

Influencer Marketing @ Nickelodeon

Influencer Marketing: Crack the Code

When:

Start: Tuesday, June 11, 2019 at 9:00am

End: Tuesday, June 11, 2019 at 3:30pm

Where:

Nickelodeon Studios

231 W Olive Ave

Burbank, CA 91502

Agenda

TIME	EVENT DETAILS
9:00am	Breakfast
9:40am	Opening Remarks
9:45am	Nickelodeon Session Description TBD
10:30am	HOW BARBIE PARTNERED WITH DISABILITY ACTIVIST JORDAN REEVES ON AN INCLUSIVE DOLL We often think of influencers as Instagrammers with millions of followers and picture-perfect photos. In this session featuring Barbie's Director of Global Marketing, learn how influencers can be powerful consumer advocates and have an impact on the products brands bring to market. You'll learn how social listening allowed Barbie to keep their fingers on the pulse of customer sentiment, expand their product line while serving an unmet marketplace need, and how, in partnership with a consumer advocate, they were able to meaningfully advance their brand purpose. Katharine Buford Director, Barbie Global Marketing Mattel

TIME	EVENT DETAILS
11:15am	Coffee Break
11:30am	<p data-bbox="391 369 1338 401">DEVELOPING AWARD-WINNING, HIGH ROI INFLUENCER CAMPAIGNS</p> <p data-bbox="391 443 1414 919">During this presentation, mega-influencer Collins Key will share how he and AT&T created an award-winning campaign that not only reached the brand's target demographic but engaged them in a way that drove positive ROI for AT&T. The campaign included a highly connected, social media scavenger hunt throughout Los Angeles. With AT&T capabilities, Collins was able to stay connected to new and existing fans in ways previously thought impossible, bridging the gap between the digital screen, Collins' social media fan base, and pulling his community straight into the heart of the action. The ROI exceeded expectations: 31 million views, 111 million impressions, 2 million engagements, and earned awards ranging from an AdWeek ARC and a Streamy to a Shorty and a Cannes Lions.</p> <p data-bbox="391 957 548 989">Collins Key</p> <p data-bbox="391 999 1406 1073">Award-winning creator - 3B+ views, 20M+ followers, 120M+ monthly views The Collins Key Company</p>
12:15pm	Luncheon and Collins Key Meet & Greet
1:15pm	<p data-bbox="391 1226 881 1257">INFLUENCING THE MARKETING MIX</p> <p data-bbox="391 1299 1414 1864">Learn how Moët & Chandon celebrated the launch of their limited edition #LoveUnconventional campaign on Valentine's Day, leveraging influencers to deliver results across all channels including O&O, digital video, and earned. The campaign, which ran from Valentine's Day through Mother's Day, centered around a collaboration with famed millennial poet Cleo Wade, who was featured in a digital content series along with other notable influencers, resulting in Snapchat's first-ever two-user game experience. The content provided a strong PR hook that drove meaningful brand features during the key selling season and resulted in a 47% increase in press coverage, almost 17 million impressions across social and paid support, and 1.5 million video views. Christine Ngo Isaac (Brand Director and Head of Consumer Engagement at Moët & Chandon) and Raveena Parmar (AVP, Digital at Nike Communications) will share about Moët's influencer-centric</p>

TIME	EVENT DETAILS
	<p>and integrated approach to storytelling and influencer marketing, including the strategy and final results for the #LoveUnconventional campaign.</p> <p>Christine Ngo Isaac Moët & Chandon Brand Director, Head of Consumer Engagement Moët Hennessy</p> <p>Raveena Parmar Assistant Vice President, Digital Nike Communications</p>
2:00pm	<p>Break</p>
2:10pm	<p>IF YOU CAN'T BE FIRST, BE DIFFERENT</p> <p>While those other brands primarily focus on marketing with famous athletes, rappers and celebrities, K-Swiss noticed a change in the marketplace. Today's next generation doesn't just aspire to be famous, they want more. To be an entrepreneur. The CEO. Their own boss. In this session, learn how a 50 year-old American heritage tennis brand reinvented itself, carving out its own lane by releasing the first ever signature sneaker designed by celebrity entrepreneur Gary Vaynerchuk for entrepreneurs and esports lovers.</p> <p>Patrick Buchanan Global Head of Marketing K-Swiss</p>
2:55pm	<p>DRIVING MILLENNIAL ENGAGEMENT: HOW ACURA TURNED GIF STICKERS INTO 100M+ VIEWS</p> <p>To break through to a target millennial audience that is famously resistant to traditional advertising, Acura created the first-ever Instagram Sticker Car Configurator in collaboration with influential GIPHY artists. The campaign was a success on all the metrics traditionally used for social content, and the branded content accumulated more than 100 million organic views on GIPHY, the platform of choice for animated stickers. As a luxury brand, Acura has well-developed brand and style guidelines, but the success of this campaign came from breaking the rules. This session will take you</p>

TIME	EVENT DETAILS
	<p>behind the scenes of "ILX Sticker Builder" and demonstrate how Acura and MullenLowe collaborated with unexpected influencers (GIPHY artists) to drive engagement among millennials.</p> <p>Jessica Fini Head of Social Marketing American Honda Motor Co.</p> <p>Martin Pagh Ludvigsen Vice President, Director of Creative Technology MullenLowe U.S.</p>
3:40pm	Closing Remarks