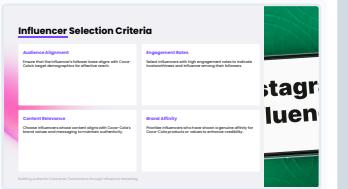




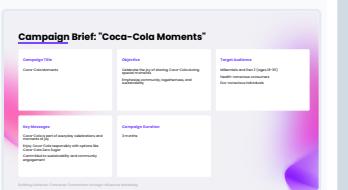
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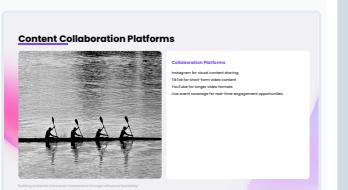
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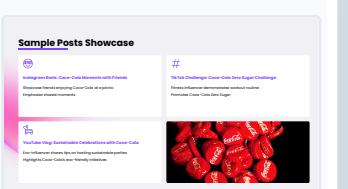
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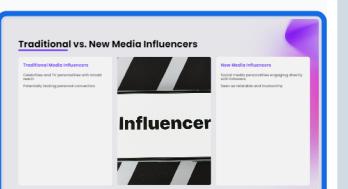
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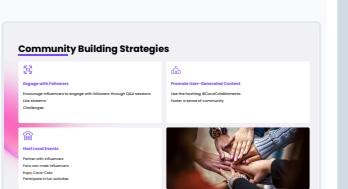
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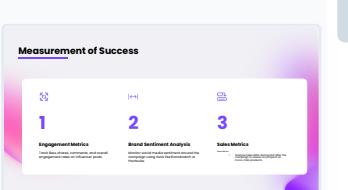
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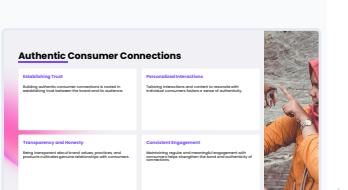
8



9



10



Traditional vs. New Media Influencers

Traditional Media Influencers

Celebrities and TV personalities with broad reach

Potentially lacking personal connection



Influencer

New Media Influencers

Social media personalities engaging directly with followers

Seen as relatable and trustworthy

