



# Memorable Customer Experiences: A Research Anthology

*Joëlle Vanhamme*

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Experiential marketing - or memorable customer experiences - is proving a popular tool amongst businesses seeking to make an impact in a competitive world. Yet the scramble to achieve a presence among experience providers has led many companies to design and implement experiential marketing without integrating it with their overall marketing strategy. These companies often end up dissatisfying their customers rather than delighting them. This research anthology investigates different angles of experiential marketing. The 16 chapters are organised in six sections. The first section considers whether memorable customer experiences result from the use of traditional marketing practices, perhaps implemented more effectively than previously, or require entirely new practices with new foundations that turn companies into experience providers. Section two details ways businesses seek to build brands through putting experiential marketing into practice, while section three asks whether there are general principles that can be applied to the design of customer experiences which ensure successful outcomes whatever market you may operate in. Section four examines how companies manage their customer experiences once they have made the strategic decision to provide them, and section five looks at methods available to evaluate the success of these customer experiences. 'Experiential marketing changes everything!' claim the management gurus, but is it really so significant that not joining this race is dangerous? The last section of the book offers a much needed critique of experiential marketing.



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