Michael Morrison

BIO

Michael works very closely alongside retailers, architects, brand managers and marketers helping them to create brand differentiation and unique brand experiences. He is a visionary expert in the art of sensorial marketing and has developed strategies that can create unique environments. These strategies incorporate the five senses that can link into consumers’ emotions and influence their behaviour.

ABSTRACT

Brand experiences need to be designed with a focus on creating a feeling of ‘MyPlace’, ‘MySpace’ and ‘MyExperience. Consumers are now better educated and more brand aware. Consumers are demanding that organizations develop places, spaces and experiences that explore the potential of exchanging some knowledge and learning about brand experiences. Strategies need to be linked to the five senses and should include elements that fit specific target markets, shopping events, community activities and particular brand experiences. A framework of Brand Strategy ‘Fit’ will be presented. And will be suported with specific examples from the retail sector including Prada (USA and Japan), American Girl Place (USA), Apple (USA, UK and Japan) and IKEA (Sweden) and community spaces including IBN Battuta and The Mall of Emirates (Dubai) The Bullring, Birmingham (UK) Eastern Town Centre and The Grove (USA) and Omotesando Hills (Japan).