

THE CREATOR ECONOMY:

Shifting the way consumers think about brands



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Where I come from

What is The Design Network?



THE RISE OF THE CREATOR



(Credit: Getty Images)



(Credit: Getty Images)

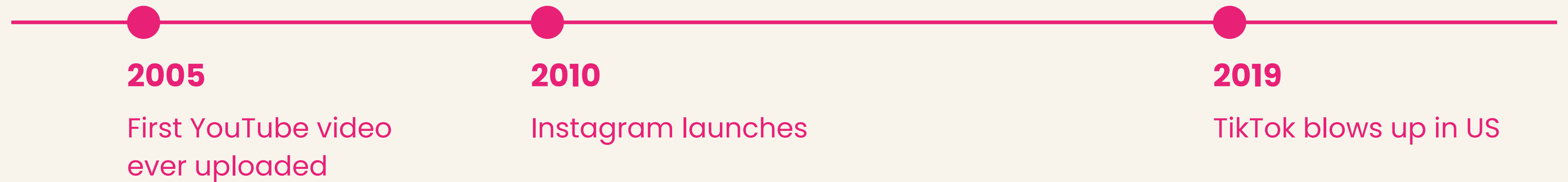
Before Creators

icons felt distant, aspirational, one-directional

tabloids, red carpets, autobiographies

The Turning Point

For the first time, anyone can create, publish, and monetize content.



Where we are today



WHAT IS A CREATOR?

Creator

One that creates, usually by bringing something new or original into being.

Why creators actually deliver

authentic imagery, ideas, POV

not just reach, connection



Long-Form vs. Short-Form Content

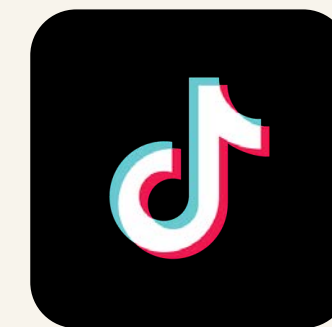
Long-Form:

YouTube, Substack



Short-Form:

Instagram, TikTok, Facebook



WHAT IS THE CREATOR ECONOMY?

Creator Economy

A digital market where independent individuals build online audiences and make money directly from their creative work.

Redefining the way brands build loyalty, drive engagement, and grow their businesses.

The stats

creator content is

26%

of daily TV/video time

\$205B+

industry in 2024

20B+

videos uploaded to YouTube alone

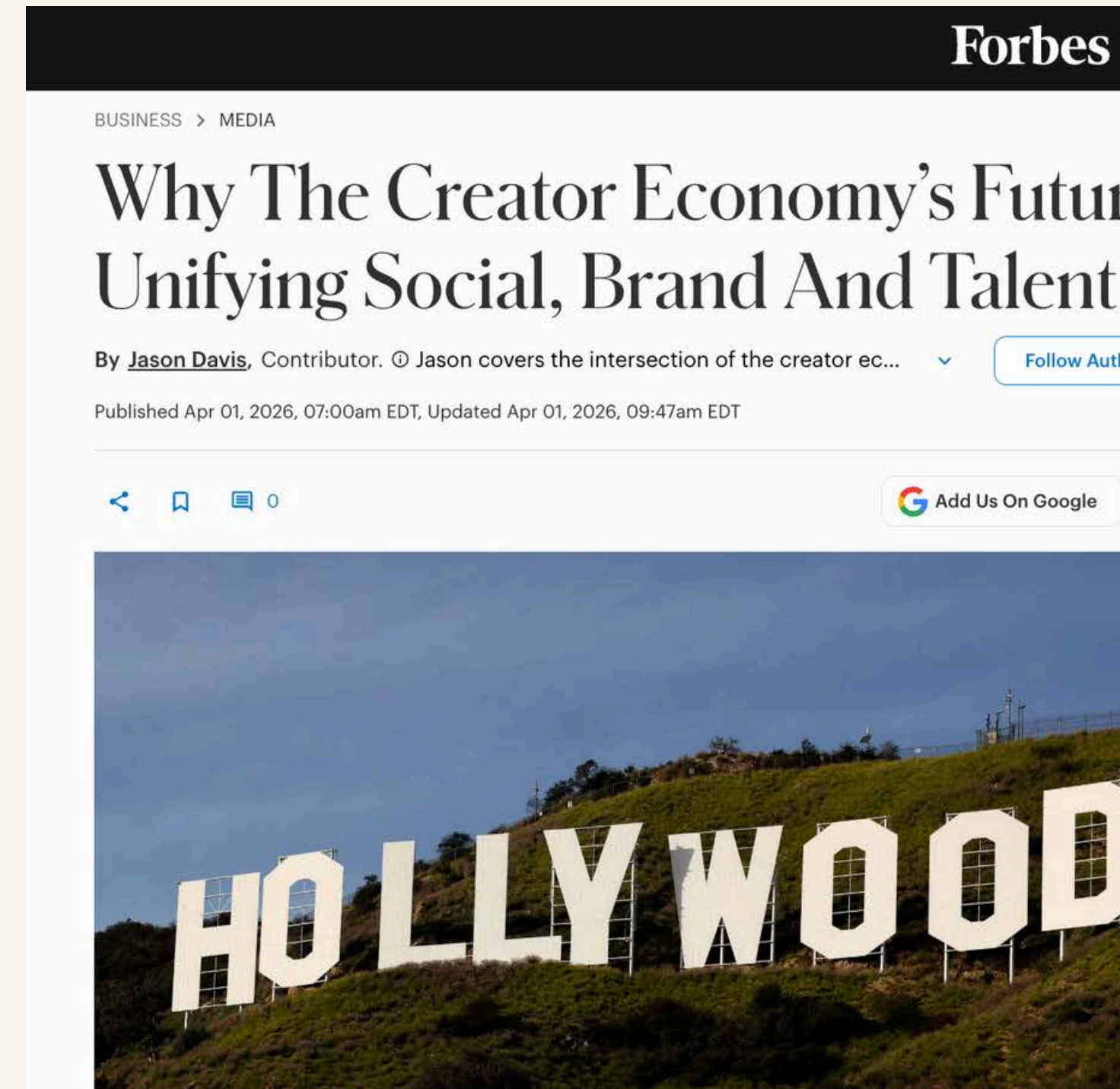
\$1.35T

estimated by 2033

Not a trend, a reorganization

*Fundamental shift in media, consumer trust,
marketing infrastructure (Deloitte)*

*Reorganization of media, culture, commerce
around human trust at scale (Forbes)*



Trust has shifted

69%

trust influencer recommendations
over direct brand messaging

86%

make influencer-inspired
purchases at least yearly

49%

purchase monthly because
of influencers



WHAT DOES THIS MEAN FOR YOUR BRAND?

The funnel

**High frequency, low-commitment purchases vs.
high-trust, considered purchases**

Furniture:

Not impulse, but trust-driven



Where is TDN headed?

new creator-first community

opportunity for home furnishing brands



Partnership in action



Jeep®

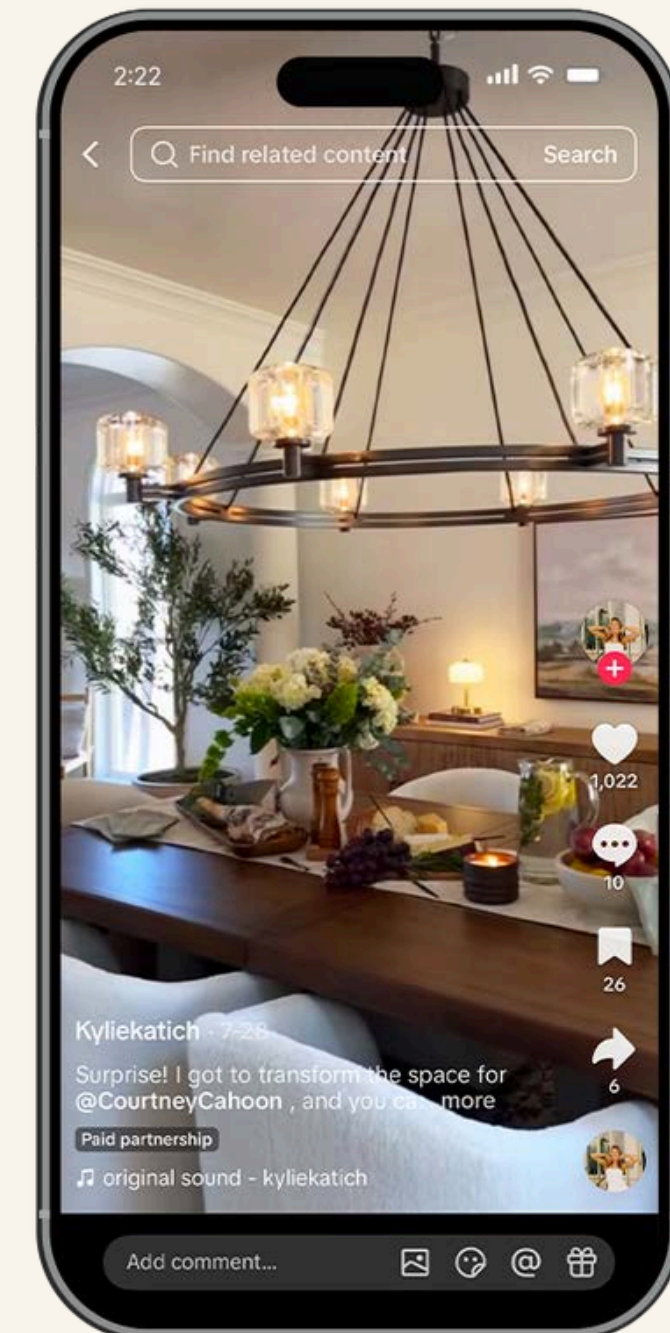
△ ASHLEY

BED BATH & BEYOND
The Container Store

AVOCADO

THE
WOOSTER®
BRUSH COMPANY

DIY House Call x Ashley



What this means for you

reimagining of partnerships

new way to build trust

approachable, scalable content

**THANK
YOU**

