

APPRENTICE NATION

Online Influencers:

The Messenger is as Important as the Message

Jeni Saint

Head of Communications

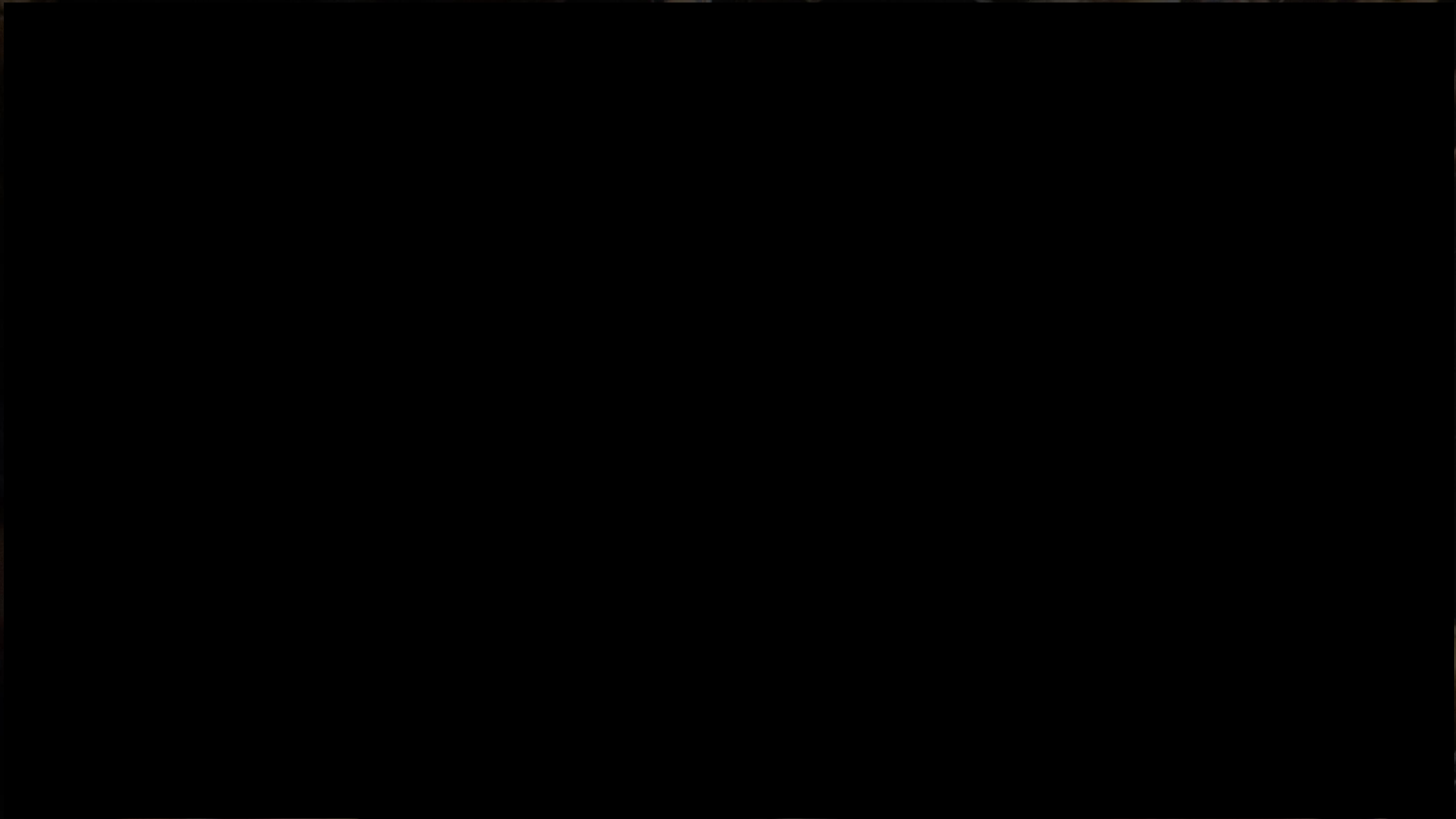
Tarriq Jones

Digital Content Manager



A dark, crowded scene, likely a concert or event, with many people holding up their phones to take pictures or videos. The lighting is low, creating a moody atmosphere. The text "AN SIZZLE" is overlaid in the center in a white, sans-serif font.

AN SIZZLE



BE ENTERTAINED | GET TRAINED | GO FAR

APPRENTICE NATION



A platform sitting at the intersection of:



Both/And not Either/Or

We believe in the **limitless**
power of youth



They are **creative, capable** and
caring



All they need is a little
support and **confidence**



Let's Stop the Slide

Unemployment rates are huge for **16-24 year olds**

3.9% → **12.8%**

Unemployment
rate for general
population of UK

Unemployment
rate for
16-24 year olds



Context

97% of 16–17 year olds use their mobile device for going online

21% of social media users aged 18–54 made a purchase based on influencer's recommendation

52% of Gen Z – collaborating with artists, celebrities or other brand = cool

84% of Gen Z more likely to buy from a brand they found cool



It's not just the message

It's the messenger



“let the fans do the talking”

Why Kojey Radical?

"I'm a real believer in the power of music and the power of community so I'm excited to perform at Apprentice Nation; to share my story and support others to see that every door is an opportunity."





What makes a good influencer?

Relatable

Trusted

Expert

Authentic

Engaged

- More than just numbers
- **Connectivity + Community**
- **Powerful & Impactful** messaging
- **Quality of Message** over Quantity of Followers

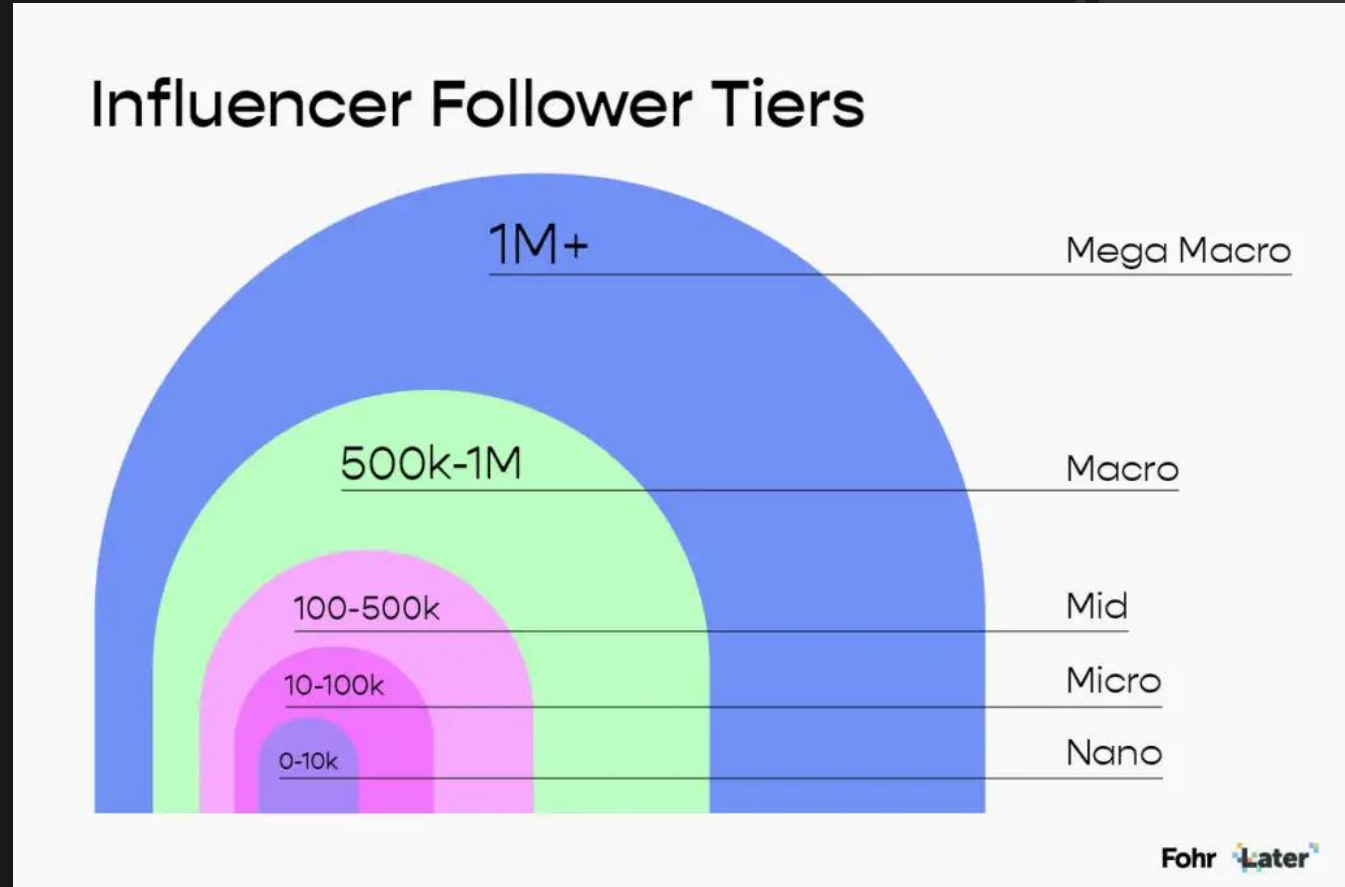


Macro V Micro Influencers

Every influencer has their own strength: Numbers aren't everything.

Macro influencers and Micro influencers can help you achieve different things

Figure out what your needs are



What's Your Unique Message?

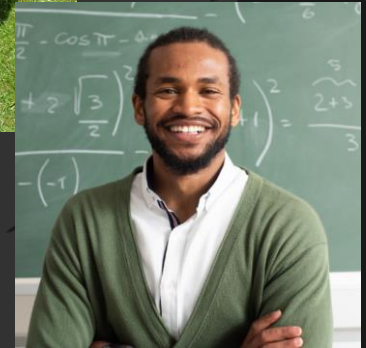
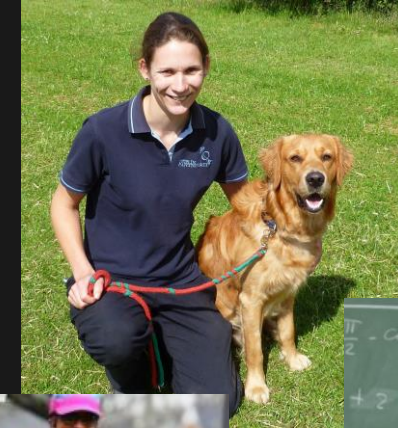
- What's your organisation's **unique message**?
- How do you **communicate** to your audience?
- Who can they **relate** to?
- Who **inspires** them?
- Who do they **trust**?



Defining Your Influencers

1. Talent

- Research
- What moves your audience?
- What makes them feel something and connect with your cause?



- Build relationships with up and coming talent who share your core beliefs
- A story that resonates with your cause.
- Quote



Defining Your Influencers

2. Experts & Mission Aligned

Experts – Industry, Academic, Skills

- Who talks to the topics or causes that you pioneer?
- Who is already in your network?
- Who shows up on your channels?



Mission Aligned – Charities, Non-Profits, Public Sector

- Which other organisations have a similar or complimentary mission?





Defining Your Influencers

3. Community & Near Peers

- Power of **community**
- Supportive **audience**
- **Employees**
- The **Bubble Effect**



Reached 5.5m users, 96%

18-24YOs @ 9.08




National Apprenticeships Week Event with Google






UGC


 **Robert Rowe** · 1st
 Degree Apprentice at Worldpanel by Kantar
 2mo · 🌐

💡 What an incredible week it has been! 📣

Monday... ...see more



 **jayee.ex** · Following
 SHYY BEATS · Beautiful

 **jayee.ex** 36 w
 Went to the @lucozade hq work experience with @apprenticenationuk. 100

We created our own drinks from start to finish - from idea concept, to drink creation, all through to making our own campaign and presenting it! 🍷🍹

Insightful day all round 😊

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UGC

GRATIFYING INSPIRING VALUABLE
 GREAT N I EXCITED
 ADVICE S N CONFIDENCE
 INVALUABLE I C ADVICE
 FRESH G R OPEN
 INSIGHTS H E
 OPPORTUNITY T D
 LIKEMINDED F B
 ENGAGING U B
 INSPIRING L L
 OPEN ADVICE E
 AMAZING
 GRATEFUL
 BEAUTIFUL
 AMBITION INSIGHTFUL

APPRENTICE NATION



The Big Picture

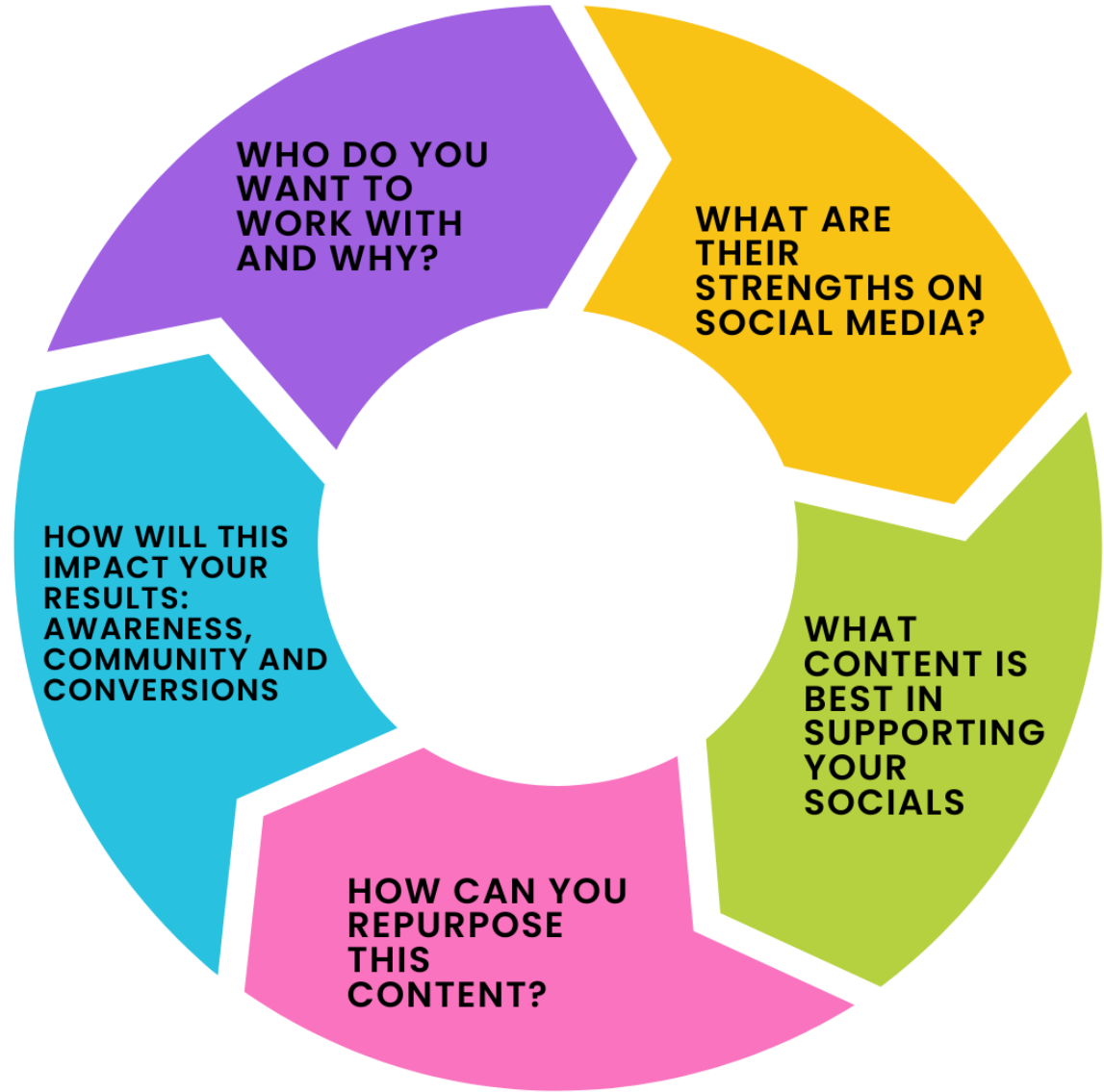
INFLUENCERS

**THEIR
SOCIALS**

**YOUR
SOCIALS**

**WEBSITE +
EMAIL**

RESULTS



The Messenger is as Important as the Message

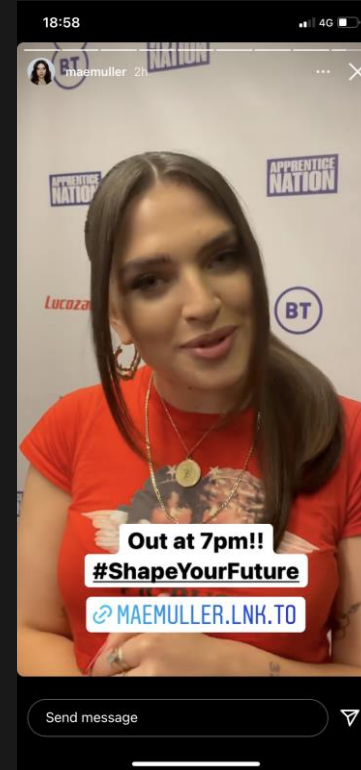
"Fuel yourself with fire and go and try it!" RAYE

"Be as authentic as possible" Mnelia

"Man can do anything" Krept & Konan

"If you keep going you're going to get your shot, trust me" AJ Tracey

"Having a mentor is so important" Cat Burns





Get in touch

Tarriq Jones

tjones@rockcorps.com

Jeni Saint

jsaint@rockcorps.com