Experiential Marketing: Can it be Localized, Personalized and Scaled Up Affordably?

EXECUTIVE SUMMARY

- Social media habits intersect strongly with shopping behavior. Almost 80% of shoppers say they use social media at least daily, and for one in six, it’s hourly.
- 88% of shoppers say that if they enjoy an experiential interaction with a product away from a store, they’ll add it to their shopping list.
- Seven out of 10 shoppers say they’ll share a brand experience through social media and other means of sharing. Four in 10 say they’d “Like” a brand on Facebook, and one in four will post comments on a social networking site.
- Three out of four sales/marketing/merchandising executives now rate experiential, personalized and hyper-local marketing initiatives as “very” or “somewhat” important.
- However, about one-third also worry about the difficulty of “scaling up” such targeted initiatives.
- Two-thirds of brand owners say they’d boost budgets for hyper-local and experiential marketing if solutions to ROI, resourcing and scalability challenges can be found.
- Social media can multiply the effects of one-on-one interactions by elevating impressions and making personalized marketing more affordable.
- Hyper-local marketing can eliminate the need to divide a marketing spend into demographic categories.
Just as the in-store marketing world’s lens has widened to encompass the entire path to purchase, so have targeted marketing efforts to engage shoppers along the way. Today, the evolving field of “experiential” marketing integrates a wide variety of techniques ranging from events, brand ambassadorship and sports marketing tie-ins to highly specialized multicultural and digital campaigns, to name just a few. Fundamentally, though, the field is built upon some very tried-and-true – and highly personalized – techniques. “I think the ability to interact with someone and put the product in their hands, whether that’s a demo of a hard good or a sample of a food product, has a very meaningful connection,” says Ed Hoehn, senior vice president of marketing services at Crossmark. “But I believe brands still have not fully realized how to incorporate these tactics and measure them appropriately.”

One reason may be that personalized, experiential marketing means different things to different segments, says Jim Rose, president of marketing services, Crossmark. An experiential marketing event for a technology product, for example, might involve a “complex, sophisticated educational moment,” while a food or beverage marketer may only require demonstrations that help move cases. “But you’re seeing brand owners gravitate to it,” he says, “because they can customize the messaging. Talking to someone in L.A. about mobile phone needs could be very different than in rural Nebraska.”

The digital empowerment of shoppers is adding even more layers of complexity, and therein lies a challenge. For marketing executives weaned on the multimillion metrics of paid search, Facebook “Likes,” and celebrity re-tweets, experiential marketing’s core strength – the one-to-one interaction – may seem too local, limited and unscalable.

The irony, of course, is that in an age of increasingly anonymous digital clutter, those personalized interactions may actually have a better chance of making a big impression in the social media space. That, at least, was a hypothesis behind a pair of surveys fielded in the fall of 2013 by Crossmark and the Path to Purchase Institute (P2PI).

**The Shopper Survey**

In October 2013, 1,500 consumers completed an online national survey to gauge how their social media habits intersect with shopping behavior. (See accompanying sidebar for the Crossmark/P2PI survey’s methodology.) Out of all respondents:

- 76% said they used social media at least daily, a figure that was as high as 80% for the 18-49 age segment.

---

**“Social media has changed the landscape. You might be in Smalltown USA having a one-on-one conversation with a customer, but you’re actually turning that customer into an advocate.”**

Emily Berg, consumer insights manager, Marketing Werks
• One out of every four 18-24-year-olds said they were “Super Users” who go onto social media sites at least once an hour.

• 88% said that if they enjoy an experiential interaction with a product or service away from the store, they’ll usually remember to add it to their shopping list.

• 80% said they prefer brands that “do more to interact” with them over those that “just advertise” to them.

• When asked what most affects their image of a brand, shoppers rated “personal experience” as most important, followed by “package design” and “word of mouth.” Advertising had the least impact on brand image, although it should be noted that consumers often are reluctant to self-state that advertising influences them.

The most significant of the survey’s insights, however, was the willingness – indeed, eagerness – expressed by shoppers to, in marketing parlance, “amplify” their brand experiences through social media and other means of sharing. Seven out of 10 said they were very likely to “tell” a friend or family member about a positive brand experience, with four in 10 saying they’d also “Like” the brand on Facebook, while one in four would post a comment on a social networking site.

The Brand Owner Survey
In October 2013, a questionnaire was emailed to several hundred CPG executives. Respondents to this survey were primarily sales and/or merchandising executives (VPs, directors and managers) from packaged food/beverage companies with $1 billion-plus in annual sales. The questionnaire asked them to rate the (a) importance of, (b) the challenges facing, and (c) the budgetary impact of three evolving marketing techniques:

- **Experiential marketing**, defined as providing consumers with “an interactive experience with a brand for deeper engagement and a stronger connection.”

- **Personalized marketing**, defined as “tailoring messages or offers to individual consumers through digital media” as opposed to “generic” approaches.

- **Hyper-local marketing**, defined as the targeting of consumers in “a well-defined, community scale area through a range of localized out-of-store and in-store tactics.”

### SURVEY METHODOLOGY
In October 2013, 1,500 consumers completed an online national survey to gauge how their social media habits intersect with their shopping behavior. (Responses are shown on accompanying charts.) The consumers were sourced from an independent sample provider.

Respondents were 59% female and 82% Caucasian; 61% reported having “all or most” of the grocery shopping responsibilities for their households while another 29% share at least half; 49% live in the suburbs, 37% live in the South, and more than half were aged 35-64.

That same month, several hundred CPG marketing executives (compiled from Path to Purchase Institute member lists) were asked to complete an online survey that asked their opinion of various marketing techniques. (Responses are shown on accompanying charts.) The survey used the following definitions:

- **Hyper-local marketing**: Targeting consumers in a well-defined, community scale area through a range of localized out-of-store and in-store tactics to intensify relevance.

- **Personalized marketing**: Tailoring messages or offers to individual consumers through digital media to drive greater conversion rates versus generic approaches.

**Experiential marketing**: Providing consumers with an interactive experience with a brand for deeper engagement and a stronger connection with that brand.

Respondents were mostly from companies with at least $1 billion in annual sales (69%); work in the packaged food and beverage industry (64%); work primarily in sales/merchandising (62%); and held titles as managers (44%), vice presidents (27%) and directors (25%).

<table>
<thead>
<tr>
<th>SHOPPERS: Which affects your image of a brand?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word-of-mouth</td>
</tr>
<tr>
<td>Most important</td>
</tr>
<tr>
<td>Second</td>
</tr>
<tr>
<td>Third</td>
</tr>
<tr>
<td>Fourth</td>
</tr>
<tr>
<td>Least important</td>
</tr>
</tbody>
</table>

Source: Crossmark/P2PI survey of shoppers; October 2013.
Respondents to the Crossmark/P2PI survey indicated that all three techniques are (or are potentially) critical components of their current and future brand activation plans:

- 73% of the surveyed marketing executives rated experiential marketing as either “very” or “somewhat” important.

- 92% said the same about personalized marketing.

- 77% view hyper-local marketing as “very/somewhat” important.

Brand owners do, however, see a number of challenges that may keep opportunities from being fully maximized. More than half of the respondents said that these techniques lack clear ROI metrics, and almost as many worried that their organizations may not possess the internal resources needed to succeed. Similarly, about one-third of respondents said that “scaling up” a hyper-local (35%), personalized (32%) and experiential (31%) marketing initiative would be a difficult challenge.

However, nearly two-thirds of brand owners said they would boost their budgets if solutions to the ROI, resourcing and scalability challenges could be found for hyper-local and experiential marketing. Personalized marketing drew somewhat more skepticism than the others, with 27% saying they were “somewhat” or “very unlikely” to increase budgets, even if the challenges were addressed.

**Opportunities via ‘Social Amplification’**

The most significant opportunity uncovered by the Crossmark/P2PI survey is the willingness of shoppers to “amplify” their brand experiences through social media and other means of sharing. Jay Lenstrom, CMO of Marketing Werks, Chicago, says that consumers respond particularly well to experiential marketing because it hits them when they’re in a “ready mode” – a new beer while they’re at a bar or a new technology on display at a sporting event, for example. “They engage better and they respond better,” he explains. “All your metrics talk about the purchase intent.” Marketers can extend these experiences, he adds, by following up with permission-based emails that provide consumers with an opportunity “to click and learn more” about the products involved.

Experiential marketing also produces more of an emotional reaction to a product, according to Emily Berg, Marketing Werks’ consumer insights manager. “Whether it’s a 20-second interaction to hand them a sample, or a six-minute product demo, they understand your brand at a much deeper level,” she says. “That shortens the purchase decision. If we get that product into your hands, it’s that much more top of mind.”

Hoehn believes that the survey’s data on shopper willingness to share positive brand experiences “substantiates that the power of recommendations is alive and well. Social media is the platform for sharing, whereas it used to be just a conversation. The reach is much broader than it used to be.”

The advent of social media, he adds, is changing the ROI calculation of experiential marketing, which once focused primarily on how many people a brand could touch at a particular event: “We have a platform now where we can not only amplify events but also attract more people...”
for the face-to-face experience. All of a sudden, we’ve gone from, ‘We touched 1,000 people at an event today’ to ‘80% of them have posted multiple times’ by taking pictures or videos that they share with their networks.”

Social media has elevated the number of impressions brands can get, Lenstrom says. “You used to do an event for 400 people, but now if you put the right tools on top of that, you can reach 4,000 people if they’re talking to other people about that experience.”

Berg notes that some marketing executives are still under the impression that hyper-local, personalized and experiential marketing events can’t get to scale because they only interact with a small number of people. “Social media and digital have changed that landscape in the last couple of years,” she explains. “You might be in Smalltown USA having a one-on-one conversation with a customer, but you’re actually turning that customer, hopefully, into an advocate.”

The ability of social media to multiply the effects of one-on-one interactions is also making hyper-local and personalized marketing more affordable. “Yes, you might have paid for that one-on-one interaction, but the reach gets expanded immensely,” Berg says. “If you’re able to have that one-minute conversation and get them to buy it at the end, affordability doesn’t become as much of an issue. We also know that people trust recommendations from family and friends.”

Brian Ochs, COO of Dallas-based Spire, who spoke at the Shopper Marketing Expo in October, agrees that social media tools such as Facebook can help keep initiatives affordable because marketers can start small and see what works, while controlling their budgets. Retailers can offer custom ads filtered by age, geography or other factors, offer lower prices or coupons, and measure purchasing to the day or even the hour, he says.

Hoehn says that Walmart’s creation of individual Facebook pages for each of its 4,000 stores was “huge,” taking hyper-local to its logical conclusion through the amplifying power of social media. “When we work with retailers directly,” he says, “we ask, ‘How do we create and manage the voice of that store?’ We want to create a connection, on a first-name basis, with a shopper, and create a relationship that starts to transcend a particular merchandising category.”

| After having a positive experience with a brand, how likely are you to do any of the following? |
| Tell a friend or family member | Very likely 69% | Somewhat likely 22% | May or may not 7% |
| “Like” a brand on Facebook | 39% | 26% | 15% |
| Follow the brand on Facebook or Twitter | 25% | 24% | 24% |
| Post a comment on social networking sites such as Facebook or Twitter | 24% | 26% | 23% |
| Write a comment on a review site or blog | 16% | 22% | 29% |

Source: Crossmark/P2PI survey of shoppers, October 2013.
However, Martin Block, professor of integrated marketing communications at Northwestern University, wonders if Walmart will be able to maintain its 4,000-page presence over time. “The concept sounds good, but it’s very expensive, I would guess,” he says. “The worst thing you can do with a social media campaign is get your consumers all excited, and then you as a marketer don’t respond. Social media sounds relatively inexpensive, but you’ve always got to have somebody there at the other end.”

Still, Hoehn says that social media’s potential for attracting new customers is, in some cases, upending the traditional notion that it’s always easier to keep an existing customer than find a new one. That’s “because the shoppers themselves can leverage social media to have a brand voice,” he says. “Part of what we’re seeing here is that the opportunity to empower others with positive brand experiences may have a greater impact on the success of that brand.”
Hyper-Local’s Relevance

Lenstrom says that in his former role as a brand marketer, the bottom line was always “national” market share with, at best, a little bit of regional analysis mixed in. “Today, however, everything’s changed,” he says. “Everyone’s asking us to take it one layer down to discern how a certain message resonates differently in a community or a neighborhood or a city. Hyper-local marketing may have started as regional demand – ‘Give me a West Coast view

of this.’ But when that was successful, we jumped to ZIP code, and so on. Now it’s all driven by national marketers trying to get to more efficient uses of their funds.”

Berg says that clients see hyper-local as the key to creating greater relevance and providing the ability to custom-tailor messages for settings ranging from New York or Chicago to remote rural areas. “The world we live in has changed,” she says. “I get to click whether I see your ad or not. I can fast-forward when I’m watching TV. People have become accustomed to tuning out advertising messages.”

Hyper-local marketing also eliminates the need to divide a marketing spend into demographic categories like African American or Asian, Lenstrom says, since at the community level, it’s often already divided that way. “If you’re doing a hyper-local effort in San Antonio, 60% of your audience is Hispanic. It generates incremental dollars for marketing to specific communities that would never get to that level if they were just trying to get their fair share of ‘Hispanic.’ It’s a different way to come at the same population. If you are selling something in the United States, you’re already a multicultural marketer. If not, you’re doing a bad job.”

Hoehn says that the momentum behind hyper-local marketing has been gathering for some time, although to date it’s mostly been just a proliferation of tactics to reach shoppers and consumers “with very little strategy for tying those tactics together. From a retail perspective, you have this destination where, at a local level, there’s a microcosm of people who live in that area and shop in some

By the way, one more thing I noticed...
stores. Regardless of what tactics you’re using – digital, online, in-store, in the community – from my perspective, leveraging data and pivoting your program around subsets of stores becomes a mechanism to facilitate that hyper-local approach.”

However, Alex Siskos, vice president of business insights at Crossmark, says too many marketers think of hyper-local only in terms of specific store locations. “It’s really all about micro-segments,” he says. “A candy marketer, for example, who’s not thinking about where high school and middle school students congregate at 3:30 p.m. is missing an opportunity. That’s a simple but highly illustrative example. There are big groups of shoppers you could influence, if only you knew when and where.”

But while personalizing opportunities abound, professor Block believes it may be a two-edged sword. As mass media has fragmented, retailers have been gaining dominance over brands, he says, and hyper-local marketing will only further that dynamic. “This plays into the hands of the retailer,” he says. “The retailer’s problem is figuring out how to have their online and offline assets working together.”

**Data Management Challenges**

More than half the executives responding to the Crossmark/P2Pi survey worried that their organizations may not possess the internal resources needed to succeed with techniques such as personalized marketing. Siskos sums up the typical reaction in another way: “Oh great, another data source. What do I do with it?”

Brand marketers, he says, feel they don’t have enough help making sense of the data they’re already swimming in. And while companies like Crossmark can help brands learn how to interact with their data, “People just don’t know where to start first.”

Step one, Siskos says, is figuring out what problems they’re trying to solve – and why. “Are we answering the right questions? Are we even asking the right questions?” When data is brought to the surface, you then see procurement departments coming into play, asking people to justify their efforts financially. All of a sudden, it’s not how many people you reached, it’s ‘What are your sales?’ Everybody’s testing – there’s a proof-of-concept taking place with just about every manufacturer you can name.”

To come up with the necessary hyper-segmentation, marketers need the data that’s generated from sources like loyalty cards and social media. “But we need to be tool and data agnostic,” Siskos says. “A company doesn’t need to depend on just data point A or data point B. Data is more like an ingredient. We need to focus on the overall recipe.”

Strategic brand-retailer data collaboration will require a common understanding of shoppers’ motivations and needs, which, in turn, will require thoughtful segmentation, said James House, CEO of London-based 5one Group, during the Shopper Marketing Expo. “Every retailer sees a potential pot of gold in our data,” he says.

**“The ability to create segmentation down to the local market and the local store is where we’re driving a lot of value for our clients.”**

Ed Hoehn, SVP-marketing services, Crossmark
“There’s a fair amount of unrest, in a good way, on how this all fits together. Everyone has their own way of identifying these things, but at least today, no one doubts that they do work.”

Jay Lenstrom, CMO, Marketing Werks

“We want to drive a better customer experience that will engender long-term loyalty.” Data sharing should help brands and retailers jointly consider how much a particular customer or customer segment is worth spending on, based on how much they shop in a store or category.

Hoehn says it’s exciting that marketers can now “triangulate” shopper data, market-level data, and the results of what’s been successful for an individual brand at a particular store. “It’s not treating any store, or any market, as one of many, but as an individual opportunity to drive a brand,” he says. “The ability to create segmentation down to the local market and the local store is where we’re driving a lot of value for our clients.”

Professor Block notes that there may be limits to the accuracy of such data, however. “Some households are well-defined, and others not so well,” he says. “And households change. Even if you had perfect knowledge of them at Time 1, it’s changed by Time 2.” He says that the conventional wisdom in some quarters is that if one’s data is 80% accurate, that’s reasonably good. “It’s one of those numbers nobody really knows,” he says, but does acknowledge that improvements in software mean that this data capture can be done in an ever-increasingly affordable and integrated fashion.

Tracking the ‘Drive to Retail’

While quantifying data is essential, Hoehn says brands also need to think about the quality of impressions. Auto dealers, he says, emphasize taking a test drive as the key to giving their shoppers a high-quality experience. “Brands and retailers have the opportunity to use that same mentality: what is the value of impressions, and how do we measure that back to sales at the register?” he says. “Brands are not looking at experiential connections as a true form of media. That’s the opportunity: what’s the value of that impression?”

Lenstrom believes that such a dynamic will play out in the healthcare market, where individuals will have to make more decisions with the advent of the Affordable Care Act. He says that Humana, for example, already has been holding community information sessions for 20 to 50 people at a time. “That’s experiential marketing,” he says. “Advertising is not the medium that works for this. People trust the point of view of a person.”

Food, fashion and technology can benefit in similar ways from experiential marketing techniques, he adds. “The type of brands that are best suited for this are ones that require some level of education, hands-on experience or trial,” he says. “But the challenge is how to track those dollars spent. A brand can hold an event at a festival and it used to be, ‘How many people showed up?’ or ‘What band is playing?’ And that’s all good. But now it’s, ‘How much will I sell? How do I drive people to retail?’”

Berg says there are an increasing number of ways to track whether the people reached wind up going to a store, or buying a product, through tracking measures such as geo-coupons. “Social media is also something we’re able to track now, to understand what consumers are saying about us. The value of the data we are able to

Live engagement helped amplify UnitedHealthcare’s sponsorship of the New England Patriots Training Camp. Children of existing UnitedHealthcare health insurance cardholders engaged in “The Game On Experience” while their parents shared the experience via Instagram, Facebook and Vine. The program was executed by Marketing Werks.
capture is pretty big, including some softer ROI metrics like purchase intent or brand awareness. There are other ways to get at ROI if you’re not just looking for hard sales numbers, which not every client is.”

Siskos says that more “wearable technologies” are coming online that enable marketers to track a potential consumer’s location. “If I knew you were getting ready to leave work, and you happen to drive by a Walgreens,” he says, “I can send you text messages to convince you to drive there and use a coupon that’s only for you. I’m going to know where you’re going, and I’m going to influence you to do something.”

Hoehn says that brands and retailers must think more strategically about how to tie together sometimes disparate sets of events and experiences. “We’re looking at how do you triangulate that activity and have a drive-to-store,” he says. “We’re bridging the gap between sales and marketing, where marketing has set aside a portion of their budget for certain traditional activities, and creating programs that are measurable outside of impressions – a lift in sales or activity through stores in proximity.”

Measurement Demands
The Crossmark/P2PI survey shows that a lack of ROI measures seems to be on everyone’s mind – a fact that doesn’t surprise Lenstrom. “There’s a fair amount of unrest, in a good way, on how this all fits together,” he says. “Everyone has their own way of identifying these things, but at least today, no one doubts that they do work.”

Marketing Werks has not found any “one-size-fits-all” formulas for how to track results, he adds. “Every client’s a little different. But within every company, there’s data in their research department that isn’t being used to the degree that it could be. But there’s no magic box. Some agencies like to say they have ‘The Model,’ but it’s a model that only works for a particular client.”

“Everybody’s trying to figure out a metric that ties to the path-to-purchase,” adds Siskos. “They want to know the stimuli behind experiential marketing tactic ‘A’ that led to a purchase at a specific retailer at a specific time.”

Ochs says that Spire considers secondary ROI measures like percent of the potential audience that saw a particular ad, or click-through rate, or the ratio of the budget to the target audience size. Those help to measure, “Did the content clearly communicate the deal?” he says.

Hoehn points out that some brands and retailers will even default to very simple rules of thumb such as, “If we talk to 10 people, we know we’ll sell to two.” A truly realistic ROI metric, however, will vary greatly from category to category. But marketing mix modeling can be used to make some assumptions on the front end, leverage previous programs to look at what you’ve done, and lay out targets on the quality of those interactions, Hoehn says. “Brands and retailers can then move from interim indicators to what will drive sales. You can share your voice through social media via qualitative user stories, for ex-

“Brand owners gravitate to experiential marketing because they can customize the messaging. Talking to someone in L.A. about mobile phone needs could be very different than in rural Nebraska.”

Jim Rose, president-marketing services, Crossmark
ample, and then measure the impact that has on who’s hearing those stories.”

Most brand organizations have a “healthy tension” between sales and marketing, Rose says, although some have structures that actually impede sales and marketing from working together. A brand’s marketers, for example, might hold an event intended to drive consumers to the store, but if they didn’t coordinate with sales, they run out of product halfway through the promotion. “The bigger the company, the more diverse those areas are to coordinate,” he says. “Organizations aren’t incentivized to do it.”

Lenstrom says that those tensions – and others created simply by egos clashing – contribute to fragmented measurement. “You might have a parking lot experience for Hostess with a Twinkie costume character out there creating a lot of excitement. You can measure that by the number of samples delivered, the emails acquired, how many people we talked to and the media impressions. But for sales people, it’s mainly the sell-through, POS information, displays, facings, adjacencies that constitute success. Now to me, both measures are valid, but there are gaps. How do I relate that investment, the Twinkie costume character, and drive it back into retail? There was a van out front with flashing lights and balloons – how do I measure that lift? It’s usually done in isolation, but they’re not mutually exclusive tactics. Going forward, they’ll be analyzed more synergistically. You’re seeing some movement that way already, but it needs to get there faster.”

**Bottom Lines**

Professor Block says that measuring the ROI of any marketing-mix tactic is a continuing challenge: “How much do you weigh each one? It’s very hard. Mass network television marketing still has a great impact, but it’s a statistical problem. We should be able to do it, but it’s difficult – and it will be controversial.” He jokingly suggests that “you probably don’t want to analyze social media ROI without a glass of cognac nearby to help you think straight. Almost no matter what somebody proposes, somebody else is going to disagree or see it a different way.”

Hoehn believes that driving consistent messaging and a connection with shoppers is the greatest growth opportunity for brands. “They need to truly look at the road map of all the tactics they’re utilizing,” he says. “What’s the additional mix we need to offer, as a company, so that we’re playing in all the right spaces? We’ll look at digital, social media and app-based solutions.

We’ll look at in-store execution, whether that’s creating signage, or demos, or shippers and sampling. The key is bringing all those tactics together and having one consistent voice. And I’ll tell you, a lot of brands are missing that today.”

---

**EXPERIENTIAL MARKETING VEHICLES & TRIGGERS**

**Pre-Event** (drives awareness):
- Traditional broadcast media (spot TV/radio)
- Traditional print (FSI/newspaper)
- Digital (brand website/social media sites)

**During an Event** (enhances engagement):
- Actual event/interactive brand experience
- P-O-P (at event/in-store/on-shelf)
- Digital (capture consumer/shopper data; enter to win prizes, etc.)

**Post-Event** (extends the experience):
- Digital (share with friends on social media/blogs; follow up online for recipes/prizes, etc.)
CROSSMARK is a leading provider of sales and marketing services to consumer-branded suppliers and retailers, as well as being the largest in-store marketing services company in North America. The company delivers growth solutions with exceptional service through customized and seamless integration of services from insights to activation. CROSSMARK is recognized for its analytic capabilities, scale at retail, and superior speed and flexibility in customizing services designed to drive profitable growth for clients. For over 100 years, CROSSMARK has excelled at helping some of the most powerful brands in the world achieve their business objectives. CROSSMARK’s acquisition of Marketing Werks in 2013 provides a unique combination of expertise to deliver ROI-focused solutions that build brands by connecting shoppers and consumers with meaningful brand experiences at every touch point from prompt to purchase – at retail and beyond.

Marketing Werks – a CROSSMARK company – is one of the leading consumer engagement firms in North America. Founded in 1987, Marketing Werks is made up of people experts who create highly persuasive, personal, experiential marketing campaigns that are national in scope but hyper-local in relevance. The company’s blue-chip client base spans many industries, including telecommunications, healthcare, consumer packaged goods, consumer electronics, and entertainment. Among the company’s offerings are experiential marketing programs, event marketing, brand ambassadors, sports marketing, pop-up retail events, mobile tours, multi-cultural, digital, social, public relations, creative, and multi-channel analytics.

The Path to Purchase Institute is a global organization of brand marketers, retailers, agencies and manufacturers focused on improving retail marketing strategy worldwide. The Institute serves the needs of its membership by providing information, research, education and training, networking opportunities, trade publications and a trade show designed to further the understanding, acceptance and effectiveness of in-store marketing. For more information, go to www.p2pi.org.