
billion,dollar,boy
THE CREATOR ERA
2025 CREATOR ECONOMY REPORT





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FOREWORD



In 2025, the creator economy will undergo a radical transformation, continuing to move beyond content creation to disrupt industries like traditional entertainment, commerce, education, and B2B marketing. What began as influencer partnerships is now rewriting the rules of consumer engagement at every level. At Billion Dollar Boy, we see this as a step into a new era, where creators' influence rivals and often surpasses traditional methods.

Creators are becoming powerful entrepreneurs and brand builders, fostering a peer-to-peer dynamic that's reshaping sectors like retail, beauty, and fashion, and paving the way for new business and marketing models. As creator-led businesses level the playing field, brands are taking notice and accelerating partnerships with them.



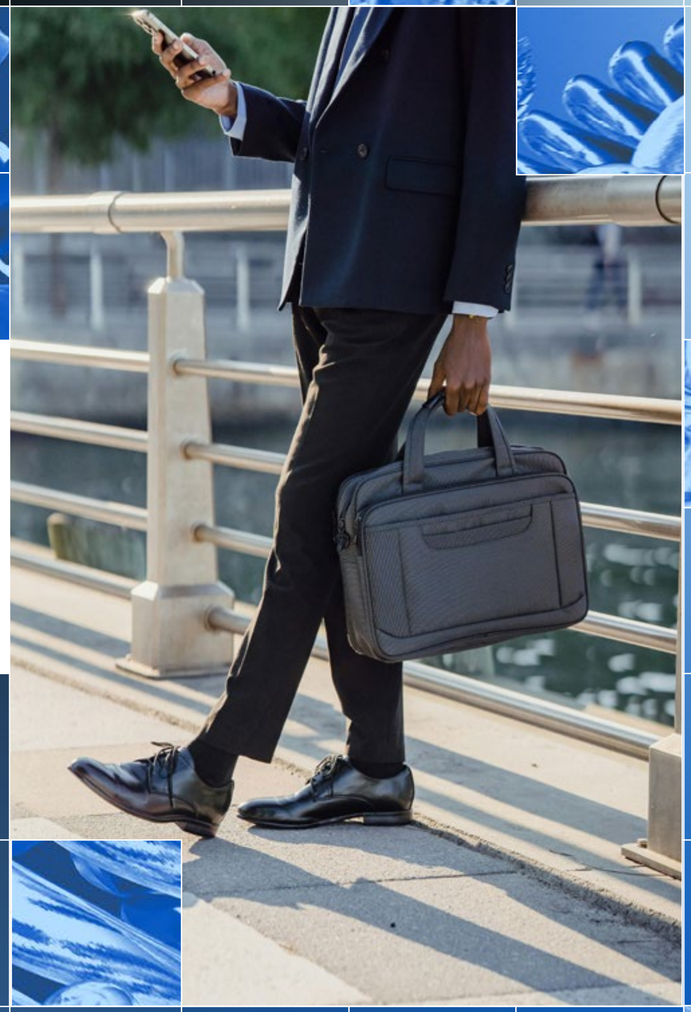
Creators are also emerging as the new media moguls. They're launching their own production houses, and turning social-first formats into popular, high-quality, entertainment that rivals traditional media channels such as TV. Social media platforms offering long-form and interactive options are enabling creators to build deeper fan engagement and foster vibrant communities, positioning them as leaders in a rapidly evolving media landscape. This trend is accelerated by emerging technologies like AI, AR, and wearables, which are empowering creators to build immersive, personalized experiences that strengthen bonds with their audiences.

As the creator economy matures, it's a powerful force that demands a new way of thinking. Brands that embrace this shift and support creators with deeper, more sincere partnerships will unlock unprecedented potential. As we step into 2025, we are on the brink of a new era, where the lines between creators and brands are blurring, reshaping culture, commerce, and community.

CHAPTER 1

CREATOR ENTREPRENEURS

THE NEW POWER PLAYERS OF COMMERCE





PREDICTION

Creators are leveraging their influence to launch successful brands and products, giving them even more opportunities to monetize their passion. As they continue to build their audiences and IP, creators will transform into powerful entrepreneurs, disrupting traditional commerce and giving rise to new brand-consumer strategies and technological solutions.

ED EAST,
GROUP CEO AND CO-FOUNDER:

“In 2025, we expect to see brands investing in creators’ education, well-being, and business development, recognizing that sustainable, long-term relationships go far beyond transactional campaigns. The shift towards a more holistic approach — one that nurtures creators’ personal and professional growth — will be pivotal. We anticipated this shift and launched FiveTwoNine with a clear mission: to empower creators by providing them with the essential tools, knowledge, and connections they need to thrive. Our platform isn’t just about facilitating brand deals; it’s about helping creators take their careers to the next level.”





BECKY OWEN,
CHIEF MARKETING OFFICER:
“The rise of creator-founded businesses is a testament to the entrepreneurial spirit of the creator economy. This trend is not only reshaping the SME market but also empowering creators to take control of their careers and financial futures, ultimately driving the growth of the creator economy in 2025.”



2/3
of consumers have bought a creator-founded product/brand/service*

27%
Consumers are more likely to buy creator-founded products and services than those of traditional brands (24%), distorting the market*

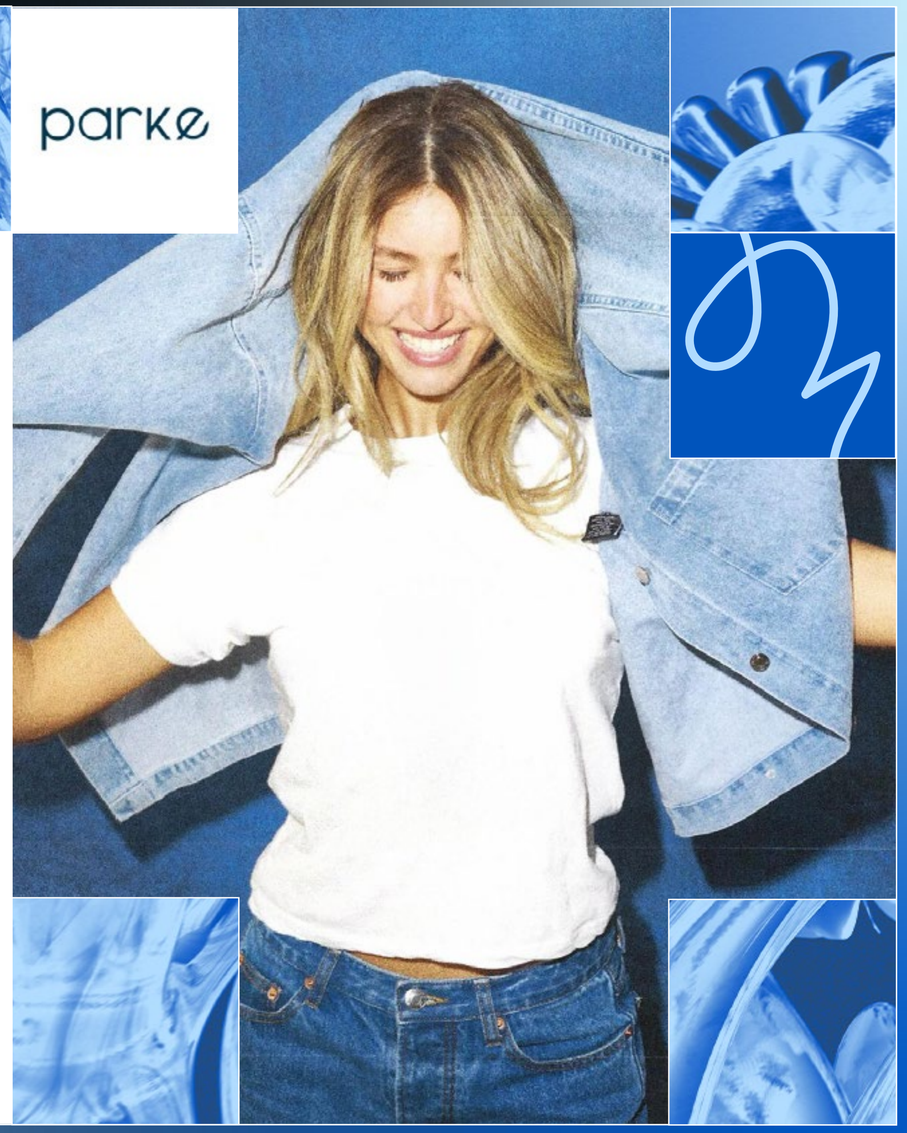
88%
of creators have launched a product or service*

93%
The vast majority of marketers are planning on launching a co-created product/service with a creator in the future*

EVIDENCE IN THE INDUSTRY:

FASHION CREATOR → FASHION BRAND OWNER

Chelsea Parke showcases how social media engagement can fuel brand-building success. Originally a fashion creator with over 53K Instagram followers, Chelsea used her platform to launch her clothing brand, Parke, in 2022, offering timeless wardrobe staples. Parke quickly gained traction as Chelsea leveraged her online influence to boost sales, including a recent NYC pop-up that generated $300,000.





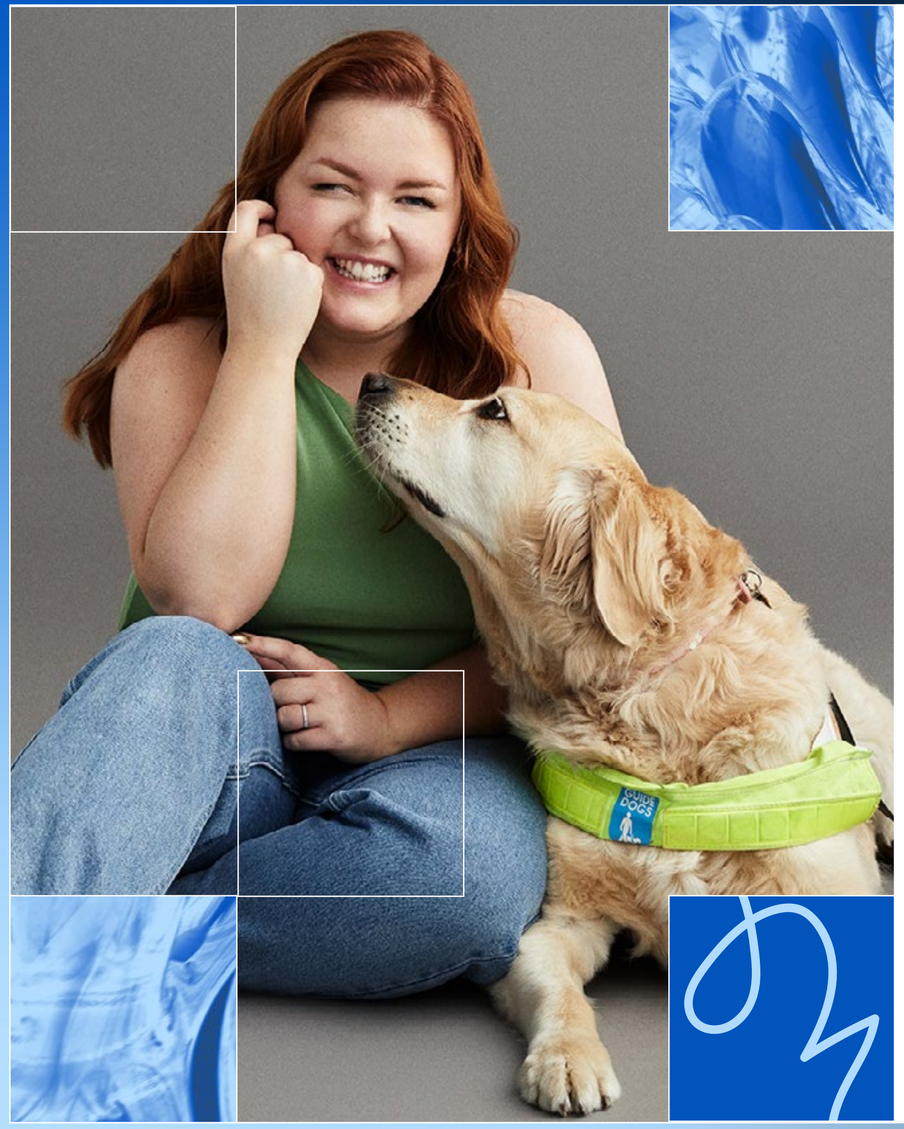
PREDICTION

The creator economy will continue to revolutionize commerce, empowering creators to launch their own brands and products. As creators build loyal audiences, they will increasingly disrupt traditional distribution channels, leveraging platforms like TikTok Shop and Amazon's Influencer Program to directly connect with consumers. This shift will not only fuel the growth of creator-founded businesses but also lower the barrier to entry for aspiring entrepreneurs, democratizing the retail landscape.

JOSHUA TEMPLE 'SLOGO',
UK GAMING CREATOR AND FOUNDER OF PRODUCTION STUDIO, LIMAX STUDIOS:

"At the beginning, a lot of brand deals and partnerships sat at the top of the chain, with the largest creators holding a monopoly. But over time, brands have increasingly recognised the value of smaller creators as well. Overall, distributing wealth and opportunities more equitably will benefit the creator economy, contributing to its growth."





EVIDENCE IN THE INDUSTRY:

LUCY EDWARDS LAUNCHING HER OWN PRODUCT LINE

Beauty and accessibility creator, disability activist, journalist, broadcaster and author, Lucy Edwards is launching her own beauty brand, Etia, co-funded by Estée Lauder and TikTok's 'The Catalysts' program.

Etia actively includes the 1.3 billion disabled people worldwide by combining aesthetic design with universal design - including modular design, braille, NaviLens codes, and accessible tutorials. Lucy Edwards: "Creators have realized that they have a true, authentic connection with their audience and this parasocial relationship is like no other compared with traditional media outlets.

> "If you're not selling on social media, you're not where the consumer is. TikTok Shop is dominating the market, especially in the beauty space. They have created a way to directly shop through marketing and it will be a big part of Etia's e-commerce plan when we launch."



CHAPTER 2

CREATORS IN ENTERTAINMENT

REDEFINING MEDIA CONSUMPTION



Creators have proven they can launch formats that rival those on traditional media channels, including TV. Platforms like TikTok and YouTube are incubators for innovative content, and media companies are increasingly looking to these platforms to discover the next generation of talent and formats. This shift is reshaping the entertainment landscape as we know it.

PREDICTION

The collaboration between brands and creators to produce entertainment properties will continue to grow, with brands increasingly looking to creators to help them produce content that resonates with their target audience. This trend is poised to push the boundaries of traditional entertainment. As consumers seek more authentic and engaging content, we may see formats born on social platforms like TikTok ascend to mainstream dominance, potentially even transcending to traditional television screens.

ALEX WILLIAMSON,
EXECUTIVE CREATIVE DIRECTOR, GLOBAL AT BILLION DOLLAR BOY:

“2025 will see more brands collaborate with creators to produce regular entertainment content formats - such as Chicken Shop Date and Hot Ones - driving brand love, and ultimately brand preference.”





BECKY OWEN,
CHIEF MARKETING OFFICER:

“The rise of social media platforms as incubators for dominant cultural entertainment signals a major milestone in the creator economy. What once began as niche content created for specific audiences is now breaking through into the mainstream, embraced by both traditional media and the broader public.”

3BN

Hot Ones has garnered over three billion views since its debut in 2015, disrupting the talk show category.
- Variety

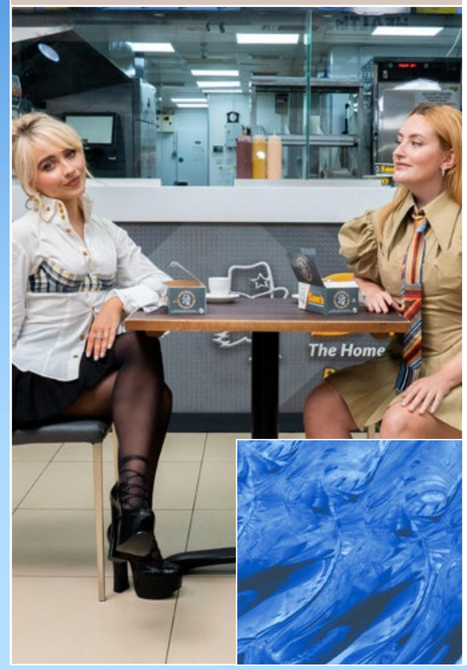
3 to 5

“Creator content can perform three to five times better than branded assets when applied to other advertising channels such as display, OLV, CTV, DOOH, and even linear TV”
- Linqia

63%

Each day, 63% of 18-34-year-old consumers stream video content via an “internet-connected TV device” (including smart TVs or streaming devices from platforms such as Amazon or Roku)
- Leichtman Research Group





EVIDENCE IN THE INDUSTRY:

AMELIA DIMOLDENBERG'S CHICKEN SHOP DATE

This series is a prime example of a creator leveraging a unique format to captivate audiences and redefine the talk show category. The show's premise, which involves Dimoldenberg interviewing celebrities in a casual, often awkward setting, has struck a chord with viewers.

Her viewership figures are often in excess of 4 million, exceeding traditional talk shows on TV. For instance, Late Night with Seth Meyers averages around 1.5 to 2 million viewers per episode and The Graham Norton Show draws around 2 to 3 million viewers per episode.

The success of "Chicken Shop Date" demonstrates how creators can innovate within established genres by finding unique angles and formats. Dimoldenberg's ability to blend humour, authenticity, and celebrity appeal has made her show a viral sensation and a testament to the power of creator content in the digital age.

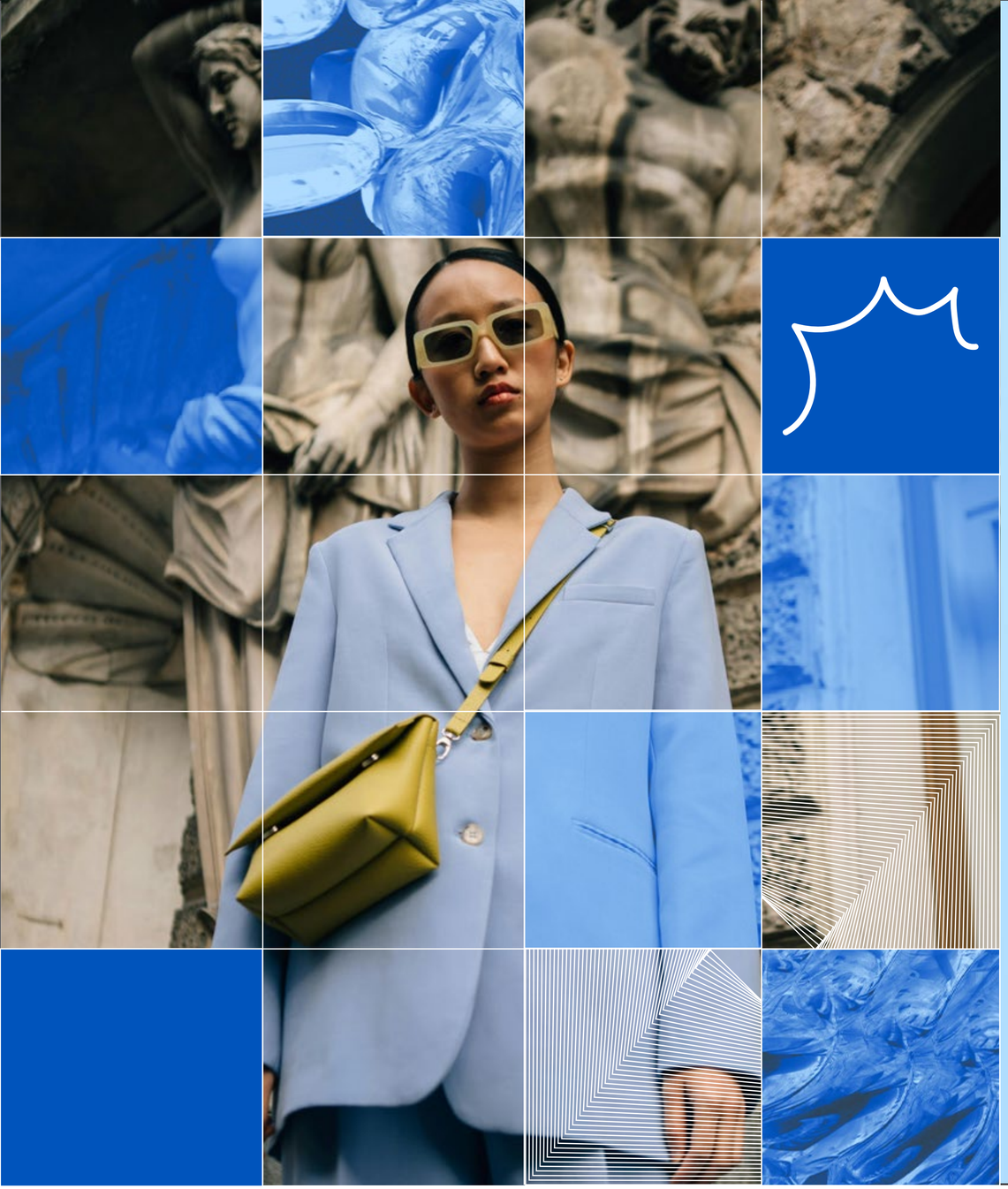


CHAPTER 3

THE RISE OF LONG FORM CONTENT

CREATING IN-DEPTH AUDIENCE ENGAGEMENT





While the rise of short-form video platforms like TikTok has undeniably reshaped content consumption habits, a significant shift is underway. Content creators across various industries are recognising the growing appetite for in-depth content and once again prioritizing long-form formats.

PREDICTION

Long-form content will become even more prevalent in the creator economy as consumers crave more in-depth creator interaction. Creators who can produce high-quality, informative, and entertaining long-form content will be well-positioned to succeed - especially as competition grows fiercer in a rapidly expanding sector. Successful long form content creators will attract a more engaged audience and encourage more diverse types of brand partnerships, unlocking new monetisation opportunities for the creator economy.

Moreover, well-structured long-form content can be easily repurposed into multiple shorter, shareable short-form clips for platforms like TikTok. This allows creators to reach a wider audience, drive engagement, and generate additional revenue streams. By effectively leveraging their long-form content across multiple platforms, creators can maximize their earning potential and build a sustainable career.

Platforms like YouTube are particularly well-suited for long-form content, as they offer creators the opportunity to monetize their work through various partnership models, including advertising, sponsorships, and merchandise.

2 in 5

consumers have engaged with long-form content in the past 12 months.

2 in 3

marketers and creators have increased long-form creator content production in the past 12 months.

1 in 3

creators believe long-form content increases ROI.

SOPHIE CROWTHER,
TALENT PARTNERSHIPS DIRECTOR:

“As audiences seek more in-depth, engaging experiences, platforms like YouTube and long-form formats are experiencing a renaissance. Expect this shift to accelerate in 2025, amplified by the growing popularity of subscription-based platforms like Substack which offer creators the opportunity to curate exclusive content while also providing alternative revenue streams.”



EMILY ANDRAS,
CREATIVE:

“Creators will feel emboldened to use multiple assets to tell a connected story over time, allowing them to showcase product evolution and efficacy. We’ve seen this in the willingness of younger demographics to watch movies in multiple TikToks.”



EVIDENCE IN THE INDUSTRY:
PLATFORMS ARE RESPONDING

TikTok is testing 30- and 60-minute video uploads and launched a program incentivizing creators who post videos over a minute with monetization opportunities.

Snap is allowing users to create videos up to three minutes long and upload videos up to five minutes.

YouTube has extended its Shorts to three minutes.

By encouraging more long-form content, platforms are providing creators with new ways to engage audiences and produce quality content that generates more diverse and sustainable revenue streams.



EVIDENCE IN THE INDUSTRY:

REESA TEESA “WHO TF DID I MARRY?”

Earlier this year, Tareasa Johnson, aka Reesa Teesa, shared a 52-part TikTok series titled “Who TF Did I Marry?” where she detailed her marriage to a man she labeled a pathological liar. The 10-minute videos, released over several days, quickly went viral, drawing millions of viewers who spent nearly 10 hours watching the entire series. Its popularity has even earned the creator a TV adaptation of her experiences in a series commissioned by producer Natasha Rothwell. The popularity signifies the growing audience interest in longer, suspenseful content, especially when more information and revelations are expected in future videos.



CHAPTER 4

AMBASSADOR PROGRAMS

THE NEW ERA OF ADVOCACY



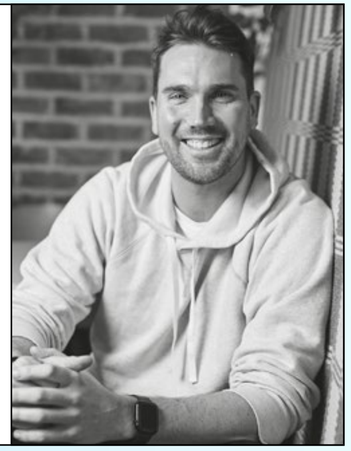
The creator economy has exploded, with brands recognizing the seismic power of influencer marketing. This shift has created new demands, requiring innovative approaches to optimize time, investment, and resources. As a result, ambassador programs have emerged as a crucial strategy to harness this trend.

PREDICTION

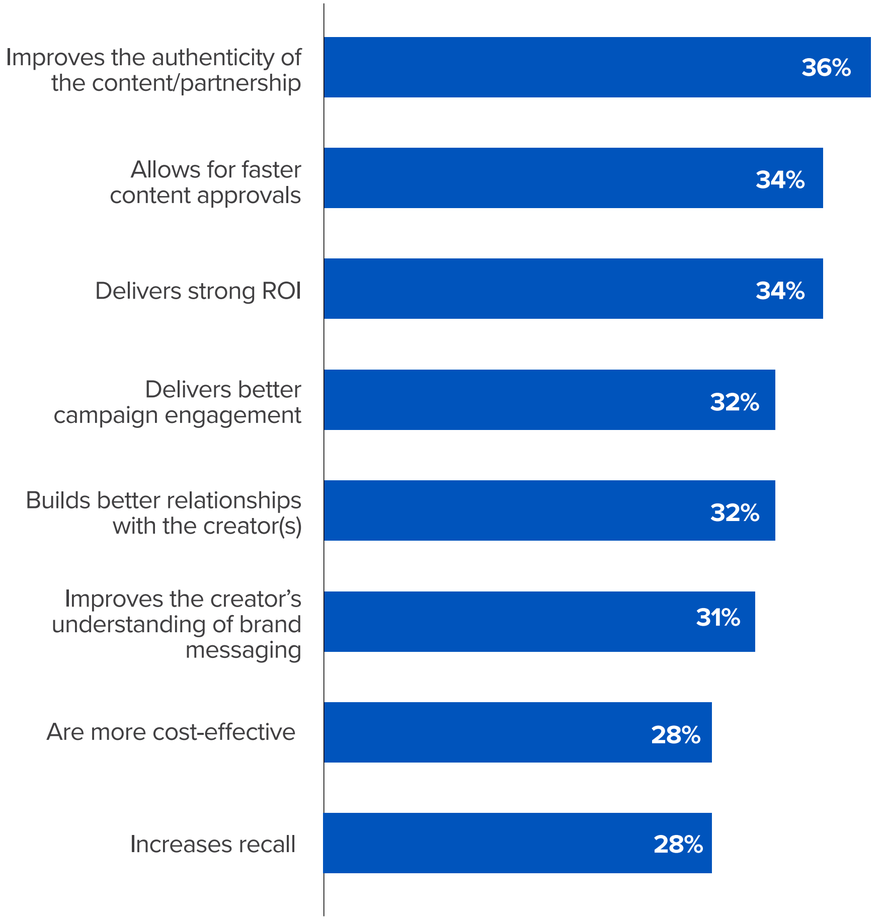
Brands big and small will start to build and invest in long term ambassador programs as a way to keep up with the changing landscape of digital content - with trusted and agile relationships enabling brands to move at the ‘speed of culture’. Brands will even begin to restructure their internal teams and practices to support these symbiotic partnerships.

PIET SOUTHEY,
HEAD OF CLIENTS, EUROPE:

“As brands seek to stay relevant in a rapidly evolving cultural landscape, they’ll increasingly rely on strategic partnerships with creators. By cultivating long-term relationships, brands can ensure they have access to creators who can deliver both planned and reactive campaigns. This dual approach enables brands to foster creator connections and capitalize on emerging cultural trends in real-time, positioning themselves at the forefront of culture and maintaining a competitive edge.”



*Marketers' top reasons for expanding ambassador programs:







73%

Three-quarters (73%) of marketers plan to increase investment in ambassadorships over the next 12 months - significantly more than have increased over the past 12 months (61%)*





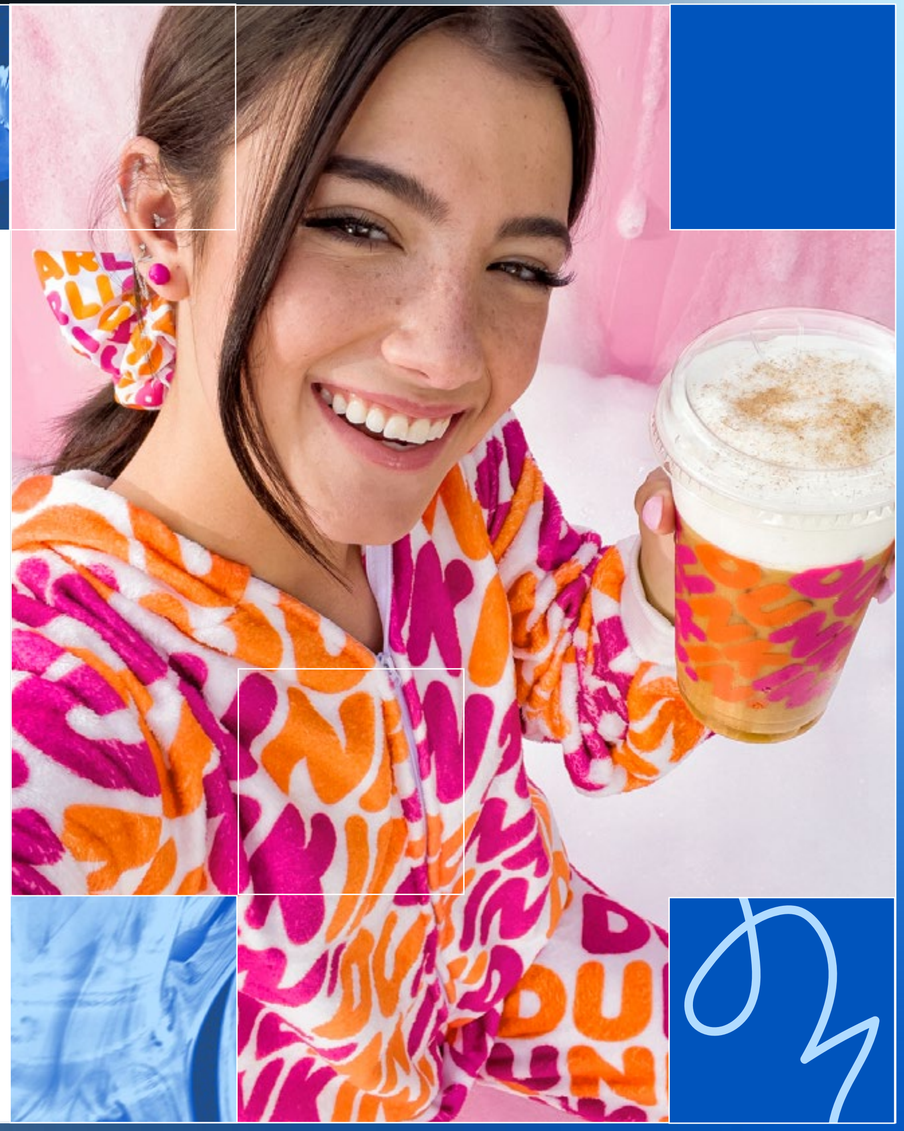


EVIDENCE IN THE INDUSTRY:

CHARLI D’AMELIO

TikTok’s most-followed creator for a time, Charli D’Amelio, is a prime example of influencer-brand synergy. Dunkin’ Donuts capitalized on its close and long-running collaboration with the star by promoting her favorite drink, a cold brew with whole milk and three pumps of caramel, which the chain re-branded as “The Charli”.

“The Charli” became a viral hit among her fans, resulting in a 57% increase in app downloads for Dunkin’ within the first five days of the launch. Dunkin’ Donuts reported a 20% sales boost for all cold brews on the menu the day “The Charli” debuted, with an overall increase in cold brew sales by 45% that week. The pair later expanded on this with a second limited-edition drink, “The Charli Cold Foam”.



CHAPTER 5

TECH-DRIVEN INFLUENCE

HOW AI AND WEARABLES ARE SHAPING TOMORROW'S CREATORS





The initial fervour surrounding AI, particularly generative AI, has begun to subside. While the technology continues to advance rapidly, its integration into daily life has become normalized. This shift marks a transition from the initial hype cycle to a more practical and sustainable phase of AI adoption.

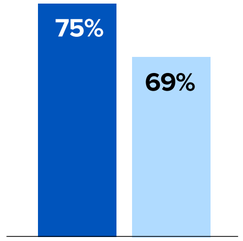
PREDICTION

2025 is poised to be another landmark year for developments in AI in the creator economy - particularly in advanced language processing and streamlining marketing practices.

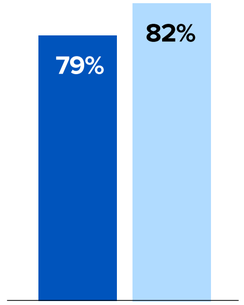
AI agents, autonomous systems capable of interacting with the world, will emerge as powerful allies for creators. These agents will automate routine tasks, spark creative ideas, manage communities, and handle complex workflows, freeing up creators to focus on strategic thinking and creative output. The integration of AI agents will fundamentally reshape the creative landscape, empowering creators to achieve unprecedented levels of productivity and creativity.

Tools like Billion Dollar Boy's Companion will optimize matching, and ensure transparency in influencer collaborations.

However, rather than disrupting industries, AI will continue to enhance human capabilities, acting as a supportive tool rather than a replacement to human creativity. AI will serve as a catalyst, enabling creators to focus on higher-level tasks and build authentic connections with their audience.



Marketers (75%) and creators (69%) believe generative AI will positively disrupt the creator economy**



Creators believe generative AI will alleviate their workload (79%) and accelerate content creation processes (82%)**

15%

Gen AI could increase the productivity of the marketing function with a value between 5 and 15% of total marketing spending - McKinsey

THOMAS WALTERS,
EUROPE CEO AND CO-FOUNDER:

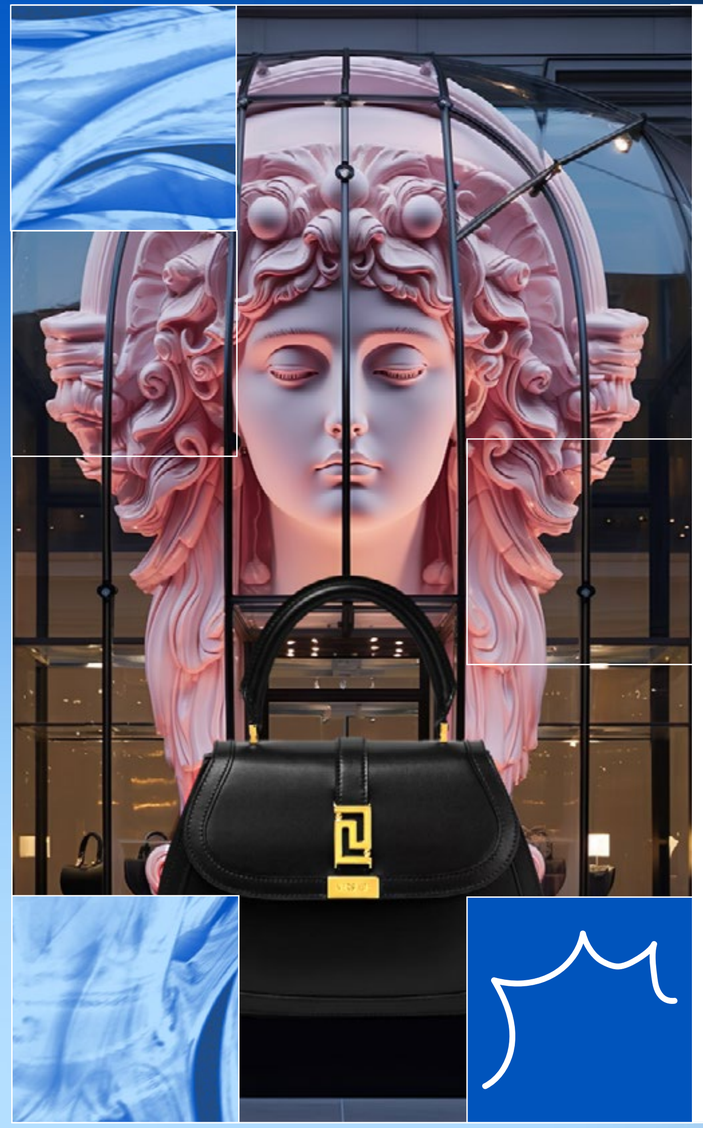
"The initial excitement surrounding AI-generated art has tempered as the tools have become more accessible. As with all trends, the first movers benefitted from the early hype, but now that we are past the peak of adoption, creators will now need to explore more sophisticated ways to leverage AI to stand out. That means applying the technology innovatively, using it to support their creative processes rather than relying on it as a standalone solution."



HELENA FRENCH,
ACCOUNT EXECUTIVE:

"TikTok will continue to embrace AI across more of the platform's functions, including its algorithm which will further personalise the For You Page, providing a better user-experience and increasing user retention."





EVIDENCE IN THE INDUSTRY:

VERSACE ‘NEW DIGITAL ARTISTS’

The ‘New Digital Artists’ campaign was an exploration into new technologies and their influence on the creator community. The goal was to lean into creators who are using generative AI as a muse, to showcase the Versace product in a way it had never been seen before.

Billion Dollar Boy tasked 25 digital creators to create Generative AI-generated content inspired by the brand new Greca Goddess Top Handle Handbag. The creators interpreted the Greca Goddess Handbag through their own lens & in turn introduced the brand to their audience in a new way. The bag was at the forefront of the content but their creativity & imagination took centre stage. Thanks to the success of this campaign, Versace is now working with us on season 2 of the ‘New Digital Artists.’

5.7%
Average Engagement Rate

1,456%
Play Rate
From AI Generated Content
(VS standard)

3.9M
Organic views on just one asset



PREDICTION

As the hype surrounding AI wanes, consumers will look for new innovations to get excited about and a series of developments in wearable tech towards the end of 2024 is an exciting prospect for advertisers. 2025 may see influencers increasingly incorporating wearable tech into their content production - especially AR powered glasses - to explore new ways to engage audiences more intimately in their lives.

JAKE GURIA-GARNETT,
ACCOUNT MANAGER:

“In 2025, expect to see more creators using wearable technology to shoot engaging and immersive POV content including live stories at events such as music festivals. Wearable technology could be a gateway to help consumers feel even closer to their favourite creators.”





CHAPTER 6

THE RISE OF B2B INFLUENCER MARKETING

HOW LINKEDIN CREATORS ARE REDEFINING INFLUENCE IN 2025



More creators are exploring platforms like LinkedIn for its strong content performance and earning potential, and B2B brands are turning to influencers to reach and educate audiences about their offerings.

PREDICTION

B2B influencer marketing will keep gaining momentum as businesses see the value of creators in reaching and educating audiences with relevant, relatable content. LinkedIn will grow as a hub for these partnerships, attracting more creators as they recognize its potential for brand collaborations and personal brand building. In 2025, we'll see a growing number of brands eager to work with LinkedIn creators.

CHRISTOPHER DOUGLAS,
SENIOR STRATEGY MANAGER:

"As venture capital and start-up ecosystems continue to flourish, the potential for B2B influence has become a more appealing approach to business growth. In 2025, we anticipate a shift toward structured, founder-led influencer strategies, moving beyond casual branding to actively generating qualified business leads. This approach will allow companies to position founders not just as leaders but as influential advocates for their brands and industries.





ED EAST,
FOUNDER AND GLOBAL CEO:

“The rise in B2B creators is an inevitable result of the creator economy’s professionalization. As the natural home for professionals, LinkedIn has been a primary beneficiary of this shift. Marketers should be preparing to capitalize, using B2B creators to help humanize brands, and creator entrepreneurs can benefit too, using LinkedIn to build trust, engage investors, and grow their businesses.”

58%

Three in five LinkedIn users (58%) would welcome more creator content from brands on the platform*

1 in 2

Half of creators (49%) have reported increasing their presence on LinkedIn over the past 12 months*



42%

of creators have stated that B2B influencer marketing content drives equivalent or better engagement than B2C content*



60%

of creators plan to increase presence on LinkedIn over the next 12 months*



EVIDENCE IN THE INDUSTRY:

MICROSOFT COPILOT x CREATOR KEITH LEE:

Contrary to popular belief, B2B influencer content doesn't have to be overly corporate. Actually being playful, engaging and educational - like Keith Lee's recent partnership with Microsoft - can help it stand out and be more successful.

As a famous TikTok food critic known for spotlighting Black and African American-owned restaurants, Lee collaborated with Microsoft to help restaurants future-proof their business with Copilot, its AI tool. The video series, "The Reheat," organically connected with the people behind the business, while highlighting Copilot's support capabilities.



CHAPTER 7

EMERGING INFLUENCER STRATEGIES

TREND-DRIVEN PARTNERSHIPS AND BOLD COLLABORATIONS

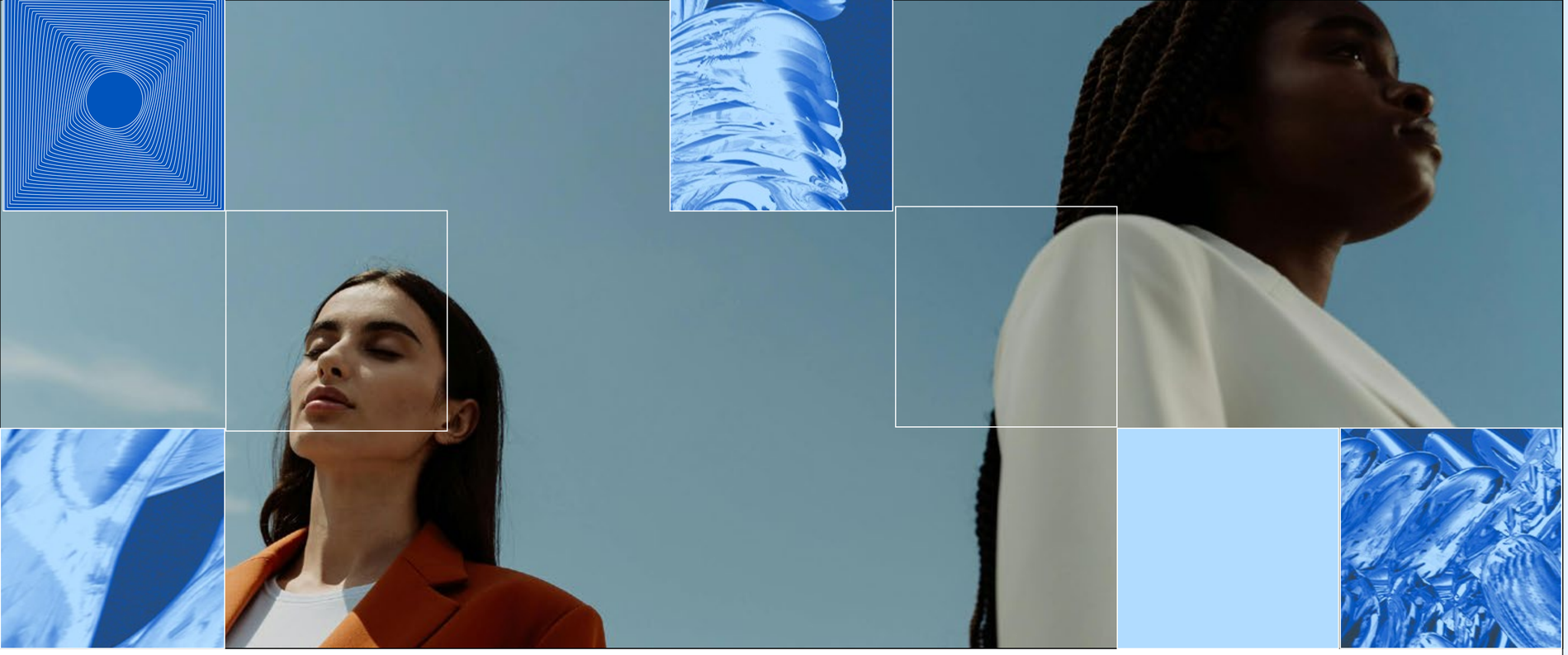




As creators re-define the rules of marketing, brands are taking note. Forward-thinking organizations are shifting internal structures and systems to capitalize on these innovative strategies, from agile trend marketing to out-of-category collaborations and specialist influencer partnerships.

PREDICTION

The pace of change in the creator economy can be daunting, with new social media trends developing and evolving at an ever-increasing rate. Creators are digital natives with their fingers on the pulse and an unrivaled understanding of their audiences. To keep up with the rapid pace of change, brands will increasingly seek their consultation for marketing practices, tapping into their unique expertise and ability to produce diverse content at scale and speed.



EMILY ANDRAS,
CREATIVE:

“Expect to see a shift in how people engage with and use trending formats in 2025 - such as the GRWM trend which is beginning to go from ubiquitous to overdone. We could see a wave of more self-aware creators. For example, they might reference the tiredness of a format, or combine two tropes to make a unique outcome.”



94%

of marketers are committing at least one in five of their brand-owned social media posts to trends.*

77%

of marketers plan to increase trend-based content over the next 12 months.*

92%

of creators report better performance compared to their non-trend-based content.*

EVIDENCE IN THE INDUSTRY:

TREND-CENTRIC MARKETING

As the ‘Of Course’ trend started gaining momentum on TikTok and across platforms, Dove Men+Care sought to collaborate with relevant creators to join the trend. Billion Dollar Boy connected the brand with Dave Ogleton “FitDad,” whose content revolves around fatherhood and dad jokes. BDB worked closely with the creator and brand, and the resulting content included Dave naturally incorporating brand messaging into his video, stating: “I’m a parent, of course I partner with Dove Men+Care to stay fresh.”



197.5K
total plays / impressions

PREDICTION

Social media has democratized influence in a way that cultural trends are now being born from anywhere and anyone at any time. The creator eco-system will become more fragmented than ever, with influencers becoming powerful resources for brands to engage niche or difficult to reach audiences with specialist interests. Expect the unexpected, with a rise in atypical brand-creator partnerships.



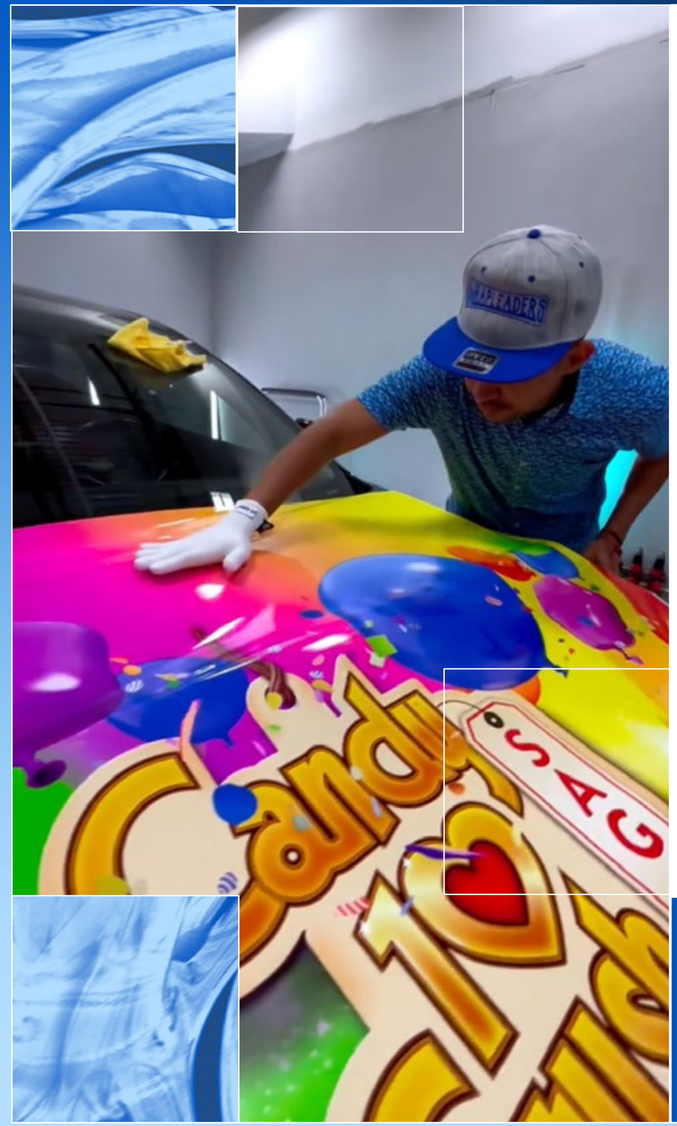




ANDREA AHERN,
SENIOR VICE PRESIDENT, HEAD OF ACCOUNTS:

“With limited specialty influencers in niche sectors, competition among brands for the same creators can lead to conflicts and fewer opportunities. These market pressures will lead to ever more diverse and specialist influencers and, in 2025, we expect yet more cross-sector partnerships between brands and creators.”





EVIDENCE IN THE INDUSTRY:

OUT OF CATEGORY/ SPECIALITY INFLUENCERS

Jay The Wrap Specialist is best known for his stunning car wraps. Billion Dollar Boy enlisted him for support on a creator campaign to promote King's mobile game, Candy Crush, bringing a unique perspective to the product and creating fresh, creative content that stands out.

Jay produced a Candy Crush-inspired car wrap, which resonated with his followers, generating a combined:

5.8M

views across his social channels

30.7%

of marketers plan to increase trend-based content over the next 12 months.



CONCLUSION



Our predictions for 2025 paint a future where creators are at the heart of every consumer journey. They will launch their own brands, create immersive content, and build loyal communities beyond social platforms.

Creator entrepreneurs will reshape commerce and creators in entertainment will redefine media consumption, with far-reaching impact. The rise of long-form content and disruptive marketing strategies will deepen audience engagement and brand partnership potential. Ambassador programs will continue to drive authentic advocacy, while technological advances will empower creators to scale their impact. Increased investment in B2B influencer marketing will offer more ways for brands to connect with consumers and fuel creator-led businesses.

2025 marks a new era where creators and brands innovate together to craft seamless, genuine experiences at every stage of the consumer journey and across every media channel and format. This is the start of the Creator Era.

CONTRIBUTORS



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ACCOUNT EXECUTIVE
AT BILLION DOLLAR BOY



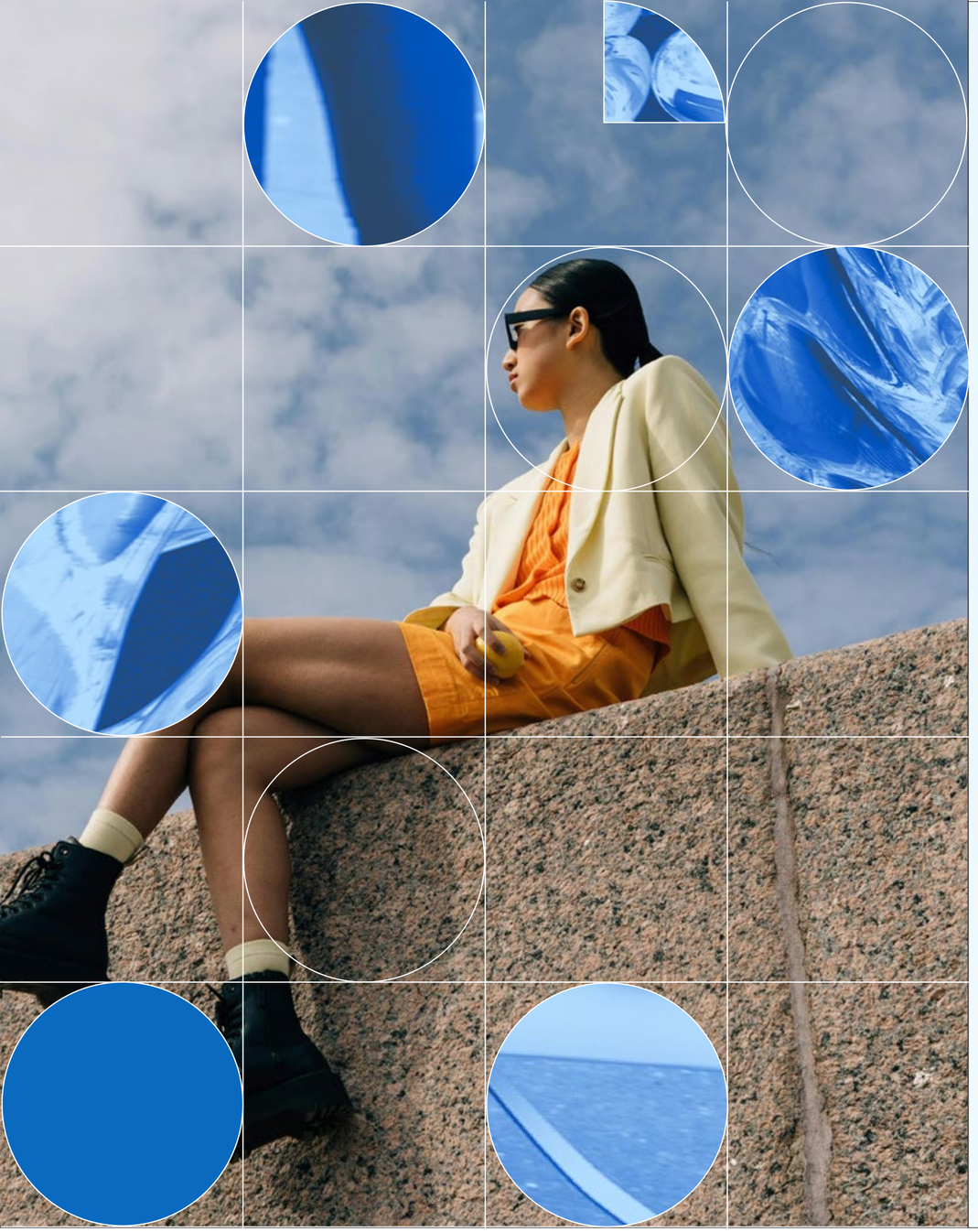
JOSHUA TEMPLE ‘SLOGO’

UK GAMING CREATOR AND FOUNDER OF
PRODUCTION STUDIO, LIMAX STUDIOS



LUCY EDWARDS

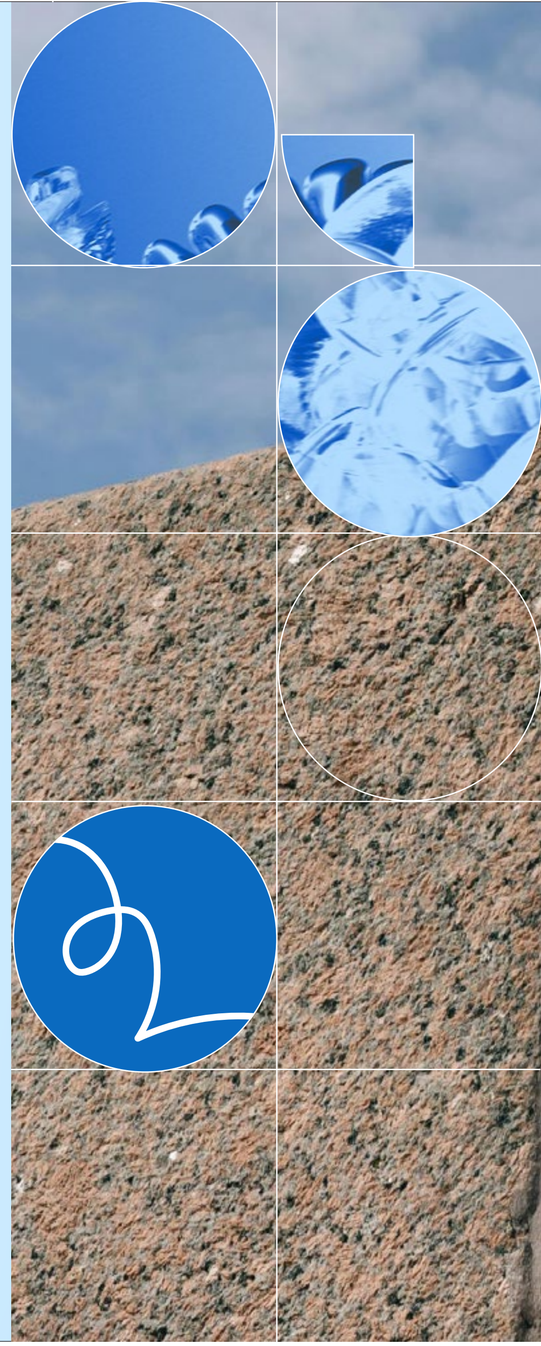
BEAUTY AND ACCESSIBILITY CREATOR, DISABILITY
ACTIVIST, JOURNALIST, BROADCASTER AND AUTHOR



METHODOLOGY

*Between 24th May - 3rd June 2024, Censuswide was commissioned by Billion Dollar Boy to execute a study of 4,008 nationally representative consumers (aged 16+), 508 content creators and 511 senior marketers and brand managers in the UK and US. Censuswide abide by and employ members of the Market Research Society which is based on the ESOMAR principles.

**In November 2023, Censuswide was commissioned by Billion Dollar Boy to execute a study of 4,000 nationally representative consumers (aged 16+), 1,000 content creators and 1,000 senior marketing decision makers in the UK and US. Censuswide abide by and employ members of the Market Research Society which is based on the ESOMAR principles.



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Billion Dollar Boy is an award-winning global creator agency delivering integrated creator-led advertising for the world's biggest brands.

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