

# Influencer Trend

*December 2025*

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# Report

# TLDR

December 2025

## ***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.

@beccabloom



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



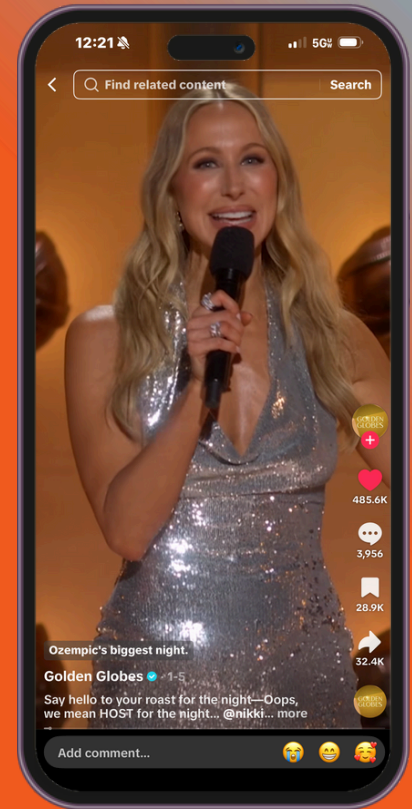
# Stay Tuned

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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.

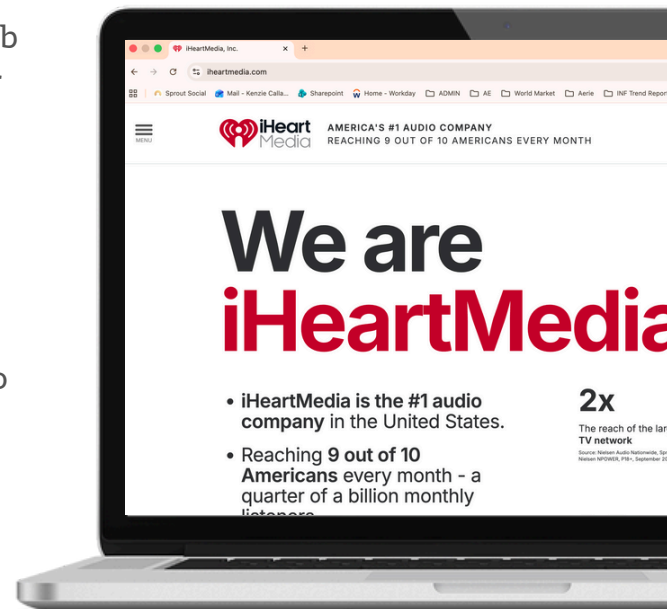
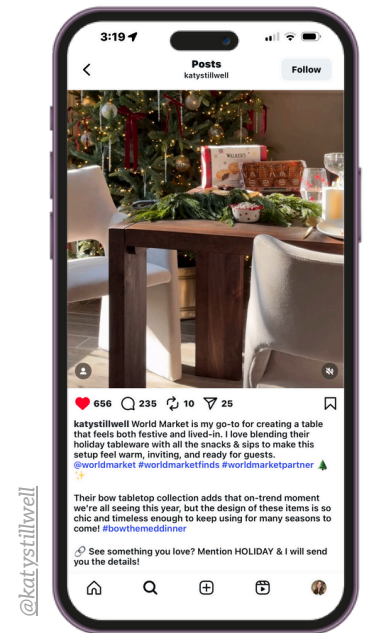
## YouTube Cleared for Takeoff

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!

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