

THE EXPERIENCE ECONOMY:

BUILDING COMMUNITIES THROUGH CUSTOMIZED EVENTS



WELCOME TO THE EXPERIENCE ECONOMY.

Modern Consumers crave experiences over things.

**How can brands break through and create
meaningful connections?**

The modern consumer is
one who places
memories
above
materials

\$630B

Annual brand activation
marketing spend.
(\$70B Experiential)

THE NUMBERS.

79%

of U.S. marketers **generate sales** using **event marketing.**

98%

Of consumers are more inclined to purchase **after an experiential marketing activation.**

80%

Of marketers believe live events are **critical to their company's success.**

THE NUMBERS.

93%

Of consumers claimed live events had a **larger influence** on them **than TV ads.**

74%

of event attendees say that they have a **more positive opinion** about the company, brand, product or service being promoted **after the event.**

CHALLENGES.



Connect

How do we connect with the right consumers?



Impact:

How do we design impactful experiences?



Maximize

How do we maximize event attendance?



Value

How do we create valuable partnerships?



Amplify:

How do we amplify consumer engagement and magnify digital reach?



Measure

How do we measure event ROI?

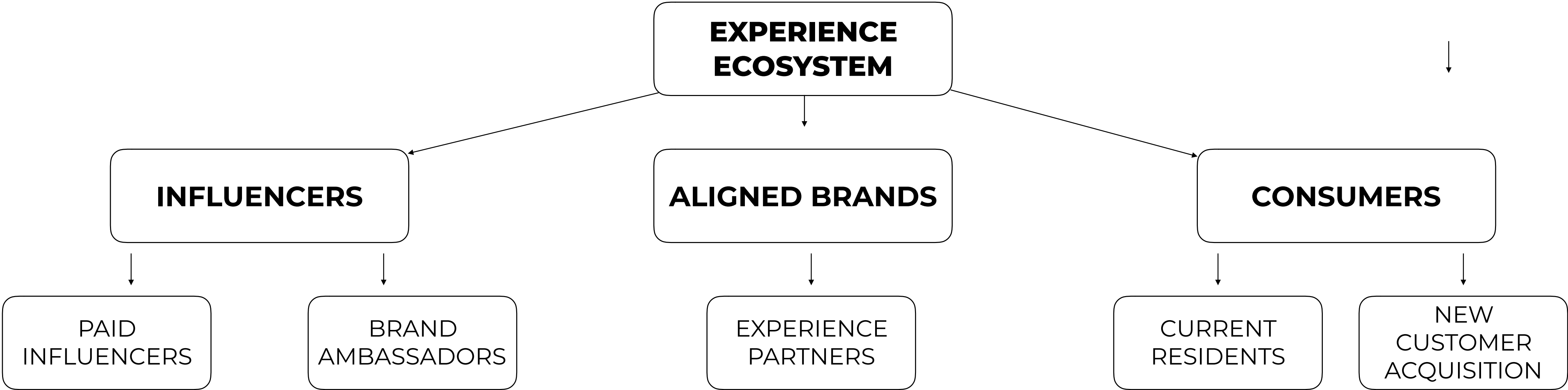


DON'T *PUSH*.
PULL.

**GIVE YOUR CONSUMERS WHAT
THEY WANT.**

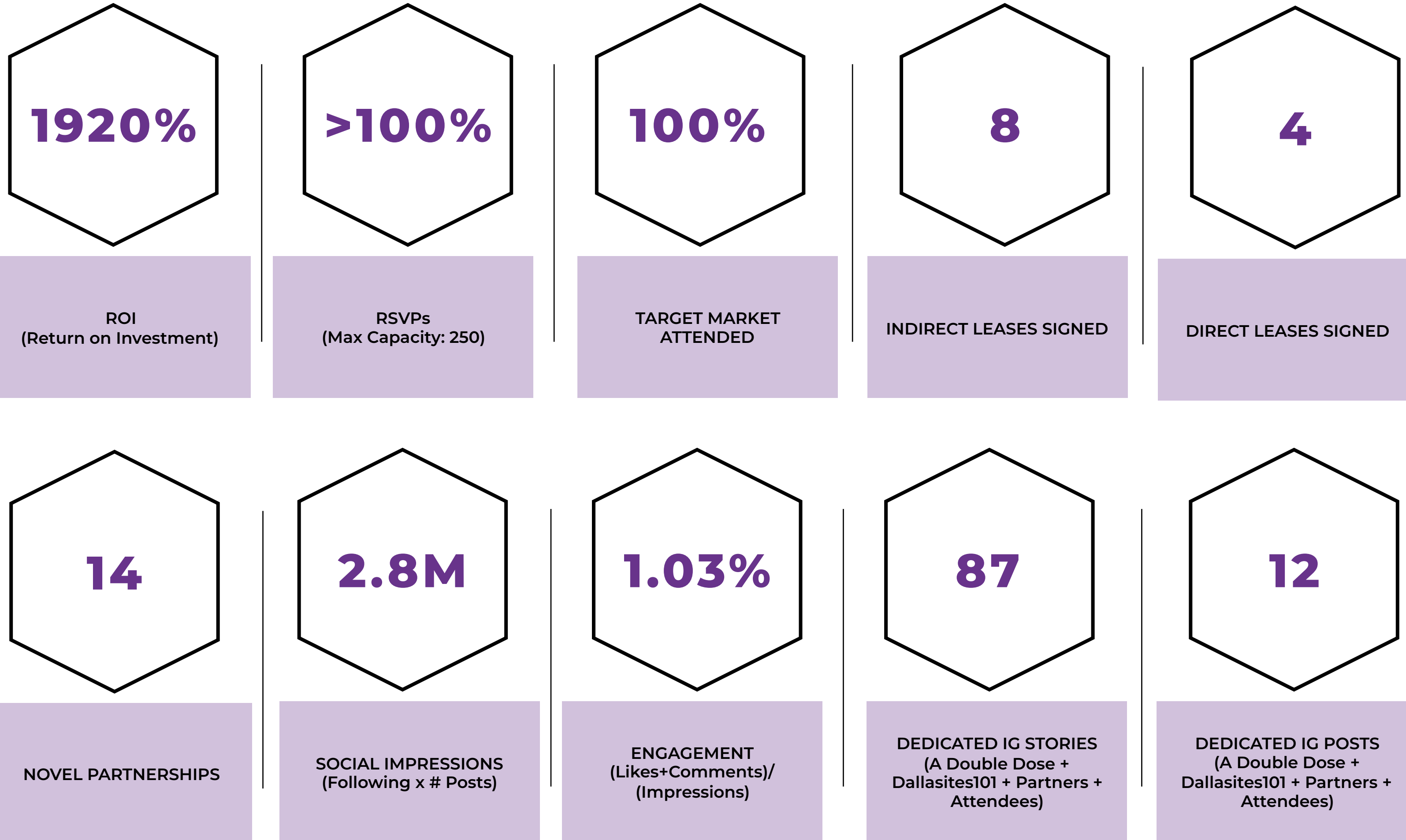
**CUSTOMIZE EXPERIENCES
CURATED BY AND FOR YOUR
TARGET MARKET.**

ECOSYSTEM.



EXPERIENCES IN ACTION

ROI



KEY POINTS

- 1) MARKETING THROUGH EXPERIENCES IS CRUCIAL TO CONNECT WITH MILLENNIALS AND GEN Z.**
- 2) MODERN CONSUMERS WANT CUSTOMIZED EXPERIENCES.**
- 3) MODERN CONSUMERS WANT TO SHARE THEIR EXPERIENCES.**
- 4) LEVERAGE AN EXPERIENCE ECOSYSTEM TO REDUCE COSTS, ENGAGE YOUR TARGET MARKET AND INCREASE ROI.**

PAIRR

EXPERIENCE EXCHANGE

STAY RELEVANT

OWN THE STAGE

CONTROL THE EXPERIENCE

HELLO@PAIRR.COM

