

For Brands That Follow Creator Trends, the Possibilities Are Endless

Editor's note: This piece is part of our Columnist Network series, which explores the tactical thoughts and actions from Adweek's community of high-level experts. Today, Dorothy Hui of Sony Music U.K.'s 4th Floor Creative describes the team effort for following user-generated content that derives from the brand. Below, in her own words, she suggests that with close monitoring, you'll know when the time is right to lean in.

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