

# What our Presidential politics teach us about the shifting roles of social influencers

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**APCO**  
worldwide®



# Meet Antonio Damasio

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# “Ennion Epoiese”

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# What can we learn from 2016?

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# You're Right!

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# Not quite the same...

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# Presidential candidates, the ultimate brand





# Social media has fundamentally changed the way news flows

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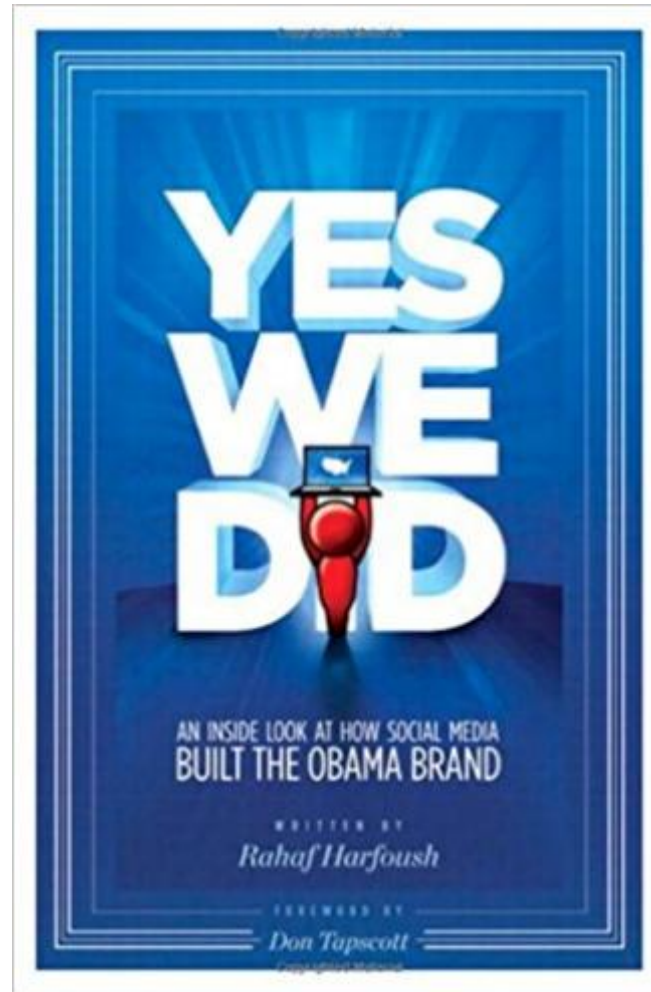


# We've always been tribal



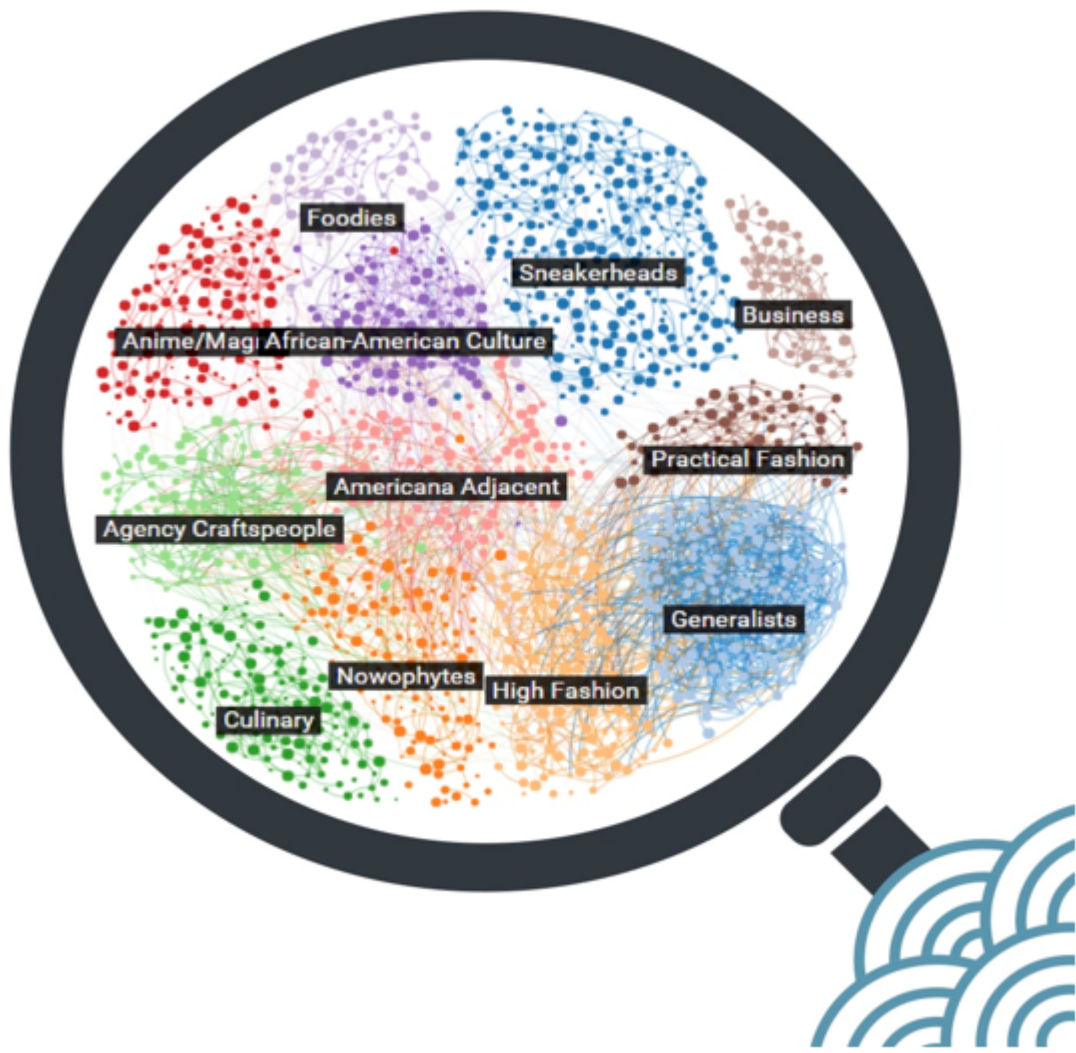
# Obama was the first

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Let's look at an example

# SUNTORY





# Isolating the tribes with strongest affinity



## Nowophytes

Individuals who follow current news, trends, and public advocacy initiatives closely for purposes of action

### Who They are



@MitchGrassi



@YoungTheGiant



@ashadaya



@celinikoo

### Where They Live



The Onion



New York Times



NPR News



Mashable



## Agency Craftspeople

The creative class loves Japanese brands. Let's let them love Suntory



@chriswelch



@jacobgallagher



@rachelmetz



@klassy



Fast Company



Wired



Tech Crunch



Mashable



## Foodies

A tribe made up of chefs and food enthusiasts with one thing in mind: progressing the culinary craft



@chriswelch



@itakepicsoffood



@foodwinoSF



@SheLikesRuffles



Food & Wine Magazine



Bon Appetit Magazine



Serious Eats



Saveur Magazine



## Fashion

For high fashion and practical fashion alike, Japanese brands represent 'taste'



@VivaLaAlly



@makeupjojo



@RackedMiami



@xeniatouchmi



W Magazine



Style.com



Fashionist.com



V Magazine

# Tailoring the corporate brand story

**Suntory**  
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Always In harmony with nature.



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Scotch isn't the only whisky to cheers with on National Scotch Day, try some Yamazaki Whisky.



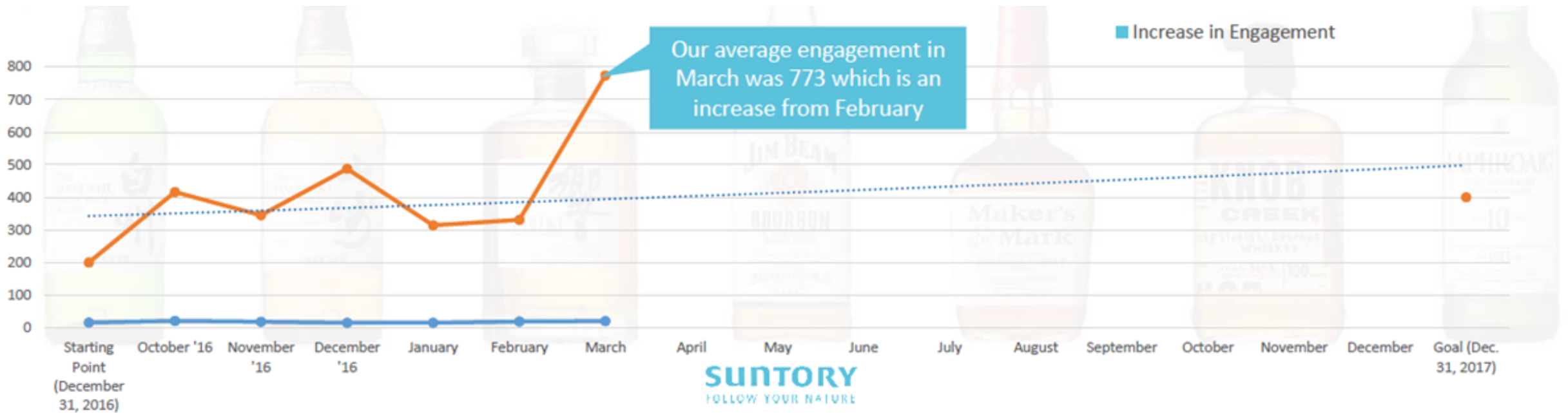
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# 400% increase in engagement in six months







# Questions to ponder

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1. Who are your tribes?
2. Who are their most powerful influencers?
3. How do they feel about you?