

EVENT MARKETING EXPERIENCE DRIVERS

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A branded event is a planned and organised activity with elements of entertainment, excitement and business-related content [3, p. 53]. that is an effective solution for increasing the reach and awareness of both customers and prospects. It can also be seen as a form of brand promotion that focuses on activating the brand in cultural, sporting and social settings with an appropriate level of community participation.

The main aim of events is to create unique personal connections with individual consumers through relationship-building interactions [2, p. 38]. The unified field of experience (in some cases free from the distractions of other brand communications) provided by events gives marketers the opportunity to generate meaningful live interactions between brand ambassadors, actual products and the target audience, directly improving top-of-mind product awareness, brand perception and equity. Combined influence of the three drivers of consumer behaviour mentioned above may result in increased purchase intent within a product category [3, p. 53].

The status of the connection between relationship building interactions and their influence on customer purchase intent has been a matter of recent scientific inquiry. In particular cases coefficient of determination between quality event interactions and purchase intent has been as high as 74.6 percent [2, p. 39].

Successful event experience drivers can be analytically presented as containing certain indicators relevant to the participants:

Table 1

Experience drivers' indicators

Driver	Features of experience
Entertainment	branded experiences seem entertaining and motivating to visitors/partners; give a sense of immediacy of being 'here and now'
Excitement	a sense of happiness, satisfaction, and fun; extra benefits that create an uplifting spirit
Involvement	incites a connection of the mix of sublime event-related feelings with the host brand
Interaction	opportunities to interact directly with brand ambassadors; participation in join activities with ambassadors

Driver	Features of experience
Immersion/ exclusivity	no attempts to look up for another brand in the same category
Intensity	experiences and messages are impactful, meaningful and memorable
Individuality	the selection of branded activations helps potential customers and partners recognise unique features and benefits of the brand and the product
Innovation	event format is seen as creative, location and time are perfectly suited to the cause (the aim)
Integrity	experience is authentic and brings real benefits and value to consumers

Source: [3, p. 54]

Effectiveness of event marketing programmes can be increased if synergy between a successful event and electronic word-of-mouth customer to potential customer communication is facilitated [2, p. 40]. Therefore, authentic product related and/or brand related social media content is becoming useful addition not only to traditional advertising campaigns [1, p. 25], but also to event marketing campaigns that are able to bring information to consumers and use their feedback as a marketing resource [4, p. 41].

References

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