



## INFLUENCERS & BRANDS

# KEYS TO STRATEGIC COLLABORATIONS

### Subscription study

*“Influence marketing and social media efficiency levers through a Big Quali approach”*

October 2023

# SUMMARY

## **1. INTERNATIONAL OVERVIEW**

## **2. THE CHALLENGES OF INFLUENCE AND SOCIAL MEDIA FROM A BRAND'S PERSPECTIVE**

**Content Management**

**Adapting to New Communication Channels and Codes**

## **3. THE POTENTIAL OF INFLUENCE AND SOCIAL MEDIA FOR BRANDS**

## **4. MAPPING INFLUENCERS AND CONTENT CREATORS**

## **5. THE WORK OF MICRO-INFLUENCERS**

**Micro-influencers in everyday life**

**Focus on UGC creators**

## **6. FOLLOWERS' EXPERIENCE**

**Using social media**

**Reactions and expectations regarding brand accounts**

**The perception of partnerships between brands and influencers**

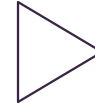
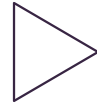
**The perception of advertising**

# METHODOLOGY REVIEW



# CROSS-SECTIONAL STUDY ON INFLUENCE MARKETING

With international monitoring and discussing with the various stakeholders: brands, micro-influencers, followers.



## International documentation watch and interviews with international profiles

**Documentary review and crowdsourcing**

**Interviews with fifteen international profiles**

## Brand interviews

Immersion by listening to **podcasts** and **conferences** dedicated to the theme of influence

**Interviews with brand social media and influence managers**, and with the **heads of agencies** dedicated to influence and UGC.

## Interviewing micro-influencers and social media users

**A recruitment survey** to select a pool of micro-influencers and social media users.

**A mixed qualitative forum discussion, with micro-influencers and social media users**, with questions focused on micro-influencers and general questions addressed to all.

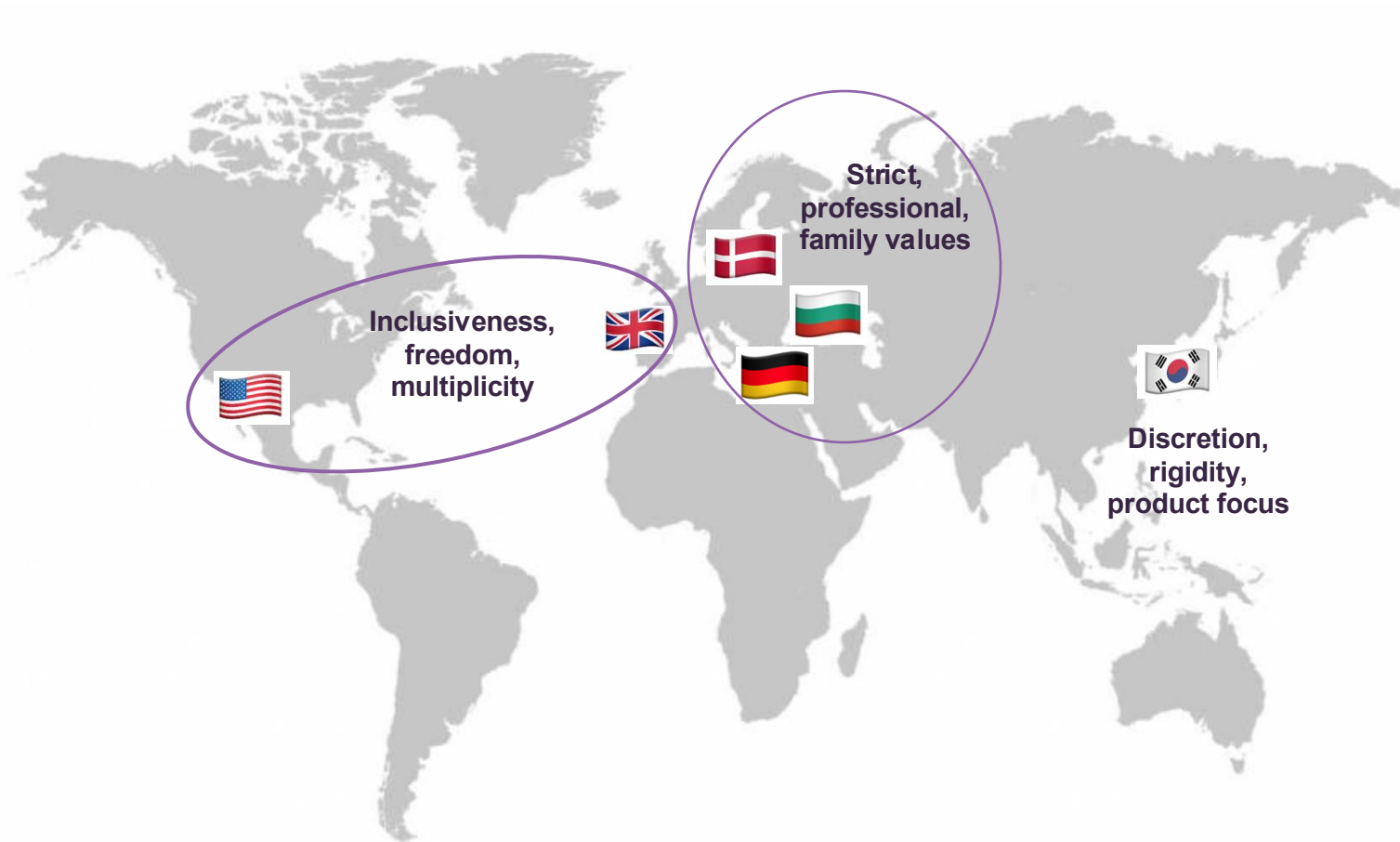
**3 video meetings with micro-influencers**

**2 video meetings with social media users/followers**



# INTERNATIONAL MARKET WATCH AND USER INTERVIEWS

Individual interviews with around 15 regular social media users, including a few micro-influencers and UGC creators.



QualiQuanti **monitored** and/or **interviewed social media regulars** in the following geographical areas:

**Europe** (France, Germany, UK, Netherlands, Bulgaria, Denmark)

**Asia** (China, India, Korea)

**Middle East** (Dubai)

**North America** (United States, Canada)

**Latin America** (Brazil, Chile)

QualiQuanti focused on the **most popular platforms**:

**TikTok**  
**Instagram**  
**YouTube**  
**Facebook**



# 40 BRANDS & 12 EXPERTS SURVEYED

Major brands or SMEs, agencies, Experts interviewed as part of a study for the BCMA or for this study.  
Participation to the Influence Café 2023 <https://cafedelinfluence.com/>



Small structures



Agencies & experts



Influence agencies



Large companies



# ANALYSIS OF 18 BRAND PODCASTS ON SOCIAL MEDIA

Selection of podcasts on <https://marketinginfluence.fr> and <https://www.reech.com/podcast-reech-les-voix-de-linfluence> and transcription <http://bit.ly/46Uiqlx>

Logos and brand names visible in the collage include: Hyundai, Volvo, Audi, Canal+, EDF, Talisman, American Vintage, Marketing & Influence, Cyril Attias, ADMS, Longchamp, undiz, bel, Kellogg's, Club Med, leboncoin, REECH, LES VOIX DE L'INFLUENCE, Carrefour, Les Arcs, ACCOR, KIABI, and ENGIE.



# OBSERVATION OF MICRO-INFLUENCERS AND USERS IN 3 STEPS

Recruitment survey, mixed qualitative forum followed by 5 video meetings (3 micro-influencers, 2 social media users)



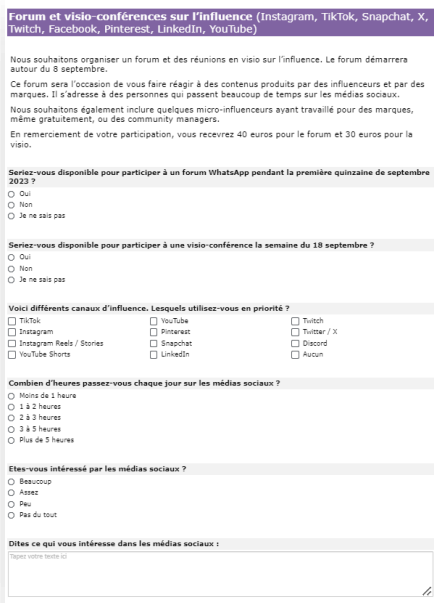
**RECRUITMENT SURVEY**



**WHATSAPP QUAL DISCUSSION FORUM**



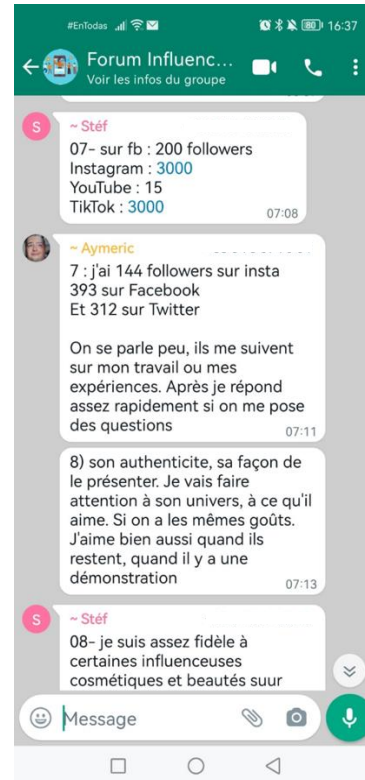
**VIDEO MEETINGS**



**128 respondents to an online quali-quantitative questionnaire**

**Field: August 28 to September 5**

**Duration: 12 minutes**



**14 participants: 7 micro-influencers and 7 social media users**

**14 days of surveying in a private WhatsApp group**

**46 questions asked**

**Interactive and creative brief with:**

**3 micro-influencer meetings: 3 x 2h30 with 3-4 participants**

**2 meetings with social media users: 2 x 2h30 with 5 participants**

# DATA FROM THE INFLUENCE AND SOCIAL MEDIA STUDY

Links to view or download data collected during the various phases of the study.



Recruitment Survey of 128 people:

- Questionnaire: <https://asptest.sphinxonline.net/surveyserver/s/test6/influence0923/questionnaire.htm>
- Results: <https://asptest.sphinxonline.net/surveyserver/s/test6/influence0923/resultats.htm> (password : #Influence23)
- Report: <https://docs.google.com/document/d/1aA8-niSjA0MsqeL0uwMv2rrPdTBV7rz7/edit?usp=sharing&oid=110811814018324259475&rtpof=true&sd=true>



Qualitative Forum on WhatsApp:

- Script: <https://docs.google.com/document/d/1RQxe53XnLM2GgyZs7HUrCf6pohE3z8qWNYJ7eGz6uss/edit?usp=sharing>
- Report: <https://docs.google.com/document/d/1RBshfTCa91HQOdFiu3dWKSnlT9tLZn5/edit>



Visio conferences:

- Group 1 micro-influencers : <https://vimeo.com/862265523/6d74a0d4fb>
- Verbatim : <https://docs.google.com/document/d/1nnn7yh0rQPUEjmcJg9g0iYmdil3TCvf8yndEWZ2nchk/edit>
- Group 2 micro-influencers : <https://vimeo.com/862276233/6b59ce51b5>
- Verbatim : <https://docs.google.com/document/d/1cSRZYMWufGNlloMq-E4pYYdHn8pztkeRHFJjSBOJ60/edit>
- Group 3 micro-influencers : <https://youtu.be/rHDwil-GRxw?si=glc--yBWwKk8uzkX>
- Verbatim : [https://docs.google.com/document/d/1nWhBpVjuZEOiFczgc\\_z118v4lvz6C2Bog1L5P7e6s8w/edit](https://docs.google.com/document/d/1nWhBpVjuZEOiFczgc_z118v4lvz6C2Bog1L5P7e6s8w/edit)
- Groupe 1 social media users: <https://www.youtube.com/watch?v=UUT98b4NOgl>
- Verbatim : <https://docs.google.com/document/d/1dDjfAkH0wSQBvlp-fc4PN9ivstnOqQmJVYBZKGi3sK4/edit>
- Group 2 social media users: <https://vimeo.com/manage/videos/873324705/e359b1df40>
- Verbatim : [https://docs.google.com/document/d/11TO1IG8n\\_bFOAR4vd6klz2tMBCGboVdiNtmCvmnMjAY/edit](https://docs.google.com/document/d/11TO1IG8n_bFOAR4vd6klz2tMBCGboVdiNtmCvmnMjAY/edit)



International market watch:

- Interviews with international profiles: [https://docs.google.com/document/d/1hXnN7gUNpVCoN81joelwP-hYsw2boGcvN2Zoi\\_OOQUc/edit](https://docs.google.com/document/d/1hXnN7gUNpVCoN81joelwP-hYsw2boGcvN2Zoi_OOQUc/edit)
- Worldwide influencer census: <https://docs.google.com/document/d/1RMWx3oTzvr-Lus6tXn9n5ZgnUQUOgu0f/edit>

# EXCERPTS FROM THE STUDY



# 1.

## International overview

International practices  
Focus by region

# GLOBAL CONSISTENCY OF SOCIAL CONTENT

Platforms (TikTok, Instagram, etc.) offer the same tools for producing and evaluating content. These universal platforms bring together content from all over the world.

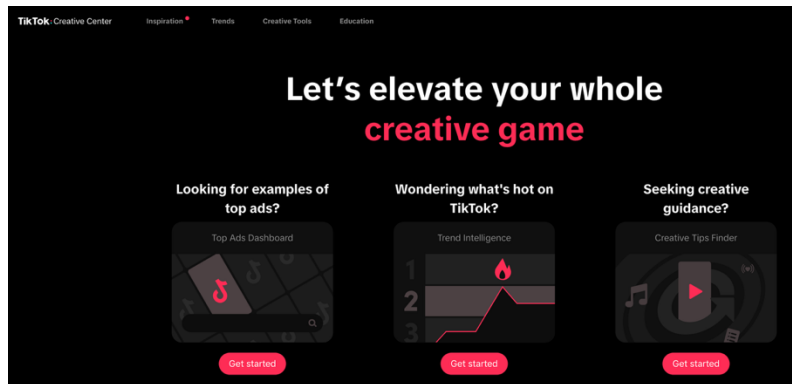



## UNIFORMITY OF PRODUCTION AND INSPIRATION

- Identical **interface** - regardless of country
- Tools are the same: filters, editing software, templates  
<https://www.capcut.com/fr-fr>
- **Sources of inspiration** are the same, with global benchmarks. Meta offers <https://www.facebook.com/ads/library> and TikTok shares the best hashtags, sounds, creators and videos.  
<https://ads.tiktok.com/business/creativecenter/mobile/en>

## UNIFORMITY OF DISTRIBUTION AND EVALUATION

- The **same app and website** ([www.instagram.com](http://www.instagram.com)) for content worldwide, with variations on ad-push according to location.
- **Algorithms** define the favored formats on the platform, which automatically perform better.
- The **virality of trends** encourages creators to reproduce the most popular content formats.



 [instagram.com](http://instagram.com)

[tiktok.com](http://tiktok.com)

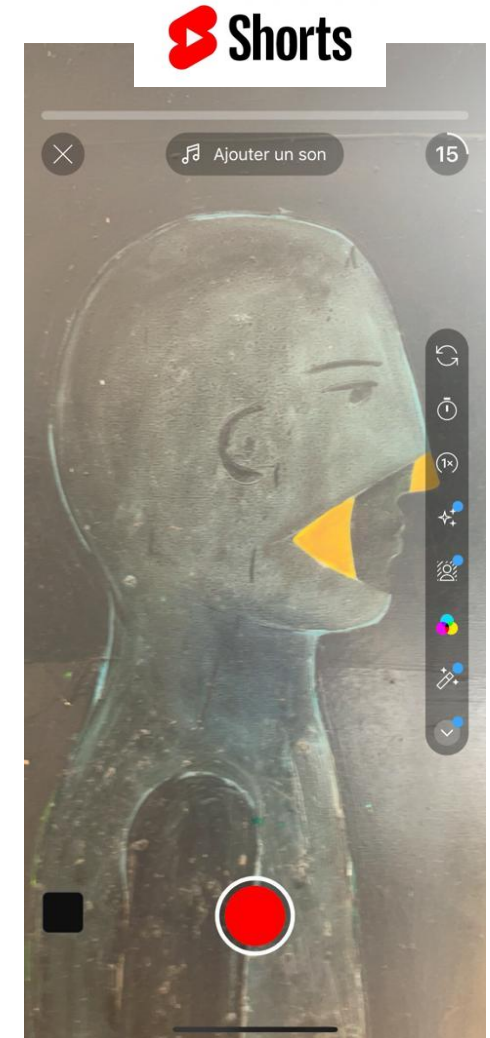
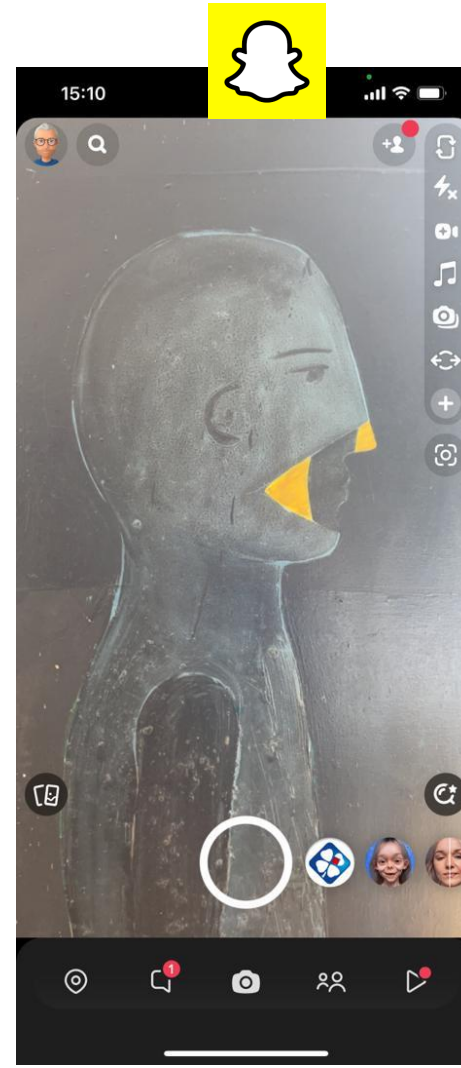
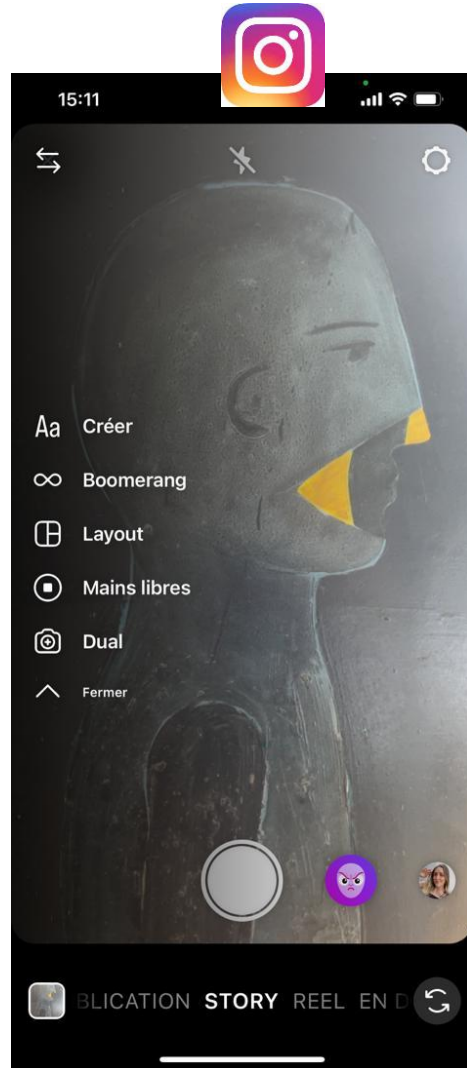
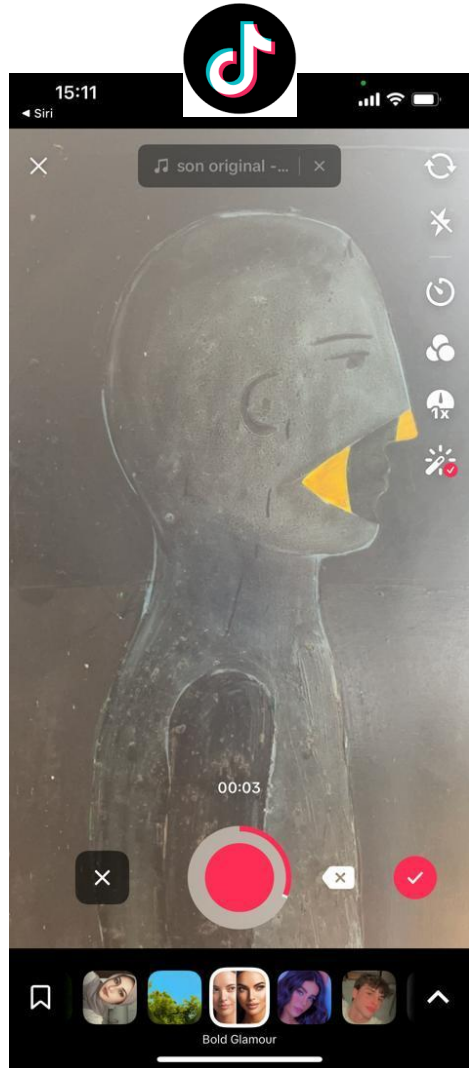
Le domaine  
**tiktok.fr**  
est en vente.

**TikTok**: Creative Center

 CapCut

# SIMILARITIES IN THE CAMERAS OF TIKTOK, INSTA, SNAPCHAT, SHORTS

The same functionalities are repeated: camera button at the bottom and tools on the side (camera direction, image integration, addition of subtitles, music or effects). Various models are suggested.



# 2.

**The challenges of  
influence and social  
media from a  
brand's perspective**

## **Content management**

Adapting to new communication  
channels and codes

# CUTTING THROUGH THE NOISE OF MULTIPLE PLAYERS

Brands prefer direct relationships. They use platforms to identify micro influencers. They regret the lack of transparency and added value. Expertise is expected beyond agents.

Technological platforms and solutions	Talent, micro-influencer, TikTok, international agencies	UGC agencies
		

# 4.

## Mapping influencers and content creators



# INFLUENCER SPECIALIZATION BY THEME OR SECTOR

Expression of personality, passion, location, area of expertise, creativity, passion, cheerful positive spirit, teaching ability

Content Creators	Specialized Experts	Celebrities	Regular social media users
Bloggers (fashion, beauty, lifestyle, travel), Youtubers, Twitchers, gamers, journalists, photographers, designers, videographers, artists	Nutritionists, fitness coaches, trainers, chefs, pastry chefs, bartenders, hairdressers, make-up artists, gardeners, real estate agents, entrepreneurs, personal finance advice, commitment	Actors, singers, reality show winners, comedians, Miss France, models, athletes, chefs	UGC, blog about everyday life or family, couple life and large families, children, pets, food and shopping enthusiasts
Media and journalistic skills Ability to argue	Technical skills (sports, nutrition, fashion, home decor) to test products Book authors and lecturers	Aesthetic beauty Traditional beauty, Performers Used to be in the spotlight Notoriety	Sharing experience on products, trade, promotions, but also education

A focus on beauty and fashion reflected in the categorization of the American Influencer Awards

<https://www.aiaawards.com/2022-awards/> in 39 categories across beauty (including hair, extensions, color, barber, nails, skin beauty, but also fashion, fitness and lifestyle). Non-beauty categories that are growing every year include: tech, senior people, product review, parenting, gaming, couple, DIY

# FOCUS ON BEAUTY (MAKE-UP, HAIRSTYLING), FASHION, FITNESS

Cf. American Influencer Awards <https://www.aiaawards.com/2022-awards> with 39 categories including extensions, hair color, textured hair, creative make-up, skin beauty...

## 2022 AMERICAN INFLUENCER AWARDS

The fifth annual American Influencer Awards celebrated the top social media influencers of 2022. The awards named winners in 39 categories across beauty, fashion, fitness and lifestyle. Take a look below to see who took home the trophy!

BEAUTY

FASHION

FITNESS

LIFESTYLE

OVERALL



EMERGING HAIR INFLUENCER OF THE YEAR



EMERGING MAKEUP INFLUENCER OF THE YEAR



BARBER INFLUENCER OF THE YEAR



CREATIVE HAIR COLORIST INFLUENCER OF THE YEAR



CREATIVE MAKEUP INFLUENCER OF THE YEAR



HAIR COLORIST INFLUENCER OF THE YEAR



INFLUENCER BEAUTY BRAND OF THE YEAR



TEXTURED HAIR INFLUENCER OF THE YEAR



EMERGING FASHION INFLUENCER OF THE YEAR



BODY POSITIVITY INFLUENCER OF THE YEAR



CREATIVE FASHION INFLUENCER OF THE YEAR



FASHION TREND INFLUENCER OF THE YEAR



FASHION DESIGN INFLUENCER OF THE YEAR



DRAG INFLUENCER OF THE YEAR



FASHION INFLUENCER OF THE YEAR



EMERGING FITNESS INFLUENCER OF THE YEAR



ALTERNATIVE FITNESS INFLUENCER OF THE YEAR



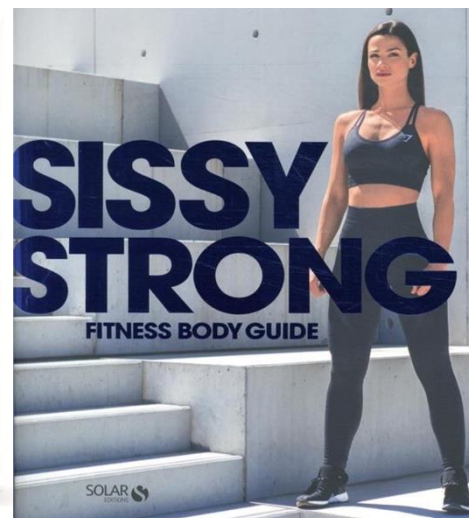
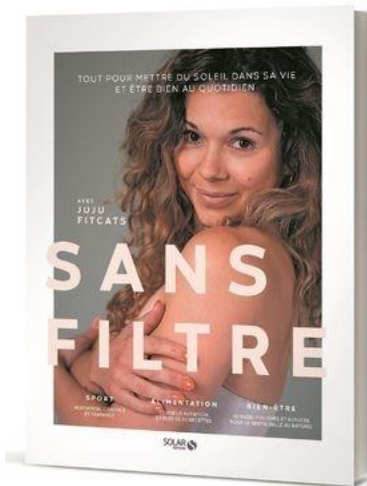
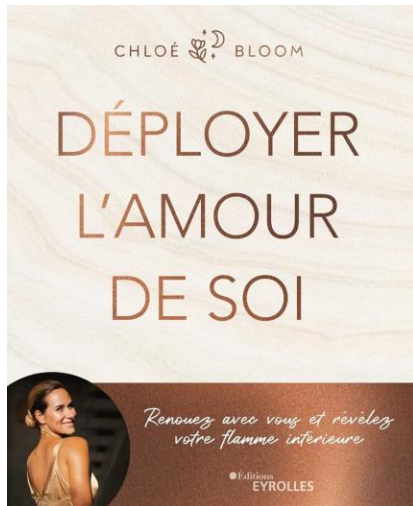
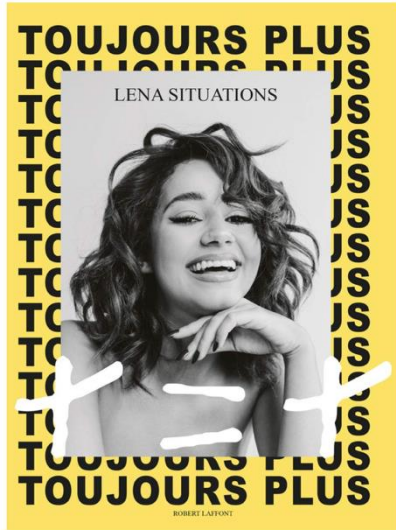
COMPETITION INFLUENCER OF THE YEAR



FITNESS TRAINER OF THE YEAR

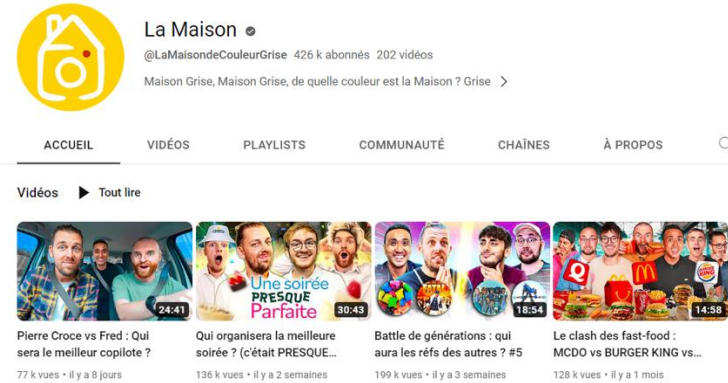
# STRONG WELLNESS & PERSONAL DEVELOPMENT ORIENTATION

Advocacy of a positive philosophy, a female point of view (women empowerment) by female influencers via blogs, podcasts and books



# GROUPS OF INFLUENCERS WITH A TEAM DYNAMIC ARE EFFICIENT

Creators in bands or teams multiply interactions and opportunities to create content. This makes it possible to organize workshops, events, conferences, races, creative challenges, debates and choreographies...



Youtubers gathered in the same premises: La Maison, le LOAT, Team CROUTON



24 influencers gathered for le [GP Explorer 2023](#)



Collective of 4 Dutch influencers who host a feminine [empowerment podcast](#) together



[Dance pour Bash](#) with several influencers



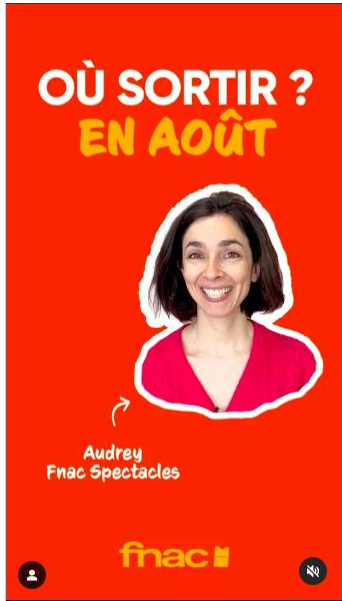
Normal Player Cup by Celio with streamers



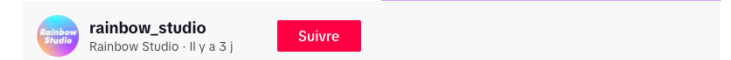
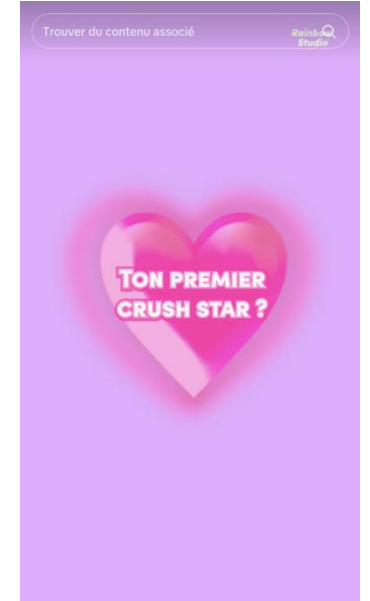
Just Riadh animates [THE VEUTCH KITCHEN](#) par [Gamier](#) with 4 guest influencers

# EMPLOYEES & YOUNG COLLABORATORS ARE MOBILIZED

Young employees are often asked to produce video content. Spontaneity, expertise, youth, availability, low costs and audiovisual skills are all factors favoring these initiatives.



Citadium offers videos made by salespeople recruited for their taste and expertise. Some videos are compilations of salespeople's looks:  
<https://www.tiktok.com/@citadium/video/7271552734334160161?>  
<https://www.tiktok.com/@citadium/video/7266130059126246689?>



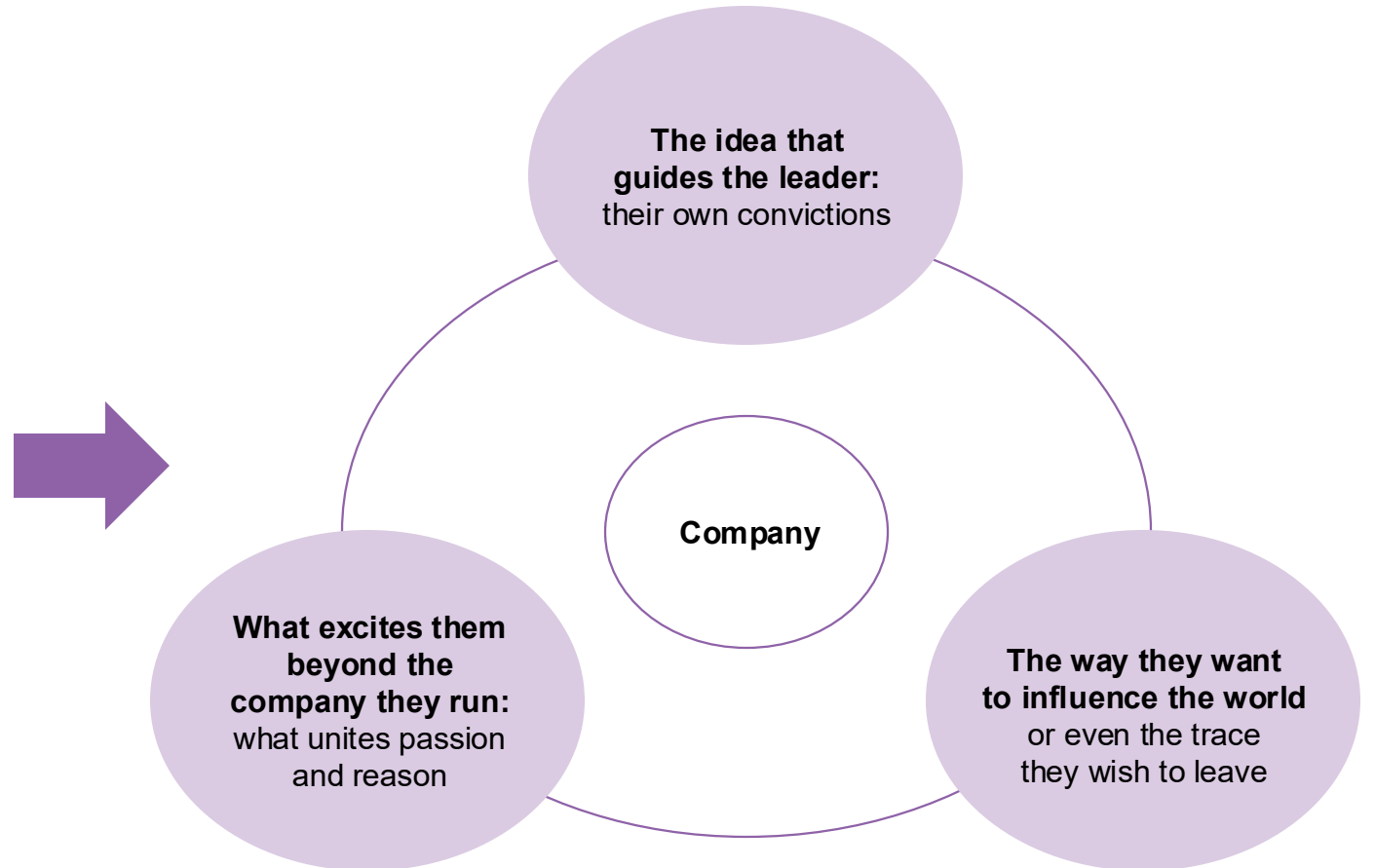
Merci Handy created their media, which has become a powerful integrated studio on TikTok. ([https://www.tiktok.com/@rainbow\\_studio](https://www.tiktok.com/@rainbow_studio)) with formats disconnected from the product offering  
[https://www.tiktok.com/@rainbow\\_studio/video/7273877443927199008](https://www.tiktok.com/@rainbow_studio/video/7273877443927199008)  
[https://www.tiktok.com/@rainbow\\_studio/video/7271950819291909408](https://www.tiktok.com/@rainbow_studio/video/7271950819291909408)

# EXECUTIVES AS KEY INFLUENCERS

Fundamental vectors of their company's reputation who must develop an editorial line around the idea that guides them, at least on LinkedIn.

We've gone from personal branding to leader advocacy. The number of executives active on Twitter and LinkedIn has exploded (see Angie's annual study entitled "Top 100 digital leaders").  
<https://www.qualiquanti.fr/wp-content/uploads/2023/07/Angie-Top100-Leadership-Digital-1.pdf>)

Nicolas Bordas works with TBWA to help leaders build their media profile. He stresses the importance of defining a personal branding platform that reflects the leader's qualities beyond the company.  
(<https://podcasts.apple.com/ro/podcast/34-nicolas-bordas-lid%C3%A9e-qui-tue-nft-inside/id1605405661?i=1000590368717>)



# VIRTUAL AMBASSADORS: A LASTING BRAND EMBODIMENT

These are lasting, memorable and controlled images of the brand (vs. more versatile human influencers or collaborators, who can change direction).

## VIRTUAL INFLUENCERS

**Characters** created by teams (often artist collectives), with a storytelling (life, commitment). **They collaborate with several brands.**



+ Storytelling



## VIRTUAL BRAND AMBASSADORS

**Characters** created by the brand, with a storytelling (life, commitment). **They promote the brand alone.**

Short-term collaborations

## DIGITAL MODELS

Generations of **humans in digital form** (not a copy of anyone in particular).



Long-term collaborations

Ariana Grande



- Storytelling

## AVATARS

Virtual selfies, **cloning a human person.**

# 5.

## The work of micro-influencers

**Micro-influencers in their daily life**

Focus on UGC creators

# THE SCALE OF INFLUENCE: FROM TRUST TO AUDIENCE

Short content for micro and longer content for macro influencers.

From 1000 to 10k followers

10k to 100k followers

100k to 500k followers

More than 500k followers

Nano influencers

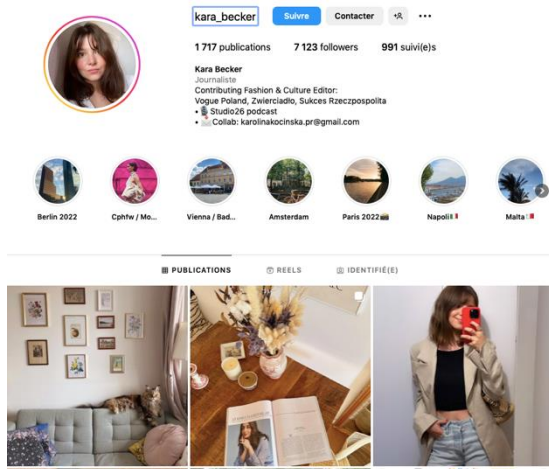
Micro influencers

Macro influencers

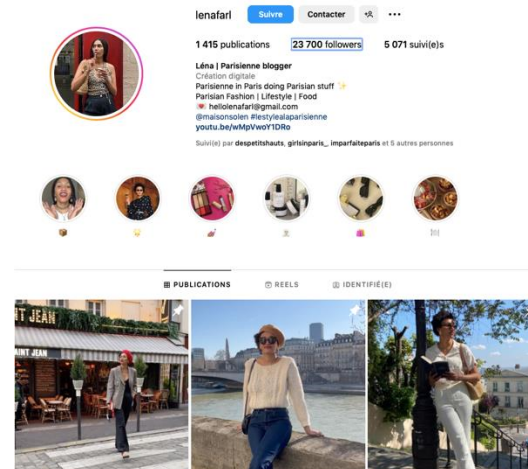
Celebrities

- Limited but loyal audience with many interactions
- Close, trusting relationship with the personality
- Shared interests or demographics

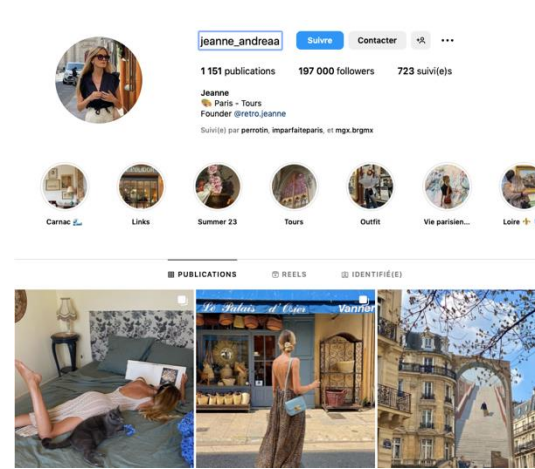
- High visibility: mediatize and embody the brand
- Influence on their audience, creating trends and content with high viral potential.
- Heterogeneous audience.



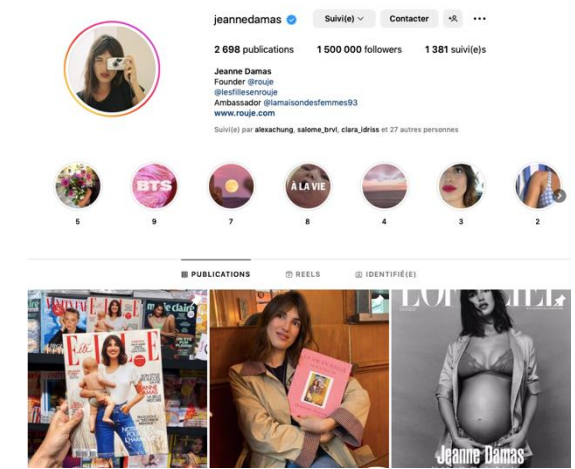
[https://www.instagram.com/kara\\_becker/](https://www.instagram.com/kara_becker/)



<https://www.instagram.com/lenafarl/>



[https://www.instagram.com/jeanne\\_andreaa/](https://www.instagram.com/jeanne_andreaa/)



<https://www.instagram.com/jeannedamas/>

# 5.

## The work of micro-influencers

Micro-influencers in their daily life

**Focus on UGC creators**

# UGC CREATORS VS. INFLUENCERS: CREATION VS. COMMUNITY

UGC (User-Generated Content) creators differ from influencers in their focus on creation. They address brands, not followers. They adapt to specifications, from the authentic to the aesthetic content.

UGC creators	Influencers
<p>UGC content creators produce content exclusively for brands' social media, whether organic or for ads. They don't necessarily have a community, and the brand doesn't pay for their notoriety.</p>	<p>Influencers have a community of varying size. They produce content that they publish on their own social media with the aim of promoting brands/products. The brand pays for their notoriety and visibility with their community.</p>
<p><b>Creativity, professionalism</b> and ability to create great <b>content</b> that meets the brand's needs.</p>	<p><b>Ability to stimulate a community</b>, make it grow and interact with them by producing content that reflects him.</p>

# UGC ≠ Influence

**User-Generated Content**

Three social media posts from UGC creators. The first is from Natasha Wade (@natasha\_wade001) showing a woman applying makeup. The second is from Dan Mendez (@Dan-Mendez) showing a man holding a product. The third is another post from Dan Mendez (@Dan-Mendez20) showing a woman's face.

VS

**Influencer-Generated Content**

Two social media posts from influencers. The first is from Joan Alvarado (@joan\_alvarado) with 17K likes, showing a woman's face. The second is from Rebecca Holmes (@rebecca\_holmes) with 4K posts and 220K followers, showing a collection of beauty products.

Source <https://lisapowherugc.my.canva.site>

# 6.

## Followers' perception

### Using social media

Reactions and expectations  
regarding brand accounts

Perception of partnerships  
between brands and influencers

Perception of advertising

# GENDER DIFFERENCES IN SOCIAL MEDIA USE

Women follow influencers more and use Pinterest more vs. Men are in the majority on Twitch and Twitter.

## Gendered social media



Pinterest used by **27% of women** vs. 14% of men



**Instagram & Snapchat dominated by women**, but the imbalance is less pronounced



Twitch used by **15% of men** vs. 8% of women



**Male-dominated Twitter**, but the imbalance is less important

## Women more exposed to content creators

There is also a gender difference in exposure to content creators: **40% of women follow content creators versus 25% of men.**

More people who follow influencers see them as **content creators** (25% vs. 15% of those who do not) than as **ad producers** (14% vs. 27% of those who do not).

Most partnerships do not result in an immediate purchase. **Purchases are made later online for 54% of women and 73% of men**, versus **directly via the shared link for 47% of women and 34% of men.**

Source : *Créateurs de contenu x consommateur*, Reech, 2023

# A STRONG EMOTIONAL BOND BETWEEN INFLUENCER AND FOLLOWER

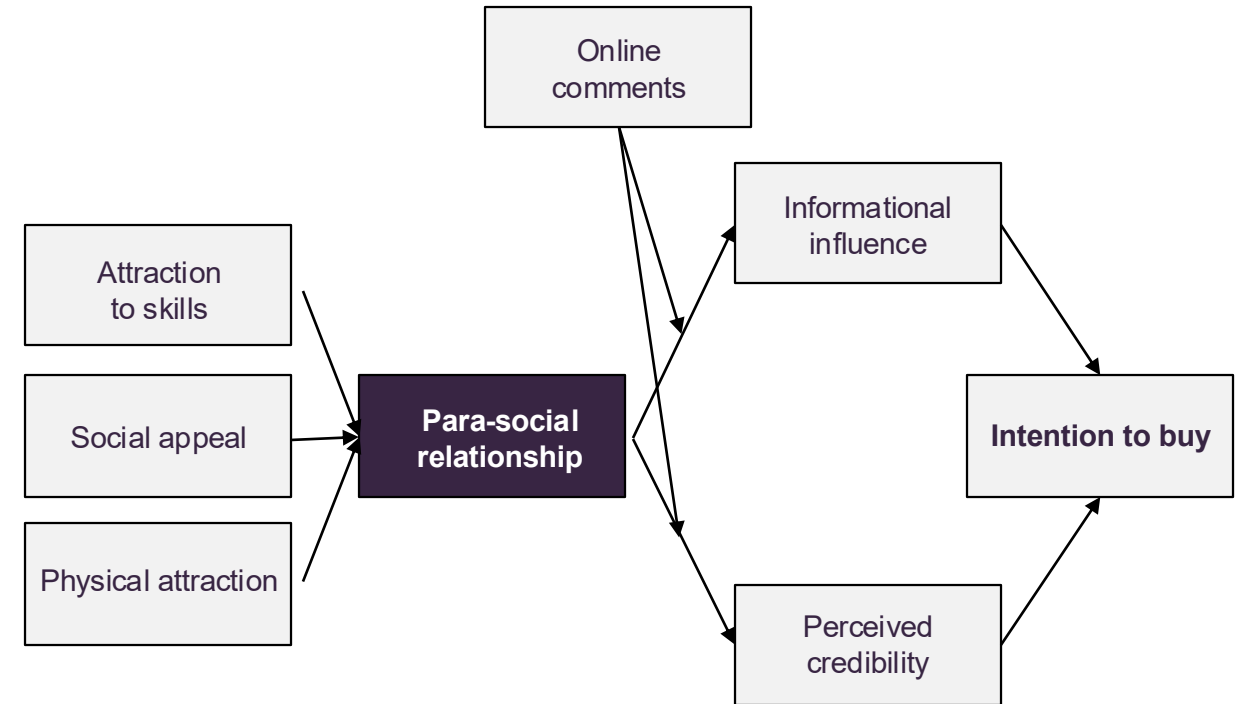
The follower develops a sense of familiarity and intimacy with the media personality, even if the relationship is fictitious and one-sided. This is the parasocial relationship.

The **parasocial relationship** is a form of **one-way relationship between a person and a media personality who is unaware of the person's existence.**

The parasocial relationship is formed when the person follows the media content on social media. The relationship is reinforced by identification, a feeling of closeness or admiration for the person's talents, appearance or personality.

The parasocial relationship can play an important role in identity formation and in the emotional well-being of the person experiencing it.

This concept, which has its origins in the analysis of the fan relationships of actors and TV presenters, is the subject of a great deal of research work in the United States.



## How parasocial relationships work in marketing

Su B-C, Wu L-W, Chang Y-Y-C, Hong R-H. Influencers on Social Media as References: Understanding the Importance of Parasocial Relationships. *Sustainability*. 2021

<https://www.emerald.com/insight/content/doi/10.1108/INTR-12-2021-0903/full/html>

# 6.

## Followers' perception

Using social media

**Reactions and expectations  
regarding brand accounts**

Perception of partnerships  
between brands and influencers

Perception of advertising

# AN EXPECTED INFORMATIONAL AND/OR EMOTIONAL BENEFIT

Social media users want to benefit from the branded content they view: to learn something useful, or to feel something pleasurable.

## INFORMATIONAL BENEFIT



## EMOTIONAL BENEFIT

By viewing branded content, they want to obtain **useful information**:

- Tutorials for carrying out an action, recipes for cooking a dish
- New tips and advice
- Discover a product that meets their needs, or product features they didn't know about
- Information on a sector that interests them (fashion, tech)
- Short-lived or exclusive information on a product/brand

When they watch branded content, they want to **experience a pleasant emotion**.

- Aesthetically pleasing content, whose format (rather than content) attracts viewers.
- Content that's funny, entertaining and makes people laugh
- Formats that relax (ASMR)

# THE RIGHT BALANCE BETWEEN USEFUL INFORMATION & PRODUCT PROMOTION

They appreciate brands that subtly showcase their products through useful content: recipes, tutorials, advice (vs. commercial advertising offers).



## Recipe for pink praline mini-cakes made with Tefal's cake factory

<https://www.instagram.com/p/CvPyVAvN9ew/>

- TEFAL's Instagram account is very handy, offering recipes and tips on how to use their products. it is a good mix of useful content and product showcasing.
- Impressive TEFAL's account. Rather than over-emphasizing their products, they prefer to play the subtle card by instead showing the added value in our daily lives.



LES COURS DE SPORT 🏋️ | Decathlon Training + ▶ Tout lire

Decathlon Training +, c'est des séances qui vous sont proposées par nos sportifs Decathlon à faire à la maison sans équipements ! De quoi bien se (re)mettre en forme !



LES TUTOS - Entretien son vélo 🚲 | Decathlon ▶ Tout lire

Dans cette playlist, vous trouverez toutes les vidéos nécessaires à l'entretien de votre vélo.



## Decathlon YouTube channel with courses, advice, tips, recipes, etc.

<https://www.youtube.com/@decathlonfrance>

- The content is really cool! We're not on a YouTube channel selling products in a hyper-commercial way, but more on a channel whose aim is to help, with tips, tutorials, classes... Of course, their videos highlight their fitness program, but without making it a central element.

# 6.

## Followers' perception

Using social media

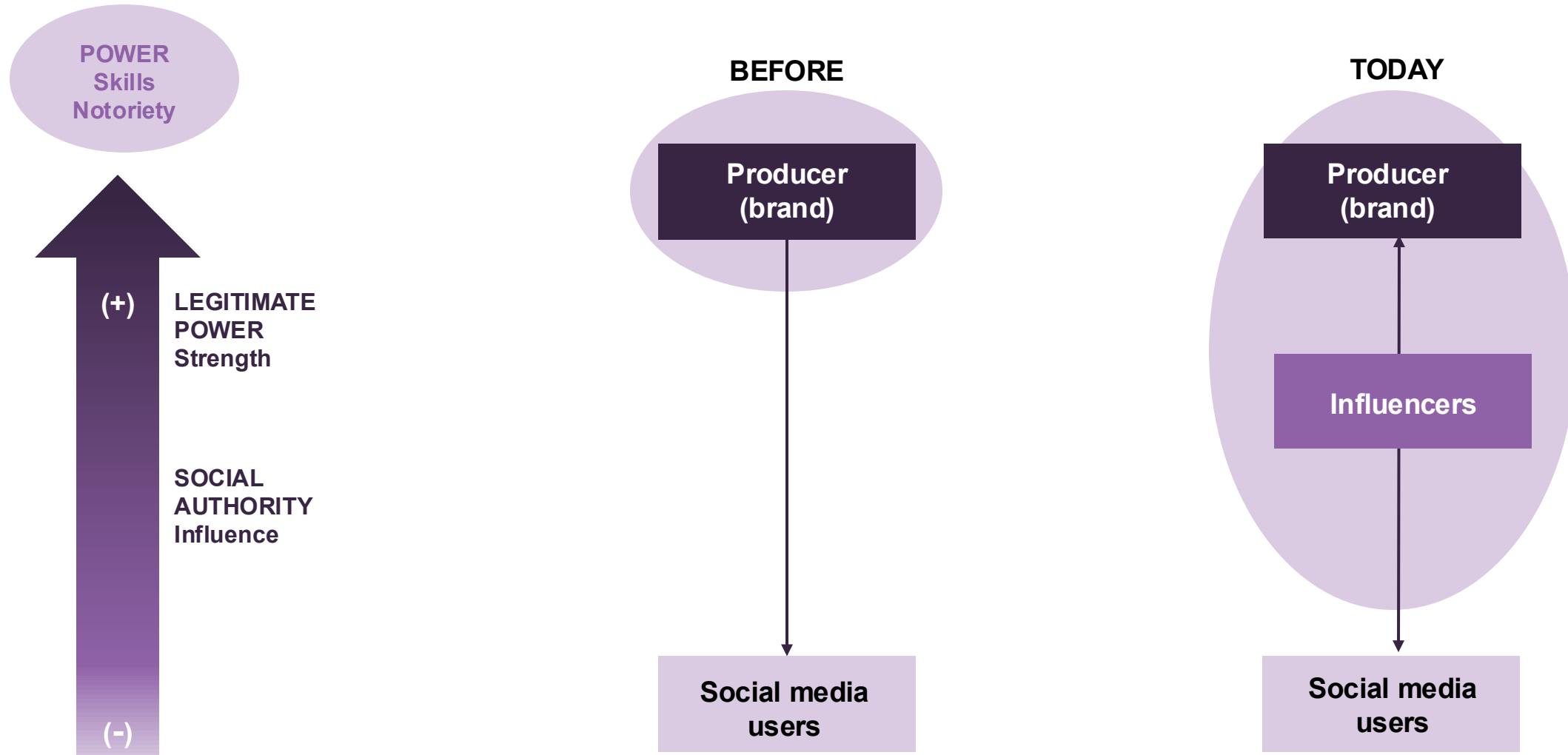
Reactions and expectations  
regarding brand accounts

**Perception of partnerships  
between brands and influencers**

Perception of advertising

# INFLUENCERS: INTERMEDIARY BETWEEN BRANDS & SOCIAL MEDIA USERS

Through their notoriety, audience and expertise, influencers become the repositories of a social authority that used to be the prerogative of brands. Hence the importance of knowing how to collaborate with them.



# INFLUENCE, CLOSER TO “**ADVERTORIAL**” THAN ADVERTISING

INFLUENCE



Advertorial	Advertising
Secular object	Sacred object
A pragmatic place for interaction, exchange and appropriation	A contemplative place for observation and entertainment
Puts the reader in a position of active control over a product	Places the reader in a position of passive contemplation
Communication focused essentially on the product, placed in (i) its use, (ii) its context of use, (iii) its product category, (iv) the life cycle strategy, of which it is just one element.	Communication focused on the brand, with its logo, claim and general promise
Contextualized communication, "for oneself", related to a use, a context, a reader, a cultural universe.	Plenary communication, "in itself", detached from any context or usage

# 6.

## Followers' perception

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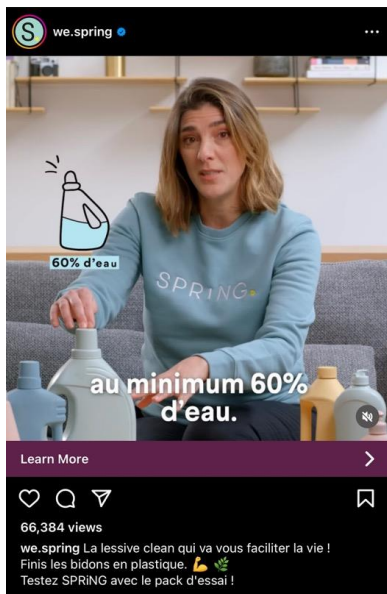
**Perception of advertising**

# DIFFERENT ADVERTISING FORMATS ON INSTAGRAM

In the form of videos (testimonials, demos, explanations, textual arguments) or still / animated images (text, slideshow or image with description)

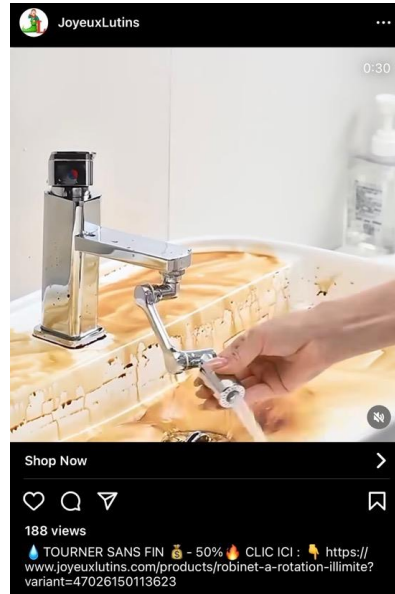
## VIDEO

### Face cam testimonials



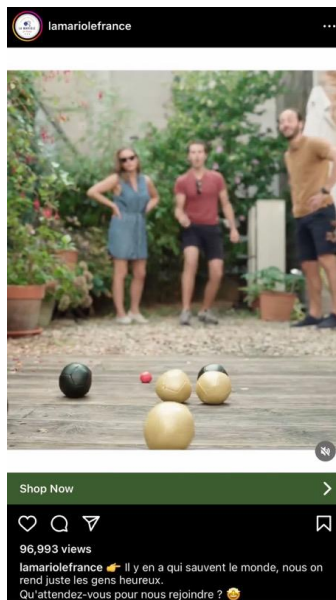
<https://www.instagram.com/p/CuT6ADsgWiN/>

### Product demo



<https://www.instagram.com/p/CwZVIJJA1jP/?hl=fr>

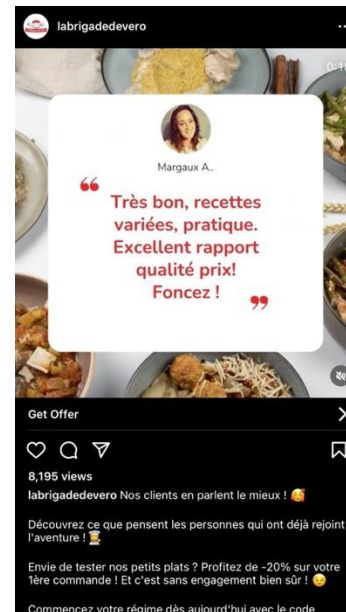
### Concept explained



<https://www.instagram.com/p/CsnwUrAAMY5/>

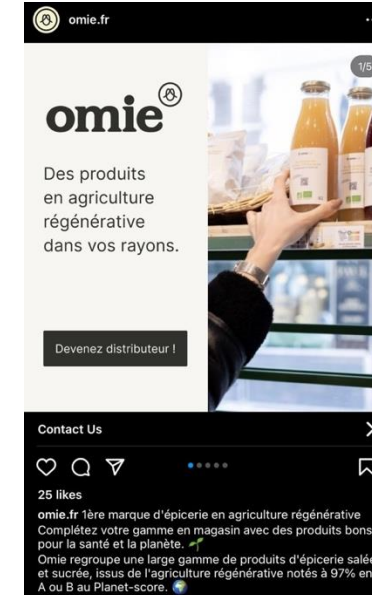
## STILL OR ANIMATED IMAGES

### Text arguments



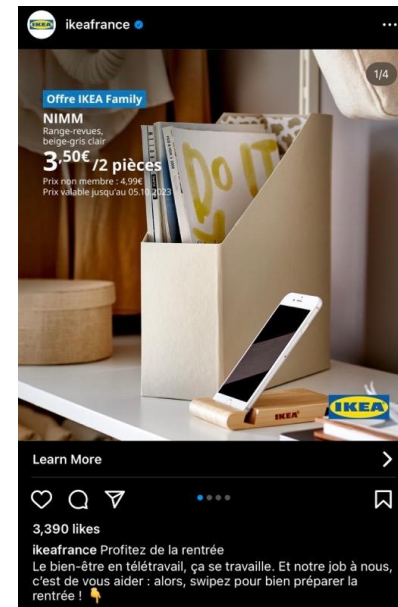
<https://www.instagram.com/p/ChpaMNMAzlj/?hl=fr>

### Slideshow or image loop



<https://www.instagram.com/p/CrpPXd-ABHw/>

### Product image



<https://www.instagram.com/p/CwDgeroNGx-/>

# CONTACTS

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