



## DEFINING EXPERIENTIAL: Activate Your Brand

**Experiential Marketing (EM) is all the buzz, but too many EM efforts begin with the buzz instead of the brand. The result? You remember the experience, but it doesn't translate into desired actions.**

To elicit the right reaction, the experience must communicate the right message—the “why;” the purpose; the thing you want them to remember. It should show how your brand...

- **Solves a problem**
- **Sets a new standard or**
- **Serves a new market segment**

“Think of a live experience as a piece of sophisticated brand messaging, no different than a 60-second TV ad.”

—SARAH PRIESTMAN, ADWEEK

A purpose-focused experience is true to who you are and why you do what you do. It stimulates the senses, heart and mind. Purpose focused experiences:

- **Humanize your brand**
- **Reveal clear and relevant takeaways and**
- **Tell an authentic story**

The best brands today are experientially differentiated. They have defined a distinctly multisensory brand manifestation that's more than a moment in time. It's social, behavioral, cognitive and emotional.

*The South by Southwest (SXSW) Music Festival* is known for these types of experiences. Brands create experiential installations designed to 'blow the roof off' audience expectations.



AN OVERNIGHT MUSIC PERFORMANCE AND AN OPPORTUNITY TO SLEEP ON A BEAUTYREST BED.



BEAUTYREST ENGAGED ALMOST EVERY SENSE IN THIS UNIQUE EXPERIENCE.

At SXSW18, *Beautyrest* delivered a purpose-focused, experientially-differentiated brand activation. The company sponsored Max Richter's eight-hour 'Sleep' concert.

Instead of traditional concert seating, 150 concert-goers reclined on a Beautyrest bed and fell asleep to the ultimate nighttime soundtrack. They experienced first hand how proper rest allows them to be more awake to do things they love during the day.

This is EM at its best. It's immersive, emotional, personal, social, visual and memorable. It's also proof positive that any brand can explore new ways to differentiate...experientially.

"When you bring people into a physical space and allow for insights to be manifested in a way that you can touch, feel, connect with and talk to—it allows you to internalize the information."

—FACEBOOK IQ LIVE, SARAH PERSONETTE, HEAD OF FACEBOOK GLOBAL BUSINESS MARKETING

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