



**CHRIST**  
(DEEMED TO BE UNIVERSITY)  
BANGALORE • INDIA

**school of businEss and managEmEnt**



MARKETING NEWSLETTER  
VOLUME 9 | ISSUE 3



**ExPERiEntiaL MARKETING**

# FOREWORD

I am pleased to place in your hands the 3<sup>rd</sup> issue of 9<sup>th</sup> edition of our Marketing news letter M-ASK and the theme for this issue is Experiential Marketing. What is this fuss and buzz about experiential marketing?

Tectonic shifts in consumer psyche , lifestyle and buying behaviour is making it increasingly difficult to do a simple segmentation and profiling of consumer. In fact every individual has become a complex multi-segment in himself or herself. Adding to the woes of brands, consumption of new age technology driven products and the perspective of viewing even conventional products with the technology lens is constantly throwing gauntlets at brands to come up with innovative and disruptive products and experiences to this new breed of voracious consumers who have disdain for brand loyalty. Democratization of information due to digital, social media and other platforms have put in the hands of consumers' tremendous power, the balance has clearly tilted towards the consumer. Can experiential marketing be the panacea for brands to de-clutter and differentiate? Probably yes. Experiential marketing on one hand at a very fundamental level involves creating experiences for the consumer through various means including technology like Augmented and virtual reality to experience the brand before adopting the brand and on the other involves a deeper and longer horizon engagement with the consumer who strategically co-partners with the brand to co-create products, services and build brand salience.

This issue has interesting array of articles depicting many perspectives on experiential marketing. I enjoyed bringing this issue to you. I hope you will also enjoy as much I enjoyed in bringing this issue to you.



**Prof. Suresh A**  
**Head- Marketing**



## CHRIST (Deemed to be University)

### VISION

Excellence and Service

### MISSION

CHRIST (Deemed to be University) is a nurturing ground for an individual's holistic development to make effective contribution to the society in a dynamic environment.

## SCHOOL OF BUSINESS AND MANAGEMENT

### VISION

Our vision is to be an institution of excellence developing leaders serving enterprises and society globally

### MISSION

Our mission is to develop socially responsible business leaders with the spirit of inquiry through academic and industry engagement

### *Programme Educational Objectives (PEOs)*

- Graduates possessing subject knowledge, analytical ability and skills to manage business.
- Graduates exhibiting spirit of inquiry, innovation and ability to solve problems in dynamic business environment.
- Graduates with value based leadership skills, entrepreneurial capabilities and global awareness serving enterprises and society.

### *Master of Business Administration*

#### *Program Learning Goals (PLGs)*

#### *Program Outcomes (POs)*

PLG1	Social Responsibility and Ethical Sensitivity	PO1	Apply knowledge of Management and Practices to solve business problems
PLG2	Functional Knowledge and Application	PO2	Foster Analytical and Critical abilities for data-based decision making
PLG3	Communication	PO3	Ability to develop value-based leadership ability
PLG4	Critical Thinking	PO4	Ability to understand, analyse, communicate global economic, legal and ethical aspects of business
PLG5	Global Awareness	PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to the team environment
		PO6	Identify business opportunities, design and implement innovations in the work environment
		PO7	Enhance capabilities for generating research ideas in respective management domains
		PO8	Demonstrate sensitivity to sustainability issues and prepare for lifelong learning

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WELCOME TO THE  
**NEW ERA**  
OF MARKETING & SERVICE  
IN WHICH YOUR **BRAND**  
IS DEFINED BY  
THOSE WHO  
**EXPERIENCE** IT.



# FACULTY CORNER

One of the trends which seems to be strongly latching on is the green one. People like to be associated with it and even give a premium for it. Volkswagen just used this perception with a little more creativity to launch one of the most successful brand campaigns. To save electricity used in running escalators Volkswagen came up with a unique way to encourage travellers to choose stairs. The whole staircase in Odenplan subway train station was converted into functional piano keys. It resulted in reduction of escalators in that station. While saving electricity the brand also got promoted.

The world has seen tremendous transformation in the way products are communicated to target customers. Experiential marketing also known as engagement marketing creates exceptional customer experience for brand promotion. Experiential marketing occurs live and in person and thus stand out from the clutter. A creative experiential marketing initiative significantly grabs the attention of the media, influencers and customers while increasing the bottom line performance.



**Dr. Jayanta Banerjee**

# MARKETING THE EMOTIONAL CONNECT



In this ever changing modern market where options are not scarce but rather plenty what makes our product unique, is a question faced by each and every player in the market. If the product is not unique then they should go for something unique in marketing and that's where experiential marketing or engagement marketing comes to play.

In this modern era of technology, getting the information regarding a product is not difficult and it's rather simple but in experiential marketing we provide something more, we give the customer a chance to **Feel** and **Connect** to the product emotionally and the company markets this emotional connect. According to Brad Nierenberg the President and CEO of RedPeg Marketing, experiential marketing is a one-on-one interactions that happens live and that which allow customers to create an emotional connection with brand. This emotional connection not only generates sales for the company but also foster customer loyalty and CLV (customer life time value).



**AKSHAY AUGUSTINE**  
**1927903**

The major difference between traditional marketing and experiential marketing is that experiential marketing tries to establish a synergy between consumption, perception and brand loyalty. And also it gives emphasis on providing the customer sensory, cognitive and emotional values.

The basic idea of experiential marketing strategy is to develop a model which is more customer centric and which is more future oriented. And one of the other major aspect that can be added to experiential marketing is that it can be linked to a story, a story line in the background of any product adds to the value of the product for example a Montblanc John F Kennedy limited edition pen which cost \$800 is priced that high because of the background story which adds fantasy to it. And if the company is able to provide an experience for the customer to feel the product and understand this product all together then they create a unique emotional connect, which will not only lead to sales but also a great brand loyalty.

And while strategizing such an experiential marketing plan the company should have a clear cut idea regarding the goals and all possible outcomes and should devise ways for measuring these above mentioned outcomes and goals, should devise a creative, exciting and impactful activation model and should find ways to maximize online engagement through modern social media and other modes. And finally the company should keep in mind to provide something of value to the customer. The most valuable benefit of experiential marketing is the word-of-mouth, from the researches conducted by Google, Ogilvy and McKinsey it is clear that customers are more influenced than print media and social media advertisements by word-of-mouth. And the other major benefits of experiential marketing are that it provides a feel good emotion to the customer, which can be used as the soil for cultivating brand loyalty. And thus it can be said that experiential marketing is the best way for building strong connection with the customer and can be used to increase customer satisfaction, the two key elements for creating brand loyalty.

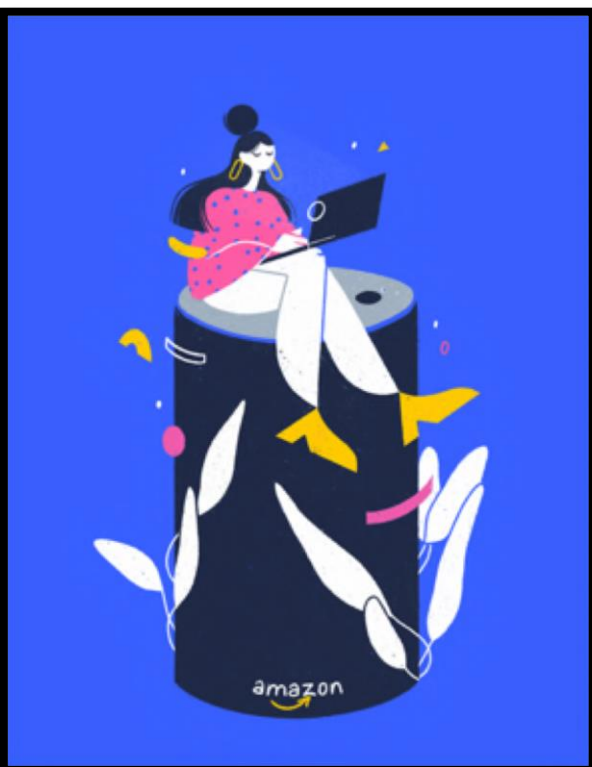
# AUGMENTED REALITY

## GIVING A NEW EDGE TO EXPERIENTIAL MARKETING

As the name itself suggests, experiential marketing is one of the new age marketing approaches wherein an optimistic environment and acquaintance is given to the customer to create a far better brand engagement.

Brands here, don't focus solely on making sales rather they focus to give the buyers a cheerful experience so that the brand remains in their minds for an extended time. Psychology has always played an important role when marketers want to approach customers with their products, even in experiential marketing, consumer psychology plays a crucial role. The aim of providing an honest experience creates a positive energy within the minds of the customer and this may eventually cause sales or word-of-mouth marketing.

Needless to say, augmented reality was a pie-in-the-sky idea. Almost all domains attempt to involve AR in their processes to usher in efficacy. Hence, with an equivalent motive now, retail stores and different brands are trying to inculcate AR in their customer interaction processes in marketing.



**SHWETA MATTHEW**  
1927250

Let us check out various just brands and shops using augmented reality together as a means to deliver experiential marketing. Retailers across a plethora of industries have integrated AR technology into the in-store experience. It's a sensible move, especially considering the very fact that 61% of consumers prefer stores that provide AR experiences — and 40% of them would pay more for a specific product if they need the prospect to experience it through AR.

Lacoste, as an example, created the LCST Lacoste AR mobile app that customers could use to virtually placed on shoes. The app also created AR experiences with window displays, in-store signage, and promotional postcards. Another retailer fused AR into their in-store mirrors.

Cosmetics brand **Charlotte Tilbury** took AR out of customers' hands and onto the “**Magic Mirror**” on the wall. They partnered with augmented retail solutions and software provider Holition to put in AR-enabled mirrors in their store. This provided the purchasers with an opportunity to try on clothes without actually wearing them hence saving their time and energy.

This also made the entire experience of buying a customer to be a cheerful journey in itself. More such examples would be added to the present list and the future is filled with opportunities for marketers to usher in the products with an impeccable approach like experiential marketing.



# WHAT DOES IT COST TO IMPLEMENT EXPERIENTIAL MARKETING?



**ELVIS DANIEL**

**1827108**

Given an option, you would rather attend a live concert rather than watching it on digital screens. Similarly, you would feel different when you attend plays instead of watching movies. In such a situation, you are able to connect to the characters' feelings and emotions. You know that you are a part of the audience, but still, in some weird way, you feel a connection to the play's plot. Why do you get this feeling in a play but not in a movie? Probably, there is something intuitively distinct about being a fragment of something contrasting to merely witnessing it through technological conduit. This distinctiveness is the feeling of experience. Layne Braunstein, Chief Creative Officer at Fake Love describes experience as:

HOW WE LEARN ABOUT LIFE  
STIMULATION OF ALL THE SENSES  
THE ACT OF DISCOVERY  
A REASON TO BELIEVE

In an era, where every customer craves to 'try and buy' before committing to a purchase, experiential marketing swoops in – bridging just the gap between the customer and the brand's product. Experiential Marketing means to permit customers to observe something substantial, related with the brand either as a display or as a live event. It draws in customers and makes engaging encounters that could be remembered. It gives genuine and one of a kind values regarding customer mindfulness, improving perceptions and building enduring connections. Furthermore, it pokes purchasers to impart their experience to other people, propelling a campaign's scope.

I will be taking instances of real life and worldwide incidents to help you understand the implications of experiential marketing campaigns – the pleasures of a successful campaign and the losses faced if it goes not as expected. The following are examples of some of the great incidents that have happened as a result of experiential marketing. This describes how the campaign were planned. Sometimes, a company may incur unfavorable implication due to ineffective planning.

## PING-PONG WITH EVS

In September **2011**, Daimler promoted the 3rd generation Smart for Two electric drive car at Frankfurt Motor Show. They developed a unique way of playing ping-pong through the electric cars. The customers would drive control the cars in the real life, while paying attention to the digital ping-pong game on the screen in front of them. The purpose of this campaign was to demonstrate to the people what it felt like to drive an accountable vehicle. The visitors were required to sign in with their driver's license and basic instructions were delivered about the vehicle. The Smart eBall campaign was advertised through print and guerilla marketing. It even won the Gold Cube award for Interactive (Physical Innovation) at the 91st ADC awards.



## ANGRY BIRDS LIVE

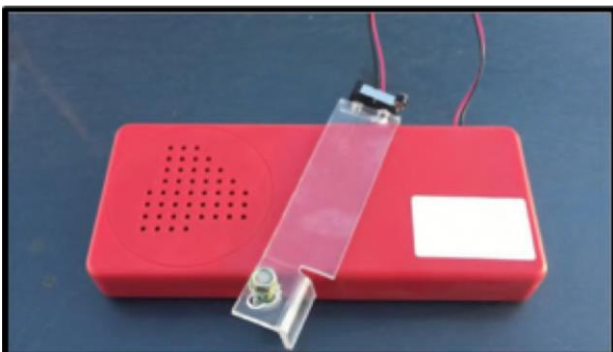
In May 2011, Saatchi & Saatchi U.K. came together with Rovio to converge its mobile game Angry Birds to the real world in Barcelona, Spain, for Deutsche Telekom. How it happened was that three main parts were created - a giant digital slingshot, the Angry Birds structure and a smartphone stand that housed a T-mobile phone. The cell phone in the stand is the controller for the real game. The visuals on the telephone can also be observed on the big screen and when a 'Angry Bird' is launched in the game a physical Angry Bird shoots out into the sky.

Inside the advanced sling shot were four huge air guns that were each stacked with a bird and prepared to shoot. The audio cues were given by Rovio. It took a crew of more than 20 people to rearrange the props after one game. Approximately, 40 pound birds were launched 50 meters high in the sky with the help of canons. In addition to this, 100 football-size 'Angry Birds' were created which were soft and the visitors could kick it to play around.



## PARAMOUNT PICTURES

To promote the motion picture Mission Impossible III, Paramount Pictures put little red wired gadgets inside 4,500 LA Times paper racks. At the point when the racks were opened, the gadgets would play the Mission Impossible subject. As opposed to causing delight, the campaign caused alarm — the customers were naturally concerned the gadgets were bombs.

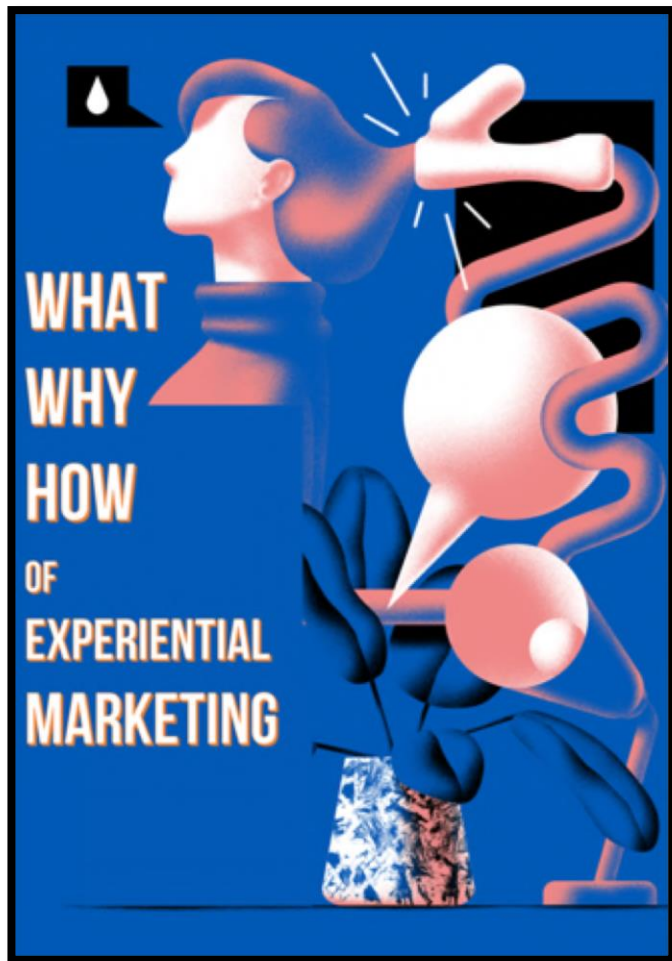


## SMIRNOFF'S VANDALIZING INCIDENT

The Vodka brand didn't let the authorities know that they were going to spray painting a bustling underpass in Leeds, England and they set to work with steam planes to wipe grime off the dividers and stencils to enrich with themes and trademarks. Leeds City Council considered the movement as vandalism and charged the craftsman, Paul Curtis, under the Anti-Social Behavior Act. There are some fundamental lessons to be learned here. Above all, consider things long and hard, in light of the fact that when you're intending to stand out, you need it to be for the correct reasons.



John Wooden once said, "don't mistake activity with achievement." All in all, conclusion can be drawn on the lines that just because you are carrying a campaign, doesn't mean it is bound to bring fruit to you. It could be an experience for you, instead of it being for a customer. Experiential marketing costs not only funds, but intellect. Most importantly, your brand image is always at risk when you try something new. We can learn from the examples of Paramount and Smirnoff that there are always some factors that could render everything unfavorable. Thus, it costs the brand their brand equity and their clients to attempt something like this.



Attention span of humans have shrunk to 8 seconds as compared to 12 seconds in 2000. As customers, we are overwhelmed with information about myriad brand offerings day in and day out through paper ads, billboards and the booming digital ads. With so many advertisements it's hard for customers to remember and retain various brands offerings, their features, advantages and benefits. With this, brands are facing the challenge of keeping their target customers engaged in their offering.

The new generation wants to have an indelible experience of a brand that they can trust by using it themselves rather than believing in the brands proposition offering. Thus brands have come up with new ways to give customers more than just the product or the service through experiential marketing.

Brands have gone an extra mile to be relevant to customers' requirements through experiential marketing by providing them a great experience through various events so that customers connect with the brand and remember the product or service.



**BEDANGA BIKASH SAIKIA**  
1927806

The other reason for companies to come up with experiential marketing is because of the demand for personalization. Earlier the company product or service were only for customers that are suited for it but with the technological advancements companies can cater to different customers preferences.

The advancement of technology has led to evolution of experiential marketing in the recent times, although it began much before the start of the digital era. FMCG companies used to give samples of their newly launched products to try in small sachets for free so that customers can experience the product which might lead to a purchase, was the way they did experiential marketing.

Lenskart has 3D virtual trials according to customer requirement, home eye test and one can even try frames at home even before purchasing. Jewellery brands like PC jewellers and PNG jewellers are using experiential marketing through the latest technology of virtual reality through their app where there are plethora of jewellery design collection which the customers can try virtually before purchasing the desired jewellery that suits them better. Customers can see which design is perfect for them and accordingly buy it thus reducing the inventory cost for the jewellers.

Thus companies are now using experiential marketing through technology to make the customers experience their products before actually buying so that both parties are in a win-win situation with regards to increase in sales and profit and reduction in cost incurred.



# ARE YOU ENGAGED? CONGRATULATIONS !!



**PRAJVAL KATARIA**  
**1928111**

**Experiential Marketing**, also known as '*Engagement Marketing*' is a strategy-based marketing concept which helps marketers to showcase their businesses and interact with an audience in real-world situations. The whole idea is to engage with the customers to gain more insights about their experience with the product/service. Experiential marketing sounds similar to event marketing and that makes sense up to an extent because just like event marketing, experiential marketing is also event-centric.

## ACCORDING TO FORBES,

**"EXPERIENTIAL MARKETING CAN BOLSTER A LASTING CONNECTION BETWEEN A BRAND AND ITS CUSTOMERS."**

A brand, when under a strategic experiential marketing campaign, engages closely with the customers to understand different perceptions and experiences that the customers go through. The whole idea is to understand what would help in enhancing the customer's experience while doing business with the brand. In fact, some companies step outside the box and go a bit beyond to ensure that the marketing campaign actually connects with the audience. It is quite easy and mainstream to align your brand with the people's day to day usage of the brand but what most brands fail to do is to align their campaign on people's perceptions with the social experiences. Even after connecting all these dots, there are chances that marketers might not be able to connect with the audience. It is hence, important to decide which experience/event would be more relatable for the audience. For example, Volkswagen's Piano Staircase:

In 2009, Volkswagen caught people in their musical element by turning a subway staircase in Stockholm, Sweden into a giant piano when nobody was around. The next day, each step of the staircase produced sounds of different piano keys as people climbed up and down the staircase. The campaign was a part of "*The Fun Theory*," which suggests people are more likely to do something if it looks fun. For Volkswagen, however, the message of fun goes a bit further than just catching people discovering a musical staircase on their way to work. As the automotive industry started to take big leaps into environmentally friendly products, Volkswagen wanted to help make people's personal habits healthier to go along with it.

According to Volkswagen and its partner, DDB Stockholm, an ad agency - "*fun is the easiest way to change people's behavior for the better.*" More number of people chose the stairs over the escalators at that particular subway owing to the Piano stint of Volkswagen. It is just one spark that can lead to a fire in the jungle. It is just one connection that a brand needs to establish so as to create a better brand recall in the minds of the people. Experiential marketing is the perfect solution to create such connections. The campaign may or may not be successful but it is always a learning experience. Brands can always learn from such campaigns and improve/change their strategies. With every marketing campaign you launch, find the "*fun*" factor. It's easy to get caught up in how much your brand helps solve your customer's problem, the challenge is to bring them enjoyment. Once you find your campaign's fun factor, find the "*good*" factor. Hosting an experience is your chance to make an impact on your community, not just the users of your product. The idea is to create a memorable impact on the consumers that inspires them to share it with their friends both online and offline.



# SPREADING OUT ARMS TO CONNECT MORE



**T AKHILESH**  
**1927223**

In the era of economic downturn, brands have realised a paradigm shift in consumption patterns. From lifestyle-based consumption to need based consumption, brands got to lose a huge bet on advertisement strategies deployed to reach out to its customers. But delivering live experience before engaging with the brand gives a taste on how it feels to be a part of the brand family, which is a success mantra for many big players in the market. Yes, we are talking about experiential marketing strategy that delivers a live experience and engages a customer in all possible ways. But wait there is a twist, the above stated scenario is for brands that sell goods. What about brands that rely on selling services? Let's see how service brands have pulled up their sleeves to adopt experiential marketing.



New age service brands are treated as baby elephants not because of the size but because of the potential to grow big. Gone are the days when customer was treated as a king. Today's customer is treated no less than a queen who loves to get pampered. New age service brands are leaving no room to capitalize on this aspect. Can you imagine a physically challenged person using the same UBER that a normal person does to avail a cab? The answer is no here, they came up with UBER ASSIST. Similarly, a student booking an UBER GO for more than 10 kms is still not considered as an affordable affair and here they came up with UBER MOTO. Let's consider one more example, you want to send an important document within two days to a particular destination would you still use 7 days standard delivery of INDIA POST? It's a matter of few minute and after giving a second thought you will jump into the nearest DTDC office to send it via DTDC PRIME. Even though DTDC has its standard delivery process it has also let the users to use one-day fast delivery pan India. And here INDIA POST lost its customer.

Brands are diversifying its services to reach out different segments and increase their visibility through experiential marketing strategies. This is what it goes to say that,

**"BRANDS ARE SPREADING ITS ARMS  
TO CONNECT MORE."**

# EXPERIENTIAL MARKETING

## THE POTION FOR BRANDING



**PYDISETTY NITIN KUMAR**  
1827923

**A**dvent of internet technology has bombarded consumers with loads of data and this has increasingly made consumers become intelligent and more aware about the nature and uses of products. The disruption has also led to a paradigm shift in the way consumer purchase decision used to happen. In the era where building brand equity has become a vexing challenge, brands are looking at the concept of experiential marketing as an arrival of golden epoch of branding. Experiential branding also called as engagement marketing deals with immersing customers with the product by making them engaged in all possible ways.

The prime motive of this unique strategy is to build brand loyalty and develop trust factor by reducing the risk for consumers. Experiential marketing is one such strategy which can help the brand in bracing for future pain points. One of the key benefit of adopting this strategy is, it leads to word-of-mouth referral and branding. Researchers conducted by biggies like McKinsey, Ogilvy, Gartner etc. have said that consumers are more likely to be influenced by word-of-mouth while making a buying decision. The ability of this strategy to drive a great amount of consumer pull also comes with certain key points, which has to be understood and to be executed carefully. The role of brand elements like brand tone, brand culture play a crucial role in determining the success of the strategy and also decides the way it has to be executed.

To create a long lasting and immersive print in the minds of consumer, the experiences in real-life must be dovetailed with the product benefits to amplify the consumer perceived benefits through all possible channels. No strategy is mind-boggling if it's not able to create any tangible impact, hence equal importance to brand building and top line is much needed.

Many brands scurry fudge every time while devising promotional strategies and often fail to generate results, therefore promotional strategies and branding exercises must be present at the crest of corporate agenda, this would enable the influx of research insights and will help in mapping down the customer buying journey and amplifying the experience at key touch points through curated efforts.

Gatorade is one such brand which has exercised the best experiential marketing strategy which is not just entertaining but also impactful because it was able to deliver actual value to the customers, be it free product trial, experience or knowledge. The brand Gatorade is synonymous with athletes and the brand wanted to provide their consumers an athletic experience. In 2017 Gatorade worked closely with Sparta science, Xbox Kinect and many other firms to offer a completely unique athletic experience in the form of a combine. A combine is nothing but an athletic examination which novice athletes must undergo before they can enter professional league. The Combine had different stations which tested different abilities like flexibility, reflexes and jumping ability. The end results of each experiences were practical and data rich which have actually helped customers to use the insights in their real life. This had created a feeling of true blue athletic in the minds of consumers and Gatorade is a brand which stands rock solid for it.

Experiential marketing strategies can be the core business practice or it can be one-off installations. Whatsoever may be the strategy, the strategy is proven to pump up the overall the ROI.

**“ EXPERIENTIAL ENGAGEMENT  
INSPIRES ADVOCACY WHICH LEADS TO  
WORD OF MOUTH ”**





# EXPERIENTIAL MARKETING

## A NEW AGE MARKETING STRATEGY



Experience is nothing but the knowledge or skills gained through feeling, seeing or doing things. It is more related to our senses so it remains in our memory for a longer period. Marketing, on the other hand, is the process of creating and communicating the value of the product through various mediums to the customers.

Experiential marketing can be defined as the engagement marketing strategy to convey the brand message and value to the consumer through experiences. The experience can be a live experience or can be an event-based experience. Instead of promoting the product to passive consumers, experiential marketing actively engages the audience. Brands use different strategies to influence the consumer to use their brand, but the consumers are more inclined towards the brand which provides a better value proposition. As a result, brands are more focused on providing experiential knowledge to the customer to create a brand image.



**ABHISEK ANAND**  
**1927701**

**A notable example of experiential marketing is the 'Unlock the 007 in you' campaign by Coca Cola.**

In this promotional strategy, Coca Cola set up vending machines in railway stations. Customers who came to buy Coke were asked to get to a particular destination in 1 minute and they had to face various obstacles to reach the destination, the customers who completed this task had then received exclusive tickets for the movie premiere of Skyfall. This ad campaign created an adventurous experience and made customers feel like James Bond in real life.

### **Pop up shops**

Pop up shops are temporary shops which allow companies to operate in a completely different environment. These shops are temporary, so they are relatively low in cost. The companies can generate awareness, introduce their brand and get valuable feedback directly from the consumers.

There are other experiential methods such as Augmented Reality and Virtual reality which marketers use to create a more realistic scenario of the usage of the product.

Many brands are focusing on implementing experiential marketing. Research by McKinsey reveals that experiential marketing acts as a catalyst for word of mouth.

Experiential Marketing is a revolutionary form of marketing that represents marketing strategies that are going to be used in the future. Experiential marketing eases the form of communication. The consumer not only experiences the product but also shares their experience over social media which directly helps to promote the brand. Experiential marketing contains all elements required for a better brand experience such as active participation of the audience, promotion of brand message and long-lasting retention of the value of the brand. All of this makes experiential marketing highly effective.

Experiential marketing is one of the most effective competitive marketing strategy used by companies of the past and present.



# EXPERIENTIAL MARKETING

## MATLAB



### “SMALL WORLD MACHINE CAMPAIGN”

It was March 2013; Leo Burnett came up with an awe-inspiring idea to advertise Coca Cola in India after an urge from Jonathan Mildenhall who was the vice president of global creative excellence and advertising strategy at that time. The company intended to break down long carried barriers and create a moment of relatedness and connection between two countries: India and Pakistan. They were hoping to establish a sincere human connection between these two neighbouring countries.

To encourage unity and integration between these countries, they initiated the “Small World Machine Campaign” which was set across in the bustling malls of Lahore in Pakistan and New Delhi in India. They set up high-tech vending machines that provided live communication portals which were 3D touch screens to provide people the experience of real-time interaction. The process of engaging people was quite simple: shoppers in these malls of these two cities were given a task to complete, e.g. drawing symbols like peace, love, smileys, and happiness, touching hands, dancing and smiling together, etc.

The process was designed in a way that after completion of each task, the machine dispensed a can Coca-Cola to each side with a message “Open Happiness”. Almost 10,000 cans of Coke were given away in three days. The impact of this campaign was so engaging that Coca Cola India saw a growth of 36% in fans on its Facebook page. It also helped in increasing the goodwill and social presence of the brand.



**NIDHI BHARTI**  
1927142

This was an incredible attempt to promote unity between these two countries, whose relations have been complex and largely hostile even after so many years of their separation. The campaign was extremely successful and received positive reactions from both the public and the press. This experiment of Coca-Cola depicted how advertisements can go beyond the product alone by providing a different and touching experience. Thoughtful execution of experiential marketing-driven campaigns can innovatively address social and global issues and can have a significant impact on ongoing issues. This campaign proved the kind of positive change that experiential marketing can bring about.

**THIS CAMPAIGN WAS AN EXAMPLE OF THE POWER OF CREATIVITY. SO, LET'S NEVER BE HESITANT TO ADDRESS LARGER ISSUES THROUGH MARKETING CAMPAIGNS BECAUSE BEYOND ELEVATING BRAND RECOGNITION AND AWARENESS, THIS CAN HELP IN GETTING PUBLIC AFFIRMATION OF YOUR COMPANY'S VALUE WHICH IS EQUALLY IMPORTANT.**



# EXPERIENTIAL RETAIL



**“PEOPLE WILL FORGET WHAT YOU SAID, PEOPLE WILL FORGET WHAT YOU DID,  
BUT PEOPLE WILL NEVER FORGET HOW YOU MADE THEM FEEL”**

**MAYA ANGELOU; POET AND PHILOSOPHER**

The above quote by Maya Angelou has a lot of significance, particularly in this everchanging and fast-moving world.

From the above quote, it can be inferred that words can come and go, they can fade in your memory, but when an emotion is created it tends to stay for a long time. This is true with our retail industry which is now switching towards experiential or engagement form of marketing.

From the classic television commercials to posters and banners, companies have tried various mediums to promote themselves to create a presence in the mind of shoppers, however, these ideas can only be considered short term and people can become numb to the message the brand is trying to convey. Various retailers are now embracing the concept of experiential marketing, they are focusing more on creating an experience for shoppers which can be memorable and potentially influence them to buy the product.



**RACHIT SRIVASTAVA**  
**1927819**

**NOW THE QUESTION IS, HOW CAN COMPANIES  
USE THIS FORM OF MARKETING?**

Since the turn of the 21st century, experiential form of marketing has been slowly gaining a lot of popularity among brands to attract buyers. We see that there's a huge opportunity for Virtual and Augmented reality, both can act as a vehicle for customers to immerse themselves in the brand experience. Virtual reality enables you to look around the virtual space and interact with it, whereas augmented reality creates an illusion around you using the digital and physical world around you, many apps are now available which can provide you the experience of AR.

For marketers, there can be a huge potential as both virtual and augmented reality can help create an authentic and memorable experience. Nissan automobile has embraced this form of marketing using interactive games, virtual experiences and driving simulations has created a story for them that helps them to connect with its users. Experiential marketing cannot be just about integrating technology and creating experiences it can be more than that by designing stores in a way that can spark curiosity in a way that can drive people to the store. For example, Footlocker an American footwear retailer that tries to keep the DNA of various brands within and creates an experience for shoppers which act as a hub for sneakers, music, and art as the company describes itself.

Now we see when most of the brands are moving towards online mode for sales, and the e-commerce websites which don't engage with customers as much. The use of experiential marketing can help enhance customer experience and build loyalty between the brand and the customer, building a lasting and deeper connection.

# THE EXPERIENCE DECODED

“ A MIND THAT IS STRETCHED BY A NEW EXPERIENCE  
CAN NEVER GO BACK TO ITS OLD DIMENSIONS. ”

OLIVER WENDELL HOLMES

There is no addiction bigger than the addiction of experience, in this 21st century. Ever since the crisis of 2008, every consumer strives to take hold of this one unique thing, which was unprecedented, and unperceived – Value. After the economic depression, the consumers started searching for value for each penny spent. While, researchers suggest that marketing budgets of companies have grown 36 times, (as per Deloitte report 2019), only two out of 10 companies succeed in actually communicating and persuading consumers to avail services or products.

There can be numerous reasons behind the failure of companies, but one of the important ingredients of success has been decoded by many smart companies, which is giving the consumers the best-in-class experience, that they can never forget and can create a TOMA (top of the mind awareness). Also, known as engagement marketing, this technique focusses on promoting a brand's story, instead of just its products.

This serves as a tool that motivates the customer to take part in an activity, organized by one's brand. However, these are carefully planned activities, to drive brand awareness and teach customers about the company & its products. Experiential campaigns take a longer time to execute but are more rewarding than the regular social media campaign. Also, they can give more repeat customers than the ads posted online.



**MANEESH DAS**  
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A report by the marketing giant, Mosaic, revealed that 74% of the consumers are more likely to buy products, from a brand, after being a part of the event marketing experiences. One such example of that is Wimbledon, which is a festival in itself in the UK, a mark of tradition, style, and excitement. This is one brand, that understands the brand power and the influence it yields on the people loving this sport spread throughout the length & breadth of the UK.

In 2016, Wimbledon launched its “In pursuit of Greatness” campaign, a highly visual and hugely nostalgic initiative, documenting the tournament's unwavering commitment to excellence over the decades. The videos showcase all the elements that make Wimbledon memorable, from its cutting-edge use of attendance data to the tournament's signature dish, strawberries, and ice-cream. The videos were pushed out strategically, across multiple channels, to drive reach and build up hype before the championships started. To supplement the campaigns, daily podcasts and live radio shows were introduced along with the apps. A comprehensive website was created, that offered access to highlights, coverage, real-time results and personal player tracking data. There was even a merchandise shop for those who wish to purchase goodies, rackets, towels used by the legendary Wimbledon icons, who participated in the tournament over the years. This shows how marketers can tweak their ideas to strategize and engage existing fans while attracting new viewers.



# EXPERIENTIAL MARKETING

## A DIMENSION OF BRAND EQUITY

Brand association forms a major part in creating brand equity in the minds of the consumers. According to Keller's consumer brand equity model, brand association with consumer is established as 'brand resonance'. This association can be brought into picture by engaging consumers to co-create marketing of the products, called experiential marketing. It is otherwise called as engagement marketing where in consumer experiences the activity of the brand in mundane life which create the emotions towards the brand.

Brand resonance from Keller's model establishes the relationship between the customer and the brand. It has impact on consumers while making their purchase decisions. Using virtual reality and 5D to show and feel their manufacturing or processing unit, bringing nostalgic memories through pictures and videos, talking about the experience of customers with the products, provides a powerful impact on the brand. Engagement marketing can be done in numerous ways to create huge positive emotions towards the brand. Dabur Vatika created advertisement about cancer survivors with the hashtag brave and beautiful for women's day which created positive notions on the brand. Emotions help the person to get attached with things they use or come across.



**VISHNU PRIYA P**

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Aaker brand equity model relates emotions in brand association. Volkswagen used Piano stairs besides an escalator which provided joy to the customer as they make own tunes by jumping up and down when they climb up the stairs, which connects the customer to their brand through an emotion – 'Joy'. This was one of the successful ways to associate the brand by co-creating it with customers.

Brand can be associated with personalities and relationships. Strong brand relationship increases the brand awareness which is mentioned as Brand identity in one of the dimensions in Keller's model. Brand awareness plays a major role in the choice of consumers. It forms as a sequel of experiential marketing. Reusablebags.com used plastic covers 3D image on escalator, at the end of the escalator there is a shark image with its mouth open. Above the image, it contains the caption about how marine animals get affected by non-biodegradable wastes. This created sense of empathy in minds of customer about the usage of plastics and also created awareness about the brand reusable.com.

Creating promotions for social cause, tasting of the product, sponsoring any event like concert or games also forms the engagement marketing. Climbing wall placed Infront of IKEA during the launch of new store in Clermont Ferrand and the wall looked like the vertical apartment, people can climb up the wall and sit on the chairs that are hung. This revitalises the minds of consumers and make them to remember the brand.

From mom and pop stores to mega brands, involves customers to connect through their live experiences. Real time experiences help customers to build new kind of positive emotion with the brand. In 2019, Nivea's rethink soft campaign was huge hit which helped customer to change the perception about being soft, from weak to powerful. In this campaign people shared their ideas, quotes with the hashtag rethink soft in social media platforms. They did this to change the way being soft is seen. Experiential marketing is gaining momentum and keeps the customer intact with the brands. It is important for any organisation to use this marketing technique to create unique positions in minds of consumers.



# LIVE IT EXPERIENCE IT!

HOW FREQUENTLY HAVE YOU FOUND YOURSELF LOST IN THE MELODY OF THE SOFT LIVE MUSIC BEING PLAYED IN THE BACKGROUND AT AN ELITE CAFÉ? WELL, QUITE OFTEN?

Experiences that create a certain aura often leave an everlasting impression at the forefront of one's thoughts. To draw in customers on the basis of an experience that stands-out is an art or a marketing technique as you may call it. A person may not remember what cuisine he relished at a restaurant on a particular evening but he might remember the live music that sparked a certain sense of delight in his mind. This is how this advertising strategy commonly known as the experiential marketing technique focuses on helping consumers experience a brand. Usually, companies utilize this strategy to help customers form memorable, emotional connections with a brand to achieve customer loyalty and improve customer lifetime value.

A luxury brand like Swarovski has capitalised on the virtual shopping experience that lets customers experience what Swarovski luxury décor items would look like in a virtual home setup. The brand is successful enough in making the customers yearn for its products.

A well-executed experiential activation like this can effectively turn consumers from passive viewers to potential buyers. According to Forbes, experiential marketing can boost a connection between a brand and its customers. It can also enhance collection of vital data about prospective consumers which can further help in improvement of the marketing strategy of an organisation. As per the Freeman Global Brand Experience study around one third of Chief Marketing Officers across organisations plan to allocate 21- 50% of their company's budgets on brand experiences in the coming years. Around 80% of marketers believe live events are critical to any company's success, and around 77% amongst them use experiential marketing as their brand's advertising strategy.

Facebook once created a Facebook IQ Live experience. One of the experiences they offered was the IQ Mart: A retail setting that represented the online shopper's conversion path while using social media for buying decisions. 93% of the attendees of the campaign believed it to be useful. It provided them with valuable insights on how to use Facebook for business. LEGO, a toy production company believed that the engagement of consumers in the production and co-creation of marketing programs strengthens the relationship they have with the brand.



With this in mind they came up with LEGO Ideas, an online community wherein members discovered innovative creations by LEGO fans and submitted their own designs for new sets. Fans could vote on these submissions and if a particular project got 10,000 votes or more, LEGO went through those ideas and announced a winner for the creation of an official LEGO Ideas set, to be sold worldwide. The creator of the innovative set earned a percentage of the overall sales and was recognized as the creator on the packaging. In a way they celebrated loyal customers and rewarded them for their innovation, creativity and entrepreneurialism.

Experiential Marketing is effectively proving to be a trend that re-imagines marketing by detaching from the traditional advertising methods by putting the customer in control.

**THE CUSTOMER HERE ON, IS THE MARKETER.**



**SRISHTI MATHUR**

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1. Which company created concept of “**the fun theory**”?
2. Which company placed a number of **summer accessories** inside a six-foot by six-foot **ice block** to promote their new direct flights from New York to Palm Springs?
3. Which company came up with the idea “**Sensitivity Test**” by setting up 3 different zones to check oral hygiene in Potter’s Field Park in London?
4. Which two companies had a partnership where one company was offering “**free cupcakes**” on using their photo app and other was offering “**free stuff**” by donating that cupcake?
5. Which company has used the Virtual Reality as a concept to increase the shopping experience with a **VR Headset**?
6. Name the company that has recorded its name for the **highest human freefall**.  
(Hint - Bird’s most important parts)
7. Which company used “**Small World Machines**” to suppress down the tension between India and Pakistan in 2013?
8. Which shoe brand from Brooklyn came up with events to **promote women in skateboarding** on the occasion of 2019’s Women’s Day?



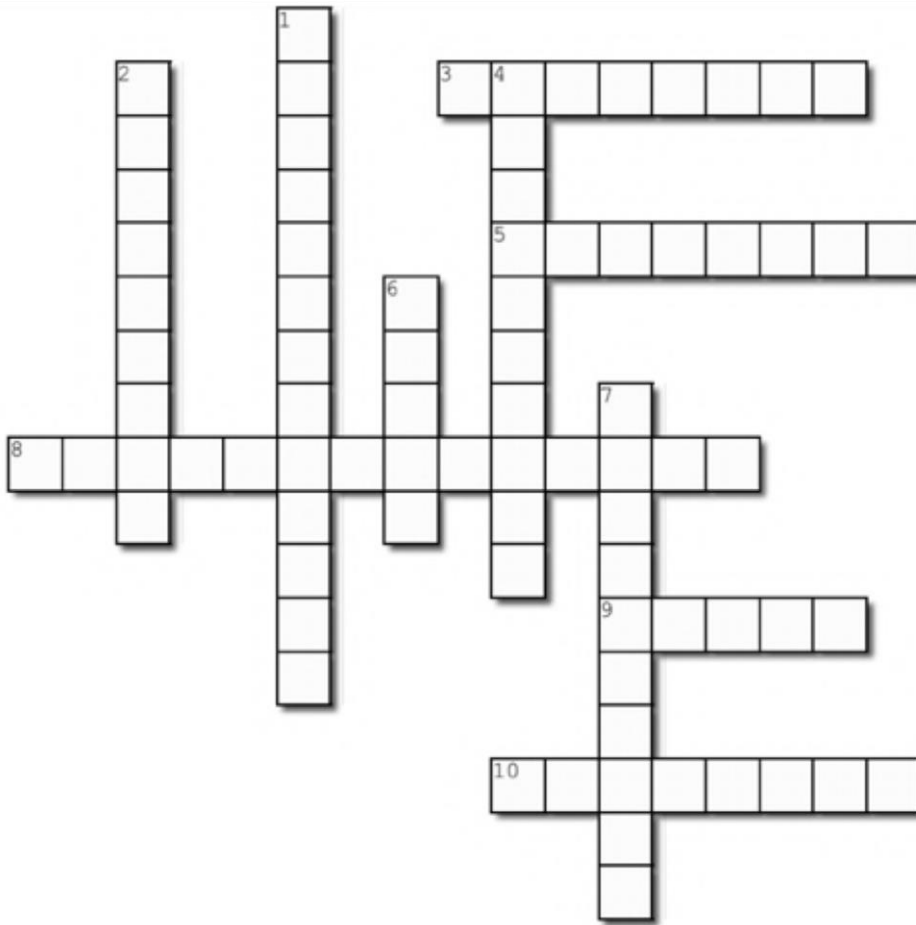
1.Volkswagen 2.Jet blue 3.Sensodyne 4.Zappos & Google 5.Mastercard & Swavorski  
6.Red Bull 7.Coca Cola 8.Vans: House of Vans

# CROSSWORD PUZZLE



AMOLYA A VENGAL

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## Vertical

1. experiential marketing is the powerful catalyst for \_\_\_\_\_marketing
2. \_\_\_\_\_ marketing approach is putting the consumer first (aka being customer centric)
4. Consumer\_\_\_\_\_is when a brand and a consumer connect.
6. Every successful experiential marketing campaign tells a \_\_\_\_\_and, most importantly, invites people to be a part
7. \_\_\_\_\_was one of the first brands

## Horizontal

3. As anyone in marketing and PR will tell you, it's absolutely vital to keep the relationship alive through any means possible.
5. \_\_\_\_\_is very important when it comes to providing experiential marketing to a set of audience.
8. another name for experiential marketing with respect to its definition
9. experiential marketing is not confined to the walls of \_\_\_\_\_marketing
10. a product \_\_\_\_\_



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