

# Must-Have Technology for Data-Driven Brand Activations



Despite millions of dollars of annual investment in brand activations, even the most beloved brands in the world still struggle to:



## SCALE

Scale their brand activation strategy.



## GROW

Grow brand awareness and loyalty.



## DEMONSTRATE

Demonstrate activation impact and ROI.

In most cases, these shortcomings aren't from a lack of effort. Many brands simply need the right technology and a data-backed approach to be successful.

In this resource, we illustrate the technology and tactics used by three organizations that have developed successful, data-driven brand activation strategies and tips so you can do the same.

## What's Included

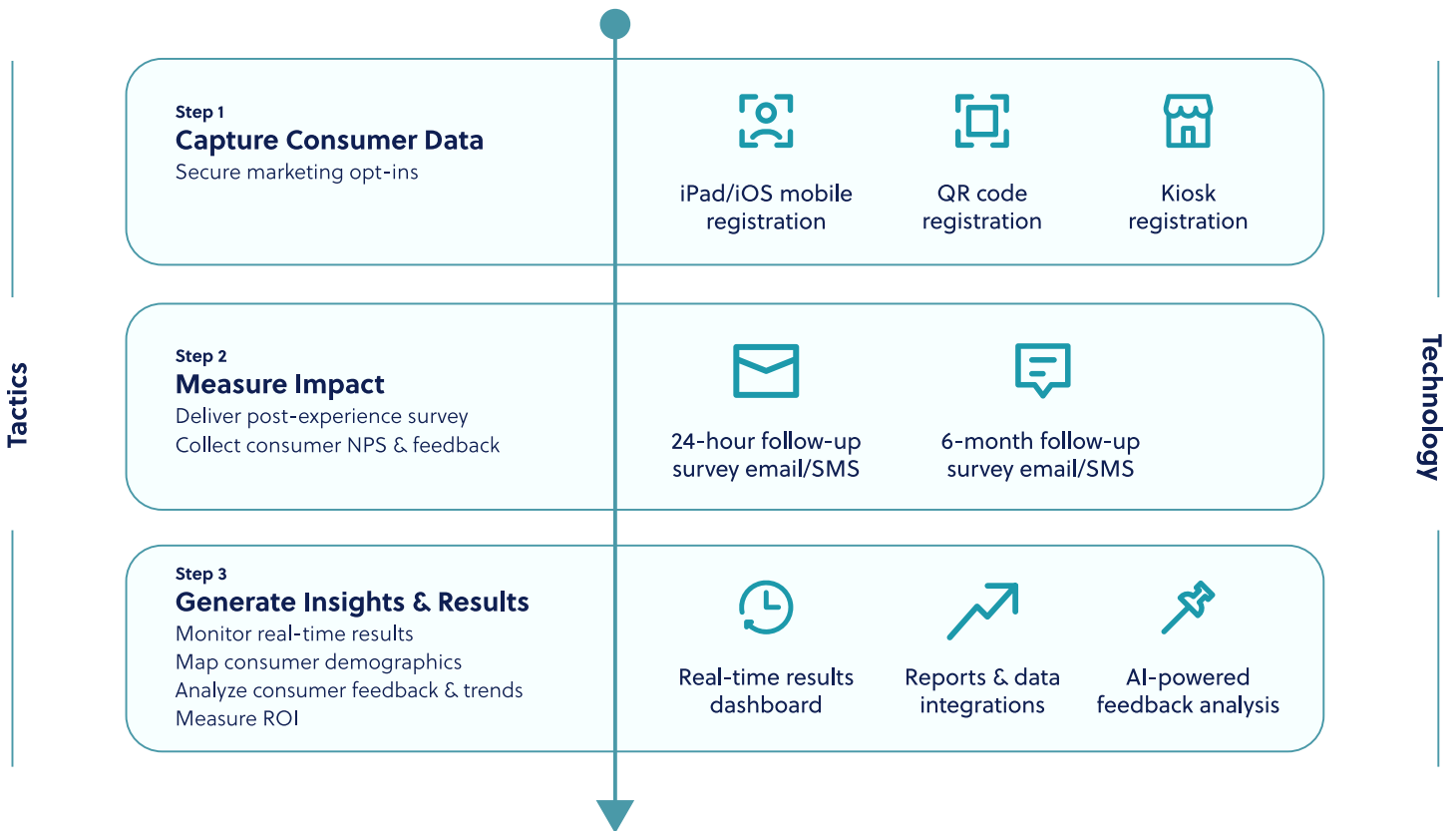
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# How to Run a Data-Driven Brand Activation Strategy

There is no one right way to run a data-driven brand activation strategy. However, these three tried-and-true steps are the foundation at many of the world's most successful brand activations.



## Brand Activation



In this resource, we'll introduce three brands that follow these steps and the specific technology and tactics they use to maximize the impact of every activation.

## Want a First-Hand Look at the Technology that Powers this Strategy?

[Take AnyRoad's Brand Activation Product Tour](#)



# OCESA Music Festival Activation

OCESA promotes and operates outdoor music festivals that regularly attract over 100,000 attendees. They use AnyRoad to capture and map attendee demographic and geographic information while measuring consumer affinity and awareness of the festival's sponsoring brands.

## STEP 1

### Capture Consumer Data

Secure marketing opt-ins

- 📱 iPad registration
- 📱 QR code registration
- 📱 Kiosk registration

OCESA hired a team of brand ambassadors to approach festival attendees and used iPads equipped with [AnyRoad Live](#) and standalone [QR codes](#) to capture attendees' information and insights in exchange for merchandise and a chance to win tickets to future festivals.

## How it Works

### APPROACH

Brand ambassador stationed near lines and heavily trafficked areas engage individual attendees.



#### QUICK TIP

Many organizations incentivize brand ambassadors to capture more consumer data with prizes or bonus payments for exceeding daily data capture quotas.

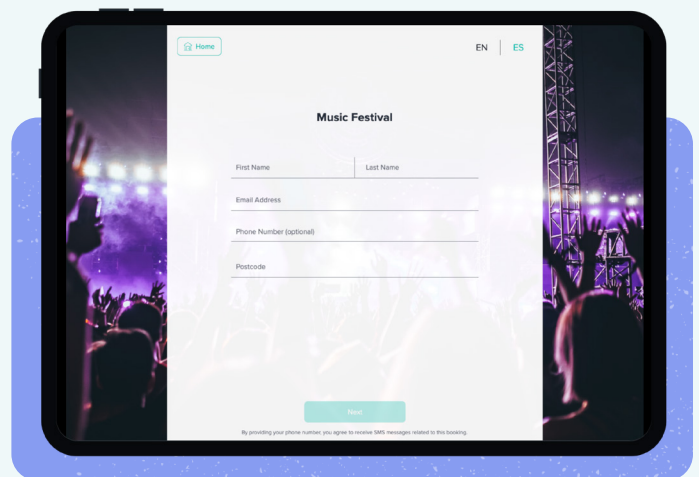
### VALUE EXCHANGE

Brand ambassadors explain what attendees receive or can win in exchange for sharing their opinions and opting into future marketing communications.

### DATA CAPTURE

To remain compliant with consumer protection laws, brand ambassadors hand the iPad to attendees to fill in their own contact information and complete their opt in.

*For example, many brands choose to capture consumers' name, email and/or phone number, zip code, in addition to asking them to opt-in to marketing.*



Because they hosted the music festival in a remote, outdoor location with limited internet and cellular data coverage, OCESA used Offline Mode to capture attendees' information and upload it to AnyRoad when they reached a stable internet connection.

## STEP 2

# Measure Impact

Deliver post-experience survey

Collect consumer NPS & feedback

✉ 24-hour follow-up survey email/SMS

✉ 6-month follow-up survey email/SMS

OCESA automatically delivered a post-experience survey to registrants 24 hours after the festival. The survey included questions about the festival itself and about specific sponsor brands to measure consumer satisfaction with the festival and map attendee demographics while gauging impact on individual brands.



AnyRoad helped us understand not just our festival goers, but also how sponsors can benefit from partnering with us.

OMAR AGUILERA, COMMERCIAL INTELLIGENCE MANAGER

## STEP 3

# Generate Insights & Results

Monitor real-time results

Map consumer demographics

Analyze consumer feedback & trends

Measure ROI

🕒 Real-time dashboards

➦ Reports & data integrations

➦ AI-powered feedback analysis

AnyRoad's out-of-the-box dashboards give OCESA the flexibility to monitor performance at the end of each day and see a summary across the entire, multi-day festival. Unlike traditional retrospective reports often provided by agency partners weeks or months after an event or activation, AnyRoad's dashboards and reports gave OCESA real-time insights to make adjustments on the fly and a complete summary available the moment the festival ends.



### QUICK TIP

Setting specific, quantitative goals is vital to building a successful brand activation strategy. Before the festival, OCESA set a data capture goal of 6,000 attendees. This metric gave the team:

- ✓ A clear objective to pursue
- ✓ A benchmark to measure the success of future festivals
- ✓ An estimate on the number of on-site brand ambassadors needed to hit the goal

### The Results:

#### 7,802 ATTENDEES

Registered 7,802 festival attendees during the two-day festival

#### 1,111 RESPONSES

Gathered 1,111 post-event feedback responses

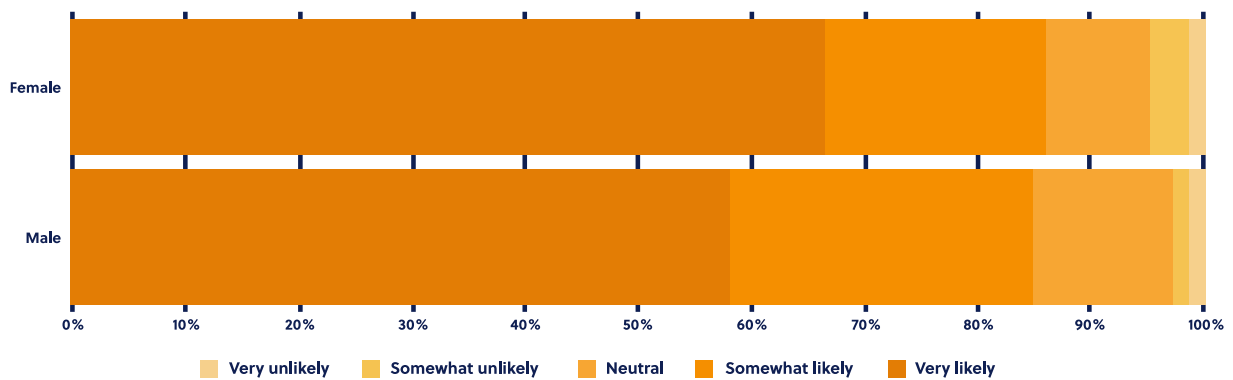
#### 80% PROMOTERS

80% of respondents were extremely likely to recommend the festival to a friend (NPS scores of 9 and 10)

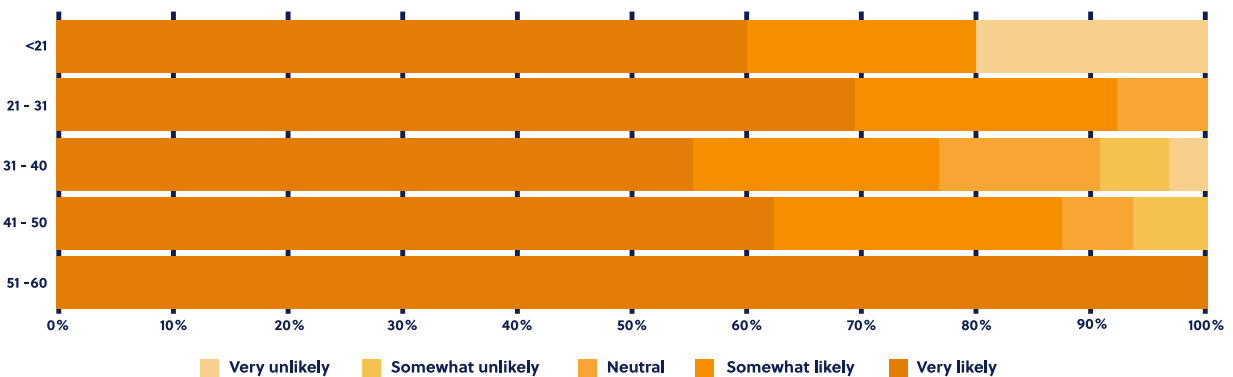
# How OCESA Uses Brand Activation Insights

OCESA's data capture strategy gives them the power and flexibility to capture large quantities of consumer data anywhere and anytime. This ability empowers them to capture consumer tastes and preferences in the moment as they experience the festival, sample products, or participate in a brand experience.

### Purchase Intention by Gender



### Purchase Intention by Age Group



OCESA shares these attendee insights with sponsoring brands to help them understand the festival audience, the impact of the experience, and why they should continue to purchase sponsorships for future OCESA events.

# Beauty Consultation Activations

Conversate Collective is the experiential events agency partner of several CPG beauty brands. Conversate runs field activations for brands to capture opt-ins for future marketing efforts, build consumer profiles, and learn more about consumer purchasing behaviors.



## STEP 1

### Capture Consumer Data

Secure marketing opt-ins

- 📱 iPad registration
- 📄 QR code registration
- 🏪 Kiosk registration

Conversate Collective's on-site team uses live registration via iOS devices and contactless QR codes to capture consumer data in exchange for performing their complimentary beauty consultations.

A screenshot of a mobile registration form titled "Free Beauty Consultation". The form is displayed on a tablet with a yellow border. The form has a "Home" button in the top left and language options "EN" and "ES" in the top right. The form fields are: "First Name" and "Last Name" (split into two columns), "Email Address", "Phone Number (optional)", and "Postcode". There is a "Next" button at the bottom. A small disclaimer at the bottom reads: "By providing your phone number, you agree to receive SMS messages related to this booking." The background of the form shows a blurred image of a person's hands holding a makeup brush.

PRE-EXPERIENCE

## STEP 2

### Measure Impact

Deliver post-experience survey  
Collect consumer NPS & feedback

- ✉️ 24-hour follow-up survey email/SMS
- 📧 6-month follow-up survey email/SMS

Conversate Collective compares pre- and post-experience survey responses to measure the impact its brand activations have on consumer brand awareness and purchase behavior.

With the help of AnyRoad's [automated customer feedback loop](#), Conversate Collective triggers a follow-up survey to every registrant 24 hours after the brand activation.

### Common follow-up questions include:

- ✔ **Net Promoter Score:** How likely are you to recommend [brand] to a friend?
- ✔ **Purchase impact:** This experience made me [select option] to purchase [brand].
- ✔ **Product quality:** How would you rate the quality of [brand] products?
- ✔ **Open-ended text feedback:** What do you like most about [brand] products?



#### QUICK TIP

Many brands follow up with consumers again six months after the brand activation to measure the long-term impact.

How was your experience at ACME Beauty?  
ACME Beauty via AnyRoad <contact@anyroad.com>  
to Eddie Egger

ACME BEAUTY

Hi Eddie,

Thank you for joining us for a **free beauty consultation**! We hope you had a great time. It would mean a lot to us if you could share your feedback.

How likely are you to recommend **ACME Beauty** to a friend?

Not at all likely | Extremely likely

0 1 2 3 4 5 6 7 8 9 10

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ACME BEAUTY

How important is it to you that your makeup products have multiple benefits?  
Select one

Very important  
 Important  
 Not very important  
 Not important at all

When looking for a foundation, do you prefer your makeup to include skincare?  
Select one

Yes  
 No  
 I'm not sure

What is most important to you in terms of beauty?  
Check all that apply

Quality  
 Ingredients  
 Color Options  
 Price  
 Availability

Share your experience with a friend! Enter their phone number and we'll send them a free gift.  
Enter phone number:  
☎ (000) 000 - 0000

Submit

POST-EXPERIENCE

### STEP 3

## Generate Insights & Results

- Monitor real-time results
- Map consumer demographics
- Analyze consumer feedback & trends
- Measure ROI

- 🕒 Real-time dashboards
- 📈 Reports & data integrations
- 🚀 AI-powered feedback analysis

#### What They Learned

Conversate Collective can quickly and easily share results with its partner brands following its brand activations. One activation revealed:

#### How Conversate Collective Uses Brand Activation Insights

Conversate Collective's strategy for measuring success allows them to provide consumer insights and revenue impact to its client brands that aren't collected or surfaced anywhere else.

This means Conversate can consistently deliver unique value to its client while giving those brands consumer insights to inform their marketing strategy and make decisions that grow revenue.



#### QUICK TIP

Conversate benchmarks the performance of each brand activation. This has empowered them to test unique experiences and quantitatively prove their beauty consultation brand activations are their most popular and successful experience type.

- ✔ 74% of consumers were more likely to buy a product from the CPG beauty brand following the activation
- ✔ 50% of consumers shop for their beauty products at Walgreens or Target








# The Flower Shop In-Store Brand Activations

The Flower Shop runs in-the-field and in-store brand activations 3-5 times per week to engage potential consumers, raise brand awareness, expand their marketable database and collect consumer feedback.

## STEP 1

### Capture Consumer Data

Secure marketing opt-ins

-  iPad registration
-  QR code registration
-  Kiosk registration

The Flower Shop stations brand ambassadors at its stores and industry events, incentivizing shoppers to register and opt-in to marketing communications with sweepstakes, product giveaways, and VIP launches. Capturing compliant, first-party consumer data is especially important to cannabis brands and dispensaries that rely on direct marketing channels such as email versus traditional media and marketing outlets with cannabis-related regulations.



#### QUICK TIP



If running a giveaway or sweepstakes, inform attendees that winners are contacted via the email or phone number they provide at registration. This greatly decreases the chances that attendees provide fake contact information.

## STEP 2

### Measure Impact

Deliver post-experience survey

Collect consumer NPS & feedback

-  24-hour follow-up survey email/SMS
-  6-month follow-up survey email/SMS

The Flower Shop automatically delivers a post-experience survey to registrants 24 hours after the in-person activation. They rely on these surveys to surface consumer preferences, product opinions, and more to inform product development and their marketing strategy.



### STEP 3

## Generate Insights & Results

Monitor real-time results

Map consumer demographics

Analyze consumer feedback & trends

Measure ROI

🕒 Real-time dashboards

📈 Reports & data integrations

🔑 AI-powered feedback analysis

The Flower Shop uses real-time performance metrics, aggregate trend data, and consumer feedback to track the success of individual activations and their entire field marketing strategy.



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

To measure their field activation strategy's total impact and return, The Flower Shop tracks the total **number** and **value of consumer opt-ins** they generate across all brand activations. This gives them the data to compare the returns with the costs and investments in their brand activation strategy to calculate their ROI.



## EXAMPLE OF THE FLOWER SHOP'S TOTAL IMPACT AND RETURN

Retail data shows the lifetime value (LTV) of a cannabis customer is approximately \$7,000.

Let's now make a conservative estimate that with an engaging brand activation strategy combined with digital marketing support, an organization like The Flower Shop can turn 3% of consumer opt-ins into paying customers.

With these figures, we can calculate the value of each marketing opt-in.

CUSTOMER LTV		CUSTOMER CONVERSION RATE		AVERAGE VALUE PER MARKETING OPT-IN
\$7,000	X	3%	=	\$210

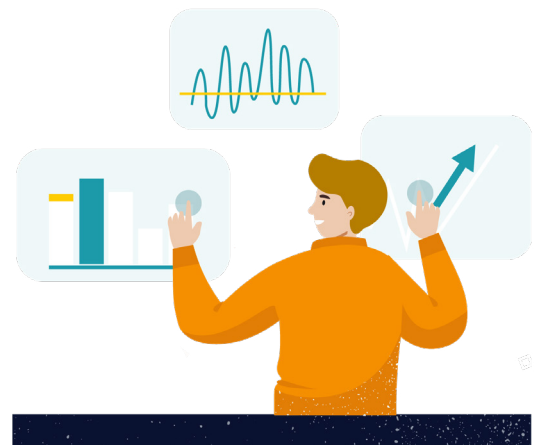
*The Flower Shop generates approximately 100 new marketing opt-ins per brand activation. If we apply the estimates above to The Flower Shop, we can calculate the average return of each brand activation.*

NEW OPT-INS		VALUE OF MARKETING OPT-INS		RETURN
100	X	\$210	=	\$2,100

## How the Flower Shop Uses Brand Activation Insights

The Flower Shop's reporting tools and strategy allow them to calculate the ROI of both individual brand activations and their overall strategy. This gives them the information they need to make strategic decisions on:

- ✓ Budget
- ✓ Staffing
- ✓ Where to invest more (and less)
- ✓ Quarterly and annual goals
- ✓ The number of brand activations they need to meet goals
- ✓ And more



*DISCLAIMER: The products referred to in this study may contain cannabis, a schedule 1 controlled substance. The possession, cultivation and distribution of cannabis is prohibited under US federal law. Keep all cannabis and cannabis products out of reach of children and animals. Intoxicating effects of cannabis and cannabis products may be delayed up to two (2) hours. Use of cannabis while pregnant or breastfeeding may be harmful. Consumption of cannabis and cannabis products impairs your ability to drive and operate machinery, please use extreme caution.*

# Turn Unforgettable Brand Experiences into Undeniable Business Results with AnyRoad

Get the all-in-one solution to power every event, brand activation and on-site experience.

**Demo AnyRoad Today**

MARKETING OPT-INS	NEW TO BRAND	NET PROMOTER SCORE	BRAND CONVERSION
<b>8,688</b> 80%	<b>6,112</b> 70%	<b>74</b>	<b>75%</b>

