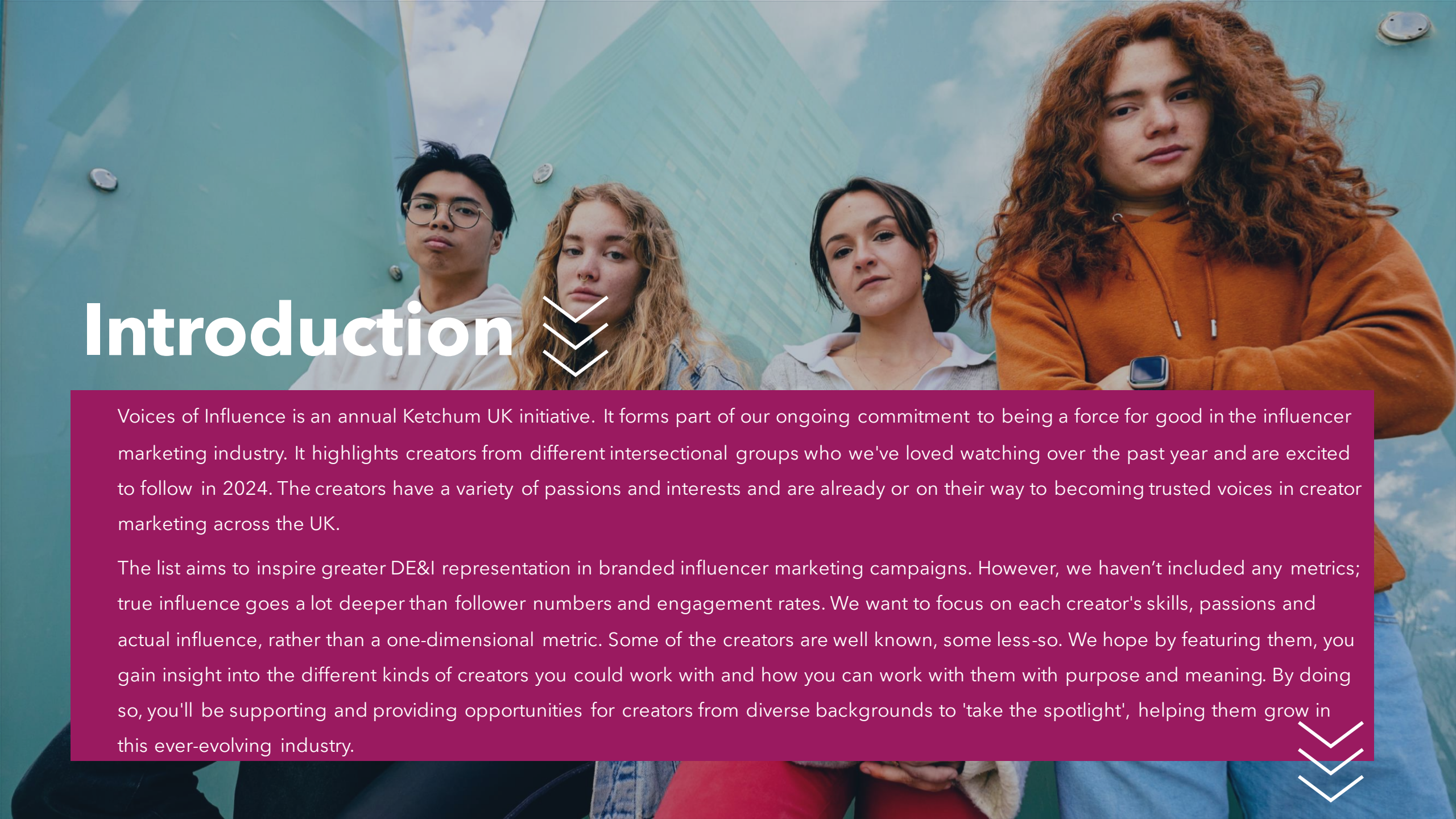


KETCHUM

Voices of Influence 2023



Introduction

Voices of Influence is an annual Ketchum UK initiative. It forms part of our ongoing commitment to being a force for good in the influencer marketing industry. It highlights creators from different intersectional groups who we've loved watching over the past year and are excited to follow in 2024. The creators have a variety of passions and interests and are already or on their way to becoming trusted voices in creator marketing across the UK.

The list aims to inspire greater DE&I representation in branded influencer marketing campaigns. However, we haven't included any metrics; true influence goes a lot deeper than follower numbers and engagement rates. We want to focus on each creator's skills, passions and actual influence, rather than a one-dimensional metric. Some of the creators are well known, some less-so. We hope by featuring them, you gain insight into the different kinds of creators you could work with and how you can work with them with purpose and meaning. By doing so, you'll be supporting and providing opportunities for creators from diverse backgrounds to 'take the spotlight', helping them grow in this ever-evolving industry.

The importance of representation

Ketchum UK's Head of Influencer Marketing, Vik Khagram, shares why it's important the influencer marketing industry ups its representation game and the inspiration behind Voices of influence. In addition, trusted Ketchum partner and SHFT Talent Agency founder, Chloe Downes, shares why marketers today must diversity their feeds – and teams.

KETCHUM

What does representation in the influencer marketing industry mean for Ketchum?

Ketchum's Voices of Influence shines a light on creators doing great things with their voices online. Some of them are well known but pigeonholed and aren't receiving the light they deserve.

Representation in the influencer industry is super important. We need to make sure diverse creators from all backgrounds are getting their time to shine. This will help them flourish and prosper in an industry seemingly against people of certain colours, genders and body types.

As part of our commitment to DE&I and supporting the influencer community, we've created Voices of Influence to highlight influencers who deserve the spotlight and can also inspire and uplift your influence campaigns in the year ahead.

Vik Khagram – Head of Influencer Marketing

Ketchum



How important is it for marketers to look beyond their own interests to diversify their creator choices?

It's not surprising most people follow influencers who look like them and have similar viewpoints/interests; if I want hair advice, I'm going to look to an influencer with a similar hair type to me.

That's understandable. However, when you work in influencer marketing, it's important to follow people outside of your community and interests to avoid falling into the trap of being stuck in an echo-chamber.

To ensure inclusive campaigns, marketers need to not only diversify their feeds but also ensure their teams are diverse in both backgrounds and interests or outsource to agencies that specialise in specific communities.

Chloe Downes – Founder of SHFT Talent Agency

WESHFT





Meet the Voices

2023

KETCHUM

Click on the icons to see their channels

SPORTS

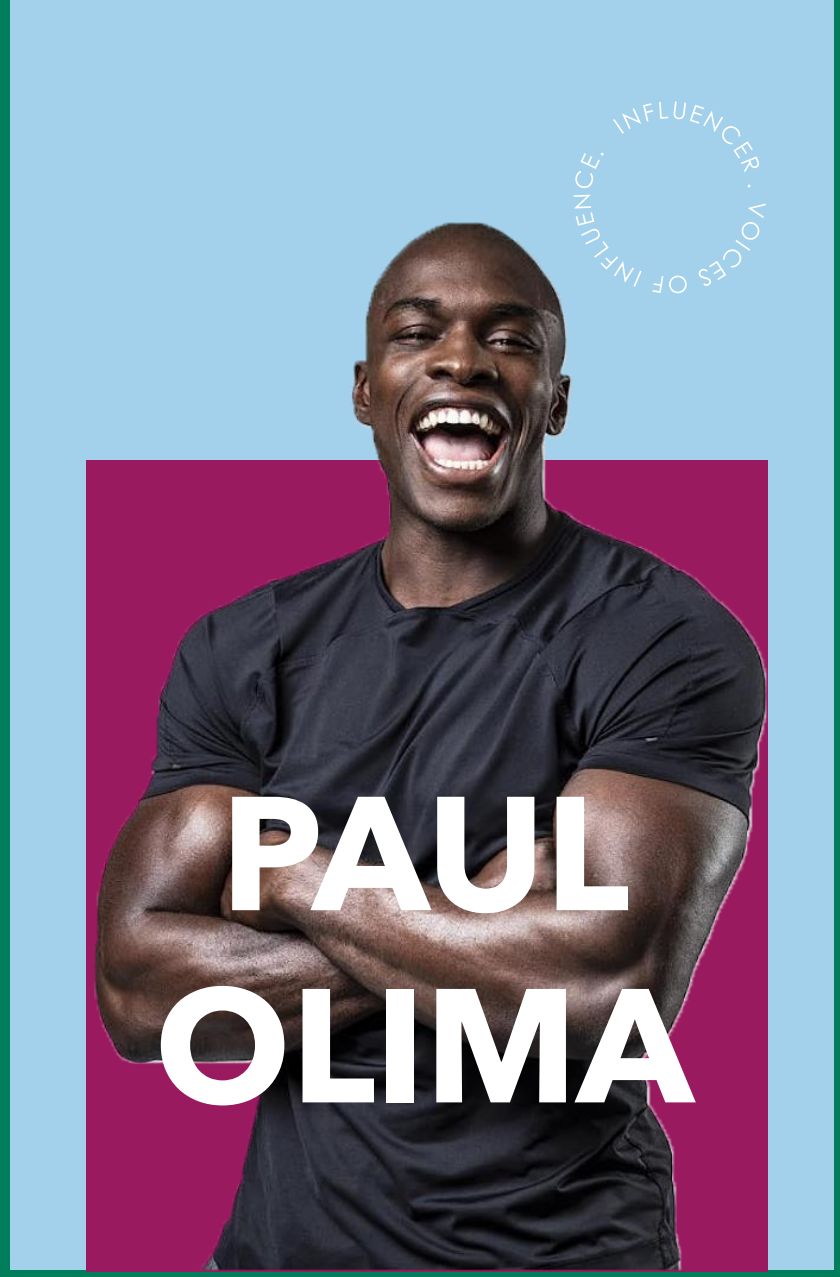
ENTERTAINERS

Who is Paul Olima?

Paul Olima is a leading fitness influencer. He's recognised for his hilarious and entertaining social content which has landed him a hugely loyal and engaged follower base. He often mimics different characters in his sketches and creates super-relatable parody content that resonates with his audience and, thanks to new discovery spaces on social media, often travels much further.

Why do we love him?

His originality! How is using other people's content original, you may ask? Paul uses other creators' viral content coupled with sarcasm for comedic effect. Across his platforms, his reactions are hilarious, with viewers sure to indulge in his light-hearted content. Paul's humour and comedic style are a refreshing change from some of the more vacant aspects of social media today!











KETCHUM

LIFESTYLE SPORTS

Who is Sophie Butler?

Sophie is a 26-year-old disabled, queer woman living in London who deconstructs topics to understand the world around us.

Sophie suffered a severe spinal injury in an accident and since then, she's used her platform to create a positive and safe space to support LGBTQ+ and disabled communities.

Why should we follow Sophie?

Sophie's content is feel-good and her energy infectious. She's consistently breaking down barriers; she was the first wheelchair user in the UK to be on the cover of Cosmopolitan magazine, Cosmopolitan's Influencer of the Year 2019, and an Attitude magazine 101 LGBTQ+ trailblazer.











KETCHUM

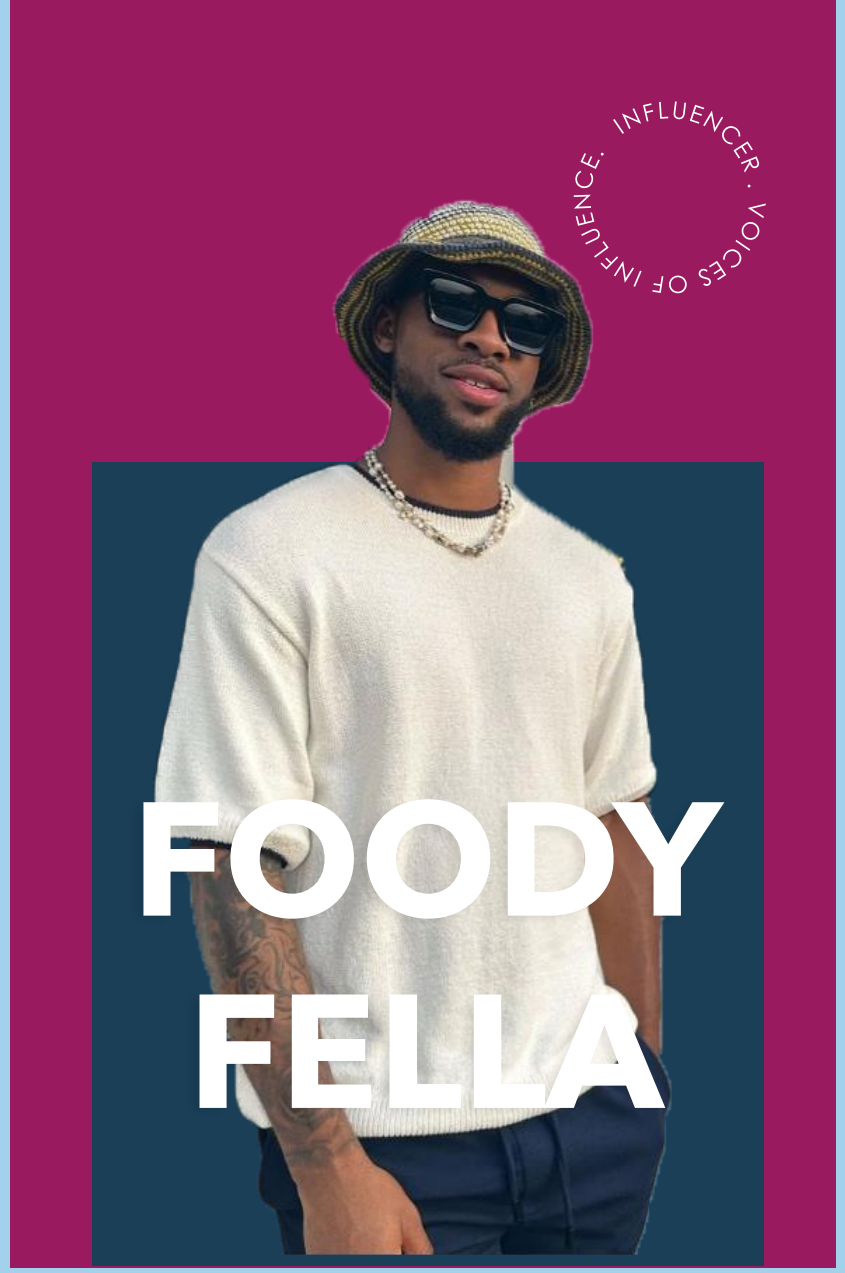
FOOD

Who is the Foody Fella?

Foody Fella (real name Kieran) is the ultimate London foodie tour guide – from knowing where to find the best Chinese meal at 4am to the city's best seafood pizza bowls. Foody Fella offers up mouth-watering food content with a smooth voice over, peppered with natural humour. He has a highly engaged audience and often goes viral – his content is a must view for any foodie.

Why do we love him?

With people venturing out for food once more since COVID, Foody Fella's restaurant tips and tricks have been invaluable! With a raft of foodie content creators out there, Foody Fella stands out, offering a diverse range of culinary cultures across London. Celebrating aesthetics as well as seeking out crafty restaurant deals for those on a budget, he still manages to keep a key focus on taste and experience.











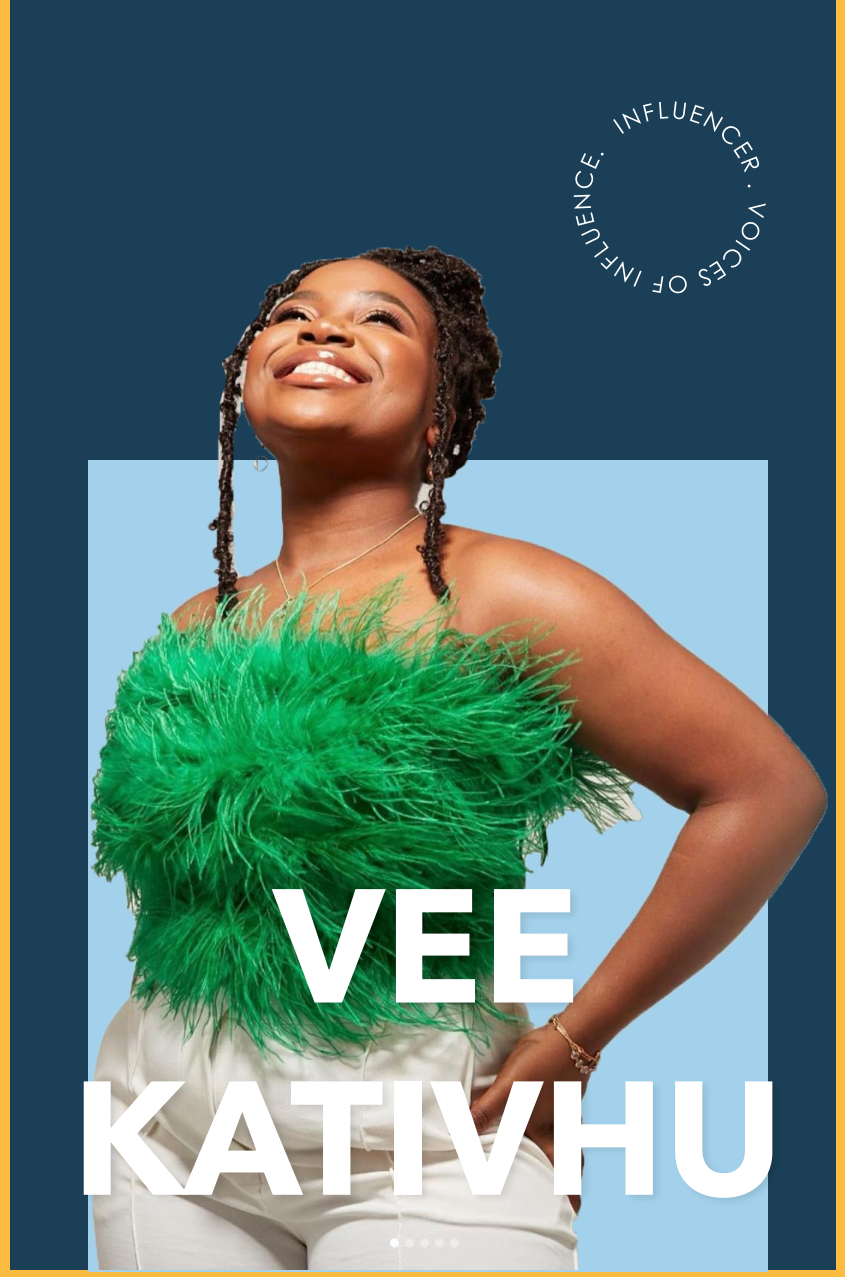
EDUCATION

Who is Vee?

Vee is a true changemaker. Born in Zimbabwe and raised in the UK, Vee is a trailblazer in upholding the value of education and the importance of youth empowerment. She started her creator journey on YouTube but you'll find her content across all social media platforms, including LinkedIn, while she continues her studies and her fight for change.

Why do we love her?

True influence. Vee embodies it and has grown her social following across platforms, from engaging content on LinkedIn to more fun content on YouTube and TikTok. She understands how to speak to her different audiences and is constantly learning and achieving. We look forward to following her journey into further education and seeing what she can achieve not only for herself, but the causes close to her heart.











DE&I

FAMILY

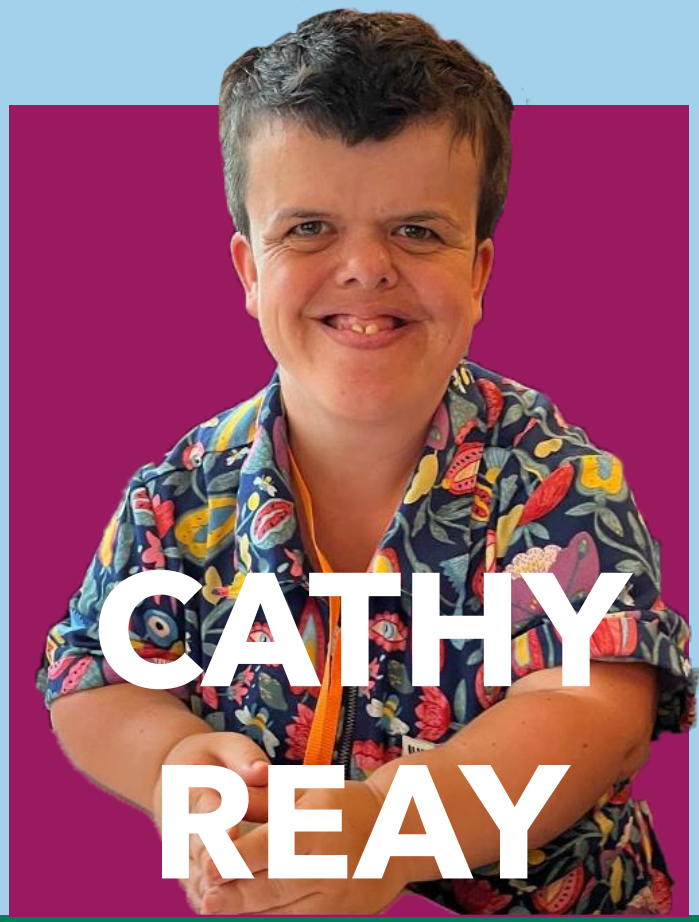
Who is Cathy Reay?

Cathy is a single mum with dwarfism. She writes and speaks often on the intersection of disability and single motherhood, queerness and dating. As a polyamorous queer person with an active dating and sex life, she's working to shed the stigma around sex and love as a single parent with disabilities.

Why should we follow her?

Cathy brings a unique and authentic voice to parenting, disability and ableism. She does this through her academic, humorous and joyful awareness of what it means to live with dwarfism whilst also having two children who also have dwarfism. Her content is accessible and informative and highly engaging as her audience continues to grow.

INFLUENCER · VOICES OF INFLUENCE.











KETCHUM

LIFESTYLE FAMILY

Who are Caitlin & Leah?

Caitlin & Leah have been a couple since 2015. They first bonded over their respective mental health struggles and have been creating and sharing lifestyle content together since 2016. The couple continue to bring their fans along with them on their relationship journey, including the ups and downs of their IVF journey. They recently conceived their second baby.

Why should we follow them?

Caitlin & Leah's journey is raw and unfiltered, providing a great source of experience and inspiration to those in a similar position. They also collaborate authentically with a diverse range of brands, from fashion to parenting. Their high-quality content balances their personal life with authentic lifestyle recommendations. Overall, their content is brilliant and resonates as honest and trustworthy.

INFLUENCER · VOICES OF INFLUENCE.



CAITLIN & LEAH









KETCHUM

DE&I

CREATIVE DESIGNERS & PHOTOGRAPHERS

Who is Keith Afadi?

As a creative and designer by trade, Keith has used his eye for aesthetics and talent behind a camera to launch his social channels. Inspired by film, fashion, music and more, Keith shares the world through his lens, adding his own vintage style to everything he creates. He's also super passionate about helping young creatives.

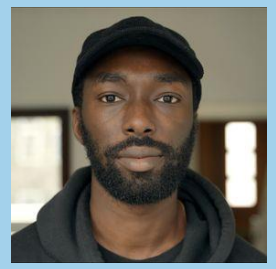
Why should we follow him?

Keith is a great person for those in creative industries to follow; he's an expert at injecting his own style into branded ads and could teach marketers a thing or two about authenticity in sponsored content!

Keith's career as a creator took off when his Wes Anderson style TikTok went viral. He's since made social media content creation his full-time career, taking the 'anything is possible' mantra to the next level. It's truly inspiring to watch him grow.











LIFESTYLE

Who is Zoe Antonia?

As a young woman with Polycystic ovary syndrome (PCOS), Zoe shares honest and educational content on menstrual cycles and women's hormones that speaks to so many women and young girls – especially those with PCOS.

Why should we follow Zoe?

Zoe is an inspiration and speaks candidly about her life with PCOS, giving her profile and content a real sense of meaning. Not everyone is comfortable talking about the side effects of PCOS, such as excess hair growth. Through openly sharing her experiences of living with the condition, she encourages other women and young girls to open up about the 'taboo' topic of periods and menstrual health.











FASHION & BEAUTY

DE&I

Who is Tasha Ghouri?

Former ITV2 Love Island contestant, Tasha, was born without hearing and was the first deaf contest on the reality TV dating show. Since Love Island, Tasha has spoken out about her experience being part of the deaf community and living with a cochlear implant. Through her work, she's normalising disabilities and bringing positive inclusion to under-presented communities. Before Love Island, Tasha worked with DeafKidzUK, and is currently the organisation's global ambassador.

Why should we follow Tasha ?

Seeing Tashs use her influence for good is refreshing and a real step change from the usual reality TV-to-influencer path. She remains focused on being a force for good, developing raw, powerful and interesting partnerships.

In February 2023, Tasha launched her own podcast series, Superpowers with Tasha Ghouri, which focuses on normalising disabilities by embracing them as a superpower, something very personal to Tasha.











KETCHUM

SPORTS

Who is Joel Beya?

Joel is a football presenter and influencer with unrivalled football connections. On his TikTok page, Cheeky Sport, Joel shares the latest football news and short-form interview snippets with players and pundits. Joel rubs shoulders with some of the biggest names in football. In fact, he co-hosts the YouTube shows on, Rio Ferdinand's FIVE platform, with Rio himself.

Why should we follow Joel?

Joel Beya is a name many football fans will recognise – and rightfully so. He's everywhere when it comes to football, helping bring fan channels to mainstream media. If you love the sport, Joel is the person to follow! His chemistry with his co-hosts Rio and Ste and other talent, on the FIVE YouTube platform, is undeniable. If you want to know the latest goings on in the world of football, Joel is one of the voices to follow.

INFLUENCER · VOICES OF INFLUENCE.



JOEL BEYA









DE&I

FAMILY

Who is Ashley 'Twist' Glazebrook?

Ashley is one half of English dance duo, Twist and Pulse, who received Alesha Dixon's 'golden buzzer' on Britian's Got Talent in and 2010. The duo went on to win Britain's Got Talent's Champion of Champions in 2019. Ashely and his fiancé, Liam, welcomed their first child via surrogacy at the start of 2023.

What do we love about Ashley?

Entertainer and father Ashley shares fun, vibrant content that brings real happiness to people's feed while raising awareness of surrogacy in the UK for same-sex couples and anyone struggling to conceive. His experiences are honest and real, providing a valuable source information around the surrogacy journey and being a first-time dad.











KETCHUM

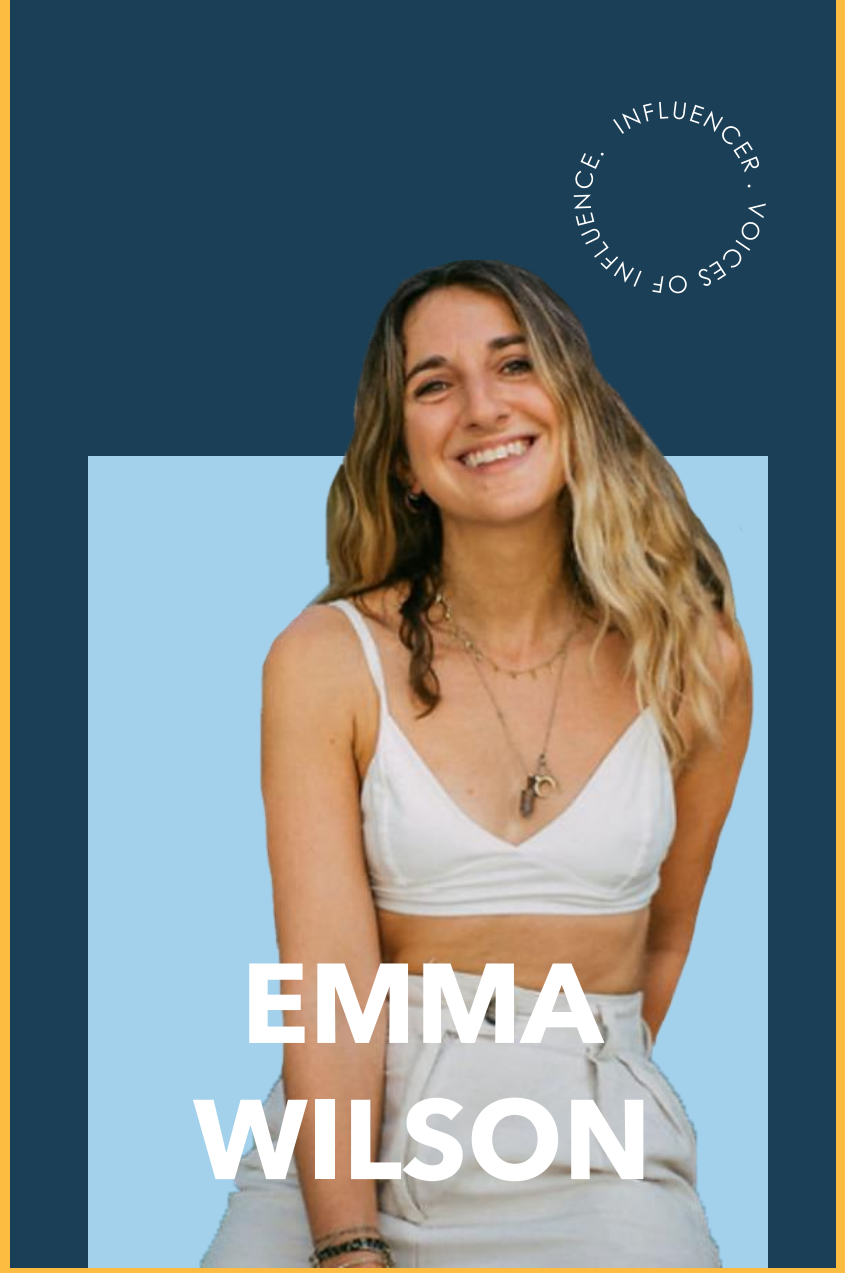
LIFESTYLE

Who is Emma Wilson?

Emma is a mindset coach in her 30s on a mission to help women in their late-twenties and thirties get unstuck, feel better about their lives and become more confident at 30. She shared her own personal crisis at 29 and, in response, found a huge number of women felt the same – and decided to do something about it.

Why should we follow Emma?

Entering your 30s is a major milestone many women feel daunted by. The pressures society puts on you focus on family, career and love. Yet, there are other ways to be happy. Emma speaks inclusively and practically about how to embrace your thirties and beyond without worry or comparison no matter your personal life goals. If you are female identifying and want to feel heard and inspired, you should follow Emma.











ENTERTAINERS SPORTS

Who is Faraaz Ghaffur?

Faraaz is a gamer and streamer who began his online journey as a FIFA Twitch Streamer and YouTuber. As the world of Esports grew, so did his skillset and he's made the jump to presenting, earning himself a role working at Manchester City FC on their social media content alongside Elz The Witch.

Why should we follow Faraaz?

Faraaz's energy, humour and engaged fanbase have helped him grow his presence across TikTok and Instagram, with a 90% + male audience. He's an expert at understanding his fanbase and crafting content to entertain them. He loves gaming, loves sports and marries both passions with aplomb to his adoring fans. Faraaz is a great example of how building your brand on social media can lead to offline opportunities – we can't wait to see what's next for him!











KETCHUM

ENTERTAINMENT LIFESTYLE

Who is Madam Joyce?

Madame Joyce began her social journey in 2018, but began her rise to success with the launch of her weekly show, Cocktails & Takeaways, in 2021. Cocktails & Takeaways allows for raw and emotive conversation, with Joyce's unique power to also create unmatched comedic moments throughout. She has amassed over 17 million+ combined views/listens and around 70k listeners per week.

Why should we follow Madam Joyce?

Cocktails & Takeaways has had an incredible year with a sold-out show at the O2 and more live shows on the way. Madame Joyce's raw, emotive, and comedic personality is infectious. She discusses trending global events, music, dilemmas and even her most well-kept secrets with some incredible guests from the worlds of music, fashion, influencers and more. If you want to be entertained and find out the latest goss and have some laughs along the way, Madam Joyce is your girl to follow.

INFLUENCER · VOICES OF INFLUENCE.



MADAM JOYCE









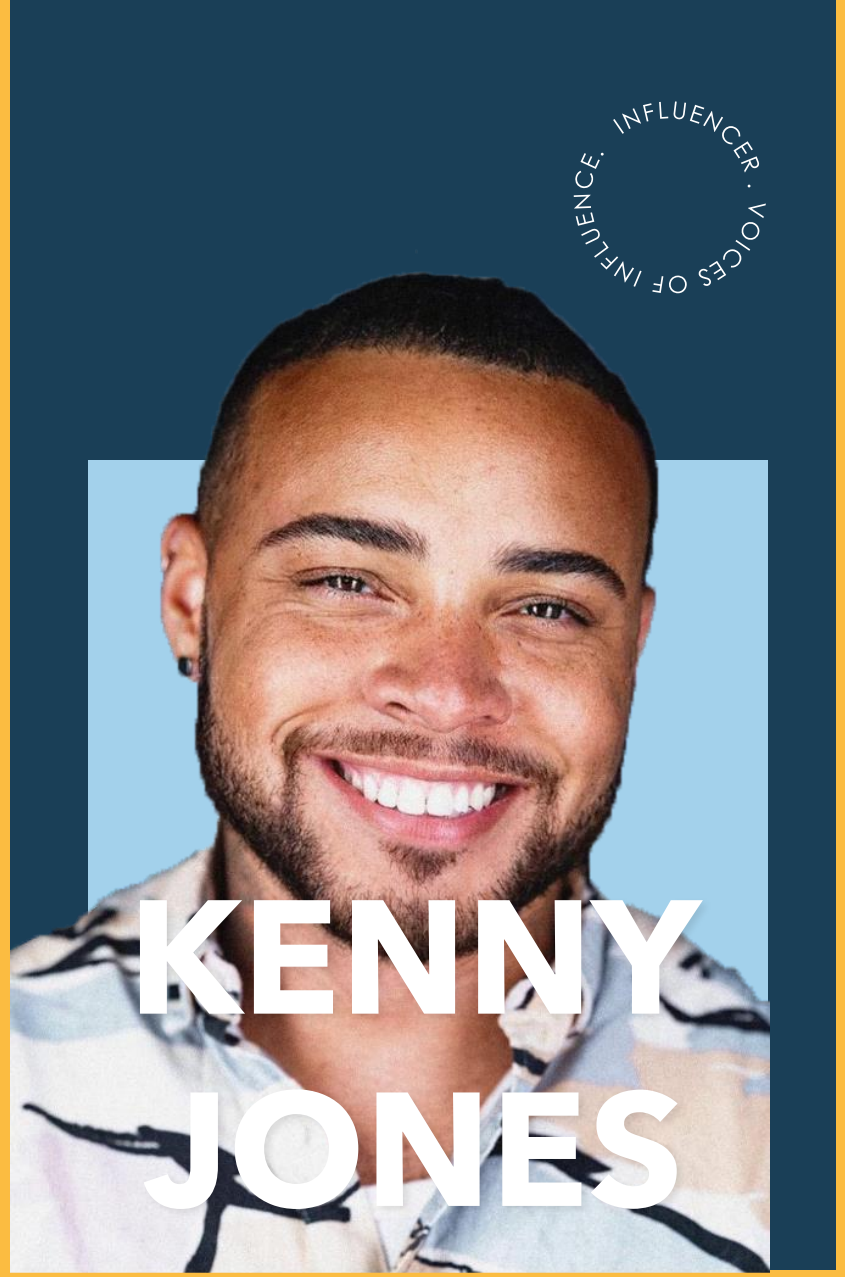
DE&I

Who is Kenny Jones?

Kenny made history through his lead role in Pink Parcels' IM ON campaign, being the first trans man to front a period campaign. He is a writer, advocate, consultant and former model. His advocacy focuses on menstruation, body politics, mental health and intimacy.

What do we love about Kenny?

Kenny's approach to education, conversations and content is accessible, honest and authentic. He engages in open and respectful conversations about all things trans in hopes of attaining equality, seeing trans people displayed positively in the media and creating allies, and speaks to audiences at all stages of the education journey.











KETCHUM

KETCHUM

SPORTS LIFESTYLE

Who is Mesha Moinirad?

Mesha is an entrepreneur, rehabilitation coach and personal trainer who advocates for those with chronic illnesses. Mesha was diagnosed with Crohn's disease in 2013 and he uses his platform to educate and support those also suffering with the chronic inflammatory bowel disease. He has become a beacon of hope for those on their Crohn's journey, constantly pushing the limits with his content to show nothing is beyond his reach!

Why should we follow Mesha?

Mesha is at the forefront of these conversations by talking about the challenges he has faced while living with a chronic illness and how he turned to that adversity into a thriving and life-changing business. Mesha's vulnerability has been eye opening to everyone who has come across his content, even if don't have Crohn's. Mesha is a great person to follow for motivational and inspiring content.











DE&I FOOD

Who is Nadir Nahdi?

Nadir was born and raised in London, but has a kaleidoscope of cultures to his background. He is of Yemeni-Indonesian-Kenyan-Pakistani descent, but in his own words never quite felt he belonged. His content is centred around this paradox and he creates experiences for his followers with the intention to show that there is no definition of culture needed for people like him, they can be all of them and create something new.

Why should we follow Nadir?

The content he creates is beautifully shot. He has a big passion for film making and you can see this in the care and attention he gives to his content. Most important is his storytelling. The way he relives his cultures and his identity through life stories and food from his homelands and elder relative and make them relevant to his day-to-day life is incredible to watch and resonates with anyone who is a 2nd or 3rd generation immigrant to this country.











KETCHUM

LIFESTYLE FAMILY

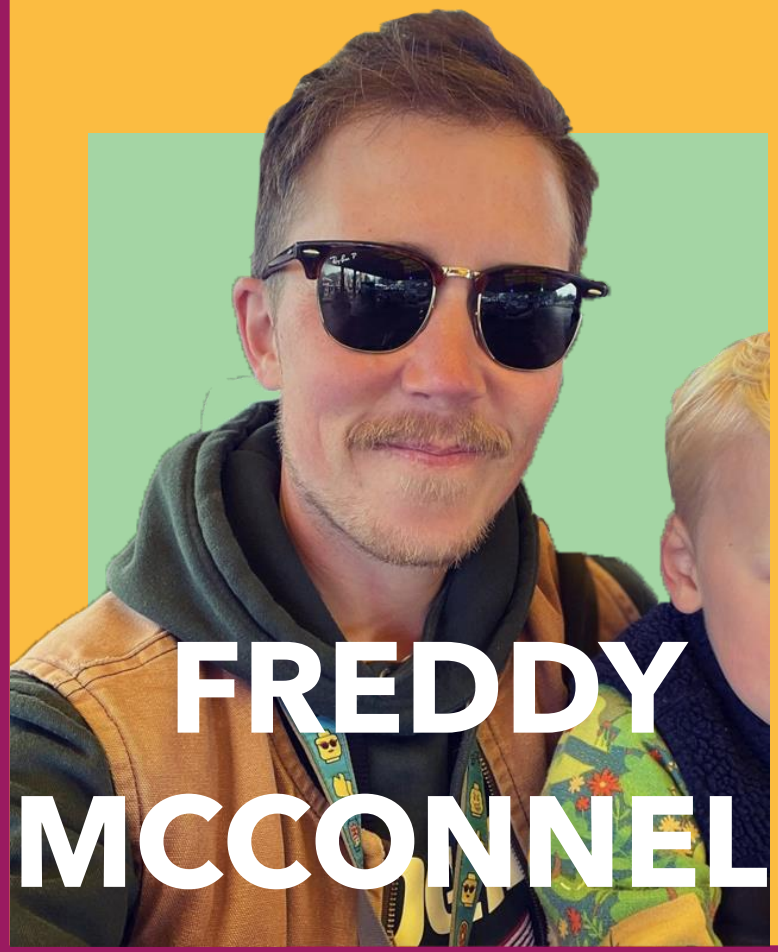
Who is Freddy McConnell?

Freddy is an award-winning journalist and writer, best known for sharing his experience of pregnancy as a transgender man in the BBC documentary Seahorse: The Dad Who Gave Birth. A committed campaigner for equality, he uses his platform to share his journey of queer parenthood.

What do we love about Freddy?

Freddy is breaking boundaries and reimagining traditional family dynamics with his fearless approach to solo parenting as a transgender man. His content is a heartwarming, honest and deeply personal. He is a positive voice that humanises and normalises the trans community through his beautiful journey into parenthood.

INFLUENCER · VOICES OF INFLUENCE.



FREDDY MCCONNELL







