

How Zoom is Scaling **Experiential Events to Drive ROI**

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Most B2B marketers **don't do**
experiential.

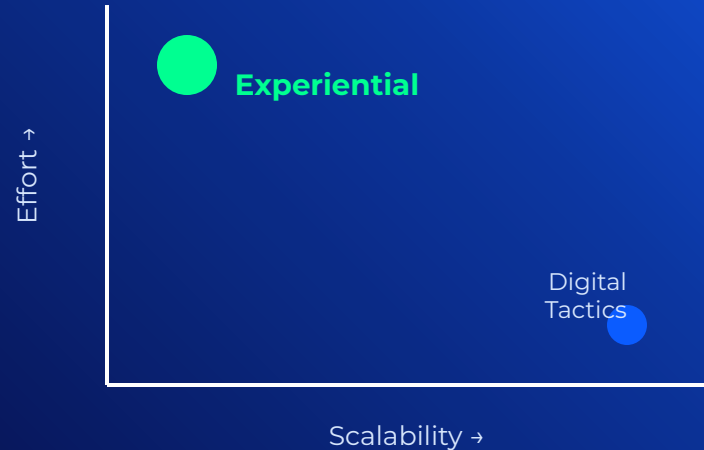
Not because they don't want to—
because they can't justify it.

Experiential feels high-impact, but also high-friction

The Friction Points

- Seen as resource-heavy and operationally complex
- Difficult to scale beyond a single moment or audience
- Harder to justify vs. repeatable tactics (webinars, trade shows, email)
- Not sure it will attract key ICPs or just public at large

Perceived Positioning



Result: Most teams default to “safe scale” over “creative risk”

The Shift: Experiential Is the New Frontier

B2B brands are starting to break through



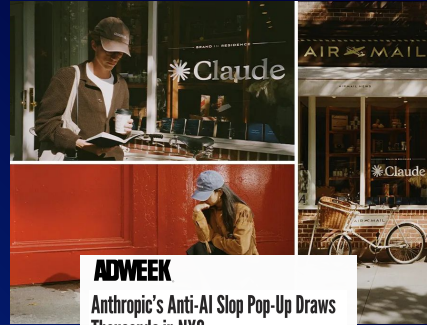
Experiential is becoming one of the most talked-about B2B strategies



Breakthrough brands are using it to stand out in saturated categories

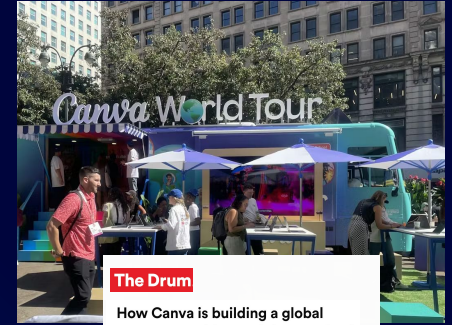


The challenge is no longer *whether* it works—but *how to scale it*



ADWEEK

Anthropic's Anti-AI Slop Pop-Up Draws Thousands in NYC



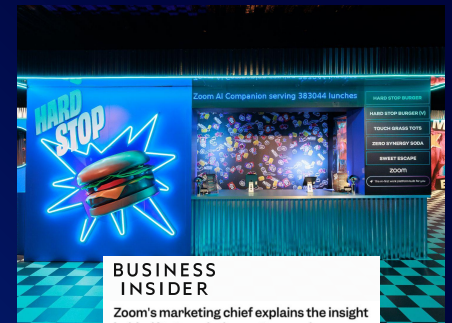
The Drum

How Canva is building a global movement with creativity on wheels



AXIOS

All brands are using pop-ups and events to build awareness and trust



BUSINESS INSIDER

Zoom's marketing chief explains the insight behind its "revolutionary" campaign

The question isn't *if* it
works.

**It's how to make it
work for *you*.**

Scale ≠ Standardization

You don't have to choose between creativity and reach

Treating it as an Event

Experiential fails when it's a isolated occurrence.

- It happens
- People love it
- And then... it's over

All that impact—gone in a few hours.

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Designing it as a Connected Campaign

The best brands create a connected flow of value over time.

The Shift:

Not a one-time event—but a loop of continuous engagement designed for both onsite and offsite audiences.

Scale ≠ Standardization

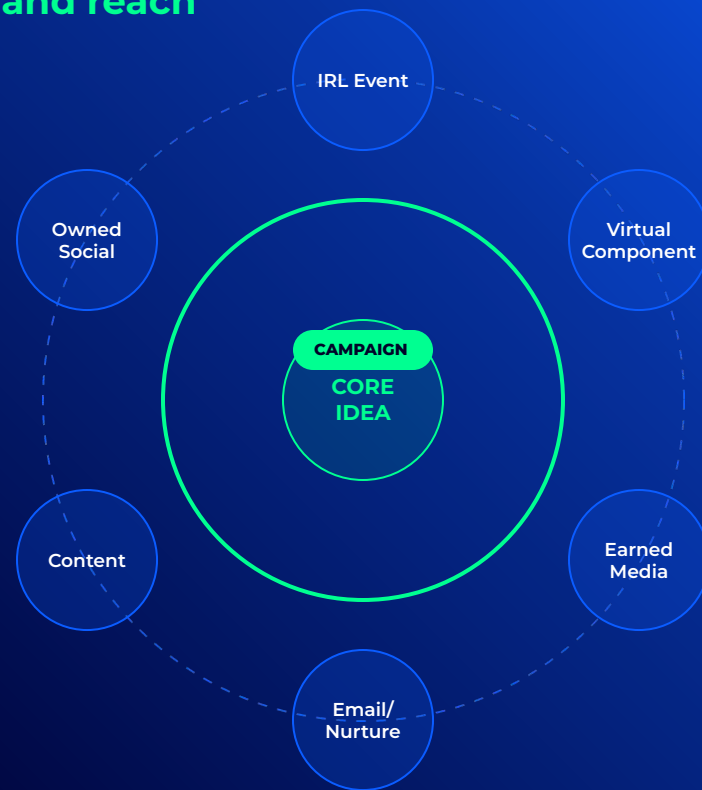
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The Zoom POV: Connected Events Win

One event. Multiple experiences. Endless reach.

The Engagement Formula

- In-person drives initial participation and emotional connection
- Earned media extends the discoverability

The Continuous Loop

- Virtual expands access and engagement
- Content, social, and email keep the experience going post-event



1. Create

In-person event

Designed for the attendees in the room—but with digital always in mind.



2. Capture

Media & influencer

Extend discoverability and buzz through a concentrated narrative.



3. Scale

Zoom Webinars & Events

Expand participation to anyone, anywhere with virtual-only surprises.



4. Syndicate

Content & Follow-On Tactics

Build awareness of key messages with content, clipping & nurture.

**So what does this actually
look like in practice?**

Zoom put it to the test.

We started with an insight: Work isn't working the way it should.



**Calendars are
overrun**



**Most
productivity
tools are
adding... more
work**



**Breaks are
disappearing**

**And a brand truth:
Zoom had evolved, but perception hadn't.**

Research unearthed the truth:

Lunch is a casualty of the modern workday

75% US knowledge workers report **eating lunch while actively working** at their desk at least once per week.

58% say **feeling pressured to stay online or available** to colleagues during lunch is a challenge to taking a break.

73% say they would **use time saved by AI tools** to take a dedicated lunch break.





A human-first experience
designed to help people
reclaim time & work better

6

⠠⠞



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3

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So it was a cool event...

**But how did we turn a
moment like this into
something much bigger?**

Remember our 4 Key Elements for a Connected Event

Here's how we brought each one to life



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How Zoom made it scale



Create

Build something unexpected to draw in IRL attendees



Started with wild postings around NYC



Built the space to be interactive and participatory



Tied in our narrative in a way that felt natural, not forced

How Zoom made it scale



Capture

Get the buzz going to create FOMO with key audiences



Partnered with creators to ensure initial coverage



Launched with proprietary research to pitch news media



Every design element meant to increase shareability

How Zoom made it scale

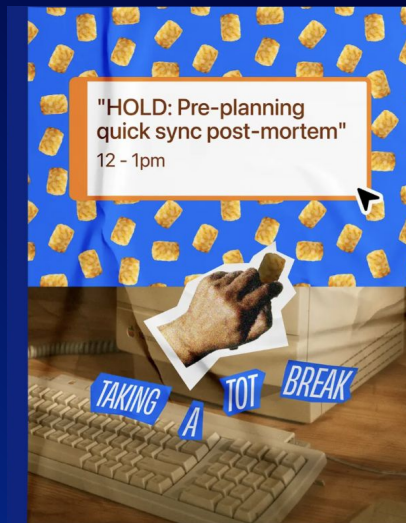


Scale

Make the virtual component just as special to drive participation.



Landing page offered no-sign-in required participation



Add to calendar

Webinars connected in meaningfully to IRL experience



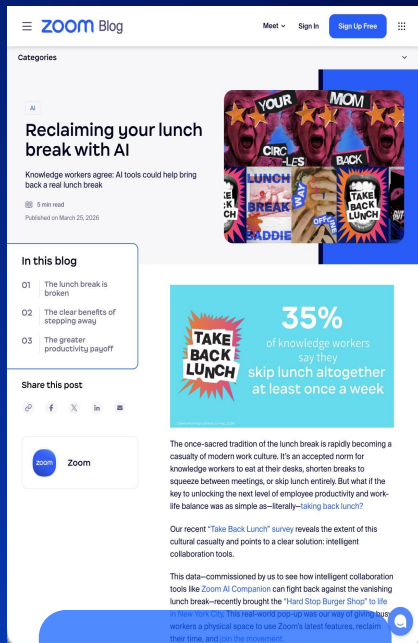
Surprise & delight made participating online a joy

How Zoom made it scale



Syndicate

Continue to tell the story after the event ends.



Blog recapped the event and led users to other assets



Creators and clippers used event video in weeks following



Taking the show on the road

How Zoom made it scale

So - while we
“only” served
1,100+ burgers,
the real scale
came from:

+466M

Earned reach

8.8M

*Owned social
engagements*

**1
MILLION**

Lunches “Saved”

+369M

UVM

Press Coverage

An experience with no dead ends

In-person attendees → **added to nurture emails**

Virtual attendees → **added to nurture emails**

Site visitors/social engagers → **paid retargeting**

Casual media viewers → **follow-on advertising**



This wasn't just an event.
It was a **campaign designed to drive impact** at every level .

So what does this mean for you?

01

You don't have to
choose between
scale and creativity

02

The “unlock” for
experiential is
adding a compelling
virtual experience

03

Treat experiential as
one element in a
connected campaign



The future of experiential isn't
about building bigger
moments.

It's about **building moments**
that scale .