

effect

THE INNOVATION EXPERIENCE

UNPACKING THE EXPERIENCE
ECONOMY.

AARRON SPINLEY, EXPERIENCE ANTHROPOLOGIST

SAP ASIA PACIFIC & JAPAN

SAP

**JUSTWHAT
EXACTLYIS THE
EXPERIENCE
ECONOMY?**

**Will the universe cease
to exist?**

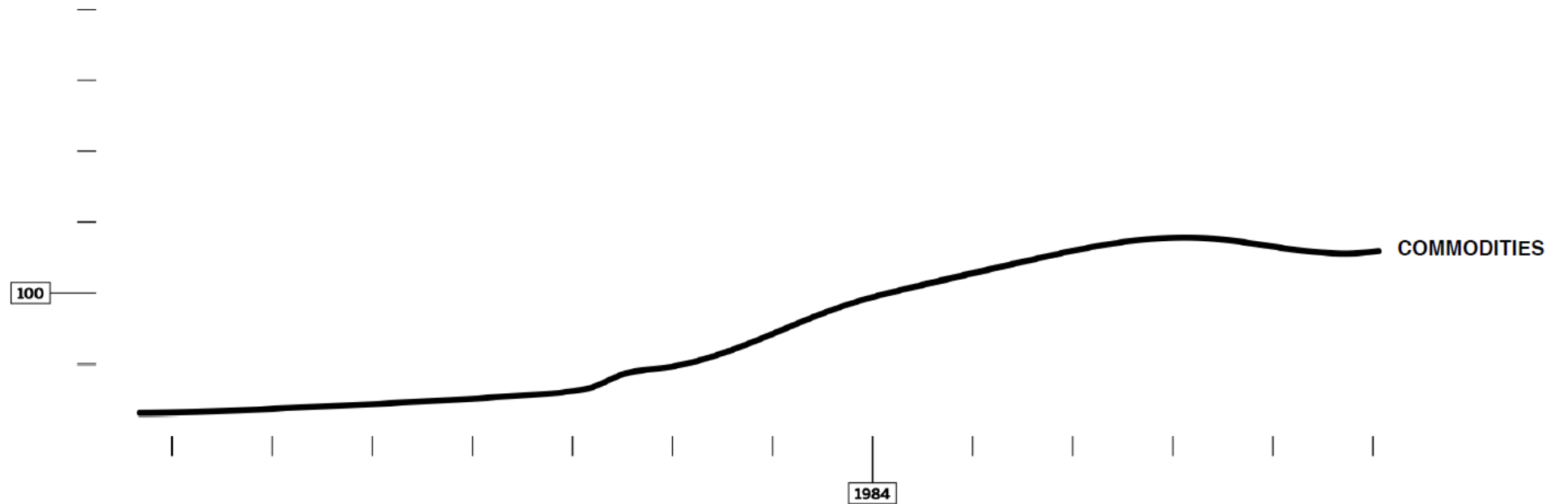
Is Elvis alive?

**What is really going on
Area 51?**

CONSUMER PRICE INDEX

1960 - 2010

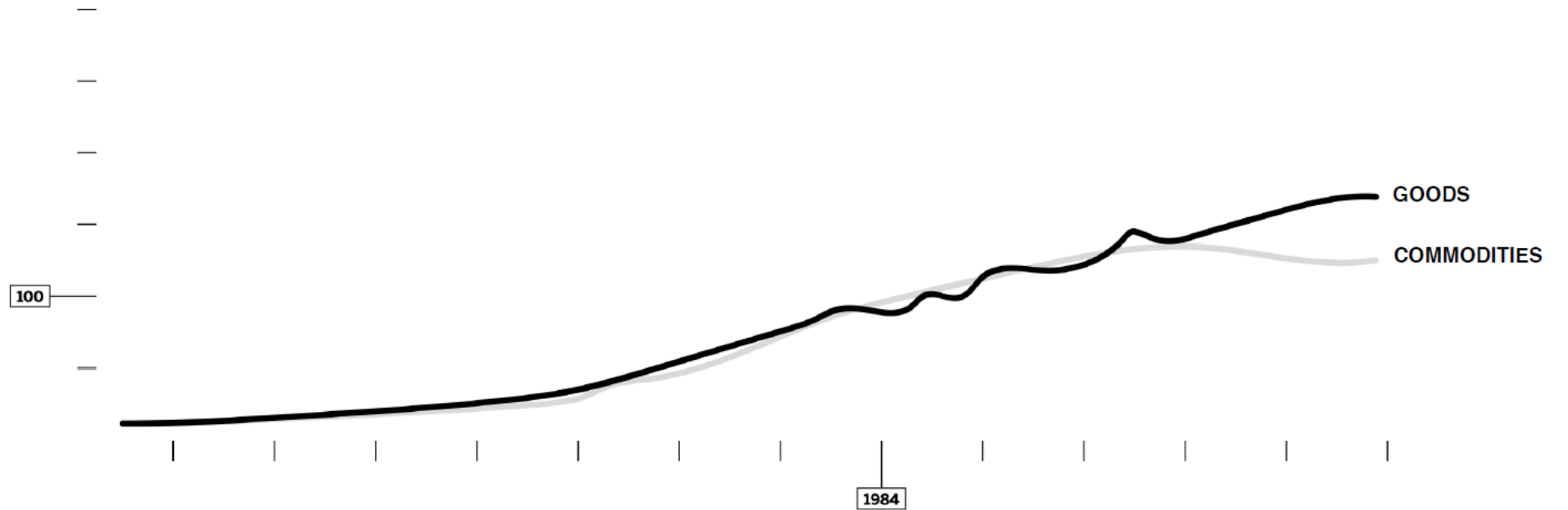
Source: Bureau of labor statistics: Lee S. Kaplan,
lee3Consultants.com.



CONSUMER PRICE INDEX

1960 - 2010

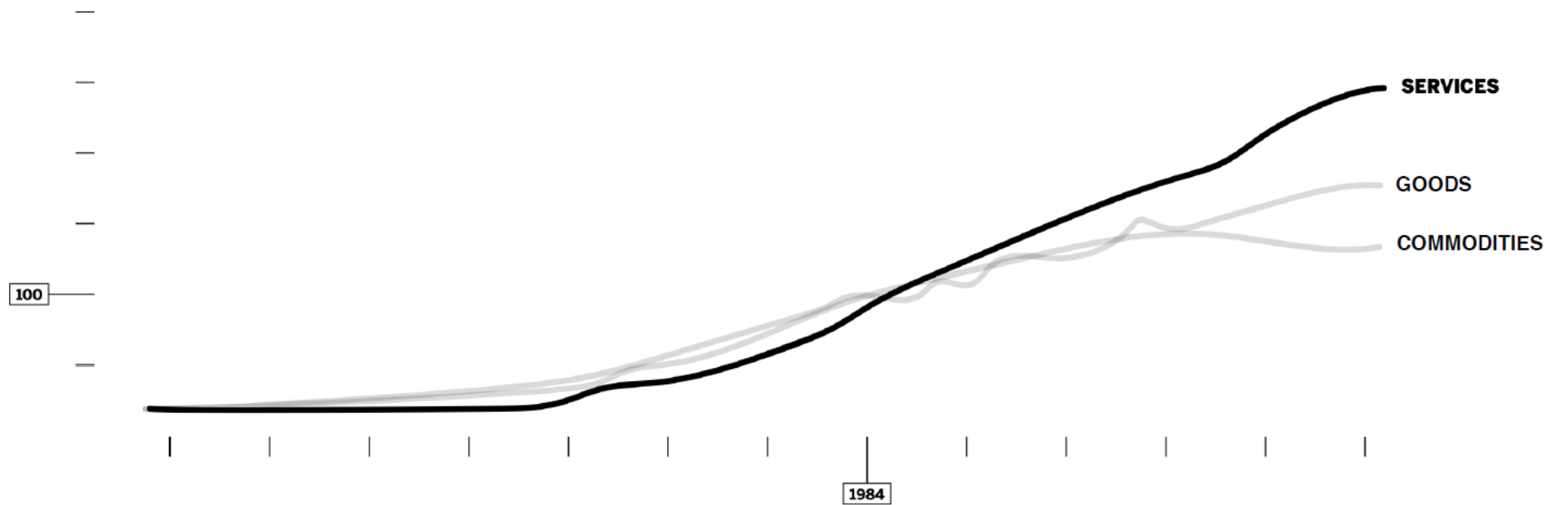
Source: Bureau of labor statistics: Lee S. Kaplan, lee3Consultants.com.



CONSUMER PRICE INDEX

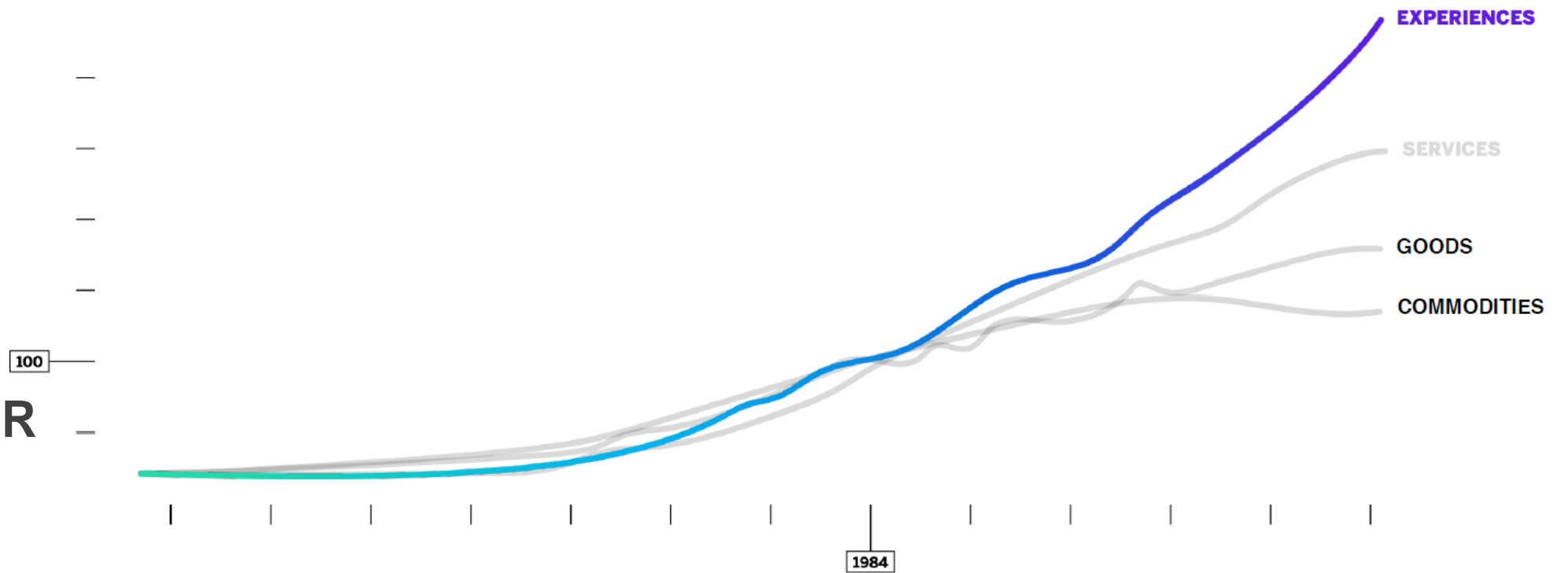
1960 - 2010

Source: Bureau of labor statistics: Lee S. Kaplan,
lee3Consultants.com.



CONSUMER PRICE INDEX

1960 - 2010



Source: Bureau of labor statistics: Lee S. Kaplan,
lee3Consultants.com.



Viber



Facebook



Instagram



Google+



LinkedIn

CONFIRMATION

DUNNING KRUGER

COGNITIVE DISSONANANCE

Scientists v Public

GMO's Safe to Eat



Animal Research



Human Evolution



Childhood
Vaccinations





41%

of American republicans
believe that Aladdin's
homeland of Agrabah,
should be bombed.

Public Policy Polling, Dec 2015



EEGCO

s y s t e m

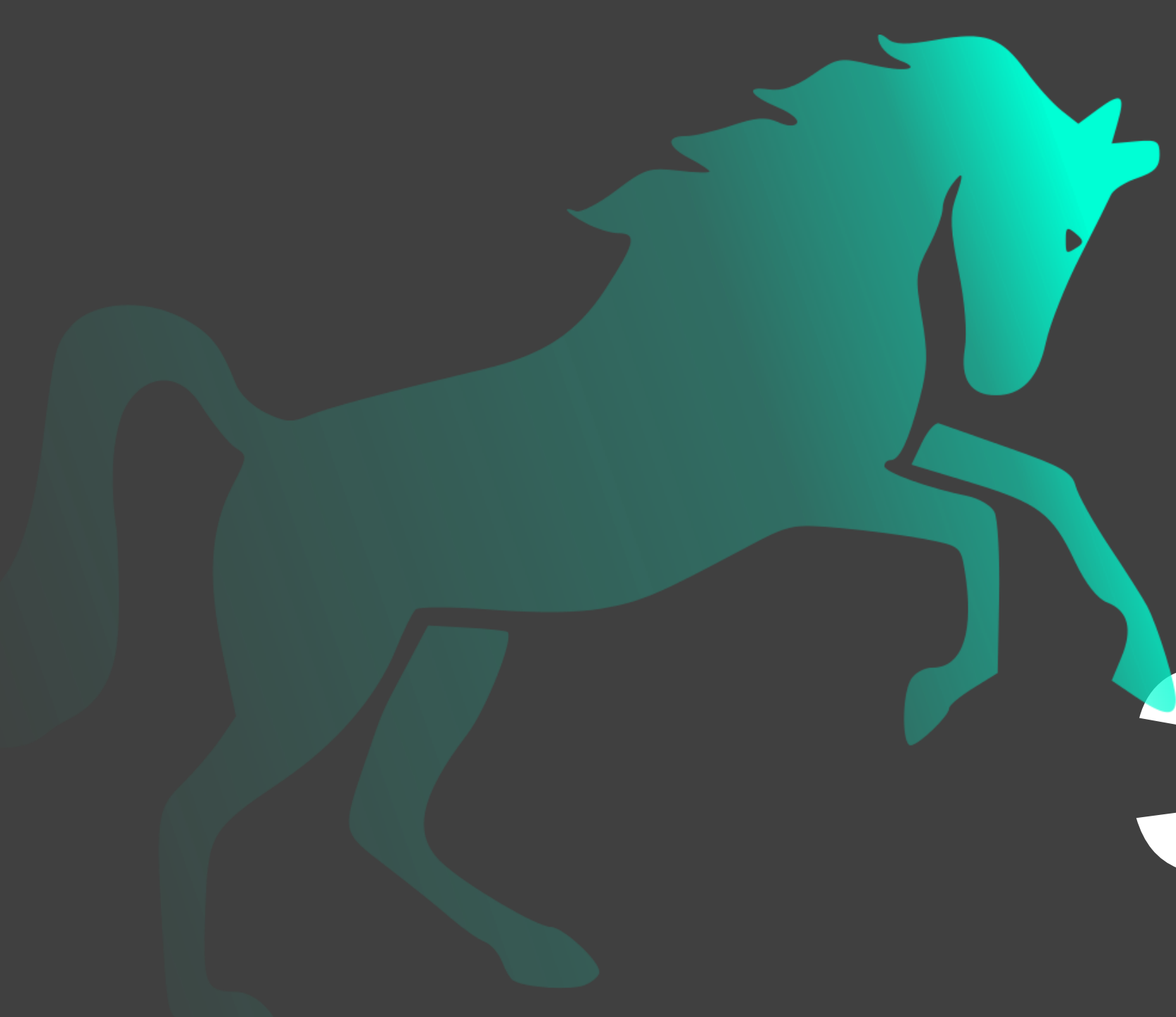


2010

-

2013

11



2014

-

NOW

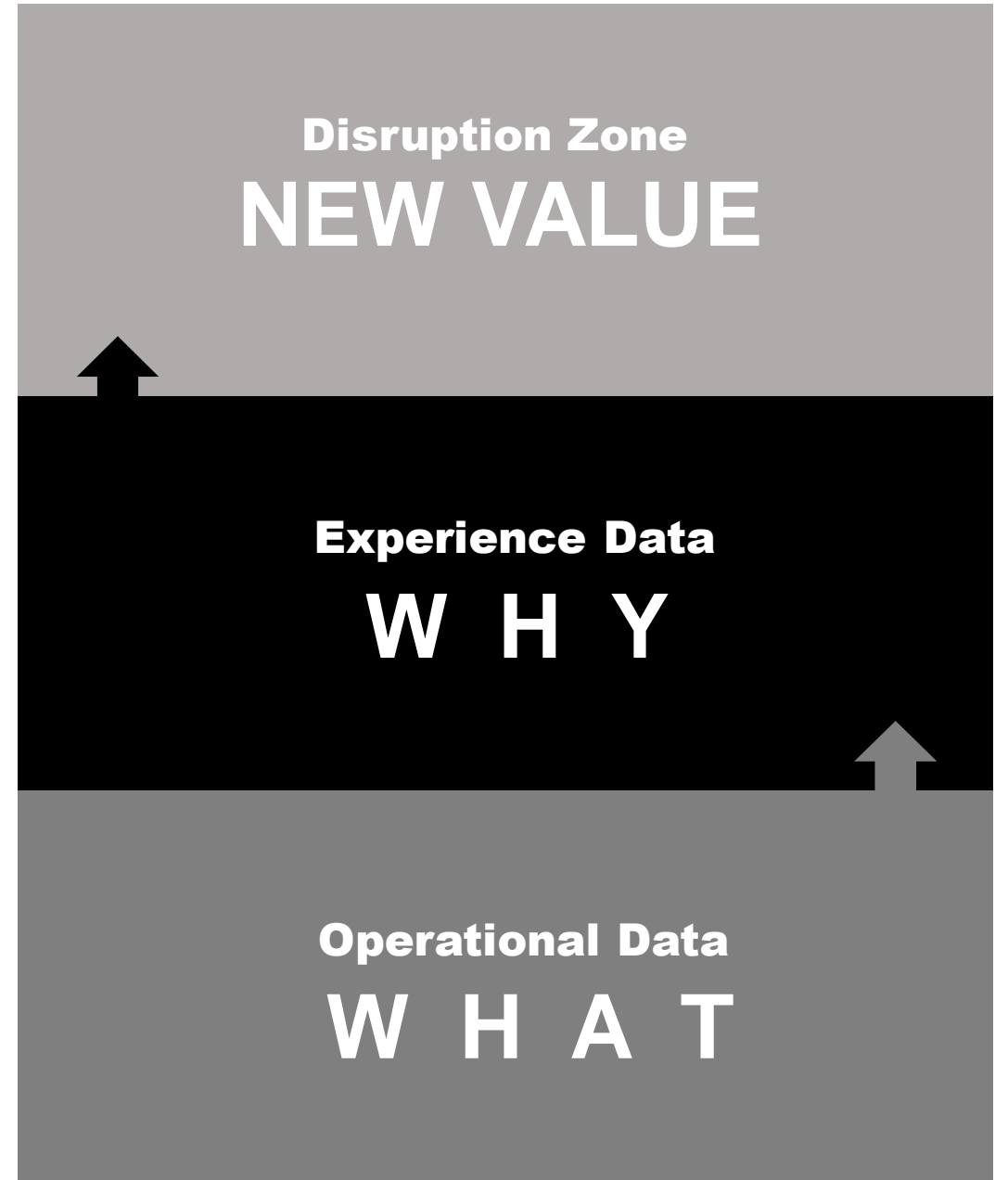
365



T H E

DISRUPTOR

M O D E L



The Experience Economy
is the **prevailing drivers of**
economic value derived from
societal behaviour.

Aarron Spinley

Experience Anthropologist
SAP Asia Pacific & Japan

aarron.spinley@sap.com

@aarronspinley

THANK
YOU! ✓



effect