

Appendix 1

Common experiential marketing jargon explained

Amplification Live brand experiences do not typically reach as many target consumers as advertising does. However, the reach of the complete experiential marketing campaign can exceed the reach of many adverts by incorporating amplification channels into the experiential marketing campaign. This can be achieved by integrating any of the marketing communications channels into the campaign to amplify the big idea, which is focused on two-way interaction in real-time: the live brand experience. Sometimes with a live brand experience that is exciting and newsworthy, free PR and media coverage can be generated, making it a cost-effective solution with broader reach.

Brand advocacy When consumers spread positive word-of-mouth to other consumers about a brand, thus perpetuating and increasing brand sales.

Brand ambassador A person who is used to support and endorse a brand and facilitate an interaction between a brand and its target audience.

Brand loyalty Considered to be one of the ultimate goals of marketing: a consumer's commitment to consistent repurchasing of a brand.

Brand personality A brand's personality is characterized by human personalities. A company will establish a brand as having certain personality traits in order to market the brand to a specified target audience. Examples of a brand's personality could be, for example, silly, wild, courageous and energetic.

Brand-relevant experience Creating an experience that is appropriate to the brand's personality, values and target audience that will make it memorable to the consumer, hopefully facilitating brand loyalty and brand advocacy.

Bring the brand personality to life One of the key objectives of experiential marketing is often to bring the brand personality to life. The brand personality gives the brand an identity, character or association to make it memorable and approachable to the consumer. A brand's personality will be like that of a human (ie, lively, funky, sassy, clean). The goal of experiential marketing often is to create an activity that incorporates the personality traits into the experience. If a clothing brand's personality is 'fashionable and adaptable', an experiential activity could involve a fashion show, where members of the target audience get to create different outfits for every time of day and night.

Change brand perception and/or image Experiential marketing is an ideal approach to use if the objective is to change a brand's image. By carefully researching the target audience and the brand's new positioning, one can create a live brand experience around the brand that will alter the participants' perception of the brand. Amplification channels can be used to amplify the impact of the live brand experience.

Customer experience management The process of strategically managing a customer's entire experience with a product or a company.

Entertaining Target audiences can be entertained by the brand through having fun and engaging with it during an entertaining live brand experience.

Essence of a brand A distillation of the brand identity and an encapsulation of the brand values. These values form the core of the brand's identity.

Experiential marketing Experiential marketing is the process of identifying and satisfying customer needs and aspirations, profitably, engaging them through two-way communications that bring brand personalities to life and add value to the target audience.

Face to face Face to face means engaging the consumer in the same physical location that they are in via face-to-face communication. During a face-to-face live brand experience, the consumer can interact with the

brand, its brand ambassadors, and the product, in order to physically participate in the live brand experience.

Feedback The measurable response and reaction to an experience with the aim of enabling improvements to be made. Feedback can be obtained through mechanisms such as surveys, which can be given via brand ambassadors, brand micro-sites, or as incentives to participate in a live brand experience or enter a competition.

Field marketing Field marketing is colloquially deemed ‘old news marketing’, yet is commonly confused with live brand experiences (a more recent and innovative marketing channel). Field marketing is generally sales promotion support and involves individuals passing out flyers or samples, soliciting and merchandising; field marketing does not usually integrate a two-way interaction, which is the essence of the live brand experience.

Footfall/visitors The number of people who pass through a specified area or the number of visitors who pass through a website or communication platform.

Generate word-of-mouth Word-of-mouth is another means of amplifying the reach of an experiential campaign. When a consumer engages in a memorable brand experience, they will tell 17 other people about the activity (Jack Morton Worldwide), and those people will tell other people they know, thus exponentially increasing the reach of the campaign. Generating word-of-mouth is often an objective of experiential marketing.

In-house Different channels of marketing can all be under one agency’s roof. For example, an ATL advertising firm can have an in-house experiential marketing team.

Interactive A means of engagement between the target audience member and the brand, via a two-way interaction.

Live brand experience A two-way interaction between a brand and its target audience that can be equally successful across events as well as many interactive technologies and platforms that facilitate communication between consumers and brands in real time.

Media-savvy audience Because traditional advertising has been used for decades and dominated marketing practice, it is becoming an obvious tactic, especially to younger generations who are privy to the ways in which traditional forms of media try to drive purchasing behaviour. Because audiences are becoming media-savvy, there is a need for

another, more innovative form of marketing to inspire consumers to keep buying.

Memorable One of the key components of an experiential campaign that sets it apart from other forms of media: an unforgettable, wonderful experience for the target audience that will result in brand loyalty and brand advocacy.

One-way-communication approach versus two-way-communication approach A one-way approach is often utilized in traditional media channels (such as television advertising and billboard advertising). It involves talking *at* the target demographics, rather than *with* the target demographics, thus targeting the left side of their brain (a less pleasant experience). Experiential marketing uses a more innovative approach to marketing, which involves a two-way interaction. The two-way interaction is a live brand experience that allows the consumer to interact with the brand and develop a relationship with the brand, hopefully stimulating brand loyalty and brand advocacy. Two-way interaction also allows the brand to understand what its target audience is thinking about and expecting of the brand.

Paradigm of lateral brain function Contrary to traditional advertising, experiential marketing affects the right side of the brain in that it aims to fulfil certain human drives, such as comfort and pleasure. The right brain is responsible for generating and affecting emotionally charged feelings and intuition, rather than more rationally inspired thoughts (which is how traditional forms of media target their audience).

Personally relevant marketing Going beyond standard, static online communications to deliver personalized, targeted messaging that builds customer engagement and lifetime value, while increasing sales opportunities and brand loyalty.

Synergy of all five senses (touch, taste, smell, seeing, hearing) Live brand experiences, especially when delivered face to face, seek to integrate all of the consumers' five senses into the campaign to make the experience of the brand memorable, two-way and interactive. The senses are targeted during the campaign while continuing to make the experience relevant to the brand's personality and values.

Top-line An idea in its early stages, which is then developed if agreed upon.

White Papers Published research in fields such as marketing and politics.

Appendix 2

Further reading

- Arussey, L (2005) *Passionate and Profitable: Why customer strategies fail and 10 steps to do them right!*, Wiley, Chichester
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