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# EXPERIENCE INTELLIGENCE REPORT EMEA





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From AI-enhanced fan experiences to the rollercoaster summer box office and personalized hosting, people are embracing a dynamic shift in how they engage with the world.

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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# AI TRANSFORMING FAN EXPERIENCES AT UEFA EURO 2024

**This year's European Football Championship has been defined not only by thrilling matches and spectacular goals but also by the significant impact of a new champion: Artificial Intelligence.**

AI is no longer confined to the tech world – it has made its way into the sports arena.

From using AI to [predict match outcomes](#) through video analysis to quirky [predictions by an octopus](#), AI is doing it all. Not only is AI surrounding the games, but it's also present on the field. News headlines highlighted the use of AI for [virtual advertising](#) on field banners, and even the [footballs used in the matches could be tracked](#) this year. Some fans might have complained about the numerous offside goals, but as one might have guessed, [AI played a role in those decisions](#) as well.

## What it Means

AI has progressed well beyond its initial phases of implementation, now playing a pivotal role in major events like Euro 2024. There are ongoing discussions on [enhancing AI to precisely track ball movements](#) and improve the measurability of sports. While the use of AI in sports analysis brings both advantages and challenges, [the future looks promising for AI-driven advancements](#) in this field.



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## Key Takeaway

Experience marketing professionals can glean insights from how AI is reshaping the fan experience and operational aspects of major sports events like the European Football Championship. It underscores the importance of adopting innovative technologies to enhance engagement, drive conversations, and create memorable experiences for fans across all kinds of events and experiences.

# IT'S AN UP AND DOWN SUMMER AT THE BOX OFFICE

**Movies are struggling at the box office during the time of year they normally thrive.**

The [summer 2024 box office is off to a poor start](#) compared to the summers of [Barbenheimer](#) in 2023 and Top Gun: Maverick in 2022. While some films are profitable, others struggle to justify their theatrical runs.

The decline in the US began in early May with "The Fall Guy" underperforming, worsening with "Furiosa: A Mad Max Saga" and "The Garfield Movie," leading to the worst Memorial Day weekend in nearly 30 years. There also is a decline in Europe, therefore Cinemas in Germany and the Netherlands now [offer a scheme allowing unlimited visits for a monthly fee](#). If profitable, this benefits everyone: cinemas have higher capacities, film studios gain more revenue, and the public enjoys a wider range of films.

## What it Means

[Years ago](#), movie studios made a strategic commitment to streaming in the name of content and subscribers. This has resulted in a progressive shortening of theatrical windows for films and is playing a significant role in audience decision making when it comes to in-theater viewing.



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## Key Takeaway

For brands, tracking and reacting to evolving consumer behaviors has always been crucial. When it comes to content and entertainment in particular, understanding audience preferences and adapting strategies to meet their evolving needs can drastically enhance engagement and ensure relevance.

# WELCOME TO THE ERA OF HOSTING

## Gen Z and Millennials embrace intimate gatherings with dinner parties and in-home cafes.

Multiple publications have proclaimed 2024 as the [year of the dinner party](#). With themed decorations and creative menus, the [rise of dinner parties](#) emphasizes a shift towards more intimate environments for socialization.



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## Key Takeaway

Lean into the allure of authentic, intimate gatherings by offering experiences that replicate these community-driven events. Focus the experience less on plugging the brand and more on relationship building by opting for smaller format engagements in low-stakes environments that allow for organic conversation and interaction.

## What it Means

Younger generations are redefining how they socialize and network by prioritizing authenticity, community, and meaningful interactions over large, impersonal events. While rising living costs may be an immediate factor, the need for [third spaces](#) are also contributing to these in-home experiences becoming more popular.

## THE DECLINE OF CELEBRITY ALLURE

**Consumers sideline celebrities in favor of meaningful engagement.**

The once unshakable allure of celebrities is waning. Movements like [#blockout2024](#) have emerged, sending celebrities to the [“digitine”](#) by urging digital activists to block those who fail to leverage their platforms for social justice. This shift in consumer priorities is also evident as prominent [“nepo” babies like North West](#) face backlash for underperformance, and even established stars like Jennifer Lopez struggle with dwindling ticket sales and canceled tours due to [waning likability](#). Though there’s debate on the effectiveness of these movements, especially on major celebrities with well-established followings, the shift in consumer attention is still notable.



### What it Means

Driven by [discontent with wealth inequality and celebrity excess](#), consumers are becoming more intentional with their attention and money. The era of blind celebrity worship has been replaced by a desire for more relatable, socially accountable figures.



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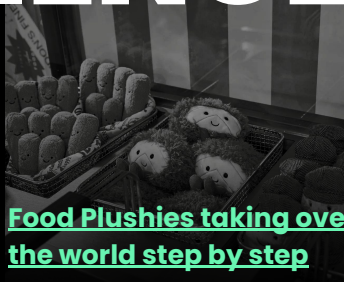
### Key Takeaway

While major celebrities still hold significant influence, be mindful of which celebrity endorsements you seek. Focus on relatable figures known for their authenticity and amplification of social issues to create more genuine, impactful experiences that align with consumers’ shifting values.




# OUT-THERE EXPERIENCE S

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




## Food Plushies taking over the world step by step

Crisp, vinegar laden chips, battered fish with a squeeze of lemon, mushy peas and more – Except it's all in plushie form. Off the back of its viral New York Diner, Jellycat has launched its Fish & Chips Experience at its London flagship in Selfridges.



## Brain waves that take the headache out of planning.

Tennessee Tourism is taking the guesswork out of vacation planning by generating personalized recommendations based on participant's brain waves.



## Cracky Dining - what's the story behind that?

Two Gen Z's are in the middle of planning their dinner party, serving 12 courses to 10 guests. For the evening's entertainment, a clown is on the cards as well as slot machines and explosive confetti.



## Ambush Marketing at UEFA Euro 2024

The collaboration between Puma and Check24 were loud at UEFA Euro 2024. Check24 distributed 5 million "unofficial" German team shirts, using the actual logo to emulate team colors.