



Panoptic Events

# PANOPTIC'S GUIDE TO EXPERIENTIAL MARKETING

BY PANOPTIC EVENTS

WE CREATE EXPERIENCES

Panoptic /pan'optik/ (Adj) "taking in all parts, aspects, etc, in a single view; all-embracing"

# Meet The CEO



## Craig McGee

I am a lover of travel, good food, learning from other cultures, passionate about self development, and football. My approach is "Choose life first."

Professionally, I have ran events all over the world for 18 years, from humble beginnings in Glasgow bars, to major Festivals in the USA and high-end MICE Events in Brazil.

Self-employed from the age of 18, I chose to follow my passion for Music & Events instead of an Economics course (whilst gaining a degree.)

From a background in the music industry, I set up Panoptic Events in 2014 and we have delivered over 3000 Experiences via Panoptic Worldwide in this time. Clients have included Microsoft, Audi, and Red Bull.

I also have a system I implement day to day based on Visioning.

[www.panopticevents.com](http://www.panopticevents.com)



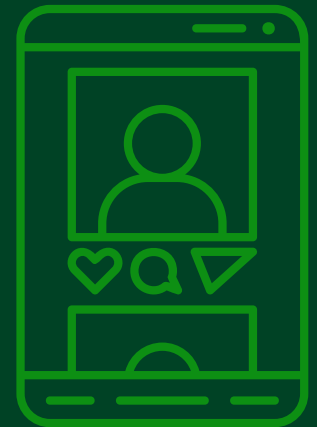


# Experiences

What makes them so important?

# 72%

of consumers claim that seeing friends' posts about branded experiences makes them more likely to purchase from the brand



# 98%

of consumers create digital or social content at events and experiences (and 100% share the content).



# 98%

of consumers feel more included to purchase after attending a brand activation

# 77%

of marketers use experiential marketing as a vital part of a brand's advertising strategy

"It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change." - Charles Darwin

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# What is Experiential Marketing?

## A Unique Strategy You Need!

Experiential marketing is a unique marketing strategy which invites audiences to interact with brands in real world situations. Also known as engagement marketing, experiential marketing techniques involve the design, creation and execution of physical brand experiences for consumers to truly understand your brand and its offerings.

Experiential marketing campaigns engage all of the senses, amplify the brand message and instil positive emotions within the consumer which then become associated with the brand, creating benefits that endure long after the campaign ends.

## Get Everyone Involved

Through the use of participatory, hands-on and tangible branding material, the business will not only show what it offers, but also what it stands for.

In comparison to traditional marketing techniques which typically involve projecting one-sided marketing messages to individuals via cold calls, flyers, adverts and banners in the hope that they will notice and respond, experiential marketing techniques instead set out to engage consumers in an exciting and organic way. This is achieved by designing an experience in which they can actively participate while memorably amplifying the brand message.



# What are the Benefits of Experiential Marketing?

## The Possibilities Are Endless

It is safe to say the benefits of experiential marketing are pretty much unlimited. Nowadays, it's all about that physical experience for consumers, and how your brand connects with its target audience matters. Specifically, how you choose to activate your brand directly impacts its ability to connect with the right audience. When you figure out how to engage and intrigue audiences in such a way that they are happy to share their experience of your brand voluntarily with others, you've hit the jackpot. If executed correctly, this is precisely what experiential marketing techniques can achieve.

## Benefits of Experiential Marketing

1. Brand exposure
2. Personalised consumer engagement
3. Brand love
4. Stronger connection between product and emotion
5. Reconnect with audiences
6. Reach new consumers
7. Consumer loyalty
8. Social shareability
9. Consumer reach

## You May Even Go Viral...

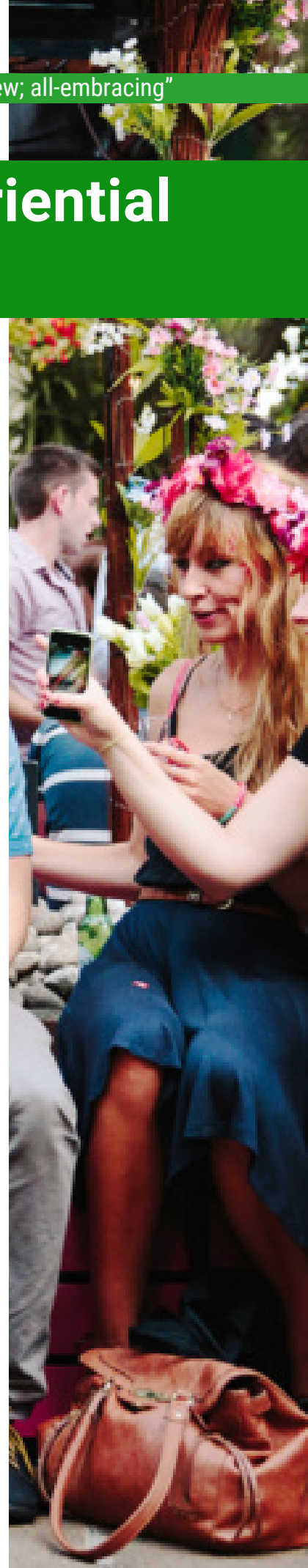
On top of the meaningful and authentic connections that this kind of marketing nurtures between both consumers and brands, effective experiential marketing campaigns create positive experiences for consumers which are then not only linked to the brand, but are often shared widely via social media and word-of-mouth, resulting in a strong social impact - and sometimes, the chance of going viral!

Consequently, meaning that experiential marketing is unlimited in the potential it holds to grow your brand and its visibility, generate brand love amongst consumers, enhance customer loyalty and reach new potential audiences in a personable and memorable way.

## Target ALL Generations

Experiential marketing, if executed correctly, is insanely effective for all generations - initiating a long-lasting bond between the customer and the brand that continues profiting long after the campaign is over. Unsurprisingly, 77% of marketers now use experiential marketing as a critical part of their brand's advertising strategy (EventTrack).

To put it frankly, nothing quite compares to the unique and durable benefits that experiential marketing campaigns can bring to the table.





# Epic Experiential Marketing Campaigns From Across The Globe

## Hendrick's Gin "Portals to the Peculiar"

In 2019, Hendrick's Gin invited audiences across the UK to 'Escape the Conventional and Embrace the Delectable' in a series of unique experiences hidden amongst the most ordinary looking locations, including an ATM, a laundrette and a newsstand.

Curious consumers were given the chance to depart the daily grind and jump into a world beyond the obvious, for a theatrical immersion into the peculiar world of Hendricks, infused with their signature scent of cucumber and rose.

The three portals included:



Pay a visit to "The Automated Transport to the Marvellous" (ATM) and step through a bank vault to withdraw from the usual.



Step in to "Lesley's laundrette", named after Lesley Gracie – Hendrick's master distiller, and crawl through a tumble dryer full of lost socks to gain a fresh perspective.



Walk up to "The Not-so-normal newsstand" and look beyond the headlines to find more interesting stories.

Each fully immersive experience featured a range of curious characters and strange situations, like being served Hendrick's from a blowhole of a Bulgarian Rose whale, riding a bicycle that carefully cut cucumber slices and enjoying gin-infused candy floss clouds.

Having been able to escape their daily grind and experience these peculiar yet delightful moments, consumers left with a greater appreciation of Hendrick's Gin.





# Epic Experiential Marketing Campaign Examples

## Lipton's Ice Tea Slip and Slide

To generate significant brand exposure, consumer engagement and position Lipton as a drink that can be consumed all year round, in 2015, Lipton set up a 100 meter Lipton Ice Tea branded water slip and slide right next to King's Cross Station, London, amusing workers on their daily commute and attracting fun-seekers to bring their inflatables and take a slide themselves, all while giving out samples of the refreshing beverage and offering audiences the chance to win tickets to a range of events like a sunrise cinema screening and a morning river cruise. The campaign saw individuals posting images and posts widely across social media platforms using the hashtag #BeADaybreaker.

Sounds like a successful campaign to us!

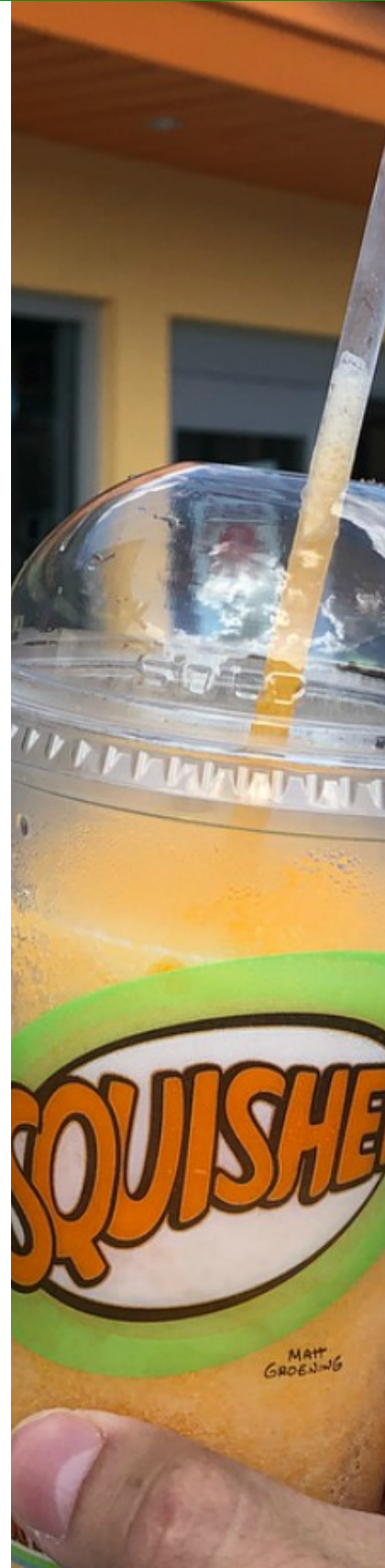


# Epic Experiential Marketing Campaign Examples

## The Simpsons Movie: 7-Elevens' Become Kwik-E-Marts to Promote The Simpsons Movie Launch

Imagine walking into your local shop and suddenly witnessing all of the familiar scenes from your favourite TV show. Well, that is exactly what The Simpsons decided to create to promote the launch of their new movie. In 2007, 20th Century Fox partnered up with 7-Eleven Inc. in America to transform their usual convenience stores into The Simpsons famous fictional 'Kwik-E-Marts', selling items that previously only existed on the cartoon show, including The Simpson's famous KrustyO's, Squishees and Buzz Cola.

This legendary campaign remains a fantastic example of experiential marketers making life imitate art to create an incredible buzz and a real life, unforgettable brand experience for consumers.



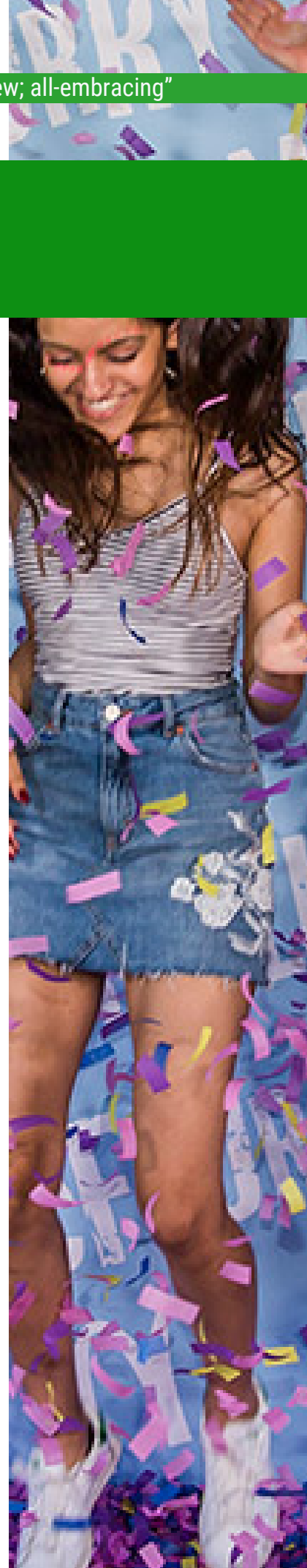


# Epic Experiential Marketing Campaign Examples

## McDonald's McFlurry 'Good Times' Campaign

With the aim of generating authentic brand love in a campaign which keeps the product at its heart - global brand McDonald's set out to connect with the millennial generation via their McFlurry Van Experience. In 2018, McDonald's built a giant McFlurry cup with the latest matrix booth technology inside and travelled across multiple partnering festivals around the UK - including TRNSMT, Fusion, Leeds and Radio 1's Biggest Weekend - in their converted Airstream trailer. Festival go-ers queued up in the masses for their chance to take a 180 degrees selfie inside the giant McFlurry cup, while the Airstream trailer dished out McFlurry freebies in return for pictures of the festival go-ers sharing their love for the brand across social media.

Sounds like a win win to us!





# Epic Experiential Marketing Campaign Examples

## Invisible Walkway Prank by Rexona Australia: Believe in the Invisible

To promote their invisible dry deodorant line and get consumers talking, deodorant brand Rexona designed the ultimate stunt to showcase the power of the 'invisible' through pranking consumers. Disguised as an ordinary ramp, the brand created an 'invisible walkway' placed bang in the middle of a Sydney shopping centre. Utilising motion sensors, sound effects and an impressive 4K Oled screen, unsuspecting shoppers jumped out their skin when they crossed the path and the floor collapsed below them.

While this one was certainly a risk, a strategically-designed prank is most definitely a way to get consumers talking about a brand!

See a clip of their prank here: [Believe in the Invisible | Rexona Believe - YouTube](#)



# Why Experiential Marketing is Crucial for Success

## Engagement, Connections and Consumers

Let's not sugarcoat it, experiential marketing campaigns take a lot of time and thinking to get right. However, when strategically designed and calculated, brands can truly reap the rewards of experiential marketing campaigns which is evident from past examples.

In a world which is becoming increasingly digital, 95% of marketers agree that live experiential events provide consumers with a valuable opportunity to form in-person connections (Bizzabo).

It is through human interaction and experiences which engage all of the senses that individuals' truly get to understand and form favourable associations with your brand and its product offerings.

Experiential marketing is concentrated on just that. Engaging emotional, sensory, cognitive and rational values to consumers, experiential marketing creates synergies which in turn increase brand loyalty, generating effective participation in virtual, in-person and mixed environments.

Put simply, experiential marketing creates connections, and connections are what bring consumers back time and time again. That is why we believe here at Panoptic Events, that activating your brand through experiential marketing techniques is crucial for success.





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CREATE YOUR LEGACY NOW.

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