



Experiential Marketing Trends

2014

Our 2014 Experiential Marketing Trends Report is based on conversations with partner agencies, requests from brands, industry research and attendance at the most buzz-worthy events the experiential marketing industry has to offer.

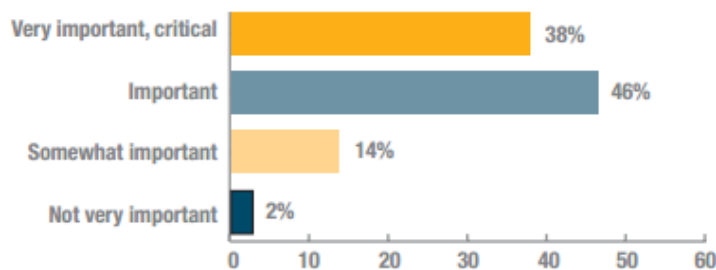
At Moderne Communications, we explain ‘Experiential Marketing’ as an increasingly popular method used to break through the chatter to reach today’s overstimulated consumer with live and personalized experiences where they can see, touch, and interact with products and services firsthand. Brands connect directly with consumers through these unique experiences for impactful, unforgettable happenings that will last long after the event has passed. Maybe, if the brand is extra lucky, that experience will also be evangelized through various social media networks expanding their reach to each consumer’s online community. We’ll get into that more throughout this whitepaper.

STATE OF THE INDUSTRY:

The Experiential Marketing industry shows stimulated growth as consumers are increasingly becoming difficult to reach through traditional marketing methods alone. Branded events and experiential budget growth in the past three years has shown steady increases from 3.6% growth in 2011, 5.0% growth in 2012 and by nearly 8% in 2013 (Source: [Event Marketing Institute 2013](#)). A recent study of over 1,600 major corporations and organizations shows that of the people surveyed, 84% believe that event and experiential marketing is very important, critical or important to their organization (see *chart below*). The main goal and strategy behind reaching consumers through events and experiences has been to create or increase brand awareness, drive sales and increase product knowledge through hands-on demonstrations.

Importance of Event & Experiential Marketing to Organization

A total of 84% of the survey respondents say that event and experiential marketing is very important, critical or important to their organizations.



Source: EMV/Mosaic EventTrack 2013

1. A Viral Force To Reckon With- (Events - Social Media = Ancient History)

On our website, we refer to social media outreach as a method that marketers can use to spread messaging quickly beyond the actual date of an event so that your brand can remain a relevant force in a forward-thinking, ever-changing market. Gone are the days where you attend an event and you're asked to "please turn your phones off." In fact, it's quite the opposite as events now live on through their hashtags, tweets and photos on various social networking sites. In fact, social media and the use of a "second screen" has been incorporated into the event strategy with tweet screens and Pinterest walls that populate real-time interactions of influencers. One example of these providers is [EventBeat](#).

Social media is increasingly being used to reach more people, communicate events and enlist influencers (see chart below). Whether or not it is incorporated into your event strategy, your event will find its way onto social media platforms through quotes, photos, and consumer sentiment, so it is worthwhile for brands to craft that social media interaction ahead of time.

How Social Media is Used by Event & Experiential Marketers

The percentage of brands that use social media to reach more people has increased from 71% in the 2012 survey to 80% today. Seventy-two percent of brands use social media to communicate event information.

	2012 %	2013 %	% Change
To reach more people	71%	80%	+9%
Communicate event information	72%	72%	No Change
To enlist influencers	41%	46%	+5%
General goodwill	33%	34%	+1%
Build a database	40%	31%	-9%
Disseminate special offers	29%	28%	-1%
Other	7%	8%	+1%

Source: EM/Mosaic EventTrack 2013

Furthermore, social media platforms are growing outside of LinkedIn, Twitter and Facebook towards further differentiation, honing in on specific tasks to better accommodate their fans. Instagram and Pinterest enable various ways to share and categorize your photos, while Vine and Instagram provide a method to share short videos. Businesses have utilized Quora and LinkedIn's groups to provide valuable commentary on relevant topics, as well as for crowdsourcing feedback on hot topics. Other networks such as Slideshare and Behance enable individuals and businesses to share presentations and portfolios with ease.

How can we help?

Utilizing effective social media integration tactics to complement your off-the-wall experiential marketing program, we want to give consumers a reason to capture their unique brand experience and post their interactions on various social media platforms where experiences can go viral. We have multiple tools that have been proven to increase social media sharing among brand advocates.

2. Brands Focus on Quality over Quantity Engagements- “The ROE Complex”

While you may be all too familiar with factoring “ROI” into your programs, the new acronym this year will be ROE, or “Return On Engagement.” Traditional media can reach a vast potential audience generating millions of impressions, which is a good way to increase awareness for a brand. Experiential marketing seeks to build upon those impressions, creating meaningful and memorable engagements that focus on quality over quantity. Beginning with an understanding of what success looks like for a client in terms of measurable metrics, we can now incorporate tools to more closely track event data, event attendance, impressions of an advertisement, clicks to a website and conversion to a sale. The availability of this meaningful data will help marketers better understand the behaviors of their target audience contributing to more focused marketing strategies.

Some of helpful tools include:

- [Social Media Data Collection & Analytics Tools](#) that make sense of interactions with hashtags, streamline publishing and generate beautiful graphs to simplify the life of marketers. Some of these tools include: Meltwater, Simply Measured, TweetDeck, Buffer (and many more tools that can be found in this article from [SocialMediaExaminer.com](#)).
- [RFID & NFC Interactive Technologies](#) that help you to track and communicate with event attendees like the offerings from our friends at [digitizeyourbrand.com](#).

How can we help?

During the ideation stage of an event, we analyze every opportunity to connect and engage the audience through fun physical activity and quality interactions with brand representatives. We also determine how we can analyze your program through meaningful metrics and build this into the program right from the beginning.

3. Wearable Technologies Incorporated into Brand Strategy

News has been spreading that 2014 just might be the year of wearable technology, potentially reaching a \$4.5 billion market globally (Source: [research firm visiongain.com](#)). With each passing year, wearable tech becomes more affordable for the mainstream user and brands are focused on continuously finding new ways to promote the use of this technology to benefit multiple verticals in the consumer market. Already widespread usage has increased for the Nike+ Fuelband, Jawbones and FitBits, in addition to more Google glass-wearers infiltrating the scene. Mashable reports that whether or not you'd want to incorporate them into your lifestyle, we may even be able to expect [mood-responsive clothing](#) and [smart eyelashes and fingernails](#) disguising wearable technology while enabling you to control your lights, TV and maybe even drones someday in the blink of an eye (pun intended).



How can we help?

At Moderne Communications, we've heavily invested in partnerships with technology companies so that we could provide for you turnkey events that we could fully ideate and execute. If aspects of your event have already been implemented, we could easily provide the **interactive technologies** as an engaging addition.

4. Ethical Consumerism- Brands Promote Purposeful Purchases

A recent study confirms that over 2 billion consumers globally are incorporating their ethical values and favorable (or unfavorable) opinions of brands towards making a purchase decision. With this increase in ethical consumption, brands are incorporating socially responsible initiatives through partnership opportunities in sustainability, cause marketing and donation-based initiatives. A positive note for experiential agencies is that as brands seek to implement cause-marketing initiatives they are also bringing experiences to life to provide consumers with opportunities to help a cause through purchase of responsibly-made goods, purchase of a product where proceeds are donated to a cause or through participation in an activity that would benefit a cause.

Whether a product is made through sustainable methods, the sale of an item generates a donation, or through sponsorship and involvement in a sporting event a cause benefits from consumer involvement, brands are demonstrating their support for the cause and are looking to increase visibility in this space.

Driven by young, optimistic consumers and amplified by technology and social media's influence [...] the sustainability proposition has changed from being the 'right thing to do' to being the 'cool thing to do' and brands have a profound opportunity to harness sustainable design and societal values to inspire the next generation of commerce and create positive impact in the world. (Raphael Bemporad, [BBMG](#))

How can we help?

At Moderne, we can help create favorable branded experiences by incorporating environmental sustainability with the people-powered renewable energy system created by our partnership with [Pavegen Energy Tiles](#).

5. Millennials Rule- Harnessing the Power of 20-Somethings



Ahh, those impulsive young adults that brands continuously pine over like broken hearted teens... And yet its understandable brands are so infatuated with this demographic as it's projected that millennials in 2014 will spend over \$100 billion on products. Also, a recent statistic claims that 78% of millennials follow brands after having a face to face interaction. So, why are we talking about these tech-savvy hipsters within our trends report you might ask? As agencies, we want to surprise and delight

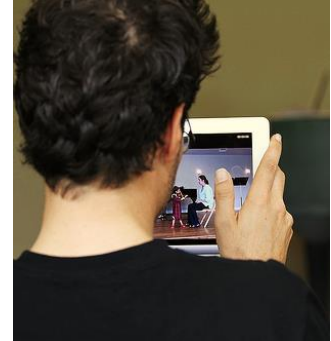
our clients with great programs, right? With brands focusing their attention on targeting the millennial demographic through experiential marketing techniques, many crafted experiences will be created to harness this \$100 billion in purchasing power.

How can we help?

At Moderne Communications, we have extensive experience in targeting specific demographics and consumers. Targeting millennials is one of the demographics that we determine the best placement, strategy, media and timing to get the best possible penetration for your branded activation.

6. Blurred Lines- Professional and Amateur Branded Videos for Marketing

To start, it still takes considerable skill and technique to create professional grade video- so we are not knocking on videographers. This trend is merely commenting on the rise of video viewership and loyal fans spreading their experiences increasingly through short-form video online. In the beginning of 2013, all you heard about was [Vine](#). Now with Instagram's [video sharing](#) feature consumers are sharing real-time videos for just about everything. There are a few reasons to be incorporating short-form videos into your 2014 strategy: online video consumption is rising on all devices, videos are proven to engage and create loyalty among fans, it is easier to get your hands on quality video technology and there are numerous ways to share your work online (Source: [FastCompany](#)). Create a consumer experience that influences shared videos on your behalf and that is about as authentic and far-reaching as word-of-mouth marketing can get.



How can we help?

At Moderne Communications, we can implement video content creation into your campaign strategy along with a social media strategy to get your content circulating throughout the web.

7. The Content King Rules The Internet Kingdom

[Forbes](#) states the three pillars of SEO (search engine optimization) are content, inbound links and social media. If businesses want to be found for what they do best, attracting consumers that can be delighted by their products and services, then an inbound marketing strategy is a must-have to enable your website and brand to be found on the web.

Years ago you may have been scoffed at if you said you wanted to work in social media. Comments have been made to the tune of "And just who is going to pay you to sit around on Facebook all day?" Now, brands are hiring not only individuals but entire departments focused on social media strategy and blogging as well as procuring the entire process of inbound lead generation. In addition, independent bloggers with targeted followings are being targeted as meaningful influencers to extend the authentic influence of marketing programs.

How can we help?

At Moderne Communications, we publish blog articles for every program we execute linking to your website. We also offer content creation services to further publicize your branded activation through social media strategy.

8. Enhanced Online Strategies to Retarget Event Attendees on Mobile Devices

Media exchanges allow for a many options to target key consumers and event attendees when accessing the internet through traditional means (on a desktop or laptop). While targeting consumers is limited on mobile devices, it is still possible through retargeting on social media. We now have the opportunity to use customer intent data to re-engage with tailored audiences based on their attendance at an event.

How can we help?

At Moderne Communications, we can help you retarget potential fans after they've interacted with your website, opened an email, attended an event or searched for a product or service you offer.

In Conclusion

The Experiential Marketing industry will continue to grow as brands recognize the cost-effective and authentic ways brands can earn the loyalty and affinity of consumers who are paying attention. We hope you found this guide to be helpful in shedding some insight on the industry and if you have any feedback for us or would like to inquire about our services, we'd love to hear it.

Moderne Communications looks forward to providing you with an effective program utilizing our long-standing in-market partnerships, interactive event enhancements and activation opportunities for creative methods of audience engagement.

Contact us today at (516) 594-1100 or info@modernecommunications.com.

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