

Strategies of experiential marketing

What is it about?

- ▶ Below-the-line-marketing activities
- ▶ Live-Marketing
- ▶ Direct business communication
- ▶ Experiential marketing
- ▶ Brand performances

Thus communication measures that are not only to be looked at, but to be experienced with all senses.

What is "experiential marketing"?

- ▶ "experiential" ← "experience" = adventure
- ▶ brands are put on stage = brand performance
- ▶ face-to-face
- ▶ Designed spaces + designed time = sensible brand experiences

Thus the brand as an experience and an adventure to be perceived with all senses.

How can this be achieved by exhibition and event performances?

Match-making function:

- ▶ Aims and expectations of the visitors



- ▶ Targets of the organizer - exhibitor



- ▶ Targets of the sales team / the distributor

Exhibitions and events are visited just because the exhibitor's / organizer's performances offer experience for all senses, therefore especially the visitors of exhibitions and events are receptive to experiential performances. They should be met at that point.