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GEORGE P. JOHNSON
GmbH

EXPERIENCE INTELLIGENCE REPORT EMEA





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Maintaining agency over a tech-infused world.

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Nostalgic “kidulting” experiences target the inner child.

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Super Bowl stories bring the world to the game.

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EU legislation signals a greener future for events.

In today's tech-driven landscape, consumers are seeking play, authentic storytelling and more sustainable experiences.

If you have questions about any of this content, or would like to learn more, please reach out to your GPJ account representative or Heidrun.Scholten@gpj.com



01 MAINTAINING AGENCY OVER A TECH-INFUSED WORLD.

In an increasingly digital world, brands must help users learn to navigate new technology.

Every day the lines between our physical lives and the digital world become a bit [more blurred](#). As the metaverse [continues to accelerate](#) and AI charts its [course for the physical world](#), the omnipresence of digital technology is more apparent than ever. For many, this constant reliance on digital connectivity can become overwhelming, leading to fatigue and [technostress](#).

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Now, brands are beginning to recognize this tension as well—some are even creating experiences aimed at [helping customers to better understand](#) and make use of new technology.

What it Means

We see a constant influx of new digital tools that, typically, are designed to make our daily lives more [convenient](#) in some way. However, our increasingly digitized world can quickly become overwhelming, and many are desperate to [regain some control](#) over their tech-infused lives.

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Key Takeaway

Brands can help alleviate this tension by putting users in the driver's seat to craft experiences that help users learn how to navigate new technology.

By prioritizing [intuition](#) and [practicality](#), [tech-infused experiences](#) can result in a mutually beneficial interaction between a consumer and a brand.



02 NOSTALGIC "KIDULTING" EXPERIENCES TARGET THE INNER CHILD.

Playtime isn't just for kids, in fact it might be just what today's adults need.

According to a research poll conducted in the UK, [56% of adults](#) say they have lost their sense of fun, on average, by age 27.

Perhaps the solution to this lies within [kidulting](#), where adults engage in activities traditionally designed for children.

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While [Lego](#) considers itself the trendsetter, kidulting goes far beyond toy brands. Take a look at how [Porsche](#) partnered with an artist to create a series of colorful artworks meant to evoke feelings of childlike imagination.

Or, check out this [adults-only sleepaway camp](#) filled with nostalgic activities like tie-dyeing and watersports.

What it Means

When considering today's levels of [stress](#) and [loneliness](#), kidulting seems less of a fad and more like a form of therapy. In fact, on some days child-free "Disney adults" make up [40-50%](#) of Disney World visitors. As one park goer puts it, "the responsibility I have as an adult disappears as soon as I walk through the gate."

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Key Takeaway

When daily life feels like work, we tend to seek [experiences](#) that feel like play. But kidulting is about more than just play—it's about the powerful feelings associated with [nostalgia](#) and creating inclusive experiences that connect us to our communities and the world around us.

03 SUPER BOWL STORIES BRING THE WORLD TO THE GAME.

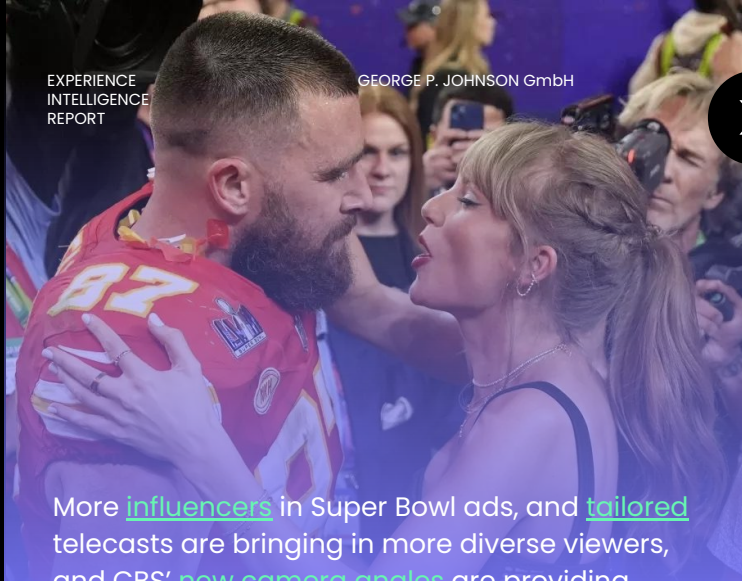
Today's Super Bowl not only attracts more viewers, it offers more storytelling potential than ever before.

The Super Bowl has always been a tentpole event for brands. But today, those brands have access to more targeted engagement opportunities than ever before.

This phenomena goes beyond the halftime show and [advertising hype](#). The Swift-Kelce [love story](#) has generated a 20% lift in NFL sponsorships and pushed Super Bowl advertisers to [target a young female 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.

What it Means

The Super Bowl experience shines from both the hype that precedes it and the drama it creates. Make your experience more engaging with experiences that lean into different subcultures, tech that brings consumers into the moment, and actions that participants can take after the event ends.

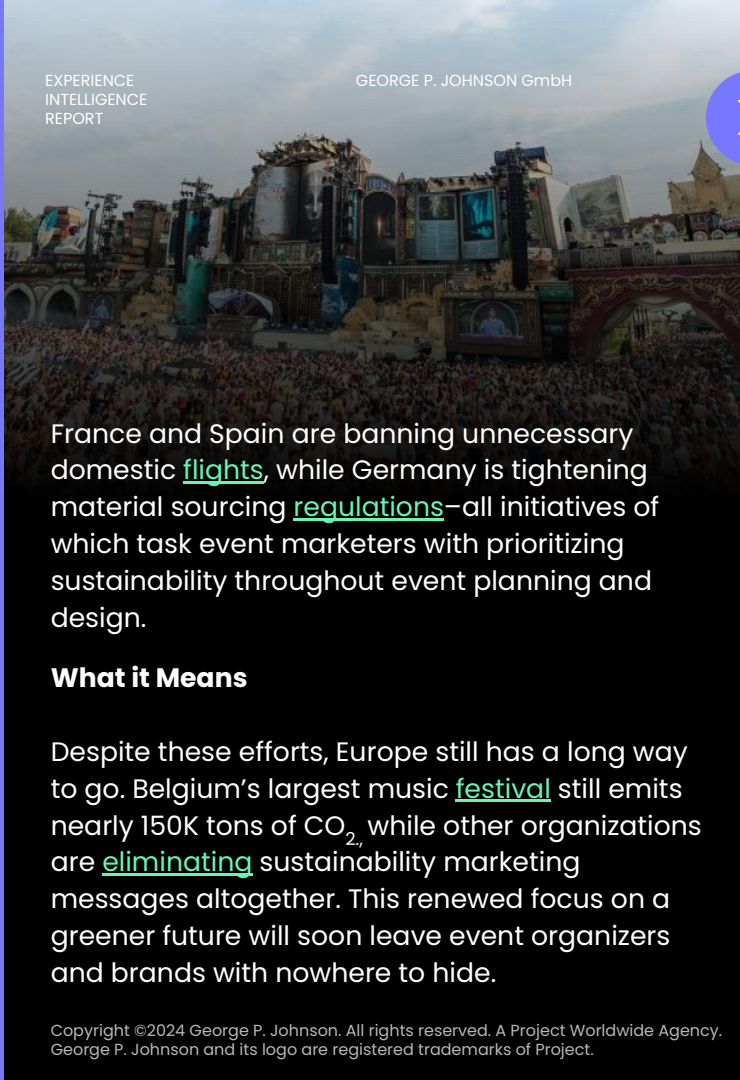
04 EU LEGISLATION SIGNALS A GREENER FUTURE FOR EVENTS.

Governments in Europe are taking a bigger role in progressing sustainability initiatives over brands & organizers.

[Consumer](#) sentiment and new [policies](#) like the EU's [CSR directive](#) are putting more pressure on brands to adopt sustainable business practices. The hospitality industry in particular faces challenges, with [bans](#) on single-use plastics in restaurants and a close eye on [large music festivals](#). Plastic aside, the EU's new Green Claims directive is putting event marketers on their heels as it [bans](#) greenwashing claims.

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Key Takeaway

These mandates signal a future where event organizers must improve their sustainability practices to comply. This will, in turn, drive many brands to search for the right partners to help them prepare. As evidenced by California's new climate reporting [laws](#), the rest of the world is already catching on.

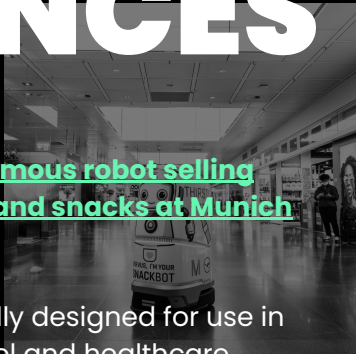


OUT-THERE EXPERIENCES

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

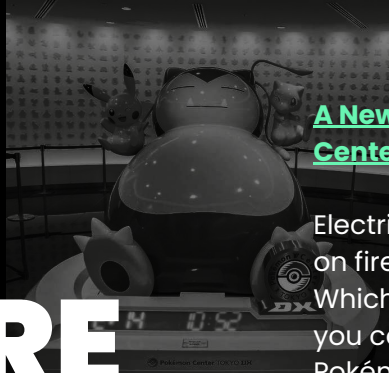
Autonomous robot selling drinks and snacks at Munich Airport

Originally designed for use in the hotel and healthcare sector, a robot of this type is now being used for the first time in the world as a 'snackbot' at an airport.



A New Pokémon Pop-Up Center is coming to London

Electrified by Pikachu or set on fire by Charmander? Whichever your favourite, you can find them at this Pokémon pop-up, which hits London next month.



James Bond's Iconic 007 vehicles are moving from Brussels to Prague

Bond in Motion is now open at Křižík Pavilions, Prague, Czechia, until April 1st 2024. Previously held in Brussels, Belgium, the exhibition covers six decades of 007 history and includes over 75 vehicles.



Milan Design Week: get inspired

This year, the world's largest design event is bound to take over the streets of the Italian city from April 15th to 21st, 2024. Featuring the renowned Salone del Mobile program, as well as a series of exhibitions and events across the city, there's plenty to be excited about.

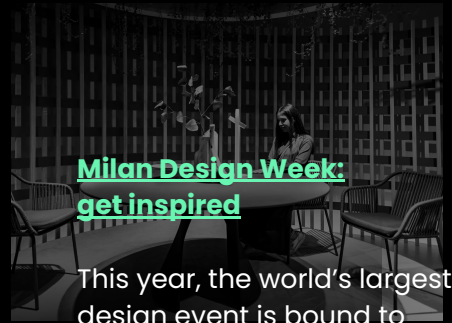


Photo: Ruggiero Scardigno

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