

A **CORQ.** ORIGINAL REPORT



# 2024 DATA REVIEW

INSIGHTS TO FUEL  
INFLUENCER CAMPAIGNS

## ABOUT CORQ.

Founded in 2016 by award-winning author Sara McCorquodale, CORQ. is the only journalist-led influencer intelligence service.

With subscribers receiving exclusive insights, data analysis, trend forecasting and talent discovery every day, CORQ. is an invaluable tool for industry-leading agencies, media companies and brands.

TRUSTED BY...

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LAUDER  
COMPANIES

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ual: university  
of the arts  
london

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The Telegraph

dfs

THE TIMES  
THE SUNDAY TIMES

SHISEIDO

H&M

PAPIER

LUSH  
FRESH HANDMADE COSMETICS

PUTTING INFLUENCER  
MARKETING IN CONTEXT  
**TESTIMONIALS FOR CORQ.**

**sky**

*"CORQ gives us a great overview of talent and the confidence to work with them. The newsletters keep us abreast of the latest news, and the editorial aspect separates CORQ from every other influencer platform."*

*"CORQ is a constant source of insight and inspiration. I check it religiously to ensure we are always on the front foot before brainstorm."*

**global**

**BBC**

*"CORQ gives us a brilliant overview of talent from a broad spectrum of backgrounds and crucially, the confidence that in working with them, the editorial standards of the BBC will be upheld."*

*"It's nice to know that a platform like CORQ is on top of the ever-changing landscape of influencers, trends, and industry news. CORQ is my best friend!"*

**LUSH**

**McCANN**

*"We love working with CORQ. The team has created an intuitive, powerful and useful tool that has made a huge difference to our work."*

*"CORQ is an invaluable tool that is crucial to all influencer campaigns."*

**Halpern**

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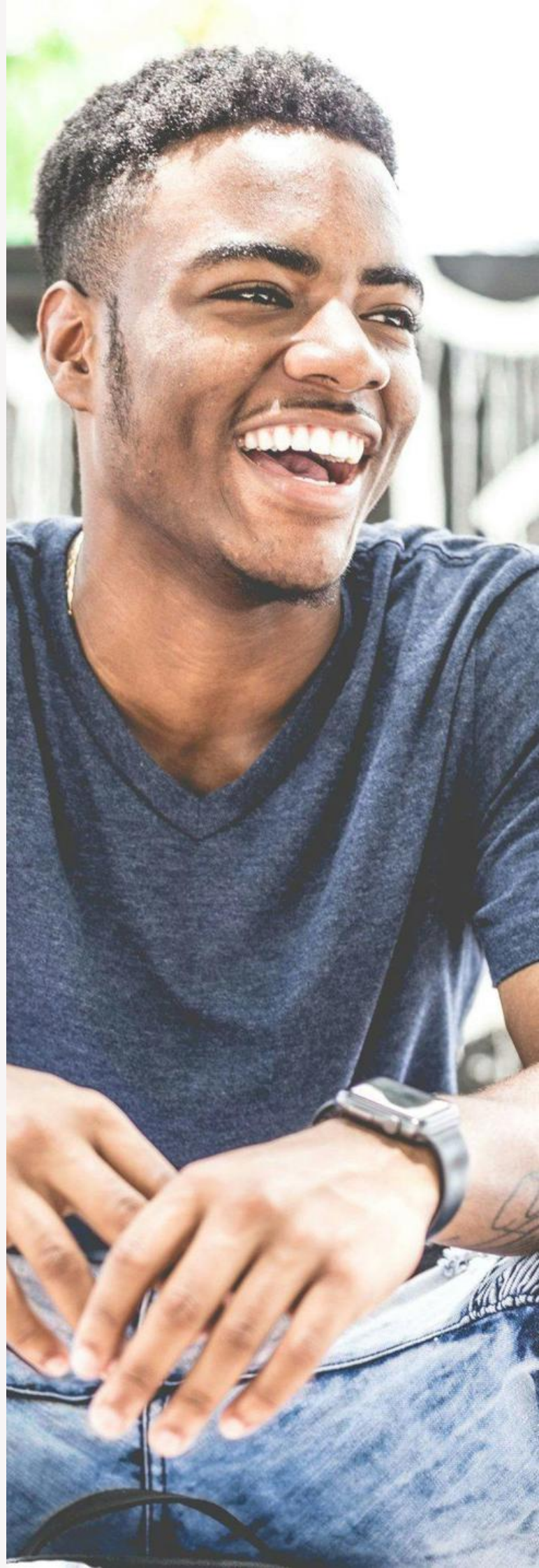
TOP 50 PARTNERSHIPS: 26-50

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WELCOME TO  
CORQ DATA  
REVIEW 2024





# CONTEXT TO THIS DATA ANALYSIS

*Key background information that determined the findings of this report and caveats that must be considered in reading its results.*

This report has been compiled through analysing the Instagram accounts of 15,000 active creators in the UK from 1 January to 30 November 2024. The database we monitored for this research was curated and the metrics we have reported are based on public information. You may notice this work focuses on consumer engagement rather than performance - this is because we have not measured influencer adverts on private data such as reach.

Our figures are calculated using influencer adverts from the period up to 30 November 2024 that were still live on this date and published as permanent posts. Influencer adverts that were deleted during the year or not marked clearly as advertising have not been picked up by our system and therefore are not part of this analysis.

Bearing in mind creators frequently delete commercial content, it is important to stress the data in this report is a reflection of what was live and labelled as advertising on 30 November. It is an analysis of the data that was available on this date covering the aforementioned period of time.

## **ENGAGEMENT RATE CALCULATION FOR THIS REPORT**

This is calculated on posts as follows:  $((\text{likes} + \text{comments}) / \text{follower count}) \times 100$

## **CORQ'S COMMITMENT TO INDEPENDENT ANALYSIS**

A quick reminder of how CORQ works: We are a group of journalists and researchers who independently analyse the influencer space and the creator economy. We do not represent any talent - the business is funded by subscription fees and commissioned research projects.

# HEADLINE FINDINGS

Key conclusions based on CORQ's annual data review 2024 and what they mean for you

## 1 Creators with under 500K followers produced 79% of 2024's top #ads

75% are female and 67.7% are based in London. 87% are between 18- and 34-years-old. Regional diversity in creator campaigns has diminished throughout 2024 and data suggests that while the industry is developing in the North and South of England, it requires investment in Northern Ireland, Wales, Ireland and Scotland.

## 2 Fashion brands accounted for the largest volume of top ads

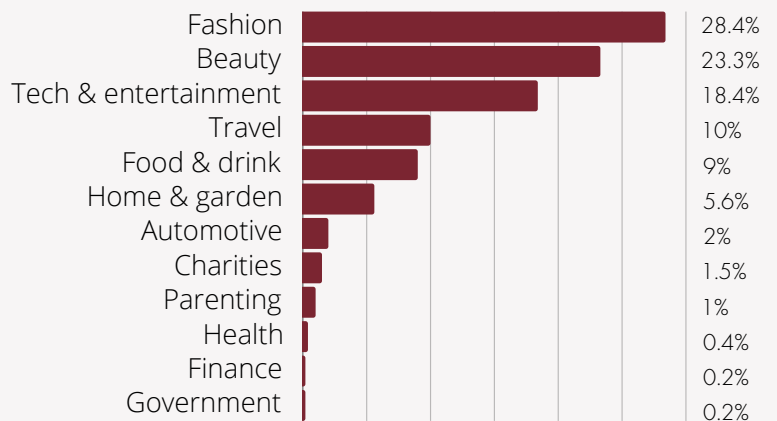
They did this through GRWM content and Carousels, recognising that post-pandemic consumers are responding more to influencer posts which feature one look rather than multiple styles. Fashion brands also won audience attention through adopting travel narratives and through content from creator trips to annual events such as Coachella. On top of this, many capitalised on the interest in Taylor Swift's The Eras Tour by taking creators to the event.

## 3 Creators of colour delivered 33.4% of 2024's top ads

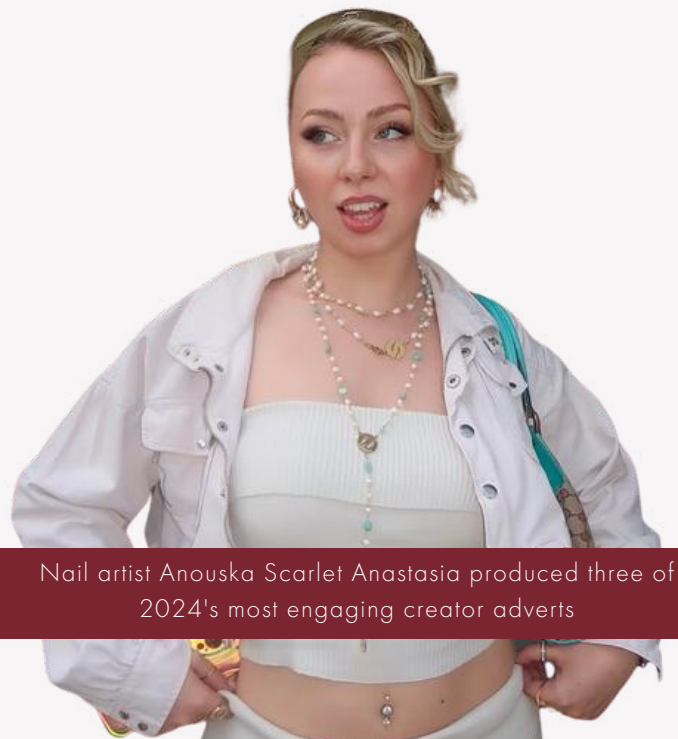
They also produced 40% of the top 50 commercial posts of 2024. In a year of declining interest in diversity and multiple influencer call outs when brands have not been inclusive in their marketing, the success of creators of colour is worth noting and acting upon in 2025.

## 4 53% of influencer partnerships were labelled correctly

On average, from January to November 2024, 47% of commercial posts were signposted using labels the Advertising Standards Authority does not recognise such as gifted, gifted stay, PR and affiliate. 53% were marked with terms the regulator has ruled must be used, most prominently #ad.



Top creator ads of 2024 by vertical (%)



Nail artist Anouska Scarlet Anastasia produced three of 2024's most engaging creator adverts

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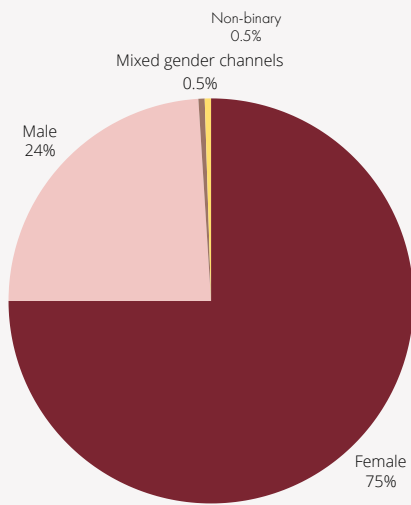
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THE CREATOR  
ECONOMY



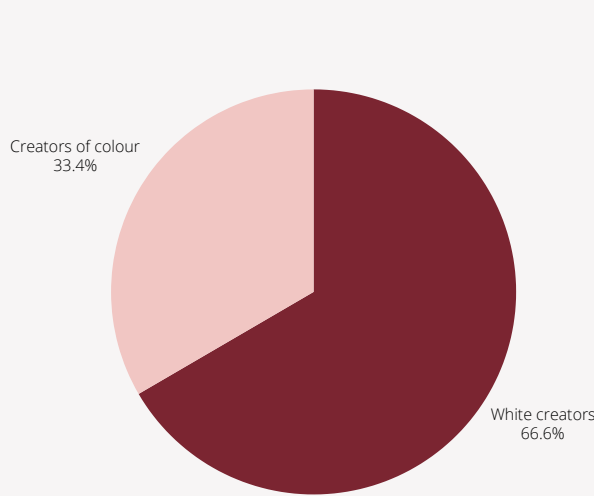


# Data Review 2024

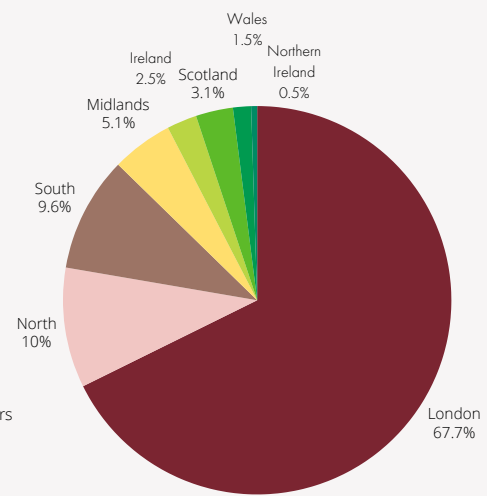
## CREATORS WHO DROVE HIGHEST ENGAGEMENT ON #ADS IN 2024\*



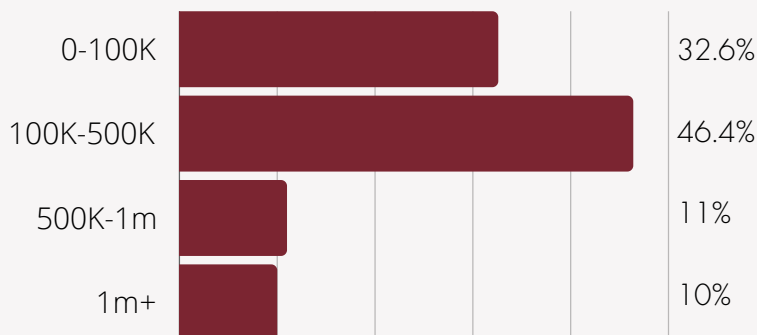
Creator breakdown by gender



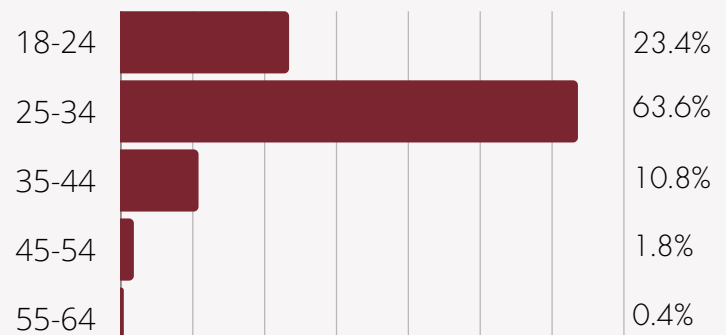
Creator breakdown by ethnicity



Creator breakdown by location



Creator breakdown by audience size (%)



Creator breakdown by age bracket (%)

\*Based on the top 550 creator partnerships from January 2024 to November 2024 with the highest engagement rates.

# CREATOR IMPACT IN 2024: FIVE KEY STATISTICS

**24  
minutes**

How long it took for Molly-Mae Hague's brand Maebe to sell out its first collection.

**Five  
million**

Downloads reached by Alex Light and Emily Clarkson's podcast in 2024.

**£310K**

The amount donated to Great Ormond Street Hospital by gaming creator Dan TDM.

**One  
million**

The number of copies Roxie Nafousi has sold of her books, "Manifest" and "Manifest Dive Deeper" as of August.

**Three  
hours**

The time it took for Sidemen's charity football match to sell out 90K tickets in November.



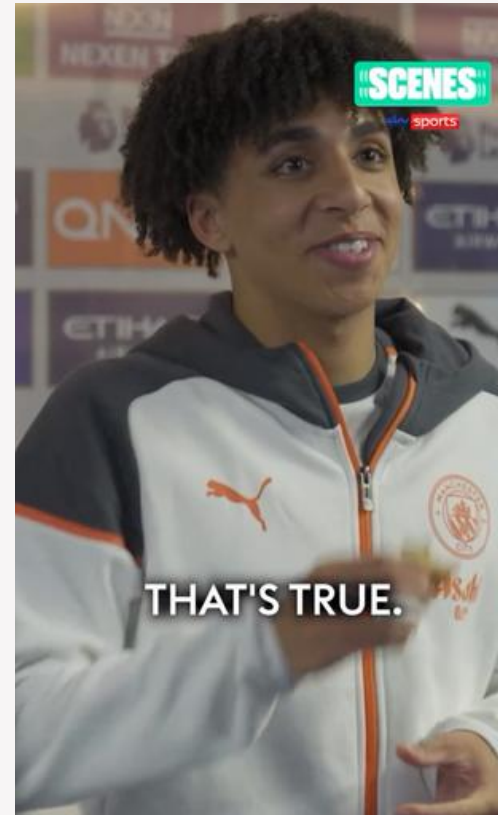
# WHAT DROVE CONSUMER INTERACTION WITH #ADS?

## Talent cameos from sports and entertainment

This was especially potent for sports and media brands. Sky has seen big views in 2024 with its social series Scenes which features creators such as Specs Gonzalez as well as Premier League players. Then there was Billy Wingrove's partnership with FC Bayern Munich featuring Harry Kane (11% ER) and Rio Ferdinand's collaboration with Manchester United welcoming Leny Yoro to the club (8.9%). Also worth reviewing is Zainab Jiwa's humorous Reel for Paramount Pictures, in which she interviewed the cat from the film franchise "A Quiet Place" to promote its latest instalment (19.2% ER). All of these activations promoted some form of entertainment and allowed influencer audiences to feel closer to macro talents and huge events.

## Marathon journeys and storytelling

Misha Grimes, Milly Pickles and Anna Archer repeatedly drove high engagement for brand sponsors in the run up to their various races, proving focused, longer-term brand partnerships can be a clever investment. Creators set to run marathons in 2025 include Love Is Blind UK star Demi Santana Brown who will take on the London race and fitness influencer Hannah Trenches, who will run in the Tokyo event in March.



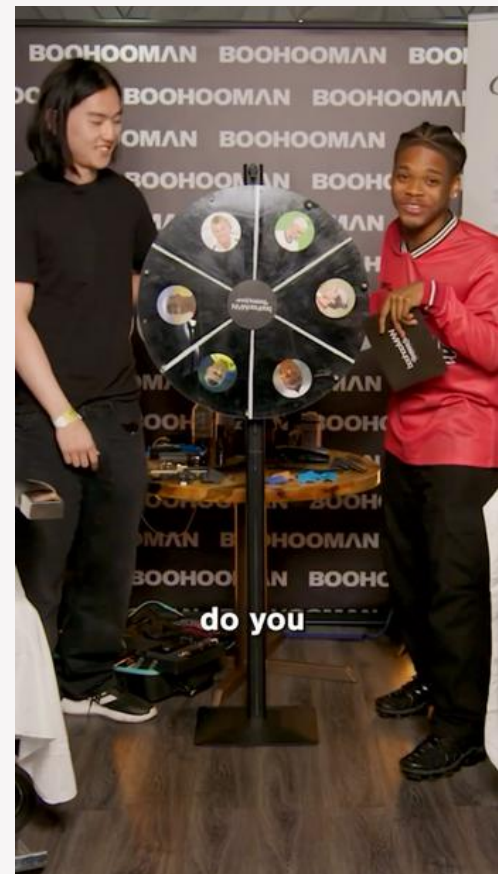
## Brand-driven entertainment broke through

Comedic skits, challenges and quizzes with very little explicit commercial messaging were king in 2024. These featured at least two people, utilising the growing trend of “duo” content to widen audience appeal. This increased content relevance through recognisable relationship dynamics. All of this delivered high engagement for Lloyds, Duck, BoohooMan and BOSS. Brands looking ahead to 2025 should consider utilising tried and tested entertainment formats such as “this and that” to drive attention for influencer campaigns. While some “duo” content features two creators, many videos in this style are made by one influencer and a family member or friend who does not have a social audience.



## Experience-related and inspired content

This was especially prevalent in the summer when 38% of July’s top adverts and 26% of September’s top adverts documented brand experiences rather than products. Creators saw big success through leaning into content aimed at consumers attending Taylor Swift’s Eras Tour. For example, Alice King’s Reel for Glisten Cosmetics showcased Swift-inspired makeup. Trinity also scored a top organic post by creating a Swift-inspired look as did Nicole Whittle, by heading to Swiftie London hang-out The Black Dog to ensure the Vauxhall pub had suitable options for vegans. Any brand linking campaigns to cultural events in 2025 should note Swift content started trending in April even though the UK leg of the tour didn’t begin until June.



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# KEY TIKTOK MOMENTS OF 2024

Branded creator posts which cut through thanks to creativity and reacting to what audiences want



# January - April

## Hobbycraft Wimbledon

A team video went viral when staff lip-synced and danced to Little Mix's "Salute" to attract new applicants for its vacant team leader role. The result? An unprecedented deluge of applications and a comment from Little Mix star Jade Thirlwall herself.

**STATS: 1.6M views, 123.9K likes, 6.7K shares, 4.1K favourites and 1.9K comments.**

## Medhy Malanda X Peloton

The grooming and skincare creator has previously talked about how Peloton has been a powerful tool in his battle with depression. This year he collaborated with the brand to challenge his bodybuilder cousin to a Peloton battle. A hugely successful partnership.

**STATS: 6M views, 7.1K likes, 149 shares, 482 favourites and 82 comments.**

## British Vogue X Rhode

Rhode's phone case with a built-in lip glaze mould went viral thanks to the gloss gurlies. British Vogue's creative director Julia Hobbs was the first journalist to receive this and her unboxing video on the publisher's TikTok page is one of its top posts

**STATS: 2.6M views, 546K likes, 6.1K shares, 19.2K favourites and 2.8K comments.**

## Bluejade Design Co shoutout

Leisurewear brand Bluejade Design Co posted a video saying it was looking for spring ambassadors and would send "PR" to anyone whose comments had zero likes. The brand earned kudos from creators and proved the power of lo-fi activations in 2024.

**STATS: 1.5M views, 64K likes, 477 shares, 3K favourites and 51.7K comments.**



From left to right: A team member from Hobbycraft Wimbledon, Medhy Malanda, Julia Hobbs and Bluejade Design Co.

# May - August

## Fred Asquith X Reon Pocket 5

Asquith's [TikTok](#) on how to stay cool in a London heatwave, even if you're on the underground, led to his advert for the thermal device attracting a wave of commuter hacks in the comments and people sharing their favourite TfL routes.

**STATS: 234K views, 42K likes, 5.2K shares, 4.5K favourites and 236 comments.**

## M&S X Mark and Spencer

The feel-good [campaign](#) of 2024. M&S teamed reality TV stars [Mark Wright](#) and [Spencer Matthews](#) together and their tongue-in-cheek and relaxed chemistry was a social smash. It also showcased the retailer's menswear offering in a whole new light.

**STATS: 1.2M views, 36.8K likes, 9.7K shares, 1K favourites and 318 comments.**

## Kait Park X Flora Buttery

A date night [video](#) in which Park used Flora Buttery in her garlic bread, Korean pasta and key lime pie. She highlighted the palm oil information as well as the fact she was cooking for her boyfriend who has a preference for beige food.

**STATS: 2.8M views, 7.2K likes, 166 shares, 513 favourites and 78 comments.**

## Louise Pentland X Space NK

When the beauty retailer [sent](#) Pentland's Gen Alpha daughter Darcy her "very own PR haul", the OG YouTuber's audience used the moment to celebrate the teen, who has fast become her mother's mini-me. A heartwarming collaboration.

**STATS: 1.2M views, 102.1K likes, 2.4K shares, 2.2K favourites and 923 comments.**



From left to right: Fred Asquith, Mark Wright and Spencer Matthews, Kait Park and Louise Pentland with daughter Darcy

# September - November

## Chip Shop Diva X Rimmel

When Merchants Fish & Chips became a TikTok sensation, its glamorous employee Destiny became a star. Rimmel speedily reached out to produce a lip oil video and the “Chip Shop Diva” delivered. A good case study for working with viral talent.

**STATS: 2M views, 163.1K likes, 8.3K shares, 5.4K favourites and 1.4K comments.**

## Bus Aunty X Jacquemus

The luxury brand achieved enormous success via its genius casting of Bemi Orojuogun, a woman famous for her mostly-silent videos of her and a looming double decker bus, in a campaign to promote its flagship London store.

**STATS: 8.6M views, 560.8K likes, 22.1K favourites and 6.3K comments.**

## Josh X Jason’s Sourdough

Creator Josh got 1.8M views for his straight-to-camera complaint about not being able to get hold of Jason’s Sourdough. The brand immediately sent him a care package, which he revealed in a follow-up video. A masterclass in community engagement.

**STATS: 127.1K views, 12.2K likes, 738 shares, 200 favourites and 219 comments.**

## Tom Trotter X Under Armour

A case study for having a wide-ranging creator network to communicate your brand. Trotter is hugely fit, loves his mother and is an internet eccentric. He shared a BTS TikTok from his shoot with Under Armour and gave the brand a new spin in the process.

**STATS: 8.5M views, 143.6K likes, 1.2 shares, 5K favourites and 765 comments.**



From left to right: Josh, Bemi Orojuogun AKA Bus Aunty, Destiny AKA Chip Shop Diva and Tom Trotter



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TOP 50 MOST  
ENGAGING  
CREATOR  
PARTNERSHIPS  
OF 2024 ON  
INSTAGRAM



# DATA REVIEW 2024

## TOP 50 MOST ENGAGING CREATOR #ADS

	ER (%)
<u>1. Michael Timbs X Red Bull Racing</u>	167.7
<u>2. Abbey Sadleir X Airbnb</u>	151.8
<u>3. Sabina Trojanova X Tourism Ireland</u>	82.7
<u>4. Gustavo Piers Milton X Wrangler</u>	74.4
<u>5. Alice King X Glisten Cosmetics</u>	64.8
<u>6. Bei Na Wei X Dorchester Collection</u>	63.8
<u>7. Greta Mikki X Lookfantastic</u>	58.6
<u>8. Anouska Scarlet Anastasia X Umberto Giannini / Boots</u>	44.2
<u>9. Anouska Scarlet Anastasia X OPI</u>	43
<u>10. Theo Thomas X Turtle Beach</u>	40.6
<u>11. Emily Blackwell X Clearblue</u>	39
<u>12. Toby Clarke X Mob</u>	37.3
<u>13. Sabina Trojanova X Java Whiskers UK</u>	34.7
<u>14. Bernadette Hagans X JD Sports</u>	33.1
<u>15. Danielle Dean X Haier</u>	31.9
<u>16. Eliza Rain X TGA Mobility</u>	31
<u>17. Specs Gonzalez X Sky Sports</u>	30.7
<u>18. Eleonora Zontini X Regent Street</u>	30.7
<u>19. Anouska Scarlet Anastasia X OPI</u>	29.6
<u>20. Celiatoks Family X LADBible &amp; Lloyds Bank</u>	29.6
<u>21. Victor Kunda X Amazon Prime Video</u>	29.3
<u>22. Ben Brown and Ciara Doyle X Olympics 2024</u>	28.9
<u>23. Jack McCann X Six Senses</u>	28.6
<u>24. Ryley Isaac X ghd</u>	27.9
<u>25. Kayleigh Sherbourne X Frenchie Paint</u>	27.7

# DATA REVIEW 2024

## TOP 50 MOST ENGAGING CREATOR #ADS

26. Lena Bagrowska X IPSY/ Boxycharm

27. Tennessee Thresher X ghd

28. Elise Morgan X Maybelline

29. Niall Gray and Imogen Andrews X Duck

30. Jilly Isabella X ASOS

31. Sophie Pontin & Kaci Shiers X Coco & Eve

32. Homam Ayaso X Buzzfeed Tasty / Tasty UK

33. Nathaniel Smith X Kamado Joe

34. Frishta Ghaderi X Glow Recipe

35. Racheal Akua X Dyson

36. Toni Tone X Virgin Atlantic

37. Kirthanaa Naidu X On

38. Jon Hosking X Peloton

39. Luke Millington-Drake X BOSS

40. Calum McSwiggan X Virgin Atlantic

41. Abena/ Travelling Tuesdays X Disney Parks

42. Sharky X ATP Tour

43. Specs Gonzalez X JD Sports

44. Zainab Jiwa X Paramount Pictures

45. Kseniia X LEGO

46. Safaa Alban Lloyd X ASOS

47. Anna Archer X Gymshark

48. Lexie Harris X Christy.

49. Whitney Adebayo X The Luxury Bed Company.

50. Makai Fray X boohooMAN

ER (%)

26.8

26.1

25.5

25.5

24

24

23.3

23.2

23.2

23

22.3

21.6

21

20.5

20.3

20.2

20

19.2

19.2

18.7

18.3

18.2

17.6

16.9

16.8

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2024