

ROI INSIGHTS & IDEAS

PRODUCED BY **EVENT** MARKETER



REALIZING THE POTENTIAL OF EVENT DATA



The value of a marketing event lies in its outcome—the resulting effect on brand perception, purchasing behavior and customer loyalty. Qualifying and quantifying those results requires the collection of accurate and dependable data.

Today's information technology gives marketers a wealth of new tools and opportunities to collect, analyze, and act on data quickly and effectively. Skillful implementation of these tools enables marketers to derive added value from their event marketing investments.

The purpose of this white paper is to discuss the trends which indicate that consumers are rapidly integrating new technologies into their everyday lives; to explore the opportunities data creates for marketers; and to understand how companies are already using the power of data to increase the return on their event marketing investments.

THE TIME IS RIGHT

Studies indicate that consumers are increasingly comfortable with technology as a means of

communication and interaction. The nature of this transition gives marketers a host of new opportunities to collect data and deliver messages.

In the past, data collection has been limited by the audience's degree of comfort with technology. This is changing as more families become internet and device-literate. PDAs, mobile phones, computers, iPods and TiVo all contribute to the acceptance of technology into consumers' daily lives.

DIGITAL CONSUMPTION INCREASES

PricewaterhouseCoopers (PwC) surveyed 8,000 of its own employees in 17 different countries for its publication, "The Digital Home: Understanding the Consumer in the New Converged World (2006)." It learned that consumers are rapidly embracing technology—and are poised to use it to its full potential, accessing content anywhere, any time—on demand.

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REALIZING THE POTENTIAL OF EVENT DATA

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PwC maintains that this transition represents a tremendous opportunity for companies.

“Capturing the potential requires a new marketing approach and a new mind-set. Customer focus may very well be the key differentiator in the months and years to come. Such a focus means knowing your customers, offering them the best experience, and making sure your organization truly listens to customers while having the agility to react quickly to their changing expectations.”

This has two ramifications for event marketers. First, it substantiates that digital data activation and fulfillment will be second nature for many audiences. More importantly—the constant and expedient collection of data and analysis will be imperative in charting the changing needs and preferences of these technology-savvy customers.



OTHER KEY FINDINGS INCLUDE:

- **Voice communications** are transitioning as customers explore convenient alternatives, often combining fixed line, Voice over Internet Protocol (VoIP), and mobile technologies. According to the survey, use of VoIP is highest among younger age groups with 25-34 year old respondents being the heaviest users of this technology.
- Consumers are enjoying **visual content** at their convenience through video on demand (VoD), digital video recorders (DVR), and other products, such as Slingbox and iPod. They are no longer constrained by location, traditional television, or the times programs are set to air.
- **Online purchases of music** are increasing. 74% of respondents have downloaded music with 30% purporting to be “high volume” users who download daily or weekly. People between the ages of 16-24 are most likely to download music daily, followed closely by users ages 25-34.

MOBILE PHONE EMERGES AS THE #1 COMMUNICATION DEVICE

According to the Mobile Marketing Association (MMA)¹, personal media, including mobile phones and hand-held devices, will assume a key role in the marketing continuum. On its web site, the MMA reports:

“There are now more mobile phone subscribers in the world (2.4 billion), than there are landline phones subscribers. The mobile phone is becoming a primary means of communication, not only for voice but also for digital services, email, digital photos, navigation, etc. Worldwide over 350 billion text messages, also known as “SMS Messages,” are exchanged across the world’s mobile networks every month, with over 15% of these messages, according to the Yankee Group, being classified as commercial, or marketing, messages.”

The MMA believes that personal devices will play a key role in integrated marketing plans. “It is a child born of the Internet revolution, and it is critical that today’s marketers grasp its significance. It is one of the first new channels to arise in over 50 years, and will quickly become a primary means of reaching out to our customers.”

WHAT THE INTEGRATION OF TECHNOLOGY INTO LIFESTYLE MEANS FOR MARKETERS

The data gathered by PwC and the MMA indicates that consumers are integrating technology into their lifestyles at an exponential rate. This means that using technology is becoming second-nature to the consumer—it feels comfortable, familiar and secure. The benefit to marketers is that consumers will be more accepting of technology, wherever they encounter it—from retail stores to sporting events and entertainment venues.

Another trend is the use of personal mobile devices to interact with brands and businesses. Major media producers are among those responding to consumers’ interest in mobile content. Disney developed a mobile campaign aimed at promoting this summer’s release of *Pirates of the Caribbean: At World’s End*. Previously, it had used mobile short codes, Internet and mobile content to promote the film’s precursor, *Pirates of the Caribbean II: Dead Man’s Chest*.

Forrester Research projects that spending for online and mobile marketing will not only continue, but experience double-digit growth rates through 2010. As this trend continues, the possibilities for event marketers are huge. They will be able to design events around mobile technologies including data capture—rather than fitting the implementation of technology into pre-existing event programs. ■

About MMA: The Mobile Marketing Association (MMA) is the premier global association that strives to stimulate the growth of mobile marketing and its associated technologies. It is an action-oriented association designed to clear obstacles to market development, to establish standards and best practices for sustainable growth, and to evangelize the mobile channel for use by brands and third party content providers. MMA members include agencies, advertisers, hand held device manufacturers, wireless operators and service providers, retailers, software and services providers, as well as any company focused on the potential of marketing via the mobile channel. www.mmaglobal.com

MORE THAN MEASUREMENT: DATA AS A SOPHISTICATED TOOL FOR MEETING BRAND OBJECTIVES



Traditionally, sponsors and property owners collected data via hardcopy surveys or business reply cards (BRCs). These took time to collect—and even longer to process. By the time the data was analyzed, weeks or months had passed. It was obsolete and even worse—the opportunity and momentum stemming from the interaction with the consumer was lost.

Marketers are increasing the value and return on their event investments by using digital data capture to expedite the process of data collection and analysis. Knowing more about consumers' lifestyles, interests and preferences gives marketers an advantage in making prudent decisions. Real-time data also enables them to take actions that are timely and relevant.



Digital data enables marketers to look at their spending and know what they're getting back—immediately. Follow-up can proceed immediately too—so marketers can capitalize on the momentum created by events. Other benefits include:

QUALIFYING VISITORS

Data capture can be geared toward predicting the value a particular customer will have to the brand over the long term. This can include real-time analysis of personal buying power, lifestyle, networks of influence and likelihood of purchase.

GETTING IMMEDIATE FEEDBACK

Technology enables marketers to act on data immediately—to enhance the consumer's experience, develop new products, or to refine a marketing campaign.

UNDERSTANDING CONSUMER INTERESTS AND RESPONSES

Digital data collection enables marketers to learn more about their audience, including information about consumer behaviors, favorite activities, and brand preferences. They can quickly and efficiently measure how an audience reacts to new products or characteristics, such as flavors or options.

ANALYZING THE MARKET

Data capture can be used to evaluate a product or a marketing approach. It can reveal if an approach is geared properly, as well as how the audience is responding. Because reliable data provides marketers with a clearer understanding of the audience, it can reveal additional marketing opportunities.

FUELING THE CRM FUNNEL

Aggregated and error-free data can be poured directly into the brand's CRM funnel, driving future sales.

MEASURING MEDIA AND PR EFFECTIVENESS

Marketers can immediately determine which promotional media are most effective by asking visitors how they heard about a brand, event, or product. This information can be invaluable in strategic planning and budget allocation.

CUSTOMIZING THE EXPERIENCE

Data capture can be customized with brand messaging, graphics, games, or contests, making the process an engaging and memorable part of a brand experience. ■

USING REAL-TIME DATA TO FINE TUNE EVENTS

Technology enables marketers to access to real-time data from events on demand. Message relevance and consumer experience can be maximized by refining an event, survey, or data capture experience based on consumer feedback. Immediate adjustments can be made to increase a program's effectiveness.

ASK FOR DETAILS.

When a marketer realizes that he'd like additional information, he can add more questions. For example, based on the other information gathered, a seasonality question might be useful to chronicle when people are most likely to buy the product during the year.

ADJUST QUESTION FLOW.

A marketer can reorganize or remove questions if there is a stalling point in the interview. If a question is not being answered by most survey

participants, it can be moved, reworded, or eliminated.

GAUGE AMBASSADOR EFFECTIVENESS.

It is possible to ascertain the effectiveness of brand ambassadors through completed surveys. Marketers can identify which ambassadors are doing their job well and which need additional instructions, supervision, or training.

IMPROVE BRAND MESSAGING.

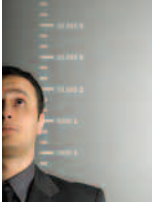
Through data analysis, a marketer can optimize its message, driving consumer response.

RETOOL THE EVENT.

Marketers can identify opportunities to improve programs by analyzing survey responses. For example, data may reveal that attendees would prefer a shorter event; more hands-on time with the product; or a different premium. ■

TAKING EVENT INTERACTIONS TO THE NEXT LEVEL

Based on captured data regarding consumers' interests and future purchase intentions, marketers can determine what new offerings or content will be most timely and relevant to individuals. According to Steve Johnson, Chief Executive Officer of ChoiceStream, delivering meaningful, personalized content to prospective customers can rapidly accelerate the acquisition cycle, leading to increases in sales and revenues.



Marketers can integrate personalized communications and other future-relationship building strategies into an event program. By initiating an on-going relationship with a consumer, brands can extend the connection built at an event, positively influencing brand affiliation and customer conversion for the long-term.

SAY, "THANK YOU."

After capturing basic consumer contact information, marketers can reconnect with the customer through a personalized, brand message delivered via text message, e-mail or direct mail. This can increase conversion rates, customer retention and event marketing investment returns.

ISSUE INCENTIVES

Along with a follow-up message, marketers can send a coupon or invitation which drives consumers to purchase. This keeps attendees engaged with the brand after the event. By issuing coded incentives, a marketer can track which event days or ambassador locations received the best response. She can track how the incentive was earned—or which type of visitor was most likely to follow-through to purchase.

GENERATE TRAFFIC AND LEADS

Attendee information can be broken down by zip code, enabling the brand to use an incentive to connect them with a nearby retailer. When attendees have indicated that they will be in the market for a product three months—or even a year out—the marketer can integrate this timetable into fulfillment. ■

CASE STUDIES

Case studies illustrate how real brands are collecting consumer data via digital data capture at events, measuring and increasing the effectiveness of their efforts.



CROCS MOBILE TOUR

Crocs wanted to capture information about consumers and increase brand awareness on its 2007 mobile tour, which includes stops at high-profile sporting events such as NASCAR and Association of Volleyball Professionals (AVP) events.

Crocs selected an event technology provider to support their on-site presence which includes a retail component and interactive games. Visitors participate in a survey and are given the opportunity to "opt-in" to a sweepstakes for prizes, including Crocs footwear and promotional items. Survey questions are designed to measure the effect of

the event encounter on future purchases and the audience's perception of Crocs.

Kevin Adler, President and Chief Solutions Officer of Engage Marketing, sports marketing agency of record for Crocs, encouraged the brand to integrate technology into its tour. "The importance of data capture for event marketers exists on two levels. First, it's to extend the dialogue that begins at an event to a community that has "opt-ed in" and to continue that dialogue with a smart CRM strategy. Second, it's to interact with people in real-time, in a real-world setting," said Adler. "The opportunity to capture feedback and learn from it, to measure experiential program impact and ROI is priceless." ■

PROGRAM DETAILS

BRANDING

The event space and technology are customized with the Crocs' brand.

REACH

A self-service kiosk is available for people waiting to participate in Crocs activities. Hand-held devices let brand ambassadors reach people outside the event space, enabling Crocs to gather

data from a more diverse group of visitors at each event and to achieve a meaningful sample of the overall event population.

FOLLOW-UP

Each participant is re-contacted within 24-hours via personalized e-mail containing additional brand messaging, calls to action and a "thank-you" for attending Crocs' event.

VALUABLE DATA

Reports generated after each event present fresh and accurate data on consumer demographics, purchase intent and visitors' perception of the brand.

ON-GOING PROGRAM

When Crocs re-visits a venue from its 2006 mobile tour; it can contrast and compare data from the previous year, measuring message effectiveness and changes in the marketplace.

MERCEDES-BENZ "PAMPERING YOU WITH CLASS"

When Chicago-based agency Common Ground Marketing developed the "Pampering You with Class"

promotion for its client, Mercedes-Benz, one of its primary objectives was to collect data from participants, which could be efficiently be passed on to local dealers.

"Pampering You with Class" took place in partnership with 10 upscale, high-traffic Chicago beauty salons. Targeted at African American women, the program's goals were to dispel the perception that Mercedes-Benz' automobiles are not affordable for most consumers and to

generate qualified leads for local dealers.

For one week, the luxury automaker pampered salon customers with fresh fruit, beverages and snacks. While waiting for their appointments, women were invited to participate in a five-minute registration and survey, followed by a test drive of a new Mercedes-Benz. Participants received vouchers that could be redeemed for a discount on the purchase of a Mercedes-Benz from a local dealer.

"The digital capture added efficiency and increased participants' sense of comfort. It felt more secure and more comfortable than paper," said Sherman Wright, Managing Partner of Common Ground Marketing. "The technology fit with Mercedes-Benz image as an innovator in automotive design and engineering." ■

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PROGRAM DETAILS

MANNED AND SELF-SERVE DATA COLLECTION

Data was captured via a user-friendly, touch screen kiosk. When a facilitator wasn't present, women could take advantage of the promotion by registering and completing the brief survey on their own.

ADDITIONAL MESSAGING

The kiosk played a Mercedes-Benz video when it was not in use.

FOLLOW-UP

All participants automatically received e-mail from Mercedes-Benz thanking them for participating.

PROSPECT IDENTIFICATION

The data collected through the survey was used to identify qualified buyers. This information was forwarded to the local dealers for personalized follow-up.