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## **AN OVERVIEW OF EMERGING POSITIONING APPROACHES FOR COMMERCIAL EXPERIENCES**

### **Abstract:**

Leading brands constantly seek new models of proposing value to customers as part of their attempts to effectively differentiate from competition. In recent years, the concept of experiential marketing has widely helped many product and service brands for this purpose. Consequently, an emerging field of research has been trying to investigate various types and methods of experiential branding. This research builds on the four classes of commercial experiences - i.e. "Enhanced", "Tradition Breaker", "Variety Adder" and "New Horizons" as suggested by Shobeiri (2016) [Shobeiri, Saeed. (2016), "Positioning of commercial experiences in the experience economy," *The Marketing Review*, 16 (1), 78-91] - and tries to formulate effective positioning models for each class. Following a comprehensive analysis of popular experiential brands in United States, Canada and Europe, this research identifies 14 major positioning approaches that correspond to the four categories of commercial experiences: "Enhanced" (5), "Tradition Breaker" (3), "Variety Adder" (4), and "New Horizons" (2). The paper provides brand managers with effective guidelines for differentiating and surviving in the experience economy.

### **Keywords:**

Experiential Marketing, Brand Experience, Experience Class/Category, Experiential Positioning