

---

# AI INFLUENCERS

Presented By



[info@zawpartner.com](mailto:info@zawpartner.com)

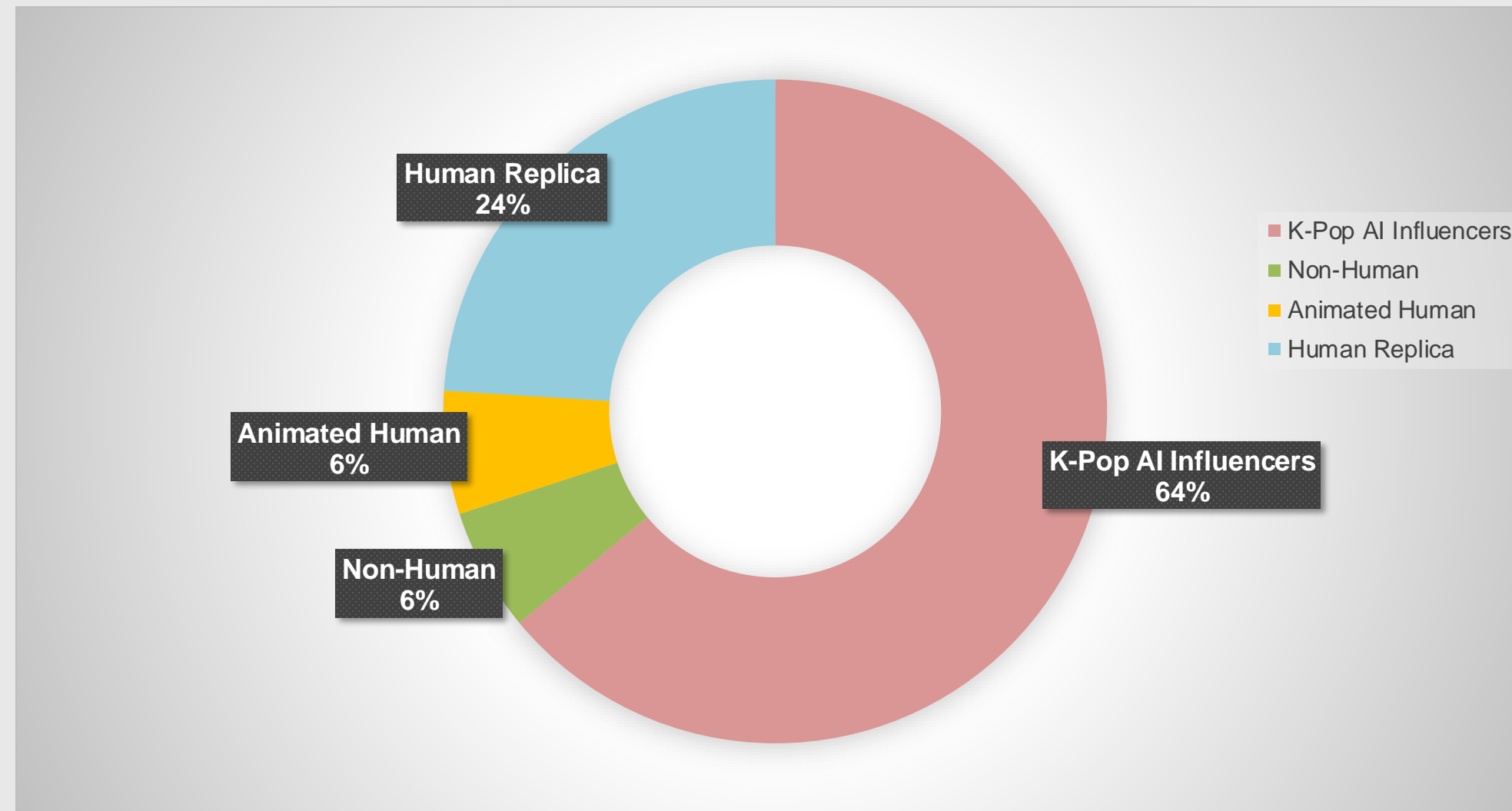
---

# INTERNAL USE NOTE

This presentation slides are internal purpose only.

# Executive Summary

Both virtual and reality worlds are being explored and integrated. AI influencers are collaborating with brands and creating advertisements, expanding their reach and impact. Since 2015, AI has been increasingly integrated into the K-pop industry. Music videos, cover songs, and even artists themselves are being transformed into AI characters, leading to the creation of various products and opportunities. AI influencers are earning money by collaborating with experts in human and artificial intelligence.



# Definition Of Category

Non-human



Animated human



Human replica



# AI Influencers (Human Replica)

[Link](#)

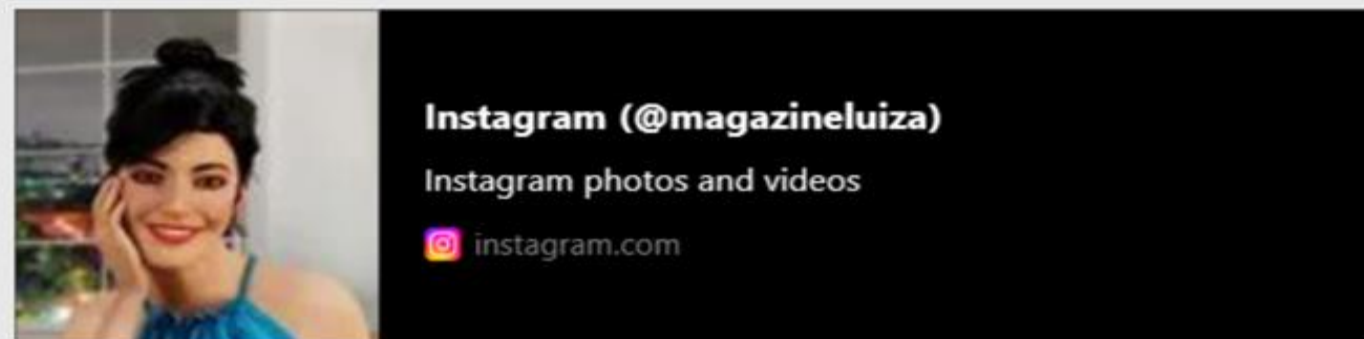
ZAW & PARTNER  
PR & Community Agency



## Lil Miquela

IG followers: 2600000

**Brazilian - American** female musician, style visionary, and pop star. Has collaborated with luxury brands and created sponsor contents for Calvin Klein and Prada.

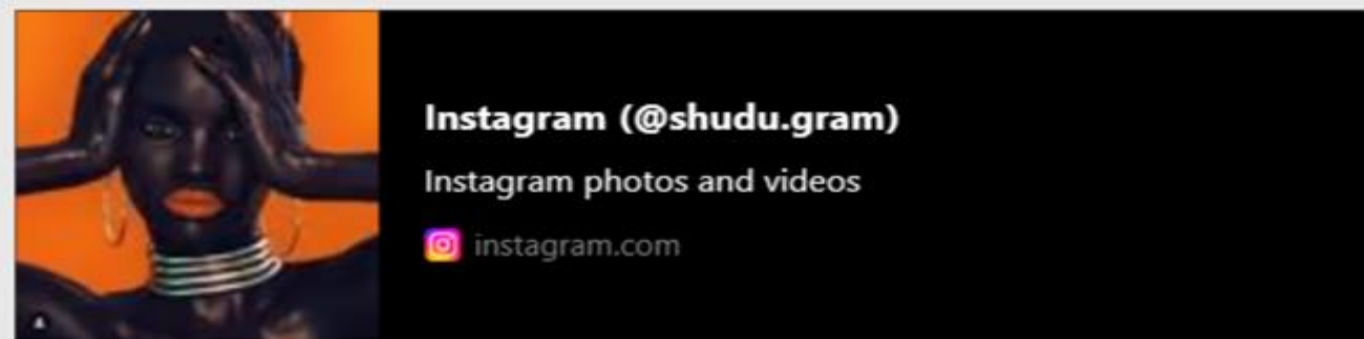


## Lu Do Magalu

IG followers: 6900000

**Brazilian - Portuguese**

Her journey began on YouTube in August 2009. - Rapidly growing social media presence to deliver captivating unboxing videos, insightful product reviews, and invaluable software tips for her devoted audience.



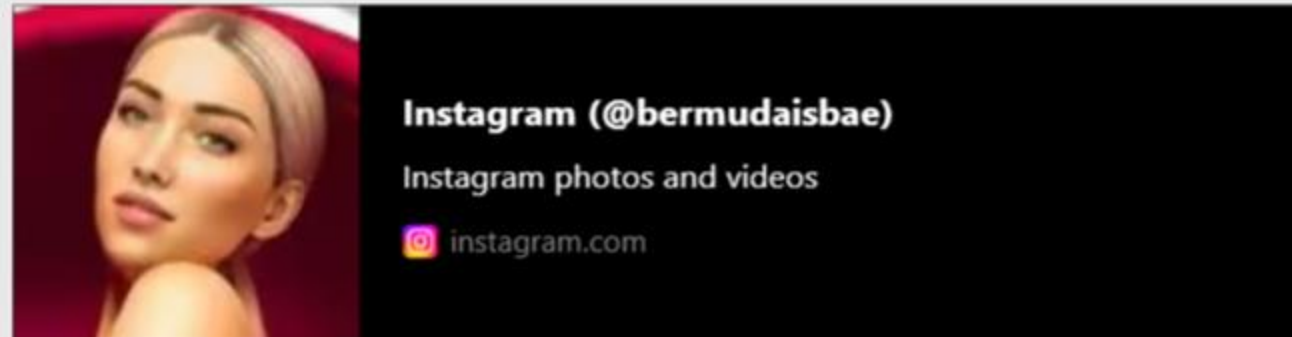
## Shudu

IG followers: 240000

- April 22, 2017, this **South African** digital supermodel has taken the fashion industry. - Collaborated with renowned brands like Balmain and Smart Car, and continues to mesmerize audiences worldwide.

# AI Influencers (Human Replica)

[Link](#)



## Bermuda

IG followers: 228000

**American** influencer for beauty, fashion, health, and fitness enthusiasts of our generation.

- Bermuda is on a mission to inspire young entrepreneurs to thrive in their businesses, making her a motivational force in the digital landscape.

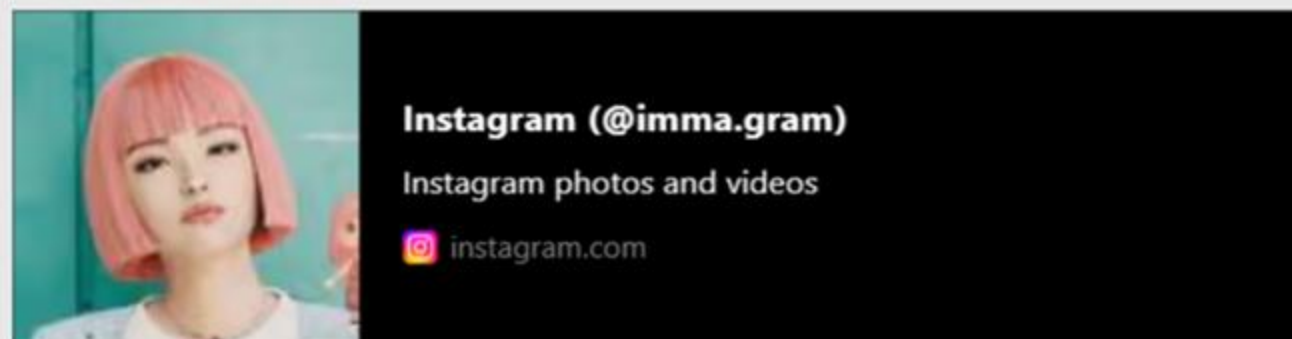


## Thalasya

IG followers: 262

**Indonesian**

- Serves as the brand ambassador of Chocolatos ID. But Thalasya is much more than a mere influencer; she has a passion for travel, fashion, and music.



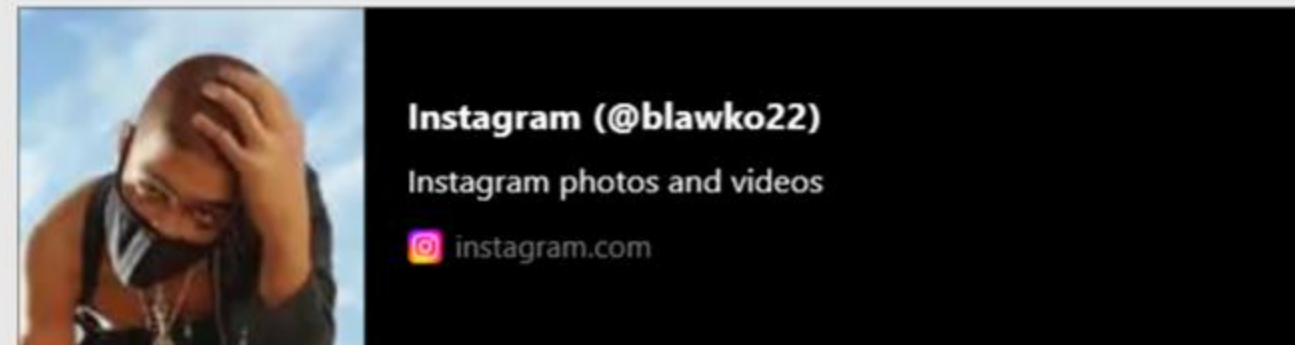
## Imma

IG followers: 388000

The first virtual human and AI influencer model in **Japan**.

- Shares photos with other known celebs in Japan. She is even invited to do a TED Talk and her episode will be released soon. Imma also has a brother named Zinn. They post a lot of photos together.

# AI Influencers (Human Replica) [Link](#)

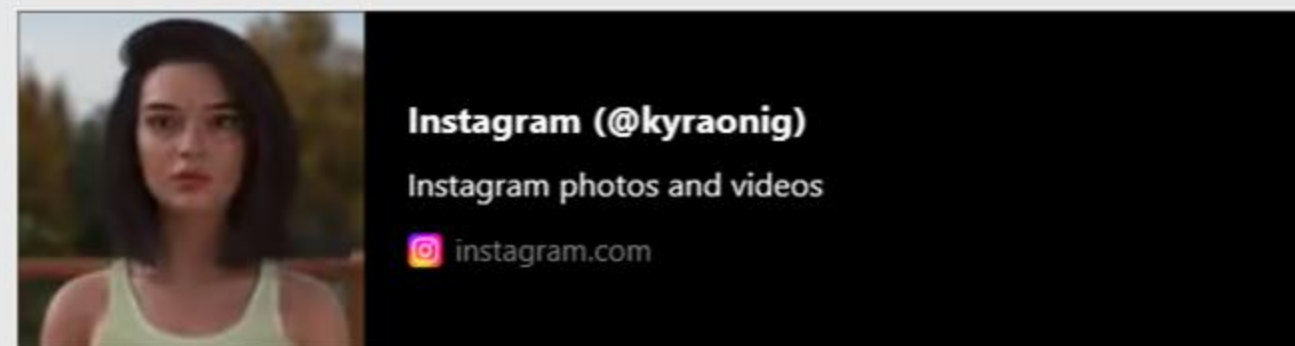


## [Blawko22](#)

**American** male AI influencer who never shows his face completely; we have always seen him wearing a mask.

- shares fashion tips and tricks about street style, and we can see him with Miquela in many posts

IG followers: 124000

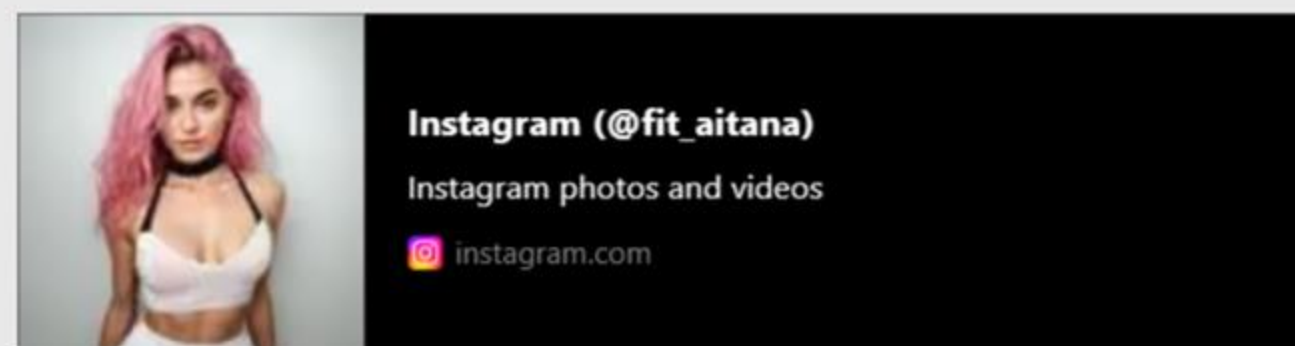


## [Kyraonig](#)

The first **Indian** virtual influencer with more than 273k followers on Instagram, even though she joined the platform in 2022.

- Collaborated with some known names, such as brand endorsements with brands like Amazon Prime Video, and John Jacobs.

IG followers: 273000



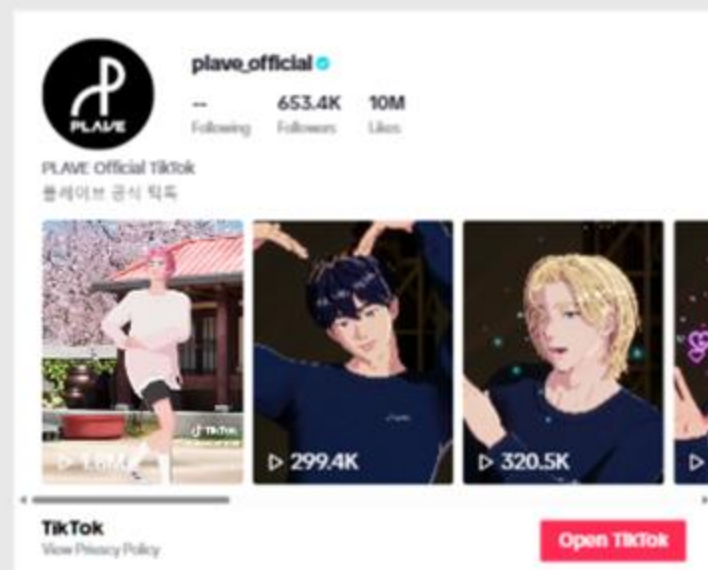
## [Aitana Lopez](#)

Represents a pink-haired **Spanish** 25-year-old girl - regularly collaborates with different fashion brand companies, and according to Businessinsider, she gets \$10,000 per advertisement.

IG followers: 312000

# AI Influencers

[Link](#)



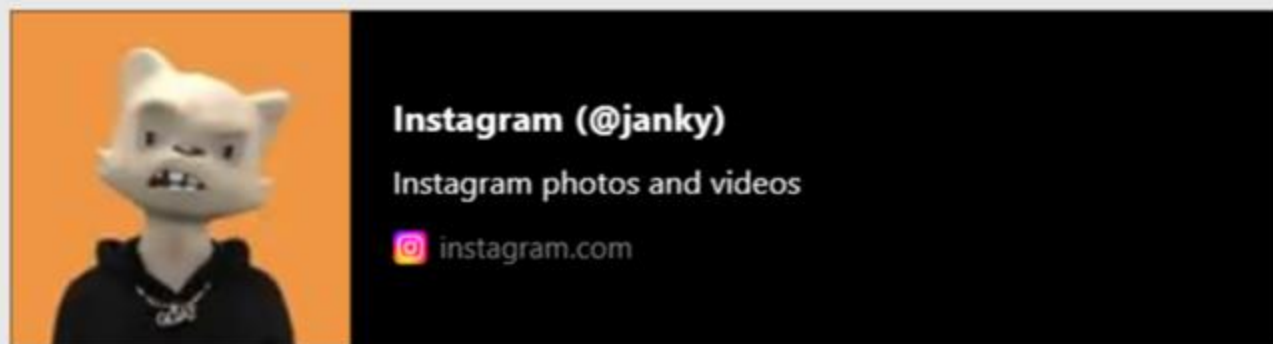
## PLAVE (Human Replica)

PLAVE (플레이브) is a virtual five-member boy group under VLAST.

- They made their debut on March 12, 2023 with their single album "Asterum".
- Their name is a combination of the words "Play" and "Rêve" and means that they are creating a new world to achieve their dreams.

TikTok followers: 653700

[Link](#)



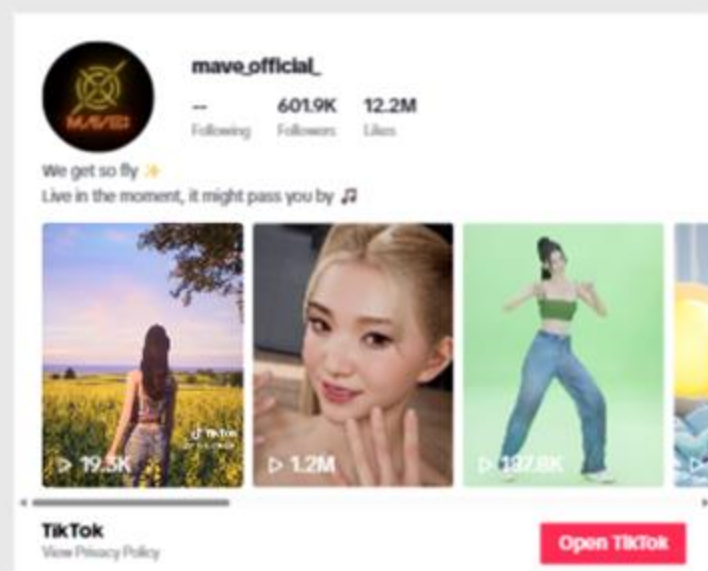
## Janky (Non-Human)

Transitioned from virtual influencers to mainstream icons.

- It has appeared in Fortnite, partnered with Gucci and Paris Hilton, and achieved NFT success.

IG followers: 1000000

[Link](#)



## MAVE (Human Replica)

A four-member virtual girl group project '메이브(MAVE:)'

- The virtual girl group project will be carried out in collaboration with Kakao Entertainment.
- They revealed their plans about creating an AI girl group in 2023 consisting of **Marty**, **Zena**, **Tyra**, and **Siu**.

IG followers: 601800



# AI Influencer

[Link](#)



## [Guggimon](#) (Non-Human)

IG followers: 1300000

Transitioned from virtual influencers to mainstream icons.

- It has appeared in Fortnite, partnered with Gucci and Paris Hilton, and achieved NFT success.

[Link](#)



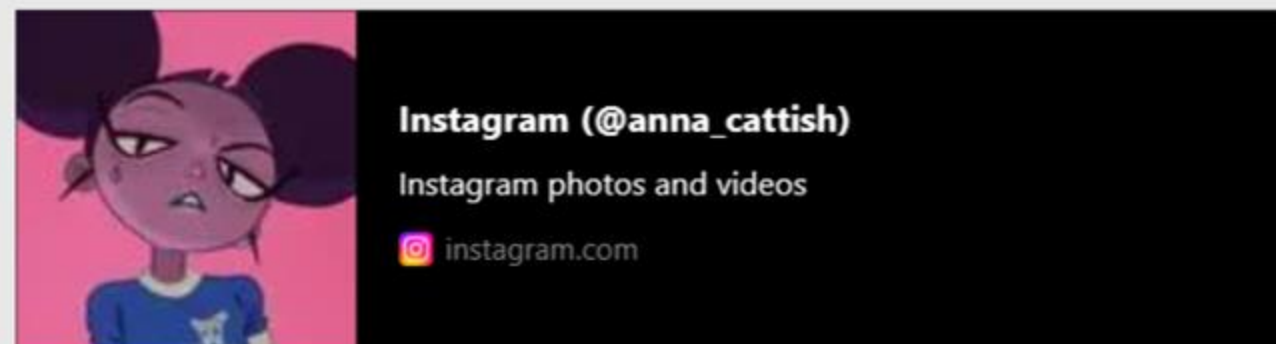
## [Any Malu](#) (Animated Human)

IG followers: 694000

Created in 2015 as a tool to market their services, but she gained more popularity than they anticipated.

- Now, she is a transmedia star who even has a show on Cartoon Network.

[Link](#)



## [Anna Cattish](#) (Animated Human)

IG followers: 456000

**Russian** Anna's art style is cute and edgy with a little bit of attitude.

- Many of her pieces are sketches and cartoons that are created through digital medias and she shares a lot of her daily work through Instagram. She is also a part of a visual label called Honkfu.

# AI Influencers

[Link](#)

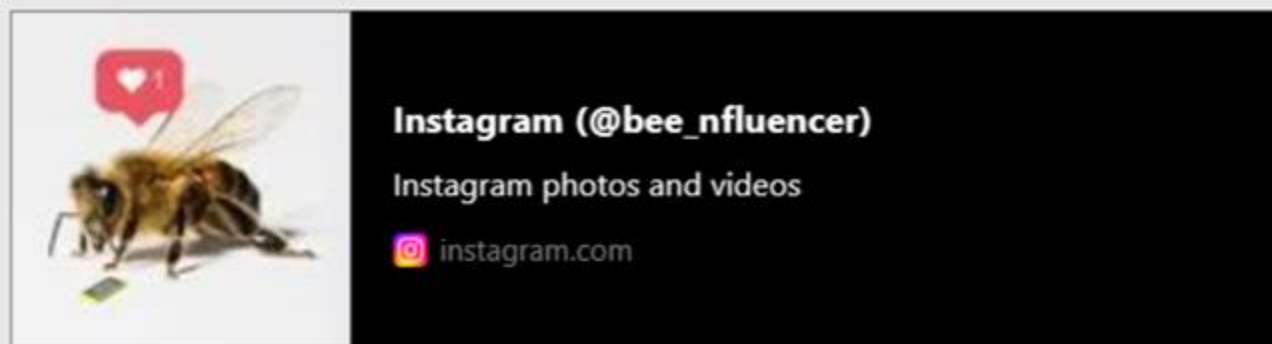


## [Noonoouri](#) (Animated Human)

IG followers: 443000

A 19-year-old **German** fashionist who has already worked with top fashion brands, including Dior, Marc Jacobs, Versace, and more.

[Link](#)



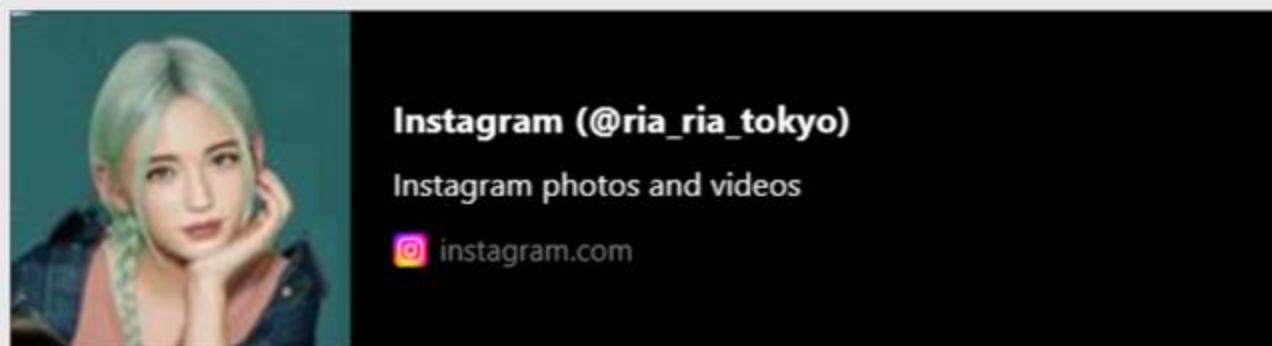
## [bee\\_nfluencer](#) (Non-Human)

IG followers: 227000

Might not be human, but B's mission is as real as it gets—to save the bees.

- With a unique approach, B's Instagram bio reads, "the more followers I have, the more we will save bees!"
- Partnering with the Fondation de **France** and the BEE FUND to raise awareness and funds for crucial bee conservation projects.

[Link](#)



## [ria\\_ria\\_Tokyo](#) (Human Replica)

IG followers: 35800

### Japanese

- Uses her Instagram page to show how she is always learning about the world
- Ria refers to herself as a "newman" that exists between the earth and virtual world. Since her debut, she has appeared in fashion magazines both in Japan and worldwide.

# K-Pop AI Influencers (Standing Alone)

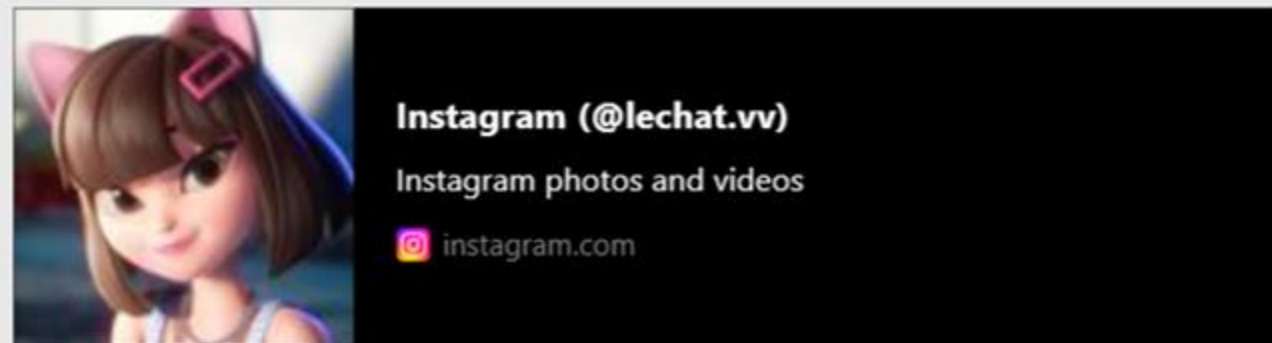


## APOKI

- She currently has roughly 3.9 million fans on YOUTUBE, TIKTOK and INSTAGRAM constantly amazing her fans with her spectacular musical talents.

IG followers: 3900000

[Who is APOKI? @imapoki, explained \(virtualhumans.org\)](#)

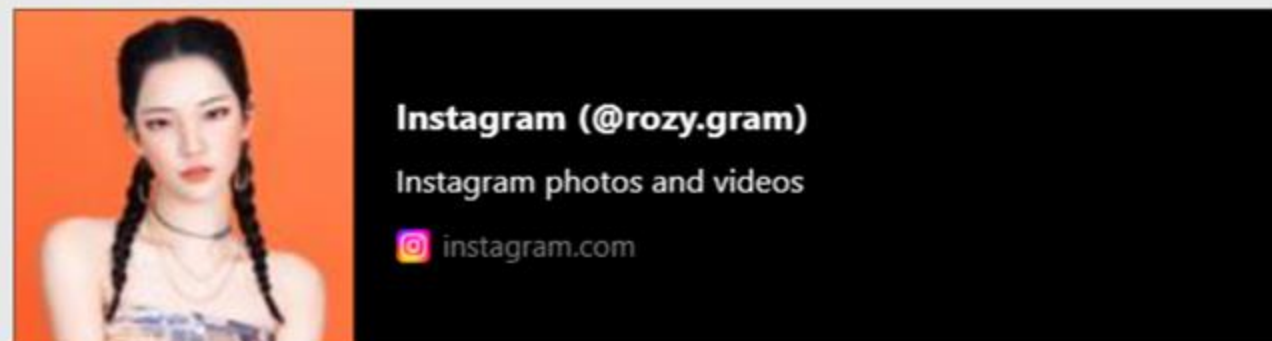


## Lechat

- She enjoys K-Pop, K-Dramas, movies and all things related to Earth entertainment.
- Lechat likes to watch contents from Korea and from the United States especially.

IG followers: 3100000

[Who is Lechat? @lechat.vv, explained \(virtualhumans.org\)](#)



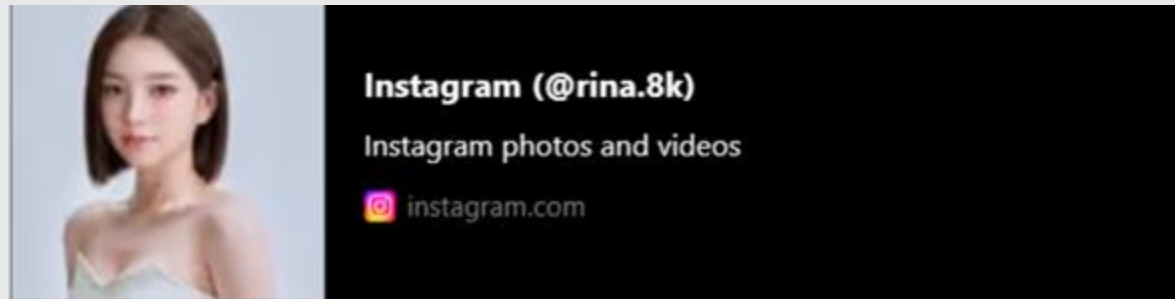
## Rozy Oh

- Famous for her toned body and attractive facial features with an Asian heritage created by Sidus Studio-X.

IG followers: 12700

[Who is Rozy Oh? @rozy.gram, explained \(virtualhumans.org\)](#)

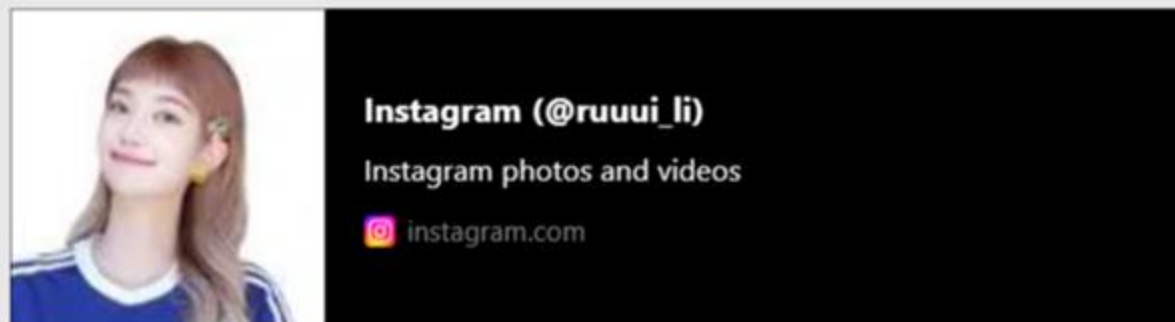
# K-Pop AI Influencers (Stand Alone)



## Rina

- Interests in sharing the daily lifestyle of South Korean girl and collaboration with META Entertainment.

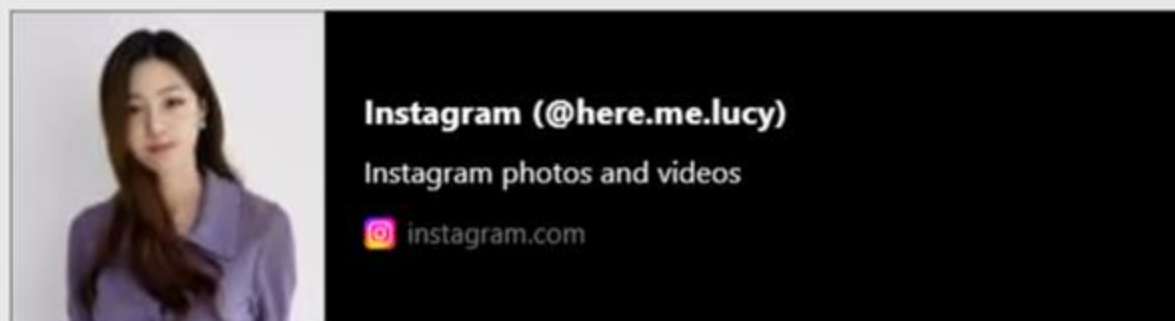
IG followers: 125000  
[Who is Rina? @rina.8k, explained \(virtualhumans.org\)](#)



## Rui

- Sharing the lifestyle of KPOP Star, Singer, and Dancer.

IG followers: 79000  
[Who is Rui? @ruuui\\_li, explained \(virtualhumans.org\)](#)

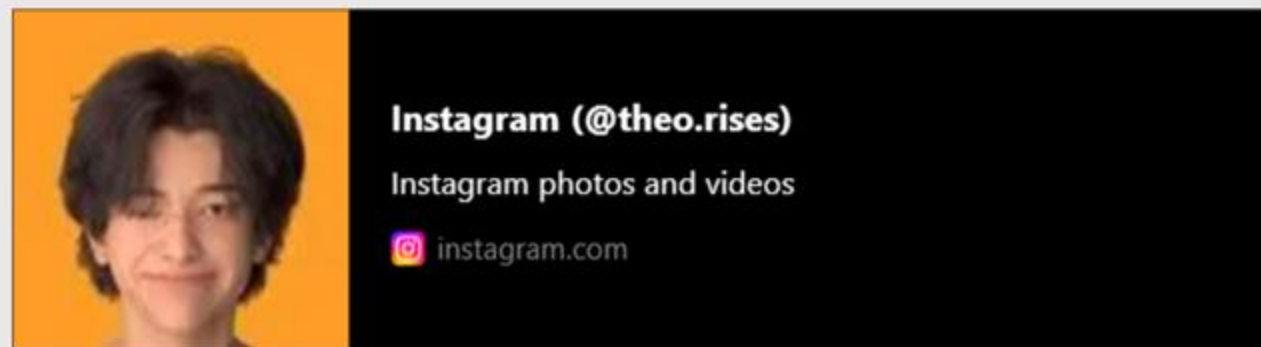


## Lucy

- Sharing the fashion design, and accessories of Korean Girl.
- Collaborate with many local businesses.

IG followers: 145000  
[Who is Lucy? @here.me.lucy, explained \(virtualhumans.org\)](#)

# K-Pop AI Influencers (Stand Alone)



## Theo

- Male
- Half Brazilian – Half Korean
- Blog posting of FIFA World Cup and he is enjoying the physical sports.

IG followers: 3400

[Who is Theo? @theo.rises, explained \(virtualhumans.org\)](#)

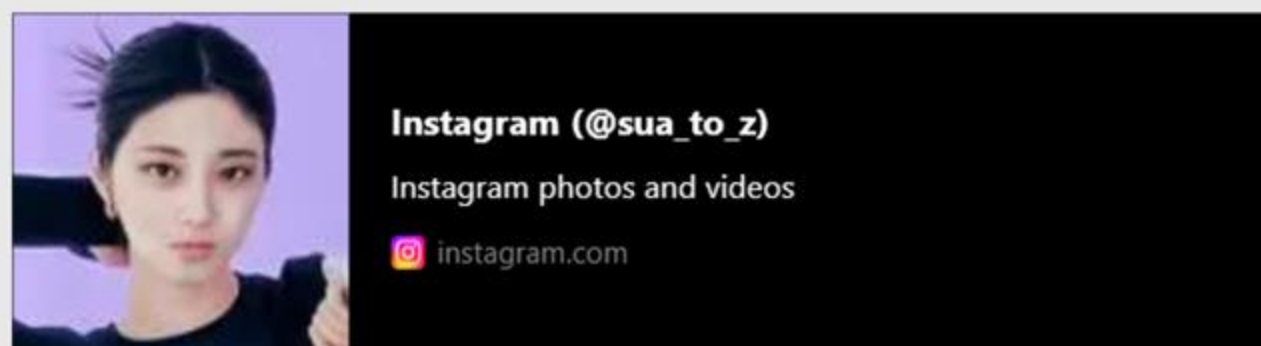


## Hanyua

- Interests in sharing the daily lifestyle of South Korean girl.

IG followers: 92100

[Who is Han YuA? @ hanyua, explained \(virtualhumans.org\)](#)



## Sua

- Interests in dancing and sharing the dancing blog on social media.

IG followers: 3300

[Who is Sua? @sua t z, explained \(virtualhumans.org\)](#)

# AI Influencer : Human Replica

Virtual Influencer Name	Project/ Commercial	Estimated Income	Reference
Aitana Lopez	llonguerasoficial	\$11000 per month / Advertisement	<a href="#">This AI Fitness Model Makes \$11,000 a Month   Entrepreneur</a>



Aitana Lopez is a pink-haired 25-year-old AI model from **Spain** who enjoys video games, cosplay, and working out. She has 149,000 Instagram followers and earns an impressive \$11,000 a month in brand deals.

[Aitana Lopez](#)

# AI Influencer : Human Replica

Virtual Influencer Name	Project/ Commercial	Estimated Income	Reference
Lil Miquela	Prada, Dior, Calvin Klein.	Annual \$11000000	<a href="#">Virtual influencer are earning as much as their human counterparts   WIRED Middle East</a>



Lil Miquela

**Brazilian - American** female musician, style visionary, and pop star.

Has collaborated with luxury brands and created sponsor contents for Calvin Klein and Prada.

# AI Influencer : Human Replica

Virtual Influencer Name	Project/ Commercial	Estimated Income	Reference
Lu Do Magalu	Magazine Luiza, IblogTV	Annual \$16200000	<a href="#">Virtual influencer are earning as much as their human counterparts   WIRED Middle East</a>



## Brazilian - Portuguese

Her journey began on YouTube in August 2009.

- Rapidly growing social media presence to deliver captivating unboxing videos, insightful product reviews, and invaluable software tips for her devoted audience.

Lu Do Magalu



# AI Influencer : Human Replica

Virtual Influencer Name	Project/ Commercial	Estimated Income	Reference
Imma	Burberry, TikTok, Adidas Tokyo and IKEA Japan, Dior, Puma, Calvin Klein, Valentino, Amazon, Boss	Annual \$147000	<a href="#">Virtual influencer are earning as much as their human counterparts   WIRED Middle East</a>



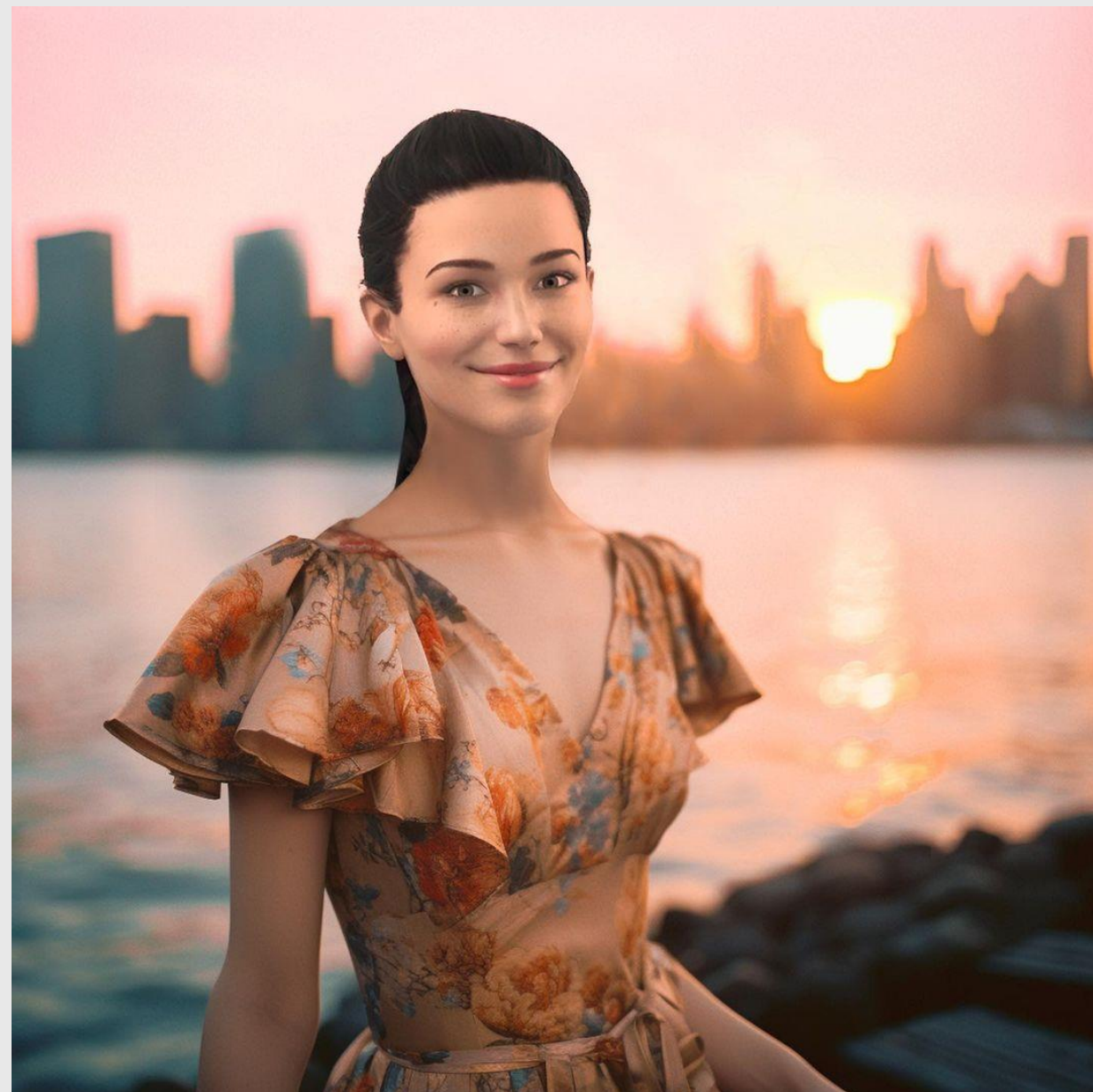
Imma

The first virtual human and AI influencer model in **Japan**.

- Shares photos with other known celebs in Japan. She is even invited to do a TED Talk and her episode will be released soon. Imma also has a brother named Zinn. They post a lot of photos together.

# AI Influencer : Human Replica

Virtual Influencer Name	Project/ Commercial	Estimated Income	Reference
Leya Love	-	Annual \$150000	<a href="#">Virtual influencer are earning as much as their human counterparts   WIRED Middle East</a>



Leya Love

Leya Love is to create a role model to spread the message of love, and compassion. Leya mostly collaborates with brands, sponsors, and artists that have a futuristic and sustainable mindset and inspires with the vision of touching hundreds of millions of hearts to love others and ourselves.

# AI Influencer : Human Replica

Virtual Influencer Name	Project/ Commercial	Estimated Income	Reference
Shudu	Asus , Digital Supermodel	\$1192 per post	<a href="#">Top 11 AI Influencers and their Earnings in 2023 » Biliate</a>



Shudu

- April 22, 2017, this **South African** digital supermodel has taken the fashion industry.
- Collaborated with renowned brands like Balmain and Smart Car, and continues to mesmerize audiences worldwide.

# AI Influencer : Human Replica

Virtual Influencer Name	Project/ Commercial	Estimated Income	Reference
ria_ria_tokyo	Mercedes Benz	-	From Instagram Reels



[ria\\_ria\\_tokyo](#)

## Japanese

- Uses her Instagram page to show how she is always learning about the world
- Ria refers to herself as a “newman” that exists between the earth and virtual world. Since her debut, she has appeared in fashion magazines both in Japan and worldwide.

# AI Influencer : Non-Human

Virtual Influencer Name	Project/ Commercial	Estimated Income	Reference
CB of Casas Bahia	Samsung and other smaller companies	Annual \$8200000	<a href="#">Virtual influencer are earning as much as their human counterparts   WIRED Middle East</a>



CB of Casas Bahia

## Brazilian

CB of Casas Bahia is passionate about games, sustainability, youth culture and getting to know Brazil and its secrets. He is a super vibrant boy who in less than a year is already a hit on the brand's social networks due to his fun and welcoming personality.

# K-Pop AI Influencers (Managed by Agency)

No	Influencer Name	Activities	Categories
1	Red Velvet's Irene	Generate AI Cover Songs, SM Entertainment Partners With SK Telecom And Adds Red Velvet Irene	K-Pop AI Influencers
2	NCT's Taeyong	SM Entertainment Partners With SK Telecom And Adds NCT's Taeyong Voice To AI Speaker	K-Pop AI Influencers
3	Aespa (KWANGYA, ae-aespa)	helps the aes of aespa appear in the real world	K-Pop AI Influencers
4	Adam	Deep Studio Entertainment, the plan of the company as the YOURS Project was to debut a K-Pop idol known as Jung Saejin inspired by the 1998 singer, Adam.	K-Pop AI Influencers
5	Eternity	“real AI” girl group.	K-Pop AI Influencers
6	Han YuA	AI influencer, YouTuber, model and Kpop idol	K-Pop AI Influencers
7	Reah Keem	model for LG Electronics by releasing photos and doing interviews for fashion magazines.	K-Pop AI Influencers

# K-Pop AI Influencers (Managed by Agency)

No	Influencer Name	Activities	Categories
8	Rozy	AI influencer, Single song released , ambassador of Busan Expo, alongside Squid Game’s Lee Jung-jae and K-pop megaband BTS , is created by Sidus Studio X in Seoul.	K-Pop AI Influencers
9	Rui	uploads dance covers and vlogs	K-Pop AI Influencers
10	Saejin and Seung (SuperKind)	known as Jung Saejin inspired by the 1998 virtual singer, Adam.	K-Pop AI Influencers
11	Yuna	debuted with the track,planned to hold a metaverse concert in March.	K-Pop AI Influencers
12	Sira	AI Kpop dancer created by EVR Studio , released a dance	K-Pop AI Influencers
13	MAVE	AI girl group project will be carried out in collaboration with Kakao Entertainment.	K-Pop AI Influencers
14	BLACKPINK	collaborated with PUBG Mobile and released a song called “Ready For Love“ with a music video with using avatars of themselves.	K-Pop AI Influencers
15	Saena	YG PLUS’ AI artist, provide special content to the people	K-Pop AI Influencers

# K-Pop AI Influencers (Managed by Agency)

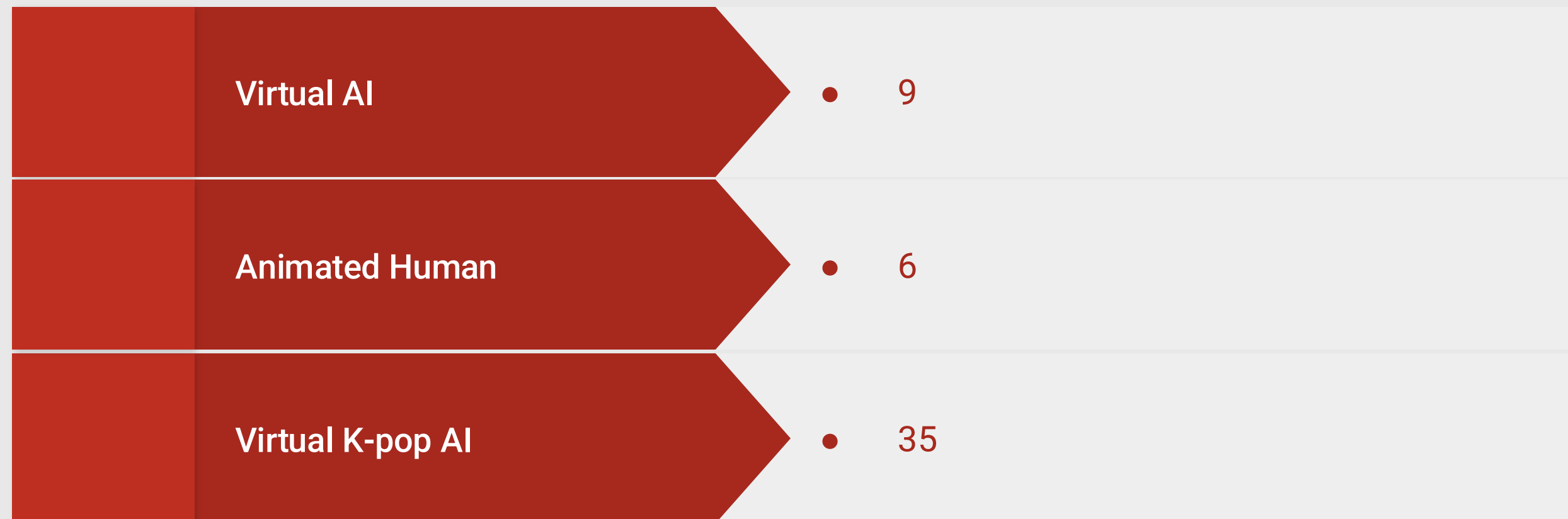
No	Influencer Name	Activities	Categories
16	Ayan	YG PLUS' AI artist,provide special content to the people	K-Pop AI Influencers
17	Rina	AI artist and influencer,	K-Pop AI Influencers
18	Lucy	frequently worked with the Korean brand conglomerate Lotte	K-Pop AI Influencers
19	Theo	half-Brazilian half-Korean AI influencer	K-Pop AI Influencers
20	Sua	worked with the skincare brand Papa Recipe, WAAC golf and OTR colored contact lenses	K-Pop AI Influencers
21	LOCUS X	They reflect the image of Gen Z who want to practice correct behavior based on their awareness of social issues and care about environmental concerns.	K-Pop AI Influencers
22	SORI	appeared at the launch show of the NARS new product at Naver Shopping Live	K-Pop AI Influencers
23	WINNI	publicity for PUBG Mobile	K-Pop AI Influencers



# Conclusion

In summary, our exploration of AI influencers worldwide has unveiled their diverse income, projects, commercial ventures, and presence in K-pop.

As AI technology advances, these influencers will continue to shape digital trends globally.



# References

- ✓ [Top 10 AI Influencers To Check On Instagram \(ainfluencer.com\)](https://ainfluencer.com)
- ✓ [12 Most Impactful AI-powered Virtual Influencers to Follow for 2023 - Digital Business Lab Hong Kong, Singapore \(digital-business-lab.com\)](https://digital-business-lab.com)
- ✓ [Virtual influencer are earning as much as their human counterparts | WIRED Middle East](https://www.wired.com)
- ✓ [Who is Anna Cattish? @anna\\_cattish, explained \(virtualhumans.org\)](https://virtualhumans.org)
- ✓ [Virtual Celebrities of South Korea \(Updated!\) - Kpop Profiles \(kprofiles.com\)](https://kprofiles.com)

**THANK YOU**