

When was the last time an ad  
stopped you in your tracks?

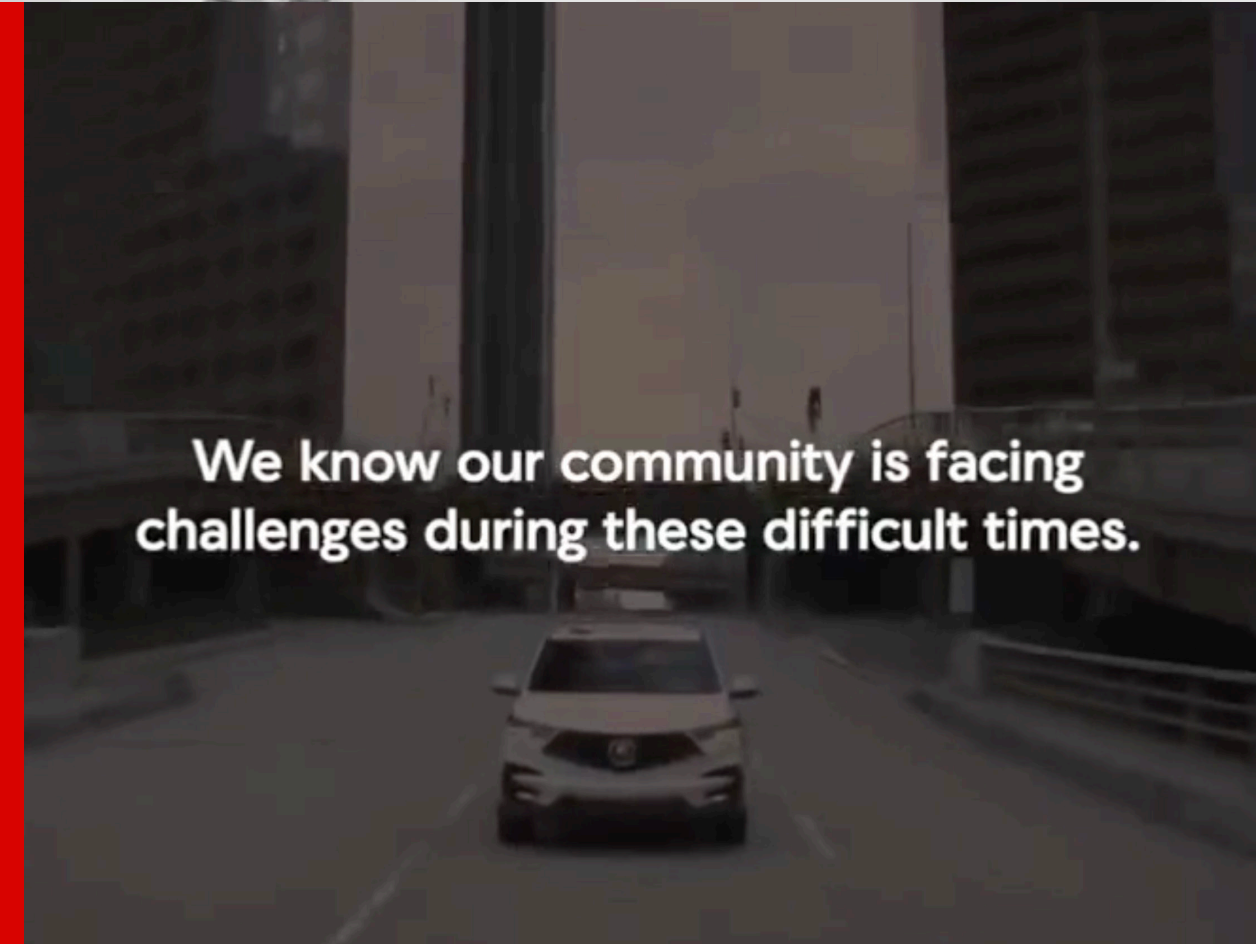
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By now, most of us have all seen the spoof videos, “Every Covid-19 ad is exactly the same” and “Hey, we’re a brand”, which point the finger at brands following the same commercial template:

- ☑ *Cue somber music*
- ☑ *A reminder of how the brand has been with the consumer throughout these “challenging,” “trying,” “uncertain” or “unprecedented” times*
- ☑ *Assurance that we’ll get through this “together”*
  - ☑ *Close with rousing music and scenes of people clapping from their homes*




**Our  
teams  
are  
here**



**T<sup>®</sup>**  
**WE'RE WITH YOU**



**Indeed** wants you to know we're here.



These videos made us think,  
when was the last time an ad  
stopped us in our tracks?

It's a metric we don't associate  
with traditional advertising.  
Most marketing lives by metrics  
such as impressions and reach,  
people passively absorbing  
messages as they go about  
their daily lives.

Brand experiences are judged by their ability to stop people in their tracks - to truly disrupt.

It's measured by metrics such as interactions, engagements, dwell time and sales. It's held to a higher standard than normal marketing.



JR, Kikito - Tecate, Mexico



To disrupt, first brand experiences must be distinctive. In a tedious world of routine, it pays to be different.

A study conducted by Richard Shotton gave 500 participants a list of 16 numbers, 15 in black and 1 in blue.

Participants were 15 times more likely to remember the blue number.

*People remember things that stand out.*

Here are some truly impactful  
brand examples of this



## TRUTH INITIATIVE - TREATMENT BOX

In order to raise awareness of the opioid crisis, a "Treatment Box" was set up in New York, streaming the three day recovery of 26 year old opioid addict, Rebekkah. The scenes of her shaky limbs, nausea, vomiting and insomnia played out on a three-dimensional installation.

## HANDS ON - WRAP UP LONDON

Sense worked with Hands On London to promote their Wrap Up winter coat donation programme, wrapping London's statues to show how our most exposed would benefit from people's generosity. Even if you had passed these statues on auto-pilot, you couldn't help but do a double take after this.



## EDEKA - EMPTY SHELVES

To show the importance of diversity, at a time when immigration tensions ran high, Edeka supermarket cleared all imported products from their shelves in Hamburg. The result was a hard hitting stunt that showed Germans just how much they rely on an value imports from abroad.



## PURINA - STREET VET

Pet food brand Purina ran a wellbeing stunt for dogs, by creating an interactive billboard in Paris that scanned canine urine for diseases. Urine was analysed on the spot and alerted owners to any problems. A truly disruptive experience, whilst also being rooted in utility.





## IKEA - THE GOOD SHIP

To promote their new London branch, their most sustainable in the UK, IKEA created the Good Ship, a remote-controlled boat that travelled down the River Thames clearing waste from the heavily polluted river.

## JOHN FREIDA - HAPPILY FOREVER AFTER

To launch Frizz Ease Forever Smooth, Sense worked with John Freida to transform the Oxo Tower in London using 3D projection mapping into a tower for Rapunzel, played by Millie Macintosh, to let down her hair from.





## The takeouts

Define what your brand or product stands for - and what makes it different to competitors. Can you sum this up in one sentence? Sweat test this against similar brands to make sure it's something only you can say.

Focus on evoking an emotion and be entirely relevant to your audience and context - stopping them in their tracks.

Bring that message to life in a tangible, visceral way that people can experience in the real world - with a supporting amplification plan for huge viral returns.

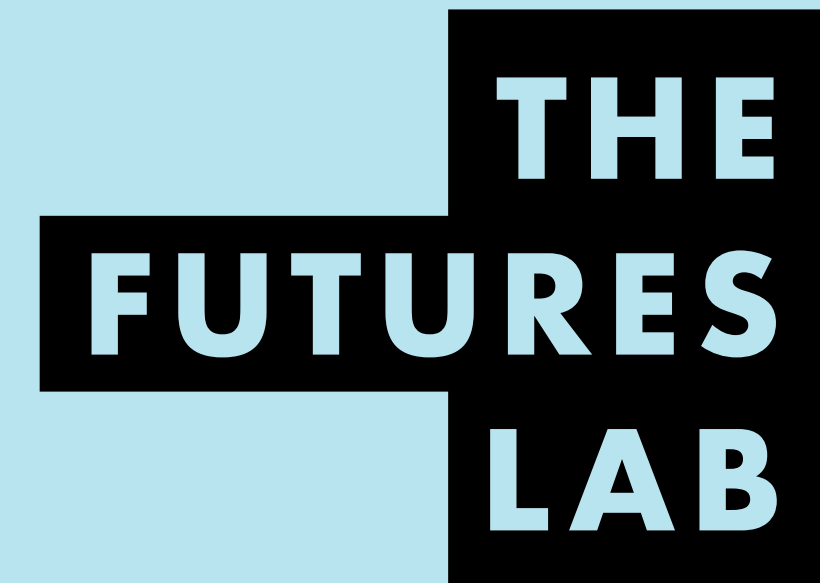
*Remember, fortune favours the bold.*

# 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*

*sensemktg.com*

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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:*

NEW YORK

Sarah Priestman

*sarah@sense-nyc.com*

LONDON

Lou Garrod

*lou@senselondon.com*

**Next up:**

**Give a little  
to get a little**

**>06**

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