

Micro-Content Script: “Why Gen Z Trusts Makeup Artists Over Celebs”

Total Duration: ~23 sec

Source: Karan interviews Lea

Video

Karan (0:50) What brands do you think resonates with you?

Lea (0:53) Makeup brands. (0:55)... I like Makeup by Mario,.
(1:09) I like Patrick Ta, another makeup artist that started his own brand...

Karan (1:20) ...a lot of these brands that you're mentioning are creator-led brands, right? (1:25)
Which ...they're starting their own consumer products kind of a thing. (1:31) ...were you always
in them or were you.. looking for other brands as well?

Lea (1:36) I think the space shifted, ..before different types of brands were really big. (1:43) And
once these makeup artists created their own brands, they took over the space because people
assume that they really know what they're doing, which they do. (1:55) And they know how to
formulate products really well.

Karan (2:07) And do you..trust more of these creators and brands and .. these corporate
brands?

Lea (2:13) ...Yes

Caption:

Who do you trust more: a celebrity or a specialist?

When I asked Lea what beauty brands resonate with her, she didn't name celebrities. She named makeup artists like Mario and Patrick Ta.

Gen Z trusts people who do the work and know what's in the product!
It's not just about product drops anymore.
It's about expertise, credibility, and realness.

For more on why next-gen loyalty is rooted in expertise, not influence, join my community: 📌 <https://karandang.substack.com>

#BrandStrategy #NextGenCentricity #CreatorEconomy #GenZMarketing
#CulturalResonance #NextGenMultiverse #GenZInsights #CreatorLedBrands

First Comment:

Brands and marketers must embrace these innovations to stay ahead. You'll be left behind if you don't adapt to these strategies! Check it out!

https://www.linkedin.com/posts/dangkaran_nextgenmarketing-genz-brandstrategy-activity-7251637945391067136-2EcR?utm_source=share&utm_medium=member_desktop

Hook:

- Expertise is the new influence.
- Skill beats celebrity.
- We follow skill, not status.
- Creators teach. Celebs pitch.
- The real experts took over.
- Trust moved behind the scenes.