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The Event & Experiential Marketing Industry Forecast & Best Practices Study

EventTrack 2018

SEVENTH ANNUAL EDITION

Survey of Consumers & Brands on the Impact of Event and Experiential Marketing

special report by

eventmarketer

MOSAIC

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Table of Contents

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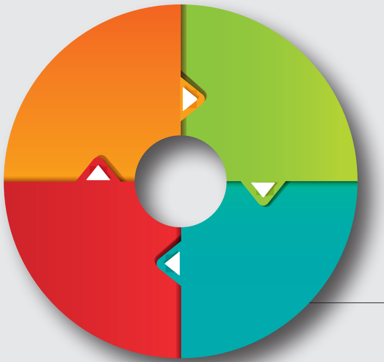

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2018

Introduction

EventTrack: The Event & Experiential Marketing Industry Forecast & Best Practices Study – analysis of consumers and brands on the impact of event and experiential marketing

Welcome to the seventh edition of the Mosaic and Event Marketer EventTrack Study, which uniquely monitors the growth and expansion of the experiential marketing industry. EventTrack is unique in analyzing the industry from the perspective of both leading brands and consumers.

New in this year's report is analysis of admission fee-based events. Some of the key areas studied in the report include:

- How events and experiences significantly improve brand perception and drive sales
- What consumers value most at events and experiences
- What motivates consumers to participate and purchase
- How events and experiences change brand perception
- What makes events memorable to consumers
- The biggest opportunities for brands
- Brands' budget growth outlook
- And many more insights and benchmarks

The analysis is based on surveys of a wide cross-section of consumers as well as leading event marketing brand executives. The brand survey respondents represent many of the largest corporations with experiential marketing programs in the world.

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

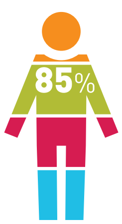
EventTrack 2018

Executive Summary

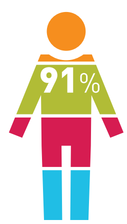
There are four overarching key insights from the new EventTrack survey of consumers and brands.

Key Insight #1: *Events and experiences work very powerfully to drive sales – and significantly improve how consumers feel about and perceive brands.*

Eighty-five percent of consumers are likely to purchase after participating in events and experiences, and over 90% have more positive feelings about brands after attending.



% of consumers likely to purchase after participating in events and experiences

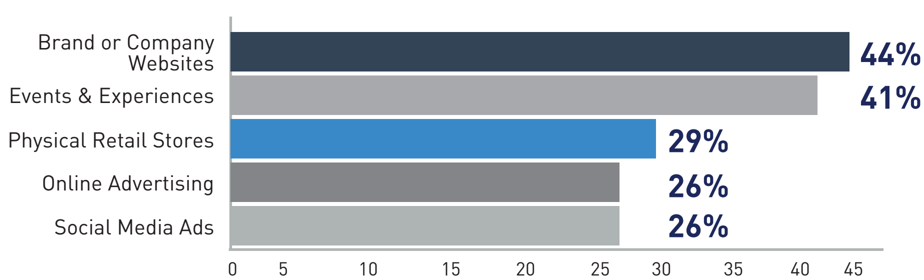


% of consumers with more positive feelings about brands after attending events and experiences

Key Insight #2: *Event and experiential marketing continues to break away from other advertising and marketing channels in terms of effectiveness and value to consumers.*

By a significant margin, consumers say the top two advertising channels that best help them understand the benefits of products and services are brand websites and events and experiences. Essentially all other marketing channels and brand-controlled information sources are considered secondary to consumers.

Consumers Rate the Best Advertising Methods to Understand Product Benefits



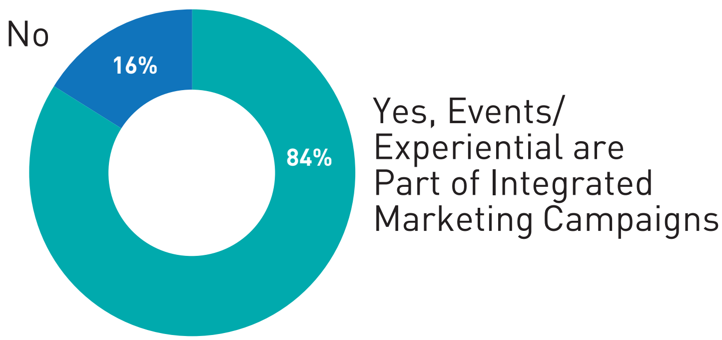
Corporate marketing teams continue to invest in events and experiential. Marketers continue to shift events and experiential from a focus on raising brand awareness and simply displaying products in front of consumers, to become a critical channel that drives sales and closely integrates with other campaigns.

EXECUTIVE SUMMARY

Key Insight #3: *Events and experiences are a key part of integrated marketing campaigns at 84% of brands.*

The findings show the trend is to integrate events and experiences more closely with wider corporate marketing campaigns. As one brand event marketing executive wrote in the survey, their biggest opportunity is "full integration of messaging and execution throughout all programs and communications organization-wide with a defined strategic goal."

Is Event and Experiential Marketing a Key Part of Integrated Marketing Campaigns?



Key Insight #4: *Event and experiential marketing continues to shift from a focus on raising brand awareness to sales and measurement.*

This is a continuation of a long-term trend. The top two performance metrics event and experiential teams provide to senior management are sales impact reports and social media activity and digital engagement assessments.

As other marketing channels and media are being disrupted by technology and rapid shifts in consumer buying and media consumption habits, events and experiential marketing has become more important to corporate marketing teams and more highly valued by consumers.

Additional Key Consumer Survey Findings

What Most influences Decision to Purchase at Events and Experiences

The primary purchase decision factor by far is getting a sample or seeing a product demonstration, according to nearly half of consumers. Better understanding the product and receiving a coupon or discount are also influential.

	Consumers %
Sampled, used or saw a demonstration of the product	47%
Had a better understanding of the product from the event	16%
Coupon offering a discount	11%

One-Third of Consumers Have Paid an Admission Fee to Attend a Brand Event

Overall, one-third of consumers have paid an admission fee to attend at least one event put on by a brand in the last year. The most common type of fee-based event and experience are exclusive concerts, followed by branded events.

Consumers Recommend How to Improve Brand Events and Experiences

The survey asked consumers to describe a particularly memorable event or experience that they attended. Based on the consumers' responses, some of the key themes and recommendations that resonate for brands include:

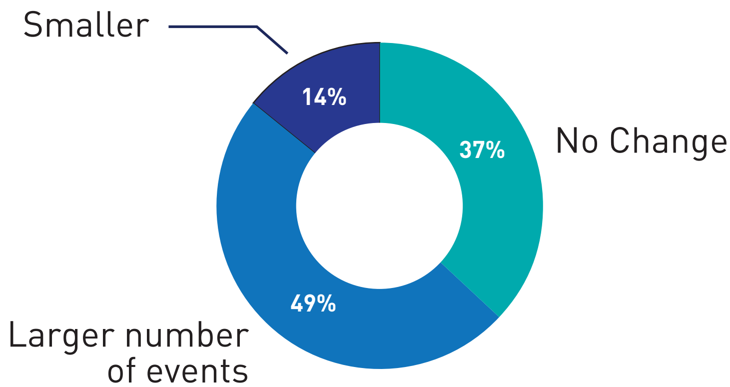
- Make the experience welcoming
- Know the audience
- Provide interactive games or competitions
- Inform and educate
- Show how the product works
- Provide samples
- Staff events and experiences with knowledgeable brand ambassadors
- Provide a sense of discovery
- Offer an emotional tie
- Be entertaining

About the Consumer Survey Respondents: The consumer respondents are split 50%/50% by gender. The consumers are also evenly split between being based in the U.S. and Canada. The age ranges are in thirds: 18 to 24 years old (33% of the respondents); 25 to 34 (33%), and 35 to 54 (33%). The most often attended type of events and experiences are in-store demonstration or sampling experiences, according to the consumer survey respondents.

Additional Key Brand Survey Findings

Eighty-Six Percent of Brands are Increasing or Managing the Same Number of Events and Experiences in 2018 vs. 2017

A significant 86% of the brand respondents say they will execute more or the same number of event and experiential programs this year compared to 2017.

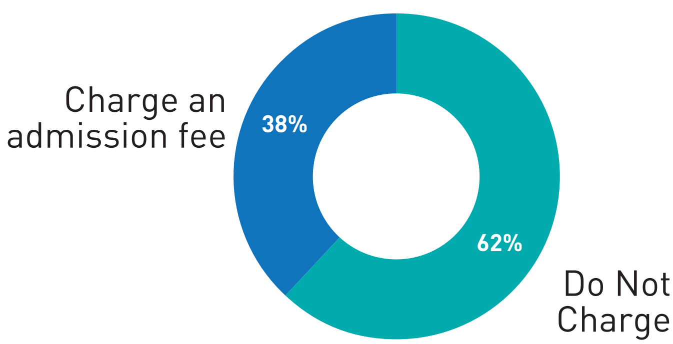


Event and Experiential Budgets are Expected to Increase by 5.6% in 2018

Brands are increasing their event and experiential marketing budgets on average by a healthy 5.6% in 2018, according to the brand survey respondents.

Nearly Four Out of Ten Brands are Charging Consumers to Attend Events and Experiences

Thirty-eight percent of brands provide events and experiences that attendees pay to attend/engage.



EventTrack 2018

EXECUTIVE SUMMARY

Brand Marketers Describe Their Biggest Event and Experiential Marketing Opportunities

The survey asked brands: What are the biggest opportunities for your organization's event and experiential marketing programs? The key themes around the biggest opportunities from the verbatim responses include:

- More data capture and improved measurement
- Generating and leveraging content developed around events and experiences
- Planning more effectively and being more strategic
- Leveraging technology
- Creating more experiential activities

Select comments from brand marketers include:

- "Aligning internal resources (budget, employee activation) and external groups (customers and influencers) with cause marketing events."
- "Better measurement and better conversion from data capture to retail."
- "Consumer experience with products/services is what moves the needle, over more traditional advertising practices."
- "Engaging audiences with a higher LTV (Lifetime Value) to the company and expending the genres/passion points around our events."
- "Experiences as content, marriage of events plus social, and opportunities for digital integration and synergy."
- "Develop better downstream content from events."
- "Single market activations that can blossom into multi-market and national tours."
- "Truly amplifying our message and extending our reach."

About the Brand Survey Respondents: The survey respondents are primarily large companies in information technology, consumer products, entertainment and media, automotive, mobile telecommunications, medical and pharmaceutical, and financial services. Twenty-four percent of the brands deploy event and experiential marketing budgets over $10 million. In terms of total company revenue, 19% are over $1 billion and the same percentage (19%) generate between $100 million and $1 billion in gross revenue.

The findings in this Executive Summary provide only a small portion of the insights from the study. The next sections are packed with additional insights, data and benchmarks.

EventTrack 2018

I.) Consumer Findings

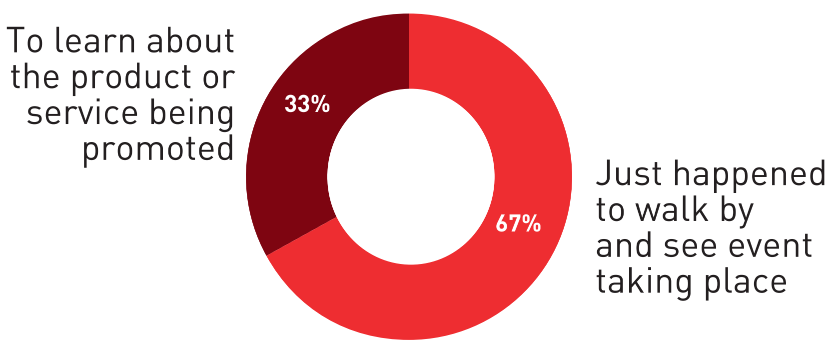
Mosaic and Event Marketer surveyed a wide cross-section of consumers that recently participated in branded events and experiential marketing activities. The complete consumer survey findings are provided in this section. By far, the most commonly attended event and experience according to the consumer survey respondents are in-store demonstration or sampling experiences.

Value of Events and Experiences and Motivation to Participate

What Motivates Consumers to Participate in Brand Events

Survey Question: What motivated you to participate in this type of event?

Two-thirds of consumers are motivated to participate in branded events and experiences when they happen upon them in stores. One-third of consumers specifically participate to learn about the product or service being promoted.



CONSUMER FINDINGS

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Aspects of Brand Events Consumers Particularly Enjoy, Find Fun or Valuable

Survey Question: Which of the following aspects of events put on by a brand or company that you particularly enjoy, find fun or valuable?

The top two most enjoyable, fun or valuable aspects to consumers are free samples and special offers. Forty-five percent say that knowledgeable experienced store staff or specialists are also valuable.

	All %
Free sampling	66%
Special offers, discounts, coupons	62%
Knowledgeable experienced store staff or specialists	45%
Other giveaways	31%
Fun experiences	30%
Product demonstrations	29%
Instant sales incentives	25%
Games, contests or drawings	21%
Pricing comparison	16%
Being treated as a VIP, special treatment	11%
Entertainment offered	10%
Product comparisons with competition	10%
Exclusive content and information	10%
Unique themed store events	7%
Photo sharing	3%
Other	0.4%

Best Advertising Methods to Understand Product and Service Benefits

Survey Question: Which of the following advertising methods are best at helping you understand the benefits of the products and services advertised?

The table below provides a ranking of the most effective advertising methods that best help consumers understand the benefits of products and services. Brand websites and events and experiences are the primary methods, according to consumers.

	All %
Brand or Company Websites	44%
Events and Experiences	41%
Physical Retail Stores	29%
Online Advertising	26%
Social Media Ads	26%
TV Ads	24%
Email Ads, Marketing	22%
Direct Mail	21%
Online Marketplaces (e.g., Amazon, eBay)	17%
Mobile Ads	15%
Print Ads	11%
Radio Ads	8%
Outdoor Advertising Billboards	7%
Telemarketing/Phone Ordering/Call Centers	2%
Other	2%

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Key Insight

Event and experiential marketing continues to break away from other advertising and marketing channels in terms of effectiveness and value to consumers

By a significant margin, consumers say the top two advertising channels that help them understand the benefits of products and services the most are brand websites and events and experiences. Essentially all other marketing channels and brand-controlled information sources are considered secondary to consumers.

CONSUMER FINDINGS

Product Category Promoted at the Event

Survey Question: What type of product category was promoted at that event?

The most common product categories promoted at the events attended by the consumer respondents are prepared and packaged food products.

	All %
Prepared food	43%
Packaged food products	28%
Soda	19%
Beer/Alcoholic beverages	18%
Health and beauty aids	16%
Gaming	12%
Apparel/clothing	12%
Non-soda beverages	10%
Mobile phones	10%
Home goods and housewares	9%
Computer equipment	8%
Other electronics	7%
Educational services	6%
Cars/trucks	5%
Home furnishings	4%
Travel company	4%
Joining/applying for an organization or company	4%
Ecommerce/website	3%
Over-the-counter drugs	2%
Motorcycles or other vehicles	2%
Other	6%

Perception Changes and Event Impact on Purchasing

Feelings About Brand, Product or Service After Attending the Event

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

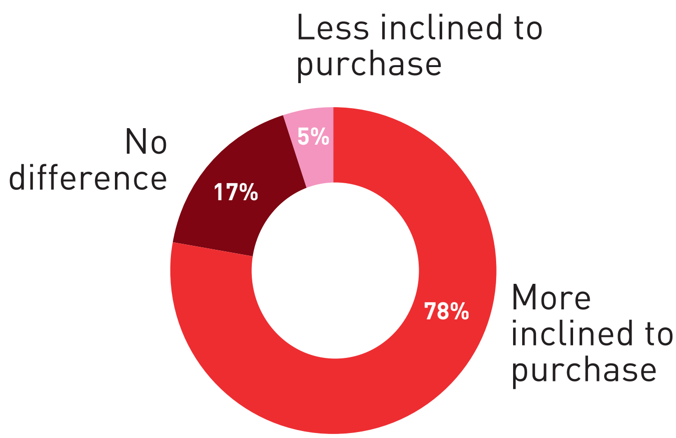
Events and experiences have a very positive impact on how consumers feel about brand products and services. In fact, 52% of consumers say their feeling post-event is very positive and 39% say it is somewhat positive.

	All %
Very positive	52%
Somewhat positive	39%
Opinion did not change	8%
Somewhat negative	1%
Very negative	0.2%

Did Participating in the Event Make Consumers More Inclined to Purchase

Survey Question: 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?

Participating in events and experiences has a powerful impact on consumers' inclination to purchase. Nearly eight out of ten consumers say they are more inclined to purchase.



Why More Inclined to Purchase

Survey Question: If more inclined to purchase, why?

It is straightforward, if a consumer likes the products being promoted at events and experiences they are highly likely to purchase. After attending events and experiences consumers are primarily more inclined to purchase after gaining a better understanding of the product features and benefits.

	All %
I tried the product and liked it	62%
Product features	42%
Product benefits	40%
Discount, coupon or special offer	32%
Learned product was better than other products	28%
Free giveaway	24%
Experience area was comfortable, relaxing	15%
Ability to play a game or enter contest	4%
Other	1%

EventTrack 2018

CONSUMER FINDINGS

EventTrack 2018

Percentage of Consumers that Purchase the Product or Service Promoted within Four Weeks After the Event

Survey Question: Did you buy the product/service being promoted onsite or within 4 weeks after the event?

More than seven out of ten consumers purchase the product/service being promoted at events and of these, 43% purchase on-site and 30% purchase within a month after attending.

	All %
Yes, purchased onsite	43%
Yes, purchased within 4 weeks of event	30%
No, did not purchase	27%
Other	1%

What Most influences Decision to Purchase

Survey Question: If yes, what most influenced your decision to buy the product/service?

The primary purchase decision factor by far is seeing a product demonstration, according to nearly half of consumers. Better understanding the product and receiving a coupon or discount are also influential.

	All %
I sampled, used, or saw a demonstration of the product/service and liked it	47%
I had a better understanding of the product/service from the event	16%
I was given a coupon offering a discount	11%
The event experience made the product exciting/interesting enough to buy	8%
I understood how the product/service was superior to a competitive product/service	5%
Other	13%

CONSUMER FINDINGS

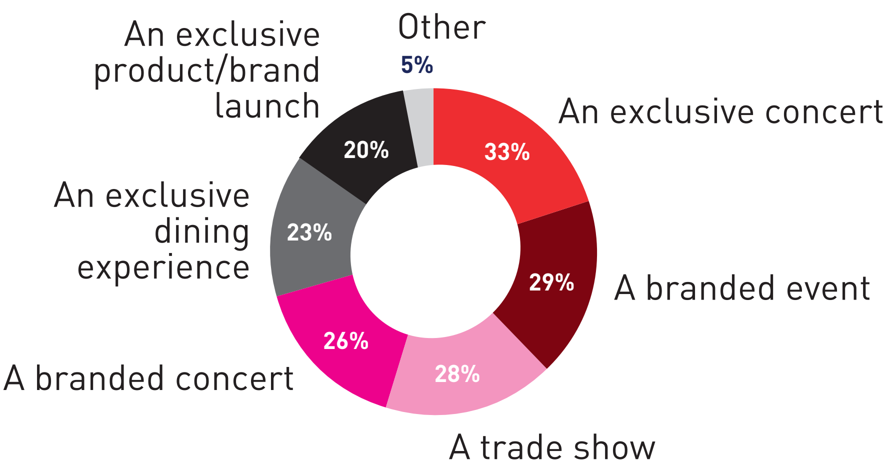
Admission-Fee Events and Experiences

EventTrack 2018

Percentage of Consumers that Have Paid an Admission Fee to Attend a Brand Event

Survey Question: In the last 12 months, did you pay an admission fee to attend an event put on by a brand or company?

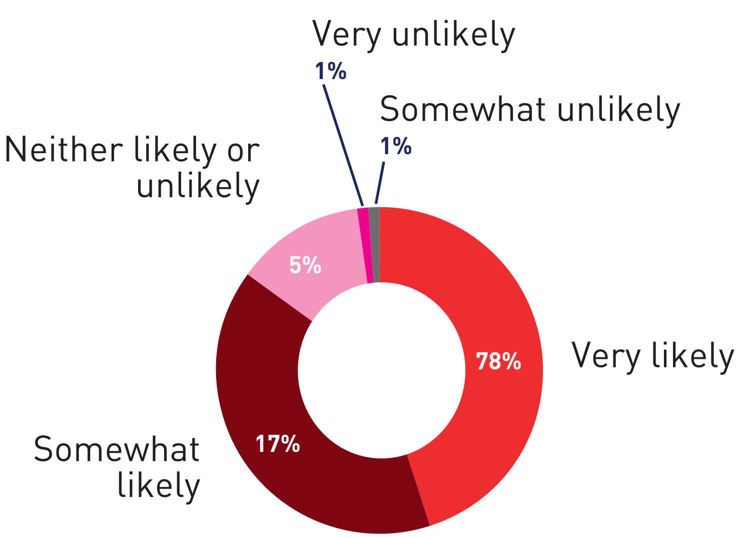
Overall, one-third of consumers have paid an admission fee to attend at least one event put on by a brand in the last year. The most common type of event and experience are exclusive concerts, followed by branded events.



How Likely to Purchase in the Future

Survey Question: If the experience or brand event lived up to or exceeded your expectations, how likely, if at all are you to purchase the product being promoted in the future?

If consumers feel the event met or exceeded their expectations, a significant 95% say they are very to somewhat likely to purchase.



CONSUMER FINDINGS

Consumers Describe Memorable Branded Events and Experiences

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Consumer Recommendations on How to Improve Brand Events and Experiences

Survey 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 key themes and recommendations from consumers include:

- Make the experience welcoming
- Know the audience
- Provide interactive games or competitions
- Inform and educate
- Show how the product works
- Provide samples
- Staff with knowledgeable brand ambassadors
- Provide a sense of discovery
- Offer an emotional tie
- Be entertaining

Select verbatim responses include:

- "A beverage company put on a basketball contest at a fitness convention. Participants could compete against each other to win a free bottle. Lots of people gathered around to check it out."
- "A bike assembly line for charity. Afterwards they brought in hundreds of kids who learned that they were getting new bikes."
- "A memorable experience that I have participated in was at a Microsoft store when they allow you try the VR headsets on for free and play with them for 15 minutes. This was memorable because I have never tried one before and I had always heard how much fun they are. After I tried the product I learned that it was incredibly fun and had no complaints and told other friends that I would recommend they buy that version if they were considering it."
- "A new beauty brand really knew their audience and put on an event targeted to certain people based on a previous focus group. They had free food/drinks (within a limit) and offered testers, incentive deals and really good promotions."
- "Anything that caters to the kids / gets the kids excited. General Mills gave wild flower seeds and it became quite the experience for my kids - and it lasted the entire summer."
- "ATV demonstration and test ride of new product line in an area that shows how the product performs in all conditions mud water steep hills and uneven terrain."
- "Beer tasting product launch where we sampled, had a decent discount to buy on the spot. A very knowledgeable salesperson with great attitude."
- "Being able to meet an NHL player at a hockey store, because you can hear about their journey."
- "Being able to sample and try the product before buying made me feel good about the purchase."
- "Discovering and tasting local and authentic seafood caught live on boat. Cooked onboard with skilled chef and courteous staff- unique evening on sea whilst eating and whale, seal and bird watching. Memorable and unique experience!"
- "Distillery tour, free samplings, informative story, rich history, well organized, pleasant environment, smaller group."
- "First experience with virtual reality head set during an in store demonstration. I wasn't pressured to purchase and the support staff were very knowledgeable and helpful."
- "I attended a new IT branding launch that was Batman themed. Launch included Batman, Batmobile, photobooth, drinks, food and candy bar. It was a lot of fun!"

CONSUMER FINDINGS

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- "I giveaway for the new iPhone. They gave away gift cards and small thank you gifts for everyone that attended, even things for the children. It was memorable because they treated every single person like they were important and not just another customer."
- "I loved the personal attention given and made me trust the brand."
- "I participated in a Nike soccer event and they had so much food and drinks available for free, as well as different demonstrations where you could participate and try out different footwear and clothing. It was unreal."
- "I remember participating in a Virgin Mobile event where up and coming Canadian artists were being showcased. It was memorable because the music was good and the event was very entertaining."
- "I went to a girl's night at a Sportsman's Warehouse and it was memorable because they had a lot of giveaways and everyone that attended got a goodie bag. They also had a lot of free classes and seminars."
- "I went to a golf swing analysis presented by Charles Schwab at a PGA tournament. It was memorable because they took video of me and sent it to me a few weeks later with suggestions from somebody who looked at it. It was extremely personalized, and that was really cool. I could only imagine what working with Schwab on their actual products was like."
- "I went to a Microsoft launch event and it was really cool. They had all sorts of cool technology and computers that you could use and test out the new features. The staff were really cool and were experts on everything."
- "I went to a recent event that was a opportunity to listen to and then talk to leaders in their industry, it was memorable to hear how these people have advanced their careers. Also to be able to connect with these people and network with this group of people."
- "I went to an arthritis walk for my friends family who have arthritis. It was amazing to see all the people coming to support the arthritis community. Since I have an emotional tie to people who have arthritis it made it more memorable."
- "It had a welcome feeling. The people advertising their products were very knowledgeable and patient. There was food stands that really uplifted the soul which encourages people to buy products."
- "It was a sampling of a new type of liquor brand that was "new and upcoming". It took place on the beach which was a unique type of scenery and there were a lot of people as well as many of my friends there."
- "It was with VR and it helped understand the machine better and you could ask specifically what you needed to make it run."
- "Just having nice well-informed people there promoting the product, I don't need all the bells and whistles."
- "Launch of the new Porsche Panamera at the dealership. It was great to see the car live and get to sit in it as a VIP as well as the catered evening and attendance gifts."
- "Staff at Makers Mark distillery led us on a tasting of all their products including some that were not yet commercially available. I learned a lot about bourbon and the tasting notes."
- "Teen Vogue Summit at the Tom's store downtown Chicago. It was about empowerment and we were able to meet celebrity guests and hear them talk as well as shop the store at a discount."

II.) Brand Findings

EventTrack 2018

The findings and key insights from brands on their event and experiential marketing programs are provided in this section of the report. The data covers:

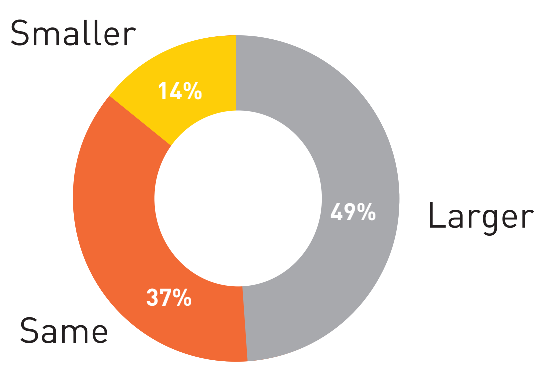
- Budgets and Goals for Event Marketing Programs
- ROI and Measurement
- Fee-Based Events and Consumer Purchases
- Challenges and Opportunities

Budgets and Goals for Event Marketing Programs

Will Brands Execute More Events and Experiences in 2018 Compared to 2017?

Survey Question: In 2018 will your company execute a larger or smaller number of event and experiential programs than in 2017?

A significant 86% of the brand respondents say they will execute more or the same number of event and experiential programs this year compared to 2017.

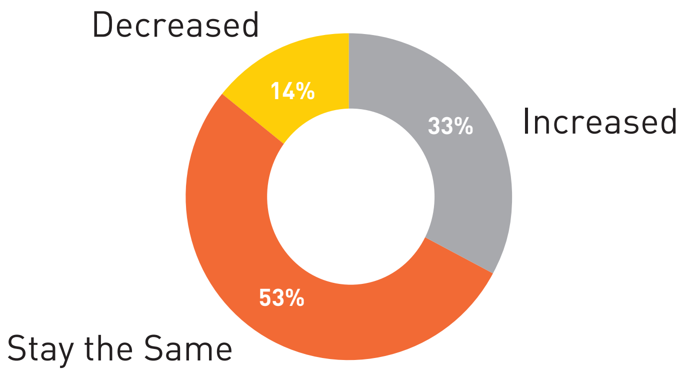


BRAND FINDINGS

2018 Budget Outlook

Survey Question: Has your organization's total 2018 event and experiential marketing budget increased, decreased or stayed the same compared to 2017?

Companies and brands, on average, are increasing their event and experiential marketing budgets by a healthy 5.6% in 2018. Only 14% of brands are expecting a budget decrease this year.



Brands' Primary Event Marketing Goals

Survey Question: Which of the following best describes your organization's event and experiential marketing goals and strategies?

The top two marketing goals for event and experiential marketing are to drive sales and increase brand awareness. The third selected area is influence deeper customer involvement, which was selected by 53% of brands.

	All %
Increase sales	69%
Increase / create brand awareness	67%
Influence deeper customer involvement	53%
Enhance product knowledge and understanding	52%
Gather leads	51%
Launch new products	46%
Generate social media activity	39%
Create content	32%
General media impressions / press coverage	29%
Increase website traffic	23%
Change perception	20%
Identify and develop influential consumer-based brand ambassadors	18%
Increase effectiveness of other media	17%
Conduct research, learn	17%
Identify and develop influential B2B brand ambassadors	16%
Generate trial	15%
Other	5%

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Key Insight

Event and experiential marketing continues to shift from a focus on raising brand awareness to sales and other impact that is measureable

This is a continuation of a long-term trend. The top two metrics event and experiential teams provide to senior management are sales reports and social media activity and digital engagement assessments.

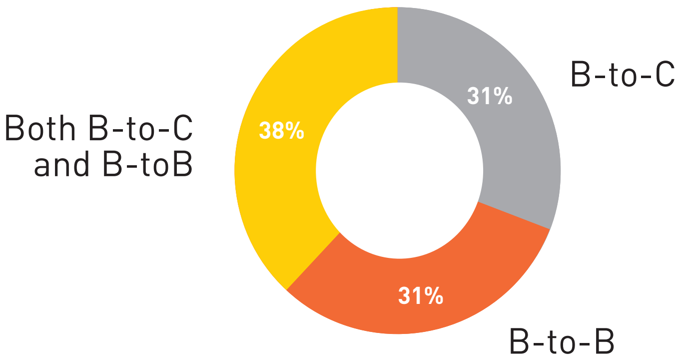
BRAND FINDINGS

EventTrack 2018

B-to-C vs. B-to-B Event Programs

Survey Question: Does your company primarily leverage B-to-C or B-to-B event and experiential marketing?

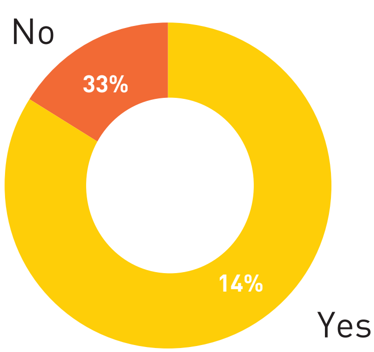
The event marketing industry can be separated into three groups: nearly one-third of companies that only serve consumer markets, another third that is business-to-business focused, and then a final slightly larger segment that serves both consumer and business markets.



Event and Experiential Marketing are a Key Part of Integrated Marketing Campaigns

Survey Question: Is event and experiential marketing a part of your company's overall integrated marketing campaigns?

The findings show the trend is to integrate events and experiences more closely with wider corporate marketing campaigns. As one brand event marketing executive wrote in the survey, their biggest opportunity is "full integration of messaging and execution throughout all programs and communications organization-wide with a defined strategic goal."



BRAND FINDINGS

Where Brands are Making the Most “Experiential Noise” in 2018

Survey Question: Where is your company trying to make the most “experiential noise” in 2018?

The top three areas are sponsorship activations, corporate events and trade shows. Thirty-four percent of brands are focusing this year on influencer marketing events, and 33% are running product launch events. A trend over the past few years has been for business-to-business brands which mainly run or participate in their own events as well as trade shows and conferences to be more experiential and upgrade their focus on attendees.

	All %
Sponsorship Activations	46%
Corporate events/meetings/conferences	42%
Trade shows	41%
Influencer Marketing Events and Experiences	34%
Product Launch Events	33%
Festival Activations	33%
Out-of-Store Retail Events/Experiences/Sampling	30%
In-Store Events/Experiences/Sampling/Shopper Marketing	28%
Product Sampling Events	25%
Mobile Marketing Tours (vehicle)	25%
Buzz/Word-of-Mouth Programs	18%
Press Events	18%
Outdoor Exhibits	18%
Pop-Up Stores	17%
Street/ Guerrilla Programs	13%
College/Campus Marketing	12%
Nightlife Events	12%
Retailtainment Events	10%
Multicultural/LGBTQ Events	9%
Esports	5%
Other	3%

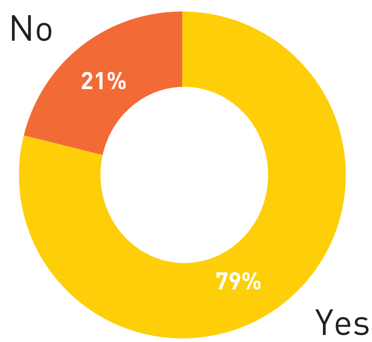
ROI and Measurement

The survey data show that top event and experiential marketers are measuring more program aspects and metrics, both during and after campaigns. More effective measurement is considered one of the top opportunities by many event marketers. As one event marketing executive said in the survey, their biggest opportunity is "better measurement and better conversion from data capture to retail." Another brand respondent mentioned a similar key opportunity is "better measurement in regards to sales lifts."

Percentage of Brands that Measure Event and Experiential Programs

Survey Question: Does your organization measure the effectiveness of your event and experiential marketing programs?

Just under eight out of ten brands are measuring their event and experiential programs.



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BRAND FINDINGS

Criteria Used to Measure

Survey Question: What criteria do you use to measure your events and experiences?

The top measurement factors and criteria according to the survey of brands are total attendance, attendee evaluations and sales generated within a defined time period at or after the event. Between 41% and 47% of brands also measure the following: leads; ROI; sales generated directly at the experience; total overall sales related to the event (over product/service life cycle); and press coverage.

	All %
Total number of attendees/visitors/participants	79%
Attendee evaluations and event feedback	55%
Sales generated within a defined time period at or after the experience	50%
Leads generated at or as a result of the experience	47%
Return on Investment (ROI)	45%
Sales generated directly at the experience	43%
Total overall sales related to the event (over product/service life cycle)	42%
Press coverage, public relations impact	41%
Digital engagement online before, during and after the event	37%
Attendee satisfaction	35%
Brand perception and planned action changes by attendees/participants	31%
Photos taken, sent, downloaded	29%
Dwell time (total time spent inside the activation)	28%
Redemptions of incentives or special offers	28%
Cost per lead	27%
Return on Objectives (ROO)	26%
Engagement in specific on-site demos or digital elements	22%
Press coverage, impact	22%
Time spent with the product or experience by attendees/participants	20%
Coupon redemption	16%
Movement patterns through the experience or event	13%
Cost per sale	12%
Other	2%

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BRAND FINDINGS

Measurement Period After Events and Experiences

Survey Question: How long after an event and experience do you measure that program's effectiveness?

While 32% of brands measure their event impact for up to one month after the activation, a total of 43% track results from between two and six months. Nine percent of brands measure their event program effectiveness for longer than 18 months. Not surprisingly, consumer brands have a shorter measurement period than business-to-business brands.

	All %	B-to-C Only %	B-to-B Only %
1 month	32%	47%	17%
2 to 3 months	21%	17%	20%
3 to 6 months	22%	19%	21%
6 to 12 months	17%	10%	28%
18 months	4%	3%	7%
24 months	3%	1%	6%
36 months or more	2%	3%	1%

Measurement Methods

Survey Question: What methods do you use to measure your events and experiences?

The main measurement methods are post-event surveys or interviews, followed by social media tracking.

	All %
Post-event surveys or interviews	64%
On-site surveys or interviews	56%
Facebook, Twitter and other social media activity	47%
Social media content and shares monitoring	45%
Attendee satisfaction surveys	42%
Other attendee evaluations and event feedback	40%
Website hits	38%
On-site staff with tablets, check-in or registration software	38%
Badge-scanning systems	30%
App downloads	23%
Geo-location behavior tracking technologies: RFID, NCF, BLE	18%
Net Promoter Score	16%
Sentiment and message retention surveys	14%
Other	6%

BRAND FINDINGS

Information Provided to Senior Management

Survey Question: What specific information do you provide to senior management about the effectiveness of your event and experiential programs?

The focus is on sales and social media activity. Fifty-eight percent of brands provide senior management with sales reports, and a similar percentage (56%) provide social media activity and digital engagement assessments.

	All %
Sales activity reports	58%
Social media, digital engagement assessment and activity	56%
Customer satisfaction ratings	44%
Brand enhancement/impact assessments	39%
Impact on the effectiveness on other marketing initiatives	34%
Budget justification reports	34%
Press coverage summary	28%
Other	5%

Percentage of Consumers that Purchase On-Site at Events and Experiences

Survey Question: At events and experiences that feature a way for attendees to purchase your products, what percentage of those that engage in your experience purchase on-site?

The response to this question shows a wide distribution. While 26% of brands say between 1% and 10% of consumers purchase on-site, a total of 45% of brands indicate that between 11% and 50% of attendees purchase on-site. Only 9% of brands say they are unsure.

	All %
1% to 5%	13%
6% to 10%	13%
11% to 15%	8%
16% to 20%	12%
21% to 30%	9%
31% to 40%	9%
41% to 50%	7%
51% to 60%	9%
61% to 75%	8%
76% to 90%	3%
91% to 100%	2%
Unsure	9%

Percentage of Consumers that Purchase After Attending Events and Experiences

Survey Question: Typically, what percentage of those that engage in your events and experiences purchase post-event?

The response to this question also shows a wide distribution. While thirty-one percent of brands say they are unsure of the percentage of consumers that purchase post-event, 38% believe it is between 11% and 50%.

	All %
1% to 5%	8%
6% to 10%	9%
11% to 15%	5%
16% to 20%	10%
21% to 30%	8%
31% to 40%	8%
41% to 50%	7%
51% to 60%	7%
61% to 75%	4%
76% to 90%	1%
91% to 100%	2%
Unsure	31%

What's Most Effective at Driving Sales at Events

Survey Question: What do you believe is most effective at driving sales at/from your events and experiences?

The findings suggest there is a wide range of approaches that are effective at driving sales at events and experiences. The most selected opportunity is to provide customers with special treatment. The second most selected area is to provide knowledgeable and experienced staff or specialists.

	All %
Treating customers as VIPs, special treatment	42%
Knowledgeable experience or store staff or specialists	40%
Fun experiences	38%
Product demonstration	35%
Special offers, discounts, coupons	33%
Exclusive content and information	33%
Free sample or trial	32%
Games, contests or drawings	16%
Product comparisons with competition	14%
Entertainment offered	14%
Instant sales incentives	12%
Pricing comparison	11%
Other giveaways	10%
Photo sharing	9%
Unique themed store events	7%
Other	2%

Key Insight from the Consumer Survey

Free Samples and Special Offers are More Important to Consumers than Brands May Realize

The table shows a number of areas where there is a disconnect between brands and consumers on what is most effective to provide value to consumers.

	Consumers: What's Most Enjoyable, Valuable	Brands: What's Effective at Driving Sales	*Differential*
Free sample or trial	66%	32%	***+34%***
Special offers, discounts, coupons	62%	33%	***+29%***
Knowledgeable, experienced store staff	45%	40%	***+5%***
Other giveaways	31%	10%	***+21%***
Fun experiences	30%	38%	***-8%***
Product demonstration	29%	35%	***-6%***
Instant sales incentives	25%	12%	***+13%***
Games, contests or drawings	21%	16%	***+5%***
Treating customers as VIPs, special treatment	11%	42%	***-31%***
Exclusive content and information	10%	33%	***-23%***

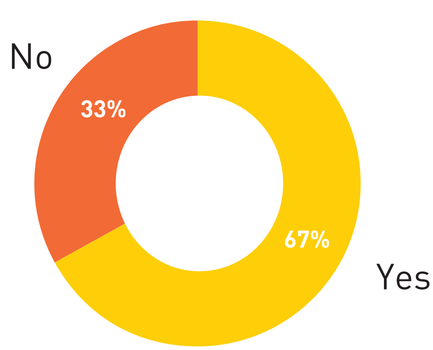
It is important to note the survey questions were different. The brand question was: What do you believe is most effective at driving sales at/from your events and experiences? The consumer question was: Which of the following aspects of events put on by a brand or company that you particularly enjoy, find fun or valuable?

Admission Fee-Based Events and Consumer Purchases

Do Consumers Purchase Direct at Branded Events and Experiences

Survey Question: Do consumers/customers purchase products direct from your branded events and experiences?

Sixty-seven percent of brands say consumers/customers purchase products direct from their branded events and experiences.



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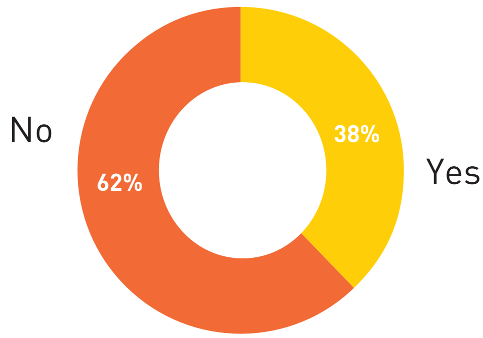
Percentage of Brands Charging Consumers to Attend Events and Experiences

Survey Question: Do you provide events and experiences that attendees pay to attend/engage?

Thirty-eight percent of brands provide events and experiences that attendees pay to attend.



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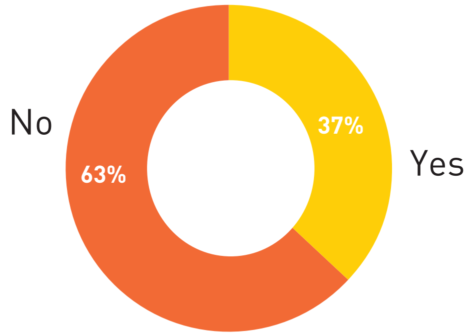
Percentage of Brands More Often Charging Admission in 2018 vs. Previously

Survey Question: Are you charging for admission to your events and experiences more in 2018 than before 2018?

Thirty-seven percent of brands are more often charging admission to their events and experiences in 2018 than in prior years.



How are Funds from Admission Charges Used by Brands

Survey Question: Do you use the funds generated from the admission charge to...

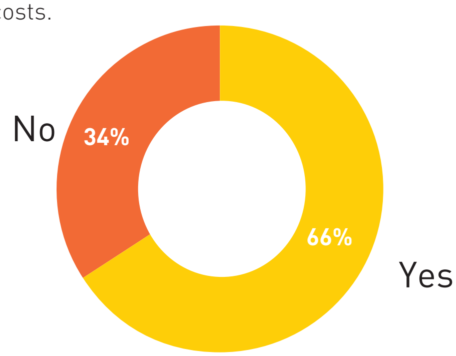
Close to three out of four brands that charge admission to their events use these funds to self-fund the event and experience. Forty-five percent say they use the funds to generate incremental revenue to off-set other costs.

	All %
To self-fund the event	73%
To generate incremental revenue for other costs	45%
As a charitable donation for a cause	25%
Other	2%

Are Operational Costs Offset by Admission Fees

Survey Question: Does revenue generated from events and experiences offset operational costs?

Two-thirds of brands say the revenue generated from events and experiences offsets operational costs.



BRAND FINDINGS

Challenges and Opportunities

Biggest Challenges

Survey Question: What are the biggest challenges for your organization's event and experiential marketing programs?

The key themes from the responses include:

- Securing budgets
- Reaching the right audiences
- Capturing and analyzing data
- Determining ROI

A number of select brand quotes are provided below:

- "Accurately measuring effects."
- "All team members agreeing on the direction we are going."
- "Analytics."
- "Attracting a younger audience."
- "Being short staffed prevents us from activating events on all cylinders plus budget size limits our ability to make the impact we'd like."
- "Better connecting programming to sales by market!"
- "Breaking through clutter, keeping message simple, differentiating."
- "Budget and monitoring ROI."
- "Budget, buy in from senior management."
- "Competing in a highly saturated space, with many other brands."
- "Creating link from event to point of purchase."
- "Customer engagement and retention."
- "Data and analytics gathering."
- "Desire for immediate measurement vs. long sales cycle."
- "Determining ROI."
- "Differentiating our experiential offerings from that of our competitors."
- "Finding the right marketing mix."
- "Reaching the correct audience."
- "Getting the budget for mass personalization through technology."
- "Getting the right audience for specific events and getting them to pay."
- "Getting the right people to come to our events and balancing quality and quantity."
- "Trying to determine what 'new and exciting' programs would work for our slightly unique target audience, being a niche market with long sales cycle."
- "Late decisions and tight timelines."
- "Measuring ROI and matching future sales back to the experiential program."
- "Providing valuable content."
- "Proving ROI, hard metrics, budget cuts and thinking outside the comfort zone."
- "Securing budgets when sales are not directly tied to the experience."

Biggest Event and Experiential Marketing Opportunities

Survey Question: What are the biggest opportunities for your organization's event and experiential marketing programs?

The key themes around the biggest opportunities from the various verbatim responses include:

- More data capture and improved measurement
- Generating and leveraging content developed around events and experiences
- Being more strategic and planning more effectively
- Leveraging technology
- Creating more experiential activities

Select brand quotes include:

- "Aligning internal resources (budget, employee activation) and external focus groups (customers and influencers) with cause marketing events."
- "Analytics to justify spend."
- "AR / VR."
- "Authentic storytelling."
- "Better measurement in regards to sales lifts."
- "Better measurement and better conversion from data capture to retail."
- "Better technology and related metrics."
- "Brands realizing that consumer experience with their product/service is what moves the needle, over more traditional advertising practices."
- "Creating a community with repeat event attendees that eventually become brand ambassadors."
- "Creating user generated content."
- "Develop better downstream content from the events."
- "Developing long-term strategies for experiential vs. one-off projects."
- "Engaging audiences with a higher LTV (Lifetime Value) to the company and expending the genres/passion points around our events."
- "Event technology is making events more interactive (more interesting for the attendee) and driving better networking (more value for the attendee)."
- "Experiences as content, marriage of events plus social, opportunities for digital integration and synergy."
- "Experiential marketing programs are the only way to fully engage and actively listen to the customer; to personalize their experience with your brand, company, service or product. And more so now than ever with digital playing a role in one-to-many mass approach."
- "Full integration of messaging and execution throughout all programs and communications organization-wide with a defined strategic goal."
- "Greater pre and post engagement."
- "Greatest opportunity exists in the content developed and building an effective distribution strategy we can measure. Truly amplifying our message and extending our reach."
- "Influencer marketing campaigns."
- "Leveraging new technologies and new forms of media to produce never-been-done-before experiences."
- "Mass personalization through event technology."
- "More fun, cool, exciting activations."
- "Single market activations that can blossom into multi-market and national tours."
- "Social engagement."
- "The latest amazing technologies for events, including augmented reality, artificial intelligence, etc."
- "To have a deeper conversation with customers and prospects than is afforded by other marketing challenges."

- "We have the opportunity to benefit from increased brand awareness and sales to net new customers. In 2017, we targeted primarily existing customers to grow their value. Now that we have launched successful programs, we can expand our audience reach."
- "From selecting the right audiences, to refining the messaging and determining how to best activate in the space is always a challenge. Figuring out the right mix for brand visibility (corporate) vs. product and how to win the budget battles internally remains a challenge. Persuading product marketing teams to realize that sometimes it's better to build the brand with certain audiences/influencers instead of talking about a product's benefits is a challenge."
- "Shifting from 'traditional event experiences' (e.g., General Sessions, breakouts) into more modern experiential events."
- "Time and resources for adequate planning."
- "Tracking sales post-event that are directly tied to the experience/event."
- "Unclear direction from senior management, limited resources, unplanned for items (outside of events) that change direction."
- "Understanding where to spend budget/where most ROI comes from and which opportunities to prioritize."
- "Visibility of ROI."
- "We need to ensure that we are improving on each event, expanding the reach and offering something different, new and/or unique to keep our repeat guests coming back."
- "Working in a project based mindset vs. having a long term strategy."

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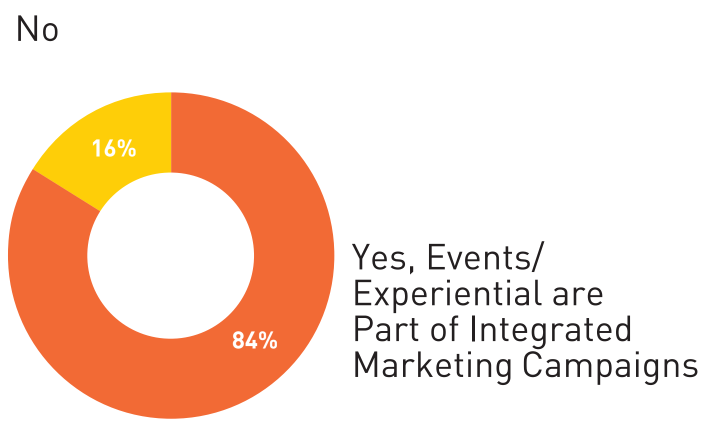
Conclusion

Event and experiential marketing continues to shift from being focused on raising brand awareness and simply displaying products in front of consumers to become a critical channel that drives sales and closely integrates with other campaigns. This shift is a continuation of a long-term trend and is being driven by technology, highly competitive markets and socially connected consumers. Corporate marketing teams are responding, and are investing more in events and experiential.

As a result, event and experiential marketing is changing from what was once a qualitative, secondary marketing tactic to a quantitative and data-focused primary marketing channel. For example, as the survey data show, the top two performance metrics event and experiential teams provide to senior management are sales impact reports and social media activity and digital engagement assessments.

The findings in the new EventTrack study also show the trend is to integrate events and experiences more closely with wider corporate marketing campaigns. As one brand event marketing executive said in the survey, their biggest opportunity is "full integration of messaging and execution throughout all programs and communications organization-wide with a defined strategic goal."

Eighty-Four Percent of Brands Say Event and Experiential Marketing are a Key Part of Integrated Marketing Campaigns



Additional ways event and experiential marketers are changing include:

- They are capturing more data before, during and after event and experiential campaigns.
- Generating and leveraging content developed around events and experiences.
- Deploying event technology to enhance the consumer and attendee experience and to capture more data.
- Using their event data more effectively to help make decisions.
- Measuring additional metrics and areas more effectively.
- Creating more experiential activities.

As other marketing channels are being disrupted by technology, along with rapid shifts in consumer buying and media consumption habits, many corporate marketers have had to reinvent their marketing mix. In response, today's event and experiential marketing teams and their campaigns are different than they were just a few years ago. Events and experiential marketing have become more important to corporate marketing groups and, at the same time, more highly valued by consumers.

BRAND FINDINGS

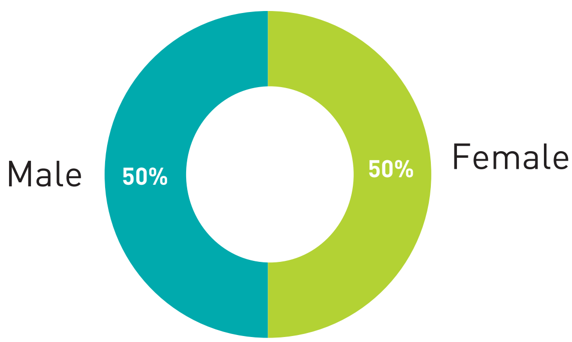
About the Consumer and Brand Respondents and Methodology

EventTrack 2018

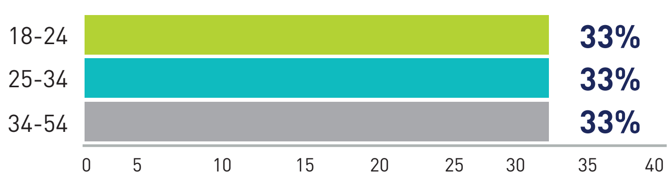
About the Consumer Respondents

The consumer respondents are split 50%/50% by gender. The respondents set is also evenly split between being based in the U.S. and Canada.

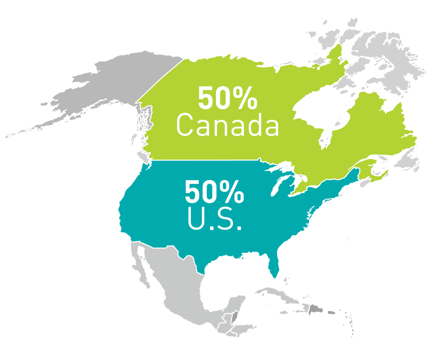
Consumer Respondents' Gender



Consumer Respondent's Age Range



Consumer Respondents' Location



Types of Events Consumers Participated in Over the Past Year

	All %
In-Store Events/Experiences/Demos/Sampling/Shopper Marketing	59%
Concerts	37%
Sporting Events	34%
Festivals	33%
Out-of-Store Retail Events/Experiences/Demos/Sampling	19%
Trade Shows	19%
Pop-Up Stores	16%
College/Campus Marketing	16%
Corporate events/meetings/conferences	13%
Product Launch Events	10%
Esports	6%
Events/Experiences in Company Vehicles ("Mobile Marketing Tours")	5%
Other	1%

About the Brand Respondents

Brand Respondents' Total Event and Experiential Marketing Budget in 2018

	All %
Less than $10 million	76%
$10 million to $50 million	18%
$50 million to $100 million	3%
Over $100 million	3%

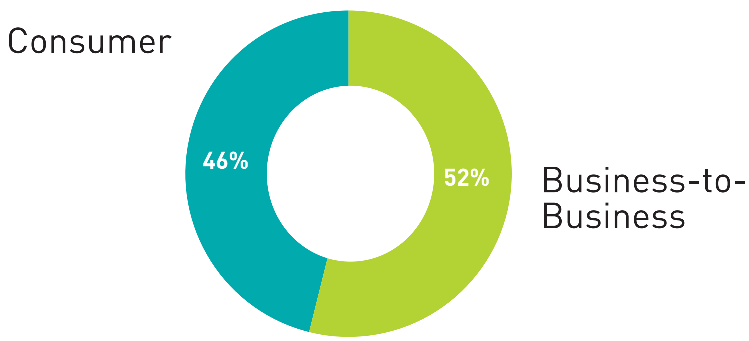
Industry

	All %
Entertainment and Media	10%
Information Technology	10%
Medical, Healthcare and Pharmaceutical	9%
Consumer Products	8%
Financial Services	7%
Consumer Electronics & Mobile Technology/ Telecommunications	6%
Beverage	5%
Restaurants and Hospitality	5%
Automotive and Trucking	5%
Education	5%
Apparel	3%
Retail	3%
Sports and Recreation	2%
Other	22%

Company Revenue

	All %
Less than $100 million	62%
$100 million to $1 billion	19%
$1 billion to $10 billion	10%
$10 billion to $25 billion	3%
Over $25 billion	6%

Percentage of B-to-C / B-to-B Event Programs



Types of Events and Experiences Utilized by Brand

	All %
Corporate events/meetings/conferences	59%
Trade shows	56%
Sponsorship Activations	45%
Influencer Marketing Events and Experiences	34%
Product Launch Events	33%
In-Store Events/Experiences/Sampling/Shopper Marketing	27%
Festival Activations	27%
Out-of-Store Retail Events/Experiences/Sampling	25%
Press Events	22%
Product Sampling Events	22%
Mobile Marketing Tours (vehicle)	19%
Outdoor Exhibits	19%
Buzz/Word-of-Mouth Programs	18%
Pop-Up Stores	15%
Street/ Guerrilla Programs	15%
Nightlife Events	14%
College/Campus Marketing	13%
Retailtainment Events	13%
Multicultural/LGBTQ Events	11%
Esports	3%
Other	3%

Methodology

EventTrack 2018

Between February and March 2018 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 1,204 responses. 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.

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 513 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%.

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About Event Marketer

Event Marketer Magazine was founded in 2002 to serve the information needs of strategic brand-side event marketers and agency executives across the spectrum of face-to-face marketing–including mobile marketing, mall marketing, street events, trade shows, corporate events, proprietary events, virtual events, buzz marketing, PR campaigns, sponsorships, business-to-business events, and press events. It has become the world's most respected provider of content for the event and trade show category. Our portfolio includes our flagship magazine, twice-monthly EM Buzz e-newsletter, the annual Experiential Marketing Summit executive conference, the Ex Awards, the annual EventTech technology conference, the Experience Design & Technology Awards, and more.

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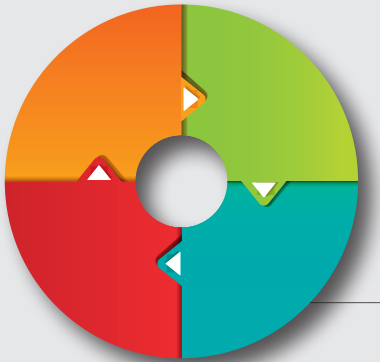

About Mosaic

Mosaic is an integrated sales and marketing agency that uses the power of Experience Design to illuminate a brand's true value, and deliver for consumers and brands – in-store, online and in the community. We focus on transforming consumer behavior by providing strategic creative that drives consumers to take measurable action toward a brand. With a foundation built on measurement, we reach those consumers, and ultimately produce creative, innovative, and results-oriented benefits in five ways: Experiential Marketing, Shopper Marketing, Retail Marketing, Digital Content and Brand Management.

With Brand Ambassadors at the core of every experience, we execute thousands of consumer events and retail visits across North America each year. As part of Acosta Sales and Marketing, Mosaic has access to Acosta's sales expertise and reach, which enhances our integrated service offering.

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