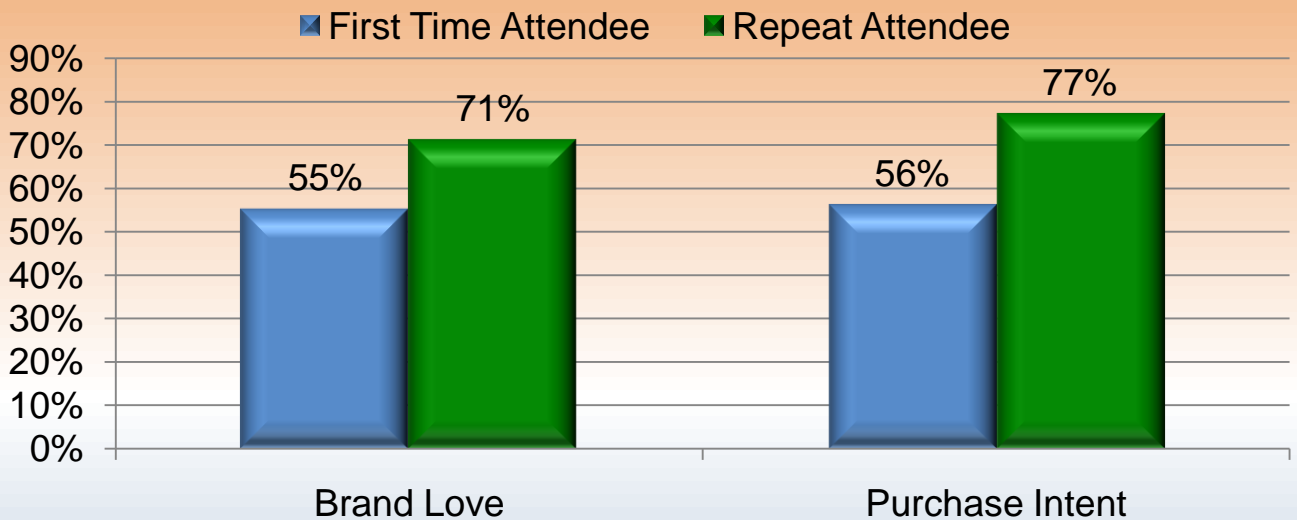


# Repeat Experiential Event Attendees: Greater Brand Love, Purchase Intent

Relative to single event visitors, repeat visitors in this actual in-market case study register incremental impact on experiential event activations regarding brand image / love, and future purchase intent:



## **EMF / IMI Implication:**

To drive greater ROI, experiential activations should encourage attendees to come back to events. Give attendees a compelling reason to return, possibly by including special offers, e-reminders, bring-a-friend vouchers, etc to deliver additional value and incentives.

