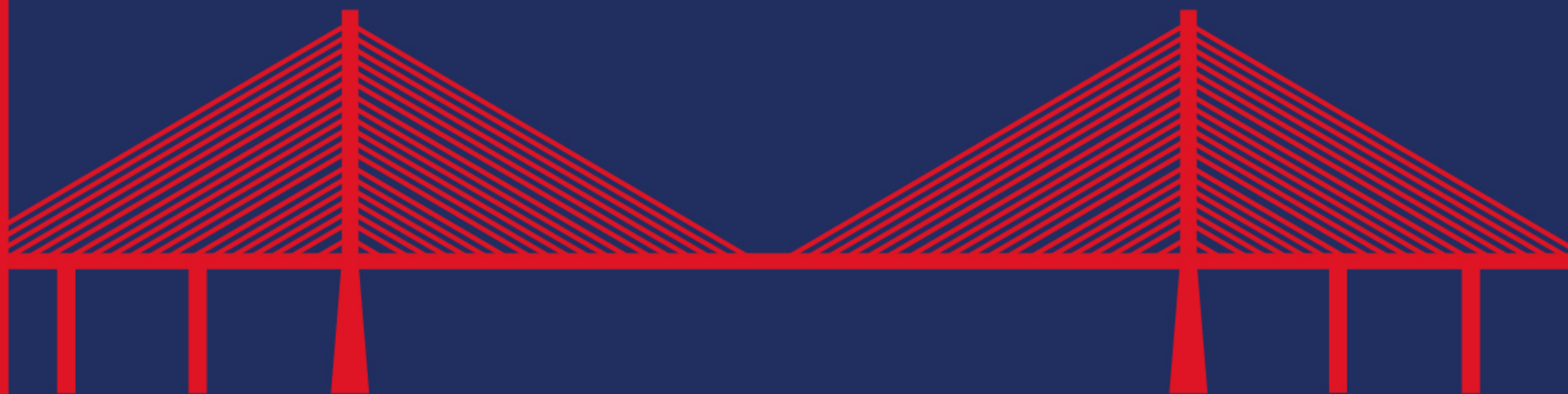


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PTTOW!
EUROPE TRENDS & INSIGHTS





A NOTE FROM PTTOW!

The inaugural PTTOW! Europe Summit featured conversations and ideation sessions with culture-shapers and global 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 2025 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!



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INSPIRATION FROM THE MAINSTAGE



Sir John Hegarty
Founder & Creative
The Business of Creativity

SIR JOHN HEGARTY KEY TAKEAWAYS

- Creativity is not a luxury; it's essential for survival and innovation. Without it, both individuals and brands stagnate and fade.
- Despite having more tools than ever, data-driven, risk-averse marketing is stifling creativity. Those that embrace creativity, constraints, and failure have a distinct competitive advantage.
- "Creativity isn't a gift for the few - it's the spark that makes us human. Use it, or lose it."

EMILIE SVIRIN KEY TAKEAWAYS

- Each of us carries a personal story that shapes our dreams, and often it's through life's hardest moments that we find the spark for innovation. Lived experiences can be the blueprint for what we're meant to create.
- In our digitally powered world it is all of our responsibility to ensure that tech actually meets the needs of the society it is serving.
- Partnership is the power of knowing that two things combined can be more than additive - it can be exponential.



Emilie Svirin
CEO & Founder
MiSeia



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INSPIRATION FROM THE MAINSTAGE

BEN ALLDIS & LEANNE HAINSBY-ALLDIS KEY TAKEAWAYS

- Clarity comes through action, by closing the gap between idea and execution. While not all risk takers will be winners, all winners are risk takers.
- Effective communication is the cornerstone of leadership, enabling collaboration, creativity and innovation.
- Leadership starts with self-mastery: your ability to lead others depends on managing your own physical, mental, emotional, and spiritual energy.
- Creativity thrives in diverse, open environments - by looking beyond your industry and challenging your thinking, you stay adaptive in a fast-changing world.



Ben Alldis
Author, Wellness Expert, Instructor
Peloton

Leanne Hainsby-Alldis
Women's Wellness Advocate, Instructor
Peloton



Simon Alexander Ong
Author of Energize, International Keynote Speaker
& Executive Coach

SIMON ALEXANDER ONG KEY TAKEAWAYS

- Left-brain thinking leans into logic, structure, and analysis, while right-brain thinking thrives on creativity, intuition, and connecting the bigger picture.
- The best things in life—partnerships, teams, relationships, success—happen when we embrace differences and trust that together, we create something better than we ever could alone.
- Whether facing big challenges or everyday pressure, honour how you're wired, lean on others' strengths—and show up with your whole self.



CHECK OUT I AM ROZE
& THEIR SONG DOLLAR

DOLLAR - A COLORS SHOW »



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AT YOUR FINGERTIPS

SNACKABLE CONTENT, MOBILE MARKETING & STICKINESS ON THE SMALLEST SCREENS

“

On TikTok, brands who dare to be bold, win. The brands that stand out are the ones who take calculated creative risks, show up with authenticity, and co-create with their communities. When brands blend entertainment with emotional insight and cultural relevance, they unlock a new kind of impact: building trust, driving ROI, and earning real attention in a world where every second counts.

”



Isobel Sita Lumsden
Head of Marketing, Global

 TikTok



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AT YOUR FINGERTIPS

SNACKABLE CONTENT, MOBILE MARKETING & STICKINESS ON THE SMALLEST SCREENS

KEY TAKEAWAYS

- AI and tech are reshaping how content is discovered, making frictionless engagement a necessity for brands. Users don't "use" platforms like TikTok; they "watch" and passively consume content through algorithm-driven discovery.
- While some audiences lean into passive entertainment, younger demographics engage more actively - especially through gaming, interactive content, and educational formats.
- Engagement isn't static; it fluctuates based on time, occasion, and platform. The challenge isn't just creative execution but strategic placement - understanding when and where different types of content will resonate most.



FEATURED COMPANIES

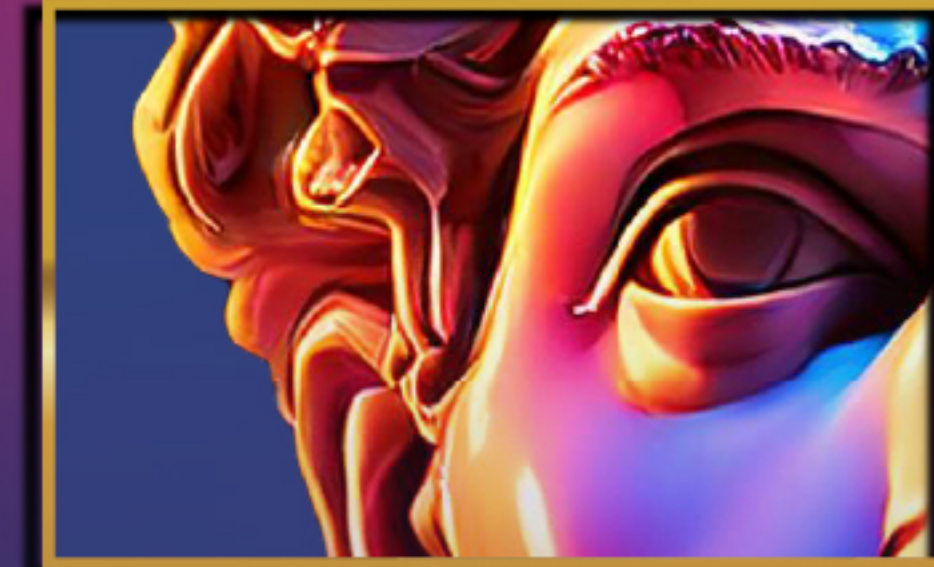




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AT YOUR FINGERTIPS

SNACKABLE CONTENT, MOBILE MARKETING & STICKINESS ON THE SMALLEST SCREENS



OPPORTUNITIES

- **Audience Retention & Engagement:** Many consumers express a strong preference for personalised experiences, indicating that tailored content is essential for meeting customer expectations. (BCG)
- **Higher Conversion Rates:** Targeted online marketing campaigns can increase email conversions up to 25% and in-person up to 60%. (McKinsey)
- **Brand Trust & Customer Loyalty:** The 2025 Edelman Trust Barometer shows that 79% of consumers engage with brands beyond product use, highlighting the role of interactive, snackable content in building trust and loyalty.

CHALLENGES

- **Content Saturation:** To break through the noise, brands must turn to authentic and innovative content strategies to stand out in a saturated market. (Forbes)
- **Adapting to New Formats:** Content, trends, and platform algorithms are ever changing. Sprout Social revealed that 53% of marketers consider adapting as the biggest challenge in social, while 46% struggle with developing content for new platforms.
- **Measuring Effectiveness:** As categorising budgets and tracking ad performance across different platforms have become complicated, prioritising the creation of standardised and clearly defined metrics is crucial. (Business Insider)



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THE RELEVANCE REVOLUTION

FUTURE OF RETAIL & GENERATIONAL SHOPPING TRENDS

“

We talked about the importance of investing in building brand and joining the right customer conversations, communities and networks to build trust. Winning today, is about showing up where your customers are, when they're most engaged, and delivering value that feels bespoke. That's the power of relevance—and it's what turns every Transaction Moment™ into a brand-building opportunity.

”



Courtney Hopkins
VP, Strategic Partnerships

ROKT



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THE RELEVANCE REVOLUTION

FUTURE OF RETAIL & GENERATIONAL SHOPPING TRENDS

KEY TAKEAWAYS

- Brands that win are the ones that lead with trust and authenticity. Trust is earned by showing up in moments that matter, not by starting new conversations, but joining the ones your customers are already having. Relevance means delivering value that feels tailor-made, at the right time. That's where real connection, and long-term loyalty, begins.
- Chasing new customers shouldn't mean leaving loyal ones behind. Gen Z and Millennials demand speed, personalisation, and seamless experiences, but heritage still matters. Brands that balance nostalgia with innovation are best positioned to serve both audiences. Staying relevant means evolving your offering, without erasing the story that got you here.



- AI and social commerce are redefining discovery. 74% of shoppers would rather receive no offer than one that isn't relevant (**The Joy of Checking Out**). That's why the smartest brands are shifting their focus to high-intent moments, like checkout, where curated experiences drive real results.

FEATURED COMPANIES

ROKT





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THE RELEVANCE REVOLUTION

FUTURE OF RETAIL & GENERATIONAL SHOPPING TRENDS

OPPORTUNITIES

- **Loyalty Programs:** 63% of consumers make buying decisions based on their participation in loyalty programs. Brands can revamp traditional models to offer more personalised, experiential, and value-driven rewards that resonate with modern shoppers. (**Harvard Business Review**)
- **Investing in Media:** Retail media ad spend is expected to reach \$100B by 2026, proving to be a powerful opportunity to monetise first-party data and enhance targeted marketing strategies without relying on third-party cookies. (**BCG**)
- **Embracing Experiential:** Implementing immersive, interactive shopping experiences are the next step in engaging consumers who are increasingly seeking unique in-store experiences.

CHALLENGES

- **Legacy Processes:** Many organisations struggle to integrate new technology into outdated systems, making it difficult to adapt to rapidly changing consumer behaviors.
- **Speed vs. Sustainability:** While consumers demand quicker, more efficient shopping experiences, brands must also ensure that their sustainability efforts are not compromised in the rush to innovate.
- **Privacy Concerns:** As personalisation becomes key to consumer experiences, companies must navigate managing consumer data responsibly while staying compliant with evolving privacy laws.



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FORGET WHAT YOU KNOW

CHALLENGE THE STATUS QUO & UNLEARN EVERYTHING YOU THINK ABOUT MARKETING

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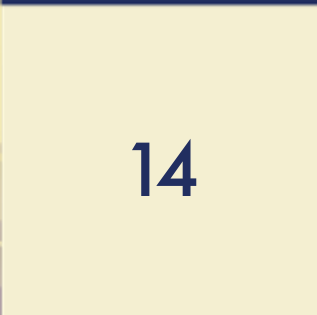
In order to thrive amongst the backdrop of a rapidly changing digital landscape brands will need to take risks. Creating a safe space for experimentation within marketing organisations will be critical to unlocking this. That requires trust and credibility with critical stakeholders, and in some cases exemptions from certain protocols and processes to enhance agility and pace-to-market.

”



Julia Sparrow
Director, Consumer Experience

Mondelēz
International



FORGET WHAT YOU KNOW

CHALLENGE THE STATUS QUO & UNLEARN EVERYTHING YOU THINK ABOUT MARKETING

KEY TAKEAWAYS

- Many brands are actively reimagining their identities, services, and products to stay relevant. This period of disruption presents a major opportunity for those willing to innovate.
- Success in the post-TikTok era isn't about big budgets but about leveraging platform-native, content-driven strategies that empower smaller creators and agile brands to thrive.
- Brands must prioritise channel diversification - leveraging owned media, DTC channels, and emerging platforms to maintain visibility and consumer connection.



FEATURED COMPANIES

NICK TRAN

Mondelēz
International

SAIL GP™



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FORGET WHAT YOU KNOW

CHALLENGE THE STATUS QUO & UNLEARN EVERYTHING YOU THINK ABOUT MARKETING

OPPORTUNITIES

- **Create a New Playbook:** CMOs should embrace a “test-and-learn” mindset to redefine outdated marketing models, shifting from rigid campaign cycles to “always-on” engagement strategies.
- **Embrace the Creator Economy:** The creator economy is projected to grow from \$250B to \$480B by 2027. There is a significant opportunity to collaborate with creators, tap into new audiences, and rethink content strategies. (**Goldman Sachs**)
- **Leveraging AI:** Companies like Delta have utilized AI to grow \$30M in sales, showcasing its potential to optimise the performance of marketing campaigns. (**Business Insider**)

CHALLENGES

- **Budget Reductions:** Marketing budgets have declined from 9.1% of company revenue in 2023 to 7.7% in 2024, with only 24% of CMOs stating they have sufficient funds to execute their strategies. (**Gartner**)
- **Consumer Behaviour:** 49% of CMOs report significant challenges in adjusting their workforce to meet evolving customer behaviour, highlighting the need for continuous learning and agility. (**PwC**)
- **Innovation vs. ROI:** 60% of marketers view investments in AI and GenAI as offering the most value and ROI, demonstrating immediate returns on such innovative strategies remains a challenge. (**CMO Council**)



WAVES OF CHANGE

GLOBAL SOCIAL EVOLUTION & WHAT IT MEANS FOR BUSINESS EVERYWHERE

“

At e.l.f., our commitment to positivity, inclusivity and accessibility is who we are. Our team, with 74% women, 76% Gen Z and Millennial, and 44% diverse, reflects our diverse community. This extends to our Board of Directors, who are 78% women and 44% diverse. From our inception 21 years ago to today, our mission has been unwavering: to bring the best of beauty to every eye, lip and face. We're dedicated to democratising access across all aspects of our business – from beauty to the boardroom, to equity, to women in sports, to gaming and beyond.

”



Patrick O'Keefe
Chief Marketing Integrated Officer

e.l.f. EYES.
LIPS.
FACE.



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WAVES OF CHANGE

GLOBAL SOCIAL EVOLUTION & WHAT IT MEANS FOR BUSINESS EVERYWHERE

KEY TAKEAWAYS

- DEI should be fully integrated into a company's DNA, adapting to ongoing shifts to support consumers. Efforts must involve all employees, creating a culture of equality within and outside the organisation.
- Brands must deeply understand and reflect diverse audiences, proving their intention and relevance within the conversation.
- With **the rise of AI**, sustainability is critical, and brands must innovate responsibly to balance growth and environmental impact.
- Consumers are using their wallets to support brands that align with their values, forcing companies to manage risk and prioritise authenticity.



FEATURED COMPANIES





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WAVES OF CHANGE

GLOBAL SOCIAL EVOLUTION & WHAT IT MEANS FOR BUSINESS EVERYWHERE

OPPORTUNITIES

- **Embedding Values:** 71% of consumers say they're more likely to purchase from companies aligned with their beliefs. Purpose is no longer a positioning, it's a growth imperative. (EY)
- **Strengthen Local Ecosystems:** In today's fragmented landscape, regional resilience is key. Companies investing in local supply chains and partnerships are 2x more likely to maintain operational continuity during global disruption, building agility across markets. (McKinsey)
- **Environmental Clarity:** The World Economic Forum's Global Risks Report 2025 highlights environmental risks as the greatest source of long-term concern, emphasising the need for brands to communicate measurable, science-backed progress to build consumer trust.

CHALLENGES

- **DEI Skepticism:** DEI initiatives are encountering increased skepticism globally, with many employees and audiences questioning their authenticity and effectiveness. (Forbes)
- **Sustainability Backlash:** ESG strategies are experiencing resistance in various markets, with the acronym itself becoming politically fraught, leading to a backlash against sustainability initiatives. (Forbes)
- **Geopolitical Volatility:** The global business environment is increasingly affected by geopolitical tensions. The World Economic Forum's 2025 Global Cooperation Barometer indicates rising competition and conflict among nations, prompting a reevaluation of global positions and strategies.





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WORKSHOP

“TAP” INTO YOUR SOUL FINDING EMOTIONAL
FREEDOM FROM STRESS & TRAUMA

EMOTIONAL FREEDOM TECHNIQUE

Tapping reduces cortisol to decrease stress and boosts serotonin and dopamine, promoting motivation and well-being. It calms the amygdala to get you out of ‘fight, flight or freeze,’ activating the parasympathetic nervous system, to put you into healing mode. It rewires your neurological pathways so healthier thoughts become the default mode.

Tapping combines the acupuncture points and energy system of Chinese medicine with Somatic experiencing to release stress and trauma from body, which may also be where your subconscious is.



Samantha Hoogenboom

HEALTH EXPERT & WELLBEING COACH



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WORKSHOP

"TAP" INTO YOUR SOUL FINDING EMOTIONAL FREEDOM FROM STRESS & TRAUMA

THE PROCESS

Start with the karate chop point on the side of the hand or the thymus point in the middle of the chest. Tap rhythmically and tune into what you are feeling and name it. Say 3 times, "Even though I feel..... (name emotion or sensation)... because of (name situation)....I deeply love and accept myself (something believable)."

Say whatever negative thing is present, whether it's true all the time or just a passing thought. This neutralises it so you can let it go. This allows deeper feelings and thoughts to arise, to give you clarity on the deeper meaning and reasons for the problem. Keep tapping and acknowledging your thoughts, feelings, emotions and sensations as they change, to bring mindfulness and access deeper peace and truth. EFT tapping is best for anxiety, depression, PTSD, grief,



weight loss, addiction and pain. Try it on everything. It often works when nothing else will.

Continue tapping on the same point or tap several times on each point, moving on to the next closest point on the body. When there's been some change, take a deep breath and blow out whatever is ready to leave. See yourself tapping on the inner child if an earlier memory comes up. You can also ask yourself, "what does this remind me of?" to dig the problem up by the roots. You can then tap in some positives.



WORKSHOP

SHIFTING YOUR PERSPECTIVE ON CREATIVITY

A POETRY INSPIRED EXPERIENCE TO IGNITE YOUR BRAIN

In a world increasingly shaped by AI and automation, creativity is no longer just an asset—it's an imperative. At its core, creativity is the purest expression of our life force energy, the soul made visible through action. When companies understand this, they unlock not just innovation, but deeper connection, leadership potential, and emotional intelligence across their teams.

Adam Roa

CREATIVITY IS YOUR SOUL'S SIGNATURE:

Creativity is not a hobby. It's a transmission of your unique essence. Just as sound healing uses vibrational frequency to recalibrate the body, so too does authentic self-expression offer deep healing—physically, emotionally, and energetically. When employees are encouraged to express themselves creatively, they access vitality, confidence, and inner alignment, which amplifies performance and presence in every area of their work.



Adam Roa
Artist, Coach, and Founder
The CREATE Community



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WORKSHOP

SHIFTING YOUR PERSPECTIVE ON CREATIVITY

A POETRY INSPIRED EXPERIENCE TO IGNITE YOUR BRAIN

Creativity Rewires the Brain to Spot New Patterns:

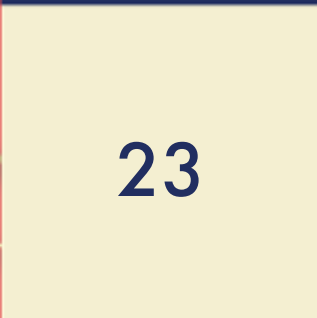
The act of creating—whether writing, painting, composing, or ideating—trains the brain to connect previously unlinked patterns. And this is not just art. This is the foundation of innovation and personal development. In therapy or coaching, we grow by seeing new emotional and behavioral patterns. In business, those who see new patterns first are the ones who lead industries. Creativity is how we practice this skill every day.

Self-Expression Heals the Inner Child (and Builds Resilience):

Many of us were told early in life that creativity wasn't practical. That being expressive was silly, unrealistic, or "just a phase." As a result, most people carry unresolved emotional blocks around being fully seen. When creativity is invited into company culture, it becomes a form of collective healing and confidence-building, releasing fear of failure and encouraging bold self-expression—two qualities essential for effective leadership.

Vulnerability Creates Connection:

To create is to be vulnerable. It requires courage to share the most authentic part of yourself. But vulnerability is also the gateway to connection. In corporate workshops I've led, team members who have worked together for years often say they're seeing each other in a completely new light after sharing creative expression. This leads to stronger collaboration, deeper empathy, and more innovative team dynamics.



WORKSHOP

SHIFTING YOUR PERSPECTIVE ON CREATIVITY

A POETRY INSPIRED EXPERIENCE TO IGNITE YOUR BRAIN

CREATIVITY IS A LEADERSHIP SKILL IN THE AGE OF AI:

As AI becomes more capable of execution, what sets people apart is the uniqueness of their creative input. The leaders of tomorrow will not just be those who work the fastest—but those who imagine the most creatively. Cultivating a creative mindset in your team today gives your company a competitive edge in tomorrow's landscape.





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RESOURCES

SNACKABLE CONTENT, MOBILE MARKETING & STICKINESS ON THE SMALLEST SCREENS

- [What Consumers Want From Personalisation](#)
- [Targeted Online Marketing Boost Conversion Rates](#)
- [2025 Edelman Trust Barometer](#)
- [B2B Marketing Trends: The Year Of Authenticity](#)
- [No One Knows How to Define A "Podcast" Anymore](#)
- [The Seventh Level by Amanda Slavin](#)

FUTURE OF RETAIL & GENERATIONAL SHOPPING TRENDS

- [The State of Fashion 2025](#)
- [The Future of Retail: 10 Game-Changing Trends That Will Define 2025](#)
- [Why Loyalty Programs Fail](#)
- [How Retail Media Is Reshaping Media](#)
- [The Joy of Checking Out](#)





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RESOURCES

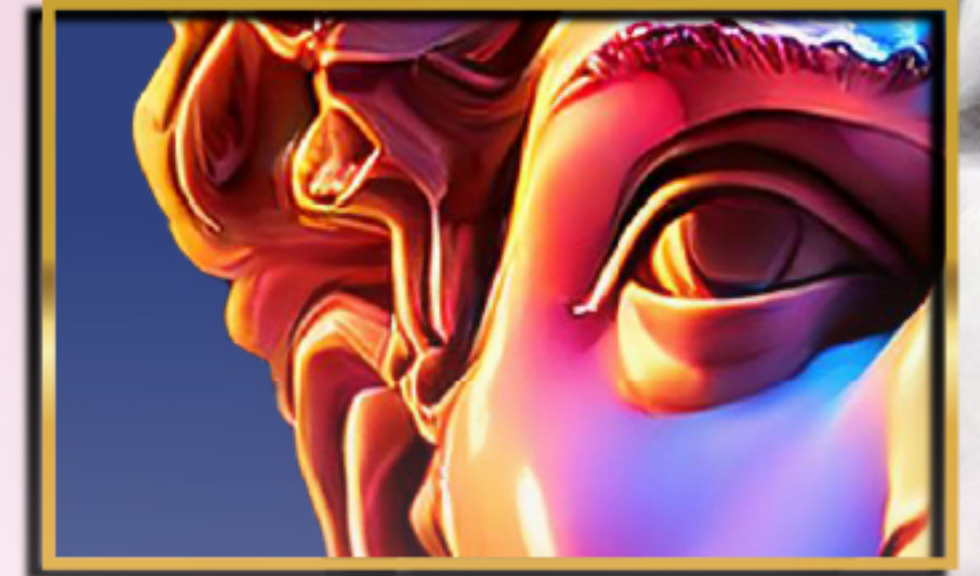
CHALLENGE THE STATUS QUO & UNLEARN EVERYTHING YOU THINK ABOUT MARKETING

- [Traditional Digital Marketing Is Going Amiss. Should Luxury Go Lo-Fi?](#)
- [Roblox Announces New Ad Format](#)
- [The Creator Economy Could Approach Half-A-Trillion Dollars by 2027](#)
- [How CMOs Are Using AI To Make The Most Out of Their Ad Budgets](#)
- [Marketing Budgets: How Much Should Your Team Spend](#)
- [CMOs and Marketing Leaders](#)
- [CMOs Predict Major Shift in Marketing Technology](#)

GLOBAL SOCIAL REVOLUTION & WHAT IT MEANS FOR BUSINESS EVERYWHERE

- [Climate Anxiety Is On The Rise](#)
- [EY Future Consumer Index](#)
- [Supply Chains: Still Vulnerable](#)
- [WEF's Global Risks Report 2025](#)
- [Cutting Through The Noise On DEI: Advice For Businesses](#)
- [What The ESG Backlash Reveals—And What Comes Next](#)
- [2025 Global Cooperation Barometer](#)
- [Can You Mitigate Your AI Carbon Footprint? *](#)

* Provided By  **Scope3** - Official Sustainability Partner of PTTOW!





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!

