



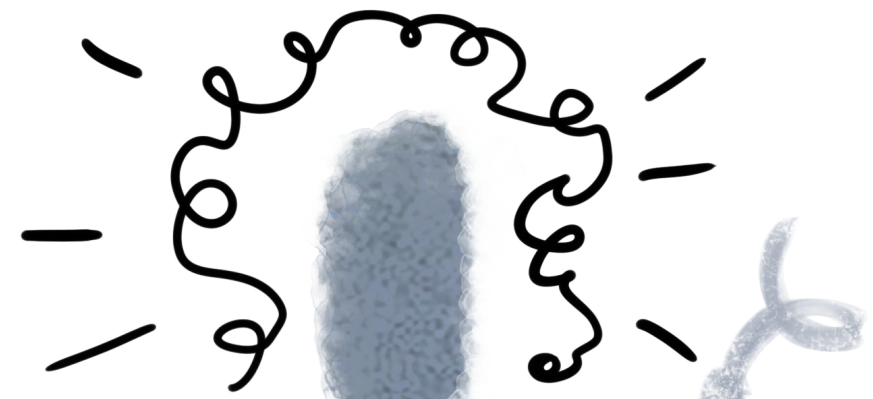
THEMING:

LEVERAGING CUSTOM ART FOR POWERFUL BRAND EXPERIENCES

Large brands rely on innovation to stand out in a competitive landscape. And for today's consumers, this means brands have to think outside the colorfully wrapped box. Of course the box needs to look great, but brands need to go one step further. They need to provide enriching experiences for their customers to build brand recognition and create emotional connections. This can be achieved with custom-art theming and real-life experiential marketing.

In regards to branding, "theming" refers to the practice of creating consistent and recognizable visuals and narratives across all marketing channels and touch-points. This includes everything from consistent color schemes, logos, design elements, narratives and messaging in advertising and product design.

Themed environments can also be used to enhance "experiential marketing" opportunities, which invite audiences to interact with a brand in real-world situations. Experiential marketing includes wildly decorated pop-ups, immersive interactive installations, one-of-a-kind selfie-walls and more. In today's digital age, consumers crave real human experiences. These experiences have become increasingly more popular over the years, and audiences have come to expect brands to go the extra mile for enhanced in-person adventures.



INTRODUCTION

As brands increasingly seek to differentiate themselves and form deeper connections with customers, the use of creative theming and original experiences has become pivotal to enhancing brand identity, fostering customer engagement and elevating the overall brand experience. By filling spaces with larger-than-life branded murals and custom 3-D sculptures, companies can welcome customers into awe-inspiring themed environments that celebrate brands and their stories. Using custom art, lighting and sound, brands can manifest their identities, creating unforgettable experiences that entice visitors, and leave them with powerful connections to their stories, products and messaging.

BRAND STORYTELLING

Storytelling is one of the most powerful ways for consumers to identify with, and build relationships with a brand. Stories are humanizing, transparent and engaging, allowing for emotional connections and trust-building. By using custom theming, brands can transform any space for immersive storytelling opportunities that resonate with customers, helping brands stand out in competitive markets.

Full-room murals and themed environments can be powerful tools that help brands share their stories, missions, visions and values in visually engaging ways. Fully branded environments provide tangible and visually compelling representations of a brand's ethos and narrative. This type of immersive storytelling can be achieved by enhancing spaces with hand-carved characters, hand-painted murals, illustrated stories, visual messaging and customized wallpaper. Every detail is specifically designed with the brand in mind.

Unlike other marketing efforts, experiences like these offers consumers a chance to stop, take a moment, and share an experience with loved ones.

Brands can make unique first impressions starting as soon as visitors set eyes on their structure or location, or even as guests enter their uniquely themed parking garage. Using brand-specific hand-painted wayfinding, visitors can be creatively guided toward engaging entrances and lobbies that tell them they have arrived at a remarkable place. The theming can even surprise guests in unexpected places such as themed bathrooms, dining areas, meeting rooms and outdoor spaces. Theming with custom art can enhance guests' experiences every step of the way, turning any room into a brand's showcase. Furthermore, the presence of original and thoughtful artwork can influence customer perception, contributing to a positive brand image and increased customer loyalty.



SOCIAL SHARING

Creating unique themed environments and experiential marketing encourages customers to share on social media, leading to the greatest marketing tool of all: word-of-mouth advertising. Companies can create brand-specific "selfie rooms" or "selfie walls," pulling customers in for shots they can't get anywhere else. Custom art, hand-carved sculpture and unique experiences urge customers to grab their phones to capture the experience, and share it with friends. The more unique the environment, the better. And the more customers come to understand and engage with a brand, the more likely they are to share it on social media platforms. This kind of word-of-mouth marketing is incredibly valuable, as it provides invaluable social proof, and can help brands reach new audiences.



AMPLIFIED EVENTS

Events are the perfect opportunity for brands to use theming and experiential marketing to capture their customers' full attention and foster emotional connections. By using one-of-a-kind, hand-painted backdrops, 3-D statues and custom-designed set-pieces, companies can celebrate their event's themes, initiatives and goals, while also creating lasting memories for guests. Some creative opportunities include over-the-top grand entrances that set the tone for the event, hand-painted photo-ops that encourage social sharing, and stimulating environments that take guests to another place and time. Theming can visually convey an event's concept to significantly augment its success. By creating a completely unique experience that celebrates the brand, companies can create emotional connections between the brand and its customers, leading to increased customer loyalty and advocacy.

IN A NUTSHELL

The strategic integration of custom art, murals and sculptures in a brand's public spaces offers a myriad of benefits. It enhances brand differentiation, fosters customer engagement, and amplifies the impact of events. With custom art, murals, signage, wallpaper and sculpture, companies can create unforgettable environments and experiences that celebrate the brand, and provide unique opportunities that engage their customers in powerful and unforgettable ways.

Recommendations

1

Collaborate with artists who align with your brand's values, and who can artistically translate your brand's narrative professionally and with open ears.

2

Ensure the art team you hire is capable of fulfilling your vision, provides design sketches and revisions, and has a reputation for delivering beautiful results that are accurate and on-time.

3

Work with an art team that is professional, clean and communicative. Ensure they are bonded, insured with workers' comp, general liability, and are licensed contractors.

4

Use art in diverse forms, from large-scale murals and sculptures to interactive installations, for a well-rounded brand experience.

5

Refresh your environments to keep spaces fresh, dynamic and engaging. This tells consumers you are innovative and current.

INDUSTRIES THAT CAN BENEFIT FROM THEMING AND EXPERIENTIAL MARKETING

Theming and experiential marketing enhanced with custom art, murals and sculpture can benefit virtually any industry looking to create unique and engaging experiences that align with their brands.



Retail

Use theming to create enticing product displays and display windows; creative selfie rooms and walls; and in-store events with on-brand decor for distinctive store atmospheres that attract customers and encourage social-media sharing.



Hospitality

Welcome guests with grand entrances that use custom sculpture and expansive murals to tell visitors they have arrived. Further the brand's imagery and personality with custom-designed wallpaper and framed art in every guest's room.



Attractions & Tourism

Customize and elevate any attraction, from theme parks and escape rooms, to zoos and aquariums, to landmarks and museums. Tell your attractions' story or enhance the theme down to every last detail with dioramas, murals and timelines.



Architecture & Construction

Consider enhancing a new building, home or structure with custom art from the very early stages of development for beautifully planned and integrated design.



Interior Design & Real Estate

Beautify residential and commercial properties with high-end faux finishes, custom-designed artwork and personalized wall treatments. Elevate any space, with custom colors, theme, scale and style.



Event Management

Draw crowds into events, productions, festivals and trade shows with creative wayfinding, eye-catching displays, live-painting, paint-by-number activities, photo-ops, backdrops and theme-driven spaces.



Public Sector

Improve public spaces, engage residents, create a sense of place, and represent the community's values with murals and sculptures in public buildings, parks and outdoor spaces.



Restaurants & Bars

Set the evening's mood with colorful thematic murals and signage that create a unique and memorable dining experience for guests.



Healthcare, Spa & Wellness

Calm and uplift patients, guests and staff with peaceful nature murals and relaxing artwork that promote introspection, wellness and healing.



Education

Promote school spirit and stimulate learning and creativity with bold school colors, mascot murals, painted achievements, the school name and inspirational signage. Go team!



Sports

Amplify fans' experiences from the moment they enter the arena, with team-driven custom murals and sculpture that build team spirit.



Corporate Offices

Reinforce your company's culture, foster employee morale, and enhance brand identity with custom artwork, murals and timelines that focus on the company's history, values, vision and future.



Really any industry that wants to physically engage with its consumers in effective and memorable ways can benefit from branded theming and experiential marketing.

STATISTICS

THEMED ENVIRONMENTS & INTERIOR DESIGN

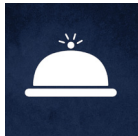
Creative interior design is a critical factor to ensure customers have a positive experience, leading to customer satisfaction and long-term loyalty.



In a survey by the American Hotel and Lodging Association, 70% of hotel guests said that they prefer hotels with unique design elements. And a survey by research firm McGraw Hill showed 52% of respondents said that design was a primary factor in their choice of hotel.



A study in the International Journal of Hospitality Management showed that atmosphere, including interior design, accounted for over 40% of a guest's intention to return to a restaurant, and their willingness to recommend it to others.



A study by the University of Nevada found that themed hotels can command a 20-30% premium in room rates.



A survey by the American Society of Interior Designers found that 56% of interior designers who work in the hospitality industry said that their clients' primary concern is creating a unique guest experience.

EMOTIONAL CONNECTION = BRAND LOYALTY

Immersive artwork and positive experiences can engage customers on an emotional level, fostering a deeper connection with the brand and increased brand loyalty.



A study by the Journal of Business Research found that consumers who feel an emotional connection to a brand have a 306% higher lifetime value, and will recommend the brand at a rate of 71%, rather than the average rate of 45%.



65% of consumers have cut ties with a brand over just a single poor encounter. It's more important than ever to create an amazing experience.



Brands that inspire a higher emotional intensity receive 3x as much word-of-mouth marketing as less emotionally connected brands.



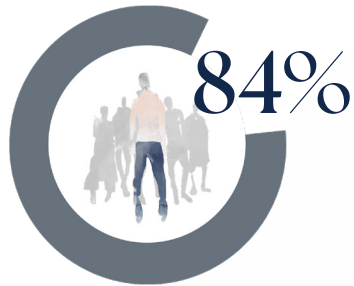
According to a study by the Journal of Business and Retail Management Research, 91% of consumers say that the in-store experience is a primary factor in determining whether they will return to a store or not.

IN-PERSON EVENTS

In today's digital age, consumers crave real human experiences. Experiential marketing meets this need by engaging consumers directly.



A report by the Content Marketing Institute revealed that 75% of content marketers found in-person events to be the most effective content marketing strategy.



A report by EMI & Mosaic show that 84% of event attendees say that they have a more positive view of a brand, product or service after attending their event.



A study about the influence of events showed that 93% of consumers felt live events had a larger influence on them compared to television ads.

WORD-OF-MOUTH & SOCIAL MEDIA

Experiential marketing enhanced by murals and custom art, can stimulate word-of-mouth advertising and engaging social media content, leading to likes, shares and comments.



A study in EventTrack found that 65% of consumers say live events and experiences helped them have a better understanding of a product or service, significantly surpassing digital efforts and TV advertising as the top accelerator to enhance brand perception.

HubSpot shows that 75% of people don't believe adverts; yet 90% trust suggestions from family and friends; and 70% trust consumer reviews.

Word-of-mouth marketing impressions result in 5x more sales than paid media impressions.

ABOUT HATTAS STUDIOS

Hattas Studios is a team of professional designers, artists, muralists & sculptors, who collaborate with brands to create unforgettable environments that entice & engage consumers. In the past 20 years, Hattas Studios has completed over 5,000 original murals, artworks, custom wallpapers & sculptures for businesses, homes & public spaces around the United States. Hattas Studios is headquartered in Los Angeles, California, and is insured, bonded, licensed (# 995544) and WBE Certified.



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