

The Event Planner's Guide

# How to Plan a Successful Brand Activation





"If your brand is a cold and lifeless lump of coal in the dark, brand activation is the firelighter that makes it burn hot and bright for all to see."

**eConsultancy**

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# 1

## Setting Goals and Objectives

Before you start planning your activation, map out every detail concerning your brand values, goals and objectives, and let them guide your planning. A successful brand activation is one that elicits an emotional response with the consumer. How will you create memorable moments and achieve your goals at the same time?

### Some questions to consider...

- What are your brand values?
- What are your activation goals? (Leads, brand awareness, new customers?)
- What do you want your customers to feel about your product/service?
- What is the key brand message you want to get across?
- How many leads do you want to receive?
- Who is your target audience/persona/end consumer?
- Is your activation in-person/online/both?

- What in-person and digital elements will you use?
  - How will consumers be able to engage with your brand (Ie: can they touch, taste, see, smell, or hear your products?)
  - What will bring your brand to life during your activation?
- 

## 2

# Establishing your KPIs

Your Key Performance Indicators are your measures of success. Establishing what those measurables are is vital to knowing whether or not your activation was successful. So, how will you know that your activation helped you achieve your goals?

## Here are some examples of KPIs...

- Newsletter signups
- Completing a contact form
- Agreeing to a follow-up call
- Setting up a post-activation meeting
- Signing up for a service
- Trying a free sample
- Taking a business card or brochure
- Purchasing a product
- Following social media accounts
- Posting user generated content to social media
- X number of interactions
- Favourable consumer reactions or responses

# 3

## Training your Team

Your activation team and your brand ambassadors are critical to the success of your activation. Make sure they are well-trained and fully equipped to fulfil their role during the event.

### Training tips...

- Select ambassadors who embody the brand and understand the target market
- Make sure they understand the brand and the products in detail
- Give them opportunities to use the products themselves
- Ensure they use brand lingo and terminology
- Role play and rehearse various scenarios
- Teach them to listen out for consumer pain points
- Teach them how to guide conversations towards buy-in
- Prepare them for complaints/tricky interactions with consumers
- Make sure they are friendly, helpful and attentive

# 4

## Tips, Tools and Tech

In addition to your brand ambassadors, there are some tools and resources that can help take your activation to the next level. The right tech will also minimise queues and waiting periods.

### Try some of these ideas...

- QR codes for easy, touchless digital signups and app downloads
- An attendee management platform to collect and collate consumer data
- An event app consumers can download for helpful resources (product brochures, how-to guides, exclusive material, etc.)
- Gamification elements for quick polls, fun quizzes, competition entries, etc.
- Augmented Reality apps to showcase your products in a unique way
- Photobooths can be extra fun with AR functionality that allows consumers to change up backgrounds, filters and animations
- Live product demos / video showcases

# 5

## Social Media Success

Social Media can be a powerful tool in your activation arsenal. Be sure to optimise your social pages prior to the activation to make sure all brand information and messaging is up to date and in line with your goals.

### Try some of these ideas...

- Choose a memorable event hashtag and feature it across all marketing collateral
- Have a dedicated photographer/videographer
- Have a fun on-site photo booth with an oversized photo frame
- Run an exclusive competition or product giveaway
- Encourage consumers to post and tag photo entries for a chance to win great prizes
- Use QR codes to maximise social account follows
- Be ready to share user-generated content on the day to maximise engagement
- Allow visitors to test products, film their reactions or experiences and post to their social channels

# 6

## Running Successful Surveys

Survey data is gold. It can help you understand your customers better and also provide great feedback and quality data for future events.

### Tips to get quality survey data...

- Keep surveys short and sweet
- Offer great prizes in exchange for time and feedback (product discounts, coffee vouchers, movie tickets, product hampers, etc.)
- Make surveys available onsite at the activation
- Use QR codes to direct consumers to the survey page

# 7

## Final checks

In-depth planning will ensure that your activation goes down seamlessly, without hitches and glitches. You'll be prepared for every outcome.

### Here are some helpful reminders...

- Tables, seating, furniture, décor, etc.
- iPads, chargers, extension leads
- Print and frame QR codes
- Free product samples
- Products for testing
- Branded banners, attire, etc.
- Printed brochures, business cards, etc.
- Drinks and refreshments

For more great event planning tips, tools and resources, visit [www.flock.events](https://www.flock.events)

