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The Effect of Music Event Marketing: A Consumer Perspective

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Abstract

The purpose of this thesis is to get a consumer perspective regarding event marketing in music festivals. Event marketing is a tool used by marketers that evolved out of philanthropy and commercial sponsorship.

Brands are more and more using music or other entertainment moments to create a strong relationship with their clients, and the target group at these events, the millennial generation. Brands use sponsoring and therefore event marketing for several reasons as: increase brand awareness; create brand image; re-position the brand/product in the minds of consumers; increase profit over a short period; and, achieve larger market share.

Nonetheless, we wonder how is this tool seen by consumers? To understand this, a preliminary research with nine interviews was conducted to obtain basic ideas about event marketing. Afterwards the main research was developed, also using interviews, to get deeper insights.

With this thesis, it is possible to conclude that some brands are able to create brand awareness on attendees through brand sponsorship. Moreover, entertainment activities in festivals are well seen by consumers, they like it and are able to describe it well, even though it is more about the activity itself than the brand promoting it. Furthermore, it was possible to understand that experiential marketing in a festival might have a positive effect on consumers as it might create a link between the event and the brand.

Finally, we recommend some actions, for brands to develop in future music festivals.

Key-Words: Philanthropy; Commercial Sponsorship; Event Marketing; Experiential Marketing; Marketing Communication; Brand Management; Brand Equity; Music Festivals; Millennials

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1. Introduction

“Event Marketing has evolved out of philanthropy and commercial sponsorship.” (Cunningham, Taylor & Reeder, 1993: 409) It has been defined as “the process, planned by a sponsoring organization, of integrating a variety of communications elements behind an event theme” (Tuckwell, 1991: 463). This marketing tool, has been gaining more and more importance, as they help the consumers becoming more receptive to marketing messages and images then via other kind of approaches (Pope and Voges, 2000; Meenachan and Shipley, 1999).

Event marketing has been used as a tool for experiential marketing, focusing on consumer experiences (Schmitt, 1999). It focuses on “giving target audiences a fabulous brand-relevant customer experience that adds value to their lives, and ultimately makes the consumer remembers the brand’s marketing – not because it shouted the loudest, but because it gave them an unforgettable experience.” (Smilansky; 2009: 10)

Brands are more and more using music or other entertainment moments to create a strong relationship with their clients. Brand’s sponsorship for music festivals, tours, and venues are expected to grow even more in the next few years. “Music is a powerful way to create an association between a brand and its audience.” (Fromm, 2013)¹

Nevertheless, how do these consumers see event marketing? The purpose of this thesis is to get the music festival’s attendees insight about this marketing tool – Event marketing, which is connected with brand sponsoring and might also involve experiential marketing.

¹ <http://www.millennialmarketing.com/2014/01/marketing-at-music-festivals-playing-to-the-millennial-crowd/>

2. Literature Review

Philanthropy, Event Marketing and Commercial Sponsorship might seem at first glance similar ways of corporate giving, but they are distinct as they might differ in the company's underlying motivations and expected return (Cunningham, Taylor & Reeder, 1993).

2.1. Philanthropy

“The classic definition of philanthropy is a financial, material; or professional expertise gift undertaken for philanthropic reasons and without expectation of return” (Cunningham, Taylor & Reeder, 1993: 409). The absence of an expectation of return distinguishes this term from commercial sponsorship (James, 1989). As in the case of event marketing, where funding comes from marketing or brand objectives, in Philanthropy the budget comes from corporate decisions (James, 1989).

Even though the traditional definition of Philanthropy is widely accepted, Keim (1978) claims that some of these contributions might be profit motivated. Some companies are certainly interested about being recognized for their philanthropic contributions. This is a way of creating goodwill and enhancing their corporate image (Keim, 1978).

2.2. Commercial Sponsorship

Commercial Sponsorship differs from Philanthropy as it expects return of the investment. (Cunningham, Taylor & Reeder, 1993). Sponsorship can be defined as “an investment, in cash or in kind, in an activity, in return for access to the exploitable commercial potential associated with that activity” (Meenaghan, 1991: 36). Commercial Sponsorship is considered a two way process, regardless of giving benefits to the sponsored, the company sponsoring also wants to hold benefits (Coopeland, 1991). Philanthropy, by its definition, is considered a one-way process.

The reasons for companies to use sponsorship are identified as to: increase brand awareness; create brand image; re-position the brand/product in the minds of consumers; increase profit over a short period; and, achieve larger market share (Pelsmacker et al., 2005). There are other reasons as to remove negative feelings that customers might have about the brand/company; and also create a link between the event and the brand (Fill, 2005).

2.3. Event Marketing

“Event Marketing has evolved out of philanthropy and commercial sponsorship.” (Cunningham, Taylor & Reeder, 1993: 409) It has been defined as “the process, planned by a sponsoring organization, of integrating a variety of communications elements behind an event theme” (Tuckwell, 1991: 463). Events are prudently selected as they might contribute to the accomplishment of strategic objectives more effectively and efficiently than other kind of investments. “The promotional mix is integrated around the event theme so that a cohesive marketing effort is directed toward a carefully selected target market” (Cunningham, Taylor & Reeder, 1993: 411). The difference between event marketing and commercial sponsorship relies in this last explanation, as the last might not have specific marketing decision to achieve specific objectives as an event always have. Moreover, can be distinguished from Philanthropy for the same reason as Commercial Sponsorship, it does not expect a return on the investment.

Events play a noteworthy role in society, “the desire to celebrate particular dates and occasions is an essential part of human nature” (Bowdin et al., 2006; Wrathall & Gee, 2011: 11). Events are spread around the world and can take various formats (sports, music, and food, between others).

Event marketing can be also defined as “the promotion and marketing of a specific event such as a conference, seminar, exhibition, trade fair, artistic performances, company anniversaries and similar such events” (Vel & Sharma; 2010: 3).

Event marketing has been used as a tool for experiential marketing, focusing on consumer experiences, which often contain “sensory, emotional, cognitive, behavioural and relational values that replace functional values” (Schmitt, 1999). These events are important, they help the attendees becoming more receptive to marketing messages and images then via other kind of approaches (Pope & Voges, 2000; Meenachan & Shipley, 1999). It engages the consumer with the brand and its personality (Sneath et al., 2005).

The History of Event Marketing

Giving money for Philanthropic reasons pre-dates Commercial Sponsorship and Event Marketing. There is information in newspapers about corporate gifts since 1850. (Cunningham, Taylor & Reeder, 1993)

There are two factors contributing to the growth of sponsorship, first “Societal shifts Due to Industrialization and Urbanization”, which some authors argue “industrialization and urbanization created the conditions necessary for sponsorship to occur” (Copeland, 1991: 53). The movement of people from rural areas to the city and the increasing of social groups with higher wages, increased the number of attendees in sport events and creating the opportunity to use this events to sponsor some brands. The second factor is related with modifications in marketing thought and practice.

Events marketing evolved from commercial sponsorship. Even though it has been evolving a lot over times, it lacks a direction as a field. There is no research that prove that a consumer who has an interest in an event leads to “increased information

processing, higher involvement with the product, or more positive attitude information” (Cunningham, Taylor & Reeder, 1993: 422)

2.4. Experiential Marketing

Experiential Marketing can be defined as “the process of identifying and satisfying customer needs and aspirations profitably, engaging them through two-way communications that bring brand personalities to life and add value to the target audience.” (Smilansky, 2009: 5) It engages the target audience through brand communications that add value, it should involve a two way communication process between the brand and the audience in real life and the other communication channels used, in order to amplify the impact of the “big idea” (the live brand experience).

Consumers are attacked by traditional advertising messages all the time. This traditional tool focuses on calling the attention of consumers by appearing a lot of times in their front. But this method is losing more and more attention. Brands are understanding that to sustain the viability of their products they need to give back value. It is here where experiential marketing appears. This tool focuses on “giving target audiences a fabulous brand-relevant customer experience that adds value to their lives, and ultimately makes the consumer remembers the brand’s marketing – not because it shouted the loudest, but because it gave them an unforgettable experience.” (Smilansky, 2009: 10)

Experiences are part of every person’s life, they are real life examples. For this reason, if a person is living his normal routine and that for some reason engage in a positive brand experience, it will probably talk about it with their connections. It is about giving back to the consumer something positive, that will enhance the relationship between the brand and the consumer. (Schmitt, 2003)

When marketing a product, marketers aim to put the consumer going through AIDA. This is an acronym used in marketing that focus on four topics (Awareness: attention of the consumer; Interest: by creating public conversations or by demonstrating features and benefits; Desire: convince the target audience that they want the products/services and that it will satisfy their needs; Action: the stage that leads customer towards the purchase). There is now the addition of satisfaction in order to satisfy customer for them to be loyal and recommend the product. (Smilansky, 2009)

“Live brand experiences, especially when integrated into a broader experiential marketing campaign, can be effective for achieving each of the AIDAS stage.” (Smilansky, 2009: 7)

2.6. Marketing Communication

Communication mix is the specific methods used by companies to promote their products to targeted customers. This includes a variety of tools as: advertising, direct mail, packaging and sales promotion, sponsorship, public relations, digital marketing and live brand experiences. It has been evolving at a high rate and traditional tools have been replaced by more sophisticated forms of communication, as it is the case of digital media. (Sharma 2010)

In marketing events prevails the use of marketing communication tools, moreover it is important for the organizers to activate a lot of different mediums to “reign supreme”. (Fehrstrom & Rich, 2009). “The integrated and pervasive character of marketing events is pronounced when reflecting that communication does not take place in a vacuum, but in a wider context incorporating not only traditional media but also other communication efforts, as well as product and service encounters” (Crowther, 2011: 71; Duncan and Moriarty, 1997).

2.7. Brand Management

Brands might have a crucial role in deciding the success of companies. Therefore it is important to approach brands management in a strategical way.

The marketing mix should be used in a way that supports brand message and brands should be managed as long-term assets (Dean, 1996). Davis (1996) states that "...management wants to change its ways and start managing its brands much more like assets – increasing their value over time." Wood (1995) also says that management of brands should be taken more seriously than it is taking nowadays in companies.

2.8. Brand Equity

The attempt to define the relationship between customers and brands, produced the term "brand equity". It highlights the importance of having a long-term focus on brand management. Feldwixk (1996) tried to simplify the variety of approaches being given to brand equity. One of the meanings say that brand equity is the total value of the brand measured by the amount when it is sold, this is the meaning adopted by financial accountants. Moreover, other authors assume the following definition: "a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers" (Aaker, 1991, p.15). The second meaning is the measure of the strength of consumer's attachment to a brand, the synonymous of brand loyalty. The third and last, means brand image as it is the description of the association and beliefs the consumer has about the brand.

It was shown that companies have been failing to measure effectively the value of their brands (Pitta and Katsanis, 1995). Measuring the value of brands it is important for several reasons. First, has brand equity can be traduced on customer's confidence on

brands, it can be said that it is a way to create comparative advantage (Lassar et al., 1995), consumers might buy a product more than other depending on the brand (Swait et al., 1993). It has an important role in explaining the roots of the brand and their line extensions (Swait et al., 1993). It might play an important role in co-branding, through the association of a less-well-known brand with a well-known brand, so it will enhance the value of the first.

2.5. Music Festivals

Brands are more and more using music or other entertainment moments to create a strong relationship with their clients. Brand's sponsorship for music festivals, tours, and venues achieved the amount of 1.22 billion dollars in 2012 and are expected to grow even more in the next few years. "Music is a powerful way to create an association between a brand and its audience." According to Nielsen's Music 360 report, 76% of festival's attendees say they feel more positive toward brands that sponsor a tour or concert, and 51% of all customers feel this way. (Fromm, 2013)²

"Over the past ten years, music festivals have become a very popular venue at which to target young consumers en masse." (Emerald Group, 2008: 24) This is given to the fact that, at this kind of events, there is always an easy-going environment, with thousands of young people with time to kill while waiting for the next band in stage. Nevertheless, many brands are still failing to target young consumers at this festivals, as they do not study hard the reason to be at the festival and what they want to achieve. (Emerald Group, 2008)

Music festivals are appealing to brands for several reasons. First, there are thousands of people in the same place for several days; secondly most of them with ages between 18-

² <http://www.millennialmarketing.com/2014/01/marketing-at-music-festivals-playing-to-the-millennial-crowd/>

30 years old and some with disposable income; finally it is the best place for a brand to present itself as cool and relevant by being present at a trendy and popular place as a music festival. (Fromm, 2013)³

“Brand managers should remember that people at festivals will resent being marketed to constantly unless they see the experience as adding something to their day. It has to enhance the positive mood they are already in rather than distract them from it.” (Emerald Group, 2008: 24)

Therefore, the values pursued by brands, should be closely linked to what the attendees expect from the festival they will be present in. The brand should not only be present in a festival but more importantly act with credence and coolness linked to the spirit of the festival’s attendees.

2.6. Millennial Generation

Millennials are born between 1977 and 2000. They have grown up in a period of fast change, which make them having different priorities and expectations than previous generations. (Goldman Sachs Website; 2015)⁴

“Generations, like people, have personalities, and Millennials have begun to forge theirs: confident, self-expressive, liberal, upbeat and open to change.” (Pew Research Center, 2010)⁵

Research Question

The Millennial generation is a more confident and liberal group than the past generations. This brings a big challenge to marketers. They need to come up with innovative forms to reach this target. One of the best places for a brand to connect with this generation is by

³ <http://www.millennialmarketing.com/2014/01/marketing-at-music-festivals-playing-to-the-millennial-crowd/>

⁴ <http://www.goldmansachs.com/our-thinking/pages/millennials/>

⁵ <http://www.pewsocialtrends.org/2010/02/24/millennials-confident-connected-open-to-change/>

presenting itself as cool and relevant, by being present at a trendy and popular place as a music festival.

In order to test the importance of event marketing, this thesis was developed, to show the consumer perspective regarding this marketing tool at a music festival.

3. Methodology

Legal and Ethical Issues

The legal and ethical requirement were followed. The research was applied via internet, so respondents would answer anonymously. The content of the study was clearly explained in the beginning and only young adults were supposed to answer it. All respondents had the freedom to answer it or not, anonymously, and they had sufficient information to understand in which study they were participating. Moreover, confidentiality was guaranteed and all the privacy rights were respected.

Preliminary Interview

For the purpose of this thesis, an interview was developed and implemented in a festival. This gave the possibility to get some introductory information about event marketing. (Annexe I – Preliminary Interview)

Nine random “young adults” attendees’, were asked about their experience in music festivals and the importance given to brands sponsoring the event. It was also possible to get relevant insights about experiential marketing.

Sample

This study was conducted with young adults (18-30 years old), the so-called Millennials’ generation. (Goldman Sachs Website; 2015)⁶ As described in the literature review, this

⁶ <http://www.goldmansachs.com/our-thinking/pages/millennials/>

group is considered the marketing target for brands in music festivals (Emerald Group, 2008: 24), and therefore the people we want to get information from, in order to draw relevant conclusions.

Research Design

For the study being developed, a qualitative interview was done to young adults (18 to 30 years old). (Annexe III – Main Interview) Kvale (1996)⁷ defines qualitative research interviews as “attempts to understand the world from the subjects’ point of view, to unfold the meaning of people’s experiences, to uncover their lived world prior to scientific explanations”. This is the best method for this thesis’ objective, as it is important to understand the customer perspective regarding event marketing and therefore comprehend the meaning of people’s experiences and their points of view.

The questionnaire had several objectives. The first one was to understand if the music event had relevant associations in the respondent’s memories (Carrillat et al., 2005). In order to do this, young adults were asked if they remembered brands present in a music festival and to nominate them and also the festivals where they saw it. By doing this, we were able to test if brands were able to call attendees’ attention and therefore increase brand awareness. (Pelsmacker et al., 2005) The brands recalled first are the ones that for some reason had a higher impact on attendees. In this situation, it is important to evaluate the number of brands someone could remind of (how effective was event marketing regarding the increase of brand awareness) and which ones are mostly repeated (which brands could better increase brand awareness).

Another question of this interview aimed to gather information from the attendees, regarding some action developed by a brand in a festival that they could remember of.

⁷ <http://ag.arizona.edu/sfcs/cyfernet/cyfar/Intervu5.htm>

Nevertheless, the preliminary interview already would tell us the importance of experiential marketing on attendees through the attendee's reaction while describing their experience. As seen in the literature review, it is important to "give target audiences a fabulous brand-relevant customer experience that adds value to their lives, and ultimately makes the consumer remembers the brand's marketing – not because it shouted the loudest, but because it gave them an unforgettable experience." (Smilansky, 2009: 10)

The following question of the interview, asked attendees what do they do on the breaks between music shows. There is always some time to "kill" at these moments, therefore it is important to understand how consumers use it, as it is the best moment for brands to call attendee's attention (Emerald Group, 2008). Moreover, attendees' were asked if they like to have these kind of actions at festivals and if they care if it is developed by a brand or the festival itself.

Furthermore, to understand how attendees react to products offered by brands in a music festival, it was asked if they ever kept any gift, which ones and for how long. Moreover, they were also asked if they ever tried any brand's product at a festival. This is important to see if consumers were able to remember how they got these products and if the brand was able to create awareness. Event marketing has been used as a tool for experiential marketing, focusing on consumer experiences, which often contain "sensory, emotional, cognitive, behavioural and relational values that replace functional values" (Schmitt, 1999), therefore it is important to get attendee's experiences regarding these actions.

Finally, for the purpose of this thesis, music festival's attendees were asked if they were able to associate brands to the festival where they saw it. This is important to understand if companies, that want their brand image to be associated to this kind of events or to re-position the brand/product in the minds of consumers, were able to achieve these marketing objectives (Pelsmacker et al., 2005). Moreover, these marketing objectives are

important to accomplish other objectives: increase profit over a short period; and, achieve larger market share (Pelsmacker et al., 2005). Understanding the influence sponsoring and event marketing might have in the future of young consumers. Comprehending the value added to the brand not only in terms of being recognized but also as value added to the companies.

To close the interview, an open question was done. Attendees were asked what they would like brands to do in a festival. This is important to give recommendations to companies, about future possible actions to be developed in a music festival.

Information about age, gender and profession was asked in the end of the interview. It was important to get answers of attendees from different ages, gender, professions and educations, in order to get lower biased insights.

4. Results

Preliminary Research

In a preliminary interview undertaken after a festival (“Festival do Crato” in Portugal), it was possible to get some insights about Event Sponsorship, Brand’s Presentation in Festivals and also Experiential Marketing. (Annexe II- Preliminary Interview Results)

All nine participants in this preliminary interview had already been in other festivals. They were also able to describe each festival and the environment present in each.

Regarding Event Sponsorship, to the question “Do you care about the brands sponsoring a festival before it takes place?” it was possible to distinguish different types of attendees: those who don’t care about the brand’s sponsoring the festival, others for whom some types of brands might call their attention, and finally the ones that care about brands.

Also, some attendees only go to the festivals for the concerts and don’t pay any attention to brands that are sponsoring the festival. Others, say that some brands might call their

attention while looking to the festival's website (Usually Beer's and Radio's brands), and others also associate the type of festival with the radio sponsoring the festival. Finally, some admit to look at the brands that are sponsoring the festival, as they might have interesting entertainment activities and offers in the festival or also because they might offer free tickets or discounts for the festival.

In this case, even though it is a reduced sample to take a good relevant conclusion, a great part of the attendees (six attendees in nine interviewed), know some brands that will be sponsoring a festival before it takes place. Therefore, some brands are associated with the festival in attendee's minds and brands are able to create a link with the festival before it takes place.

Concerning Brand's Presentation while in the festival, the following question was asked to the attendee's: "During the festival, do the brands present there call your attention? Do you change your opinion about those afterwards?"

Regarding this question, attendees have different opinions. Some don't care about anything than the music shows. Others notice the brands present in the festival, but their opinion only changes about the ones they meet for the first time. Others are influenced by the entertainment activities present in the festival and might change their opinion about the brands promoting those activities. Some attendees only look for the brands they like.

Even though there are different views, it is possible to get the insight that the presence of brands in festivals is noticed by some attendees (five in nine attendees) and that might influence some consumers.

Concerning the last question of this preliminary study, "Do you pay any attention to brand's offers, presents or some entertainment activities in stands while in the festival?", the views were more consensual. Almost every attendee likes to get offers or presents or

even participate in entertainment activities. This is important for brands, as they can take advantage of these tools to create brand awareness and introduce some of their new products to the target market.

Main Research

An interview was developed in order to better understand the strength of sponsoring and event marketing in festivals.

The attendees interviewed were again aged between 18 and 30 years old. The analysis was divided in three sections. The first with attendees from 18 to 21 years old, the second from 22 to 25 and finally the third from 26 to 30. (Annexe IV – Main Interview Results & Annexe V – Main Interview Results (Tables))

Attendees aged between 18 and 21 years old

This first section focused on adolescents. There were five attendees interviewed with this age.

Regarding event sponsorship, to the question “Could you remember brands that were sponsoring a festival”, every attendee answered positively and was able to connect brands with specific festivals. (e.g. “Optimus” on Optimus Alive, “Millennium” on Rock in Rio, “MEO” on Sudoeste, “Vodafone” on Rock in Rio; “Compal” and “MEO” on MEO Outjazz, “Super Bock” on Super Bock Super Rock, “Vodafone” on Vodafone Mexefest, “Delta” on Crato, “Comercial” on NOS Alive and “NOS” on NOS Alive.) With this sample, not only brands where the name is included in the festival’s name but other brands are mentioned and associated with different festivals. Nevertheless, the mostly recalled are the ones associated with the name’s festivals.

Concerning the field of event marketing, to the request “Could you remember a moment in a festival where a brand developed an action?” four from the five attendees could. They were able to describe the action recalled and how much they enjoyed the experience. Nevertheless, only one could remember the brand promoting the action, and it was in the case that the attendee did not like at all the action promoted.

Examples of the actions are the following:

- “The hair styles you could get on Rock in Rio, and receive a product afterwards”;
- “A lift that would bring people to the top of a tower where you could get the view of the whole festival, and then it would fall back down at a higher speed.” The attendee knew this action was on Rock in Rio, but couldn’t recall if it was sponsored by a brand or the festival itself;
- “A brand that would give some clothes and accessories to use and take pictures”
The attendee could not remember the name of the brand promoting this action;
- “One action developed by Control, which was really bad. Another promoted by a radio on Rock in Rio, where you could participate in some challenges and win presents”.

Another important result to highlight, was a negative feedback about an action in a festival, where the attendee could right away connect the action to the brand.

To the question “What do you usually do in the breaks between band’s shows?” the most common answer is getting food, going to the bathroom and have some drinks. Four from the five interviewed, claim they go to check the stands to see which offers they might have and others are interested in the entertainment activities brands or festivals might offer.

When asked, “Do you like to have entertainment activities in a festival?” every attendee answered positively. The words used when talking about this topic are: “Getting offers”; “It is not about the brand but the action itself”; “Participate in activities with groups or meet new people”; “it is useful to spend the time and laugh”. Additionally, to the question “Do you care if it is brought up by a brand or the festival itself?” the answer was that they were all indifferent.

Focusing on the experiential marketing field, to the question “Did you ever kept a product given in a festival? Which one and for how long?” almost every attendee claims to have kept products or gifts offered by brands (e.g. glasses, key chains, insufflate sofas, cloth) and that they still have it at home. From these attendees, no one recalled the name of the brand that offered those products. Regarding new products, from the attendees that tried new products at a festival (e.g. “Somersby”, “Licor Beirão”), everyone said they liked it and bought it afterwards. One attendee referred that it was nice when brands promote products in a festival with the use of attractions/offers (e.g. Licor Beirão was offering hats).

In order to understand if brands are related to the festival, the following question was asked: “When you see a brand in your daily life, do you associate it with a festival where the brands were present?” For this question, there were several results. The first is when attendees do not connect brands with the festivals and most probably would connect the festival to the brands (one in five attendees). The second result was, the ones who would associate a brand with a festival, would do it when the festival’s name has the brand’s name included (two in five attendees). The last (two in five attendees) who do not connect brands at all with festivals.

Finally, to the open question settled “What would you like a brand would do for you in a festival?” adolescents answered different things:

- "More entertainment activities and fun moments in the breaks between the music shows";
- "More gifts and presents to bring back home";
- "The possibility to get free daily tickets while in the festival or before it takes place";
- "Developing activities for the attendees to win free tickets or other products";
- "Getting free drinks, or getting it through activities or games developed by brands";
- "Having more radical and fun activities".

Attendees aged between 22 and 25 years old

The second section developed focus on young adults. There were six attendees interviewed.

Regarding the first thematic, event sponsorship, young adults were able to remember some brands that were sponsoring a festival and could relate some of those with a specific festival ("Control" on NOS Alive; "Delta" on Cascais Cool Jazz Festival; Tabaqueira on NOS Alive; "Millenium" on Rock in Rio; "Caixa Geral de Depósitos" and "EDP" on Sudoeste; "Super Bock" on Super Bock Super Rock; "MEO" on Sudoeste; "Vodafone" on Vodafone Paredes de Coura; Sagres, EDP and Super Bock associated with festivals in general). With this sample, not only brands where the name is included in the festival's name but other brands are mentioned and associated with different festivals.

Concerning the second theme, event marketing, three from the six attendees interviewed were able to remember a moment in a festival where a brand developed an action. Those were also able to connect the action with the brand. Moreover, they were able to describe with enthusiasm the specific action and it was possible to notice that they enjoyed it a lot.

The other three attendees couldn't recall an action developed in a festival, besides of the stands giving gifts. Examples of the actions mentioned are:

- ““Worten” on Super Bock Super Rock had challenges where you needed to do funny faces. Also participated in a challenge from Control in Rock in Rio”;
- “EDP gave T-Shirts on Sudoeste, where you would wear it and paint it, you could then bring it back home. Also Caixa Geral de Depósitos would let you take pictures to put on Instagram”;
- “A stage build and sponsored by Super Bock in the camping space of Sudoeste”.

Young adults also affirm that during the breaks between shows, the first thing they do is going to the bathroom, get food and drinks. Additionally, some attendees (three from the six interviewed) like to go to a more peaceful place. Only one from the six attendees admitted to go check the brand's stands. All of them confirm they like to have entertainment activities in the festivals and that it is indifferent for them if it is brought up by brands or not. “It is indifferent”; “Souvenirs or offers”; “Having some activities to be entertained”; “Entertainment activities where you can participate in groups”; “It is interesting to have entertainment activities... go and check some brand's stands because they might have some offers”; “There are festivals where I go and check specific brand's stands”; “Usually I go with friends, but it is nice if there are entertainment activities”.

Focusing now on the third thematic, Experiential Marketing, almost every attendee (five from the six attendees) saved a product or a souvenir (e.g. chains for the keys; glasses, LEDS, bags, cloth...), nevertheless they never mentioned the brand giving the product and when asked only a few could remember a brand of one product.

Moreover, five from the six attendees already experimented new products in a festival. They could easily mention which products they had tried (e.g. “Licor Beirão”, “Nestlé”

Breakfast Cereals, “Nívea” products, “Somersby”, “Psicológico Burguers”; “Paco Rabano”). From these products, all of them admitted that if they liked the experience, they would buy it again afterwards. Those who tried “Licor Beirão”, “Somersby” and “Psicológico Burguers” bought it again afterwards. Regarding the other products, attendees couldn’t remember.

Concerning Brand Recognition, three from the six attendees don’t associate brands to a festival and one of those would do the opposite association. Two attendees would associate brands to the festival: One would connect EDP to festivals, given to the entertainment activities brought up by this brand, and the other would associate Lipton Ice Tea to the specific festival where the attendee tried the drink for the first time. The last attendee answered that it was dependent on the specific brand but that mostly would associate brands like “Vodafone” and “MEO” to telecommunications brands.

Finally, regarding the open question about what attendees would like brands do for them in a festival, they answered:

- “Offering the entrance. Or if a beer’s brand or other drinks and foods are sponsoring a festival, the possibility to receive some of their products for free”;
- “Tickets for free”;
- “Offering tickets or drinks for the next day. Giving more presents or challenges to with presents”;
- “Having a Happy Hour with Sagres and Super Bock to have drinks at a lower price. Pay one and receive two”;
- “Maybe between the band’s shows, something I would like to see is a Flash Mob sponsored by a brand”;
- “It depends on the festival, but entertainment activities that could get people together and having fun”.

Attendees aged between 26 and 30 years old

This third section focus on adults. There were four attendees interviewed.

Concerning the results for event sponsorship, every attendee was able to remember brands that were sponsoring music festivals and recall the specific festival that each brand was sponsoring. (e.g. “Optimus” on Optimus Alive, “Millennium” on Rock in Rio, “MEO” on Sudoeste, “SUMOL” on Sumol Summer Fest, “EDP” on Rock in Rio, “Licor Beirão” on Optimus Alice, “Público” and “Expresso” on several festivals, “Delta” on Delta Tejo, “Sagres”, “Super Bock” and Cities’ Municipalities sponsoring several festivals). With this sample, not only brands where the name is included in the festival’s name but other brands are also mentioned and associated with different festivals.

Regarding event marketing, everyone interviewed was able to recall actions developed by brands/festival’s organizations in music festivals. Two of the four interviewed attendees mentioned the brands promoting the activities. Examples of actions are:

- “A Ben & Jerry’s Van that had a format of a cow, where attendees could go inside, interact with other people and take some pictures”;
- “A Millennium’s stand on Rock in Rio, where you could get different hair styles”;
- “Escalade on Delta Tejo”;
- “Activities close to the river on MEO Sudoeste”.

It was also added by an attendee, that the actions preferred are the most creative ones. Those that impress the attendees are the ones that stay in their memories for a long time.

On the breaks between music shows, attendees confess they go to get some food, drinks and also go to the bathroom. When there are bands playing simultaneously, one of the attendees said that he would go and watch those shows; another would go queuing for the

preferred band's shows. Finally, another mentioned that would go for a walk with friends and the other would watch the stands and activities being promoted in the festival.

Moreover, every person interviewed affirmed liking activities in music festivals, regardless of being sponsored by a brand or the festival itself. One attendee stated that, when camping at the festival, there is always some time to go and check the stand and activities inside the festival. The most important aspects in the entertainment activities highlighted by the attendees are: "Souvenirs or offers"; "The important is the type of activity"; "It is fun"; "Going to enjoyable entertainment activities".

Every attendee already kept some gifts given in a festival. There are several examples like keychains and a pen drive (kept for at least 5/6 years). For one attendee it is not about the brands of the things but to remember the festivals. There are also other things like some glasses given at an Eristoff party (kept for at least 9 years), some bags and small offers that are always useful, pens and hats.

From all the interviews (four attendees), only one could remember to have tried a product in a festival. This attendee tried "Somersby", liked it and bought it again afterwards. The others didn't remember it and one of them, stated that he would be open to try new things.

Regarding brand recognition, one of the attendees said it wouldn't associate the brand with the festival but the opposite. Another stated it would associate "Somersby" with the festival because it was the place where it tried the product for the first time. Another interviewed, stated to associate a brand to a festival more and more as brands are nowadays used in the name of the festival, and therefore all the advertising used has the presence of brands. There is a visual union between the brand and the festival itself. For this attendee the brand becomes more attractive, it gains an identity that is also able to organize festivals and not only sell products/services. It always has a consumer view but

additionally the brand produces something creative and cultural through music. The example given by the attendee, is the association of NOS to NOS Alive. The final attendee would associate the action to the festival and not the brand promoting an activity. This is because, in the view of the attendee, the brand is recognized by its products and services and not by the actions brought up in the festivals. The attendee would associate the actions developed by the brands to the festivals and not the brand to the festival itself.

The answers regarding what these attendees would like a brand to develop in a festival are several:

- “Brands should go to a festival and value their space. The brands should go to the festival and not only giving gifts but value their space there by giving things useful and valuable for all the attendees and sponsored by them. An example could be a bathroom built by a brand and sponsored by the brand. Something useful for us and that we will recognize the brand for this action and not only gifts.”
- “Give free tickets to the festival in a more accessible way. There are already some challenges but they can do different things”;
- “Brands have been doing a nice job, focusing on innovative and nice activities every year”;
- “An hour with a lower price for the food and drinks. More specific places with stages sponsored by brands.”

5. Discussion and Implications

It was possible to draw several conclusions from the interviews performed.

Preliminary Research

Summing up, the preliminary interview performed in the beginning of this thesis, made it possible to understand that the marketing done in events through the offer of products,

gifts and entertainment activities, can call the attention of the consumer better than the simple sponsoring. Moreover, brands can be better associated to the festival by event marketing than with sponsoring.

Furthermore, not only in terms of brand awareness and brand equity, the value that the brand itself might gain, can be actually translated into profit to the company. Even though, with less people agreeing on so, some attendees actually say that they are open to try new products offered in a festival and that if they liked it, they would buy it afterwards.

This interview served as a first basis to get the insight that event marketing is important. Therefore, it would be good to do a deeper study on the topic from the consumer perspective.

Main Research

First of all, there are no big differences among the three ages and therefore, the results are taken together for the Millennial generation.

Sponsoring

Regarding sponsoring, young adults have in mind some brands that are sponsoring a music festival. Therefore, some brands can effectively create brand awareness on consumers.

Another conclusion, possible to withdraw from this study, was the fact that some attendee's usually recall the brands associated with the name of the festival. Attendees, are sometimes confused, and call brands by their old names when the brands' old name was present on the music festival's name (e.g. Optimus Alive/NOS Alive). Therefore, even though having the name of the brand in the festival facilitates the connection with the festival, brand awareness and image, for a brand that wants afterwards to reposition

its image, might create some confusion. Moreover, attendee's sometimes couldn't distinguish between a brand sponsoring a festival and a brand present in a festival. The most important inference to take from here, is the fact that some brands with sponsoring or event marketing are able to create brand awareness, one of the objectives of sponsoring (Pelsmacker et al., 2005).

Event Marketing

Almost every attendee was able to recall actions developed by brands in festivals and associate it with the specific festival. Nevertheless, only some could connect the action to the brand.

In the breaks between the concerts, attendees usually go to the bathroom, get food and drinks. Some of them, also show interest in participating in entertainment activities or getting some souvenirs given by brands. Others want to queue for the next bands. The attendees state that they like to have entertainment activities in the festivals, but they are indifferent if it is brought up by the festival itself or the brand. The most important insight to take here, is the fact that almost every attendee was able to remember at least one action developed by a brand and that some described it with emotion and a smile in the face. Nevertheless, most attendees like the actions by itself and do not care if it is promoted by a brand or the festival. Another point, important to highlight, is the fact that when attendees remember an action that they consider bad, they will remember the brand and the festival. Therefore, event marketing should be taken seriously if managers do not want to damage their image rather than creating a positive effect.

Experiential Marketing

Everyone also claims to have presents given in the festivals, and that they still have it at home. Nevertheless, none of them is able to connect the product with the brand.

Regarding experiencing products in a festival, some attendees also said they already did it. The ones who tried new products say they liked it and in this case, they were open to buy it afterwards. Experiencing new products makes the consumer remember the festival where he tried it for the first time. With these results, it is possible to see that if a company wants to introduce a new product and present it in a festival, consumers will remember what it was and where they tried it. When liking the products, it would have a positive result in the future and the brand will probably be connected to the festival.

Brand Awareness

Some attendees associate the brand with the festival, others don't or others seem to associate the festivals with the brands. Therefore, it is only possible to say that some brands are effective in connecting their image to the festival.

Open Question

Attendees would like to have more activities developed by brands where they could offer free tickets, drinks and food or also some presents. More creative actions, developed by brands, which are useful for the attendees while in the festival.

6. Limitations and Further Research

With this thesis, we can get insights about consumer's perspective regarding event marketing and conclude that this is a relevant topic, where companies should invest some time. Nevertheless, it is not enough to take a precise conclusion.

One limitation of this thesis, is the fact that it uses a small sample, being not enough to prove something precisely. Getting more answers, and also more diverse ones, would strengthen the conclusions taken before.

Moreover, another limitation is the fact that the interview was not done right after a specific music festival. This would be important to test the effectiveness of sponsoring and event marketing on specific brands. Furthermore, the study of a successful event marketing brought up by a brand would be important in order to understand which ones were the key success factors.

The suggestion given for further research, is the study of a specific brand that uses event marketing while in a festival. Study the effectiveness of the actions developed, by getting information on a sample of attendees, before, while and right after the music festival.

Another suggestion is the creation of a quantitative model that could prove and estimate the effectiveness of event marketing regarding some of their main objectives: increasing brand awareness; creating brand image; re-positioning the brand/product in the minds of consumers; increasing profit over a short period; and, achieving larger market share (Pelsmacker et al., 2005). This would be important for managers in the decision making process, when considering investing in event marketing.

7. References

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