

EXPERIENCE INTELLIGENCE

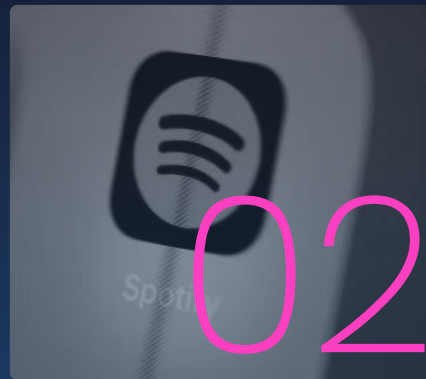
BY GPJ

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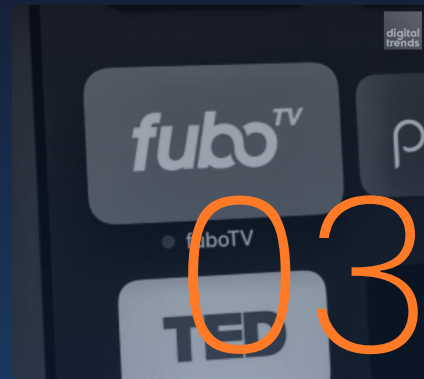
The relationship between physical and digital continues to morph, evolve and mature, providing audiences with more opportunities to personalise their own experiences.



People are seeking out analog experiences



Tech platforms power concert discovery



Live sports are championing in-game interactivity



The small-but-mighty QR code



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experience marketing

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People are seeking out **analog experiences**

Aversion to digital inundation continues to influence new behaviors and preferences

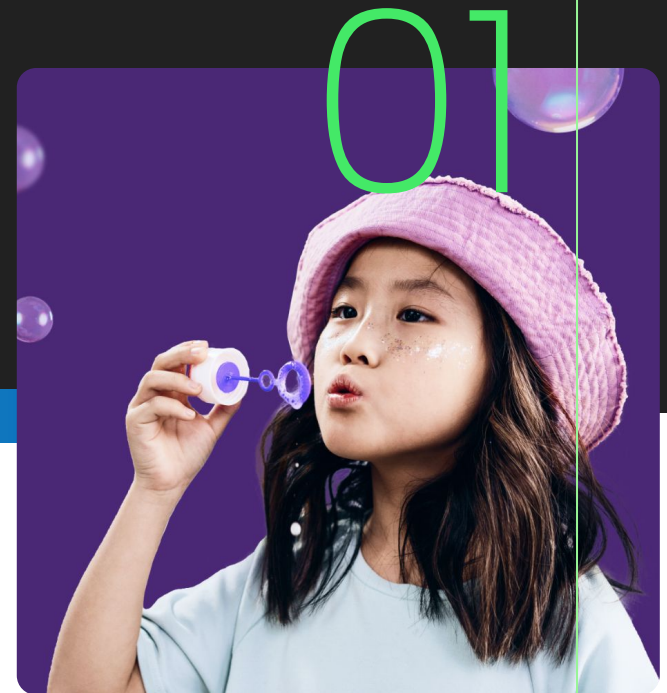
While analog has been a popular topic since the onset of the pandemic, new data shows just how much influence it's having on audiences and marketers. Analog forms of entertainment like [photography](#) and [board games](#) continue to spike, and younger, digitally-native generations are more actively [seeking out](#) analog and [offline experiences](#)—and in some cases are [driving these trends](#). As a result, marketers are increasingly [investing in analog](#) engagement: [in-person events](#) continue to rebound, more [‘traditional’ advertising methods](#) are growing in popularity, and even tactics like [direct mail](#) are seeing a renaissance.

What it Means

People are attempting to establish an appropriate [physical-digital equilibrium](#) after years of tech-first engagement. Furthermore, this concept of physical-digital ‘mix’ is largely subjective from person to person—something that experience planners and designers will have to consider and solve for in an increasingly hybrid world.

Key Takeaway

Analog is clearly hot right now—but moving forward, brands and marketers may need to solve for more personalisation and optionality across digital and physical formats as a way to give attendees the opportunity to dial in their preferred ‘mix’, and achieve their personal equilibrium.





Tech platforms power concert discovery

Connecting people to live events is becoming nearly effortless using existing apps and networks

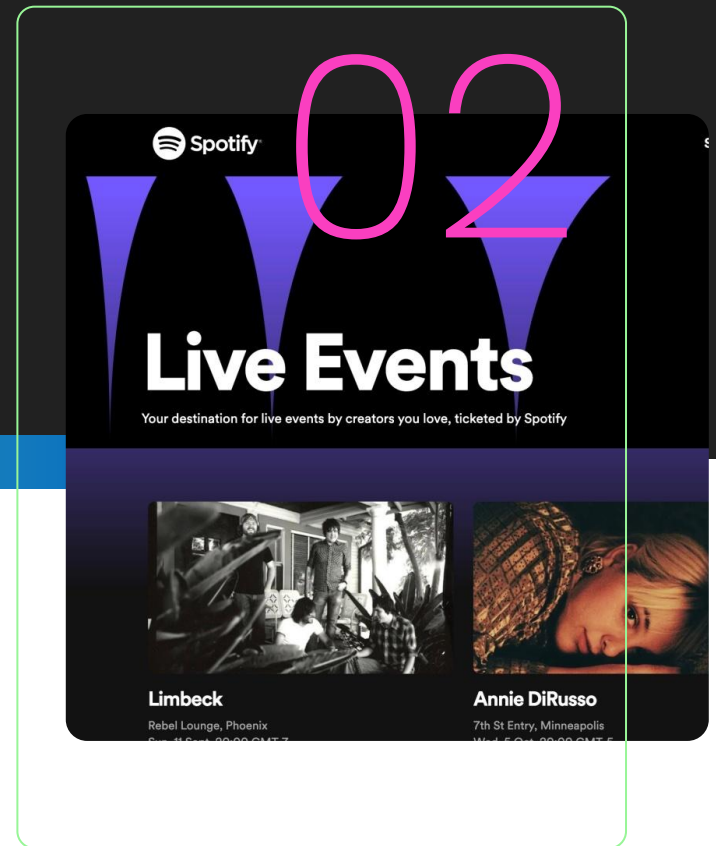
The ability to connect consumers to live events is highlighting a new event reality where personalisation and community are converging—particularly in the live music industry. Existing tech platforms like [Spotify](#), [TikTok](#), [Snapchat](#) and Apple-owned [Shazam](#) are all now offering concert discovery *and* purchase on their platforms, and are able to curate recommendations by leveraging users' data, listening history and preferences. Furthermore, although the [strategy is unclear](#), Epic Games' [recent acquisition](#) of Bandcamp further highlights the deepening relationship between technology, music and community.

What it Means

Technology platforms and brands are more effectively promoting, curating, and monetising events and experiences by showing up where consumers already are. As digital and physical relationships continue to evolve, this strategy of tech-powered event curation and discovery could have interesting implications beyond just concerts.

Key Takeaway

By tapping tech platforms, marketers are able to reach concertgoers in new and increasingly personalised ways. The concept of leveraging tech to more easily meet consumers where they are—and more seamlessly pull them towards relevant in-person events—is a powerful one for brands and marketers alike.





Live sports are championing **in-game interactivity**

Brands and content producers are looking to enhance live viewing experiences with interactivity

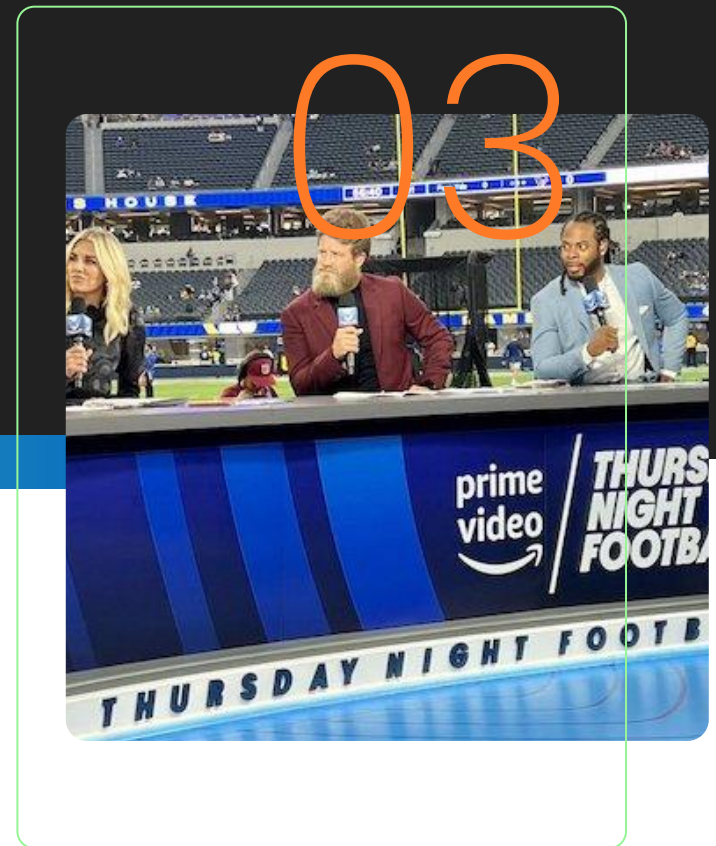
Across both in-person and at-home viewing experiences, sports are leveraging interactivity to enhance the fan experience. This year in the US, the NFL and Amazon are partnering to deliver [tech-powered broadcasts](#) with a variety of interactive features, while FuboTV became the first live streaming platform to [integrate games with a direct link](#) to a sportsbook. The Minnesota Twins announced the first ever [shared-AR platform](#) at a stadium to enhance the live experiences for fans. And Fan Controlled Football, an interactive league where fans call the shots, continues to [raise money](#) and [attract stars](#).

What it Means

Interactive experiences are proving to be effective ways to enhance someone's consumption of a live event. Not only is interactivity more deeply connecting at-home fans to the in-game experience, but it's also helping in-person attendees stay engaged with more to do and explore during a game.

Key Takeaway

Curated, supplemental, and interactive content is helping fans stay more connected to live events, whether in-person or at home. As physical and digital continue to converge, using content and tech platforms as common ground will provide new and exciting ways to connect people to an experience—and to each other.





The small-but-mighty QR code

Marketers are finding new and creative applications for this decades-old tool

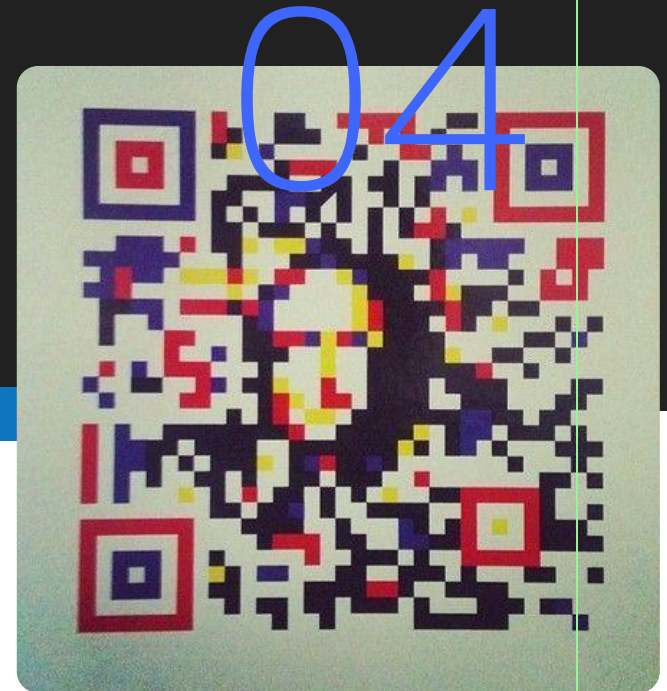
Before 2020, the QR code was largely an afterthought amongst brands and consumers—and was even deemed a [‘dying fad’](#). Now, however, the QR code [is booming](#), and has become a compelling tool for marketers to elevate, enhance and streamline experiences. From [TV shows](#) to [in-person events](#), QR codes are providing consumers with an entry point into unexpected environments. Coca Cola is even building a [comprehensive campaign](#) featuring AR, metaverse and integrations into Tomorrowland—all powered by a QR code.

What it Means

Audiences bought into the utility and ease of the QR code during the pandemic, and now, brands and marketers are upleveling their creativity and thoughtfulness when it comes to leveraging them. QR codes provide easy access points to relevant content and experiences, and consumers are [more than willing to use them](#).

Key Takeaway

Not only are QR codes cheap and accessible—so much so that they’re being leveraged for [government programs around the world](#)—but there’s something [innately intriguing](#) about what lies behind them. They may appear utilitarian on the surface, but QR codes can provide interesting opportunities to link audiences to experiences in fun and unexpected ways.





OUT-THERE EXPERIENCES

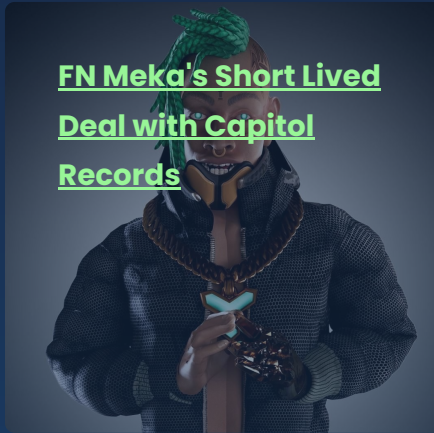
Brands and marketers continue to push the boundaries of physical and digital experiences, with new and creative executions popping up across the globe.

VR Isn't Just for the Major Leagues Anymore



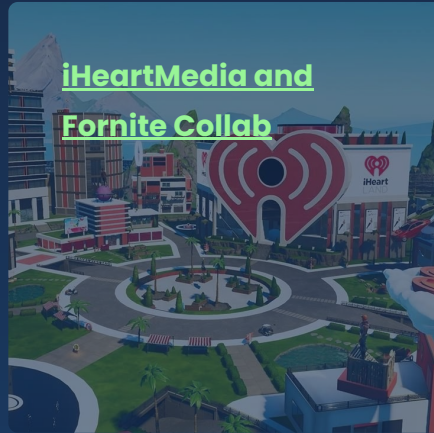
VR training now spans the entire baseball lifecycle—from T-ball to the big leagues—as a compact and affordable teaching tool.

FN Meka's Short Lived Deal with Capitol Records



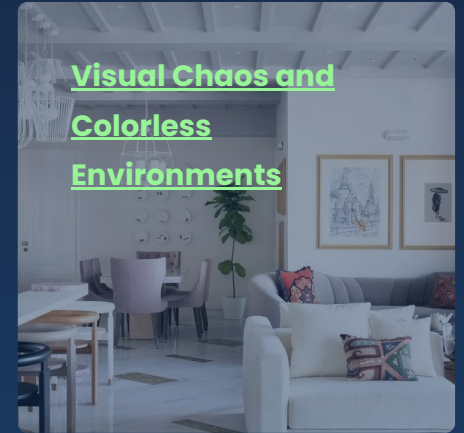
Controversy around AI rapper FN Meka underscores the growing discomfort around the pace of AI, and highlights deep-seeded issues within the music industry.

iHeartMedia and Fornite Collab



Twenty musicians are slated for events at the main stage in iHeartLand—a virtual in-game experience that will be free to players (and will hopefully remain that way!)

Visual Chaos and Colorless Environments



As social media continues to consume our lives in brighter and more eye-catching ways, researchers say grayscale is increasing in our physical world.