

VIP

THE ART OF THE INFLUENCER

Lexye Aversa

Eons ago, dinosaurs roamed the earth, but in the current millennia, a different species known as Influencers reign over the world. They have wrestled control of our communities and social media, tantalizing our tastes by infiltrating our minds with their current trends, specialized talents, curated cultures and persona preferences.

The Cambridge Dictionary lists two definitions of influencer: “someone who affects or changes the way that other people behave,” and “a person who is paid by a company to show and describe its products and services on social media, encouraging other people to buy them.” Thanks to technology and lure of the internet with its “in the moment” pulse, a significant percentage of the world’s human population is poised under an umbrella designed by the Influencer Universe.

In the recent time of seclusion, the influencer impact expanded across social media and increased our knowledge about them—in positive ways, boosting the cache and concept. Virtual communication from each influencer’s home “cave” quickly evolved as the norm, with infinite options to entertain or inform their captive audiences, we being the ultimate captive audience! Not only has a new crop of influencers emerged from these broadcasts, but established personalities with top rated TV programs such as Rachael Ray, Jimmy Fallon, and even TV news anchors from dawn to midnight, have increased their visibility.

The networks arranged to televise shows from living rooms, kitchens, libraries (staged with impressive tomes, art pieces and stately furnishings) or with a signature skyline or nature backdrop. The viewer is lured into the intimacy of their personal lives side-by-side with spouse, kids and the occasional pet. Even the “dialogue” became more personalized, with the TV personality’s persona emanating beyond the usual format.

Entertainers expanded their global reach, such as Italy’s Franco Corso, the Voice of Romance, streaming weekly backyard inspirational concerts ([youtube.com/watch?v=X3RRSv4fSPs](https://www.youtube.com/watch?v=X3RRSv4fSPs)). He lifted spirits of his worldwide fan base while also lifting a glass to toast them with the private label riserva red wine marketed under his brand! Shira Lazar, with over three million followers and host of Emmy-nominated “What’s Trending,” shows established a workshop with Jordana Reim on [zoom.com](https://www.zoom.com) entitled “Peace Inside Live,” focusing on meditation and mindfulness. (https://www.youtube.com/watch?v=jAaGMSq_oJE).

Teen fashion phenom Suede Brooks, managed by supermodel agent Paul Fisher (who has represented Carla Bruni, Monica Bellucci, Naomi Campbell and many runway stars as well as creator of “I Can Make You a Supermodel”) has over one million devotees. She is a magnet on Instagram and Twitter @SuedeBrooks, most recently with the May 19 video sharing her favorite bikinis.



Serial entrepreneur Jeff Vanderpol recognized a unique way to build exponentially upon the Influencer phenomenon by launching Planet Hunny. He has designed a platform where they thrive, defined not only by their own success but within a "world" that aggregates these stars shining in the realms of sport, beauty, fashion, media, entertainment, wine, cuisine and travel. Fascinated with the venture, I became affiliated with Planet Hunny, realizing the unique social hub and e-commerce potential, featuring each influencer "in the limelight" while enhancing their image and star quality with "cross-pollination." Fans and visitors will explore the various categories, melding their macro and micro influencer arenas with an easy click, discovering new opportunities for merchandising, offerings, and chances to win event tickets or participate in a "lifetime" customized experience. Imagine playing baseball's spring training with your favorite team or performing a walk-on in a film on location with the movie idol you've admired for years!

As the restrictions of the quarantine fade, people will find new ways to appreciate the positive links to one another as well as to those who carry influence through celebrity and fame. Snowboarding expert Gretchen Bleiler, Olympic silver medalist, World Superpipe winner, and four-time X Games gold medalist, shares her vision: "It looks like Planet Hunny will be one of the new disruptive ways we connect online." Planet Hunny is in the process of reinventing the Era of the Influencer, and with such internet alchemy, visionary Vanderpol expresses his intention to "transform Hunny into gold!"

The influencer's reach is not only about the DIY and "Look at Me" generation.... Boomers are still robust players in the marketing thrust of today's economy and luxe lifestyle. The final chapter is yet to be written on the Art of the Influencer and how they will redefine our future.



INFLUENCE IS HAVING PEOPLE FOLLOW
YOU FOR WHAT YOU REPRESENT.

- ANONYMOUS

Lexye Aversa was featured as "Best Global Event Planner" on FOX TV's *Best of South Florida*, and President of Professional Touch International and LEX Travel. Lex@LexTravelWorld.com. She is the Strategic Relationship Ambassador for Planet Hunny: www.planethunny.com/home.



Hunny will be one of the new disruptive ways we connect online!

GRETCHEN BLEILER
SNOWBOARDING OLYMPIC SILVER MEDALIST

Planet Hunny is awesome, the ultimate platform for influencers of all backgrounds to receive the compensation and recognition they deserve. I'm all in!

SANDY NAVARRO
ANIME EXPERT & COSTUME CREATOR

I love the idea of an all-in-one influencer platform, excited to bring my knowledge and following of the equestrian world!

JUAN BOLLINI
CHAMPION POLO PLAYER AND OFFICIAL BRAND
AMBASSADOR OF THE US POLO ASSOCIATION

You have to love our model.....
harnessing the passion of millions of followers, Planet Hunny maximizes the universe of Influencers.. micro - macro - celebrity...all aligned to dazzle fans and visitors, expanding exponentially on our unique platform!

JEFF VANDERPOL,
PLANET HUNNY VISIONARY & CEO



The approach Hunny is taking to strategically align with influencers across a broad range of categories is innovative and bold; combining influencer interests into specific 'lounges' with top 'stars' is unique and powerful!

JOHN C. CARSON
FORMER PRESIDENT CADBURY-SCHWEPPE'S NORTH AMERICA


Planet Hunny
Until The Whole World Gets A Little Sweeter!
PLANETHUNNY.COM

COMING SOON TO AN APP NEAR YOU!