

RFID Experiential Activations at Events

UNDERSTANDING CONSUMER BEHAVIOUR

Event organizers are looking for new ways to connect with guests, increase sponsor interest and generate a following for their organization or event. One of the best ways to make an event stand out is to offer creative experiential activations that allow guests to interact directly with the event and its sponsor brands. Whether it is a chance to take photos with friends, or participate in a skill-testing game, experiential activations are a simple way to enhance the overall guest experience while also generating valuable consumer data that can be used to better understand the consumer.

RFID activations allow guests to live a unique experience in the moment, but also to share branded content on social media while generating intelligent data offering valuable insight to both the event organizer and sponsors. Both parties benefit from increased exposure on social media, greater connection with the guest and the ability to extend that connection post-event to create a lasting relationship and foster greater customer loyalty. As noted in an article by Andrew Broadbent, Director of Search Marketing at 17 Agency in New York, “The purpose is to reach people on multiple levels (emotional, rational, psychological) so that they walk away from the event remembering what it was like to touch, taste, and feel the product rather than just reading about it.”¹

¹“Brand activation and its role in driving consumer engagement and awareness”, Andrew Broadbent: econsultancy.com (January 2015)



According to an EventTrack study fielded by the Event Marketing Institute and experiential marketing agency Mosaic in June 2016 :

“ More than half of marketers (51%) plan to invest more in experiential content this year (and) more than three-quarters (77%) of brands use content from live events and experiences across their social networks. (...) 83% of consumers share content from events (and approximately) 47% of them would prefer to share content they capture versus content fed to them by a brand. ”

²Event Marketing Institute et Mosaic (2016) pour EventTrack (5e édition) [étude de cas].

Data collected through RFID activations offers a deeper understanding of consumer preferences, interests and purchasing patterns. Brands are increasingly interested in sourcing consumer-generated content for their own marketing campaigns. Allowing guests to play an active role in the creation of the content is an innovative approach to marketing that has proven effective, most likely because it resonates with the Millennial consumer. Event organizers and brands are eager to incorporate experiential activations into their marketing strategies. “Using live experiences to create content for the rest of the marketing mix is one of the fastest-growing trends in the world”¹ says Mosaic President Jeff Stelmach.

¹“Event Marketing Institute and Mosaic (2016) EventTrack (5th edition) [case study].

Connect&GO works with clients to develop customized experiential activations to target specific demographics.

Depending on sponsor participation and marketing goals, Connect&GO will adapt each activation according to the content and intelligent data it will generate. In this way, experiential activations provide both an enhanced experience for the guest and a visible ROI for the event organizer and partnering brands. Connect&GO technicians offer data mining expertise/support, and post-event reports provide detailed insight into guest behaviour at the event.



EXAMPLES OF CONNECT&GO RFID ACTIVATIONS



Photo kiosks

Photo kiosks are branded with the event/sponsor logo, colours and messaging. Guests scan their RFID wristbands/ passes to activate the kiosk and take branded photos of themselves. Once the photo has been taken, the guest uses the touchscreen to accept the photo and save it their profile and/or share it instantly on social media.

Roaming cameras

Staff and/or brand ambassadors move through an event with a camera + scanner to take candid photos of guests. By scanning the guest's wristband/pass, the photo is saved directly to the guest's profile and/or can be shared instantly on social media. Guests appreciate the convenience of an activation that comes to them, making their experience at the event entirely seamless.



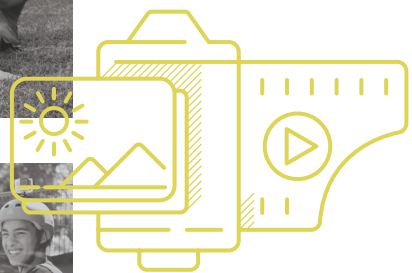
Trivia kiosks

Branded trivia challenges can be programmed directly into a sponsored kiosk. Guests scan their RFID wristbands/passes to activate the trivia challenge and answer the questions that appear on the touchscreen. Responses can be saved and extracted post-event as valuable purchasing behaviour data. Contesting and gamification encourage guests to participate in the challenge and accept to have branded info shared with them directly via email.



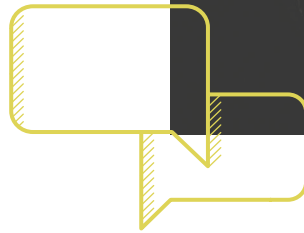
Gamification

A point system can be used to incentivize guests to interact with many activations at an event. Each time a guest scans their RFID wristband/pass at an activation, a number of points are added directly to their profile. Event organizers allow points to be redeemed for free merchandise, entrance into a contest or other rewards.



Lead generation scanners

Guests scan their wristbands/passes at these kiosks to share contact info directly with other guests they have met at an event. Particularly useful for networking events, lead generation scanners allow guests to connect without having to exchange physical business cards.



KEY BENEFITS OF RFID ACTIVATIONS

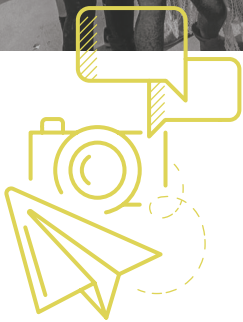
Allowing the GUEST to...

- Take part in fun activities for a memorable experience.
- Connect with family, friends and new acquaintances through sponsored games and activities.
- Create original content to share with personal networks and save as keepsakes of the experience.
- Discover new brands and products in creative ways.
- Receive valuable information and promotions from the event via email.
- Win cool prizes!



Allowing the EVENT ORGANIZER to...

- Offer guests a unique and enhanced experience.
- Increase exposure for the event on social media.
- Track guest participation and gauge which activities are most popular.
- Increase sponsorship interest.
- Extract consumer behaviour data to offer as an added value for sponsors.
- Benefit from direct post-event communication with guests.



Allowing the SPONSOR to...

- Establish a connection between the brand and a memorable, fun experience for the guest.
- Increase exposure for the brand within a specific demographic.
- Share rich, original, consumer-generated content.
- Gain valuable insight regarding consumer behaviour and purchasing patterns.
- Maintain contact with the consumer post-event.



*Contact us or visit our website for more information
on these and other RFID possibilities.*

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VISIT OUR WEBSITE

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