

Influencer Trend Report





Personality Holds the Scroll

Creators keep people watching because of who they are, not how polished the ad is. Build produced work with them, join conversations rooted in everyday life, and lean into relatable trends.



Meta Agency Awards, Creator Campaign of the Year

Meta named Ovative's Spring Creator Program with American Eagle its Creator Campaign of the Year. See how organic-first content and Partnership Ads made it work.



The Seasonal Feed Report

The temp is dropping with fall in motion and holiday season is up next, the time to brief creators is now. Plus, get a front row seat to a Congo kayak trip and a backstage look inside the *Verity* premiere.



Signal Check

Midterms hit 11/3, so we're sharing our best tips for keeping brands protected during the buzz. Finally, Meta's new Muse AI agent wants to be every creator's assistant.

Personality Holds the Scroll

October
2026

The Director's Chair

On platforms built for quick, low-fi content, bigger budgets don't have to mean less creator. These two partnerships worked because the creators were still the draw. [@ken.eurich](#) wrote the script for her Columbia partnership, ensuring her humor and personality came through in every frame, driving 2.4M views and 170.4K engagements across TikTok and Instagram.

[@annaxsitar](#) brought the same energy to her collab with NBC's *The Voice*, earning 1.8M views on TikTok by staying true to the vibe her followers already show up for. Viewers weren't watching a brand's ad. They were watching their creator, just with a bigger budget.

O/g's POV: Production value gets attention, but creator personality keeps it. The best results come when brands and creators build the creative together: the brand ideates the message, the creator sets the vibe.



Brewing Discourse

A recruiter creator declared that bringing an iced coffee to an interview is unacceptable, and the internet took it from there. Creators across TikTok, X, and Instagram piled on with their own takes, while hiring managers and marketers took the debate to [LinkedIn](#). It popped up on [red carpets](#) via Rolling Stone, Khloe Kardashian dissected it on her [Khloe in Wonder Land podcast](#), and outlets from TODAY to CNBC covered it. One quick hot take turned into a cross-platform conversation overnight.

The bigger lesson is that anything can spark social discourse. Give people a relatable choice, and they'll pick a side and share it.

O/g's take? We're staying out of this... *sips iced coffee*

"WTF is a..."

Creators are showing off their go-to and captioning it with a playful "WTF is a..." about the alternative. Think [@loretta.neva.metta's](#) "WTF is a small" with a venti Pink Drink in hand or [@valekliner's](#) "WTF is a slick back?" from a girl who loves to crimp her hair. It's not that deep, just a quick moment of relatability. **Viewers instantly know which side they're on, which makes it easy to comment on, share, and remix.** The trend is everywhere, across all categories.

For brands, it's a low-lift format that lets creators show their personality in seconds, and the product can be the punchline. It's an easy way to show up in the conversation without overthinking it.



Meta Agency Awards, **Creator Campaign of the Year**

 **October 2026**

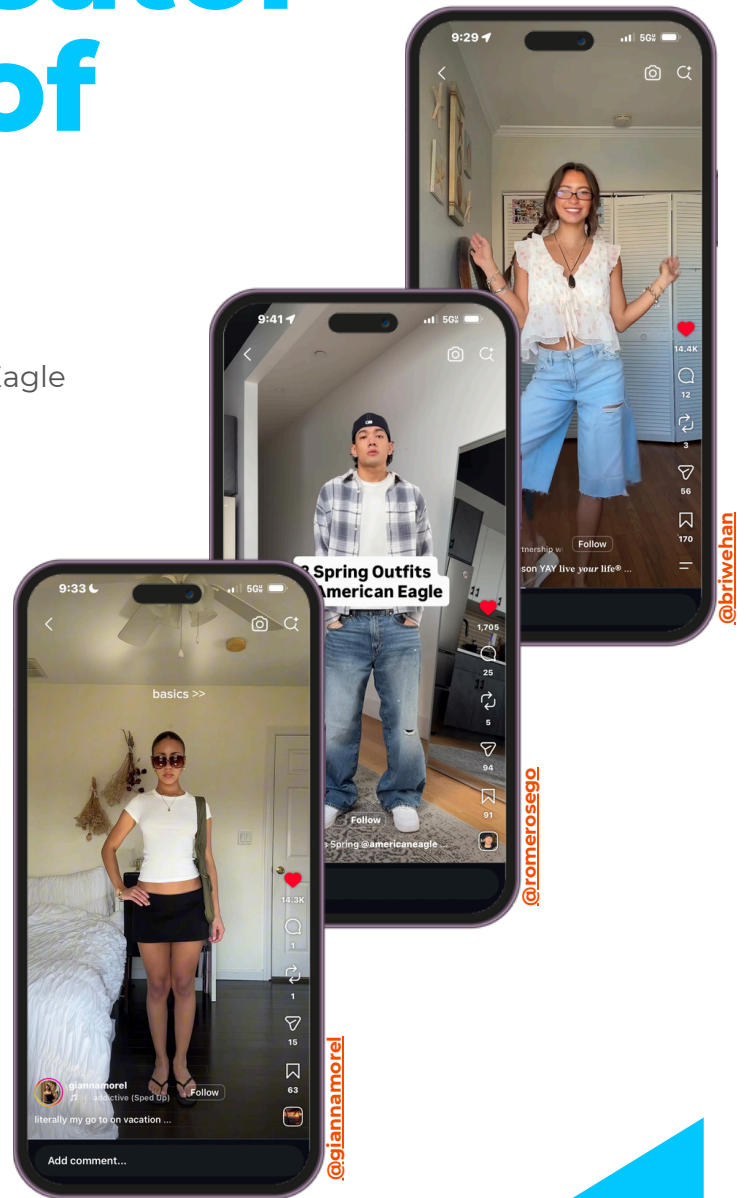
Award-winning and built on creators: Meta named Ovative's Spring Creator Program with American Eagle the Creator Campaign of the Year.

The Challenge

American Eagle needed an authentic way into Gen Z culture, one built on creators the audience already trusted, while also driving specific business goals: growing the men's business and strengthening AE's leadership in jeans.

The Solution

American Eagle and Ovative cast a repeatable roster of 15 nano- to mid-sized creators, let their content live organically first to build credibility, then amplified it through Meta Partnership Ads so posts ran natively from creator handles rather than AE's own.



THE IMPACT
22^{pt}
favorability lift

- The Brand Lift Study showed a 22-point favorability lift, **3.9x the retail benchmark.**
- Paid creator content drove an 18.05% engagement rate, **237% above benchmark.**
- Organic creator content drove 9.98M views and 110.7K engagements, with engagements per post **+208.02% season over season.**

The Seasonal Feed Report

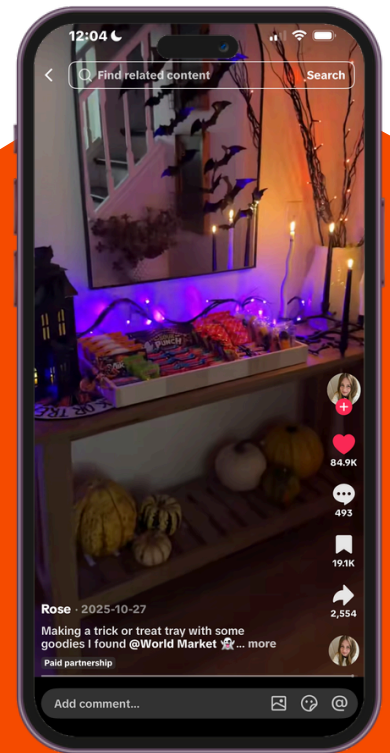
 **October 2026**

Fall is in Full Swing

Fall is pulling the internet off its screens, at least in spirit. Crafts, decorating, fall festivals, boo baskets, and cozy nights are already filling feeds. Expect creators to build and gift boo baskets, plan outfits and GRWMs around fall festivals and Oktoberfest, and share DIY decor and tablescape viewers can copy. Hosting prep takes over as Halloween gets closer.

Last fall, one O/g creator made a "trick or treat tray" video using a client's treats. It earned **691K organic views** and a **12.7% engagement rate**. It worked because it's nostalgic, easy to share, and built around an activity.

The key is giving the audience something to do. Boo baskets are this month's version. Next up are Friendsgiving tablescapes, gift wrap tutorials, cookie swaps, and holiday hosting. They're easy to copy, personalize and share, which can spark recreations, not just views. For November and December, the window to brief creators is now. Brands should build content around the activity and let the product be part of the scene.



[@rosannagracy150](#)

Stay Tuned

From the riverbank to the red carpet, audiences can't wait to see what happens next.

Along for the Ride

The internet has a new group project: keeping Ash Dykes safe. The Welsh explorer [@ash_dykes](#) is paddling 435 miles of the Congo Basin's Sangha River in an inflatable kayak, and his **TikTok following has jumped from 120K in August to 3.5M+ in October with a notable 7.01% engagement rate**. Followers aren't just watching; they're checking in daily, sharing safety tips, and posting "is he there yet?" videos of their own.

O/g client prAna is backing Oliver of @sailing_with_phoenix for a year-long partnership as he just set sail around the world without stopping, and we can't wait to follow his adventures! The content put prAna clothing in on the action showcasing the gear and him living the experience.

The Takeaway: Adventure content plays out like a series, and audiences keep coming back for the next episode. Brands that back the journey, not just the post, can show up in every chapter.

Page to Screen

Verity, Colleen Hoover's thriller turned film, hit theaters October 2, and BookTok showed up. Creators were part of the rollout from the start. [@danielle_carolan](#) toured the house where the movie was filmed before walking the premiere, [@stephbohrrer](#) turned her premiere GRWM into a house tour recap, and [@claudiabonifazio](#) took followers behind the scenes on premiere night. Fans are following with "what I'm wearing to see *Verity*" GRWMs, girls' night vlogs, theater snack hauls, book-versus-movie debates, and more. Hoover's 2024 adaptation, *It Ends With Us*, showed how fast discourse takes over. Book communities act as built-in critics, and audiences quickly call out marketing that doesn't match the story.

The Takeaway: Studios are bringing creators in before opening night. Fashion, beauty, snack, and beverage brands can show up in the outfit, date night, and watch party content. **Match the story's tone and let creators lead.**

Signal Check

October 2026

Election Season

Midterms hit November 3, and social always gets louder in the run-up. Comment sections turn combative, creators get dragged into takes they never asked for, and brands that aren't watching closely can end up next to content they never approved.

The brands that come out fine are the ones treating election season like any other high-volatility moment: fewer live moving parts, tighter monitoring, and creators who feel supported instead of exposed.

Ovative's Best Practices: This isn't new for us. Election cycles get the same scrutiny we apply to any brand-safety-sensitive moment.

- **Pause content around 11/3.** Live formats carry the most exposure with the least control.
- **Know your brand.** If political association doesn't fit your brand, sweep comment sections on creators with a history of political commentary, before and after posting.
- **Give creators flexibility.** Allow influencers to pause, delay, or adjust a post if they're not comfortable given the moment.
- **Monitor sentiment in real time,** not just post-performance. Catching a spiral early is cheaper than cleaning one up.

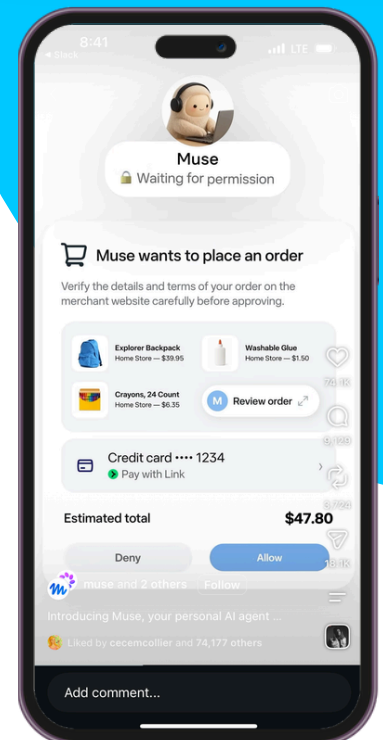
Meta Muse

Meta just launched "**Muse**," a personal AI agent that handles tasks from booking travel to ordering groceries. Meta is already pitching it to creators to evolve their standard practices, from helping **manage DMs and organize calendars, to tracking payments and finances.** The bigger unlock will come when Muse understands a creator's business, audience, and content history.

Imagine an agent that:

- **Surfaces collaboration opportunities** before a creator searches
- **Benchmarks brand offers** against market rates and deliverables
- **Shapes content strategy, formats, and topics** based on performance

A likely tradeoff for brands: higher creator rates, paired with an added layer of professionalism, including faster responses, cleaner workflows, and more polish in every partnership.



@muse

Fearlessly Unlocking Potential for your creator program.



**If you're seeking creator
support, reach out!**

influencer@ovative.com

NYC | CHI | MPLS