

Few examples of experiential marketing

Experiential marketing, what is it good for?

The premise is to create a closer bond between the consumer and the brand by immersing them in a fun and memorable experience.

If a brand event stirs genuine positive emotions within people then they are more likely to associate those emotions with that brand, which is more effective than just showing them a Facebook ad or something.

Occasionally the line blurs between experiential marketing and a straightforward PR stunt, but I'm not here to waste time quibbling over definitions.

This post was inspired by a new Vans project that's opening in Central London at the beginning of August as a celebration of art, skateboarding, BMX and street culture.

This video gives a teaser of what lies in store at the 'House of Vans':

And here are 10 other great examples of experiential marketing. I've included relevant success metrics where they are available, but others I've included just because I think they're pretty darn cool...

Mountain Dew

To drive awareness and encourage people to try Mountain Dew Energy the marketing team designed a 43-day 'guerrilla tour' that targeted consumers at festivals, transport hubs and in city centers.

A team of 15 brand ambassadors drove around the UK in a Mountain Dew truck, hosting various competitions and giveaways. They also dished out free samples.

The campaign achieved an ROI of £1.85 for every £1 spent, and 55% of people targeted by the event went on to purchase a Mountain Dew, more than a third of whom were new purchasers.

The Simpsons Movie

Okay, so this is an old example, but I really liked it so here it is.

Back in 2007 20th Century Fox partnered with 7-Eleven to transform 12 of its stores into Kwik-E-Marts, the shop run by Apu in The Simpsons.

It was all to promote the release of The Simpsons Movie.



The Kwik-E-Marts offered limited quantities of KrustyO's cereal, Buzz Cola, and Squishee frozen drinks.

A special edition of a Radioactive Man comic book was also produced just for 7-Eleven, while life-size citizens of Springfield could be seen in the stores.

Lean Cuisine: #WeighThis

One night, when I was watching "The Bachelorette" (it's okay -- I judge myself, too) I started tallying how many commercials told women to change something about themselves. The result: I lost count after about two minutes.

That's why it's so refreshing to see brands like Lean Cuisine, whose marketing used to center solely on weight loss, stray from diet-centric messaging. And its #WeighThis campaign is a great example of just that.

As part of the campaign, Lean Cuisine curated a gallery of "scales" in New York's Grand Central Station, and invited women to "weigh in." But here's the catch: The scales were actually small boards where women could write down how they really wanted to be weighed. And rather than focusing on their weight in pounds -- or anything pertaining to body image -- the women opted to be measured by things like being back in college at 55, caring for 200 homeless children each day, or being the sole provider to four sons.

What's particularly cool about this experience is that none of the participants actually interact with a Lean Cuisine product. No one was interrupted, asked to sample something, or stopped to answer questions. In fact, no one was really asked to do anything -- the display itself was enough to make people stop, observe, and then voluntarily interact.

Lean Cuisine figured out what message it wanted to send: "Sure, we make stuff that fits into a healthy lifestyle. But don't forget about your accomplishments. That matters more than the number on the scale." But instead of blatantly advertising that, it created an interactive experience around the message.

Still, the experience was clearly branded, to make sure people associated it with Lean Cuisine. The company's Twitter handle and a branded hashtag were featured on the display in large text, which made it easy for people to share the experience on social media. And that definitely paid off -- the entire #WeighThis campaign led to over 204 million total impressions.

CO-OP



THE THINKING

Create an unpredictable and immersive dining experience at Bestival; demonstrating that the most amazing food can be created using simple ingredients - all courtesy of The Co-op.

HOW IT WORKED

We created The Mix Kitchen, a one of a kind experience at Bestival, where Co-op's in-house food mixologists cooked fresh dishes curated by festival-goers'. All proceeds from The Mix Kitchen were donated to the British Red Cross.

A food consultation upon arrival allowed the food mixologists to offer a highly personalized experience for visitors to the Mix Kitchen; allowing them to create their own bespoke dish

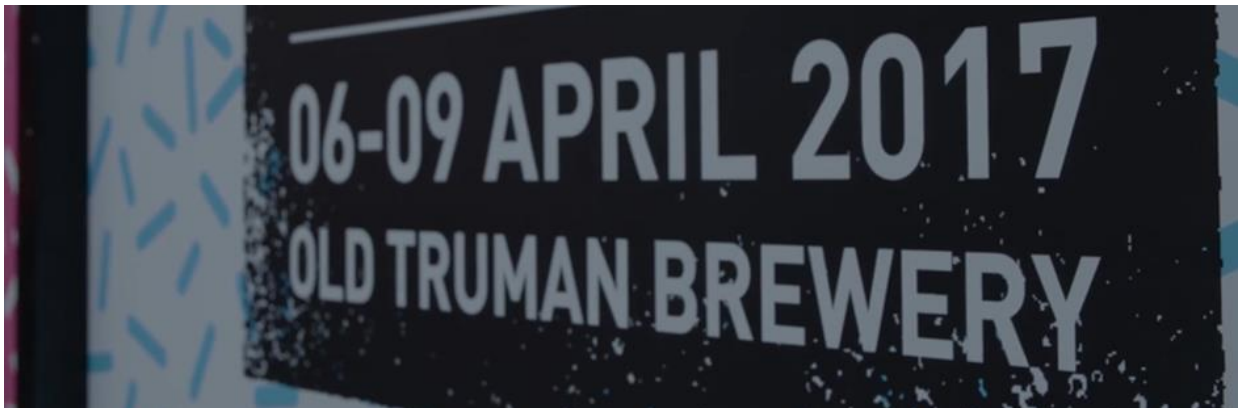
Food mixologists created a stream of exciting dishes using Co-op produce, whilst guests enjoyed the atmosphere, alongside an ever-changing soundtrack supplied by our in-house DJs

An interactive Instagram wall drove further footfall and social reach using #UnpredictableSummer

8 high profile artist gift boxes were created containing a recipe card, personalized dish, fresh Co-op ingredients and a tongue-in-cheek message

Legendary DJ Justin Robertson played at the Mix Kitchen press launch to 30 VIP press & media

SAGE APPLIANCES - LONDON COFFEE FESTIVAL 2017



iD took the Sage experience to The 2017 London Coffee Festival, a 4-day event held at The Old Truman Brewery in London.

Over 35,000 visitors to the festival

Expert Baristas educated coffee connoisseurs about Sage's unique range of espresso machines

Live latte art masterclasses and coffee tastings - inviting customers to get hands on with the machines

Modular and interactive stand built for use at multiple events

75 units sold with an average sale value of over £500

Lipton Ice Tea – Misting station

It may not be as intricately orchestrated or on the same scale as some of the others on this list, but this installation for Lipton Ice Tea gets right at the heart of what 'experience' truly means. The person viewing the ad isn't just being told what to buy, but is instead being subjected to a sensation that (Lipton hopes) will create a subconscious, and very powerful, association with the brand.

Carlsberg – Bikers in cinema

'This is going to be cosy' – These are the words uttered by your date as you enter a cinema to be confronted by hundreds of bikers and only two seats left, right in the center. Should you turn around and leave? What could possibly happen if you stay?

Coca Cola – Happiness Truck

A four-wheeled successor to the virally successful 'Happiness Machine' of 2010, Coca-Cola's 'Happiness Truck' took to the streets of Rio De Janeiro to dispense sunglasses, beach balls, surfboards, as well as a substantial amount of black, fizzy sugar-water.

Red Bull Stratos

Pretty much everything Red Bull does is based around experiential marketing, from its Air Race, to its F1 team, to its extreme sports events.

Though none of these garnered the same global attention as the Stratos Jump in which Felix Baumgartner passed the speed of sound as he broke a 52-year-old record for the highest recorded parachute jump.



News channels around the world carried live coverage of the event, gaining Red Bull priceless brand exposure and PR.

Read Andrew Warren-Payne's blog post to find out why it was [one of the greatest ever content marketing campaigns](#).