

In the Driver's Seat: A Case Study on George P. Johnson Experience Marketing

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Kira Butz

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ABSTRACT

IN THE DRIVER'S SEAT: A CASE STUDY OF GEORGE P.

JOHNSON'S EXPERIENCE MARKETING

KIRA BUTZ

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Experiential marketing is a modern form of marketing that utilizes live, interactive experiences to immerse a consumer into a brand. These experiences cause the consumer to exhibit multisensory stimulation, bodily performance, social interaction, and discovery/learning. Experiential marketing is apparent in the automotive industry because automotive products can be used to create an engaging, memorable experience. The purpose of this study was to examine automotive-focused marketing strategies of George P. Johnson Experience Marketing. Research for this study was conducted using a case study. The results indicated that George P. Johnson capitalizes on product presence that engages the senses of the consumer and allows them to learn about the product and brand. George P. Johnson should continue to capitalize on product presence and multisensory stimulation, while also utilizing traditional marketing tactics to better communicate the features and benefits of the product they are representing.

Keywords: experiential marketing, automotive industry, event marketing, brand experience, brand loyalty, George P. Johnson

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Chapter 1

INTRODUCTION AND REVIEW OF LITERATURE

Background of Study

The automotive industry is expanding rapidly and continuously evolving technologically. It is predicted to be almost a trillion-dollar industry globally by 2030 (PwC, 2019). With the high number of automobile brands on the market, it can be difficult to determine a product's unique features. The marketing strategy can make a substantial impact on whether or not a consumer commits to a brand. Traditional marketing strategies are still commonly used, but they can lack personalized, engaging qualities, and are sometimes ineffective. Higher Visibility (2016) found 42% of survey respondents believe traditional marketing does not “deliver enough value to warrant the investment they required” (para. 1). Marketing strategies are evolving into more engaging, experiential techniques.

Experiential marketing uses live experiences to promote a product or service by immersing consumers in an interactive environment. With about \$62 billion dollars spent on marketing in 2018 alone, experiential marketing is on the rise (American, 2019). Live, interactive experiences are proving to be successful in connecting consumers with brands. Event Marketer (2018) found that 85% of survey respondents were more likely to purchase a product or service after attending a live experience. The experiential marketing trend is gaining momentum, and automotive companies have already begun implementing these marketing strategies. A product with such a high profit margin and high brand involvement needs a marketing strategy that will create brand loyalty and high

purchase intention (Danish et al., 2018). The automobile is usually only purchased a couple times throughout one's lifetime, so the marketing strategy must truly be memorable to achieve brand loyalty (Danish et al.). The purpose of this study was to examine automotive-focused marketing strategies of George P. Johnson Experience Marketing.

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 books and other resources, the following online databases were utilized: *Academic Search Premier*, *Business Source Premier*, and *Google Scholar*. This review of literature includes the following subsections: traditional marketing, experiential marketing, and experiential marketing in the automotive industry.

Traditional marketing strategies have been around for decades and surround product categories, consumer behavior, and competition within the market (Schmitt, 1999). Traditional marketing can have unique elements that are specific to a product or brand, but the roots of traditional marketing are similar in the majority of strategies. There are four characteristics of traditional marketing: features and benefits, narrow definition of product category and competition, consumers being viewed as rational decision makers, and methods being analytical and quantitative (Schmitt). These four characteristics blend together because they all have an impact on one another. Since consumers are viewed as rational decision makers, they are expected to assess a product

based on how the features will benefit their needs. This ideology lead to traditional marketing strategies being very product and consumer-oriented, however; the concept of branding arose which created a new viewpoint in marketing. In the beginning, branding's sole purpose was as an identifier, which caused consumers to affiliate a functional product with a positive brand image (Schmitt). This created a very simple ideology behind branding. There is one commonality between these traditional marketing concepts, they are all focused on the consumer.

Consumers are at the forefront of marketing strategies. In order to appeal to a consumer, a company must understand their target market's wants and needs. One traditional way companies do this is by analyzing the customer path. There are multiple frameworks on customer path, but a commonly used methodology is divided into three sections: awareness, buying, and implementation and adoption (Matthews & Schenk, 2018). The awareness stage represents the consumer's identification of their needs and the initial discovery of the product or service (Rotileanu, 2020). In this stage, marketers use advertisements to grasp the consumer's attention, and clearly communicate the benefits of the product or service. In the buying stage, purchase intention has been established, and the consumer evaluates the best options (Rotileanu). Options customers are evaluating can include price, quality, and how it best addresses their needs. Once the consumer purchases the product, they enter the implementation and adoption stage. In this stage, the consumer begins using the product and associates a level value with the product (Rotileanu). The amount of perceived value dictates their overall satisfaction with the product and brand. This process directly correlates with marketing strategy because the marketing strategy can be tailored towards certain customer needs and the

customer path. Although consumer-focused marketing still has a strong presence in today's society, strategies used to appeal to these consumers are evolving into more creative, engaging experiences.

Experiential marketing is a modern form of marketing that is rising in popularity. Williams (2006) states that “experiential marketing is about taking the essence of a product and amplifying it into a set of tangible, physical, interactive experiences which reinforce the offer” (p. 485). It aims to make consumers feel like they are a part of a brand by personifying the experience (Williams). This has contributed to the evolution of branding, making a brand more than just an identifier. Experiential marketing has a stronger focus on the emotions of consumers (Schmitt, 1999). Marketing activations aim to make the consumer sense, feel, think, act, and relate (Schmitt). These components are known as strategic experiential modules and they serve as a framework used to engage the consumer and connect with their emotions. These strategic experiential modules reflect different types of experiences the consumer may feel when engaging in an experiential marketing activation. Schmitt identified numerous experience providers, or experiential components, that help a marketing activation cause a consumer to sense, feel, think, act, and relate. These experiential components are communications, product presence, co-branding, spatial environments, and people (Schmitt). With a successful execution of these experiential components, a consumer will sense, feel, think, act, and relate to the brand, creating a connection, and fostering brand loyalty.

Experiential marketing and experiential value can positively influence purchase intention (Nigam, 2012). Experiential value represents “perceptions and interactions involving either direct usage or distanced appreciation of goods and services” (Nigam, p.

72). There are extrinsic and intrinsic values affiliated with experiential value. Intrinsic values include playfulness and aesthetics (Mathwick, Malhotra, & Rigdon, 2001). Playful values surround the joyful engagement in activities allowing a participant to escape the real world. Aesthetic values surround the visual aspects of an experience providing entertainment (Nigam). These can be implemented into an experience through creating a decorative, engaging space for attendees to escape the real world and immerse themselves into a brand experience. Extrinsic values include consumer return on investment and service excellence (Mathwick et al.). Consumer return on investment involves any type of benefit or return a consumer gets from investing in a product or service (Nigam). This relates back to the focus on features and benefits of a product, but experiential marketing also uses experiences to provide the consumer return on investment. Service excellence reflects the admiration a consumer has for a marketing entity's service (Nigam). Experiences can be used to connect a consumer to a brand, increasing their admiration for that company. When an experiential marketing activation contains these intrinsic and extrinsic values, it can positively influence purchase intention. Nigam defines purchase intention as "the probability that consumers will purchase the product" (p. 73). The first step is attracting the interest of the consumer and then engaging them in the purchase process (Nigam). It is crucial that an experiential marketing activation channels the consumer values to create experiential value and increase purchase intention.

Experiential marketing can be delivered in many forms, but event marketing is a common method used to engage consumers in a brand. Event marketing is defined as "a communication tool whose purpose is to disseminate a company's marketing messages

by involving the target groups in experiential activity” (Drenger, Gaus, & Jahn, 2008, p. 138). Event marketing is a form of experiential marketing because it can personify an experience and make the consumer feel like they are a part of it. Event marketing contains four dimensions of experiences: perceptual experiences, embodied experiences, social experiences, and epistemic experiences (Tafesse, 2016). Perceptual experiences can be exhibited through multisensory stimulation which is defined as “the simultaneous activation of one’s sensory qualities” (Tafesse, p. 41). Engaging the senses is a way to make a customer physically feel a brand experience. Embodied experiences can be exhibited through bodily performance. In relation to experience consumption, bodily performance includes movement, touching, or experimentation with objects or products (Joy & Sherry, 2003; Tafesse). Bodily performance can also contribute to making the customer physically feel a brand experience. Social experiences can be exhibited through social interactions, which represents any types of verbal or non-verbal interactions between consumers and employees (Tafesse). Social interactions provide an engaging way for consumers to learn about a brand. Lastly, epistemic experiences can be exhibited through discovery and learning (Tafesse). Through discovery and learning, consumers can learn about the functionality, symbolism, or history of a brand (Tafesse). These four components: multisensory stimulation, bodily performance, social interaction, and discovery/learning contribute to the overall brand experience. These brand experience components are crucial in delivering an event marketing activation because they are consumer oriented and focus purely on providing an experience.

Although experiential marketing has made its appearance in numerous industries, the automotive industry is a unique industry for experiential marketing because of the

product type. There are three important factors to consider when developing an automotive-focused marketing strategy: brand loyalty, customer segmentation, and product positioning. Brand loyalty occurs when a customer has a company preference in their mind or repeatedly purchases a product (Danish et al., 2018). There are four components that influence brand loyalty: brand name, brand quality, perceived price, and brand awareness (Danish et al.). Brand loyalty is very important to an automobile company because of its large profit margin and long placement cycle (Danish et al.). Brand quality and perceived price have a particularly strong influence over a customer in the automotive industry because an automobile is a large investment compared to other products. It also takes a strong connection to a brand for a consumer to purchase from the same automotive brand multiple times. Since automobiles have a long-life span, people often develop an attachment to their car. Part of that attachment can stem from the human personality a brand portrays (Liao, Wu, Rivas, & Ju, 2017). Research has found that “the brand- as-a-person metaphor can lead customers to believe that a brand is active, friendly, and able to be imitated, which can foster long-term loyalty toward the brand” (Liao et al., p. 2). Automotive brands can capitalize on this need for connection by tailoring their marketing strategy to a specific target market and creating a personalized, engaging experience that personifies the automobile.

Customer Relationship Management (CRM) is utilized to obtain new customers, amplify purchases of current customers, and maintain customers who bring in high profitability (Tsai, Hu, & Lu, 2015). Customer segmentation identifies who a company should focus on in their CRM. The purpose of customer segmentation is to identify customer needs and target their marketing strategy accordingly (Tsai et al.). Clustering is

a technique used for customer segmentation. When clustering occurs, companies tailor their marketing to the wants and needs of that cluster, making the experience more relatable and personalized. Within the automotive industry specifically, there are four different types of customers: loyal customers, potential customers, VIP customers, and churn customers (Tsai et al.). Key differentiators between these four clusters are customer satisfaction and revenue contribution (Tsai et al.). The marketing strategy should take into consideration the average revenue contribution and typical customer satisfaction of their various clusters. Automotive companies use this to their advantage by dividing their customer base into these four clusters and using more personalized marketing tactics to reach a specific type of consumer.

Since there are many different types of consumers in the automotive industry, brand positioning must also be established. Diwan and Bodla (2011) state that “a successful brand positioning strategy concentrates on discovering how the brand is most strongly positioned in the customer’s mind and then sticking with this, which leads to competitive advantage in the market” (p. 532). A key strategy to positioning is aiming for customers to have one word in their mind that identifies the brand (Diwan & Bodla). In the automotive industry, there are eight factors to consider in a brand positioning strategy: visual artistic, contemporary features, basic features, security measures, brand image, dealer network and services, promotional campaign, and cost and finance (Diwan & Bodla). These factors can help create a brand’s overall impression on the consumer and provide them with that one word they affiliate with the brand. The order of importance of these factors will depend on the customer and product line, but with proper customer segmentation, a car brand can learn about their customers and tailor their

marketing strategy accordingly. Overall, the focus of an automotive marketing strategy should surround the consumer and their perception of the brand.

Purpose of the Study

The purpose of this study was to examine automotive-focused marketing strategies of George P. Johnson Experience Marketing

Research Questions

This study attempted to answer the following research questions:

1. What experiential components is George P. Johnson currently utilizing to market automotive companies?
2. What automotive-focused marketing strategies are currently being utilized by George P. Johnson Experience Marketing?
3. How effective are George P. Johnson's experiential components when marketing automotive companies?
4. How effective are the automotive-focused marketing strategies currently being utilized by George P. Johnson Experience Marketing?

Chapter 2

METHODS

The purpose of this study was to analyze the automotive-focused marketing strategy of George P. Johnson Experience Marketing. This chapter includes the following sections: description of organization, description of instrument, and description of procedures.

Description of Organization

A case study was conducted on George P. Johnson Experience Marketing (GPJ). George P. Johnson is a marketing firm that focuses on bringing brands to life and immersing people into experiences that create stronger relationships with brands and customers (George P. Johnson [GPJ], 2021). Their firm is a member of the Project Worldwide agency network which consists of multiple agencies and thousands of employees who collaborate on marketing activations for various clients. George P. Johnson has a global presence with 30 offices total, ranging from San Francisco, to Nashville, to New York, along with offices in Brazil, Japan, Australia, China, Korea, India, Germany, and France (GPJ). According to the culture section of the website, the company's philosophy surrounds passion, collaboration, and fearlessness (GPJ). Creativity is another key component of George P. Johnson's culture, and this is exemplified through the company's belief in having an open-minded, all-embracing community (GPJ). The automotive industry has a particularly strong presence in George

P. Johnson's client base. George P. Johnson has created marketing activations for many top name brands like Toyota, Jaguar, Honda, and many more (GPJ).

Description of Instrument

The instrument utilized in this study was a case study guide developed by the researcher (see Appendix A). After conducting a pilot study on the Los Angeles Auto Show, an overall brand experience category was added to better evaluate the customer experience. This allowed the research to go more in depth on the customer experience. The instrument was divided into two sections: experiential components and overall brand experience. The experiential components section was used to analyze the presence of certain attributes, including communication strategies, product display, co-branding, spatial environment, and people. The overall brand experience section analyzed the engagement of the consumer with the brand, including multisensory stimulation, bodily performance, social interactions, and discovery/learning.

Description of Procedures

A case study was conducted on George P. Johnson Experience Marketing (GPJ). The instrument utilized in this study was a case study guide developed by the researcher. The two-week research phase consisted of evaluating George P. Johnson's previous automotive company marketing activations. Research was conducted on George P. Johnson's case study section of their website from February 12th, 2021 through February 24th, 2021. Qualitative data was gathered to describe the presence of experience providers and the overall brand experience of George P. Johnson's marketing activations.

Chapter 3

PRESENTATION OF THE RESULTS

The purpose of this study was to examine automotive-focused marketing strategies of George P. Johnson Experience Marketing. A case study was utilized to examine George P. Johnson Experience Marketing. This chapter includes the following sections: Jeep 4X4 Adventure, The Infinite Road at Pebble Beach, and The Festival Village Presented by Acura. An analysis was conducted on experiential components and overall brand experience of those three marketing activations.

Jeep 4X4 Adventure

The Jeep 4X4 marketing activation took place in 2020 at the Consumer Electronic Show (CES) in Las Vegas, Nevada. This activation centered around showcasing a product of Jeep and its off-roading capabilities. There was a Jeep Simulator that used virtual reality to immerse users into an off-roading experience. A Jeep Wrangler Rubicon was used, and attendees were able to physically enter the vehicle and feel it moving as they went on their off-roading adventure. Four passengers were able to sit in the vehicle while experiencing the off-roading journey, and one attendee got to operate the vehicle.

The experiential components of communications, product presence, co-branding, spatial environments, and people were evaluated. Communications were exhibited because George P. Johnson developed a short video highlighting the experience and featured the Director of Marketing, Erica Wiggins, speaking on behalf of the event. Product presence was clearly established by putting the bright red Jeep Wrangler Rubicon

on display at CES. The vehicle was elevated and had rocks below it, making it appear to be in an off-roading environment. The doors were bar-style doors, so consumers could see both the exterior and interior of the vehicle. No co-brands were observed. The spatial environment was limited, as the space was primarily filled by the Jeep Wrangler. The entire display was fenced off to isolate the vehicle and the experience. Employees were present with the primary focus to operate and maintain the vehicle and virtual reality experience. They would operate the machinery and assist attendees with applying the virtual reality headsets. Once the virtual reality headsets were in place, the participants would begin the virtual off-roading experience. Overall, the majority of the experiential components were present in this activation.

In addition to experiential components, overall brand experience: multisensory stimulation, bodily performance, social interaction, and discovery/learning were evaluated. This activation engaged the senses in multiple ways. First, the attendees physically experienced the car by being in the vehicle and feeling the movements of an off-roading experience. Second, the virtual reality headset allowed them to see and hear the off-roading experience. The driver was even able to physically navigate through the off-roading experience. Third, attendees were able to smell the new car scent when entering the vehicle. Bodily performance was exhibited by participants touching and interacting with the Jeep Wrangler, especially the driver who got to operate the vehicle. They also felt the off-roading experience via virtual reality and physical movements of the car. Social interaction was detected when the George P. Johnson representatives were assisting participants with their virtual reality headsets. Regarding discovery and learning, the overall experience allowed participants to discover the off-roading sensation

and learn about the different amenities a Jeep Wrangler has to offer. Participants were also able to learn how to off-road and further develop their off-roading skills. Overall, all components of brand experience were addressed.

The Infinite Road at Pebble Beach

The purpose of The Infinite Road at Pebble Beach was to celebrate Infiniti's 30th anniversary back in 2019 and highlight their overall brand. There were three phases of this activation: Celebrate the Past, Acknowledge the Present, and Promote the Future. The Infinite Road represents the different stages of Infiniti, and participants were able to go on a journey down this road.

The overall activation advertised and communicated the brand by showcasing the logo products, and future of Infiniti. George P. Johnson also implemented an LED Infinite Horizon that allowed guests to digitally interact with the products. Infiniti was able to track digital interactions with this LED display and counted 1,500 interactions. Product presence was clearly established and divided into past, present, and future sections. There were numerous Infiniti vehicles lined up and down the Infinite road for guests to interact with. George P. Johnson also implemented digital product presence via the Infinite Horizon. Regarding co-branding, George P. Johnson partnered with multiple brands within this activation. First and foremost, Infiniti was the client for this event and their logo and products were displayed. Second, George P. Johnson partnered with BRDG, a digital agency, to create the Infinite Horizon. Third, George P. Johnson featured an artist, Makoto Endo, who painted a product line using chopsticks. Lastly, George P. Johnson featured live musical performances by DJ Razzvio and fireside chats. All

partners in this activation benefitted through the ability to showcase their work. The spatial environment for this activation was large, allowing for numerous products and activities to be implemented. People played a role in this activation through educating attendees on Infiniti's history, advertising the current and future product lines, and serving coffee, champagne, and charcuterie to attendees.

The Infinite Road engaged the senses through allowing guests to see the past, present, and future products, taste high quality food and beverages, and even touch and interact with various Infiniti products. Bodily performance was exhibited through guests physically walking down the infinite road and interacting with the Infinite Horizon. No other forms of bodily performance were observed. There was a high rate of social interaction at this activation. Representatives were present talking about the Infiniti products and providing hospitable services via serving food and beverages. There were also interactive experiences to engage the attendees like live music and art demonstrations. Lastly, the overall focus of this activation was to celebrate the past, present, and future of Infiniti, so it educated attendees on the Infiniti brand and products it has to offer.

The Festival Village Presented by Acura

The Festival Village took place in 2019 at the Sundance Film Festival in Park City, Utah. This activation served as a hub for Sundance Film Festival attendees to relax, have coffee, enjoy live entertainment, and interact with some of Acura's products.

The Acura brand was communicated to the attendees all throughout the festival through car displays and logo placement. George P. Johnson even created a winter wonderland photo opportunity featuring the Acura branding to create social media content. Numerous Acura products were present at this festival, including their orange NSX supercar. Regarding co-branding, there were many partnerships within this activation. Acura was the client for this activation. Campos Coffee had their hot beverages featured, Stella was the primary beer partner, and many celebrities were involved via live performances and industry panels. Food and beverage companies benefitted through attendees sampling their products, and celebrities benefitted through the press they received from attending. The spatial environment was large with multiple areas for activities. There was space for live performances and panels along with the space to showcase Acura's product line. Regarding the people involved, Acura had product specialists present to entice customers to interact with the Acura products. There were also people providing hospitable services like serving food and beverages to attendees. The Festival Village had features covering all aspects of experiential components.

The Festival Village engages the senses by allowing attendees to touch and see the Acura product line. Product specialists encouraged attendees to sit in their vehicles to truly feel the interior. Attendees got to hear various performers and panel discussions, which all were affiliated with the Acura brand. They also tasted coffee, tea, and beer while attending this activation. Lastly, they were able to immerse themselves into a winter wonderland, engaging sight and touch. Bodily performance was exhibited through attendees physically sitting in the Acura vehicles. No other bodily performances within

the Acura product line were observed. This activation was very social. Attendees were able to interact with product specialists and even panel discussions containing various celebrities. In addition, through these social interactions with product specialists, attendees were able to learn about the different automobiles Acura has to offer.

Chapter 4

DISCUSSION AND CONCLUSIONS

George P. Johnson Experience Marketing advertises automotive companies by engaging the senses and clearly displaying the product. This concluding chapter includes the following: a discussion of the findings, limitations of the research, conclusions based on research questions, and recommendations for the future.

Discussion

George P. Johnson Experience Marketing capitalizes on product presence in their automotive activations but does not consistently implement communications and people as experiential components. The experiential components are what deliver experiences to a customer and they are meant to cause customers to sense, feel, think, act, and relate (Schmitt, 1999). George P. Johnson's strong product presence allowed for customers to physically sense the automobile, feel the various features and gauge the overall feeling of being inside of the vehicle. This caused the customer to think about how this product is the right fit for them, act upon those feelings by purchasing the car, and relate to other customers who have invested in that car brand. Display has a large influence on the effectiveness of the product presence (Nigam, 2012). George P. Johnson capitalizes on the display aspect specifically because they would use the physical product to draw in customers in all three activations. When consumers are shopping for a new car, being able to interact with the vehicle and visually learn about it can be the determining factors

of whether they purchase it. George P. Johnson clearly executes product presence successfully, but communications and people as experiential components were reflected inconsistently.

Although forms of communication and the use of personnel as product experts were observed, George P. Johnson did not maximize the effectiveness of these experiential components. The communications components consist of advertising, public relations, and signage (Nigam, 2012). The use of logos was utilized effectively through product display and logo placement throughout the activation; however, it takes more than just the logo to sell the car. People can also be used to maximize the effectiveness. Per the information provided on George P. Johnson's website, representatives were present at the Jeep 4X4 Adventure to ensure smooth execution of the activation, but they were more focused on the experience itself. Experiential marketing focuses on activations that create experiences; however, there are still forms of traditional marketing that can be implemented to maximize effectiveness of an activation. Traditional marketing strategies have a large focus on the features and benefits of a product, and customers have a high value for those elements (Schmitt, 1999). Since George P. Johnson's activations have a heavy focus on the engaging experiences, the general features and benefits of the product can be overlooked. A customer may leave the activation remembering the experience, but not necessarily the benefits the car and its brand have to offer. Features and benefits can be communicated through traditional marketing materials like pamphlets or online content, and product experts present to sell the product. Going forward, George P. Johnson should consider the importance of features and benefits of the specific product they're representing, and better implement that information into their experiences. The

information can be communicated both through traditional marketing materials and people who are experts on the product. This would allow George P. Johnson to continue to execute interactive experiences while also educating customers on the basic features the product has to offer.

Regarding George P. Johnson's experiential marketing strategy, multisensory stimulation and discovery/learning are at the forefront of George P. Johnson automotive activations, but social interaction does not have a consistent presence in their overall brand experiences. Multisensory stimulation, discovery/learning, and social interaction work in cohesion to create the overall brand experience (Tafesse, 2016). George P. Johnson implemented sensory engagements for all five senses in their activations because of the interactive components, like virtual off-roading and the digital Infinite Horizon. These interactive elements are at the forefront of the activations because it's what causes the customer to sense the product, eventually causing them to develop a feeling towards that product. George P. Johnson capitalizes on discovery and learning by connecting the consumer with the brand. Whether this is through discovering a car's niche features or learning about the history of the brand, George P. Johnson executes it very well. The element that is not always delivered effectively is social interaction. Social interactions contribute to the brand experience because they can verbally communicate the value of a brand (Tafesse). Within the automotive industry specifically, social interactions can be used to educate a customer on a vehicle's general features and benefits. Based on the activation information on George P. Johnson's website, the activations did have personnel, but the focus was not always on selling the product. The focus of the personnel was also on delivering the experience. Both types of personnel, experience

providers and product experts, are imperative to the activation because it helps ensure event success while also providing attendees with that human connection and source of information. Going forward, George P. Johnson should consistently provide a space for product experts to interact with attendees to build a connection and contribute to the education of features and benefits of the specific product.

There were several limitations that affected this study. First, research was conducted strictly utilizing online resources. The researcher was unable to attend any in-person marketing activations. Attending an activation in-person would have allowed the researcher to identify the experiential components and overall brand experience firsthand. In addition, this would have allowed the researcher to see if there was more personnel on site during these activations than portrayed on the website. Second, a limited number of activations were evaluated. Conclusions were drawn based on three automotive brand activations; therefore, some other automotive activations were not taken into consideration. Third, the activations were evaluated via George P. Johnson's website, so no negative elements were addressed. Their website strictly highlighted the positive elements of the activations, so the researcher took this into consideration when evaluating the data. Lastly, the researcher has bias towards George P. Johnson as a company and towards car brand affiliation. The researcher values George P. Johnson as a company and views their work as high quality. The researcher took this into consideration and utilized the instrument to evaluate their work neutrally and with a critical eye. The researcher also has bias towards certain car brands based on vehicles they have owned before. This bias was reduced by evaluating activations for car brands the researcher has no affiliation with.

Overall, George P. Johnson Experience Marketing excels at providing engaging, memorable experiences that communicate a brand's value. They present the product in a strategic manner that showcases its interior and exterior features using multisensory stimulation. This experience allows the customer to truly experience the car while discovering more about the brand. Communication and social interaction are two areas that George P. Johnson could capitalize on more. Communication can be executed via traditional marketing materials to educate customers on the features and benefits of a product. Social interactions can be executed by adding more product experts to the mix to build human connection and contribute to product education.

Conclusions

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

1. George P. Johnson Experience Marketing currently utilizes the following experiential components: communications, product presence, co-branding, maximization of the spatial environment, and people.
2. George P. Johnson's experiential marketing strategy exhibits multisensory stimulation, bodily performance, social interaction, and discovery/learning, which all contribute to the overall brand experience.
3. Product presence is George P. Johnson's most effective experiential component, while communications and people could use further development to enhance the educational aspect of their marketing activations.
4. George P. Johnson effectively implements multisensory stimulation into their activations, but do not consistently implement social interaction to establish

human connection and further enhance the educational aspect of their activations.

Recommendations

Based on the conclusions of this study, the following recommendations are made:

1. When George P. Johnson markets automotive products, there should be a blend of experiential and traditional marketing tactics to clearly communicate the features and benefits of a product while also providing an interactive, memorable experience.
2. George P. Johnson should continue to execute a strong product presence with an experience that engages the senses, leading the customer to develop a feeling for that brand.
3. George P. Johnson should provide forms of communication that are strictly meant to inform the customer of features of benefits of the product they are marketing.
4. George P. Johnson should more consistently implement personnel who serve as product experts that can sell the product and educate customers on its features and benefits.
5. George P. Johnson should implement more social interactions to provide a stronger human connection and aid in the education of products.
6. Future research could be conducted on the implementation of experiential components, as well as experiential marketing strategies, of all automotive companies attending auto shows to achieve a larger sample size.

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APPENDIXES

Appendix A

Instrument

Areas	Description	Additional Comments
Experiential Components		
Communications		
Product Presence		
Co-Branding		
Spatial Environments		
People		
Overall Brand Experience		
Multisensory Stimulation		
Bodily Performance		
Social Interaction		
Discovery / Learning		