

Measuring Brand Experience - Processes and Outcomes



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Who Are You?



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Why Are We Here?

https://www.youtube.com/watch?v=4S1cvj4_IpI



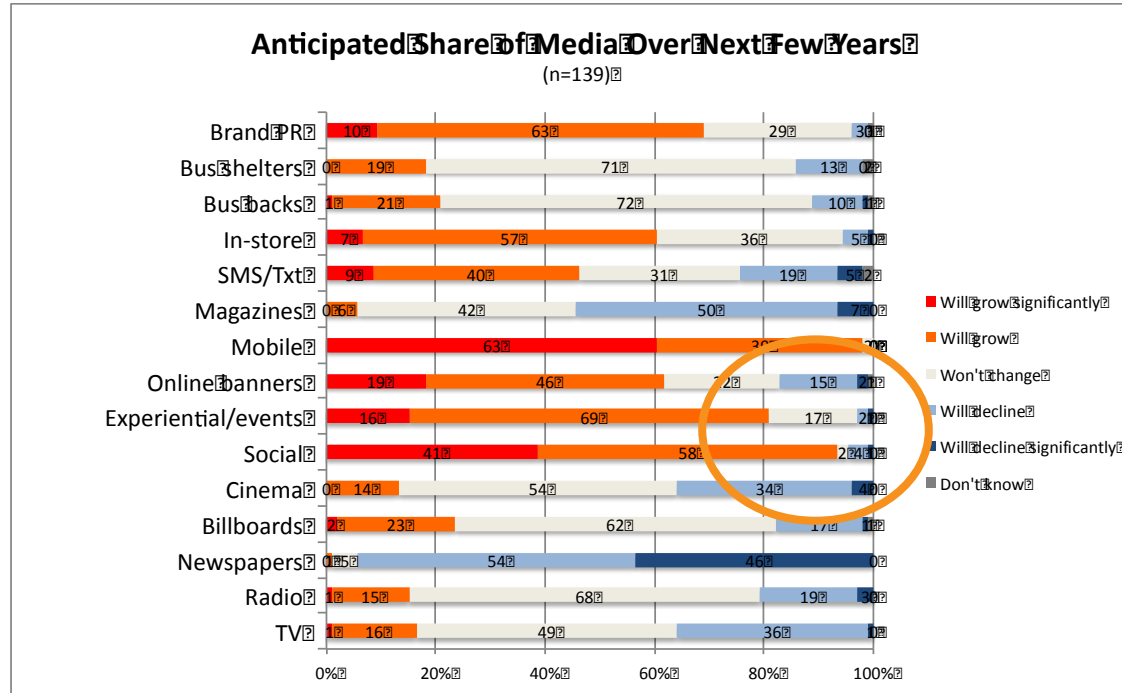
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Because.....



*2014 CAANZ Industry Health Survey

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Key Issue: Measurement

79%

Of marketers surveyed expressed the channel's ability to measure effectiveness as their biggest hurdle to using the channel in the future.

87%

Expressed an interest to find out more about measuring effectiveness in experiential marketing.

(Jack Morton Worldwide Survey)



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Key Issue: Measurement



Increasingly, ROI-driven marketers are looking for other ways to spend high quality time with their target audience at a low cost of entry – achieving true engagement that is relevant and authentic, leading to action and advocacy, impacting both short-term sales and long-term relationships and yes, delivering quantifiable ROI.

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Experiential Marketing You Say??

EMANZ defines Experiential Marketing as a memorable brand engagement which provides an opportunity for consumers to have a two-way interaction with brands, products, and services in sensory ways.

Experiential marketing is LIVE engagement, and encourages consumers to **SENSE, FEEL, THINK, ACT** and **RELATE** to others about the brand.



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The Promise of Experiential

Principles, not formulas, are the key :

- Authenticity - honest reflections of the brand
- Customer-centricity – perception & preference
- Brand personifying – creating ‘experiences’ of brands
- Interactive – self directed discovery via play
- Immersive – memorable & persuasive environments
- Intimate – customer created content
- Ego-satisfying stories – positive brand affiliation
- Storytelling – experiences that unfold
- Sustainability – engagement over time
- Measurable – tracking performance & results



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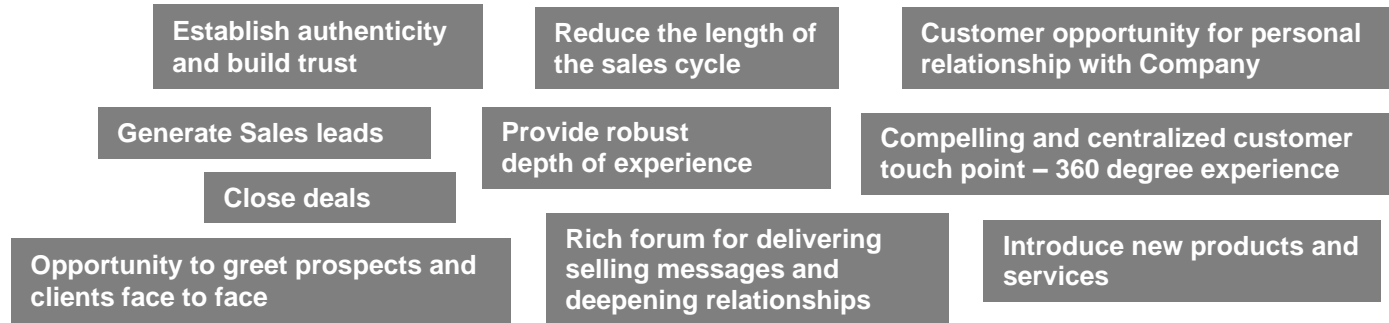
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Measuring Performance

Leveraging principles can assure achievement, but knowing how well one performs – is key to long term success.

Face-to-face customer experiences can often run over one or more days, therefore they may need to meet a variety of objectives that need to be accomplished.



Regardless of these multiple goals, the main thing we want to know is

“Was the tactic successful in meeting our marketing & sales objectives?”

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Quantitative Data: Campaigns Statistics

Potential Audience

- Audited Event Attendance
- Venue/site Footfall
- Opportunity to Engage (OTE)
- Demographics

Experience Impact

- Awareness/Perception of the Activation
- Conversion to Experience (% of total audience who participate with the activation)
- Dwell time at activation = depth of engagement and longer relationships with brand

Effectiveness

- No. of consumer interactions (Active/Passive) (cost per trial)
- Samples distributed (cost per sample)
- Data capture (or leads)
- Effected sales (EFTPOS or short sales cycle) and time to sale

Amplification

- Increase in web traffic, click-throughs etc
- Social media aggregation
- WOM
- PR Reach

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Qualitative Data: Campaign Feedback

Potential Audience

- Did the audience meet target profile?
- How receptive was the audience?
- Was the audience affected by external factors? Rain, poor ticket sales?

Experience Impact

- Branding, differentiation, clarity of message
- Venue/site location
- Effecting factors (competitor, weather etc.)
- Consumer response to various activation elements

Effectiveness*

- How effective were the staff (approachable, knowledgeable, consistent)?
- Participant surveys (Product recall/consideration? Relevance? Future purchase? Time to purchase? Advocacy?)
- Net Promoter Score

Amplification

- Consumer feedback via digital/mobile means (social, press, or direct to client)
- Support or feedback from external partners/stakeholders

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Creating and Curating Content



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Engagement and Amplification



attention seeking, engagement, conversion

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Amplification



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Campaign Reach and Amplification Measurement

Amplification Method	Measurement Technique
Online Media	<ul style="list-style-type: none">• Online reach• Impressions• Click thru rates
Digital/Social Media	<ul style="list-style-type: none">• Web traffic• Number of comments• Social media followers• Sentiment analysis• WOM
Sales Promotion	<ul style="list-style-type: none">• Coupon redemption• Competition entries• GWP tracking• Sales uplift/Share of market
Broadcast (TV/Radio)	<ul style="list-style-type: none">• Coverage/Viewing figures• Cost per thousand
PR	<ul style="list-style-type: none">• PR Reach/Impressions• Share of conversation
Outdoor and Indoor Static Media	<ul style="list-style-type: none">• OTS
Print media	<ul style="list-style-type: none">• ABC readership figures

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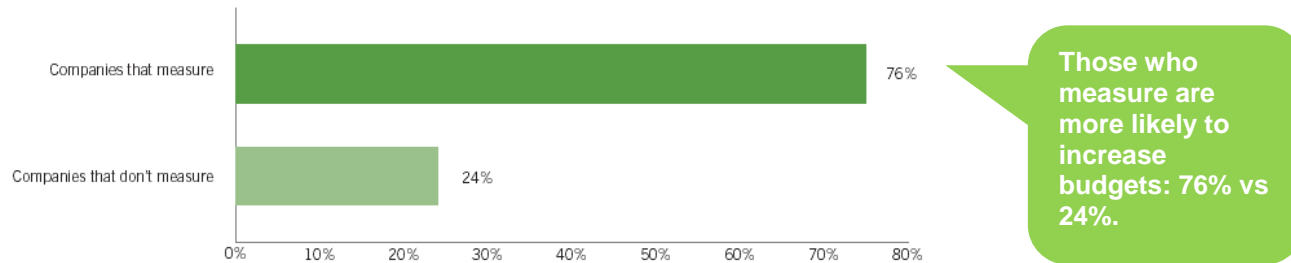
Invest in Measurement

Investment in performance and measurement is critical in the implementation of an effective experiential marketing strategy.

This is still one of the biggest challenges in the industry – clients allocating budget for research.

Measurement clearly demonstrates how each marketing investment contributes to ROI, or re-evaluate and re-allocate the budget for that investment.

- Measurement enables successful evaluation in a consistent manner.
- Measurement analysis identifies strengths and weaknesses to improve future performance.



*Meeting Professional International/ GPJ Trends in Event Marketing 2006 Study

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What the Future Looks Like



Calculating the Rate of Engagement (ROE).

Measuring long term and sustained effectiveness.

How does length of engagement improve brand advocacy?

Measuring social media sentiment reaction to brand activations and how this results in further WOM generation.

CAANZ and EMANZ are working with AUT School of Business on world-first experiential measurement and effectiveness study to develop methodology and toolkit.

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Experiential Marketing Through the Centuries....



**“Tell me and I'll forget.
Show me and I may remember.
Involve me and I'll understand.”**

**- Confucius, Chinese
Philosopher, 551-479 BC**



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THANK YOU – Any Questions?