

How Joy and Connection Delivers for Brands

This post was created in partnership with Fetch

Key takeaways

- Consumers are in control when it comes to commerce
- Advertisers need to find a sweet spot between creating joy and generating revenue
- Brands need to build trust with their audience

Personalization, trust, and delight have become the baseline expectations in modern commerce. Consumers decide which ads and experiences they interact with, so brands must show up in relevant and rewarding ways to get their attention.

During an ADWEEK House Las Vegas Group Chat co-hosted with Fetch, a panel of industry leaders explored how technology, data, and creativity combine to deliver joyful, performance-driven brand experiences that consumers genuinely welcome.

Joy is the differentiator



(L-R) Fetch's Robin Wheeler, Flamingo Estate's Jeff Lin, Deloitte Digital's Olivia Balicki

Robin Wheeler, chief revenue officer at Fetch, opened the conversation by outlining how Fetch helps brands become "centers of joy" for consumers. "Every day, people come to our platform to decide what to buy, where to shop, and where to eat," she said, noting that users scan over 11 million receipts daily to earn points toward gift cards at places like Ulta, Amazon, and Starbucks.

"Because we see 88% of a consumer's purchases in any given month, we have a really unique view of the consumer that most platforms can't provide," Wheeler added. "That helps us target and send the right offers and the right ads." With 91% of consumers saying digital ads feel overwhelming, Wheeler positioned Fetch's rewards-based model as a welcome alternative for consumers and brands: "It's a mutually beneficial value exchange."

Carmen Gonzalez-Meister, a general manager overseeing Fetch's food business, built on that idea. "We have to bridge that gap between trust, value exchange, joy, and then generating revenue for your bottom line," she said.

That deep consumer visibility sparked a broader discussion about how brands can make advertising feel more like a service than a disruption. And creating relevant, rewarding experiences requires understanding people on a granular level. Olivia Balicki, CRM and loyalty activation lead at Deloitte Digital, emphasized that value and relevance must drive strategy. “It’s not just about marketing—it’s about showing up for the customer in ways that matter,” she said.

Mapping the full journey to build trust and offer value



(L-R) Looloo’s Matthew Liu, Pathformance’s Elizabeth Johnson, JPMorganChase’s Lauren Griewski

Lauren Griewski, managing director and head of sales and partnerships at Chase Media Solutions for JPMorganChase, spoke to the strength of long-term, trusting consumer relationships. “Consumers trust us with their financial journey, and it’s usually not just one product,” she said. “Clients often use multiple services with Chase like credit cards, car loans, or mortgages. That level of trust—earned over time—allows Chase

to create personalized experiences.”

Matthew Liu, head of marketing at Looloo, expanded on that idea by focusing on how brands can quantify those relationships. “We track the entire customer journey 400 days back—even including offline channels like direct mail,” he explained. “One way to measure success is if you add multiple channels, are they increasing value?” Measuring that engagement helps brands understand not just what builds trust, but what maintains it.

Panelists agreed that trust and performance go hand in hand. Gonzalez-Meister stressed that marketers must bridge joy and outcomes. “How do we connect brand ethos to revenue? That’s the balance we help partners strike every day.”

Balicki noted that Deloitte Digital has built models to quantify trust. “We look at dimensions like capability, humanity, and relevance—and we’ve found strong correlations with brand loyalty and purchase intent.”

Building trust with retailers is important, too, Wheeler noted. “Something we hear a lot about in our space is: Aren’t you just subsidizing a purchase that would already be made?” she shared. “But Fetch can use data to confirm if a customer is new to a brand, and because it’s so customized and personalized, we can drive the outcomes that we need to.”

Gen Z’s demand for purpose and personalization



(L-R) JPMorganChase's Lauren Griewski, Fetch's Carmen Gonzalez-Meister, Esões Cosmetics' Joy Hoover

Several panelists emphasized the importance of understanding generational differences. "Gen Z doesn't trust easily," said Wheeler. "They want brands that are purpose-driven and provide tangible value."

Balicki noted that despite the perception that Gen Z lacks loyalty, they can be extremely engaged—if the experience feels right. "Sephora, for example, does it well. Their loyalty program, personalization, and content all click with that audience," she said.

"Consumers can tell when something is algorithmically served," added Elizabeth Johnson, CEO at Pathformance. "But when the consumer does see the brand being authentic and served to them in the right moments, they really respect that."

Offline experiences and emotional storytelling



(L-R) Flamingo Estate's Jeff Lin, Deloitte Digital's Olivia Balicki

Authentic connection isn't limited to digital. Panelists noted that brands like Chewy and Domino's build long-term advocacy by delivering meaningful, emotional moments.

Joy Hoover, founder of Esôes Cosmetics shared a touching early experience following the launch of the company's patented smart lipstick: "We had some tech issues, and I personally called customers to walk them through it." Hoover recalled telling one customer, "Your safety is our No. 1 priority," and she was floored to hear the customer say, "We know that."

Even inconsistencies can build trust when rooted in honesty and authenticity. "Our founder talks about radical inconsistency," shared Jeff Lin, VP of growth at Flamingo Estate. "For instance, our tomato-scented soap smells different depending on the harvest, season over season, and we celebrate that. When compared to our direct competitors, we provide a value exchange backed by emotional storytelling."

Featured Conversation Leaders

- Robin Wheeler, Chief Revenue Officer, Fetch

- Carmen Gonzalez-Meister, General Manager, Food, Fetch
- Olivia Balicki, CRM and Loyalty Activation Lead, Deloitte Digital
- Mike Beyman, Chief of Staff/Head of Strategy and Operations, ADWEEK
- Lauren Griewski, Managing Director, Head of Sales and Partnerships – Chase Media Solutions, JPMorganChase
- Joy Hoover, Founder, Esōes Cosmetics
- Elizabeth Johnson, CEO, Pathformance
- Jeff Lin, VP, Growth, Flamingo Estate
- Matthew Liu, Head of Marketing, Looloo

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