

BRAND ACTIVATION EVENTS 101

Bringing Your Brand to
Life with Successful
Events that are Modern,
Calculated and Targeted



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Introduction

These days, customers have more choice than ever. New mediums such as the Internet and smart phones have spawned more competition, making it a consumer's market.

Traditionally, brands used more of a disruptive method of marketing, where they put their message out into space with little interaction from the customer.

Today, the people have the power. Consumers have a much greater ability to filter content than they once did, and are far more likely to adhere to a brand message when it comes from a fellow customer, rather than directly from the brand.

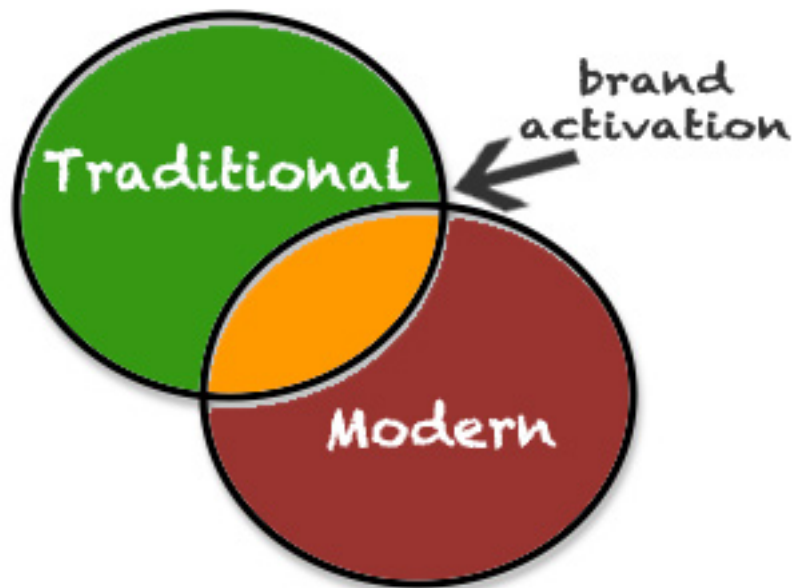
It's not that traditional marketing campaigns are less effective today, but in order to have the same impact, they need to be combined with modern, inbound methods.

Traditional Marketing (Outbound)

- Advertisement
- Television
- Radio
- Mail

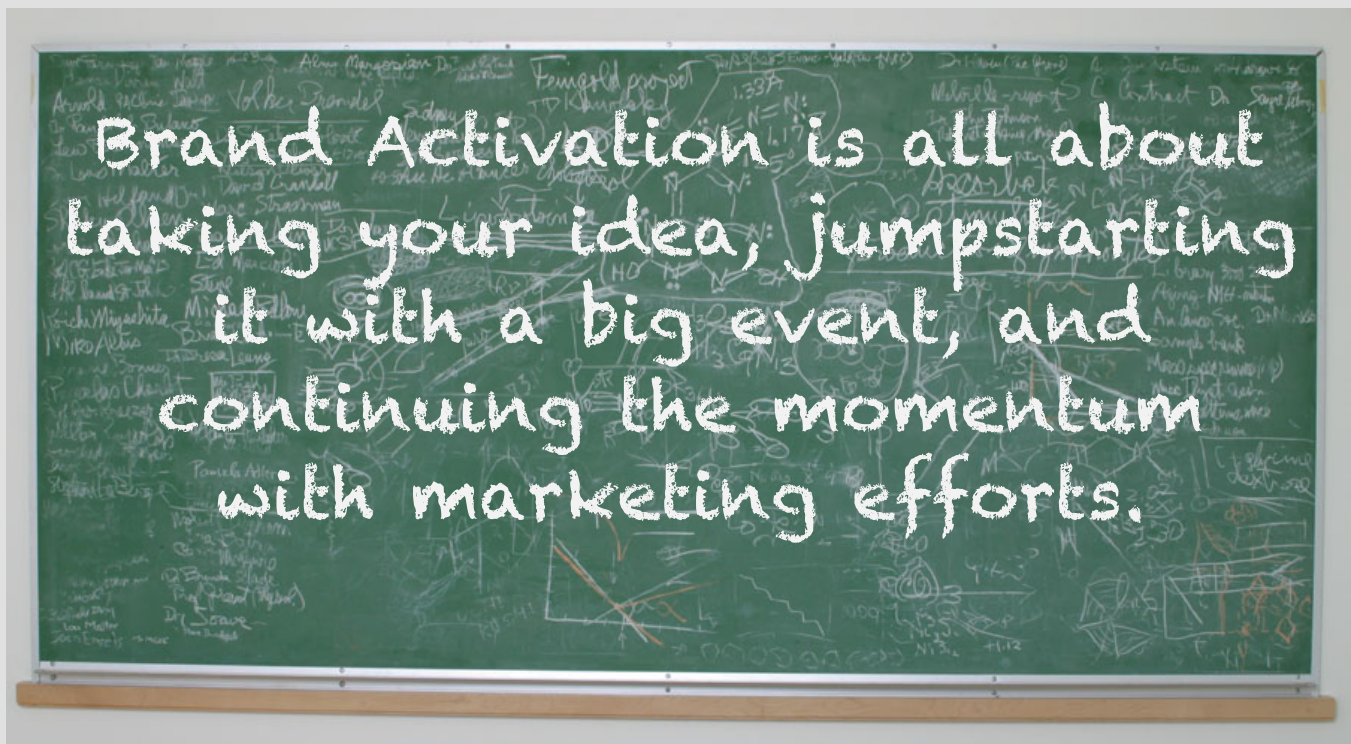
Modern Marketing (Inbound)

- Web & Blog
- Social Media
- Video & Podcast
- Email



So, Where Do Events Fit In?

Given the nature of live events, they are somewhat of an anomaly in the traditional marketing sector. Unlike disruptive methods like television and radio advertisement, events do actively engage and encourage participation. They're more memorable and more likely to have an impact on a user's brand affinity. That's what makes them exceptionally important to include in your brand activation campaigns.



Big Idea
Activation
Marketing



The Big Idea. It all starts with a big idea. Whether your brand is a new startup or an existing business trying to revitalize itself, there must be something to “activate”.

If you are looking to reinvent your brand, you should have already involved your customers before this step. Collaborate with your valued audience to determine the direction your brand needs to take in order to keep them happy.

“ Consumers are taking an active role in determining, shaping, and redefining brands independent of company involvement. Winning companies and brands are learning to engage and co-create with these customers rather than shouting over or ignoring the noise of the marketplace. ”

- Don Tapscott, Author of Wikibrands



The Big Idea for Strategic Event Design's client Laurie's Buffalo Gourmet: new all-natural recipes and a brand new bag design.



Activation. The activation event gets your big idea off the ground running by engaging face-to-face with your target audience. It is a great way to jumpstart your brand because it allows your customer to have a complete brand experience with your company.

★ The Key: Add Value to Their Day

Let's face it. Nobody wants to attend an event, booth or exhibit that's no fun. Come up with something truly exciting for your activation. It should make your audience associate positive feelings with your brand. The key is to ensure that it adds value to their day while staying in line with the big idea.



Mountain Dew's "Dew Tour" draws huge crowds who get enjoyment from watching snowboarding, skateboarding and biking.



Marketing. A successful brand activation takes the momentum created at the activation event to the next level. Extending the experience beyond the event using both traditional and modern marketing creates memorable multi-touch experiences and makes your efforts more measurable.

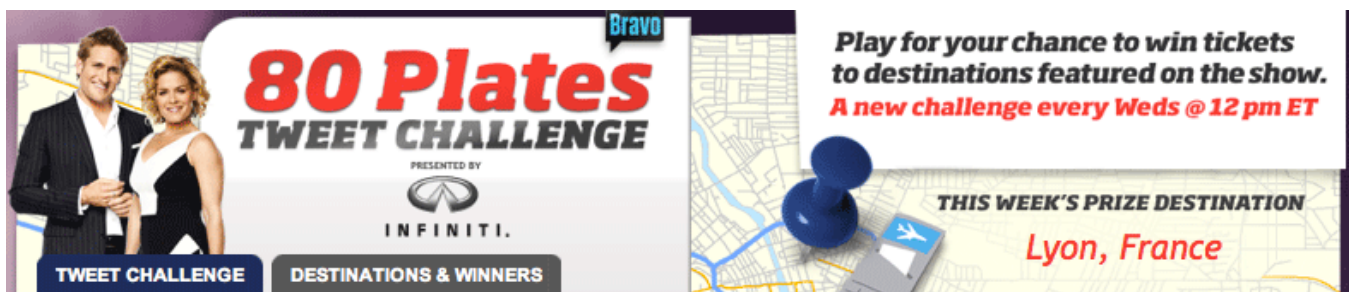
Your advertisements, websites, emails, videos and social media efforts should all be a continuation of what you started to build at the event. Similar themes and messaging should be used.

Focus on building a community of fans upon the foundation you started at the event using:

- Print & Web Ads
- Television/Radio
- Social Media
- Email
- Video

Community

Get Creative! Hold a contest on Twitter and get publicity for it via print, web, television or radio ads. Give away valuable prizes on Facebook. Encourage unique content by holding a blog or video contest. The possibilities are endless.



After a successful activation event, Bravo's "Around the World in 80 Plates" held a Twitter Challenge, encouraging users to tweet the hash tag #80plates.

The Goal

Your whole Brand Activation campaign should create:



★ Tips for Success ★

Audience Alignment. This might seem obvious, but be sure to think about your audience before you finalize the details of your event. Location, activities, messaging and giveaways should all be selected with your target audience in mind.

Technology Mix-In. Stay up on the latest technology and be sure to mix it into your events. Streaming video, Twitter feeds, use of augmented reality, QR codes, etc.

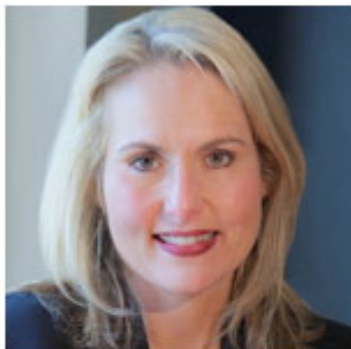
Brand Respect. While a fun event is essential to success, you must also factor in brand respect. Don't de-value the brand by using the wrong lingo, giveaways and messaging. This is especially relevant for B2B companies.

Successful Events

So, you get it. Your event has to be exciting. But what *is* exciting to customers? Strategic Event Design is the expert on aligning your event to your big idea and goals. We take the time to do a full assessment before starting in on event plans. There is no one-size-fits-all brand activation, but trust us, we have big ideas. With that said, here are some event ideas that have worked for us in the past:

Concerts	Flash Mobs	Popup Stores	Rating Apps
Photo Booths	Mobile Events	Competitions	Contests
Scavenger Hunts	Interactive Lounges	Team Building	Gaming Events

At Strategic Event Design, we know that planning a big event is all about details, details, details. Is event planning getting in the way of your big idea? Let us plan your next Brand Activation Event. We work worldwide.



Host Your Own Brand Activation!

Get a No-Obligation Bid in 24-28 Hours

Request a Bid



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