



ADVERTISING RESEARCH

ADVERTISING RESEARCH

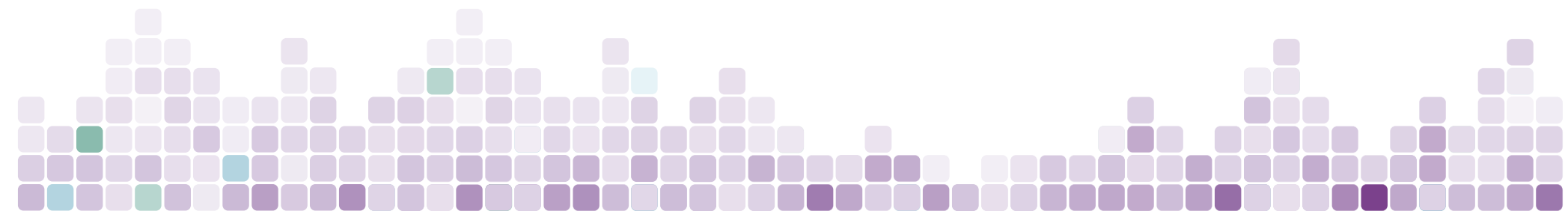
Consumer's Relationship with Event Marketing

Engaging the Consumer through Event Marketing: Linking Attendees with the Sponsor, Community, and Brand by Angeline G. Close, R. Zachary Finney, Russell Z. Lacey, and Julie Z. Sneath. Published in The Journal of Advertising Research in December 2006.

Close, Finney, Lacey, and Sneath examine the relationship between consumers, event marketing, and consumers' intent to purchase after the event. They determined that excitement and level of activeness with respect to the event, as well as prior knowledge of the sponsor and its products, has a positive impact on the event-goers desire for the sponsor to be actively involved with the surrounding community.

The Benefits

Additionally, event attendees that are more community-minded view the event sponsor more positively after their experience than those who are less community-minded. Their research also shows that a higher opinion of the sponsor contributes to a higher purchase intention of the sponsor's products or services. Therefore, the perfect mix for truly engaging consumers includes consumers who are enthusiastic, knowledgeable, and active in respect to the event and the sponsor. In addition, the scholars revealed key points regarding event marketing, event sponsorship, and sports marketing.

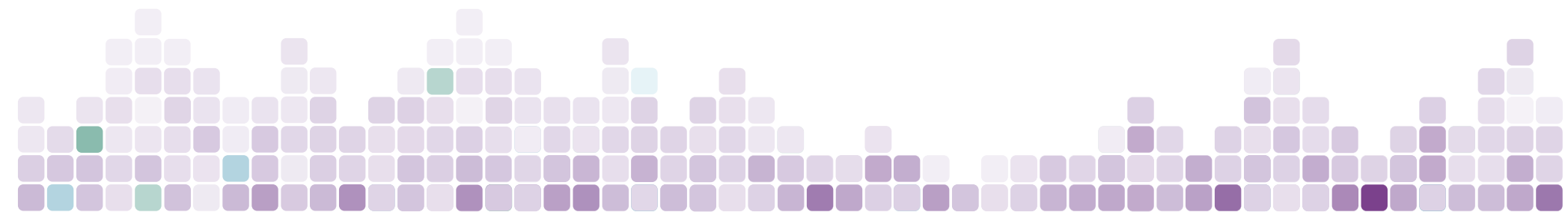


ADVERTISING RESEARCH

Event Marketing:

Whelan and Wohfeil identify four features that separate event marketing from simple event sponsorship:

- Focuses on consumer experiences, combining both emotional and rational aspects
- Communicates with attendees to add value to their overall consumption experience
- Gives sponsors the chance to engage the consumer with the company, its brands and the overall community, while conveying their message as part of the event instead of a direct marketing communication
- Attempts to get consumers involved in the event by create a social setting where consumers are more likely to be receptive to marketing messages compared to traditional forms of marketing
- Outperforms other forms of advertising and marketing in terms of ROI, beating out PR, internet ads, direct marketing, and print/broadcasting ads



ADVERTISING RESEARCH

Key Insights

The current research on event sponsorship supports four key insights:

- Relatedness: Products related to the event leads to better consumer recall
- Target Market: Lower income, older consumers buy more of the sponsors' product after event exposure
- Attitude toward sponsors: Prior consumer preference of products leads to higher recall
- Managers' views of sponsorships: Managers usually have positive views on sponsorship impact

The Findings

The authors' research on sports marketing reveals four important findings:

- Exposure: Consumers recall sponsors of athletic events, while favorably changing their attitude towards the sponsor
- Fit: A positive image of the sponsor is conveyed if consumers feel the sponsor 's image truly "fits" with that of the event
- Objectives: Sponsors want to build their image and have a measurable bottom line
- Evaluation: Managers are often unsure how to evaluate the success of sports-related promotions

