

### Value-Added Entertainment

Why would people pay to pick their own strawberries, crush grapes with their feet, build their own bear or make their own cosmetics?  
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The process to the customer is as valuable to the outcome it self.

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So managers should be asking themselves, how can we use biztainment to generate more revenue and profits?

Looking for Entertainment?  
TheCaseSolutions.com



Evolution of the consumer from an information processing perspective to an experiential view



An artifact of the economic shift from agriculture, to industry, to services, to information.



Management's perception of the customer's experiential perspective changes the consumer's relationship to the brand and the opportunity for the business to add value or experience.

## Conclusion

Take a proactive approach to integrating biztainment into a customer benefit package.

Managers should assess whether the four drivers of biztainment offer opportunities in their particular business.

### What is Biztainment???

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A practice by which entertainment is added to a bundle of goods and services in order to gain competitive advantage.  
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**Maintenance**  
A strategy of making entertainment an additional factory output to gain competitive advantage. Entertains as a closer bond between a customer and manufacturer. Increases increasing brand loyalty, sales and profitability.  
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**Retailtainment**  
A strategy of adding entertainment content to retail businesses.

**Agritainment**  
A strategy of adding entertainment content to agricultural businesses.  
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**Entertainment**  
  
A strategy of adding entertainment content to food service.

**Hoteltainment**  
  
A strategy of adding entertainment content to hotels.

**Tekertainment**  
  
Adding entertainment content to technology services.

By, Emily Eland

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# Using "Biztainment" to Gain Competitive Advantage

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McDonald's is an example of the evolution of the customer from an information processing perspective to an experiential view. The company's success is due to the fact that it offers a consistent experience to its customers, which is a key driver of its success.

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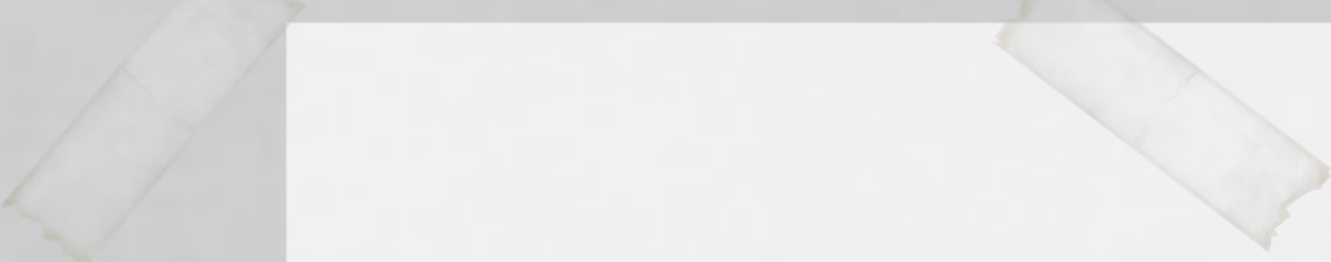


## **Value-Added Entertainment**

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revenue and profits?**



# **Laying the Groundwork for Biztainment**

**There are four drivers for an  
increased awareness and  
application of biztainment.**

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# Agritainment



A strategy of adding entertainment content to the farm customer benefit package to gain competitive advantage and increase revenue

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# Manutainment

A strategy of making entertainment an additional factory output to gain competitive advantage. Establishes a closer bond between a customer and manufacturer, therefor increasing brand loyalty, sales and profitablilty

People want to experience  
the excitement of building a  
physical good at lowest  
possible price



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