

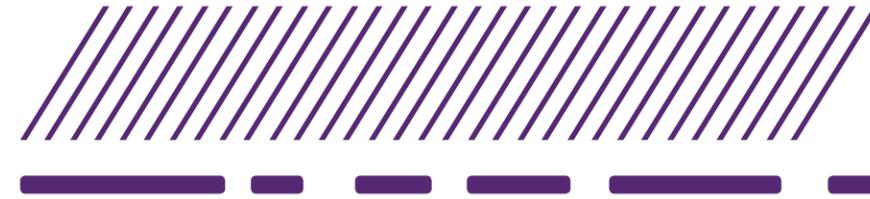
# EAST END

## Xperience Xpertise

Five theses for the future of brand experiences

The christening of the AIDAprima during Hamburg harbor's birthday 2016  
(AIDA Cruises, 2016)

# Why brand experiences must not be left out of the marketing mix



**Christiane Wiemann**

Director Strategy & Innovation



Rendering of the ALDI SÜD pop-up store "Meine Weinwelt" (EAST END, 2018)



**Oliver Golz**

Founder & Managing Director

We have been involved with brand experiences for exactly 20 years now. We want to use that as an excuse to review the development of the "event" as a discipline. From the very start, we pursued the "Mission Brand Experience" for our customers with passion, creativity, dynamism and complete commitment. Behind all that was nothing less than the aim of highlighting the potential and

the relevance of events as an instrument in the marketing mix – making people curious about a brand or product through experiences, informing them, or simply entering into a conversation with them.

Events can do all of this and much more in opening up the enormous potential of an experience for brands. In an increasingly digital world, anything that is "real" and "experienced" is now becoming increasingly important.

**Using five central theses and a number of practical examples, we reveal how brand experiences activate target audiences, tie them in emotionally, and can pay off very precisely for the brand. With our "Mission Brand Experience", we want to take you on a journey through our "Xperience" of 20 years of brand experiences and share our "Xpertise".**

We hope you enjoy reading this and that you will be able to apply it successfully in practice. We welcome any questions, feedback or suggestions and will be happy to act as your point of contact.

Oliver Golz and Christiane Wiemann  
September 2019

theses

#1

Digitization drives the desire for authentic, multisensual experiences!

Page 4

#2

Digitization lifts brand experiences out of their local limitations!

Page 6

#3

Brand experiences satisfy people's hunger for content!

Page 8

#4

Great brand experiences reach new, young, niche target audiences!

Page 10

#5

Brand experiences sell!

Page 11

# #1



## Digitization drives the desire for authentic, multisensual experiences!

The flood of virtual and digital opportunities and their transience has led to a huge increase in the value and appreciation associated with multisensual experiences. People have a hunger for unique experiences that are as personal as possible, that move them, that lift them out of everyday experience and that they can work into a good story that will impress their (virtual) friends.

**According to a study by the Forrester Institute, 65 percent of customers say that a positive brand experience has a greater influence on their perception of a brand than**

**traditional advertising** (Forrester Research, 2018). This opens up an opportunity for companies to stage something distinctive and emotional.

Brands are personalities with an origin, an attitude, a mission and a voice. **The unmistakable core of a brand can be experienced interactively at an event, through 360 degrees, with all the senses – in a way that no other channel offers.**

We at EAST END like to imagine the brand as a "real" person who invites a certain

group of people to an event for a specific occasion or shows up for support. This projective technique lays down an exciting foundation for our conception:

- Who gets invited?
- What is the content and communicative context?
- What awaits me at the event?
- What is there special to taste, hear, smell at the event that matches the brand and the brand experience?
- What enthuses the visitors?
- Who will I meet there? Who won't be there?
- What will stay stamped in memory?
- And what kind of feeling or experience should visitors take away with them?



The answers to these questions alone offer an enormous scope for creative design. And all of this is combined with innovative technology, such as virtual & augmented reality, RFID, mobile experience, etc. – the options seem endless.

Let's take a product – for example, an ice cream. The ice cream is well known, comes in various flavors and is sold in stores everywhere. In other words: it is simply there, but it has ceased to be anything special. **How can experiences be created with an ice cream?**

**We thought to ourselves: what would happen if the ice cream brand invited its customers to design an ice cream for themselves and add a very personal note to the established flavors?**

Seven years ago EAST END identified the trend towards "individualization" and implemented it extremely successfully for the Unilever brand Magnum in a pop-up store. The "Magnum Infinity Lounge" was open for two-and-a-half weeks in a space covering 300 m² in ideal locations in some of the biggest cities in the world – Hamburg, Paris, London, Istanbul and São Paulo.

Using various ingredients the visitors to the store could create their own special Magnum – personalized with their name – and share

this product experience on the social media channels. The concept offered a successful amalgamation of the time-limited premium ice cream with the transience of a pop-up store, combined with a national media campaign for maximum reach.

The result: **in Germany alone there were more than 45 million media contacts** and a strong word-of-mouth echo, with up to 400 personal moments of enjoyment created by consumers every day. On the basis of this great success, the pop-up store business was subsequently translated into a permanent retail concept for Magnum.

**Our customer example illustrates clearly: a brand can be brought fully and sustainably to life with a real brand experience. And the target audience of a brand can be addressed in a sophisticated and concise way. The personal experience is more important than ever.**



“

**The concept offered a successful amalgamation of the time-limited premium ice cream with the transience of a pop-up store, combined with a national media campaign for maximum reach.**

Tasting in the "Magnum Infinity Lounge" with actress Jessica Schwarz and TV chef Tim Raue (Ulrich Lindenthal, 2012)

# Digitization lifts brand experiences out of their local limitations!



2.165 Aufrufe  
 wellaprofde Meldet euch für unseren Wella WhatsApp Service an, um auch am Zweiten TOP HAIR Tag alle Infos und News direkt auf euer Handy zu bekommen. Hier anmelden: bit.ly/THDWhatsAppService #wellabewegt #wellalife



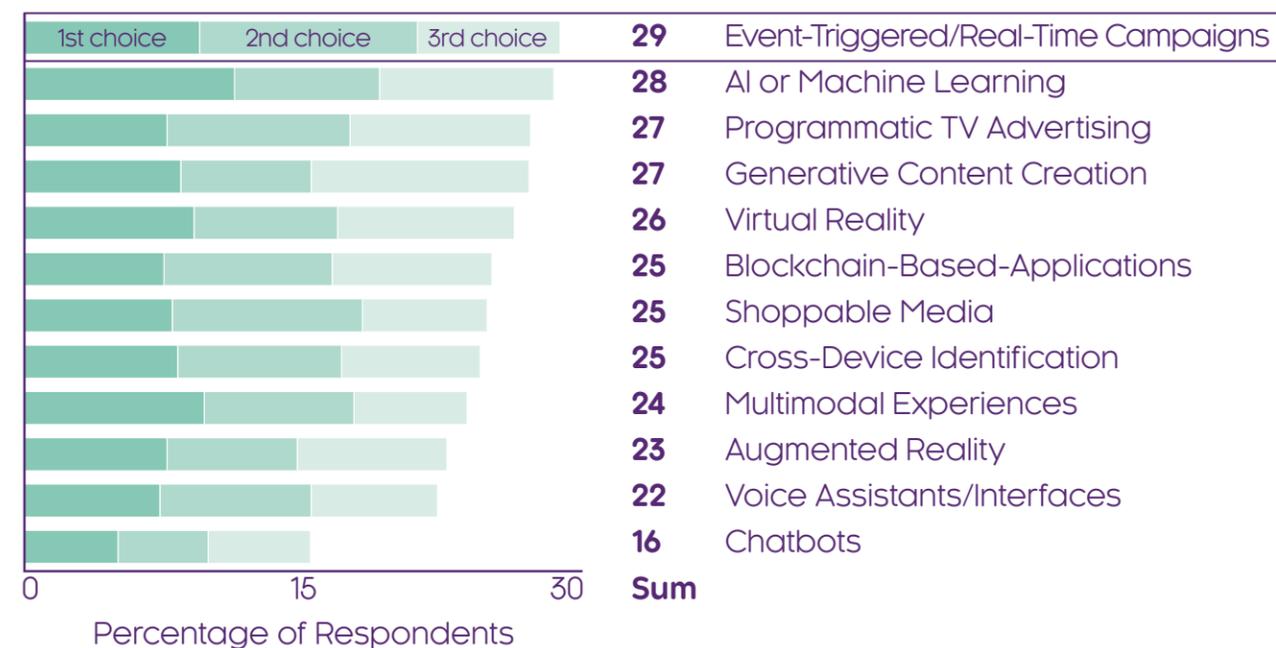
The WELLA booth at the TOP HAIR 2018 in Düsseldorf (COTY, 2018)

## #2

Digitization lifts market experiences out of their niche into the mass market and out of a specific moment into an era. As constant companions in everyday life, the smartphone and social media platforms like Instagram, Facebook and LinkedIn play crucial roles in the strategic conception of a brand experience that works in a sustainable and holistic way.

Mobile and social media offer the opportunity to extend the experience in terms of space and time: through preparatory communication to support the event in advance, medialization during the event, and the after-effects of what has been experienced even when the event is long since over. In the combination of customer demand, brand experience and mobile use, brands can thus gain maximum relevance contextually with the right message at the right time.

**For marketers, contextual campaigns that support events are the top innovation in the last five years.**



Marketing Technology Survey 2018: Top emerging technologies to impact marketing activities over next five years (sum of top three rank shown), Martech Adoption Surges as Brands Pursue Personalization, Measurement and Advertising Accountability (Gartner, 2018)

**Our case studies show: “event-related use of messaging” is both EFFECTIVE + SUCCESSFUL**



Event-related use of messaging  
(Gartner, 2018; Market RCS Business Messaging Research, 2019; adzine.de, 2018; EAST END, 2019)

**The trend of conversational marketing – much more than just messaging**

Conversational marketing – that is, the commercial use of channels such as SMS, Facebook Messenger and WhatsApp to optimize the customer dialog – is omnipresent and, at least since 2018, brands have been unable to do without it.

**The precondition for successful messaging extension is that the strategic objectives are clear in advance and the creative design is completed with sufficient lead time in parallel to the creation of the concept for the whole event.** Only with a smart and rigorous intertwining of the marketing challenge, brand experience and messaging will this channel be brought properly to life. Convincing case studies can be provided: with high interaction from 20 to 50 percent of the participating users and over 90 percent acceptance of further event-related contact via this channel.

From our point of view, three factors make the use of messaging so successful and effective:

- 1. Concentrated, time-limited use of mobile end devices surrounding an event; this creates natural incentives and reduces the usage barriers for the users.**
- 2. No commercial content, but contextual, relevant content with service, news and entertainment value.**
- 3. „Grounding“ through a conscious and authentic experience and at the same time the strong, inner desire to be part of a community relating to this experience.**

# Brand experiences satisfy people's hunger for content!

The demand for content is omnipresent and remains high. Brand experiences can satisfy that hunger very effectively and “naturally”. This is because event formats such as consumer events, roadshows, pop-up stores, trade fairs and even corporate events are both content factories and channels in equal measure.

Real experiences overcome the entry threshold to the brand and product world, which can then be experienced and passed on to others. This offers a credible opportunity to generate authentic content in a natural way and to extend it with a wide range for the specific target audience. **Through emotional storytelling, companies can create an arc of tension and so anchor their messages about the brand, specific products, or services with the consumer.**

The Online Marketing Rockstars (OMR) led the way in this. Launched with a single conference in 2011, OMR has now developed into a strong brand with a high content factor: with over 100 events a year, countless newsletters and podcasts. This also includes the annual OMR Festival, which celebrates the art of the event as the largest spectacle on the digital marketing scene.



Extension of the AIDAAnova launch through media reporting  
(Felix Gänssicke, 2018)

## #3

**Based on a strong concept, brand experiences automatically provide various opportunities to generate content – but ONLY when the topic of “Content” is included and planned in the concept in advance and then implemented in accordance with achievement of the strategic objective.**

A negative example of this: a corporate event for a top B2B target audience wants to achieve the communicative objective of engagement and a deep, emotional connection with the product. Extending this event “automatically”

to Instagram simply because it is trendy to do so and addresses a wide audience is time and effort expended in the wrong place. The strategic objective and the target audience fit are out of line here.

If the strategic objectives, the budget and the implementation set-up are clear – in other words: which agencies, partners and service providers are involved – plenty of relevant ways to produce and publish content will emerge before, during and after an event.

### Possible content in the pre-event phase

- Live streams of set-up/general rehearsal
- Interview with stakeholders on location, behind-the-scenes images
- Clickable/interactive surveys for co-determination of content/the program
- Registration for restricted areas or a Meet'n'Greet
- Product tests
- Competitions

### Possible content during the live event

- Live streaming of highlights/shows/tutorials or separately produced product sessions with the 'participation effect' in the style of the famous "Pearl Bro" Xinda Zhan
- Interviews with participants, artists and personalities and with stakeholders from the company
- If visitors are given opportunities to create content through "Instagrammability", for example, then the content creation and dissemination is carried out on social platforms by the visitors and automatically increases the coverage

### Possible content for the post-event phase

- "Best of" cut as an emotional moving image/loop with a link to the digital brand universe
- Production of an editorial, media-relevant story during the event which is subsequently distributed to TV stations and online portals and thus increases the reach through editorial reporting

An example of this is the launch of the AIDAnova as the latest flagship of the cruise provider, which was designed and implemented by EAST END in 2018.

**An appearance by the successful DJ David Guetta was used to stage the launch in a way that attracted plenty of attention: this was his only open-air solo concert in 2018, held for 25,000 guests in Germany.**

An editorial, media-relevant story with David Guetta on the evening of the launch, which was distributed the next day to all the national TV stations and online portals, generated wide coverage in the media and made the performer and the AIDA launch into a "national media event" **with 32 million media contacts and a media-equivalent value of EUR 238,000.**



"Pearl Bro" Xinda Zhan  
(<https://vimeo.com/228164478>, retrieved 21.08.2019)

# Great brand experiences reach new, young, niche target audiences!

Brands can now address and reach their young and very specific target groups much more effectively via events. The link to influencer marketing can be integrated very authentically and “naturally” into an event and offers an entirely new field for anchoring a brand in the minds of the young generation.

A sought-after event format for many of our customers is the festival, which has enjoyed a lot of popularity over the last two years specifically because of the interaction with young music fans as a target audience. Festivals offer a unique opportunity and creative scope for a brand to make direct contact with customers.

**For the client Melitta, EAST END developed an event concept back in 2016 that brings the coffee brand to up to five of the biggest music festivals in Germany every year and has made it the established coffee partner of these big events.**

Using the slogan “There’s always a good reason for a really good coffee”, EAST END presented Melitta through a festival lounge and various coffee bars suitable for the festival target audience and thus opened up the brand to new access from the young target audience.



Activation under the slogan “Rock&Refresh” on the ROSSMANN Festival Tour (Ole WindgaBen, 2019)



Melitta coffee at the OMR Festival 2019 in Hamburg (Denise van Deesen, 2019)

## #4

In May of this year, the range of festivals for the brand appearance was extended to include the OMR festival. **The phrase “Let’s meet up later in the Melitta lounge” was heard everywhere and made the brand into a central anchor for visitors to Europe’s biggest digital marketing event** – as a place to refuel, take a break and network. In this way, EAST END created a perfect brand fit for Melitta, achieving relevance for the target audience on site and media resonance beyond that.

**The ROSSMANN brand also uses the festival experience to increase its target audience relevance among the young generation.** While its competitor dm was already working intensively with influencers and positioning itself with the young target audience, Rossmann was relying on the “classical” image of the drug store. To change that, we developed an overarching concept under the brand umbrella of “Rock&Refresh”.

In an area covering 500 m<sup>2</sup>, a ROSSMANN store offered selected, festival-appropriate products, while participants were able to create their very personal festival look in the ROSSMANN area.

# Brand experiences sell!

As experts in brand experiences, we have now been tracking how what is still a new marketing discipline has changed, developed and taken shape over 20 years. On the one hand, this is very exciting and dynamic. On the other, it is sometimes a challenge. Few standards have been set, but there is a multitude of event formats and treasure troves of experience. In general terms, projects and contacts can be divided into the following three categories:

**Newcomers** to the “event” category, who intuitively sense the added value and to whom we provide comprehensive advice on integrating brand experiences into their communications mix. Then there are the **event professionals**, for whom we regularly implement and support various event formats in the marketing mix. And last but not least, there are **those with a lot of experience**, with whom we share an integrated view of the “event” as a format and whom we approach from the business case perspective.

We would now like to focus on this segment to derive revenue models, product line extensions, and also sales channels from brand experiences.

# #5

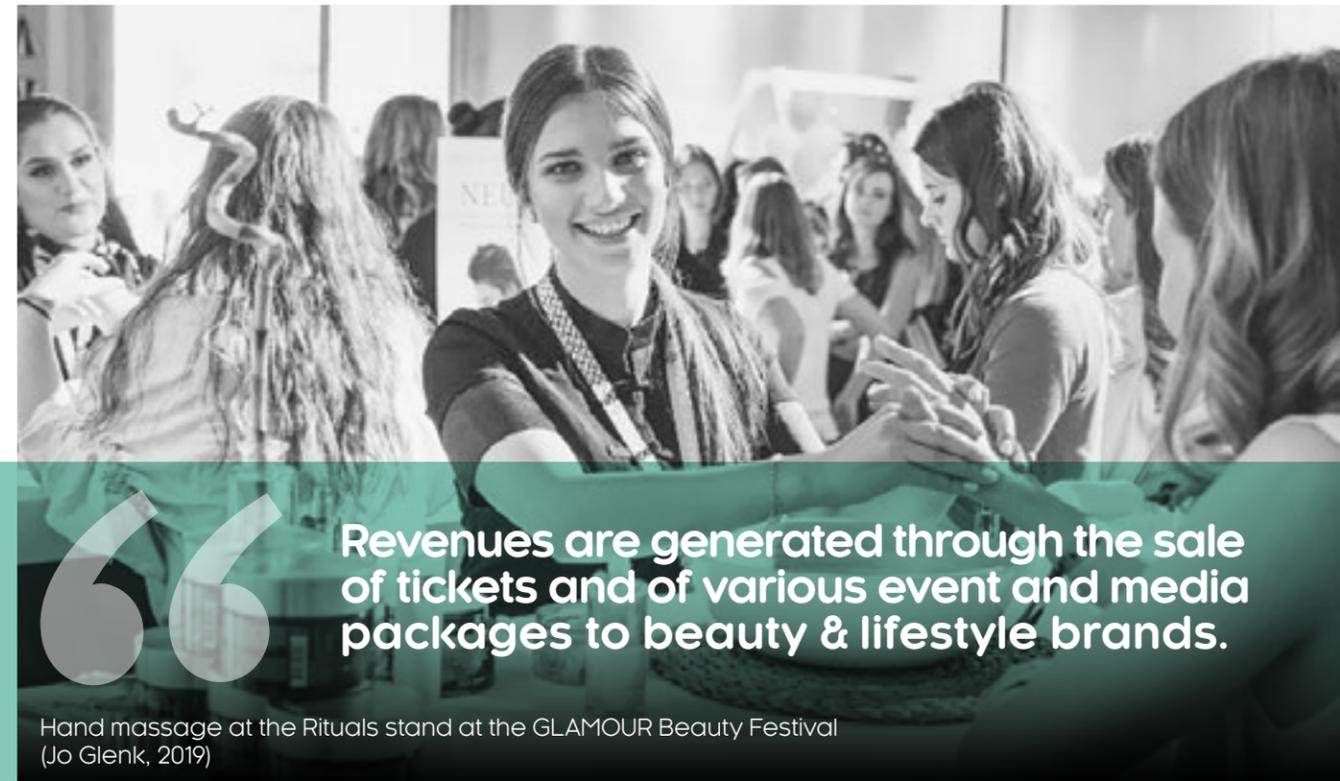
## Revenue models for media companies

In the age of digitization, the decline of print and target audience fragmentation, big media companies in particular are facing the challenge of re-inventing themselves and adapting their business model to the market reality. Take, for example, the Condé Nast publishing house, which owns premium media brands such as VOGUE, AD, GLAMOUR and GQ.

**EAST END has assisted its client Condé Nast with the strategic development and operational implementation of its own festival concept in the form of the “GLAMOUR Beauty Festival”.**

This combines selected beauty brands with its target audience – the readers of GLAMOUR – through a special experience.

**With a mix of product information, individual treatments and entertainment, the festival offers the ideal environment in which to establish brands in the relevant mindset of their consumers. Revenues are generated through the sale of tickets and of various event and media packages to beauty & lifestyle brands.**



“Revenues are generated through the sale of tickets and of various event and media packages to beauty & lifestyle brands.”

Hand massage at the Rituals stand at the GLAMOUR Beauty Festival (Jo Glenk, 2019)

## Pop-up store revenue model

But it's not only the more complex revenue models like the GLAMOUR Beauty Festival that show sales potential. There are much more direct and easier approaches. **Using the principle of the pop-up store, brand experiences can be used in a targeted way to sell products directly or indirectly:** either through direct sales alongside campaigns or by collecting leads as a transition to sales. With a “temporary shop”, brands can pursue various objectives that have an impact on revenue or new business models:

- 1. New and additional sources of revenue that lie outside the standard sales channels such as retail.**
- 2. Testing of new product segments and packaging units with the target audience. A deliberate link between sales and experience can thus contribute to a successful product launch on the market and support the official start of sales at the same time.**
- 3. Testing of new sales concepts that can subsequently be rolled out. This can be applied to many product categories and allows brands to try out new business models and locations in a cost-effective way.**



iPad survey for the client  
Techniker Krankenkasse  
(Die Techniker, 2018)

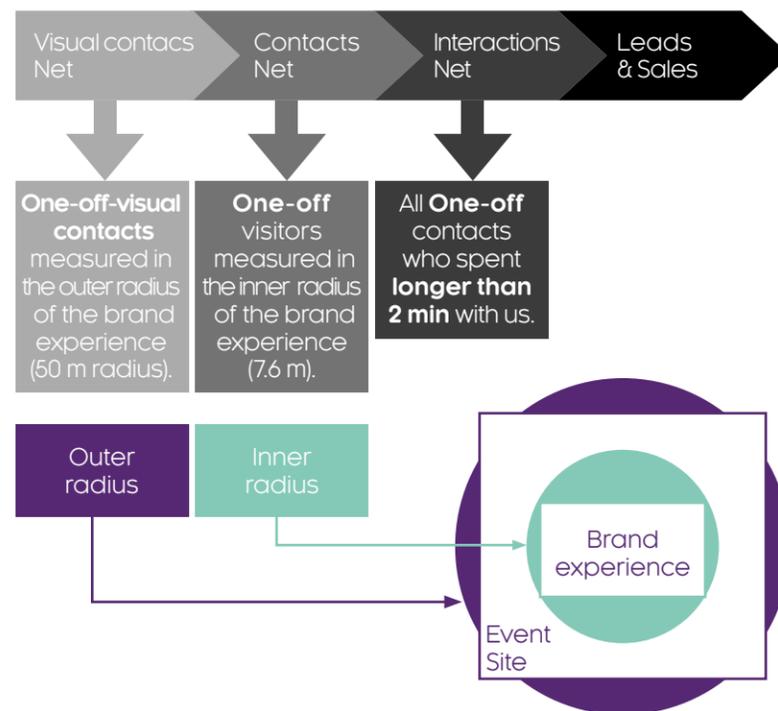
# CONCLUSION – Measurable success through brand experiences

Events are no longer a black box or simply an enjoyable party, but can be evaluated clearly with accompanying market research pragmatically and efficiently.

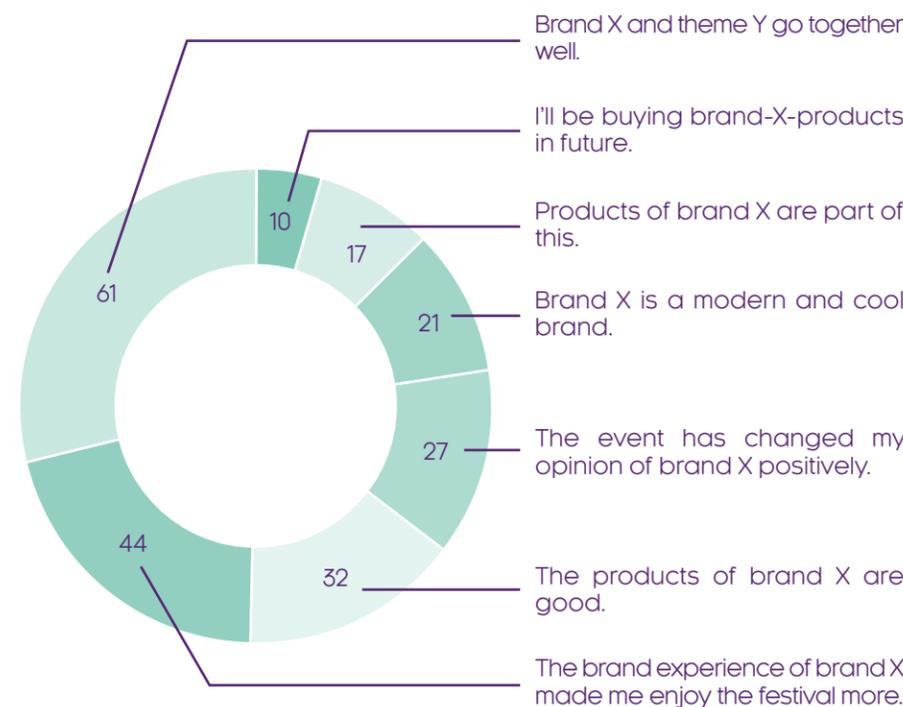
We advise our clients on the best set-up for effective market research in support of an event and manage everything under one roof:

- Development of questionnaires,
- Selection of appropriate technology partners,
- Implementation on site
- and evaluation and analysis of the results.

We use innovative technology, such as smartphone-based tracking systems, to measure and analyze reach, engagement and interaction. We design and manage surveys internally – as an interface for the client and with direct input of the results. As a result, we can be fast and agile in our approach, set benchmarks and take care of iterations in good time.



Range measurement, live performance tracking and benchmarking  
(EAST END, 2019)



Accompanying quantitative and qualitative market research - brand statements  
(EAST END, 2019)

# About EAST END

– expertise over 20 years and going forward into the future

Oliver Golz established EAST END in Gasstraße in Hamburg in August 1999 as an agency for brand experiences. From the outset, EAST END was the obvious partner for its clients, addressing them on an equal footing and as part of the existing integrated communications agency set-up. And this is the pattern of working closely with our clients to which we have become accustomed over 20 years. **We know how to bring together the various approaches, nomenclatures and needs under the “Mission Brand Experience”.**

EAST END is growing and investing in its team to maintain the right expertise with its finger on the pulse. We not only have an effective project management team, we have our own 10-person creative team including an architecture department too.

We also rely on our own strategy and innovation department with a digital focus. In parallel we are becoming more international so that we can act for our clients' global brands throughout the world.

Our clients appreciate all of this, which is reflected in our long-term, budget-based collaboration of an average of at least five years. **Some brands have been our clients for over 10 years already. We have been working with our longest established client for 18 years.**

Today EAST END has around 55 employees working at four locations – **Hamburg, Berlin, Munich and Dubai** – and is a leading specialist in brand experiences which offer authentic communication events and therefore have an impact that goes well beyond the moment.

EAST END is one of the top 15 events agencies in terms of turnover and, according to a survey by the brand eins business magazine, is one of the top three agencies for events and live communications in Germany. **Last but not least, EAST END has won an award from FOCUS-MONEY and DEUTSCHLAND TEST as Germany's best event agency.**

More information is available at [www.east-end.de](http://www.east-end.de).



The Leadteam of EAST END (f.l.t.r.):  
Nicole Martens (Director Human Resources), Marc Matern (Director Marketing & Business Development),  
Christiane Wiemann (Director Strategy & Innovation) and Oliver Golz (Founder & Managing Director)  
(Steffen Hofemann, 2019)