and therefore not a present concern to them. This is why we decided not to use this sort of tactic and go a different direction."* (Martens, 2019; Appendices p.92).

The statement by Martens, is according to the Health Belief Model, a clear example of why a segment like the youth is one of the hardest groups to effect and persuade when it comes to unhealthy behavior. The health believe model is one of the earliest behavior models developed within the field of social marketing and is one of the most widely used theories amongst public health practitioners (Lefebvre, 2000; Donovan, 2011). The model is used to explain why people participation or non-participation in e.g. vaccination programs or added to the theory more recently, why people do or don't make lifestyle changes.

The core components of the health belief models revolve around perceived susceptibility i.e. the subjective perception of risk of developing a particular health condition, the perceived severity i.e. feelings about the seriousness of the consequences of developing a specific health problem and the perceived benefits of the recommended behavior i.e. the individual's perceptions that the recommended behavior will avert the threat (Lefebvre, 2000; Donovan 2011). Thus, an individual is a lot more likely to take up exercising at the local gym if they believe that they are at high risk for diabetes.

And as the statement above shows, at least when the subject falls on smoking, the experience by a Chief Strategist who have been working on a social marketing campaign is that young Danish GenZ's are not worried about the long-term damage of unhealthy behavior.

Although, the application of a fear or threat appeals in a campaign have shown to be effective in some cases (Donovan & Henley, 2010), it seem to be less effective when the targeted segment group is young people as Martens states *"Because they do know it's unhealthy, but it is also too abstract to them that they might get sick far out in the future."* This is consistent with Donovan and Henley (2010) that states *"the question is no longer whether fear appeals can be effective, but when and for whom fear appeals are effective"* (p.111).

Thus, the message when using social media influencers in social marketing campaign concerned with health promotion towards young consumers should not focus on the threats towards the youth's future health as this seem like a too abstract concept for the youth in the current GenZ segment.

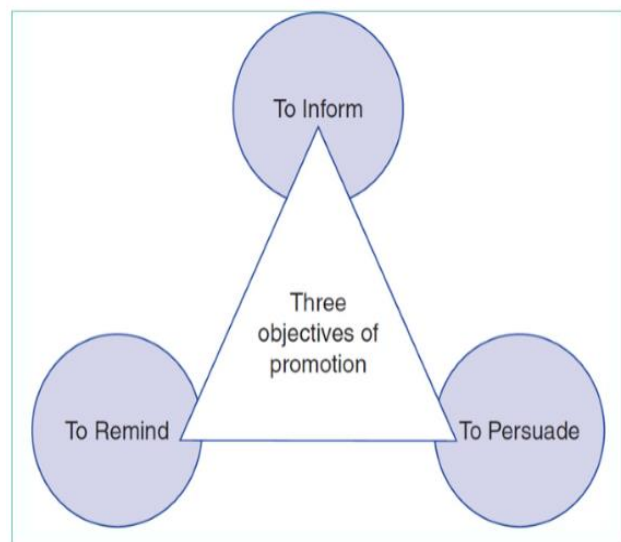
4.5 Triangle of promotional objectives

When dealing with social marketing such as health promotion or just plain normal commercialized marketing, the promotional aspect refers to *“any activity of an organization that intends to inform, persuade, or remind its target publics about the organization or its offers, when and where they are or will be available, and other pertinent information the target market may need in order to change its feelings, beliefs, or behavior”* (Wymer Jr., Knowles & Gomes, 2006 p.152.). As described previously, this aspect of social marketing is part of a campaign that is noticeable to the publics and to some people also one of the more important ones. This is because, regardless of what a non-profit offer, if the targeted segment of a campaign is not told about an offer and they have to guess where and when the offer is available, it is very likely that the campaign will not succeed.

The objectives of promotion should derive from the from the non-profit organization’s objectives, and as indicated by defined role of promotion, these objectives can be boiled down to inform, to persuade, and to remind (ibid.).

A promotional objective to inform target groups can be about the availability and characteristics of a new benefit program or a new offer or informing about the nonprofit organization itself to increase its brand awareness. An informational message might also be ideal approach, if a nonprofit is trying to reach a new target market.

(Figure 7. Source: Wymer Jr., Knowles & Gomes, 2006)



The second purpose of promotion is to persuade target publics to use the nonprofit's offers rather than offers from another nonprofit or it can be to persuade young people to stop using other offers e.g. stop smoking. Persuasion may result in an increase in demand for an existing offer. In a case of wanting to change the targets groups unhealthy habits this could be e.g. to persuade an

alcoholic to participate in an alcoholic anonymous group meeting. The final and third purpose of promotion is to remind target publics that a nonprofit organization or its offers are available to the public. One reason to remind people about the organization might be if a nonprofit has been around for a long time or if one of its offerings has reached the mature stage of the offer life cycle. The nonprofit might then find itself in a situation where many of its target groups has forgotten about it or they moved on to donate or volunteer at other, newer nonprofits. The objective of remind could also be about reminding the target group that some actions are still unhealthy.

4.6 Source credibility of influencers

Following the TRA equation, our attitude is a function of beliefs, which in turn reflect the information people have in relation to the performance of a given behaviour (Ajzen, 2011). This information can come from a variety of sources. It might be information obtained from previous lived experiences e.g. drinking too much beer over a long time made me fat, or it might be information obtained from other sources e.g. seeing a social campaign that tells the audience that drinking too much has the negative effect of increased weight gain. In the latter example, what affect our beliefs is if we trust what we're being told is correct i.e. is the source credible.

Regardless of the message of a social marketing campaign has the objective of informing the young generations of the dangers of smoking, reminding them not to drink more than the government suggested unit limited at the next party or if it is simply to persuade them not to do any of those things and regardless if the message is promoted in the form of traditional television commercial, printed pamphlets or social media, the source plays an import role if the receiver ends up accepting the message or dismisses it, as Solomon writes "Under most conditions, the message of the source can have big impact on the likelihood that receivers will accept it" (Solomon, 2015; p.343). Thus, the source and how credible he or she is perceived is an important aspect to keep in mind when planning a social marketing campaign. In marketing this is referred to as source credibility.

Donovan and Henley explain that “when implementing a communication campaign to create awareness of, and positive attitudes towards a concept, the first step of the campaign should focus on issues where there is most agreement between the target audience’s attitudes and beliefs and those of the campaign source. Approaching the communication process from a point of common agreement also builds source credibility and trust, and hence some form of commitment to the source and the message. This approach provides a favorable context within which to neutralize negative attitudes and beliefs, and to create positive attitudes and beliefs from a neutral position.” (Donovan & Henley, 2010).

Source credibility refers to a communicator’s expertise, objectivity or trustworthiness. This aspect of marketing relates to consumers’ beliefs that a person used in a marketing purpose is competent and that he or she will provide the necessary information that we as the consumers need to evaluate a product (Solomon, 2014). One of the most used ways of gaining credibility is borrowing it from other sources e.g. experts or especially a celebrity to endorse one’s message. According to Fisker, if the target audience being the young people of GenZ, SMI’s appear to be a great source of credibility for marketers to tap into *“It’s good from a commercial perspective, because it represents trustworthy communication, which is something you pretty much can’t buy – and there is almost nowhere where you can buy friends of a specific target group to influence them, which is something you actually do with influencers”* (Fisker, 2019; Appendices p.108). According to the statement by Fisker, the root to the source of a SMI’s credibility in the mind of the Danish youths lies in their perception of having some sort of friendship with them. This is a subject that will be touched upon later in the analysis.

The credibility of the source of a message is very important to have in mind when choosing one’s marketing communication because people tend to believe messages more if they’re transmitted by sources that are considered highly credible and this allow for information transmitted through them to be accepted more easily (Hunh et al., 2009). This is also the case of social marketing.

In social marketing most campaigns are government funded – however theorist suggest that government branding of a campaign could reduce source credibility, especially with a skeptical target audience. For young people, the mentioning of a campaign being brought to you by this governmental organization might not pose a credible source and instead make the message of the

campaign appear paternalistic. Or maybe the organization just don't have a presence in the mind of GenZ's.

This paternalistic approach was according to Marten something they in ButWhy was trying to avoid "we had a long talk about it with the Danish health authorities in the beginning of the campaign, and *the most obvious was to use someone who isn't a smoker, but we had a wish to avoid taking this holy approach by just choosing a lot of non-smokers*" (Marten; appendices p94).

Drawing on the power of famous people to circumvent the above obstacles is not a new thing, both in commercial brand campaigns, as well as social in social marketing campaigns e.g. when the Danish actor Thomas Bo Larsen was used by the Danish Health Authority's (back then) in their yearly week 40 campaign – 'Stop før 5' (Stop before 5) an alcohol awareness campaign, back in 2015 (Uge40, 2015). As familiar faces to the public, they have been found to increase the awareness of firms advertising endeavors and enhance both a company's image and brand attitude (Solomon, 2014).

However, as already established earlier, traditional celebrities don't hold the same standing in the mind of the younger generation, as they might do in the previous generations. Some studies have even shown that 70 percent of all teens trust influencers more than traditional celebrities (Knightley, 2019), Furthermore, the data also show that six out of ten teens would rather follow an advice from a social media influencer over one given by a celebrity.

4.6.1 Different degrees of Credibility

With the emergence of social medias and its intensifying the recent years, has meant that when social media is its early days was primarily inhabited by what can be characterized as 'regular' people, today even mainstream celebrities has twitter or Instagram profiles to engage with their audience. This means that by a simple definition of a social media influencer being a person with a certain number of followers on any given social media platform, then pretty much every mainstream celebrity might be considered a social media influencer. On the other hand, some social media influencers have become so big and mainstream that they might be considered a type of celebrity, sometimes they become even bigger. Probably the best example of a social media

influencer who have become bigger than even some of the biggest sports- or movie stars is the Swedish Youtuber Felix Kjellberg better known under his pseudonym PewDiePie. Kjellberg is the most subscribed to private individual on the YouTube platform with more than 100 million subscribers (Youtube, 2019) and 20 million on his Instagram profile (Instagram, 2019). While not reaching the same number as Kjellberg, it is not uncommon to see social media profiles on especially YouTube with more than ten or 20 million followers and it can therefore be argued that some social media influencers have become so big that they themselves can be categorized as celebrities, at least that seem to be case amongst the young generation.

It thus might be relevant to try differentiating between influencers see if different segments have different an impact on their endorsement effect. The association of National Advertisers (ANA) in the United States of America differentiate between influencers based on the number of followers they have accumulated categorizing them into groups: Micro influencers – which are people on social media with 50 to 25.000 followers; Mid-level influencers – which have a follower pool of 25.001 to 100.000; And Macro-influencers – which have more than 100.000 people following them (Conick, 2018).

This is similar to the Fisker and Marten. Data collected from the interviews with Fisker and Martens tells that both sources work with an influencer model similar to each other, and as the ANA also bases them on the number of followers that a social media influencer have. Since both interviewees are working within the confinements of Denmark, this paper will refer to their triangle model as this thesis deals with social marketing campaigns targeted the Danish youth of GenZ's by Danish organizations. One source explains *"We work with a triangle containing three different types of influencers. In the top of the triangle is the ones that's called, or this might differ, but I think we call them mega influencers – which are they largest ones. Those are the ones that will typically be known for something else as well, such as singers, actors and tv-host. Then we have the middle layer in the triangle, which is the medium sized influencers. Those are typically bloggers and youtubers – more classical influencers that as time has gone by have become relatively big. In the bottom of triangle is the micro influencers. Though different from whom you ask, they range between a max of five or ten thousand followers. Those are people with a smaller following are often specialized within a niche, making them someone people follow because they also are interested in that niche"* (Martens, 2018; appendices p.90). Fisker expands the triangle or

pyramid, as he puts it, with a higher tier of celebrities. He elaborates that celebrities are at the top of the pyramid, just under that is the mega influencers, which is then followed by macro influencers and at the bottom is micro influencers. The two triangles or pyramids is a depiction of both descriptions by primary data sources

He further expand that social media influencers can be further expanded into smaller categorical segments per se *“There are some who can be extremely strong within specific segments, that might be the beauty category, some can be strong within segments such as lifestyle and culture, music or gaming”* (Fisker, appendices p._). However, that categorization has nothing to do with the size of the influencer, as some of the largest influencers e.g. on YouTube are within the beauty category. Furthermore, while specialization within a small segment of beauty can have an effect on source credibility within different commercialized segments, and which still have an overlapping effect in the case of a social marketing campaign, as some of the credibility they have obtained from their expertise e.g. with the beauty segment can have a carryover effect and help change attitude or behavior in a social marketing context.

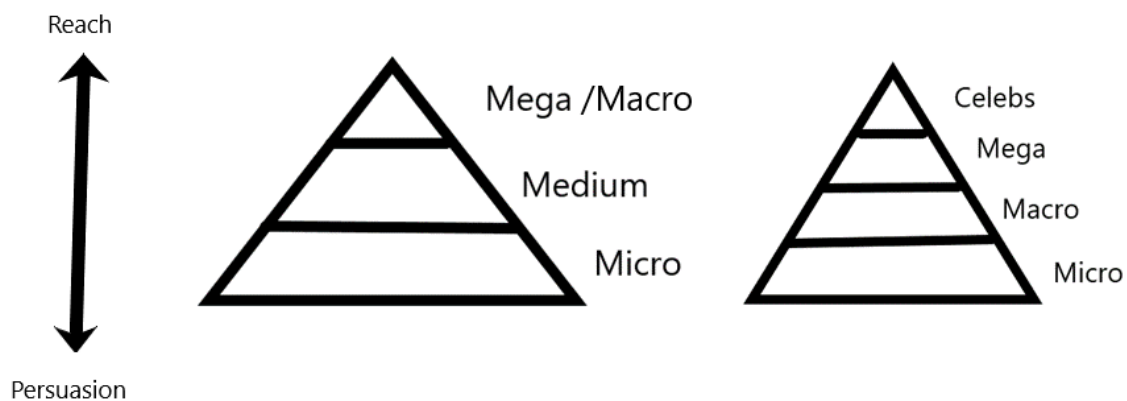


Figure 8 Source: Martens & Fisker (2019)

According to Fisker (2019) *“the higher up the pyramid, the more reach you gain, however the further down you get, the credibility you gain”* (appendices p 100). This is backed by Martens (2019) who based on her participation on an anti-smoking campaigns elaborates *“We used Geggio, her from the Bruggen (a danish tv-show), the first year of the campaign and she draw a lot of attention and we got a lot of PR by using her. However, it is not people like her who ends up*

changing any behavior because a lot of their fans gradually have become used to them being sponsored by all sorts of things. So, their credibility might not be as high as micro-influencers". She further adds *"Well, a micro influencer is of course not going to draw any broad PR, as it is not interest a story that they participate in a (social marketing) campaign, but instead it can be said that they have a completely different proximity and a completely different credibility to their name when it come to their fans and followers"* (Martens; appendices p90). Based on Fisker's statement, an arrow has been added to the left side of the pyramids, to show that the impact of the social media influencer changes based on the size of the social media influencer.

Based on that division of social media influencers and the role a social media influencer seems to also change proportionally to the size of the SMI. As stated by both Marten and Fisker, SMI's that have grown to a certain size, which means they've gained a certain number of followers, loses some of the behavior changing ability and credibility that smaller SMI's have, while instead achieving greater reach. Having greater reach makes sense, as the number of followers allows for a greater audience to receive the communication in a social marketing aspect. The loss of influence on behavior can according to Martens be explained by the followers getting used to the SMI promoting sponsored content *"It's typically not them (big SMI's) that changes any behavior. This is because many of their fans have grown accustom to them engaging in varies forms of collaborations. And they're often on the cover of all sorts of things. So, though I wouldn't call them untrustworthy, they don't possess the same credibility as the micro influencers"* (Martens; appendices p.90). Thus, it can be interpreted to mean that a SMI who frequently engage in commercial partnerships, loses some of their credibility when making endorsements.

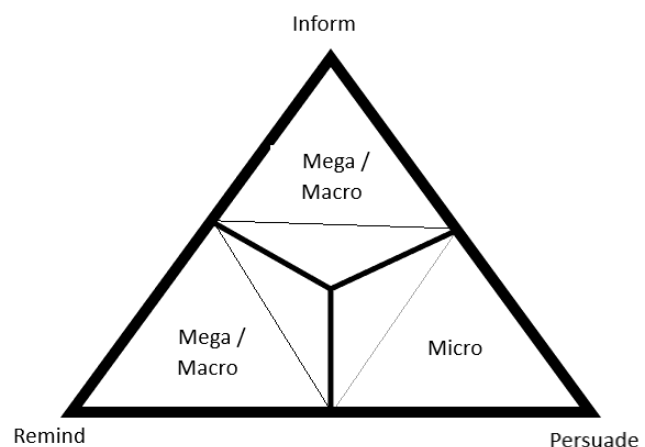
Though the tendencies described in the model is both accepted a fact by Martens and Fisker, one has to be reminded that larger SMI's and traditional celebrities can still be trustworthy and hold great persuasion over their followers and fans as Fisker explains *"There is a big difference between using Remeo or Svend Brinkman as communicator. Svend Brinkman is an incredibly trustworthy source and he is also a celebrity and influencer in some degree. However, he probably doesn't do that many commercial partnerships"* (Fisker; Appendices p.100).

As the just analyzed data show, there are different segments within the discipline of influencer marketing and the decision of what type of SMI a social marketer should use in a campaign should then depend on the objective the marketer desires to achieve with the social campaign. If the objective of the campaign is to inform the Danish youth about the danger of a certain behavior or inform about a new health program, the Mega or Macro sized SMI's seems to be the ideal choice. These SMI's has a size that allows for communication to reach a large part of the audience. These types of influencers also appear to be ideal when the objective is to remind the target group about whatever it is a non-profit or public organization wants to remind them of. However, if the goal is to persuade the audience to e.g. change behavior, choosing a micro influencer appears have the greatest change of success, based on the figures above. This is because micro SMI's have appears to have a closer relationship with their following. As Fisker tells *"it might be that the person only has five or seven thousand followers, in return they 25 followers who believe that person in a religious manner. He or she has very high level of credibility"* (Fisker, Appendices p.101). They also to a lesser degree appear to engage with sponsored content. This in turn makes a message or brand endorsement even more credible when they then make sponsored content.

Based on the description of triangle of promotional objective in figure 7 and the pyramids of SMI's as shown by figure 8, a new model is proposed by the author, which is shown to the right (figure 9).

The model indicated that if the objective is to remind or inform, then making use SMI's in the size of Macro- or Mega influencers seem most appropriate, while

Micro influencers make a more effective promotional and communicative tool if objective is to persuade the target audience to change behavior. The thin lines between the internal points of the pyramid, indicates that the role of the SMI isn't entrenched. The role of the micro-influencer can still be to inform his/her follower base, just as the mega-influencers can persuade his/her audience.



4.7 An Authentic Message from an Authentic Personality:

According to Baines and Fill (2014) promotional communication can drive us change behavior if the message is right and hold a perceived value to the audience – thus sending the right message, that can be understood and responded to by the audience. Donovan and Henley (2010) states that “getting the right message involves identifying what message will motivate the target audience to adopt the recommended action” (p.122). This entails an insurance that the message content takes into account the target audience’s initial knowledge, beliefs and attitudes, and has the capacity to shift beliefs, attitudes and behavior in the desired direction (Donovan & Henley, 2010). The right message therefor entails an ensuring that the way the message is presented attracts attention, is believable, relevant, understandable, arouses the appropriate emotions and should not lead to counterarguments.

Mahoney and Tang (2017) states that *“a strong media messages are able to influence human behavior, but only if they speak to the goals and experiences of their audiences. Consumers have their own preferences and life experience, and the more that they are able to identify with media messages, the stronger that the message will speak to them.”* (p.14). According to them, though the media is able to reach a mass audience e.g. TV or Facebook, the audience don’t like being seen as just a member of a large homogeneous crowd. This is fitting with the segment of GenZ, which is a group with focus on the individuals needs and talents, and who’s focus is more about an individual approach but in a social context (Levinsen, 2011). However, the efficient and cost-effective nature of disseminating messages through mass media is making the content less individualized, thus proving less persuasive in regard to GenZ’s. Social media has made it easier than ever for marketers to integrate these two approaches.

Studies have shown that what the young people of Generation Z, liked about social media influencers e.g. Youtubers, was that they gave them intimate and authentic experience. When they compared them to traditional Hollywood celebs, the SMI’s separate themselves by being perceived to have a more genuine form of humor, less polished and without any sort of ‘filter’. They also see SMI’s as being more risk taking in expressing their creative and playful personalities, as well as sharing their life for the better or worse. It is this type of authenticity which is associated

with SMI's that the young people can relate to and identify with their experiences and emotions (Mindshare, 2017). This is despite the audience never themselves have experienced the same as the SMI.

This is an important quality and it is this authenticity that a social marketer borrows when using SMI's in a campaign instead of e.g. traditional celebs from the top of the pyramid from earlier. This is because people are more likely to model a behavior if they identify with the person they are watching, and if it results in valued outcomes (Mahoney & Tang, 2017). Audiences may not necessarily need to experience those same behaviors as the SMI in order to make a change in their own behavior. Instead, they see that someone with whom they identify enjoy success when behaving in a certain manner, and that experience therefor becomes a part of their own cognitive process (Bandura, 2004).

Going back to Martens experience when choosing influencer for the anti-smoking campaign "*We we're also allowed to work with some had smoked before and then stopped, this is because they can still relate to and think back to why they began smoking, stopped and how difficult it was and what they think about it know*" (Martens, appendices p.95). Using SMI's that have experienced what is good and bad about smoking, is adding authenticity to the message, which according to literature, increases the possibility of adopting and comply with the message.

Thus, using influencers to tell about their own experiences have multiple positive outcome when it comes to social marketing campaigns. One of the positive outcomes is regarding the message. In commercial marketing communication, as well as social marketing success relies on the audience's acceptance of the message is important.

4.7.1 One-sided vs. two sided messages:

Social marketing campaigns often relies on great arguments for why not to perform a particular action or why they should do it e.g. get you kids vaccinated because the reduced risk of decease or don't eat too much fatty food as if increase your risk for heart diseases. These types of campaigns use valid arguments that relies on and provides solid information to the target audience. However, these types of campaigns often only use one-sided communication. A one-sided message is proposed by some to be seen as more biased by those who are aware of opposing arguments (Belch, 1983). The bias and one sidedness of a social campaign message might make the it come off preachy.

"Many of those campaigns made by social marketers is often of a type that talks down at you from some sort of moralizing ivory tower. This is because there some rules for what they can and cannot say. That's not the case for Geggo, she can just tell how she feels. She is allowed to say "today is fucking tough so I smoked a cigarette, but I know I'm not really supposed to...so she can sort of frame it with some words that is honest and credible which put her on the same level as the audience." (Fisker, 2019; Appendices p.107).

Using influencers allows the marketer (who might be limited in what he is allowed to say) to use two-sided messages rather than one-sided messages (e.g. accepting that smoking can be enjoyable, used as a social facilitator or as a stress releaser like in the example above from Fisher,). This reduces the lecturing, which as discussed earlier, doesn't seem to have the desired effect on this segment audience. It also pre-empts potential counter arguments that might otherwise distract from the message which as a consequence could lead to a decrease of source credibility and hence rejection of the message (Donovan & Henley, 2010). This, according to Fisker can be a big influence in affecting and inspire change in the attitude and behavior of young people

"...Wasn't it Geggo who at some point tried to stop smoking on her channel and told everyone about? That is super credible. Like, she told about when there was a problem and why she relapsed and so on. I absolutely think that could inspire other people to stop smoking, much more effectively than some campaign picture on a cigarette package of a man who had his entire face open – like a giant wound because he smokes" (Fisker, 2019; Appendices p.107).

Using SMI's and having them making these types of promotional message means that there is a possibility losing some of the control a brand retains by e.g. using a TV- or print commercial (Fisker, 2019) is one of the drawbacks when using social media influencers, and you have to make compromise when the SMI to keep some of their authenticity.

Martens agrees that authenticity is important but also stress that it is possible to let the SMI be authentic to him/herself and be authentic to the content style they usually have, all by the same time keeping some control over the message of a campaign *"I don't think the message is distorted because we provide them with a brief that gives them a clear framework to work within if they want to make a video or if they write something or take pictures. But is the case that they should be allowed to be authentic and faithful to how they are daily."* (Martens, 2019; Appendices p.96).

4.8 How the relationship between SMI's and Subscribers can influence behavior

The relationship between sender and receiver plays a crucial role in our acceptance of a message and whether or not we decide to act on it (Kapitan & Silvera, 2015). Data show that 77 percent of all consumers would take action following an endorsement or recommendation from family and friends, when compared to traditional television and magazine advertisements, when it comes to a commercial decision of buying consumer products (ibid). Although this paper doesn't seek to explore commercial marketing, this statistic shows that friends and family play a crucial role when we form our beliefs and attitude towards something, and people value the opinion of our immediate surroundings.

An effect of social media is that it allowed for the opportunity of enhancing the feelings of consumer attachment with celebrities and other idols. Consumers now feel closer to celebrities because of the many opportunities to "engage" with celebrities via the internet, particularly social media. Prior research suggests technology has increased the consumer interest in celebrities (Stever and Lawson, 2013).

Since social interaction is a major reason for using social media, and social media have helped to enhance feelings of consumer attachment with celebrities or other online personalities (Kowalczyk & Ponders, 2016). Consumers now have the opportunity to feel ever closer to influencers

because of the many opportunities to “engage” with them via the internet. As described earlier, emotions play a part in our behavior, therefore getting an understanding about the social interaction or relationship between follower and influencer might help a non-profit or public organization understand how the use of social media influencers can help facilitate change amongst their young followers.

Cullen and Morse (2011) suggest that the act of creating an account on a social media platform, constitutes an active and purposeful inter-action, and therefore visible participation is not required in order for a user to be considered engaging in a relationship. Building on this is Ferchaud et.al. (2018) who by looking at para-social interactions and youtubers, stated that since subscribing to a YouTube channel requires creating a YouTube account and the going to the influencers channel and press subscribe, this can be attributed that the action represents more than a one-time endorsement of a single video, but demonstrates that a user desires a continued engagement with that YouTube personality.

This engagement is today easier to facilitate than ever before. Social media provides followers of influencers, as well as the influencers themselves to engage with each other to both parties benefit. Social media allows for its users to subscribe to or like a video or picture indicating that they approve of what the influencer is doing and saying– they can even write a comment to the influencer, which depending on his/hers size, might give a ‘like’ in return or even reply back.

“The influent might express some values, you as the consumer looks up to. So, in that sense social influencers are micro versions of the idols people had and duplicated just like with Cristiano Ronaldo. The difference is just that now they can get much closer to this person as (influencer) and that sort of create an unbalanced relationship, yet there is some friendship relation to some degree” (Fisker, Appendice p.). This is referred to as a para-social relationship.

Para-social relationship or para-social interaction is a concept developed by Horton and Wohl (1956) to describe the phenomenon by which television, radio, and cinema audience members develop one-way relationships with mediated personalities (Ferchaud et.al 2018). Unlike face-to-face relationships, para-social relationships lack reciprocity between an audience member (follower) and media personality (influencer). The interaction is “one-sided, nondialectical, controlled by the performer, and not susceptible of mutual development” (Horton & Wohl, 1956,

p. 215). However, some audience members engage with media personalities as if they share a reciprocal relationship, subconsciously believing the internet personality is responding to him or her as if they were engaging in face-to-face conversation. At this point, the audience members (follower) develop what is referred to by researchers as a para-social relationship, in which the viewer (follower) feels a deeper connection to the media personality (influencer).

While para-social interaction is restricted to the duration of media exposure, para-social relationships can endure beyond the single exposure sequence, just like a friendship exists between two persons beyond their face-to-face communication. A consequence of PSR is that it is able to influence future motivations and selection processes (Schramm & Wirth, 2010).

Similar to how traditional tv personalities in traditional media cultivate para-social relationships with their audiences (Horton & Wohl, 1956), social media influencers, such as YouTube celebrities actively encourage members of their audience to develop para-social relationships in attempts to build and sustain such relationships with their viewers (Ferchaud et.al 2018), as their influence and income are often built up about that. Some of the attraction about the social media influencers, is the blurred line between the creator's private and public life, and a sense of authenticity that arises from perceived amateur status (Jerslev, 2016). This authenticity, along with personal appeals to 'like', 'subscribe', or otherwise participate in the community surrounding the YouTuber, is seemingly part of an effort to increase sociability and give the sense that the experience is both interactive and social (see Shin, 2016).

And there is much to indicate that this type of relationship also develops between young people and their favorite social media influencers. According to a google survey 70 percent of teenage YouTube subscribers say they relate to YouTube creators more than traditional celebrities and a staggering four-out-of-ten say that their favorite creator understands them better than their own friends (O'Neil-Hart & Blumenstein, 2016). This social development also seems to happen amongst the Danish GenZ's according to Fisker (2019) *"I believe that there is a whole lot of consumers who follows an influent, who if they met her or him in the street, and if they didn't really thought about it, would think that it was one of their friends and would continue to say 'hey Katrine'"* (Fisker, Appendices p106). Though he states that they probably would stop themselves from doing exactly that, he still believes that's the feelings a lot of the young Danes have towards their favorite online

personality. He continues *"In that sense, then it is the closest you get to have as a friend – in a media related sense"* (ibid.).

Para-social relationships have in previous studies in commercial situations, proven to have a direct effect on purchase intention. A para-social relationship between social network users and celebrities, showed to have direct and positive influence on consumers purchase intention (Kim et.al, 2015). Furthermore, strong social ties have shown to have a big impact on purchase intention, as well as it impacted WOM. Thus, we assume that the stronger the ties to the influencer there might exist between the influencer and the followers can manifest themselves in the reactional or attitude change in a social marketing scenario.

In the sense of using SMI's as a promotional component in a social marketing sense where the goal of creating a change in behavior or attitude, this para-social relationship between SMI's and the audience, can be beneficial to the success rate of a social marketing campaign as, which is already established, the relationship between sender and receiver plays a role in our acceptance of a message and whether or not we decide to act on it (Kapitan & Silvera, 2015).

Furthermore, the relationship with a SMI can also act as a subjective norm.

Social learning theory by Bandura (1963) is a behavioral theory and has been widely applied in academic research, particularly in communication and advertising fields (Lim, 2017). It provides the idea of using socialization agents to predict consumption behaviors. Social learning theory justifies that an individual derives his motivation and consequently exhibits favorable attitude from socialization agents via either direct or indirect social interaction (ibid). Or in other words, that learned behaviors depend on social reinforcement, for example, peer pressure influencing illicit drug use and social norms influencing recycling (Donovan, 2011, p.17). The theory also suggest that new behaviors can be learned not only by actually experiencing reinforcements, but also by observing reinforcements delivered by others (ibid.).

Besides having the promotional and communicative purpose of delivering the message of the campaign to the targeted audience, according to the just proposed social learning theory, the para-social relationship between a SMI and a Danish youth can also play the role of reflecting the social norm, and through that cause a change in behavior.

4.9 Generation Z's identification with SMI's

Just as a social media influencer can represent a subjective norm for the audience, as presented in the section above, so can an SMI also serve as an internal catalysator for the individuals' beliefs system i.e. the attitude (individual) part of the TRA equation. According to Fisker one of the reasons that young people listen social media influencers is that they are somewhat similar to themselves: "I one hundred percent believe that one identifies with the influencer or influencers" (Appendices p._). He continues when asked why it is that followers listen to SMI's "It's because they at the same eye-level. *Maybe they reflect their life or the life they would like to have*" (Fisker, 2019; Appendices p._).

Kapitan and Silvera (2015) states that this is a sort of identification process is based on a desire to become like the endorser by imitating his or her behavior. In a commercial setting this includes the use of the endorsed product. A follower's desire to identify with the SMI can manifest itself in the adoption of products or even beliefs. The latter is also referred to as internalization. Internalization is deeper and is more of the process of internalizing the message and adopt the claims as their own beliefs.

As mentioned earlier in the paper, some of negative comments in regard to the SMI's posts and videos in the anti-smoking campaign ButWhy, might be the reaction of a follower that is unhappy with the SMI having a different belief about smoking that is inconsistent with the followers own beliefs. This discontent might only be expressed by a dislike and a negative comment and the follower continue to have a belief different about the subject from the SMI. However, for some followers the identification process with the SMI might be so strong that this presentation of new information e.g. the SMI's dislike of smoking, that it causes an imbalance and discomfort in the mind of the follower. The identification with the influencer and the desire to be like the person, can be so strong that the follower will reject his or her own belief and adopt the SMI's beliefs in order to remove the discomfort and retain balance in the identification.

This process of changing beliefs and attitude is in literature referred to as cognitive dissonance. The degree of dissonance, and hence the degree of discomfort, is a function of how strongly the

various beliefs are held (Donovan, 2011). Thus, a follower with a strong belief that there is nothing wrong with smoking, taking drugs or other unhealthy behavior, might then disregard the SMI and keep his own beliefs or the opposite.

Following the example from ButWhy where one of the SMI's used in the campaign was a Youtuber called Victoria Garber. A follower of Victoria Garber might identify strongly with her "I think and feel just like her". A dissonance then arise as the follower is presented with the new information that Victoria Garber "doesn't like smoking", but the follower "Like to smoke", she will then change her beliefs about smoking to retain balance and keep identifying with Garber.

Within social marketing and behavior theory, cognitive dissonance insinuates that a social media influencer by their share presence and simply by giving disapproval of a behavior, can affect the attitude and behavior of some the target group. Thus, based on the number of GenZs identifying with SMI's, just by having SMI's in social marketing campaigns can cause a change in the intention to behave amongst the younger segment of GenZ.

4.10 Tagging and Sharing:

Word of mouth communication, in its traditional sense refer to the sharing of ideas and has been around since humanity started communicating with each other and is conducted between friends and family, as well as between strangers. This type of communication is by consumers perceived as objective and unbiased (Baines & Fill, 2014). With the emergence of social media, the possibility of WOM has increased since it provides numerous sites for consumers to share their views, preferences, or experiences with others.

Today WOM i.e. the passing of information from one individual to another, e.g. information about SMI's is mediated through electronic means via the internet (websites, social media, text messages, etc.). It has been found that the commitment to a brand, or even celebrities, can have a positive effect on consumer WOM, meaning that followers who are committed to an SMI is more likely to like the post and share the videos with friends.

Kozinets et al. (2010) explain that social networks have changed traditional WOM because consumers now have a more active role in the communication process. Consumers who engage with a brand or celebrities on social medias increase their commitment and are more likely to extend WOM about those brands or celebrities (Kowalczyk & Pounders, 2016). If adapted to a social marketing context, when the audience of a social marketing campaign is invited to engage with a SMI, a video or post from the campaign, they become more committed and are therefore more likely to extend WOM about the campaign to others and in turn increase the possibility of the message to become viral.

Martens seem to back this up with an example from the anti-smoking campaign ButWhy *“it has been recurrent that in most of the comments they (GenZ’s) tag and tease each other or a third party saying ‘its just like you’ or ‘it’s just like those from 9.C.’. It’s those sorts of dialogues that’s going on in the comment section”* (Martens, 2019; appendices p. _). The data straight from the campaign report, support Martens own experience. It shows that an overall average of 25 percent of the engagements with the SMI’s and the comment section on the SMI’s respected platforms was a share or ‘tagging’ of friends, with or without a comment (Kanter Gallup, 2018). The researchers for the campaign themselves assess that the majority of these was to make the friends aware of the content because they thought it was of relevance.

When the researchers measured the tone of the comments when the influencers took part of announced content only 17 percent was positive and around 16 percent was in negative tone (Kantar Gallup, 2018), which is explained by the content not being produced on the influencer’s own channels. (ibid.). This difference in the ratio between the number of comments (833 to 691) as well as the ratio between the positive and negative comments (33%/9% to 17%/16%) by simply going from using SMI’s in a more organic way on their own channels to be used in a more formal and structured manner in the campaign, support the usage of SMI in social marketing, but also exposes some challenges.

Although there can be several reasons for why nine percent of the comments are negative towards the SMI content was negative e.g. it might be that the viewers own attitude towards smoking is different from the SMI and therefor shows his/her displacement with the SMI’s opinion on the subject or maybe they just don’t like health promotional messages in general or maybe it’s

just a joke. Fisker (2019) mentions the possibility of another reason *“There might be someone who follows her because think she (an SMI) is stupid. So, she might be what we refer to as an un-influencer. And what is super interesting is that a large proportion of her following, follows her to see what she does so they can do the opposite”* (appendices p. _). Thus, SMI’s might cause an opposite reaction to what is intended by a social marketing campaign.

Thus, eWOM can turn out to be a two-edged sword for social marketers and can pose as a threat to the message. Compared with positive eWOM, negative eWOM or natural WOM, is weighed more heavily by consumers (Herhausen et.al., 2019, Solomon, 2015). Research have shown that consumers are inclined to share negative WOM, especially about product or services. It further has shown to reduce credibility of a firms advertising and have a negative influence on consumers attitude, as well as their intention to buy (ibid.). The moderately rare research that investigates negative WOM suggests that its contagiousness primarily depends on the sender’s emotions (Berger and Milkman 2012) and the relationship between senders and receivers. Thus, based on past literature, it is reasonable to assume that negative comments or a large number of dislikes, can have the opposite effect, then what the social marketer might expect.

Thus, when the SMI was used in a more traditional endorser role and used on the ButWhy campaign’s own social media channels e.g. Facebook (Kanter Gallup, 2017), the credibility, authenticity and relationship which the SMI’s have have built up over the years with the follower base, doesn’t have the same impact on the audience which is not part of their follower community.

4.10.1 Friends, Influencer communities and subjective norms

De Wall (1996) stated that humans are inherently social being and that our survival depends on living groups. This apparent fact of humans and life can have tremendous impact on the behavior of the individual and the choices we make. We want to fit in with others who we identify with and can therefor experience a certain pressure to comply and behave in a way we perceive how other think we should do. Solomon refers to this a normative influence. Such norms do not, exclusively concern e.g. universal morals or behavior. Rather, different groups can label different behaviors as right or wrong, thereby regulating individual group members’ behavior (Täuber, 2018).

Social media offers the possibility of interaction and provides a modern platform that enables mass participation and communication. Chat groups, online communities, and other virtual groups have led to the formation of consolidated communication entities that have eased the transmission of multimedia content, as well as transmission of ideas and attitudes (Mustafa & Hamzah, 2011).

Furthermore, it has become easier than ever for individuals to be influenced by others, as social media has become an indispensable activity of people's lives and the main source of information for many (Chang et.al., 2018). And though the main focus point in influencer marketing is the influencer, he or she is not the only component. Though a follow of a SMI not necessarily an endorsement of the influencer (Fisker, 2019) the author still considers all followers as part of influencer community. This position is taken as there is no way to know if a follower is there because they like or hate the SMI. Furthermore, the SMI's often consider all their followers is an integrated part of a follower community built up around them. Examples of this is the Youtuber PewDiePie and his "Bro's" also referred to as the 9-year-old army (knowyoumeme, 2019).

Gusfield (1978) proposed that it was a consciousness of kind, a mutual bond between the members and the collective idea of difference from others outside the community. Weber (1978) saw community as shared history, culture, and traditions, where rituals and traditions maintain the community's shared history, culture, and consciousness that instill behavioral customs. Another characteristic is a sense of responsibility to the community, which occurs as a collective action against coercion or intimidation (Ansarin & Ozuem, n.d.). Community thus becomes a mutual understanding of a shared identity, that over time unite individuals with a shared purpose and identity not bound by geographical restrictions (Muniz & O'Guinn, 2001).

Social identification can be defined as the process in which an individual psychologically consolidates his or herself with a social group (Langner, Hennigs & Wiedmann, 2013). An individual who defines himself or herself as a member of a specific social group e.g. influencer community will often assimilate the main characteristics of the social group – also in terms of buying behavior (ibid). Consumers might act a certain way or acquire certain consumer products to demonstrate group membership, to identify themselves with the group or mark their position – consumers adapt to social group behavior i.e. norms, beliefs and attitudes.

Although subjective norms in the TRA has already been touched upon in the part regarding the relationship between SMI and followers, this part will add to subjective normative beliefs, as followers of a SMI might also identify with the online community which they are part of.

Abiding by the actions that seem the subjective norm might seem especially prevalent when discussing a demographic group like the one in the age group of Generation Z. When telling about some of the research she had *“There were multiple interviewed who told us that they began smoking when they had just started in secondary school because the first days was kind of awkward. There was even a girl who told that she had stopped at a kiosk and bought her first pack of cigarettes on the first day she was starting in secondary school, just so she had something to do during the breaks”* (Martens, Appendices p._).

The literature support this and suggest that one reason why a social marketer may have lots of success emphasizing social norms in a health promotion campaign e.g. an anti-smoking or anti-drinking campaign, that is targeted at youths, is that young people, compared to adults, are more sensitive towards and to a higher degree need to conform with the pressure coming from social norms (Dewhirst & Lee, 2011). This reasoning is consistent with the results from a various number of previous health communications, which showed that messages emphasizing social consequences are more effective than physical consequences among youth populations (Ibid).

The example by Marten (2017) from an anti-smoking social marketing campaign reveal multiple things about subjective norm. First, it shows us that the subject norm does play a role in our intention to act on something. In the case of the example from Charlotte Martens, the young people felt that smoking was a completely legitimate action to perform in a social scenario to break the ice or avoid awkwardness. When asked if she thought there was an expectation

amongst the young people that smoking is something you do in secondary school, she said: *“I don’t think it is that outspoken and I don’t think it is the sort of Niels Malmoes peer pressure. They don’t get bullied if they don’t smoke, it’s a lot more subtle. It’s more that they feel outside of the group, but no one is dictating them to do it”*.

The second thing that can be derived from the example is that the subjective norm is something that can change depending on which group a person is involved with. Continuing with the example above, the girl bought her first pack of cigarettes in secondary school as the social norm changed with what group she now entered into and identified with i.e. from primary school student into a secondary school student. It also showed that a subjective norm might hold a different perceived value to the individual depending on the his/her affiliation with or attitudes towards a group. Take the following example: the subjective norm in society regarding tobacco is a negative perception of smoking. two-out-of-three of all Danes support an increase in the price of tobacco (Kræftens Bekæmpelse, 2019) and an incredibly 90 percent of young people between 14 and 19 years of age thinks that no kids should smoke by 2030 (roegfrifremtid, 2017). Still the number of young smokers has increased, as described in the problem area, indicating that the social norm of secondary school ‘that smoking is ok’, is perceived to be of higher value for the GenZ’s than the opinion of the society at large might have.

The (social) identification process of social influence has in previous research been used by researchers to explain the effectiveness of celebrity endorsers (Daneshvary & Schwer, 2000). It suggests that a person is more likely to adopt an attitude or behavior of another person or a group if he/she identifies with the person. Consequently, as the para-personal relationship between influencer and follower might have an impact on the individual follower’s attitude towards a product or behavior, the subjective norm of the collective online community around the influencer might have an effect as well, through the affiliation of an online community and engaging with other member.

Within the discipline of social marketing, theorists explain a community's power and influence on the individual's everyday behavior with Bandura's social learning theory or by others social cognitive theory (SCT) (Mahoney & Tang, 2017; Lefebvre, 2000). Though the basis of the social learning theory has already been mentioned, a bit more will be outline. The theory regards the audience as self-developing, proactive, self-regulating, and self-reflecting. According to Lefebvre (2000) one of the key concepts in the theory is the environmental variable or observational learning. He states "In contrast to earlier behavioral theories, SCT views the environment as not just one that reinforces or punishes behaviors, but it also provides a milieu where one can watch the actions of others and learn the consequences of those behaviors" (Lefebvre, 2000; p.7).

Social learning theory suggests that we as humans learn through modeling the behaviors of others. We are very much influenced by the people in our daily lives. While media can present us with images and behaviors of characters to model e.g. though the use of celebrities, the real-life interpersonal relationships and cultural norms around us provide much stronger models for how we act.

Learning from other community members stories while a sharing one's own enables change and enforce the community coherence: *"It is definitely a way to be part of a community, so it is not only about one's relationship with Christine Sloth (influencer) but also about one's relationship with other followers of Christine Sloth, fans of hers. Just like there always have been around every idolization..."*, *"The very culture of idolization is not that different. Though in a smaller scale but it is still similar"* (Fisker; Apendices p._).

Fisker (2019) when asked if the comments of other followers of the same influencer have an effect on the individual follower's attitude towards brands and products replied *"If it has an effect? Yes of course. It is there that you can get your opinion tested. You just sort of figure out that 'hey someone else thinks different from me' or 'hey, someone else thinks like me. And figuring that someone else thinks the same as me can be an extremely strong force or maybe I'm all alone with my opinion e.g. it's cool to smoke"*, and though unhealthy habits like smoking or drugs are somewhat special, since an addiction aspect is present, he answers *"I absolutely think it can"*(Fisker; appendices p._) when asked if he thinks online community opinion has an effect on young people's attitude towards smoking.

Thus, if a post or video from a SMI as part of a social marketing show virality i.e. has a lot of comments and likes it might be considered a reflection of acceptance and prevalence of the advocated behavior/attitude that's put forward by the SMI, and therefore in the context of the theory of planned behavior, be an expression of what the social norm is amongst one's fellow community members.

According to Mahoney and Tang (2017) this sort of community dialogue helps promote collective action which in turn produces a change in behavior. This is in accordance with social learning theory that states *"It is much more persuasive to hear a recommendation from a friend than from a character on a television commercial. This is why the power of community is of such great importance to social media marketing practitioners"* (Mahoney & Tang, 2017; p.46).

That Social media networks have allowed for a more participatory role of audience in the communication model, is only to the advantage of social marketers. According to Mahoney and Tang (2017) a participatory campaign is better at establishing permanent behavior change in audiences and the power of peer-to-peer marketing through social media is unmatched by traditional mass communication. The participation of the audience, which in this paper refers to Danish GenZ's, makes the provider-client relationships more egalitarian.

As they write *"Rather than focusing on the best way to promote behavior change in a target audience, positive deviance enables communities to discover the wisdom they already have and then to act on it. This approach changes the role of the audience from passive receiver of information to a more empowered and participatory role. Audiences are actually problem-solvers that play an intricate role in message design and campaign goals."* (Mahoney & Tang, 2017; p.257).

Though seems most user participation in the online communities might primarily be about engaging with the influencer "You can say it is very much about getting in contact (with the influencer). It sort of correspond to the popular girl in the schoolyard replying to your comments, so it's a form of recognition and accept of the follower a sort of 'you are cool, 'you okay or 'I like you'" (Fisker, Appendices p._). Thus, most comments in a comment sections are most likely to be of a supportive and positive character or maybe just neutral. This is somewhat consistent with the data from the campaign ButWhy which showed of the comments made on the social media

influencers' videos or blogs was of neutral character or positive character. A total of 833 comments was divided into 33 percent positive and nine percent negative, with most of the positive being aimed at the SMI (Kanter Gallup, 2018).

However, though most comments, post or like are targeted at the influencer themselves, as mentioned earlier, the positive and supportive tone in the comments as well as the numbers of like can be interpreted as acceptance of the message by a larger part of the community and through social learning theory change other members attitude and behavior.

5. Conclusion:

The research question of this master's thesis was as follows:

“How can using social media influencers in social marketing campaigns, affect GenZ's behavioral intention and attitude towards unhealthy habits?”

The research indicates that members of generation Z is a fragment group spread across a variety of social media platforms in a dynamic media world making it hard for a marketer to develop a single message for a single media. However, they are by far the largest consumption group of content made by online personalities, making social media influencers the obvious promotional tool to reach them.

Based on the data gathered from two conducted semi-structured interviews the group is also not susceptible to normal social marketing approaches of providing information about the negative consequences as it might be perceived paternalistic. A social media influencer brings a source of credibility to a campaign as well as an authentic message, which the audience can identify which effect the acceptance of a message and adoption or rejection of a behavior.

Using social media influencers in a social marketing campaign invites for the engagement of the audience which help adopting the message while also spreading the message of the campaign functioning as a source of word of mouth.

It can therefore be concluded that social media influencer occupies a dual role as they are used as part of a social marketing campaign. Both as a promotional means of reaching the young audience that is Generation Z with the campaign message, when they're on their preferred platforms of media consumption, while also in the act of being themselves, can facilitate attitude and behavioral change in that same audience. However, the research and analysis seem to indicate that the success of using influencers in social marketing is hung up on the social media influencer being within the scope of their own channel and normal audience.

5.1 Further research:

While the conclusion summarizes the research in with some final and conclusive remarks, this section is used to present other perspectives that could be relevant and interesting to investigate for further research.

This paper focuses on Generation Z from a marketer point of view based on the experience and thoughts by two data sources through their daily work with social media and influencer marketing. A based on those experiences and by applying established theories within the field of social marketing and influencer marketing have painted a picture of how it might affect behavior amongst that group. It could be interesting in getting it from another point of view. Further research could this be a conduction of focus groups or quantitative questionnaires with members of Generation Z and get it from their point of view.

Looking into the best use of social media influencer is a possibility. Is on type of influencer more effective than another e.g. Youtuber over an Instagrammer and does the different type of content have an influence on the acceptance of the message.

It could also be interesting in comparing the different generations. The generation, which is the main focus in this paper, is said to be the first digital generation, they're the one generation with the least media consumption through traditional media sources and also the generation with the largest group that follows social media influencer. For further research, comparing the effect of using social media influencers in social campaigns might have on the different generations might be of interest, as this would help social marketers when planning campaigns for the different audiences.

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7. Appendices:

INTERVIEW GUIDE FOR INTERVIEW WITH SENIOR ADVISOR IN A MARKETING BUREAUET BEHIND AN ANTI-SMOKING CAMPAIGN FOR THE DANISH HEALT AUTHORITYTIES – CHARLOTTE MARTENS

[in DANISH]

- Indled kort med en beskrivelse af projektet og dets formål (og eventuelt hvorfor lige netop de er blevet spurgt om at medvirke i dette projekt som interview-person og hvorledes de kan hjælpe med at give interessant indsigt/indblik og bidrage med et dybdepsykologisk tilsnit).
- Spørg om det vil være okay at optage interviewet på en lydfil - og hvorledes de ønsker at forblive anonyme i projektbesvarelsen.
- Indled derefter interviewet med at stille et par korte spørgsmål for lige at komme i gang og evt. 'lette stemningen':
 1. Kan du give en kort introduktion til hvem du er og hvad du arbejder med til daglig?
 2. Hvad er din erfaring med brugen af Social media influencers i marketing? - Hvor længe har du arbejdet med det område af marketing?
 3. Hvad er din erfaring med social marketing kampagner? Har du arbejdet med andre kampagner end ButWhy?
 4. Kan du fortælle kort hvad ButWhy går ud på?
 5. Hvad finder du interessant ved at prøve at få målgruppen til at ændre adfærd og ikke bare sælge "dagligvare"? Og hvor ser du nogle forskelle i forhold til kommerciel marketing.
 6. Hvorledes vil du karakterisere den unge generation, bedre kendt som generation Z? og hvordan adskiller den sig fra tidligere generationer?

– Led dernæst interviewet nærmere ind på projektets problemfelt og problemstilling ved at stille en række dyberegående spørgsmål:

6. I forbindelse med kampagnen hvilke faktorer fandt I ud af ydede indflydelse på de unges attitude i forhold til rygning.
7. Hvordan mener du ButWhy adskiller sig fra tidligere anti-ryge kampagner?
8. Hvad var årsagen til at I valgte at benytte jer af influencers? → Hvorfor ikke traditionelle kendte?
9. Hvilke parametre valgte I dem på? Var det for eksempel et krav at de ikke selv røg?
10. Hvordan benyttede I jer af influencerne i ButWhy? - Hvilke udfordringer oplevede I i forbindelse med at benytte social media influencers?
11. Du nævner i et tidligere interview at I i de første uger af kampagnen benyttede jer af organisk spredning, kan du komme lidt nærmere ind på hvad det går ud på, og Hvorfor benyttede I jer ikke af Mass marketing til at få jeres budskab ud til målgruppen? → hvorfor ikke spille på sundhedsstyrelsens egen troværdighed?
12. Influencers anses ofte som selvstændige og autentiske, er der ikke en risiko i at kampagnens budskab forvanskes hvis en influencer benyttes – specielt ved brugen af en bred vifte? Hvad mener du om det?
13. At dele indhold man ser og hører, er en væsentlig del af sociale medier – var WOM noget I regnede med ville sprede jeres budskab?
14. Hvor stor en rolle tror du at andres kommentarer og delinger af jeres kampagne har på den enkelte unges opfattelse af rygning? Har den mere indflydelse end influenceren selv?

– Rund dernæst interviewet af ved at stille et par opsummerende- og fremtidsperspektiverende spørgsmål:

15. Hvad mener du er den vigtigste rolle for social media influencers i en social marketing kampagne? → er det kun som en promoter eller er de med til at drive en adfædsændring?
16. Hvad ser du den største udfordring for fremtidige kampagner der ønsker at ramme den samme målgruppe som ButWhy - Generation Z?
17. Mener du at influencer marketing alene kan ændre de unges adfærd?

18. Kampagnen har nu kørt i nogle år – kan du fortælle lidt om det har haft nogle resultater at i benyttede jer af social media influencers?

– Afslut til sidst interviewet ved at spørge om interview-personen evt. har nogle sidste bemærkninger/indskydelser.

– Tak for vedkommende for hjælpen/medvirken - og overræk med en flaske vin som tak for deres hjælp.

*HUSK! Stil opfølgende og uddybende spørgsmål hvis eller når interview-personen siger noget interessant og/eller bevæger sig i interessant og brugbar retning.

INTERVIEW GUIDE FOR IN-DEPTH INTERVIEWS WITH CONTENT & STRATEGY DIRECTOR – RASMUS FISKER

[in DANISH]

- Indled kort med en beskrivelse af projektet og dets formål (og eventuelt hvorfor lige netop de er blevet spurgt om at medvirke i dette projekt som interview-person og hvorledes de kan hjælpe med at give interessant indsigt/indblik og bidrage med et dybdepsykologisk tilsnit).
- Spørg om det vil være okay at optage interviewet på en lydfil - og hvorledes de ønsker at forblive anonyme i projektbesvarelsen.
- Indled derefter interviewet med at stille et par korte spørgsmål for lige at komme i gang og evt. 'lette stemningen':

1. Kan du give en kort introduktion til hvem du er og hvad du arbejder med til daglig?
2. Hvad er din erfaring med brugen af Sociale medier og lige så social media influencers? Og hvor længe har du arbejdet med disse områder?
3. Hvad er en social media influencer og er der forskellige?
4. Kan du fortælle hvad influencer marketing går ud på for dig?
5. Hvorledes vil du karakterisere den unge generation, bedre kendt som generation Z? Og hvordan adskiller den sig fra tidligere generationer?

– Led dernæst interviewet nærmere ind på projektets problemfelt og problemstilling ved at stille en række dyberegående spørgsmål:

6. Hvordan vil du mene at fremkomsten sociale medier har ændret på marketinglandskabet?
7. Hvordan benytter de unge sig sociale medie. Hvad er formålet og hvordan omgås de med hinanden på nettet?

8. Hvad ser du som den bedste måde hvis du som marketer ønsker at ramme en målgruppe som generation Z?
 9. Hvordan vil du mene at sociale media influencers adskiller sig fra traditionelle opinion leaders såsom kendte skuespillere og sportsstjerner?
 10. Kan du komme ind på de unges forhold til social media influencers? Hvorfor lytter de til dem?
 11. Hvor stor indflydelse mener du at social media influencers har på unge? I hvor høj grad lytter de og følger deres råd?
 12. Det er beskrevet at nogen unge søger råd om livet hos influencers. Hvad er din mening om at nogle har udviklet et venskabsagtigt forhold til deres eksempelvis deres yndlings YouTuber?
 13. Kan du komme ind på hvilke fordele og ulemper der er ved brugen af influencer marketing?
 14. Du hører ofte i YouTube videoer "like" & "smid en kommentar", hvad er det som driver unge til det indgå i den slags samtaler på nettet? Tror at det skaber et forhold til andre følgere?
 15. Tror du at andres kommentarer er med til at påvirke de unges attitude i forhold brands og produkter? Tror du også at det gælder skadelig adfærd som rygning og druk?
- Rund dernæst interviewet af ved at stille et par opsummerende- og fremtidsperspektiverende spørgsmål i forhold til social marketing:
16. Ser du nogen fordele eller udfordringer sin der kan være ved bruge social media influencers i forhold til social marketing kampagner, hvor man ikke bare ønsker at sælge et produkt men derimod en adfærds ændring?
 17. hvordan vil du mene at social media influencers bedst bruges i sådan en sammenhæng?
 18. Ser du nogle influencers værende bedre end andre hvis målet var at ændre deres adfærd og ikke bare sælge et produkt? Ligeså ser du nogen platforme som er bedre til formålet end andre.
 19. Tror du at vi kommer til at se flere social marketing kampagner der henvender sig til unge, som vil benytte sig af influencers?

– Afslut til sidst interviewet ved at spørge om interview-personen evt. har nogle sidste bemærkninger/indskydelser.

– Tak for vedkommende for hjælpen/medvirken - og overræk dem med en flaske vin som tak for deres hjælp.

*HUSK! Stil opfølgende og uddybende spørgsmål hvis eller når interview-personen siger noget interessant og/eller bevæger sig i interessant og brugbar retning.

Transcript from Interview with Chief Strategist at Advice, Charlotte Martens

C: Christian Svensson (interviewer)

CM: Charlotte Martens (interviewee)

C: Øhh jamen kort indledning om mit projekt. Det er et speciale der handler om brugen af influencers i social marketing, såsom for eksempel jeres ButWhy kampagne og hvordan det er at benytte dem, hvordan kan det påvirke øhhh have indflydelse på unges forbrugers adfærd. Så det er mere over i adfærd end det er at sælge et produkt. Så det er lidt det vi er inde på, hvad er det for nogle rammer indenfor influencer marketing der vil have en effekt på de unge.

C: Kort skal jeg spørge om du er okay med at jeg optager

CM: *Ja*

C: Vil du være øhhm anonym?

CM: *Nej*

C: Så det er helt fint hvis jeg skriver navn på

CM: *Ja*

C: Okay

C: Det er bare lige så formaliteterne som skal på plads. Jeg vil her starte med nogle korte spørgsmål som per. Så hvis du vil give en kort introduktion om hvem du er og hvad du arbejder med til daglige.

CM: *Hmmm. Jamen jeg hedder Charlotte Martens og jeg er Chef Strateg her på Advice. Og jeg arbejder til daglig med øh. Mange forskellige ting, blandt andet de her holdnings og adfærds ændrende kampagner. Som typisk er i et andet format for offentlig regi for eksempel styrelse.*

C: så det er det du udelukkende arbejder med

CM: *Nej det er det ikke, jeg arbejder også med branding for private.*

C: okay. Yeah. Det er meget fint for det kommer et af mine spørgsmål også til senere. okay Så jaer.

Spg. 2

C: Hvad er din erfaring for brugen af social media influenser i marketing? Og hvad længe har du arbejdet inde for det område

CM: *Jamen øhh altså det er jo et område der sådan begynder at dukke op for... det ved jeg sgu ikke... – seks, syv år siden begyndte det så småt. Så har vi her på vores bureau øhhh ansat nogle mennesker her de seneste år som sådan dybt specialiseret indenfor det og har også et helt team som kun sidder med det. Så det er et område som er vækstet rigtig meget. Så det er et område som vi så også er begyndt at bruge mere og mere.*

C: Så det er inden for alle område af marketing som du vil sige at har, har bidt sig fast?

CM: *Yeah det synes jeg efterhånden. Yeah det det startede mig som en ungdomsting. Skulle man lave en ungdomskampagne så skulle man have fat i en Youtuber. Sådan noget er der stadig rigtig meget af, men men bruger jo også, vi kan også sagtens bruge influencers i andre kampagnesammenhænge til voksne. Vi har lavet Saxo bank hvor vi bruger Anders Breinholt er det han hedder. Og Tim Vennebergesen hvor det er et helt andet voksen publikum. Så det er egentlig noget vi er begyndt at bruge til mange forskellige ting. Hvor det måske startede ved som sådan en ungdomsting.*

C: Yeah. Øhh vil du karakterisere sådan en som Anders Breinholt som en influencer i den forstand som vi vil mene som social media influencer eller er vi over i noget mere normal kendt person.

CM: *Jamen altså vi arbejder med sådan en trekant hvor man har tre forskellige former for influencers. Altså man har toppen af trekanten dem man sådan kalder det forskellige hvad de bliver kaldt, men jeg tror vi kalder dem mega influencers, som er de helt store. Altså sådan en som Anders Breinholt som også er kendt for andre ting end lige sådan at være influencer. Og de der helt store kendte som kan trække mere bred pr. Det vil også være dem som typisk er kendte for noget andet også, såsom sangere og skuespillere tv-værter alt sådan noget. Så har vi sådan et midterlag i trekanten, som er sådan medium influencers som typisk er sådan nogen bloggers youtubere, som er sådan mere klassisk influencers som efterhånden har bygget sig relativt store. Nogle af de sådan mere kendte yeah netop bloggere, YouTube folk og sådan noget instagrammer. Og så har man bunden som er mikroinfluenserne og det er nogen som typisk. Det lidt forskellige hvordan man definerer det. Om Det maks. 5 det, om det maks. 10 tusinder følgere men har en meget mindre følgerskare og som tit er specialiseret inden for noget niche. Det kan være en eller anden sportsgren man beskæftiger sig rigtig mere med og så har man nogen som vælger en fordi de også interesserer sig enormt meget indenfor den niche, men har typisk sådan en lidt mere afgrænset vinkel på tingene.*

C: Opfølgende spørgsmål: Øhh hvis man skal karakterisere kort blandt de to medium og mikro, hvad for en vil du sige har nok mest indflydelse for eksempel på det med holdningsdannelse?

CM: *Jamen vi altså vi har sådan lidt en lille pil der går sådan fra...man siger oppe i toppen her med makro, de er gode til at trække brede opmærksomhed, bredde PR. Vi bruger eksempelvis Geggo hende fra Bruggen. Brugte vi det første år. Og hun trak rigtig meget bred opmærksomhed og vi fik rigtig meget PR på at hun ligesom gik ind i sådan en kampagne. Men det er typisk ikke dem som ændrer noget adfærd, fordi mange af deres fans også efterhånden er vant til at de de bliver sponsoreret af alt muligt og de indgår i alle muligt former for samarbejde. Og er tit sådan på forsiden af alt muligt halløj og sådan. Så så de har jo... jeg vil ikke sige at de utroværdige men det har jo ikke lige så høj troværdighed som micro influencerne har. Så vi har lidt en tommelfingerregel der siger at jo længere du går op i trekanten jo mere publicity kan du få ud af det men jo mindre adfærd for du i sidste ende. Det jo virkelig sådan groft sagt ik, men også jo jo længe du så går ned, jo tilsvarende vil det så blive byttet om. Altså en micro influencer vil jo ikke trække noget bred pr, det er jo ikke sådan en specielt spændende historie at de går ind i en kampagne, men til gengæld har de en helt anden [DYBT SUK] nærhed og en helt anden troværdig i forhold til de fans eller følgere som de så har. Og*

derfor har vi i hvert fald en antagelse om at de typisk vil en...kunne have en større påvirkning i forhold til netop sådan noget som at ændre adfærd eller holdning til nogen ting ik

C: Okay... øhhmm Det fordi de har et tættere forhold til deres følgere, vil du sige?

CM: Yeah jeg tror der er noget omkring nærhed altså det er en du sådan en du meget specifikt har valgt og følge. Og man kan sige alle ligesom "det da meget sjovt med hende Medina, gad vide hvad hun lægger ud på instagram". Hvis du vælger at følge den lidt lille influencer, så har du typisk taget et valgt om at han eller hun kan noget som interessere dig og de har en anden nærhed og de indgår typisk ikke nær så mange kommercielle samarbejde og derfor kunne man også godt have en hypotese om at de har en lidt større troværdig på den front også

C: Okay... øhhmm ja altså lidt om de erfarig med sociale kampagner, social marketing kampagner har du arbejdet med andre en ButWhy?

CM: Øhh yeah vi laver en anden kampagne lige nu for sundhedsstyrelsen hvor vi også kommer til at bruge dem (influencers) rigtig meget. Øhh den går i luften her til september. Vi har brugt det på en kampagne for miljøstyrelsen. Vi har brugt dem...ja som sagt for Saxo bank, mere til det voksne publikum. Vi bruger dem rigtig meget.

C: Altså influencers?

CM: Yeah

C: Ja okay. Så så det er ligesom dem der driver øhh hvad kan man sige, social adfærdændring blandt unge idag eller hvad vil du sige?

CM: Altså jeg kan jo personligt rigtig godt li' når man har et influencer spor, men at man også måske har noget andet altså noget kreativt arbejde. For eksempel på ButWhy lavede vi også kampagne film som ikke have noget med at gøre. Altså de er født ud af det samme grundkoncept, men det var to forskellige stykker indhold og det kan noget forskelligt.

Yeah. Øøhmm kan du fortælle kort, bare meget kort hvad ButWhy går ud på?

CM: Ja det kan jeg godt. Det er ryge starts forbyggende kampagne. Det er et meget langt ord, men det handler om at man gerne vil forebygge at de unge begynder at ryge, så det handler ikke om at dem som ryger skal stoppe. Det er ikke en rygestop kampagne, men det er som ment at forbygge at de overhovedt starte med ryge.

C: Hvad var årsagen til at det var forebyggende og ikke når de allerede var gået igang.

CM: Jamen det er en politiske beslutning, altså det er et forlig som blev lavet, så det var ligesom bare vores polyf...

C: Vil ud mene at man kunne bruge de samme redskaber som i har brugt til forbyggende, hvis man ønskede at, at de skulle stoppe med at ryge.

CM: Nej det tror jeg ikke fordi. Nu er jeg jo også blevet lært omring tobaks afhængighed af nogen eksperter ude i sundhedsstyrelsen og snakker man om sådan nogle trin eller steps man ligesom går igennem når man går fra at være ikke-ryger til at være fast ryger. Og de første steps handler meget om at man typisk begynder især hvis man er ung. Så begynder man på grund af et eller andet socialt. Altså man begynder i et frikvarter eller til nogle fester eller sådan et eller andet. Men der har man ik den der fysiske afhængighed

endnu. Og sår man lige så stille hen og bliver mere fysisk afhængig og det går fra at være en social ting som meget om. Det bliver også meget snakket om ed ButWhy, det der med at spille sej, dyrke et eller andet form for image, til at det bliver en decideret fysisk afhængighed. Så når man er hende i fysisk afhængighed er det nogle helt andre argumenter man skal have fat i.

Spg. 5

C: Hvad finder du interessant ved at prøve at få en målgruppe til at adfærd. Altså i forhold til det baare at sælge et produkt? Hvis man kan sige det. Ser du nogen forskelle i forhold til kommercielt marketing?

CM: Øhmm den forskel på sådan en kampagne som ButWhy, jeg synes egentlig sådan at mange af de overvejelser man laver når man skaber konceptet, laver medie plan alt sådan noget er egentlig det samme, men man kan sige med sådan en kampagne som Butwhy som jo netop ikke er en rygestop kampagne hvor man gerne vil have folk ind og trykke på et eller andet og skal de melde sig til et ryge stop kursus eller hvad det nu kunne være. Der er jo ikke sådan en konkret call to action – det sådan set meget bevidst fordi det jo noget de skal arbejde med sig selv de unge. Altså det jo sådan e lidt større...vi gerne ligesom vil sætte nogle tanker igang hos dem, men vi har egentlig ikke sådan et eller andet ønske om at de skal gå ind på en hjemme side og læse mere, eller de skal melde sig til et eller andet eller at de skal et eller andet. Vi vil egentlig bare gerne have at de ser tingene og snakker med hinanden om det og snakker med os om det. Så man kan sige havde man et kommercielt produkt man skulle sælge, så ville man nok lægge lidt mere vægt på call to action, hvor man skal videre ind i en eller anden købs rejse, hvor her der foregår den rejse lidt mere inde i dem selv eller deres venner, hvor de jo ikke sådan...vi har jo ikke noget behov for at de trykke på noget bestem eller at de klikker sig videre til nogen bestemte ting.

C: Du nævner det der med at i ligesom får dem i dialog, er den bedste måde man ligesom komme i kontakt med den målgruppe end foreksempel den informative kampagne hvor rygning er skidt er skidt og det dig kræft og sådan nogen ting. Er det dialogen ligesom er vejen frem til de unge om spørgsmål som det her?

CM: Jeg ved ikke om det sådan – vi varetager jo ikke nødvendigvis hele den dialog med dem, men altså vi lavede jo en masse interviews med unge da vi sad og udviklede på den her kampagne. Fordi vi havde jo nok også nogen ideer om at... og det havde sundhedsstyrelse helt klart også nogle ideer om at kunne man ikke finde en ny sjov måde at snakke om lungekræft på. Og det kunne vi ligesom se til sidst at det kunne man simpelthen ikke og i øvrigt vidste de jo også godt. De ved allesammen godt at det er usundt og så vil der være nogen af dem som joker lidt med at de ikke anerkender det, men de ved det jo godt. Og altså snakkede jo også med dem om billederne på pakkerne og sådan noget. Og de er uendeligt ligeglade. De ved godt at det er usundt, men det er så abstrakt for dem at man kan blive syg om mange år. Og de er allesammen fuldstændig 100% sikker på at stopper med at ryge lige om lidt, så det er slet ikke aktuelt for dem. Så alle de der meget fornuftige langsigtede argumenter kunne vi slet ikke komme igennem med. Så derfor valgte vi ligesom at lukke ned for dem og gå en helt anden vej med det.

Spg. 6

C: Hvordan vil du karakterisere den unge generation eller vi måske i fagtermer kalder generation Z? Hvordan vil du sige at den skiller sig ud fra tidligere generationer?

CM: Jamen øhh altså de virker sådan mere, der bliver jo skrevet rigtig meget om at det er sådan lidt en plaget generation, de er meget bekymret og stille meget store krav til sig selv. Er meget presset omkring at de ligesom skal performer på alle parametre og der er jo rigtig meget med instagram som også værende i hvert fald medvirkende til at alle tror ligesom at alle har det federe end man selv har. Og det tror jeg også

stadigvæk er rigtig nok, mange af de ting der bliver skrevet om det. Og der kan man så sige lige præcis det der så er med rygning [LANG PAUSE] altså nu tror jeg nok at der lige er kommet nogle nye alkoholtal som viser at de begyndt at drikke lidt mere igen men ellers har det jo også været sådan for nedadgående. Og i det hele taget er de enormt fornuftige og de tænker meget over fremtiden og er meget sådan fornuftige omkring at de vil have gode karakterer så de kan komme ind på nogle uddannelser. De vil også gerne have et hus. Altså de tænker over nogle ting som jeg slet ikke tænker over da jeg var 16. og der tror jeg måske at det der med rygning og grunden til at den er så svær at knække, det er måske at det også at det umiddelbart er en ting som er uden konsekvenser lige nu, for du kommer ikke til at være pinlig til en fest ved at du står og ryger og du kommer ikke til blive syg lige nu i hvert fald og du kommer ikke til at få dårlige karakterer af det. Så det måske sådan det sidste lige oprørsagtig de har tilbage, som ikke gør at de smider deres fremtid væk på at lave et eller andet åndsvagt. Men alligevel får en lille smule afløb for nogle af de ting man går og har.

C: Måske bare lige hurtigt kort. Du nævner instagram. Vil du sige at de lever deres liv mere på de sociale medier? End for eksempel generation Y som er millennials eller er det nogenlunde det samme vil du sige?

CM: Der er jo kommet flere af dem, fra den generation til den næste. Jeg ved egentlig ikke nødvendigvis om de bruger mere tid på end Y'erne gjorde, men de spreder sig over flere. Fordi der er kommet flere og de bruger dem til noget forskelligt. Øhh om så tidsforbruget så er steget tilsvarende det jeg faktisk ikke helt om det er.

C: Kan du se hvorfor de spreder sig over flere?

CM: Jamen jeg tror at de bruger dem til mange, altså til nogle meget forskellige ting. Altså, instagram er meget det der glansbillede univers, hvor de dyrker mode og kendte og det der lidt mere polerede også så snapchat det der er lidt mere gakkede, hvor man sådan er lidt mere umiddelbar og Facebook er de jo også stadigvæk på, selvom det sådan mange snakker om det er det overhoved ikke længere, men det er de jo. Men det bruger de jo så igen til noget andet. Bruger meget Messenger, bruger det måske det måske sådan lidt mere bredere, men er ikke specielt aktivt selv, men bruger dem til sådan lidt forskellige ting.

Spg. 7

C: I forbindelse med kampagnen, hvilke faktorer fandt i ud af ydede indflydelse på de unges attitude og holdning til rygning? Altså var det andres forbrug de så op til eller hvad. Altså hvilke eksterne og eksterne faktorer vil du sige spillede en indflydelse.

CM: Øhmm jeg er ikke sikker på at jeg forstår

C: Altså for eksempel, nu skal vi lige... altså øhhh når vi ser at det er mine venner der ryger. Altså er det fordi det mine venner der synes det er sejt at ryge. Har det indflydelse på min egen holdning, fandt i ud af det.

CM: Altså dem vi snakkede med, der havde jo allesammen historier om at de var begyndt at ryge fordi der var en social situation som de havde lidt svært ved. Der var flere der fortalte at de var begyndt at ryge lige startede i gymnasiet, fordi de der første dage var sådan lidt akavede og der var endda en pige der fortalte at hun var stoppet i en kiosk og havde købt sin første pakke cigaretter den første dag hun skulle starte i gymnasiet, fordi så havde hun noget at give sig til i frikvartererne. Og dem var der mange af de der historier. Og tror faktisk at kræftens bekæmpelse har en undersøgelse som er lidt mere kvantitativ, som også vil bekræfte at de fleste begynder at ryge i en eller anden social sammenhæng.

C: Så vil du sige at det måske var slags social norm de sådan havde en forventning om at det var det man gjorde når man startede i gymnasiet?

CM: *Jeg tror ikke at det er så udtalt. Jeg tror heller ikke det er sådan Niels Malmoes agtigt gruppe pres. Det er ikke sådan noget at de bliver mobbet ud hvis de ikke ryger. Det er mere subtilt det er med at de sådan. Altså føler at de er udenfor, uden at der er nogen som direkte italesætter det. Og føler at de hmmm altså hvis de står i der usikre situationer hvor de er til en fest hvor de ikke kender så mange eller er startet et nyt sted i et frikvarter, så er det ligesom en måde at gøre af hænderne og så kan man altid lige finde rygerholdet. Også kan man lige låne en lighter. Det er sådan lidt en adgangsbillet til noget er lidt mindre akavet end det man frygter.*

Spg. 8

C: Du har blandt andet eller jeg har læst i et tidligere interview at I vandt udbuddet til ButWhy Kampagnen fordi at I havde en udfordrende og anderledes strategisk valg. Så hvordan vil du mene at butwhy adskiller sig fra tidligere anti-ryge kampagner?

CM: *Jamen altså, vi har jo helt klart taget et lidt radikalt valg, i forhold til vi overhoved nævner nogen steder de her klassiske argumenter mod rygning. Altså helbredet, og afhængighed økonomi, altså alle de her argumenter man sådan prøvet at køre med før. Så dem har vi lukket helt ned for og det tror jeg er det der menes med det.*

C: Så det ikke brugen af redskaber såsom influencers eller de andre ting i ligesom gør at I skiller jer ud?

CM: *Nej det tror jeg ikke, man ville jo sagtens kunne have lavet en ryge kampagne der handler om lungekræft hvor man brugte influencers. Vi bruger dem bare på en anden måde fordi de bliver brugt indenfor det koncept vi nu har lavet.*

[LANG PAUSE]

Spg. 9

C: Hvad var ligesom hovedårsagen til at I valgte at benytte jer af influencers? Altså hvorfor ikke traditionelle kendte? –Hvorfor ikke bare bruge skuespillere?

CM: *Det er der flere grunde til. For det første er de der meget kendte også markant dyrere. Der er et reelt praktisk budget der skal gå op. Derfra vi også ligesom har haft et mix, netop af dem der kan trække det bredde PR som en som Geggo kan, men så også have nogle af de der lidt mindre kendte, som stadigvæk er meget kendte inden for målgruppen, men som måske en 40 årig ikke umiddelbart ved hvem er. Men det både for budget, men også som det vi talte om før at de har en anden troværdighed og nærhed i forhold til deres følgere end de der meget meget kendte har.*

[LANG PAUSE]

Spg. 10

C: Hvilke parametre valgte I dem så på? Altså var det for eksempel et krav at de ikke selv røg?

CM: *Jamen vi havde øhmm nogle meget præcise parametre og vi havde en lang snak med sundhedsstyrelsen til at starte med for det mest oplagte er at bruge nogen som ikke ryger, men der havde vi også lidt et ønske om...altså det kunne hurtigt blive lidt helligt at man bare valgte en masse ikke-rygere som så kunne stå og sige "ihh hvor er det altså bare ulækkert og det kunne jeg aldrig finde på". Og der ville vi*

gerne have et lidt mere blandet udvalg, så vi havde og det har vi også stadigvæk med sundhedsstyrelsen om at vi må samarbejde med ikkerygere selvfølgelig. Så må vi også godt samarbejde med nogle som har røget og som er stoppet fordi de kan godt forholde sig til hvorfor startede jeg dengang, hvorfor stoppede jeg og var det svært, hvad tænker jeg om det nu. Og så har vi også mulighed for at samarbejde med nogen som er faste rygere. Altså som har taget den der rejse fra at det handler om image til at det handler om noget fysisk afhængighed, hvor måske det første du gør om morgenen er at tænde en cigaret. Så handler det ikke længere om image men om at være afhængig. Og dem må vi også gerne samarbejde med fordi det ikke er en del af deres image at ruge. Der handler det om nogle andre ting. De kan godt, nogle af dem i hvert fald, dem vi har valgt at samarbejde med, kan reflektere tilbage til hvorfor var det jeg startede 'hmm, hvad var det egentlig om det nu. Der er rigtig mange af dem der ryger nu, som egentlig gerne vil holde op og som godt kan se at det er træls, men nu er de afhængige og det kan de godt reflektere om. Så de eneste vi ikke må samarbejde med, det er dem som er fest rygere. De der som dyrker det som et image ting. Som har billederne på instagram og dyrker det på en lækker måde, dem undgår vi. Men det tre andre må vi godt.

C: Du nævner lidt det der med helligt, at I ikke kun bruger dem for at virke for hellige. Vil det være lidt i forhold til det der med en løftet pegefinger overfor de unge, ikke lige er den bedste måde

CM: Jaer det vil vi gerne undgå.

C: Hvordan benytter i jer af influenserne? Var det kun som et proportionelt redskab, eller regnede i også at det ligesom havde en effekt på de unges adfærd? Og hvilke udfordringer oplevede i ligesom at bruge dem?

CM: Jamen jeg synes ikke man kan adskille de to første ting. Det er jo en del af kampagnen som er med til at skabe synlighed med dem, men vi bruger dem jo også fordi vi har en antagelse om at de har en relation til deres følgere som kan gøre at de på sigt kan være med til at påvirke deres adfærd. Altså jeg tror ikke at de allesammen [kort pause] lægger en video på YouTube og så holder alle deres følgere op med ryge, sådan er det jo ikke, men det kan være med til at skubbe det i den rigtige retning.

Spø. 10

C: Hvilke udfordringer havde i så ved at bruge dem? Havde i nogle udfordringer?

CM: Nej altså, jeg syntes egentlig at det har fungeret og jeg synes ikke vi har haft nogle store problemer med det. Det er jo klart at man skal jo afsætte noget tid til at være i dialog med dem og man skal også have en kunde som forstår at man ikke kan diktere direkte hvad det er der bliver sagt. Man kan komme med et emne og sige at det skal ligge inden for det og budskabet skal være sådan og sådan, men hvordan det lige kommer ud og hvordan formen bliver og hvordan de præcise ord bliver. Det skal man også have en kunde, i det tilfælde sundhedsstyrelsen, som er med på at give dem frihed til det. Så de ikke er inde og diktere at der ikke må bandes. Eller hvis de skriver et blogindlæg skal der være helt korrekt kommasætning og det har vi haft et fint samarbejde med sundhedsstyrelsen om og det har de været meget lydøre omkring at det er ligesom en del af dealen, når man indgår sådan et samarbejde må man også respektere at de har nogle formater der ligesom vi måske ikke nødvendigvis forstår men der jo en grund til at de har nogle følgere som synes at det sjovt eller godt eller hvad det nu er.

C: Er det det som er med til at gøre dem autentiske?

CM: Yeah

[LANG PAUSE]

Spg. 12

C: Autensiteten er jo... nu skal jeg passe på med at lægge nogle ord i munden på dig, men at de selvstændige og autentiske er noget af det som de måske bliver forbundet med youtubere og instagammerre. Er der ikke en risiko for at budskabet ligesom forvanskes hvis i benytter en influencer, specielt når en så bred en vifte.

CM: *Nej det tror jeg ikke for vi har en brief til dem, som giver dem en klar ramme om hvis der er video de vil lave eller om de sådan nogen der skriver eller de nogen som tager billeder eller nogle som er sjove eller mere nogle som er alvorlige det jo meget sådan, der skal de have love til at være autentiske eller tro mod hvordan de er til daglige. Men vi et meget klar brief som gør vi holder det meget skarpt indenfor konceptet.*

Spg. 13

C: At dele indhold man ser og hører, er en væsentlig del af sociale medier – var WOM noget i regnede med ville sprede jeres budskab?

CM: *Altså vi havde sådan nogen, vi evaluerer jo hvert år sådan noget som organisk reach og så nogle ting. Og den har jo været rigtig høj og var også højere end vi regnede med og det har helt klart gjort at vi er kommet meget bredt ud og fået rigtig meget eksponering, fordi det netop har [svært at hører] men så har de netop tagget hinanden, som er en form for deling. Altså en smal deling og kommenteret en masse.*

Spg. 14

C: Vil du sige at det spiller en lige så stor rolle med det med kommentarer og tagging og deling i jeres kampagne på den enkeltes opfattelse af rygning? Altså det der med at du spejler dig i andre. Vil de se at det er en del af jeres kampagne eller er det et biprodukt?

CM: *Det har været sjovt og så, for vi laver community management på det og monitorer kommentarerne. Og det har været meget gennemgående at langt de fleste kommentarer der tagger de hinanden og driller hinanden eller en tredje part "det ligesom dig" eller "dem fra 9.C". og det meget de dialoger der kører i kommentarsporerne.*

C: Så de kan spejle sig selv i det de ser?

CM: *Yeah og typisk spejler de nogen bekendte, fordi meget af kampagnen handler også om på at sød måde at gøre lidt grin med dem som står og leger seje med cigaretterne. Der er det klart at du ikke har lyst til at sige "det lige som mig" der har du mere lyst til at sige "det ligesom dig" eller det ligesom Jakob" eller nogen andre.*

C: Vil du sige det at med at vi snakker med vores venner om det vi ser og influencers, vil du sige at det har lige så stor betydning som deres engagement med influencers eller har det større betydning i deres valg i hverdagen

CM: *Det ved jeg ikke. Det tror jeg kommer meget an på hvordan vi bruger influencerne: om det er de store eller de små, men man kan sige at vi har oplevet at det i meget høj grad har talt med hinanden. Gallup måler på det hvert år. Og det man typisk siger er tommelfingerregel er at hvis man kan måle på at 5% hinanden om en kampagne, det er benchmarken Og så er det meget godt udtryk for at man har ramt et eller andet og folk godt lige gidet at snakke med hinanden om det. Der har vi været næste 50% af målgruppen har talt med hinanden om det. Og jeg vil også sige at når vi er ude, så er det også det indtryk vi får, at de har talt enormt meget med hinanden om det. Det er ikke nødvendigvis ensbetydende at de så*

lader være med at ryge, men det er i hvert fald et skridt på vejen til at de forholder sig til hvad det er vi gerne vi sige. Og at de gider interagere med det og at de ikke bare lukker af som jeg tror de ville gøre hvis vi kom med en lungekræfts kampagne eller...

Spg. 11

C: Du nævner i et tidligere interview at I i de første uger af kampagnen benyttede jer af organisk spredning, kan du komme lidt nærmere ind på hvad det går ud på, og Hvorfor benyttede i jer ikke af Mass marketing til at få jeres budskab ud til målgruppen?

CM: Det faktisk fordi det første år vi sku starte, altså nu er vi jo igang, så det kan vi ikke gøre på samme måde igen, men det første år vi skulle starte kunne vi egentlig godt tænke os at vi prøvede at være sådan lidt ikke kampagneagtig. Altså at vi ikke sådan pludselig kom bragende sådan at alle sagde "åh nu kommer der en ny anti-ryge kampagne" og det så den der og nu kører den bare på fuld skrue. Så vi ville gerne have den kunne starte stille og roligt og begynde at kører sådan diskret og så stille og roligt vokse

C: Okay. Havde det været til hinder hvis i havde benyttet Mass marketing?

CM: Næh det gjorde vi jo også efter et par uger, så skruede vi jo for den kanal, men vi vil bare godt starte sådan lidt mere undergrunds agtigt eller hvad man nu skal kalde det. Og det gjorde vi jo så med influenserne, det var jo dem vi brugte til det, og kørte sådan ligeså stille via dem og så koblede vi så resten af kampagnen på bagefter.

C: Er det fordi det med organisk er noget de unge mere modtagelig overfor?

CM: Nej det tror jeg egentlig ikke. Jeg tror mere det handlede om at vi gerne ville give det en blød start. Vi kunne høre når vi snakkede med dem om anti-ryge kampagne så lavede de jo bare sådan en [parade hånd tegn]. Jeg kan huske der var en pige som sagde "jeg kan slet ikke hører sådan nogle, jeg lukker bare, sådan helt automatisk så lukker mine ører bare". Vi ville egentlig gerne lirke den sådan lidt ind til at starte med uden at de nødvendigvis spottede at nu kommer der en ny kampagne, sådan at den lige kom lidt igang inden det lidt større brag kom.

C: Så den kom til at ligge i baghovedet inden de fik den i ansigtet.

CM: Yeah

C: Ja lidt opsummerende og fremtidsperspektiverede spørgsmål. Hvad mener du er den vigtigste rolle social media influencers ligesom kan tage i en social marketing kampagne? Er det kun som...nu har du været inden på det tidligere, som promoter og det kan godt være vi bare skal droppe det, for du har været inde på det der med at det er lidt en pakkelsønsning.

C: Hvad ser du som den største udfordring for fremtidige kampagner hvis du ønsker ligesom at ramme den målgruppe. Ser du nogen udfordringer der?

CM: Ungdoms kampagner?

C: Ja, blandt andet her i forhold til at de ikke bruger traditionelle medier så meget, men er gået mere over til sociale?

CM: *Vi kører mange ungdomskampanjer herinde og det er et helt andet medie mix end når man kører bredde voksenkampanjer. Vi går foreksempel aldrig på tv hvis vi har en ung målgruppe, så kører udelukkende på social og digital og nogle gange biograf og så sådan noget. Men det er en helt anden pakke. Men det er egentlig ikke den store udfordring. Det kræver noget at følge med i udviklingen af alle de her platforme. Det er sådan at så ændre de sig hele tiden og formaterne, hvad der kører der ændrer sig hele tiden. Men de unges brug af dem ændrer sig også ret meget hele tiden. Så man skal hele tiden som bureau bruge ret meget krudt på at følge med. Både hvad der formelt sker, men også uformelt sker i brugen.*

C: Lige kort tilbage, du siger at i ikke bruger traditionelt marketing hvis i kører udelukkende unge. Er det fordi de slet ikke bruger de medie typer eller bliver det anset som hinder eller noget gammelt de ikke gider hører på?

CM: *Man kan sige de ser jo ikke ret meget tv, så kost prisen for at gå på tv, er ekstremt høj og det er meget meget dyrt at nå og målgruppen er der så lidt at det er rigtigt dyrt medie at være der på. Så det er også en effektivitets dagsorden over det.*

C: Indsæt spørgsmål: kampagnen har nu kørt...om måske kan hægtes på influencerne

[lang pause]

CM: *Der ligger lange evalueringer på sundhedsstyrelsens hjemmeside som jeg tænker at du kan grave frem. Men vi målte på rigtig mange ting. Både vi måler jo for eksempel på øhmm vi på helt basis forståelse. Øhmm for det er jo en ironisk kampagne. Ikke nødvendigvis influenser indhold, men meget af det andet er ironisk, så derfor har det været meget vigtig for os at de fatter det er ironisk og ikke tror at der en reklame for cigaretter. Så det måler vi på hvert år. Og det forstår de heldigvis godt. Også måler vi på at sådan noget som interaktion og organisk reach, men noget at det jeg synes var mest interessant er sådan noget som at 75% siger at de kan li kampagnen, 45 har talt med hinanden om det, 27% unge fetrygere siger, for sådan er jo, siger at de er stoppet eller skåret ned på rygning som følge af kampagnen og 40% ikke rygende unge har fået mindre lyst til at ryge på grund af kampagnen. Så det er særligt de to sidste ting vi er meget interesseret i. Fordi man kan sige netop det der med at det er en anti-ryge start kampagne gør at man ikke kan måle...det er jo ikke vores KPI at sige hvor mange er stoppet med at ryge og hvor mange er gået på ryge-stop kursus. Vores KPI handler jo om...den er bare pisse svær at måle, men handler jo bare om at de ikke skal starte. Og der er jo også rigtig meget...øh øh altså, ma man...når man begynder at snakke om rygning så er der også en risiko for at man for talt så meget om det at man får lyst til at ryge. Jeg har kolleger herinde som er rygere og hver gang vi har siddet og skulle braine ting på den kampagne så får de lyst til at gå ud og ryge. Men nogle gange så bare det at man begynder at side og snakke om det for en lyst til at gøre det. Derfor har det også været vigtigt for os at det ikke var en kampagne der gav bagslag og som alligevel gav dem lyst til at ryge. Og det er jo igen tilbage til om de forstår de ironiske i bemærkningerne.*

C: Så skal jeg hører om du har nogle bemærkninger eller indskydelser... noget du gerne vil ud med

CM: *Øhm nej. Altså det jo en kampagne hvor vi har været nødt til at være meget tro mod vores indledende ide. Altså år man starter med at ryge fordi man gerne være sej forenklet sagt og så handler kampagnen egentlig bare om at det ikke er sejt at blive taget i at prøve at være sej. Og det kunne i virkeligheden også handle om noget. men det er det der frygt for at falde igennem når du står det og prøver at lege sej*

C: Jamen jeg siger tak for hjælpen. det var rigtig interessant. Og jeg er rigtig glad for at du gad at tage dig tid til at hjælpe mig.

CM: *Det var da så lidt.*

Transcript from Interview with Chief Strategist Director at MediaCome Beyond Advertising, Rasmus Fisker

C: Christian Svensson (interviewer)

R: Rasmus Fisker (interviewee)

C: her til start for at få formaliteterne i orden. Du er med på at der bliver optaget, det er du med på?

R: mmmhh (JA)

C: Vil du være anonym eller?

R: Nej!

C: Det fint.

R: Det går ud fra hvad skal du bruge specialet til? Skal det...?

C: Det er bare afsluttende speciale

Så hvis det til censor også videre, så er det fint. Hvis det er sådan at du går ud bruger citaterne, hvad heder det...ja offentligt så må du meget gerne bare lige spørge om lov først.

Ja, okay, men det er mest hovedsageligt til censor, men jeg vist klikket af at den kan være offentlig for dem som kan søge i CBS databaser og finde mit speciale

Det fint og det er også helt fint, så længe at det er i specialet det foregår, men hvis citaterne sådan bliver taget ud kontekst i specialet, det er det jeg tænker på.

Spg 1.

C: Kan du give en kort introduktion til hvem du er og hvad du arbejder med til daglig?

R: Ja jeg hedder Rasmus Fisker og jeg er strategisk direktør her i MediaCom Beyond Advertising, et reklamebureau øhh, så det er jo reklamer især til digitale platforme. Man laver bladet andet en masse influencer marketing. Man laver også, hvad skal man sige reklamer op sociale medier, men som bare kommer fra brands direkte. Eller bannere og/eller videoer på YouTube. Alt muligt reklame.

C: Okay hmm.

Spg 2.

C: Hvad er din erfaring med brugen af Sociale medier og lige så social media influencers? Hvor længe har du arbejdet indenfor det område

R: Altså sociale medier har jeg vel arbejdet med omkring 10 år nu professionelt og influencers har jeg vel nærmest arbejdet med siden det blev en ting, så det er vel en 6-7 år

C: Så det er forholdsvis en ny ting indenfor marketing verden?

R: Ja det er det. Altså influencers i sig selv er jo ikke en ny ting at der fandtes noget som hed influenter, men det er jo først indenfor de seneste 7 år, måske endog først inden for de seneste 4 år at man har fået et kommercielt sigte med det og man har kunnet se at det giver mening at bruge dem som har et publikum sådan mere kommercielt

C: hmm

R: Jeg tror grunden til det er...undskyld det skal jeg nok lade være med

C: Nej nej nej

R: Jeg tror grundlæggende at det jo er fordi grunden til at man er begyndt at kigge den vej [pause]. Jeg tror at det vigtigt at skelne mellem at det ikke nødvendigvis brands har tænkt at det har kunne være vi kunne gå med og få en fed måde at kommunikere på. Det fordi de har kunnet se at de ikke har kunnet nå det publikum via tv og biograf og de andre traditionelle ting de ellers har brugt.

Okay, det er godt du indleder det, for det er noget vi senere vil komme ind på. Øhmm

Spg3

C: Hvad er en social media influencer for en type og er der forskellige typer influencer?

R: Ja det er der helt sikkert. Altså der er jo mange forskellige typer. Der er jo på segment ikke også, der jo helt mange forskellige. Der er nogen der kan være stærke indenfor bestemte segmenter, det kan være indenfor beauty kategorien, nogen der kan være stærke på segmenter indenfor livstil og kultur, musik, gaming. Alt muligt forskelligt. Humor! Så der findes på den måde mange forskellige segmenter, i forhold til deres...hvad det er de kommunikere omkring eller deres interessesfærer. Så er der også segmenter i forhold til det, altså inden i den interessesfære så finders der måske segmenter på alder. Og oven i det så ud over det hele så finder der jo, hvad skal man sige forskellige typer influencer i forhold til målt på hvor store er de i forhold til deres reach. Vi plejer at kalde det...vi plejer at kalde det celebrities, mega influencer, macro influencer og micro influencer. Så vi plejer at have fire forskellige [kort pause] hvad skal man sige stadier. Plejer at beskrive det som sådan en pyramide...så hvad hedder det. Må jeg tegne?

C: Ja! Selvfølgelig

R: Så hvad hedder det, du har den her ik'os. Du har celebs heroppe, mega, macro, micro og det sjove det er at jo længe du kommer herved jo mindre reach for du. Jo højere du kommer her oppe jo bredere reach får du, Men! Jo længere du kommer herved jo højere troværdig får du også. Jo højere du kommer herop jo mindre troværdighed. Det er sådan meget groft skåret. Det vil sige at du kan jo sagtens have en gruppe... [lang pause] du kan jo sagtens have en influent som ligger heroppe, som er super troværdig. Det kunne være at du kommunikerer det igennem...hvad kunne det være? Altså der er meget stor forskel på at kommunikere igennem Remeé eller Svend Brinkmann. Svend Brinkmann er jo en utrolig troværdig kilde og han jo også en berømt og en influent i en eller anden grad. Han laver nok ikke så mange kommercielle partnerskaber ikke også. Men men ham kunne man godt kommunikere igennem. Altså der vil være meget store sammenhænge, så kunne du godt [ikke aflæse ordet] kunne du godt forholde tror jeg det. Det er

bare fordi mange af dem, de celebs som arbejder inden for de her område med kommercielle partnerskaber, de vil være mindre troværdige fordi at...lad os tage Mascha Vang ik'os. Hvis du ligger og kommunikerer igennem hende. Det interessante ved hende er at du kan komme ud til ekstremt mange på en gang. Det er meget interessant for brands, for det er sket for hele mediemarkedet er at der er blevet enormt fragmenteret. Så engang så skulle man ligesom bare lave en kampagne hvor du kommer i Mix bladet på Vi Unge ik, og så sku' du have en reklame på TV2 Zulu eller sådan et eller andet ik os. Og så var du ligesom flyvende på at ramme målgruppen og det kan du bare ikke mere i dag. Nu er du nødt til at lave noget på Youtube, på Facebook hos fem forskellige influenter og så videre. Det er lige pludselig en enorm kompleks medieplan som man kalder det. Den var meget mindre kompleks engang. Så brands kan godt li' hvis der så bare er "okay så lads os bare lave noget med en influent, men lad os lave noget med Masha Vang fordi at der lan vi nå 300.000 Fedt! Så behøver vi kun at arbejde sammen med hende". Så kan det godt være at hun er dyr, men sår når vi ligesom mange. Problemet med det, det er bare at du når jo mange hus hende, men hendes følgere er jo sådan en bredde og følger hende måske af mange forskellige grund. Det kan være nogen som følger hende på grund af at hun er god til makeup. Der kan være nogen som følger hende fordi hun har store bryster. Der kan være nogen som følger hende fordi de synes hun er dum. Så hun kan egentlig være det vi også kalder en uninfluencer. Det er jo super interessant at en ret stor del faktisk af hendes følgerskare kan være nogen der følger hende for faktisk at se de ting hun gør og det skal så være nogle ting de ikke selv gør. Og så er det at jo længere vi kommer herved ik' også [peger på tegning], jo mere troværdighed kommer der, men jo stærkere bliver segmentering også. Fordi heroppe der er det nogen meget meget store segmenter, altså interesse segmenter så det kunne være sådan noget som mode eller beauty eller mad eller et eller andet som er meget brede områder. Hervede kan du komme ned i sådan noget med øhh hække eller fluefiskeri eller hvad ved jeg. Du kan komme med nogle helt specifikke segmenter. Så kan det godt være at vedkommende kun har fem eller syv tusinde følgere. Men til gengæld de 25 følgere tror religiøst på den her person. Han eller hun har en meget høj grad af troværdighed. Så hvis han eller hun siger noget omkring hvad for nogle strikkepinde som er de bedste på markedet, så tror folk på det. Og hvad er bedst? At jeg kommunikerer igennem en som når mange eller er det at kommunikerer enormt præcist. Så nemt, komplekst men også mere effektivt [peger på tegning].

C: Interessant! Øhmm

Spg. 4

C: Kan du fortælle hvad influencer marketing går ud på for dig?

R: På en flad tallerken så handler det jo bare om at nå et publikum som er svært at nå på andre platforme. På en, hvad skal man sige [Lang Pause] på en meget mere troværdig måde en man kan når man kommunikerer som brand alene. Så man kan sige at hvis du har læst medie teori er der jo, hvad hedder det 2x... hvad fanden er det nu hun hedder [lang pause] jeg kan ikke huske det, men anyway. Men medier har stor betydning for kommunikation og det er klat at når jeg kommunikerer igennem en influencer, så kan det godt være at jeg kommunikerer igennem et medie der hedder Youtube, men mit reelle medie er jo influenten. Og den influent smitter jo,

influensens brand smitter af på mit brand. Så det er ekstremt svært for mig som brand at få opmærksomhed, det skal jeg betale mig fra selvfølgelig. Men hvis jeg laver en Youtube annonce, så den kommer i dit feed, jamen så kan du ret hurtigt vente på at de fem sekunder er gået og så vil du klikke væk ik os! Det vil sige at jeg har ekstremt lav tålmodighed hos dig. Eller du har ekstrem lav tålmodighed med mig som brand. Men hvis jeg nu gør det igennem en influent. Lads os sige at det var Rasmus Brohave, så har han jo meget højere troværdighed en jeg har som brand og også så meget højere tålmodighed. Så det vil sige at der vil, der er det ligesom en aftale med forbrugeren om at de gerne ligesom vil se hvad han bringer. Så "når jeg kommunikerer igennem ham, så siger han automatisk "nu kommer jeg til at fortælle jer noget som er fedt" i hver fald jeg kommer til at fortælle jer noget om det her brand, men på min måde. Og det før automatisk at man får brand equity som ligesom sådan flytter over os eller noget brand som flytter over. Det er jo super værdifuldt. Så kan det godt være at jeg ikke kan ramme lige så mange som jeg kan på tv, men jeg får en indirekte anbefaling af en troværdig person samtidig med at jeg får noget reach og det er en helt unik måde at kommunikerer på i forhold til nogle andre medier.

C: Okay! Øh hm

Spg. 5

C) Hvorledes vil du karakterisere den unge generation, bedre kendt som generation Z? Og hvordan adskiller den sig fra tidligere generationer?

R: Ja det gør dem da. Den adskiller sig i sig medie forbrug, men [lang pause] men man kan sige sådan menneskeligt så tror jeg ikke at den adskiller sig så meget fra de andre generationer. Men Generation Z har jo bare været en generation som er blevet eksponeret for nogle andre typer medier og nogle andre måder at kommunikere på. Så kan man sige at der er nok et større, meget meget større gap imellem, hvad skal man sige, generation z og millennials og et endnu større gap imellem generation z og den generation som så bliver kaldt baby boomers...end der er imellem millennials end der er imellem baby boomers. Forstår du hvad jeg mener?

C: Yeah

R: Så hvad hedder det? Og det er jo netop fordi at vores medie billede har forandret sig så ekstremt. Så vores medie billede er gået fra at være præget af nogle større medier, hvor du kan nå bredere ud, det vil sige en offentlighed som ligesom var samlet på nogle færre medier, til at være en fragmenteret offentlighed som er plaget af alle mulige mikro offentligheder som er udgjort af grupper på Facebook YouTube kanaler som influencers har, instagram profiler som er lavet af en influencer eller en eller anden. Før ville Lars Hemmingsen jo ha' et tv program ik'os, nu er han en instagram profil.

C: Opfølgende spørgsmål: tror du så også at det betyder at vi identificerer os med mindre grupper end vi gjorde før i tiden?

[Lang Pause]

R: Hvad mener du med mindre grupper?

C: jamen du nævner det der med at før havde vi en, hvad kan vi sige, stor medieplatform. Altså du havde tv som det vi samledes om, men i dag er vi spredt mere ud. Tror du så også at det betyder at vi identificerer os mere med de små grupper, altså dem vi følger med på YouTube og det community rundt om dem end vi gør i det større samfund?

R: ja ja det tror jeg helt sikkert. Jeg tror hundrede procent at man identificerer mere med den/nogle af de influenter. Jeg tror at man skal skelne mellem et follow af en influent betyder ikke nødvendigvis jeg elsker den her influent og at jeg identificere med den her influent. Det kan betyde mange ting. Det kan betyde at jeg identificere mig med den er influent og at jeg stoler på den her influent. Det kan også bare betyde jeg synes den her influent laver fremragende ting og det kan også betyde at jeg synes vedkommende er super utroværdig. Det er ligesom hvorfor bliver jeg ved med at stå og kigge på et trafikuheld, det er sådan at jeg har ikke lyst til at se på det, men jeg kan ikke fjerne øjnene fra det. Sådan tror jeg også der er mange der har det med influenter. Men for at komme tilbage til spørgsmålet, så er det afhængigt at mange parametre, for en tv-reklame har jo præmis indbygget i sig at den skal ligesom være meget bred. Så det vil sige, i kommunikation så er du nødt til at kigge på en meget menneskeligt indsigt, altså en generelt menneskeligt indsigt for at være interessant. Så det kan være for eksempel at alle har oplevet ulykkelig kærlighed. Så laver man en film som handler omkring det. Og det vil egentlig føles for rigtigt mange mennesker rigtig relevant, det er rigtigt meget man kan læse sig ind i. Man kan sige når en influent kommunikerer, så kommunikerer de jo meget specifikt omkring nogle specifikke interesseområder, så det kan være gaming og det kan være en som er helt vild god til at spille Fortnite, så er den person blevet relevant for mig, men det er på et meget specifikt område. Så definer relevans, altså det kan være meget forskelligt. Men jo i forhold til at man kan dyrke niches, specifikke interesser for eksempel den måde at tale på, så har det forandret sig ekstremt meget.

C: Vi har måske været lidt inde på det men...

C: Spg. 6 Hvordan vil du mene at fremkomsten sociale medier har ændret på marketinglandskabet?

R: Altså meget hurtigt så er det blevet meget mere fragmenteret. Det har jo gjort at man [lang pause] bliver udfordret af tv og biograf [ikke aflæses] til at man nu er nødt til at være til stede på den platform for at nå nogle specifikke målgrupper. Samtidig har det også skabt situation hvor det er at, hvad skal man sige, sådan en klik-kultur eller en skip kultur, som har gjort at det er ekstremt svært at få forbrugernes opmærksomhed i dag. Fordi engang var der to kanaler. Så sad de og så det og når der var reklamer, så sad de og så dem til de var færdige. Det vildeste der ku' ske var de gik ud og gik på toilettet eller gik ud og hentede kaffe. Men det var en enormt stærk kommunikation af have deres opmærksomhed i tredive sekunder med lyd, det eksisterer nærmest ikke mere for denne her unge målgruppe. Det er tre sekunder uden lyd på facebook og fem sekunder med lyd på YouTube og så kan du være heldig at der er nogen som gider at se resten fordi de har glemt at slukke for den og der er gået videre i en anden browser. Så det er helt andet game og der har givet forbrugerne meget mere magt. Og så kan man spørge om det nødvendigvis er godt. Det er ikke nødvendigvis godt for kvaliteten der udkommer af kommerciel kommunikation. Fordi at det er blevet så fragmenteret, så er brands begyndt at råbe meget

højere. Det vil sige at de bruger meget vildere farver og store logoer og det andet, for de skal have noget effekt. Så fordi at det er svært at få folks opmærksomhed, betyder det så at man inden for de første fem sekunder skal lave et kæmpe stort brand logo. Og råbe ud af højtaleren "HEY giv mig din opmærksomhed". Det er måske ikke den smarteste måde at gøre det på, men det er også det systemet har skabt. Der er mange forskellige ting som er blevet forandret, men det er i hvert fald nogen af de grundlæggende. Det er derfor influenserne er så interessant, for de er nærmest de eneste bastioner, som lidt lige som tv og biografen har meget opmærksomhed. Altså når vi laver en kampagne igennem influenter, så får vi jo [Uforståeligt 17:04]. vi lavede noget for Hi-fi-klubben hvor vi promoverede Soundboxes sammen med nogle Youtubers som hedder, Kender du det og vi endte med at få en halv million views på den reklame og den gik nummer et på YouTube's Hot liste. Det kunne vi ikke have købt os til. Skulle vi have købt det på tv så havde det kostet millioner. Så den form for opmærksomhed, det kan du selvfølgelig altid regne med. Der er masser af gange hvor man laver noget, men føler hvor det ikke bliver så succesfuldt, men du kan ligesom bare få en aftale om opmærksomhed som du ikke har ret mange andre steder. Du har måske det i biografen. Det er stadig en af de steder hvor vi ikke hader reklamer. Der går vi ligesom stadig ind, så ser vi og hører dem.

C: Opfølgende spørgsmål: Vil du måske også sige at man tager forbrugerne lidt mere med ind i skabelsen af brands og sådan nogen ting i takt med de sociale medier.

R: jeg vil sige at forbrugerne har mere magt i forhold til at de jo i kontrol med hvad de trykker på og ikke trykker på de ikke vil se. Om forbruger er taget med i skabelsen? Jah der er helt klart en co-creation trend i marketing hvor man bruger forbruger og prøver at få dem til at dele ting og være en del af kampagner. Men jeg vil også sige, at hvis vi igen kigger på det som en udvikling, så var det meget nemmere og få forbruger til for fire-fem år siden, hvor sociale medier og influenter var nyt. I dag er det meget svære. Folk er meget mere bevidste omkring hvad de deltager i og hvad de ikke deltager i. Det er edder mandme svært at få folk til at dele en brand video i dag, den skal være virkelig god.

C: Spg. 7: hvordan benytter de unge sig af sociale medier i dag? Hvad er formålet og hvordan omgås de med hinanden på nettet.

R: Det er ekstremt forskelligt alt efter hvad det er for en platform du har fat i.

C: hvad vil du sige hvis vi snakker YouTube og instagram?

R: jamen, og du spørger til hvordan de bruger dem?

C: ja bruger de dem som underholdning eller for at være sociale med hinanden på en måde?

R: YouTube er klart en underholds eller primært en underholdningskanal. Det er jo moderne tv med mange flere kanaler. Så det bruger man klart som underholdning, men der er jo også nogle influenter som tager fat i nogle andre ting ikke også. Fie Laursen som er en social vild, både på godt og ondt, som har fået nogle ting oppe og vende på grund af hendes selvmordsforsøg, men også Kristine Sloth og andre der ligesom tager nogle andre temaer op som kan handle omkring hungersnød i Afrika og klima og mobning i skolen. Så det jo ikke... der kan godt være oplysning i

noget af det, men det er primært underholdning. Hvis du tager sådan noget som instagram, så er det jo også meget være...underholdning lyder så let, men det er jo for at fordrive tiden. Så det er indholds konsumerende og det indhold kan så være underholdende, eller forargende eller inspirerende eller noget andet. Går de over på andre platforme som eksempelvis Snapchat, så handler det nok mere...så er det en mere lukket gruppe - færre du følger, hvor den platform bliver brugt til, ligesom sociale medier bliver brugt til i gamle dage – at holde kontakt og være tæt på mennesker. Det gør instagram jo også. Det er jo også med til at bekræfte social kontakt, men det er klart at både instagram og Facebook er gået fra at være sociale medier hvor man brugte det til at være i kontakt med hinanden, til bare at blive nyheds- eller underholdningsmedier, hvor du forbruger noget indhold. Så en måde at forklare det på er, at hvis du går seks år tilbage, så kan man sige så vil mange forbruger på Facebook have meget synlig aktivitet. Det vil sige at når de gjorde noget, så vil det være at de likede noget eller kommenterede noget, at de delte noget eller slog noget op på en andens væg. Det vil sige aktivitet som man kunne se. I dag er det meget usynlig aktivitet. Det vil sige at du noget – klikker på noget, men det er jo ikke noget vi kan se at du gør. Jo det kan hvis man kigger på al dataen, men det jo på den måde det er blevet sådan en meget mere passiv platform – hvor vi forbruger mere end at du engagere dig og deltager. Og det er nok også det der er på vej med Instagram, med Instagram der siger, at nu fjerner de jo likes. De eksperimenterer ved at fjerne like knappen, så på den måde bliver det også mere passivt forbrug.

C: spg. 8. Hvad ser du som den bedste måde hvis du som marketer ønsker at ramme en målgruppe som generation Z?

R: Jamen helt klart influencer. Altid tænke influencer ind som en del af mixet. Hvis man ikke gør det, så ved man ikke hvad man laver. Men det kommer også meget an på hvad det er for en kampagne. Man også godt lave noget på mobiltelefoner som ikke nødvendigvis går igennem influencer, men jeg vil sige at du klart skal have influencer med som en del af mixet.

C: Spg. 9) Hvordan vil du mene at sociale media influencers adskiller sig fra traditionelle opinion leaders såsom skuespillere og sportsstjerner?

R: Skuespiller og sportsstjerner er berømte for noget andet. Altså det vil sige at deres influencer value er baseret på at de laver noget nogen andre steder. Nikolai Coster-Waldau er med i Game of Thrones, Remeé er med i X-factor – de er baseret på det. Så de to har taget det brand og flyttet det ind på instagram og rekvireret nogle følger der, men de andre – de ægte influencers, det jo dem som har kæmpet og været micro influencers som er gået til at blive macro influencer og så mega influencer, som måske faktisk er blevet celebs. Det sådan en som Rasmus Brohave, som er lige så meget tv-vært som han er influent.

C: ja han er lige blevet være på kanal 5

R: ja det er jo et meget godt eksempel på det. Så det er noget af forskellen. Forskellen er jo også bare at celebs det er jo bare meget bredt. De vil ofte også være rigtig dyre at arbejde sammen med. Også besværlige at arbejde med.

C: Hvordan?

R: for de vil have nogen krav og en bestemt fotograf fordi de kommer fra et andet miljø. Influencers kommer ligesom fra en verden hvor han og hun laver alting selv. De ikke nødvendigvis så snoppede hvis man skal sige det sådan. Og så en anden ting det er bare at når de arbejder med en influent så er de jo rigtig gode til at lave indhold. Remeer er jo influent, men han er jo elendig til at lave indhold. Hvis du ser på hvad han laver og den måde han laver indhold på, det med hans telefon hvor han går og vifter med den og laver nogle stories, mens at Kristine Sloth kører tre kameraer, filmer hjemme fra sin seng, sætter lys. Altså hun kan jo lave en ret professionel produktion. Eller som en instagram influencer kan tage nogle sindssygt gode billeder. Som man altid godt vil kunne bruge som brand i andre medier.

C: du nævnte det der med at de ægte influencers godt kan være gået fra at være micro til nu at være celebs – vil du sige at de så stadigvæk beholder deres autenticitet?

R: Ej nej nej. Jo højere du kommer op i den der trekant jeg viste dig før – jo mere sker der også med din troværdighed, jo flere sponsorerede samarbejder du laver, jo mere sker der også med din troværdighed. Men er vigtigt at tænke over at sponsorerede samarbejder det med offentlige institutioner eller brands. Sponsorerede samarbejde er ikke per definition dårligt, men i kategorien sponsorerede samarbejder så bliver der lavet ekstremt meget dårligt kommunikation, men der findes også masser af eksempler på godt sponsorerede samarbejde hvor de unge faktisk er virkelig vilde med at læse og se det. Vi har lavet masser af kampagner hvor at influenterne nærmest får mange interaktioner, mange flere views eller mange flere likes på deres sponsorerede samarbejder end de gør på normale ting de laver. Fordi at det er en god ide det vi laver eller noget som er sjovt og anderledes eller et eller andet andet. Der kan være alle mulige forskellige grunde til det. Men det er klar at det med til at mindske troværdigheden lidt når du flytter dig op

C: for at holde os lidt til det der med troværdighed.

C: Spg. 10: Kan du komme ind på de unges forhold til social media influencers? Hvorfor lytter de til dem?

R: Det er fordi de er meget i øjenhøjde med dem. De måske spejler deres eget liv eller spejler et liv som de gerne vil have. Den influent udtrykke måske nogle værdier som man som forbruger ser op til. Så på den måde er det jo mikro versioner af de idoler man havde, duplicere Cristiano Ronaldo. Forskellen er bare at de kan komme meget tættere på den her person nu og der bliver nærmest sådan en – en skæv relation, men der er jo en venskabsrelation i en eller anden grad. Altså jeg tror at der er rigtig rigtig mange forbruger når de følger en influent, hvis de mødte hende eller ham på gaden og ikke lige tænkte over det, så ville de tro at det var en af deres venner og de ville sige "Hej Katrine". Men nok lige tage sig i det inden de gjorde det, men det er egentlig den følelse som jeg tror at der er rigtig mange der har. Så på den måde er det jo det tætteste du kommer på have en ven, altså en medieret relation.

C: spg. 11 Hvor stor indflydelse mener du at social media influencers har på unge? I hvor høj grad lytter de og følger deres råd?

R: Det er ekstremt svært at svare på. Det er i højere grad en med andre medier, lytter de til de råd influenter kommer med. Jeg vil også sige at jeg tror også der bliver lyttet mere til hvad

influenter siger til deres publikum end der vil gøres en hvis en celebs sagde noget [ikke hørbart]. Men når det så er sagt er det jo enormt afhængigt af hvad bliver der talt om. Fordi hvis jeg/en influent holder en pakke frysetørret kaffe op ved siden af ansigtet og så siger ”det her er den bedste kaffe jeg nogensinde har smagt”, så er det ikke nødvendigvis noget som folk ligesom tror på, men hvis man laver en kampagne øhhh nu så jeg blandt andet apropos det med rygning du snakkede om – var det ikke Geggo som på et tidspunkt prøvede at stoppe med at ryge på sin kanal og ligesom fortalte omkring det, det er da super troværdigt. Altså hun fortalte om hvornår det var et problem og hvorfor det var hun faldt tilbage og så videre. Det tror jeg absolut kan inspirere andre til at stoppe med at ryge, meget bedre end et kampagneskit på en cigaretpakke som bare er en mand som har fået åbnet hele sit ansigt – et kæmpe stort sår fordi han ryger.

C: så igen det der med at de kan relatere sig til influenter end det billede de for eksempel ser af den negative konsekvens ved ryge?

R: Ja ja. Du kan sige at hvis pakker og alle de billeder der er på pakker, mange af de kampagner der bliver lavet, så er det ofte nogle kampagner som står og råber oppe fra et elfenbenstårn eller et meget moraliserende tårn. Der er ligesom nogle regler for hvad de må sige og ikke må sige. Det er der ikke for Geggo. Geggo må bare sige hvordan hun har det. Så hun må godt sige ”Det fucking hårdt i dag, så nu tog jeg en cigaret. Jeg ved godt at jeg ikke må og sådan noget. Og jeg ved godt at det dårligt og jeg måske blevet gravid” hvad ved jeg. Men hun kan ligesom sætte ord på nogen andre ting i øjenhøjde og ærligt og troværdigt, men ikke nødvendigvis den version af verden som et brand nødvendigvis havde fremstillet.

C: tror du at det kunne få nogen til at ændre deres holdning, hvis vi snakker i kommerciel marketing? For eksempel hvis de har en negativ holdning til et brand og deres yndlings Youtuber så promovere det brand, tror du så at det kan få dem til at ændre holdning til noget positivt?

R: øhh ja men ikke med et snuptag. Men jo det tror eller det ved jeg at det kan altså vi ved jo at – vi kan i hvert fald se på de undersøgelser vi laver, at der kan være brands som har en dårlig perception blandt en yngre målgruppe. Vi kan tage sådan noget som Nescafé som blandt andet er noget vi arbejder med. Så hvis du ligesom har en influens som siger, det første de siger er ”jeg ved godt hvad i tænker når i ser det her”. For vi ved jo godt hvad forbrugerne tænker, for vi har jo lavet undersøgelser og de tænker at det er dårlig kvalitet og det er produceret på en eller anden fabrik og det ikke har noget med kaffe at gøre. Men hvis så influenten fortæller at det rent faktisk er rigtig kaffe som bare er blevet frysetørret. Så det er rigtig kaffe og lad os sige at influenten laver en smagstest og holder den op mod andre kaffer, så er det da en total troværdig kommunikation og det kan absolut overbevise, det ved vi at det kan. Men der er selvfølgelig også tidspunkter hvor det er at hvis der er en influent som prøvede at lave sådan noget der, så vil man jo også skubbe nogen fra sig – tilbage til det der begreb unfluencer. Det vil helt sikkert også have en effekt på nogen.

C: Spg. 12: Det er beskrevet at nogen unge søger råd om livet hos influencers. Hvad er din mening om at nogle har udviklet et venskabsagtigt forhold til deres eksempelvis deres yndlings YouTuber? Er det den der nærhed der ligesom har gjort at de kan komme helt ind på livet af dem?

[Lang Pause hvor Rasmus Fisker lige skal åbne en der har lukket sig ude]

R: hvad sagde du.

C: bare meget kort for du har været lidt inde på livet.

R: hvad jeg tænker omkring det?

C: ja det der med et venskab – jeg godt du var lidt inde på det tidligere.

R: Problemet er – hvad skal man sige. For det er jo godt for et kommercielt perspektiv, for der betyder at det er en ret troværdig kommunikation ik'os for du kan nærmest ikke købe det, der er nærmest ingen andre steder hvor du kan købe venner til at påvirke en bestemt målgruppe og det kan du faktisk igennem influenter. Så det er positivt for et kommercielt synspunkt. Men fra et samfunds perspektiv er det specielt godt at der pludselig kan sidde en pige som Fie Laursen og ha' ret mange følgere, men tydeligvis ikke føle nogen form for redaktionelt ansvar for hvad hun putter ud af den kanal er det en god ide? Det synes jeg ikke. Men man kan også sige at alternativet, vi kan jo ikke censurerer folk på den måde, der er jo ytringsfrihed. Jeg tror mere min mening om den sag er at vi nødt til at uddanne vores forbrugere til at navigere i det felt. Så ligesom YouTube maskine navigerer dig over til at se mere og mere ekstreme videoer. Der skal vi lærer vores børn og den yngre generation hvordan de skal håndtere det.

C: Spg. 13: Kan du komme ind på hvilke fordele og ulemper der er ved brugen af influencer marketing?

R: Fordelen er jo den her medieret relation, troværdighed, du kan ramme meget specifikt nogen bestemte interessegrupper for eksempel fluefiskeri. Ulemperne er at det er meget svært at kontrollere din kommunikation som brand, altså du kan ikke selv få lov bestemme præcist hvad der skal siges, for du skal sige det igennem en anden person. Så det jo meget anderledes end a lave en reklame normalt. Og det er noget af det der er aller sværest for mange brands er den proces – det er meget mere besværligt. Det altså ret nemt at indrykke en printreklame og lave en annonce på Facebook. Det er rigtig svært og tager rigtig lang tid at lave sådan et samarbejde med en youtuber. Så tidsaspektet, projektledelsesaspektet, kompromiset mellem hvad man gerne vil sige som brand og hvad influenten gerne vil sige.

C: Spg. 14: Du hører ofte i YouTube videoer "like" & "smid en kommentar", hvad er det som driver unge til det indgå i den slags samtaler på nettet? Tror at det skaber et forhold til andre følgere?

R: ja absolut. Det er helt sikkert en måde at være en del af et community som ikke bare er en forhold til Christine Sloth, men der også er ens forhold andre af Christine Sloths følgere, fans af hende. Ligesom der har været om al idoldyrkelse. Og folk der har været fans af One Direction og Take That, så selve idoldyrkelsen der, den måde kultur er ikke så anderledes. I en mindre skala, men det vil stadig være noget at det samme. Men det er en relation hvor der bliver givet meget mere fra influenten end der jo gør fra One Directions side. Prøv lige at spørge om det sidste?

C: øhh jamen det var hvad det er der driver de unge til have den samtale med hinanden på nettet?

R: Der kan man sige, det er meget for at få kontakt. Det svarer jo til at den populære pige i skolegården, hvis hun svare på en af dine kommentarer. Så det er jo en form for anerkendelse og accept overfor en bruger at "du er cool", "du er okay", "jeg kan godt li dig". Og man kan jo sige lige meget hvor meget vi ønsker ikke at anerkende det som mennesker, så tror jeg grundlæggende at det er en ret grunddrift for os det her at blive anerkendt - vores følelser eller det vi laver og selvfølgelig har det en stor betydning. Man kan sige influenternes grund til at gøre det er jo at jo mere engagement de kan på deres videoer eller posts, jo mere spreder det sig.

C: Spg. 15: Tror du at andres kommentarer er med til at påvirke de unges attitude i forhold brands og produkter? Tror du også at det gælder skadelig adfærd som rygning og druk?

R: så du tænker i forhold til det med at der er nogen som sidder og læser kommentarer.

C: Yeah, så det der med for eksempel med at ryge og de står alene. Tror du at det kan få ændre holdning hvis de ser at de står så alene i forhold de andre i det community?

R: rygning er et meget specielt område.

C: det ved jeg godt, men hvis vi bare snakker generelt?

R: ja det tror jeg absolut.

C: her til sidst lidt opsummerende.

C: Spg. 16: Ser du nogen fordele eller udfordringer der kan være ved bruge social media influencers i social marketing kampagner, hvor man ikke bare ønsker at sælge et produkt men derimod en adfærds ændring?

R: ja der kan være noget med at det er jo meget nemt at se at den her video er lavet i samarbejde med Nescafé og det kan man selvfølgelig også sige når man når man laver den i samarbejde med Rådet for større færdselssikkerhed. Men det er måske ikke altid så klart når man laver en offentlig kampagne, hvad man egentlig vil have folk til. Hvad er det kommercielle budskab, hvornår er det at det er en reklame. Og man kan også sige hvis det nu er at Landbrug fødevarer. Lad os sige at de laver en kampagne. Landbrug fødevarer kunne måske hos nogen, især den yngre generation opfattes som en velgørende organisation som beskyttede landbrug og fødevarer. Men faktum er jo at det er en organisation som repræsenterer meget meget specifik udsnit af medlemmer, som er meget fokuseret på at give så gode forhold som muligt (ikke hørbart]. Så man kan sige at når du kommer over i den sfærer – det er meget let i kommerciel kommunikation at få rigtig mange forbruger til at forstå at det er kommercielt. Når du ligesom kommer over i den sfærer, så begynder du også at bevæge dig over i kampagner som bliver holdnings adfærd, så bliver det ligesom svært at skelne hvad er egentlig rigtigt og forkert her. Jeg ved godt at når der nogen som præsenterer en Nescafé reklame for mig at det skal jeg nok lige forholde mig til med et gran salt. Men hvis nu der er en som forklarer mig gødning, er rigtig god for vores planet – det kræver måske

mere research at finde ud af om det "er det egentlig rigtigt" ik'os. Men jeg ved godt når jeg bliver præsenteret for en kommerciel reklame de er ude på at sælge et produkt. Det kan være lidt svære at afkode afsender og hvad hedder det fokus fra afsender.

C: spg. 17: hvordan vil du mene at social media influencers bedst bruges i sådan en sammenhæng? Så er det for at ramme eller også ændre adfærd.

R: Det er absolut begge dele. Det der er så vigtigt, er at du kan ikke skille de to ting fordi at, hvis jeg gerne vil ramme nogle målgrupper, så vil det være ret nemt for mig og også billigere igennem Facebook og Instagram eller snapchat, du kan bare lave nogen annoncer der. Der kan jeg jo købe for titusende kroner, der kan du blive eksponeret tre gange overfor firstusinde mennesker af målgruppen. Så i forhold til at nå målgruppen så er det meget billigere at gøre det på andre platforme, men det man får igennem influencers, det er at man både når målgrupper men på en meget bestemt måde som er mere effektivt i forhold til at ændre holdning eller perception, fordi der er noget brand værdi som også skrifter hænder.

C: Spg. 18: Ser du nogle influencers eller platforme værende bedre end andre hvis målet var at ændre deres adfærd?

R: du kan i hvert fald sige at på YouTube der har du forbrugernes opmærksomhed meget længere. Der kan du fastholde folk. Der er influenter som videoer på tyve minutter og hvor de kan fastholde folk på tyve minutter. Det er svære på instagram. Der må videoer ikke være så lange. Så kommunikerer de igennem stories – der ser du bare ikke noget i tyve minutter, der ser du måske noget i to minutter. Så i forhold til hvad du kan få igennem af kommunikation eller information, så er YouTube bedst – for det er der du kan få mest information igennem og nuancere det mest. De laver det mest underholdende og så videre. Så der har du mere tid og plads at lege på en du har på andre platforme.

C: Spg. 19: Tror du at vi kommer til at se flere social marketing kampagner der henvender sig til unge, som vil benytte sig af influencers?

R: Ja

C: så det er fremtidens redskab?

R: Det ved jeg ikke om det gør, men det er i hvert fald fremtidens redskaber. Jeg tror den er [ikke hørbart] eksisterende udvikling. Jeg tror også at vi er inde i en tid lige nu, hvor det er at influencer er ret meget på. Det er helt klart et marked i vækst, men det er også et enormt problematisk marked fordi det er svært at gennemskue. Nu er der en artikel i Politiken i dag, som siger noget om at syvogfyrre procent af alle danske influencers har falske følgere og er bevidste om at de har det, men sælger det som at det er rigtige følgere. Så der foregår en kæmpe stor diskussion af hele feltets troværdige. Selvfølgelig er influenter ikke lige så troværdige som Politiken – det bliver de aldrig, men influenter er altid mere troværdige end hvis du som et brand alene siger noget i en tv-reklame eller en printreklame i Politiken. For så er det dit brands troværdighed der er afsender, men her vil hans eller hendes stort set altid være højere end det dit eget brand har – medmindre du har et brand som har ekstrem høj troværdighed som eksempelvis Novozymes.

C: hvorfor ikke mere troværdig end Politiken.

R: Det er der måske også nogen af dem som er, men vi er inde i en udvikling hvor det er at der er flere og flere forbruger som bliver bevidst omkring "okay den må influenter tjener penge er ved at lave reklamer" og nogen af dem skjuler endda deres reklamer. Nogen af dem har falske følgere – det en forretning.

C: her til sidst har du sidste bemærkninger/indskydelser eller noget på hjertet?

R: som vi ikke har været omkring?

C: ja som du tænker måske kunne være interessant, men hvis du ikke har det så er det okay

R: Det var godt. Æhh nej jeg tror at vi har været omkring sådan rimelig mange ting.

C: Men så vil jeg sige tak hjælpen og tak fordi du gad at tage dig tid!