



## MISS THE MARK; SQUANDER THE SPEND

Too often, brand marketers are missing the chance to connect with their target audiences in ways that boost their business. Miss the mark, and you squander the spend.

Now, more of the brand marketing spend is being directed to activities that engage and motivate target audiences. It's called brand experience, and it creates memorable and productive encounters.

Because stakeholders feel like they've literally 'seen it all and heard it all', grabbing their attention means you have to think fresh.

It means rejecting obvious solutions, and taking your communications to where your audiences feel comfortable; where they feel at ease. This 'brand experience' attitude is what's making Australian brand experience agency ABT, so popular with brands and corporations looking to capitalise on the sales and marketing opportunities presented within China.

## THE SNICKERS BRAND EXPERIENCE



Look at how ABT's Beijing arm – ABT Creative – helped kick-off Snickers' sponsorship of the Olympic Games:

Handling all strategy, creative and logistics, ABT Creative staged the 'Snickers Street Olympics' within a University precinct of Beijing. It featured hybrid sports including 'Basoccer' (a mix of basketball & soccer), 'Streetminton' (a combination of badminton & breakdancing) and 'Snickers Jump Satisfaction'. The 'brand experience' event attracted around 10,000 attendees, over 150 media representatives and substantial TV coverage.

But with ABT Creative, it's more than just consumer engagement strategies.

## MAKE YOUR BRAND DO BUSINESS

Brand experience creates forums for meaningful connections. That's why Austrade appointed ABT Creative to establish and run its Business Club Australia (BCA) venture during the Olympics.

BCA is a hospitality and networking hub for Australian businesses seeking overseas opportunities. Between the 8th and 24th August, running from 6am to midnight, the BCA business lounge will occupy a full floor of the Hilton Hotel in Beijing.

It'll be a magnet for Australian businesses, dignitaries, government and politicians who will all 'do business' in the environment with their Chinese customers.

CEO Peter Grose said: ABT Creative is supporting companies to position and market their brands, products and services in China. We have established a Beijing office and will open in Shanghai following the Games. As well as helping foreign companies through our 'in' creative and strategy into China, we are also working with Chinese brands on 'out' brand communications to the rest of the world. So beware – the biggest market in the world is coming your way. ■

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