



RedRoute
Know the Return



EventView[®] Insight Report – Car Show Example

Powered by
A AnyRoad
Software

EventView[®] Campaign Measurement Solutions

RedRoute EventView[®] Team

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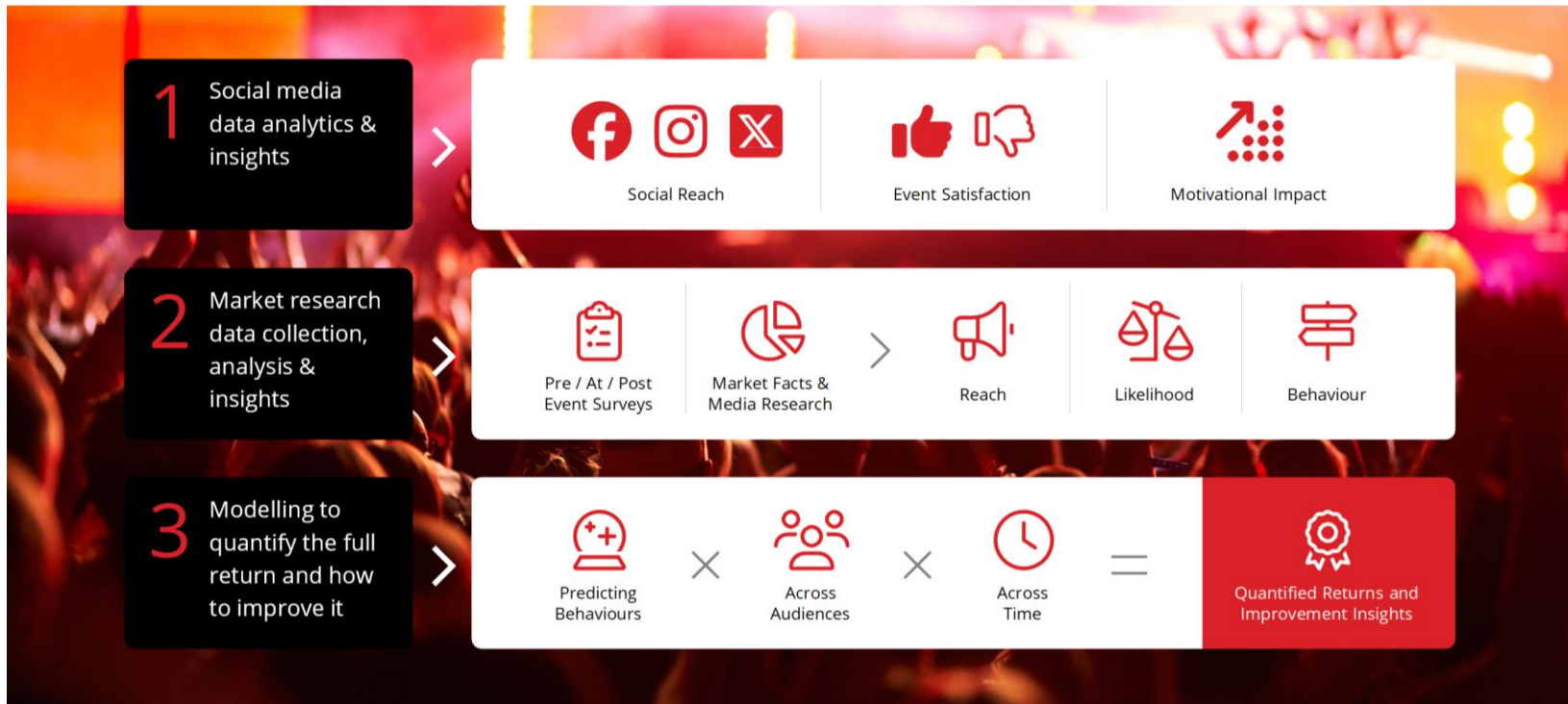
Introduction (1)

- An EventView® Insight Report uses desk & survey research combined with AI-based data modelling to provide a summary of the Reach, Response and Return from Experiential and Event Marketing Campaigns.
- This report is an example for a car manufacturer exhibiting their cars at a major trade show.
- Other example reports available cover activations at festivals, shopping centres, stores, railway stations, conferences, and so on for brands from a variety of sectors.
- Reports can cover all aspects of Reach, Response and Return or they may just focus on one or more areas of Event Execution, Event Response, or Event ROI according to the needs of the client.
- This example report provides a top-line review of each of the 3 main aspects:



Introduction (2)

- Reports are compiled using 3 key areas of input: social media analytics, market & desk research, and advanced data modelling.
- Details of the methodology used in the example report are covered in the report sections and Appendix
- For any further details, please contact your nearest RedRoute representative



Background – Brussels Motor Show Event

- Motor Brand X (“MBX”) exhibited at the Brussels Motor Show (“BMS”) in January 2023
- They commissioned an **EventView® Insight Report** to understand the impact of the event on awareness of the brand, attitudes towards their cars, likelihood to purchase in the future, actual trial behaviour, and the expected ROI from their marketing investment.
- Interviews were conducted with BMS visitors & potential visitors in the weeks before and after the event to provide statistically robust data for understanding its impact.
- Social media tracking monitored engagement with, and impressions of, the brand before, during & after the show, and desk research conducted to understand the full campaign reach
- 1030 pre-event (“baseline”) interviews were conducted online with adults in Belgium (using an external panel). All were planning to buy a new car in the next 3 years.
- During Feb 25th – Mar 11th, 173 post-event (“Response”) interviews were obtained from those who had visited, and the samples weighted to provide like-for-like comparisons
- Short, Medium, and Long-Term ROI implications were calculated using event cost data provided by the client and RedRoute’s **RAAVE® Modelling** of the relationship between Attitudes, Circumstances, and Behaviours revealed by the Pre- and Post-Event survey data.



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Key Point Summary



Question

Did the BMS work for the MBX brand?

Did it pay back?

What could have been done better?



Answer

Yes. Many new car buyers and company car buyers were reached; all awareness, attitudinal and behavioural measures increased; brand equity improved further; and MBX configuration and test drives increased.

Yes. Positive ROI in the short term was 1.01, Medium Term 1.89, and Long Term 2.91.

One 'Hot Spot' on the stand limited access at peak times but was addressed during the show; providing an instant reward (like a key ring or other free item) would have increased likelihood to leave contact details.

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Reach - Definitions

Reach	Definitions	Estimated Gross Reach	Assumed Effective Reach	Data Sources Used
	Took Part			
	Visited the Stand Engaged with the Exhibit (stayed 5+ minutes) Provided Contact Details	16,697 3,797 + 3,127	100% (No scaling applied)	Event Contact List Stand Visitors Social Media Comments Proximity Meter Data
	Plus Saw (OTS)			
	As above plus: Visited Stand Location Visited the Event	c. 125,000 265,000*	OTS for 'Visited Event' assumed at 80% as agreed with client	As above plus: Venue Owner / Event Organiser Data Proximity Meter Data
	Plus Heard (OTH)			
	As above plus: By Word-of-Mouth By Media and/or Event PR	12,295 2,214,885	'Word of Mouth' contact x (max) 3.7. Media scaling is 1% (RRI benchmark from <i>Reading & Noting</i> data)	As above plus: Full list of registrations for event/info Post-Event Surveys Client Media Agency & PR/Ad Schedules RRI Desk Research



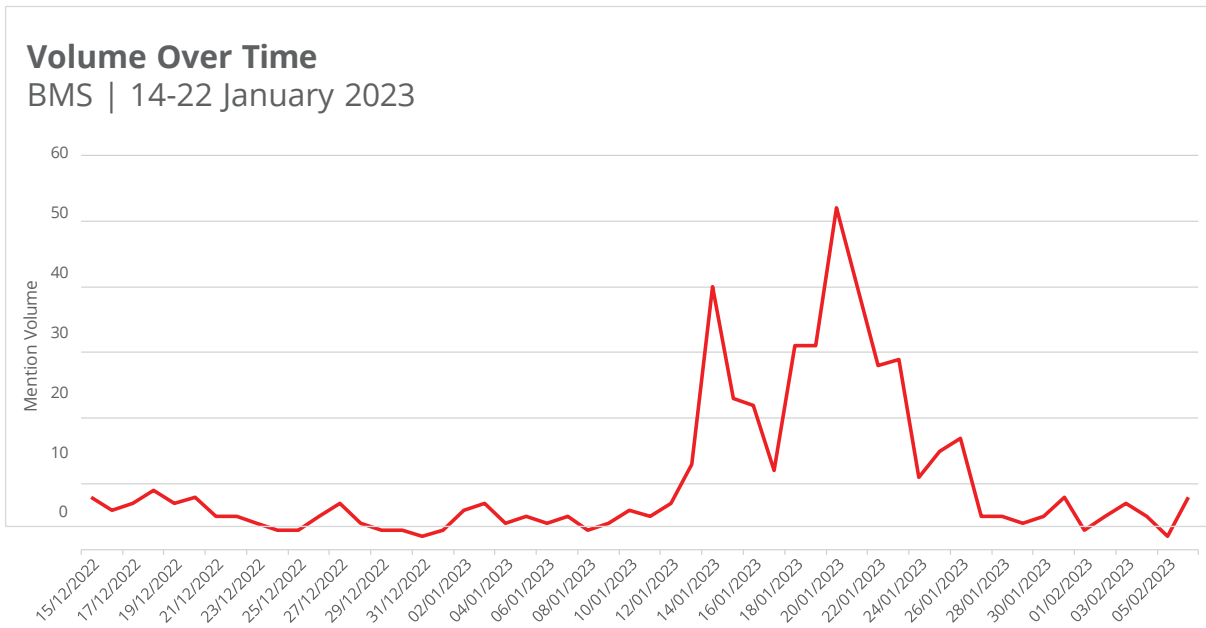
Reach – Comparative Costs

Category	Definitions	Total	CPC: Cost per Contact (€)	CPC: BMS 2023 Benchmark (€)	
Took Part	Visited the Stand	16 697	65.88	50.40	↑
	Engaged with Exhibit (stayed 5+ minutes)	3 797	289.70	78.06	↑
	Provided Contact Details	3 127	351.77	752.48	↓
Saw					▬
Total OTS	Visited Stand Location	125 000	8.80	8.40	▬
	Visited the Event	265 000	4.15	7.60	↓
Heard					▬
Total OTS/OTH	Direct Contact + Word-of-Mouth	16 697 + 12 295 = 28 992	37.94	30.72	▬
	By Media or Event PR (2 214 885)	+2 214 885 = 2 479 885	0.44	0.66	↓

Event Cost: €1m Media Cost: €100 000 Event Cost including Media: €1.1m

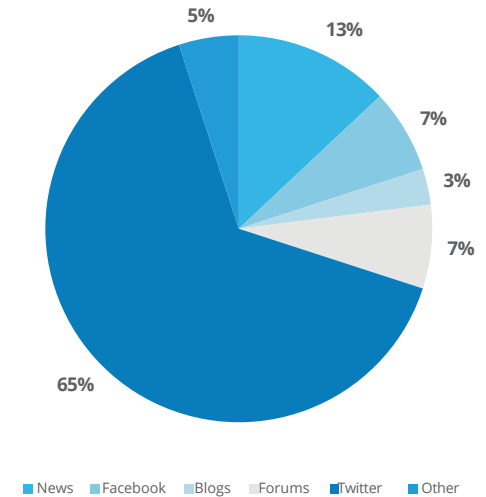


Volume of Mentions on Social Media



Content Sources Breakdown

BMS | 14-22 January 2023



Took Part

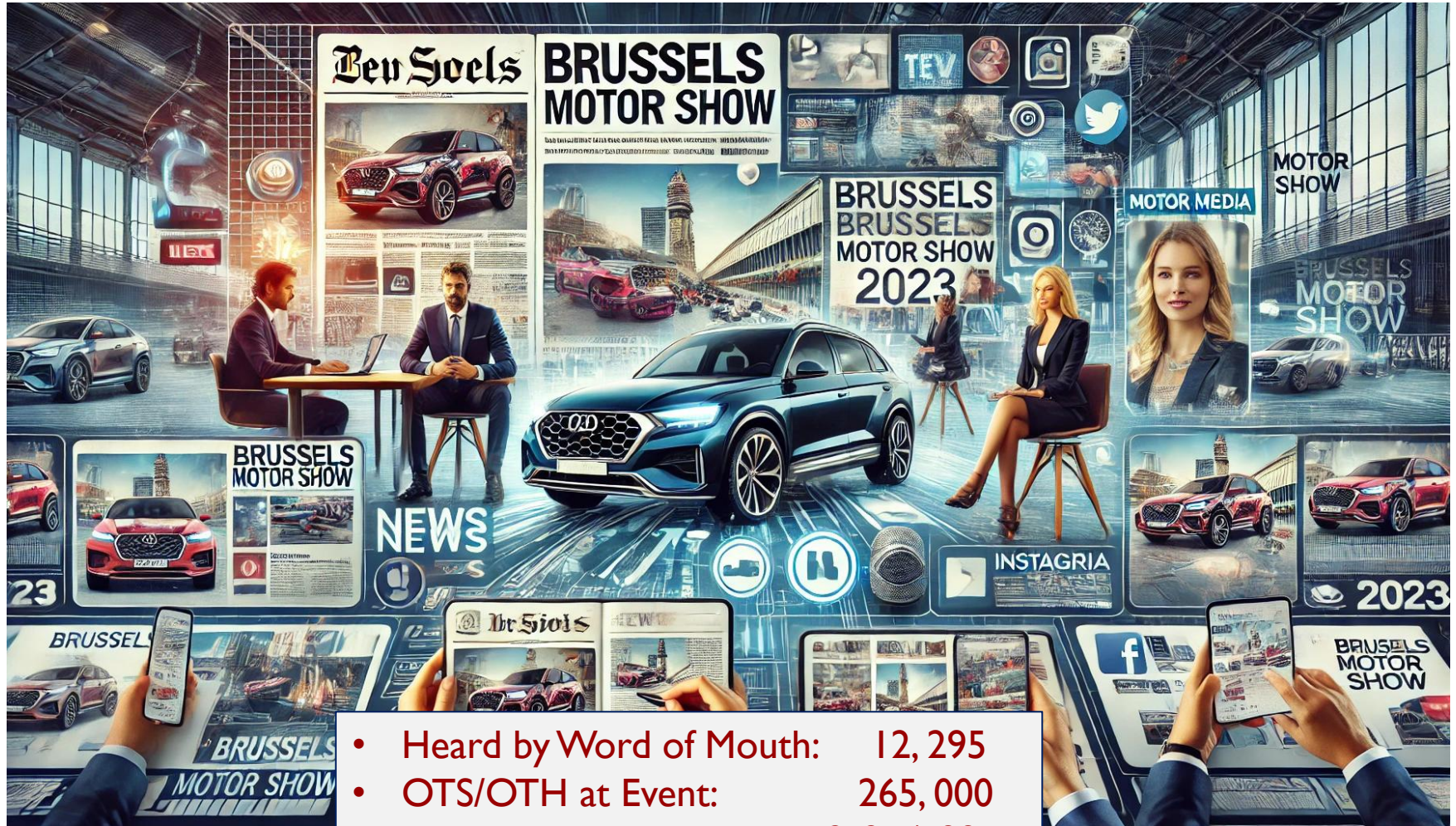


**EXPOSURE
ANALYTICS** 

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Heard



- Heard by Word of Mouth: 12, 295
- OTS/OTH at Event: 265, 000
- Heard by Event PR 2, 214, 885
- Total OTS/OTH CPC €0.44

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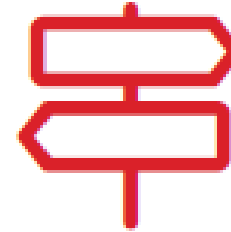
Response



What they
said



What they
thought



What they did
differently

Via Social Media,
'At Event' Comments,
and in Pre- & Post- Surveys

Gathered from structured
Pre- & Post-Event Surveys

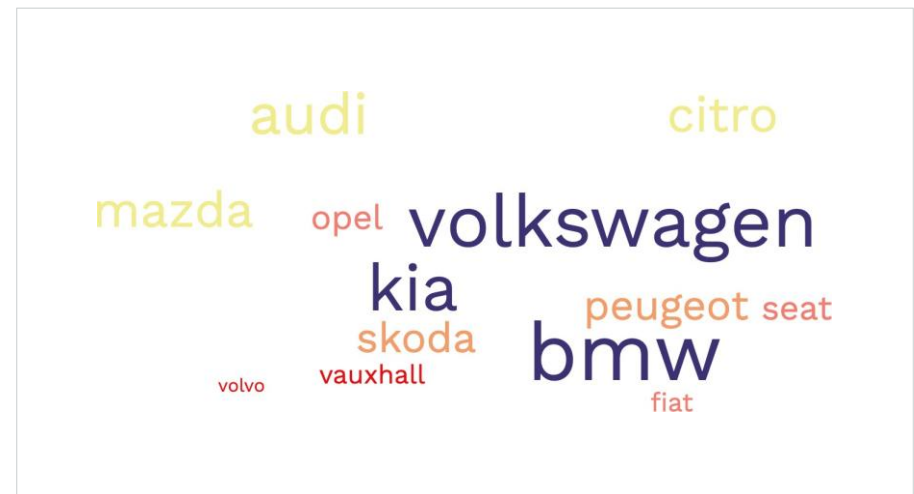


Topics and Brands Mentioned Most Often

Topics



Brands



- Given current market shares, MBX's social mentions were much higher than would have been expected – some evidence of 'stand-out'
- German and French brands still figure highly in consumer attention
- The consumer focus on fuel efficiency, more sustainable technology, and the safety of new (and self-driving) vehicles were all prominent

Motivational Response – Five Key Dimensions



Relevancy

Is this what I need?



Association

Do I want to be associated with this?



Accessibility

What's the time, effort, & cost involved?



Value

Is the benefit I'll get worth the effort/cost?



Expectation

What are the chances I'll be fully satisfied?

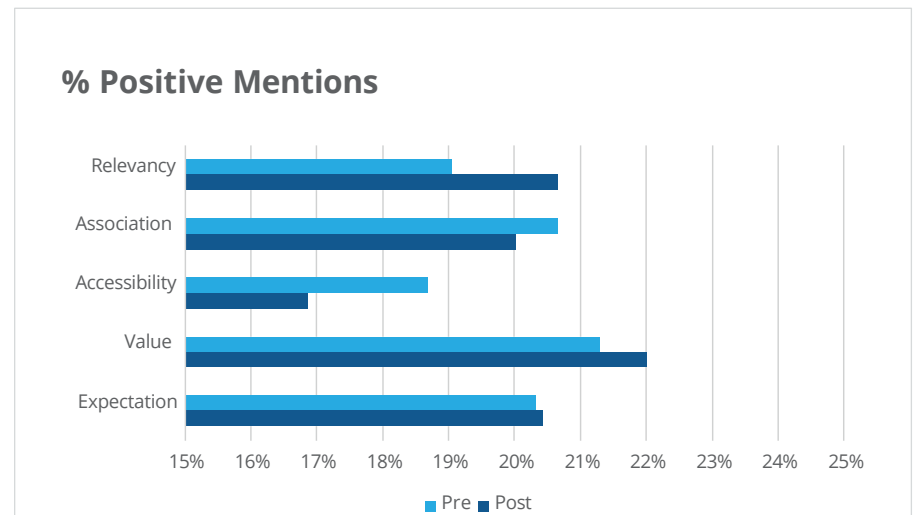
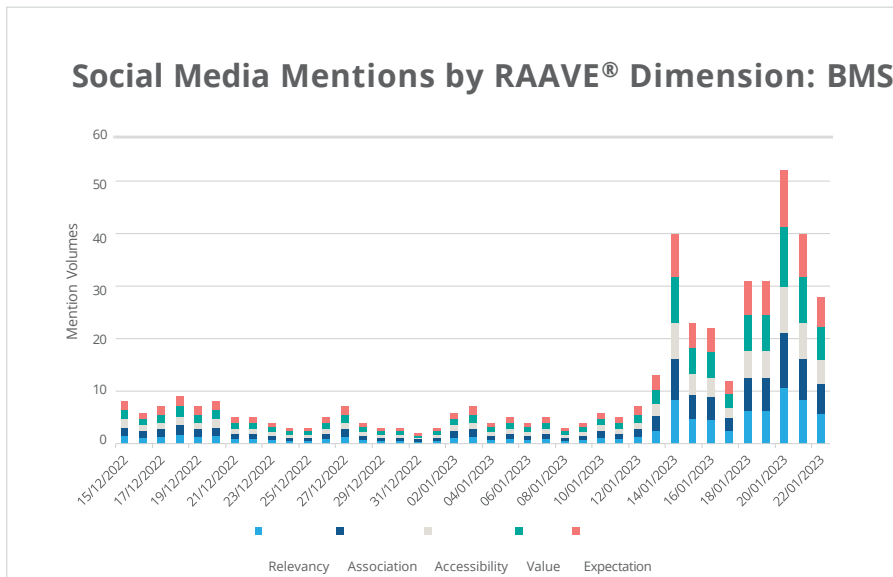
- We know from our modelling of actual customer behaviour that getting more positive comments on any of these 5 dimensions tends to indicate a higher likelihood to engage with the brand whilst getting more negative comments indicates rejection.
- We therefore use AI-based sentiment analysis to classify comments into one or more of these areas or into a neutral category.
- We can then present whether 'motivational sentiment' has moved more or less favourably for the brand from having had exposure to the event or experience.



MBX Mentions by Motivational Dimension

Relevancy	Brand's Range Does / Does Not Fit My Needs
Association	Brand Mentioned by Name
Accessibility	Ease of Use and / or Availability
Value	Mentions of Brand's Price, Value, Promo, etc
Expectation	Drive Quality, Experience, or Company Service

- Total volume of MBX mentions increased **478%** vs prior period
- Overall, there was a much higher level of positive mentions during the BMS than before
- Positive mentions were more likely to comment on Relevancy & Value compared to pre-BMS





MBX's spontaneous brand awareness increased greatly

(Note: Those completing the follow up having given their details at the MBX stand were aware the survey was for MBX)

Pre



Post



	Pre %	Post %	Diff %
Audi	37	39	2
BMW	40	45	5
Citroen	14	11	-3
Dacia	10	7	-3
Fiat	15	17	2
Ford	13	28	15
Hyundai	11	24	13
Kia	18	44	26
Mazda	9	12	3
Mercedes	39	36	-3
Mini	5	6	1
Nissan	14	18	4
Opel	27	24	-3
Peugeot	30	34	4
Renault	31	29	-2
Seat	9	11	2
Skoda	12	0	-12
Toyota	20	28	8
VW	33	36	3
Volvo	14	20	6

Source: Pre and Post Event Surveys. Base: Pre = 1030, Post = 173. Data weighting is used to provide like-for-like comparisons

Measuring Brand Affinity



Relevancy

Is this what I need?



Association

Do I want to be associated with this?



Accessibility

What's the time, effort, & cost involved?



Value

Is the benefit I'll get worth the effort/cost?



Expectation

What are the chances I'll be fully satisfied?

- The level of agreement with statements that formally represent each of the 5 key motivational dimensions provides a robust statistical measure of the level of affinity for a brand

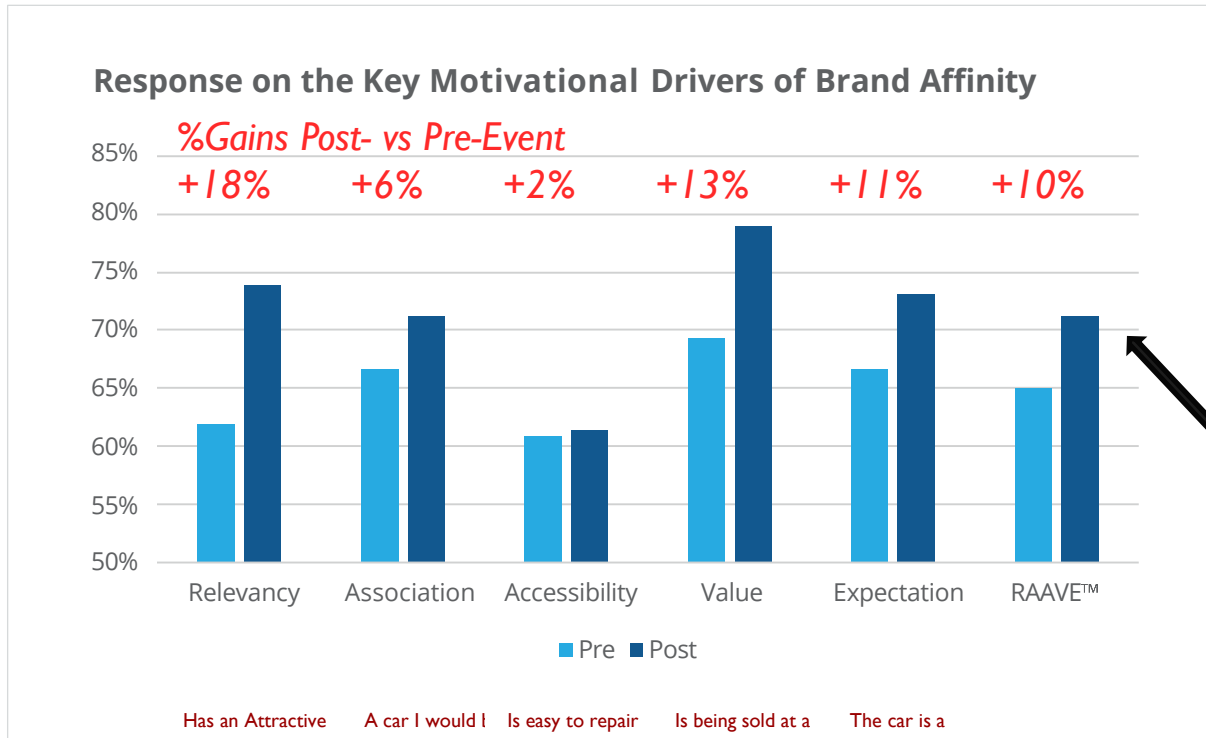
The Specific Statements Used to Measure the Level of Brand Affinity for Motor Brand X (MBX) were:

- "The car has an attractive design"
- "The car is designed to limit its Response on the environment"
- "Is a car I would be proud to own"
- "The car is technologically innovative"
- "The car is easy to maintain and repair"
- "The car is being sold at a price I'm willing to pay"
- "An MBX car is always of a high quality"
- "The car is a pleasure to drive"

The '**RAAVE**[®] *Brand Affinity Rating*' is the average score the brand has across the 5 Dimensions



Opinions rose on all 5 drivers of Brand Affinity



Has an Attractive design;
Is designed to limit its Response on the environment

A car I would proud to own
Technologically innovative

Is easy to repair and maintain

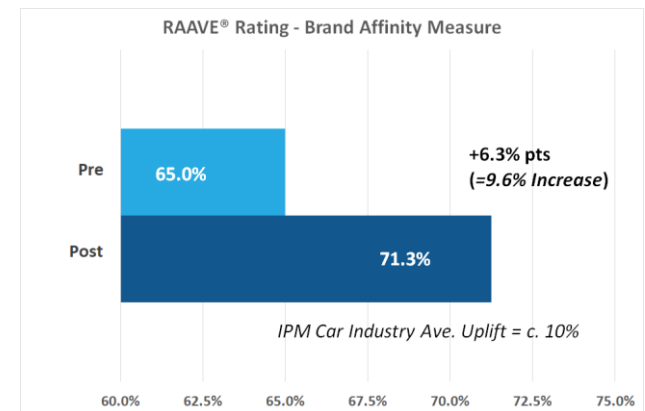
Is being sold at a price I am willing to pay;
Their cars are always of high quality

The car is a real pleasure to drive

Comparative Car Industry Average Gains from Experiential Events:
+11% +14% +6% +12% +8% +10%

Source: Pre and Post Event Surveys. Base: Pre = 1030, Post = 173. Data weighting is used to provide like-for-like comparisons

- Ratings rose on all 5 RAAVE® drivers versus pre-event.
- Particularly large increases were seen for Relevancy and Value...
- ...which were the target KPIs for this live event.
- Total Brand Affinity increased 10%
- In--line with the IPM's industry average for car market events

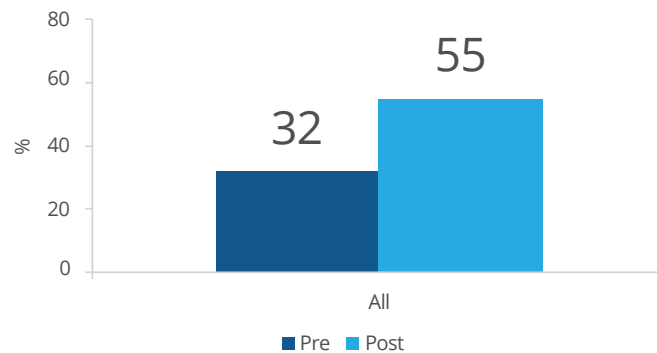




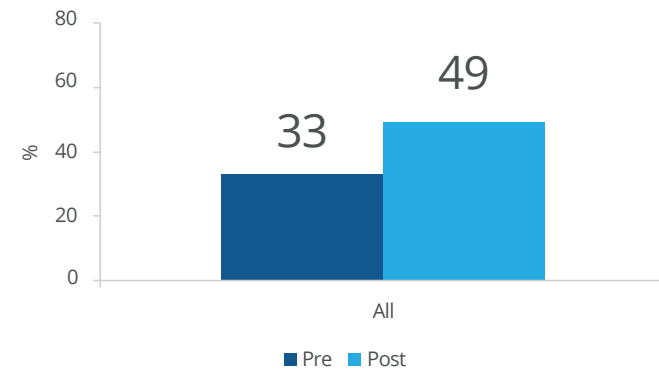
Significant increases in likelihood to test drive and buy an MBX car in next 12 months

Half of the post-event sample claimed they were likely to buy an MBX car

Likelihood to *test drive* an MBX car in next 12 months: Very likely + likely

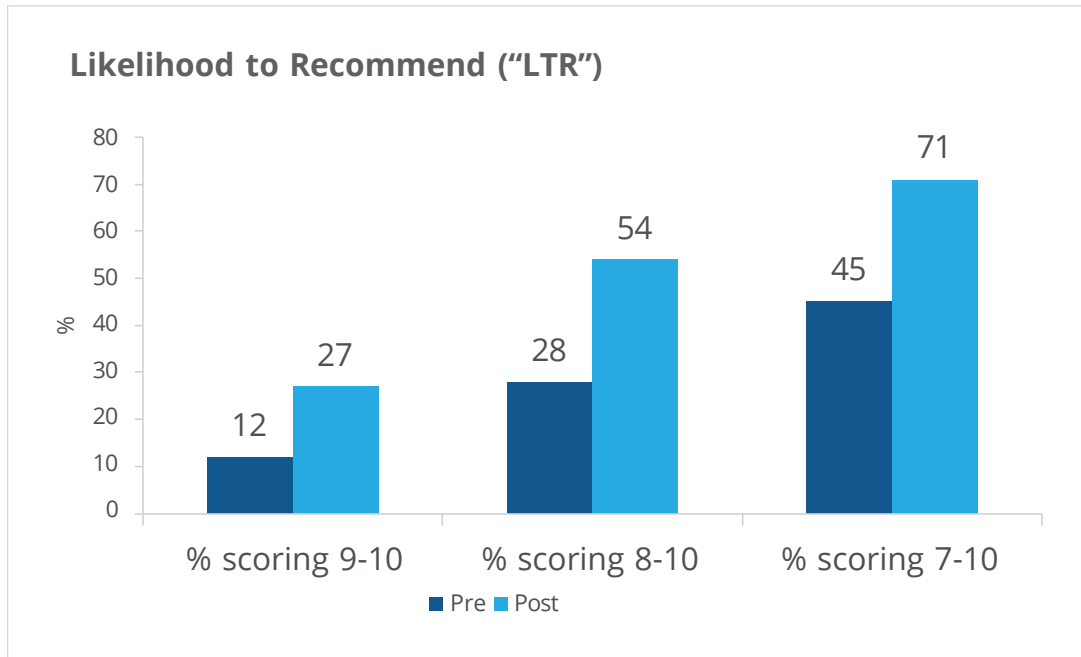


Likelihood to *buy* an MBX car in next 12 months: Very likely + likely

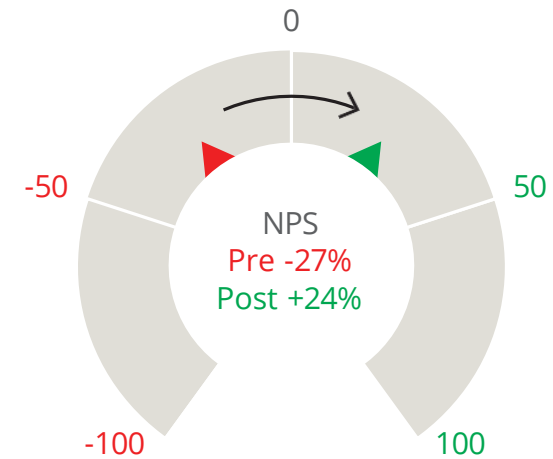


Source: Pre and Post Event Surveys. Base: Pre = 1030, Post = 173. Data weighting is used to provide like-for-like comparisons

Significant increase in likelihood to recommend



Question: On a scale of 0 to 10 (where 0 means not at all likely and 10 means extremely likely) please indicate how likely you would be to recommend MBX to friends and family?



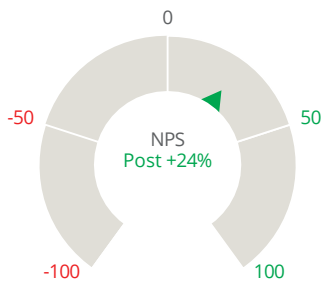
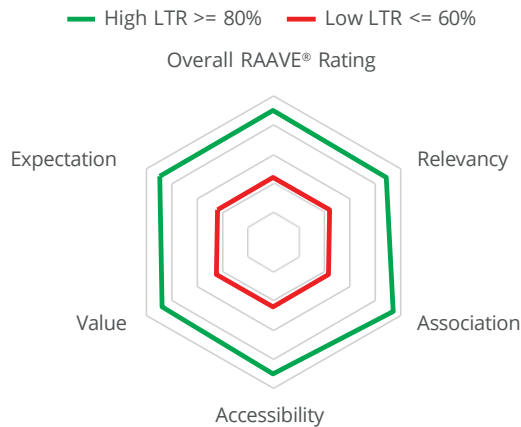
Note: NPS (Net Promoter Score) is calculated as the percentage of people giving an answer of 9 or 10 minus the proportion giving a score of 6 or less

Source: Pre and Post Event Surveys. Base: Pre = 1030, Post = 173. Data weighting is used to provide like-for-like comparisons

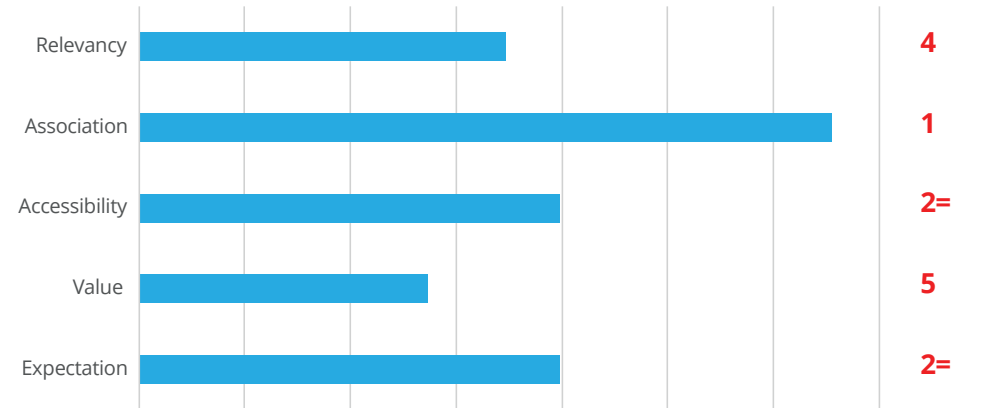
Drivers of High v Low LTR (Post-Event Sample)



Difference between High vs Low LTR



Why They Would Recommend MBX

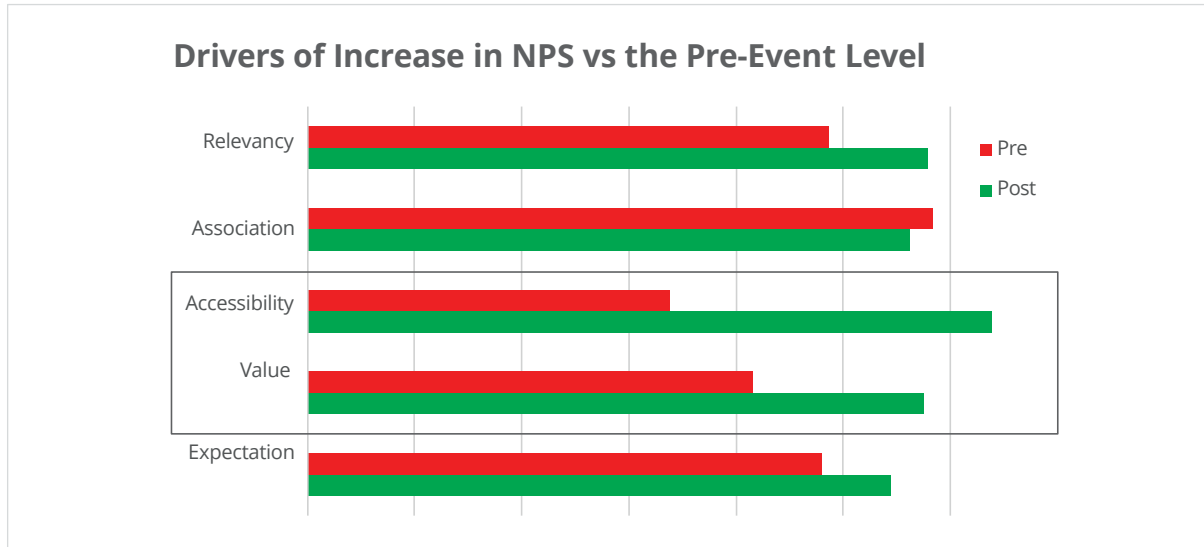


- Biggest differences between those who would recommend MBX and those who would not are for Value & Association.
- People most likely to recommend are (unsurprisingly!) those who are proud to be associated with MBX
- To increase its NPS, MBX needs to better understand those for whom Value is a key factor

Source: Pre and Post Event Surveys. Base: Pre = 1030, Post = 173. Data weighting is used to provide like-for-like comparisons



Increase in NPS vs Pre-Event Level was Driven by Improved Perceptions of Accessibility & Value



- Issues around lead-times and ease of using EVs were a focus of comments and the BMS helped to significantly improve perceptions on Accessibility
- Cost remains an issue but was also well addressed by the BMS
- Perceptions of Relevancy & Expectation of Satisfaction were also improved by the BMS, with Association largely unchanged



2023 #MBX #Niro plug-in hybrid is a crossover SUV with a powerful battery #brusselssmotorshow



Well worth a visit



So beautiful! Models come from the future!



Had a great time!



Affordable



Love the car... saw it at the launch event in Ayr. Want to order but being told 42 lead time...

Source: Pre and Post Event Surveys. Base: Pre = 1030, Post = 173. Data weighting is used to provide like-for-like comparisons

Timescales for Behavioural Response

Definitions:



Short-Term Response

- Actual behaviour in the first 6 weeks since the event



Medium-Term Response

- Actual & planned behaviour to the end of the current year

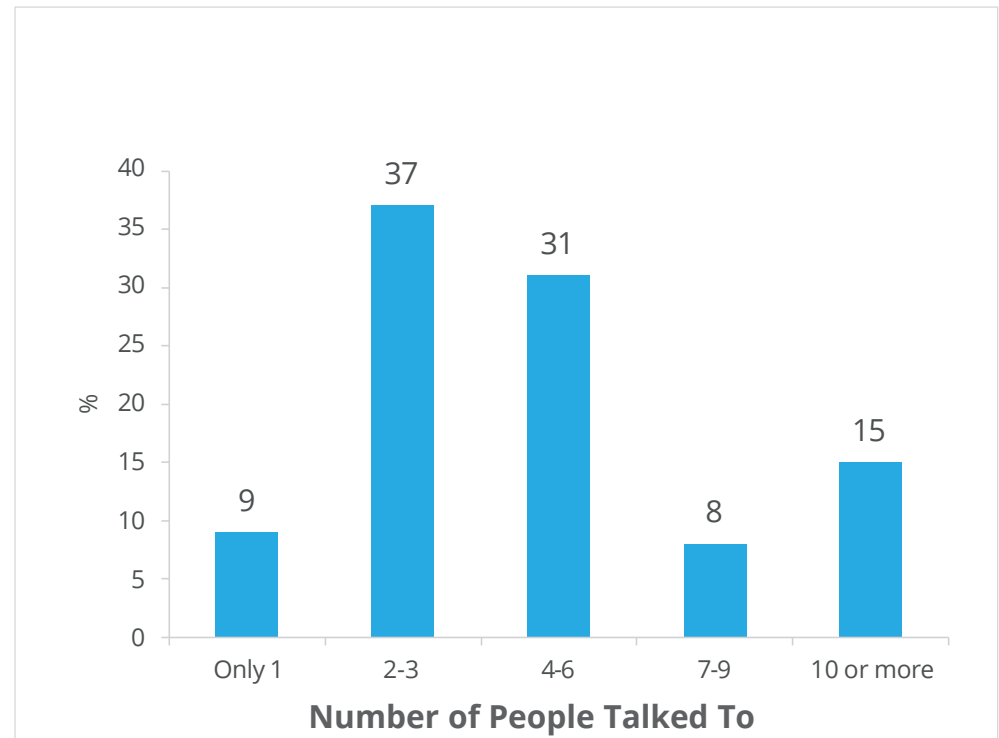
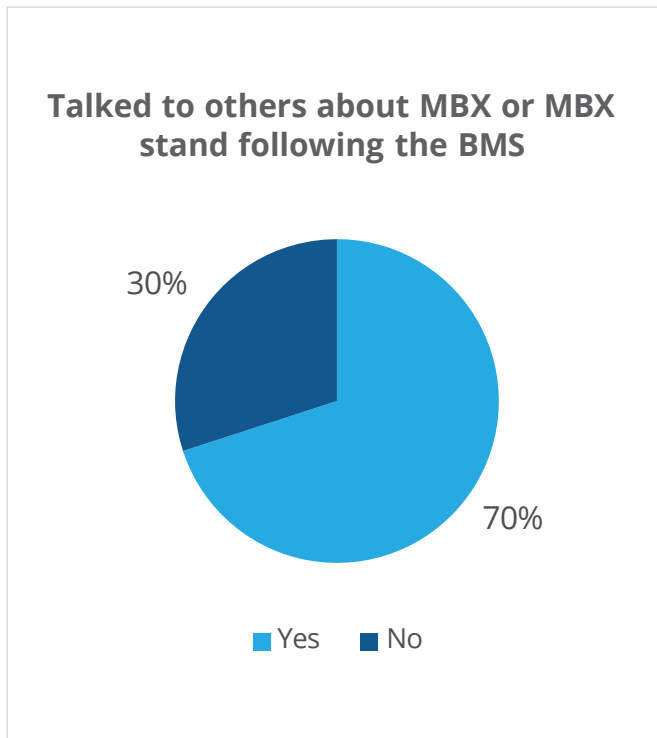


Long-Term (Full) Response

- Estimated long-term Response, based on the growth in Brand Affinity created by the event

Word of Mouth Communication following the BMS:

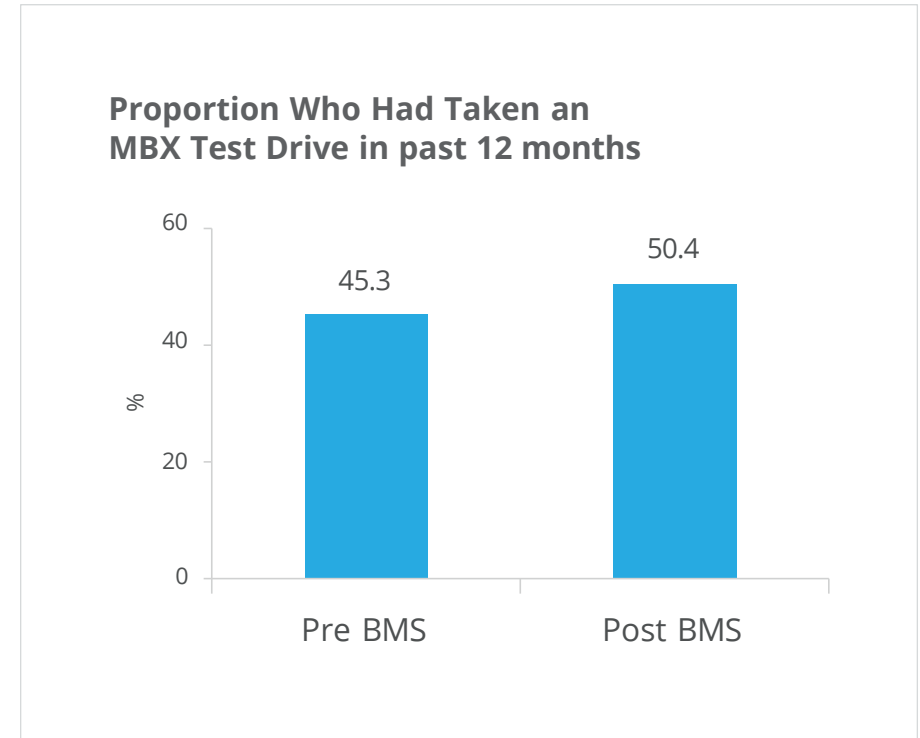
70% talked to others about MBX and/or the MBX stand, and 54% talked about MBX to more than 4 people



Source: Pre and Post Event Surveys. Base: Pre = 1030, Post = 173. Data weighting is used to provide like-for-like comparisons

Following the BMS, MBX's Share of Test Drives rose by 5%

- In the post-event sample, 25% had taken a test drive of any vehicle in the past 12 months.
- Of these, more than 50% had tested an MBX vehicle
- This was 5% higher than for the equivalent group in the pre-event survey

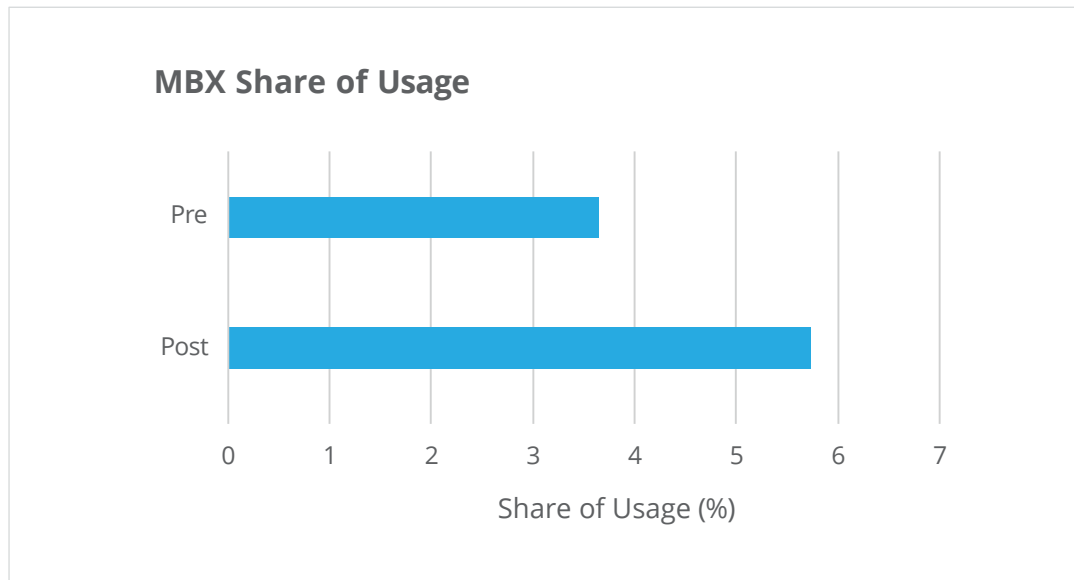


Source: Pre and Post Event Surveys. Base: Pre = 1030, Post = 173. Data weighting is used to provide like-for-like comparisons

Change in Share of Usage – Short Term Response

“Share of Usage” is defined as:

The percentage of the past 10-year period for which the respondent had used an MBX car as their main vehicle

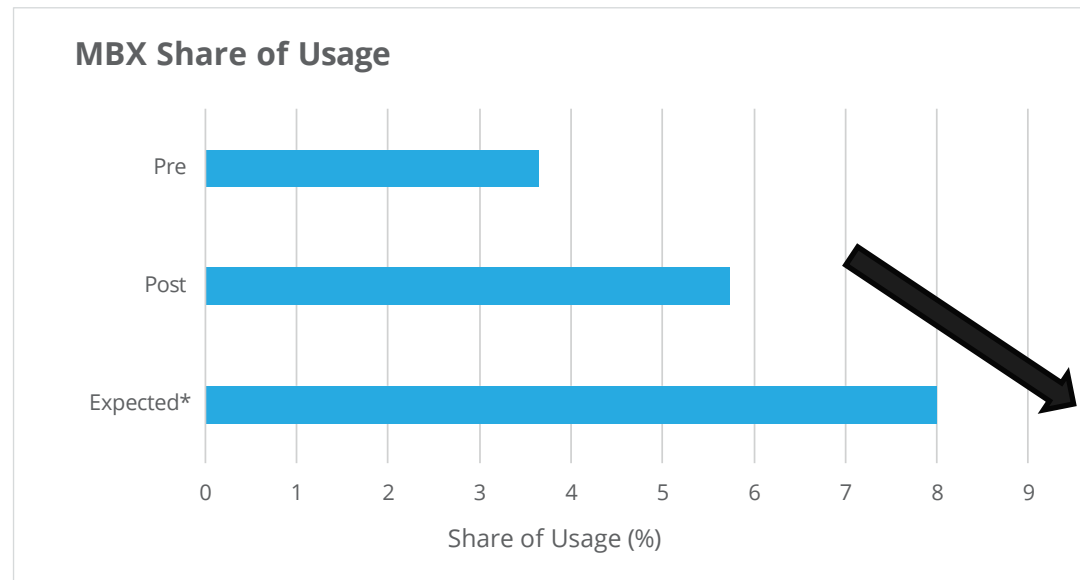


- Survey indicates some switching to MBX usage had occurred since the BMS

Source: Pre and Post Event Surveys. Base: Pre = 1030, Post = 173. Data weighting is used to provide like-for-like comparisons

Change in Share of Usage – Medium Term

Survey indicates further switching can be expected in the Medium Term

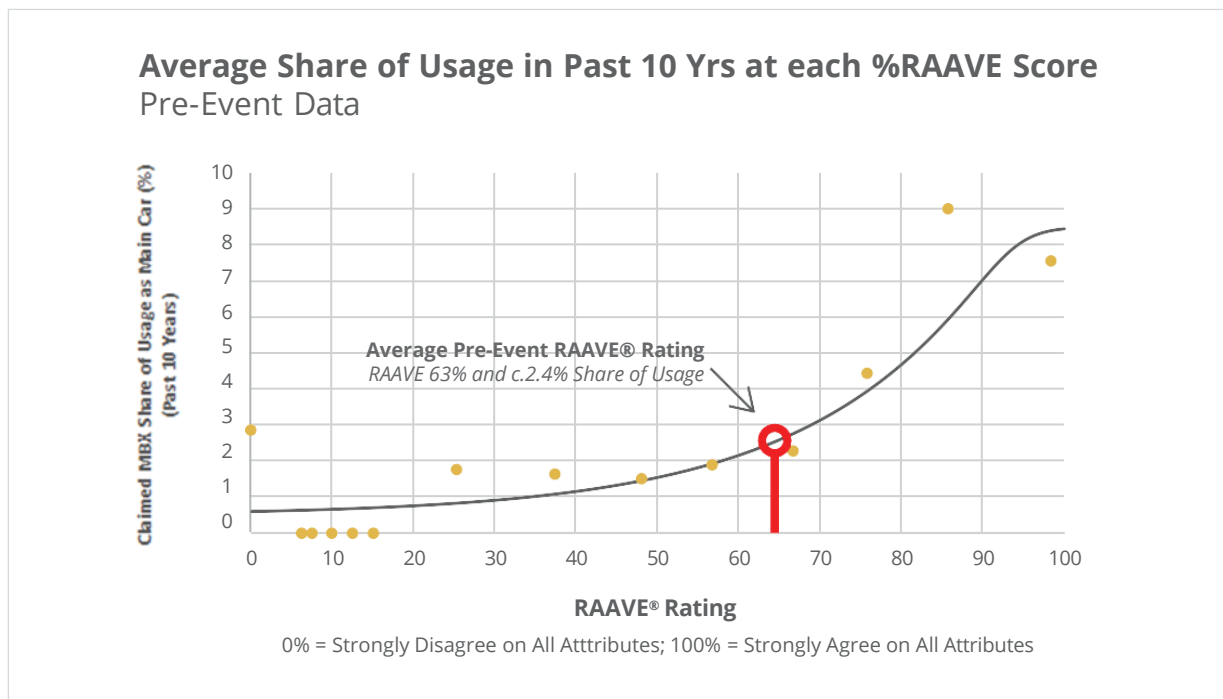


* Expected based on those who stated they were planning to buy within the next 12 months

Source: Pre and Post Event Surveys. Base: Pre = 1030, Post = 173. Data weighting is used to provide like-for-like comparisons

Estimating Future Long-Term Share of Usage – Step 1

To estimate the expected long-term Response, we use the existing general market relationship between Brand Affinity (RAAVE® Rating) and Behaviour (Share of Usage) seen in the Pre-Event Survey data

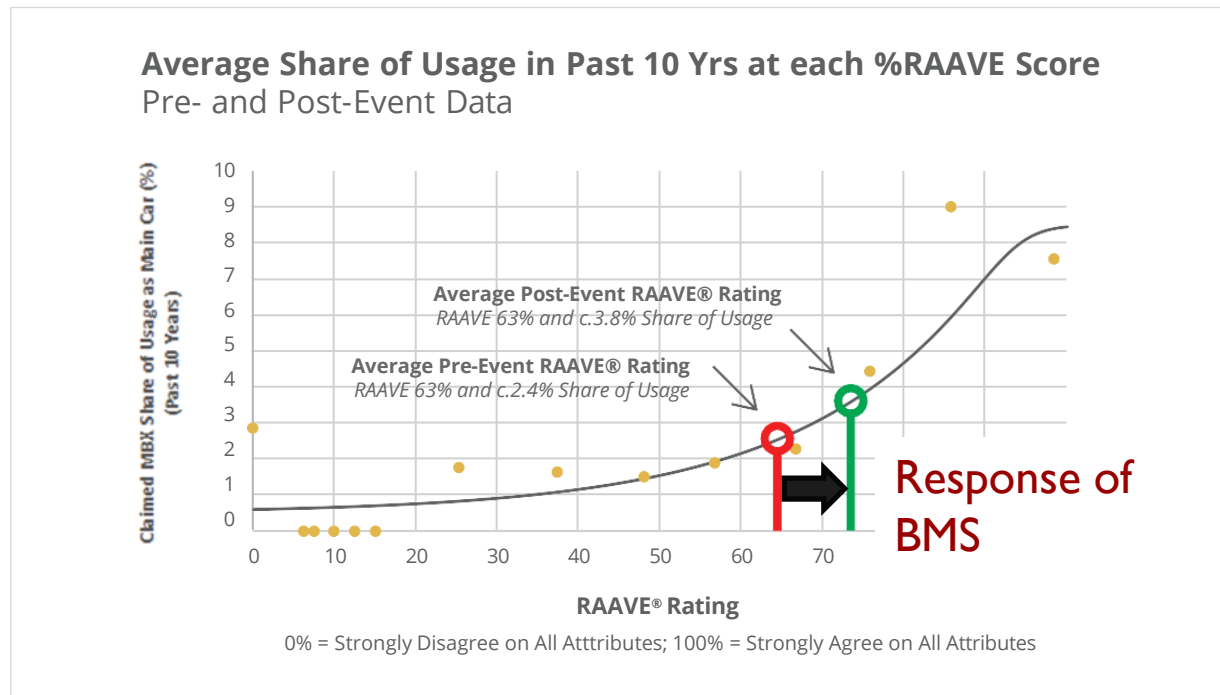


- **Share of Usage** is defined as the %age of the last 10 years in which they drove an MBX car as their main vehicle
- **A RAAVE™ Rating** is calculated as the average rating across the set of five key motivational dimensions (ref: slide 21)
- Chart shows the Pre-Event correlation between RAAVE® Rating and stated Share of Usage

Source: Pre and Post Event Surveys. Base: Pre = 1030, Post = 173. Data weighting is used to provide like-for-like comparisons

Estimating Future Long-Term Share of Usage – Step 2

Using the post-event RAAVE® Ratings, the estimated long-term Response of the event would be to increase Share of Usage from 2.4% to 3.8% (a 58% increase vs the Pre-Event level)



- MBX's Average Pre-Event Share of Usage was 2.4%
- Estimated Long-Term Post-Event Share of Usage for those who had attended the BMS is at 3.8% (i.e. a 58% increase vs pre- event)
- If replicated across the total population then MBX's share of market would also increase to 3.8%

KEY POINT: An 8% increase in RAAVE® Rating implies a 0.9% increase in Long-Term Share of Usage

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Calculating the Return

- Return is always measured as the impact the campaign / event had on a *target behavioural KPI*.
- For the BMS event, the client's target behavioural KPI was incremental revenue
- Estimated Incremental Revenue for the BMS event was defined as:

$$\text{Incremental Revenue} = \text{Number of Additional Cars Sold} \times \text{Average Purchase Price}$$

- Where: the Ave. Purchase Price was set by the client; and the number of additional cars sold was estimated by modelling the pre- and post-event survey data
- *Important Note:*
 - *Not all clients / campaigns will have a revenue objective as their behavioural KPI.*
 - *For example, societal campaigns such as those designed to encourage people to recycle more or to get a health check-up etc do not have a revenue target as such. Instead, their behavioural KPI will simply be the percentage of people reached who acted differently following the event / campaign.*
 - *There may then be a notional financial value to that behavioural change (e.g. savings in medical treatment costs) but that financial return is not the immediate focus of the campaign.*

Estimating Incremental Number of Cars Sold

Time Frame & Methodology	Data Sources & Main Assumptions	Estimated Additional Cars Sold
<p>Short Term Immediate Sales Uplifts - Based on Survey Results for Incremental Number of New Test Drives generated</p>	<p># of Total & Engaged visitors from proximity meter data Contact details collected for 3,127 visitors from Client % Contacts booking Test Drives as per survey results Others visiting >5 mins booked at 10% of survey rate* Those visiting <5 mins assumed no response* Conversion rate from Test Drive to Sale provided by client</p>	<p>+566 within 3m</p>
<p>Medium Term Expected to purchase within 12 months based on the measured changes in Likelihood to Purchase</p>	<p>Same assumptions on visitor numbers as above plus from survey data: Word-of-Mouth amplification of additional 3.7 people Likelihood to Buy increased from 27% to 49%</p>	<p>+1080 within 12m</p>
<p>Long Term Over rest of next 10 years – based on expected change in Share of Usage due to increased Brand Affinity</p>	<p>Same assumptions on visitor numbers & WOM amplification as above + event PR reached 22m adults Relationship between RAAVE® Rating & Share of Usage, and post-event change in RAAVE®, from survey data. Effect on those reached via adv media at 0.1% rate*</p>	<p>+3105 by-end of next 10 Yrs</p>

* Agreed with client as suitable and relevant estimates of general relative drop-off in sales effectiveness

Calculating the Return on Investment (ROI)

- As the target KPI was incremental revenue, it is possible to calculate the ROI of the campaign by multiplying the incremental revenue by the net margin and then dividing it by the cost of the event i.e.

$$\text{ROI} = (\text{Incremental Revenue} \times \% \text{ Net Margin}) / \text{Cost of Staging Event}$$

- Note: It is more common for Marketing ROI to be calculated using revenue rather than profit. That makes the ROI values higher and potentially very much higher when profit margins are low.
- It is also, however, important to consider the difference between fixed and marginal costs compared to the proportion of sales that are driven by marketing. In this example automotive report such details have been omitted for the purposes of simplification but would always be discussed with the client to ensure the ROI values provided are fit-for-purpose.

Estimating Incremental Revenue & ROI

Time Frame	Data Sources & Main Assumptions	Implied ROI
Short Term Within 3 months	Ave. Cost per Vehicle €30,000 Margin per Sale @7% Client Event Cost €1m Client Media & PR Cost €100,000	1.01
Medium Term Within 12 months	Key financial assumptions as above	1.89
Long Term Over course of 10 Years	Key financial assumptions as above Assumes average rates of vehicle usage and mileage remain same as in previous 10-year period Profits earned in years 2-10 discounted at 15% pa to convert to Net Present Value (NPV) ROI calculated on NPV	2.91

- *Note: The ROI values shown above are **Financial ROIs** calculated using profits.*
- *It is more typical for **Marketing ROI** figures to be based on revenue rather than profits.*
- *The revenue ROIs are much higher (c. 14, 27, and 42) and are directly comparable with publicly available ROIs typically published in automotive case studies by the IPM, IPA, ThinkBox, etc. but those are misleading because the low margins on vehicle sales significantly reduce the net income earned by the car company.*

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BMS strongly boosted both Brand Visibility & Affinity



- *From Reach section:*
 - 24% of new (next 3 year) car buyers visited the Brussels Motor Show. Those visiting the show were more likely than average to be company car buyers (with the freedom to choose the manufacturer) and to be buying a new car every 3-4 years.
- *From Response section:*
 - All awareness, attitudinal and behavioural measures showed an increase:
 - Spontaneous awareness of MBX
 - All attitudes, particularly 'attractively designed', 'proud to own', and 'technologically innovative'
 - Willingness to recommend strengthened significantly (among non-MBX owners as well as among the total sample).



MBX's presence at the BMS boosted its visibility among a significant segment of car buyers.

In addition, the BMS significantly strengthened MBX's Brand Affinity amongst those who visited.

The event performed well for MBX - both with existing customers and with non-customers



- *From Response section:*
 - There were significant increases in likelihood to configure, test drive and buy an MBX in the next 12 months
 - 25% of the total sample had tested at least one MBX since the Show: 21% of non-MBX owners
 - 42% of the total sample had configured at least one MBX since the Show: 36% of non-MBX owners.

Overall, the evidence suggests that this increased visibility and stronger Brand Affinity will attract new people to the brand, as well as stimulating repeat purchasing.

BMS is a sound route for growing market share



- *From Return section:*
 - There is a strong correlation between RAAVE score and WTR and RAAVE score and Share of Usage. If post event image scores replicated across the total market, market share would improve to c.3.8%.
 - Positive ROI in short term 1.01, Medium Term 1.89 and Long Term 2.91.



This indicates the strong potential of the BMS for helping create market share growth.

In addition, measuring the ROI from the event only via its short-term lead generation is not accurate. When the impact on Brand Affinity metrics and audience reach is considered, the full return is around 4 times higher, due to the sales responses it generates in the medium- and long-term.

The BMS can be categorized as a Brand Building as well as a Sales Activation investment

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Know the Return

Indicated Actions

Learnings for Improving the Effectiveness of Future Events

- Prioritise BMS for brand power and consideration rather than short-term sales activation. It plays a crucial role in creating long-term brand affinity & sales growth.
- Ensure rigorous follow-through online and with dealerships to strengthen Willingness to Recommend and drive market share.
- Increase MBX visibility and relevance—make it more recognisable to general consumers and deepen its Meaningfulness for existing customers.
- There are further opportunities to optimise media mix between sales activation and long-term brand building spend
- Mitigate cost concerns—if BMS becomes too expensive to obtain a good ROI, implement pop-up shops and hybrid events as viable alternatives.

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Appendix



Know the Return

Car Show Report Account Team

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Director



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Methodological Details

Car Show Report

- The pre-survey was conducted in January 2023
- The post-survey was conducted February-March 2023
- Data supplied by the client:
 - Cost for exhibition, cost for advertising, media amplification data, visitor contact details, test drive booking details
- Data supplied by other agencies
 - Exposure Analytics: Visitor data (total, engaged visitors)
- External data sources used:
 - Passenger cars Belgium, Statista, 2023
 - IPM and Event Industry Benchmarks
 - RRI Desk Research



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