

The Brand Communication Strategy under the Experience Economy --Takes the Pop-up Store as an Example

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Abstract. With the continuous development of new technology, the public has ushered in the era of experience economy. The clever form of experience economy applied by brand merchants not only changes the way of communication and information acquisition between brands and consumers, but also affects the mechanism and mode of information transmission. With the help of this new economic model, more and more brands hope to achieve rapid brand communication growth, so they use different experience methods to establish the loyalty of target users, diversified business forms seamless connection to meet the experience needs of consumers. Consumers pay more attention to self-actualization consumption propositions, and experience economy caters to the current fast-paced life. Therefore, in the wave of experience economy, pop-up stores effectively complete the transformation of traffic and entity, forming a unique concept of brand. This paper will analyze the status quo of offline brand experiential marketing, take pop-up stores as an example, expand through four dimensions of experience, point out the advantages of brand communication in the case, and summarize the problems faced by experiential marketing, combined with The theory of communication and management, shows the strategy and path of brand communication in the actual scene under the background of experience economy.

Keywords: The Experience Economy, Brand Marketing, Pop-up Stores.

1. Introduction

In recent years, the development of Internet and mobile Internet technology has brought innovation and change to the society and people's life. It has also brought great changes to brands at all levels. Offline experience and pop-up marketing have gradually derived into a new research hotspot, and the combination of the two has created more marketing results for brand communication. Therefore, the original intention of this paper is to explore the innovation strategy of brand communication from the perspective of pop-up experience economy. Under the dual effects of the renewal and iteration of social form and the information technology industry, the consumption pattern of consumers is affected by the change of people's needs and desires. With the further development of economy, the focus of human consumption is shifting from products and services to experience. The reason for the change of social and economic forms lies in the change of economic supplies. After the transformation of goods, commodities and services to experience, the economic forms evolved synchronously from agricultural economy, industrial economy and service economy to experiential economy. Experiential marketing emerged in the United States at the end of the 20th century, and was a novel marketing activity published by American scholar Toffler (1970). In the Future Impact, the concept of experience is put forward, and it is regarded as an economic value. It is proposed that the generation of experience is related to products and services. In 1998, the Americans Pine and Gilmore published in the article Welcoming the arrival of Experience economy in the Harvard Business Review, and put forward the concept of experience marketing for the first time. Since then, experiential marketing has caught people's attention and spread quickly.

According to the results of literature search and data collection, academic attention on brand communication has been increasing in recent years, including brand image design method, brand image positioning, brand image theory, research on brand image in different industries or fields and other research on experiential marketing. The basic theoretical framework is relatively mature, including brand experience management, experience mode, consumer experience psychology. In general, the development of theories related to brand communication focuses on the relationship

between the spiritual and emotional level of consumers and brand communication from a more subtle point. It reflects the importance of high-level spiritual value needs of people, which provides references for the theories of experiential marketing and communication in this paper. However, few studies are conducted from the perspective of systematically enhancing brand image and promoting brand strategy through experiential marketing.

This paper takes "experiential marketing" as the research breakthrough point. Taking "Pop-up Store" as an example, It will consider the changes of each link in the process of brand communication under the new environment. The research methods used in this study are the literature and case analysis methods. In combination with theories and specific cases, this paper will sort out how to effectively achieve value creation and upgrade in experiential marketing. In the following, this paper will carry on the analysis from three aspects: The first part is about analyzing the reality of brand offline experience marketing, including type analysis and idiosyncratic analysis. The second part will examine the role of pop-up experience marketing in the process of brand communication. Combined with specific cases, the paper will analyze and summarize from the point of view of merchants and consumers. Finally, the third part is going to summarize the problems faced by experiential marketing. Referring to the theories of communication and management, this paper will present the strategies and paths of brand communication in actual scenes under the background of the experience economy.

2. Brand and Offline Experience Status

2.1 The Definition and Development of Experiential Marketing

2.1.1. Definition

Experience Marketing was a new type of marketing activity that appeared in America at the end of the 20th century. Experiential marketing refers to all activities in which enterprises produce and operate high-quality experiential products with service products as the channel and tangible products as the carrier, aiming at meeting consumers' experiential needs. In 1998, Pine and Gilmore published in the Harvard Business Review, "Welcome the Arrival of the Experience Economy", first put forward the concept of experiential marketing. Since then, experiential marketing has caught people's attention and spread quickly.

In experiential marketing, pop-up stores, as a vivid case of successful offline brand experience, are constantly active in people's lives.

A pop-up store is usually a temporary shop set up in a commercially developed area. The retailer promotes its brand in a short period of time, opening a store once and changing the venue once. Therefore, the pop-up store can be said to be a "short-term fashion store" or a "brand guerrilla shop". Pop-up stores are stores with theme, concept, season, popularity, memorial, and other meanings designed temporarily by brand companies for brand promotion and publicity. The items on display may be time products or even limited-edition designs that have not yet been mass-produced.

2.1.2. Development

Brand marketing has experienced three stages: product first, positioning first, and consumer first. In the first stage, the scale of social production and the level of market sales are low, the product category is single, and the function and characteristics of the product are the main evaluation criteria of consumers, so brand marketing is mainly based on rational appeals. The USP (unique selling proposition) principle, proposed by Rother Reeve, has become the mainstream of marketing theory with a "unique selling proposition". Later, with the improvement of social productivity, more and more products of the same type are available for consumers to choose from on the market, and their consumption level and concept have also changed. The rational appeal is weakened, and the emotional appeal is strengthened. The brand image theory put forward by David Ogilvy takes the brand image established in the minds of users as the competition theory. Therefore, the enterprise focuses on the artistic and visual design of products. However, starting from the product itself, it is through the packaging upgrade of the external expression form of the brand to attract consumers.

In the second stage, In the 1970s, was the theory of brand positioning put forward by Ai Reese and Jack Lautrau, who talked about the need to gain a position in the minds of consumers in the information age because of the huge amount of information. Through psychological identification, let the brand image is deeply rooted in the heart. At this stage, there is a two-way communication between brands and consumers. That is, brand marketing is the medium connecting brand cognition and brand image. people's consumption preferences are changing, and their inner demands for experience are increasing. Therefore, the realistic demands are prompting brands to explore experiential marketing. Through experiential marketing, the brand builds a unique brand image, carries out brand experience communication, and casts a powerful voice for the brand. In the long run, it is the key to cultivating consumer loyalty and occupying the mind of consumers.

In the stage of consumer supremacy, the development of the Internet enables consumers to take more initiative in the choice of products. The cognitive path of consumers toward brands has changed. Therefore, the traditional marketing theory cannot completely guide enterprises and businesses to win in the war. Therefore, a large number of new marketing methods have emerged, such as scene marketing and fan marketing. More and more merchants realize that consumers themselves are the best creators of content, and they can better position themselves in the circle of users. They can publicize their personalities through brands, achieve value co-creation with brands, and produce better content in the interaction.

With the change in the market competition environment, brand marketing theory is constantly updated. Experiential marketers make use of the new marketing concept of experience in the brand, marketing in a personalized, interactive way. Around the world, most brands are successful and mature in experiential marketing, and many are known for growing their brands through experiential marketing. For example, a coffee house in Seattle grew into the internationally renowned coffee chain Starbucks; Japanese grocery brands have grown into Muji brands in 32 countries and regions around the world; A small Swiss one-man mailing company is now the home furnishings brand IKEA. The results of these international brands has a common characteristic: they always focus on consumers and pay attention to shaping brand experience in the marketing process. In addition to the basic guarantee of product function and quality, brands should establish a trust mechanism in consumers' hearts and pay attention to their individual feelings, leaving a deep impression.

In "The Entertainment Marketing Revolution," there is consensus that the public has a strong desire for excitement, a Desire to transcend reality, Eager to experience the magical world of images and sounds. How to establish the link between brands and consumers through appropriate communication channels, and how to create, cultivate and maintain consumers' life experiences of entertainment brands through media channels? This is also one of the important sources of media integration [1].

As a tentative solution, experiential marketing continues to develop and penetrate into people's lives. The earliest ambiance experiences can be traced back to the United States, where the mixed-use communities of country clubs evolved into super-entertainment centers with lots of stuff in bulk packages known as "bulk retail." This is the variety, number, and speed of the modern entertainment community of the embryonic form. The mainstream of the development of super entertainment centers is multi-theater theater, aiming to create a family-style entertainment atmosphere for the audience, adding sports, theaters, and other forms of integration, the film industry in this marketing strategy to guide the audience into the theater. Therefore, the concept of "live entertainment" in the book puts forward the family entertainment center. It takes advantage of the "baby boomer generation", who are having children later in life so that their children are not too different in age from those of their younger siblings in their early 20s, creating a huge consumer base for the entertainment industry. They flock to entertainment venues to spend time with their families. Brands seize the characteristics of the entertainment experience and develop a series of consumer experience economies centered on consumers.

Therefore, through listening, watching, trying, thinking, and other direct participation in the experience, consumers can actually perceive the quality or performance of products and services and the pleasant emotional experience they bring before, during, and after purchase. At the same time,

consumers can generate emotional experience beyond the quality or performance of products and services and the pleasant emotional experience they bring. Moreover, the favorable impressions and impressions beyond the product or service itself could let the consumers realize and like the product and brand, thus promoting the purchase and repeat purchase, and finally establish brand loyalty.

2.2 Analysis of the Characteristics of Brand Experience Marketing

The Entertainment Marketing Revolution traces an earlier era of experiential marketing. In the United States, the SONY brand has the rudiments of "sensory experience" marketing. Based on children to design a story adaptation of the entertainment program. SONY set up a youth market for 18-34-year-olds to create a surreal atmosphere. At present, we focus on the construction of the concept of immersive experience, mobilizing a variety of senses, emotions, and emotional experience to interact with consumer psychology and build a new "surreal". The challenge for SONY's interactive space was to maintain a level of customer traffic. Reflecting today's interactive experience branding, it's the same problem. The novel experience will eventually face the saturation of the market and the elimination of the fast-paced life.

Experiential marketing is the evolution of the traditional marketing model, and its characteristics are the inheritance and development of the traditional marketing model. In contrast, experiential marketing focuses on customers' inner emotions, touches and thoughts generated by a certain experience. Based on social and cultural consumption, it integrates specific products into a certain kind of life situation to create a consumption field, rather than being limited to selling a single product. Consumers pursue entertainment and emotional consumption experience and are eager to leave good memories. Therefore, experiential marketing considers that consumers' purchasing behavior is influenced by both rationality and sensibility. Which means, in addition to product functions, consumers are more in pursuit of additional value and intangible services brought by products. Brand trust in experiential marketing comes from consumers' experience of consumption scenes and senses.

3. Scene Application of Consumption Experience-Pop-Up Store

Brand communication is an important part and tool of brand management. Through brand communication, enterprises can inform, persuade, inspire and enrich consumers' brand information, purchase brand products and deepen brand memory. Its purpose is long-term, active, systematic, and effective communication with consumers, and continuous accumulation of brand equity, to build a strong brand. In the new economic era, brand communication takes "consumers" as the center and builds personalized brands based on the core values of the brand. As an externalized expression of brand and concept, the development of pop-up stores is becoming increasingly mature [2].

From the above analysis, pop-up stores are mostly located in ideal business locations where can quickly gather crowds. It drives multiple fields of marketing and gets closer to consumers. It strengthens the impression of the brand in the minds of consumers and enhances the favorable rating of the brand. The pop-up shop has its specific flow, easy to bring "word-of-mouth effect". The purpose of mental and emotional communication with consumers through experience has changed from promoting sales to a springboard to shorten the distance between the brand and consumers. Compared with the disadvantages of traditional media, which mainly focuses on "launch" information in marketing to obtain short-term benefits, experiential marketing, on the basis of fully understanding the target consumers, integrates elements and promotes two-way interaction with consumers with targeted content as the communication direction. As a new way of communication, the experiential communication of pop-up stores is an efficient way to achieve brand differentiation [3].

3.1 Sensory Experience

As the most intuitive level of experience, sensory experience takes the continuity of cognition and the diversity of feeling as the principle. In the design, sensory experience integrates the interpretation of the characteristics, styles, and themes of the product and the space carrying the product, with the

purpose of attracting people's attention and arousing people's excitement for the aesthetic feeling. The pop-up store of "Youjian China Fashion Museum" divides the characteristic areas. The pop-up shop has an interactive installation in which four "flying ladies" each pose and touch their instruments to sound the corresponding Chinese-style music. The store is also equipped with a display area of "poetry and painting," which creates an atmosphere of ancient China through space design and inspires consumers' curiosity and pride in Chinese history and culture. They set the exhibition area as an ancient teahouse, and the artistic design of the curve makes people feel as if they are really in the mountains and rivers. At the same time, set up the game mechanism, the poetic answer. This process is full of interactive experiences. The use of visual and auditory symbols in different media reflects the characteristics of "sensory diversity" in sensory experience and stimulates Chinese people's association habits of China Fashion brand elements and complex.

3.2 Emotional Experience

According to Schmidt, emotional experience refers to different feelings, including mild emotions and strong emotions. Emotion marks a short-duration synchronous response in which the organism evaluates internal and external stimuli as significant stimuli [4]. Consumer Affective Engagement measures a consumer's psychological activity during brand interaction from the emotional dimension, reflecting the emotional connection between a consumer and a brand and the positive emotions (such as appreciation, and enjoyment.) invested in the interaction between a consumer and a brand [5]. As the popularity of "Her economy" continues to rise, there is an ample space for women's emotional value. Therefore, satisfying women's fantasies and emotional value becomes the key to the success of emotional experience marketing. Located in Shanghai, the pop-up store is a 1:1 replica of Tiffany's flagship store on Fifth Avenue, making people feel like they are on the streets of New York City. The sense of shock brought by the vision makes every girl crazy and it also satisfies all their imagination of Tiffany. In addition, women's desire to share will bring about a circle effect. Therefore, Tiffany's pop-up store has its own camera installed at each photo spot, and the angle and composition of the photo are carefully designed. Consumers share photos through media platforms, bringing secondary communication benefits. Tiffany's pop-up store caters well to the psychological expectations of target customers. While expressing the brand image and connotation, it gives the audience a personalized experience and creates an effective scene for users to spread spontaneously.

3.3 Thinking Experience

Thinking experiences focus on the dimensions of the audience's intelligence, provide cognitive problem-solving experiences, and engage customers in creative ways. Brand design thinking experience marketing so that the audience thinks to focus on thinking and divergent thinking, through arousing people's interest, surprise, and other emotions, to achieve the brand of the old cognitive reconstruction, establish a sound, external display of social image [6]. NAERSI 25° "Real Me" time-themed pop-up store design inspired from contemporary women in the workplace with confidence to "write the real me", a book as the medium, but also record the NAERSI "Real Me" set after 27 years of honing, shaping the classic time journey. With this pop-up store as the carrier, while meeting the women's love of beauty by taking photos and sharing, the suits created by the store reflect women's confidence and strength, which is very in line with the brand to create a professional style and a sense of advanced professional image for urban women, interpreting the urban women's independence and confidence, to realize the concept of the true self. Such flash mob activities arouse consumers' interest in divergent thinking and attract audiences with the spatial design and stylization of the activities, thus reshaping new concepts and ideas of the brand. Customers' thinking and identification of women are related to the concept of this activity, and customers' sense of connection to the brand is enhanced.

3.4 Action experience

Based on sensory experience, emotional experience, and thinking experience, action experience marketing involves three aspects: tangible physical feelings of consumers, the formation of long-term

lifestyle under repeated behavioral trajectory, and the experience gained from interaction with others. It focuses on the behavioral input of consumers from different dimensions, among which personal physical feelings emphasize the practical and helpful experience gained after taking action. The behavior identification of brand values in line with personal beliefs forms people's long-term lifestyle; The experience of interaction is derived from public communication and interaction in accordance with the lifestyle. [1] The highlights of the Shiseido Cherry blossom series pop-up store are AR skin detection and hand-making activities with high participation. Participants are asked to make paper lanterns with brand logos printed on the materials. Hermes has launched its silk scarf dyeing service through pop-up stores. In 2017 it opened a pop-up "laundry room" on King Street in Manchester, England, where customers could dye Hermes scarves in five dyeing schemes. The idea of the laundry room is based on the fact that washing machines and dryers are used in the dyeing process of silk scarves, and the street laundry room caters to the curiosity of the younger generation of consumers. The above two cases attract consumers through interactive, action experience marketing, in the personalized, customized experience and interactive experience simultaneously, the brand and customer emotional maintenance.

4. Merchant Strategy and Development Path Under Experiential Marketing

The consumption characteristics of consumers in the new era are as follows: first, they pay more attention to value than price. They are not only satisfied with the practical value of products but also pay attention to the symbolic meaning of products. Their purchase choices are not only the identification of products but also the resonance of brand symbols. Second, consumption experience becomes a part of the product to meet the psychological needs of consumers. Third, the spiritual demands of consumption keep up with the trend of The Times and are complex and changeable with symbols [7].

4.1 User Experience as the Core of the Brand Promotion Strategy

Professor Xiangyang Xin once said, "Taking experience as 'experience' with the thinking of experience design does not negate the importance of user experience. The two focus on the needs of human nature from different perspectives in different contexts." [8] User-oriented experience design meets the material and physical needs of the experience process and provides a spiritual field for the acquisition of personal value and meaning in the experience process. A virtuous cycle service mechanism should be formed online and offline to give the brand new vitality. The precise advertising of online target users is a diversion for offline physical stores, while the more intuitive experience feedback of offline physical stores provides a channel for accumulating user data, helping brands to more clearly locate the needs of users. For consumers, offline scenes, natural beauty, and interactive consumption experience make up for the online shopping mode that is simple and lacks communication experience and at the same time, provide consumers with an opportunity to fully understand the brand. Online, however, provides consumers with a more convenient, secure, and fast shopping experience.

4.2 Culture as a Value-oriented Brand Promotion Strategy

Its core is to convey the inner spiritual connotation of the brand so that consumers can deepen their impression of the brand, not only in the practical and aesthetic experience of the product but also the sense of the brand cultural spirit behind the product, and generate spiritual and emotional resonance with consumers, which is conducive to the formation of a multi-level and suitable interaction cycle between the two. It lays a foundation for improving consumers' brand loyalty.

4.3 New Face of Joint Cross-border Linkage

Co-branded marketing refers to the integration and integration of products with the characteristics of both brands jointly launched by a brand through cooperation with other brands. This product form

realizes crossover marketing and complementary advantages between brands through co-branding. The brand attempts to form new marketing selling points by creating strangeness and novelty and accumulating brand equity at the same time [9]. Experiential marketing should pay attention to the joint marketing between brands and individuals, other brands or IP. To inject brand-new vitality, with the unique new space design of pop-up stores, with hot topics to bring high exposure, so that the marketing content with the iconic images of both sides will be concentrated in the shared vision in a short time. This is not only to convert the fans of the co-signers into consumers of their own brands but also to precipitate and absorb the brand image and concept of the co-signers into their own brand assets, improve the brand connotation and expand the brand value.

4.4 Cross-border Cooperation Extends the Brand Concept

In addition to their own business field, many brands are gradually opening up different business territory. Coca-Cola, for example, is running restaurants and Chengpin Booksotre is experimenting with shopping malls. Meanwhile, Muji as a Japanese grocery store, is also focusing on restaurants and hotels. From product sales to brand management to lifestyle marketing, more and more brands are doing a crossover, which undoubtedly creates a topic and increases brand exposure. The purpose of crossover is to maximize the benefits, expand and enhance the brand's value, and accumulate brand equity to a certain extent. Cross-border cooperation also has a very important ultimate purpose: one party hopes to leverage the influence of the other party in its area of expertise to open up a particular type of market. For example, the joint name of NIKE and LV, because the single customer groups of these two companies do not overlap, and do not constitute a competitive relationship, but these two companies are leaders in their respective fields, therefore, cross-border cooperation can enable one party to try to expand the customer base. Through cooperation with brands consistent with brand positioning, image, and popularity, the brands can complement each other's advantages and provide more diversified and customized experiences and services for target users so as to expand the user base and market share to achieve a win-win situation [10].

4.5 The Dissemination of new media

The communication channels of experiential marketing need to be expanded. Traditional media methods are often utilitarian and have an insufficient influence. Today, with the constant updating and development of network technology, the network of the network will weave people together, which puts forward two aspects:

4.5.1. Key Opinion Leaders Deliver Brand Ideas

In communication, opinion leaders play a crucial role in conveying information to the public through their popularity and influencing the effect of communication. In brand communication, customers often refer to the opinions of professionals to reduce the risks in purchasing decisions, and the influence of opinion leaders is reflected in the change of their opinions, especially their influence on their attitudes and behaviors. In the current Internet era, media platforms connect the distance between people. Key opinion leaders are deeply engaged in a specific vertical field and have more professional knowledge in this field. Therefore, the information they release related to their field is regarded as highly professional by users. They incarnate the same role of consumers, occupy a higher degree of trust in the hearts of consumers, and increase the willingness of consumers to buy.

4.5.2. Social Marketing with a Circle Effect can Maintain User Relationships

Today, with the continuous update and development of network technology, the contact between people and the outside world has become relatively dense, and the relationship has become relatively diversified and complex. Therefore, when people gather together in the circle of users, it is easier for them to influence each other, and the ideas and products expressed are easier to be accepted and purchased.

5. Conclusion

The research finds that with the advent of the era of experience economy and the huge transformation of people's consumption needs, people are more in pursuit of personalized support and emotional promotion. At the same time, under the influence of the Internet era, the traditional form of brand communication has no longer adapted to the current market environment. People highly depend on personal experience. Brands should make good use of the opportunity of offline experience marketing to carry out brand communication.

This study takes the pop-up store as an example of the typical experience economy in the current era. Under the change of consumer information communication channels, the purpose of pop-up marketing model is no longer simply to reduce inventory sales, but more to play the role of three-dimensional advertising. Pop-up stores attract consumers' attention with personalized space, display brand or product information in multiple directions, convey unique brand culture, expand target consumer groups, and seize the first opportunity for brand online sales. The paper analyzes the multi-dimensional attempt of brand experience, and reflects the realization path of brand experience marketing by taking the current situation and characteristics as the measuring stick. However, if the brand wants to achieve long-term sustainable growth through experiential marketing, it needs to constantly change the replicability of the pop-up store, strengthen the long-term management ability of the brand, and present to the public in a non-utilitarian and fresh form. In this paper, the analysis of experience economy and brand communication is a little weak, and the problems of brand experience marketing are lacking in a deeper analysis, point-to-point systematic analysis, and the connection between theory and practice is lacking in a more profound way. In the future, I will take this as the research direction, and do more in-depth study and research in the thorough reading of theory and market research.

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