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FROM TRADITIONAL MARKETING TO EXPERIENTIAL MARKETING

Experiential marketing (“based on experience”, “empirical”) is a tool of creating the emotional relations between a product (TM, brand) and consumers within the framework of event (action, submission, offer), organized by the company. It includes both event-marketing and show-marketing and constitutes a complex mix of the marketing itself, advertising and PR.

Marketing of impressions provides complete “immersion” of the consumer in the world of a product (TM, brand) in order to receive commercial benefits for the company.

The necessity of transfer from traditional marketing to experiential marketing is explained by economic and social factors. Economic prerequisites for the experiential marketing were provoked by the revolutions in the system of production: agrarian revolution was replaced by industrial, then industrial revolution was changed into postindustrial one. It has caused the migration of values: growth of surplus value share during the transition from the raw material market to the commodity market, then to the market of services and, finally, to the market of impressions.

Impressions are sold everywhere: in newspapers and on TV, in hotels and restaurants, universities and sports industry, cities and countries.

More and more the goods are changed into services, and services are changed into impressions.

In the epoch of impressions four “P” of marketing can be presented in the following way:

Product: Frequently there is a product-“sandwich”: the goods + service + impression. It can increase a surplus value. The role of design grows. Mass production decreases. Entertainment, training, participation, socialization and self-expression are added to the good/service.

Price: What for do you take money? If for materials, it is a raw business; for

objects – documentary business; for actions – business in the sphere of services; and if for time, it is a business of impressions.

Place: Characteristic features are: delivery, “the third place” (not house / not office) or an unexpected place.

Promotion: The struggle for attention, change of the communication channels, games, humour, shocking impressions, value of the brand as a center of communication and as idea, instead of as a trademark or an ideal, are important.

Distinctive characteristics of experiential marketing are: marketing becomes personalized, dialogical; its basic orientation is directed not to volume, but to measurable result; responsibility grows.

The main principles of experiential marketing are conformity of goods/services with brand value and strategy and with expectations of a target audience, entertainment and involvement of consumers, integration of all communication tools.

On the foreground, there is a work model of the companies aimed at consumers. Its peculiarities are such methods of effect like point of sale, package, mass media, PR, direct marketing, the exhibitions, professional (group) media.

The companies that will be the first to master experiential marketing and apply its technologies, will ensure the successful future for their products.