

# THE BIG IDEA



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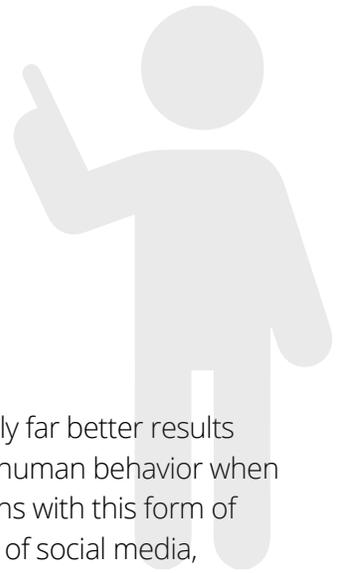
Consumer research has changed dramatically over the years. With the evolution of new technologies and an ever expanding access to faster and cheaper broadband Internet, even in the most remote populations on the globe, it has brought about a paradigm shift in the market research industry, as well as other industries. The once simple process of gathering data through surveys and focus groups has evolved into a far more sophisticated process that combines various methodologies and an array of evolving technologies.

As an example, online panels and communities are very popular. Participants join and engage in these virtual communities to provide feedback through multiple pathways such as online surveys and polls, on scheduled intervals as well as ad-hock inquiries. These methods may not be perfect, but they do produce very quick and relevant consumer insights, especially if a brand is looking for feedback from younger, acculturated, and technical savvy consumers.

These interactive communication platforms can clearly enhance the data collection process. However, to optimize effectiveness, creativity is paramount when choosing which research methodologies and technologies to employ.

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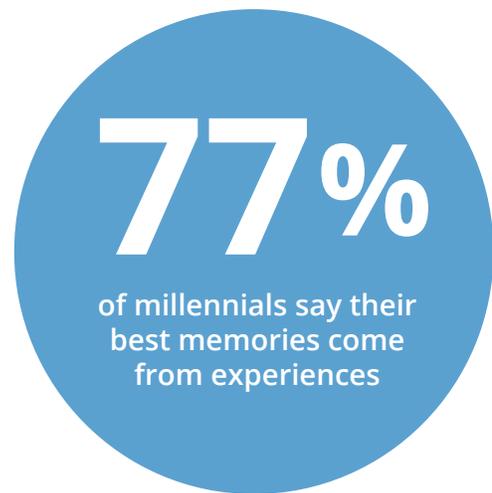
We find that brands get statistically far better results and a superior understanding of human behavior when they combine personal interactions with this form of research. In 1998, before the rise of social media, authors B. Joseph Pine II and James H. Gilmore, in the book titled “The Experience Economy”, foretell the significance of experience and marketing. They wrote, “the production of goods and services alone are not enough to ensure future economic growth. Instead, growth lies in the value of experiences and transformations.” We are on the threshold of a new economic era, they argue, where brands must stage memorable events for their customers that will transform the value of what the brands produce. Furthermore, 89% of consumers say events improve their understanding of products or services better than traditional ads on TV, radio, in print or online.

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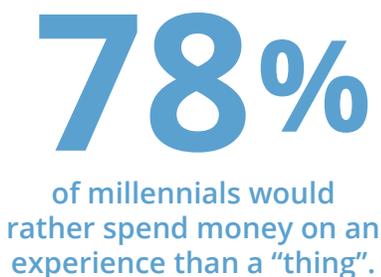


**Experiential Marketing is messaging your consumers can touch, feel or view in a physical space that results in a deeper, emotional connection with your brand.**

Experiential Marketing is messaging your consumers can see, touch, and/or feel in a physical space that results in a deeper, emotional connection with your brand. For many years, marketers have used events to promote their products or services. However, simply setting up a booth and passing out materials is not nearly as effective as it used to be. On top of that, the challenge of engaging Millennials with their constant distractions make emotional connections that much more challenging of an undertaking. When combined with new technology, customers can engage with photos and videos, and share their experience while hash tagging the brand. The data is no longer based on how many flyers were distributed, but on trackable data that can be collected and analyzed in real-time.



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When brands offer an experience that combines the right mix of events, social media and technology, it resonates well with many consumers, especially with Millennials. In fact, according to a new survey from Eventbrite, 78% of Gen Y (Millennial) respondents would rather spend money on an experience than a “thing”, and 77% say their best memories come from experiences. That’s why we believe it’s equally important to gather data, while enhancing the event experience.

Our big idea is to combine Experiential Marketing with Research to equal Experiential Research, to target Millennials more effectively.



# CONSUMER DAY 2016



96%

of consumers are more likely to buy a product after participating in a branded live event

This brings us to our “Big Idea.” Millennials are an important and significant consumer target and the focus of a lot of research. In addition, did you know that 96% of consumers are more likely to buy a product after participating in a branded live event?

Expanding on this reality, our big idea is to combine Experiential Marketing with Consumer Research to equal Experiential Research; the ultimate goal is to target Millennials and future generations more effectively. The research possibilities can be endless and will be a major focus in future articles. To start this process, we have decided to put the big idea into action.

ConneXion Research is launching the first Consumer Day event in Houston as a marriage between Experiential Marketing and Consumer Research. The goal eventually is to make an experiential marketing event scalable so that we can launch it in other major cities across the country. Thus, the event can deliver both short, and long-term value for participating brands. This will become the next big thing, where both marketers and researchers can be pushed to think differently and collectively collaborate towards a common goal. Stay tuned as we move forward with this event and push the envelope so brands can reach, understand and connect with consumers in this arena.

**For more information on how you can take part of this amazing event, please contact: [sales@connexionresearch.com](mailto:sales@connexionresearch.com) or 281-815-4908.**