

Chapter 4

Experiential Marketing: Searching for Emotional Connection with Consumers in POS

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ABSTRACT

Nowadays marketing is focused on emotions to engage consumers to brands, products and services. The chapter evidence the use of technology innovation to monitor human behavior in marketing sector. The author has emphasized in algorithms of facial emotion recognition to explain how the technology can be implemented in real environments as retail surroundings to predict future consumer behavior. The reader will see real cases where companies are employing neuroscience tools applied to business practice. The goal's chapter is to demonstrate that monitor consumer in real environments it is possible without intrusiveness technologies and it is helpful to apply unforgettable experience to increase the loyalty of brands.

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EXPERIENTIAL MARKETING

According to Schmitt, experiential marketing is a new way to look at the goal of marketing. Traditional marketing assumed that consumers are rational decision makers but as some studies reveal, consumers are not based anymore just in rational decisions.

Bernd Schmitt affirms that marketing turned in a new spin. Client does not choose a product or a service just because of the traditional cost-benefits equation, but for the experience that the brand offers before and after the purchase or during their consumption. If the commercialization of the product and the service give an enjoyable experience and they satisfy their needs, the success is guarantee.

Emotions have an essential role on take decisions as it is confirm by Antonio Damasio in his work, *Descartes' Error* in 1994. Technological progress allow us to discover that on the decision-making process, the emotion it is on the beginning and it is what motivate the action. Even buying, we are not as rational as we thought before. In this context, branding is used to create knowledge and attention.

Today's consumer respond best to marketing that delivers an experience that they enjoy rather than simply provides a shopping list of features and benefits.

The experiential marketing era, focuses on giving clients an easy-to-remember brand that adds value to their lives but not just because that brand has a big power of sale or it spends a lot of money on advertisement, but because this brand give them an unforgettable experience.

Experiential marketing is the process of identifying and satisfying customer needs and aspirations profitably. According to Smilansky, experiential marketing is especially good at achieving the following objectives:

1. Bringing the brand personality to life.
2. Positioning or repositioning the brand.
3. Creating a memorable experience.
4. Communicating complex brand messages.
5. Gaining high long-term ROI.
6. Increasing customer loyalty.
7. Gaining credibility with specific Target audiences.
8. Driving word-of-mouth.
9. Creating brand advocacy.
10. Increasing sales.
11. Raising brand awareness.
12. Driving website traffic or driving traffic in-store.

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