

# THE 10 RULES OF EXPERIENTIAL MARKETING

Sit down with Ryan Orrick, the VP of Experiential Marketing at Moosylvania, and you'll pick up on some key character traits: he loves his job and his wife, he is a great story teller, and be patient – when he has people on the road he always answers his phone.

A respected veteran of the event marketing biz and a true pioneer of the pavement, we got Ryan to sit down for a few minutes to share some of the key lessons he's learned in over a half a million miles on the road.



## 1 IT WON'T ADD VALUE UNLESS IT ADDS VALUE

Let's talk about why you got into the event in the first place. If it was an added value event, don't stop short with just samples placed in people's hands. Turn it into something memorable. Even if your budget is small, creativity can go a long way.

## 2 AND NOW A MESSAGE FROM OUR SPONSOR

Perhaps there is an opportunity dropped into your lap for an event sponsorship. Many make the mistake of automatically discounting this in favor of a guerilla approach. But done well, a sponsorship can have tremendous reach at a low cost per engagement.

## 3 WHAT MAKES YOU SO GREAT?

When you plan the event, think of not only your consumer in a broad sense but also the mindset they'll be in when you interact with them. Build in research, as insights lead to memorable experiences.

## 4 HAVE MULTIPLE PERSONALITIES

Once you've determined your overall event and location, make sure to cut it into different sizes for your consumers to digest. In a hurry? Give them just a taste. Willing to stay a while? Have a plan in place for more engagement.

## 5 PUSHY LOOKS DESPERATE

All aspects of your experience should be designed to get consumers comfortable and attract them to you, versus push your brand on them. Well-designed programs will be unique, engaging and have real value.

## 6

### IF THEY ARE WEARING YOUR NAME, THEY SHOULD PLAY YOUR GAME

The staff at your event will be your brand brought to life for your consumers. Expect to review and approve your staff and their preparation curriculum.

## 7

### MURPHY'S LAW MEETS MURPHY'S LAWYERS

When you're headed out on the wilds of event marketing, make sure you are covered. Your plan must include associated sponsorship, venue access, permit and insurance fees for every location. If not, you are very likely to be violating a code, ordinance or policy and will be at risk of unforeseen legal issues and expenses.

## 8

### IN CASE OF EMERGENCY, THINK FAST

Live experiences are exactly that, live. Give your team the ability to modify set elements for each venue and adjust for the traffic flow. Flexibility on-site separates a good execution from an exceptional execution.

## 9

### BE SMART IN ASSET MANAGEMENT

Decide in advance what you want to do with the equipment at program end. If you plan to run a program annually, allocate budget for warehousing and maintenance. And always buy the extended warranty. There's a big difference in buying a flat screen TV for your home and taking one on the road.

## 10

### MOVING THE CHAINS

This is all about measurement and moving your program forward. Post analysis of the event starts at the beginning, when you set expectations for status reporting, summaries of engagements and fulfillment of objectives.

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