



Reach3

A RIVAL GROUP COMPANY



4 steps to ensure the success of your next

Experiential Brand Activations



The goal of any Experiential Brand Activation is to drive engagement, inspire customers to share on social and IRL and ultimately drive sales.

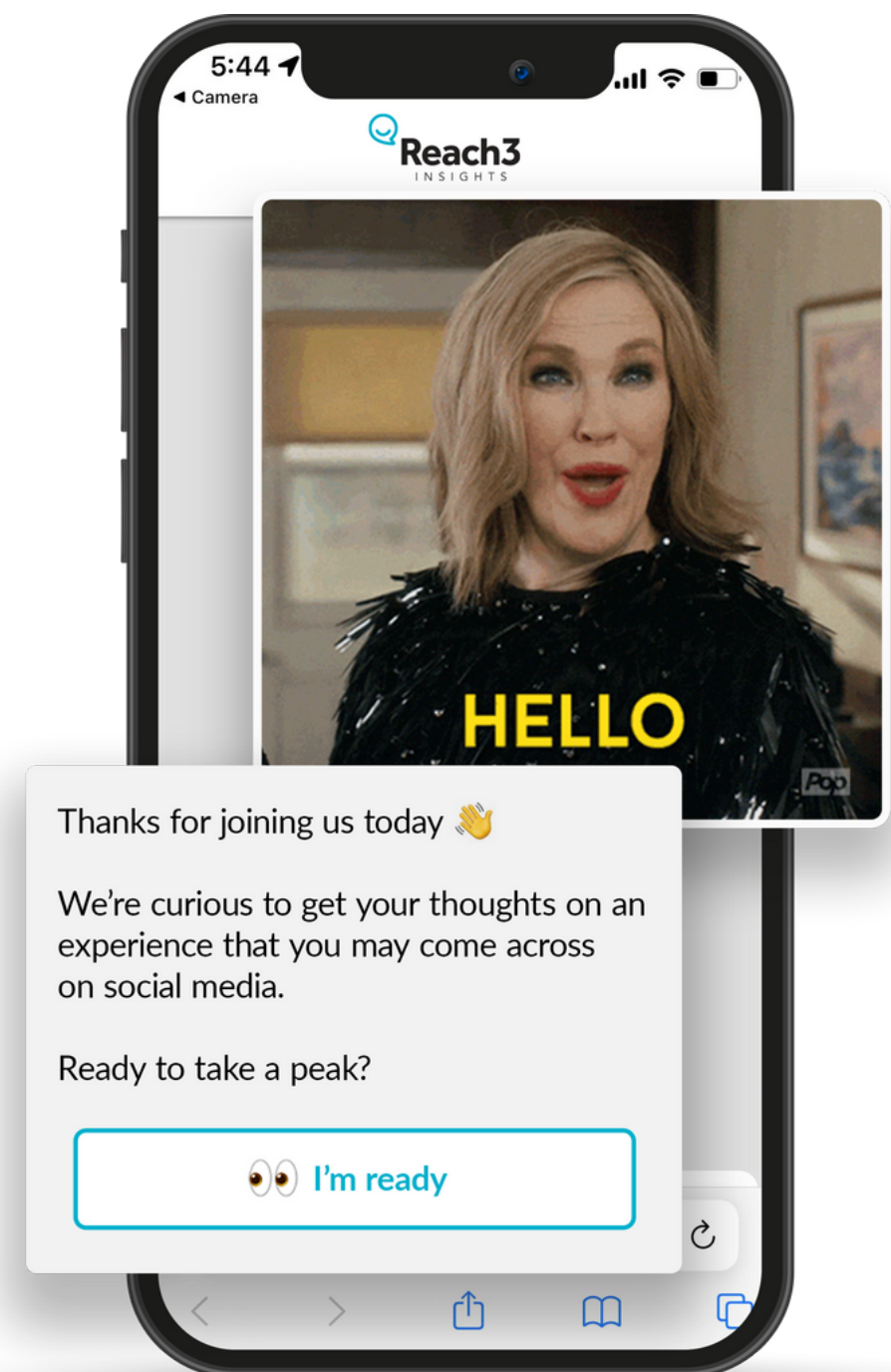
The budgets are big. The stakes are high. And more than ever, the C-suite is looking for measurable ROI.



**Read this short, tactical guide to
ensure the success of your next
Experiential Brand Activation.**

Step 1: Pre-test experiential brand activations and think beyond “concept testing”

Predict engagement, share-ability and brand impact of potential experiential activations before developing the activation. Reduce the risk of a miss and enhance your overall chance of success.



DID YOU KNOW?

43%

of consumers say brand experiences are more likely to make them want to try or use a brand

Most marketers skip the pre-testing phase and move straight to execution. Testing the potential impact of your activation **BEFORE development and execution is a critical step.**

Step 2: Engage consumers in-the-moment and tap into the power of now

Experiential Brand Activations are about tapping into the emotions of the customers in the moment and creating a connection that resonates on a cultural level.

Capture video-based reactions & understand cultural relevancy during experiential activations.



DID YOU KNOW?

56%

of consumers say brand experiences make them feel more emotionally connected with a brand.

Step 3: Re-connect with participants to track the long-term impact

Smart marketers seek out ways to re-engage with people who've experienced activations so they can understand residual impact over time.

To secure your budget for future activations: connect changes in consumer behavior directly to your activation.



DID YOU KNOW?

55%

of consumers and 77% of Influencers are more likely to share or talk about brand experiences.

Step 4: Engage Influencers effectively

Consumer Influencers are three times as likely to say they love experiences and 22% more likely to share their experience on social compared to average consumers; their enthusiasm amplifies participation and shareability.

The ability to account for the effect your activation will have on influencers will be a key marker of potential success.



Looking to nail your next Experiential Brand activation?

The Brand Experience Predictor (BXP) is a conversational, mobile-first research solution to pre-test, measure impact and maximize the investment in experiential brand activations

Interested? Visit:
reach3insights.com/brand-experience-predictor