RED LAB™
Rediffusion
Consumer Lab

Report by
**Aishwarya Metrani**
Creative Brand Strategist

# Are authentic ads the new flavourites?

## Oxford Dictionary Definition

🔊 **Authencity**

*noun*

the quality of being true or what somebody claims it is

#Proudtobemyself
#Bornbeautiful

**Let's be authentic as we talk about authenticity.** What authenticity means is simple yet its complexities force us to put each other in a box, a definition or an expectation. The world we have created does not serve us anymore. We have become people who have lost our sense of original being. **Our original identities, fused, merged and were influenced by our desires, people and environments.**

This is the story of how authenticity is big in the market now more than ever. **Let this report be that wake up call for us to return to who we truly are, which is only for you to define.** Not the brands, the marketers or the masses. Every person has their own identity and this is absolutely crucial to understand. **In the world of authenticity, every single identity matters.**

# Be a force that's not afraid to be
# real, raw and true

### What is Brand Authenticity?

Brand authenticity refers to the degree to which a **brand's marketing** and **messaging** align with the reality of its **products, values,** and **actions.**

An authentic brand is **transparent, consistent,** and **genuine** in its communication and behaviour, which helps **build trust** and **loyalty** with its customers. It involves creating a brand image that is **rooted in reality** rather than in idealised or aspirational marketing.

# Advertising the
# picture perfect

**We strung together the perfect words, perfect script, perfect actors, perfect smile, perfect performance, perfect shine, perfect everything.** We created an epitome of beauty that raised the bar. **We conditioned this world and created it to the highest, perfect standards.** This picture perfect reality was aspirational. A bar raised so high that no one could possibly embody it anymore. Everyone wanted to live up to these standards so we started **hiding our imperfections and flaws.**

We created a mask for the standards we wanted to achieve. We masked everything unpleasant and attempted to make everything beautiful. **Hiding under this mask was the truth.** The real, which is both good and bad. When there was nothing left to hide, we compared and cribbed. This resulted in us feeling insecure in our own skin because we could not match this impossible standard. The question at hand was never whether we were good enough. It's that we didn't think we were enough.

Authenticity is not perfection. Being authentic means being comfortable with your imperfections and yourself.

# Shattering
# **stereotypes**
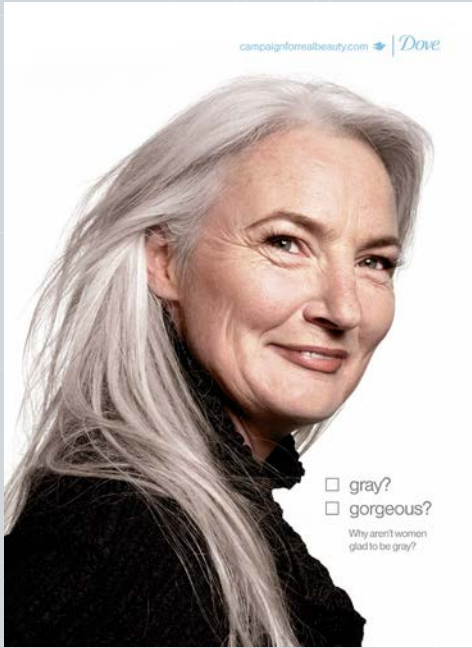
## Oxford Dictionary Definition

### 🔊 **Stereotype**

*noun*

---

a fixed idea or image that many people have of a particular type of person or thing, but which is often not true in reality and may cause hurt and offense

Brands **emphasised heavily** on creating the **perfect image** in the consumers mind. That if you used a certain brand, you would be perceived in a certain way. As the shared value between the consumer and brand deepened, it created brand loyalty. Both parties benefited from the association. The **brand gets a recurring consumer,** and the **consumer gets to carry the brand image.** Although, the brand image that was created was more in tune with what the marketers wanted the consumers to perceive the brand as, it did not directly reflect who the consumer truly was. A broad category was defining millions of people who were different from each other. This resulted in **stereotypes** being created to fit a standard.

Dove®







This representation of one beauty standard was portrayed in the media, and it thrived for decades. Until **Dove** came in and engaged audiences to **rethink** their choices. Dove sought to change the **culture of advertising** by challenging beauty stereotypes.

Dove was just another soap company with a focus on beauty. But in **2004,** Dove decided to take a bold stance on an issue that many women felt strongly about the narrow and unrealistic view of beauty that the advertising industry was promoting. This led to the birth of **Dove's Campaign** for **Real Beauty,** with a **mission to change the conversation around beauty** and make it a **source of confidence, not anxiety.**

Dove started creating advertisements that featured their customers and common women instead of models. They selected **real women** whose appearances are outside the stereotypical norms of beauty.

EXAMPLE:

**Older women with wrinkles, women with different skin tones, overweight women, etc.**

Dove consistently aligned its marketing efforts with its **mission statement,** transforming its public perception from just a **beauty brand** to a brand that **authentically championed women's empowerment.** Dove appeared more credible in its marketing messages by putting resources and time into changing the advertising industry's view of beauty.

The **Dove Real Beauty Sketches campaign** became the most viewed **viral ad** campaign of **2013,** with nearly **135 million views.** The video featured women describing themselves to a **sketch artist who drew them without seeing them, and then having a stranger describe that same woman to the sketch artist.** The women viewed both sketches side by side and realised **they were their own worst critics.**

# Dove

## We do real care so you can do real beauty

The commercial was effective because it focused on Dove's values of empowering women and changing the conversation around beauty. It created an **emotional connection** with viewers, evoking strong emotions in many **women who could relate to judging themselves too harshly.** The message was clear and consistent, continuing the theme of Dove's larger campaign.

The **Real Beauty Campaign** created by **Ogilvy and Mather** was not just a marketing campaign; **it was a movement.** The company organised activities, including discussions about **online bullying,** with organisations like the **Girl Scouts, Boys & Girls Clubs of America,** and **Girls Inc.**

Within a decade of the start of their Campaign for **Real Beauty,** Dove saw sales jump from **$2.5 billion** to over **$4 billion.** They dared to challenge the status quo and put its values first, ultimately creating a brand that stands for **something more than just beauty.**

In **2004,** Dove also created the **Dove Self-Esteem Project,** a global initiative that aims to help young people develop a positive relationship with their bodies and appearance. The project's vision is to reach ¼ **billion young people** with self-esteem education by **2030.** To achieve this, the **Dove Self-Esteem Project** collaborates with expert partners to develop evidence-based **educational resources, delivers workshops** and **training sessions,** and advocates for change in the wider culture of beauty.

The **Dove Self-Esteem Project** has received numerous accolades for its work, including a **Cannes Lion Grand Prix award** for its **"Real Beauty Sketches"** campaign, which became the **most viewed viral ad** campaign of all time. The project has also been recognised by the **United Nations,** which has praised the program's efforts to promote **body positivity** and **self-esteem.**

Key learnings from **Dove's "Real Beauty Sketches"** campaign that every marketer should consider for authenticity:

## 1. EMBRACE AUTHENTICITY:

The campaign resonated with consumers because it presented a more authentic and realistic view of beauty. By showcasing real women with different body types, ages, and ethnicities, **Dove was able to tap into the growing trend of body positivity and self-love.**

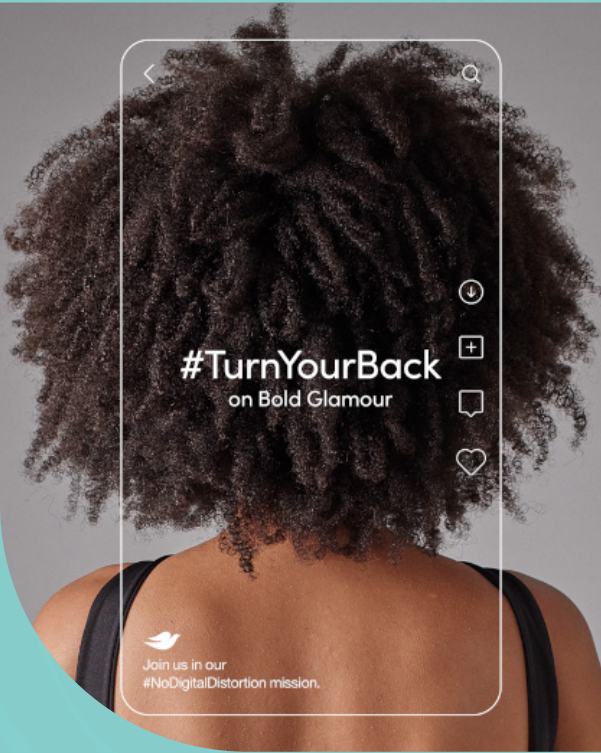*Consider how your brand can present a more authentic image and embrace diversity and inclusivity.*

## 2. ADDRESS CONSUMER CONCERNS:

Dove's campaign addressed a widespread concern among women — the unrealistic beauty standards promoted by the media. By acknowledging this concern and presenting a more positive and realistic view of beauty, **Dove was able to engage with consumers and generate buzz.**

*Consider how your brand can address consumer concerns and present a meaningful message that resonates with your target audience.*

#TurnYourBack
on Bold Glamour

Join us in our
#NoDigitalDistortion mission.

## 3. UTILISE VIDEO AND SOCIAL MEDIA:

The campaign was launched as a video on **YouTube** and quickly went viral, with over **114 million views** in the first month. The video was also shared extensively on social media and received coverage from major news outlets.

*Consider how your brand can utilize video and social media to reach a wider audience and generate buzz.*

## 4. BE CONSISTENT:

**Dove's "Real Beauty"** campaign was part of a broader marketing strategy that aimed to challenge traditional beauty standards and promote body positivity. By being consistent in their messaging and branding, **Dove was able to build a strong brand identity and resonate with consumers.**

*Consider how your brand can be consistent in its messaging and branding across different channels and touchpoints.*

#ShowUs
all skin is beautiful

Overall, the **Dove "Real Beauty Sketches"** campaign provides valuable insights into how we as marketers can address consumer concerns and **be inclusive** and **authentic.** These learnings from a beauty brand are applicable to all brands.

*#Realbeauty #Selfesteem #Bodypositivity*

**Dove is inspiring millions of people around the world to embrace their unique beauty and love themselves just the way they are.**

# Indian brands embracing
# authenticity

## PARADYES

A **natural dye-making brand** showcasing its product's ease of use and range of colors uses **real users** as **influencers.** Their social media page showcases authentic users as influencers for a potential sale. The brand adds another layer of authenticity by avoiding filters to showcase the **authentic colors** of their dyes, which is also their USP. Paradyes is one of the first brands that has made good on every **selling proposition by showcasing it through real influencers and users.**

birdsofparadyes.com



paradyes

faebeauty.in

## FAE BEAUTY

The communication of FAE beauty is consistent with their brand image of **'free and equal'** which benefits greatly from authentic marketing. FAE Beauty conceptualises and creates beauty products for everyone. They promise to bring something genuine, authentic and unfiltered to the users. FAE, which stands for **Free and Equal Beauty,** creates and conceptualises products that work for every shade of brown skin. Their website clearly says - **"Our images are unedited. We don't believe in propagating unrealistic beauty standards. We ditched lighting and Photoshop tricks so you can see things just as they are."**
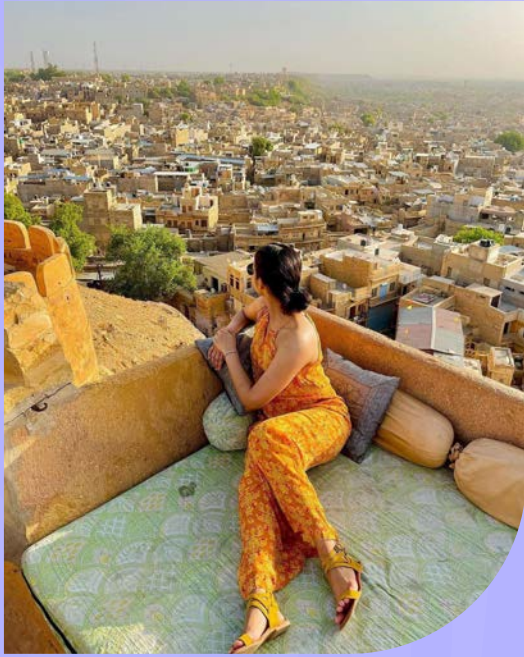
## FAE BEAUTY

# TRIPOTO

A platform that talks about travelling and pays back in credits for the travel deals they offer. They have started using **real stories of travellers to influence** more website visitors. The brand taps into **millennials who want to travel on a budget** and **explore places like an explorer, not a tourist.** Authentic marketing through **real travellers clicked pictures and blogs makes the communication real.** The organic pull comes from making these ads more conversational, contextual, and relevant. Tripoto has evolved into showcasing authentic content created by people by giving space to their content on their official social media pages.

tripoto.com

## ZOSTEL

Zostel attracts its target audience by showing them what the **actual place** looks like. Zostel stays true to it's promise of providing **great stays** and promotes this through **authentic marketing.** Zostel is a network of hostels and homes in India. It has a presence in **44 cities** in **India** and **Nepal.** Zostel communicates its new launches, policies, and promotions through content created by **real people in real locations.**
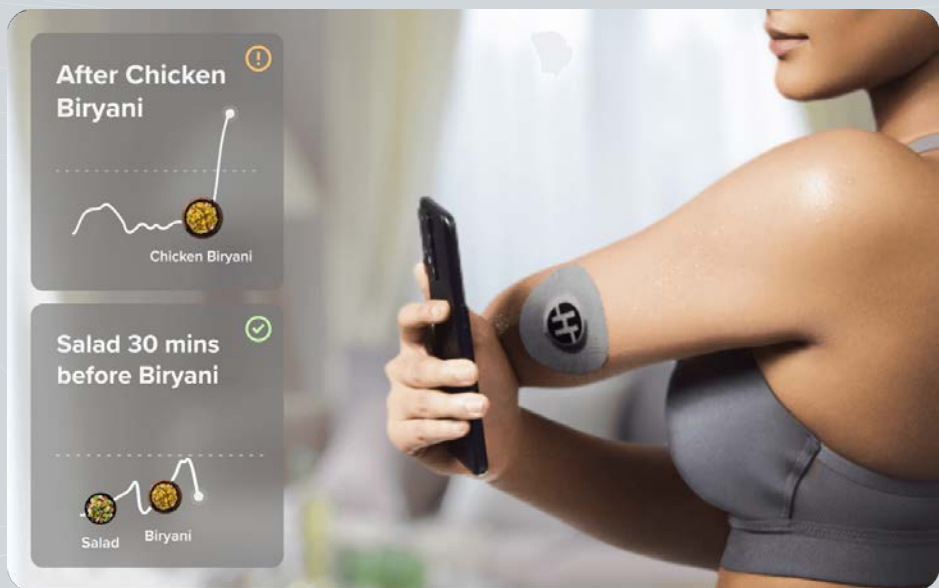


zostel.com

RED LAB

## HEALTHIFYME

HealthifyMe is an Indian **digital health and wellness app** with services such as **calorie tracking** and advice on **nutrition** and **fitness**. HealthifyMe talks about real people seeing **actual results** through their programmes. They showcase **authentic, engaging stories.**


**I Healthified from 94 to 80 kg** to play with my son
- Krishan Thukral

What is your reason to **Healthify?**

IT'S TIME TO **HealthifyMe**


After Chicken Biryani
Chicken Biryani

Salad 30 mins before Biryani

Salad   Biryani

healthifyme.com



**HealthifyMe**

# MYNTRA

Myntra has brought several **influencers** on board to **flaunt Myntra's clothes** and accessories to raise awareness about the sale and engage consumers. Myntra is a major **Indian fashion e-commerce** company. Given the commodities Myntra sells, **authentic marketing** plays well with fashion when a semi-perfect influencer wears a product and flaunts it in natural outdoor settings.
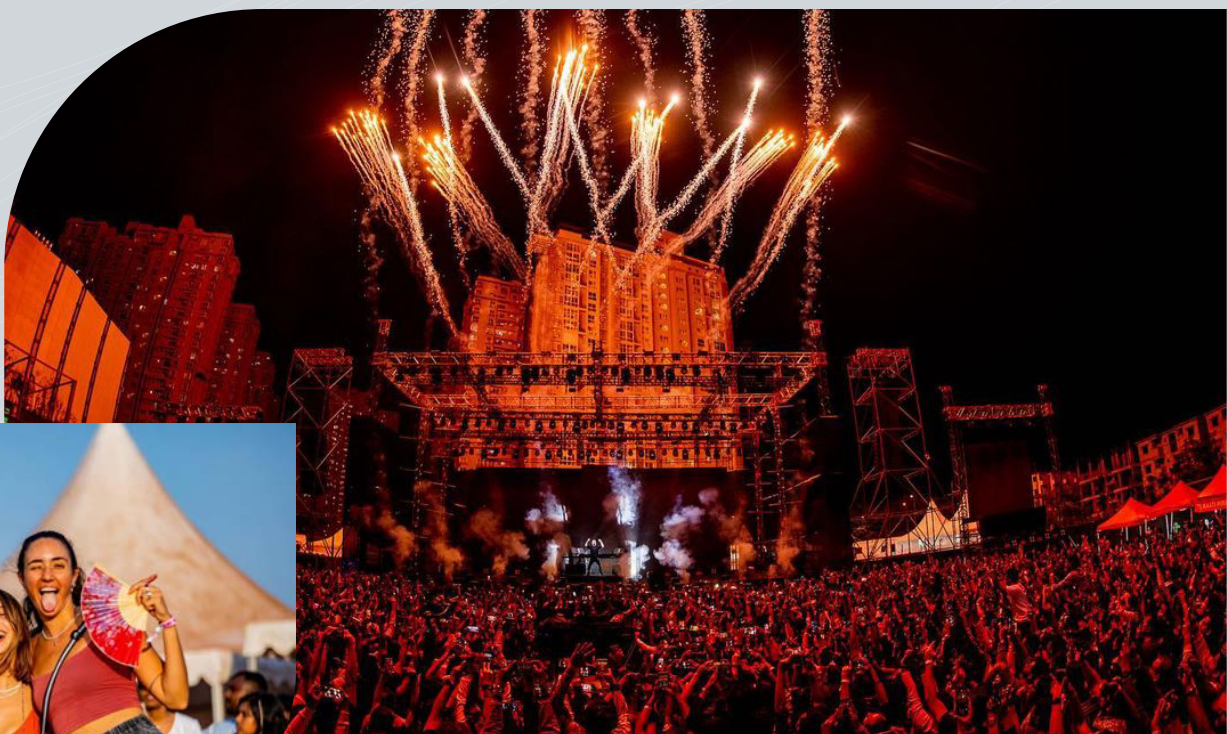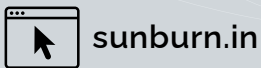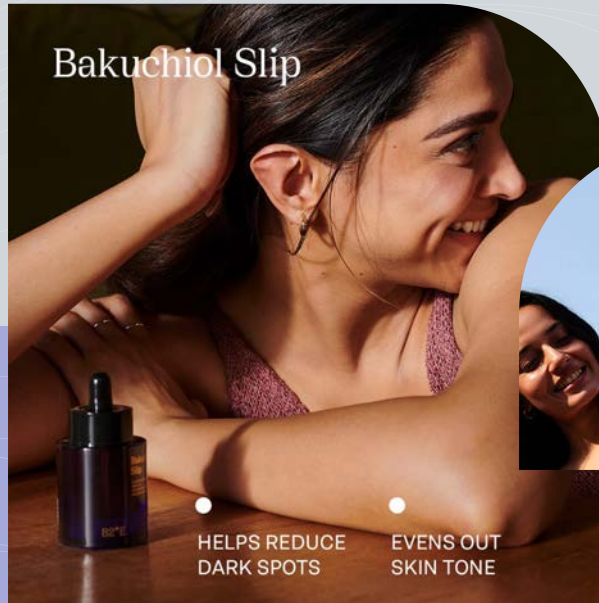


myntra.com





**Myntra**

## SUNBURN

Sunburn has moved from marketing its events only by harping on artists and performers to **showcasing real people.** Sunburn Festival is a commercial **electronic dance music festival** held in India. Real people pay, attend these festivals, and have real fun. Sunburn has tried to capture this **raw engagement** and employ it as a marketing tool. **Sunburn partnered with Instagram** and created a stage where **people performed and were featured on their social media pages.**

sunburn.in

# INDIA'S MOST PROMINENT CELEBRITY ENDORSER DEEPIKA PADUKONE'S 82 E

Deepika Padukone used **authentic ads** to launch her brand. From a first-of-its-kind **behind-the-scenes video featuring her and actor Shah Rukh Khan** taking the steps of her skincare routine to launch her brand's moisturiser through a tutorial video.



Bakuchiol Slip

HELPS REDUCE DARK SPOTS      EVENS OUT SKIN TONE

82e.com

> ❝ Introducing a small character flaw makes you more likable, because people can't relate to you when you're just all shiny and perfect.
>
> — *Jacob Teeny*

# Influencer
## Marketing




NEHA KAKKAR

ALIA BHATT


VIRAT KOHLI


**Influencers are taking centre stage in the digital and real worlds.** Individuals with a significant following on social media platforms who are seen as authoritative figures in their respective niches are influencers.

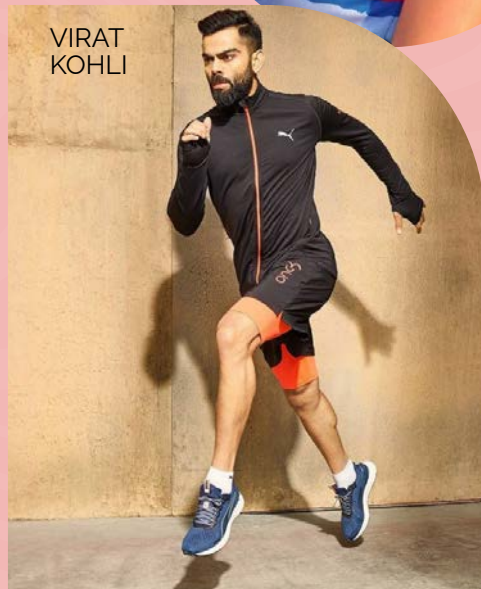**Influencer marketing** has become a **popular strategy for brands** to reach out to their target audience, but it's important to know the different types of **influencers to determine which one is best suited** for a particular campaign.

The following are the types of influencers and how they are defined:

1. **CELEBRITY INFLUENCERS:**

These are well-known personalities such as **actors, athletes,** or **musicians** who have a **massive following** on social media. Celebrity influencers can **generate high levels of engagement** and **reach,** but they can also be **more expensive** to work with.

DOLLY
SINGH

BHUVAN
BAM

MANOJ
MUNTASHIR

SHENAZ

JACK
LAVISH

ANKIT
MISHRA

AVISH
SHARMA

KRUPA

## 2. MEGA INFLUENCERS:

These are influencers with over **one million followers** on social media platforms like **Instagram, YouTube,** or **TikTok.** They have a massive following and can generate high levels of engagement.

## 3. MACRO - INFLUENCERS:

These are influencers with a following between **100,000** and **one million.** They have a significant following and are seen as **experts in their niche,** generating a **high level of engagement** with their followers.
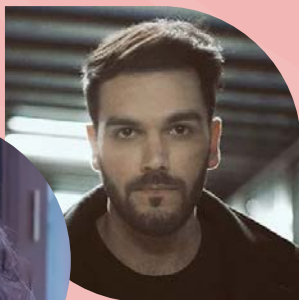
## 4. MICRO - INFLUENCERS:

These are influencers with a following between **10,000** and **100,000.** They have a smaller but highly engaged audience that tends to be more **niche-specific.** Micro-influencers often have a **higher level of trust** with their audience and can be more **cost-effective** for brands.

## 5. NANO - INFLUENCERS:

These are influencers with a following between **1,000** and **10,000.** Nano-influencers have a small but highly engaged audience, and they can be **more cost-effective** for brands. They are typically seen as experts in their **niche** and have a **high level of trust** with their followers.

"Doing humour in a regional language is important."

Sonu Venugopal, 31

Regional influencers play a very significant role too in **cutting across linguistic barriers** and enabling brands to cater to previously unserved digital consumers.

Understanding the **different types of influencers** is essential for brands to determine the **best fit** for their campaigns. Each type of influencer has its own **advantages** and **disadvantages,** and the choice ultimately depends on the **brand's goals, budget,** and **target audience.** The right influencer mix can elevate a brand's reach.

**Forbes India** and **INCA** collaborated to recognize the most talented digital creators in various categories, including **comedy, beauty & fashion, business & finance, fitness, food, tech, travel,** and **social work.** These individuals are exclusively popular in the digital realm and have a proven track record of producing **exceptional content** that garners **high levels of engagement, views,** and **reach.**

GAURAV CHAUDHARY

RUBAL DHANKAR

KOMAL PANDEY



CLICK TO WATCH

List of India's Top 100 Digital Stars 2022

**https://www.forbesindia.com/lists/digital-stars**

> **Digital trust and authenticity are key variables in ensuring influencer credibility in the eyes of consumers.**

> **Nano, micro and macro influencers are key to building and sustaining a brand and are considered more credible than celebrities by consumers.**

# Huda Beauty

## An Influencer Marketing Success Story

Huda launched her brand, **Huda Beauty,** in **2013** with the **help of her sisters,** and the brand practically **exploded overnight** due to **Huda's online fanbase** from her **blog** and **social media channels**. Huda Beauty's **Instagram** is an influencer marketing success story since the account has the most followers of any makeup brand, with over **47 million followers.**

HUDABEAUTY

# Rise of white lable

# content

In influencer marketing, **white label content** refers to **content created by influencers** that can be **rebranded by brands** to make it look like their own. This type of content is a **popular choice for brands** that want to **leverage the reach** and **influence of social media influencers** but do not have the resources or expertise to create their own content. By using white label content, **brands can save time** and **effort on content creation** while still getting the benefits of influencer marketing.

For influencers, white label content is a great way to **monetize** their social media following and **expand their reach.** By creating content that can be rebranded by different brands, influencers can **increase their exposure** and **reach new audiences.** Additionally, by creating white label content, influencers can maintain their **own brand voice** and **style** while still satisfying the requirements of their brand partners.

My Style, My Way...

# Increasing trend of
# short video format



ADITYA



KRUTIKA



SHANTANU



FAISAL
SHAIKH



AVNEET
KAUR

The short video format has become increasingly popular on social media platforms like **TikTok** and **Instagram Reels.** It refers to videos that are typically under **60 seconds** and are designed to **quickly capture** the **viewer's attention.**

Short videos offer several benefits, including their ease of **consumption, shareability,** and ability to **engage viewers** with creative techniques like **humor** and **storytelling.** Brands and individuals can leverage short-form video to connect with their audiences, **drive engagement,** and **promote their message or brand** in a compelling way.
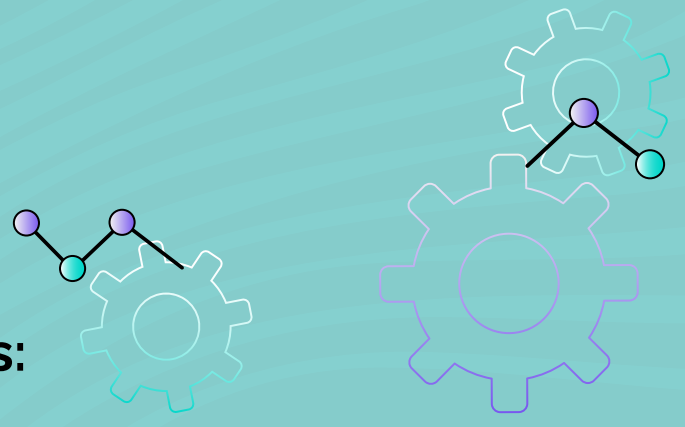
**India's love for short-form videos** has grown significantly over the past year, with apps like **TikTok, MX TakaTak, Josh,** and **Moj** gaining millions of users. According to a report by **RedSeer Consulting,** the short-video market in India was valued at **$280 million** in **2020** and is expected to grow to **$4 billion** by **2025.**

The **COVID-19 pandemic** and subsequent lockdowns played a significant role in the rise of **short-form video content consumption** in India. The popularity of short-form videos can also be attributed to the growth of **affordable smartphones, affordable data plans,** and **the increase in internet** penetration in India.

The challenges that come with the rise of short-form videos concern **data privacy, inappropriate content,** and **the impact of excessive screen time on mental health.** In spite of these challenges, the popularity of short-form videos in India shows **no signs of slowing down.**
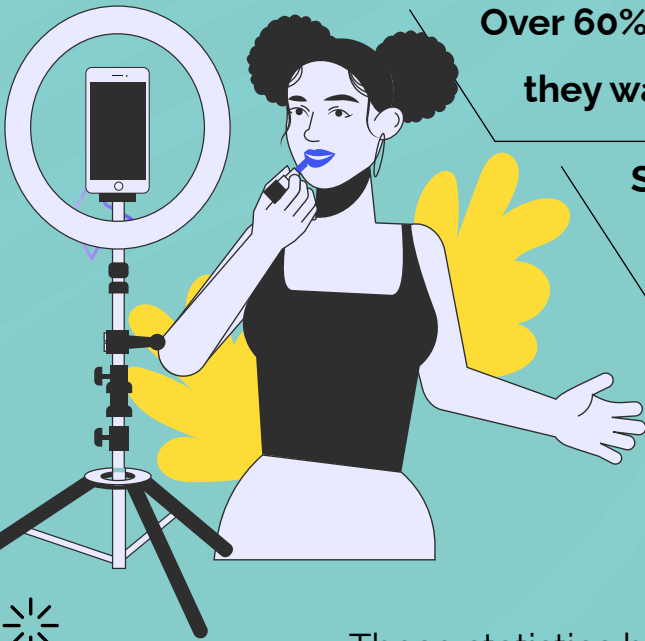
## Statistics about short videos:

**75% of surveyed brands in India are planning to use short videos in their influencer marketing campaigns.**

**The majority of brands (60%) believe that short videos are more effective than long-form video content.**

**Over 60% of consumers in India said that they watch short videos every day.**

**Short videos are particularly popular among younger audiences, with 73% of Gen Z and Millennial consumers saying that they watch short videos on social media platforms.**

These statistics highlight the growing importance of short videos in the world of influencer marketing and social media. They are often more shareable and easily digestible than longer video content.

Short videos are a valuable tool for brands looking to connect with younger audiences and stand out in a crowded digital landscape.

**"** Short video formats and live commerce are very important mechanisms to build a loyal and interested consumer base. Purchase decisions hinge on brands being able to leverage these mechanisms well.
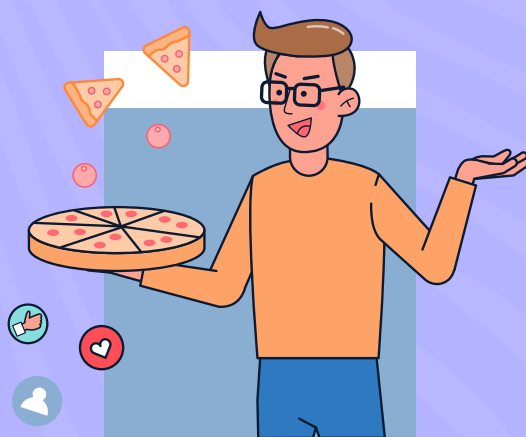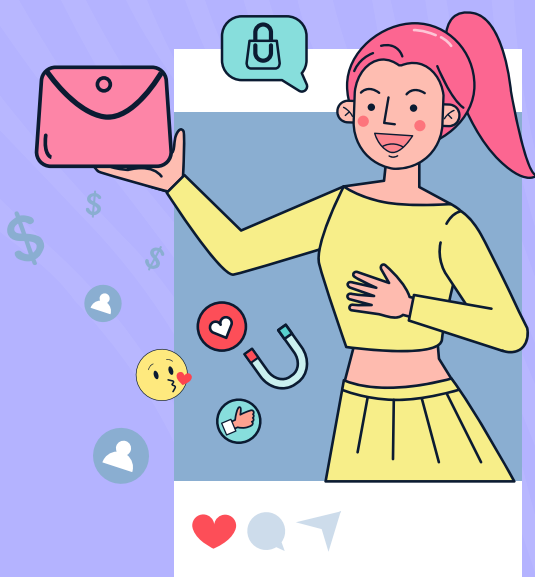
**"** Statistics indicate that India's influencer marketing industry was valued at more than 12 billion Indian rupees in 2022. It's projected to see a 25% compound annual growth rate over the next five years, with the industry's market value estimated to reach 28 billion Indian rupees by 2026. **"**

# Facts for the future

According to **India Influencer Marketing Report 2022** by **INCA,** we have highlighted the most important factors in influencer marketing:

1. The influencer marketing industry in India is expected to reach a market size of **INR 2,200-2,400 crore** in **2022.**

2. **Instagram** is the preferred platform for influencer marketing campaigns, with over **90%** of brands using it for their campaigns followed by **YouTube** and **Facebook.**

3. **Micro-influencers (10k-50k followers)** are the most popular category for campaigns, followed by **nano-influencers (less than 10k followers).**

4. **Video content** is the most preferred format for influencer marketing campaigns, with over **70%** of brands using it.

5. The most popular category for influencer marketing campaigns in India is **fashion & beauty,** followed by **food & beverage.**
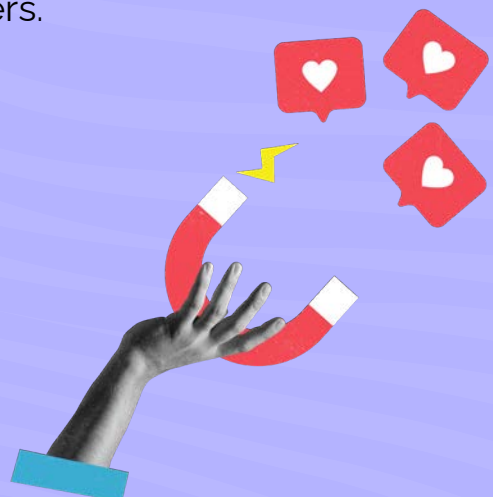
6. The **key metrics** used by brands to measure the success of influencer marketing campaigns include **engagement rate, reach,** and **conversions.**

7. **Authenticity** and **transparency** are the most important factors considered by brands when choosing influencers for their campaigns.

8. Over **80%** of brands prefer to work with **influencers who have worked with them** before or have been **recommended by someone** they know.

9. Over **60%** of brands use a combination of **paid** and **non-paid collaborations** with influencers for their campaigns.

10. Brands in India are increasingly incorporating **influencer marketing** into their overall marketing strategy, with a focus on building **long-term relationships** with influencers.

# The end is a new start

Authenticity is not a weakness, it's a strength.

Authenticity is not just a quality, it's a superpower!

#Realme #Nofilter #Livingmybestlife

We have shifted years ahead when it comes to accepting our differences, but we still have a long way to go. **The brands and influencers who strive to be authentic should be our inspiration as authenticity is a quality** that is completely within our reach. It's not something that we have to acquire or attain, but rather it's something that we have to cultivate by making conscious choices every day.

**Being authentic** means **being true to yourself,** even when it feels risky or uncomfortable. It takes courage to be yourself in a world that often values conformity and superficiality.

**Embrace your quirks, your passions, and your unique perspective on life.** When you embrace your authentic self, you unleash a powerful force that can transform your life and the lives of those around you.

# Red Lab presents
# Brand Bingo



## Is your brand being authentic?

Find out by playing our authentic brand communication bingo.

| | | | |
|---|---|---|---|
| Make your customer a superhero | Be open about your product | Have a story with a human touch | Be clear with your values |
| Employ people who naturally embody your brand | Message and tone are consistent | Project what your brand stands for | Focus on providing value and educating |
| Take a stand for what you believe in | Be transparent and vulnerable | Gather as much feedback as possible | Let your customers talk more about the brand |
| Feature your subject-matter experts | Create content consistently | Use short video format | Proactive social media presence |

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