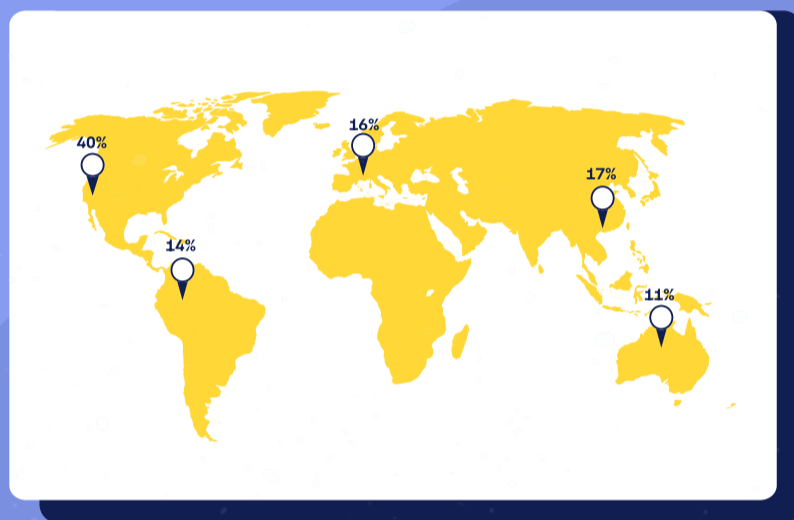


# Brand Home Trends: 2023 Review

Trends and benchmarks for consumer brands who invested in experiences where they live.



## Table of Contents

01 Introduction

01 At a Glance

02 Metrics and Measurement

04 Tech Stop: Finding Your Brand Conversion Rate and Other Insights

05 Spending and Growth

07 2023's Challenges and How to Move Forward

# Brand Homes: 2023 in Review

Consider the moment your house became a home: the warmth, the care, and the memories made there. That's the entire purpose of a brand home: to bring consumers closer to a brand through a curated experience that creates a bond through emotion.

In the spirit of building out our brand home community, we've asked brand home marketers and leaders to share their plans, challenges, and more to bring you a holistic view of brand homes today. We're even including the benchmarks and trends surfaced within our platform from the past year, giving you an exclusive look into the data our customers have access to every day.

Use this report in partnership with our State of Experiential Marketing 2024 report to explore what's happening in the world of brand home experiences and leverage it to map out your strategy.



## What is AnyRoad?

We're AnyRoad: the leading experiential marketing platform for consumer brands. We've been helping brands like Diageo, Absolut, and Sierra Nevada streamline, scale, and power greater ROI from their brand homes and experiences for **over a decade**.

**End-to-end experience management** meets with **rich data capture and analytics** in our platform to help brands realize greater impact from every event. We believe in the power of experiences, plain and simple. Each is **an invaluable opportunity** to build long-lasting consumer relationships, using emotion, memory, and delight to create a community of brand superfans and accelerate revenue growth.

## What You Need to Know: At a Glance

79%

of those surveyed said their main goal for brand homes was to grow brand loyalty and awareness.

89%

Women have a higher brand conversion rate after visiting a brand home than men at 89%.

50

points is the average increase in NPS post-brand home experience.

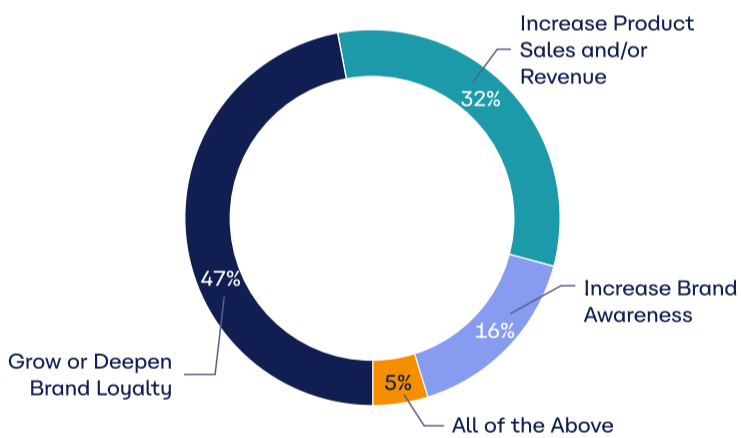
# Metrics and Measurements

What does success look like for brand homes? And how are they measuring up? Here are the metrics and measurements you need to understand what brand homes do for your prospects.

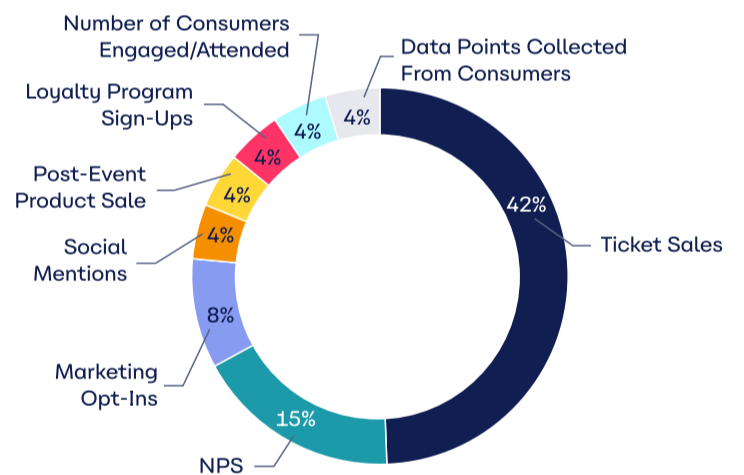


## Defining Success

### What's Your Main Goal for Your Brand Home Experiences?



### Who Manages Your Experiences?



### Keep In Mind

Although the main goal for brand home experiences is to grow or deepen brand loyalty, the primary measurement is ticket sales, which is more of a short-term measurement.

# Brand Homes' Impact on Loyalty



## Brand Conversion

Brand conversion rate is the number of consumers who previously identified as detractors or passives, according to NPS results, but leave your experience as promoters. Detractors are those who think poorly of your brand and passives are more apathetic.

The detractors and passives are divided by those who became promoters during your brand home experience, then multiplied by 100.

Although those surveyed focus on ticket sales to measure success, our data shows a better way to prove brand loyalty growth: a brand conversion rate.

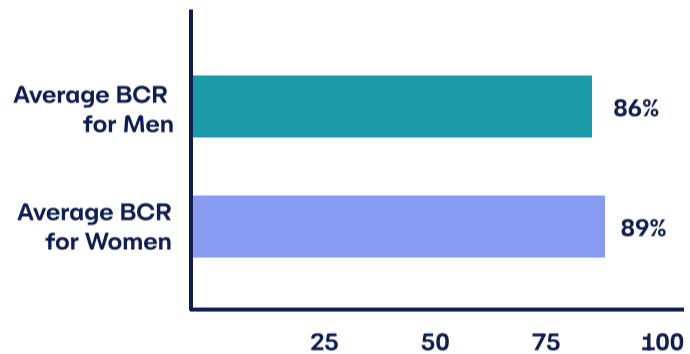
## Brand Conversion Rate Benchmarks

Here are some impressive benchmarks for brand home experiences powered by AnyRoad in 2023.

### Industry Average

87%

### By Gender

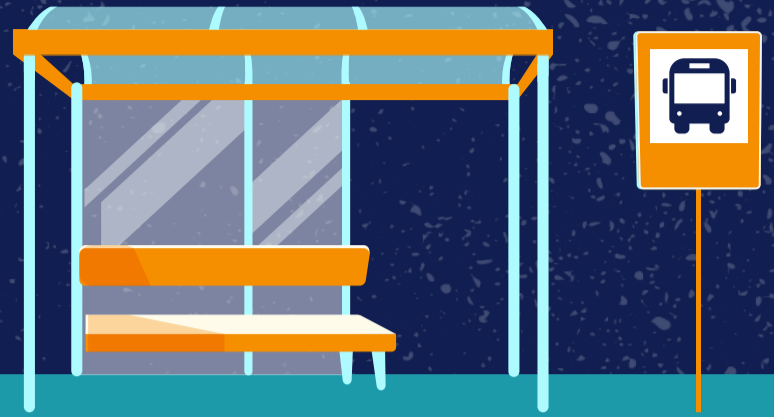


## Perception and Net Promoter Score Across All Demographics

That's a soaring score increase of 50 points!

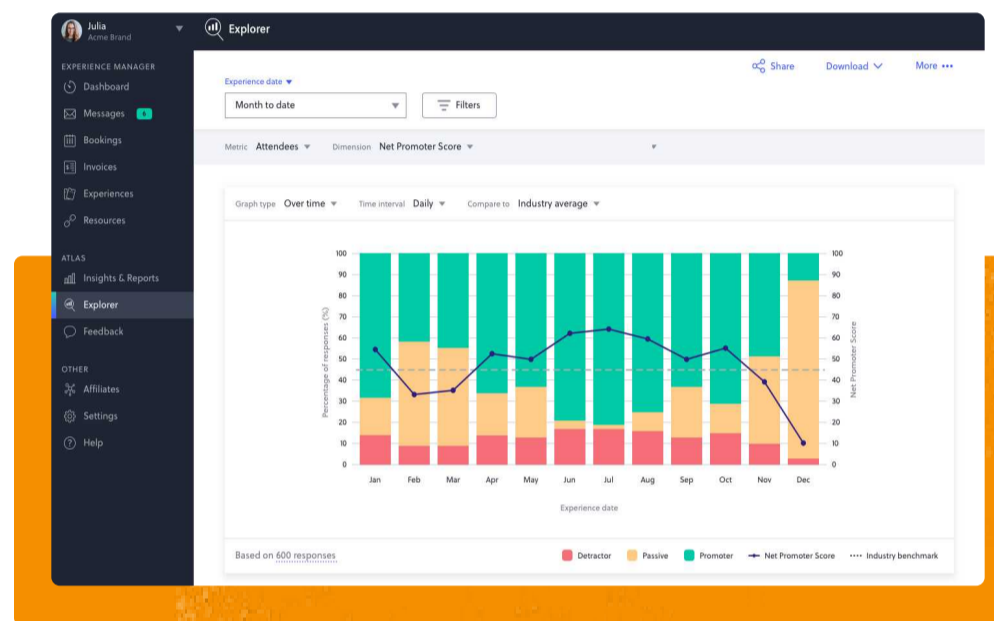


# Tech Stop: Finding Your Brand Conversion Rate and Other Insights



## Want to Take the Guesswork Out of Your Brand Home Strategy?

AnyRoad empowers you to collect, analyze, and take action on guest and experience data, giving you a deeper understanding of your consumers while generating insights to prove what's working and what you should do to improve.



### Streamline & Scale Operations

Get back hours of your team's day with automation and an integrated suite of solutions to manage every aspect of brand experiences.



### Grow Brand Awareness & Loyalty

Don't let those moments when your fan interacts with your brand go to waste — understand your consumers with first-party data capture and deliver a consistent, seamless guest experience.



### Power Greater Revenue & Prove ROI

Easily measure your event performance and know what's working to make key strategy decisions and prove your undeniable impact to your team and beyond.

Want To See It In Action? See For Yourself.

Book Demo

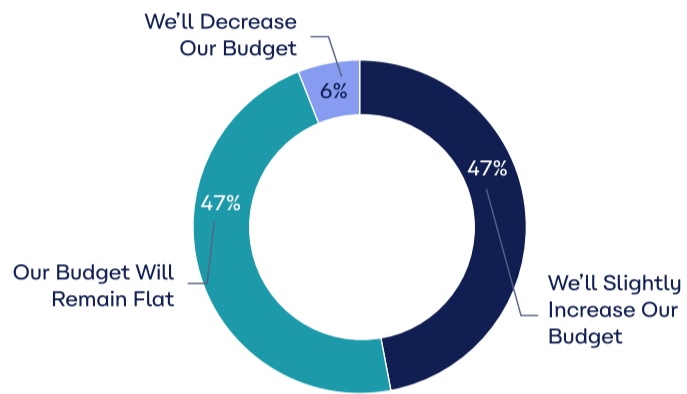
# Spending and Growth

What do brand home budgets look like? We asked what marketers and operators spend annually on experiential marketing and how they plan to invest in the coming years.



## Budget Predictions

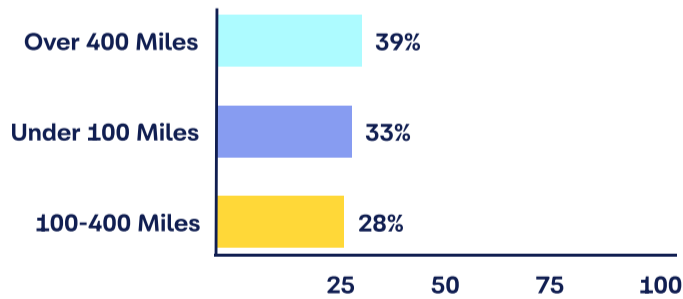
How Much Do You Anticipate Your Investment in Brand Homes Will Change in the Next One to Three Years?



## Growth Strategy: Who's Coming to Brand Homes?

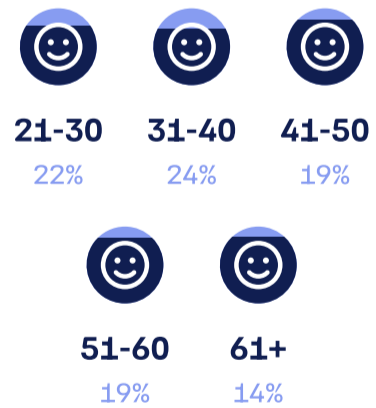
With so much invested in brand homes and consumer experiences, knowing who's buying a ticket and dropping in makes sense. Take a look at what we saw from millions of brand home visitors in 2023.

### Guest Travel Distance



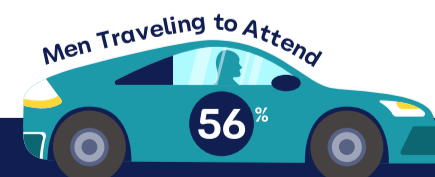
**Most popular with:** Locals who live near your brand home and tourists looking for things to do in your area.

### Age Attendee Breakdown



### Gender Distance Breakdown

**Most popular with:** Men across all distances. Men also are more likely to travel over 400 miles to visit a brand home.



## On the Road: Burnt Church Distillery on Growth

“Our brand home has given us a very clear direction of where to go next regarding distribution. We get a lot of folks from Florida on the tour who can’t buy our products there at the moment, so that’s an obvious target for us.” - Chris Crowe, General Manager of Burnt Church Distillery

Burnt Church Distillery in South Carolina is popular with locals and tourists who enjoy sampling unique spirits on its brand home tour while learning about local history.

Their secret to growth: feedback and insights.

“The feedback we’ve collected has been useful in helping us refine our offerings,” says Crowe.

Looking ahead, Crowe says that he and his team are developing mixology classes and a higher-end tour, both ideas he got from customer feedback. He even used AnyRoad’s experiential marketing platform to collect information and find key trends with little lift involved.

“AnyRoad has been a great partner,” notes Crowe. They’ve helped us grow our business and create a nationally recognized tour for our guests. We couldn’t be happier.”

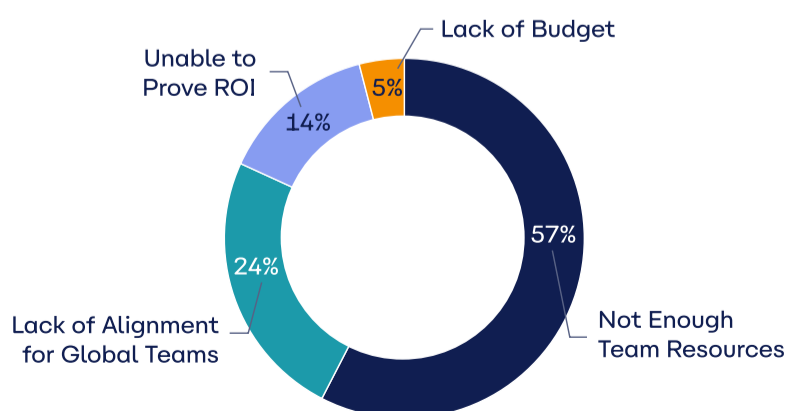


## 2023’s Challenges and How to Accelerate

We asked what brand home operators and leaders struggled with in 2023, and we have an idea or two for how to move forward from here.



The Biggest Experiential Challenges for Brand Home Teams



## Challenges

Brand home teams need more resources, but that’s on par with the rest of the experiential industry. In our State of Experiential Marketing 2024 report, we found that 59% of the industry is faced with the same challenge. And when it’s across all teams and types of experiences, that’s not a one-off problem; it’s an epidemic.

For teams with limited resources, finding ways to increase efficiency and streamline operations is critical. That’s where AnyRoad comes in.

# How to Move Forward

We need to lighten the load on our marketing and operating teams. That's why we built AnyRoad: for the work to step out of the way of the experiential strategy.



## THE PLATFORM

### Grow Loyalty and Revenue With Every Experience

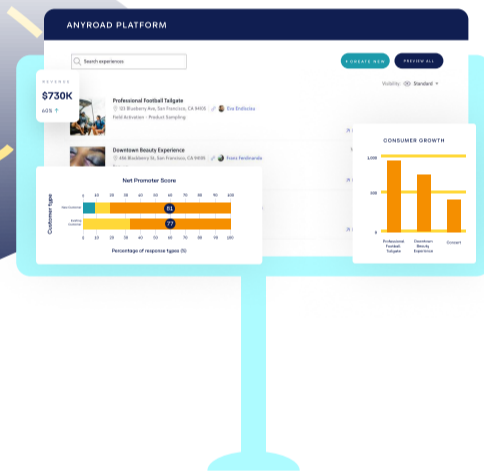
All-in-one solution to power every event, field activation and on-site experience.

## The Leading Experiential Marketing Program



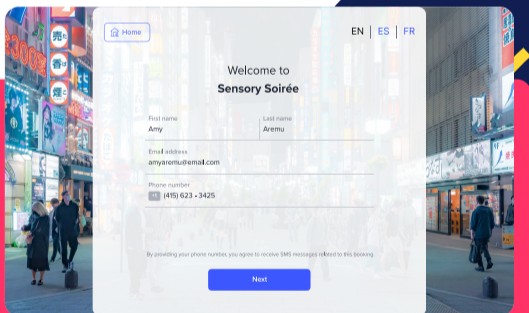
### Experience Manager

Scale every piece of your experiential marketing strategy from experience creation and on-site operations to visitor follow-up and retrospective analysis.



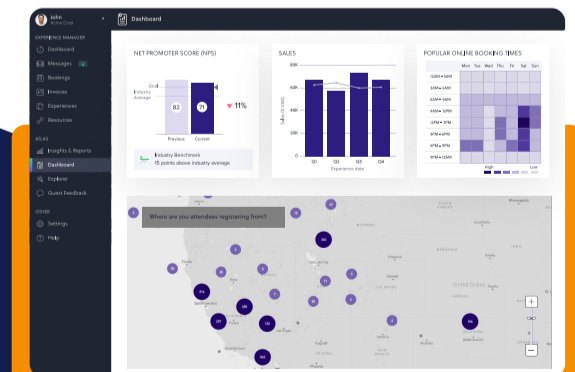
### Guest Experience

Build loyalty every step of the customer journey while seamlessly securing contact info and deep insights from every person who engages with your brand.



### Atlas Insights

Quantify the impact of your experiences so you can highlight successes, take advantage of opportunities and quickly take action to correct inefficiencies.





# What to Invest in Brand Growth for 2024?

Talk to an Expert

