



THINKOLOGY

INSIDE THE DROP

WHY IN-STORE EXPERIENCES STILL MATTER

JULY 2025

SEE IT... FEEL IT... REMEMBER IT.

How Experiential Marketing Creates In-store Moments that Stick



WHY IN-STORE EXPERIENCES STILL MATTER

In an age where digital dominates, why are brands investing more in physical spaces? Because screens may scroll, but memories stick when they're lived. In-store experiences give customers something digital never can: a real moment to connect, try, feel, and remember. From beauty bars and interactive product trials to pop-up activations that feel like events, leading brands across industries are turning their physical locations into stages for experiences. And customers are showing up for the performance.

Experiential marketing brings emotional energy to your storefront. It's more than foot traffic – **it's foot traction.**

FROM BROWSERS TO BELIEVERS

We all know how easy it is to scroll past an ad. But what about trying a new lip color at an in-store beauty station? Sitting in a showroom car with your favorite playlist playing? Experiential marketing turns passive viewers into active participants. That interaction creates trust, intrigue, and ultimately – sales.

In fact, 89% of attendees report feeling more connected to a brand after participating in a live experience, showing just how powerful these moments can be when done well. A compelling in-store experience doesn't just convert browsers into buyers – it converts them into believers.

THE MULTISENSORY ADVANTAGE

One of the most underrated tools in the retail toolkit? Your customer's five senses. Sight, scent, sound, taste, and touch work together to create immersive moments that can't be replicated online. Research shows that ambient scent marketing alone can boost sales by up to 20% and significantly increase how long customers linger in-store.

This isn't just marketing – it's memory-making, powered by multisensory design.



GEN Z AND MILLENNIALS WANT IRL

It may seem counterintuitive, but the most digital generations are also craving the most real-world experiences. Pop-up shops, events, live product demos – they aren't just fun. They're essential touchpoints. Digital fatigue is real, and Gen Z and Millennials are drawn to brands that show up in real life. Nearly three out of four Millennials say they're more likely to engage with brands offering unique, in-person experiences. Gen Z? They're even more hands-on, with 82% attending at least one live brand experience monthly.

That's not a trend. That's a clear shift toward presence.



DRIVING TRAFFIC WITH PURPOSE

Experiential marketing isn't about gimmicks. It's about giving customers a reason to walk through the door – and a reason to stay.

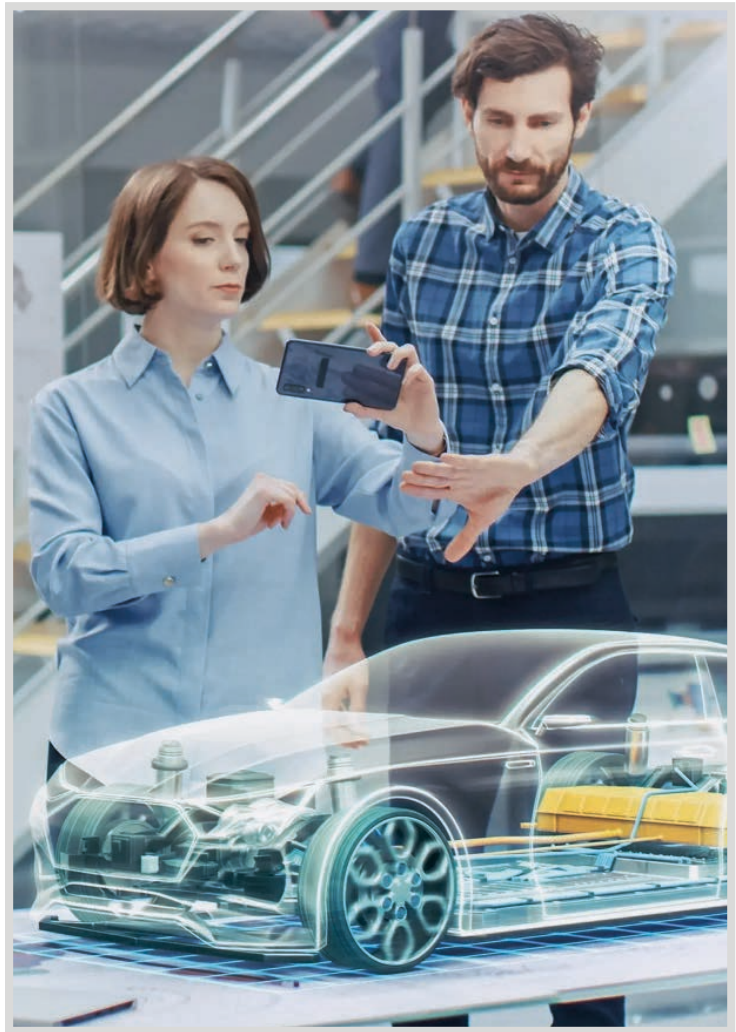
Retailers are creating personalized activations that spark curiosity and deepen loyalty. From interactive try-on tech to guided product journeys, brands are learning that engagement isn't just a bonus. It's the strategy and it works - 85% of consumers say they're more likely to make a purchase after

attending an experiential event, and 70% become repeat customers.

The in-store experience matters more than ever. In fact, 82% of shoppers describe it as "important" or "very important" to their buying decision. Experiential campaigns also deliver approximately 65% higher ROI than traditional marketing, boost brand loyalty by 70%, and double recall rates.

METRICS UNLOCKED

- **85% of consumers** are more likely to buy after an experiential activation and **70%** become repeat customers post-event.
- **89%** feel more emotionally connected to brands after attending events.
- **82% of shoppers** value the in-store experience.
- **72% of Millennials** engage more with brands offering in-person events.
- Scent-driven environments can **boost dwell time and sales up to 20%**.
- **74% of Fortune 1000 marketers** plan to increase their experiential marketing budgets in 2025.
- **65% higher ROI** from experiential compared to traditional marketing.



BRINGING BRANDS TO LIFE

At Sandy Alexander, we help brands turn strategy into sensory. Our expertise goes far beyond production. From immersive in-store environments to omnichannel integration, we help build experiences that begin at the storefront and stay with the customer long after. Whether you're crafting a single pop-up or a nationwide rollout, we help you:

- Concept, create, and execute branded experiences
- Bridge physical activations with digital engagement

- Use data to drive customization and timing
- Deliver print, signage, packaging, and display with precision

In a world of endless scrolling, experiential marketing gives your audience a reason to stop, step in, and stay awhile. It builds loyalty through presence, emotion, and engagement – three things no screen can replicate.

Ready to bring your brand to life? Let's make it an experience worth remembering.

WORTH THE READ

<https://adage.com/article/marketing-news-strategy/why-experiential-marketing-will-dominate-2025/2592521/>

<https://www.theguardian.com/business/article/2024/may/08/scents-smell-retail-shopping-marketing>

<https://explore.seeker.io/blog/18-stats-about-experiential-marketing-in-2024>

<https://adage.com/article/experiential-marketing/top-experiential-marketing-campaigns-2024/2588471/>

<https://www.theconciergeclub.com/blog/experiential-marketing-trends>



INSIDE THE DROP



Sandy Alexander is a brand experience company dedicated to helping partners create powerful real-life consumer connections. With expertise in Commercial Print, Direct Mail, Wide Format, Visual Experience, Fulfillment, and Technology, we provide end-to-end solutions that drive engagement and results. With a one-source approach, industry-leading color science, advanced marketing technology, and a commitment to sustainability, we help brands create real-life consumer connections.

www.sandyalexander.com

SANDY  ALEXANDER

FOR REFERENCE

¹ Vandergriff, Jody. "18 Stats About Experiential Marketing in 2024," Explore Seeker Blog. 2024. <https://explore.seeker.io/blog/18-stats-about-experiential-marketing-in-2024>

² Levitt, Aimee. "It's the Brand speaking to You': the Scent Firms Making Smells for Subway, Abercrombie and More," The Guardian. May 8, 2024. <https://www.theguardian.com/business/article/2024/may/08/scents-smell-retail-shopping-marketing>

³ "Customer Engagement Statistics", Payload. 2024. <https://payload.com/articles/customer-engagement-statistics>

⁴ "Unveiling Experiential Marketing Statistics", Profile Tree. 2025. <https://profiletree.com/unveiling-experiential-marketing-statistics/>