

YOUR GUIDE TO EXPERIENTIAL MARKETING

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EXPERIE... WHAT?

Experiential marketing can be hard to say, but it's not hard to get great results when you do it right! It is becoming an essential part of strategies, and engages consumers through branded exposure in the form of an activation - create memories that last long after the event ends. These activations spark excitement and an emotional connection that ensures people remember your product or service develop a genuine connection with your brand.

It's as easy as 1, 2, 3!

1

You create an imaginative, memorable experience for people who attend your event

2

They attend, they laugh/cry/snap selfies and have an amazing time.

3

They form unforgettable memories associated with your brand - and share that experience with their friends, family and social communities.

BONUS: They tell everyone how great your brand is!

SOCIAL EXPOSURE AND EXPERIENTIAL MARKETING THE DYNAMIC DUO!



We use our industry experience, creative skills and state of the art technology to provide engaging and immersive event solutions for brands and agencies, connecting them with their guests and customers on a whole new level!

“We come up with out of the box ideas and use experiential marketing to produce activations that bring brands to life while delivering shareable moments.”

Our activations are designed to engage, providing visitors with an imagination fueled experience that won't be forgotten. People remember a brand not by its logo, but by the emotions and experience associated with it; and with a creative memorable activation that gets people involved and sharing, your brand will translate beyond its physical product, annual event, or niche service.

SCIENCE SAYS SO...



Studies show that associating an emotional response with an experience or event makes it easier to remember and more likely to stay in the long term memory. Episodic memory is the part of a humans long term memory that stores personal, unique memories of experiences and events. If you want your event to be remembered as strongly as a 21st birthday, wedding or graduation then this is the place to target. This part of the memory focuses on specific personal, emotional experiences just like experiential marketing!



“Make yourself at home in your guest’s episodic memory”

When you recall a strong memory, the chances are you’ll come up with one associated with an emotion. Maybe you were bent over with tears of laughter, shedding a quiet tear or screaming for fear of your life? These types of emotional experiences typically form our most vivid memories.

But why?

The brain’s emotional centre (the amygdala) is responsible for activating what is known as the fight or flight response. What isn’t commonly known is its important role in making memories stronger by attaching emotional significance to them. Brains are so...smart!. Even the human brain is on your side when you use experiential marketing!

BENEFITS



It actually works!

Otherwise, why would we dedicate a whole business to it? 91% of consumers say they have more positive feelings about brands after attending engaging events and experiences; and to top that, guests are more likely to purchase a product or service after attending a live marketing event. Even better for you, you can sell and promote your brand without being aggressive or “salesy” – because no one likes a space invader! Humans crave that genuine, immersive experience, and when brands give them something exciting and different to talk about – they don’t stop.



New ways of sharing

Word of mouth referrals are a powerful motivator. Activations with an element of sharable and immersive photography motivates your guests to share their experience – leading to maximum exposure for you, that continues after the event is finished. Talk about getting maximum bang for your buck! Supporting the creation of user-generated content also makes your guests your ambassadors, how good is that? Those who attend events and experiences are 98% likely to create social content and are 100% likely to share the content they create. Not only will guests create and share content of the event but it will be uniquely branded to you!

But wait, that’s not all..seeing their friends and family post about branded experiences makes others more likely to view and interact with your brand. No more screaming for your audience’s attention! And content that (when carefully and creatively planned out) will continue to make an impact for months – maybe even years to come.



Brand interaction

Who doesn't love loyalty? Build loyalty between your brand and its customers new or old by establishing and fostering connection through experiential marketing. Connections, whether they be in person or online are fleeting! Future generations are favouring brands that utilise humanised marketing over direct selling, opting into testimonials and reviews from real people just like themselves! If they feel a connection and human response from your brand, they are more likely to interact with and come back to you. Event activations are the perfect place to put this into practice and the setup options are truly endless!



It's measurable

Ugh, there is nothing worse than creating an extravagant event and not being able to find or analyse any results- especially after you've invested a large amount of your annual budget making it happen! Measuring success couldn't be easier with the use of experiential marketing. This type of marketing is all about awareness and engagement, and with the tools and technology used to amplify the activation, you can accurately measure its effectiveness! Informing events for the future; making sure budgets are invested more effectively moving forward.

Shareable elements motivate guests to add their information into your marketing database, allowing you to increase exposure and trigger those positive memories whenever they see your email pop up in their inbox. Email marketing is also a great way to determine how engaging your event was and how many people interacted with the activation while providing your marketing database with details you can utilise in the future.

Gage brand awareness by comparing your social media data from before the event to after by analysing mentions, reach, shares, hashtag use and engagements. Social Exposure can even do this for you!

LET US EXPOSE YOU!



What we offer is way more than a stationary photo booth at your event. We do some crazy stuff, and work with a range of international, imagination fueled brands! Think carpool karaoke activations, green screen videos, custom animations, turning guests into GIFs and even shrinking people!

BRING US YOUR CRAZIEST IDEAS,
WE DARE YOU!