

# Influencer Trend

November 2025

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# Report

## ***Trending Tastes and Takes***

Viral snack-aisle showdowns, a moody “Ralph Lauren Christmas” aesthetic, and Group 7’s exclusivity stunt are owning the feed.

## ***Signal Not Noise***

Gift guides drive checkout; self-care and self-gifting surge; Pinterest Predicts will set 2026’s vibe; New Year goals go “systems over slogans.”

## ***From Earbuds to Prime Time***

Spotify’s bringing video podcasts to Netflix in early 2026; think The Ringer, Dissect, Serial Killers—putting creator shows in prime time.

## ***The AI Influencer Era***

AI is everywhere—TikTok labels it, YouTube polices deepfakes, Meta scales it. O/g shares how to do it right with influencers.

# Trending Tastes & Takes

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## Viral Shelf Space

Creators are heading to the store with a friend, picking snacks across categories (drink, candy, chips), then revealing picks back-to-back and choosing one. It's simple, fun, and blowing up. **Food brands are jumping in the comments** when their product gets picked, turning organic moments into viral promo. It's the ultimate low-lift placement. **Perfect for snack, beverage, and frozen brands looking to show up in culture without forcing it.** Seed, comment, duet; then let the content do the work.

@randalandray



## Ralph Lauren Christmas

This year, TikTok's dream holiday is cinematic, candlelit, and soaked in tartan. "Ralph Lauren Christmas" is trending hard across **TikTok, Pinterest, and decor blogs**, with creators curating moody, luxe, and heritage-inspired setups: velvet bows, brass accents, plaid everything. The aesthetic is giving quiet luxury meets cozy Americana, and the feed can't get enough. **Over 23K TikTok posts and Pinterest searches are spiking as users look to re-create the look.** Influencers are filming "Come decorate with me" vlogs styled like Ralph Lauren catalog shoots.

@annawpage



## Group 7 Members Only

TikTok creator Sophia James ran a social experiment, posting 7 nearly identical videos that each welcomed viewers to a different "Group." **With 80M views, the Group 7 video ignited a frenzy over who was and wasn't in.** The internet leaned all the way in, and brands followed fast: McDonald's & Lyft offered "Group 7 only" deals, and Delta even gave Group 7 priority boarding. A made-up internet club turned into a real-time loyalty lever. **Smart brands saw a chance to reward exclusivity and ride the viral wave.** This is algorithm-meets-identity marketing at its prime.

@sophiajamesmusic



# Signal Not Noise

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## Ultimate Curation

Feeds have already been flooded with ultra-specific gift guides as 70% of people now buy off creator recs (*Business Wire*). Think “cozy but not corny teacher gifts,” “gadget stocking stuffers under 25,” “what to bring your partner’s parents so they actually like you.”

Storefronts get a glow up with live updates, sell out alerts, and price drop notes. Pinned Reels, TikTok Shop carousels, LTK gift hubs, and ShopMy circles turn curation into checkout. Last minute gets love too with digital gifts, print at home IOUs, and overnight only edits.

**Need Gift Ideas?** Ogers recommend [@lexnicoleta](#), [@chaddy mang](#) and [@drewfromladue](#)!



@nitsanraiter

## Gifts, Pins, and New Year Wins

### Holiday Self Care

Self-gifting is in: 57% plan to buy for themselves this season, avg. \$379 on “me” purchases, and 30% say they’ll do Dry January to reset (*KPMG*). Creators will lean into calm-the-chaos routines (gentle movement, stress hacks) because Millennials & Gen Z are more likely to be influenced by social content when making wellness buys.

### Pinterest Predicts

Dropping late November–early December, Pinterest’s big bets set the year’s aesthetics, sounds, and search language—remember sardine girl summer? They called that. Creators will treat the list like a playbook, spinning boards into short-form series with matching captions, overlays, and weekly pillars. Brands, ensure you jump in!

### NY Resolutions

Goals spike late December through January, but about 41% tap out by month-end (*Verywell Health*). Enter “systems over slogans.” Expect habit stacks, 30-day challenges, and proof-of-progress check-ins, plus copy-and-paste templates and reset routines that make sticking with it feel doable. Creators show how to get it done.

# From Earbuds to Prime Time

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## Spotify Podcasts are Coming to Netflix

Spotify just inked a game-changing deal to bring video podcasts from The Ringer and Spotify Studios—like *The Bill Simmons Podcast*, *Dissect*, and *Serial Killers*—to Netflix starting in early 2026.

**What's Happening:** This is Spotify's first major syndication move, and it signals a platform shift: audio-born creators are now becoming video-first storytellers, and Netflix wants in. The crossover will push creator podcasts to Netflix's massive audience, blurring lines between streamers, podcasters, and influencers.

### Why it Matters to Brands:

- More brand-safe creator content in premium environments
- New ad inventory + integration options across both platforms
- Cross-platform creator momentum; podcasters are now full-blown media properties, primed for 360° influencer strategies
- Creator partnerships go long-form; this isn't just a clip on Reels, it's a 45-minute story brands can integrate into

[Serial Killers](#)



### Brand Play

Start scouting podcast creators with video chops. They're about to get even bigger!

# The AI Influencer Era

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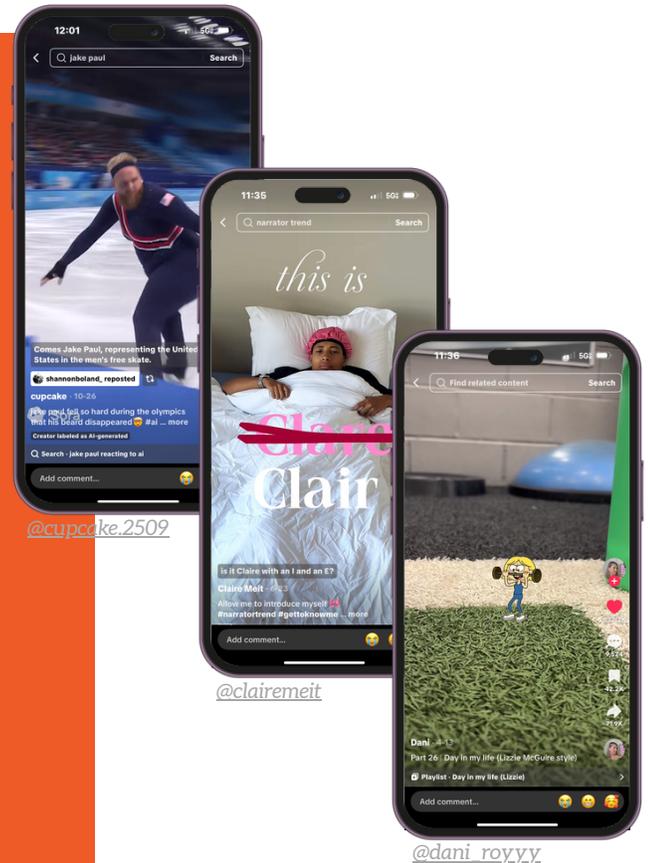
You're not imagining it, AI is everywhere on the feed. AI swaps of Jake Paul, narrative voiceovers, cartoon clones that feel like Lizzie McGuire's diary came to life. So, here's the state of play, what brands are testing, and how to do it right.

## Must Know News

TikTok now auto-labels AI content (including files made off-platform) using C2PA "Content Credentials," making synthetic edits and virtual creators clearly marked in-feed.

YouTube rolled out likeness-detection tools so creators can flag and request removal of deepfake face/voice clones—big for reputation safety.

Meta is leaning hard into more AI-generated content across IG and FB; expect a "huge corpus" of AI in your feed as the company scales tools and distribution.



## O/g Best Practices:

- **Label it, always.** If any part of the asset is synthetic, expect automatic or required labels on TikTok and broader platform scrutiny elsewhere. Make disclosure explicit in briefs.
- **Protect likeness.** Add clauses covering face/voice cloning and train teams on YouTube's new process for takedowns of deepfakes.
- **Human first, AI assist.** Algorithms reward watch time, but audiences reward trust. Keep a human on camera anchoring the claim; let AI handle variations, captions, and visual polish.
- **Measure the delta.** Tag AI-assisted vs. human-only edits separately. Track lift on views, ER, hook-through, saves, and conversion.
- **Plan for scrutiny.** Expect comments asking "is this AI?" Have creators address it in-caption or in a quick reply to build transparency.

# We are Change Makers

2026 is almost here!  
If you're seeking creator  
support, reach out!

[influencer@ovative.com](mailto:influencer@ovative.com)

NYC | CHI | MPLS