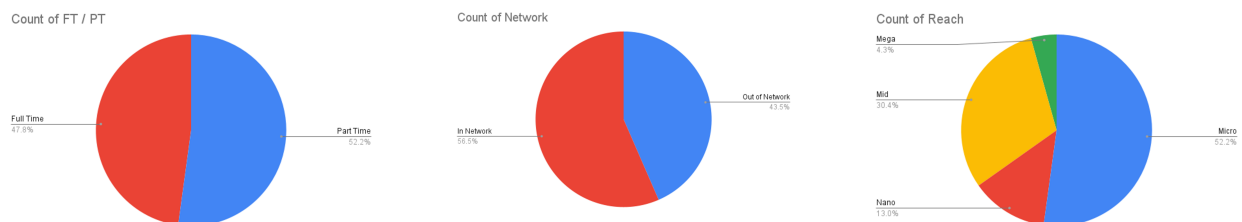# emcee

Creator Insights

Goal

Uncover 5 insights that highlight the core needs, desires, and obstacles of creators.

We asked questions to understand their motivations, goals, values, pain points, and perceptions of social commerce.
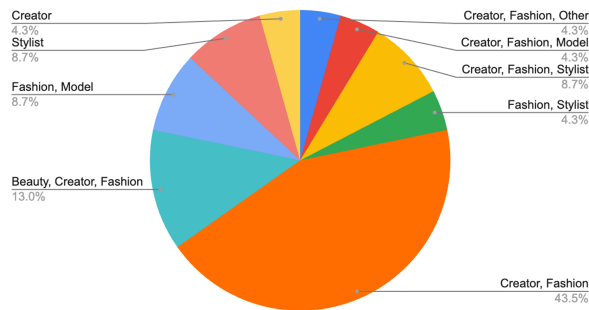
- **Motivations** (eg. what gets you excited?)

- **Goals** (eg. what is your end goal?)

- **Values** (eg. how do you feel about being a creator?)

- **Pain Points** (eg. what holds you back?)

- **Social commerce** (eg. how do you feel about sharing links?)

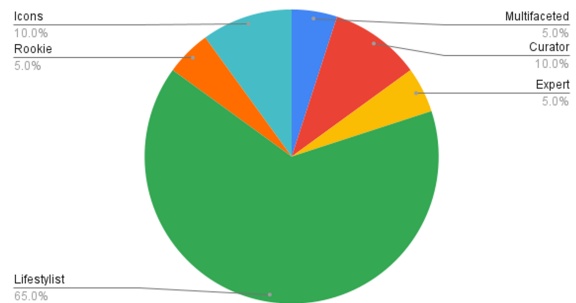# Creators

We conducted 11 in-depth interviews for 30 minutes each and logged ~50 micro-interactions with creators. Here are what the ratios look like:

Count of Creator Tags

Creator 4.3%
Stylist 8.7%
Fashion, Model 8.7%
Beauty, Creator, Fashion 13.0%
Creator, Fashion, Other 4.3%
Creator, Fashion, Model 4.3%
Creator, Fashion, Stylist 8.7%
Fashion, Stylist 4.3%
Creator, Fashion 43.5%

Count of Creator Persona

Icons 10.0%
Rookie 5.0%
Multifaceted 5.0%
Curator 10.0%
Expert 5.0%
Lifestylist 65.0%

Takeaways

We spoke to mostly young, fashion creatives and they couldn't be any more unique in how each creates their careers.

They view themselves as artists, bringing unique perspectives and inspiring people, with some even venturing into collaborations with brands. Their aspirations ranged from the quintessential stylist and supermodel to the more nascent, yet highly esteemed title of mega creator or DTC brand. They aim to excel in their fields that demand visibility and creative output while upholding distinct viewpoints.

Motivations

1. **Recognition/status**: To be seen by others.
2. **Creative freedom**: Infusing their POV into their work
3. **Relevancy.** To be plugged into the culture.

Goals

1. **Distinguished**. People know who they are.
2. **Professionally successful**. They're booked constantly.
3. **Culturally relevant**. Their perspective is elevated.

Values

1. **Staying true to themselves.** Not becoming a sellout.

Pain points

1. **Career pathing.** Knowing what step to take next.

2. **Social media in-service of community**. To help others.

Perceptions of Social Commerce

1. **Exposure**. More people might find them interesting.

2. **Belonging**. They're connected to a bigger community.

3. **Opportunities**. Manifesting success with social media.

4. **Polarizing**. Some love it, some hate it, and others are indifferent.

2. **Social media fatigue.** Creating content feels like running on a hamster wheel.

3. **Algorithm and community rules.** Not knowing if what you post will meet expectations.

4. **Consistent income monthly**.

Insights

Here are 5 insights we uncovered with key takeaways, quotes, and thought-starters.

Insight #1: Access to the fashion zeitgeist is emcee's strongest value prop.

We have a lot of creators talking about our cultural relevancy with a presence at **NYFW and sponsored events with emerging brands.** The concept of a virtual showroom resonates with them and our **pull + post program** adds value to take virtual to IRL.

Beyond the benefits we offer, deep down, they're looking for community and connection on a genuine level. Building closeness with emcee is critical to creators feeling a sense of belonging and loyalty, something they rarely feel with digital platforms.

> "**emcee makes brands more accessible to creators,** it has introduced me to new brands and categories, and **I pride myself on the content I make**

for emcee because I love it so much. When I talk about emcee, I explain how cool it is to list products that I genuinely use in a showroom. It's my favorite and **I love the creative freedom I have with emcee.**" - Kylie Kirk

"I love that **you guys are focusing on who has the vibes.** I feel like so many companies focus on having so many brands but I personally am so much more obsessed with who fits the vibe. And I see that with who you're working with. **I also feel more passionate about working with smaller brands.**" – Alexis Williams

"emcee is a Depop, affiliate platform without the affiliate, that mixes having a curated shop with doing fashion in real life." - Aria Herbst

"I thought it was so cool how they work with creators and help them promote products with showrooms. I've never seen it before and I think it's an effective marketing idea." - Chloe Brown

"When I learned about emcee, I jumped at the opportunity **to further push my brand**. I was in **creative control** working with and it didn't feel **transactional**." - De'Von Kitt

"I use Shopbop not because it's making me a lot of money, but because **I'm loyal to their team**." - Bridgette

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💡 **Thought-starters**
- Build a brand that feels personal, not transactional
- Provide more showroom content inspiration

Insight #2: The countless career paths create career anxiety.

The career of a content creator is **unclear** and content creation (the fun part) can often become more than they can take on realistically. Most creators don't have a team supporting them in managing their finances and brand comms. They fear **inconsistent payments and bad communication on the brand side and** can hit a wall when they struggle to **define or evolve their personal brand**.

> "I want to do this full time, work with a lot of brands, and feel like I'm someone that people can look up to and aspire to be. **What scares me is not knowing what my career will be in a few years.** Everybody wants to be an influencer right now, so how do I stand out from the person doing the exact same thing as me?" - Chloe Brown

> "I came to New York to work in fashion but **didn't know what I wanted to do**." - Tori Lopez

> "I've always wanted to do things in fashion—working internationally or having my own brand—**there are so many avenues**." - Jeffrey Dang

> "I have a passion for fashion but **I don't know why I'm not booked**." - Kamari Wright

> "I think it's helpful for creators to have a community around helping them because **there are different networks, pathways, and opportunities**." - Milan Wheaton

> "**I want my career in but I'm struggling to make content**." - Kylie Kirk

Insight #3: Social media unlocks access to more opportunities, but social selling carries a negative connotation.

These creators see themselves as **walking moodboards**, inspiring people with their curated perspective, which is very top of the funnel. **They lack the education to effectively sell on social media, but they do believe in dropping links if it's in service of their community.** So much of their career is wrapped up in the image they portray online they want to protect their reputation at all costs. because social media can be unforgiving.

> **"I don't rely on Instagram to get work opportunities. Instagram is more personal."** - Kamari Wright

> **"I want to capitalize as much as I can off of Instagram and TikTok."** - Milan Wheaton

> **"Expanding my content has allowed me to work with different creators and go after bigger, more exciting opportunities."** - Jordan Bryant

> **"Our society puts so much focus on social media**, you're obliged to put your work on the internet because there are more **opportunities for growth."** - Tori Lopez

> "You either train your audience from the beginning or you don't. **If people are really interested**, they will ask about for it." - Jeffrey Dang

> "**Social media is a means to and end**. **I want an extremely strong career outside of social media**." - Aria Herbst

> "You can build a community and use that to **jumpstart a business.**" - Greg Emmanuel

💡 **Thought-starters**

   - Offer an alternative to link-sharing to generate sales
   - Host networking opportunities for creators and sellers to swap advice

Insight #4: Creators are struggling to build a brand and business with the evolving demands of social media.

Fighting against an **algorithm** and the pressure of being **recognized** can sometimes push creators to conform their content to trends and discourse outside of their niche. **The balance between maintaining authenticity in their digital image while guarding personal values and well-being leads to hesitations in sharing content.** They view their **flexible schedules, cultural relevancy, and financial gains** as markers of success, and they believe they can open doors to higher opportunities when they have the right channel to **share what they want to share**.

> "I always wanted to be an artist, but **as I started showcasing off my own life rather than my art, I started getting noticed**. As the algorithm changes I try to change with it to maximize my account." - Aria Herbst

> "It's **heartwarming when people come up to me** and ask me if I'm Tori from Depop because I know **they love me for my style**." - Tori Lopez

> "In the beginning, **there were so many changes to social media and I sort of forgot the reason why I started creating content**." - Jeffrey Dang

> "**It's hard for me to find a balance of making videos that are true to me and talking about things that I love and also things that will bring in views or bring in followers.**" - Kylie Kirk

> "**I want to do content creation full-time and styling,** but I don't want to become an influencer or want people to care that much about me." - Milan Wheaton

> "I want to be someone **who is looked to and respected in fashion** with a pool of consistent clients and opportunities in journalism and public speaking." - Greg Emmanuel

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💡 **Thought-starters**

- Highlight what creators are doing outside of emcee
- Create more storytelling moments for creators in brand collaborations

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Insight #5: The motivation to create content shifts from intrinsic to extrinsic as creators grow.

Initially, social media is a way to create an image online and engage with like-minded people. **Once brands start reaching out, creators begin exploring content creation as a career path**. This shift from self-expression to rewards and external validation stems from their desire to thrive off what they create.

> **"I don't think I ever wanted to be a creator. It sort of just happened**." - Aria Herbst

> **"I recorded TikToks for fun, and then I blew up**. Being able to share things that I like really intrigues me and I want to leave the corporate route behind." **-** Jeffrey Dang

> **"I have no idea how the Instagram algorithm works**, but one of my posts landed on the explore page with no hashtags and **got the attention of this magazine.**" - Kylie Kirk

> "My motivation comes from **who I am, how I dress, and things that inspire me**." - Kamari Wright

> "I was a model for four years but I couldn't make as much money. Now I'm 100% creative. I'm active on social, **DMing brands**, and I love every part of it." - Milan Wheaton

> "It's a **full circle moment** when the brands you used to use when you were younger, that you couldn't afford, are **now hitting you up** to pay you to post for them." - Chloe Brown

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💡 **Thought-starters**

  - Ask creators to pitch us their ideal brand collaborations

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