twimbit

State of virtual influencers 2025

What are virtual influencers?

- **Digital creations:** Virtual influencers are fictional characters designed to appear lifelike.
- **Advanced tech:** Built using CGI (Computer-Generated Imagery), motion capture, and AI for realistic appearances and actions.
- **Social media focus:** Engage audiences and build connections on social platforms.
- **Human-Like behavior:** Mimic real influencers' actions, interests, and communication styles.

- **Three** primary types of virtual influencers:

Non-human digital personas

Animated human characters
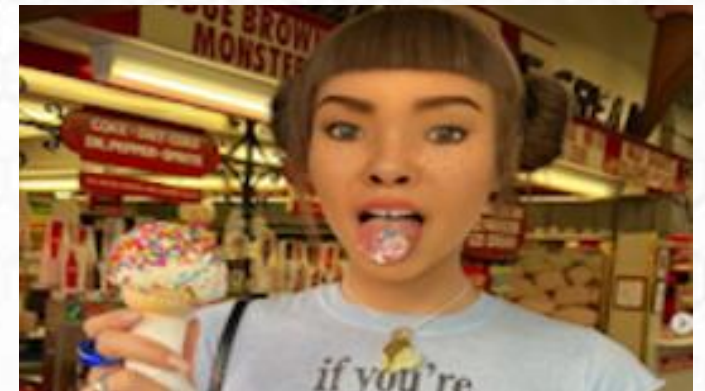
Lifelike CGI human representations

Why choose virtual influencers?

Strategic advantages

24/7 availability	**No risk of real-world scandals**
Complete brand control	**Highly customizable personalities**
Cost-effective compared to human influencers	**Appealing to Gen Z and digital-native audiences**

Global virtual influencer market overview

Understanding virtual influencers and AI-powered avatars market

The virtual influencer and AI-powered avatar market comprises **solution providers** and **service providers.** The market is driven by innovations in AI, metaverse technologies, and increased consumer demand for immersive digital experiences.

Solution providers:

- Companies creating the tools and platforms enabling virtual influencer development.
- AI frameworks, digital design tools, and platforms for avatar interaction.
- Example: **Pinscreen, UneeQ, Spatial Systems**.
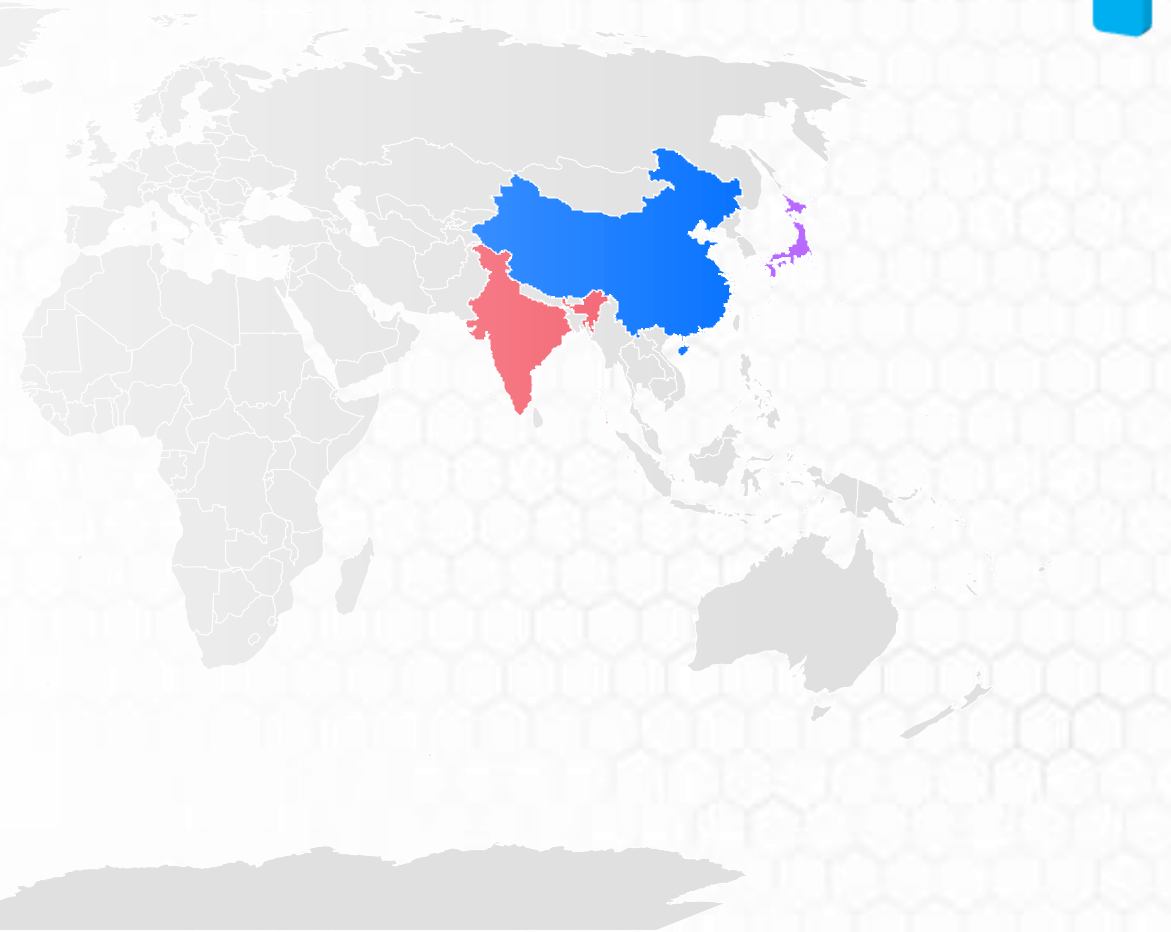
Service providers:

- Agencies and brands utilizing these solutions for marketing and e-commerce.
- Examples: Marketing agencies, entertainment brands, and companies running AI-driven campaigns.

Global virtual influencer market landscape

- Market is experiencing exponential growth, driven by **the increasing adoption of AI and virtual avatars** for marketing campaigns.

- In 2023, Global influencer market valued over US $15 Bn. By 2030, the market size is expected to surpass US **$37.8 Bn, at a CAGR** of **38.1%.**

- Asia is poised to lead global virtual influencer growth, with a projected CAGR of **42.7%** between 2024-2030, driven by strong demand and rapid adoption in the Asia Pacific market.

- China's virtual influencer market is projected to grow at a CAGR of **35.4%,** reaching US $40.93 Bn by 2030, driven by unmatched fan engagement rates, **3x** higher than human influencers.

- Japan leads with a 42.6% CAGR (2023–2030), followed by other significant markets include South Korea, India Singapore, and Malaysia.

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(Source: Mckinsey, kbvresearch, premia partners)

Global virtual influencers solution providers

Category	Company		Country/Region	Country/Region	Activity and Focus
Solution Providers	EPIC GAMES	Epic Games	Global (USA HQ)		Provides Unreal Engine, a platform for creating hyper-realistic avatars.
	soul machines	Soul Machines	New Zealand, Global		Sam (AI-based digital human), Sophie (customizable avatars for education/healthcare).
	AI FOUNDATION	AI Foundation	USA, Global		Digital personas for brands and personal AI avatars.
	DEEPBRAIN AI	DeepBrain AI	South Korea, Global		AI humans like news anchors and virtual assistants.
	PINSCREEN	Pinscreen	USA		Real-time photorealistic avatars for businesses and entertainment.
	DIDIMO	Didimo	Portugal, Global		Customizable 3D avatars used in gaming, VR, and marketing.
	Spatial	Spatial Systems	USA, Southeast Asia		Interactive VR spaces with avatars for virtual meetings and experiences.
	Dapper	Dapper Labs	USA, Southeast Asia		No direct VI but powers immersive experiences with blockchain tech (Flow blockchain).
	Replika	Replika AI	USA, Japan, Global		AI-powered chatbot avatars for personal relationships.

Note: Above listed providers are the global popular solution providers

Global virtual influencers service providers

Category	Company	Country/Region	Manage	Focus
Service Providers	**Aww Inc.**	Japan	**Imma**, Plusticboy (Zinn).	Virtual influencer creation and management.
	Sidus Studio X	South Korea	**Rozy** (South Korea's first VI), **Rui**.	Campaign management for fashion & advertising
	Luminary (Tencent)	China	**Ayayi**, Ling (Chinese VIs for luxury brands).	Managing luxury brand campaigns
	Activ8	Japan, China	**Kizuna AI**, Kiryu Coco.	VTuber creation and management
	Xmov	China, Southeast Asia	Developed live-streaming and brand collaboration VIs like **Luo Tianyi** (singer).	Digital influencer creation for live commerce
	Virtual Humanoids	Southeast Asia, India	**Naina Avtr (Indian VI)** (emerging markets).	Localized virtual influencer campaigns
	Zepeto (Naver)	South Korea, Global	K-pop integrations and customizable avatars (**used by BTS, Blackpink collaborations**).	Immersive, customizable avatar experiences
	Bauhaus Movement	USA	**Lil Miquela**.	Promoting fashion, art, and diversity
	China's Meitu	China	**Ling**, brand promotion for Meitu apps and AI.	Fashion and beauty campaigns
	SuperPlastic	USA, Global	**John Pork** (meme-based human-pig influencer).	Pop culture and internet trends
	Diigitals	UK, Global	**Shudu Gram** (world's first digital supermodel).	Luxury fashion campaigns
	Li Jiaqi & Austin Li	China	Famous live-stream e-commerce VIs for Chinese markets.	Live commerce and product promotions

Note: Above listed providers are the global popular service providers

Emerging top 4 trends in virtual influencer marketing

1. Rapid global market growth:

- Market growing at 40.8% CAGR (2025-2030); up to **30% of** influencer marketing
  budgets allocated to virtual influencers by 2026.
- Drivers: Cost efficiency, scalable partnerships, personalized digital experiences, and
  integration with the metaverse.

2. Technological advancements:

- AI, deep learning, and NLP create lifelike and interactive experiences for virtual influencers.
- Impact:
  - Adaptive behaviours foster stronger emotional connections.
  - Hyper-customized campaigns ensure better audience targeting.

3. Shift towards non-human avatars:

- Brands adopt creative digital personas that transcend human physical and cultural limitations.
- Impact: Brand differentiation, safer engagement for socially anxious audiences, and emotional
  support without judgment.

4. Industry diversification:

- Virtual influencers expand into finance, education, and healthcare.
- Challenges: Regulatory compliance and managing the emotional impact on users who prefer
  digital over real-world connections.

(Source: Grandview research, mediaweek)
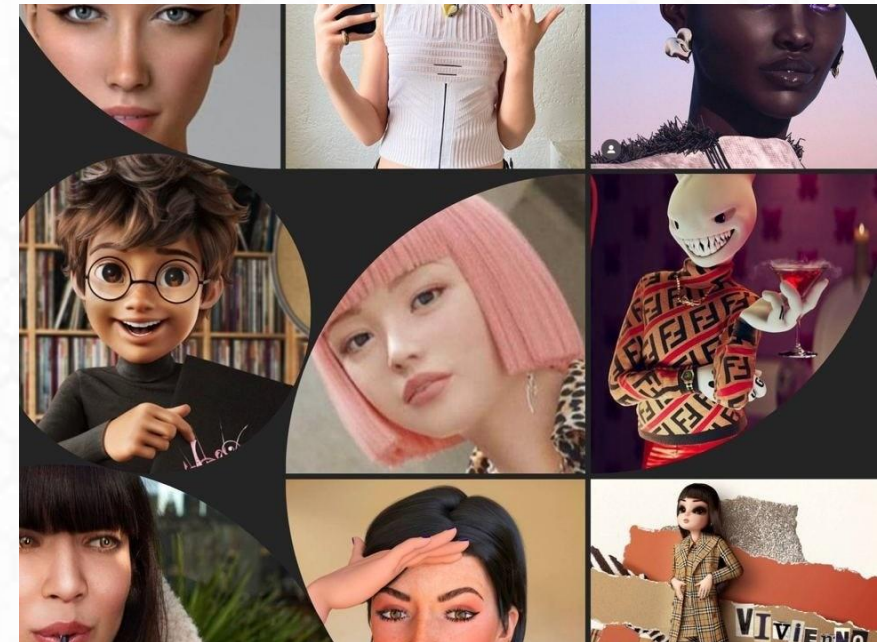
Top 3 popular platforms and virtual influencers

- Platforms in China: Weibo (31%), Bilibili (28%), Douyin (22%)

Popular virtul influencers platform in China

- Weibo 31%
- Bilibili 28%
- Douyin 22%
- Social media 19%

■ Weibo ■ Bilibili ■ Douyin ■ Social media
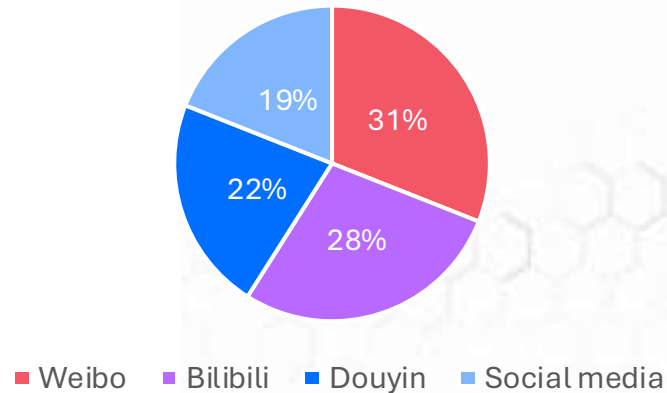
- Regional: YouTube, social media, e-commerce platforms
- Notable Virtual Influencers:
    - Japan: Imma
    - South Korea: Rozy, Rui
    - China: Ayayi, Ling, Luo Tiany

Imma (Japan)

Rozy (South Korea)

Ayayi (China)

Influence of cultural and demographic factors in Asia

Gen Z engagement and preferences in Asia

1. High engagement with virtual influencers:

- Nearly 46% of Gen Z express greater interest in brands utilizing AI-powered influencers.

- In China, 60% of internet users, often referred to as "netizens," actively follow virtual idols.

- Virtual influencers achieve engagement rates that are 3x higher than those of human influencers.

2. Gen Z values:

- Compared to older generations (50%), only 35% of Gen Z place importance on the authenticity of influencers.

- For Gen Z, follower count is a significant credibility factor, with 47% using it as a measure of influence.

- Entertainment is preferred over education in content consumption, with 48% favoring entertainment-focused influencers compared to just 29% seeking educational content.

3. Spending habits:

- Over 50% of Gen Z spend at least US $75 each month on purchases related to virtual influencers, showcasing their willingness to invest in this emerging trend.

(Source: market interactive, premia partners)

Gender representation in virtual influencers

1. Diverse gender portrayals:

- Female virtual influencers like Imma (Japan) and Rozy (South Korea) gaining popularity.
- Male virtual influencers such as John Pork appealing to Gen Z audiences.

2. Hyper-realistic designs:

- Virtual influencers like Shudu Gram blurring lines between real and artificial.
- AI-created fashion models like Naina Avtr from India pushing boundaries of realism.

3. Gender-neutral options:

- Some virtual influencers designed to be non-binary or gender-fluid.
- Allows for more inclusive representation and broader appeal.

Ethnicity and cultural representation

1. Diverse ethnic representations:

- Virtual influencers are being crafted to represent various Asian ethnicities, catering to regional audiences.
- Examples include Ayayi (Chinese), Imma (Japanese), Rozy (Korean), and Naina Avtr (Indian), each reflecting distinct cultural identities.

2. Cultural sensitivity:

- Influencers are designed to align with local cultural norms and values, enhancing relatability.
- Traditional elements are often incorporated into their appearance and storytelling to reflect cultural heritage authentically.

3. Cross-cultural appeal:

- Global virtual influencers like Lil Miquela demonstrate the potential to gain international audiences.
- This trend enables brands to create marketing campaigns with a blend of global and local relevance.

4. Challenges:

- Authentic representation of diverse cultures requires a deep understanding of cultural nuances.
- Balancing global appeal with local traditions is critical to avoid cultural appropriation or misrepresentation.

China

China's virtual influencer market size and projections

- The industry has witnessed a phenomenal growth of **285%** (2019-2022), signalling the rapid adoption of virtual influencers as a core marketing tool.

- Market is projected to value from US $4.91 Bn (2023) to a staggering US $40.93 Bn by 2030, driven by unparalleled fan engagement rates, 3x higher than human influencers.

- China's metaverse industry could reach US $8 Tn, with 37 Mn users adopting virtual identities by 2025.

Virtual identities will redefine consumer behaviour, paving the way for immersive brand experiences and long-term engagement in the digital space.

(Source: wechat course)

China's virtual influencer market growth projection (2023-2030)

$40.93 Bn

CAGR: 35.4%

$4.91 Bn

Market value (US $ Billion)

2023   2030

Year
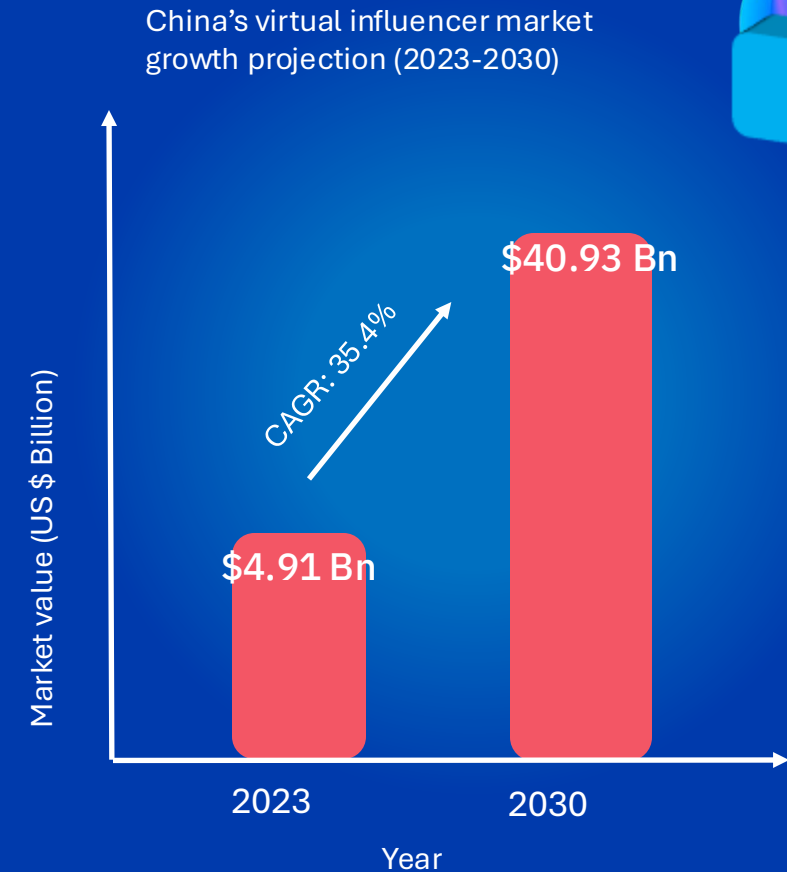
Key trends and adoption rates in China

- In China, 60% of internet users, often referred to as "netizens," actively follow virtual idols.

- By 2023, 317,000 companies invested in the virtual influencer sector, reflecting its critical role in China's digital economy.

- Virtual influencer activity thrives on platforms like **Weibo (31%)**, **Bilibili (28%)**, and **Douyin (22%)**, each catering to unique user preferences.

- Rising adoption of AI livestreaming during events like Singles' Day showcases a shift toward innovative sales strategies.

- Basic AI clones for livestreaming cost as little as US $1.1K (**8K yuan)**, lowering entry barriers for brands.

REDDI

XI Jia Jia
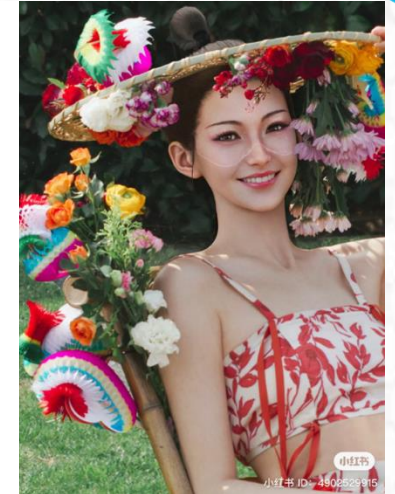
LIU Yexi

Ayayi's brand collabroatirons

(Source: kbvresearch, premia partners, luxion)

Notable virtual influencers in China

1. Influencers driving sales:

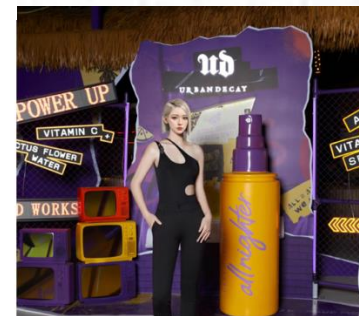- Virtual influencers like **Ayayi** and **Ling** have become key players in boosting brand sales, leveraging their massive online following.
- Collaborations with major luxury brands (e.g., Gucci, Dior) have resulted in higher engagement and sales conversions.

2. Massive social media following:

- **Ayayi:** Over 1 million followers on Weibo, renowned for her futuristic and stylish persona.
- **Ling:** Garnered 800k+ followers, celebrated for her modern appeal and AI integration in campaigns.

3. Brand partnerships:

- Virtual influencers are increasingly partnering with both global and local luxury brands.
- Effective in creating exclusivity and connecting brands with Gen Z and Millennial consumers.

(Source: luxion, wechat course)

Virtual influencers in China
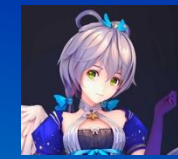
Name	Ayayi	Ling	Luo Tianyi	Li Jiaqi (Austin Li)
Developer/ Manager	Ranmai Technology	iQiyi	Shanghai Henian	Meione
Activity	Luxury brand ambassador	Virtual idol, music performances	Virtual singer, live concerts	Top live-streaming e-commerce influencer
Launch Date	2021	2020	2012	2017
Famous Work	Collaborations with Louis Vuitton	Featured in music shows and live events	Performs at live virtual concerts, collaborated with McDonald's	Famous for beauty product reviews and live-streaming sales
Weibo Followers	888K	417K	3.62 Mn	717K

Regulatory environment driving digital transformations

1. Government support:
- The 14th Five-Year Plan emphasizes advancing metaverse-related technologies and AI integration across industries.
- Policies like "Internet Plus" promote the digital transformation of traditional sectors, including food and entertainment.

2. Urbanization and lifestyle shifts:
- The New Urbanization Plan (2021-2035) aims to reshape urban lifestyles, driving demand for digital entertainment platforms and immersive technologies.
- Programs such as Digital China Initiative focus on integrating digital solutions into urban development.

3. Opportunities and challenges:
- The rise of AI-backed virtual influencers opens avenues in luxury branding and entertainment sectors.
- Initiatives like China's AI Ethical Guidelines (2022) push for transparency and cultural authenticity in AI applications.

These programs drive growth in digital entertainment and luxury sectors, ensuring innovation aligns with evolving consumer expectations while addressing authenticity challenges.

Sources: Visual China Group/Getty Images

Japan

Japan's virtual influencer market growth and cultural factors

Market growth:

- 2023: US $212 Mn
- 2030 projection: US $2,500 Mn
- CAGR: 42.6%

Cultural drivers:

- Deep connection to digital characters and storytelling
- ~80M social media users
- Popular platforms: Instagram, YouTube, Twitter, TikTok

Consumer trends:

- Growing reliance on influencer opinions for purchases
- Strong preference for visual content
- Virtual influencers playing roles beyond marketing, including entertainment

(Source: hotice global)

Japan's virtual influencer market growth projection (2023-2030)

$2500 Mn

CAGR: 42.6%

$212 Mn

2023   2030

Market value (US $ Million)

Year

Popular virtual influencers in Japan

1. Key figures leading the industry:

- **Imma:** One of Japan's most famous virtual influencers, known for her stylish presence in fashion campaigns.
- **Liam Nikuro:** Japan's first male virtual influencer, Liam Nikuro, focuses on fashion, music, and pop culture, resonating with younger audiences.
- **Kizuna AI:** Virtual YouTuber, credited with amassing millions of followers.
- **Saya:** Digital human created by a Japanese artist couple, Teruyuki and Yuka Ishikawa.

2. Expanding influence: Rising stars in fashion, beauty, and entertainment sectors are leveraging virtual influencers to captivate diverse audiences.

3. Challenges: Striking a balance between authenticity and relatability, and integrating emotional resonance into advanced AI interactions.

Virtual influencers in Japan
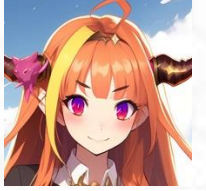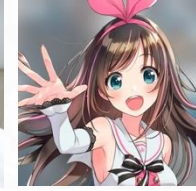
Name	Imma	Liam Nikuro	Kizuna AI	Plusticboy (Zinn)	Kiryu Coco
Developer/Manager	Aww Inc.	1sec Inc.	Activ8	Aww Inc.	Cover Corp.
Activity	Fashion model	Music producer, fashion collaborations	Pioneer virtual YouTuber, gaming content	Fashion model, magazine features	Virtual YouTuber, gaming streams
Launch Date	2018	2019	2016	2019	2019
Famous Work	Brand ambassador for IKEA, Dior	Promotes Japanese pop culture and music	Hosted virtual concerts, appeared in global gaming streams	Featured in high-end Japanese fashion magazines	Known for humorous and relatable gaming content
Instagram Followers	393K	11.6K	207K	43K	6.5K

Integration with entertainment industry

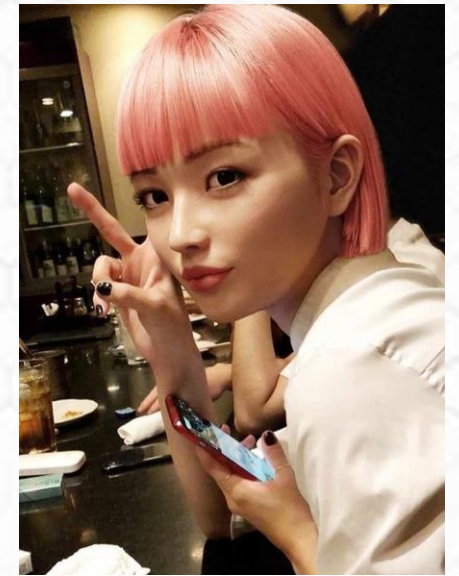**1. Virtual influencers driving immersive brand experiences:**

- Participate in virtual events music performances, concerts, and immersive digital gatherings.

- Examples include **Plusticboy (Zinn),** featured on covers of "Uniform Magazine".

2. Brands like Pokari Sweat and NordVPN integrate manga-style storytelling in campaigns, emphasizing the cultural resonance of virtual influencers.

3. Virtual influencers boost e-commerce by combining entertainment and convenience, allowing seamless purchases directly on social media platforms.

4. Future trends and cross-media collaborations:

- AI and deep learning enable real-time, authentic interactions.

- The expansion into VR and AR opens new possibilities for brand storytelling and audience interaction.

- Cross-media collaborations, such as **Kiryu Coco** streaming on Twitch and YouTube, bridge gaming and influencer marketing.

- **Liam Nikuro**, a Japanese-American virtual influencer, excels in music, fashion, and sports, participating in events like the NBA bubble with Rui Hachimura.
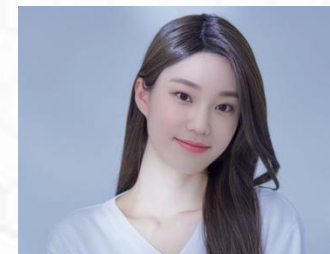
South Korea

South Korea virtual influencer market overview

South Korea is a prominent player in the global virtual influencer market, driven by the country's technological advancements and its strong digital culture.

Market characteristics

1.Technological ecosystem: South Korea's leadership in AI, gaming, and animation technologies enables the creation of highly realistic virtual influencers.

2.Cultural relevance: Virtual influencers resonate with Korea's K-pop, beauty, and entertainment industries, integrating seamlessly into the digital consumer lifestyle.

3.High social media usage: Platforms like Instagram and YouTube are widely used, providing fertile ground for virtual influencers to grow their presence.

Virtual influencers in Korea

Name	Rozy	Rui
Developer/Manager	Sidus Studio X	Sidus Studio X
Activity	Fashion and beauty campaigns	Lifestyle and fashion content
Launch Date	2020	2021
Famous Work	Featured in luxury brand promotions and commercials	Promotes cosmetics and fashion trends
Instagram Followers	177K	17K

Notable virtual influencers and their impact
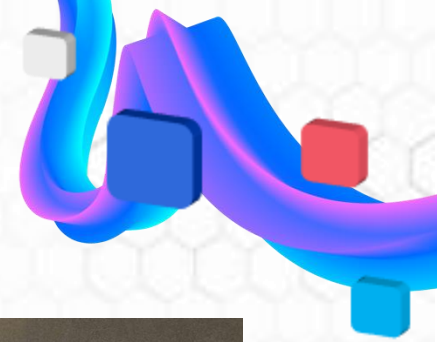
Rozy:

- Created by Sidus Studio X, projected to generate ~US $1.52 Mn (2 Bn Korean won).
- Collaborated with luxury brands like Chanel and Hermes.
- Expanded presence across TV, billboards, and bus advertisements.

Rui:

- Featured on the YouTube channel 'RuiCovery'.
- Official ambassador for South Korea's Ministry of Culture, Sports, and Tourism.
- Promotes Korea Tourism Organization.

Impact:

- Virtual influencers achieve 3x higher fan engagement than human influencers.
- Drive brand exposure and trust through strategic collaborations.
- Transform marketing strategies across multiple industries.

(Source: CNN)

Government initiatives and market growth

1. South Korea's Ministry of Culture, Sports and Tourism supports the development of virtual influencers through programs like the "Digital Content Support Program."
2. The government is investing in digital transformation and metaverse technologies through initiatives such as the "Metaverse Alliance Korea."
3. The influencer marketing sector was valued at US $380.40 Mn in 2023 and is expected to reach US $609.20 Mn by 2027.
4. Policies like the "Content Promotion Act" are fostering growth in entertainment and tech industries.
5. Virtual influencers are part of South Korea's "Hallyu 4.0" cultural export strategy to promote Korean pop culture globally.
6. Programs like "AI for Good" focus on integrating AI while preserving authenticity in marketing and virtual experiences.

(Source: HypeFactory)

Southeast Asia

Overview of key markets in Southeast Asia

Indonesia:

- Largest market with 167 Mn active social media users
- E-commerce expected to grow from US $105 Bn (2022) to US $235 Bn (2028)
- 60% of netizens follow virtual idols

Philippines:

- Fast-growing influencer marketing industry
- High engagement on Instagram
- ZALORA's Community Influencer Program enables anyone to become an influencer

Thailand and Vietnam:

- Key contributors to Southeast Asia's e-commerce growth
- Part of the market projected to reach US $2.59 Bn by 2024

Singapore:

- Tech hub driving innovation in virtual influencer technology
- High internet penetration and social media usage

(Source: Datareportal)
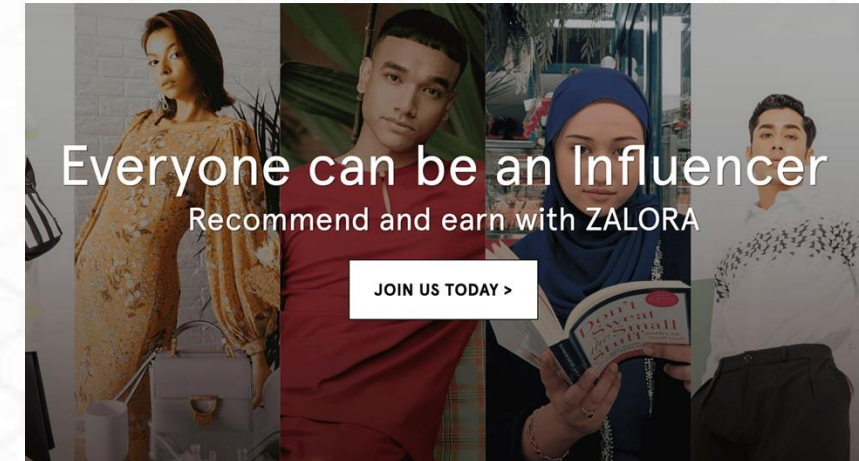
# Cultural nuances affecting virtual influencer adoption

1. Southeast Asia embraces digital characters and storytelling, making virtual influencers a natural fit.

2. 482 million Southeast Asians are active on social media platforms, creating vast opportunities for virtual influencers.

3. Platform preferences: YouTube, Facebook, and TikTok dominate, with TikTok growing rapidly, especially in Indonesia.

4. Consumers prioritize authenticity in choosing influencers, requiring virtual influencers to align with local values.

5. Local personalities play a key role in shaping influencer trends, guiding virtual influencer acceptance.

6. As the largest internet user group, Gen Z is leading the charge in embracing virtual influencers.

(Source: Statista)

Emerging trends in Southeast Asia's virtual influencer landscape

1. Mega-live sellers like **Li Jiaqi** and **Austin Li** are driving millions in sales on platforms such as Taobao, offering real-time engagement and boosting conversion rates.

2. Virtual influencers in diverse sectors:
   - Fashion and beauty: Virtual influencers like **Imma** from Japan promote brands like Dior and Louis Vuitton.
   - Electronics and appliances: Virtual influencers endorse tech products such as smartphones and home appliances through campaigns.
   - Financial institutions: Virtual ambassadors for banks like DBS in Singapore attract younger consumers.
   - Public sector engagement: Virtual influencers are being used to engage with citizens and promote government programs, like Malaysia's virtual ambassador for tourism.

3. Brands are using platforms like Instagram, TikTok, and YouTube to enhance the virtual influencer's reach.

4. With enhanced performance tracking tools and the rise of closed e-commerce ecosystems such as TikTok Shop and Instagram Shopping, influencer marketing is becoming more data-driven and integrated.
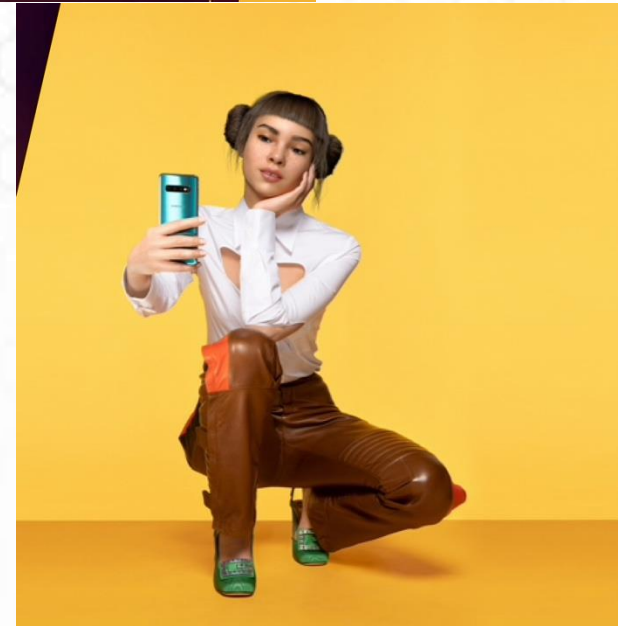
Opportunities in Southeast Asia's virtual influencer market

1. Southeast Asia's digital economy is projected to grow from **US $363 Bn** in 2024 to **US $1 Tn by 2030,** fueled by e-commerce and social media integration.

2. Micro-influencers (10,000–100,000 followers) account for **80%** of Instagram influencers in Asia and generate **11x** higher ROI than traditional advertising.

3. Influencer marketing delivers a return of **US $5.78** for every dollar spent, highlighting the effectiveness of virtual influencers.

4. Programs like ZALORA's Community Influencer Program and Tokopedia ByMe allow brands to tap into smaller, highly engaged audiences.

5. AI and VR are enhancing user experiences, creating more interactive and immersive campaigns.

6. Traditional businesses are exploring virtual influencer collaborations, and there is growing potential for cross-media projects such as virtual events and AR experiences.


(Source: HoganLovells)

India

India's virtual influencer market potential and growth factors

1. The Indian influencer market is projected to reach US $254.1 Mn (INR 2,200 crore) by 2025. Virtual influencers with 200,000-400,000 followers can earn US $5.8K-$11.6K (INR 5-10 lakh) per campaign.

2. Over 400 Mn Indians have access to social media, and 93% of marketing campaigns now use influencer marketing. Short video formats are also growing in popularity.

3. Nearly 2/3rd of the Indian population follow influencers, driving high engagement rates.

4. The virtual influencer market thrives in sectors like personal care (25%), food & beverage (20%), fashion & jewellery (15%), and mobile & electronics (10%).

(Source: THE ECONOMIC TIMES)
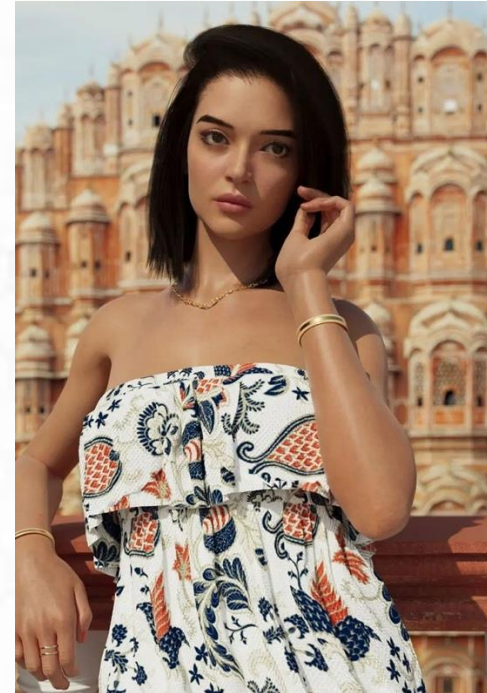
Emerging trends in India's virtual influencer market

1. Mega-live sellers are driving e-commerce sales with real-time engagement, converting viewers into buyers.

2. Key players:

- **Kyra**: India's first virtual influencer, collaborating with brands like boAt and Titan Eye.

- **Maya:** Launched by Myntra.

- **Naina:** Developed by Avtr Meta Labs.

- **Kavya Mehra:** India's first virtual mom influencer, unveiled by Collective Artists Network.

3. Brands are diversifying influencer presence across various social media platforms to maximize reach.

4. Improved performance tracking and the growth of closed e-commerce ecosystems like TikTok Shop are enhancing influencer marketing.

Virtual influencers in India

Name	Naina Avtr	Kyra	Maya	Kavya Mehra
Developer/Manager	Avtr Meta Labs	TopSocial India	Myntra	Collective Artists Network
Activity	Fashion and lifestyle content	India's first virtual influencer	Fashion and lifestyle promotion	India's first virtual mom influencer
Launch Date	2022	2022	2021	2023
Famous Work	Collaborated with brands like Nykaa, Reliance Trends	Collaborated with brands like boAt and Titan Eye	Promotes Myntra's products and engages in fashion campaigns	Creates relatable parenting and lifestyle content
Instagram Followers	421K	31.8K	168K	1.5K

Challenges and opportunities in India's virtual influencer market

Challenges:

- Balancing authenticity with artificial personas.
- Navigating cultural nuances in India's diverse market.
- Ensuring transparency and ethical use of virtual influencers.
- Adapting to rapidly evolving social media trends.

Opportunities:

- Cost-effective alternative to human influencers.
- 24/7 availability, ensuring consistent brand messaging.
- Hyper-personalization opportunities for regional markets.
- Expansion into new industries like tech and education.
- Integration with AR and VR technologies for immersive experiences.
- Effectively targeting Gen Z and millennial audiences.
- Potential for cross-media collaborations like virtual events and gaming.

Screengrab from video uploaded on Instagram by naina_avtr

Industry use cases for virtual influencers

Fashion and Lifestyle

Virtual influencers collaborating with luxury brands:

- **Ayayi** partnered with Louis Vuitton and Bulgari in China, while Rozy worked with Chanel and Hermes in South Korea.

Cost-effective marketing:

- AI clones for livestreaming can be created for as low as US $1.1 K (8,000 yuan), providing 24/7 availability and consistent brand messaging.

Appealing to Gen Z:

- Hyper-realistic designs resonate with Gen Z audiences, enhancing engagement and brand loyalty.

Challenges:

- Balancing technological innovation with fostering emotional connections remains a key challenge in virtual influencer marketing.

Food and Entertainment

1. Virtual influencers like "Mika" in Japan promote restaurants and hospitality services, enhancing customer engagement.
2. Mega-live sellers like "Li Jiaqi" drive sales during events like Singles' Day, influencing millions of purchases in real-time.
3. Virtual influencers host virtual events, such as "Kizuna AI" engaging audiences in gaming integrations and AR experiences for brands like McDonald's.
4. Pokari Sweat and NordVPN have successfully incorporated manga-style storytelling in campaigns to appeal to younger audiences, like using "Rozy" for promotional content.
5. AI tools like "Emma" in Germany help brands analyze user data to provide tailored content, driving higher engagement and conversion rates.

AI Influencers
Exploring the Rise of Virtual Influencers
NEILPATEL

Travel and Tourism

1. Emma, Germany's AI travel ambassador, promotes tourism on Instagram (@EmmaTravelsGermany) by providing travel tips, itineraries, and destination highlights in over 20 languages.

2. Emma uses the GNTB Knowledge Graph to deliver real-time tourism data, helping users stay updated on the latest travel trends.

3. AI-driven itineraries are tailored to individual preferences, such as customizing recommendations for adventure or cultural experiences.

4. Virtual reality tours and augmented reality features let travelers explore destinations like Berlin's Brandenburg Gate before visiting.

5. Ensuring AI-generated travel content feels authentic, especially when representing local experiences like food tours or cultural events, is a key challenge.
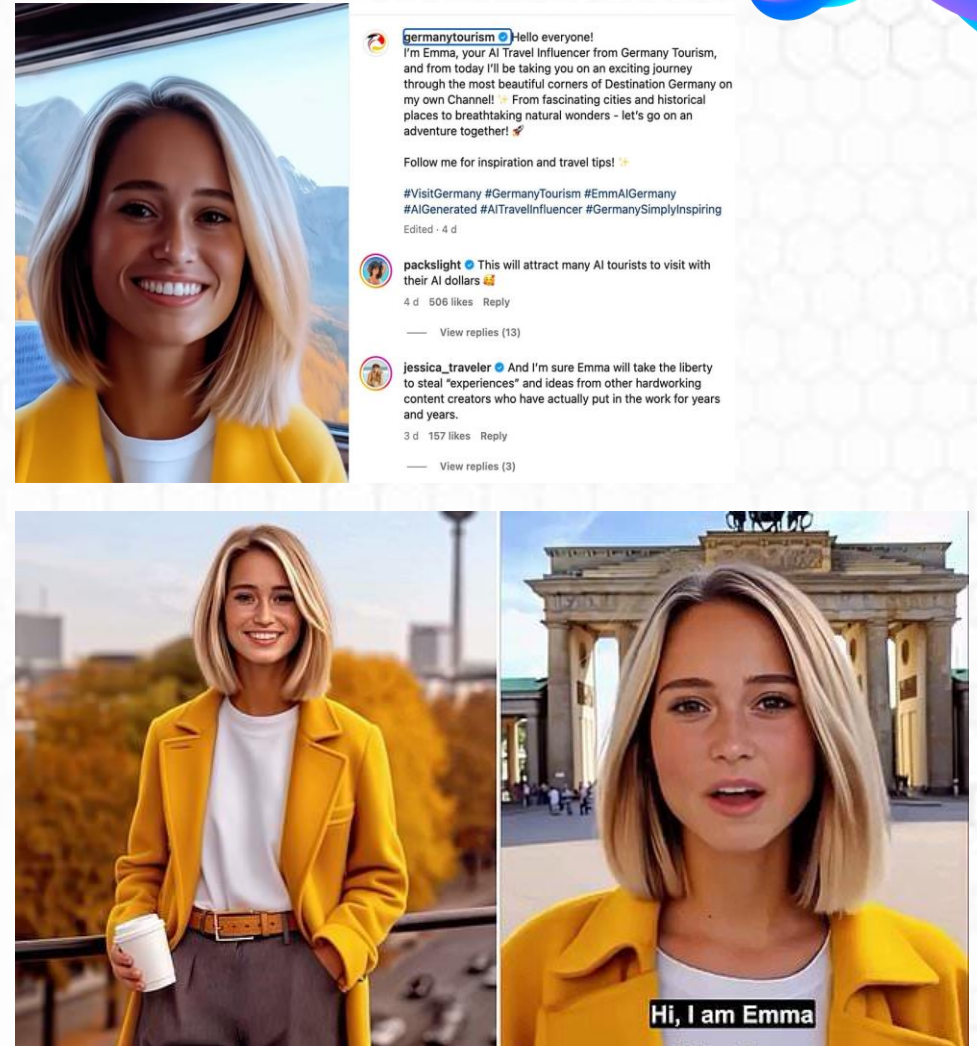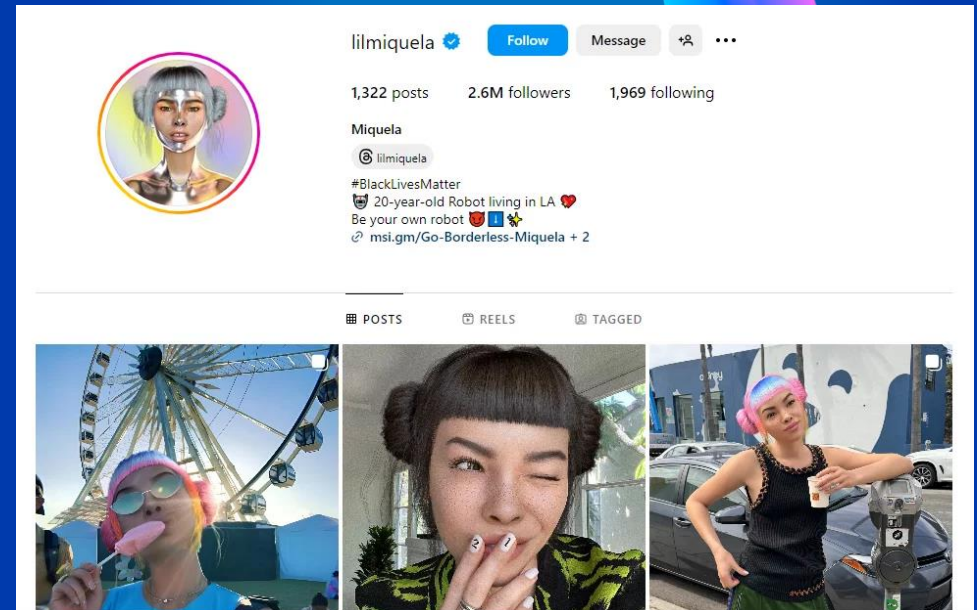
5 notable virtual influencers

1. Lil Miquela (Global)

- **Created in 2016 by Brud**

- **Over 3 Mn Instagram followers**

- **Collaborations: Chanel, Prada, Louis Vuitton**

- **Charges ~ US $8,000 per sponsored post**

- **Named in TIME's 25 most influential people on the internet**

- **Revenue: $11.7 Mn in 2019**
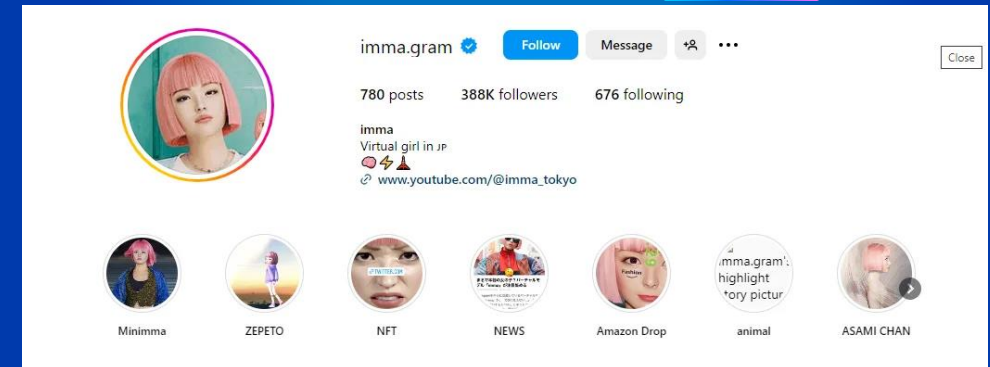
(Source: premia partners, sproutsocial)

2. Imma (Japan)

- Known for hyper-realistic appearance

- Instagram following: 400,000+

- Collaborations: IKEA, Porsche, Dior

- Featured in Coach campaign with Lil Nas X

- Appeared on cover of CGWorld magazine

- Promotes diversity and inclusivity in fashion

(Source: sproutsocial)

3. Rozy (South Korea)

- Created by Sidus Studio X

- Projected profit: Over US $1.52 Mn (2 Bn Korean won)

- Partnerships: Chanel, Hermes, Calvin Klein

- Featured in TV commercials and billboards

- Promotes sustainable fashion and lifestyle

- Engages in social causes and charity work

Rozy Oh (22), Korean, Model, brand ambassador, environmental enthusiast
Source: Shinhan Life advertisement, LOCUS X, Rozy's official Instagram account(@rozy.gram)

(Source: Social champ)

4. Ayayi (China)

- Over 817,000 fans on Weibo, 127,000 on Xiaohongshu

- Collaborations: Louis Vuitton, Bulgari, Guerlain

- First meta-human to join China's largest talent agency, Tianyu Media

- Promotes Chinese culture and traditional elements in modern context

- Demonstrates growing popularity of virtual influencers in China's market

"Virtual Influencer" Ayayi working with Porsche

5. Shudu (Global)

- Created by photographer Cameron-James Wilson

- Known as the world's first digital supermodel

- Gained viral attention with Fenty Beauty

- Worked with Samsung for Z Flip model campaign

- Featured in Vogue and Harper's Bazaar

- Advocates for diversity in the fashion industry

- Blurs lines between digital art and fashion photography

(Source: premia partners)

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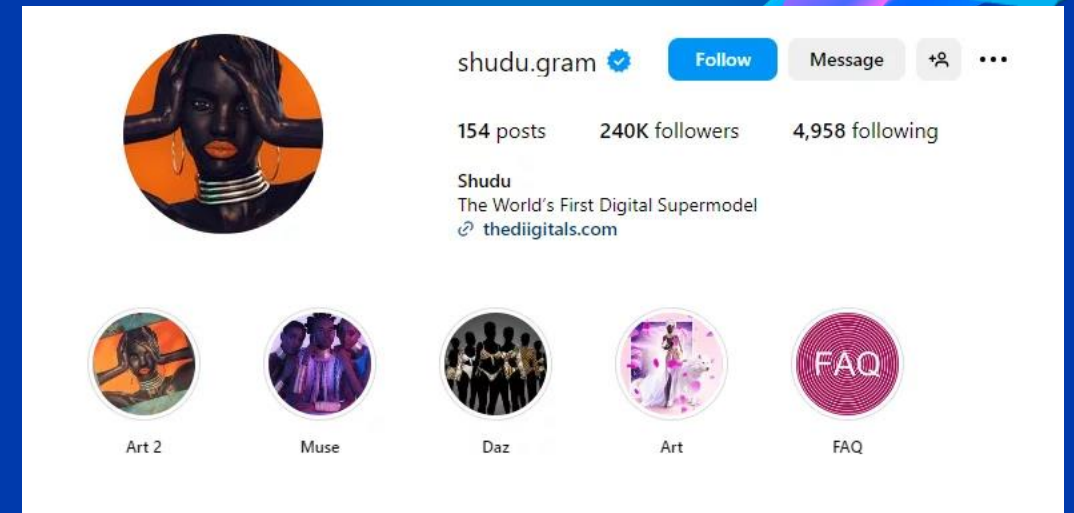
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