

EM FORUM

Letter to the Editor

Experiential challenge to Above-The-Line (ATL)

Brands now have a range of tools at their disposal, each with very different characteristics and capabilities to meet their objectives.

Whilst ATL advertising was once seen as the 'one stop shop' of communication solutions, capable of building brand equity, increasing sales and changing consumer perception, other techniques have been proven more effective.

Experiential marketing represents one of the greatest threats to advertising. The approach not only communicates a brand's personality in a way that has greater appeal to consumers than ATL media, it can also stimulate quicker and stronger sales results.

Granted experiential marketing falls behind on scale and mass awareness, but with word of mouth becoming an increasingly prevalent by-product, great experiences are fast creating more groundswell than conventional ATL media.

Nick Adams, managing director, sense