**Virtual Influencers Become Realistic Marketing Tool**

Fashion brands were the first to tap the power of CGI personalities such as Miquela Sousa, who has amassed more than 2.5 million Instagram followers, with more vertical businesses recently jumping on board, including Puma, KFC and the World Health Organization.

***The Drum (free registration) 10.1.20***

[*https://www.thedrum.com/opinion/2020/10/01/the-evolution-the-virtual-influencer-no-longer-just-trend*](https://www.thedrum.com/opinion/2020/10/01/the-evolution-the-virtual-influencer-no-longer-just-trend)

*Image credit:*

[*http://biographicsworld.com/wp-content/uploads/2018/07/lil-miquela-the-cut-874x1024.jpg*](http://biographicsworld.com/wp-content/uploads/2018/07/lil-miquela-the-cut-874x1024.jpg)