



DEFINING EXPERIENTIAL: Differentiate Your Brand

Experiential Marketing (EM) is more than a trend. Nine in ten marketers recognize the importance of experiential in driving brand engagement.

Selling experiential internally can be difficult. That's why ADWEEK says, "Experiential marketers need to embrace brand planning and business results."

For impact that lasts beyond interaction, ADWEEK recommends beginning an experiential activation with brand planning.

- **What's the upstream business challenge?**
- **What perception do we want to reinforce or change?**
- **What's the core customer insight at the heart of the experiential concept?**

Nearly all consumers—
98%
create digital and
social content at events
and experiences.
100% of these share it.

— EVENT TRACK 2016
CONTENT EDITION



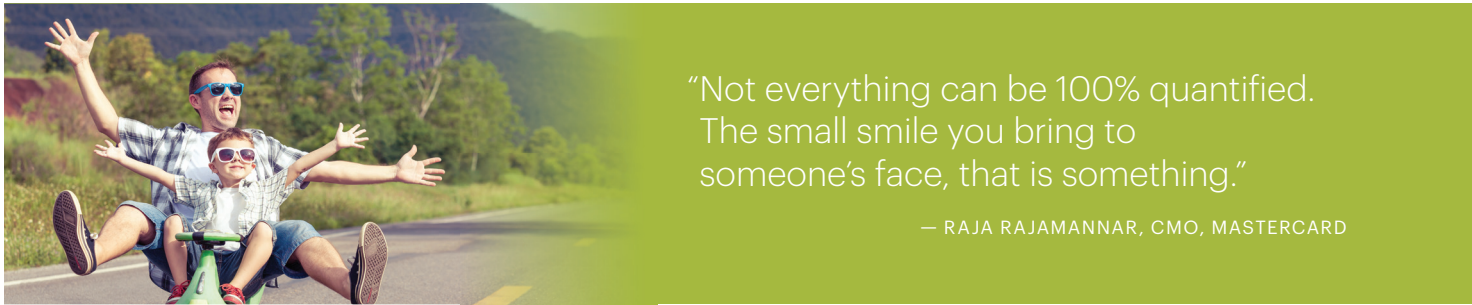
Be strategic about who you're targeting when creating personal interactions with your brand.

When measuring the effectiveness of experiential, anecdotal feedback is not enough. You need evidence of shifts in perception or customer behavior that measurably demonstrate business results. You should track:

- **Live impressions:** How many people participated in or viewed the experience?
- **Viral impressions:** How many times was the experience shared?
- **Social expressions:** How many people talked about the experience?



Capture the experience and create shareable content.



“Not everything can be 100% quantified. The small smile you bring to someone’s face, that is something.”

— RAJA RAJAMANNAR, CMO, MASTERCARD

Ideally, you should also utilize qualitative research techniques that measure before and after, as well as post-event surveys that track sentiment. It is possible to craft incredible, unforgettable experiences that move the brand needle. You just need to begin where you want to end up... with the business results.



“My philosophy at Airbnb for experiential has always been ‘lived by some, shared by many.’”

— ANYI RAIMONDI,
GLOBAL HEAD OF BRAND
ACTIVATION, AIRBNB

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