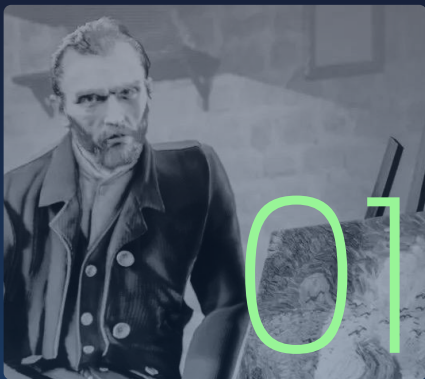


EXPERIENCE INTELLIGENCE

BY GPJ

February 2024

Curiosity and creativity enable consumers to engage with brands in new ways, but authenticity and shared values remain top of mind.



Technology is propelling
Consumers through time



Content is becoming more
participatory—and
experiential



2024: the year of the
distrust crisis



Fashion's new era:
beyond consumption?



GEORGE P. JOHNSON
experience marketing

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Technology is propelling consumers **through time**

This trend was spotted by **Monique Machado** | Creative Strategist from Sydney, Australia

Experiential time travel offers novel journeys through history, alternate realities, and future landscapes.

The convergence of AI, AR, and VR technologies allows fans a glimpse into bygone eras through immersive experiences that bridge the gap between the present and the inaccessible past.

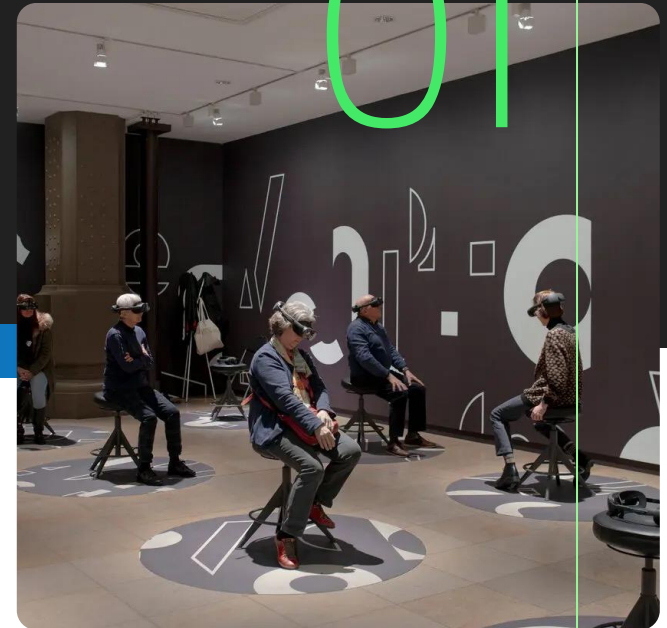
From AI-powered artistic encounters with [Vincent Van Gogh](#), to [holographic performances of ABBA](#), and even fragrances derived from [extinct flowers](#), brands are meeting the surging consumer demand to immerse themselves in uncharted moments from the past. [Sheraton](#) recently responded to this consumer interest by releasing an AR check-in point, enabling guests to rekindle the past with Saigon street scenes.

What it Means

The fascination of accessing the inaccessible has created an opportunity for brands to provide immersive encounters that transcend traditional storytelling. For consumers, the novelty of experiencing a bygone time is a powerful allure. It taps into not just one's nostalgic impulse, but also their innate curiosity and desire to explore unrealised possibilities.

Key Takeaway

As brands delve into this intersection of nostalgia and novelty, experience designers have the opportunity to craft experiences beyond the boundaries of time. Through interactive narratives, brands can create journeys that allow individuals to experience alternate possibilities, diverse futures or, relive past moments.





Content is becoming more participatory—**and experiential**

This trend was spotted by **Monique Machado** | Creative Strategist from Sydney, Australia

Brands are increasingly using social media to make audiences part of the story.

In an overstimulating content landscape, brands are shifting from interruption to engagement by prioritising “[sharing the pen](#)” to bring people in. Brands are encouraging consumers to engage with narratives in real-time, with social media serving as both a driving force and distribution channel. From [fake Grimace-shake induced deaths](#) to a [high seas TikTok drama](#), this model emphasises interactivity and authenticity, empowering brands to co-create with their audience for more meaningful storytelling opportunities—and satisfying a growing appetite for more participatory, shared experiences.

What it Means

There seems to be a notable consumer shift towards actively participating in *and* contributing to culture, rather than passively observing from the sidelines. Brands are recognising that bringing in audiences as co-creators can amplify brand expression, and dramatically impact brand engagement and influence.

Key Takeaway

This evolution presents marketers with exciting opportunities to [reimagine their content](#) and broaden the participatory nature of experiences beyond the physical location. By delivering content that audiences can interact with in real time, brands can more effectively turn viewers into participants—and drive deeper, more meaningful engagement as a result.





2024: the year of the **distrust crisis**

This trend was spotted by **Cat Wallin** | Strategist from Providence, RI

Brands must combat rising distrust with authentic, transparent strategies.

With rapid advancements in AI in 2023 and an anticipated rise in [disinformation during a year of global elections](#), the [landscape of consumer trust](#) is more volatile than ever. This distrust crisis has exerted pressure on brands to not only learn how to navigate building trust amidst general skepticism, but also to navigate [regaining trust post-scandal](#). The imperative for brands is clear—bridge the widening trust gap with authenticity and transparency at the helm.

What it Means

With the [internet feeling more chaotic](#) than ever, prevailing consumer skepticism will demand a strategic pivot towards experiential marketing. Face-to-face interaction allows brands to cut through the noise and build trust—but they must move beyond spectacle and work to forge real connections. With authenticity at the forefront, brands must be willing to engage in open, transparent dialogues with their audience.

Key Takeaway

Brands should design experiences that are not just engaging but are anchored in genuine storytelling, transparency, and consistency. Omnichannel strategies need to be considered so that all aspects of the brand experience, from initial engagement to post-experience follow-up, ensure a cohesive narrative.

03





Fashion's new era: **beyond consumption?**

This trend was spotted by **Cat Wallin** | Strategist from Providence, RI

The fashion industry is charged to shift its focus from consumption to circularity.

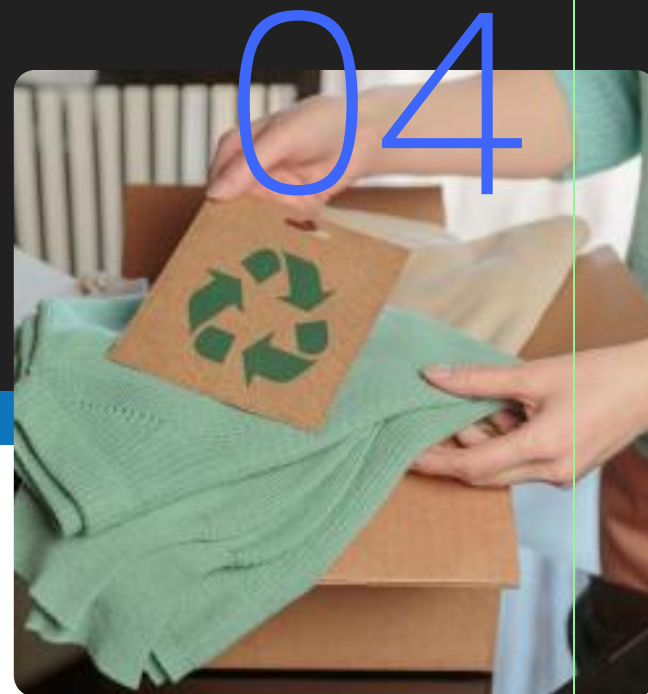
Amid rising environmental concerns and consumer demand for sustainability, [the UN has tasked the fashion industry](#) to transition from traditional consumption-driven marketing to an emphasis on [circular solutions](#) and community engagement. This challenge calls for brands to rethink traditional marketing strategies, advocating for longevity, recyclability, and the creative reuse of products. As [fashion stores continue to grow into experiential hubs](#), brands will inevitably need to extend their sustainability ethos into the experiential dimension as well.

What it Means

With sustainable marketing increasingly becoming a mandatory, brands must consider how to integrate these practices throughout the entire customer journey, including IRL. It's no longer sufficient to merely sell sustainable products—brands must now craft experiences that embody sustainable values, educate consumers, and promote a lifestyle that prioritises circularity and environmental respect.

Key Takeaway

Brands must begin reimagining their practices, products and places as sustainable environments that can be repurposed to support a circular economy. This type of holistic approach to sustainability will forge deeper connections with consumers and reinforce brand commitment to sustainable practices.





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.

ARIES
Moxy Lisbon City, Portugal
Now, you can plan your vacation based on your astrological sign

READY FOR
A NIGHTCAP

ARMED WITH PINK
BOXING GLOVES

UP BY 7 AM
FOR FREE COFFEE

moxy x SANCTUARY

Moxy Hotels are utilising guests' astrological signs to curate free, hyper-personalised travel recommendations.

Long live the office romance

TikTok blurs the line between personal and professional with their matchmaking service for employees.

Could AI help your kids get to school?

Zum, a female founded EV company is transforming the school bus industry with AI-driven technology.

Luxury dog beds have entered the chat

Designers are turning their attention to dog beds (and honestly, they might be nicer than your own.)