

Experiential Marketing Content Benchmarking Report

EventTrack 2017

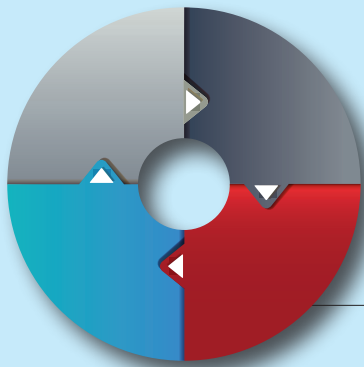
SIXTH ANNUAL
EDITION

**Survey of Consumers & Brands
on the Power of Experiential
Content Creation, Capture &
Sharing**

special report by

eventmarketer





Introduction

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EventTrack: Experiential Marketing Content Benchmarking Report – How consumers and brands are capturing and sharing branded experiential content

Welcome to the sixth edition of the Mosaic and Event Marketer *EventTrack Study*, which uniquely monitors the growth of the experiential marketing industry from the perspective of leading brands and consumers. This unique study quantitatively tracks how consumers and brand marketers create, capture and share content at events and experiences.

This report analyzes in-depth survey data to offer insights across the full range of event and experience content capture and sharing strategies and tactics. Some of the key areas covered include:

- The powerful impact of experiential content sharing.
- How video in particular significantly improves brand perception and drives sales.
- What and how consumers create, capture and share event content.
- How consumers value receiving branded experiential content shares from their friends.
- Why and how brands generate an increasing amount of content around their events and experiences.
- How brands are measuring their content sharing programs.

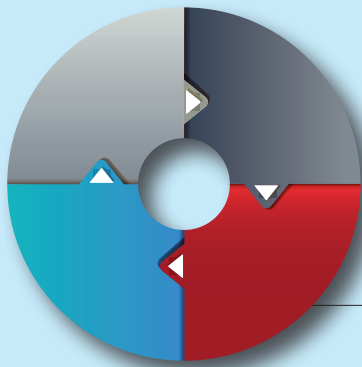
The analysis is based on surveys of a wide cross-section of consumers as well as leading event marketing brand executives. The consumer analysis includes select breakouts by gender and age. The brand survey respondents represent many of the largest corporations with experiential marketing programs in the world. This is the second EventTrack study to focus on the power of branded experiential content generation and sharing.

Mosaic and Event Marketer thank all of the respondents for their invaluable contribution to the study.



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Methodology

Between February and March 2017 Mosaic and Event Marketer conducted surveys of a cross-section consumers in the U.S. and Canada as well as leading brands. The surveys were conducted via email. The brand respondents were offered an incentive to receive a summary of the findings.

About the Consumer Survey

The consumer survey received responses from consumers in the U.S. and Canada that recently participated in branded events and experiences. The survey of consumers received 1,200 responses. Some of the consumer demographics include:

- The gender breakout is split evenly among females and males.
- Exactly half of the respondents are based in the U.S. and the other half live in Canada.
- Eighteen percent are between the ages of 18 to 24, and 33% are between 25 and 34.

Consumer Respondents Age Distribution

	All %
0	1%
1 to 5 times	48%
6 to 15 times	35%
16 to 50 times	11%
Over 50 times	5%

About the Brand Survey

The brand survey respondents represent many of the largest corporations and brands in the world with experiential marketing programs. The brand survey received 544 responses.

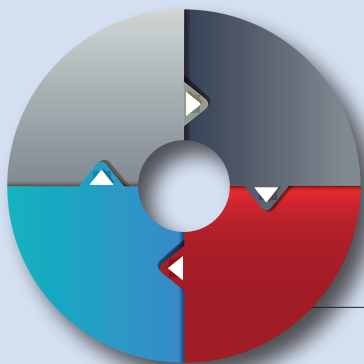
The survey polled leading brand marketers at large companies in a range of categories including technology, financial services, retail, beverage, medical and pharmaceutical, entertainment and media, consumer packaged goods, automotive and other important sectors. Forty-two percent of the respondents hold executive-level and director titles.

The confidence level for both surveys is 95%. Additional information on both respondent groups is provided in the Appendix.

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Branded experiences and social content have a unique and powerful relationship. There is no other marketing medium that provides anywhere near the power of live experiences to generate authentic customer content that event participants share enthusiastically with their friends, family and social networks. For decades, one of the most powerful marketing goals has been to generate word of mouth recommendations between friends, family and colleagues. Today word of mouth is social media content shares. And the most effective content shares are very often generated from branded experiences and events.

Branded Event Content Significantly Improves Brand Perception – and Increases Purchase Intent

The EventTrack study quantitatively tracks how consumers and brand marketers create, capture and share content at events and experiences. Some of the key insights and research findings include:

- **Video from branded experiences significantly improves brand perception** — 78% of consumers say they feel better about a brand after viewing video from branded experiences and events.
- **Branded experience videos positively impact consumers' purchase decision** — over two-thirds of consumers say watching branded experience videos make them more likely to purchase the brand as a result.
- **Consumers say receiving shared content from friends is very powerful** — 72% of consumers say friends' posts about branded experiences makes them more likely to purchase the brand.
- **Consumers capture and share multiple pieces of content at branded experiences** — 50% of consumers capture and share between two and five photos, videos or social posts; and 14% share more than six posts.
- **Brands understand the power of branded experiential content, but are still playing catch-up** — overall brands lag consumers in terms of embracing the content generation and sharing trend. Nearly all consumers capture and share something related to the branded experiences they attend, but only 53% of brands *always* or *frequently* capture or create content at their experiences and events. Many brands are simply missing the full value of this opportunity.
- **Video is the future** — over the next few years, by far, brands say their number one experiential content focus will be on capturing, leveraging and sharing more video at their events.

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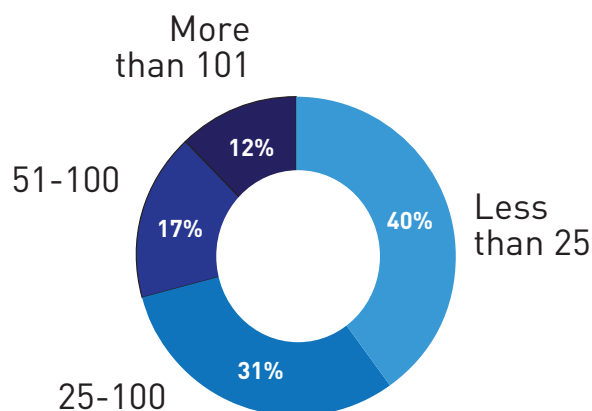
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Additional Key Consumer Survey Findings

Figure 1: Number of Reactions and Comments to Consumer Posts About Brand Experiences

When consumers post content and information about their branded experiences the majority receive more than 25 reactions and comments. Twenty-nine percent of consumers say they typically receive over 50 reactions and comments.

Survey Question: [How many people reacted or commented to your post\(s\) for this brand experience?](#)



Content shares can amplify the event and experience and reach a significant additional multiple of the on-site participants. For example, some major IT events with thousands of on-site attendees reach millions of non-attendees worldwide usually with video streams and clips.

Figure 2: Facebook Posts, Photo Sharing and Instagram Posts are the Top Three Types of Branded Experiential Content Posts by Consumers

By far, Facebook is the top consumer social media platform to post or share branded experience content, followed by sharing photos via various platforms. Instagram is the third most used platform to share event content by consumers.

The survey question was: [What kind of posts did you make for this brand experience?](#)

	Consumers %
Facebook posts	67%
Photos	41%
Instagram posts	36%
Text messages	33%
Snapchat posts	26%
Tweets	26%

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Figure 3: Why Consumers Think Their Friends Post About Branded Experiences

Survey Question: *Why do you think your friends post about the branded experiences they've participated in?*

It's simple – when consumers receive shared content from their friends about branded experiences they think the friend likes the brand and had a good experience. Brands need to think about why their target audiences are motivated to seek out and share content, and develop strategies that fit best with each consumer segment. They also need to think about how this content may be viewed by those that receive the shared content.

	Consumers %
They like the brand	43%
They liked the experience the brand created	24%
They want to recommend the experience to others	13%
They want to show others that they're doing something cool	9%
The brand gave them an incentive to do so	3%
They want to make us think we're missing out	2%
They want to have something to remember the experience by	2%
They disliked the experience the brand created	2%
They dislike the brand	1%
They want to increase their social followers	1%

Additional Key Brand Findings

Branded Experiential Content Accomplishes a Wide Range of Marketing Goals

Brands use events and experiential marketing to accomplish a range of goals, and their event content strategies are no different. More than half of brands have five or more key goals for their experiential and event content capture and content initiatives. As the chart shows, these are – create content for social media; amplify the reach of experiential efforts; drive consumer engagement; drive traffic; and create sizzle reels.

Figure 4: Why Brands Capture and Create Event and Experiential Content

	Brands %
Create content for social media platforms and campaigns	70%
Amplify the reach of experiential marketing efforts	61%
Drive consumer/customer engagement at the event	57%
Drive traffic/attendance to events	56%
Create internal or customer sizzle reels/presentations	55%

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Figure 5: Brands are Using Their Event Created Content Faster – and Nearly Half Use Content the Same Day as the Event

In only one year brands have gotten much faster at using their content. Forty-four percent of brands say they use their content the same day of the event, compared to only 20% of brands that said this last year.

	Brands in 2017	Brands in 2016
That day	44%	20%
That week	34%	42%
That month	11%	14%
Within 30 days	6%	19%
Within 90 days	3%	2%
Longer than 90 days	2%	3%

Brands Know Consumers Sharing Branded Experiential Content Have Higher Brand Awareness

Nearly 70% of brands say they have data that shows consumers that share branded experiential content have a measurably higher level of brand awareness than customers that do not share.

Figure 6: Consumers/customers that share branded experiential content have a higher brand awareness than those that do not share.

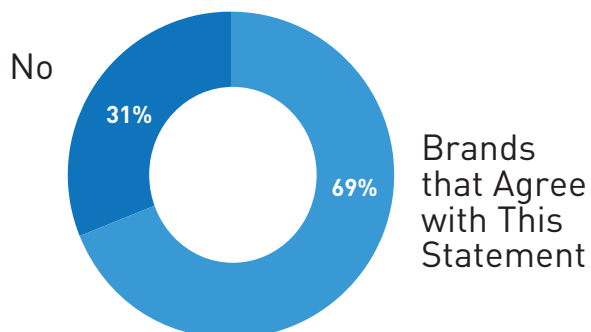
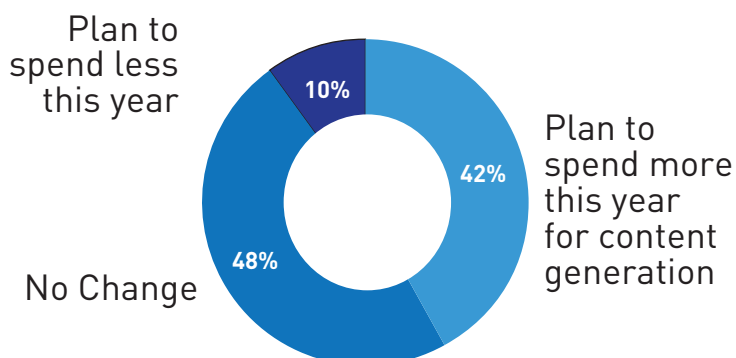


Figure 7: Event Content Budget Change 2017 vs. 2016

The importance of event content is to connect to brands is seen in the finding that 90% of brands will increase or maintain their budget for content development, capture and sharing efforts in 2017.



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The Branded Content and Video Opportunity for Marketers

The branded experiential content opportunity for marketers is powerful and multifaceted. Nearly all consumers say they capture and share content at the branded experiences and events they attend. The opportunity for brands is to more effectively leverage this content and sharing activity.

It's important to understand a brand is no longer what it says it is – it's what consumers collectively decide it to be. Consumers are telling their own stories about their experiences, often through social media content. The opportunity is for brands to be part of these individual stories. Additional aspects of the opportunity include:

- Content shares via social media significantly amplify the reach of events and experiences by reaching an increased multiple of the on-site participants.
- Video in particular is expected by brands to become their main content focus over the next few years – and as the study shows branded videos are very powerful tools to significantly improve brand perception and drives sales.
- Brands need to add photo and video worthy areas and moments at their events and experiences.
- Consumers say engaging with branded experience content improves their brand perception and influence purchases.
- Consumers also say when they receive branded experiential content from their friends that this also improves their brand perception and increases their purchase likelihood.
- Quality content and sharing experiences drive consumer engagement at events.
- Marketers should program their sharing tools to automatically include event or brand hashtags.
- Experiential content such as photos and increasingly video is often repurposed by brands for other marketing campaigns and media placements. Content can be leveraged in traditional channels beyond only digital to create cost efficiencies and increase ROI.

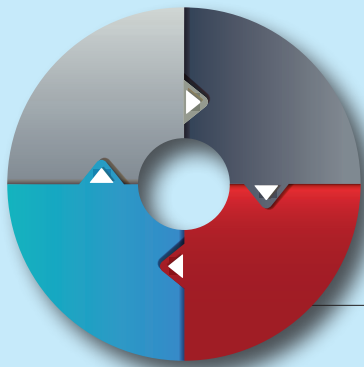
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About Mosaic



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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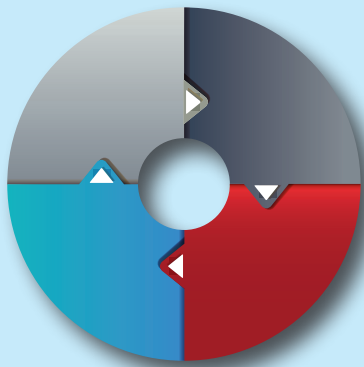
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