

EU Pop Culture Pulse: Influencer Trends, Viral Fashion & Music Buzz

European Pop Culture · Answer Key · 18 Questions

1. Which social media platform is currently considered dominant for influencer marketing campaigns across Europe?

- A) TikTok
- B) Instagram**
- C) Facebook
- D) X (formerly Twitter)

2. What type of influencers are European brands increasingly preferring over traditional celebrity endorsements for better ROI and engagement?

- A) Nano-influencers
- B) Micro-influencers**
- C) Macro-influencers
- D) Celebrity Endorsers

3. In 2025, what percentage of European brands reported keeping or increasing their creator budgets for influencer marketing?

- A) 30%
- B) 55%
- C) 80%**
- D) 95%

4. Which European country has seen a significant increase in Instagram creators with at least 5,000 followers between 2024 and 2025, with growth over 10%?

- A) Germany
- B) France**
- C) Italy
- D) Spain

5. What is a key trend in influencer marketing for 2025 in the EU, focusing on authenticity and tighter communities?

- A) Exclusively using celebrity endorsements
- B) Focusing on macro-influencers
- C) Shift towards micro- and mid-tier creators**
- D) Reliance solely on traditional advertising

6. Which music genre, rooted in Romani folk music and blending with modern genres, has a renowned modern figure in Babasha, who had a song at #1 in Billboard's Top 25 Romania Chart?

A) Manele

B) Folk-pop

C) Electro-swing

D) Schlager

7. According to a 2025 report, what percentage of European marketers now use AI in their workflows for influencer marketing?

A) 50%

B) 73%

C) 92%

D) 100%

8. Which platform is expanding into Germany, showcasing success stories like Austrian DJ Ely Oaks whose track "Borderline" went viral and reached the German charts?

A) Spotify

B) Apple Music

C) TikTok SoundOn

D) Deezer

9. What fashion trend was notably seen on celebrities like Kylie Jenner during European getaways in summer 2024?

A) Athleisure wear

B) Crochet cover-ups

C) Bubble skirt trend

D) Denim maxi dresses

10. Which Italian pop artist, ALFA, collaborated with Rosa Linn on the Italian version of the worldwide hit 'SNAP', and had a song 'Cin Cin' generate over 95 million streams on Spotify?

A) Italian pop artist ALFA

B) Bosnian artist Amna

C) French rapper Lomepal

D) Danish singer MØ

11. Which European city was highlighted as a hub for celebrity sightings during Haute Couture Fashion Week and the 2024 Cannes Film Festival, influencing vacation attire trends?

- A) Berlin
- B) Madrid
- C) Paris**
- D) Rome

12. According to a 2024 report, what percentage of marketers prioritize "ethical conduct and transparency/integrity" when choosing influencers to work with in Europe?

- A) 20%
- B) 30%
- C) 43%**
- D) 60%

13. What percentage of European brands plan to become more selective in the influencers they work with over the next year, reflecting a move toward more strategic partnerships?

- A) 20%
- B) 36%
- C) 56%**
- D) 76%

14. Which Dutch singer had a viral TikTok hit with his song "Hyperventilatie," leading to a platinum status and a first album?

- A) Antoon**
- B) Loverman
- C) Jerry Heil
- D) Ada Oda

15. What is a growing trend in celebrity endorsements where celebrities are taking equity stakes, becoming co-founders, or investing in startups rather than just receiving fees?

- A) Traditional endorsement deals
- B) AI-generated endorsements
- C) Equity partnerships and co-ownership**
- D) Virtual celebrity avatars

16. Which social media platform's AI bot, Grok, was recently involved in a scandal where it was reportedly 'de-robing' people, leading some European tech professionals to reconsider its usefulness?

- A) Instagram
- B) LinkedIn
- C) X (formerly Twitter)**
- D) Facebook

17. What is a key focus for European tech leaders like French President Emmanuel Macron and German Chancellor Friedrich Merz in 2025, aiming to reduce reliance on US and Chinese tech giants?

- A) Expanding social media influencer marketing
- B) Developing European AI and digital sovereignty**
- C) Increasing reliance on global social media platforms
- D) Focusing on traditional media advertising

18. Which artist, known for pop-rap with raw lyrics and proudly representing their heritage, has a charting hit in Hungary with "Talpra Cigányok"?

- A) EKIPA
- B) DESH**
- C) BABASHA
- D) ALFA