

PTTOW!

FUTURE FORUM

IT'S FESTIVAL SEASON: EXPERIENTIAL THAT DRIVES GENZ & MILLENNIAL ENGAGEMENT

Spring is in focus and with that comes the unstoppable desire to go out and play! Festival season and experiential events are the fan favorites of our GenZ & millennial consumers; are you sure you're doing all you can to power up this critical constituency?

We joined the pros, your fellow PTTOW! members from Pepsi, AEG, Snap and the NBA who shared their successes and missteps when it comes to bringing these fans together for memories they'll never forget!

Featured Experts:

Todd Kaplan // CMO // **Pepsi**

Tammy Henault // CMO // **NBA**

Todd Goldstein // CRO // **AEG**

Kenny Mitchell // Chief Marketing Officer // **Formerly Snap Inc.**

SPEAKER BIOS



Todd Kaplan // CMO // Pepsi

Todd Kaplan is Pepsi's CMO, overseeing marketing for the Pepsi brand in North America, where he is responsible for all creative communications, brand strategy, product innovation, and commercial execution across the entire Pepsi trademark. Recognized by Business Insider as one of the "Top 25 Most Innovative CMOs in the World", Todd has brought a disruptive, unapologetic, and culture-forward perspective to Pepsi that has been foundational to re-energizing the brand. Since Fall of 2018, he has infused a challenger mindset into Pepsi and has brought the brand back into the cultural zeitgeist – from reinvigorating the Pepsi Super Bowl Halftime Show platform with historic performances from JLo & Shakira, Dr Dre, Snoop, Eminem, The Weeknd and many more, to developing disruptive new products like Nitro Pepsi, to putting out some of the boldest and most talked about brand creative the Pepsi brand has ever seen. Todd has also been instrumental in establishing Pepsi as an industry leader around the development of new content models, pushing the brand into new spaces including the creation of multiple television shows, long form films, and NFT projects.



Tammy Henault // CMO // NBA

As CMO of the NBA, Tammy Henault leads all global marketing efforts for the NBA and its affiliate leagues to engage fans and further the organization's mission to inspire and connect people everywhere through the power of basketball. Additionally, she plays a leading role in the development of the NBA's Next Gen platform, working hand-in-hand with the product and content teams on the NBA App and NBA ID, the league's global membership program offering fans benefits and rewards.

Prior to joining the NBA in November 2022, Henault worked eight years at Paramount Global, most recently as Senior Vice President, Marketing, Streaming of Paramount+. She managed a team of more than 150 employees responsible for brand, partnership and performance marketing as well as audience development, customer acquisition and retention. In 2021, Henault led the marketing strategy for the global launch of Paramount+, which was named the year's No. 1 fastest growing brand in America by Morning Consult and drove record subscriptions.

SPEAKER BIOS



Todd Goldstein // CRO // AEG

With more than 20 years' experience in the sports and entertainment industry, Todd Goldstein serves as the CRO for AEG. In this capacity, he is responsible for the company's global business development, marketing and sales functions, and oversees all its revenue generating operations which include AEG's Global Partnerships division, its premium seating activities and LA LIVE.

Under Goldstein's leadership, AEG's Global Partnerships division has grown its brand partner roster to over 1,000 companies, including such Fortune 500 brands as American Express, Anheuser-Busch, Coca-Cola, Mercedes-Benz, Sky, Netflix, Microsoft, O2, T-Mobile, Toshiba, and Toyota among others. The division, which represents AEG's portfolio of facilities, sports, music, entertainment districts and real estate assets across five continents, delivers partners the largest sports and live music marketing network in the world



Kenny Mitchell // Chief Marketing Officer // Formerly Snap Inc.

At the time of this session, Kenny Mitchell was CMO of Snap Inc., parent company of Snapchat, where he guided the brand and business marketing efforts for Snap, with a focus on driving growth of the global Snapchat community as well as the base of advertising and developer partners.

Over his more than 20-year career, Mitchell has received numerous awards and recognitions including being named one of "The Most Creative People in Business" by Fast Company, Forbes CMO NEXT, AdWeek 50, Business Insider: 25 Most Innovative CMOs, and Campaign Power 100. Additionally, he has won numerous creative awards, including multiple Cannes Lions, film festival selections including Tribeca, and two Emmy nominations. Mitchell also is a Member of the Board of Directors for e.l.f. Beauty. As of June 2023, Kenny is now Global CMO at Levi Strauss & Co.

KEY TAKEAWAYS

Todd Kaplan (Pepsi)

1. Community Building

- Prioritize growing your following, as opposed to maximizing reach through linear broadcasting. Ask yourself:
 - How big is your community of brand advocates?
 - How many people can you reach with your message and how can you scale?
- The underscore of technology is the ability for brands to develop their communities.

2. Future of Brands Experiences

- Considering the deep costs of live experiences, it's important to map out how your audience will share their experience of your brand with the rest of the world and cause a ripple effect of sharing.
 - The key is creating reach and exposure that goes beyond that singular event/activation.

3. What Does Culture Really Mean?

- “Culture is a fat word.” There are many subcategories and nuances for each niche.
 - Find the right subcultures to dip your brand in.
 - It's impossible to show up everywhere. Instead, stay involved in a variety of micro and macro communities - this will cultivate connection with your audience on a deeper level.
- There's power in brands collaborating in small passionate communities
 - Figure out ways to add value and bring your brand's point of view to the table, showing you recognize these niche communities in an authentic way.

4. Prediction For the Future

- Brands will operate more like creators with their own communities. They will be able to mobilize quickly in order to speak to their communities more directly, while simultaneously communicating through a collection of channels.

Tammy Henault (NBA)

1. Measure For Success & Repeatable ROI

- Whether it be physical KPIs like ticketing, you need the right tools and systems in place, in order to track the engagement and reach of your activation.
- Examine the unique factor that will ultimately drive the conversation and stand out activations.

2. Worldbuilding

- Immersive experiences offer different touchpoints where fans can experience the brand and create their own persona within their virtual world - giving a much more personalized experience for audiences.
- Collaborate across verticals to ensure you're reaching and speaking authentically to every fragment of your audience.
 - Analyze the landscape of influencers, collaborators, creators that align with your values including DEI, social causes, etc., or even those that already share the same fan base.

3. The Next Generation of Global Fans

- GenZ is changing the way audiences around the world think.
 - They crave, expect, and demand authenticity from brands.

4. Prediction For the Future

- It will take time but brands will ultimately take what they're doing now and double down, bringing operations to the next level

KEY TAKEAWAYS

Todd Goldstein (AEG)

1. Driving the Future

- GenZ is much more knowledgeable and opinionated than older generations were at their age - they are taking more agency in their lives.
 - GenZ has portals via Snap and other media to see the world, making them a more global entity with the ability to interact with brands, artists, etc. instantly.
- They are driving the future of entertainment which is essentially the future of business.

2. “Creating Brand Love”

- Brainstorm ways audiences can interact with your brand in a unique fashion.
- You must create an engaging and dramatic experience in order to make a lasting impression.
 - All partnerships must create live experiences that offer a direct line of communication between themselves and their consumers.
- Partner with influencers who have leaned into successful micro collaborations.
 - Individuals who are still in the process of growing their communities are powerful and represent where the future of marketing is headed.

3. Prediction For the Future

- There will be less streaming platforms, GenZ will continue to grow powerful, and live entertainment will continue to have an exponentially larger impact.

Kenny Mitchell (Snap Inc.)

1. “Rage Living”

- Nothing is currently more important than going out into the real world and having physical life experiences.
- Creating a tactile experience with your brand often leaves a much stronger impression and connection.
 - Leverage cultural partnerships in order to enhance on-site experiences.

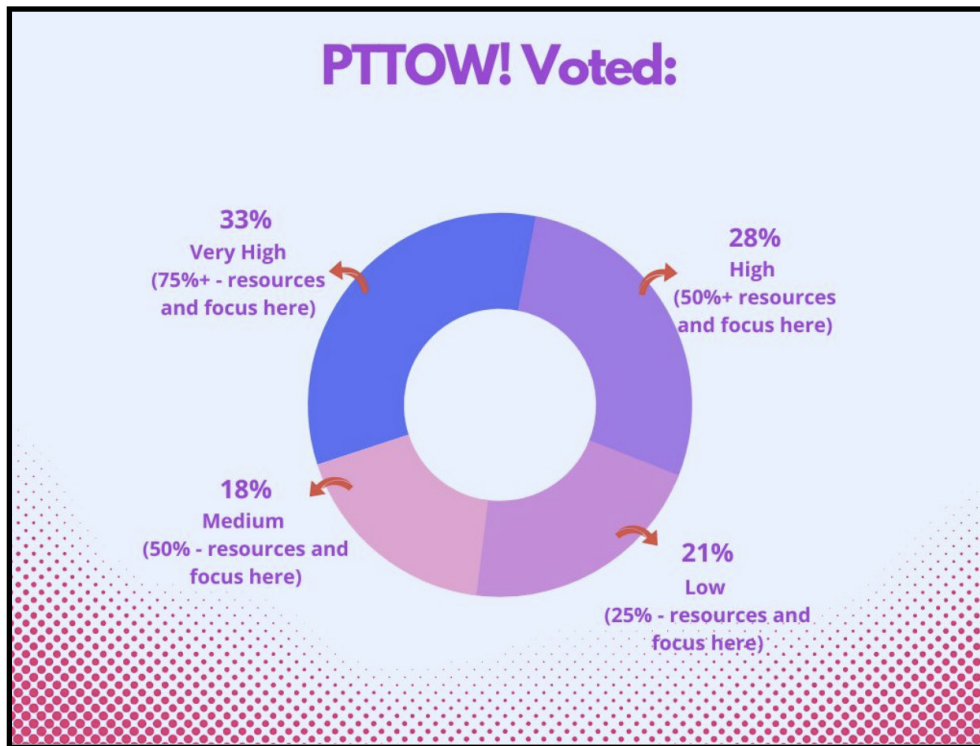
2. Community Code

- It is the responsibility of marketers to have a clear pulse on their community and the culture in which their community lives in.
 - Make sure your brand has a purpose and role in the community.
 - Culture sparks more from less scaled environments and then bursts into macro communities.

POLL

QUESTION:

When it comes to strategy overall - How much focus do you put on the GenZ consumer specifically?



READY TO WATCH
THE **REPLAY?**

