

Experiential Advertising

Transforming consumer experience through different mediums.

Raphael Cannito

How can experiential advertising become multidimensional, and can consumers engage with these experiences across different mediums?

Assessing the potential of experiential advertising, and what it brings to consumers while experiencing through different types of mediums. Understanding different formats of experiential advertising and their results will help identify different successes and failures. I am interested in this because the recent change in our global climate has changed how we interact with brands.

These media forms provide a different way of messaging to consumers and present a diverse way of advertising. Therefore, benefitting brands that are trying to make a social impact, brands that want to become relevant, and brands attempting to establish a personal connection with consumers. I plan to uncover what social impact is most effective, what kind of audiences these experiences attract, and the types of experiential engagement marketing creates.

Method of Understanding

Studies focused on consumer experience with experiential marketing.

Studies focusing on statistical outcomes; attitude towards events, customer satisfaction and customer belief change about brands.

Surveys focused on consumer demographics and who values experiential marketing.

These are just some of the methods I plan to use. I value these methods of understanding because they will provide me with an excellent timeline of the way experiential advertising has evolved and in which manner it is most effective. These studies will provide a better idea of my hypothesis's outcome by illustrating the metrics involved with experiential marketing.

Case Studies

Nearly 8 in 10 (77%) millennials say some of their best memories are from an event or live experience they attended or participated in. 69% believe attending live events and experiences make them more connected to other people, the community, and the world.

Harris Poll

Engagement fosters better understanding of your product or service benefits and how the brand fits into the customer's lifestyle, and it lowers the barriers for trial and purchase.

Smith, Kerry, and Dan Hanover

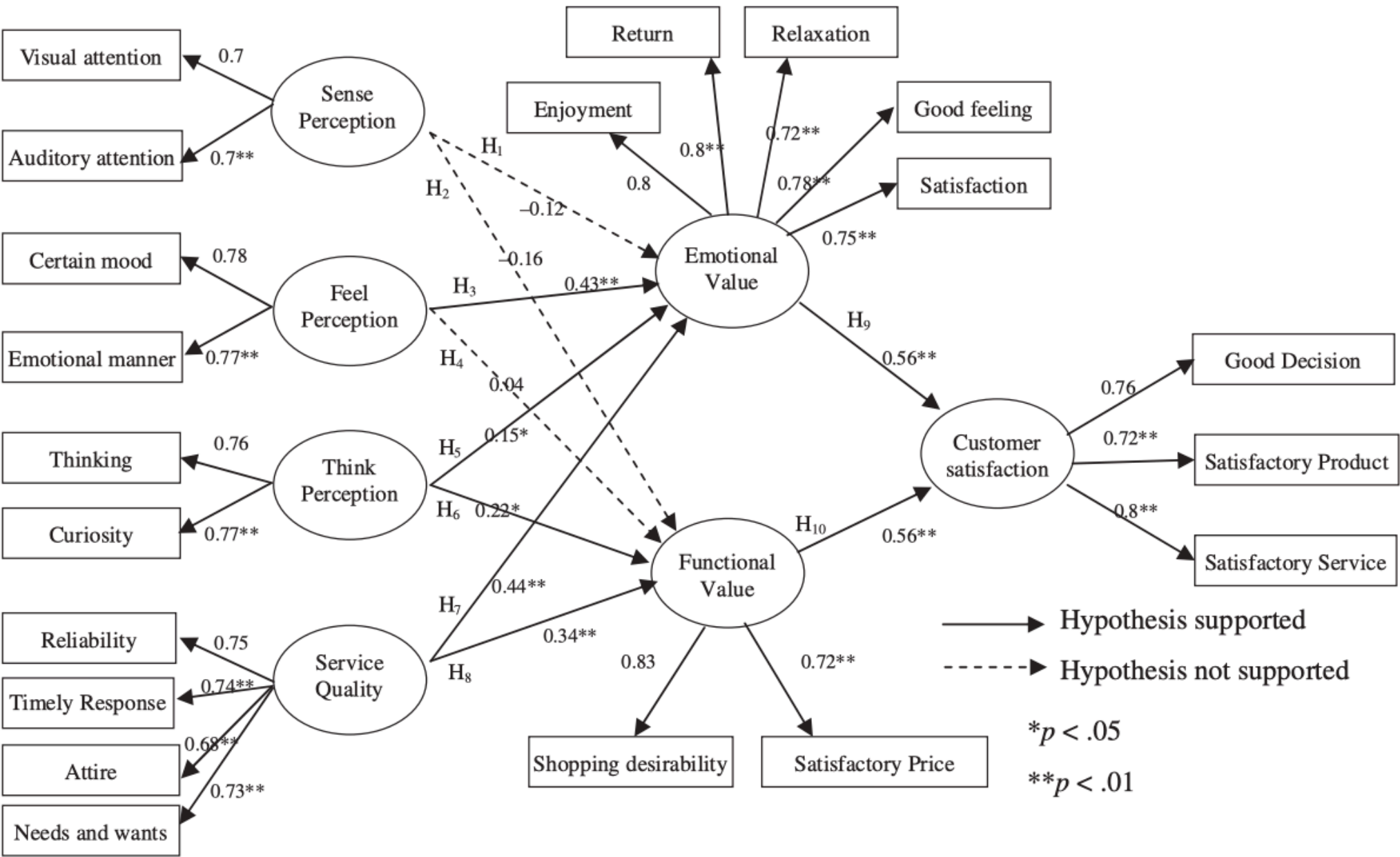
Shifting the focus from technology to user and community experience, it is possible to find a balance between the two engagement degrees: as a consequence the audiences can enjoy the best content spread by the suitable devices, taking advantage of the opportunities of the contemporary cross mediated world.

Ciancia, Mariana

Mapping Experiential Marketing with Customer Satisfaction

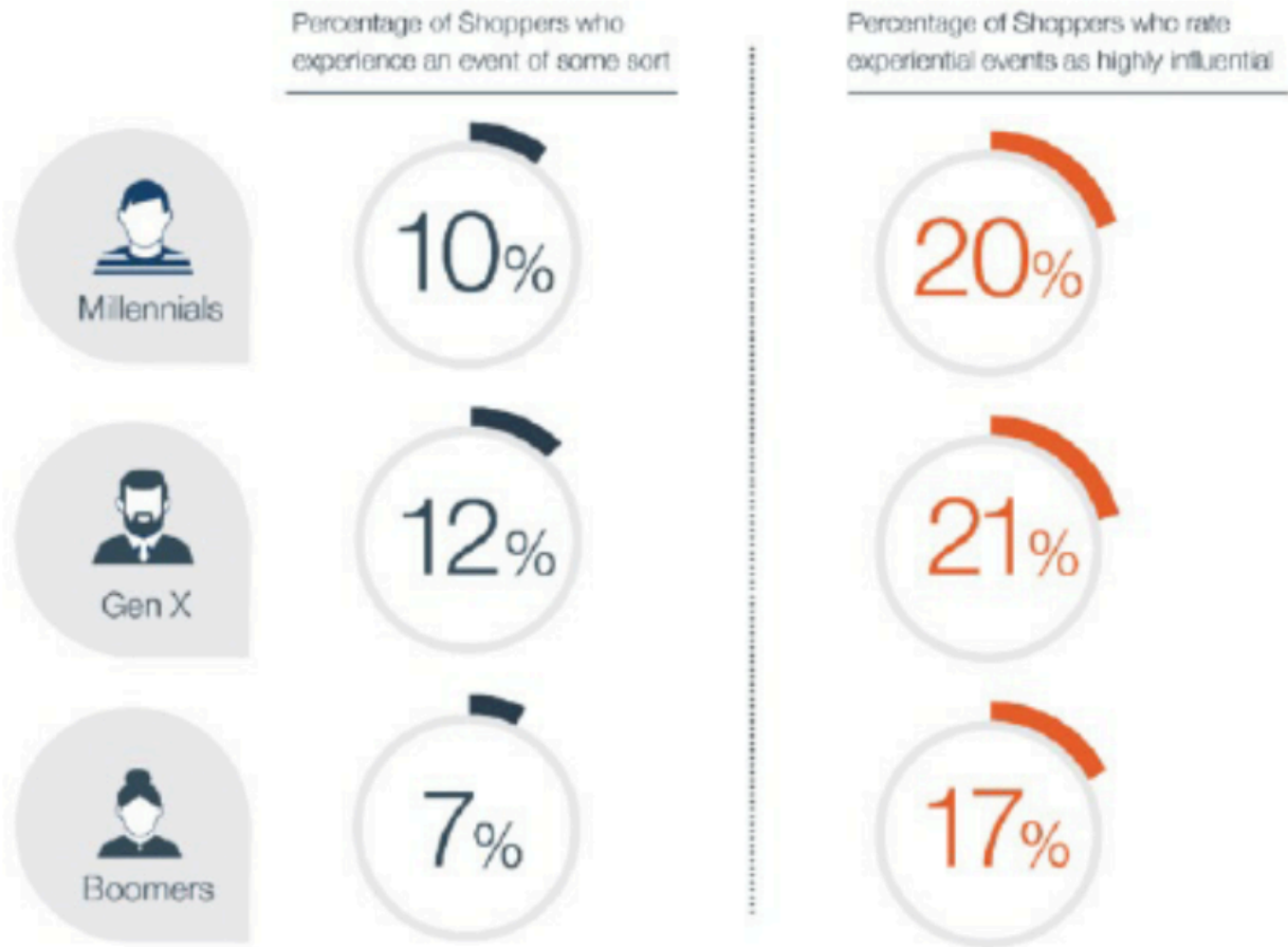
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Figure 2
Conceptual and Structural Modeling: Experiential Marketing, Experiential Value, and Customer Satisfaction



“Performance of experiential marketing was examined by measuring customers’ perception because the process of experiencing connects experiential marketing and customers’ perception.”

Yuan, Yi-Hua “Erin”, and Chihkang “Kenny” Wu. “Relationships Among Experiential Marketing, Experiential Value, and Customer Satisfaction.” *Journal of Hospitality & Tourism Research*, vol. 32, no. 3, Aug. 2008, pp. 387–410, doi:[10.1177/1096348008317392](https://doi.org/10.1177/1096348008317392).



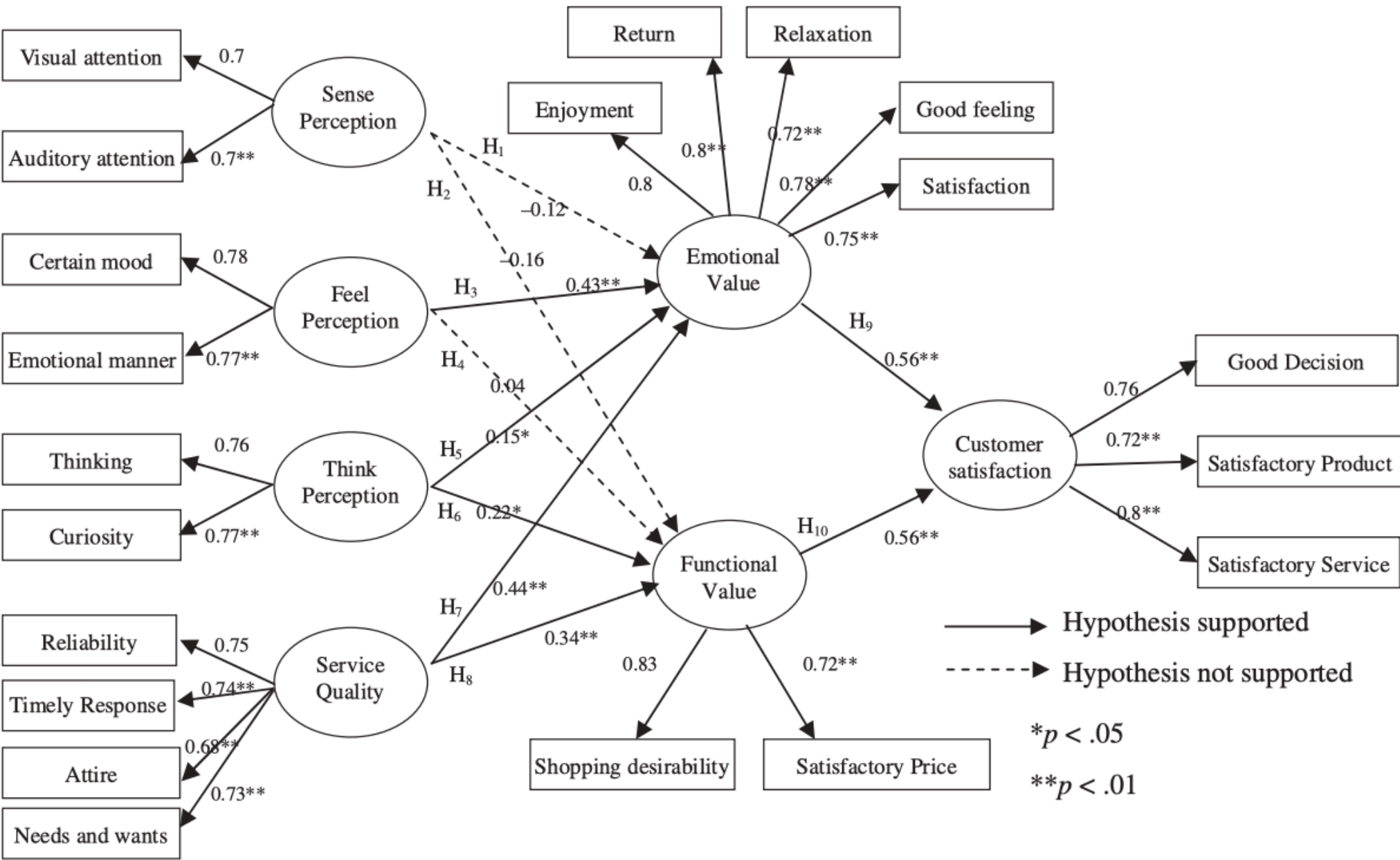
“For marketers whose products are sold in retail stores, best-in-class experiential programs engage shoppers and provide opportunities to drive sales, equity, and loyalty at the same time. Building bigger, more immersive experiential marketing events will be a critical pillar to building brands at retail and helping retailers drive stronger shopper traffic.”

Smith, Kerry, and Dan Hanover. *Experiential Marketing : Secrets, Strategies, and Success Stories from the World's Greatest Brands*, John Wiley & Sons, Incorporated, 2016. ProQuest Ebook Central, <http://ebookcentral.proquest.com/lib/oculocad-ebooks/detail.action?docID=4462539>.

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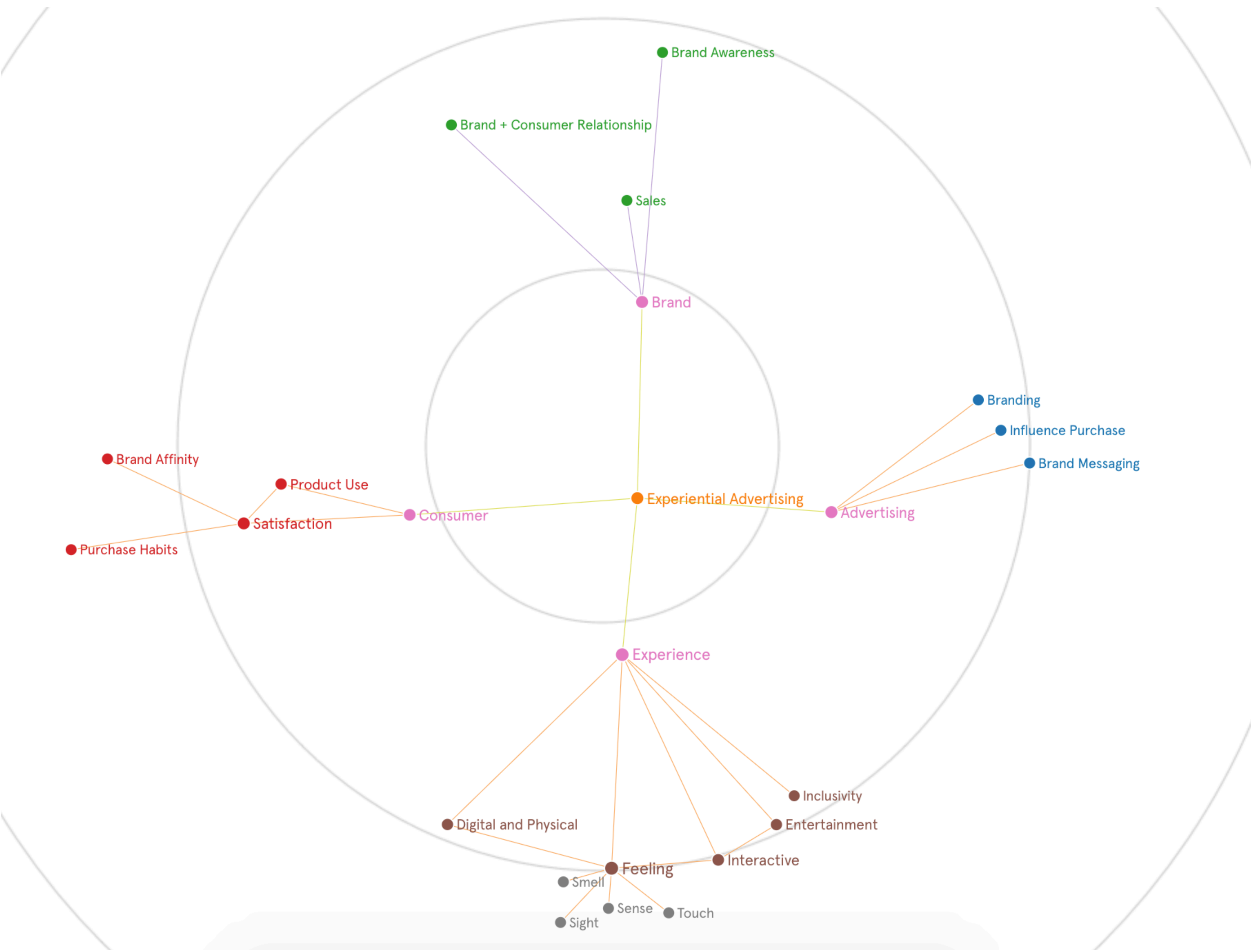


Recognition of how consumers interact with experiential marketing versus traditional advertising is an essential part of my research. Mapping experiential marketing with customer satisfaction, purchase habits, and so much more will contribute to my analysis.

Understanding the demographics of who experiences these events and how they experience will be an essential part of my research.

The impact of these demographics in society and culture will contribute to analyzing relationships with brands and their identities. As different demographics indicate different ideas, beliefs and brand values.

Mind Map



Reformat

How can different mediums engage consumers with experiential advertising?

The connection of different mediums creating an experience for consumers will help brands engage in an entirely new way. This new question simplifies my target of how transmedia can help translate experiential marketing into a versatile method of engagement.

Positionality

Some biases I as the researcher may have include:

My experience with experiential advertising.

My beliefs of different brands and my affiliation with said brands.

My understanding of the current global climate.

I come from a position of educational learning. I hope to understand better how this type of marketing can become a relevant way of advertising, given the current global climate. With COVID-19, it has become increasingly difficult for people to engage with brands. Yet some brands have managed to create different experiences that people are willing to go out and enjoy. These experiences are becoming more and more popular despite consumers' current situation (i.e. pandemic, financial uncertainty, etc.)

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