



Conference Notes

May 2019



Schedule



LOCATION

Sugar Hall A

9:15am - 9:45am

The King Makers of the Direct to Consumer Economy

Jonah Fay-Hurvitz, Head of Strategy, Red Antler

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10:45am - 11:15am

Creator Media: The Evolution of Influencer Marketing

Jillian Kuchard, Manager Digital Strategy and Social Media, The Princess Margaret Cancer Foundation

Bryan Gold, Co-Founder and CEO, #Paid

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11:15am - 11:45am

Uncovering and Influencing Consumer Behaviours, Motivations, and Patterns

Alice Carroll, Jameson Brand Manager, Pernod Ricard

Jason Furlano, Vice President, Sales, MiQ

Adam Miron, Co-Founder & Chief Brand Officer, HEXO Corp.

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1:00pm - 1:30pm

Create, Upload, Publish: A Cheat Sheet for Maximizing Reach and Engagement for Your Video Content

Gwen Miller, VP of Content Strategy, Kin

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2:00pm - 2:30pm

Why Your Social Content Isn't as Agile as You Think (and How to Fix it)

Adam Main, Managing Director, Operations, Blue Ant Plus

Matthew Manuge, Creative Director, Blue Ant Plus

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1:30pm - 2:00pm

The Art & Science of Picking the Right Influencers for Your Brand

Lianne Pitts, Senior Account Manager, The Colony Project

Kyle Brown, Vice President, Strategic Planning, Weber Shandwick

Alexandra Rabbitte, Influencer Enterprise (SAAS), Sales, Tagger Media

Danielle Brown, CMO, Knix

David U.K., CEO, Cue Digital Media

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Agenda



LOCATION

Sugar Hall A

2:30pm - 3:00pm

Harnessing the True Power of Influencer Marketing

Rachel MacQueen, Vice President, Air Miles Marketing

Victoria Freeman, SVP, Social Media & Digital Strategy, North Strategic/ MSL Canada

Guillaume Herbette, CEO, MSL GROUP

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3:30pm - 4:00pm

Culture Making, Culture Changing in Canada

Amanda Rotstein, Brand Partnerships Social Media, Bell Media

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4:00pm - 4:30pm

How Airbnb Creates A Values-Driven Content Marketing Strategy

Hayley Nelson, Head of Content Marketing, Airbnb

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Agenda



LOCATION

Sugar Hall B

11:15am - 11:45am

Measuring Return on Influence

Eva Salem, VP Marketing, Canadian Tire

Krista Webster, President and CEO, Veritas & Meat and Produce

Seraj Bharwani, Chief Strategy Office, AcuityAds

Tracey Jones, Managing Director, Alternator: Omnicom Media Group

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1:00pm - 1:30pm

Understanding the Gaming Landscape

Robert Rames, Account Director, Gaming & Entertainment Strategy, Blue Ant Gaming

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1:30pm - 2:00pm

Demystifying Cannabis Marketing

Steffen Schenk, SVP Customer Experience, mihi

Kayle Rochkin, VP Marketing, TREC Brands

Peter Reitano, CEO at Abacus

Kelly Beker, Manager of Special Events, Aurora Cannabis Inc.

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3:30pm - 3:40pm

Digital Me: Personal Branding in the Age of Social Media

Meghan Young, Media Personality

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3:40pm - 4:00pm

Building a Values-Based Online Beauty Business

Sara Koonar, Owner, Platform Media & Management Inc.

Brandi Leifso, Founder and CEO, Evio Beauty

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4:00pm - 4:30pm

Pricing Strategies for Creators

Shannae Ingleton, @TorontoShay

Elle Lindquist

Reuven Ashtar, Founder and President, Never Napping

Sundance Filardi, President, The Spotlight Agency

Ashley Riske, VP Integrated Marketing, Kin Canada

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The King Makers of the Direct to Consumer Economy



SPEAKERS

JONAH FAY-HURVITZ

Head of Strategy, Red Antler

**We are in the middle of a direct-to-consumer revolution.
It is not a trend, it is not a moment, it is the future.**

- Brand is what you stand for, who you are, your purpose, why you exist. It's at the core of who you are.
- Brand is how you support your consumers.
- Brand is how you make decisions around creative, product, hiring.

Six ways to grow brands to have lasting influences:

1. Wear your values on your sleeve. Consumers want to align their values with businesses that they support.
2. Stand for one thing, express it a million ways. Nothing worse than a brand that has the same message on social and their packaging.
3. Community is greater than consumers. Find moments for consumers to connect to each other.
4. Inclusivity is not a decision, it is a given. You have to go beyond authenticity. People flock to brands that celebrate diversity and don't make assumptions.
5. Human to human. Days of the faceless corporation are over.
6. Over sharing is caring. Open yourself up.

Creator Media: The Evolution of Influencer Marketing



SPEAKERS

BRYAN GOLD

Co-Founder and CEO, #Paid

JILLIAN KUCHARD

Manager, Digital Strategy and Social Media, The Princess Margaret Cancer Foundation

#Paid

Understanding the difference between creators and influencers

- Creators treat their work like their life where influencers treat their work like a job.
- Creators are proud of their collaborations where influencers are likely going to delete their collaborations after they've been paid.
- Creators integrate plans thoughtfully and love creating content where influencers prefer reposting pre-made work because it's easier.
- Creators work hard to build a trusted audience of real people where influencers court followers to make money without reaching real people.

How creators work with brands

- Is it a brand I will work with?
- Will it fit into my audience?
- Am I going to get called out for it?
- Is this something I would use in my daily life?
- Can I produce content that will benefit the brand?
- Is it something that I am proud of at the end of the day?



What is creator media?

- Creator media is working with creators, not influencers to optimize metrics that matter.
- The brands of today that will win tomorrow will embrace creator media.

Jillian Kuchard

How #PAID assisted Princess Margaret Cancer Centre to raise funds

- Connected with creators with personal connections.
- Positive feedback. Many people shared personal stories.
- The personal asks optimized donations.

Uncovering and Influencing Consumer Behaviours, Motivations and Patterns



SPEAKERS

ALICA CARROL

Jameson Brand Manager,
Pernod Ricard

JASON FURLANO

Vice President, Sales, MiQ

ADAM MIRON

Co-Founder & Chief Brand
Officer, HEXO Corp.

How can data influence marketing decisions?

- **Alice:** It allows you to be reactive to changes in markets and proactive when you see trends.
- **Adam:** We get reports on what sell best, we also do surveys and spontaneous brand awareness.

Given the optics, at the end of the day, how are you approaching the market with that data?

- **Alice:** The most important thing at the end of the day is to find an influencer that matches your brand in terms of your values. So, for us it is important to attract influencers who are very relative to our target market and match our values.
- **Adam:** We have to get creative because we can't just go out and hire influencers due to the legislation. We do have a relatively active influencer network happening and by crafting messages specifically for them, they are couriers for the message we want to get out.

Do you find once a post goes up on Snapchat or Instagram that you can track some measure of success outside that environment?

- **Adam:** We can advertise on Twitter or Snapchat but it's so preaching to the choir. People who aren't using cannabis certainly aren't following cannabis media. So, it's hard to measure.
- **Alice:** In our industry, it's different and I think in general, you can see the results of that in your overarching strategy as part of your campaign objectives.

Are you informing your influencers of the way you want to grow your business?

- **Alice:** For us, we were finding that it depends on the market we're trying to reach. We use cultural nuances in the appropriate areas.
- **Adam:** For us, we want to promote the other than smoke strategy that focuses on other products that contain cannabis, which will determine what experience our products will be.

If there were one brand that HEXO could partner with tomorrow, who would that be?

- **Adam:** Cosmetics. It is about replacing chemicals with natural products. There's research on CBGs being used for dandruff.

What challenges are you facing with branding today and what do you foresee happening?

- **Adam:** The biggest thing you want to compete. We were forced to put cannabis in extra packaging, and then we were charged a packaging tax.
- **Alice:** We have a lot of restrictions on advertising. So, you want influencers who are advocates of your brand.

You both have used musicians as ambassadors for your brand. Why is that the case and how do you see that working moving forward?

- **Alice:** We want influencers who are advocates of the brand. It's just another avenue of social media. We were lucky that Carly Rae Jepsen is a big advocate of Jameson's and we've been able to build on that.
- **Adam:** We're not allowed to openly advertise. We cannot promote a concert where we're a sponsor, but once they are in the venue, HEXO is everywhere.

Create, Upload, Publish: A Cheat Sheet for Maximizing Reach & Engagement of Your Video Content



SPEAKERS

GWEN MILLER

VP of Content Strategy, KIN

How to maximize your video reach:

- Know who your audience is and what else they watch.
- Be aware of watch time. Although you want viewers to watch longer to view ads, you don't want them to become bored.
- Intros are the most important part of the video. Make it as tight as possible so people will stay tuned. Cut to the chase.
- Put as much of your brand into the first 30 seconds.
- One video, one idea. Anything that signals a change will cause people to leave.
- Endings. Never use the word finally. It doesn't add anything to your video.

How to host a video effectively:

- If you make great content and you're not hosting it in the right way, you're wasting your time.
- Have bright, contrasting colours.
- Anything that looks too posed looks fake.
- Less text or no text.
- Make thumbnails visible.

Creating your title:

- Should be catchy.
- Pick a few key words.
- Keep it short.

Optimizing your video:

- You want to have a balance of high between high volume and traction.
- Use key words that will attract your video.

How to you use the metrics:

- Every platform has them. Use them to see what attracts viewers.
- Don't be afraid to reuse video that has worked before.

Why Your Social Content Isn't as Agile as You Think (and How to Fix it)



SPEAKERS

ADAM MAIN

Managing Director,
Operations, Blue Ant Plus

MATHEW MANUGE

Creative Director,
Blue Ant Plus

What is agile content?

- It's active, fast, responsive.
- In the social context it means being able to be responsive to data and us that to join conversations at relevant times.
- It is nimble. It's about being flexible, limber and being able to change directions quickly based on what you see.
- Moving away from long, linear production cycles to a more iterative approach.
- It's clever and smart.
- It is reacting to real time data in rapid, bold and clever ways.

How do we build agility into our creative?

- In your content strategy, leave room for responsive agility but plan in proactive agility.
- Everything posted in social media is going head to head with people. To compete on social media, don't be a brand, be a person.
- You need three things: to be able to analyze and collect data, have resources people to execute creative, have autonomy. It is better if that is one team.



What is data?

- Any information that tells you what you should produce and when you should produce it.
- Environmental data – anything that comes in from the outside world that is relevant to your goal.
- Content performance – your content that you have put out before, you know what works, who it works for, when it works and what it is.

What are resources?

- Resources – people with the right tools that can execute on the data.
- You need to be able to re-assign someone to another job temporarily without losing a beat.
- You need to have a prioritization company wide for agility – e.g. flexible working hours.

What is autonomy?

- Need to have the confidence of the stakeholders.
- Is built over time, through reliability and showing competency.
- Comes from understanding the brand.
- Take small risks to begin with. Back up everything you do with insight and show results.
- Show that you know what you're doing.

The Art & Science of Picking the Right Influencers for Your Brand

SPEAKERS

DAVID U.K.

CEO, Cue Digital Media

LIANNE PITTS

Senior Account Manager, The Colony Project

KYLE BROWN

Vice President, Strategic Planning, Weber Shandwick

DANIELLE BROWN

CMO, Knix

ALEXANDRA RABBITE

Influencer Enterprise, (SAAS) Sales, Tagger Media



What is the process you use to select influencers?

Lianne

- Role of influencers has changed drastically in the last five years. We used to look at who followed us and who we thought fit.
- Now, we really look at who our influencers followers are made up of, identifying their age demographic, the gender of their following, who is they are impacting, who is following them, to make it a more organic campaign.

What are the key measures for influencers?

Alexandra

- We're getting involved with demographics such as age, location, whether they have an organic approach, whether their following has a propensity to like the brand.
- Just trying to make sure their audience is the right fit for the band.

Danielle

- We check to see who we like and who likes us.
- We look for up to date feeds, do they have weight in their feeds, do they speak about things that are important to us. In that way, it's a bit more organic.

How are metrics affected by technology?

Kyle

- When technology is added to the equation, it allows you to consult more people so you can get more inputs and reach more people.
- We aren't addicted to using metrics of digital marketing to find out what works.
- Influencers are part of what works themselves.

There are a lot of choices out there, macro, micro. How do you choose?

Lianne

- Our responsibility is to build relationships. So, when we are searching for influencers to match a brand, we get to know them on a personal level.
- We also look at what the goal is of the campaign to match them the right influencer to them.

Alexandra

- Important to use the right influencer but also important to use the right platform for that message. Check engagement rates across all platforms.
- Having a better understanding of the data will help with that overall selection.

Danielle

- Some of our micro influencers review more product than any of our larger influencers.
- If you're not sure of your specific about your objective, you don't know if your campaign is going to fall flat.

Kyle

- Sometimes the influencer execution is not lined up to what the brand is trying to achieve.
- It's not just whether they are valuable, but are we using them in the way they can execute in a way that will help us achieve our objectives.

How do you link the creative side fit into this?

Alexandra

- Make sure the core values of the creator align with your brand's reach.

Lianne

- You need to be specific about what you're expecting in the relationship.

Kyle

- For us creative means can this person authentically deliver influence for us.

What are your two biggest takeaways?

Alexandra

- Focus not only the creator but the creator's audience.
- Make sure that you know who the influencer is and what they stand for.

Danielle

- For me, it's just one thing, it's a relationship. So, make sure it's the right relationship for your brand.

Kyle

- I would recommend you focus on audiences rather than influencers. Influencers are the way to attract the audience that you want.
- Don't compromise.

Lianne

- Make sure you choose your influencer based on what you want to achieve.

Harnessing the True Power of Influencer Marketing



SPEAKERS

RACHEL MACQUEEN

Vice President, Air Miles Marketing

VICTORIA FREEMAN

SVP, Social Media & Digital Strategy, North Strategic/ MSL Canada

GUILLAUME HERBETTE

CEO, MSLGROUP

Guillaume, why don't you tell us about influencer marketing from a global perspective?

- The role of influencers on the market is huge and not likely to change.
- The influencers understand what the followers are expecting.
- At the top of that is trust between the influencer and the brand.

Rachel, you've been involved with influencer marketing for many years, tell us about some of the changes you've seen.

- Influencers are a very important part of how we share our brand experience with our collectors.
- One change is instant gratification. Another is shared experience.
- We use three different types of influencers: celebrity, local and collector. We have influencers tell their brand experience story.

Victoria:

- Two types of influencers we use; high information and low information.
- High information – have empathy with audience to create more authentic content, generate conversation to create content.
- Low information uses high concentration of information in a small area.

Guillaume, talk about the impact influencers have on MSL's marketing.

- It starts with identification of the best influencers and managing a relationship with them.
- Launched our focused influences at South by Southwest in March and the response was phenomenal.
- Decided to slow down and train influencers.

Rachel, tell us about your use of influencers.

- First entry of influencers was from a mail out that was printed in the newsletter.
- Partnered with Tessa Virtue, an avid collector, who could speak about her experiences.
- Have global partners who talk about their experiences.
- Everyday collectors who talk about what is meaningful to them.
- Ask collectors to be advocates.
- Use data to match our collectors to the right influencers.

Last thoughts on where you think influencer marketing is going.

- **Rachel:** From a brand perspective, having an influencer is important so you can understand who the consumers are that you are targeting and adapt content to them.
- **Guillaume:** Influencers present an amazing opportunity to help grow brands.

Culture Making, Culture Changing in Canada



SPEAKERS

AMANDA ROTSTEIN

Brand Partnerships Social
Media, Bell Media

Culture is:

- Society's group of behaviours and attitudes.
- It is our art, our music, our architecture, our geography, our food.

Four different types of culture in the digital age:

- Close culture – friends, family members, co-workers, people who immediately help define out attitudes and our beliefs.
- Mass culture – governing bodies, politicians, entertainment, historically speak down to the close culture.
- Crowd culture – came from advent of digital age. Close cultures can band together and speak up to the mass culture. Mass culture can hear and respond to them.
- Deep culture – where one person from one close culture interacts with a person from a different close culture, engaging in shared interests and passion.

In the TV age, pop culture was able to provide discourse on current events

- Start Trek: every episode was a commentary on diplomacy and race relations. Reflection of the civil rights era.
- Mary Tyler Moore: reflection of feminism sweeping through North America.
- Sex in the City: now over 20 years old. Reflection of a changing conversation men and women were having about modern relationships.

Internet and social media arrive, and consumers find influencer marketing becomes their stable source of truth.

- Crowd culture begins to demand that their favourite mass culture brands do better.
- Marketers see the intrinsic value of communicating a value and a belief system.

Three key points when creating content with the mindset of changing culture:

- Delineate who you are trying to speak to and why you are trying to speak to them. What are you trying to say to this specific audience?
- Represent your narrative in confidence borne of understanding who your audience is.
- Don't be afraid to be specific. In specificity of your message, you will truly reflect culture.

How Airbnb Creates a Values Driven Content Marketing Strategy



SPEAKERS

HAYLEY NELSON

Head of Content Marketing,
Airbnb

Our content strategy originates from our vision and mission.

- Open your doors, celebrate diversity.
- When you have a strong vision, you can use it as a lens to inspire a different way to live.

When is the right time for us to activate as a brand?

- It's when we can really make a difference in the conversation.
- When we can compel a story forward.

Major tenant of content creation:

- Everything we do is about real people.
- Get people thinking about stories first, not campaigns.



Ten steps to creating a content strategy

1. Everyone defines content differently. Define your mission and values.
2. Define meanings and narratives.
3. Develop your voice and tone.
4. Determine how to allocate money for content development and experimentation.
5. Get the right tools and platforms.
6. Figure out who your creators are.
7. Hire the right talent.
8. Figure out your channels.
9. Determine how to feed your KPI.
10. Be agile in your marketing.

Measuring Return on Influence



SPEAKERS

EVA SALEM

VP Marketing, Canadian Tire

KRISTA WEBSTER

President and CEO, Veritas & Meat and Produce

SERAJ BHARWANI

Chief Strategy Officer, AcuityAds

TRACY JONES

Managing Director, Alternator:
Omnicom Media Group

Talk about how Canadian Tire has been almost modelled after influencer protocols.

Eva:

- Canadian Tire has been on an influencer/creator journey for at least five or six years.
- Fairly early adopters with the Olympics.
- Last three or four years getting clear on the objective, how to measure it, what success looks like.
- Three key lessons – content is king, micro audiences have better reach than mass audiences, measurements are important (what is meaningful engagement, can you correlate it to sales)

Content is king in your company. Talk about your company's take on that.

Krista:

- P&G started it back in the 2000s with tell a friend programs.
- Influencer marketing is a strategy first.
- Creativity is at the core of bringing influencers to life that have an authentic voice and are not just social influencers.
- The ones off line with smaller followings are equally important depending on your agenda.
- The authenticity will come if you have a well thought through strategy on what you're trying to achieve.

Strategy is the common word I heard from both of you as being paramount. Quality of content and measurement is what you have been focused on for some time. Talk a bit about that.

Seraj:

- Generally, clients want comparable benchmarks. What do we get from influencers that we can't get otherwise?
- What we've learned over the last 13 years is based on online and video content.
- Video – clients are looking for three things; reach, attention, engagement. For attention and engagement, influencers are the best bang for your buck.

Closing the loop between we have engagement to actually connecting to tangible sales must be important.

Eva:

- In a fortunate position we have full ecosystem of marketing messaging in the marketplace.
- Where it gets more complicated is figuring out which lever caused the action and which one to invest in, in terms of return.
- Different brands have different challenges.
- We see the most value on the building the credibility. Sales come out of credibility.

What are your clients hungry for?

Krista:

- Have been working with influencers to make sure they are doing the right thing. Credibility can be diluted if you're not being transparent in the right way.
- Look at what the real incremental value is. Influencer content has out performed standard marketing in terms of engagement and consideration
- Net promoters are not new for us and is an important part of influencer marketing.

Eva:

- Ability to measure things is great, but just because something doesn't measure up in this quarter it does not mean it is not valuable.
- Net promoter scores are a long-term game but matters a lot.

Tracy:

- We need to think about our influencer plays and our content plays from a long-term perspective of working/not working dollar campaigns.
- Need to think of the programs as an overall marketing program for the year.

Are there any tools that we can be leveraging from the traditional media days that could be used?

Seraj:

- If you are relying on the MMM modelling to prove influencer marketing, you will be waiting a long time.
- Need to break out of the mold and make the case that reach isn't a factor. It's an engagement or attention question.
- Study showed influencer marketing would get you 25 to 30 per cent incremental impact over regular media.

How do you navigate doing quality influencer work?

Krista:

- Need to be clear to what you really want.

Seraj:

- Look at Wrigley's campaign. Had two-minute movie that had great views. Went to shorter six second, three seconds on the same piece of content. Growth was up every week.
- Need to lead with credibility but then leverage it to power media to be far more efficient.

Understanding the Gaming Landscape



SPEAKERS

ROBERT RAMES

Director, Gaming & Entertainment Strategy, Blue Ant Gaming

Gaming is growing:

- Netflix has roughly 139 million paying subscribers, Fortnite as over 250 million registered players.
- Gaming has become one of the most attractive medians for the next generation. Many games cross platforms.
- Average 18 to 25 year old worldwide spends three hours and twenty-five minutes a day watching other people play video games while the same group spends two hours and thirty-three minutes watching traditional sports.
- In terms of revenue, gaming is bigger than movie and entertainment industries combined. Fortnite alone earned 2.4 billion dollars in 2018 and gaming industry as a whole earned 130 billion in the same year.
- Video games are redefining storytelling but giving us choice.

The data is overwhelming:

- 88 per cent of male users and 83 per cent of female internet users play video games.
- 75 per cent of Apple's App store revenue comes from games.
- In 2018, over 50 billion hours of gaming content was watched on You Tube.
- In 2018, more people typed Fortnite into their Google browser than Trump, Brexit, the Avengers and Game of Thrones.
- Highest paid gamers are not necessarily E Sport players. Many have quit or got themselves fired to become full time streamers and influencers.

There are basically four different gaming groups:

- Casual gamers – predominantly mobile, rarely look for gaming content online.
- Core/Moderate gamers – occasional gamers, largest group, typically stick to consol games.
- Hardcore gamers – very passionate group, extremely opinionated, identify as gamers, are very community driven, can spend 8, 10 or 12 hours playing games.
- Professional gamers – make a living at playing video games, extremely talented, play to win, active on platforms like Twitter and Reddit.

Here's a cheat code to help you reach gamers:

- Don't presume the gaming stereo type. The average video gamer is 39 years old and 45 per cent of gamers are now women.
- Diverse range of games – from Candy Crush to the hardcore gamers who are building PCs at home just for gaming.
- Gamers are not one segment. Each game has it's own lexicon, jargon and community. Pick which segment you want to reach and tailor your creative to that segment.
- Make a long term commitment to gamers.
- Don't force it. Your brand has an established tone, don't change it because your talking to gamers.

How to get involved marketing to gamers:

- Targeted in stream video and display with a trusted partner. Gamers over index on ad blockers.
- Branded content from influencer videos to full on animated shows is a great way to reach gamers.
- Branded integration in games.
- Tournaments and expo sponsorships.
- E Sports tournaments and league sponsorships.

Demystifying Cannabis Marketing



SPEAKERS

STEFFEN SCHNEK

SVP Customer Experience, mihi

KAYLA ROCHKIN

VP Marketing, TREC Brands

PETER REITANO

CEO at Abacus

Kelly Beker

Manager of Special Events, Aurora Cannabis Inc.

Given the tight restrictions and regulations, what are the some of the things we think about from a regulatory perspective, the limitations, some of the tactics we need to place a premium on?

Kayla:

- One of the most heavily regulated industries.
- Meant to be a safety factor for underage people.

Kelly:

- If you ask is this cool, and the answer is yes, we're probably not going to do it. Cool factor might lead to lifestyle which regulatory team would deny.
- Challenging on the medical side.
- Can we teach them in a sexy way?

Steffen:

- The government looks at it as permit and promote.
- One thing the regulations force us to do is go back to the basics of brand building.
- Have to take it back to how do we add value to the customer's life.
- The one who is the smartest with data will come out ahead.

Tell me about the retail set up we have now. Given the environment where we still have some illegal dispensaries, what are the other consumer touch points from a retail perspective and how do you see that evolving?

Steffen:

- Initially, it was no cap, Ontario Cannabis Store manages all wholesaling and e commerce sells to the consumer.
- Lottery process was the way to keep it fair but there were no guardrails. It was basically a raffle.

Kelly:

- Done a few events at different retailers across Canada.
- Comes down to quality. People want quality for their money.

Kayla:

- Bud tenders are influencers, particularly in other provinces where there are not many outlets, are helping people through the sales process and differentiate the product.

Steffan:

- Bud tender is the one tangible touch point you have with your customer.

Talk a little bit about tactics or influencer conference. What can we do with influencers in the cannabis space, if anything?

Kayla:

- One thing we can't do is pay an influencer to post content.
- Work with people who you think are truly authentic to your audience by developing longer-term partnerships.
- Think of them as an earned media source.
- Celebrities are a very easy way to gain awareness, yet to see how that trickles through to stickiness.

Kelly:

- We like to call them brand ambassadors, do bring them into our inner circle. It's about the different communities that they're reaching.

Pay for post is out, but what about organic content and social media content? Some brands that are super life style have been banned by Instagram yet some brands posting cannabis heavy content get through the net, what are the regulations and how are the platforms treating it?

Kayla:

- It has been the luck of the draw with people getting shut down. It appears they are not constantly out there searching for cannabis content.
- What has been truly successful has been offering value added content, something that consumers are looking for that fills a need and gets them excited.
- Lifestyle is a bad word in our industry.

Kelly:

- Still so much education needed.

Steffan:

- We have a campaign now that is focused on finding creator partners telling true cannabis stories.

Once we've got the content, how do we get more eyeballs on it? What are the possible avenues to getting more eyeballs on the content?

Steffan:

- Content marketing is one of them. PR plays a much larger role in this industry.
- There are some third party advertisers you can use, the problem is if I am after a new cannabis segment, you will not reach them through those avenues.

Kayla, I know your company has a built in network, do you want to talk about that and how you can reach more people?

Kayla:

- We leveraged our own media quite a bit and then do what we can in a 19+ legal way to push that.
- Our company worked with Ink Entertainment to leverage their audience by being in a 19+ venue where we can engage with people who are interested in learning about cannabis. We have brand ambassadors there who capture emails. We can then deliver them content that is educational.

How do we see the industry evolving?

Kayla:

- Some amazing developments coming with edibles, vape pens, beverages of non-combustibles products. This will be huge for people who don't want to smell like cannabis.
- Also what is happening south of the border; big changes coming there which will impact all Canadian brands. California brands have been able to advertise in ways we can't. We need to think of ways we can protect ourselves.

Kelly:

- Medical market is going to drive significant changes in the industry; patches, oral sprays. The future how cannabis will be normalized from a medical perspective.

Steffan:

- Two main changes are around assortment and channels to sell.

Digital Me: Personal Branding in the Age of Social Media



SPEAKERS

MEGHAN YOUNG

Media Personality

Social Media:

- We can't rely on platforms that we don't have a monetary hold over.
- With a website, you can have many ways to contact your audience.
- Important to stress social media does propel your presence.

My strategy when I do my blog:

- I circle back to the story telling mentality.
- Be authentic.
- Tap into authenticity in social media but grow it on my website.

Why .ca not .com?

- Can promote proudly Canadian feelings.
- At CIRA return the investments we give them to their own community.

Insights

- Really important to diversify, not only website, but social media to spread your message.
- Stay true to yourself.
- Having your own space that you own allows you to hold your contacts should you lose any of your social media accounts.

Building a Values-Based Online Beauty Business



SPEAKERS

SARA KOONAR

Owner, Platform Media & Management Inc.

BRANDI LEIFSO

Founder and CEO, Evio Beauty

What was it about beauty that interested you?

Brandi:

- Not interested in beauty, interested in business, social change and beauty was a great fit as there is a lot of possibility for change.
- Number one thing watched on You Tube, Facebook.
- Very easy to start with a zero budget.

One dollar of every sale goes back to Canadian Women's Foundation. How has your experience in a women's shelter inspired you?

Brandi:

- Started the company when I was in the shelter.
- Has impacted every aspect in business life and personal life.
- Going to from \$15 to 15 million dollars in five years has been a huge change.

How important is it for businesses to be social conscious?

Brandi:

- It's our responsibility.
- Important to be real and not just a gimmick.
- Your ways to better produce your product.

Your products are natural, organic and cruelty free. Why aren't more brands moving in this direction?

Brandi:

- Mainly it comes down to money.
- Really not more expensive to make things naturally, but it is very expensive to correct things you've done wrong.
- In China, you can't use any products that have not been tested on animals.

You've been using hemp and cannabis oil in your products. How has legalization changed the beauty industry, in your opinion?

Brandi:

- Hasn't changed it at all.
- Topicals are still not legal in Canada.
- CBD is legal in the U.S.

What are some of the costs and realities in being an entrepreneur?

Brandi:

- Just because you own a business does not make you an entrepreneur.
- To be an entrepreneur you have to be willing to pay to work.
- Being willing to take unreasonable risks for an unknown income.

How has social media helped your business?

Brandi:

- Beauty is the number one topic watched on social media, so it has helped Evio grow.

How has your PR strategy evolved from the beginning until now?

Brandi:

- Until last year, it was all earned and we never had a marketing budget.
- Press picked up on my story and we received free advertising.
- Now we have a marketing budget.

What advise would you give to someone who is scared to take a leap to start something new?

Brandi:

- It's a risk not to take a risk. If it doesn't work, make another choice.
- It's a bad choice if you continue to stay on that path when you know it doesn't work.

What do you look for when you seek a content creator? What attracts you to them?

Brandi:

- Authenticity.
- Never work with influencers just for their following but to make a difference and share your passion.

Pricing Strategies for Creators



SPEAKERS

ELLE LINDQUIST

Moderator

SHANNAE INGLETON

@TorontoShay

REUVEN ASHTAR

Founder and President, Never Napping

SUNDANCE FILARDI

President, The Spotlight Agency

ASHLEY RISKE

VP Integrated Marketing, KIN Canada

When we're creating our media kits and one pagers, what are some ways to stand out to the brands and agencies?

Sundance:

- Important to figure out who you are and speak to your uniqueness.
- Submit to things you think are authentic.

Shannae:

- Make sure it is professional.
- Make sure it is not cluttered.

Ashley:

- The more professional it is, the more chances it will be well received.
- Be a good storyteller. Be concise on your story and what you stand for.

Reuven:

- Play to your strengths.
- Understand how you fit into what the other side is trying to build.

How do you know what to charge and do you include your price in your media kit?

Ashley:

- Never, ever put prices. Every single ask will change.
- Always ask yourself what your ROI is?
- Never under value yourself.

Sundance:

- Don't be afraid to have conversations with others in the industry.

Reuven:

- I don't have a set price.
- You can get contacts by attending an event for a small amount which will pay off in the long run.

Ashley:

- Social Bluebook website will give you an idea of what you should be charging.

Sundance:

- Have to think about how they are going to be using your post.

What strategies would you suggest for negotiating price?

Sundance:

- Negotiation is not a negotiation unless one of you is willing to lose.

Shannae:

- If you share your price and they don't negotiate, chances are you aren't charging enough.

Reuven:

- Don't be afraid to moderate your price.

Ashley:

- Always good to establish why you're worth your what you're asking for.

How do you discuss the expectations of a campaign?

Reuven:

- I like to think about what everyone is reading: e.g. Adweek.
- I don't make projection charts. I ask what they want their brand to stand for and don't try to fit into a formula.

Ashley:

- Expectations are going to determine if it's the right fit for you and the brand.

Sundance:

- Performance marketing is becoming a big thing. Not everything can be tracked back to your post to measure sales.

What are your quick thoughts on doing trade in kind to get work? Help or hurt the industry?**Ashley:**

- I think it hurts it.

Shannae:

- I agree. Some of my first collaborations came from posting on something I just liked.

Sundance:

- If we do that, we share the demographics and suggest a paid campaign for next time.

Reuven:

- I don't think you should accept free stuff right out of the gate. Your value is higher. Treat yourself as an entity.

Shannae:

- That being said, sometimes your post is more value to you than it is to them. It can build your portfolio.



