

MAKE IT AN EXPERIENCE

In 2019, there's an abundance of new approaches to attract and convert shoppers on the path to purchase. The fastest growing and perhaps most exciting of these is experiential.

By Shop! ANZ General Manager Carla Bridge.



The beginning of the 21st century has been marked by the growth of digital, and bold brand experiments. In a day and age where distractions are rife and attention spans are short (and shrinking) experiential campaigns are a good way to grab the attention of your target demographic. There are several ways to do this, and the type of experience you chose must be relevant to your brand. An experience that doesn't connect with the intended buyer of your product or doesn't encourage conversion (in the short or longer term) is simply a waste of money. Experiential for the sake of

experiential doesn't work. Some examples of types of experiential events include stunt and guerrilla activations (popular in the mid-2000s), pop-ups, sampling, sponsorship activations (think Woolworths' sponsorship of the Australian Open), cause marketing (partnering with a charity or cause), influencers (found on Instagram and YouTube in their billions) and 'retailtainment' (retail experiences as entertainment, eg, KitKat Chocology in Melbourne). No matter what type of experiential activation or event you chose, the key to making it successful is

ensuring all ideas are backed by a sound strategy that fits your desired outcome. It should also be connected to your product and the rest of the marketing mix. Make sure your planned experience suits the demographic. Setting a target demographic of 18- to 55-year-olds is way too broad, accounting for most of the human race. Be selective about whom you want to engage and what you want from them in return: are you building a database, product awareness or sales? Be bold. Many brands and retailers starting out err on the side of caution. This is not what experiential is about.

The aim is to have your target market exploring, triggered and engaged by the experience. Tug at their heartstrings, surprise and shock, and make them feel something towards your brand or product. Finally, don't forget social media. A socially shareable event or activation can generate thousands, and in some cases, millions more interactions with your brand.

LOCAL EXPERIENTIAL SUCCESS STORIES



Red Bull – Smile Like Dan
Extravert and OPG Global Solutions worked with Red Bull Australia for a campaign celebrating the 2018 Formula 1 Rolex Australian Grand Prix and to promote Red Bull's limited-edition cans featuring popular Australian F1 driver Daniel Ricciardo. Fans could show their support for him and 'Smile Like Dan' by snapping the code on the can, which unlocked the Daniel Ricciardo Snapchat lens. Consumers who engaged with the lens had the chance to win "the ultimate Red Bull experience" to meet the celebrity in Melbourne. This was teamed with a suite of creative in-store assets to bring to life



Smile Like Dan in-store. The campaign included visual development, display design and retailer adaptations, customised flagship store installations and activations in Melbourne and more. The Snapchat integrated display was first of its kind within semi-permanent POS. This technology connected the online world to in-store, encouraging consumers to engage with a projection of the Dan lens. The Australia-specific activation resulted in baseline sales uplift and strong consumer engagement, including attracting new consumers to the brand, and gained exceptional customer support.

Cadbury Christmas experience
XPO Brands worked with Cadbury to create a one-of-a-kind Christmas experience to present Cadbury as synonymous with the rituals of the season and deliver significantly higher

market impact than the year prior. This included a bespoke virtual-reality experience that 'raised participants 10km' and 'returned them' past 'Australia's brightest Christmas street lights', with 'Santa' in the cockpit and 'Rudolph' lighting the way. An integrated campaign, it included branded content delivered as an immersive VR animation, with shareable photo opportunities in the sleigh, free chocolate samples, in-store gifting personalisation and Cadbury elves to surprise and delight shoppers. The experience was rolled out to the masses to increase impact, with the VR experience used in six of the largest shopping centres over the Christmas trading period, community Christmas street light locations, Christmas events including Sydney's Carols in the Domain, and more.



About Carla Bridge
Carla is General Manager of Shop! ANZ, formerly known as POPAI. The industry body for retail, shopper and in-store marketing, Shop! is the only global, not-for-profit industry association exclusively operating as the focal point for retail marketing and shopper experience excellence, in 45 countries worldwide. For more information, visit www.shopassociation.org.au.

