

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): May 13, 2022

Creatd, Inc.

(Exact name of registrant as specified in its charter)

Nevada

(State or other jurisdiction of
incorporation or organization)

001-39500

(Commission File Number)

87-0645394

(IRS Employer
Identification No.)

648 Broadway

Suite 200

New York, NY 10012

(Address of principal executive offices)

(201) 258-3770

(Registrant's telephone number, including area code)

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, par value \$0.001	CRTD	The Nasdaq Stock Market LLC
Common Stock Purchase Warrants	CRTDW	The Nasdaq Stock Market LLC

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

Item 7.01 Regulation FD Disclosure.

On May 12, 2022, Creatd, Inc., a Nevada corporation (the “Company”), made certain updates to its slide presentation for Vocal for Brands, available on the Company’s website (the “Presentation”). The Presentation is furnished hereto as Exhibit 99.1 and incorporated herein by reference.

The Presentation can also be found on the Company’s website at <https://creatd.com>, under the Vocal for Brands tab, or at <https://brands.vocal.media/>.

on our website at <https://creatd.com>.

The information in Item 7.01 to this Current Report on Form 8-K, including Exhibit 99.1, is being furnished and shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except as expressly set forth by specific reference in such filing.

Forward-Looking Statements

This Current Report on Form 8-K includes information that may constitute forward-looking statements. These forward-looking statements are based on the Company’s current beliefs, assumptions and expectations regarding future events, which in turn are based on information currently available to the Company. By their nature, forward-looking statements address matters that are subject to risks and uncertainties. Forward looking statements include, without limitation, statements relating to projected industry growth rates, the Company’s current growth rates and the Company’s present and future cash flow position. A variety of factors could cause actual events and results, as well as the Company’s expectations, to differ materially from those expressed in or contemplated by the forward-looking statements. Risk factors affecting the Company are discussed in detail in the Company’s filings with the Securities and Exchange Commission. The Company undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise, except to the extent required by applicable securities laws.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits.

Exhibit Number	Description
99.1	Vocal for Brands Presentation
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

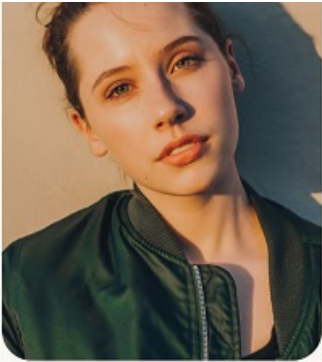
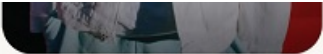
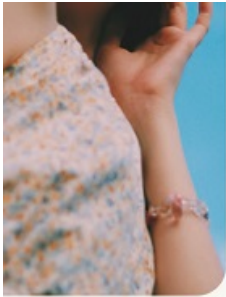
CREATD, INC.

Date: May 13, 2022

By: /s/ Laurie Weisberg



Name: Laurie Weisberg

Title: Chief Executive Officer



Vocal for Brands



We connect  brands
and influential storytellers
to reach hyper-engaged
audiences  for your brand.

Vocal is a storytelling platform for creators and their audiences

As the destination for original, authentic stories, Vocal is home to millions of creators-of-all-types, who share diverse, culturally relevant stories to their audiences.

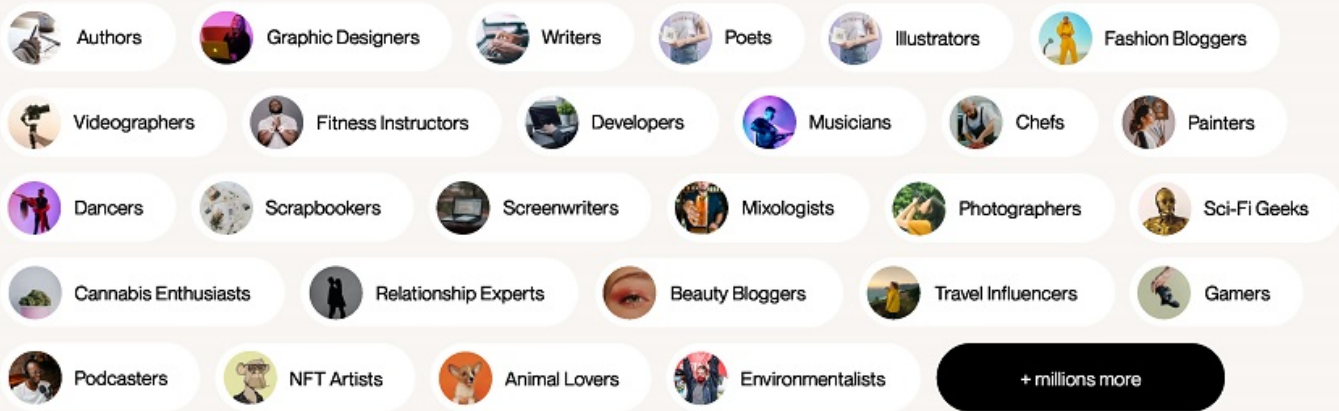
We use the power of community and technology to help brands reach their audiences through engaging and impactful storytelling.

Explore Vocal

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Vocal is powered by creators of all shapes and sizes...



Reach



200m

Global reach from Vocal creators

Creators



1.5m

Creators on Vocal

Engagement



4min

Avg. time engaging with
Branded Stories on Vocal

Community



40

Topic-specific communities

We've partnered our creators with the world's leading brands

Google

Unilever



MOLESKINE®



P&G

Disney

Casper

Walmart ✨

vimeo

hims

chewy

Ollie

HARRY'S

PETSMART

MAGIC
SPOON

upwork

Our Place

HGTV

chewy

CHOMPS

fatfitfun

Ritual

MILK BAR

Stories work better than ads

Vocal for Brands pairs influential creators with brands to harness the power of great storytelling without interruption.

We work with your brand to build custom, cross-channel assets for campaigns ranging from targeted content to large-scale brand awareness initiatives, and everything in-between.

Consumers find branded content **22x more engaging** than display advertising

Brand recall is **59% higher** for branded content than other digital ads

Consumers spend **2x more money** when they feel a personal connection with a brand

We combine  content and
influencer marketing to reach
your  target audience.

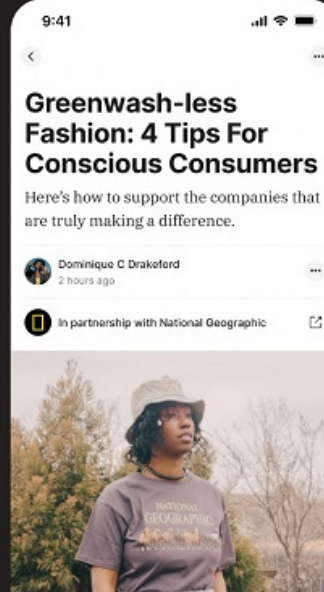
Branded Stories

Our influential storytellers are skilled at bringing brands into their audience's worlds through authentic, organic storytelling that builds affinity and drives conversions.

What's included:

- Content strategy development
- Access to Vocal's network of creators
- A series of sponsored campaign stories
- Bespoke, brand-friendly design
- Promotional notifications and calls to action
- Dynamic reporting
- Social promotion

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After Boost, I moved onto Dune's Dewy, which features ingredients like Aloe and collagen with prickly pear. I know what you're thinking and what you snagged on reading this — collagen?



Branded Stories Process



Identify

We identify top creators to work with your brand based on their audiences' interest, demographics, and reach.



Create

We collaborate with your brand and approved creators to produce campaign-optimized Vocal stories and social assets.



Promote

Creators share on Vocal and their social profiles. We use our first-party data to create targeted audiences to promote via paid media and influencer whitelisting.

Branded Challenges

Reach our entire creator community and create lasting brand affinity through Branded Challenges, and Vocal's creators will create a collection of original branded stories for your brand. Vocal takes a data-centric view to determine which stories can be adapted into others forms to make an impact for future campaigns.

What's included:

- 1.5M+ creators prompted to create content for your brand
- Placement on Vocal's homepage and announcements
- Placement on marketing materials
- Placement on social media posts and ads related to the Challenge
- Opportunity for your brand to participate as a judge
- Access to winning stories for use in your promotional materials
- Offer participants brand incentives (coupons, exclusive offers, etc.)

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\$20,000 Grand Prize
21 days left

Supported by
Moleskine

Color is Pride: True Colors

Write a poem about something that makes you unique, inspired by the idea of color.

\$30,000 Grand Prize
9 days left

Sponsored by
Fiskars

Create Your Happiness

Tell us about a craft or project that brings you joy.

\$15,000 Grand Prize
2 days left

Supported by
Vimeo

Pay It Forward

Create a video supporting a small business using Vimeo. Create for a chance to win \$5,000 and a \$2,800 donation to the small business they highlight.

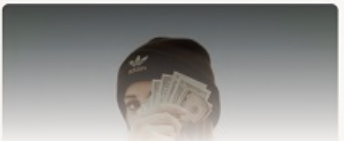
\$5,000 Grand Prize
1 day left

In partnership with
Bright Collars

Dream Date

Create a short fiction story about a first date, involving a glass of Merlot.

\$5,000 Grand Prize
6 days left



Let's connect

Ready to tell your brand's story with Vocal?
Connect with us to get started.

Dana Dench
Head of Brand Partnerships
dana.dench@vocalforbrands.com

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