

The value analysis at the heart of experiential marketing



A BUSINESS OF CUSTOMER RELATIONSHIP

Daniel Blanchette
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VA/VM in Innovation

442, de Brion, Boucherville, Qc. J4B 6G5
Téléphone : (514) 705-8882

dblanchette@dbcom.ca www.dbcom.ca

The Expérience Economy, A new strategic framework

"Work is Theatre & Every Business a Stage"
(Pine & Gilmore)

Organizations with an offer of experience

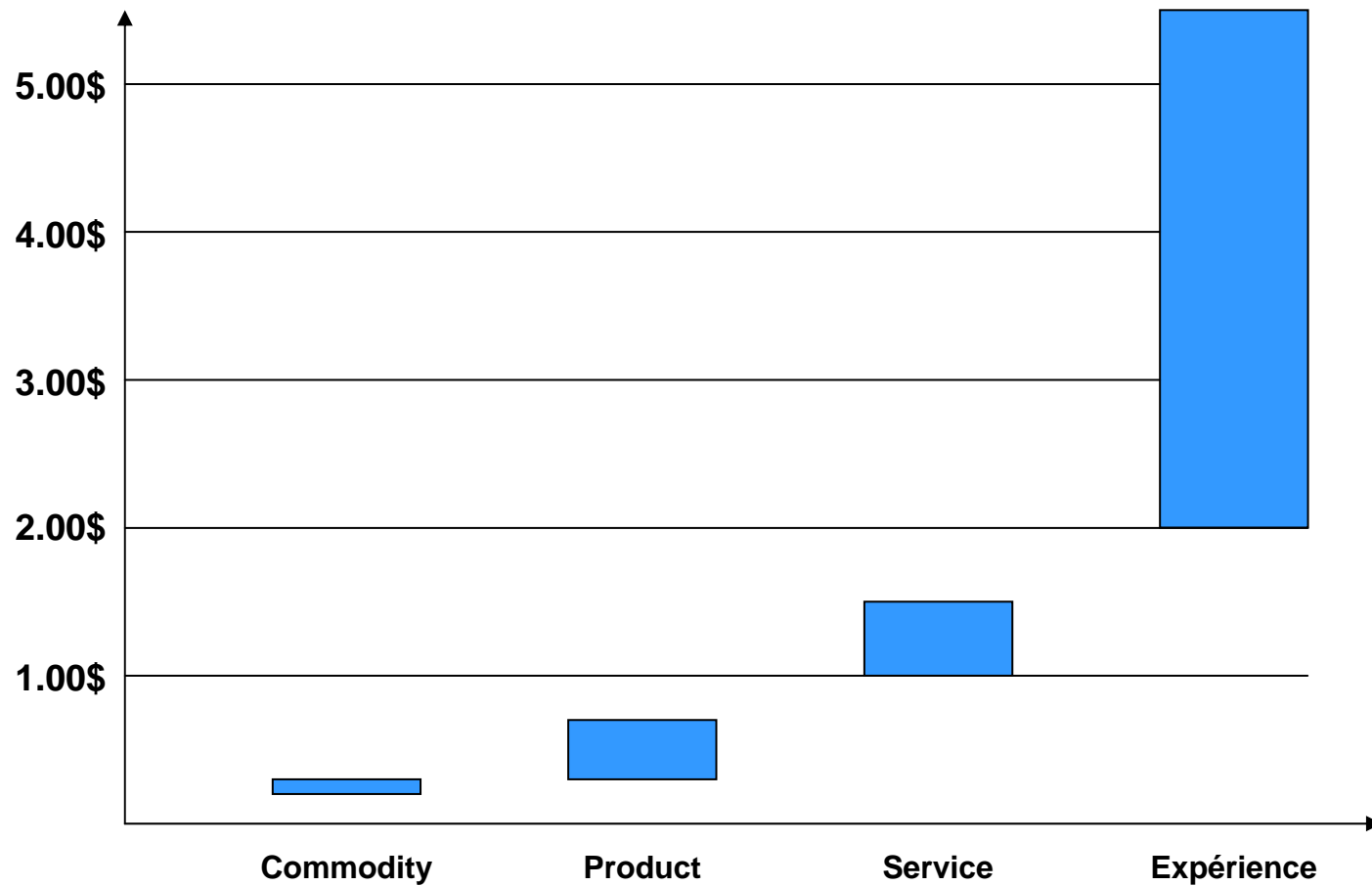
- Disney
- Cirque du Soleil
- Apple iPod+iTune
- ING Direct
- SouthWest Airlines
- Google
- FaceBook

Commercial issues of organizations

- Increase Income
- To reduce risks and costs
- Improve strategic positioning
 - Différenciation

The experience of coffee

(Adapted from Pine and Gilmore)



The new framework

Economic distinctions

Economic Offering	Goods	Services	Experience
Economy	Industrial	Service	Experience
Economic function	Make	Deliver	Stage
Nature of offering	Tangible	Intangible	Memorable
Key attribute	Standardized	Customized	Personal
Method of supply	Inventoried after production	Delivered on demand	Revealed over a duration
Seller	Manufacturer	Provider	Stager
Buyer	User	Client	Guest
Factors of demand	Features	Benefits	Sensations
Pine et Gilmore, The Experience Economy 1999			

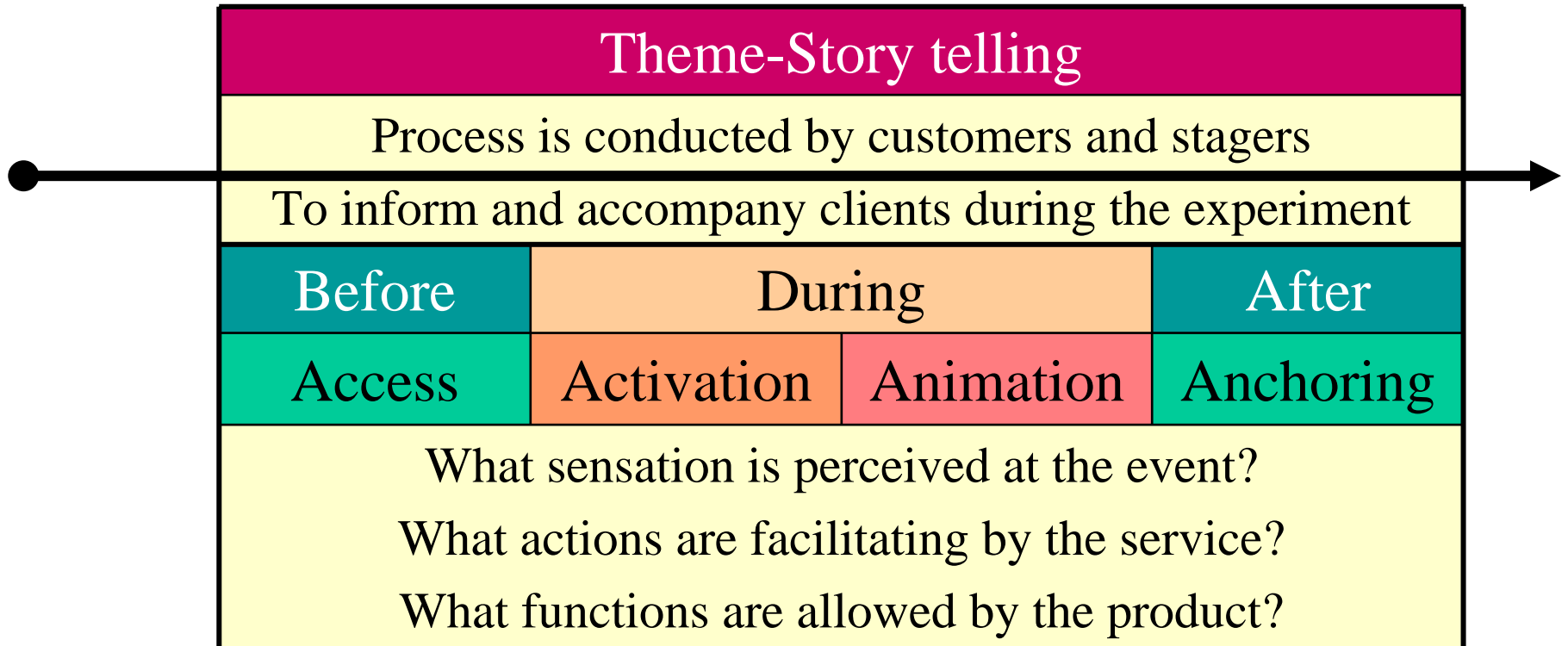
The new frame of reference

New competitive space

	Goods	Services	Experiences	Transformations
Offering	Product	Operation	Event	Individual
Origination	New inventions are developed	New procedures are devised	New scripts are depicted	New aims are determined
Execution or core activity	Making the manufacturer	Delivering is of the provider	Staging is of the stager	Guiding is of the elictor
Correction	A problem triggers fixing of a mistake	A reaction triggers a response	Forgetting triggers preservation of memory	A relapse triggers stronger resolve
Application	A transaction connects with users	An interaction connects with , clients	An encounter connects with guests	Persevering connects with aspirants

Pine et Gilmore, The Experience Economy 1999

The tunnel of experience



(Adapted from Langlois & Tocquer)

Differentiate or die!

(Jack Trout)

Choose a fundamental business discipline to build competitive advantage

Disciplines	Exemples
Reliability	SouthWest Airlines
Accessibility	Pharmacie Jean-Coutu
Animation	Disney McDonald
Physical well being	OSM
Presonnal relationship environment	Ritz-Carlton

(Adapted from Langlois & Tocquer)

Define quality standards

1. Set standards for reliability
2. Set standards for accessibility
3. Set standards for animation
4. Set standards for well-being and sensory pleasures
5. Design the leadership effects
 - Stager

(Adapted from Langlois & Tocquer)

1. Reliability standards

	Importance	Satisfaction	Variance
1- Fonctionnalité			
2- Regularity			
3- Psychological and social risks			
4- Economical risks			
5- Security			

2. Accessibility standards

6 – Physical access			
7 – Directionnal informations			
8 – Speed of service			
9 – Expectation management			
10- Exception management			

A2

revoir la mise en page - typo de différentes tailles
Annie, 10/19/2007

3. Animation standards

	Importance	Satisfaction	Variance
11- Thematisation			
12- Permanent animation			
13- Punctual animations			
14- Consistency of the image			
15- Elements of consistency			

4. Well being standard and sensory pleasures

16- Visual affects			
17- Tactiles affects			
18- Auditive affects			
19- Olfactive affects			
20- Gustative affects			

5. Design the leadership effects

	Importance	Satisfaction	Variance
21- Magnetic affects Availability, interest and empathy			
22- Leadership of influence			
23- Transactionnal leadership			
24- Services leadership			
25- Animation and loyalty leadership			

(Adapted from Langlois & Tocquer)

Design of commercial activities

Keys for success

1. Access to the audiences
 - Employees, customers and networks
2. Activation of the sale
3. Animation
4. Anchoring

(Adapted from Langlois & Tocquer)

1. Access to the audiences

Employees, customers and networks

1. Psychological access

- Message

2. Média access

- Privates et publics médias

3. Physical access

- Intermediate, distribution and location

2. Activation de la vente

4. Promotional calls
5. Promotional at the points of sales
6. Personnal selling

3. Animation

- 7. Staff animation
- 8. Network animation
- 9. Customer animation

4. Anchoring

- 10. Staff anchoring
- 11. Network anchoring
- 12. Customer's anchoring

Questions

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