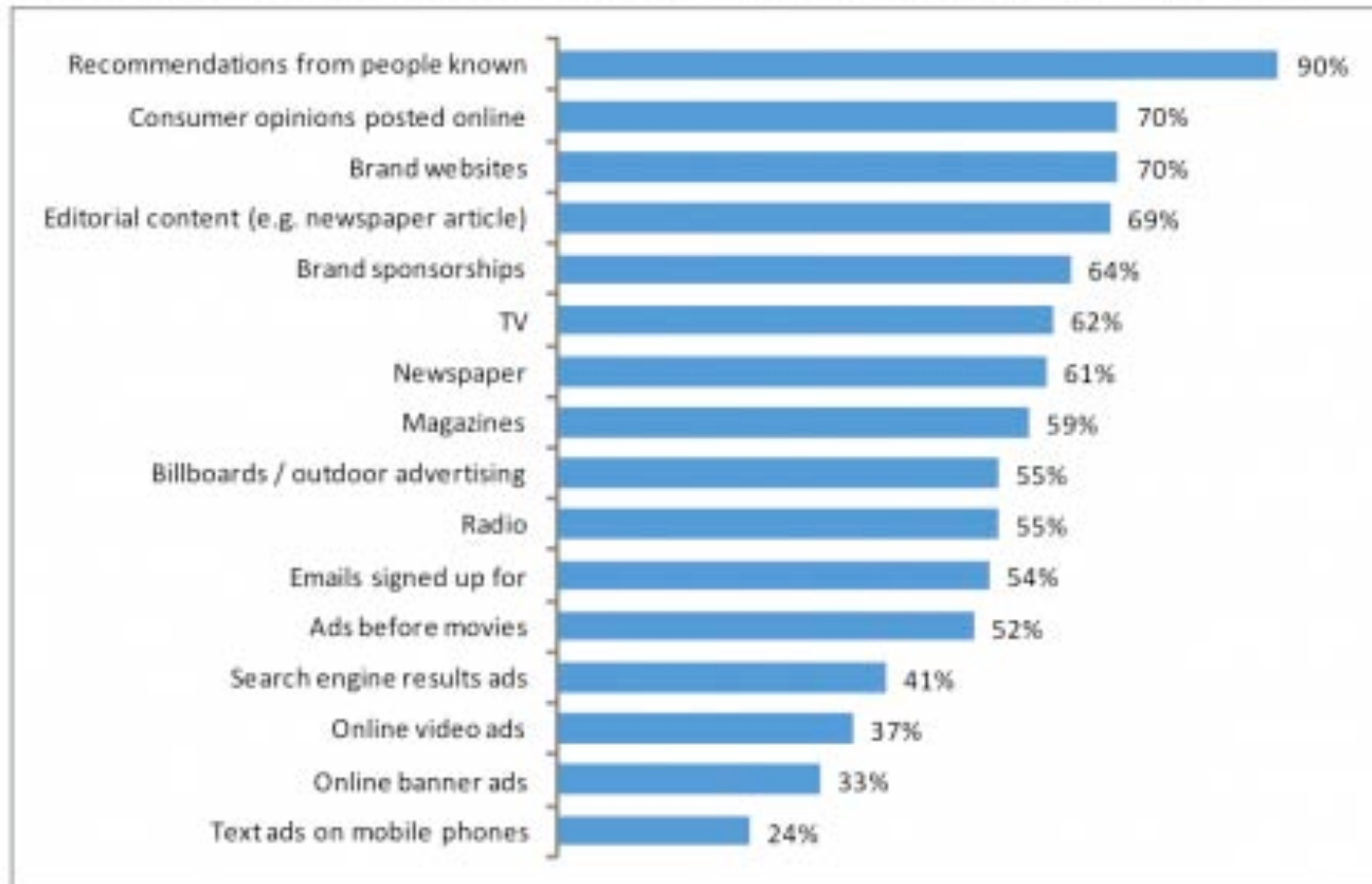


What is Experiential Marketing?

Tuesday 26th January 2010

Why Experiential Marketing?

Chart 1: Have some degree of trust* in the following forms of advertising in April 2009



Source: Nielsen Global Online Consumer Survey April 2009 / Base: All Respondents

*E.g. 90 percent of respondents trusted "completely" or "somewhat" recommendations from people they know

WHY? Media and Brand Saturation

- We're born into a world of brands



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WHY? Media Savvy Audience

- Don't SHOUT your brands at us!



WHY? If you give us bullshit ideas.....



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WHY?

We'll tell you where you can stick them



WHY? Brands Sometimes Market by Numbers

- Our Brand Must do.....
- TV
- Press
- Billboards
- Radio

- YAWN!

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90
91	92	93	94	95	96	97	98	99	100

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WHY? Generate Crucial Word of Mouth

- Water Cooler Conversations



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What We Do...

We give
people great
things to talk
about



HOW?

Create 'Little Moments of Joy'



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Market LIVE in 3 Dimensions



Head
Think

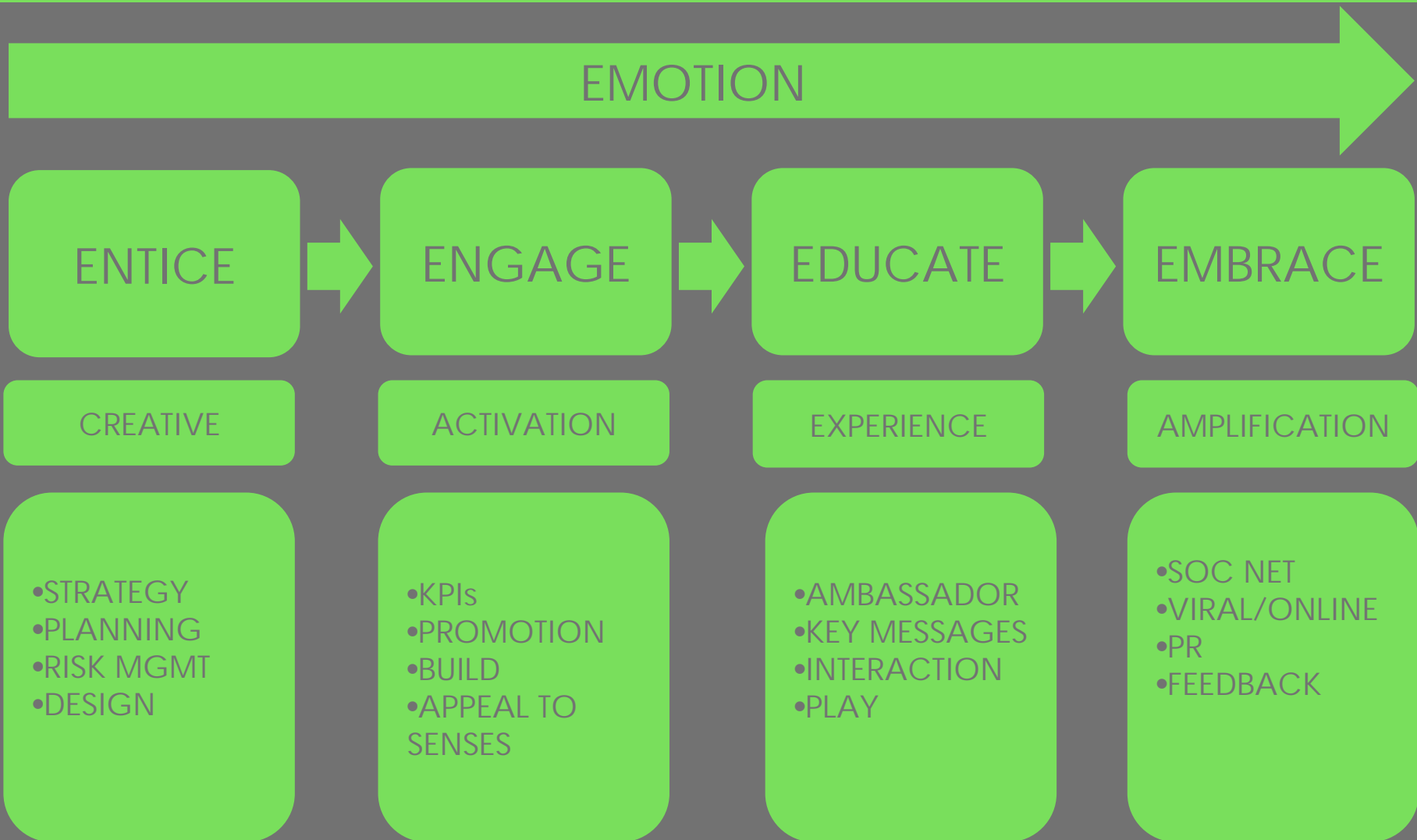


Heart
Feel



Hands
Do

How it All Works: The 5E Model



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What AmbientX Do:

Experiential Marketing

Campaign
Creative

Activation
Planning

Sampling

Stunts

Soc Net
Amplification



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What AmbientX Do:

Sponsorship Leverage

Brand/Property
Fit

Engagement
Strategy

Activation

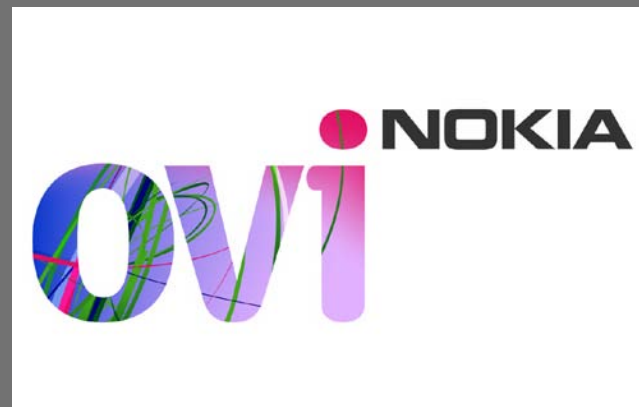
Event/Media
Relations



Risk Management – A Safe Pair of Hands

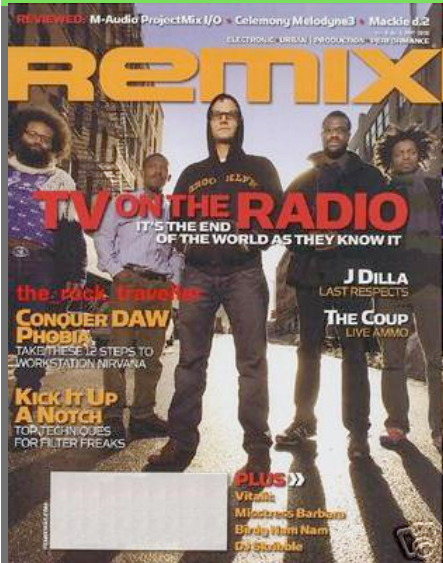


Then AMPLIFY the activity: Social Networks



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Then AMPLIFY the activity: PR, Radio and Press



The New Zealand Herald

Wednesday, March 26, 2008

NEWS



ENDURANCE PAYS OFF FOR DURAN DURAN

One of the world's most enduring bands, Duran Duran, is in Auckland and ready to win over a new generation of fans, Simon Lobbie, John Taylor, Nick Rhodes and Roger Taylor will be kicking off their world tour with a one-off show at Vector Arena tonight.

The band has developed a new show that blends some old hits like Girls On Film and Save A Prayer with songs from their new albums.

But they were keeping tight-lipped about what they had in store for the concert spots expected at the show.

"What you try and do is mix in the songs people want to hear — and mix that up with some surprises," Lobbie said.

When asked about the fans, Taylor joked they hadn't changed at all since the band first got on to the international stage. "Only enough the fans haven't changed, they're all 16-year-old girls."

Lobbie said their music seemed to appeal across the generation gap. "It goes through from kids to people our own age."

The tour will continue at least until the end of July.

STILL ROCKING: Duran Duran members start their world tour tonight and (top right) the band in their heyday. PHOTO: KEVIN MAZUR



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Ensure Measurability For the Brand



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The key measure of success is simple:

Turn
consumers
into vibrant
Brand
Evangelists



Why Clients Come To AmbientX?

New Zealand's most experienced practitioner of experiential marketing.

We're the experts – it's our core competence and what we're in business to do.

We deliver unique, measurable ROI for all campaigns.