

How to be heard, not herd

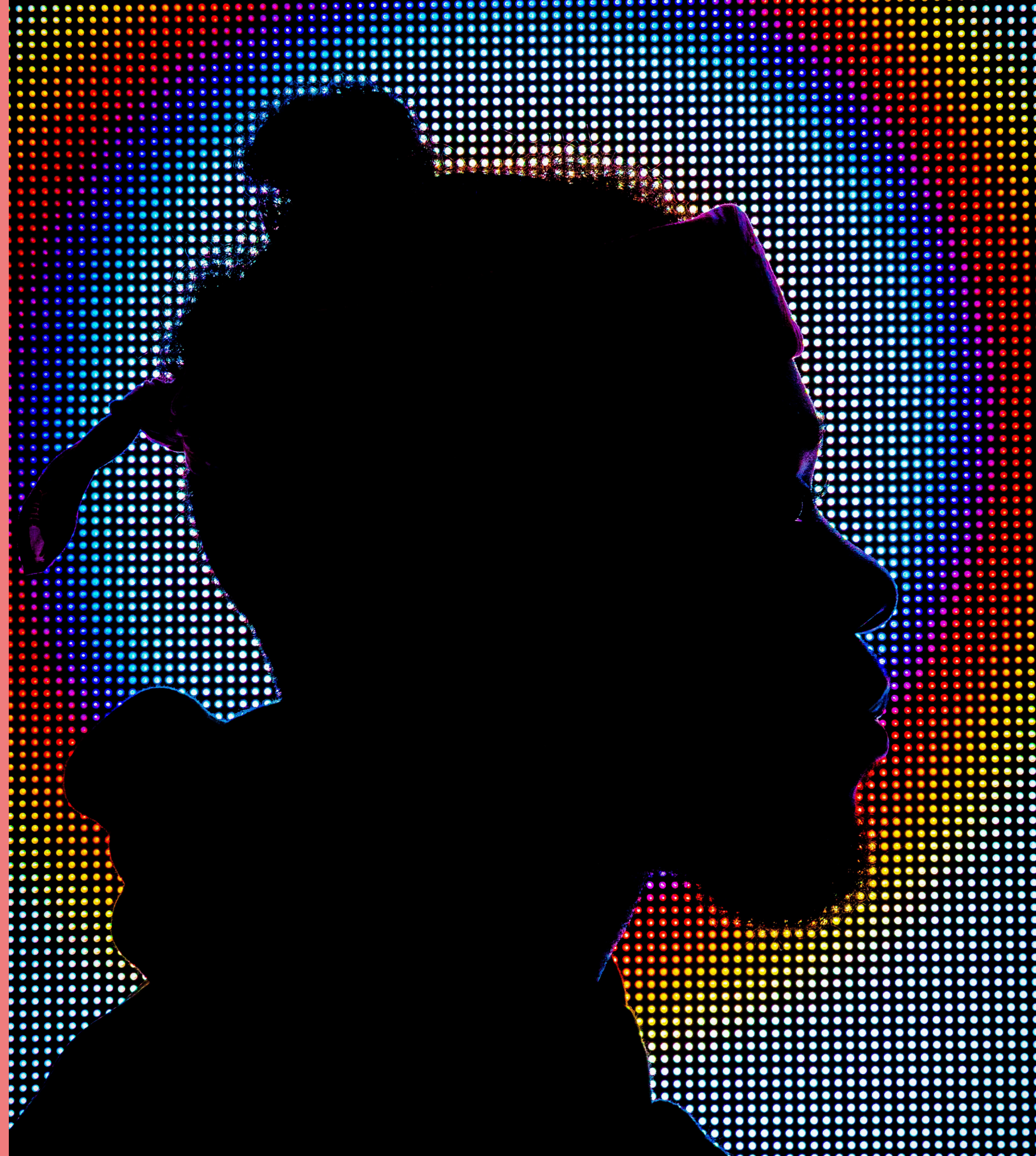
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Sense.

We've been asked by many clients what a digital translation of their campaign might look like.

And for some this is a very valid question. For others, perhaps it isn't.


Digital experiences can be an excellent execution option, but they are not the Covid-19 answer to brand experience.



A vibrant scene of a crowd celebrating with colorful powder (pink, orange, yellow, blue) in the air. In the background, a large industrial building with several tall smokestacks is visible under a blue sky with white clouds. The text is overlaid on the image.

Brand Experience:

*Physical
Disruptive
Arresting
Relevant
Inspiring*

A red L-shaped graphic element consisting of two perpendicular lines of equal length, one horizontal and one vertical, meeting at a right angle.

Before you immediately
default to digital, it's
important to remember
what constitutes a successful
brand experience and why,
in many ways, this is often
superior to 2D alternatives.

Can this be achieved without people?
(Or safely with people?)

Absolutely.

Stunts are still very doable,
as are drive-in screenings, music
events, projections, appropriately
positioned installations,
and soon, socially distanced
street-based activations.



A black and white photograph of a man with a beard wearing an Oculus VR headset. The headset is prominently displayed, with the 'oculus' logo visible on the front. The man's face is partially obscured by the device, and his eyes are closed, suggesting he is immersed in a virtual experience. The background is dark, making the man and the headset the central focus.

If digital is the right approach, consider all the options
available to you.

A 'blended experience' could give you the best of both
worlds – encompassing a real world physical moment
with a digital overlay:

Digital or virtual events

From OD to live stream and Oculus gigs

AR gamification via app

Think Pokémon Go to achieve a real world blend

Branded social media

Consumer generated content, influencers, sponsored hashtags

At home experiences

Think door drop with QR code for AR / digital build



Here are some brilliant
brand examples of this



TWININGS TEA - MAKE WATER WONDERFUL

Sense worked with Twining's Tea to deliver a 'boost in a pack' to desks and doorsteps. A vibrant selection of herbal teas to colour your water and provide an alternative taste sensation to H2O. We partnered with Huffington Post to add a digital layer, with stimulating content to enjoy whilst savouring your tea at the 3pm slump - plus prize incentives for sharing feedback.

MARRIOTT INTERNATIONAL - ALOFT HOMECOMING TOUR

Sense partnered with talented artist INSA to create memorable moments for the guests of Marriott's Aloft Hotel group. Working with INSA's cutting edge augmented reality tech, we built a bespoke app to bring his stunning static art to life. The art surrounded stages at live gigs across the globe, creating a multisensory extravaganza. Whilst this experience was intended for crowds, the same could be achieved on any static surface, anywhere.



CHIPOTLE - TIKTOK TIMEOUT

Chipotle are ticking all the Gen Z and millennial boxes through their increasing portfolio of work with Tik Tok – from which they are achieving meteoric success. A large portion of that success comes from its partnership with some of the biggest influencers on the platform, who create compelling yet down to earth content – albeit for giant super bowl audiences – often incorporating ‘real world’ moments.

Chipotle delivery drivers have featured in videos, winning large cash prizes for taking a moment away from their rounds, to participate in lo-fi influencer games. These moments of genuine surprise and delight are created from a moment of lo-fi, in-home game-play, which just happen to be witnessed by millions.





The takeouts

An immediate pivot to digital might seem like the most obvious answer at this time – especially if that’s what your competitors are doing. Don’t let that be your rationale.

Think challenge and strategy first, not trend or execution. Your range of options will become broader this way and the results might surprise you.

Real world marketing remains a unique super power, despite the challenges of Covid-19. In a world where we’re compromising so much actual for virtual, people will appreciate you keeping it real.

Sometimes it pays to be different.

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 FUTURES LAB

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:

Are analogue experiences
the antidote to our times?

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