

How Household Brands Make Magic Happen



Big Brands Use Activations.

It's no secret that brand activations are becoming the biggest marketing tool since digital ads. Some of the best brands in the business use human-first experiences to make memories with consumers and be a part of the experience economy.

But with budgets to track and company goals to deliver on, many are scratching the surface on measuring and using activations to move beyond brand awareness.

Brands know it works; they just can't tell you *how*. **But we can.**

LEARN ACTIVATION STRATEGIES FROM...





What's AnyRoad? —————>

AnyRoad is the only experiential marketing platform that combines end-to-end event management with rich feedback and analytics. The result? Every step of managing your experience becomes a breeze, like...

- ✓ Planning pre-event
- ✓ Capturing guest data on-site
- ✓ Post-event follow-ups
- ✓ Impact analysis that powers more insightful decision-making

But this isn't about us.



Ok, it is a little.
But mostly...

It's about the brands that used our platform to make their activations a huge success. And more importantly, unlocking exactly how they did that to give you a playbook of the most successful strategies and tactics.

We gathered four stories that show why brands love us and how they proved their brand activations were major successes. So read on for a masterclass in brand activations and get inspired!



From Festival Pop-Ups to Grocery Store Tables



Why does digital marketing get to have all the fun with data?
Field marketing should be able to leverage the power of data too.

ADRIAN SANTOS, DIRECTOR OF FIELD MARKETING

JUST Egg used AnyRoad to get zero-party data directly from consumers **on-site at activations**, incentivizing them to fill out their information in exchange for a sample of the brand's plant-based product.

Consumers who registered received a **follow-up survey**, helping the JUST Egg team capture even more info, collect feedback, and continue building relationships with their consumers.

After each event run using AnyRoad, JUST Egg was better positioned to **understand their consumers**, capture valuable first-party data to add to their marketing efforts and gather insights to **improve future activations**.

**JUST Egg
Results:**

100+ DATA POINTS

Collect 100+ data points per activation, which means by the end of their 300-event strategy, they had over 30,000 data points from high-intent customers

**90% CONSUMER
CONVERSION RATE**

Learn they had a 90% product tasting to consumer conversion rate

300 EVENTS

Run 300 events nationwide with adjustments in real-time to improve when feedback was negative

JUST Egg aimed to use activations to:



Understand new and existing customers in a more nuanced way



Grow their database with high-intent, marketable contacts



Drive greater brand awareness and more purchases of JUST Egg products

JUST Egg uses AnyRoad strategies to:



**GATHER CRUCIAL
FEEDBACK**

Discover critical issues with product sampling for real-time adjustment



**LEARN VITAL
LOCATION INFO**

Pinpoint where attendees are from and use trends to shift event scheduling and strategy



**GROW ITS MARKETABLE
DATABASE**

Have a comprehensive end-to-end platform to collect zero- and first-party consumer data and analyze it in real-time

conversate
COLLECTIVE

A Beauty Brand, An Agency, and Activations



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It was helpful to have this data to really know what and how customers were feeling and how that aligned or didn't align with what brand was doing or expectations that they had.

AJA BRADLEY-KEMP, FOUNDER AND CEO

Conversate Collective and the agency's CPG beauty client used AnyRoad to build consumer profiles and learn more about purchasing behavior.

Their large-scale brand activation series unearthed important information that would have gone unnoticed otherwise.

Awareness

Database

Loyalty

Revenue

**Conversate
Collective Results:**

50% SURVEYED
50% surveyed bought from
Walgreens and Target

74% OF ATTENDEES
74% of attendees are more likely to buy
post-CPG experience

Conversate Collective aimed to use activations to help their client:



Learn more about the CPG
beauty brand's consumers



Drive more realistic and
targeted marketing spend



Engage consumers
where they're at and drive
conversion

Conversate Collective uses AnyRoad strategies to help their client:



GATHER CONSUMER ANALYTICS

Break down which consumers
are regulars vs. new to the brand
for a better understanding of
loyalty



TEST THEIR NET PROMOTER SCORE

Collect feedback from
consumers to learn which CPG
experiences drove the highest
net promoter scores among
attendees



PROVE CONVERSION RATES

Measure the impact of events on
consumer purchasing to justify
spend and fine-tune experiences



Festival Promotion Meet Field Activations



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AnyRoad helped us understand not just our festival goers, but also how sponsors can benefit from partnering with us. Their on-the-ground support and expertise was first class, and really helped us execute.

OMAR AGUILERA, COMMERCIAL INTELLIGENCE MANAGER

OCESA used AnyRoad to track who attended each festival, how attendees felt about the event and sponsoring brands – making it **easier to sell sponsorships**.

With the volume of festival attendees, WiFi can be unreliable, so they used AnyRoad Live for **in-person, offline data capture** to collect demographics, capture marketing opt-ins, measure event satisfaction & affinity for sponsoring brands, and **identify the value that the festival provided** to the sponsors.

Awareness

Database

Loyalty

Revenue

OCESA Results:

7,802 ATTENDEES

Register 7,802 festival attendees

80% PROMOTER RATINGS

Gather 1,111 post-event feedback responses with 80% of them rating as promoters in their NPS responses

EVALUATE & IDENTIFY

Evaluate the overall festival experience to identify its strengths and weaknesses

FIND VALUE

Identify the value that the festival provided to the fans

OCESA aimed to use activations to:



Collect demographic information that would help them sell sponsorships



Capture marketing opt-ins so they could retarget their attendees to drive future festival pass and ticket sales



Measure festival satisfaction with a post-event NPS pulse survey and consumer affinity for sponsorship brands

OCESA uses AnyRoad strategies to:



COLLECT CONSUMER DATA, EVEN OFFLINE

Wifi was spotty in the festival field, so AnyRoad's offline feature allowed OCEsa to ensure that they'd still be able to collect information and upload it to their account when they went back online



GROW ITS MARKETABLE DATABASE

Supercharge OCEsa's marketing efforts by collecting zero-party data instead of relying on limited visibility through third-party middlemen



FIND A NEW WAY TO ENRICH THEIR DATA REPORTS TO SPONSORS

By adding experiential marketing KPIs to demonstrate the value brands get by sponsoring with OCEsa's events



ROI and Planning Make Magic



We spend a lot of time and money on activations and never had a way to measure ROI. AnyRoad has helped guide our activation planning, grow our email database, and measure conversion while managing the budget for multiple brands.

TODD GROBSTEIN, VICE PRESIDENT OF MARKETING

The Flower Shop used AnyRoad's **flexible data capture**, like contactless QR codes and mobile registration, to gather **zero- and first-party data** on-site during activations through sweepstakes, product giveaways, and VIP launches.

The team focused on gathering competitive intelligence, shopping habits, and zip codes to help with their wholesale strategy and adjust their activations **in real time** for new locations, event sponsorships, and media buying.

**The Flower Shop
Results:**

50% OFFERED DATA

50% of event attendees willingly offered first-party data

26% OPTED IN

26% of registered guests opted into marketing outreach

The Flower Shop aimed to use activations to:



Test the value and impact of on-site and field activations



Expand their database with marketable contacts and gain actionable insights



Evolve product and packaging based on feedback from target demographics

The Flower Shop uses AnyRoad strategies to help their client:



UNDERSTAND BUYING BEHAVIOR

Use questions related to typical shopping habits for a better view of the competitive landscape



TAP INTO VITAL CONSUMER INFO

Collect zip codes from each guest to adjust activation locations, event sponsorships, and overall out-of-home (OOH) media buying



DOUBLE-DOWN ON SUCCESS

Invest in activations targeted towards specific interest groups, like the yoga community, that result in higher NPS scores and marketing opt-ins

