**Yeti Takes A Community Approach To Influencer Marketing**

Yeti taps a roster of roughly 200 ambassadors that are well-known within the communities that embrace its products instead of forging ties with celebrities to maintain a foothold and safeguard its brand identity, says Chief Marketing Officer Paulie Dery "You have to give a lot of credit to the people who make up your core; they want to represent you, they want to use your stuff and tell the world about you. You need to keep investing in them."

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[*https://www.thedrum.com/news/2024/01/03/yeti-cmo-how-he-ll-never-cede-control-the-whims-influencers-and-celebs*](https://www.thedrum.com/news/2024/01/03/yeti-cmo-how-he-ll-never-cede-control-the-whims-influencers-and-celebs)

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