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75

FASCINATING FACTS ABOUT EXPERIENTIAL MARKETING

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Introduction

FOR YEARS, MARKETERS HAVE BEEN DREAMING UP NEW WAYS TO HARNESS THE POWER OF EXPERIENCES TO ENGAGE CONSUMERS.

The marketplace is moving extremely quick and is becoming increasingly fragmented, as consumers have more choices and options than ever before.

Many brands are struggling to connect with and influence their target audience in a real way.

There is one marketing approach which many experts say is the most effective when it comes to motivating people to action…and that is Experiential Marketing.

At WILY Global, we've mastered the art of pairing our powerful SPRY technology platform and its suite of solutions with compelling experiential marketing concepts to produce rich results.

In this report, you will find the latest facts, case studies, and key findings from across the XM industry.

TABLE OF CONTENTS

WILY is a marketing technology company that develops innovative solutions to engage and incentivize consumers wherever they are.

REQUEST A DEMO

Overview: The State of the Experiential Marketing Industry

38% OF FORTUNE 500 MARKETERS CHOSE EXPERIENTIAL AS THE MOST SUCCESSFUL TACTIC IN THEIR MARKETING STRAEGY

62% OF FORTUNE 500 COMPANIES ARE USING EXPERIENTIAL TO DRIVE BOTH BRAND AWARENESS AND LEAD GENERATION.

67% OF MARKETERS THINK EXPERIENITAL MARKETING IS AN EFFECTIVE STRATEGY

76% OF MARKETERS SAY THEIR EXPERIENTIAL MARKETING INITIATIVES ARE INTEGRATED WITH THEIR OTHER MARKETING CAMPAIGNS.
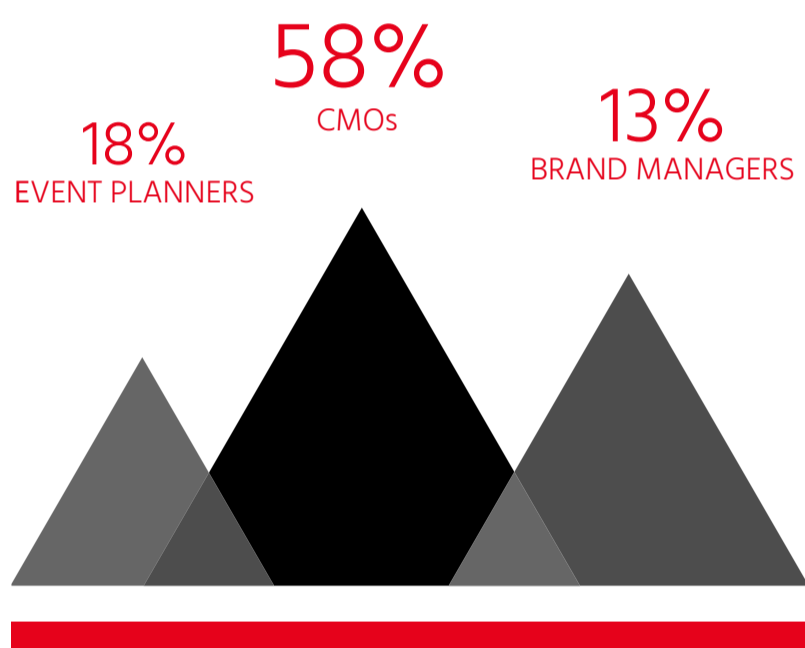
77% OF MARKETERS USE EXPERIENTIAL MARKETING AS A VITAL PART OF A BRAND'S ADVERTISING STRATEGIES

79% OF BRANDS SAY THEY WILL EXECUTE MORE EXPERIENTIAL PROGRAMS THIS YEAR COMPARED TO LAST YEAR.

STATE OF THE INDUSTRY OVERVIEW

BRAND ACTIVATION REVENUE

BRAND ACTIVATION REVENUES ARE EXPECTED TO REACH **$357 BILLION** THIS YEAR

EXPERIENTIAL OVERVIEW BY JOB TITLE

58%
CMOs

18%
EVENT PLANNERS

13%
BRAND MANAGERS

EXPERIENTIAL MARKETING REVENUE

REVENUES FROM **EXPERIENTIAL MARKETING** JUMPED BY 6.7% LAST YEAR TO **$50.6 BILLION**

ACCORDING TO FREEMAN'S GLOBAL REPORT, BRAND EXPERIENCE IS GROWING ACROSS ALL SECTORS, BUT THERE IS A DISCONNECT THROUGHOUT DIFFERENT MARKETING ROLES.

FOR EXAMPLE, **58% OF CMOs** BELIEVE THAT EXPERIENTIAL STRATEGIES STRONGLY IMPACT THE CONNECTION AUDIENCES HAVE TO THEIR BRANDS AND INCREASE ADVOCACY, BUT ONLY **13% OF BRAND MANAGERS** AND **18% OF EVENT PLANNERS** ECHO THIS BELIEF.

EVENT INDUSTRY GROWTH

THE **EVENT INDUSTRY** WILL GROW BY **44% FROM 2010 TO 2020**, EXCEEDING MOST GROWTH PREDICTIONS FROM OTHER INDUSTRIES

DEEP HUMAN NEEDS DRIVE EXPERIENCE SEEKERS. THERE ARE FOUR PRIMARY EMOTIONAL NEED STATES THAT DRIVE PEOPLE TO SEEK OUT EXPERIENCES AT EVENTS:

RELEASE, ENCHRICHMENT, BELONGING AND IDENTITY.

—

87%

OF CONSUMERS ARE DRIVEN BY RELEASE
The escape from daily life, using experiences to help cope with societal pressure, demands and stressors.

57%

OF CONSUMERS ARE DRIVEN BY ENRICHMENT
The growth that comes from digging in deep on a vertical, or simply discovering or learning something new.

EMOTIONAL STATES THAT DRIVE PEOPLE TO SEEK EXPERIENCES AT EVENTS

50%

OF CONSUMERS ARE DRIVEN BY BELONGING
Feeling accepted as a natural member of a group, or part of a chosen collective with common tangible/ intangible interests.

44%

OF CONSUMERS ARE DRIVEN BY IDENTITY
The qualities, beliefs and values that make a person or group unique and different from others.

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Return On Investment/
Return On Objectives

65%

OF CONSUMERS SAY LIVE EVENTS HELPED THEM HAVE A BETTER UNDERSTANDING OF A PRODUCT OR SERVICE.

VASTLY SURPASSING DIGITAL EFFORTS AND TV ADVERTISING AS METHODS OF RECOGNIZING AND LEARNING ABOUT A BRAND. - EVENT TRACK

65%
OF BRANDS SAY THAT THEIR EVENT AND EXPERIENTIAL PROGRAMS ARE DIRECTLY RELATED TO SALES

70%
OF USERS BECOME REGULAR CUSTOMERS AFTER AN EXPERIENTIAL MARKETING EVENT

79%
OF MARKETERS GENERATE SALES USING EVENT MARKETING

59%
OF CMOs RECOGNIZE BRAND EXPERIENCE FOR ITS ABILITY TO CREATE ONGOING RELATIONSHIPS WITH CONSUMERS

74%
OF EVENT MARKETERS GENERATE SALES USING EVENT MARKETING

71%
OF CONSUMERS SHARE INFORMATION ABOUT THEIR ACTIVATION EXPERIENCE WITH THEIR PEERS AND FAMILY MEMBERS

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Return On Investment/ Return On Objectives
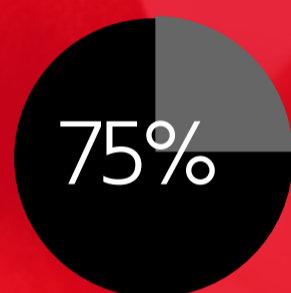
98%

OF USERS FEEL MORE INCLINED TO PURCHASE AFTER ATTENDING AN EXPERIENTIAL ACTIVATION.

ACCORDING TO 80% OF ATTENDANTS, LIVE DEMONSTRATIONS AND FREE SAMPLES SIGNIFICANTLY HELP DEFINE THEIR PURCHASING DECISIONS.
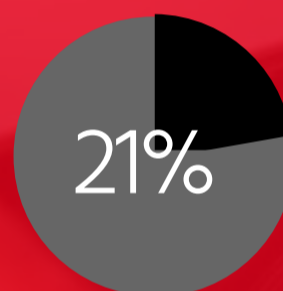
Budget & Spending

1 IN 3 BRAND-SIDE MARKETERS STRUGGLES TO PROVE ROI AND SECURE SIGNIFICANT BUDGET FOR EVENTS.
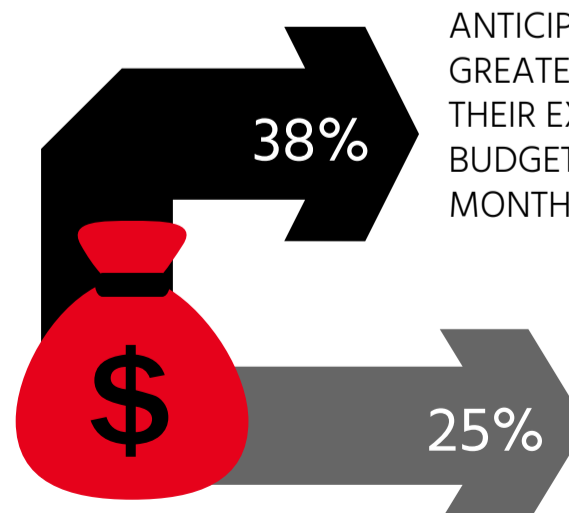
75% OF COMPANIES WITH EVENT BUDGETS BETWEEN $50-100 MILLION SAY THEY EXPECT AN ROI OF MORE THAN 5:1 FOR LIVE EVENT AND EXPERIENTIAL PROGRAMS

21% EVENT AND EXPERIENTIAL MARKETING REPRESENT 21% OF B2B MARKETING BUDGETS

$740B

$560B

CUSTOMER ACTIVATION SPENDING IS EXPECTED TO INCREASE FROM MORE THAN $560 TO $740 BILLIONS U.S. DOLLARS BY 2020

2016   2020

38% ANTICIPATE A 10% OR GREATER INCREASE IN THEIR EXPERIENTIAL BUDGET WITHIN 18 MONTHS

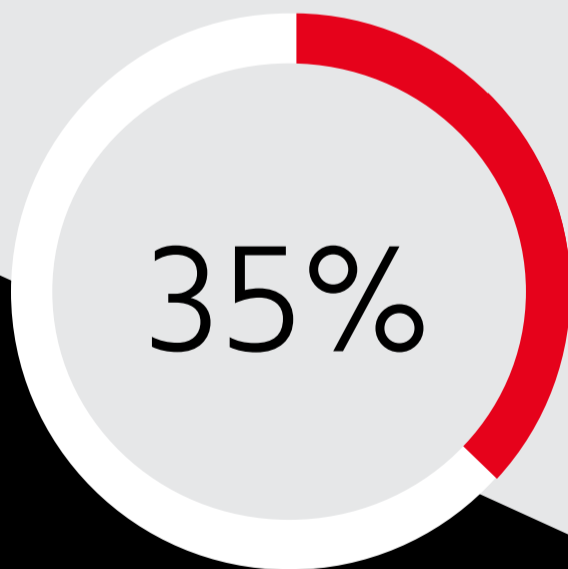**25%** EXPECT A BOOST OF 5-10% IN BUDGET GROWTH

Technology

94%

OF MARKETERS AGREE TECHNOLOGY HAS A POSITIVE IMPACT ON AN EVENT

31.6%

ONLY 31.6% OF EVENT ORGANIZERS USE TECHNOLOGY REGULARLY TO ENCOURAGE ENGAGEMENT AT EVENTS

50%

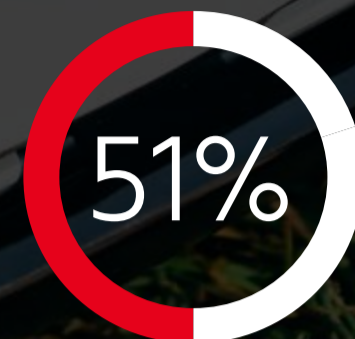LESS THAN 50% HAVE SEEN SUCCESS USING EMERGING TECHNOLOGIES

35%

OF MARKETERS BELIEVE WEARABLE DEVICES ARE THE BIGGEST TREND IN MAXIMIZING THE EVENT EXPERIENCE.

Ask us how WILY's wearable NFC solutions can power your next event.

TALK TO US

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Technology

51%

OF MARKETERS CAN'T REACT TO NEW CHANNELS, DEVICES, TRENDS OR COMPETITORS USING THEIR CURRENT TECH.

TECHNOLOGY CAN HELP:

INCREASE ATTENDANCE

27%

INCREASE PRODUCTIVITY

20%

DECREASE COSTS

20-30%

TOP 3 TACTICS MARKETERS USE TO DRIVE BRAND EXPERIENCES ARE:

1	WEBSITE	58%
2	SOCIAL MEDIA	57%
3	EMAIL MARKETING	51%

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Technology

BRANDS THAT DELIVER MORE THAN 20 EVENTS PER YEAR ARE MORE LIKELY TO TAKE ADVANTAGE OF TECHNOLOGY, SUCH AS LIVE REPORTING, DATA CAPTURE SIGN-UPS AND SURVEYS, CHECK-IN SYSTEMS, AND ENGAGEMENT/GAMIFICATION MECHANICS.

22%

OF MARKETING DEPARTMENTS IN B2C COMPANIES USE EVENT MARKETING SOFTWARE

19%

OF FORTUNE 500 MARKETERS USE EVENT MARKETING SOFTWARE

55%

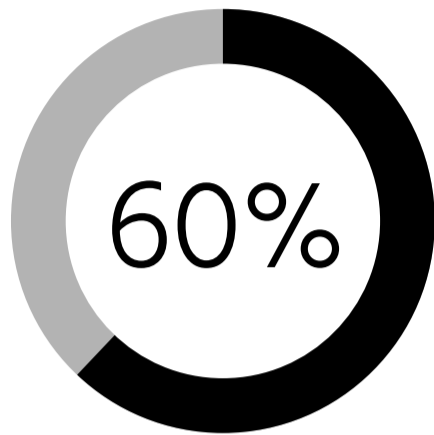OF U.S. MARKETERS USE REAL-TIME MARKETING TACTICS TO PROMOTE THEIR EVENTS

30%

OF THE TECHNOLOGY CREATED FOR EVENTS IN THE LAST 2 YEARS IS LIVE INTERACTION TECHNOLOGY.

(FOR EXAMPLE: PHOTOBOOTHS, NEAR-FIELD COMMUNICATION WRISTBANDS, VIRTUAL REALITY)

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Technology

60%

OF PRINTED MATERIAL IS TOSSED
BEFORE IT'S READ

Most Used Technologies
By Marketers
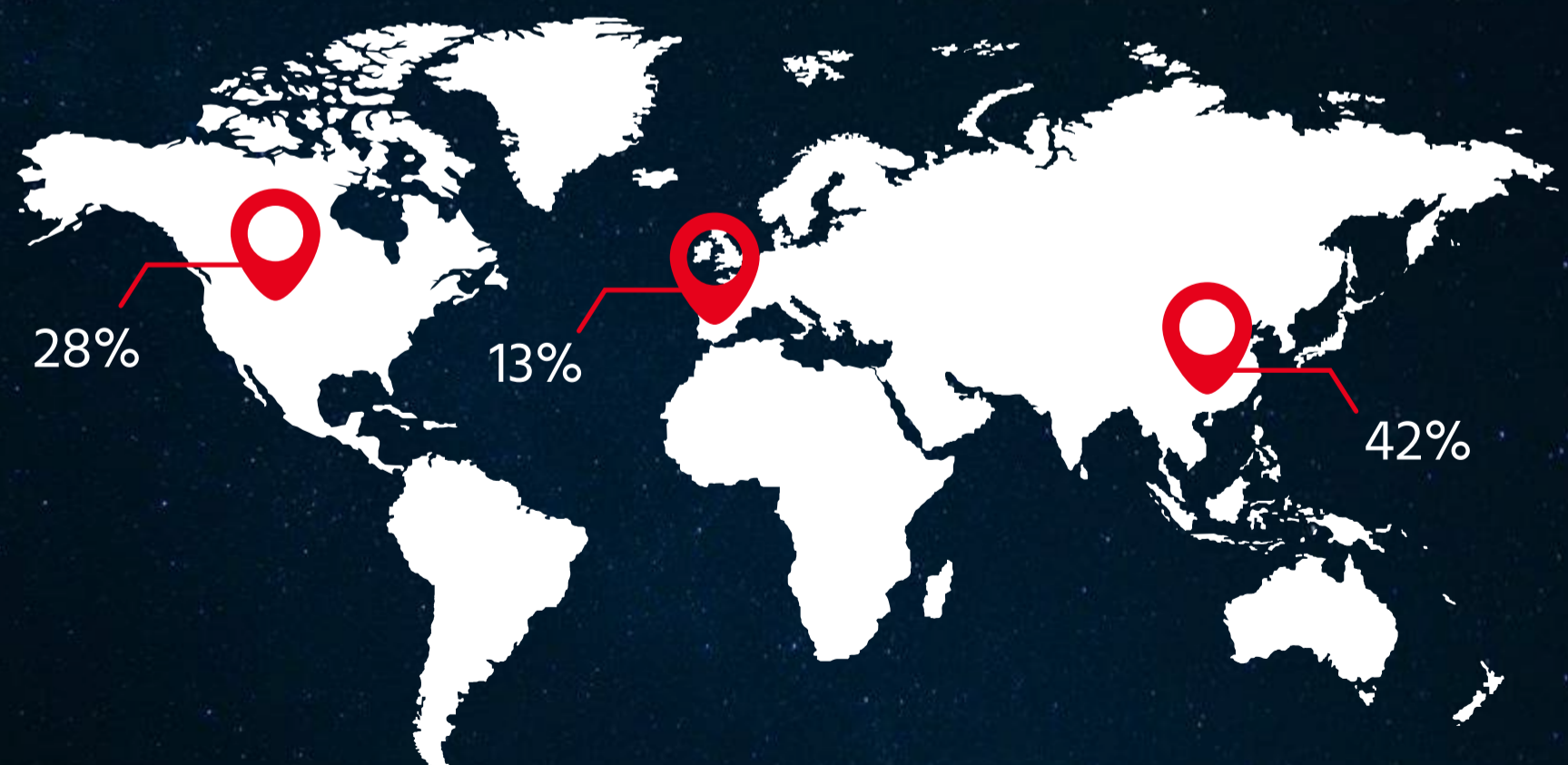
PHOTOBOOTHS — 45%

EVENT APPS — 44%

LIVE
INTERACTIONS
TECHNOLOGY — 44%

PERSONALISED EXPERIENCES USING IMMERSIVE TECHNOLOGIES ARE MORE COMMON IN ASIA COMPARED TO NORTH AMERICA AND WESTERN EUROPE.

28%

13%

42%

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Mobile Engagements

91%

OF MARKETERS SAY THAT ADOPTING A MOBILE ENGAGEMENT HAS PROVIDED A POSTIVE ROI

THE AMOUNT OF EVENT APPS HAS GROWN
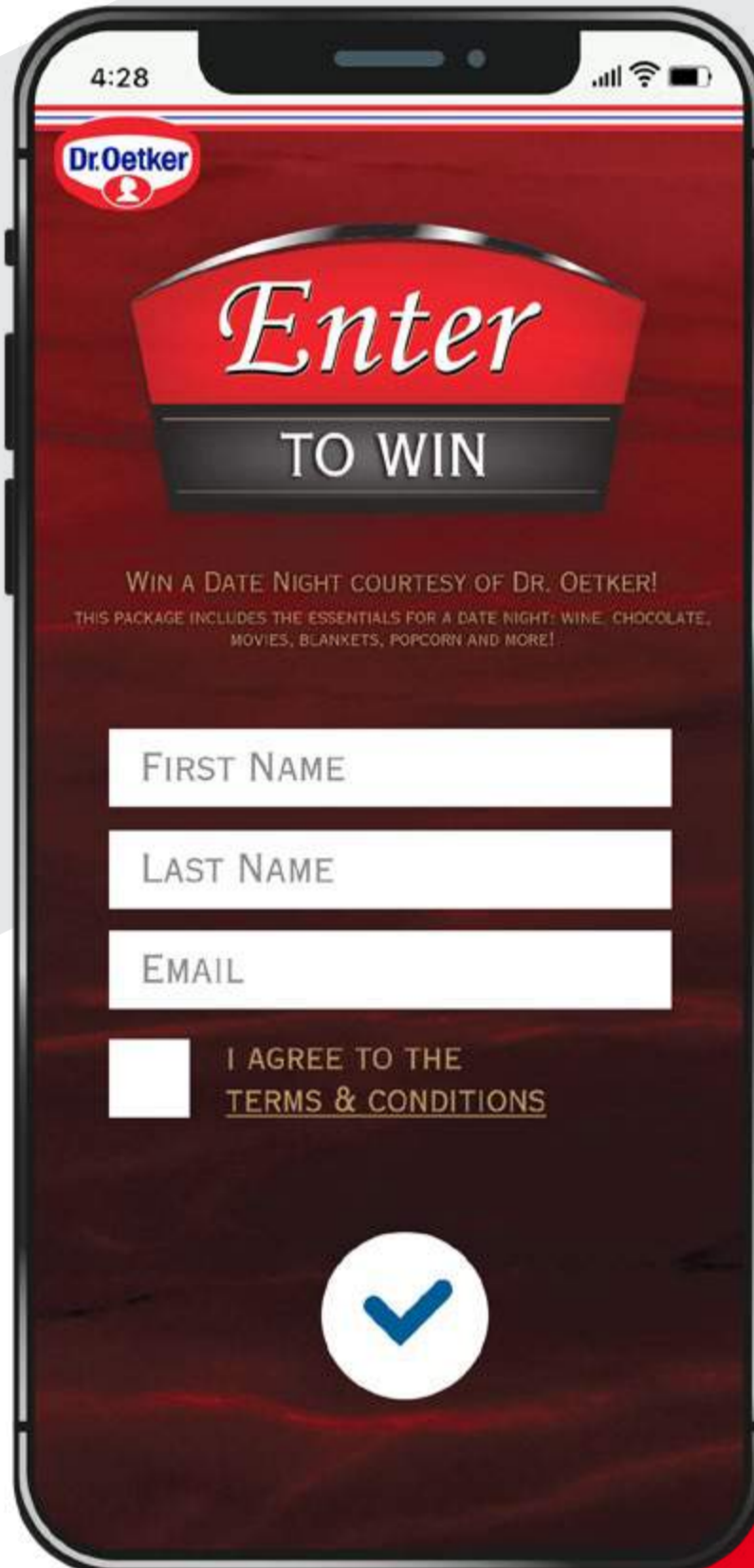
20%

YEAR ON YEAR

ADOPTION OF EVENT TECHNOLOGY IS INCREASED BY

35%

WHEN AN EVENT APP AND ATTENDEE PORTAL ARE INTEGRATED

TOP 3 FEATURES THAT EXPERIENTIAL MARKETERS WANT IN A MOBILE ENGAGEMENT ARE:

1. ONSITE REGISTRATION (19%)

2. REGISTRATION WITHIN APP

3. CONTENT CAPTURE (15%)

4:28

Dr.Oetker

Enter
TO WIN

Win a Date Night courtesy of Dr. Oetker!
THIS PACKAGE INCLUDES THE ESSENTIALS FOR A DATE NIGHT: WINE, CHOCOLATE, MOVIES, BLANKETS, POPCORN AND MORE!

FIRST NAME

LAST NAME

EMAIL

I AGREE TO THE TERMS & CONDITIONS

75%

OF EVENT PROFESSIONALS WHO DON'T CURRENTLY USE MOBILE ENGAGEMENTS INTEND TO ADOPT THEM

60%

OF SMARTPHONE USERS ARE USING THEIR DEVICES AT SOCIAL GATHERINGS AND EVENTS

CASE STUDY

CLIENT
Dr. Oetker

CAMPAIGN
Dr. O's Ristorante Ultra Thin Crust: The Perfect Match Contest
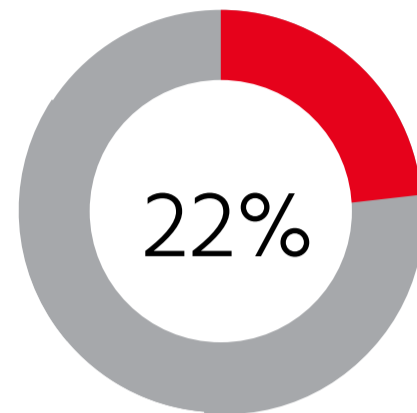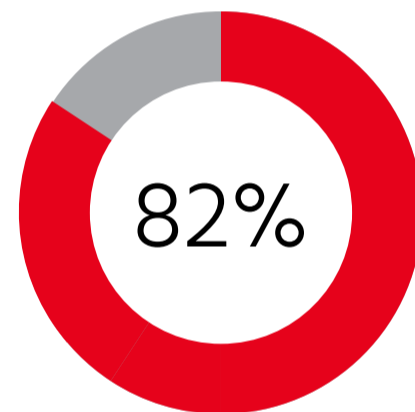
EVENT
Pop Up Pizza Shop

Data Collection

At the core of every WILY execution is SPRY — an agile, robust, and secure cloud-based platform built with finance sector enterprise security and encryption that has served over ten million users.

Used by several leading brands to incentivize data collection, our SPRY provides you with a range of innovative off-the-shelf and customizable solutions to power your project. Build and deploy in under 10-days.
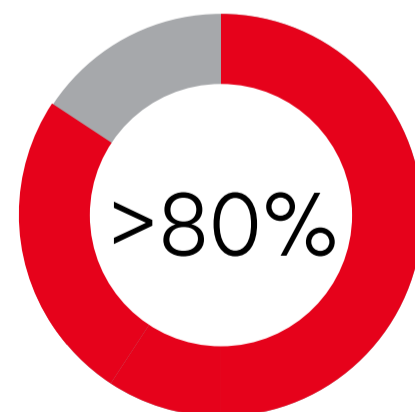
REQUEST A DEMO

22%

OF BRANDS DO NOT HAVE A WAY
OF MEASURING THEIR EVENTS

82%

OF MARKETERS CANNOT
QUANTIFY THE DATA RECEIVED
FROM ATTENDEE INTERACTIONS AT
THEIR CORPORATE EVENTS

>80%

OF FORTUNE 500 MARKETERS ARE
ABLE TO GAIN VALUABLE
INSIGHTS FROM DATA COLLECTED
AT EVENTS

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Event Sponsorship

70% of marketers say that the need to validate results from event activation has increased over the past 2 years.
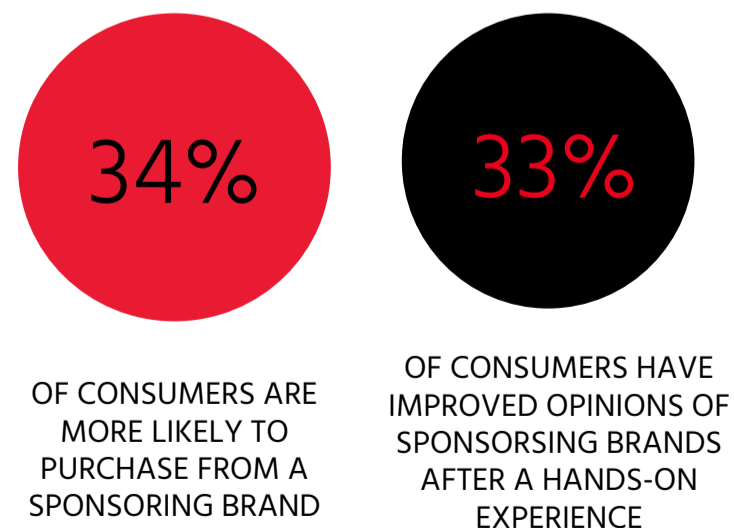
EVENT SPONSORSHIP DATA

50%
OF MARKETERS SAY THEIR PRIMARY REASON FOR SPONSORING EVENTS ARE LEAD GENERATION/SALES AND COMMUNITY BUILDING

>50%
OF MARKETERS HAVE A STANDARDIZED PROCESS TO MEASURE EVENT SPONSORSHIP

25%
OF MARKETERS DO NOT ANALYZE DATA FROM SPONSORSHIP TO DETERMINE FUTURE EVENT SPEND

EVENT SPONSORSHIP SPENDING

SPONSORSHIP SPENDING GREW BY 2.7 BILLION IN 2017

60.1 BILLION - 2016

62.8 BILLION - 2017

ROI OF EVENT SPONSORSHIPS

34%
OF CONSUMERS ARE MORE LIKELY TO PURCHASE FROM A SPONSORING BRAND

33%
OF CONSUMERS HAVE IMPROVED OPINIONS OF SPONSORSING BRANDS AFTER A HANDS-ON EXPERIENCE

Event Sponsorship

45% of consumers say branded sponsorships are a positive addition to events.

70% of event sponsorship in North America are for sports-related events.

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Case Study

SCREENSHOT

CLIENT

Sport Chek

CAMPAIGN

Sponsorship activation with Edmonton Oilers / Game Night Promotion at Rogers Place

ASK

Develop an in-arena digital activation that promotes Sport Chek's sponsorship of the Edmonton Oilers while engaging fans and driving them to retail.

Must be able to handle the traffic load of simultaneous hits on the promotional website. *Note: The Oilers have executed this promotion in the past with other partners and have had issues with sites crashing.*

SOLUTION

Sport Chek invited fans to enter to win over 850 prizes on their smartphone by digitially shooting (flicking) a puck on a goalie.

All prizes were claimed onsite at one of three prize stations operated by Sport Chek Advisors.

RESULTS

Attendance: 18,347

Contest Entries: 6,934 (38% of fans) News-letter Opt-ins: 2,069 (30% of entries) Prizes Awarded: 850

Crashed website*: 0

* WILY's SPRY platform is designed to handle heavy, concurrent loads of traffic and is an ideal solution for live in-venue activations.

PRIZES

500 x $10 Sport Chek Gift Cards 100 x $25 Sport Chek Gift Cards 100 x $50 Sport Chek Gift Cards 100 x $100 Sport Chek Gift Cards 10 x GoPro HERO6 Black HD Action Cameras 5 x FitBit Ionic Smartwatches 5 x Edmonton Oilers Authentic Home Hockey Jerseys
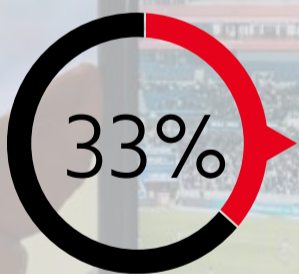
Shareable Experiences

98% of consumers create digital or social content at events or experiences, and of these consumers **100% share the content.**
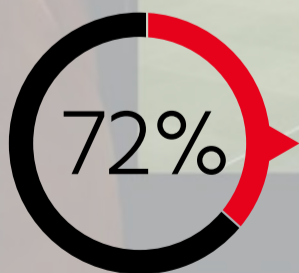
SHAREABLE EXPERIENCES: CONSUMER TRENDS
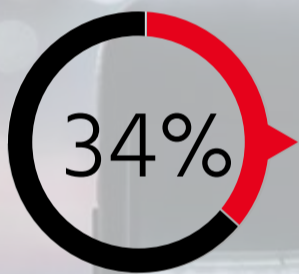
34% OF CONSUMERS SAY THEY WOULD MAKE A POST ABOUT AN EXPERIENCE ON THEIR SOCIAL MEDIA PAGES

33% OF CONSUMERS SAY THEY WOULD TAKE PHOTOS OR VIDEOS DURING AN EVENT

72% OF CONSUMERS SAY FRIENDS' POSTS ABOUT BRANDED EXPERIENCES MAKES THEM MORE LIKELY TO PURCHASE THE BRAND

KEY FINDINGS

53% OF BRANDS AND EXHIBITORS ARE INCREASING THEIR SPENDING ON SOCIAL EFFORTS, AND 44% EXPECT THEIR SPEND TO REMAIN AT THE CURRENT LEVEL.

NO BRANDS PLAN TO DECREASE SPEND.

70% OF TOP COMPANIES AND BRANDS RANKED SOCIAL MARKETING RELATED TO EVENT PROGRAMS AS "EXTREMELY" OR "VERY IMPORTANT".

YET ONLY 16% OF THE SURVEY RESPONDENTS SAY THEY ARE "VERY EFFECTIVE" AT GENERATING VIRAL IMPACT FROM THEIR EVENT AND EXHIBIT PROGRAMS.

AVERAGE REPORTED EVENT TOUCHES, COMMUNICATIONS, CONNECTIONS AND IMPRESSIONS IS NEARLY 1.4 MILLION, AND FOR COMPANIES WITH OVER $500 MILLION IN REVENUE THE AVERAGE IS 1.8 MILLION PER EVENT.
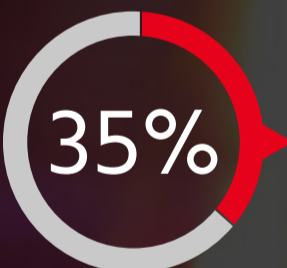
Shareable Experiences

65% of companies that serve both B2B and consumer markets focus their pre-event social efforts on building engagement.
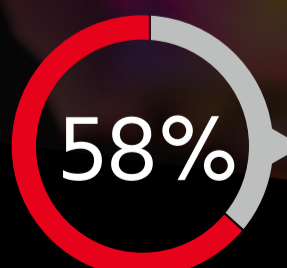
EVENT SOCIAL MEDIA: MARKETING TRENDS
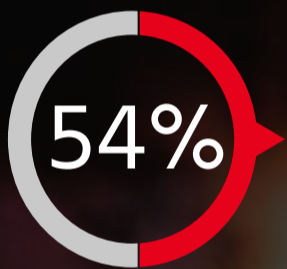
54% OF US MARKETERS USE SOCIAL MEDIA TO RELIVE HIGHLIGHTS ABOUT THEIR EVENTS AFTER THEY HAVE OCCURED

35% OF BRANDS ALWAYS CAPTURE OR CREATE SOCIAL MEDIA CONTENT RELATED TO THEIR EXPERIENTIAL MARKETING ACTIVATIONS

**87%** OF EVENT MARKETERS FEEL ATTENDEES SHARE EVENT CONTENT & EXPERIENCES

58% OF US MARKETERS USE SOCIAL MEDIA TO ENGAGE THEIR TARGET AUDIENCE DURING TIMELY EVENTS AS PART OF THEIR REAL-TIME MARKETING ENGAGEMENT

CHALLENGES

51% OF EVENT PROFESSIONALS SAY THE BIGGEST CHALLENGE IN USING SOCIAL MEDIA IS HOW TO USE IT EFFECTIVELY.

51%

11% OF BRANDS STILL DON'T USE SOCIAL MEDIA TO COMPLEMENT THEIR IN-PERSON EFFORTS.

11%
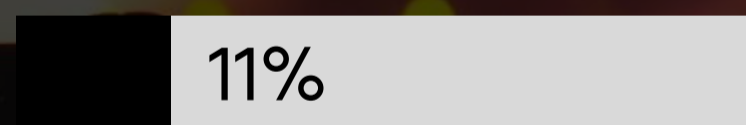
f **37%**   🐦 **36%**

FACEBOOK (37%) AND TWITTER (36%) ARE BY FAR CONSIDERED THE MOST EFFECTIVE SOCIAL MEDIA CHANNELS FOR EVENT COMMUNICATIONS

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Conclusion

Experiential marketing has the power to leave an impression on your target audience, to captivate them long enough to tell your story and to motivate them to complete a desired action.

Experiential marketers are continually tasked to innovate, engage, and enhance the customer experience at every touch point. The use of technology offers a tremendous opportunity to help achieve key metrics and business objectives.

As you build out your marketing plans, the only question left to ask is, "What will your next customer experience look like?"
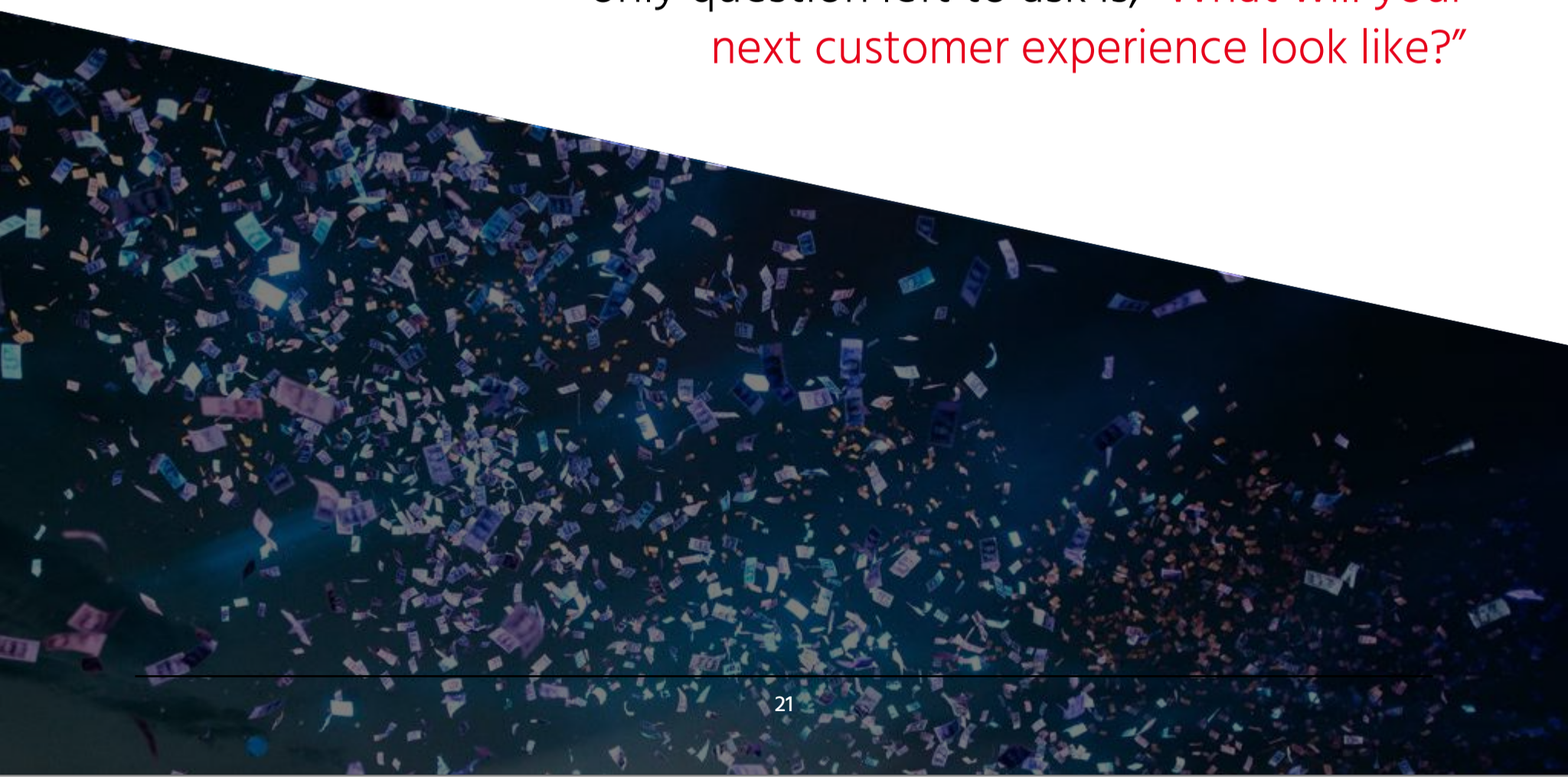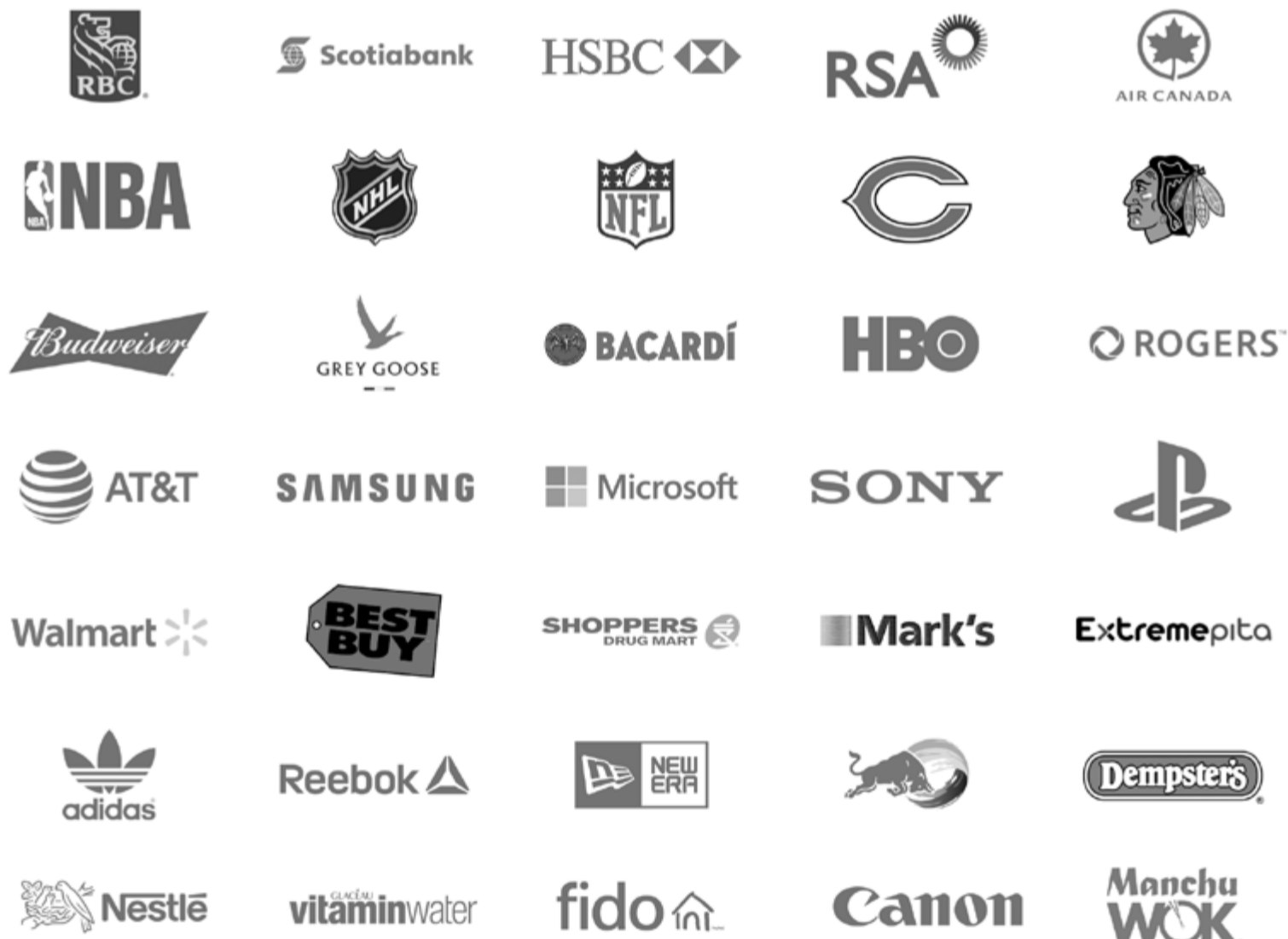
ABOUT WILY

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WILY is a marketing technology company that develops innovative solutions to engage and incentivize consumers wherever they are.

REQUEST A DEMO

TRUSTED BY

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