



THE STATE OF EXPERIENTIAL 2018

A RESEARCH STUDY BY

 agencyEA

INTRODUCTION

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AGENCYEA'S STATE OF EXPERIENTIAL REPORT

As a global full-service brand experience agency, EA conducted an industry-wide research study to learn more about the state of experiential, especially which trends will impact the industry in 2018 and beyond. Here, we chronicle the study's insights and data, including new developments influencing the industry and how brands are using experiential marketing to meet their biggest marketing challenges and overall goals.

This report analyzes survey data from nearly 1,000 industry professionals who work directly with their organization's events and experiential programs. Key areas covered include:

- Industry spending and budget trends
- Trends impacting the success of a brand's experiential strategy
- Use of digital and technology within the industry
- How data affects experiential strategy
- ROI and showing impact of experiential to key decision makers

EA creates and executes events across the globe for clients like Google, Intuit, CLIF Bar, Hilton and MillerCoors. Over the past 20 years we've witnessed the evolution of experiential from an under-the-radar tool to a key player in a brand's marketing mix. As the effectiveness of traditional advertising declines, face-to-face connections with a target audience are more critical than ever before, as proven by the data.

AgencyEA thanks all of the respondents for their valuable contributions to the survey.

To view the full survey results, [click here](#).

To access the 2018 Trend Report, [click here](#).

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METHODOLOGY

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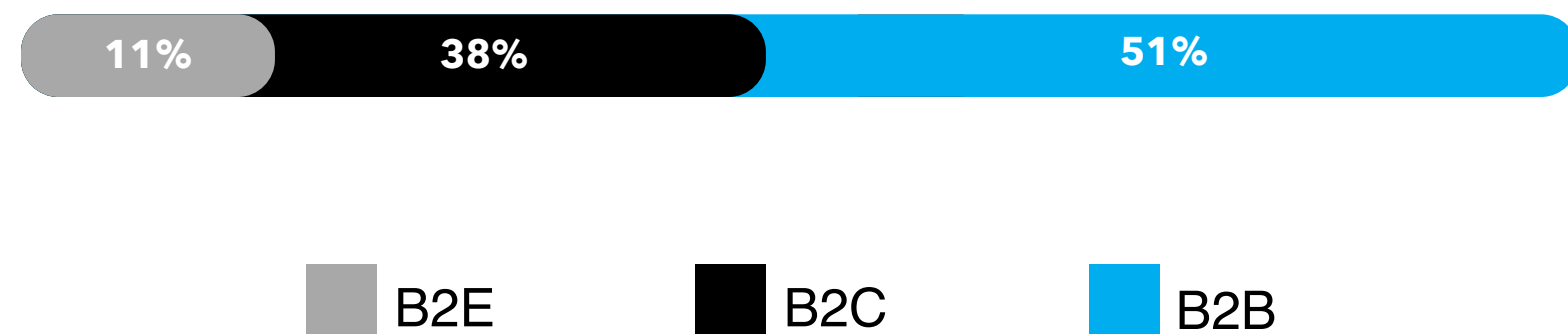
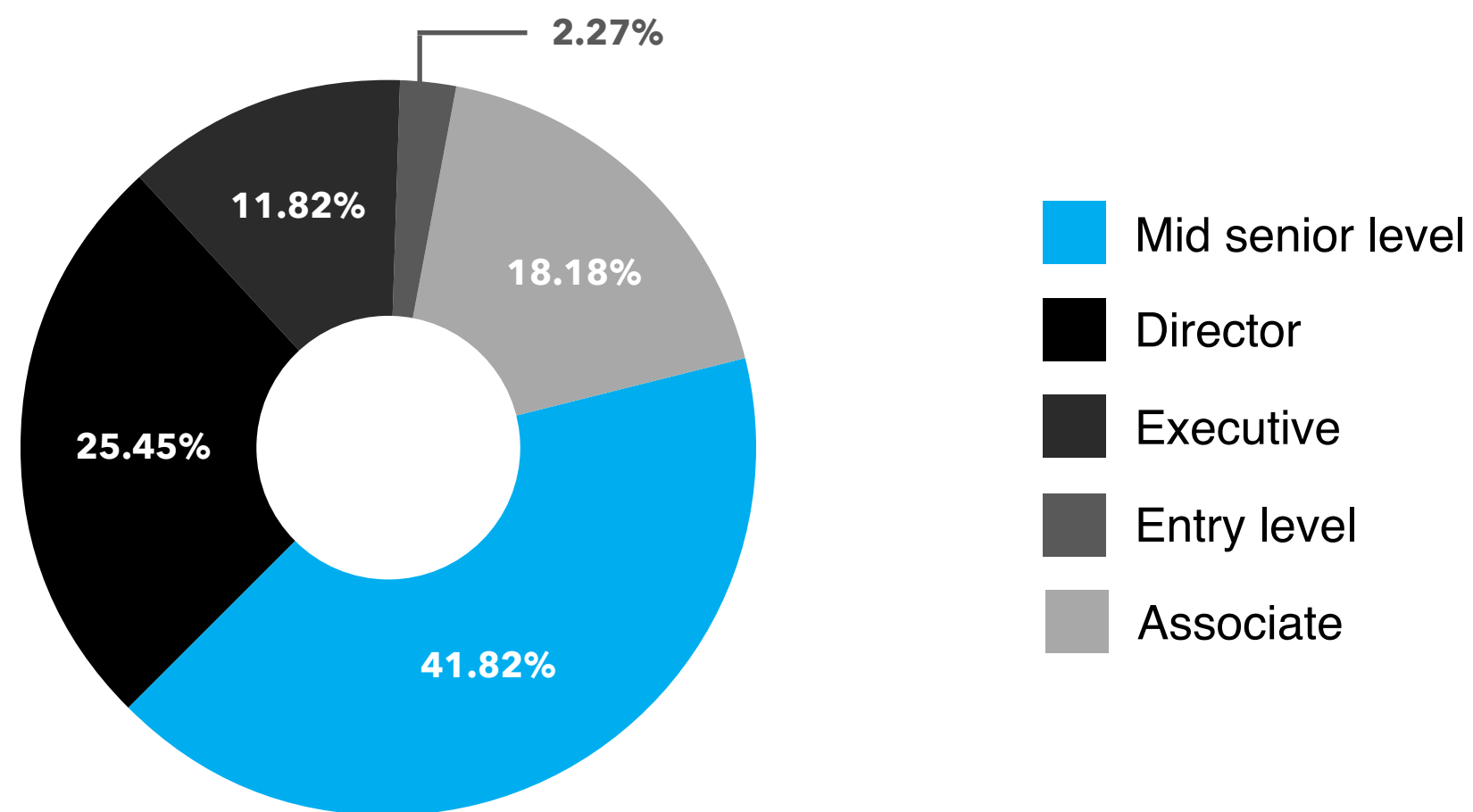
Between October and November 2017, agencyEA conducted a survey of United States-based industry professionals from brands, agencies and vendors serving the industry.

Respondents completed the survey via a digital platform and were offered an incentive to submit it in its entirety. A total of 938 professionals responded.

The participants fell into two categories — those working within brands and those from agencies and vendors. Our analysis also includes select breakouts by B2B (Business to Business), B2C (Business to Consumer) and B2E (Business to Employee).

938

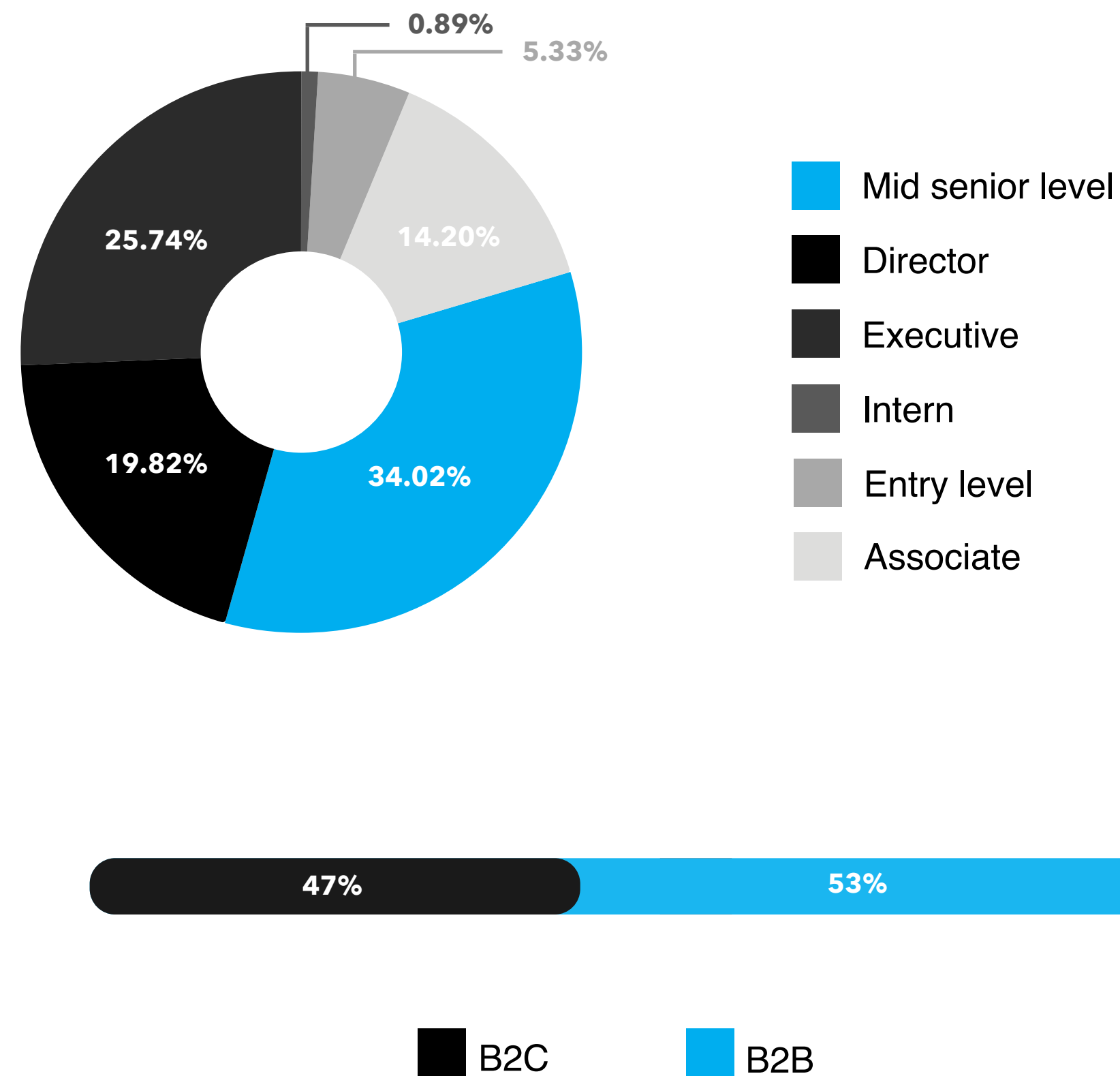
**TOTAL
PARTICIPANTS**



ABOUT THE BRAND-SIDE SURVEY

Brand-side respondents made up 36.5 percent of the total survey. They represented some of the world's largest brands and a range of industries, including technology, healthcare and consumer goods. On average, respondents have been in the industry for at least 10 years. Other demographics include:

- 79% work within the marketing or events department of their business
- 51% are B2B focused, 38% are B2C focused and 11% are B2E focused
- 67% are mid-senior or director level



ABOUT THE AGENCY/VENDOR SURVEY

Agency and vendor respondents made up 63.5 percent of the total survey. They serve some of the world's largest corporations, working directly with clients within the experiential industry. Their demographics include:

- 80% are mid-senior, director or executive level
- 43% have been in the industry for more than 10 years
- 69% focus mostly on B2B work

EXECUTIVE SUMMARY

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Burgeoning for years, experiential is now an essential part of the marketing mix. More marketers and decision makers are focusing on it and expanding or adjusting budgets accordingly. However, a few challenges stand in their way. Proving ROI for live experiences and implementing emerging technology rank among the highest. As marketers continue to collect data via live experiences, they must address both challenges by using it to demonstrate ROI and improve future events. In 2018, the biggest trends influencing the industry will be: surprise and delight, share-worthy experiences and engaging influencers.

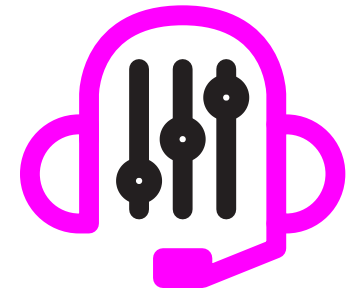
EXPERIENTIAL IS NOW ONE OF THE STRONGEST FORMS OF MARKETING AVAILABLE TO BRANDS, AND ITS IMPACT WILL ONLY BECOME MORE APPARENT AS MARKETERS CONTINUE CAPTURING EVENT ROI.

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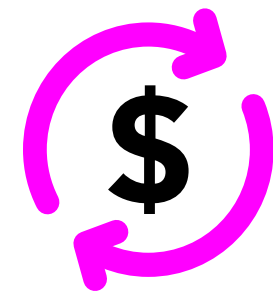


KEY INSIGHTS AND RESEARCH FINDINGS

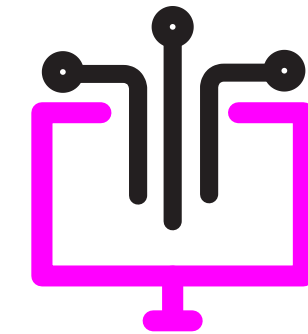


Experiential marketing is becoming more popular than ever as marketers recognize **the power of live events**

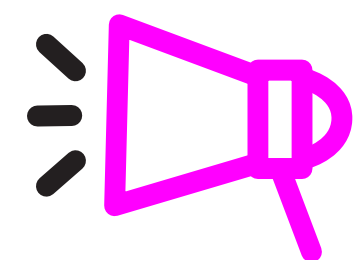
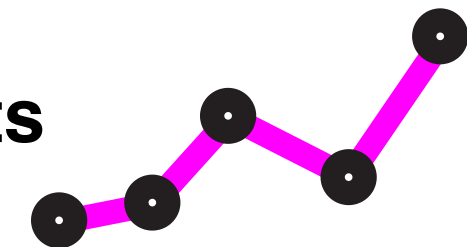
Marketers understand experiential has a big impact, but often **struggle to prove ROI**



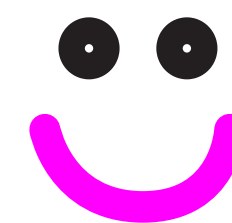
Technology — especially primary source digital tools — **is important** to the success of a live experience



Marketers consistently use data to help them make more informed decisions and evolve future events



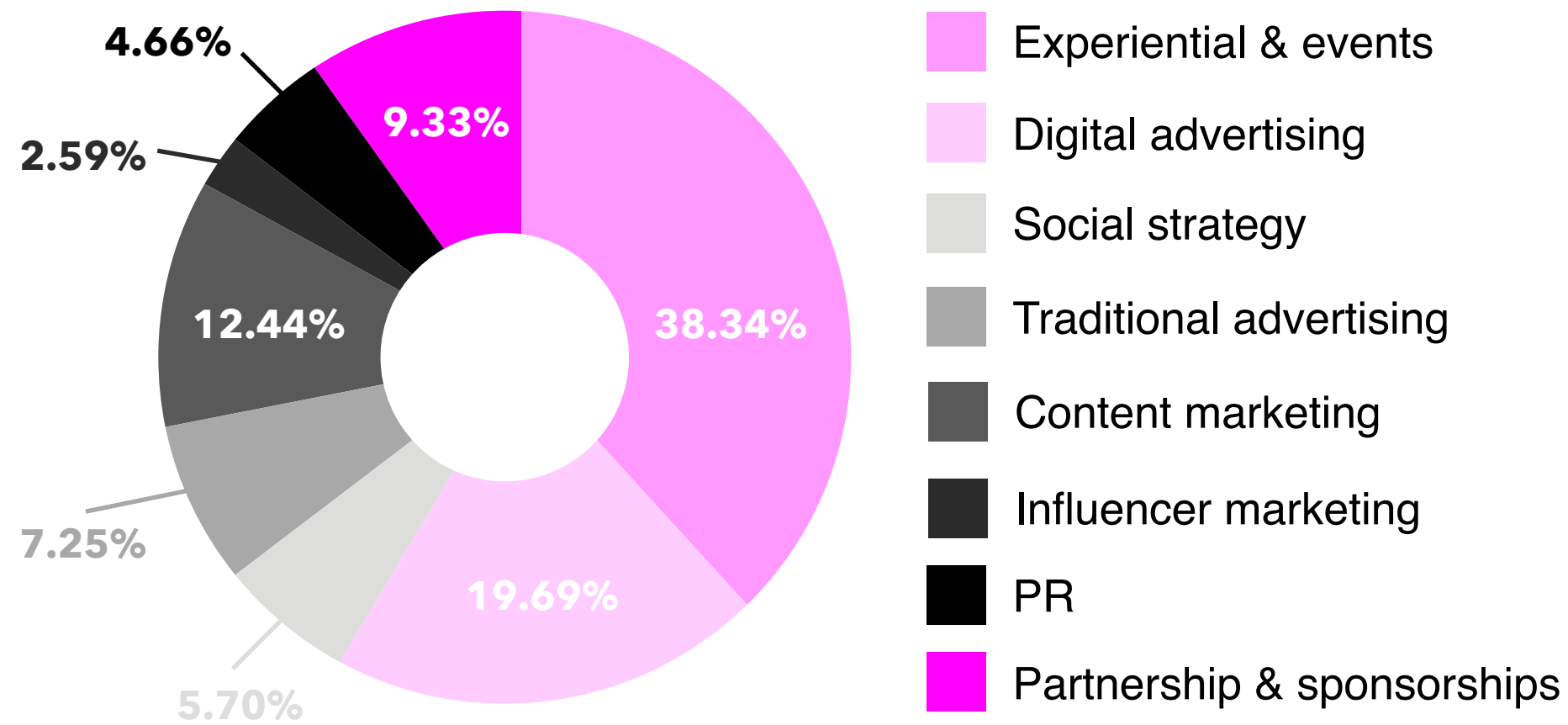
Brands are using experiential mostly to **drive lead generation and brand awareness**



Surprise and delight, share-worthy experiences and engaging influencers will be the biggest trends

KEY STATISTICS

RANKING OF #1 MOST SUCCESSFUL MARKETING TACTIC



One in three brand-side respondents chose **experiential as the most successful tactic** in their overall marketing strategy.

Ninety-four percent of respondents agree **tech has a positive impact on an event**, but less than half have seen success using emerging technologies.

+80%

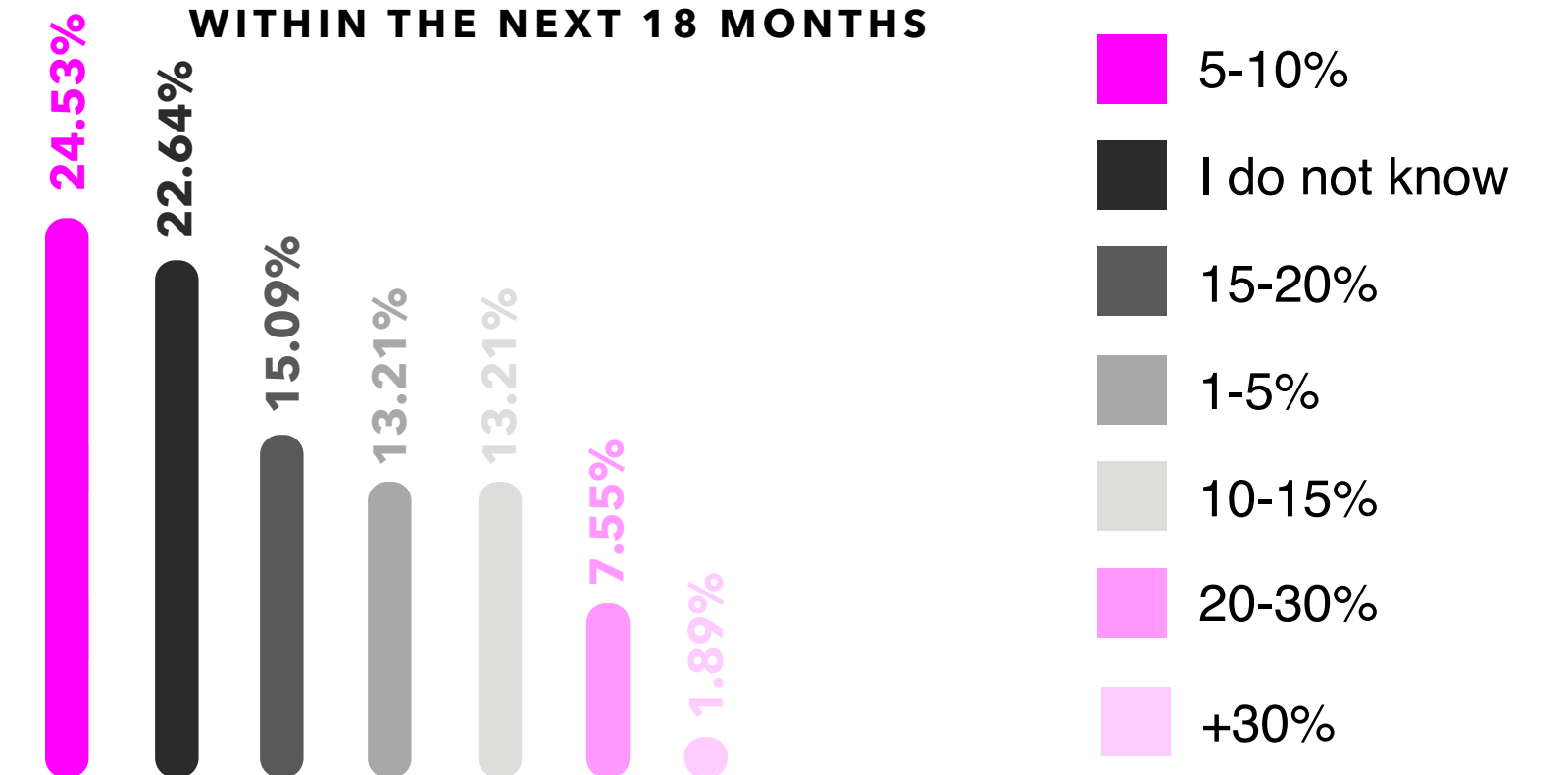
OF RESPONDENTS GAIN VALUABLE INSIGHTS FROM DATA COLLECTED AT EVENTS

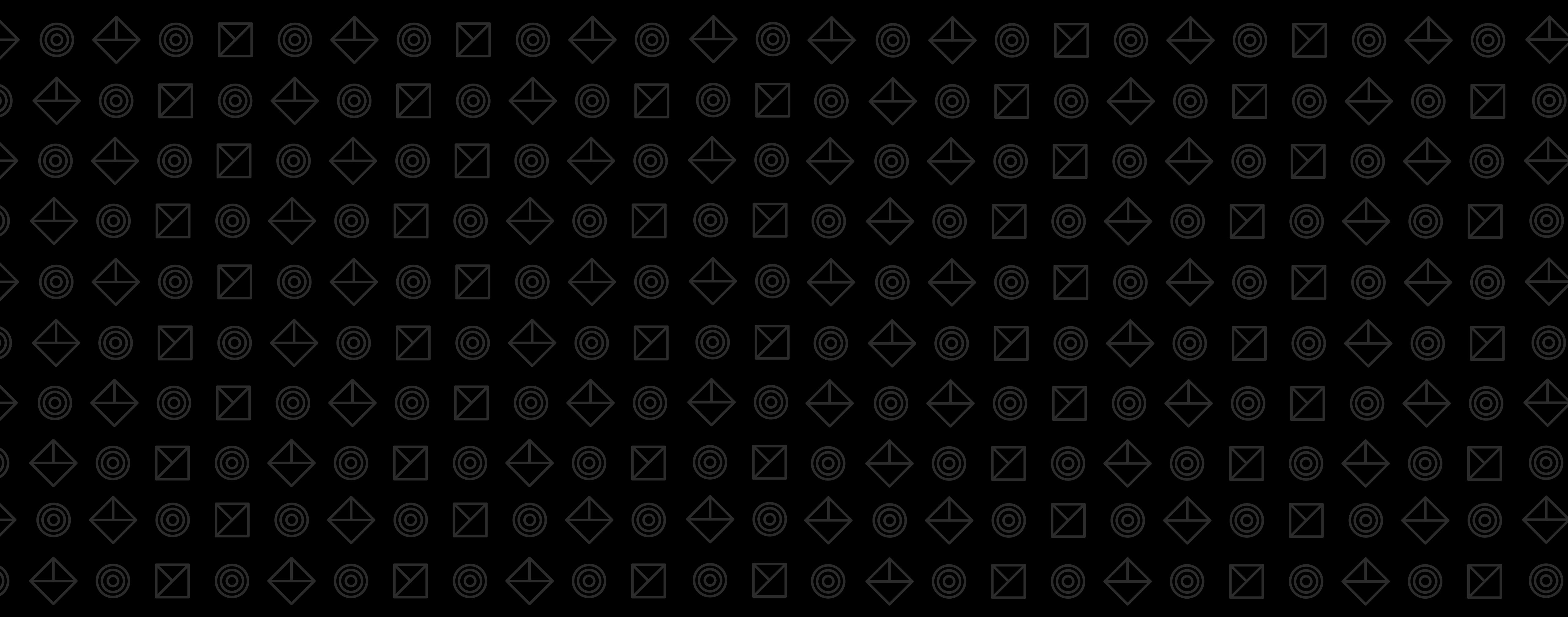
ONE IN THREE BRAND-SIDE MARKETERS STRUGGLES TO PROVE ROI AND SECURE SUFFICIENT BUDGET

Sixty-two percent of respondents are using experiential to drive both **brand awareness and lead generation.**

More than 50% of respondents expect to use **surprise and delight, share-worthy experiences and/or engaging influencers** in the next 18 months.

ANTICIPATED EXPERIENTIAL BUDGET GROWTH WITHIN THE NEXT 18 MONTHS





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