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Experiential, field, live marketing... It is called many things and comes in many guises but at the end of the day it's here, it works and with more and more people redirecting their ad budget this way it's growing at a very healthy rate. Here's a few examples I've seen about recently that prove it's not just about handing out free samples and expensive widgets. It has to be memorable, relevant and, of course, have a healthy dollop of creativity.



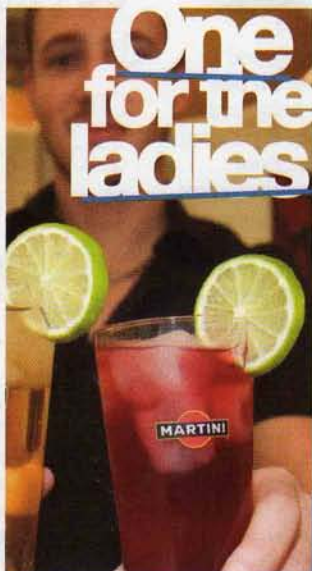
As soon as I saw 'The World's first chocolate board' it brought a smile to my face. Advertising, sampling and eating in one fell swoop. It was consumed in just five hours (blurrgh), but I have no doubt that it will be talked about for much longer. To all the creatives reading this, I know what you're thinking... WISH I'D THOUGHT OF THAT!

Client: Thorntons



"Well, I was thinking... we could lay a lawn over Trafalgar Square" – Imagine selling that one in! Only the council could get away with this stunt and I think it has. OK, so people who were there didn't really know what it was for (Village London campaign if you still don't know), but it got huge publicity, was very busy and no doubt will be imitated many times over. Innovative yes, practical not really, but who cares – it was very cool.

Client: Visit London



The Martini Terraza has hit town, bringing a touch of glam to Hanover Square. A swanky enclosure where you can chill on the funky furniture and enjoy free cocktails and canapés while your girlfriend checks out the designer gear. Obviously much more for her (although there's a Grand Prix promo for any patient fellas) but overall a silky smooth event that puts a much needed buzz back into the brand.

Client: Martini



Skydiving in central London? Oh yes! The Radox Elements event was sound in principle, offering rock climbing and skydiving for all, but in reality it fell flat. Inability to quickly move people through led to frustration with consumers and promo staff looked lost in the bland area between the activities, leaving the atmosphere and my experience lacking any minerals.

Client: Radox