

What is experiential marketing?

Creating experiences that allow audiences to actively engage with your brand.

People stop being spectators of your advertising. They become participants.

It starts with an actual in-person experience (limited in reach).

It builds by creating stronger emotional connections.

This leads people to share the experience with others, in person and online



Characteristics of successful experiential marketing

Participation

Sensory
Engement

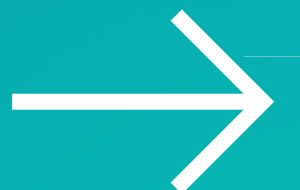
Emotional
Connection

Linked back to brand purpose or product

Storytelling

Social
Sharing

Earned
Media



Forms experiential marketing can take

REPEATED FROM POP UPS

Pop-ups

- Product sampling
- Temporary retail store

Immersive Tech

- Product sampling
- Temporary retail store

Brand Installations

- Interactive exhibits
- Art installations

Live events

- Sports
- Concerts
- Festivals

Community experiences

- Workshops
- Fitness events
- Volunteering

Mobile experiences

- Traveling roadshows
- Branded vehicles

Digital

- Interactive online experiences
- Gaming
- Virtual Worlds

One of the most impactful is involvement in sports



Experiential – Lululemon



Experiential – IKEA



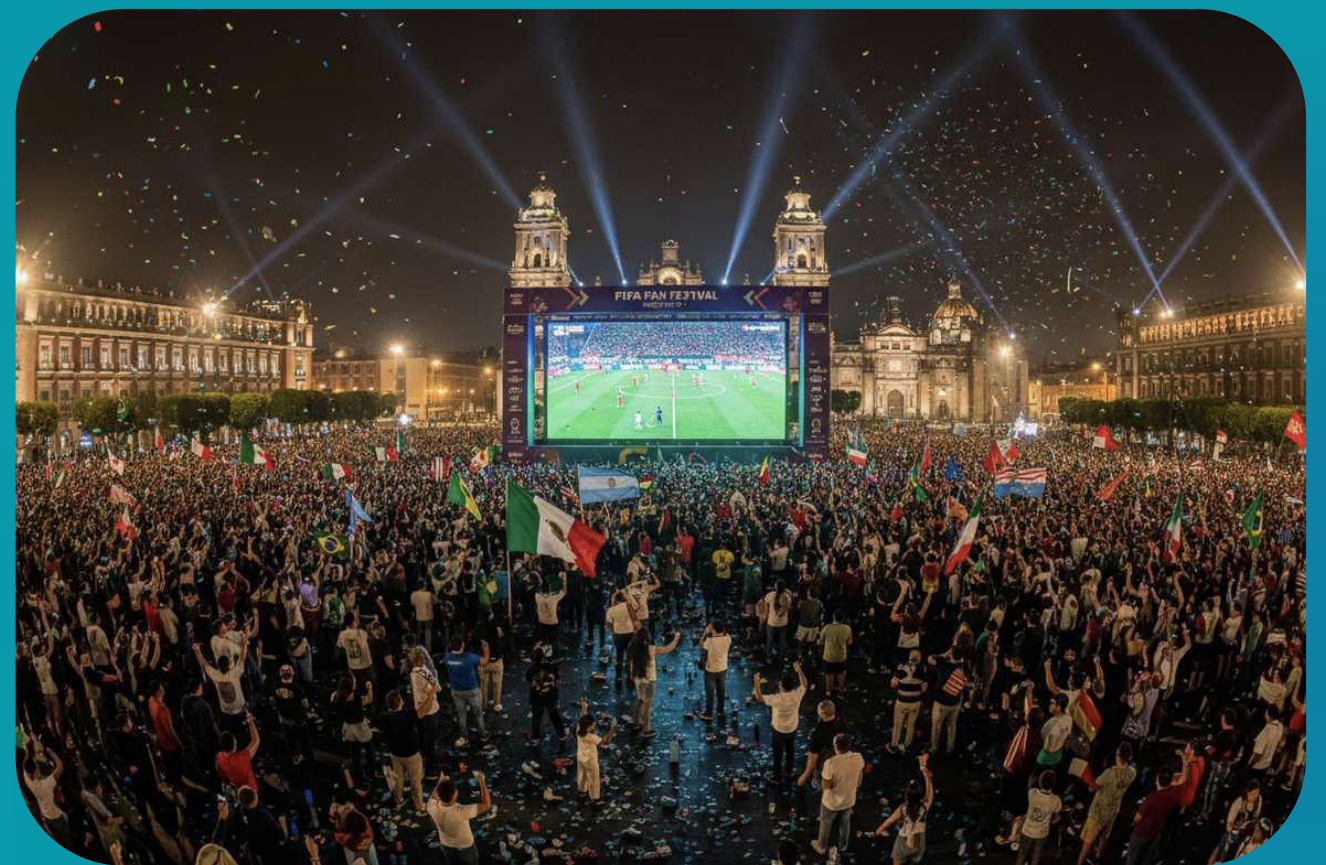
Experiential – Lego



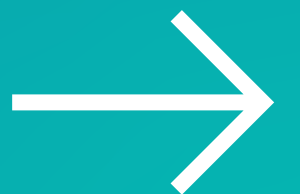
Experiential – Canada Goose Mall of America



The World Cup – a unique opportunity for experiential



- Billions of eyes glued on the same 104 matches over 39 days
- 3 host countries, 16 venues
- 48 national teams
- Almost 100% attendance at the stadiums
- 5.5 million attended Fan Festivals outside the stadiums



Profiting from the World Cup – three different strategies

Official World Cup partner sponsorship:

- Buy exclusivity and institutional legitimacy

Official country team sponsorships:

- Buy local relevance, fan allegiance and wider fame if the sponsored teams win

Guerrilla marketing – unofficial sponsorship

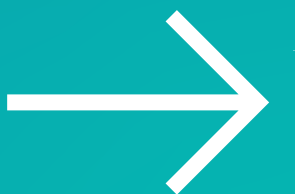
- Dream up unofficial and unorthodox ways of creating brand presence without paying for it



Building Brand Value through Official Partnership—Adidas

• REPEATED FROM WORLD CUP SLIDE

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Building Brand Value through Team Sponsorship—Nike

- Sponsors 12 national teams instead of an official FIFA sponsorship
- Nike makes football central to celebrity culture, rather than Adidas' heritage to protect



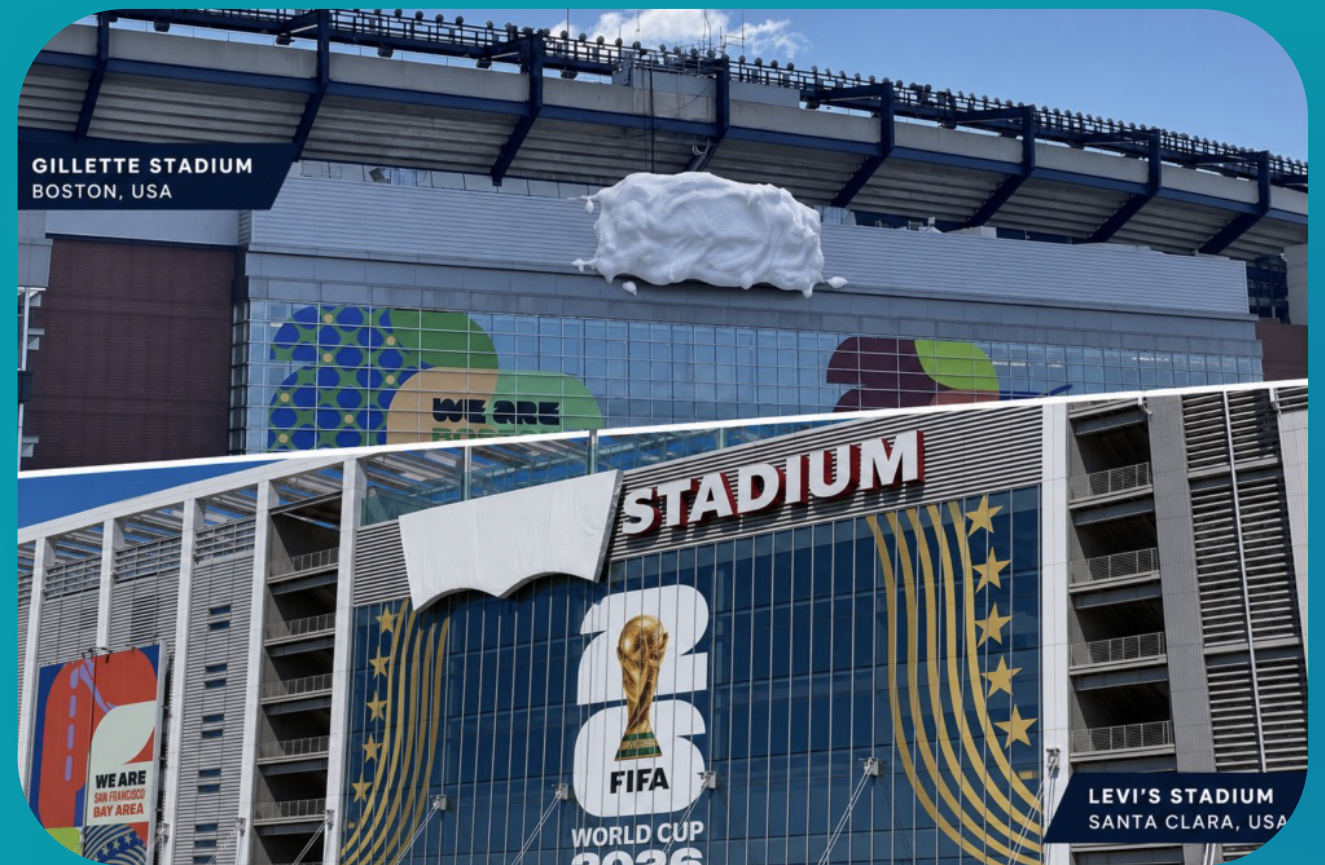
Kylian Mbappe kicks off a Nike street game



Kim Kardashian appears in Rip the Script, Nike's World Cup film



Building Brand Value through Unofficial Sponsorship – Levi's, Gillette, Heinz



- FIFA forced stadiums to cover up their naming sponsors and rename
- Stadium Heinz bottles has to be covered in black tape
- The brands turned the restriction into guerilla marketing campaigns



How does association with FIFA build brand value?

In rough order of importance:

1. Mental Availability
2. Emotional Relevance
3. Brand Credibility
4. Sales Growth



How has each strategy worked to create brand value?

Mental Availability

Ambush campaings were the winners

Brand	Estimated social reach	Earned media value
Levi’s	15-30M	\$8-15M
Gillette	5-15M	\$3-7M
Heinz	8-20M	\$4-8M

Emotional Resonance



Football heritage & credibility



Defiance & cultural confidence



Greatness, confidence, energy, excitement



Cleverness & wit



Humor, absurdity, joy

Brand Credibility

Category Credibility



- Football gold standard



- Winning
- Innovation

Cultural Credibility



- Defiance
- Cultural confidence



- Cleverness
- Wit



- Joy

Sales Growth

Nike so far

Metric	Adidas	Nike
Expected Revenue Growth	-1.7%	\$8-15M
Expected EarningsGrowth	-6.1%	\$8-15M
Merchandise Sell-Out Rate	7%	\$3-7M
Average Jersey Price	\$95	\$4-8M

No data so far for Levis, Gillette, Heinz
Not about immediate sales, but driving preference and value

Building value – Nike is winning

- Major turnaround under a new CEO
- Stock has lost $\frac{3}{4}$ of its value since 2021
- World Cup sales are contributing to restoring the brand and bringing back innovation

