

Attributes	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Level 8		Number of Levels
<b>Product</b>	Snacks	Beverages / Alcohol	Apparel	Health & Fitness	Beauty	Tech				7
<b>Influencer Persona</b>	Philanthropic creator	Controversial internet personality	active professional athlete	professional athlete Retired	Mainstream celebrity entertainer	Business focused entrepreneur				6
<b>Brand</b>	Well known national brand	New startup brand	Influencer owned brand							3
<b>Influencer Involvement</b>	Influencer created	Influencer co created	Influencer sponsored	No influencer involvement						4
<b>Category Fit</b>	Strong natural fit	Moderate fit	Weak fit							3
<b>Trustworthiness</b>	High	Moderate	Low							3
<b>Familiarity</b>	Know the influencer	heard of the influencer	don't know							3
<b>Limited Edition</b>	Limited Edition	Ongoing Product								2
									Total Levels	31
									Total Attributes	9