



**WINNING
IN CULTURE:**

HOW TO BUILD YOUR BRAND AT THE SPEED OF SOCIAL

MARKETING SOCIETY 2025

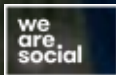
ALBERTO PACHANO



We Are Social Spain
Managing Director



**THE FIRST, LARGEST,
MOST AWARDED, SOCIALLY
LED CREATIVE AGENCY**



we
are
social



**DRIVING CULTURAL
RELEVANCE FOR THE
WORLD'S
BEST BRANDS**



You Tube



NETFLIX



tinder®

TikTok

ACTIVISION

SAMSUNG

Google

zalando

BY LEVERAGING OUR GLOBAL NETWORK



we
are
social

HELPING BRANDS STAY AT THE FOREFRONT OF SOCIAL



@thefeed.global



DIGITAL
2024



WINNING IN CULTURE

BY BUILDING YOUR BRAND AT
THE SPEED OF SOCIAL

BRANDS ARE BEING WON AND LOST ON SOCIAL.

GAP turnaround: Highest gross margins in 20 years in 2024



TIME IS TIGHT. PLATFORMS ARE PLENTIFUL.

*PEOPLE SPEND 70 HOURS
PER MONTH ON SOCIAL*



(DOWN 5 HOURS FROM EARLY 2023)

*PLATFORM PERSIST:
AVERAGE NO. OF
PLATFORMS 6.8*



*5.5BN GLOBAL SOCIAL
USERS
(67% OF THE POP.)*

BRANDS WILL NOT WIN ON MEDIA SPEND ALONE

**TOTAL GLOBAL DIGITAL AD SPEND:
US\$667 BILLION. +9.5% YOY GROWTH**



**FAME DRIVING CONTENT AND CAMPAIGNS 50%
MORE LIKELY TO DRIVE LARGE BUSINESS
EFFECTS (IPA)**



IN A WORLD
OF SHRINKING ATTENTION SPANS,
BRANDS CAN WIN BY MASTERING
THE NEW RULES OF SOCIAL...



PRINCIPLE ONE



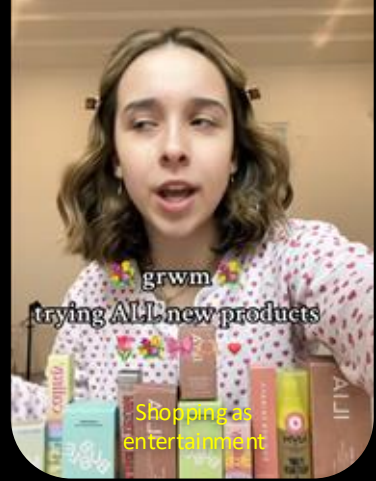
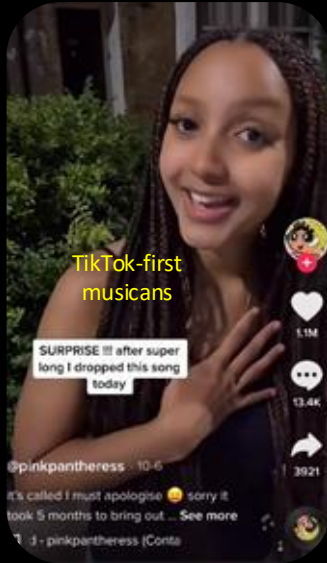
ENTERTAIN OR DIE



ENTERTAIN OR DIE

YOU'RE NOT
COMPETING WITH
BRANDS.

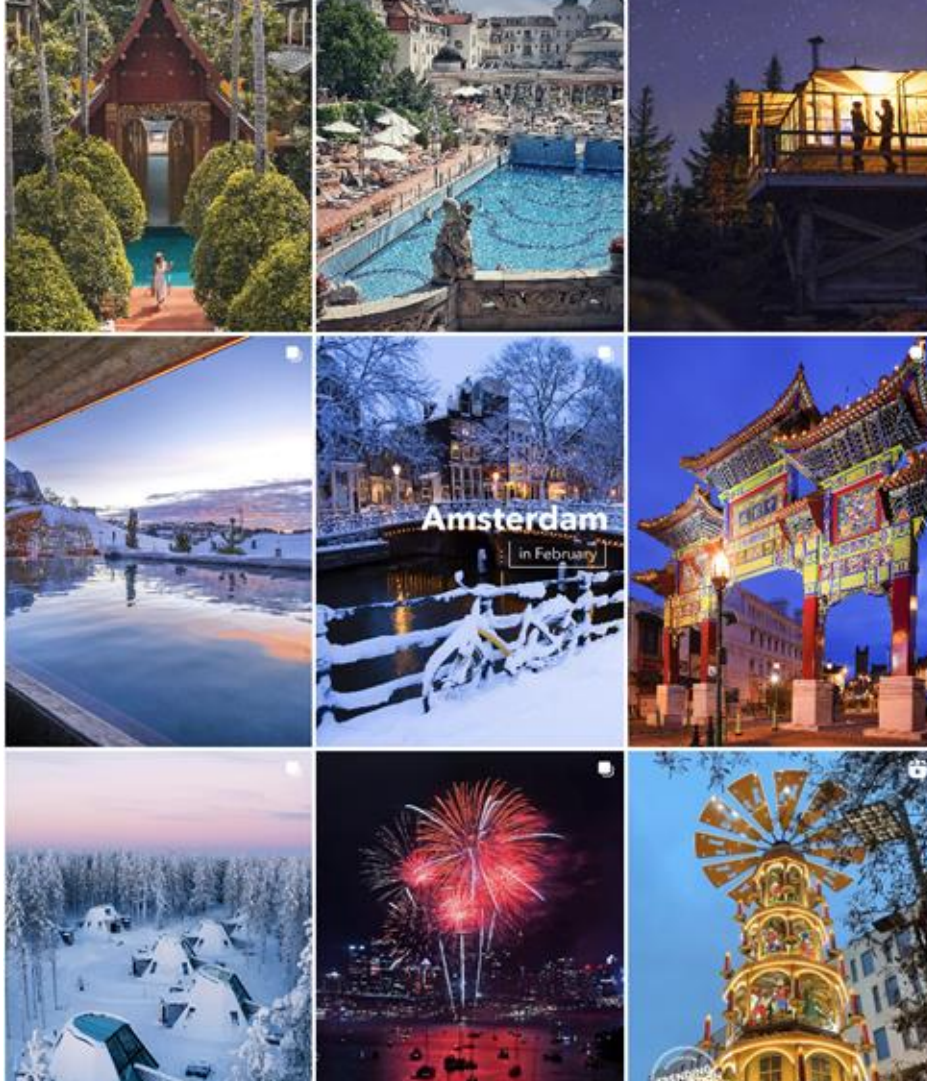
YOU'RE COMPETING
WITH EVERYONE.



ENTERTAIN OR DIE

DELIVERING UNEXPECTED ENTERTAINMENT FOR BOOKING.COM

Differentiating in competitive OTA space, to become the brand that travel bookers think about first when planning a trip



ENTERTAIN OR DIE

ENTERTAIN FIRST,
SELL SECOND.



✔ Specialised
entertainment
teams



✔ Influencer-integrated
content and campaigns for
impact



✔ "Anti-
branding"
subverting
category norms





ENTERTAIN OR DIE

“A MASTERCLASS IN HOW TO WIN ATTENTION ON TIKTOK, BUILD BRAND LOVE, DRIVE BUSINESS RESULTS AND REACT AT THE SPEED OF CULTURE.”

TAMARA CROSS,
HEAD JUROR, TIKTOK AWARDS



THE 2024 RESULTS

+2.3M NEW FOLLOWERS 
246M ENGAGEMENTS (+438%) 
1M MENTIONS 
34% POSITIVE SENTIMENT 

BEST TIKTOK CAMPAIGN,
2024 TIKTOK AWARDS



PRINCIPLE TWO

**DEVELOP A
CHRONICALLY ONLINE
MINDSET**

CHRONICALLY ONLINE MINDSET

CULTURE MOVES AT THE SPEED OF THE SOCIAL.

KFC leaning into emergent forms of entertainment



Leaning into Gen Alpha's lingo and social content to drive relevance

Activision x internet's latest main character



Ashton Hall's daily routine went viral for all the wrong reasons

Lucozade x Cheryl's Fridge



Lucozade placing product within fast moving trends

CHRONICALLY ONLINE MINDSET

FROM WORLD'S LARGEST
CHALLENGER BRAND
WITH LITTLE BRAND
EQUITY AND
CREDIBILITY...



Andreasss
Don't care

2023-6... Reply



IM SORRY WHY DID YOU UPDATE UT SO MY
PLAYLIST HAS TO BE ON SHUFFLE I HAVE OCD I
CANNOT DEAL WITH THUS AND ADS??? NAH
HELL NAH I WAS SO HAPPY WHY



hillaryclitonn
turn on notifications amazon

2023-5... Reply



slickback760e
FIX THE DANG UPDATE AND MAKE SONGS FREE
AGAIN🔥🔥🔥🔥🔥

2023-1-11 Reply



slickback760e
Amazon music istg if you don't fix your update..

2023-1-2 Reply

amazon
music

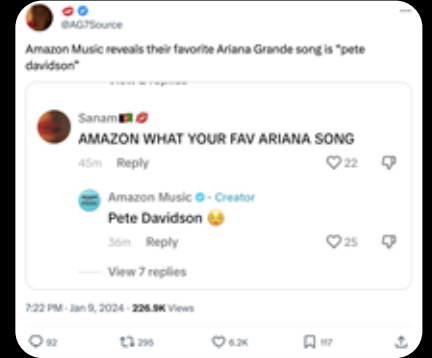


Amazon music flopping

2023-6... Reply

CHRONICALLY ONLINE MINDSET

TO BRAND IMMERSSED
IN INTERNET CULTURE
DELIVERING MAXIMUM
IMPACT.





INCREASING UNPROMPTED
AWARENESS AND
CONSIDERATION
WITH SOCIAL ONLY.

THE 2024 RESULTS

- ✓ 2.5BN IMPRESSIONS
- ✓ 210M VIEWS
- ✓ 27M ENGAGEMENTS
- ✓ INCREASED HIGH VALUE ACQUISITIONS

PRINCIPLE THREE

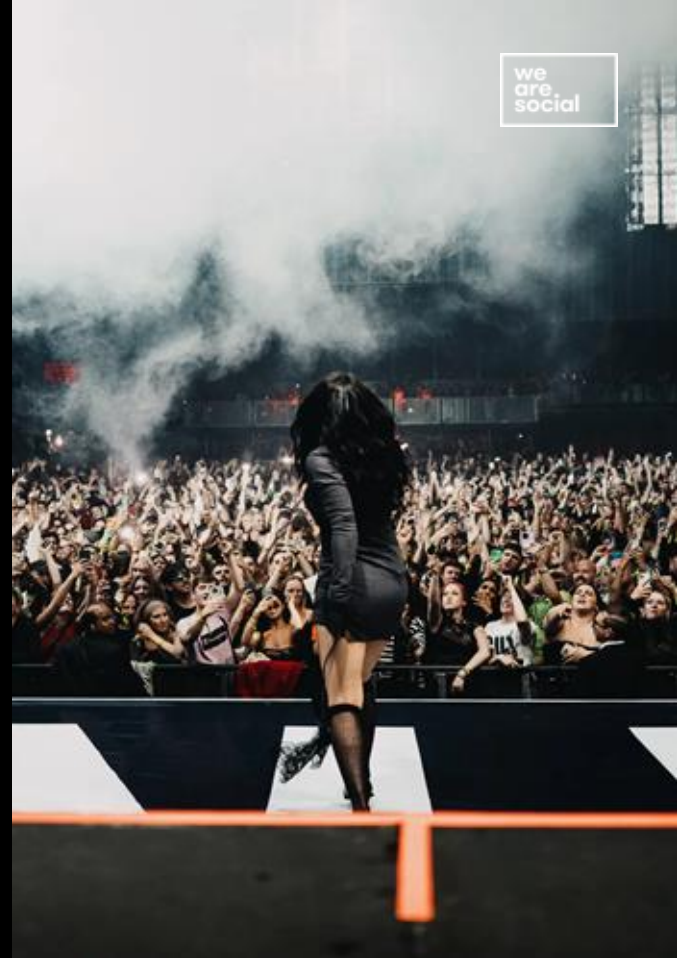
FAN SERVICE AS STANDARD

**SUBCULTURES ARE
OUT.**

**FANDOMS
ARE IN.**

Charli XCX's cult fandom turbocharged #BratSummer

we
are
social



FAN SERVICE AS STANDARD

ACTIVISION

FANDOMS
ARE A POWERFUL FORCE
THAT CAN BE HARNESSSED
TO HELP BUILD BRAND.



Marley @MarleyThirteen
Thank you everyone who tuned in for the Scot Squad @neil_ellice, @Noodles_B1 & @RunningCrutches 🍷
Flex that Soap weapon charm if you grabbed one! 🍷
Should we run it again sometime @CallOfDutyUK? 🍷

Stream Finished

LIVE - Warzone 2 With SOAP MACTAVISH (Soap Charm & COD...)
MarleyThirteen

Views	Peak concunents	Total watch time
26943	3207	8,197:47:06
Chat rate	Avg. view duration	Duration
304	18:15	3:04:59

Call Of Duty Modern Warfare II 2 Promo- Soap Weapon Charm Region Free MW2 [See original listing](#)

Condition: **New**
Ended: Feb 01, 2023, 3:38PM
Price: **US \$95.00** (12,486)

Shipping:
Located in: Fresno, California, United States
Seller: [kgound02](#) (5) | [Seller's other items](#)

Call of Duty UK @CallOfDutyUK - Dec 19, 2022
📩 Mactavish has a message for you...

Drop a 🍷 emoji in the replies below and we'll dish out some more Soap Charm codes to some lucky people via DM.

0:00 727.9K views

Scotland forever.

21K 2,213 16.9K 2.9M

FAN SERVICE AS STANDARD



**TAPPING INTO ADJACENT
FANDOMS FOR UNIQUE
TAKES ON BRAND.**

- ✓ Scaled through creators to diversify & extend
- ✓ Experiential + IM to drive impact
- ✓ Webby Winner & People's Voice Winner

**BRANDS THAT BUILD CULTURE AT THE
SPEED OF SOCIAL WILL BE THE ONES THAT
THRIVE.**

IDEAS WORTH TALKING ABOUT



QUESTIONS