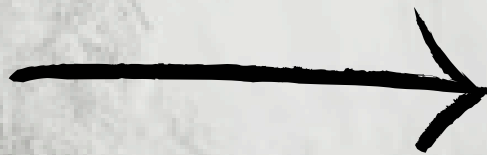


Inside the LAB

**INFLUENCER
FEST 2026.**

**Alignment &
Authenticity**



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LESSON 1

LINDSEY RANZAU,
Creator @LindseyRanzau tells
Marney Gellner,

“If It’s not a **hell yes,
it’s a no.”**



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LESSON 2

**SUCCESSFUL
PARTNERSHIPS TODAY
ARE LESS ABOUT
TRANSACTIONS &
MORE ABOUT
RELATIONSHIPS.**



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LESSON 3

CREATORS WANT:

- * Brand alignment
- * Creative trust
- * Long-term partnerships
- * Clear communication

BRANDS WANT:

- * Authentic storytelling
- * Consistent performance
- * Trusted audience connection



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LESSON 4

ON CREATORS & BRANDS BEING MISALIGNED:

“I firmly believe that you need to get on the call with them. You need to have the conversation. Don't just send an email. I know that's uncomfortable for a lot of generations to just pick up a phone. But it is important to talk it out and have a conversation about where you can potentially fix it.”

- **SARA JOHNSON**, Marketing Director at Mall of America



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