

Comparative Analysis and Best Practices of Experiential Marketing, A look into Sensory
Marketing

A Senior Project

presented to

the Faculty of the Department of Experience Industry Management

California Polytechnic State University, San Luis Obispo

In Partial Fulfillment

of the Requirements for the Degree

Bachelor of Science

by

Cameron J. Bielat

March 2020

© 2020 Cameron Bielat

ABSTRACT

COMPARATIVE ANALYSIS AND BEST PRACTICES OF EXPERIENTIAL MARKETING, A LOOK INTO SENSORY MARKETING CAMERON BIELAT

MARCH 2020

As the experiential marketing industry has begun to take precedent over prior marketing methods, organizations are learning to capitalize on customer immersion and relationship development, done so through sensory marketing. This review works to evaluate and measure multiple large experiential conferences within their respective industries. The purpose of this study is to examine the sensory-activating marketing practices, also known as sensory-marketing activations, present within the emerging experiential marketing industry, with a highlight on the best practices within major organizational conferences. Within this study there is a detailed instrument that is used as a guideline to evaluate key experiential marketing tactics. Encompassed within this data is the review of the paradigm shift from traditional marketing to experiential providing key insights into the future of experience. There is also an emphasis on the history and psychology of sensory marketing to provide a true understanding of the best possible practices for organizations to model their marketing after.

Keywords: experiential marketing, sensory marketing, experience industry, events, Dreamforce 2019 , VMworld 2019

TABLE OF CONTENTS

	PAGE
ABSTRACT.....	ii
TABLE OF CONTENTS.....	iii
Chapter 1 INTRODUCTION AND REVIEW OF LITERATURE.....	1
Background of Study	1
Review of Literature	2
Research Questions.....	7
Chapter 2 METHODS.....	9
Description of Organizations	9
Description of Instrument	10
Description of Procedures.....	10
Chapter 3 PRESENTATION OF THE RESULTS	12
Conference Logistics	12
Sensory Marketing Practices	13
Sustainability and Enviromental Initiates	15
Chapter 4 DISCUSSION AND CONCLUSIONS.....	16
Discussion.....	16
Conclusions.....	18
Recommendations.....	19
REFERENCES	22
APPENDIXES	25

Chapter 1

INTRODUCTION AND REVIEW OF LITERATURE

Background of Study

Traditional marketing tactics have begun to take a backseat to experiential marketing, as an increasing amount of brands are beginning to reap the benefits of focusing on a creative user experience. As the new decade constructs the world into a technical interface, it should come as no surprise, people are gravitating towards consumer experiences that offer purpose and feeling.

This work will highlight the transition and benefits of experiential marketing but more narrowly; the way sensory-marketing is becoming a turning-of-age success tactic. Consumers are now being viewed as a rational being with concern and interest in pleasurable experiences (Schmitt, Brakus & Zarantonello 2015). In accordance to this trend, there are emerging studies on just how to tap the human brain correctly enough to make a lasting effect on the consumer. This process is known as sensory-marketing, and can be tied in neatly with human cognition and psychology, these dual concepts which will be thoroughly explained through this paper. In addition to that information, will be a comparison of sustainability practices in the experiential marketing place, which ties directly to the consumers experience.

This paper plans to showcase the science behind sensory-marketing and the implementations it has created for businesses, as well as the best practices it is being used for now. The practices in scope will be drawn from experiences provided by industry leaders, these leaders being signified by accomplished awards for their businesses as well

as social reach. Understanding the psychological principles behind the way human consumers are perceiving their experiences, (knowing consumers create an impression based on their experience) can help companies create new marketplaces (O’connell, Walden & Ohlmann 2011). Therefore, the more understanding of the fundamental social and psychological structure of the human brain, increasing will be the opportunity to capitalize on this information and better influence the consumer. . The purpose of this study is to examine the sensory-activating marketing practices, also known as sensory-marketing activations, present within the emerging experiential marketing industry, with a highlight on the best practices within two major organizational conferences—Salesforce and VMware.

Review of Literature

Research for this review of literature was conducted at Robert E. Kennedy Library on the campus of California Polytechnic State University, San Luis Obispo. In addition to ebooks and other resources, the following online databases were utilized: Google Scholar, Academic Search Premier, psycINFO, and ProQuest. The following review of literature covers the following concepts; Experiential Marketing Shift, Sensory-marketing, Brand Loyalty, Neuro-marketing, Experiential Psychology, Sense Experience, Sensory Overload.

The Experiential Marketing Shift

To foster this review of literature, it is imperative to have a firm understanding of the concept of experiential marketing. There is not one single correct definition of experiential marketing as there is no clear definition of the word “experience” itself. Within this section, provided will be the perceptions of the importance and interpretive

definitions of experiential marketing. O’Connell (2015) described the shift to experiential marketing as a change in the overarching marketing paradigm, furthermore how this shift is focused on seeing an experience, feeling wowed [or a different reaction] having that emotion recorded within memory. This memory then results in creating an emotional connection, encouraging a consumer to engage further with a company. As a result of these emotions triggered by experience, loyalty from the consumer to the brand would be created (O’Connell, 2015). Pasquarelli (2019), notes experiential marketing as a key channel that can amplify an overall brand positioning, exemplifying that experiential is becoming a key avenue of marketing.

One claimed use of experiential marketing is that brands are using creative memorable experiences as a means to create brand loyalty (Pasquarelli, 2019). In an attempt to further capture the meaning of experiential marketing it was clearly stated that the purpose of this “new type” of marketing attempts to entirely immerse the consumers into a service (or product) that will ignite their sense of stimulation and emotional being (Wiedmann et al., 2018). Continuing on to show how this new marketing type called experiential is presented, it is claimed that it can range in form from small one-time programs, special events, demonstrations and even through large scale advertising (Wiedmann et al., 2018). Described at this point as both a new marketing paradigm and a customer loyalty strategy one source claims that experiential marketing could also be looked at as a competitive strategy, that companies are implementing to outdo their competitors (Maghnati, Ling, & Nasermodeli 2012). In a consumer view it has also been said that humans are now looking towards brands that will provide them unique and memorable experiences (Wiedmann et al., 2018). It should be clear just how vast but

ubiquitous experiential marketing can be and the breadth of ground it can cover. Even going as far as to say that this transition into experience could be shaping consumerism as a whole and evoking an entirely different playing field for the creative advertisement/market penetration. In specific, one new subset of experiential marketing rooted in psychology, taking experiences to a new level is the emphasis on sense experience.

Sensory-marketing

Within the experiential marketing category there will be an emphasis on the best practices and unique utilizations of human psychology and processing ability. To first do this, an understanding must be had about the human cognition and sensory receptors. Specifically the key term “sensory-marketing” will be explained. From a research perspective, it is known that researchers have learned more about the brain within the last five years [from 2011] than during the entirety of human history (O’Connell, 2015). Understanding this new discovery of information puts this movement into psychological marketing at an infancy state. Although this research is ongoing and new, this means it is also at a period of early adoption, that calls for utilization in practice which will be covered and studied additionally at a later point. O’Connell (2015), also states that understanding the way that consumers are impressed by something, and using psychological principles, companies can create new opportunities and a brand new marketplace. It has also been shown that multi-sensory marketing is an important means to the establishment of a brand experience, and therefore the customers perceived value (Wiedman et. al, 2018). It is also now known that the human brain processes 11 billion bits of information (sensory) every second, but the consciousness can only handle around

40 bits, leaving the rest to be processed unconsciously (O’Connell, 2015). In addition to this we know that the subconscious is more emotional rather than logical leading to the claim that sensory marketing is the practice that assumes consumers will act accordingly with their emotional impulses over their objective reasoning (Longley, 2020). Showing just how impactful sensory marketing can be on the subconscious of the consumer, no matter the market.

For a straightforward definition of sensory marketing researcher Krishna offers this, “marketing that engages the consumers' senses and affects their perception, judgment and behavior” (Krishna, 2012, pg.159). Studies have proved that humans use their bodily states (senses) to input information and create judgments the same as any other input, such as chills, heartbeat etc. (Krishna, 2014). Supporting this definition is the statement that sense experience is what customers are gaining from their senses and is a message formed about a product or service that activates their senses (Maghnati, Ling, & Nasermoadeli 2012). Furthermore from these sense experiences, consumers are able to create value judgments (Maghnati, Ling, & Nasermoadeli 2012). But how does each sense get properly utilized, and what does each sense even have to offer? Next will be an explanation of a few of the most impactful senses in sensory marketing tactics.

Touch

It is best to begin by delving into the first sense developed by the human embryo-- touch (Krishna, 2012). Touch is not only the first fundamental sense developed as humans, but also the last sense that is lost before death. (Krishna, 2012). Elingsen et al., (2013) explains that humans are remarkable at understanding and detecting a vast range of messages through touch alone. Studies have shown the importance of touch in sensory

marketing because of the release of the chemical oxytocin that occurs upon a pleasant touch experience (Longley, 2020). Oxytocin is a hormone that acts as a neurotransmitter for the brain and is linked to relaxation and willingness of trust (Psych, 2018). This implementation can be seen through marketing such as having in-hand displays instead of boxed products or demonstrations. The inclusion of a small interpersonal touch has gone to show the improvement of feelings of safety (Longley, 2020). It is easy to see the link between touch and the emotional it can evoke in humans, hence the emphasis on its use for sensory marketing.

Vision

Our sight sense is said to receive 80% of our surroundings and information around us, of which can have major impact on behavior of customers (Değermen, 2015). The brain and the eye have an extremely fast interactional period, meaning that people notice and object within 45 milliseconds and make an impression on product within 90 seconds, the majority of that impression being based on color (Değermen, 2015). It is important to note how heavily the association of color is with perception. For example how the color black triggers sophistication and cool tones, in opposition to the color red that emits exciting and dangerous emotions (Değermen, 2015). As mentioned prior, most of the human senses are digested subconsciously and vision is no exception, meaning that it is imperative that the visual cues and aesthetics are on par with the vision of a company since humans will see and make a judgment within a matter of seconds.

Smell

It is known that the human sense of smell is able to recognize as many as 10,000 different scent combinations and has 1000 genes to encode scent receptors, exemplifying

that scent is one of the most impressive senses (Krishna, 2012). Scent is also linked to memory and has shown to have sensory-encoded information that outlast other cues. This is thought to be true based on the location of the olfactory bulb and the amygdala recognized for emotion, and the hippocampus, known for memory development, parts of the brain (Krishna, 2012). No other sensory receptor is as close in proximity to these areas of the brain, making smell an exceptional tool in experiential marketing to utilize the human memory and recollection ability. Smell is known to affect feelings and perceptible brand quality, and in turn can effect brand loyalty (Petrolino, 2018). Covered in further chapters will be examples of this sense utilized in experience.

Sensory Overload

As it is apparent the more stimulation upon the human senses the better, it is important to understand the potential downfalls of overstimulation, otherwise referred to as sensory overload. It is imperative to create experiences that are worthwhile to the consumer but do not feel like one large target advertisement and lose their authenticity (Pasquarelli, 2019). The human processing capacity has a limit at which points it becomes cognitively overloaded and is no longer able to be highly functional (Malhorta, 1984). Just like any other traditional marketing tactic, there is a line of tastefulness that needs to be respected in order to have successful impact on the consumer. If there is an over stimulation the marketing tactic might lose all merit and in turn, create a negative experience for the consumer, this shows the cautions that come with experiential marketing as opposed to traditional.

Research Questions:

This study attempts to answer and understand the following research questions:

1. What did Dreamforce 2019 do to effectively immerse their attendees?
2. How is too much of a good thing (sensory overload) ultimately damaging to an experience?
3. What current tactics are other major Experiential Marketing agencies using to target the user's senses? (Best Practices)
4. What are the best practices of sustainability for large scale conferences?

Chapter 2

METHODS

The purpose of this study is to examine the sensory-activating marketing practices, also known as sensory-marketing activations, present within the experiential marketing industry, with a highlight on the best practices within two major organizations. This chapter includes the following sections: description of organizations, description of instrument, and description of procedures.

Description of Organizations

Dreamforce is an annual large-scale conference by Salesforce, a global leader of CRM platforms (customer relationship management). The conference hosts around 170,000 attendees in the heart of San Francisco, California and can be described as larger than life (Slefo, 2019). Including thousands of educational sessions and immersive trails, Dreamforce 2019 will be one of the key examples in this study. In addition to this organization, nodes will also be expressed towards VMworld 2019, a similar technology conference that likewise occurs in the San Francisco area. VMworld is an extension of the company VMware, a leader in cloud computing software. The conference is known to be a leader in the industry, with a high focus on evolving IT and virtualization. VMworld is also known for being a major educational space for anything and everything cloud computing wise, and for software centric business development (Frequently, 2020). Although VMworld and Dreamforce are mainly technology conferences, they are both able to bring excitement to thousands of attendees through immersive creative interactions that we will soon measure and delve into. It is imperative for these

conferences to give their attendees an enjoyable experience to fully invest in their perceived value and to transmit brand loyalty and investment.

Description of Instrument

To best grasp the nuances and details that make an experience a success in capturing the fundamentals of experiential marketing, particularly sensory-marketing as covered prior to this chapter, developed was systematic instrument (see Appendix A). This instrument was developed to outline and discover the multitude of factors that are combined to compare some of the “best” practices in the experience industry. To first pilot test this instrument, it was utilized on the TEDXSanLuisObispo conference, an extension of the TED brand that is independently organized by the community of San Luis Obispo. Although this conference is smaller than the other organizations that are considered the forerunners of the experiential industry, it still contains many of the similar fundamental components. After the pilot test was conducted slight alterations were done to the instrument. The specific sensory categories were combined into a larger category of sensory activations, added into the instrument were the sustainability focuses and accessibility columns, as these are extremely crucial categories to focus on for a successful and socially approved event—no matter the size. One note for the instrument upon revision was the difficulty of finding every piece of information to satisfy each respective category. Although not all information may be available, it is important to keep the instrument intact and not remove sections that still hold importance.

Description of Procedures

A best practices instrument was developed as mentioned and utilized for a comparative study during February 2019 for a two week duration (see Appendix A). Both

qualitative and quantitative information were found from the VMware and Dreamforce main company pages. Quantitative data was collected in the form of statistics and objective facts, whereas qualitative data was collected through understanding and experiences of the events. Personal interpretation of both events was also a means of information gathering, as a first-hand view was had by the researcher at these events. In addition to this, multiple other sources that entailed depictions of the event and in depth analyses of the multiple activations, were utilized to gain a thorough understanding of the event. Sources included VMware home page and Blogs page, Dreamforce 2019 FAQ page. Technology blogs were also minimally utilized in the gathering of data from both VMworld 2019 and Dreamforce 2019.

Chapter 3

PRESENTATION OF THE RESULTS

The purpose of this study is to examine the sensory-activating marketing practices, also known as sensory-marketing activations, present within the experiential marketing industry, with a highlight on the best practices within two major organizational conferences. A best practice approach was utilized to examine Dreamforce and VMworld. This chapter encompasses the following sections; Conference Logistics, Sensory Marketing Practices, Sustainability and Environment Initiatives, and Metrics of Success.

The research instrument featured below (see Appendix B) was utilized in the construction and organization of the results. This instrument aims to provide a clear and concise format of best practices, highlighting a few of the important features from multiple large events. Key points will be dissected to create a better understanding of the best practices within the experiential industry. In specific, the large events VMworld 2019 and Dreamforce 2019.

Conference Logistics

An introspective look at large scale conferences and their unique utilization of experiential marketing. Within this category of experiential marketing the main points of focus will be the conference Dreamforce 2019 by the company Salesforce and VMworld 2019 by the company VMware. Both these conferences have a respective attendee and conference logistics but also have leading strategies for the experiential marketing space, and are held at the same location. Dreamforce is a conference known for its encouragement for learning and bringing bright minds together, it is open to any

“trailblazer” whether that be a partner, customer or employee. To start with the quantitative numbers, the four day Dreamforce event hosted over 171,000 attendees alongside their 16 million online viewers. Attendees included people from over 120 countries and 50 states, who had the opportunity to attend over 2,700 sessions and workshops. In accompaniment with the sessions there were 68 keynote speeches provided.

VMworld is a slightly different conference with a focus on the changing IT environment, and is primarily for cloud computing and virtualization. 21,000 attendees from 86 different countries attended the conference. VMworld conference began in 2004, and has grown exponentially each year since. VMworld also utilizes some star qualities by inviting both their CEO and Olympic/Hall of fame Keynote speakers.

Sensory marketing practices

Throughout this section a term “activation(s)” will be frequented, showing how the sensory practices were used in a real experience can help to define and exemplify the term activations. To preface—this event has a multitude of different spaces all with their own programs and purposes, each could be analyzed in their own respective experiential way, but for this review there will be a focus on a few key areas.

Upon entry to Dreamforce from the nearest street there is a heavy use of color and theatrical graphics to set the theme. Looking at the outside area of the conference they, the Dreamforce team, was able to take over the entire street in front of the Moscone Center downtown San Francisco area. The pavement was made into artificial grass and a large waterfall production was put on top of said grass, as well as a large tree cornucopia and a giant artificial rock arch broadcasting “Dreamforce”. These features alone,

showcase both visual, touch and sound senses. The green grass could be spotted from blocks away and the waterfall could be heard from many feet away. Both designs served as a focal point of the conference and an easy location marker. Within the cornucopia of trees and leaves there were multiple stations and places for food and drink, but the most attractive experience was the live band playing for attendees. This was a clear utilization of the sense of sound and visuals.

As for VMworld, although it did not utilize the entire center street, there was a major use of graphics and colors outside the building. Large graphics were hanging throughout the entry ways, and plastered on the sides of the buildings. Some graphics stretched from windows down onto the street where attendees would walk, which created an immersive and cohesive space.

As for the many activations VMworld 2019 had, explained will be some that touch on the sensory-marketing areas previously covered. To utilize touch, there was a large plastic push pic wall that when pressed into with hands created an image on the other side of the wall, this simple creation allowed attendees to feel an exciting touch sensation while also creating a design of choice. To more clearly utilize touch, there was a complimentary massage area, where attendees were encouraged to get incremental professional massages. It is important to note the clear release of oxytocin that can be created from this activation—the touch chemical earlier explained, creates a feeling of safety and honesty to the recipient. An obvious use of the sound sense was the “Rhythm Room” an area for attendees to use various instruments at their free will. This room not only provided an interactive event through sound, but also allowed for collaboration with

others at the same time prompting communication and further connection to the event and participants.

Sustainability and environmental Initiatives

With environmental consciousness being so relevant in business practices, it has also been a focus within the event industry. Large companies like VMware and Salesforce have entire divisions dedicated to curating sustainable practices within their companies, so naturally, their major events would come as no exception to these practices. One impressive practice to note from VMworld was to transform some of their informational business cards from standard to biodegradable, encapsulating small wildflower seeds that could be fully planted and grown! In addition to this green initiative, VMworld had an activation located in the outside garden plaza area, where attendees were welcomed to use an energy producing stationary bicycle in which pedaling would produce energy and in turn could charge their mobile devices. Dreamforce paid special attention to their environmental impacts and were said to have some of the leading practices. To highlight some of the best initiatives at Dreamforce 2019 goes as follows—all lunch packaging for the thousands of attendees were 100% compostable, the lunches themselves were entirely beefless to improve water conservation, reusable water bottles were provided in attempt to reduce upwards of 100,000 single use plastic bottles. In addition to these practices, the event also encouraged attendees to take low-carbon transportation to and from the event, and pledged to offset 100% of employee travel and on site emissions.

Chapter 4

DISCUSSION AND CONCLUSIONS

Experiential marketing is becoming a key channel utilized to create an immersive customer experience and in result a stronger customer relationship. An extension of experiential marketing is sensory marketing which capitalizes on the human senses and psychology, which is showing to be the newest breakthrough in marketing. This concluding chapter includes the following: a discussion of the major findings, including implications, limitations, conclusions based on proposed research questions, recommendations for the Experiential Marketing Industry, and continued future research.

Discussion

Both VMworld and Dreamforce were able to immerse their growing attendee base in a primarily informational conference using experiential marketing techniques. It can be assumed that their growing attendance rate and activations could be due to their implementations of experiential marketing and sensory-activations. Reference can be made to the literature review portion of this report that helps explain the use of experiential marketing to gain customer trust and loyalty—as stated that emotional connection can encourage customer loyalty and brand identity (O’Connell, 2011). These Major conferences can be seen as benchmarks for conferences that are experiential and immersive, while at the same time are in a growth period. Knowing that experiential marketing and sensory-marketing are a relatively new practice these conferences do a good job at scratching the surface of attendee immersion and use of new tactics.

On a large scale it may be harder to activate sensory overload, and in fact, sensory marketing was seen to be close to underutilized on such a large scale. There were

multiple senses that were not noted to be utilized at either event, based on current research found. This finding neither refutes nor supports the prior literature review, but rather shows an area to be improved upon in the experiential marketing tactics utilized in major conferences. The main area being smell, as now known smell has the strongest ability to link to memory (Krishna, 2012). To improve the customer engagement and sense of loyalty to the brands, both VMware and Salesforce could deplore more resources to the research and implementation of further sensory tactics. This research has helped to show a growing area for improvement industry wide.

Best practices for the industry of Experiential marketing not only includes the sensory activations and creative ideations, but also special attention is given to environmental considerations. This special attention to the environment through sustainability practices could be seen to be tied to the shift in marketing paradigms. Large experiential events require a lot of resources and look into the future of marketing as mentioned prior. Because of this, the basis of large experiential events align well with progressive measures for resource management and environmental impact. As people and organizations begin to pay greater attention to their experiences they as a result, pay attention to the repercussions and fallout of those major events. With leisure and experience at an all-time high within this new marketing era, it is important for companies to look at their carbon footprint. As experiences are increasing there needs to be a major push for sustainability practices to be competitive throughout the industry.

In order for this review, or study, to be accurate it is imperative to acknowledge the limitations to the research and the bias from the researcher. From the perspective of research, there can be skewed results based on the lack of information available publicly

of the events. Through months' worth of research, there are still items that were unable to be uncovered about the organizations studied, that are either held private for security reasons or simply not published. It is important to note the bias that is had towards the specific events/organizations researched. The researcher was able to attend both conferences. This inside view of the events may have bolstered the existent knowledge of the experiential practices, but also could have limited an unbiased opinion. Since these events did not cost anything to attend, it is possible the researcher underappreciated them and potentially inhibited a true attendee experience of them. Finally, in addition to the collegiate educational state of the researcher, the focus of study is in Experiential Industry Management, creating a high awareness of this new era of marketing. This hyperawareness, or exposure to this industry, may create a type of confirmation bias that leads the researcher to accept research and information about the events that could be considered experiential, even if they are not. Seeming as there is no definition as to what activation is deemed "experiential", the education and awareness could lead to accepting normal marketing tactics as experiential.

Experiential marketing and sensory marketing are clearly leading the new age of marketing and providing relationship value between organizations and consumers. For any organization to build success in marketing now or in the future, they will inevitably run into the tactic of experiential marketing and if they have the means they should definitely capitalize on its benefits. Integrating a new elaborate style of marketing may not come naturally or without serious investment. When reviewing the growing demand and return from major projects it is easy to see why this industry is changing.

Conclusions

Based on the findings of the study, the following conclusions are drawn:

1. Dreamforce successfully utilized multiple experiential marketing tactics to immerse its attendees in sensory marketing tactics including touch, vision and sound.
2. As learned there is a limit to the amount of information the human brain can process at once, but through example and research we can see how it is unlikely to hit information overload with such a large conference and proper people flow.
3. In this study there have been multiple activations that showcased creative and innovative large scale experiential marketing tactics, it can be stated that the true “best practices” are those that are activating the most dominant areas of the human brain. (As to give attendees a positive experience they will remember but not overloading them).
4. Sustainability is an emerging focus that will likely never fade away, meaning that these large events will continue to pay attention to their food choices, graphic displays, packaging, and travel emissions, which are large parts of their economic footprint.

Recommendations

Based on the findings of the study, the following recommendations are drawn:

1. In order for organizations to stay relevant and create a loyal and positive customer relationship, they will need to adapt more experiential marketing practices.

2. Those wanting to improve or adopt experiential marketing into their organizations should look at best practices from many different sources, there is no copyright on economic solutions or different conscious sustainability measures.
3. To continue to be a leader in large interactive conferences Dreamforce (Salesforce) should not only continue its sustainability and experiential tactics but adapt the use of smell within its experiences.
4. For VMworld (VMware) to become a staple within its industry, it should continue to discover and implement sensory marketing tactics, although the content of the conference is the focus, attendees will be able to recall and be further satisfied with their experiences if implemented.
5. For an organization to attempt to create an experiential marketing experience it needs to keep a consumer centric focus, paying special attention to the overall experience the attendee will have, thus capitalizing on the ways they will be able to positively engage them.
6. As this industry is growing there needs to be a further study and implementation of the activation of the human senses, and continued discovery of the effect on the brains chemical balance. Once there is more information on its use, the easier it can be mastered and implemented.
7. Further research needs to be conducted into the proper definitions of experiential marketing, the more concrete this paradigm becomes, the better it can be utilized towards the customer and capitalized on.

REFERENCES

REFERENCES

- Değermen Erenkol, Anıl. (2015). Sensory Marketing. *Journal of Administrative Sciences and Policy Studies*, 3, 1-26. 10.15640/jasps.v3n1a1.
- Ellingsen, D.-M., Wessberg, J., Chelnokova, O., Olausson, H., Laeng, B., & Leknes, S. (2013, September 29). In touch with your emotions: Oxytocin and touch change social impressions while others' facial expressions can alter touch. Retrieved February 20, 2020, from <https://www.sciencedirect.com/science/article/pii/S0306453013003363>
- Frequently Asked Questions About VMworld 2020 US: VMware. (2019, November 8). Retrieved February 27, 2020, from <https://www.vmworld.com/en/us/faqs.htmlDescription of Organization/s>
- Krishna, A., & Schwarz, N. (2014). Sensory marketing, embodiment, and grounded cognition: A review and introduction. *Journal of Consumer Psychology*, 24(2), 159–168. doi: 10.1016/j.jcps.2013.12.006
- Krishna, A. (2012). An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior. *Journal of Consumer Psychology*, 22(3), 332–351. doi: 10.1016/j.jcps.2011.08.003
- Longley, Robert. (2020, January 29). An Introduction to Sensory Marketing. Retrieved from <https://www.thoughtco.com/sensory-marketing-4153908>
- Maghnati, F., Ling, K. C., & Nasermodeli, A. (2012). Exploring the Relationship between Experiential Marketing and Experiential Value in the Smartphone Industry. *International Business Research*, 5(11). doi: 10.5539/ibr.v5n11p169

- Malhotra, N. K. (1984). Information and Sensory Overload. *Psychology & Marketing*, 1(3/4), 9–21. <https://doi-org.ezproxy.lib.calpoly.edu/10.1002/mar.4220010304>
- O'Connell, B., Walden, S., & Ohlmann, A. (2011). Marketing and Neuroscience What Drives Customer Decisions? *Marketing and Neuroscience What Drives Customer Decisions?*, 1–20. Retrieved from <http://hoffmanmarcom.com/ama/white-papers/White Paper Neuroscience what drives cust descisions.pdf>
- Pasquarelli, A. (2019). SENSORY OVERLOAD: How much experiential marketing is too much experiential marketing? *Advertising Age*, 90(15), 8. Retrieved from <http://search.ebscohost.com.ezproxy.lib.calpoly.edu/login.aspx?direct=true&db=aph&AN=137856900&site=ehost-livE>
- Petrolino, L. (2018, June 25). Sensory Marketing: How the Senses Affect Purchase Decision. Retrieved February 4, 2020, from <https://spinsucks.com/marketing/sensory-marketing/>
- Psych Central Staff Wikipedia. (2018, October 8). About Oxytocin. Retrieved February 20, 2020, from <https://psychcentral.com/lib/about-oxytocin/>
- Schmitt, B., Joško Brakus, J. and Zarantonello, L. (2015), From experiential psychology to consumer experience. *Journal of Consumer Psychology*, 25: 166-171. doi:10.1016/j.jcps.2014.09.001
- Slefo, G. P. (2019, November 18). What to expect at Salesforce Dreamforce. Retrieved February 11, 2020, from <https://adage.com/article/digital/what-expect-salesforce-dreamforce/2215726>
- Wiedmann, K., Labenz, F., Haase, J., & Hennigs, N. (2018). The power of experiential marketing: Exploring the causal relationships among multisensory marketing,

brand experience, customer perceived value and brand strength. *Journal of Brand Management*, 25(2), 101-118. doi:<http://dx.doi.org/10.1057/s41262-017-0061-5>

APPENDIXES

Appendix A
INSTRUMENT

Environmental features	-
Main Speakers	-
Number of Sessions	-
Number of Attendees	-
Growth from prior year	-
Sustainability practices	-
Food Variations	-
Sensory Activations	-
Cultural Considerations	-
Accessibility	-
Color/Theme	-
Start Year	-

Appendix B

Features	Insights
<u>Environmental Features</u>	<u>VMworld</u> : Yerba Buena Gardens (nearby park/plaza) use, tables and lunch held. <u>Dreamforce</u> : Yerba Buena Gardens use,
<u>Main Speakers</u>	<u>VMworld</u> : Steve Young, Linsley Vonn, Pat Gelsinger (CEO) Sanjay Pooned (COO) <u>Dreamforce</u> : Barack Obama, Megan Rapinoe, Tim Cook (CEO Apple) Steph & Ayesha Curry, David Beckham
<u>Number of Conference Sessions</u>	<u>VMworld</u> : 700+ <u>Dreamforce</u> : 2,700+
<u>Number of attendees</u>	<u>VMworld</u> : 21,000+ <u>Dreamforce</u> : 170,000+
<u>Growth from prior year</u>	<u>VMworld</u> : Inconsistent data <u>Dreamforce</u> : 1,000+
<u>Sustainability practices</u>	<u>VMworld</u> : Recyclable materials, graphic sign usage, energy bikes, compostable cards + <u>Dreamforce</u> : Lunch composability, beefless meals, reusable water bottles, 100% emission offset
<u>Food variations</u>	<u>VMworld</u> : Halal, Vegetarian, Gluten Free and Kosher friendly. <u>Dreamforce</u> : Beefless meals, Dietary restriction on request (Halal, Kosher, Vegan etc)
<u>Sensory activations</u>	<u>VMworld</u> : Push pin wall, Graffiti wall, Rhythm Room, Puppy Parks, Eco Charging bikes, Live DJs, Concerts, Solutions exchange plush carpet and mini activations.

	(plus others not found in research) Dreamforce : Expo center, live music, waterfall, (plus others not found in research)
<u>Cultural nods</u>	VMworld : Nursing Mothers Rooms, Prayer Rooms, Morning Tai Chi and Yoga+ Dreamforce : Meditation rooms, Nursing rooms+
<u>Accessibility</u>	VMworld : ADA compliant Dreamforce : Accessibility accommodations by request, accessibility equipment can be rented. All gendered restrooms.
<u>Color/theme (2019)</u>	VMworld : “Make your Mark” Graffiti styled font with bright colors and symbols, urban inspired Dreamforce : Trailblazer, forest and character theme, cohesive with the brand
<u>Start Year</u>	VMworld : 2004 Dreamforce : 2003