


Experiential is dead.
Long live experiential

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It wasn't long ago
that experiential
was hailed as the
future for most
industries, but
since the Covid-19
crisis, experiential
is facing a seismic
shift with many
saying that it is
doomed for the
foreseeable future.

A person is seen from behind, looking out at a brightly lit Ferris wheel at night. The scene is filled with the complex metal structure of the wheel and various lights, creating a sense of being at a fair or amusement park.

*This has led to a dizzying use of the word
'pivot' and multiple brainstorming debates:*

**“how will we use
[insert latest hot new
ephemeral geo-fenced
live-streaming video
social platform]?”**

This kind of thinking
could be true of
experiential if you define
it as a marketing
channel that only serves
up virtual events - or face
to face experiences,
such as events,
trade shows, pop-ups,
sampling and so on.



However
experiential
marketing is in
fact a whole lot
more than that.

It is a technique
that represents
the absence of
channel.



It's format
free – designed
to be disruptive,
relevant and
inspiring,
meaning the
creative
opportunities
are truly
endless.



Florist, Lewis Miller, is thanking healthcare workers through flower flashes in New York.



The world's first drive-in raves are being held in Germany.



Neighbours in Ireland are enjoying outdoor movie screenings together.

Communities
worldwide
are applying
these experiential
techniques on a
grassroots level,
with incredibly
creative results.



Here's some examples of
how brands can continue to
do the same...



GALAXY - DRIVE-IN

Sense worked with chocolate brand, Galaxy, to host a luxury 1950's themed drive-in cinema in the heart of London to celebrate the launch of their new TV campaign. Celebrity guests and influencers sat back and enjoyed the screening of Roman Holiday, starring Audrey Hepburn, whilst in the comfort of their own car - with plenty of chocolate treats on hand.

PEAK PERFORMANCE - CATCH MAGIC HOUR

Swedish outdoor brand, Peak Performance, opened digital pop-up stores accessible on your mobile in the most beautiful and remote locations throughout Europe, Asia and the Middle East. What better way to get people inspired than by helping them experience the transformative nature of Magic Hour?



CANAL+ - INSOMNY COFFEE

French TV operator, Canal+, wanted to launch their 'all you can watch' VOD service in a big way. Stemming from the belief that the only limit to binge-watching your favourite show is sleep, they launched their own coffee brand – Insomny – to keep people watching movies and series day and night.



BURGER KING - HOME OF THE BILLBOARDS

More recently, adverts out on the streets have been rendered relatively useless as most people are locked inside of their homes. Burger King's solution? Entice people to use images of the fast-food chain's present billboards as backgrounds during their video conference calls, rewarding them with a "Buy One Get One Free" Whopper coupon.





The takeouts

Keep the brief focused on the business problem - stay media neutral and avoid getting prescriptive.

Think about what your brand stands for - and where you can add genuine value whilst being culturally relevant. How are people feeling and what do they need right now?

Never be afraid to think big and push the boundaries. Experiential marketing is meant to leave a lasting impression so constantly test yourself and the limits of your creativity.

Be agile - the future belongs to the fast

Sense.

The Futures Lab is the latest innovation from Sense, a strategically-driven Brand Experience agency that produces unique creative moments to capture the hearts and minds of any audience. With offices in New York and London, we are passionate about creating thoughtful real-world experiences that impact culture and reach communities in meaningful ways.

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[#ExperienceMatters](#)

THE
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If you'd like to hear how your brand can be part of a new wave of brand experience, get in touch:

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Next up:

It's time to embrace
the uncertainty

>02

*Thanks to all the brands and agencies for their continued inspiration