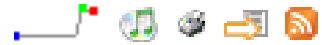


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## Whatever You Thought You Knew About Customer Engagement Erik Hauser Offers His Ideas on Experiential Marketing

Co-host Brad Forsythe interviews Erik Hauser who founded Swivel Media in early 2000 with a goal to transform the way people experience brands. Seven years later, Swivel is among the world leaders in experiential marketing. The agency's expertise ranges from interactive and virtual media to brand development. Swivel also advises their clients on business strategy and is known for its unique work developing innovative marketing programs in both the real and the virtual worlds. As executive creative director, Hauser has overseen the development and deployment of uniquely engaging and effective programs for a host of prestigious clients, including Wells Fargo, EPSON, Careerbuilder.com, Oracle, Chevron/Texaco, Kajeet, TiVo, CNET, YAHOO, Mervyn's, Samsung and AT&T Broadband.

Erik was the first to step into the world of Second Life and similar metaverse platforms as early as 2004 on behalf of his clients. His work with Wells Fargo's Stagecoach Island, a virtual world to teach fiscal literacy to young adults, has been published in numerous international press outlets and major domestic media such as TIME, BusinessWeek, Forbes, Fox News and National Public Radio.

Hauser is the founder and director of the International Experiential Marketing Association (IXMA) (<http://www.ixma.org>). He is also creator and moderator of the Experiential Marketing Forum (EMF) (<http://www.experientialforum.com>), an online discussion group of industry practitioners, clients, students and educators. He is also a published columnist and contributing writer to several marketing and advertising industry publications and websites.

**For entertaining advice join hosts Ray Schilens and Brad Forsythe for a lively and informative discussion.**

For additional information on this article, please contact:

Chris Forsythe  
(713) 273-6575

[chris@theadvertisingshow.com](mailto:chris@theadvertisingshow.com)

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