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CREATE ITS BRAND WHEN YOU ARE INFLUENCER, KNOWN: STRATEGIC OPPORTUNITY

– Case study: Caroline Receveur (Wandertea &
RECC Paris)

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Nowadays, social networks are very present in our lives, especially in the life of the author. On these online platforms, more precisely on Instagram, there are these personalities who have a huge success with the population, called "Influencers". They are seen as the new means of communication. Today, brands are very often using them to increase their sales, to increase the traffic of potential customers, to increase their notoriety. Sometimes, some of them use their communities for their own business. This is where the author's motivation to work on this subject came from.

The main goal of this thesis is to prove, to demonstrate that being an influencer is a strategic opportunity when you want to create your own business. The author also wants to know, the key factors that make Instagram, the most used social media in the field of communication. And finally, with the help of a case study about a French woman influencer, founder of two companies, the researcher wants to analyze and understand how she became one of the most influential women in France.

The quantitative method was chosen through a questionnaire. This one was carried out in order to find out everyone's opinion about the two companies of Caroline Receveur. The results were very useful and in accordance with the research questions.

After all this research and analysis, the author is able to answer his research questions. Being known allows you to make your brand known as well, the two are linked. It is therefore obviously strategic to be influencer in the creation of one's brand. However, communication is not everything, you have to be innovative, creative and, most importantly, determined. Instagram is in constant improvement, the platform creates many features to differentiate itself from others and also to best meet the needs of its users.

KEYWORDS:

Influencer, Caroline Receveur, Brand's creation, Wandertea & RECC Paris, Instagram.

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1 INTRODUCTION

I chose this topic because I have a Facebook, WhatsApp, Messenger, Instagram, Twitter, Snapchat, LinkedIn and Skype account. This shows how much social networks are present in my life and that, since 2013 with my registration on Facebook. I have always loved looking at travel pictures, videos of all kinds, the lives of celebrities, influencers through networks... This ability to share, to communicate so easily has always impressed and attracted me. I decided to focus my research on Caroline Receveur, who is present on Social media, more precisely on Instagram. She is an influencer really famous in France and a successful businesswoman. Nowadays, to share our life, our work... Instagram has become one of the most used communication's social network. Even if this one, is not the most popular in the world, Instagram is my favourite social network.

I joined Instagram in 2015 because it was the trend at that time, since then I have never left the Instagram family. I like the design of the application, all the options available such as stories, the ability to make donations, surveys, polls... I know that Facebook and other networks have most of these options too, but I find Instagram to be the most convenient way to share and interact with people called "followers". That is why I will focus on this media to answer the vast majority of research questions throughout my thesis.

Regarding Caroline Receveur, I decided to work on her pathway because she is an ambitious and committed woman. She created two brands, Wandertea (Tea Brand) and RECC Paris (Clothes brand). Caroline wrote an autobiographical book, called "No Filter". She loves create new projects. She is really inspiring for many people.

In the future, I plan to start my own business. Influencers who have their own companies and large communities, they use social networks to share their products with their subscribers. They don't have much to worry about communication. All it takes is a few photos, explanatory videos... on social media to increase its visibility. This will subsequently lead to sales! In my opinion, the most difficult step between building a significant community and creating a brand is the first. I think that achieving notoriety is the most time-consuming, energy-consuming and patient step. You have to be constantly sharing with your "followers", organizing giveaways to show them that they are not only

“admirers “, publishing quality content... That is why I chose to expand my social media knowledge. It might help me in building a strong community and notoriety in the future.

1.1 Research objectives and questions

This thesis has two main objectives. On one hand, I will highlight the opportunity to be an influencer when you want to create your own business and the power of communication through social media, especially on Instagram. The second is to understand how people on social networks say “influencers” increase their online communities. I will analyse and assess deeper the pathway of Caroline Receveur to get it how she built her notoriety.

Here are the research questions, two are related to the influence’s field and the third one is about Instagram.

- Why is being an influencer strategic in the creation of brand?
- What are the main factors that make Instagram one of the most used social Network, in the communication field, nowadays?
- How has Caroline Receveur managed to become one of the most influential and bankable women in France?

1.2 Thesis structure

The thesis is composed of several parts, through which the author will demonstrate that being an influencer in the 2000s is very strategic and helpful. First, there is the introduction with the author’s personal motivation, the research questions, the main objectives. Right after, the presentation about Caroline Receveur, her pathway, her brands...

Thirdly, the literature review will talk about the notion of influence in general, social media, more specifically Instagram and YouTube. Then, I will present the method I chose to collect information and the results. And finally, I will answer my three research questions through the conclusion. The last part will deal with my sources.

2 CAROLINE RECEVEUR

This section cover Caroline Receveur's pathway along with her two brands, Wandertea and RECC Paris.

2.1 Caroline Receveur's pathway

During her childhood, nothing would have predestined her to become one of the most influential women in France 20 years later. She was born on November 10, 1987 in Epinal in the Vosges. Since she was little, Caroline was always attracted to beauty. However, beauty made its appearance a little later in her life. In school, Caroline looked more like a little boy than a girl. She didn't have much success with boys. It was quite difficult years for her with the betrayals between friends... When she arrives in High School, Caroline began to charm young boys, so she realized that personality and values are the two strengths of an individual. She never changed to look like the most beautiful girl in college to charm boys, she stayed true to herself. Receveur (2017) expressed disappointment with friends, because of betrayal hence those were a bit hard to live, but at the same time learned things about human behaviour. The bonds she has with her current friends were not built in a day. It took time, distance and hardships.

In 2005, she obtained her literary baccalaureate. Afterwards, Caroline was noticed by a modelling agency during a casting in her home town, Epinal. She did a few tests and quickly found herself in the world of modelling in Paris at the age of 18. It was quite difficult this time for Caroline Receveur. She was judged a lot on her height, her weight...the basic characteristics of a model but at this age, it is difficult to get away from it (Receveur, 2017). To this day, she still has some complexes from that time. But this period also taught her positive things like how to manage and live alone in a big city, she became autonomous.

Caroline moved away from Paris to Metz in order to avoid mockery. She continues with her modelling activity and very quickly realizes that she is successful. She created a photo book on the internet with her personal details. Soon after the creation of her book, cosmetic brands and hair salons started contacting her for campaigns.

This did not support Caroline Receveur's financial needs. In parallel, she had several jobs as a saleswoman, hotel hostess...to be able to pay her rent at the time. Later, Caroline and her boyfriend started a salad bar and explained "already at that time, I wanted to create and lead my own business." (Receveur, 2017).

In 2008, still working with a series of small jobs and the managing of her salad bar, she was noticed by TF1 to take part in a reality TV show, "Secret Story". She thought twice before giving her answer, but when she learned that the minimum fee was €10,000, the young future businesswoman accepted. She was eliminated after two weeks, but for her it was more than just a reality TV show with a profit at the end. When she returned home, she realized that she had received many letters from viewers, even though she had stayed only two weeks, Caroline Receveur had touched the audience. This experience made her known throughout France (Receveur, 2017). After the program, she was approached by a ready-to-wear brand to become its ambassador. She then moved to Paris and went through a series of castings, advertising campaigns and partnerships. Soon after, TV reappears in Caroline's life, but this time not as a candidate but as a TV presenter. In 2013, she hosts a TV show in Portugal. In 2014, she became co-host of the show "Le Mag" on NRJ12. For Caroline, "TV has never been a goal in itself". Of course, it served as a jumping-off point for her, but she never really felt comfortable. Following this, in 2014, Caroline Receveur created her wellness tea brand, Wandertea.

2.2 Wandertea

In addition to fashion, Caroline Receveur is interested in her well-being. She was in Portugal in 2013 to host her show, felt tired, suffered from digestive troubles (Receveur, 2017). Caroline wanted to find natural solutions such as plants, in order to make her body feel good. She was also interested in different types of food. At that time, gluten-free and lactose-free food began to become popular. However, Caroline wanted to find an idea that would change the lives of people who, like her, had the same problems or at least develop a concept that she found interesting (Receveur, 2017). By chance, she meets Julien Duschesne, a pharmacist and herbalist who helps her, to design products that are good for the body.

Moreover, she loves to drink tea, so Caroline has the idea to create a detox mix made from tea and plants, 100% natural and "Made in France". In 2014, Caroline Receveur's wellness tea brand, Wandertea, was born. After much thought, the young businesswoman decided to stop all her other activities (hostess on NRJ12, the ready-to-wear brand...) to be 100% focused on this new project.

At first, people said that Wandertea was known simply because of Caroline, thanks to her notoriety, they were half right (Receveur, 2017). Of course, Secret Story, Le Mag...these shows allowed Caroline Receveur to be known all over in France, which obviously had a positive impact on Wandertea. But she still believed in the product and the concept more than in her own image. That's why she worked hard to design new ranges of wellness teas and to show that she was more than just a reality TV candidate. In the very beginning, Caroline prepared the packages herself in her flat and sent them out. "This project was as important as a child" (Receveur, 2017). With social networks and word of mouth, Wandertea quickly became known. So it was necessary to develop the brand's presence to meet everyone's expectations, such as in tea shops, spas... While creation of her wellness tea brand all her other activities stopped.

A few months after the creation of Wandertea, Caroline Receveur decides to move to London to discover something new. London has always been the young woman's favourite city. That's why, it was an obvious choice. However, regarding Wandertea, she doesn't give up her brand. Moreover, just because she moves abroad doesn't mean that the brand has to go with her. She wants to continue to work with french enterprises, to keep the "MADE IN FRANCE", in order to develop Wandertea (Receveur, 2017). This is one of the main values of the brand. Of course, the fact that everything is Made in France makes the products more expensive than average, but for Caroline, it's a source of pride to be able to say so. She was able to get the idea at the right time.

Caroline's not satisfied with just Wandertea. Thanks to social networks, she is contacted by brands for partnerships and sometimes even become their ambassador. Caroline Receveur becomes the French ambassador for the big group, L'Oréal Paris in 2016 until 2018 (Instagram, 2020). During this collaboration, she has launched two makeup collections that reflect her style, her personality. In 2017, the young woman became the muse of the clothing brand Morgan, for which she created two collections (Fall/Winter and Spring/Summer), also of the jewellery brand APM Monaco and finally muse of Braun,

the world leader in epilation (Instagram, 2020). Through the years, Caroline becomes more and more selective regarding collaborations even if sometimes, some were very interesting financially (Receveur, 2017). She wants to stay as much as possible in accordance with herself, with her values. That's why, nowadays, most of Caroline's partnerships are renewals. According to her Instagram account, the young woman continues to be the French muse of Braun. However, there are also new partnerships, for example with MOA Paris on 1st November 2019, a brand of accessories, jewellery and leather goods for women. This one is special because MOA has signed a two-year contract with Caroline Receveur (Emme, 2019). First, the young woman was a MOA customer, she knew the brand, the products, the brand values which were in agreement with Caroline. When the occasion came up, Caroline didn't hesitate, she immediately accepted. Most of the time, collaborations last one year and if the brand is satisfied with the work done, it repeats the contract with the influencer. In this case, right from the start, signing for two years is impressive and risky because if the work does not satisfy the brand after 6 months, for example, it cannot stop the collaboration. According to the CEO of the brand, Cyrille TARICA, "We needed someone who had a strong image and could communicate the brand's identity in the future".

2.3 RECC Paris

In March 14th 2019, Caroline Receveur announced the launch of her ready-to-wear brand, RECC Paris. She has always had a passion for fashion and this has been accentuated by her work as a social network influencer. However, As she says in a YouTube video, she was at a point in her life where entrepreneurship, creation, is something she really enjoys. That's why she went for it. Regarding the brand name, Caroline wanted something clear, crisp and precise. It took several months of reflection to find RECC.

This one comes from the beginning of Caroline's last name Receveur, REC. And the last C is a reference to Caroline's name. The businesswoman also wanted something personal, something that was her own. So her friend, agent and co-founder Jennifer, had the idea to use the bars of the tattoo on Caroline's hand to form the E (see pictures below).



Figure 1: Picture of Caroline's hand



Figure 2: RECC Paris logo

This makes the logo even more distinctive as the businesswoman wants it. As Caroline says in her YouTube video “If one day I took a picture of my hand, I think people will be able to define who this hand belongs to” (The story of RECC Paris, 2019).

Regarding the clothes, Caroline wants to reinvent them by mixing styles, materials. She was inspired by the pieces she loves to wear every day but obviously by changing the material and structure above all. Caroline called upon specialists, model, designer, photographer, drawer and model to achieve her big project. Quickly, the entrepreneur's ideas took shape (The story of RECC Paris, 2019). Through the RECC Paris clothes, Caroline tries to convey a message of a woman who assumes herself, who is not afraid of other people's opinions, who dares. She also hopes that young women who are not totally self-assured because of their morphology for example or other things, succeed with the help of her unusual clothes to simply be themselves. Most of the clothes and accessories are made in France in Paris. Made in France is obviously present as it is for Wandertea.

3 LITTERATURE REVIEW

3.1 Influencer

The notion of “Influencer” comes from the Middle Age. At the time, referred to stars which affected the destiny and the realization of some people. Nowadays, these stars are called “influencers” (Croquet, 2019). An influencer is a person, able to influence people, at least their behaviour about a specific field like fashion, lifestyle, beauty, sport, video games... (Bathelot, 2017). This influence power is link to the person’s notoriety (Bathelot, 2017). However, the study of the propaganda influence during the second world war realize that it was a way to influence. Paul Lazarsfeld, American sociologist, has studied in his books “The People Choice” (1944) then in “Personal Influence” (1955) that the opinions changes of electors during presidential elections. Paul will follow the path of 600 voters and will show that a person's vote is not only individual, it can sometimes be influenced by his or her network (Lecomte, 2018).

According to (Abraham, 2019), founder and CEO of “Influencer Awards Monaco” that these persons, influencers has a huge power through their community, they are the new ways of communication (Abraham, 2019). Today, many companies work with some influencers to increase their visibility.

For many people, being an influencer is not really a job, that they don't earn money. In the case of a partnership, the brand has a duty to remunerate the influencer even if it does not have a significant audience. There are different categories of influencers: Nano, Micro, Macro and Mega (Perrichot, 2020). For the three platforms, Instagram, YouTube and Facebook, more the community of the individual is large, better he or she will be paid.

The nano influencers have a community of less than 10000 subscribers but are nevertheless solicited by the brands for advertising campaigns, partnerships (Foxwell, 2020)... Even if, their scope is small, the commitment of followers is very important because potentially, the influencer knows a large part of its subscribers, they can be friends, contacts... There is a stronger link than the simple link influencer/subscribers

(Foxwell, 2020). Everyone in the world listens to their friends before going to listen to an influencer to make a decision, at least most of them. It's all about trust. "You're far more likely to book a holiday on the suggestion of a discerning friend than some random celebrity" (Godwin, 2018). This shows that people on Instagram want to follow influencers who are serious, close to them, who can be considered almost like friends. Moreover, knowing that they do not have a large audience, partnerships with nano-influencers are relatively inexpensive. This could be a great interest for companies such as startups because they have small marketing budgets. (Foxwell, 2020).

Micro-influencers with an audience of between 10,000 and 100,000 subscribers. They only share photos and videos related to the chosen field, so their subscribers must also be interested in it, so engagement becomes more important (Foxwell, 2020). Micro-influencers are among the most credible thanks to their field of predilection. Most of them are experts in their field, passionate about it and you can feel it through their social media. This means that photos, videos, advices are more reliable and fair than those of an influencer who covers everything. The subscribers of a micro-influencers are more engaged than subscribers of mega and macro because they can identify themselves with the person but also with the content.

Macro-influencers have built their community of between 100,000 and 1,000,000 subscribers through the internet, for example, YouTubers (Foxwell, 2020). They had 0 subscribers, it is by publishing content (videos, vlogs) on a regular basis that they started to reach people. The main advantage of macro-influencers is that they have grown up with their subscribers, they know them, they know what they like and don't like. There is a mutual trust between the influencer and their subscribers (Foxwell, 2020). Some macro-influencers have good subscriber engagement and a large audience, which is of great interest to brands. Concerning advertising campaigns, macro-influencers think twice before accepting a partnership even if it is financially interesting, because they do not want to change their habits with their subscribers (Foxwell, 2020).

And finally, the mega-influencers are the people on Instagram with more than 1 000 000 subscribers, celebrities, actors, singers and so on...(Foxwell, 2020) They are often solicited by brands to reach as many people as possible through their communities. However, they have a major disadvantage, the relationship with their subscribers. They

have no connection with them, which sometimes leads to refusals by brands for partnerships. Mega-influencers are considered less reliable than, for example, nano-influencers, which have a smaller but more committed community (Foxwell, 2020). Companies are looking for both.

As far as brands are concerned, they don't all want the same thing, some want their customers to be loyal, others want to make their products known... To make a brand known, it makes more sense to use a macro or even a mega-influencer. More the audience of the influencer is important more interesting the publicity will be for the company. Then, in my opinion, all companies are looking for commitment from their clients. It's great to have a lot of customers who know your company, your products... but what's the point if they buy a product and then go to a competitor afterwards? You have to know how to attract customers, but the most important point is to retain them. Today, companies pay influencers in order to significantly increase their visibility. However, according to me, nano, micro and some macro influencers can't make a living from this job. Their partnerships can fill a financial void for example, but they can't make a living from it.

3.1.1 Marketing of influence

Nowadays, the enterprises everywhere in the world request the "KOL" aka Key Opinions Leader. It's another expression to describe the influencers. Initially, the term KOL was used to designate opinion leaders, i.e. people who are able to influence people's decision-making through their fame, their social activity (Bathelot, 2017). All of this in order to increase their sales and to get know their brands.

Figure 3 shows the brands expenditures all over in the world, except China, in the digital marketing field. During years, companies increased their finances regarding marketing of influence. In just five years, spending on influence marketing has grown from \$500 million to \$5 billion or more (see below).

ESTIMATIONS DES DÉPENSES DE MARKETING
D'INFLUENCE DANS LE MONDE HORS CHINE,
en milliards de dollars

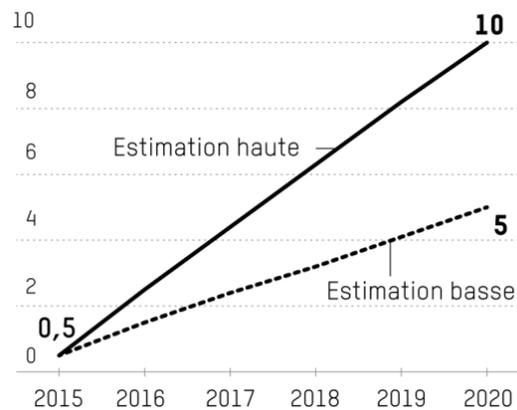


Figure 3 : Estimated spending on influence marketing in the world, excluding China, in billions of dollars (Nadine BAYLE, 2019)

The influencer marketing entail to use of influencer power, use their respective communities to convey a message to influence people (Bathelot, 2020). Nowadays, it's a way of communication which expend itself really fast. The fact that marketing of influence increase quickly is link to the trend of a French term "L'individu media" (Bathelot, 2019). This term refers to the development of Internet and Social Media. Today, everybody with a specific sector can own a large community on Instagram and, so notoriety and become social media itself (Bathelot, 2019). Anyone can enrol on online platforms such as Facebook, Instagram, YouTube... Regarding YouTube, in 2019, two analysis platforms of social networks and videos, Webedia and Tubular, studied the number of views on French YouTube channels. « The study counted 103 billion views, or 36% more than in 2018» (Tubular, 2019). 103 billions views for all YouTube channels in France. This data is really representative of the increasing of use of online platforms. Social Media are most present in our daily life and moreover, it's continue to expand.

Reech is a platform which create link between a company and influencer. According several sources such as YouTube, Instagram, Mediakix, Influencer4you and so on, around 74% of brands wanted to increase their marketing of influence budget between 2018 and 2019 (Reech, 2019).



SOURCES : YOUTUBE ; INSTAGRAM ; MEDIKIX ; REECH ; SOCIAL BLADE ; INFLUENCE4YOU

Infographie *Le Monde* - Maxime Mainguet, Véronique Malécot

Figure 4 : Percentage of companies that wanted to increase their influence marketing budget between 2018 and 2019 (Reech, 2019)

This percentage is high and it should not decrease. This number announces that in the future, of course except economic crisis or something like that, almost every French company and maybe international ones as well, will use the new ways of communication, influencers.

On social media, more precisely on Instagram, there are different fields such as Gaming, Lifestyle, Beauty. The influencers are so, classified by sectors. Based on Figure 5, Caroline Receveur is second place in Lifestyle/Fashion with 3,4 million of followers. She is just behind Marie Lopez aka Enjoy Phoenix who is a French YouTuber with 4,8 million of followers on Instagram and 3,6 million on YouTube (YouTube, Instagram, Mediakix, Reech, Social blade, Influence4you).

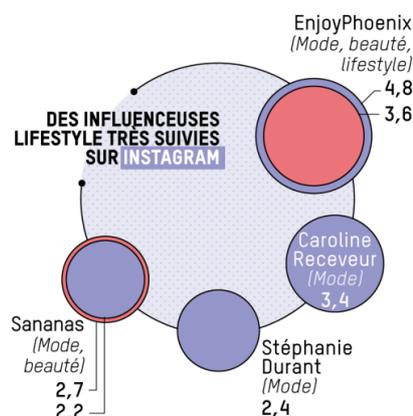


Figure 5 : Graph representing the main lifestyle influencers and their respective number of followers in millions (LeMonde, 2019)

With its popularity and especially mass influencers, Instagram is the most powerful social network for the marketing of influence (Bailis, 2020). According to the graph below, 89% of users say that Instagram is the most important online platform regarding marketing field.

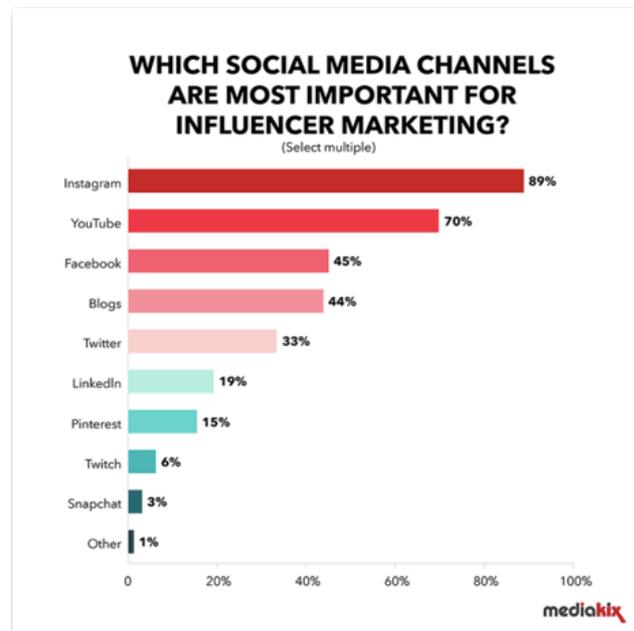


Figure 6: Graph of the most important social media for influence marketing (Mediakix, 2019)

Although Instagram is not the most popular media in the world, Facebook is most visited, the facility of sharing and creation on Instagram exceeds all other platforms such as YouTube, Twitter, Snapchat. This facility has resulted in a wide variety of influencers with very specific fields, fashion, sports, food. (Bailis, 2020).

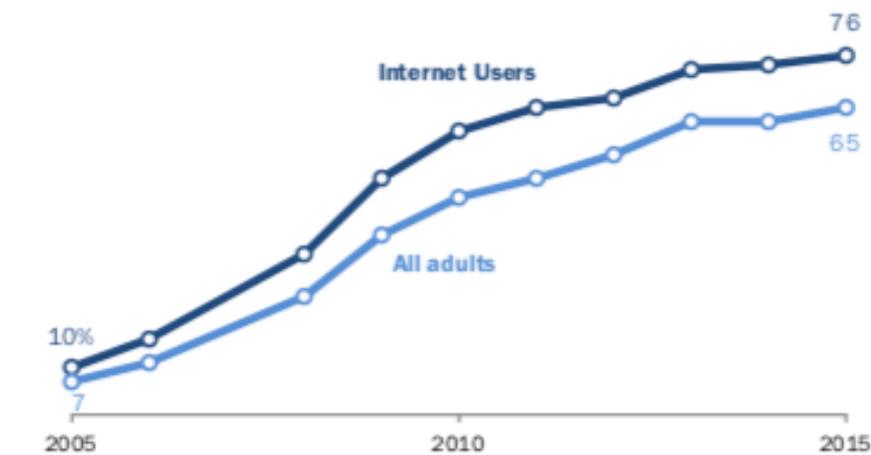
3.2 Social media

Social network was first analysed by Georg Simmel, Deutsch sociologist and philosopher between the years 1800-1900. He realized that before everything, it's necessary to asses the link between people and networks (Chabi, 2008). Thereafter, the psychiatrist Jacob Levy Moreno create the concept of "Sociometry". This notion refers to study with quantitative way the networks (Chabi, 2008). The expression "Social media" linked itself to the marketing field. It is about every online platforms which allow users to create a friend network, business network and create ways to interact (Bathelot, 2016).

The Pew Research Center (2015) in a study demonstrated that almost 65% of adults in the USA used social media. (See below)

Social Networking Use Has Shot Up in Past Decade

% of all American adults and internet-using adults who use at least one social networking site



Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

PEW RESEARCH CENTER

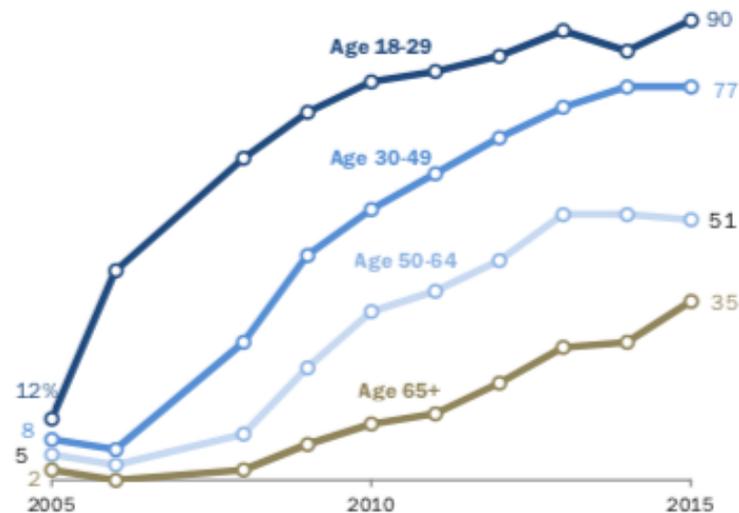
Figure 7 : Graph representing the evolution of the percentage of adults in the United States who use social networks over the years (Pew Research Center, 2015)

Figure 7 show the evolution of the social media, in 2005, the percentage of adults on social network was 7%. Ten years after, the percentage is equal to 65%. Nowadays, for a lot of people, Facebook, Instagram...refers to teenagers but not only . Social media has start to have an important place in the business field, politic, communication. The company bosses, politics men and women has rapidly been attracted by this virtual sector (Perrin, 2015).

The age of people is really representative (Perrin, 2015). According to Figure 8, people between 18 and 29 years old are the main users. However, the curves represents the age groups, 30-49, 50-65, 65+ increase as well. Even old people aged more than 65 years old, so in retirement, use social media either to spend time or interact with their respective family.

Young Adults Still Are the Most Likely to Use Social Media

Among all American adults, % who use social networking sites, by age



Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

PEW RESEARCH CENTER

Figure 8 : Graph showing the evolution of the percentage of adults in the United States who use social networks through the years according to their age (Pew Research Center, 2015)

The Pew Research Center findings shows that the use of social networks was also linked to the adolescent's academic grade. A university graduate student is more likely to use social networks than a high school student, for example, and this trend has persisted since 2005 (Perrin, 2015). As well, social differences can play a role in the use of social networks. In 2015, 78% of Americans living in high-income homes were on online platforms compared to 56% with lower incomes (Perrin, 2015). Regarding the origins, nationality of everyone, everyone has adopted these networks at the same time.

These online platforms are omnipresent in our daily lives and in all sectors of activity because they are the new ways of sharing, of presentation. For a professional activity to work, you need excellent communication, the social media.

3.3 Instagram

Instagram is a social media that allows to share photos and videos in the form of posts on user profiles. This one was founded by Kevin Systrom and Michel Mike Krieger on October 6, 2010. Two years later, in September 2012, the network giant, Facebook, bought Instagram for \$1 billion (Clement, 2020). Today, this media is ranked 6th with a total of 1 billion active users per month (Patard, 2020). With 500 million daily users, Instagram is one of the most popular social applications in the world with high level of engagement (Clement, 2019). These numbers show that Instagram is very successful around the world. This media is used for personal reasons (to follow fashion, sports, cooking... or simply to be on the platform) but also for professional reasons. Brands use it to advertise and attract people in order to increase their sales (Liberge, 2020). Nowadays, Instagram is a good way to discover new things, 60% of users discover new products, new brands through it (Instagram, 2020). According to We are Social's Digital Report, Instagram is not yet in the trio of social networks in terms of active users worldwide. Even so, it is more used than Facebook today in France and despite its global influence, Facebook remains the most popular one. Concerning WhatsApp, WeChat and Messenger, these three networks are for the moment above Instagram, king of the photo trend (Liberge, 2020).

Over the years, many platforms have appeared, such as Pinterest in 2010, one year after Snapchat, Periscope in 2015.... To face the competition, Instagram's functionalities have been improved (March, 2018). On Instagram, it is possible to share photos and videos on a profile, to broadcast live, to interact with subscribers through stories. First, concerning publications, everything goes through the mobile application, it is impossible to publish through a computer. Moreover, with Instagram, it is very easy to crop the photo, apply filters, change the luminosity... Since its creation, Instagram is a very useful tool to rework your publications. For many people, this function will justify its use (March, 2018).

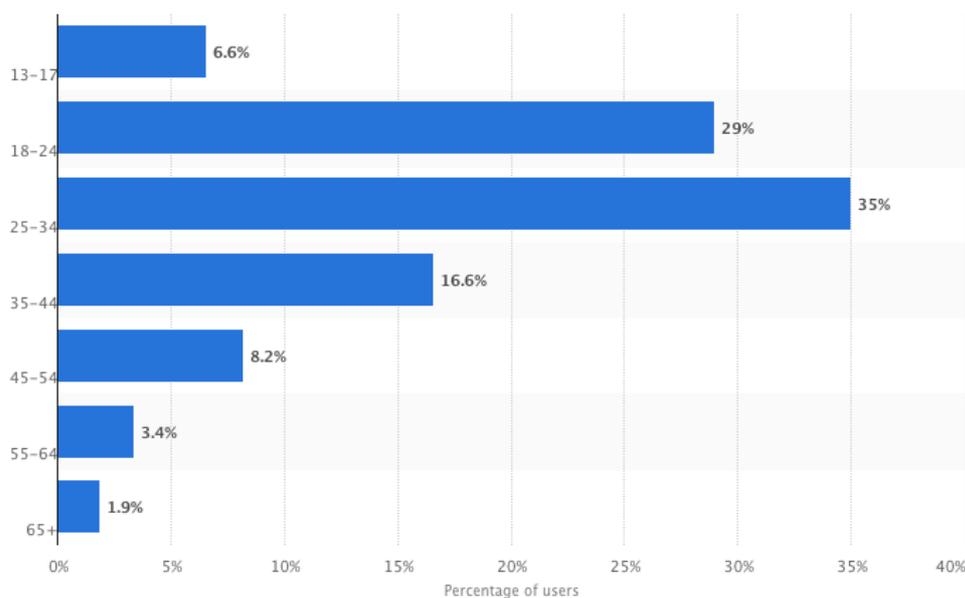
The stories, we can say that Instagram has copied Snapchat, the inventor of this feature. A story can sometimes be composed of photos or videos, sometimes both. It is visible from the subscribers home page for 24 hours (Moinard, 2018). This is another way of interacting with its subscribers just like Instagram LIVE, a new feature also launched in 2016 (Moinard, 2018). The lives also last 24 hours but contrary to the basic stories, the

live videos appear to the right of the subscribers' own stories. During a live on Instagram, subscribers can communicate with you directly by leaving comments, “likes”, possibility also to ask to participate in the live event... Through these two new features, Instagram STORY and LIVE, subscribers are much closer to you, influencers... They are more than just followers. According to Romain OUZEAU, CEO of Iconosqaure, which is a social networks analysis platform. Do not use these tools would be “suicidal”. The media coverage through publications such as photos, videos on a profile has decreased. The more years go by, the more users only look at the stories of the accounts they are subscribed to. With Instagram LIVE, subscribers receive a notification when an influencer, for example, launches one. In addition, in 2016, Instagram offers the possibility of switching to business profiles for the purpose of providing information on products, services or simply to present a company (March, 2018). The main differences between a normal and a business profile are the following ones:

- The possibility to add under the biography of your account a link to an email address, a phone number, the itinerary to come to the sales place. In conclusion, this allows the customer to contact the company differently (March, 2018)
- Opportunity to promote publications : Companies or influencers can promote their publication in order to reach more people (March, 2018)
- Instagram statistics: This makes it to analyse the account and thus see what people like and dislike, what needs to be improved in order to increase the number of followers, the audience and especially their engagement. (March, 2018)

3.3.1 Instagram Demographics

It is important to know that Instagram is the most visited media by young teenagers, young entrepreneurs. Based on Figure 6, in April 2020, 35% of users worldwide are aged between 25 and 34 years old. This age group refers to entrepreneurs, influencers, business creators... The second highest percentage (29%) on the graph corresponds more to teenagers, 18-24 years old. With the percentage of 6.6% for the very young, 13-17 years old, this study shows that more than 70% of Instagram's total audience is aged 34 and under (Statista, 2020). This result reveals that this platform is very attractive, which is very interesting for brands and companies.



© Statista 2020

Figure 9: Distribution of Instagram users worldwide as of April 2020, by age group (Statista, 2020)

Regarding the gender of the people on Instagram, the parity is almost equal. According to a December 2019 study on the NapoleonCat.com website, on the 120.7 million Instagram users in the US, 56.3% are women and 43.7% are men (NapoleonCat, 2019). However, it would seem that women are more present than men worldwide. For example, in France, with 18.9 million users, there are 54.1% women versus 45.9% men (NapoleonCat, 2020). For Belgium, out of 3.7 million people, 54% are women and 46% men (NapoleonCat, 2020). The number of publications per day on Instagram is astronomical, with over 100 million photos and videos posted. In terms of photo sharing, more than 50 billion per day (Omnicores, 2020). These data are impressive but especially all representative of the popularity, success and visibility of the mobile application.

3.3.2 Instagram for Business

Nowadays, in the field of communication, social media are omnipresent. In particular, Instagram with more than 200 million users who visit at least 1 professional profile every day (Hootsuite, 2019). In addition, 90% of accounts follow at least one company on

Instagram. There are more than 25 million businesses (Omnicores, 2020). Over 1 month, more than 130 million Instagram accounts click a “shopping post” to learn more about the product in question and the company. With new features available to businesses and business accounts, specifically Instagram SHOPPING in 2018. This makes it very easy for subscribers (customers) to purchase from Instagram. (See below)

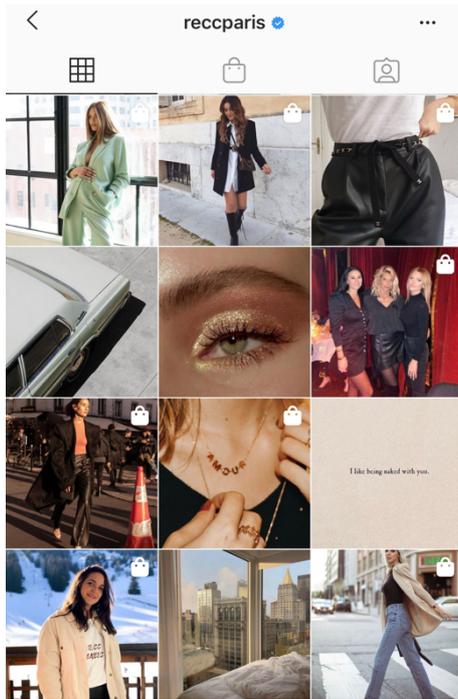


Figure 10: Screenshot of RECC Paris Instagram account (Instagram, 2020)

This is the Instagram account for Caroline Receveur's ready-to-wear brand. On most publications, we can see the symbol of a basket, this one means that on the picture, there is a RECC Paris garment and that it is possible to buy it.

Figure 11: Screenshot of RECC Paris Instagram publication (Instagram, 2020)



When a person clicks on the photo, the name of the model, the name of the product in question and at the bottom left the basket with the words “View products” appear. In the case of the photo, the name of the product is “SHONA Jacket”, by clicking on it, the link to go to the site appears. (See below)

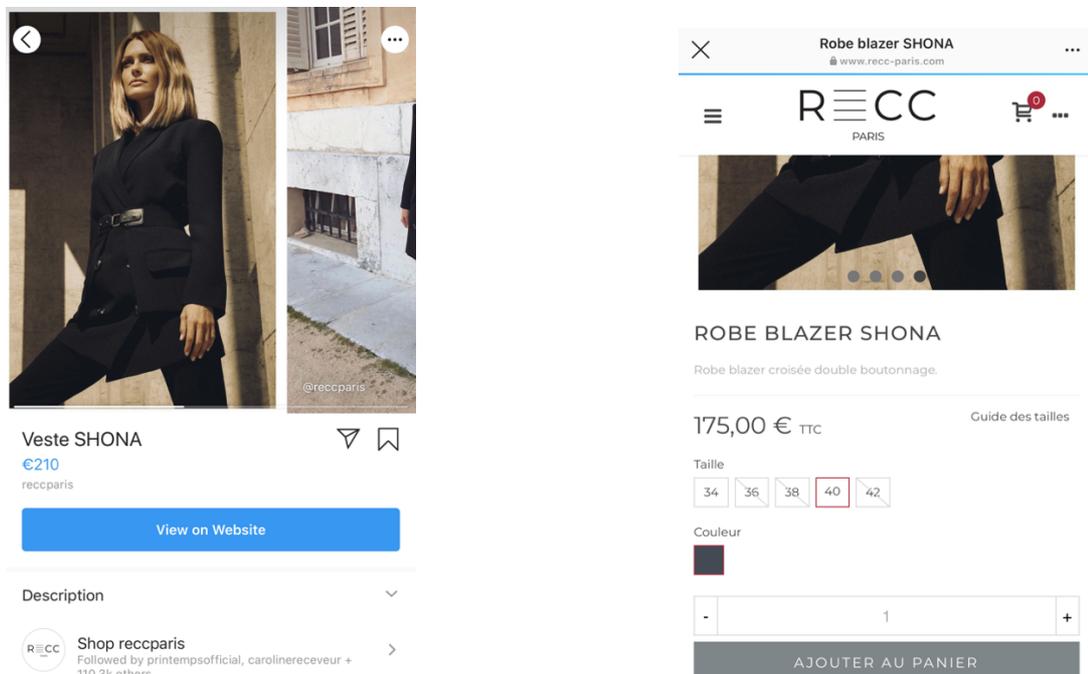


Figure 12: Screenshots about the process of purchase RECC Paris product through Instagram (Instagram, 2020)

These two screenshots are the last steps to purchase any product through a company's professional profile on Instagram. This is the process that subscribers have to follow if they want to purchase a product they have seen on a publication. According to Dover (2020), Global Digital Communications Manager at Barbour (an outerwear brand), Instagram has proven to be a powerful way to communicate with clients. "Since Barbour has been using the Shopping feature, their sales on Instagram have increased by 42% and traffic to their website from Instagram has increased by 98%" (Dover, 2020). These figures are indicative of Instagram's popularity in the areas of entrepreneurship and sales.

3.4 YouTube

YouTube is a hosting platform of videos allowing users to watch them. Also, people can share some own videos. This one was founded February 14th 2005 by three old employee of PayPal, Steve Chen, Chad Hurley and Jawed Karim (Omnicores, 2020). The platform became known all over in the world through word of mouth. In February 2006, YouTube became known and its audience increase consequently (Numerama, 2020). About one year after its launch, the American giant Google, bought YouTube for 1,65 of billion dollars. At this time, Google would never thought that in the future, YouTube would cost much more. Since the redemption from Google, YouTube' success didn't stop to increase and the platform is become an economic hub for many people especially content creators (Numerama, 2020).

According to Wojcicki, CEO of YouTube, the giant of hosting videos has more than 2 billion actives users in the world (YouTube, 2020). This number represents an augmentation of 5% compare to the 1,9 billion of users one year before (Variety, 2019). Another important point, the viewing time on YouTube in people's houses don't stop to increase. It was more than 250 millions of hours per day in March 2019. It's represents an augmentation of 39% within less than one year (Variety, 2019). These two data demonstrate YouTube' popularity.

Each day, more than 5 billion videos are shared through the world (Omnicores, 2020). It is possible to watch YouTube videos on every kind of electronic support like computer, iPad, mobile, TV. Most of the YouTube watch time comes from mobile devices, 70% to

be exact (YouTube, 2020). Nowadays, English is the most used language worldwide. However, YouTube offers the possibility to setting language, more precisely 80 languages are available. And YouTube is present in more than 100 countries (YouTube, 2020). In terms of number of visits per day, YouTube is second in the world behind its owner, Google. YouTube has around 29 billion visits per month (See below).

For content creators, young entrepreneurs, use a platform like YouTube with such visibility in the world, it's a unique opportunity to make its company and products known, to reach as many people as possible. Today, for most people, YouTube is simply a video hosting site for entertainment. Over the years, this one became more than that. For active users, it is a way to interact with their client, their subscribers... YouTube is considered like a social media (Metricool, 2020).

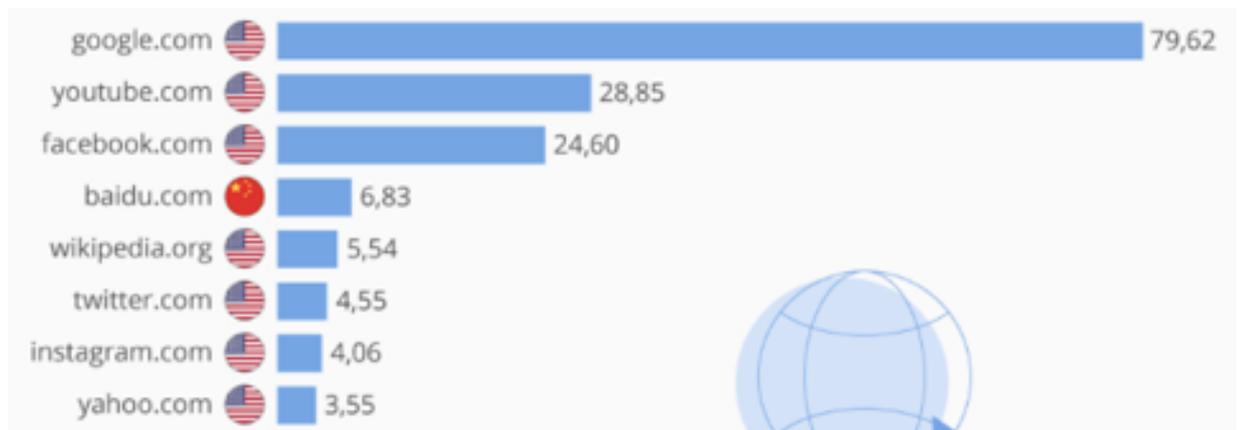


Figure 13 : Ranking of the most visited websites in the world in 2019 (in billions of visits) (Similarweb, 2019)

On YouTube, it is possible to do many things like, watch videos, create your own YouTube channel to share videos, follow other channels, interact with other people through videos by likes, comments (Youtube, 2020). Above all, YouTube is an entertainment platform, to diversify people. They can find what they want, there is a wide variety of topics such as sports, video games, film, beauty. Moreover, for people who like to talk in front of the camera, to express themselves on their life or on a specific field, it is possible to create a YouTube channel. Anyone can create his/her YouTube channel, propose the content of his/her choice because it is protected by copyright (Metricool, 2020).

The features available to a content creator through a YouTube channel are as follows:

- Publish videos
- Live
- Interact with the channel's subscribers.

The last point about YouTube is, if the creator's audience increases significantly, the views will increase as well. The creator will therefore end up making money through these videos (Metricool, 2020). In addition, people can subscribe to the channels they are interested, in order to be notified when a new video is published. It is also possible to leave comments under the videos, to like or dislike them. This helps YouTubers, creators to develop their audience. Nowadays, the terms influencers, YouTubers, bloggers... are unknown or little known. Concerning YouTube, in 2011, a program was created to pay video creators through Google AdSense (Metricool, 2020). Thanks to this program, YouTube users can live from their videos.

4 DATA COLLECTION METHODS

The intend of this thesis is to show that being an influencer, nowadays, is a unique opportunity when creating one's brand, in particular to communicate it. In addition, the researcher wants to understand how these personalities have managed to become very influential people. In order to reinforce his analysis, he focused on Caroline Receveur's career path. What could be better than an influencer followed by millions of people and an entrepreneur, head of two companies, Wandertea and RECC Paris.

4.1 Methodology

In the context of a thesis, the term methodology refers to a set of methods, processes, strategies to be used for various reasons. First, these methods will allow the author to reinforce and illustrate his argument. Secondly, it will also allow him to discover new data in order to better understand the subject. There are several types of research methods: qualitative and quantitative (Saunders et, all, 2013-2014, p 288).

The quantitative method refers to the collection of numerical and statistical data that can help the author achieve his or her objectives and answer research questions in the case of a thesis (Saunders et, all, 2013-2014, p 414). The author's objective is to find out the opinion of part of the population about Caroline Receveur and her two companies. That is why he chose this research method to be able to collect as many responses as possible and then analyse them.

4.2 Survey

4.2.1 Implementation

The quantitative method chosen by the researcher was a questionnaire. The questionnaire is a technique for collecting numerical data and is based on a series of questions asked in a strategic order. Concerning the way in which the information is presented, it is most of the time analysed through a table or a graph (Claude, 2019). It allows many opinions to be collected. In the case of the thesis, the questionnaire was

proposed in French and in English in order to reach as many people as possible. There were 70 participants in the questionnaire. This group of people is more commonly called a “sample” (Bathelot, 2017). These 70 people represent the population for this survey.

The sampling method is very useful in this kind of context, here are the reasons why:

- There is no budget to survey the entire population
- There is no time to survey the entire population
- It is not practicable to survey the entire population (Saunders et, all, 2013-2014)

The author focuses more on the opinions of a group of people to collect the data. In addition, information from part of the population provides details that are sometimes useful for the analysis in general (Saunders et, all, 2013-2014).

The link to the questionnaire has been published on Facebook. The researcher waited 3 days, trying to get a significant number of responses. There were 59 in all. He was not satisfied with this result, so he decided to share it in story Instagram, the link of the questionnaire for a duration of 24 hours. The total number of responses was 70, which is better for the reliability of the analysis.

5 ANALYSIS

1°) Do you know Caroline Receveur?

There is only 11.4% of the participants who voted “no”, i.e. 8 people out of 70. Otherwise, everyone else knew the young woman, 86.4% (Figure 14).

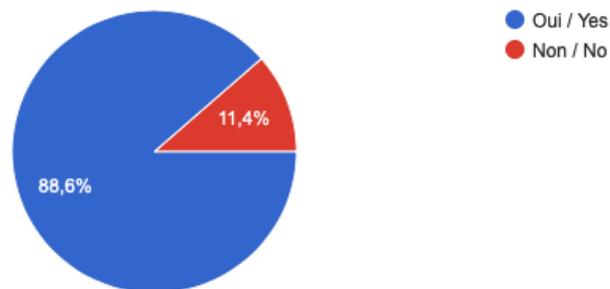


Figure 14: Respondent’s knowledge about Caroline Receveur (Survey, 2020)

This question may seem too general at first, but knowing that the case study concerns Caroline Receveur and that it is a large part of the thesis, it was essential to know whether the sample knew her. The author wanted to ensure that participants knew from the first question where the questionnaire would take them. This was in order to get useful and truthful answers. Moreover, he wanted to show how Caroline Receveur was known in his friend’s network.

2°) Are you a woman or a man?

In a TV interview some time ago, Caroline had said that a large part of her community were women, which makes sense because she shares daily fashion, beauty, make-up content. Those are more feminine sectors. This is in accordance with the following results, 70 responses were collected, 85.7% representing 60 people answered that they were women and the rest, 14.3%, were men (Figure 15).

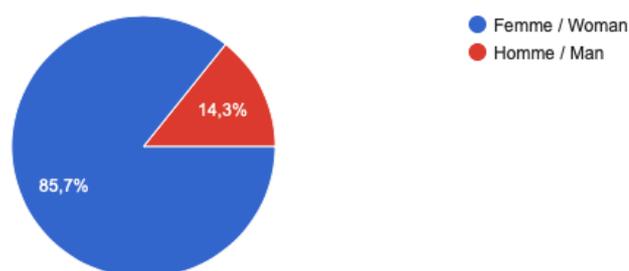


Figure 15: Respondent’s genders Woman/Man (Survey, 2020)

Through this question, the author wanted to show that make-up, beauty, fashion, all these fields on Instagram attracts more women than men. Even if, this kind of stereotypes (women prefer fashion than football, men follows more video game's accounts than fashion ones for instance) disappear little by little, through years. However, they are still present in the daily life.

3°) How old are you?

The third question was about the age of participants, there were four possibilities of answers. Again everybody gave his/her answer (70 in total). The biggest percentage equal to 88,6% (62 out of 70 participants), referred to people aged between 18 and 25 years old, teenager's range. For the rest, four persons have voted 25-39 years old, two were aged to 39-55 years old and two others older than 55 years old (Figure 16).

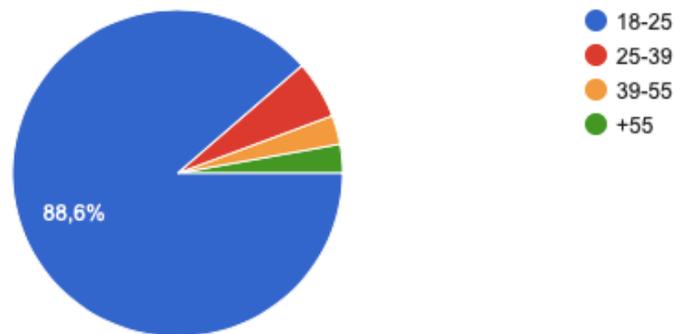


Figure 16: Respondent's ages (Survey, 2020)

This question allowed seeing which age category known Caroline Receveur, at least based on the author's network. These results are in agreement with the reality because nowadays, Caroline is one of the most popular influencers in France, she is ranged 8th out the 50 biggest influencers (Bouillet, 2020). Today, teenagers (18-25) spend a lot of their time on social media, so has more chance to know and to discover several influencers, in that case, Caroline Receveur than adults.

4°) Where are you from?

About the way to answer, it was an open response. That means that, participants could write themselves their country, that's why on the graph below, there are 3 votes for France and 3 for Belgium. In order to have the exact number of responses for each

country, the author has summed them. For France, the percentage is equal to 94,3% i.e. 66 out 70 participants. About Belgium, 3 people (4,2%) and 1 from Armenia (Figure 17).

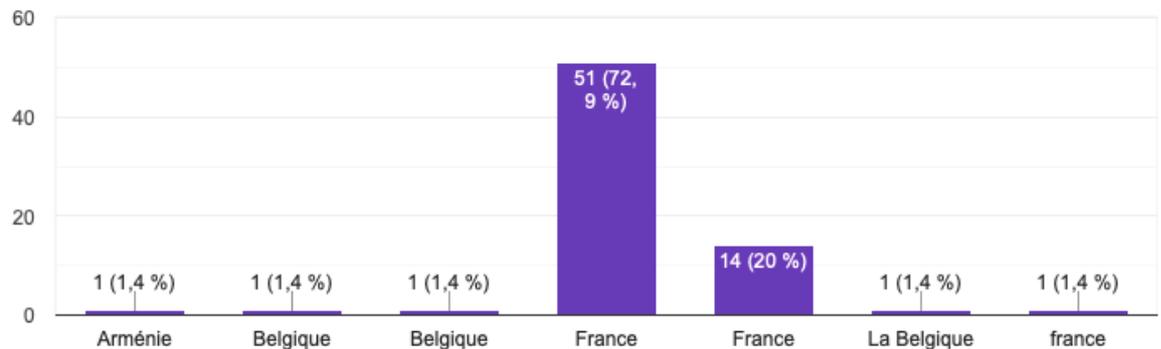


Figure 17: Where participants from? (Survey, 2020)

This question was asked to show that the majority of Caroline Receveur's community on social media is from France. As she said in an Instagram live, almost all her community is French and about the rest, a bit all over in the world.

5°) How do you know Caroline Receveur?

There were four possibilities of answer : 1) TV Show, 2) Instagram, 3) Thanks to her brands and 4) Partnerships/collaborations. The biggest percentage, 74,2%, refers to her participation in Secret Story, on 62 people who know Caroline Receveur, 46 knows her through this. About the rest, it's thanks to her Instagram account, 25,8% i.e. 16 people (Figure 18)

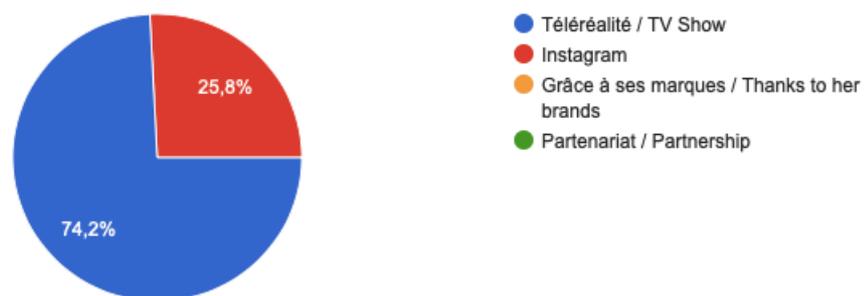


Figure 18: How respondents've known Caroline Receveur? (Survey, 2020)

Through this question, the author wanted to know how Caroline Receveur became "famous", known. Her community is based on her participation as candidate in Secret

Story. As she say in her book, when she left the TV show and came back to her home, she realized that she had touched a lot of people.

The following questions (sixth and seventh) are about the brands, Wandertea and RECC Paris.

6°) Do you know Caroline Receveur's brands?

There were 69 responses in total. Unfortunately for the researcher, most of the participants didn't know them. For Wandertea, 41 people and for RECC Paris, 43 have voted "no". Concerning those who had already heard about her brands, there are 28 people for Wandertea and 26 for RECC Paris (Figure 19).

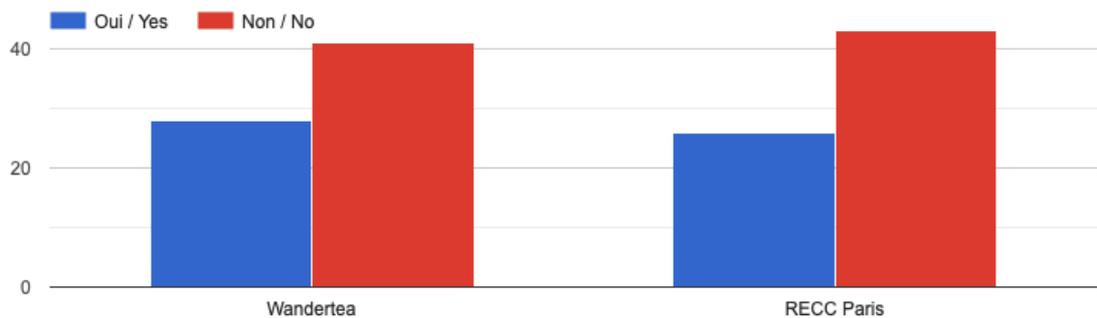


Figure 19: Respondent's knowledge about Caroline Receveur's brands (Surevy, 2020)

7°) How did you know them?

The last question is about people who know RECC and Wandertea. Through Caroline Receveur herself, 63,9% is the highest percentage. Thanks to close network, friends, family, 11,1% and the rest, 25% based on online-research on Internet.

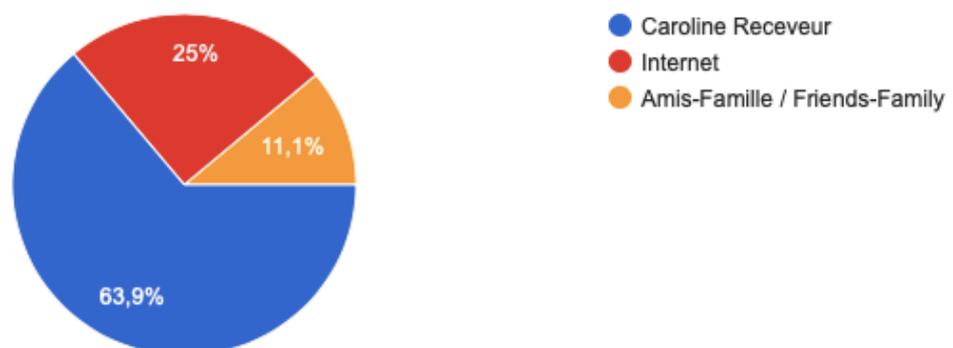


Figure 20: Means by which people knows these two brands (Survey, 2020)

Even if, the results for the sixth question are bad, not in accordance or at least, not that much with the research questions, with the subject. The last results from the seventh one are relevant and useful for the thesis. Through this question, the author wanted to see if the fact that Caroline Receveur is the CEO of these two brands had a positive impact on their notoriety or not. Obviously, yes. The goal of this question was to show that being known, in that case, being an influencer, on social media has a strong positive impact on brand's communication.

6 CONCLUSION

The objectives of this thesis were to highlight the opportunity to be an influencer in brand's creation, and show how Instagram is one of the most used social media, in the communication field. And the last was about the influences, more precisely, understand their keys of success on social media, analyse their path... The author chooses Caroline Receveur, French influencer and businesswoman, to illustrate it.

The first question was : Why is being an influencer strategic in the creation of brand? When someone creates his/her brand, he/she has to think about a lot of things such as products, promotion, place, price and so on... The first thing, surely the most important ones, rest the communication. Just to remind, the influencers has the hundreds, thousands and sometimes millions of subscribers, they don't have to worry about the communication or at least, not that much. Beyond that the number of followers, for some of them, after many years, they created a strong relation with their followers, a trust relation. Which means that, if the influencer create his brand and that his subscribers trust him, they'll become potential customers quickly. Moreover, knowing that they trust the influencer, they'll share the brand's account, they'll talk about it to their friends, parents: Word of Mouth is launched. Beyond all of this, thanks to new functionalities on social media, especially on Instagram, it is possible for influencer to interact, differently that with comments under pictures, videos... On their Instagram stories, influencers can publish polls, survey...in order to know the opinions of each one. For example, if an influencer looking for a place for his office in Paris, he can ask his followers on Instagram: Do you know where can I find a place for my future brand's offices in Paris? The subscribers can sometimes help the influencers to take a decision. That's why, be an influencer is strategic in the creation of brand.

The following question concerned Instagram : What are the main factors that make Instagram one of the most used social Network, in the communication field, nowadays? Instagram is used for personal reasons but for professional ones as well. The results show that this media is really present in the field of communication. With the creation of "Shopping Instagram", new brands appeared on this media to reach new people and to increase their brand's notoriety. According to the results, many brands said that this new functionality of shopping was really useful, it had allowed to increase sales and increase the traffic on websites. Moreover, the app design is really attractive and easy to

understand. Also, thanks to Instagram Explorer, it is the tab which allows discovering pictures, videos in link with your areas of interest. Some users have discovered brands through Explorer

And finally, the last research question: How has Caroline Receveur succeed to become one of the most influential and bankable women in France?

Caroline's pathway is specific because she became known thanks to TV show, Secret Story. But which is fascinating is how she's detached herself from her TV past and after that, became an entrepreneur and really famous influencer. She worked very hard for her first brand, Wandertea. She did everything to show the public that she was able to built her own company, to show that she wasn't only a TV candidate. Obviously, as the author said earlier, this experience helped her to be known, and she used her notoriety to promote her brand. She was sick of it that people said that "the candidate of TV create her brand, it's easy to communicate your brand..." But she always believed more in her brand, the concept than her image. That's how, she became another woman, with perseverance. After that, she's always been close to her community on social media, she advises her followers. She helps them... Since she was child, Caroline has always loved to create new project, innovate... She has created her second brand, RECC Paris with important values like, motivation, perseverance, braveness... For many young women and men, Caroline Receveur is a source of inspiration, a model. She was a young woman who's participated in a TV show to win. After that, she realized that her pathway had touched a part of the public. Then, she believed in herself. She failed many times but she never forgiven. Her perseverance is the key of her success.

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APPENDIX 1 : SURVEY

CREER SA MARQUE LORSQUE QUE L'ON EST INFLUENCER, BLOGGER... / CREATE ITS BRAND WHEN YOU ARE INFLUENCER, BLOGGER...

Bonjour à tous, je suis actuellement étudiant en école de commerce. Dans le cadre de ma thèse, je dois réaliser une étude sur la création de marque lorsque l'on est influencer, blogger...J'ai décidé d'étudier le cas de Caroline Receveur, fondatrice de deux entreprises. Ce questionnaire est complètement anonyme et a pour but de connaître les avis de chacun. Cela prendra quelques minutes et je vous remercie d'avance.

Hello everyone, I am currently a business school student. As part of my thesis, I have to make a study on the creation of brand when you are an influencer, blogger...I decided to study the case of Caroline Receveur, founder of two brands. This questionnaire is completely anonymous and aims to know everyone's opinions. It will take a few minutes and I thank you in advance.

Connaissez-vous Caroline Receveur? / Do you know Caroline Receveur?

- Oui / Yes
- Non / No

Etes-vous... / Are you...

- Femme / Woman
- Homme / Man

Quel est votre âge? / How old are you?

- 18-25
- 25-39
- 39-55
- +55

Quel est votre pays d'origine? / Where are you from?

Votre réponse

Si oui, comment l'avez-vous connue? / If yes, how do you know her?

- Télé-réalité / TV Show
- Instagram
- Grâce à ses marques / Thanks to her brands
- Partenariat / Partnership

Connaissez-vous les marques de Caroline Receveur? / Do you know Caroline Receveur brands?

	Oui / Yes	Non / No
Wandertea	<input type="radio"/>	<input type="radio"/>
RECC Paris	<input type="radio"/>	<input type="radio"/>

Si oui, par quels biais les avez-vous connues? / If so, how did you know them?

- Caroline Receveur
- Internet
- Amis-Famille / Friends-Family