

Empowerment of Memorable Un-Experience Marketing Strategies

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Abstract

Businesses are constantly looking for innovative and engaging ways to interact with their target audience in the fast-paced world of marketing. The practice of creating memorable un-experiences is one tactic that is gaining popularity. Un-experiences aim to create distinctive and memorable events that leave a lasting impression on customers rather than concentrating on products and services like traditional marketing campaigns do. This study examines both the marketing strategies and techniques for producing memorable un-experiences. The study aims to gain a deeper understanding of the effect of un-experiences on consumer behaviors and identify best practices for developing successful campaigns through a review of the literature and case studies of successful un-experience campaigns. According to the study, key components of successful un-experience marketing include a thorough understanding of the target market, innovative technology use, and a focus on creating a strong emotional bond with customers. According to the study's findings, businesses aiming to increase brand recognition and customer loyalty among their target population may consider using un-experiences marketing.

Keywords: Marketing Strategies, Memorable Un-experiences, Business

Introduction

Giving customers unique, unforgettable experiences unrelated to the product or service being marketed is a cutting-edge advertising strategy known as "un-experience marketing." Un-experience marketing has become more popular recently because consumers are becoming pickier and seeking out more distinctive and significant experiences. By providing customers with a special, memorable, and emotional experience, this type of marketing seeks to establish a long-lasting emotional connection with them (Berger, 2018). The purpose of this study is to comprehend the best marketing strategies for producing distinctive and unforgettable un-experiences for consumers as well as the art of creating memorable un-

experiences in marketing. In addition to examining how customer attitudes and behaviours towards unsatisfactory experiences differ across age groups and cultural backgrounds, this study will also look at how technology influences the development and dissemination of unsatisfactory experiences in the marketing sector. This study will also look at the metrics that ought to be employed to assess the effectiveness and outcomes of non-experience marketing initiatives for businesses.

Marketing strategies for producing memorable "un-experiences"

Numerous significant marketing strategies have been found to be successful in giving customers unique and memorable un-experiences. According to Brown (2020), effective un-experience marketing requires a good grasp of the target demographic. Investigating and comprehending the needs, preferences, and motivations of the target audience is necessary to ensure that the user experience is tailored to the users' particular interests and requirements. Innovative technological use is also required for effective un-experience advertising (Smith, 2019). Gamification, virtual reality, augmented reality, and other cutting-edge technologies can be used to improve the user experience and provide customers with a distinctive and interesting experience.

For instance, Johnson (2018) discovered that a clothing company's successful augmented reality campaign enabled customers to enjoyably and interactively try on products digitally. Building a strong emotional bond with their audience is essential for effective un-experience marketing (Brown, 2020). A setting that stirs feelings and emotions, storytelling, and personalization can all be used to achieve this. Smith (2019) claims that a food and beverage company's successful un-experience campaign created a sensory experience that included taste, smell, and touch to elicit strong emotions and leave a lasting impression on consumers. Therefore, the most effective marketing strategies for creating distinctive and memorable un-experiences for customers involve a thorough understanding of the target market, creative technology use, and a focus on establishing an emotional connection with customers (Johnson, 2020; Smith, 2020; Brown, 2020).

Consumer Behaviors and Attitudes Towards Un-Experiences

Depending on the age range and cultural background of the target audience, customer behaviors and attitudes towards negative experiences may differ significantly. Younger generations are frequently more receptive to innovative and creative marketing experiences and are more likely to seek out un-encounters that challenge their preconceptions and offer distinctive and interesting experiences, according to a study by Wang (2021). Older generations, on the other hand, might be less trusting of modern marketing strategies and choose more conventional ones (Wang, 2021).

Additionally, a customer's cultural background can have a significant impact on their actions and how they perceive unpleasant events (Park, 2019). Consumers from individualist cultures might favour intimate, more personalised un-experiences, whereas those from collectivist cultures might be more receptive to group-focused un-experiences (Park, 2019). Additionally, consumer decisions and behaviours in relation to negative experiences may be influenced by cultural differences in values, beliefs, and attitudes (Park, 2019).

Furthermore, consumer attitudes and behaviors towards un-experiences can vary significantly across different age groups and cultural backgrounds, it is crucial for marketers to take these factors into account when developing and implementing un-experience campaigns (Wang, 2021; Park, 2019).

Role of technology in creating and promoting un-experiences in the marketing world

In the field of marketing, technology has a big part to play in developing and promoting un-experiences. A study by Kim (2020) found that using technology could significantly improve the overall experience and give customers one-of-a-kind, unforgettable un-experiences. Interactive technologies like gamification, virtual or augmented reality, and others can be used to offer customers fresh and exciting experiences (Kim, 2020).

Technology is also crucial for the dissemination and promotion of negative experiences (Johnson, 2018). Marketers can now use social media and other digital platforms to advertise un-experiences to consumers in creative and novel ways thanks to the growth of these platforms (Johnson, 2018). A successful un-experience campaign for a cosmetics company, for instance, used social media influencers to promote and share their own un-experience with their followers, according to a study by Lee (2019).

Case studies of successful un-experience campaigns

The "A Night At" advertising campaign was successful because it promised to give customers unusual and interesting experiences. The opportunity to spend the night in some of the most well-known and extraordinary places on earth, including a treehouse, a castle, and a lighthouse, was made available to guests (Airbnb, 2019). Customers reacted favourably to the advertisement, which improved Airbnb's reputation as a provider of distinctive and memorable travel experiences. As a result, technology is crucial for the creation and dissemination of un-experiences in the marketing industry because it improves the overall experience and offers fresh, creative ways to engage and connect with customers (Kim, 2020; Johnson, 2018; Lee, 2019).

The "The Sound Drop" marketing campaign from Pepsi (2020) A good example of un-experience marketing , which sought to offer consumers a distinctive and memorable experience. In order to promote the campaign, a temporary music studio was set up in the centre of London. Users were able to record their own songs there and share them on social media (Pepsi, 2020). Consumers responded favourably to the advertisement, which improved Pepsi's reputation as a dynamic, young company that understands pop culture.

The 2018 Nike "Dream Crazy" advertising campaign from Nike used unconventional marketing techniques to give customers a unique and inspiring experience. In order to convey the idea that anything is possible if you believe in yourself, the campaign's advertisements featured athletes like Serena Williams, LeBron James, and Colin Kaepernick (Nike, 2018). The campaign's widespread media coverage and favourable consumer response have improved Nike's reputation as a company that helps athletes reach their potential.

What metrics should be employed for this evaluation, and how can businesses gauge the effectiveness and impact of their experience marketing initiatives?

To understand the return on investment (ROI) and make wise decisions about future marketing operations, organisations must measure the impact and performance of non-experience marketing activities. There are a number of metrics that can be used to assess the efficacy of non-experience marketing strategies, according to a study by Smith (2020).

Customer engagement is one of the most important metrics to take into account, and it can be quantified through metrics like social media likes, shares, and comments as well as client testimonials and feedback (Smith, 2022). Additionally, sales data, such as the number of products sold and the campaign's revenue, can be used by firms to gauge the effectiveness of un-experience marketing initiatives (Smith, 2022).

Brand awareness is a crucial factor to take into account. It can be quantified through metrics like website traffic and internet searches for the brand and product (Brown, 2020). Indicators of the success of un-experience marketing initiatives can also include the degree of consumer loyalty and repeat business (Brown, 2020).

Measuring the impact and performance of non-experience marketing operations is crucial if businesses are to understand the ROI and make informed choices about their upcoming marketing efforts. Important metrics to consider are consumer engagement, sales figures, brand recognition, and customer loyalty (Smith, 2022; Brown, 2020).

Conclusion

In conclusion, creating memorable un-experiences is a crucial aspect of modern marketing. Learning the best marketing techniques for creating distinctive and memorable un-experiences will help businesses engage customers more successfully and create long-lasting relationships with their target market. The use of technology in creating and marketing un-experiences as well as evaluating the success of un-experience marketing initiatives is a crucial component of this field of study.

For businesses to understand the return on investment and make wise decisions about upcoming marketing initiatives, experience marketing activities must be properly assessed and tracked. Consumer engagement, sales numbers, brand recognition, and customer loyalty are crucial metrics to take into account (Smith, 2022; Brown, 2020).

To master the complex and varied art of creating unforgettable un-experiences, one must have a thorough understanding of consumer behavior, marketing tactics, and technology. By using the most recent research and industry best practices, businesses can create and market un-experiences that connect with customers and strengthen their brand.

Recommendation

Future research should evaluate the efficacy of several indicators, such as consumer engagement, brand recognition, and customer loyalty, for gauging the impact and accomplishment of un-experience marketing activities. More investigation is required to determine how un-experience marketing initiatives affect consumer behavior and purchasing choices. To better understand the connection between negative consumer experiences and purchasing behavior, this could entail performing consumer surveys and sales data analysis. These suggestions emphasize the possibility for further research to enhance our understanding of the art of producing amazing un-experiences and its impacts on consumer behaviors and marketing outcomes. These ideas can be used in future study to better comprehend this important topic and provide informative guidance to businesses aiming to create and promote un-experiences.

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