

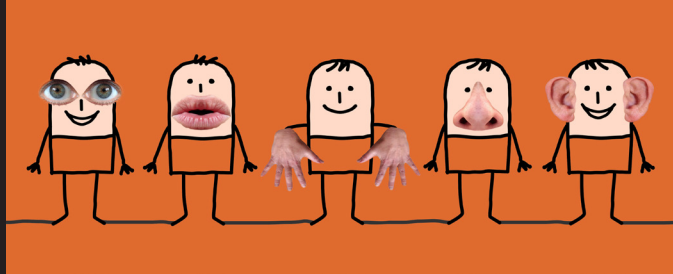


Tactile Marketing Can Deliver Tangible Results

The experience generation (aka Millennials) is the largest living generation in the U.S. Reaching this group requires more than traditional marketing. That's why 79% of brands say they will execute more event and experiential marketing (EM) programs this year compared to last year, according to EMI & Mosaic.

70% of users become regular customers after an experiential marketing event.

— EVENTTRACK, 2018



While the use of technology in EM is prevalent, tactile or tangible marketing is frequently used by brands to stand out in a sea of technology. Tangible marketing is ideal for marketing intangible products and services — things that can't be tried out, inspected or tested.

Event marketers who employ tangible marketing use symbols, metaphors or artifacts to create positive, personal and emotional connections with target audiences — connections that traditional forms of marketing just can't achieve.

How it's presented, who presents it and what's implied by symbols, metaphors and artifacts...are all central to the experience, because they determine whether a prospect finally decides to buy or not.

VIDEO

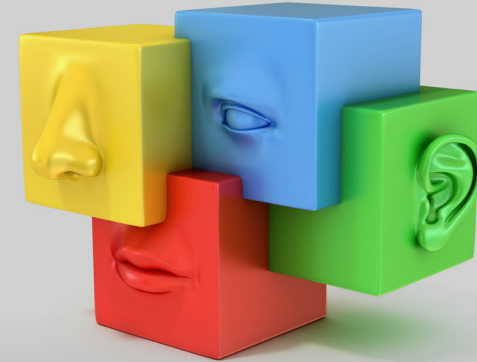
Virgin Atlantic takes over a New York park bench in latest experiential campaign



This early example of tangible marketing engages all the senses. Participants and watchers were delighted by a series of unexpected surprises while sitting on a park bench in NYC. It's easy to imagine a similar experience in a booth.

Tangible marketing engages the senses — not just visual and auditory senses, but smell, taste and touch.

— EVENT MB



Personalized, sensory experiences can deliver big dividends for brands if done right. Here are six essential guides for marketing the intangible.

- 1 Tell a story that relays an important message** about your company or product. You have to paint a picture for prospects if they can't see or touch what you're selling.
- 2 Know what you're really marketing** — emotion, perception, features, value — and keep the experience focused on achieving your goal.
- 3 Make it interactive** to keep prospects engaged. Give them opportunities to make, share, learn, play, participate, support and even change aspects of the experience.
- 4 Establish an emotional connection** either through demonstrating understanding, showing appreciation or revealing value. Establish an intellectual connection with visual and auditory cues.
- 5 Make it your own.** Make sure the experience reflects your brand personality and your company's core values.
- 6 Include unexpected elements** that surprise and delight audiences. Immerse them in creative spaces designed to stimulate the senses with textures, scents and sounds. Introduce elements like food presented in artful ways. Dedicate personnel for a high-touch experience.

Every company markets intangibles at least to some degree.

Tangible marketing has the power to not only strengthen your brand identity, it can evoke positive and lasting feelings for your company.

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