

IT LIST + FAB 50: THE TOP 100 EVENT AGENCIES AND 50 BEST FABRICATORS

FOR CREATORS OF THE BRAND EXPERIENCE

eventmarketer

JULY/AUGUST 2018

SPECIAL REPORT

35 UNDER 35

The Brightest Young
Minds in Experiential

RISING STARS

Our first-ever collective of the 35 most provocative
minds in experiential marketing under the age of 35



BY KAYLEE HULTGREN

MANHATTAN MARVELS

New York City-based 35 Under 35ers gather at Marriott's The Moxy. Clockwise from left: Lindsay Ulrey from American Express, Louis Vuitton Moët Hennessy's Malika Savell, Pandora's Jessica Jennings, Heather Flora from General Motors, Refinery29's Albie Hueston and Marriott's Diana Pavlov.

eventmarketer

NVE
EXPERIENCE
AGENCY

35 Under Thirty-five

THE EXPERIENTIAL MARKETING INDUSTRY'S NEXT GENERATION

35 of the brightest young minds and change agents under the age of 35

If you want to get a sense of where an industry is going, look toward its next generation. In an effort to shine a spotlight on the rising stars across this great experiential marketing landscape, we're proud to unveil our first-ever 35 Under 35—a collective of the most provocative brand-side minds in experiential marketing under the age of 35. They're dreamers. They're risk-takers. They're digital natives. And they look at live experiences through different lenses than many of us do.

Designed, developed, launched and managed with NVE Experience Agency (experiencenve.com), our editors opened a Call for Nominations last spring. With the flood gates open, the industry hailed the program—and hundreds of nominations poured in. After a judging in April, the EM and NVE teams notified all 35 folks that made the inaugural list and invited them to the Experiential Marketing Summit in San Francisco. At EMS we staged a standing-room-only 35 Under 35 panel attended by more than 500 people (with 250 more watching from the hallway) as well as a private rooftop 35 Under 35 networking event coproduced with Moët Hennessy and later a VIP experience for the 35 at our EMS Latenight Party.

With an understanding that the next generation of experiential marketers are looking more for access and experiences than awards and trophies, each 35er was sent an inaugural Welcome to the Collective kit containing a gold 35 Under 35 membership coin they'll use to gain access to 12 months of experiences. From exclusive tours of top events to 35 Under 35 peer-to-peer dialog events across the country plus connections with a network of brand marketer 35 Under 35 mentors, this first class of 35 will receive a year of support, networking, inspiration and guidance. (The 2019 Call for Nominations opens Nov. 1.)

Congratulations to the first-ever 35 Under 35. Ready to meet them? Turn the page, people.



RISING STARS



MOLLY DESHAZO

Head of Community Events / *Accel*

DeShazo made the list for starting the Uber events team as a team of one—*her*. Realizing that the brand desperately needed a strategic events team, she ran events solo until management was convinced. It worked. For more than four years she ran the global events team, which produces high-profile experiences on behalf of Uber, including press conferences, product launches, b-to-c conferences, driver partner events and internal experiences, from a conference on flying cars to a 6,000-attendee experiential recruitment event. Last month she left to run community events at Accel.



LINDSAY ULREY

Director-Global Experiential Marketing & Partnerships / *American Express*

Ulrey leads brand experiences for Amex sports and entertainment partnerships across Coachella, Panorama and Austin City Limits music festivals, U.S. Open Golf and US Open Tennis. She was also behind the brand's Tribeca Film Festival and Mercedes-Benz Fashion Week activations. Her work at Coachella included a first-ever brand integration into the festival app that gave cardmembers a \$10 back offer and rewards and VIP experiences through push notifications.

UCHE ONWUZURIKE

Senior Manager-Experiential / *Anheuser-Busch*

Prior to landing in experiential at Anheuser-Busch, Onwuzurike worked on the Super Bowl, Final Four, Electric Daisy Carnival and SXSW. When Anheuser-Busch sought to drive change in the experiential and sports landscape on the West Coast, the brand tapped Onwuzurike to make the leap from a traditional brand marketing role to a full-time experiential one. Today he leads marketing programs for 19 professional sports teams across five sports, experiential strategy for all sports and music events and all brand-owned events.



RITA MAGLIOCCO

Manager-Promotions Partnerships and Consumer Events / *Amazon*

A former hedge fund auditor at Ernst & Young, associate producer at NBC Universal and content creator, Magliocco's been hooked on experiential since working on Amazon's awards, which called on her to use skills from her finance and TV days. She believes the future of advertising and marketing is experiential, and brands will continue to communicate most effectively through that lens.



ELISABETH DANIELS

Manager-Global Promotions, Partnerships and Consumer Facing Events / *Amazon Prime Video*

Where is experiential headed?

I see experiential overtaking what was traditionally field marketing and stunt marketing of the past. I think people see the value in a p.r. moment or a social media moment, but to create an experience is something completely different

and it registers so much more with a customer. If you have the opportunity to interact and create an actionable item from them at the end of an experience, it fuels marketing longevity.

Why do you love this industry?

I love experiential because it doesn't live in any other marketing discipline. It's not traditional field marketing; it's not p.r.; it's not research and development—it's a hybrid. The takeaways of experiential can be very powerful and can create brand love that we haven't seen historically... It's actually going out and creating a moment for our consumers to take with them.

What's the most exciting tool or tactic right now?

I love the linkage from an event to a customer action. To me it's the holy grail of experiential marketing. We're

actually seeing that develop and we're seeing the tools come together around that—and that redefines how we market. Being able to connect a consumer action from an experience really changes the landscape of the marketing world.

Where do you find your inspiration?

When I hear from my family or close friends who aren't in this field, or who aren't even in marketing, that something made an impact. If they saw something that really struck them, or they were at Coachella or comic-con and they were part of an experience that stayed with them, that's when I really try to dig in and listen—because these are the people I'm trying to reach. A lot of the time in marketing we get caught up in the cycle of what we know, so it's important to go out and hear from people who aren't in this world.



SHAWN SILVERMAN
Senior VP-Brand Marketing & Events / Comedy Central

Where is experiential headed?

It's going to go much deeper into immersive storytelling. Our "Daily Show" library is a great example of that, bringing to life a narrative and showcasing a lot of great content but also telling a great story through it. There are a lot of other entertainment brands out there doing some cool on-the-ground experiences where you get to step into the worlds and become almost a character in them. You'll see more brands

create those worlds and let people play in them.

What do you hope to be doing in five years?

My role's a little unique in a sense because I also oversee the paid advertising for all of our shows and campaigns, beyond experiential marketing. But I think five years from now we'll be able to utilize all the great data that we use from a paid advertising point of view to reach the right audience at the right time and bring that more into our experiential marketing efforts.

Why do you love experiential?

The great thing about experiential marketing is it allows you to see the reaction of the fans you're trying to reach. You get real-time results of what they're liking, what they're drawn to, what's making them excited about the product or brand that you're promoting. It truly is rewarding to give those experiences to the fans that love those worlds and want to step into those worlds because without the fans, we'd all be nothing. In real-time you can see your hard work and all the blood, sweat and tears that went into building it pay off.



SARAH RUTHERFORD
Senior Experiential Marketing Specialist / BMW

Rutherford's first large-scale program for BMW was a U.S. Olympic Committee partnership, which entailed hosting an event at the U.S. Olympic Training Center in Chula Vista, CA, followed by hosting a group at the London Olympic Games. She got her start at an Omnicom agency fresh out of college where she immersed herself in the golf and automotive industries. Since then she's managed events across five continents and is currently responsible for all of BMW's U.S. dealer incentive events.



AMANDA MARTIN
Senior Associate-Experiential Marketing / Coca-Cola Co.

Having worked as a tour manager, brand ambassador and finally a hospitality manager for the Special Olympics before joining Coca-Cola, Martin has a strong sense of navigating the various stages of experiential programs, from ideation to in-progress to

execution. Her curiosity keeps her on top of the latest trends and technology in experiential. She believes the industry will see a rise in incorporating micro-influencers, more brands finding solutions to community problems and issues, and an increase in brand partnerships between like-minded companies.



CHELSEA CAIN MACLIN
VP-Marketing / Bumble

Bumble, the dating app where women make the first move, used to be just an app. Today, MacLin is helping the company transition into an experiential connection hub through events. Take Bumble Hive NYC, a pop-up space that brought together thinkers, artists and entrepreneurs to celebrate the empowerment of women with art, music, education and tech. The space saw more than 3,500 visitors across its 19 days of existence. Expect the Hive to continue buzzing year-round.



RENEE BONZELAAR
Former Senior Experiential Marketing Specialist / Audi

Bonzelaar was behind Audi's Major League Soccer and U.S. Ski Team sponsorships as well as sponsorships with Aspen Skiing Co. and Vail Resorts. As her role at Audi evolved, she took over the brand's national auto show program, international dealer meetings, and Audi Sport

marketing initiatives, including the Audi driving experience at Circuit of the Americas in Austin. To develop enhanced professional skills in measurement and analytics, Bonzelaar took a leave from Audi last month to pursue her MBA at UNC's Kenan-Flagler Business School.



RISING STARS

KEMMA KEFALAS

Assistant Integrated Marketing Manager / Dunkin' Brands

Where is experiential headed?

I think augmented reality is going to be a big part of experiential. I'm even seeing it on the retail merchandising side, the other hat that I wear on a daily basis. I think that's a big piece of people's ability to take an experience—a 10x10 booth and turn it into something bigger without a huge footprint. It's going to become more digitized, but more immersive than just looking at your phone.

What do you hope to be doing in five years?

I hope I'm still at Dunkin'! I love



this place. In terms of the sports marketing piece of my role, which is where most of the experiential comes into play, our NFL sponsorship is just the tip of the iceberg where we can go in terms of national and local sponsorships. I hope to have worked through different strategies and reasons why we should be partnering with great brands and really owning that piece of the business.

Why do you love experiential?

As much as we're always glued to our phones, I feel like human beings crave getting out there and being a part of something bigger than themselves. People want to come to events. Maybe it's because they want to get a really cool Instagram picture, but I feel like even for a moment in time people are experiencing the world around them instead of just heads down on their phones.

Where do you find your inspiration?

From the customers at Dunkin'. It's thinking about what's going to represent Dunkin' as a brand successfully, but also resonate with the guests that come into our stores every day. They are our inspiration. We want to make them happy and also leave them with a great taste in their mouths and great memory of their experience at Dunkin's booth or tent or wherever we may be.



LAUREN MAURO

Director of Communications / Dell

Mauro developed the first influencer program at Dell, dubbed the Dell Inside Circle, which is now integrated into most areas of marketing and events at the company. Through combining live events, press coverage and social influencer stories, she's run high-profile activations like Dell's 2016 Sundance Film Festival pop-up that included a VIP Filmmaker event with Adrian Grenier, a Buffalo Jeans party and a 4D VR experience developed by Dell, Grenier and 3D Live. All told, the experience saw more than 170 million impressions on social media.



SARAH HONEYMAN

General Manager-Brand Communications / Delta Air Lines

Honeyman went from project leader to general manager in fewer than four years at Delta. She launched the first sponsorship program there that integrated SkyMiles, and translated to trackable revenue. She's behind the strategic and wildly successful "12Status" program, which rewarded Seattle Seahawks fans (known as "12s") Skymiles for every passing yard thrown on the field. Prior to joining Delta, she worked on experiential campaigns at Ketchum for brands like Wendy's, DoubleTree by Hilton, Embassy Suites and Walmart.



TAYLOR BLADES

Director-On-Premise Strategy / Diageo

Blades currently creates strategy and manages execution and budgets for 50,000 Diageo consumer engagement and sampling events per year that reach three million people. She's responsible for the product sampling operation of Diageo's portfolio of spirits, which she completely overhauled through prioritizing technology and data to more efficiently engage consumers. Blades engages Diageo's significant trade audience through oversight of "World Class," a trade program to compete for the title of Global Bartender of the Year.



TARA KING

Senior Brand Manager- Buchanan's / Diageo

Irish-born King set out to New York from Dublin in 2013 armed with 1,000 business cards and determined to land her dream job. She found a home at Vita Coco and then in 2015 joined Diageo and was assigned to Buchanan's. King led the "Es Nuestro Momento" campaign, which amplified Latino pride through a 360-degree experience with Latin music superstar J. Balvin. Year One it garnered 150 million media impressions.



HEATHER FLORA

Experiential Marketing Specialist-Cadillac House / *General Motors*

Flora started at Cadillac in 2009 as a product specialist and brand advocate at the North American International Auto Show. Since then, she's worked on experiential campaigns such as the Concours d'Elegance, Cadillac's World Challenge Racing Tour, World Golf Championship, V-Lab High Performance Driving School and art and culinary events for customers. She's currently based at Cadillac House, the brand's first experience center, which just celebrated its two-year anniversary with a 1950s-inspired ice cream social.



ALI KELLEY

Senior Associate Marketing Manager / *General Mills*

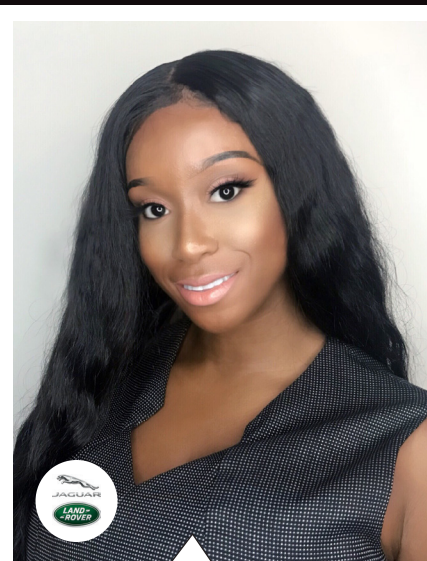
Kelley's focus at Annie's is new product innovation—translating to no fewer than five product launches in the past year—and furthering the brand's mission to feed people while restoring the earth's resources at the same time. She has led experiences, including the brand's trade show booth at the 80,000-attendee Natural Products Expo West, that facilitate the brand's mission to advance regenerative agriculture through products, partnership and marketing. Previously, she worked in the White House for First Lady Michelle Obama's Let's Move initiative.



ARIEL JOHNSON LIN

VP-Sports & Entertainment Marketing / *JPMorgan Chase*

In her eight years at JPMorgan Chase, Johnson has worked her way through banking, corporate philanthropy and marketing, finally arriving at a true passion: sports and cause marketing. She leads the \$17 million, 13-city JPMorgan Corporate Challenge, which she modernized to engage a more youthful audience; a platform to address the Bay Area's economic and social challenges, for the Warrior's forthcoming Chase Center arena in San Francisco; and the partnership between Chase, Under Armour and Steph Curry.



NIA ANDERSON

Experiential Specialist / *Jaguar Land Rover*

Anderson has worked for a decade in experiential marketing, from the moment she was plucked by a marketing agency while in college to work on a promotional event. She's produced complex events in a variety of categories, including consumer engagement, branded entertainment, sponsorships, sports and lifestyle. As the auto industry embraces autonomous vehicles and electrification, she believes it's an exciting and challenging time to be an experiential marketer. As for her take on the future, experiential marketing will evolve as technology develops and will become more immersive and interactive to enhance brand engagement.



CORBIN BOURNE

Senior Events Producer / *EA*

What's a key component of the EA experiential playbook?

Offering authentic experiences with whatever product we're pushing out there, and getting consumers to experience and use the product versus just offering a photo op. For us, it's all about trials and demos and getting the games into the hands of more players. I'm always a proponent of doing a photo op—they're cool and we need them to provide that bit of fun, but I'm not going to be spending mega-millions on it. I'll put that money towards more game stations for

people to play the game on.

Why do you love experiential?

I love being around people and interacting with people. I'll do the desk job, but I like being out and interacting in social settings and events and experiential obviously caters to that very well. And also, entertainment. Although I am trying to learn the guitar, I'm not super awesome, musically, so this is my form of entertaining by putting together all the people who can entertain into our events.

What's the most exciting tool or tactic you're seeing in experiential?

Using live streaming as a tool to reach people outside of the immediate experience area. Events are very local, so one way to help build the value of events is to keep them building with live streaming. It's showing people what you're doing outside of the walls of your own tent. You don't put a camera up there and film everything—you have to be selective about it, know your audiences, and know where they're at.



RISEING STARS



MALIKA SAVELL

Strategic Marketing Manager / *Louis Vuitton Moët Hennessy*

This luxury and lifestyle marketing expert crafts high-profile events in music, film, fashion, art, sports and food. For the past seven years she has led initiatives for Hennessy and now leads programs on the strategic and entertainment marketing team, collaborating with Moët & Chandon, Dom Pérignon, Belvedere, Veuve Clicquot and Estates & Wines. Skilled at managing influential talent for partnerships (Oprah, Leonardo DiCaprio, Nas and Michael B. Jordan), Savell excels at building emotional connections with today's polycultural consumer.



SOPHIE ORECK

Senior Director-Experiential Marketing / *Mashable*

Oreck brings Mashable's digital brands to life IRL through unique experiences—from a BB-8 race tournament to a bitcoin ballpit at the Mashable House at SXSW to a Dairy Queen snack shop pop-up in New York City's Union Square to a gathering of top kid entrepreneurs to inspire adults to dream big. She also executes tentpole events such as Mashable's Social Good Summit, focused on the role of technology toward social good, and hosted with the UN Foundation, the UN Development Fund and the 92nd Street Y.



ALLISON GALLOWAY

Senior Manager-Brand Experiences / *Oath*

Galloway plans Oath's experiential presence at Sundance Film Festival, Tribeca Film Festival, SXSW and the NewFronts. After AOL merged with Yahoo to become Oath, Galloway was charged with planning the company's very first, massive, global sales conference for 2,300 employees, which she effectively "festivalized." Think: a grassy fairground, complete with brand orb domes, activations, a general session area and a huge concert finale. In the words of her cmo: "You nailed it. Nailed it. Nailed it."



DIANA PAVLOV

Senior Director-Global Entertainment Marketing / *Marriott International*

Where is experiential headed?

I see more brands investing in in-house experiential services. I was the first of my kind at Marriott and now there's quite a few of me in differentiated experiential roles. I see brands investing in strategists, producers...and I see these roles having a seat at the table early on in product and campaign development—which I think is really critical, because we talk to the consumer, we know what they engage with. We're in this new generation of experiential marketing that takes into consideration cultural context, content development and positioning our efforts around long-term business goals. I also see an opportunity to leverage tech in more meaningful ways, to collaborate with the influencer and talent community, and personalize experiences.

What's your favorite part of the experiential industry?

The reality is that consumers are too informed and have low attention spans and, frankly, traditional marketing is no longer enough. They turn to engaging, immersive-centric experiences that take them on emotional journeys that inform their brand decisions and loyalty. Seventy-two percent of millennials prefer to buy tickets to a show versus merch at a show of their favorite artist. That is such a statement of what we're doing and proof in the pudding if we do it right we really do influence brand decisions and loyalty. And I think tracking that and seeing the results is so meaningful in our industry and only going to grow.

What's the most exciting tool or tactic you're seeing in events and experiences?

I see more of an opportunity to leverage smart AR and VR. I think the challenge is that it's not yet all that affordable. Leveraging this technology in a meaningful way that allows you to do more with an experience versus set design and concerts. I also think there's a lot more cross-pollination we can do with like-minded brands versus the pay-to-play sponsorship and partnerships. Nobody's doing them anymore, and if they are, they are rarely successful—just slapping a logo on a bus is no longer going to do the trick.



NATALIE KNOPP

Associate Brand Manager / *Kashi*

Inspired by a passion for the natural food industry, nutrition and holistic wellness, Knopp leads experiential efforts for large-scale events for Kashi, Bear Naked Granola, Stretch Island Fruit Company and Pure Organic. Another one of her creative outlets at the brand is packaging design, which is

driven by a clean design philosophy towards food photography that she then incorporates into live event spaces. At the Natural Food Show Expo West, she pioneered an innovative "anti-booth."



JESSICA JENNINGS
Manager-Experiential Marketing
and Live Production / *Pandora*

Hired to build an entire event department at Pandora with content, industry relations and event divisions, Jennings has excelled in creating revenue-generating experiences at the company for the past five years. She produces 75-100 events and concerts a year for Pandora, with the goal of creating meaningful, immersive experiences for listeners and fans. Case in point: Pandora Holiday, the brand's annual free concert in New York that now draws 5,000 attendees.



ELIZABETH BROCHHAUSEN
Senior Manager-Experiential
Strategy and Live Production /
Pandora

Brochhausen leads the execution of 20 percent of Pandora's events and was responsible for executing all T-Mobile and MetroPCS events with Pandora in 2017. She cut her teeth at Billboard managing shows, awards and influencer events. Accomplishments include growing attendance of the Pandora Sounds Like You: Summer, which enjoyed a 50 percent increase year-over-year, and growing revenue for one client by 450 percent since 2014.



TRISTA MYERS
Head of Events-Salesforce
Ventures / *Salesforce*

Myers got her start in events at AOL, where she happily took on challenging projects like AOL's events at CES, SXSW, Ad Week NYC, Global Company Meetings and AOL's Global Volunteer Day. With little agency support and a small team, the experience forced her to be scrappy, which was perfect preparation for her next gig: running events for the massive tech bonanza that is Salesforce. After managing four Dreamforces she took the new role of head of events, Salesforce Ventures, a corporate VC fund within Salesforce, where she plans 20-25 events a year.



ALBIE HUESTON
Creative Director / *29Rooms and Refinery29*

One of the creative minds behind the visionary experiential 29Rooms exhibition, now in its fourth year, Hueston built Refinery29's in-house experiential division from the ground up since arriving at the company in 2014. Hueston is skilled at building narrative-driven experiences that inspire creativity from audiences and create emotional connections. Previously part of *Paper Magazine's* experiential team, he led creative strategy for brands like Target, Remy Cointreau and Opening Ceremony—and in his twenties, he used to plan warehouse raves in East London.



RACHEL NIMMONS
Marketing Analyst / *Gatorade*
Partner Services, PepsiCo

What led you to this industry?
It was pure chance and luck. I accepted a role on Gatorade's Partner Services team, of which a key component was strategy and activation at sports nutrition conferences. After getting a feel for our current activations, I identified opportunities to add more interactive experiences, and we ran with it.

Where is experiential headed?

This industry will continue to grow and become a critical part of brand marketing. I'm excited to see how technology and customization can be further integrated into experiential activations.

Why do you love experiential?

I love the opportunity to watch others experience first-hand what our team has built. Knowing we only have our consumers' attention for a short window of time, I consider it an exciting challenge to make every second fun and memorable.

What's the most exciting tool or tactic you're seeing in experiential?

Experiences that incorporate creative and artistic technology like lighting and interactive art pieces.

What's the most exciting—or pervasive—trend you see in experiential today?

Leveraging technology and attendee data to make sure each person has a uniquely individual experience. As we learn more about our consumers, technology now allows us to tailor our experience to meet their needs.

Where do you find your inspiration?

I find inspiration all over the place—from mundane everyday experiences to big activations from others. I am always thinking about how to improve experiences or what experiences I enjoyed and how can I incorporate those into my work.

What would be your dream event to work on?

A Super Bowl Halftime Show.



RISEING STARS



AMANDA BARBOSA

Senior Associate Manager-Marketing / *Taco Bell*

Taco Bell is a brand that loves to show up in pop culture in totally unexpected ways. Barbosa's role is to shepherd that experiential strategy and creative across broadcast, digital, social, point-of-purchase and brand moments. Case in point: Taco Bell's Test Kitchen, an exclusive dinner held inside the brand's HQ and catered by chefs for a lucky few who landed the reservation. The brand legitimized the dinner—a five-course meal with specialty cocktails—through a partnership with OpenTable that sold out 34 seconds after going live.



KATI BROWN

Manager-Global Internal Events / *Under Armour*

Brown uses experiential to educate and engage teams internally, creating experiences that staffers can share together—from happy hours to workout opportunities where the team can test-run new products. Brown's team also gets the chance to work experiential into partner meetings—like an impromptu driving range at a waterfront restaurant Brown cooked up to showcase the brand's new golf product the sales team was pushing.



LAUREN PROBYN

Director-Global Marketing and Events / *Tinder*

The dating app space is burgeoning—which makes working for Tinder, the OG, both rewarding and challenging. Probyn leads all global marketing events for the brand, the most recent being a campaign for Tinder U. The contest created a bracket-style competition between universities where the most swiped-right student body won a Cardi B concert. She also recently produced a #SwipeSessions LIVE event at SXSW with a branded snow cone truck, a Tinder graffiti wall, a meme gallery and even a Tinder puppy party with adoptable pets.



JESSICA ERSKINE

Head of Consumer Communications / *StubHub*

Erskine is behind StubHub's "Next Stage," which includes a series of benefit concerts for the Mr. Holland's Opus Foundation, whose mission is to donate musical instruments to under-funded music programs. She led the program's presence at SXSW where StubHub committed to putting \$3 million in music instruments in public school music programs by 2019. There she brought together musicians and student performances, and a text-to-donate campaign that gave fans custom t-shirts, guitar pick necklaces and totes with their donations.



OLIVIA JUDKOWITZ

Event Marketing Manager / *UFC*

What do you hope to be doing in five years?

It would be awesome to one day run the Super Bowl and be on that committee. It's a big undertaking—you're working with the city and then you're also working with the NFL. I'd want to be running one of the biggest staple sporting events.

Why do you love experiential?

I love experiential because I'm someone who also loves going to experiences, living in that moment and taking it all in, but also capturing the memories with friends and family. I've always

been a big fan of going to concerts and sporting events and then just more intrigued by how they put that on. The back end of things, how it gets done from beginning to end, has always interested me.

What's the most exciting tool or tactic you're seeing in experiential?

Something that we're starting to do more of is integrating mobile into different activations and then following up with that consumer after they've already experienced it on the ground at the event. You don't want their

experience to end there at the event; you want to continue their journey. It's always important to make sure you're using that data for the next experience you do or to make sure you're following along the journey so you understand what they like and so you're feeding into their needs and wants. We're getting smarter when it comes to collecting data. We're not doing a data dump where you capture the data and put it into your system and keep blasting them with emails. With some activations, we are able to follow along when someone interacts with a brand.



THE ROAD AHEAD

35 UNDER 35 MENTOR AND MOËT HENNESSY CMO VANESSA KAY ON CHANGING BRANDS, LESSONS LEARNED AND GOING EXPERIENTIAL

As the chief marketing officer of Moët Hennessy, Vanessa Kay is responsible for driving the business strategies and execution for all brands within the portfolio of champagnes, wines and spirits, in addition to overseeing the continued

development of the company's marketing teams.

In her current role, she oversees the development of consumer-driven strategic and operational brand plans that maximize brand growth. Prior to joining Moët Hennessy, Kay worked for Citibank in marketing and strategic

development for five years in New York and Paris—and subsequently in management consulting in Paris for 10 years across sectors including banking, pharma, biotech and heavy industry. We caught up with Kay during the development of 35 Under 35 to talk about the state of brands,

the next generation of experiential marketers and the road ahead.

Event Marketer: How is marketing changing?

Vanessa Kay: Marketing luxury brands is becoming more and more about experiences, with 55 percent of the total market spending in 2020 expected to be on experiences over goods. Consumers are gravitating to technology-driven experiences that inspire and emotionally resonate. Marketing is all about the consumer journey, and connecting through multiple touchpoints both offline and online. With the growing consumer desire for experiences, we are continuing to bring new and innovative experiences to consumers incorporating technology.

We just expanded our digital offerings with Bottles and Bubbles, a new skill available for Amazon Alexa that gives consumers the opportunity to learn about champagne and to create their own experiences at home. For Veuve Clicquot Polo's 10th Anniversary in New York, the event was live-streamed, allowing us to virtually bring the experience to consumers nationally. Technologies like these are providing us with incredible opportunities to not only grow our business, but to engage with our consumers in exciting ways while still delivering on our commitment to building luxury brands. Moreover, some of our brands such as Ardbeg and Ruinart are offering experiences through virtual reality that transcend consumers into the brand universe where they are fully immersed.

EM: Finish this sentence: experiential marketing is...

VK: ... the future of luxury marketing, and a dynamic way for consumers to fully immerse themselves into the brand

“DURING MY CAREER I HAVE LEARNED THAT YOUR CAREER IS A JOURNEY, ENJOY WHAT YOU ARE DOING EVERY DAY, DON’T PUT THINGS OFF TO THE FUTURE, BECAUSE THE TIME IS NOW, AND HERE.”

universe, building an emotional connection and brand loyalty.

EM: How is experiential marketing changing the marketing rulebook?

VK: The appetite for experiences has increased the desire and demand from our iconic brands to offer consumers with bespoke and intimate experiences at home, guided by our world-renowned winemakers, master distillers and a dedicated private client team.

Our brands have also developed their own flagship experiential events that stay true to the brand’s founding principles, where they become the experience facilitators. Examples of such platforms are the Veuve Clicquot Polo Classic, and Chandon American Summer Fête, amongst others. These interactions allow our brands to enrich memories, celebrate the moment, and engage and delight. It’s an avenue for us to connect with our consumers in a way that we have not been able to do previously. In the last



Events like the Veuve Clicquot Polo Classic help Moët Hennessy engage a luxury target through multiple touchpoints. Beyond providing a taste of its brands, the company is embracing technology, like VR, to immerse consumers in its brands.

year, we launched Clos19, our dedicated E-retail platform, facilitated by third-party technology and the delivery service Thirstie, through its independent retailer network. The online lifestyle retail brand not only gives more immediate and sophisticated access to our brands, but also provides services, accessories and experiences that enable our consumers to connect with our portfolio’s luxury lifestyle values. It creates and curates the world’s most exceptional experiences ranging from private tastings in New Zealand with Cloudy Bay, to trips to Cognac with exclusive tours of the Hennessy cellars and vineyards.

EM: What advice do you have for up-and-coming marketers?

VK: The advice that I would give for up-and-coming marketers is to maintain an entrepreneurial spirit, take risks, go with your instincts and go beyond your comfort zone. That’s where you allow yourself to grow and learn. Have mentors and sponsors that can guide and support you along the way.

EM: What are three lessons you’ve learned throughout your career?

VK: During my career I have learned that your career is a journey, enjoy what you are doing every day, don’t put things off to the future, because the time is now, and here.

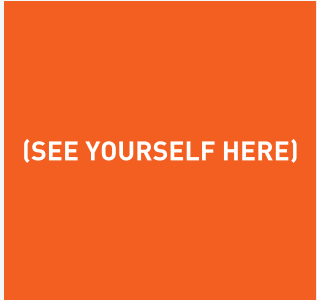
EM: How do young marketers become tomorrow’s cmos?

VK: By getting closer to the consumers, being forward looking and agile with a willingness to adapt to changing consumer habits while maintaining true to the brand’s principles. And by being open to mobility and moving globally.



THE NEXT GENERATION OF EXPERIENTIAL

JOIN US.



experienceve.com
hello@experienceve.com

@EXPERIENCENVE

