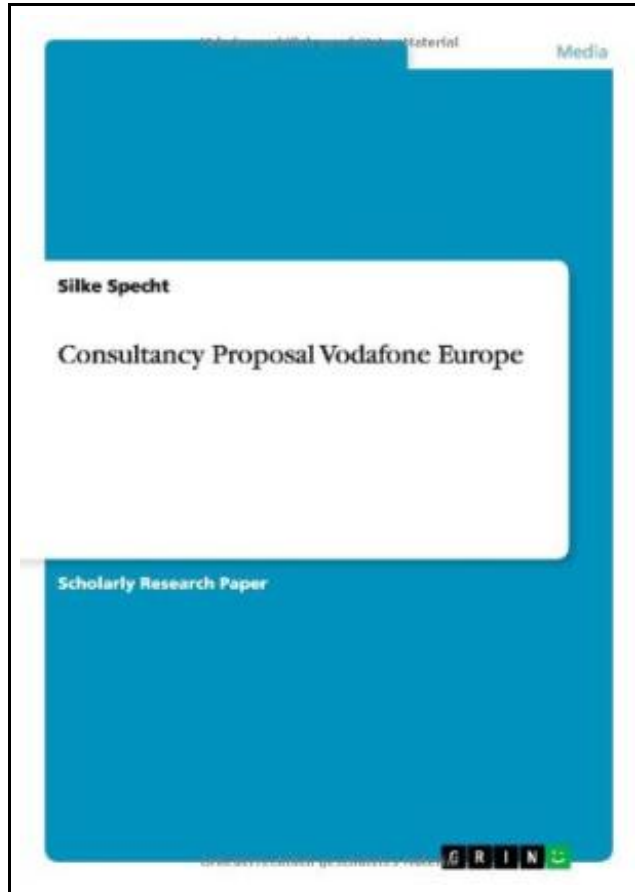


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GRIN Verlag. Paperback. Book Condition: New. Paperback. 16 pages. Dimensions: 10.0in. x 7.0in. x 0.0in. Scholarly Research Paper from the year 2009 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1, 7, University of Southern Denmark, course: Experiential Marketing, language: English, abstract: This proposal for Vodafone Europe offers a solution to face the risks for the business caused by the financial crisis as well as by matured markets. To meet the needs of today's customers we provide an experiential marketing campaign. The core of the campaign is a promotional tour through different countries in Europe. Customers are engaged in the campaign by voting for the locations, at which promotion events can take place, and at the events themselves by getting entertained and educated, by getting an escape from the daily routine and by getting involved in various activities. Beside those realms-mixture, the concept includes different marketing strategies of sensory marketing. The experiential character that differentiates this promotion event from others is created by keeping the content and the procedure of the event secret from customers until they visit the event. The finance needed for a successful implementation is enormous, but we also provide possibilities to reduce costs wherever possible. The need for labour is relatively moderate and can mostly be covered by existing Vodafone staff. The time horizon is estimated on a total of five months including a marketing activity before the promotion tour starts. Need for materials is relatively low, as the company already disposes most of it. The costs resulting from the implementation of the marketing campaign are outweighed by various benefits like an increase in revenues, new contracts and strengthened partnerships. The team for the implementation consists of three persons: a media designer, an administrative executive and an event manager. All three of them...

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