

**SCHOOL OF BUSINESS AND
MANAGEMENT**

Experiential MARKETING

Volume 12

ISSUE 04

**MARKETING
NEWSLETTER**

**ENHANCING
EXPERIENCES**

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Vedha Balaji
HOS

FOREWORD

Marketing practitioners have started realizing the fact that knowledge about how consumers experience products and their brands is critical to know. This would help the marketers to provide appealing experiences for their customers. Such an effort is crucial for positioning and differentiating their offerings in the competitive environment. This thinking has emerged in to a contemporary area in marketing management, referred to as “experiential marketing”



‘The Experience Economy,’ an influential book authored by Pine and Gilmore (1999) emphasized that experiential value has been gaining momentum over the years. Experiential marketing is everywhere. Significant number of companies are shifting from traditional features-and-benefits marketing to creating experiences for their customers through experiential marketing.

The term “experiential marketing” has been used by global brands such as Coca-Cola, Gillette, MasterCard etc. in a variety of contexts. Few of such contexts include, online marketing, shopping-mall design, event marketing and many forms of communications.



Dr. Vasudevan M
Marketing Co-Ordinator
(Kengeri)

One of the most important areas to be discussed as a part of experiential marketing is Sensory experiences (SENSE)

The SENSE module—or SENSE marketing— appeals to the senses, with the objective of creating sensory experiences through sight, sound, touch, taste, and smell

Sense of sight:

The various factors in the sense of sight affect individuals' affections, cognitions, and actual behaviours in the different buying and consumption processes. The sense of sight is widely believed to be the most prominent of the five senses for the perception and experience of a brand.

Sense of sound:

The sense of sound plays a crucial role in an individual's perception and experience of his/her environment because it always contributes to shaping a person's identity. Sound is used almost daily to communicate with and convince consumers and strengthen a brand's image in consumers' minds.

Sense of touch:

The sense of touch is strongly associated with a consumer's emotional and cognitive reactions. The scientific notions about the fundamental role of the sense of touch are addressed initially for both physiological characteristics and psychological aspects, as well as the importance of touch and feel.

Sense of taste:

Taste as a concept has long fascinated scientists in different disciplines, such as philosophy, psychology, and sociology, when it comes to understanding the importance of the sense of taste to a person's feelings, thoughts, and behaviours.

Sense of smell:

The sense of smell is stimulated unconsciously by fragrances. It affects a person's mood either positively or negatively, indicating scents' ability to contribute to a sensory marketing experience.

The author of the 2013 book Customer Sense: How the 5 Senses Influence Buying Behavior has specific fascinating questions, such as :

- Why does wine taste better in a wine glass than in a water glass?
- Why is an ad showing a piece of cake more engaging when the fork is placed to the right of the cake?

One of the answers to this question is that senses amplify each other creating a better customer experience.

Forbes, an American business magazine highlighted the 3 reasons why CMOs should embrace Experiential Marketing

- i) Experiential marketing creates lasting connections with customers.
- ii) Experiential marketing provides more customer data in the moment. This data would enable brands to be more agile in terms of accommodating changes with respect to messages and engagement strategies.
- iii) Experiential marketing provides an active understanding of a brand's products. About 65% of customers opined that live events and product demonstrations which are a form of experiential marketing ha helped them to understand the products better than any commercial advertisement.

Let's explore more on this in this edition of M-Ask!!



Dr KAVITHA R GOWDA
ASSISTANT PROFESSOR

EXPERIENTIAL MARKETING

Experiential marketing is about the experience a customer goes through right from awareness, and during purchase, online or in-store experience. Experiential marketing is thus also known as engagement marketing as it engages the consumers to join the brand experience.

Significance of experiential marketing:

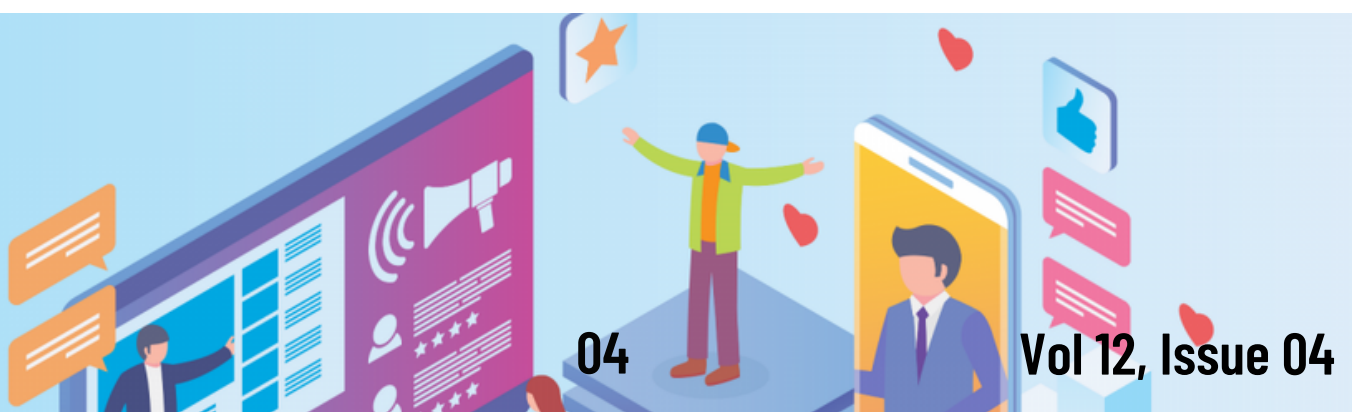
As per Forbes, experiential marketing can strengthen a relationship that clients have with a business over time. Additionally, it enables company to get crucial information on participating customers, which can help company or brand refine the approach.

These campaigns may adopt a multifaceted strategy. The main goal is to interact with a business in a physical, offline setting, but as a brand/ company may still want an online discussion about it.

For example:

It makes sense to include a digital component when the brand/ company realize that during branded events, 49% of attendees create smartphone video, 39% of which is shared on Twitter. For instance, a branded hashtag might encourage discussion around the event. The idea is to immerse customers in an enjoyable and memorable experience in order to strengthen their relationship with the business.

It is more successful to show individuals a Facebook ad or whatever if a brand event evokes genuine pleasant emotions in them since they are more likely to link these emotions with that brand.



EXPERIENTIAL MARKETING :

A RETAIL PERSPECTIVE (PANTALOONS)



-By Kamal Praveen R
(Store manager at Aditya Birla Fashion and Retail Ltd.)

The key components of marketing communication are the tasks that businesses must complete in order to inform, hear, and address the demands of their target audience. In other words, in addition to putting products on the market, the goal of marketing communication policy is to promote the entire brand. Experiential marketing is a successful way "in marketing communication," a cutting-edge technique for improving consumers' overall sense of their relationship with a company, and "the next logical stage" in consumer demands.

The idea of experiential marketing has gained widespread acceptance as a model for creating memorable encounters that please target customers. Businesses create a variety of experiences for their customers as a way to encourage interaction with the products, leading to the development of various positive reactions or perceptions. Customers' behaviour designates differentiation in consuming diverse products and creates positive or negative experiences. Consumers' requirements have changed, and they are now more interested in brand interactions that stimulate their senses and emotions.

Narrowing down the concept of experiential market to various types of retail formats across the retail industry, the idea of customer experience management has been embraced by retailers all around the world, with many incorporating it into their mission statements in an effort to provide a unique customer experience for their clients. Individual perception and sensory aspects are linked to the elements of a retail environment that can be changed to elicit particular responses from approaching customers. For instance, a store could emphasise its colours, lights, fragrances, and music.

The customer-staff connection is strengthened through experiential marketing. When a customer interacts with a product or service, that interaction is called a touchpoint. When a customer interacts with a retailer across touchpoints, a successful, consistent experience that exceeds their expectations can be pursued. Narrowing down the concept of experiential market to various types of retail formats across the retail industry, the idea of customer experience management has been embraced by retailers all around the world, with many incorporating it into their mission statements in an effort to provide a unique customer experience for their clients. Individual perception and sensory aspects are linked to the elements of a retail environment that can be changed to elicit particular responses from approaching customers. For instance, a store could emphasise its colours, lights, fragrances, and music. The customer-staff connection is strengthened through experiential marketing. When a customer interacts with a product or service, that interaction is called a touchpoint. When a customer interacts with a retailer across touchpoints, a successful, consistent experience that exceeds their expectations can be pursued.

The growing efforts on experiential marketing can be best observed at Pantaloons stores across the India. With 344+ stores distributed throughout 170+ towns and cities in the nation and more than 24 years of retail expertise, Pantaloons, a division of Aditya Birla Fashion & Retail Ltd., is one of the most well-liked fashion brands in India. In addition to our exclusive in-house brands, we retail over 100 licensed and foreign brands in our diverse assortment. Pantaloons is a customer centric organization and places a strong emphasis on the idea of "experiential marketing" in an effort to stand out in the retail industry and get an advantage over rivals.

Aesthetics' of the store is very important element catering to customer experience and thus setting up new Retail Identity (RI) outlets around the nation is one of the measures the Pantaloons as a brand have made to give their customers an excellent shopping experience. The interior of the new RI stores is really impressive, featuring superb lighting, areas for showcasing the newest fashions, the placement of selfie mirrors, and much more.

Additionally, Pantaloons has also developed the idea of "three sutras" that each employee on the shop floor must put into practice. "Know your product", "Invest in engagement" and "serve every guest" are the three main ideas of the three sutras. The floor crew must have a thorough understanding of the products they are selling in order to assist, counsel, and respond to client inquiries about those products.

The following point discusses about the engagement, which also refers to involvement with the team and with customers. This will improve the store's workplace environment as a whole and will improve overall customer's shopping experience. The last point talks about treating every customer as a guest which will initiate a long-term relationship and rich experience with the customer. It includes addressing and greeting every customer, being empathetic with them. Pantaloons also places a strong emphasis on developing an omni channel strategy for a superior and richer client experience.

The brand also places a strong emphasis on keeping the shop floor attractive and intriguing by switching up the store's theme every 15 days to align with the arrival of new options. Every 15 days, a store display manual (SDM) is published with the goal of showcasing new options prominently, adhering to a color story, and also fostering coordination across alternatives. The best possible appearance for the retail display is SDM's main goal. The items on the mannequin are also updated regularly to create a look which goes with the current fashion trend.

The brand also has a concept of "SILIBI" which stands for see it like it and buy it. SILIBI focuses on creating the complete visibility of available options to the customers without any blocking for better perception leading to purchase. Pantaloons also has an initiative called as "Fit for 5" which aims at making the shopfloor ready with all the replenishments by 5 pm as most of the footfalls happen post 5 pm.

The company's exchange and return policies are also quite convenient for customers. Customers only need to provide the phone number used for billing in order to exchange and return items at any Pantaloons location nationwide. A "style guru" who helps customers choose the ideal clothing for them also offers trial room assistance to customers. In addition, each store has a staff member designated for people who are not customers. Many times, when a customer enters a store, they are unable to find what they are looking for, and they leave the store empty-handed. For such situations, a special staff is appointed who is known as non-buyer feedback NBF staff. The NBF staff approaches the client and ask them questions about the situation in an effort to learn more about their needs. After that, they offer customers with the options accessible across the brands using their understanding of the products. Through this approach, customers are delighted and they also realise that they are important for the brand which in long run enhances the customer loyalty and experience.

Together, these approaches have produced a sizable base of brand-loyal consumers. Customers are extremely happy with every aspect of their interactions with the brand. Customer experience is also aimed toward a company's brand equity. Everyone in the organisation needs to have a voice when it comes to building strong brand equity. Positive consumer-brand interactions and transactions across all touchpoints and communication channels result in brand equity. It develops over time when businesses show their consumers loyalty by giving them the goods, services, and interactions they want and value. Pantaloons is building on their brand equity on daily basis with the increasing efforts towards customer service and customer experience.

EXPERIENTIAL MARKETING: A BATTLE OF PERCEPTION



Aastha Verma

In this era of machines and technologies, Homo sapiens are still used to giving more importance to feelings and experiences. People buy stories, and the chances of buying them increase if they are also involved. This idea of involving customers, strengthening the relationship and making them feel a part of the brand is responsible for the genesis of Engagement Marketing, also known as Experiential Marketing. Marketing is a battle of perception, not product; therefore, the mind takes precedence over the marketplace. By engaging consumers in campaigns, brands can impact their minds to build a positive brand perception and create a favourable attitude.

Few examples of Experiential Marketing Campaigns are:

I. "Weigh-in on Your Own Terms" Campaign

Lean Cuisine set out on a mission to ask actual women to weigh their most significant accomplishments instead of their physical weight on a massive scale in Grand Central Station to change their brand's perception from weight reduction to healthy living. The comments were then painted on 244 little bathroom scales by a skilled sign painter, transforming into a sizable installation at Grand Central Station. The company turned the project into an internet sensation by encouraging women on social media to submit how they wanted to be weighed under the hashtag #WeighThis.



**"People do not buy goods and services. They buy relations, stories, and magic."
– Seth Godin.**



Their experiential marketing approach was so practical that it increased brand awareness by 33% and brand conversation by 428%. Without ever focusing on the product, Lean Cuisine did an outstanding job of discovering the underlying needs of its target market and developing an experience that met those needs and connected with its emotional core. People desire a positive sense of self.

II. "The Great Sensitivity Test" Campaign

When holding a sizable event in London's renowned Potter's Field, toothpaste company Sensodyne collaborated with an agency to create a multi-sensory experience. Three distinct zones at the event allowed attendees to interact with the brand in various ways:

- Customers could have a 10-minute oral sensitivity examination from a dentist in Zone 1, compete for prizes in the "How Sensitive Are You" buzzer game, or speak with Sensodyne Brand Representatives for free samples and guidance.
- In Zone 2, people were provided with an opportunity to take pictures with a 13-foot-tall tooth that was set with the landmark Tower Bridge in the background. (The images might be located online following the event.)
- Participants gathered in Zone 3 to smash the most significant oral hygiene class record, which featured live entertainment and broke the Guinness Book of World Records.

The location of this activation was crucial since it attracted professionals from nearby office buildings around lunch. Why not introduce dental hygiene to people, as people tend to put off visits to the dentist? Sensodyne offered customers the chance to engage in enjoyable activities while practising self-care on an unremarkable day. As long as it conveys a consistent message and corporate identity, an experience can have various features.



III. "Scoops Ahoy" by Netflix and Baskin-Robbins

Fans of "Stranger Things" will enjoy an immersive experience that Netflix and Baskin-Robbins created. The companies collaborated to develop a marketing campaign on one of the show's leading characters who work at a made-up ice cream shop named Scoops Ahoy. Scoops Ahoy was brought to life through the activation's pop-up shops and five-part campaign, which included:

- Ice cream shops called Scoops Ahoy were created at the Baskin-Robbins locations in Burbank, California, and Toronto, Ontario.
- A 15-second jingle: A limited-edition flavour named the USS Butterscotch, based on a taste from the show, was marketed in a TV commercial designed to appear like a local advertisement from the 1980s in keeping with the "Stranger Things" period.
- An ice cream yacht called Scoops Ahoy was constructed and promoted online. Employees of Scoops Ahoy crewed the boat, which distributed free USS Butterscotch ice cream at specific locations throughout California.
- Morse code puzzles: Baskin-Robbins products and advertising contained secret Morse code riddles. Callers were given a phone number after completing the puzzles to solve an augmented reality (AR) mystery.
- Collectable goods were also given out, including limited-edition promotional containers, figurines, magnets, stickers, and t-shirts.

The demand for Scoops Ahoy was so great that additional security was employed, and there were instances when the wait at the Burbank Scoops Ahoy was four hours long. The campaign was overseen by a team from the marketing firm 22Squared, who reported that the month-long activation generated 2.2 billion media impressions. "Stranger Things" increased its cult-like fan base by offering an exclusive experience to an already captivated audience.



These campaigns successfully engaged consumers and made them experience that involvement in one way or another. Experiential marketing could be used by most B2C companies for better reach, brand visibility and customer experience.

EXPERIENTIAL MARKETING : DISTINCTIVE BRAND EXPERIENCE



Aravindan A

IKEA

IKEA is a Swedish-based multinational business headquartered in the Netherlands that creates and markets ready-to-assemble furniture, kitchen gadgets, home decor, and other products and services. Established by Ingvar Kamprad in 1943, IKEA has been the largest furniture store worldwide since 2008.

IKEA is most known for its modernist designs for various appliances and furnishings, and its interior design work is typically associated with minimalism. IKEA is famous for emphasising cost management, operational details, and product development, which enables it to lower costs by an average of two to three per cent.

Most retailers and consumer goods producers know that showcasing products in real life increases sales. This is so that customers may envision the item in their surroundings when it is displayed in use or in a well-chosen view.

Recently, an IKEA advertisement in the United Arab Emirates advanced—or was it upside down?—this. They used their furniture to recreate scenes from popular TV shows, including *Stranger Things*, *The Simpsons*, and *Friends*.



Shoppable imagery gives a modern take on the window displays of a vintage department store that could be seen in New York City's Bloomingdale's and Macy's, encouraging shoppers to make spontaneous purchases. Products are presented to appeal to customers and are immediately clickable.

IKEA



The design work by IKEA's design studio took months to complete, but they could do it for much less money. New brands probably already have photographs and other reusable content that they can use to create picture hotspots on its website. However, more all-encompassing and automated options are also available. In addition to Instagram's shoppable media features and the major search engine providers, plug-ins are easily accessible for web platforms like WordPress.

Swede Dreams

In-store events for the recently announced "IKEA Swede Dreams Takeover" that will occur on World Sleep Day in Costa Mesa, California, and Brooklyn, New York, are now open to fans who want to participate.

World Sleep Day was mentioned in this post from Ikea. There will be yoga classes, workshops on sleeping, and even classes on arranging closet space. Of course, a select few will also be permitted to fulfil their dream by staying the night.

Ikea's clever experiential marketing engages customers in their distinctive brand experience and products while generating positive global press for the company.

APPLICATIONS AND OUTCOMES OF EXPERIENTIAL MARKETING



Shachi Singh

Looking at others who have come before is the best approach to understand the strength and potential reach of an excellent experiential marketing campaign. Let's examine a few well-known instances of effective experiential marketing efforts throughout the years. As a result, an experiential marketing campaign could include, for instance, a virtual museum visit. However, it is not just present in digital environments. Create live experiences in strategic settings, such as athletic events, concerts, art displays, etc., by using new ideas. Conducting an event that the persona would be interested in if they are only there to listen is pointless. As with interactive marketing, we must provide the target audience the opportunity to truly feel like they are a part of the experience.

Experiential marketing creates brand awareness.

Experiential marketing will aid in spreading awareness of your brand's values, mission, and story. Beyond brand recognition, there is brand awareness. Getting our hands dirty will help us build ties and genuine connections with customers while also raising brand awareness. Provide your brand ambassadors with important talking points to make sure your message gets over and leaves an impression.

Experiential marketing connects with customers where they work and live.

Face-to-face interactions are relaxing and, more importantly, non-intrusive. Consumers are reached via experiential marketing where they are happy and where they want to be. Customers are more likely to respond, interact, and engage with their efforts if they engage them on their terms and in their comfort zone. This leads to more impressions and a higher return on investment.



It cultivates a positive brand image. A brand activation's sights, sounds, and interactions all have a significant impact on how customers view the company. The importance of first impressions cannot be overstated, and experiential marketing events allow brands to leave a lasting impression. Consumers' memories of the brand are influenced by every facet of the activation, including the visual aspects, interactions with your brand ambassadors, activities, and freebies. When done properly, it will leave customers with a favorable and lasting impression.

It gets products directly into hands of customer.

Nothing beats the phrase "trial before you buy." Customers who get the chance to try out products are more likely to purchase them, while brands receive valuable feedback as well. Additionally, this tactic is not just applicable to tangible goods. Service companies can employ this strategy as well by supplying unique content, free trials, discounts, and other incentives.

Experiential marketing drives word of mouth marketing.

Word-of-mouth marketing is a potent tool in the connected world we live in. Customers frequently spread the word about things they appreciate, whether it be a product, an event, a conversation, or an experience (the same goes for negative experiences). Experience-based marketing encourages word-of-mouth advertising, which extends your reach beyond the actual activation.

Experiential marketing boosts brand loyalty.

Fostering brand loyalty is a step beyond brand awareness. Face-to-face interactions provide customers the chance to share a real-life moment with the brand, forging an emotional connection, as opposed to conventional techniques where businesses blather on about whatever they believe consumers want to hear. Affinity for the brand is a result of that emotional connection, and brand loyalists or repeat customers are the result.

Experiential marketing is authentic.

Today's marketing industry values authenticity highly, but for a variety of reasons, most advertising forms make achieving it difficult. To begin with, most conventional advertisements lack personality. As a result of the relentless barrage of advertisements we encounter each day, we also tend to ignore them. But with experiential marketing, companies connect customers face-to-face, have two-way discussions with them, establishing a human connection between the brand and the customer.

EXPERIENTIAL MARKETING IN THE CONFECTIONERY INDUSTRY



By Anjaly Shajan

Experiential marketing has always been a creative and inventive way to bring a confectionery brand to life. It is interactive and engaging marketing that some food businesses, such as restaurants, food truck enterprises, and even retail food products, have adopted. Consumers can sample and taste food as part of experiential promotions with an event-like feel. This may be an entertaining and engaging technique to establish a bond between a brand and its clientele. Experiential marketing teams feel that since it fosters a closer and more fruitful relationship between customers and companies, they should actively participate in marketing campaigns rather than viewing them as passive recipients of marketing messages. The COVID-19 pandemic has caused this trend to surge recently.

Here are a few examples of Experiential marketing campaigns in the confectionery sector:

M&M: Flavor Rooms

M&M created an immersive pop-up store in New York City, an experience called Flavor Rooms, with décor and fragrances unique to a new flavour. Additionally, there was a snack and drink lounges with M&M-themed beverages at the pop-up, which provided tremendous possibilities for M&M to be featured on various participants' social media accounts. M&M successfully found the "fun" factor for their launch, which in turn helped them interact with customers directly and create a memorable experience for them.



2. Häagen-Dazs: Strawberries & Cream with Wimbledon



Häagen-Dazs collaborated with Wonderland to develop a GIF photo booth at Wimbledon to promote its new, limited-edition ice cream flavour, Strawberries & Cream. Famous tennis players, models, and influencers were invited to snap photos at the booth, which featured a swing (a whimsical nod to the sport of tennis), which provided an

excellent opportunity to gather user-generated material and immediately increase their reach. Häagen-Dazs created a commercial for the limited-edition flavor, referring to itself as "the official ice cream of Wimbledon."

3. Milka Chocolate

Even when employing more conventional means, Milka's marketing strategies have always tended toward the whimsical and eccentric. The company created a vending machine activation experience where customers had to hold hands to activate the machine and receive chocolate. This was one of their exciting campaigns to create a customer pull. The other interesting strategy was that customers who received a bar with missing chocolate could reclaim another bar through a microsite and then send it to a loved one.



The other interesting strategy was that customers who received a bar with missing chocolate could reclaim another bar through a microsite and then send it to a loved one.

4. Cadbury: "Unleash the child within."



To commemorate their 40th anniversary, Cadbury developed the Double Decker fun bus campaign, which toured college campuses across the nation and urged students to "unleash the child within." It signified Cadbury's intention to promote its single-serve chocolate bars, such as Double Decker, Crunchie, and Wispa, to a younger audience. As soon as they enter the experience, guests will crawl through a variety of purple and orange soft play obstacles on the lower deck after climbing and clambering through a ball-pit tunnel. After passing through the bottom deck, guests will proceed to the laid-back top deck and enjoy a more tranquil setting where they can sample a specially created tasting menu inspired by the Cadbury Double Decker, which includes a "freakshake" style cupcake, an Emoji cookie sandwich, and avocado rocky road.

EXPERIENTIAL MARKETING FOR THE INDUSTRY WHICH SELLS EXPERIENCE

By Yugandar G H



This is a business where the buyer gets nothing for his money but a memory. What he bought still belongs to the man who sold it. That's the real magic of the movies. And don't let anybody tell you different.

– Louis B Mayer(Mank, 2020)

This quote from the movie Mank, which released in 2020 on Netflix, said by Louis B Mayer, the top producer in Hollywood who is the founder of one of the biggest movie studio Metro Goldwyn Mayer. This quote explains that Movie is more of a experience given to the consumers as a product.

Entertainment industry is an industry which provides escapism for a human mind from the real world he lives in to the fictional universe. It may be the Mahishmathi in Baahubali, universe with superheroes in MCU/DCEU, Hawkins in Stranger Things, Royal Mint of Spain and Bank of Spain in Money Heist, Ancient Middle Earth in Lord of the Rings, or Hogwarts in Harry Potter you live in that universe and that story while you view it. But in the present generation people just doesn't watch movies/web series without the hype. They definitely need to hype movie, through promotions which maybe through title launch, teasers, trailers, interviews, songs, audio-launch events, pre-release events and many more. But, now experiential marketing has also become a major field in movie industry.

Here are some of the examples how entertainment industry utilises experiential marketing to delight audience and fans:-



SAN DIEGO COMIC-CON, 2022

HOUSE OF THE DRAGON OFFSITE

1. San Diego Comic-Con:- When it comes to experiential San Diego Comic-Con is the right place to make it. Where moviebuffs from all over the world this event held in San-Diego. Where there would not only be a interaction between moviebuffs and moviemakers, but also a many other thematic promotions. Here are some of the best thematic promotions from San-Diego Comic-Con 2022.

It may be thematic dragon's den from the House of the Dragons where they could enter the den and have an 18-minute walkthrough experience with a castle façade measuring 24 by 40 feet. The activation featured around 40 cast members, including actors, combat-trained guards, musicians, and a 17-foot dragon skull and 12 bespoke dragon eggs.

FX also stood out by creating an immersive, 100,000 square foot walkable labyrinth on the lawn of Hilton San Diego Bayfront.

At the Hard Rock Hotel San Diego, Apple TV+ advertised its popular series Severance with an interactive experience. Through their own "orientation" at Lumon Industries, the enigmatic organisation at the centre of the drama series directed by Ben Stiller, visitors were allowed to explore the show's world. A striking building wrap created by GDX Studios advertised the event.



HOUSE OF THE
DRAGON
FIRE WILL REIGN

At the intersection of Sixth and Island Avenues, a tavern experience was held by Paramount Pictures to commemorate the release of the film Dungeons & Dragons: Honor Among Thieves. NVE Experience Agency built a 20-minute immersive experience inside that featured photo opportunities and special gifts like a hand-made poster by Bosslogic.

The highly anticipated series finale of The Walking Dead will air this fall, and to celebrate, AMC Networks returned to SDCC in collaboration with experiential agency 3CS and creative agency Campfire. On July 22, the Skylight Terrace of the Hilton San Diego Gaslamp Hotel was turned into the ultimate fan destination, displaying recognisable artefacts, props, and scenes from all 11 seasons.

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2. Netflix:- If it comes to experiential marketing, who can do it better than Netflix. Here are the top examples how Netflix has used experiential marketing in promoting its content.

Money Heist:- It's a 70 minute experience created by Netflix partnering with JJLA. Where audience are heisted in a similar way in the show. Where audience are held hostage by the theatre actors who act as thieves and give them red jumpsuits and Dali masks to hide their face. The task then returns to the audience are thrown into an escape room that they must complete. To break into the vault and steal the gold is the objective of every show. They are responsible for assisting the heisters in carrying out their plan to take over the bank.

Stranger Things:- Stranger things, is the most important asset of Netflix keeping its subscribers. Netflix, while partnering with Fever. A brand can utilise experiential marketing to forge closer connections with customers by providing devoted fans with the opportunity to meet Modine, the real-life actor who portrays Dr. Martin Brenner on the show, at Stranger Things: reprising the role of Dr. Martin Brenner interacted with fans talking about Upside Down giving fans a surreal experience of the show.

Bird Box:- The "safe house" from the movie was replicated inside the bus by Sears, Beery, and the MC2 team, with newspaper taped over the windows to block views of the outside world. Participants lined up, agreed to have their eyes covered, just like the characters in the movie, and were then escorted into the bus. Once inside, the participants were able to identify with the unfolding fear the movie contains for lead Sandra Bullock and the rest of the Bird Box cast thanks to a series of "jump scares." Participants took selfies and received their own "bird box" to take home after the event concluded and the stress subsided. Some participants gave the Bird Box Event by MC2 Experiential Studio a "ten out of ten" after the two-minute experience. The experiential marketing also resulted in 45 million views in first week.



EXPERIENTIAL MARKETING : COCA COLA

Coca-Cola began sponsoring live human events including concerts, billboards, hilarious advertising, sports, athletics, combat sports, racing, movies, and endorsements, it has become notorious for experiential marketing. Coca-Cola is, to put it simply, everywhere.



Shravan Bopanna

For example, the company created an experiential marketing campaign for Valentine's Day in 2014 that featured an "invisible" vending machine that only appeared when couples passed by. For those individuals who were strolling along the street in pairs, a blank wall was transformed into a massive animated projection, providing them with a romantic visual experience. Even asking for a couple's names, the vending machine printed them on Coca-Cola cans as pleasant souvenirs of the encounter. This is an excellent illustration of a business embracing Valentine's Day, and it is just the type of creative, out-of-the-box experiential marketing campaign for which Coke has grown to be renowned. Despite the potential for offending thirsty singles, this is smart, individualised marketing that makes the participants and their extended networks feel good.

Another example that the company set in 1995 and continues to use today was when they upped the ante by giving fans the chance to win a night's stay in a big red truck painted with Santa Claus as its mascot and featuring a bed and breakfast strategy. Guests could listen to specially curated Christmas playlists, relax and watch their favourite holiday movies, and unwrap stockings filled with gifts from Santa – 8,772 sparkling fairy lights surround the vehicle, which is doing all of this. This has been a huge success as yearly crowds of admirers gather to have their photos taken in front of the famous truck. But now that they've lifted the bar, it's obvious that Coke is putting its emphasis on providing fans with one-of-a-kind and unforgettable experiences.



The most famous experiential marketing used by Coca-Cola even to this day and the audience involved in it uploaded pictures of the beverage and is still visible in our day-to-day lives and very much still on the social media platforms, which is “Share a Coke”, 250 of the most popular American millennial names were used to sell the company's goods to specific customers. With Americans, the advertising seemed to have been a big success. Audiences, getting a lot of momentum in the little period the advertisement has been running here.

The **"Share A Coke"** campaign was mentioned in more than 125,000 social media postings during June and July of 2014, according to the Wall Street Journal, and it is responsible for 12% of online talks about Coca-Cola during that period. Additionally, via the Coke campaign website, approximately 353,000 virtual bottles of Coke have been exchanged. This campaign's success may be attributed in part to the fact that it targets certain customers

What better method to catch someone's eye than to have his or her name appear right there on your product? For many businesses, this is obviously not a feasible or even a desirable plan, but it's crucial to always think about how your campaign will be seen on an individual basis. This advertisement's versatility in adapting to different narrative forms is another feature that makes it so memorable and potent. With other words, there are countless ways to convey a tale in this campaign's advertising. And since advertisements that convey a storey are probably more successful, it's great for Coca-Cola.





Red Bull

EXPERIENTIAL MARKETING: RED BULL



Hari Krishna

"Try not to become a person of success, but rather try to become a person of value."

-Albert Einstein

In experiential marketing, value is the key to achievement. By giving consumers value, brands establish a strong emotional connection. This connection drives future purchase decisions, where the brand's worth (and success) is realized.

It is very effective because we are emotional beings. When a brand makes an emotional connection with us, we not only purchase its products but also become loyal customers. By immersing clients in the tale, they feel connected rather than sold to, which substantially impacts how they perceive the brand.



Red Bull has established their brand through experiential marketing (as well as content marketing and product marketing), and they may be the best at it. The brand successfully connected storytelling, brand building, events, and experiences. They are well-known for their street teams, in which brand ambassadors distribute complimentary beverages to passing pedestrians. However, these events are not nearly as exciting as the Red Bull Air Race, Red Bull Kluge, Red Bull Downhill Race, and Red Bull Stratos Jump.



Red Bull engages in a great deal of experiential marketing, but this is one of their most well-known campaigns. Felix Baumgartner, an Austrian daredevil, surpassed the speed of sound during the highest recorded parachute leap in history. This event was broadcasted live on news stations around the globe, giving Red Bull tremendous brand exposure and highlighting its dominance in experiential marketing efforts.

Red Bull has become an exact synonym for action and extreme sports and is also a leader in this area. Almost everything they do to get people's attention, whether by sponsoring world-record-setting events, gratifying/sponsoring unique fitness classes, or putting on everyday, run-of-the-mill events like motorcycle races, road rampages, or cliff jumping—is both experiential and in line with their core brand message. As if that was not enough, their media arm, Red Bull Media House, wants to make more money and get more "eyeballs" to make money apart from the brand's main product line, energy drinks. Even if not every company has the resources to organize a flugtag race, it is possible to scale it down to something in the same spirit, where the primary concern is how to engage customers in such a manner that they comprehend the brand's core and identity and connect with it.

Wherever the Red Bull brand appears at an event, as a sponsor, in a video, on a street team, or in dozens of other locations, the appearance, feel, tone, energy, and mood are always consistent. Red Bull inspires consumers to join a community of action sports enthusiasts.

Experiential marketing aims to create unique, emotionally engaging brand encounters by thinking outside the box while keeping authentic. The more memorable the brand's experiential endeavours can be, the better.



FASHION BRANDS USING EXPERIENTIAL MARKETING

• Manushree J



Experiential marketing, also termed engagement marketing, is a marketing strategy that invites customers to interact with the company in a real-world setting. Using participatory, hands-on, and tangible branding materials, the company can demonstrate to its customers not only what it has been offering and also what it stands for.

Experiential marketing events are interactive events that introduce media and influencers to brands in brand-appropriate environments. Fashion marketing is an essential segment in the fashion industry because it transports the creations and visions of designers all over the world to wholesale buyers and consumers. Fashion marketing in the fashion industry assists buyers in connecting with the brand.

FASHION BRANDS USING EXPERIENTIAL MARKETING

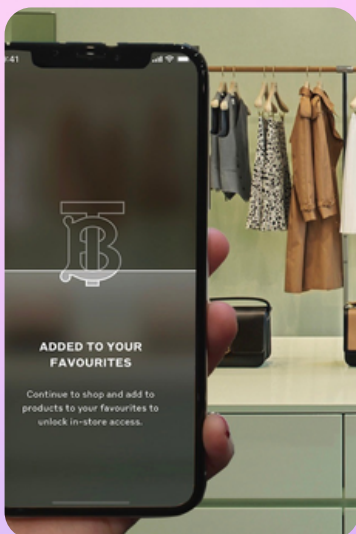
1. NIKE

From Nike ID, now “Nike by you”, which allows users to digitally design their own sneakers, to Nike digital experience, a cutting-edge retail concept that allows shoppers to personalize their in-store experience. Nike has always been looking for new ways to use experiential marketing to connect with customers desirous of belonging to a community of athletes and fitness enthusiasts. Nike creates experiences that connect customers with one another and with the brand.



2. BURBERRY

Customers can enjoy a fully immersive experience that includes everything from tailored services to in-store events and trunk shows. Through partnerships with major retailers such as Selfridges and Nordstrom, Burberry uses experiential marketing to reach new audiences. During pandemics, burberry.com provided a virtual shopping experience for customers unable to visit various outlets that were not operating shortly due to the pandemic. Burberry.com World section provides visitors background information on our products, purchasing, and approach to the environment and social responsibility.



3. ADIDAS



At Coachella, Adidas took experiential marketing to a whole new level. They worked with Childish Gambino to create an interactive experience that festivalgoers enjoyed. Gambino would randomly airdrop pictures to people using his iPhone, and anyone who accepted the picture would receive sneakers. Adidas can connect with a new audience and generate buzz about its brand in this way.

As technology advances, so must the methods by which brands interact with their customers. Brands will need to go beyond traditional experiential marketing in the future to create even more immersive digital experiences.

EXPERIENTIAL MARKETING – AS SAMSUNG'S STRATEGY



By Vikas

South Korean global corporation Samsung was established in 1938. Through the years, it has used effective and strategic marketing techniques to establish itself in the most significant way imaginable. The concept of "experience" gives rise to the word "experiential." As a result, experiential marketing is based on the actual use of a good or service. Samsung's experiential marketing is a successful and perfect MNC marketing technique.

In 2016, Samsung implemented an experiential marketing approach to reimagine the traditional marketing process as a fun way to engage the audience.



1. SAMSUNG OPENED AN EVENT & SPACE SHOWROOM- A TECHNOLOGY PLAYGROUND:

Samsung opened its first technological playground in New York City's Meatpacking District thanks to its experiential marketing strategy. This new location is a digital playground with all of Samsung's devices. It is unquestionably worthy of consideration as a marketing case study because it is an original and captivating idea. Establishing a facility like this represents a cutting-edge alternative to the traditional everyday marketing structure.

The inclusion of a technological playground in this MNC marketing plan is fascinating because it is not just another store where things can be bought. Instead, it is a lavish three-story structure highlighting Samsung's developing technology. Customers and visitors can interact in real-time and test the technology to gain first-hand experience.

2. MARKETING THROUGH EXPERIENCING (DEMONSTRATING PRODUCTS THROUGH A VR)

We see what we believe is the fundamental tenet of Samsung's experience marketing strategy. In experiential marketing, giving customers a genuine experience is an effective technique to draw in the target audience.

Chris Cavanaugh, the chief marketing officer of the Freeman Company, made an enormous contribution to the field of experiential marketing. There is general agreement among marketers that brand experience fosters loyalty. Simply put, customers are more inclined to buy a thing once they have a chance to use it themselves. Experiential marketing aims to drive customers to the store to try out the goods. After using the product for a while, the visitor makes the buy.



A VR or virtual reality device is like a technological epitome that enables the user to experience a virtually created environment. Following its experiential marketing strategy, Samsung built a VR tunnel to give fascinating hallucinatory experiences to its customers. The experiences were focused on generating leads and converting them into sales.

3. VIRTUAL EXPERIENCES TO PERSUADE THE BUYERS

Virtual experiences now play a significant role in most MNC marketing plans. Users can assess if a product or service meets their needs in the best possible way with the help of virtual experiences. Once potential customers thoroughly understand the advantages of the company's product, they may become regular clients.

Samsung employed virtual reality to provide free samples and demos as part of its experiential marketing strategy, allowing the customer to make the decisions.

A new idea called virtual reality (VR) has much potential to expand the target market and boost commercial organisation success.

The subject of the aforementioned marketing case study, Experiential marketing by Samsung, is one triumphant marketing tale. It serves as an excellent marketing example for a reputable firm. The next generation of high-tech consumers has emerged thanks to Samsung's immersive marketing strategy.

ACTIVATION OF THE BRAND STRATEGY: WAYS TO BUILD EXPERIENTIAL MARKETING CAMPAIGNS



By Mythriya

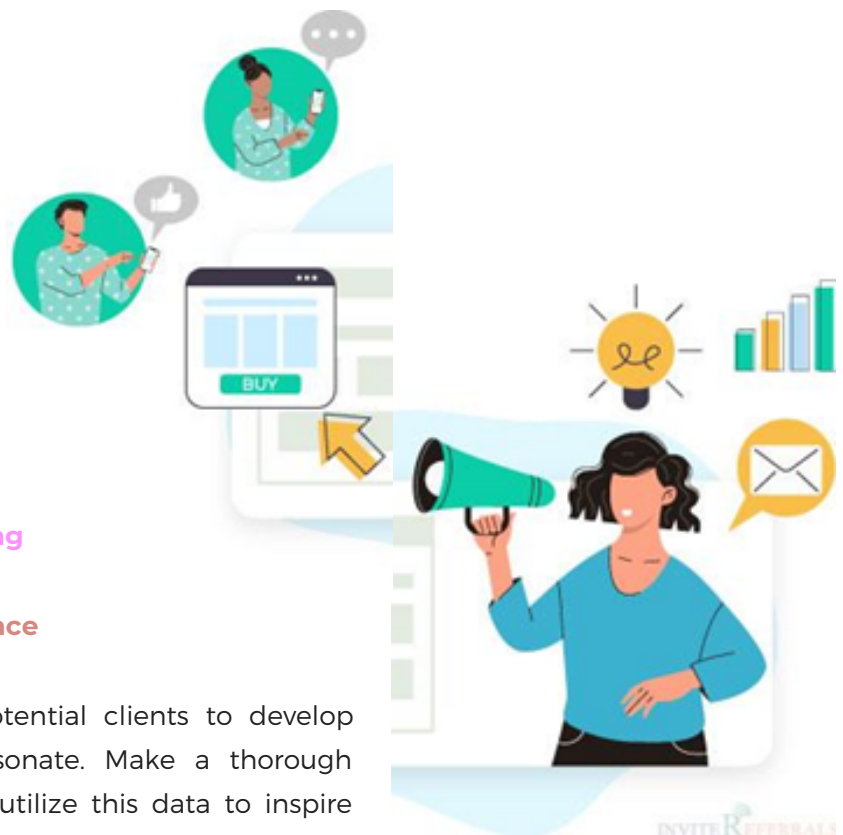
Businesses that include experiential marketing into their brand positioning strategy have a higher chance of capturing the interest of their target market and fostering brand loyalty. Experiential marketing is an excellent approach for marketers who want to find novel ways to surprise, delight, and offer value to their customers. Practical experiential marketing may help brands stand out from the competition and play a vital role in brand positioning.

How to create a plan for experiential marketing

1. Understand your present customer experience

Review core facts about your current and potential clients to develop experiential marketing initiatives that will resonate. Make a thorough analysis of all the data you already have, and utilize this data to inspire brainstorming sessions about real-world events that could link. existing data may consist of:

- Analysis of customer database and trends
- Primary research on your target audience
- Category landscape analysis
- Customer segmentation research or moments segmentation research
- Internal stakeholder interviews



The consumer journey should also be taken into consideration. Experience maps are helpful since they are made to show all the ways customers engage with your company. In other words, they make it much simpler to determine where to engage customers with experiential marketing since they enable firms to see the broader picture from the consumer's perspective.

2. Recognize the significant alterations and trends affecting your target market.

Investigate the cultural influences on your brand and category to better understand how your brand may drive experiential marketing interactions. The following is a helpful method to spot these alterations and trends:

- **TrendScans:** TrendScans are created to assist your business in comprehending the market dynamics and cultural trends that affect how your consumers think and behave. These insights are necessary when seeking out novel experiences that have the potential to be memorable.

3. Consider novel ideas.

Any experiential marketing campaign's ability to attract customers largely depends on its uniqueness and uniqueness. Themes or messages that are overused or cliché will probably be ineffective. Work hard to develop a unique and engaging subject for your campaign, which will pique interest since it is unlike anything else they have seen.

4. Establish your brand experience.

It is crucial to clearly understand how your brand experience will transfer in an actual situation. Knowing where to engage your viewers does not always imply knowing how. The following is a valuable method to establish brand experiences:

- **Ethnographies:** Ethnographic interviews allow you to delve deeply through one-on-one interactions with clients to acquire crucial data regarding the meeting point between client interests and exciting brand experiences.

5. Create measures of efficacy.

Without some built-in analytics, you cannot evaluate the effectiveness of your campaign. These might include:

- References to your brand or product on social media
- Participation in events
- Customer opinions before, during, and following an event
- Outcomes of surveys tracking changes in brand image among consumers

6. Be adaptable.

By its very nature, experiential marketing moves quickly, is sometimes surprising, and never repeats itself. Be prepared to adjust to changes in the plan, but always keep the "fun aspect" in mind. This applies to both you and the guests you invite to the event.

EPILOGUE: EXPERIENTIAL MARKETING

In some respects, technology and social media have made it easier for businesses to promote to their customers. However, these marketing strategies lack the connection and contact that leaves a lasting consumer impression. Consider how many adverts you see while surfing the Internet, billboards while driving, and commercials while watching television. How many of those commercials do you remember right now? Due to the volume of commercials and lack of interaction, you are unlikely to recall many.

Marketing and company practices all across the world are being changed through experiential marketing. The key to surviving the fierce competition, avoiding price wars, and benefiting from word-of-mouth marketing generated by devoted customers and target groups is experiential marketing. Readers will gain a solid understanding of integrated experience marketing programmes' development, analysis, planning, execution, and evaluation by studying experiential marketing from both a theoretical and practical perspective. I provided examples of how customer experience management and experiential marketing can be significant differentiators in corporate settings that are competitive, paving the way for a brand-new marketplace where customers and brands may interact.

Experiential marketing has developed into the foundation of many successful marketing strategies. Thanks to the different media platforms used in it. Particularly with regard to social media, customers can interact directly with brands and their goods. This helps to create a relationship between the brand and the customer that is different from relationships created through conventional marketing techniques. Digital media not only draws attention, but it also frequently amuses and validates desires and justifications for purchasing things. Success increases dramatically when information can be shared and received via social media and mobile devices and when it is possible to listen to customer voices to understand what they want.

Though experiential marketing is a novel method that has caused some misunderstanding and scepticism, this book has enlarged the significant transition in business and marketing toward the new era of communications that it symbolises. This book has placed the big idea, always in the shape of a live brand experience, at the heart of the experiential marketing programme, pushing readers to ramp up that genuine two-way connection across a variety of marketing platforms. The philosophy of experiential marketing is expected to permeate every aspect of brand communication with target audiences, and there will eventually be a shift toward a predominance of arranged or requested two-way interactions rather than spontaneous ones that rely on target audiences being in the right place at the right time.

The development of an effective experience marketing plan requires the use of appropriate research and brainstorming techniques. It explains how to create top-line ideas using the improved creative brainstorming process, present those ideas for review using the concept format, and then adjust and arrange the plan for the best outcomes and efficient measurement using Set Message. It is your duty as a reader and seasoned marketer to impart your knowledge and the concepts of experiential marketing to people inside your company. This fascinating three-dimensional revolution, in which businesses, workers, and customers work together as partners to satiate each other's needs.



By Aman

EXPERIENTIAL MARKETING



By Karishma Mehta

WORD SEARCH PUZZLE

I	T	F	N	V	P	W	S	U	W	E	W	U	D	W
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content
innovation
promotion
sensory

engagement
Innovation
Selling

Experience
Negotiation
sensation

Vol 12, Issue 04

EXPERIENTIAL MARKETING



ANSWER

I T F N V P W S U W E W U D W
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Quiz



Bharath M

1. Definition of Experiential Marketing?

- A. Consumers are seen by experiential marketing as logical decision-makers who are concerned with advantages and useful features.
- B. Experiential marketing is an effective tactic that sees customers as emotional beings who enjoy positive encounters.
- C. It is a marketing strategy that often utilizes visual media in the form of videos with intent to go viral.

2. Who coined the term Experiential Marketing?

- A. Mauro Ferraresi
- B. Bernd Schmitt's
- C. Peter McGraw
- D. Leonard Lee

3. Which of the following is NOT a characteristic of experiential marketing?

- A. Immersive
- B. Emotional Connection
- C. Interactive
- D. Print Based

4. Experiential Marketing seeks to?

- A. engage individuals with the brand rather than just provide free samples
- B. generate buzz about a brand through stealth techniques
- C. engage individuals in generating social media buzz
- D. provide companies with a unique venue to reach consumers where they go for entertainment

5. Which marketing strategy did Bernd Schmitt contrast experiential marketing with?

- A. Prankvertising
- B. Vintage Marketing
- C. Traditional Marketing
- D. None of the above

6. What kind of experience is included in a bigger encounter that isn't focused on a certain brand?

- A. Promotional
- B. Overwhelming
- C. Tactical
- D. Proprietary Integrated

7. Experiential marketing combines the following, EXCEPT?

- A. Direct Marketing
- B. Guerilla Marketing
- C. Field Marketing
- D. Sales promotion.

8. Select a course of action that is not essential for successful experiential marketing?

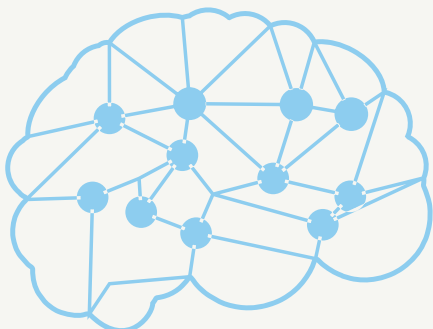
- A. Give a unique experience to each customer.
- B. Give rewards to people for their participation.
- C. Think for durable experience in the minds of customer.

9. Which of this is not a benefit of experiential marketing?

- A. It Cultivates a Positive Brand Image
- B. It Gets Products Directly Into the Hands of Consumers
- C. Experiential Marketing Drives Word-of-Mouth Marketing
- D. Easy to measure ROI.

10. Which justifies the significance of experience marketing?

- A. The consumer finds it appealing on a number of levels.
- B. It necessitates the buyer making a purchase.
- C. On one level, it appeals to the consumer.
- D. It necessitates the customer visiting the store.



- | | |
|------|------|
| 10.D | 5. C |
| 9. D | 4. A |
| 8. B | 3. D |
| 7. B | 2. B |
| 6. D | 1. B |

Answers

M-ASK TEAM



TEAM M ASK

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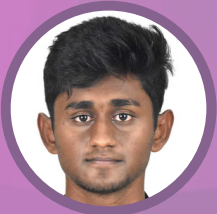


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