Meet Marshall: The Matchmaker Between Creators, Culture and Media



YOUR SPEAKER

Sofoklis Ioannou

Chief Revenue Officer tailwind

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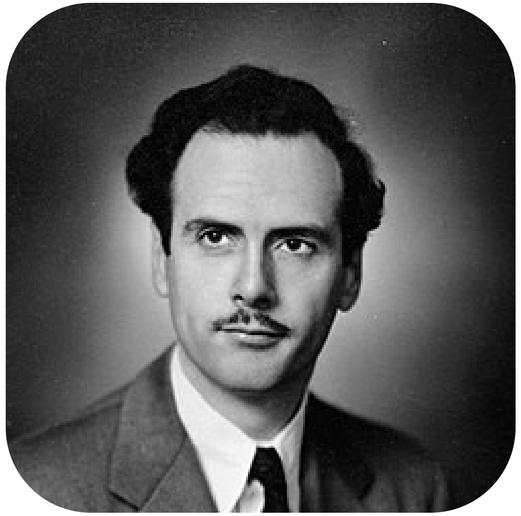

Marshall McLuhan

Media theorist · Understanding Media, 1964

“The medium is the message.”

Each medium has characteristics that influence how people perceive, interact with and respond to the message.

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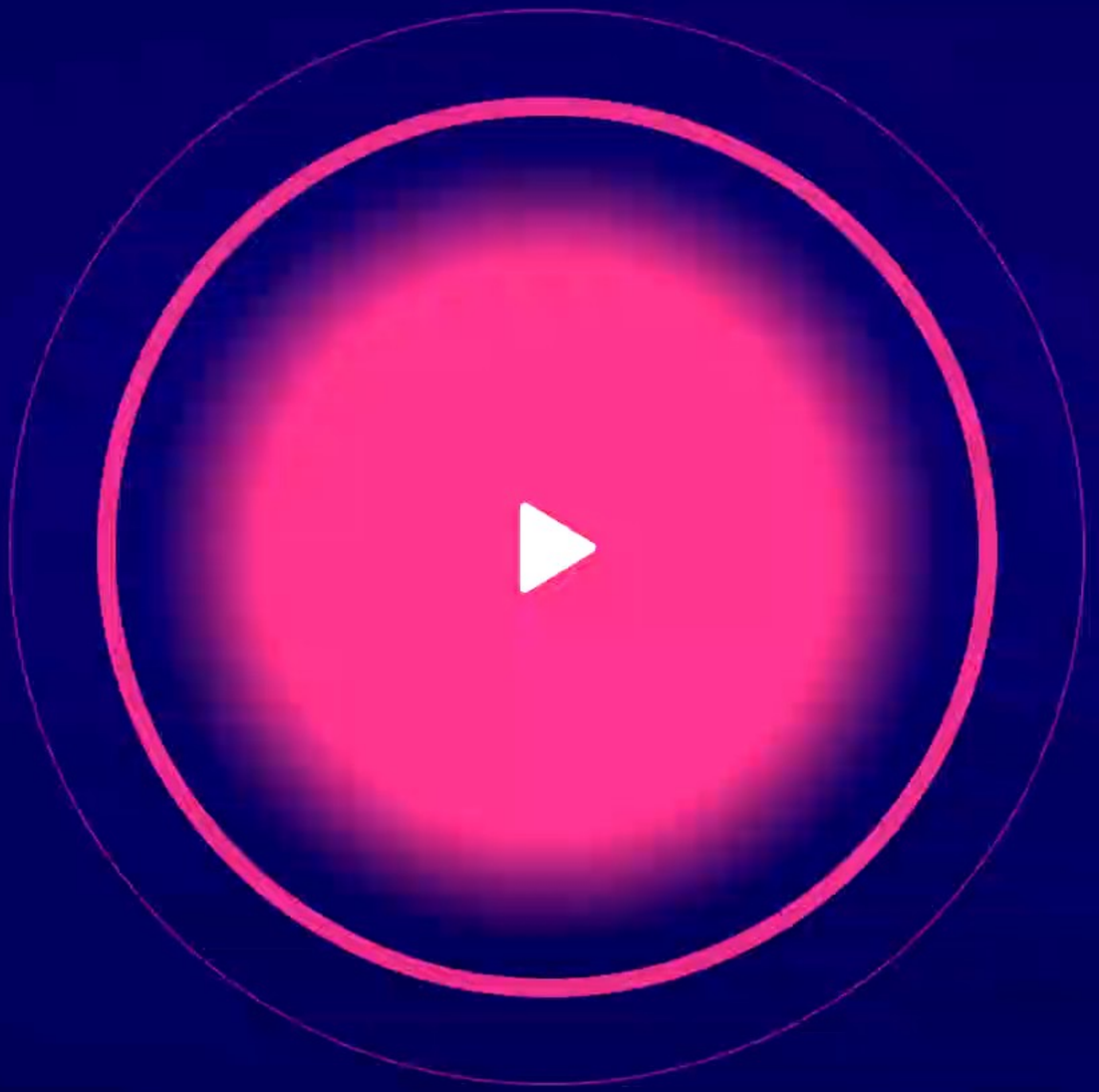

People don’t live in CRMs.
They live in culture.

Creator marketing has cracked something
paid media still struggles with:

AFFINITY

The connection between Culture, Creators and Media.

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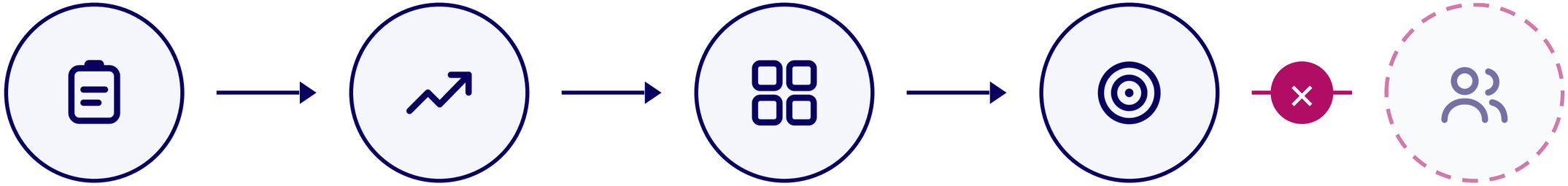
TRADITIONAL PAID MEDIA

The paid media challenge.

The signal gets lost on the way to consumers.



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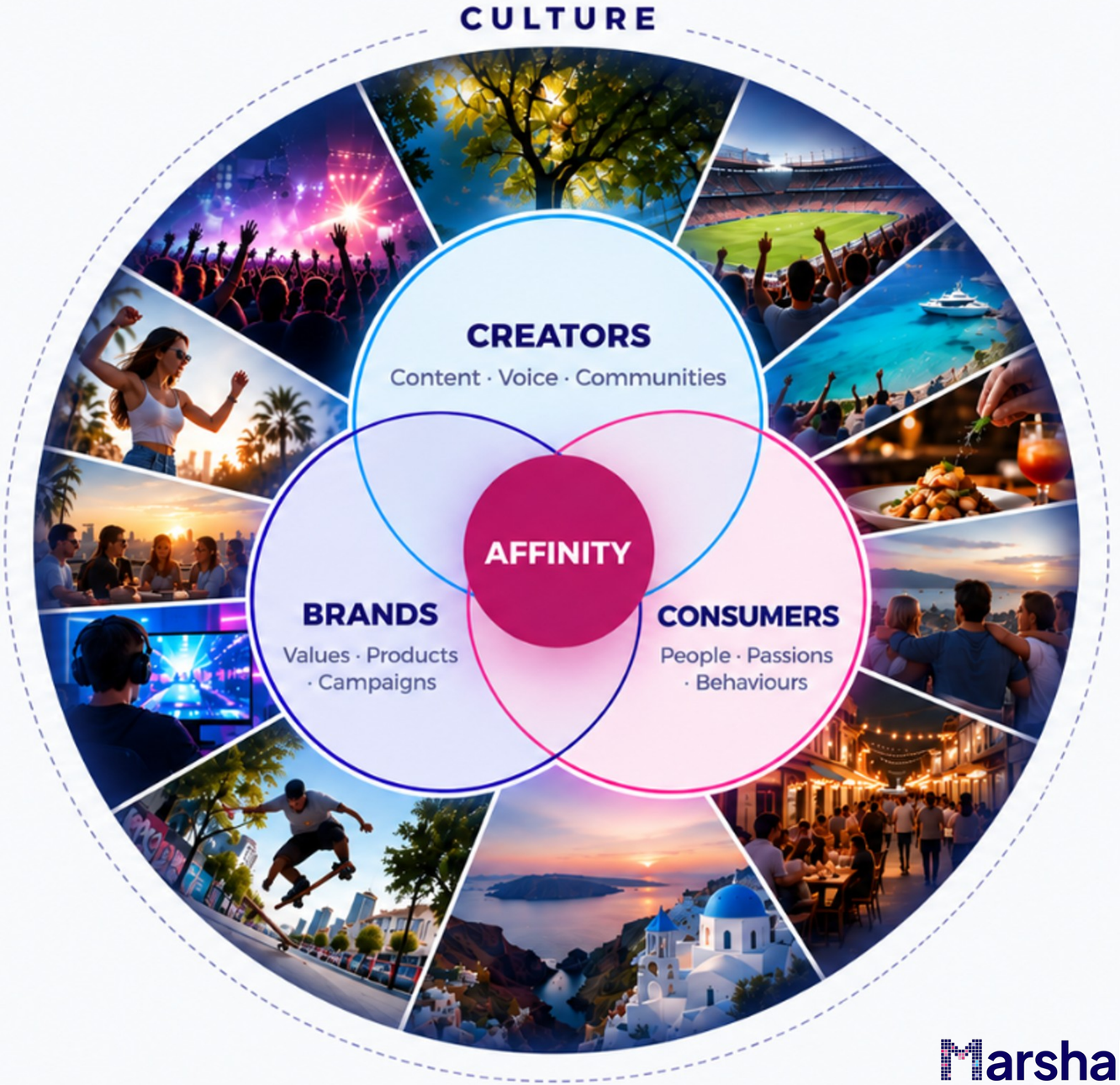
THE CONNECTION

Affinity works.

It’s the link between brand, creators and consumers, all within culture.



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THE IDEA

What if affinity could become a media signal?

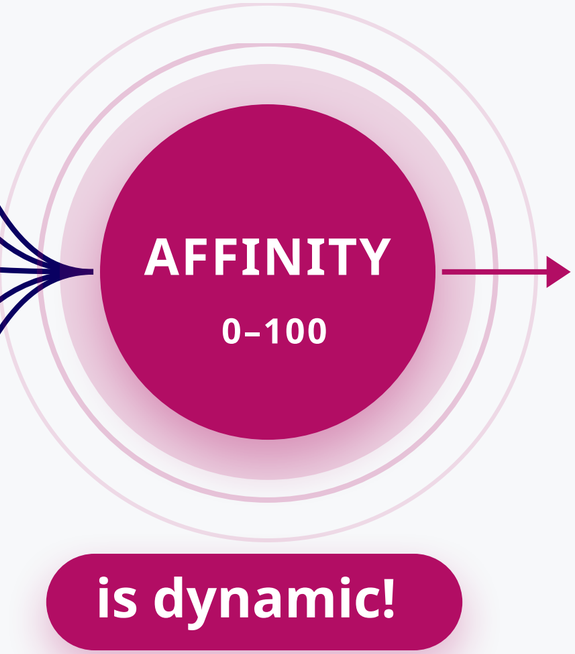
Cultural signals
Moments, trends, context

Customer signals
Interests, feelings, passions

Creator signals
Content, audience, performance

Brand signals
Values, products, campaign goals

Media signals



THE OUTCOME

INTENT
Decision-stage content

RESONANCE
Topic-aligned creators

REACH
Brand-safe scale

× Exclusions
Out of geo · AI slop · Brand unsafe · Low affinity & high cost

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Case study

HEINZ ESTD 1869

dentsu

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CASE STUDY · YOUTUBE

Heinz BBQ: Owning the World Cup moment

Turning football’s biggest cultural occasion into a relevant BBQ moment.

HEINZ ESTº 1869 dentsu

01



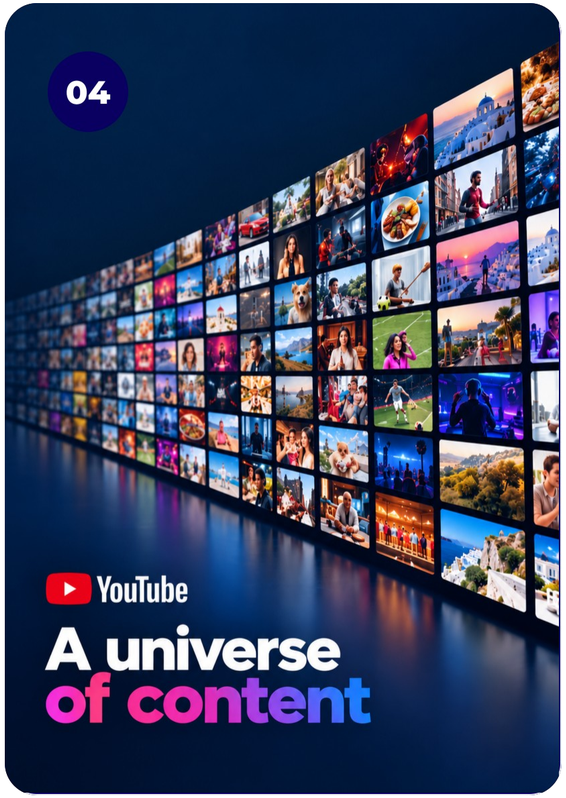
02



03



04



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THE APPROACH

From brief to curation strategy

01 THE BRIEF
What Heinz asked us to achieve

HEINZ
EST° 1869

Business objective
Build awareness and strengthen Heinz BBQ's association with football and grilling occasions through YouTube creators.

Target audience
The Grill Master
The Match Day Host

Media parameters
- YouTube | Greece
- 2-week campaign
- Skippable in-stream & Shorts
- Awareness and attention

02 SIGNAL ENRICHMENT
How Marshall expanded the brief

Resonant Targeting
Market & consumer data, audience interests and passions to identify the right audiences.



Who to reach

Quality Inventory
Brand suitability and contextual signals to find the right content environments.



Where to show up

Impactful Creativity
Category entry points and creator/content insights to shape relevant storytelling.



What stories to tell

03 CURATION STRATEGY
What the enriched intelligence produced

Resonant audiences
Two priority personas with high relevance to the occasion.



The Grill Master



The Match Day Host

Relevant content & creators
Curated YouTube environments across key themes that naturally connect with the occasion.



BBQ & Cooking



Football & Sports



Food Entertainment



Summer Lifestyle

Quality media activation
A curated and brand-safe activation strategy.

Brand suitability controls | Contextual alignment | Affinity-based prioritization

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THE STARTING POINT

Where the attention was going.

Indicative channels from the original plan, all running at the same time.

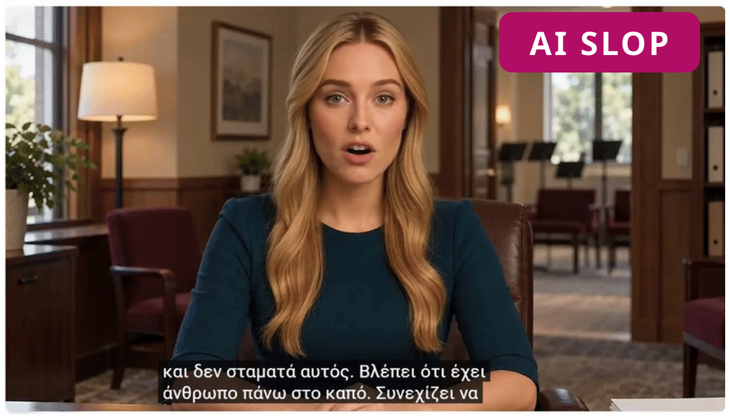
76%

of evaluated channels filtered out

- **Low attention**
- **Low affinity**
- **Out of geo**
- **Brand unsafe**









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THE CURATION

Whitelisted by persona, layer by layer



Grill Master

INTENT
Decision-stage content



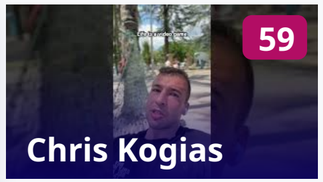




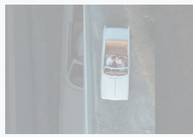


RESONANCE
Topic-aligned creators









REACH
Brand-safe scale









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SAME BRIEF · TWO PERSONAS

Grill Philosophy: one channel, two scores.



The Grill Master

Recipes, BBQ techniques and food & beer pairing.

VS



The Match Day Host

Football, tournament viewing, FIFA gaming and social snacking.



Affinity Index **74**

Higher on Intent

Strong content interest drives the score.

Affinity Index **60**

Higher on Resonance

Broader audience fit drives the score.

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THE RESULT

Turning affinity into attention

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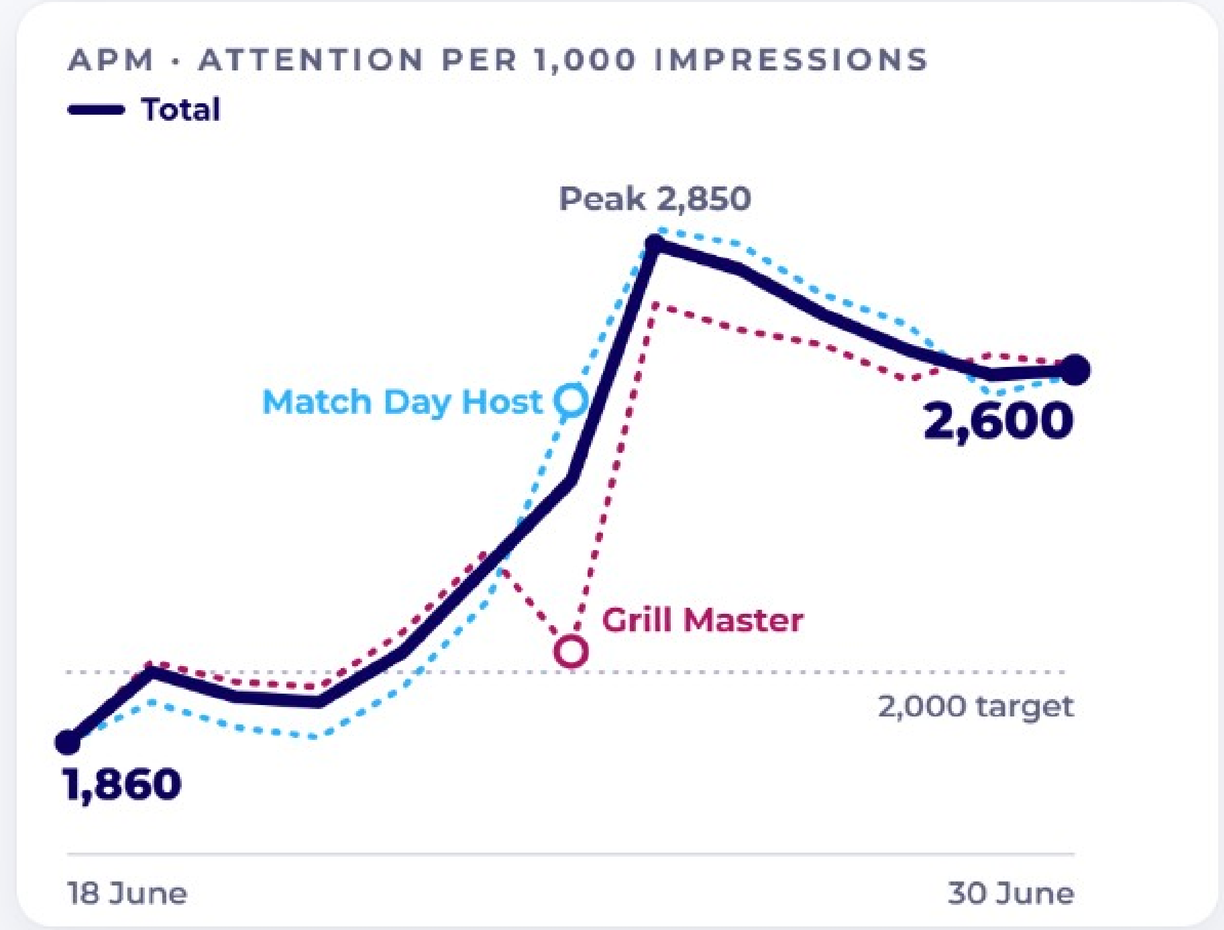
+29%

uplift in Affinity

31 → 43	**Attention minutes per 1000 imps**
×2.3	**View rate vs benchmark**
99.64%	**Brand safety & suitability**



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