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Experiential Media Concept – a Popular Medium of Promotional Publicity [by Julia Roger](#)

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The concept of experiential media aims at bringing a livelier experience to the consumers. In this way, buyers are no longer merely informed about products with pictures and leaflets. They are instead given a real life and personal experience of the same. This ranges from apparels to electronic equipments and personal to domestic gadgets. Each product is demonstrated with the highlights of their specifications and special attributes to perform to different parameters of excellence. A consumer enjoys fully, which will always have a favorable impression about a brand. The interaction available through different experiential space like malls and airports among others enables sales personnel to create an impression in them with a complete explanation of the features and other advantages.

There are specially designed arrangements readily available as experiential space in modern architecture of shopping malls and airports. Though these are two of the commonly usable places, there are similar arrangements also found with big supermarkets, multiplex theater halls and other places built for public thoroughfare. Designs have been innovated to create experiential space with which attracting passersby and interested consumers are effective. For establishes and well-known companies experiential media proves to be a source of gaining valuable customer feedback and comments – both about the company brand name and specific product performances.

Experiential media is a newfound source of promotional publicity that creates a greater impact than any other form of similar marketing strategies. At the end of an event of any form, the experiential event will be successful in creating a better picture of a company and its products before the client base among the people. Consumers are always favorably disposed about brands that take such lengths to reach out to them. The experiential space available within malls, supermarkets and airports also bring a steady flow of human traffic, which makes promotions easier and far more cost-effective as well.

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