

Emma Seiz
Seminar Summaries

Seminar 1:

2020 on Marketing Trends and Evolution

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Sarah Pendrick and Kristi Kaylor, Moderated by Rachel McCord

Sarah Pendrick: Founder of The GirlTalk Network <https://www.girltalknetwork.org>

Kristi Kaylor: CEO of The Loft Entertainment <https://www.theloftent.com/about>

This seminar was a live discussion moderated by Rachel McCord, a model and founder of The McCord List (<https://themccordlist.com>), which has the mission to spread advice and guidance to women to build their businesses and become successful in the entertainment and media business industry. The talk was all about specific marketing trends that



will be the most useful in 2020, with business women Sarah Pendrick and Kristi Kaylor. Sarah (above) is the founder of GirlTalk Network, a community centered around women supporting one another and empowering them to feel safe and live authentically. Kristi (left) is the CEO of The Loft Entertainment which is “the ultimate matchmaker between brands and celebrities”, using celebs for testimonials and pairing influencers for marketing purposes. The intended audience for this seminar, and the majority of the people in the audience were start-up business owners who were looking for ways to expand their social media platform and wanted to learn different ways of marketing to their consumers. Most of the people in the audience were women, which made sense given the values and mission of the speakers’ own businesses. Their first topic of discussion revolved around social media and different, more effective ways of using

it. This included posting “behind the scenes” shots and videos, making polls on Instagram stories, using effective videos on social media and mastering the frequency of posting for your business. They also went over if contact marketing is right or not for your business such as e-mail marketing. Three main tips they give revolving marketing online to gain engagement were 1. Getting your followers to talk about themselves and respond, 2. Evoking emotions and 3. Giving valuable advice through your platform to keep users coming back to your page. The second main section of discussion the women talked about was influencer and celebrity marketing, which is Kristi’s expertise. They went over how to pick the right celebrity, or how to get involved with influencer marketing on a micro level if you own a smaller business. Everything they talked about and the questions they answered among the crowd was greatly relevant to the fashion industry, since almost every consumer of fashion is exposed to these marketing methods. People involved in the fashion community use social media for inspiration and also look up to celebrities for insights into trends. This seminar was very effective and inspiring for business owners to find more ideas for their marketing techniques going forward.

Seminar 2:

ELF & Tik Tok

“Wake The ELF Up”

ELF & Tik Tok- “Wake The ELF Up”

Moderator: Lauren Guerrieri

Speaker: Gayitri Budhraj

ELF Cosmetics

<https://www.elfcosmetics.com>

This seminar was moderated by Lauren Guerrieri, a senior manager at Tinuiti, a marketing and advertising agency (<https://tinuiti.com>) and the speaker was Gayitri Budhraj (below), Vice President of Branding at ELF

Cosmetics. They started the presentation with explaining how ELF hit a stagnation in their growth by the year 2018. She then went on to talk about the “digital ecosystem” and how it was ever changing, so ELF knew they needed to hop on board to catch the attention of a new market. Their steps for this plan



were 1. Get “woke” to the consumer, 2. Do what we do best, 3. Force multiply and 4. Be “elfing” disruptive. This is when they started talking about Tik Tok as a platform, and how it has grown recently for consumers between the ages of 15-25. The target group ELF wanted to get was generation Z- they care about inclusivity, self-expression, daily life of physical and virtual reality, peer and family recommendations and nostalgia. ELF took this information to a music company to produce a song, and that is how the song “Eyes Lips Face” came about, along with the “Tik Tok Challenge” that went with it. After it went viral with the 15 second release, they turned it into an entire song with a music video. This challenge highlighted their brand and allowed it to become way more visible to this generation Z they wanted to target. The seminar

also went over different ways for brands and businesses to participate on Tik Tok; having an organic presence, using influencers, in-feed advertisements, and starting a hashtag challenge/trend. The intended audience for this presentation are business owners and social media marketers looking to expand their platforms beyond the typical Instagram, Twitter and Facebook. This seminar event is relevant to the industry because Tik Tok is growing and usage is at an all-time high, and brands need to get on board with using it to advertise to younger consumers. Other platforms to watch, as the presentation mentioned, are Firework, Giphy, Marco Polo and Imgur. Overall, I really enjoyed hearing from an ELF brand exec herself about the inside discussions of moving forward on Tik Tok. Using a new platform for marketing can be challenging for a company, especially one as large as ELF. Their story of going viral and how it impacted their sales was very intriguing.

Seminar 3:

Finding Inspo:

“How Far Can Streetwear Be Pushed Before Losing It’s ‘Cool’?”

Finding Inspo: How Far Can Streetwear Be Pushed Before Losing It's 'Cool'?

Hosted by: Alex Barinka

Speakers:

Karl Kani (Designer of <https://www.karlkani.com>)

Jeff Staple (Founder of <https://www.staple.com>)

This seminar was moderated by Alex Barinka, speaker, EP, and Head of External Affairs of Verishop, a shoppable podcast. The guests were streetwear designer Karl Kani (right) and founder of Staple Design, Jeff Staple (below). Staple Design is a creative consulting firm that



works with brands all around the world and specializes in helping brands with advertising, branding, identity establishment, editorial design, film, marketing, packaging, print and product design.

Staple Design and Karl Kani both operate out of

New York City. The seminar itself appealed to listeners interested in expanding into the streetwear category or streetwear brands that are already established. The speakers discussed a variety of interesting topics. One key point they talked about, that is relevant today more than ever, about how



retail operations in China was down 90%. This was back in the beginning of February, and things have only declined since then. Another point the speakers talked about was the push and surge in women's streetwear fashions. This segment of the market can often be overlooked,

especially back in the 1990's. But now, women have been wearing men's clothes as fashion and brands can appeal to both sex's without changing their image. Today, men and women are equal in numbers in terms of who is wearing streetwear. They also talked about trends in streetwear, specifically. Baggy denim is one they pointed out that will come back in style, since trends similar have been around for a couple of years such as the "mom jean" style. They also mentioned the increase wear in sneakers, and how it almost defines streetwear. Sneakers are great since anyone can participate in buying a pair that defines their aesthetic. This seminar and discussion is important to our industry because streetwear is becoming more commonplace and trendy among common fashion consumers. Some people wear "streetwear" fashions very dramatically, and others dabble in the trends. Karl and Jeff also both touched on the importance of sustainability in their companies and operations, and how this will impact the streetwear and fashion industry moving forward. Overall, I really enjoyed this seminar because it was very different than the other ones that revolved mostly around marketing and social media usage.