



## Powerful Event Marketing I

People are jaded. They've seen it all. Technology is commonplace and advertising is ever-present, except for those who skip ads with TEVO. *Out of the box* marketing takes ingenuity to attract attention to a brand. And you never know what will really capture a potential customer's imagination. *Guerilla marketing* has been used to describe an expanded array of strategies and tactics. No matter what you call it, a great way to generate brand excitement is to offer people experiences. Guerilla marketing. Theme parties. Giveaways. Press stunts that get on the news. Product trials. The key is to create a magnetic experience that draws customers to try your product.

### Events for Publicity

We want visibility and credibility. Creative and strategic events generate valuable news coverage and extensive word-of-mouth. As far as product marketing is concerned, events can bring big attention to your product, sometimes edging out traditional marketing. Events provide a forum to demonstrate or educate about product benefits, capture a sensation that expresses brand attributes and lead to product trial, purchase and usage.

To multiply the reach of an event, it needs to be designed to attract media coverage: television, magazines, newspapers and online. Ingredients that make an event a strong candidate for news coverage include: ties with a timely news event, celebrities, raising money for a cause, holding it at a famous location or involving the public.

### Product launches

Events provide a real vehicle for an *out of the box* launch. The key is to design the activity to showcase product benefits and imprint the brand on target customers' minds.

- Levi's launched a new style with a performing aerial troop wearing the jeans
- Oprah's on-air car giveaway put the Dodge Intrepid on the news map
- Selfcare.com secured strong media coverage by entertaining reporters at a Health and Wellness Spa where they scheduled private personal treatments, toured the website and received a gift bag of site products
- Moulin Rouge's DVD release dazzled the entertainment press with a release party at Oscar time, where an entire hotel floor was transformed into scenes from the film. After experiencing the film, reporters had one-on-one interviews with film director, Baz Luhrman.
- Beauty.com launched its website with a party at a chic art gallery to generate a buzz about the site and generate site visits. Guests included beauty and fashion trend setters and decision makers, those who were potential advertisers, merchandisers who decide product placement, press to get coverage and interest.

### Movie Premiers:

#### The Ultimate Corporate Events

An amazing premier, with the most influential people as guests, generates great word-of-mouth buzz about a movie.

When launching *Harry Potter and the Chamber of Secrets* the goals were to capture media coverage, showcase the film to influencers who can stimulate the box office, celebrate the film crew's success, and recognize the people who were involved with the movie. Creating excitement with the press: EXTRA, *Access Hollywood*, newspapers, youth, teen and entertainment magazines, MTV, VH-1 -- would fuel audience excitement to drive people to the theatres when the movie opened its first weekend. Here are several ingredients of the premier event that contributed to its smash success:

- Show the movie (of course)
- An after-party that brought the film's magic to life
- Bringing the movie set to the guests: as guests entered the party, the main entrance resembled the entrance to Hogwarts School, tables were long banquet style tables where Harry and his friends ate at Hogwarts, and lots of special effects wowed the crowd
- A fantastic venue -- Cipriani on 42<sup>nd</sup> Street in New York -- an old bank with high ceilings and just right for the larger-than-life spooky atmosphere required
- Food themed like an old style Thanksgiving feast
- Activities for families, like a magic potion bar where guest drank from beakers bubbling over with colorful Kool Aid and ginger ale potions
- Gifts to remember: photo opportunities with movie sets and costumed film characters; potted Potter's mandrake plants decorated by child guests came with growing instructions that included sprinkling with special magical dust

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