

THE POWER OF EXPERIENTIAL

Experiential marketing is a marketing strategy that directly engages consumers and encourages them to participate in a brand experience. Experiential campaigns create live opportunities for people to interact with a brand, engaging with audiences in a unique and authentic way. They work by being mutually beneficial for the consumer and the brand. Brands benefit from personal, one to one interaction, spontaneous talkability and shared content and the consumers have remarkable experiences.

STATS



85% of consumers are likely to **purchase** after **participating in events** and **experiences**



91% of consumers have more **positive feelings about brands** after attending **events** and **experiences**



73% of consumers take and **share photos** and **49% create** and **share videos** on mobile devices **during events**



47% of consumers purchase a **product** due to **getting a sample** or **seeing a product demonstration**



70% of event and experience attendees that **purchase once** become **regular customers**

WHY EXPERIENTIAL?



Experiential Marketing gets results, 65% of consumers purchase the product or service being promoted.



In a crowded market, experiential campaigns create cut through, making your brand stand out from the rest.



Experiential Marketing gives consumers a new way to experience and engage with a brand. Non-traditional marketing methods generate attention which helps people remember the brand.



Experiential works well with the new ways people use media. Remarkable experiences are captured and shared on social media, extending the reach of the campaign.



People get the chance to interact with the brand. Brand experiences are usually fun, memorable and unique, providing engaging experiences that people enjoy.

EXPERIENTIAL OPPORTUNITIES



Brand Activation:

Product launches & Pop ups



Product Sampling:

Brand in hand opportunities using demonstrations, giveaways and sampling



Retail:

Store launches and in store events

Come say hi: **0161 662 4751** hello@ministryofresults.com

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Sources:

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