

Influencer Trend

December 2025

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Report

Chaos, Charity & Coming-of-Age

Creators are winning with content that's real, emotional, and wildly scrollable. From giving back to growing up to going full on...Grinch?

Ovative's Big Bets for 2026

Creators are the strategy. Community wins, algorithms shift, and culture is the new KPI.

Stay Tuned

Award season buzz, binge-worthy shows, and new-year resets will fuel fresh creator content.

Platform Pulse

Platforms are evolving fast—from tighter Instagram strategy to YouTube inflight content and TikTok creators hitting the airwaves.

Chaos, Charity & Coming-of-Age

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The Grinch: Your New Fav Creator

The Grinch hijacked Dr. Seuss's socials and the internet can't get enough—he's pulling a 6% ER on Instagram and 83% on TikTok! He's dropping memes, spoofing the **Real Housewives of Whoville**, and modeling American Eagle's entire Grinch line. It's chaotic, hilarious, and totally scroll-stopping. Personified mascots are winning again, proving once more that a strong character with a bold social POV can beat the algorithm and own the moment.

@drsuess



Angel Tree Shopping

Creators are using their platforms to give back and it's hitting big. **Brooklyn & Bailey, Darcy McQueeny, Becca Bloom and more are racking up millions of views by going all-in on Angel Tree shopping**, showing themselves buying way beyond the wishlist for kids in need. It's generous, feel-good content that delivers impact and engagement. **Brands, take note:** this is your chance to flip the gifting model by having creators donate your products instead of unboxing them for themselves.

@beccaxbloom



In Your 20's There Will Be...

...a plane ride that took you away from your hometown, a boy who asked you on a simple coffee date, or a job that fired you? Whatever it is, creators are spotlighting the pivotal and hard moments that shaped their now-amazing lives. **It's a wholesome reminder that the little things (even the tough ones) often end up being the most impactful.** A mix between Silver Springs and Piano Man is the emotional anchor, with usage up 33% as the trend spreads.

@julianruss.17



Ovative's Big Bets for 2026

December 2025

Influencer marketing isn't about chasing trends, it's about leading with principle. At Ovative, these five bets aren't predictions. They're how we're building what's next.

1. Creators = Core Strategy: Creators aren't add-ons, they are the strategy. As media fragments and attention spans shrink, influencers are becoming the most credible, culture-tapped path to reach and resonate. **Why it matters:** The smartest brands are co-building with creators—not briefing, but collaborating. Think content + product + community, not just posts.

2. Community > Clout: Going by follower counts only are yesterday's flex. Influence now lives in engaged, loyal, micro-tribes who show up, sound off, and buy in.

Big shift: Brands are shifting from chasing reach to building relationships.

3. Beat the Algorithm Shock: Platform algorithms shift quick. Brands that over-index on one channel will feel the sting.

Winning play: Work with multi-platform creators who flex across feeds, and prioritize creator equity over platform dependency.

4. Fatigue Is Real: Repetitive, overly-scripted influencer content is getting scrolled past.

2026 unlock: Unexpected collabs, multi-creator storylines, and lo-fi moments that feel real. When content is copy-paste, audiences check out.

5. Culture Is the KPI: Forget just impressions, the new metrics are conversation, resonance, and participation.

What we're tracking: Creators who move the needle on identity, humor, and values. Culture-first creators = future-proof strategy.

Curated Product Line



@kathleen.post



@mickycashflow

Low-Fi Content

Want to win 2026 strategy?
Let's talk.
influencer@ovative.com

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Award Season Kick-off

Award season is almost back, and the scroll is expected to heat up. Last year, **Nikki Glaser's viral Golden Globes monologue dominated TikTok** and created the perfect sound bites—proving these shows don't just crown winners, **they spark cultural moments.**

Creators are ready to play red-carpet critic, using IG Stories to rank celeb looks, run “fit or flop” polls, and deliver unfiltered commentary that drives major engagement. For brands, it's a *golden opportunity to show up with glam kits, watch party bundles, or reactive posts that tie your product to the moment.* Whether it's a jaw-drop outfit or meme-worthy moment, **award shows can launch out-of-nowhere trends overnight** and creators are the first to ride the wave.



Stream, Dream, Scheme

Vision Season

As people reset for the new year, creators are sharing vision-board builds, journaling routines, and self-reflection check-ins—content that feels deeply personal and aspirational. **Brands can slide in by sponsoring tools, kits, or routines** that tie to “fresh start” energy, turning intangible goals into purchasable rituals.

Winter Watchlist

As viewers hibernate for winter, new seasons of fan-favorite shows like *Stranger Things*, *Tell Me Lies*, and *A Knight of the Seven Kingdoms* are taking over the binge cycle. **For creators, it's the perfect excuse to lean into movie-night rituals:** think loungewear try-ons, “couch-core” setups, and snack hauls built around what's streaming.

Back to Business

The post-holiday return to work and school brings chaos, hope, and routine—a vibe creators will lean into with “first-day back” humor, style check-ins, and productivity hacks. **For brands, this is a window to position products as reset essentials:** think new-year gear, planner drops, or update-season staples.

Instagram Goes Minimalist

Three hashtags, that's it. Instagram placed a cap on hashtag use, signaling a move from keyword overload to clean, strategic captioning. **For brands and creators, it's all about relevance over reach**, tighter copy = clearer value. **Pro Tip:** Make every word count. Captions should use intentional keywords, speak directly to your niche, and show value fast—that's how you stay discoverable. *Bonus:* bake keywords into on-screen text and verbal cues too. It strengthens SEO across platforms and makes content easier to index, rank, and resurface.

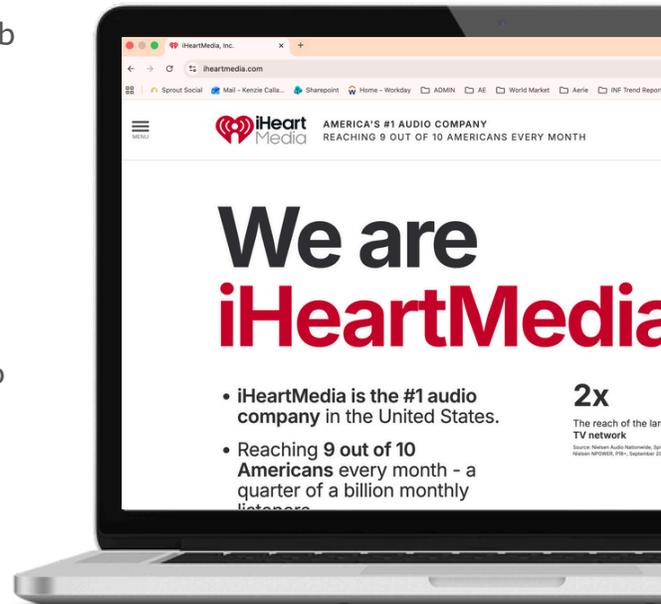
YouTube Cleared for Takeoff

YouTube content is now streaming on Delta flights and creators are along for the ride. **The new partnership puts influencer-led content directly in front of captive, high-engaged audiences.** For brands, it's a call to think outside the feed and into unexpected real-world touch-points. **Big play:** MrBeast, Michelle Khare, and Mother Goose Club are among the first featured, proving that travel + creator content = high-flying brand exposure.

TikTok x iHeart = Audio on Lock

TikTok is bringing its top creators into iHeartMedia's world, **giving them access to podcast features, on-air moments, and IRL stages.** It's a big leap from viral video to cross-channel stardom. For brands, this expands creator potential far beyond the scroll and into radio, events, and long-form content.

Why it matters: This is a loud move into mainstream media, and a clear signal that creators aren't just influencers, they're evolving into full-scale media talent.



We are Change Makers

If you're seeking creator
support, reach out!

influencer@ovative.com

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