

Is your brand satisfying what consumers crave?

Vicki Surprise,
Vice President,
Experiential
Marketing

BI WORLDWIDE

Consumers want authentic, hands-on-brand experiences.
Is your brand delivering?

Experiential marketing is a breath of fresh air. It's immersive, interactive and lets consumers have two-way conversations with your brand. This type of consumer engagement is gold, and **it pays off big time:** not only do you glean valuable insights about real consumer perceptions in real time, but you can also change those perceptions right on the spot.

Memorable. Agile. Responsive.

This is how you cultivate the holy grail of marketing: brand advocacy. Experiential marketing should be part of every brand's marketing mix, but it's especially critical for brands facing certain business objectives. Which of these ring true for you?

"Our brand needs to..."

Launch a new product or service	Shape and refine brand perceptions	Clarify or dispel myths and confusion	Inspire and celebrate real brand love	Boost visibility and increase awareness	Increase trial rates	Drive traffic in store and/or online
---------------------------------	------------------------------------	---------------------------------------	---------------------------------------	---	----------------------	--------------------------------------

In the case study below, you'll see just one example of how a savvy brand used experiential marketing to elevate the consumer and employee experience, drive brand advocacy and make a serious splash.

How an airline kept it real—and inspired brand love

A major airline company set out to celebrate the retirement of the iconic **Boeing 747**—fondly referred to as **The Queen of the Skies** by aviation enthusiasts. With a rich, decades-long history including 42 billion nautical miles of travel, it was important to capitalize on this event as a historically significant moment and share the honor of being the last U.S. airline to fly the much-loved aircraft.

The airline's 747 was known as so much more than an aircraft. She was an old friend that transformed careers and lives. This was a significant opportunity for the airline to celebrate its uniquely rich legacy and the passion of their loyal brand advocates.

Objective:

The company wanted to connect current and former employees as well as loyal customers with an exclusive brand experience. In addition to retiring the aircraft in style, the airline aimed to leverage the historical milestone to garner media attention and drive brand impressions.



Is your brand satisfying what consumers crave?

Solution:

In true rock star style, the brand embarked on a four-city tour worthy of an icon. The All Hail The Queen–The Farewell Tour included a series of in-flight experiences and hangar parties across the U.S.

Former crew and passengers shared stories and eulogized a persona like a dear friend. Captivating memories were shared: delivering Cambodian refugees to safety, transporting military troops during

Operation Desert Storm, stories of launched careers and finding lifetime love. The extreme appreciation for The Queen of the Skies was put on public display as attendees signed heartfelt messages all over the honored aircraft. Some literally kissed the 747 good bye, leaving lipstick marks on overhead bins inside the cabin.

This event was deeply impactful because it created a tangible experience harnessing emotions and memories scattered across the globe. It humanized a collective brand experience. While the event featured plenty of interactive engagements and high-tech touchpoints, this event stood out as a special opportunity to honor an important brand moment.

“When we were building this event, we wanted to make sure that all the people who felt so passionate about the plane had an opportunity to touch it, to sign it, kiss it,” explained a brand representative. “It’s hard to explain, but when you’re there to experience it, you get chills.”

Results:

The initiative garnered 125 million social media and PR impressions valued at \$921,860. PR impressions totaled 67 million while social media accounted for another 58 million impressions.

Lesson learned:

A press release can only do so much. By embracing an experiential approach that invites two-way communication, the company benefitted from heartfelt stories and emotional memories that reinforce the foundation of its brand. Bottom line: if you want to tell the world about your brand, let your audience do the talking. Consumers with real brand love can tell your story even better than you.

The most valuable results come from real, authentic engagement with consumers. Use experiential marketing to stand out and satisfy consumer cravings for a real experience.

As leaders in experiential marketing, it’s our job to make your job easier.

Visit: biworldwide.com or email info@biworldwide.com to learn more.

