

GEN Z & MILLENNIALS

are redefining their relationships with athletes and celebrities

How brands can stand out in the "Peer-to-Peer Era" by providing consumers direct access to their favorite talent.

2000 PAPARAZZI ERA

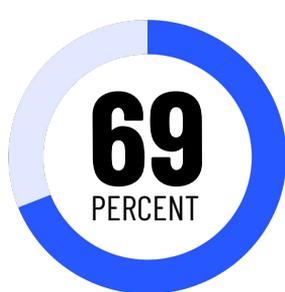
The media has exclusive access to famous people. **But access wasn't enough on its own.**

2010 EARLY SOCIAL MEDIA

Famous people are able to publish their own content. **But only posting their best moments wasn't enough.**

2020 PEER-TO-PEER ERA

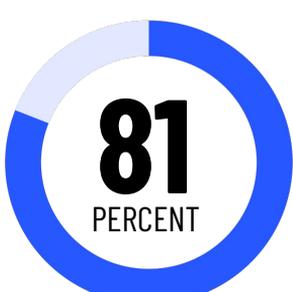
Celebrities act more like our friends as **they share everyday moments, and not just the highlights.**



Agree that it is not enough to just have access to famous people, I want to relate to them.



Agree that my favorite famous people feel like my friends



Like to see all sides of people I follow on social media, not just their successes and good moments

78%

Want to feel involved in the content I consume.

70%

Wish I could be friends with my favorite athlete.



HOW TEAM WHISTLE NAVIGATES THIS ERA

Team Whistle helps brands, leagues and networks connect fans to their favorite talent through relatable video series, content services and strategy.

THROUGH WHISTLE ORIGINALS



Days Off showcases celebs & athletes relatable hobbies & lifestyles



Meet The Pets features celebrities opening up about their favorite furry friends



My Hustle spotlights rising entrepreneurs' everyday routines & support systems

THROUGH CLIENT CAMPAIGNS



Hive Minds humanizes celebrities as they build Bumble profiles with support of friends



Tubi's Super Nostalgia Reunion had 90s stars collab with TikTok mavens in ways you never knew you needed



Olympics IRL showcased the human side of the world's best athletes on Snapchat

For More Information
VISIT: www.teamwhistle.com
EMAIL: insights@thewhistle.com