



Experiential Marketing: A practical guide to interactive brand experiences

By Shaz Smilansky

Kogan Page Limited/Viva Books, 2009. Softcover. Book Condition: New. First edition. Experiential marketing is predicated to be one of the biggest growth areas within marketing over the next five years?and many organizations are beginning to adopt an experiential marketing orientation, placing live brand experiences at the core of their overall marketing strategies. This innovative form of marketing will become key to brands who strive to engage their customers, and Experiential Marketing will be essential in showing companies the way forward. In addition to numerous high-profile interviews and international case studies, the book includes coverage on: ? The benefits of an experiential marketing approach ? Outsourcing versus in-house marketing ? Setting objectives ? The target audience ? Bringing the message to life ? Experiential strategies ? Selecting locations and brand ambassadors ? Gauging effectiveness ? Measurement, evaluation and LROI Consumers are constantly inundated with repetitive traditional advertising messages which bombard their consciousness, interrupt their TV shows and get in the way of their everyday lives. Often, the consumer does not feel any real emotional connection with these brands ? and if they do buy, it is simply because the brand that shouted the loudest got their attention. This outdated approach to...



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Reviews

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