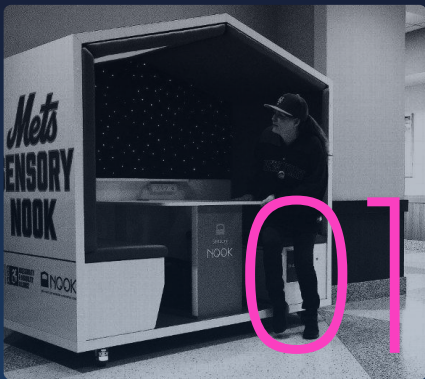


EXPERIENCE INTELLIGENCE

BY GPJ

JULY 2022

Evolved audience expectations for value, authenticity and meaning are requiring brands to inject increased thoughtfulness and intent into their experiences.



Experiences aren't one size fits all anymore



Brands are rethinking the role of the "office"



Empty gestures ring hollow for Pride and Juneteenth



Digital retailers invest in in-person shopping



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experience marketing

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Experiences aren't **one size fits all anymore**

Events are catering to neurodivergent needs to create more inclusive experiences

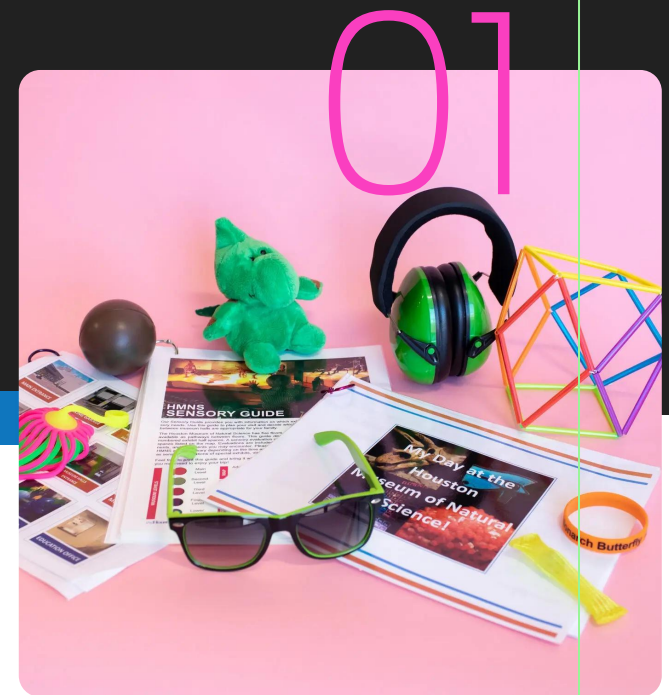
After 2+ years of small gatherings and low contact experiences, the return to full-blown events can be overwhelming for everyone. But for those who have neurodivergent needs, the return to “normalcy” might be even more challenging. Now, marketers and organisers are taking neurodivergent needs into consideration more than ever before. [Venues](#), [arenas](#), [museums](#), [zoos](#), and even [cruise lines](#) are all stepping up their efforts to provide [sensory-friendly](#) and [neuro-inclusive](#) experiences that attempt to accomodate all people and all learning styles.

What it Means

When it comes to neurodivergent accessibility, event marketers will need to take the time to educate themselves in order to get it right. “[Neurodivergent](#)” is a broad term that refers to a variety of ways the human mind is wired—and solving for these needs will take thoughtfulness and a healthy willingness to learn.

Key Takeaway

As experience marketers continue to focus on promoting greater [attendee health and wellness](#), creating experiences for neurodivergent attendees is an essential next step to creating truly inclusive experiences for all.





Brands are rethinking the role of the “office”

New work dynamics are causing brands to approach the office as an *experience*

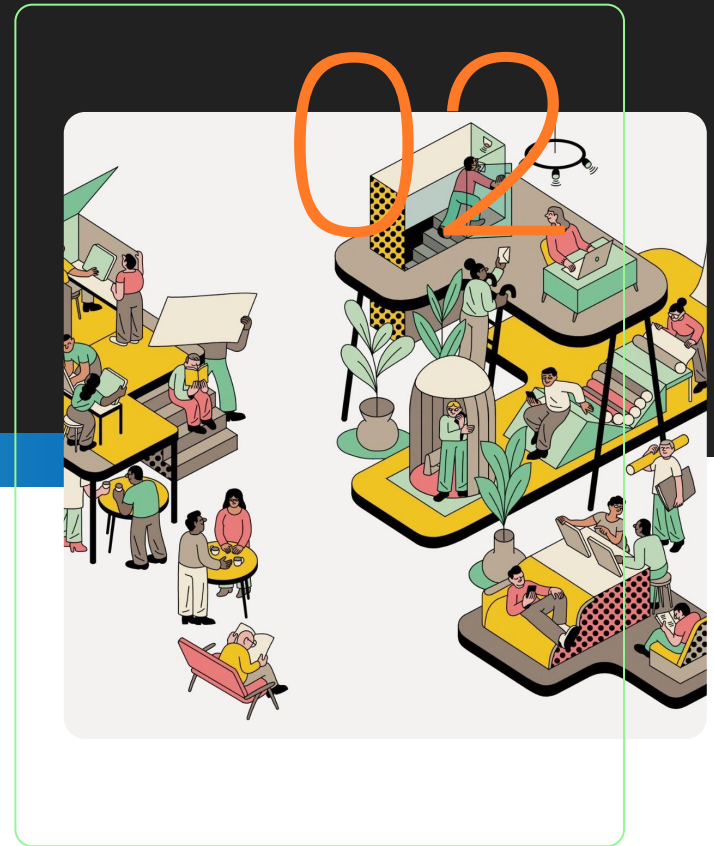
For workers, the pandemic sparked a significant [rebalancing of work and life](#)—a shift that is causing [big changes](#) in how society approaches work. One of these changes is the role of the ‘office’. With [employee sentiment](#) for in-office work murky at best, some brands are entirely reimagining the office as [destination](#) experiences. [Spotify has redesigned](#) their office space to enhance both work and play. Deloitte created a [‘hybrid meeting’ floor](#) in its Amsterdam office. And [Salesforce redesigned their offices](#) to focus more on collaboration and connection, while eliminating 40% of their desks.

What It Means

As work dynamics evolve, new workplace conditions and needs are emerging. By [redesigning the office](#) to focus more on the benefits of being together in-person, brands are attempting to create spaces and places that reflect the [new realities](#) of the world—and place an added value on working IRL.

Key Takeaway

Across industries, places and spaces are evolving to be more purposeful—and the office is no different. People are ready for an evolved relationship with work, and brands should consider reapproaching their offices as true ‘brand experiences’ to meet new realities and expectations.





Empty gestures ring hollow

for Pride and Juneteenth

Corporate commercialisation of Pride and Juneteenth were met with backlash as audiences demand authenticity

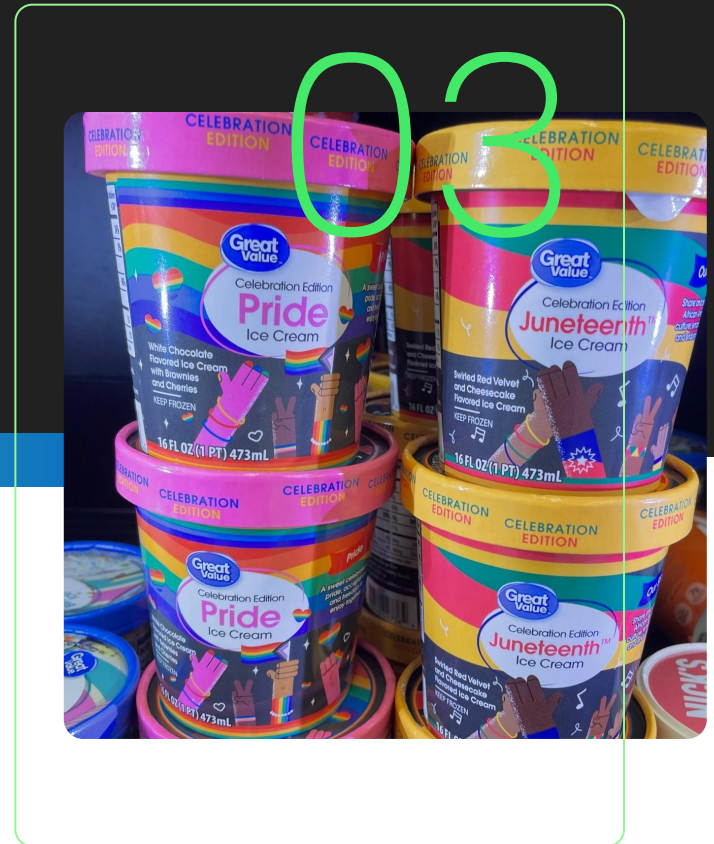
As the US reflects on Pride Month and Juneteenth, we again saw both good and bad examples of how brands are embracing important cultural events. This year, several brands [created controversy](#) with empty gestures —the most notable being Walmart's brutal [Juneteenth-themed ice cream](#) fail. Conversely, a number of [brands succeeded](#) with [genuine displays of recognition](#), such as supporting LGBTQ and/or black-owned businesses and donating to organisations focused on change. Likewise, [consumers](#) and [employees](#) are demanding companies look at their own business practices like the diversity of their suppliers and employees.

What it Means

Superficial gestures by brands are easily spotted and disarmed by audiences. [Activations can be done genuinely](#), but should be about the people who sacrificed and continue to put in the work every day to ensure rights are protected and expanded—not the brand.

Key Takeaway

Brands should feel empowered to celebrate, support and participate in important moments like Pride and Juneteenth. But, if they don't have an authentic POV within themselves, it will show in their expression and come off as gimmicky.





Digital retailers invest in **in-person shopping**

The fluidity between online and in-person shopping is influencing a whole new type of retail

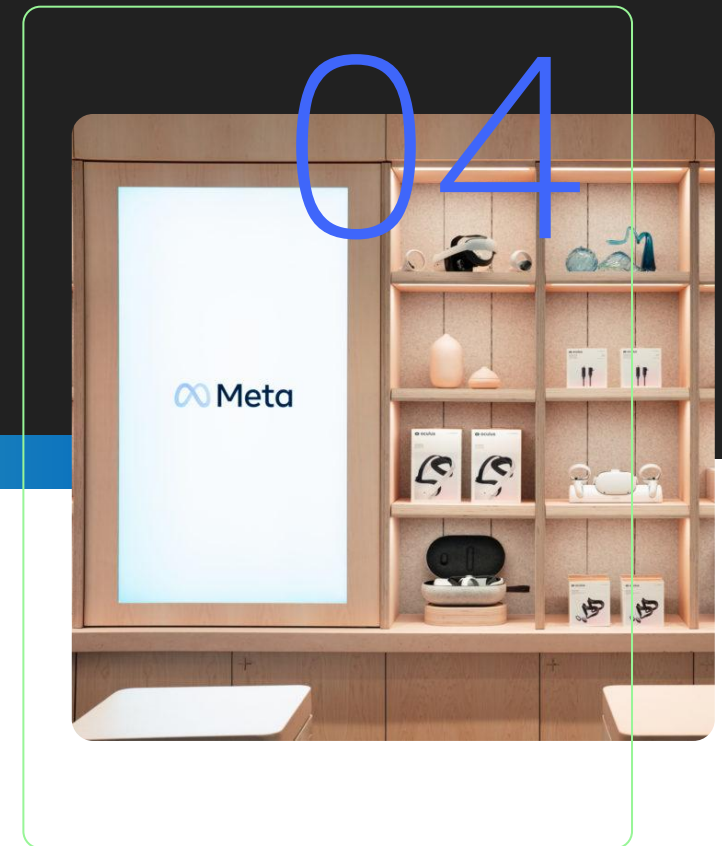
As in-person experiences return, many of the online-first retail businesses that grabbed market share during the pandemic are now expanding to IRL. Smaller web-first retailers like [Our Place](#), Warby Parker, [Wayfair](#), [Allbirds](#), [ThirdLove](#), and [Brooklinen](#) are debuting physical stores or expanding their footprint. And tech giants like [Meta](#), [Google](#) and [Amazon](#) are all expanding their concrete footprints with stores that combine traditional retail with advanced tech. As for the future, if these [Melbourne artists](#) are right, we may one day see physical stores for our [metaverse purchases](#).

What it Means

Online versus physical shopping experiences are no longer in opposition. The pandemic has prompted retailers to find innovative ways to marry the two to satisfy customer expectations for both tactile experiences and one-click ordering convenience.

Key Takeaway

Like events, retailers are going hybrid as they try to meet buyers wherever they are on their phisidigital, omnichannel journey. Customers continue to crave getting hands-on with products, but love the ease, convenience and optionality of online.



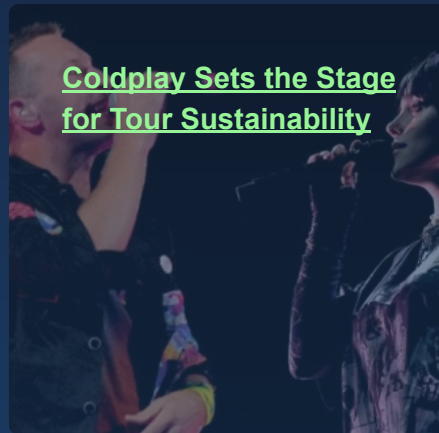


OUT-THERE EXPERIENCES

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



For the Cannes Lions International Festival, Adidas built a first of its kind “billboard” inviting women to swim in a pool of body positivity.



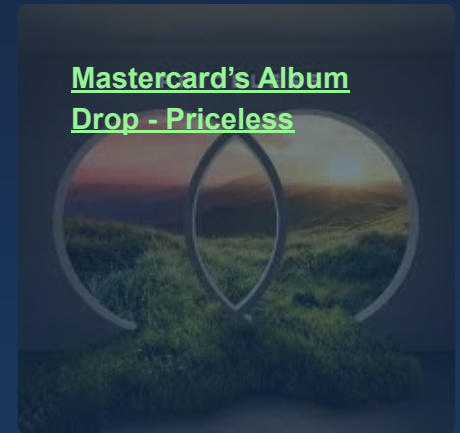
Coldplay Sets the Stage for Tour Sustainability

At Coldplay’s summer tour, kinetic dance floors and stationary bikes help power the stage and environmental education is a powerful opening act.



The O2 drives Industry Change in Sustainability

From reducing the use of single use plastic to increasing plant based dining options, the O2 is on an industry-leading journey to become a net zero venue.



Mastercard's Album Drop - Priceless

The latest in sonic branding news, Mastercard’s first album is now available on Spotify. Featured artists span cultures, languages, and genres and turned the brand’s subtle melody into full-length songs.