



SOCIAL FOOD INFLUENCER TRENDS FOR 2018

FBC2017



Stats and Demographics

- 49% in ON
- 18.5% in BC
- 11% in AB
- 11% in QC
- 5% in SK & MB
- 5% in NB, NS, NL and PE
- Heavily skewed to the female (estimate 90/10)

Trends in Subject Matter

- Plant based blogs (vegan/vegetarian)
- Omnivore blogs increasing their plant based recipes content
- Meal planning
- Simple recipes (5 ingredient, 7 ingredient, 30 minutes etc)
- Reducing refined sugar
- Food in bowls (but not smoothie bowls)
- Keto diet
- Ice cream trended very high this summer

Disclosure Updates

- Canadian influencers are now required to disclose paid relationships and product provided for review
- Ad Standards Code:
<http://www.adstandards.com/en/Standards/canCodeOfAdStandards.aspx>
- <http://www.adstandards.com/en/Standards/interpretationGuideline5.aspx>
- Ad Standards is also suggest bloggers use the guidelines released by the FTC in the US. New, updated guidelines were released this fall that also include Snapchat, Instagram and other social platforms including “partnership tools”
- *NEW* FTC guidelines now apply to Canadian bloggers if they have a US audience

Content Consumption

- Video consumption continues to grow
 - *Produced video*
 - *Live Video (Facebook, Instagram)*
 - *Facebook Watch is slowly rolling out*
 - *YouTube is it's own eco-system with very devoted users (kids and teens flock to YouTube)*
- Instagram stories is trending up (Instagram feeds are subject to algorithm changes that have proved to be frustrating for users and content creators alike)
- Snapchat faced challenges with millenials and up after IG stories launched but still trends very high with teens

Content Consumption

- Pre-teens and teens alike are consuming more and more of their content through YouTube
- This demographic also wants to create their OWN YouTube content and they have access to the tools to do it – they are a content creation generation
- Binge watching – Netflix, YouTube, PVRs, Crave etc

Compensation Models

- Compensation models in Canada have started to mature in the last two years
- Canadian bloggers are still below their US counterparts and are very aware of this
- Bloggers are also creating white label content for other bloggers with good compensation

Making the Most of Your Investment in Social Marketing

- NOTE: Google analytics is moving the focus of reporting away from page views and towards sessions and users
- We see more brands and agencies geotargeting blogger audiences by both Canada and province (and sometimes even city)
- OPPORTUNITY: sharing the content you've paid for on your social channels (follow accepted sharing guidelines)
- Boosting through Facebook Business Manager