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The immersive brand experience is revolutionizing brand engagement. Experiential Marketing, second edition, cuts through the jargon with clear practical guidelines on how to magnify marketing strategies to a powerful new level. This book emphasizes that experiential marketing is not just about creating a live event.

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Experiential Marketing: A Practical Guide to Interactive Brand Experiences by Shirra Smilansky (9780749480967)

*Experiential Marketing: A Practical Guide to Interactive ...*

The immersive brand experience is revolutionizing brand engagement. Experiential Marketing, second edition, cuts through the jargon with clear practical guidelines on how to magnify marketing strategies to a powerful new level. This book emphasizes that experiential marketing is not just about creating a live event.

Consumers are constantly inundated with repetitive traditional advertising messages, bombarding their lives, interrupting their TV shows and generally getting in the way. The consumer does not feel any real emotional connection with these brands, and if they do buy, it is simply because the brand that shouted the loudest got their attention. This outdated approach to marketing communications is dying, and fast. Brands are realising that to secure the lifetime value of their customers by gaining true customer loyalty, they must give something back. The relationships between brands and their target audiences are being revolutionized. Experiential Marketing looks at the new experiential marketing era, which focuses on giving target audiences a fabulous brand-relevant customer experience that adds value to their lives. Experiential marketing is made up of live brand experiences - two way communications between consumers and brands, which are designed to bring brand personalities to life. This book demonstrates how experiential marketing fits in with the current marketing climate, and how to go about planning, activating and evaluating it for best results. This is essential reading for both advertising and marketing practitioners, and marketing students.

The immersive brand experience is revolutionizing brand engagement. Experiential Marketing, second edition, cuts through the jargon with clear practical guidelines on how to magnify marketing strategies to a powerful new level. This book emphasizes that experiential marketing is not just about creating a live event. A unique, immersive experience allows businesses to generate a surge of brand engagement, which is amplified immediately by a niche target of consumers through live content sharing and social media streams. This comprehensive second edition of Experiential Marketing pinpoints exactly where this innovative strategy fits in with the current marketing and events climate, including a step-by-step outline to plan, integrate and evaluate its game-changing results. The completely fresh content analyzes the latest industry advances and case studies, including four new chapters on the digital experience and merged realities, plus the experience economy and creative explosion of the Pop-Up' phenomenon. Accompanied with a digital toolkit of downloadable resources, this book is essential reading for marketing, business, media and events professionals alike, providing strategic decision makers with a unique competitive advantage in a vibrant new era of marketing strategy.

The most researched, documented, and comprehensive manifesto on experiential marketing. As customers take control over what, when, why, and how they buy products and services, brands face the complete breakdown and utter failure of passive marketing strategies designed more than a half-century ago. To connect with a new generation of customers, companies must embrace and deploy a new marketing mix, powered by a more effective discipline: experiences. Experiential marketing, the use of live, face-to-face engagements to connect with audiences, create relationships and drive brand affinity, has become the fastest-growing form of marketing in the world as the very companies that built their brands on the old Madison Avenue approach—including Coca-Cola, Nike, Microsoft, American Express and others—open the next chapter of marketing. . . as experiential brands. Using hundreds of case studies, exclusive research, and interviews with more than 150 global brands spanning a decade, global experiential marketing experts Kerry Smith and Dan Hanover present the most in-depth book ever written on how companies are using experiences as the anchor of reinvented marketing mixes. You'll learn: The history and fundamental principles of experiential marketing How top brands have reset marketing mixes as experience-driven portfolios The anatomy of a brand experience The psychology of engagement and experience design The 10 habits of highly experiential brands How to measure the impact of experiential marketing How to combine digital and social media in an experiential strategy The experiential marketing vocabulary How to begin converting to experiential marketing Marketers still torn between outdated marketing models and the need to reinvent how they market in today's customer-controlled economy will find the clarity they need to refine their marketing strategies, get a roadmap for putting their brands on a winning path, and walk away inspired to transition into experiential brands.

Experiential marketing is predicated to be one of the biggest growth areas within marketing over the next five years and many organizations are beginning to adopt an experiential marketing orientation, placing live brand experiences at the core of their overall marketing strategies. This innovative form of marketing will become key to brands who strive to engage their customers, and Experiential Marketing will be essential in showing companies the way forward. In addition to numerous high-profile interviews and international case studies, the book includes coverage on: " The benefits of an experiential marketing approach " Outsourcing versus in-house marketing " Setting objectives " The target audience " Bringing the message to life " Experiential strategies " Selecting locations and brand ambassadors " Gauging effectiveness " Measurement, evaluation and LROI Consumers are constantly inundated with repetitive traditional advertising messages which bombard their consciousness, interrupt their TV shows and get in the way of their everyday lives. Often, the consumer does not feel any real emotional connection with these brands and if they do buy, it is simply because the brand that shouted the loudest got their attention. This outdated approach to marketing communications is dying, and fast. This engaging new title is a practical guide to experiential marketing, a methodology that is revolutionizing the face of marketing as we know it. Experiential marketing campaigns are geared around live brand experiences two-way communications between consumers and brands, which bring brand personalities to life and develop long-lasting relationships with target audiences. Experiential Marketing explores this new era in marketing communication, which gives customers a fabulous brand- relevant experience designed to add value to their lives and ultimately increases customer brand loyalty. This book demonstrates how experiential marketing fits in with the current marketing climate, and it explains how to go about planning, activating and evaluating it for best results. Including interviews and international case studies demonstrating successful experiential marketing campaigns, it is essential reading for marketing, business, advertising and media professionals, as well as for marketing students. Contents: Introduction " Why experiential? The context marketing communication " What is experiential marketing " Traditional approaches are losing effectiveness " Experiential marketing a differentiator " The benefits " Criticisms fact and fiction " What level of resources? " A shift in awareness " Outsourcing VS in House: In-house " Outsourcing to your media or full-service agency " Working with a PR agency " Working with a sales promotion agency " Better: How do you use BETTER? " IDEA: Using IDEA " Choosing the idea " Situation and background: SET MESSAGE " Situation and background" Experiential Objectives: Examples of experiential marketing campaigns " Target Audiences: Analyzing target audiences " Message key communication: Bringing the message to life " Experiential Strategy: STRATEGIES " Integrating the selected elements to form the experiential strategy " Scenarios " Make the experience memorable and ongoing " Selected Locations and Brand Ambassadors: Choosing locations " Examples of live brand experience locations " Live brand experience are like theatre productions " Brand ambassador selection " Recruiting brand ambassadors " Systems and Mechanisms for Measurement: How much to spend on measurement " Action: Contents of the action plan " Gauging effectiveness: Systems and mechanisms for measurement and how they enable Gauging effectiveness " Real-time reporting and online client access pages " Flexibility and change management solutions " Evaluation: Introduction " The written evaluation section " The campaign evaluation (post-campaign) " Interviews " International case studies " Conclusion

How can a brand become one of those peerless 'Uber-Brands' we all admire and are willing to pay a premium for? - Is there a proven process? - Where should we start? Brand Elevation explains the main drivers behind brands becoming peerless and priceless and how to harness these principles to develop a winning brand strategy. Written for marketers and brand managers of all levels of experience, and for both those working in start-ups and established players, it proposes a six-step, easy-to-follow program to elevate your brand. Brand Elevation explores challenges such as creating a distinct and brand-guiding mission, mediating between exclusivity and inclusion and mastering the art of seduction. Featuring case studies and expert accounts from organizations including Airbnb, Acqua di Parma, Burt's Bees, Lakrids, Starbucks, TerraCycle, and YouTube, Wolfgang Schaefer and JP Kuehlwein skillfully explain how any brand - regardless of sector and industry - can become a modern prestige brand.

This is a practical guide to the specific issues that affect the marketing of wine at an international level. The author covers theory and the results of research but the focus is on the nuts and bolts of marketing based on case studies.

'Brand Management Strategies' explains how a brand can successfully drive global business development. The text takes an applied approach with supporting examples from current fashion and non-fashion brands.

Every business knows that the best customer is a happy customer. They return again and again, bring their friends and family, and deliver tons of free advertising via word of mouth and social media. But in order to grow that loyal base, you must be keenly aware of your customers' needs and preferences. Drawing on the latest research in the exploding field of positive psychology, Columbia Business School professor Bernd Schmitt offers three unique approaches any business can use to turning a casual customer into a committed fan. • The Feel-Good Method: Use the experience of pleasure and positive emotion to hook new customers, and watch those feel-good moments transition an impulsive buyer into a committed loyalist. • The Values-and-Meaning Method: Attract passionate customers by appealing to their core values, like being socially responsible, protecting the environment, or living a simple life • The Engagement Method: Get customers to notice a unique or limited offer, immerse them in the experience, and have them share it with friends and family. Schmitt shows marketers, brand managers, and entrepreneurs how to design an authentic and successful campaign that will reach, grow, and sustain a devoted base of customers.

Edition numbering starts over again with the title change; the earlier edition is called sixth edition but is the first under the new title.

Whether or not your brand is on social media, your consumers are. They are continuously sharing their good and bad experiences about your brand. Most brands are not prepared to deal with negative feedback which, if ignored, can spiral into a crisis. This book seeks to aid brand and business owners to structure organizations to be crisis- ready. Creating a crisis squad and a crisis playbook, envisioning various scenarios that can occur, and what the brand's response should be are some of the areas the book delves into. It also recommends preventive measures that can save brands from social embarrassment, and social listening strategies that can alert organizations to a problem before it becomes a crisis. When everything else fails and a crisis is at hand, the focus shifts to executing the playbook, turning the conversation around leveraging evangelists and influencers. Once the crisis has ended, it's time to audit the playbook and close the gaps, as well as evaluate financial or reputational damage done to the brand, and see how quickly one can recover.

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