



PTTOW!NXT

SISU

TRENDS & INSIGHTS

A NOTE FROM PTTOW!NXT

The 2024 PTTOW! NXT Summit featured conversations and ideation sessions with culture-shapers, PTTOW! Mentors, and the next generation of leadership 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 2024 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.

PRIORITIZING WELLNESS

Healthy Mind, Healthy Bottomline | Becoming A More Compassionate YOU | A Feng Shui How-To For Home & Work | Sleep Hacks To Have You Living The Dream | Make Peace With Adversity & Reframe Your Stress

INTO THE MINDS OF YOUR AUDIENCE

How To Supercharge Your Audiences | Bridge Audience Gaps & Create Deeper Connection With Editorial | Exploring Gen Z's Perspective Shift | Strategies For Gen Alpha's Wallet Share

SETTING THE STANDARD

Utilizing Data To Drive Diversity & Representation | Authentic Portrayals In Content & Storytelling | Managing Brand Activism & Combatting Trolls | Prioritizing Brand Safety

THE NEXT BIG THING

Navigating The Pulse Of Trendspotting | A.I. Do's & Don'ts For Your Brand | Magic For New World Brand Collabs | Dive Into The Business Of Celebrity Partnerships | Experiential Moments That Wow

DOWN TO BUSINESS

Innovation That Breaks The Mold | Deploying Joy For Business & Consumer Strategy | Resilient Strategies For Recessionary Times | Navigating Your Way To The C-Suite

PTTOW! MENTOR RECOMMENDATIONS

Resources & Content For YOU | Business & Brands

CHAPTER 1

PRIORITIZING WELLNESS

FEATURED SUMMIT SESSIONS:

**THINK TANK: HEALTHY MIND,
HEALTHY BOTTOMLINE**
MENTAL WELLNESS &
BUSINESS BALANCE

WORKSHOP: FEARLESS FEEDBACK
BECOMING A MORE
COMPASSIONATE YOU

WORKSHOP: YOUR SPACE RACE
A FENG SHUI HOW-TO
FOR HOME & WORK

**WORKSHOP: HOW TO
BE BETTER IN BED**
SLEEP HACKS TO HAVE YOU
LIVING THE DREAM

WORKSHOP: PTSD TO PT GROWTH
MAKE PEACE WITH ADVERSITY
& REFRAME YOUR STRESS

HEALTHY MIND, HEALTHY BOTTOMLINE

MENTAL WELLNESS & BUSINESS BALANCE

“In the ninth annual 2024 State of Workplace Empathy Study from Businessolver, 55% of CEOs stated that they experienced a mental health issue in the past year, up 24 points from 2023. At 60%, Millennial CEOs are most likely to have experienced a mental health issue through anxiety, depression, loneliness, obsessive-compulsive disorder, or burnout.” – [Source: Forbes](#)



ROKT

JON HUMPHREY
SVP, SOLUTIONS AND OPS

FEATURED MEMBERS:

ROKT  **TikTok**

WHAT TO DO NEXT?!

🕒 **DELVE INTO: [THE SCIENCE OF WELL-BEING](#)**

🕒 **LEARN FROM:**

- [MENTAL HEALTH IN THE WORKPLACE AND THE WORLD HEALTH ORGANIZATION](#)
- [HIMS & HERS](#)

🕒 **FIND YOUR BALANCE:**

- [ENDURE: MIND, BODY AND THE CURIOUSLY ELASTIC LIMITS OF HEALTH PERFORMANCE BY ALEX HUTCHINSON](#)
- [RADICAL RESPECT BY KIM SCOTT ALONG WITH HER BOOK RADICAL CANDOR](#)

“My first step in understanding the importance of mental wellness was, unfortunately, seeing the effects of when it’s not taken seriously first-hand. I see continued education and discussion of how mental wellness can become a superpower for you and your business as a way for others to get ahead of this for themselves, their teams, and their loved ones. Remember, we as leaders have a massive impact on the mental wellness of those we lead!”

– Jon Humphrey // SVP, Solutions and Ops // ROKT

FEARLESS FEEDBACK

BECOMING A MORE COMPASSIONATE YOU

“Employees are 3.6 times more likely to strongly agree that they are motivated to do outstanding work when their manager provides daily (vs. annual) feedback.” – [Source: Gallup](#)



WORKPLACE
CATALYST

MAGALIE RENÉ
COMPASSIONATE LEADERSHIP
& CONFIDENCE EXPERT,
SPEAKER, AND CEO

FEATURED MEMBERS:

WORKPLACE
CATALYST

WHAT TO DO NEXT?!

- 🕒 VISUALIZE WITH: [THE FEEDBACK FRAMEWORK](#)
- 🕒 BE THE EXAMPLE:
 - [BETTER CULTURE STARTS WITH COMPASSIONATE LEADERSHIP](#)
 - [4 REASONS WHY ADMITTING YOU ARE WRONG CAN BE A LEADER'S SUPERPOWER](#)
- 🕒 BEST PRACTICES:
 - [FROM GEN Z TO BOOMERS: HOW TO GIVE CRITICAL FEEDBACK AT WORK](#)
 - [HOW TO PROPERLY GIVE AND RECEIVE FEEDBACK](#)
 - [THE ART OF GIVING FEEDBACK ON THE HBR ON LEADERSHIP PODCAST](#)

“The keys to success are self awareness, confidence, and connection. Becoming self-aware allows you to uncover your inherent gifts – what’s always been there. Once you tap into those gifts you’ll learn what you really want (not the stories society, your parents, or your ego say you ‘should’ want) and make powerful, conscious choices to get it. The final step comes naturally. You confidently and consistently share those gifts and watch your vision come to life.”

– Magalie René // Confidence & Compassion Expert, Executive Coach, CEO of Workplace Catalyst, and Host of The “C” Word

YOUR SPACE RACE

A FENG SHUI HOW-TO FOR HOME & WORK

PRIORITIZING WELLNESS



 *Ms. Feng Shui*

JESSIE KIM
3RD GENERATION
FENG SHUI EXPERT & FOUNDER

FEATURED MEMBERS:  *Ms. Feng Shui*

WHAT TO DO NEXT?!

- ◎ EXPLORE THE FOUNDATIONS: [FENG SHUI BAGUA](#)
- ◎ BRING THE PRACTICE HOME: [COMMAND POSITION MAGIC: FEEL SECURE WITH FENG SHUI](#)
- ◎ AND INTO THE OFFICE!: [BE POWERFUL WITH OFFICE FENG SHUI](#)
- ◎ WANT TO LEARN MORE? [CHECK OUT MS. FENG SHUI'S WEBSITE HERE!](#)

“Tidy space, tidy mind’ is not just an old adage - examine the ancient art of Feng Shui and how you can transform your space and your life to function in FLOW!”

– Jessie Kim // 3rd Generation Feng Shui Expert & Founder // Ms. Feng Shui

HOW TO BE BETTER IN BED

SLEEP HACKS TO HAVE YOU LIVING THE DREAM

WHAT TO DO NEXT?!

- ⦿ OPTIMIZE YOUR HABITS: [SLEEP DRINK BREATHE BY DR. BREUS](#)
- ⦿ GET PERSONALIZED SLEEP TIPS BY TAKING: [THE CHRONOQUIZ](#)
- ⦿ WANT TO LEARN MORE? [CHECK OUT THE SLEEP DOCTOR'S WEBSITE HERE!](#)

TIPS & HACKS:

- ⦿ THE 3, 15'S MORNING - WHEN YOU WAKE UP IN THE MORNING, DO THESE 3 THINGS:
 - SIT UP AND TAKE 15 DEEP BREATHS
 - THEN SIP 15 OZ OF WATER
 - MAYBE A SIP BETWEEN EACH BREATH, AND IF POSSIBLE DO THIS OUTSIDE IN THE SUNSHINE FOR 15 MINUTES. THIS IS THE PERFECT WAY TO START YOUR DAY, AND HONOR YOUR HEALTH AND WELLNESS.
- ⦿ MY 3-2-1 APPROACH - STOP ALCOHOL 3 HOURS BEFORE LIGHTS OUT, STOP FOOD 2 HOURS BEFORE LIGHTS OUT, AND STOP FLUIDS 1 HOURS BEFORE LIGHTS OUT (IF YOUR DOCTOR SAYS IT'S OK). THIS TECHNIQUE GIVES YOU A FEW RULES OF THE ROAD ABOUT FOOD AND BEVERAGES FOR BETTER REST.
- ⦿ WAKE UP AT THE SAME TIME (BASED ON YOUR CHRONOQUIZ RESULTS) 7 DAYS A WEEK. THIS HELPS KEEP YOUR MELATONIN CONSTANTLY FLOWING IN THE EVENING HOURS WHEN YOU WANT TO GET TO BED.



 SLEEP DOCTOR

DR. MICHAEL
BREUS, PHD

PSYCHOLOGIST, BOARD CERTIFIED
SLEEP SPECIALIST, FOUNDER

FEATURED MEMBERS:



PTSD TO PT GROWTH

MAKE PEACE WITH ADVERSITY & REFRAME YOUR STRESS

PRIORITIZING WELLNESS



MEGAN MONAHAN



MEGAN MONAHAN

MEDITATION EXPERT, MINDSET COACH,
& AUTHOR OF "DON'T HATE, MEDITATE!"

FEATURED MEMBERS:

MEGAN MONAHAN

PRACTICES:

- ⦿ 4/7/8 BREATH. USE THIS BREATH A COUPLE TIMES A DAY TO HELP LOWER YOUR CORTISOL LEVELS. REPEAT THIS BREATH 3 TO 4 TIMES EACH TIME YOU PRACTICE IT.
- ⦿ 16-SECOND BREATH/BOX BREATH - THIS IS A REALLY GOOD TECHNIQUE TO USE IN THE MOMENT IF YOU FIND YOURSELF GOING DOWN A RABBIT HOLE OF NEGATIVE OR ANXIOUS THINKING. YOU CANNOT THINK TWO THOUGHTS AT THE SAME TIME SO EVEN IF IT'S JUST FOR 16 SECONDS, WHILE YOU BREATHE, YOU WON'T BE THINKING THAT OTHER THOUGHT.

WHAT TO DO NEXT?!

- ⦿ CENTER YOURSELF & EXPAND WITH: DON'T HATE, MEDITATE!:
5 EASY PRACTICES TO GET YOU THROUGH THE HARD SH*T
(AND INTO THE GOOD) BY MEGAN MONAHAN

TO DIGEST STRESS POSITIVELY:

- ⦿ REMIND YOURSELF THAT YOU ARE NOT IN MORTAL DANGER. AS SILLY AS IT SOUNDS, WHEN WE EXPERIENCE STRESS OUR BODIES TRANSLATE THAT AS A THREAT TO OUR SURVIVAL. MEDITATION WILL HELP SLOW DOWN THAT STRESS RESPONSE AND YOU AS WELL CAN CONSCIOUSLY SAY TO YOURSELF "THIS IS NOT GOING TO KILL ME".
- ⦿ REMIND YOURSELF THAT THIS MOMENT/FEELING/STRESS WILL NOT EXIST FOREVER. WHAT YOU ARE GOING THROUGH WILL EXIST FOR A FINITE AMOUNT OF TIME. IN FACT, IT TAKES 90 SECONDS TO NAME A FEELING AND FOR THE PHYSIOLOGICAL RESPONSE TO PROCESS.
- ⦿ ASK YOURSELF, "HOW CAN I GROW FROM THIS? HOW CAN THIS MOMENT THAT I WOULD NOT HAVE CHOSEN, BE AN OPPORTUNITY FOR ME TO EXPAND/ELEVATE/EVOLVE?"

CHAPTER 2

INTO THE MINDS OF YOUR AUDIENCE

FEATURED SUMMIT SESSIONS:

THINK TANK: FAN THE FLAME
HOW TO SUPERCHARGE YOUR
AUDIENCES

THINK TANK: TRUSTED CIRCLE
BRIDGE AUDIENCE GAPS & CREATE
DEEPER CONNECTION WITH EDITORIAL

THINK TANK: NIHILISM 101
EXPLORING GEN Z'S PERSPECTIVE SHIFT

THINK TANK: NEXT IN LINE
STRATEGIES FOR GEN ALPHA'S
WALLET SHARE

FAN THE FLAME

HOW TO SUPERCHARGE YOUR AUDIENCES

“Almost a quarter of consumers (23%) report a ‘complete obsession’ with their product or brand of choice, per the report. Additionally, more than 50% think about or engage with the product at least once a day while 56% have been invested in the brand or product for at least a decade.” – [Source: Marketing Drive](#)



JASON WAGENHEIM
CEO, NORTH AMERICA

SAM BERGEN
CMO

“There’s never been a more exciting time to be a fan. With the widespread availability of streaming access to global matches, closer connections to players and teams, and new technologies fueling deeper engagement among fan communities, the entire world of sport is truly at our fingertips.”

– Jason Wagenheim // CEO, North America // Footballco

“Fandom is organic, you can support it, but you cannot force it..”

– Sam Bergen // CMO // Illumination

INTO THE MINDS OF YOUR AUDIENCE

WHAT TO DO NEXT?!

◎ START WITH:

- [MOVE YOUR BRAND OUT OF THE FRIEND ZONE BY DOUG ZARKIN](#)
- [REALIZE THE UNTAPPED VALUE OF FANDOMS](#)

◎ SEE THE FUTURE OF FANDOM:

- [WHY BRANDS SHOULD PREPARE FOR THE RISE OF SUPER FANS](#)
- [THE BEGINNING OF THE IMMERSIVE SPORTS ERA](#)
- [THE FOOTBALLCO’S FUTURE OF FANDOM REPORT](#)
- [FANS: HOW WATCHING SPORTS MAKES US HAPPIER BY LARRY OLMSTED](#)

FEATURED MEMBERS:

 Footballco

ILLUMINATION

The
Good Feet
Store



TRUSTED CIRCLE

BRIDGE AUDIENCE GAPS & CREATE DEEPER CONNECTION WITH EDITORIAL

“Thirty-six percent (36%) of digital content consumers trust content published by brands more than content from traditional media organizations (including TV news, newspapers, magazines or online news sites)—indicating a shift where brands are beginning to be seen as credible primary sources for information and entertainment.” – [Source: National Research Group](#)



WESLEY BONNER
SVP, MARKETING
& AUDIENCE DEVELOPMENT
(HEAD OF SOCIAL)

FEATURED MEMBERS:

BDG

hulu

OVERTIME

MCoBeauty.

WHAT TO DO NEXT?!

- ◎ **UTILIZE THE POWER OF SOCIAL:**
 - [THE 2024 INFLUENCER MARKETING REPORT](#)
 - [ON SOCIAL IS A MOVING TARGET](#)
 - [HOW TO USE CONTENT MARKETING TO BUILD AN ENGAGED AUDIENCE](#)
 - [THE IMPACT OF AI ON CONTENT CREATION](#)
- ◎ **CHECK OUT:**
 - [WHY UNLIKELY BRAND PARTNERSHIPS ARE EVERYWHERE](#)
 - [THE MEMBERSHIP ECONOMY](#)
 - [KNOW YOUR CUSTOMERS' "JOBS TO BE DONE"](#)
- ◎ **LOOK TO THE FUTURE: [THE NEW AMERICAN DYNASTY: A LOOK AT THE DNA OF YOUNG AMERICANS](#)**

“Creating content that authentically meets consumers where they are builds trust by resonating with their real experiences, values, culture, and needs. This approach will foster a deeper connection, as audiences are more likely to engage with brands that reflect their genuine identity and perspectives.”

– Wesley Bonner // SVP, Marketing & Audience Development (Head of Social) // Bustle Digital Group

NIHILISM 101

EXPLORING GEN Z'S PERSPECTIVE SHIFT

“Boundaries isn't just a buzzword for Gen Z; it's a survival strategy. For example, 68% of Gen Z find detachment a vital strategy to safeguard their mental health—a sentiment echoed by 64% who consciously disconnect from global challenges to stave off depression and anxiety. These figures are a somber indicator of a generation seeking refuge from a relentless world.

68% of Gen Z say, ‘I have to detach myself from the world to protect my mental health.’ (+9 pts higher than all Americans)

64% of Gen Z say, ‘I emotionally detach myself from all the challenges of the world to avoid going into depression or anxiety.’ (+9 pts higher than all Americans).” – [Source: The Harris Poll](#)



ZIAD AHMED
HEAD OF NEXT GEN

FEATURED MEMBERS:



WHAT TO DO NEXT?!

🕒 **UNDERSTAND THE MINDSET:**

- [GUIDE TO GEN Z: WHAT MATTERS TO THIS GENERATION AND WHAT IT MEANS FOR MARKETERS](#)
- [NEARLY TWO-THIRDS OF YOUNG AMERICANS FEARFUL ABOUT THE FUTURE OF DEMOCRACY IN AMERICA](#)
- [THE BATTLE OVER GEN Z MINDS - SAD, BAD OR MAD?](#)
- [GEN Z: HUGELY STRESSED BUT BELIEVING IN A BETTER FUTURE](#)

🕒 **TAP IN: GEN Z MARKETING ADVICE FROM CMOS**

“We’re giving young people more reasons to be scared than to dream, but that doesn’t mean we’re not dreaming, it means we’re dreaming that much louder.” – Ziad // Head of Next Gen // UTA

NEXT IN LINE

STRATEGIES FOR GEN ALPHA'S WALLET SHARE

“Almost half of household spending (49%) is impacted by Gen Alphas, parents say. Ninety-two percent say their children regularly introduce them to products, services, and brands. That influences the way they spend money on everything from food and movies to fashion and music.” – [Source: Fast Company](#)



JO CRONK
PRESIDENT

FEATURED MEMBERS:



WHAT TO DO NEXT?!

◎ DIG IN DEEPER:

- [EMARKETER TRENDS ANALYSIS BY JASMINE ENBERG](#)
- [WHY GEN ALPHA IS SO BRAND-OBSSESSED AND HOW MARKETERS CAN REACH THESE SAVVY YOUNG CONSUMERS](#)
- [GEN ALPHA MARKETING: HOW TO EFFECTIVELY CONNECT WITH GEN ALPHA](#)

◎ GET INSPIRED WITH: [THE BUSINESS OF CREATIVITY BY SIR JOHN HEGARTY](#)

◎ STAY IN THE KNOW: [THE INFORMATION'S CREATOR ECONOMY NEWSLETTER](#)

“Gen Alpha are changing the game and have behaviours and expectations that seem widely different to the generations that have come before them. But one thing that remains the same - their love of stories. Stories that speak directly to them that they can emotionally connect with.”

– Jo Cronk // President // Whalar

CHAPTER 3

SETTING THE STANDARD

FEATURED SUMMIT SESSIONS:

**THINK TANK:
NOT A NUMBERS GAME**
UTILIZING DATA TO DRIVE DIVERSITY
& REPRESENTATION

THINK TANK: TALES THAT SCALE
AUTHENTIC PORTRAYALS IN CONTENT
& STORYTELLING

THINK TANK: A BOLD NEW WORLD
MANAGING BRAND ACTIVISM
& COMBATTING TROLLS

**THINK TANK:
CHECK YOUR MIRRORS**
PRIORITIZING BRAND SAFETY

NOT A NUMBERS GAME

UTILIZING DATA TO DRIVE DIVERSITY & REPRESENTATION

“Clear majorities of U.S. adults said recruiting (57%) and promoting (55%) employees from minority groups are effective at achieving workplace equality, while less than half (47%) said the same about companies supporting inclusion in an external manner, such as selling LGBTQ+ Pride merchandise.” – Source: Morning Consult Pro



OPEN
A.P.

WHAT TO DO NEXT?!

© READ:

- 4 WAYS TO USE DATA IN YOUR DEI POLICIES
- DATA DRIVEN DIVERSITY
- WOMEN IN THE WORKPLACE 2024

© SEE IT IN ACTION:

- BUILDING AWARENESS & DEMAND IN LIKELY PATIENTS
- DRIVING DEI THROUGH DATA INNOVATION
- THESE ORGS ARE SCALING IMPACTFUL CORPORATE DIVERSITY, EQUITY, AND INCLUSION INITIATIVES

BRITTANY SLATTERY
CMO

FEATURED MEMBERS:

OPEN
A.P.



MANNA KADAR
BEAUTY

“DE&I needs to transcend a once-a-year performative campaign and rather be infused into the fabric of how business, product and marketing decisions are made. Investing in representative audiences is not only good for humanity, but it’s good for business. More data exists today than ever before to show brands the wants and needs of the people who matter most to their bottom line, as well as where to reach them. The businesses who will win in the long run are those who continue to make inclusive and representative business practices part of the DNA of how they show up in the world.” – Brittany Slattery // CMO // OpenAP

TALES THAT SCALE

AUTHENTIC PORTRAYALS IN CONTENT & STORYTELLING

“While two in five people in the US are non-white, only one in five people represented in US adverts belong to diverse racial backgrounds. Moreover, there is minimal representation for seniors, LGBTQ+ individuals, and those with disabilities, despite these demographics making up around 37% of the US population.”

– Source: Ipsos



WHAT TO DO NEXT?!

- ◎ **GUIDE YOUR STORYTELLING:**
 - [THE GOLD HOUSE'S GOLD STORYBOOK](#)
 - [DEFINING DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY IN ENTERTAINMENT](#)
 - [SEEHER'S #WRITEHERRIGHT + OTHER ESSENTIAL GUIDES TO ADD TO YOUR TOOLKIT](#)
- ◎ **EXPLORE FURTHER:**
 - [LATINOS IN HOLLYWOOD: AMPLIFYING VOICES, EXPANDING HORIZONS](#)
 - [THE GLOBAL BLACK AUDIENCE: SHAPING THE FUTURE OF MEDIA](#)
 - [HOW DO BRANDS TELL AUTHENTIC STORIES IN THE AGE OF AI?](#)

BING CHEN
CEO & CO-FOUNDER,
GOLD HOUSE

FEATURED MEMBERS:



“Niche is the next mainstream. We see it in the current largest creative franchises, most ardent fandoms, and more.”

– Bing Chen // CEO & Co-Founder // Gold House

A BOLD NEW WORLD

MANAGING BRAND ACTIVISM & COMBATTING TROLLS

“76% of social media users are increasingly tired of polarizing content and seeking more uplifting content in their lives according to the ‘Power of Uplifting Research’ by Alter Agents. 86% are more likely to buy from brands that make them feel more positively.” – [Source: Alter Agents](#)



WHAT TO DO NEXT?!

- Ⓞ **ADD TO YOUR READING LIST:**
 - [UPWORTHY’S GOOD PEOPLE: STORIES FROM THE BEST OF HUMANITY](#)
 - [CRUSHING IT! HOW GREAT ENTREPRENEURS BUILD THEIR BUSINESSES AND INFLUENCE - AND HOW YOU CAN, TOO BY GARY VAYNERCHUK](#)
 - [BUILDING A STORYBRAND: CLARIFY YOUR MESSAGE SO CUSTOMERS WILL LISTEN BY DONALD MILLER](#)
 - [THE ART OF SOCIAL MEDIA: POWER TIPS FOR POWER USERS BY GUY KAWASAKI AND PEG FITZPATRICK](#)
- Ⓞ **READ: [YOU’RE ONLY AS SMART AS YOUR EMOTIONS BY DAVID BROOKS](#)**

MINDY NGUYEN
VP, IMPACT + PARTNERSHIPS

FEATURED MEMBERS:



“Joy is trending. Which means that it was out of favor for awhile (roughly since late 2016?). The fact that it feels like joy is coming up everywhere highlights just how little we as a society were feeling it before. But perhaps the fever is breaking. Too often, we focus on the power of fear – it’s time to remember and harness the power of joy.”
– Mindy Nguyen // VP, Impact + Partnerships // GOOD/Upworthy

CHECK YOUR MIRRORS

PRIORITIZING BRAND SAFETY

“90% of consumers avoid businesses with a bad reputation, and 87% will reverse a purchase after reading negative reviews. Businesses with one negative article online can lose over 20% of potential customers, and businesses with four or more can lose up to 70%.” – [Source: Status Labs](#)



WHAT TO DO NEXT?!

◎ BUILD & RETAIN TRUST:

- [HOW TO BUILD A GOOD BRAND REPUTATION](#)
- [20 TIPS TO MAINTAIN A POSITIVE BRAND IMAGE](#)

◎ VAMP UP YOUR STRATEGY:

- [ECOMMERCE INFLUENCER MARKETING: A COMPLETE GUIDE](#)
- [THE STATE OF INFLUENCE MARKETING BENCHMARK REPORT](#)
- [6 INFLUENCER MARKETING BRAND SAFETY CONSIDERATIONS TO BAKE INTO YOUR STRATEGY](#)

◎ BOUNCE BACK: [DEFUSING CONSUMER BOYCOTTS: HOW CAN BRANDS REGAIN CUSTOMERS & BOUNCE BACK?](#)

RYAN DETERT
CEO

FEATURED MEMBERS: ◎ Influential  GREENLIGHT

“The Hippocratic Oath - 'do no harm' - not only applies to the medical field, but also to the Fortune 1000 and rising brands, alike. In an age of technology and AI, detecting political speech, profanity, nudity, etc. is only a few clicks away. This empowers brands to trust creators to represent them and speak on their behalf while safeguarding their reputation and reducing liability.”

– Ryan Detert // CEO // Influential

CHAPTER 4

THE NEXT BIG THING

FEATURED SUMMIT SESSIONS:

THINK TANK: SPOT TIL' YOU DROP
NAVIGATING THE PULSE
OF TRENDSPOTTING

**THINK TANK:
MIND OVER MACHINE**
A.I. DO'S & DON'TS FOR YOUR BRAND

THINK TANK: PERFECT PAIRS
MAGIC FOR NEW WORLD
BRAND COLLABS

THINK TANK: FAME GAME
DIVE INTO THE BUSINESS OF
CELEBRITY PARTNERSHIPS

THINK TANK: GO BIG OR GO HOME
EXPERIENTIAL MOMENTS THAT WOW

SPOT TIL' YOU DROP

NAVIGATING THE PULSE OF TRENDSPOTTING

“In 2024, there are estimated to be 5.17 billion total social media users worldwide, with an average person using 6.7 different social networks per month. Social media advertising spend is projected to reach \$219.8 billion in 2024, with mobile generating \$255.8 billion of this total by 2028.” – [Source: Sprout Social](#)



© Influential

FEATURED MEMBERS:

CHRIS DETERT
CCO

© Influential

 **shopify**

candle

 **Discord**

“Speed, agility, and out-of-the-box thinking are essential to mastering trends in today’s ever-growing and fast-paced social landscape.”

– Chris Detert // CCO // Influential

WHAT TO DO NEXT?!

© SUBSCRIBE & STAY IN THE KNOW:

- [AFTER SCHOOL](#)
- [COCO MOCOE](#)
- [CULTURE STUDY](#)
- [FEED ME](#)
- [GARBAGE DAY](#)
- [HUNG UP](#)
- [POP CULTURE MONDAYS](#)
- [SPORTISH](#)
- [THEFUTUREPARTY](#)
- [USERMAG](#)

© FOR ASIA-PACIFIC TRENDS, FOLLOW: [JING DAILY](#)

© CHECK OUT: [THE SHOPIFY BLOG](#)

MIND OVER MACHINE

A.I. DO'S & DON'TS FOR YOUR BRAND

“97% of companies say new teams will be using gen AI, with those in training (31%), customer support (29%) and human resources (29%) leading the way however unsurprisingly, an overwhelming majority believe more security measures are needed for gen AI in business (95%).” – [Source: VentureBeat](#)



WHAT TO DO NEXT?!

- ◎ START WITH: [GODADDY'S AI PROMPT LIBRARY](#)
- ◎ SIGN UP: [ZAIN KAHN'S SUPERHUMAN NEWSLETTER ON AI](#)
- ◎ DIVE DEEPER:
 - [SUPERINTELLIGENCE BY NICK BOSTROM](#)
 - [DAY TRADING ATTENTION BY GARY VAYNERCHUK](#)
 - [BEYOND THE HYPE: ENTERPRISES EMBRACE GEN AI AS KEY ENABLER FOR GROWTH](#)

FARA HOWARD
CMO

FEATURED MEMBERS:



“Getting fluent in using AI is the first step. Install the ChatGPT app (or the AI app of your choosing) and place it next to Google, Safari, etc on your phone to encourage steady usage. Remember personas matter—tell AI who you want it ‘to be’ to improve your outcomes and be specific.”

– Fara Howard // CMO // GoDaddy

PERFECT PAIRS

MAGIC FOR NEW WORLD BRAND COLLABS

“At e.l.f., we are fueled by the countless opportunities that arise from listening to the signals, learning from our community and transforming insights into inspiring, purposeful action. We are here to e.l.f. the rules and forge our own path – unafraid to test and learn and break down barriers as we expand into new horizons. By collaborating with bold, disruptive partners who share our vision, values and mission, the possibilities are limitless!”

– Patrick O’Keefe // Chief Integrated Marketing Officer // e.l.f. Beauty



PATRICK O'KEEFE
CHIEF INTEGRATED
MARKETING OFFICER

FEATURED MEMBERS:

e.l.f.



WHAT TO DO NEXT?!

◎ GET STARTED BY CONSIDERING:

- TAKE SIGNALS AND TRANSFORM THEM INTO REAL, MEASURABLE ACTIONS THAT DRIVE VALUE.
- LISTEN TO YOUR COMMUNITY AND TRANSLATE THEIR INSIGHTS INTO PURPOSEFUL ACTIONS THAT CREATE SURPRISE AND DELIGHT MOMENTS THAT RESONATE WITH YOUR COMMUNITY.
- WHEN YOU FORCE MULTIPLY WITH LIKE-MINDED AND LIKE-SPIRITED BOLD DISRUPTORS, WHO ARE ALIGNED WITH YOUR VISION, VALUES AND MISSION, ANYTHING IS E.L.F.ING POSSIBLE.

◎ JUMP IN:

- HOW TO PULL OFF A SUCCESSFUL BRAND COLLAB
- THE ART OF COLLABORATION: SUCCESSFUL PARTNERSHIPS IN THE CREATOR ECONOMY

◎ COLLABS IN ACTION:

- 30 BRAND COLLABORATION EXAMPLES THAT WENT VIRAL
- THE NFL IS HAVING A MOMENT. SHOULD FASHION PLAY TOO?
- HARRY KANE & SKECHERS: INSIDE THE ENGLAND CAPTAIN'S 'UNEXPECTED' DEAL

FAME GAME

THE NEXT BIG THING

DIVE INTO THE BUSINESS OF CELEBRITY PARTNERSHIPS

“According to a survey conducted in 2023, two out of every ten consumers bought products endorsed by influencers and celebrities. This influence was particularly pronounced among Gen Z shoppers, with millennials, Gen X, and Boomers subsequently following suit.” – [Source: Statista](#)



SLICK RICK
THE RULER

MANDY ARAGONES
ARTIST MANAGER

FEATURED MEMBERS:



IDEA FACTORY



StonesWay.

WHAT TO DO NEXT?!

◎ DRAW INSPIRATION FROM:

- [2024 CELEBRITY ENDORSEMENTS WE'VE LOVED](#)
- [THE POWER OF UNORTHODOX CELEBRITY COLLABS](#)

◎ LEAN IN:

- [ECOMMERCE INFLUENCER MARKETING: A COMPLETE GUIDE](#)
- [THE EVOLVING ROLE OF CELEBRITIES IN BRAND PARTNERSHIPS](#)
- [LEVERAGING CELEBRITY INFLUENCER PARTNERSHIPS MAY BE YOUR MISSING PIECE FOR GROWTH](#)

◎ SEE THE BENEFITS:

- [BRAND TRUST: WHY HUMAN ATTENTION BEATS ALGORITHMS](#)
- [CELEBRITY AWARENESS THE IMPACT OF CELEBRITY ENDORSEMENTS ON CONSUMER BEHAVIOR](#)

“Surround yourself with the proper synergy. Learn what your Passion is, which will lead to your Purpose. Once you find Purpose, your Plan will align which will result in Profit.”

– Mandy Aragones // Artist Manager // Slick Rick

GO BIG OR GO HOME

EXPERIENTIAL MOMENTS THAT WOW

“Studies show that 9 out of 10 consumers love experiencing a product firsthand, proving that companies that invest in experiential marketing are more likely to attract consumers and build long-lasting relationships with them.”

– Source: Persuasion Nation



FEATURED MEMBERS:

STEVE MILTON
CHIEF BRAND
& INNOVATION OFFICER



EBONY



ADOMNI

“Our research bolsters our belief that play is not merely an activity, it is a mindset. Play is a powerful tool for businesses aiming to captivate and connect with their audiences.”

– Steve Milton // Chief Brand & Innovation Officer // Superfly

WHAT TO DO NEXT?!

◎ IRL IN MOTION:

- [THE FULL SXSW 2024 RECAP: 11 EXPERIENTIAL MARKETING TRENDS SPOTTED](#)
- [25 OUTSTANDING & REAL-WORLD EXPERIENTIAL MARKETING EXAMPLES](#)
- [THE BEST OF EXPERIENTIAL 2024](#)

◎ THE FUTURE OF EXPERIENTIAL:

- [THE CMO'S GUIDE TO CUSTOMER EXPERIENCE](#)
- [SPENDING ON EXPERIENTIAL MARKETING TOPS PRE-PANDEMIC LEVELS](#)
- [THE POWER OF PLAY: FUTURE OF EXPERIENCE](#)
- [THE FUTURE OF EXPERIENTIAL MARKETING](#)

CHAPTER 5

DOWN TO BUSINESS

FEATURED SUMMIT SESSIONS:

**THINK TANK:
OVER THE MOON(SHOT)**
INNOVATION THAT BREAKS THE MOLD

**THINK TANK:
A BLISSFUL BUSINESS**
DEPLOYING JOY FOR BUSINESS
& CONSUMER STRATEGY

THINK TANK: SCRAPPY BUSINESS
RESILIENT STRATEGIES
FOR RECESSIONARY TIMES

THINK TANK: THE SUITE LIFE
NAVIGATING YOUR WAY TO THE C-SUITE

OVER THE MOON (SHOT) INNOVATION THAT BREAKS THE MOLD

“Companies with strong innovation cultures have double the success rate of some of their peers when scaling digital transformations, according to a recent McKinsey survey of more than 1,000 executives.” – Source: McKinsey



WHAT TO DO NEXT?!

- ◎ **TAP INTO YOUR INNER CREATIVE:** MOONSHOT: A NASA ASTRONAUT'S GUIDE TO ACHIEVING THE IMPOSSIBLE BY MIKE MASSIMINO
- ◎ **READ:**
 - WHY IS INNOVATION SO IMPORTANT FOR BRAND GROWTH?
 - FIVE REASONS WHY INNOVATION DECISIONS SUCCEED 2.5X MORE OFTEN AT TOP COMPANIES
 - INFLUENCERS, SOCIAL MEDIA, AND MOONSHOT MARKETING
 - EMBRACING MOONSHOT INNOVATION IN THE AI REVOLUTION
- ◎ **SEE HOW OTHERS ARE CHANGING THE GAME:**
 - WASHINGTON LAUNCHES INNOVATIVE DAWG'S UNLEASHED NIL MARKETING UNIT
 - CAMPAIGN TRAIL: CERAVE GOT WEIRD WITH MICHAEL CERA TO WIN THE SUPER BOWL
 - INSIDE NUTTER BUTTER'S BIZARRE TIKTOK STRATEGY - WHAT BRANDS CAN LEARN FROM THE ABSURDIST HUMOR



A BLISSFUL BUSINESS

DOWN TO BUSINESS

DEPLOYING JOY FOR BUSINESS & CONSUMER STRATEGY

“Employees who enjoy their work are 49% less likely to say they would consider taking a new job than employees who don’t enjoy their work.” – Source: Boston Consulting Group



KRISTINA WINDHAM
HEAD OF BUSINESS DEVELOPMENT

FEATURED MEMBERS:



WHAT TO DO NEXT?!

- ◎ FIND YOUR JOY:
 - RULES OF THE RED RUBBER BALL BY KEVIN CARROLL
 - JOY-FULL AF: THE ESSENTIAL BUSINESS STRATEGY WE'RE AFRAID TO PUT FIRST BY ERIN BAKER
- ◎ BRING IT TO YOUR ORG:
 - THE JOY FACTOR
 - JOY AS A BUSINESS STRATEGY?
- ◎ SEE OTHERS IN ACTION:
 - WESTJET CHRISTMAS MIRACLE
 - NIKE AD CELEBRATING THE DODGERS
 - RYAN'S APPROACH TO MARKETING
 - JOY IN ADVERTISING: 10 BRANDS THAT SUCCEEDED

“Oftentimes, the importance of joy in business is centered around **moments**. Moments make the audience connect with the brand, and it’s important to prioritize when to be precious and when to move the needle with a big swing.”

– Kristina Windham // Head of Business Development // Maximum Effort

SCRAPPY BUSINESS

DOWN TO BUSINESS

RESILIENT STRATEGIES FOR RECESSIONARY TIMES

“Business leaders have recognised true resilience as a core competitive advantage. 89% told us that resilience is one of their most important strategic organisational priorities. 70% of respondents said they are confident in their organisations' ability to respond to various disruptions. However, we found that too many organisations are lacking the foundational elements of resilience they need to be successful.” – Source: PwC



INFILLION



FEATURED MEMBERS:

JAMIE AUSLANDER
SVP, RESEARCH



LAND O'LAKES, INC.



Dapper Labs

WHAT TO DO NEXT?!

DIG IN:

- THE HARD THING ABOUT HARD THINGS BY BEN HOROWITZ
- THE LEAN STARTUP BY ERIC RIES
- SITTING WITH UNCERTAINTY BY THE HIDDEN BRAIN
PODCAST

START FROM WITHIN:

- PEOPLE-FIRST LEADERSHIP
- MODERN LEADERSHIP

RIDE OUT THE STORM:

- 7 STRATEGIES TO RECESSION PROOF YOUR BUSINESS IN 2024 AND BEYOND
- RESILIENT BUSINESS STRATEGIES: DECISIVE ACTION FOR A TRANSFORMED WORLD

“You can't really improve what you don't measure.
And a good method for looking back and great instrumentation go a long way.”
– Jamie Auslander // SVP, Research // Infillion

THE SUITE LIFE

DOWN TO BUSINESS

NAVIGATING YOUR WAY TO THE C-SUITE

“In its Fortune 500 C-Suite Snapshot report, executive search firm Spencer Stuart found that women and executives from historically underrepresented groups combined now comprise 49% of C-suite roles in the largest U.S. companies.”

– Source: Fortune



WHAT TO DO NEXT?!

- ◎ **DIAL IN:**
 - PROF G MARKETS PODCAST
 - HARD FORK PODCAST
- ◎ **CLIMB UP:**
 - HOW 4 LEADERS GOT TO THE C-SUITE - BEFORE THEY TURNED 40
 - THE C-SUITE IS EVOLVING - AND NEW ROLES MAY JOIN TO DRIVE INNOVATION
 - THE CLIMB UP THE CORPORATE LADDER HAS BECOME A “SQUIGGLY PATH”
 - WHY TOMORROW’S C-SUITE LEADERS NEED AN INTENTIONAL PATH TO THE TOP
- ◎ **WIDEN YOUR PERSPECTIVE:** ZOOM BY ISTVAN BANYAI

DONALD EVANS
CMO

FEATURED MEMBERS:



“Some things to remember...”

- Self-awareness and acknowledging your actions are key
- Every relationship matters
- Get to know on a deep level as many people as you can”

– Donald Evans // CMO // The Cheesecake Factory

PTTOW! MENTOR RECOMMENDATIONS

EXPLORE ADDITIONAL RESOURCES:

BEYOND THE TITLE
RESOURCES & CONTENT FOR YOU

LEVEL UP
FOR THE BUSINESS & BRAND

BEYOND THE TITLE

RESOURCES & CONTENT FOR YOU



- © GIVE A LISTEN TO:
 - [THE HAPPINESS LAB](#)
 - [POWERHOUSE WOMEN](#)
 - [ON PURPOSE WITH JAY SHETTY](#)
- © ADD TO YOUR READING LIST:
 - [SACRED WOMAN BY QUEEN AFUA](#)
 - [SELF MADE BY NELY GALÁN](#)
 - [CONTAGIOUS BY JONAH BERGER](#)
 - [THE ALGEBRA OF HAPPINESS BY SCOTT GALLOWAY](#)
 - [THE FOURTH QUARTER OF YOUR LIFE: EMBRACING WHAT MATTERS MOST](#)
 - [DEAD FAMOUS: AN UNEXPECTED HISTORY OF CELEBRITY](#)
- © ORGANIZE YOUR INBOX WITH [MECO](#)
- © STAY UP TO DATE WITH [REN](#) & [POCKET](#)

LEVEL UP FOR THE BUSINESS & BRAND



EXTENDED PTTOW! MENTOR RECOMMENDATIONS

- ◎ **DIVE INTO LEADERSHIP:**
 - AS AN ACT OF GENEROSITY, NEW CMO GUIDE HELPS MARKETING LEADERS THRIVE
 - 10 EXCELLENT COMPANY CULTURE EXAMPLES FOR INSPIRATION
- ◎ **POWERING UP YOUR ORG:**
 - CUSTOMER ENGAGEMENT IN 2024: THE ULTIMATE GUIDE
 - 3 REASONS WHY FANDOM CAN BE A MARKETER'S SUPERPOWER
 - HOW BRANDS CAN MAXIMIZE CONSUMER SEARCHES IN THE AGE OF GENERATIVE AI
 - MARKETING EXECS BELIEVE DEEPER RELATIONSHIPS, UNDERSTANDING INFLUENCERS CAN AVOID POTENTIAL BACKLASH
- ◎ **CHECK OUT WHO'S CHANGING THE GAME:**
 - HOW CARL'S JR. IS DRIVING IN-STORE VISITS WITH AI-FUELED CTV ADVERTISING
 - BREAKING THE RETAIL MOLD
 - 20 BRANDS CATCHING GEN Z'S ATTENTION RIGHT NOW
 - E.L.F. CHALLENGES COMPANIES TO "DUPE THAT" FOR LATEST PURPOSE STUNT



THANK YOU

We'd like to extend our gratitude to all of the PTTOW! Mentors, along with The Harris Poll and Captify, who contributed to this report through incredibly useful resources and recommendations.

To our PTTOW! NXT community, 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,
The PTTOW! NXT Team