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GmbH

# EXPERIENCE INTELLIGENCE REPORT EMEA





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Technology is propelling Consumers through time.

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Content is becoming more participatory – and experiential.

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2024: The year of the distrust crisis.

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Fashion's new era: beyond consumption?

Curiosity and creativity enable consumers to engage with brands in new ways, but authenticity and shared values remain top of mind.

If you have questions about any of this content, or would like to learn more, please reach out to your GPJ account representative or

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# 01 TECHNOLOGY IS PROPELLING CONSUMERS THROUGH TIME.

**Experiential time travel offers novel journeys through history, alternate realities, and future landscapes.**

The convergence of AI, AR, and VR technologies allows fans a glimpse into bygone eras through immersive experiences that bridge the gap between the present and the inaccessible past.

From AI-powered artistic encounters with [Vincent Van Gogh](#), to [holographic performances of ABBA](#), and even fragrances derived from [extinct flowers](#), brands are meeting the surging consumer demand to immerse themselves in uncharted moments from the past. [Sheraton](#) recently responded to this consumer interest by releasing an AR check-in point, enabling guests to rekindle the past with Saigon street scenes.

## What it Means

The fascination of accessing the inaccessible has created an opportunity for brands to provide immersive encounters that transcend traditional storytelling. For consumers, the novelty of experiencing a bygone time is a powerful allure. It taps into not just one's nostalgic impulse, but also their innate curiosity and desire to explore unrealized possibilities.



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## Key Takeaway

As brands delve into this intersection of nostalgia and novelty, experience designers have the opportunity to craft experiences beyond the boundaries of time. Through interactive narratives, brands can create journeys that allow individuals to experience alternate possibilities, diverse futures or, relive past moments.

## 02 CONTENT IS BECOMING MORE PARTICIPATORY — AND EXPERIENTIAL.

### Brands are increasingly using social media to make audiences part of the story.

In an overstimulating content landscape, brands are shifting from interruption to engagement to bring people in. Brands are encouraging consumers to engage with narratives in real-time, with social media serving as both a driving force and distribution channel.

From [fake Grimace-shake induced deaths](#) to a [high seas TikTok drama](#), this model emphasizes interactivity and authenticity, empowering brands to co-create with their audience for more meaningful storytelling opportunities—and satisfying a growing appetite for more participatory, shared experiences.

### What it Means

There seems to be a notable consumer shift towards actively participating in *and* contributing to culture, rather than passively observing from the sidelines. Brands are recognizing that bringing in audiences as co-creators can amplify brand expression, and dramatically impact brand engagement and influence.



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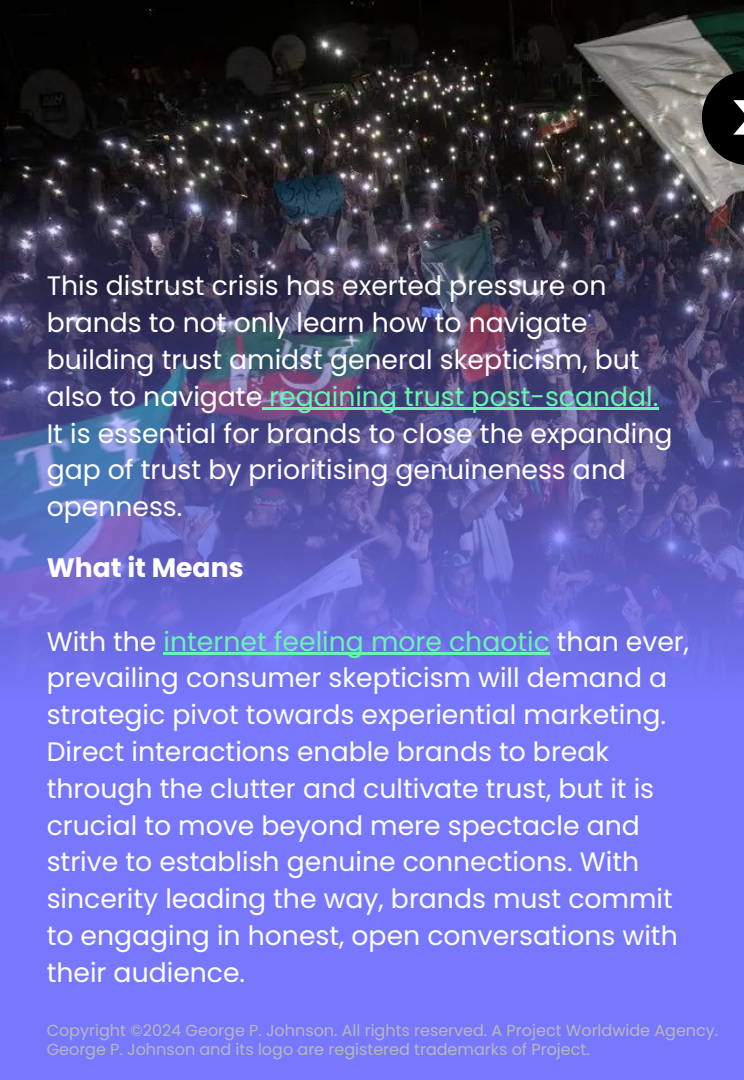
### Key Takeaway

This evolution presents marketers with exciting opportunities to reimagine their content and broaden the participatory nature of experiences beyond the physical location. By delivering content that audiences can interact with in real time, brands can more effectively turn viewers into participants—and drive deeper, more meaningful engagement as a result.

## 03 2024: THE YEAR OF THE DISTRUST CRISIS

**Brands must address the increasing scepticism with genuine, transparent strategies.**

With rapid advancements in AI in 2023 and an anticipated [rise in disinformation during a year of global elections](#), the [landscape of consumer trust](#) is more unstable than ever.



This distrust crisis has exerted pressure on brands to not only learn how to navigate building trust amidst general skepticism, but also to navigate [regaining trust post-scandal](#). It is essential for brands to close the expanding gap of trust by prioritising genuineness and openness.

### What it Means

With the [internet feeling more chaotic](#) than ever, prevailing consumer skepticism will demand a strategic pivot towards experiential marketing. Direct interactions enable brands to break through the clutter and cultivate trust, but it is crucial to move beyond mere spectacle and strive to establish genuine connections. With sincerity leading the way, brands must commit to engaging in honest, open conversations with their audience.

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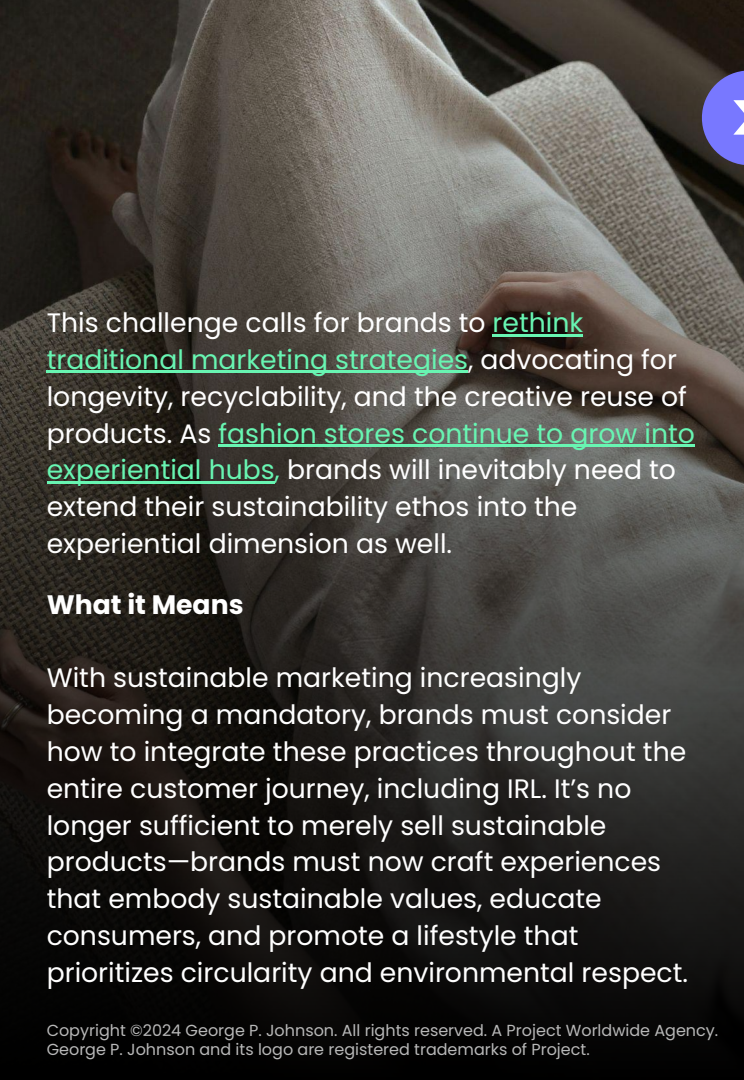
### Key Takeaway

Brands should design experiences that are not just engaging but are anchored in genuine storytelling, transparency, and consistency. Omnichannel strategies need to be considered so that all aspects of the brand experience, from initial engagement to post-experience follow-up, ensure a cohesive narrative.

## 04 FASHION'S NEW ERA: BEYOND CONSUMPTION?

**The fashion industry is charged to shift its focus from consumption to circularity.**

Amid rising environmental concerns and consumer demand for sustainability, [the UN has tasked the fashion industry](#) to transition from traditional consumption-driven marketing to an emphasis on [circular solutions](#) and community engagement



This challenge calls for brands to [rethink traditional marketing strategies](#), advocating for longevity, recyclability, and the creative reuse of products. As [fashion stores continue to grow into experiential hubs](#), brands will inevitably need to extend their sustainability ethos into the experiential dimension as well.

### What it Means

With sustainable marketing increasingly becoming a mandatory, brands must consider how to integrate these practices throughout the entire customer journey, including IRL. It's no longer sufficient to merely sell sustainable products—brands must now craft experiences that embody sustainable values, educate consumers, and promote a lifestyle that prioritizes circularity and environmental respect.

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### Key Takeaway

Brands must begin reimagining their practices, products and places as sustainable environments that can be repurposed to support a circular economy. This type of holistic approach to sustainability will forge deeper connections with consumers and reinforce brand commitment to sustainable practices.

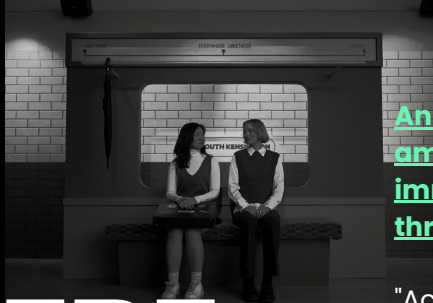


# OUT-THERE EXPERIENCES

People, brands and marketers continue to push the boundaries of physical and digital experiences, with new and creative executions popping up across the globe.

## Immersion Paris 2024 on the Eiffel Tower's first floor

Orange and Paris 2024 are offering an immersive experience that transports visitor to the 2024 Paris games thanks to the Overlap Reality technology developed by the Start Up SkyBox.

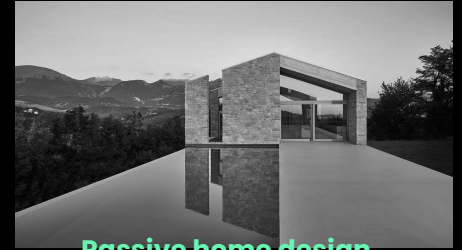
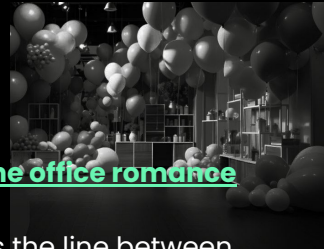


## An Exhibition filled with amazing photography and immersive moments throughout

"Accidentally Wes Anderson: The Exhibition" is a journey through more than 200 of the most beautiful, idiosyncratic, and interesting places on Earth – all seemingly plucked from the whimsical world of Wes Anderson.

## Long live the office romance

TikTok blurs the line between personal and professional with their matchmaking service for employees.



## Passive home design taking over - what's this rising trend about?

"Passive home" design is all about low-energy building made to exploit passive solar energy and establish a comfortable indoor temperature with a low-energy requirement for heating or cooling.