

Influencer Trend

October 2025

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Report

Collabs That Cut Through

Brand's turned Creators' obsessions, wellness, and life moments into genuine and impactful partnerships.

Moments to Own

Swift's orange era sets the aesthetic, marathons fuel fitness storytelling, Prime Big Deal Days drive creator commerce, and sports culture (with WAGs) takes over the scroll.

Next Moves in Social

YouTube launches dynamic sponsorships, brand links, and AI shopping tools—turning creator content into shoppable, trackable, and ever-evolving brand assets.

The Road to 2026

With Influencer expected to hit almost \$40 billion in 2026, The future belongs to brands that fuse authenticity with AI.

Collabs That Cut Through

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Obsession Turned Brand Moment

Popsicle turned Jake Shane's viral "Popsipuss" saga into a limited-edition All Cherry Popsicle box, **tapping into his 26M-view cherry-chasing obsessions**. The collab worked because it wasn't manufactured—Jake already had a storyline his fans were invested in, and Popsicle gave him the reins to reveal the drop in his signature style. Watch [HERE!](#)

@octopusslover8



Wellness That Clicks

Solidcore and CorePower Yoga are scoring big with creators like the Pheloung twins & Christina Kirkman, who already post about their workouts. The timing—post-summer reset—is perfect, and **the content lands because it's authentic, humorous, and relatable**. Christina's post alone **drove 22K+ engagements**, proving that when creators are true fans, brand partnerships feel natural and perform big. Watch [HERE!](#)

@christinakirkman



Life Moments Matter

Ritual tapped influencer Lauren Maile as the face of a bold NYT's print ad declaring, "**Buying a print ad is so '90s.**" The campaign spotlighted the need for updated supplement regulations while rooting the message in women's real health needs. Lauren was pregnant, **making her a credible voice during a pivotal life stage**. Pairing advocacy with a creator's lived experience turned a print placement into a cultural statement. Read [HERE!](#)

@laurenmailecrane



Moments to Own

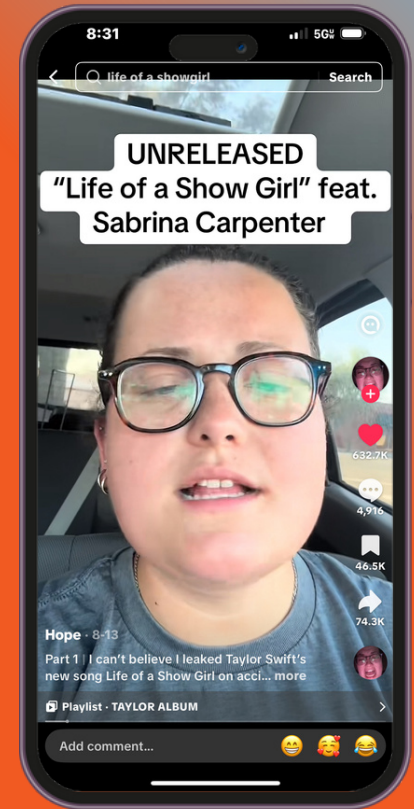
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Orange Is the New Scroll

Taylor's *The Life of a Showgirl* is here and both brands and creators are flooding feeds with **TS12 Orange**. Uber Eats is offering 12% off orders, Dunkin' glammed its logo in glittery orange, & the Empire State Building lit up to match the aesthetic.

Creators are leaning in with orange fits, makeup looks, and "showgirl" styling content, plus listening-party reactions and lyric-theory videos that feed Swiftie culture. Watch [HERE!](#)

Brand takeaway: Tap in by seeding influencers with orange pieces, beauty products, or even Halloween-ready outfits that nod to the showgirl aesthetic. Swift's drop isn't just an album launch, it's an aesthetic *era* fans want to wear, post, and shop.



Major Marathons, Deals, and Games

Picked Up Pace

After Berlin lit up feeds (Harry Styles clocked a sub-3-hour!), **the Chicago and NYC Marathons are next**, with Boston-qualifier energy fueling creator content. Think race-day fits, fueling routines, and finish-line celebrations. **Brands in fitness, wellness, & lifestyle** can win big by leaning into performance storytelling and community pride.

Prime Big Deal Days

Amazon's October mega-event kicks off holiday shopping with creator hauls, live deal trackers, and affiliate blitzes. Even non-Amazon brands can ride the wave with competing promos and urgency-driven content. In past years, **influencers have delivered the largest revenue lift**—driving 11% of total sales impact (Adobe).

Back in Swing

October is stacked: NHL opening week, NBA tip-off, and MLB postseason leading into the World Series. **Athletes' tunnel fits and rituals will drive style and culture convos**, while **WAGs bring lifestyle and beauty crossovers**, proving sports content is for all viewers, not just superfans.

Next Moves in Social

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YouTube Makes Brand Collabs Plug-and-Play

YouTube just dropped a major toolkit for brand collaborations. **Long-form video now includes dynamic sponsorship slots**—creators can swap branded segments in or out, resell them, and share performance data directly in Studio. Shorts will also be rolling out brand links, letting creators drive trackable product clicks and conversions.

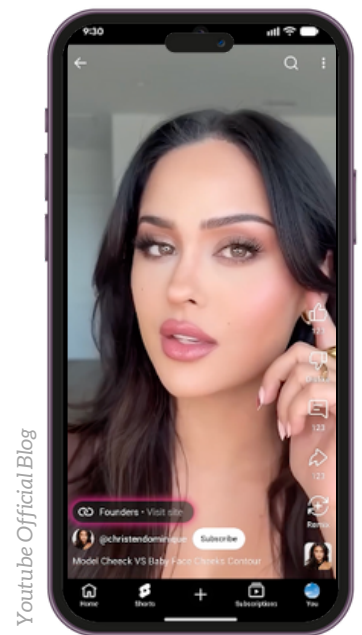
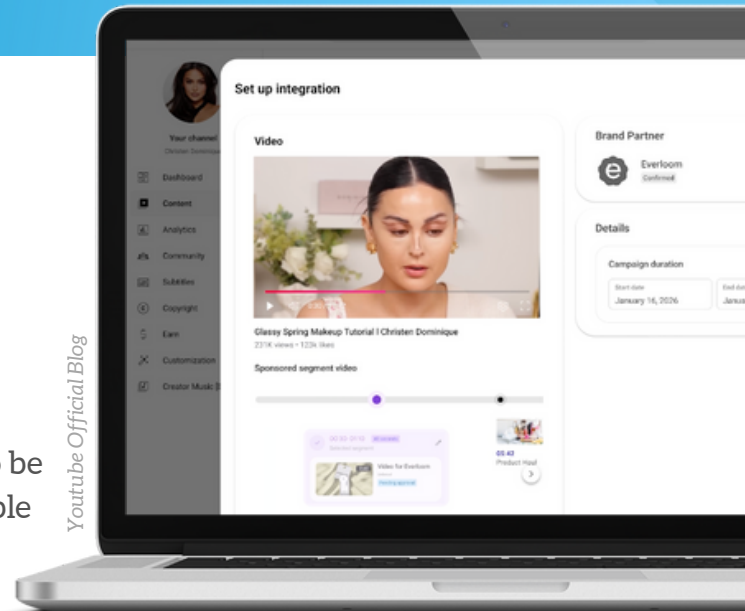
YouTube's AI shopping tools now auto-tag products at peak moments of viewer interest, **driving 5X YoY GMV growth** with products from top brands like Nike and Michael Kors (*YouTube Official Blog*).

Why It Matters

Creator content is no longer static—it's a living asset. **Brands can buy placements that evolve over time and unlock measurable ROI in Shorts.** The shoppable video flywheel is accelerating, and YouTube is positioning itself as the most brand-safe, commerce-ready platform.

Bring It to Life

Ready to test dynamic sponsorship slots for longer campaign shelf life or tap Shorts creators for trackable traffic spikes? **Our Influencer and Video Programmatic Media teams can make it happen—let's talk.**



The Road to 2026

October 2025

Creators are evolving, brands are investing, and Influencer marketing spend is projected to surge to \$39B by 2026*.

What's Ahead

Live shopping is on track to power 20% of all online sales*, while micro and nano creators will lead engagement. One-off campaigns are fading with long-term brand-creator partnerships defining the next era.

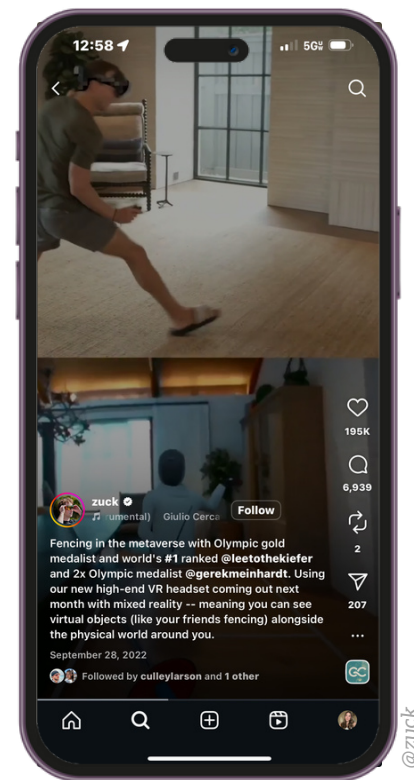
Tech in Play

AI avatars and virtual influencers are scaling fast, with a \$45B+ market projected by 2030*. The **metaverse** and **Web3** open new arenas for branded worlds, digital goods, and immersive campaigns. Here, brands can host virtual events, allowing both creators *and consumers* to attend.

Shifts in Consumers

Audiences are demanding sustainability and personalization. Gen Z trusts influencers over brands, while rising privacy concerns limit access to first-party data. That makes it critical to invest in advanced analytics that measure ROI beyond likes & views; think social sentiment & deeper engagement signals.

*Source: HeirInfluence



Why It Matters

The next wave is about blending human connection and smart tech. Brands that **embrace AI tools early, invest in micro-creator communities, and build enduring partnerships** will own trust and conversion.

Want to future-proof your influencer strategy against 2026 predictions? Let's connect!

We are Change Makers

If you're seeking creator
support, reach out!

influencer@ovative.com

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