**BOT OR NOT?**

42% of Gen Z & Millennials have followed an influencer and didn’t know it was a CGI.

Influencers, they’re just like us – until they’re not. You may be following a computer-generated influencer and not even know it. From flaunting trendy streetwear to posting photos with friends at brunch to partnering with brands, CGI influencers are just like human influencers... or are they? In our recent TBH study, *Can CGI Influencers Have Real Influence?*, we set out to find out more.

**WHAT WE LEARNED**

**GENERAL AWARENESS OF CGI INFLUENCERS**

- I've never heard of CGI influencers before: 22%
- I've heard of CGI influencers, but don't follow them on social media: 41%
- I follow CGI influencers on social media: 36%

**TOP 5 REASONS GEN Z & MILLENNIALS FOLLOW CGIS**

1. I’m curious about their story: 38%
2. They are entertaining: 34%
3. I want to know who their creators are: 32%
4. They give me helpful advice: 32%
5. Shared passion points: 31%

**HOW WOULD YOU DESCRIBE SOCIAL INFLUENCERS (CGI VS. HUMAN)?**

- **Authentic**: CGI 23%, Human 41%
- **Credible**: CGI 15%, Human 30%
- **Entertaining**: CGI 28%, Human 44%
- **Exciting**: CGI 18%, Human 32%
- **High-quality**: CGI 25%, Human 40%
- **Inspiring**: CGI 22%, Human 27%
- **Passionate**: CGI 16%, Human 29%

SOURCE: FULLSCREEN TBH COMMUNITY, 9/14/18 - 10/26/18. N = 534, BASE = 13-34
I FIND CGI INFLUENCERS TO BE WEIRD. I’D RATHER FOLLOW A REAL HUMAN WHO IS GOING THROUGH LIFE THE SAME AS I AM.

– FEMALE, 21

Although Gen Z & Millennials are intrigued by CGI influencers, they are quick to demand answers. If brands want to tap into this emerging social influencer, they need to find a balance between intrigue and transparency.

TRANSPARENCY IS EVERYTHING

54% of Gen Z & Millennials agree: “I want to know who is behind the facade of a CGI influencer.”

42% of Gen Z & Millennials would like to know if a brand is behind a CGI influencer.