



# EXPERIENCE IS THE NEW MARKETING

Guide to World-Class  
Brand Experiences

Timo Kiuru

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# Preface



## PREFACE

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Timo Kiuru is a global creative director and a public speaker. Timo has worked with several leading international brands all over the globe. He is also the founder of an experiential design studio, The Unthinkable: [unthinkable.fi](http://unthinkable.fi)

The events and experiential marketing industry is now bigger than ever. In this age of digital hyper-connectivity and information clutter consumers crave for more tangible experiences. Companies have seen how effectively data-aligned events and brand experiences drive results. They're thus determined to invest more into events, brand experiences and integrated experiential campaigns.

Events have been around as long as people have. The need to connect and share experiences with other people is very deeply rooted into all of us. Humans are social animals. All of us have organized some form of gatherings with other people. Thus we're all experts of creating events and experiences.

This book was written to share my key learnings on the art of planning orchestrated brand experiences and events, which reach the business objectives of the client. It's the first book ever written on experiential creative planning.

Firstly, this book summarizes how the human mind works and gives examples as to the ways the mind can be affected. Secondly, it aids in defining goals and creating a game plan to achieve them. Upon a solid understanding of direction, the book gives examples and inspiration for generating ideas.

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Lastly, it helps to design those ideas and visualize the creative vision.

For me, the decision to write an interactive book was easy. I wanted to approach the topic from a multi-sensory aspect. The outlook of the global experiential marketing industry is very bright, and I'm looking forward to witness how technological advancements will push the industry forward.

Timo Kiuru

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# What is a brand

The word brand is overused and connotes as something greedy and capitalistic. But the truth is, I love many brands and so do you. I love brands like Nike, Apple, or Leica because they make me feel like I'm part of a tribe. A tribe of people I have something in common with.

A brand can be defined as the soul of an organization. As seen in life, the most appealing souls have a great story to tell while looking for opportunities to inspire others.

Name, packaging, price, history, reputation, ways of communicating, purpose, internal culture, character, attitude, dreams, and previous experiences create this intuitive entity in a person's mind also known as a brand. As Marty Neumeier once stated, a charismatic brand is any product, service, or organization for which people believe there's no substitute.

Building a brand is a never-ending process. The most crucial thing about building a brand is consistency. Our mind works to

build on previous experiences that consequently and significantly impact how we experience something new to us.







# Experiential marketing

Every interaction between a person and a product, service or organization is a brand experience. The opening of a bottle of beer, the smell in the lobby of a luxurious hotel, or the lighting and design of a billboard are all examples of brand experiences. A brand experience is a person's perception of a brand's actions.

At events people go through a chronological set of brand experiences. Corporate events, consumer events, launch events, live events, promotional events, exhibitions, trade shows, sponsorship activations, sampling, guerrilla campaigns, and point-of-purchase activations all go under the umbrella term of experiential marketing.

The purpose of experiential marketing is to create a closer relationship between a person and a business by immersing them

in a carefully planned and orchestrated set of brand experiences.

Experiential marketing captivates people's attention by using their senses and thus creating feelings, moods, emotions, and thoughts. When businesses communicate to people in this holistic and orchestrated way, they create an experience, which aims to change the perception of a product or service, and eventually trigger change in the behavior of customers.

A campaign falls under experiential marketing given that it makes use of multiple senses as well as face-to-face encounters.



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# Psychology of an experience

*What you think, you become.*

*What you feel, you attract.*

*What you imagine, you create.*

- Buddha

# THIS CHAPTER SUMMARIZES:

How the mind works

How senses and key chemicals of the body affect the mind

How the mind can be fooled

The creative planning process starts with understanding the psychology of people.



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# THE MIND

# How the mind works?

All of us have two minds: the conscious and the subconscious mind.

The conscious mind is rational and analytical - it's the voice of sense in your head. Luckily the conscious mind is able to imagine the future but unfortunately it has a natural tendency to see mostly the negative and overanalyze things.

On the other hand, the subconscious mind is the center of emotions and instincts. It's the hard drive of our memories and habits. The subconscious mind is only interested in surviving and keeping us alive on this planet. The subconscious mind thinks in absolutes: black and white choices, good and bad, right and wrong, and so on.

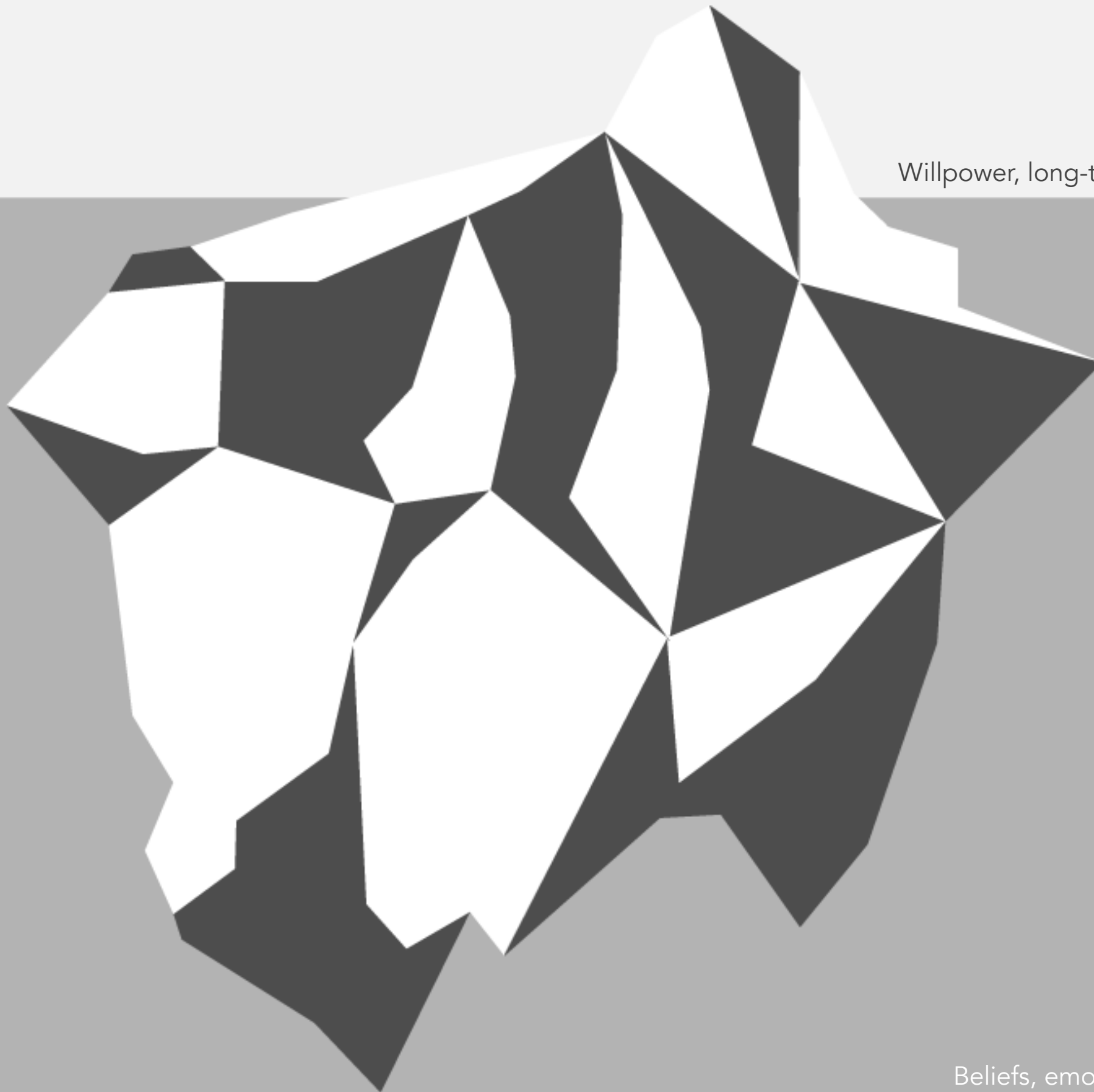
Now which one really controls you? According to brain researcher Richard Granger the subconscious mind controls as much as 90% of our choices while the conscious mind controls only 10%. The conscious mind can influence, but not control, the subconscious mind by the perception of emotional experiences encountered.

Thus 90% of all branding targets the subconscious mind. An experience is born as we process different feelings, emotions, moods, and thoughts making use of our previous experiences in the subconscious mind.

# 10%

## **Conscious mind**

Willpower, long-term memory, logical and critical thinking.



# 90%

## **Subconscious mind**

Beliefs, emotions, habits, values, protective reactions,  
long-term memory, imagination and intuition.

# Feelings, emotions & thoughts

In English we use the word “feel” for both physical and emotional sensations. You can feel physically cold when waiting for your friends on a cold winter day but emotionally warm when you meet and give them a hug.

Feelings are senses in our bodies detecting what we feel through inputs to our bodies. What we hear, taste, see, touch, and smell send binary data into our nervous system. Also feeling hot, cold, pain, pleasure, vestibular sense of balance, pressure, or kinesthetic motion sends data to our brains. A feeling is born when our senses send data to our brain.

Emotions are what those feelings mean to us. Being happy, glad, sad, mad, fearful, or ashamed are all examples of emotions. As we all have experienced, emotions are subjective and

short-lived. Emotions are chemicals released in our bodies in response to our interpretation of a specific trigger.

Moods are a collection of inputs. Mood is heavily influenced by our environment (weather, lighting, temperature, color, other people), our physiology (eating habits, exercising, sleeping, health), and our thinking. Moods can last minutes, hours, or even days.

Our emotions can be created as a result of thoughts, and in turn our thoughts can create emotions. Thoughts are usually short-lived. Previous experiences, personality, genetics, and the perception of the current situation activate our subconscious thinking. Consequently this enables a thought to be created. Thinking happens when we actively try to solve something and our conscious mind is working to figure things out.





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# FIVE SENSES

# Senses

All sensory information is processed at a specific area in the brain. You've probably heard of the division of the right and left side of the brain. The left side processes what you hear and handles most of the duty of speaking. It's also in charge of logic and mathematical computations. The right hemisphere is mainly in charge of spatial abilities, face recognition, and processing music. The right side also helps us to comprehend visual imagery and make sense of what we see.

Given a specific rise in our body temperature, our body starts sweating. Given the sense of cold, our muscles start shivering to create warmth. Now how does our body know when to start sweating or shivering? It knows because of the part of our brain called hypothalamus that signals for the body to start sweating or shivering. Almost all sensory data of our body is processed in the hypothalamus and further channeled to specific regions of the brain. An exception to this is the smell-sense, which takes a short cut. The hypothalamus also controls the hormones, the key chemicals of our bodies.

Sight and hearing represent the so-called remote senses. They help us to detect danger from a distance. Taste, smell, and touch are described as proximate senses and have always had a crucial role in survival.

Our senses have a hierarchy. They all have a specific location where the data of each sense is processed in the brain thus giving each sense a very specific function.

# Sight & visual perception

Sight is the alpha sense as at least one quarter of all brain activity is devoted to vision. The eye is not a camera. It takes incomplete information of the external world leaving the brain to reconstruct a visual image. The brain is very synthetic. It lives in a world where it obtains limited information that the brain reconstructs into our own reality.

Sight is the most used sense in marketing because of its responsiveness to the environment. We look at lines, shapes, patterns, light, shadows, and colors to judge a product's offering, quality, layout, and material. According to research by Jesper Clement, up to 90% of purchase decisions are purely based on visual perceptions.

Let's take a closer look at the psychological effects of colors.





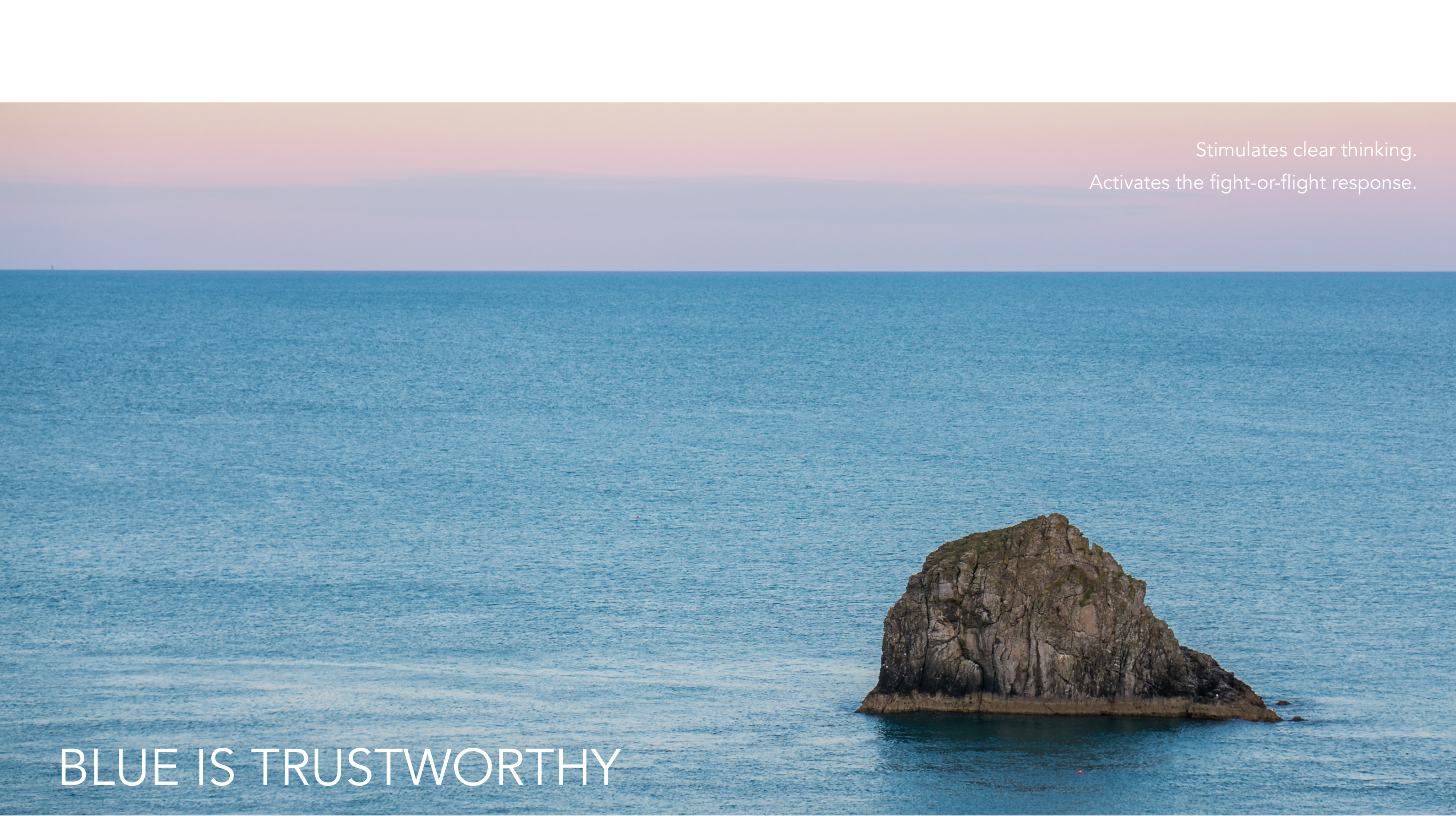
Indicates the need not to fear and reassures us.

## GREEN IS FRESH

Associated with health, freshness, and serenity.

E.g. Whole Foods or the forest





Stimulates clear thinking.  
Activates the fight-or-flight response.

# BLUE IS TRUSTWORTHY

Associated with responsibility, security, and dependency.

E.g. Facebook or the police





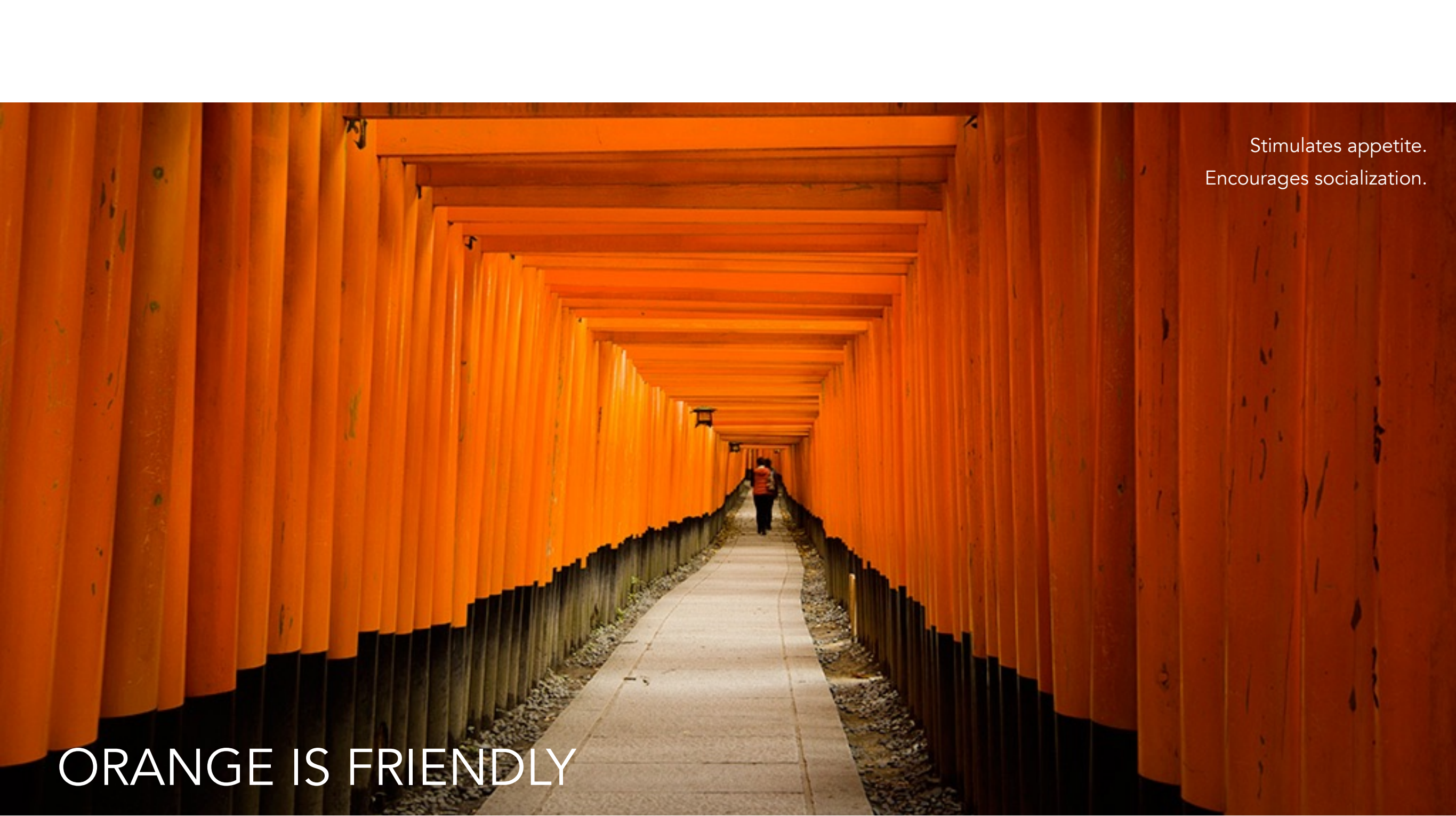
## YELLOW IS OPTIMISTIC

Uplifts the spirit and self-esteem.  
Too much of the wrong tone of yellow  
gives rise to fear and anxiety.

Associated with happiness, fun, and enthusiasm.

E.g. McDonalds or bananas





Stimulates appetite.  
Encourages socialization.

# ORANGE IS FRIENDLY

Associated with energy, strength, and independence.

E.g. Fanta or red oranges





# RED IS PASSIONATE

Raises pulse.  
Activates the fight-or-flight response.

Associated with strength, courage, sexuality, and revenge.

E.g. Supreme or traffic lights





Calming and soothing.

# PURPLE IS SPIRITUAL

Associated with royalty, vision, and introversion.

E.g. Milka or Los Angeles Lakers





## PINK IS FEMININE

Associated with love, youthfulness, and romance.

E.g. Victoria's Secret or Hello Kitty

It's nurturing and physically soothing.  
Too much pink can be emasculating.



A photograph of a desert landscape during the 'golden hour' of sunset or sunrise. The sky and ground are bathed in a warm, golden-brown light. In the foreground, two camels are seen from behind, walking away from the viewer. In the middle ground, a man in a plaid shirt and dark pants is walking towards the right, gesturing with his hand. Further back, a group of camels is visible, and a simple, rectangular building stands on the left side of the frame. The overall atmosphere is one of tranquility and reliability.

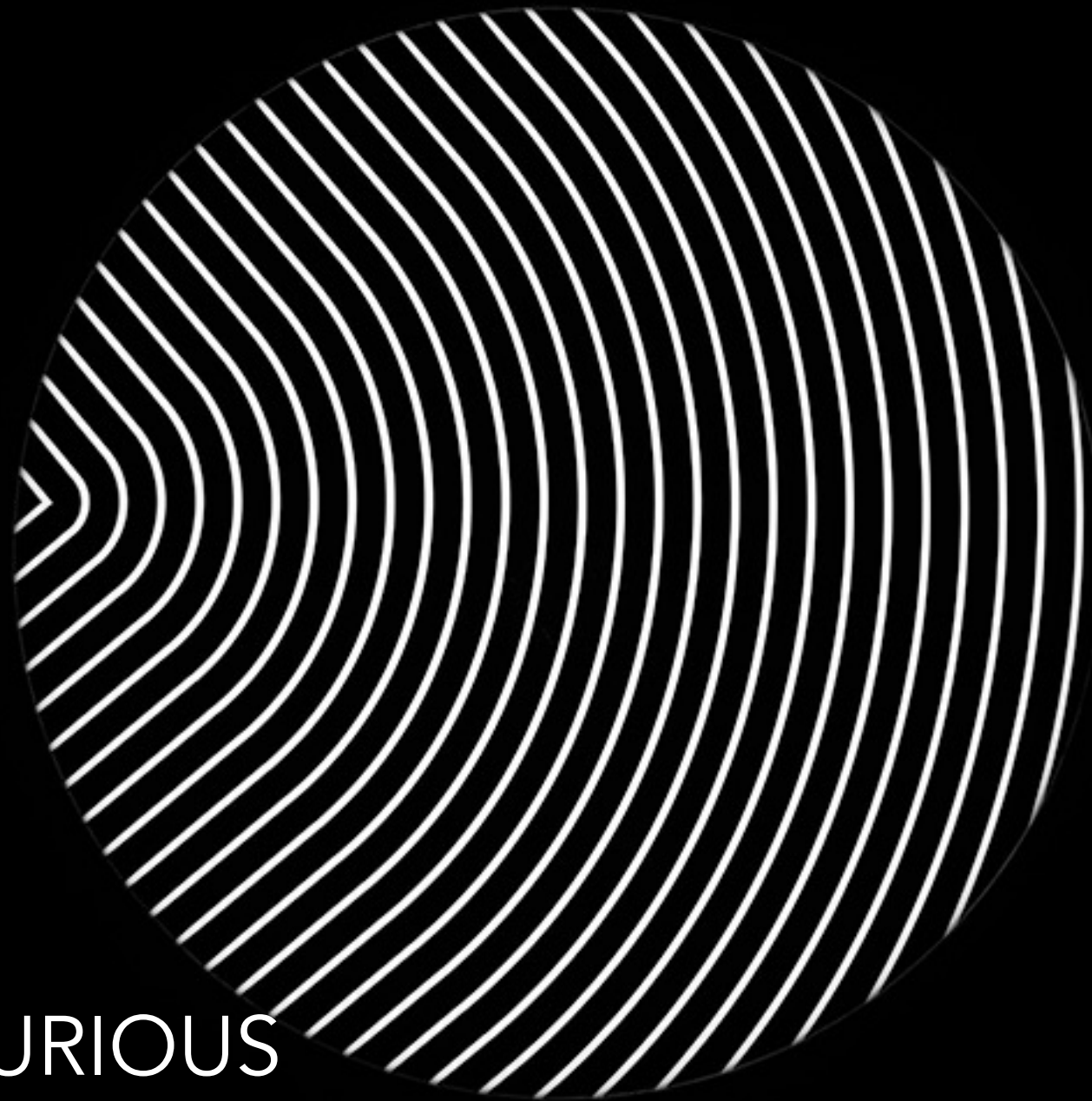
Enhances trust.

# BROWN IS RELIABLE

Associated with earthiness, warmth, and seriousness.

E.g. UPS or coffee

Creates positive barriers.  
Creates a perception of weight.



# BLACK IS LUXURIOUS

Associated with authority, sophistication, and seduction.

E.g. Playboy or Chanel





Gives a heightened perception of space.

Touch me not!

# WHITE IS PURE

Associated with clarity, sophistication, and sterility.

E.g. Apple or snow





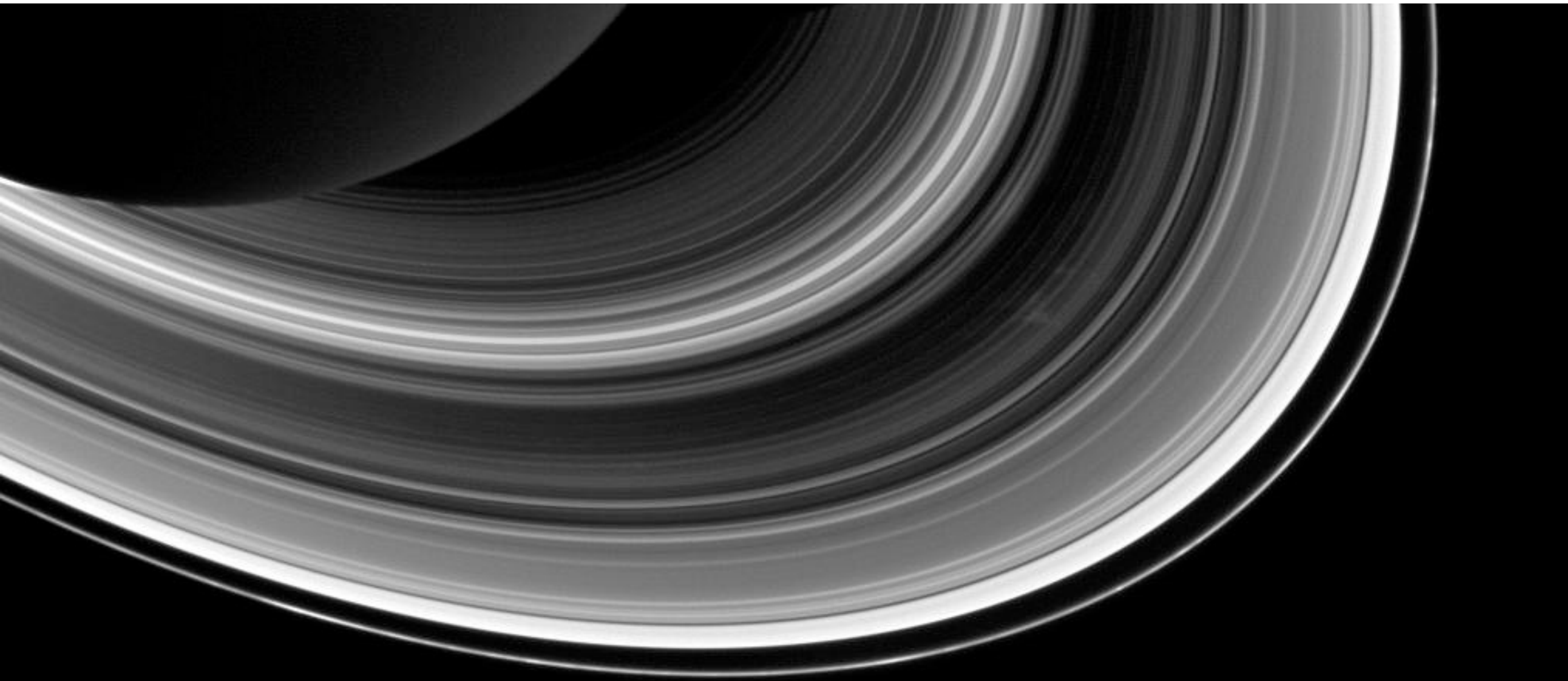
Enhances informality of the space.

# MULTICOLOR IS BOUNDLESS

Associated with playfulness, positivity, and versatility.

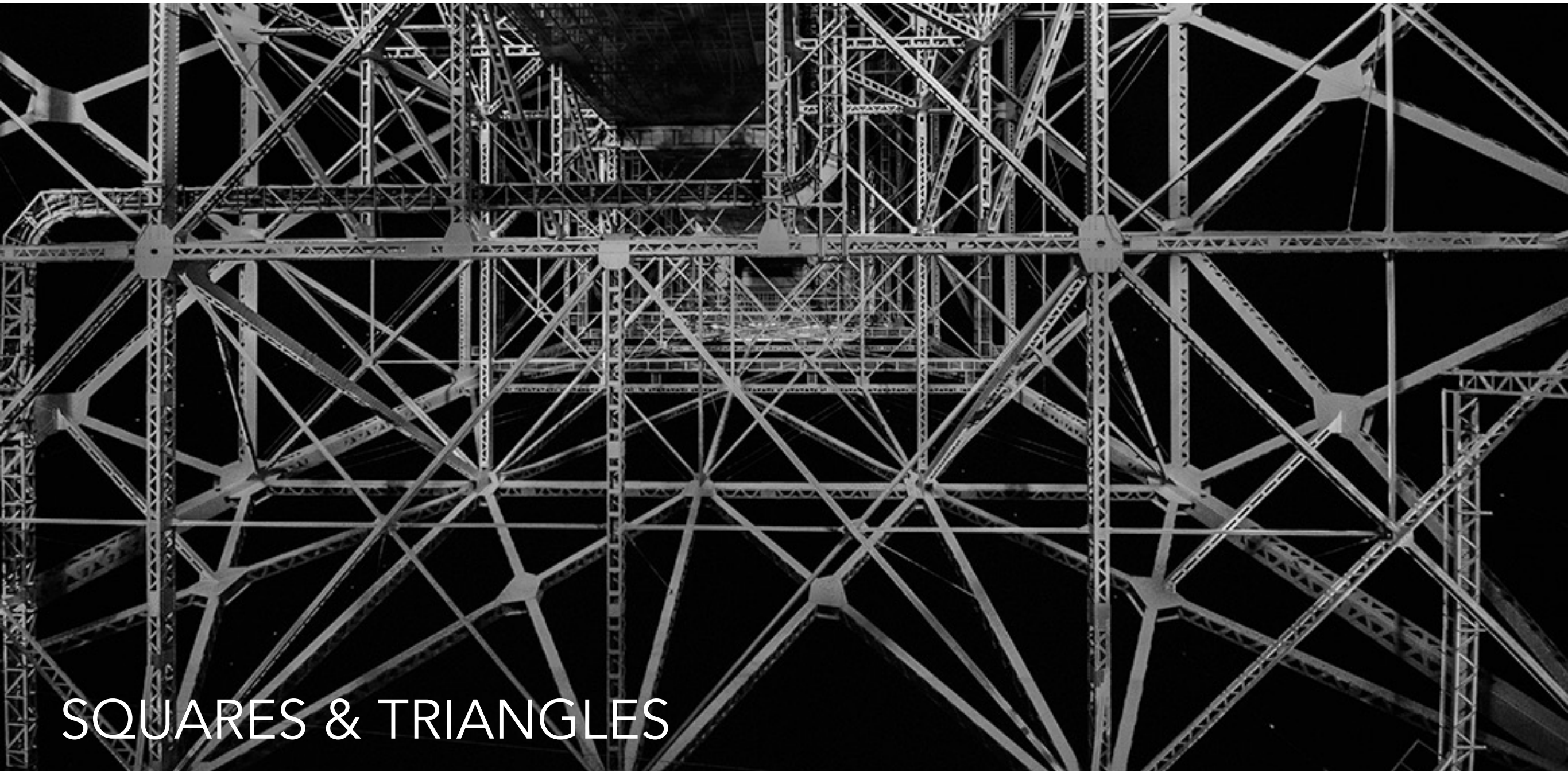
E.g. Google or butterflies





# CIRCLES, OVALS & ELLIPSES

Associated with community, unity, and femininity.



# SQUARES & TRIANGLES

Straight lines and precise shapes imply strength, professionalism, and efficiency. These tend to be viewed as masculine attributes of a space.





## VERTICAL & HORIZONTAL LINES

Vertical lines are associated with masculinity, strength, and aggression while horizontal lines suggest community, tranquility, and calmness.

# Sound

We're all surrounded by numerous sounds on a daily basis - many of these are unpleasant. As you may have already guessed, sound also affects us subconsciously.

As a whole, sound affects us in four different ways. The first is physiological. Sound can impact your hormone levels, breathing, heart rate, and brain waves. We all know the feeling of waking up to an aggressive alarm clock or hearing a fire alarm go off.

The second way is psychological. Music is the most powerful form of sound because we recognize and rapidly build associations to it. Music is well known for influencing how we feel but other sounds can do this as well. For example, birdsong is soothing, creating the feeling of safety. This thought dates back several hundreds of years ago when danger was imagined as absent amidst the singing of birds.

Thirdly, we as humans can process only a very limited auditory input. Most of us have been at a dinner where we've had to decide upon which long table conversation to pay attention to. This is because we're not capable of processing all the sounds or naturally moving away from mixed soundscapes. Therefore, sound affects us also cognitively.

Fourthly, sound affects us behaviorally. A person listening to uptempo techno is more likely to speed than a person listening to classical music.

The important thing about sound for experiential creatives is to align it with the visual communication of the campaign and thus not making them contradict or conflict with one another.

Listen to the sound samples on the next pages and focus on how they make you feel.

Swipe through and listen to the sound samples on the next five slides.











Calm







Horror





Sadness









Confidence









Delight

# Touch

Touch is the first sense a person develops. When a baby kicks in a mother's womb, oxytocin, which is also known as the love hormone, is released. Touching powers your body with dopamine (known as the pleasure hormone) and serotonin (known as the happiness hormone). These key chemicals of our bodies are discussed more in detail in the next section of this book.

We're all experts of touching since it's such a huge part of our everyday lives. We explore the world by touching the qualities of temperature, texture, shape, softness, sharpness, elasticity, and resilience.

Touching is very deeply rooted in us and it's a very primary form of communication. Just as with sound, we're occasionally also exposed to unpleasant sense of touch. For example, when an unknown individual bumps into you in a subway, you may naturally step back. The perception of touch depends on its social context even if the type of touch is identical, for instance a

tap on the shoulder. The appropriate social context is very dependent on the culture.

Have you ever thought about why professional sports teams communicate so much by touching? It's the fastest and most accurate means of communicating and makes a team work better together. Touching is an amazingly powerful way to build trust. That's why we shake hands when meeting a new person. In fact, there's a strong correlation between touching and persuasion.

According to a study, published in the Journal of Applied Social Psychology, researchers Stephen and Zweigenhaft found out that waiters who briefly touched customers on the hand or the shoulder when they were returning change received significantly higher tipping rates - touching reinforces reciprocity.

Remember how you used your fingers when you were learning to count? Touching helps us understand complex and abstract things better, especially when supported by sight.





# Smell

The sense of smell is closely linked to memory, mood, and emotions more so than any of the other senses. This is because in the case of every other sense, the message travels first to the brain stem and the thalamus before going out to the primary sensory areas. The smell has a shortcut to the limbic system of our body. This is the system where memories and emotions are processed in our brains.

Interestingly, memories generated by the other senses often mingle with older memories and may even change them. However, when it comes to odor, it's like an enduring imprint that isn't easily disturbed by later experiences.

Smell is also extremely important when it comes to the attraction that occurs between two individuals. Kissing is thought by some scientists to have origins from sniffing our partner. This for example is a big reason why the boyfriend jeans became a trend among young women.

In addition, smell is strongly linked to taste. You can illustrate this to yourself with a jelly bean. Pinch your nose, put the jelly bean in your mouth and chew it. It shouldn't taste like anything particular - just sweet and maybe a little bit sour. Now if you open your nose and swallow, you may recognize the flavor of the jelly bean.

Thus, flavor is the combination of smell and taste.



# Taste

Taste (or more formally gustation) is the sense behind one of the most controversial topics of our time, food. Food trends, dietary guidelines, and the latest research results all bombard us with different information on what we should and should not eat.

Like all of our senses, also taste is very deeply rooted in survival. It's been estimated that the human tongue has an average of 2000-8000 taste buds, which contain taste receptors. The purpose of taste buds is to keep us alive. Taste buds indicate to us whether or not to swallow what's in our mouth. This is one of the reasons we may prefer sweet and hate bitter. In other words, natural sugar works as brain fuel while bitter is a cue for poison.

Sodium is a mineral that's essential for making our nerves and muscles work, thus giving reason to why at times we crave for salty snacks. However, these preferences can be changed. When drinking coffee or alcohol for the first time, many of us may have added a lot of sugar to make the drink taste better.

According to several researches, adding social cues also works: for example when you eat with someone who really seems to enjoy the food or someone who you admire, you'll feel like your food tastes better.

There are four basic sensations of taste: sweet, sour, bitter, and salty - and of course the combinations of different tastes. Furthermore, it's speculated that humans may have receptors for fatty substances.

Unami has been suggested as a fifth basic taste. Unami, the flavor of certain glutamates variously described as savory, meaty, or brothy has long been known in Asian cooking. It has only recently been found by some researches to have its own taste receptors.

Food is an essential part of many cultures. With this being said, tastes are also categorized differently in different cultures. In Indian tradition the main sensations of tastes are sweet, sour, salty, bitter, spicy and astringent (characterized as neutral like water).

The tongue can also feel other sensations such as temperature, texture, spiciness, and fat. Spearmint for example activates

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nerve cells that signal cold while substances like ethanol or pepper activates nerve cells that signal hot. Another good example is Sichuan pepper that causes a sensation of numbness of the mouth.

Smell is estimated to be ten thousand times more sensitive than taste. Taste is the weakest of our senses.





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# KEY CHEMICALS



The New York hip-hop group Wu-Tang Clan used to claim, "Cash Rules Everything Around Me." That's not true.

Dopamine, endorphin, oxytocin, serotonin and cortisol are the key chemicals in our bodies that rule everything around us.

These chemicals trigger our emotions. Some of the chemicals are highly addictive, which in turn makes us do things without the feeling of control. Understanding these chemicals is the key to understanding human behavior.

# Dopamine

There are about 86 millions neurons in the human brain. Dopamine is an extremely complex neurotransmitter, a chemical transmitter produced in several areas of the brain.

When we do something that brings pleasure, like eating delicious food or watching a great movie, that sensation of pleasure is linked to the increased activity of dopamine in our brain. This naturally makes us want to get more of those experiences. That's why some people get addicted to gambling or sex.

But dopamine isn't only a pleasure and reward chemical. It plays a significant role in the way our brain moderates and controls concentration, memory, problem solving, and movements.

Interestingly, dopamine is also actively involved when we see or hear cues telling us that something we previously found rewarding is within reach. That's why it feels good to create a to-do list for the pleasure of finally crossing off accomplished tasks, or why just seeing pictures of food creates cravings.

Due to dopamine's role of enabling us to plan ahead and resist impulses, we're able to achieve goals. In other words, dopamine builds motivation towards future goals. Dopamine makes us competitive and provides the thrill of chase. All we need to do is experience cues of the coming reward and the body will do the rest.



# Endorphin

Endorphins are another important type of neurotransmitters. There are at least 20 different kinds of endorphins. Many of them originate from various parts of our bodies. They resemble opiates like morphine and heroin.

Pain and stress are two of the most powerful triggers for the release of endorphins. For instance, when we go to the gym we're able to push our bodies to the max with little pain in doing so. After the workout we get a feeling of euphoria, which makes us want to go to the gym again. Also the pain in acupuncture treatment transmits a message to the brain which in turn releases endorphins as a remedy.

Endorphins also play a role in appetite modulation, memory, body temperature regulation, and the release of sex hormones.

In events endorphins can be released through exercise (especially collectively as a group), engaging in frightening activities like bungee jumping, or simply by making people laugh.

Also simply eating food like chocolate or hot peppers releases endorphins. Vanilla scent is researched also to stimulate endorphin production.

Happy hour is not called happy hour for no reason. Alcohol does the trick too but only when consumed in moderation.

# Oxytocin

Oxytocin sometimes acts like a neurotransmitter and at times like a hormone. Oxytocin is the relationship chemical. Your body releases oxytocin to strengthen relationships with other people. Oxytocin is released when people touch, hug or bond socially. Oxytocin levels have been reported to be higher amongst people who claim to be falling in love and that's why it's sometimes called the love hormone.

Oxytocin seems to have several effects on us. Some benefits can be seen in maternal behavior, generosity, tolerance of various addictive drugs, certain memory and learning functions, reduced cardiovascular stress, and an improved immune system amongst several benefits.

Hugs, handshakes, karaoke, partner dancing, shared experiences of danger such as witnessing something scary together or watching an emotionally compelling movie, and even participating in social media discussion groups are all example of how oxytocin levels are increased.



# Serotonin & cortisol

Serotonin is a neurotransmitter, which is believed to act as a mood stabilizer. It has a powerful effect on mood, emotions, and memory. Low levels of serotonin are associated with depression and suicidal behavior.

Also the serotonin system is very complex and affects a broad range of physiological and behavioral processes such as cardiovascular regulation, appetite, self-esteem, sleep habits, pain sensitivity, sexual behavior, respiration, and learning.

Serotonin is synthesized from the amino acid, tryptophan. Foods like eggs, cheese, pineapple, salmon, or nuts are rich sources of tryptophan, which increase the serotonin levels. Exercise, sunshine and positivity seem to be the best ways to boost serotonin levels too.

Recognition from others is also believed to increase the serotonin levels of our bodies. Simon Sinek calls this the leadership chemical, which creates a sense of allegiance and organiza-

tional cohesion. A graduation ceremony is a prime example of serotonin boost among families and graduates.

High levels of the stress hormone, cortisol, rob us of serotonin. There are two types of stress: good and bad stress. Good stress is supposed to make us perform better when presented with a situation posing high demands. Bad stress is related to chronic stress, which increases the risk of depression, mental illness, and lower life expectancy. Cortisol is released in response to fear or stress as part of the fight-or-flight mechanism of our bodies.

Luckily there are ways to lower cortisol levels. Physical activity, meditation, spending time with friends and family, having a good laugh, and listening to our favorite music all help to lower cortisol levels.

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# MIND GAMES



The following section describes the techniques, which can be used to affect the subconscious mind.

These techniques are widely used in our daily lives because they work so effectively. You've probably already used many of them without being aware of it.

Be creative and you'll notice the power of applying them!

# Priming

Assumptions save our brains a lot of energy thus giving explanation to the reason why our brains tend to function on assumptions - the easiest route.

Close your eyes and imagine everything is yellow, completely yellow. Open your eyes and describe the first fruit that comes to your mind?

Banana, right?

Priming is a technique whereby a person is exposed to one stimulus that impacts how the person responds to another stimulus. Priming works also for subsequent behavior. Malcolm Gladwell describes an experiment conducted by a group of researchers in New York University. Participants first read a list of words associated to old age and infirmity like *wrinkles*, *Florida*, and *grey*. These participants were found to walk more slowly to the elevator in the building than the counter control-group whose members did not read the age-related words.

Imagine if cues as subtle as these can have such a huge impact on our mind and behavior, how effectively then can this technique be used when building experiences?

Every experiential creative must be passionate about details since priming is a prime example of how small things eventually have a huge impact on the final outcome.





# Following the leader

We're programmed to follow. One of the ways in which we follow others is known as dyadic gaze, which means looking at what someone else is looking at. In past history to survive, people needed to be able to look where another person was looking in order to detect danger. It's the origin of sympathy, we see what others see and feel what others feel. It enables us to work together and survive together.

Another way of following is called social proof or social influence. This theory states that people will adopt the beliefs or actions of a group of people they like or trust. People will conform to the actions of others because they assume that those actions are reflective of correct behavior, especially in a situation totally new to them. Ever wondered why all the people visiting New York for the first time go to Times Square?

We want to follow opinion leaders and gurus because they're thought to have expertise and deep understanding of a specific topic. We follow celebrities because we admire them. We follow peers because they're in the same situation as we are.

We follow large groups of people because such a vast number of people can't be wrong. And we follow people we know because we can trust them.

This is why so many American sitcoms feature laugh tracks or why we first google for product reviews before making a purchase decision. Many events also have specially planted audience members who are instructed to applaud at pre-arranged times.

Integrating social media has definitely made it very easy to use the technique of following the leader at events in a more noticeable and amplified way. That's why the most popular social media influencers are paid huge amounts of money only for attending an event. When the Kardashians attend an event, not only will there be immediate buzz among the other guests of the event but also among their own social media followers.



# Loss aversion & scarcity

One of the biggest reasons why people don't follow their dreams is because they don't want to give up the life they already have.

Let me give you an example. Research studies have shown that people are more concerned about how much energy gets lost if their house is not properly isolated rather than hearing how much energy will be saved with proper isolation. We tend to hold on to what we have as a means of saving energy and as a way of enabling survival.

The principle of scarcity is based on the future unavailability of something, even if we don't need it. In Finland the most traditional department store, Stockmann, use this principle twice a year when they organize a promotional event called *Hullut Päivät* (translated as Crazy Days). They wrap the department store in yellow and offer special products at discounted prices while

the Finnish consumers go crazy. Also airlines and hotels use this campaigning technique in their promotional offerings. For instance promotions are made for the last three available seats on the plane or the final discounted prices on the few vacant hotel rooms.

People seem to rate things higher when they're low in supply. In their study, researchers Worchel, Lee, and Adewole (1975) put ten cookies in one jar and two of the same cookies in another jar. The cookies from the jar that had only two received ratings twice as high as the ones in the jar of ten even though the cookies were exactly the same.

Many of us have witnessed an event packed with loads of people yet with a selected few granted entrance. Similarly by creating a feeling of scarcity and exclusivity, even your event will be perceived as a huge success.



# Reciprocity

The concept of reciprocity is simple - if someone does something for you, you'll naturally want to do something for them in return.

Given that you've ever received candy or perhaps some dessert liqueur along with your bill at a restaurant, you've been a victim of reciprocity. It has been researched and this is what happened:

In a study conducted in 2002 researchers Strohmetz, Rind, Fisher, and Lynn wanted to know how the use of candy increases restaurant tipping. They found out that when servers brought a check to their patrons without a mint, the diners tipped based on how they felt about the level of service. When one mint was given, the tip jumped to more than 3%. Two mints and the tip jump to roughly 20%.

The important thing to remember about reciprocity is that it's about trading favors. The favor doesn't need to involve buying

something. Even a small gesture such as opening a door for someone counts.

The sense of future obligation with reciprocity can help continue or develop relationships between people. People seem to feel obliged to return a favor even to people they may not like.

Imagine how much can be achieved by orchestrated acts of reciprocity during an event.

# Anchoring

Have you ever wondered why large groups of tourists head straight over to a department store called *Century 21* upon landing in New York?

Century 21 masters a technique called anchoring, which makes people base their decisions on the first piece of information they receive. The difference between anchoring and priming, which we previously discussed, is that when priming is all about building connotations, anchoring is all about affecting our decision-making.

Century 21 sells designer clothes that are always on sale. For example if you were to take a look at the price tag on a pair of designer jeans, the first thing you'll see is the original price of 250 dollars reduced all the way down to 99 dollars. What a deal, eh!

Within this context, even if you wouldn't normally buy designer clothes, you're still made aware of the fact that they're normally quite expensive. Bearing this in mind, you may leave the store

spending more than you would normally agree to for a new pair of designer jeans.

When Steve Jobs introduced the iPhone in 2007, Apple wanted to make people think this new product was revolutionary.

Jobs set anchors at the beginning of his key note by telling a story of the milestone of Apple: in 1984 Apple launched the Macintosh, which changed the whole computer industry; in 2001 they launched the iPod, which changed the entire music industry while then 2007 marked the launching of the revolutionary iPhone.

Anchoring stems from our tendency to look for confirmation of things we're unsure about.

# The influence of expectations

Expectations simply influence how we perceive things around us. A well-known example is the placebo effect - if an individual expects a pill to relieve their headache, the headache will most likely disappear even though the pill contains no active medical ingredients.

Steve Jobs loved to build expectations for future launch events and this same momentum still exists today at Apple. Apple has its customer thinking: *"what I have now is great but what if there's something even better coming?"*

People also tend to favor information that agrees with their existing beliefs. This is a true blessing to all services or products backed up by consistent branding. Consumers tend to perceive them more positively than brands that struggle with the perception of their products or services.

This is the reason why it's so difficult to find consensus on climate change. People's beliefs hinder facts.

Likewise, people have expectations for the mood and atmosphere of an upcoming event or experience if they've attended or experienced it before. A big reason why many summer festivals are so popular year after year is because people expect a certain type of atmosphere and experience at these events. The same goes for the 007 movies, which entertain all kinds of expectations from different generations represented at the cinema.

A major part of all pre-event communications is to build relevant types of expectations. The best way to improve the event is to build the hype before the event and make people believe in it.



# The verbatim effect

The verbatim effect suggests that people will remember the general idea of your presentation or content rather than the smaller details.

On numerous occasions, most people in the experiential industry have experienced the visitors of a conference only remember the gist of what was presented. Every event has a star speaker or performer who will be remembered and the rest will be pretty much forgotten.

There are two super effective solutions to make people remember the most important message. Firstly, simplify. Try doing the pub test: if you can't explain the core message of your event to a mate at the pub, the message is not simple enough.

Secondly, repeat. A successful event is all about repeating the core message over and over again in different ways but in an interesting and surprising yet orchestrated format.

# Clustering

Read the following list of words:

Jay-Z, Mozart, AC/DC, Madonna, Dr. Dre, Nirvana, Robbie Williams, Bach, Snoop, Big Bang, Beethoven, The Rolling Stones.

And again.

Jay-Z, Mozart, AC/DC, Madonna, Dr. Dre, Nirvana, Robbie Williams, Bach, Snoop, Big Bang, Beethoven, The Rolling Stones.

Chances are that you automatically grouped these items into four clusters: rap, rock, pop, and classical music.

Most people can remember seven pieces of information at a time, therefore indicating that all of us have a limited short-term memory. Because of this, people cluster similar pieces of information together. Grouping similar topics together will increase the memory retention of an experience.





# Mimicry & mirroring

Mirror neurons in our brains are activated when we watch someone else perform a particular action, which we then also perform ourselves. Yawning is known to be contagious. The brain also responds to the sound of other people's laughter and thus prepares the muscles in the face to also laugh or smile.

Humans automatically mimic each other. We create a sense of similarity and belonging by imitating one another in various ways. Imitations are seen in postures, gestures, mannerisms, words, speech patterns, facial expressions, and most interestingly emotions and moods.

It's pretty amazing that people are also able to channel their mood non-verbally to one another. A classic example of mimicry is seen in the behavior of newborn babies. They start crying in response to another baby's crying.

For any experiential creative, this technique is one of the most powerful planning tools there is.

# The ABC of creating hype



In today's world of social media, trends seemingly come and go quicker than ever before. Many brands that were hot last year - or maybe even last month - are nowhere to be seen today. Below we break down three basic factors for building and maintaining hype.

## A. Limited product.

Supply and demand is the basis of all economic theory. When demand exceed supply, a commodity increases in value. Or in the framework of a "hyped brand," where demand is equal to hype, the calculated restriction of supply is the most basic key to success. A product that is limited to far fewer pieces than those who are looking to buy, means the more likely you are to have customers, or fans, who are willing to go as far as camping in the streets to be one of the lucky few who get their hands on your goods. If this sounds crazy, just look to recent

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limited releases from the likes of global footwear giants Jordan and Adidas (especially their Kanye West YEEZY footwear).

People want what's rare and in the case of "hype," are willing to go the extra mile to get it.

### **B. Local respect.**

Of course, simply limiting a product is by no means a guarantee for "hype." The demand for a good still needs to outweigh the supply, so if only 10 people really want one of the 100 items a brand made, the hype factor simply isn't going to hit. Many of the brands that demand worldwide attention today are those that began by serving their local community. New York based streetwear brand Supreme, arguably the world's most hyped brand today, started out as a simple downtown NY skate shop, and to this day still serves as a hub for much of the core skate community in NYC. This factor alone - respect within the local scene - is the basis for an allure of "cool" that has spread around the globe. Many brands bubble under the surface of their own cities for years, creating lines and selling out locally, before catching the attention of a wider audience. As the saying goes, it takes years to become an overnight success.

### **C. Global collaborations.**

Following the seemingly simple feat of limiting product, the somewhat daunting task gaining local respect, breaking into the global consciousness is the next level of "hype." The right celebrity co-sign can result in a spike in demand (or in maybe not at all) but the key to sustaining hype comes down to the product itself. Exceeding customers expectations is key and, within the world of "hype," one the biggest factors in achieving that is creating goods that surprise and excite your fans. Limited, co-branded products, or collaborations - such as the aforementioned adidas YEEZY project - is a tried-and-true method that can drive demand through the roof. Whether it's working with a small like-minded label from another city, or securing a footwear project with a top tier brand, the overall key is creating stories that resonate.

People want premium, limited goods, from a brand that commands respect: that is the basis of sustained hype.

**Pete Williams**

**Managing Editor at Highsnobiety**



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# Experiential strategy

*The essence of strategy is choosing what not to do.*

- Michael Porter



# Why strategy matters

At the core of all marketing communications is the need for change, shift, and convergence. Companies don't want to host events for no reason. There's always a reason behind the brief. Change scares us, it demands effort, vulnerability, and risk-taking - all issues that average companies hate.

Strategy is a chronically overused word to an extent that its meaning is nearly lost. The experiential industry suffers from lack of recognition globally. The biggest reason for this is that people in the industry focus on tactics, instead of strategy. We're seen as doers, not thinkers.

The difference between strategy and tactic is that strategy is what generals do while tactics are what captains and lieutenants do.

When a hockey coach has a plan for winning the Stanley Cup, that's a strategy. When a hockey team has a plan for winning the face off, taking out the goalie, moving on to power play, and drawing a tie during the last seconds of the third period, that's a game tactic.

Strategy matters because it tackles a specific problem, coordinates and prioritizes the resources as well as forces and gives direction for all the effective tactics.





# Start with why

In many cases, the reason why an event is organized is linked to the same reason why a company was founded in the first place.

Many clients love to extensively tell you what they do as a company, what kind of products and services they offer, and even how they do it. Yet why they do it seems to be difficult to define.

There've been several times I've attended a client brief meeting where I've asked the client why they want to do an event? For this, many of my agency colleagues have kicked me under the table and given me the "you're not supposed to ask that" look. Often the question is followed by complete silence while at times by some meaningless corporate jargon explanation.

Ask as many "why" questions as possible and they'll provide you with valuable information. For example: why should anyone join this event? Why do you want to invest money on im-

pressive screen technology? Why do you think this event would stand out from all the other events in the industry?

Make your clients feel uncomfortable and sweat a bit. It's the role of the consulting agency to go to the root of things to find the truth behind all the corporate jargon.

All of us who have already been in the industry for a while know unfortunately from experience that clients are not always honest. They exaggerate, wish, dream, lie, and deny.

Give them a piece of paper and ask them to illustrate why the company exists and then ask them to explain their illustration. Or ask them to draw the way they envision the campaign. That should break the ice.

# There is usually a problem

Brand experiences are needed when there is a serious business-related problem, which has to be made public first in order to be resolved. A good way of defining a problem is by formulating it into a question. The problem is always related to the client's business, never to the actual event.

The problem is usually faceted in the following manner given the launch event of a brand new product: low brand preference among the audience, low expectations for the new product and bad connotations with previous products.

How do we awe the audience and get the world's undivided attention for the product we're about to launch? This question will lead to the defining of the objective and will work as a foundation for all creative planning.

The objective needs to be a simple statement. Ideally you shouldn't have more than one objective. What is it that the guests should remember from the event years later?

The objective of a launch event can be as simple as doubling the amount of media and online buzz from the amount generated during the previous event.



# Identify potential audiences

The biggest mistake of planning an event is to solely focus on the needs and wants of the company in question i.e. “we are the market leader...we are introducing the most impressive product in the history of this company...we are doing so great...”

Seriously, no one in the audience cares.

Identify what kind of people will be invited to the event.

*What are they interested in?*

*How do they live? How old are they?*

*How can the company make their lives easier?*

*What is their motivation for attending the event?*

Come up with more questions to learn to know your audience.

Do research online and offline. Ask questions from the client.

Ask questions from the people who work with the client, and

most importantly interview people who will be invited to the event.

If the event is huge, you may need to identify a few segments of the audience. For a launch event the segments could be for example:

**Press** - interested in industry news and want to be the first one to tell the breaking news, or tell that there wasn't any.

**Brand enthusiasts** - social media influencers, fans, customers, and students interested in being a part of the launch. Expected to talk about the event among their peers.

**Corporate clients and partners** - interested in networking, having a fun day out of the office, and exploring new products.

All this sounds very simple but it works. The more you are able to conduct some research and draw conclusions on common interests, the better the event will be. After all the event should be all about the overlapping topics of what the organizer wants to say and what the audience wants to hear.

# Facts, observations & insights

Facts and observations of those facts should lead us to insights. An insight is a thought, which reshapes how we see things. It's the aha-moment, which truly unlocks creativity. Most often insights are found from the behavior of people. Insights form vision, help make decisions, and take action.

Let me give you a couple of examples:

## A fact

People buy food for their pets.

## An observation

Looks like pets are usually given food at the same time as their owners have a meal.

## An insight

Eating but not feeding their pets makes most people feel

guilty and that's why they feed their pets while they have a meal themselves.

## A fact

Nissan's urban crossover model Quasqai has been very popular in Europe since its launch in 2006.

## An observation

Quasqai seemed popular especially among soccer moms.

## Why?

The youthful tone and manner of the launch campaign highlighted the Quasqai taking over the city like a skate board while conquering all the obstacles with the agility of a parkour athlete. The shots and scenes of the campaign communicated agility and the sturdy outlook of the car communicated safety.

## An insight

Mothers with small children love the safety of an SUV. They also love the agility of a sedan or hatchback. This target group's lifestyle and product offering matched, and that's why soccer moms fell in love with the Quasqai.

Insights must inspire!

# Research competition

The next step is to identify other similar events offered to the same target audience.

Usually every industry has its leading event that sets a benchmark for all the other events in the industry. It's good to observe why an event is so popular but it might also make sense to do the opposite to reach the industry nonconformists. At times it may be worth combining the best elements from a few events.

It's good to be aware of when the other events are held. You may want to consider whether you feel confident about breaking through the clutter or rather hosting the event on a less crowded date.

In 2005 there were several global breakdance competitions. At the time the industry had gotten bigger and global. Huge events like *Red Bull BC One*, *UK B-Boy Championships*, and *Battle of the Year* invited dancers from all over the world and hosted dance battles on stage.

In 2005 Amjad Khan, inspired by another event called *Lord of the Floor*, organized a jam called *Circle Kingz* in which battles took place on a floor surrounded by an audience.

The concept of the event was focused on the dark dance circles in the corners of the space as opposed to the limelight on the stage. The event became a global benchmark and had a huge impact on the global dance community to the extent of large-scale events following its direction. Amjad decided to stop organizing the jam five years later when the jam was more popular than ever because he wanted *Circle Kingz* to remain a legendary breaking event that dancers would talk about years later.

Sometimes it's better to do some research and decide to swim upstream.



# Conventions & taboos

Almost every industry has its own conventions. These are ways of doing things, which have become norms that most companies don't have the courage to break.

For the launch events of the tech industry it's the middle aged man presenting in front of a large screen. All of the cell phone launches have followed this convention during the last decade. Only breaking this format in a truly creative way would get everyone's undivided attention.

Events also have a lot of taboos. Things that are sacred or that shouldn't even be discussed. For many corporate conferences it's having the CEO of the company opening the event. People may say that that's the way it's always been and that can't be changed until someone brave or smart enough changes it.

The more conventions and taboos you're able to find and the more you break them, the more the event will stand out. You'll be able to find a lot of conventions and taboos.

# Sources of uniqueness

The job of an experiential creative is to create something extraordinarily remarkable, something that will be the talk of the city as well as exceed expectations. Coco Chanel used to say that to be irreplaceable, one needs to be different.

Come up with a few things that set the event apart from all the other events in the industry. Those things are the sources of uniqueness and they should be highlighted as much as possible.

The *Restaurant Day* is an international food carnival, originated from Finland. It's a day when anyone can open a mini restaurant or become a street food vendor. Its elements of uniqueness are that:

- it manifests genuine love for food, not making money.
- it doesn't follow food regulations or city permissions.

- it puts us in touch with an unknown person who made the food, not a waiter.

What are the sources of uniqueness of your event?

# A PIECE OF FINLAND RESTAURANT DAY



FREE  
WIFI

FINNISH PASTRIES  
KAKIA & PULLA

WE'RE  
OPEN

reima



# Role & dream

One of legendary industrial designer Dieter Rams's ten principles of good design is that it is unobtrusive. He believes products need to fulfill a purpose just like tools. The same principle applies to events. A good event has the objective of fulfilling a purpose.

*Campus* is a free seminar with the purpose of increasing the knowledge of teachers concerning major changes outside the school world. Its objective is to supply teachers with the latest, diverse societal information, and trends that can be used in teaching. Campus has a clear role. The team behind it probably dream of Campus being the leading global event for teachers. Ultimately they opt to supply teachers with information that will make them even better professionals.

All unique events have a defined role and the creative minds behind them are brave enough to dream.



# Advocates & attitude

What kind of people will be the advocates of your event? They should not be mixed with the most eager fans of the event.

They should be the ones who share the same fundamental beliefs as you do and who can influence others. How would you describe these people?

*Slush* is an international start-up festival in Finland that gathers investors, industry experts, entrepreneurs, and wingmen. The advocates of Slush could be described as energetic people that think big and globally. A good example would be former Finnish Prime Minister Alexander Stubb who doesn't mind taking selfies with the attendees of Slush. He's obviously an advocate of the event.

Many motorcycle clubs host events called "chapter runs".

These are events in which members, prospects, and supporters all drive, meet up, and have fun together. They represent some-

thing close to a religious sect in advocating an attitude of "ride or die".

Rähinä Records is one of the most successful rap record labels in Finland. They've been organizing an event called *Rähinä Live* for more than 10 years. In the event, all of the artists represented by the label get on stage and perform for the most loyal fans. The attitude of the event is "Rähinä for life!"





# Top of mind, attributes & benefits

Top of mind is pretty self explanatory. What is the first thing that comes to people's mind when they think about the event? Attributes are words that describe and thus summarize the nature of the event in a few words.

A benefit should inform us the reason for using a products or in this case, attending an event. It answers the question: how does a product (or event) significantly make the attendees' (consumer's or business's) life better?

One of the best product examples is from Apple. When they first launched the iPod in 2001, their single-minded value proposition was "1,000 songs in your pocket". Short, simple, and sweet.

A good event example is a tailgate party. A tailgate is an event, which involves drinking beer and making food in the

parking lot of a stadium before a sports (typically football) or other large event. The top-of-mind words associated with tailgating are beer, barbecue, and buddies.

Attributes of a tailgate event are fun, friendly, and cost-effective.

The benefit of the event is to lengthen the whole game experience. Tickets and food at the stadium are usually expensive so a tailgate event offers the opportunity to share and lengthen the experience in a cost-effective manner.

# Positioning & value proposition

In light of what has been discussed so far, thinking about, identifying, and describing all of the features and elements of an event will help you in positioning it appropriately.

If the positioning doesn't feel like it makes sense, then there's probably no social need for the event. The position is the home base of your event. It's the unique space in the industry that only your event can fill.

Positioning requires that the position must be available otherwise if you're planning to take over an existing event, you need to be ready to invest massively and do everything so much better than anyone else. You can't play with the power of expectation.

Obtaining any position requires consistency. The best tool for consistent communication is establishing a creative concept.

Positioning an event requires:

Catching people's attention by breaking a taboo in the scene, market or industry

Making a statement on a societal level

Differentiation, being unique

I'll give you an example.

Slush is one of the world's leading start-up and technology events. It breaks the taboo of investor meetings that are generally known for being formal and stiff.

Slush along with individuals and organizations (the whole ecosystem) supporting the venture believe that Finland needs to



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be more international and needs more companies that want to conquer the world.

What's unique about Slush is that it's the only international start-up event that is organized in Finland during the darkest time of the year. Now that's exotic! Finland is also a hub between the East and the West, thus the perfect global meeting point for start-ups, tech talent and investors.

# EXPERIENTIAL STRATEGY: EVENT POSITIONING CHART

Below are a few crucial points to consider when positioning an event:



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# Creative planning

*The concept of absurdity is something I'm attracted to.*

- David Lynch



# THIS CHAPTER SUMMARIZES:

How to be creative

How to create an experiential concept

Tools for boosting creativity

Creative planning is about combining information and imagination in order to create something remarkable.

# Creativity

So much has been written about it and there's probably no other topic, which is as mystified and glorified as creativity.

Finnish creative director, Saku Tuominen, defines creativity as the ability to see and the will to do things better. What I like about this definition is that it doesn't only focus on planning but emphasizes the point of making an effort for attaining better results.

Being a creative director is definitely not easy. It's all about having a passion for improvement at all phases and in all elements of creating the experience. Creativity is passion for finding ways and doing things better. Being truly creative makes you vulnerable and takes a lot of courage. It can change the world we live in!



# How to live creatively?

There's no shortcut to creativity but here's a few tips, which work for me:

- Listen more than you talk. Ask a lot of questions. You'll learn nothing by talking.
- Break your routines and try something new.
- Express yourself through writing, dancing, music, cooking, fashion, or visual arts.
- Travel a lot. Read, dream, and go to the movies. Visit creative spaces like museums, stores, fashion shows, exhibitions, cafes, restaurants, hotels, theaters, amusement parks, toy stores etc.
- Take time to find inspiration. The best creatives go through a lot of inspiration during the day.

- Hang out with other really creative people. People who live differently than you do. Value people who are brave enough to be different.



Listen

Wanted

# Creative concept

A creative concept is like an umbrella under which all the different parts and elements of the event fall under. The main advantages of having a concept:

*Clarity* - the concept is the core message of all communication; repetition works here.

*Consistency* - all pre, onsite and post campaign elements are consistent.

*Efficiency* - when everything is synchronized, there's more power behind all communication.

The creative concept is a piece of brilliant thinking which connects the strength of a brand (and possibly a product), audience's interests, and client's business objectives.

When launching the Samsung Galaxy S6 in 2015, Samsung's launch concept was titled *Next is Now*. It was a concept which created anticipation and buzz even before the launch event. It positioned Samsung as the leader of technological innovation.

The concept was catered to online and onsite audience's hunger for what's next in the smart phone market.

The different spaces of the event were designed to be futuristic and impressively bring the next into the now. The creative concept of the event was created to boost media coverage, online buzz, and eventually the sales of the Samsung Galaxy S6 flagship device.

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# CONCEPT PLANNING & TOOLS

# Combining the truths

A great creative concept fulfills the communicational needs of the brand, product, or service; the wants of the audience of the event as well as the targeted business goals of the client.

Coming up with the creative concept is often a very disorganized and chaotic process. It requires approaching everything with an open mind, finding something new as well as reflecting back on old ideas. Having fun is very important too.

Let's take a detailed look at each one of these elements behind concept planning.





# Product truth

Typically and most especially in launching events, it's necessary to find the truth about the product. This means defining what is the biggest strength of the product and how is it different from that of its competitors. The truth can be the design, a special feature, the size, performance, or aesthetics.

As the truth about the product will be integrated into the creative concept and thus become a part of the core message of the whole event, a lot of thought is required.

The bigger the contrast between what kind of products are available on the market and what kind of products will be introduced, the more this contrast needs to be highlighted.

Both Apple and Tesla have done a great job in emphasizing the difference between what the world is and what the world could be. No wonder they're considered as innovators within their respective industries.

# Brand truth

The truth about the brand needs to be considered for all kinds of events. This is basically describing the brand's biggest strength and what makes it stand out from its competition.

For a brand like Coca-Cola the brand truth would be happiness and joy, for Microsoft it would be mobility and productivity while for Under Armor it's maximizing performance.

Sounds simple but it truly works.

DELICIOUS AND REFRESHING

HELPING UGLY PEOPLE  
HAVE SEX SINCE 1862!

KAIS

เย็นซ่า ชุ่มคอ

DRINK

Coca-Cola

ICE-COLD

Delicious and  
Refreshing

FREE  
BEER!



tomorrow

เรารัก Enjoy  
Coke

TRADE MARK REGD.

และ รักตลอดไป

DELICIOUS AND REFRESHING  
DRINK

Coca-Cola

คำขวัญสินค้า

สุราช่วยขุ่น





# Cultural truth

The cultural truth is about exploring our society from a macro-level standpoint. The following can be asked: what is such a movement, way of thinking or way of behaving among the potential buyers of a product or service that cuts through to the whole segment of potential buyers?

An example of a cultural truth could be that nowadays people text more than call or that popular rap artists wear more contemporary designer fashion (such as Alexander Wang, Balmain) instead of urbanwear hip-hop clothing (such as Fubu or Karl Kani) worn back in the nineties.

Try to find some cultural truth that resonates on some level with the product or brand.

Keep your eye on the street. Creativity is all about observing.



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# Business truth

A creative concept also takes the business-driven objectives of the campaign into consideration. This entails discussing return on investment, ROI. In other words, when is the invested money for the event expected to be earned back as value?

According to Event ROI Institute this basically requires defining if the primary objective of the event is to 1) change the values and beliefs towards a product or service, 2) provide new information of the product or service, 3) teach the guests a skill or 4) deepen the relationship between the client and the attendees of the event. Once an objective for the event is defined, a prediction can be made to determine the impact of the event on the business of the client.

When determining the success of an event the most important thing is to know the expected time frame for the payback of the investment.

Cultural Truth

Brand Truth

Experiential Concept

Business Truth

Product Truth



# Brainstorming for ideas

Brainstorming is a technique that combines a relaxed, informal approach to problem solving with lateral thinking. Here are a few tips that may be helpful, especially for group brainstorming sessions.

Bring your colleagues a cup of coffee or tea. Make sure everyone feels welcome and expects the session to be fun.

Write down the problem you're trying to solve in the simplest possible form. Try breaking down the problem into simpler bits for each brainstorming session. Guide the discussion if needed.

You can never be too excited about an idea. All the creatives love the feeling when they come up with a remarkable idea. Encourage people to take risks!

Bring an outsider. The biggest problem of the industry is having too many like-minded people. Ask the IT support guy to join or the lovely lady from the cafeteria.

Be prepared for dead ends. Change the point of view, or move on to the next topic.

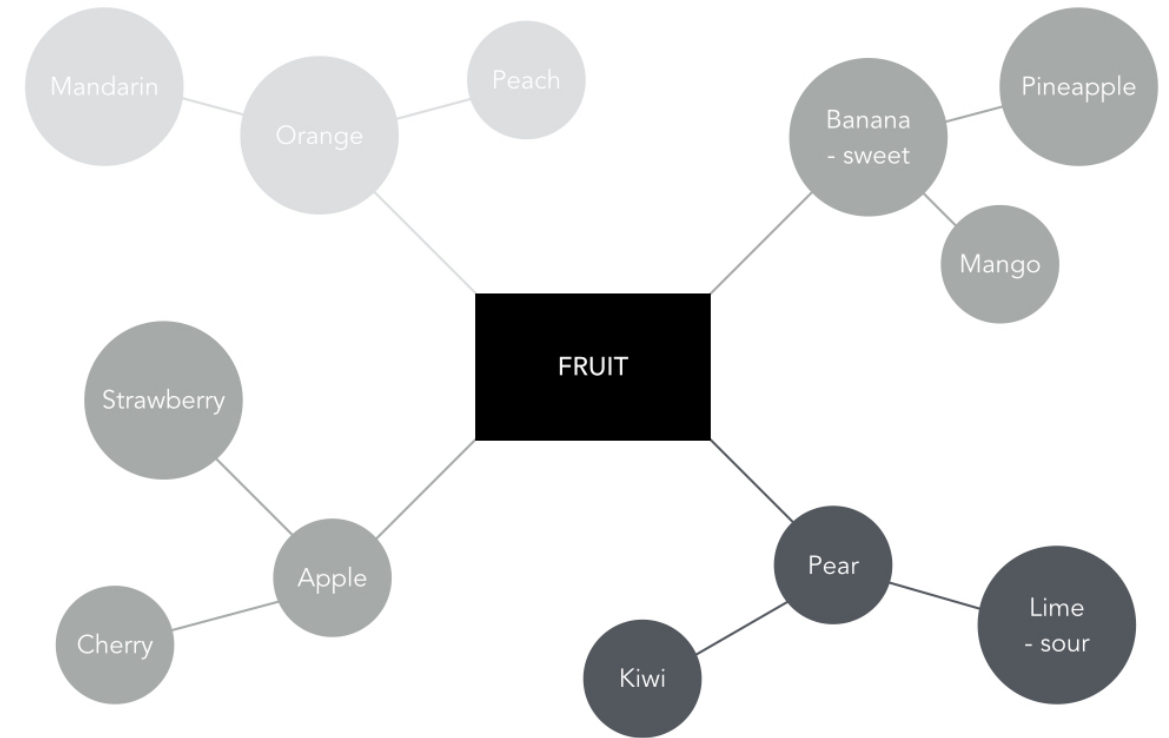
At the end of the discussion refer back to the problem identified for the session and see how the newly generated ideas relate to it.

Finally give the team some homework before the next session.

Another important thing about coming up with ideas is tolerance for insecurity and self-doubt. It's part of the process so get used to it.

# Mindmap

A mind map is visual thinking tool that helps to structure information and generate new ideas.



# Assembly line

Prepare an ideation session and write specific topics as headlines on blank pieces of paper.

Ask participants to write the first word that comes to their mind related to the word previously written and pass the paper to the next person. The faster the papers rotate, the better - and no talking.

This will open the creative blocks.



# Carousel

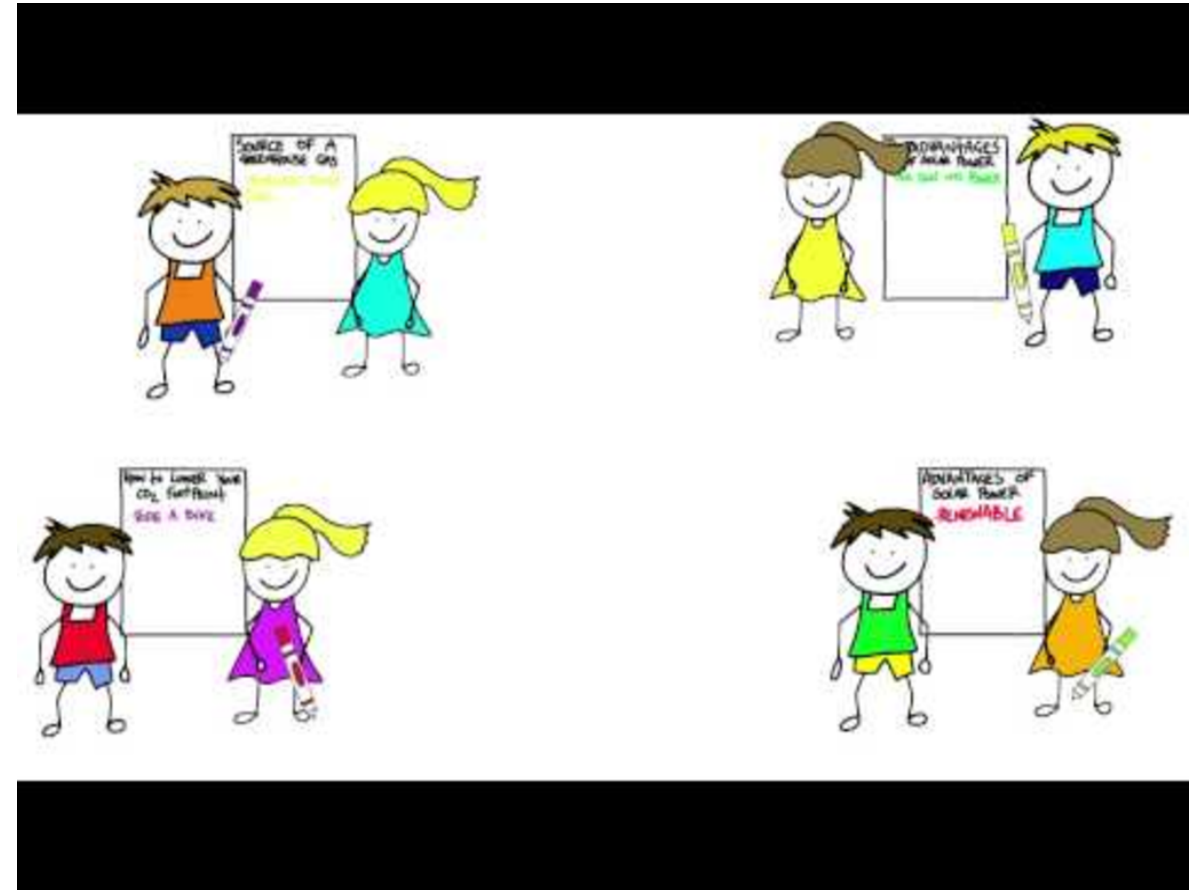
Prepare a session by posting a few questions about a topic around the room.

Divide the participants into groups and give each group a different colored marker. Ask participants to brainstorm with their group members or comment on the topic.

After an allotted time, the groups move to the next poster. They'll read the comments from the previous groups and jot their own comments and ideas.

Continue rotating the groups until all the issues are covered.

Creativity is a group effort.





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# 60 seconds

Within a 60 second time frame everyone should list everything that comes to their mind about a given topic.

For example, ask participants to write down as many animals as they can possibly come up with within 60 seconds.

You'll be surprised how much can be achieved within this time.

## How to be happy?

Meditate

Spend time with family and friends

Practice gratitude

Exercise

Sleep more

Spend time in the nature

Help others

Smile

Stay positive

Foster forgiveness

Buy experiences, not things

Trust yourself

# Redesigning face-to-face fundraising

More than 10 years ago Seth Godin wrote a book called *Permission Marketing*. The main message of the book is that brands should become so magnetic that people approach them, rather than their message being bombarded at people.

Face-to-face fundraising is something noble. We all know the money is supposed to go to for a good cause. Often the fundraisers select a location known for always having a lot of people. These locations often have a lot of foot traffic but the problem is that people are often also in a hurry to go somewhere.

With this in mind, there are two fundamental things that can be improved about face-to-face fundraising: the way people are approached as well as the situation and circumstances where they need to make the decision to donate money.

The emotion traditionally used by charity organization to trigger donations has been guilt. What if inspiration and beauty were used as triggers?

Alwaysvaluelove was a charity lifestyle brand, which redesigned face-to-face fundraising. The profits of Alwaysvaluelove were donated to charity and the brand's purpose is to spread love.









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# Design

*Get a good idea and stay with it. Dog it and work at it until it's done and done right.*

- Walt Disney



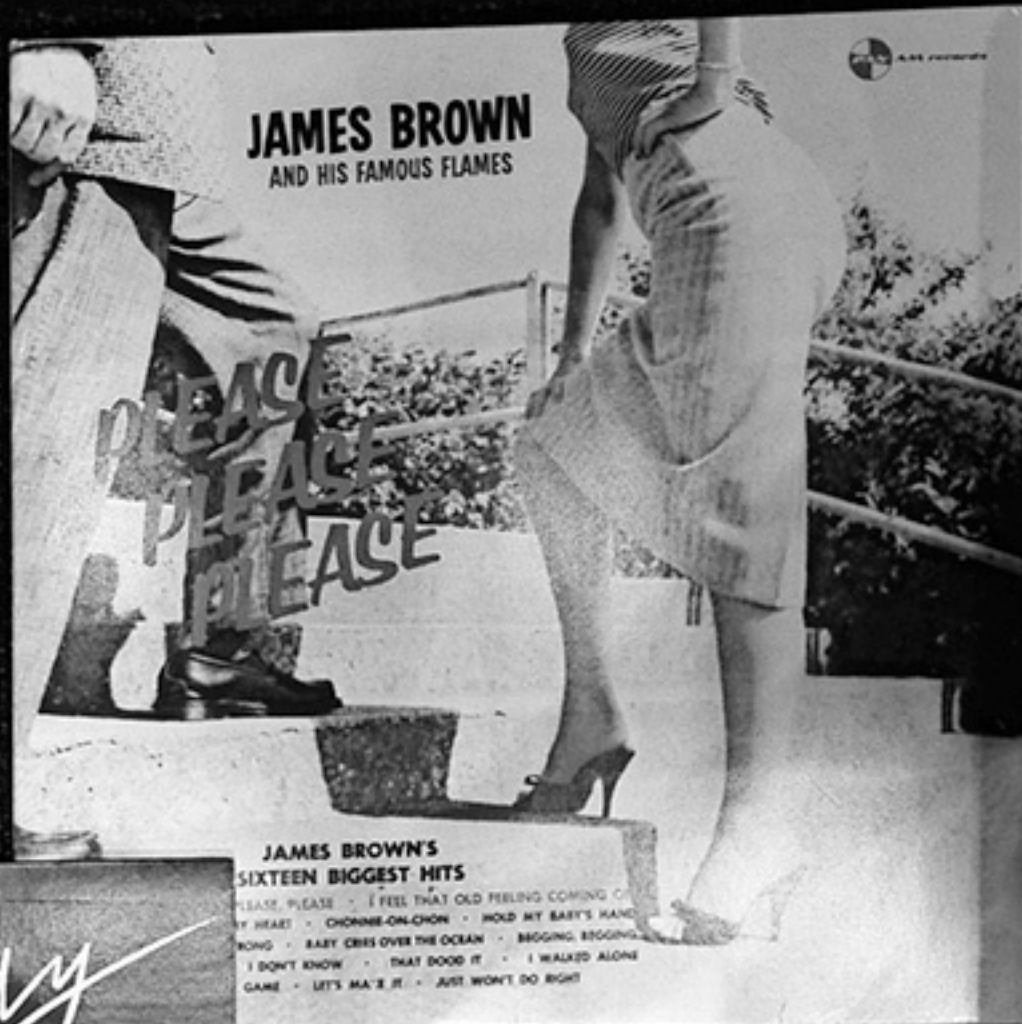
# Creating a key visual

A key visual sums up your creative concept. It's like a front page of an LP record - by looking at it one will straight away get a feeling of how the music will sound like. It's an excellent way of making the creative concept a bit more tangible while giving the audience a better understanding of what's to come.

Usually when presenting the key visual, the name of the concept is also introduced. Simple and punchy wording works best. The name of the concept shouldn't be longer than a sentence.

Nostalgia and references to sports, entertainment, music, politics, and arts is often used because having something familiar will enable playing with connotations and being creative with instant associations already familiar to the audience.





# Creating mood boards

A mood board is typically a combination of images, fonts, colors, and textures that define a style or an idea. There are two reasons why mood boards are such a great tool.

Firstly, making a mood board helps you gather inspiration, get new ideas and importantly visualize and understand your vision or idea better.

Secondly, a mood board helps the team or the client to get an idea of what the finished product will be as well as avoid misunderstandings.

Things to remember when making a mood board:

- A mood board is a one-page document.
- Maintain consistency. Align all the images and make sure the size of borders around the images are balanced and neat. It's

good to have a pre-dominant color and possibly lesser-used complementary colors as long as they work together.

- Consider the audience. The point of a mood board is to get you and the audience on the same page rather than creating confusion. Many like to build their mood boards around a large image because that's what will catch the audience's attention first.

# Copywriting

Copywriting is the art and science of writing words that will convince your audience. Usually before having any visuals, you can always use words to communicate your vision.

What is good copywriting then?

Use simple words to make sure your language isn't too technical or complicated for your readers.

Use short paragraphs. According to Poynter Institute's Eyetrack study, readers pay attention to text with short paragraphs twice as much as to text with longer ones. Good writing gets to the point.

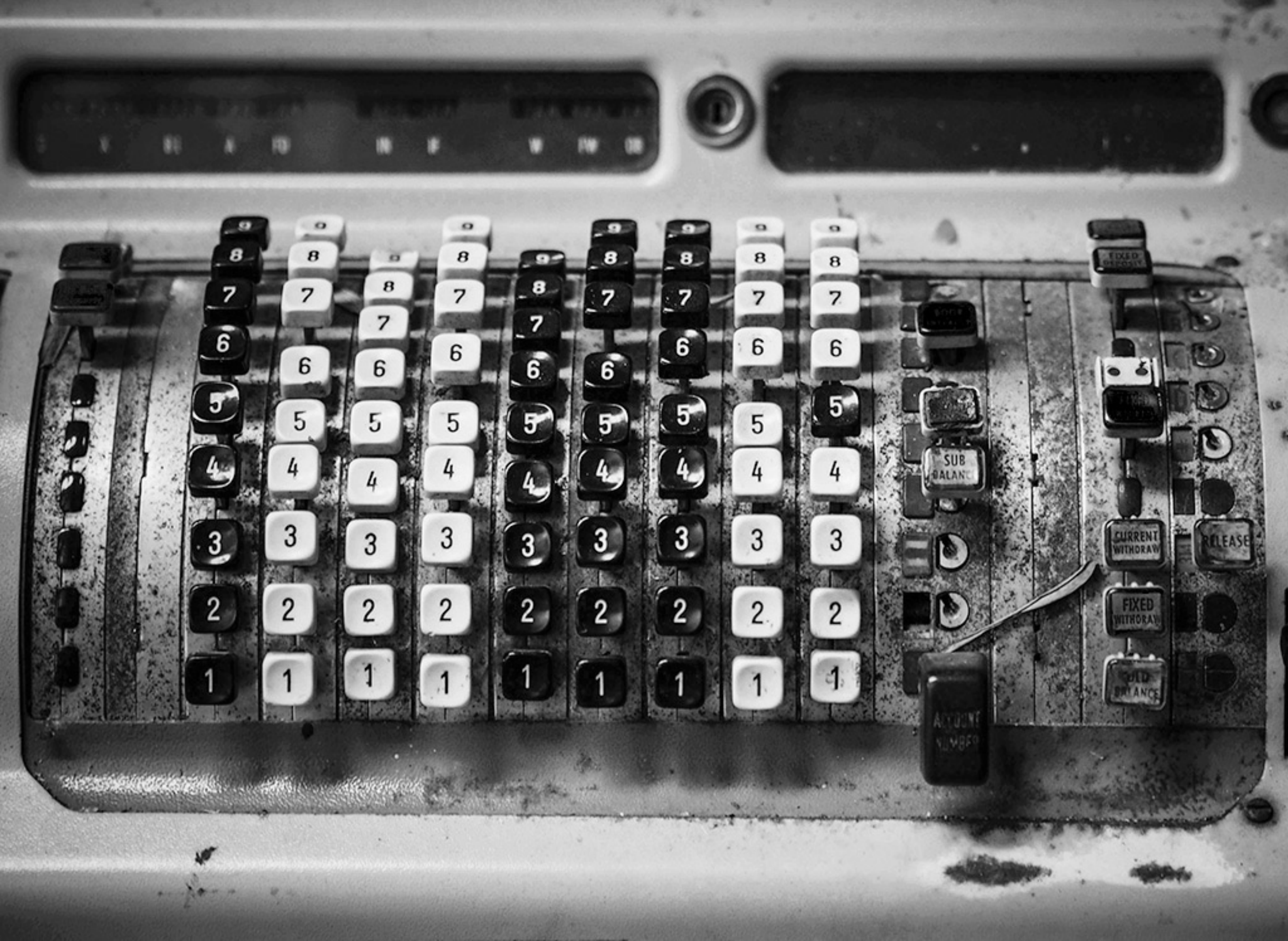
Good copywriting makes the reader find connections. Remember that our brains generate assumptions all the time. We associate words with other words and even with other senses.

The black book of color describes colors to blind people. For instance it expresses that green tastes like lemon ice cream,

and smells like grass that's just been cut. Powerful copywriting tickles your senses.

Finally, always have your copywriting read and edited by someone else. Typos will make you look unprofessional.

The combination of describing your ideas with words and visualizing those ideas with mood boards will already take you really far.



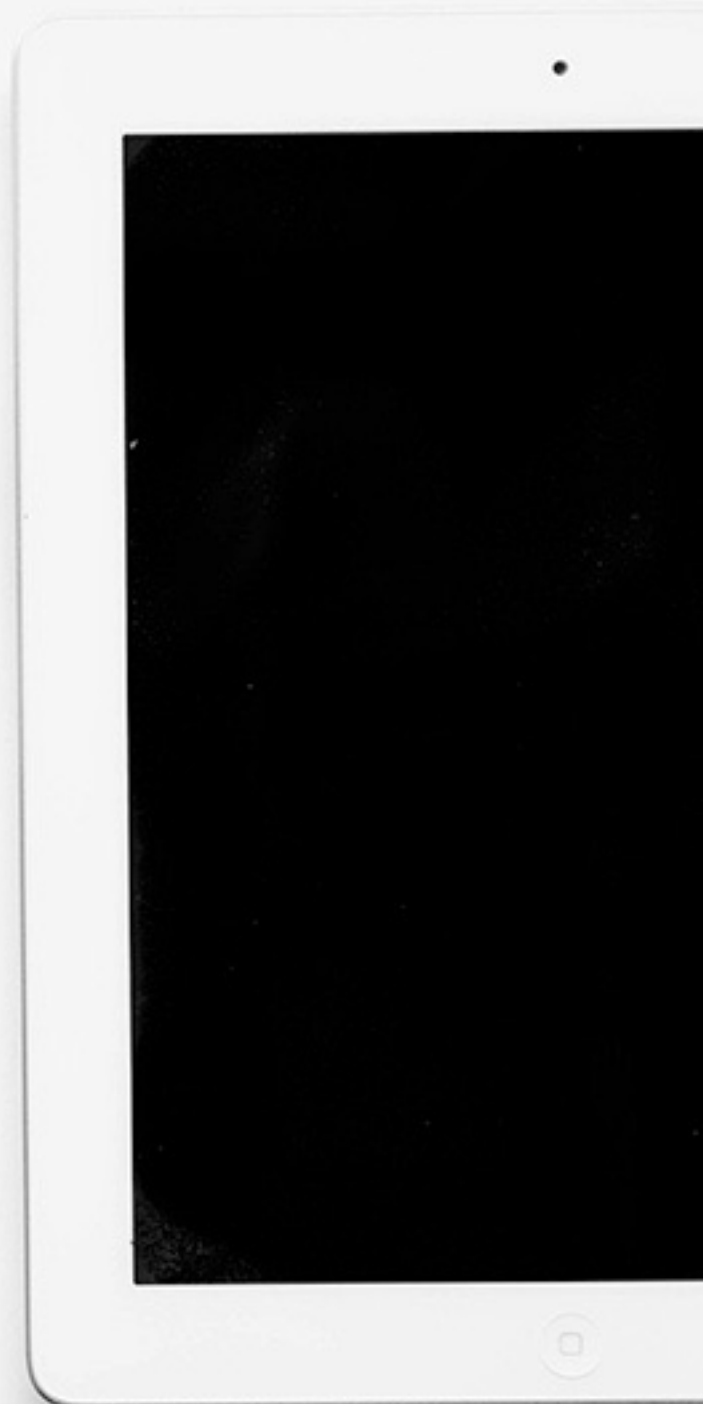
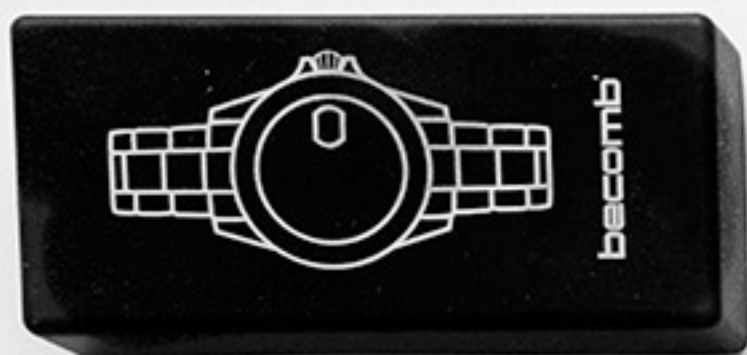


# Always be knolling

Knolling is a process of arranging like objects in parallel or 90 degree angles as a method of organizing. Knolling is not a trend. It's very human to knoll. You'll find natural knolls everywhere - symmetrical organization is just beautiful.

Andrew Kim has written a brilliant interactive book called *90 degrees*, which offers an experience about knolling. In fact, this was a huge source of inspiration for this book too. Do check it out!

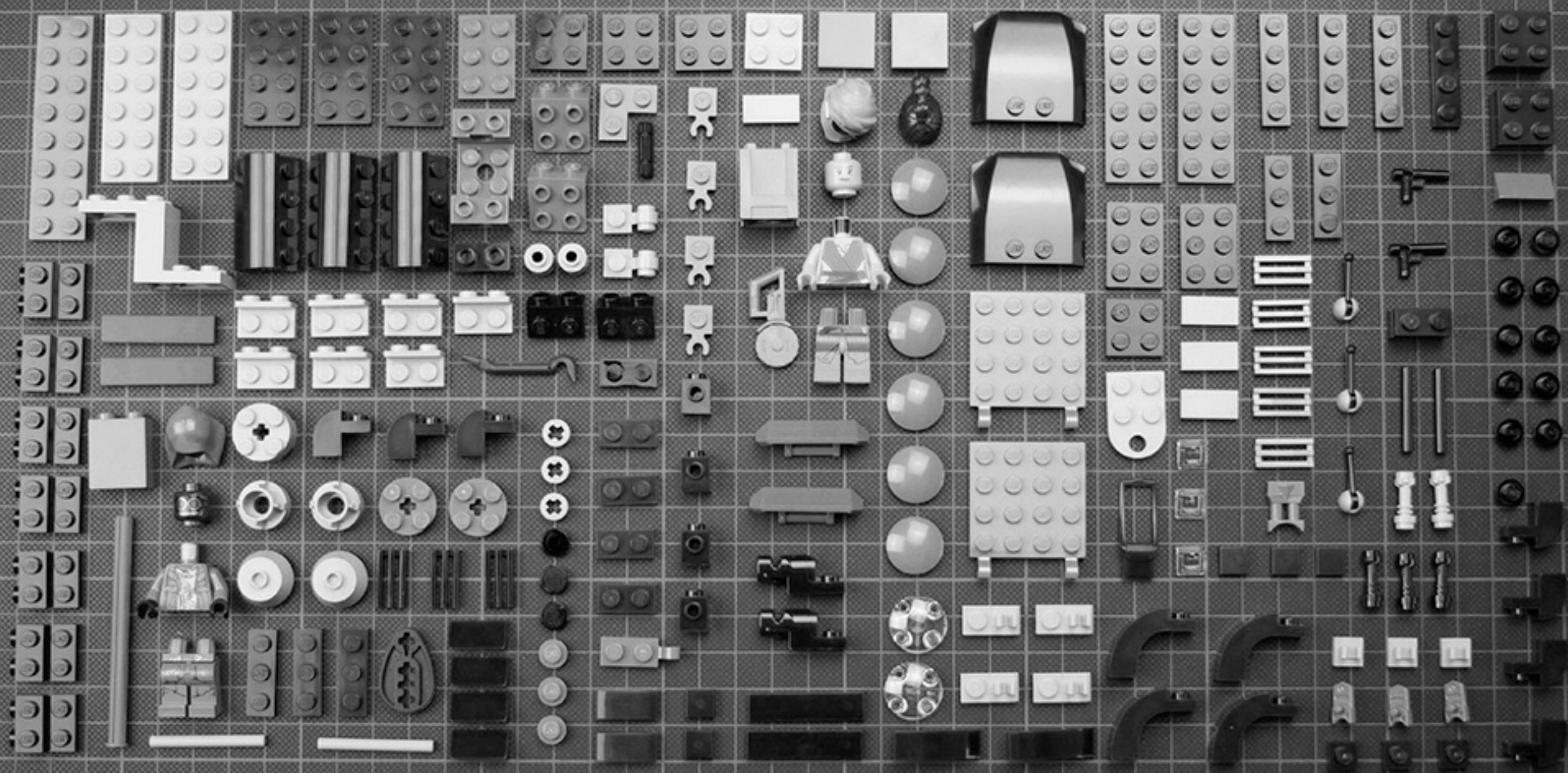












# Drafting a floorplan

The next step is to start organizing some of your ideas into a space. It's good to draft a floor plan because it helps to get more concrete understanding of all the elements in the space: how many guests would fit in the space and most importantly what is missing from the space. The common rule of thumb is that there should be 1-1,5 square meter of space for each event attendee.

Also a well-prepared floor plan draft helps in estimating the budget. You may even want to change the venue you originally preferred before drafting any sketches of the space.

Approach the floor plan as a map to what needs to be done next.

# Sketching the space

Now that you're starting to have a clear understanding of all the elements of the space and where they're located on the floor plan, it's time to pick up the pencil.

The old fashioned way of sketching things on paper works very well although some prefer sketching digitally. Sketching is especially important when you're trying to communicate your ideas to the group of people you work with.

Adding some color to the sketches will make them a lot more concrete and easier for everyone to imagine the end result.

Have fun with sketching. Try several ideas, edit, tweak and get excited. The additional purpose of it is to make your own thinking clearer.

# Mooding the spaces

The next step is to mood the spaces. This means adding ideas or references of the colors into the space and how light and sound will be used in the space.

Usually every space has three categories of colors: background, base and accent colors.

The background color is usually the color of the floor and walls. It's the canvas of which you'll have to decide how much will be left blank.

Base color is the most dominant color used on all of the elements manufactured, branded or rented for this particular event. This would include branding walls, tables, banners, stages, backdrops etc.

Accent color is the cherry on top. It's very well noticed among the audience and completes the other colors.

The shade of colors and brightness of the space are controlled by lighting. Dark spaces with spotlights are perceived as mysterious and exciting while bright spaces are often perceived as pristine and futuristic.

The music or soundscape needs to go hand in hand with the color and lighting of the space. Are the mood and music calm, normal, concentrated, excited or energetic?

Very often food and drinks are used to reinforce the mood of the space. For instance Finland's Presidential Independence Day festivity at the Presidential Palace is well known for the premium punch served to all the guests. It works to lighten up the mood and kick off the party after the President's formal red carpet guest reception.



# Storyboarding

A storyboard is a graphical and descriptive representation of how a story is to unfold. It shows a sequence of pictures or illustrations and gives written explanation of what's going on at each stage.

Storyboards are used to explain one's vision to others. It doesn't need to be incredibly detailed. The script is the detailed description of the whole story.

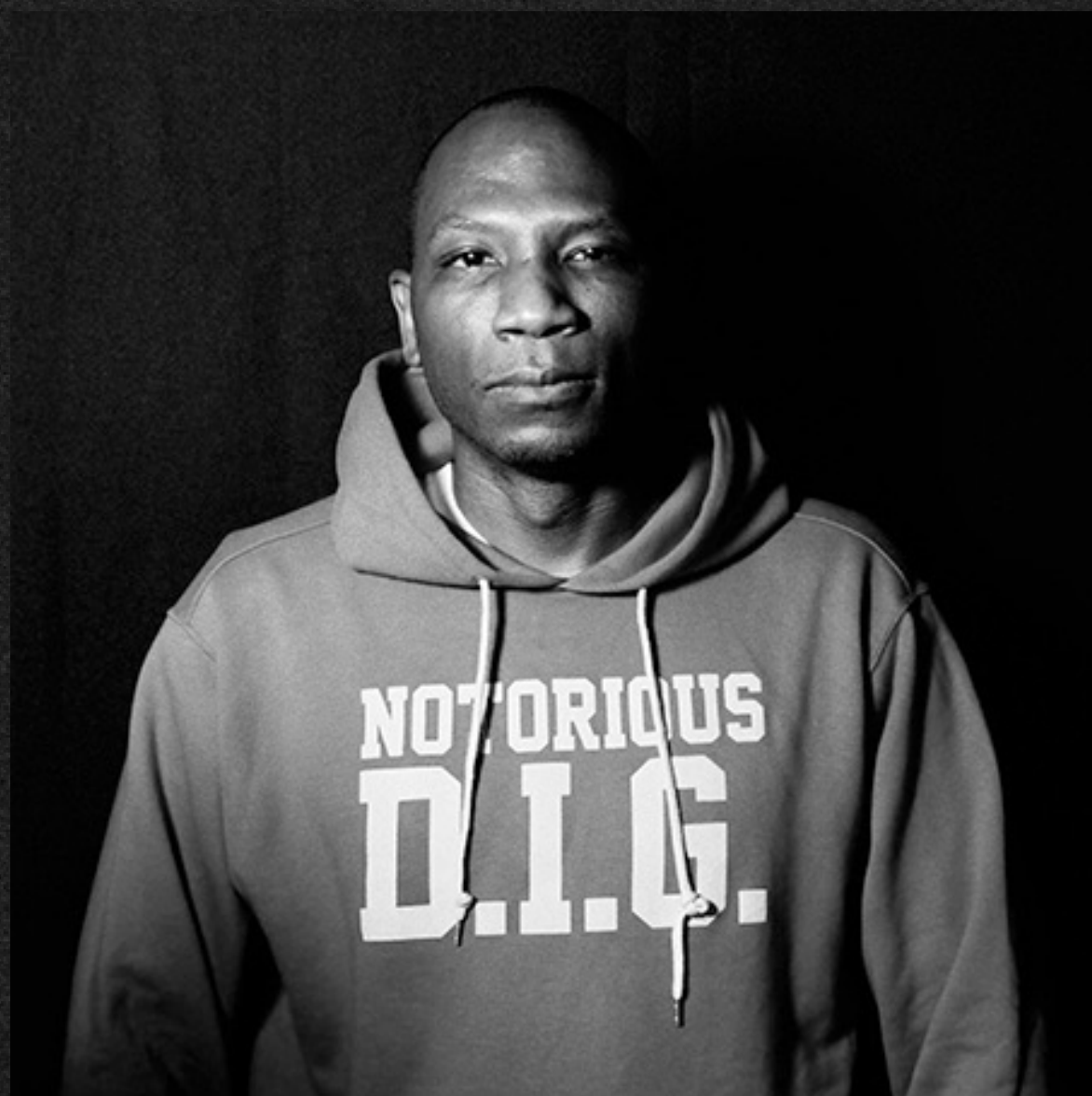
Storyboards are used to summarize the story of a film or video as well as to summarize the key moments of an event.

# Modeling the spaces

Finally when all the things that affect the mood of the space have been decided and all the physical elements of the space have been sketched or designed, it's time to render a three dimensional visualization of the experience.

Ultimately the purpose of the 3D visualization is to give the client a realistic illustration of how the space will look like.

# Mooding the space with music



My love affair with playing records and DJ'ing for an audience started in 1981 with the exposure of seeing local DJ's carry crates of records to block parties. It was at that time that I knew it was something that I wanted to do and since has taken me across the globe to play for audiences of all types.

The profession of being a DJ is not an easy task and is one that takes serious thought, proper execution and a deep understanding of the environment that you're playing in as well as the audience that you're playing for.

Musically it's so much more than just playing the top chart hits of the moment, it's about the connection that's made between the artist and the "selector" and how it's sonically transferred through the speakers. Each experience is unique, as should be a DJ's musical selection - especially when there's so much music, rare and not so rare that needs to be heard.

People often ask me if I have a set playlist and the answer is no, I play off of feeling and creating a vibe with the audience and the dance floor. The DJ's number 1 job is to educate the listener and at the same time take them on a musical journey to bring out emotions of joy or memories of past experiences.

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To properly execute this, the skill of reading that crowd needs to be in order and is not a trait that is obtained overnight but one that's gained through first hand experiences as well as studying other great DJ's, that have create lanes and are highly respected.

Changing the mood of the space first begins with knowing who your audience is and them trusting you completely to take them on a journey. That journey can start with almost anything but I like start out with Hip Hop because that genre has connected more people from different backgrounds than any other music and usually brings the dance floor together. From there it's easy to slide into playing Rare Grooves which brings a totally different vibe, mood and reaction from the audience. Following that up with something jazzy or funky once again changes the atmosphere and body movements of the crowd which can even be somewhat spiritual if the right record is played, for example Nina Simone's "Sinnerman". With every genre played a different mood and energy should come travel across the room.

Knowing the direction that you want to take the audience in is just as important as understanding where they are ready to go

and the night should work in an ebb and flow with no boundaries or restrictions.

As a DJ I live by the motto, "give the people a little bit of what the want and a lot of what they need" and that music should be an extension of your character and not something that just anyone can give them. Soulful music, no matter the genre, touches people in a certain way, regardless of race or social background, and connects them if only for one night - all through the DJ and his love of playing records.

Skeme's principles for DJ'ing:

1. Above anything else, as a DJ you must love the music because it's shows in your performance.
2. Style and selections are the key, it's what ultimately separates you from other DJs.
3. Never be afraid to experiment but understand your musical limits and knowing what will and will not work.

DJ Skeme Richards  
The Rock Steady Crew



# The power of bonding



For years, success in the marketplace has been evaluated using the age-old three letters, "ROI", otherwise known as a *Return on Investment*. I believe it's time to leave that evaluation behind in favor of a new way to measure success: "ROE" or as I call it, *Return On Experience*. It's the "ROE" of any event; large or small, big budget or no budget, social or corporate, for profit or not for profit that determines its success.

I have always said that a powerful host is one that creates an event or "experience" which is both enjoyable and productive, and a powerful guest gets more out of any event than just the free food and drink!

As a designer of an event, you have that innovative opportunity to create an experience which takes your guests outside of their zone and into the "present" which allows the guests to bond with each other, not just their smart phone.

There are a tremendous number of factors in play when creating an experiential event but one of the most important returns on the experience you create is the opportunity for your guests to bond with each other. Whether strangers or best friends, an event you experience together will create a bond for life.

When an event is planned well, enjoyed and experienced to-

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gether, that experience will serve as a foundation for a partnership, a bond between guests both personally and professionally to ignite ideas, solve problems, and create opportunities together for the rest of their lives.

The bonds you create between your guests (and product and/or message) will forever solidify the goals of your experiential event and the many goals that lie ahead for your guests as they travel throughout their lives long after they leave your venue.

When we experience together, we bond. When we bond, we have endless potential.

**Laura Schwartz**

Professional Speaker, Author of *Eat, Drink & Succeed*  
and Television Commentator

Laura was the White House Director of Events  
for President Clinton

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# Concept & design

*Knowing is not enough, we must apply. Willing is not enough, we must do.*

- Bruce Lee







Lauantaitanssit television program 1983

*ET is the most popular lifestyle magazine in Finland. More than a third of the Finnish population over 50 years of age read this magazine full of inspiration, ideas, entertainment, trends and information.*

*Lavatanssit is a Finnish word for open-air social dancing in a pavilion. This culture has been an essential part of the Finnish summer since 1920s. Lauantaitanssit was an extremely popular Finnish television program in the 1970-80s that featured a singer and a band performing for people dancing in an open-air pavilion.*

*As ET magazine celebrated its journey of 40 years, a concept of ET Lauantaitanssit was created: A pop-up open-air dance pavilion in the heart of Helsinki full of nostalgia and avid dancers. This was the perfect combination of traditional nostalgic folk dancing in a trendy urban environment.*

*Did you know that there are two countries where tango is especially popular? Argentina and Finland.*

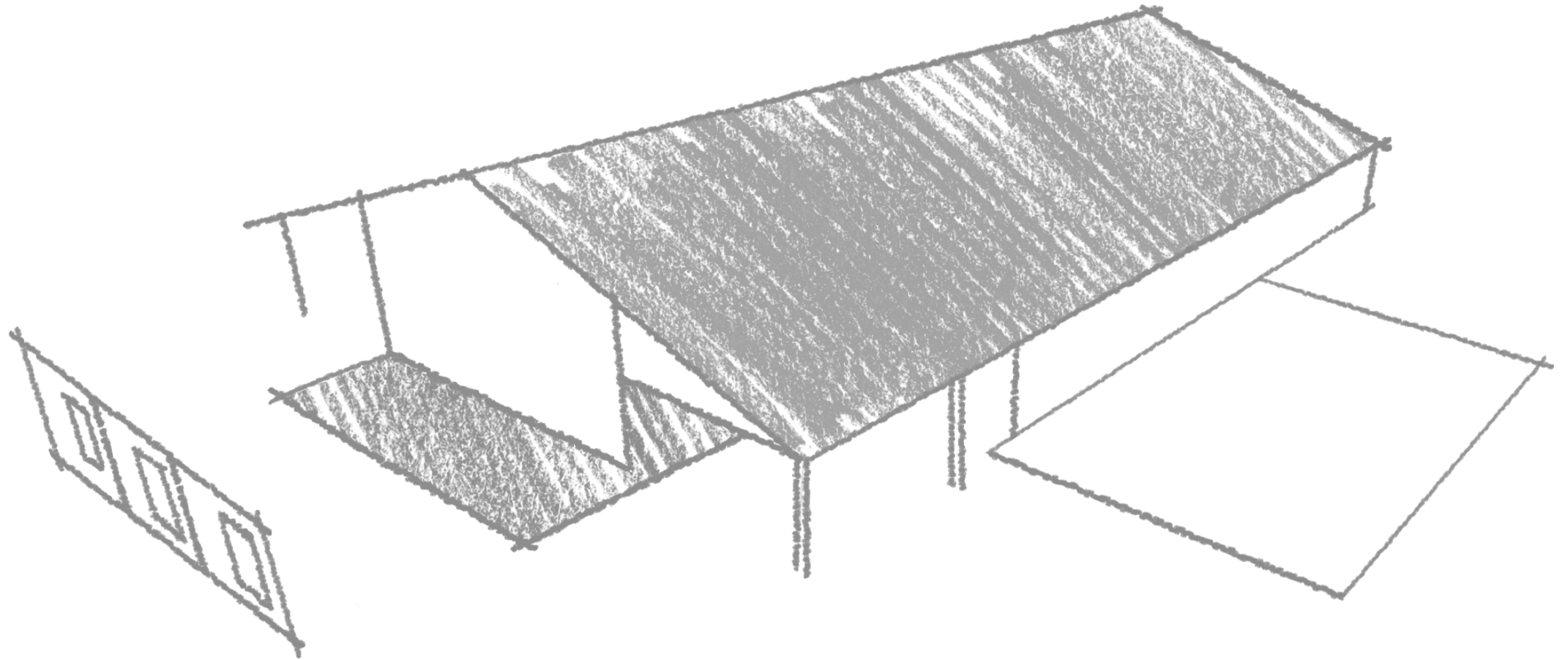




# et Lauantaitanssit

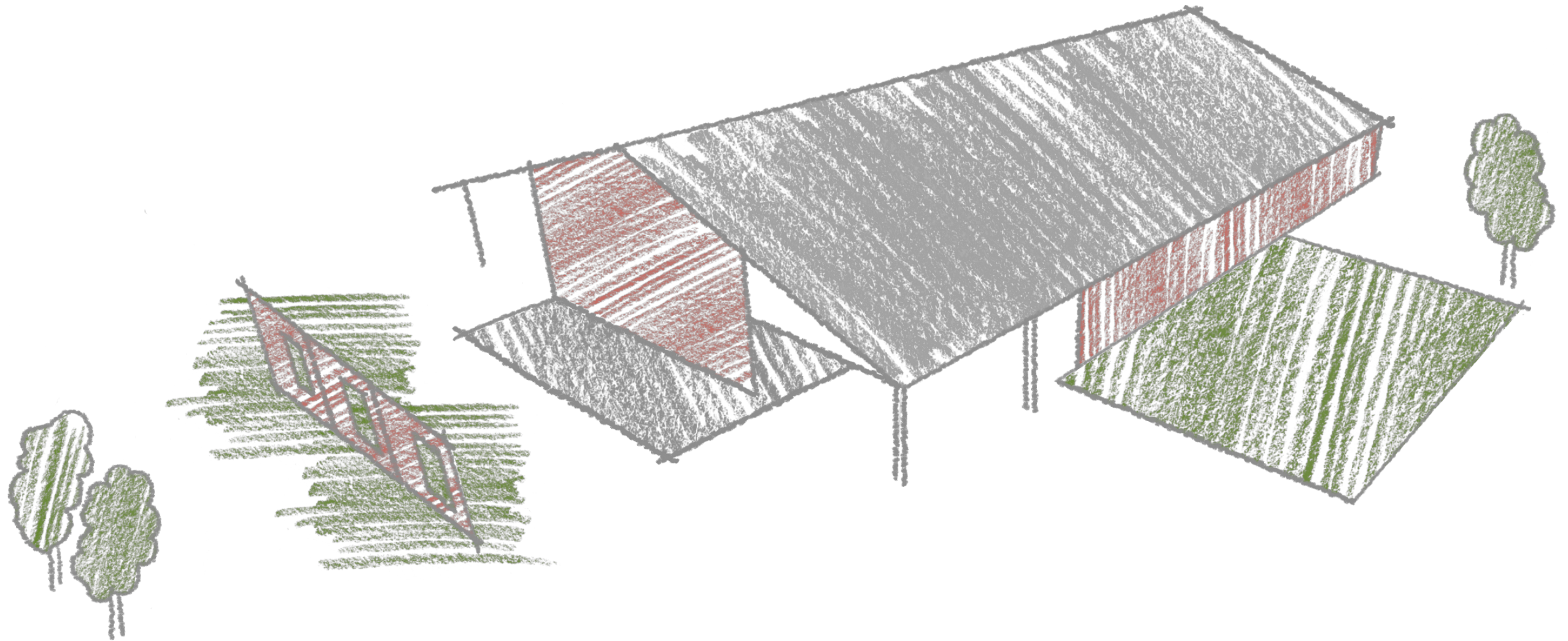


# Sketching





# Mooding the sketch













*An illustrative proposal for PyeongChang 2018 Olympics of activation to launch the PyeongChang 2018 mascot to Seoulites and global media.*

*Everybody has their favorite mascot that they remember from their childhood, right?*

*Dongdaemun Design Plaza is a landmark of the Korean art, design and technology industry. DDP is located at the center of the Dongdaemun area, a historic area known for its craftsmanship, and designed by futuristic, Iraqi-British architect Zaha Hadid.*

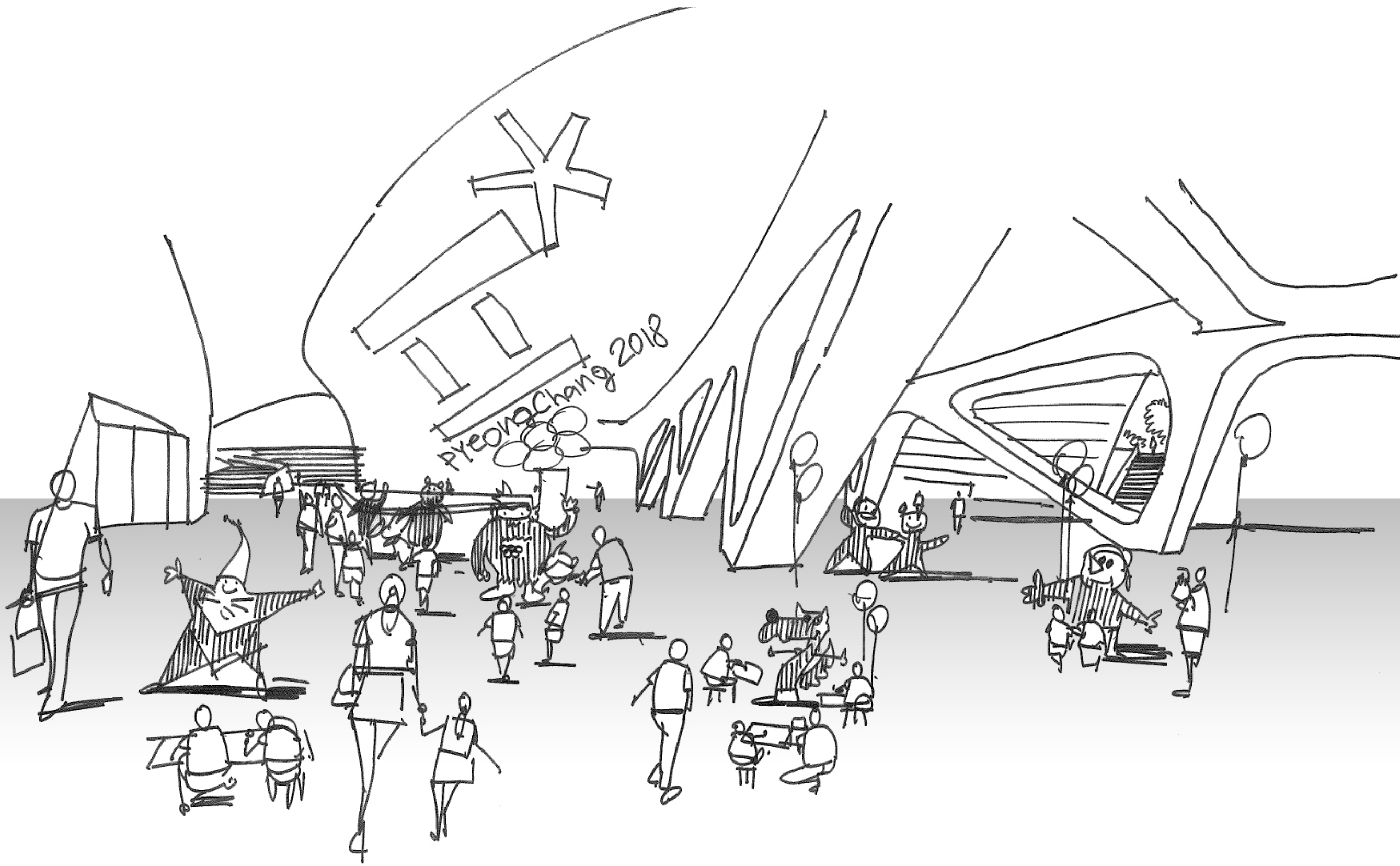
*This makes it an excellent venue for the Olympics activation to communicate the versatility of modern Korea and reach the vision of the Olympics of bringing people from all over the world together.*

*Imagine if you could meet all the previous Olympics mascots together with the new PyeongChang 2018 mascot?*





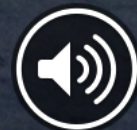








*Passion Connected.*





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It's finally your turn.

Be creative, free your mind and go create  
something remarkable!



# THANKS

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Äiti & isä, Ebou, Mam, Samba & Sanna

All my friends

Linda Söderholm - [superflinda.fi](http://superflinda.fi)

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Teija Sipilä

ET Magazine & PyeongChang 2018 Olympics

[etlehti.fi](http://etlehti.fi) & [pyeongchang2018.com](http://pyeongchang2018.com)

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THANK YOU.  
KIITOS.