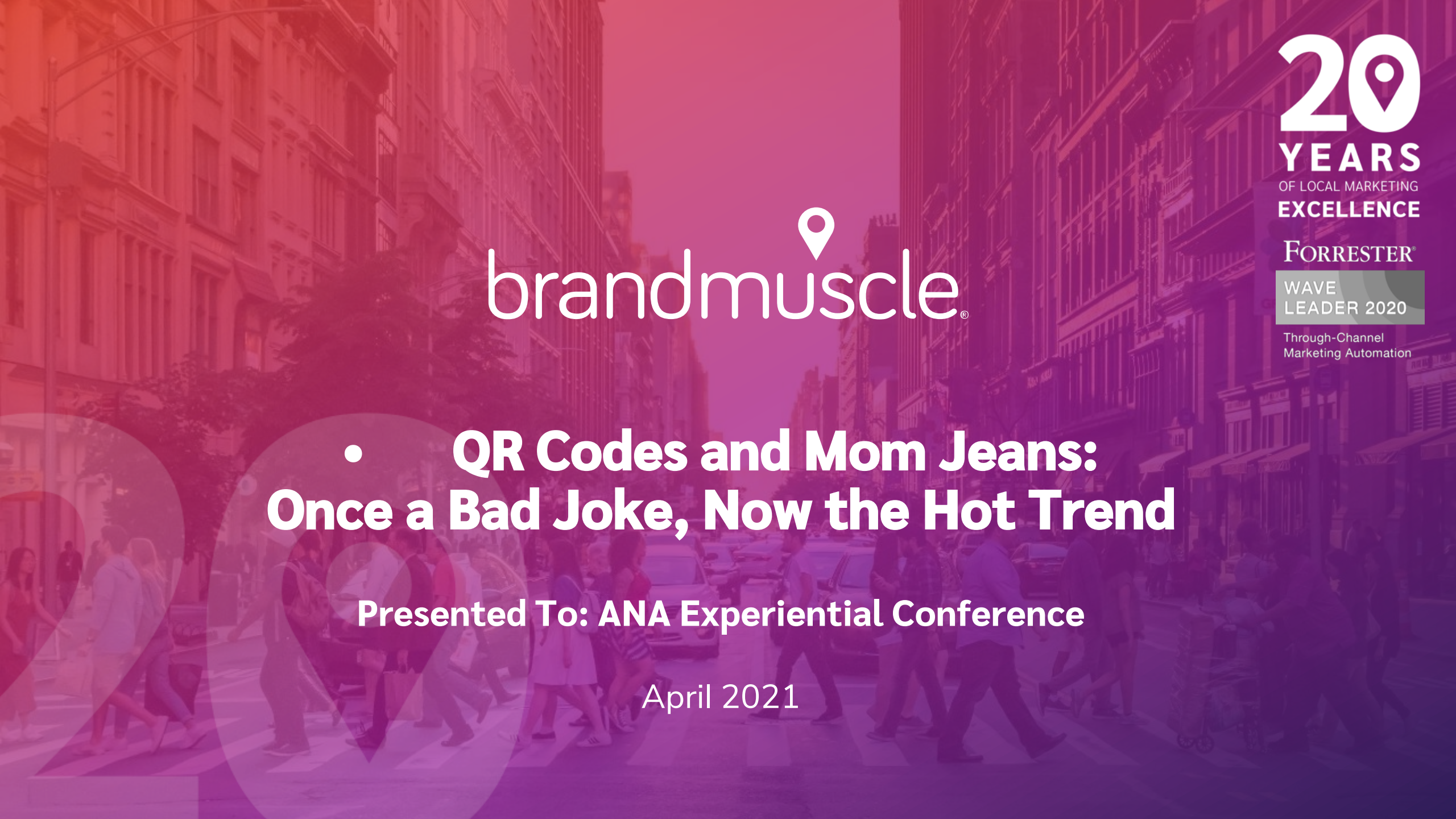

20 YEARS OF LOCAL MARKETING EXCELLENCE

FORRESTER®
WAVE LEADER 2020
Through-Channel Marketing Automation

brandmuscle®

QR Codes and Mom Jeans: Once a Bad Joke, Now the Hot Trend

Presented To: ANA Experiential Conference

April 2021

Presenter:

SARAH CUCCHIARA
SVP, Channel Marketing Strategy
BrandMuscle

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BrandMuscle Mission

To provide marketers with the solutions and expertise to...

acquire customers, ensure consistent brand messaging, and maximize ROI

...through **local channels**.

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Channel Marketing Expertise

Alcohol and Beverage

Over 200 Leading Brands

50,000 Supplier and Distributor Reps

Insurance and Finance

6 of the top 10 US Property and Casualty Insurance Companies

Support for Over 50,000 Local Insurance Agents

Manufacturing

Top 3 Largest Global Home Appliance Brands

No 1 US Tire Brand

World's Largest Bedding Provider

World's Largest Coatings Company

World's Largest Deck Manufacturer

Top 10 US Construction Equipment Manufacturers

Other Sectors

Consumer Packaged Goods

Retail and Services Franchises

Restaurants and Foodservice

Automotive and Transportation

Tech and Telecom

3 of the Top 5 US Wireless Carriers

2 of the 10 Largest Technology Brands

Healthcare and Pharma

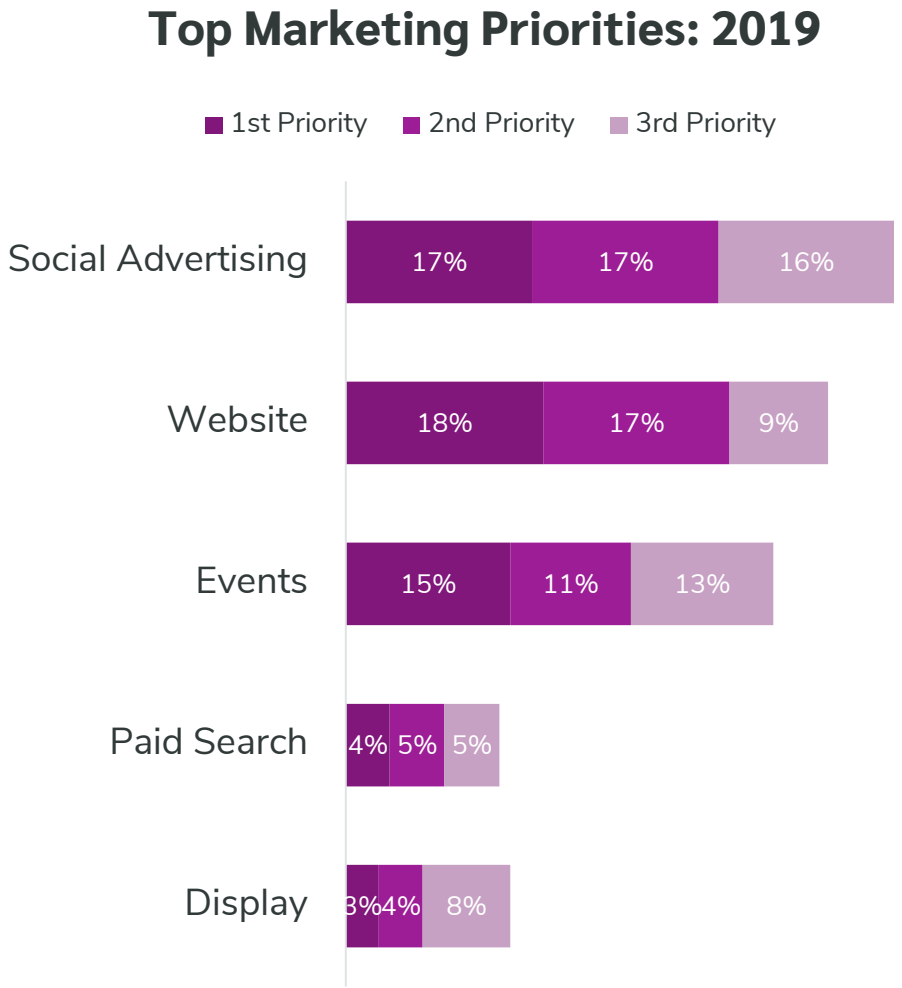
Largest U.S. Pharmacy Chain

3 of the Top 10 Hospital Systems

1M+
Business Owners
OPEN

Local Events a Priority for Business Owners

- 39% of local marketers viewed events as a top marketing priority in 2019
- 23% expected to increase spend in events moving into 2020
- BrandMuscle booked over 10,000 hyper-local events in 2019 alone



The State of Local Marketing Report 2019, BrandMuscle

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The Experience Economy

- 1998: Publication of “The Experience Economy”
- Millennials choose to “experience” rather than buy products – driving this trend
- Social media helped to fuel this trend
- Now consumers expect memorable experiences to be woven into their purchase journey

The Numbers

78% of millennials would choose to spend on an experience than purchase a product

72% millennials prefer to spend money on live events than material products

$12B Projected location-based experiences industry by 2023

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Closed due to
CORONAVIRUS

COVID's Impact to Event and "Experiences"

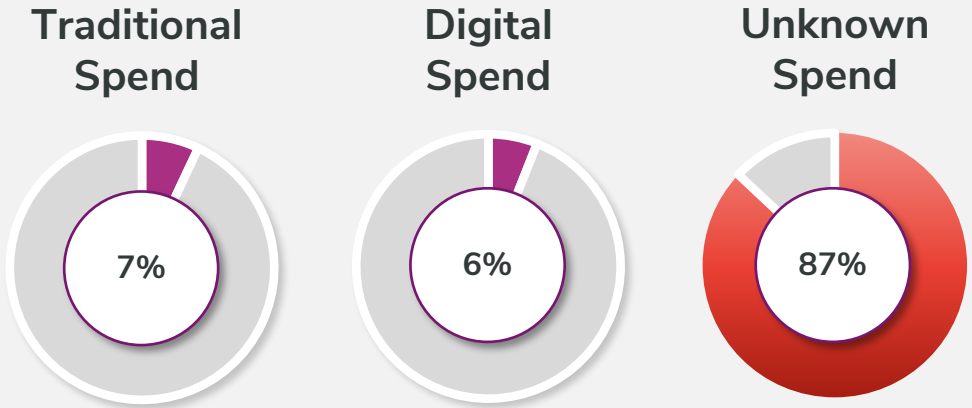
- In-person events and experiences immediately impacted
- Clients heavily invested in local events and sponsorships had to quickly pivot to stay relevant
- Channel partners scrambled to find ways to engage with community while effectively spending budgets
- Brands had to find alternative ways to support their local partners and maintain a local presence

Client Example

March – May 2020

1,337 Cancelled Events

~$2.4M Event Funds Available



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“Creative” Community Engagement

- Essential Businesses
- Entertainment and Consumption
- Digital Execution of Traditional Tactics

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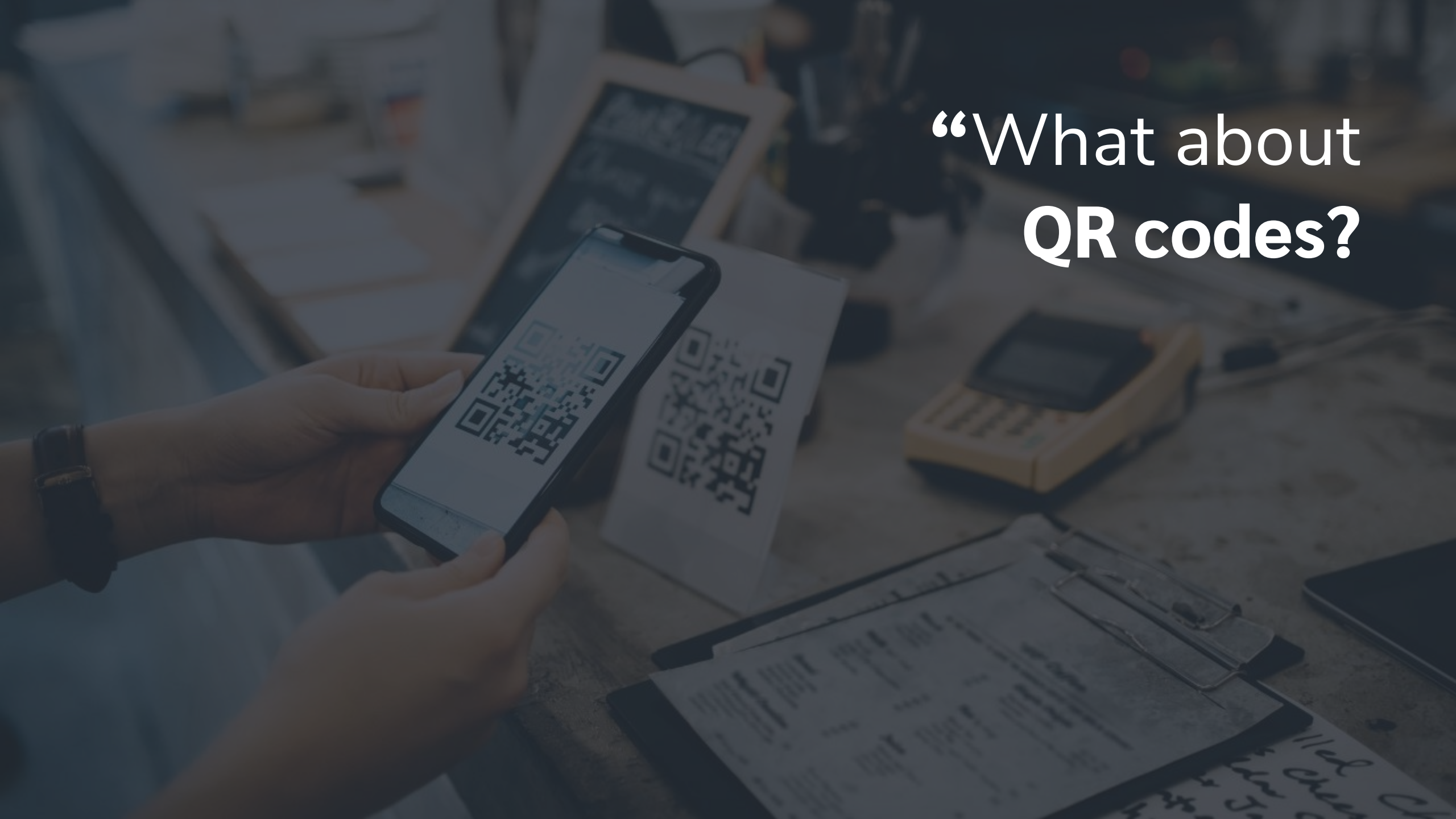
“What about
QR codes?

Are you
KIDDING me?

QR Codes Have Become the Mom Jeans of Marketing

'Gateway to anything a marketer can dream up': Touchless commerce has normalized the QR code, and brands are giving it a second look

QR Codes Are Here to Stay: 5 Ways This Tech Shines in the Pandemic

By Sharat Potharaju — On Feb 18, 2021

LOCATION DATA GUEST AUTHORS

How The Pandemic Saved The QR Code From Extinction

Forbes

Ira Gostin Forbes Councils Member
Forbes Communications Council
COUNCIL POST | Membership (fee-based)
Leadership

Ira M. Gostin, MBA, APR is the principal at Gostin Strategic Consulting LLC, helping global companies tell their stories & move the needle.

What Are the Best Mom Jeans?

By Lori Keong and Chloe Anello

THE FASHION

FASHION BEAUTY STYLING HISTORY

TREND ALERT: MOM JEANS 2020

The Fashion Folks — March 30, 2020

It's almost been two months since I last wrote a trend alert! Not too much, from a trend perspective, has happened in the fashion world since. I'm definitely excited though to jump straight into the spring trends and dream about the fashion we'll work once life is [illegible] about the mom jeans 2020? Find more trend alert articles

Toward a Universal Theory of 'Mom Jeans'

Straight-legged, high-waisted jeans were almost casualties of reductive stereotypes about motherhood—but now they're back.

ASHLEY FETTERS AUGUST 28, 2019

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QR Codes Have a Place in the Customer Journey

National Level Marketing

- Strategy
- Brand Awareness
- Market Share
- Mission / Vision

Local Channel Marketing

- Discovery / Relevancy
- Engagement / Events
- Pricing / Promotions
- Point-of-Sale

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QR Codes Have a Place in the Customer Journey

National Level Marketing

- Strategy
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- Mission / Vision

AWARENESS → INTEREST → CONSIDERATION → PURCHASE → ADVOCACY / RETENTION

Local Channel Marketing

- Discovery / Relevancy
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- Point-of-Sale

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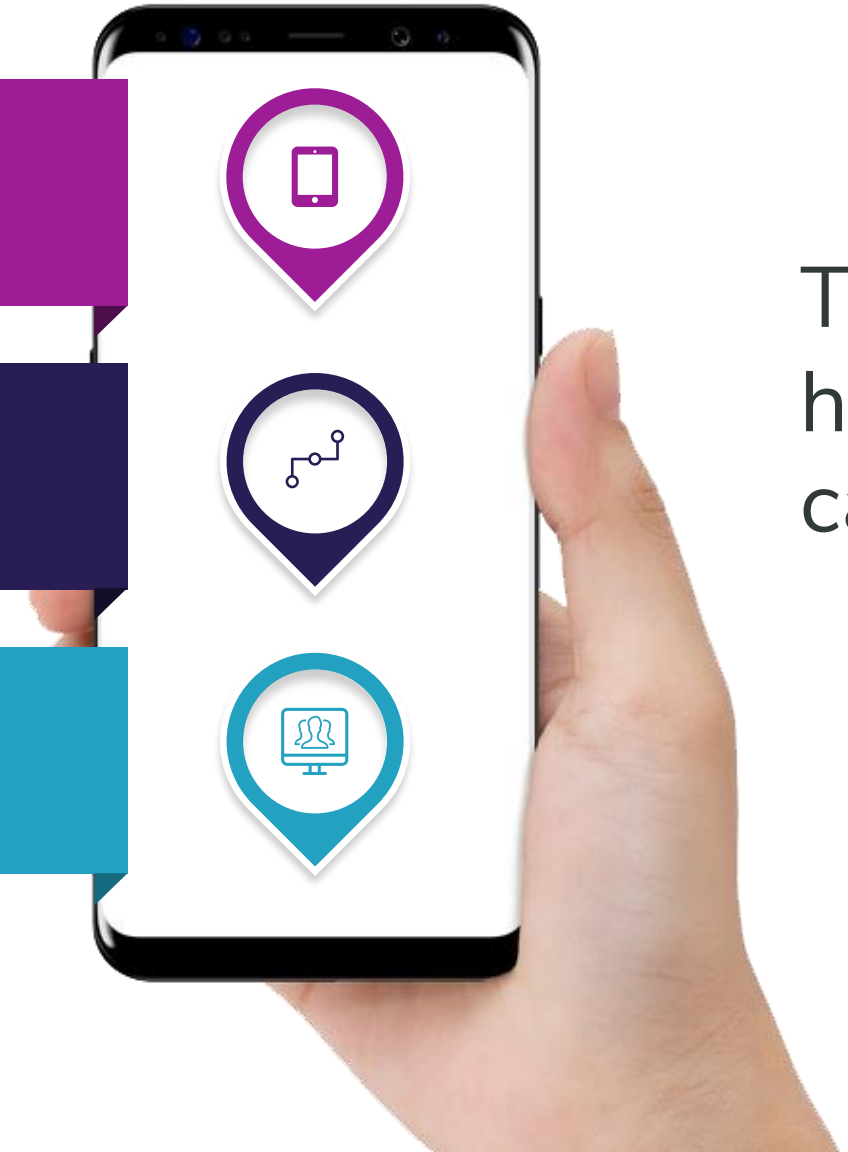
Bridging the Gap: Unlocking Digital Experiences

Scan digital or traditional assets to activate

Leverage codes to connect consumers to businesses

Replaces events and physical assets with virtual experiences



Technology has **FINALLY** caught up

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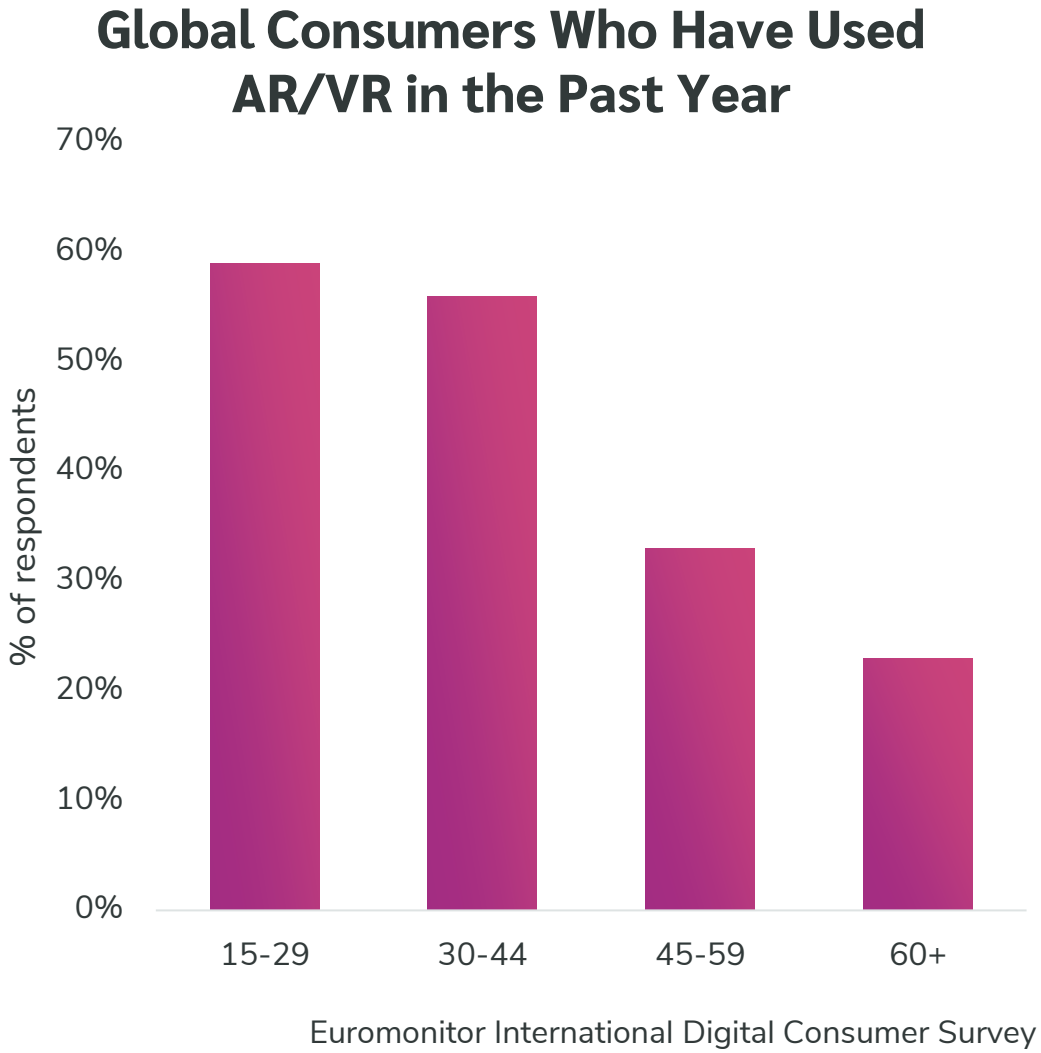
Digital Experiences Are More Accessible



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Quick Adoption in Different Industries

Alcohol / Beverage Industry

Financial Services Industry

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Alcohol/Beverage: Launching Immersive Experiences

Sampling, product demos, and in-store displays are the hallmark of the industry

Challenge

- Needed a safe way to offer customers an immersive look at products
- Required support of multiple content types and ability to update content in real time

Solution

- Leveraged printed and digital materials with QR codes to launch virtual experiences and product materials
- BONUS: **DATA**

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Promoting Virtual Events and Product Trial

- QR codes launched landing pages for virtual event registration
- Materials included codes with links to special offers and product information
- Drove traffic to local resellers or online ordering
- Ability to measure scans by location to understand engagement physical assets

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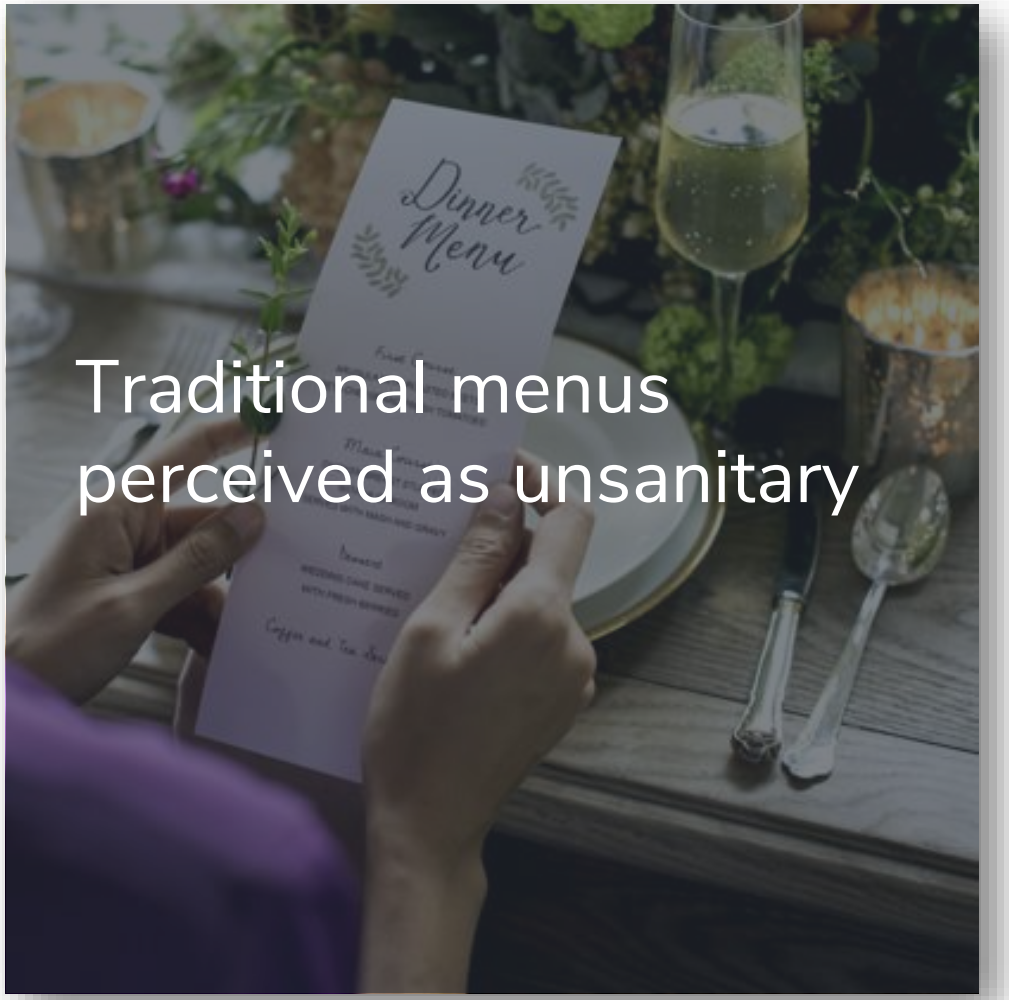
Evolution: Touchless Menus

- Suppliers, distributors and retailers were heavily impacted by pandemic and closure of restaurants and bars
- Proprietary platform to leverage menus as channel promotional items in the industry
- Identified need to evolve menus to meet health and safety needs and continue to meet the needs of our clients



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SpotMenus: Digital Menu Platform

- Industry-specific ecosystem for suppliers and distributors to reach businesses and consumers
- Supports promotional channel menus
- Ability to launch branded experiences from the menu

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Financial Services: Virtual Agent Connections

Agent facilitated conversations about services and offerings is crucial to consumer decision-making

Challenge

- Offices closed and in-person appointments were not possible
- Consumer demand for consultation and services continued

Solution

- Leveraged printed and digital materials with QR codes to connect consumers to local agents
- BONUS: **DATA**

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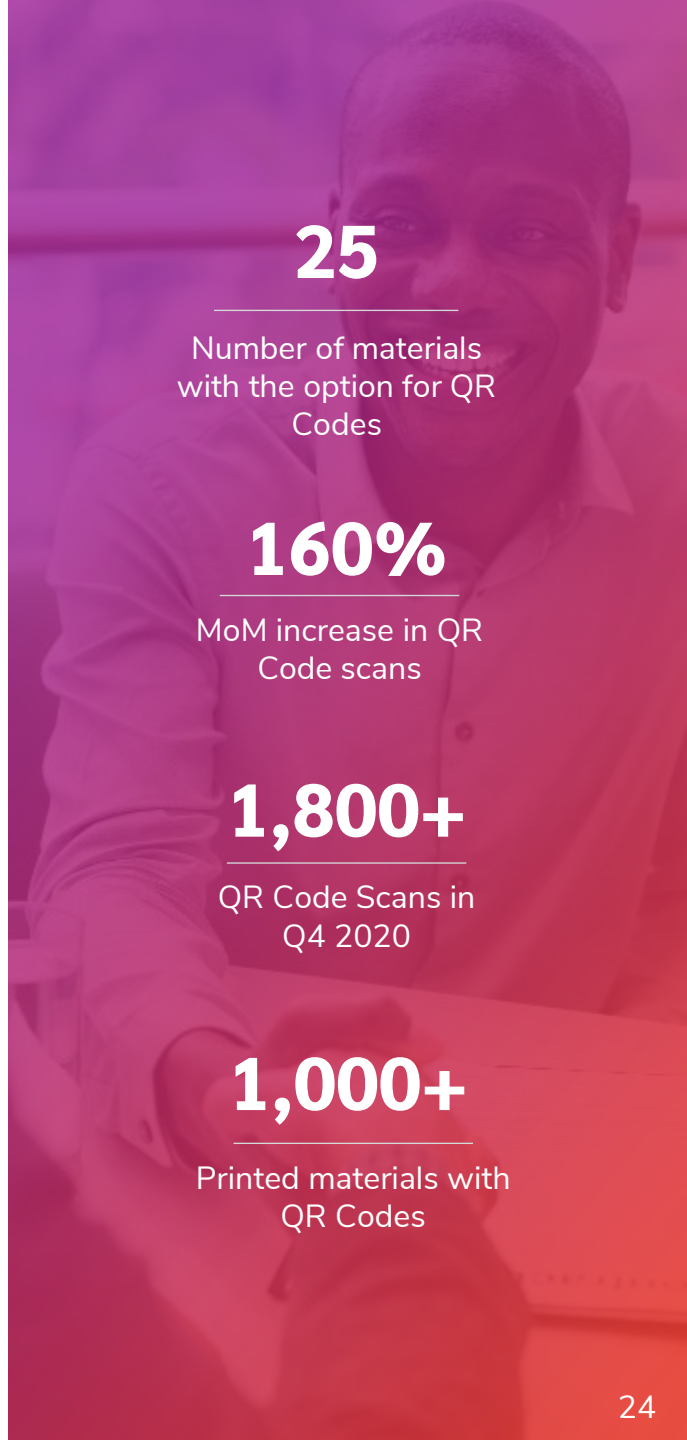
Facilitating Virtual Agent Connections

- QR codes designed to enable consumers to engage with agents through various contact methods
  - Scan to call
  - Scan to landing page
  - Scan for virtual appointment
- Codes used on printed materials or digital OOH ads could link to real-time rates and information
- Ability to measure engagement with off-line assets



25

Number of materials with the option for QR Codes

160%

MoM increase in QR Code scans

1,800+

QR Code Scans in Q4 2020

1,000+

Printed materials with QR Codes

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Customer-Centric Applications

Enhance Experiences
Bring offline and online together

Facilitate Engagement
Launch virtual experiences to interact with the brand

Relevant Content
Pricing, inventory, and other locally relevant information

Drive the Journey
Scan to direct actions that propel the journey

Real-Time Promotions
Locally relevant offers, promotions and campaigns

Safe Engagement
Hands-free limits health and safety concerns

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QR Codes:
FINALLY, their time has come

Q&A

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Thank You

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