

The Culture Playbook: Winning at the Intersection of Sports and Branding

Run of Show:

- 10:00 a.m. – Speakers check in with Brand Innovators team for further instructions
- 10:30 a.m. – Fireside chat begins
- 10:55 a.m. – Audience questions
- 11:00 a.m. – Fireside chat ends

Speakers:

- Mike Wolf, Manager, Advertising & Social Media, United Airlines
- Megan Willebrand, Sr. Manager, Consumer Connections, Jim Beam
- Moderated by: Lisa Baker, VP, Customer Success, Suzy

Lisa Welcome: *Hi everyone! I'm Lisa Baker, VP of Customer Success at Suzy. For those unfamiliar with us, Suzy is an end-to-end consumer insights platform that integrates AI-powered quant, qual, and high quality audiences into a single connected research cloud. I'm so happy to be here at Suntory Global Spirits and have already been so inspired by the conversations I've heard today. For the next 30 minutes, we're going to discuss The Culture Playbook: Winning at the Intersection of Sports and Branding. To take us through this journey, I'm thrilled to welcome Megan Willebrand, Sr. Manager, Consumer Connections, Jim Beam and Mike Wolf, Manager, Advertising & Social Media, United Airlines, to the stage.*

GETTING TO KNOW EACH OTHER

- Let's get started by getting to know each other. Can you each tell me a little bit about yourself and your work?

SPORTS & BRANDING AT UNITED

- MIKE: I want to start with you by talking about a really fun viral moment that United had on social media during the super bowl. This post now has 12 million views on X. How did this viral moment come together? **[will have AV pull it up]**
- MIKE: What type of preparation goes into catching a viral moment? We all know luck is only a small part of it.
- MIKE: This moment was a big departure from 2024, where United created multiple spots with Kyle Chandler that were in some cases city specific. I'd love to peek behind the curtain to understand how you decide to go a more traditional route vs trying for a viral moment?

- MEGAN, I want to transition into a campaign Jim Beam recently worked on, but first the same question to you – how do you strike a balance between produced and viral campaign moments?
- MEGAN: Jim Beam activated a “[7 stages of defeat](#)” campaign earlier this year while the football season was still going on. Can you share more about the campaign and how it came together? Specifically, we were chatting this morning over coffee about your team’s agile process and all that goes into scenario planning.
- MEGAN: I love that your campaign included a physical element – the 7 stages of defeat care package? How did you decide on this tie in, and how many people entered to win it?
- MEGAN: When you think about the value of an ad buy vs. a social moment, talk us through the considerations?
- What success metrics do you both use for big events and partnerships?
- Your companies both partner with other sports leagues & organizations. What do you look for in partners?

THE CULTURE PLAYBOOK

- Today’s session has a big title. “The Culture Playbook: Winning at the Intersection of Sports and Branding.” So, let’s ask the big question.
 - MIKE: What should go into a culture playbook?
 - MEGAN: We were chatting earlier that you can’t always buy your way into the culture conversation, can you expand on that for the group? It’s such a poignant point.
- What trends in sports sponsorships and brand collaborations excite you the most? Where do you see the biggest opportunities for growth?

FINAL QUESTION

- [TIME PERMITTING] If you had to give one key takeaway for brands looking to succeed at the intersection of sports and business, what would it be?

Q&A: *In our last few minutes, I’d like to open the floor to all of you to ask questions. Does anyone have questions for Megan and Mike?*

Lisa Wrap Up: *Unfortunately, that’s all the time we have today. Thank you, Megan and Mike, for sharing your insights with us today! I’ll see you all during the networking breaks!*