

# **YOUR HERO'S JOURNEY**

TFWA Asia Pacific Conference 2018

Paul Bulencea

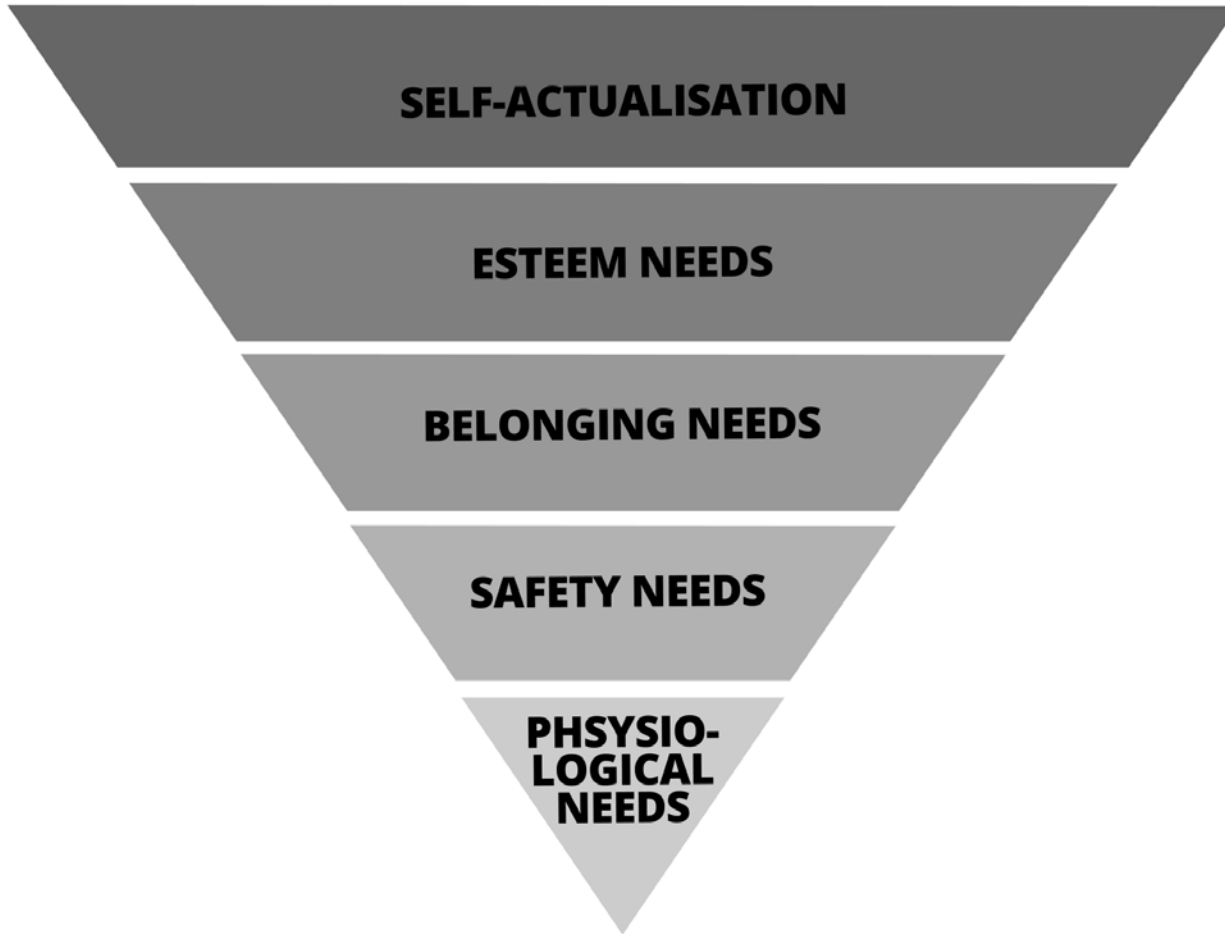
**ORDINARY WORLD**



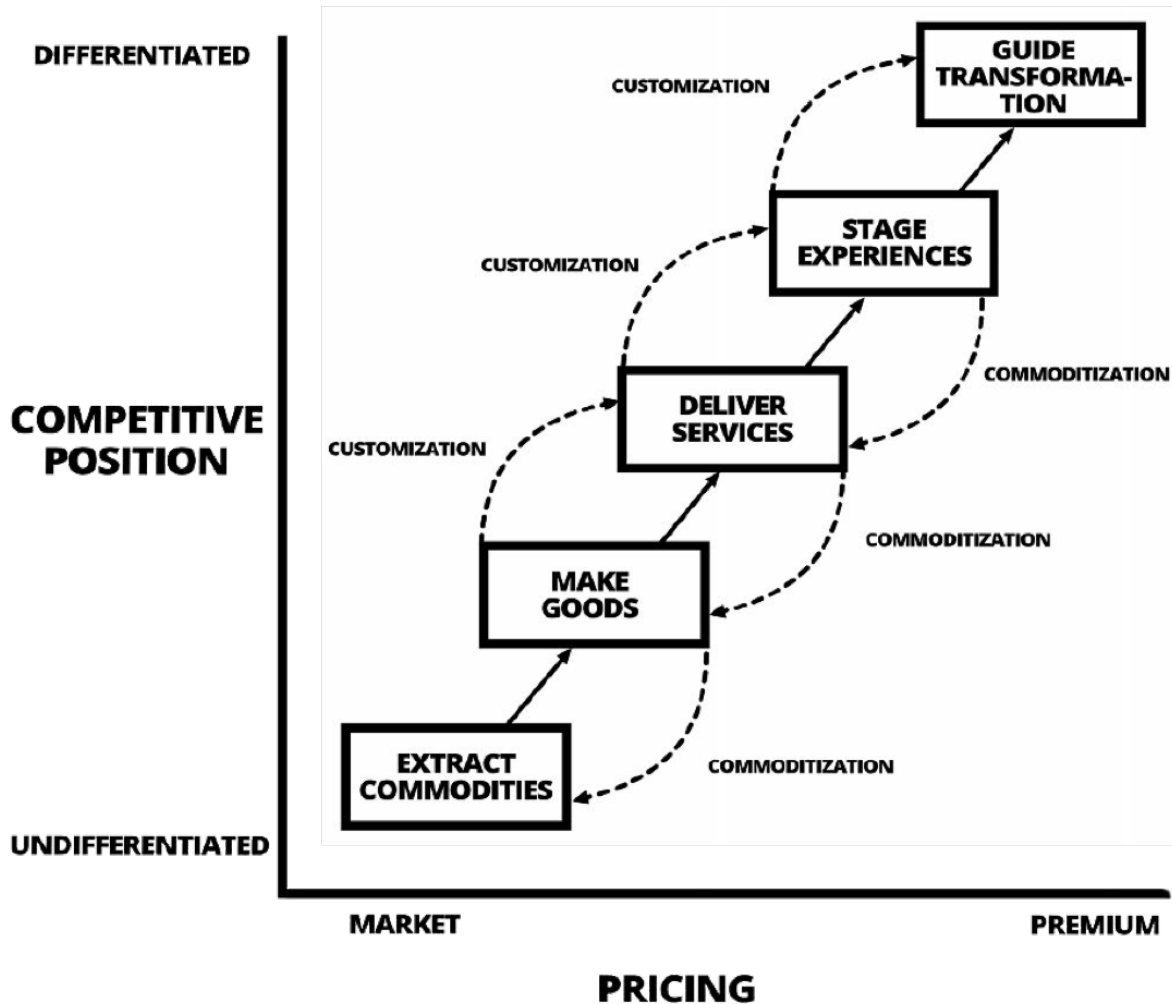
NBC (2013)



**CALL TO ADVENTURE**









**REFUSAL TO CALL**



ESTÉE LAUDER

Selected Fragrances  
up to  
**40% Off**

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Save up to  
**10€**

21221212  
MEN/MEN



SUNGLASSES

GUERLAIN

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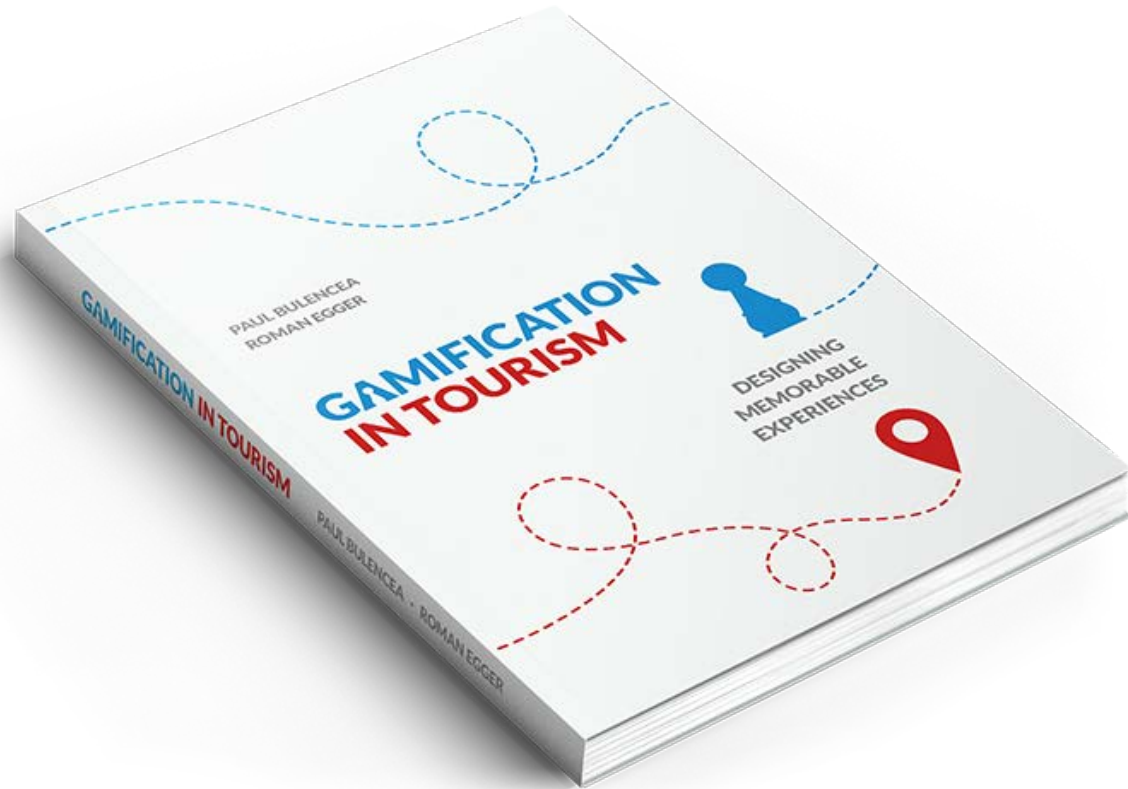
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up to  
**40% Off**

Save up to  
**10€**





# **MEETING THE MENTOR**



*Co-author*



**DZIOBAK**

Live Action Role Play Studios

*Partner*



THE COLLEGE OF  
EXTRAORDINARY  
EXPERIENCES

THE TOWER OF  
TRANSFORMATION

2018



*Co-founder*





THE COLLEGE OF  
EXTRAORDINARY  
EXPERIENCES

THE TOWER OF  
TRANSFORMATION

2018



The coolest school I've ever gone to.

Mark Ordesky - Executive Producer Lord of the Rings Trilogy



THE COLLEGE OF  
EXTRAORDINARY  
EXPERIENCES

THE TOWER OF  
TRANSFORMATION

2018



One of the most unique and memorable events I've ever participated in.  
Kim Wylie - Global Lead for Change and Transformation Google

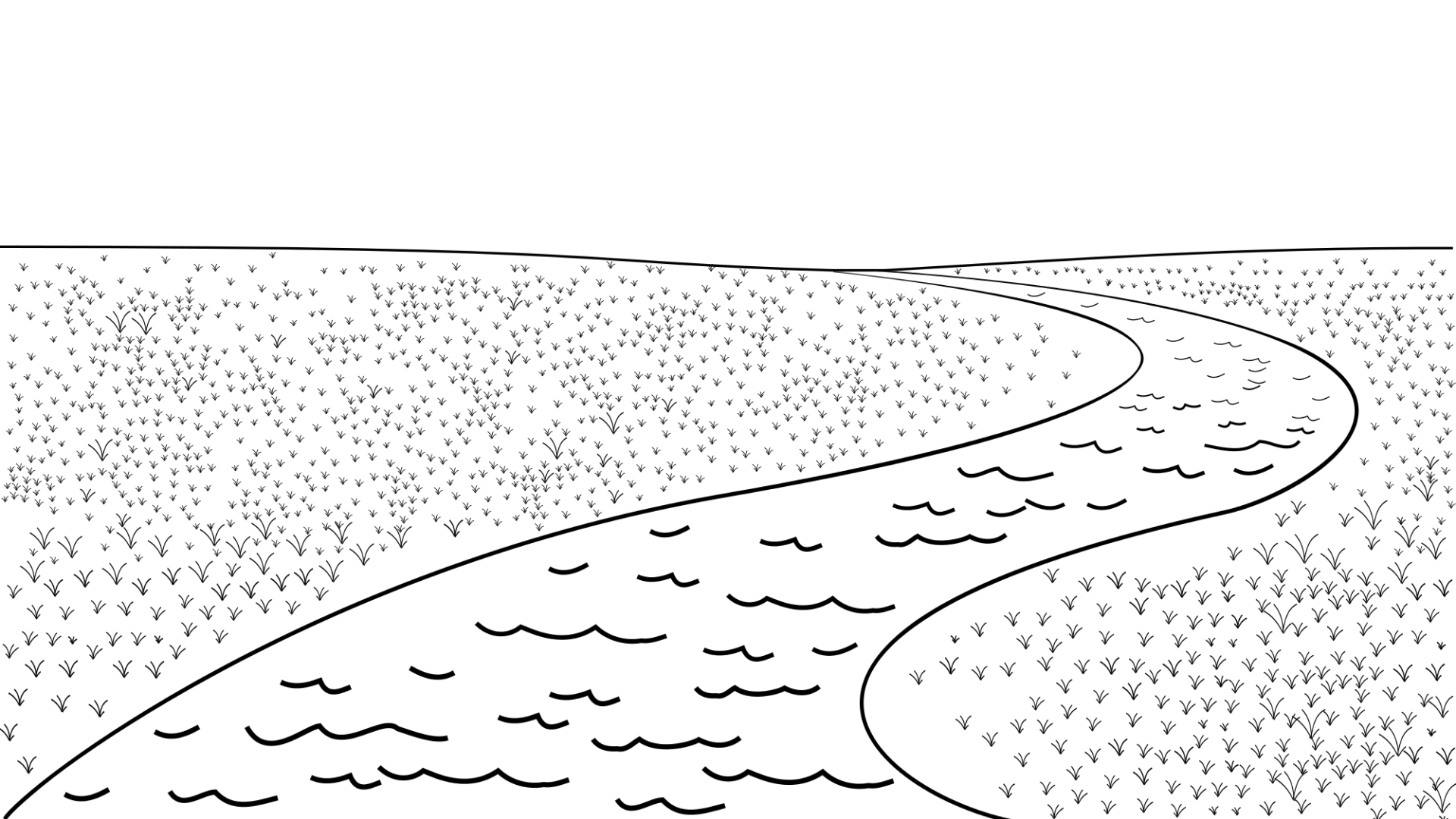


**THE SHELVES ARE STILL BARE OF  
THE REAL INGREDIENTS WE CRAVE**

*Understanding, forgiveness, tenderness,  
closeness.*

*Alain de Botton*

# **CROSSING THE THRESHOLD**



**TESTS, ALLIES, ENEMIES**

# COMMODITIZATION





## **TRUNK DELIVERY**

General Motors and Volvo work together with Amazon



## ROBOMART

The world's first self driving store



**FRICITIONLESS SHOPPING  
ANY STORE, ANY PLACE,  
ANY TIME**

**DEEP MAGIC**



**RYAN AIR STANDING SEATS**



# KEY VISUALS USED BY SELECTED WINTER DESTINATIONS





**CORTINA**



**ZERMATT**



**SCHLADMING**

**ASPEN**



**LA PLAGNE**



**VAIL**



# **DIFFERENTIATION**



**0 STAR HOTEL**





**AIRBNB**

THE  
WORLD'S  
FIRST BEER  
BREWED  
SPECIALLY  
FOR  
35,000FT.

In partnership with



AIRBNB



## **BALLANTINES**

Multi-sensory Scotch Bar

# WE THE PEOPLE

bringing you **KICKSTARTER** funded products



**WE THE PEOPLE**  
Kick-starter stores



# Mexiuan



Google Búsqueda personalizada de Google



[Start](#) [Woman](#) [Man](#) [Home + Decor](#) [The best](#) [US](#) [Blog](#) [Contact](#)

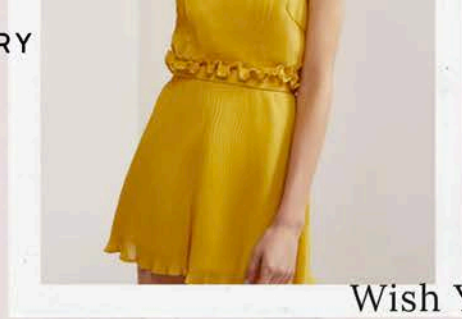
## Purchase with cause

With your purchase, help us to impact Mexicans in vulnerable situations

[Go to the store](#)

### MEXIUAN

E-commerce with products made by locals only



## Wish You Could Have An Infinite Wardrobe?

Access Unlimited Designer Clothing for \$129 / Month

JOIN THE WAITLIST



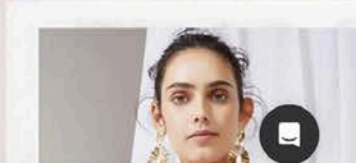
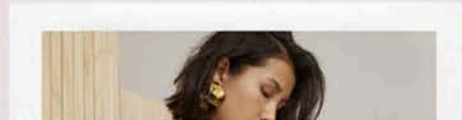
UNLIMITED  
RENTALS



FREE DRY  
CLEANING



FREE EXPRESS  
DELIVERY



## HOW IT WORKS



### Rent 3 Pieces At A Time

Choose from 14,000+ local and international designer pieces in XXS to XL sizes.



### Swap Whenever You Want

When you're ready to try something new, return and choose your next 3. You're free to swap unlimited times per month!



### Free Shipping & Premium Dry Cleaning

All deliveries, returns and cleaning fees are covered in your subscription. Garments come professionally dry cleaned, steamed and ready to wear!



### Have It On Your Own Terms

Your subscription is commitment-free and cancelable anytime. You can also buy your favourites and make them forever yours.

[JOIN THE WAITLIST](#)[WHY IS THERE A WAITLIST?](#)

# **APPROACH**



# STATUS QUO

*We don't want to be just numbers but  
important parts of a closer context*

# STATUS QUO

*We are stuck in a hamster wheel and we don't know how to get out.*

# STATUS QUO

*Society is sick and we feel like we're on our own to cure it.*

# **WE NEED**

*Someone who'll listen, calm, bravery,  
patience...*

# **WE NEED**

*Closer connection with others, purpose,  
faith in humanity...*



**ART AND ABOUT SYDNEY**  
Intangible goods



IMAGINATION

100% creative energy fuel.

  
INTANGIBLE  
GOODS

# **ORDEAL, DEATH AND REBIRTH**



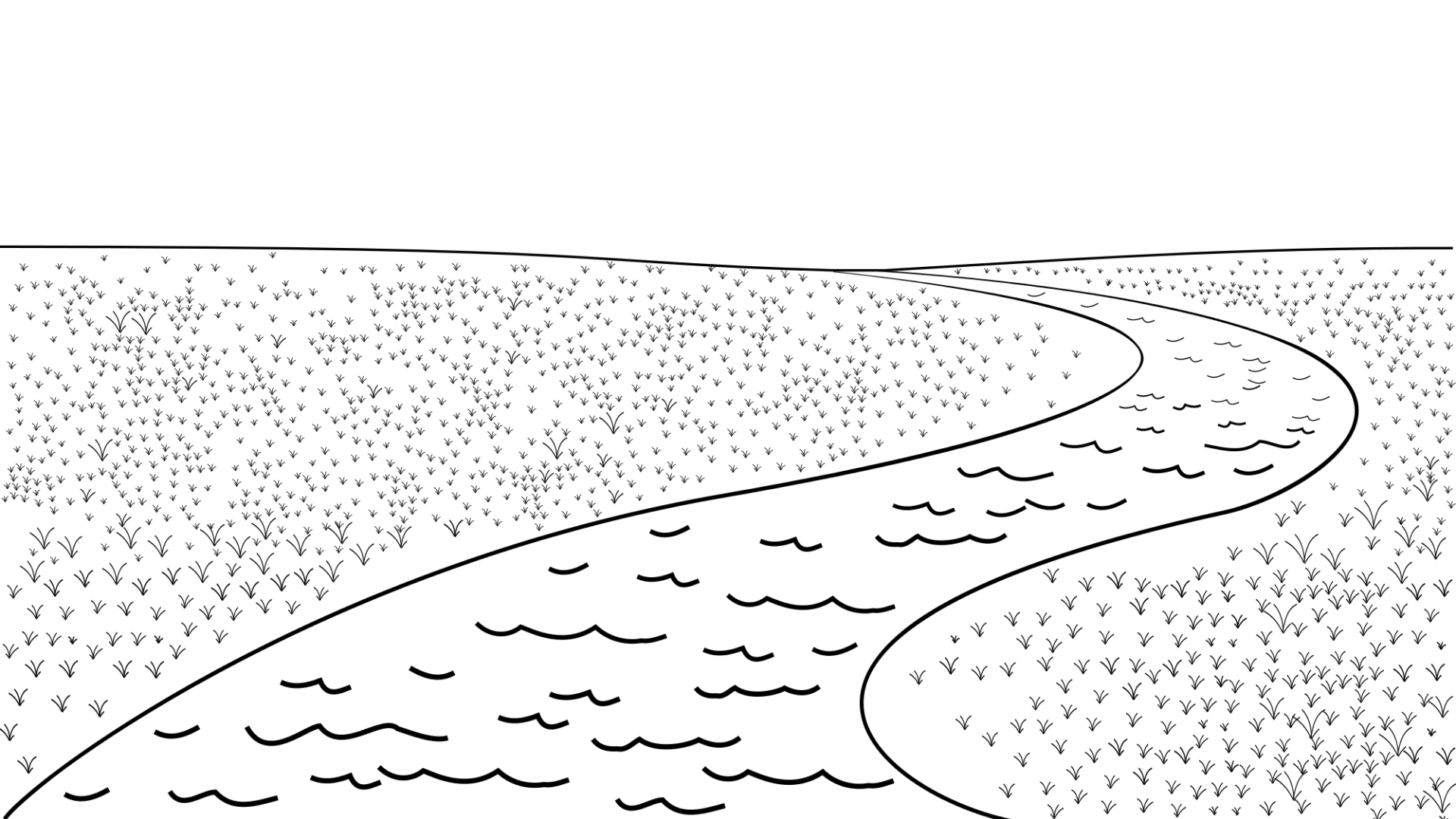


ABBEY HOUSE

S 101

10

LN 651 229



**REWARD, SEIZING THE SWORD**

# **SERVICE ECONOMY**

*Time and money well saved*

# EXPERIENCE ECONOMY

*Time and money well spent*

# TRANSFORMATION ECONOMY

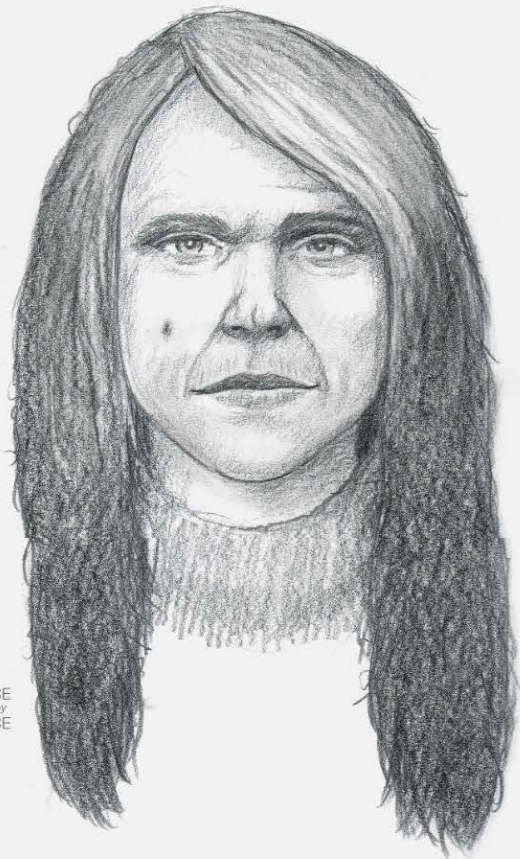
*Time and money well invested*

*“Uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event.”*

**SEE YOUR CUSTOMERS AS  
PARTICIPANTS AND NOT AS  
CONSUMERS!**



*“The real problem of capitalism is that product development lies so far behind the best insights of advertising.”*



FLORENCE  
*as described by*  
FLORENCE



FLORENCE  
*as described by*  
A STRANGER

**DOVE**

You're more beautiful than you think



**CARLSBERG**

Puts your friends to the test



## **OLD IRISH**

Mixed reality experience



**NORTH FACE**

Never stop exploring by Innored

# **WALKING THE TALK**

EMURSIVE PRESENTS PUNCHDRUNK'S

# SLEEP NO MORE

A LEGENDARY HOTEL. SHAKESPEARE'S FALLEN HERO.  
A FILM NOIR SHADOW OF SUSPENSE.

*Booking Only Through March 29*

**PUNCHDRUNK**

Immersive theatre



**BURNING MAN FESTIVAL**  
A playground for co-creation





## KIDZANIA

Immersive education by role playing



**AMAZING  
COMPLIMENTS**

**SOULPANCAKE**

Experiences that celebrate humanity



EPIC WEEKEND  
ADVENTURES TO SURPRISE  
DESTINATIONS

READY FOR ADVENTURE?

**EPIC LLAMA**

Gamified travel experiences



## **COLLEGE OF WIZARDRY**

4 day live action role playing experience



## **FAIRWEATHER MANOR**

4 day live action role playing experience

Number 1  
Escape Room  
-Uitkrant



**SHERLOCKED™**  
MYSTERY EXPERIENCES

1000+ reviews  
on Tripadvisor

*"The best group activity I have done in years!"*

Sven on Tripadvisor

book now 



Give us feedback

**SHERLOCKED**  
Escape room



HOME

# THE BAR OF THE FUTURE - CNN

Escape room meets the cocktail bar

**THE BLETCHLEY**  
Spy themed immersive bar



**MEOW WOLF**

Immersive art



SUBJECTIVE / QUALITATIVE

Focused on  
**Experiences**  
(People, Activities, Context)



**Meaningful**  
*Has personal significance*

**Pleasurable**  
*Memorable experience worth sharing*

**Convenient**  
*Super easy to use, works like I think*

THIS IS THE "CHASM" THAT IS REALLY REALLY  
HARD FOR ORGANIZATIONS TO CROSS

**Usable**  
*Can be used without difficulty*

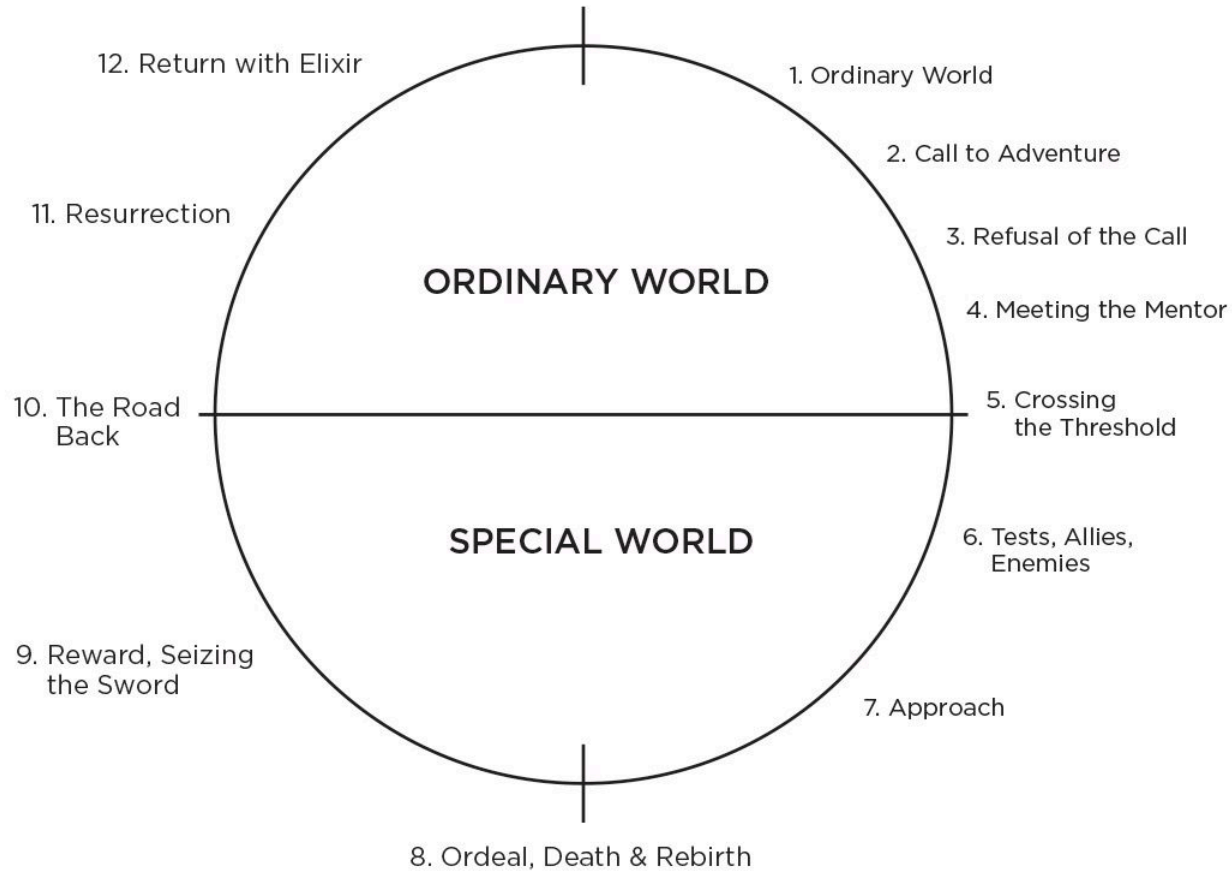
**Reliable**  
*Is available and accurate*

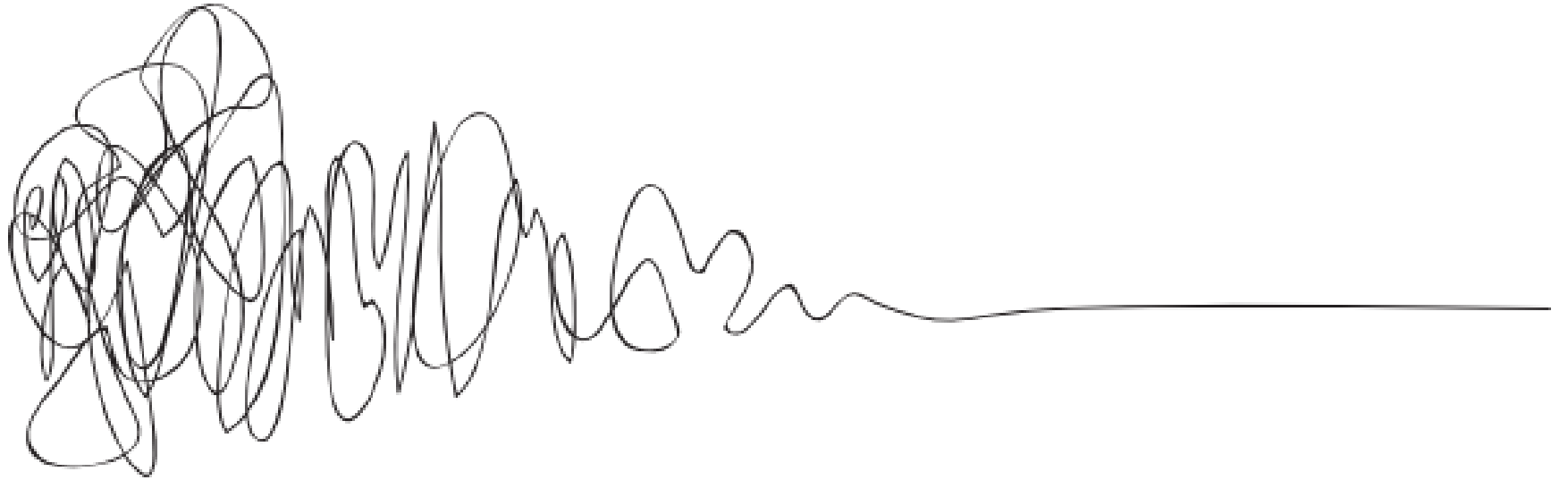
**Functional (Useful)**  
*Works as programmed*



Focused on  
**Tasks**  
(Products, Features)

OBJECTIVE / QUANTIFIABLE







**THE COLLEGE OF  
EXTRAORDINARY  
EXPERIENCES**

**THANK YOU!**

**PAUL@GMAIL.COM  
PAUL.BULENCEA **

**WWW.EXTRAORDINARY.COLLEGE  
WWW.GAMIFICATION-IN-TOURISM.COM**

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