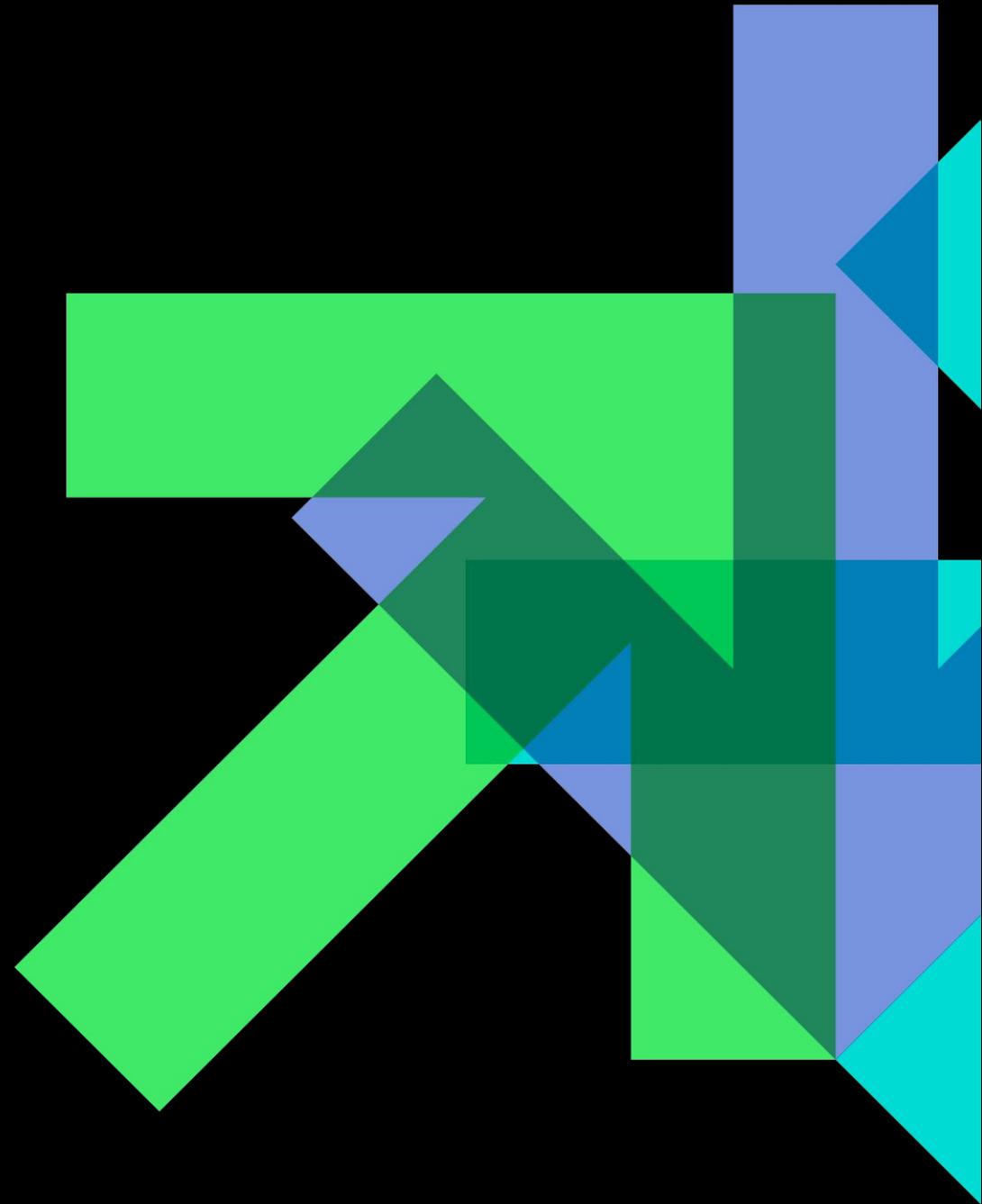


**Experiences reimagined
in 2020:
A guide for brands to navigate
experience solutions**

IMAGINATION



Welcome to Imagination's guide to Experiences in 2020 and beyond

The immediate impact of COVID-19 has driven a need for the marketing industry to seek more innovative ways of delivering against client's objectives.

In a few short months, we have adapted our Experience offering to enable **continued delivery** for clients through a combination of ideas, innovation and safe practice.

Responding to the COVID-19 crisis effectively requires bold thinking and bravery from both the agency and brand-side and this is especially true in the world of live experiences.

Experiences will always be emotional, human-led but they have changed.

We believe that **reimagining the possibilities for experiences** has enabled us to deliver quality results during the pandemic and to help businesses navigate the future of experiences in a new, safety-regulated post COVID-19 world.

We are pleased to share our insights and learnings gathered from across the Imagination business, alongside live projects across the world.



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Brand Destinations

Overview

Brand Destinations take many forms. At Imagination we broadly define these as **brand-led and business-led** permanent locations, designed to offer a powerful, **always-on experience**.

This guide takes a typical customer journey, and applies ideas and best practice advice for brands to use as a way to optimise their own brand destination.

Each destination will already be implementing measures to adapt to Covid-19, so whilst this guide includes practical ideas to ensure experiences are safe, it focuses more on **ideas and innovation that will enable brand destinations to thrive beyond the current scenario**.



Best practice for Brand Destinations



Types of Brand Destinations

This guide focuses on two main types; **B2C Business to Consumer ‘Brand Homes’** and **B2B Business to Business ‘Experience Centres’**. This is because the experience journey differs in many ways as outlined below, therefore we consider them separately.



B2C Brand Homes

- Designed for customers, tourists and fans
- Almost always open to the public for booked or walk-in experiences
- They usually have high volumes of footfall
- The production process / factory is often a key attraction
- Direct revenue is critical, such as paid entry, trial and retail
- They are often a central part of brand communications.

The **Guinness Storehouse** in Dublin is one globally renowned example, another is the popular **Mercedes-Benz World** in the UK.



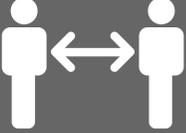
B2B Experience Centres

- Designed for business customers, retailers and employees
- Visitors are more targeted, in far smaller volumes than B2C brand homes
- Visitors often include C-suite executives
- The experience is business focused, with activities such as workshops
- Content and talks offer in-depth information and use cases
- ROI comes through contracts and building trusted sales networks

The **Mastercard** centres located in New York, Shanghai, Dubai and Sydney are a leading example. Other brands such as **Telstra** and **GE** have their own experiences.

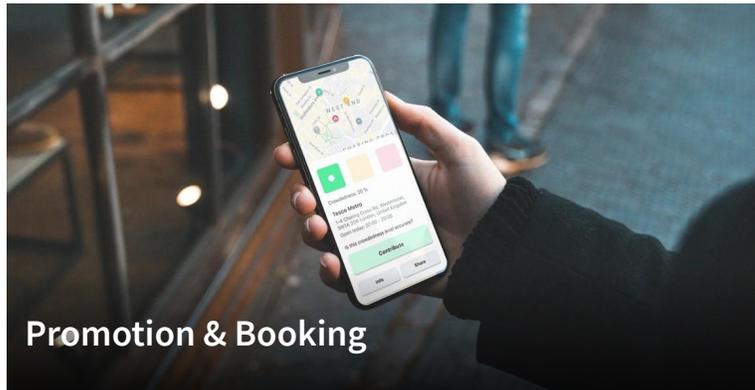
Priority areas

There are five priority areas that require consideration from an operational point of view.

				
People	Health	Design	Distance	Monitor
Guests, customers and staff are a first priority	Promoting and maintaining health practices	Designing enhanced experiences, with a safe environment	Integrating social distancing, optimising personal space	Monitoring our current approach, anticipating change whilst continually improving
Vulnerable people Scheduling and overlaps Separating and grouping people Safe customer facing experiences Safe BOH for staff	Pre-visit information Vulnerable people Health screening <ul style="list-style-type: none">- Passive- Active Health promotion Incident management Health Data Cleaning	Flexible design thinking that can adapt to different COVID-19 threat levels. Optimised capacity Experience Zoning New materials Sustainability Innovative features Entrance and Exits Back of house spaces Aisles and corridors Omnichannel linking online and offline	Interactive spaces Product displays Events F&B Queueing (General Public & VIP) Collaboration Spaces Meeting Rooms Wash rooms	Monitoring the ROI x ROX Review for any unforeseen impacts Anticipating change Customer and guest feedback Continually learning and improving

Visitor Experience steps 1-3: B2C Brand Homes

Here is a typical visitor experience and the key features that allow brands to harness innovative ideas to elevate the quality of the experience and consider sustainable options, whilst also adapting to COVID-19.



Promotion & Booking

- **Positive message:** promote the positive ways the destination is enhanced, to create a sense of positive anticipation
- **Brands taking the lead:** clear communication of the measures taken by the brand to ensure a clean and safe experience, appealing to the rational aspects that may concern visitors
- **What is expected of visitors:** clear confirmation of what is expected of visitors. For example group sizes, social distancing and temperature checks



Welcome & Lobby

- **Personal space:** harness the spacing requirements to create a more premium open waiting area / lobby space for each visitor to get used to the venue
- **Sensory mood:** with tactile experiences less in demand, ensure that we dial up a focus on sight, scent and sound in this space
- **Integrated hygiene:** make the sanitisation features an integrated part of the design, so they are easy to spot and use but do not detract from the visual quality



Registration

- **Seamless ticket check:** contactless ticket checks using a mobile phone with QR codes or similar technology allow guests to connect via their own devices. Alternatively hosts can register guests on dedicated host devices.
- **App-driven experience:** push your experience a step further with a connected experience app to feature exclusive product drops, events, personalised experiences and VIP services. An app controlled on-demand seamless experience for complete safety

Visitor Experience steps 4-6: B2C Brand Homes

Here is a typical visitor experience and the key features that allow brands to harness innovative ideas to elevate the quality of the experience and consider sustainable options, whilst also adapting to COVID-19.



Brand Immersion

- **Reaffirm your brand purpose & values:** Review your brand story experience to make sure it feels relevant and consider featuring your own response to Covid-19, without losing the sense of fun and escapism that visitors are looking for.
- **Escape rooms:** in an era of stress and tension, people will look for brands that can offer moments of emotional escape. Use scents, sound, light, visual play, virtual worlds and atmosphere to aid mental reset and push immersion further



Production Site Experience

- **Showcase safety:** the safety of your employees is paramount, so when visitors see the production experience up close it's important to showcase the production process as before, whilst showing how you are protecting the people that make your products a reality
- **Innovation storytelling:** we have become more connected online due to Covid-19, so many visitors have a renewed interest in how brands are innovating in terms of production. Check that you are focusing enough on your innovative processes, as well as traditional methods



Test & Try

- **Curated upgrades:** offer an enhanced, curated test and try experience as a premium, pay to play experience for micro-groups
- **Tasting theatre:** enhance the tasting and trying activities for F&B brand homes through a more theatrical set-up designed to offer space, extra hygiene and a more curated service, perhaps even a personal glass to keep after the tour
- **Hygienic materials:** whilst enhanced levels of cleaning are needed for items that have to be touched, such as cars or technology, also consider using 'self clean' materials to make it safer to touch objects whilst adding a touch of innovation

Visitor Experience steps 7-9: B2C Brand Homes

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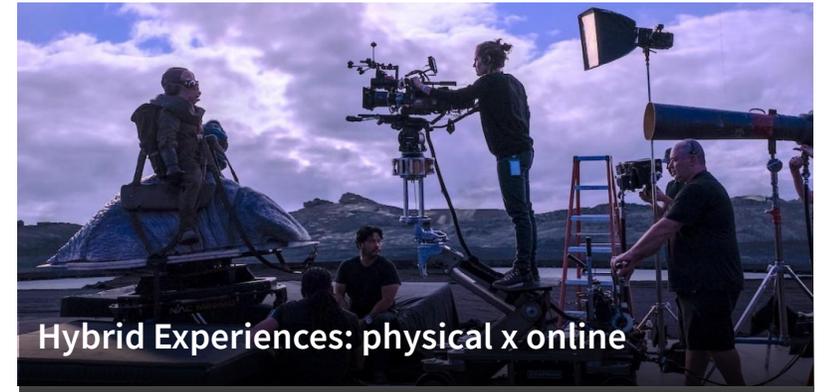
Food & Drink Experiences

- **Silver service:** premiumise food service with a 'white glove' approach that elevates hygiene through a more luxury experience
- **Pre-order service:** via event app, grab'n'go or elevated catering offer
- **Biodegradable materials:** single-use materials should be avoided, make a statement by using biodegradable items for F&B services
- **Menu journey:** with international travel restricted, take diners on a global journey of flavours and cuisines by a rotating menu and pop-up food brands to build repeat visits



Events Programmes

- **Evolving themes:** rotating programs of experiential showcases with partner and local brands ensure every visit is unique, creating constant newness and reasons to return
- **Culture studios:** empower culture building and Covid-era innovation for brand and community with safe zoned collaboration incubator hubs for niche brands, artists & influencers



Hybrid Experiences: physical x online

- **Virtual access all areas:** consider experiences that could be digitised as interactive virtual versions, allowing customers to interact from anywhere using their own home technology devices
- **Content factory:** physical brand homes should be a portal to the brand; consider webcasts and shoppable live streams to local and global loyalty members, fandoms and communities - think 'live studio'
- **Remote hosting:** guests that cannot attend in person would enjoy an experience via a host equipped with a camera, a personalised tour from a distance

Visitor experience steps 10-12: B2C Brand Homes

Here is a typical visitor experience and the key features that allow brands to harness innovative ideas to elevate the quality of the experience and consider sustainable options, whilst also adapting to COVID-19.



Retail & Merchandise

- **Rarity & limited:** product innovation is key, sell what others don't have, keep customers wanting more through constant newness with exclusives and collaborations
- **More connected, more personalised:** a connected experience enhances personalisation of retail and merchandise by integrating visitor data to create more personalised labels, bags or even 3D printed objects



Peak Ending

- **Peak end rule:** emotional memory making final driving advocacy, reasons to return and sharing of experience
- **First feedback:** the first time visitors attend after the crisis will be important, so ensure you capture their feedback to optimise your experience as quickly as you can
- **Advocacy:** actively encourage guests to share their positive experience through word of mouth and social media, rebuilding confidence

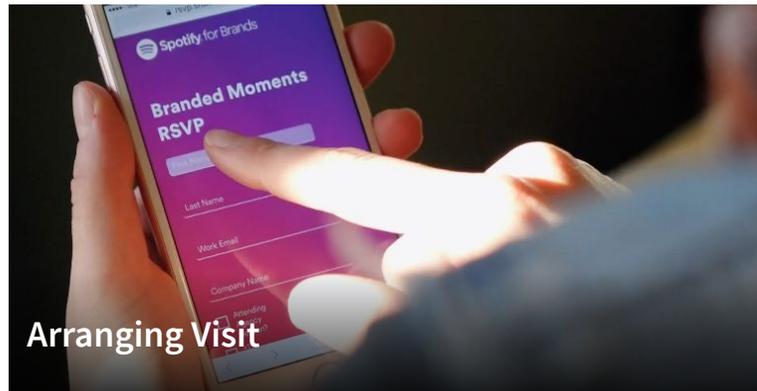


Always On Engagement

- **Embrace fandoms:** reward loyalty members and customers via activations on social media, shared content and reviews with bookable access passes to exclusive events and launches held in behind closed doors
- **Local incentives:** incentivise local repeat visits to offset any reduction for international visitors, using new events, products and behind the scenes tours

Visitor experience steps 1-3: B2B Experience Centres

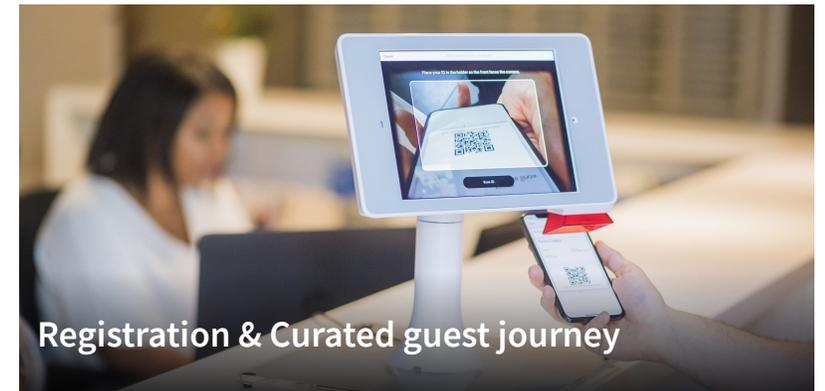
Here is a typical visitor experience and the key features that allow brands to harness innovative ideas to elevate the quality of the experience and consider sustainable options, whilst also adapting to COVID-19.



- **Personal message:** use the guest invitation to communicate the positive ways the experience has been designed to be enhanced and create a sense of positive anticipation
- **Brands taking the lead:** clear communication of the measures taken by the brand to ensure a clean and safe experience, appealing to all rational aspects that may concern guests
- **What is expected of guests:** clear confirmation of what is expected of visitors. For example group sizes, social distancing and temperature checks



- **Personal space:** harness the spacing requirements to create a more premium, open welcome space for each guest
- **Sensory mood:** with tactile experiences less in demand, ensure that we dial up a focus on sight, scent and sound in this space
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Visitor experience steps 4-6: B2B Experience Centres

Here is a typical visitor experience and the key features that allow brands to harness innovative ideas to elevate the quality of the experience and consider sustainable options, whilst also adapting to COVID-19.



Corporate Story & Values

- **Showcase your response to Covid-19:** Almost every brand destination features an experience and content to tell the story of the brand. This is now likely to need an update, so whether it's about safety, supporting front line workers or innovation, ensure you tell the story of how your brand and business is responding to Covid-19. This is a source of pride and interest for most people, especially your staff and wider network who are your most important ambassadors



Talks & Workshops

- **Mobile interaction:** voting, scoring and other interactivity via an event app on guests mobile devices allows them to maintain personal interaction without using touch screens that need constant cleaning
- **Talks & Teamwork spaces:** design colourful and clear layouts to allow presentations, conversations and ideas to be exchanged, despite social distancing
- **Personal work packs:** creating personal work packs with pens and other work tools provide a useful tool that also acts as a keepsake



Lab Demos

- **Augmented objects:** if handling technology by hand is not feasible, many physical objects can be captured as 3D objects and displayed on guests mobile devices as Augmented Reality graphics that can be interactive and fun to engage with.
- **Hygienic materials:** whilst enhanced levels of cleaning are needed for items that have to be touched, also consider using 'self clean' materials to make it safer to touch objects whilst adding a touch of innovation, with longevity.

Visitor experience steps 7-9: B2B Experience Centres

Here is a typical visitor experience and the key features that allow brands to harness innovative ideas to elevate the quality of the experience and consider sustainable options, whilst also adapting to COVID-19.



Immersion & Deep-dives

- **Pushing new senses:** interactive experiences can use soundscapes, scents and visuals, instead of touch
- **Mobile interaction:** handling tactile objects needs to be rethought, so using Augmented Reality via smart phones is one way to bring objects to life without actually holding them
- **Voice & haptics:** emerging technologies can put the customer at the heart of the experience in a highly immersive safe way



Food & Drinks experiences

- **Silver service:** premiumise food service with a 'white glove' approach that elevates hygiene through a more luxury experience
- **Pre-order service:** via event app, grab'n'go or elevated catering offer
- **Contactless networking:** many great ideas are discovered over a coffee or a snack, so encourage contactless networking using mobile devices
- **Biodegradable materials:** single-use materials should be avoided, make a statement by using biodegradable items for F&B services



Events Programmes

- **Live innovation culture:** empower co-creation and Covid-era innovation for brand and community with safe zoned collaboration incubator hubs for startups, students and your latest Alpha and Beta R&D programmes
- **Themed showcases:** rotating programs of experiential showcases with partner brands, to ensure every visit is unique, creating constant newness and reasons to return

Visitor experience steps 10-12: B2B Experience Centres

Here is a typical visitor experience and the key features that allow brands to harness innovative ideas to elevate the quality of the experience and consider sustainable options, whilst also adapting to COVID-19.



- **Social B2B broadcasts:** channels such as LinkedIn offer live channels well suited to broadcast the key stories from your innovation centre, so curate a programme of year-round online broadcasts to engage potential employees and business customers
- **Virtual Learning Lab:** make the physical space a living lab online by using host camera-driven training or virtual reality interactivity to extend beyond the physical, allowing your network and staff to engage in depth even if they are not able to attend in person



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- **Advocacy:** actively encourage guests to share their positive experience through word of mouth and social media, rebuilding confidence



- **Digital take-home:** after such an in-depth experience, provide a personalised experience digital pack that contains the specific content and insights they learned, alongside other general information
- **Always-on learning:** extend the reach of knowledge via an online training programme that continues the innovation journey for every guest

If you are interested in leading your brand back into the world of experiences, we would love to help.

We have produced a blueprint to help clients navigate the new marketing world. Five operational pillars are outlined in detail on exactly how your brand can make a safe, successful return to live events:

- People
- Health
- Design
- Distance
- Monitoring

Would you like a free 30 minute session with one of our consultants who will discuss the blueprint tailored to your needs?

Email us now to book your ‘Experiences Reimagined’ session with Simon Beddoe, our Head of Business Development: simon.beddoe@imagination.com