

**Enhancing Brand Salience  
and Meaning in Nigeria:**

# **The Power of Experiential Marketing**

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In Nigeria, where consumer behaviour is highly influenced by personal experiences and cultural interactions, brands can leverage experiential marketing to increase brand salience and meaning. By creating immersive experiences, brands can connect with Nigerian consumers on a deeper level. In this innovations report for May, we will explore how experiential marketing can be utilized effectively to enhance brand salience and meaning in Nigeria, along with examples of brands that have successfully leveraged these strategies to drive revenue.

At GDM group, we take pride in being at the fore front of innovation, by bringing you updates on latest trends, tech and innovation that can help you win your consumer's attention and love for your brand. Let's dive in and discover the future of marketing



# Introduction

Brands like Samsung and Nike have successfully leveraged mall plugins and pop-up experiences in Nigeria to enhance brand meaning and drive revenue. Samsung, a leading technology brand, has set up interactive booths in malls where consumers can experience the latest devices, participate in virtual reality experiences, and receive personalized product demonstrations. By providing hands-on experiences and showcasing their technological innovation, Samsung has effectively increased brand salience and revenue.

Similarly, Nike, a renowned sportswear brand, has created pop-up experiences in Nigerian malls, allowing consumers to engage in fitness challenges, receive personalized shoe fittings, and participate in sports-themed activities. These interactive experiences have not only strengthened brand meaning and affinity but have also resulted in increased sales and customer loyalty for Nike



# Mall Plugins and Pop-up Experiences

Brands like Coca-Cola and MTN have successfully utilized offline engagements in high-traffic areas (HTA) to enhance brand salience and generate revenue in Nigeria. Coca-Cola has organized experiential activations in popular public parks, where they have set up engaging activities like music concerts, sports tournaments, and interactive games. By creating memorable experiences centred around joy, happiness, and shared moments, Coca-Cola has deepened its brand meaning and affinity while driving sales of their products.

MTN, a leading telecommunications provider, has implemented offline engagements in HTAs by hosting concerts, cultural events, and community outreach programs. By connecting with the local audience through live performances by popular Nigerian artists and celebrating Nigerian culture, MTN has fostered a sense of community, increasing brand affinity and revenue generation.

# Offline Engagements in High-Traffic Areas (HTA)



In Nigeria, brands like GTBank and Nigerian Breweries have successfully leveraged brand-owned events and experiential activations to enhance brand salience and generate revenue. GTBank has organized the annual GTBank Food and Drink Festival, a brand-owned event that celebrates food, culinary arts, and entrepreneurship. This event showcases local and international chefs, provides cooking demonstrations, and features food exhibitions. The festival has not only enhanced GTBank's brand meaning and affinity but has also created revenue opportunities through sponsorship, exhibitor fees, and increased customer engagement with the bank's services.

Nigerian Breweries, a major player in the beverage industry, has organized experiential activations such as music concerts, beer festivals, and cultural events to engage with consumers on a personal level. Their event tagged 'The Trilogy', which was held on November 5th, 2022 at Landmark Beach, Oniru, Victoria Island, offered opportunities for consumers to taste and experience their various beer brands while enjoying live performances by popular Nigerian musicians. By connecting with consumers through these immersive experiences, Nigerian Breweries has enhanced brand salience, increased product sales, and fostered brand loyalty.



# Brand-Owned Events and Experiential Activations:

Experiential marketing plays a pivotal role in enhancing brand salience and meaning in Nigeria. Brands such as Samsung, Nike, Coca-Cola, MTN, GTBank, and Nigerian Breweries have effectively leveraged mall plugins, pop-up experiences, HTA engagements, and brand-owned events to drive revenue while creating memorable experiences that resonate with Nigerian consumers. By incorporating immersive offline engagements, celebrating local culture, and delivering personalized experiences, brands can effectively increase brand meaning, affinity, and revenue in Nigeria's dynamic market.



Mall Plugins and  
Pop-up Experiences



Offline Engagements in  
High-Traffic Areas (HTA)



Brand-Owned Events and  
Experiential Activations:

# Conclusion