

**Key words:** *advertising, brand, consumer, marketing*

**Abstract:** Experiential marketing is a methodology, a concept that moves beyond the traditional “features-and-benefits” marketing. Experiential Marketing connects consumers with brands in personally relevant and memorable ways.

The idea of experiential marketing reflects a right brain bias because it is about fulfilling consumers’ aspirations to experience certain feelings – comfort and pleasure on one hand, and avoidance of discomfort and displeasure on the other. Experiential marketing occurs in person. It is a direct one-on-one interaction between a brand and an individual consumer. This experience creates a stronger relationship with the consumer.

In contrast, traditional product-centric marketing reflects a left-brain bias because it generally seeks to persuade consumers by invoking rational factors that position the advertised brand as better than competing brands. Product-centric marketing presumes a degree of rationality in consumers’ decision-making that contemporary brain science refutes. Consumers’ decisions are much more influenced by emotionally generated feelings than by their rationally derived thought.