

PTTOW!NXT

FUTURE FORUM

BLUR THE LINES: INTERACTIVE CONTENT TO MOVE AUDIENCES

Sharing stories is as old as the dawn of time itself! The appetite for content and experience is at an all time high - are you considering all the ways we can create memorable moments for audiences around the world? From AR to interactive advertising and representation on screen we covered the gamut as we considered how to blur the line between storyteller and audience and discover the untold together.

Featured Mentors:

Sam Bergen // CMO // **Illumination**

Marques Zak // Head of Multicultural Marketing // **American Express**

Shachar Scott // Vice President, Marketing - Reality Labs // **Meta**

Garry Edwards // CRO // **Ryff**

Sam Bergen *CMO, Illumination*

Sam is currently the CMO at Illumination, the film studio behind Despicable Me, The Super More Bros. Movie, Minions, Sing, The Secret Life of Pets, and more. In addition to leading the studio's Theatrical and Brand Marketing, Sam is responsible for Illuminations Consumer Products and Theme Parks presence.

Prior to Illumination Sam was VP, Brand Creative at Beats by Dre within Apple, Managing Director at Virtue, Executive Creative Director at VICE, and held a number of creative leadership positions in advertising agencies.

Sam has an MBA in Creative Leadership from The Berlin School of Creative Leadership.

Marques Zak *Head of Multicultural Marketing, American Express*

Marques is an award-winning marketing strategist and brand builder that operates at the intersection of creativity, culture, and commerce. He currently serves as Head of Multicultural Marketing at American Express. In this role, he is responsible for developing and executing a marketing strategy around how and where the American Express brand shows up to authentically connect with Multicultural communities to drive brand consideration, demand, and loyalty.

Prior to American Express, Marques was a finance director at PepsiCo where for 9 years he held roles of increasing responsibility across account management, partnerships, and business development helping grow the Frito-Lay North America (FLNA) business. Passionate about recruiting and developing talent, Marques was also one of the executive sponsors for diversity recruiting at the MBA and BA levels across the enterprise.

Prior to joining PepsiCo, Marques was a strategy and operations consultant with Deloitte Consulting focused on M&A strategy. He graduated Phi Beta Kappa with a BA in Business Administration from Morehouse College and holds an MBA from Cornell University.

Lastly, Marques is a member of the Cornell University Council and Cornell University Library Advisory Council, serves on the Steering Committee of the Alvin Ailey Young Patrons Circle, is an inaugural member of the ADCOLOR LEADERS Advisory Board (LAB), and is a Life Member of Alpha Phi Alpha Fraternity, Incorporated. In his free time, Marques enjoys planning international trips and attending music festivals.

Originally from Stafford, TX, Marques currently resides in Harlem NYC.



ILLUMINATION



Shachar Scott *Vice President, Marketing - Reality Labs, Meta*



 Meta

Over the last two decades, Shachar has helped to build and scale global brands, including Meta Reality Labs, Bumble, Snapchat, and Apple.

After graduating from the University of Massachusetts at Amherst, Shachar turned to women's politics, and helped to legalize emergency contraception through Planned Parenthood with John F. Kerry. That led her to develop the brand for the century-old women's organization, NCJW, the group responsible for Head Start, Meals on Wheels and Benchmark - preserving our Pro-Choice Bench. From there she went to Columbia University in New York, where she led marketing and communication for student services while getting her Master of Science in Strategic Communications. She spent six years leading digital and marketing strategy at several media and creative companies in New York, including Digitas, Deep Focus, and StrawberryFrog.

In 2011, Shachar was recruited by Apple Inc. to lead market development strategy for Apple's digital advertising platform. She left Apple in 2014 to become a Managing Director at a venture and creative capital firm, West, where she ran the company's portfolio in New York before joining Snap Inc in 2017 to lead Global Brand Marketing. During her time at Snap, she defined the role that marketing plays in driving growth and revenue for the company. At the end of 2020, she joined Bumble as Vice President of Global Marketing, overseeing brand marketing, product marketing, community marketing, brand partnerships, and their expansion into 150 markets.

At the end of 2021, she joined Meta's Reality Labs. Today, as Vice President, Marketing she leads brand and integrated marketing team across VR (Meta Quest), VR content (Oculus Studios, Beat Saber), AR (Ray Ban Stories), Metaverse (Horizon Worlds, Avatars) and Work (Meta Work Portfolio, Quest for Business).

In addition to her professional marketing leadership, she serves as the Chairwomen of the Board of Directors for SAY.org and as an Independent Board Director at TouchTunes. She lives in Venice, California with her husband, Jason, and is the proud mom of Morgan + Riley, her 10-year old twins. She is originally from Israel and immigrated to America in 1985.

Garry Edwards *CRO, Ryff*



 Ryff

Garry is the Chief Revenue Officer at Ryff, the inventor and leader in the creation of direct-to-creator messaging and advertising for TV, film, sports, and social media. Ryff uses AI and visual computing to deliver real-time digital brand integration, products, and messaging. Successful campaigns were recently created for the Coca-Cola Company and featured in Forbes Magazine.

Garry's previous roles include Tt Games Publishing Limited, Warner Bros. Interactive Entertainment Inc. and Lego Group. With a robust skill set that includes Interactive Entertainment, Video Games, Digital Distribution, Gaming, Mobile and more, Garry continues to contribute valuable insights to the industry.

KEY LEARNINGS

Sam

1. BRANDED ENTERTAINMENT

- The film industry is passive by nature; people sit stationary and experience content in a passive state.
 - The post-pandemic world has produced its own challenges, studios now have to face to inspire “a sense of urgency” in people to go out and see movies within a limited window before they become available to watch at home.
 - Even if people don't go to see movies in theaters, the bigger a theatrical marketing campaign the bigger the movie will be on streaming.
- In regard to younger audiences (ages 13 - 24), studios must pivot away from traditional broadcast strategies and towards family marketing.
 - Kids aren't seeing commercials like in years past, they're spending a majority of their time on Roblox, Minecraft, or YouTube.
 - Interactive content is the #1 way to reach and inspire your target audience, without alienating other audiences.

2. IMPACT OVER IMPRESSIONS

- Today the number of impressions doesn't truly matter - what's important is the impact of a message. Does it get people to lean in and engage with the brand?
 - This challenges everyone to not just innovate but invent new ways for audiences to discover your story and purpose.
- When looking at niche groups within your audience, never underestimate the power of their community.
 - For example, gamers are some of the most vocal people on the internet. However, it's important not to blanket all gamers together, look deeply at the subgroup you want to target and engage with.

Marques

1. START WITH THE SIX

- The amount of time that you have to engage with a prospect has changed.
 - Before we were speaking in terms of sixty second television spots and now we talk in terms of six seconds.
- There're many untapped interactions, integrations, and partnerships that have yet to be discovered.
 - The key is finding where to place the messaging within all these platforms. The Sphere is just one example of a different way to bring evolved content to people.

2. “SURROUND SOUND”

- In creating a 365 plan, you must consider how to be efficient with your dollars to create a steady drumbeat of content.

KEY LEARNINGS

Marques (Continued)

2. "SURROUND SOUND"

- In creating a 365 plan, you must consider how to be efficient with your dollars to create a steady drumbeat of content.
- To intercept and engage with audiences, focus on how you can insert yourself into culture.
 - Partner with great partners and be in the spaces and places that people are at.
 - Partner with creators to authentically talk about the benefits and experiences people can get with a product.
 - As you continue to build the roadmap, sometimes you have to extract value from a partner to open a roadway into a new lane to be authentic
- Besides maintaining a content calendar, bringing a lot of the work in house or having your own

Shachar

1. EVERGREEN & ALWAYS ON APPROACH

- Staying culturally relevant is the way to succeed in both tentpole seasonal buying moments and year-round.
 - While having specific launch dates, retention is so important - keeping the downloads going and getting people to continue playing a game.
- Unique opportunities to bring games to life in OOH, digital, and social has helped bring the product to people.
 - Whether it's through the Sphere in Vegas, or digital OOH billboards in London that allow people to actually walk into them, the key is to make cool authentic experiences that allow consumers to see themselves in the hardware.

2. MARKETING GOLD

- There wouldn't be success in brand marketing or creation without influencers. Consumers are sharp and are in tune with what they want for content - it's best to put it in their hands.
 - At the same time, the worst thing you can do is write a script and instruct your audience on what to do. Influencers know their platform and audience to a T.
 - Hand influencers the content, guidelines, let them experience the product, and let them tell you how they want to use it.
- If an influencer's audience lives in the market you're after, whether big or small, quality should always be prioritized over quantity.
 - Gamers are a great group to work with but are extremely smart and can see right through organizations that "logo slap".
 - Show up authentically, in ways that make sense for both the community and your brand. For example, Meta went to Twitch and gave early, limited access to the top gamers who had mentioned the game in their channels.

Shachar *(Continued)*

3. DIFFERENT PATHWAYS

- Influencers don't just exist on the internet - they can also be found in peers and family.
 - When GenZ and young adults ask for an item, they ask their parents. As the often first point of contact, it's imperative to ensure parents understand the safety of a product.
 - Create an understanding that this isn't just the thing kids will have in their room or watch videos on, etc. it's a multifunctional item that can be enjoyed by everyone.
- When considering all of the different ways to get to your consumer, build a multi-prong, multi-audience approach with different messages on different channels.

TRIVIA MOMENT

QUESTION:

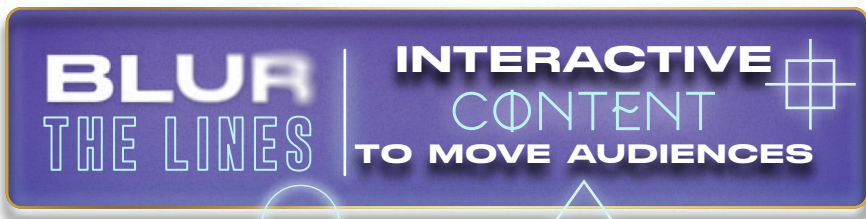
How much higher is engagement with an interactive ad or content than a static one itself?

- A. 50-80% more (81% voted)
- B. 80-100% more (19% voted)

CORRECT ANSWER

- A. 50-80% more

READY TO WATCH
THE REPLAY?



CLICK
HERE!

