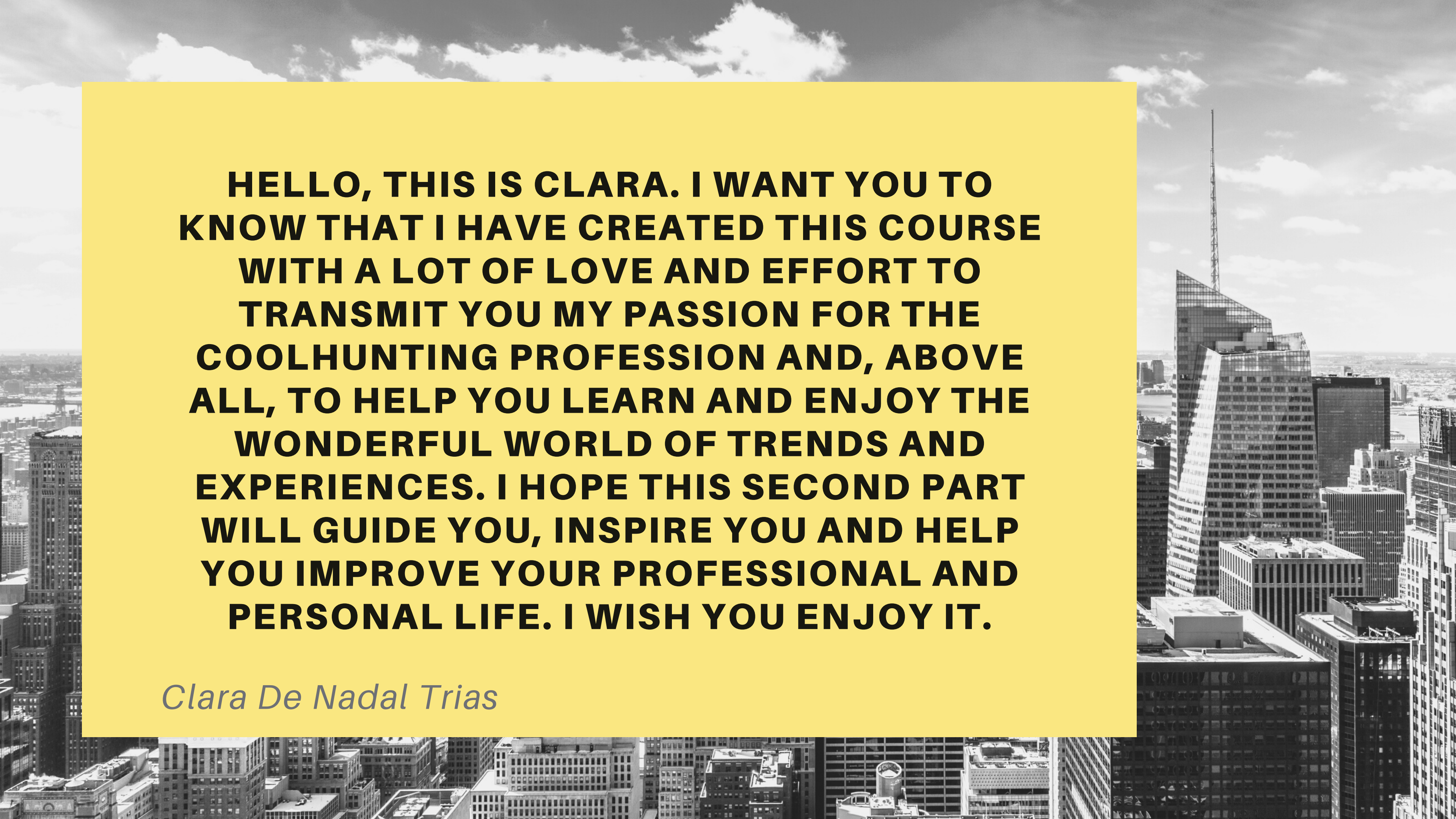PART TWO OF THE DIGITAL COOLHUNTING COURSE:

EXPERIENTIAL MARKETING INFLUENCER MARKETING

by Clara De Nadal Trias

HELLO, THIS IS CLARA. I WANT YOU TO KNOW THAT I HAVE CREATED THIS COURSE WITH A LOT OF LOVE AND EFFORT TO TRANSMIT YOU MY PASSION FOR THE COOLHUNTING PROFESSION AND, ABOVE ALL, TO HELP YOU LEARN AND ENJOY THE WONDERFUL WORLD OF TRENDS AND EXPERIENCES. I HOPE THIS SECOND PART WILL GUIDE YOU, INSPIRE YOU AND HELP YOU IMPROVE YOUR PROFESSIONAL AND PERSONAL LIFE. I WISH YOU ENJOY IT.

Clara De Nadal Trias

INDEX

About Brand Identity

"THE DIFFERENCE BETWEEN HAVING AND NOT HAVING BRAND IDENTITY, IS HOW THEY REMEMBER YOU"

Clara De Nadal Trias

Experiential
Marketing

WATCH VIDEO
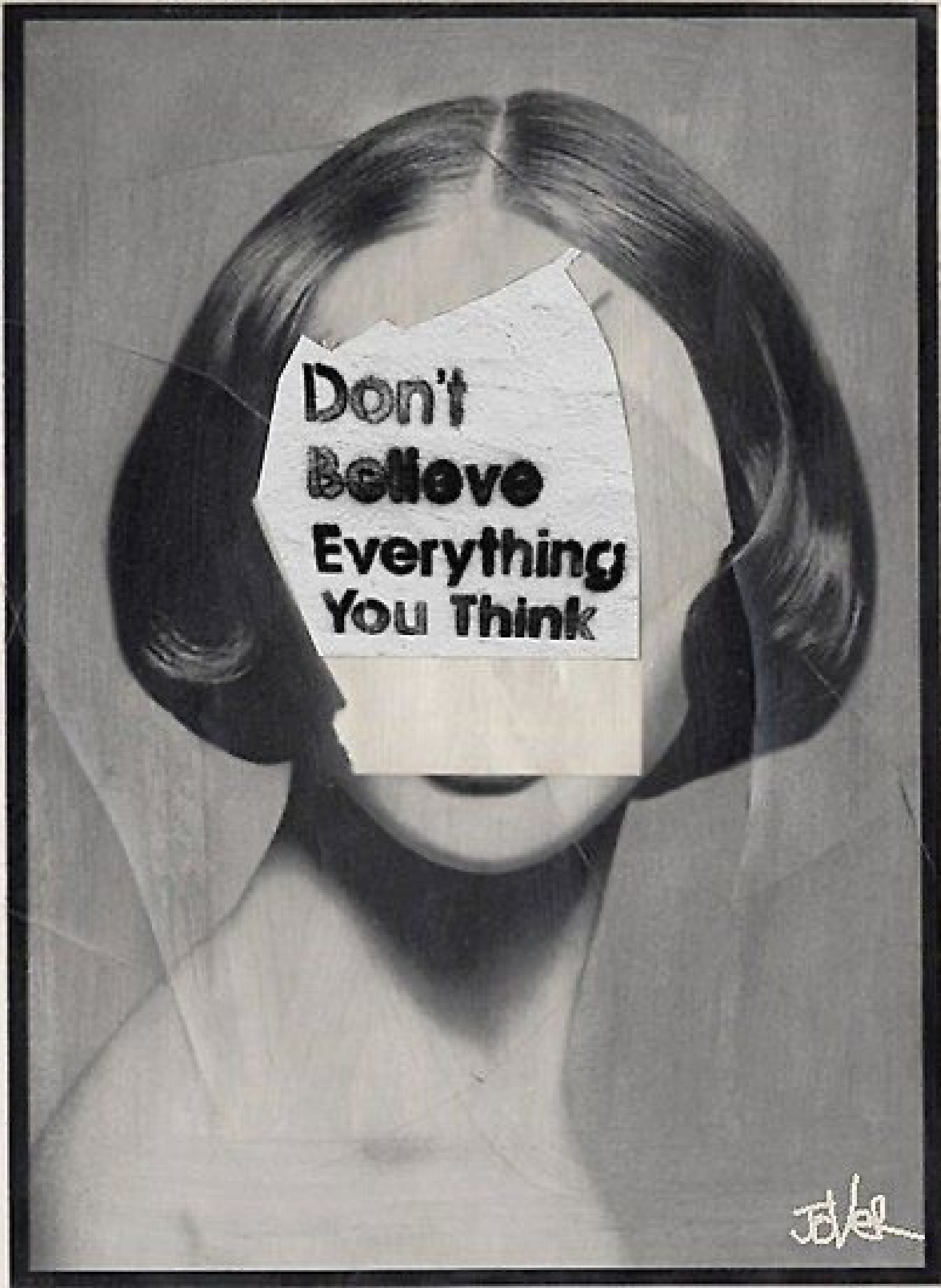
We live in a time where offering products or services is no longer enough. Consumers now want to also feel identified with the brands they consume. And to achieve that **brands have to offer them experiences**.

Experiential Marketing is currently one of the most used techniques to provide experiences: **advertising sales strategies that place the customer at the center**, making them to participate with the product or service that is being promoted so they can feel identified with it.

How? Stimulating the senses and emotions of the consumer through offering a unique experience (new or nostalgic), that unconsciously makes him/her believe that "he/she can only get it with that brand".

This **methodology** is based on the fact that:

"a client chooses a product or service for the experience it offers before the purchase and during its consumption"

Thus, while traditional marketing focuses on aspects of the product such as its quality, characteristics and benefits; **Experiential Marketing focuses on the customer itself and the obtained experiences during the marketing and use of the product or service**, to promote an emotional bond between the consumer and the brand, which will later be a differentiating element compared to its competitiors.

But... **How did traditional Marketing evolve to experiential marketing?**

At the beginning of the 1980s, the value of emotions **acquired a fundamental weight in the buying and consuming process**, and marketing began to take into account the emotions of individuals, in addition to rational choice decisions.

Until then, the traditional approach was inefficient in providing unique experiences in the consumption and post-consumption process, because it focused on product functionalities such as utility and use.

Bernd Schmitt, considered the father of Experiential Marketing and author of the world bestseller: Experiential Marketing, considers **three factors that allowed the emergence of experiential marketing:**

- **<u>Linking through Information Technology:</u>** companies and customers can communicate and link more easily.

- **<u>Information from Information Technologies:</u>** information gives companies knowledge on how to interact with customers and externalities and what measures to take.

- **Communication between actors:** the dialogue between both parties allows companies to put emphasis on the customer.

That is, technological development served as a media for business innovation, but in also caused four fundamental differences between traditional and experiential marketing.

Differences between traditional Marketing and Experiential Marketing:

- Experiences allow the customer to be hooked through emotions and memories beyond the product or service.

- The holistic (mea. The whole or that considers something as a whole.) conception of the client as opposed to the merely rational one.

- The use of interdisciplinary methodologies and not only analytical or statistical.

- The evaluation of the cultural context of consumption, in addition to the characteristics of the offer.

Experience category:

1. Client participation during the experience can be **passive or active**.

Passive: involvement is not essential for the successful development of the experience.

Active: participation is the key element.

2. The relationship or dialogue with the client during the experience can be **absorbent or immersive**.

Absorbent: people evaluate the event internally.

Immersive: the client actively participates in the creation of the experience.

Types of experiences:

Entertainment To experience sensations. Client involvement is necessary. **Example:** light or sound shows.

Esthetic For contemplation and interaction with the environment. Client involvement is not mandatory. **Example:** art exhibitions with objects and situations in natural or human-made spaces.

Educational To learn and be willing to learn new things. Client involvement is necessary. **Example:** conferences, questionnaires, wine tastings, etc.

Escapist To experience physical experiences. The implication of the client is total. **Example:** sport racing.

**Experiential Marketing.
Real examples**

CASE 1: CAMPER

Considered one of the best examples of Experiential Marketing in recent years thanks to the SS19 advertisement campaing.

The footwear brand was inspired by objects from our daily lives to create the spring / summer 2019 collection by creating belonging feeling, so consumers can identify Camper shoes with objects from their near surroundings. Even better, to bring back memories you have already lived.

ZARA SCENES

WATCH VIDEO

CASE 2: ZARA

One more example of great Experiential Marketing campaign in AW19-20 thanks to new technologies is the success of the videos and the euphoria of Netflix.

Fast Fashion jumps to the big screen with Zara Scenes: a "series-type" visual format, to show some their collections by chapters while offering a new shopping experience, entertainment and continuity.

Consumers will be waiting when the next chapter comes out!

THE WAKE UP CALL

She wakes in the middle of the desert in the back-seat of a car, when she is
woken by the distant sound of a phone ringing...

▶ 01:30   SHOP CAPSULE

NEW
BERMUDA PINZAS
29,95 EUR

NEW
PETO DENIM ZW PREMIUM WORKER OVERALL
49,95 EUR

NEW
BLUSA ESTRUCTURA VOLANTE
29,95 EUR

NEW
CAZADORA DENIM BOLSILLOS
49,95 EUR

NEW

NEW

+COLORES

NEW

CAZADORA PIEL 80S VINTAGE

129,00 EUR

NEW

PENDIENTES ARO EDICIÓN LIMITADA

22,95 EUR

NEW

PETO DENIM PREMIUM OVERALL

49,95 EUR

NEW / +COLORES

CAMISETA AJUSTADA

7,95 EUR

CASE 3: BARBIE

Another recent (February 2020) example of **Experiential Marketing** campaign applied to product, helping to promote belonging feeling is the one created by **Barbie**. The famous doll brand, which is always committed to gender diversity, has launched new dolls on the market with physical conditions never considered until now as: a doll with vitiligo, in a wheelchair, with a leg prosthesis and one without hair. In this way **it manages to reach the consumer by normalizing the reality of the physical diversity that exists in the world**, while playing.

About Trendsetters

"BEING COOL IS HARD, STAYING COOL IS HARDER"

Clara De Nadal Trias

Digital Influencers and Influence Marketing: What, How, When and Why

Influencer

The word "Influencer" comes from English and refers to **that person who has the power to influence people, provoke reaction, build opinions and create community around them.** So the Digital Influencer does all that, but on the internet.

Influence Marketing

Marketing technique that brands use consisting of **using Influencers to influence its community of followers and encourage them to buy the services or products that the brand is interested in selling.** This technique seeks to achieve credibility by generating collaborative strategies between companies and influencers, to create content and experiences that will connect the brand with its audience in a more natural and spontaneous way.

The art of influencers

However, it is common for administrators, business owners and marketing executives to have doubts about influencer marketing, and one of the most frequently questions is about benefits:

Is it worth investing in digital influencers?
Answer: absolutely.

5 benefits of influence marketing:

Increase brand confidence

Followers trust the opinion of the influencer because they are part of a community, speaks "in the same language" and understands the tastes and needs of its audience.
The proximity between followers and influencer in some cases is so great, that people consider him/her as a friend.

Effectively reach your target audience

Generally when we investigate a certain product or service, **do we trust more in the advertising of the brand or in the opinion of a friend?**
Researches prove that most people tend to respond "that the opinion of another consumer generates more confidence". Therefore it is on this premise that influence marketing is based.

Increases range power

Influencers have a large community of followers on Social Media waiting to hear what its favorite influencer has to say. Hiring them for influential marketing actions **can be very useful to promote large and small businesses and also for brands that want to expand their rage of operation and increase its market share.**

It encourages shopping behavior

Many people think that influencer marketing only works for branding, but this is a big mistake.
Shopping behavior and conversion can be affected by the opinion of influencers, and as a consequence, their narrative is capable of influencing directly the shopping process of consumers.

Enrich the digital presence

Undoubtedly, the benefits are aspects that do influence the importance of its use. Therefore, **the success is to find digital influencers with the same values as the brand.** They will talk about the brand on their social networks, will make it known and as a result the brand's digital presence increases.

10 influencer Marketing trends that are going to explode in 2020

<u>**10 influencer Marketing trends that are going to explode in 2020**</u>

1. More emphasis on the use of MicroInfluencers with less than 10 thousand followers

2. Instagram continues to be a key channel, however you have to keep an eye on **Tik-Tok**

3. Monitor fake promoted content
Always tag brands with their official Instagram accounts

4. Longer relationships between brands and influencers to promote "trust" in consumers

5. Unstoppable growth of Influencers, microinfluencers and now as well **referencers**

6. Influencers are now required to notify their followers if the content of posts are sponsored **using the #ad hashtag**

7. Verification of "economic results" obtained
Brands will take into account the economic results obtained after each influential marketing action to hire carefully a specific Influencer

8. Video content grows.
Video is the most used by Influencers and demanded by consumers. **Dear brands, stay tuned**

9. More focus on Storytelling
The story behind the brands, their actions and values

10. Influencer marketing is here to stay!

About Coolhunting

"DON'T FOLLOW TRENDS, START THEM"

Clara De Nadal Trias

YOU HAVE COMPLETED THE SECOND PART OF THE COURSE:

DIGITAL COOLHUNTING

by Clara De Nadal Trias

IF YOU WANT TO KEEP IN CONTACT YOU CAN FOLLOW ME ON:

@claradenadaltrias
@coolhuntinglab
@_____nomansland

Thank you for your trust acquiring the second part of this course. Keep learning on the website and don´t forget to use the code COOL20 for a 20% less on all products!

Big hug, Clara De Nadal Trias