



THE **CONCEPT**
OF **EXPERIENTIAL**
MARKETING



EM EXPLAINED

**The Changing Face of Advertising World
- Dawn of Femvertising**



> Table of Contents... >

1

Chapter : 1

Introduction of Experiential Marketing in Advertising

2

Chapter : 2

It's all about 'Femvertising'!

3

Chapter : 3

Experiential Advertisements showing Femvertising

4

Chapter : 4

Future of Experiential Advertising

EXPERIENTIAL MARKETING IN ADVERTISING

INTRODUCTION

Since all of you know by now, what Experiential Marketing is; let me introduce you to how it has made an impact in the advertising world.

Well, as you're aware that the prime objective for any brand remains to sell their product or service in a way that 'Customer Perceived Satisfaction *EQUALS* Customer Desired Satisfaction'. For which, advertising becomes the first & foremost interface between the consumer and a brand.

This interface is the most important one because, it identifies the position of a brand in the market and also, creates or builds a market for a brand.

Since, advertising appeal with which a product or service is projected, becomes the showdown for understanding the level of customer engagement possible. This customer engagement is both crucial in advertising, and in Experiential Marketing.

What is Advertising Appeal?


Well, an advertising appeal is the approach used to attract the attention of consumers, or affect the perception and feelings towards a product or service being advertised in a TVC (Television Commercial).

An advertising appeal identifies with the thought-process, wants or needs, or the interests of the consumer. This is due to the content of an advertisement, as to how it's designed.

A I S D A L S Love
Attention Interest Search Desire Action Like/Dislike Share Love/Hate

D A G M A R has 4 steps
Defining Advertising Goals for Measured Advertising Results
A C C A
Awareness Comprehension Conviction Action

A I D A S
Attention Interest Desire Action Satisfaction



An advertising appeal influences the purchase decision for a consumer, following an age old model of AIDA, which has now transformed to AISDALSLove.

While AIDA still remains the basis for studying Consumer Behaviour, DAGMAR has thus, provided ACCA as the improved measure of applying for marketers in the process to understand the consumer interests and comply with their buying patterns.

So, when I talk about AISDALSLove, which is the reformation that has taken place after the introduction of Social Media. Social Media has enabled two-way communication between the brands and the consumers; as it helps in understanding the consumer by providing them a platform to share & exchange their experiences which can then help brands to better themselves and deliver correct marketed efforts.

Experiential Marketing thus provides an authentic marketing strategy using social media platforms to its advantage, by breaking through the clutter of social media information that a consumer is inordinately supplied with; which impacts a brand's sales growth, increases a brand's consumer awareness and provides many opportunities to interact with the consumers in a uniquely efficient way.

An advertising appeal is the spark, which stimulates the mindset of the customer towards the product or services. It's one of the factors in marketing mix which enables in attracting a consumer for buying a product and involves one of the advertisers' most important creative strategy decisions while designing an advertorial or a TVC.

He/She has to understand the most appropriate appeal that can be used while preparing the outline of the ad. Advertising agencies and companies use different types of advertising appeals to influence the purchasing decisions of people. There are three major classifications of advertising appeals:

1. Rational or Informational Appeal

2. Emotional Appeal

3. Moral Appeal



RATIONAL APPEAL



Known as the Informational Appeal also. Rational Appeal targets at the consumers' brain, using logic & reasoning. It's the technique of designing an ad that follows the prime guideline of customer satisfaction.

Rational appeals are common-sense appeals that aim to connect the products' or service's advantages and benefits with consumer needs. Rational ad appeals often feature customer testimonials, facts, and product demonstrations to support their ad creative. Since they are logic-based, they can be used to appeal to multiple consumer audiences at one time, thus extending the usefulness of an ad creative.

Rational appeal is based on appealing price point and highlighting benefits of the products for the customers. In rational appeal advertisements, reasonable, functional and practical aspect of the product or service is highlighted. Generally small businesses use this kind of advertising method to fend off competition.

Also considered as product oriented appeal, which highlights the functional benefits of the products or services of the brand, i.e., quality, economy, value, or performance of a product.

There are different types of rational appeals:

1. Feature Appeal - Such advertisements are highly informative, provide information of product attributes or features that can be used as the basis for rational purchase decision.

2. Competitive Advantage Appeal - Such appeal is used to compare the product with the competitor's product directly or indirectly and advertiser try to present his product superior then competitor's product on one or more attributes.


3. Favorable Price Appeal - Here price offer is considered as the dominant point of the message.

4. News Appeal - Some type of news or announcements about product or company dominates the advertisement.

5. Product Popularity Appeal - Product popularity is considered as the dominant point of advertisement by highlighting the increasing number of users of brand or the number who have switched to it.

6. High Quality - Some products are advertised by highlighting the quality attribute in advertisement.

7. Low price - Many people prefer low priced goods. To target such audience products are advertised by highlighting the low price tag of the product.




8. Long Life - Many consumers want product of durable nature that can be used for a long period, in advertisement of such product durability is the dominant point of the message.

9. Performance - Many advertisements exhibit good performance of product.

10. Scarcity - Another appeal that is occasionally used is scarcity. When there is a limited supply of a product, the value of that product increases. Scarcity appeals urge consumers to buy a particular product because of a limitation.

11. Other Rational Appeals - Other rational appeals include purity, more profits, time saving, multifunction, more production, regular supply and availability of parts, limited space required, artistic form, etc. that can make advertising effective.



EMOTIONAL APPEAL



An emotional appeal targets at the consumers' heart, using an individual's psychological and social needs for purchasing products and services. Emotions majorly affect all type of purchase decisions.

Types of emotional appeals are as follows:

- 1. Positive Emotional Appeal** - Positive emotions like- humour, love, care, pride, or joy are shown in advertisements to appeal audience to buy that product.
- 2. Negative Emotional Appeal** - This includes fear, guilt, and shame to get people to do things they should or stop.
- 3. Fear** - Fear is an emotional response to a threat that expresses some sort of danger. Ads sometimes use fear appeals to evoke this emotional response and arouse consumers to take steps to remove the threat.
- 4. Anxiety** - Most people try to avoid feeling anxious. To relieve anxiety, consumers might buy mouthwash, deodorant, a safer car, get retirement pension plan.
- 5. Humour** - Humour causes consumer to watch advertisement, laugh on it, and most important is to remember advertisement and also the product connected with humour.

MORAL APPEAL

Moral appeals are directed to the consumers' sense of what is right and proper. These are often used to exhort people to support social and ethical causes.

Types of Moral Appeal are as follows:

1. Social awakening and justice
2. Cleaner and safe environment
3. Equal rights for women
4. Prohibition of drugs and intoxication
5. Adult literacy
6. Anti-smuggling and hoarding
7. Protection of consumer rights and awakening

MORAL APPEAL

1. Reminder Appeal - Advertising using reminder appeal has the objective of building brand awareness.

2. Teaser Advertising - Advertisers introducing a new product often use this appeal. It is designed to build curiosity, interest and excitement about a product or brand.

3. Musical Appeals - Music is an extremely important component in advertising. It captures the attention of listeners.

4. Transformational Appeal - The idea behind this appeal is that it can actually make the consumption experience better.

5. Comparison Appeal - In this appeal a brand's ability to satisfy consumers is demonstrated by comparing its features to those of competitive brands.

6. Direct Appeal - Direct appeals clearly communicate with the consumers about a given need. These extol the advertised brand as a product which satisfies that need.

7. Indirect Appeal - Indirect appeals do not emphasize a human need, but allude to a need.

IT'S ALL ABOUT 'FEMVERTISING'!

“Don't dare touch a woman without her consent, be it a prostitute, someone less than a prostitute or even your wife.”


- Outlook India Magazine

Ads today celebrate women and girls rather than objectifying them. These women-centric ads have become wildly popular. The world is changing and so is its focal point. To relate best with the consumers, the changing mindset needs to be attributed equally. This shift in focus towards understanding the value of women, has influenced the advertising scenario as well.

The portrayal of women in advertising has long been studied by scholars with an interest in the use of gender stereotypes, the objectification of the female body and the disproportionate representation of women shown in advertisements.

Feminism is on the rise and the under-depreciation of women in outlook and mindset in the society, especially Indian, calls for raising the voice & standing firm by the side of women in giving equal rights, opportunities & status in the society.

Nowadays, one witnesses many brands which come forward for giving a tribute to the women. No matter what, the role of women has expanded in reality and so it seems apt to highlight their importance in the advertising world as well, for better relevance and understanding. So, be it be a loving mother, a helpful sister, an understanding wife, a beautiful daughter, a motivating teacher or may be an entrepreneur, all are celebrated for the roles women play in their day to day lives.



Ads that inspire and empower women may actually be making a difference, both to the way women feel about themselves and companies' bottom lines. In terms of making an impact beyond product sales, the need for a commitment to the bigger picture of empowering women is way more. The need for authenticity is also apparent beyond storytelling, in terms of diversifying images of women in ads.

The rising trend of “Femvertising”— advertising that seeks to empower women— and how it is changing the way that marketers and advertisers reach female consumers.

Dove's "Real Beauty campaign" told women they're more beautiful than they think, and Whisper's #LikeAGirl ad shows the stereotypical mindset associated with being female and what young girls think before they're taught that being a girl is inferior. Lauren Greenfield, a photographer and documentarian, who directed the viral #LikeAGirl ad for Whisper (in US known as Always), it emphasized the importance of "Femvertising" ads telling an authentic story. Brands sharing these empowering messages need to walk the walk and talk the talk, by donating time and money to programs helping women and girls. Dove's Campaign for Real Beauty was inarguably one of the first mainstream Femvertising ad campaigns, to empower self-esteem & sheer confidence in young girls & women.

However, with the recent momentum of modern feminism also known as, the “third wave feminism” gaining stature has created a disparity between the women depicted in advertising and the way in which many women view themselves. From this cultural tension a new form of women-centric advertising has emerged—aptly termed “Femvertising”.

The trend of Femvertising has received significant attention throughout the advertising community, and since the debut of Dove's Campaign for Real Beauty launched in 1994, the Femvertising campaign has gained impetus. A strategy being implemented widely by advertisers.

The term “Femvertising” was officially coined during a 2014 AdWeek panel moderated by Samantha Skey, chief revenue and marketing officer of SheKnows Media. Defined as “advertising that employs pro-female talent, messages, and imagery to empower women and girls”, advertisers had noticed that Femvertising had reached a critical mass. The AdWeek panel discussed the trend of Femvertising and how it has changed the way the industry speaks to female consumers— especially Millennials.

Today's millennial women are part of third-wave feminism, who is the “enlightened woman”, which tends to be disjointed and decentralized in comparison to feminist movements of the past. Most significantly, this new wave of feminism embraces individualism and intersectionality—two critical aspects that were not embraced in previous feminist movements.

Third wave feminism is considered individualistic in the sense that many millennial feminists believe that feminism is about the freedom of choice for women in all aspects of life. The Internet and social media have contributed to this shift by making feminist discussions and demonstration highly visible.

Taking into account the differences between third wave feminism and post feminism, it can be argued that Femvertising is a direct response or even a direct backlash to the commodity feminism that dominated female-centric advertising from the 1970s-early 2000s. This shift from postfeminist advertising to Femvertising made marketers understand and realize that advertising has the potential to be a form of female empowerment.

Corporations have a responsibility to the public and society to fairly, accurately and authentically represent women in advertising. As Unilever chief marketing officer Keith Weed explained during the company's announcement to drop stereotypes from its advertisements,

The term “Femvertising” was officially coined during a 2014 AdWeek panel moderated by Samantha Skey, chief revenue and marketing officer of SheKnows Media. Defined as “advertising that employs pro-female talent, messages, and imagery to empower women and girls”; advertisers had noticed that Femvertising had reached a critical mass. The AdWeek panel discussed the trend of Femvertising and how it has changed the way the industry speaks to female consumers— especially Millennials.

Femvertising is the beginning of a large socio-cultural shift in the appreciation of women as consumers, and also as complex, multidimensional and critical members of society. Femvertising offers a solution for brands wishing to authentically connect with female consumers if they are able to authentically communicate and support its messaging. That said, using feminism to sell products to women is not without pitfalls, it can come across as capitalizing on a trend without wholeheartedly supporting the cause.

In an Oct. 1 piece for Harvard Business Review, Meredith Fineman wrote:

Inauthentic support cheapens the idea of women's equality, and that is dangerous not only for the purveyors of business behind those token messages, but to the feminist movement itself. Too many attempts to “market to women” seem to me to turn female power into a commodity — or at least, reduces female power into something mostly well for buying more commodities.

Regardless of how you feel about brands using feminist messaging in their marketing strategies, it doesn't seem to be going away anytime soon. Femvertising is here to stay!

EXPERIENTIAL ADVERTISEMENTS SHOWING FEMVERTISING


TANISHQ

Since ads are the first point of communication between a brand and a consumer; ads focus on establishing a connection securely, to advantageously capture the heart and minds of consumers to create an experience inspired by the consumers' daily life situations.

Now by this, I mean, if you pick up any of Tanishq TV ads, each of them are not only relevant but carry an emotional appeal with them; which is relatable by the masses and instantly connects with them.

Since jewellery is primarily for a woman, thus, the target group for Tanishq Jewellery is women; and, for any Indian woman, it becomes important to carefully buy gold and as affordably as possible. Any modest background family woman or any working women will always want to adorn gold that has style and sensibility combined, and Tanishq offers her with that.

TATA under the banner of Titan Industries, launched its division of Jewellery collections - TANISHQ - the amalgamation of TAN (i.e. body) & NISHK (i.e. gold ornaments). Well, this is the extent of Tanishq TV ads influence in the daily lives of Indian families. Tanishq Jewellery has created a niche in the market because of its impact on the minds of the audience through their TV ads influencing the daily lives of Indian families.



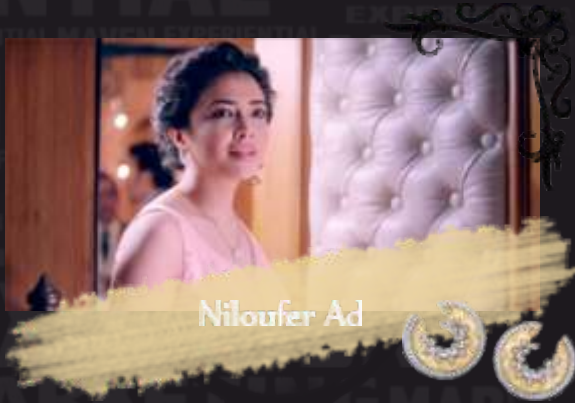
Tanishq has been able to maintain their position in the lives of people with popular demand due to its attractive schemes & offers like; gold harvesting schemes, best exchange values, affordable pricing, low making charges as much as 8% and many more, and to add on this, Tanishq uses creative emotional appeal for their TV ads.

Tanishq jewellery is a stand out amongst its competitors mostly due to their exceptional designs offered at an affordable price, and ads that are worth a lot of thought and attention, which results in great customer engagement, forming a part of Experiential Marketing.

While Tanishq has gone above & beyond with their concepts of advertising, the underlying idea for their TV ads is to show their protagonist as women empowering character. Tanishq jewellery has an elegant, yet a strong statement to it; similarly, Tanishq TV ads also portray their women full of élan and strength, the ideas in itself are a statement of art.

To explain this better, I've taken three of the most impactful Tanishq TV ads that touch the experiential marketing outlines along the lines of Femvertising in every way.

Tanishq Niloufer Ad



Tanishq Niloufer Ad derived its inspirational concept from an experiential marketing point of view. On every level, this ad connects to today's youth which is regarded as the start-up generation.

It's an inspirational yet heart-warming ad. This ad film talks about the journey of a young entrepreneur who keeps apologizing while she juggles between her personal & professional responsibilities and social obligations.

“Start-ups are the new fad in #DigitalIndia, and the new flavor in brand campaigns.”

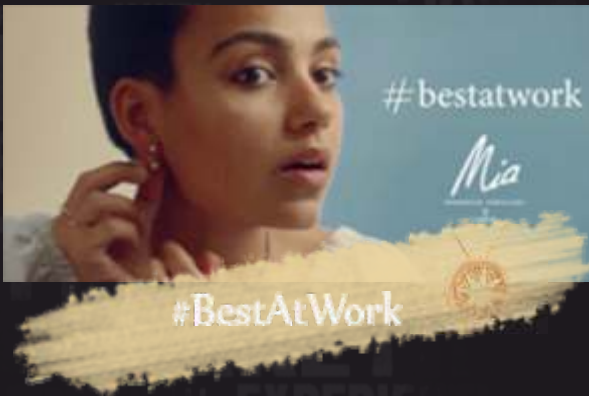
The ad revolves around a Woman Entrepreneur, talking about her start-up, which is more than relatable and relevant to people today, especially of working women. This ad shows a situation which one can connect to the youth; which is not only emotionally engaging but also has a relevant appeal where every young person dreams of achieving the honor that this woman is opportune of.

While keeping alive the signature role of women empowerment, the Tanishq Niloufer Ad focuses on celebrating the other avatar of working women that kept in-touch with the existing conceptual take of Tanishq. The idea of this ad was to honour the working women of today, who believe in herself while she reaches the point of accomplishments, after a line of mistakes and apologies, yet she doesn't deter on the determination towards work. The whole ad film, revolved well-around 'Sorry's' followed by a 'thank you' at the end; showing the true picture of hard work and focus.

Choosing a woman to play this role not only tags the women empowerment criteria on which Tanishq has built its brand, but also highlights the struggle that any young entrepreneur goes through. Thus, the ad is inspired by daily life incidents, which makes it possible to connect well with consumers, due to a touch of personal experience attached to it. Choosing woman to play this role keeps intact the target group for Tanishq.

Tanishq Mia Ad

#BestAtWork



Tanishq Mia Ad, which features not one but six working women, shows the story of celebrating strength, passion, ambition & vigor of the Indian working women who look their #BestAtWork and show their

#BestAtWork as well. This Tanishq Mia Ad brings to light the day-to-day conflicts that an Indian woman is subjected to at her workplace.

To the world outside, she's either too young or too naïve; she's clammed up in a box of judgments & perceptions; she's supposed to be tied by boundaries and rules, follow a path of predetermined truth. Yet if she differs from making her own destiny, live a life with a little mutiny, she's termed easily a rebel, working women of India need to live life at a level. Society questions her ability and she delivers #BestAtWork irrespectively.

To the world outside, she's either too young or too naïve; she's clammed up in a box of judgments & perceptions; she's supposed to be tied by boundaries and rules, follow a path of predetermined truth. Yet if she differs from making her own destiny, live a life with a little mutiny, she's termed easily a rebel, working women of India need to live life at a level. Society questions her ability and she delivers #BestAtWork irrespectively.

This is a classic Femvertising TV Ad, yet it has so many layers of experiential marketing wrapped.

The ad film and the poem used for it, are inspired by the daily lives of Indian working women, which makes it again an emotionally relevant situation for the consumers, especially the target group i.e. women.


The concept of the TV ad connects situation-wise and appeal-wise, making the content of the poem and the video relatable and engaging at the same time. This is how the Tanishq Mia Ad designs its collection of jewellery which not only adorn her an attire but also brings out her confidence at work. These women empowering ads are essentially conceptualised of the experiences that all working women of India have been facing over time.

Tanishq Wedding Film Ad


Since the beginning, Tanishq Jewellery has always been breaking stereotypes for women, and this Tanishq Wedding Film ad is in itself a multi-stereotype breaker. This very famous of Tanishq TV Ads has had a huge impact on the minds and lives of



Indian families. Let's point out the stereotypes being broken:

- 
1. Showing a dusky woman adorning the wedding jewellery.
 2. She is preparing for a remarriage.
 3. She has a daughter as well, while she heads to the 'Mandap'. While the ceremony takes place, the daughter becomes restless, sitting on the side.
 4. The groom steps in to take the daughter in his lap while taking the 'pheras' depicting care from the step-father.

This commenced the arrival of a new mindset in India. Although such situations and experiences did exist earlier, which sparked off to create the Tanishq Wedding Film ad but, never such an experience was highlighted on national TV and by a big brand.



Tanishq to produce this ad was an experience in itself for the older generation and it was a change welcomed by the young India, which was, therefore, the idea to highlight the new-age wedding jewellery collection from Tanishq by making a progressive statement.

Therefore, Tanishq TV Ads not only are inspired by experiential marketing but also focus on addressing new experiences by giving out engaging ideas like the one used in Tanishq Wedding Film Ad, which the audience could relate by taking a part in it, through the involvement and attention given to it.

Thus, it's the intense customer engagement and emotionally appealing content of the ad that makes Tanishq, an experientially marketed brand name.



PREGA NEWS

For Mother's Day 2017, Mankind Prega News came out with a new concept for their ad. This time they chose to go down the road of experiential marketing and produced an experiential concept that struck the chord of emotional connection with working women.



If you have missed it, have a look! In India, most working women are engrossed in their jobs, struggling to find work-life balance, while they work even during their pregnancy to make all ends meet, so that, they don't fall short due to this crucial time. This is the time when women should be stress-free, and as much possible comfort should be provided to them. This is the exact thought that Mankind Prega News aimed to convey through their ad, so as to ensure maximum customer engagement by an emotional connection and appeal of their concept.

To connect more with its users, i.e. women, the brand launched a new campaign targeting the corporate work culture, where experiential marketing paved its initiative, called as, #YourSecondHome.

Well, if you carefully examine the plot of the ad film, the campaign focuses to bring a little change for the 'moms-to-be' at the workplaces to ease their lives in their office during the most difficult time of a woman's life. After all, apart from home, the office is where an individual spends most of his/her time today, none can deny it to be their second home. Through this ad, Mankind Prega News aimed to bring a positive impactful change on the mindset and in the working culture of corporates.

Although, the situation of having a pregnant colleague in office is not unique, and seeing them juggle between responsibilities of herself, her work and her family, has always made us think to help them, take off some load but what has a corporate organization done in understanding her difficult phase? So, when anyone looks at this ad, he/she understands that our workplaces also need to be equipped for her new life, which is also the signing-off line in the ad.

The note in the ad reads 'Happy Mother's day from Your Second Home', a concept hitting two birds with one stone, i.e., Mother's Day and the outline idea of Mankind Prega News. Through this ad, Mankind Prega News is not promoting their product, but promoting an experience associated with their product. Now that is Experiential Marketing!

Mankind Prega News, the leading brand of India, in its category, knew how to promote their brand across this time, after having celebrity endorsements done by Kareena Kapoor and Shilpa Shetty Kundra. This time the idea was to find more relatable grounds with the consumers; which implies the awareness of the brand towards executing this experiential marketing campaign in the name of #YourSecondHome, i.e. relevance of the product with a celebrated occasion, establishing emotional connection with the consumers and a concept that ensures maximum customer engagement.

When we talk about Experiential Marketing, the whole idea is about selling a product or service to the consumers through an experience. So when I say experience, I mean, making the consumers a part of the product experience to make it relatable.

A successful experiential marketing campaign or ad, will focus on maximum customer engagement. This happens because of the concept behind it, which touches the right chords of a consumer, making them more involved in the process of the campaign or the ad. With many brands resorting to Experiential Marketing today, deriving an experiential idea comes from daily life situations or a brand provides a new-found experience by establishing an emotional connection with the consumers.

Earlier, the brand was focused on the delivery of the product but now, it's directed itself with creating an emotional connection between the brand and the consumer, by encouraging a relevant issue, which has led to over 10 million views of customer engagement; because the brand understood that if it has a good communication content, it can create more impact than any celebrity endorsement will.

DOVE



“You are more beautiful than you think!” - Dove has always been an inspirational brand for women globally. It has always gone beyond conventions while making any ad campaign.



Since the beginning, cosmetic & skincare brands and fashion brands have attributed beauty as fair skin maidens, thin, long-legged women who set forth an unrealistic definition of 'beautiful and gorgeous'. This ideology not only crushed the confidence of regular women but also, changed the perception of 'beautiful' in their eyes. Due to streamlining of beauty in one category, women believed that being beautiful has nothing to do with raw vulnerability a woman possesses, but the adaptation to fit a category that has been structured by the society.

After the scrutinizing efforts of every brand, it became important to break the obsolete rules of beauty and give rise to the power of real beauty to make its way. This is what the brand, Dove offered, i.e. 'embracing the beauty in you'.

After the scrutinizing efforts of every brand, it became important to break the obsolete rules of beauty and give rise to the power of real beauty to make its way. This is what the brand, Dove offered, i.e. 'embracing the beauty in you'.

The brand, Dove has a different notion of beauty that it shows through its ad campaigns and product designs which are available in variant sizes and shapes, denoting that beauty exists in different forms, shapes and sizes, holding within, the essence of #RealBeauty.

Dove is one of the world's leading skincare brands, which has always made campaigns without any celebrity influence, instead, the brand has always invitingly put forth an unknown face to connect with the real women embracing life to produce extraordinary campaign ideas.

With its new ad campaign of #RealBeauty, Dove has tried to create an impact on the consumers with their opening line, which is,

“In a country of 631 million women, there is still only one face of beauty, when there is so much more to be admired.”



The theme for Dove's campaign in India this time was, 'Let's Break the Rules of Beauty'. This 51-seconds ad film featured each & every, different version of beautiful women from the length and breadth of our country.

The Dove campaign for real beauty launches this massive campaign for India, which invites women of all ages, complexion, shapes and sizes to share their opinions and admire themselves for who they are. It was important to celebrate Real Beauty when it has gone through the knife of scrutiny so much, especially in a country like India. The diversity of the nation speaks for the diverse beauty it has, which needs to be admired.

Featuring Indian women was a part of the marketing strategy, as India is evolving at fast pace while the country still believes in the traditionally stricken beauty ideals, and so connecting to Indian women becomes even more challenging, for any global brand. Even in modern India, the perception of beauty lies in the fairer skin, while the other versions of beauty are criticized.

Dealing with this ugly truth, Dove has been the brand, that women prize as a beauty asset and not just as a soap. Their ads have always broken the conventional rhythm by embracing the beauty one is born with, as Dove has always prepared their campaigns around real beauty and emphasized that women are beautiful regardless of their physical appearance.

One can also say that the Dove campaign for real beauty has established #RealBeauty as their marketing agenda for the colossal support they have portrayed for women throughout the spectrum of media & time, when it comes to unrealistic standards of beauty. Dove has very well inscribed all its important points around #RealBeauty, to create an immediate brand recall with their theme. Testimonials have been used always in their ads denoting that the last word is always of the customer.

One cannot ignore the range of products that Dove provides which also follow the same guideline of loving yourself as you are. This is why Dove's another initiative, regarding their hair products was a successful one.



Although Dove Arabia produced the ad campaign, but you can see the idea is on the lines of experiential marketing.

To briefly put it there, you can see three women who're experiencing a bad hair day, are invited to the Dove's experts to understand their hair and help in managing it better. The women are someone amongst the crowd, with whom other women can connect.



Next, they're exposed to the campaign set up by Dove, but the product doesn't come in limelight as much as the experience they provide to these women does. However, they're indirectly promoting the product, but mainly focus on providing an experience to remember, which will make them use the product, and gain control over their bad hair days, turning them into loving their hair all-the-time.

So one, cannot overlook that the techniques they are using are more experiential in nature and that's how, one can connect Dove's campaign for 'Wake Up to Good Hair' with experiential marketing.

If you're not convinced, I have more insights on the campaigns produced by Dove, which support experiential marketing in more than one way.

The above #ChooseBeautiful campaign of Dove was conducted worldwide in San Francisco, Delhi, Shanghai, London, and Sao Paulo. While this campaign shows a building's entrance doors marked as, 'Beautiful' and 'Average'.

The idea was to draw the attention of women passing through, about how much they're insecure because of living in a conditioned society which has always aimed at lowering down their self-esteem, and by doing this #ChooseBeautiful campaign,



Dove hopes that the idea of feeling beautiful will uproar, making them feel better about themselves.

#ChooseBeautiful campaign involved real people and was an initiative that made every women think, ponder and experience a feeling that they'd take with them which could either make their day or affect their mood. Walking through either of the door, was an experience in itself - the experience of feeling beautiful or succumbing to the society pressure of not meeting the "beauty standards".

So you see, how well, an Experiential Marketing campaign can influence consumers' mind and indirectly promote the motto behind the brand, Dove and not the product.

Dove has similarly influenced the Indian market, where another experiential marketing campaign had been organized about Dove soap. Since Dove likes to be considered as a beauty bar, yet the reason is as follows.



So you see, how well organized was the campaign indicating not a comparison test between brands and Dove, but making the ordinary public in the mall to think about the effects of other soaps like, beauty soaps, hygiene soaps, natural soaps, sandalwood soaps & others, against Dove soap.

The focus was majorly on the litmus test paper which indicates about the alkalinity of a soap that has harsh effects on our skin. Sensitization of this was integral to the campaign which ignited a promotional base for Dove soap against other soap products. This was an experiential marketing campaign which was set inside a mall, interfacing many women to understand these effects, which is nothing but providing an experience witnessing through this test.

So, now even you'd feel that it wouldn't be wrong to say that Dove has relied on experiential marketing since a long time because connecting with their consumers has always been of prime importance for every brand, and for the brand Dove, achieving customer connection means achieving customer value.

However, launching the new Dove Pink on Ramadan, affirms the experiential marketing side of the brand even more, that I just stated, as the ad presents a face from the crowd, Parinaz Buhariwalla, a collegiate from Mumbai, which also highlights their baseline of experiential marketing in its long journey of empowering women of accepting their bold & raw self, since "Everybody is beautiful".



FUTURE OF EXPERIENTIAL ADVERTISING

Traditional marketing was designed to create a message and distribute that message as efficaciously as possible. Experiential advertising uses modern forms of communication and an interactive approach of marketing from a different, more personal angle. It combines salesmanship with the ability to connect with consumers and give them something to relate with and find relevance with, rather than just see or listen to.

Experiential advertising became possible in the 1990s and began to develop in the 2000s as businesses sought new ways to reach out to consumers in meaningful ways. It was seen that often enough, consumers ignored traditional ads, commercials, radio commercials and other marketing techniques due to oversaturation in the market and it became easy to forget ads, since ads had no contextual relation or engagement of senses. To make marketing gigs memorable again, companies began to seek new ideas and began deriving innovative ways of dispensing messages to customers such that their engagement or direct involvement eventually became a necessary part of the experience.

There is no single type of experiential marketing because the goal for each marketing initiative is to create a unique experience for the customer, in which the consumer can also take part. Many efforts include mobile or digital aspects, giving customer feedback and customer desired satisfaction the ultimate importance. Businesses are increasingly relying on experiential marketing to increase sales and make their brands seem relevant.

Large companies have enough marketing power to invest in experiential advertising, however, large companies have used traditional marketing techniques the longest along with significant funds already invested in them. This then makes it difficult for big companies to constantly rely on experiential advertising due to high costs associated with it. Smaller companies with an innovative approach, creative thinking and direct, cost-effective approaches can often turn to experiential advertising more easily.

The idea of creating a connection between brand and customer through immersive marketing experiences is as old as branding itself. Yet the most effective way to achieve brand activation is to create a link between the product and consumers' emotions by providing them memories, which will then evoke every time they use or hear about the brand's product or service.

Savvy marketers have been organizing events and presentations, to create a bond between customers and brands for centuries, using available technologies to their advantage as they share with audiences what their product is all about. The pace at which the technological improvement is taking place and the scope of opportunities and ideas that new advances bring, make it hard to predict what marketing will look like in the future with any certainty.

Yet, the key to successful experiential marketing has always been a clear brand identity, using all available media to its full potential. So, at the core of every successful campaign, lies a brand's understanding of a customer's wants and needs, and an effective exposition of what a product can offer to its users.

Why is experiential marketing so popular?

A company wants consumers to establish a positive association with their brand. One of the best ways to do that is to appeal to all five senses – touch, taste, smell, sight and feel.

Giving consumers the 'once-in-a-lifetime experience' creates a strong connection to the brand. Experiential advertising does things better than any YouTube video, mailing or generic advertisement.

So, when you think of strategic components in a marketing effort; the brand, the messaging, the copy, the creative, photography and the media used is enhanced with an experiential marketing strategy. It can thus be said that experiential marketing breathes the meaning of synergy appropriately.

As we explore experiential marketing in greater detail, the application of the concept may become wider and clearer.



"Experiencing and spreading the experience defines who I am. Experience is everything because eventually in life – it all comes down to, how one has made you feel!"

– **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 s. 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.

