



 AnyRoad

Activity

The Brand Activation Scaling Worksheet

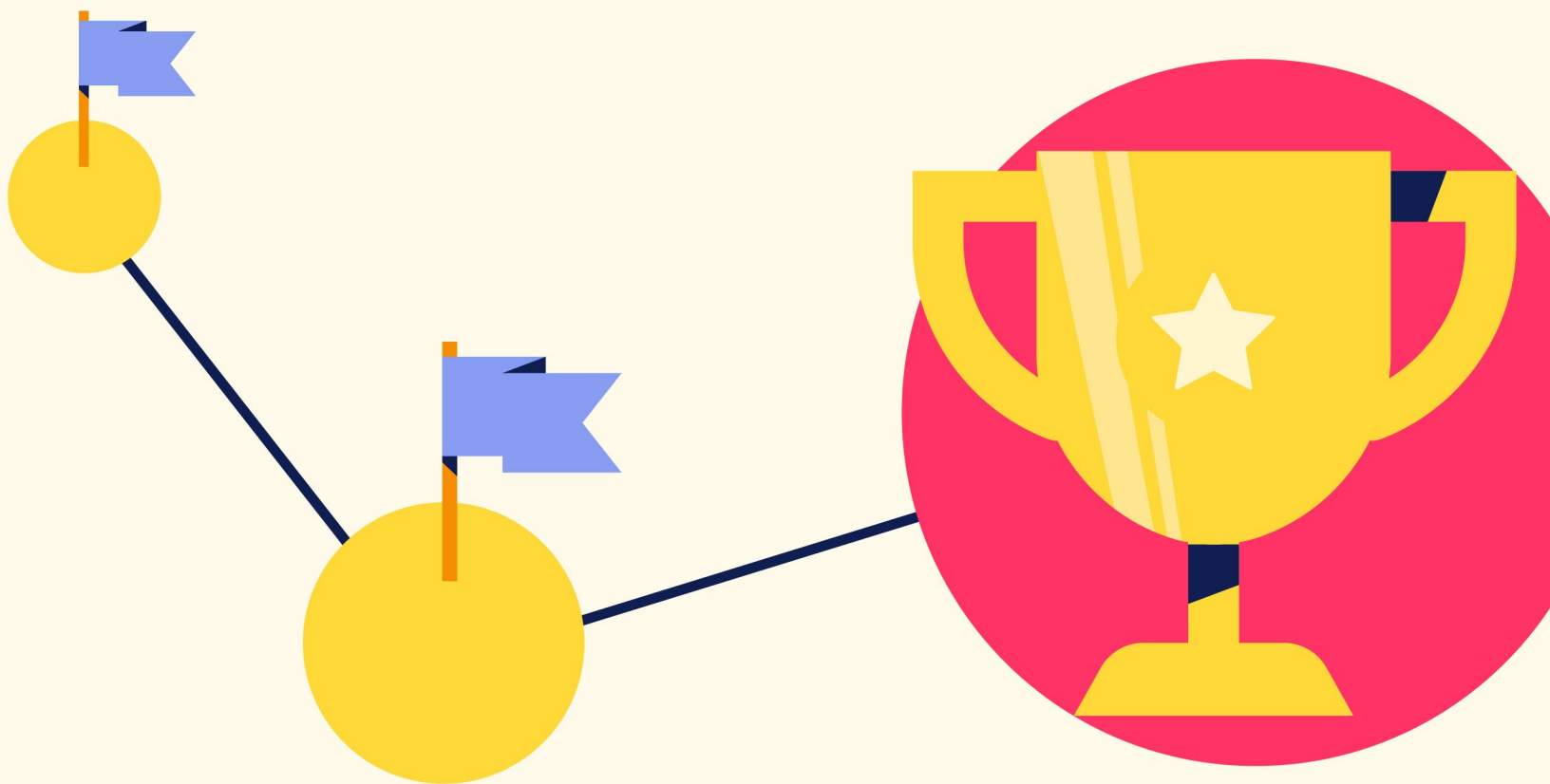
About This Worksheet

The act of ‘scaling’ is thrown around a lot when it comes to brand experiences. Usually, it’s paired with “growth and...” which seems repetitive. Aren’t they basically the same thing?

Kind of. Growth is the result. Scaling is the strategy.

You can only grow through proper scaling, a marketing school of thought where you increase or add new dimensions to the successful parts of what you’re already doing.

So really, it’s just doing more, with more success, without a huge increase in resources or budget.



Growth doesn't happen overnight.

By the time you finish this worksheet, you'll have a few paths you can take to get where you need to go for your brand experience marketing that won't destroy your sanity.

How to Use the Milestone Map

The Milestone Map is a strategy laid out for how to achieve two goals that will take your brand activations to the next level. This map is made out of three parts for you to fill out:

Win and Opportunity Goals

These two goals are your scaling north stars. Everything you do and the milestones you decide on should be with the aim of achieving your

Answer these questions about your brand activation:

- ✓ Why did you want to try brand experiences in the first place?
- ✓ Were you able to get what you wanted from your first round? If not, what do you think got in your way?

Ok, now about your brand as a whole:

- ✓ What goals does your company or team want to achieve this quarter or year? Were you able to meet those goals?
- ✓ What methods did you use as a team to move closer to that goal? And did those work? If not, what do you think got in your way?

Remember: Make Your Goals SMART!

Now take the answers to these questions and consider where you won and where you stand to improve.

Take your win and opportunity and turn them into two different goals for the quarter. The Win Goal should build on and grow an already known success, while the Opportunity Goal should improve on an area that falls short of where you need it to be.



S Specific



M Measurable



A Actionable



R Realistic



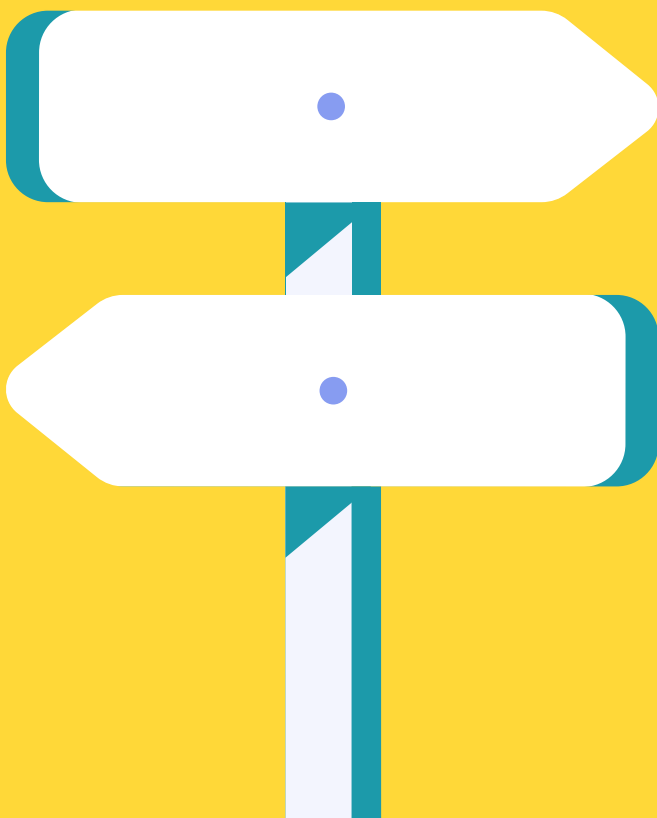
T Time-Bound

Milestones/KPIs

Have you ever been hiking? Trail markers are meant to guide your way through more complex or simpler pathways; milestones and key performance indicators act similarly.

For each goal, decide on three KPIs to help you identify you're on the right track. Those are your milestones.

Each milestone should be a part of the equation leading to the goal. For example, improving NPS would mean getting a certain number of survey responses or adding something new to the brand experience that could influence your consumers' NPS rating.



Tweaks

Scaling means learning to change your brand experience engines mid-flight. Tweaks are meant to be last-minute changes to your strategy to re-route and regroup in the moment.

Which of your milestones aren't you meeting? Highlight it in red and answer the following questions:

- ☑ How far off are you from your milestone?

- ☑ What do you need to make up for in the remaining time to meet your goal?

Break down why you're not meeting your milestone. And then, make a bet about what change would make your plan work.

For example, if you're not seeing any interest in your photo wall, do a little online stalking. What are some photo walls people post about? Are there any commonalities that make them a success?

So start with one tweak, see how that does, and wait until you know for sure before making the next adjustment.

How to Save Your Map

When you're ready to save your Milestone Map, open the 'File' tab and hit 'Save'!



Example Milestone Maps from Real Activations



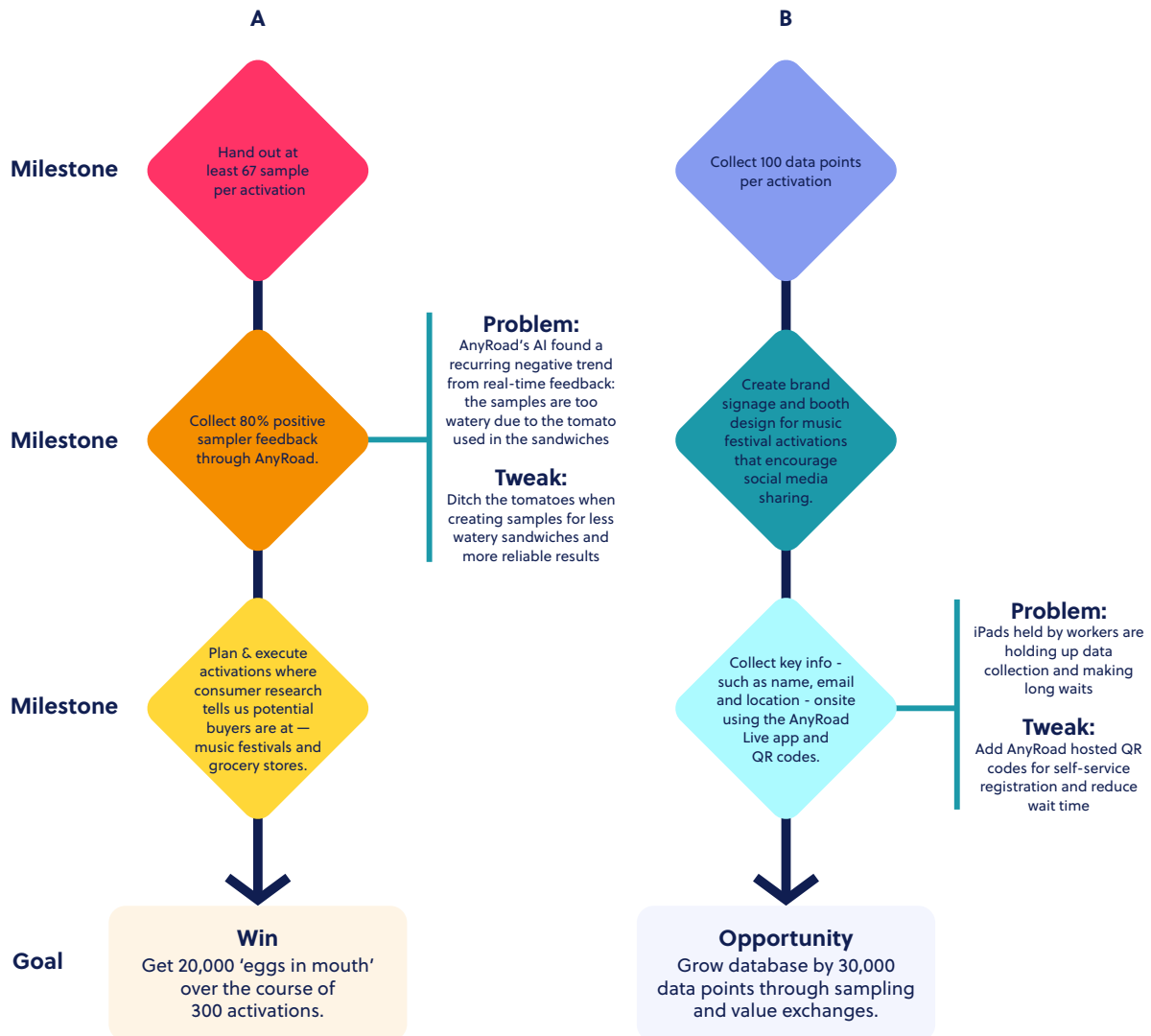
JustEgg's 2022 Festival Tour

What: JustEgg, a CPG food brand, wanted to get "more eggs in mouths."

Why: 90% of people who try JustEgg become consumers.

Where: 300 festival and store activations around the country.

The Result: 30,000 new data points from potential customers



Milestone Template

