# Will the Influencer Actually Influence

CATEGORY **Beauty**

## 1 Business Challenge

A beauty business wanted to know whether influencer-led communication would move consumers beyond attention and engagement towards brand consideration. Reach, views and engagement would become available after the campaign; the decision was whether the content was persuasive enough to support before media investment.

The team needed to assess how the creator, product and message worked together rather than evaluating the influencer only by audience size.

## 2 What ZCoded Did

ZCoded used calibrated consumer personas and AI Digital Twins to simulate exposure to the influencer content. The analysis followed the response journey from attention and message recall through brand linkage, credibility, persuasion and consideration.

The simulation also compared consumers who were naturally receptive to influencer recommendations with those who approached creator endorsements more skeptically. This showed whether the influencer made this specific proposition more persuasive.

## 3 Key Insight

**Influencer fit and persuasion were different.** Content could attract attention without creating strong product or brand linkage. Consumers could also find the creator credible without transferring that credibility to the product claim.

The strongest response occurred when creator credibility, product relevance and the consumer's existing category need aligned. Persona-level analysis located the points where attention was lost before it became persuasion.

## 4 Outcome and Action

The team received a pre-market diagnostic of influencer effectiveness, including what to retain, what to strengthen and which consumer mindsets were most likely to respond.

**Decision enabled** Improve product and brand linkage in the content and direct media investment towards the audiences with the strongest predicted response.

**COMMON METHODOLOGY**

ZCoded combines relevant source data, rigorously configured AI models, established behavioural frameworks and the category context in which choices are made. Personas and Digital Twins are refreshed with updated inputs when available and tested under a consistent simulation design, enabling like-for-like comparison across concepts and audiences.