

# EXPERIENCE INTELLIGENCE

BY GPJ

March 2024

In today's tech-driven landscape, consumers are seeking play, authentic storytelling and more sustainable experiences.



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# Maintaining agency over a tech-infused world

This trend was spotted by **Donny Fox** | Strategist from Austin, TX

**In an increasingly digital world, brands must help users learn to navigate new technology.**

Every day the lines between our physical lives and the digital world become a bit [more blurred](#). As the metaverse [continues to accelerate](#) and AI charts its [course for the physical world](#), the omnipresence of digital technology is more apparent than ever.

For many, this constant reliance on digital connectivity can become overwhelming, leading to fatigue and [technostress](#). Now, brands are beginning to recognise this tension as well—some are even creating experiences aimed at [helping customers to better understand](#) and make use of new technology.

## What it Means

We see a constant influx of new digital tools that, typically, are designed to make our daily lives more [convenient](#) in some way. However, our increasingly digitised world can quickly become overwhelming, and many are desperate to [regain some control](#) over their tech-infused lives.

## Key Takeaway

Brands can help alleviate this tension by putting users in the driver's seat to craft experiences that help users learn how to navigate new technology. By prioritising [intuition](#) and [practicality](#), [tech-infused experiences](#) can result in a mutually beneficial interaction between a consumer and a brand.





# Nostalgic “kidulting” experiences target the inner child

This trend was spotted by **Donny Fox** | Strategist from Austin, TX

**Playtime isn't just for kids, in fact it might be just what today's adults need.**

According to a research poll conducted in the UK, [56% of adults](#) say they have lost their sense of fun, on average, by age 27.

Perhaps the solution to this lies within [kidulting](#), where adults engage in activities traditionally designed for children. While [Lego](#)

considers itself the trendsetter, kidulting goes far beyond toy brands. Take a look at how [Porsche](#) partnered with an artist to create a series of colorful artworks meant to evoke feelings of childlike imagination.

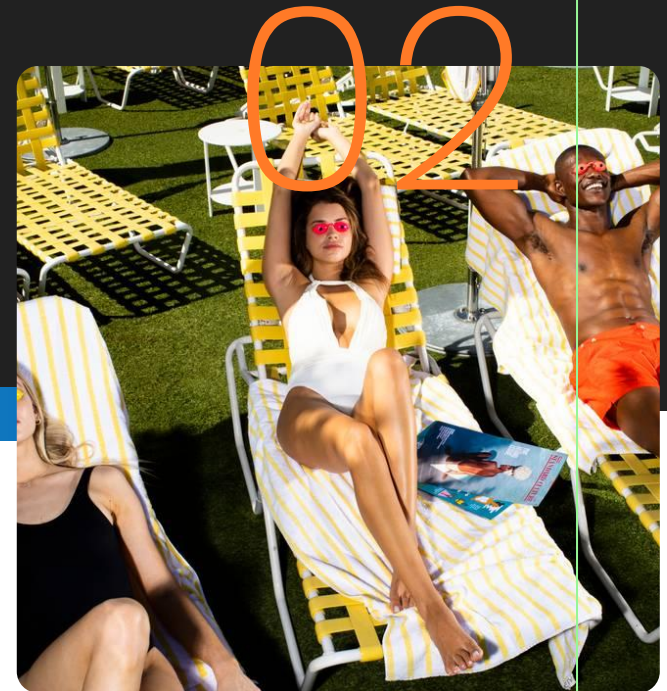
Or, check out this [adults-only sleepaway camp](#) in Miami filled with nostalgic activities like tie-dyeing and watersports.

## What it Means

When considering today's levels of [stress](#) and [loneliness](#), kidulting seems less of a fad and more like a form of therapy. In fact, on some days child-free “Disney adults” make up [40-50%](#) of Disney World visitors. As one park goer puts it, “the responsibility I have as an adult disappears as soon as I walk through the gate.”

## Key Takeaway

When daily life feels like work, we tend to seek [experiences](#) that feel like [play](#). But kidulting is about more than just play—it's about the powerful feelings associated with [nostalgia](#) and creating inclusive experiences that connect us to our communities and the world around us.







# Super Bowl stories bring the world to the game.

This trend was spotted by **Brandon Dolan** | Strategist from New York, NYI

**Today's Super Bowl not only attracts more viewers, it offers more storytelling potential than ever before.**

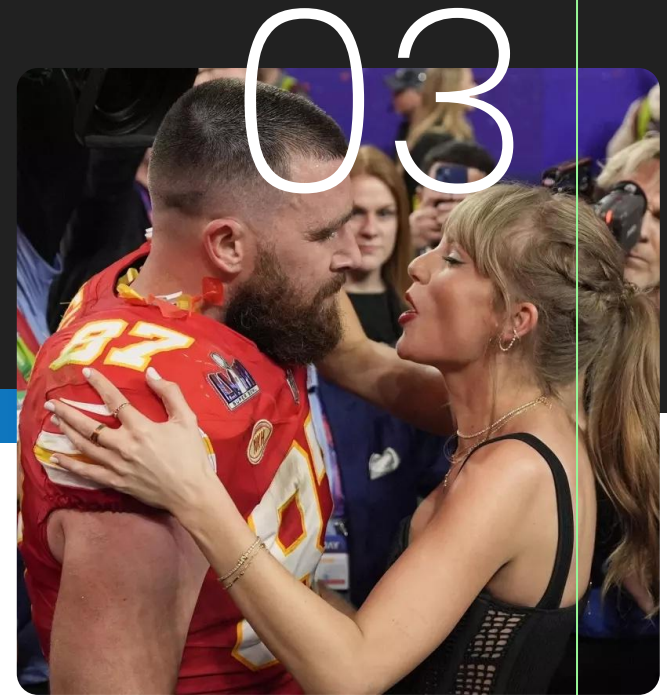
The Super Bowl has always been a tentpole event for brands. But today, those brands have access to more targeted engagement opportunities than ever before. This phenomena goes beyond the half-time show and [Puppy Bowls](#). The Swift-Kelce [love story](#) has generated a 20% lift in NFL sponsorships and pushed Super Bowl advertisers to [target a young female audience](#). More [influencers](#) in Super Bowl ads, and [new](#) and [tailored](#) telecasts are bringing in more diverse viewers, and CBS' [new camera angles](#) are providing more in-game drama for viewers at large.

## What it Means

The Super Bowl experience shines from both the hype that precedes it and the drama it creates. Make your experience more engaging with experiences that lean into different subcultures, tech that brings consumers into the moment, and actions that participants can take after the event ends.

## 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.





# EU legislation signals a **greener future for events**

This trend was spotted by **Brandon Dolan** | Strategist from New York, NY

**Governments in Europe are taking a bigger role in progressing sustainability initiatives over brands & organisers.**

Consumer sentiment and new policies like the EU's CSR directive are putting more pressure on brands to adopt sustainable business practices. The hospitality industry in particular faces challenges, with bans on single-use plastics in restaurants and a close eye on large music festivals. Plastic aside, the EU's new Green Claims directive is putting event marketers on their heels as it bans greenwashing claims. France and Spain are banning unnecessary domestic flights, while Germany is tightening material sourcing regulations—all initiatives of which task event marketers with prioritising sustainability throughout event planning and design.

## **What it Means**

Despite these efforts, Europe still has a long way to go. Belgium's largest music festival still emits nearly 150K tons of CO<sub>2</sub>, while other organisations are eliminating sustainability marketing messages altogether. This renewed focus on a greener future will soon leave event organisers and brands with nowhere to hide.

## **Key Takeaway**

These mandates signal a future where event organisers must improve their sustainability practices to comply. This will, in turn, drive many brands to search for the right partners to help them prepare. As evidenced by California's new climate reporting laws, the rest of the world is already catching on.

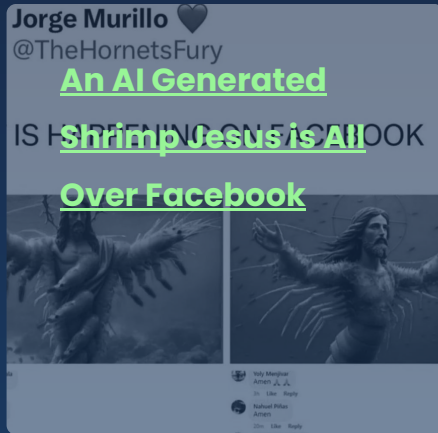
# 04





# 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.



Researchers studying spam accounts found that AI generated images are getting a major boost from Facebook— even this Jesus made entirely of shrimp!



Dell just announced that employees who do not follow the newest return to office policy will not be eligible for promotions.



Netflix is planning a two-story immersive experience complete with dining, based on your favorite Netflix shows and movies.



One of the world's biggest plastic polluters, Coca-Cola has just announced that all 20-ounce bottles will now be made of 100% recycled plastic.