

PTTOW!

EUROPE

TRENDS & INSIGHTS



# A NOTE FROM PTTOW!

The launch of **PTTOW! Europe** featured ideation and conversations 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 moments you may have missed.

Leverage this document as a resource tool: Scan the topics and key learnings, 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 THE FUTURE OF OUR WORLD:** Ideas For Responsibility In ESG & Sustainability
- 2 TAKING THE LEAD:** The Future Of Leadership & Workplace Paradigms
- 3 BREAK THROUGH THE NOISE:** The Attention Economy & A Noisy Marketplace
- 4 FAIRY TALE:** How To Leverage Content & The Creator Economy
- 5 PLAY ALONG:** The Power Of Esports & Gaming To Create Fandom
- 6 BRICK & MORTAR:** The Future Of Retail & Where It Is Headed Next
- 7 SHOW TIME!:** Live Events & Experiential Activations For Brand Resonance
- 8 FUTURISM IS NOW:** AI, Future Tech & How To Evolve With Technology



# THE FUTURE OF OUR WORLD

## IDEAS FOR RESPONSIBILITY IN ESG & SUSTAINABILITY



## KEY LEARNINGS

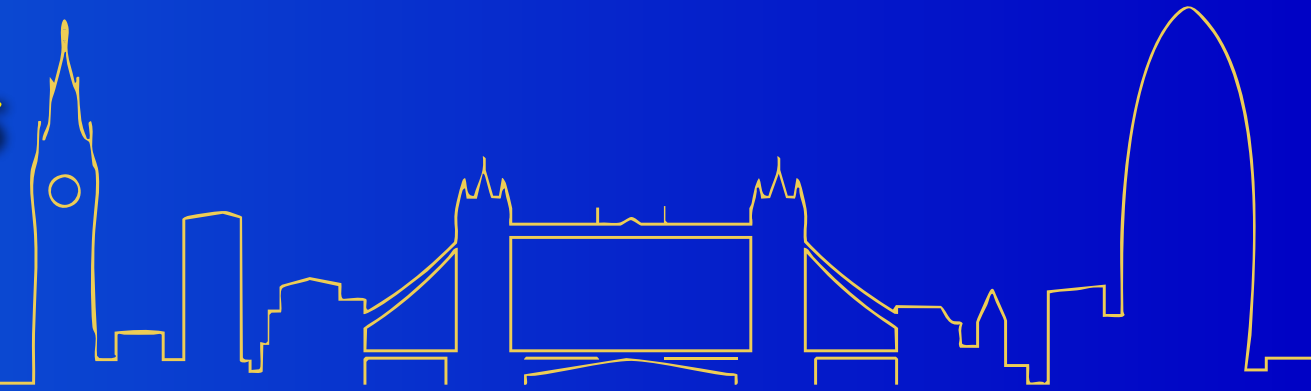
- ◎ **MARKETING LEADERS MUST THINK OF THEMSELVES AS SUSTAINABILITY LEADERS IN THEIR WORK, NOT JUST MESSAGING.**
- ◎ **CONTINUE TO PUSH POSITIVE STORYTELLING.**
- ◎ **ALL CHANGE IS SMALL CHANGE, WE JUST NEED SMALL CHANGE AT SCALE.**
- ◎ **EXPAND YOUR IMPACT:**
  - THE NEW AGE OF CORPORATE SOCIAL RESPONSIBILITY: BEYOND CHECKBOOK PHILANTHROPY
  - 3 PRACTICAL WAYS TO PRIORITIZE SUSTAINABILITY AND AVOID GREENWASHING

FEATURED COMPANY:

 **RIVET**<sup>™</sup>

# TAKING THE LEAD

## THE FUTURE OF LEADERSHIP & WORKPLACE PARADIGMS



FEATURED COMPANY:

Ashley Wray

## KEY LEARNINGS

- ◎ DEFINE AND CREATE CULTURE THAT IS IN LINE WITH YOUR COMPANY.
- ◎ PROVIDE CLEAR ROLES FOR PSYCHOLOGICAL SAFETY.
- ◎ WITH SO MANY INDIVIDUALISTIC TENDENCIES LEADING TO OVERALL DISCONNECT, PRIORITIZE A SENSE OF GREATER GOOD FOR YOUR BUSINESS.
- ◎ **DIVE DEEPER:**
  - SHIFT YOUR LEADERSHIP FROM “POWER OVER” TO “LEADING THROUGH”
  - LEADERSHIP FOR OUR TIMES: BUILD ON THE PAST TO CREATE A BETTER FUTURE



# BREAK THROUGH THE NOISE

## THE ATTENTION ECONOMY & A NOISY MARKETPLACE



FEATURED COMPANY:

**DIGITAL VOICES**

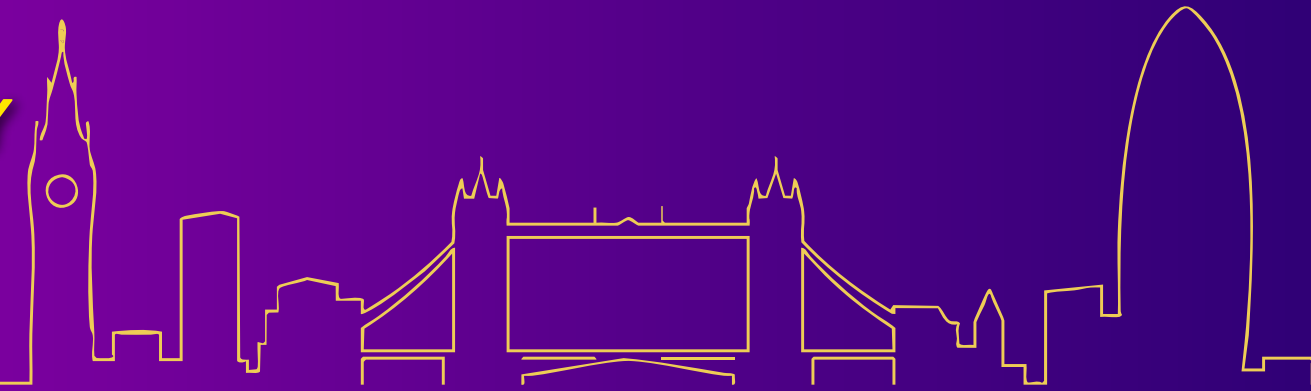
## KEY LEARNINGS

- © THINK ABOUT ENTERTAINMENT AND EXPERIENTIAL - AS A BRAND, YOU CAN'T CREATE CULTURE, YOU HAVE TO LOCATE IT.
- © CONSIDER THE CONSUMER'S BENEFIT, NOT JUST THE ORGANIZATION'S.
- © BRANDS SHOULD LET THEIR GUARDRAILS BE AS LOW AS POSSIBLE. KEEP YOUR REAL CUSTOMERS IN MIND RATHER THAN YOUR IDEAL CUSTOMERS.
- © **CAPTURE AUDIENCES:**
  - A THOUGHTFUL CUSTOMER JOURNEY: FROM AN ATTENTION ECONOMY TO AN EXPERIENCE ECONOMY
  - FROM MEH TO MEMORABLE – HOW TO MAKE YOUR BRAND UNFORGETTABLE



# FAIRY TALE

## HOW TO LEVERAGE CONTENT & THE CREATOR ECONOMY



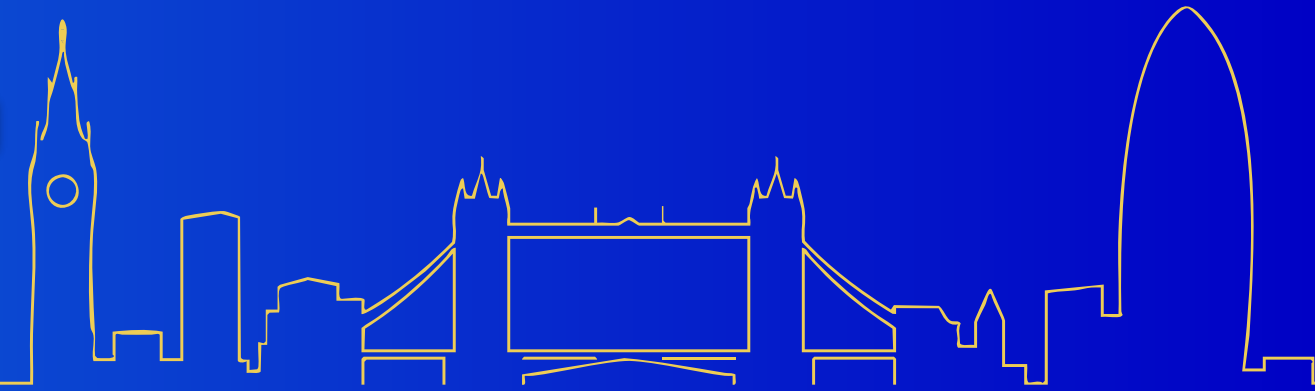
## KEY LEARNINGS

- ◎ **PAY TO CREATE, NOT TO PLACE. CREATORS KNOW THEIR AUDIENCE BETTER THAN US, LEAN INTO THAT AND RECOGNIZE WHAT YOU ARE PAYING THEM FOR.**
- ◎ **GIVE CREATORS SKIN IN THE GAME, THAT WAY THEY WILL BUY INTO YOUR BRAND.**
- ◎ **PRIORITIZE TESTING, LEARNING, AND CREATING CONTENT AT SCALE. CHOOSE WISELY AND CREATE CONTENT THAT RESONATES WITH SMALLER AUDIENCES WITHIN YOUR AUDIENCE.**
- ◎ **TAP INTO WHAT'S NEXT:**
  - WHERE IS THE CREATOR ECONOMY HEADED IN 2025?
  - THE EVOLUTION OF AFFILIATE AND INFLUENCER MARKETING: FROM PEAK POPULARITY TO RESURGENCE



# PLAY ALONG

## THE POWER OF ESPORTS & GAMING TO CREATE FANDOM



FEATURED COMPANY:

 **Footballco**

## KEY LEARNINGS

- ◎ **PLAY WHERE THEY PLAY. USE GAMING AS A MEDIUM TO SUPPORT YOUR COMMUNITY AND CREATE WORLDS.**
- ◎ **TAKE LESSONS FROM GAMES INTO REAL LIFE AND PRIORITIZE QUALITY TIME OVER QUANTITY TIME.**
- ◎ **CREATE MORE INCLUSIVE ENVIRONMENTS FOR WOMEN AND MAKE IT MORE ACCESSIBLE FOR INTERGENERATIONAL CONNECTION.**
- ◎ **DEEPEN CONNECTION:**
  - WINNING THE ATTENTION GAME: HOW BRANDS ARE THRIVING IN GAMING'S IMMERSIVE WORLDS
  - HOW TO BEST LEVERAGE ON 'FANDOM'-INATION' FOR MARKETING



# BRICK & MORTAR

## THE FUTURE OF RETAIL & WHERE IT IS HEADED NEXT



FEATURED COMPANY:



## KEY LEARNINGS

- ◎ 85% OF SALES HAPPEN IN STORE, YET 85% OF SPEND IS FOR ONLINE.
- ◎ BY OWNING A PHYSICAL STORE, YOU ARE A MEDIA OWNER, SO HOW CAN YOU CAPITALIZE ON THAT?
- ◎ THINK OF WHAT YOUR CUSTOMER NEEDS IN YOUR STORE.
- ◎ **LEAN IN:**
  - THE FUTURE OF RETAIL: 4 NEW RULES FOR DTC RETAIL BRAND SUCCESS
  - THE TOP RETAIL TRENDS IN 2024

# SHOW TIME!

## LIVE EVENTS & EXPERIENTIAL ACTIVATIONS FOR BRAND RESONANCE



FEATURED COMPANY:



SUPPLIER DAY



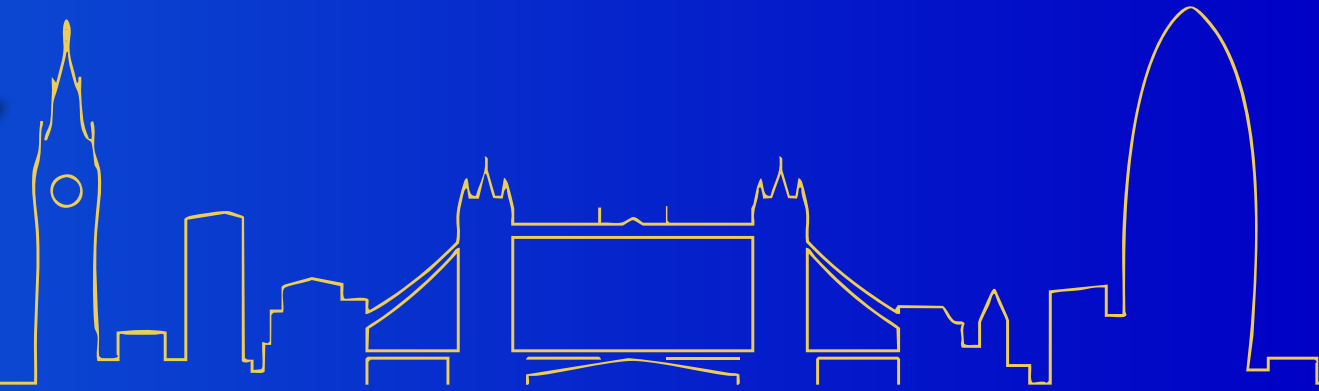
## KEY LEARNINGS

- ◎ MAKE EVENTS AN EXPERIENCE AND USE THEM TO STRENGTHEN RELATIONSHIPS WITH YOUR AUDIENCES.
- ◎ CONSIDER HOW TO MAKE A PLACE WHERE PEOPLE WANT TO COME TOGETHER TO ENJOY THEMSELVES AND MEET NEW PEOPLE WITH SIMILAR PASSIONS AND INTERESTS. EXPLORE HOW TO TAP INTO THAT ENERGY.
- ◎ INSTEAD OF THINKING ABOUT REVENUE FIRST, CENTER EVENTS AROUND STORIES.
- ◎ **AMPLIFY YOUR PRESENCE:**
  - WHY EXPERIENTIAL MARKETING WILL DOMINATE 2025
  - HOW TO INCORPORATE EXPERIENTIAL MARKETING IN YOUR MARKETING FUNNEL AND HOLIDAY EVENTS IN 2024



# FUTURISM IS NOW

## AI, FUTURE TECH & HOW TO EVOLVE WITH TECHNOLOGY



## KEY LEARNINGS

- ⦿ AI IS ONLY AS GOOD AS IT'S TRAINING.
- ⦿ THE FUTURE OF RECEIVING FEEDBACK IS CHANGING.
- ⦿ DESPITE ALL THE INNOVATIONS THAT WE EXPECT TO HAVE THROUGH AI GENERATED ART, HUMAN CREATED ART WILL STILL BE IMPORTANT.
- ⦿ **LOOK TO THE FUTURE:**
  - NAVIGATING THE AI PARADIGM SHIFT IN BUSINESS
  - WHY CORPORATE INTEGRITY IS KEY TO SHAPING FUTURE USE OF AI

**PTTOW! EUROPE**

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.

Your Friends at PTTOW!

