

Influencer Trend

March 2026

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Report

The Internet's Obsession

Internet-born moments are driving cultural impact, from retail revivals to self-aware brand humor to emotionally charged global storylines, proving creators can turn everyday content into viral movements with real-world results.

Moments in the Making

March is rich with cultural moments, from International Women's Month to March Madness and pop-culture resurgences, where creators help brands enter and amplify the conversation.

The Creator Climb

Creators are rapidly moving from social platforms to streaming and network deals, as influencer evolves to full-scale entertainment.

Inside the Platform Pivots

Meta's new Safe Zones and TikTok's expanded US disclosure enforcement signal a tighter, performance driven era for branded content where placement and proper labeling directly impact reach.

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The Staples Baddie

As brick-and-mortar storefronts face mounting pressure from Amazon's dominance, **creators are helping reframe what in-store retail does best.** [@blivxx](#) has captured viral moments by sharing the unexplored services Staples offers, from printing and lamination to custom cutouts and business cards. In just a few weeks, she gained 400K+ followers, with multiple videos generating 1M-6.6M views and a **standout 13.76% platform ER.** Deemed the "Staples Baddie" by fans and even recognized by Staples' CMO, her rise reinforces that creator storytelling and authenticity can put legacy retailers back in the cultural conversation.

[@blivxx](#)

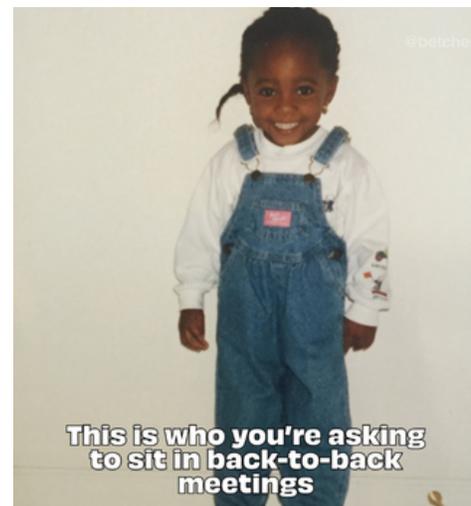


This is Who You're...

A playful workplace trend is taking over Instagram, with brands posting childhood photos of employees alongside captions like, "This is who you're asking to return to office" or "This is who you're asking to circle back." The format is nostalgic, self-aware, and deeply relatable, humanizing the people behind the brand.

In a feed full of polish, this kind of **personality-first content builds affinity fast** and proves that **sometimes the most engaging brand voice is simply being in on the joke.**

[@betchesstyle](#)

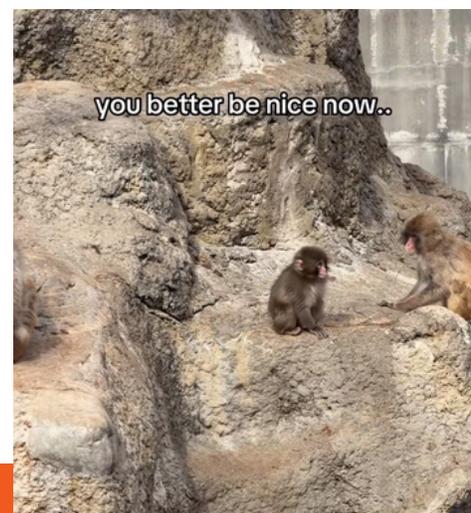


Punch the Monkey

After a baby monkey, reportedly abandoned by his mother, was given an IKEA stuffed orangutan for comfort, the internet quickly fell in love. The emotional moment sparked a wave of viral videos, reactions, and updates across TikTok. Major creators like [Chris Olsen](#) drove 18M+ views on Punch centered content, and [IKEA](#) leaned into the moment on Instagram generating over 250K likes with the plush selling out in stores.

In the hands of creators, **emotionally driven stories can quickly evolve into viral moments with real-world ripple effects.**

[@chris](#)



Moments in the Making

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International Women's Month

FIGS is showing up for International Women's Month with a product drop rooted in real voices. Founded by Trina Spear and Heather Hasson, the women-led scrubs brand launched its "NEVER CHANGE" campaign, a tribute to women in medicine who refuse to soften or dilute who they are to succeed. While the activation features a scrubs drop, **the real power lives in the storytelling. FIGS tapped doctors, nurses, and PAs who are also digital creators, spotlighting testimonials about patient care, resilience, and reshaping a system not built with them in mind.**

The campaign strategy leans into something deeper than visibility: trust. Medical professional creators bring expertise, transparency, and frontline credibility that audiences inherently value. Featured voices like [@draanaceci](#), [@drbrittodom](#), and [@jennaleigh_md](#) carry authority that cannot be manufactured, making the partnership feel earned rather than promotional. This is what a purpose-led drop looks like: an impactful IWM activation co-created with the women shaping culture in real time.



Where Culture and Creators Converge

The Bachelorette

As [Taylor Frankie Paul](#)'s season premieres March 22, expect feeds to light up. Fan edits, viral soundbites, and real-time reactions will dominate feeds, while **contestants see rapid spikes in followers and engagement.** Reality TV is the new creator incubator and the breakout stars of this season won't just win screen time, they'll win fandom.

March Madness

March Madness is a spotlight moment on and off the court. As buzz builds, **athletes see major spikes in social following and engagement,** fueling NIL deals that travel far beyond game highlights. Take [AJ Dybantsa](#) at BYU, already holding a \$4M+ NIL valuation ([On3](#)). March Madness is a prime window to partner early & align with rising stars.

Hillary Duff

[Hilary Duff](#)'s viral resurgence highlights the lasting influence of 2000s icons. Alongside creator trends, **her own channels are driving the momentum** with her TikTok currently seeing an **8.7% engagement rate.** As she heads into touring, her feed is fueling Y2K styling and fan-first **content** that keeps the nostalgia feeling fresh.

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The path from platform to primetime is moving faster than ever.

Alex Cooper x Hannah Montana

Hannah Montana is turning 20, and Disney+ has selected Alex Cooper to host the special anniversary. Alex is a creator who built a digital platform through podcasting, not traditional television. The move signals how legacy entertainment is tapping creators to drive modern reach and cultural credibility. Cooper is not just hosting the moment, but also bringing a built-in fan ecosystem with her. For brands, this reinforces that creator's are the powerhouses for awareness and their influence expands beyond their native platforms.

Wishbone Kitchen's Next Course

Meredith Hayden, aka [@wishbonekitchen](#), just annouced [HERE](#) that a major media company has greenlit her first cooking show. With over 4 million followers across platforms, Meredith is officially moving from feed favorite to streaming talent. Current details are limited, but reportedly, the project has been in the works for months. This is another proof point that creator-led audiences translate to mainstream opportunity.

The Earle Effect

Alix Earle's trajectory continues to redefine what a creator career can look like. After rising through GRWMs and documenting her UMiami life, she's expanded from TikTok dominance to Dancing with the Stars, and most recently a cameo moment at Bad Bunny's halftime show. Now she's making a Netflix reality series centered on her family. What started as dorm-room content has scaled to premium streaming. For brands, this reinforces the power of investing in infleuncers as today's beauty GRWM creators can become tomorrow's franchise leaders. Influence no longer stops at social. It's feeding Hollywood.



@alexandracooper



@wishbonekitchen



@alixearle

Inside the Platform Pivots

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Meta's New Safe Zones

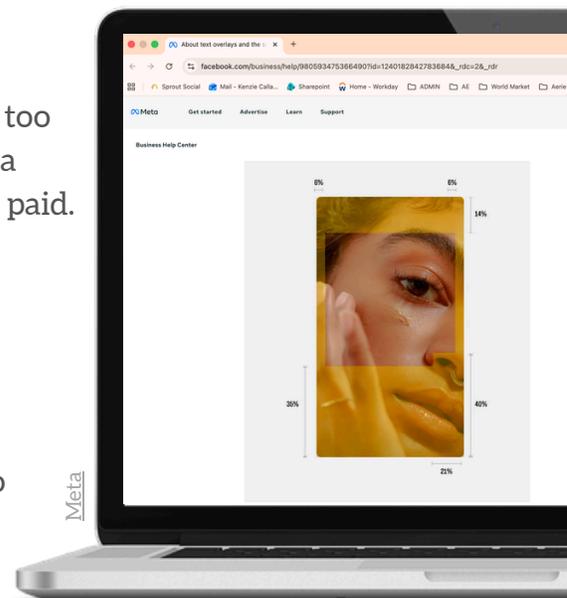
Meta just tightened the frame.

New Safe Zones for Reels and Stories define exactly where text, captions, and key visuals should live to avoid being covered by platform UI like buttons, captions, or profile tags. If your hook sits too low or too close to the edge, it risks getting cropped or blocked. In a scroll-first world, **placement impacts performance**. Especially for paid.

O/g's operationalized it across every activation:

- **Briefs Updated:** New safe zone specs are embedded into creator briefs with clear visual guidance.
- **Creator Education:** We issued a dedicated email callout outlining the update and execution expectations.
- **Asset QA:** Every deliverable is cross-checked during review to ensure overlays and captions stay within Safe Zones before going live.

Platforms change fast. Our process adapts faster.



TikTok Expands Disclosure Enforcement

Remember the Revolve lawsuit over improper influencer disclosures? That's the risk brands face without airtight compliance.

TikTok is now expanding US enforcement of commercial content disclosures to 100% of creator accounts by the end of March. If paid or gifted content is posted without the Branded Content toggle, creators have 24 hours to fix it. If not, distribution is limited. No disclosure means limited reach. This applies to all paid, seeded, or promotional creator content tied to compensation.

We've been ahead of this. For nearly two years, Ovative has activated through TikTok One, where commercial disclosures are automatically enabled. We also brief creators on FTC guidelines and conduct rigorous post-live content reviews to ensure compliance. That ensures:

- Proper FTC labeling
- Reduced brand risk
- Protected performance

Compliance isn't a last-minute check. It's operationalized from day one.

We are Change Makers

If you're seeking creator
support, reach out!

influencer@ovative.com

NYC | CHI | *MPLS*