

Experiential
Marketing Content
Benchmarking Report

FIRST-OF-ITS-KIND

EventTrack
2016

CONTENT EDITION

The World's First Survey of
Leading Brands and Consumers
on Experiential Content Creation,
Capture, Distribution and Sharing

special report by

event
marketing
institute

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The Experiential Marketing Content Benchmarking Report: How brands and consumers use events as content generators

Brand marketers are increasingly focused on generating, capturing and sharing content to communicate with customers, and for their event programs, amplify the reach of their experiential marketing and drive consumer engagement. Consumers use their mobile devices to create and capture an ever-increasing amount of content – in particular photos, videos and social media posts – and share this content and media across the range of popular social platforms.

To quantify the impact and direction of these trends, this unique industry study by Mosaic and the Event Marketing Institute quantitatively tracks for the first time how consumers and brand marketers create, capture, curate and share content at events and experiences. This report is also the fifth edition of the Mosaic and Event Marketing Institute EventTrack Study, which is unique in monitoring the growth of the experiential marketing industry from the perspective of leading brands and consumers.

This report analyzes data from both consumers and leading brand marketers, and offers in-depth insights across the full range of event and experience content strategies and approaches. Some of the key areas covered include:

- What and how consumers create, capture and share event content.
- The main reasons brands focus on content around their events and experiences.
- The most popular types of content and media.
- Technology and social media platforms most used by both consumers and brands to capture and share content.
- How event content improves brand perception and influences sales.

To develop the analysis, Mosaic and the Event Marketing Institute conducted surveys of a wide cross-section of consumers as well as leading event marketing brand executives and agencies. The brand survey respondents represent many of the largest corporations with experiential marketing programs in the world. The consumer analysis includes select breakouts by gender and age. Some of the key brand findings are cross-tabulated by responses from marketers that create and capture event content at all of their events and experiences, and for brands that are increasing their event content budgets this year. Mosaic and the Event Marketing Institute thank all of the respondents for their invaluable contribution to the study.

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Experiential content provides value across a number of marketing strategies and approaches including social media, driving on-site engagement at events, providing brand content such as video for other marketing campaigns, and influencing sales. The experiential content opportunity for brand marketers is actually many powerful opportunities. This Executive Summary provides some of the key findings and insights from the studies followed by opportunities for marketers.

The survey asked a cross-section of consumers: Have you ever created digital or social content (e.g., photos, videos, tweets, blogs or social media posts) at branded events? A key finding is that nearly all consumers create or capture some type of content at events and experiences – and all consumers that create content, then share it.

Nearly All Consumers Create
Digital or Social Content at
Events and Experiences...

98% OF CONSUMERS

... And All of These Consumers
Share the Content

100% OF CONSUMERS

While event content is clearly important to consumers, only 35% of brands say they always capture or create content related to their experiential marketing programs, and an additional 33% of brands say they frequently create content.

It is important for brand marketers to understand that essentially all consumers and event participants capture and share some type of content – even if it is only a single photo from their mobile device. The opportunity for brands is to more effectively leverage this content and sharing activity.

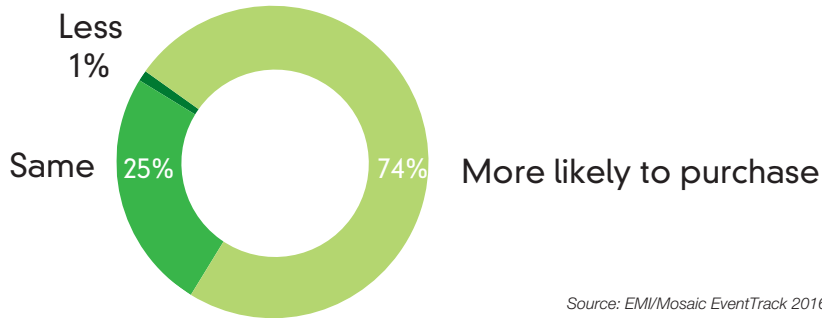
Branded Event Content Significantly Improves Brand Perception – and Increases Purchase Intent

Seventy-two percent of consumers say they positively view brands that provide quality event content opportunities and experiences. A larger percentage of consumers (74%) say engaging with branded event marketing experiences makes them more likely to buy the products being promoted.

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Figure 1: Branded Event Impact on Purchase Intent



Source: EMI/Mosaic EventTrack 2016

Amplifying the Reach of Experiential Marketing Efforts is the Top Reason Brands Create and Capture Event Content

Brands mainly create and share content at events to amplify the reach of their experiential marketing. This finding was in response to a forced, single-answer question on why brands create and capture event content. In addition, there are a number of other key reasons why brands create and capture content at their experiences and these are outlined in the report.

90% of Brands will Spend More or the Same on Event Content in 2016 Compared to 2015

The importance of content creation and sharing is shown in the finding that 51% of brands plan to spend more on their event content generation this year compared to 2015. Thirty-nine percent say they will spend the same amount this year.

Photos are the Most Popular Type of Content Created at Events

Photos are the primary type of content created and shared at events and experiences. A quote from a consumer survey respondent illustrates the effectiveness of photo booths for example:

"(A memorable experience was) an event with a photo booth. I love taking pictures with my friends and this enabled us to all be in the photo together and it was a better quality photo than I might have produced on my own."

A brand marketer quote also speaks to the importance of photos:

"Any photo experience is still successful – especially when it's a unique photo opp."

The second most popular type of content today are social media posts, according to 73% of the respondents, and just under half of consumers (49%) create video with their mobile devices while at branded events.

Encouraging More Social Sharing and Capturing Video will be the Focus of Brands Over the Next Few Years

Looking forward over the next three years, brands say they will emphasize promoting more social sharing and video capture as part of their experiential marketing content strategies.

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Facebook, Instagram and Twitter are Used Most by Consumers to Post and Share Event Content

The top consumer social media platform by far to post and share event content is Facebook, followed by Instagram and Twitter. YouTube and Snapchat round out the list of the top five platforms. In comparison, the most often used social media platforms by brands to post and share content are Facebook, Twitter and Instagram, followed by YouTube and LinkedIn.

Exclusive Experiences Work Best to Get Consumers to Capture and Share Content

While there is a range of opinion on the best ways to encourage consumers to capture and share content at events, half of brands say exclusive experiences are most effective, followed by photo walls and giveaways.

The Opportunity for Marketers

The experiential content opportunity for brand marketers is significant and multifaceted. Nearly all consumers capture some type of content when they participate in a branded event or experience. The research data and write-in comments from consumers and brands suggest a number of opportunities for marketers, including:

- Content shares via social media significantly amplify the reach of events and experiences by reaching an increased multiple of the on-site participants.
- Quality real-time content and sharing experiences drive consumer engagement at events.
- Experiential content such as photos and increasingly video is often repurposed by brands for other marketing campaigns and media placements.
- Content sharing metrics are highly measureable and provide considerable customer insights.
- When consumers look back on their branded event content, they often view the brand positively.
- Most importantly, consumers say quality event content experiences improve their brand perception and influence purchases.

The most effective content reaches the targeted audience, enhances the experience, and amplifies and extends the reach of the event or activation. This content also has considerable value after the experience in two important ways. First, it provides the brand with media, information, insights and metrics to use and improve other events and marketing campaigns. Secondly, and maybe most important of all, nearly all consumers share this content and revisit it over many months. As shown in the research, quality event content has a long shelf life. Clearly, more marketers will focus efforts to develop engaging event content to earn increased social engagement from targeted consumers. This summary provides only a few of the key insights. The next sections provide the full consumer and brand survey findings along with additional opportunities for marketers.

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