

Guest Editor's note

A lot of people are talking about the current rise of experiential marketing as being reminiscent of when sales promotion first came on the scene in the late 80s. Then, the realisation among clients that there was a range of new below-the-line techniques drew marketers' attention away from above-the-line media and made them aware of a life beyond the traditional TV ad. So it is with experiential, as media fragmentation increasingly devalues the above-the-line offering, marketers are turning to this "new" media to give real cut-through, and this is reflected in the growth in budgets being directed towards the discipline.

Interestingly, we are finding that traditional sales promotion agencies are seeing an increasing number of briefs coming through calling for an experiential solution, and SP agencies are looking to collaborate with other specialist agencies, like Sense, to deliver on these briefs. While it may be moving away from current accepted wisdom on integration, our clients are only really interested in working with the best agencies. As such, SP agencies would all do well to identify and firm up key cross-disciplinary partnerships... after all, what's good for our clients is good for us.

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Sense