

## Experiential Marketing > Traditional Advertising

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**Date :** August 2, 2016



### Samsung Explains Why It's Betting on 'Experiential' Marketing

In an era when many consumers are actively [trying to avoid advertising](#), marketers are increasingly searching for other ways to reach customers.

That's one of the reasons [Samsung](#) is increasingly turning to "experiential" marketing and **social** media, according to **Marc Mathieu**, chief marketing officer at **Samsung** Electronics America.

"Marketing used to be about creating a myth and telling it, and now it's about finding a truth and sharing it," Mr. **Mathieu** said on [this week's WSJ Media Mix podcast](#).

For example, **Samsung** opened its own event space and showroom in New York City in February called **Samsung 837**, which it describes as a "technology playground." The space is in part **designed** to let consumers experience its products but also to inspire them to share their experiences there on **social** media.

"We need to make sure that whatever we do and whatever we put out there is authentic, and at the same time is something interesting enough that [consumers] are going to want to pick it up but also share it. It's one of the things that pushes us to create marketing that is not just about telling but experiencing," Mr. **Mathieu** said.

Samsung is also betting big on virtual reality, manufacturing and selling VR hardware but also using VR to demonstrate its products at various events and at **Samsung 837**.

"When people experience our products through VR they fundamentally have an experience

about **Samsung** they want to share,” he said.

*This article first appeared in [www.wsj.com](http://www.wsj.com)*