Experience
Brand
Gravity™

Bonding Brand & Customer.

What is *Brand Gravity* —and Why Should I Care?

The Secret Sauce to Brand Love & Ways to Make it Stronger

Let's talk about ***brand love***.

Not the fleeting "thumbs up" kind, but the deep, unshakable bond that keeps customers coming back for more.

That's what we call ***Brand Gravity***—the lasting bond between your brand & core customer.

When TIME & Statista dropped their "World's Best Brands of 2024" list,[1] it drove home this truth: In today's marketplace, a strong brand is your most valuable asset.

It impacts everything from the customer journey to your sales funnel, and:

- Influences customer preference
- Generates demand
- Sets you apart from the competition
- Protects against disruption
- Cultivates unstoppable advocacy & customer lifetime value

Yet, igniting brand love is no small task.

And though today's marketers have many channels within their mix to reach & engage their customers—from TV & print; to social media & email; to OOH & PR; and beyond—we fundamentally believe **experiential is the most powerful channel to increase your Brand Gravity.**

There's a reason event & experience investments grew by 23% in last year's Q1—the fastest growth in the Bellwether Report's 11-year history[2].

Each of your events & experiences can spark emotions so powerful, and resonate so deeply, they **bond your core customer to your brand for life.**

let's get into it!

The Power of *Brand Gravity*

TIME's top brands list also raised a big question:
What truly sets the best apart?

Sure, awareness, buzz & usage are important, but the heavy hitters scored big on two key metrics:

likeability & loyalty

Combined, these made up 60% of the rankings[3].

Why? Because when you like something, and especially when you love something, you keep coming back to it.

As TIME put it:
"[Brands are] ultimately defined—for better or worse—by consumer perceptions. They also play starring roles in our preferences and spending behavior as companies respond to, and shape, market trends."

And as we all know, consumers are fussy!

So, while those **perceptions** define your brand in the marketplace, your brand-building efforts have the ability to shape those perceptions—and can ultimately deliver **preference** & loyalty.

It's why 76% of marketers prioritize nurturing lasting customer relationships[4]. And it's where Brand Gravity comes in—as the customer bond that, when cultivated, flourishes into advocacy & greater customer lifetime value.

In short:

brand love = brand gravity

To picture it visually: ***BRAND GRAVITY*** is the tether to your brand, keeping customers from drifting toward competitors in today's expansive marketplace.

And this brings invaluable bottom-line business impact:

23% higher revenue for brands that prioritize customer engagement[5].

A **profit increase of 25% to 95%**, from a 5% customer retention boost[6].

Greater spend from

57%

of customers who identify as brand loyal[7].

THE CHALLENGE:
While building customer preference is the most critical pathway to longstanding CLV, transforming "like" into **brand love** is arguably the most difficult.

THE SOLUTION:

enter experiential.

Experiential's Power to Strengthen ***Customer Bonds***

Those fussy customer preferences are directly impacted by their experience with your brand, product or service.

Why? Think about it: We've all been that fussy customer.

We've all had experiences we've RAVED ABOUT:

Walking into a coffee shop on a damp, grey morning & being wrapped in the rich aroma of freshly roasted beans (& a friendly barista's smile!).

Arriving at your hotel travel-weary, only to be met with a cold drink & a perfectly turned-down bed waiting for you.

Bracing for customer service hell—only to be taken off hold & have your issue solved instantly & effortlessly.

And we've all had experiences that have TURNED US OFF forever:

Being ignored in a store while sales associates scroll TikTok behind the counter.

Barely making your connection through a chaotic airport only to be booted from your window seat at boarding.

Walking into an overcrowded conference, feeling lost, overwhelmed —and desperate for an escape route.

Each of these experiences—good or bad—leave a lasting emotional imprint.

And that's why each of your experiences can shape customer perception & preference—forging the bonds that lead to ultimate brand loyalty.

In other words:
Each event and experience can —and we believe should— increase your BRAND GRAVITY.

Here are four reasons why experiential is uniquely positioned to make it happen:

01 IT'S IMMERSIVE & MULTI-SENSORY.

Other marketing channels hint at your brand's story, but experiential puts your audience in the center of it—engaging their senses to create unforgettable interactions.

It makes sense that everyone is embracing the maximalism life: People want to feel & enjoy. They want experiences that move them:

- **83% seek experiences** bringing joy & happiness.
- Yet, **70% can't remember** the last time a brand excited them[8].

And it's not just about delighting—it drives results:

- Multi-sensory marketing boosts **emotional connection by 60%** & **purchase intent by 20%**[8].

Why? Because tapping into the senses is a shortcut to emotions & memories. "Smemory" isn't just a buzzword—it's a superpower that can make your brand unforgettable[9].

And being unforgettable matters more now than ever.

Social media's passive scrolling & seamless user experiences that let audiences zone out have made everything blur together. Sairah Ashman, Global CEO of Wolff Olins, calls it "the flattening of everything," where brands & their spaces are becoming indistinguishable in the race to optimize UX[10].

Why do **75% of consumers say they feel more connected to a brand after a brand experience**[11]?

Call it creative hyperbole: Immersive, multi-sensory experiential breaks through the monotony. It floods audiences with the feelings they crave—setting your brand apart from the competition **and** forging deeper bonds.

02 *IT USES PARTICIPATION TO SHOW, NOT TELL.*

"Personalization" is being touted as this year's buzzword in trends reports, but let's be real—it's hardly new[12]. And what does it mean, anyway?

Name dropping might feel nice but doesn't dig into customer preferences. Generic retargeting ads & demographic targeting miss customer behavior nuances.

The truth? Most "personalized" efforts still miss the mark:

- **64% of consumers want to buy** from companies that personalize experiences to their wants & needs[13].
- Yet, **33%** say brand messages don't address those needs[14].

Experiential flips the script by **creating the ultimate personalized journey through participation**.

Images by Bath & Body Works

By tapping into attraction motivators & behavior data, experience design puts your audience in the driver's seat—fueling creativity with strategic insights to to create a bespoke, interactive experience that deeply resonates.

Instead of messages that consumers tune out or forgettable sales pitches, experiential invites audiences to participate—testing & understanding the value in real-time.

This hands-on approach is why Bath & Body Works claimed the top spot in Male Cosmetics with its Men's Shop pop-up tour at sporting events[15].

And it's why Pinterest's Pinvision reimagined B2B conferences—immersing stakeholders in its business benefits, instead of just talking about it. Laura Gaffney, Pinterest's Director of Business Marketing, EMEA & APAC, called it the perfect opportunity to "unboring" a traditional format[16].

The result? Audiences don't just "get it" —**they feel it**.

Images by Pinterest

they remember. they act.

And as a result, your brand moves from noise to necessity.

03 *IT BUILDS TRUST TO BRIDGE THE "BELIEF GAP."*

In a world where AI churns out deepfakes, clickbait & algorithm-driven content, trust has become the new currency.

It's what we call the Belief Gap—and as more brands turn to AI to produce content & campaigns, skepticism grows.

The result? Consumers demand proof—they need to see it—**and experience it**—to believe it:

- **56% worry about identifying** what's real vs. fake[17].
- **68%** say AI advances make brand trust more important than ever.
- **71% want a human to validate** AI outputs[18].

This skepticism creates a critical opportunity: **Live experiential can be your customer's ultimate**

truth detector.

That's because live, face-to-face interactions let audiences validate your brand in ways no algorithm ever could:

- **77% trust brands more** after in-person experiences[19].
- **85% are more likely to buy** after participating in events & experiences[20].

But bridging the Belief Gap isn't just about data—it's about taste.

And honestly, this one had us talking. Marketers are buzzing about taste right now, but what does that really mean?

After some back & forth around the virtual watercooler, here's where we landed:

AI can churn out insights, analyze data & predict trends—but left unchecked, it's just amplifying what already exists. Ultimately, AI surfaces what gets clicks, not necessarily what's correct, resonant or impactful.

And that's the difference between being data-driven vs. data-informed:

Being ***DATA-DRIVEN*** lets the data & tech make the decisions for you.

Being ***DATA-INFORMED*** uses data as a guide—checking it against intuition, expertise, brand goals & audience needs to craft experiences that bring results.

As Elizabeth Goodspeed said, "AI itself can't generate good taste for you[21]." She's right—**taste is inherently human**. (And as we all know, bad taste is inherently common!)

Taste is the ability to sift through endless possibilities, recognize what matters, and turn raw insights into audience-centered experiences that resonate.

In experience design, taste is what transforms data into creative that feels authentic—delivering experiences that are trusted, real & emotionally sticky.

It's what breaks through the noise, moving beyond the expected to win over skeptics & build bonds that AI simply can't replicate.

> *AI itself can't generate good taste for you.*
>
> **Elizabeth Goodspeed**

04 IT'S YOUR HOLISTIC OMNICHANNEL AMPLIFIER.

We touched on all the marketing channels you have at your disposal—TV, print, social, email, OOH, PR & beyond. But the brands that break through don't just show up everywhere. They make every channel work harder.

And that's where experiential shifts the game.

It's not just another touchpoint—it's the force that unifies & amplifies the touchpoints across your marketing ecosystem, making your channels work harder for you in beautiful synchronization & harmony.

It's no surprise, then, that experiential is seeing exponential growth:

- **74% of Fortune 1000 marketers** are increasing their experiential spend in 2025.
- **66% say experiential's importance** to their company is growing.
- **50% report rising event ROI**[22].

As Emma Kirk, General Manager at the Institute of Promotional Marketing, put it: "Experiential marketing has earned its place at the centre of brand strategies[23]."

Why? Because experiential turns customer data into seamless, high-impact engagement across every channel, fueling brand stickiness & maximizing ROI.

Just ask Kellanova. At the Pop-Tarts Bowl, they didn't just sponsor a game—they owned an award-winning experience.

From a fan-fueled pre-game tailgate to a giant edible mascot devoured by the winning team, the viral activation:

- Captured **80% of game-related coverage**.
- Generated **15x more brand mentions** vs. other non-sponsored bowl games.
- Delivered **$1M in first-party data**[24].

> *Experiential marketing has earned its place at the centre of brand strategies.*
>
> **Emma Kirk**

Images by Kellanova

And that's the real power of experiential: it doesn't just fit into your marketing mix —it ***SUPERCHARGES*** it.

Ready to Increase ***Your Brand Gravity***?

Every event & experience can do more than engage—they should bond your brand & customer for the long-haul.

And in a world overflowing with content, where customer attention is more fragmented than ever, **experiential marketing stands out**—as the most powerful, immediate channel to amplify your Brand Gravity.

It cuts through the noise.

It helps your customers believe your brand—and believe in your brand.

And it creates feelings so strong, they keep coming back for more.

Our proprietary **Experiential Intelligence**—what we call our **science of attraction**—proves this: When you uncover what truly delights & motivates your customers, and use strategic insights to power fact-based creativity, you can design experiences that drive deeper connections & real impact.

And that's when the magic happens.

The brand love you're craving?
That's Brand Gravity, baby.

And we can help increase yours.

let's make it happen

Experience Brand Gravity™

Bonding Brand & Customer.

CITATIONS

1. **TIME & Statistica**: World's Best Brands of 2024
2. **IPA**: 2024 IPA Bellwether Report
3. **TIME & Statistica**: How TIME & Statistica Determined the World's Best Brands of 2024
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5. **Gallup**: Focus on Your Brand Promise to Improve Customer Experiences
6. **Harvard Business Review**: E-Loyalty, Your Secret Weapon on the Web
7. **Accenture**: See Beyond the Customer Loyalty Illusion
8. **Wunderman Thompson**: The Age of Re-Enchantment
9. **National Library Of Medicine**: The Role of Odor-Evoked Memory in Psychological and Physiological Health
10. **Forbes**: Brand Memorability and the Flattening of Everything
11. **Event Marketer**: EventTrack, Seventh Annual Edition
12. **LinkedIn, via Felix Schirl**: The Evolution of Personalization: From past to present and into the future
13. **Qualtrics**: 2024 Global Consumer Trends
14. **Marigold**: 2024 Relationship Marketing Trends
15. **TIME & Statistica**: World's Best Brands of 2024
16. **Mobile Marketing Magazine**: Pinterest Disrupts Expectations at Annual Advertiser Summit, Pinvision
17. **World Economic Forum**: How can we build trustworthy media ecosystems in the age of AI and declining trust?
18. **Salesforce**: The State of the Connected Customer Report
19. **Campaign**: Engagement, relationships and trust: Events bring all three
20. **Event Marketer**: EventTrack, Seventh Annual Edition
21. **It's Nice That**: Elizabeth Goodspeed on the importance of taste—and how to acquire it
22. **Event Marketer**: EventTrack 2025: Experiential Marketing Forecast & Benchmark Study
23. **The Institute of Promotional Marketing**: The Year Experiential Took Centre Stage—Bellwether Report Unwrapped 2024
24. **PR Newswire**: Pop-Tarts First Edible Mascot wins Grand Prix at 2024 Cannes Lions