

THE NEXT TOP INFLUENCER

A promotional image for the show "The Next Top Influencer". It features two young women with long, wavy hair. The woman on the left is holding a smartphone and taking a selfie, while the woman on the right is smiling and posing. They are both wearing strapless dresses. The background is a gradient of blue and purple with a pattern of small white dots. The title "THE NEXT TOP INFLUENCER" is overlaid in large, white, outlined letters.

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“The Next Top Influencer” is a groundbreaking format that captures the spirit of the social media age, with aspiring influencers facing a series of tough challenges in a thrilling contest set to create the social media stars of the future.

Genre:
Factual Reality Show

Duration:
Weekly, Prime Time



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“The Next Top Influencer” is a groundbreaking format that captures the spirit of the social media age, successfully bridging the gap between television and the digital networks that now shape our lives. Aspiring influencers face a series of a tough challenges in a contest set to create the social media stars of the future.

The charming, dynamic hostess, herself a rising star influencer, anchors the show. The team is completed by four successful and tough judges, including an iconic celebrity with a big Instagram following, a top photographer, a media specialist and a business client with commercial expertise to guide the contestants.

The 12 contestants first delete their Instagram accounts and are given social media master classes before undergoing challenges, with big money prizes up for grabs. Most importantly, those who impress may attract millions of likes and followers to their new accounts, with the winner receiving a big brand contract.



Their performances in the tasks , determine who gets the weekly prizes, who is eliminated and who becomes the Next Top Influencer. They must use their unique personality, style, strategies and the knowledge they gain from the experts to make the best post and obtain the highest score.

In the first task, “Theme of the week”, the subject on which the contestants will create a post is decided randomly by hitting a buzzer which will randomly illuminate a square on a video wall offering a series of themes such as music, selfie, minimal, gold, festive and nature.



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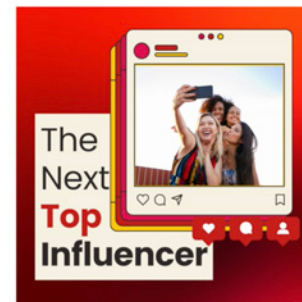
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They have one day to devise and upload their post and a week to gather interaction. The one with the highest average in the three tasks is the weekly winner and the lowest scorer is eliminated. The masterclasses are enriched by guests such as PR experts, image makers, celebrities and successful bloggers.

The contestants also face a “Product Integration” task, in which the brand representative judge opens a mystery package to reveal a product which the contestant must integrate into one single post. The guest tells contestants its unique selling proposition, the values of the brand and other useful information that they might want to incorporate into their post.

Finally, comes the “Follower base growing rate” presentation and the ranking announcement. After each challenge, the contestants and judges will make their comments and the judges will announce their scores. The audience will also vote by awarding likes, which are then announced, before the overall scores and ranking is revealed.



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