

Event Research

Do your sponsorship events *strengthen the relationship* between your brand and consumers?

Are you *reaching your target audience* through these events?

Which key event metrics will most accurately *predict consumers' future purchase behavior*?

Morpace brings the experience in research design, execution and analysis necessary to gauge the effectiveness of your event marketing efforts.

Our event research methodology delivers a thorough assessment of the ROI gained through specific sponsorships. We put meaningful, actionable data behind the following questions:

- Which events or promotions are most relevant to my target audience?
- Are event attendees aware of my brand's sponsorship?
- Has sponsorship affected the image of my brand?
- Are event attendees more willing to consider my brand?
- What, ultimately, is the impact of event sponsorship on actual purchase behavior?

We conduct event research across various venues, including:

Trade shows
Concerts
Fairs and festivals
Sporting events
Online promotions

Ours is a two-stage approach, allowing you to stretch your marketing budget as far as you can.



Stage 1: Pre-event research yields profiles of potential event attendees and establishes baseline measurements of your brand's awareness, image, and purchase intent. For convenience, this stage can be conducted as intercept interviews on-site at the entrance to your venue or in a broader online survey.

Stage 2: During or soon after your event, we contact attendees on-site or via the Internet to assess your sponsorship's impact on consumers' actions relative to baseline metrics – especially as they relate to purchase intent.

Please contact Morpace at 248.737.5300 or information@morpace.com for more information.