

111: Stretch Experiential Marketing with Mike Silver

On the last [Biz Takeouts Marketing and Media Radio show](#) on Thursday, 30 October, show host, Warren Harding was joined in studio by Mike Silver ([@stretchmike](#)), founder and Managing Director of Stretch Experiential ([@stretchexp](#)).



We looked at the history of company, experiential marketing and the importance of building brands with experiences.

We discussed current experiential trends, internal employee engagement and how experiential marketing can be measured and return on investment calculated. Silver also took us through some of the questions he receives from clients around what experiential marketing is and how it can be integrated into marketing plans.

He also spoke about the Lipton Ice Tea floating vending machine, which Stretch Experiential Marketing put together.

World's First Floating Vending Machine

Some of the campaigns mentioned by Mike were:

Heineken - The candidate

Aldo - Isreal

Check out Stretch Experiential Marketing here: www.stretchexp.com

Get all the information by listening to this week's podcast of the show, which airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#).

The news roundup:

- [Pete Case of Gloo on what it takes to keep winning awards](#)
- [\[NewsMaker\] Catherine Robson](#)
- [2014 Sunday Times Top 100 Companies results out](#)
- [Six of the worst customer service practices... and how to fix them](#)
- [Featured Job: Marketing Manager](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding (@bizwazza) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (74.9MB) or [listen](#) to the podcast (40:58min).

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Date: 30 October 2014 **Length:** 40:58min **File size:** 74.9MB **Host:** Warren Harding

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