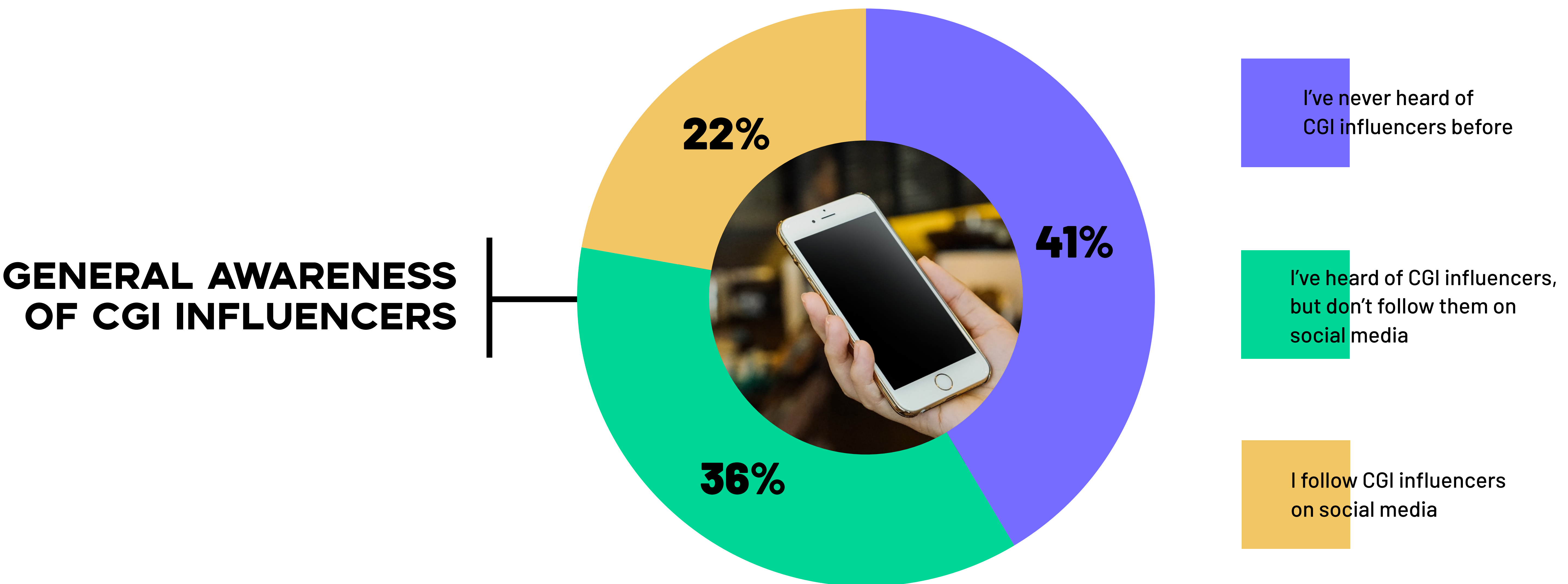


# BOT OR NOT?

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

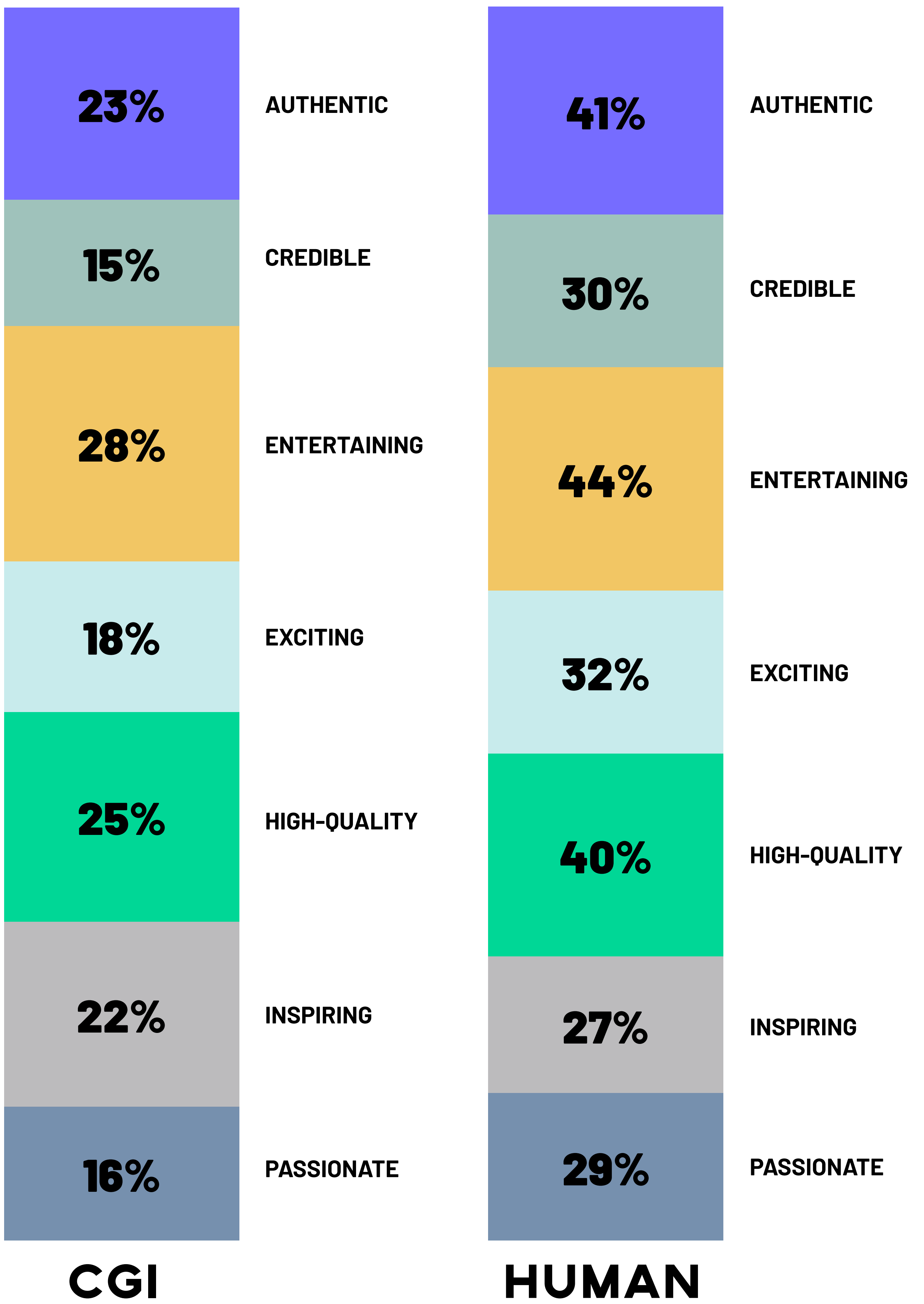
Influencers, they're just like us - until they're not. You may be following a computer-generated influencer and not even know it. From flaunting trendy streetwear to posting photos with friends at brunch to partnering with brands, CGI influencers are just like human influencers... or are they? In our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

## WHAT WE LEARNED



### TOP 5 REASONS GEN Z & MILLENNIALS FOLLOW CGIS

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



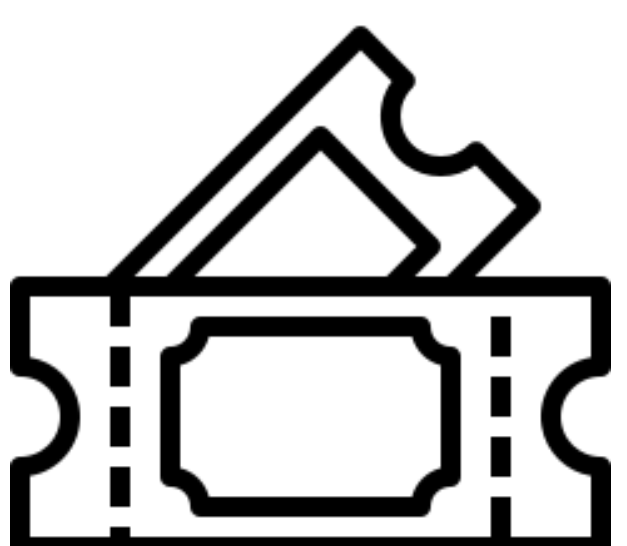


## ACTIONS TAKEN BY FOLLOWERS OF CGI INFLUENCERS



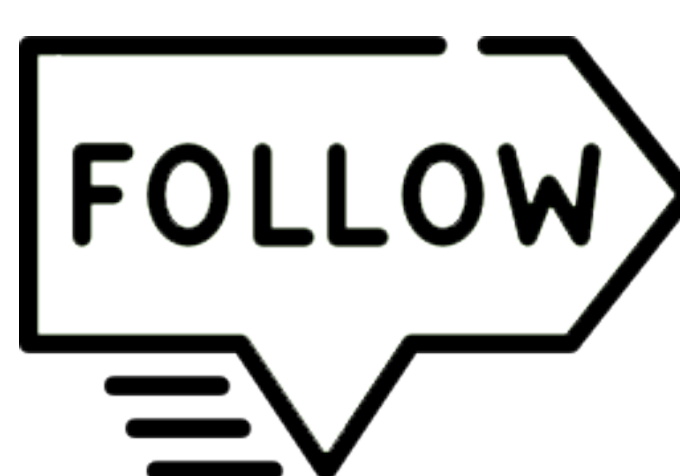
**55%**

made a purchase



**55%**

attended an event



**53%**

followed a brand



**52%**

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. ”**  
– FEMALE, 21



### 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.

## TRANSPARENCY IS EVERYTHING

**54%**

of Gen Z & Millennials agree: “I want to know who is behind the facade of a CGI influencer.”



**42%**

of Gen Z & Millennials would like to know if a brand is behind a CGI influencer

