



# Asking customers to pay to experience your brand ... have you got to be Goofy ?

*Why you should charge for your brand experience*

*featuring the Disney, Lego, Vinopolis, Guinness, VW & Cadbury approaches.*



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### **Don't give your experiences away for free**

A commonly asked question is, should a brand charge customers to experience their brand or should it be a fixed marketing cost, which the customer gets for free ?

-iNGs recommendation is design it to be a chargeable experience. The reasoning is clear, it makes the experience designer focus on the needs, desires and expectations of the customer.



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### Not ...

A brand experience that focuses on all the inputs but ignores the customer desired outputs - the result can easily become an experience that simply massages the ego of the brand and portrays what a company thinks its customers like about their brand

Beware, if an experience is not economically valuable to the customer it risks being either worthless to them (they visit but they don't appreciate it) or irrelevant (they just don't visit).

### But ...

Think on the other hand about creating an experience that is true to your brand -iNG and is economically valuable to your customers. Your customers demonstrate that it is relevant to them and has a value by both visiting and paying to experience your brand.



### **Experiences can revolutionise your business accounts**

Walt Disney realised this opportunity decades ago, when he created Disneyland for \$1.5m in 1955. Now the global experience element of Disney (with a capital value of circa \$20bn) represents over 40% of the company's profit contribution. Disney is now, from an accounting viewpoint, as much an experience business as it is a movie business.

Similar observations can be made of the Lego's deployment of its Legoland theme parks, Vinopolis in London a wine store that is also a shrine to all things wine, the Guinness Store house in Dublin, Cadburys World in Bourneville a chocolate experience attracting hundreds of thousands of chocolate lovers a year and VW's Autostadt in Wolfsburg a facility that has even got its own Ritz Carlton to satisfy its visitors.



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All of these experiences charge an entrance fee, yet all are a living representation of their brand-iNG ... which only goes to prove that no you don't have to be Goofy to charge a customer to experience your brand; you can also be a plastic brick, a piece of chocolate, an alcoholic beverage or a car.

Customers are willing to pay to participate in a brand experience, as long as it is relevant to them and delivers a valuable time. After all, if you are in the experience business, you are in the business of selling memories that is memories based on your brand-iNG.

***“The experience business sells memories”***