**Are You Experienced?**

*Experiential advertising is one of the hardest to write about - after all, you had to be there, right? One of the most intimate, engaging and visceral forms of marketing rarely gets its chance to shine. That’s why we want to give creatives, strategists and producers working in the experiential space the chance to really dig into the magic that they weave. This member interview series is all about giving you the space to talk about an experience you helped to create, to discuss the challenges involved and make it feel more real for readers who didn’t manage to get hands on with it.*

*The more on-the-ground imagery you have to share, the better - and if you do have video footage that can really help bring everything to life. If you don’t yet have a full case study, even a short walk-through video can help put everything into context for people who weren’t there. In fact, even if you do have a polished case study, video footage from on the ground can help make it feel more real and prove that you’re not over-claiming*.

* Can you give us a brief overview of the experience/event itself and a flavour of some of the unique or special elements in this experience?
* What was the initial brief from the client on this project?
* Why was an experience or event the right solution for them and how did you figure what kind of activity you wanted to do?
* Who were you designing this experience for?
* What was your starting point for designing the experience or event - was it brand-driven, opportunistically driven (i.e. if it took place at a bigger event/convention/ sport tournament was that the initial inspiration), user-driven or something else?
* How did you build accessibility into the experience design?
* Tell us about the creative ideas - how did that come together?
* What were the most interesting challenges that you faced in the ideation and design stage?
* What details or magical moments were the trickiest to bring to life and how did you approach them?
* What other partners did you work with on this and what did they bring to it?
* What was it like for the team in the run up to the launch of the event or experience?
* What uncontrollable external factors did you have to work around?
* Can you tell me about any craft or production elements that were brought to life in a particularly interesting or unusual way?
* What technologies did you build into the experience - what benefits and limitations did those specific technologies bring?
* What are your memories ofthe moments just before launch? What were you feeling?
* When the experience went live, what were some of the surprising or exciting reactions or interactions you saw from the public/the audience?
* Overall can you give us a taste of the impact of the event/experience - number of users, social media reactions, impact on brand etc?
* And what did you learn from the experience/event?