

# EXPERIENCE DRIVES COMMERCE

**#experientialcommerce**

retail  
TouchPoints  
*Live!*

RetailX

**BIG RED ROOSTER**  
a JLL company

# Staci

Mandrell

+

# Maggie

Honious

**Managing Director,  
Big Red Rooster**

**Sr. Director, Strategy  
Big Red Rooster**

retail  
TouchPoints  
*Live!*

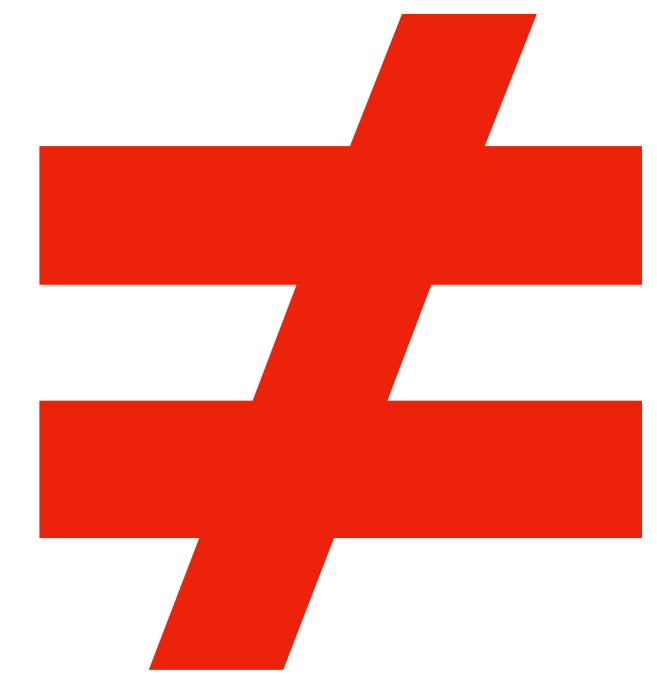
**RetailX**

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a JLL company

**Why should this  
matter to you?**

# Experiential Commerce



# Experiential Marketing

# XCommerce

# Experiential Commerce



# Big Idea.

1. Thoughtful integration centered on the consumer.
2. New accountabilities & allocation of budgets.
3. New ways of measuring success.



**Marketing**

**Product**

**Channel**

**IT**

**Operations**



**Marketing**

**Product**

**Channel**

**IT**

**Operations**

VICTORIA'S SECRET

PINK

is life



TRADEHOME

SALE

\$25

QUARTER-SHIP OR  
CAMPUS LEADER

FREE

BLIND TOTE

BUY WITH  
A LOTION





- Your Story
- brunodema...
- mosheblank
- derekchan
- alexan

 **ddags** ...



154 likes  
**ddags** Beautiful view  
View all 4 comments  
3 HOURS AGO





Our role is to  
influence action...

through  
experience.

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**Definition:**

**A particular instance of personally encountering or undergoing something.**

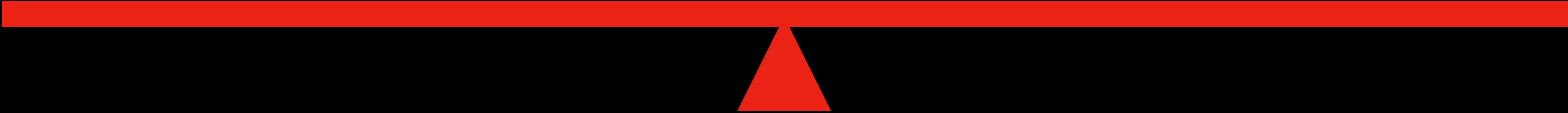
**Our definition:**

**A series of connected  
brand moments that result  
in a mutually beneficial  
exchange.**

# Buying vs. Shopping

**transactional  
innovation**

**experiential  
innovation**





# Anatomy of Experiential Commerce:

# Narrative



Consumer / Context / Purpose /  
Storytelling / AI

# Sensorial

# 2

Sound / Haptics / Animations /  
Scent / Taste / Touch / Feel



# Action

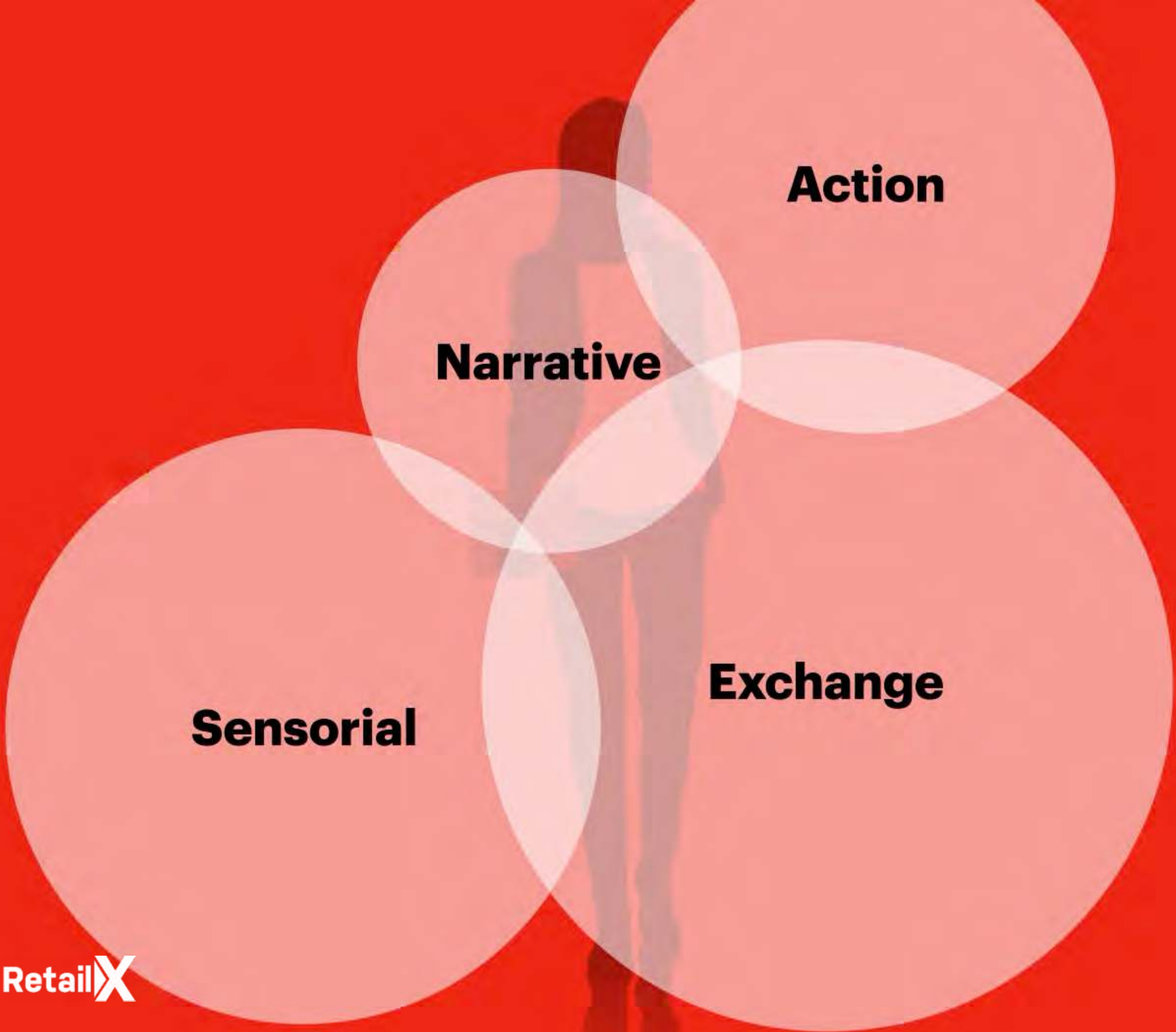
Trigger / CTAs / FOMO / Feeling



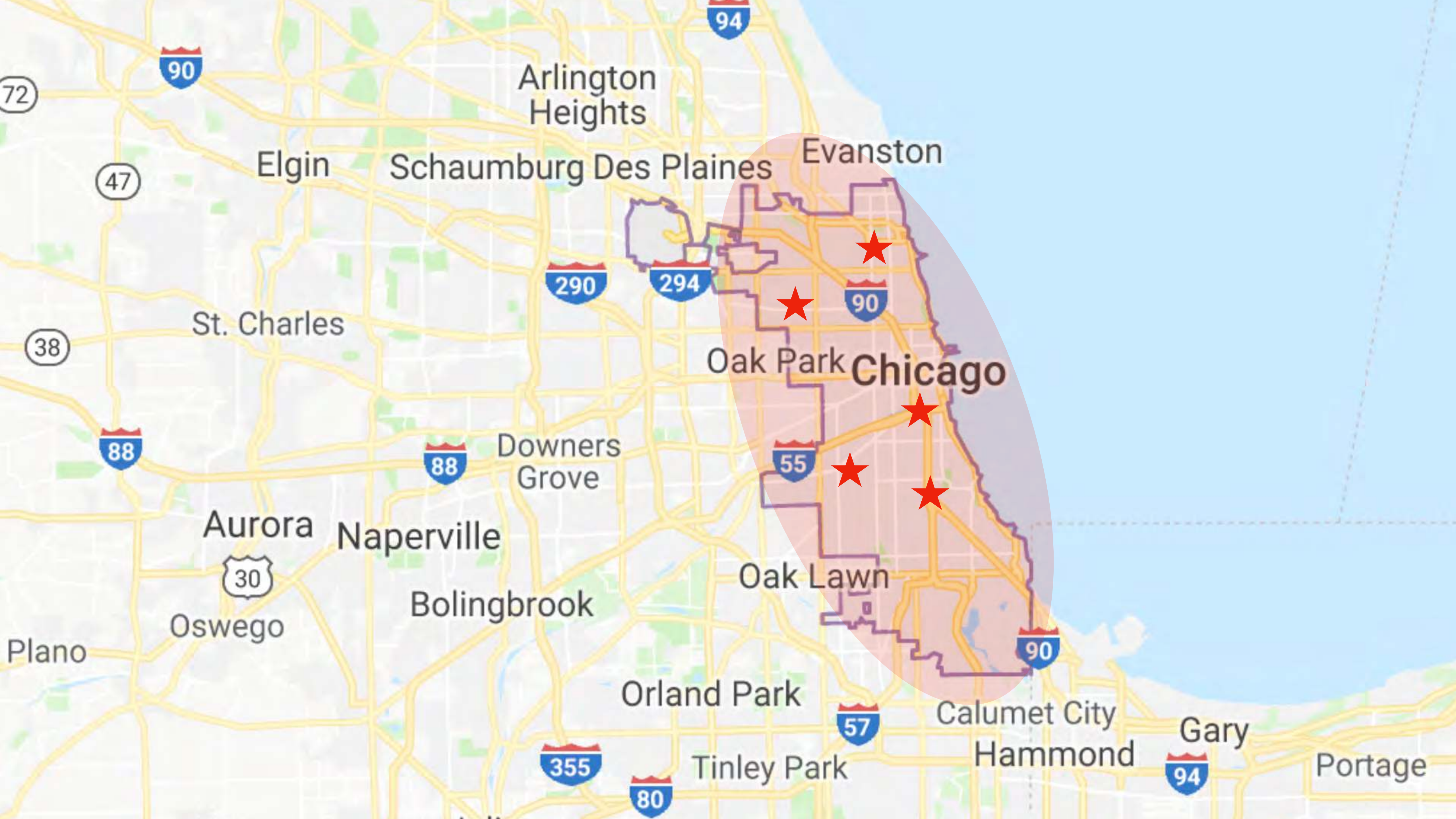
# Exchange

Transaction / Interaction / Goods / Data





# How do we measure success?



# strategy

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# tactics

# Experiential Commerce







social



retail



store



community



media



loyalty

Quality moments.  
Enduring loyalty.  
Business growth.