



MARKETING ON THE MOVE

A PXP Guide to Navigating Experiential Tours





TABLE OF CONTENTS

TAKING THE EXPERIENTIAL ROUTE	3
STRATEGIC PILLARS OF EFFECTIVE EXPERIENTIAL TOURS	4
NOTES FROM THE ROAD - OPERATIONAL BEST PRACTICES	11
BRANDS THAT DO IT WELL	22

TAKING THE EXPERIENTIAL ROUTE

Experiential tours and events are proven to **drive affinity and adoption among consumers**. Studies tell us that 98 percent of consumers are more inclined to purchase a product or service after attending an event, and 96 percent of consumers mention the company or brand when they tell friends and family about their experience. By engaging, involving and enabling audiences through immersive experiences, brands can develop and nurture lasting relationships.

Brands are taking notice of experiential's significant value and are shifting their budgets to allocate more funding for it every year. In this paper, we'll explain why tactics like **food trucks, pop-up shops and mobile tours** make an impact, reveal our secrets to success, and introduce you to brands doing it well.

(Source: EventTrack 2015)





THE FIVE STRATEGIC PILLARS OF EFFECTIVE EXPERIENTIAL TOURS

THE FIVE STRATEGIC PILLARS OF EFFECTIVE EXPERIENTIAL TOURS

1

EXPERIENCE
& SCALABILITY

2

BRANDS
AS FRIENDS

3

HYPER-
TARGETING

4

LOCAL TO
GLOBAL

5

SHARED
VALUES &
AUTHENTICITY

EXPERIENCE & SCALABILITY

Experiential tours bring your brand to life in a way that's **interactive and on-the-go**. These brand-owned experiences are **efficient, cost-effective**, and have the flexibility to reach consumers across several markets. Scaled, one-of-a-kind experiences of this type give you the advantage of being able to leverage social content at each stop to drive interest for later events down the road. One-on-one engagements like these help brands **energize their fan base and build relationships** with new fans along the way.



BRANDS AS FRIENDS

Taking your brand on the road gives you the **opportunity to interact face-to-face with consumers during key moments of their lives**. Depending on your audience, that means reaching them in the the places they choose to indulge in their passions such as concerts, festivals and conferences. With social media and the emergence of so many new engagement channels, brands are expected to pace with consumers everywhere, all the time - online and off. And whether consumers are aware or not, a **brand can serve as a constant friend and companion**. So while social media is certainly important to keep the conversation going with consumers, these face-to-face interactions truly keep the relationship alive.



HYPER- TARGETING

More and more, brands are realizing that in order to truly move the needle with consumers, they need to **take an “audience-of-one” approach and hyper-target individual consumers.** Deeply understanding your target audience and finding ways (and places) to activate is key to reaching these individuals. Immersive, touring brand experiences can provide that activation possibility at every stop.

LOCAL TO GLOBAL

Brands are starting to see the value of taking a **“reverse-funnel” approach**, in which they **connect more deeply with consumers by infiltrating an existing community and then sharing that experience with global audiences**. Achieving scale through the content generated at those experiences provides richer, physical brand experiences and more authentic online content.



SHARED VALUES & AUTHENTICITY

Connect with consumers by **aligning with consumer passion points that make sense for your brand**. Millennials have a reliable BS radar and are not afraid to call you out if something feels inauthentic. Always demonstrate similar values to consumers, otherwise your message won't resonate.





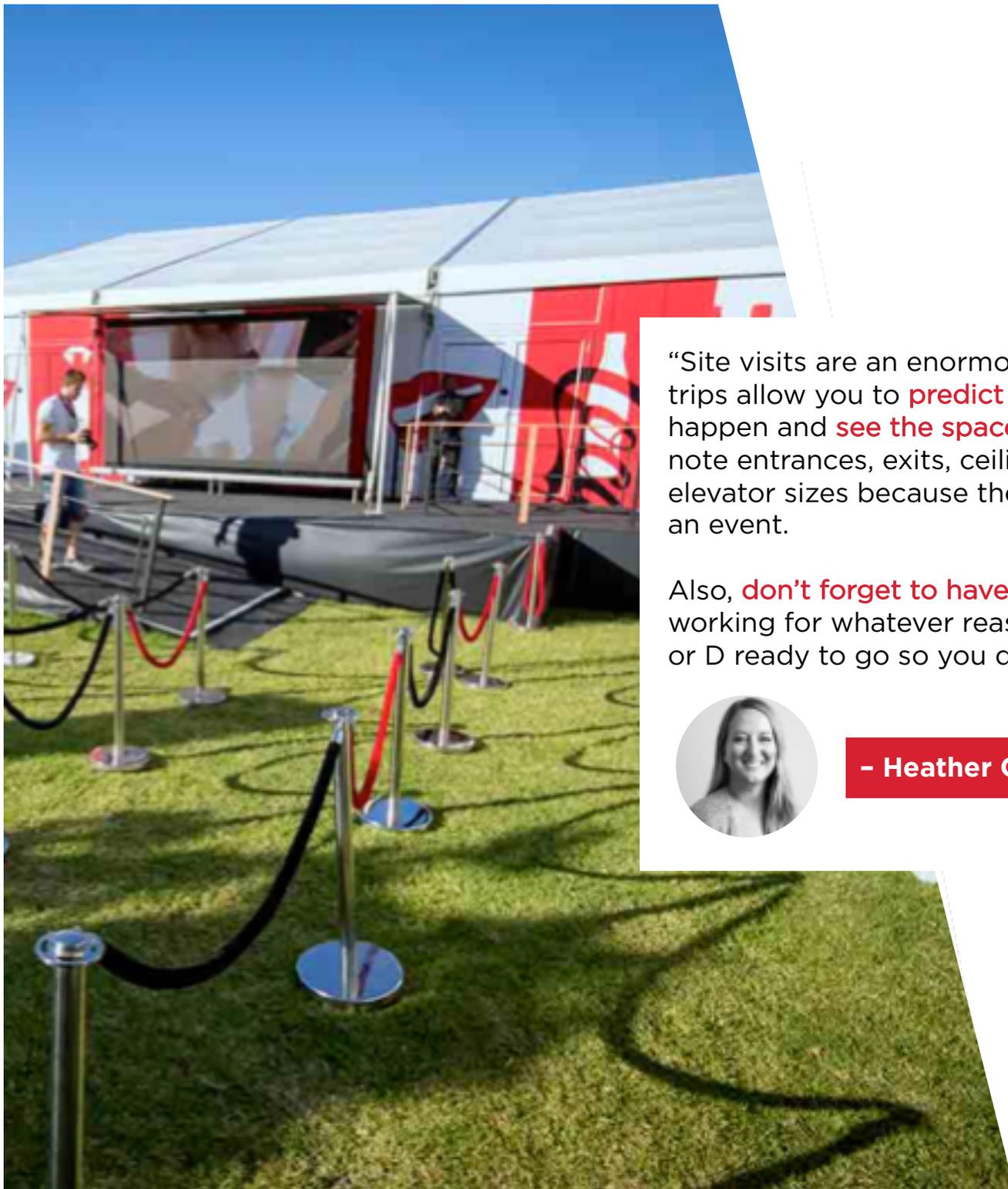
NOTES FROM THE ROAD - OPERATIONAL BEST PRACTICES



LOCATION PLANNING

There are many factors that influence location planning, but there is none more important than the consumer. Show that you understand your audience by identifying **locations that not only complement your brand, but also make sense with your audience's lifestyle**. To do this effectively, it's critical to conduct site visits, plan efficient driving routes between stops, and remember to have a back-up plan.





“Site visits are an enormous time (and event) saver. These trips allow you to **predict any potential issues** before they happen and **see the space in action, in advance**. Be sure to note entrances, exits, ceiling heights, columns and freight elevator sizes because these things can make or break an event.

Also, **don't forget to have back-up locations**. If Plan A isn't working for whatever reason, it's good to have a Plan B, C or D ready to go so you don't lose out.”



- Heather Casteel, Executive Producer

DIFFERENCES IN EACH MARKET

Always double check the rules and regulations for experiential tours in each market on your route. They can vary greatly and will create quite the headache if you don't get the right permits. Depending on each county's stipulations, permits can be really simple or extremely difficult to acquire. Due to the varying degrees of regulations in each market, it's important to adapt and fine tune your program to fit the different environments where your experiential tour will activate.





“It’s important to fully understand the details of permits, especially food permits, as they vary greatly from state to state. For our Lundberg Farms food truck tour, we found that in California, unlike all the other markets, we couldn’t do any food prep inside our truck. We had to budget and plan to set up an adjacent booth solely for prepping the food at this stop. This required additional investment from our client, and a different management plan for our tour staff.

Knowing this ahead of time, we were able to pull dollars from other markets to cover the added expense and prep our teams for this very different logistical situation. Without the proper research, we could have blown an entire stop on the tour.”



- Kari Kaelin, Producer

SETTING UP YOUR STAFF FOR **SUCCESS**

Training is the single most important thing you can do to have a strong crew and knowledgeable brand ambassadors. As your brand's biggest advocates on-site, it's important to **ensure that the tour staff is always representing the brand in all their interactions**. It's easy to set up your crew for success - all it takes is extensive training that spans policy and procedure, event logistics, DOT training in the classroom, road-testing, client-immersion and brand training. But most of all, remember to **treat your road staff well and it'll pay off tenfold**.





“It never ceases to amaze me how companies can spend hundreds of thousands of dollars and then completely skimp on comprehensive pre-tour training. There is absolutely no substitute for it!

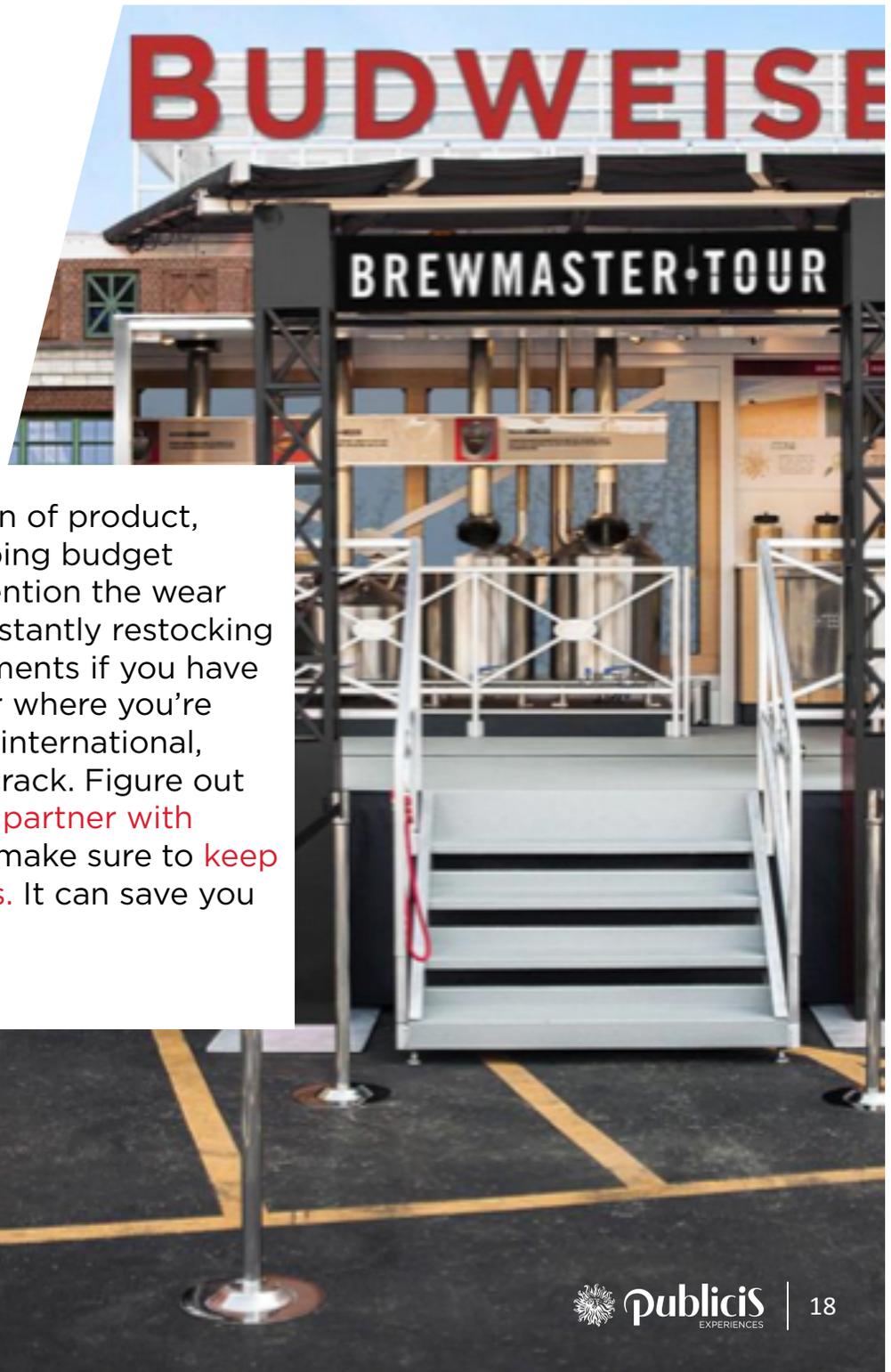
There are so many key learnings that come prior to launch that we find invaluable. Properly training your staff is the single most important thing you can do, as it can easily make or break a tour.”



– **John Gilson**, Chief Operating Officer

SHIPPING PLANS

Many experiential tours require mass distribution of product, assets or premiums, which can make your shipping budget extremely expensive, extremely fast – not to mention the wear and tear it can pose on your team if they’re constantly restocking inventory, repacking vehicles and tracking shipments if you have a lot to move from market to market. No matter where you’re going, whether it be a major city, small town or international, shipping doesn’t have to be a difficult code to crack. Figure out whether it’s **more effective for your program to partner with national shippers and warehousing chains**, and make sure to **keep a detailed and organized account of your assets**. It can save you and your budget a lot of money.





“International shipping is always a bit of a hassle. But when you’re shipping a massive experience, as we did with Game of Thrones: The Exhibition, complete with walls, props, costumes, display cases, elevators and electronics, it goes from a ‘bit of a hassle’ to a massive ordeal.

Keeping your assets organized and tracking them in transit can become your life if you let it. (I dreamed about international shipping policies.) But doing the amount of **research and planning** I did in the upfront to **deal with the strict rules and regulations** helped us save a lot of money through the shipping, avoid unnecessary taxes, and avoid customs’ delays.”



– **MacKenzie Burnham**, Senior Producer

BE READY FOR ANYTHING

Even if you think you're prepared and have thought of everything, there will always be moments that require quick thinking, creative problem solving and the ability to troubleshoot onsite. Having the attitude and approach to be ready for anything is key to pulling off a successful experiential tour. It all starts with a smart team that can think on their feet, as well as the willingness to face all challenges head on.





“When we were in Texas for an activation, we knew that it was going to be hot and **realized early on that we weren’t going to be able to predict the sun.** Depending on the sun’s location, the technology in our space (four 40-inch monitors) could’ve had major problems. They were integral to the activation and would have been rendered useless due to the heat. **To avoid disaster, we had the tough conversation with our client to secure additional funds** for portable air conditioners if the sun became too hot.

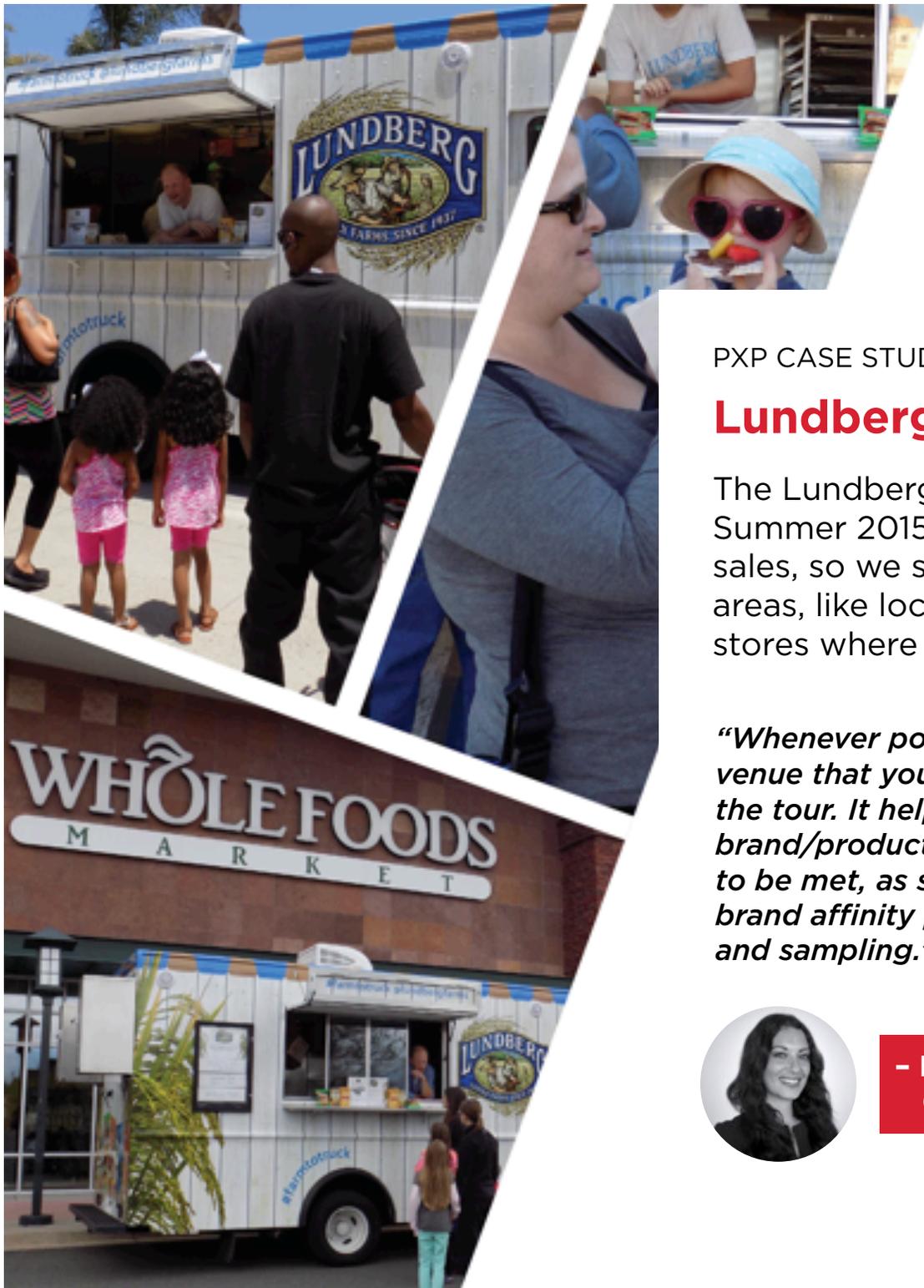
While no client wants to pay for something they might not end up using, **planning ahead ultimately paid off,** as we were in an area that was directly hit by the sun and caused our monitors to shut down. **It’s always better to plan for the worst.** The investment in the coolers was far less than the loss of an entire event day due to weather.”



- Natalie Pitzer, Producer



BRANDS THAT DO IT WELL



PXP CASE STUDY LEARNINGS

Lundberg Farms Summer Tour

The Lundberg Farms mobile tour we developed for Summer 2015 was focused on brand awareness and sales, so we shaped our tour to visit both high-traffic areas, like local festivals, as well as Whole Foods stores where Lundberg products are sold.

“Whenever possible, it’s good to mix-up the type of venue that your mobile tour visits during the course of the tour. It helps to gain different feedback on the brand/product and also allows for different objectives to be met, as some venues and locations are more of a brand affinity play and others are better for awareness and sampling.”



- **Lindsay Rowe**, Senior Director of Client Engagement and Strategy

PXP CASE STUDY LEARNINGS

Kashi Day of Change Tour

One thing Kashi wanted to communicate about its brand is a commitment to eco-friendly practices. As we planned, we made sure that every aspect of the mobile tour delivered on the same promise, creating a cross-country tour that would have the least possible impact on the environment. The tour activated at art festivals, natural living fairs, and food festivals to reach audiences most receptive to these practices. **With biodegradable cutlery and trucks that ran on bio-diesel fuel**, we were able to create a tour that “walked the talk” and bolstered Kashi’s dedication to the environment in the minds of consumers.

“We wanted a deep engagement with consumers within a very specific demographic, so we looked at not just where those people would be, but where they would be open to spending more time within the experience. We engaged with attendees through yoga, cooking classes and sampling – all of which integrated well into the fairs and festivals we visited.”



- Whitney Beatty, VP Creative, Experiential





PXP CASE STUDY LEARNINGS

Game of Thrones: The Exhibition

Reaching from London to Tel Aviv and five major European cities, Game of Thrones: The Exhibition displayed all the props, costumes and weapons from the show in **an immersive environment that plunged fans into the world of Westeros** and everything they love about the hit series.

The exhibition featured two key design elements that invited fans to enter the Game of Thrones universe and share every moment of their experience. The first element was the exhibit environment itself, where **we created rich, transformative landscapes** – from the Wall in the North to castle interiors in King’s Landing and Meereen.

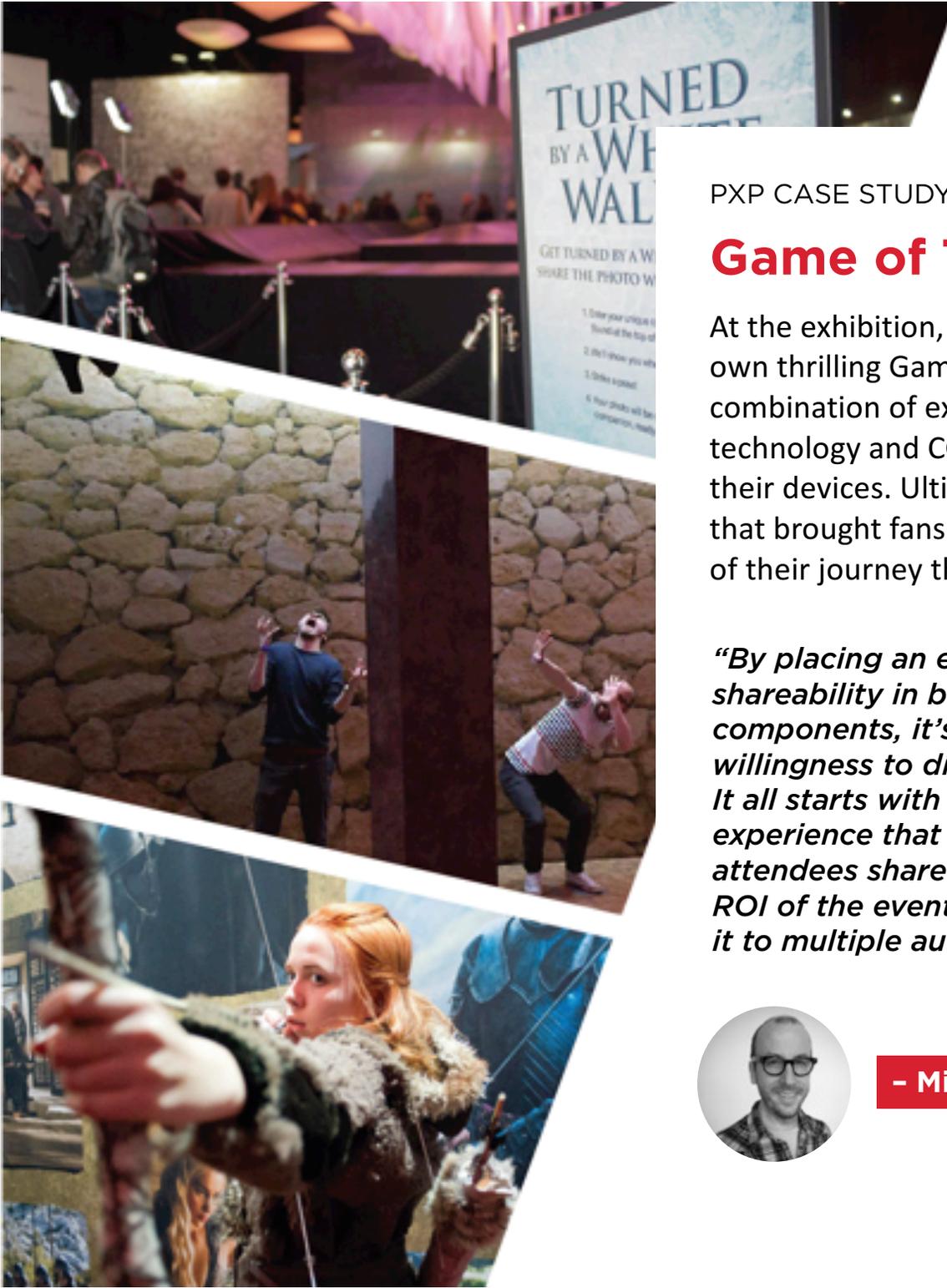
PXP CASE STUDY LEARNINGS

Game of Thrones: The Exhibition

Using a more inviting approach to house all the props, costumes and weapons, we drew people to the exhibit by removing as many barriers as possible. **Allowing fans to get up close and personal with iconic pieces from the show took the experience to another level in terms of sharability.** Without plexiglass to get in the way, fans could capture the incredible detail in their photos.

In addition to the physical space, we **used digital tactics to give fans the opportunity to cast themselves in a world of the show they love so much, and to give them a piece of the experience to take home with them.**





PXP CASE STUDY LEARNINGS

Game of Thrones: The Exhibition

At the exhibition, interactive opportunities gave fans their own thrilling Game of Thrones plot twist through a combination of experiences that used facial-recognition technology and CGI to deliver digital souvenirs straight to their devices. Ultimately, our goal was to create moments that brought fans into the world of Westeros at every point of their journey through the exhibition.

“By placing an emphasis on the entire experience’s shareability in both the physical and digital components, it’s possible to greatly increase a fan’s willingness to dive in, create content and share it. It all starts with a deeply immersive, physical experience that puts superfans at the center. When attendees share content online, it greatly increases the ROI of the event and helps grow the brand by exposing it to multiple audiences.”



- Mike Standish, VP, Creative Strategy

OTHER BRANDS THAT DO IT WELL

Warby Parker “Class Trip”

Warby Parker, the online eyewear brand, was one of the first e-commerce retailers to break the fourth wall and take their products directly to the people. The brand took over a classic school bus to create a cool, vintage feel that was both on brand and resonated with their target market. The inside was renovated with leather sofas, books, and a selection of WP glasses for “riders” to try on for free.

Traveling from city to city, the school bus encouraged consumers to enter an online video contest that awarded winners free glasses for a year, as well as a party on the bus with invites for all their friends. The brand partnered with Magnolia Photo Booth Co. to give out branded and shareable photos of the experience.



Source: Prote.in



Source: BizBash

OTHER BRANDS THAT DO IT WELL

Benefit Cosmetics “Primp My Brows”

For this mobile tour, Benefit’s main goal was to highlight their new brow services and give consumers everywhere fast, flattering and fabulous arches. They branded an airstream trailer in the company’s whimsical and fun style. In addition to the trailer, **digital tactics were used to amplify the experience for consumers.**

At each stop, the brand **gave fans deluxe samples and makeovers using Benefit products in exchange for social media posts.** The tour stops were ultimately decided by customers who tweeted where they wanted to see the Primp Mobile next. **Videos from each stop popped up all over social media, garnering millions of PR impressions and priceless brand equity for the brand.**

OTHER BRANDS THAT DO IT WELL

Ben & Jerry's "Save Our Swirled" Tour

Ben & Jerry's replaced the traditional ice cream truck with a Tesla S to **promote their eco-conscious campaign** and new ice cream flavor, Save Our Swirled. The environmentally friendly car toured the country offering free ice cream to fans and used social media to get the word out.

Fans could tweet **@BenJerrysTour** to bring the **activation to different cities**, where they could eat as much ice cream as they wanted. Interactive tablets on the front of the car also encouraged people to sign the Clean Power Petition, so **everyone could become a part of the global climate movement**.





THANK YOU

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