



MAY 2019

# The State of UK Automotive Influence



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# Introduction

**Wearisma, in partnership with Hearst, has combined intuitive A.I. technology with human-centred analytics to produce an in-depth insight into the state of automotive influence in the UK. Our research will explore the conversations happening among the UK's automotive influencers as online influencer marketing continues to develop and flourish into a key marketing channel.**

## Executive Summary

This report reveals the value of a data-driven approach to influencer marketing and fresh insights into how UK influencers are discussing cars online across Q1 2019.

In particular, the report examines the brands influencers are tagging, which products they are talking about, their engagement rates and what media value they are generating. This serves as a good indicator of the digital buzz that luxury and mass market automotive brands generate and how well they are marketing themselves online.

In addition, the report explores key influencer segments that would be relevant to luxury and mass market automotive brands wishing to further develop their influencer marketing strategies.

We have discovered:

1. Automotive influencers are effective in connecting with their audiences despite being less than 1% of the overall influencer population.
2. Micro-influencers within the automotive space are particularly key in igniting passion with car enthusiasts, achieving a high average engagement rate of 8%.
3. Luxury supercars dominate the automotive influencer conversation, with 89% of conversations related to high-performance sports cars.
4. These automotive influencers are largely car enthusiasts who are followed by heavily engaged supercar fans.
5. As such, the top brands mentioned are luxury manufacturers Mercedes, Lamborghini and BMW, who are effectively engaging with luxury car enthusiasts.
6. Among the supercars, Mercedes-AMG, McLaren P1 and Lamborghini Aventador are the types most mentioned.
7. In contrast, among these car enthusiast influencers, mass market brands only constitute 10% of the conversation.
8. Instead, mass market brands should look beyond automotive influencers and cultivate relationships with lifestyle influencers whose content is useful and relevant in their audiences' daily lives.
9. This is a huge opportunity as, naturally, consumers look to these influencers for lifestyle guidance and to date, few mass market brands have tapped into this space. They are instead fighting alongside supercars for a spot within typical automotive influencers' conversations.
10. In comparison, mass market ride sharing services like Uber have been far more successful than mass market car brands in seamlessly integrating content into the day-to-day life of influencers across all categories.
11. Failure to seize this opportunity will mean risking consumers' desire for car ownership in favour of ride sharing and other high-tech, low emission and low cost solutions to transport.
12. We have already started to see US car brands tapping into this space. For example, US brand Rivian successfully engaged with sustainability influencers to promote electric cars and positively tackle the issues everyday consumers have with cars.
13. Hyundai, Honda and Ford lead the mass market influencer conversations, all using different strategies to target their consumers.
14. When considering influencers for a luxury car activation, use Wearisma's Ones to Watch - The Professionals.
15. When considering influencers for mass market car activation, use Wearisma's Ones to Watch - The Family Bloggers & The Sustainable Advocates.



# 2

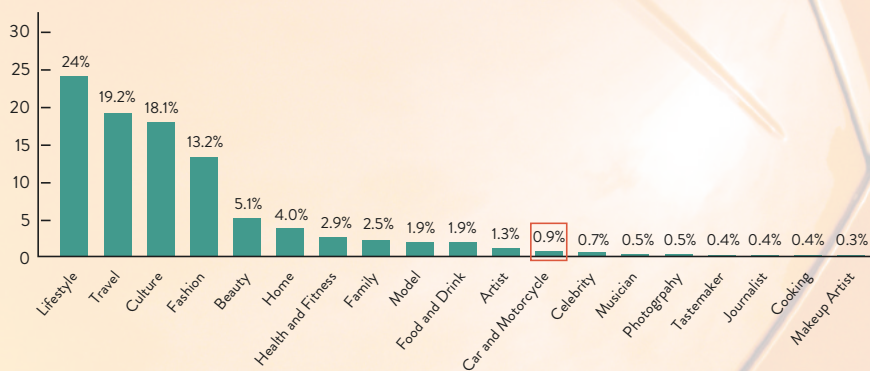


**Driving Success:**  
THE AUTOMOTIVE  
INFLUENCER  
LANDSCAPE IN  
THE UK

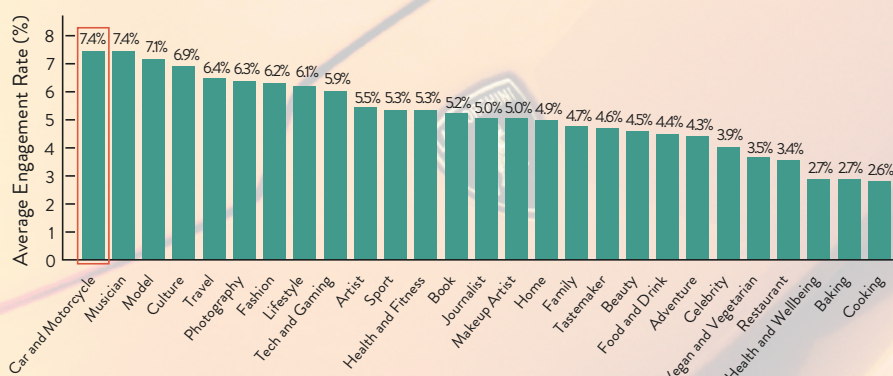
# AUTOMOTIVE INFLUENCERS ARE EFFECTIVE AT IGNITING PASSION DESPITE BEING LESS THAN 1% OF THE OVERALL INFLUENCER POPULATION.

Our research found that UK car and motorcycle influencers had the joint highest average category engagement rate – 7.4% – in the UK in Q1 2019, which equates to receiving the most likes and comments per 100 followers.

NUMBER OF UK INFLUENCERS BY CATEGORY Q1 2019



AVERAGE ENGAGEMENT RATE OF UK INFLUENCERS BY CATEGORY Q1 2019

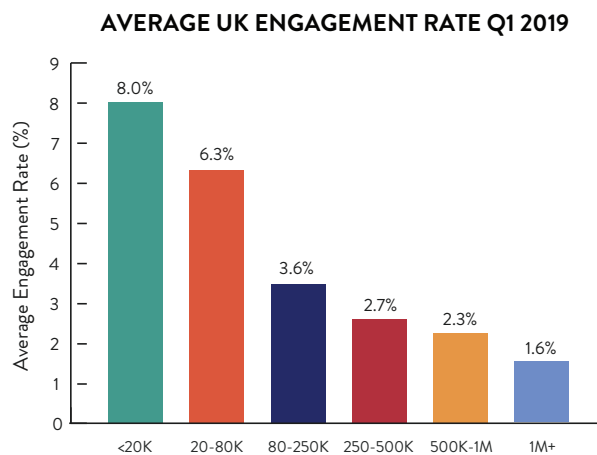
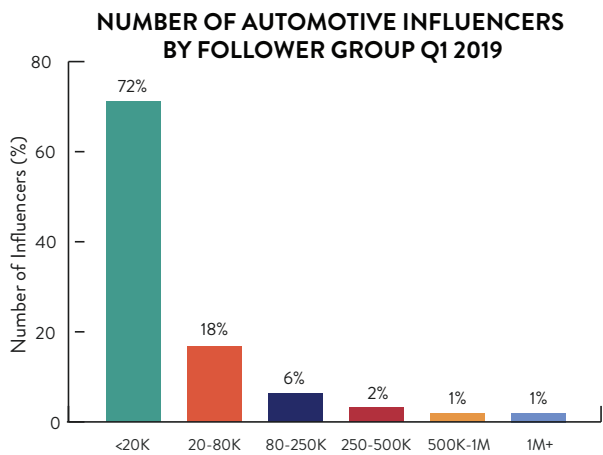


Source: Wearisma Data  
Country: UK  
Timeline: Q1 2019



In comparison to other consumer industries, automotive influencers tend to operate on more micro levels, which enables them to speak to niche audiences such as car enthusiasts. Our research has found that 72% of influencers in the automotive landscape in Q1 2019 had fewer than 20K followers.

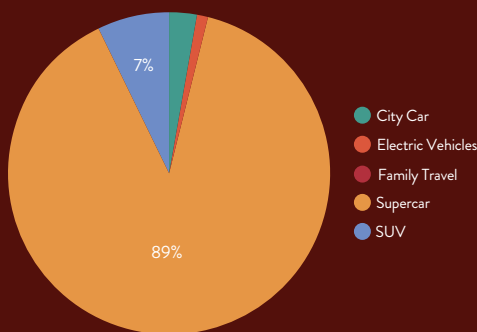
According to the data, the smaller the follower group, the higher average engagement an influencer achieves. Influencers with less than 20K followers on Instagram garnered on average an 8.0% engagement rate in the UK in Q1 2019, compared to influencers with a following of over £1 million, who received just 1.6% in engagement rate.



Supercars dominate the automotive influencer conversation, with 89% of conversations related to high-performance sports cars.

Source: Wearisma Data  
Country: UK  
Timeline: Q1 2019

### UK AUTOMOTIVE SEGMENTS Q1 2019



Our findings suggest that influencers are currently focusing on aspirational luxury and beautiful, envy-inducing products designed to resonate with their audiences on an emotive level. The highly visual nature of platforms such as Instagram enable influencers to showcase the aesthetic appeal of supercars in a variety of scenarios, creating buzz-worthy content that is both memorable and shareable.























Supercars make up 89% of influencer conversations. To obtain a clear picture of the automotive sector's success in adopting influencer marketing, it is important to understand successful influencer strategy at a brand level. Our data has highlighted some of the automotive leaders who have spearheaded engaging influencer strategies.



Source: Wearisma Data  
Country: UK  
Timeline: Q1 2019

## WEARISMA'S INFLUENCER INDEX: Top Luxury Brands

RANK		BRAND
1		Mercedes
2		Lamborghini
3		BMW
4		Ferrari
5		Porsche
6		McLaren
7		Aston Martin
8		Audi
9		Jaguar
10		Land Rover
11		Rolls Royce
12		Bentley
13		Bugatti
14		Koenigsegg
15		Alpine
16		Infiniti
17		Tesla
18		Chrysler
19		Cupra
20		Alfa Romeo



# No. 1: MERCEDES

Mercedes tops our list for automotive brands both in volume metrics (such as the number of influencers and mentions) and value metrics (such as engagement and media value). Mercedes has a 16% share of voice of automotive influencers and 24% of both the media value and engagement when compared with the 10 other luxury vehicle brands.

Mercedes is no stranger to thinking outside the box when working with influencers. It recently hit one billion likes on Instagram for its global account [@mercedesbenz](#) – the first brand worldwide to reach the milestone. To celebrate, the brand, which has 35.6 million followers across the globe, decided to curate a selection of its most successful Instagram posts that went on display at an exhibition at the Mercedes-Benz Museum in Stuttgart in January.

Scene-setting is an important consideration for Mercedes and the brand continues to work with renowned creatives on innovative, cinematic campaigns designed to bring fans closer to nature and let photographers and videographers tell their own stories using the hashtag [#MBSocialCar](#).



In the UK, influencer conversations about the brand come from an army of industry insiders, who use their social channels to inspire and pass on their expertise. For example, car show host Raziz Roken Rehan ([@rokenr](#)) recently gave followers a sneak peek of his new Mercedes-AMG C63 ahead of a full review on his YouTube car show. Drip-feeding content in this way, through a combination of enticing visuals and honest insights builds excitement but also trust among audiences, something which has enabled [@rokenr](#) to rack up the highest media value and engagement among influencers talking about Mercedes.







Also in the top five Mercedes influencers for media value and engagement, Tim Burton (@shmee150) uses a combination of Instagram posts coupled with video reviews to offer his opinion on some of Mercedes most exclusive models, including the limited-edition AMG GT R Roadster. A recent study by Brightcove revealed that 74% of viewers drew a connection between watching a video and making a purchase, suggesting that it is beneficial for brands to engage with influencers who also produce video content as this enables potential customers to get a 360-degree look and feel for the products on offer.

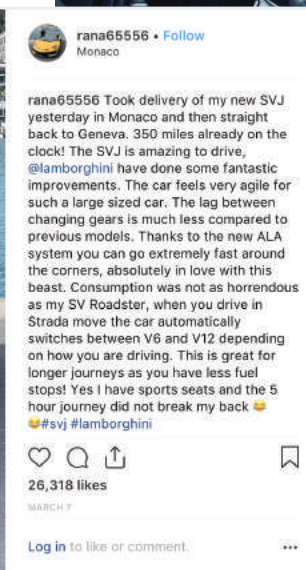


# No. 2: LAMBORGHINI

As the manufacturer of the world's first supercar, the Miura, Lamborghini's luxury heritage firmly cements it among the most aspirational of brands. It combines craftsmanship and heritage with cutting-edge technology in its launches, such as the Terzo Millennio, unveiled in 2017 as the world's first self-healing sports car, with the ability to detect and repair cracks using sensors. Such innovation and attention to detail makes the brand's models highly desirable among knowledgeable collectors who value form as much as function. As CEO Stefano Domenicali puts it: "We are inspired by embracing what is impossible today to craft the realities of tomorrow; Lamborghini must always create the dreams of the next generation."

Dreamweaving aside, Lamborghini's success in the influencer sphere can also be attributed to engaging with industry insiders whose content is firmly luxury lifestyle orientated. Supercar collector Rana (@rana65556), whose feed offers detailed car reviews and photos of vehicles in glamorous locations such as Geneva and Monaco, delivered the highest media value and engagement for the brand.

With 19.5 million social media users following its main Instagram account @lamborghini, the Italian luxury sports car and SUV manufacturer has the second highest number of influencer mentions of the top 10 luxury car brands and also comes second for engagement and media value. On average, Lamborghini received the most mentions per influencer, suggesting that it chooses its partners wisely and seeks to prioritise mid-to long-term collaborations.





Given the high price point of supercars, the ability to personalise a vehicle and make it stand out from the crowd is an attractive proposition, which might explain why car customisation specialist Yianni Charalambous (@yiannimize) also came in the top five Lamborghini influencers for media value and engagement.

Another factor contributing to Lamborghini's success is the diversification of its product offerings. By introducing entry-level accessories, such as small leather goods, footwear and fragrance, the brand has given aspiring customers and fans a foothold into the prestigious world of the supercar maker, creating a sense of loyalty which, in turn, may see certain consumers saving up for higher-value items and a slice of the Lamborghini heritage.

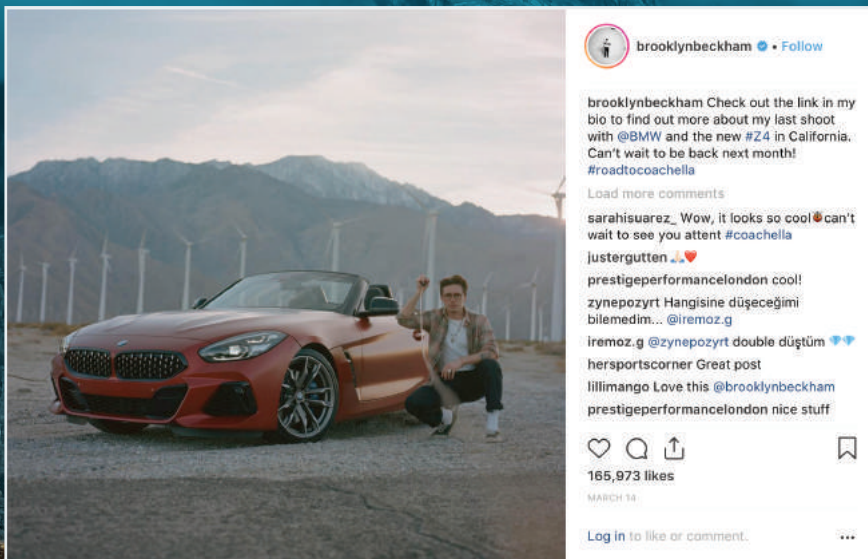


# No. 3: BMW

Out of the top 10 luxury automotive brands, BMW has the highest celebrity following, with a substantial 54% of influencers falling into the celebrity content category – a sector that accounts for just 18% of the engagement.

Instead, the majority of influencer engagement stems once more from motoring specialists. These include several professional car photographers, such as (@sonicf80) whose feed, made up almost exclusively of photos of a BMW M3, achieved the brand's highest media value and engagement.

BMW's mission to extend its reach by creating "relevant and snackable" content according to Global Head of Digital Marketing Jörg Poggenpohl, has seen the brand engage in partnerships with lifestyle, music and fashion influencers.



Earlier this year, and for the third year running, BMW was the official sponsor of Coachella Valley Music and Arts Festival. The brand partnered with headline act Khalid (@theKhalid) on its #RoadtoCoachella campaign, custom wrapping a fleet of BMWs in artwork inspired by his current album cover. By following the hashtag, fans were able to virtually join celebrities such as Brooklyn Beckham, (@brooklynbeckham) who was enlisted to shoot the BMW Z4. A single Instagram post featuring Brooklyn and the car generated £0.3 million in media value.



**JOE ACHILLES**  
@joeachilles

20-80K followers

As well as investing in relationships with its celebrity clients, BMW places emphasis on community building and celebrates the enthusiasm of its loyal followers, using the hashtag #bmwrepost. One avid user of the hashtag is motoring Youtuber Joe Achilles (@joeachilles) who clocked up the most mentions and the third highest media value for the brand. Our data, which identifies BMW as being in the top five for both influential mentions and media value, suggests that brands do not have to pick between a mega or micro influencer strategy – a mixture of both can achieve effective results.



# TOP SUPERCAR TYPES

Zooming into the Influence Index, here are the top three car types mentioned most by influencers in Q1 2019:

## Top Supercar Types

### RANK

- 1 Mercedes-AMG
- 2 McLaren P1
- 3 Lamborghini Aventador

Source: Wearisma Data  
Country: UK  
Timeline: Q1 2019



  
**LEWIS HAMILTON**  
@lewishamilton  
1M+ followers  




  
**TRISTAN DE SAINT OUEN**  
@t1dso  
80-250K followers  




Mercedes-AMG received 4,225 mentions by influencers, including the likes of car collector Tristan de Saint Ouen (@t1dso) and car enthusiast Tim Burton (@shmee150) who generated the most engagement. Formula One driver Lewis Hamilton (@lewishamilton) also created a buzz around Mercedes-AMG and was among the brand's top five influencers for engagement and media value.

As well as Mercedes' highly-desirable choice of coupés, the AMG range of racetrack-to-road inspired cars includes hatchbacks and SUVs, all of which draw on the brand's illustrious motorsports heritage. With an array of dynamic products falling under the AMG category, it's clear that the range has the potential to appeal to a wide section of car aficionados, which could therefore account for Mercedes-AMG dominating influencer conversations in the supercar space.



Despite coming in sixth position in our Influencer Index, the McLaren P1 achieved 2,881 influencers mentions, which is hardly surprising given that only 375 of these luxury sports cars were ever produced, with the last vehicle rolling off the production line in 2015. This makes the P1 highly sought after and collectible, and therefore an exciting talking point among car enthusiasts.



Similarly eye-catching, the Lamborghini Aventador is another popular supercar, gaining 2,801 influencer mentions. Like all the top three most mentioned supercars, the Aventador is symbolic of success and status, suggesting that influencers and audiences are drawn to cars that possess a one-of-a-kind quality. When Tim Burton (@shmee150) revealed a first-look at the new Lamborghini Aventador SVJ Roadster on his Instagram channel in March, the post generated nearly 42K likes and a flurry of excitement from his followers, which accounted for a 3.18% engagement rate.











# SERVICES

**Leading car brands aren't the only part of the industry automotive influencers are engaging with; the services sector also gets a look in.**

Car care company G Techniq (@gtechniq), tyre manufacturer Pirelli (@pirelli) and online car marketplace Autotrader (@autotraderuk) also registered mentions, engagement and media value among influencers. This makes sense – cars, especially the luxury vehicles often splashed across influencers' feeds, are big ticket items that require specialist care to keep them in tip-top condition. The audiences who follow automotive influencers are highly engaged motoring enthusiasts, so it stands to reason that they would take an interest in services that help to maintain their prized vehicle collections. Also, as many car brands have yet to embrace e-commerce, with the showroom still at the coalface of car sales in the UK, sites like Autotrader enable consumers to search and purchase vehicles with ease.

## Top Service Brands

RANK		BRAND
1		G Techniq
2		Pirelli
3		Autotrader
4		HKS
5		XPEL
6		Blue Car Rental
7		Stilo
8		Stone Acre

Source: Wearisma Data  
Country: UK  
Timeline: Q1 2019






# 3



**Realising  
Potential:**  
MASS MARKET  
BRANDS



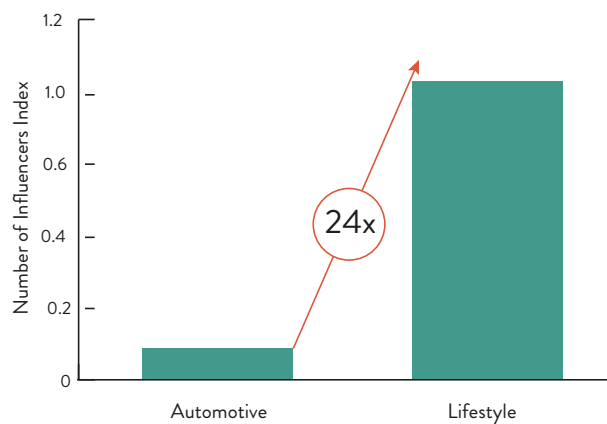
# Cultivating Relationships with Lifestyle Influencers

**Rather than trying to duplicate the strategy favoured by luxury brands of cultivating a network of car enthusiasts, mass market brands should look beyond automotive influencers and forge relationships with lifestyle influencers whose content is useful and relevant to their audiences' daily lives.**

Consumers look to these influencers for lifestyle guidance, yet to date few mass market brands have tapped into this space. Instead, they are fighting alongside supercars for a spot in typical automotive influencers' conversations.

Our data has found that there are 24x more lifestyle influencers than automotive influencers in the UK, which means there is a huge opportunity for mass market brands to find the right advocates.

NUMBER OF UK INFLUENCERS BY CATEGORY Q1 2019



## Tackling Industry Issues Head On

According to The Automotive Marketing Report 2019 by [Dialogue](#), new technology such as car-sharing apps, electric vehicles and even driverless cars are the most pressing concerns for the sector, even though such issues are largely absent from influencer discussions.

There is enormous potential for the mass market brands to connect with everyday consumers by seeking out influencers who already have established relationships with this target market. In turn, these influencers can address topical industry issues and engage consumers in their discussions.





# Car ownership

**The rise of car- and ride-sharing apps has created a new mindset shift to car access rather than car ownership.**

As the leader in the ride-sharing space, Uber has become ingrained in people’s lives. In the early days, Uber did engage in influencer marketing, however in Q1 2019 we found that Uber was mentioned in captions 10 times more than it was tagged, which suggests that the brand has now seamlessly permeated into UK influencer’s organic content without the need for paid partnerships.



As the mass market automotive sector has much less traction amongst influencers, it can learn from services such as Uber. Specifically, Uber’s ability to become an indispensable part of the day-to-day life of influencers, across all content and categories, speaks to the fact that its service is inclusive. Ride sharing is a disruptive force for the mass market side of the industry. Rather than try to compete with the exclusivity of the luxury automotive sector, mass market brands should aim to be more inclusive and collaborate with household names and relatable influencers to make the issue of car ownership desirable to the everyday consumer. Ultimately, mass market brands need to become more like Uber and ingrain themselves in consumers’ lives.



# Electric cars

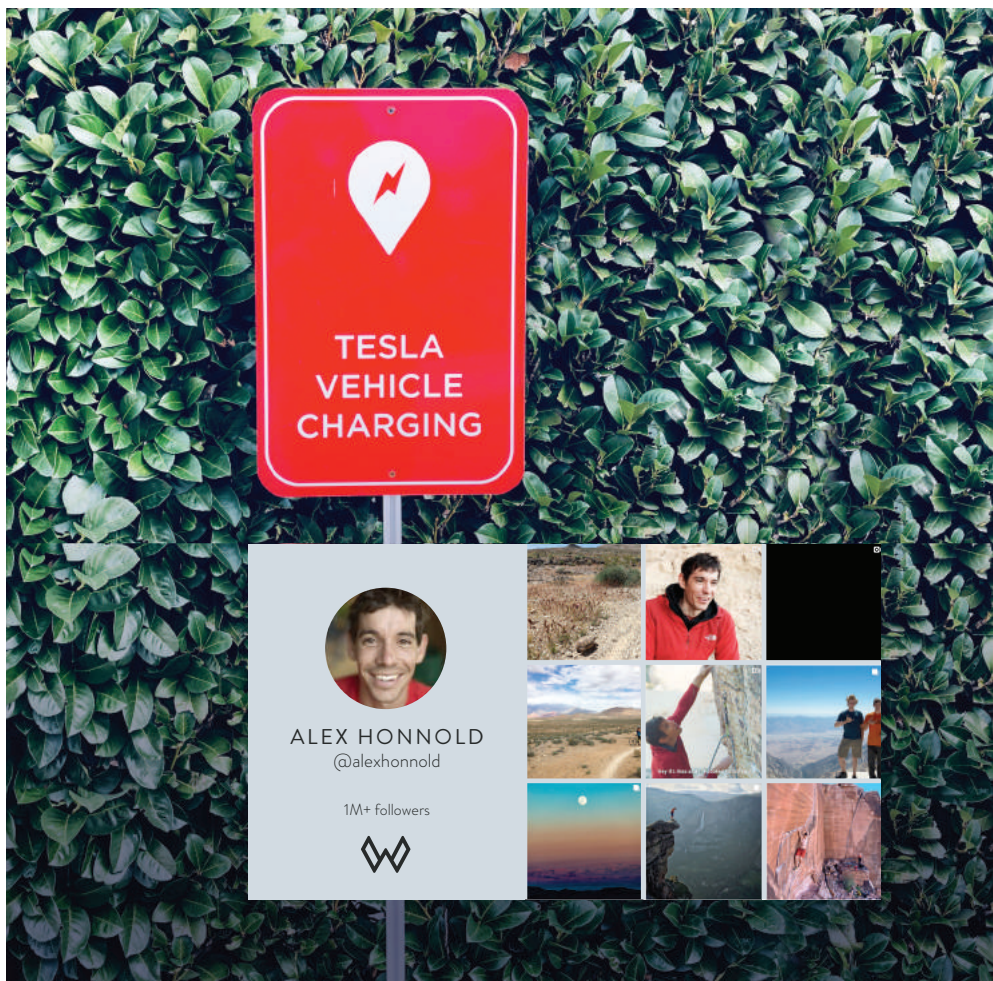


**According to KPMG, demand for electric vehicles in the UK increased by 26% last year, yet we are not noticing influencer conversations surrounding the topic.**

This is in contrast to the US where we have observed brands like Rivian sponsoring influencer content surrounding electric cars, with key environmental figures such as climber Alex Honnold (@alexhonnold) adding their voices to the conversation.

There is potential for mass market brands to engage environmental influencers, especially because the consumer demand is there. According to a recent survey by LV=General Insurance, 27% of UK motorists questioned – that is 8.6 million people – are considering switching to an electric vehicle in the next five years. Yet many more were hesitant: 55% of UK motorists questioned believe that an electric vehicle is not as powerful as a petrol or diesel one, while 44% think they can not be used for long journeys. UK car manufacturers need to be doing more to make consumers aware that electric cars are safe, reliable and necessary – and could look to sustainability influencers to spread this message further.

14% of influencers mentioned sustainably related topics in Q1 2019, which is an increase from 2018 and suggests there is a gap in the market to engage green activists who can make electric vehicles part of their eco-friendly lifestyles.





# Driverless cars

**By 2030, PwC predicts that autonomous vehicles could make up 40% of all road mileage, while a study by Allied Market Research has predicted that the global market for driverless vehicles will be worth \$556.67bn (£434.56bn) by 2026.**

Again however, despite being such a topical issue, driverless cars are absent from automotive influencer dialogue. Arguably, this is because social media platforms such as Instagram are highly visual and driverless technology is more of a concept, making it hard to share. Also, driverless vehicles are not yet currently available for influencers to experience or road test, which makes it difficult to produce effective discussions on the subject. As driverless technology develops, however, this could present opportunities to engage influencers, especially those producing impactful video content.





## WEARISMA'S INFLUENCER INDEX: Top Mass Market Brands

Source: Wearisma Data  
Country: UK  
Timeline: Q1 2019



RANK BRAND

1



Hyundai

2



Honda

3



Ford

4



KIA

5



Mini Cooper

6



Suzuki

7



Volkswagen

8



Seat

9



Renault

10



Mazda



# No. 1: HYUNDAI

Hyundai is among the top five mass market car brands when it comes to number of influencers and influencer following. It also received the highest number of influencer mentions in Q1 2019. Out of the top 10 mass market brands, 18% of its influencers are based in London, suggesting that the brand is popular with city slickers looking for reliable and affordable vehicles designed for urban life.

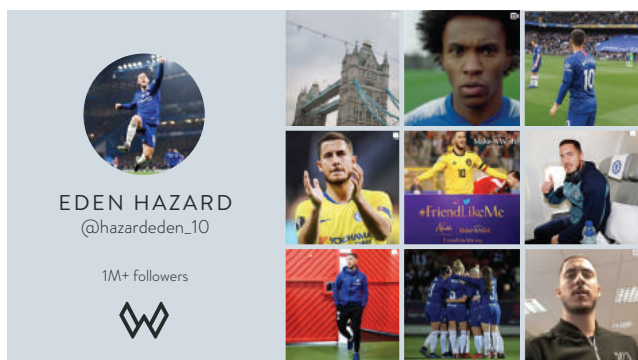
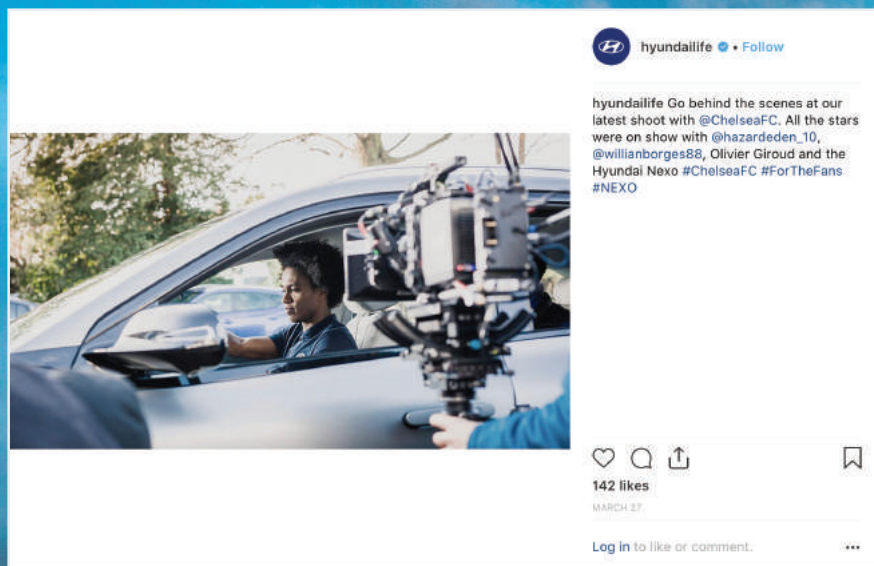


A large proportion of Hyundai's influencers fall into the lifestyle category, although this is not the only sector in which the brand is generating interest. Our research shows that 22% of Hyundai influencers hail from the fashion category, which accounts for 21% of the brand's influencer following and 30% of its engagements and media value. Furthermore, 6% of engagements and 7% of media value came from the health and fitness category, suggesting that influencers who create a broad spectrum of content are more beneficial and help the brand market its products to a wider audience.

Earlier this year, Hyundai invited fitness instructor Tom (@tge\_ldnm), who was responsible for the brand's highest media value and engagement, and men's lifestyle blogger Craig Landale (@menswearstyle) to road test the Hyundai i30 Fastback N in Gran Canaria. Interestingly, both of these influencers' feeds are awash with supercars, high-end watches and fashion. By pitting its new car model alongside more premium brands, Hyundai appears to be attempting to tap into the aspirational segment of the market and show that its vehicles are compatible with the luxury lifestyle presented.



The brand has also looked to celebrity partnerships to get this message across. To promote its electric SUV, the Nexo, Hyundai enlisted Chelsea FC players Willian Borges Da Silva (@willianborges88) and Eden Hazard (@hazardeden\_10) to star in an advert, with behind-the-scenes photo footage shared on Instagram.



Aside from using celebrity connections and the glamour of luxury to advertise its more mass market cars, Hyundai is one of the few brands tapping into the parent-influencer sphere. To celebrate its Clean Driving Challenge, Hyundai invited fashion blogger Zoë de Pass (@dresslikeamum) and nutritional therapist and mum Madeleine Shaw (@madeleine\_shaw\_) to take the Hyundai Kona for a spin with their families. This broad marketing approach – one that focuses on both sleek sporty cars and family vehicles – suggests that mass market brands can appeal to a wide audience at both ends of the spectrum, something which sets them apart from the more luxury manufacturers.





# No. 2: HONDA

In comparison to Hyundai, which uses its Instagram platform as a lifestyle portal, [@hondaukcars](#), the brand's most popular handle with influencers in the UK, feels like an extension of the showroom, with the latest car models depicted in vector-style images and stylised adverts.





**FARAZ KHAN**  
@fizzycaramel

<20K followers







**BEN MACLEAN**  
@bxnmxclean

80-250K followers





According to our study, Honda ranks second in terms of influencer mentions and joint third for number of influencers, with an 11% share of the mass market influencer voice.

Similarly to Hyundai however, 48% of Honda's influencer engagement and media value can be attributed to the culture sector, suggesting that the Honda audience is also switched on to influencers who don't post exclusively about cars. For example, musician Faraz Khan [@fizzycaramel](#), who frequently

features his Honda sports car in video clips promoting his music, achieved the second highest engagement rate for the brand after James King ([@king\\_cardashian](#)), head of audience engagement for a car blog. Meanwhile, film maker Ben Maclean ([@bxnmxclean](#)) was responsible for £10,480 of Honda's media value and 9.83% of the engagement rate. These findings confirm that mass market brands should not overlook lifestyle influencers in their bid to better engage with everyday audiences.



# No. 3: FORD

Forging meaningful partnerships is at the core of Ford's influencer marketing strategy. The brand comes top of all the mass market automotive brands in terms of number of influencers and has a 62% slice of influencer engagements and media value.

At the core of Ford's marketing activity is a message of reliability and trust. In a recent TV ad campaign, Ford hails van and truck drivers as the "Backbone of Britain" and fosters feelings of pride at keeping industry running. The ad, which is also referenced on Instagram, shows the fundamental role that the Ford Transit plays in keeping Britain moving.

These sentiments of everyday inclusivity do not currently translate into the brand's influencer conversations, however. Among the top five influencers mentioning the brand the most and generating the greatest engagement, all had feeds

filled with polished supercars. Tim Burton (@shmee150) has discussed the more everyday Ford Focus RS on his Instagram channel, but these posts compete with others documenting luxurious sports cars. Other top posters, such as car enthusiast Dima (@ddimcars) and automotive photographer Thomas Stoner (@thomasstonerproductions) also appear preoccupied with supercars rather than mass market vehicles. This suggests that there is an opportunity for Ford to work with influencers whose content is less skewed towards the luxury end of the market. That way, the brand can offer consumers a window into more obtainable and 'real life' scenarios.



**TIM BURTON**  
@shmee150

1M+ followers

A profile card for Tim Burton (@shmee150). It features a circular profile picture with the text "SHMEE150" and a blue background. Below the name and handle, it states "1M+ followers". To the right of the text is a 3x3 grid of nine small images showing various cars and people. At the bottom center is a stylized "W" logo.

**THOMAS STONER**  
@thomasstonerproductions

20-80K followers

A profile card for Thomas Stoner (@thomasstonerproductions). It features a circular profile picture with the text "TSP" and a green background. Below the name and handle, it states "20-80K followers". To the right of the text is a 3x3 grid of nine small images showing various cars and scenes. At the bottom center is a stylized "W" logo.



# TOP MASS MARKET MODELS

**When it comes to the mass market's most popular car models with influencers, Ford gained the most mentions, with the Focus RS, GT and Mustang taking the top three spots.**

The Focus RS, an accessible, everyday family hatchback, received the most mentions, although the more premium GT and Mustang models were close behind. Again, this tallies with our findings that the current automotive influencer space is dominated by supercar-loving enthusiasts. Indeed, the top three mentioned vehicles within the luxury industry received 10 times more mentions than vehicles within the mass market, suggesting that typical automotive influencers and their followers are drawn to exclusivity. This reinforces the fact that there is an opportunity for mass market brands to carve out their own niche and work with influencers who better align with their customer base.

## Top Mass Market Models

### RANK

1	Ford Focus RS
2	Ford GT
3	Ford Mustang



# CELEBRITY INFLUENCERS

**While our research has found that micro influencers dominated the automotive influencer landscape in Q1 2019, we have also noticed a few celebrity partnerships popping up, which could be beneficial particularly for mass market brands.**



For example, Tess Daly (@tessdaly) was recently invited to host Mini's 60th birthday celebrations and shared the moment on Instagram in a post that generated the second highest engagement for the brand in Q1. As a popular, prime time TV presenter and a working mother, partnering with Daly on future collaborations could prove fruitful. Meanwhile, stand-up comedian Chris Ramsey (@iamchrismsey), who frequently posts family-orientated content, had the highest media value for Mini Cooper.

At the luxury end of the spectrum, a single Instagram post from Lewis Hamilton generated the third highest media value for Mercedes (@lewishamilton) while actor James Norton (@jginorton) recently posted an image in partnership with Audi, which received more than 20K likes and nearly 300 comments. Although our research has found the micro influencers generate the most engagement, there is clearly potential for automotive brands to further invest in celebrity partnerships alongside ongoing relationships with more niche influencers.



# 4



**Wearisma's  
Ones to Watch:  
KEY INFLUENCER  
PERSONAS  
FOR 2019**



# The Luxury Sector: THE PROFESSIONALS

Our data suggests that industry insiders – individuals who hold professional positions within the automotive industry – hold the key to meaningful influencer engagement in the luxury sector. For example, the influencer who produced the highest value media content for Mercedes in the first three months of 2019 was car show host Raziz Roken Rehan (@rokenr), while supercar community manager Sayed Baharun (@sayedbaharun) was responsible for the highest engagement rate despite having fewer than 6K followers. Baharun also produced the highest engagement rate across all the luxury car brands in the first three months of 2019.





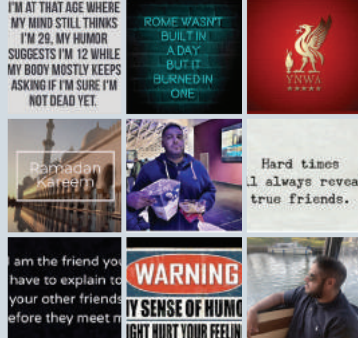
One reason for this is that consumers are less likely to follow the flock when it comes to high ticket items such as cars and instead value the opinions and expert advice of industry insiders. When considering the top hashtags used by automotive influencers, our research found that the top hashtag #Shmee150 was used on 10,221 occasions. The hashtag relates to car enthusiast Tim Burton (@shmee150) who has ten other top-performing hashtags associated with his name. Purchasing a car often involves in-depth research and lengthy consideration, so it stands to reason that Burton is consistently among the top influencers for media value, indicating that expert knowledge and content is as important as aesthetic-driven content.



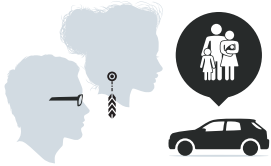
  
**RAZIZ ROKEN REHAN**  
@rokenr  
250-500K followers  




  
**SAYED BAHARUN**  
@sayedbaharun  
<20K followers  








# Mass Market Brands: FAMILY BLOGGERS

The automotive influencer space is largely dominated by car enthusiasts, however, mass market brands should not neglect family bloggers when looking for partnership opportunities. Influencers such as Zoë de Pass (@dresslikeamum) use their social media accounts to offer a window into family life, making them relatable. The results are effective: @dresslikeamum was in the top three influencers for generating media value for Hyundai.

Engaging with influencers who are relevant to consumers' lives and values is crucial. Mini Cooper is leading the way when it comes to working with family bloggers. Of the brand's top five influencers for media value and engagement, three post family-orientated content: stand-up comedian Chris Ramsey (@iamchrisramsey), professional home organiser Nicola Lewis (@thisgirlcanorganise) and lifestyle blogger Archana Dhankar (@fashionforroyals). Collectively, these influencers have succeeded in generating effective and engaging content that appeals to the family market. More mass market brands should take Mini Cooper's lead and look to engage similar influencers.

**ZOË DE PASS**  
@dresslikeamum

80-250K followers

*This girl can*  
**ORGANISE**

**NICOLA LEWIS**  
@thisgirlcanorganise

80-250K followers



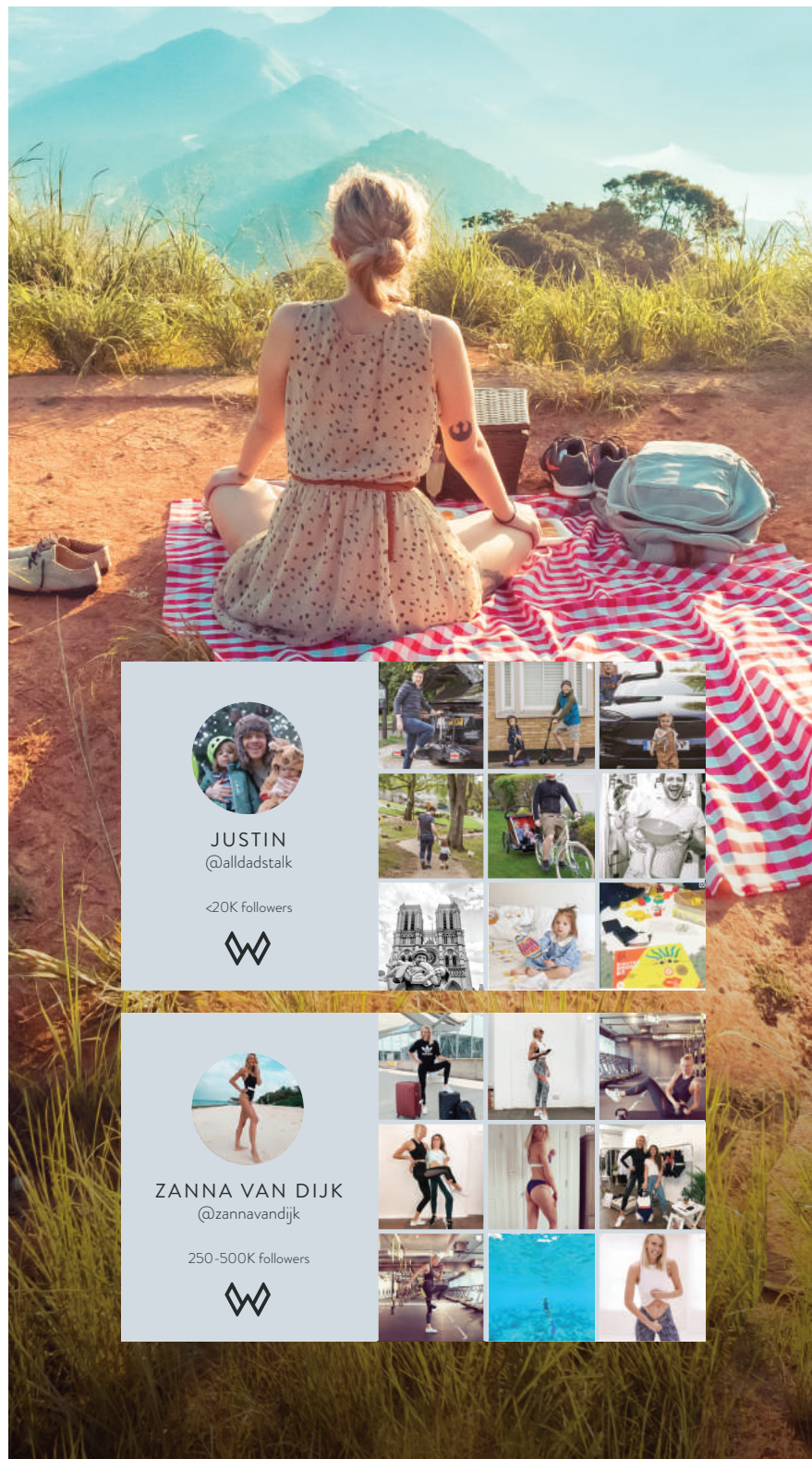


# Mass Market Brands: SUSTAINABILITY ADVOCATES


As previously mentioned, 4% of influencers mentioned sustainably related topics in Q1 2019, which is an increase from 2018. Although there is an appetite for engaging in environmental issues across the influencer space, these conversations have yet to filter down into the automotive sector, with only 1% of influencer dialogue currently about electric cars.

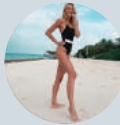

There is clearly an opportunity to use sustainability advocates to help kickstart discussions on electric vehicles. Of the small percentage of influencers already talking about electric vehicles, husband and wife blogging duo Aly (@allmumstalk) and Justin (@alldadstalk) post about sustainable family living and have already been working with luxury brand Tesla. Engaging influencers such as these who speak to both family and environmentally-conscious audiences could be an effective strategy for mass market brands.

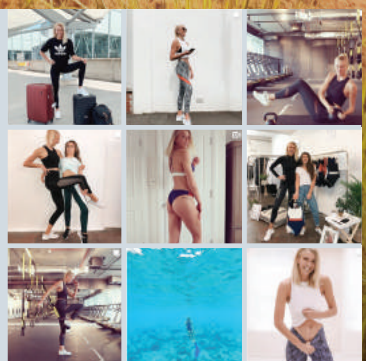
Elsewhere, sustainable lifestyle and climate change bloggers Livia van Heerde (@liviavanheerde) and Gina Caro (@ginacarol) were the most prolific sustainability posters, while BBC podcast host and conscious living advocate Zanna van Dijk (@zannavandijk) came in the top three influencers for engagement regarding sustainability issues.



  
**JUSTIN**  
@alldadstalk  
  
<20K followers  

  
**ZANNA VAN DIJK**  
@zannavandijk  
  
250-500K followers  








An aerial photograph of a multi-lane highway with several cars and trucks driving. The road is flanked by lush green trees and vegetation. A large white number '5' is overlaid on the left side of the image.

# 5

# Conclusion

THE LANDSCAPE FOR AUTOMOTIVE INFLUENCERS REMAINS FULL OF POTENTIAL.

Luxury car brands, and particularly supercars, currently dominate influencer dialogues and account for the most content, engagement and media value. Luxury brands should continue to capitalise on their current success by working with motoring enthusiasts and specialists who delight their audiences with detailed reviews and dynamic visuals. Despite currently having lower coverage, mass market brands are capable of reaching a wide audience (there are 24 times more lifestyle influencers than automotive influencers) and should be looking to forge relationships with lifestyle influencers who speak to their customer groups. By addressing key challenges facing the automotive market, from the rise of car sharing to electric vehicles, mass market brands can create their own niche.

Ultimately, influencers are bringing a new dimension to the automotive realm, and including their trusted voices in motoring conversations will help galvanise the industry as it gears up to face the challenges ahead.

Wearisma was founded by a group of tech and digital media professionals, passionate about building the most intuitive influencer marketing technology that seamlessly fits into your organisations. We specialise in taking into account the nuances of how culture, perception and quality differ by geography and by organisation. Wearisma's technology combines analytics and intelligent automation with human creativity, and ensures that brands receive high-quality results and clear insights in order to create effective campaigns.



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