



Sekou Andrews & Audacy Elevate Conference with Award-Winning Experience

Customer

Audacy

Audience

1,100 attendees, including CMOs, agency leaders, and decision-makers from top brands.

Location

Orlando, FL

Challenge

Audacy sought to reposition audio as a powerful and often-underestimated channel in modern marketing. With a goal to elevate brand awareness, deepen connections with marketing leaders, and win mindshare in a highly competitive media landscape, Audacy needed a showstopping moment at the ANA Masters of Marketing Conference that would emotionally resonate while strategically reinforcing their message: the Power of Sound.

The Solution

- A multi-day immersive experience culminating in a high-impact keynote performance by spoken word artist Sekou Andrews.

Results

Sekou's poetic performance provided an emotional and memorable anchor for Audacy's campaign. The campaign earned Gold in the Event Marketing Campaign category at the 2025 ANA B2 Awards, validating its success and impact. Attendees praised the originality and emotional resonance of the experience, and Audacy's brand equity with marketing leaders was notably enhanced.

Audacy, a leading audio content and entertainment company, partnered with the Association of National Advertisers (ANA) for their 2024 ANA Masters of Marketing Conference. The collaboration culminated in a groundbreaking "Power of Sound Experience" that not only captivated nearly 2,000 marketers but also earned Audacy the prestigious ANA 2025 Gold B2 Award for "Event Marketing Campaign," underscoring the profound effect of innovative experiential marketing and strategic collaboration and the impact of Sekou Andrews.

The ANA Masters of Marketing Conference serves as a pivotal annual event, defining the future of marketing through collaborative discussions, innovative workshops, and strategic insights. Attendees at the 2024 ANA Masters of Marketing Conference faced several pressing challenges: navigating the constant disruption from AI, rising above the pervasive "noise" in a crowded marketplace, and fostering employee engagement and retention. Audacy recognized an opportunity to elevate audio marketing as a powerful solution, addressing these concerns by showcasing its inherent ability to cut through clutter and create deep, memorable connections. The challenge was to transform an abstract concept—the power of sound—into a tangible, unforgettable experience that would resonate with an audience accustomed to diverse marketing stimuli.

Set against this vibrant backdrop, Sekou Andrews, the Grammy-nominated spoken word artist and master of "poetic voice," served as the emotional crescendo of the experience. He was tasked with transforming Audacy's core business messaging into a deeply human and unforgettable experience. He lent his distinctive voice to narrate the "Let Me Tell You a Story" vignette, a darkened, sound-absorbing corridor designed to uniquely contrast with the venue's loud environment. Then on October 23rd, 2024, he delivered a 40-minute spoken word poetry session that was meticulously aligned with the conference's themes of "Setting the Agenda" for the future of marketing - focusing on the intrinsic power of audio and storytelling. Sekou delivered lines that weren't just heard—they were felt. His performance was a transformational experience that married the poetic cadence of art with the urgency of marketing innovation.

The power of Sekou's performance was in its authenticity and emotional resonance. His words humanized technology and redefined audio as more than a medium—it became a memory-maker, a culture-shaper, a strategic differentiator. The "Power of Sound Experience," significantly amplified by Sekou Andrews's contribution, proved to be an overwhelming success, culminating in Audacy receiving the Association of National Advertisers' 2025 Gold B2 Award for "Event Marketing Campaign." The experience successfully positioned Audacy as a visionary company that delivers compelling content, leads the forefront of experiential marketing, and sparks vital conversations in the industry.

By integrating Sekou Andrews's unique artistry, Audacy transformed a marketing conference presence into an award-winning immersive experience. The "Power of Sound Experience" not only met but exceeded its objectives, powerfully demonstrating that when creativity, strategic vision, and inspiring talent converge, the impact on clients and the industry can be truly golden.



Frequently Asked Questions



Who is the Mollie Plotkin Group?

The Mollie Plotkin Group is about more than hiring a professional speaker or entertainer. It's about working together to create unforgettable live and virtual events, filled with engaging content, extraordinary stories, and enduring lessons.

As a Keynote Speaker & Entertainment Agency, we have established personal connections with our keynote speakers, experts, and entertainers.



Why do we create case studies?

These case studies focus on the distinct, specific impact our talent has had on hiring organizations. When considering a keynote speaker, entertainer, or any paid appearance, it is easy to understand a speaker's unique background. It can be harder to demonstrate the impact and return on investment for your organization.



Why do we focus on entertainers?

We want to show that the message and impact of entertainers can often rival that of keynote speakers. Great entertainers have value as a means of employee appreciation, stress relief, and burnout prevention. But often, their impact spans far past that horizon. In fact, some of the best entertainers also deliver incredible keynote speeches.



Why do organizations hire Sekou Andrews?

Sekou is a Grammy-nominated spoken word artist and master of "poetic voice" who transforms conventional keynotes into immersive, emotionally charged performances. He helps organizations humanize their message, inspire their audiences, and spark lasting impact.