

PTTOW!
NEXT
FUTURE FORUM

OSCAR SEASON: THE SCIENCE OF FAME - SOCIAL TACTICS THAT ACTUALLY MOVE THE NEEDLE

When it comes to celebrity stardust for your brand there are lots of ways to create awareness, but the most economical and scalable is through SOCIAL MEDIA.

With social platforms getting noisier every month, learn to cut through the noise. PTTOW! Next had an intimate conversation with senior leaders from **TikTok**, **L'Oreal**, the **NFL** and **Influential** who showed you how to get your brand into the limelight!

Featured Mentors:

Sofia Hernandez // Global Head of Business Marketing // **TikTok**
Ian Trombetta // SVP, Social & Influence Marketing // **NFL**
Rachel Weiss // Partner, Bold Strategic Ventures // **L'Oreal**
Ryan Detert // CEO // **Influential**

Sofia Hernandez // Global Head of Business

Sofia Hernandez is the Global Head of Business Marketing at TikTok, where she helps brands around the world tap into the power of TikTok by challenging them to build innovative marketing strategies that drive culture on and off the platform.

Prior to TikTok, Sofia was the Chief Client Officer at consumer insights platform Suzy where she was responsible for driving revenue retention and growth, informing the product roadmap, and ensuring the entire company was rooted in a 'customer first' approach. With over 18 years leading some of the most iconic global marketing campaigns for Fortune 500 companies including P&G, J&J, Netflix and Spotify, her passion for people and what makes them tick continues to fuel her keen understanding of how to drive successful connections between brands and the people that love them

An activist at her core, Sofia recognizes her role as part of the 1% of Latina Executives in Tech and is committed to fostering inclusion in the tech industry by incorporating DEI into everything she touches--from a company's hiring practices to its advertising. Sofia is a passionate advocate for social justice and co-founded a unique apparel line, Black on Black BK, that's dedicated to spreading messages of equality and empowerment.



Ian Trombetta // SVP, Social & Influence Marketing

Ian Trombetta serves as Senior Vice President of Social, Influencer and Content Marketing for the NFL. In this role, Ian oversees the integration of social strategies and content development across all social platforms for the League, Player, Collegiate and Club handles. He is also responsible for developing an entirely new Influencer Marketing Department with a mission of creating authentic initiatives which leverage the platform of the NFL to reach priority audiences.

Over the past three years, the NFL has continued to modernize their approach particularly against GenZ, GenA and diverse audience segments through enhanced use of their ecosystem.

Ian joined the NFL from Activision Blizzard Inc., where he served as the Global Vice President of Consumer Marketing under the now NFL CMO, Tim Ellis. Considered the "jack of all trades", Ian was responsible for overseeing Consumer Marketing, Digital/Social, Events, and Strategic Brand/Influencer Partnerships. Under Ian's leadership at Activision, they launched the #1 and #2 global console titles in 2017 Call of Duty WWII and Destiny 2. Prior to joining Activision, Ian was the Head of Brand Marketing at Red Bull North America during record years in total volume and revenue growth.



Rachel Weiss // Partner, Bold Strategic Ventures

Rachel Weiss is VP of BOLD Ventures, the venture capital fund of L'Oréal, where she invests in new and disruptive business models in BeautyTech. Rachel lives and breathes convergence, embracing all things pop culture, beauty, and technology. Part technologist, part futurist, part investor, part maker and operator she has long been at the forefront of innovation and an early adopter on the value of startup and corporate collaboration.



Ryan Detert // CEO

As CEO of Influential, an AI social data and conversion company, Ryan Detert has brought top influencers, brands, press, and financing to his venture-backed company, which has offices in Beverly Hills, NYC, and Las Vegas.

Through Influential, Detert has led campaigns for top advertising agencies and holding companies including Dentsu, Interpublic, Omnicom, Publicis and WPP, for global brands like Walmart, Nestle, NFL, Nike, McDonalds, Pepsi, Toyota, General Mills, Unilever, and even The United Nations.

Detert has also forged exclusive partnerships with dozens of technology and media partners, including Facebook, IBM Watson, Oracle Data Cloud, IRI, and most recently WME, which came in as an investor in Influential's Series B round of funding.



Influential

Sofia

1. THE ROLE OF SOCIAL IN YOUR BUSINESS

- **Personal:** TikTok has given a voice and platform to those who wouldn't necessarily have had one otherwise.
- **Professional:** TikTok has given brands the opportunity to be authentic and show up like the everyday person.

2. EMBRACING THE SOCIAL LANDSCAPE

- It isn't social media, it's entertainment. "You don't check TikTok, you watch TikTok".
- Social listening is key.
 - The community is always talking about your brand, with or without you.
 - Regardless of what tech exists, you have to be rooted in the community. Listen to the community and strive to be an active part of the conversation.
- When socializing internally - The best way to understand a platform is to explore it firsthand
 - Regardless of what tech exists, you have to be rooted in the community.

3. THE INTENTION OF CONTENT

- TikTok has brought creativity back into the lives of marketers, pushing them to think about how they're going to entertain their audiences and ditch the formulaic social strategy.
- Brands have to learn to put themselves in the hands of consumers.

4. COLLABORATING WITH CREATORS

- Partnering with creators today is different from partnering with influencers yesterday.
 - You can no longer hand creators a script. The content must be told within the context of the brand that they've established.
- Don't limit yourself to a creator that is obvious to your industry.

5. PROOF THAT IT WORKS

- **AFFINITY:** 73% of users feel a deeper connection to brands they interact with on TikTok, compared to other platforms.
- **CONSIDERATION:** 79% say TikTok inspires them to buy or try new products.
- **PURCHASE:** TikTok advertisers drove a 96% higher paid media Return On Advertising Spend (ROAS) compared to all other forms of digital media measured by Nielsen, and almost three times the offline sales efficiency.

Ian

1. BUILDING THE NEXT

- Those who view games through traditional television are a completely different audience compared to those who view content on social media.
- Football starts and ends with community.
 - Build community through creator programs like stadium experiences and participation opportunities for young people to get involved and play.

KEY LEARNINGS

Ian (CONT)

1. BUILDING THE NEXT (CONT)

- Help players build their brands on & off the field by understanding any outside interests.
 - Gen Z is 92% more likely to trust a creator or influencer than a brand.

2. PUSHING POSITIVITY

- Content is meant to be entertaining, fun, and engaging for all ages.

3. STAFFING YOUR PERSONALITY

- Ensure you have the right staff to represent your brand and the audience you serve.
- Empower that team with the ability to flex your brand tone for culturally resonate moments, platform by platform.
 - Speed is critical but the content and voice must also be accurate.
 - The NFL's voice on TikTok is different than on any other platform - it's more personality-driven content.
- Engage with your fans
 - React to what your consumers / fans share in regards to your channels
 - "When the NFL comments on content out of their ecosystem, fans lose their minds."
 - It gives the opportunity to give some personality, extend reach, and enter a conversation in a fresh and engaging way.

Rachel Weiss

1. THE ADVENT OF SOCIAL

- Beauty has built some of the largest social platforms in the world, from Snap to Pinterest, Instagram, TikTok, etc.
- Every new generation has a new platform that succeeds the previous platform.
- 80% of viral videos aren't creators or influencers - they are from the average consumer.

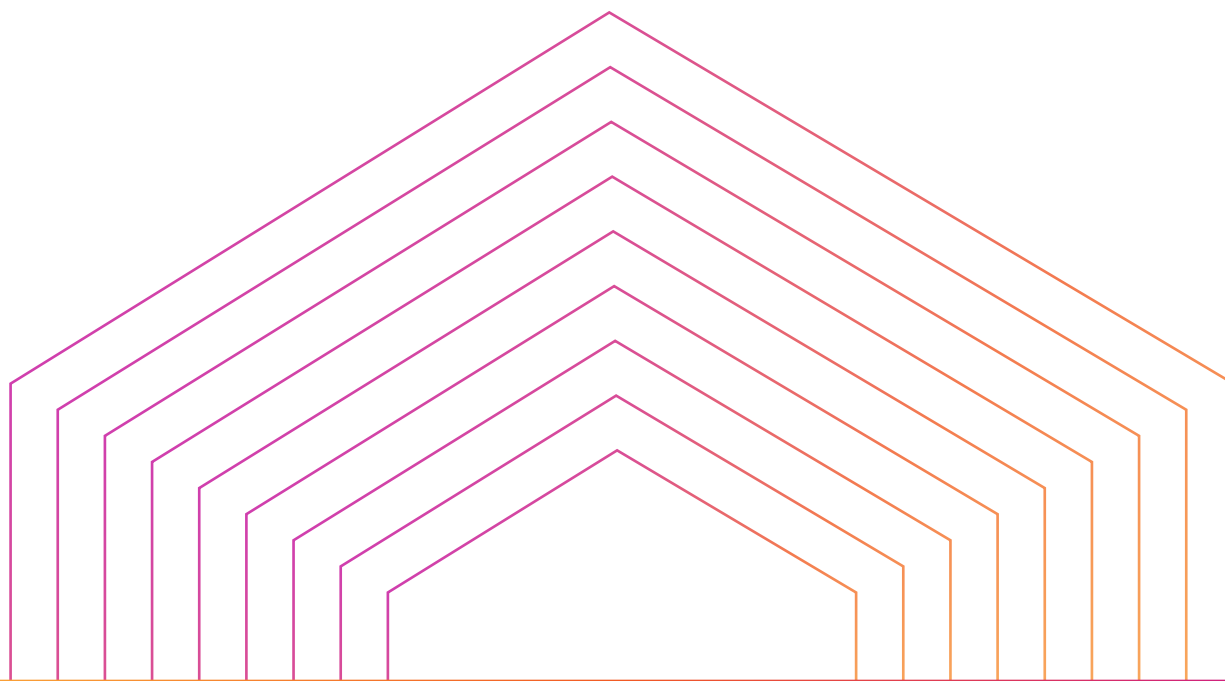
2. "THE GLIMMER OF GREATNESS"

- Brands are traditionally poor community members. Brands must learn to be part of the community and focus less on metrics.
 - Business outcomes will make or break your social channels - at the end of the day you have to sell product.
 - Be okay with failing on different experiments. Test and learn, put out different models of content, and educate internally on the ins and outs of social.
- How can you use creators plus technology in an authentic way without a heavy lift?
 - The hardest part for brands is not making "one size fits all" content.
- Focus on the creators' perspective when storytelling.
 - As a community member, how can you enter the conversation in a meaningful, authentic, and organic way without disrupting the flow?

Ryan

1. WIN ON SOCIAL: TIPS FOR

- Speak to your audiences with uniform sentiment but diversified messaging using micro and macro creators.
- Influencer marketing is measurable, from top of funnel to lower funnel. This includes in-store offline sales, online sales, foot traffic, and TV tune-in.
- Use the name, image and likeness of creators and amplify their content using custom audiences based on purchase based behaviors (what people buy), footfall (where they go), TV tune-in (what they watch) to see the best ROI.
- Over the past 3 years, diverse creator campaigns are driving higher attention metrics, sentiment, and sales.





RECOMMENDED MATERIALS TO CATAPULT YOUR SOCIAL



Sofia's

1. THREE BEST PRACTICES FOR MARKETERS ON TIKTOK:

- **Trusting TikTok creators:** Creators are the lifeblood of the community - they know what will resonate with their communities best, and we always encourage brands to work with them. In fact, our [Creators Like Me study](#) with HotSpex showed us that brands who partnered with creators on TikTok saw a **26%** lift in brand favorability, and a **22%** lift in brand recommendations.
- **Jumping into trends:** Trends are one of the easiest ways to find inspiration from organic, on-platform conversations and relate them back to your brand. From our [Culture Driver study](#) with Flamingo, we found that 61% of the TikTok community likes brands better when they create or participate in a trend on TikTok.
- **Inspiring co-creation within the community:** TikTok fosters a uniquely conversational relationship between creators, brands, and users that has permeated into culture in a way that can't be found anywhere else. Brands can make the most of it by utilizing TikTok's native, in-app tools like Duet, Stitch, and the ability to reply to a comment with a video to spark co-creation and conversation directly with their consumers. They can also amplify co-creation through TikTok's unique advertising solutions built to inspire co-creation within the community, such as Branded Mission which helps seamlessly crowdsource creator content.

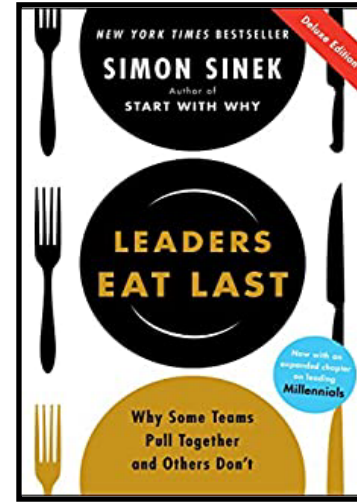
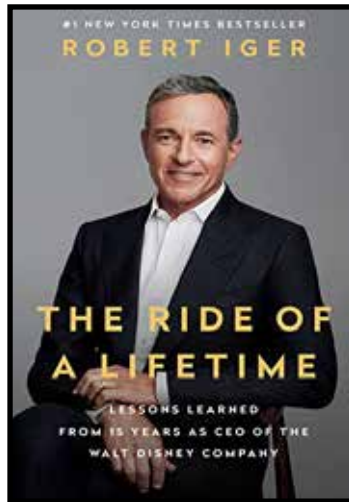
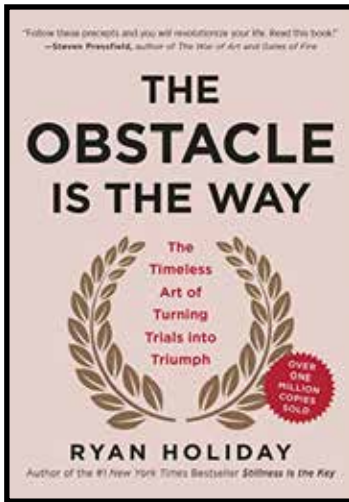
2. READING LIST:

- **TikTok For Business** - our global brand and platform that is home to all current and future marketing solutions for brands. TikTok For Business solutions are designed to give brands and marketers the tools to be creative storytellers and meaningfully engage with the TikTok community.
- **TikTok Creative Center** - a hub of creative insights and inspiration for the most up-to-date trends, hashtags, songs, creators, and videos in your region.
- **TikTok Insights** - a compilation of third-party research and insights spanning different regionals, verticals, and moments commissioned by Tik Tok.
- **What's Next Report** - a comprehensive report by TikTok that looks at how certain social and cultural sentiments are changing, and how these changes will influence the way marketers approach TikTok audiences in 2023.

RECOMMENDED MATERIALS TO CATAPULT YOUR SOCIAL

Ian's

- **"How the YouTube platform paved the way for today's social media"** (Fast Company)
- **"TikTok is crushing YouTube in annual study of kids' and teens' app usage"** (TechCrunch)
- **"Inside the NFL's fun, frenetic flag football campaign for Super Bowl 2023"** (AdAge)
- **"YouTube's NFL 'Sunday Ticket' deal is a win for traditional TV networks, too - here's why"** (CNBC)



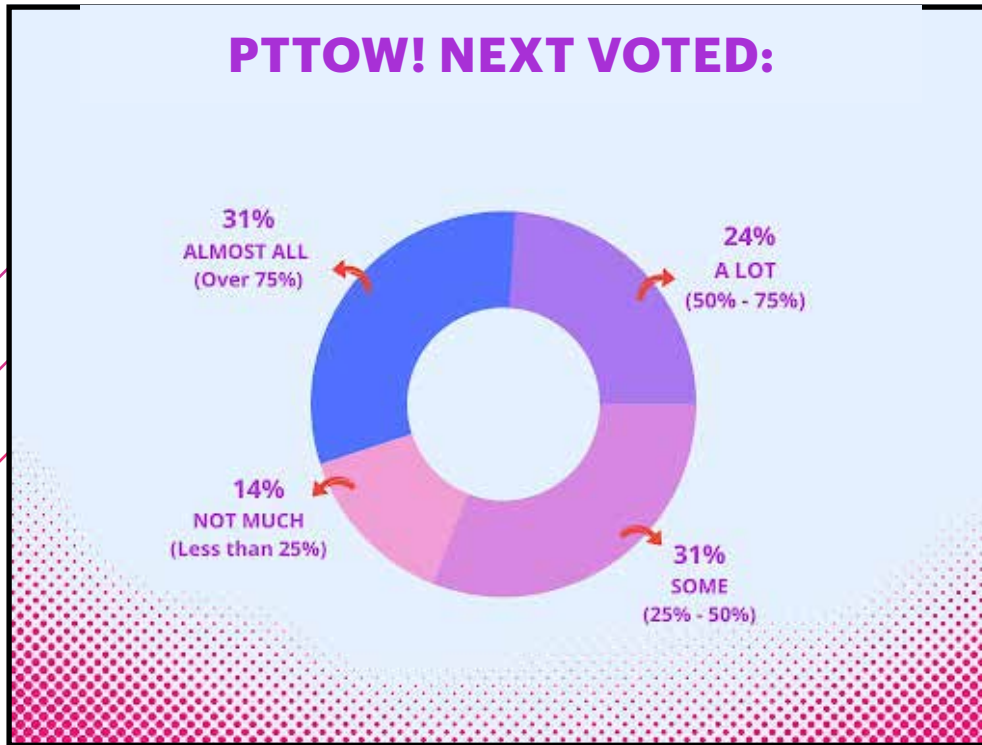
Ryan 's

- **"Meet 11 creator economy 'insiders' who work behind the scenes to turn viral views into dollars"** (Fortune)
- **"Top Creators 2022: These 49 social media savants – and one dog – are redefining celebrity for our connected age"** (Forbes)
- **"Influential's Ryan Detert On The Growth of Influencer Marketing"** (AdAge)
- **"81% of consumers embraced influencer marketing in the past year, study finds"** (Marketing Dive)

POLL

QUESTION:

What portion of your overall brand resonance strategy is dedicated to social?



**READY TO WATCH
THE REPLAY?**



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