



*presents*

# **Experience Rules**

## **How Sensory Branding Drives Profit**

**Holiday Inn  
Austin, Texas**

**September 26, 2010**

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# Is Everybody Happy?



# A Bit of History

- 9/21/99: “Experience Junkies”
- 11-12/05: “Career Planning for the 21<sup>st</sup> Century”
- 11/14/12: “Marketing’s Next Frontier: Sensory Branding”
- 2014: CExO.



# Things that Make People Happy

- Unexpected gifts
- Completing a task
- Thinking fast
- Listening to fast music
- Seeing things that we are predisposed to [sense] are cute or beautiful
- Thinking back to a happy time.



SOURCE: Dr. Art Markman, University of Texas.



# Why Games Are Fun

- Challenge us to perform
- Offer opportunities for winning
- Release adrenaline
- Release dopamine.













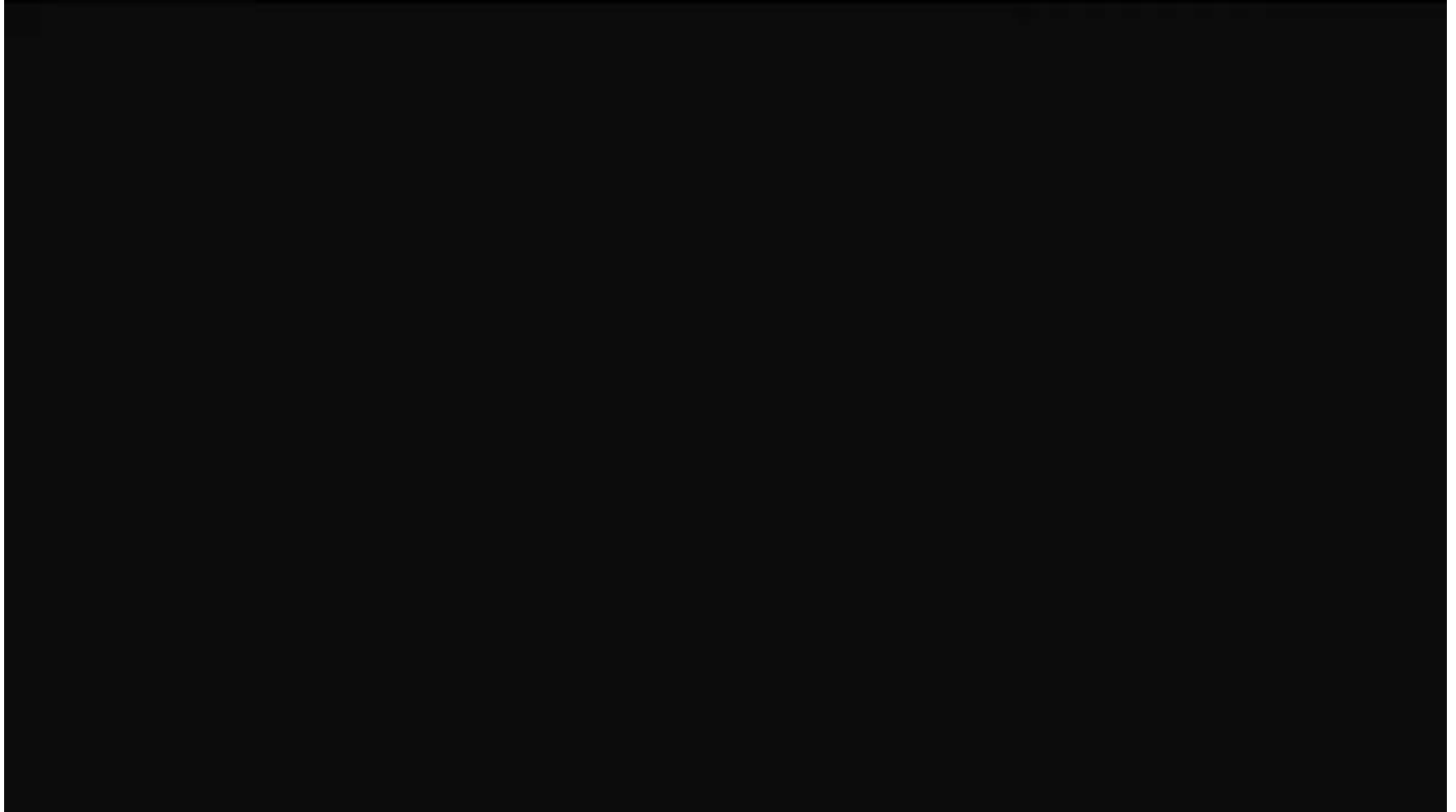








# Non-Profits Use Sensory Branding













*Mrs. Fields.*

























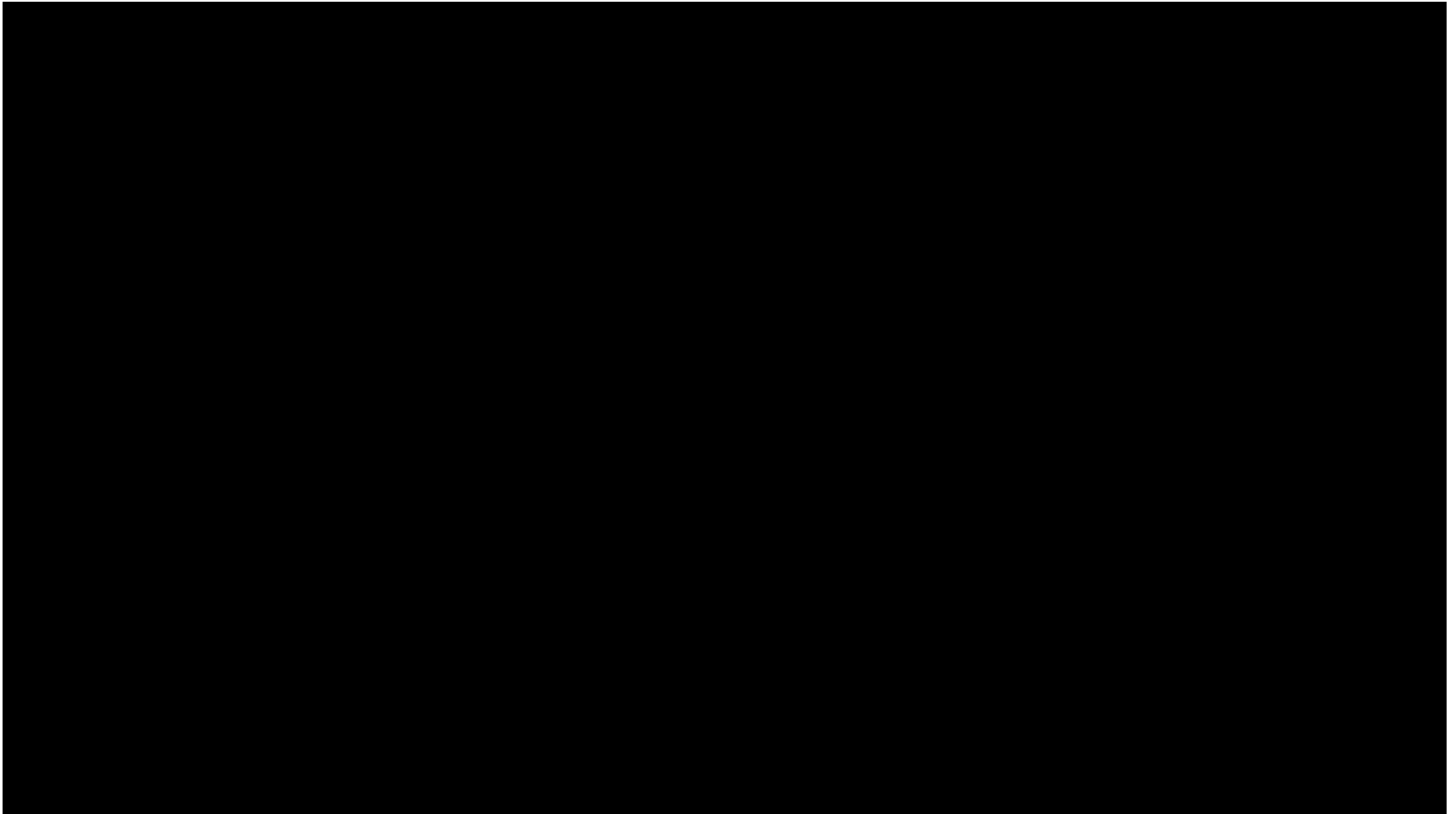








# Employers Use Sensory Branding



*These experiential product links help to bond consumers with brands by reinforcing in subtle and not-so-subtle ways that the marketer cares about the consumer.*

*As we move into the future, more and more marketers will embrace the value of experiential bonding with consumers in all kinds of ways.*



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# **Carpe Futurum!**

## **Seize the Future!**

