

# CREATOR VOICES

**The Creator Economy is thriving.** Their value in increasing engagement and driving authentic connections is now well established. But how do you make the most of them? What are the best ways to empower, partner, engage and incentivise them on and off platform?

**Ipsos specialise in finding, engaging and understanding this audience,** from established influencers with 1m+ followers to niche creators across all major platforms. We've worked on many business challenges in this space:

Mindsets, motivations, behaviours, pressures of influencer journeys

Audiences, content, trends and how to leverage these

Fit to broader marketing landscape and your marketing plans

This experience, built up over the years, means we have a **thorough understanding of the complexity of the creator ecosystem.** We start at an elevated level when considering your business challenges in this space - so we can take you further.

## FIND VIA CUSTOM RECRUITMENT

**Custom recruitment processes with track record of high-quality verified creators:** including an authenticity vetting process and pre-screening to test for expertise in areas that matter to the brief

**Tapping into their needs when incentivising:** from collaboration, status to flexible monetary incentives depending on follower count

**Brand leverage:** using the trusted Ipsos brand as well as partners to create strong relationships with creators (e.g. offering unique experiences)

Depending on the type of creator requirement we can also leverage our panels to **access creators at scale**, as well as their agencies and audiences. We can work with you to provide research solutions based on the type of creator/ influencer, platform and audiences at play.

## ENGAGE WITH EMPATHY

Quality moderation is vital to having meaningful conversations with creators and capturing the insights that matter most to your brief. Our **specialist moderators** have a deep understanding of the creator space and are skilled at fostering rapport and **open dialogues.** Our team also have a thorough understanding of:

- **Trends** affecting the market, from the rise of Gen AI to volatility in the social media landscape.
- **Touchpoints** they interact with (platforms, brands, agencies and audiences) and how these interplay with each other.
- **Unique pressures** facing the creator community (from loneliness to time poverty) and the factors driving engagement and decision-making with platforms and brands.

This context helps you get more insight and understanding from conversations.

**" Ipsos did a great job finding high-value creators using a niche platform feature and had really productive conversations that fed directly into product development."**

*Verticals Strategy Lead, Social Media Platform Provider*



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