

RETAIL EVENT STRATEGIES: THE SALES IMPACT OF EXPERIENTIAL EVENTS

A quantitative analysis of the influence of events on product sales in the retail, restaurant, and nightlife channels

SUMMARY OF KEY FINDINGS

(see inside for complete details)

- >> Events held at or near retail outlets have a very positive impact, with 77 percent of respondents reporting that they **felt more positive about the company or brand** after the event.
- >> Retail events have a powerful impact on purchase inclination, **with 98 percent reporting they were more likely to purchase** after such an event.
- >> The opportunity to try the product or service is by far the **most compelling incentive** for purchasing at the event.
- >> Being given a discount coupon or special offer had **significantly bigger impact** on women, with 37 percent of females vs. 29 percent of males selecting that item.
- >> About **two-thirds of all the respondents purchased the product/service** being promoted at or near the event.
- >> Fifty-seven percent report that they **purchased the product or service more than once** as a result of initial exposure at a marketing event.
- >> Overall, **buying/trying appears to be most important** in the food category.

INSTANT ACTION

Retail Events Stimulate Action

Marketers are under increasing pressure to demonstrate a return on their marketing investments. As a result, they are seeking ways to create programs that lead to the ultimate measure of ROI: sales. This is leading to more events that are staged in close proximity to retail locations where the promoted product can be purchased. But does bringing an event closer to the point of purchase really stimulate sales? And is sales the only measure worth tracking? After all, there are cheaper and easier ways to impact sales without the effort, cost and uncertainty of staging a live event.

This research paper is the third in a series of reports based on original consumer research sponsored by Polaroid Corporation. It examines the impact of retail-based events on immediate and long-term sales, the differences in participation levels and impact across several classes of retail establishment, and the influence of event participation on brand and product awareness and affinity. It also touches on the motivating factors that attract participants of different age groups and genders to engage at events.

Retailtainment on the Rise

Whether in store parking lots, in malls, and even in or around restaurants and nightclubs, the increase in “retailtainment” events—those that incorporate fun, interactive experiences and serve as platforms for product sampling and demonstrating—has been on the rise for the last few years.

In our 2005 research paper entitled *Experiential Marketing Insights*, we reported that most of those surveyed (88%) had seen or participated in an event at or near a retail location. And of those who reported having participated in a store event, nearly three-quarters (74%) indicated that it led to a purchase either immediately or within 30 days.



These core findings led *Event Marketer* magazine to delve more deeply into retail-based events with the goal of helping marketers and their agencies understand the elements and dynamics that underlie successful events and create sound strategies for achieving desired outcomes. So, in March 2006 *Event Marketer* commissioned a consumer survey to explore the influence of retail-based events on consumer behavior and attitudes.

The results, which are highlighted in this report, support the move many marketers are making to take their events closer to where their products or services can be purchased. In fact, this study establishes a direct link between consumer engagement and retail and product purchases. What's more, positive engagement not only stimulates immediate sales, but leads to high levels of conversion after the initial purchase. This and other findings highlighted in this paper may change how you plan, execute and measure your retail event activity. In fact, you may find that if you're not exploring a retail-based event strategy, you should be; and if you are, you may be getting more out of it than you think. ■

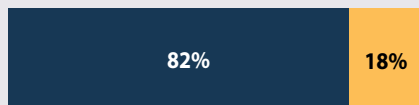
This research is sponsored by



A. EVENTS ATTRACT NEW USERS

Four of five respondents reported their most recent event experience was with a product/service they had not previously used.

MOST RECENT EVENT PARTICIPATED IN WAS FOR A...



KEY:

- Product/service you had not used
- Product/service you already use

B. EVENT PARTICIPATION INCREASES PURCHASE INTENT

Nearly every respondent said they were more likely to purchase after having participated in an event.

WERE YOU MORE OR LESS INCLINED TO PURCHASE AFTER PARTICIPATION?



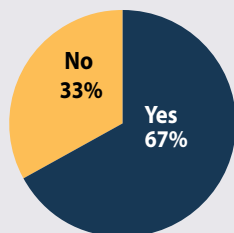
KEY:

- More
- Less

C. EVENT PARTICIPATION LEADS TO IMMEDIATE SALES...

Two-thirds of respondents made an immediate purchase after having participated in a retail event.

DID YOU BUY THE PRODUCT/SERVICE BEING PROMOTED AT THE RETAIL LOCATION AT/NEAR THE EVENT?



STAGING AND ENGAGING

Creating an experience at retail is a powerful way to attract new customers



It just makes sense. The location where your product, a consumer in a buying mode and your message intersect is the perfect storm for any marketer. Like a universe on the verge of formation, all that's needed is a "big bang" to set into motion a series of events that create a self-sustaining and ongoing reaction.

Increasingly, experiential events at or near retail locations are becoming the catalyst for engaging customers and generating sales. But to say that so-called "retailtainment" events just boost sales does not go far enough in communicating the real impact of these kinds of events. Understanding how retail events influence behavior across age groups, gender, and types of retail outlets is critical information marketers need to craft their programs for maximum results.

Case in point: Most participants in events staged near retail locations are not current users of your product or service. In fact, four out of five consumers (see Chart A) reported their most recent event experience was with a product or service they had not previously used. This finding is significant as it suggests that events can be a powerful way to bring new users into the fold. It also suggests that marketers can't assume that participants have a base of knowledge of the brand and what its benefits are. Educational elements, the ability to try (or try out) the product, and knowledgeable brand ambassadors who can explain the product and answer questions are important components of these types of programs. In other words, you can't just show up and hand out coupons to stimulate meaningful results.

So why invest in a retail event strategy? In a word, sales. Nearly every respondent (98%, see

Chart B) indicated that they would be more likely to purchase the product after having participated in an event, and two out of three (67%) reported actually purchasing the product or service after trying it at an event near a retail location. Significantly, over half of those people (57%) reported buying the product or service again after their initial purchase, making a strong case for the longer term impact on conversion as a result of a successful experiential engagement.

Perhaps not surprisingly, given that most retail event participants are not current users, the ability to try an unfamiliar product or service

“Most participants in events staged near retail locations are not current users of your product or service.”

prior to buying it is primary draw for participants. In fact, 74 percent of consumers surveyed said that product trial is "very influential" (see Chart E) in their decision to make a purchase. But this level of importance varies with product category. Overall, buying/trying appears to be most important in the food category (see Chart F). It is also quite strong for electronics, computer equipment, and health & beauty products. In second position are soda/beverages, home goods, and over-the-counter drugs. And in third place is the beer/alcoholic beverages category.

From a gender standpoint, there is a difference in relation to food products, with 78 percent of women selecting "very influential" vs. 67 percent of men. Not surprisingly, women favored health & beauty products as well, with 62 percent rating that category as "very influential" vs. 35 percent of men (see Rimmel Case Study, page 3, for a practical illustration of this finding). In terms of age, the beer/alcoholic beverages item skewed high in the 22-29 year-old group in terms of "very influential," while home goods are "very influential" among those in the 30-54 age range.

These findings support a conclusion outlined in our last research paper, entitled *The Viral Impact of Experiential Marketing*, in which we pointed out the importance of tailoring the design of your experiential event to the age and gender of your target audience. ■

TYPE OF RETAIL STORE IMPACTS PARTICIPATION

Events are taking place in or near virtually every type of retail location—from grocery stores to movie theaters—as marketers seek places to intercept their customers or prospects in an uncluttered environment.

In our study, grocery stores (63%), warehouse clubs (50%) and discount stores (38%) were the most frequently recalled event locations. Overall, from a gender standpoint, men and women responded very similarly on a percentage basis to many of the retail choices. For example, “grocery store” was selected by 64 percent of men and 63 percent of women, a difference much too small to be statistically significant. However, the difference for those who recalled an event at a restaurant is statistically significant, with 18 percent of men vs. 8 percent of women selecting that item. And, rather surprisingly, 23 percent of men selected “mall” vs. 17 percent of women. The difference is also significant in relation to “movie theater,” which was selected by 17 percent of men vs. 6 percent of women. Not as surprisingly, 22 percent of men vs. 12 percent of women selected “bar/nightclub.”

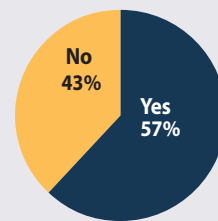
Event locations also seem to vary in their influence on both immediate and future purchases, with some noted gender differences by type of location. In Chart G we see the impact of participating in an event on purchases across the seven classes of trade included in the study. Overall, the findings clearly indicate a strong causal relationship between event participation and purchases. However, when we look at each type of retail location we see some interesting gender differences.

Events at discount stores, restaurants, shopping malls, and movie theaters all show a larger relative impact on immediate and future sales among women vs. men, with at least a 10 percentage-point spread between men and women on immediate sales impact, and an even larger spread on subsequent sales. It’s unclear why this is, but it suggests that for marketers looking to specifically impact women, targeting them through events at these locations may be more effective than others. ■

D....AND REPEAT SALES

Over half of respondents who made an initial purchase went on to make subsequent purchases.

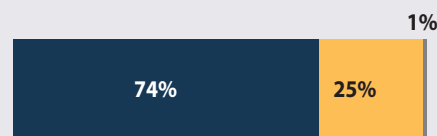
DID YOU BUY THE PRODUCT OR SERVICE AGAIN AFTER YOUR INITIAL PURCHASE?



E. PRODUCT TRIAL IS A POWERFUL PURCHASE INFLUENCER

Events provide a powerful platform from which to demonstrate product/service benefits prior to purchase.

HOW INFLUENTIAL IN YOUR BUYING DECISION IS SEEING OR TRYING A PRODUCT/SERVICE BEFORE BUYING IT?



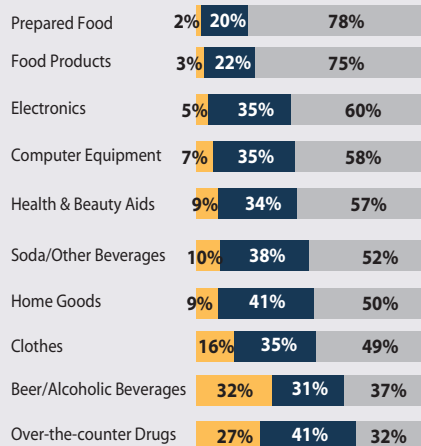
KEY:

■ Very influential ■ Slightly ■ Not at all

F. TRIAL IS A CRITICAL PRE-PURCHASE CONDITION IN SPECIFIC PRODUCT CATEGORIES

Trying before buying is most important in the food, electronics, computer equipment and health & beauty products categories.

IN THE FOLLOWING CATEGORIES, HOW INFLUENTIAL IN YOUR BUYING DECISION IS SEEING OR TRYING A PRODUCT/SERVICE BEFORE BUYING IT?



KEY:

■ Very influential ■ Slightly ■ Not at all

NOTE: Multiple answers allowed

CASE STUDY

COTY PROVES PERFORMANCE WITH ITS WAL-MART EVENTS

Coty Beauty has had a red double-decker bus on tour to promote its Rimmel cosmetics line since 2001 and the vehicle continues to make the rounds of parking lots at Wal-Mart stores. Consumers who visit the setup not only get beauty consultations and makeovers, but also receive printed checklists of the products the makeup artists use.

Consumers hop on the bus and head upstairs for “virtual makeovers”—brand reps digitally add different shades to a computer image of the guest’s face—and then the guest receives a printout of her favorite

looks and favorite products. Downstairs, professional makeup artists give makeovers using Rimmel products.



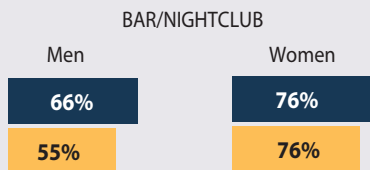
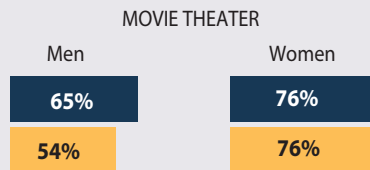
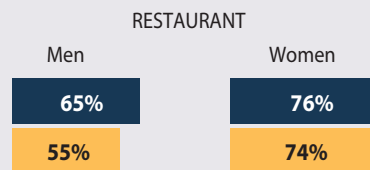
The key to driving purchase, says Rick Goldberg, VP of Cosmetics at Coty Beauty U.S., is the printed list. “Giving consumers a list of the products used for their makeovers makes it easier for them to go into the store and buy.” Rimmel measures initial post-event sales

results by tracking figures for the four-week period after a bus visit. In 2005, the average boost was 32 percent. (Agency: U.S. Concepts, New York City) ■

G. EVENTS HAVE DIFFERING IMPACT ON SALES BY CLASS OF TRADE AND GENDER

Tailoring your event experiences by type of retail outlet and target audience is key to increasing participation, which leads to sales.

DID YOU BUY THE PRODUCT/SERVICE BEING PROMOTED AT THE RETAIL LOCATION AT/NEAR THE EVENT? AND IF YES, DID YOU BUY AGAIN AFTER YOUR INITIAL PURCHASE?



KEY:
 Bought
 Bought again

CALCULATING PAYOUT ON YOUR NEXT RETAIL EVENT

Here's a way to estimate what it will take to cover the cost of your next event



With top management and procurement departments taking a harder look at all marketing investments, it behooves marketing managers to find ways to estimate payout on their event programs in order to secure approval and funding.

After all, live events are one of the most effective strategies for gaining trial. But they can also be among the costliest if judged solely by the cost of implementation. A more accurate gauge is to measure the cost per converted user. This is where events can measure up as an effective and efficient strategy.

For retail events, calculating a cost-benefit scenario can be a fairly straightforward process once you understand all of the variables. The reason is that more than other types of events where there may be multiple objectives (awareness, impressions, affinity, and so on), most retail events count "sales" as a primary short term objective. Event programs should be evaluated by comparing the up-front expenses to the ultimate return on investment. Conversions, not initial trial, are what you're after.

So, here's one way to estimate what you'll need to pay for your next retail-based event program.

STEP ONE:

GET YOUR NUMBERS TOGETHER

You'll need the following data:

1. The profit per unit of your product or service
2. Average number of product uses per year
3. All event-related costs (agency fees, staffing, travel, shipping, materials, permits, insurance, etc.)

STEP TWO:

GET OUT YOUR CALCULATOR

1. Calculate your profit per user per year by multiplying your unit profit by the number of annual product uses. Example: Profit is \$1.00 per user, and your product has an average of 10 uses per year. That gives you an annual profit of \$10 per user of your product.
2. Divide your event cost by your annual profit per user to determine how many people you have to convert to buyers in order to cover the cost of the program. Example: If the event cost is \$100,000, then \$100,000 divided by \$10 annual profit equals 10,000 converted users. This number represents the number of people you need to convert from triers to buyers in order to break even on the cost of the event program. On a percentage basis, that is a conversion rate of 10%.

Using this simple calculation you can judge whether your breakeven targets are realistic enough to warrant your investment. Keep in mind that there are numerous additional benefits of event marketing, including creating consumer awareness, retail merchandising support, PR impressions, and so on, that cannot be quantified with this kind of calculation. But for the number-crunchers looking over your shoulder, knowing what you need to make happen before you commit to the program will help you make your case. ■

CASE STUDY

MAJOR BRANDS BAND TOGETHER FOR NASCAR RETAIL EVENTS



For Coca-Cola, Kellogg's, and Masterfoods USA, NASCAR sponsorships are all about moving product off of retailers' shelves.

The trio of megabrands joined forces to engineer a seven-month program at Wal-Mart stores nationwide, using their deals with the stock car association as the hook. Coke (promoting Coca-Cola Classic), Kellogg's (two cereal and two cracker brands, plus Pop-Tarts) and Masterfoods (M&Ms and Pedigree dog food), generated measurable sales by requiring Wal-Mart to purchase incremental inventory and merchandising in exchange for the in-store endeavor.

"It was a perfect collaboration," according to Ismail Baki, Senior Co-Marketing Manager at Masterfoods, in an article in *Event Marketer* magazine. "Wal-Mart talks about wanting to enhance the shopping experience, customers tell us they want to enjoy their trip to Wal-Mart, and NASCAR was just the right sponsorship to leverage at the store level."

The brands recognized that NASCAR would have more draw in certain markets,

so Pierce Promotions & Event Management crafted a program that could be adapted locally. Stores in Nextel Cup race markets got the full-court press during the week leading up to the race in the form of an in-store programming capped by a major parking lot event on a 100-foot-by-70-foot space. All three brands' mobile trailers pulled in, each offering a mix of NASCAR-related activities and giveaways.

Presence was scaled down for key stores within 75 miles of a race—the brands offered in-store retailtainment only, with NASCAR trivia or a NASCAR match game letting shoppers earn race-themed and branded prizes. All other Wal-Marts received a multi-product merchandising kit for self-service.

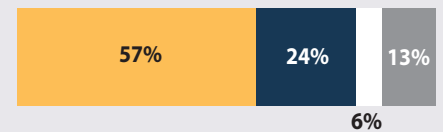
Baki of Masterfoods said the company saw double-digit sales increases in featured products during the events. The campaign encompassed 98 full-scale events, generating 335,000 at-store impressions and touching more than 25,000 shoppers. The 389 mid-level executions accounted for more than 40,000 interactions, giving away more than 30,000 premium items. ■



H. MOST IMPORTANT REASONS FOR PARTICIPATING

The most important elements that attract participation are "free stuff" and the desire to experience and learn something about a product/service.

WHAT GOT YOU TO PARTICIPATE IN THE EVENT?



KEY:

- Free stuff
- I wanted to learn about the product
- They offered a discount for my purchase
- No answer

I. EVENT PARTICIPATION INCREASES POSITIVE BRAND PERCEPTION

More than half of respondents reported neutral opinions about a brand prior to their interaction at an event. But three out of four participants report more positive feelings after the event.

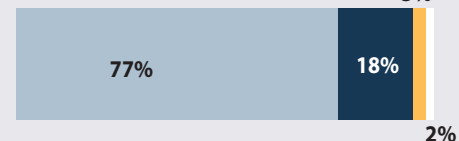
HOW DID YOU FEEL ABOUT THE COMPANY OR THE BRAND THAT PROVIDED THE ACTIVITY BEFORE YOU PARTICIPATED?



KEY:

- No opinion
- Positive
- Negative

WHAT WAS YOUR FEELING ABOUT THE COMPANY OR BRAND AFTER THE EVENT?



KEY:

- More positive
- Same
- No opinion
- More negative

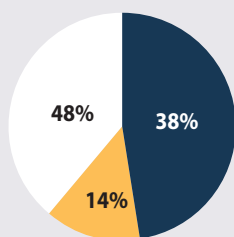
NOTE: Multiple answers allowed



J. GUESS WHO'S THE SPONSOR

Your retail partners get partial credit for staging the event.

WHO DO YOU THINK WAS PUTTING ON THE EVENT/ACTIVITY YOU PARTICIPATED IN?



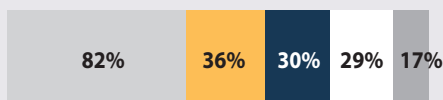
KEY:

- Company that makes the product/service
- The store/location where the product/service could be purchased
- Both

K. REASONS FOR FEELING MORE INCLINED TO PURCHASE

Product trial is the overwhelming trigger for immediate purchases.

WHY DID THE EVENT MAKE YOU MORE INCLINED TO PURCHASE THE PRODUCT OR SERVICE?



KEY:

- Gave me the opportunity to try it out
- Discount coupon made me more likely to buy
- Showed the company believed enough in its product to let me try it first
- Event helped me realize I'd like or benefit from the product/service
- Made me feel good about the product/service

NOTE: Multiple answers allowed

EXTRA CREDIT

Events can enhance your retailer relationships

Every marketer is looking for ways to enhance their relationship with their retail customers. Better relationships yield better merchandising support, among other benefits. One of the best ways to get retailers in your corner is to help them look good to their customers. And if you can do that without heavy involvement (or cost) on their part, even better. To explore the awareness of event participants we asked the question, "Who do you think was putting on the event you participated in?" We found that nearly half (48%) of participants correctly identified the company that makes the product/service as the sponsor. But interestingly, 14 percent gave credit to the retailer near where the event took place, and 38 percent thought it was a joint effort of the marketer and the retailer.



In addition, you might consider tying in the retailer's graphics or key messaging to further create a link. And for extra credit, explore the idea of creating an event that does more than boost sales of your product, but builds sales for the category or ties in complementary products from other departments that the retailer wants to promote (e.g., selling cookies? Work with the retailer to cross-promote milk). ■

The upshot of this finding is that when negotiating with retailers for placement and support of your event at or near their locations, a key selling point is the credit they'll receive from their customers for providing them with an activity that they value. In

EVENTS BOOST BRAND IMAGE

Active engagement at events creates brand awareness by virtue of the interactivity that takes place. After all, if you've spent time using or viewing a product or service at an event you are then aware of it. And we've seen in this report that there's a strong tie between engagement and purchase. But what impact does this kind of engagement have on peoples' attitudes toward the brand? It turns out the impact is significant.

BEFORE...

Thinking back to their most recent experience at an event, 57 percent of survey respondents had no prior feelings about the brand or company, while 42 percent recall positive feelings. Men tended to be more positive—50 percent vs. 41 percent of women. Women were more likely to have "no opinion," with 59 percent female vs. 48 percent men feeling this way.

AFTER...

Our findings suggest that retail events have a strong positive impact on feelings toward the brand. In fact, three of four respondents (77%) reported that they felt more positive about the company or brand after the event, with 18 percent indicating no change and only 3 percent reporting "no opinion." There was no statistically significant gender or age difference in this area. ■

“ Three of four respondents (77%) reported that they felt more positive about the company or brand after the event ”

GETTING PEOPLE TO PARTICIPATE

Location is a big driver of participation. That's the beauty of retail-based events. Unlike events that are staged at or near where a target audience is working or playing, retail events are at the threshold of where the consumer is going to make a purchase. They're the last chance a marketer has to influence a purchase decision before the final decision is made. But getting in the last word just by virtue of your proximity to the decision isn't enough. You can't make your pitch if your target doesn't engage.

We wanted to understand what gets people to divert from their normal track and spend the time engaging with a brand at an event. What we found in this study is consistent with prior consumer studies we've conducted, which is that "free stuff" and the opportunity to learn are key drivers of participation.

In Chart H, we see that free stuff is by far the most compelling motivator. "Discounts" and

"learning about the product" are pretty much tied for second place, while an "interesting looking" event shows up in third position.

There is a significant difference between men and women in relation to "they invited me to play a game or contest," with proportionally about twice as many men selecting this item as women on all three levels of importance (most, second-most, and third-most important). On the other hand, in the overall scheme of things, this item ranked as the least important attraction.

From an age perspective, responses skewed somewhat toward the older end on the "I wanted to learn..." topic for the "most important" and "second most important" alternatives. Not surprisingly, things skew younger in relation to "They invited me to play a game...," while "It looked like fun" gets a significant bump in terms of "most important" for the 30-44 year-old group. ■

CASE STUDY

BARNES & NOBLE



Photo by Scott Kahn

Polaroid instant photography helped the world's largest bookseller celebrate what may be the most successful new book release in the history of publishing. In July hundreds of Barnes & Noble stores sponsored Midnight Magic parties and stayed open late for the official debut of *"Harry Potter and the Half-Blood Prince."* The parties offered a variety of Harry Potter backdrops and props for all those patrons who wanted to pose for a free instant photo souvenir. "We took 250,000 photos at our Midnight Magic parties across the country," said Carolyn Brown, Barnes & Noble's Director of Corporate Communications. The book-release parties were a huge success and Harry Potter fans enjoyed taking home Polaroid photos of themselves commemorating the new release.

CAPTURE THE EXPERIENCE

Great experiences create buzz and word of mouth. Photos of friends, family and colleagues at an event can extend the life of the experience by enabling participants to recall the good time they had. In fact, when asked what memento of an event would have the most value, photos were one of the **top three** mentioned (along with T-shirts and CDs).

Here's how Polaroid branded-film products can help you enhance your events:

➤➤ **PRE-EXPOSED FILM:** Put your message in the image area. Branding develops along with photo image and provides a rewarding and emotional brand connection.

➤➤ **PRE-PRINTED BORDER FILM:** Your logo is pre-printed as a border around the photo image. Maximizes the photo image area and clearly reinforces the brand every time photo is viewed.

➤➤ **CUSTOMIZED FRAMES AND MAGNETS:** Used with Polaroid instant film, branded frames and magnets can effectively tie in to any theme or corporate identity program.

CASE STUDY

MCDONALD'S USES INNOVATIVE NIGHTLIFE STRATEGY TO DRIVE DEMAND

McDonald's is promoting its new late night hours with a three-month integrated print, online and street team program in the Chicago area. Teams of Late Night Street Ambassadors targeting young urban adults at local nightlife clubs and venues are raising awareness and distributing McDonald's Late Night food coupons to satisfy their after-hours cravings.

Promotional offers include buy one get one free Big Macs and Quarter Pounders with Cheese, free Premium Roast Coffee, free New Spicy Premium Chicken Sandwiches as well as McDonald's branded premium items.

A messaging campaign by OMD/Leo

Burnett launched in the *Chicago Reader* teases the street team activity and attracts the attention of the "cool hipster" target with tags such as "go home with something hot tonight," "it'll still sound like a good idea in the morning" and "the night before cure for the morning after."



"McDonald's restaurants across Chicago-land and N.W. Indiana are open until midnight or later," explains Ed

Schmidt, Jr. President of McDonald's owners of Chicagoland and N.W. Indiana. "We're the place to grab a late night meal or snack, so what better way to spread the word than through a late night pub crawl with our ambassadors." (Agency: Ruxton Media Group, OMD, Leo Burnett) ■

ABOUT THIS RESEARCH PROJECT

Event Marketer magazine, with sponsorship support from Polaroid Corporation, undertook to design a consumer study to gauge the impact of event marketing programs on sales and brand affinity. Event Marketer engaged David Van Nuys, Ph.D., of E-Focus Groups, a market research firm, to create a survey based on the question areas developed by the magazine. A total of 1,984 panelists responded to the survey invita-

tion. Of these, 865 met the screening criteria, which were that they had participated in one of seven types of event marketing experiences in the past 12 months. These 865 participants constitute the sample upon which the results of the study—which was fielded in March of 2006 -- are based. In terms of reliability, the overall sample of 1,984 yields a margin of error of +/- 2.2 percentage points at the .95 level of confidence.

ABOUT EVENT MARKETER

Founded in 2002, *Event Marketer* serves the information needs of corporate marketing executives involved in the growing strategic area of face-to-face marketing. *Event Marketer* is the only magazine targeting the corporate end-user of event programs across both the business-to-business and consumer marketing sectors. Through the magazine, high-level conferences, research reports, and other resources, *Event Marketer* unites all the channels of events to enable marketers to integrate their live marketing activities to build their business and their brands.



Event Marketer Magazine
33 South Main Street
Norwalk, CT 06854
Tel: (203) 854-6730
www.eventmarketer.com

ABOUT POLAROID

Polaroid products are perfect for event marketing, trade shows, corporate meetings, mobile tours, and sampling programs. Whatever is planned, Polaroid has an easy way to brand, promote, and entertain customers, clients, members, attendees, and employees. And their wide range of customized products can meet almost every need and budget.

Polaroid custom-branded products make a lasting impression on your customers. They link your customers directly with your product, generate multiple impressions, and can continue to build brand loyalty long after an event. Unlike many promotional items that are

tossed away soon after an event, custom-branded photos and products are often displayed for long periods of time and shared with many people—maximizing your promotional dollars and exposure for your brand.



Polaroid Corporation
1265 Main Street
Waltham, MA 02451
Chick Dishong
National Sales Manager
Tel: (301) 774-3241
dishonc@polaroid.com
www.polaroid.com/events