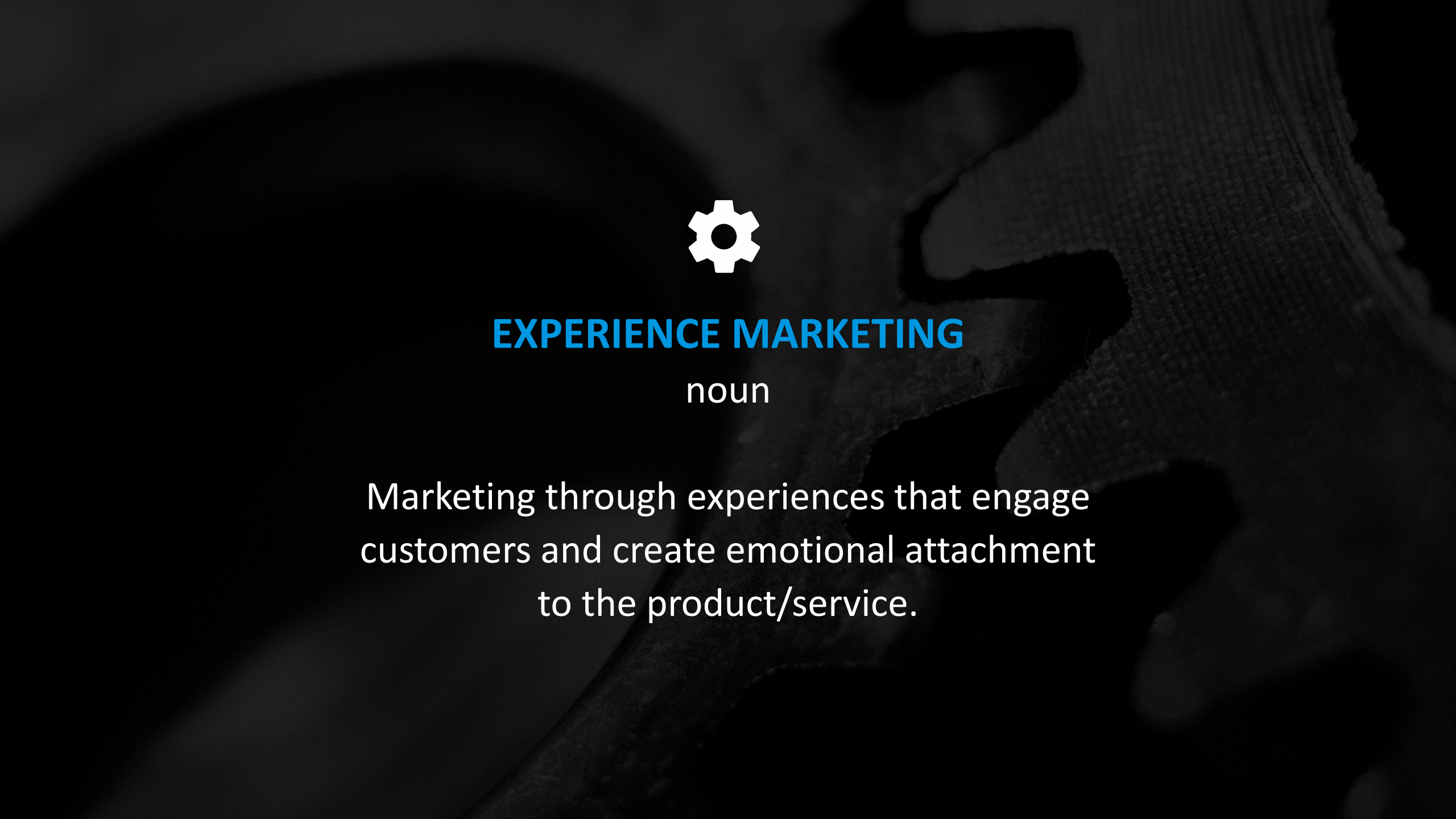
REAL MAGIC
How to Keep
Experience Marketing
Meaningful



EXPERIENCE MARKETING

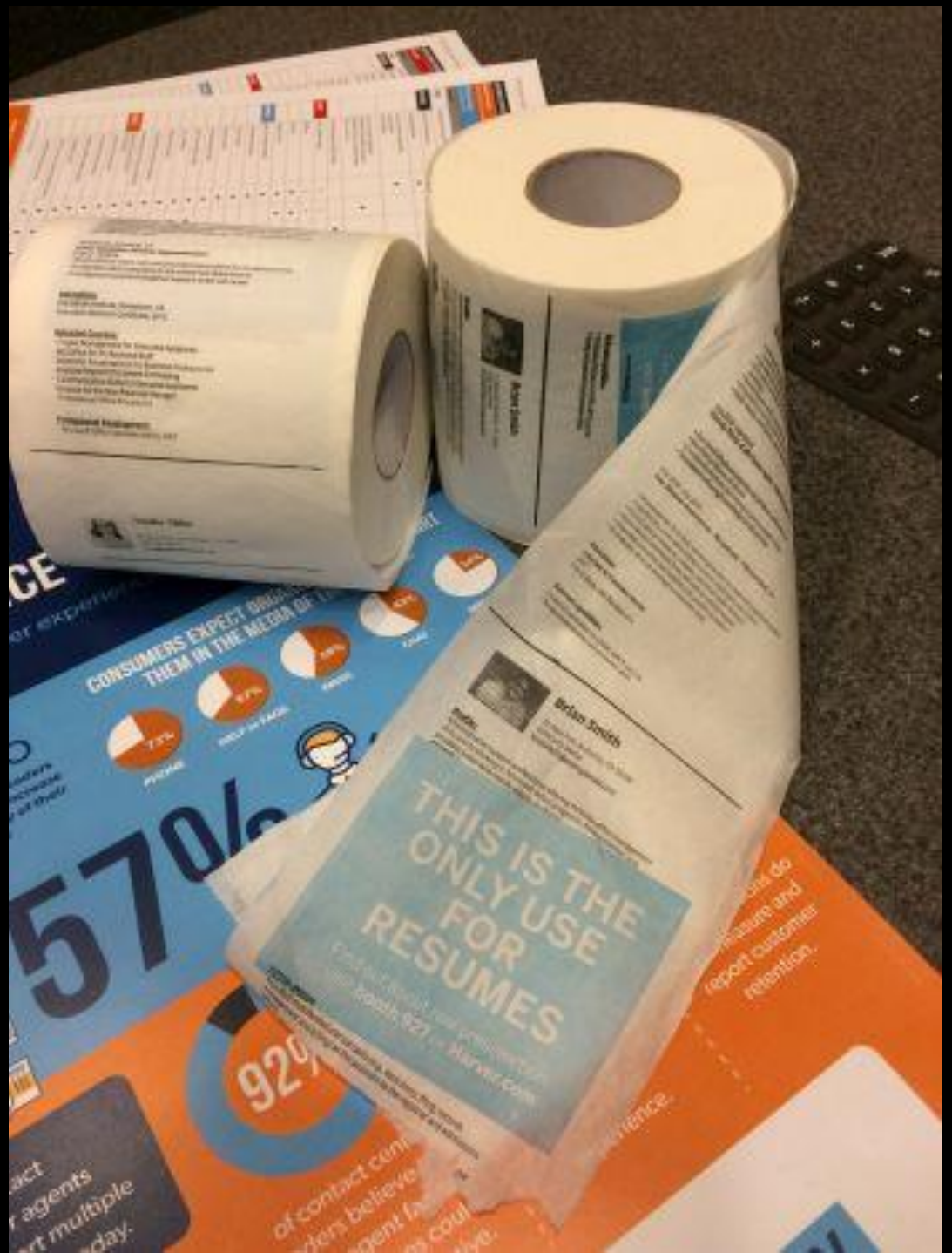
noun

Marketing through experiences that engage customers and create emotional attachment to the product/service.

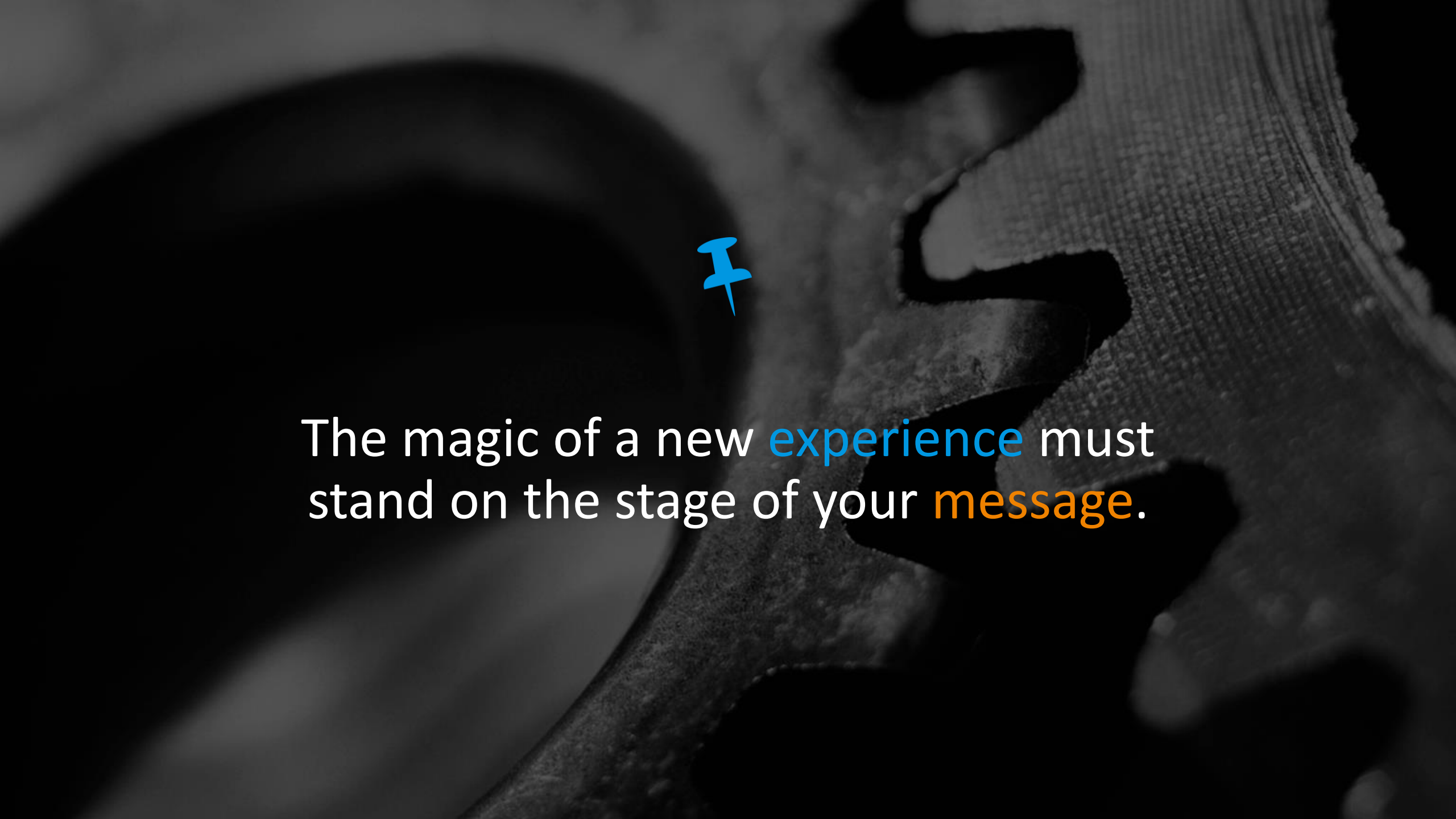
HOW TO GET IT WRONG

Healthy Cleaning
Healthy Home
Cleaning without chemicals

How do eat an elephant?
byte at a time!
Multiple Charts of Accounts
Redundant Business Processes


THIS IS THE ONLY USE FOR RESUMES
CONSUMERS EXPECT
THEM IN THE MEDIA
57%
92%
report customer retention.

“I’VE MADE A HUGE MISTAKE”

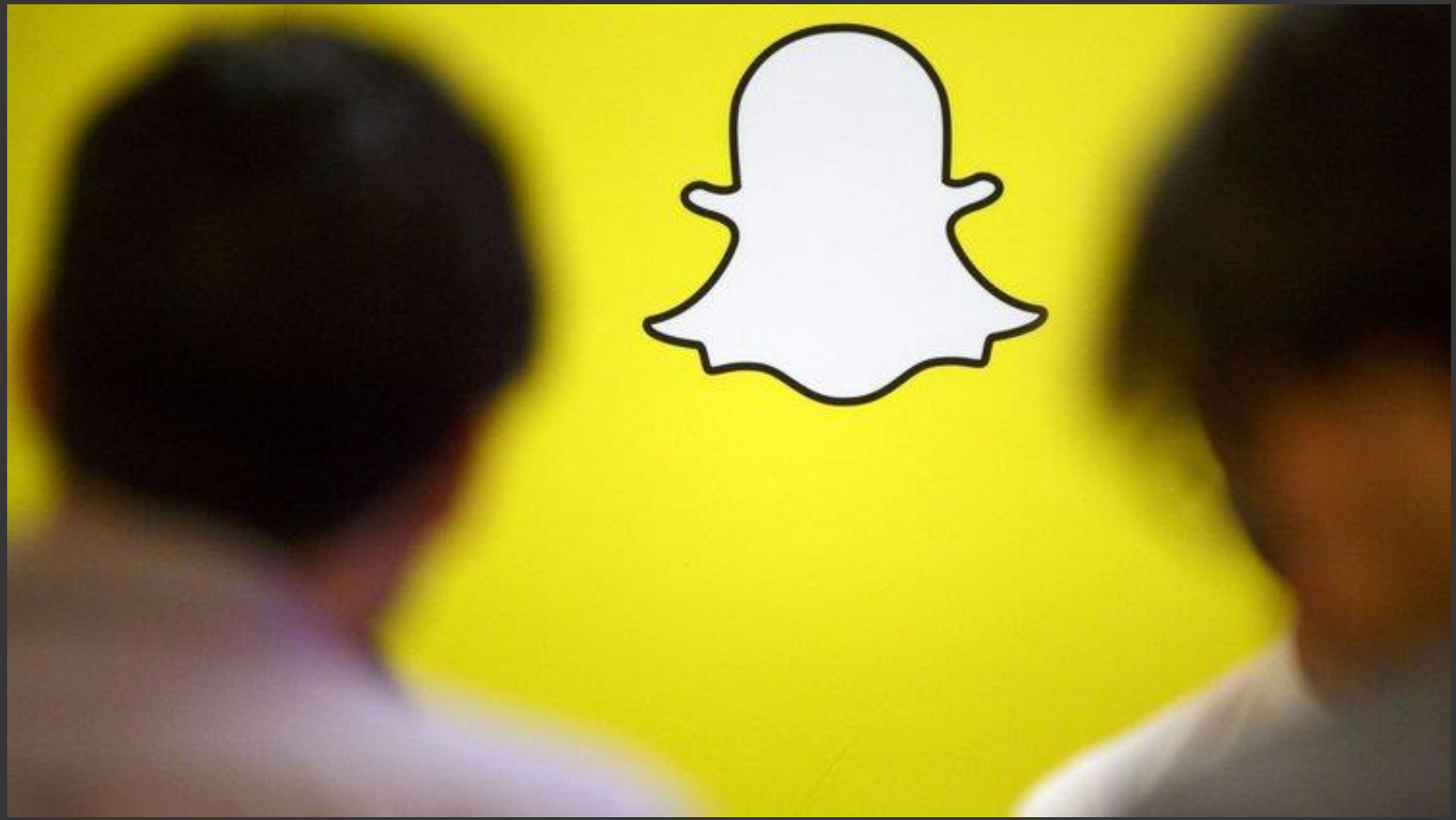

The magic of a new experience must
stand on the stage of your message.

THE PROBLEM:

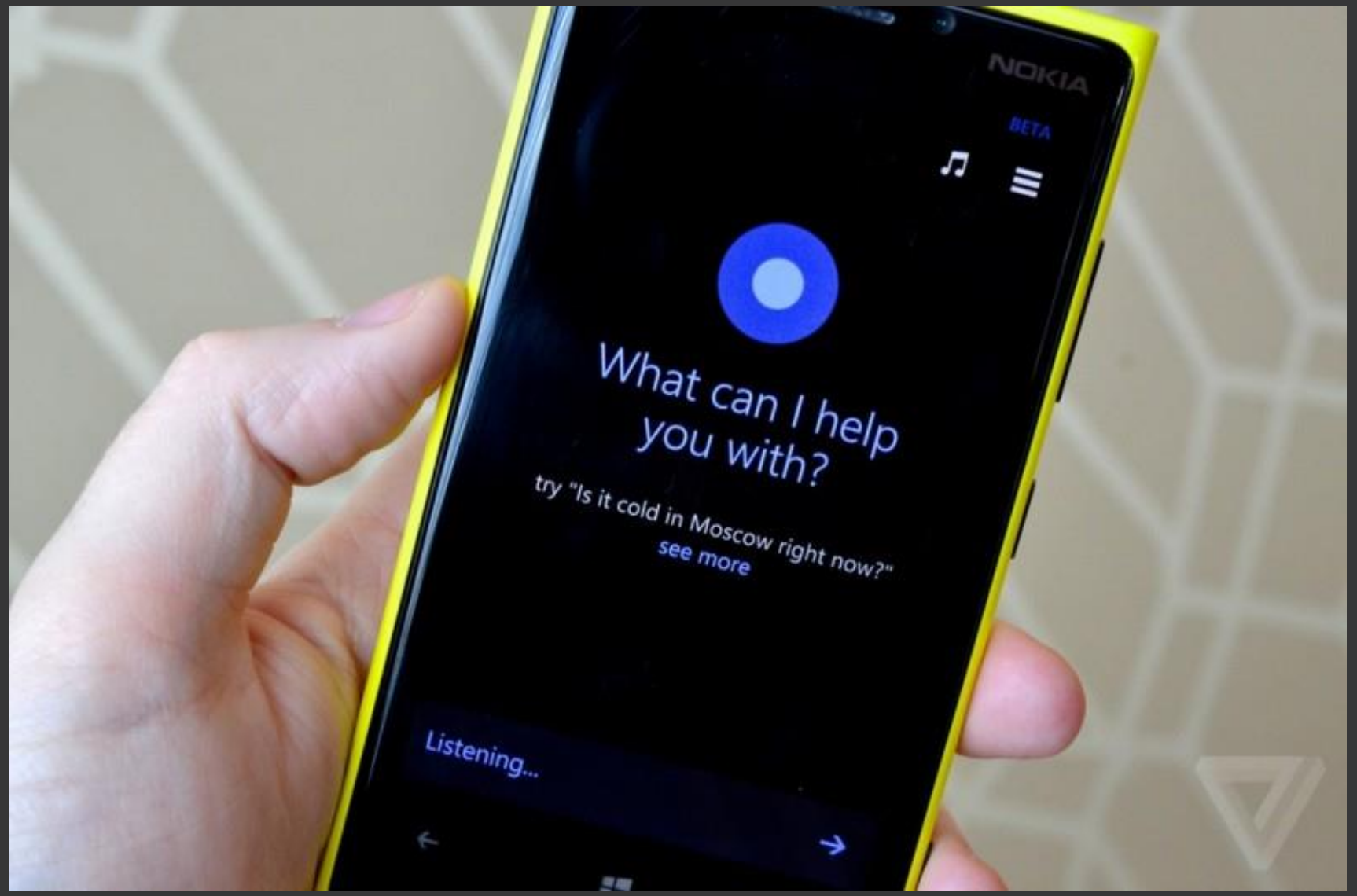
It’s good to be the first.
But first is not enough.

It’s Good to Be the First

It’s Good to Be the First



It’s Good to Be the First



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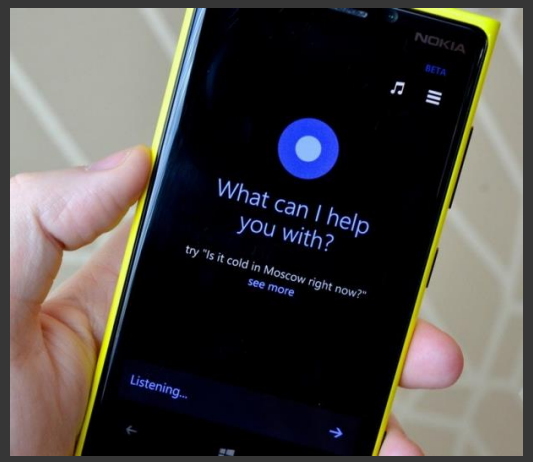


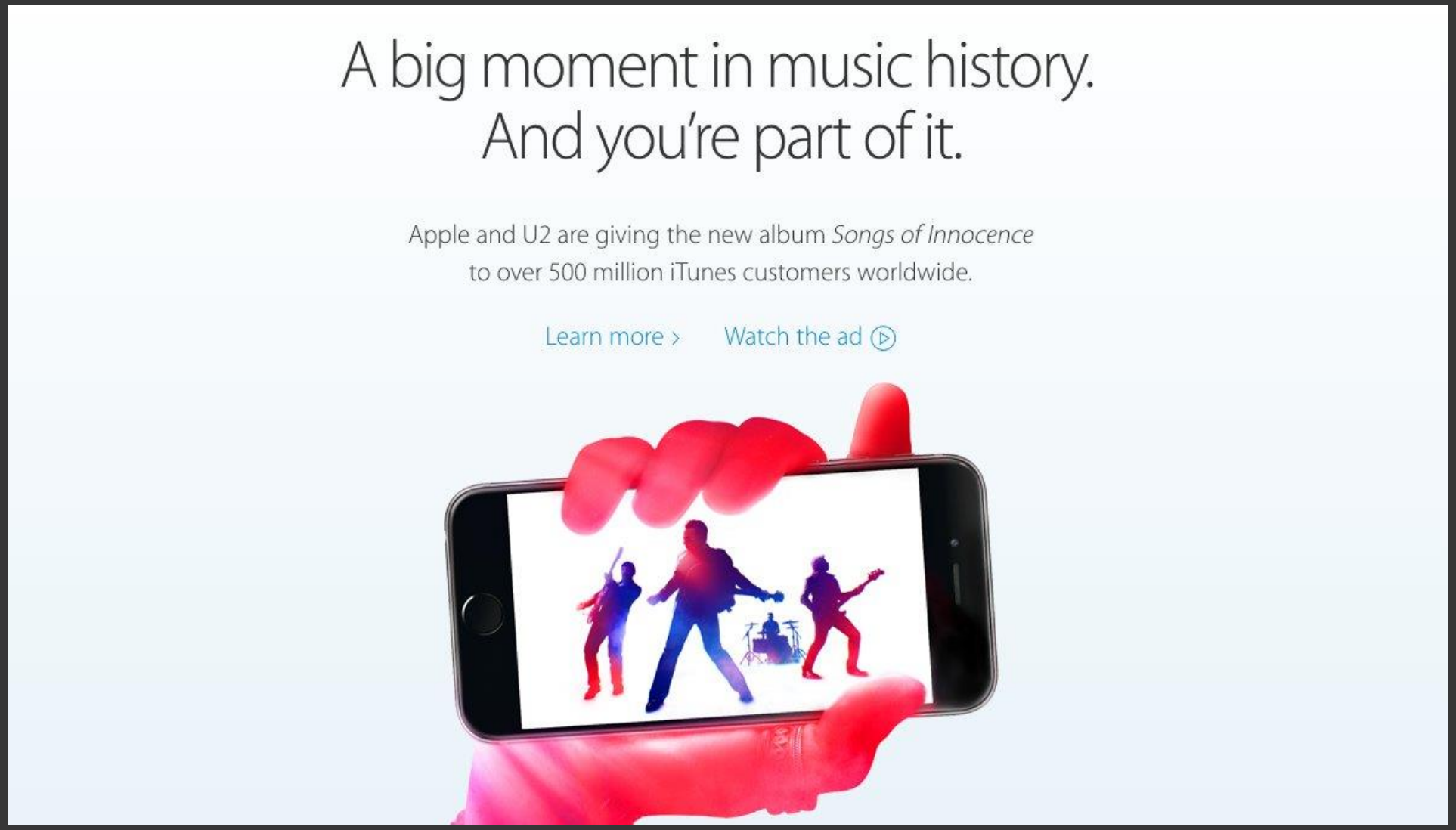
DEFAMILIARIZATION

noun | dee-fuh-mil-yer-uh-zey-shuh n

Presenting common things in an unfamiliar way to enhance perception of the familiar.

But First is not Enough

But First is not Enough



But First is not Enough

Songs of Innocence

U2

If you would like U2's *Songs of Innocence* removed from your iTunes music library and iTunes purchases, you can choose to have it removed. Once the album has been removed from your account, it will no longer be available for you to redownload as a previous purchase. If you later decide you want the album, you will need to get it again. The album is free to everyone until October 13, 2014 (PDT) and will be available for purchase after that date.

Do you want to remove *Songs of Innocence* from your account?

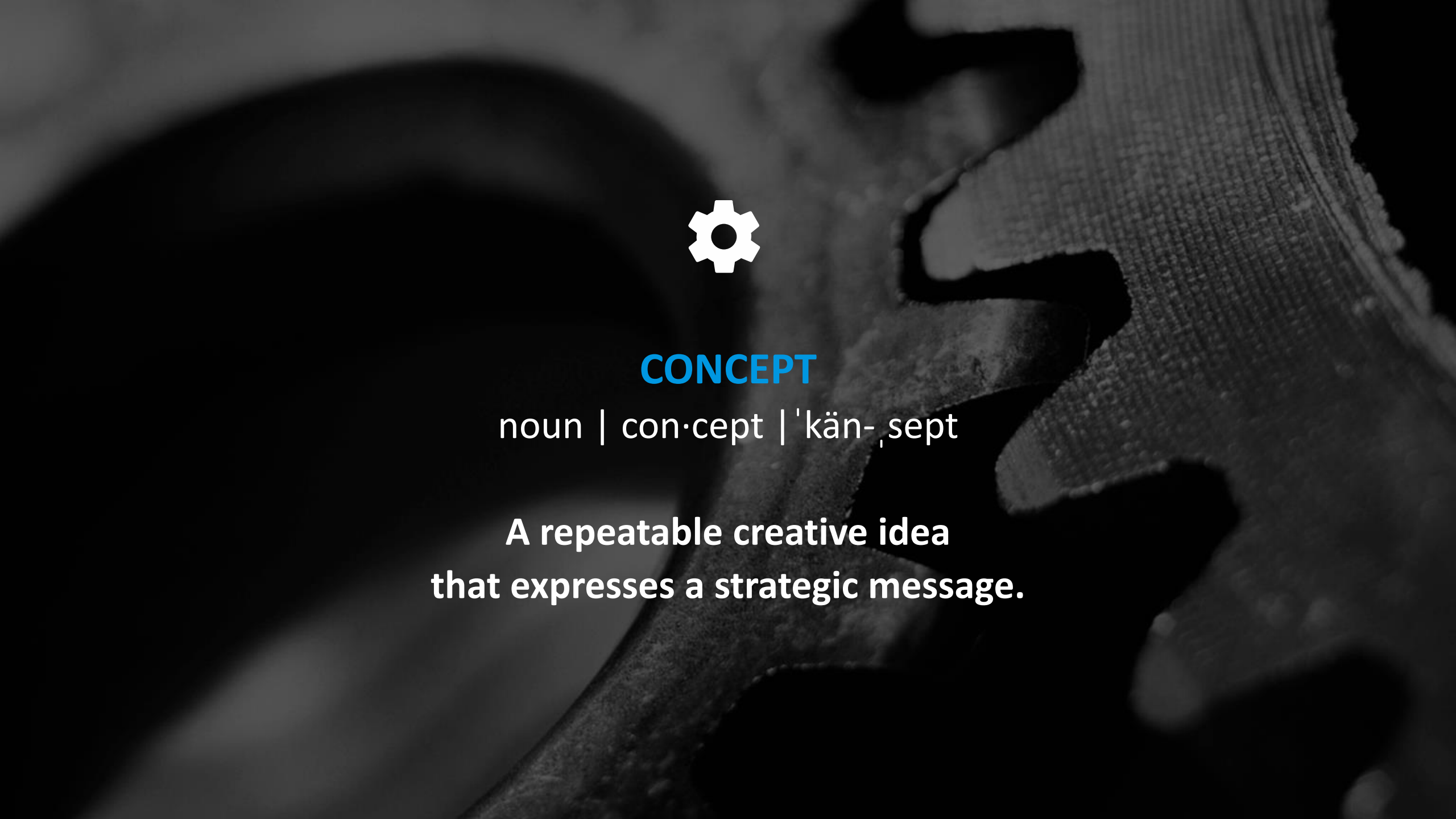
Remove Album

But First is not Enough

THE PROBLEM:

It’s good to be the first.
But first is not enough.

THE ANSWER:
A concept-driven experience



CONCEPT

noun | con·cept |ˈkän-ˌsept

A repeatable creative idea
that expresses a strategic message.

4

FOUR STEPS
to a concept-driven experience

POSITION

THE CORE IDEA

2

CHURN

#1 EXPERIENCE MARKETING TOOL

MAKE A MESS

3

REFINE

CLEAN IT UP

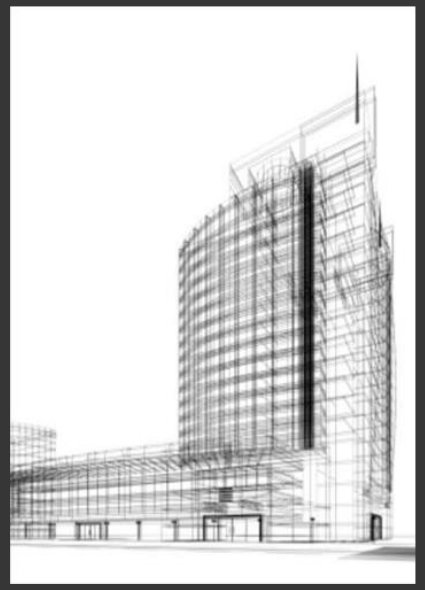
CLEAN IT UP

TRY
CRAFTSPERSON
INSTALLATION
CRAFTSPEOPLE
NOT
Artist / Craftsman
Design Content
or Project

TRY

NATURAL
BEAUTY
Candles
Fireplaces

FOCUSED INSPIRATION



DEFINE YOUR CONCEPT

NICKNAME

DEFINITION: 15-20 words capturing

1) The defining convention at work and
2) your intended effect.

DEFINE YOUR CONCEPT

TECH

Peer beyond the surface of things
to introduce the deep potential
of a Sto wall system.

4

APPLY

THE VISION

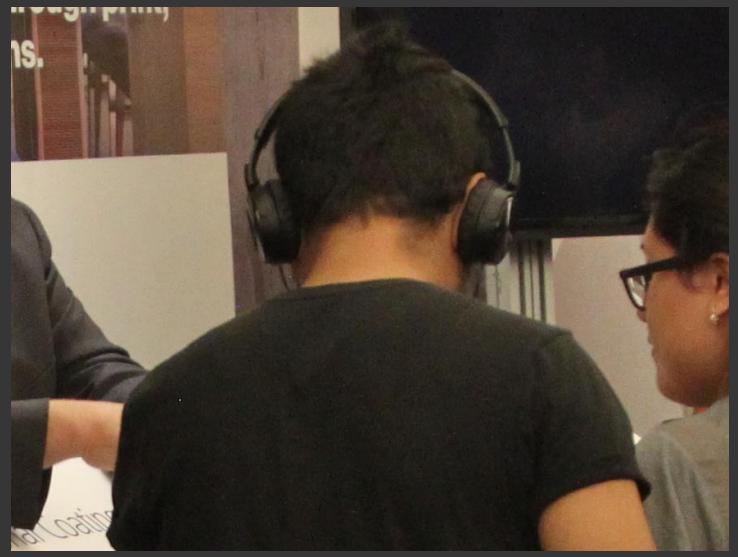
THE EXPERIENCE

THE EXPERIENCE

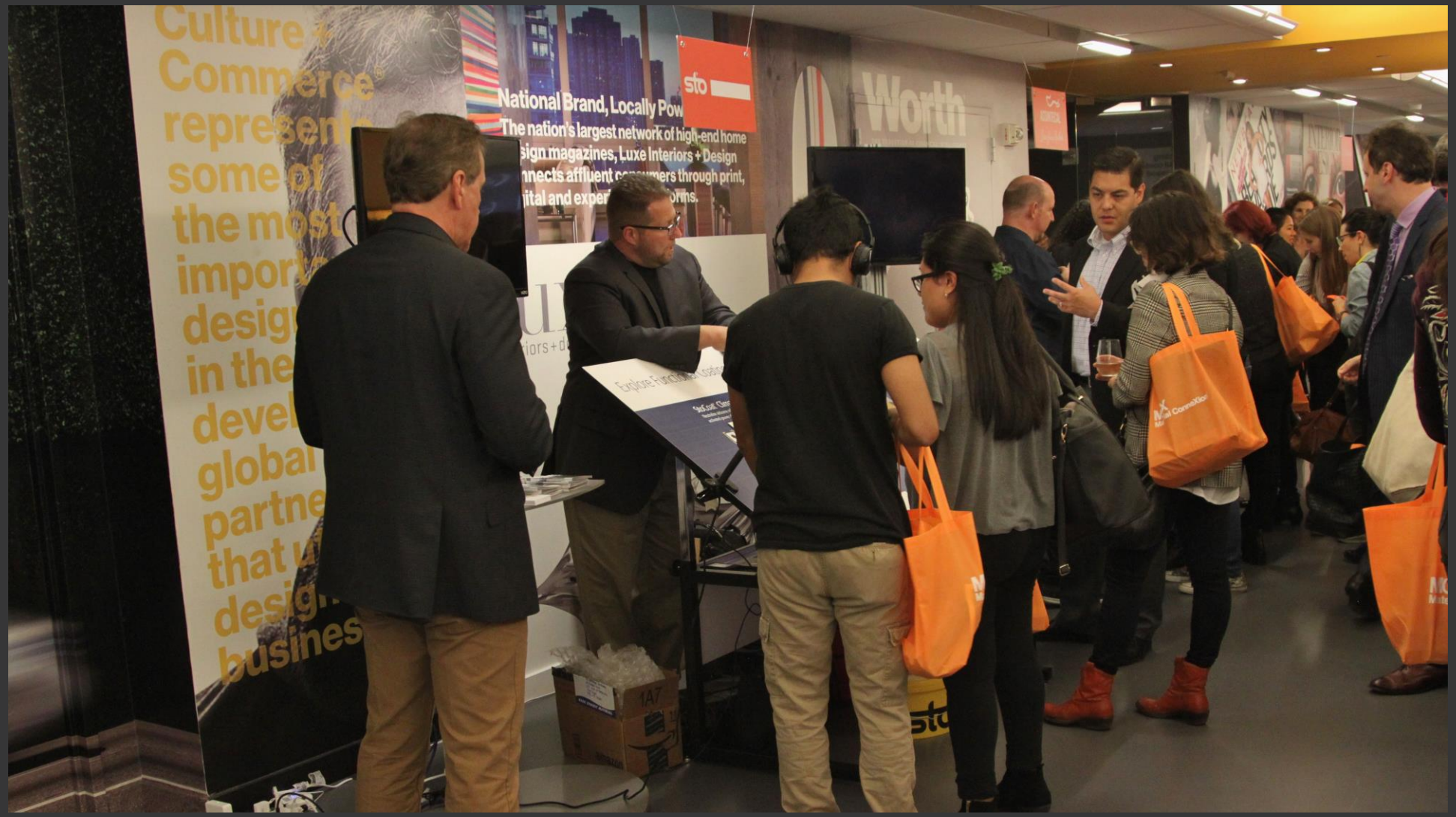
THE EXPERIENCE

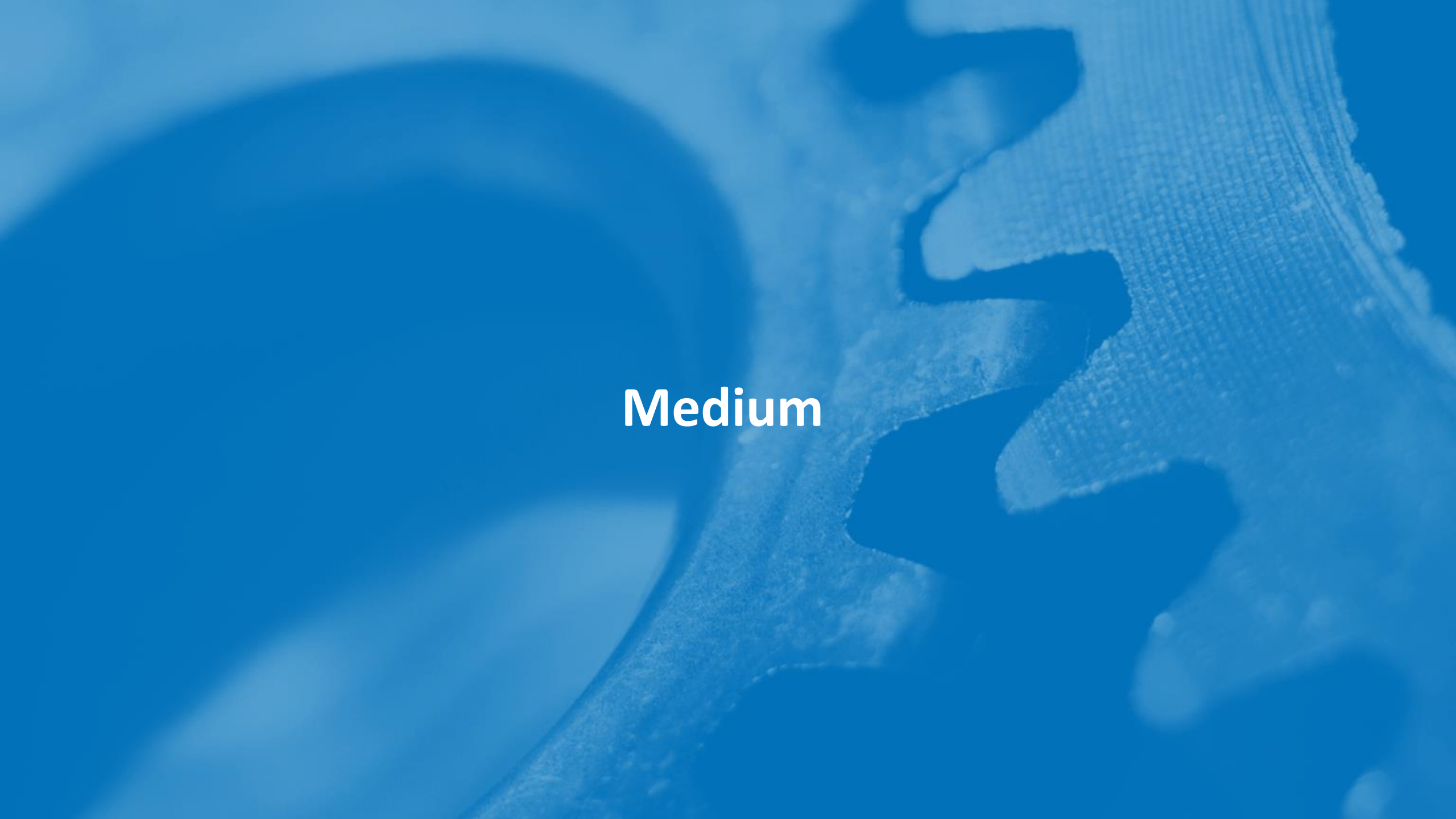
THE EXPERIENCE

THE EXPERIENCE

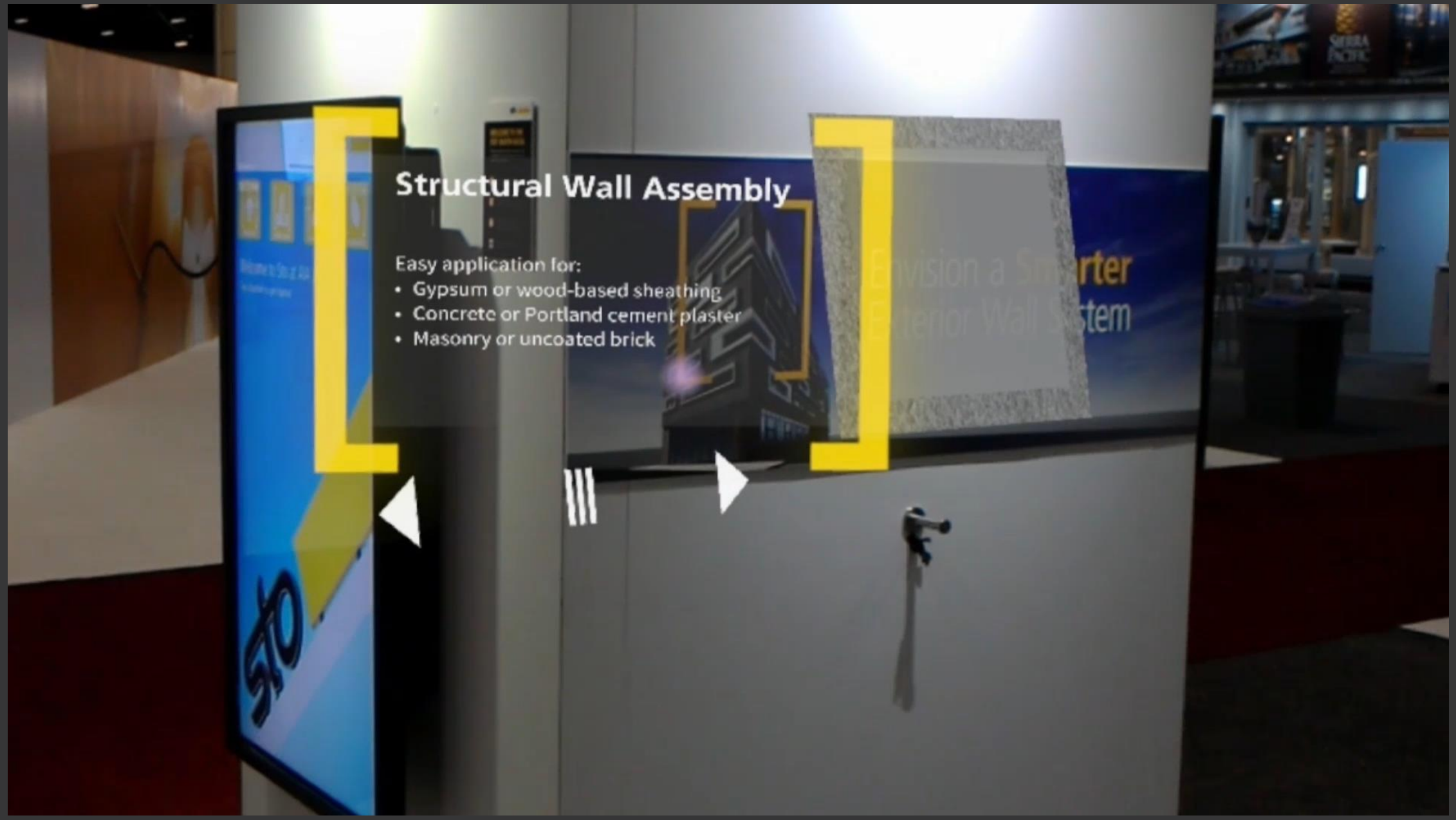


THE EXPERIENCE




Medium

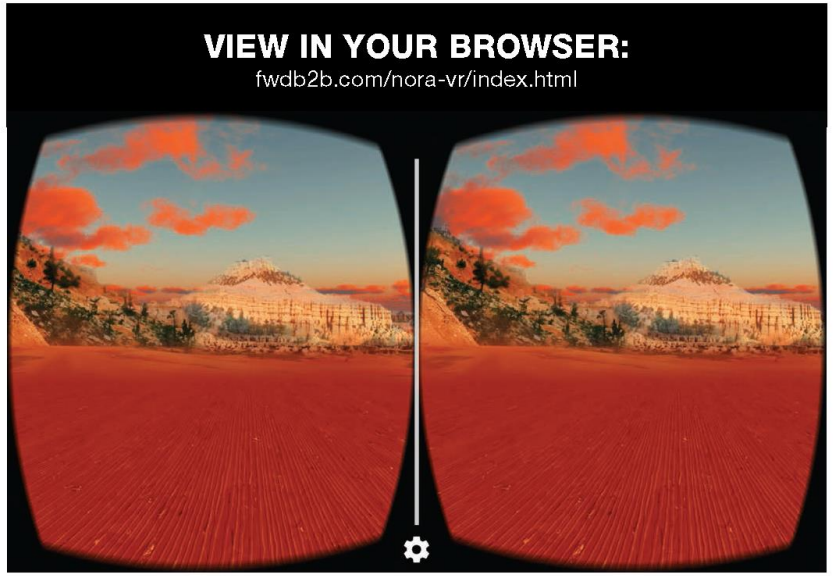
MIXED REALITY

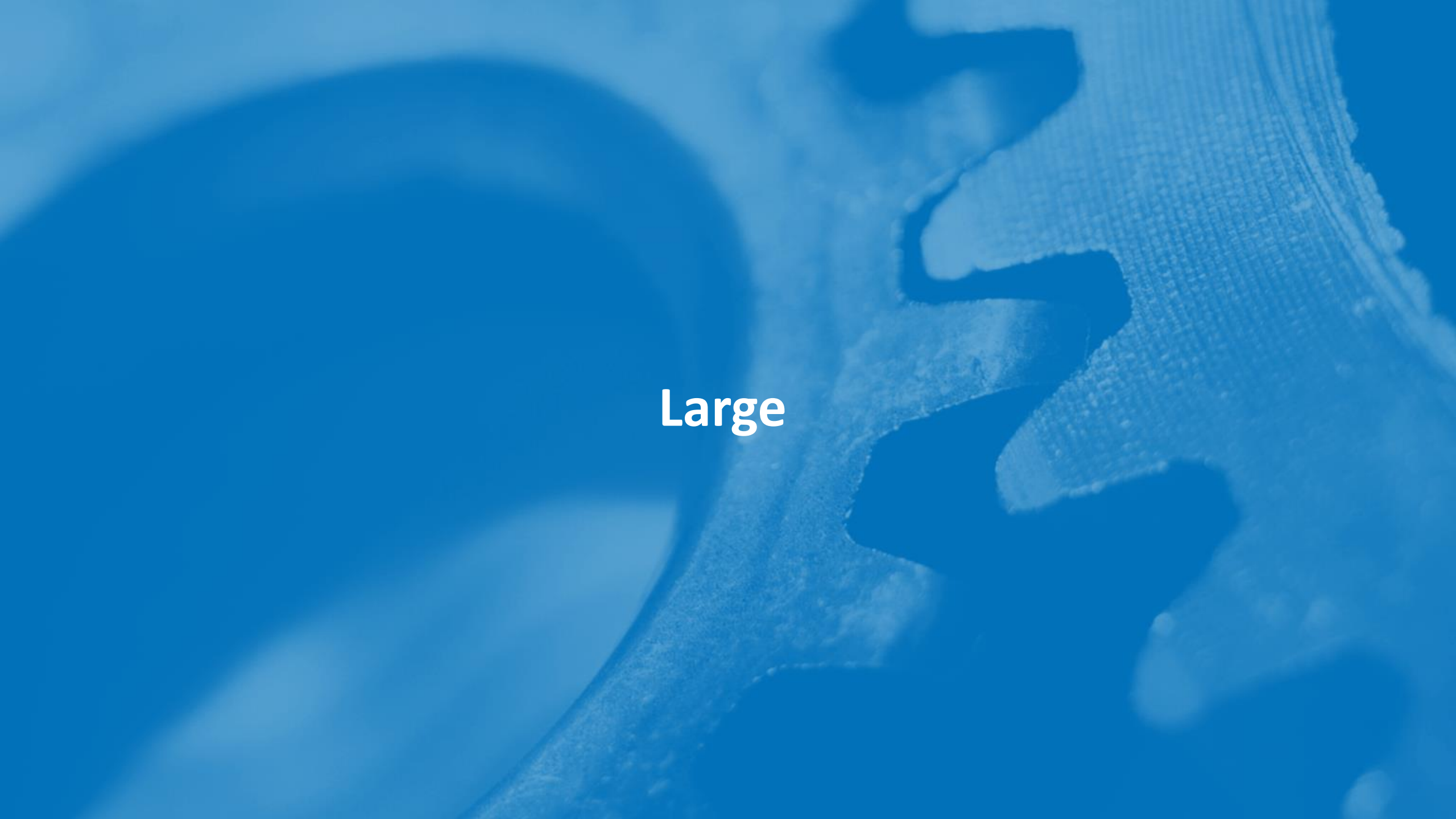

Structural Wall Assembly
Easy application for:
• Gypsum or wood-based sheathing
• Concrete or Portland cement plaster
• Masonry or uncoated brick
sto

noraplan® valua

Booth design

VR viewers




Large

JLG
R

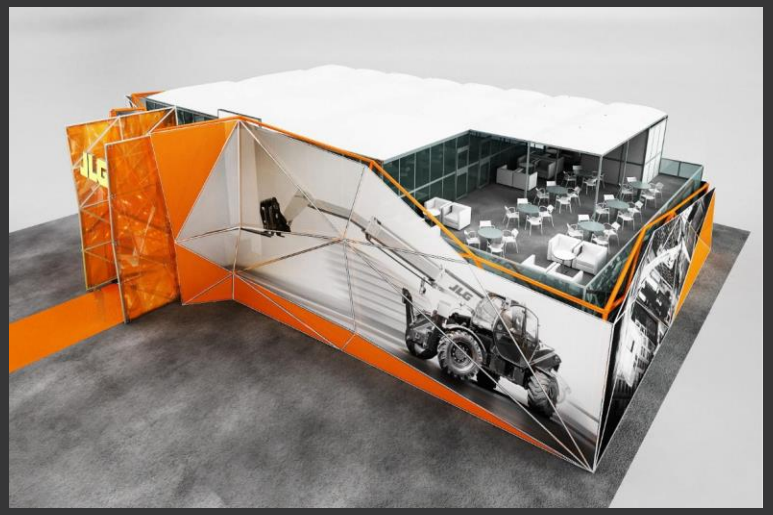
JLG®

CONCEPT

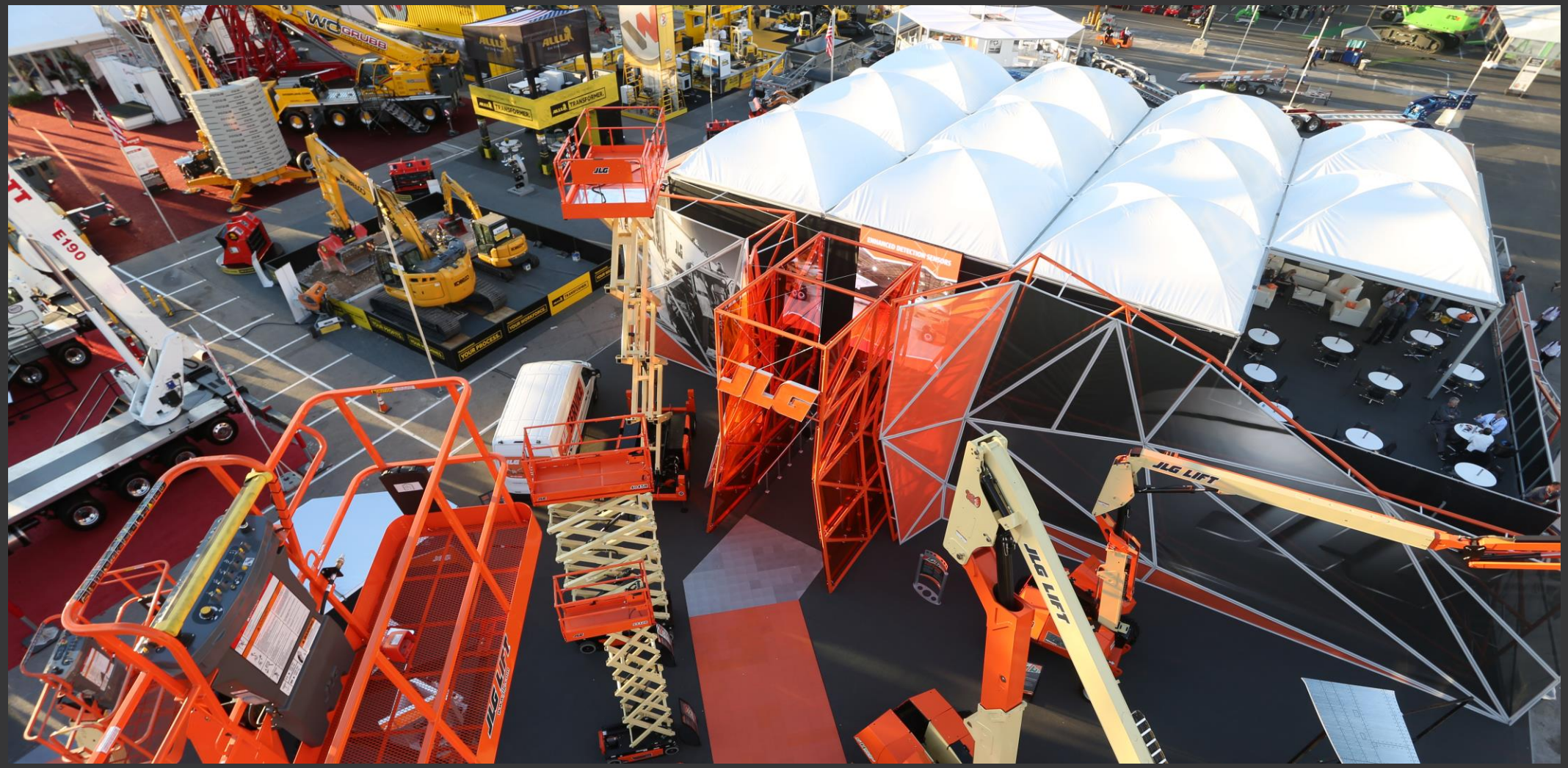
THE FUTURE OF EVERYWHERE
JLG
JLG GOLD LOT | BOOTH 1037
THE FUTURE OF EVERYWHERE
JLG

Methodist
The Methodist Hospital System

EXECUTION



EXPERIENCE



EXPERIENCE

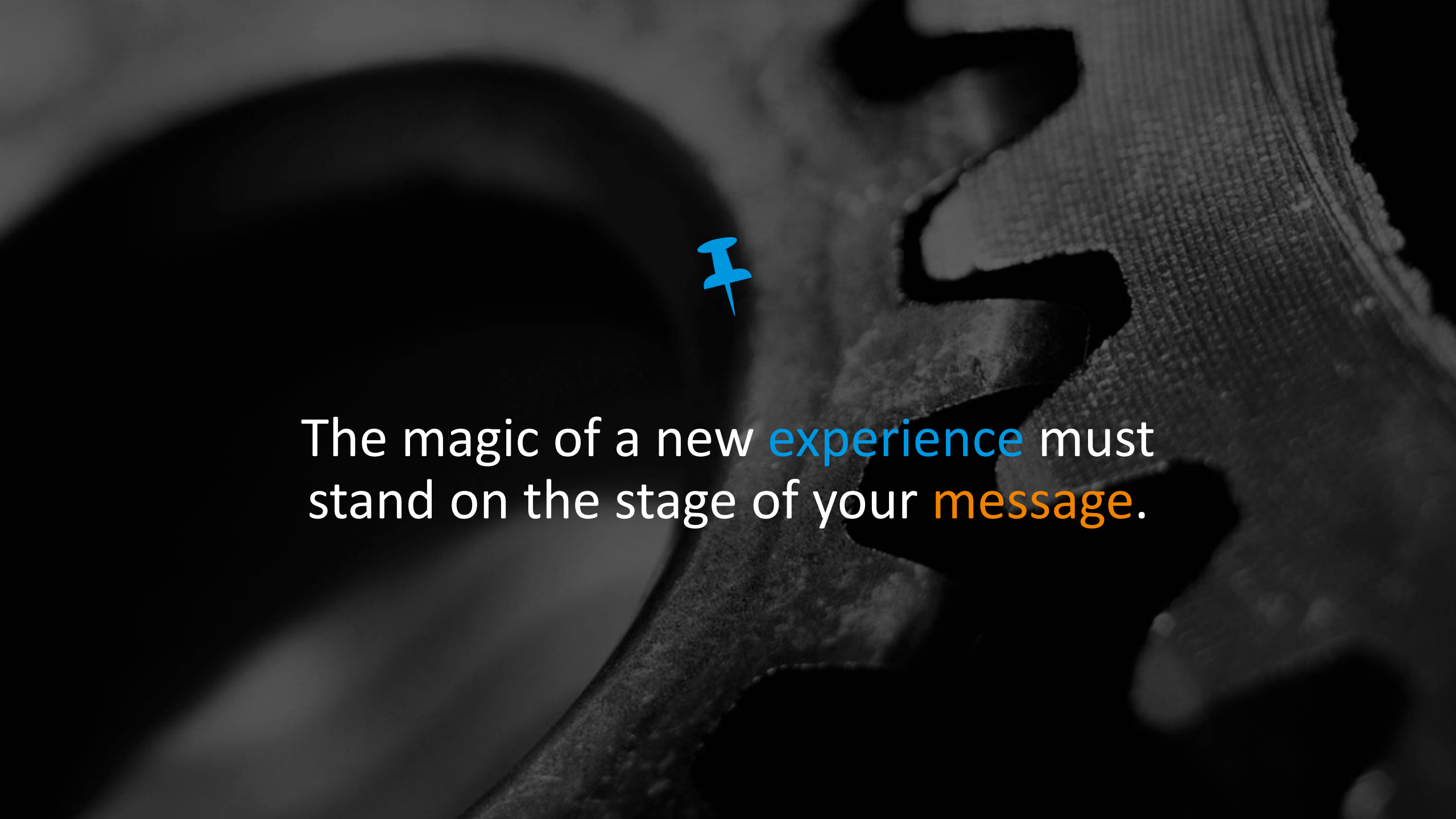
EXPERIENCE

WELCOME TO THE
WORKSITE OF THE FUTURE
Take a look around. The line between man and machine is disappearing.
In its place, a new way of working emerges:
Communication accelerates exponentially, bridging the gap between thought and action, process and product. Automation adapts to refine (not replace) the human touch. Controls grow more intuitive, empowering operators to achieve an unprecedented level of equipment handling.
The result?
We're building more than walls and ceilings, foundations and infrastructure. We're building connections. Connections that span vast distances and incorporate countless data points into split-second decisions. All with a level of precision previously unimaginable.
Work that took our ancestors the better part of the 20th-Century to complete is now envisioned and executed in a matter of months, weeks...even days.
The tools we use to get the job done evolve faster than ever to meet operator needs and material demands. To anticipate challenges and redefine possibilities.
"Real time" is too slow for where we're going.
Welcome to the worksite of the future.
Let's get started.

EXPERIENCE

JLG LIFT
SELF-LEVELING CHASSIS
LEVELING UP ON PRODUCTIVITY
EXIT

If you remember nothing else…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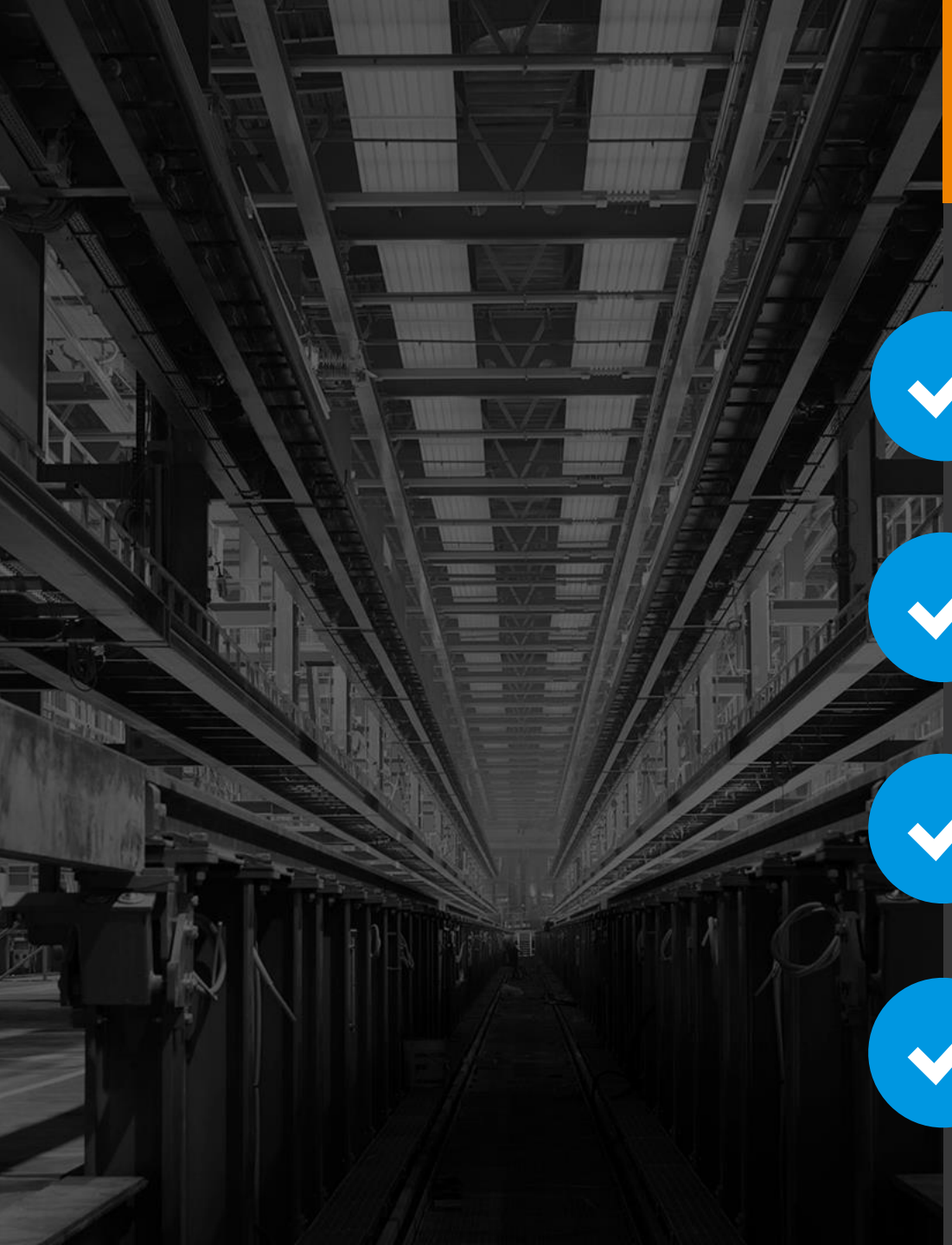

CONCEPT-DRIVEN EXPERIENCE

- Know the tech,
  but don’t start there
- Focus your message
- Define your concept
- Follow where it leads

Thank you