



Press Release
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Engaging events are key to brand engagement – Kadoro

Experiential marketing is driven by involvement and engagement; not only between brand and consumer, but between brand and event management professionals.

The perspective comes from Amanda Rogaly, owner of Kadoro Events & Communications, one of South Africa's foremost event management and brand activation companies.

Events companies have become a major beneficiary of the trend to experiential marketing as events foster emotional engagement with a brand.

Amanda says early involvement of event planning professionals is therefore essential.

She adds: "Events have strategic value because of their ability to harness emotions. This is recognised internationally.

"International clients request a creative pitch from events specialists before rolling out an experiential campaign, not as an after-thought.

"They provide a strategic context when giving you your brief and expect you to develop concepts that contribute to brand engagement, not only at an event but at other consumer touch-points."

Early engagement like this is still rare locally, but Amanda expects the domestic market to follow international trends.

"One factor driving early involvement of event marketing specialists at a strategic level is the development of new technology," she notes.

"Event companies increasingly make use of new digital devices to achieve greater involvement. We have to stay abreast of new developments, but we can't share this knowledge unless we are consulted in good time."

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Computer screens and touch-screen technology are being adopted at events to enable audience members to learn about fellow guests and keynote speakers. Meals can be ordered and wines chosen. Product intrinsics and specifications can be called up, competitions run and prizes awarded.

However, emotional engagement is not only driven by technology. Classic techniques have a major role.

Amanda explains: “To evoke emotion you typically appeal to the senses – touch, sight, sounds, fragrances and colours.

“Leading event management companies with a strong client-base in the pharmaceutical sector have long adopted these techniques; in fact, they are almost obligatory.”

For years, pharmaceutical companies have harnessed subjective feelings in support of brands that have to respect rigorous guidelines about what they can say and the claims they may make.

Brand attributes may need to be suggested and evoked rather than stated.

“A strong grounding in pharmaceuticals is good preparation for experiential campaigns in any brand category,” says Amanda. “In pharmaceuticals, you can’t brag about the brand, but you can support the brand positioning through the use of brand colours, supported by sounds, songs and fragrances that create a subliminal brand signature.

“For maximum impact, a leading events company such as Kadoro acts as a strategic partner of the client to ensure the same intangible associations are evident at key consumer touch-points, including reception areas at corporate head office and customer helpdesks.

”Kadoro is increasingly consulted by clients running experiential campaigns in view of our reputation for harnessing emotion and appealing to the senses. We’re positioned as leaders in this niche and we’re happy to share our knowledge with clients. For experiential success, total engagement is crucial and that includes early engagement with event management professionals.”

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About Kadoro Events and Communications:

Kadoro Events and Communications is an event management and brand activation company, which focuses on creating strong brand awareness – all enhanced with supplementary public relations activities. Kadoro looks at events from a strategic point of view, by analysing the brand intrinsics, strategic plans, creative developments, current market place and client issues. Kadoro is the Khoisan word for tinderbox of stories. The name was chosen because it is symbolic of creativity and diversity, while uniquely South African. Each event tells its own story, and

Kadoro is set to create stories of exceptional events and campaigns for many years to come.

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