Adweek Creators at Brandweek

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For the first time, we brought members of Adweek's Creator Network to Brandweek. For five days, these creators tweeted, vlogged, interviewed and socially shared their way through everything from main stage sessions to after-parties. Keep scrolling to meet these creators while experiencing Brandweek through their eyes—and posts.

Robyn DelMonte, aka @girlbosstown, is the "internet's PR agent" and has built a massive following on TikTok by making scary-accurate PR predictions for creators and celebrities.

Abraxas Higgins, aka @abraxas, gathered almost half a million followers on Clubhouse during the pandemic—and once you hear his voice, you'll understand why. He quit his job on Wall Street to become a full-time content creator and strategist, encouraging people to join the Great Resignation and share their stories, and is now branching out onto new platforms.

Tara Nolan, aka @taraknolan, has an enthralling Instagram feed that focuses on travel and sustainability. Her background in marketing has helped her build a career as a business consultant and creator who leads with empathy and inspiration.

Lonnie Marts III, aka @lonnieiiv, makes hilarious and relatable TikTok video skits that are hard not to smile at. With more than 2.5 million followers on the platform, he's a force to be reckoned with. And he brought that magic with him to Brandweek.

EVENT OVERVIEW

We heard words of wisdom from Pharrell Williams and Kevin Hart and hosted insightful discussions from C-suite executives at Gatorade, Chobani, the Harlem Globetrotters, Shake Shack, Hims and Hers, Pepsico and many more. There were VIP breakfasts and lunches, Taste of Brandweek sessions, masterclasses, networking breaks, sponsored happy hours, a casino night and a yacht! Check out some recap videos from the week:

Brandweek is not your typical influencer event. Adweek's Creator Network stars didn't just create content around the event; they also networked with brands and marketers that were looking to break into and advance their involvement in the creator economy. The event became a catalyst for these creators and brands to connect and form long-term partnerships.

Each creator was featured on Brandweek: The Podcast where they served up daily recaps, exclusive interviews, and select takeaways from the day's events.

In addition to her content creation and experiences at Brandweek, Robyn also hosted the "What Does Your Brand Sound Like?" masterclass on Day 1. The session included speakers from The New York Times, Mastercard and MassiveMusic. The marketers shared how they're amplifying results within the audio revolution by leveraging mediums that rely on sound, music and voice.

On top of bringing style and sustainability to Brandweek, Tara also wrote a comprehensive recap of lessons and insights from the conference for her personal blog.

Feeling the FOMO? Don’t miss out on another Adweek event! Register to attend Convergent TV West, Brandweek Europe or Social Media Week Europe.

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