Iconic Event Strategies: Real Life Experiences Are A Marketer’s Secret Weapon

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As many begin to question the effectiveness of television advertising in the wake of its 60th Birthday, Iconic Event Strategies outlines how marketers could dramatically increase their return by opting for a far cheaper, more interactive method of initiating customer communication.

As television advertising celebrated its 60th birthday, Norwich based event marketing firm Iconic Event Strategies have been reflecting on the effectiveness of such traditional marketing approaches. It's fair to say that over the years television advertising has been privy to a number of popular campaigns which have in their own right become iconic. Compare the Market's long running Meerkat campaign has gained a huge legion of fans and even spawned its own catchphrase, 'Simples!', whilst the release of John Lewis' Christmas television campaign has become a major annual event. However, despite the obvious entertainment value of these campaigns Iconic Event Strategies have been questioning if this popularity translates into a higher rate of sales or customer loyalty. Just because an individual enjoys the narrative of a television advert, doesn't mean they will feel the motivation to utilise the service it is advertising. The firm believe that this is because although television campaigns can summon up a certain level of emotional response, they lack the basic personalisation which forms connections between brands and their consumers. To really build lasting relationships with consumers, the firm believe brands need to speak to consumers as individuals so that their message is more profound.

About Iconic Event Strategies: http://www.iconiceventstrategies.co.uk

This is why Iconic Event Strategies are confident that for brands looking to form stronger connections with their consumers and increase sales, event marketing is a far more tangible option. Consumers are subjected to such a large volume of marketing content that it is nearly impossible to absorb it all. Event marketing, which focuses on delivering customers real life interactions with brands creates memorable, multisensory experiences from which consumers shape their preferences and helps them to form an emotional attachment to a brand's identity and message.

Because of the success of event marketing, an increasing number of brands are starting to implement more of these direct, personalised marketing methods. One of the most famous brands to utilise event marketing is global technology giants Apple. The brand's atmospheric product launches attract huge crowds and offer heightened product engagement. These events have helped the brand attract not only worldwide media attention, but have also allowed them to maintain their reputation for being customer focused lifestyle brand that people are eager to be part of.

Iconic Event Strategies are experts in outsourced event marketing solutions and help a number of national brands increase their exposure and form more meaningful customer connections. Through face to face customer communication the firm work on behalf of their clients to build up strong relationships and deliver a highly personalised customer experience. By meeting with customers directly and engaging on a far more personal level, Iconic Event Strategies are able to dramatically increase their clients market reach and generate an impressive ROI.

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