



**Wherever You Want**  
**To Go**

*Experience Matters*

**Google Travel**

*@Faris*



DON'T WORRY.  
EVERYTHING  
IS GOING  
TO BE  
AMAZING.

**HELLO!**

**BEFORE>**

Digital Ninja //  
**Naked Communications**

EVP Chief Technology Strategist //  
**McCann Erickson NY**

**<NOW**

\\ Chief Innovation Officer  
**MDC/kbs+p**  
\\ Founding Spy  
**Spies & Assassins**

**@faris**

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*What Matters?*

# DO THINGS THAT MATTER



kirshenbaum bond senecal+partners

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*What Matters?*

**EXPERIENCE MATTERS**

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*What Matters?*

*WHOSE*  
**EXPERIENCE MATTERS ?**

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*YOURS*

## There is a perceived value gap

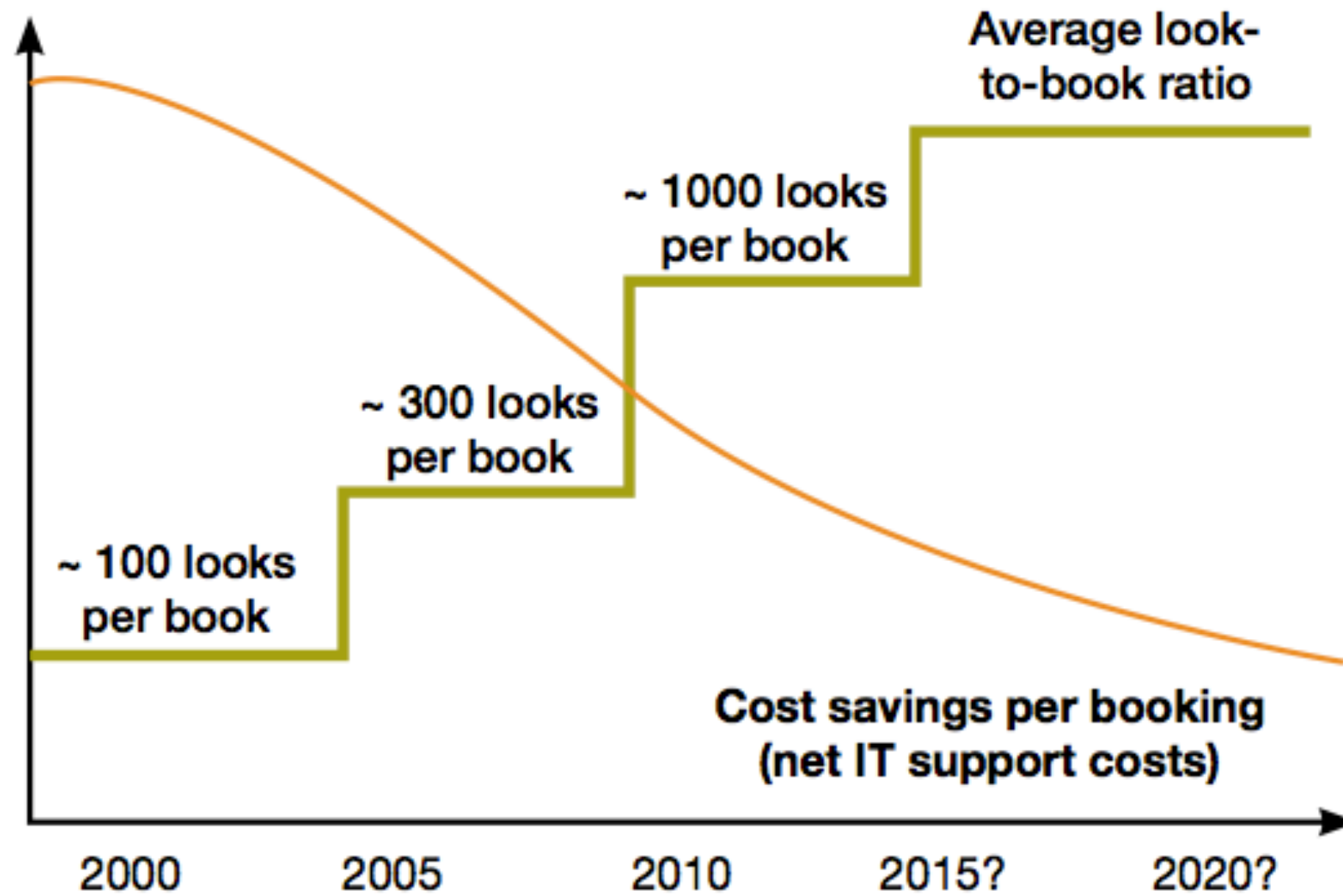
Percentage of respondents that say....	"Getting value for my travel dollar is very important to me"	"Money spent on travel is money well spent"
<b>Happily infrequents</b> Glad to travel less than average because travel takes a toll	<b>62%</b>	<b>56%</b>
<b>Occasional luxurists</b> Enjoy short and frequent getaways and will spend when necessary	<b>92%</b>	<b>61%</b>
<b>Perpetual searchers</b> Constantly searching for a travel deal and looking to cut costs on all trips	<b>99%</b>	<b>13%</b>
<b>Cautious calculators</b> Make buying decisions carefully because travel is highly valued	<b>99%</b>	<b>82%</b>
<b>Carpe deists</b> Willing to seize an opportunity to travel with few advanced plans	<b>98%</b>	<b>9%</b>

Unfortunately, most segments are not satisfied with the current travel value equation

Source: IBM Institute for Business Value analysis, IBM-Frost & Sullivan Travel Survey March 2011.

Figure 2: Diverse traveler segments share a desire to get value for their travel expenditures, but consumers are not satisfied with the prevailing value propositions in the market.

*Doesn't just affect travelers*



Source: IBM Institute for Business Value analysis.

*Dynamic Pricing*

+

*Disintermediation*

+

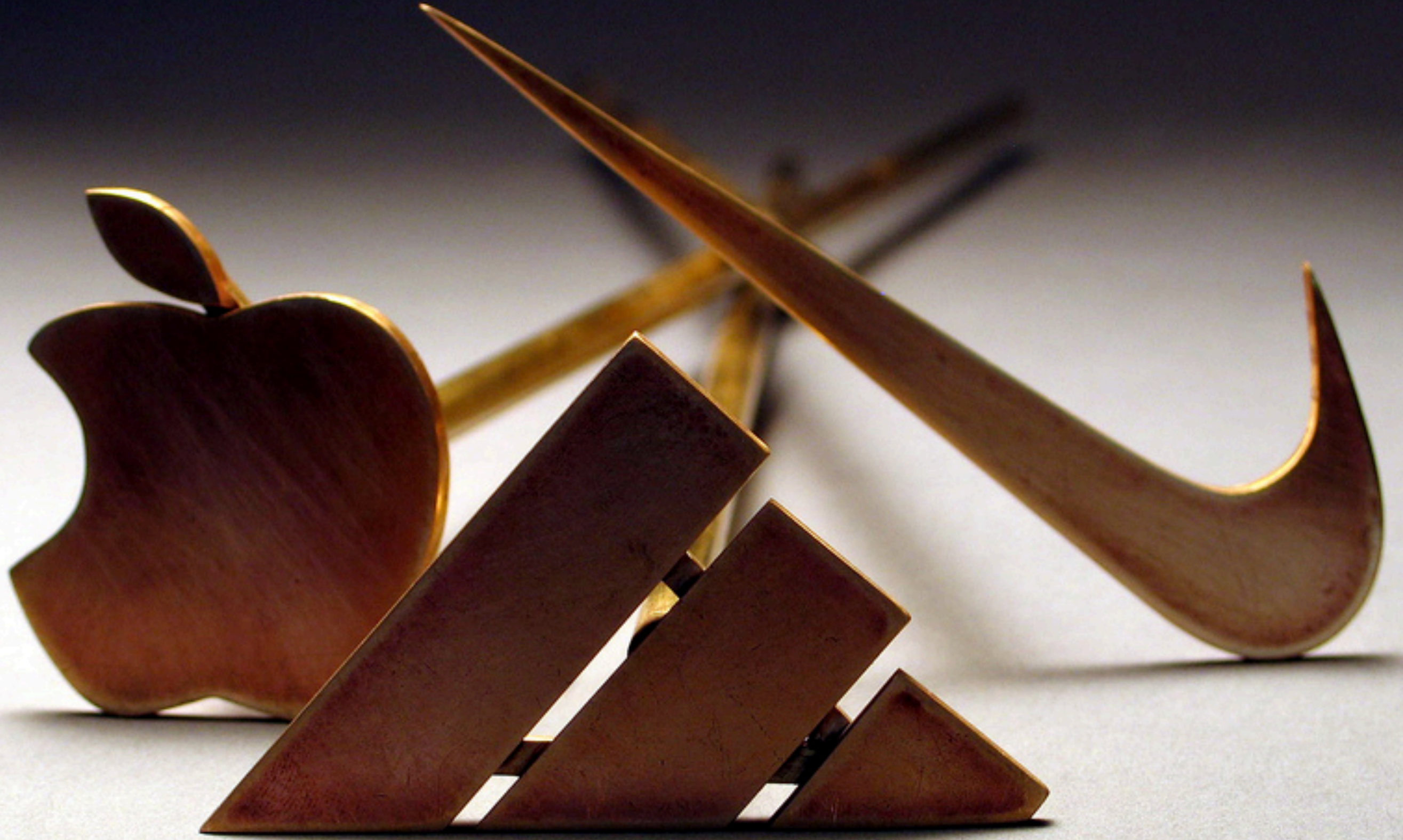
*Digital Transparency*

=

**INCREASE PERCEIVED**

**OPPORTUNITY COST +**

***PERCEIVED COMMODITIZATION***





*This is the brand*

## WHAT EVERYONE EXPERIENCES



## WHAT EVERYONE SAYS

# Brand / Belief

INTEGRATED BEHAVIORAL TEMPLATE





*WHICH*  
**EXPERIENCE MATTERS?**

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*Seamless Experiences*

# Consider it a vacation with meetings at the end

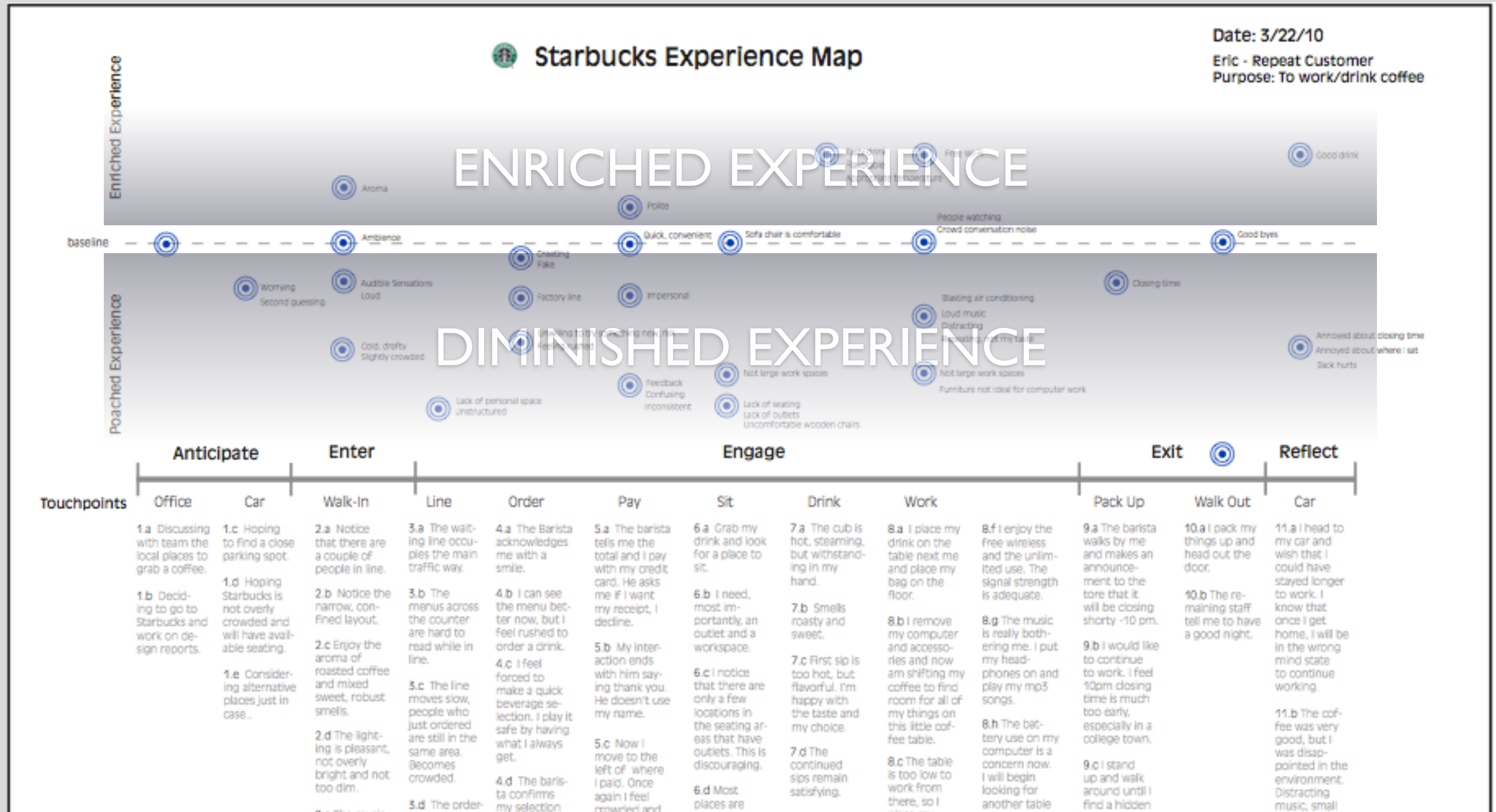
This is more than a flight in Business Class. It's a seamless experience that includes everything you need to be your best. From complimentary Chauffeur-drive service\* and expedited check-ins to multi-course gourmet meals and 1,400 channels of entertainment, you're free to focus on what matters most—you.

*“It’s a seamless experience...”*

Hello Tomorrow

  
Emirates

# Experience Map



“**Authentic loyalty** can only be generated when companies **consistently go beyond the consumers’ best expectations and leave them feeling supersatisfied by the experience.**”

These customers will not only be more likely to remain loyal but, in addition, become unpaid mavens, **recommending the company to friends and colleagues.**”

*David Lewis, The Soul of the New Consumer*



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*What Matters*

*The search and booking*

**EXPERIENCE MATTERS**

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# Kayak: NYC>LON

Flights Hotels Cars Deals Vacations More

**KAYAK** New York, NY London, ENG, United Kingdom  
10/17/2011 10/27/2011 Search more options

1706 of 1706 roundtrips shown [Show +/- 3 days](#) [Show matrix](#)

Price \* - Airline Takeoff Landing Stops (⊙)

**Continental Airlines** ad  
Fly to 100+ destinations. Reserve now on Continental's official site.  
[www.continental.com](http://www.continental.com)

**\$676** Economy  
Direct  
2 sites

**Iceland Express** EWR 9:35p ▶ LGW 12:50p 1 10h 15m  
LGW 1:50p ▶ EWR 7:55p 1 11h 05m

Astraeus Ltd. operates flight 414, 501, 502, 413.

**\$716** Economy  
Select  
4 sites

**Aer Lingus** JFK 5:45p ▶ LGW 8:10a 1 9h 25m  
LGW 10:45a ▶ JFK 7:30p 1 13h 45m

**\$716** Economy  
Select  
4 sites

**Aer Lingus** JFK 5:45p ▶ LGW 10:00a 1 11h 15m  
LGW 10:45a ▶ JFK 7:30p 1 13h 45m

**\$716** Economy  
Select  
4 sites

**Aer Lingus** JFK 9:50p ▶ LGW 2:05p 1 11h 15m  
LGW 10:45a ▶ JFK 7:30p 1 13h 45m

**Change your search**  
[Get a price alert](#)  
[Show fare charts](#)  
[Airline fees table](#)

**Hacker Fares**  
 Show results that require two separate bookings

**Stops**  
 nonstop \$818  
 1 stop \$676

**Times**  
 Show Red Eye / Overnight  
 Take-off  Landing  
Take-off (Depart Flight)  
Mon 6:00a - 11:30p  
Take-off (Return Flight)  
Thu 6:00a - 8:30p

**Airports**  
 Depart/Return, same airports

ICELANDAIR  
New York to London  
Oct 17 - Oct 27, 2011  
from \$1085 R/T  
Includes taxes & fees **Book Now**  
[hide display ads](#)

Business Class to Europe  
Fly Business Class starting 1899 RT  
\$25 Instant Coupon Discount.  
[www.farebuzz.com](http://www.farebuzz.com)

Virgin Atlantic Airways  
Enjoy Complimentary Movies  
On Flights to London. Book Today!  
[www.VirginAtlantic.com](http://www.VirginAtlantic.com)

\$49\* London Flights  
London Fare Sale On Now!  
Hurry, Deals End Soon.  
[www.farespotter.net/London](http://www.farespotter.net/London)

JetBlue - Official Site  
Low fares, no first bag fee, lots  
of legroom & award-winning service.  
[www.jetblue.com/Cancun](http://www.jetblue.com/Cancun)  
Cheap Flights

# Skyscanner: NYC>LON

skyscanner Flights Hotels Car Hire

Home > Select destination > Select dates > Select flights

New York (NYC) to London (LON)  
Mon 17 Oct – Thu 27 Oct x1 Change search

Best price \$666 Flexible? Save \$74

Stops  
 Non-stop from \$666  
 1+ stops from \$717

Take off times  
Depart 00:00 – 23:59  
Return 00:00 – 23:59

Journey duration  
6.5 hours – 21 hours

Airlines  
select all clear all  
 Aer Lingus \$717  
 Air Berlin \$852  
 bmi \$817  
 British Airways \$817

Compare prices Compare flight times Compare airlines

590 of 635 results (show all) sort by Price per adult

Airline	Depart	Return	Price
Iceland Express	21:35 EWR – 12:50 LGW 10h 15 (+1) non-stop	13:50 LGW – 19:55 EWR 11h 05 non-stop	\$666 Iceland Express BOOK Checked 5 hours ago
Aer Lingus	17:45 JFK – 08:10 LGW 9h 25 (+1) 1 stop DUB	10:45 LGW – 19:30 JFK 13h 45 1 stop DUB	\$717 Aer Lingus BOOK live
Aer Lingus	21:50 JFK – 14:05 LGW 11h 15 (+1) 1 stop DUB	10:45 LGW – 19:30 JFK 13h 45 1 stop DUB	\$717 Aer Lingus BOOK live

BRITISH AIRWAYS virgin atlantic  
British Midland International bmi Iceland Express  
Continental Airlines KLM

Sponsored Links  
Continental Airlines  
Fly to 100+ destinations. Reserve now on Continental's official site.  
www.continental.com  
Flights to london

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*It's not all about the money...*

“

Our survey of more than 2,000 global travelers revealed that 20 percent required more than to search and book travel online.

**5 hrs**

**This affects travelers  
regardless of experience  
with the system.**

More than half of leisure travelers and nearly 40 percent of business travelers needed more than two hours to accomplish these tasks. ”

*Source: IBM Travel 2020 The Distribution Dilemma:*

*The service*  
**EXPERIENCE MATTERS**

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*Current Perception = brand vs service gap*




## Why Companies Stress Brand Promotion Over Customer Service

Author: [Kaleel Sakakeeny](#)

Published: [March 20, 2012 at 8:53 am](#)

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 Tweet 32

 +1 2

AUGUST  
31, 2012

160  
REACTIONS

## American Airlines' First Class Twitter Strategy

By [Kylie Jane Wakefield](#), under Case Studies, Social Media. [Kylie Jane Wakefield](#) is a Los Angeles based freelance writer and publicist.

65

Tweet

32

Share

2

+1

3

Like

**T**his post is part of the *Twitter for Brands Series*, which features winning strategies from the top brand pages on Twitter and provides tips on how to emulate their successes.

For American Airlines, Twitter is a tool to enhance the customer experience.

On the microblogging site, **American Airlines** has over 416,000 fans, **fifth place among all the airlines**.



### Solving Customer Service Issues

From 6 a.m. to midnight, customer service representatives are on American Airlines' Twitter to answer questions from customers, as well as take care of any problems that may arise, according to the company's Social Media Specialist Stephanie Scott.



The stream is mostly made up of these inquiries. On June 12, for

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TOOLBOX

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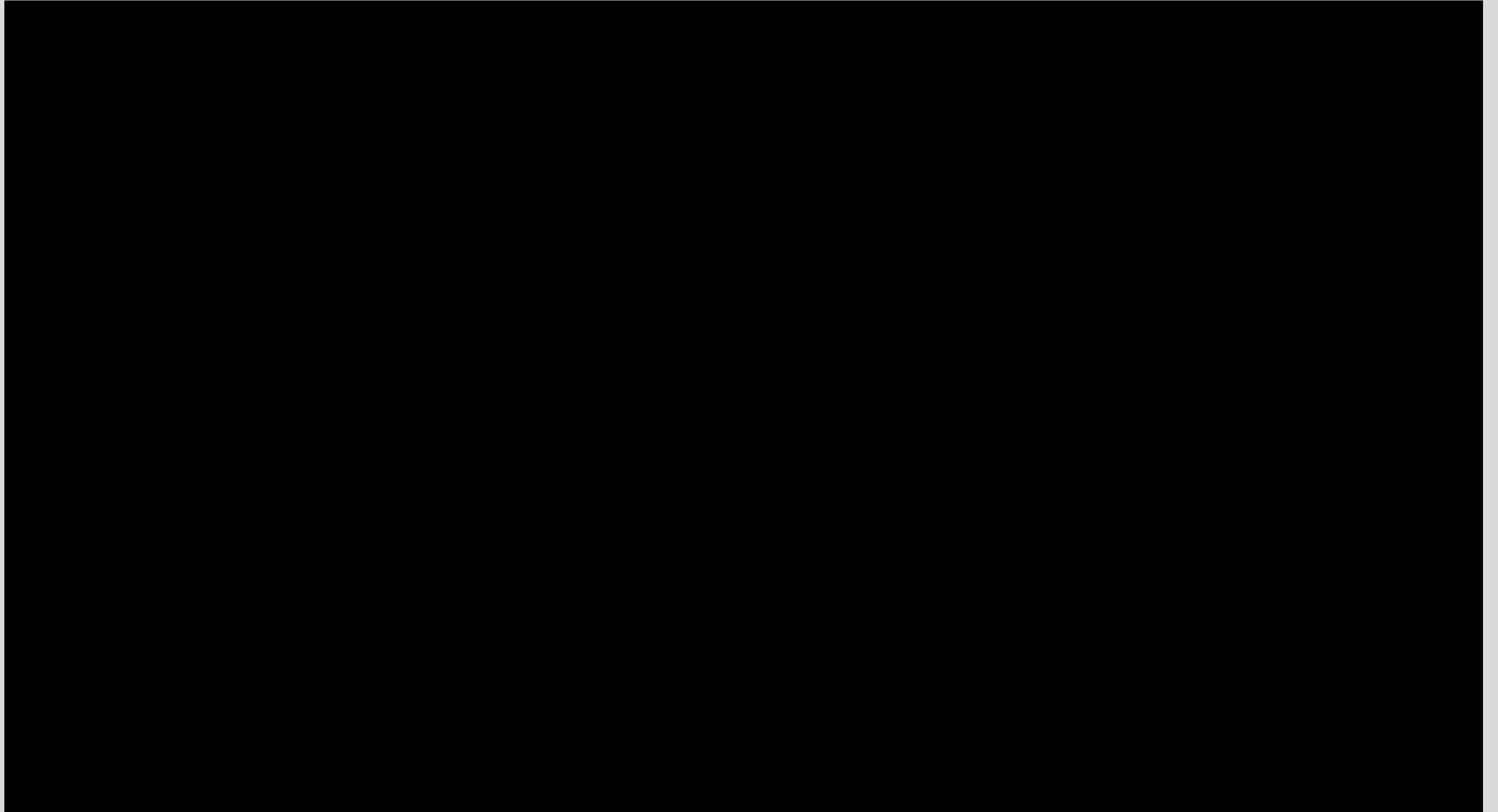
*Customer Service*  
***on***  
*Social Media*  
***is***  
*Brand Marketing*

*THE UNSEEN*  
**EXPERIENCE MATTERS**

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*Content: The Unseen Experience*



*The memory of the*  
**EXPERIENCE MATTERS**

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*Experiencing Self*

*vs*

***Remembering Self***

*Memories > Stories > Decisions*



*new memories*

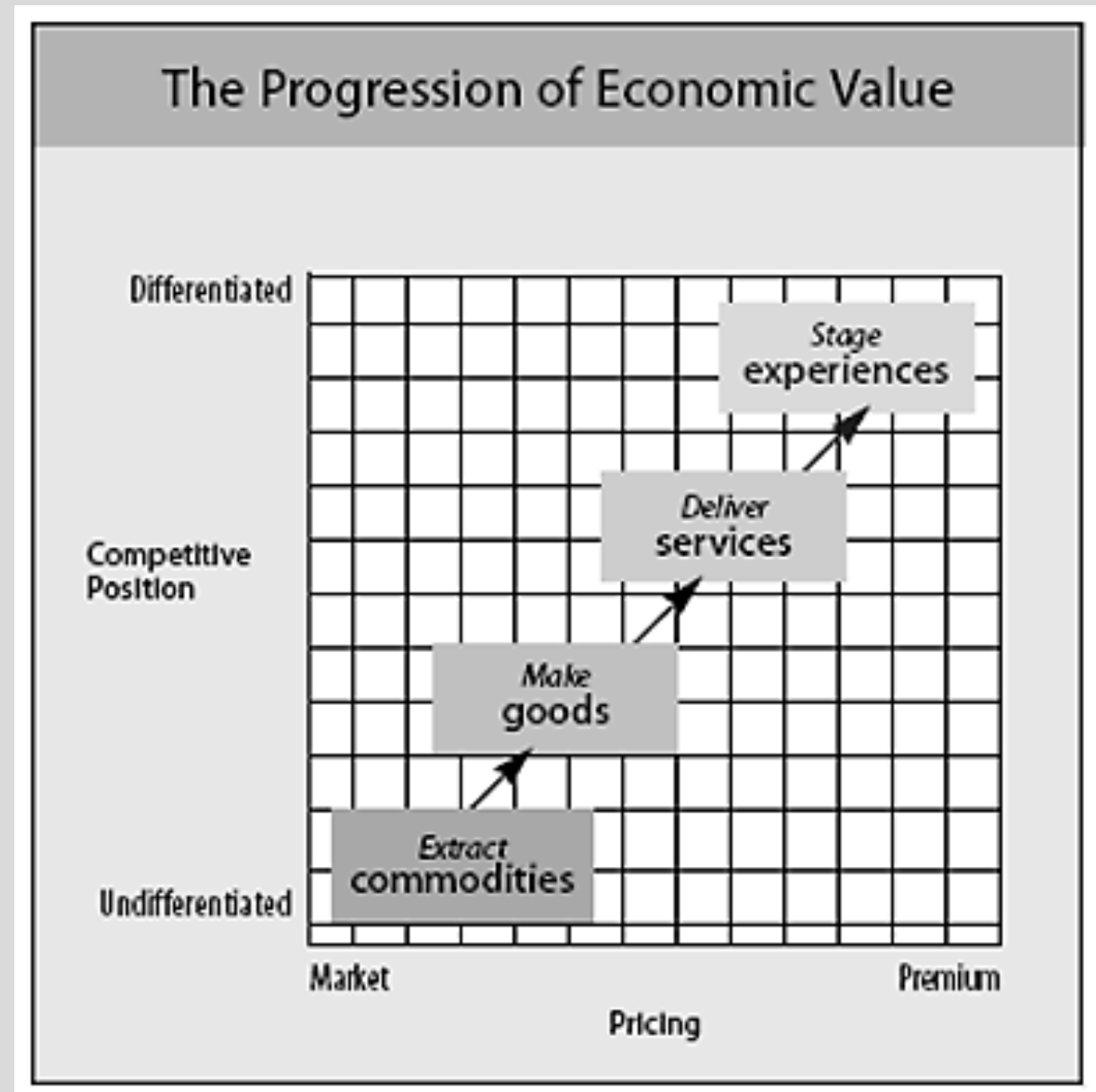
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***change the story***

*Small defining brand gestures = experience*

"A brand is a living entity, and it is enriched or undermined cumulatively over time, the product of a thousand small gestures."

- *Michael Eisner, [former] CEO of The Walt Disney Company*



# The Cookie Hotel

## The Obsession with DoubleTree Hotel's Warm Chocolate-Chip Cookies

Erin Zimmer

APR 12, 2010  
9:30 AM

28

TAGS:

CHOCOLATE

CHOCOLATE  
CHIP  
COOKIES

COOKIES

DOUBLETREE  
HOTELS

PRINT

FAVORITE  
THIS! (3)

EMAIL

5

Pin it

84

Like

2

Tweet

0



[Photographs: Erin Zimmer]

DoubleTree seemed like just another hotel chain to me, until I stayed there—and was handed a warm cookie with my room card. Ah, that's right, this is the cookie hotel!

The front desk lady pulled out the paper bag from a warming drawer next to her computer. (This has to be the best purpose for a drawer.) And somewhere around the world that day, about 30,000 warm



*DoubleTree seemed like just another hotel chain to me, until I stayed there—and was handed a warm cookie with my room card.*

*Ah, that's right, this is the cookie hotel!*

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*Small Defining Brand Gestures*



*Cheeky souvenir  
based on observed  
behavior*

*Creates Goodwill  
+  
A Story*



Photo illustration by TMA; Photos: Corbis(5); Getty Images(1)

**Travel**

# Virgin America: All Aboard the Party Plane

By Ben Paynter on July 26, 2012 | [Twitter](#) [Facebook](#) [LinkedIn](#) [Google+](#) | 0 Comments

“just one of McMillin’s playful **“winks”**—his term for distinctive personal touches”



“The idea is to encourage business passengers searching for the cheapest, fastest, and most painless way from point A to point B to slow down and **actually enjoy the trip.**”

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*A Question for the day....*

*What does a  
digital ‘WINK’  
look like?*

*The story of the*  
**EXPERIENCE MATTERS**

---

*most*

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*The Story is not the Experience*



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*Habituation is the greatest challenge to  
super-satisfaction*

*What delights the first time is expected the  
second time*

*We need to change the story*

*Because we need constant reminding  
of the MAGIC of the experience....*





**THANKS**

[farisyakob.com](http://farisyakob.com)

**@faris**