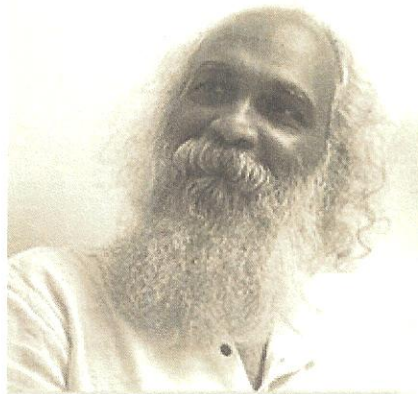
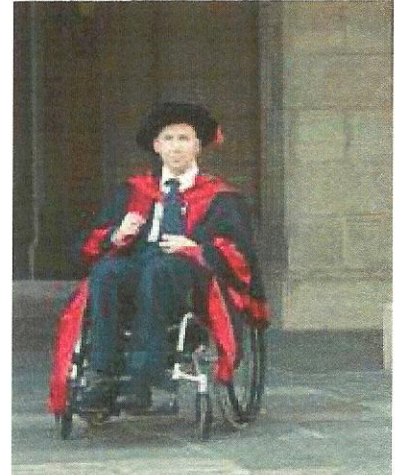


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EXPERIENTIAL MARKETING – A radical new idea for the Indian Disability sector

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Marketing is constantly evolving with the objective of going beyond awareness about a product or service to actually customers undergoing an experience of the same before buying it. Conventional marketing is an organizational function and set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

Experiential Marketing connects audiences with the authentic nature of a brand through participation in personally relevant, credible and memorable encounters. Whereas traditional marketing has focused on mass communication using rational, left-brain directed persuasion, experiential marketing focuses on making a personalized connection using emotional, right-brain directed involvement.

There are a plethora of companies who have resorted to this new model of marketing to attract and retain customers. From personal *experience* (pun intended!) I visited an experiential zone of the brand Canon in a mall in Mumbai. The design of the entire space was done by a reputed company based in Singapore after having studied and researched the intended target audience in detail. All the various brands were displayed attractively all over the zone. Visitors were encouraged to hold, handle, check the features and even click with the various canon cameras and take a print of the snap to know

the quality. Besides this there was a piano and Harley Davidson bike. One could pose at either of these spots and take a picture or try our hand at the keys and play some music. One wanted to spend as much time as possible in this place and at leisure check out all the various products of the Canon Brand. Refreshingly unique experience indeed.

This concept can be extended to the disability sector. An experience zone of the various products for the differently abled along with accessible, barrier free environment. Different sections can be earmarked for home spaces including washrooms, kitchen, bedrooms etc; work stations, playgrounds and recreational spaces.

Then invite the policy makers or ministers in the ministry of social justice and welfare to inaugurate. Make them sit on a wheelchair provided there and allow her/him to freely experience the benefits of wonderfully built spaces like ramps, railings, low elevator buttons, low reception counters, different products to improve the quality of life and statistics on improvement in the overall productivity of the country of our nation if made completely disabled friendly. Providers of various products like aids, appliances, rehab products can take stalls and it would be a one window experience whether one is temporary or permanently disabled. This would not only serve the customers but also provide revenue for the service providers, besides a three dimensional demonstration of how simple and easy it is to make our public and private spaces disabled friendly.

Why let such a potent concept in management of Experiential Marketing go waste. Do we sense a scramble towards taking this idea to fruition? Hope many do!



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