

# Influencer Marketing by Brands: A Worldwide Perspective

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## Introduction

In today's digital landscape, influencer marketing has become a cornerstone strategy for global brands looking to connect with consumers authentically. By partnering with influencers—individuals who have cultivated a large and loyal following on social media—brands can harness the power of trust and credibility that these influencers hold with their audience. This strategy not only enhances brand awareness but also drives consumer engagement and boosts sales. Below, we

explore how global brands across various countries have successfully implemented influencer marketing, with a special focus on Indian brands that have made a mark globally.

## Global Brands: Influencer Marketing Across Different Countries

### 1. Nike (USA)

- **Campaign:** Nike collaborates with athletes and fitness influencers globally, focusing on motivational content.
- **Example:** Nike's partnership with Cristiano Ronaldo, who frequently features Nike products in his Instagram posts, has significantly boosted the brand's visibility.

- **Reference:** <https://www.nike.com>

- **YouTube Link:**

<https://www.youtube.com/watch?v=FltT2nLcbg4>

### 2. Coca-Cola (Global)

- **Campaign:** Coca-Cola has consistently leveraged influencers in its marketing campaigns, utilizing celebrities and micro-influencers alike.

- **Example:** The "Share a Coke" campaign was localized in various countries, with influencers promoting personalized Coke bottles on social media.

- **Reference:** <https://www.coca-colacompany.com>

- **YouTube Link:**

[https://www.youtube.com/watch?v=v6h\\_j9b2gVk](https://www.youtube.com/watch?v=v6h_j9b2gVk)

### 3. Adidas (Germany)

- **Campaign:** Adidas has used influencer marketing to connect with younger audiences, often collaborating with fashion and fitness influencers.

- **Example:** The brand's collaboration with Kanye West and the promotion of Yeezy sneakers via influencers on Instagram and Twitter.

- **Reference:** <https://www.adidas.com>

- **YouTube Link:**

<https://www.youtube.com/watch?v=FojU1pPjBfY>

#### 4. **Samsung (South Korea)**

- **Campaign:** Samsung frequently partners with tech influencers to showcase their latest products, especially smartphones and gadgets.

- **Example:** Samsung's collaboration with YouTuber Casey Neistat to promote the Galaxy Note series, which became a significant campaign.

- **Reference:** <https://www.samsung.com>

- **YouTube Link:**

<https://www.youtube.com/watch?v=5l6GpThpU0s>

#### 5. **L'Oréal (France)**

- **Campaign:** L'Oréal works with beauty influencers to promote its wide range of products through tutorials, reviews, and lifestyle content.

- **Example:** The brand's partnership with beauty guru NikkieTutorials, who featured L'Oréal products in her YouTube makeup tutorials.

- **Reference:** <https://www.loreal.com>

- **YouTube Link:**

[https://www.youtube.com/watch?v=d2\\_tjpMeotU](https://www.youtube.com/watch?v=d2_tjpMeotU)

#### 6. **Apple (USA)**

- **Campaign:** Apple often collaborates with tech reviewers and creative professionals to highlight the features and capabilities of its products.

- **Example:** Apple's collaboration with photographer influencers who used the iPhone's camera features to showcase their work.

- **Reference:** <https://www.apple.com>

- **YouTube Link:**

[https://www.youtube.com/watch?v=x\\_Ouh6K7a-I](https://www.youtube.com/watch?v=x_Ouh6K7a-I)

## 7. Red Bull (Austria)

- **Campaign:** Red Bull leverages extreme sports influencers to promote its brand as synonymous with energy and adventure.

- **Example:** Red Bull's partnership with skydiver Felix Baumgartner for the "Stratos" project, which was heavily promoted by influencers.

- **Reference:** <https://www.redbull.com>

- **YouTube Link:**

<https://www.youtube.com/watch?v=FHtvDA0W34I>

## 8. Unilever - Dove (UK)

- **Campaign:** Dove's "Real Beauty" campaign engaged influencers to promote body positivity and self-esteem.

- **Example:** The brand collaborated with influencers to share personal stories and encourage the conversation around beauty standards.

- **Reference:** <https://www.dove.com>

- **YouTube Link:**

<https://www.youtube.com/watch?v=XOa7zVqxA4>

## 9. PepsiCo (USA)

- **Campaign:** PepsiCo has often used celebrities as influencers to connect with younger audiences.

- **Example:** The "Live For Now" campaign featured Kendall Jenner in a widely discussed ad, which involved numerous influencers.

- **Reference:** <https://www.pepsico.com>

- **YouTube Link:**

<https://www.youtube.com/watch?v=dA5Yq1DLsmQ>

## 10. Sony (Japan)

- **Campaign:** Sony collaborates with gaming influencers to promote its PlayStation consoles and games.

- **Example:** The PlayStation brand's collaboration with YouTuber PewDiePie to promote game releases.

- **Reference:** <https://www.sony.com>

- **YouTube Link:**

<https://www.youtube.com/watch?v=bEArE9Rkys>

### 11. Puma (Germany)

- **Campaign:** Puma partners with fashion and sports influencers to push its brand identity forward.
- **Example:** Puma's collaboration with Selena Gomez for the "Phenom" sneaker line.
- **Reference:** <https://www.puma.com>
- **YouTube Link:**  
[https://www.youtube.com/watch?v=Z6Deo6\\_vdRk](https://www.youtube.com/watch?v=Z6Deo6_vdRk)

### 12. IKEA (Sweden)

- **Campaign:** IKEA collaborates with lifestyle influencers to showcase their furniture in real-life settings.
- **Example:** The brand's collaboration with DIY and home decor influencers on Instagram to create user-generated content.
- **Reference:** <https://www.ikea.com>
- **YouTube Link:**  
<https://www.youtube.com/watch?v=PCwUmfSDTbM>

### 13. McDonald's (USA)

- **Campaign:** McDonald's has used influencers to promote limited-edition menu items and new products.
- **Example:** The "Travis Scott Meal" campaign involved the rapper promoting his custom McDonald's meal, which went viral.
- **Reference:** <https://www.mcdonalds.com>
- **YouTube Link:**  
<https://www.youtube.com/watch?v=z6DbcPjLLFI>

### 14. Huawei (China)

- **Campaign:** Huawei partners with tech influencers and photographers to demonstrate the capabilities of their smartphones.
- **Example:** The brand's collaboration with influencers to showcase the camera quality of the P30 Pro through photography challenges.
- **Reference:** <https://www.huawei.com>
- **YouTube Link:**  
<https://www.youtube.com/watch?v=6p4W8qxS5AE>

### 15. Audi (Germany)

- **Campaign:** Audi uses influencers to highlight the luxury and innovation of its vehicles.

- **Example:** The brand's partnership with influencers during the launch of the Audi e-Tron, promoting the electric vehicle's features.

- **Reference:** <https://www.audi.com>

- **YouTube Link:**

<https://www.youtube.com/watch?v=HGtHFNYNa-A>

## Indian Brands: Influencer Marketing with Global Reach

### 1. Tata Motors

- **Campaign:** Tata Motors uses influencers to highlight their vehicles' features and reliability.

- **Example:** Collaboration with influencers to promote the Tata Nexon's safety features.

- **Reference:** <https://www.tatamotors.com>

- **YouTube Link:**

<https://www.youtube.com/watch?v=XPQlbAQYb8o>

### 2. Flipkart

- **Campaign:** Flipkart engages influencers to promote sales events and exclusive products.

- **Example:** The Big Billion Days sales were heavily promoted through collaborations with top Indian influencers.

- **Reference:** <https://www.flipkart.com>

- **YouTube Link:**

<https://www.youtube.com/watch?v=jPV4pbnc6qs>

### 3. HDFC Bank

- **Campaign:** HDFC Bank has used influencer marketing to promote its digital banking products.

- **Example:** Collaboration with influencers to promote the PayZapp app.

- **Reference:** <https://www.hdfcbank.com>
- **YouTube Link:** <https://www.youtube.com/watch?v=U-5I7jsdBt8>

#### 4. Reliance Jio

- **Campaign:** Reliance Jio uses influencers to spread awareness about its telecom services and digital offerings.
  - **Example:** Collaboration with influencers during the launch of JioFiber.
  - **Reference:** <https://www.jio.com>
  - **YouTube Link:** <https://www.youtube.com/watch?v=mNV9ZV0ytZk>

#### 5. Zomato

- **Campaign:** Zomato collaborates with food bloggers and influencers to promote restaurants and food delivery services.
  - **Example:** The Zomato Gold program was widely promoted through influencers on Instagram.
  - **Reference:** <https://www.zomato.com>
  - **YouTube Link:** <https://www.youtube.com/watch?v=mA0t4MfgOjQ>

#### 6. Paytm

- **Campaign:** Paytm uses influencers to promote its digital payment services, especially during major sales events.
  - **Example:** Diwali cashback offers were promoted by various influencers across social media.
  - **Reference:** <https://www.paytm.com>
  - **YouTube Link:** [https://www.youtube.com/watch?v=2jdxquyIf\\_M](https://www.youtube.com/watch?v=2jdxquyIf_M)

#### 7. Nykaa

- **Campaign:** Nykaa has successfully leveraged beauty influencers to promote its wide range of beauty products. Influencers share makeup tutorials, product reviews, and skincare routines featuring Nykaa products.

- **Example:** The “Nykaa Pink Friday Sale” campaign saw massive promotion through influencers on Instagram and YouTube, driving significant traffic and sales.

- **Reference:** <https://www.nykaa.com>

- **YouTube Link:**

<https://www.youtube.com/watch?v=LRjvEUyI3do>

## 8. OYO Rooms

- **Campaign:** OYO Rooms has collaborated with travel influencers to showcase their hotel and accommodation options across India and abroad. The influencers create travel vlogs and posts highlighting their experiences at OYO properties.

- **Example:** Influencers like Shenaz Treasury and others have shared their OYO stay experiences on platforms like Instagram and YouTube, helping OYO to build brand credibility.

- **Reference:** <https://www.oyorooms.com>

- **YouTube Link:**

<https://www.youtube.com/watch?v=EzBNgiIo1VI>

## 9. Lenskart

- **Campaign:** Lenskart has utilized influencers to promote their eyewear collections. Influencers share their style tips and unboxing videos, showing how Lenskart’s products fit into their daily lives.

- **Example:** The “BeLookATive” campaign featured influencers across social media platforms showcasing different eyewear styles available at Lenskart.

- **Reference:** <https://www.lenskart.com>

- **YouTube Link:**

<https://www.youtube.com/watch?v=kKH3gwrPOro>

## 10. Mamaearth

- **Campaign:** Mamaearth collaborates with mommy bloggers, skincare influencers, and health experts to promote their natural and organic products for babies, mothers, and adults.

- **Example:** Influencers like Shilpa Shetty and others have endorsed Mamaearth products, sharing their personal experiences with the brand on social media.

- **Reference:** <https://www.mamaearth.in>

- **YouTube Link:**

<https://www.youtube.com/watch?v=F43zNUA6L-M>

## 11. Swiggy

- **Campaign:** Swiggy has worked with food bloggers and influencers to promote its food delivery services. Influencers share their favorite restaurant picks, food delivery experiences, and promotional offers.

- **Example:** The “Swiggy Super” subscription service was promoted extensively through influencers on Instagram and YouTube, driving subscriptions.

- **Reference:** <https://www.swiggy.com>

- **YouTube Link:**

[https://www.youtube.com/watch?v=Rt85klFPg\\_U](https://www.youtube.com/watch?v=Rt85klFPg_U)

## 12. Tata CliQ

- **Campaign:** Tata CliQ has engaged fashion and lifestyle influencers to promote its e-commerce platform, particularly during sales and new collection launches.

- **Example:** Influencers shared their “CliQ to Flaunt” moments on social media, highlighting their fashion purchases from Tata CliQ.

- **Reference:** <https://www.tatacliq.com>

- **YouTube Link:**

<https://www.youtube.com/watch?v=bZTKdFy9nXc>

## 13. Big Bazaar

- **Campaign:** Big Bazaar collaborated with influencers to promote its “Sabse Saste Din” sale event. Influencers shared their shopping experiences and the deals they availed during the sale.

- **Example:** Various influencers took to Instagram and YouTube to showcase their purchases, driving significant footfall to Big Bazaar stores.

- **Reference:** <https://www.bigbazaar.com>

- **YouTube Link:**

[https://www.youtube.com/watch?v=pGs\\_tz7iqb4](https://www.youtube.com/watch?v=pGs_tz7iqb4)

#### 14. Forest Essentials

- **Campaign:** Forest Essentials, a luxury Ayurvedic brand, collaborates with skincare and wellness influencers to promote their product range. Influencers share their skincare routines and Ayurvedic tips using Forest Essentials products.

- **Example:** The “In Your Element” campaign, which promotes customized skincare routines, was widely shared by influencers on social media.

- **Reference:** <https://www.forestessentialsindia.com>

- **YouTube Link:**

<https://www.youtube.com/watch?v=nFt73Rk6EtY>

#### 15. Byju’s

- **Campaign:** Byju’s has used influencers, particularly educational influencers and parenting bloggers, to promote its online learning platform. These influencers share tips on how Byju’s aids in their children’s education.

- **Example:** The “Keep Learning” campaign featured influencers discussing how Byju’s supports continuous learning during school closures.

- **Reference:** <https://www.byjus.com>

- **YouTube Link:**

<https://www.youtube.com/watch?v=gUV0v1S7hiA>

#### 16. Boat

- **Campaign:** Boat collaborates with tech influencers and lifestyle bloggers to promote their range of audio products, such as earphones and speakers. Influencers review the products and share their experiences on social media.

- **Example:** The “Boathead” campaign saw influencers across platforms promoting the brand’s stylish and affordable audio gear.

- **Reference:** <https://www.boat-lifestyle.com>

- **YouTube Link:**

[https://www.youtube.com/watch?v=eOXO\\_xNpNGo](https://www.youtube.com/watch?v=eOXO_xNpNGo)

### References

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