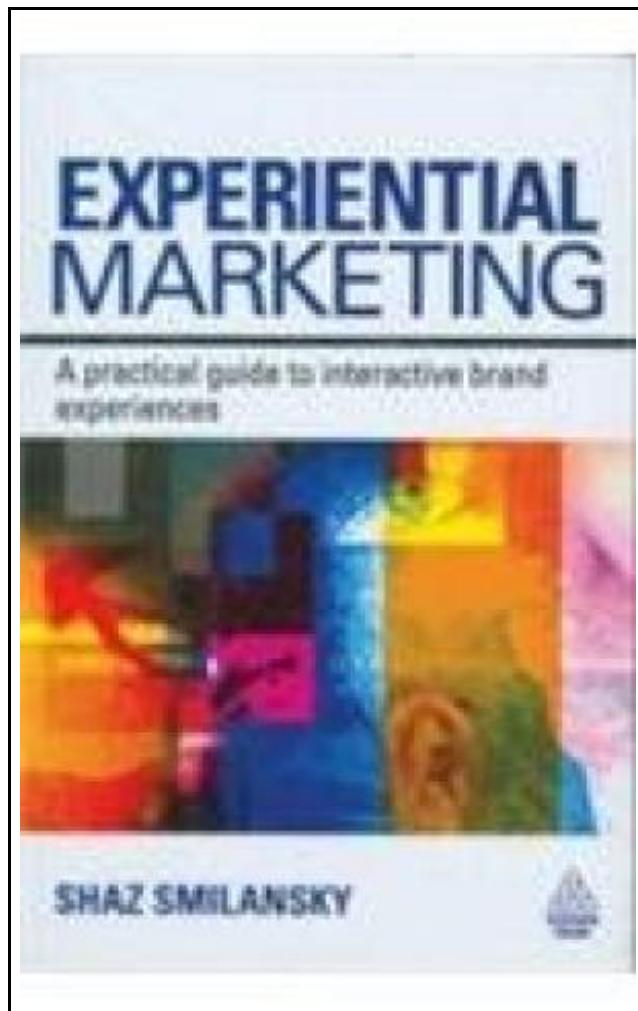


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EXPERIENTIAL MARKETING: A PRACTICAL GUIDE TO INTERACTIVE BRAND EXPERIENCES

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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 This outdated approach to marketing communications is dying, and fast. This engaging new title is a practical guide to experiential marketing, a methodology that is revolutionizing the face of marketing as we know it. Experiential marketing campaigns are geared around live brand experiences ? two-way communications between consumers and brands, which bring brand personalities to life and develop long-lasting relationships with target audiences. Experiential Marketing explores this new era in marketing communication, which gives customers a fabulous brand- relevant experience designed to add value to their lives and ultimately increases customer brand loyalty. This book demonstrates how experiential marketing fits in with the current...

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