

THE INSIDER

# RETURNING TO LIVE EVENTS

PART TWO:  
LOCALIZED MARKETING





THE INSIDER

# AN INSIDE LOOK AT THE TRENDS IN EXPERIENTIAL MARKETING - COVID-19 EDITION.

**As humans, we are social and communal by nature. We crave personal connections. While we find ourselves in a time when digital connections are our only option as marketers, rest assured that they will never replace face-to-face marketing. Live experiences work, period. They will return.**

As indicated in The Insider: Returning to Live Events Part One, digital solutions are being fast-tracked to fill communication and lead generation gaps within marketing programs. This edition of The Insider tracks examples of how we believe brands will emerge from the pandemic with unique, creative ways to connect with customers through smaller, more controlled event experiences.

WHAT'S INSIDE: KEY FINDINGS ON TRENDS & BEST PRACTICES FOR RETURNING TO LIVE.  
PART TWO: LOCALIZED MARKETING

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# The Outlook



## THE INSIDER

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# 24%

**OF CONSUMERS SAY THEY WILL CONTINUE TO ATTEND EVENTS AT THE SAME RATE AS BEFORE COVID-19, BUT WILL BE MORE CAUTIOUS OF THEIR SURROUNDINGS AT FUTURE EVENTS**

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## From “Virtual” to Live that's "Limited and Local.”

Post-pandemic etiquette will be with us for the foreseeable future. The new normal will include tactics for controlling traffic flow, protection and sanitization and limited exposure during detailing. Localized experiences must be designed in a way that engenders confidence in the minds of consumers and is even more “worth it.”

- ### KEY FACTORS IN LOCALIZED MARKETING:
- CONFIDENCE IN SAFETY MEASURES
  - LOCAL EVENT RESOURCES
  - SMALLER & MORE TARGETED GROUPS
  - ORGANICLY GENERATED TRAFFIC
  - INTERACTION & PARTICIPATION
  - CURATED, COMPELLING CONTENT
  - DIGITAL COMPANIONS THAT EXTEND THE EXPERIENCE

Source:  
Dream House Labs, 2020





# Live: Limited and Local

**Localized marketing is the natural next step between virtual platforms and a full return to live events.**

These live experiences engage smaller and more targeted groups of customers and fans on a regional level. They support communities by leveraging local resources and can help demonstrate a balanced commitment to the audience, while prioritizing health and safety.

Localized marketing experiences include multi-stop mobile tours, semi-permanent brand experience centers -- which can double as a "broadcast studio" set for video recording, pop-up activations and "off-campus" experiences that work in conjunction with larger events happening nearby.



## MOBILE TOURS

- Self-contained and deployable anywhere
- Roving, meets audiences where they are
- Eliminates need for attendee air travel



## EXPERIENCE CENTERS

- Semi-permanent
- Brand Headquarters
- Lobby experience
- "Broadcast studio" usage
- May double as immersive employee training



## OFF CAMPUS ACTIVATIONS

- Concurrent with larger event
- Avoids the clutter of a crowded show floor
- Pulls attendees to a controlled environment
- Deeper experience with fewer participants





# The Value of Live Events at a Glance

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97%

OF B2B MARKETERS BELIEVE THAT IN-PERSON EVENTS HAVE A MAJOR IMPACT ON ACHIEVING BUSINESS OUTCOMES.

82%

OF B2B MARKETERS BELIEVE THAT ATTENDEE ENGAGEMENT IS AN IMPORTANT KPI FOR EVENT SUCCESS.

93%

OF RESPONDENTS FEEL IN-PERSON EVENTS PROVIDE ATTENDEES WITH VALUABLE OPPORTUNITIES TO FORM IN-PERSON CONNECTIONS.

98%

OF CONSUMERS CREATE DIGITAL OR SOCIAL CONTENT AT EVENTS.

74%

OF RESPONDENTS SAY THAT THEY ARE MORE LIKELY TO PURCHASE PRODUCTS THAT ARE PROMOTED AT LIVE EVENT.

70%

OF USERS BECOME REGULAR CUSTOMERS AFTER FINDING A BRAND AT AN EXPERIENTIAL MARKETING EVENT.

Sources:  
Bizzabo, 2019  
Chaos Theory, 2019  
EventTrack, 2016  
Aventri, 2019





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# Mobile Tours





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## Mobile Tours

**TRAVEL IS LIKELY TO BE  
NEGATIVELY IMPACTED  
FOR MANY MONTHS.  
COMPANIES ARE IN  
NO-FLY TO ESSENTIAL-  
TRAVEL-ONLY MODES.**

So if attendees can't come to the shows, the shows can now go to the attendees. For brands that have specific geographies, mobile tours will come back into vogue as people seek to reach their audiences in person with smaller scale, more controlled experiences. These still offer the opportunity for demos, key opinion leader talks, face-to-face interactions with customers, and community building.



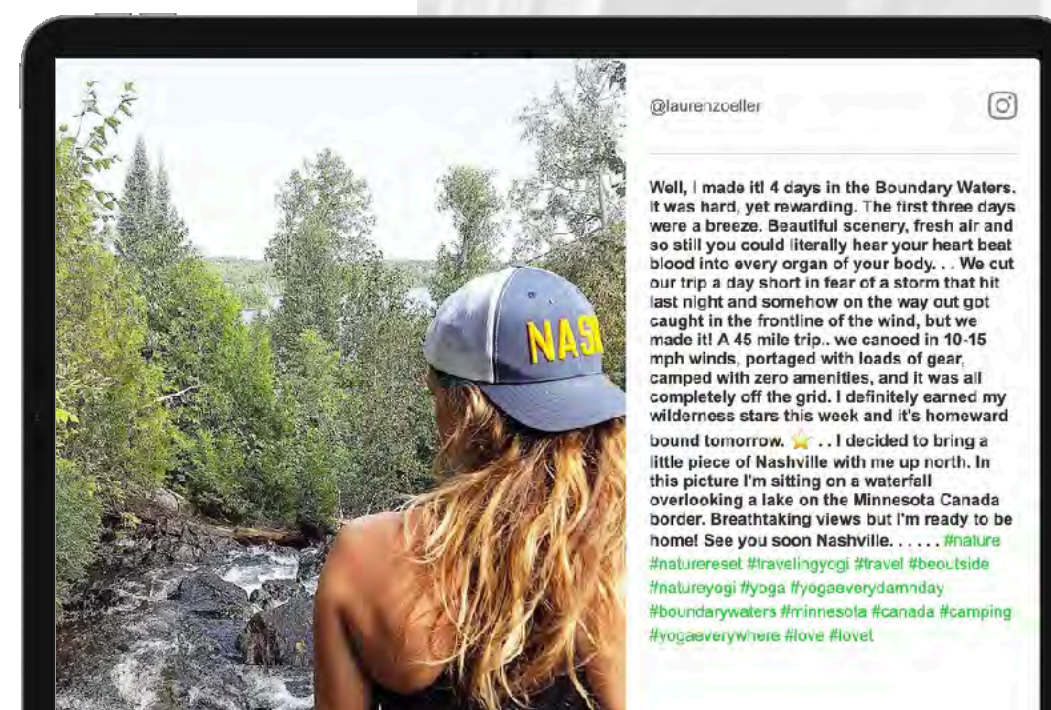
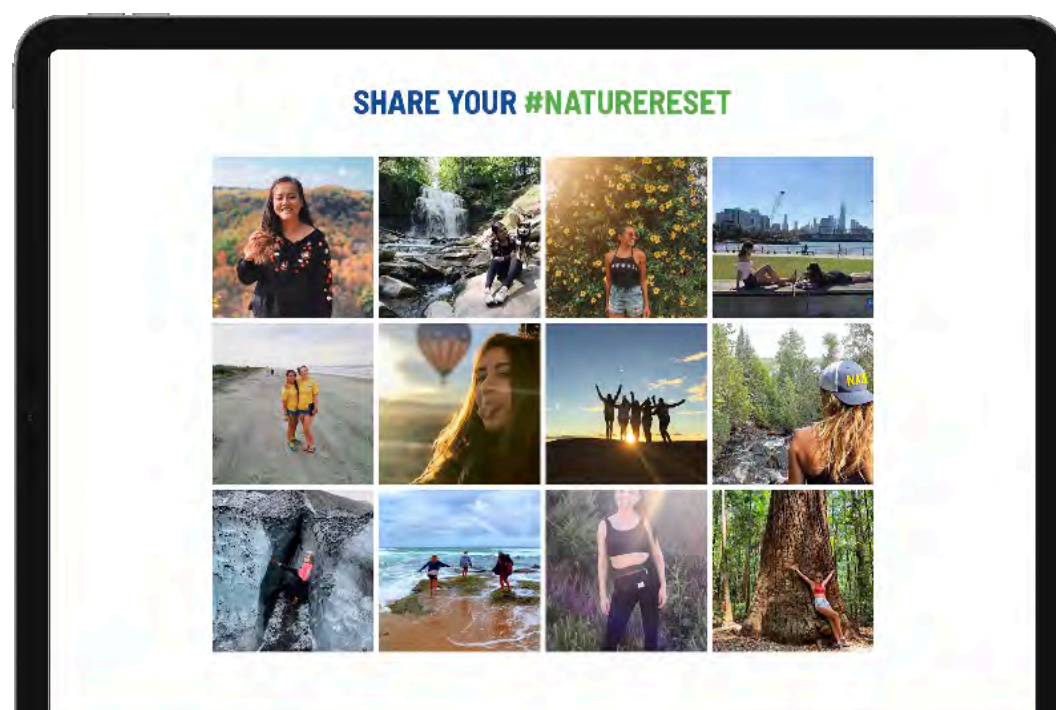
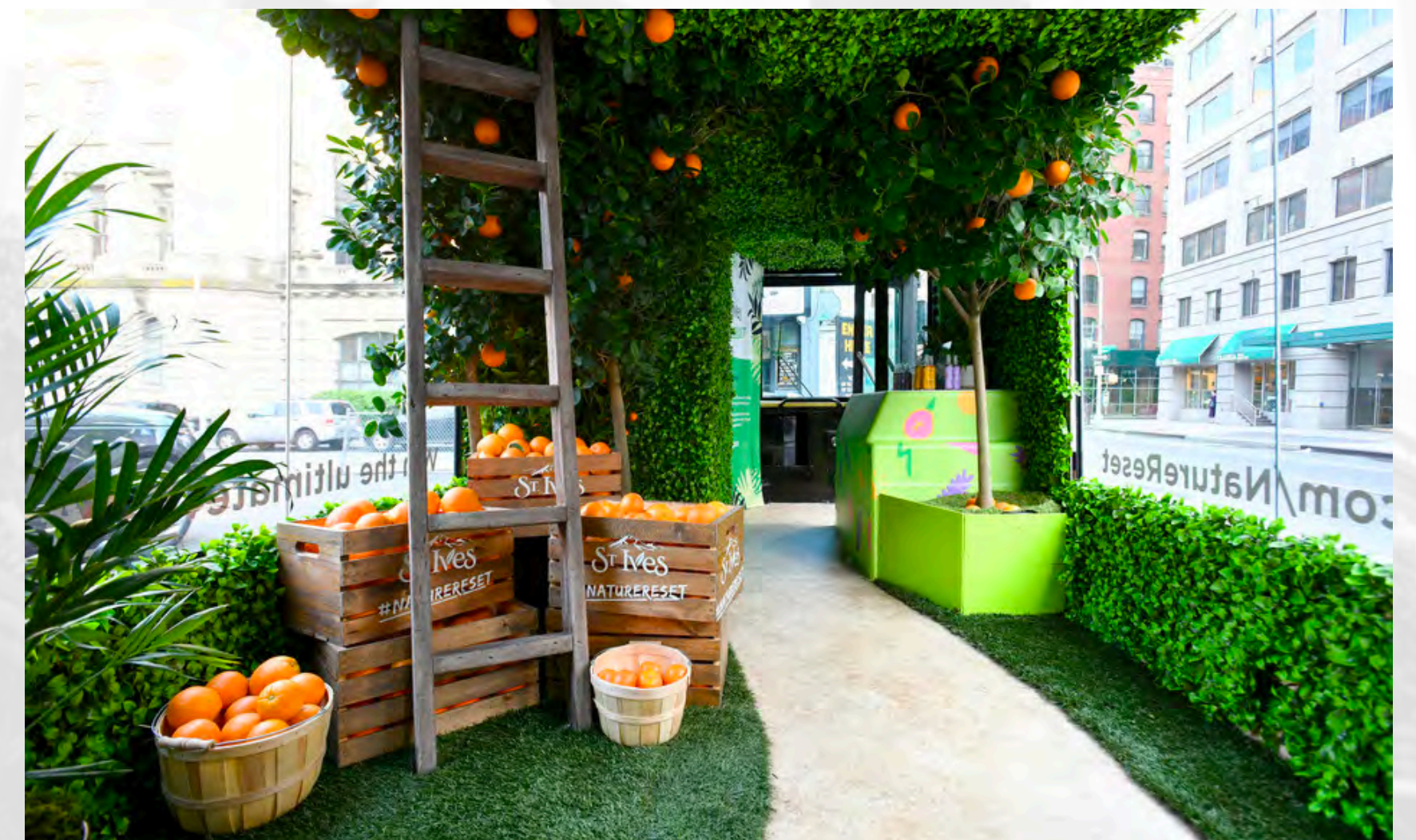
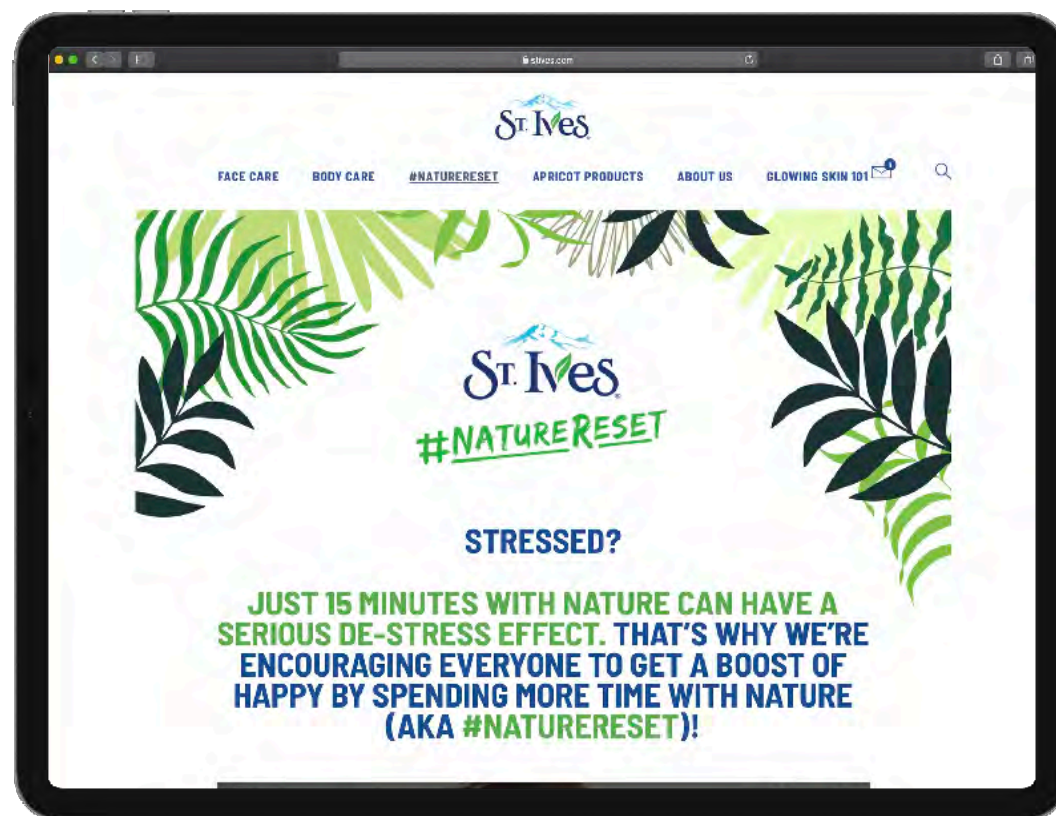


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# Mobile Tours

### ST. IVES

St. Ives conducted a OnePoll Study with 2,000 women ages 16 to 25 and found that 94 percent of young women feel calmer after spending time in nature. They also found 61% of young women spend less than 30 minutes outside per day. That's why the skincare brand launched their #NatureReset campaign—aimed to help Millennial and Gen Z women feel happier by spending time outdoors. Last year, St. Ives kicked off the campaign with a mobile tour that brought a roving, natural oasis into urban settings. The open-air, double-decker bus made stops in New York, Chicago, Philadelphia and Columbus, OH.



Topping off the campaign, St. Ives partnered with National Geographic for an Instagram sweepstakes to win a photo expedition for two guests in Yellowstone National Park. Additional tie-ins include a yearlong digital campaign on Instagram and the brand's [new microsite platform](#) dedicated to wellness.

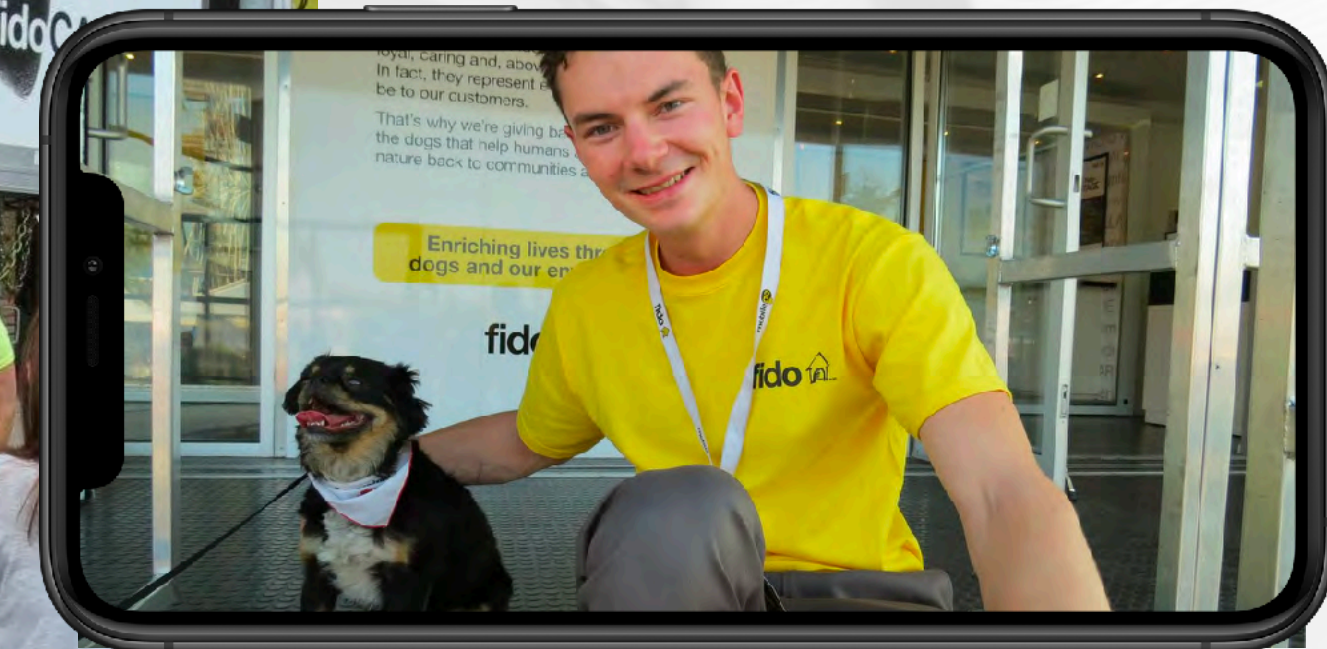




## THE INSIDER Mobile Tours

### FIDO

The public event attracted dog lovers and their four-legged friends with a doggie obstacle course, a pet-friendly and social-media-integrated mobile unit, puppies, and trained service dogs. The event, designed to promote the cell phone provider's charitable partners, marked the beginning of an eight-month road trip across Canada.



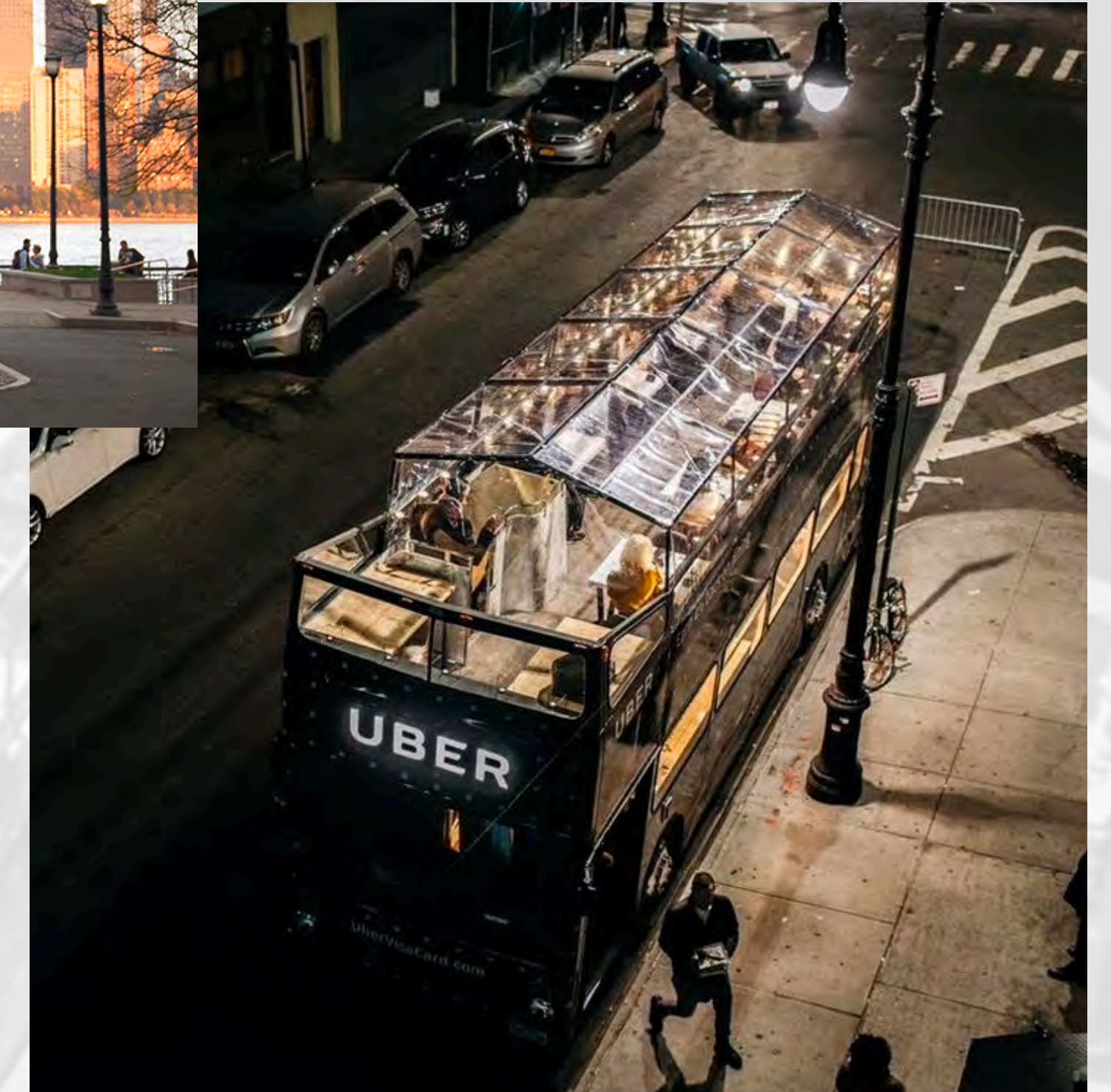




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### TITO'S VODKA

In 2018, Tito's Vodka launched the "Love, Tito's Experience," a mobile tour that stopped in 37 cities across the U.S., including music festivals like Governor's Ball in NYC and Lollapalooza in Chicago. In addition to community-focused activations, Tito's provided a branded Airstream trailer to offer VIP festivalgoers a separate lounge with music and cocktails between stage sets. At Governor's Ball, this was tucked away into a special, "Best Kept Secret" area.



### UBER x VISA

Celebrating the launch of the Uber Visa card, the ride-share company converted a double-decker bus into an elevated, mobile dining experience. One of New York City's top chefs, judge on Food Network's *Chopped*, and Iron Chef, Alex Guarnaschelli, created neighborhood-inspired meals for a small, invite-only group of Uber power users and media. After launching in NYC, the bus spent a weekend at SXSW in Austin (with local chef, Nic Yanes), and then headed to San Francisco, where the city's finest chefs – a different one each day – hosted once-in-a-lifetime meals for small, VIP groups.





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### NIKE - NYC World Basketball Festival

At the World Basketball Festival in NYC, Nike created an exclusive consumer retail space by transforming an old commuter bus into a hip, Nike branded, mobile retail unit. An authentic, reclaimed-wood, basketball court was used and basketball jerseys were displayed on the wall. Interactive displays and live web stations were user-friendly and captured lead and product ordering information.







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**60-70%**

**OF THE MOST COMMON EVENT  
FEATURES ARE ENGAGEMENT  
AND INTERACTIVITY FOCUSED.**

Key considerations when  
developing Mobile Tours

## PLANNING FACTORS:

- SAFETY PRECAUTIONS
- LOCAL STAFFING RESOURCES
- AUDIENCE ACQUISITION
- EXTEND THE EXPERIENCE WITH SOCIAL & LIVE-STREAMING

Source:  
EventMB, 2019





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# Experience Centers





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## Experiences Centers

**BRANDS ARE CREATING LONGER TERM, MORE DURABLE EXPERIENCES FOR THEIR BEST CUSTOMERS AND BIGGEST FANS -- INSTALLATIONS LIKE LOBBY BRAND IMMERSIONS, CONCEPTUAL FLAGSHIP STORES AND HQ STUDIO BROADCASTS.**

Experience Centers are another accelerating approach. The environments deliver a deeper experience to fewer, more qualified participants -- and can even immerse new hires in the brand, as part of employee training. Further increasing its value, a brand experience center may be used as a "broadcast studio," where content can consistently and safely be created, with less impact from external factors.





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## Experiences Centers

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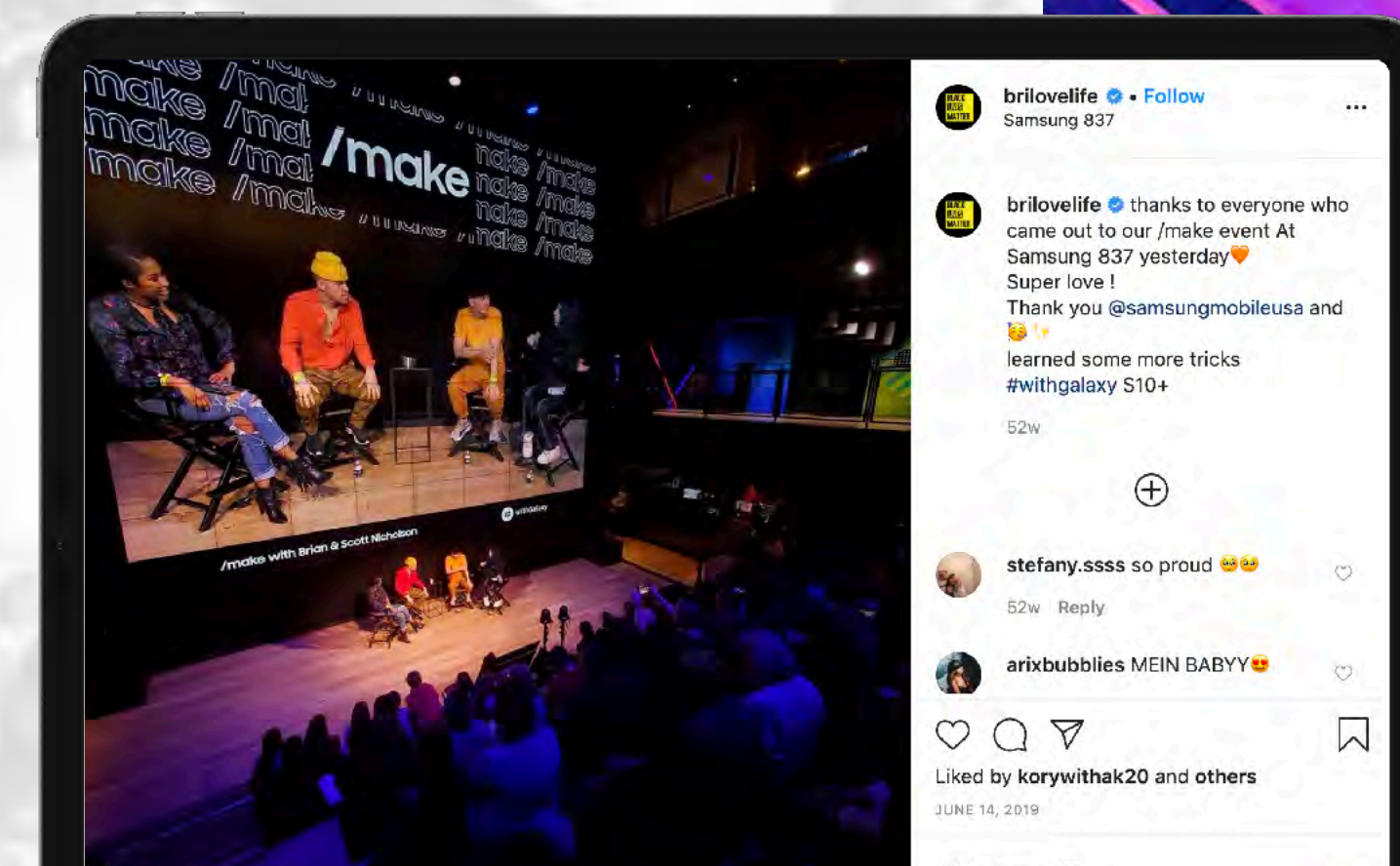
### LEXUS INTERSECT

A haven for creative minds of all kinds, Intersect by Lexus is where food, hospitality, design, entertainment, and technology seamlessly blend. Housed on the second level of the design-forward space, the restaurant features a rotating line up of internationally celebrated chefs-in-residency.



### SAMSUNG 837

Located in the heart of the Meatpacking district in NYC, Samsung 837 combines art, fashion, technology, and sport in unprecedented ways. It's not a store, but a new kind of place filled with ideas, experiences, and Samsung's latest devices.



RETURNING TO LIVE EVENTS





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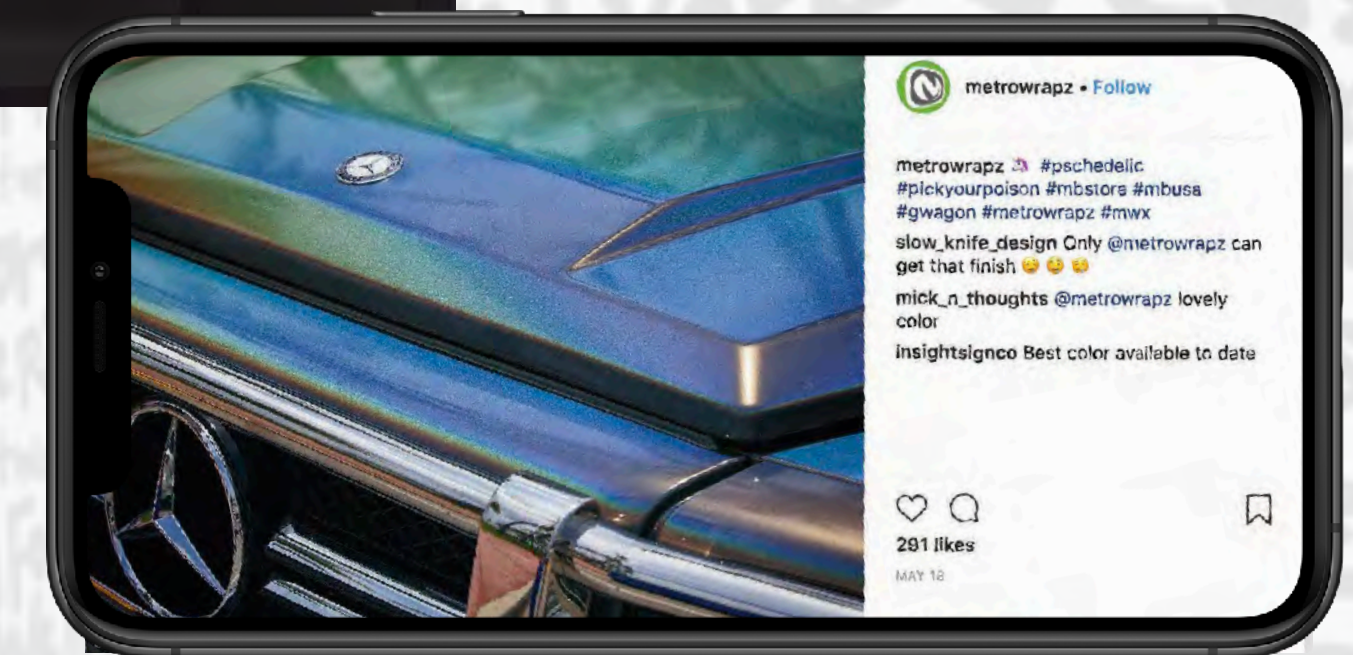
## Experiences Centers

### MERCEDES-BENZ

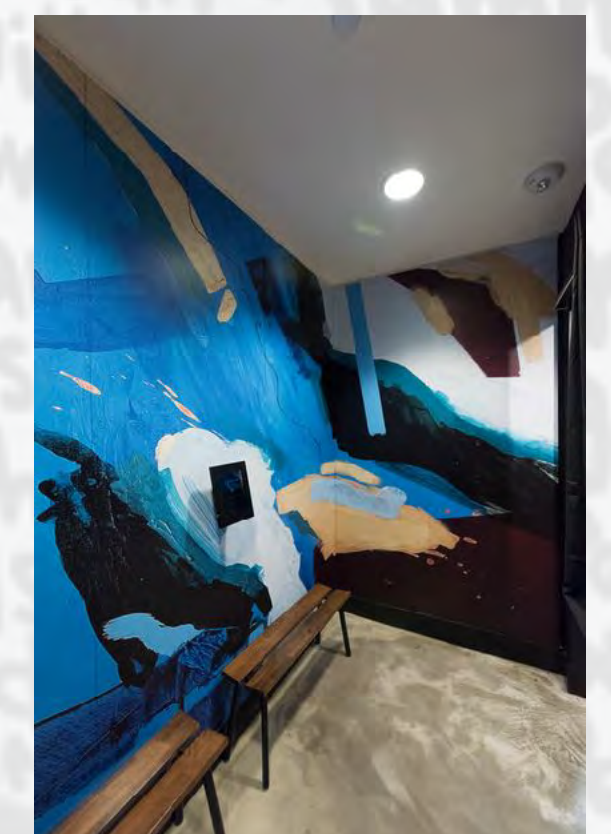
Taking a localized approach, Mercedes-Benz shifted perception in a new audience base with an integrated pop-up retail program. In the branded environments, shoppers could relax, charge their devices, and interact with the latest Mercedes-Benz fleet at their leisure. The program toured to various cites including; Atlanta, Miami, Chicago, Philadelphia, Los Angeles, Minneapolis, Seattle, Detroit and Norfolk spending an average of 60-90 days in each location.



FEATURES:  
SOCIAL MEDIA PROMOTION  
INFLUENCER CAMPAIGN  
RETAIL LOCATIONS  
PRODUCT / BRAND ENGAGEMENTS  
LOCAL ARTIST INSPIRED ROOMS



RETURNING TO LIVE EVENTS





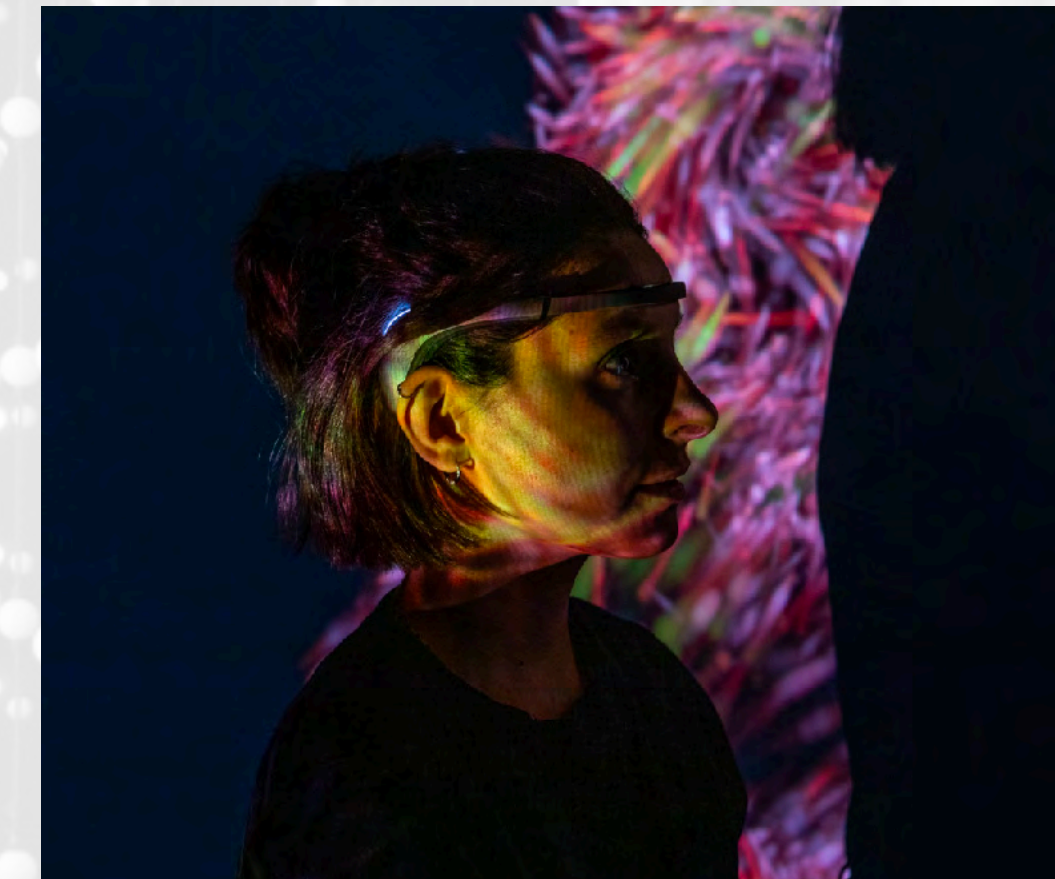
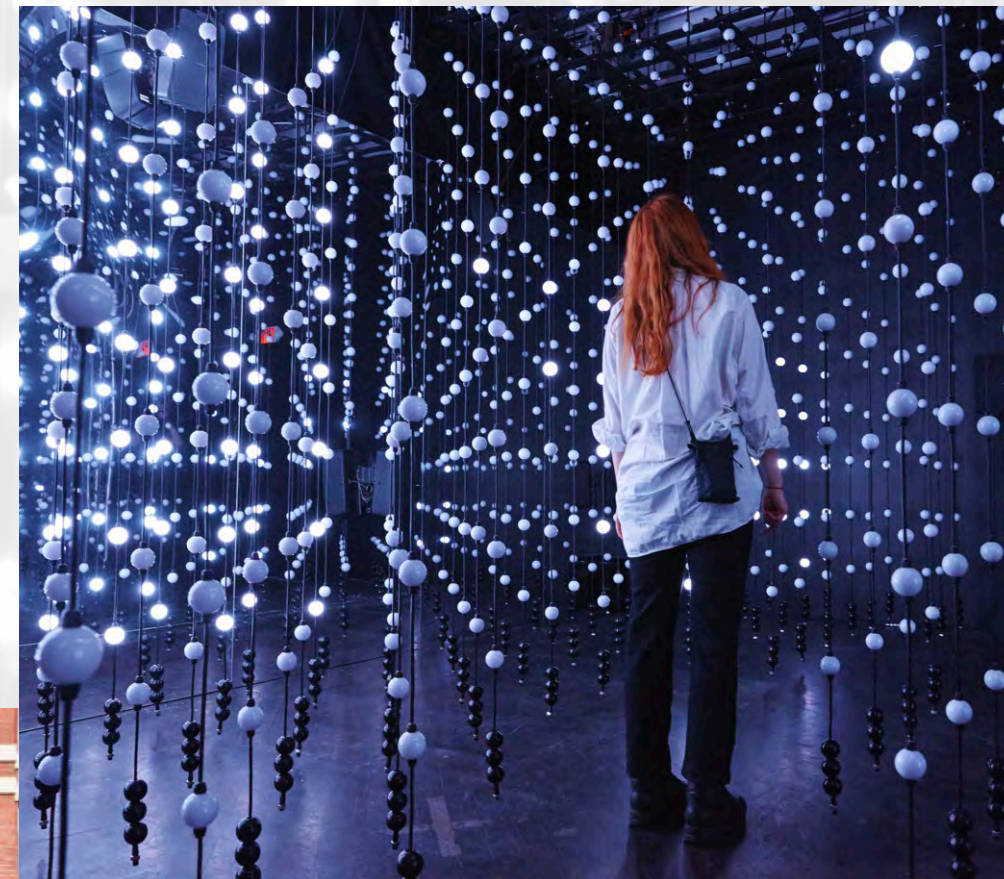


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# Experiences Centers

## SONOS

Sonos' "Brilliant Sound Experience" popped up in New York—and then, a couple months later in London—to launch a partnership with Google Assistant, which allows users to control their music, get answers to questions, manage everyday tasks, etc., using their voice and the Sonos platform. The pop-up experience featured dedicated rooms and activations that broke down the physics of sound, the structure of songs and the emotions of music.



Attendees could walk through unique installations of deconstructed songs and see what happens to our minds when listening to emotionally evocative music. A light show featuring 236 strands of lights and 1,720 LED globes used an algorithm to produce a unique experience for each visitor. The whole, immersive experience was meant to illustrate the guiding principles of the Sonos brand, where high-quality audio meets premium design and ease of use. The journey concluded with an opportunity to learn more about the brand in dedicated listening rooms.



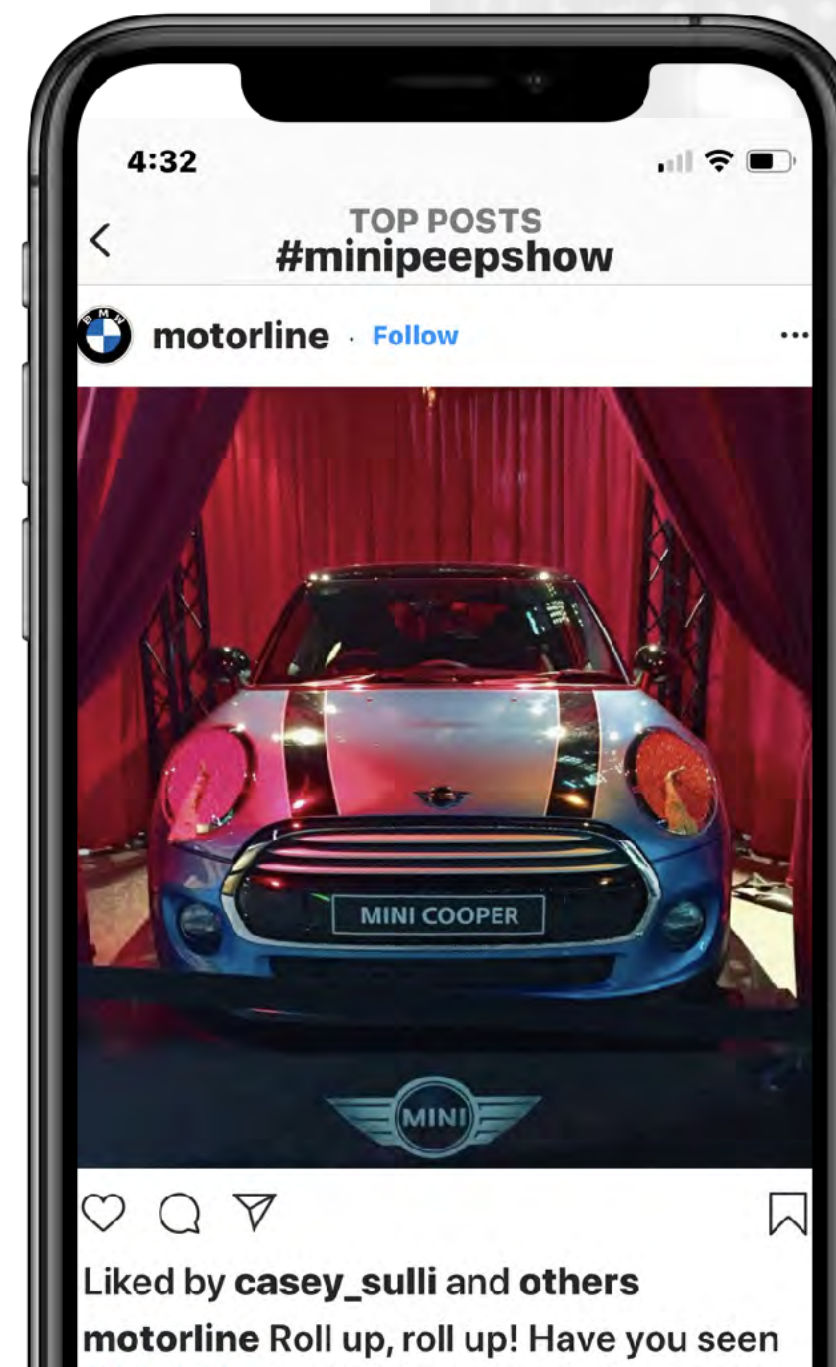
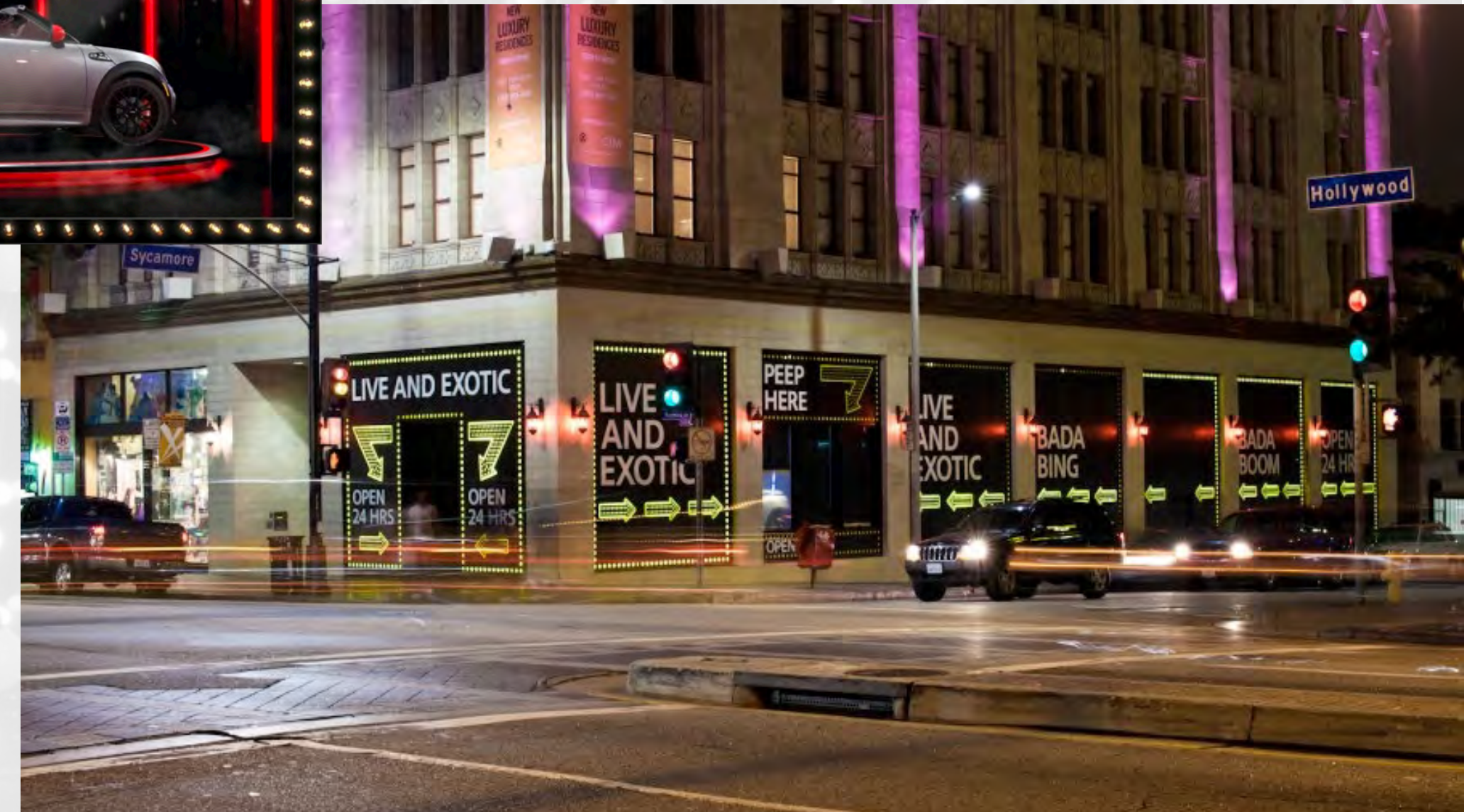


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# Experiences Centers

## MINI

To promote the new MINI Roadster, MINI turned a corner of Hollywood Boulevard into a “live and exotic” peep show. Intrigued pedestrians could press a button, peep inside the window which activated a velvet curtain to raise, revealing the new Roadster rotating on a turntable. Complete with smoke, music, disco ball, and neon lights, it immersed the audience in a captivating and fun experience.







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# Experiences Centers

## LEXUS

When the New York Auto Show was canceled for 2020, Lexus quickly decided to debut their new IS virtually. The IS reveal, which premiered on Facebook and YouTube, combined cinematic campaign videos along with in-studio footage of sports car racer, Townsend Bell (#12 Lexus RC F GT3) and David Christ, GVP and General Manager of Lexus USA, and remote footage of Koji Sato, President of Lexus International, recorded at the Lexus HQ in Japan, each speaking about the 2021 IS launch.

Following the world premiere, Townsend Bell joined the VP of Marketing for Lexus USA, Lisa Materazzo, in-studio for a deep-dive technical discussion about the new vehicle.



As a second-screen value-add, viewers of the broadcast could get up close and personal with the new IS – virtually – using the Lexus AR Play app.



Czarnowski





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# Experiences Centers

## REMOTE PARTICIPATION

With travel restrictions in place, brands will be looking for ways to include remote audiences into the experiences. The following are a couple technology solutions that can facilitate that engagement.



## BEAM®

With travel restrictions in place, brands will be looking for ways to include remote audiences into the experiences. Beam technology provides autonomous eye-to-eye engagement on a more intuitive level. Much like a ride-share program, Beam allows users to control a self-guided tour of the experiences by seamlessly moving throughout the space while engaging live with brand staff. Beam facilitates a personal and natural way for guests to collaborate, check in and be present, no matter where they are.



## HOLOPORTATION

With Holoportation, communicating and interacting with remote users becomes as natural as face to face communication. When combined with mixed reality devices such as HoloLens, this technology allows users to see and interact with remote participants in 3D as if they are actually present in their physical space.







## THE INSIDER

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91%

**OF CONSUMERS SAY THEY  
HAVE MORE POSITIVE  
FEELINGS ABOUT BRANDS  
AFTER ATTENDING EVENTS  
AND EXPERIENCES.**

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Key considerations  
when developing  
Experience Centers

### PLANNING FACTORS:

- CORE AUDIENCE LOCATIONS
- EXISTING BRAND SPACES
- BROADCASTING OPPORTUNITIES
- CROSS MARKETING EDITORIAL CALENDARS COORDINATION
- AUDIENCE ACQUISITION
- EXTEND THE EXPERIENCE WITH SOCIAL & LIVESTREAMING

Source:  
EventTrack





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# Off Campus

RETURNING TO LIVE EVENTS





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“Off Campus”

**THERE HAS BEEN A  
GENERAL TREND, AS  
EVENTS HAVE GOTTEN  
LARGER, FOR BRANDS  
TO SEEK A WAY TO GO  
DEEPER WITH FEWER.**

At CES, Intel moved completely off the floor to the Venetian, and Toyota was both on and off the floor. In the recovery phase, events are naturally likely to draw the most engaged audiences. This is a boon to effectiveness.





## THE INSIDER Off Campus

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### AMAZON @ COMIC CON

An authentic outdoor experience that turned Comic Con's parking lot into a Yemen city block and completely immersed attendees in the adventurous world of Amazon's unassuming hero, Jack Ryan.



### GOOGLE @ CES

At CES, the world's largest tech conference, Google went big. The search giant built an elaborate fun house dedicated to Google Assistant, its digital helper that competes with Amazon's Alexa and Apple's Siri. The two-story pop-up included a theme park ride a la "It's a Small World" that had riders use Google's software to help a frenzied dad get through a day of errands.



### ADULT SWIM @ COMIC CON

Adult Swim Fun House, in which "multiple challenges will force guests to crawl, slide, and sing their way to get through this giant castle





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### BMW

At CES, BMW showcased the future direction of their brand and their tech-oriented innovation to attract affluent, early adopters off the show floor. The stand-alone 6,600 square-foot outdoor structure housed multiple innovation vignettes, a stage for a global press conference and ongoing presentations, as well as a hospitality area that encouraged attendees to linger over the exhibits.







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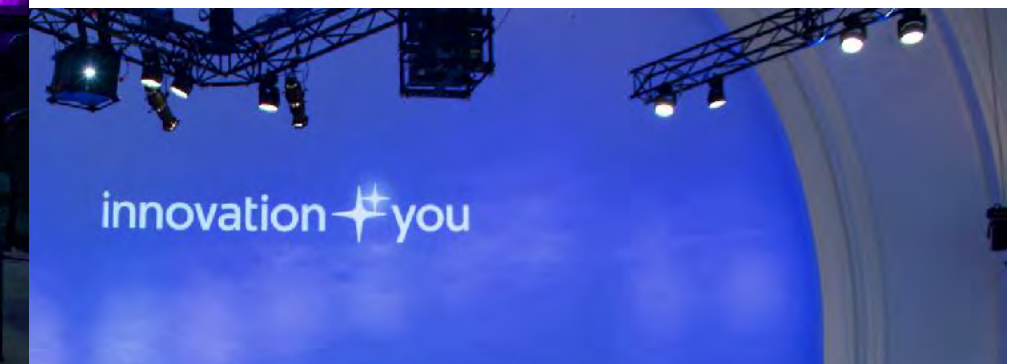
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### PHILIPS

Held at Chicago's Navy Pier, the pinnacle customer event for Philips, along side its largest annual trade show RSNA, Global Innovation Night, quickly reached capacity with nearly 300 leading radiologists from all over the world attending. An immersive series of innovative events that felt less like a medical conference and more like a TED Conference. The event included speaking sessions, product demonstrations and tastings prepared by a Philips chef using Philips appliances.







## THE INSIDER Off Campus

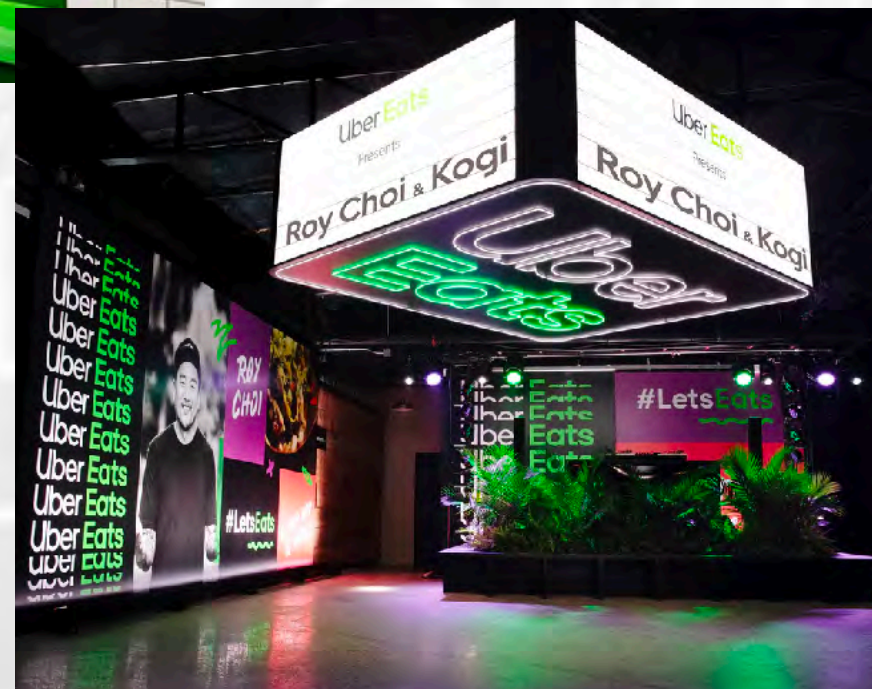
### BRAND EXPERIENCES @ SXSW

Although SXSW “officially” takes place at the Austin Convention Center and a handful of other, satellite venues around the city, most of the action centers around the activations, where brands take over event venues, restaurants and even parking lots off campus.



### UBER EATS

The food delivery company opened up a temporary walk-up window, which served up dishes from an array of participating Austin restaurants, which changed daily. Uber Eats hosted concerts paired with its participating restaurants, like Texas singer-songwriter Khalid with McDonald's and pop singer Billie Eilish with vegan eatery By Chloe.



### HBO'S “BLEED FOR THE THRONE”

To promote *Game of Thrones*, HBO put together an expansive renaissance fair-like event, complete with costumed Dothraki, Wildlings and bannermen from the houses of Stark and Lannister. The network also partnered with the American Red Cross to encourage SXSW attendees to “bleed for the throne,” and costumed priestesses acknowledge those who donated blood.



### VICE'S “SKATELAND”

Vice transformed a downtown Austin parking lot into a retro roller skating oasis featuring DJs, daily happy hours, branded swag and their iconic Viceland Bus. The lot also served as a production hub where Viceland shot live and pre-taped content for the weeknight series Vice Live.



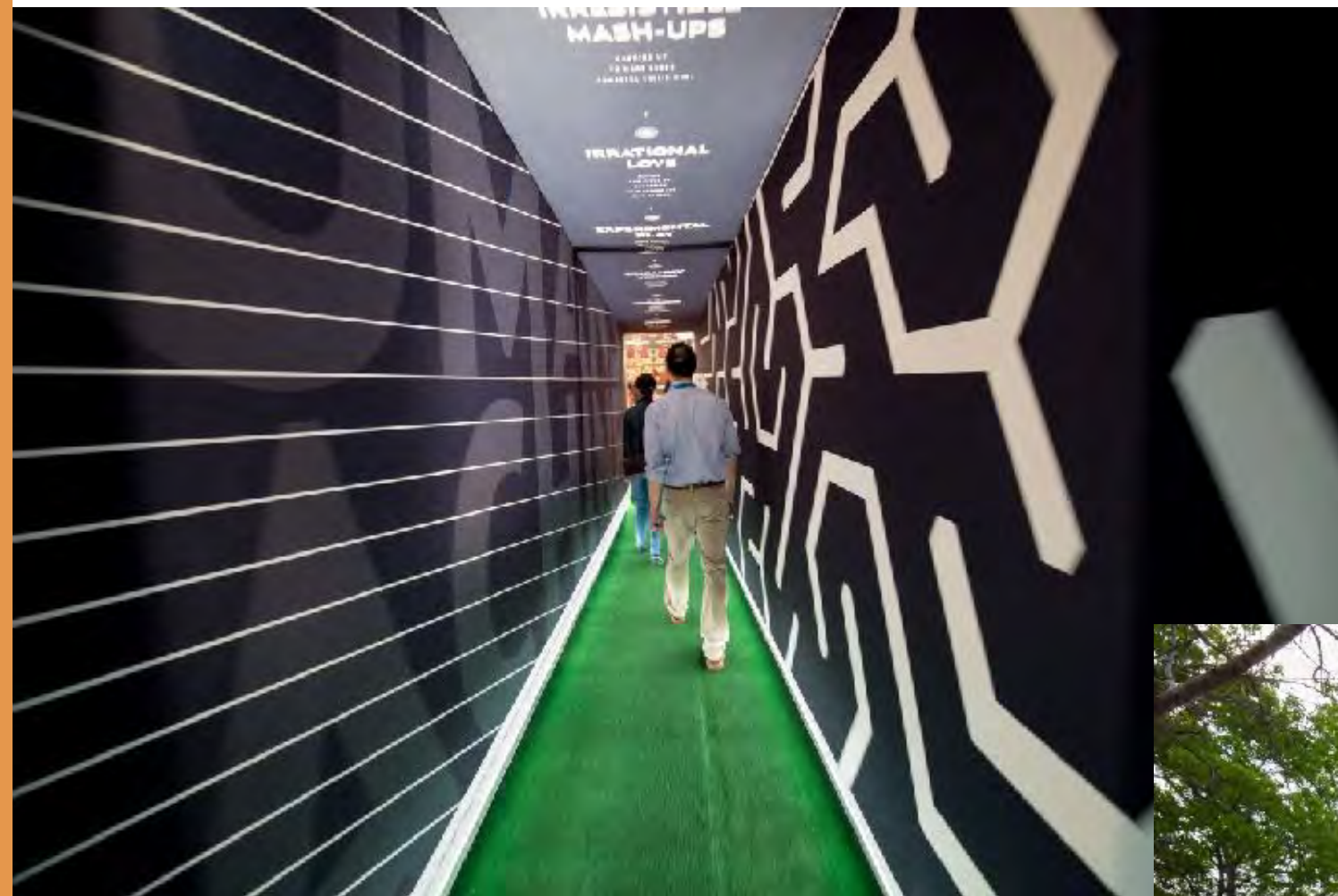




## THE INSIDER Off Campus

### KRUSH @ SXSW

Krush delivered an experience that featured flashing lights, pulsing music, a sweeping LED ceiling, product kiosks and a high striker carnival game. The focal point was the Moveo virtual reality pod, which allowed players to simulate flying a spaceship by sending them all around and even upside down on a three-axis pedestal.







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**72%**

**OF BRAND-SIDE  
MARKETERS ANTICIPATE  
LEVERAGING EVENTS  
WITHIN EVENTS IN THE  
NEXT YEAR, MAKING IT THE  
TOP TREND FOR 2020.**

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Key considerations when  
developing Off-Campus  
Experiences

### PLANNING FACTORS:

- SCOUT ADJACENT VENUES
- CONSIDER INVITATION, AUDIENCE TIERING STRATEGY
- THE DRAW NEEDS TO BE WORTH THE EFFORT, HAVING THE RIGHT TALENT, UNIQUE CONTENT, AND ENHANCED HOSPITALITY ARE CRUCIAL

Source:  
EventTrack



**CZARNOWSKI** COLLECTIVE

We hope the trends, best practices, insights and images outlined in The Return to Live Events Insider, inspire and spark your thinking and creativity.

Want to chat about reshaping the way you connect with your audiences in a post COVID-19 world?

Drop us a line.

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**we love what we do.**

[czarnowski.com](http://czarnowski.com)