

5 Big Trends Dominating the Branded Merch Game and How to Win



Virtually every major media outlet, from The New York Times to Vogue, now highlights stories celebrating merch. Why? “Merch madness” has entered a new era, where brand expression and personal identity create a bold opportunity for those who understand the zeitgeist and can use it effectively and boldly in their marketing. And as distributors, if we prepare for this opportunity, we can reshape our selling positions and our businesses to reap incredible benefits now and in the future. Join Bobby Lehew as he shares examples of the best merch stories –from Johnnie Walker to A24 to Glossier and Apple– and how these brands embrace merch to cut through the noise of distraction and impact their fans who matter most.

You’ll learn:

1. How younger buyers now think about merch
2. How the world now views merch and why that perspective matters
3. How fan-fueled engagement has radically reshaped the merch experience
4. Why merch is the OG of social impact marketing
5. How to think bolder, better, and bigger about the opportunities in 2024

Presented by: **Bobby Lehew**
Chief Content Officer



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October 9th, 2024
10:30AM - 11:00AM