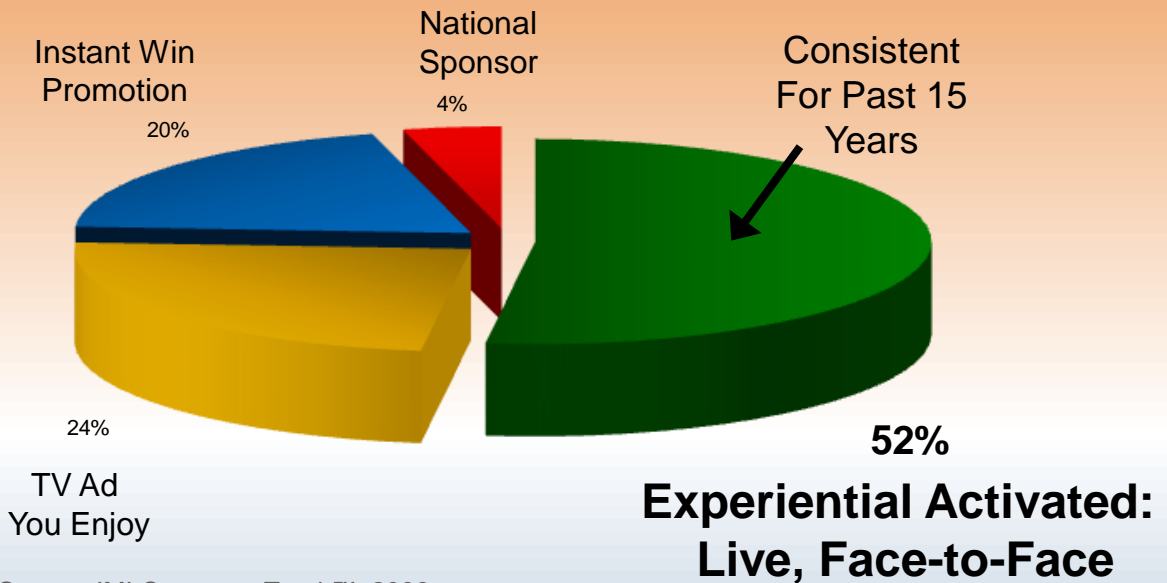


# Experiential Marketing is a Strong Purchase Driver

When North Americans are asked what influences them to purchase brands they don't normally purchase, the tactic having the greatest impact is...



Source: IMI ConsumerTrack™, 2008

## IMI Implication:

**Ensure experiential marketing is part of your marketing mix to overcome barriers, drive brand engagement and subsequent trial.**



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