

# ANA EXPERIENTIAL, CONTENT & COMMERCE MARKETING CONFERENCE

Three glowing cubes are arranged in a row, each emitting a stream of colorful particles. The leftmost cube is dark red and emits pink particles. The middle cube is dark blue and emits cyan particles. The rightmost cube is dark grey and emits orange particles. The particles trail upwards and outwards from the top of each cube.

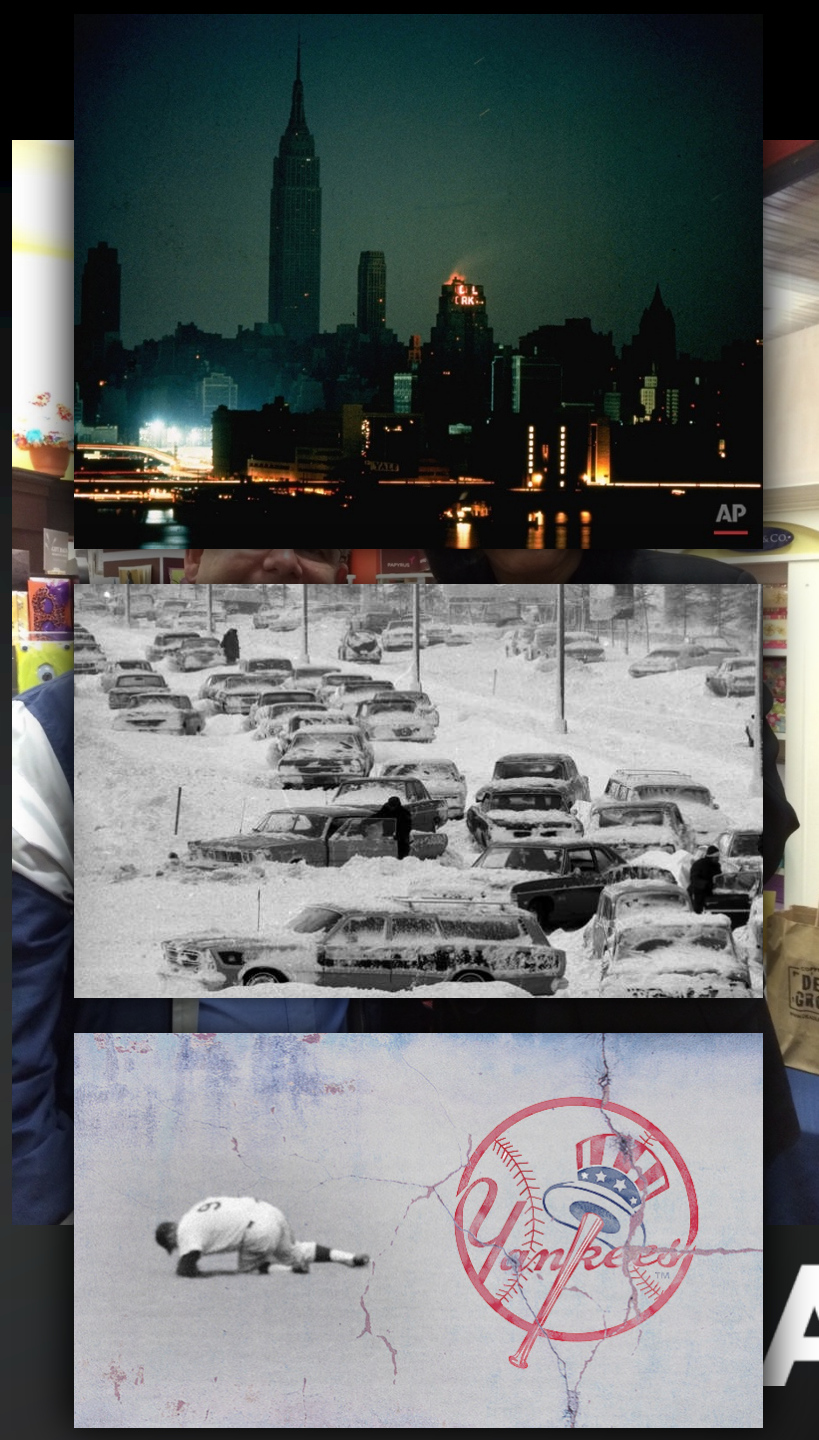
**MIKE KAUFMAN**

ANA Senior Vice President  
Brand Activation

**ANA**



**WHO AM I?**



**ANA**



WHO AM I?



ANA

WHO AM I?







**WHO AM I?**



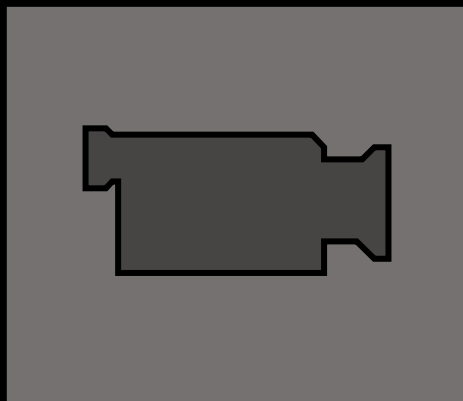


# Experiential, Content, and Commerce Marketing

Derived from  
**key Brand Activation  
disciplines** that are  
increasingly  
interconnected







**Spartan**

# What is Experiential Marketing?

Something experiential comes from the real world — from experience.

Experiential things can be seen, touched, and verified.

- *vocabulary.com*







# What is **Experiential Marketing?**

A marketing approach that directly engages consumers and invites and encourages them to participate in a branded experience. Its importance lies in its ability to stimulate an emotional connection and reinforce an essence of the brand.

- *MASB*

*(MKtg. Accountability Standards Board)*

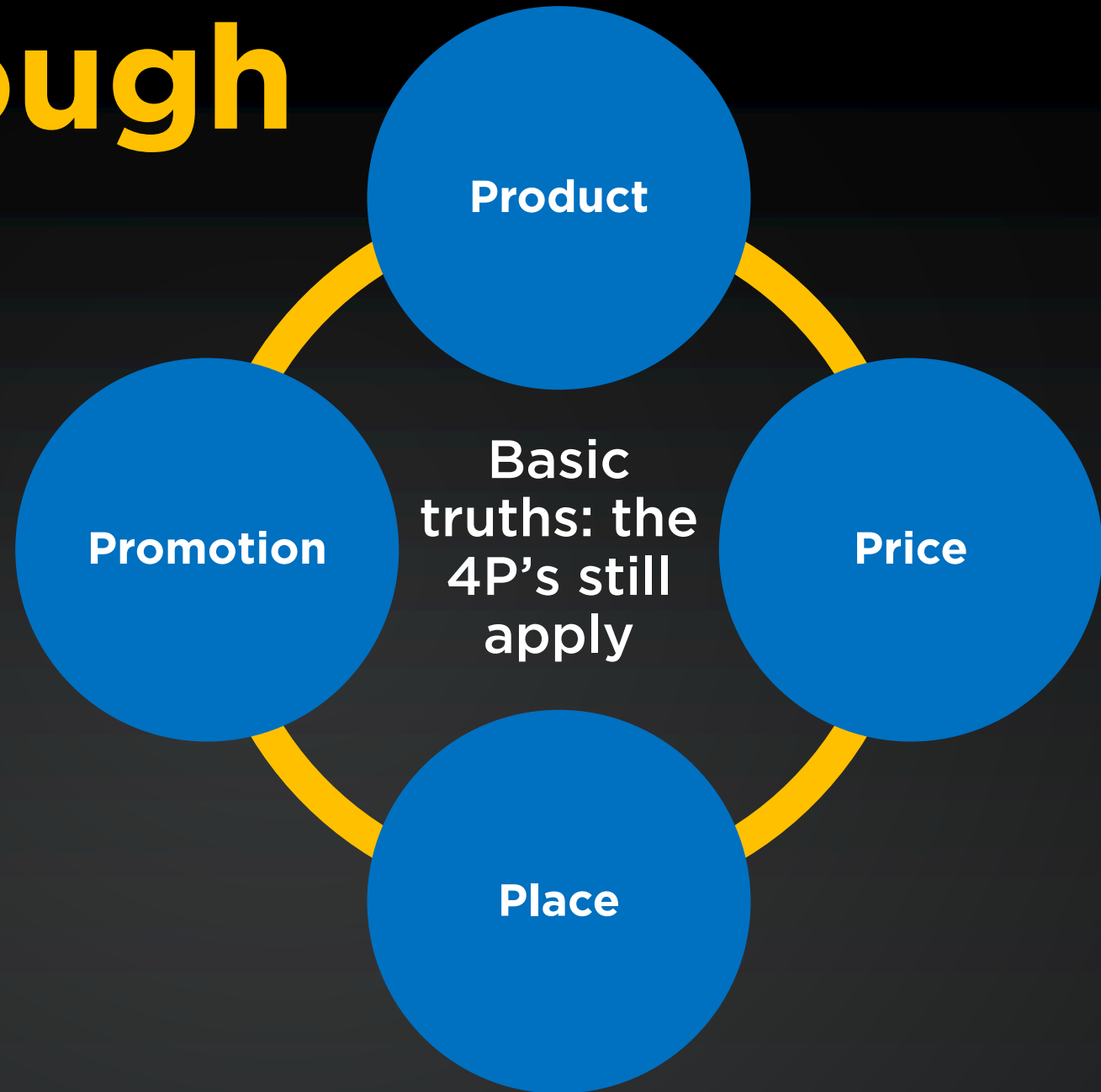


# Commerce is Changing Exponentially





# Breakthrough thinking?





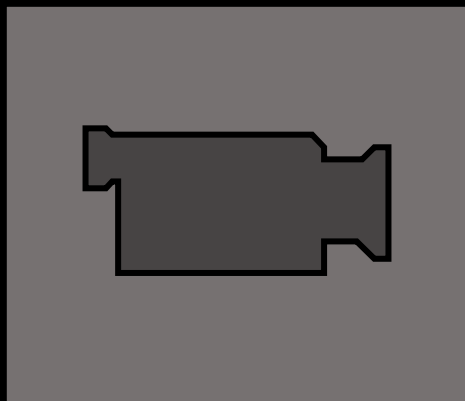


# Classic REGGIE Winners



## Soviet Going Out of Business Sale (1992)





**BARQs**





**Classic  
REGGIE  
Winners**



**Results:**

**100%**

bottler participation

**30%**

increase in sales

**Sold to Coke in 1995**

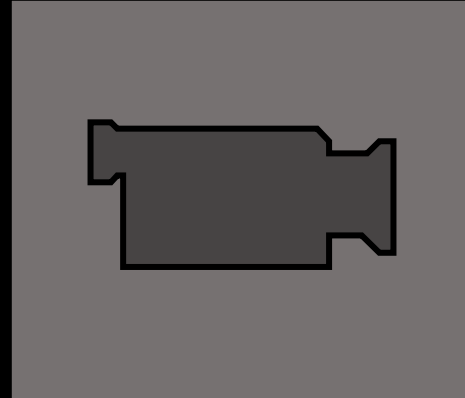
Classic  
**REGGIE**  
**Winners**

The *Deal*  
**Oprah Winfrey**  
Show®

Oprah Car Giveaway  
(2004)







**Oprah**



**Classic  
REGGIE  
Winners**


The Deal  
**Oprah Winfrey**  
Show®

Oprah Car Giveaway  
(2004)

Great for ratings

Not so great for Pontiac

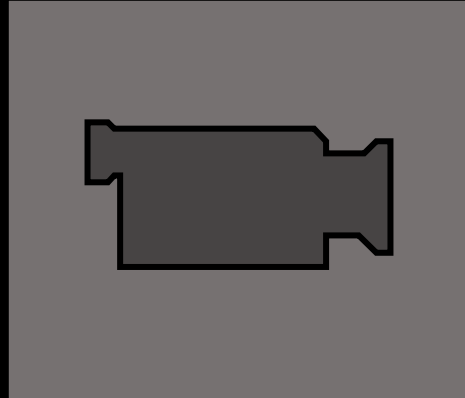




**Current  
Examples  
Influenced by  
COVID-19**



Wisconsin Cheese  
virtual cheese tasting



**Wisc cheese**



Current  
Examples  
Influenced by  
**COVID-19**



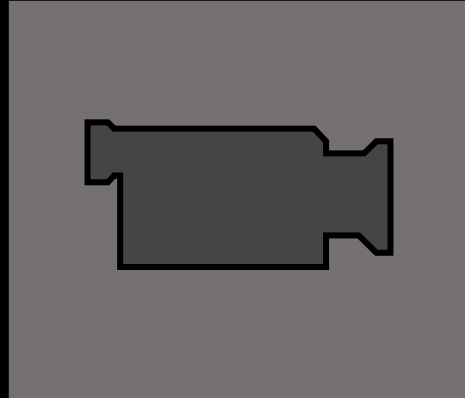




Current  
Examples  
Influenced by  
**COVID-19**







**Barbie**



**Current  
Examples  
Influenced by  
COVID-19**



**FACEBOOK**





**Current  
Examples  
Influenced by  
COVID-19**



**Results:**

**10%**

sales increase


**40%**

in ecommerce

**Current  
Examples  
Influenced by  
COVID-19**







**Current  
Examples  
Influenced by  
COVID-19**

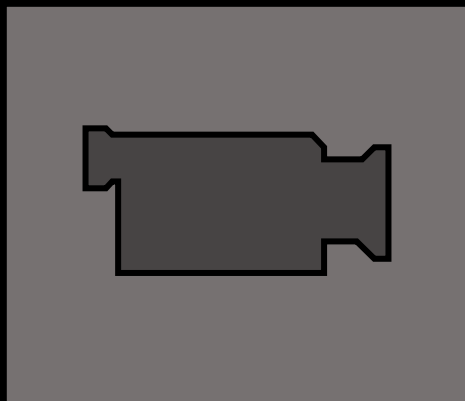


**trust**

**Current  
Examples  
Influenced by  
COVID-19**







**apple**

# ANA EXPERIENTIAL, CONTENT & COMMERCE MARKETING CONFERENCE

Three glowing cubes are arranged in a row, each emitting a stream of colorful particles. The leftmost cube is dark red and emits pink particles. The middle cube is dark blue and emits cyan particles. The rightmost cube is dark grey and emits orange particles. The particles trail upwards and outwards from the top of each cube.

**MIKE KAUFMAN**

ANA Senior Vice President  
Brand Activation

**ANA**