

Turning The Physical World Into Digital Experiences



Meet Mads and Kia.



Mads Ejning

Product Specialist
and Senior Client Manager

LeadFamily



Kia Aagaard

Head of Digital Experiences
and Campaign Operations

dentsu *x*

Agenda



**What it means that offline & online
have converged**

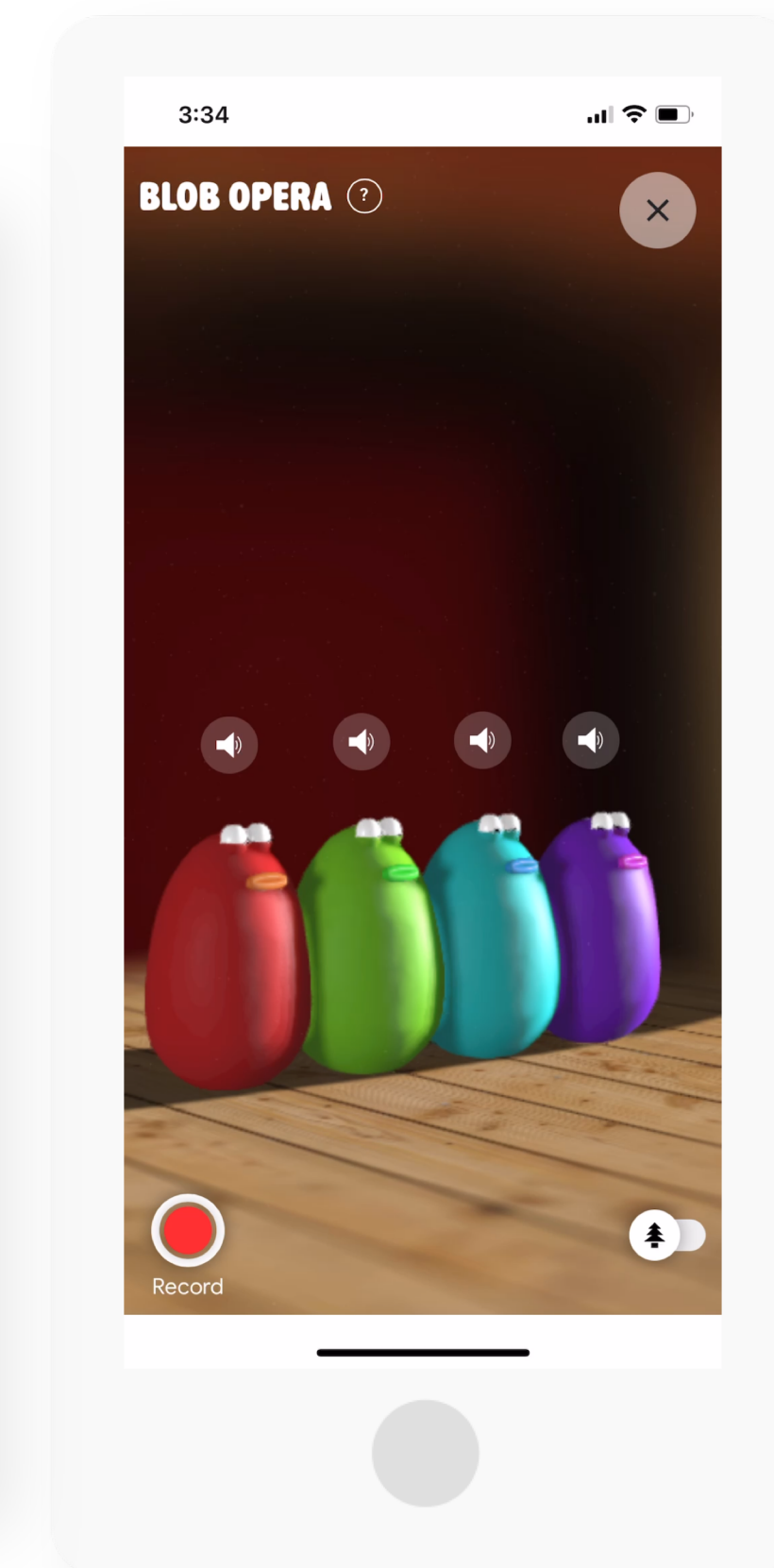
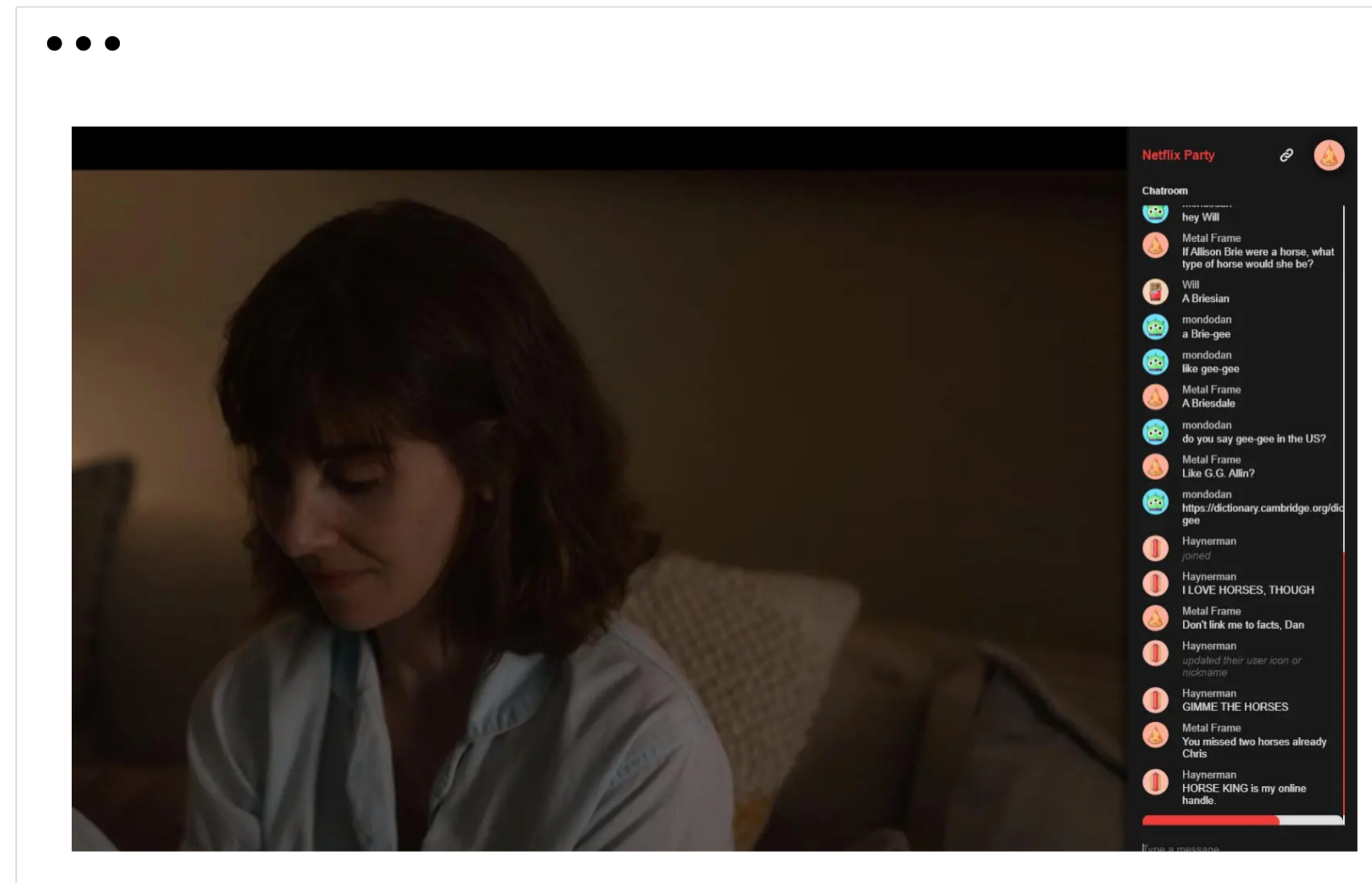
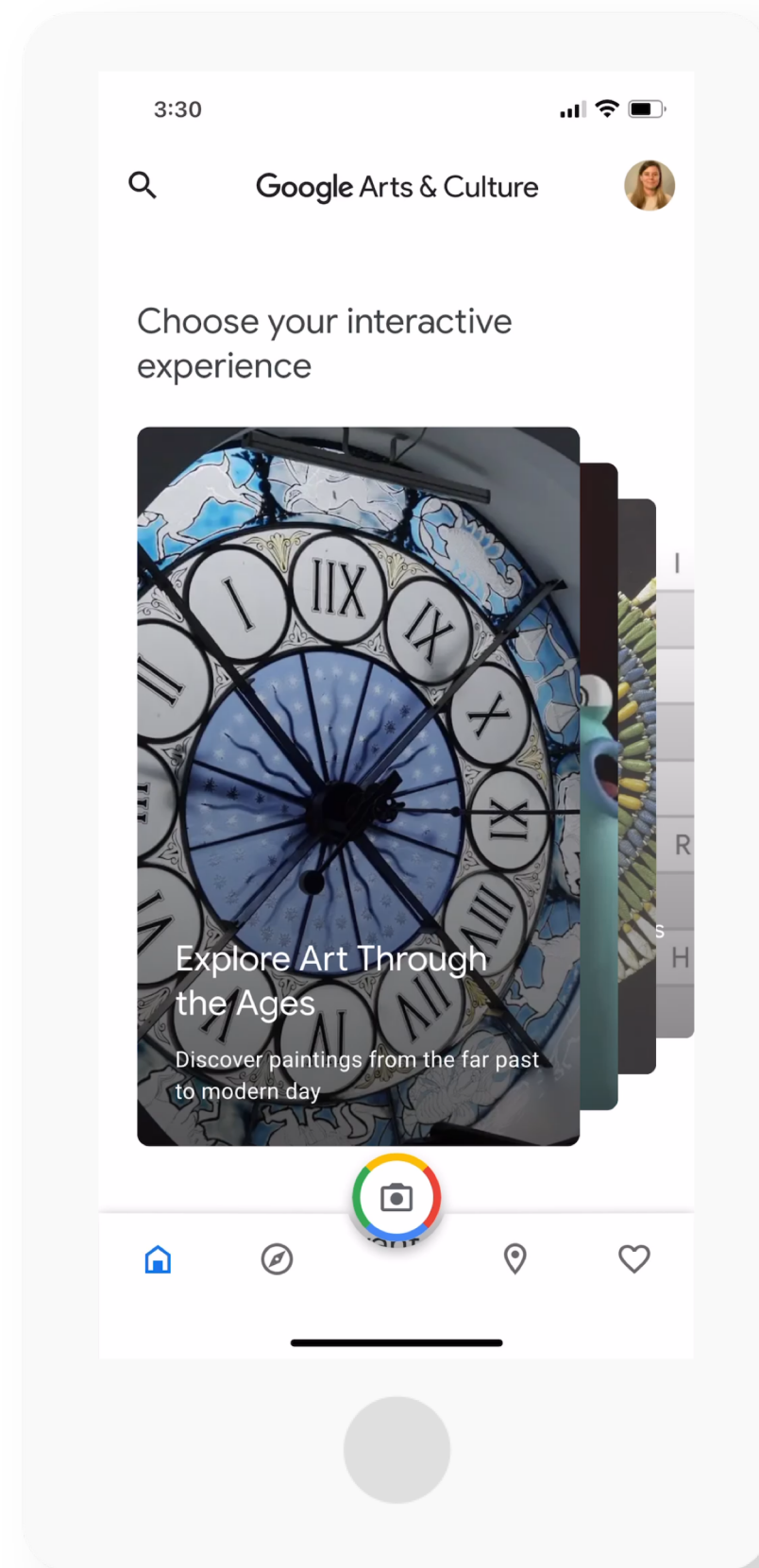


Meeting the new needs of consumers with
digital experiences



Why agility is no longer a buzzword
but the new normal

"The new normal"



The power of experiences

88%

of customers expect companies to **accelerate digital initiatives** due to Covid.

52%

of consumers say that technology is **ingrained into almost all aspects** of their day-to-day.

19%

An additional report that technology is so intertwined that they **view it as an extension** of themselves.

45%

of internet users turn to social networks when **looking for information about products or services** that they're thinking of buying.

POLL

What's digital experiences are you considering planning for the rest of 2021?

- (1) Webinars
- (2) Networking sessions
- (3) Brand activations
- (4) Omnichannel experiences
- (5) Videos



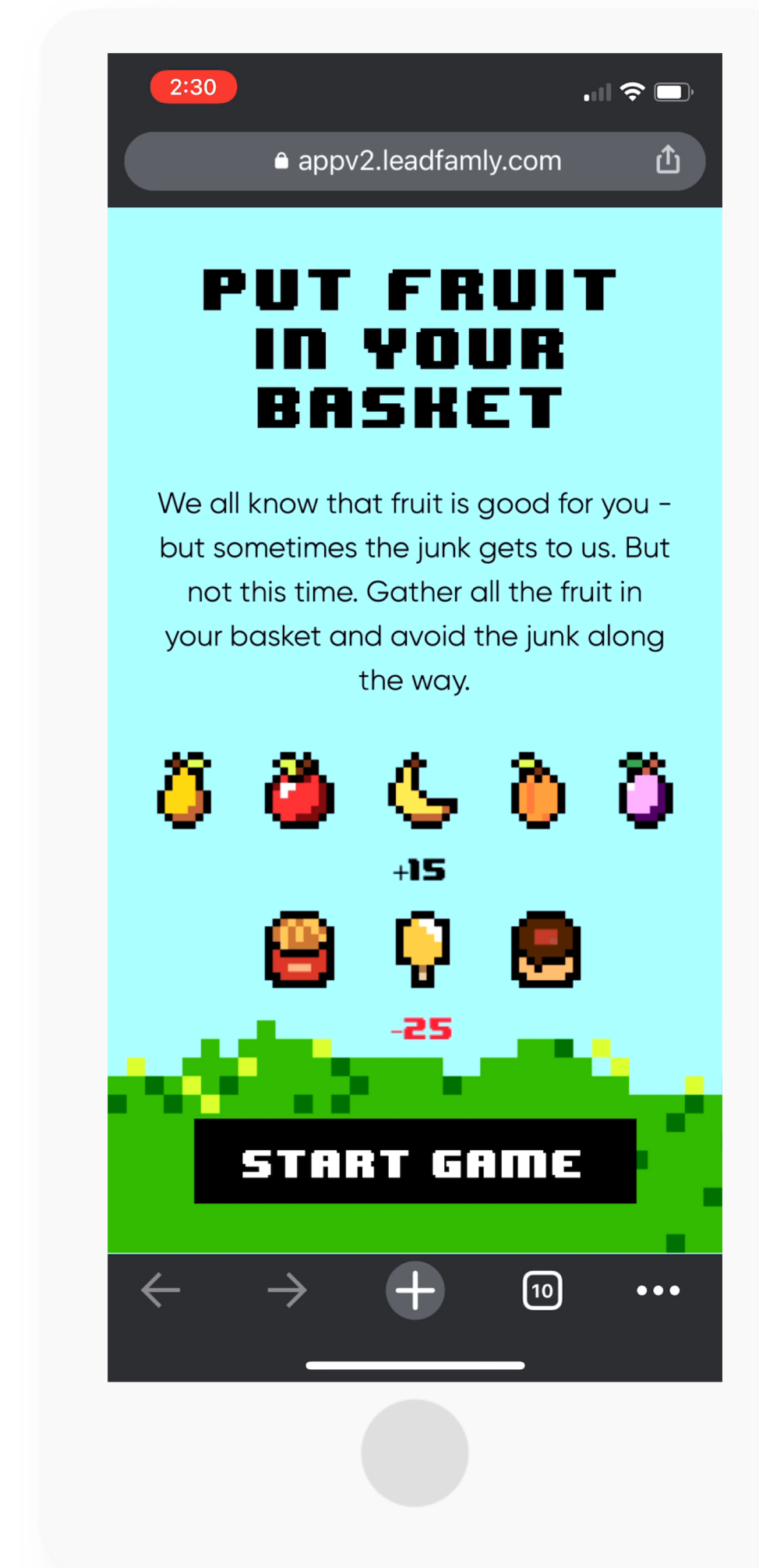
The nostalgia factor

The power of “the good old days”

Benefit = creates strong positive emotions with your brand

During times of uncertainty, consumers look for distractions and reminders of happier times

? How can you incorporate nostalgic elements into your brand experience?



**Let's look at what's possible
with digital experiences**

What to consider when designing digital experiences?

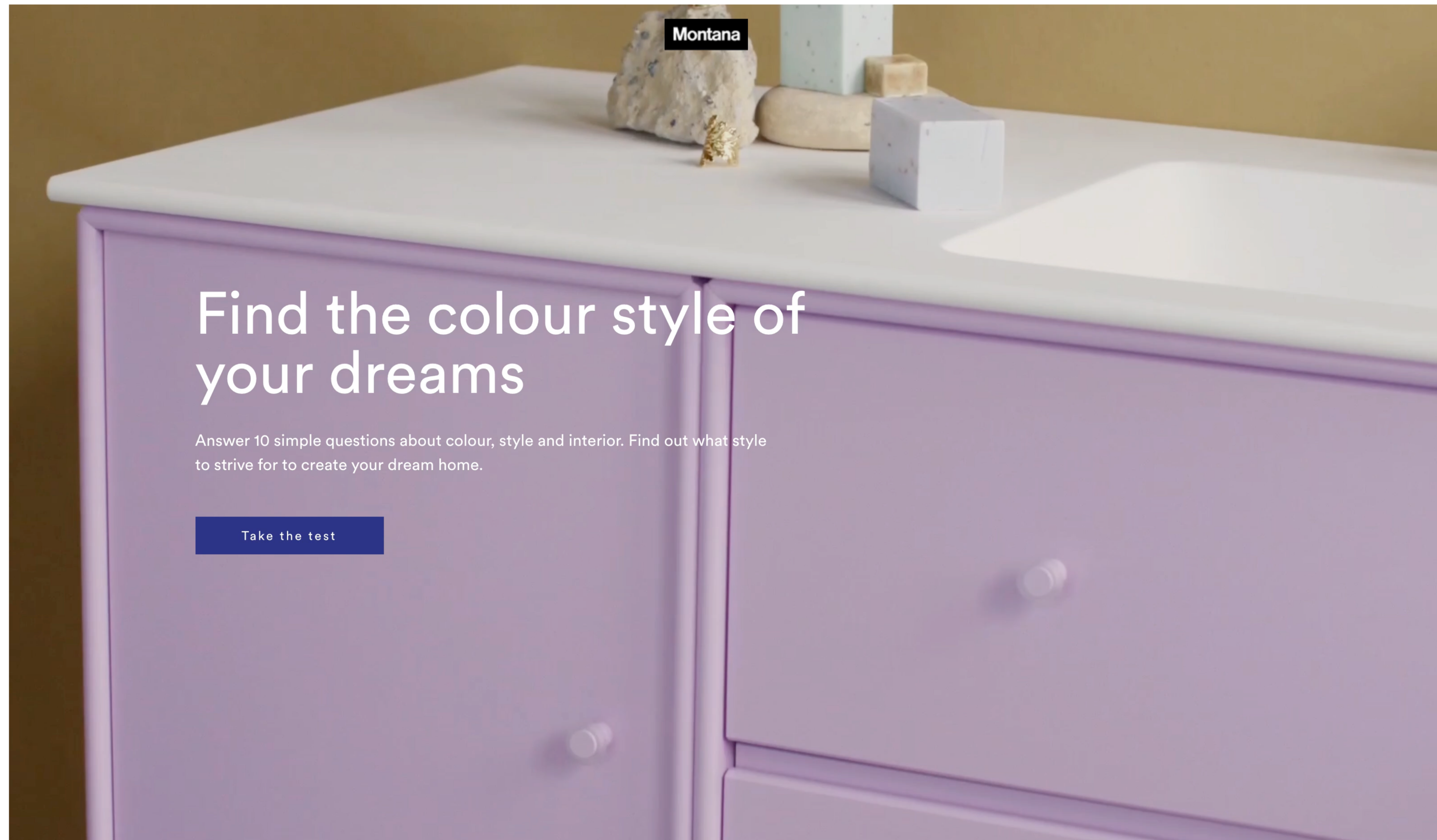
? Ask yourself, *What can I do to make this fresh?*

? Ask yourself, *Can I create a digital world for this?*

🧠 Think back to the best events and digital experiences you've had – what set them apart?

🤔 Consider this a long-term investment, especially because it's likely virtual events and digital experiences are here to stay.

Montana



Find the colour style of your dreams

Answer 10 simple questions about colour, style and interior. Find out what style to strive for to create your dream home.

[Take the test](#)

Legoland Deutschland

Details:

- ✓ Created a digital universe
- ✓ Made the physical, digital



Summing it up

Embrace the new normal

Find the right balance and blend of the physical and digital world for your brand and/or business.

What's the opportunity?

Are there chances to partner or sponsor complementary brands?

It's ok to start small

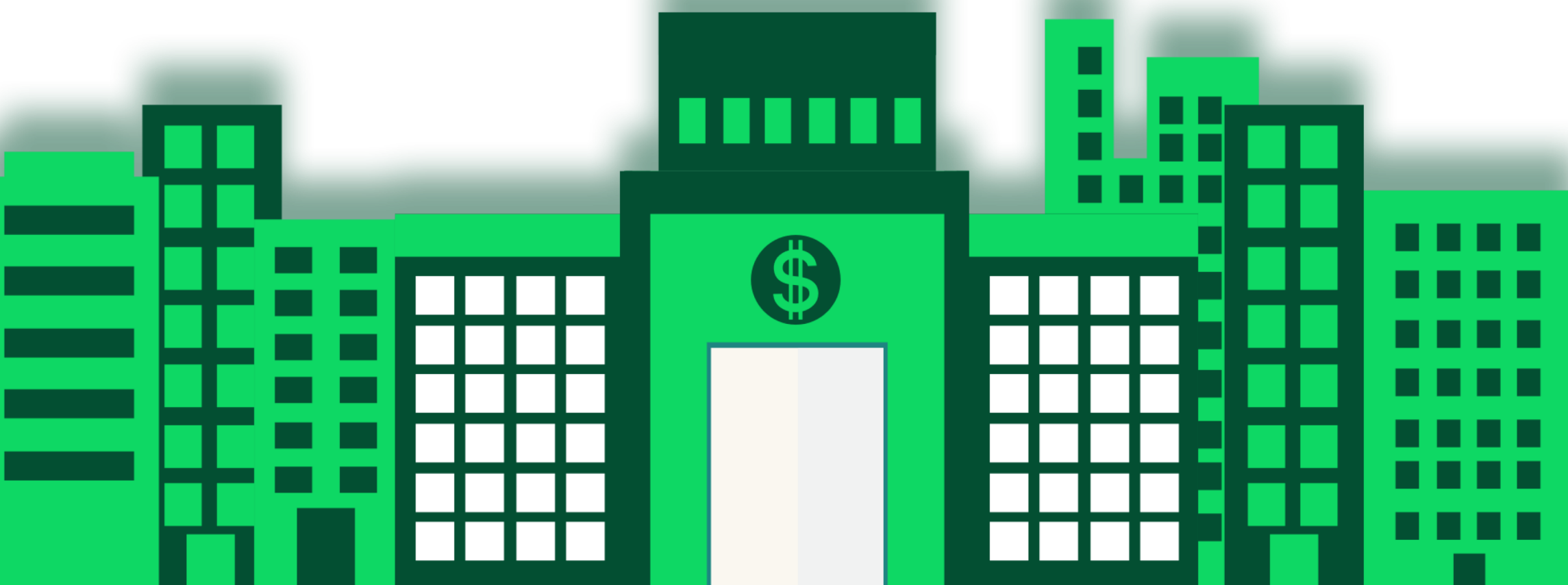
Maybe that's a nod to nostalgia with a Snake game or a gamified element. What matters is creativity and meeting your customer where they are.

Improving commercial efficiency & your bottom line with

gamification in marketing

April 2021

GAMIFICATION



Q & A