

A woman with long, light-colored hair, wearing a dark tunic with a thick fur collar, stands in a snowy environment. She is holding a wooden staff with her right hand. The background is a blurred, snowy landscape with falling snowflakes.

Wrap up of key take outs

1. Consumption habits & video first
2. High expectations from consumers and advertisers
3. More traditional platforms having to catch up with digital trends
4. Access to hard-to-reach audiences
5. Join the dots and drive new connections
6. Invite, don't interrupt
7. Focus on community and culture over eyeballs and numbers
8. Authenticity: Trust editorial and talent with your brand