

# INSIDE AN EXPERIENTIAL CAMPAIGN: PLANNING MEMORABLE BRAND EXPERIENCES

## The Power of Experiential Marketing: Key Stats

### Attendee Engagement

- 81% want to network with experts at events.<sup>1</sup>
- 68% enjoy meeting new contacts.<sup>1</sup>

### Immersive Experiences

- 64% say immersive experiences are the most important event element.<sup>1</sup>

### Brand Strategy & Success

- 43% focus on building brand loyalty through experiences.<sup>2</sup>
- 90% agree experiential marketing is critical to success.<sup>2</sup>
- 85% use tech to enhance their campaigns.



### Team Resources & Challenges

- 60% rely on in-house teams for their campaigns.<sup>2</sup>
- 59% struggle with limited resources.<sup>2</sup>

## Critical Components of an Experiential Campaign

### Target Audience: Know your audience.

### Goals and Objectives: Set clear targets.

### Budget and Resources: Allocate necessary funds.

### Location: Choose ideal venues.

### Technology Integration: Use interactive tech.

### Visual Impact: Bold, immersive designs.



## The Planning Process: Step-by-Step Guide



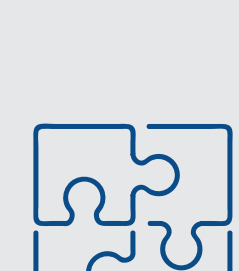
### STEP 1: Research & Concept Development

- Align ideas with brand.
- Use attendee data for personalization.



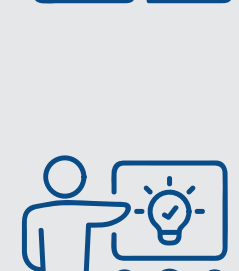
### STEP 2: Creative Visual Design

- Create immersive visuals.
- Add sound, lighting, textures.



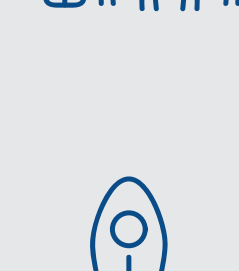
### STEP 3: Logistics Coordination

- Secure permits and venue.
- Design interactive spaces.



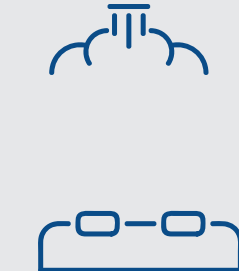
### STEP 4: Creating Audience Engagement

- Personalize attendee interactions.
- Offer VIP access or exclusives.



### STEP 5: Execution & Launch

- Set up branded photo ops.
- Train staff for engagement.



### STEP 6: Post-Event Follow-up

- Send personalized follow-ups.
- Provide exclusive content or offers.



Resources:  
1. <https://www.freeman.com/resources/freeman-trends-report-q1-2024/>  
2. <https://www.anyroad.com/state-of-experiential-marketing-2024-report>