

## VaynerX Presents: Marketing for the Now: Social Platforms & Culture!

One question an amazing lineup of ceos founders and experts This is marketing for the now 58 I love her game or come out you you Gary how are you I'm good Another marketing for now Do you know that we're gonna be celebrating our third anniversary in May Is that I do know that and that is something you know we want to have you on for the full hour I'm gonna catch you live here saying that you might consider that for the full hour in May We're gonna we're gonna take a look at that for May I might consider that Ok All right excellent Hold on I say hello to Mikey D Um Vicky J is in the building Louis C uh A bunch of great people Art Ortega Great to see a lot Holly uh see him all in the chat in the comments linkedin Facebook youtube We see you all here at Ginger Thank you for the hat comment Um All right Andre go ahead and we're fired up because they're all here because they want to hear about social platforms and culture and how we can be relevant with our brands today But before we kick off with some of our favorite brands we're gonna offer uh Zach Nadler to come on up CEO of VR speakers We want to hear a little bit more about what's to come for Von So you got three minutes we can go quick All right So uh Gary we've worked together 15 years this August you've been to over 1000 events What makes be different Um The intent you know I think the friends was created to make the world friends with each other right Patient panda and accountable aunt and all the stuff we're working on with character development animation kids books behind the scenes that haven't been seen yet is trying to make the world a better place But in the short term Von was structured to make people friends with each other It was kind of like the hippie of Woodstock but the business nature of Davos and South by and I think last year we need to really just educate everybody on web three And so last year a lot of education on web three this year I think you're starting to see it take its form And I think the energy of the you know you and I talked about this last year you were such I mean you were as meaningful of a human you maha and like there were six or seven people last year that had as big of an impact on that being such a winning event as I did and you were really there and you were in the trenches and like sweating and making it happen And then at the end we looked at each other and said this is insane how well this when and of course that's like you and others who did their thing but it was also the intent of the

energy of the audience And I think it's just different and I think anybody who's watching right now who's never bought an NFT needs to figure out how to buy an NFT ticket get their ass to Indianapolis cause May 18th to the 20th is gonna be fucking crazy Yeah so 36 days out for everyone is not paying attention Uh May 18th to 20th Von dot co slash tickets But let's be real Last year you had Snoop Dogg on stage You were on stage with Wlaf singing at one point with a stadium full of people What was your favorite part about last year That like the actual thing that was going on Was it connecting with all these people and taking 5000 selfies Like what really do you think people need to know about Von that you know the intent was there People wanted to be there but why is it Von What makes it so special I think my favorite part was watching my dad take all the things that people were giving to me and taking it for himself because he's a hoarder and he loves free stuff Um Yeah it was just you know honestly yeah you know me so well that you led the question you know that while everyone was like you're fucking insane for you know standing here for 6.5 hours without taking a drink of water and taking selfies like I want that one on one time with the community But like for me it's like when I think about I'll give you a great example Neil Patrick Harris and Drew Barrymore two of the speakers this year Like I know most people know Doogie Houser or like how I met your mother I know people know fucking et and Drew Barry Moser like I know that people know them but people don't know them And it was like what happened with Jesse Itzler last year right Like my favorite part is that the panels that you and I have put together are banana shit the contents banana shit Everybody I will talk about community and being friends with each other all day long You know this Zack and you won't we won't say it because it's gonna come across you know egotistical but like there's not a lot of events on earth that have the capacity of the speakers we have uh like it's kind of scary and you know so what makes it different is it's one of the single best lineup of speakers in the world with a community that genuinely wants to be nice and and we we're fixing like literally everything was nice last year except people bum rushing to the swag stations and running each other over because they want to flip life or they wanted the stuff So like now we don't have limited edition stuff but we have lots of stuff Like we're just gonna keep making it nicer and we're gonna keep making it a better quality content event And the one thing you said to me was afterwards you said all right great Next year let's make it bigger So we had 100 and 55 speakers last year We're gonna be close to 200 this year So for those of you who haven't seen we'll

have another announcement for you next week with our final lineup with that ready It's gonna be it's gonna be out of control Thanks for getting in Europe That was a fun little plug nice work Andrea I like the little commercial We kick it off for the commercial It's the pre I never look at the schedule like what's Zack doing here but don't worry Thank you Zach And next up we've got Mark Weinstein who is the CEO at Hilton He oversees a portfolio of 7165 hotels across 19 brands in 100 and 23 countries Welcome But who who we like to count you One of those mcdonald's how many burgers we've sold And I got up my swag game look at that shelf because you're pretty good there brother But this is I gotta add some layers I gotta add some layers one dimensional uh real quick Uh Camel we have a new office in Amsterdam I see in the comments mark It's a real pleasure You know obviously being the CMO of such an iconic brand Super cool Let's just go right into it What is your hot take Actually I have a great question for you Mark because my team has been really like I get debriefed on the majority of meetings And it's interesting to see like how you know our team is a tough filter because we're you know this about us we're a very different marketing firm than the the industry And so we come from a like a different angle but I've been really impressed with kind of the feedback of like the points of view of my team about you to be frank And so like I'm gonna ask you an interesting question based on that context What helped the audience here That's a mix of CMO S CEO S and entrepreneurs and and influencers and young people What is the disconnect between Fortune 500 brands and and like where's the element of like common sense That's why do companies struggle with doing good content on social because of the corporate element What are they missing What's the gap What are you sensing What's your state of the Union on Creative on Social is now where brand is being built But big companies are struggling to like go pot committed to kind of half in why And this is about you It's like just your observation Yeah you know I think at the core of it a brand has to be really comfortable with who they are you know what their purpose is and what their mission is But recognize we have zero control of where customers want to consume information And that disconnect I think is what's causing the challenge Gary I think brands are trying to push it out through channels that traditionally people grew up with and have believed in and known and yet our customers are showing up in places you wouldn't expect Do you think that brands are trying to stay on brand too much and not be contextual to the platforms and the tone and temperament of consumer segmentation Yes I mean our our best marketing is when creators tell their

version of our story in authentic ways right And instead of the brand saying here's the script and here's how it has to be done It has to be shot this way and the lighting has to be perfect reacting in the moment creating lots of content some things will fail And that's ok too I don't think that's the typical cycle for a major brand I think it's been so traditionally sort of purposeful and thoughtful and three year plans and we need to respond this afternoon if something happens on social and let other people tell our story and trust that the authenticity will outweigh the brand safety concerns that come up along the way I think you know at the core of your question gary influence has been democratized right And and that's the heart of what it is We need to let the people who other folks want to hear from hear from them what um what platform or what cultural pop culture phenomenon fashion trend up and coming influencer uh the way people are doing things TV show like what social platform and or what pop culture thing or movement Have you personally most intrigued Yeah You know we did some stuff on tiktok recently and and you know it could be any platform that happens to be the one that we are using at the moment where the average length of viewership is a couple of seconds right And we had the audacity to go to a 10 minute tiktok and go look for 20 times the average viewership time people spend viewing we're going to tell our story and we're going to push back and mock the form itself And so the creators we had the influencers we had were embracing the tropes and then pushing back against them That was a lot of fun That was a great way to tell our story and really go we're in on the joke you can wink and nod at the customer and go you know the viewer and go we get that your customers and also viewers that feels authentic That feels true I think where you get in trouble is when you try to teach a platform how your brand works or try to pull towards you that that doesn't that doesn't ring true And what's the biggest thing that has surprised you in marketing in the last five years Yeah You know maybe start with what hasn't surprised me Great storytelling continues to win the day Right at the end of the day I get asked some panels all the time What will be next I have no idea what technology what platform will come next what format it will take Is it voice Who cares Great stories will win the day And I think it's been a reinforcement It's not about stopping people where they are interrupting them It's about telling stories in the way they want to consume stories And so I love this again this sort of democratization of how we that's exactly right It's why we're so we you know we always say creative is the variable of success but the context of what creative you have to make based on the new

forms of distribution whatever those forms may be is where I think the industry is falling We're we're we're romantic about subjective quality and format and distribution in the face of what everybody in these chat comments are living well said I mean we're grading ourselves against the scorecard we built 30 years ago as an industry and customers are going Yeah that that that but that's not how I if these if these people knew that everything in Fortune 500 marketing was still based on a book written in 1991 They would laugh Yeah that's right And how do you have enough confidence and conviction in what your brand stands for that You can let people play with it and feel confident that it will carry the day That's been the difference for us in telling our story about you know Hilton for this day and our and our messaging that in the world of go go go taking a few minutes to reflect and stay is actually quite powerful and the antidote to everything else society wants you to do I think that's right What um what uh what do you tell inspiring kids watching right now Who absolutely want to be the CMO of the big company like you are What was a trick of the trade What was a hack What was a tried and true Who was an impact How did you get here from your perspective Look uh you know grind it out there There is no shortcut to this you know it it's a long game Don't try to get it tomorrow You know one thing I tell folks all the time is whenever there's a shiny object Everybody in the company wants to go work on that project the new brand the new product whatever it may be and that's the least successful place you're ever going to be It has the most scrutiny on it It has the most pressure associated with it Go find the thing that nobody else wants to do Stay back on goal go find the next project There's more white space there's more room to fail And by the way when that becomes the next big thing you will have been in the driver's seat And for me that's been what it is It's just chipping away and delivering along the way It's having big visions of what we can achieve and what's possible But putting wins on the board one point at a time along the way and that's how you earn your credibility and your chops I think in these companies in any company uh I think where folks get a little bit off track is when they try to jump steps when they sort of worry about you know we'll be sitting on the table we know our front line analysts we know exactly what their capabilities are and we know who's going to be CMO one day But if you think that way and you're worried about it you're going to trip along the way you're going to stumble along the way versus just doing great work day in day out taking the risks being confident And what I would say that the most young the youngest of our viewers fail early who cares Right at the end of the day I think we

over assess the risk of taking you know the the penalty of taking a risk very very low early in your career very very low And so take lots of risks They can they can perform quite well But Mark thank you so much brother Thanks for being on continued success and I hope you have a great summer Yeah you as well Take care Thanks Mark Love that last one Now now we're celebrating epic fails all the time I love that I agree before we uh get our next guest About 30 seconds I want everyone in the comments to say where they live and what they do for a living the networking I'm seeing potential here on Facebook youtube linkedin A bunch of you have just joined for my tweet and my Discord post Please also get the value from each other in this chat So please uh let us know where you are from and what you do Uh Love it I'm from Wisconsin Jersey via Bella All right it's time Let's bring up Wanda Young She's the global Chief Marketing and experience Officer for Ford Pro Ford Pro provides an integrated lineup of all kinds of things vehicles services software charging and financing options Can't wait to hear more Wanda Thanks so much for joining us Hey Andrea how are you Wanda I'm loving the pink Yeah I was just about to say Wanda Did they not tell you this is not a fashion show like you really brought it I mean this is I know I'm so exciting to be here Gary How's it going It's going well it's actually just a sweatshirt though Is it That's all it is is you get where you want right I get it Are you wearing a sweatshirt I love it Wanda Um Let's go right into it You know from your perspective sitting on top of one of the biggest car companies in the world where is you know big statement I don't think that's true You have a very senior role one of the big vision of uh you know a 120 year old Yes Yes OK I I know you like to keep it humble but the truth is you are sitting at a very senior level at one of the biggest car companies in the world Um What is what is exciting and what is challenging about the speed in which these social platforms are changing You know it's not just you know OK there's snap and there's Facebook and there's you know it's that within them the algorithms are changing constantly which is your distribution and awareness and the challenges creatively are changing constantly Give us some insight to what a giant iconic company has advantages in that environment or what's extremely challenging in that environment Yeah the the biggest part is like you just have to be relevant to customers and like I remember talking to somebody that I was trying to recruit in and they're like yeah I'm a B to C marketer I really can't come over and do this thing That's B to B in Ford Pro We're working with commercial customers and they buy fleets and so we sell to like the landscaper My electrician is actually at my house He actually rang

the doorbell when I was supposed to be coming into this And he he's like driving up uh you know Ford transit van And so he's one guy with one van and then we sell to big fleets with you know 1000 vehicles So I have to look at like who's our customer and determine are they actually on snap I can tell you this guy is not who's here Um But some of the dealers and some of the customers that we're talking to they're they're making tiktok videos and you know trying to highlight what's and cool about the lightning So we're trying to figure out what the content is gonna be that's gonna be relevant to them You're right It is about what's going to be relevant and because the algorithms are changing how do we stay on top of that And some of the things that surprise me I posted something about an electric school bus from a work truck week event And I was shocked at the number of sales leads and questions I was getting coming out of what I would have considered to be pretty old school in terms of who was walking through an event at something that was Indiana based called Work Truck Week And the people who followed me on Twitter who were commenting and actually damning me coming out of that event And by the way Gary I didn't even go to the event and it was about an electric school bus but they're actually trying to transform how they pick up and take our kids to school And these people are coming from San Jose California because they care about how you know they're moving their journey on electrification and they want to change So that's the the behavior change that you see happening that is um completely transforming the way people think about content and what you would not expect about that journey of content followership the way that they think and um what they want to do with their businesses entirely different What um what about popular culture Right So now you decide OK cool Like a tiktok can actually you know we've gotten to the era where 15 years later even the biggest companies in the world A Pepsi A BMW A Ford A you know whatever it might be They now understand huh This social media thing is not a toy this can be real So we're there Uh We're not fully there I think a lot of people still think of it as an afterthought but we're kind of there Then you got to fill it with content to your point How much do you think this is actually a great question that I'm curious about your answer but I think it's gonna help a lot of CMO S that watch the show Do you think that every brand including B to B has permission to understand what's happening in popular culture and find a way to weave that into their communication Isn't that a leading question Of course it is of course other than other than you could say no I mean I would definitely not say no I was at the early stages of social media

working for Walmart trying to develop them with the Facebook page for every retail store I mean it has to be the conversations occurring there It's got to be an integrated part of conversation We work to put in every single plan that we're developing And um the reality is the conversations start there first It's not coming through a press release it's gonna get distributed through you know news outlets Um It's begins there I actually try we we work to develop what's the customer journey and where do they begin And often times what I'm usually um teaching the teams that we work with on on product management is customer journey begins where it is online and it's going to begin through a platform pick one and they're they're starting their searches whether it's through Google and whatever and then map it from there onward And that's how we start And then we have to think through what are all the touch points that they're gonna go through from there So we always talk about what the customer journey is gonna be And by the way it doesn't matter if it's B to B or B to C it's just people they're like we don't market to buildings So it is a customer conversation and how they're getting there And you know um I followed this there's this really weird guy that I knew that was doing these wine journals and he's talked about like a wine library He's a really odd guy He's been doing like a thousands of these videos over the course of the years You might know who he was And uh we weirdly uh work with the Sonoma County Winegrowers Association and you wouldn't think that wine and trucks go together You don't drive when you're doing this I mean I do Um I've shipped a lot of wine around the country through trucks Trucks are a very important part of how my wine farmers love their trucks But these wine growers um we started working with them as when we launched the Sonoma Um We were launching the Ford Pro brand and we went out there And so uh all types of people who are driving trucks and vans are working on their journey to electrification and they people that you wouldn't think are beginning this conversation But they started online across platforms and they came to us and found us by looking online saying look f 150 lightning had to start this and you know why Because they want to lower their emissions footprint and they looking to deliver a new way of actually doing something as old as farming and take this um their business in a different direction It's all kinds of businesses small medium large government enterprise And so we're helping them do this but this conversation begins with what they find when they go and look for companies and businesses who can deliver You know what we talk about is really just it's a one stop shop and that's how we we start the conversation



with them Interesting What about longer form content for something that is you know when I think about lowering emissions and you know electric vehicles and things of that nature is there back to social platforms Has there been a thought or how do you think about or does the company think about longer form content that then gets chopped down to your point even earlier about the school bus the concept of in A B to B environment for all the B to B marketers here filming the trade show to then create the clips from the conversations at the trade show to be content they're putting out on youtube and linkedin Um please Oh my electricians here Do you want to meet him I'd love to say hello Yeah Hey No it's scary Do you wanna um can I just talk to you in about 10 minutes So can I say hi to Lloyd No he's he just walked out though He's gonna have to talk to mattress He's working on my Grove store Um he um that we do that a lot We actually filmed a lot of customers when we're at the trade show We actually just got do an intercept and then we talk to them about their business because the whole point about getting to authentic content Um I heard you was talking a little bit ago um with Hilton and and the auth of actually capturing like what are the real what are the real challenges of their business They I mean when you talk about um I know you have a love for you know um small businesses in particular and when you think about what they're dealing with we try and get behind like the real issues I mean we talk all the time I I go out and travel with our sales teams and we go and visit with them about like you know through the um the the challenge of going into the recession fuel is a issue as they are taking their trucks and vans and they have to keep them for a lot longer because of the fact that by the way I don't know if anybody heard but there was a chip crisis and we haven't been able to all o ems haven't been able to actually deliver the trucks and vans that have been promised So for those issues um it's been the rising cost of fuel major issue Repairs have taken a lot longer to get them in and out of all of the garages And so customers have really been dealing with that So when they try they start thinking about well maybe I need to go hybrid maybe I need to So they're out researching and looking to get a lot of help as they're trying to figure out how to go electric and they've been looking at Ford and Ford Pro to figure out well can I get some help on the consulting of this They need to figure out and it takes months to get electricians to help install you know the right type of chargers How do they get this done with the city permitting And this takes it can take 6 to 9 months to get through that process So they have real issues trying to install all of the software and the service to get all of that put together they need a lot of

support they're out scrubbing youtube looking for the right support and help on that So that's why we I want to think in this last second based on everything you just said is a I becoming an important conversation because you realize you can map that and make it much more efficient for people We have a team internally They have we have a proprietary tool internally that is um developing a solution for us And it actually takes all of the Ford jargon and it has built on it A I platform that we're utilizing and actually um building it to help us support our contact center They're like get off get her out of here She's talking to me So that's something we're using for our contact centers to support to develop it so that we can do better online support and um working to integrate that into some of our online chat as well Wanda Thank you Thanks very much Good to go That was great I think it's Gary's electrician is calling him right now That was lovely Thanks to you both Thanks Gary for joining All right it's time for Ryan Harwood Ryan Oh my God Ryan It's I feel like it's been too long man It's been a while It has a while It's good to have you back Thank you Before we spin off your own show here Ryan is the CEO of gallery Media group our publishing entity at VR and Ryan I'm super fired up today We have Aleko Acheta who's gonna be joining us Let's bring him up He has quite a story He's the VP of marketing for Gray Groove Goose North America And after being eight years an entrepreneur he's now come full circle back to Bacardi Limited where he started his career in 1998 That is so cool Cheers to you Aleko Thank you for joining us How you doing Aleo What's up Ryan Everything good Everything's great Everything's great Thanks for having me on Yeah absolutely Surviving this hideous weather down in Miami right now Yeah So we've actually had like three straight days of rain which is uh pretty uncommon for us But uh you know I mo most of the year it's paradise down here So no complaints I'm I'm actually down here with you right now which is why I'm looking out the window I'm like Jesus I have to go back to New York on Saturday Give me something down here Well it's good It's good Martini weather Indeed Awesome Well let's jump right into this I'm excited to have you on because I'm a big fan of the brand Um You know you've been with Bacardi for years Ho how have you seen the company's viewpoint on audience change over the years Yeah No Great great question because it's a hot topic for us Um I I really think like honestly as a whole I I don't think the audience per se has changed I think the way we look at our business is we have to continuously always be recruiting into the the brand So audiences to say I think what's really changed is the way that we connect um with the

audience You know when I started 20 years ago I could do print ads uh the TV spot and I'm reaching 90% of the audience that I want to Now it's a lot more nuanced And I before we used to broadcast our method now now we really have to rely on a lot of other mediums especially within social um working with influencers Um And we can connect um with the audience that we're trying to to recruit in a really relevant and organic way Yep makes total sense And I know that music it's a huge part of of your marketing strategy for you and you know you're the spirit of the Grammy you know tell us what does that mean for the brand and consumer And why did you choose that as a pillar Yeah for sure So the Grammys uh we're gonna go on we're two years that we've been the official spirit of the Grammys Uh Obviously when you look at the Grammys it really is like the Super Bowl of culture Um And really what goes perfect I mean consuming like you know high end uh spirits with music They it goes hand in hand it's a celebratory mo moment Um And for us we've al always um really looked at music to to celebrate creators expressiveness Um And the Grammys in particular is is just an awesome event for us Besides being such a a cultural moment uh it allows us to really have full on 360 activation you know from the event itself where we can serve our products So we have a signature drink and the passion drop we have content that we create specifically um with them And then we can also do broadreach media because I I do still believe in TV I think it in the right time it does allow you to have broadreach so we can actually advertise in show Um But what happens with TV S is as as you know nowadays you know consumers really have a control you can watch anything whenever you want you can click on and off But where they really do lean in it's live sporting events or award shows like the Grammy So that so that's why for us it makes um a lot of sense um to do Um And then personally just uh you know cause a lot of this is personal too I'm a big fan of music in general and uh and it's it's nice to be able to go to the Grammys and and see your brain come to life there I appreciate that same reason that I show up to the uh the US Open each year which we'll get to that you guys are a big part of that Um You know I'd be remiss if I didn't ask you about the rise of of ready to drink and ready to serve cocktails Like how do you think about that trend rising and how is that gonna impact your business overall Yeah No I mean it it's been like a game changer really um in our business Uh because I I think um especially when you look at a lot of people used to come into high and spirit or spirits in general through through beer Um But now what you're seeing is you know you have a lot of like spirit based RT DS or even like white claws

And truly people are think that they're already um you know have spirits in them So that to me is like one you're already like a step closer um as well Then the other thing that happened is uh what RT S for people don't know that's that's more ready to serve So that's not in the can So that's like cocktails in a bottle And people really want to create that experience that they have in like uh a high end bar Um for example or a restaurant with a cocktail at home Um But our insights show for example there are 20 million Americans that own a martini shaker but they're like intimidated to use it It looks cool but they don't know how to use it So we actually launched uh this month uh a Grey Goose Classic martini in a bottle where we're really offering consumers a perfect martini every time like in a bottle So it's a really exciting innovation for us Um We think people will you know want to do it because it demystifies the martini but it's also very organic It's not like we're creating something that's not part of the brand's DNA Um with the Gray Goose Classic Martini makes a lot of sense you know and and I'm I'm always interested in people's take on this you know you oversee a highly venerable brand Uh you know it's been around a while you know even when I was in college it was the hottest drink ever Like how do you remain relevant over time with such a venerable brand Like Gray Goose Yeah I mean really that's the crux of my existence and day to day So uh first and foremost it really starts like with the the team um you know as as a middle aged person trying to recruit uh new consumers in integrate goose Um I I need to have a team of like super smart young diverse that are reflection of our consumer you know the consumers that we're actually you know trying to be relevant with So it starts with that um as well And then um you know I think you also have to be comfortable like seeing control like of your brand everything's not always gonna be like totally on brand on point So that's why we work with you know influencers that you know they have their own audience but they they want to speak to their audience not in a brand voice but in their voice So you have to be comfortable with that And then we also align um with certain like cultural platforms So we we're partners with uh lebron James uh uh and Maverick Carter's Show The Shop on uninterrupted So it's basically really raw open conversations Um But you have to be comfortable as a brand person that is you're not always gonna have be on brand uh like on message the way you would normally perceive it to be But your message is coming across in a way that's relevant um to the people that are taking in the show because they're tuning in to to hear the conversations not to learn about your brand So your brand needs to be there in a way that's organic and authentic

And last question here before I do a quick speed round you know I brought up the US Open before it's one of my favorite events of the year by far Um The Gray Goose Honey Deuce cocktail is the drink of that event It's made waves for a while just in culture in general I mean how did you get the brand so entrenched in a cultural event like that And and how does that impact the business or how you show up elsewhere at other events Yeah I think um the US Open we're going on year 17 with the partnership So consistency I think is a big part of it I think too many too too often Um brands will be in and out versus forming like long term partnerships with brands Um The other great thing about the US Open is unlike a football game or something where last call is for example at halftime sometimes like the matches go on to 23 in the morning Um So that also gives people an opportunity at I think we have a stat that a honey deu is sold every three seconds uh at the US open which is pretty amazing Uh And we really didn't even realize how big of a part of the US Open it was um until the pandemic hit and there weren't audience uh people allowed at the US Open So we actually created Honey Deuces to go in conjunction with the US C A Um And that also led now that we have like through cocktail courier you can actually have Honey Deices like ordered uh to your home But yeah it's been great I mean it's like I I don't think you can experience the US Open without a gray goose Honey Deuce You cannot All right Awesome quick speed round It's what I'm known for It's the only reason why these guys keep inviting me on to an interview people So here we go early riser or night owl Yeah At at this stage of my life probably more of an early riser even though I still probably go to bed a little later than I should So you're always on Instagram or tiktok for personal consumption Yeah Um Personal I I'm still probably a little more IG but uh but tiktok is very much a guilty pleasure that that I'll get sucked into quite often You never leave home without I live in Miami I have to say my Ray bands Yeah I I got I I always gotta bring the shades with me And lastly how do you drink your gray juice Oh gray juice martini uh stirred with a twist I love it Aleo Thank you so much for joining us We appreciate it Awesome Thank you Ryan That was fun That was fantastic I'm not going to forget that that honey Deuce Statistic is a is a crazy one right Whoa I love those All right But let's bring another beverage brand up Shall we Ryan Let's go All right let's bring Michael Smith up He is head of marketing for one of Peps Co's newest brands Starry which is a lemon lime soda which is poised for a major disruption Michael thanks for joining us And if you can't tell Ryan he's he's calling in live from Hudson yards Let's go He's in my office right now What's up Michael I'm doing well

man and uh happy to be here both virtually and physically I love it I love it Michael one of my favorite people in the marketing world You remind me you're a Knicks fan right Or no Uh I'm a Knicks fan and it's been a good year I'm excited I'm excited for Saturday night Let's go Knicks Just for everyone in the audience You got to root for the Knicks Absolutely All right Thanks for joining us today I'm I'm super curious to learn more about star given how new it is and how you guys are thinking about the brand You made a big splash in the sport that I love So you know tell me you just launched this new soda brand It's a very crowded beverage market Tell me how you looked at platforms how you looked at culture when you were preparing to launch story in order to inform your decision making Yeah it's a great question and it's a crowded marketplace And I think the first thing that we try to do is say where are we trying to win Um And so we really focused on the lemon lime categories stories uh lemon lime soda So we said first and foremost let's win in our category Um And from there we can win more broadly in the beverage base And then you know to your point around platforms I think you know for us it was about who's underserved who's not being seen who do we have an opportunity to create a real and authentic relationship with who's going to embrace our brand Because you know the category is not talking to them brands aren't talking to them or brands aren't showing up there And so being you know a new brand to the marketplace we were looking for white space we were looking for white space from a platform perspective We were looking for white space from a consumer perspective and you know what we really saw um when we started to peel the onion a little bit is especially in our category there's one really dominant player It's been around for a very long time Um but it isn't necessarily representative of younger consumers in the marketplace And so we said you know there's an opportunity where you know you don't necessarily want to have your mom's lemon lime soda So there there was a an opportunity for us to act as a badge for a younger generation And then we said OK you know where do they live Where do they spend time And you know that became really easy for us And so you know we looked at the tiktoks the reels the the youtube shorts of the world and said you know we can win in this space where by the way our competitors aren't playing and where the consumer that we want to embrace is naturally living Like let's show up there and let's break the playbook a little bit around how you would launch a soda brand especially coming from you know a company like Pepsico in order to authentically show up in the lives of those consumers But that's really how we thought about it I love it

And as I mentioned earlier you guys chose the NBA you chose All Star Weekend to launch star in a big way You know what was the process like in which you picked that cultural event And what were you looking to achieve throughout the weekend when you when you went there Yeah You know it's another great question and there's I mean I guess it's an age old marketing tension but it shows up in our world a lot We wanna be specific to a target consumer that that we're really looking to act as a voice for But we also have a responsibility as we think about how we need to grow our business to find the right mainstream platforms to drive awareness and you know with star being a new to the world trademark like there are not that many times where you get to launch something wholly new And like our innovation development process is almost 18 months long So we're sitting with it right it to us it's not new it's something that's existed for a really long time And we have to remember that you know for consumers every consumer that sees Dari this year it's probably gonna be the first time they interact with that brand It's not a line extension it's a truly new trade market And so we needed to find the right place where we felt like we could be authentic to our audience but also show up you know in a big way and and on a large stage And so we we felt that All Star Weekend was the right way to do that Um The NBA um is the most impactful sports league amongst young consumers Basketball is a lifestyle as much as it is a sport Um So we felt like it was the right place for Stare to be And then the All Star weekend is the crown jewel of their season maybe outside of the finals And so there are all eyes on the NBA over the course of that weekend So we felt like it was right from a target perspective We felt like it was right from a scale perspective And then we said how do we go big So we integrated across the board everything from owning the three point contest to launching our first ad campaign to activating on the ground to giving out you know almost a million samples of star um to partnering with over 15 athletes over the course of the weekend Like it was like we're gonna be at every touch point for people on the ground and for people tuning in And so you weren't gonna be able to miss us and it was the right place for us to be I love it You know as I scroll through tiktok you know there's there's so many beverage challenges soda challenges taste tests You know people are fanatic about what they drink You know how how do you keep relevant when the competition is this fierce in this type of category You know it's a great question I I would I would throw that one back at you like you give me the answer Oh no You know it's uh it's one of those things that for us like we don't know And so

you have to you have to get yourself out of the historical marketing model If you're gonna spend six months nine months designing a campaign and you're gonna think through every eventuality of that campaign and then you're going to push it out into the world and you know you're gonna cross your fingers that that people accepted and that you hit on something at the right time You know for us when we think about how to be successful on tiktok how to break through given everything that's going on And the speed of cultures we decided to do essentially two things and those two things are based on you know us accepting the reality that we don't know what's gonna hit and we can't design something to hit every single time And so we've done two things two things First we've brought an entirely new process to our organization that allows us to you know streamline the decision making hierarchy in order to develop produce and publish content faster Uh So we've stripped away a lot of the obstacles and barriers to moving fast Um And that's really really helped us and then secondarily we've decided that we're gonna produce that volume and at scale because we have no idea like what's gonna win Um There's nothing I find you know funnier than sitting in you know a creative review for social content And this is like I don't know man like let's do it Um Does does it feel like it's relevant Is there some buzz and some heat around it Is it you know a conversation or a concept or an idea or a trend you know that we can have a unique point of view on All right let's do it and let's continue to test and learn like the tiktok algorithm is the biggest focus group probably in the history of marketing and let's leverage it as a focus group and let's continue to throw stuff at it um to to see what works and hopefully we get better over time But for us it was really about how do we operate at scale and then how do we structure our organization and our teams to allow for that Um And the more that we do that the more of an opportunity we have to be successful Yeah it's an it's an end statement not a no statement Keep creating keep creating and let let the algorithm tell you what consumers actually like I love it Um Last question here tell me about your own personal consumption habits and and just kind of interaction with culture Like where are you engaging with the culture of right now in order to you know try to just learn in general You know it's a it's a great question and I've found over the course of my career hopefully I've gotten better at marketing and I've probably gotten worse at culture And the reality is we all get older like that just kind of happens Like I cannot I can no longer trust myself to be able to look at something and say that's cool Like people are digging that like it's the reality of aging And so I've tried to to move away



from that and I now I find myself more as a voyeur voyeur of culture Um And so there there are two things that are really important to me and one obviously honestly it's more of a mental health thing I I'm all about touch grass and like you gotta just get outside and like spend time with people spend time out in the world in the physical world Um That to me is really important It it it helps me from a mental health perspective but still being able to see how people engage you know how they dress um how they behave like there's no to me there there's no anecdote for actually being out in the world And then secondarily man I'm I'm scrolling tiktok like I really am Um And so the the algorithms fitting me for sure But um that's where culture is happening right now and it's where I'm spending the most of my time So talking to people in the real world and then scrolling I like it I like it Awesome speed round for you time right now Here we go Are you an early riser or a night owl I'm an early riser now man again like getting older And so there's there's nothing better than you know a coffee at 6 a.m. these days Oh I like it OK Personal consumption You're spending more time on Instagram or tiktok these days I spend more time in IgD MS and more time just broadly scrolling tiktok as an entertainment platform It's super interesting Um You never leave home without this airpods every day Can't walk out the door without them If I lose them I'm going directly to the apple store Like have to be in my pocket Last one Ice cubes or crushed ice Oh OK As a former athlete if I'm icing a body part crushed ice If I'm putting ice in a drink ice cubes I love it I love it Thank you Michael I appreciate you Let's go Nick Absolutely man Appreciate it I loved Ryan's face when he was talking about the crushed ice I was like he couldn't wait to hear what your answer was and I know I don't know about the crushed ice thing for injuries I gotta try that It's a good one All right it is I can't Thank you enough Both of you for joining This is fantastic Thank you so much All right we next up we have Chris Anthony Chief Revenue Officer from Gallery Media Group Hi Chris how you doing Hi Andre how are you Good to see you It's nice to see you too It looks like you're somewhere exciting I'm not just at home but I need my own trademark ring Lightning Ryan like Ryan He's like the right of the show I need my own version I know Well you know what I think we let him do that We'll do our own thing You're gonna have your own show you're gonna do your own thing And yeah and with you guys you can actually produce it So it's all good All right Next we have June up Julie Reiser She uh she is the GM I have to look at it because it's such a long time GM and EVP for the premium skincare division of Crown Laboratories JJ June is a skin

expert and digital innovator with a proven track record for growth June I was blown away by some of the stories that you were telling me about the science and how you guys are looking at all kinds of areas that I wasn't even thinking about in my life So we're very excited to have you on the show today Thanks for joining Thank you for having me I'm so excited Hi June How are you Good to see you Great to see you It's a beautiful day here in Dallas So happy to be talking to you I know in New York as well it is Spring is here We'll take and I'm excited So it's 83 in New York on Friday So it's great But yes let's jump right in because with lots of exciting stuff to talk about and so many of the great work that you're doing at the brand Um so much today is talking about obviously relevance in culture But I think a lot of things have to obviously there has to be a North Star on a mission and a purpose talk a little bit about that and how that sort of gets you to relevance Absolutely Um I am so proud to work on this amazing skincare brand called strain And when we think about being relevant as a brand to our consumers it really I think starts with what you stand for and having that vision and purpose and a true differentiated identity And really proud to say also that Stretton has stood the test of time It's been around now for over 20 years as a science based clinical efficacious brand that is helping consumers with skin skin health problems and really delivering powerful products with visible results And I think that that is something that is so fundamental to the success of Stretton And when you have that North Star and the vision of how you're helping consumers with your products that really drives everything and it's been a growth engine for us Um However you still need to constantly be innovating Yes You know you've got some power products in our portfolio I'll give you an example Chris Um we have the number one neck cream in America It's an amazing product for tightening um and lifting the neck A lot of consumers don't realize that the neck is so sensitive and we're bringing this amazing amazing product It's been out there for quite some time but you can't rest on your laurels in order to stay relevant with consumers you want to innovate and certainly in prestige skin care innovation is critical Um And so we took that platform to not just launch things that may be trendy but don't necessarily tie to what your brand stands for So we took the idea of a neck cream and we launched a neck roller serum in a different format um for the neck and the jawline last year it was one of the most successful new products in prestige skincare So knowing what you stand for and having that North Star but then constantly innovating I think is absolutely critical to being relevant for consumers today Mhm Yeah And to your point innovation goes so well with

this topic and especially in the category it's driving all the growth So congrats on that and all the new product evolutions stay on that topic of innovation and sort of what that means in the platform space Talk a little about tiktok I'm a little familiar obviously given our relationship on that platform But what are you learning from that platform What's it sort of teaching you guys about um the consumers the product Talk a little about that platform specifically Absolutely tiktok is so great as a platform for listening and learning Um You know one of the key pieces that our marketing team does really well is to listen to the conversations that are out there and being part of the conversation versus trying to create a topic that may not be as relevant And so we use tiktok specifically to listen to what are consumers talking about What are they engaging on and in the world of skincare It's incredible Chris how much education is sought after Um Another example is there's a huge conversation on basic things like how to wash your face What is the right skin care routine What's the right order of products that you need to use Um huge debates in terms of cleansing maybe double cleansing adding eye creams serums moisturizers SPF And so one of the most successful tiktok videos that starts vein um launched in partnership with your agency um was specifically talking about skincare routines the right order the right products and that generated such an incredible conversation online So tiktok is great not just to have your brand message out there but really to learn and engage in conversations that consumers are already having It makes everything feel easy in the complex world of some some of these things So yeah it's such an amazing discovery tool in that aspect On the same vein Obviously you guys are a global brand and of such great presence everywhere shopping and commerce and all that has just changed so much over the years especially over the last three years How does it work in terms of you really thinking about being relevant on all the different shopping behaviors and different channels Talk a bit about that Yes Uh One example I can talk about is our explosive growth in China Um That is a market that we are growing in and in terms of how we're engaging with consumers and shopping because Omni channel has been out there for some time And yes we have a stri Acton dot com direct to consumer We have brick and mortar Our focus is specialty retailers but in a market like China live streaming is critical and we've seen incredible success by partnering with key opinion leaders Kols um one in particular Austin Lee Um and we're leaning into those major uh live streaming events like double 11 6 18 where you can sell thousands of units of strive and double fix for lips in minutes And so

really just staying on top of where is the consumer and being everywhere she wants to shop And in China that means live streaming Strive Acton is a global brand and just staying on top of all the different platforms and engaging with how she wants to shop Um That's critical because there might be a new form of shopping opportunities going forward There are a lot of things that we're really keen to just keep our eye on and be externally focused This is something I really stress to my teams and I think we do really well which is yes you wanna really have internal conversations processes and go to market strategies But let's focus on the outside let's bring the outside in let's figure out what's important to the consumer Where is she shopping be in those platforms and then when it comes to influencers Kols in China you know choosing the right ones that really have integrity and know your brand and authentically use your brand and love the brand and therefore can be a great um advocate for your brand on platforms like a T all um live streaming event so so great Um The live shopping space is so interesting and fascinating So it's so exciting You guys were there obviously early on in the right space there Last question obviously we talked about tiktok and there's a lot of inspiration coming from there What else sort of inspires you as a leader as a marketer from a from a culture standpoint right now where you're getting some inspiration as you're thinking about what's next for the brand Well we're always looking at diverse audiences and consumers I think that one of the things that we're really excited about with Stri Bein is expanding our consumer audience um we're looking at behavioral audiences but we're also making sure that we're relevant across and so staying close to consumers listening whatever platforms they're on we do a lot of social listening that is critical for us because we have consumers that are seeking us for let's say anti aging products But we also just launched an Acne range So let's talk to those consumers who have blemish prone skin they're on potentially different platforms and having different conversations And so really just trying to expand our audience by listening and seeing how can our brand intersect with those needs And because we stand for science and we stand for products that really work and our launches need to be super relevant This year we're launching an acne range also even arrange for Keratosis Polar So just staying close to the consumer because that was rough and bumpy skin was a was a need that we saw was out there And um there wasn't really a product and brand that had the integrity like stretchin um to be able to address that concern of uh rough and bumpy skin So it's just exciting times to work on Stretton and be part of um you know the prestige skincare space and just

be relevant in today's um culture Yeah it's so great and just the the amount of science and the work that goes in the brand is so incredible So congrats to all that and all the amazing work and um everything that's to come but thank you so much for joining us today Awesome Thank you It was fun Thank you June The the comments are going wild You got a lot of I think some new customers that need to be checking out some things Innovation is is fantastic I'm going for the neck thing Absolutely fantastic Thanks for joining Dune and thank you Chris as always Thanks and we'll see you soon All right take care and thanks all of you for joining us We are going to be celebrating our three year anniversary of marketing for the now on May 9th we already have an outstanding lineup so we hope you can make it 12 noon Eastern time So sign up and don't be shy Let us know if there are other people you want on the show Um What topics might be of interest and we can't thank you enough for joining us today See you soon