



# Experiential Marketing: Secrets, Strategies, and Success Stories from the World's Greatest Brands

*Kerry Smith, Dan Hanover*

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**From Wiley Publishing comes the global release of the most researched, documented, and comprehensive manifesto on experiential marketing ever written.**

As customers take control over what, when, why, and how they buy products and services, brands are facing the complete breakdown and utter failure of passive marketing strategies designed more than a half-century ago. To connect with a changing generation of customers, companies must embrace and deploy a new marketing mix, driven by a more effective discipline: *experiences*.

Experiential marketing, the use of live, face-to-face engagements to connect with audiences, create relationships, and drive brand affinity, has become the fastest-growing form of marketing in the world as the very companies that built their brands on the old Madison Avenue approach--including Coca-Cola, Nike, Microsoft, American Express, and others--forge the next chapter of marketing as experiential brands.

Using hundreds of case studies, exclusive research, and interviews with more than 150 global brands spanning a decade, experiential marketing experts Kerry Smith and Dan Hanover present the most in-depth book ever written on how companies are using experiences as the anchors of reinvented marketing mixes.

The authors provide unprecedented access to the specific experiential strategies and blueprints used by the world's most powerful brands, many of which are using experiential marketing to generate their biggest customer reach, sales lifts, and marketing ROI ever.

You'll learn:

- The history and fundamental principles of experiential marketing
- How top brands have reset marketing mixes as experience-driven portfolios
- The anatomy of a brand experience
- The psychology of engagement and experience design
- The 10 habits of highly experiential brands
- How to measure the impact of experiential marketing
- How to combine digital and social media in an experiential strategy
- The experiential marketing vocabulary
- How to begin converting to experiential marketing

*Experiential Marketing* is an action-packed manifesto every CMO, marketer, agency executive, professor, and branding practitioner will use as their default playbook for the future. Learn how to increase reach and expand your customer base. Uncover how the best brands are creating face-to-face customer connections. Get keen insights on deploying a new, more effective marketing strategy. And sidestep the decline of traditional mass media advertising.

Businesses need to reinvent how they market in today's consumer-controlled economy--and Smith and Hanover deliver an informative, exciting and eye-opening roadmap for putting brands on the winning path.

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