

# EXPERIENC

# ES

Exploring how the most successful companies offer compelling experiences for customers, resulting in a more profitable bottom line. From now on, leading-edge companies—whether they sell to consumers or businesses—will find that the next competitive battleground lies in staging experiences.

# 2022

# METARETAIL



**BUREAU BÉATRICE**

01



## INTRODUCTION

Why we're all here today,  
and a few words on  
TRAVELRETAIL

02



## THE FUTURE OF GROWTH

Why experiences are more than  
just another color on your  
marketing palette.

03



## THE 10 LAWS OF EXPERIENCES

How the smartest  
companies in the World  
compete to win the battle  
for attention and upper-  
market domination.

04



## ONE LAST THING

How you can step-into the  
experience economy with a  
compelling story.

05



## Q&A

15 minute fire camp  
questions and answers.

10  
1  
EXPERIENCE ECONOMY

INTRO-

DUCTION

# KEVIN ALDERWEIRELDT

## CEO BUREAU BÉATRICE

With 18 years dedicated to innovation and marketing, I have helped brands think and operate outside their category by harnessing the power of culture.

Having worked for some of the most recognizable brands in the world, I facilitate their post-digital transformation, allowing their product or service to be part of daily conversations.

My work operates at the intersection of art, entertainment and technology — directing multidisciplinary teams who deliver distinctive brand experiences which integrate and operate at scale.





**NO**  
THE EXPERIENCE ECONOMY

**THE  
FUTURE  
OF  
GROWTH**

WELCOME TO THE  
EXPERIENCE  
ECONOMY.



A BRIEF  
HISTORY  
OF THE  
BIRTHDAY  
CAKE

# BAKING A CAKE FROM SCRATCH

5¢



THE COMMODITY ECONOMY

BUREAU BÉATRICE



# GETTING A READY MADE MIX FROM A SUPERMARKET

5\$



THE GOODS ECONOMY

BUREAU BÉATRICE

ORDERING A  
CAKE  
TO BE DELIVERED

50\$



THE SERVICE ECONOMY

BUREAU BÉATRICE

A young girl with her hair in a ponytail is blowing colorful confetti into the air. She has her eyes closed and a joyful expression. The background is a solid pink color, and the confetti is scattered throughout the scene.

# OUTSOURCING BIRTHDAY ORGANIZATIONS

# 500\$

(OH... AND WITH THIS MODEL ... GUESS  
WHAT, THE CAKED IS KICKED IN FOR FREE)

THE EXPERIENCE ECONOMY

BUREAU BÉATRICE

YOU  
ARE WHAT YOU  
CHARGE FOR

6655  
A SERVICE  
IS TIME

WELL

SAVED

EEJJ

EXPERIENCES

ARE A DISTINCT  
ECONOMIC

OFFERING

GG AN

EXPERIENCE

IS TIME  
WELL

SPENT

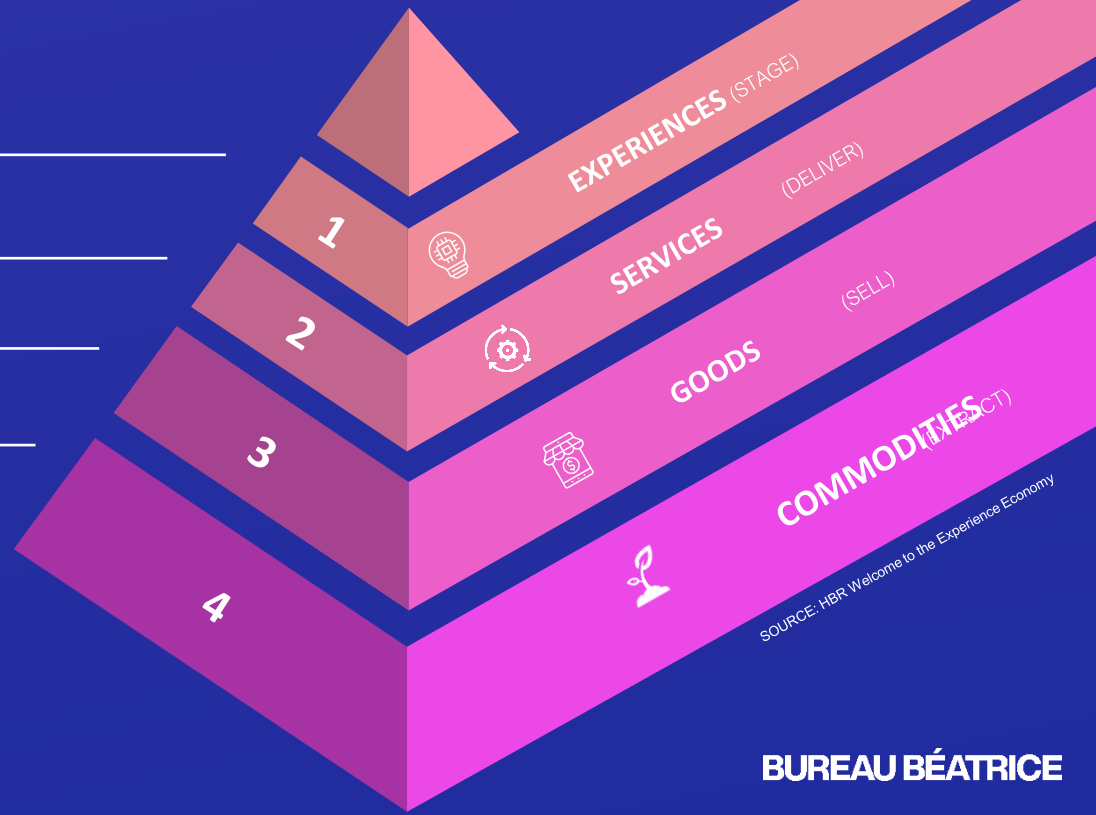
# THE MEASURE OF SUCCESS

TIME WELL SPENT. \_\_\_\_\_

TIME WELL SAVED. \_\_\_\_\_

PRICE. PRICE. PRICE. \_\_\_\_\_

THEY SIMPLY DON'T CARE. \_\_\_\_\_



SOURCE: HBR Welcome to the Experience Economy



# STAGING EXPERIENCES MEANS THAT YOU ARE NOW COMPETING AGAINST THE WORLD



COMPETING FOR THEIR  
TIME

TIME IS  
LIMITED



COMPETING FOR THEIR  
ATTENTION

ATTENTION IS  
SCARCE



COMPETING FOR THEIR  
MONEY

MONEY IS  
CONSUMEABLE

“ ”

THE EXPERIENCE IS

THE MARKETING

**JOE PINE**

AUTHOR, SPEAKER AND ADVISOR TO FORTUNE 500 COMPANIES

**BUREAU BÉATRICE**

“ ”

THE CUSTOMER IS  
THE

PRODUCT

JOE PINE

AUTHOR, SPEAKER AND ADVISOR TO FORTUNE 500 COMPANIES



THE FUTURE OF GROWTH

# THE 7 LAWS OF EXPERIENCES



IMAGINE A WORLD

WHERE YOU

**WOULD CHARGE ALL**

**CLIENTS AN ADMISSION FEE**

**FOR THE RIGHT TO INTERACT**

**WITH YOUR BRAND**

# #1

THE TEN LAWS OF EXPERIENCES

# PURPOSE FIRST

# #1

Veuve Clicquot

*Dove*

L'OCCITANE  
EN PROVENCE

  
TAGHeuer



NET-A-PORTER

  
evian

POLO  
RALPH LAUREN

AMERICAN  
EXPRESS



*S.T. Dupont*  
PARIS

#1

**CLARITY**

**PURPOSE**

**DRIVES**

**EFFICIENCY**

**CONSISTENCY**

**OPPORTUNITY**



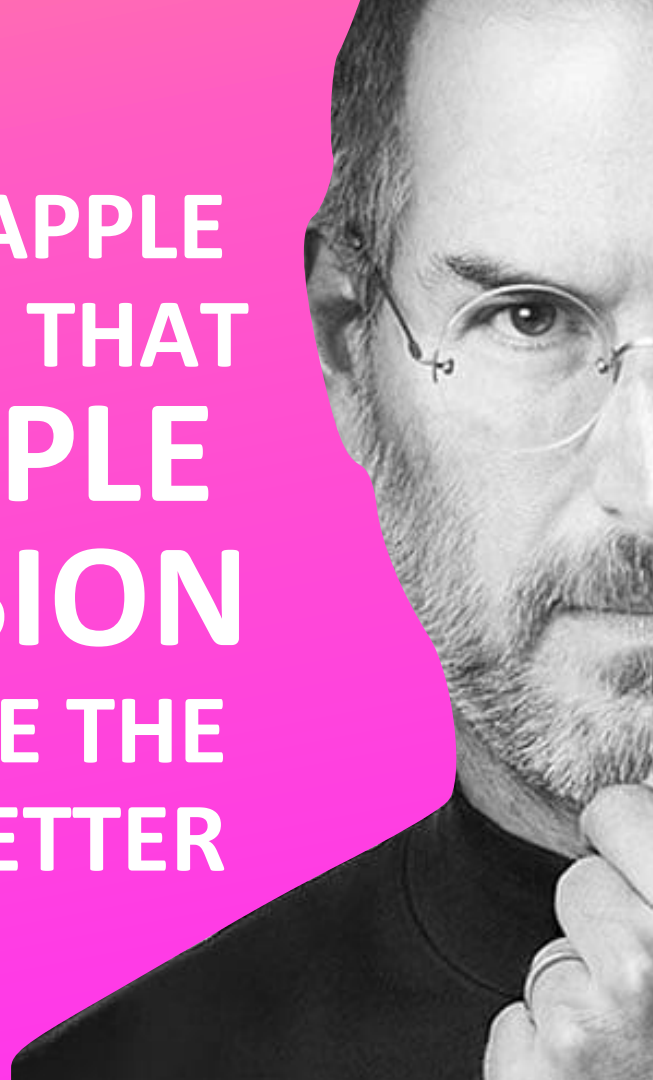


#1

“ WE BELIEVE THAT  
PEOPLE  
WITH PASSION  
CAN CHANGE THE  
WORLD FOR BETTER

**STEVE JOBS**

FOUNDER AND CEO OF APPLE INC





# TODAY AT APPLE



**500M**  
**VISITORS**

**18K**  
**SESSIONS**

PER WEEK

**2x**  
**REVENUE**

VS THE NEXT TWO MOST  
PROFITABLE BRANDS IN THE US.

SOURCE: [cultofmac.com](http://cultofmac.com) / [9to5mac.com](http://9to5mac.com)

#1

[[ ]] TODAY  
AT APPLE

IS APPLE RETAIL

#2

THE TEN LAWS OF EXPERIENCES

BELIEVE  
IN THE X

#2

MON CLIENT

عميلي

我的客户

MY  
CLIENT

#2

# SIX BRANDS THAT HAVE ABSOLUTELY NOTHING IN COMMON:





#2

SIX BRANDS THAT HAVE  
ALL  
PARTNERED WITH  
PUMA:



MAC



MARVEL







50

50



MAC

THE PYRA SUEDE

A LIMITED EDITION COLLABORATION WITH  
MAC COSMETICS  
DESIGNED BY THE ORIGINAL DESIGNER OF THE ORIGINAL

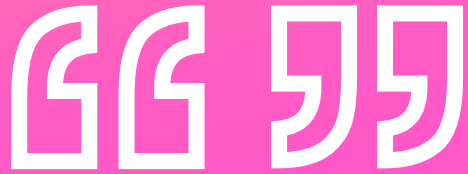


MAC



**VENOM**  
DISEL | BAIT  
A BIGHIZZARD  
L'ESCLUSIVO DI BIGHIZZARD  
MODEL: 7000-7000-7000

# #2



SHARES OF PUMA ARE UP 30% OVER THE PAST YEAR, COMPARED WITH 7% FOR ADIDAS AND 8% FOR NIKE, DUE TO STRATEGIC PARTNERSHIPS GARNERING BRAND LOVE AND LOYALTY.

**FORBES 2021**

# #3

THE TEN LAWS OF EXPERIENCES

# GO ALL IN

BUREAU BÉATRICE



LOUIS VUITTON

PARIS





The announcement of the hotel comes after a series of hospitality and experiential spaces projects from the brand. Photo: Jakub Porzycki/RealPhoto/Getty Images

TRAVEL

## The First Louis Vuitton Hotel Is Coming to Paris—And the Views Will Be Stunning

The fashion powerhouse plans to debut the hospitality project within five years

By Katherine McLaughlin  
November 17, 2022

A Louis Vuitton hotel just makes sense. For some time now, the company, known for crafting über-luxurious goods with impeccable design, has been slowly extending its storied brand from physical products to physical spaces. In early November, the company announced plans for [LV Dream](#), a one-year and pop-up-like experiential space, which would include an exhibition highlighting various collaborations with artists, a café, a gift shop, and a chocolate shop. Even before LV Dream, the iconic brand had already begun dabbling in the hospitality world with pop-up restaurants in Seoul, South Korea, and Saint-Tropez, France. So naturally, when Louis Vuitton wanted to take these endeavors to the next level, a hotel was a perfect fit.



WATCH



Get to Know Fashion Designer  
[Joseph Altuzarra](#)



# LOUIS THE GAME



#4

THE TEN LAWS OF EXPERIENCES

GO  
BEYOND  
ND

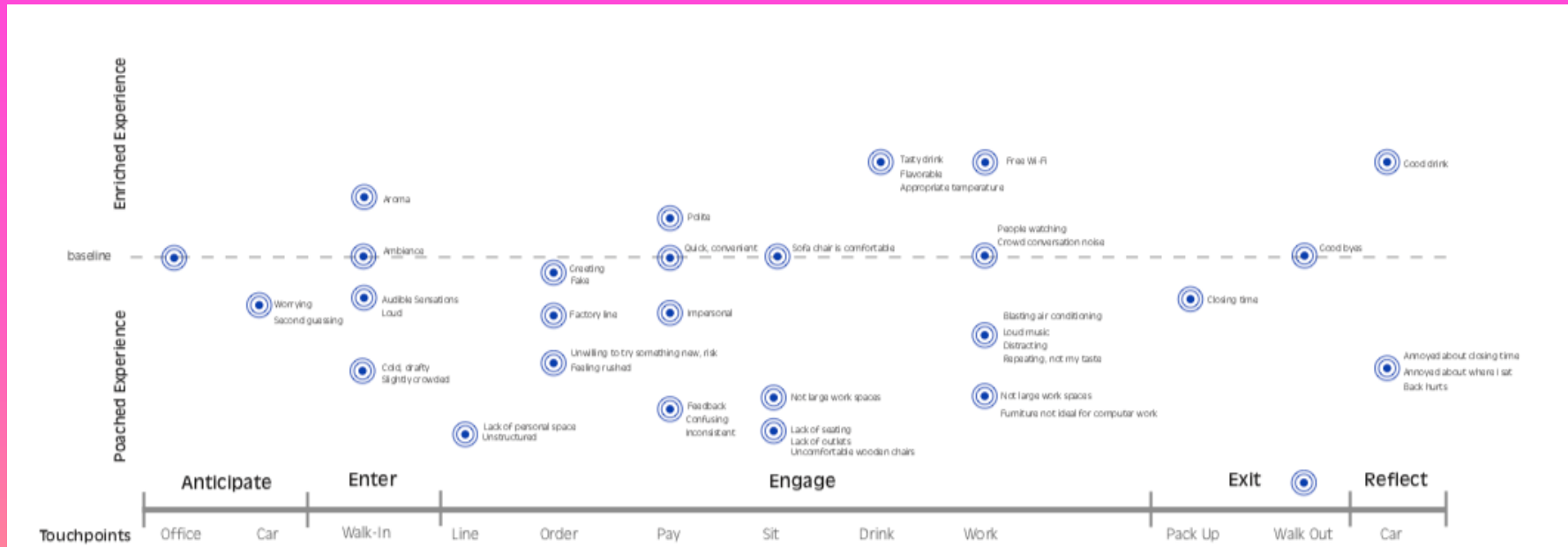
BUREAU BÉATRICE

#05



I am going  
to sell your  
relatively  
simple name  
horribly,  
horribly  
WRONG

# STARBUCKS JOURNEY



10

LOUNGE & EXPERIENCE

مستقبلنا

10

10

10

10

10

#04

CULTURE BEATS

# STRATEGY FOR BREAKFAST

**MARK FIELDS**

CEO OF FORD AUTOMOBILES









**DON'T  
STRESS  
THERE  
IS TIME**

# #5

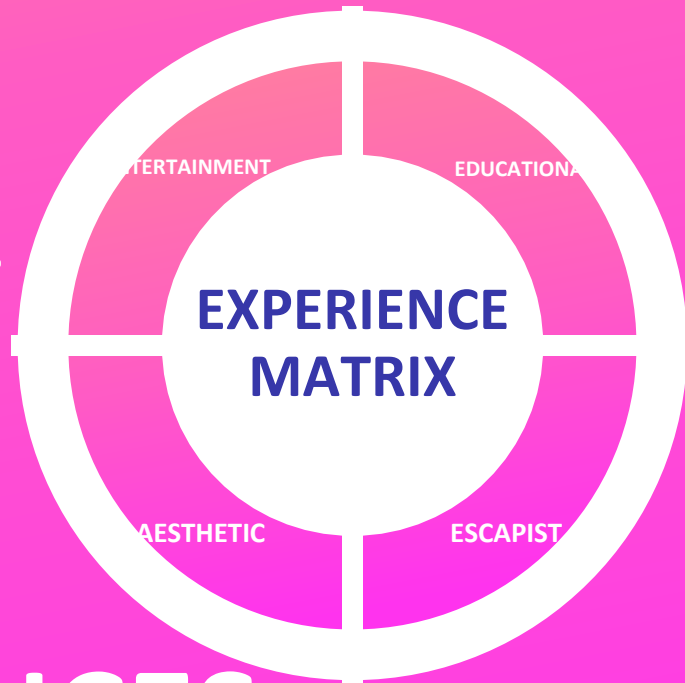
THE TEN LAWS OF EXPERIENCES

# ENGAGE THE SENSES

#05

ABSORPTION

PASSIVE  
ENVOLVMENT



ACTIVE  
INVOLVEMENT

THE FOUR  
REALMS  
OF EXPERIENCES

IMMERSION

ETHICAL LIFESTYLE  
FOOD, LIFESTYLE AND ETHICS  
NOT UNMARKED

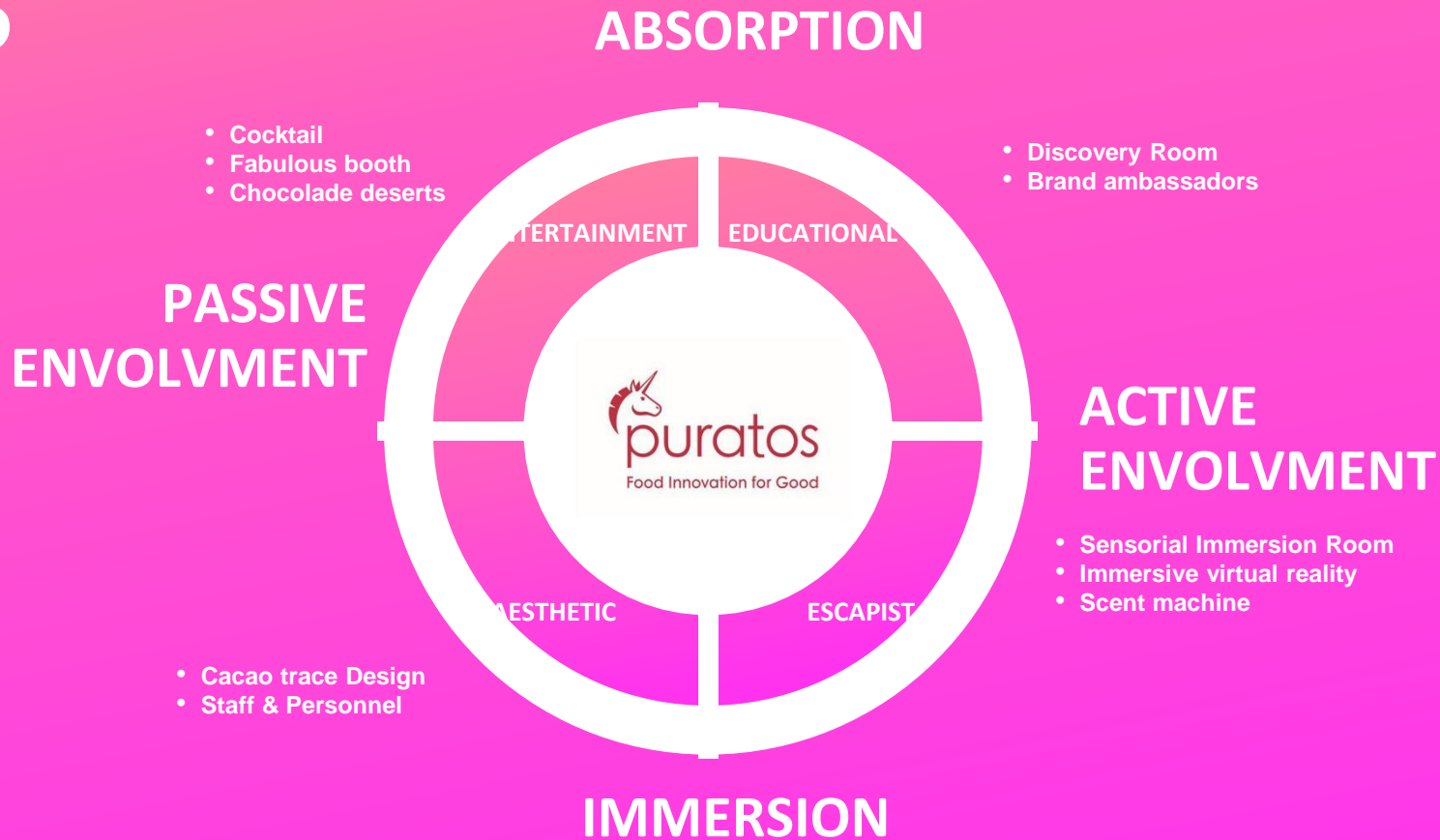
  
CACAO-TRACE™



LOOK FOR  
OR WHICH  
RECEIVE A  
PRIZE.



# #05







# #6

THE TEN LAWS OF EXPERIENCES

MAKE  
COOL  
MATTER

#06

“ ”

IF YOU CANT MEASU  
DON'T DO IT



# #06 R.O.I.



# #07

THE TEN LAWS OF EXPERIENCES

# TELL A STORY

#07

“ ”

THE GREATEST STORY COMMANDMENT

MAKE ME CARE.

PLEASE, EMOTIONALLY, INTELLECTUALLY, AND

JUST MAKE ME CARE.

**ANDREW STANTON**

FILM MAKER AT PIXAR

BUREAU BÉATRICE



#07

THE

EXPERIENCE



#07

“THE

ATTENTION

#07

THE

EMOTION

#07

THE

HUMAN

# RECAP

## THE 7 LAWS OF EXPERIENCES

#01

PURPOSE FIRST

#02

BELIEVE IN THE X

#03

GO ALL IN

#04

GO BEYOND

#05

ENGAGE THE SENSES

#06

MAKE COOL MATTER

#07

TELL A STORY

40

THE FUTURE OF GROWTH

ONE  
LAST  
THING

IN THIS SPACE, LET US NOT FORGET  
THAT ALL MARKETING IS UNWANTED.  
SO IF WE ARE TO CRASH THE PARTY ANYHOW,  
LET US AT LEAST BRING WITH US CHAMPAGNE.

BUREAU BÉATRICE



THANK  
YOU