

MISSION POSSIBLE: MEASURING EXACT ROI OF EVENT SPONSORSHIP

The challenge: understanding the value of ambient sponsorship

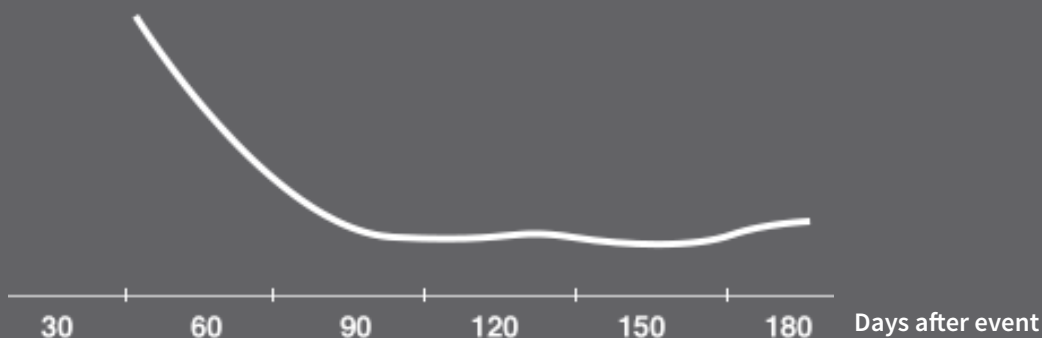
Measuring ROI for sponsored events is a huge challenge for large brands like the the Fiat Chrysler Group. While the contribution of a single event to broader brand awareness can be difficult to gauge, attributing post-event sales poses even greater difficulties.

With an annual marketing budget of \$100 million on the line, Fiat Chrysler needed to know how effective their sponsored events were at driving foot traffic into dealerships. They wanted to understand the direct relationship between event attendance at one its cornerstone sponsorships, the Jeep Portsea Polo, and dealership visits after the event.

Solution: Blix Traffic sensors

By installing Blix Traffic sensors into their dealerships and temporarily at the Jeep Portsea Polo, the client was able to measure how many event attendees also walked into dealerships in the following six months.

Dealership visits by Jeep Portsea Polo Attendees



Blix insights revealed:

3,634

visitors detected at the event

2.9%

visited a dealership in the following six months. Of those:

Dealership locations closest to event received the highest number of visits

The outcome: sponsorship value determined

Blix Traffic delivered Fiat Chrysler Automotive Group an accurate measure of sponsorship effectiveness and key insights:

- Although sponsorship of the Jeep Portsea Polo was predominantly a brand awareness and positioning investment, there was also a clear and significant customer acquisition effect;
- Customer acquisition impact was highest for those dealerships in close proximity to the Portsea Polo event; and
- Impact was greatest in the six weeks following the sponsored event.

For the first time the Fiat Chrysler Group has been able to accurately measure the acquisition ROI of its event sponsorships. These newfound insights now shape the company's ongoing assessment of sponsorship opportunities and budgets.

“Our business has grown by more than 300% inside 3 years because we have confidence in our media buying and full accountability. We've also increased our ROI on media and marketing by more than 30%, and have accurate insights into our overall marketing spend performance through the Blix platform.

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Veronica Johns, CEO Fiat Chrysler



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