

# What You Missed at VidCon: 5 Industry Perspectives

## Author

Justin Joy,  
Brienne Janacek Reeber

## Published

July 2017

## Topics

Video, Content  
Marketing

Is VidCon the new Cannes? It's the world's largest online video conference that brings together YouTube creators and 26,000 of their adoring fans. As brands look to stay on top of cultural trends, some look to VidCon. Check out 5 marketers' takeaways from their VidCon experience.

**N**ewsflash: There's a pretty big industry conference every year at the end of June. It attracts culture-makers, storytellers, and marketers alike. You may have heard of it.

If the beaches of Cannes come to mind, think again. As many in the industry flocked to the French Riviera, [others made their way to Anaheim for VidCon](#) to see the latest in online video culture—and what it means for the future of content, marketing, and connecting with the next generation.

Below, agency execs and marketers share what they took away from their experience at VidCon, and how it will change the way they work moving forward. Here's what everyone is buzzing about:

think with 

## The Head of Marketing

"If you want to experience the future of advertising, you won't find it in the south of France at Cannes, you'll find it at VidCon."

**Amy Pascal**, VP Head of Marketing, LEGO

## The Strategist

"I was amazed by the diversity of YouTube creators and their fans. Being an 'older' millennial (and a former high school awkward nerd myself), it is really encouraging to see how creators like [Dan and Phil](#) can create communities of fans who feel the same way. Same goes for audiences of different diverse and intersectional backgrounds who may have trouble finding a community in their immediate surroundings. I still may not understand the appeal of some of these YouTubers, but hearing it directly from fans made their relatable influence crystal clear."

**Dena Yago**, Strategic Planner, TBWA\Chiat\Day

## The Brand Marketer

"VidCon made me realize that we've got to rethink how our brand shows up with this audience. We have to get out in front of YouTube's impact on our customer or get churned in the wake."

**Derrick Wood**, VP Brand, Content and Advertising, Lowe's Companies, Inc.

## The Media Exec

"I was so glad that I brought my kid as it made all the difference to see VidCon and the passion of YouTube's audience through his eyes. It has already started us thinking differently about upcoming plans. We plan to be back next year."

**Daniel Pierce**, EVP, Managing Partner, Universal McCann

## The Content Lead

"As a marketer, it was difficult to miss the amazing opportunity. The authenticity and the connection that these creators offer represent the future of the business we love."

**Adam Puchalsky**, SVP, Managing Director, UM Studios

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**Justin Joy**

Contributor, Video Marketing at Google



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**Brianne Janacek Reeber**

Editor, Think with Google

