

WHAT IS BRAND ACTIVATION?

You've probably heard before about the term "Brand Activation", but we doubt you know all the things mentioned here, so, prepare yourself for a DOZEN of information that'll help you position your brand in the market of giants.

First of all, brand activation is more of a process to make your brand known to people, increase their awareness and engagement through some brand experience, thus, bringing your brand to life so that consumers are immediately driven to action, whether they're new consumers or current ones.

Wonder how to do this, right?

Well, it's an easy job but a quick-witted one, if done right, your brand will BOOOM!

And here are the strategies you need to follow to make an outstanding brand activation campaign:

Experiential Marketing

Live experiential events give people the chance to try your product, ask questions about it and participate in a way that makes them feel they're a part of the brand itself, and of course the purpose of those events is to reach consumers emotionally, rationally and psychologically so they leave with an actual feel of your product and not only reading about it, your brand needs to stand out.

Sampling campaigns

Give out FREE samples for your consumers, this's a smart way to introduce your brand, get consumers talking and recommending your brand to their friends and families. But you need to bear in mind the creativity part that'll grasp their attention at first to try out your samples.

For example, Mountain Dew's most successful sampling campaign in 2012, during which it drove around the country in an enormous branded truck handing out bottles of its product at festivals and other popular events,

https://www.youtube.com/watch?time_continue=66&v=Byd7mikjdtQ

In store brand activation:

You now can ACTIVATE your brand using point of purchase displays, attractive designs or hosting retail product launch experiences, so here lies the game you have to play SMART, as your role is to make consumers choose your brand over others by making the most alive yet creative campaign that tackles all their senses.

You maybe asking yourself now, what's the point of this all?

I'll tell you what, if you're trying to have a special place in the market, position your brand and have a base of loyal consumers, then you have to do this, for the brand to be real, for consumers to give you immediate feedback, for increasing awareness and having potential buyers and of course for the long term effect those campaigns will have on your brand and how consumers will perceive it afterwards.

So, here's the conclusion

Brand Activation should be considered as a vital part of the overall marketing approach, or marketing mix, and not a standalone discipline, and It's not all about sales as brand activation campaigns can generate trial, awareness, brand switching and brand loyalty because at the end It's all about employing the right tactics at the right time to attract the right people.