

Experience Intelligence

by GPJ

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New preferences, expectations and ways of approaching experiences are creating exciting possibilities for brands, marketers and attendees.



1 Wellness emerges as a must-have for attendees



2 Immersive experiences are everywhere



3 Social media trends toward real, unfiltered experiences



4 Brands get ambitious with culture-building retreats

JUNE

		1	2	3	4
5	6	7	8	9	10
11	12	13	14	15	16
17	18	19	20	21	22
23	24	25	26	27	28
29	30				

Event Radar

May 31 – June 2

AISA Canberra Cybercon

June 21 – 22

Gartner Security & Risk Management Summit

June 1 – 12

RISING 2022

June 22 – 23

Workplace Wellness Festival

June 16

Think Sydney

June 24

Matariki

Wellness emerges as a **must-have for attendees**

Expectations for attendee health and wellness at in-person experiences are increasing.

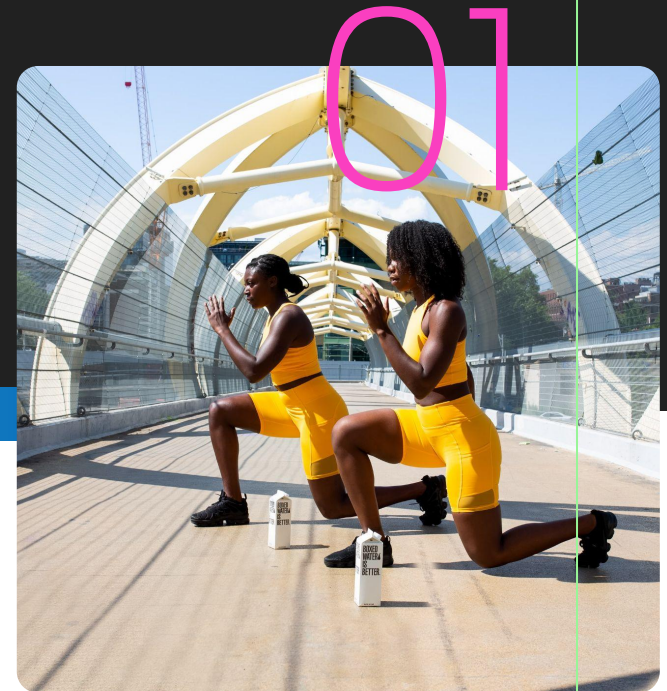
Over the past two years, our understanding of ‘health’ has increased dramatically, and has accelerated the adoption of individual wellness promotion and maintenance. While the worldwide wellness industry continues to [grow exponentially](#), topics like health and stress reduction at events are becoming higher priorities than ever before. New wellness [standards](#) and [accreditation](#) opportunities for events and experiences are emerging, and experience designers are taking more intentional approaches to promote attendee wellness—like prioritising [nutrition](#), fresh air, [movement](#), unpacked agendas and [human connection](#).

What it Means

The reset of life during the pandemic has broadened our collective awareness of ‘health’, and has prompted many to seek out experiences that promote and restore equilibrium. But with many moving parts and layers of complexity, events are natural breeding grounds for stress that designers must work hard to solve for moving forward.

Key Takeaway

As we return to in-person, expectations to consider attendee wellness will be heightened. Experience designers must continue to develop understanding of—and bring increased intention to solving for—the mental, emotional, physical and spiritual needs of attendees.



Immersive experiences are everywhere

New immersive experiences are emerging seemingly daily, and are pushing the boundaries of attendee engagement.

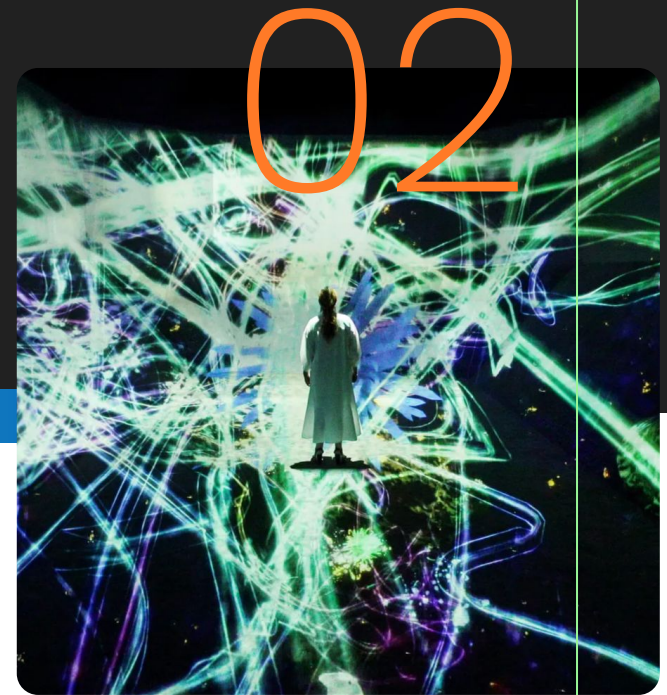
In 2020, the [immersive entertainment industry](#) was primed to explode. And now, as in-person comes back strong, there's a [clear demand](#) for hyper-sensory, high-touch, truly [immersive experiences](#)—a need that experience designers are [eager to deliver on](#). Immersive-OG Meow Wolf is [opening two new locations](#); [Prince: The Immersive Experience](#) is debuting in Chicago; [Lighthouse Immersive](#) currently has exhibits in 15 cities; [Wake the Tiger](#) will open their “amazement park” in the UK this summer; and, London's [Future Shock](#) puts artists at the apex of sound and vision—just to name a few.

What It Means

As a majority of people reemerge from their pandemic tethers, they're craving multi-dimensional immersion and experience as a reprieve from years of engaging virtually in 2D. Not only that, but this desire is converging with technology that is advanced and accessible enough to amplify stories and spaces in new ways.

Key Takeaway

Consumers are gravitating towards sensory experiences that enable them to get lost in time, space and story. With new advancements in tech that can bend the boundaries of reality, brands and marketers are able to supercharge their storytelling chops in new and exciting ways.



Social media trends toward **real, unfiltered experiences**

Spontaneous photo-sharing app [BeReal is exploding in popularity](#) with Gen Z and young millennials.

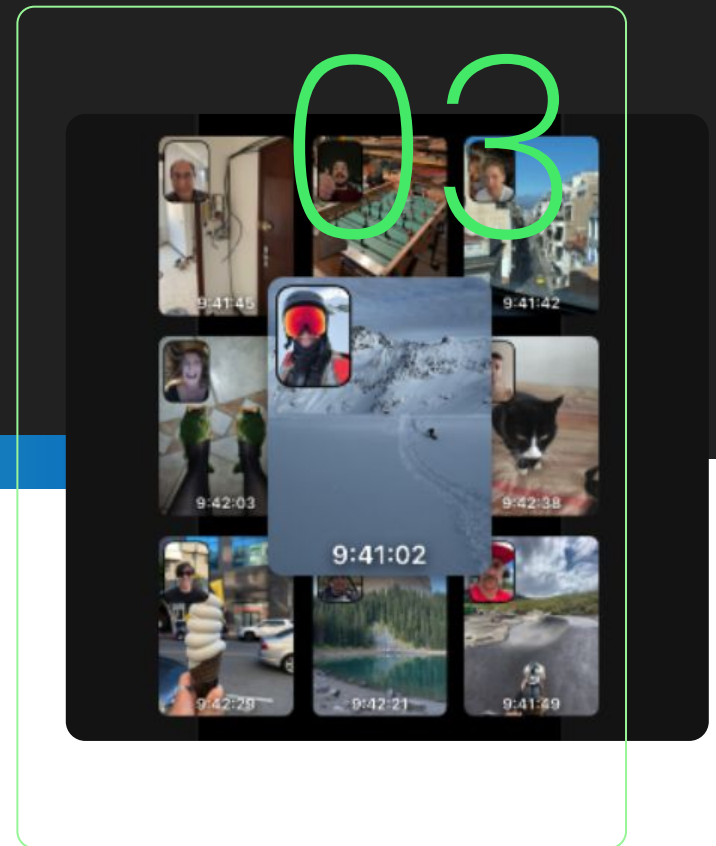
The social media app BeReal has seen a [315% increase](#) in monthly downloads since January. Unofficially dubbed ‘the honest Instagram,’ the premise of the app is simple: at a random time in the day, it sends a random prompt and gives users 2 minutes to post a picture from their cameras. Participation is reciprocal, and you cannot see what your friend posts unless you post a photo first. The app is also devoid of any photo editing tools or filters, promoting authenticity and encouraging users to share their “real” selves.

What it Means

The desire to share via social media still exists—it’s just evolving. After two years of living highly-curated online and (mostly) indoor lives, younger generations who value authenticity are moving away from the pressure of curated Instagram #goals and pivoting to an interactive, community-driven method for sharing “real” slices of life.

Key Takeaway

BeReal’s rise in popularity signifies a growing desire for real, genuine experience. Younger generations clearly value authenticity, and their appetite for unfiltered, fun and co-participatory experiences could unlock a whole new range of engagement opportunities for brands and marketers.



Brands get ambitious with **culture-building retreats**

Brands are investing in unforgettable out-there experiences as a compelling tool to reunite coworkers.

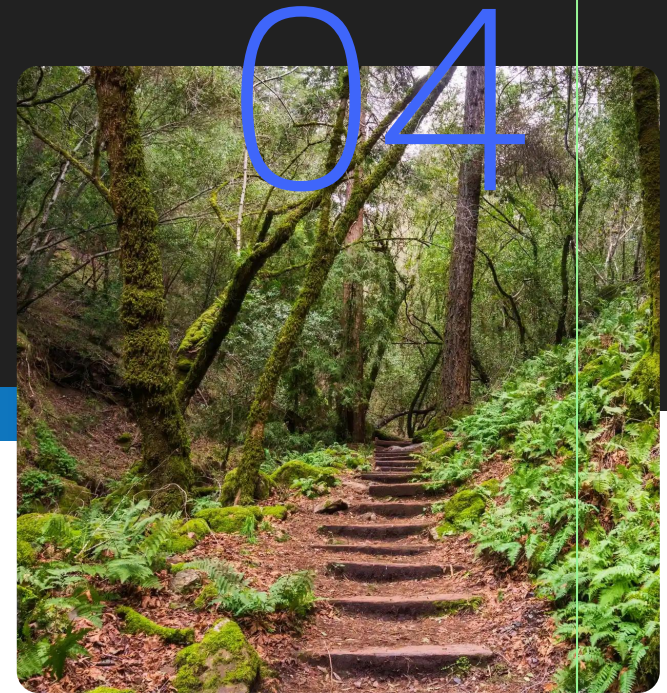
The pandemic brought a seismic shift to the way people work, and has had a detrimental overall [effect on company culture](#). In an effort to reconnect coworkers and rebuild internal culture, some brands are going all-in on outside-the-box, in-person experiences. Recent examples like [PwC's The Outside Event](#) and [Salesforce's Trailblazer Ranch](#) signify that brands are attempting to jumpstart culture-building—and make up for lost time— by creating unforgettable experiences that leave a big impression.

What it Means

Brands are investing in over-the-top internal experiences to serve as cultural system shocks now that we can be in-person again. Company retreats, meetings, and events that promote community-building and creativity amongst employees can be great antidotes to the crisis of creativity that [is a bi-product of virtual meetings](#).

Key Takeaway

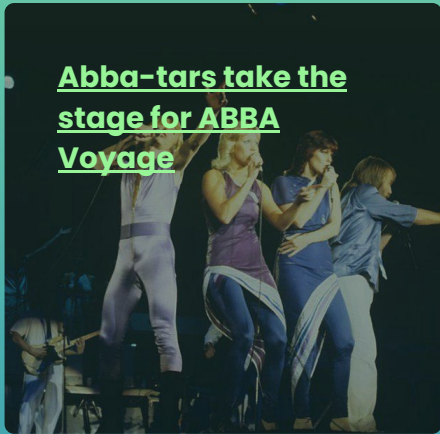
Many brands are turning to in-person experiences to reignite internal company cultures that have been sterilised over the past two years. As this trend continues to emerge, brands will be looking to rethink and reimagine what an internal experience can truly be.



Out-There Experiences

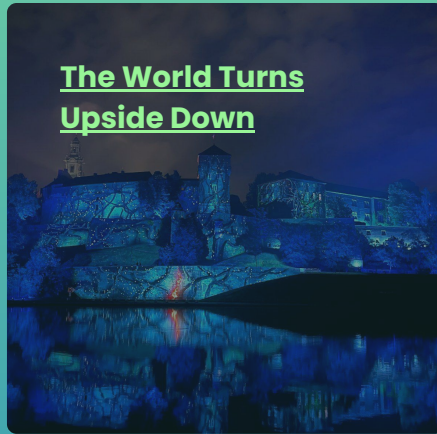
Brands and marketers continue to push the boundaries of physical and digital experiences, with new and creative executions popping up across the globe.

Abba-tars take the stage for ABBA Voyage



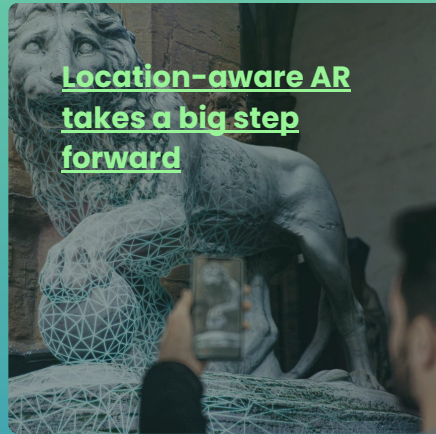
The Swedish band Abba came to life as “abba-tars,” displayed across a 65-million pixel screen with lights and effects blurring the boundaries between the digital and the “real”.

The World Turns Upside Down



In celebration of the return of Stranger Things, the Upside Down will take over 15 global landmarks through visual spectacles of “unprecedented size and scale.”

Location-aware AR takes a big step forward



The maker of Pokémon Go has released location mapping software that ties AR experiences to physical locations rather than just floating in a phone’s camera view.

Paying for groceries via facial recognition



The contactless biometric payments market is expected to reach \$18.6 billion by 2026, and in Brazil, customers just need to snap a selfie or scan their fingerprint to try it.

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