

EXPERIENCES

Exploring how the most successful companies offer compelling experiences for customers, resulting in a more profitable bottom line. From now on, leading-edge companies—whether they sell to consumers or businesses—will find that the next competitive battleground lies in staging experiences.

2022 METARETAIL



BUREAU BÉATRICE

01



INTRODUCTION

Why we're all here today,
and a few words on
TRAVELRETAIL

02



THE FUTURE OF GROWTH

Why experiences are more than
just another color on your
marketing palette.

03



THE 10 LAWS OF EXPERIENCES

How the smartest
companies in the World
compete to win the battle
for attention and upper-
market domination.

04



ONE LAST THING

How you can step-into the
experience economy with a
compelling story.

05



Q&A

15 minute fire camp
questions and answers.



THE EXPERIENCE
ECONOMY

INTRO-

DUCTION

KEVIN ALDERWEIRELDT

CEO BUREAU BÉATRICE

With 18 years dedicated to innovation and marketing, I have helped brands think and operate outside their category by harnessing the power of culture.

Having worked for some of the most recognizable brands in the world, I facilitate their post-digital transformation, allowing their product or service to be part of daily conversations.

My work operates at the intersection of art, entertainment and technology — directing multidisciplinary teams who deliver distinctive brand experiences which integrate and operate at scale.



20

THE EXPERIENCE
ECONOMY

THE FUTURE OF GROWTH



WELCOME TO THE
EXPERIENCE
ECONOMY.

A BRIEF
HISTORY
OF THE
BIRTHDAY
CAKE





BAKING A CAKE FROM SCRATCH

5¢



THE COMMODITY ECONOMY

BUREAU BÉATRICE



GETTING A READY MADE MIX FROM A SUPERMARKET

5\$



THE GOODS ECONOMY

BUREAU BÉATRICE



ORDERING A CAKE TO BE DELIVERED

50\$



THE SERVICE ECONOMY

BUREAU BÉATRICE



OUTSOURCING BIRTHDAY ORGANIZATIONS

500\$

(OH... AND WITH THIS MODEL ... GUESS
WHAT, THE CAKED IS KICKED IN FOR FREE)

THE EXPERIENCE ECONOMY

BUREAU BÉATRICE

€€€€

YOU
ARE WHAT YOU
CHARGE FOR



A SERVICE

IS TIME

WELL SAVED



““””

**EXPERIENCES
ARE A DISTINCT
ECONOMIC
OFFERING**

““””

AN

EXPERIENCE

IS TIME

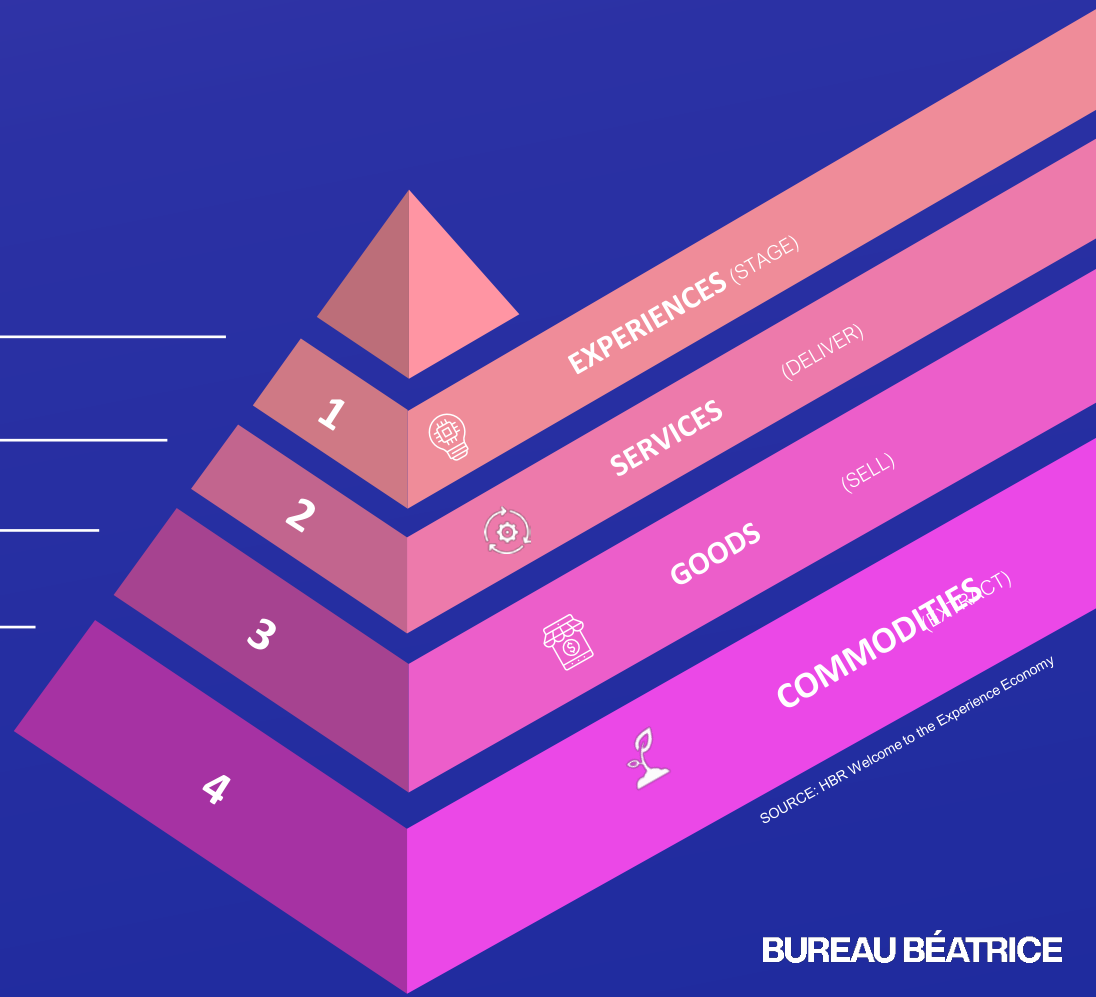
WELL SPENT

THE MEASURE OF SUCCESS

TIME WELL
SPENT.
TIME WELL
SAVED.

PRICE. PRICE. PRICE.

THEY SIMPLY DON'T
CARE.



SOURCE: HBR Welcome to the Experience Economy



STAGING EXPERIENCES MEANS THAT YOU ARE NOW COMPETING AGAINST THE WORLD



COMPETING FOR
THEIR TIME

**TIME IS
LIMITED**



COMPETING FOR
THEIR ATTENTION

**ATTENTION IS
SCARCE**



COMPETING FOR
THEIR MONEY

**MONEY IS
CONSUMEABLE**



THE EXPERIENCE IS
THE MARKETING

JOE PINE

AUTHOR, SPEAKER AND ADVISOR TO FORTUNE 500 COMPANIES



“ ”

THE CUSTOMER IS
THE
PRODUCT

JOE PINE

AUTHOR, SPEAKER AND ADVISOR TO FORTUNE 500 COMPANIES



THE FUTURE OF
GROWTH

THE 7 LAWS OF EXPERIENCES



THE FUTURE OF
GROWTH

**IMAGINE A WORLD
WHERE YOU
WOULD CHARGE ALL YOUR
CLIENTS AN ADMISSION FEE
FOR THE RIGHT TO INTERACT
WITH YOUR BRAND.**

#1

THE TEN LAWS OF EXPERIENCES

PURPOSE FIRST



#1

Veuve Clicquot

Dove

L'OCCITANE
EN PROVENCE


TAGHeuer



NET-A-PORTER


evian

POLO
RALPH LAUREN

AMERICAN
EXPRESS



S.T. Dupont
PARIS



#1

CLARITY

PURPOSE

DRIVES

EFFICIENCY

CONSISTENCY

OPPORTUNITY



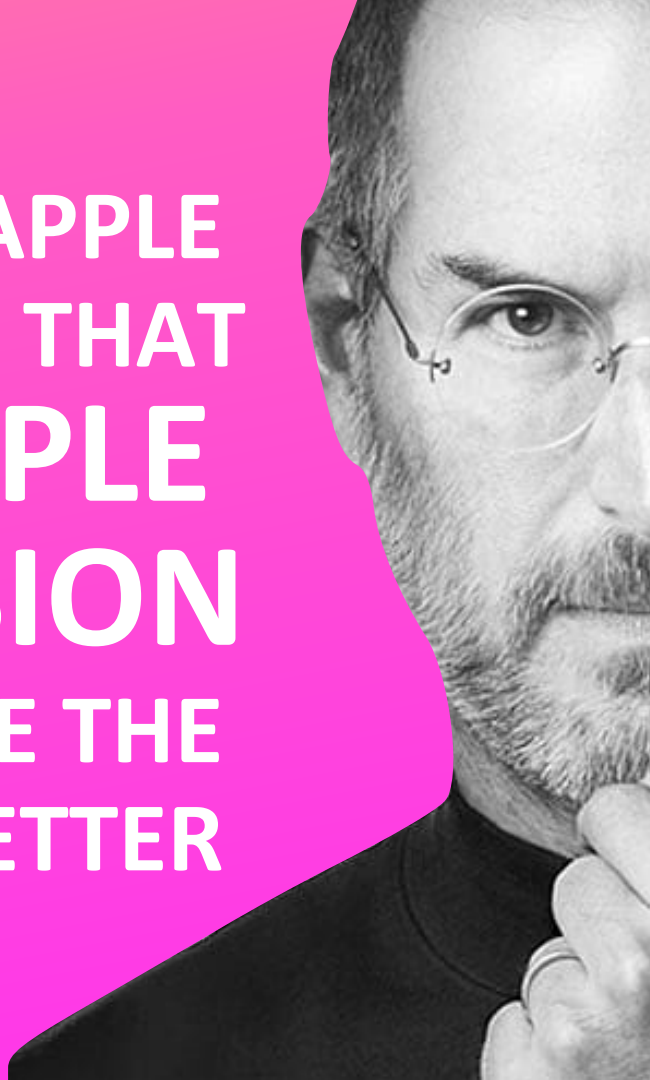
#1



AT APPLE
WE BELIEVE THAT
PEOPLE
WITH PASSION
CAN CHANGE THE
WORLD FOR BETTER

STEVE JOBS

FOUNDER AND CEO OF APPLE INC





TODAY AT APPLE



500M
VISITORS

18K
SESSIONS

PER WEEK

2x
REVENUE

VS THE NEXT TWO MOST
PROFITABLE BRANDS IN THE US.

SOURCE: cultofmac.com / 9to5mac.com



#1



TODAY
AT APPLE

IS APPLE RETAIL

#2

THE TEN LAWS OF EXPERIENCES

BELIEVE IN THE X

#2

MON CLIENT

عميلي

我的客户

MY
CLIENT

#2

SIX BRANDS THAT HAVE ABSOLUTELY NOTHING IN COMMON:





#2

SIX BRANDS THAT HAVE ALL PARTNERED WITH PUMA:



MAC



MARVEL







PUMA
SUEDE

50



THE PUMA SUEDE

A STREET LEADER ESTABLISHED 1988
REBRANDED BY MAC 2018
INSPIRED BY THE PUMA MAC OPTICAL CHROME STYLER



MAC





#2



SHARES OF PUMA ARE UP 30% OVER THE PAST YEAR, COMPARED WITH 7% FOR ADIDAS AND 8% FOR NIKE, DUE TO STRATEGIC PARTNERSHIPS GARNERING BRAND LOVE AND LOYALTY.

FORBES 2021

#3

THE TEN LAWS OF EXPERIENCES

GO ALL IN

BUREAU BÉATRICE



LOUIS VUITTON

PARIS



The announcement of the hotel comes after a series of hospitality and experiential spaces projects from the brand. Photo: Jakub Porczyk/Real Photo/Getty Images

TRAVEL

The First Louis Vuitton Hotel Is Coming to Paris—And the Views Will Be Stunning

The fashion powerhouse plans to debut the hospitality project within five years

By Katherine McLaughlin
November 17, 2022

A Louis Vuitton hotel just makes sense. For some time now, the company, known for crafting über-luxurious goods with impeccable design, has been slowly extending its storied brand from physical products to physical spaces. In early November, the company announced plans for *LV Dream*, a one-year and pop-up-like experiential space, which would include an exhibition highlighting various collaborations with artists, a café, a gift shop, and a chocolate shop. Even before *LV Dream*, the iconic brand had already begun dabbling in the hospitality world with pop-up restaurants in Seoul, South Korea, and Saint-Tropez, France. So naturally, when Louis Vuitton wanted to take these endeavors to the next level, a hotel was a perfect fit.



WATCH



[Get to Know Fashion Designer Joseph Altuzarra](#)



LOUIS

THE GAME



#4

THE TEN LAWS OF EXPERIENCES

GO
BEYOND

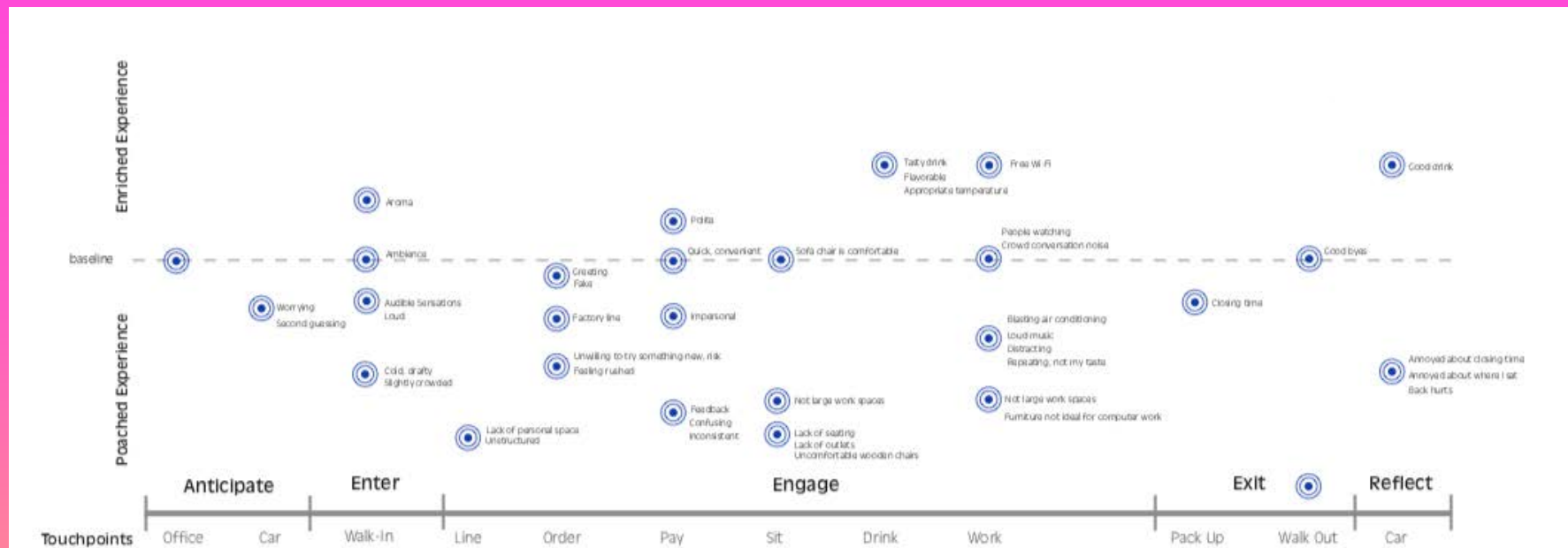
#05



I am going
to sell your
relatively
simple name
horribly,
horribly
WRONG



STARBUCKS JOURNEY





10

Lounge & Experience



#04



CULTURE EATS

STRATEGY FOR BREAKFAST

MARK FIELDS

CEO OF FORD AUTOMOBILES







**DON'T
STRESS
THERE
IS TIME**

#5

THE TEN LAWS OF EXPERIENCES

ENGAGE THE SENSES



#05

THE FOUR REALMS OF EXPERIENCES

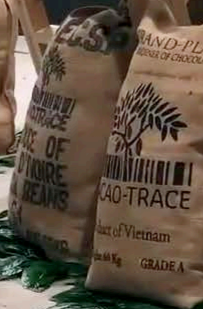
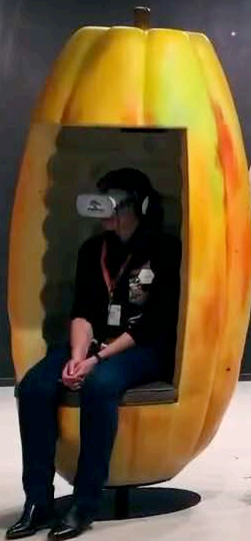
PASSIVE
ENVOLVMENT



ETHICAL LIFESTYLE
FOOD, LIFESTYLE AND ETHICS
NOT UNCHAINED

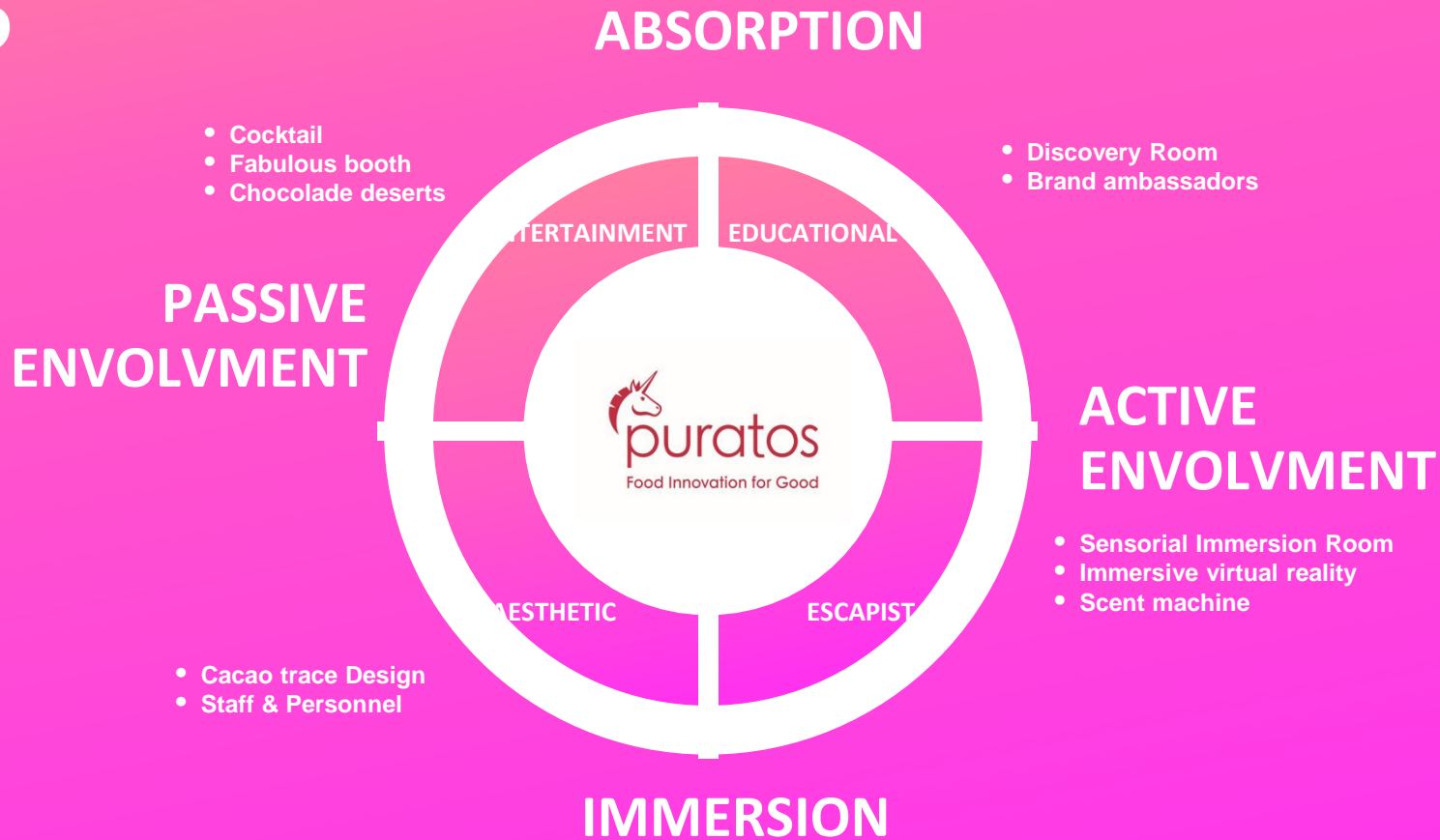



CACAO-TRACE™





#05





#6

THE TEN LAWS OF EXPERIENCES

MAKE
COOL
MATTER

#06



**IF YOU CANT MEASURE IT,
DON'T DO IT.**

#06 R.O.I.



#07

THE TEN LAWS OF EXPERIENCES

TELL A STORY



#07



THE GREATEST STORY COMMANDMENT

MAKE ME CARE.

PLEASE, EMOTIONALLY, INTELLECTUALLY, AND

JUST MAKE ME CARE.

ANDREW STANTON

FILM MAKER AT PIXAR

BUREAU BÉATRICE





#07

“ ”

THE

EXPERIENCE

ECONOMY

#07

“ ”

THE

ATTENTION

ECONOMY

#07



THE

EMOTION
ECONOMY

#07



THE

HUMAN
ECONOMY



RECAP

THE 7 LAWS OF EXPERIENCES

#01

PURPOSE FIRST

#02

BELIEVE IN THE X

#03

GO ALL IN

#04

GO BEYOND

#05

ENGAGE THE SENSES

#06

MAKE COOL MATTER

#07

TELL A STORY



THE FUTURE OF
GROWTH

ONE LAST THING

IN THIS SPACE, LET US NOT FORGET
THAT ALL MARKETING IS UNWANTED.
SO IF WE ARE TO CRASH THE PARTY ANYHOW,
LET US AT LEAST BRING WITH US CHAMPAGNE.

BUREAU BÉATRICE



THANK
YOU