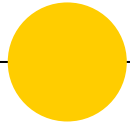


Breakthrough Branding



Marketing to the 8 second generation



hello!

I'm Cynthia Rojas - CEO at Hype Creative Partners

nice to meet you!



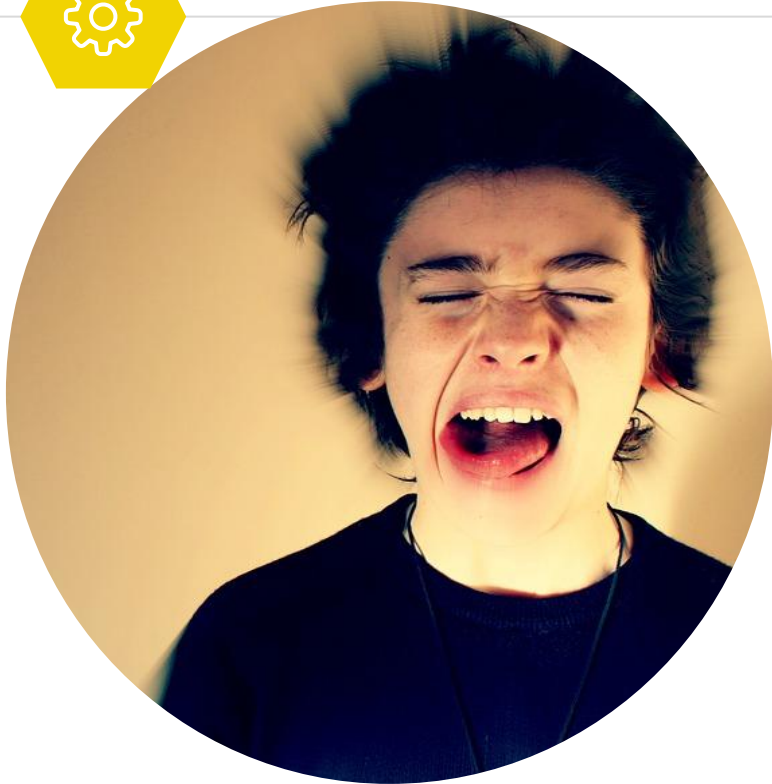
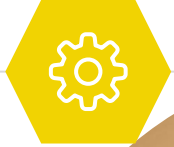
How Many Of You Feel You Are Connected To Your Phone More than You Would Like?



8 Seconds

According to a study done by MicroSoft we have an 8 second attention span as humans - less than a goldfish!





marketing *ain't* easy

in today's world of multiple screens it seems everyone's attention span is getting less and less. Let's face it, engaging our customers with all these distractions is hard.

1

Creating Branding that Connects

*getting to the
heart of things*

customers buy a product based on how
it makes them feel about their own lives



1

creating branding that connects *emotionally*

50% of customer experiences are based on emotion.

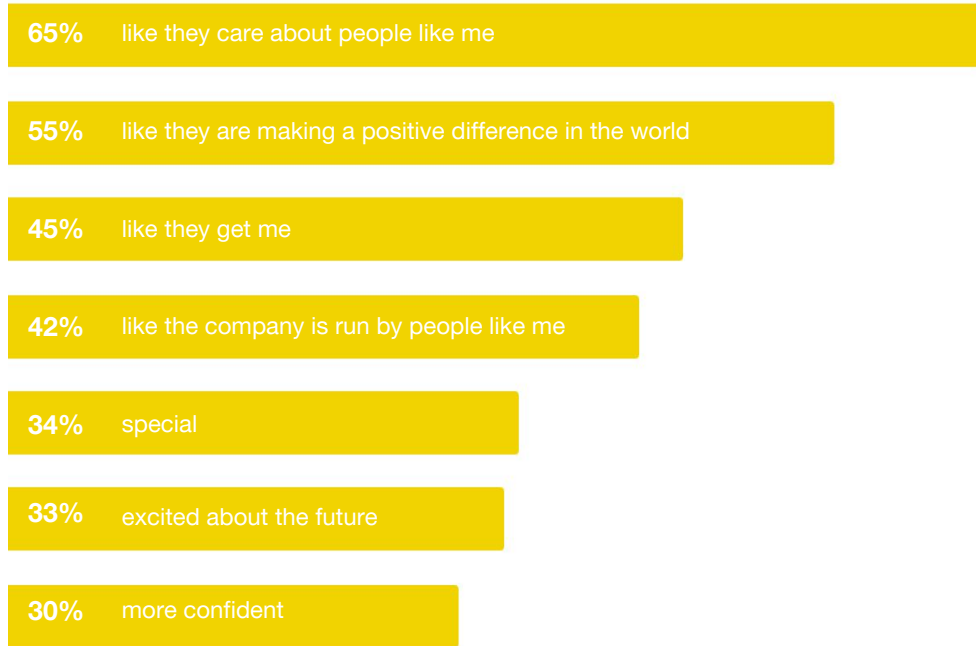
when your audience can emotionally connect with your brand, they won't just buy your product, they won't just be loyal customers, they will be your best salesforce



When your customer has an emotional connection to you they are **loyal**



- At least three times more likely to recommend your product or service
- Three times more likely to re-purchase
- Less likely to shop around (44% said they rarely or never shop around)
- Much less price sensitive (33% said they would need a discount of over 20% before they would defect).



Reasons customers give for their emotional brand connection

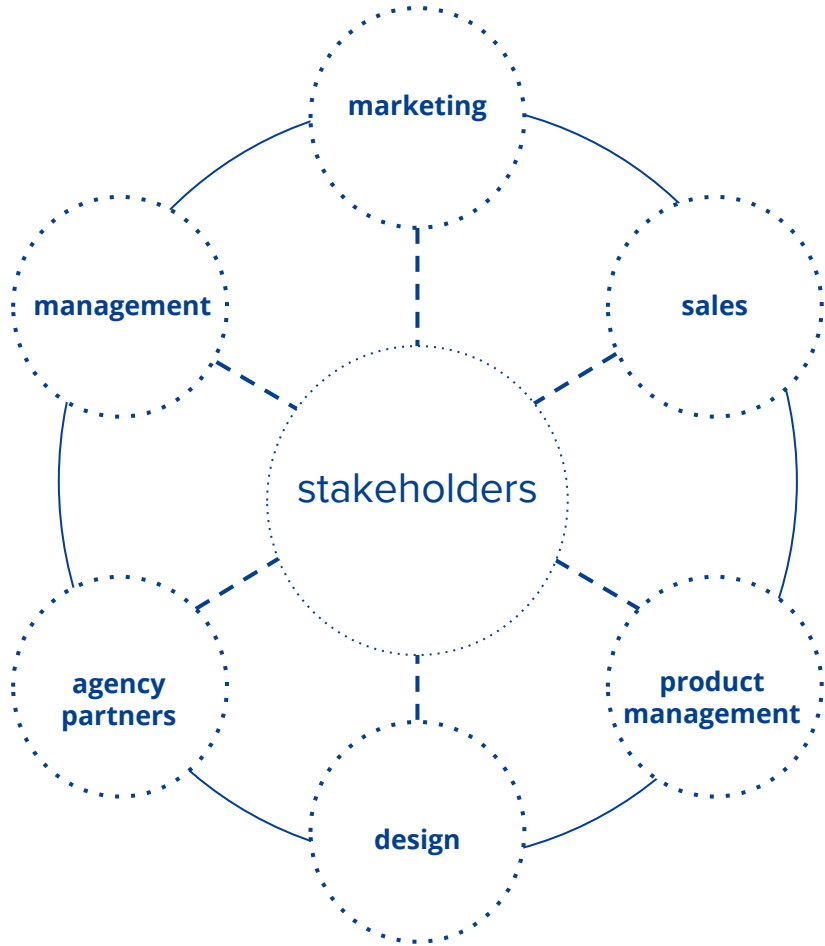


2

your customer

culture code

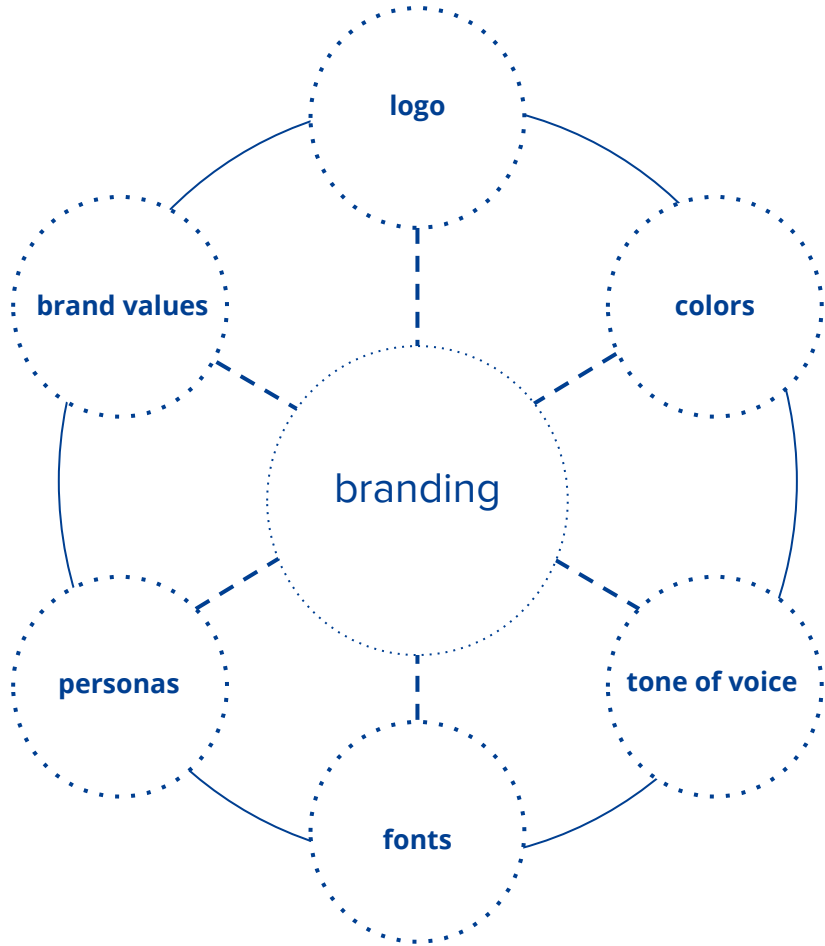
it is all about the customer



It is important all the internal stakeholders are **connected**

*if the internal stakeholders at your company are
not connected, you cannot expect to connect
with your customers*

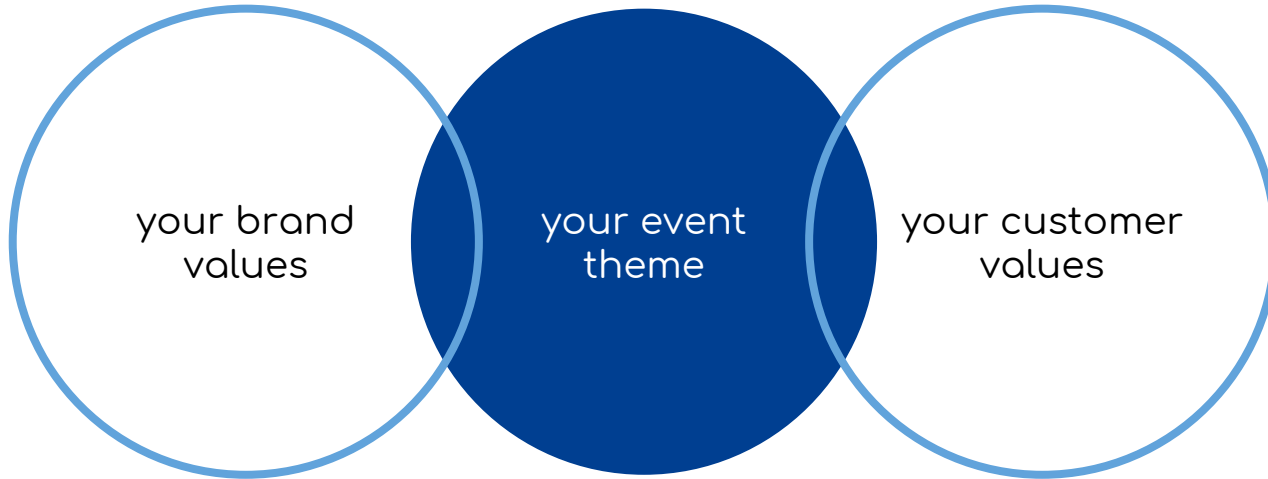




Making sure your branding is consistent will create ***brand trust***



develop an event theme that
connects your brand with
your **customer's values**



Dell World Live

shi

Customer

#Dell #dLive

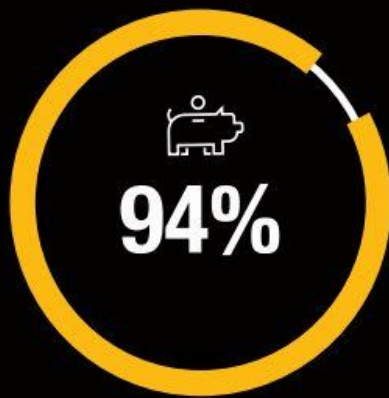




WHAT ATTENDEES SAY



RECOMMEND
to their peers



WORTH
the investment



MORE
effective at work



OUTSTANDING
good rating

3

Pre-event activities

online presence

building the momentum

Creating your online identity is as much about promoting it as it is about developing the event itself.





Giving yourself enough time to build momentum about your event is important:

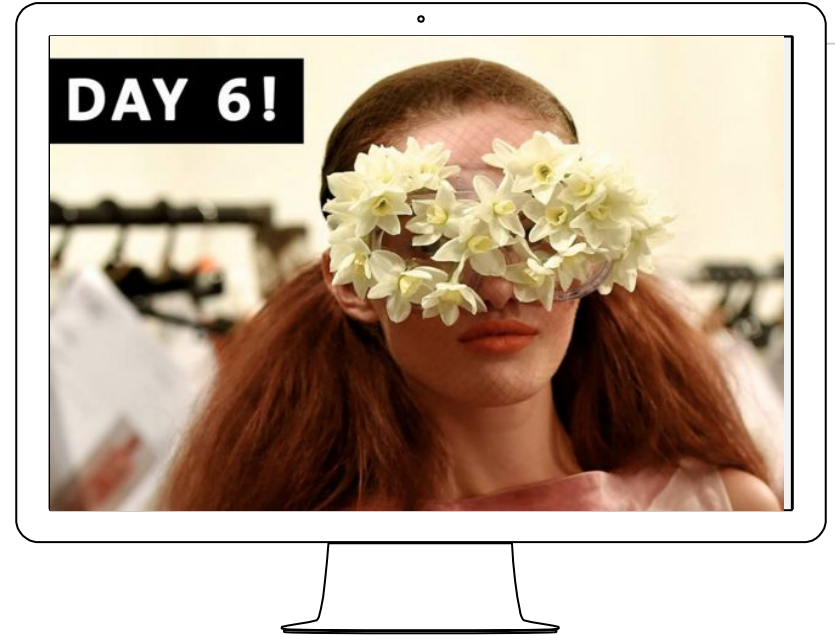
- **30%** of people said that they would have purchased a ticket to an event if they were aware that it was happening in their area.
- **1 in 3** people thinking about going to a live event are uncertain about which event they will attend.
- **64%** says the internet is the main source for live event information.



create momentum via **social & search**

Use social media channels to create a buzz and momentum around the event

Run Geo-targeted Search & Social Campaigns Using the Conference Hashtag





create inbound **content**

Write a series of blog posts for a trade magazine, build an email newsletter to keep people up to date with your event, or develop a fun infographic that people will want to share.

Antepavilion



Launch

4 Aug

Party

You are invited to the launch of the 2017 Antepavilion designed by PUP Architects

Friday 4 August
7pm – late
Food + Bar
Music + DJs

HOXTON DOCKS
55 Laburnum Street
E2 8BD

[rsvp using link](#)



explain your **why** on your event site

HubSpot does a great job at this; just check out the why attend section of the Inbound site.



4

get creative

***creating connection
at the event***

Get them engaged



Build Connection:

- **65%** of attendees said live events helped them have a better understanding of a product or service.
- **70%** of users become regular customers after an experiential marketing event.

Spend some time in your attendees shoes thinking about what they want!





Create an event *within the event*

Build momentum and keep people engaged throughout your event by creating mini events to keep attendees coming back,

WordStream

**Join us at Traffic & Conversions Summit
Booth #43**

Get Your PPC Score and Enter to Win \$\$\$\$* >>

*See booth staff for details



Have a giveaway that is ***interactive and fun***

The Adobe MAX event set up a 3D selfie booth where participants could get a 3D selfie!





Create a space that is **unique**

LinkedIn took a cool approach to their Talent Connect Event when they constructed at ice cave where guests could mingle and connect.





Bring back your event to connect with everyone's *inner child*

Google created a carnival theme for their City Experts Event, making the event fun for everyone





Make your event *interactive*

To instill confidence in girls at their #LIKEAGIRL Unstoppable Confidence Summit, Always created an interactive installation where attendees could write inspirational messages that would be projected on a digital wall





Make your event seating **comfy**

TedxSomerville hosted their event with comfy alternative seating to allow guests to listen to speakers and be comfy at the same time.





Make your event **sweet**

Show off your company with a logo that's made out of candy. BMW had their candy logo at the Washingtonian Channels Annual Party. This edible decoration is a simple and cheap way to show off your brand at any event.





Make your event **artistic**

Microsoft wanted to make an impact at an event and demonstrate their new software. They allowed participants to create messages on a tablet, which was then shown on a plasma wall





Create a #hashtag and *live tweet the event*

Live social interactions,
live tweeting are expected.

Stay on top of your event
and keep the momentum
going by live tweeting the
event to keep your
audience engaged



Follow

Our very own, [@shellyfagin](#), says that 80% of people would rather watch a live video than read a blog post! [@Pubcon](#) while speaking about "Building a Community Around Your Brand"!

[#pubcon](#) [#video](#) [#brand](#) [#Marketing](#)



9:49 AM - 12 Apr 2018

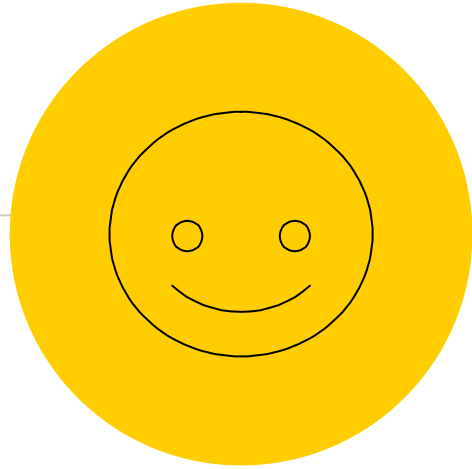
9 Retweets 28 Likes





In Summary:

- ⦿ Work Together with Internal Stakeholders
- ⦿ Create an event theme
- ⦿ Engage Customers Before Your Event!
- ⦿ Create mini engagement moments
- ⦿ Create an experience that is fun and unique!





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Let's connect!