



## **BEcause: February Round Up of Experiential Marketing Experience bulletin 02.07**

FMCG | Automotive | Retail | Media | Technology  
Dear Sheena

Welcome to the February issue of Experience Bulletin – your indispensable monthly round-up of brand news from the world of experiential marketing. No prizes for spotting the big news this month – our rebrand from LoewyBe to BEcause experiential marketing. Read more about this in our news section. Elsewhere, read about how a magazine on walkabout in Australia’s bush, an experiential ‘department store’ and a ghost-like car are helping brands connect with consumers in novel and exciting ways. Also, please take a moment to vote in this month’s “Reader’s Poll” and let us know what you think of our new name! All the best

**Joss Davidge**  
Business Development Director

### *FMCG*

Beach Walkers...

Amstel Takes a Peep Down Under...

Muller Rice Sows Seeds for Experiential Campaign...

Cadbury’s ‘Chews’ Gum...

Original Source Hits the Slopes...

### *Automotive*

Toyota Auris, or is it Aura?

Shell Drives Into NASCAR Sponsorship...

### *Retail*

It’s Not Just Nutritional Advice...

Taking Experiential to a New Level...

Media

Women's Weekly Goes on Walkabout.....read more

Technology

Enjoying the Vista...

**BEcause:** Because is an award winning experiential marketing agency. Our mission is to create engaging, real-life interaction between brands and consumers where every sense is targeted, and every emotion engaged to challenge perceptions and change behaviour.

We keep a close track on experiential marketing campaigns and trends from around the world, which we round up in this monthly Experience Bulletin. We're always interested to hear your viewpoint, so please do vote in our 'Reader's Poll'. And if you know someone else who would benefit from this bulletin, please use the 'Forward to a Friend' button and let them know you're thinking about them!

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From 1 March 2007, LoewyBe is rebranding to BEcause Experiential Marketing.

Although LoewyBe has served us well, we feel the time is right for a more expressive and intriguing name and identity.

We believe Experiential Marketing is the answer to all kinds of marketing challenges. The name "BEcause" gives us a fresh creative platform from which to communicate that message, whilst emphasising how Brand Experience (BE) directly 'causes' changes in consumer perceptions and behaviour.

Looks aside, its very much business as normal here at BEcause. Our vision remains to be recognised as the best experiential agency in the UK. Check out our new website at [www.becauseexperiential.com](http://www.becauseexperiential.com) to find out more.

Readers Poll



**What do you think of our new name?**

- It's unusual and catches my attention.
- I like your name, but what really matters is your performance!
- I'm not too sure about your new name I liked the old one.
- I have no opinion one-way or the other.
- If you have an opinion, we'd love to hear it!

### **Results from January's Reader's Poll:**

91% of Experience Bulletin readers thought that Changing Perceptions was the main benefit of experiential marketing. Second in importance was Building Awareness, and Generating PR coverage came third.

Please don't forget to add my address: [joss.davidge@because.com](mailto:joss.davidge@because.com) to your friendly list!