

Re-evaluating the brand experience



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The evolution of retail over the past decade has meant that consumers crave an experience from the brands they interact with. Whether making a purchase or not, a memorable and enjoyable experience is what creates a connection between a brand and consumer and ensures returning custom and brand loyalty.

The rise of brands with a purpose or social standing has proven the importance of brands understanding human needs and behaviours. This commitment to understanding human behaviours is also required to strengthen a brands experiential value and worth. Coupled with the accelerated growth of e-commerce, having a human centric approach has never been more important.

This bite size report shares an introduction to how brands are starting to respond to this ever-growing need for realignment of our experiential strategies.

**Appeal to all
of the senses**

Re-evaluating the Brand Experience

Creating multi-sensorial environments and identities is key to engaging consumers and creating a long-lasting bond between brand and consumer. Making someone genuinely feel something is the most powerful way of communicating with your audience.

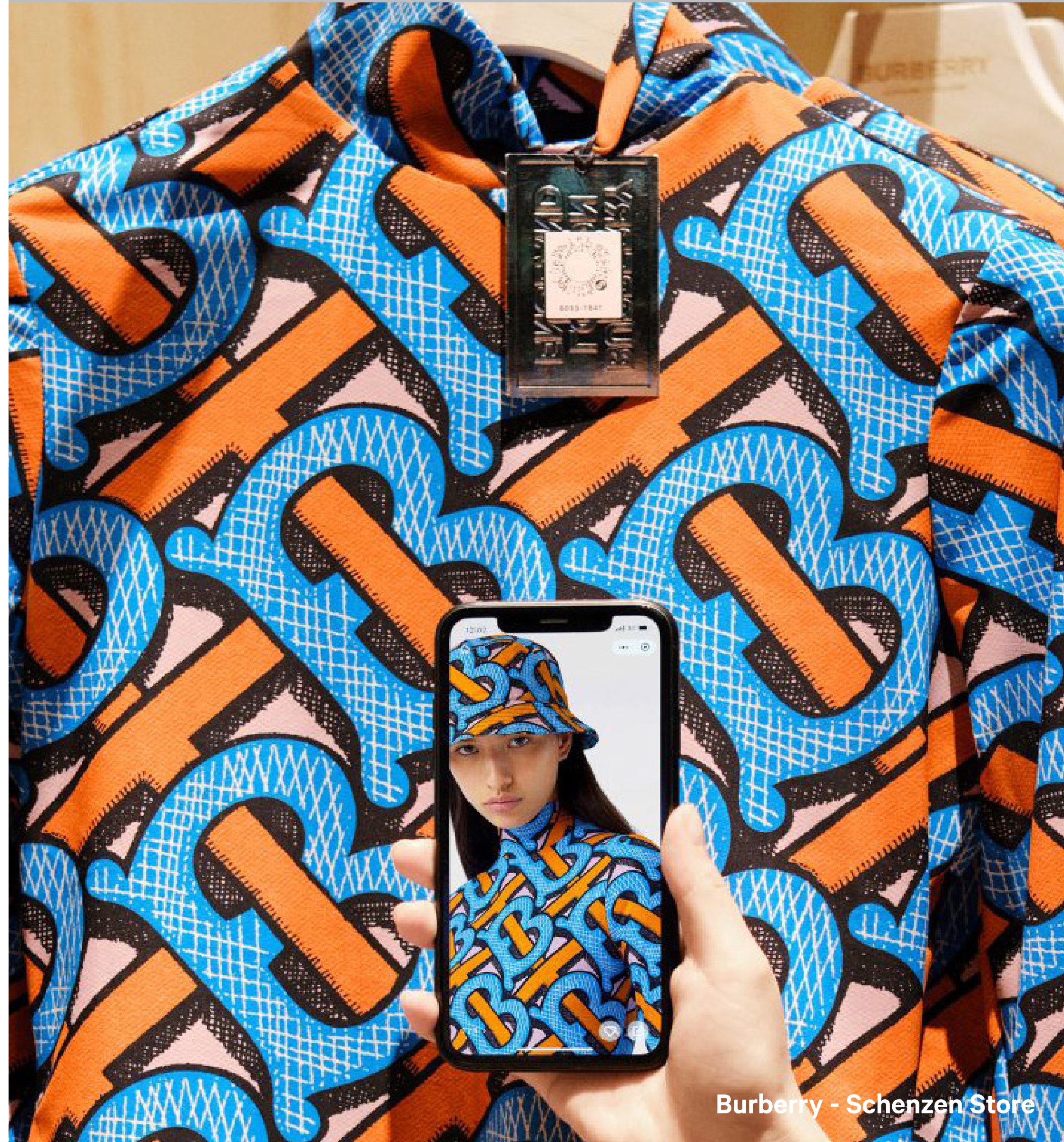


It's proven that multisensorial environments create more compelling episodic memories. As consumers get more and more savvy, we believe the future of consumer engagement needs to have a more authentic human touch. While effective experiences will become more multisensorial, brands need to focus on evaluating the content of these experiences to be aligned with their consumers values.

**Create a synergy
between your online
and offline spaces**

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Although the Covid-19 pandemic has meant that there's been a surge in online purchasing, the figures are still yet to match what brands were making prior to the pandemic with offline sales. So, it's super important to explore a range of both online and offline strategies and to look at how your consumer journey is spread across both online and offline channels.



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Most audiences jump between several channels online and offline before making that final purchase. Evaluate how your retail spaces can enhance your audience's online journeys with a more human touch, service and product they can only get in store. This is just one way to work with digital teams to intrinsically connect your offline spaces and your online channels.



Experiential Retail

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The past year has forced brands to change their traditional marketing techniques, particularly those rooted in experiences. However, this isn't to say that retail experiences are gone for good. As humans we are innately curious to seek out new information and so while brands have had to bring what would normally be an in-person event into the virtual world, the connection we crave means that events are not changed forever.



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We will continue to gather, explore and experience new content. But perhaps what's most important and what brands can really learn from this thrust into the virtual world that we've experienced is that for the rest of the Covid-19 pandemic and beyond brands need to strategise, ideate and design these physical experiences alongside their online experiences.

Get in touch to find out how we can help
your brand stay ahead of the curve.

Thank you

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