

# The Drum Show: the influencer pay space and Ramadan marketing

**On this week's episode of The Drum Show, Chris Sutcliffe, senior pressreporter for tech at The Drum, is signed up with by a panel of specialists to go over the influencer pay space, and ask whether the market is doing marketing around spiritual celebrations .**

There is a substantial threat for brandnames that look for to engage with identity – racial, spiritual and sexual. When done without understanding and competence, there is the possibility they can appear tokenistic or mercenary in intent. But does that mean they shouldn't make the effort – or does it simply come down to doing representation ideal?

Last week we spoke about Ogilvy's choice to limit the work it does with influencers who use extreme filters and modifying. It was seen as a action in the right instructions for the influencer marketing market however, as this next story reveals, there's a very long method to go to make the sector fair and agent.

Charlotte Williams is creator of SevenSix Agency. In 2020, her group released a rates report to reveal the absence of reasonable payment skilled by underrepresented influencers. The report discovered that 37% of participants thought that their ethnic background adversely affects the quantity they make.

Similarly, international interactions company MSL produced a report last year more highlighting the plain racial variation in influencer pay in the United States. According to their research study, the racial pay space in between white and Black, Indigenous and People of Color influencers is 29%, with almost half (49%) of Black influencers reporting that their race contributed to an deal listed below market worth.

So, with a problem this prevalent and endemic to the influencer marketing market, how prevalent is the awareness of that pay space? Charlotte supplies an upgrade on how the market is altering, and what the influencers themselves believe of having to work on an unlevel playing field.

In our 2nd subject we check out the truths of marketing around spiritual celebrations.

Last week we released a piece from Mouna Kalla-Sacranie, senior strategist, Blue State. She argued that brandnames are incorrect to believe Ramadan is simply another window to drive consumerism: "It is not about meaningless intake, however conscious abstention. Brands that look for to capitalize much better be mindful."

She specified: "Every year in the run-up to the holy month, various reports and short articles are released measuring the impressive worth of the 'Global Muslim Economy.' Across the marketing

sphere – and even in the charity sector – discussions around the ‘Muslim pound’ have actually grown progressively popular (and, at times, predatory), with Ramadan being located as a secret mine and chance area for brandnames that dream to ‘lean in’ to Muslim audiences.”

Asad Dhunna, creator and chief executive of The Unmistakables, then goes over the work his group did around Tesco’s commemorated Ramadan Campaign. He and Lucy Morris, executive editor of SEEN Connects, go over when representation and inclusivity can be utilized to market rather than simply inform. Finally, the panel asks whether it is preferable to use commercial imperatives to enhance representation in the marketing market.

Source: [The Drum Show: the influencer pay space and Ramadan marketing](#).