

# Influencer Marketing: an Academic and Insider Perspective

BRADY SIMPSON, MSC

In Chuukese, playing cards are:  
“Penein moni”.





Research focused  
on apologies.





# So, I started to wonder...

- How are influencers promoting gambling?
- What makes them potent?
- Why are influencers comfortable with this?





# Influencers are powerful because...

- They persuade with inherent authenticity.
- They can reach very niche audiences.
- They are typically considered role models.





# How and why are *influencers* promoting gambling?

- Companies will provide *bonuses* if you purchase certain in-game purchases or do certain things in game.
- Gambling products and platforms have some of the highest payments.





Most of the sponsorship offers *I* received were for games with

gambling mechanisms

Loot boxes generate

**\$15 billion+**

(Amano and Simonov, 2024)





**IT WAS**

**PULLED**



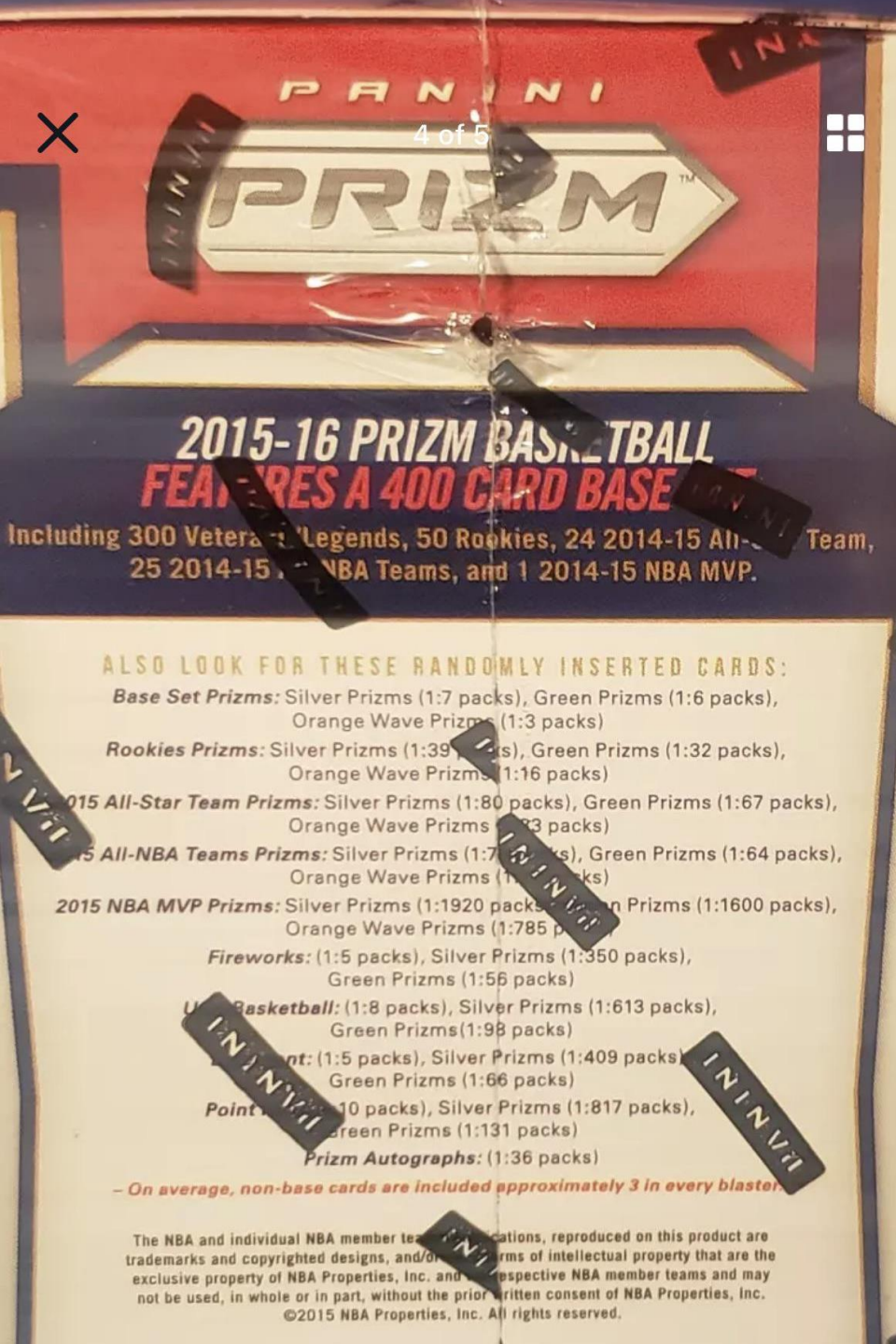
During the pandemic...  
collectibles boomed.





# Average odds aren't always clear.

- Sneaky ways around gambling legislation and the rise of the “mystery box”.
- Accessible by all.
- No limits.



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2024/25 Panini Prizm NBA Basketball Hobby PYT Box Break #209 - BREAKS SAT 4/12

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**C \$124.85**

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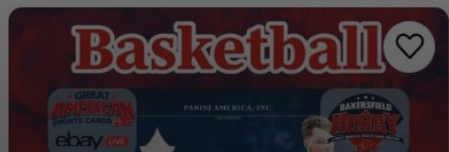
jackpotbreakers (12,291) 99.7%



2024/25 Panini Totally Certified NBA Basketball Premium PYT Box Break #270

Brand New

“Breaks” and the power of influencers.



Detroit Pistons - 2024/25 Court Kings Basketball - 2 Hobby Box Break

Pre-Owned

**C \$3.47**

Top Rated Seller



# SPORTS CARD

# BOX BREAKS

*With Davis*



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Influencer crypto sponsorships.

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# NFTs and Crypto

- Influencers promote NFT and Crypto, including platforms.
- The pay off is big.
- Speculative markets are still accessible to kids and are akin to gambling mechanisms.

“Meme” coins and  
the rise of influencer  
rug pulls.

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# What does this all mean?

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IT IS DIFFICULT TO STOP.



FUTURE RESEARCH MIGHT  
CONSIDER ANALYZING INFLUENCER  
INVOLVEMENT IN "UNDERGROUND"  
FORMS OF GAMBLING.



EDUCATION IS KEY.

# Thank You

- Get in touch!

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