



# Valentine's Day

AN INTERNATIONAL STUDY OF OVER  
1000 DIGITAL INFLUENCERS

indaHash

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## IN THIS REPORT WE EXAMINE:

- The different ways influencers celebrate Valentine's day
- Influencers' Valentine's Day shopping behaviours
- New and different ways to harness the power of influence in Valentine's Day Campaigns
- Examples of Valentine's Day collaborations between brands and influencers
- Data-informed ideas on reaching audiences on Valentines Day through influencer marketing strategies

**Industry predictions tell us that authenticity and transparency will gain importance as social media trends in 2019. Valuable experience, genuine relationship building, and gaining audiences' trust should be key for brands this year.**

Valentine's Day is a great opportunity for an innovative start to your marketing strategy. Who brings more authenticity to a brand's communication than its consumers and ambassadors?

indaHash conducted a Valentine's Day influencer survey to find out how influencers plan to celebrate this day, what their shopping habits are, and where they look for inspiration.

We wanted to give brands a broader overview of their advocates' behaviours as well as their competitor landscape.

### ABOUT THE STUDY

The international study was conducted in January 2019 via the indaHash app with 1038 influencers. Comments and insights are based on study results, our research, and data delivered by our partner InfluencerDB.

# INFLUENCERS ARE CELEBRATING VALENTINE'S DAY!

When an influencer celebrates anything, their followers are online sharing the experience. Talk to your consumers through those who embrace your message so that influencers and followers alike can be a part of your brand experience.

91%

of influencers celebrate Valentine's Day when in relationships

50%

of influencers celebrate Valentine's Day when single

## How influencers spend Valentine's Day when single:

With family

10%

Treat themselves to gifts or experiences

40%

Celebrate with friends

50%

## WHERE DO INFLUENCERS PREFER POSTING SPONSORED VALENTINE'S DAY POSTS?

70%  
Instagram feed

30%  
Instagram Story



## WHAT INSPIRES INFLUENCERS' SPENDING HABITS AROUND VALENTINE'S DAY?

Even influencers look to social media for shopping inspiration. We asked our influencers about their shopping habits around Valentine's Day – how, where, and when they shop as well as what inspires their decisions.

### INFLUENCERS PREFER GIFT SHOPPING ONLINE

Our study shows that **54% of influencers shop for Valentine's Day gifts online and almost half of them do it during the first week of February.** The results also point to how looking to TV and magazines for inspiration is fast becoming a thing of the past. Timing advertising campaigns with influencers around Valentine's Day is key for brands wanting audience buy in.

72%

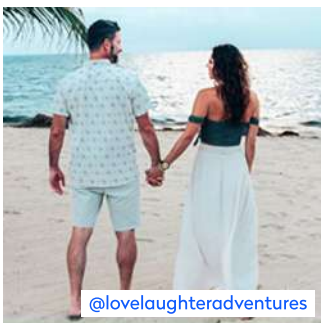
of influencers are most likely to get inspired by other influencers when shopping

### FUN FACT:

Women are twice as likely to shop directly on a brand's online store than men.



@emmagraceland



@lovelaughteradventures



@zzgustav



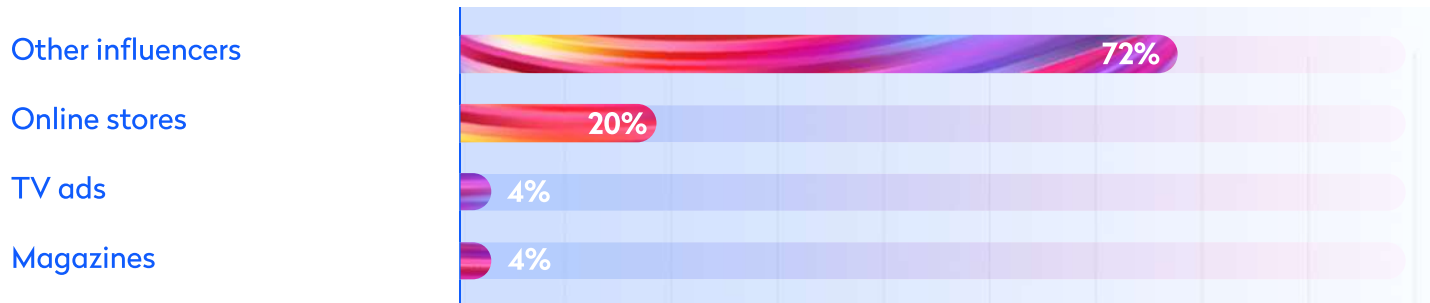
@victoriapaigey



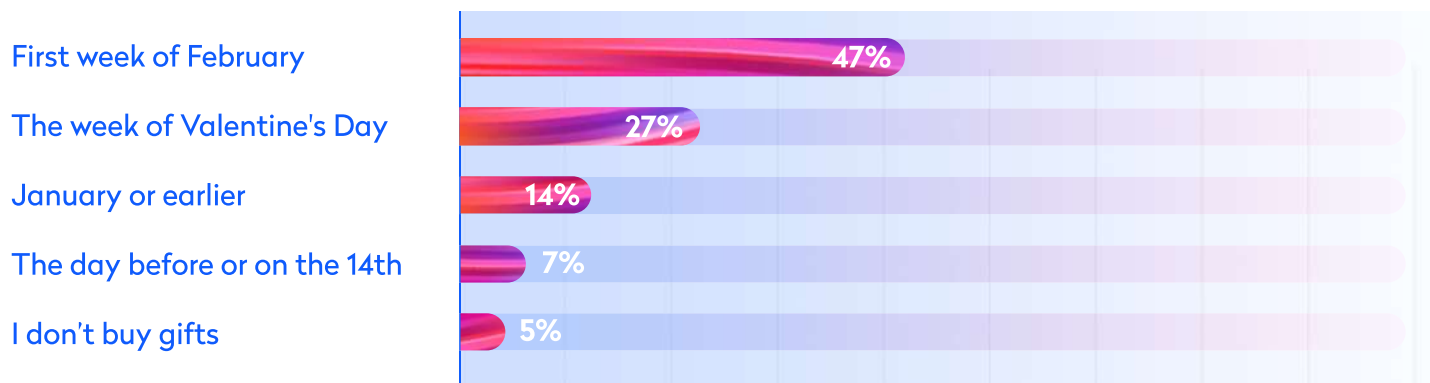
@olciak

# WHERE, WHEN, AND HOW INFLUENCERS SHOP FOR GIFTS ON VALENTINE'S DAY

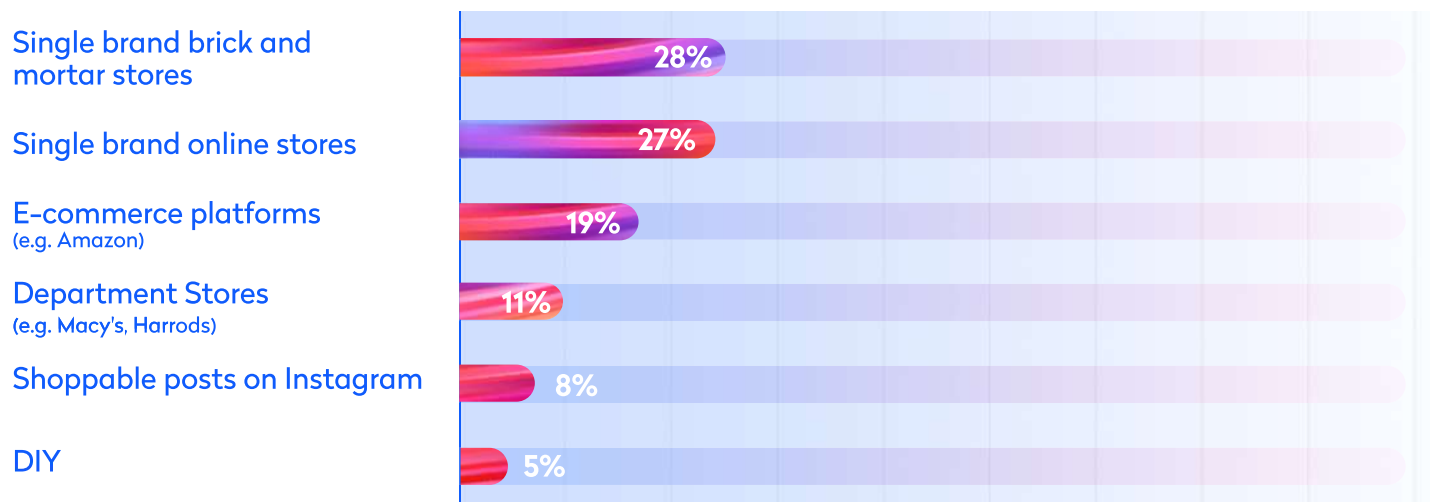
## Where are you most likely to look for gift inspiration?



## When do you usually buy Valentine's Day gifts?



## Where do you shop for Valentine's Day gifts?



# VALENTINE'S DAY

## - not just about romantic love

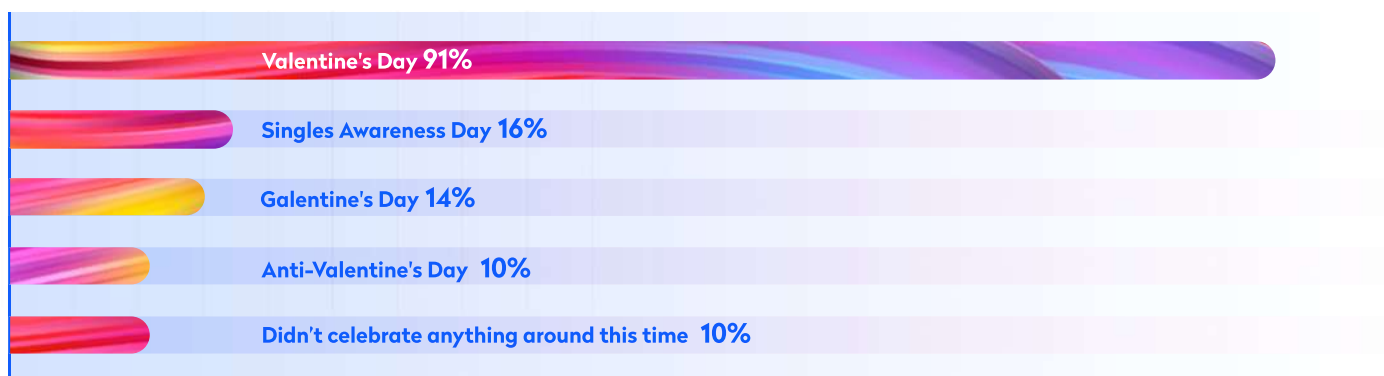
While many celebrate the romantic love associated with Valentine's Day, it can also be a painful reminder of love lost or loneliness. Others think it to be a day adopted by brands to push people to buy, buy, buy. With so many different outlooks, Valentine's Day is the perfect time for brands to think outside the box and aim for creative, meaningful connections with their customers.

The majority of our influencers said that when they're in relationships, they love celebrating Valentine's Day - but not all of their followers always feel the same.

We've seen alternative movements pop up like the humorous 'Singles Awareness Day' (S.A.D.) on February 15th. The day before Valentine's Day, we also have Galentine's Day (popularized by the sitcom, Parks and Recreation), an occasion for women to celebrate life with their 'besties'.

Alternative ways of celebrating Valentine's Day pose a great opportunity for brands to stand out and run engaging campaigns that speak not only to the lovebirds.

## In a multiple-choice question, influencers selected all the days they've celebrated before



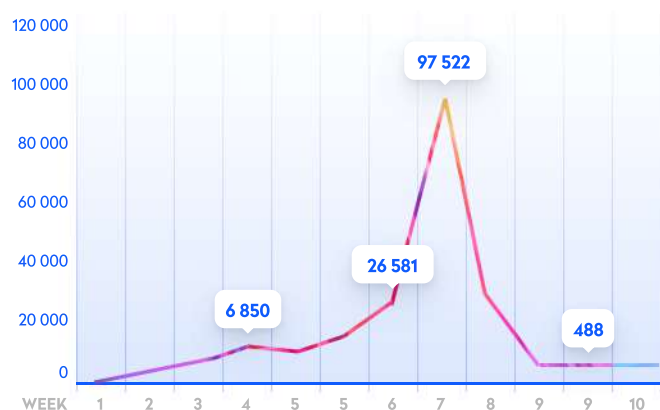
@prozipix



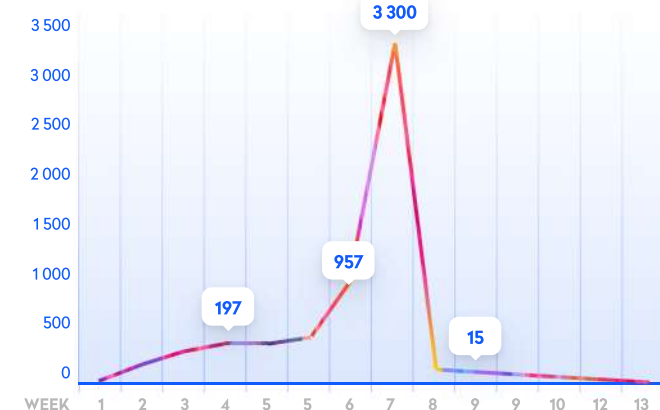
Thanks to our partner InfluencerDB, we were able to check the popularity of hashtags connected to these movements during the first quarter of 2018. This is how they performed last February:

<b>#valentinesday</b>	<b>135 045</b> posts
<b>#galentinesday</b>	<b>4 570</b> posts
<b>#antivalentinesday</b>	<b>275</b> posts
<b>#singleawarenessday</b>	<b>116</b> posts

**#valentinesday**



**#galentinesday**



**#singleawarenessday**



**#antivalentinesday**



Source:  **INFLUENCERDB**



@roque\_80



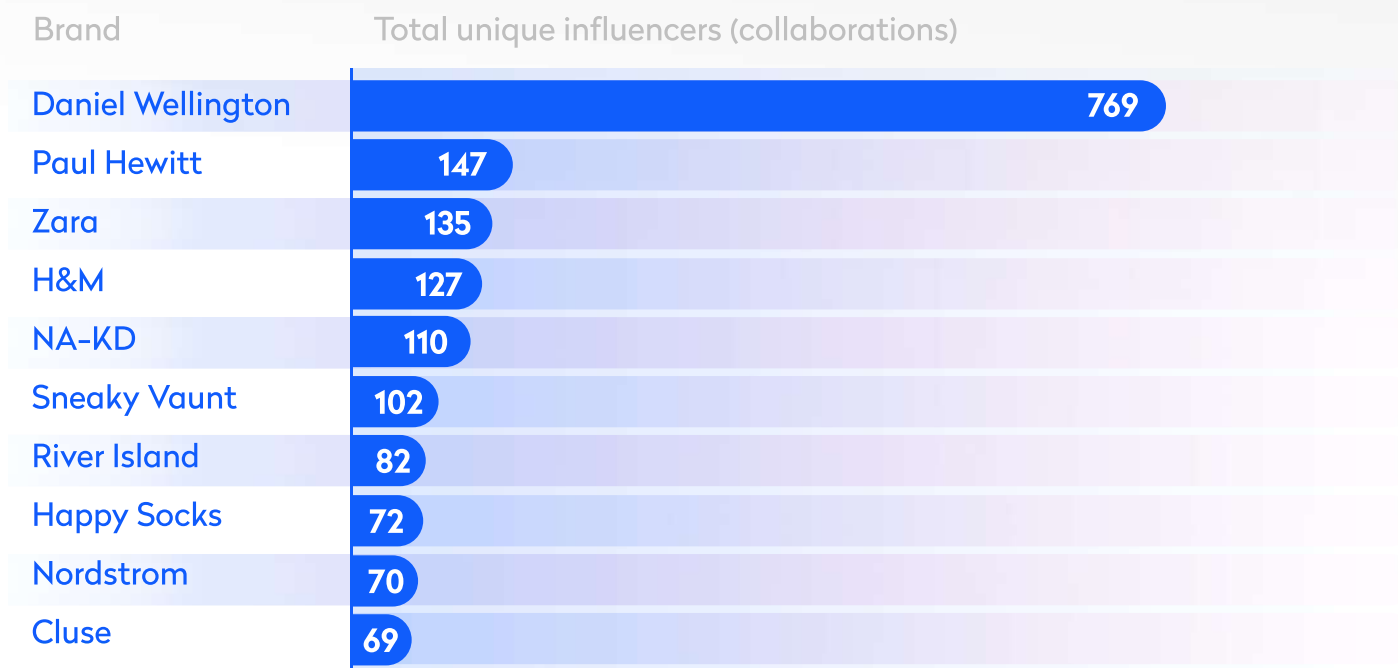
# 63%

# OF INFLUENCERS WAIT FOR BRANDS' VALENTINE'S DAY DEALS!

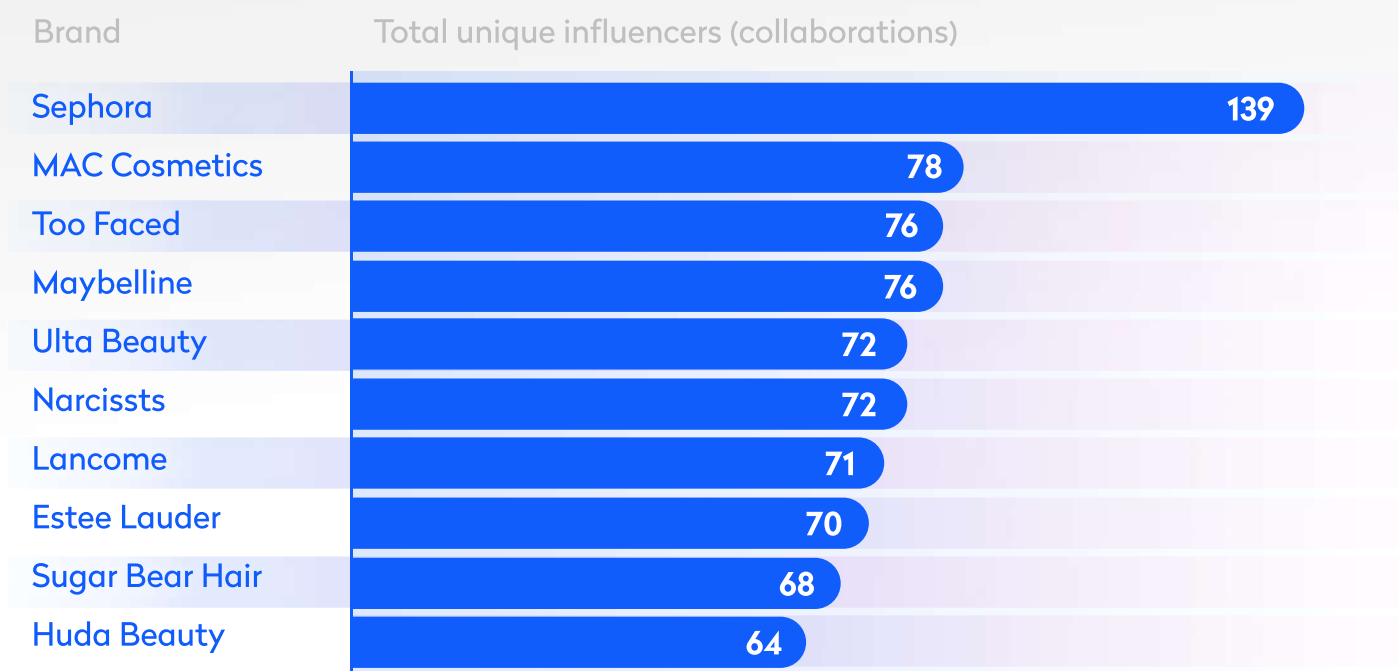
## Top brands by number of influencer collaborations (within the two weeks prior to Valentine's Day 2018)

Source:  INFLUENCER®

### FASHION



### BEAUTY



## 2018 VALENTINE'S DAY CAMPAIGNS

Brands have been exploring the potential of Valentine's Day influencer campaigns for a while – take a look at some great examples from 2018 and get inspired!



Watch producer Daniel Wellington, known for high volume Instagram campaigns, gifted influencers with promo codes to be used for Valentine's Day gifts

Sephora focused their influencer campaign around Galentine's Day, encouraging influencers to create empowering content highlighting the importance and beauty of friendship



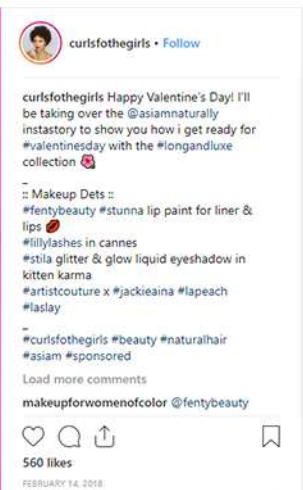
Another watch brand, Cluse, created a dedicated Valentine's Day hashtag and generated amazing traction with over 3,700 posts. Following last year's campaign's success, Cluse decided to use the same hashtag in 2019. Keep an eye out for this interesting case's results!

## 2018 VALENTINE'S DAY CAMPAIGNS



Happy Socks embraced the importance of pets in millenials' lives and sent pet owners Valentine's Day gifts. Posts created in this campaign were next level cute!

Haircare brand As I Am organised a Valentine's day Instagram Stories takeover with brand ambassadors as a special treat for their followers



Makeup producer Too Faced organized Valentine's Day contests and giveaways on Instagram - a fun and engaging way to give back to influencers and their audiences alike



# HOW BRANDS CAN CREATE COMMUNICATION

## via influencers around alternative Valentine's Day movements

### GALENTINE'S DAY

#### BEAUTY PRODUCT SAMPLES FOR GIRLS' GET TOGETHERS



Brands can send beauty products to influencers in exchange for fun, quality posts highlighting the spirit of Galentine's Day

#### OUTFITS FOR A NIGHT OUT WITH FRIENDS



Influencers can promote clothing by posting popular #ootd (Outfit of the Day) pictures or #grwm (Get Ready with Me) videos showing that great outfits are a big part of every Galentine's Day night out!

#### PRODUCT PLACEMENTS WITH VOUCHERS AND PROMO CODES FOR OTHER GALS



Inviting followers to share discounts is a great way for brands to drive traffic to their stores. Influencers can ask their audiences to perform certain tasks (re-post pictures of the product, like the brand's fanpage, or create an account on the brand's site) in order to receive perks. Everyone wins!

#### CELEBRATING FRIENDSHIP THROUGH SHARING SPECIAL MOMENTS



It is all about creating a movement. Brands can encourage influencers to post pro-Galentine's Day and friendship-related posts featuring the product and including a call to action (e.g. asking followers to create posts related to the campaign theme).

# ANTI-VALENTINE'S DAY AND SINGLE AWARENESS DAY

## PLANNING AN ANTI-VALENTINE'S DAY PARTY WITH BRANDED GADGETS



Brands can showcase their products as essential elements of planning an Anti-Valentine's Day celebration.

## BEVERAGES, A NECESSARY PART OF ANY ANTI-VALENTINE'S DAY PARTY



Movements such as Anti-Valentine's Day create the perfect promotion opportunity for beverage producers. Influencers can show their followers how much fun your product is through dedicated pictures and videos!

## YOUR PRODUCT - THE PERFECT OPPORTUNITY FOR SINGLES TO TREAT THEMSELVES!



Don't leave singles behind! Run a campaign putting those who aren't in relationships in the centre of attention and make everyone feel valued!

## VOUCHERS TO GO OUT



Don't let influencers spend Anti-Valentine's Day by themselves! Offer vouchers to events and experiences and receive beautiful content documenting their celebrations.



# VALENTINE'S DAY ISN'T ONLY FOR HUMANS!

Millennial priorities? Happy and trendy pets! Both influencers and their followers love their pets, with many even running their own pet influencer Instagram accounts.

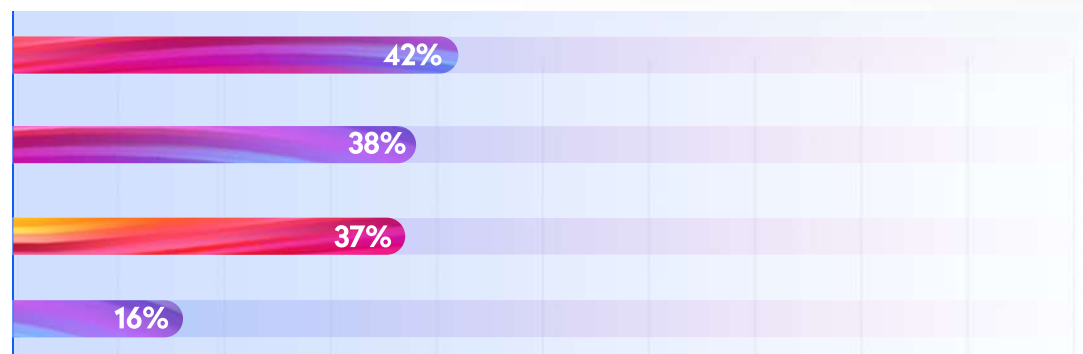
According to a Realtor.com survey, 79% of millennials with pets wanting to buy homes said they'd pass on the 'perfect home' if it wasn't pet friendly.

Valentine's Day is the perfect opportunity for brands to share the love with pets and their owners.

In an article about the fur baby economy, Adweek stated that **44% of Millennials see their pets as 'starter children' rather than just cute companions.**

In a multiple-choice question, we asked influencers if they've ever bought gifts for anyone else besides their significant other for Valentine's Day:

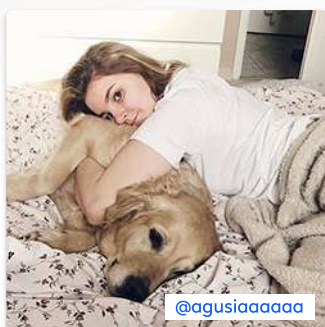
Friends  
Themselves  
Family members  
Never bought anything



**12%**

**of influencers bought Valentine's Day gifts for their pets**

Take a look at inspiring content ideas from our influencers:





# NON-MATERIAL GIFTS MAKE INFLUENCERS HAPPY!

Gen Y & Z are hungry for experiences. Concert tickets, weekend getaways, travel adventures... experiential gifts are emotionally evocative and highly instagrammable! While influencers love physical gifts, experiences are equally valued.

The advertising potential around Valentine's Day is massive as what better way to share love, than through experiences with friends and mindful gift giving in amazing settings?

Experiences

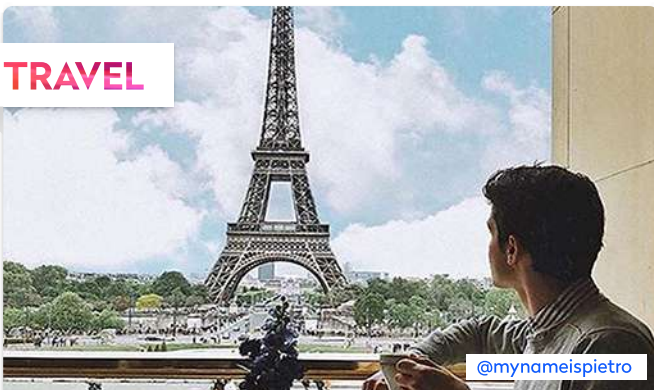
60%

40%

Products

What can be promoted via influencers?  
**EXPERIENCES**

## TRAVEL



@mynameispietro

Airlines, hotels, and more!

## CINEMAS/CONCERTS/FESTIVALS



@emilygeere

Tickets and vouchers to amazing events

## SERVICES



@josepengiz

Services ranging from discounts to free diving lessons!

## MOMENTS



@stevendelange1

Once in a lifetime experiences - treat influencers to something unforgettable!



## FRAGRANCES



@\_agneslifestyle

Provide influencers with the romantic must-have of every Valentine's night out

## MAKEUP



@fisayolonge

An important element of any outfit, makeup is a big part of getting ready for Valentine's Day dates

## HOME SPA



@styleismything

Show influencers - and their followers - how they can treat themselves using your amazing skincare products

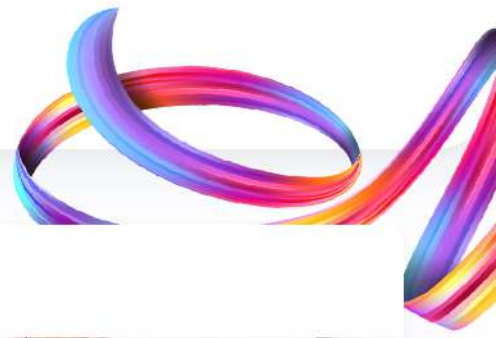
## BEAUTY TREATMENTS



@mari.newa

Invite influencers to test your treatments and showcase their effects





## CLOTHING



Provide influencers with the perfect date night  
#OOTD

## LINGERIE



Every date needs a bit of spice - especially  
on Valentine's Day! 🔥🔥🔥

## WATCHES



Influencers can use your watches as perfect date  
night accessories or Valentine's Day gifts for their  
loved ones!

## JEWELRY



Nothing will complete a date night outfit - and  
a Valentine's Day Instagram post - better than  
beautiful jewelry!





## VALENTINE'S DAY DINNER



@eat.travel.london

Promote your product as a perfect fit for a romantic dinner and ask influencers to organically incorporate your product into their posts

## SWEET TREATS FOR YOUR SIGNIFICANT OTHER



@venswifstyle

Ask influencers to generate sweet Valentine's related content with your confectionary product as a perfect gift for this day

## VALENTINE'S DAY RELATED SCENERY



@lookingforabura

Use the occasion to show your product in a romantic context to reshare highly aesthetic content on your socials

## UNBOXING



@sharonyws

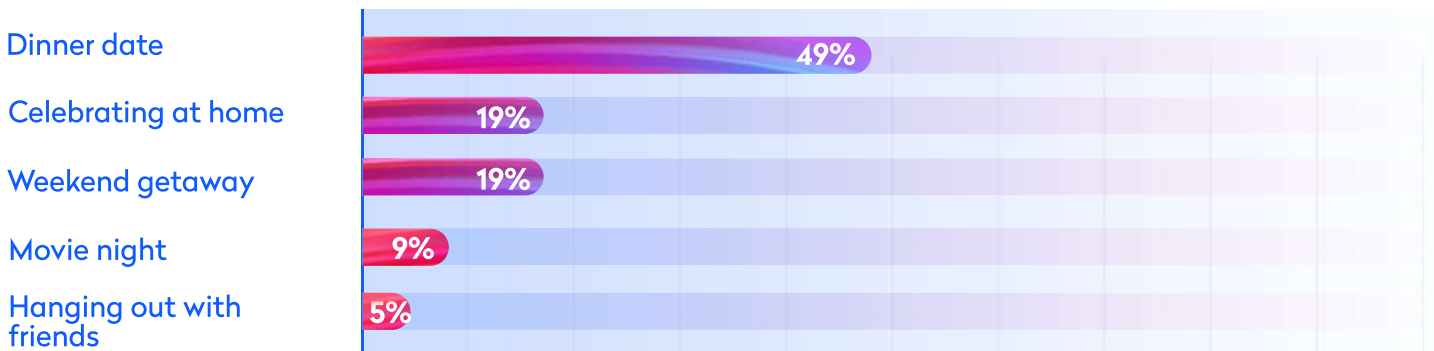
Send your product to influencers as a nice surprise from your brand



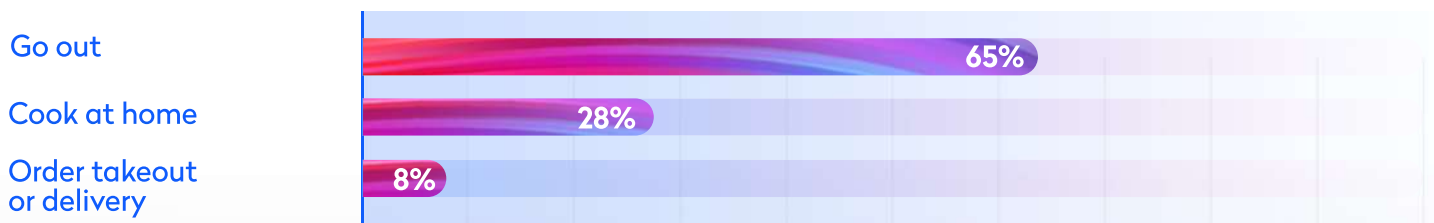
# FOR THOSE IN LOVE, VALENTINE'S DAY IS GIFTS AND THEN... DINNER!

To date #FoodPhotography has been tagged over **30 million times** on Instagram. We asked our influencers how they celebrate Valentine's Day when in a relationship and delicious food was top of mind!

## How Valentine's Day is celebrated by influencers in relationships:



## When planning a Valentine's Day dinner, influencers are most likely to:



@sharonyws



# VALENTINE'S DATE ACTIVITIES



## DINNER DATE



@wanderlustruby

Brands can invite influencers to their restaurants/cafes and ask them to post pictures or videos from their dates.

## MOVIE NIGHT



@roya\_\_nila

An opportunity for brands to show how girls get ready for dates. They can give away movie tickets/clothes/jewellery/cosmetics in exchange for branded posts.

## CELEBRATE AT HOME



@mossonyi

Brands can provide influencers with discounts or vouchers for food, flower delivery, online shopping, etc., so they can post about their experience and share discounts with their followers.

## WEEKEND GETAWAYS



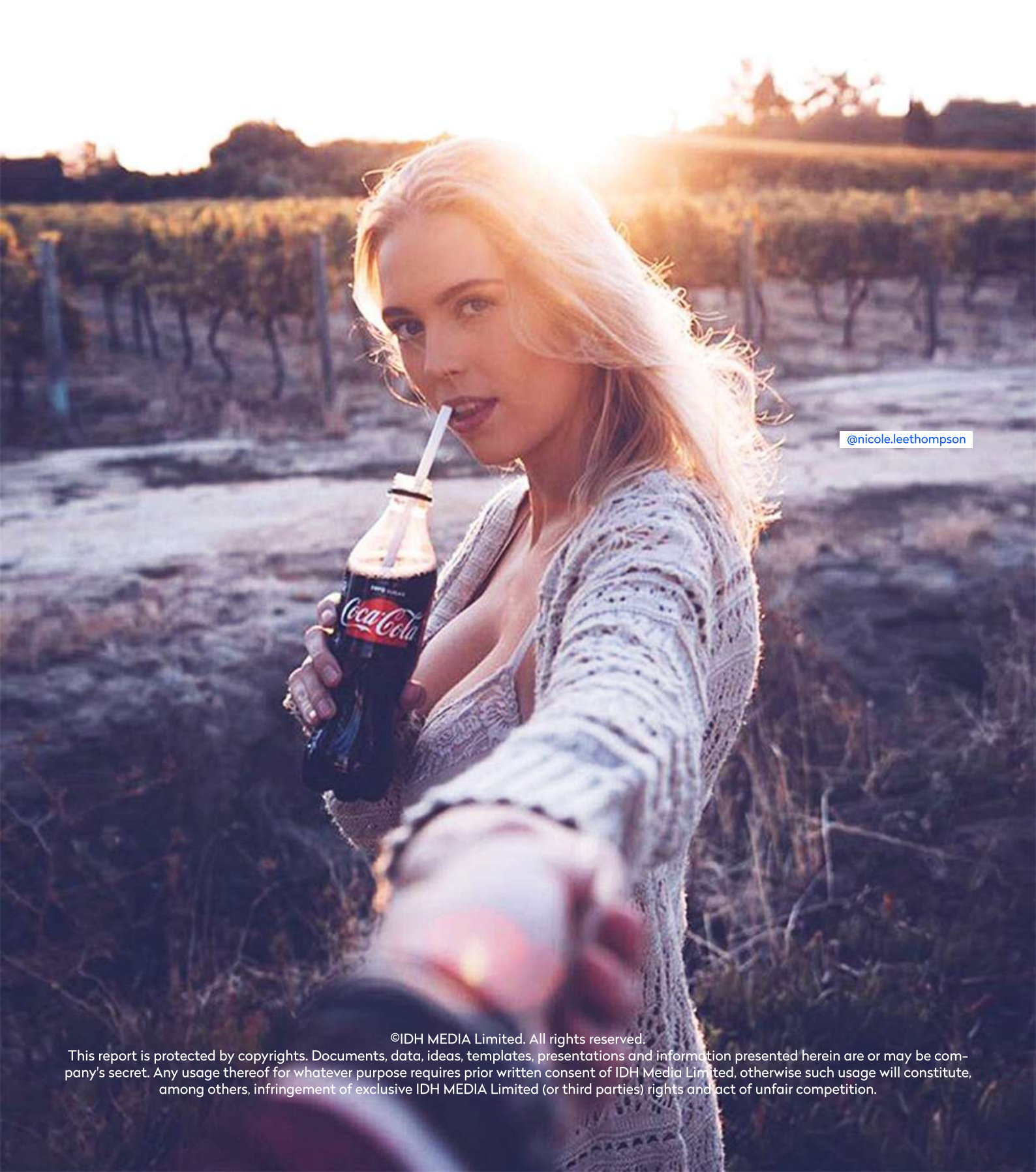
@matt\_\_steel

Brands can invite influencers to their events or facilities in exchange for promotional posts.



**Thank you for following our overview.**

If you are a journalist or business professional and you would like to conduct a survey with our international group of influencers, please contact [support@indahash.com](mailto:support@indahash.com), or call us at UK +44 207 097 3112, US +13 477 596 109 – we can help you create a custom report tailored for your needs.



[@nicole.leethompson](https://www.instagram.com/nicole.leethompson)

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