

WORLDZ COLLECTIVE

— Future Forum —

MARKETING FOR ACTION & IMPACT

We sat down with senior leaders from Timberland, Nickelodeon, Salesforce and the LA Rams to discuss the power of marketing, how to create a positive impact on the world, and to examine how value-led brands can truly thrive in the marketplace. Get the recap inside!

Drieke Leenknecht // CMO // **Timberland**

Jenny Wall // CMO // **Nickelodeon**

Kathryn Frederick // CMO // **LA Rams**

Jon Suarez-Davis // SVP, Marketing Strategy & Innovation // **Salesforce**



As CMO for Timberland, Drieke leads Timberland's global brand marketing to elevate the brand's creative vision, drive consumer engagement and experience, and fuel healthy, long-term growth. She brings to Timberland more than 20 years of global communications, product, marketing and general management experience. She spent much of her career with Nike, holding leadership roles in Europe, China and the U.S. – most recently, as global vice president of influencer marketing and collaborations. Drieke built a strategic framework and evolved Nike's global domain of influencers by understanding and leveraging the connectivity of cultures. She has mastered the craft of tapping into brand affinity to drive business growth.



Jenny Wall is the CMO at Nickelodeon. She is responsible for all on and off-air consumer marketing, brand creative, and content launches across all of the network's platforms. That roster includes digital, social, and direct-to-consumer, including Nicktoons, TeenNick, Nick at Nite, and Noggin. Prior to Nickelodeon, Wall worked at Gimlet Media, a Spotify company. She was also SVP and Head of Marketing at Hulu where she ran all marketing promotion and creative for the company, overseeing the launches for The Mindy Project, Difficult People., Casual, and The Handmaid's Tale. Before Hulu, she was VP of Marketing at Netflix, where she spearheaded a new brand and launched campaigns for the company's original programming



Kathryn Kai-ling Frederick joined the Los Angeles Rams as CMO in 2021. Frederick is leading the evolution of the Rams business into a brand-centered organization with the development and roll out of new brand strategy. As CMO, she is responsible for helping the organization bring the Rams brand to life and oversees various teams within the front office, including brand experience, creative services, guest experiences and demand generation, CRM and analytics. Prior to joining the Rams, Frederick was Chief Marketing Officer of LiveNation Entertainment. In that role, she focused on establishing modern marketing excellence, and ensured LiveNation was on the cutting edge of marketing practices.



Jon Suarez-Davis (JSD) is the SVP, Marketing Strategy & Innovation at Salesforce, where he is responsible for developing technology solutions that empower marketers to deliver connected, personalized, and real-time brand experiences across channels and throughout the consumer journey at scale.

Previously, Jon was Chief Marketing & Strategy Officer, Krux, where he oversaw global marketing communications and brand-building initiatives designed to elevate the Krux brand and accelerate growth across key customer segments. The category-leading data management platform (DMP) Krux was acquired by Salesforce in October 2016.

CURATED SESSION TAKEAWAYS

Drieke (Timberland)

1. Prioritize heart at the center of everything you do for your C.M.V.P. (consumer, mission, vision, positioning). C.M.V.P. is what catalyzes your business into the marketplace & is the center of our connectivity and engagement with our consumers. It's what drives brand elevation and business growth.
2. We inspire & equip consumers to step outside, work hard together, and move the world forward.
3. As an eco-innovator, Timberland has committed to be net positive by 2030. It is our Northstar.
4. Timberland is supporting the Black Community in the fight against racism through a company-wide initiative called "The Work." There are four pillars:
 - Build an inclusive workspace
 - Strengthen communities of color
 - Invest in design education
 - Support black entrepreneurs

Kat (LA Rams)

1. To ensure an authentic and highly impactful platform, we decided from the very beginning that Inspire Change would be our 365 social justice campaign not just something we honor during key cultural moments. We learned from internal and external feedback that creating a platform that can be activated year-round demonstrates our true commitment to the important work beyond just once a year.
2. One of the keys to success of this platform was developing a consistent visual identity for the campaign. We have been working in the community for many years, however, by having the consistent visual identity to tie amplification of this work to the inspire change platform, it allowed our fans to better recognize our efforts.
3. While we certainly have room to grow, our efforts for our Black History Month (part of our Inspire Change Platform) showed key indicators of success. Our social content placed #1 on Facebook, #4 on Instagram, and #5 on Twitter across all 32 teams.

Jenny (Nickelodeon)

1. Biggest learning here is making kids the hero of their own story, empowering them, giving them a voice— Vision Board for America kicked off a year of powerful creative work and underpinned our current kid centric approach.
2. We recognized our ability to not only deliver powerful messaging, but instigate important conversations. Our voice and support was welcomed by kids, parents and educators.
3. While this campaign was rolling out, we saw the significant uptick in violence and rhetoric against the AAPI community— and we had to rush to develop work to address the needs of that community. The work is never done. Being in the fight means being in the fight.

Jon (Salesforce)

1. Awareness is vital for inclusivity. It's why we support the 240 Paralympians on Team USA and why we design with everyone in mind.
2. Team USA champions athletes' rights, safety, and wellness. We try to do the same, for everyone, with technology and design.
3. Our differences are our strengths. So let's create in a way that considers everyone. Because technology has the power to unlock human potential to change the world. And, together, WE have the power to change technology.

CAMPAIGNS

TIMBERLAND



NICKELODEON



LA RAMS



SALESFORCE



MENTOR READING LIST

Drieke (Timberland)

1. SIC Newsletter by Ben Dietz
2. Kouchculture Newsletter
3. "Thank You for Being Late" by Thomas L. Friedman
4. Business of Hype (Podcast) by Jeff Staples

Jenny (Nickelodeon)

1. "Nick Helps Guide to Becoming a Global Citizen: Helping Ukraine"
2. "Nickelodeon's Talk & Take Action Guides for Educators & Parents"
3. Nick News
4. "Think of Groundhogs': For Life Advice From a Grade Schooler, Press 2"

Kat (LA Rams)

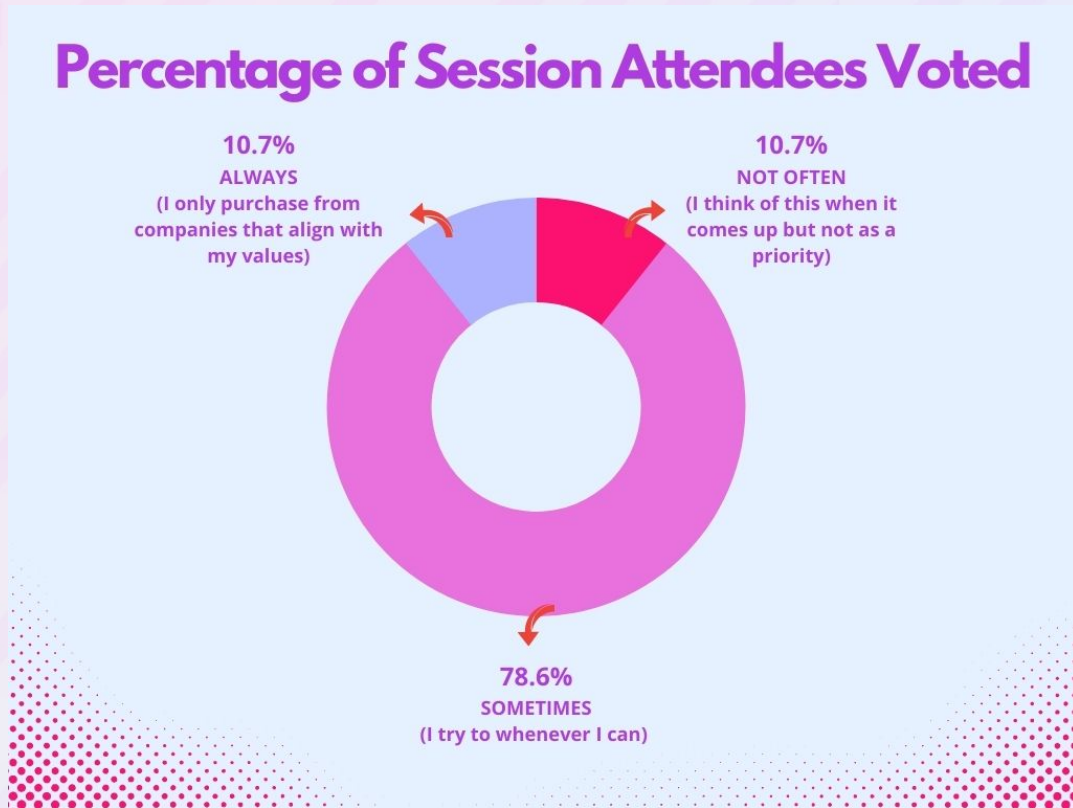
1. Brene Brown (Netflix Special)
2. "Grit" by Angela Duckworth
3. "Start with Why" by Simon Sinek
4. "Think Again" by Adam Grant

Jon (Salesforce)

1. Getting Serious About Diversity: Enough Already with the Business Case (Harvard Business Review, 2020)
2. "How To Citizen" by Baratunde Thurston
3. "When it comes to tackling diversity in tech, employers have set themselves up to fail" (ZDNet, 2022)
4. "The Why and How of Diversity in Tech" (TED Talk by Dr. Sephus)

Session Poll

Q: Do you actually vote with your wallet?



Want to dive back in? Be sure to [CLICK HERE](#) to access the session recording.

