



Case Study – Part 2: Identifying the Problem in the Creator World & The Plan of Action

The Problem: A Creative Industry in Transition from China's Model to the US

After 15 years in recruiting and six months working inside the creator economy, I see the same disruption pattern repeating itself—this time, not in tech, but in content creation. The creator world is undergoing a major two-fold shift: from influencers to authenticity, and from China's livestream model to a U.S. reality. Many brands that thrived in China can't replicate their success in the U.S.—the reason isn't the product, it's the people.

The Gap: Where Brands and Creators Miss Each Other

The U.S. market isn't ready for the Chinese-style livestream factory model. Americans value freedom, creativity, and instant gratification—so locking creators into 8-hour cubicle shifts doesn't work. This cultural gap has created a talent bottleneck where brands struggle to find creators who can sell and connect, and creators struggle to find brands that align with their voice and values.

The Opportunity: A Shift Worth Celebrating

This shift is actually good news. Influencer rates are dropping, and brands no longer want followers—they want sales and trust. The audience is smarter than ever and craves creators who are real, relatable, and genuinely use the products they promote. Authenticity is the new influence.

The Plan of Action: Building the Bridge

My mission with The Savy Agency is to close that gap and build a real bridge between creators and brands. How? By identifying the right fit, training the next wave of creators, and supporting both sides with sustainable, human-centered systems that move the industry forward.

The Vision: Timing Is Now

I call this next phase 'Groundfloor.' It's an invitation—for creators, recruiters, and brands—to step into alignment with who we are and what we're building together. We're early enough to shape the narrative, train the talent, and create a culture where laughter, purpose, and professionalism coexist.