



The rise of creator-led businesses and traditional corporate brands is indicative of an underlying change in product and service development, marketing, and consumption in the digital era. Studies indicate that the creator economy, in which individual creators develop brands on their personal content and audiences, is now a strong international ecosystem that disregards older corporate forms. The creator economy is a growing sector of commerce because creators use digital platforms to develop direct relationships with followers and make money on their content, products, and sponsorships, among others. This change is an indicator of a shift in centralized corporate messages to decentralized, personality-based communication, indicating that digital culture is altering the face of branding in almost real time. Other businesses that are creator-led may be characterized by high consumer engagement since they do not create brands using impersonal measures of advertising but by trust, authenticity, and community. Results of Dzreke & Dzreke (2025) studies on influencer marketing indicate that credibility and authenticity may greatly contribute to brand equity in the presence of engagement, indicating that creators generate sustainable value when they have personal relationships with others. This dynamic compares to the conventional approaches in that creator content is supposed to be created in a way that is highly relevant to the follower, which can easily give rise to discussions, shared values, and meaning co-created. The psychology behind this is that viewers perceive creators as their own colleagues or role models and not as impersonal corporate machines, creating an emotional and participatory response. This especially applies because younger customers are increasingly looking to be relatable and trustworthy of the brands compared to traditional advertisements. Conversely, the conventional corporate brands focus on formal brand equity and inter-



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