

# EXPERIENCE INTELLIGENCE

BY GPJ

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Sustained demand for in-person is converging with new expectations and opportunities for engagement to create an exciting climate for experiences.



Live music is going greener than ever



Immersive fan experiences are back, and in full swing



Big events are coming back in big ways



The lines between physical and digital continue to blur



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# Live music is going **greener than ever**

## **Artists are holding themselves, their brands and their partners accountable for climate-positive action**

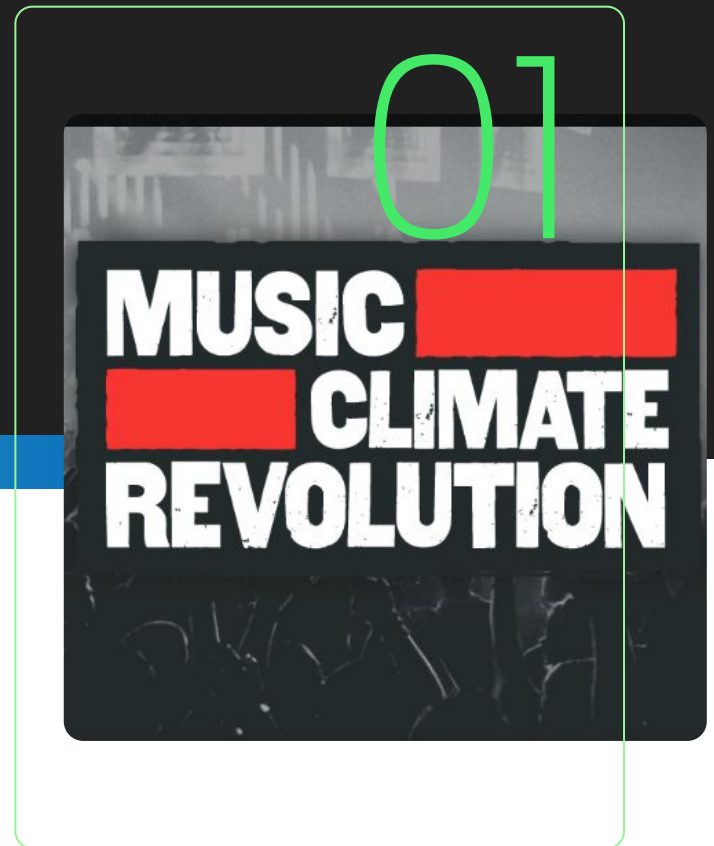
As the concert circuit reanimates and comes back in full force, many artists and tours are working hard to reduce climate impact and promote sustainability. Though the live music industry is [notorious for being harmful to the environment](#), tours like [Dead and Co.](#), [Billie Eilish](#), and [The Lumineers](#) have partnered with Reverb to ensure their tours are climate positive. Similarly, [Pitchfork Music Festival](#) is partnering with [Advocates for Urban Agriculture](#) to strengthen Chicago's local food system. Locally the likes of [Green Music Australia](#) are looking to lead the revolutionary environmental change in Australia's music industry. With the right partnerships in place, live music is taking a serious and sustainable step forward.

### **What it Means**

The music industry is creating the blueprint for sustainability at large scale events, and attendees are here for it. In a recent report, [Act Green](#), researchers found that attendees have high sustainability expectations for the venues they visit. From paperless events to minimizing food waste, audiences are eager to embrace sustainability tactics.

### **Key Takeaway**

Partnership is key to making a difference. Brands, agencies, venues and vendors must all work together to meet the challenge of accelerating sustainability at large scale events. With the right partnerships and a willing attendee mentality, climate-positive events are a real possibility.





# Immersive fan experiences are back, and in full swing

## After 2+ years of mostly digital fan experiences, brands and sponsors aren't holding back

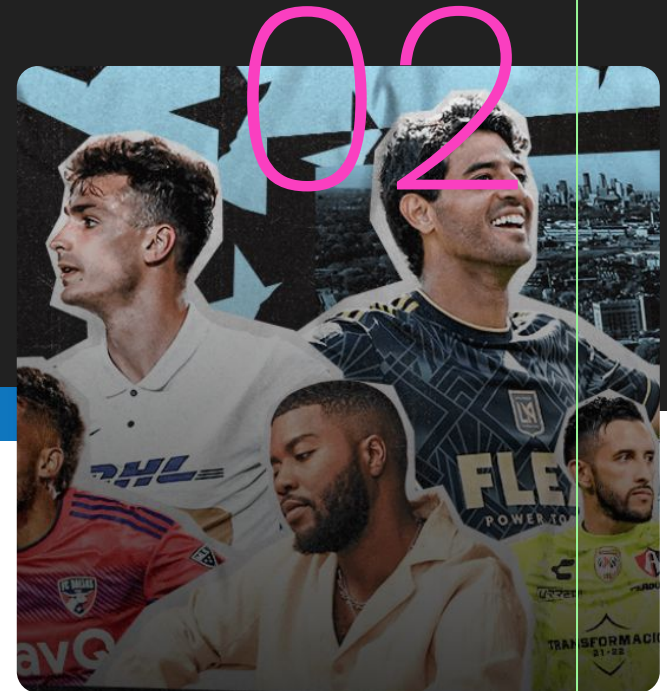
For years, fan experiences have largely been restricted, scaled down or went full-digital. But now as the world emerges from the pandemic, fan experiences are coming back in big ways and with significant footprints. For example, the [MLB's All-Star House](#), a social hub for creators, celebrities and influencers, covered significant ground in L.A over All Star Weekend. Additionally, the [WNBA All Star weekend](#) boasted large scale AR activations, while [MLS](#) is planning larger and more immersive experiences for their fans during their All-Star week in August.

## What it Means

"Post-COVID" fans aren't just craving connection and camaraderie—they're expecting more from brands and sponsors. And as leagues continue to emerge from years of reduced revenue and ratings, they're leveraging big fan experiences to capitalize on demand and spark deeper brand engagement.

## Key Takeaway

On the heels of increased enthusiasm from both attendees and sponsors, fan experiences aren't going anywhere. They'll likely get bigger, more immersive, and will explore more unique digital extensions. We can also anticipate fandom across industries will continue to meet or surpass pre-pandemic norms—even [Game of Thrones](#) is (finally) getting in on the action.





# Big events are coming **back in big ways**

## **Big events are emphatically showing up in the flesh for the first time in years**

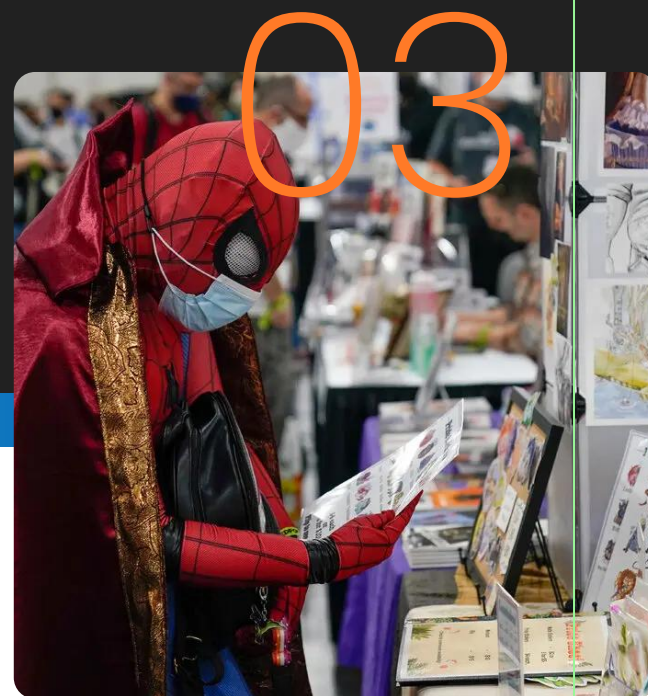
Three major events returned to in-person this past month, sporting big attendee totals in markets that have, until recently, exercised heightened COVID restrictions since the beginning of the pandemic. Belgium's [Tomorrowland festival](#) expanded from two weekends to three to accommodate hundreds of thousands of guests, while the [Collision tech conference](#) returned to the Toronto Convention Centre to the tune of 35,000 attendees. Perhaps most significantly, 135,000 fans showed up to [Comic Con's](#) triumphant return to San Diego—despite policies like mandates and proof of vaccination or a negative test.

### **What it Means**

Demand for in-person across B2C and B2B is holding strong, marking months of relatively sustained in-person totals at events. While it's obviously too soon to declare any in-person volatility behind us given the rise in COVID cases across A/NZ, it is clear that globally attendees are more than willing to commit to appealing IRL experiences in the current climate.

### **Key Takeaway**

All three of these events hold significance in their respective realms—music, technology and entertainment. If attendees believe in an event's brand and purpose strongly enough, demand will likely persist despite the presence of COVID.





# The lines between physical and digital **continue to blur**

## **New executions leveraging advanced tech are converging physical and digital in exciting ways**

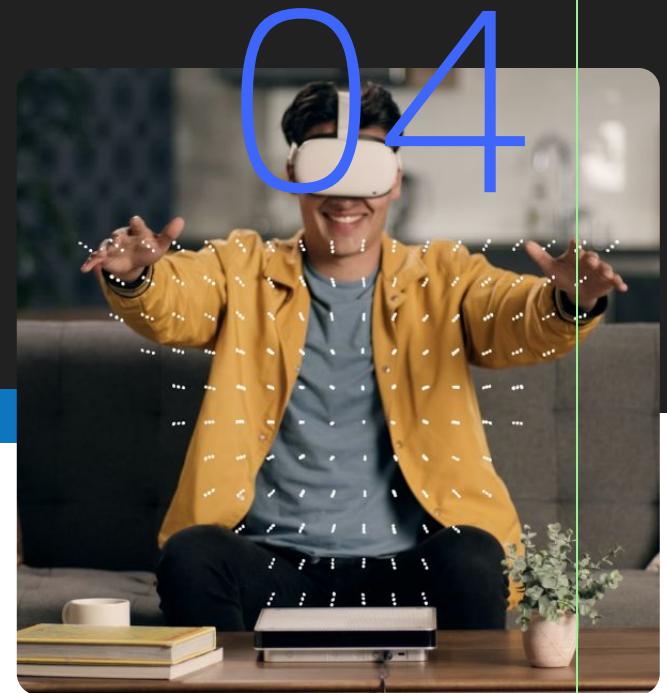
With the continued maturation of advanced tech like spatial audio and haptics along with the return of in-person events, brands are pioneering new ways to enhance digital experiences with physical sensory stimuli—and vice versa. While [Stranger Things](#) and [Apple](#) are leveraging spatial audio features to enhance at-home and remote concert experiences, an LA-based production studio [flipped the script](#) by using digital layers to augment a physical party with real-time digital art and laser projections. Oh, and now you can even use ultrasonic ways to [“feel” the metaverse](#).

## **What it Means**

Brands are stepping up their game across industries to engage consumers and users living increasingly omnichannel lifestyles. Brands and marketers are just now scratching the surface of how physical and digital elements can work together to drive greater depth, meaning and convenience through experience.

## **Key Takeaway**

The boundaries between physical and digital will only continue to fade. Beyond being able to more effectively reach audiences where they are, the ability to supplement experiences with increased sensory stimuli via physical and digital working together presents a whole new way of promoting deeper connections to concepts, content and people through experience.





# 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.



## Crowdsourcing the Video Game Experience

The Walking Dead: Last MILE is a Massively Interactive Live Event, where players' decisions collectively influence the video game in real-time.



## From Wordle to Heardle

Following the New York Times' acquisition of Wordle, a daily word-guessing game, Spotify has acquired the spinoff music-guessing game, [Heardle](#).



## Häagen-Dazs Reinvents the Ice Cream Truck

The humble ice cream truck gets an upgrade after Häagen-Dazs launches a new activation tour around the UK, complete with celebrity DJs and ice cream disco balls.



## Barbie Goes to Outer Space with SpaceX

Mattel and SpaceX partner to create toys after taking inspiration from the toymaker's venture to send two Barbie dolls to space.