

Eventbrite

The Complete Guide to Experiential Marketing



Intro

Experiential marketing is a hot topic right now.

Sure, it's been around just about forever, but in an increasingly digital world, brands and consumers both yearn after more personal connections offline, in real life (sometimes known as just IRL).

Millennials have even gone as far as to say they'd prefer to experience things than to buy products - or even own a home. If you're a brand, offering exciting, unique experiences to your potential and existing customers is therefore an incredible opportunity.

However, there is plenty you need to think about to get your experiential marketing right.

For example, how do you plan great, integrated campaigns that achieve your overall business and marketing goals, beyond the instance of a single event?

> How do you scale experiences In Real Life (IRL), so that they enjoy the benefits and reach of digital channels?

> And who is doing a great job of experiential marketing - on big and small budgets - that could inspire your own campaigns?

These are just some the questions we're going to answer in this paper.

Section 1:

How to Plan Successful Experiential Marketing Campaigns

Unlike traditional, one-way advertising, successful experiential marketing campaigns enable brands to truly interact with their customers. It can turn your product or service into something tangible and better communicate your company's personality. A clever experiential campaign not only gains you attention on the street; it can also trigger an explosion in social media activity and earn you press coverage worth a pretty penny.

To help you get started planning an experiential event for your business, we asked some of the leading experiential agencies for their advice...

Adam Azor, Senior Vice President, Jack Morton Worldwide:



Experiential has become one of the most effective marketing disciplines. Its symbiotic relationship with content and social media has seen it become not just an alternative to traditional media but a powerful tool of modern marketing.

When planning your first experiential campaign there are two things that must be considered before everything else:

- What do I want to achieve?
- Who is my audience?

And they should be thought about in that order. Before anything is done, ensure you're clear on what the outcome you require is, know what success looks like.

Once you're clear on your outcome, use your strategy time to understand the most important competent of any experiential campaign, the audience. Experiential is about involving the audience in the narrative, without that audience, it's like presenting to an empty room. Know who your audience is, what they like, what they don't like, know where they are going to be and how you're best to engage with them.

While it seems obvious, it's scary how often people get excited and jump straight into creative or try and shoehorn in the latest innovative technology, before they have spent the time to understand who their audience is.

Once you're clear on your audience, you can then move forward and create extraordinary experiences that will deliver effectiveness, but without putting the effort into the audience planning, you will massively increase your chance of failure.

And finally, please make sure that you're working with people who have expertise in experiential. As experiential grows, more marketers and agencies claim to be experiential, however there are so many nuances in this discipline, especially on the live delivery side that you must have trust that your team can deliver what they claim or you will fall at the final hurdle.



Joss Davidge, Director of the Unexpected, BEcause Experiential:

Experiential is the perfect platform for immersive and emotive storytelling. With no other channel allowing for the same level of direct engagement or face-to-face encounters, experiential enables brands to create experiences that leave a positive, lasting impression.

But now advancements in the capability of immersive technologies such as augmented reality and virtual reality have kicked open the doors for even more emotive and engaging experiences. For brands planning their first experiential event, this technology provides an incredible opportunity for consumers to immerse themselves in products and brands in fresh, unique and engaging ways.

VR offers consumers the chance to travel to worlds never before conceivable, and the only limit is the imagination. AR can dazzle and enhance a real-life experience by blending virtual worlds with the real world. Both allow brands to tell their story in ways that have never been possible before.

The WWF-UK's "Tiger Experience" is a great example of this. Delivered by BEcause, the campaign uses virtual reality at its heart to bring to life the challenges that tigers face in the wild in compelling fashion. Combining virtual reality with a 360° CGI film, the experience transports participants on an immersive journey, raising awareness of the reality of tiger poaching, and driving donations and pledges of support.

The more immersive and realistic you can make something, the greater emotional response you will get back in turn. And only by tapping into real emotions can brands win over audiences and make sure their message is heard loud and clear.



Sally Durcan, Managing Director, Hotcow:

My advice is always to know your outcome. Experiential works on many levels but the type of idea or strategy you adopt is dependent on what you want to achieve. For example PR coverage, product trial or brand education.

When planning your campaign, work backwards based on what your most important goal is. For example if it is 'product trial' – ask yourself when everyone has trialled the product, what's next? Do I need to communicate with them again, do I need to ask them their opinion or feedback on the product or do I need to find out if positive sentiment has changed since the campaign. If the answer is 'yes' to all of those then you need to implement this into the campaign.

If you want to communicate with people again you have to get their email addresses or get them to like you on one of your social channels – you will need to think of a competition or reason why they should be interested in doing this.

If you want to ask feedback and opinion you need to think about how you are distributing your samples. For example they only get a free sample if they answer a question.

If you want to find out about changes in opinion you need to run a survey to gauge people's feedback before and after the sampling has taken place.

Planning and understanding what your outcomes will be are key to a successful campaign.



Jason Megson, Managing Director, Vice President, George P. Johnson:

As with all marketing activity the first thing you'll need to do before you even talk to a brand experience agency is to define the business problem you are trying to solve.

It's as simple as always starting with the "why?" and then continuing to reference back to this overall objective throughout the planning, delivery and post-activity.

If it is your brand's first foray into the broadly defined world of experiential, then I'd advise you do your research. Start with competitor brands' recent and most successful work and then widen your search to include brands that may be in different sectors, but are still talking to a similar target audience with their activation. Once you've assessed and analysed the successes and failures from your research, the next and most important step is to write a brief. This could be as part of the external agency pitch process or for an internal brand experience delivery team.

When compiling your brief, be sure to set aside adequate time as despite the fact that this might be no more than two pages long, you've got to be as focussed and single minded as possible. Don't be tempted to use meaningless and overused phrases such as "create a 'wow' moment" unless you can succinctly define within the brief what a "wow moment" looks like for your brand. In addition, be sure to share the learnings from your research such as the types of things you don't want to see as they have been done before or are not on-brand.

Finally, it's vital to outline how the experience's success will be measured both in isolation and as part of the wider business.



Tomasz Dyl, Managing Director, GottaBe!

First of all before conducting an experiential activity, do your research and find previous examples – whether it is related or not related to your industry or brand. There are plenty of examples online. Analyse, and find out how you would execute your campaign.

When picking an agency it is important that they are passionate and love what they do. Make sure they are enthusiastic about their clients and go that extra mile to reach success. After all you don't want to feel like you're just a number bringing them in some money. It's also very important that you like the agency's way of working. This is fundamental for a good working relationship between the client and the agency. If you can't get along, then it's not going to work out and can damage your credibility with the brand.

Trust is key – make sure you can feel comfortable trusting the agency with your campaign. Do a little research and find out its expertise (and hire on that basis). If you want to target a high volume of consumers then it may be wise to go for a big agency that can help you achieve that. After all, if they don't have the resources, they surely can't help you! Be sure to set a list of objectives from the outset and be crystal clear about expectations, whilst establishing any off limit areas. Most of all, make sure you set a budget – and stick to it.

When it comes to ROI, it might not be instant – some campaigns take months to pay off. A key thing here is patience and to carry on with the momentum – use your social media channels wisely to remind people about the activity, post pictures, videos, testimonials, etc. as part of an on-going content marketing strategy.

Conclusion

It's easy to get excited about organising an experiential event, but before you get swept up with an idea, do your research and be clear on your goals. To carry off your campaign without a hitch and to ensure you get maximum value, consult the experts.



Section 2:

How Brands are Innovating Experiential Marketing by Integrating Digital.

Digital.
Integrated.
Experience.

If you're involved in any way with business, marketing or events, these are three words you will hear a lot, buzzwords that everyone in marketing seems to be talking about at the moment, however in the world of events, these three words should become a code to live by, because if you're not doing so, you're going to be left behind... And left behind pretty quickly at that.

Digital. It's a word that invokes a multitude of responses, and a key industry talking point at the moment is, "Isn't everything we now do digital, shouldn't we stop talking about digital separately?"

It's very easy and sometimes extremely useful to put things into categories however what's important to remember when planning your event strategy, is not to get caught up thinking digital first. Instead, think about the most important component first: the people.

01 Know your audience

People are the attendees, either physically or virtually, so without them there is no event.

The audience for an event is always the starting point, and importantly when in the planning phase you should always consider the behavior of your audience.

The world we live in now means that if you analyse the daily behaviors for most audiences they will always include some type of digital interaction, from the habitual checking of a phone every few minutes, through to those compulsive tweeters.

02 Who's getting it right?

A wonderful example of a brand that has got their digital experience strategy absolutely spot on is [Burberry](#).

If we cast our minds back a few years, Burberry was a [brand in real trouble](#), through a huge rise in counterfeit Burberry items, it had unfortunately become the beacon brand for the so-called "Chav" generation.

This treasured luxury British brand, and its iconic check designs that had been around since 1856, had become the icon for broken Britain.

Burberry realised this, and importantly acted upon it quickly and in doing so, it tore up the rule book when it came to luxury brand behavior and made itself relevant to an emerging audience of millennials, by putting a joint digital and event experience strategy right at the heart of its new brand DNA.

Burberry has been the pioneer of integrating digital and social media into events.

"Burberry has been the pioneer of integrating digital and social media into events."

The luxury brands of yesteryear have always kept their audience at arms length, holding back access. However Burberry realised they needed to change the rules in order to appeal to this emerging audience, and so to achieve that they brought technology into the core of their events and fashion shows.

Creating access to the back stages, streaming runways and recently at London fashion week, they allowed the immediate purchase of the runway fashion collections through digital.

You could be present at the London Fashion Week, go onto your mobile and order the collection there and then. Not only is Burberry creating incredible content from their experiences through digital platforms, but they're now turning it into sales driving activity that becomes transactional digital content.

03 Pushing the boundaries of digital and experience integration

We're still at the initial stages of where digital and experience can go, however some brands are starting to really push boundaries.

Working for [Jack Morton](#), I feel very lucky to be part of an agency that firmly believes, for the right audience, integrating digital into live experiences can turn the good into extraordinary.

An example of where we were able to realise this vision was [a project that we worked on for Google](#) last year. The campaign was Google Closer and for this we incorporated wearable biometric technology into a live music based experience.

We partnered with Paul Oakenfold, who was able to tailor his performance based on the real time data, along with the audience seeing visualisations of their data within the experience.

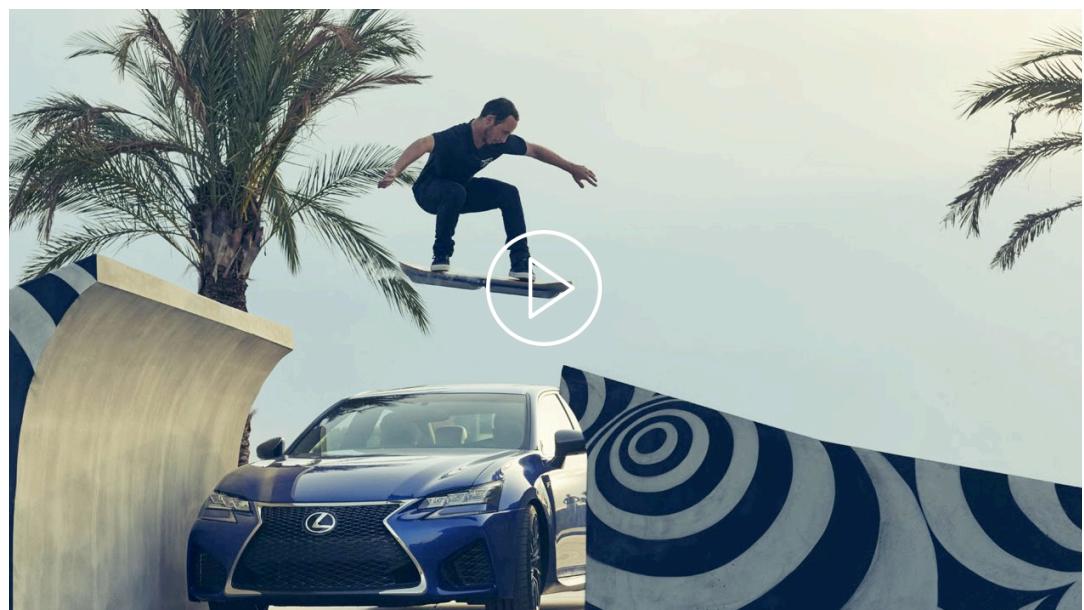
In tandem with the live experience, our activity was connected through the Google+ platform, which turned our event experience into a campaign that had a reach of over 3 million.

This type of approach really demonstrates how experience-based content, which is digitally integrated, can be a highly effective piece of brand activity.

"Digitally integrated, experience-based content can be a highly effective piece of brand activity."

04 Where's the future going?

Whenever you start to consider an emerging trend or technology, it's hard not to consider where it's going, and with the integration of digital and experiences, it's a very exciting prospect.



We've grown up with wonderful sci-fi films and TV shows that have future gazed, and you could argue, influenced where our technology is going.

Brands are still to this day trying to crack the hoverboard from back to the future (and they're getting closer!)

However one thing is for sure, through digital we're opening up opportunities in events and experiences that will change the events industry forever.

"Digital is opening up opportunities in experiences that will change the events industry forever"

It's not a question of if, it's a question of when. Something which is here now is virtual and augmented reality and I would argue it's the latter which is the most exciting for the live experiences.

VR will be massively useful to widening the reach of experiences, breaking down global boundaries and opening up experiences to people all around the world, not just the attendees. However it's far from ideal for all live experiences, due to the solus and introverted nature of the VR.

Augmented reality on the other hand...now that's interesting! Technologies such as [Magic Leap](#), are showing what is capable with augmented reality.



AR is technology that is both truly inspiring and importantly, fitting with our existing experience behavior not forcing it to change unnaturally.

As Augmented Reality technology develops, I can see a future where live events evolve into digital experiences that are beyond anything we could imagine.

As the technology and the understanding of that technology grows, so do the possibilities, and I'm excited to see what is to come for digital event experiences.

I have a feeling we won't have very long to wait until we all find out what the future holds.

In summary

Know your audience: Not every brand is a Burberry, and not every audience needs digitally integrated experiences, but when it's right, build upon their existing behavior, don't try to force things that are against the user experience.

Digital facilitates the real and the real facilitates digital: Our world is digital, but real world experiences fuel the digital world, and visa versa. Embrace that fact and stop thinking of the two things separately, see them as one continuous journey.

VR is interesting, but AR could be the game changer: The hype train is building up VR through devices such as Oculus Rift and HTC, however products like Microsoft's hololens and technology like Magic Leap are the ones to watch closely for integrating digital into experiences.

Section 3:

12 Examples of Promotional Events to Build Your Brand

Helping to 'build a lifestyle' around products and services, experiential activity is often central to major brands' marketing strategies.

But whether your brand is big or small, holding live events is a brilliant way to raise your company's profile and connect with customers.

We've profiled 12 of the most notable promotional events to be held so far this year, from the likes of Virgin trains, Clarins, Dogs Trust and Perrier-Jouët Champagne.

While these big brands have big budgets, you can still take inspiration from the type of events they hold and some of the awesome creativity on show...

01 GLAMOUR Beauty Festival



Glossy women's magazine GLAMOUR has teamed up with Fiat to stage a reader event that brings its beauty pages to life. The Beauty Festival, to be held over the weekend of March 12-13 at London's Saatchi Gallery, features a programme of talks with beauty experts and complimentary pampering treatments.

Attendees can find out how to run their own beauty business from Jo Malone and Liz Earle, discover what goes into the making of a GLAMOUR cover with a celebrity photographer, make up artist and hair stylist and pop princess Rita Ora, or join a make-up masterclass with blogging sensation Pixiewoo.

02 Clarins Urban Oasis



Fellow beauty brand Clarins is also set to host a beauty and skincare pop-up experience, kicking off this Friday (February 19) at Westfield White City in London, before moving to the Birmingham Bullring shopping complex at the end of the month, and finally Edinburgh's Castle Street (March 18-26).

The Clarins Urban Oasis is designed to be a 'wellbeing haven' situated at the heart of the city. Visitors can journey through four different zones, activating each of their senses through touch, play and sound before finishing with a real time face projection in Clarin's face mapping pod to bring to life the effects a busy lifestyle can have on your skin.

03 Ace Hotel Anatomical Whisky Tasting

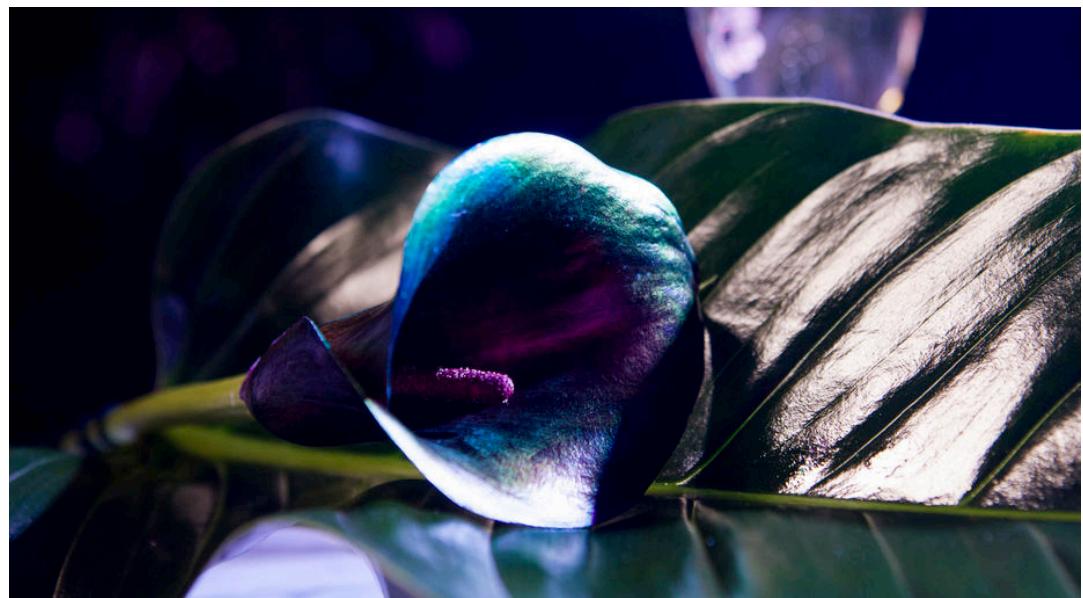


Genius experiential marketing duo Bompas & Parr created the world's most daring whisky-tasting event in which tasters licked, sipped and sucked the liquor from the bodies of strangers aged the same as each whisky.

As a prelude to each 'slurp', each performer told the compelling story of their life to emphasise the full magnitude of the years the spirit has lain in cask, slowly gaining in complexity and maturity just as the performers have grown in themselves.

The project was a collaboration between Bompas & Parr, hotel brand Ace Hotel and The Gourmand journal. Photo credit [Nathan Pask](#).

04 Perrier-Jouët Fleurs des Rêves

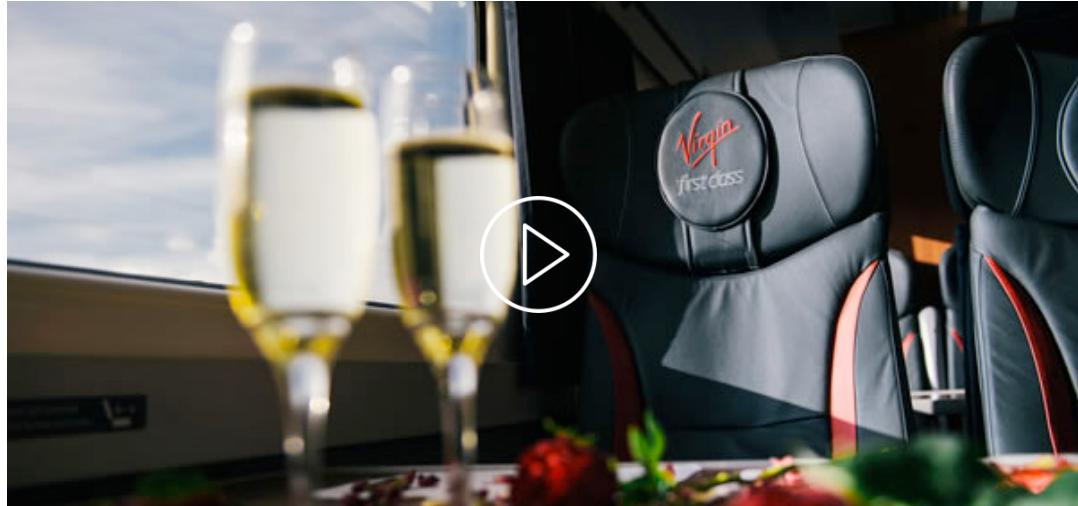


Bompas & Parr were at it again this month, creating a flower shop like no other in The London EDITION hotel for Valentine's Day.

The promotional event, run on behalf of Perrier-Jouët champagne, enabled visitors to pick up bouquets of colour-changing chameleon blooms. The flowers had been hand painted with a thermochromatic ink that changes colour when heated to 27 degrees Celsius.

Lovers could use their hot breath to transform the roses and orchids from a deep satin black to Champagne bottle green, exhibiting all the hues seen on the backs of beetles. Photo credit Bompas & Parr and Daniel Resende.

05 Virgin Trains Love Carriage



Virgin Trains was also sending out some love to their customers on Valentine's Day, by offering some very special 'singles tickets'.

The one-of-a-kind speed dating experience, saw singletons journeying from London King's Cross to York given the chance to join the Love Carriage.

The carriage was decked out with red roses, romantic music and prosecco to set the mood. Meanwhile, travellers switched seats throughout the journey to meet potential love matches, aided by one of the UK's top rated Maitre D's Fred Sirieix.

06 UKTV Balloon Treasure Hunt



UKTV launched its premium entertainment channel, W, with a balloon-based treasure hunt. Singer Sophie Ellis-Bextor released hundreds of biodegradable balloons, each offering the chance to win one of five diamonds (the brand's logo features a diamond).

Being able to travel for hours and reach a height of five miles, the whole country was in with a chance of finding a balloon. Lucky balloon finders then simply had to follow instructions on the recycled card to enter the #WDiamondDash competition.

07 Dogs Trust MicroChippy



MicroChippy was an exclusive canine café pop-up, staged by Dogs Trust to raise awareness of the upcoming change in microchipping legislation.

The charity teamed up with gourmet hotdog and champagne bar, Bubbledogs, to create a bespoke mutt-friendly menu. The café also featured doggy beanbags and non-slip bowls, and the opportunity for owners to get their pets scanned and make sure their details were up to date.

08 Harris Tweed Exhibition



Harris Tweed has teamed up with British photographer Ian Lawson to showcase its fabric in a new exhibition in Cumbria (open until 15 May).

'Harris Tweed: From the Land' charts the fabric's journey from its home in the Scottish Outer Hebrides to its role in the international fashion world. A working loom acts as a centrepiece, while also on display is a collection of Harris Tweed products and objects sourced from the weavers and designers that Lawson met when documenting the brand.

The exhibition also features a dedicated shop selling Harris Tweed products and a programme of associated films, talks, workshops and family events.

09 Kung Fu Panda 3 at Intu Milton Keynes



Intu shopping centre in Milton Keynes partnered with Dreamworks to run a series of children's events based around the animation studio's latest release 'Kung Fu Panda 3'.

The half term activities included sushi-making sessions, Chinese lantern making, Chinese fan craft and a martial arts masterclass. The event also offered participants the chance to win a Kung Fu Panda 3 prize bundle.

10 Riso Gallo Chef's Table



Italian risotto rice brand Riso Gallo enlisted Danilo Cortellini, Head Chef at the Italian Embassy in London and Masterchef: The professionals 2015 finalist, to present an authentic chef's table experience.

The event, at Venturi's Table in London, featured risotto as the guest of honour alongside Danilo's other signature dishes. Part of the income from the event was sent to 'La Scuola Italiana a Londra', a charity which helps students get bursaries and access to courses.

11 Les Mills Fitness Party



Global fitness brand Les Mills has partnered with Reebok to stage its biggest UK event to date at Excel London on 12 March.

Billed as 'the world's biggest fitness party', the event combines rock concert sound and lighting with a mass-workout for thousands of fitness lovers.

12 Westfield's Tongue Twister



Westfield enlisted Condiment Junkie to conceive a unique multi-sensory food and drink experience for shoppers at its two London shopping centres.

The 'Tongue Twister' experience featured four sensory rooms where visitors could discover the impact each sense has on our perception of taste.

Features included a rainbow laboratory where visitors explored the impact of colour on taste and our judgement of flavours, and an aromatic extravaganza where guests created unique flavour cocktails.

Conclusion

All brands, no matter what size, can use promotional events to gain attention, deepen product understanding and build stronger relationships with their customers. Think outside the box for maximum impact!

Section 4:

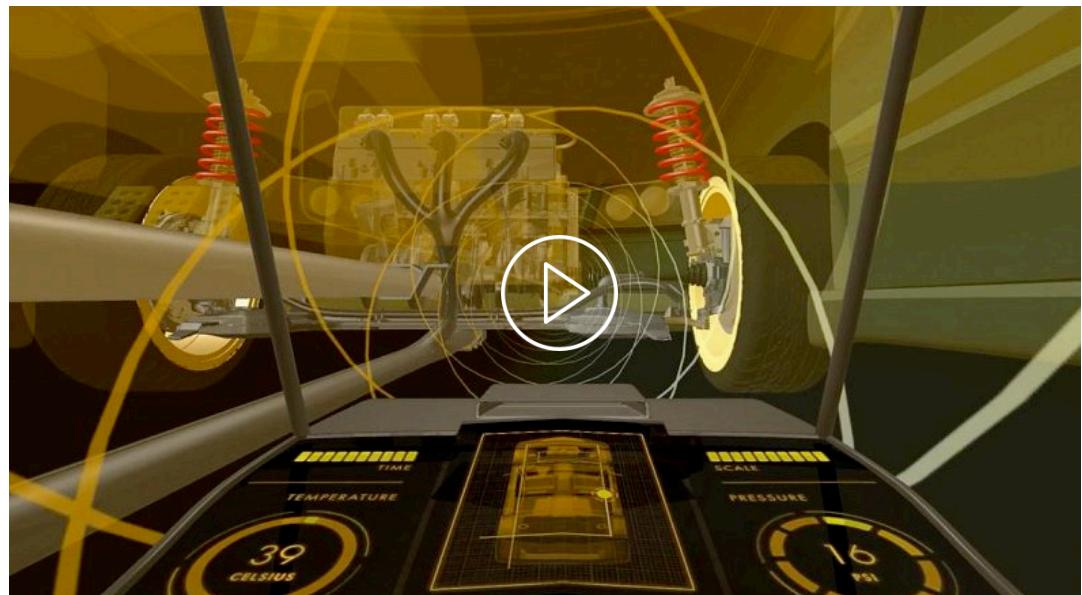
5 Ways Big Brands are Innovating the Live Experience

They may already be household names, but live events still play an important role in the marketing strategies of the world's biggest brands.

Below we profile 5 recent events held by a variety of top global brand names, each serving a different purpose. From product launches to conferences, live events help brands communicate with their customers, shareholders and staff.

01 Shell harnesses virtual reality to drive understanding of a complex concept

Oil giant Shell worked alongside event agency Imagination to transform a technical story into something tangible. The brief was to communicate the superior performance features of Shell's V-Power product.



[Imagination](#) turned to technology, developing dramatic visuals showing the fuel working deep inside the engine, to be shown in 360° on state-of-the-art Oculus Rift virtual reality headsets.

"Working with Shell scientists, we created a narrative following the twists and turns of a droplet of fuel travelling from the forecourt pump through an engine," states Imagination.

The experience made its debut at the Canadian Grand Prix 2014 where it was first tried by Scuderia Ferrari driver Kimi Raikkonen.

Fiona McHugh, Global PR Manager, Shell V-Power Fuels said: 'This was a fantastic opportunity for us to work alongside ground-breaking technology like Oculus Rift to showcase what our product can actually do. Essentially, what we came out with was a new, unique approach to talking about the science in an accessible way."

02 Nissan impresses top motoring journalists with 'rogue trip'

Nissan road trip To launch its new Altima and Rogue models, Nissan Canada planned an unforgettable road trip for 15 lucky journalists.

The 'Altimate Rogue Trip' was a 7-day road trip along the historic Route 66 in America, which spans from Chicago to Los Angeles. Covering more than 2,485 miles, this was the ultimate test to truly see how comfortable Nissan's leading sedan and smaller crossover vehicle are over long distances.



[MCI Canada](#) joined forces with Toronto-based events agency Event Spectrum for the event. MCI states: "The journalists got a real feel for the all-new models during the drive, and took part in fun activities including horseback riding and camping in the Grand Canyon. They also left their mark at the "Cadillac Ranch" art installation (pictured) – 10 vehicles buried in a farmer's field where visitors are encouraged to add to the art!"

03 Moët & Chandon uncorks experiential experience for buyers

Champagne house Moët and Chandon partnered with [The Concerto Group](#) to launch the 'Moët Academy', an immersive, educational experience, where guests were taken on a multi-sensory journey from grape to glass.



Held over two-weeks at London venue OXO2, 750 buyers, journalists and special guests were treated to an in-depth tasting, featuring the Moët & Chandon range.

In several experience rooms, the vineyards of the Champagne region were recreated, complete with real vines. Clever backdrops brought the outside in, with vineyard-inspired focal points completing the look.

Guests benefitted from some insider knowledge, courtesy of Masters of Wine Susie Barrie and Peter Richards, who divulged secret tips about all things 'bubbly'. They were then able to experience the magic of Champagne at first-hand, while taking in London's panoramic views across the River Thames.

04 Google gatecrashes a gig to target fans

Google music summit [Google](#) asked events agency [Jack Morton](#) to help it connect with attendees at Asia Pacific International Music Summit, a conference for thought-leaders in electronic music.

The internet giant wanted to target revellers at the closing party, where DJ Paul Oakenfold was headlining.

"Google approached us to turn the experience into something extraordinary – using the opportunity to drive people to their platforms, create ongoing conversations with fans, and prove that they understand the industry," states Jack Morton.



"The big challenge was that the summit was an existing event with a superstar DJ. So, how could we use Google's platforms to enhance the experience (not only fulfilling their objectives but also making it the party of the year) without making it a 'Google' event?"

The event agency came up with the idea of using Bioreactive wristbands that would track the wearer's emotion and biometric data (heartbeat, body temperature, sweat level, etc.). This was used to create beautiful reactive art, as well as highlight who was dancing the hardest and which tracks garnered the best reaction from the crowd. Oakenfold could view this data in real-time and react accordingly.

The entire experience was streamed live to the world via Google+ Hangouts and YouTube, and Paul Oakenfold also took part in a pre-event Google Hangout to further boost fan interaction and interest in the event.

05 Disney trains 'Social Media Moms' to spread the magic

Disney smmDisney taps the influence of mums across social media with an annual conference for bloggers and Twitter users. The Social Media Moms Celebration brings together around 1,300 carefully vetted social media influencers. This year's attendees had a combined Twitter following of 5 million people.



At the day-long conference, the mums attend motivational sessions and receive social media tips and Disney updates. This year, they learned how to use Pinterest data, heard from 11-year-old lemonade stand entrepreneur Vivienne Harr and listened to a Pixar producer talk about the Disney-owned animation studio.

Disney does not tell the mothers what to write or tweet about, and it doesn't require them to post. Still, this year's SMMC event in May generated 28,500 tweets, 4,900 Instagram photos and 88 blog posts, all overwhelmingly positive.

Conclusion

These top brands recognise the power of live experiences, but no matter how big or how small your company, events can bring another dimension to your marketing.

Section 5:

6 Small Brands Delivering Incredible Experiential Marketing

With imagination, ingenuity and effort, businesses and brands of all sizes can deliver big impact live experiences.

To prove our point, we've compiled six standout [experiential activations](#) staged by a selection of lesser-known names.

01 debbie&andrew's 'Tweet-to-Eat' Sausage Sandwich Kitchen

debbie&andrew's is a British sausage brand that endeavours to provide 'A Real Taste of the Country'. It teamed up with creative agency [Hotcow](#) to do just that, by bringing a rustic, farm-style kitchen to central London, complete with hay bails, vintage farm tractor and farm animals.



The 'Tweet-to-Eat' initiative took place during British Sausage Week and incentivised Londoners to engage with the brand on social media in order to earn a free sausage sandwich.

Consumers had to tweet why they deserved a free banger and then present their tweet as a form of social currency to the chef. If the tweet got the thumbs up from the chef, they were given their sausage sandwich.

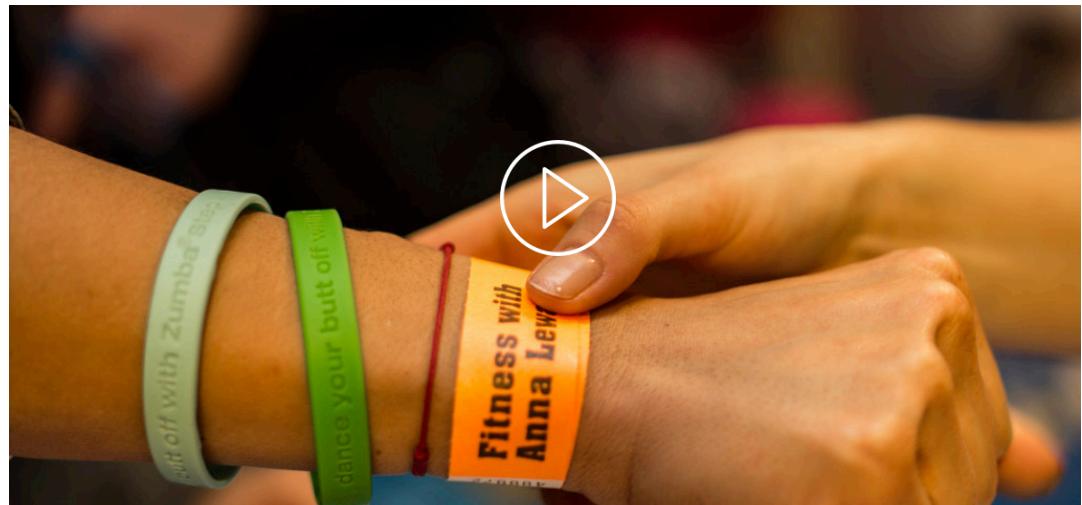
The activity not only resulted in an online reach of 270,000 and a 100% increase in Twitter followers for debbie&andrew's, it also achieved media coverage estimated to be worth £29,000.

02 Anna Lewandowska's Health & Fitness UK Roadshow

A member of the Polish National Karate Team, Anna Lewandowska is well known in her native country as a health and fitness blogger, but to kick-start her career in the UK she needed to create some noise.

Anna engaged marketing agency [GottaBe!](#) to organise a roadshow event that would take place in both Dublin and London. The one-day event included fitness training, nutrition advice and a meet & greet/book signing opportunity.

Although many customer engagement events can take months to realise a return on investment, the roadshow was actually designed to create revenue from the off, through ticket sales, book sales and sponsorship – a total of 900 tickets were sold, while partners that supported the event included Lebara Mobile and The Polish Bakery.



03 Poler Stuff's Poler at The Palace

This event is a brilliant example of what can be achieved when a number of smaller partners team up together. Camping brand **Polar Stuff**, joined with Allpress Coffee and airstream trailer company **Silver Belles** to launch its Spring 16 collection with a pop-up at The Brokedown Palace at Boxpark Shoreditch in London.

Held over four days, they offered visitors the opportunity to watch surf movie 'Freezing' while lounging in deckchairs and enjoying fresh coffee. Meanwhile Otter Surfboards and The Green Wood Guild also joined the collective to offer daily workshops.

silverbelles.com



04 Niftylift's Open Weekend

Niftylift is a manufacturer of mobile elevated work platforms. To celebrate the opening of its new headquarters in Milton Keynes, the company wanted to host an open weekend.

Niftylift briefed agency [Purity](#) to create an event that would appeal to clients, dealers, employees and the general public. Purity put Niftylift's product range at the centre of the event by featuring machines that visitors could view, operate and ride on!

Inside the new facility there was an exhibition and stage presentations where visitors could learn about the business, its innovations and interactions with the marketplace and local community.

Ensuring there was fun for all the family, the event also included inflatables, music and entertainment.

[wearepurity.com](#)



05 The Macallan's Macallan Residence

Premium malt Scotch whisky The Macallan hired experiential agency BEcause to increase brand awareness among younger affluent males.



To do this, BEcause transformed London venue Two Temple Place into The Macallan Residence, for a ticketed sensory tour through The Macallan 1824 Series.

During the two-hour event, guests could enjoy fashion, food and style experiences, whilst savouring a range of Macallan's single malts and whisky cocktails.

The experience was designed to "enlighten taste buds, educate noses and inspire iconic style choices – unlocking the very essence of The Macallan brand story."

It succeeded in attracting 700 attendees and increasing the brand's Facebook following by 28%

06 Barkbox's Barkfest

BarkBox is a US subscription service providing dogs with a monthly supply of toys and treats. In May the brand held its third annual Barkfest – a dog party organised in central New York.



The one-day event, designed by agency MKG, includes agility courses, splash zones, dog-friendly beer garden and a hot dog eating contest. It started out as free-to-attend event but after attracting more than 9,000 attendees last year, BarkBox saw an opportunity to increase revenue by ticketing the event. This year tickets sold from between \$40-\$130 (it's safe to say BarkBox is not such a small brand anymore!).

In 2015, Barkfest delighted its four-legged guests by presenting the first-ever dog-friendly fireworks show utilising LED technology, while other attractions included a selfie-station with celebrity dogs such as Crusoe the Celebrity Dachshund.

Conclusion

Experiential activity is a brilliant way to put your [brand in the spotlight](#), winning followers, fans and media coverage. Even if you're working with a [small marketing budget](#), teaming up with partners or ticketing your event can make it achievable.

Conclusion

Experiential marketing can be really powerful, and it doesn't have to be expensive or complex, though you certainly need to approach it in a smart way (and having some budget never hurts).

We hope this guide has helped answer the core questions you need to launch a successful experiential marketing campaign, and that we've provided plenty of inspirational ideas too.

One final, parting thought, is that the experience starts way before you get your customers to the event itself.

So if you want to present a great first impression - from beautiful landing pages, mobile optimised event registration, or a more personalised onsite experience - we hope you'll consider Eventbrite as your ticketing partner to make sure everything runs smoothly.

To find out how we can help you deliver a truly stand-out experiential marketing campaign, just call our team for a chat on 0800 652 4993 or email workwithus@eventbrite.com.

Eventbrite

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The online ticketing platform makes it easy for anyone to discover events, and to share the events they are attending with the people they know. Eventbrite provides a professional, simple way to manage and promote events to help you reach your business goals.

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“Eventbrite is a brilliant resource. It has given us another platform to sell and to promote our business. Our previous system for selling tickets was very labour intensive, but it's so simple now. It means we can spend more time with customers and less time on the technical stuff.”

James Sutherland, 56 North

“Working with Eventbrite was an easy choice. It's incredibly simple to setup and easy to use. It makes buying and selling tickets a doddle.”

Kelly Molson, Grub Club Cambridge