

# Brand experience trends from around the world

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15 August 2019 by Mark Williams

From borderless marketing campaigns to hyper-personalisation, INVNT's leadership team share their insights.



Members of INVNT's senior leadership team say brand experiences have risen up the marketing budget ranks in recent years and, as a result, live experiences and events are gaining more and more strategic relevance than ever before. Now, there are more events with larger budgets.

Here they shed some light on the brand experience trends they are witnessing in their respective APAC, EMEA and Americas regions.

## 1. The rise of borderless campaigns

Reflecting on the latest UK Bellwether report, which found event marketing budgets were one of the only categories to increase in Q2, INVNT's UK-based non-executive chairman, John Wringe says: "Marketers are recognising the potency of live experiences to build a brand as well as influence more immediate action."

While the Bellwether report cited Brexit as contributing to uncertainty across the sector, Wringe doesn't see it continuing in the long-term, explaining: "The UK within the Brexit argument is one piece of the global jigsaw, and I predict event marketers will continue to explore international opportunities."

## **2. Live gains a place at the c-suite table**

"Live campaigns are demonstrating high levels of ROI, and senior leaders are taking notice – take Bizzabo's 'Event Marketing 2019 Benchmarks and Trends Report', which found that 84% of respondents in leadership roles believe that face-to-face experiences are vital to their company's success," says Scott Cullather, CEO, INVNT.

Smart, progressively thinking organisations understand the power that live experiences bring to their traditional marketing and advertising mixes, says Cullather. This is giving rise to what he has coined 'the new CEO', or the 'chief experience officer', and they, along with other senior leaders are liaising with their regional reports to take these experiences to international markets.

## **3. Hyper-personalisation**

While global growth is a positive for the industry, it's important that not only cultural but individual nuances are considered, Cullather adds: "Agencies must have a local team on the ground who understand the customer, as well as embrace technologies that allow for hyper-personalisation, such as predictive analytics."

Laura Roberts, managing director, INVNT APAC agrees: "The APAC region is made up of so many unique cultures and these consumers are smart; they know when a campaign has not been customised to them. So, we take the time to live and breathe these different locales and learn about their idiosyncrasies first hand."

#### **4. CSR takes centre stage**

From the choice of award winners through to a dedicated 'good track,' social good was the name of the game at Cannes Lions, a firm indicator that it's a must for brands globally, says Roberts. "Almost every client brief we receive includes an extensive CSR section, and in APAC it's predominantly focused on sustainability."

"For those briefs that don't, we add in suggestions on how to create more environmentally friendly experiences," Roberts explains. "Our Think Tank activation at TEDxSydney acts as a great prototype for these discussions, as it enables clients to see how a simple idea can carry a significant amount of weight."

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