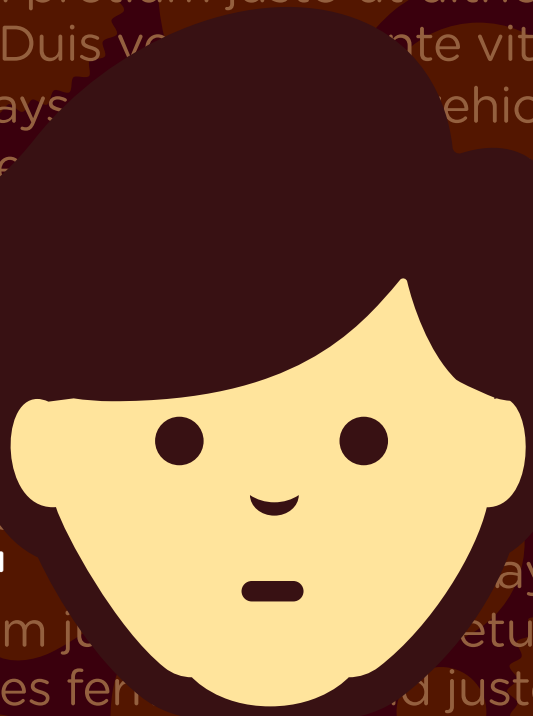


Making “Sense” of Experiential Marketing

The new media landscape is fragmented with **always-on**, always connected consumers multitasking across devices. The average person is exposed to as many as **5,000 advertising messages every day**.¹ Short-term memory can only store between **5 and 9 pieces of information at one time**.² While customized advertising content continues to increase, many messages remain impersonal. Nam rutrum



Brands that engage consumers with multi-sensory experiences cut through the clutter to build brand preference and loyalty.



76% of consumers say they are more likely to buy a new brand if they can actually **EXPERIENCE** the brand.³



The **number of senses** appealed to drives a higher perceived value of the product, but most brands only engage **1 or 2 senses** when communicating their brand.⁴



3 out of 4 consumers say the in-store **EXPERIENCE** has a huge impact on their purchase decisions.³



When an experience is pleasurable, your brain releases extra **dopamine** that activates additional neurons in the brain to **increase learning and memory**.⁵



Hershey's® Brands can be seen, heard, smelled, tasted and touched, and a visit to a Hershey's® Chocolate World® location grabs consumers with all the senses.



TASTE

The average person has **2,000 – 8,000** taste buds.

Visitors to Hershey's® Chocolate Tasting Adventure travel through 3 centuries immersing themselves in the tastes of several different kinds of chocolates along the way.

Over **5 million** Hershey's® samples are shared and tasted each year at Hershey's® Chocolate World® locations worldwide.



SMELL

Smell is closely connected to the part of the brain that influences behavior, **mood and memory**.

More than 10 million visitors to Hershey's® Chocolate World® locations around the world are greeted with the delicious smell of Hershey's® chocolate each year.



SIGHT

The human eye is the most complex organ after the brain and is composed of more than **2 million** working parts.

The new Hershey's Great Chocolate Factory Mystery in 4D™ experience features groundbreaking digital technology from Jim Henson's Creature Shop™ and offers a unique real-time experience with over **100 possible outcomes** as the audience determines the direction of the story through live participation and **special effects**.



TOUCH

Skin is the largest sensory organ of the body containing more than **4 million sensory receptors**. The sense of touch is the **1st sense** to develop.

Hershey's® Chocolate World® visitors **have a hands-on experience** at Hershey's® Create Your Own Candy Bar attraction, where they choose from a selection of ingredients and toppings and pull a lever to see their candy bar created. They even get to **design their own** unique package.



HEARING

Our brain processes sounds **1,000 times** faster than images.

At Hershey's® Chocolate Tasting Adventure, visitors learn how to tell the difference in the percentage of cocoa in chocolate by listening to the sound it makes when broken.

References:

¹ Louise Story, The New York Times, “Anywhere the Eye Can See, It’s Likely to See an Ad,” January 15, 2007

² George Miller, “The Magical Number Seven, Plus or Minus Two: Some Limits on Our Capacity for Processing Information” (1956)

³ Jack Morton Worldwide, New Realities (2012)

⁴ Lindstrom, Martin, BRAND sense (2005)

⁵ Judy Willis, How to Teach Students About the Brain,” Educational Leadership 67(4) (2009)

