



THE BIG CREATOR CHALLENGE: HOW PMG TURNED ADVERTISING WEEK INTO A PLATFORM FOR REAL CONNECTIONS



Advertising Week Case Study





A £25,000 brand deal won live on stage. Estimated reach between 120,000 and 220,000 people. A format that launched in New York, scaled to London, and is being built into an annual fixture.

That's what's possible when a sponsor uses Advertising Week to do something bold. Advertising Week brings together mid-to-senior brand marketers, agency leaders and decision-makers in one place, all actively looking to discover new thinking, build partnerships and stay ahead of what's next.

PMG (acquired influencer agency formerly Digital Voices) saw that convergence as an opportunity and built an activation around it: *a live creator pitching competition where real talent pitched real ideas to a real brand for a real contract, with the right audience in the room watching every moment unfold.*

The result was an activation that sparked conversations, built partnerships and generated reach that extended far beyond the event itself.





The Partner

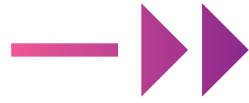
PMG is a global independent marketing services and technology company that seeks to inspire people and brands that anything is possible.

PMG recently acquired influencer marketing agency Digital Voices, bringing deeper creator economy expertise into the business. PMG came to Advertising Week with a clear goal: reach the senior brand marketers who have the most influence over how creator strategy gets funded and prioritized, and show them something they couldn't see anywhere else.



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The Opportunity

Advertising Week draws a global audience that's hard to replicate. The mix of brand CMOs, agency leaders, media buyers and creators in one room creates natural conditions for meaningful exchange. For PMG, it was precisely the audience they needed.

Senior marketers at large, legacy brands often aren't close to the day-to-day of influencer strategy, but they set the budgets and shape the direction. Reaching them in person, in a setting built for connection, was the opportunity Advertising Week made possible.

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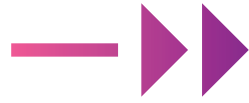
Senior marketers are now having to educate the C-suite on creators, which is generally not part of their day to day. It's a very different channel.

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Kerry Meakins of PMG explained.

Advertising Week gave PMG the stage to close that gap, in front of exactly the right people.





The Activation

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The flexibility of Advertising Week's programming made the whole thing possible.



Rather than a branded session or a traditional panel, PMG built a live competition around a real Adobe brief, with a real paid contract on the line. Creators pitched live to Adobe's team in a closed-door first round. Three finalists then re-pitched on the theatre stage, taking on feedback in real time. The winner walked away with a £25,000 brand deal.

The format was designed to let creator strategy speak for itself, in front of the decision-makers who needed to see it most. Adobe got direct access to emerging talent and genuine creative thinking. Senior brand marketers watched the full process unfold. The education was built into the experience itself.





The Results

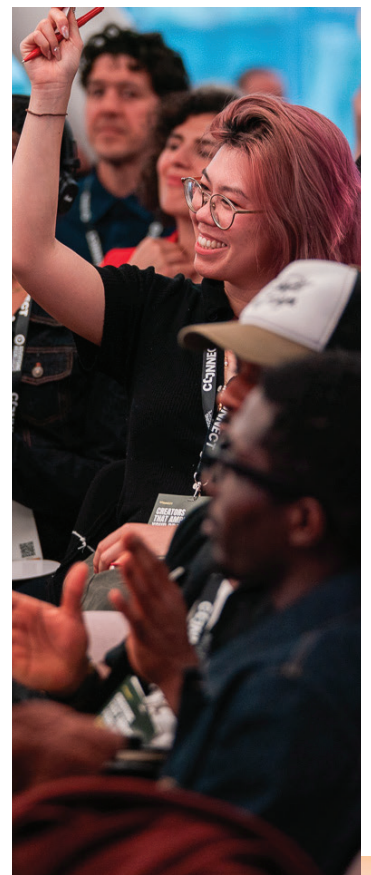
The connections made at the show kept generating value long after the event closed. LinkedIn engagement from judges, competitors and audience members drove an estimated reach of between 120,000 and 220,000 people. Most posts attracted 15 to 30 comments each, reflecting the kind of genuine conversation that a well-executed live experience tends to spark.

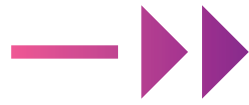
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The traction that it had on LinkedIn afterwards was incredible. It was the judges, the audience, and each of the contestants posted multiple times.

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The format worked well enough in New York to bring to London, refined and expanded. And the story isn't finished: when the London winner delivers their creative, the content cycle starts again.





The Bottom Line

The Big Creator Challenge worked because Advertising Week created the conditions for it to succeed. The right audience was in the room. The environment supported an innovative, flexible format. The content generated before, during and after the show extended well beyond the event footprint.

PMG came in with a bold idea and found a partner willing to support it. Adobe walked away with new talent and new relationships. Brand marketers in the audience saw something that changed how they think about creator strategy.

That's the Advertising Week opportunity:

A place where sponsors can build something genuinely new, reach high-value decision-makers in a setting designed for connection, and generate results that keep building long after the show ends.



Advertising Week gave us the stage, but the real payoff came afterward. The traction on LinkedIn was incredible, somewhere between 120,000 and 220,000 people, and it just kept going. You can't fake that kind of reach, and you can't generate it without starting in the right room.



Kerry Meakins
Marketing Director, PMG



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