

Give a little to get a little

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All of us understand the
power of reciprocity.
It's part of everyday
human interaction.





“Reciprocity is a very, very strong instinct. If somebody does something for you, you really feel a rather surprisingly strong obligation to do something back for them.”

*Dan Ariely, Behavioural Economist
at Duke University*

Studies have shown how powerful the reciprocity instinct is.

Psychologist Robert Cialdini showed how restaurant servers could increase their tips by 3% if they included a mint with the bill.


If the server then ceremoniously presented a second mint to the customer this number went up by 20%.





Reciprocity is a powerful marketing tool that, thankfully, we're starting to see more of as a result of the Covid-19 crisis.

It can be difficult to understand how to build reciprocity into a traditional marketing plan. How do you give people something of value through a TV, radio or print campaign?



**This is where brand experience
plays a part - and here are some
great examples**



LAIVE CHEESE - ITALIAN PERSECUTION

Laive wanted their parmesan cheese sampled in the best context possible - with Italian food. To ensure this happened, Laive employed riders to follow deliveries from popular Italian restaurants in Lima and surprise buyers on the doorstep with a free sample of cheese to accompany their meal.

REESE'S - NOT SORRY

Halloween is an important time of the year for any candy brand. To mark the occasion, Reese's set up an innovative candy converter machine in New York that encouraged people to exchange their unwanted treats for Reese's peanut buttery goodness.



CADBURYS - EGG HUNT

Sense and Initials worked with chocolate brand, Cadbury's, to deliver Easter egg hunts across a range of National Trust properties in the UK. This not only enhanced the experience of these outdoor spaces, but also enabled the brand to sample their products in a fun and memorable way.



CHIPOTLE - TOGETHER

More recently, Chipotle have been bringing people together via digital lunch parties. The parties, hosted on Zoom, have featured Q&As, special guests and free entree giveaways. In addition, Chipotle is offering free delivery on orders of \$10 or more.



The takeouts

Always start with the brand and the product. What value does it genuinely bring to the world in its most basic terms? It could hydrate, power, clean, entertain.

Think about problems that exist in the world that your brand's core function could solve. The possibilities are likely endless.

What contexts are most relevant for your brand? For Chipotle, it's lunch. For Reese's, it's Halloween.

Spread the word and reap the long-term benefits of building a brand that society genuinely wants to exist.

It's simple really. Just be kind!

sense

The Futures Lab is the latest innovation from Sense, a strategically-driven Brand Experience agency that produces unique creative moments to capture the hearts and minds of any audience. With offices in New York and London, we are passionate about creating thoughtful real-world experiences that impact culture and reach communities in meaningful ways

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**THE
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If you'd like to hear how your brand can be part of a new wave of brand experience, get in touch:

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**So, what is the future of
brand experience?**

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**Thanks to all the brands and agencies for their continued inspiration*