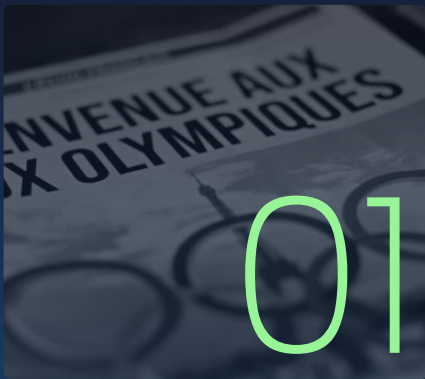


EXPERIENCE INTELLIGENCE

BY GPJ

August 2024

From major sports events to mass tourism and new insights on the environmental impacts of AI, the last few months have been busy!



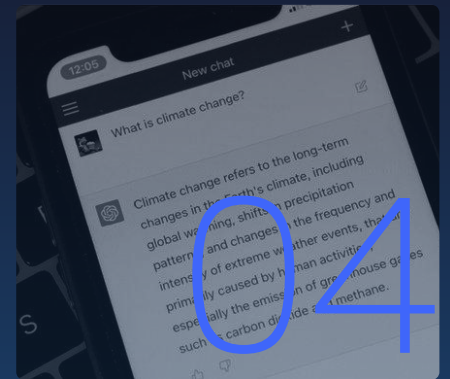
Standing out from the crowd in the sports world



Europe is facing backlash against mass tourism



The Olympics go social



The environmental impact of AI



GEORGE P. JOHNSON
experience marketing

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Standing out from the crowd in the **sports world**

Amongst a sea of sports sponsorships, some brands are going beyond to cut through the clutter.

Opportunities for brands at global sporting events have been [more plentiful](#) than ever—but at the same time, they're proving [less effective](#) on sponsorship-inundated consumers. As a result, many brands are digging deeper to deliver more strategic experiences that break through the noise. At the Olympics, [authentic integration](#) was on display like never before. At the same time, many brands embraced Paris as a [venue](#) and invested in [unique, memorable IRL experiences](#). Lastly, some brands took a 360-degree approach to activate across a variety of connected touchpoints—like [Unilever at the '24 Euros](#).

What it Means

Brands are recognising a need to go beyond the standard fare in order to capture attention around major sporting events. Brands that aspire to create more authentic, memorable sponsorships that enhance the fan experience will stand out from the rest—and get the most value back from their investment.

Key Takeaway

Visibility matters at big, cultural events like these—but more important is standing out in the eyes of the consumer. In today's landscape, marketers may have to go further and embrace an experience-first mindset to engage their target audiences in meaningful ways.



Athletes are not allowed to bring their own phones on the podium and instead use a Samsung device
getty images



Europe is facing intensifying backlash against **mass tourism**

Protests against mass tourism in Europe are highlighting an industry at a tipping point.

From locals wielding [water pistols](#) to [taping up hotel and restaurant entrances](#), protests against mass tourism in Europe have intensified.

In Barcelona, skyrocketing housing costs [fueled by short-term rentals](#) are severely impacting the quality of life and sparking local outrage. Similar scenes are unfolding in Greece, where residents were advised to stay indoors as [11,000 cruise tourists arrived in Santorini](#) at once. With 3.4 million annual visitors, locals are pushing for a [tourist cap](#) and stricter [cruise ship limits](#). A village in Menorca has even implemented a [visiting schedule](#) to manage the influx of tourists.

What it Means

Protests against mass tourism have been brewing for some time. Last October, [polar bear and sea lion protesters in Brittany](#) highlighted the tourism industry's environmental impact. And in 2017, [2,000 demonstrators in Venice](#) protested against tourism. Now, rising local discontent signals a mass tourism boiling point, causing widespread disruption across Europe.

Key Takeaway

Growing backlash against tourism underscores the need for sustainable and community-conscious practices. As protests intensify and local quality of life is affected, marketers and event organisers must prioritise responsible tourism strategies, engage with local communities, and adapt to the increasing demand for sustainable solutions.

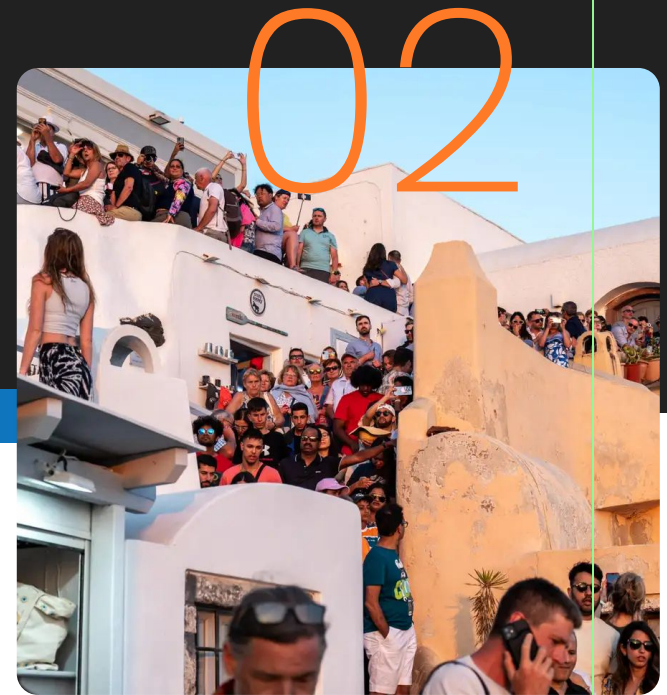


Photo: XAVIER DUVOT/Hans Lucas/AFP (Getty Images)



The Olympics go social

The Olympics are leaning into new media and consumption habits to engage audiences.

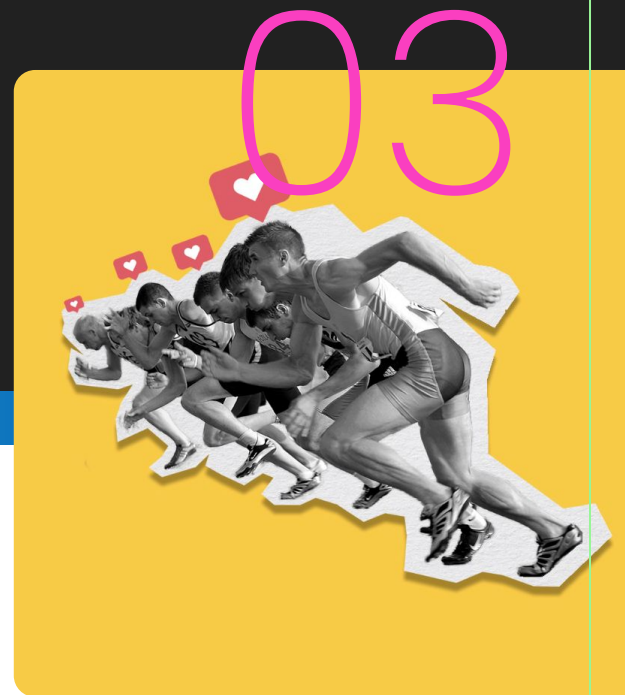
This year, the [International Olympic Committee updated its social media guidelines](#) for athletes, allowing them to share their experiences [online for the first time](#). Now, Olympians are [using their platforms](#) to [connect with their fans](#) before, during, and behind the scenes [at the games](#). The [unprecedented success of both 9Network and Stan Sport](#) in broadcasting the Paris 2024 Olympics underscores the evolving ways Australians consume live sports; 9Now, the network's streaming service, was a standout performer, achieving the highest daily share in VOZ history during the first week of the Games.

What it Means

Olympic athletes were previously [limited](#) in what they could share online. Now, the [new guidelines are transforming](#) the traditional spectator experience by allowing athletes to share [authentic glimpses into Olympic life](#). This, combined with [streaming options](#) for viewers, underscores the notion that traditional viewing is out; new, personalised experiences are in.

Key Takeaway

Even traditional institutions like the Olympics are leaning into new approaches to stay current and evolve. The world has entered a new, exciting landscape of engagement, and it's clear that brands that lean into that reality will find success.



<https://metricool.com/olympic-marketing-campaigns/>



The environmental impact of AI

Brands may have to reconcile artificial intelligence with their climate commitments.

As companies continue to shift their focus to AI, [recent reports](#) highlight the environmental costs associated with powering the technology. In addition to the [enormous amount of energy and water](#) AI systems use, [disinformation](#) and [deepfakes](#) about AI's benefits to the environment are running rampant. With the AI market set to [grow by 26% by 2025](#), the technology will likely become even more advanced and resource dependent—[potentially jeopardising](#) many brands' and organisations' future climate pledges and goals.

What it Means

As new data around AI's environmental impact emerges, brands will need to reconcile their climate commitments with the direct impact their technology is having on the environment. Not only that, but as [investments in AI continue to grow](#), the possibility for [further regulation](#) remains strong, and brands may be under more pressure to publicly disclose the environmental impact of their AI solutions.

Key Takeaway

The dichotomy between AI and the climate is something all industries will continue to grapple with. In the age of authenticity, brands that are honest, transparent and genuine about their commitments to both AI and the environment will like generate the most positive outcomes and public perceptions

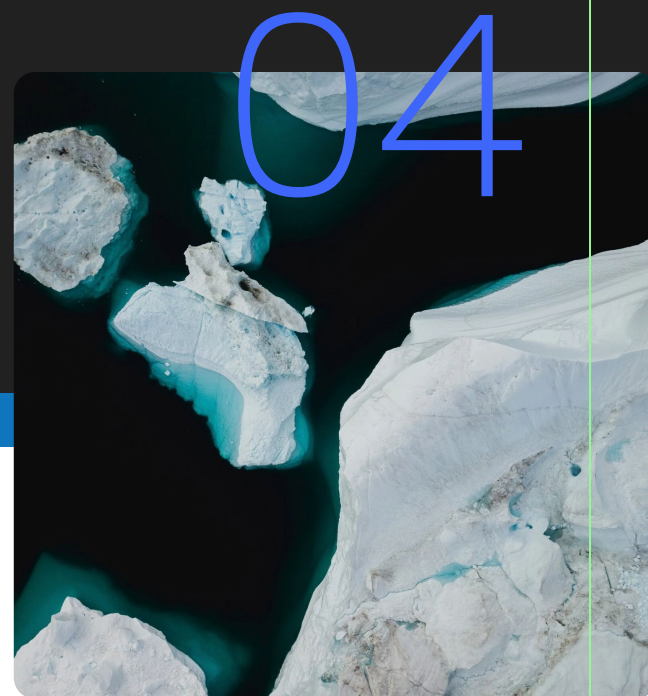


Image: Unsplash/anniespratt



OUT-THERE EXPERIENCES

People, brands and marketers continue to push the boundaries of physical and digital experiences, with new and creative executions popping up across the globe.

Car to Table



By elegantly blending luxury, the culinary and musical arts, and technology, Mercedes Benz treated 50 guests to an unforgettable dinner.

Early retirement has never tasted so good



Craving relaxation, water aerobics, and a Crunchwrap Supreme? Welcome to The Cantinas.

Polly-Pocket Dream House



In celebration of Polly Pocket's 35th birthday, Airbnb has created a two-story 90's compact themed getaway, complete with a closet full of rubber clothes.

Fridgescaping



Say goodbye to fridges filled with egg cartons and milk jugs and hello to decorative trays, vintage mini-mirrors, and antique butter dishes.