# BOT OR NOT?

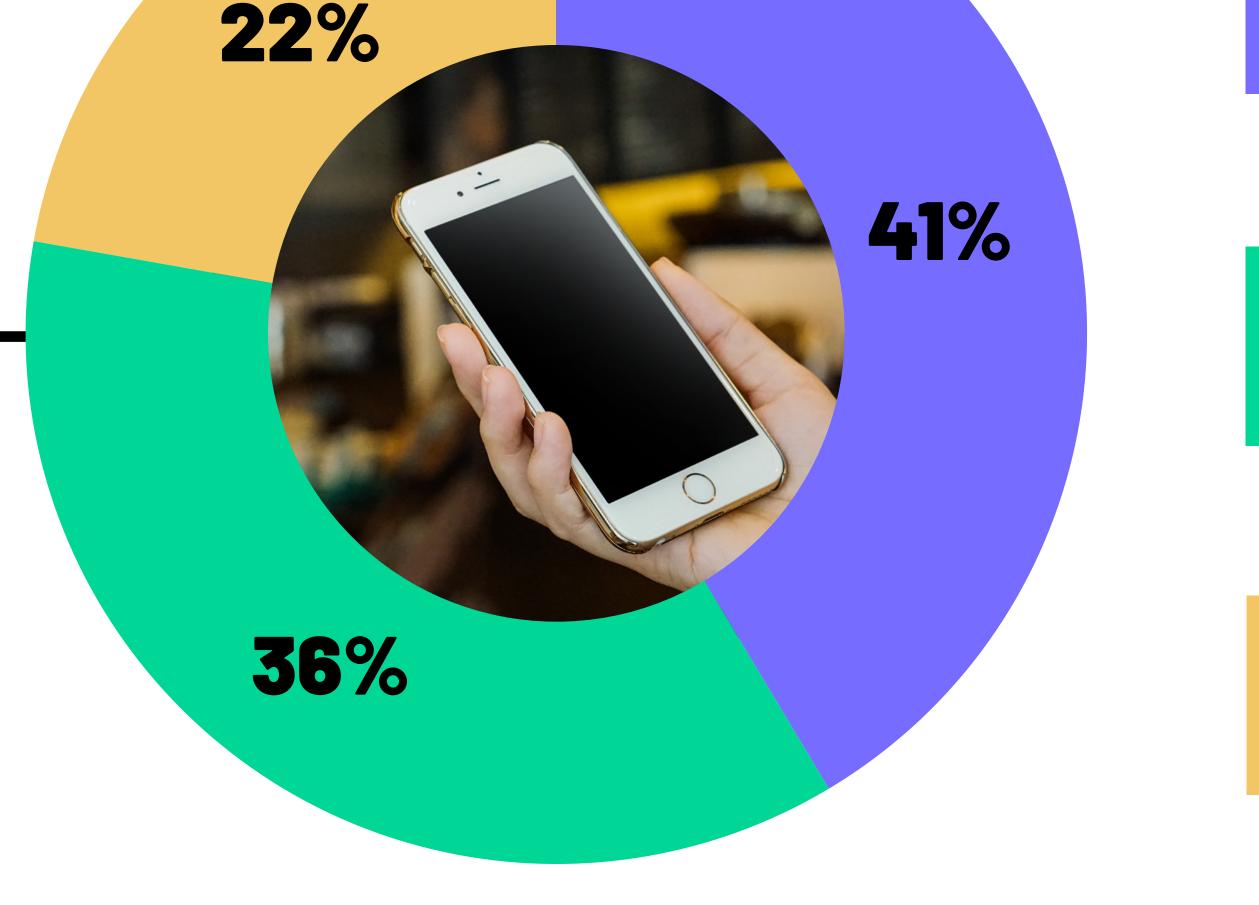
#### 42% OF GEN Z & MILLENNIALS HAVE FOLLOWED AN INFLUENCER AND DIDN'T KNOW IT WAS A CGI.

Influencers, they're just like us - until they're not. You may be following a computer-generated influencer and not even know it. From flaunting trendy streetwear to posting photos with friends at brunch to partnering with brands, CGI influencers are just like human influencers... or are they? In our recent TBH study, *Can CGI Influencers Have Real Influence*?, we set out to find out more.

### WHAT WE LEARNED

**l've n**ever heard of CGI influencers before

#### GENERAL AWARENESS OF CGI INFLUENCERS

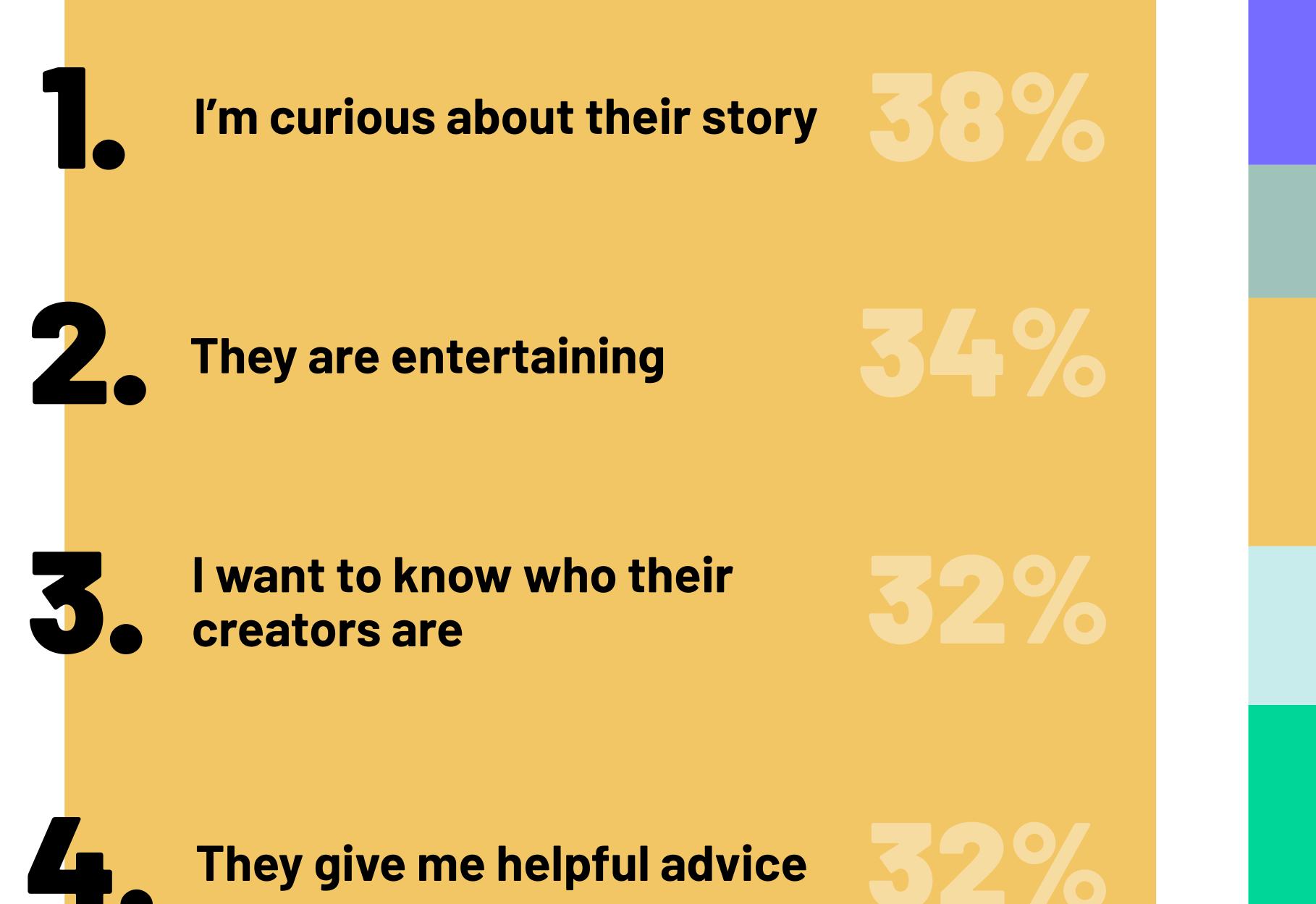


**I've he**ard of CGI influencers, **but do**n't follow them on **social** media

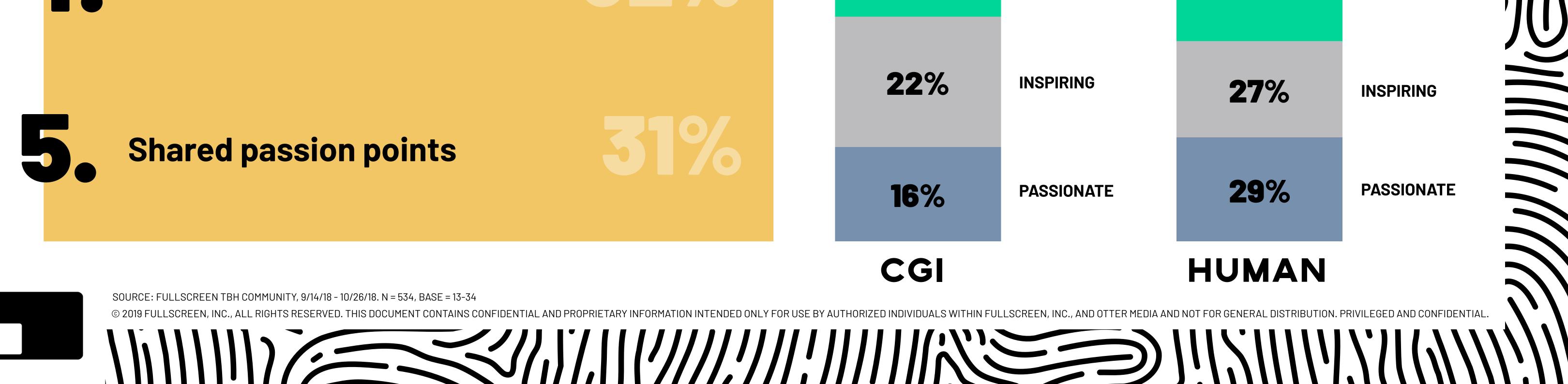
I follow CGI influencers on social media

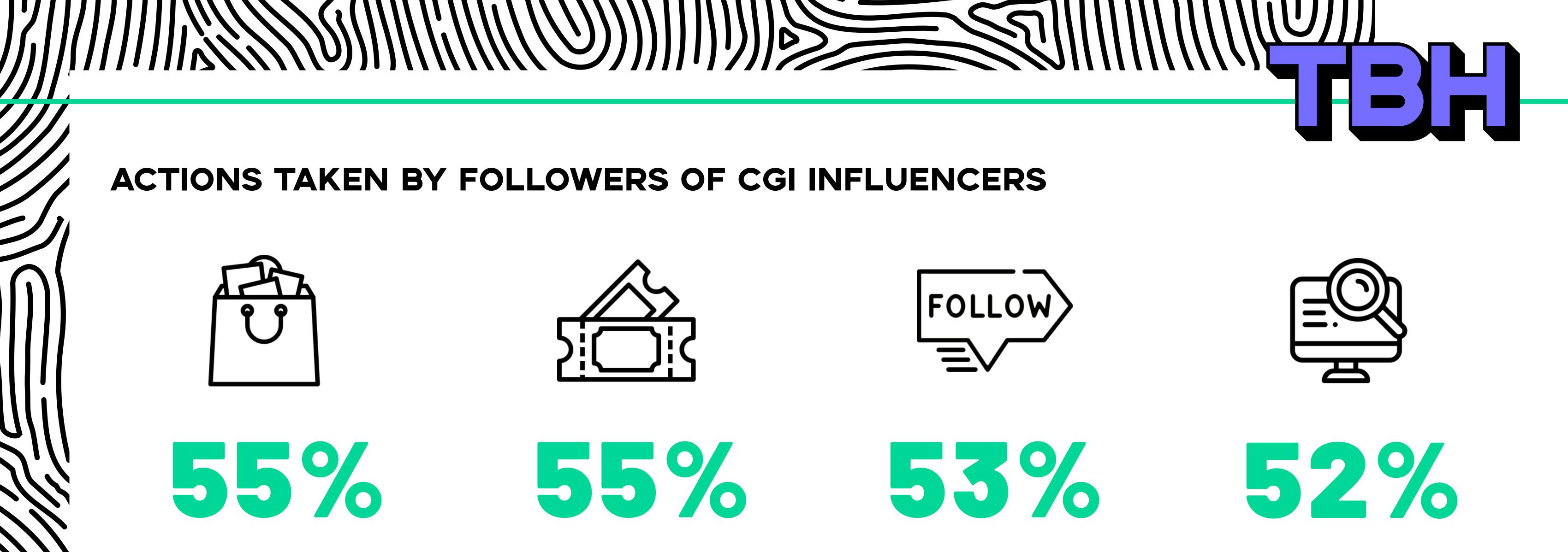
# TOP 5 REASONS GEN Z & MILLENNIALS FOLLOW CGIS

#### HOW WOULD YOU DESCRIBE SOCIAL INFLUENCERS (CGI VS. HUMAN)?



<b>23%</b>	AUTHENTIC	<b>41%</b>	AUTHENTIC
15%	CREDIBLE	30%	CREDIBLE
28%	ENTERTAINING	<b>44%</b>	ENTERTAINING
18%	EXCITING	<b>32%</b>	EXCITING
25%	HIGH-QUALITY	40%	HIGH-QUALITY







made a purchase

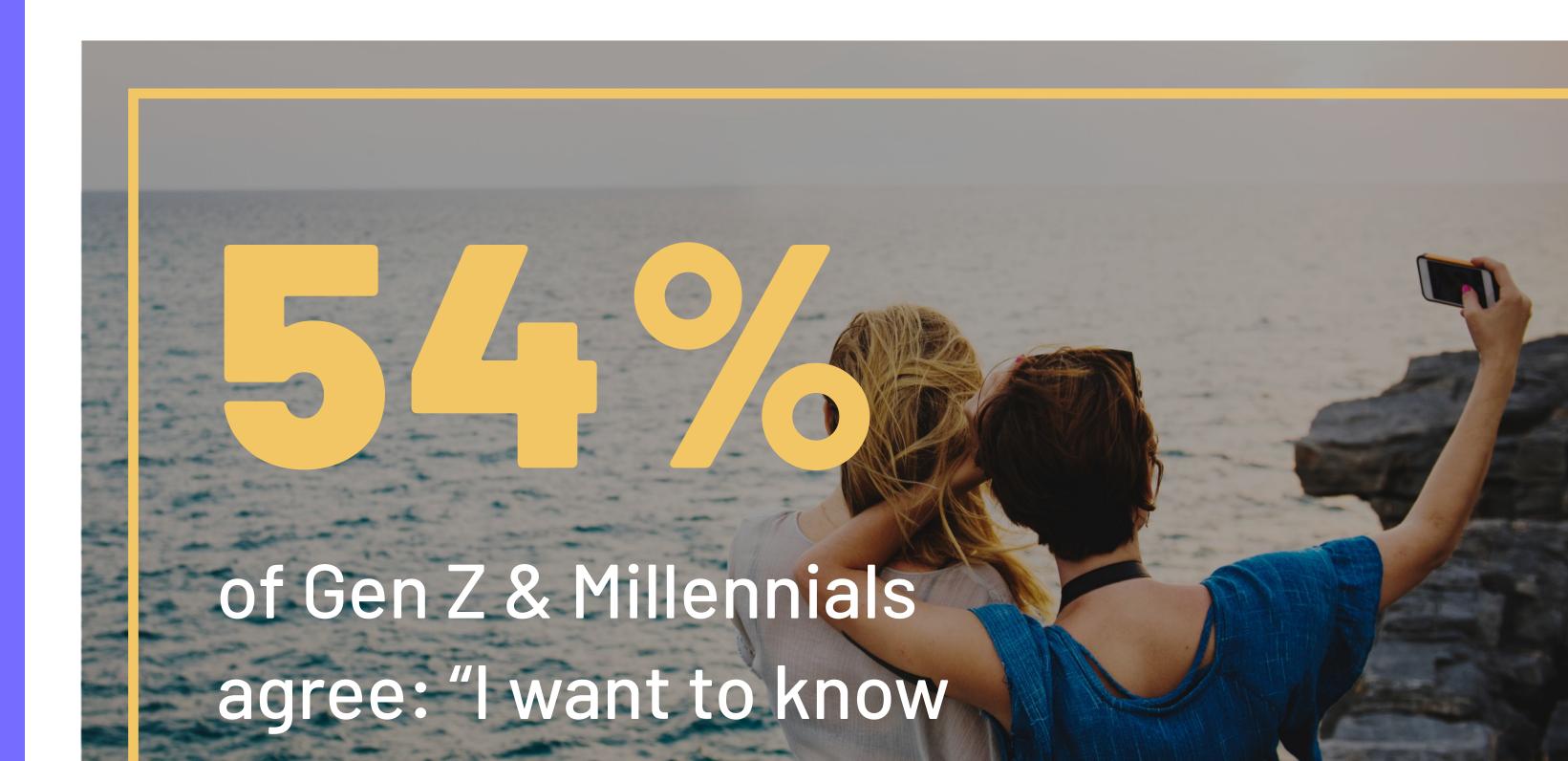
attended an event

followed a brand

researched a brand or product

I FIND CGI INFLUENCERS TO BE WEIRD. I'D RATHER FOLLOW A REAL HUMAN WHO IS GOING THROUGH LIFE THE SAME AS I AM.

#### **TRANSPARENCY IS EVERYTHING**







## who is behind the facade

#### of a CGI influencer."



#### **BOTTOM LINE FOR BRANDS**

Although Gen Z & Millennials are intrigued by CGI influencers,

they are quick to demand answers. If brands want to tap into this emerging social influencer, they need to find a balance between intrigue and transparency.



SOURCE: FULLSCREEN TBH COMMUNITY, 9/14/18 - 10/26/18. N = 534, BASE = 13-34

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