

The Role of Virtual Social Media Influencers in Brand Advertising Design

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ABSTRACT

Using celebrities in commercials is one of the most prominent marketing tools brands rely on to reach their target audience. With the emergence of social media, a new type of influencer has emerged, possessing widespread digital influence thanks to their credibility and direct interaction with followers. Collaborating with them has become an effective way to enhance concrete marketing. Technology is advancing, with virtual influencers occupying a new niche. These are digital characters managed by artificial intelligence and highly flexible, able to influence audiences and change their appearance and personality to suit brands, without the electronics or personal challenges faced by human influencers. These virtual influencers have gained increasing attention from organizations due to their unique marketing advantages. Therefore, the problem of the commercial study was posed by how virtual influencers are used in brands' advertising campaigns. This study is important to monitor and control the relationship between the use of virtual influencers in advertising campaigns and interactions with consumers.

Keywords: Social Media, Advertisement, Influencers, Virtual Influencers.

1-Introduction

With the many communication possibilities provided by social media, and its increasing use by different categories of users, and due to its many advantages such as ease of use, flexibility and interaction, which prompted many brands to be present on it in order to advertise their products and services and communicate and interact with consumers, and based on the principles

of designing advertisements using celebrities, brands have turned to using social media influencers as ambassadors for their brands, as the messages advertised by influencers are often seen as more credible and convincing to consumers and capable of changing their opinions and purchasing trends, which is why consumers tend to follow the recommendations of their favorite influencer, as it has the flexibility to build relationships with consumers, especially for brands targeting young people, and with the development of artificial intelligence technologies, a new group of influencers has dominated social media, with a modern appearance that attracts younger generations. Digital influencers, also known as virtual people, are the latest addition to the world of advertising on social media. They represent an exciting opportunity for brands to try something new and stand out from others. They can collaborate with companies, promote products, and connect with their audience, just like influencers.

Research problem:

How can virtual influencers be utilized in advertising campaigns for commercial brands?

Research objectives:

Monitoring the relationship between the use of virtual influencers in advertising campaigns and consumer interaction with them.

Research Hypthesis: Th Research Asms Self:

There is a relationship between the widespread response of consumers to virtual influencers and their employment in advertising campaigns for commercial brands.

Importance of research:

Looking at the phenomenon of influencers, we find that it is a phenomenon that has existed since the beginning of society, but it has witnessed many names. With the emergence of social media, influencers were able to reach followers quickly. People follow the influencer because he is known, close to them, can be communicated with, resembles them, and is not difficult to reach like celebrities. It is a social phenomenon that has taken a new turn through social media, and what is called virtual influencers has appeared, which prompted brands to turn to them because they have more advantages and flexibility than human influencers, such as moving anywhere without adhering to travel restrictions.

Research methodology:

It relies on research on descriptive layers in collecting scientific material, followed by the analytical study of an advertising model across its social media platforms.

Research Limits:

Objective: The role of the influential brand on social media in designing advertisements.

Spatial: Advertising models via social media.

Temporal: Starting from 2019 in general, the demand for using influencers has increased and influential figures can also be used in the expectations of influential global crises and the emergence of virtual influencers significantly until 2024.

2- The concept of social media:

The definitions of social media have varied, due to the different points of view of specialists and researchers. Some see it as a group of sites that allow users to communicate in a virtual community in which they identify themselves and exchange interests, so that users publish a number of topics, pictures, videos and other activities through these sites, which they receive comments on from other users who have common links with them. Social media is a system of electronic networks that allow subscribers to create their own site and link it electronically with other members, through a shared social system. It also allows its browsers to share files and pictures, exchange video clips, create electronic blogs, conduct instant conversations, send written and audio messages and other services provided by these media. It also refers to websites that provide a group of services to users such as instant messaging, private messages, email, blogging, making friends, sharing files and pictures and other services. Social media currently brings together millions of users, and these social media are divided according to purposes and according to the capabilities available in them into multiple forms.

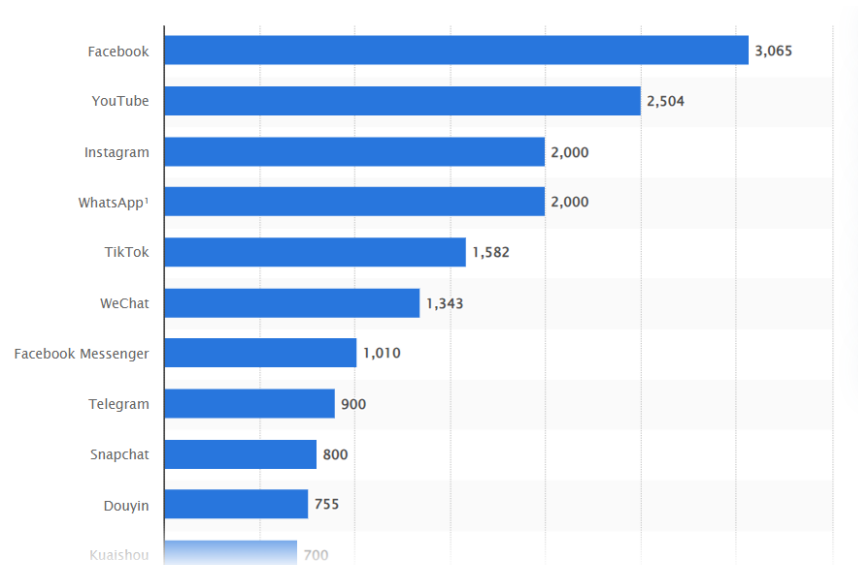


Figure 1. Most popular social media planner

3- The concept of influencers:

The term influencer has witnessed a wide difference in its definitions since it was introduced through social media. For example, on Facebook and X-Twitter, influencers are viewed as creators, i.e. those who produce content through these means. On Instagram, the influencer is referred to as an Instagrammer, a person who became famous by relying on image strategies and self-representation to build his audience. On YouTube, content creators are called YouTubers, a person who has gained great popularity from his videos. Brands often support social media influencers, and some of them have sponsoring companies that pay to place their products in shots through their accounts. Therefore, the term influencers is given to people who have created a self-brand for themselves, or seek to build, maintain and grow it with their followers. With the multiplicity of visions in the concepts of influencers, they can be defined through several aspects, which are:

3-1- The first perspective: Influencers are ordinary people who establish their fan bases based on sharing their lives with others. Through images or textual narratives, sharing their lifestyles and interacting with their followers in the digital realm and physical spaces.

3-2- The second perspective: Influencers are viewed as opinion leaders, as the Word-of-Mouth Marketing Association defines them as opinion leaders who use their social platforms to talk about products and services and have a high ability to influence the opinions of others.

3-3- The third perspective: It refers to the ability of influencers to bring about change by mediating messages and influencing the digital environment, thus creating a viral effect in societies, as they greatly influence others, and have a tremendous ability to play major roles in media outlets, consumer groups and society in general.

3-4- The fourth perspective: Influencers are viewed through the number of followers they have on one or more platforms, and they can be divided into macro and micro influencers. Macro influencers are those who have a follower base starting from 100,000 followers as a minimum to one million followers, so; They are called first-level influencers, while partial influencers are those who have a follower base ranging from 50-100 thousand followers; they are called second-level influencers.

3-5- The fifth perspective: The common one is the one that defines influencers from a marketing perspective as independent external supporters. They are creative people who provide content to followers regularly, due to their ability to influence the perception of the information transmitted and thus control the behavior of people in their environment. We find that they were able to attract a large number of followers to their accounts on one of the social media, due to their credibility and influence on followers, and thus brands resort to them to employ them to create awareness and promote them. Despite the multiplicity of visions and perspectives in defining influencers, all visions emphasize that the primary activity of influencers is to influence followers, fans and other individuals who follow their communication, behavior and offers. The study is biased towards the fifth perspective that they are an advertising and marketing face.

4- Advertising with influencers:

Influencers on various social media have an impact on followers' purchasing decisions, as they have become influential on many followers, especially in areas that require expertise to make purchasing decisions, especially if video is used alongside blogs through images or texts. We find that they contribute to consumers forming impressions about brands by broadcasting videos or photos or through any means and this is published through them. Advertising through

influencers has grown with the growth of e-retail facilities and online sales, as social media has changed the method that was used in communication, and the growth of advertising through influencers has contributed to consumers' tendency not to believe direct advertising messages about brand products and services, because they believe that the main goal is to achieve a commercial benefit for the brand, while they are more receptive to messages about products and brands promoted by influencers. Advertising through influencers is known as a type of advertising in which institutions and brands rely on investing in an influencer through social media in exchange for them building or promoting content about a specific brand and publishing it to their followers or targeted consumers. It is also known as harnessing the ability of influencers to send messages about products or brands to their audience of followers, Figure (2) Examples of some influencer advertisements through social media.



Figure 2. Some influencers advertise services and products. (A) Sara Sabry's advertisement for Garni products, Figure (B) Fouad Al-Qafas' advertisement for Maggie products, Figure (C) Jihad Al-Banna's advertisement for Mink Company.

5- Designing an advertisement using social media influencers:

The use of influencers by brands in marketing and promoting products and services is not a new phenomenon in the field of advertising. Before the advent of the Internet and social media, brands used celebrities in art, cinema, singing and sports in traditional advertising media, to create attention and attract the attention of the largest number of targeted consumers to the brands they advertise, which increases the likelihood of increasing demand to purchase the advertised product or service. With the advent of social media, many brands have recently relied on influencers in their advertisements, regardless of the nature of the products or services

provided by those brands, and influencers become representatives of the brand in many different media, whether traditional or modern, as the endorsement of influencers is considered an effective advertising tool by marketers, so the brand name has become associated with influential figures, as many brands have resorted to relying on influencers in advertisements; For example, hair styling products companies have relied on many influencers. Sherry & Berry relied on Sola Omar as the heroine of its integrated advertisement, as Sherry & Berry launched in 2021 through social media and traditional advertising methods such as television and other means. We find that it is an advertisement designed in a complete manner through an advertising agency specialized in designing advertisements. The advertisement and the song achieved great success for the brand, which increased its fame.



Figure 3. Sola Omar's advertisement for Sherry & Berry products.
<https://youtu.be/qEW0kcuPEdc?si=ycek8zKW6QtTMSiZ>

And other advertisements and various brands that used influencers to advertise them and their products, as if these brands had taken the influencer as a representative, delegate or ambassador for their personality in front of consumers. Given what advertising achieved through influencers on social media, which caught the attention of major companies and brands to cooperate with them in designing advertisements for their products, and brands were not satisfied with that, but rather used them alongside actors and celebrities to advertise them, such as Samsung's campaign to advertise Samsung screens, in which Samsung used the famous actor Amir Karara* as the hero of the advertisement, along with a group of influencers who became famous through social

media, such as Laila Ahmed Zaher, Khaled Jawad, Islam Fawzy and Mahmoud El-Sisi, until they became advertising destinations for major companies, which achieved interaction and connection between consumers and these brands, as brands and institutions realized that social media influencers have more influence on consumers at the present time.



Figure 4. Samsung 2023 Advertisement Poster

6- The concept of virtual influencers:

They are virtual digital people created by artificial intelligence to provide human-like interactions, they have their own presence and interact with real followers, and they have the characteristics, features and personalities of real humans. Social media leaders have taken influencers out of their stereotype and invented what are called “virtual influencers” through images and videos generated by artificial intelligence for characters that do not exist in the real world. The behavior of virtual influencers is similar to the behavior and actions of human influencers we know. They take pictures of themselves and conduct conversations with followers or other characters and other human tasks. Virtual influencers have also become a real force to be reckoned with in the field of influencer marketing and advertising, with more of them appearing every day on social media, with more brands contracting with them and competing to attract the largest segment of followers. Well-known examples of virtual influencers include Lilmiquela and Immagram.



Figure 5. Examples of virtual influencers (A) Photo from Lilmiquela 's Instagram page (B) Photo from Imma.gram's Instagram page

7- Using commercial brands for virtual influencers:

Brands are the first beneficiaries of virtual influencers in order to reach new types of consumers, and it is expected that these virtual influencers will inevitably acquire the preferred brands in the future and appear in them continuously. Some of the most famous virtual influencers have reached millions of followers on social media in a short time, and they have been met with tremendous acceptance and attraction from followers in order to learn about the nature of their lives. The flexibility of virtual influencers is one of the most important factors in attracting followers, and virtual influencers will give brands more flexibility and control while collaborating with each other. For example, if a real human influencer makes a mistake, it can often be difficult to solve or may have to be re-filmed, thus delaying the launch of the advertising campaign. However, when it comes to virtual influencers, the mistake can be easily erased and modified within minutes. The benefits of dealing with these digital characters are many, as they are cheaper than human influencers in the long run, can be fully controlled, appear in more than one place at the same time, and most importantly, they remain their age without aging or dying. The trend towards virtual influencers is growing gradually, and some brands have begun to indulge in this future method of advertising for a long time. The global car brand Renault created its own virtual ambassador Liv, who was introduced to us in the latest TV ad recently, in the form of (6) Liv ad, the virtual character of Renault.



Figure 6. Liv, Renault's virtual character, ad

Many brands repeated this initiative, or at least used virtual influencers to advertise their products, such as the Samsung phone advertisement in which Lil Miquela participated and the Versace advertisement.



Figure 7. Lilmiquela's participation in Samsung's advertisement
<https://www.instagram.com/lilmiquela?igsh=MXBzZW51cDdsa2VqZQ>

Lilmiquela, a 19-year-old half-Brazilian-American with over 3 million followers on Instagram, shares her latest looks and new music, including a single released last summer. She also previously collaborated with Samsung as part of a 2019 campaign and starred alongside model and reality star Bella Hadid in a Calvin Klein ad.

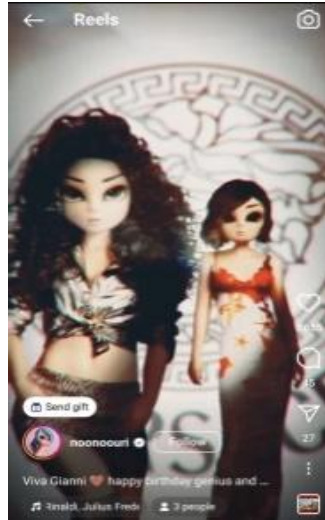


Figure 8. Pictures showing Noonnoouri's participation in the advertisement
<https://www.instagram.com/noonnoouri?igsh=MWJsN3F4YtIxbm11Yg>

Noonnoouri is a virtual influencer, fashion designer and one of the fastest growing virtual influencers on Instagram, and thus she got a beauty contract with KKW, and became an ambassador for Dior cosmetics, and she made her first appearance in the Middle East at the Harper's Bazaar Arabia honoring ceremony through a photoshoot wearing designs exclusively signed by Zuhair Murad, and in our Arab world, the Moroccan Kenza Lily appeared as the first virtual character developed with artificial intelligence, who is 33 years old and has about 199 thousand followers on the Instagram platform, and she had her presence in the field of advertising, as she published a picture of herself standing next to a Hyundai car (Kona) model in which she explained its specifications and features, and asked her followers if they were willing to try it.



Figure 9. Hyundai Night Treasure Ad - Kenzi's advertisement for Hyundai.
<https://www.instagram.com/reel/C6KGSFUtGb8/?igsh=OG8xY3pidzdwdGJz>

8-Analytical Study:

This section deals with the analytical study that depends on describing and analyzing advertising models for virtual influencers on social media, and the extent to which commercial brands currently rely on them for their ability to influence consumer purchasing trends.

8-1- Criteria for selecting analytical study models:

8-1-1- Using influencers in advertising campaigns.

8-1-2- Diversity of using influencers in advertising campaigns according to the goal of the advertising message.

8-1-3- Analysis of a group of advertisements from the period 2019-2024, the period in which social media demand increased unprecedentedly, and the use of influential figures was also a priority in 2019 due to successive global health crises.

8-1-4- Using a group of models of local and international advertisements.

8-2- Analysis elements used in model analysis:

8-2-1- Advertising data: (Brand name - Campaign name - Advertising message - Advertising idea - Advertising explanation - Advertising location - Implementing agency - Advertising duration - Timing - Advertising medium - Type of medium - Advertising influencers).

8-2-2- Influencer data: (Characteristics of the influencer's personality - Influencer's field of work - Influencer classification).

8-2-3- Advertising and influencer data: (Extent of compatibility in choosing the influencer in the advertisement - Consumer endorsement model for the influencer in the advertisement).

8-3-Analytical models:

8-3-1- The first analytical model



(A)



(B)



Figure 10. The first analytical model is Lil Miquela's advertisement for the BMW car (A) Lil appears with a BMW i2x next to her (B) You get in the car and drive quickly through the roads (C) Gradually marvel at human existence and real life (D) You keep walking through the streets and people (E) Until you cross a bridge (F) And imagine that she is a real person (G) And imagine that she is a real person (H) When you get out of the car, you feel the rain (I) He falls on her hands as if she were a real person (J) The ad ends and the logo and the name of the lamb appear. <https://youtu.be/MXSaZQ2aAAc?si=HbeGf3dFOOBc8xSG>

Table1. Analytical study of BMW advertisement by Lil Miquela

Advertisement data	
Brand name	BMW
Campaign name	The First Ever BMW ix2
Advertisement message	Make it real

Advertising idea	The advertising idea was based on the question of what does the virtual character want and dream of most of all? To be real, BMW makes it real with a virtual influencer to create an immersive consumer experience and the idea of the Make it Real campaign aligns with the vision of the Freude forever brand.
Advertisement explanation	Explanation of the announcement BMW makes it real with the virtual creator Lil Miquila in her last campaign, the announcement begins with the appearance of Lil Miquila riding in the ix2 and walking on the road with an existential tone and she gradually falls in love with human existence and a bridge appeared through which she passed through it so that bridge was the essence of the BMW ix2 campaign and the result touches hearts and this expresses that digital transformation and electricity find their way and vehicles will continue in the future to transport real people through real worlds in addition to virtual worlds, so the company cooperated BMW with Lil Miquila because it aspires to combine the best digital features with physical feel.
Advertising Location	https://youtu.be/MXSaZQ2aAAc?si=XdUi1YZH32GRMYuQ
Implementing Agency	Media Monks
Advertising Duration	1.01
Views	137128
Likes	1.7K
Comments	180
Target Consumers	Youth: Males – Females
Timing	2023
Advertising Medium	Social Media (YouTube - Instagram – Facebook)
Medium Type	Video
Influencers in advertising	Lil Miquela: Virtual Social Media Influencer

Influencer Data - Lil Miquela	
About the influencer	Lilmiquela, a 19-year-old half-Brazilian American with more than 3 million followers on Instagram, shares with her followers the latest trendy looks as well as the new music she has released, as last summer saw her release a single. She has also previously collaborated with Samsung as part of a 2019 campaign, collaborating with real-life supermodel Bella Hadid on Calvin Klein's ad.
Personal branding for social media influencer	Facebook :1.1M Instagram :2.6M Youtube :277K TikTok : 3.7M
Influencer Page Links	Facebook: https://www.facebook.com/lilmiquela?mibextid=ZbWKwL Instagram: https://www.instagram.com/lilmiquela?igsh=MXBzZW51cDdsa2VqZQ== Youtube : https://youtube.com/@lilmiquela?si=53AE6clMWcESHvn- TikTok: https://www.tiktok.com/@lilmiquela?_t=8kXUVILhoJh&_r=1
Influential personality traits	<p>Experience: Since 2016, it has appeared through social media, and from the time of its appearance, the demand for following it has increased day by day, which made prestigious international brands trust its expertise and the experience of the institution managing it.</p> <p>Credibility: She has credibility, even if she is a fictitious character, we find that the world deals with her, supports her and interacts with her publications, she has a virtual life as if it were real and also friends united by stories and memories, and she also has family problems and concerns like humans, and she asks for advice from her followers.</p> <p>Trustworthiness: It was trusted by millions of followers, which led to it promoting prestigious brands such as Chanel, Barrada, Calvin Klein and Samsung.</p> <p>Attractiveness: She is beautiful with a slender texture, her skin tends to an attractive tan color, and she has a distinctive style in dealing and talking to followers and sharing her life with them.</p> <p>Activity and interaction: Keen to display her publications regularly and continuously through her pages</p> <p>The ability to persuade and gain followers: She has the ability to persuade as she convinces followers to follow her after knowing that she is a virtual person, but the number of followers increased and</p>

	many of them merged with her.
Influencer's field of work	Fashion
Classify influencers according to their number of followers	High Influencers
Influencer Ranking by Leading Platform	TikTok
The extent of compatibility in choosing the influencer in advertising	Similarity between influencer and brand Alignment between influencer and brand message Having a large number of followers Having popularity and credibility
Consumer Advocacy Model for Influencer Advertising	<p>Brand-Influencer Match: There is a match between the choice of Lil Miquela in the BMW ix2 ad, as the ad tells that digital transformation and electrification are finding their way, and that vehicles in the future will continue to transport real people through real and virtual worlds, which expresses the technological progress taking place at that time.</p> <p>The influencer's appeal: At first glance, she seems completely real, as she is beautiful with a slender figure, and her skin tends to be an attractive brown color, and she has friends with whom she shares stories and memories, and she speaks as if she is a person with feelings and emotions, as she discussed her critics who contacted her via email, and she seems like a cheerful person who shares the details of her life with followers.</p>

9- Applied study

After discussing a set of advertising models using virtual influencers, advertisements were designed using virtual intelligence sites and applications by achieving the use of virtual influencers in advertising campaigns for commercial brands to influence consumer purchasing trends. They were analyzed based on advertising data, influencer data, and their compatibility with the brand to be advertised.

9-1- Applied model



Figure 11. el-d7e7 advertisement for the Netflix platform

https://drive.google.com/drive/mobile/folders/1OAcepDaAyipOsKe_YXa10txtWTGTqWzN?usp=drive_link

Table 2. Application model analysis of el-d7e7 advertisement for Netflix platform

Advertisement data	
Brand name	Netflix
Campaign name	#CouragetoBeal
Advertisement message	Find Your courage
Advertising idea	The idea of the advertisement is based on using celebrities from different fields and nationalities, including a virtual influencer who is the heroine of the advertising campaign and appears as the heroine of the campaign, sharing the lead role with a group of celebrities. In each advertisement of the campaign, a different hero appears with the campaign heroine, Emma, one of the virtual influencers.
Advertisement explanation	The series trailer begins with the title of the work Squid Game, including the hero after replacing his face with one of the social media influencers with a distinctive tone for that work, then the motivational phrase Are you ready appears, then the name of the platform Netflix appears and successive and quick shots of exciting scenes of the work appear in which the hero of the work appears in almost all of them and in each scene it is a shot of a level of the game that is the focus of the dramatic work with exciting and exciting background music for those scenes that work to attract the recipient, then the name of the work, the logo and the slogan You are part of the sense appear.

Advertising Location	https://drive.google.com/drive/folders/1OAcepDaAyipOsKe_YXa10txtWTGTqWzN?usp=drive_link
Advertisement duration	Minute
Target Consumers	Youth: Males - Females
Timing	2024
Advertising Medium	Social Media (YouTube - Instagram – Facebook)
Medium Type	Video
Nationality of work	Chinese
Drama name	Squid Game
The actor who was replaced	
Influencers in advertising	Ahmed Al-Ghandour (eld7e7)

Influencer Data - Ahmed Al-Ghandour (eld7e7)	
About the influencer	He is an Egyptian researcher and YouTuber content creator, known as Al-Daheeh after the name of his YouTube channel. He is one of the most prominent figures in the field of simplifying science or popular science. He obtained a bachelor's degree in biology from the American University in Cairo, and a master's degree in education from the University of Hong Kong. Al-Ghandour created his YouTube channel in 2014 and began publishing videos focused on simplifying science in an easy way with a bit of comedy. Al-Ghandour's fame increased in Egypt and many Arabic-speaking countries after his contract with Al Jazeera Plus Network in 2017. In October 2020, the first episode of his new program, Al-Daheeh Museum, was shown. It is a cultural comedy program broadcast on Shahidnet. Then, in 2021, he presented Al-Daheeh on the New Media Academy channel before moving to present it on the Museum of the Future channel. Al-Ghandour was shortlisted for the 2019 IBC World Award for the Most Influential Young People in the Media Field.
Personal branding for social media influencer	Facebook :3.3M Instagram :1.1M Youtube: 4.26M TikTok : 2.3M
Influencer Page Links	Facebook: https://www.facebook.com/share/Mspr3k9K38DjGrw7/?mibextid=qi2Omg Instagram: https://www.instagram.com/eldaheeh?igsh=MW1kbzZuYTFIY3JxYw==

	<p>Youtube https://youtube.com/@NewMedia_Life?si=GStYkn6jKHdh6Dc0 TikTok: https://www.tiktok.com/@da7ee7?_t=8l6YcgpGaMo&_r=1</p>
Influential personality traits	<p>Experience: Ahmed Al-Ghandour has enough experience to be a face for a scientific educational institution such as the American University in the scientific and research field, as he started as an influencer who conveys scientific content many years ago, and he is a graduate of the university and has a scientific background.</p> <p>Credibility: Since the beginning of his appearance, he indicated in all episodes that his content is based on documented scientific sources, which indicates the credibility of the source and content, and his famous phrase was (Look at the sources).</p> <p>Authenticity: He is always distinguished by authenticity, showing behavior that expresses his personal scientific identity, and he participated in more than one previous advertisement such as the Egyptian Post. We always do not feel that it is a paid promotional offer in his advertisements, and he chooses his appearance carefully to suit his personality.</p> <p>Trustworthiness: Since his appearance until now, all the content he provides is based on sources, which indicates trustworthiness, and his contracting with more than one scientific channel and institution has proven this. Some institutions have adopted his content, such as Al Jazeera Plus, Shahid, the New Media Academy Channel, the Museum of the Future Channel, and others, which indicates that he is a trustworthy person.</p> <p>Desire to help: This appeared in the episode Palestine, the Story of a Land, as he was keen to present the story of the land in detail to support the Palestinian people and cause. Choosing the right timing: He always chooses the right timing to present the topic of his episodes, such as choosing to present the story of Oppenheimer, the inventor of the atomic bomb, with the timing of the movie. And other topics that he carefully chooses the time to present to suit the events.</p> <p>Attractiveness: He has enough attractiveness as a personality to attract different categories of consumers to present scientific topics in an attractive way while maintaining the scientific content.</p> <p>Activity and interaction: Presenting episodes constantly and continuously with a variety of topics.</p>

	The ability to persuade and gain followers: He has millions of followers on different platforms from different backgrounds and interests.
Influencer's field of work	Scientific field
Classify influencers according to their number of followers	High Influencers
Influencer Ranking by Leading Platform	YouTuber
The extent of compatibility in choosing the influencer in advertising	Having a large number of followers Having popularity and credibility
Consumer Advocacy Model for Influencer Advertising	Influencer credibility: The influencer has enough credibility to create persuasion and influence. The credibility of the advertisement depends on the presenter of the advertisement, his fame, and the strength of influence. Experience, trust, and attractiveness are the basic factors that affect individuals' perception of the influencer's credibility. The presenter of the advertisement and the hero in it have enough of them.

10- Results and Discussion

10-1- Influencer advertising is a type of advertising in which brands rely on investing in influencers through social media to reach targeted consumers in the shortest ways by involving consumers as part of advertising campaigns.

10-2- The influencer combines fame and gaining the attention of followers, as he is a consumer similar to many other consumers who follow him, and is considered one of the supporters who shape consumer trends towards commercial brands.

10-3-Virtual influencers are digitally created characters. They are active on social media and have a loyal following that consumes their content. Unlike human influencers, virtual influencers are entirely computer generated and exist only in the digital realm.

10-4-Virtual influencers are an exciting opportunity for brands to try something new and stand out from the crowd. They can collaborate with companies, promote products, and connect with their audience, just like human influencers.

11- Conclusion

In the end, we find that through the development achieved by technology and artificial intelligence that contributed to the emergence of virtual influencers, we find that the use of celebrities in advertising is one of the marketing and advertising strategies used by brands and institutions, but it developed with the emergence of social media and they were called influencers. We find that influencers have the ability to reach a wide audience and have the ability to persuade with the qualities of credibility and access they possess. What the study indicated is that advertising with influencers can achieve a large return for institutions and brands, given the connection of consumers to these brands, so it has become a new trend in the field of advertising, and consumer loyalty to influencers creates loyalty to the advertised brand, prompting companies to build virtual influencers inspired by their imagination using artificial intelligence to be an advertising face for commercial brands.

Recommendations

- 12-1- Brands should learn how to benefit from virtual influencers in advertising campaigns, whether when choosing or creating them.
- 12-2- Increase studies on virtual influencers to help brands in advertising campaigns
- 12-3- Use and keep up with all the latest news about virtual influencers to know how they can be used in advertising campaigns.
- 12-4- Companies that export virtual influencers are working to develop them to keep pace with the needs of commercial brands.

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