

women in events

EVENT INNOVATORS

FEATURED INNOVATORS

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MARKETING WERKS

Give us the quick version: How do you describe your company?

For starters, there's a reason people stay at Marketing Werks—and build their careers here. The camaraderie amongst the staff is unmatched, untouchable and genuine. It's a collection of top talent who have invested in the mission, the culture, and the true evolution of experiential marketing. We empower all employees—in leadership roles, growth opportunities, and sustained investment—offering equal respect and open doors. There's no girls' club. Or boys' club. Just one club of creatives and doers, out to produce amazing work for our even more amazing clients.

Our work thrives in that nurturing atmosphere. Marketing Werks delivers immersive, compelling, absolutely share-worthy experiences. We elevate brands and engage consumers. Through 30-plus years, we've proven that 1:1 engagement, delivered with equal parts insight and passion, can motivate consumers, inspire action, and most importantly, drive future brand advocacy.

We are proud of our reputation for creative campaigns, flawless execution, and measurable ROI. And we've been delivering that work across a diverse range of experiential marketing needs—mobile tours, sponsorship activation, interactive sampling both in-store and out, digital content, owned events, multicultural programming, and multi-channel analytics. (CW)

Next, it's almost 2019. Looking back, what do you think the biggest experiential marketing trends were this year? What do you think the biggest trends of 2019 will be?

The question, "If it's not on The Gram, did it really happen?" hit experiential marketing HARD this year. We saw brand after brand create Instagram-able spaces, specifically drafting off pop-culture Insta trends. And now, step and repeats are dead.

Did I really just say that? Yes indeed.

Step-and-repeats were killed by branded floor mosaics and two-dimensional backdrops that offer beautiful, organic photo opps, yet still maintain impactful, lighter branding. And why? Because consumers love taking photos of visually arresting spaces. The more snapping, the more sharing...and the more reach we garner for our client brands, all from programs generally focused on 1:1 engagement. For instance, one of our clients wanted to showcase a new lightbulb...kinda boring? Not so fast.

We built a color-coordinated, lightshow wall—an amazing Insta-opp and a very sharable space. Needless to say, that lightbulb really shined.

Another trend we've begun to see this year, but expect will explode in 2019, is experiential commerce. Purchasing is an emotional process and experiences are inherently emotional. Only experiential marketing has the ability to ease and elevate that experience, removing barriers and instilling trust and confidence in the purchase itself.

Experiential has long been a strong medium for acquisition. If you layer this approach with an onsite, direct sales strategy, you'll finally be able to tie dollars spent to dollars earned. We've been executing an experiential sales model for our telecom business—and have been activating it for 10 years—all with consistent YOY growth. The general market is finally catching up. (CW)

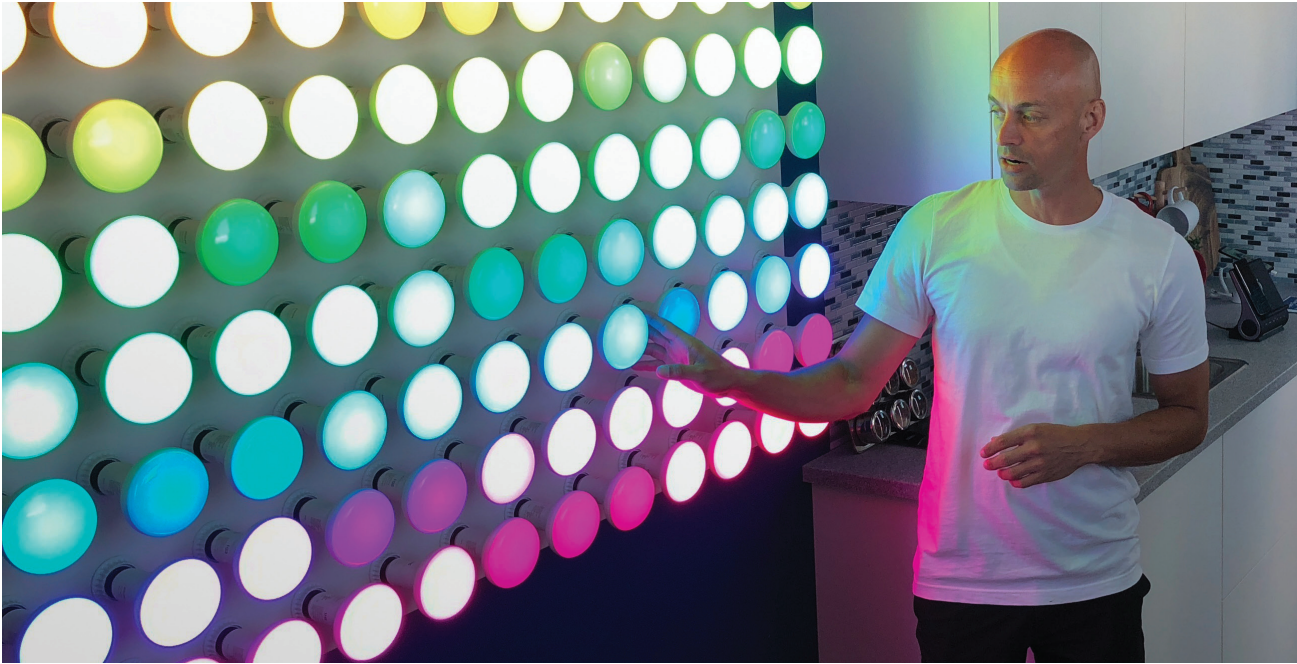
Can events be measured? What do you say to the folks who say they can't be?

Yes. The key is being clear on your objectives to determine the appropriate metric to measure success.

Every company is trying to figure out how to drive a stronger ROI, but you can't build a brand awareness campaign to authentically connect with consumers and measure it via sales. If your goals are awareness and consideration, you must measure success with the right metrics. That's why we built the Advocacy Quotient. It's a proprietary measurement tool that MW developed in 2017, and it finally connects experiential success to KPIs that matter, including ROI.

AQ is a combination of two proven industry metrics, NPS and Net Sentiment, and it empowers us to gauge sentiment directly based on experiential impact to a brand. Our clients have reaped the results of experiential campaigns gauged by hard measurement. We've used AQ in campaigns for Sweet Leaf® Tea, Bayer/Seresto, Kennedy Space Center Visitor Complex—they've all adopted AQ and have seen compelling results, such as a 96% lift in purchase intent! And they've benefited from reporting back a firm program ROI to support their marketing spend.

We've also had great success tracking actual sales through our continuous work with our sister agency, PromoWorks. Using IRI,



we are able to connect out-of-store experiential marketing to in-store sampling and sales. These co-developed, multi-faceted programs deliver product samples that truly drive revenue along the full path the purchase, out of store to in. One client enjoyed a 200% sales lift! (LF)

Advice for clients who want to get bold in 2019 (besides hiring you)?

Take risks. Really. Let go of traditional marketing norms that are holding you back. Marketing is all about standing out, connecting, and creating something memorable. And if you play it too safe, none of that can really happen.

We know that experiences drive consumer connection and

advocacy. Marketers are hungry to create “authentic” experiences that drive brand advocacy. But in order to do this well, you may have to forego immediate profitability. Trust that building brand advocates will ultimately pay off. Why? Because it has proven to time and time again.

Experiential is the most customized form of marketing—we interact personally, 1:1, direct with consumers. That’s beyond meaningful to brands, and consumers alike. It’s real relationship building. So start there. At the time when consumers are engaged and open to receiving brand messaging in new and surprising ways, begin 2019 by looking at all your marketing with a renewed focus on building meaningful relationships. (LF)



Pictured left to right: Karen Carlborg—VP Client Service, Ellie Meyer—Sr. Account Director, Lisa Fasana—SVP, Managing Director, Cari DeVille-Wilber—VP, Strategy and Growth, Alexandra Zajac—Associate Creative Director