

5 SIMPLE QUESTIONS

***TO IMMERSE YOUR AUDIENCE
AND GROW YOUR BRAND!***



Your environment is your first impression... plan accordingly.

Let's see if you recognize this:

You and your date walk into a restaurant. The lighting relaxes your eyes, giving you a break from the streetlights and headlights outside. The tempo of the music slows your stride and clears your mind. Your muscles relax. The air feels fresh and smells delicious. You haven't even ordered yet and you're already planning to come again.

This analogy applies to every brick and mortar business on the planet. No matter what your business does, your environment speaks louder and faster than anything else. Whether at the door, down the street, or around the corner; the customer's eyes, ears, and nose do the upfront work of telling their brain whether they're in the right place.

Immersing your customer in the right experience is critical. But as you can imagine, getting it just right can be a challenge. It's easy to overspend in one area and underspend in another. Or, you could lose cohesion of a single, unifying experience.

We want to give you a very practical, step by step plan to help you build an effective vision for your space. When you're done, you'll have a list of ideas and priorities to impress your audience and keep them coming back for more.

Equally important, you'll feel prepared to budget your investment wisely on the right areas, so you will get the return you deserve.

**Take the first step towards impressing your audience:
Discuss these five questions at your next leadership
meeting!**



Question 1:

Who is the audience you want to impress and where are they at the moment you want to impress them?

Business owners often make the mistake of trying to please everyone all the time. They see the audience's experience on a single horizontal plane where everything is equally important. However, your audience doesn't see it this way.

The best way to stretch your investment is to rank your audience, starting with the most important audience members first. Are you a consulting firm that often brings in clients for workshops? Perhaps they are your top concern along with the corridor leading to an impressive meeting room. Are you a church that wants to attract families? Maybe the children's areas are most important.

LIST AND RANK YOUR AUDIENCE:

Question 2:

How do you want them to feel?

Energized? Revenant? Inspired? This may feel a little like soft science, but identifying the emotion you want your customer to have is crucial. The whimsical playfulness of a candy store inevitably draws children like a powerful magnet. Display lights cast on buildings downtown can invoke a feeling like you're in a city from the future. You can make your customers feel something... what would you like them to feel?

Once you give this a few moments thought, take the list you started from question one and, next to each audience segment and area, write down the emotion or impression you want each of them to experience. It's fine to reuse the same feeling more than once.

LIST AUDIENCE FEELINGS OR REACTIONS:

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Question 3:

What is your brand identity?

Your brand identity – your brand promise – has to be visible throughout your space. This doesn't necessarily mean your logo, although it might. It's broader than that.

Have you noticed that an Apple store has the same simplistic, clean lines as their laptops and phones? The characteristics of the store itself are as "Apple-like" as the products on their shelves. Your business shouldn't try to make a general positive impression on your customers...you should make a very specific impression that directly relates to your brand identity.

To capture this, write down a sentence describing how your brand identity should influence each audience member. For example, if you are a private school and want to convey a sense of uncompromising quality to parents who are visiting schools for their children, capture that impression. By communicating your brand identity alongside the customer experience, you will transfer more than just feelings and emotions...you will take ownership of those feelings in your customer's mind.

DESCRIBE YOUR BRAND:





Question 4:

Which areas do you want to address and how do you use them?

Now that you've looked through our customer's eyes to experience what's important to them, we're ready to get into the practical step of looking at your actual areas. This means the outside of your building, your foyer, your auditorium, etc. Which ones are the most important to you and why?

In your notes, start a new section and list out each area you would like to address. Then, next to each area, list out all of the ways you use that space and a rough percentage of how often you'll use it in that mode. For example, if you have a large common area that is used 30% of the time as a large format meeting area and 70% of the time as a mobile desk workspace, that's important to know. List out each one and all the uses. Each mode is important and will be prioritized accordingly.

LIST EACH AREA AND HOW IT'S USED:
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Question 5:

Can your design firm deliver the full scope of your vision?

Many companies specialize in selling certain products, such as lighting or sound. To them, the solution is one dimensional. But to create an experience that will impress your customers, it's important to find someone who can reverse engineer the experience you want to create, whatever form it takes.

Signs and displays, smells...even the visual elements dynamically displayed around the area...all work together with the lighting, sound, and other elements to create an experience that immerses your customer.

Find a firm that can deliver the experience you want and you'll find an outstanding return on your investment...which in the end, is really what it's all about.

For a free evaluation with an ASW experience advisor, call 770.716.7400 or visit aswav.com





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