

THE WATCH LIST

THREE MONTHS OF EXPERIENTIAL MARKETING TRENDS IN THREE MINUTES... GUARANTEED



TRENDING

FIVE TRENDS WORTH
KEEPING YOUR EYE ON



UNMANNED EXPERIENCES

Marketers are using “unmanned” interactives spanning media walls, photo kiosks, GIF vending machines, mobile apps and proximity sensing mirrors to connect with consumers without the need for an actual human brand ambassador. The 2015 Jim Beam Devil’s Cut Bourbon on-premise program features VR technology allowing consumers to take a “ride on their sinister side” via an immersive virtual experience.



SELF-CUSTOMIZATION

Consumers, especially Millennials, participate in event campaigns for longer periods of time when elements of customization are in place. Case in point: Mrs. Meyer’s Clean Day activated New York’s Renegade Craft Fair with D.I.Y. complementary craft workshops “inspired by everyday items.”



LARGE SCALE

As event budgets rise along with the average ROI of events (now above 4:1, according to the Event Marketing Institute), the actual size of the industry’s brand experiences—literally the square footage of events—is increasing. The goal? Bigger footprints are being used to yield bigger results, with marketers “playing the numbers” by using the engagement of larger groups of people to drive a larger number of sales at retail.



LIVING LOCAL

Marketers looking to endear themselves where consumers live and work are creating events that click perfectly with those ZIP codes. Brands are designing many of their programs with the look and feel of farmers markets, flea markets and seasonal festivals. American Express and Delta’s Shop Small Holiday Market featured 40 local merchants in downtown Seattle for four unique weeks of shopping.



MULTI-PROJECTOR INTERACTIVES

The live event is getting as interactive as any website or pure play digital experience. Media walls are no longer restricted to the actual walls of events, with multi-projector technologies helping marketers expand their event interactives across floors, ceilings—any canvas, any place, anytime. The technology can be used for pure “sizzle,” as well as for one-on-one or group-anchored interactive games.



VIDEO VAULT

[Click to view experiential marketing video campaign case studies](#)



The Glade Boutique



Mrs. Meyer’s Clean Day’s Inspiration Corner



Shout at The Color Run

Q: We’re planning pop-up experiences using shipping containers. How much do they weigh?

A: A 20-foot container typically weighs 4,800 pounds. And a 40-foot container weighs roughly 8,000 pounds.

TIP SHEET

5 TIPS FOR CONNECTING YOUR EVENTS TO UBER



1 Stay on Top of Contacts.

Uber marketing managers vary state-to-state, sometimes city-to-city. There is often a national manager and a global manager—and you may need to track down both.



2 Factor in Freebies.

Uber is usually more than happy to provide gift cards or coupons to event attendees. This makes for a nice premium incentive, but it’s also a solid metric tool—redemption numbers are easy to track.



3 Keep It Simple.

Drinks, pillows, gift bags—the in-car branding possibilities are endless. But think about what you’re able to control, and what a driver can safely—and thoughtfully—manage.



4 Think Outside the Ride.

Uber isn’t just an add-on to an event. It’s a potential headline partner—consider its #UberLIVE with Target, a program that offered consumers the chance to request on-demand live performances through the app.



5 Don’t Go Crazy.

Try not to create the kind of demand that won’t be successful. One way to stay on the safe side: find a way to tie Uber in just for your key influencers, VIPs or valued customers.

Source: Event Marketer magazine



CASE STUDIES

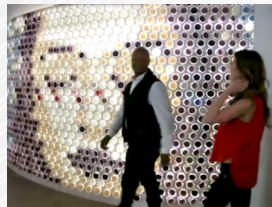
AMERICAN EXPRESS, DELTA TEAM TO PRESENT SHOP SMALL MARKET

In support of American Express' Shop Small platform and Small Business Saturday, Delta and American Express enlisted Geometry Global to create the Shop Small Holiday Market, featuring 40 local merchants in the heart of downtown Seattle for four unique weeks of delightful holiday gift shopping. Ten new merchants rotated into the Market each week, offering a wide array of festive gift ideas. The experience was accented by a DigiHub Virtual Shopping Booth, weekend gift wrapping for American Express Delta Card members and a green screen photo experience. The entire effort was tied to a microsite at shopsmallseattle.com.



GLADE DAZZLES IN NEW YORK WITH POP-UP HOLIDAY BOUTIQUE

Created in collaboration with designers Pamela Dennis and Stephanie Goto, Geometry Global helped produce one of the most talked about pop-up experiences of the year. The Glade Boutique brought to life a multi-sensory, immersive and interactive journey through five dazzling spaces, all inspired by and infused with fragrance. The store was open for a month in New York during the holiday season. Guests are invited to engage with Glade fragrances up close and personally throughout the store. They could also share their favorite boutique experiences via Facebook, Twitter and Instagram using #FeelGlade. For those unable to experience the scent-inspired boutique first-hand, a behind-the-scenes video and a walk-through of the boutique was available on YouTube.



SHOUT CONNECTS WITH CONSUMERS AT COLOR RUN 5Ks

The Color Run celebrates "happiness and individuality," attracting runners for a five-kilometer race in which thousands of participants are doused in different colors at each kilometer—perfect for Shout, a recognized stain fighting brand. At races, the engagement begins with runners receiving a Shout Color Catcher sample to use when they wash their clothes post-race. During races, Shout douses runners in its signature orange, provides misting stations at an onsite Shout Zone and offers an interactive Shout 360 Color Camera that produces a shareable 360-degree video of their mess. The finale? A Shout Clean Zone, where runners get the color blown off them before stepping into their cars.



Drones
Tiny Houses
Nashville
Vending Machines
Oculus Rift



WHAT'S IN

BUZZ WORDS

The vocabulary of awesome event marketers

WHAT'S OUT



FitBit
TED Talks
Food Trucks
GIFs
Frozen



60%
of CMOs say they are increasing spending on marketing analytics in 2015.

THE BAROMETER KEEP YOUR EYES ON...



PROFESSIONAL GAMING.
The numbers associated with the growth of the professional videogame market is staggering. Watch as big brands eschew more traditional sports sponsorships and begin to get involved with online gaming tourneys.



EVENT CONTENT... EVERYWHERE.
CMOs are treating live events as the ultimate content capture channel. Top marketers are now using live events to create content for the rest of the marketing mix—from TV spots to print slicks and beyond.



CUBA.
The event industry is eying Cuba as the next big destination for b-to-b events and b-to-c experiential marketing. Fresh, new, undiscovered and very impressionable, marketers are intrigued with Havana.



BLE.
Bluetooth beacons are joining the ranks of RFID and NFC among the top event technologies. They allow for cleaner, more efficient, more affordable proximity interaction—using the detection of nearby consumer phones to trigger experiences.



EVENT WEARABLES.
The Apple Watch has only increased the discussion among event marketers on how to connect wearables—including beacons, BLE beacon watches and RFID devices—to live events in 2015 and 2016, from onsite interaction to social sharing to in-store purchases.

Q: Is there a list that breaks down gamers by major markets?

A: Top five gamer populations in the U.S. live in: Atlanta, Seattle, Denver, Portland, San Francisco



Today's consumers are smarter, savvier, better informed.

And "selling" to them is obsolete. They're looking for inspiration.

So we create live, real-world, sensory experiences that let consumers interact with brands in an immersive way—one that ignites a deeper relationship and leads to greater brand awareness, loyalty, and ultimately, more people buying more, more often.

And we do it for some of the world's most successful companies, including Kimberly-Clark, American Express, Unilever, Nestlé, and Mondelēz.

To learn more about the world's largest activation network and our experiential marketing capabilities, contact Debbie Kaplan—EVP, Experiential Marketing, at 212.484.0353.

We Inspire People to Buy Well

