

July 2021

Auto Influencers - China

“After the COVID-19 outbreak, automotive marketing models underwent tremendous change. Marketing formats such as live streaming were widely adopted by brands to meet social distancing restrictions. As such, more automotive KOLs have been emerging and become active during this period. They are not only leveraging mainstream social media, but also ...

March 2021

汽车意见领袖 - China

“新冠疫情后，汽车营销模式发生巨变，为保持适当社交距离，线上直播等形式被品牌广为接受。大批汽车KOL顺势崛起，不仅活跃在主流社交媒体，同时也入驻短视频直播平台。大部分消费者对汽车KOL持积极态度，并认同他们的价值。汽车KOL已经成为品牌与消费者之间重要的传达方式，同时也是品牌推广的重要手段。比如抖音，已上升成为与微博微信一样的KOL活跃平台。

跨界KOL对汽车产品同样有着不可忽略的影响力。尤其是年轻消费者，他们对KOL的价值认同感会上升至对其推荐产品的信任感，这种信任会让消费者愿意为KOL推荐的产品买单。同时，如今的消费者不仅愿意在直播间购买汽车周边产品，也已经普遍能接受KOL推荐的汽车大宗商品，这说明了KOL具备直播带货汽车的潜力。”

— 袁淼，研究分析师