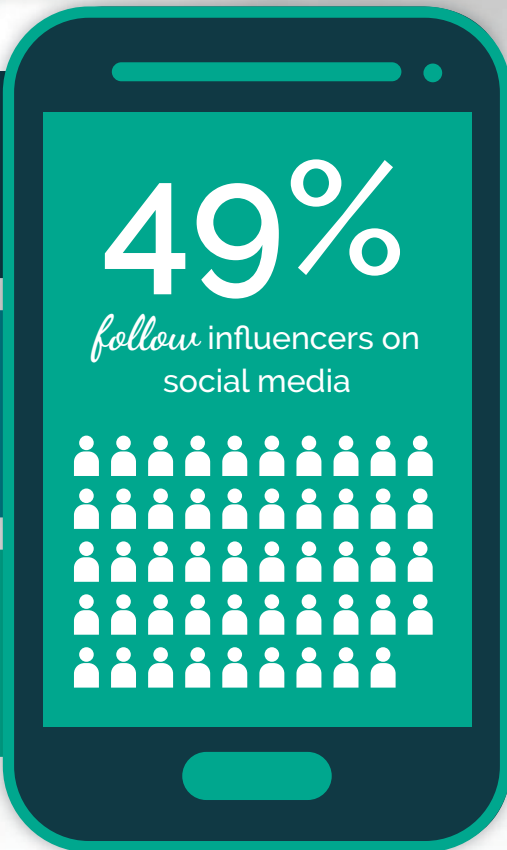


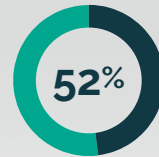
AHEAD OF SXSW, WE SURVEYED **1500** PEOPLE, AND OF THOSE SURVEYED **1000** RESPONDENTS REPORTED TO BE ACTIVE ON SOCIAL MEDIA, AND KNOW WHAT AN INFLUENCER IS.



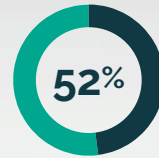
WHY DO YOU FOLLOW INFLUENCERS?



TO LEARN NEW THINGS.



TO KEEP UP TODATE WITH POP CULTURE



TO GET INSPIRATION FOR THEIR OWN LIVES

