

# MEASURING THE EFFECTIVENESS OF EXPERIENTIAL MARKETING

An Introduction to the IPM's Experiential  
Measurement Framework.

The **ultimate** purpose of experiential marketing is to affect the behaviour of the target audience through live engagement and this **can** and **should** be measured...

# WHY ARE WE DOING THIS?

The UK spent £21.4b in 2016 on advertising. Agency brand experience budgets were estimated at £171.9m (Campaign & Event May15 -June16). In London alone, the spend on brand experience activities in the capital in the same calendar year was £81.4m. This investment represents a continually growing channel in the marketing mix.

Although some Experiential agencies do seek to measure effectiveness and ROI, currently there is **no standard, industry-agreed, approach to experiential evaluation** and therefore no consistent and credible yardstick for comparisons.

This is harder to achieve for Experiential marketing because there are many differing types of event, each with differing reach and impact, and currently no common method for judging the business benefit of a campaign.



# OUR PURPOSE

The purpose of this work is to outline **how to evaluate the Reach, Impact and ROI from Experiential Marketing campaigns** in order to improve confidence in the strategic benefits of experiential; create common industry standards, benchmarks and terms for experiential marketing practice; and enhance the reputation of the experiential marketing industry.

This summary highlights the **principles and the model** that the IPM are proposing. For more information, please refer to the **step-by-step approach of IPM Effectiveness Measurement for Experiential Marketing** guide.



Who is  
Involved?

# HOW WILL IT WORK?



## POP UP RETAIL



Dolce by Ferrero Rocher

## BRANDED EVENTS



In Bru

## BRANDED INSTALLATIONS



Lucozade

## CREATIVE SAMPLING



Dorset Cereals

## RETAILTAINMENT



Pandora

## GAMIFICATION



Berghaus "The Get Out Game"

## LIVE STUNTS



Sky, Game of Thrones Season 7 Launch

## LIVE PERFORMANCE



PlayStation at London Pride

Our approach is attempting to account for all types of experiential in one measurement framework.



# OUR PLAN



## PHASE

# 1

### Initial Consultancy

Following our initial consultation within the council, 10 member agencies and an independent research agency have been involved in pulling together the initial framework.

*May 2015 to 2017*

### Test & Learn

15 member brands and agencies have been asked to participate in the initial Phase 1 test and learn by sharing one client/campaign results. Initial clients include:



*June 2017 ongoing*

### Vetting & Guidance

Each of these campaigns have been vetted by our research agency to ensure they adhere to our new framework for measurement. And have been offered advice on how to comply with the framework.

*June 2017 ongoing*

## PHASE

# 2

### Date Modelling / Comparison

When the campaigns are complete, the data will be correlated by our research agency and filtered into the initial beta data sets we are looking to set up in our data base in phase 2.

*From January 2018*

### Initial Industry White Paper

We plan to share a white paper in summer 2018, which will correlate the findings of our initial test phase and be available to all IPM members.

*Expected August 2018*

### Wider Launch of the IPM's Measurement Dashboard

Test Phase completes, and Phase 2 begins. 30 member brands and agencies are asked to commit to the build of the industry database and a second round of data collection.

*June 2018 onwards*

# THE FRAMEWORK



## 5 Key Principles

### 1. KPI's

It is critical to define the business challenge experiential is solving at the start of a campaign through setting SMART KPI's.

### 2. Terms & Conditions

Use industry common language for measurement: (contacts, interactions, engagement, reach, amplification).

### 3. Benchmarking

Where possible, actively adopt a best practice of assessing past data & benchmark 'what good looks like' in order to build robust activity.

### 4. Robust Methodology

To ensure the accuracy, consistency and validity of results regardless of the sector, category, brand and agency, the IPM advocates minimum standards required for measurement methodology:

- *Statistically robust sample sizes for surveys*
- *Independent data collection / data auditing*
- *Surveys conducted pre- & post-activation.*



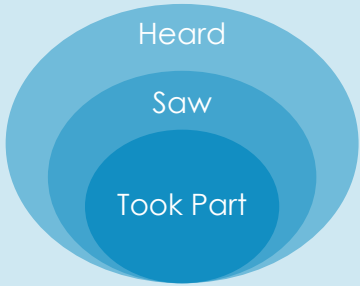

### 5. Effective Measurement

A common approach to effective measurement and evaluation covering: Reach, Impact, ROI.

# EFFECTIVENESS



## Experiential Effectiveness Measurement Model

Pre-Event	Event		Post-Event	
	Live	Reach	Impact	ROI
Measure Current Brand Affinity & Usage 			Measure New Brand Affinity and Brand Usage with Impact, Reach and Advocacy analysis: <b>BAM</b> Brand Affinity Measure  <b>RAAVE</b> Relevancy Association Accessibility Value Expectation  <b>Advocacy</b> NPS	Conversion Ratio <b>ROI</b> = Value of Uplift from the Campaign / Cost of the Campaign 



# THE OUTPUT

A database of Experiential Campaigns that have been evaluated using our Industry Standard Measures

Accessible only to IPM members, multiple data-points are searched using relevant keywords and search terms to create bespoke reports that compare key elements from a range of Experiential Campaign types

Benefits include:

- Benchmarking completed campaigns against others of similar types, live environments, budgets and objectives
- Planning future campaigns using examples of best-in-class from multiple sectors, budgets and objectives

## EXAMPLES OF SEARCH TERM CATEGORIES:

Campaign Objective

Target Audience

Vertical Market Sector

Live Environment

Campaign Budget

## EXAMPLES OF DATA-POINT CATEGORIES:

Brand Perception

Demographics

Claimed Purchase Behaviour

Direct Engagements

Cost per Engagement

## EXAMPLES OF BENCHMARK CATEGORIES:

Increase in Brand Affinity

Overall Reach

Increase in Purchase Intention

Time per Engagement

ROI = Estimated Return per £ Spent

# HOW DO YOU GET INVOLVED?



## Phase 1

We have 15 places for agencies/brands to take place in phase 1 of the study. Each must agree to independently measure one campaign using the IPM's Measurement Framework to assure consistency of data. This phase is only open to member agencies and first right of refusal will go to agencies who have been members of the Experiential Council. Any additional places will be given on a first come first served basis to IPM member brands and agencies only.

In addition to the research (which must be covered by the agency/brand involved) the cost to be part of this phase is £500 and covers the investment required in our research partner Red Route to consult with each brand/agency/research partner on the implementation of the framework and the analysis of the data at the end of Phase 1 in readiness for our White Paper publication.

## Phase 2

Phase 2 of the study will apply learning's from Phase 1 to the framework and to the development of the IPM's Experiential Measurement Database. The database will be managed by the IPM and provide an industry wide tool for analysis of effectiveness, while also protecting the individual results of both agencies and brands.

30 brands and agencies will be required to measure 2 campaigns each, in order to provide the kind of robust data required to test the database more thoroughly.

Given the investment required to develop the database, there will be a fee, currently estimated at £1,500 per agency/client to take part in Phase 2.

# GET IN TOUCH

To have a chat about what we are up to, please feel free to give Jess or Claire a call to find out more. If you would like to be more involved, or would like to commit to either our last places on Phase 1, or to Phase 2, please give Carey a call.



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