



MATRIARCH

2024

EXPERIENTIAL MARKETING

TREND REPORT



In the ever-evolving landscape of marketing, **experiential strategies** stand out as a powerful tool for building profound connections between brands and consumers. As we eagerly approach 2024, the anticipation is high, and Matriarch is poised to guide businesses through the upcoming trends that promise to redefine the industry.



THE EVOLUTION OF EXPERIENTIAL MARKETING A DIGITAL ODYSSEY

As we navigate the digital age, the integration of virtual and in-person experiences has become more prominent than ever. Advanced event management software has facilitated seamless executions, making high-impact events a hallmark of experiential marketing. The COVID-19 pandemic, while challenging, has accelerated the adoption of digital solutions, pushing brands to innovate and create unique experiences that resonate with consumers.

IMMERSIVE TECHNOLOGIES SHAPING THE FUTURE OF EXPERIENCES

Immersive technologies, including Virtual Reality (VR), Augmented Reality (AR), and Artificial Intelligence (AI), are taking center stage in shaping the trajectory of experiential marketing. These technologies aim to create lasting positive experiences for customers by blurring the lines between physical and digital realms.

For Matriarch, staying at the forefront of these innovations is not just a goal; it's a commitment to crafting unforgettable brand journeys.

*Watch for our upcoming AI-focused blog post on the Matriarch LinkedIn Page next month: **AI Trends in Experiential Marketing***



Adidas Originals debuted its inaugural virtual wearables collection at the 2023 Art Basel with an exclusive event featuring AR technology screens, immersing guests in the Adidas Web3 universe. Image credit: Adidas



In 2023, Illuminarium and Secret Location opened their immersive venue in Toronto, featuring RGB laser projection, LIDAR sensors, scent machines, and immersive storytelling. Image credit: Illuminarium



ART & INTERACTIVE INSTALLATIONS

VISUAL STORYTELLING IN THE DIGITAL ERA

In the realm of experiential marketing, visuals play a crucial role in capturing audience attention. Collaborations with local artists and ad agencies for brand-related art installations have proven to enhance social media traffic and engagement. Interactive installations, a trend in shaping brand narratives, engage audiences through participatory experiences. These immersive displays fulfill customer needs, associating the brand positively.

Matriarch strives to use visual storytelling as a potent tool, emphasizing interactive engagements for shareable, memorable experiences that leave a lasting impact.



Following the announcement of Bad Bunny as the first Latin artist to headline Coachella, Adidas teamed up with the Puerto Rican rapper on the Adidas Campus Experience, an on-site, cube-shaped pop-up that celebrated the pair's latest sneaker release. Image credit: Adidas



Sony staged an artificial intelligence-themed exhibition, featuring a field of white spheres that moved as if they had their personalities, alongside a range of other unique spaces and experiences, exploring Sony's vision of how robots can enrich society. Image credit: Dezeen

LIVE EVENTS

AN ONGOING LOVE AFFAIR

Live events continue to be a staple in experiential marketing, providing marketers with the opportunity to associate their brand positively with unique, shareable, and enjoyable experiences.

From product launches to music festivals, the beauty of live events lies in the freedom to offer diverse experiences, ensuring each event resonates with the values of the target audience



Standard Bank enhanced its role as an Ultra South Africa sponsor and connected with festival-goers through a range of immersive, youth-centric experiences. Image Credit: Matriarch & Standard Bank



Our White Star #SABiggestBreakfast event celebrated with a musical battle between Vusi Nova and Donald, and introduced a new Kids' Talent Feature, emphasizing the importance of breakfast and White Star's commitment to providing nourishing meals for schools and charities. Renowned for its community engagement and generous donations, the event underscores White Star's dedication to essential meal provision and fostering national unity. Image Credit: Matriarch & White Star

MULTI-SENSORY EXPERIENCES

In 2024, the emphasis on multi-sensory experiences serves as a poignant reminder for brands in the realm of experiential marketing. While not a novel concept, this year urges brands to revisit the core of memorable experiences by engaging sight, sound, touch, and scent. Whether through interactive installations, live events, or retail spaces, the integration of various sensory elements aims to evoke emotions and establish a profound connection with consumers.

Matriarch strategically incorporates multi-sensory elements, turning each encounter into an unforgettable sensory journey, redefining the essence of experiential activations.



The New York Immersive Mozart is a 45-minute art installation that uses artificial intelligence and video to bring Mozart's music to life. The event also offers yoga classes that combine music with yoga to create a unique experience. Image credit: Mozart Immersive Yoga



The Burger King Call of Duty MW 11 campaign turned their flagship store into a themed warzone for immersive experiences, and expanded its impact with a national roadshow, influencer partnerships, and online gaming challenges. Image credit: Matriarch & Burger King



ETHICAL NARRATIVES

In the evolving landscape of 2024 Experiential Marketing Trends, the spotlight shines on Ethical Narratives. Brands are urged to prioritise their Brand Responsibility and Ethics, shaping identities that deeply connect with conscientious consumers.

Beyond contributing to a better world, this commitment fosters enduring connections through purpose-driven experiential journeys. In the pursuit of unforgettable brand narratives, sustainability, and ethics stand out as pivotal elements, shaping the very essence of experiential marketing in the year ahead.



Standard Bank's Achieva™ Exchange is a pioneering initiative that redefines celebrating personal achievements by inviting individuals to support first-time job seekers, fostering a culture of giving and community empowerment. Image Credit: Standard Bank

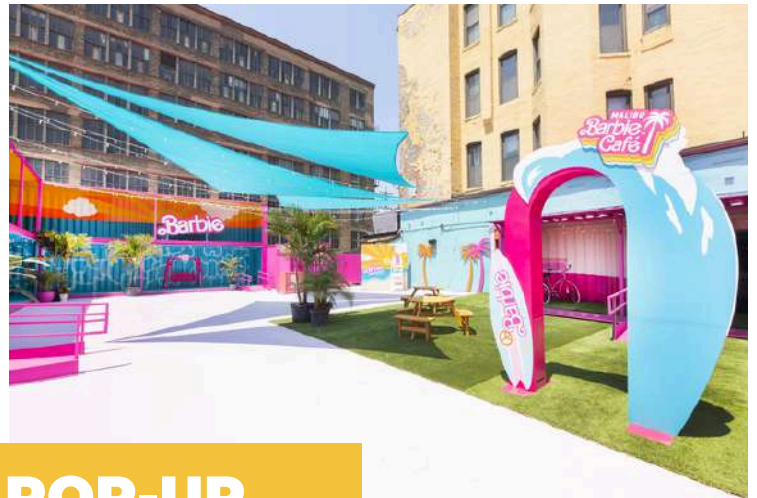
Concluding our exploration of the dynamic trends shaping the experiential marketing landscape in 2024, a singular theme emerges — **a transformative journey toward authenticity, innovation, and meaningful connections.**

The integration of these trends is pivotal in crafting compelling campaigns that resonate authentically with an audience poised for innovation. As we step into this immersive journey, 2024 heralds an era where brands delve into the art of experiential marketing to cultivate lasting connections and unfold captivating brand narratives.

GLOBAL HIGHLIGHTS

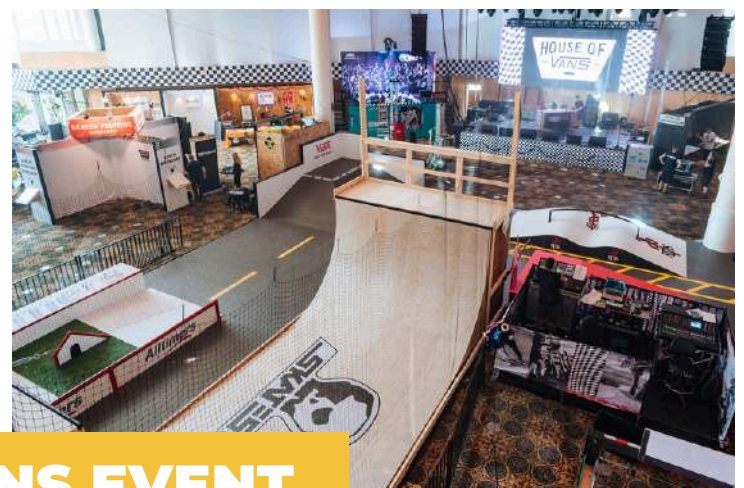
2023'S EXPERIENTIAL STANDOUTS

After exploring the cutting-edge trends shaping experiential marketing in 2024, it becomes equally compelling to reflect on the standout experiential activations from across the world in 2023. Here, we shift our focus to highlight some impactful global campaigns that made waves over the last year.



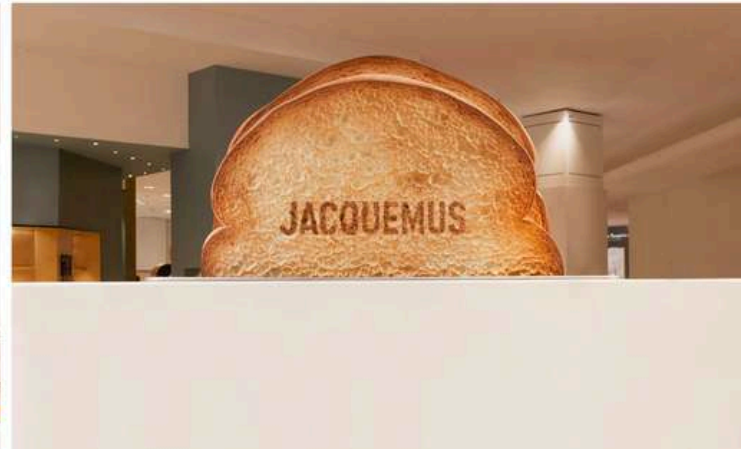
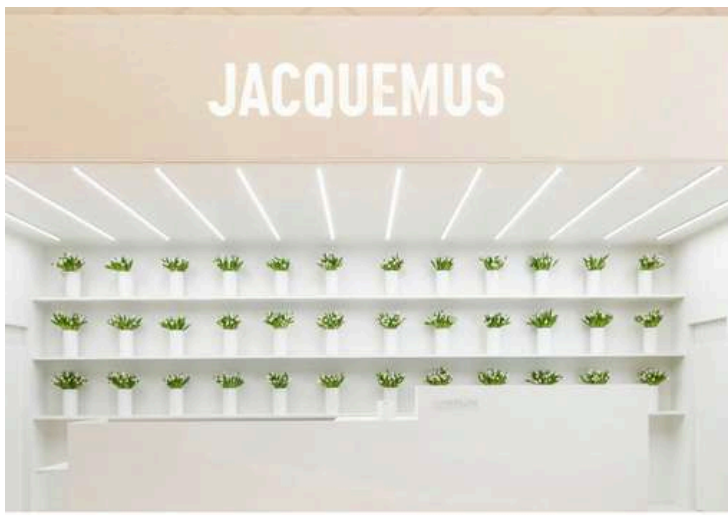
USA: THE BARBIE CAFE POP-UP

With the Barbie movie releasing in 2023, brands from Ruggable to Pinkberry to Aldo used the hype to promote their products. The new Malibu Barbie Cafe pop-ups in New York and Chicago took it a step further with a fully immersive Barbie-themed restaurant featuring a menu by Master Chef semi-finalist Becky Brown.



CANADA: HOUSE OF VANS EVENT

The skate and shoe brand, Vans, brings together arts and street culture for the House of Vans Montreal event. This free immersive pop-up experience lasts a full day and includes an art show, community and food market, live music performances and Vans merch. House of Vans is a recurring event where they celebrate their "Off the Wall" attitude in different cities.



PARIS: THE JACQUEMUS IMMERSIVE POP-UP

This retail pop-up store in Paris features immersive installations with a photo booth, a flower store, a handbag vending machine, a coffee shop, and a giant toaster. Jacquemus, a luxury fashion brand, uses this pop-up to interact with all kinds of customers at Galeries Lafayette. This fun, larger-than-life activation allows the high-fashion brand to interact with an audience of everyday shoppers in Paris and highlight their most iconic collections.

DENMARK: THE ANDEL ELECTROSHUFFLE

At Denmark's Roskilde Festival, leading energy company Anel and Pavegen engaged attendees in sustainability with 'ElectroShuffle,' an installation where participants generated energy in a dance-off. This gamification and social media promotion captivated attendees and broadened Anel's reach, showcasing their commitment to greener energy and innovation.





USA: LOVE ISLAND

Peacock's Love Island USA Villa Pop-Up, hosted in Austin and Nashville, provided fans with the opportunity to audition for the reality show. Modeled after the U.K. series, Love Island USA involves singles seeking love in a villa, with viewers voting on eliminations. Participants at the pop-up interviewed for the next season, creating audition tapes with entrances, dating stories, and photos. Former islanders joined the event, attracting over 1,000 attendees, while a co-branded Peacock and Tinder bedroom photo opportunity enhanced the experience.



BRAZIL: NETFLIX TUDUM EVENT

The Coca-Cola Stage at the Calgary Stampede is a free outdoor live music experience featuring a lineup of popular artists spanning multiple genres, including Vance Joy, Tegan and Sara, Jessie Reyez, and more. The Coca-Cola Stage is a physical manifestation of Coca-Cola's "Coke Studio" campaign and "Real Magic™" philosophy. The "Coke Studio" campaign brings people together through music, while their Real Magic™ brand philosophy coins the idea that magic happens when people come together and share experiences.



USA: MARVEL STUDIOS: WELCOME TO KNOWHERE

For its first-ever Coachella activation, Marvel Studios invited travelers to Knowhere, a nod to the home base of the characters of Guardians of the Galaxy. The immersive space, situated on the side of the road that attendees travel to the festival, featured fun photo ops, musical programming, and exclusive giveaways centered on Guardians of the Galaxy Vol. 3. In addition to the physical activation, folks driving out to the desert could tune in to K-GOTG Radio, a Guardians-themed station featuring music from all three films, as well as commentary from comedian Greg Barris.



CANADA: THE CALGARY STAMPEDE COCA-COLA STAGE

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CANNES, FRANCE: PINTEREST MANIFESTIVAL

At Cannes, Pinterest's "Manifestival" dazzled with creative activities beyond usual panels. Attendees previewed trending products, tasted global food like ice cream with mini croissants, and engaged in the Future You Studio, showcasing top trends with hairstyling, piercings, tooth gems, and tattoos. Additionally, guests personalized merchandise, crafting unique upcycled jewelry and accessories. This blend of creativity and innovation made Manifestival a memorable experience, spotlighting Pinterest as a catalyst for inspiration and trend exploration.



USA: PARAMOUNT+ HALO SERIES LAUNCH

Paramount+ made a splash at South by Southwest, promoting its upcoming sci-fi series "Halo" with a stunning display of 400 drones in downtown Austin, Texas. The hovering spectacle, measuring 300 feet tall and 600 feet wide, featured a scannable QR code and neon purple messaging, including "HaloTheSeries Streams Mar 24" and the Paramount+ logo. This innovative blend of technology bridged the gap between digital and physical realms, creating a memorable and immersive marketing experience for attendees.

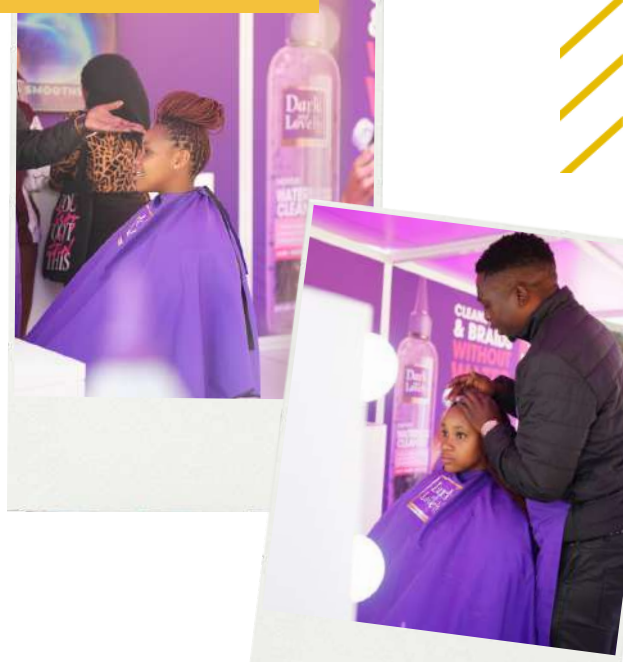
2023 STAND-OUT MATRIARCH MOMENTS

Delving into our own portfolio, we're excited to showcase a selection of standout **2023 #MatriarchMoments**. While it's impossible to highlight every achievement, we're thrilled to offer a glimpse into a few of the 2023 projects that fill us with pride

CASA DE DARK AND LOVELY CAMPUS TOUR

Presenting the unforgettable 2023 Casa De Dark and Lovely Campus Tour! This remarkable journey took us on an exhilarating roadshow to college campuses all over the country, delivering the essence of Dark and Lovely straight to students.

Focused on self-care, the tour provided immersive experiences that showcased the exceptional quality of Dark & Lovely products. It was a vivid demonstration of how experiential marketing fosters profound, impactful connections, leaving an indelible mark on the hearts and minds of students nationwide.



ROBERTSONS #FAMOUSFORFLAVOUR

Robertsons Spices' 2023 #FamousForFlavour campaign celebrated passionate home cooks by launching a competition with nearly R300,000 in prizes.

Matriarch's role was to introduce the nine finalists and ignite the public voting process, achieved through the #FamousForFlavour Dining Experience in malls across the nation. These pop-up events, designed to mimic the restaurant experience, showcased Robertsons' mastery in flavour. This innovative approach not only engaged the public but also highlighted the brand's commitment to recognising culinary talent, making it a memorable initiative that effectively blended marketing with consumer interaction.



2023 WHITE STAR MISS SOWETO

The Miss Soweto pageant has been a transformative platform since 1979, fostering the growth of young women into successful professionals across various sectors, with White Star's Legacy Project supporting winners beyond their crowning.

The pageant transcends beauty, aiming to enhance brand affinity and community impact through empowering initiatives and charitable contributions.

Contestants receive extensive training in life skills and professional development, complemented by strategic media engagement and masterclasses. The event itself, hosted at the Soweto Theatre with live performances and interactive social media engagement, celebrates academic and career ambition, community involvement, and the spirit of empowerment in a grand spectacle of fashion and entertainment.



BURGER KING CALL OF DUTY MW 11 CAMPAIGN

The Burger King Call of Duty MW 11 campaign, aimed at South African consumers, merged fast food with gaming enthusiasm. Recognizing their audience's overlap with gamers, especially those intrigued by the 'Going Dark' theme in Modern Warfare 11, Burger King crafted an immersive store experience.

Matriarch revamped their flagship store into a night vision warzone, featuring camo decor, smoke, and a Ghost Tunnel challenge, where purchasing a COD meal could win prizes. The campaign, boosted by PR, social media, and influencer Jack Parow, also included a national roadshow with gaming stations, leaderboards, and branded merchandise, engaging the community on ACGL with unique challenges and competitions.



UNILEVER FOOD SOLUTIONS: FUTURE MENUS LAUNCH

Unilever Food Solutions launched the Future Menu Trends Report 2023, revealing global culinary insights from 1,600 chefs across 21 countries and their impact on gastronomy's future. Matriarch curated an immersive launch event, captivating chefs and industry experts with demonstrations, exquisite cuisine, and tasting sessions that brought the eight trends to life. Each trend was showcased through unique experiences, elevating taste beyond traditional food tastings.





MATRIARCH

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REAL PEOPLE,
REAL RESULTS**

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