

# Jack Morton Worldwide Survey on Experiential Marketing

Executive Summary / Jan 08

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# Introduction

From 26 November to 4 December 2007, Jack Morton Worldwide conducted a survey of approximately 300 marketers in the US, UK/Europe, China and Australia.

The purpose of the survey was to gain direct insight from marketers themselves about experiential marketing – addressing topics such as future trends, investment strategy and the key benefits and obstacles to its successful application.

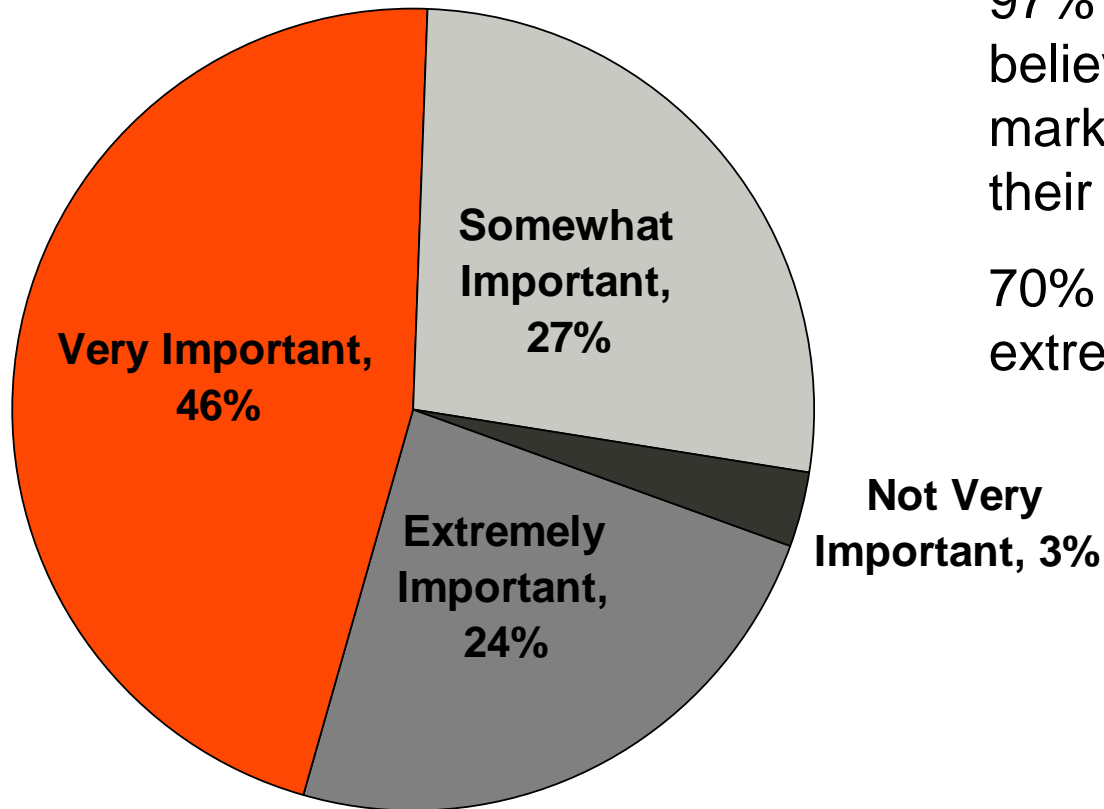
In broad strokes, the results of the survey indicate

- strong support for increased use of experiential marketing
- commitment to grow spending in 2008 relative to 2007
- hunger for better tools to measure experiential ROI

The following slides provide a summary of the survey findings, highlighting both overall results as well as insights by geography and industry vertical.

The survey was conducted using Jack Morton's proprietary nGauge online platform between November 26 and December 4, 2007, by Exhibit Surveys, Inc.

# How important is experiential marketing to the success of your organization in the future?



97% of respondents believe experiential marketing is important for their organization

70% say it is very or extremely important

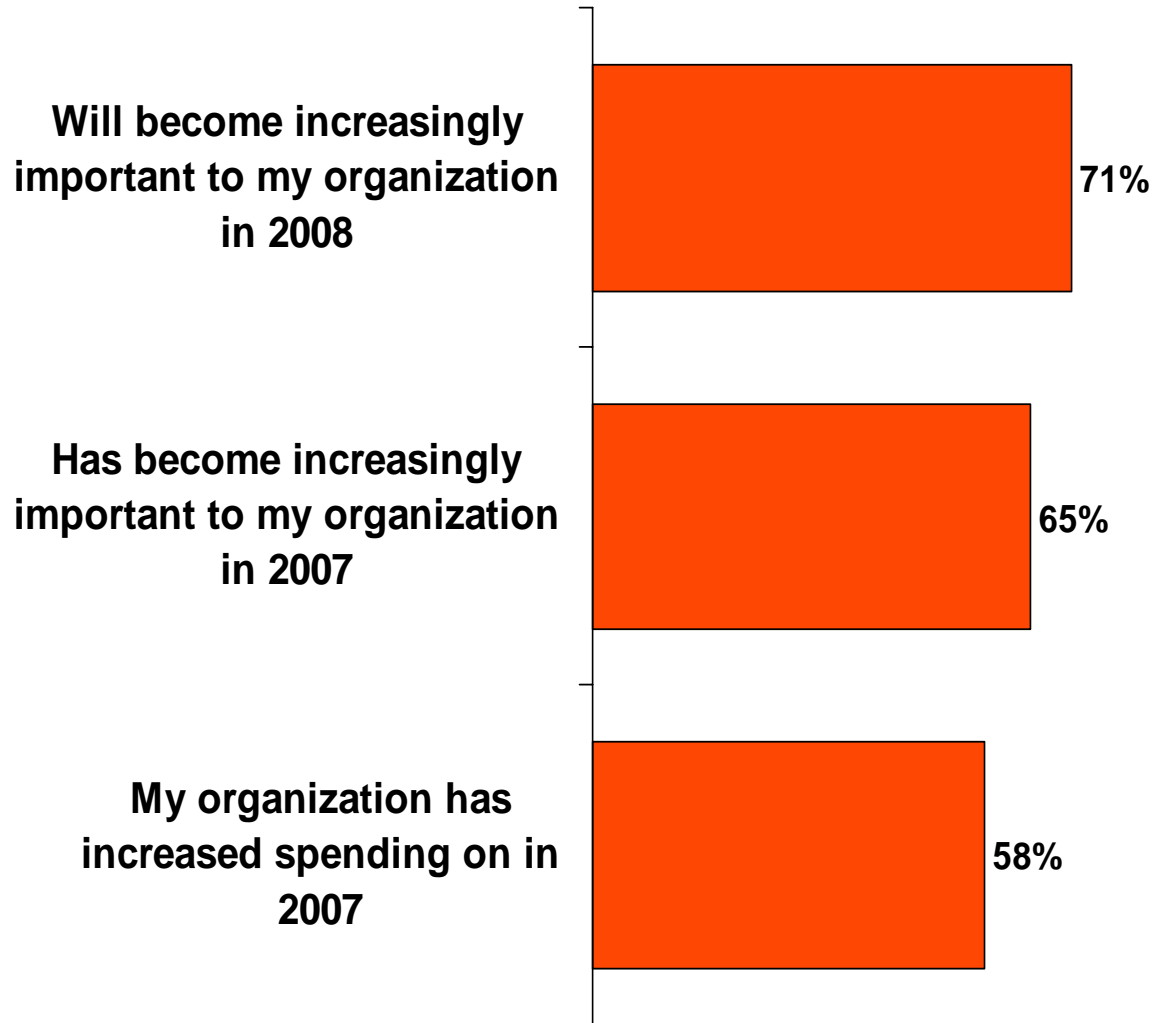
# How important is experiential marketing to the success of your organization in the future?

Overall	70%
US	72%
UK/Europe	64%
Asia	52%
Australia	80%
Healthcare	44%
Financial	59%
Automotive	82%
Technology	85%
Consumer	67%

% answering extremely/very important



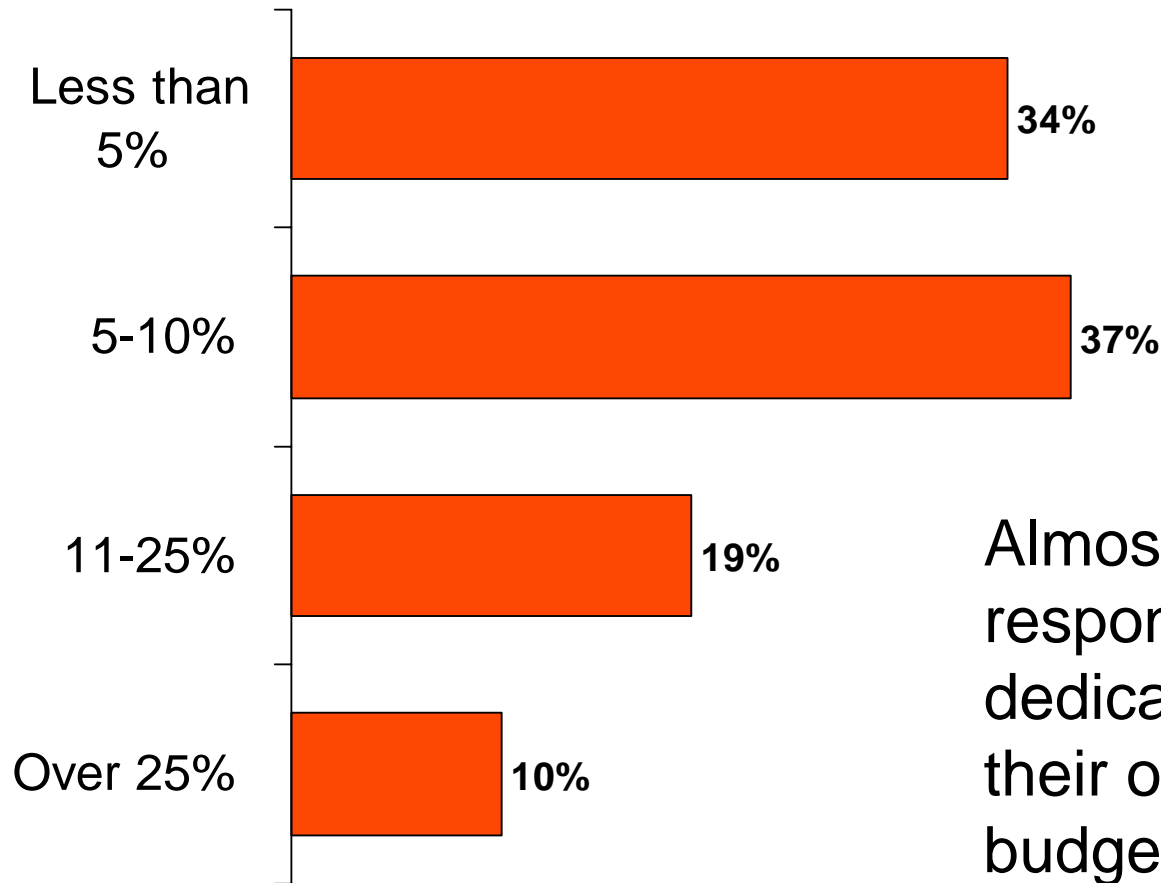
# Experiential marketing is a category of marketing that...



## My organization increased spending on experiential marketing in 2007

Overall	58%
US	55%
UK/Europe	44%
Asia	64%
Australia	82%
Healthcare	12%
Financial	51%
Automotive	90%
Technology	65%
Consumer	56%

# % of overall marketing budget dedicated to experiential marketing



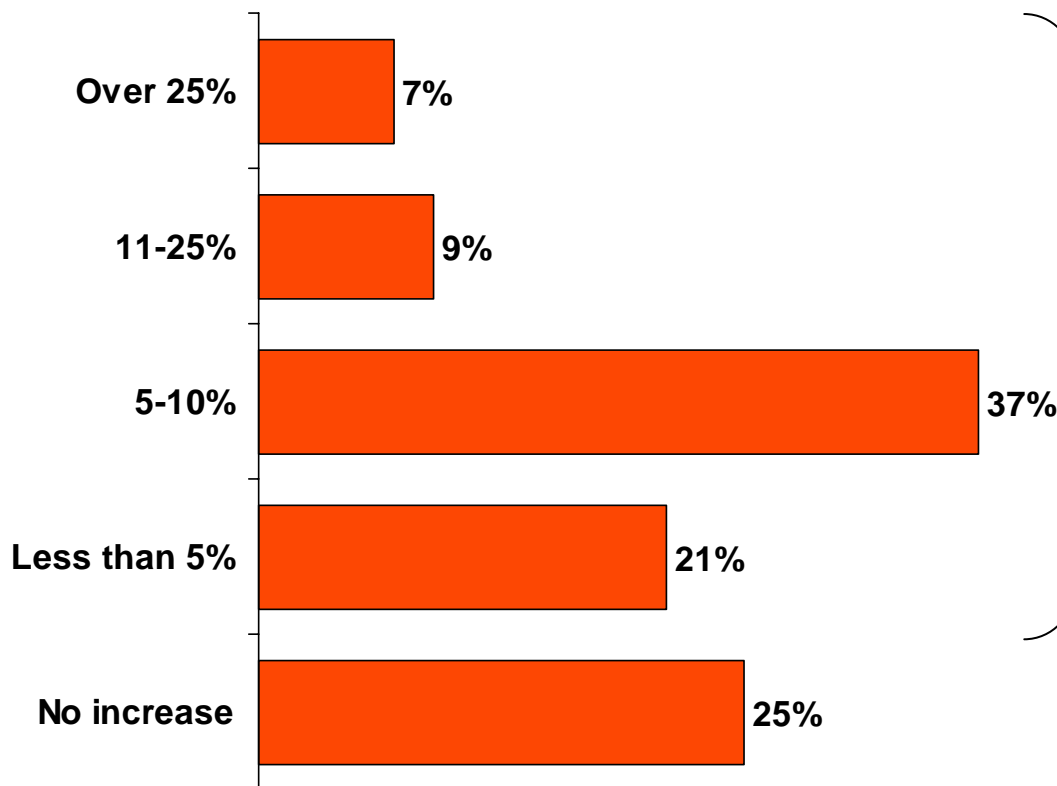
Almost a third of respondents say they dedicate more than 10% of their overall marketing budget to experiential



# % of overall marketing budget dedicated to experiential marketing

	< 5%	5-10%	11-25%	>25%
Overall	34	37	19	10
US	34	41	18	7
UK/Europe	28	25	31	16
Asia	48	28	10	14
Australia	29	37	23	11
Healthcare	38	31	25	6
Financial	39	41	7	12
Automotive	23	45	32	0
Technology	28	35	25	12
Consumer	38	44	13	6

# % of planned increase in spend on experiential marketing in 2008 vs. 2007



75% of respondents say they will increase spend next year

## Breakdown of planned increase:

28% increasing spend will do so by less than 5%

50% will increase by 5-10%

12% will increase by 11-25%

9% will increase by over 25%

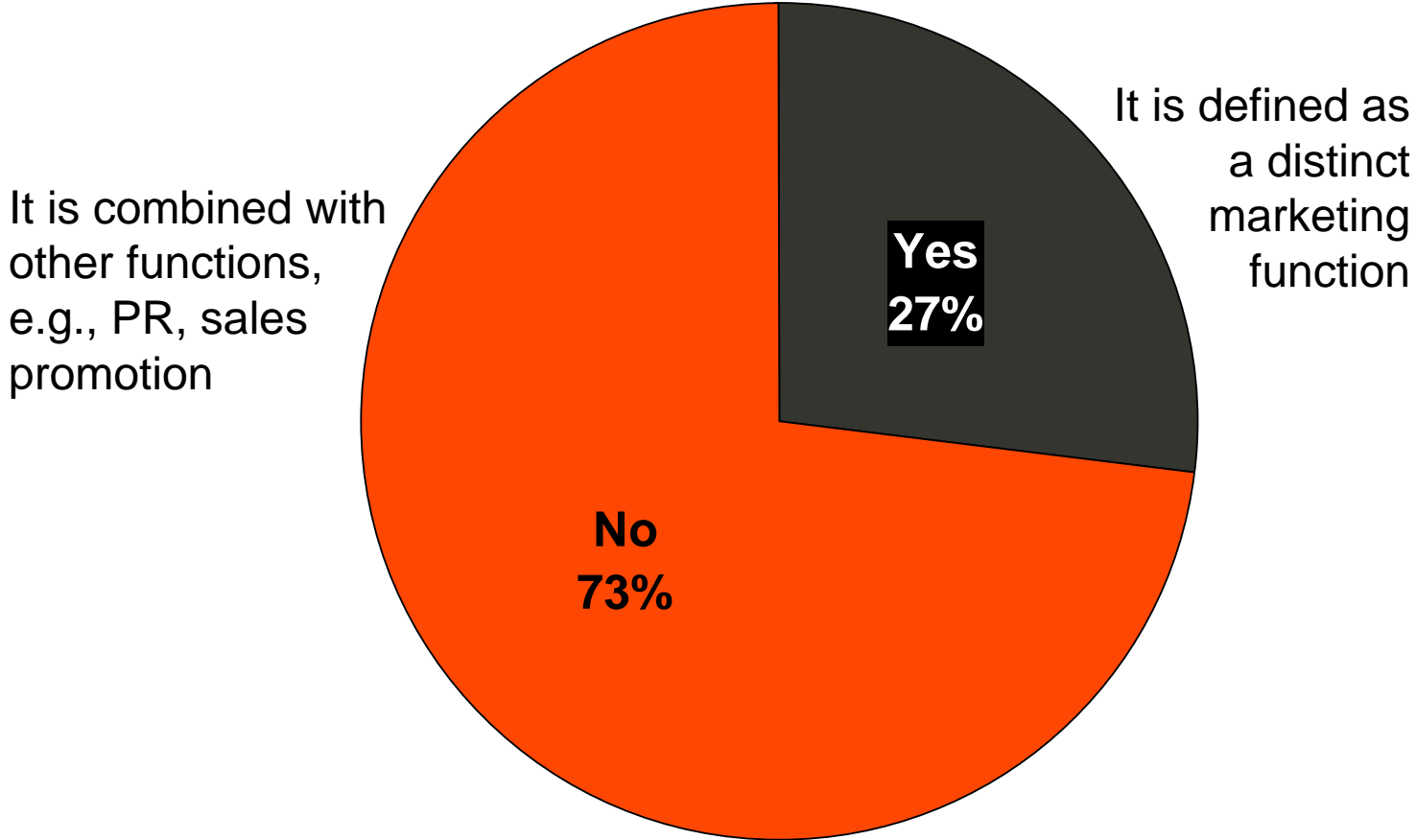
# My organization will increase spending on experiential marketing in 2008 vs. 2007

Overall	75%
US	71%
UK/Europe	69%
Asia	90%
Australia	85%
Healthcare	56%
Financial	73%
Automotive	82%
Technology	66%
Consumer	79%

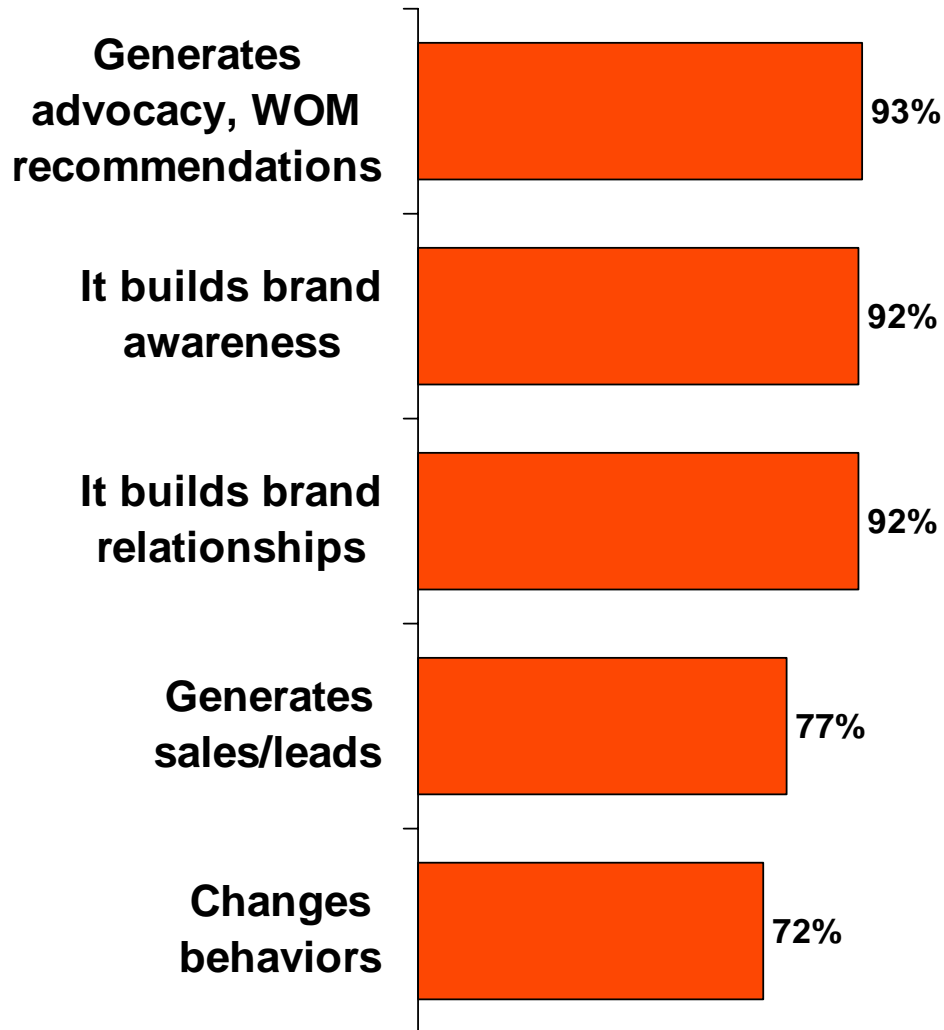
% agreeing



# My organization defines "experiential marketing" as a distinct marketing function

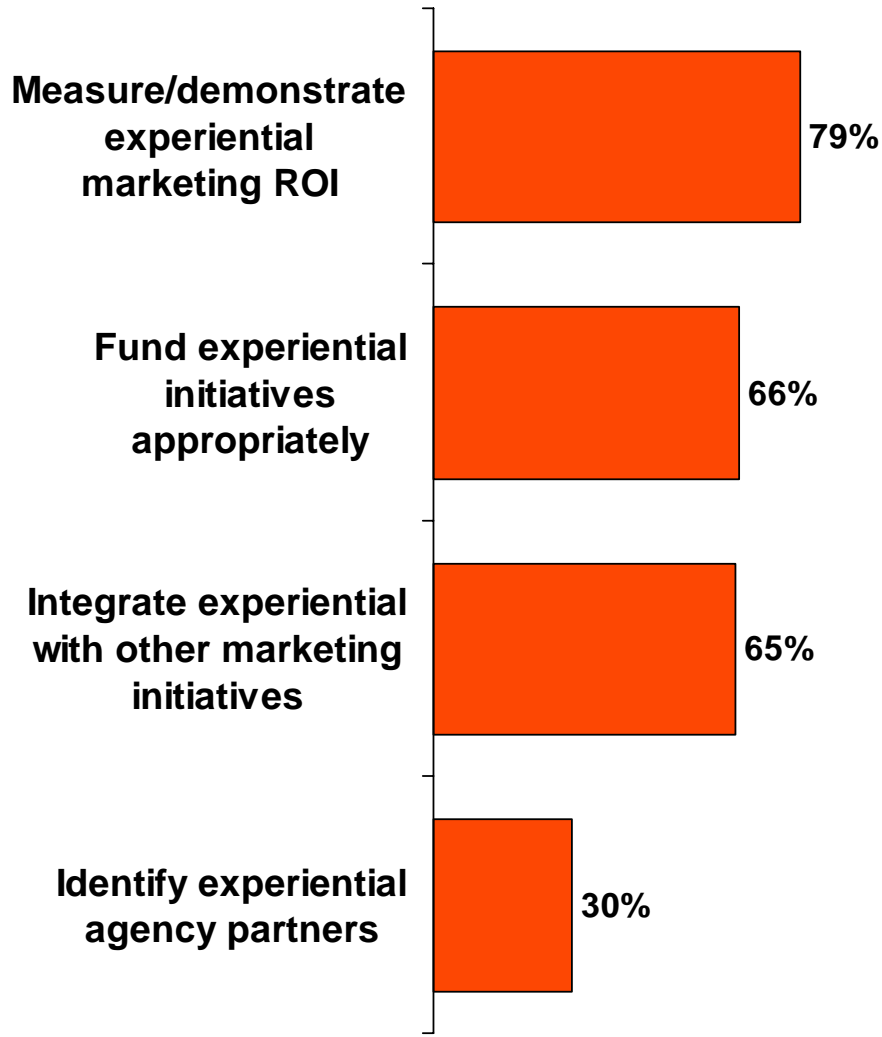


# Key benefits of experiential marketing:



Respondents agreed that experiential marketing has several positive benefits, especially in driving both word of mouth advocacy and building brand awareness and relationships

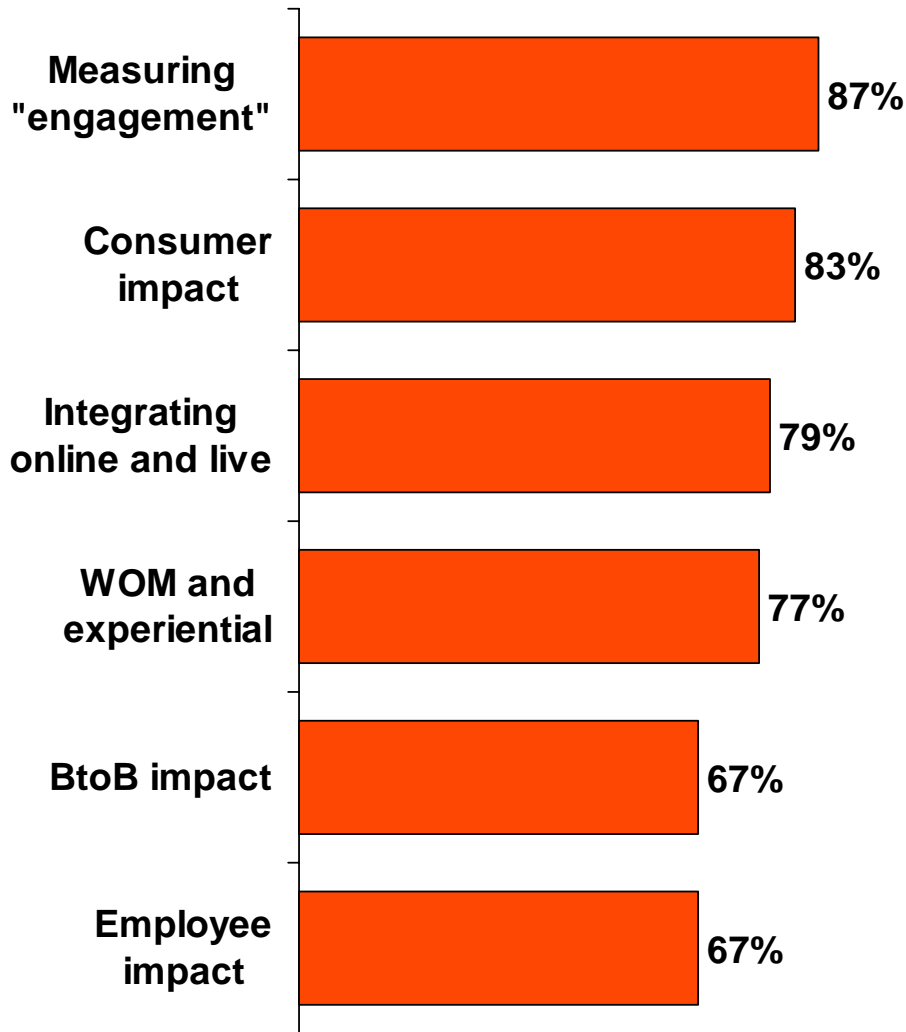
# Key obstacles to successfully deploying experiential marketing



The ability to measure and demonstrate ROI for experiential marketing was identified as the top obstacle to its use.

Funding experiential initiatives appropriately was identified as the second most significant obstacle.

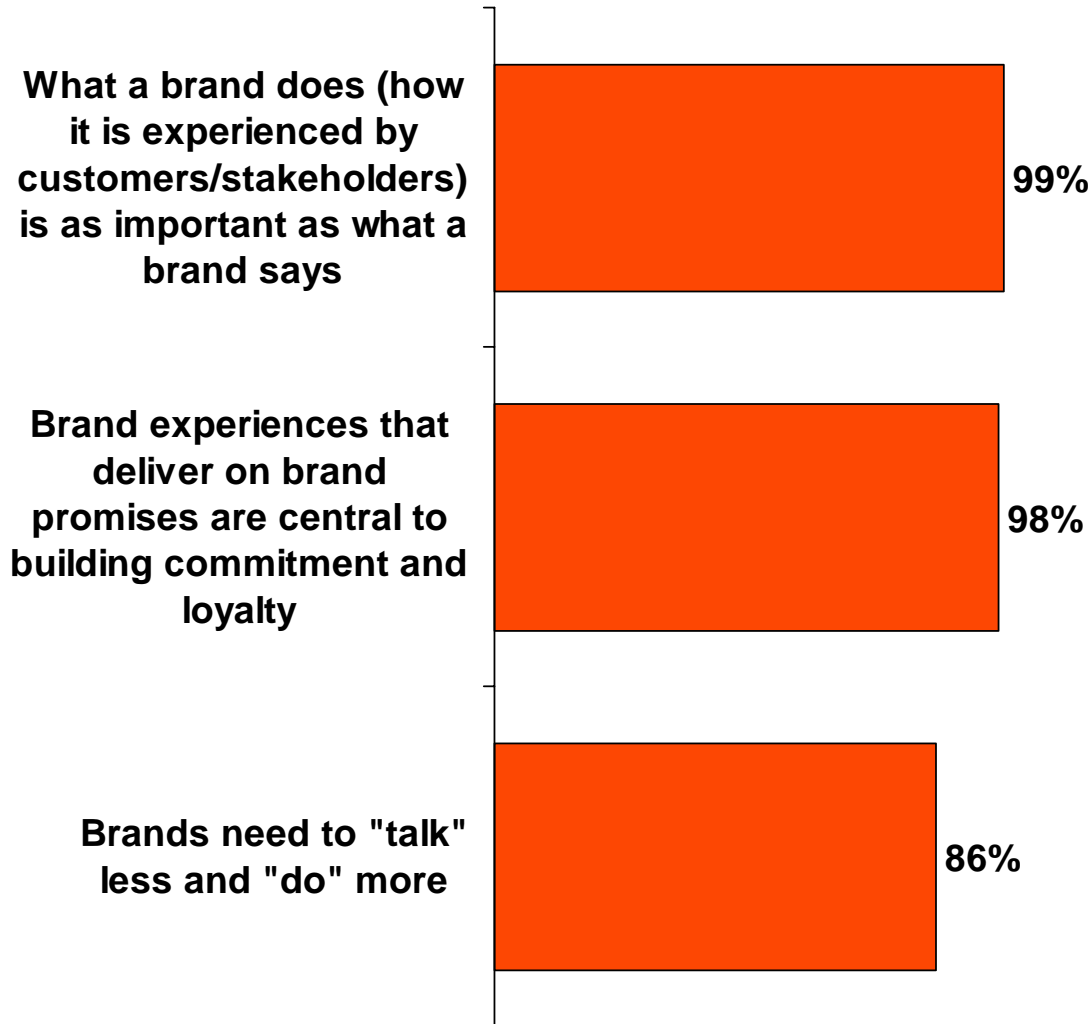
# Key experiential marketing topics for marketers:



Marketers were asked what experiential marketing topics they would most like to learn more about.

Not surprisingly, given the challenges they say they face in showing ROI, respondents are most interested in learning about measurement-related topics.

# Connecting brand and experience



Respondents strongly agreed that there is an essential link between the brand and how it is experienced, underscoring the need for marketing experiences that convey and reinforce the brand promise





Jack Morton Worldwide creates multidimensional experiences that inspire key stakeholders to new insight, action and advocacy. Integrating live events, branded environments and interactive media, the agency engages consumers, business partners and employees, helping clients build brands, improve performance and increase sales. Jack Morton has a staff of 600 employees in the US, Europe and Asia-Pacific, and is part of the Interpublic Group of Companies, Inc. (NYSE: IPG).

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