

## Lexicon and Experiential Marketing Essay

Experiential Marketing can be very powerful as it draws on the human senses to create a connection with a brand or company. I have chosen to focus on Experiential Marketing for my non-profit organization BuildaBridge because of the nature of this organization to engage its' participants in arts and healing programs. There are three tiers to BuildaBridge which include Community Programming, Global Services, and Professional Development. I feel that Experiential Marketing can be important as a marketing tool for all these programs.

### What is Experiential Marketing?

Experiential Marketing can be described as creating unique, face-to-face experiences. This form of advertising focuses primarily on helping consumers experience a brand or an organization by engaging all the human senses in the experience. It can encompass a variety of other marketing strategies such as content, word of mouth, and guerrilla marketing. (Creativeguerrillamarketing.com)

The end goal is to form a memorable and emotional connection between the consumer and the brand so that it may generate customer loyalty and influence purchase decision. (Wanda Thibodeaux, 2005)

Experiential Marketing is based on the entire experience a consumer has with a service. The focus for experiential marketing is that a consumer will keep buying based on how they personally interacted with what is being offered. For the non profit BuildaBridge, I see that this tool can be used to advertise to donors, within trainings to gain more participants in learning skills, and building the bridges for taking the arts into communities for healing. It can be used to create donor loyalty and loyalty of those participating and teaching. Experiential Marketing appeals to both the rational and emotional sides of people so that the experience is truly memorable.

The benefits of experiential marketing for BuildaBridge is that it appeals on multiple levels and can focus new members and participants who are interested in the service that BuildaBridge engages in quickly. It can be successful in getting the customer who responds to sign up for courses and trainings or for the donor to give recurrent support. It can then attract other marketing tools such as word of mouth as participants will refer others. Using videos of activities and programs during fund raising events can help develop a sense of understanding for the mission of BuildaBridge.

Experiential Marketing can be difficult to engage many senses. But it seems that with the professional development side of the organization, the experience that each participant gains will help to spread the word for others to sign up for future courses. The activities provided for participants is truly an experience and word of mouth can then be a great marketing tool for others to join and participate.

Nonprofit organizations typically do not have the budget for fancy marketing. Resourceful marketing can be more innovative and can combine art in the experiential marketing. This may be the key to standing out in a world of constant signals. Creating memories with participatory events provide opportunities for building connections for all organizations. This can be an important marketing tool for the nonprofit world.

75.4 million Millennials (America's largest generation) are the most active group with a renewed focus on having experiences more than things. They are coming into the age when they will have a disposable income to spend. Experiential Marketing could be one excellent choice in the marketing tools used. (Putman-Garcia, 2016) BuildaBridge engages with this group as they are becoming the next generation of trainers and facilitators for healing and building community engagement. Another important experiential marketing tool for BuildaBridge would be the use of videos and experiential participation during the professional development.

## **History of Experiential Marketing**

Experiential marketing has been around for a long time as companies seeked out opportunities to have their consumers experience their brands. Banks, beverage companies and other businesses have long attended festivals and other special events to engage with customers one-on-one and to hand out samples of their products.

World Fairs such as in Chicago in 1893 and Paris in 1900 provided opportunities for companies creating new technological innovations to showcase them for large groups of people eager for a once-in-a-lifetime experience. (Factory 360, 2015)

Car shows in the 1920s became a popular way to market automobiles to consumers. They showcased cars in a museum-like atmosphere and created showy events that motivated people to buy and cherish their cars. In the 1970s, Miller Beer created taste challenges as a way to reach a variety of demographics in memorable ways.

People seem to have always been willing to pay premium prices for products and services that offered an experience with the purchased object through this century to today. Experiential marketing took off with the rise of social media. Suddenly marketers were reaching beyond those who attended an event. They were now reaching all their friends and colleagues.

## Elements and Uses of Experiential Marketing

A 2009 survey revealed that the majority of marketers believed "experiential marketing builds customer relationships for the long term". (Morton, 2009)

Experiential marketing increases awareness of products/companies and drives word of mouth marketing. Successful experiential marketing can build relationships, raise awareness, increase loyalty, encourage interactions, create memories, stimulate positive word of mouth, and verify the target audiences. (Morton, 2009)

Experiential Marketing works best when used at an exhibition or event, when the content is engaging, appealing, and personal, and when it is part of an integrated marketing campaign.

Developing the right emotional visual tool can be advantageous for BuildaBridge in marketing to their donors, eliciting professionals of all areas for trainings, and to spread their mission globally.



The pictures to the right are from the “Arts and Hope” project in Bogota where a community was concerned with open dumping at the end of a paved road that leads into the hills and homes of the working class.



The organization helped the children and families of the community in a “place-making” experience to clean up the area and paint a mural of hope they designed.



By using this project, BuildaBridge could create an interactive donation campaign or a swipe campaign. Creating a video encounter of the experience put to music can help draw on the senses of those watching during a fundraiser event for finding new donations for their global projects. The pictures provide a stunning difference and creation of an aesthetically pleasing community space for all to enjoy and take pride.

## Case Studies of Experiential Marketing

Hotcow is an award winning experiential marketing agency based in London. A few of their case studies are outlined:

### Red Cross Pop Up Shop

The British Red Cross is a volunteer-led humanitarian organization helping people in crisis. Hotcow helped to create the first ever Red Cross pop up shop during the lead up to Christmas. The goal was to increase consumer awareness of the Red Cross and their activities and encouraging interaction with the retail brand to drive revenue both on and off line within a low budget. The campaign targeted an affluent audience choosing Westfield London (an affluent part of London). The pop up store was situated on the mall to ensure maximum visibility and close to “The Village” to reach consumers with the highest disposable income.

Hotcow designed and constructed a pop-up retail stand filled with merchandise from the online gift shop that included toys, home goods and cards. They also included some festive

decorations. They created an enthusiastic team to share that British Red Cross brand message while promoting the on and off line store. They got numerous online press and Hotcow executed Twitter activity throughout the event to increase awareness.

The campaign raised the profile of the British Red Cross and increased brand awareness and over 700 gift items were sold. A survey was provided showing 2 of 3 consumers agreed that the stand changed their perception of the Red Cross retail stores as a place that only stocked second hand items. 85% of consumers reported that the pop-up shop experience made them aware of the British Red Cross and what the online store had to offer.

### Sensodyne Case Study

Sensodyne launch a new product, Sensodyne Complete Protection. As part of the marketing campaign, they wanted to demonstrate how Novamin technology can improve sensitive teeth. They created “The Great Sensitivity Test” consisting of 3 different zones providing an emotionally engaging experience at multiple different levels.

Zone 1: The Sensitivity Zone which was a dynamic 360 stand that offered people choices to engage with; a 10 minute sensitivity dental check with 1-10 professional dentists, and a chance to play and win a prize with the “How Sensitive Are you” buzzer game, free product samples and advice from brand representatives at a demo area.

Zone 2: The Giant Molar set against the iconic Tower Bridge backdrop for public opportunity experience

Zone 3: An Official Guinness World Record attempt to create the World’s Largest Oral Hygiene Lesson.

The campaign linked with digital, PR and media activity. It created 150 media mentions reaching 4,00,000, over 6,000 Sensodyne samples distributed, 232 people participated in the World Record attempt, and 230 people had pictures with the Giant Molar, and 200 dental sensitivity checks were carried out.

### Minnesota Housing Fund

In 2001, Minnesota Housing Fund partnered with local unions to build and play the World’s Largest Monopoly Game. People served as game pieces and walked around the board.

Corporations sponsored the spaces on the board and contributed to the game. The Minnesota Housing Fund used the game to draw attention to the fact that the state laced housing that was affordable to working families. The Monopoly board was set up for 12 days and over 100,000 signatures were gathered from people who wanted to see more affordable housing in Minnesota. They raised awareness of the problem, their organization and a lot of money through corporate sponsorships meeting multiple goals for the charity. (Factory 360, 2015)

### Social Swipe Charity Donation Billboard

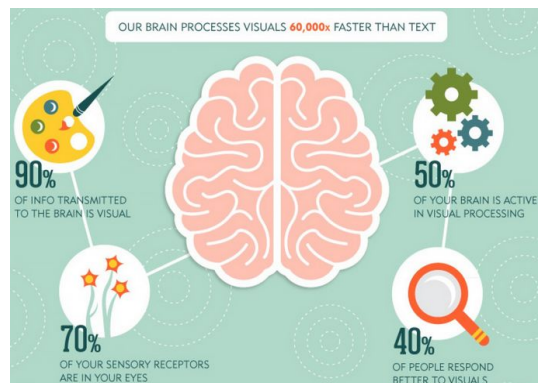
A relief organization called Misereor has been helping creating self help initiatives for 3rd world countries and communities. They created an interactive billboard to accept credit cards, making donating easier than ever by swiping a credit card swipe through a poster that provides direct donations to a cause. It created an interactive marketing tool for them and has increased their donations to the organization. While swiping the card, a piece of bread is sliced for the hungry, ropes are cut from bound hands to free a child. These images create a response to the giving and when the person receives their credit card statement, they have an opportunity to continue to give. The awareness for Misereor and donations received over time with recurrent donor support increased.

## Lexicon Terms

### Visual Impact

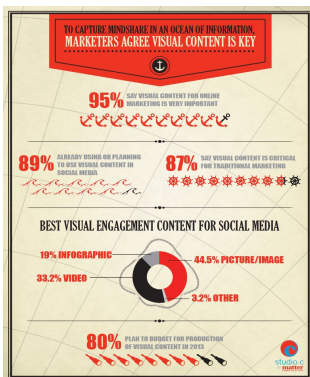
A picture is worth a thousand words and is an important tool for capturing the audience’s attention.

A video or good visual image can help gain full attention to communicate the message to a targeted audience.



Integrating visuals can be an effective tool to boost engagement and helps the audience retain information. (More, 2014) Studies show that our brains not only process visual information faster, but can retain and transit more information when delivered visually.

Company Facebook pages who post status updates with visuals in videos and photo albums create up to 180% stronger engagement. (More, 2014)



Visuals help to tell the organization's stories and may have a chance to go viral. It is easy for people to like, share, or respond to visual impacts.

Understanding the importance for the visual system in learning and memory, The use of visual impact within experiential marketing is important for developing an emotional connection for people to an organization or product.

## Transmedia

Transmedia is the technique of telling a story or experience across multiple platforms and formats using current digital technologies. The transmedia storytelling often have audience engagement as part of the goal in telling the story using multiple platforms. Rather than repeating the information, the use of transmedia allows for using different parts of a story to match a platform's strength. (Looney, 2013)

For BuildaBridge, the different platforms that can be used include the website, Facebook, blogs, social media avenues, live events and conferences. The use of personal narratives with infographics, videos, pictures, interactive maps, or audio can be used on different platforms to engage the audience. Transmedia can be a low cost way to extend a story through social media.

## Social Proprioception/Social Perception

Proprioception can be described as the unconscious perception of movement and spatial orientation. The information provided by our muscles, joints and movement in space. Social Proprioception can be the information put out there by an individual that can be a "sense" in itself as to where the person is, what they are doing, what they eat, their mood for the day, etc.

The idea that Experiential Marketing can provide a physical experience through the body, through the kinesthetic movement and muscle memory when a person is engaged in a participatory way is important. When combined with others who are also engaged in the experience, it may become a social opportunity to create a perception and relationship with a product or organization creating the movement and engagement experiences. I believe that BuildaBridge utilizes this concept in all their avenues of engagement. It is the movement within communities and engaging

in classes and workshops that promote the health and healing projects of BuildaBridge.

### Third Space

The use of third space for BuildaBridge is very important to their mission. Third Space becomes the community building, parks, churches, libraries, schools, medical facilities and other community spaces. Through collaboration of using shared spaces, BuildaBridge can create community involvement and awareness for their projects. BuildaBridge is the means of bringing the participants together through engagement. The participants become active in their creative communities.

### Content

Content marketing is about the creation and distribution of content that attracts and engages audiences online. It is used to deepen the engagement with current customers, and for brand/organizational awareness. In relation to experiential marketing, the use of content that provides an experience can be videoed and then posted on social media. The content provides information from the experience that focused on the emotional connection. It seems that many forms of marketing can be incorporated through Experiential Marketing.

### Experiential Participation

This term stems from experiential learning. Knowledge is learned through both personal and environmental experiences. When individuals gain knowledge from firsthand experiences instead of hearing or reading about an experience, it has more of a meaningful and lasting impact. This is what experiential marketing bases the impact on, an event or marketing environment creating the memory and experience of an organization that helps to build the loyalty to the organization. It further creates marketing from word of mouth that is spread from an individual's experience.

BuildaBridge creates experiential marketing by having participants engage in their programs. In the Professional Development programs, the experience they learn through the trainings and experiential participation becomes the tools that they can then bring to their communities. They can further express the message for healing around the world from their own experience and participation in trainings.



## Participatory Culture

A culture that engages through participation. Our current culture is actively involved in participatory cultures through the internet. It can be described as having a strong support for creating and sharing one's creations. A participatory culture is also one in which members believe their contributions matter, and feel some degree of social connection with one another.

The use of Experiential Marketing falls into this idea of creating environments for participation that evoke emotions and senses to help develop a social connection to an organization. (Jenkins, 2006) The social media world encompasses this participatory culture.

In looking over these lists, BuildaBridge can develop their marketing strategies in many forms. The use of experiential marketing can create a personal experience that can then be shared through the many social media platforms. Experiential marketing is a powerful marketing tool that could lend itself to be a part of any integrated marketing campaign.

## Resources

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