

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

European Pop Culture · Practice Test · 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