

2014
**MEASUREMENT
 MASTERS**

THE ART AND SCIENCE OF MEASUREMENT

CANDID CONVERSATIONS ABOUT ROO, ROI AND EVERYTHING IN BETWEEN

The event industry is more focused on measurement than ever. And the quest to prove the all-mighty return on the investment requires three things: One, a strategic embrace of metrics as just that—a strategy. Two, a tactical focus on collecting, monitoring and activating information. And three, a philosophical commitment to get better. To get stronger. To be awesome.

Make no mistake: Behind every measurement plan is a measurement partner—the data junkies, the lab-coated heroes, the techno-metrics gurus. Find the right measurement partner and you're one step closer to the right measurement strategy, the stronger metrics execution and the to-the-penny event payout calculation. We grabbed a four-pack of the industry's leading measurement partners for some quick chats about them, you, what's now and what's next. Let's do this.

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Dr. E. Craig Stacey
Analytics Advisor, Brandscopic
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Q: Give us the quick version: How do you describe your company?

A: We make answering really tough questions, really easy. Our cloud-based software helps you to manage and measure your experiential marketing programs. Ultimately, agencies and brands are able to tell what competitors are doing, what consumers are thinking and how campaigns are performing, all in real time.

Q: What are three major measurement mistakes you encounter?

1. Not making measurement a priority at the highest levels – Agencies are often most worried about the creative elements. These are important, but analytics has quickly become top of mind. We surveyed over 200 brand-side decision makers and “better program reporting and analytics” was overwhelmingly selected as the area they most want to see addressed in 2014.
2. Not establishing clear and quantifiable goals – Agencies need to work with brands to determine what defines success for a campaign. We usually start off with “qualitatively” how to define success. And then we agree on “quantitative” metrics that the Brandscopic system can easily help to capture and interpret to prove success.
3. Not disseminating findings throughout the organization – Our goal is to help our clients answer burning questions in real-time like, “Which competitors are gaining ground on me?”. Answers to big questions like these get the attention of the CEO, CMO and all of the brand managers in an organization. If you can't show how what you are measuring has meaning within the organization, then you are just collecting a bunch of numbers and people's eyes will glaze over.

Q: What is an example of a “burning question” you have answered?

A: Brandscopic didn't formally launch until 2013, but we are already answering big questions for our clients. For example, a large spirits brand wondered who was gaining share on them. Our software quickly identified who to watch out for.

You can see the shift in the brand's share in the chart below.

The brand we were investigating is the red line. The competitor brands are the other lines. Clearly there are two competitors that had suddenly overtaken our

client's brand in late 2012 and now have 2 to 3x the mind share.

Our system can identify opportunities and threats to brands early on and monitor them thereafter. And then we help to provide additional information on how to combat these threats.

Q: Is measurement expensive?

A: We would say the value of NOT measuring is much more expensive.

Let's say you enter a new business pitch with a creative sounding campaign. Our clients walk in armed with a similarly creative campaign and some pretty powerful insights on past activities or competitors or consumers. Who do you think will win that pitch?

Our basic software starts at a couple of bucks per event, and we don't charge set up fees or have any commitment requirements. We also believe strongly in leveraging your existing resources. For example, our largest agency client has thousands of people on the ground executing events. They use Brandscopic software to manage and capture hundreds of thousands of data points from these people in real time -- effectively transforming their field staff into an analytics army. ■



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Jennifer Hawkins
Director of Marketing

Q: Give us the quick version: How do you describe your company?

A: DoubleDutch created the first-ever social event app. Our products are incredibly intuitive, rocket fast, and highly engaging. We believe in the power of social interaction to improve the event experience for attendees, uncover new revenue streams for organizers, and improve overall event performance. Capturing their in-app interactions, DoubleDutch is able to surface important data for event organizers and provide transparency into what's working and what's not.

Q: What's changing in measurement?

A: Events used to be a black box for data. Maybe you got a stack of business cards to shuffle through, or a PDF of scanned leads two weeks later, but that was about it. B2B marketers historically have spent a ton of money on events (their number one line item according to Forrester), but mobile has created a new era of data-driven marketing and events can now follow suit.

With an event app, marketers can understand which people attended which sessions (made easy by iBeacon indoor location technology), which speakers got the most engagement, and so much more.

We believe if you can measure it, you can make it better. That's where DoubleDutch comes in.

Q: How can marketers better measure their events?

A: With mobile app data, marketers should focus on measuring engagement for their primary constituents – attendees, speakers, and exhibitors. Things like, did attendees interact with session content, industry peers, and social media channels?

Did they rate speakers, check-in to keynotes and comment on trends? Digging deeper, marketers should analyze what attendees were engaging with: Who were the most popular speakers, and who should be cut or better trained for next year? What exhibitors drew the most attention? Should we move them to the front of the exhibit hall next year? Was one exhibitor completely irrelevant to these people? Data from your event app can answer these questions and help marketers get a better understanding of their event's success.

Q: How is technology helping?

A: Mobile technology allows you to serve real-time, contextual content to attendees – while they are running from session to session, trying to find that booth on the show floor, etc – all these actions that can be measured. iBeacon technology boosts measurement as well, and it's already integrated into the DoubleDutch platform. One feature allows organizers to track who is in a session based on their location, and another facilitates networking by notifying attendees when a person they are following is nearby.

Q: Should clients budget for measurement? How much?

A: For events, we believe that measurement and data analysis should be a part of an event marketer's budget and included in any event app package you choose.

Q: How would you describe the culture at your company?

A: To put it plainly, we hire only remarkable people, and we move fast. We have an epic view of San Francisco and give back to the community. We have a crowded, dog-friendly office, we consume a lot of coffee, and we're hiring. <http://doubledutch.me/jobs.html> ■

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FISH™ Experience
Understanding
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Michael Gilvar
CEO

Q: What's FISH all about?

A: FISH is a data company. We have always had a core belief that event marketing should be approached as a measurable investment, rather than an obligatory expense—and we are committed to helping brands understand the impact of their marketing spend.

Q: What's changing in measurement?

A: In the past, live events were measured by fuzzy math calculations—such as estimating the number of eyeballs that pass by a brand activation. Many marketers seemed to believe that live events were somehow un-measurable in real terms. Over the past few years event marketers have come to understand that not only are events far from “un-measurable,” but they are the most measurable form of marketing there is.

Q: How is technology helping?

A: Technology has enabled brands to deliver experiences that are more personalized, interactive, and exciting than ever. This new level of interactivity also makes them far more measurable. We can now use technologies such as RFID, Facial Recognition, Mobile and BLE to track asset engagement, understanding, dwell time, and traffic patterns all segmented by gender, age, and ethnicity.

Q: How can social media help create better measurement?

A: We are huge fans of what social media has done for live events and specifically for data collection and measurement. Social media represents an incredible third party source of data—allowing us to seamlessly register consumers, share content, and easily mine data.

Q: What are the three biggest measurement mistakes?

A: (1) Not measuring at all. (2) Measuring a single event and failing to measure the remainder of the campaign. (3) Measuring “vanity metrics” aimed at affirmation rather than proactive change.

Q: Wait... weren't you the guys that powered the Super Bowl and NBA All Star Game?

A: That's us. We deployed massive measurement programs for both events. Each encompassed huge brand experience areas with multiple brand sponsors, challenging environments, and unprecedented crowds. We are pleased not only to have been chosen to support such marquee events, but very proud to have pioneered a new trend in which the event organizer is able to spearhead the data collection process, understand fan engagement, and drive more value for their brand partners. We are confident this will be the standard in years to come.

Q: How are you leveraging social media as part of the experiential platform?

A: Social media represents a fantastic opportunity for brands to access more data and garner additional impressions by pushing content to online—but we must be aware of the appropriate balance in terms of the “ask” from the brand and the “wants” of the consumer. When a brand gives a choice between pushing content to email or social, more than 90% of consumers will choose email to have control in terms of what and when they share “socially.” It is incumbent upon the brand to facilitate a meaningful value exchange for the consumer when asking to access their social media.

Q: Is measurement expensive?

A: *Not measuring* is expensive. Imagine you have a million dollars to invest in the stock market. Not measuring is analogous to pouring millions of dollars into the stock market week after week, but never looking at your portfolio performance to see if you need to adjust strategy. Who does that?

Q: Should clients budget for measurement?

A: Yes. This question highlights the very reason so many fail to measure effectively. Measurement should not be viewed as afterthought, but rather baked into the experience from the beginning. Measurement, executed effectively, drives a more effective experience in real time—allowing the consumer to collect content, share their experiences, and receive personalized messages that more effectively connect fans with brands. Measurement as a “byproduct of the experience” means investing more in a more strategic engagement—which by its very nature will produce actionable data. With the right approach the investments in the “experience” and “measurement” will be inextricable. ■

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Chris Clegg
Sr. Research Manager/Owner

Q: Give us the quick version: How do you describe your company?

A: PortMA is a group of market research professionals who specialize in measuring the reach, impact, and value of event marketing. We work exclusively with Agencies to craft measurement strategies, manage data collection, and deliver ongoing status reports and recaps, all under the Agency's corporate banner (our own branding rarely makes it to the end Clients).

Q: What's changing in measurement?

A: A status report used to be an update on routing and event logistics. The recaps were beautiful photo albums with smiling consumers who looked like the person the Agency was supposed to target.

I think things really started to change back in 2005/2006 when Brand Managers started to require more. It's evolved to where Brand teams require from their event agencies the same thing they always required from those running print, TV, radio and the like.

Today, Agency and Brand teams that are on top of their game have real reach metrics, they understand how the activations are changing consumers' behavior, and they deliver recap reports that provide a clear, monetary-based ROI the Brand Manager can bring to the CFO.

Q: How can marketers better measure their events?

A: Over the past five years we've worked with around 15 different Agencies and over 100 brands. We've seen a wide range of extremely creative and fascinating experiential activations. And we've found that Brand teams, promotions departments, and Agency account managers all have to make the same core business decisions. Event measurement must help them make better decisions. Here's the common thread:

First, they all need to know if they are reaching the right consumer in an efficient manner. It doesn't matter if you distributed 1MM samples if they were all to consumers who don't

buy the category. And it doesn't matter if you distributed to 100% category buyers if it cost you \$10,000 per consumer to do so. There is a fine balance and your event measurement needs to help the decision makers find and manage that balance.

Second, everyone involved is asking themselves if they created purchase behavior where it didn't otherwise exist. If the program is focused on acquisition, but you're sampling current customers, you've got a loyalty program whether you like it or not. Your event measurement strategy has to deliver a clear new customer conversion metric.

Finally, that reach and impact (i.e., conversion) has to come together to generate new customers who provide more revenue than the campaign cost in the first place. Maybe it doesn't "have to" but everyone around the campaign sure wants to know the ROI. They're getting it from their print and TV agency. The event team will lose budget if they can't do the same.

Q: That makes a lot of sense... how does an Agency accomplish this?

A: That's what we do. We come in and partner with the Agency team behind the scenes to craft language around an RFP response that will help them stand out. And when they win the business, we serve as their virtual in-house research and analytics team.

We work with the Agency account team and the Brand's insights department to educate everyone on the methodology, develop the measurement tools, train field staff, program and deploy the data collection tools, crunch the data, and provide reports that that Agency uses to report back to their Client.

The other asset we bring to the table is our benchmarking database of over 120,000 records from our work in the industry. Our own Clients get to look really smart when they lean on this treasure trove.

Sometimes we're positioned as an objective third party. But usually we're working behind the scenes. In that way we're kind of a secret. I'm glad we could partner with Event Marketer Magazine here and let that secret out. ■