

Daily Briefs

## VidCon 2024: Day 2 & 3

June 29, 2024



### Day #2 &3 Thursday, June 27th & Friday, June 28th, 2024

#### Overall

On Days 2 and 3 of VidCon 2024 a recurring theme of speakers was “longevity”. This was repeated by everyone from John & Hank Green, to MatPat, Try Guys, and other “living legacy” channels like Smosh (which started posting videos nearly 2 decades ago in 2005!)

#### Trending Narrative

On VidCon Day #2 & #3, the evenings brought even more activity than the daytime, with numerous parties and dinners for creators, brands, agencies, and even Community Track attendees.

While brands spent less overall, the enthusiasm itself stayed strong and focused on the “tomorrow” of streaming, influencing and creating, and what long-time creators are doing to promote the next generation of creatives.

#### Featured Headlines:

- *Instagram is putting on a charm offensive to get people to use its new AI tools. Will you? (Business Insider)*  
At VidCon in Anaheim, CA, Instagram is hyping up its AI features for creators. The platform's booth at VidCon 2024 consists of activities like making magnets with Instagram's AI-generated stickers, and a photo opp that utilizes the platform's AI background tool available in the stories feature. Mark Zuckerberg is also going on podcasts and messaging his followers about Instagram's AI tools.
- *Stagwell Marketing Cloud PRophet Partners with What's Trending to Launch 'Creator Spotlight' Series (What's Trending)*  
PRophet partnered with What's Trending to create a new influencer marketing series, “Creator Spotlight.” This series will feature interviews with top creators and explore strategies for brands to connect with audiences authentically through influencer partnerships.
- *Creator Economy: TikTok Pushes Long Video at VidCon; Webtoon's IPO (The Information)*  
Brands take it easy at this year's VidCon, pulling back from the more extravagant displays of VidCons past. TikTok pushes editing tools and long videos as it tries to broaden its reach. And PRophet x What's Trending partner for video series to help creators with their brand marketing strategies. The two companies will also collaborate on a “Creator Spotlight” series, launching next month, which will show how creators like Adam Rose, Gigi Gorgeous and Golloria George generate their content.



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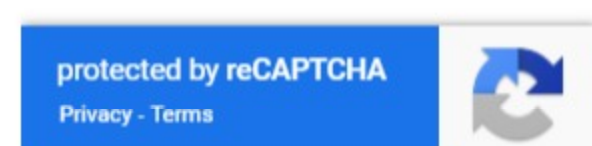
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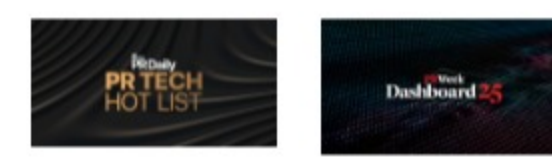
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