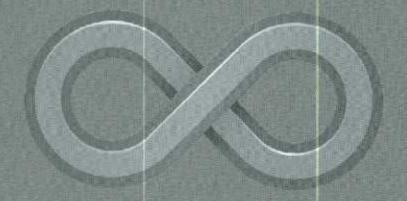
Reshape your marketing mix with the Ultimate Engagement Strategy

EXPERIENTIAL MARKET MARKET INC.



Secrets, Strategies, and Success Stories from the World's Greatest Brands

KERRY SMITH / DAN HANOVER

WILEY

The Most Researched, Documented, and Comprehensive Manifesto on Experiential Marketing Ever Written

s customers take control over what, when, why and how they buy products and services, brands are facing the complete breakdown and utter failure of passive marketing strategies designed more than a half-century ago. To connect with a changing generation of customers, companies must embrace and deploy a new marketing mix, driven by a more effective discipline; experiences.

Experiential marketing, the use of live, faceto face engagements to connect with audiences, create relationships, and drive brand
affinity, has become the fastest-growing
form of marketing in the world as the very
companies that built their brands on the
old Madison Avenue approach—including
Coca-Cola, Nike Microsoft, American Express,
and others—torge the next chapter of marketing as experiential brands.

Using hundreds of case studies, exclusive research, and interviews with more than 150 global brands spanning a decade, experiential marketing experts Kerry Smith and Dan Hanover present the most in-depth book ever written on how companies are using experiences as the anchors of reinvented marketing mixes.

The authors provide unprecedented access to the specific experiential strategies and blueprints used by the world's most powerful brands, many of which are using experiential marketing to generate their biggest customer reach, sales lifts, and marketing ROI ever.

Marketers still torn between outdated marketing models and the need to reinvent how they market in today's customer-controlled accnomy will find the clarity they need to refine their branding strategies, get a roadmap for putting their brands on a winning path, and walk away inspired to transition to experiential marketing:



SECRETS, STRATEGIES, AND SUCCESS STORIES FROM THE WORLD'S GREATEST BRANDS

KERRY SMITH DAN HANOVER

FEATURING CASE STUDIES FROM EVENT MARKETER MAGAZINE

Accession no. M 0150547

Date received

1 8 MAR 2017

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Cover image: © Jamie Farrant/Getry Images Cover des gn: Wiley

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Published by John Wiley & Sons, Inc., Hoboken, New Jersey Fublished simultaneously in Canada

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Library of Coagress Cataloging-in Publication Data
Names: Smith, Kerry, 1963 author, I Hanover, Dan, 1973- author.
Title: Experiential marketing: secrets, strategies, and success stories from the world's greatest brands / Kerry Smith, Dan Hanover.
Description: Hoboken, New Jersey: John Wiley & Sons, 2016. Includes bibliographical references and index.
Identifiers: LCCN 2015050877 IISBN 9781118145875 (cloth) IISBN 9781119145899.

(epub) ISBN 9781119145882 (epdf)

Subjects: LCSH: Target marketing, | Branding (Marketing)
Classification: LCC HF5415.127-565-2016 | DDC 658.8-de23 LC record available at http://deca.loc.gov/2015050877

Printed in the United States of America

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Before We Begin

Your latest marketing campaign cost more than the last, yet reached half as many people.

Your celebrity endorsement deal has yet to generate any measurable returns.

Your online marketing campaign yielded no significant web traffic increase, and your brand's social media engagements declined.

You're being out-marketed by competitors who are spending a fraction of your budget, yet are capturing a larger share of the market.

What are you going to do?

Before you tell us, we're going to ask that you forget everything you know about marketing for a moment. Why you do it, how you were taught to use it, and what it accomplishes.

And then ask yourself one question: Are you open to a new approach a way to break through the noise and connect with your target audience wherever they are, engage them in a way that generates tangible relationships, and convert them into customers?

If you are, then this book is for you.

Chapter One The Rise of the Experience

Humans are social animals.

The need to gather and share stories dates back to the dawn of man, when our ancestors met around the fire to share in the kill and documented hunts on cave walls. Over thousands of years of political and social upheaval, natural and man-made disasters, and technological achievements that have shaped and reshaped our world, the need to share has remained constant—and it defines us as a species. But while our need to share stories has not changed over the millennia, the methods by which we share them have.

As a marketer, the need to cut through noise and tell your story has never been more important—or more difficult. In today's tune-out culture, where the interruptive marketing strategies of yesterday have been rendered almost useless by consumers who can now tune you out, brands need more than a catchy jingle, an amusing TV spot, or a big budget to be noticed. Being flashy, sexy, or loud no longer equates to a return on investment. Marketers have no one to blame but themselves for their current predicament. For decades, brands worshipped at the altar of mass reach—using GRPs, CPMs, and other quantitative metrics for delivering the most messages at the least cost, and in the

process bombarding consumers with irrelevant messages at the wrong time. That approach doesn't create engagement; it creates exasperation. It's no wonder that, when given the opportunity to skip or block mass media, consumers do it in droves. And if traditional media clutter isn't challenging enough, today's customers are bypassing established media altogether and consuming content, sharing, and communicating via entirely new social and mobile platforms . . . which make them even harder to reach.

Brands have two choices: (1) continue to play cat-and-mouse with customers, trying to keep up with where they're going and adapting messaging to the medium du jour. We call this the "push" option, which requires you spend money to chase your consumers to their next favorite medium and then figure out how to interrupt them with your message. Or (2) take another path—one that taps into the core of our human DNA and virtually forces target audiences to stop, take notice, and participate. We call this the "pull" approach, and it is the central tenet of experiential marketing, a powerful strategy used more and more by leading brands to create true customer engagement that delivers measurable results.

In its simplest form, experiential marketing is nothing more than a highly evolved form of corporate storytelling. But while the premise appears simple—combine a brand message, elements of interactivity, a targeted audience, and deliver it in a live setting to create a defined outcome—successful experiences are both art and science. Embracing experiential marketing requires a new way of thinking about marketing, creativity, and the role of media in the overall mix.

This may sound a bit uncomfortable for many marketers, because it requires changing some very established ways of thinking and branding methods. But those who have transitioned to an experiential marketing mindset are finding that any pains of change are outweighed by the benefits of more powerful marketing, more engaged customers, and better returns on marketing investments.

This book is the culmination of more than a decade spent working with some of the biggest brands in the world, interviewing hundreds of marketers, and documenting thousands of experiential marketing programs. Throughout our years covering the leaders of the experiential