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# EventTrack 2015



## consumer survey report

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## introduction

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## The World's Most Comprehensive Research on Event & Experiential Marketing

This is the fourth edition of the **EventTrack Event & Experiential Marketing Industry Forecast & Best Practices Study** which monitors the continual growth and expansion of the industry.

This specific report provides detailed analysis of events and experiences from the perspective of a wide cross-section of consumers and event participants. The annual EventTrack study also includes a separate detailed report on major brands. The goal has been to learn to what extent various marketing initiatives attract the attention of consumers and the impact these kinds of events have on whether they buy, or consider buying, the products or services being promoted. These insights help marketers understand how to create and implement better events and promotions.

Where interesting trends or differences are emerging the new research findings are compared to the results from the previous studies. Some of the new survey findings are also analyzed for differences by gender and age. Other areas studied in the report include:

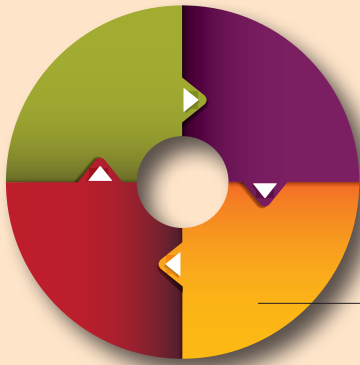
- Value of Events and Experiences
- What Motivates Consumers to Participate
- How Events Improve Brand Perception and Drive Purchasing
- Word of Mouth and Other Consumer Communication with Brands
- Technology Usage by Consumers at Events

The information in this specific report is based on in-depth surveys of over 1,600 consumers that have recently attended or participated in retail or other events and experiences. The Event Marketing Institute and Mosaic thank all of the respondents for their invaluable contributions to this study.

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## executive summary

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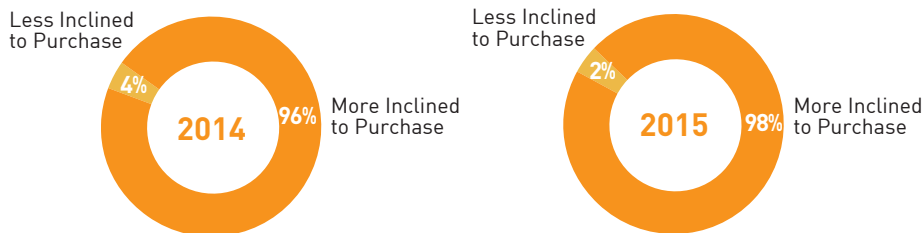
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There are two overarching key insights from the new EventTrack Consumer Survey. The first is that the impact of event and experiential marketing on consumer purchasing continues to increase. The second is that consumer usage of mobile devices and social media at events, and the segment that shares their experience with family and friends via technology, continues to increase dramatically. For example, comparing the 2014 and 2015 survey findings shows a big jump in the percentage of consumers that text about the event or experience: from only 7% last year to 49% in the new survey.

### Events Drive Purchases

A significant 98% of the respondents said that assuming the product or service promoted was one they were interested in, participating at the event or experience made them more inclined to purchase. This is up from the 96% figure in the 2014 survey.

### Inclination to Purchase as a Result of Attending



Source: EMI/Mosaic EventTrack 2015

### What Motivates Event Participation

The main motivators to participate are free samples or other giveaways, discounts or special offers – and to learn about the product or service.

	2013%	2014%	2015%
Free samples or other giveaways	68%	83%	81%
A discount or special offer is provided	45%	52%	54%
To learn about the product or service being promoted	51%	44%	49%
I like the brand or company putting on the event	Na	51%	46%
If the event looks interesting	33%	40%	46%

Source: EMI/Mosaic EventTrack 2015

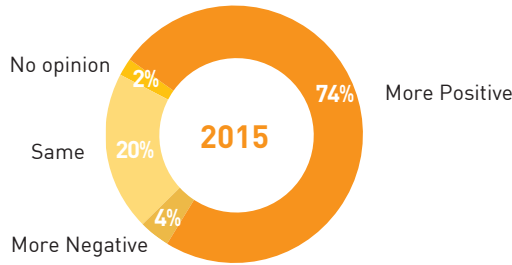
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## Events and Experiences Significantly Improve Brand Perception

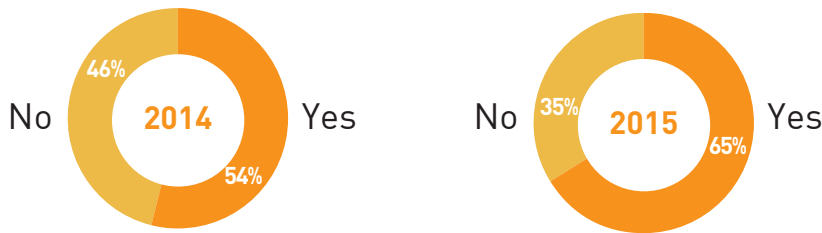
Events and experiences positively improve brand perception. After the event 74% of the participants have a more positive opinion about the company, brand, product or service being promoted.



Source: EMI/Mosaic EventTrack 2015

## More Consumers are Purchasing During Events

Sixty-five percent of consumers purchase the product or service promoted at the event or visit. This finding is up significantly from the 54% found in the 2014 survey. Males are more likely to buy at events and experiences than women, according to the cross-tabulated survey findings. The age range most likely to buy on-site are those between the ages of 25 and 35.



Source: EMI/Mosaic EventTrack 2015

## Purchase Again at a Later Time (After Initial Purchases)

Eighty-seven percent of the consumers said they purchased the product or service after the event at a later date, in addition to their purchase made at the event or experience. There has been an increase over time of the event participants that say they purchase the product again following their first purchase.

	2012%	2013%	2014%	2015%
Yes	58%	51%	68%	87%
No	42%	49%	32%	13%

Source: EMI/Mosaic EventTrack 2015

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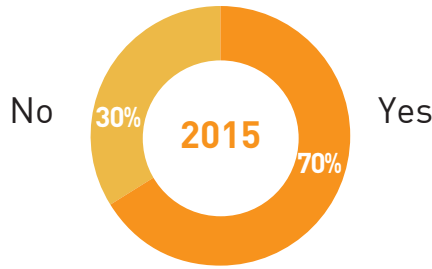
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## Event Participants Likely to Become Regular Customers

Seventy percent of event and experience participants that purchase once then become a regular customer.



Source: EMI/Mosaic EventTrack 2015

## Purchase Motivators: Why More Inclined to Purchase?

Simply trying or seeing products drive the purchase decision.

	2015%
Gave me the opportunity to try it	78%
Showed that the company believed enough in its product or service to let me check it out	50%
I was given a discount coupon or special offer	49%

Source: EMI/Mosaic EventTrack 2015

## What Most Influences Purchase Decision

The survey asked: *If you did buy the product/service being promoted at the event, what most influenced your decision to purchase during that visit?* The key purchase decision factor is the ability to sample the product or see a demonstration. Better understanding the product and being provided with a coupon or discount have become much more important in one year.

	2014%	2015%
I sampled, used, or saw a demonstration of the product/service and liked it	83%	80%
I had a better understanding of the product/service	36%	57%
I was given a coupon offering a discount	34%	49%

Source: EMI/Mosaic EventTrack 2015

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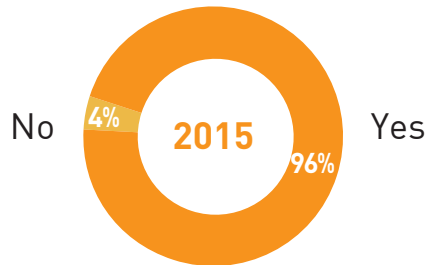
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## Powerful Word of Mouth

The word-of-mouth communication, both digital and in-person, that results from event and experiential marketing is significant, and the brand impact is powerful. According to the consumers, 96% of consumers that tell a friend or family member about their experience mention the company or brand running the event.

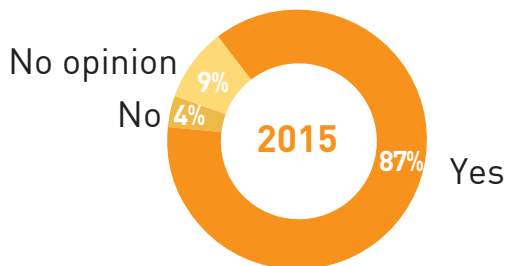
## Are Companies, Brands or Products Mentioned in Your Event Discussions with Friends and Family?



Source: EMI/Mosaic EventTrack 2015

## Live Events are More Effective than TV

The survey asked consumers if live events help them understand products or services better than TV commercials. Eighty-seven percent of the respondents said events are more effective than commercials.



Source: EMI/Mosaic EventTrack 2015

## About the Consumer Respondents

Fifty-nine percent of the 1,600 consumer respondents are female. The age categories are broken-out as follows: under 25, 24%; 25 to 35, 41%; 36 to 45, 13%; 46 to 55, 9%; 56 to 65, 9%; over 65, 5%. Fifty-eight percent of the respondents to the survey live in the U.S. and 42% are based in Canada. The events attended most often by the consumer audience surveyed are held at large big box retail stores, grocery stores and supermarkets.

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## 1. value of events and experiences and motivation to participate

This is the first of four chapters analyzing the complete survey results of consumers that have recently participated in events and experiences.

### What Motivates Event Participation

The main motivators to participate are free samples or other giveaways, discounts or special offers, to learn, and if the consumer already likes the brand or company sponsoring the event. Four years of data is provided in the table. Breaking out the findings by gender finds the following are particularly important to males:

- If they like the brand already
- Learning about the product
- If the experience looks interesting
- Company or store invitation
- If the experience looks fun
- Ability to play a game or contest

	2012%	2013%	2014%	2015%
Free samples or giveaways	70%	68%	83%	81%
A discount or special offer	46%	45%	52%	54%
To learn about the product or service	47%	51%	44%	49%
I like the brand putting on the event	Na	Na	51%	46%
If the event looks interesting	31%	33%	40%	46%
If it looks like people are having fun	17%	21%	23%	37%
Invitation to attend the event	29%	34%	21%	31%
Able to play a game or enter a contest	16%	21%	21%	29%
A friend suggests I attend	8%	10%	12%	28%
Entertainment offered	12%	15%	24%	22%
Ability to meet a celebrity	6%	10%	11%	17%
Other	6%	7%	4%	1%

Source: EMI/Mosaic EventTrack 2015

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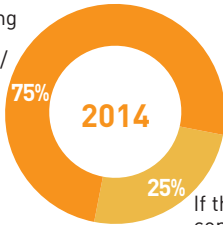




## Which Motivates Consumer Participation More – Product Interest or Trust

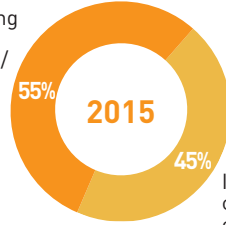
Based on the survey, in one year there has been a key change in what motivates consumers to participate more. General product interest is more of a motivator than trust again this year, but the percentage selecting trust increased from 25% last year to 45% in the new survey.

If the product or service being promoted or demonstrated/sampled is one I'm interested in



If the brand or company putting on the event is one I trust

If the product or service being promoted or demonstrated/sampled is one I'm interested in



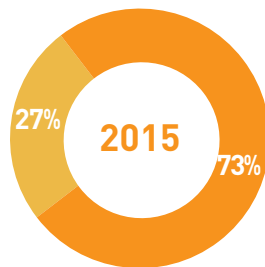
If the brand or company putting on the event is one I trust

Source: EMI/Mosaic EventTrack 2015

## Do Events for Brands and Products Already Used Motivate Continued Purchases?

The survey question was: *Do events for brands/products that you already use motivate you to keep buying that company's products or services?*

No, I'd continue to buy them anyway



Yes

Source: EMI/Mosaic EventTrack 2015

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## Industry Categories: How Influential is Seeing or Trying a Product Before Buying?

The survey asked: *How influential is seeing or trying a product or service before buying it in the following categories.* According to the consumer survey respondents the top sectors where samples and demonstrations are the most important are:

- Food products and prepared food
- Cars/trucks
- Health and beauty aids
- Apparel/clothing

	2013 % Very Influential & Influential Ratings	2014 % Very Influential & Influential Ratings	2015 % Very Influential & Influential Ratings
Food products	77%	80%	83%
Prepared food	81%	79%	83%
Cars/trucks	73%	78%	72%
Health and beauty aids	49%	56%	70%
Apparel/clothing	60%	60%	67%
Beer/alcoholic beverages	54%	70%	66%
Mobile phones/smartphones	79%	73%	65%
Computer equipment	80%	70%	63%
Motorcycles or other vehicles	63%	66%	63%
Home goods and housewares	53%	48%	61%
Non-soda beverages	58%	51%	59%
Soda	53%	46%	58%
Joining/applying for an organization	54%	56%	57%
Home furnishings	50%	38%	57%
Other electronics	76%	69%	55%
Gaming	70%	64%	54%
Educational services	51%	44%	52%
Over-the-counter drugs	33%	30%	47%

Source: EMI/Mosaic EventTrack 2015

## Length of Time Consumers Spend at Events and Experiences

The question was: *Thinking back to the last event you participated in, how long did you participate?* Half of consumers spend about two to five minutes at the experience, and 20% spend between six and ten minutes.

	2015 %
Less than one minute	16%
2 to 5 minutes	50%
6 to 10 minutes	20%
More than 10 minutes	15%

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## From the EventTrack Brand Survey – Primary Focus of Event and Experiential Marketing in 2015

The separate Brand Survey asked about the top goals and strategies for event and experiential marketing. Drive more sales was selected by 36% and build brand awareness was selected by 32%. Comparing these findings to brands with over \$10 million event and experiential budgets, finds that 45% are focused this year on driving more sales and 31% are prioritizing building the brand and increasing awareness.

	2015 %	2015 % Brands with Event Budgets >\$10 M
Drive more sales	36%	45%
Build the brand/drive awareness	32%	31%
Generate P.R./viral buzz	15%	8%
Collect leads	8%	8%
Reach more consumers	8%	6%

Source: EMI/Mosaic EventTrack 2015 -- Brand Survey

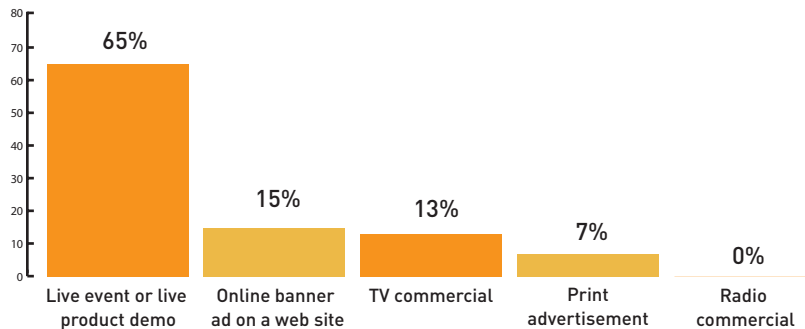
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## Marketing Mediums that Best Help Consumers Understand a Product

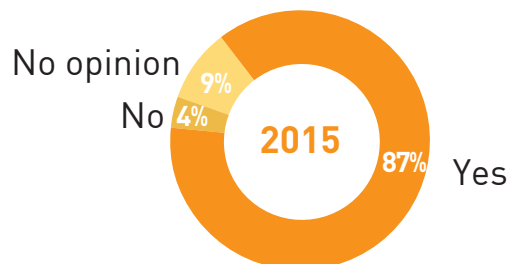
The survey asked: *Which of the following do you think best helps you understand a product?* By far, the consumers feel that live events and product demonstrations are the most effective medium to increase their product understanding. Comparing the findings by gender, finds that live demos are more important to females (77% vs. 51% selected by males).



Source: EMI/Mosaic EventTrack 2015

## Are Live Events More Effective than TV?

Another similar survey question asked if live events help consumers understand products better than TV commercials. Eighty-seven percent of the respondents indicated "yes" to this question.



Source: EMI/Mosaic EventTrack 2015

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## What Makes In-Store Events Enjoyable

The top factors that make events and experiences enjoyable are free samples, good deals, and knowledgeable and outgoing store staff. The table provides both the new data and the findings from the survey conducted in 2013 and 2014.

The areas selected more important this year compared to 2014 include:

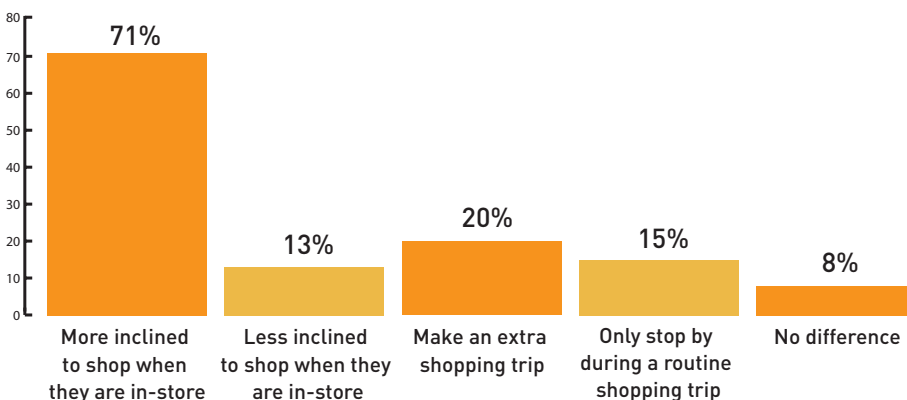
- Good deals
- Ability to try something new
- If the products are available
- Specifics of products featured

	2013%	2014%	2015%
Free sampling	51%	63%	63%
Good deals (low price, offers, coupons)	50%	52%	57%
Knowledgeable store staff or specialists	65%	58%	50%
Outgoing and engaging staff	47%	56%	49%
Ability to try something new	27%	40%	48%
The products I am shopping for are available	33%	28%	37%
Product demonstration	44%	42%	35%
Products being featured	17%	16%	32%
Understanding how a product works or is right for me	24%	23%	30%
Store staff are available when you need someone	26%	12%	30%
Fun experiences	23%	34%	28%
Makes me confident in purchasing the product	14%	15%	28%
Solutions relevant me/my family	10%	12%	20%
Special events in the parking lot	5%	7%	19%
Unique themed store events	10%	16%	17%

Source: EMI/Mosaic EventTrack 2015

## Importance of In-Store Specialists

Seventy-one percent of the respondents indicate they are more inclined to shop if they know specialists and knowledgeable help are in the store to show them products and explain services.



Source: EMI/Mosaic EventTrack 2015





II.

## perception changes and event impact on purchasing

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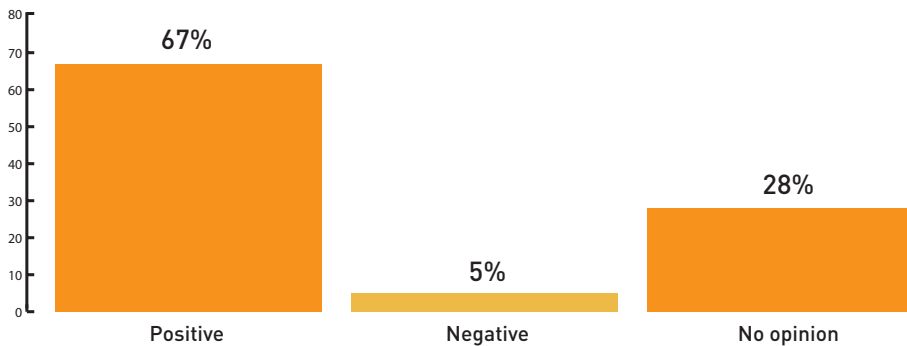


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Well run events and experiences positively influence consumer perception and drive purchases. For example, a significant 98% of the respondents said participating in events and experiences makes them more inclined to purchase the products being promoted.

### Opinion of Company, Brand or Product Before Event

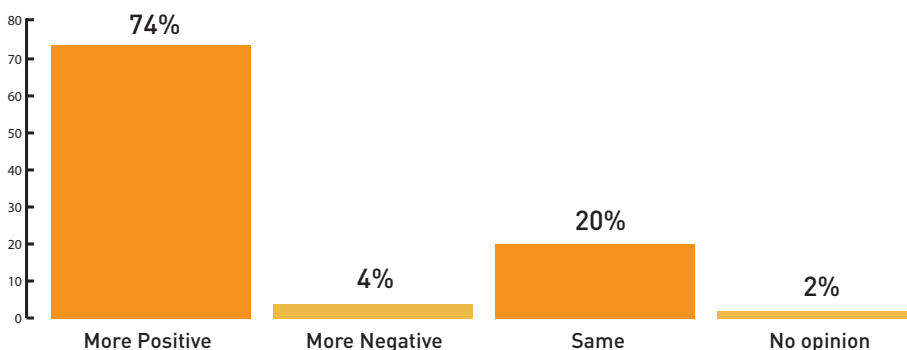
Sixty-seven percent of the consumers had a positive brand perception before they attended the recent event or experience.



Source: EMI/Mosaic EventTrack 2015

### Opinion of Company, Brand or Product After the Event

After the event 74% of the participations had a more positive opinion about the company, brand, product or service. When analyzing the findings by age groups, the largest increases of brand opinion were registered by those between 25 to 35, followed by consumers aged 36 to 45. More males (79%) vs. females (69%) indicated they had a more positive brand opinion following the event.



Source: EMI/Mosaic EventTrack 2015

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## Inclination to Purchase as a Result of Events

The survey asked: *Assuming the product or service displayed or demonstrated at the event was one you were interested in, did participating in the event make you more or less inclined to purchase?* A significant 98% of the respondents said participating in the event made them more inclined to purchase. This is up from 96% found in the previous survey.



Source: EMI/Mosaic EventTrack 2015

## Why More Inclined to Purchase?

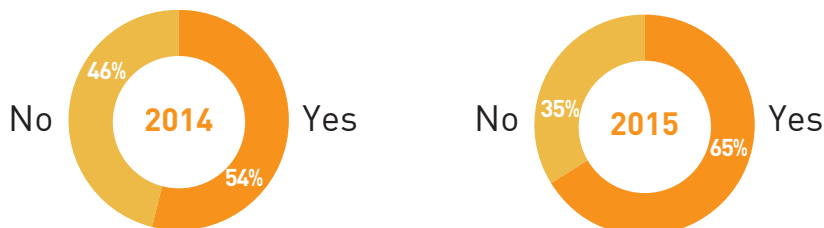
Four years of consumer survey data provided here suggests that simply trying or seeing products drive the purchase. Interestingly, simply showing that the company believes enough in the brand to provide the event, experience or demo is important to half of consumers.

	2012%	2013%	2014%	2015%
<b>Gave me the opportunity to try it</b>	72%	72%	84%	78%
<b>Showed that the company believed enough in its product or service to let me check it out</b>	41%	39%	38%	50%
<b>I was given a discount or offer that made me more likely to buy</b>	44%	40%	48%	49%
<b>Made me feel good about the product</b>	27%	27%	35%	48%
<b>The event/activity helped me realize I'd like or benefit from the product/service</b>	42%	47%	53%	47%
<b>Other</b>	2%	1%	1%	1%

Source: EMI/Mosaic EventTrack 2015

## Purchases During the Event or Visit

Sixty-five percent of the consumers this year said they purchased the product or service promoted at the event or visit. This is an increase from the 54% that said they purchased at the event in the 2014 survey.



Source: EMI/Mosaic EventTrack 2015

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### key insight

Samples Make Consumers More Likely to Purchase

No surprise, samples work. The survey asked: A sample of a product makes you...

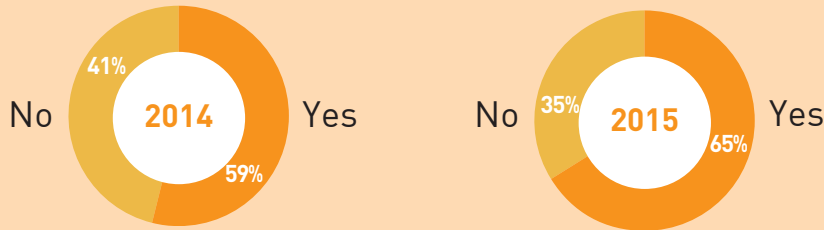
- More likely to buy that product: 89% of consumers
- Less likely to buy that product: 4%
- Doesn't impact what I buy: 7%

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## From the EventTrack Brand Survey – Are Event and Experiential Programs Correlated to Sales

The EventTrack study includes a separate detailed survey of brands that use event or experiential marketing. A key finding compared to the 2014 data is that a larger percentage of brands are directly correlating experiential marketing activity to sales.



Source: EMI/Mosaic EventTrack 2015 -- Brand Survey

### What Most Influences Purchase Decision

The survey posed this question: *If you did buy the product/service being promoted at the event, what most influenced your decision to purchase during that visit?* The key purchase decision factor is the ability to sample the product or see a demonstration. In the past year there has been a big change in the percentage of consumers agreeing with this statement "I had a better understanding of the product/service from the event", from 36% in the 2014 survey to 57% this year.

	2014%	2015%
I sampled, used, or saw a demonstration of the product/service and liked it	83%	80%
I had a better understanding of the product/service from the event	36%	57%
I was given a coupon offering a discount	34%	49%
I understood how the product/service was superior to a competitive product/service	16%	41%
The event experience made the product exciting enough to buy	19%	25%

Source: EMI/Mosaic EventTrack 2015

### Purchase Again at a Later Time (After Initial Purchase)

Eighty-seven percent of the consumers said they purchased the product or service after the event at a later date, in addition to their purchase made at the event or experience. There has been an increase over time of the event participants that say they purchase the product again following their first purchase. Consumers between 36 and 55 are the most likely to purchase the product again at a later date.

	2012%	2013%	2014%	2015%
Yes	58%	51%	68%	87%
No	42%	49%	32%	13%

Source: EMI/Mosaic EventTrack 2015

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#### key insight

Males are More Likely to Purchase During the Event or Experience

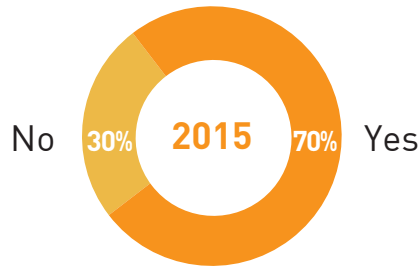
Males are more likely to buy at events and experiences than women, according to the cross-tabulated survey findings. Seventy-eight percent of males purchased at the event compared to 56% of women in the survey. The age range most likely to buy on-site are those between the ages of 25 and 35.

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## Percentage that Become a Repeat Purchasers

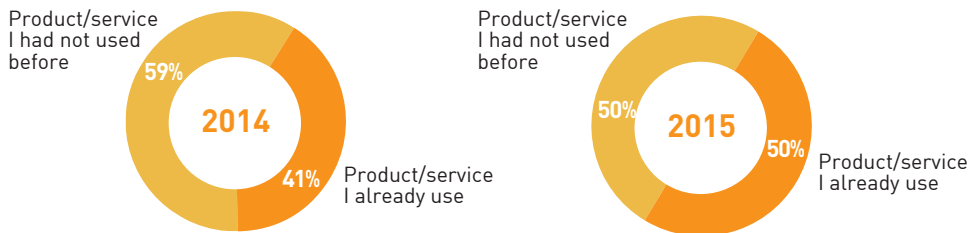
Seventy percent of event and experience participants that purchase once then become a regular repeat customer. Males are much more likely to become regular customers, based on the survey findings. The age range most likely to become a regular customer are those between 25 and 35.



Source: EMI/Mosaic EventTrack 2015

## Live Conversions Affect New and Existing Customers

Exactly half of consumers had recently attended an event or experience for a product they have already used.



Source: EMI/Mosaic EventTrack 2015







III.

### communicating the experience

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Both digital and in-person word-of-mouth that results from event and experiential marketing is significant – and the brand impact is powerful. According to the survey findings, 96% of consumers that tell a friend or family member about their experience mention the company or brand running the event.

### Consumers Attend Events in Groups

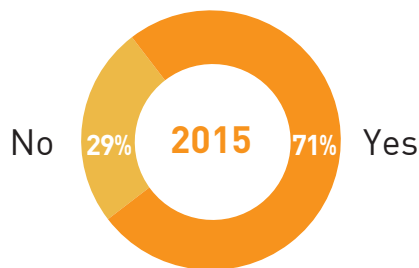
The majority of the survey respondents said that a family member or friend also attended the event or experience.

	2014%	2015%
None	30%	23%
1	39%	29%
2	19%	18%
3	8%	22%
4	1%	5%
More than 4	3%	4%

Source: EMI/Mosaic EventTrack 2015

### Consumers Share Their Experiences

Over seven out of ten of the event participants typically tell a friend or family member about their event experience. The groups most likely to share information with a family member or friend are males and people aged 25 to 35.



Source: EMI/Mosaic EventTrack 2015

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## How They Share

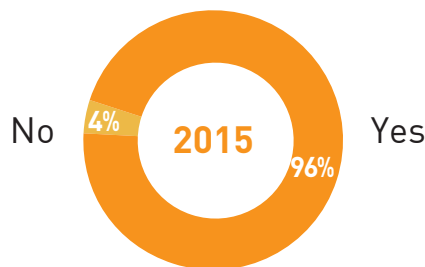
Most of the consumers tell their friends or family about the event experience in person, followed by a text message. The percentage of consumers using text messaging and social media (and email) to inform family and friends about event and experiences has increased significantly in one year.

	2014%	2015%
In Person	61%	72%
Text Message	7%	49%
Phone call	19%	46%
Social media post	8%	34%
Sent them a photo or video	na	33%
Email	1%	23%
Other	0%	1%

Source: EMI/Mosaic EventTrack 2015

## Are Companies, Brands or Products Mentioned in Discussions with Friends and Family?

A significant 96% of the consumers say they mention the company or brand running the events or the products that were promoted when discussing with family and friends.



Source: EMI/Mosaic EventTrack 2015

## How Soon After Events Friends Told About Event

Thirty-nine percent of participants tell their family or friends about the experience while at the event. This is up from 25% in 2014 and only 19% in 2013.

	2013%	2014%	2015%
While I was still at the event	19%	25%	39%
Later the same day	30%	34%	31%
Within two days	35%	25%	21%
Between two and seven days	13%	13%	8%
After one week or longer	3%	3%	1%

Source: EMI/Mosaic EventTrack 2015

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### key insight

Large Increase in Percentage of Consumers Texting Family/Friends About the Experience

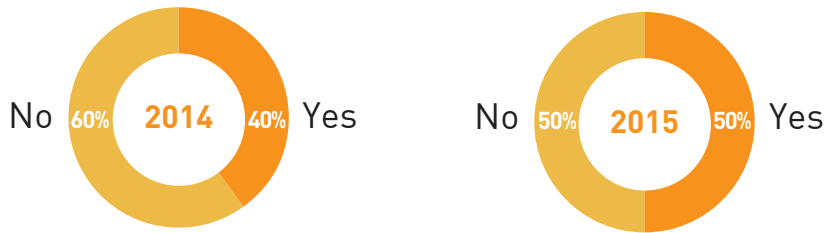
Comparing the 2014 and 2015 survey findings shows a big jump in the percentage of consumers that text about the event or experience: from only 7% last year to 49% in the new survey.

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## Consumers Would Pay to Attend Brand Events

The survey asked: *Would you pay an admission to attend a brand's event if it looked like it would be awesome?*



Source: EMI/Mosaic EventTrack 2015

## EventTrack 2015

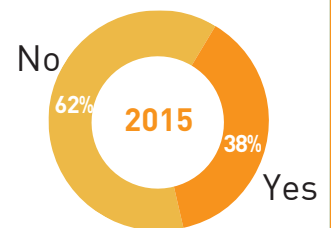
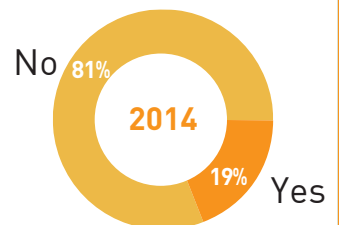


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### key insight

Large Increase in Percentage of Consumers Taking Photos or Videos at Events

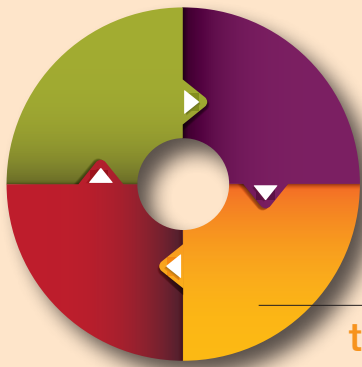
Thirty-eight percent of the consumers said they typically take a photo or video at the events.



Source: EMI/Mosaic EventTrack 2015

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## IV.

### technology and social media

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Most event and experiential marketing activities are becoming technology enhanced and integrated experiences. Event and experiential marketers are increasingly focused on making an impact beyond their live event programs and campaigns.

### Use of Devices During In-Store Events

The percentage of consumers that use their phones or tablets when in stores at events and experiences to:

	2012%	2013%	2014%	2015%
Compare pricing	29%	42%	55%	42%
Scan a QR code	18%	30%	40%	34%
Take a picture to share it with family/friends	29%	40%	51%	29%
Send a message about experiences to family/friends	18%	28%	35%	24%
Receive instant sales incentive or text	11%	24%	27%	19%
Purchased product on their device	na	Na	17%	11%
Other	1%	2%	2%	1%
None / Not applicable	53%	36%	20%	29%

Source: EMI/Mosaic EventTrack 2015

### Social Media Usage

Eighty-two percent of consumer respondents use Facebook, followed by YouTube and Instagram.

	2012%	2013%	2014%	2015%
Facebook	74%	76%	86%	82%
YouTube	39%	46%	64%	60%
Instagram	na	na	45%	47%
LinkedIn	27%	35%	68%	46%
Twitter	25%	29%	47%	46%
Pinterest	19%	16%	36%	44%
Blog(s)	na	na	10%	25%
Foursquare	na	na	16%	24%
A branded app	na	na	14%	21%
None of the above	19%	15%	3%	6%

Source: EMI/Mosaic EventTrack 2015

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## Social Media Used to Share Event Content

By far the main platform for sharing content, photos and information about events and experiences is Facebook. As the data show, most all social channels are being used by more consumers at events and experiences.

	2014%	2015%
Facebook	73%	60%
Twitter	29%	39%
Instagram	31%	36%
LinkedIn	5%	25%
Foursquare	8%	23%
Pinterest	6%	21%
YouTube	10%	18%
A branded app	5%	18%
Blog(s)	1%	18%
Other	1%	2%
None of the Above	21%	25%

Source: EMI/Mosaic EventTrack 2015

## From the 2015 EventTrack Brand Survey

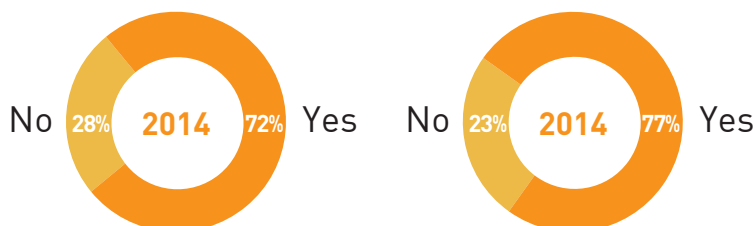
The brand survey asked for their single most used social platform. While the findings show a small decrease for Facebook and Twitter, Instagram has increased from 4% last year to 12% today in terms of the percentage of brands using tied to events.

	2014%	2015%
Facebook	49%	45%
Twitter	29%	26%
Instagram	4%	12%
LinkedIn	10%	8%
YouTube	4%	5%
Pinterest	2%	2%
Other	2%	2%

Source: EMI/Mosaic EventTrack 2015 -- Brand Survey

## Social Currency

The survey asked consumers: *Would you like a brand on Facebook or send a tweet about that brand for an immediate discount on a purchase of that company's product or service?*



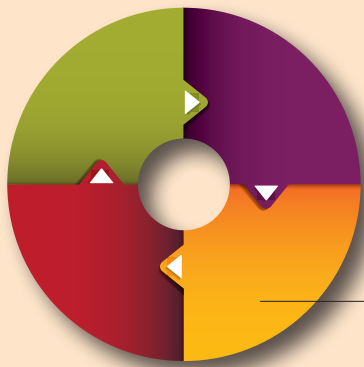
Source: EMI/Mosaic EventTrack 2015



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## conclusion

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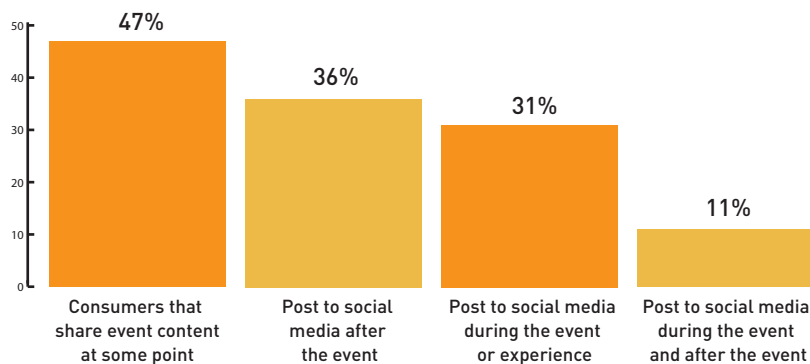


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A significant 98% of the respondents said participating in events and experiences makes them more inclined to purchase the products being promoted. Events and experiences also significantly improve brand awareness and enhance customer loyalty.

The connection between experiential marketing and technology is very strong and getting stronger. Consider that nearly half of all consumers post something about their experience on social media.

### When Consumers Post About Event Experiences



Source: EMI/Mosaic EventTrack 2015

To recap some of the key findings:

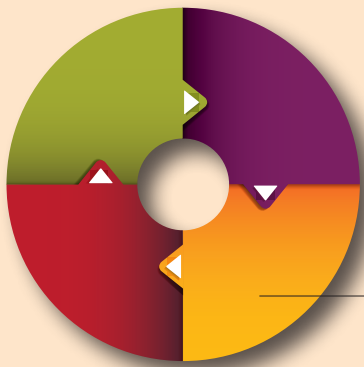
- **Events and Experiences Significantly Improve Brand Perception** – After the event 74% of the participations have a more positive opinion about the company, brand, product or service being promoted.
- **More Consumers are Purchasing During Events and Experiences** – Sixty-five percent of consumers purchase the product or service promoted at the event or visit. This finding is up significantly from the 54% found in the 2014 survey.
- **Event Participants are Very Likely to Become Regular Customers** – Seventy percent of event and experience participants that purchase once then become a regular customer.
- **Powerful Word-of-Mouth** – Ninety-six percent of consumers that tell a friend or family member about their experience mention the name of the company or brand that ran the event.

The groundbreaking annual EventTrack study monitors the continual growth and expansion of the event and experiential marketing industry. This evolution is being driven by corporate focus on interactive customer experiences and the explosion in communications technology and social media.

For further analysis also see the complete Brand Survey component of the fourth annual **EventTrack Event & Experiential Marketing Industry Forecast & Best Practices Study**.

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## Methodology & About the Respondents

In March and April 2015, the Event Marketing Institute invited a wide-range of consumers to participate in a research survey. The invitations were sent via email and 1,620 responded.

### Gender

	%
Male	41%
Female	59%

### Age

	%
Under 25	24%
25 to 35	41%
36 to 45	13%
46 to 55	9%
56 to 65	9%
Over 65	5%

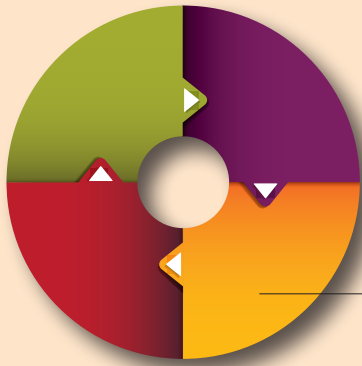
### Location

	%
U.S.	58%
Canada	42%

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## Appendix I: Consumer Survey Verbatim Responses

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### Consumers Describe Memorable Events or Experiences

The survey asked an open-ended question: *Please describe a particularly memorable event or experience that you have seen or participated in – and describe why it was memorable?* Some of the verbatim responses include:

- “A memorable experience was receiving a free coffee brewer. It was a great experience being served free coffee, staff was knowledgeable, and to top it off we got a free brewer!”
- “A Microsoft ‘trailer’ came to my campus and we could go inside and try all the Microsoft electronics, which was fun.”
- “An in store demo, because it was super interactive and we received samples when it was over.”
- “An on campus activation for Schick razors, giving out free samples for a ‘confident shave’ paired with a mock elevator and interview coach for students to be confident during their elevator pitches! Great for students to interact with the brand, gain a product and educational tips for public speaking and pitching ideas.”
- “Brand sampling at bars makes you more inclined to purchase that beverage in the bar, then again in the liquor store. Event was interactive and involved crowd participating in little games to win novelty branded prizes.”
- “Bud Light promo, gave away samples of the beer as well as branded promo materials then they gave away tickets to sensation. It was memorable because of the amount of things they gave away and the presentation of the giveaway was great, also the prizing really suited the brand.”
- “Chance to cook with a favorite Chicago chef to try out Chobani yogurt in sweet and savory applications.”
- “Coffee promotion in a grocery store. You could order any type of coffee you wanted from a barista and it was free. Definitely worth the wait and I was also educated while it happened.”
- “Demonstration of a clothes iron in Costco. Demonstrator allowed me to use the iron on the demonstration fabrics to see that what he was advertising was accurate because I was easily able to reproduce the presented results.”
- “Downy - broke world record for most hugs given by a group. Felt nice to be a world record holder.”
- “Enthusiastic people who know what they are talking about.”
- “Free trial of a dry-cleaning service. they offered potted plants and one free dry-cleaning service as in return for following them on social media. It

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was memorable because the event set-up was very small, but there were many staff members.”

- “I love any promotional event where the brand ambassador is doing a good job of talking passionately about the product and engaging me in the conversation about whatever they are promoting and not just talking at me.”
- “I love free samples and coupons.”
- “I love where the person demonstrating the product is engaging and interactive. I like when they know the answers to the questions I have.”
- “I really liked my local sports nutrition store’s demo when they had a strong man come in and tear phone books.”
- “I think it was most memorable when I got to try the product first hand and got to take the sample home.”
- “Knowledgeable staff, answered questions.”
- “Loved the interactive part of the event.”
- “Rogers had an interactive experience at the leaf game that was quick and easy, and you received free touch-screen leaf branded gloves that worked very well. The experience was memorable because the gift was so great—they worked really well and the gloves were relevant to the experience.”
- “TD Canada Trust Photo Booth at the Downtown Oakville Jazz Festival. It was memorable because the staff were fun and encouraged you to dress up and use the instruments props in the photo with your friends/family. They take your photo and create a custom CD cover with your photo to take home with you. The CD also had information about products and services offered by TD. It was a fun and memorable experience.”
- “The best events are when the demonstrators let the product speak/taste/look for itself.”
- “Virgin Mobile Launch party, free to attend, VIP experiences for RSVP’s, valet parking included, open bar, and Sir Richard Branson. Providing each attendee with a great experience without submitting them to pressures of becoming advocates. Show us a good time and I will always remember this brand experience.
- “Xbox has had some really fun events for game launches. The reasons why they’re so memorable is because the set up looks amazing and makes you feel like you’re actually in the game, you get to play the games before they are even on sale, and you often get a chance to win some great prizes.”

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## Consumers on How Retail or Other Marketing Events and Experiences Can be Improved

The survey asked this question: *How can consumer retail or other marketing events and experiences be improved?* Select verbatim responses include:

- “Actually engage, don’t just show. Make it a cool experience, something where you and maybe a friend get picked to help with something. Similar to a science demonstration, it’s boring and nobody would stop to watch unless they’re involved or something is exploding.”
- “Allow the salespeople/workers/etc. to focus on the individual customer and their needs. When a retailer treats me with respect, and forms a connection with me, I feel more obligated to buy their product. And if I do not buy it, I at least feel more positive about the company. And free samples are great as well!”
- “Always give an incentive for staying and watching the event (free item or buy 1 get 1 free).”
- “Always have fun, memorable, interactive components and either a giveaway or contest.”
- “Always have knowledgeable sales people.”
- “Always having samples and not being too pushy.”
- “Attentive to customers, know who wants to be serviced quickly and who is the type who is looking to have a conversation about the product.”
- “Become more personal and provide a lot of samples because usually at events they run out and it ruins the whole atmosphere.”
- “By including the audience more in certain demonstrations.”
- “Connect more with customer and not so by a script.”
- “Continue to be different and not seem like a ‘sales pitch’, but a conversation with potential mark.”
- “Demonstrations and discounts!”
- “Extremely knowledgeable and friendly reps make for a great experience.”
- “Focus on consumer engagement versus direct sales marketing. If a potential buyer falls in love with a product they will continue to invest in it versus feeling pressure to purchase and thus associating a negative experience with a good product.”
- “Free samples and discounts in one.”
- “Free samples of products let you ‘test drive’ at no risk.”
- “Friendly, engaging promotional staff. Good product with free samples. Interactive experience.”
- “Give a wider range of samples and information about the product.”
- “Hold more in-person events and promote/notify customers beforehand regarding sampling or events in-store. In this way, they will know that the brand will be at the store and can make a special trip for that brand if it something that they are interested in.”
- “I find reading online reviews is the most important part of making a bigger purchase. Having access to reviews would help convince me.”
- “I think that consumer retail/marketing events/experiences can be improved by getting the word out about it more. When I walk around the mall, I see plenty of offers and events, however elsewhere, there is little to abso-

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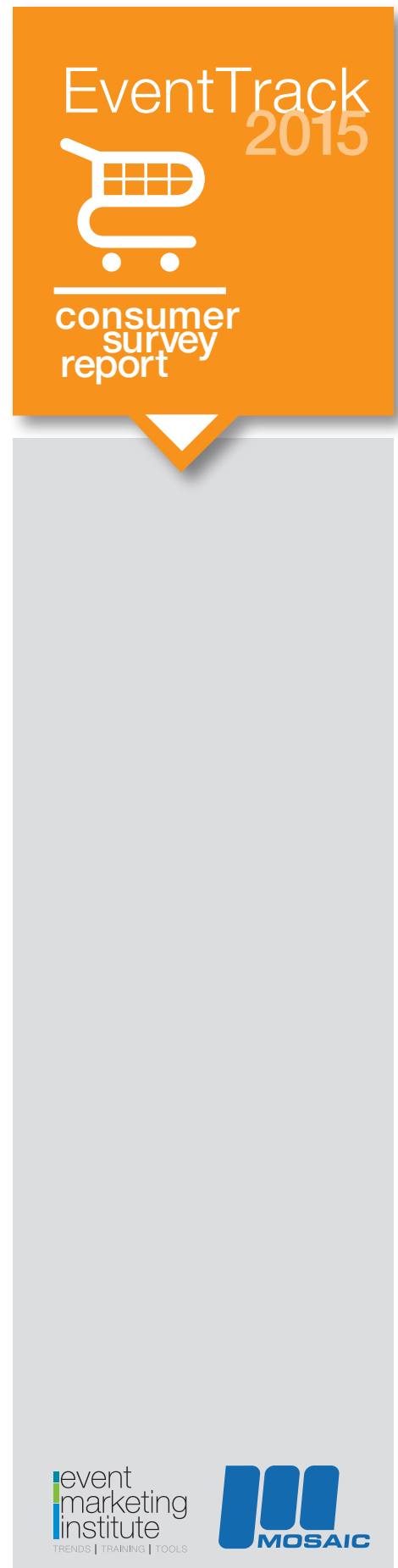
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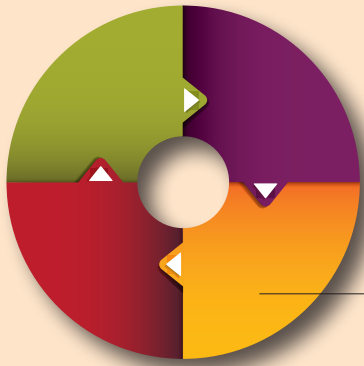
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lutely no advertisement regarding the events/offers in my locality.”

- “I think using social media sites and utilizing those avenues to send out coupons, discounts, promos, etc. is a great way to draw people in. I also think that online shopping is another good way to access customers. Loyalty and rewards programs are also great incentives.”
- “It needs to be more interactive.”
- “Provide a coupon with the sample.”
- “Instead of jumping on a customer as soon as they come in, give them a minute to scope and then pounce. That way people aren’t rushed. As well, marketing events with smaller groups of people involved adds to the experience for the consumer and should be implemented.”
- “Show me why I want the product all the time – be generous and show a true passion for food/health and show me why I want this product in my everyday life.”
- “Train demonstrators to be more approachable and less pushy/aggressive trying to sell the product. Give away coupons so there is a little more incentive to purchase the product again, and also to remind customers to go buy it.”
- “Train the event specialists to know all there is to know about the product, prep them for questions they may receive and how to respond to negative criticism. Also how to engage consumers in participating in the event.”
- “You can’t really go wrong with happy people and free stuff. Maybe more pre-event advertising would help, however it is sometimes nice when you get free sample drinks at the bar.”





## Appendix II: Cross-Tabulated Survey Results

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This appendix provides the survey data broken-out by the results to these questions:

- What is your gender?
- Please check your age category.

**Which of the following do you think best helps you understand a product?**

	Male	Female	Under 25	25 to 35	36 to 45	46 to 55	56 to 65	65+
<b>Live event or live product demo</b>	51%	77%	83%	44%	65%	77%	93%	90%
<b>TV commercial</b>	14%	10%	9%	19%	19%	10%	0%	2%
<b>Print advertisement</b>	6%	8%	4%	9%	11%	8%	3%	2%
<b>Online banner ad on a web site</b>	29%	4%	4%	29%	5%	4%	4%	5%
<b>Radio commercial</b>	0%	0%	0%	0%	0%	1%	0%	0%

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## What motivates you to participate in these types of events?

	Male	Female	Under 25	25 to 35	36 to 45	46 to 55	56 to 65	65+
A company or store invitation to attend the event	51%	18%	11%	53%	31%	4%	15%	19%
Free samples or other giveaways are available	75%	85%	91%	77%	69%	85%	85%	71%
I like the brand or company putting on the event	56%	40%	39%	63%	40%	23%	27%	29%
To learn about the product or service being promoted	61%	42%	33%	57%	50%	49%	48%	62%
A discount or special offer is provided	58%	54%	62%	56%	39%	49%	52%	55%
Able to play a game or enter a contest or drawing	38%	25%	34%	41%	15%	10%	12%	12%
If it looks like people are having fun	54%	26%	33%	55%	34%	9%	4%	14%
If the event looks interesting	60%	34%	44%	63%	35%	27%	23%	26%
A friend or family member suggests we attend	46%	17%	14%	52%	20%	8%	10%	10%
Entertainment offered	36%	13%	18%	36%	13%	4%	4%	2%
Ability to meet a celebrity	31%	8%	14%	30%	4%	3%	3%	10%
Other	1%	2%	1%	0%	1%	4%	4%	2%

## Would you say that the live event helped you understand the product or service better than a, say, TV commercial about the product would?

	Male	Female	Under 25	25 to 35	36 to 45	46 to 55	56 to 65	65+
Yes	93%	82%	79%	93%	82%	81%	85%	98%
No	2%	5%	6%	1%	9%	3%	10%	0%
No opinion	5%	13%	15%	6%	9%	16%	5%	2%

## How did you feel about the company, brand or product/service that provided the event or activities after your participated?

	Male	Female	Under 25	25 to 35	36 to 45	46 to 55	56 to 65	65+
More Positive	79%	69%	60%	85%	78%	68%	66%	66%
More Negative	7%	2%	3%	5%	11%	1%	0%	0%
Same	12%	26%	32%	10%	9%	29%	34%	32%
No opinion	1%	2%	24%	0%	2%	1%	0%	2%

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Assuming the product or service displayed or demonstrated at the event was one you were interested in, did participating in the event make you more or less inclined to purchase?

	Male	Female	Under 25	25 to 35	36 to 45	46 to 55	56 to 65	65+
More inclined to purchase	97%	98%	96%	99%	97%	99%	97%	97%
Less inclined to purchase	3%	2%	5%	1%	3%	1%	3%	3%

If more inclined to purchase, why?  
(Please check your top three reasons.)

	Male	Female	Under 25	25 to 35	36 to 45	46 to 55	56 to 65	65+
Gave me the opportunity to try it out first	80%	80%	85%	78%	75%	82%	75%	73%
Showed that the company believed enough in its product or service to let me check it out	67%	39%	31%	74%	40%	29%	39%	39%
Made me feel good about the product	66%	34%	40%	63%	47%	30%	31%	24%
The event/activity helped me realize I'd like or benefit from the product/service	58%	41%	40%	60%	38%	35%	39%	32%
I was given a discount coupon or special offer that made me more likely to buy	52%	48%	56%	44%	42%	53%	58%	46%
Other	1%	2%	1%	1%	2%	1%	3%	5%

Did you buy the product/service being promoted at the event during that visit?

	Male	Female	Under 25	25 to 35	36 to 45	46 to 55	56 to 65	65+
I sampled, used, or saw a demonstration of the product/service and liked it	79%	80%	85%	84%	60%	77%	83%	95%
I had a better understanding of the product/service from the event	76%	38%	33%	83%	38%	27%	17%	18%
I understood how the product/service was superior to a competitive product/service	63%	23%	24%	62%	32%	13%	3%	14%
I was given a coupon offering a discount	60%	40%	51%	52%	47%	40%	38%	36%
The event experience made the product exciting enough to buy	38%	14%	19%	37%	8%	8%	10%	27%
Other	0%	0%	1%	0%	0%	0%	0%	0%

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### Did you buy the product/service being promoted at a later time?

	Male	Female	Under 25	25 to 35	36 to 45	46 to 55	56 to 65	65+
<b>Yes</b>	96%	78%	71%	94%	89%	81%	78%	67%
<b>No</b>	4%	22%	29%	6%	11%	19%	22%	33%

### Did you buy the product or service again after your first purchase?

	Male	Female	Under 25	25 to 35	36 to 45	46 to 55	56 to 65	65+
<b>Yes</b>	33%	37%	39%	29%	55%	33%	40%	25%
<b>No</b>	67%	63%	61%	71%	45%	67%	60%	75%

### Have you become a regular customer of this product or service?

	Male	Female	Under 25	25 to 35	36 to 45	46 to 55	56 to 65	65+
<b>Yes</b>	84%	58%	45%	87%	77%	61%	57%	52%
<b>No</b>	16%	42%	55%	13%	23%	39%	43%	48%

### Did you take any photos of videos at the event?

	Male	Female	Under 25	25 to 35	36 to 45	46 to 55	56 to 65	65+
<b>Yes</b>	69%	15%	11%	71%	43%	9%	4%	7%
<b>No</b>	31%	85%	89%	29%	57%	91%	96%	93%

### When participating in an in-store event have you used phone or tablet to do any of the following?

	Male	Female	Under 25	25 to 35	36 to 45	46 to 55	56 to 65	65+
<b>Compare pricing</b>	56%	33%	38%	57%	39%	27%	18%	10%
<b>Scan a QR code to get more information</b>	58%	16%	14%	58%	36%	18%	7%	0%
<b>Take a picture to share it with family/friends</b>	32%	28%	33%	36%	26%	17%	14%	12%
<b>Send a message about my experiences to family/friends</b>	29%	20%	29%	27%	26%	14%	10%	2%
<b>Receive instant sales incentive or text</b>	19%	19%	18%	27%	16%	8%	8%	2%
<b>Purchased the product for less money on a web site</b>	13%	10%	15%	12%	7%	12%	4%	2%
<b>Other</b>	0%	1%	1%	0%	1%	1%	1%	0%
<b>None</b>	13%	41%	30%	9%	29%	59%	67%	81%

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**Do you tell any of your friends or family who were not at the event about your experience?**

	Male	Female	Under 25	25 to 35	36 to 45	46 to 55	56 to 65	65+
<b>Yes</b>	84%	60%	55%	87%	73%	60%	49%	62%
<b>No</b>	16%	40%	45%	13%	27%	40%	51%	38%

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## about Mosaic



Mosaic is among the fastest growing marketing agencies in North America. Utilizing its People as Media™ approach, Mosaic delivers fully integrated solutions that connect with consumers at every point along the path to purchase. With Brand Ambassadors at the core of every experience, Mosaic executes thousands of consumer events and retail visits across North America each year, making one-to-one consumer connections in store, online and in the community.

Mosaic's U.S. operations are headquartered in Dallas, Texas, with offices in Chicago, Illinois, and Bentonville, Arkansas. Its Canadian operations are headquartered in Mississauga, Ontario, with offices in Toronto, Ontario and Laval, Quebec. Recently acquired by Acosta Sales & Marketing, Mosaic now operates under Acosta's marketing arm, AMG.

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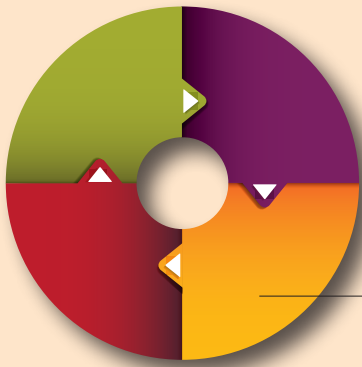
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## about the Event Marketing Institute

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The mission of the Event Marketing Institute is to help our members enhance their professional performance by providing comprehensive education, research, and analysis related to emerging trends and insights into event marketing strategy, as well as creating a growing list of productivity tools and professional networking opportunities to foster information exchange. To learn more go to [eventmarketing.com](http://eventmarketing.com).

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