



Experience Marketing, or how to create a brand experience, from home to the point of sale

Participants:

Profile of the participants:

Agency: sales, creative, media

Customer: marketing – communication teams

Training:

Description:

1. What is experience marketing? What is it for? Why is it now a new offer category?
2. How can you stimulate consumers in the places where they live/consume?
 - Understand the link between the five senses and consumption
 - Identify living space and sales space and turn them into an experience
3. How can you successfully set up an experience strategy?
 - The three phases of the experience
 - The variables for staging the experience
 - The rules to follow to develop experience marketing
4. Decoding Best Practice through 3 experience sites

Keywords: Experience, Conversation, Sensory, Emotion, Staging, Immersion, Word of mouth, Brand, Consumer, living space, sales space, Storytelling.

Objectives of the training:

- To show that Experience Marketing or the consumption experience is a new brand differentiation strategy, a way to stand out from the rest
- To provide tools to create a consumption experience and enter the consumer's lifestyle.

Training plan:

1st part: From product marketing to the consumption experience

Marketing developments and trends
The experience concept in marketing
The consumption experience

2nd part: Create emotional experiences from home to the point of sale
Understand the link between the five senses and consumption
Locations to develop the experience

3rd part: Setting up an experience strategy successfully
The three phases of the experience
The variables for staging the experience
The rules to follow

4th part: Best Practice in experience locations

Practical application:

Half of the training time is dedicated to workshops on practical cases

Duration: 3-hour module

Prices: €400

Trainer(s):

Name of the trainer: Alexandre Rostaing