

PTTOW! KINTSUGI
2023 THE BEAUTY OF ALCHEMY

Trends & Insights





A NOTE FROM PTTOW!

The 2023 PTTOW! Summit featured conversations and ideation sessions with culture-shapers and senior leaders from a wide array of industries.

This report was designed to give you a glimpse into some of the Summit moments you may have missed and help you carry the connections and lessons learned through the remainder of 2023 and beyond.

Leverage this document as a resource tool: Scan the sessions, explore the links, and feel free to pass along to friends and colleagues.

With love,
Your Friends at PTTOW!

TABLE OF CONTENTS

CLICK THE CATEGORIES OR TOPICS BELOW TO JUMP TO THAT PAGE.

1

CURRENT IN CULTURE

[Trends](#) | [Art & Fashion](#) | [Election 2024](#) | [The US \(Non-Nuclear\) Family](#) | [Cancel Culture](#)

2

RETAIL & EXPERIENCES

[Brick & Mortar / BOPUS](#) | [Experiential](#) | [Point-of-Purchase](#) | [Sports Fandom](#) | [Phigital Loyalty](#)

3

REACHING DEMOGRAPHICS

[Business with Asia](#) | [Gen Z & Alpha Rising](#) | [LatinX Demo](#) | [Accessibility & Marginalized Communities](#)

4

GETTING DOWN TO BUSINESS

[Brand Collaborations](#) | [NIL Deals](#) | [ROAS](#) | [Counter Your Brand](#) | [Recession Navigation](#)

5

ALL THINGS TECH

[AI](#) | [Metaverse](#) | [Social Commerce](#) | [Weaponized Data](#) | [Short-Form Content](#) | [Future Of Transportation](#)

6

A BETTER WORLD & A BETTER YOU

[Fighting Systemic Racism](#) | [Sustainability](#) | [Mental Health & Wellness](#) | [Leadership Profiles](#) | [Board Boot Camp](#)

CHAPTER 1

CURRENT IN CULTURE

FEATURED SESSIONS:

[THE DNA OF TRENDS](#)

[FUTURE OF ART & FASHION](#)

[ELECTION](#)

[NON-NUCLEAR FAMILY](#)

[CANCEL CULTURE](#)

CLICK THE CATEGORIES OR TOPICS ABOVE TO JUMP TO THAT PAGE.

THE DNA OF TRENDS

Companies should expect quite divergent behavior as consumers cope with ongoing challenges while getting back in their stride.

Source: *The Top 10 Global Consumer Trends for 2023*

**RAJA
RAJAMANNAR**

Chief Marketing & Communications
Officer, President Healthcare



MEMBER SINCE
2013



“There are classical marketers, contemporary marketers, performance marketers, and marketing innovators.”

WHAT TO DO NEXT?

UNDERSTAND

➤ TOP TRENDING TOPICS OF 2023

READ THIS

➤ 27 TIKTOK BRANDS THAT ARE WINNING AT MARKETING IN 2023

➤ 10 AGENCY LEADERS SHARE SOCIAL MEDIA TRENDS BRANDS SHOULD CONSIDER EMBRACING

➤ 13 SIMPLE SOLUTIONS FOR TRACKING YOUR INDUSTRY’S TRENDS

➤ 8 INDUSTRY TRENDS THAT ARE HERE TO STAY

Highlighted Contributors:

BDG



**GHETTO
GASTRO**



Think Tank: Viva Magenta // Unpacking the DNA of Trends

Jon Gray

Jason Wagenheim

FUTURE OF ART & FASHION

74% of Gen Z/Millennials expect the future of art to be assisted and accelerated by AI (Gen Z: 68%, Millennials: 76% v. 41+: 63%). *Source: Harris Poll*



MEMBER SINCE
2023

**ANGELIC
VENDETTA**
CMO
alo yoga

"I believe your IRL experience should match your URL experience. It should feel elevated, seamless and feel unique to you (the customer)."

WHAT TO DO NEXT?

SPOT THE TREND

- ▶ THE FUTURE OF FASHION: EXPLORING HOW ARTIFICIAL INTELLIGENCE IS TRANSFORMING THE MARKET

READ THIS

- ▶ THE SUSTAINABLE SIDE OF DIGITAL FASHION
- ▶ READY TO PLUNGE IN? THE RISE AND RISE OF IMMERSIVE ART
- ▶ ARTISTS ARE 'CONCERNED FOR THE FUTURE OF HUMAN CREATIVITY' AFTER THE USE OF AI-GENERATED ART
- ▶ 5 BEST FASHION COLLABORATIONS LAUNCHED IN 2023 SO FAR

Highlighted Contributors:



CHINESE LAUNDRY
LOS ANGELES



Think Tank: En Vogue! // Stitch The Future Of Art & Fashion

CURRENT IN CULTURE

ELECTION

HIGHLIGHTED CONTRIBUTORS:

Alder



“In the 2016 presidential election, a little less than 56 percent of voting-age Americans cast a vote, a rate that lags behind that of recent national elections in Germany, Mexico, South Korea, and most developed countries.” *Source: The Atlantic*

WHAT TO DO NEXT?

UNDERSTAND

- REVISIT HOW BRANDS ACTIVATED AROUND THE 2020 ELECTION

EXPLORE

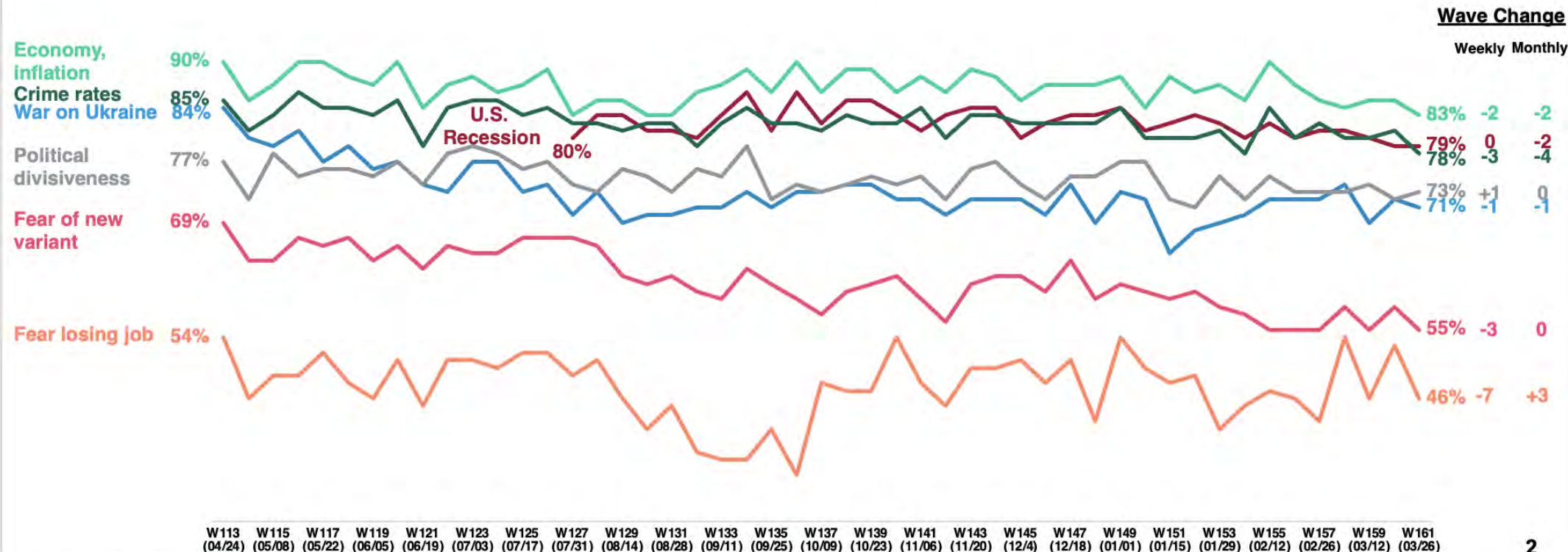
- HARRIS POLL REGISTERED VOTERS SURVEY

AMERICA THIS WEEK: FROM THE HARRIS POLL

Americans Continue To Live In a Time of “Stacked Crises”

Trended Fear Curves During COVID-19

- New Trends Added in March**
- A banking crisis (67%)
 - Solvency of U.S. banks (66%)
 - Security of my deposits in banks (59%)

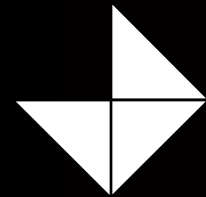


THE U.S. NON-NUCLEAR FAMILY

HIGHLIGHTED CONTRIBUTORS:



match.



Edelman



8 in 10 Americans (79%) say "You don't need to get married to have a happy and fulfilling life," 49% of singles don't long for companionship and 48% said being single is the most meaningful, authentic and fulfilling way of life.

Source: The Harris Poll

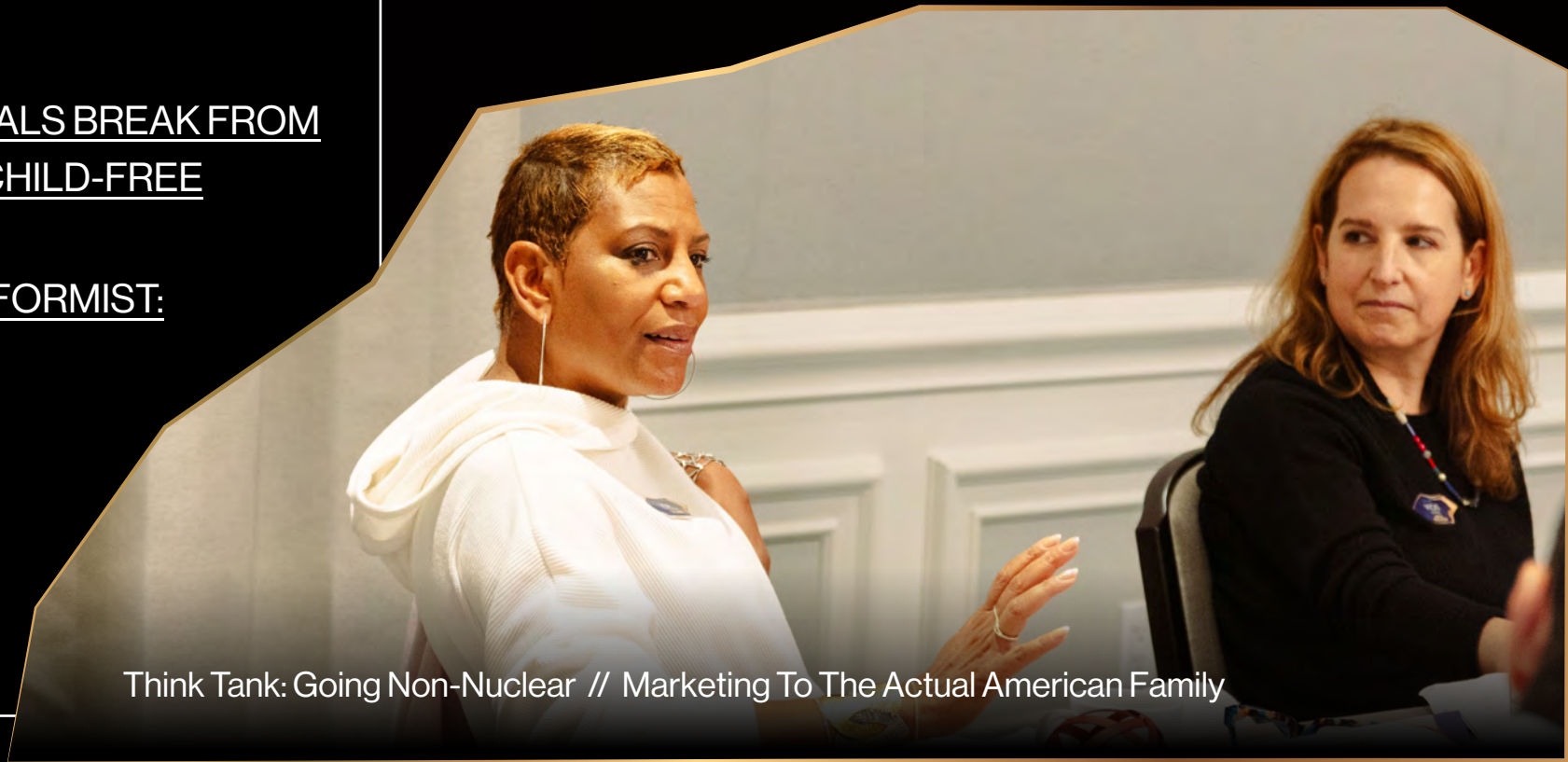
WHAT TO DO NEXT?

EVOLVE

- ▶ CREATE AN LGBTQIA+ RESOURCE GROUP AT YOUR ORGANIZATION

READ

- ▶ NO KIDS, NO PROBLEM—MILLENNIALS BREAK FROM TRADITION AND EMBRACE BEING CHILD-FREE
- ▶ QUEER, NON-NUCLEAR, NON-CONFORMIST: FAMILY IS WHAT WE MAKE IT
- ▶ FOR THE LOVE OF FOUND FAMILY
- ▶ THE NUCLEAR FAMILY IS NO LONGER THE NORM. GOOD.



Think Tank: Going Non-Nuclear // Marketing To The Actual American Family

CANCEL CULTURE

HIGHLIGHTED CONTRIBUTORS:



“Cancel culture has finally allowed consumers to call out brands and individuals for bad behavior. Yet, Zs acknowledge cancel culture can be a double-edged sword, with 6 in 10 admitting it does not allow brands or people to learn from their mistakes and make better choices.” *Source: The Harris Poll Exponential*

WHAT TO DO NEXT?

READ

- ▶ [A LAW THAT CANCELS CANCEL CULTURE? THIS COUNTRY IS CONSIDERING IT](#)
- ▶ [A GROWING SHARE OF AMERICANS ARE FAMILIAR WITH 'CANCEL CULTURE'](#)
- ▶ [UNPACKING CANCEL CULTURE](#)
- ▶ [SAY THE RIGHT THING: DEI AND THE PATHWAY TO POSITIVE AND CONSTRUCTIVE DIALOGUE](#)



Think Tank: Can't-cel Culture // Navigating A Divisive Climate

CHAPTER 2

RETAIL & EXPERIENCES

FEATURED SESSIONS:

[BRICK-AND-MORTAR & BOPUS](#)

[LIVE EVENTS & EXPERIENTIAL](#)

[RETAIL MEDIA](#)

[\(POINT OF PURCHASE MARKETING\)](#)

[THE BUSINESS OF SPORTS FANDOM](#)

[PHIGITAL LOYALTY HACK-A-THON](#)

CLICK THE CATEGORIES OR TOPICS ABOVE TO JUMP TO THAT PAGE.

BRICK-AND-MORTAR & BOPUS

“Online customer acquisition costs have gone up by at least 60% in the last five years, and brands lose an average of \$29 on each acquisition... That, combined with a shift in investor priorities from achieving growth at all costs to establishing a stable path toward near-term profitability, has led brands to embrace physical retail.” *Source: Glossy*

CRAIG BROMMERS
CMO
AMERICAN EAGLE



MEMBER SINCE
2013

“As a retailer, we’re not just in the retail industry anymore, we’re in the entertainment industry...And experiences that are unique, different and eye-catching are dominating and leading to sales.”

WHAT TO DO NEXT?

SEE HOW

- ▶ [BRICK-AND-MORTAR RETAILERS ARE UNLOCKING THE KEY TO SAME-DAY DELIVERY](#)

READ

- ▶ [‘BRICK-AND-MORTAR RETAIL IS COMING BACK’: HOW BRANDS ARE RETHINKING THE STORE](#)
- ▶ [HOW “BUY ONLINE, PICK UP IN-STORE” GIVES RETAILERS AN EDGE](#)
- ▶ [2023 RETAIL INDUSTRY OUTLOOK](#)
- ▶ [GROCERS ARE PLAYING CLICK-AND-COLLECT CATCH UP](#)

Highlighted Contributors:

SHISEIDO CAVA BOISSON  whalar



Think Tank: Retail Therapy! // Brick-And-Mortar’s Renaissance

LIVE EVENTS & EXPERIENTIAL

A good brand experience incorporates all the sensations, thoughts, feelings and reactions individuals have of your brand and provides space for this to be shared with other consumers. *Source: LinkedIn*



PARIS HILTON
Global Influencer & CEO



MEMBER SINCE
2020

WHAT TO DO NEXT?

WATCH

- [SEE PARIS HILTON, KIM PETRAS PERFORM 'STARS ARE BLIND' AT HEIRESS' FIRST-EVER CONCERT](#)

EXPLORE

- [\\$40 WILL BUY YOU 15 SECONDS OF FAME ON ONE OF TIMES SQUARE'S LARGEST BILLBOARDS](#)

READ

- [HYBRID CONCERTS: THE FUTURE OF LIVE EVENTS](#)
- [GUESTS STAYING AT SELECT FOUR SEASONS CAN NOW BORROW DESIGNER HANDBAGS FOR FREE](#)
- [EXPERIENCE THE WORLD'S FIRST DIGITAL PERFUME SAMPLE WITH VIKTOR&ROLF](#)
- [SHAKE SHACK SERVES UP FINE DINING EXPERIENCE FOR GUESTS TO SAVOR TRUFFLE COURSES](#)

Highlighted Contributors:



CIRQUE DU SOLEIL



On creating a brand new live concert experience (6/7/2023) for her fans. *"I am so grateful for all of the support and love I felt on stage, the energy from the crowd was absolutely electrifying. It's always been a dream of mine to perform live and share this experience with my incredible fans, and I can't wait for my next show!"*



Think Tank: Take Center Stage // The Era Of Experiences Roars On

Scott "DJ Skee" Keeney

RETAIL MEDIA (POINT OF PURCHASE MARKETING)

They (retail media networks) allow brands to advertise their products as consumers shop. Because it is near the point of sale and your audience is actively seeking out products they're more likely to convert. *Source: Channel Site*

LUIS DI COMO

EVP, Global Media



Unilever



MEMBER SINCE
2018

Highlighted Contributors:



coterie



WHAT TO DO NEXT?

READ

- [POP \(POINT OF PURCHASE\) VS. POS \(POINT OF SALE\)](#)
- [RETAIL MEDIA NETWORKS: CAPTURING AUDIENCES AT \(OR NEAR\) POINT OF SA](#)
- [POINT OF PURCHASE \(POP\): DEFINITION, HOW IT WORKS, AND EXAMPLE](#)

On finding the right mix, "Digitization is changing how consumers live, play and shop and is therefore reshaping our industry at speed. The convergence of media, entertainment and commerce in digital environments is enabling us to build brands and convert to sales in the same place."



Think Tank: Not An Impulse Buy // Retail Media Pushes Point of Purchase

THE BUSINESS OF SPORTS FANDOM

The average “sports fanatic” would be willing to travel five hours and 48 minutes for a game, and they’d spend \$762.20 for tickets. 44% of sports fanatics have a trip planned in 2023 to see a specific sporting event and 45% have left the country to see a game. *Source: SurveyFinds, Feb 2023*

Highlighted Contributors:



ELIZABETH LINDSEY

President,
Brands and Properties



MEMBER SINCE
2014

On why sports will always be the best place to create loyalty, “I like how much consumers love it. From that perspective, it’s a brand marketer’s dream.”

WHAT TO DO NEXT?

READ

- ▶ THE EXPANDING DEFINITION OF SPORTS FANDOM AND WHAT SPORTS BUSINESS IS DOING ABOUT IT
- ▶ NCAA ATHLETES ARE RECEIVING MILLIONS OF DOLLARS FROM COLLECTIVES CREATED BY RICH COLLEGE SPORTS FANS
- ▶ INSIDE THE MINDSET OF THE AMERICAN SPORTS FAN DURING INFLATION: ‘I’M SPLURGING WHATEVER I GOT TO SPEND TO MAKE IT HAPPEN’



Think Tank: Scoring BIG // Pointers To Lever Sports Fandom

PHIGITAL LOYALTY HACK-A-THON

“When it comes to loyalty programs, 61% of consumers worldwide would use them more if rewards were applied automatically. More than half would be tempted if they could use rewards across multiple brands, personalize their rewards, or track their points easily.” *Source: Insider Intelligence*

DONALD EVANS

CMO



MEMBER SINCE
2019

WHAT TO DO NEXT?

CHECK OUT

- [BEYOND COMBINES PHYSICAL AND DIGITAL FASHION WITH AR SNAPCHAT LENSES](#)

READ

- [WHAT CONSUMERS WANT FROM LOYALTY PROGRAMS](#)
- [FASHION'S NEXT NFT PLAY: TWINNING DIGITAL NFTS TO PHYSICAL ITEMS](#)
- [AI AND CHATGPT ARE SELLING CARS IN THE METAVERSE](#)

Highlighted Contributors:



The Cheesecake's story around a new loyalty program hitting the market for the first time in its history, “*And unlike many loyalty programs, customers won't earn points, but will instead get surprise rewards sent to their account throughout the year.*”



Think Tank: Audiences of Allegiance // A Phigital Loyalty Program Hack-a-thon

CHAPTER 3

REACHING DEMOGRAPHICS

FEATURED SESSIONS:

[BUSINESS WITH ASIA](#)

[GEN Z & ALPHA RISING LATINX](#)

[DEMO](#)

[ACCESSIBILITY & MARGINALIZED
COMMUNITIES](#)

CLICK THE CATEGORIES OR TOPICS ABOVE TO JUMP TO THAT PAGE.

REACHING DEMOGRAPHICS

BUSINESS WITH ASIA

“The population growth and pure opportunity around India is the golden goose for Apple. It’s been a difficult market to ramp for Apple on the iPhone front over the years but now is clearly starting to find its stride.” *Source: Dan Ives, Wedbush Securities*

BING CHEN

President, Co-Founder,
AU Holdings



MEMBER SINCE
2022

Highlighted Contributors:



WHAT TO DO NEXT?

READ

- ▶ [U.S. EMBASSY'S GUIDE: DOING BUSINESS IN INDIA](#)

LISTEN

- ▶ [ACHIEVING GENDER PARITY IN ASIA \(MCKINSEY\)](#)

JOIN THE PTTOW! MICRO-COMMUNITY NEXT MEETING

- ▶ [MONDAY, JULY 10TH AT 930AM PST](#)
[\(REACH OUT TO YOUR MEMBERSHIP LEAD FOR ACCESS\)](#)

On the importance of acting now to stop microfibers entering our water sources, “On the information side, we (Asian and Pacific Islanders) realized that we are already a world’s majority, so 4.5 billion people. We are domestically the fastest growing population and we will be the second largest race.”



Town Hall: Your Passport To Purchases // Optimize For Business in Asia

GEN Z & ALPHA RISING

Three-quarters (76%) of business executives believe that 'changing generational values' will have an impact on their business operations, with close to a third (30%) predicting it will have a lot of impact. *Source: MILKEN*

Highlighted Contributors:



ZIAD AHMED

CEO & Founder



MEMBER SINCE
2022

On understanding consumers are voting with their wallets, "For Gen Z, the personal and the political are not separable."

WHAT TO DO NEXT?

EXPLORE

- ▶ [THE LATECOMER'S GUIDE TO TIKTOK](#)

READ

- ▶ [YOUNG PEOPLE ARE MOVING BACK IN WITH THEIR PARENTS... TO SAVE FOR BIRKINS](#)

READ

- ▶ [EVEN WALL STREET INVESTORS THINK GEN Z SHOULD DITCH FINANCE FOR TECH AND GEN ALPHA SHOULD BECOME DOCTORS](#)



LATINX DEMO

80% of Hispanic / Latino homes are multilingual (3x the national average), and more than 1 in 4 of these consumers say they trust brands using the language spoken at home more than brands that do not. *Source: Global Newswire*

SARA SQUIERS
EVP,
Business Development

**Televisa
Univision**



MEMBER SINCE
2019

Highlighted Contributors:



SEPHORA

WHAT TO DO NEXT?

READ THIS

- ▶ [LATINO SPENDING POWER GREATLY UNDERVALUED IN U.S.](#)

HIRE & REPRESENT

- ▶ [UNTAPPED POTENTIAL: THE HISPANIC TALENT ADVANTAGE](#)

LISTEN & LEARN

- ▶ ['DESPACITO,' BAD BUNNY, AND HOW THE WORLD BECAME OBSESSED WITH LATIN MUSIC](#)

On the power of an inclusive consumer strategy, "If you want to amplify your growth strategy, the first step is to ensure you're including people in the conversation who have not previously been included."



Think Tank: ¿Me entiendes? // The Ladder To "LatinX"

ACCESSIBILITY & MARGINALIZED COMMUNITIES

“It’s a missed opportunity for profit-driven businesses; representing a quarter of adults, the disabled population has an estimated spending power of \$490 billion in the United States alone.” *Source: Forbes*

MINDY SCHEIER

Accessibility Change
Agent & CEO
GAMUT



MEMBER SINCE
2023

On how to approach creating accessible products for people with disabilities, “*Leave your ego at the door — if you want to make change happen — it takes a village.*”

WHAT TO DO NEXT?

MEASURE AN ACCESSIBILITY AUDIT FOR YOUR ORG:

- [UN WOMEN ACCESSIBILITY AUDIT](#)

READ

- [5 BRANDS MAKING STYLISH ADAPTIVE FASHION GLOBALLY](#)

EVOLVE YOUR COMPANY CULTURE

- [HOW TO MAKE WORKPLACES MORE INCLUSIVE FOR PEOPLE WITH INVISIBLE DISABILITIES](#)

ASK FOR HELP

- [GET IN TOUCH WITH MINDY](#)

Highlighted Contributors:



hulu



VICTORIA'S SECRET



CHAPTER 4

GETTING DOWN TO BUSINESS

FEATURED SESSIONS:

[BRAND PARTNERSHIPS & COLLABORATIONS](#)

[NAME, IMAGE, LIKENESS \(NIL\)](#)

[STRONGER ROADS THROUGH FAST-
ERTISING](#)

[COUNTER YOUR BRAND &
SUBVERT EXPECTATIONS](#)

[RECESSION MARKET](#)

CLICK THE CATEGORIES OR TOPICS ABOVE TO JUMP TO THAT PAGE.

BRAND PARTNERSHIPS & COLLABORATIONS



It might seem counter-intuitive for brands to partner up to stand out, but distinctive collaborations can generate buzz for those involved. Recent examples include Primark launching an apparel range with bakery chain Greggs and sportswear brand Adidas collaborating with fashion brand Gucci. *Source: Marketing Week*

WHAT TO DO NEXT?

UNDERSTAND THE POWER OF COLLABORATION

- COLLABORATION CULTURE: WHY BRANDS ARE TEAMING UP TO STAND OUT

READ THIS

- SAWEETIE TEAMS UP WITH CROCS & HIDDEN VALLEY RANCH, CREATES THE COOLEST SHOES
- SHIFTING POWER DYNAMICS ARE CHAMPIONING CREATORS IN BRAND MARKETING
- HOW MUCH SWAY DOES INFLUENCER MARKETING HAVE ON PURCHASE DECISIONS?
- THE FUTURE IS MICRO: HOW EMERGING INFLUENCER TRENDS POINT TO THE EVOLUTION OF MARKETING
- WAIT, IS A GUCCI AND BIRKENSTOCK COLLABORATION IN THE MIX?

Highlighted Contributors:



Think Tank: Peanut Butter & Banana // Unlikely Partnerships That Move Us

NIL (NAME, IMAGE, LIKENESS)

48% of Americans have heard at least some about the NCAA's decision last year to allow college athletes to be paid when their name or image is used commercially, such as in video games or to sell merchandise. Of those who have heard, 60% say "it hasn't made a difference" in their enjoyment of college sports (28% say positive impact, 11% negative impact). *Source: Washington Post*



CHASE GRIFFIN

UCLA Quarterback, 2x NIL Athlete of the Year & Entrepreneur

MEMBER SINCE
2023

On how brands and athletes can best collaborate, "It is important to understand who you are and what you are about so that you can offer that as an asset to brands and partners that stand for the same values."

WHAT TO DO NEXT?

UNDERSTAND

- REPORT ABOUT THE DISTRIBUTION OF MONEY, BRANDS AND ATHLETES IN THE FIRST YEAR OF THE NIL

READ

- COLLEGE SPORTS ARE A TREASURE. DON'T TURN THEM INTO THE MINOR LEAGUES.
- EVEN THE SUPREME COURT CAN'T SAVE THE N.C.A.A. FROM ITSELF
- NIL HAS CHANGED INFLUENCER MARKETING, AND BRANDS NEED TO CATCH UP
- HOW BRANDS LIKE H&R BLOCK, DEGREE AND LG ARE CLOSING THE EQUITY GAP FOR NIL IN COLLEGE SPORTS

Highlighted Contributors:

AMERICAN EAGLE



Think Tank: Show Me The Money // Walking The Tightrope of Name, Image & Likeness

Tyler Rutstein

Marcus San
Celsiu

STRONGER ROAS THROUGH FAST-ERTISING

ROAS Formula

$$\frac{\text{TOTAL REVENUE}}{\text{MARKETING SPEND}} = \text{ROAS}$$

Marketing spend may include vendor costs, affiliate comission costs, personnel salaries, and ad fees such as cost per click (CPC)

“After an all-time high one year ago, [traditional ad spend] once again reverts to a decade-long trend of negative growth. All economic sectors have taken a dip in traditional advertising spending, with B2B Product dropping the most (-3.6%).” *Source: The CMO Survey slide 24*

Highlighted Contributors:

WHAT TO DO NEXT?

READ

- [BETTER ROAS WITH STREAMING](#)
- [THE ROAS FORMULA](#)
- [WHAT IS RETURN ON AD SPEND \(ROAS\) & HOW TO CALCULATE IT](#)
- [IS YOUR ADVERTISING SPEND GOING TO WASTE?](#)



ROKT

A+E NETWORKS

LVMH



Think Tank: AD-venture Time // Performance TV & Stronger ROAS Through Fast-ertising

COUNTER YOUR BRAND & SUBVERT EXPECTATIONS

Seventy-six percent of the consumers surveyed said they shopped over the extended holiday weekend, up from 70% in 2021. More than 122.7 million people visited brick-and-mortar stores, while 130.2 million shopped online. *Source: Card Rates*

KORY MARCHISOTTO

CMO, e.l.f. Beauty & President, Keys Soulcare



MEMBER SINCE
2019

On how to subvert expectations and keep customers engaged, *“We want to build brands that are disrupting the industry norms and are inclusive and connect with the community.”*

WHAT TO DO NEXT?

TASTE

- ▶ [RANCH-FLAVORED ICE CREAM IS COMING — AND IT WILL SOON BE ALL OVER TIKTOK](#)

READ

- ▶ [BALENCIAGA SELLING ‘MOST EXPENSIVE TRASH BAG IN THE WORLD’ FOR \\$1,790](#)
- ▶ [EXAMPLES FOR INSPIRATION IN 2023](#)
- ▶ [5 UNUSUAL BRANDED PRODUCTS THAT SOLD OUT INSTANTLY](#)
- ▶ [ALDI'S NEW DRIP IS SEXY AS HELL](#)

Highlighted Contributors:



NIANTIC



Think Tank: Black Licorice // Countering Brand Traditions & Subverting Expectations

RECESSION MARKET

In reference to LVMH's Bernard Arnault's Strategy *"When he talks about potential acquisitions, he's not looking for the brand that's hot right now. He's looking for a brand that he thinks can be here 100 years from now."*

With 84% of Americans are concerned about the economy & inflation, 79% of Americans are concerned about a potential U.S. economic recession. *Source: The Harris Poll April 19th*

WHAT TO DO NEXT?

READ

- [IS THE LUXURY SECTOR RECESSION-PROOF?](#)
- [5 WAYS TO RECESSION-PROOF YOUR BRAND WITH PURPOSE](#)
- [HOW LUXURY GIANT LVMH BUILT A RECESSION-PROOF EMPIRE](#)
- [DON'T TELL AMERICANS THE ECONOMY IS GETTING BETTER — THEY'RE STILL WORRIED ABOUT A RECESSION, POLL FINDS](#)
- [RETAIL SPENDING FELL IN MARCH AS CONSUMERS PULL BACK](#)

Highlighted Contributors:



CHAPTER 5

ALL THINGS TECH

FEATURED SESSIONS:

[AI & AVOIDING OBSOLESCENCE](#)

[MAKING MONEY IN THE METAVERSE](#)

[SOCIAL COMMERCE](#)

[WEAPONIZING DATA](#)

[SHORT FORM CONTENT](#)

[AUTONOMOUS TRANSPORTATION,
DELIVERY & FLYING](#)

CLICK THE CATEGORIES OR TOPICS ABOVE TO JUMP TO THAT PAGE.

AI & AVOIDING OBSOLESCENCE

“81% of Americans support government regulation and the need for the industry to invest more in AI assurance measures to protect the public – a sentiment that tech experts agree with even more (91% and 92%, respectively).” *Source: Harris Poll*

SHELLY PALMER

Professor of Advanced Media in Residence // Syracuse University's S.I. Newhouse School of Public Communications



MEMBER SINCE
2023

WHAT TO DO NEXT?

TEST IT & PLAY

- ▶ [OPEN AI'S - CHATGPT](#)

READ

- ▶ [AI: THE UNSEEN THREAT AND THE AGI SMOKE SCREEN](#)

PREPARE FOR IT

- ▶ [HOW TO MAKE AI WORK IN YOUR ORGANIZATION](#)

JOIN THE PTTOW! MICRO-COMMUNITY

- ▶ [NEXT MEETING | MONDAY, JULY 10TH AT 11AM PST \(REACH OUT TO YOUR MEMBERSHIP LEAD FOR ACCESS\)](#)

On the true threats and opportunities about the dawn of AI, “We may be mesmerized by this high-stakes narrative, but we’re also being misled. The real threats of AI are already here, lurking in our everyday digital experiences.”

Highlighted Contributors:



Town Hall: Artificial, Not Superficial // Avoiding Obsolescence In The Dawn Of AI

MAKING MONEY IN THE METAVERSE

“73% of Millennials agree “it's likely that the Metaverse will provide lucrative career paths and money-making opportunities.” (Gen Z: 64%) *Source: The Harris Poll, April 2023*

CHRISTINA WOOTTON
VP Global Partnerships
ROBLOX



MEMBER SINCE
2022

WHAT TO DO NEXT?

UNDERSTAND

- ▶ [THE METAVERSE IS A NEW FRONTIER FOR EARNING PASSIVE INCOME](#)

LISTEN

- ▶ [BRANDING IN THE METAVERSE WITH ROBLOX](#)

PLAY & EXPLORE

- ▶ [ROBLOX](#)

SEE WHAT OTHER BRANDS ARE DOING

- ▶ [CHIPOTLE | PARIS HILTON | PACSUN](#)

READ

- ▶ [‘NO LONGER SCIENCE FICTION’? METAVERSE COULD PUMP \\$1.4 TRILLION A YEAR INTO ASIA’S GDP](#)

With metaverse platforms offering brands the ability to reach new generations and new audiences, *“Every brand will need a metaverse strategy in the future” and described those who already have one as being “at the forefront.”*

Highlighted Contributors:



coinbase

ROBLOX



Think Tank: Metaverse Moolah // Real Money In The Metaverse

SOCIAL COMMERCE

“The global social commerce market grew from \$534.03 billion in 2022 to \$565.83 billion in 2023 at a compound annual growth rate (CAGR) of 6.0%.” *Source: Globe Newswire*



SANDIE HAWKINS

GM, North America, Business Solutions



MEMBER SINCE
2021

Social commerce is about community and content is the key, “The consumer wants a frictionless shopping experience.”

WHAT TO DO NEXT?

UNDERSTAND THIS

- [#TIKTOKMADEMEBUYIT: THE FUTURE OF SOCIAL COMMERCE](#)

READ

- [THE INTENT ECONOMY: WHY SOCIAL COMMERCE IS MORE IMPORTANT THAN EVER](#)
- [TIKTOK WILL DRIVE SOCIAL COMMERCE GROWTH IN 2023](#)
- [SOCIAL COMMERCE MARKET SIZE SET TO ACHIEVE USD 6,341.3 BILLION BY 2030 GROWING AT 31.1% CAGR](#)
- [SOCIAL COMMERCE GLOBAL MARKET REPORT 2023: INDUSTRY SET TO BLOOM IN THE ERA OF BIG DATA](#)

Highlighted Contributors:



BOARDRIDERS
COMMUNITY • BOARDING • POKEY
SCOOTER • SURF • GEAR • MAGAZINE



Think Tank: Shop Til' You Drop // Social Commerce Makes Perfect “Cents”

WEAPONIZED DATA

HIGHLIGHTED CONTRIBUTORS:

SONY



Clear Channel
Outdoor

Orangetheory
FITNESS

Walgreens

“With 87% of Americans wanting increased control of personal data + identity in the next version of the internet, 71% of countries globally have put in place legislation to secure the protection of data and privacy.” *Source: The Harris Poll*

WHAT TO DO NEXT?

READ

- ▶ [POLICE ARE USING FACEBOOK CHAT LOGS TO PROSECUTE ABORTION SEEKERS](#)

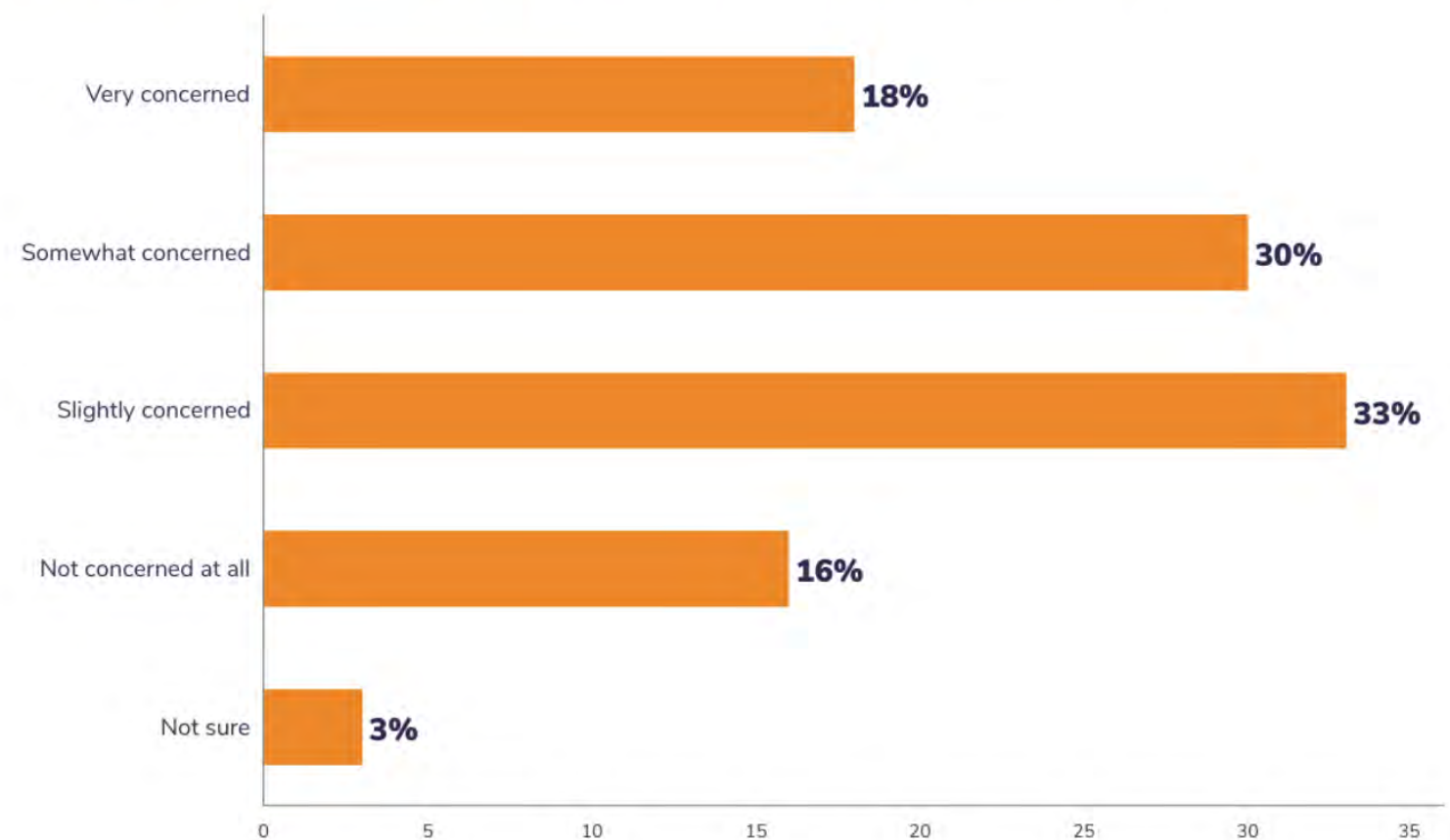
UNDERSTAND

- ▶ [AMAZON SUED FOR NOT DISCLOSING COLLECTION OF CUSTOMERS' BIOMETRIC DATA](#)

EXPLORE

- ▶ [TEXAS SUES GOOGLE FOR COLLECTING BIOMETRIC DATA WITHOUT CONSENT](#)

How concerned are you about **your personal data being tracked** and used by stores?



Source: Nov 22 2022 Findings On Consumer Concern About Data Usage

SHORT FORM CONTENT

“90% of marketers using short-form video will increase or maintain their investment next year, and 21% of marketers plan to leverage short-form video for the first time in 2023, also the highest of any trend.” *Source: Hubspot, 2022*

DAN ROBBINS

VP, Marketing

Roku



MEMBER SINCE
2020

WHAT TO DO NEXT?

UNDERSTAND

- ▶ [BITE-SIZED VIDEOS AND A.I. TOOLS ARE ON THE RISE AMONG BUSINESSES, ACCORDING TO FIVERR](#)

GET INSPIRED

- ▶ [CHECK OUT THE SHORTY AWARD WINNERS](#)

READ

- ▶ [SHORT-FORM VIDEO RIGHTS COULD BE WORTH MORE THAN LIVE RIGHTS BY 2030](#)
- ▶ [INTERNET'S SHORT VIDEO CREATIVITY CRISIS](#)

On how content plays into every organization IP agnostic or otherwise, “Brands that want to be unmissable are getting involved in content discovery, in shoppable moments, and more. It goes all the way from power on to purchase complete.”

Highlighted Contributors:



REIMAGINING AN INDUSTRY

AUTONOMOUS TRANSPORTATION, DELIVERY & FLYING

“Retail drones will expand from nearly 35,000 in 2022 to over 110,000 in 2024.” *Source: Insider Intelligence*

RIKARD STEIBER
Senior Advisor




MEMBER SINCE
2023

WHAT TO DO NEXT?

EXPLORE

- ▶ A FUTURE OF 'FLYING CARS' MAY BE CLOSER THAN YOU THINK

UNDERSTAND

- ▶ CONSUMER READINESS FOR AUTONOMOUS VEHICLES REMAINS LOW

READ

- ▶ NASA IS CREATING AN ADVANCED AIR MOBILITY PLAYBOOK
- ▶ THE MENTAL BLOCK PREVENTING PEOPLE FROM BUYING ELECTRIC VEHICLES
- ▶ CRUISE SELF-DRIVING TAXIS CAN NOW OPERATE AROUND THE CLOCK IN SAN FRANCISCO

On the future of personal transportation, “The idea of flying freely in the skies, without having to share seats with dozens of strangers, has appealed to the imagination ever since man first dreamed of flying. In recent times, however, that dream has almost become a future necessity if the problem of traffic congestion and personal travel is to be ever solved.”

Highlighted Contributors:



Think Tank: Uncharted Lands // Transportation, Delivery & A Look Into 2035

CHAPTER 6

A BETTER WORLD & A BETTER YOU

FEATURED SESSIONS:

[RESPONSIBLE ALLYSHIP &
FIGHTING SYSTEMIC RACISM](#)

[GREENWASHING & SUSTAINABILITY](#)

[MENTAL HEALTH & BURNOUT AT THE TOP](#)

[YOUR LEADERSHIP PROFILE &
HOW TO SUCCEED](#)

[BOARD SEAT BOOTCAMP](#)

CLICK THE CATEGORIES OR TOPICS ABOVE TO JUMP TO THAT PAGE.

A BETTER WORLD & A BETTER YOU

RESPONSIBLE ALLYSHIP & FIGHTING SYSTEMIC RACISM

40% of Americans are unconvinced that systemic racism exists in the U.S. More than 80% of Black or African American respondents believe it does, as well as more than 70% of Asian or Pacific Islander respondents and nearly 70% of Hispanics. *Source: U.S. News & World Report and The Harris Poll Survey*

DETAVIO SAMUELS

CEO

REVOLT



MEMBER SINCE
2021

WHAT TO DO NEXT?

PARTICIPATE WITH THE SOCIAL JUSTICE TASKFORCE HERE

- ▶ [US UNITED - 30forUS](#)

BECOME A MENTOR

- ▶ [JOIN BIG BROTHERS BIG SISTERS](#)

READ

- ▶ [BUILDING A BRIGHTER FUTURE FOR BIPOC AT WORK](#)

JOIN THE PTTOW! TASKFORCE NEXT MEETING

- ▶ [FRIDAY, JUNE 23RD, 8:30AM PST](#)
(REACH OUT TO YOUR MEMBERSHIP LEAD FOR ACCESS)

“Being able to hear these stories from these Black people breaking the very barriers that were erected specifically because they’re Black, on a Black-owned media platform is critically important—we don’t own enough of our own narratives.”



Town Hall: Break The Cycle // Responsible Allyship To Fight Systemic Racism

A BETTER WORLD & A BETTER YOU

GREENWASHING & SUSTAINABILITY

59% of executives admitted to overstating — or inaccurately representing — their own sustainability activities. Nearly three-quarters of corporate leaders say most organizations in their industry would be caught greenwashing if they were investigated thoroughly. *Source: WSJ*

ALEXIS JACKSON, PHD

Ocean Policy and
Plastics Lead

The Nature
Conservancy 



MEMBER SINCE
2023

Highlighted Contributors:

NASA

 **SCOPE3**

**BOXED
WATER**

On the importance of acting now to stop microfibers entering our water sources, *“You deserve to decide what goes into your environment and your body. The world needs a new approach to protecting our oceans, and California is at the forefront.”*

WHAT TO DO NEXT?

UNDERSTAND YOUR ORG'S CARBON FOOTPRINT

➤ [MEASURE IT HERE!](#)

READ

➤ [REPORT: EXECUTIVES FEAR GREENWASHING AND THE ECONOMY WILL STALL SUSTAINABILITY PROGRESS](#)



Think Tank: Green Machine // A Real Revolution for Planetary Survival

Alexis Jackson

A BETTER WORLD & A BETTER YOU

MENTAL HEALTH & BURNOUT AT THE TOP

42% of Gen Z have a diagnosed mental health condition. The top diagnosed mental health condition is anxiety (90%) followed by depression (78%) and ADHD (27%) *Source: Harmony Healthcare, Sept 2022*

**EMILY
FLETCHER**

World Renowned
Meditation Expert, CEO

ZIVO



MEMBER SINCE
2023

WHAT TO DO NEXT?

DIVE INTO MEDITATION

- ▶ [EMILY FLETCHER'S PRACTICES \(EMILY FLETCHER, PTTOW! MEMBER 2023\)](#)

GO DIGITAL

- ▶ [WILL CAMPBELL'S TRUE VOICE APP \(WILL CAMPBELL, PTTOW! MEMBER XXX\)](#)

READ

- ▶ [THE C-SUITE'S ROLE IN WELL-BEING](#)

UNDERSTAND YOUR BARRIERS

- ▶ [DOWNLOAD THE FREE E-BOOK HERE \(JASON JAGGARD, PTTOW! MEMBER 2023\)](#)

JOIN THE PTTOW! MICRO-COMMUNITY NEXT MEETING

- ▶ [FRIDAY, JULY 7TH AT 9AM PST](#)
[\(REACH OUT TO YOUR MEMBERSHIP LEAD FOR ACCESS\)](#)

Highlighted Contributors:

HYATT®

fabfitfun

On honoring our minds, *"The mind thinks involuntarily, just like the heart beats involuntarily."*



Town Hall: Burnout to Breakthrough // Facing Mental Health Head-On

YOUR LEADERSHIP PROFILE & HOW TO SUCCEED

Being aware of your leadership style allows you to claim ownership, take responsibility, and help your company evolve and succeed. *Source: Chron*

JIM KWIK

Top Brain Coach,
Bestselling Author and
Founder & CEO

Kwik Learning



MEMBER SINCE
2016

On the power of understanding our minds and our styles, *"We need to understand how our minds work so we can work our minds better."*

Highlighted Contributors:



WHAT TO DO NEXT?

IDENTIFY YOUR STYLE

- ▶ [TAKE THE PERSONALITY TEST](#)
- ▶ [WHAT'S YOUR LEADERSHIP STYLE?](#)

READ

- ▶ [THE CONSCIOUS LIFESTYLE: THE SOUL OF LEADERSHIP](#)
- ▶ [10 WAYS TO BECOME A BETTER LEADER](#)
- ▶ [HOW TO GROW AS A LEADER](#)



Think Tank: Soul Of Leadership // Connect Your Head & Heart

A BETTER WORLD & A BETTER YOU

BOARD SEAT BOOT CAMP

For some, it is the pinnacle of a long career. For others, it's a part-time role that helps build that career. Whatever its significance, getting tapped for a board seat at a large or small firm is a unique accomplishment.

Source: Korn Ferry

BRIE OLSON
CEO
PAC SUN



MEMBER SINCE
2022

WHAT TO DO NEXT?

HEAR FROM OTHERS

- ▶ [REACH OUT TO YOUR MEMBERSHIP LEAD SO WE CAN CONNECT YOU TO OTHER MEMBERS CURRENTLY ON BOARDS!](#)

READ

- ▶ [WHY CMOS SHOULD MOBILIZE THE BOARD OF DIRECTORS TO SUPPORT GROWTH](#)
- ▶ [4 STRATEGIES TO SECURE A CORPORATE BOARD SEAT](#)
- ▶ [SEEKING A CORPORATE BOARD SEAT](#)
- ▶ [HOW TO SECURE A BOARD SEAT: 12 EXPERT TIPS](#)

On how to set for success, "For me, it's important to lead by example and empower those around me to reach their full potential. That's why I make it a priority to set aside time each week for a leadership team check-in, where we reflect on the week and brainstorm new ideas together."



Workshop: All A-Board // Bootcamp To Land A Board Seat



THANK YOU!

We're here to support you all-year-round. Reach out to your membership lead for connections to subject matter experts and/or fellow members who can help you tackle your biggest business challenges, as well as our community of world class coaches who can help you reach your limitless potential.

With love,
PTTOW!