

EXPERIENCE INTELLIGENCE

BY GPJ

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Current cultural trends are highlighting the changing nature of what *and* how people are choosing to celebrate.



Women's sports offer new opportunities for brands



Consumers are indulging in solo experiences



Hip hop's anniversary inspires an abundance of experiences



The immeasurable effects of girl power



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experience marketing

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Women's sports offer new opportunities for brands

As coverage of women's sports rises, media platforms and brands are investing heavily in content.

Women's sports pay, sponsorships and total ad spend have traditionally trailed those of men's. But, with women's [soccer](#), [rugby](#), [basketball](#) and [cricket](#) viewership skyrocketing around the world, that's starting to change. As women's sports continue to [break records](#), brands are recognising this overlooked audience and are increasing their investment in content and engagement opportunities around players, tournaments, and leagues. From [TV series](#) to [search tools](#) and [sponsorships](#), brands clearly see a big opportunity to drive engagement—and are already getting [high returns](#) on their investments.

What it Means

Until recently, women's sports coverage was [a fraction of total daily sports coverage](#), forcing players and franchises to drive awareness through alternative channels. With new [investment](#), the continued growth of women's sports invites massive opportunity and creative potential for brands to engage.

Key Takeaway

The opportunities for brands to capitalise on this momentum are endless. For starters, some ways to get involved include enhancing fan experiences at games or tournaments, courting business audiences through ancillary and VIP events, and inspiring audiences at events with relevant athletes and executives.





Consumers are indulging in **solo experiences**

As the post-pandemic thirst for experiences sustains, many are choosing to venture out on their own.

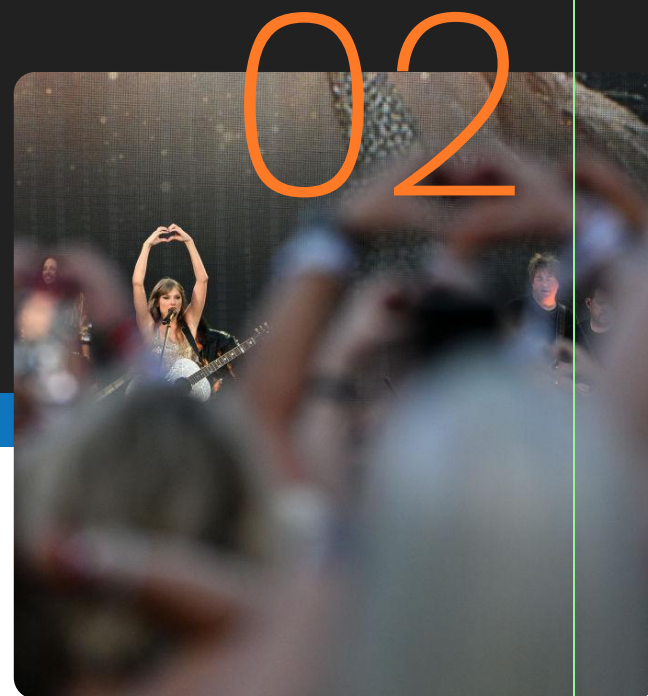
An unprecedented post-pandemic demand for experiences is driving [record-breaking](#) ticket sales and [travel spending](#). As demand continues to surge, many brands are investing in [new experiences](#) and [alternative ticketing options](#) to meet the moment. Many consumers, however, are taking a different approach—flying solo. More than ever before, consumers are eager to [attend big events alone](#). But it doesn't stop there. From [solo dining](#) to [self-dating](#) and even [solo traveling](#), there has been a notable shift towards going it alone across all aspects of society. Brands are starting to take note too. For example, [KFC Bangkok](#) recently introduced the world's first solo Ferris wheel, and [Airbnb](#) has expanded a safety product that helps solo travelers.

What it Means

Whether it's a product of the continued thirst for experiences coming out of the pandemic, a sign of dedication and [fandom](#), or something else, consumers are clearly more than willing—and in many cases, may even prefer—to consume experiences alone.

Key Takeaway

Experience marketers should carefully consider their attendees' journeys to cater to both groups and individuals. Those that excel in this practice may stand to gain a competitive edge in this evolving landscape.





Hip hop's anniversary inspires an **abundance of experiences**

Brands, artists and audiences are celebrating hip hop's 50th anniversary by leaning into experiences of all sorts.

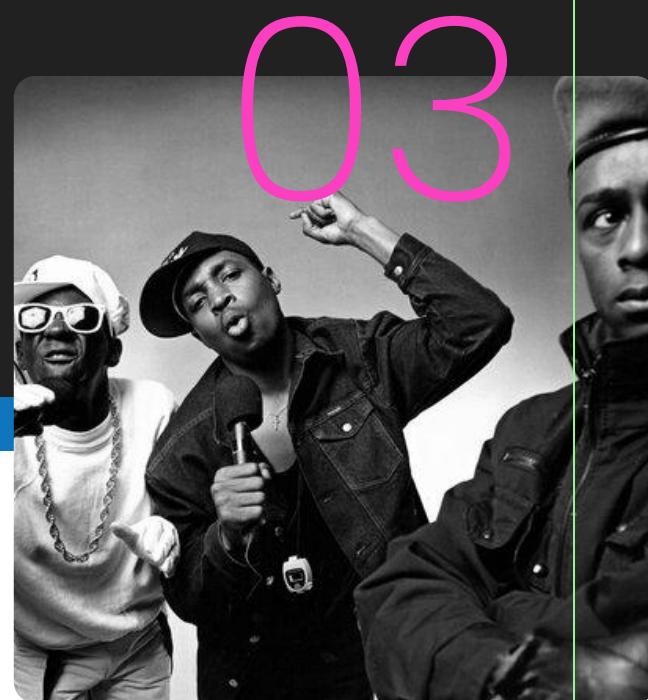
Fifty years after the genre's humble beginnings, [hip-hop's 50th anniversary](#) is ushering in a new phase in the commemoration of historical milestones. Rather than one singular event to mark the anniversary, the celebration has spanned an entire month with brands marking the occasion with unique content and [experiences](#) that [pay tribute](#) to the important role hip-hop has played. Brands like [Sprite](#) and Puma have launched commemorative [content](#) and [videos](#), Spotify has [created animated shorts](#) & [playlist hubs](#), and even luxury fashion e-tailer Farfetch has launched [a three-part Hip Hop 50 vinyl](#).

What it Means

Audiences are eager for new, diverse and compelling ways to engage with subject matter. And with the appetite for live, communal events growing, milestone moments like this are increasingly taking shape as a diverse, multifaceted set of experiences to maximise fan interest and participation.

Key Takeaway

Coming off the heels of the Barbie [marketing phenomenon](#), it's clear that there's power in this type of "ecosystem" approach to marketing. And with hip hop's anniversary being the product of many—not just one—strategic and organic marketing efforts across brands, artists and audiences, we may be witnessing a shift in how moments, milestones and happenings are promoted and celebrated.





The immeasurable effects of **girl power**

Female-centred experiences are drawing record crowds, with serious economic and societal impact.

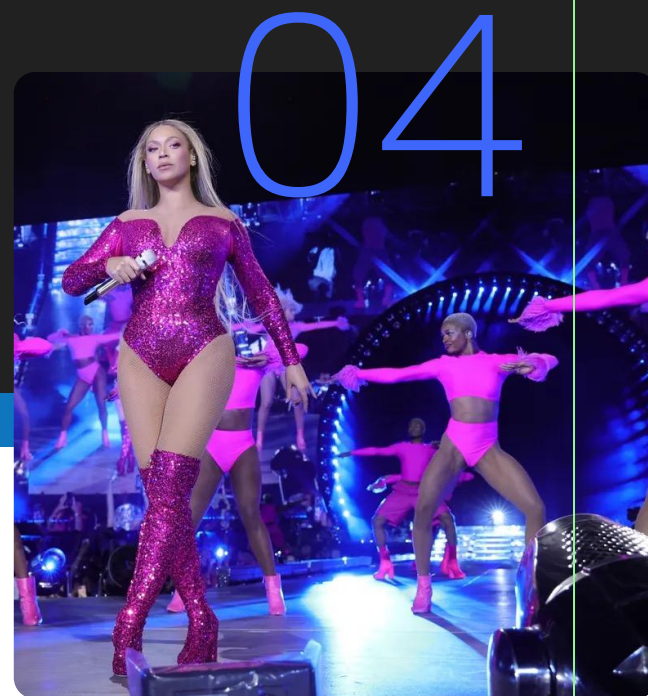
If the pink and sequined crowds flocking to see Beyonce, Barbie, and Taylor Swift this summer are any indication, there's power in bringing women together in [joyful celebration](#). Not only are these experiences providing [safe spaces](#) for women to celebrate and be themselves, but all three are indicative of unique and thriving [communities](#) coming together. The economic impacts are also hard to ignore. Taylor Swift's Eras Tour will [generate \\$5 billion](#) in consumer spending in the US alone, Barbie is Warner Bros' all-time [highest grossing release](#), and Beyonce's Renaissance Tour is [surging local economies](#) around the world.

What it Means

Even though the [summer of feminine joy](#) is coming to an end, it's clear the [historic power of the female audience](#) hasn't waned. When the growing demand for female-centered experiences converges with an unabating desire for live, communal experiences, the benefits to everyone involved are plentiful.

Key Takeaway

The zeitgeist is shifting. While now is clearly an excellent time to go all-in again on the wave of girl power sweeping the world, it's also an opportunity for brands to take a closer look at their audiences and consider a long-term realignment of priorities.

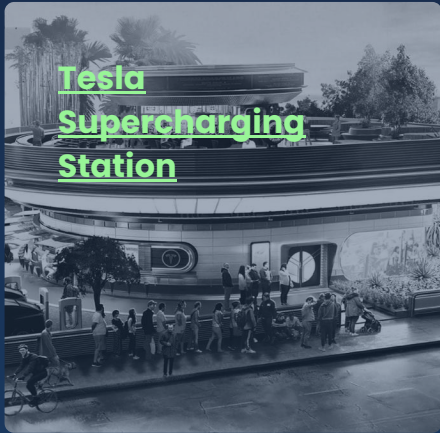




OUT-THERE EXPERIENCES

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

Tesla Supercharging Station



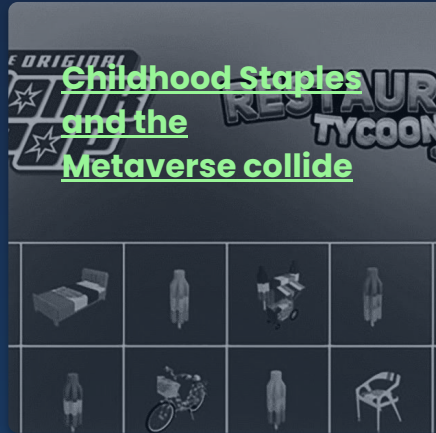
Entertainment and EV charging combine to create the ultimate, futuristic getaway at Tesla's Diner and Drive-In Supercharging station.

Ed Ruscha's Chocolate Room



Escape from "conventional" art forms and enter into a room fit for Willy Wonka's factory at artist Ed Ruscha's recreation of his 1970 Chocolate Room exhibit for the Museum of Modern Art.

Childhood Staples and the Metaverse collide



The Bomb Pop has made its way into the Metaverse with over 20 million pops sold on popular restaurant simulation game, Restaurant Tycoon.

Taylor Swift Eras Tour: The Movie



Swifties unable to make it to the iconic Eras Tour are in luck – coming October 13th, this live concert experience will be available on the big screen.