



**GoYa!**  
**Die Markenagentur**  
TURNING BRANDS  
INTO MAGIC.

[www.goya.eu](http://www.goya.eu)



# **THE SINALCO EXPERIENCE.**

**Let's have a love affair with the consumer.**

**Malta, 31 March 2019**

The background is a solid yellow color. There are four white circles of different sizes scattered around the text. One large circle is in the top-left corner, partially cut off. A smaller circle is in the top-right corner. Another circle is in the bottom-left corner, also partially cut off. The fourth circle is in the bottom-right corner, partially cut off.

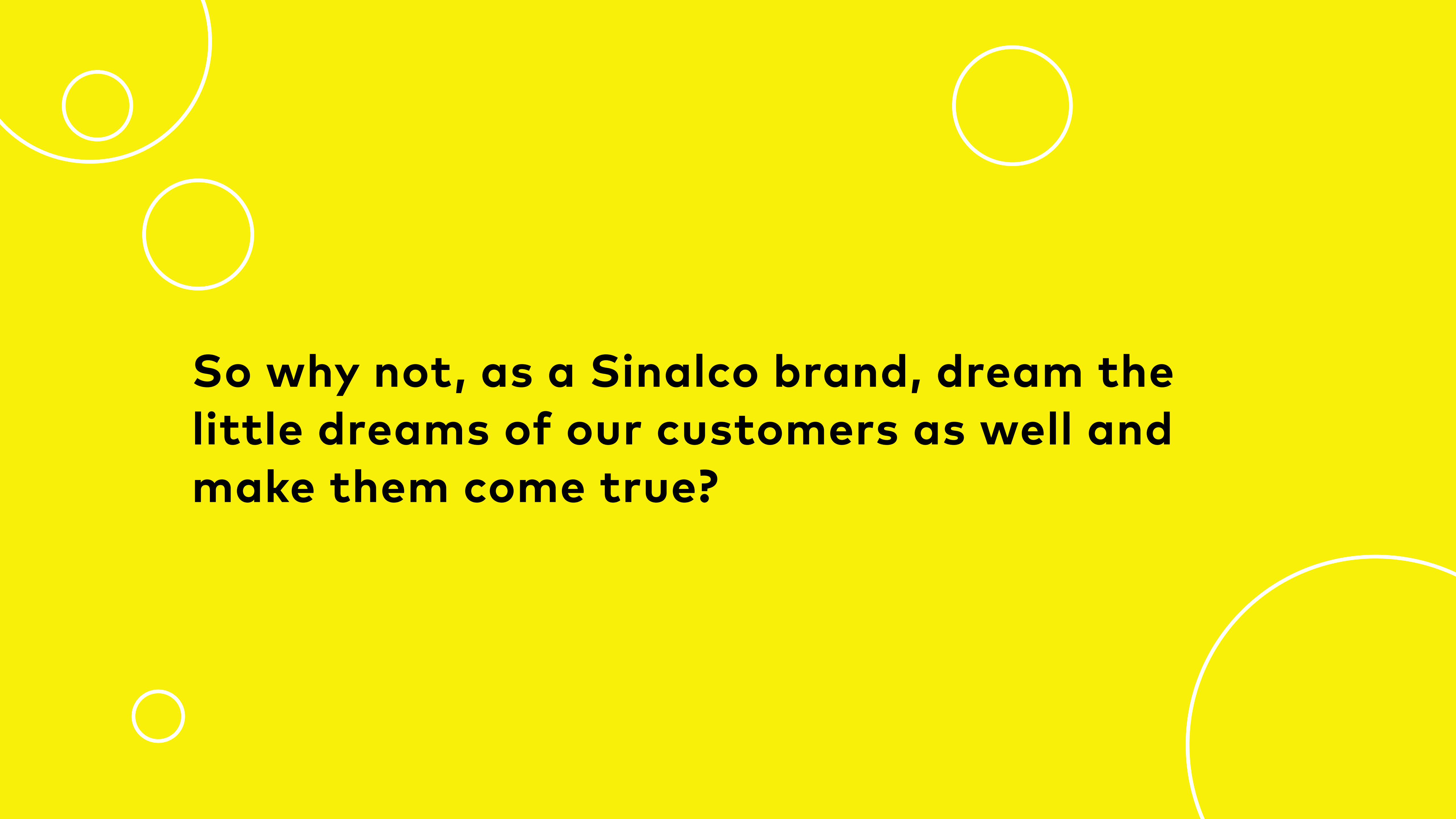
**Sinalco has enormous potential to be  
a powerful force for feeling good in the world.**

The background is a solid yellow color. It is decorated with several white circles of varying sizes. Some circles are partially cut off by the edges of the frame, while others are fully visible. They are scattered across the top, bottom, and sides of the image.

**Sinalco has enormous potential to be  
a powerful force for feeling good in the world.**

**Advertising is about our great desires and our  
little everyday dreams. Therefore advertising  
is part of the entertainment industry.**



The background is a solid yellow color. There are several white circles of different sizes scattered across the page. In the top left, there is a large circle with a smaller one inside it. Below that is another medium-sized circle. In the top right, there is a medium-sized circle. In the bottom left, there is a small circle. In the bottom right, there is a large circle that is partially cut off by the edge of the frame.

**So why not, as a Sinalco brand, dream the little dreams of our customers as well and make them come true?**





Be part of the experience  
with the Sinalco brand!

IVE



The background is a solid yellow color. There are four white circles of different sizes scattered around the text. One is in the top left, one is in the top right, one is in the bottom left, and one is in the bottom right. The text is centered in the middle of the page.

**Let's unfold Sinalco's potential.**

**Let's start a love affair with the consumer.**



**Because emotions are  
a thing that you can't copy.**





The background is a solid yellow color. There are several white circles of different sizes scattered across the page. In the top left, there is a large circle and a smaller one partially visible. In the top right, there is a medium-sized circle. In the bottom left, there are two circles of different sizes. In the bottom right, there is a small circle.

**WHAT CAN YOU EXPECT IN THE NEXT 30 MINUTES?**

The background is a solid yellow color. There are four white circles of different sizes scattered across the page. One circle is in the top left corner, another in the top right corner, a third in the middle left area, and a fourth in the bottom right area. The text '01. A personal preface.' is written in a bold, black, sans-serif font and is positioned inside the middle-left circle.

**01. A personal preface.**

The background is a solid yellow color. There are several white circles of different sizes scattered across the page. One circle is partially cut off at the top right. Another is in the top left, partially overlapping the first text block. A medium-sized circle is on the left side, below the first text block. A small circle is on the right side, below the second text block. A large circle is in the bottom right corner. A small arc of a circle is visible at the bottom left corner.

**01. A personal preface.**

**02. How do you become a strong brand?**

A solid yellow background with several white circles of varying sizes. One large circle is in the top left, a medium one in the top right, a small one in the middle right, and a large one in the bottom right. A partial circle is visible in the bottom left corner.

**01. A personal preface.**

**02. How do you become a strong brand?**

**03. How does marketing work?**



The background is a solid yellow color. It features several white circles of varying sizes. A large circle is partially visible at the top left. A medium-sized circle is on the left side, partially overlapping the text area. A small circle is on the right side. A large circle is at the bottom left, with a small circle inside it. A medium circle is at the bottom right. A large circle is at the top right.

**01. A personal preface.**

**02. How do you become a strong brand?**

**03. How does marketing work?**

**04. What is experience marketing now?**



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**02. How do you become a strong brand?**

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**04. What is experience marketing now?**

**05. A few practical examples.**

A yellow background with several white circles of varying sizes. One large circle is in the top left, another is in the top right, a medium one is in the middle right, and two smaller ones are in the bottom left and bottom right.

**01. A personal preface.**

**02. How do you become a strong brand?**

 **03. How does marketing work?**

**04. What is experience marketing now?**

**05. A few practical examples.**

**06. Final discussion.**



**MORE AND MORE  
IS TRUE FOR MARKETING:**

**PEOPLE BUY EXPERIENCES,  
NOT PRODUCTS\*.**

\* According to a study by FutureCast, 6 out of 10 GenZ consumers prefer to spend money on experiences rather than on products. A positive user experience is therefore ideal for making the brand experienceable across all points of contact.

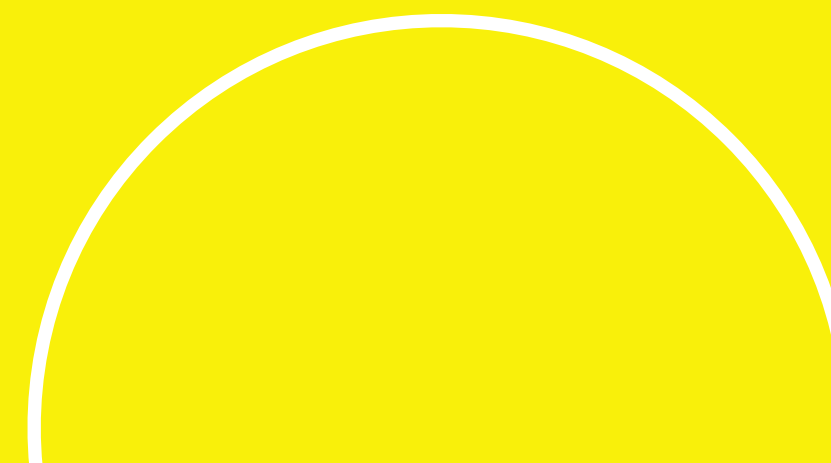
[www.millennialmarketing.com/research/](http://www.millennialmarketing.com/research/)

# 01. A PERSONAL PREFACE.

# THE BRAND REALITY.

***"Your brand is  
what people say about you  
when you leave the room."***

Jeff Bezos, Founder and CEO of Amazon



The background is a solid yellow color. There are several white circles of different sizes scattered across the page. One large circle is in the top left, another large one is in the middle right, and a smaller one is in the bottom left. A large, partially visible circle is on the right edge, and a small one is at the bottom right.

# THE REALITY OF EFFECT.

***"People never remember  
what you tell them.  
They always remember  
how you made them feel."***

Edson Mitchell, one of the most successful investment bankers in its time (1953 - 2000)

**THE CONSEQUENCE IS:**

**It's about **emotionalizing**  
your own business in the sense of:**

**The Sinalco tastes ... and refreshes!**





# 02. HOW DO YOU BECOME A STRONG BRAND?



A large crowd of people is gathered at night, likely at a music festival or concert. The scene is illuminated by warm, golden light, possibly from stage lights or a large fire in the background, creating a hazy, atmospheric effect with smoke or steam rising. The crowd is dense, with many people visible in the foreground and background. The overall mood is energetic and celebratory.

**A STRONG BRAND IS AN  
EVENT, AN EXPERIENCE  
– A FEELING FOR LIFE!**



**AND THAT MEANS, FIRSTLY:**

**FOCUS ON PEOPLE.**

**IT'S ABOUT CREATING  
AN EMOTIONAL RELATIONSHIP.**

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**ONLY BRANDS WITH A CLOSE CONNECTION  
PLAY A REAL ROLE IN PEOPLE'S LIVES.**

**SO BRAIN RESEARCHERS HAVE FOUND OUT:  
ANYONE WHO IS PHYSICALLY OR MENTALLY  
TOUCHED FEELS "REWARDED".**



**AND THAT MEANS, SECONDLY:**

**A BRAND MUST SEE ITSELF AS A LIFESTYLE  
AND SHOULD CREATE EXPERIENCES.**



# 03. HOW DOES MARKETING WORK?



A goldfish with bright orange scales and yellow-tipped fins is swimming towards the left. In the lower-left corner, a black fishing hook is attached to a thin grey line. A single, ripe red strawberry with green leaves is hooked on the hook. The background is a plain, light grey.

**THE BAIT MUST TASTE GOOD TO THE FISH  
– NOT TO THE ANGLER.**



# 04. WHAT IS EXPERIENCE MARKETING NOW?



# PEOPLE AND ANIMALS.

Experience marketing is about people.

Because: People are most interested in people  
– and animals ...

The background is a solid bright yellow. There are several white circles of different sizes scattered across the frame. On the left side, there is a large circle and a smaller one overlapping its bottom-left edge. In the lower right area, there are two more circles of medium size. The text is centered horizontally and partially overlaps the large circle on the left.

**SO – HOW DO WE START A LOVE STORY?**







**WE HAVE TO TOUCH PEOPLE.**

That's what marketing is all about.

To "open" our arms  
and to "embrace" people.

That's it!





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## NEXT SHOT.

The consumer always wants  
the **next emotional shot**.

Be it the **shot of adrenalin** (tension),  
**dopamine** (happiness)  
or **testosterone** (dominance).



## THE FOCUS.

The focus must therefore be on **human experience** rather than product experience.

The event is therefore the experience  
– and **the hero** in experience is the product.



# THE EXPERIENCE.

Experiences – that is thrill  
or at least tension,  
excitement and rapture.





A person is shown from the chest up, wearing a VR headset. The entire image has a strong blue color cast. The person's hands are visible, holding the sides of the headset. The background is blurred, suggesting an indoor setting.

**THE MODERN FORM OF CONSUMPTION.**

Experiences are the new prosperity.



# 05. A FEW PRACTICAL EXAMPLES.

**EXPERIENCES ARE PURE EMOTION.**

**STARBUCKS VALENTINE'S CUP.**

**IT'S ALL ABOUT LOVE.**



This Valentine's Day

**KLM SERVES A BONDING CHRISTMAS BUFFET.**

**MANY THINGS ARE MORE BEAUTIFUL TOGETHER.**







**CARLSBERG CHRISTMAS TREE.**

**YOU DON'T SAY NO TO A GOOD DRINK.**







**STARBUCKS RED CUPS.**  
**CELEBRATE BY THE CUPFUL.**





CELEBRATE BY THE  
*cupful*



CELEBRATE BY THE



**SUBWAY ARABIA – RAMADAN.**  
**CONNECTING PEOPLE.**





**And here are a few inspirations  
for a Sinalco experience,  
which brightens up  
the everyday life of the consumers  
with a small, nice experience ...**

**SPECIAL EDITION SCRATCHBOTTLE.**

**USE THE BOTTLE FOR YOUR CREATIVITY.**







# **ABSOLUT VODKA – APOCALYPSE BAR.**

## **DIVE INTO ANOTHER WORLD WITH BRANDED PLAYGROUNDS.**

### **Branded playgrounds.**

Since not everyone regularly enjoys travelling, consumers can enter another world full of fantasy and novelty through so-called branded playgrounds. In Hong Kong, Absolut Vodka transformed a kind of café into a dark, dystopian bunker with "Apocalypse Postponed". This experience took the consumers out of the comfort zone and transported them directly into a science fiction scene in which artistic performances, installations and dark cocktails created the right atmosphere.



## 2666: A SPACE COCKTAIL

Absolut Vodka, fresh beetroot juice, fresh pomegranate, orange, lemon and ginseng tea reduction

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Absolut Vodka, fresh beetroot juice, fresh pomegranate, orange, lemon and ginseng tea reduction









# **MDT-TEX PICKNICK.**

**BEAUTIFUL MOMENTS IN THE NATURE.**







**KETTLE CHIPS – PICKNICK & FOODBOX.**

**FEEL FREE AND RELAX.**







**RADISSON BLUE BREMEN – PILLOW FIGHT.**  
**JUST HAVE SOME FUN.**



## Radisson Blu Bremen lädt zur Küssenschlacht

Gäste und Hotelmitarbeiter können sich Anfang April beim fröhlichen Kräfteressen betätigen. Auch General Manager Frank Rücker macht mit.





# **CLASSIC LEMONADE STAND FOR THE SUMMER.**

**LEMONADE MOBILE IN "OLDSCHOOL DESIGN"**

**– POSSIBLY WITH CORRESPONDING BOTTLE DESIGN.**







# **FAMILY DAY.**

**PLAY CORNER WITH SUPERVISION**

**– SHORT BREAK WITH SINALCO DRINK FOR MOTHER/FATHER.**







# **BARBECUE BASKET.**

**EVERYTHING YOUR HEART DESIRES FOR A BARBECUE.**







# **CHRISTMAS SEASON.**

**BOTTLE ADVENT CALENDAR WITH CHRISTMAS DRINKS RECIPES.**







# Alkoholfreie Apfel Rosmarin Bowle

SCHMECKT GROSS UND KLEIN



PRICKELNDER,  
WEIßER  
GLÜHWEIN  
MIT LIMONADE





# 06. FINAL DISCUSSION.



# **SINALCO – IT'S MORE THAN A PRODUCT. IT'S AN EXPERIENCE. SO WHAT IS THE SINALCO EXPERIENCE?**

**01. What do our customers expect from us in the future?**

**Which trends will determine future customer behaviour?**

**02. How do you assess the topic of digitisation in your communication with our customers?**

**03. What makes Sinalco special?**

**Now it's your turn! Who wants to start the discussion?**



g.

¡Gracias y vamos!