

Influencer Trend

June 2026

[@thebellairs](#)



Report

On the Trend Radar

Dot cakes, "wow, ok," and a well-loved product. Three trends that required zero budget and no explanation. The feed is rewarding simple, joyful, and real right now.

Moments Worth Celebrating

June is all about celebrating connection—from the internet's favorite dads to a new generation of LGBTQIA+ creators shaping culture & community.

The Logo Drop

Spotify and Google didn't run a campaign. They gave the internet something to fight about, and earned millions in media for free. Bold creative decisions fueled this distribution strategy.

Is the "Link in Bio!" Era Over?

With Meta testing in-feed product tagging in Reels, the redirect era is up in the air. The funnel didn't get shorter, it's just moving inside the feed.

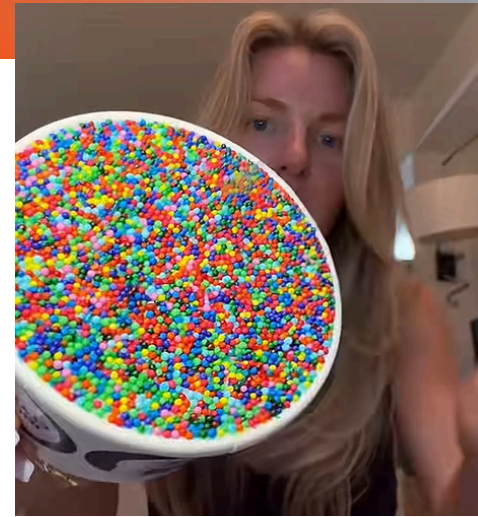
On the Trend Radar

June 2026

The Dot Cake

Meet this month's unlikely protagonist: a small cake, covered in frosting and rainbow sprinkles that the internet simply couldn't scroll past. What started at an single NYC bakery became part ASMR, part food review, and part collective obsession. [@daniellephe](#)'s video trying eleven flavors hit 7M views, and from there it cascaded across creators, sparking equal parts hype and pushback, from "just cake with sprinkles" critiques to comparisons to traditional desserts like cortadillo, bringing added cultural context into the conversation. **As [@girlbosstown](#) put it: the dot cake is proof that influencer marketing is alive and well.** It takes one person to try something and post it, suddenly the whole internet is behind it. No campaign. No brief. Just a sprinkle cake!

[@daniellephe](#)



Wow, Ok

Two words. Four completely different meanings. That's the whole trend. Creators say "Wow, ok" or countless other short phrases in four distinct tones: supportive, disappointed, sarcastic, and flirty. It's Friends sitting together on screen, each taking a turn, riffing off each other in real time. The group format is half the appeal; it's participatory, it's repeatable, and it's endlessly remix-able. **For brands and creators alike, this is the trend that rewards jumping in fast and keeping it loose.** The small brand [@the shirt shop tcl](#) gained major virality points when tailoring it to their niche audience.

[@tmfiorito](#)



Don't Question My Loyalty

Old vs. new. Worn vs. fresh. This format has creators and brands placing a well-loved product next to a brand-new one and narrating everything it survived: breakups, late nights, 347 gossips, 6 hangovers. The caption does the heavy lifting; the visual does the rest. It's nostalgic, funny, and quietly builds serious product loyalty. Beauty and skincare brands are the obvious fit, but fashion and entertainment brands have equal runway here. **The bar to entry is simple: a product with history and caption with personality.**

[@beautywithmama](#)



Moments Worth Celebrating

June 2026

Father's Day

Long before Father's Day rolls around, dads have already taken over the feed. The oblivious dance challenge participants ([@ellie.freeman](#)), the airport dads ([@georgiaspamm](#)), and the dad-daughter look-a-like comparisons ([@delilah.o7](#)). Dads are one of the internet's most reliable protagonists: funny, wholesome, and endlessly scroll-stopping. Come June 21st, that energy has a place to land. Expect both tones: hilarious and heartfelt, often in the same breath. The best brand activations this Father's Day will live in both lanes.

[@nurtrafol](#) nailed Father's Day last year, activating creators and customers to post their kids' hand-drawn portraits of dad (hair loss and all!). Winners had their portrait professionally framed and received a full product bundle. Funny and sentimental, back to back. That's the perfect Father's Day formula!



Pride Month Spotlight LGBTQIA+ Creators on the Rise

[@beauteuss](#)

A rising makeup and lifestyle creator, Darie has become a go-to source for everyday lip combos and full-glam transformations. Creating content in both English and Spanish, she's built an expansive community, earning a standout 14% ER on TikTok and over 217K followers. As a proud trans woman and advocate, she was recently featured by TikTok for Trans Day of Visibility [HERE](#), sharing the impact trans creators have had on social media's culture.

[@kissingcowgirls](#)

After noticing a lack of meaningful fashion designed for lesbians, Emma launched [Kissing Cowgirls](#), turning a gap in the market into a thriving brand and community. Since then, she's become a growing voice in the LGBTQIA+ space, using her platform to advocate, host community events, and create standout fashion and lifestyle content from NYC. With an upcoming [Pride Party](#) on June 27 and a rapidly expanding audience, Emma is proving herself to be a creator & entrepreneur on the rise.

[@alexander_widener](#)

A rising creator at the intersection of antiques and lifestyle content, he's built a highly engaged community with a standout 17% ER. Recently featured in [AD](#) for his expertise in antiques, he taps into the growing interest in vintage collecting. For Pride Month, he shared a heartfelt post about how "being gay saved my life," reflecting on how embracing his identity led him to pursue his dream of opening an antique shop in Maine. His authenticity and niche expertise position him as a creator on the rise.

The Logo Drop

June 2026

When the Best Media Buy was Free...

When Spotify swapped its iconic green circle for a glittery disco ball to celebrate its 20th anniversary, the internet lost its mind: **hot takes, think pieces, calls for someone to be fired, all over a temporary logo.** Spotify responded directly in the comments with “we know glitter is not for everyone,” and the discourse only grew. Then Google dropped their sweeping gradient redesign across all 14 Workspace apps, Gmail, Drive, Sheets, Docs and more, and the cycle started again.

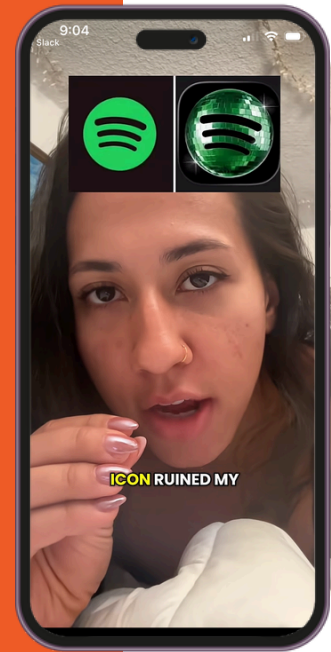
Neither company spent a dollar on a campaign, yet the earned media was enormous, and the brand name was everywhere!

Why it worked:

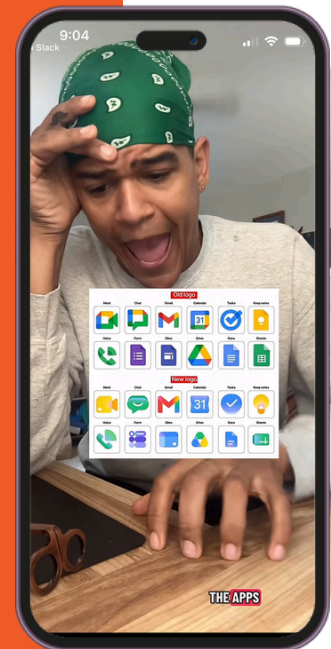
- **It's inherently shareable:** People love to critique, explore, and obsess over design
- **It drives search + discovery:** Logo discourse pulls in audiences who weren't already paying attention
- **Creators + Community do the heavy lifting:** Reaction content, hot takes, and active comment sections multiply the reach for free

Brands have spent a decade trying to act like creators. Spotify and Google just proved the smarter move: act like bait. A logo change isn't a design decision anymore, it's a distribution strategy.

When the content IS the reaction, you don't need a media budget. You need a spark. The brands winning earned media in 2026 aren't the ones with the best campaigns. **They're the ones brave enough to hand the internet something worth talking about.**



@cherishyoumacros



@greatbatchofcookies

Is the “Link in bio!” Era Over?

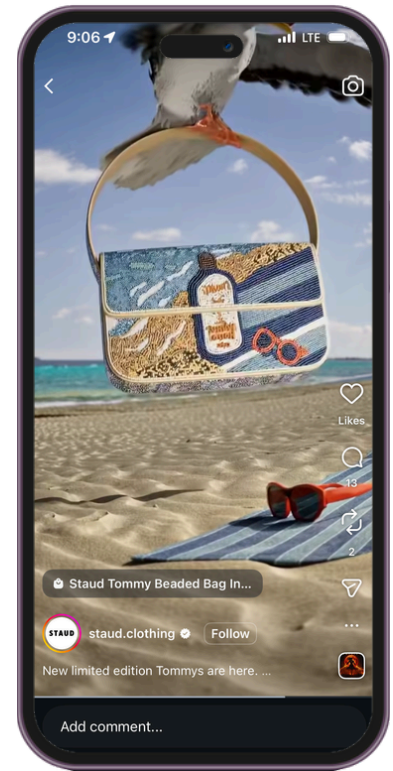
June 2026

Meta Launches New Format for Product Tagging within Reels

For years, "link in bio" was the internet's most accepted inconvenience. You loved something a creator posted, navigated to their profile, clicked the link, navigated elsewhere, and hoped you remembered what you were looking for. TikTok Shop proved there was a better way and Meta took notes. At the Shoptalk Spring conference, the company announced they're testing a format where creators can tag up to 30 products directly with a Reel (*Retail Dive*). It's still in early stages of beta across select creator profiles, but the direction Meta is moving is clear.

The link in bio was a symptom of a platform that wasn't built for commerce. Now that the infrastructure is catching up, the brands that win won't just swap one link for another. They'll rethink the brief entirely, building creator content designed to convert where it's consumed, not redirect away from it.

That said, there's no need to overhaul current creator commerce strategies just yet. Many creators already manage monetization across platforms like LTK, ShopMy, and Amazon Storefronts, making it unclear whether *another* commerce tool will earn a place in their workflow. While direct product tagging could streamline the path to purchase, storefronts still serve as a convenient hub for discovery. For now, the real story is whether creators and consumers embrace this new shopping journey.



O/g's Measurement POV

Metrics we'll be keeping a close eye on as this evolves:

- **Product tap-through rate:** are viewers engaging with tagged products directly inside the content?
- **In-content saves on shoppable posts:** a save on a shoppable Reel carries stronger purchase intent than a standard save
- **View-to-purchase rate:** a metric that barely existed before in-feed commerce, now potentially trackable end-to-end
- **Creator-level ROAS:** when the sale closes inside the content, attributing revenue back to a specific creator gets significantly cleaner

We are Change Makers

If you're seeking creator
support, reach out!

influencer@ovative.com

NYC | CHI | *MPLS*