



Marketing Experience Economy

COMMRC 1732

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Performance and Improvisation

1. Reporting back: the *staged experience* activity last week
2. From Thift week 4: A New Market Culture: leading into *performance* and *performativity*
3. 'Performance', experience and event
4. The four types of theater
5. Parallels between 'theater' and 'business': event and experience
6. Thursday: Hand in Reports. Discuss readings.

The *Staged Experience* activity

- The question you addressed: *How does the 'staged experience' fit into this magical system of advertising?*
- How did your examples and experience fit into a system of magical inducements and satisfactions?
- Any particularly 'creative' ways that *staged experiences* feed into all this?
- Two page report to be handed in this Thursday

- In pairs you will brainstorm a list of suitable examples that you wish to follow along the chain, as it were.
- Identify a suitable example of a physical site which hosts a product or brand, that stages an experience, one that you can examine in terms of a current advertising or marketing campaign, and whose history as a product and/or brand you can begin to investigate.
- Provide an horizontal 'snapshot' of how a product is conceived and enters into this magical system, and how experiences are staged for consumers either in retail stores or through everyday encounters.
- Are you aware of any special strategies like stealth marketing being employed, or anything that makes the product stand out in terms of *experience*? Referring back to Pine and Gilmore, what *kinds* of experiences are being fostered? Think creatively, as points will be given for originality or adventurousness.

Assignment 1

- Handout available on wiki – questions?
- Student Question: ‘Are the groups supposed to present on the brand listed in that week's title? For example, for week 7 "Think Different? Apple", are both groups supposed to present on Apple or are we supposed to apply the readings for week 7 to a brand of our choice?’
- Assignment 2 [Reading Report] handouts available shortly on Wiki

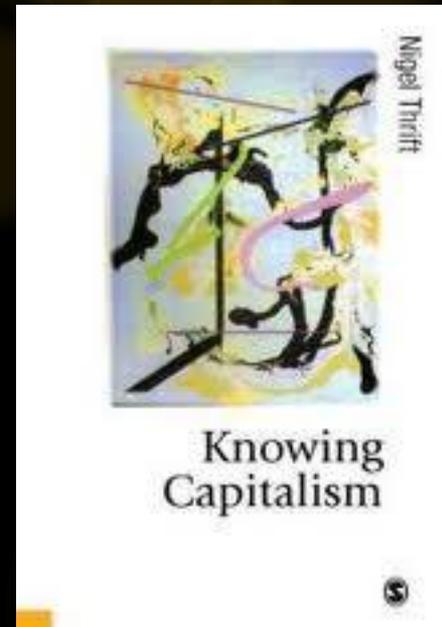
The new market culture

Thrift: *Knowing Capitalism*

- The new economy: a re-arrangement of power and knowledge that has real-world effects on behaviors, e.g. rise of management cultures and away from the self-image of the ‘ruffled entrepreneur’
- Thrift: Using ICT as an example of a ‘new market culture’, where “bourgeois bohemians” have defined “hip as the official capitalist style” (p.127)
- The rise of Apple and Google, the next wave of open source
- Opposed to the ‘technological determinism’ of the 1950s and 1960s
- Thrift identifies a *performative* element in the production of product innovation and management styles

Thrift, *Knowing Capitalism*

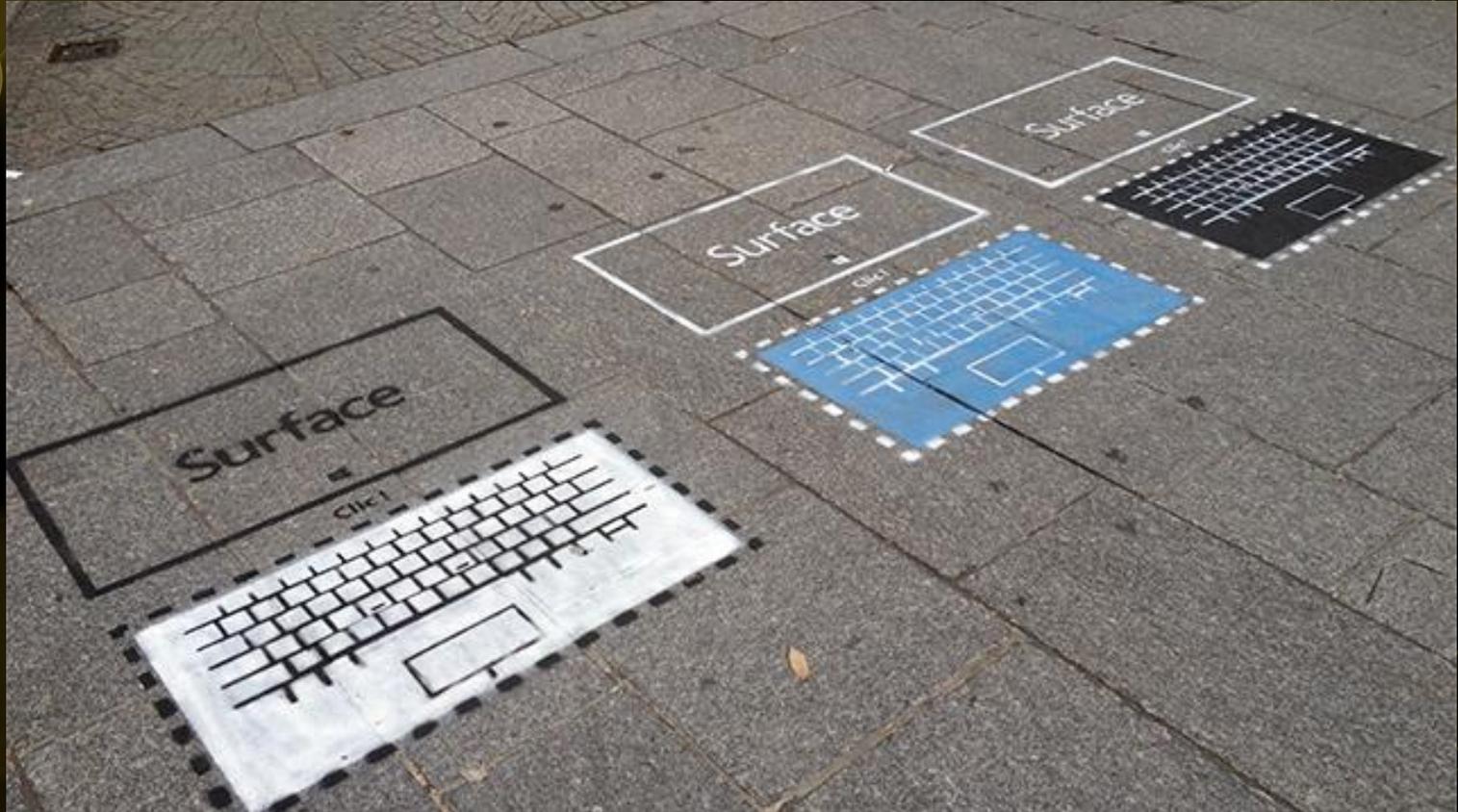
- A shift in possibilities, an openness to differences and becomings
- “The success of the new economy arose from its ability to disclose, to bring out, *a new kind of market culture* as a frame in which technology could be constantly modulated and so constantly redefined – to the advantage of many stakeholders...”
- “The triumph of this new culture resulted from an act of redescription which provided a peculiarly open means of framing the world, as a set of becomings which kept the possible possible and thereby initiated a new style of doing business”



Performance and Improvisation

- Think of a particularly memorable product announcement or an event in recent years
- What made it memorable? Was it scripted or improvised? Where was the event, and is the location important?
- Announcing... the iPad [[here](#)], the Surface [[here](#)], Elon Musk and Tesla S [[here](#)].



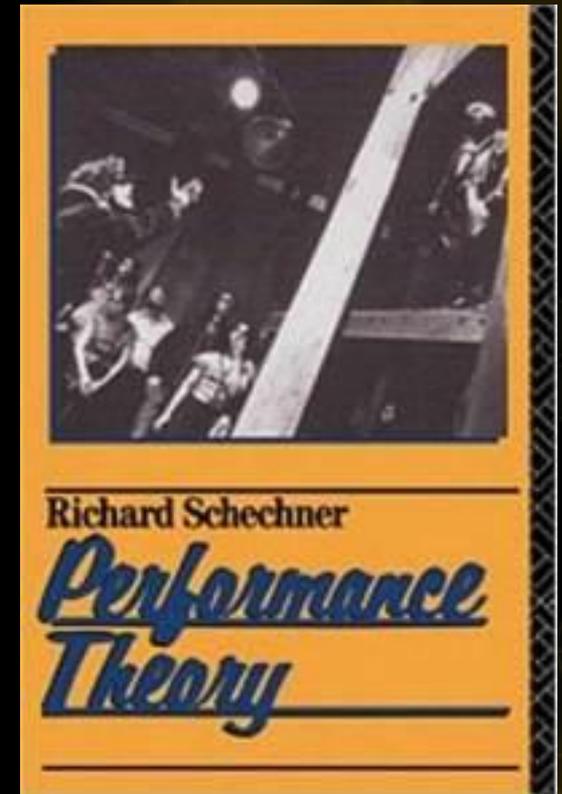




All new design

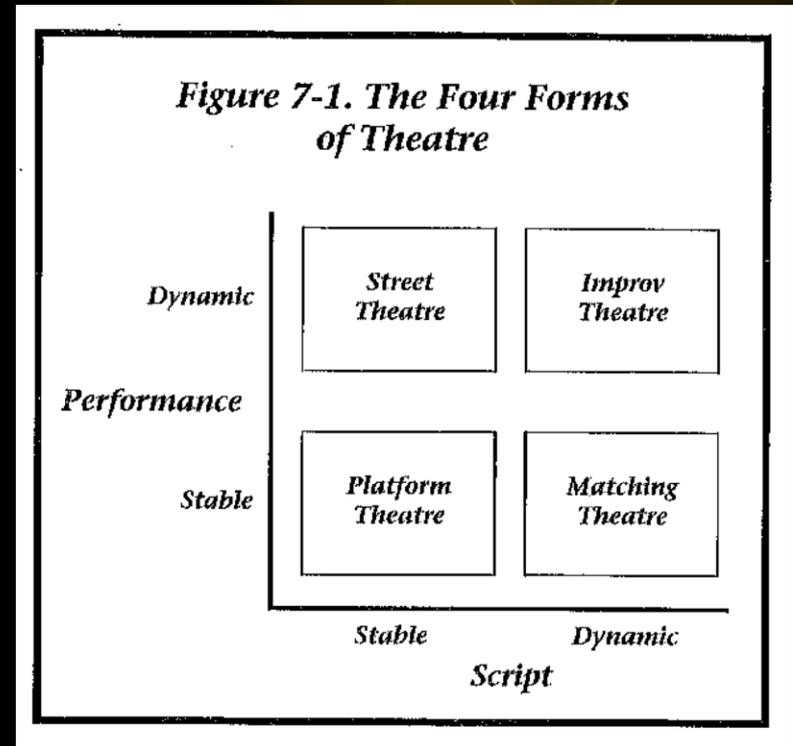
Four types of theatre

- Pine and Gilmore: Turning every 'interaction' within business into an 'experience' according to four types of theater.
- Four types of theater originally comes from Schechner (1988) *Performance Theory*; also Getz (2012) *Event Studies*
- 'Performance' requires the presence of an audience. But need not be scripted, and various forms of interaction between audience and performer(s). Think of different spaces and forms of interaction.



Four types of theater

1. Improv theater
 2. Platform theater
 3. Matching theater
 4. Street theater
- The staging of experience and the forms of interaction
 - Differences between scripting, rehearsal, spontaneity, units of previous experience, and use of space or setting.



Four types of theater: 1

- Improv theater: extemporizing, dealing with the moment, taking on new challenges or demands with a reservoir of previous management experience.
- The more experience of improvisation you have, the more techniques you can draw from.
- Script flexible, outcome unpredictable. Needs a starting point or scenario.

Four types of theater: 2

- Platform theater: scripting every line and even gesture, painstaking rehearsal in order to come across as spontaneous and unrehearsed
- Paradoxical approach but important for impression management.
- Fully scripted, memorized and rehearsed. Performers separated from audience.
- Stand-up comedians, Presidential debates?

Four types of theater: 3

- Matching theater: responsively matching the participants of a meeting through sifting through previous responses, emails, notes etc., patching them into unified whole.
- Mixture of spontaneous response and scripted whole.
- Each call, visit or meeting should be consistent and matched over time
- Like a TV show or film, directed or edited to be seamless, despite discontinuities in space or time.

Four types of theater: 4

- Street theater: small units of activity are called on demand to construct a performance and to handle objections/interruptions.
- A practiced routine, but the order is spontaneous.
- Immediately responsive to audience, can edit the units and tailor them to the audience throughout
- Buskers, jugglers, living statues, clowning. The stage is an everyday space, crowd must be drawn in closer for interaction.

Interaction of types

- To what extent do you think this applies to ideas in this course so far?
- Are such 'staged experiences' necessarily broken down into these forms of theater, or can they be combined?
- Methodical advancement of techniques can lead from improvisation of particular parts within a routine to a whole new routine
- Companies perform 'bits' or units (gigs), staging a direct encounter between performer and audience (Steve Jobs, Elon Musk)
- Audience = customers, bits/gigs = modules, linking them in new ways (types of theater)

Thursday

- Look out for list of questions on Wiki
- Class to give brief overviews of their activities and the report
- Pine and Gilmore, Lury and Thrift all available on 'Readings' page