

**SUDHAKAR
SHARAN**

Experiential Marketing Maven



Experiential Marketing

E-Book Vol. 1



EM EXPLAINED



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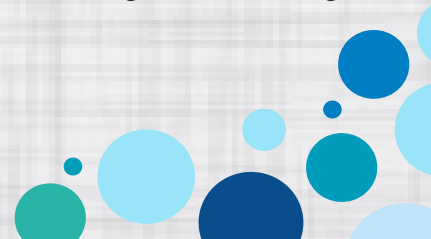
EXPERIENTIAL MARKETING

INTRODUCTION

As all of you must be knowing, that marketing has evolved many folds; the perspective has changed from selling the product or service, to creating a brand identity, to reaching customer satisfaction levels, to executing an all-in-one job.



You know that the prime objective of a manufacturer, is to sell his product or service effectively and efficiently. Similarly, the prime objective of a marketer, is to sell the product or service in a manner that, $\text{Customer Perceived Satisfaction} = \text{Customer Desired Satisfaction levels}$. But for a long time, this equation of Customer Satisfaction has not been achieved by major firms, forget achieving it consistently.



This is where Experiential Marketing steps in.

Experiential Marketing is also known as,

'Engagement Marketing'

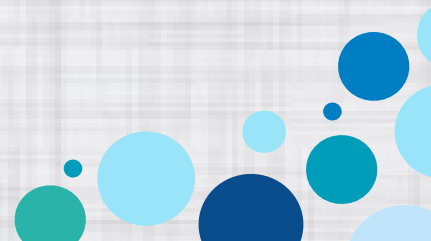


or

'Live Marketing'



An experiential marketing technique involves creating a memorable experience of the brand for the consumers by making the consumers feel a part of something, by creating a one-on-one shareable interaction between the consumers and such that they can carry a good memory of the experience back with them.

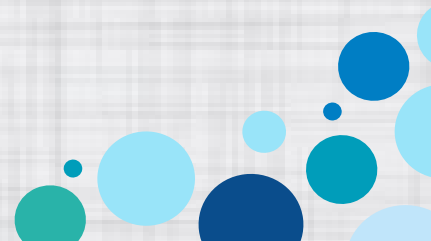


It is all about selling a product or service as a brand to a customer in a manner such that, all five senses of an individual are engaged in the content of marketing the brand, the style of marketing brand and after-feeling or experience created by marketing, which in return touches consumer desired satisfaction levels.



Experiential Marketing is an umbrella under which the concepts of Consumer Behavior, Advertising and Marketing Management also contribute in its structure.

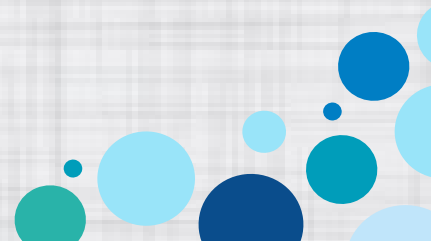
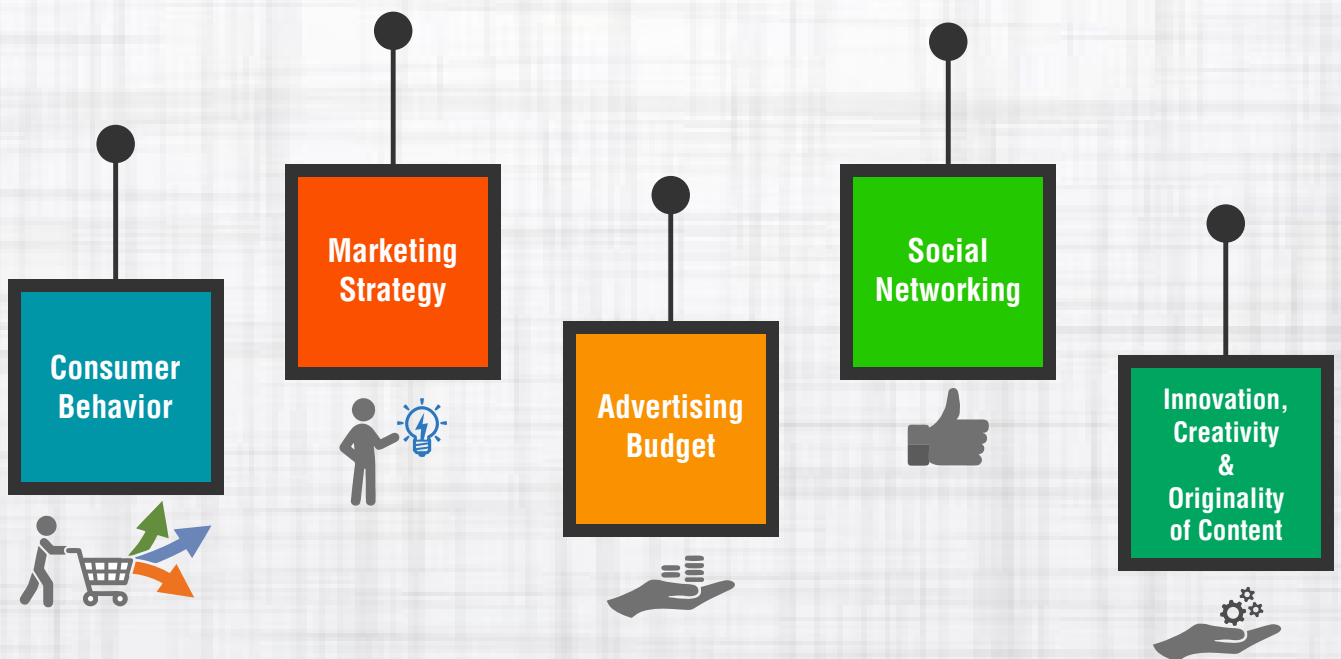
To quote it even simpler, "An Experiential Marketing campaign envelops features of all kinds of advertising i.e. Word-of-Mouth, Outdoor, Print, TV, Radio & Digital, by establishing a two-way communication between consumers and brands."



FACTORS INFLUENCING EXPERIENTIAL MARKETING

Experiential Marketing is influenced majorly with few factors that also define how a successful experiential marketing campaign is carried out.

- Innovation, Creativity & Originality of Content
- Social Networking
- Consumer Behavior
- Marketing Strategy
- Advertising Budget

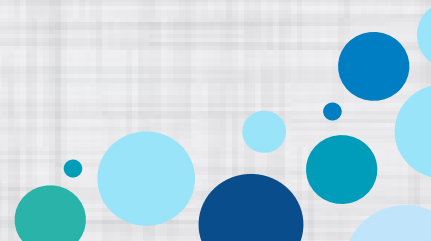


1. Innovation, Creativity & Originality of Content

New trends, techniques and ideas are bound to be creative, and a creative content gives a skeleton to this ideation, which is when executed in a structured format. So when you add originality to it, the impact of that idea gets amplified.

When we talk about Experiential Marketing, keeping in touch with the new trends and adapting to newer techniques becomes utmost important. After all, newer the experience, wider the engagement of people and better the response rate of consumers towards a brand. At the same time, creative ideas & inputs shape the entire layout and picture of experience of any brand for the consumers; but this creativity cannot be executed without an engaging content to fill up the framework of planning the campaign.

The content that goes into designing the experience has to be original so as to capture the attention of the consumers, and an originally creative content leaves an imprint on the memory of consumers. This is what essentially is aimed by experiential marketing.



2. Social Networking

Today we have so many social media platforms which enable us to spread the word like fire. All social media platforms are connecting mediums that enable one individual to communicate with many others instantly and across geographical borders.

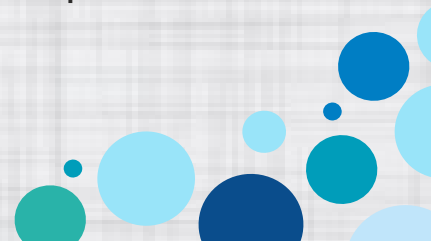
By just one click or tap of button, social media enables all information from most important data to unnecessary junk, or from sensitive material to explicit content to all users.

Social networking provides a platform to opionate, judge and present one's view on anything they like.



For a brand, social networking provides an instant feedback of the consumers, which helps in identifying the needs, preferences and demands of the consumer so as to provide satisfaction to them.

In experiential marketing, social networking plays a huge role as a promotional tool at a wider level, with an extensive reach and visibility. Therefore, it becomes important in disseminating the experience.



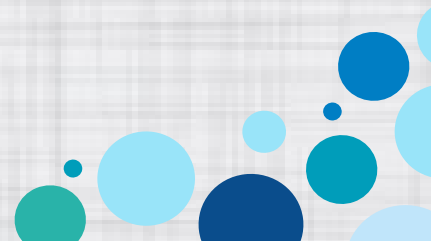
3. Consumer Behaviour

Consumer Behaviour is an important tool to understand the approach, attitude and mindset of the consumers to determine their preferences, wants and needs, in order to provide customer satisfaction at all times.

Moreover, consumers are constantly updating their knowledge, which makes the competition tougher for the brands. So, consumers are in constant need to keep themselves updated about everything and remain in-touch with various modes of communication.

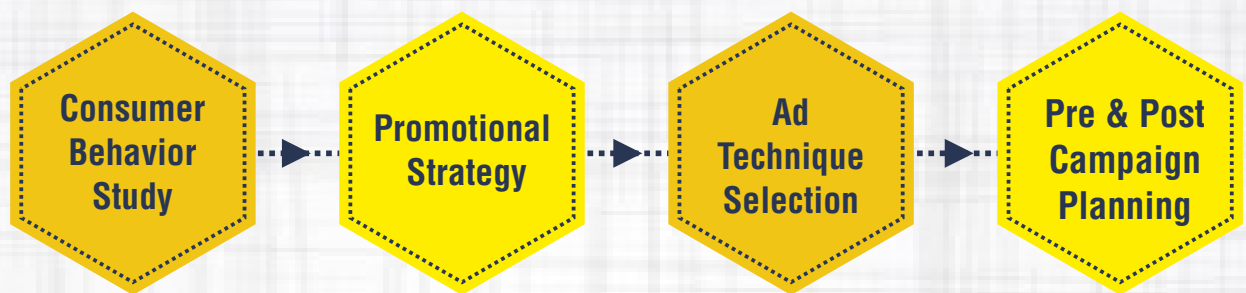
This need shapes the attitude of inter-sharing between every consumer about anything that is in focus or in trend. Therefore, it becomes important for brands to connect with the consumers so as to maintain a brand loyalty and create a well-established brand identity.

Experiential Marketing helps in doing so by giving the consumers an experience of the brand that they can get involved in without directly using the brand but being a part of its 'experience'.



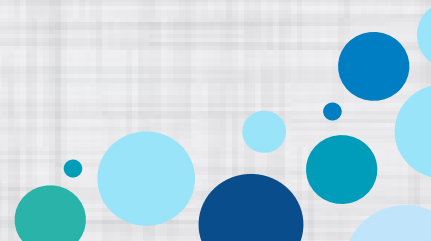
4. Marketing Strategy

Marketing Strategy is a well thought-out plan that enlists the tools and techniques we need to use as to conduct a well sought-out promotion, by creating a place for a brand in the consumer's life.



Since today's consumer is already very knowledgeable, so providing a memorable experience becomes an important task. This means tougher competition among brands to stand-out in the eyes of consumer. Also, competition has increased many folds as well, therefore, it becomes imperative to execute a successful experiential marketing campaign by the brand.

Therefore, in experiential marketing, the word marketing is as prominent as to how well an experience is marketed.



5. Advertising Budget

Experiential marketing does not misfire even if the campaign and social engagement is properly followed. Here, even negative publicity becomes beneficial.

How?

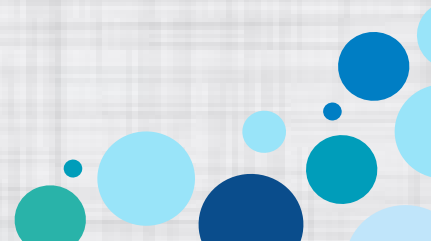
Advertising helps!

The demand of Experiential Marketing in Advertising is growing today!

This is the way of selling experiences and to connect with the consumer minds & emotions

In setting a brand's foothold in the market, experiential marketing influences a lot like a publicity-PR option. Experiential marketing involves money, so a budget has to be set for it which is more than the traditional marketing methods but the amount of ROI generated by a successful experiential marketing campaign is almost equal to or above to the traditional methods can generate combined altogether.

Also, ad campaigns that are experiential in nature, define target audience and target content easily.



INSPIRATION OF EXPERIENTIAL TECHNIQUES

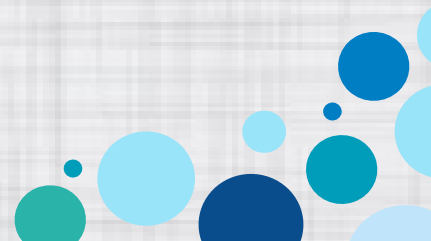
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For Consumer Behavior, take Patanjali for instance.



Patanjali launched its Atta Noodles product during the Maggi Controversy

- Baba Ramdev influenced India just with his experience and practice of Yoga and Ayurvedic teachings.
- It revolutionized the consumer behavior by providing quality products at a nominal rate.
- Ignited the approach of Swadeshi products in India.
- He influenced the minds of Consumer and affected a change in the lifestyle today by becoming a big FMCG brand competing against multi-millionaires.
- An experience of Patanjali Mega Stores resonates with a similar experience of Baba Ramdev's Yoga Shivir.

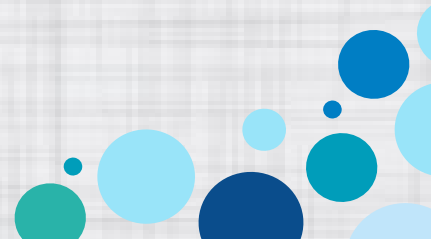


For Marketing Strategy, look at Whisper



Whisper #LikeAGirl ad initiated a movement in respect to Self-Confidence in young girls

- Regarded as the most experientially created ad
- In this ad, Whisper asked real people some stereotypical questions about girls and received stereotypical answers.
- Each one of them were enacting and answering the questions as asked.
They became a part of the campaign that underlined on spreading a broader message to the audience and connect emotionally.
- The initiative kept in mind their product but changed the way they market themselves.
- They were still selling their product but indirectly, because this time, they tried to sell the emotion that is associated with it.
- Their idea focused on the argument that world over, using #LikeAGirl as an insult is a hard knock against any adolescent girl.
- Since the rest of puberty's really no picnic either, it's easy to see what a huge impact it can have on a girl's self-confidence.
- Whisper promoted a concept associated with their product and their brand, if not the product itself.



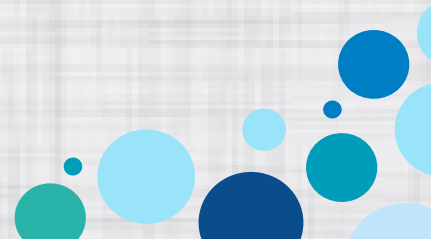
For Advertising, consider the latest ad of Pepsi featuring Kendall Jenner



Pepsi ad featuring Kendall Jenner failed to connect with audience but succeeded in getting viral

- The idea was to show a global message of unity, peace and understanding for a common cause.
- But the relevance was zero with its title of: "Live for Now Moments Anthem"
- Nobody could connect with the ad except point out that Kendall's gesture was similar to that of 'Black Lives Matter' movement.
- The message became instead: All the Women's Marches, Black Lives Matter protests, and demonstrations outside Trump Tower would be much more effervescent—and effective!—if someone had just brought some soda instead the idea of peace.
- The internet, as you might suspect, disagreed. Within 48 hours the video got nearly 1.6 million views on YouTube (five times as many down-votes as up-votes), and Twitter and Facebook lit up with people pointing out just how inept the whole thing was.
- The advertising of the ad helped the ad in a negative sense by sparking of many trolls & memes.

Pepsi ad was neither emotionally relevant nor was it relatable to their product as other examples of Patanjali & Whisper were; but Pepsi was saved because they were selling an experience other than the soda.

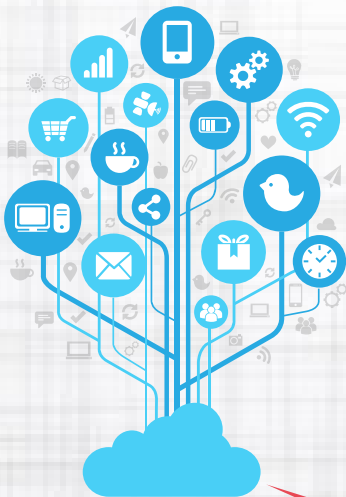


NEED & IMPORTANCE OF SUCCESSFUL EXPERIENTIAL MARKETING IN INDIA

Our Indian Economy has been growing ever since Independence and everything has been changing from outer appearance to inner expressions. Since the mindset of the people has been changing along with the changes evident in their lifestyle, their needs are today influenced by marketing or promotional strategy that a brand offers or creates.



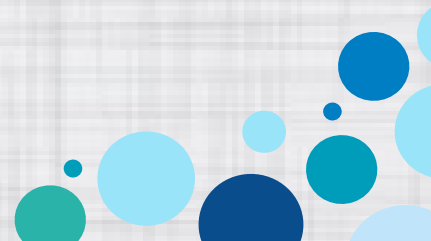
Indian Economy 1947 - Till Date



**Advent
of
Technology**

Since technology has opened the economy further by making geographical distances shorter through communication mediums and social networking platforms. The internet has played a huge role in spreading information and connecting people across the globe in a manner that everything is more or less transparent as compared to earlier times.

Technology has not only reframed the system and functioning of the country but has also widened the horizons of the people, be it thinking-wise or attitude-wise. Once was a time, where a consumer and brand relation meant of no value because lack of understanding. The only aim was to sell the product. Now with the advent of technology, consumers have also become smarter.



Earlier quality issues and quantity understanding were a part of fooling the consumer. Now the equation is different. As of today, the consumers are now backed by the Consumer Protection Laws because the consumers are aware and equally knowledgeable. So fooling them in the name of quality or quantity is not possible or else there are consequences.

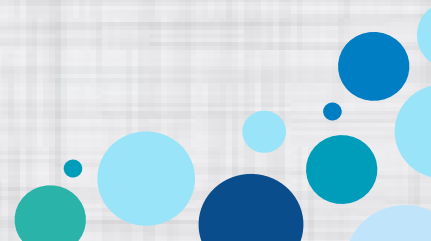


So, when a brand launches a product in the market, its promotions begin on the social platforms immediately, probably much before the launch, such that an audience is built and a hype is created. But after the launch campaign comes to an end, and the product is in use; nowadays, consumers actively & instantly share their experiences and give feedback to the brands mostly through social platforms.

Now this process, establishes a two-way communication bridge between the consumers and manufacturers, understanding the consumer buying pattern, preferences, and tastes and therefore, understand the consumer behavior. Understanding the consumer behavior helps the brands in delivering a better performance and reaching the customer desired satisfaction levels. This is where experiential marketing helps.

Since, experiential marketing designs a campaign for a brand that helps it reach to its intended or target audience along with gain more consumers to create a demand of the brand's product or service.

This is why there is a rising emphasis and importance of Experiential Marketing in today's digital era!

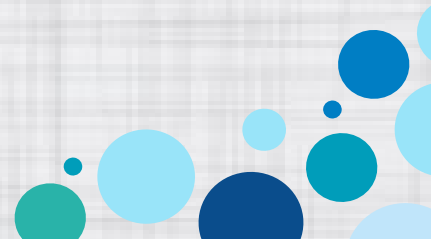


Experiential marketing is the act of "creating unique, face-to-face branded experiences." Instead of just sending a message to your audience – digitally or otherwise – you're creating an opportunity to interact with your brand in person. So, with the growing demand of Experiential Marketing today, it's very important to understand the tools which help in making a successful experiential marketing campaign.

A successful experiential marketing campaign will focus on creating a plan that is relatable by the consumers, such that they find themselves as a part of the campaign and live through the experience fully.

The engagement of the consumers will be of prime focus, i.e. five senses of an individual will be engaged as such, that an emotional bond is formed with the idea of the campaign and with the brand also. Since this engagement will involve a social interaction between the brand and the consumers, therefore, this two-way communication enables instant feedback which adds on to understanding the consumers' approach more.

The information that is disseminated will have the content that is contextual, meaning, target oriented, directly appealing and emotionally relevant, because it's very important to engage the minds of the consumers so as to fully achieve a memory that is talk-worthy and they'd like to re-live, i.e., an experience to share.



SECRET OF EXPERIENTIAL MARKETING

These are the elements, which form a successful experiential marketing strategy. This SECRET helps in creating an experience that not only generates a high ROI for the brand, but also increases the brand loyalty and gives a better meaning to the brand identity.

Experiential Marketing helps in creating an experience of a brand for the consumer by using this **SECRET**.

S - Brands are connected with consumers through various social platforms and inter-share 'ideas and wants' of consumers determining their preferences.

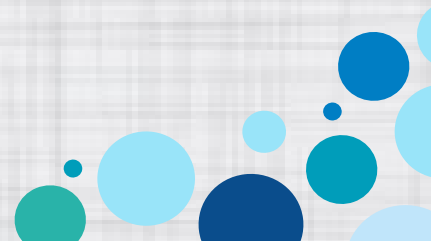
E - The content used is original and creative. Storytelling is in trend.

C - The content is target oriented and target defined.

R - Consumers are able to relate to the experience created.

E - There is an emotional connection between the experience created and relevant to the consumers.

T - The idea around which experiential marketing is done, is talk-worthy and initiates conversation.



This how, Experiential Marketing ensures that customer perceived satisfaction
=
customer desired satisfaction levels.

Features of Experiential Marketing
which is the **SECRET!**

S Social Networking

E Engaging Content

C Contextualization

R Relatable Situation/Experience

E Emotionally Relevant Communication & Connection

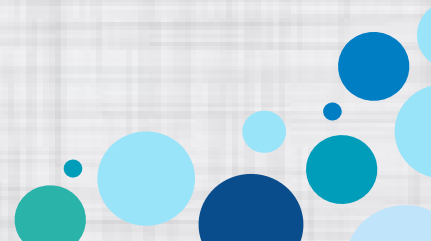
T Talk-Worthy Idea/Concept

Generates High ROI

Increase Brand Loyalty

Better Brand Identity

Thus, this is my experience!

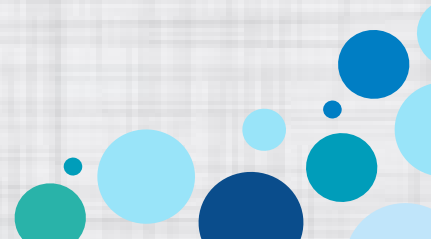


About **SUDHAKAR SHARAN**



Mr. Sudhakar Sharan is an entrepreneur by profession and an Experiential Marketer by choice. He is synonymous for excellence in the field of experiential marketing, also as a campaign-marketing expert and through the applications of experiential marketing techniques, he focuses to deliver performance and maximize brand value success. Mr. Sudhakar Sharan's experience in the Integrated Marketing Services defined the outlines of experiential marketing that he endorses today through his services. He has consulted many big names from Samsung, Hero, Honda and TATA to Olympus, Ingersoll Rand and Delsey Paris and many more.

Hard work, pragmatic mind-set and optimism is his approach of life and this is what he follows in his working style also. This is how & why, he has gradually carved a niche for himself in the marketing arena, and today, he is believed to be one of India's leading Experiential marketing influencers, leading a change in the marketing industry with his services through Radiant – Everything Experiential, which in no time has made a leap from a Marketing Designing Company reforming into an "Experiential Marketing Marvel" under his ownership.



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www.sudhakarsharan.com