



IMI NEXTWAVE™ CONTENT SERIES

Measuring the In-Market Impact – Global Case Studies

Excerpt from IMI Internationals Webinar: Optimizing the Impact, Effectiveness and ROI of LIVE
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 4 of IMI's 'Optimizing the Impact, Effectiveness & ROI of Live' Webinar.

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 IMICERTAINTY™



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.

We evaluated the potential of 40+ Experiential Marketing Programs in July 2023 with consumers across North America

USING IMI CERTAINTY™



DRIVING IN MARKET SUCCESS

The following concepts are evaluated across key dimensions that drive performance potential



Overview of Case Studies Being Evaluated

FREE FRIES AND A COLD STELLA AT MUSIC FESTIVAL



Stella Artois gave out crispy fries with delicious dipping sauces crafted by Chef Roy Choi alongside a cold Stella.

4 CONCERT TICKETS TO OVER 2,500 SHOWS FOR \$80



Live Nation's Summer's Live campaign is offering 4 tickets to over 2,500 shows across North America this year for just \$80 all-in.

'SAY YES TO A FREE COKE' DIGITAL BILLBOARD



Coca-Cola's voice-activated dispenser in Australia was their first-time using voice-recognition technology, consumers could "say yes" to the vending machine and a chilled bottle of Coke's sugar-free product would be dispensed.

128KM FREE FALL FROM THE EDGE OF SPACE



One of Red Bull's most notable cases of extreme sports is the Red Bull Stratos project from 2012 where Australian skydiver, Felix Baumgartner did a freefall 128km from the edge of space.

LIVE WORKOUT BILLBOARD



Interactive bus stop billboards featuring a live workout coach on a mission to engage bored adults waiting to commute before dispensing bottles of the sports drinks at the completion of the workout.

Overview of Case Studies Being Evaluated

VERIZON VIEWING DECK AT MUSIC FESTIVAL

verizon^v



Verizon had a two-story activation where Gov Ball festival goers could access free charging stations, purchase official merchandise and score close views of the performances.

100M SLIP & SLIDE IN LONDON

Lipton



Lipton Iced Tea set up a 100m slip & slide in the middle of London where their team handed out free samples and created a fun twist to the typical Friday morning commute.

CREATE YOUR OWN SOUND WITH COKE

Coca-Cola



At the Coke Studio, Gov Ball attendees were able to transform themselves into a band, create album art and record a music video with the help of AI

SKIN CARE POP-UP



Augustinus Bader



A mobile pop-up shop from Augustinus Bader, offered complimentary skin care consultations and blue smoothies prepared with their award-winning skin supplement.

FLYING PIZZA DELIVERY AT GLASTONBURY FESTIVAL



Domino's



A real-life rocket man delivered Domino's pizza to Glastonbury festival goers cutting average delivery times, by flying.

Overview of Case Studies Being Evaluated

ASHLEY BEACH RETREAT



Ashley hosted an event showcasing their outdoor furniture. Consumers could walk through, snag giveaways, listen to DJ's and more. Following the event, Ashley donated the furniture back to the Santa Monica Pier to be used in future activations.

LIVE MUSIC X FITNESS CLASS



Movement LIVE by Michelob ULTRA is welcoming people into a high-energy 45-minute fitness and live music interactive class featuring music from DJ's Loud Luxury and Alesso.

THE WALKING DEAD CITY PROMOTION



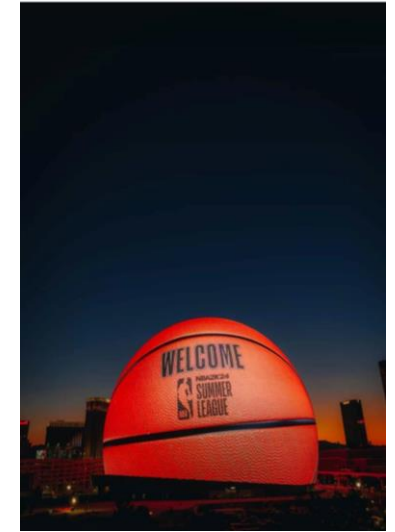
On June 14, *The Walking Dead* took over iconic New York City establishments ahead of its premiere partnering with famous food stops (i.e., Katz's Deli) to hand out free food.

JACK DANIELS LAWN LOUNGE AT MUSIC FESTIVAL



Gov Ball Music Festival attendees could get screen-printed shirts at the Jack Daniels lawn lounge

THE SPHERE STADIUM



'The Sphere' at the Venetian Resort is a new multi-purpose arena and music venue featuring an exosphere made of LED Boards that can project anything, this week it lit up for the start of the NBA Summer League.

Overview of Case Studies Being Evaluated

SKIN CANCER SCREENINGS



La Roche-Posay kicked off Melanoma Awareness Month with public skin cancer screenings in May.

THE SOCIAL SWIPE BILLBOARD



A credit card swipe through a digital billboard donated \$2 to a local charity, triggering the digital 'slicing of bread' illustrating that the money donated was providing a daily meal for a family in Peru

ADULT STROLLER TEST DRIVE



The creators of stroller company, Contours, created adult-size baby strollers designed to give adults the chance to 'test drive' their products ahead of purchasing.

GOODNESS MACHINE



GoGo Squeez had a brand activation involving larger-than-life versions of their squeezable applesauce that, when activated, launched a smaller version of the product into children's hands

TD PRIDE INITIATIVES



TD is proud to celebrate Pride throughout the country with free concerts, pride-themed events and special sponsorships throughout all of Pride month

DRIVING IN MARKET SUCCESS

CASE STUDY RESULTS

'Stop / Search For More Information'

Top 4 CASE STUDIES

**FREE FRIES AND A COLD
STELLA AT MUSIC FESTIVAL**



**4 CONCERT TICKETS TO OVER
2,500 SHOWS FOR \$80**



**'SAY YES TO A FREE COKE'
DIGITAL BILLBOARD**



**128KM FREE FALL FROM THE
EDGE OF SPACE**



LEARN FROM WHAT WORKS

'Stop / Search for More Information'

Bottom 4 CASE STUDIES

LIVE WORKOUT BILLBOARD



VERIZON VIEWING DECK AT MUSIC FESTIVAL



100M SLIP & SLIDE IN LONDON



CREATE YOUR OWN SOUND WITH COKE



LEARN FROM WHAT DOESN'T WORK

'I Would Feel More Positive Towards'

Top 4 CASE STUDIES

'SAY YES TO A FREE COKE' DIGITAL BILLBOARD



SKIN CARE POP-UP



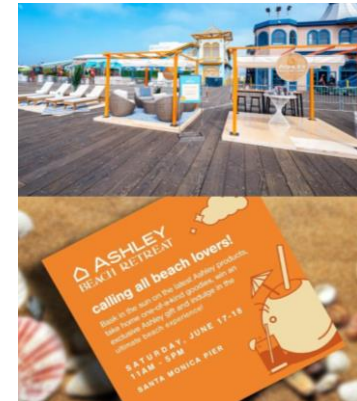
Augustinus Bader



FLYING PIZZA DELIVERY AT GLASTONBURY FESTIVAL



ASHLEY BEACH RETREAT




LEARN FROM WHAT WORKS



▶▶ OVERVIEW

Canadian Tire is committing a minimum of 50% of its sponsorship dollars towards women's professional sport by 2026.

KPI'S	METRIC	
RELEVANT	Positive Toward	34%

“DO SOMETHING GOOD FOR PEOPLE, AND YOU’LL BE REWARDED AS A BRAND.”

Don Mayo, Global Managing Partner
IMI International



'I Would Feel More Positive Towards'

Bottom 4 CASE STUDIES

LIVE MUSIC X FITNESS CLASS

Michelob
ULTRA



VERIZON VIEWING DECK AT MUSIC FESTIVAL

verizon



THE WALKING DEAD CITY PROMOTION

amc



JACK DANIELS LAWN LOUNGE AT MUSIC FESTIVAL

JACK DANIEL'S
Old
No. 7
BRAND

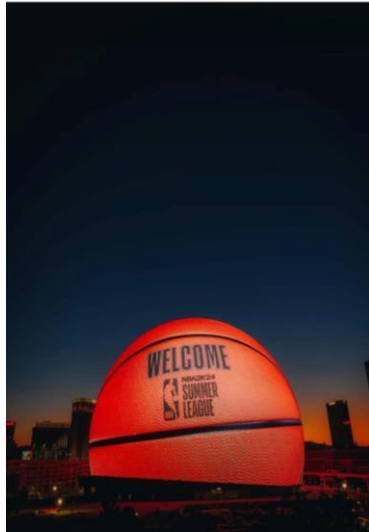


LEARN FROM WHAT DOESN'T WORK

'It Is Better Than Other Companies Actions'

Top 4 CASE STUDIES

THE SPHERE STADIUM



SKIN CANCER SCREENINGS



THE SOCIAL SWIPE BILLBOARD



ADULT STROLLER TEST DRIVE



LEARN FROM WHAT WORKS

'Talk About With Friends & Family'

Top 4 CASE STUDIES

'SAY YES TO A FREE COKE' DIGITAL BILLBOARD

Coca-Cola



THE SOCIAL SWIPE BILLBOARD

MISEREOR
IHR HILFSWERK



GOODNESS MACHINE

GO GO SQUEEZ



TD PRIDE INITIATIVES

TD



LEARN FROM WHAT WORKS

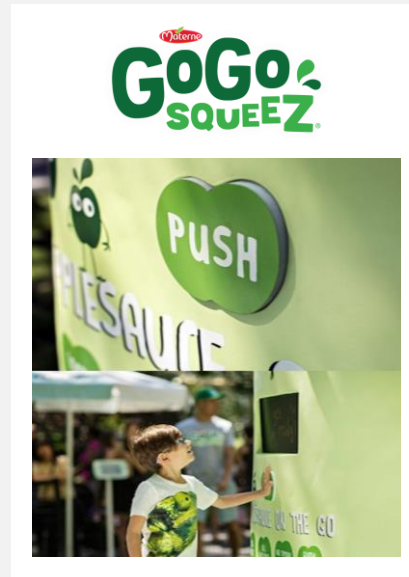
'I'd Consider Buying'

Top 4 CASE STUDIES

FLYING PIZZA DELIVERY AT GLASTONBURY FESTIVAL



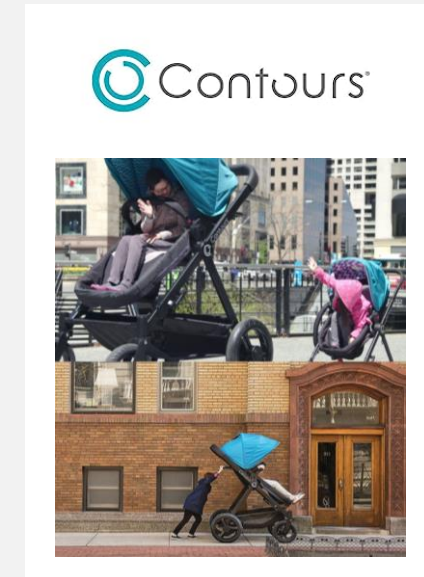
GOODNESS MACHINE



'SAY YES TO A FREE COKE' DIGITAL BILLBOARD



ADULT STROLLER TEST DRIVE




LEARN FROM WHAT WORKS



TAKE A LOOK AROUND. MAKE YOURSELF AT HOME. WE'RE GLAD YOU'RE HERE.
You Nike by Glendale

▶▶ OVERVIEW

As a Nike member, access the 'unlock box' in-store by scanning your Nike app in the vending machine – *for a special giveaway*

KPI'S	METRIC	
TAKE ACTION 1+	Talk, Stop, Search + RCB	73%

Nike's 'Unlock Box' excels in IMI's market success metrics, demonstrating how something as simple as a brand reward for consumers can yield HUGE returns



**ACTIVATION SIMPLICITY
BOOSTS ROI.**

IN SUMMARY

Use giveaways, bundles and clear activation tactics. Avoid complexity: if it's not easy to explain in one sentence, it won't yield high returns.

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...

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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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