

# To study the impact of Event Marketing as a Generic Promotional Tool

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**Abstract** - Event marketing is mounting at a rate of three times that of conventional advertising. Though moderately small compared to the major components of the marketing interactions mix-advertising, sales promotions and P-O-P communications-expenditures on event backing are increasing. Corporate sponsorships in India were predictable at \$ 4.9 billion-with 70% of this total going to sports events and most of the remainder spent on sponsoring entertainment tours or festival and fairs. Thousands of companies devote in some form of event sponsorship. Event marketing is a form of brand promotion that tie a brand to a consequential athletic, entertainment, cultural, social or other form of high-interest civic activity. Event marketing is distinctive from advertising, sales promotion, point-of-purchase merchandising, or public relations, but it generally takes elements from all of these promotional tools. Event promotions have an opportunity to achieve triumph because, unlike other forms of marketing communications, events reach community when they are open to marketing messages and capture people in a calm atmosphere. Event marketing is mounting speedily because it provides companies alternative to the jumbled mass media, an skill to segment on a local or regional basis, and opportunities for reaching narrow lifestyle groups whose spending behavior can be associated with the limited event.

**Keywords** – Event Marketing, generic promotional pool, communications.

## I. EVENT MARKETING

An event is a live multimedia box up with a fixed concept, tailored or adapted to accomplish the patrons objective of reaching out and properly influence the stridently defined, expressly gathered target audience by given that a complete bodily experience and an avenue for two-way interactions. Event marketing involve canvass for clients and arrange feedback for the creative concepts during and after the concept initiation so as to arrive at a customized package for the clients, care the brand values and target audience in mind. Marketing plays an vital role in pricing and discussions as well as identify opportunity to identify and hold event properties by gathering marketing intelligence with regard to pricing, timing etc. In fact, ideally event marketing involves immediate canvassing and studying the brand prints; considerate what the brand stands for, its positioning and values, identify the target audience and liaison with the artistic conceptualizes to generate an event for a perfect mesh with the brand's personality.

## II. WHY EVENTS

### 1. Brand Building

Enormous nos. of brands are launch every month. Similarly numerous new music albums, films, etc get released periodically. This tends to create clutter of product launch. Large no. of launches leads to need to overcome the “ooh-yet-another-product” syndrome. The need to therefore catch

the attention of the target audience at the time of launch becomes very important. carefully planned events for the begin of a product/brand rarely fail to catch the notice of the target audience.

### 2. Image Building

Over the brand identity that a company encourages, events such as The Great Escape conceive by Mahindra and Mahindra, exclusively for the owners of their four wheelers, the Armada, are an attempt to build a specific image of not only the corporate, but also the product, to let owners experience the thrill of four wheel driving, M&M charts out an off beat route that emphasizes the difference between normal and four wheel driving, and lets the participant experience the high, one feels when steering and navigating an Armada.

### 3. Focusing the Target Market

Even if some events do get crowded with too many advertisements, events silent offer an effective means of being speckled. For example, Title sponsorship of a major event provides the sponsor immense benefit since the sponsors name is mentioned along with the event like Hero Cup, Femina Miss India, Lux Zee Cine Awards.

### 4. Implementation of Marketing Plan

Events fetch the target audience together, thereby create occasion for test marketing of products for genuine feedback. The seller can recognize exactly the traits and other characteristics that are desired. For example,

marketing events that the Frito-Lay Company used before it launched its WOW! brand of potato chips.

### III. TYPES OF EVENTS

#### 1. Sporting Events

Sporting events are seized in all towns, cities, states and all over the nation. They draw international sports men & women at the highest levels.

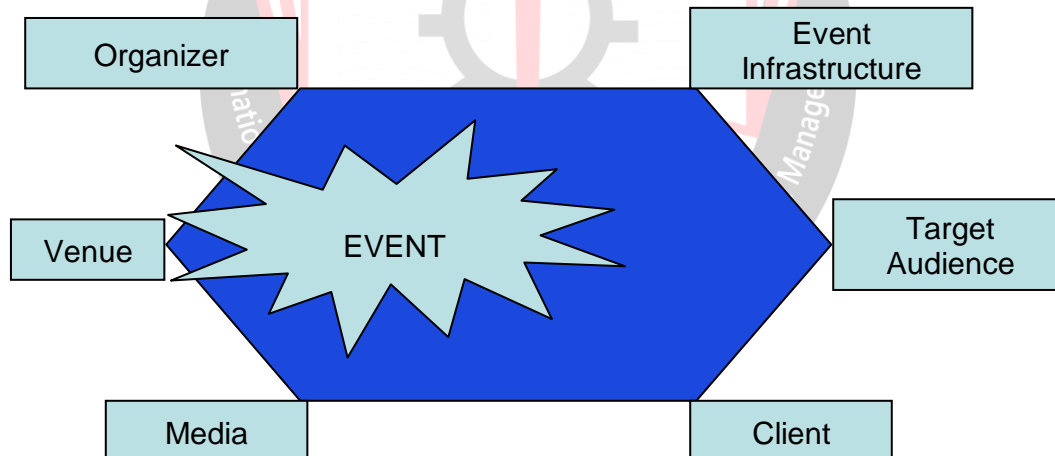
#### 2. Entertainment Arts and Culture

Entertainment events are well recognized for their capability to draw large audience. This include musical concerts, celebrity performances, movie releases and mahurats etc.

#### 3. Commercial Marketing and Promotional Event

Promotional events be liable to have high budgets and high profiles. Most commonly they consist of product launches, often for computer hardware and software, perfume, alcohol or motor cars. The aim of promotional events is generally to distinguish the product from its competitors and to ensure that it is memorable. The spectators for a promotional activity might be sales staff such as travel agents, who would endorse the tour of the clients or potential purchasers. The media is usually invite to these events so that equally the impact and the risk are high, Success is vital.

#### KEY ELEMENTS OF EVENTS



### IV. REVIEW OF LITERATURE

Tassiopoulos,(2009) Taking into consideration the opportunities for spending leisure time, special events stir people's interest. As a result, they travel and spend time in the host region consuming material, financial and time resources for "must see" events. The touristic potential of events is reflected in many of the current studies as they are "increasingly being viewed as an integral part of tourism development and marketing planning, even though the majority of events have probably arisen for non-touristic reasons, such as competitions, cultural celebrations or the need to raise funds for charity.

#### 4. Meetings & Exhibitions

The meetings & convention of industry are highly competitive. numerous conventions attract thousands of people, whereas some meetings include only a handful of high profile participant.

#### 5. Festivals

Various form of festivals are gradually more popular providing a particular region the opportunity to showcase its product. Wine and food festivals are the most frequent events falling under this category. Religious festivals fall into this category as well.

#### 6. Family

Weddings, anniversaries, divorces and funerals all provide opportunities for families together. Funerals are ever more are becoming big events with nontraditional coffins, speeches and even entertainment. It is vital for the event manager to keep track of these changing social trends.

#### 7. Fund Raising

Fairs, which are frequent in most communities, are often run by excited local committees. The effort in the organization required for these events are often underestimated. As their general aim is raising funds, it is important that rides and other such contracted activities contribute to, rather than reduce, revenue.

Cherubini and Iasevoli, (2007) Ticketing an event is an immensely complex task, involving millions of tickets. Hence ticketing is one of the most significant programs of mega events like Olympic Games(Thamnopoulos and Gargalianos, 2002). The ticketing that regards customers becomes, directly and indirectly, a critical factor for the success of the event and, consequently, it must be set up and realized in more and more professional and coherent way with the context of which it is to be situated. With regards to this, an evolved and more advanced definition can be proposed for the meaning of ticketing: "a whole of activities, (programmed, organized and controlled) that start from the input of the strategy of the event (objectives,

targets, service concept) and come to being through price integration, distribution and communication of tickets in order to obtain the attendance of people, in amount and quality, suitable to favor the attainment of its objects and goals, that the various stakeholders, wish to meet with the same event”

**Guide to Traffic and Transport Management for Special Events, (2006)** In traffic management terms a special event is any planned activity that is wholly or partly conducted on a road, requires multiple agency involvement, requires special traffic management arrangements, and may involve large numbers of participants or spectators. The definition also applies to events conducted in their own venue if the event requires special traffic management arrangements and multiple agency support. From a traffic and transport perspective, a special event needs to: ensure the safe separation of event patrons, participants and volunteers from traffic, and manage the reduced capacity of the road system, and minimize the traffic impact on the non-event community & the emergency services and minimize the costs.

**Arcodia and Reid, (2005)** Event management and event marketing have emerged over the past decade as a vibrant sector of the tourism and leisure industries. The number, diversity and popularity of events have also grown throughout this period. As the number of events increase, there is a growing realization about the continuing need to develop event management professionals who are able to create, organize, and manage events.

**According to Andersson and Wesslau (2000),** when using events, companies get the possibility to have their own-right to the consumer during the duration of the event. This means that if a company manages to get the consumer to attend the event, the distortion from the competitors will be gone or at least minimized during the duration of the event. Also, events contain tangible elements, such as food, beverages and other products sold or given away, but are essentially a service in that they consist of intangible experiences of finite duration within a temporary, managed atmosphere.

**Mehpare Tokay Argan Assistant Professor Bozuyuk Vocational School, Bilecik University Metin Argan Associate Professor School of Physical Education and Sports, Anadolu University** The aim of the study is to show the dimensions applied while managing and marketing a successful special sport event and is going to make several contributions for the sport event managers and sport marketing managers about how to use event management dimensions effectively and shape strategies based on this perspective. Case study was employed to analyze a sport event based on event management and event marketing perspectives. Data in the study was collected from primary as well as secondary data sources (observations, internet resources, press and visual media). The main data collection techniques employed was personal semi-structured interviewing and observations. The

researchers carried out five group interviews, with key informants in the special sport event. This paper focuses on the dimensions of event management named ticketing, transportation, human resources (volunteers and trained staff), budgeting, marketing and PR and risk management.

## V. RESEARCH METHODOLOGY

While deciding about the sample of research, it is required from the Researcher's point to pay attention to these under mentioned points:

- a) **Sample Units:** in this research sampling unit is Chandigarh & Patiala area.
- b) **Source of Data:** Data required for the study was collected through primary sources i.e. market survey.
- c) **Sampling Size:** Sample size in this research is 150.
- d) **Sample area:-** Chandigarh & Patiala

## OBJECTIVES

1. To understand the concept of event marketing, its benefits and execution process.
2. To evaluate the efficiency of Event Marketing as a promotional tool.
3. To identify the problems linked with event marketing in the Indian scenario.

## VI. DATA ANALYSIS & INTERPRETATION

1. Analysis revealed that 40% of total respondents were liked support activity that i enjoy, 23% said they understand my interests and needs, 20% and 17% both they want to know more about me and they are willing to let people try them out.
2. The majority of the respondents 27% were somebody invited me to participate, 23% the crowd that was already taking part in the event, 23% and 17% both i recognize the company and brand running the event and signs and banners and 10% others .
3. Most of the respondents prefers I get to learn more about a product or services and their percentage is 40% and I get to touch and feel a product or services and I get to ask questions about a product or services were constant and 14% i get a free sample of a product or services.
4. Analysis revealed that events offered an activity i could participate 31% and 23% the product or company was sponsoring an activity i enjoy, the product or services matched my interest and My friend or relatives had a positive experience their percentages are 16% and 17% moreover 13% Others.
5. 59% of the respondents spend approximately over 30mins on a event and ever less people spend 1-15 minutes and their percentage 15% and 26% 15-30 minutes.

6. After the event majority of respondents feel Better and their percentage is 57% and 30% respondents feel same and 13% Less.
7. The majority of respondents 27% of the attendees were ready to purchase a product immediately after the event ,23% within a month or within a week both and 17% wont purchase the product at all.
8. The analysis shows that 79% respondents happy with the awareness of event marketing companies and 21% respondents unhappy.
9. 81% respondents agreed with that the event helps to promoted the products and 19% respondents disagree.
10. Most of the respondents like participation from customers and their percentage and their percentage is 36% and 27% respondents say demo of the products,16% Awareness and 21% contests.
11. 73% respondents were Agreed with the events successful showing the features of the products and 23% respondents were not Agreed.
12. Analysis shows that 60 respondents say costly ,20 respondents say booking option,40 respondents say Awareness and 30 respondents say timely were faced the problems by the events marketing companies.
13. The majority of the respondents says that 44% event marketing is to promote the products, 20% celebrity endorsement, 23% internet and 13% others.

## VII. FINDINGS & RECOMMENDATIONS

To improve the state of the event marketing industry and build it more professional and profitable, the following recommendations have been listed:

1. Understand the corporate objectives, target audience, brand image and positioning clearly.
2. Do not go overboard with your concept or preference for a certain event.
3. Conduct a situational analysis for suitable event collection which synergies with the company objective and brand personality.
4. Create extensive databases of the target consumers in order to conduct pre- and post-event analysis and evaluation to check the success of the event and consumer perception, also to assess the top of mind awareness and brand recall.
5. Conduct extensive market research to establish which parts of the program are working and which ones are not. Those in the first category should be maintained and strengthened. Those in the second should be relinquished.
6. In all sponsorship activities, it is important to protect the integrity of the activity being supported. If it is cheapened or its identity threatened, the sponsorship could rebound on the sponsor's head.

## VIII. CONCLUSION

Events can create image of product in the customer mind and its can provide the product and company information to the customer. Event helps to take the participation from customer.

- Event marketing allow a firm to break through the advertising clutter and target an audience by attractive or creating an image through an association to a meticulous event.
- Brand awareness reinforce the product or service, and drive sales.
- Property or event, also profits, a financial partner, a supplemented advertising budget, and added leverage.
- Event marketing also provide firms the litheness to reach specific geographic and demographic audiences. It is a benefit that allows deepness of exposure, as opposite to the breadth of exposure.
- When considering the entire sales cycle, marketing professionals must think beyond traditional methods and bring transparency and measurement to their activities in order to demonstrate the fundamental value of their field. To answer this challenge, the event marketing industry must redefine itself to recognize the power of the "brand" to forge deep connections, as well as also adapt events to contribute to branding in more sophisticated ways.
- The perception of events as a form of media is quickly moving away from standalone activities to integrated forms of communication. These forms of communication synchronize with overall marketing goals through new applications of techniques rooted in traditional event marketing that project the brand more powerfully. Defining what an organization stands for, mapping out a clear brand strategy, and then formulating event activities that align with overall marketing goals is the next great step in the evolution of the industry. .

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