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Experiential marketing is revolutionizing marketing and business practice around the world. To survive tough competition, to avoid participating in price wars, and to reap the benefits of loyal customers and target audiences driving word of mouth, experiential marketing is the answer. This book has looked at experiential marketing from both a philosophical and practical perspective, allowing readers to come away with a clear understanding of how to brainstorm, strategize, plan, activate and evaluate integrated experiential marketing campaigns.

The context is marketing communications, so we began by looking at how many long-standing approaches to marketing, such as traditional advertising, are losing effectiveness. We demonstrated how experiential marketing and customer experience management are key differentiators in competitive business environments, paving the way for a new economic playground where brands and consumers enjoy interacting together.

Though experiential marketing is a pioneering approach and has therefore been subject to confusion and scepticism, this book has elaborated on the notable shift in business and marketing towards the new era of communications it represents. This book has positioned the big idea, always in the form of live brand experience, at the core of the experiential marketing programme, inspiring its readers to amplify that real two-way communication using a combination of marketing channels.

The forecast for the future of experiential marketing is that its philosophy will filter through every aspect of brand communication with target audiences and there will eventually be a shift towards a predominance of arranged or requested two-way interactions rather

than spontaneous ones that bank on target audiences happening to be at the right place at the right time.

For a successful experiential marketing concept to be born, the right research and brainstorming processes are needed. This book explained how to brainstorm top-line ideas using the BETTER creative brainstorm model, present those top-line ideas for review using the IDEA format, and then refine and structure the plan for best results and effective measurement using SET MESSAGE.

As a reader and an experiential marketer, it is up to you to pass on what you have read and share experiential marketing philosophies with other people throughout your organization. You must participate in this exciting three-dimensional revolution where customers, employees and brands work together as partners, mutually satisfying each other's needs.