



## Some very cool examples of experiential marketing

### Samsung

As part of its sponsorship of the 2012 Olympics, Samsung created brand experiences at various destinations around London, including St Pancras International, Stratford International, Westfield Stratford, Canary Wharf, Broadgate and Heathrow T1 departures lounge. Running from mid-July to early September 'The Samsung Studios' focused on demonstrating the new Galaxy S3 and Galaxy Note. Visitors could play with Samsung's Olympic Games app or have their photo taken on the Galaxy S3 and instantly turned into a personalised badge. There was also a competition to win an S3 and an around-the-world trip if people could be bothered to return every day to collect special pin badges. Notably, no products were sold at the Studios. Analysis showed that half the visitors spent between six and ten minutes at the Samsung Studio, while the average interaction was 7 minutes 45 seconds. For those in the market for a new phone, the average interaction was 8 minutes 15 seconds. After being at The Samsung Studios nine out of ten visitors claimed to be more likely to consider a Samsung phone as a result of having interacted with the Samsung Studio. And just over a third (35%) said they are much more likely to consider buying Samsung products.

### Red Bull Stratos

Pretty much everything Red Bull does is based around experiential marketing, from its Air Race, to its F1 team, to its extreme sports events. Though none of these garnered the same global attention as the Stratos Jump in which Felix Baumgartner passed the speed of sound as he broke a 52-year-old record for the highest recorded parachute jump. News channels around the world carried live coverage of the event, gaining Red Bull priceless brand exposure and PR.

### Sensodyne

When launching new Sensodyne Complete Protection, GSK wanted to demonstrate how its Novamin technology can help sensitive teeth, as well as encouraging people to think more about sensitivity and its impact on their lives. 'The Great Sensitivity Test' was set up near London's Tower Bridge consisting of three different zones. Zone 1 allowed people to have a sensitivity check with a dentist, win prizes, obtain free samples and see a demo of the product. Zone 2 was basically a giant tooth that gave people a decent vantage point for a photo. And in Zone 3 Sensodyne attempted to host the world's largest ever oral hygiene lesson, as a dental expert told a crowd of 232 people how to correctly look after their teeth. Overall the event achieved 150 media mentions and distributed almost 6,500 free samples. Dental sensitivity checks were carried out on 200 people, but there's no information regarding the impact on purchase intent.

## Game of Thrones

This one possibly veers more towards being a PR stunt rather than experiential marketing, but it's still very cool. UK movie and TV streaming service Blinkbox dumped a dragon's skull on a Dorset beach to coincide with the release of Game of Thrones series three.

It was the size of a London bus so naturally gained quite a lot of attention, with around 250 pieces of press coverage appearing in all. On the day Game of Thrones launched on Blinkbox the company saw a 632% year-on-year revenue increase and achieved its biggest ever day of trading. Whether that's down purely to the massive popularity of Game of Thrones or this PR stunt is debatable.

## UK store sleepover

In the UK Ikea hosted a sleepover in its Essex store in response to a Facebook fan group called 'I wanna have a sleepover in Ikea'. Almost 100,000 people joined the group and Ikea gave 100 of them the chance to actually spend a night in the warehouse. The winners were given manicures and massages, and had a bedtime story read to them by a reality TV star. There was also a sleep expert on-hand to give people advice and potentially help them choose a new mattress.



## Doc McStuffin's check up clinic

Doc McStuffin is a Disney Channel TV show about a six-year-old girl who heals toys out of her imaginary clinic. To promote the upcoming second series and increase merchandise sales Disney recreated Doc's clinic in Tesco, Smyths and Toys R Us in the UK. Children were given a 10-minute immersive experience where they took the role of Doc and diagnosed what was wrong with Big Ted. Children waiting for their turn were able to play with Doc McStuffin merchandise, do colouring in, or watch clips from the TV show. Almost 8,000 children took part in the experience, 75% of whom rated it as 'excellent'. Most importantly, it created a 5.3% increase in the propensity to buy merchandise.

**Task 2** Attachment 2 | Marketing

***“TV advertising will be only a third as effective as it was in 1990 due to increasing advertising costs and dramatic reduction in viewing figures.”*** McKinsey and Co.  
*The saturation of conventional media channels has led to the reduced effectiveness of traditional promotional methods. Consumers are becoming immune to advertising by fast forwarding through TV adverts using their hard disc recorders, blocking or ignoring internet banner advertising, and failing to hear the constant bombardment of marketing messages they encounter throughout their daily lives.*

