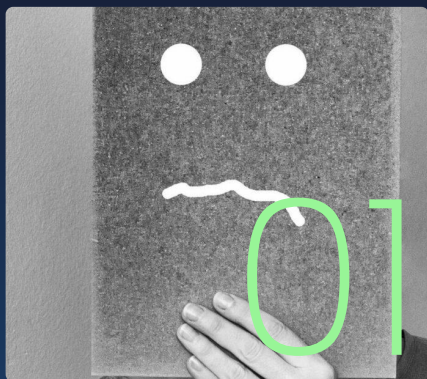


EXPERIENCE INTELLIGENCE

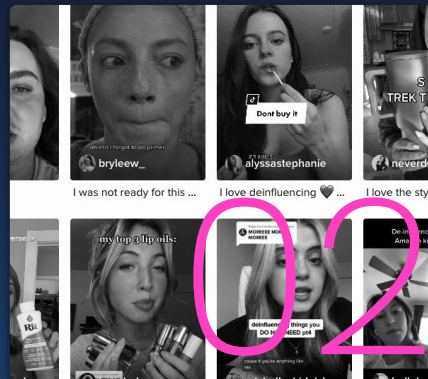
BY GPJ

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Consumers are speaking up, taking ownership of, and demanding transparency from their experiences.



Consumers are cleansing their digital lives



Are influencers losing their charm?



The use of biometrics is steadily increasing across experiences



Magazines turn over a new page as local readership surges



GEORGE P. JOHNSON
experience marketing

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Consumers are cleansing their digital lives

Savvy consumers are protecting themselves from the negative impacts of social media and device use.

Consumers have long been aware of the [negative impacts](#) technology can have on their lives. As a result, many are proactively managing their wellbeing online. Increasingly, people are using [anti-distraction](#) and [privacy-focused browsers](#), as well as [focus tools](#) to create healthier, safer, and more productive digital environments for themselves, while health-conscious Gen Zers are [intentionally](#) opting out of unhealthy food content on TikTok in an attempt to support better habits. Even events are taking notice. [Vivatech](#), a Paris technology conference, now allows attendees to adapt their website displays to reduce digital fatigue.

What it Means

Many consumers are consciously trying to approach technology safely and responsibly. By implementing tools to support consumers in their ever-evolving relationships with tech, brands can drive long-term loyalty. At events and experiences, increased optionality and customisation for how they utilise technology within the context of events will be welcomed.

Key Takeaway

As advancements in technology continue to creep into events, honesty and transparency will be key. For brands and experience marketers, consider the formats, data-sharing practices, content and promotional messaging that will reinforce positive interactions and ensure long-term satisfaction.

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on the internet.**

Are you ready to let go of the old internet?



Are influencers losing their charm?

A saturated influencer market is spurring a countermovement that prioritises restraint.

Consumers are becoming more conscious of the power and impact [influencer marketing](#) has on overconsumption. In response, creators [are producing](#) content focused on encouraging users what *not* to buy, and are [critiquing](#) popular items that are over-marketed. By leaning on *deinfluencers* — influencers trying to stop overconsumption — for product and brand information, consumers are attempting to avoid the influencer trap of inauthentic promotion. [#Deinfluencing](#) has already gained over 385.2 million views on TikTok. In the same vein, consumers are also [seeking out](#) more trustworthy peer reviews instead of influencer promotions.

What it Means

Deinfluencing opens interesting opportunities for creators to foster stronger bonds with their followers, which could create new opportunities for partnerships. Conversely, brands could avoid the movement altogether by better connecting consumers to close peers instead of influencers. Take [Beli](#) for example—a social restaurant recommendation app for close friends.

Key Takeaway

As the influence of *deinfluence* grows, brands and event organisers should consider approaching everything from talent selection and sales, to messaging and content, through a lens of genuineness and authenticity. Being especially cognisant of the consumer POV on the products and people they are promoting is crucial.





The use of biometrics is steadily increasing across experiences

Despite some user hesitancy, facial recognition technology may be proving its experiential worth.

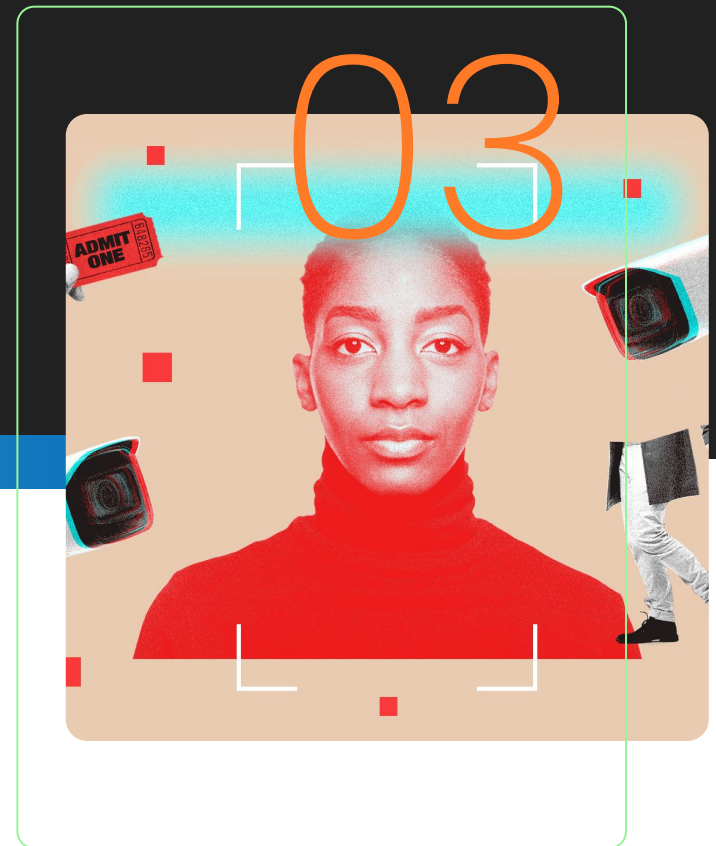
Biometrics, such as facial recognition technology, are becoming more and more integrated into live events—particularly as [point of entry](#) in airports, stadiums and trade shows. It's even being used as [POS and ID for purchases for stadiums](#). While many consumers are still hesitant to embrace this tech due to [privacy concerns and bias](#), [recent studies](#) show that overall comfort with biometric tech has increased significantly since 2020—so much so that brands are piloting more and more customer experiences with facial recognition, such as [JPMorgan in retail stores](#) or [Brierly's "LoyaltyOnDemand" program](#) that debuted at NRF 2023.

What it Means

While it may be still flawed, biometric technology is proving its value for events and experiences. On one hand, it has massive potential to improve operational efficiency with things like line management, traffic flow and crowding. And if the tech continues to grow [beyond its problematic bias](#) issues, it could drive more personalised and meaningful experiences for attendees as well.

Key Takeaway

Overcoming negative consumer sentiment with biometrics still remains a barrier to more widespread adoption, but it undoubtedly presents an opportunity to create more streamlined—and potentially personalised—experiences for attendees. Experience designers should keep tabs on, and be thoughtful about, how and where to introduce its use.





Magazines turn over a new page as local readership surges

The industry has experienced a renaissance in light of more dynamic experiences, digital-first offerings and a new vision.

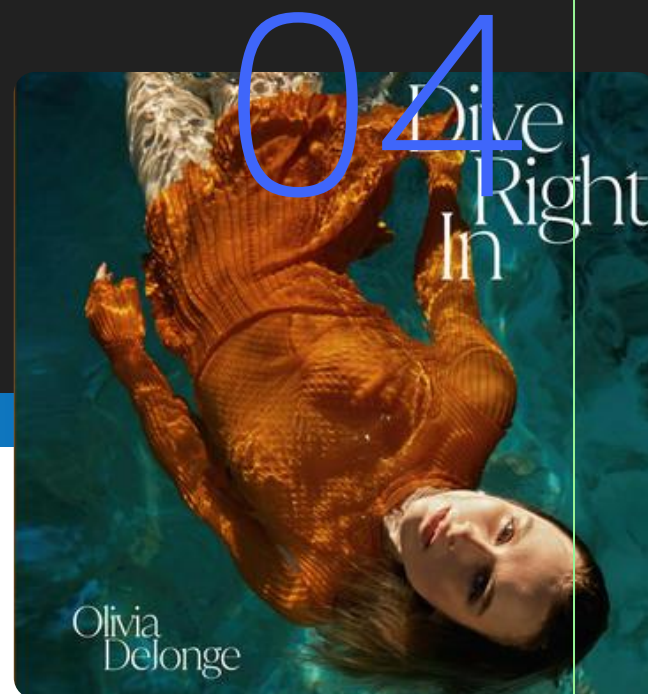
The [unrelenting economic impacts](#) of 2020 decimated Australia's [magazine industry](#) with the closure of multiple titles. Three years on and the landscape has again transformed as a shift in consumer habits has spurred the revival of the genre. [Playboy](#) joins the growing list of titles including [InStyle](#), [Esquire](#), and [Fashion Quarterly](#) who have been resurrected. In some cases, magazines like [Girlfriend Magazine](#) have been brought back as a special one-off whereas other established magazines like the [Rolling Stones](#) have boasted an overall increase in their readership.

What it Means

Australia's appetite for this type of content has [shifted significantly](#) and continues to grow. However, magazines have not applied their old tactics to the new environment, instead they're continuing to [use data to inform their strategies](#). This new generation of magazines stretches itself into more experiences, more engagement and a more dynamic offering than we've ever seen; and we know that consumers are responding to it.

Key Takeaway


The local magazine revival underscores the imperative to create engaging content for our target audiences as well as the need for a multi-channel approach. Formats that were once sidelined and retired could become sources of inspiration and innovation when they are reimagined utilising data-driven insights.





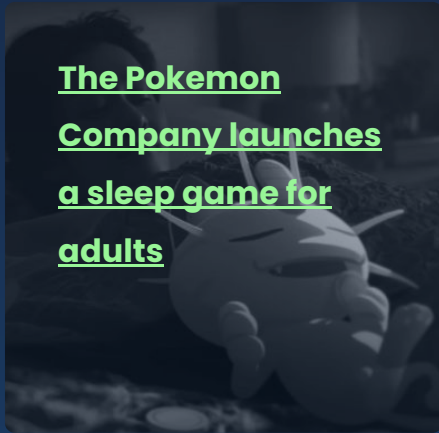
OUT-THERE EXPERIENCES

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




The NBA app lets fans put themselves in the game

The NBA is launching a feature in their app that allows fans to replace players in live games with their own images.



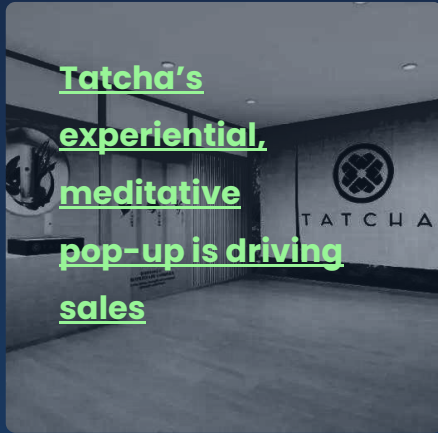
The Pokemon Company launches a sleep game for adults

The game puts users in a fantasy world where their sleep is studied for Pokemon research, encouraging healthier relationships with tech and driving loyalty with reinvigorated Pokemon fans.



The MLB increases fan transparency with newly launched "Replay Room"

The MLB is giving fans an inside look during broadcasts to replay and review the perspective of the umpire and to help explain a plethora of new rule changes launched this year.



Tatcha's experiential, meditative pop-up is driving sales

People were able to experience the concept of "forest bathing" through Tatcha's meditation rooms and other interactive experiences at various Sephora pop-ups.