



Experience the Message

Max Lenderman

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Consumers — exposed to roughly four thousand marketing messages a day — are no longer willing to be part of a passive consumer base, subject to conventional advertising and marketing. Rather, they are joining a growing tribe of brand atheists who don't want to be targeted by impersonal messages. They want dialogue, which marketers give to them through experiences with brands that are personally relevant, memorable, and meaningful. This is the context for Max Lenderman's experiential marketing (XM) revolution. Lenderman explains who the new cutting-edge marketers are, how they think and operate, and why they matter in today's shifting brand world. He reveals how companies can interact with consumers in meaningful ways and what consumers should expect from companies that want their attention and loyalty. Max has led successful experiential campaigns for Fortune 500 companies and smaller businesses. Here, he unveils groundbreaking case studies and discusses the latest trends in experiential marketing—buzz, sub-viral marketing, roach marketing, text marketing, flash mobs, pop-up retail, advergaming, retailainment, and causal marketing. Experience the Message gives its readers—consumers and marketers the essential knowledge they need to charge to the front of the global marketing movement.

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