

# It's time to embrace the uncertainty

> 02

Sense.

'Context' is defined as:

*The set of circumstances or facts that form the setting*

Marketing is generally built around the 'setting' (place, position, environment) which tends to be predictable and has been for many years.





Now our circumstances  
are unfamiliar and so  
the setting is uncertain,  
creating a marketing  
challenge.

Unless your marketing  
requires no set format, is  
highly adaptable and  
can work within  
any context...

A bronze statue of a young girl in a dress, standing on a city sidewalk. The statue is wet, with water droplets on its surface. In the background, there are tall city buildings, a red truck, and a street sign that says "Morris".

Cue experiential.

A technique not a channel,  
with no fixed execution type,  
that delivers a moment of  
unexpected disruption and  
inspiration, in an otherwise  
limited landscape.

A highly versatile tool,  
that can insert your brand  
where it's least expected,  
yet is most relevant – providing  
stand-out and triggering  
unrivalled brand consideration.

With brand experience,  
it's possible to adapt your  
marketing to the 'new normal'  
setting, and still 'show-up' -  
perhaps better than ever.

The background is a solid pink color. In the upper right quadrant, there is a white L-shaped graphic element consisting of a horizontal line and a vertical line meeting at a right angle. Below this, centered horizontally, is a black rectangular box containing white text.

Here are some brilliant  
brand examples of this



## SKY - DISCOVERY TRAILS

Sense worked with Sky TV to bring awareness to their Amazon Rainforest initiative at a time when people were most receptive, moving away from more typical experiential environments. To do this, we teamed up with The Forestry Commission to create *Discovery Trails* in woodlands across the UK. Each trail featured interactive installations that explored links between the surrounding nature and the Amazon. To care about anything far away you have to appreciate what's closer to home.

## GOOGLE - STONEWALL FOREVER

To commemorate the LGBTQ rights movement in New York City, Google created a digital monument for the 50th anniversary of the Stonewall riots. The AR experience is at Christopher Park in Greenwich Village, which has a sculpture dedicated to the movement. When visitors download the Stonewall Forever app and scan their surroundings, hundreds of rainbow-colored particles digitally appear—each leading to digitized archival materials from the movement's early years.



### TRIBECA ENTERPRISES - DRIVE-IN

Tribeca Enterprises, in partnership with Imax and AT&T, have announced plans for 'Tribeca Drive-In', a film series set for summer 2020 at drive-in theaters and other exclusive venues nationwide. The limited engagement US series is designed to "provide families with a safe, comfortable entertainment experience in cities and towns across the country".



### NESTLE KIT KAT - HAVE A BREAK

There have been various global iterations of the Nestle Kit Kat bench over the years - playing on the timeless brand message to 'have a break' and the 'plank-like' appeal of the famous wafer bar. These guerilla marketing placements are there to generate buzz but also, very simply, make you crave a Kit Kat whilst taking a break, meaning there is no other option at the first store that you pass.





*Indecline, Naked Trump Statues*



*Pigalle X NIKElab Basketball Court, Paris*

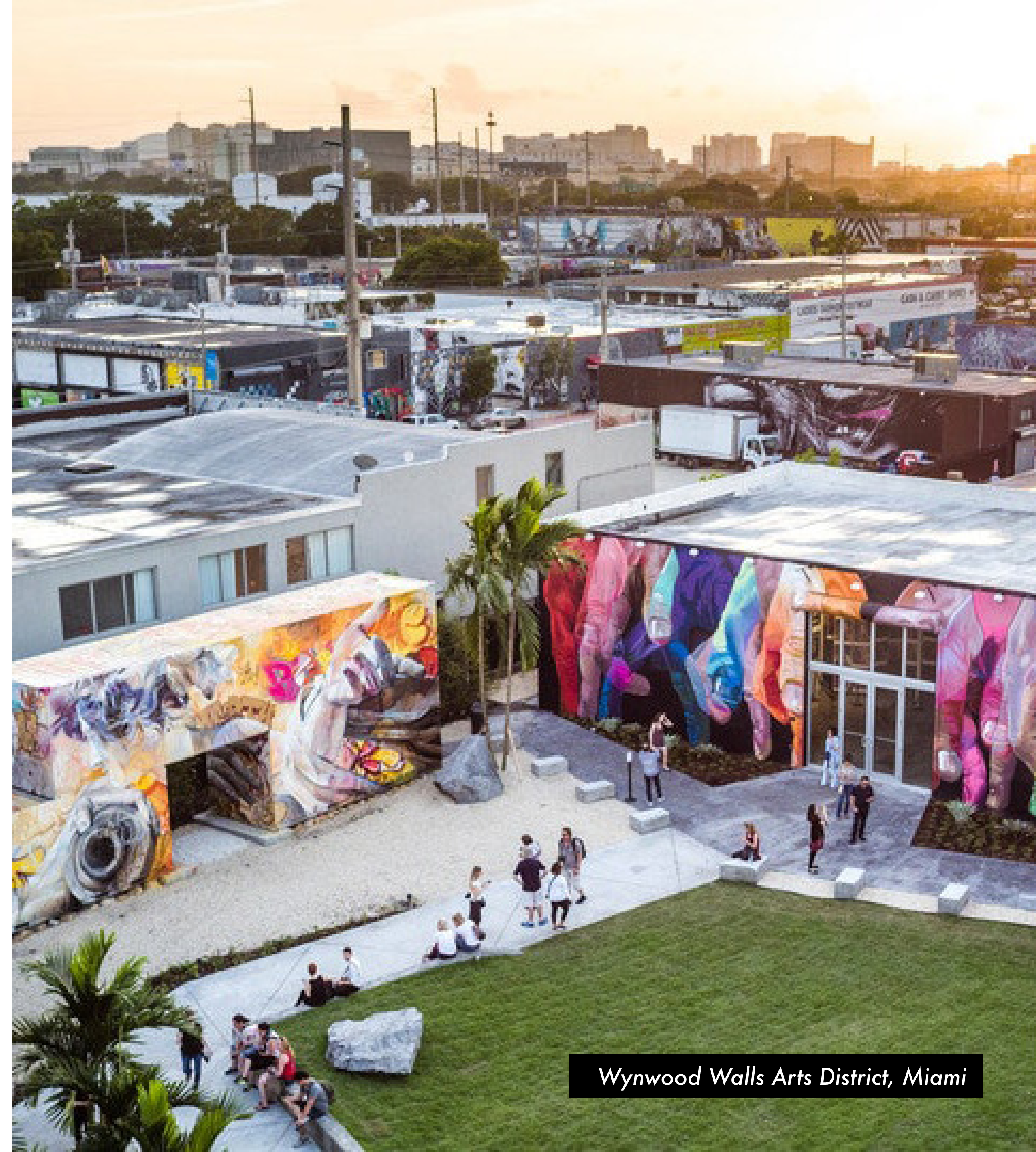
We see expressions of this same approach in other genres too.

Whether for making a statement with art, for area regeneration or space transformation, strategically placed installations, murals, pop-up exhibitions and stunts have been used for some time, as a highly effective means to surprise, delight, drive headlines and revenue.

Inspiration can be taken from these ideas and applied to brand experience. With added layers and digital overlays, to provide detail, engagement and capture data.

“What the Goldmans have done with Wynwood Walls is like the story of the phoenix — they’ve created a neighborhood out of the ashes,” says Miami mayor Francis Suarez.

The giant art installation dramatically changed the face of Miami’s Wynwood community, from a desolate warehouse district to one of the city’s most popular public art attractions.



*Wynwood Walls Arts District, Miami*



## The takeouts

Imagine all the real world environments your audience can be found right now, and when and why people will be most receptive to your message.

Sensitive, useful, entertaining concepts will particularly appeal - enhancing an otherwise repetitive day.

Always think strategy and concept first, execution second – never start the process in reverse. It will limit your options and the potential of a great idea.

*There is no need to fear the uncertain, when format is really only 'hygiene factor'*

# 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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THE  
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Next up:

How to be heard  
not herd

>03

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