



Update



IMI NEXTWAVE™ CONTENT SERIES

A DAY IN THE LIFE – Consumer Sentiment and Intentions

Excerpt from IMI Internationals Webinar: Optimizing the Impact, Effectiveness and ROI of LIVE | July 20th, 2023

PRESENTED BY DON MAYO, GLOBAL MANAGING PARTNER IMI INTERNATIONAL



ABOUT THE SPEAKER

DON MAYO

Global Managing Partner

Don started his career helping sponsors understand key optimization drivers around the Calgary Olympics. Over the past 25 years he has worked with 1,000+ organizations across 40+ countries to champion the voice of the consumer, accelerating the performance of go-to-market strategies for every stage of the consumer journey.

The driving force behind IMI's focus on innovation, Don is constantly in search of more efficient and effective ways to garner relevant, compelling, better insight for partners... driven by the purpose of **INSIGHT.DRIVING.PROFIT.**

A dynamic, sometimes provocative, always engaging speaker, Don has appeared on stages the world over and become known for his "straight-shooter" approach. With no lack of passion, he delivers undeniable value by being laser focused on the audience, working to enlighten, expand and empower better, fact-based business decisions.

Original Report Sections

The following insights summarize section 1 of IMI's *Optimizing the Impact, Effectiveness & ROI of Live Webinar*, presented on July 20th, 2023

SECTION 1

A Day in the Life - On Consumers' Minds



SECTION 2

The Impact of Live (if done effectively)



SECTION 3

Quantifying the Impact/ROI



SECTION 4

Global Case Studies

Evaluated the potential of 40+ XM Programs in July 2023 with consumers across North America
USING UNCERTAINTY**



SECTION 5 - Q&A

Click here for the full report



SOURCES OF INSIGHT

FROM JANUARY – JULY 2023

GENPULSE

Evaluation of the 125,000 surveys evaluating consumer behavior

GLOBALPULSE

Evaluation of the purchase impact of >100 Brand / Marketing Activations, focused on Sponsorship/XM/Sampling

IMI 24™

Completion of 8,450 surveys to establish the UNAIDED purchase due to sport sponsorship in the USA, Canada and The UK

PINPOINT

Completion of a comprehensive study into the ROI of Live across the United States and Canada.



Update

Olympia

SECTION 1.A

**A DAY IN THE LIFE – Consumer Sentiment and Intentions
LEVEL OF CONCERN**



A BROAD VIEW

Financial health is the biggest concern but declining among Canadians today

July 2023 : N=1,600

July 2023 (Feb '23)

| | MOST CONCERNED IN MY LIFETIME | CONCERNED ⁽¹⁾ |
|------------------|-------------------------------|--------------------------|
| Financial Health | 18% (-5%) | 58% |
| Climate Change | 14% (-1%) | 61% |
| Physical Health | 14% (-3%) | 53% |
| Mental Health | 13% (0%) | 46% |
| COVID-19 | 8% (+1%) | 36% |
| Losing My job | 8% (NA) | 32% |

(1) Concerned = Most Concerned Ever in my life + Extremely Concerned+ Very Concerned

'Most Concerned Ever in My Life for Being Able to live Day to Day



GEN-Z
(18-26)

MILLENNIALS
(27-42)

GEN-X
(43-58)

BOOMERS
(59+)



27%

(+4%)

23%

(-1%)

24%

(-2%)

12%

(-11%)

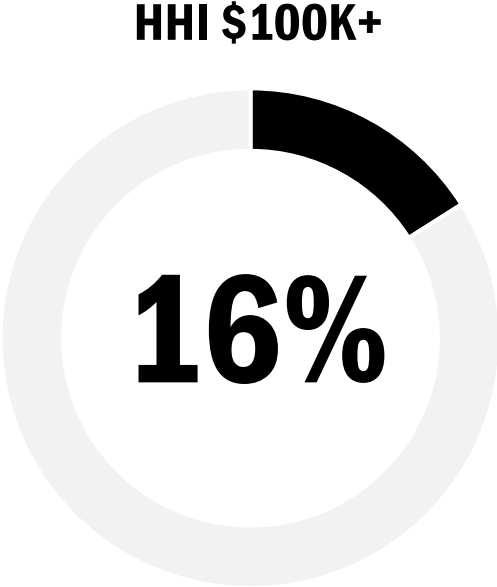
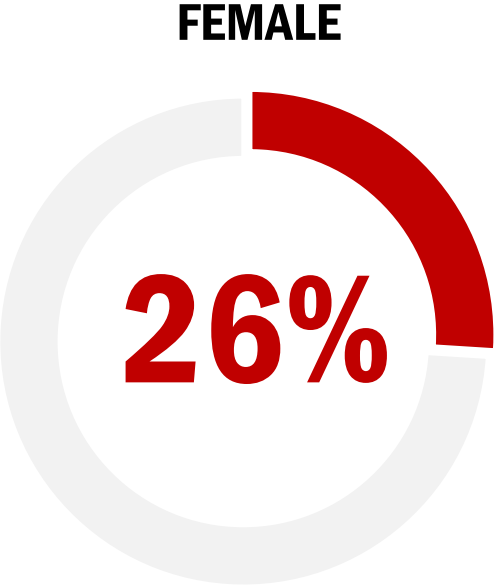
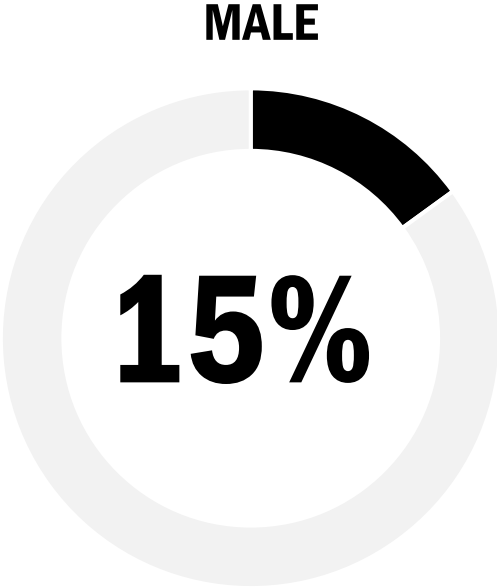
Although ~ 1/4 are feeling extremely concerned, brands need to embrace 75% are NOT feeling exceptionally concerned.

IMI GenPulse™ July 2023 N=1,600+ CONCERNED= MOST EVER + EXTREMELY + VERY CONCERNED

Concern for 'Being Able to Afford to Live Day to Day'



'MOST CONCERNED THEY HAVE EVER BEEN IN THEIR LIFE'



Significantly higher concern among Females and People Earning less than \$50,000 per year

IMI GenPulse™ July 2023 N=1,600+ CONCERNED= MOST EVER + EXTREMELY + VERY CONCERNED



3 in 5

are **NOT** CURRENTLY SEVERELY
concerned by their financial reality



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Olympia

SECTION 1.B

**A DAY IN THE LIFE – Consumer Sentiment and Intentions
INTENTIONS AND BEHAVIOR**



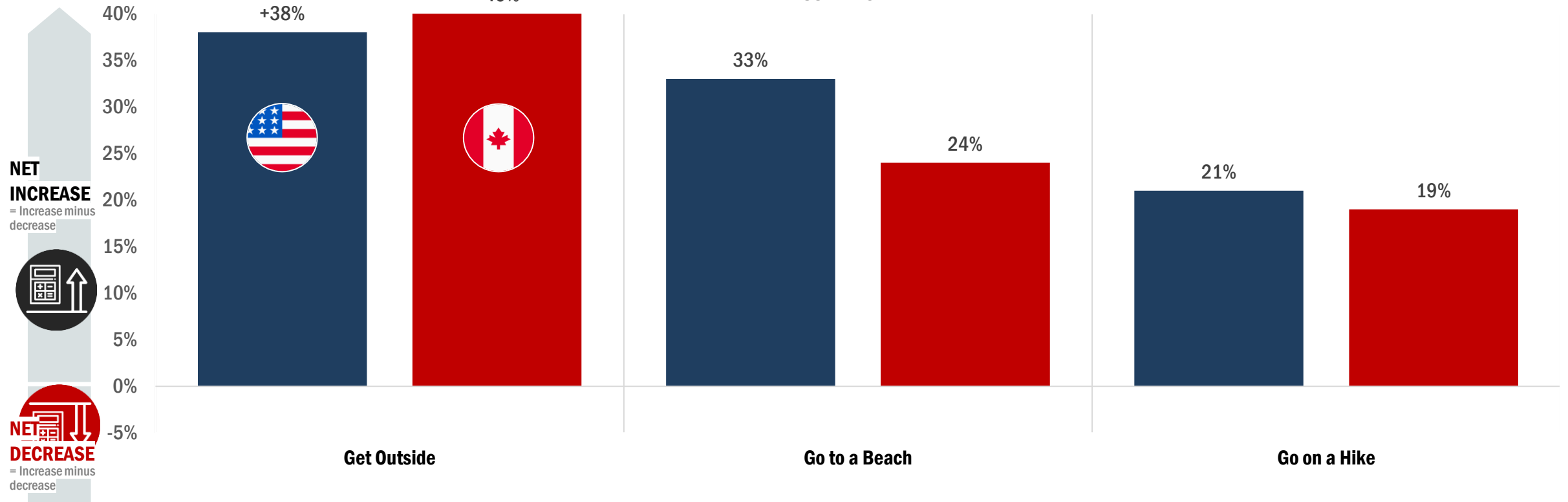
STRONG INTENTION TO GET OUTSIDE

IMI 24™ : N=1,600+ in July 2023 We Asked: Intention Increase, Decrease, Not Change in the next 12 Months.

NORTH AMERICA - July 2023



OVERALL RESPONSE: CONSISTENT SINCE THE PANDEMIC, PEOPLE ACROSS NORTH AMERICA SHOW CONTINUED STRONG DESIRE TO INCREASE THE AMOUNT THEY GET OUTSIDE TO LIVE LIFE TO ITS FULLEST.





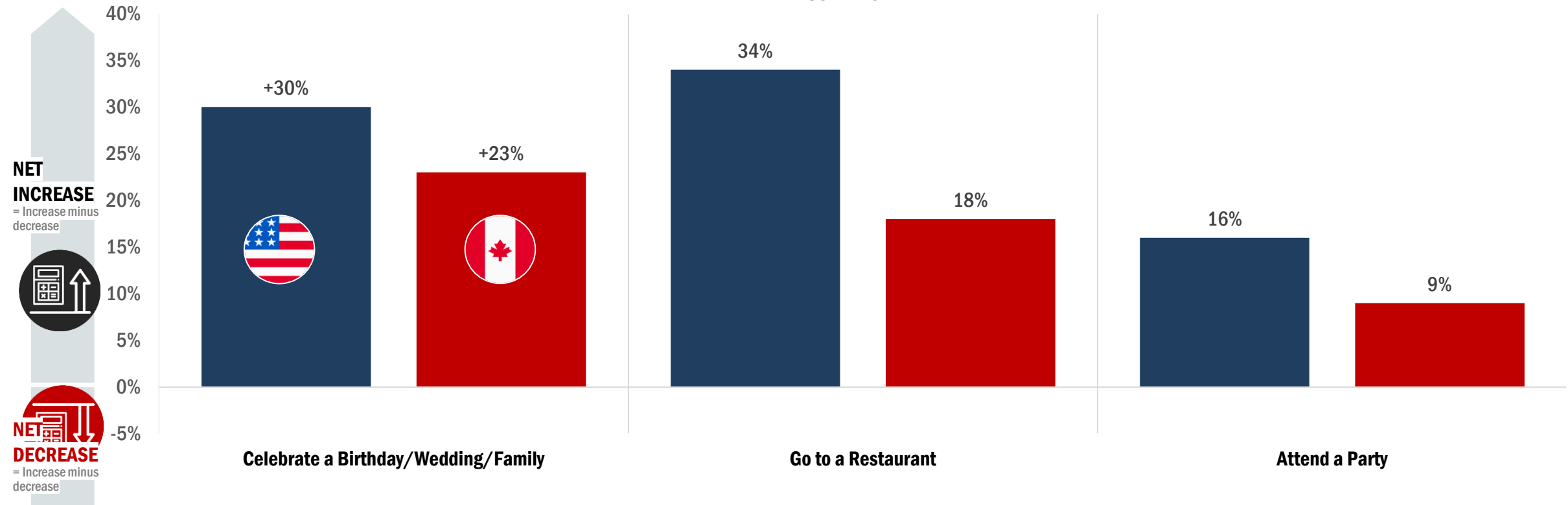
INTENTIONS SHOW DESIRE TO ENJOY OUTSIDE LIFE

IMI 24™ : N=1,600+ in July 2023 We Asked: Intention Increase, Decrease, Not Change in the next 12 Months.

NORTH AMERICA - July 2023



OVERALL RESPONSE: CONSISTENT SINCE THE PANDEMIC, PEOPLE ACROSS NORTH AMERICA SHOW CONTINUED STRONG DESIRE CELEBRATE LIFE AND GET OUT OF THE HOUSE.





ATTENDING EVENTS – STRONG FUTURE DEMAND

IMI 24™ : N=800 per country in 2020, N=800+ in July 2023 We Asked: Intention Increase, Decrease, Not Change in the next 12 months

United States - July 2023

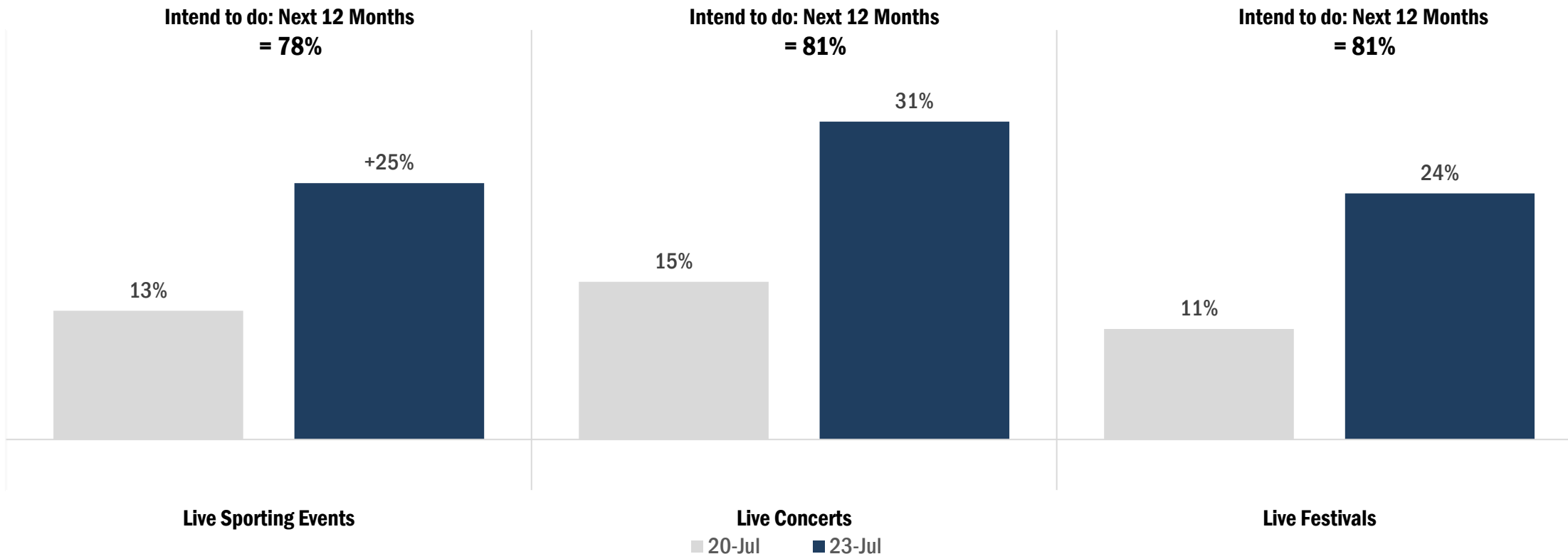


OVERALL RESPONSE: CONTINUAL ACCELERATION SHOULD BE EXPECTED FOR ‘LIVE’ IF THE ECONOMY STAYS STABLE.

NET INCREASE
= Increase minus decrease



NET DECREASE
= Increase minus decrease





ATTENDING EVENTS - STRONG FUTURE DEMAND

IMI 24™ : N=800 per country in 2020, N=800+ in July 2023 We Asked: Intention Increase, Decrease, Not Change in the next 12 months

Canada - July 2023

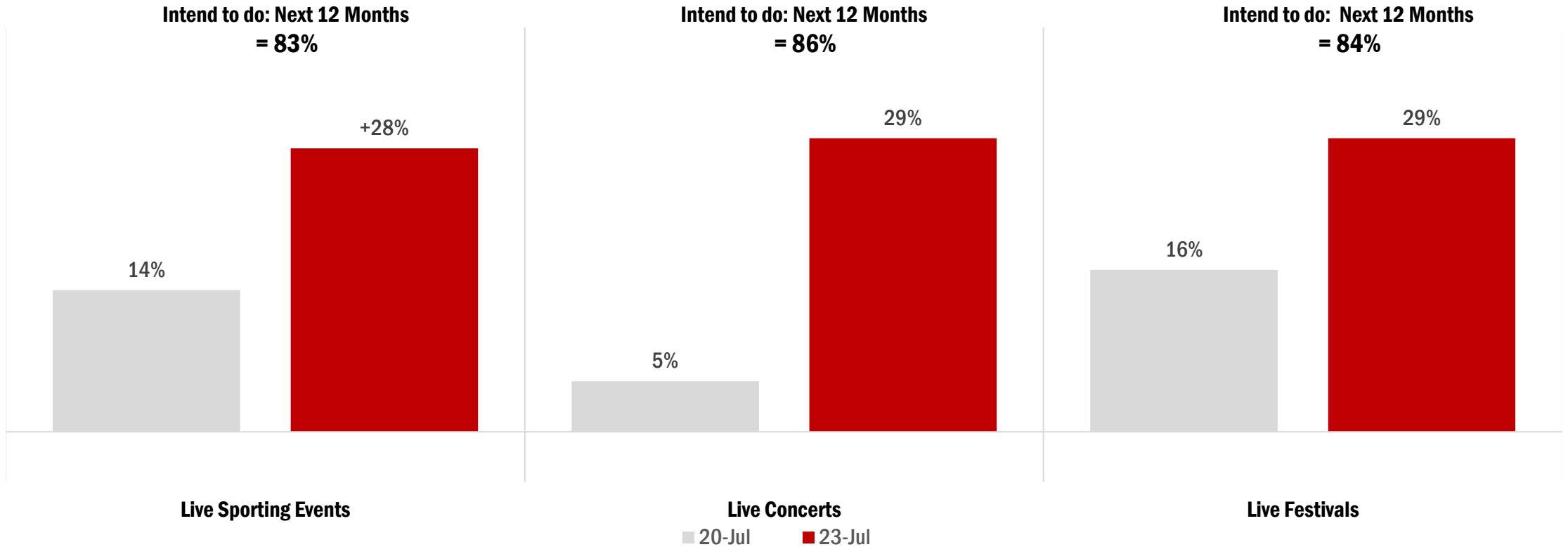


OVERALL RESPONSE: CONTINUAL ACCELERATION SHOULD BE EXPECTED FOR 'LIVE' IF THE ECONOMY STAYS STABLE.

NET INCREASE
= Increase minus decrease



NET DECREASE
= Increase minus decrease





TRAVEL INTENTIONS SHOW ACCELERATING DEMAND

IMI 24™ : N=1,600+ in July 2023 We Asked: Intention Increase, Decrease, Not Change in the next 12 to 24 months

United States - July 2023



OVERALL RESPONSE: CONTINUAL ACCELERATION SHOULD BE EXPECTED FOR TRAVEL IF THE ECONOMY STAYS STABLE.

NET INCREASE
= Increase minus decrease



NET DECREASE
= Increase minus decrease

Intend to do: Next 12 Months
= 78%

+34%



Vacation in Your Country

Intend to do: Next 12 Months
= 81%

34%



Vacation Outside of your Country

■ 23-Jul

Intend to do: Next 12 Months
= 81%

27%



Stay in a Hotel



TRAVEL INTENTIONS SHOW ACCELERATING DEMAND

IMI 24™ : N=1,600+ in July 2023 We Asked: Intention Increase, Decrease, Not Change in the next 12 to 24 months

Canada - July 2023



OVERALL RESPONSE: CONTINUAL ACCELERATION SHOULD BE EXPECTED FOR TRAVEL IF THE ECONOMY STAYS STABLE.

NET INCREASE
= Increase minus decrease



NET DECREASE
= Increase minus decrease



Intend to do: Next 12 Months
= 91%

+27%



Travel inside your Country

Intend to do: Next 12 Months
= 88%

26%



Travel Outside your Country

■ 23-Jul

Intend to do: Next 12 Months
= 85%

12%



Stay in a Hotel



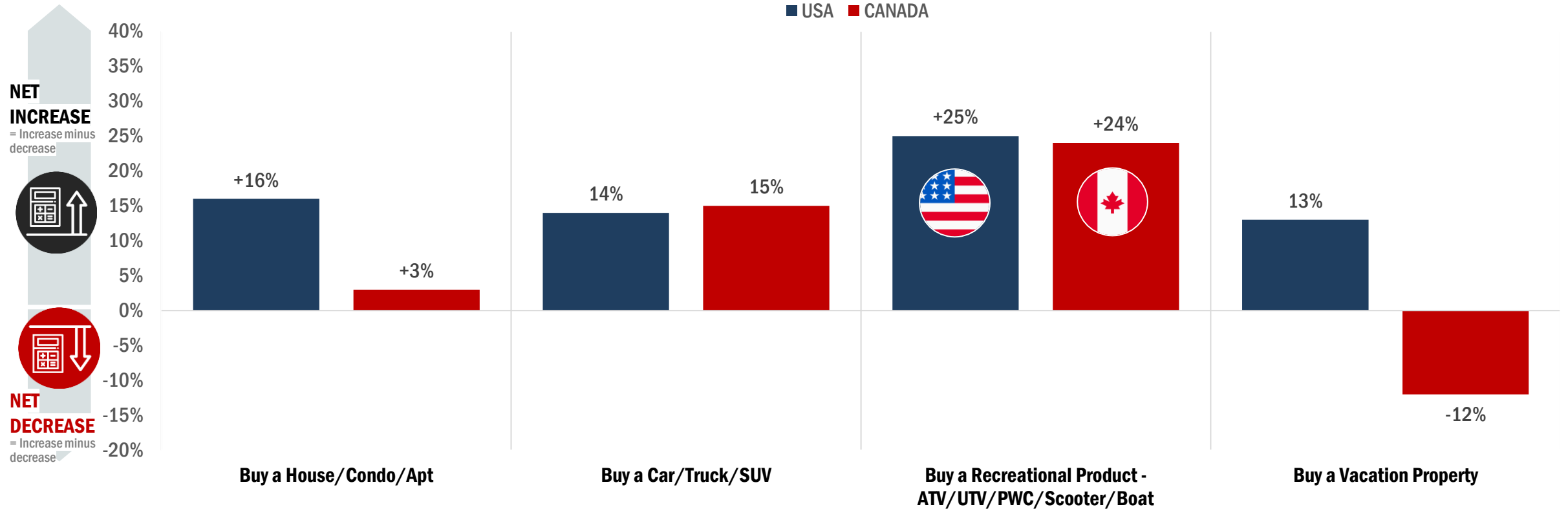
INTENTIONS SHOW STRONG FUTURE DEMAND

IMI 24™ : N=1,600+ in July 2023 We Asked: Intention Increase, Decrease, Not Change in the next 12 to 24 months

NORTH AMERICA - July 2023



CONSUMER INTENTION FOR AUTOMOTIVE AND RECREATIONAL PRODUCTS SHOW STRONG FUTURE DEMAND, WHILE THE USA IS MORE BULLISH ON REAL ESTATE. THE ECONOMY AND INTEREST RATES WILL HAVE A STRONG IMPACT ON THESE MAJOR PURCHASES.



IN SUMMARY

**While some consumers still grapple
financial concerns,
the majority are eager to:**

- **GET BACK OUTSIDE**
- **ATTEND & CONSUME LIVE EVENTS**
- **TRAVEL**
- **MAKE LARGER PURCHASES**

Uncover opportunity.
Set your strategy.
Intercept and engage.

Drive your ROI.



Want More Insight?

Check out the full report and recording below:

REPORT:

IMI NEXTWAVE™ CONTENT SERIES
Optimizing the Impact, Effectiveness & ROI of LIVE
Presented by Don Mayo, Global Managing Partner IMI International | July 20th, 2023

WEBINAR: Impact, Effectiveness and ROI of L...

What WAS is BACK and accelerating

Watch later Share

Watch on YouTube



Questions? Click here to email
Dylan Perrier
Branded Content Producer
IMI INTERNATIONAL



About IMI International – A Global Marketing Insights Consultancy

SINCE 1971 OUR CORE PURPOSE

INSIGHT DRIVING PROFIT

150+
CLIENT PARTNERS

FROM **45+**
COUNTRIES

What's your challenge?

With 50 years of experience maximizing marketing effectiveness, we'll use our tools and resources to find the direction that maximizes your marketing effectiveness and ultimately your ROI.

THOUGHT LEADERSHIP

NEXTWAVE ▶▶

EDUCATION AND BEST PRACTISES

UNI ◀◀

INSIGHT AT YOUR FINGERTIPS

GENPULSE ●

CATEGORYPULSE ●

GLOBALPULSE ●

SHOPPERPULSE ●

BRANDPULSE ●

CUSTOM SOLUTIONS

PINPOINT ⚡

RELEVANT EXPERIENCE

38+

YEARS

MEASURING THE REACH, IMPACT AND EFFECTIVENESS OF SPONSORSHIP AND LIVE EVENTS

OVERVIEW OF WORK

+2,500 PROPERTIES MEASURED MONTHLY ON OUR SPONSORPULSE PLATFORM
+25,000 CUSTOM PARTNERSHIPS AND ACTIVATIONS MEASURED TO-DATE
Pragmatic insight to maximize your marketing effectiveness

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