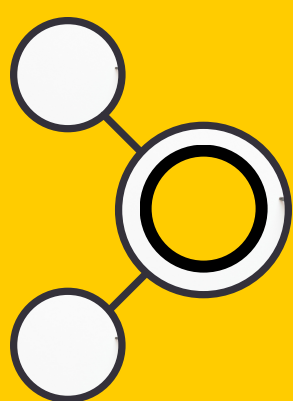


8 CRITICAL CONSIDERATIONS FOR CRAFTING A GREAT BRAND EXPERIENCE



AUDIENCE RESEARCH

A great brand experience should revolve around the audience – not the other way around. Research prospective attendees to determine their needs and desires. Start by gathering audience demographics, interests and behaviors. Then dive in deeper. Survey audiences, observe their behaviors, habits and differences.



CULTURAL REVIEW

How will attendees respond to the experience? Anticipate how images, words and body language may be interpreted. Consider potential sensitivities when crafting branding and messaging.



AWARENESS ASSESSMENT

Have attendees used a similar product or service before? Maybe they've never seen anything like it! Assess audience awareness and determine how to overcome skepticism. Drive interest and promote understanding by showcasing brand strengths.



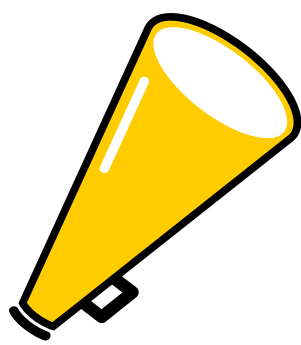
LITERACY EVALUATION

What mode of communication will audiences be most receptive to? If attendees have difficulty reading, writing or speaking, opt to present information and instructions in a visual format. Infographics, videos and demonstrations effectively communicate messages that may otherwise be missed.



LANGUAGE TESTING

Low literacy or a language barrier? While presenting information in English might be easiest, it's not always the most effective – or the most inclusive. Create an experience that speaks the language(s) of attendees. Include translations, multilingual brand ambassadors and engagement opportunities in multiple languages.



ENGAGEMENT REVIEW

Examine the points of interaction between the brand and audience. Do both parties benefit? Prioritize engagements that lead to relationships. Register attendees with their email address. Introduce a hashtag to ignite social sharing. Encourage brand ambassadors to ask questions that yield customer feedback. Then, follow up. Consumers want to feel heard and valued.



MOCK EVENTS

No controlled environments here! Mock events invite real people to engage in an experience in real-time. Allow audiences to explore on their own terms and gather feedback on what they did and didn't like. Use their comments to make tweaks before launch.



ACCOUNT FOR THE INTANGIBLE

There are some things that can't be measured – animated conversation, laughter, a smile. Pay attention to these intangibles during mock events. When experiences trigger emotions, attendees are more likely to engage in the future.



CREATED BY:

Montage Marketing Group
www.montagemarketinggroup.com
703-215-4201