



# ***GMR EXPERIENCE EQ 2022***

# Oracles are Real - Discuss.

During the 2010 FIFA World Cup, fans and the curious alike enjoyed endless amounts of entertaining moments thanks to Paul the octopus and his uncanny ability to predict 12 out of 14 matches (a success rate of 85.7%).

It's highly unlikely that he was blessed with some sort of other worldly wisdom, but it got people talking. There's something in us humans that is eager to accept and understand how and if it's possible to correctly predict outcomes when the problem isn't finite. It's pretty hard to argue that 1 + 1 equals anything other than 2, but when emotions are at the core of the inputs, can we really look into a crystal ball and confidently make choices? In the context of live brand experiences, we believe it is.

The GMR Experience EQ is our proprietary oracle-like crystal ball that empowers our strategy and creative teams:

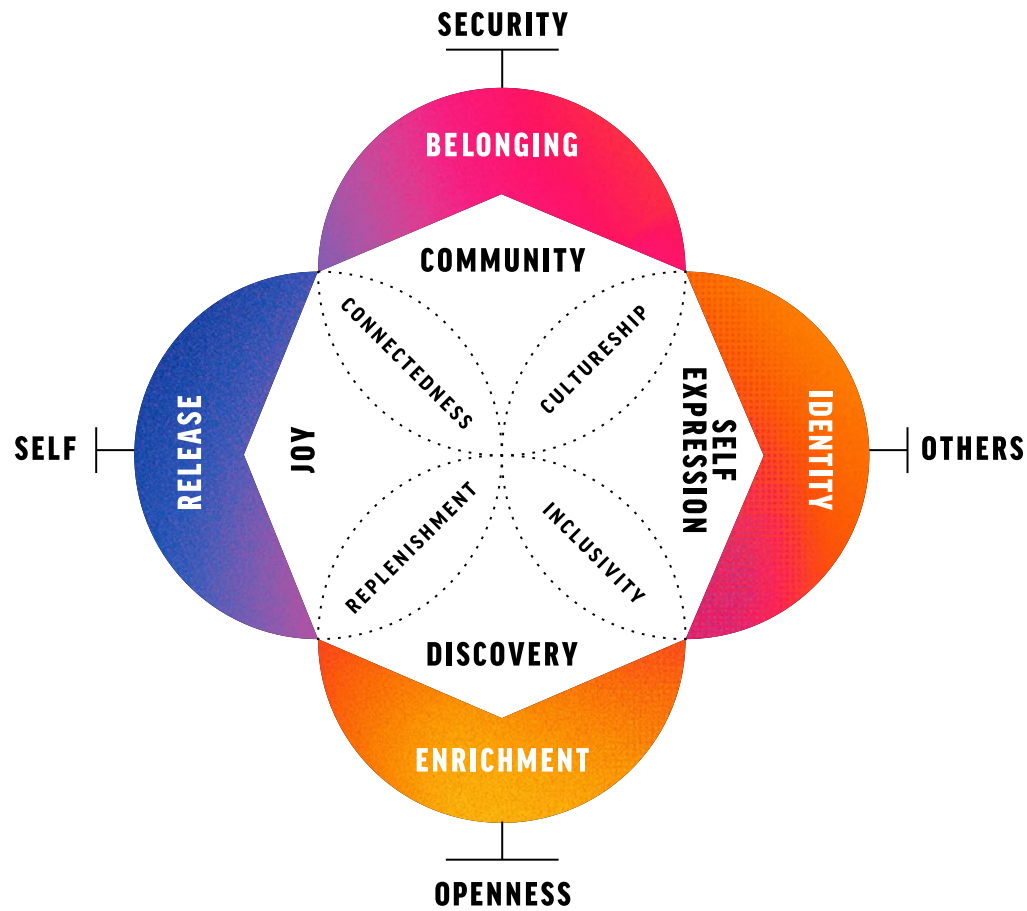
- ✓ to select the right set of tactics based on a given audience
- ✓ to build ideas around the environment in which the audience will encounter a live brand experience
- ✓ to balance human Need States with a brand's objectives and importantly, help us improve ROI

You might say that we're on a strategic soapbox and with good reason.

We've spent the past five years observing and interacting with people as they navigate brand experiences large and small, local and global.

Every choice we make from where we want to spend our time and with whom we want to enjoy that moment, all ladders up to a Need State that people consciously or unconsciously expect will be met during a live brand experience. Need States are powerful and universal emotions, not specific to gender, ethnicity or geography. Smart brands that are genuinely invested in delivering solutions that benefit the end user (and not just the bottom line), will create activations that fulfill people's needs and positively impact ROI.

And in case you were wondering, Paul passed away in the Fall of 2010, but his legacy lives on. RIP Paul.



## SCALE (SPECTRUM OF NEEDS)

### SELF

Where an individual is primarily focused on personal desires and how a brand can meet their needs. Projecting an image that makes a person feel good about themselves. There is a little bit of ego at play here.

### OTHERS

Where needs are fulfilled by aligning with new or other trusted groups. Attraction: I think, do, or look a certain way to attract others to me.

### SECURITY

Where an individual seeks out environments where they can feel safe or protected.

### OPENNESS

Where an individual is willing to lean in, learn or engage in new or unknown environments.

## NEED STATES

In the context of a live experience, Need States are fundamental expectations people have of brands that oftentimes aren't even clear to them – it's simply a feeling or an anticipation of what's to come. Brands that understand the scale of people's expectations can create experiences that deliver, support, or elevates that person's emotional needs.

### RELEASE

Honoring oneself. Letting go of stress, anxiety, or worries and engaging in moments of joy that help rebalance one's coping systems. A sense of playfulness.

### IDENTITY

How one sees themselves through others' eyes; where the individual is reliant on external recognition to feel included.

### BELONGING

Unlocking connections to the past or to others who share a common interest. Belonging is deeper than simply fitting in; it connects with a person's desire to be part of something bigger than themselves.

### ENRICHMENT

Where an individual seeks out opportunities to add new dimensions to their life. Enrichment is more likely to require risk through trial, a necessary catalyst for growth and fulfillment.

## EXPERIENCE TERRITORIES (COMMUNITY, SELF-EXPRESSION, DISCOVERY, JOY)

In order to meet Need States, we leverage a brand's identity and positioning to identify relevant Experience Territories where they can authentically play.

If you're a beverage brand, we might suggest focusing on meeting a person's need for Release, which is then amplified through moments of Joy. For the individual, once their initial need is met through the Experience Territory, it's then fulfilled via two potential Expression Territories. In this example, Joy can lead a person to Connectedness or Replenishment, depending upon what's important to them at the specific moment when they're engaging in a live brand experience.

## EXPRESSIONS

Each layer of the GMR Experience EQ feeds into and powers an individual's unconscious vs subconscious need during a brand experience. The intersection of each is typified through Expressions – feelings and emotions that are actively sought out by the individual and brought to life through the brand's efforts.

### CULTURESHIP:

A supportive network typically associated with allyship but experienced through the lens of culture. A bonding of like-minded individuals who authentically celebrate their identity and invite others to join them through shared connections e.g. music, hair, fashion, food, sexual orientation, etc...and who warmly invite others to participate.

### REPLENISHMENT:

Where people look to brands to awaken multiple senses and/or help them recharge by increasing energy levels or on occasion quite the opposite, by enabling people to downshift and chill.

### INCLUSIVITY:

Where people look to brands to provide welcoming spaces for everyone. Although VIP spaces still have a role to play in certain environments, particularly B2B, they're no longer as valued: they separate friends, can detract from the ambiance, and make those left behind feel "othered." 2022 was about belonging, not division.

### CONNECTEDNESS:

A desire to align with people and environments who are united through common interests, culture, or experiences, and where all are welcome to create and enjoy together. Connectedness is a good proxy for levels of fandom.

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