**Open questions with answers**

**3 Event Marketing**

**Question 1**

There are several types of event marketing. The event supplier may:

a think up and organize the event him/herself;

b connect with an existing event;

c facilitate or finance the event.

For each of the three types, please give a substantiated example.

***Answer to question 1***

a Do not Shave: internal launch of the Philips Senso Touch 3D at the annual Philips Consumer Lifestyle Event in Barcelona.

b Douwe Egberts Festivals: participation in Pinkpop and Lowlands 2011 to make Douwe Egberts more popular with young people and to rejuvenate the brand.

c City of Valkenburg as a host of the Amstel Gold Race, the Olympic cities of London 2012, Beijing 2008, and so on.

**Question 2**

Find an appealing example on the internet for each of the strategies of relationship marketing, marketing communication, city marketing and branding and describe the case in a maximum of one A4 page.

***Answer to question 2***

Differs per student.

**Question 3**

What is the reason for Bogra (see boxed text in section 3.7) to use the event as a strategic marketing instrument?

***Answer to question 3***

* Bogra wanted to boost sales and therefore plant the brand firmly in its clients’ minds.
* Bogra wanted live contact with buyers to strengthen its customer relationships and influence the customer’s mind-set.
* The event was part of a wider campaign to introduce new product lines.

**Question 4**

Event marketing can be broken down into two approaches: marketing for events and marketing through events.

a Explain the difference between these two approaches.

***Answer to question 4a***

Event marketing for events involves the event itself having to be marketed and promoted. As for marketing through events, the event is the tool that is used for marketing purposes.

b Give an example of marketing for events and marketing through events.

***Answer to question 4b***

* Marketing for events: promotion plan for the Black Cross covering elements such as social media campaigns, flyer designs, press contacts, and so on.
* Marketing through events: a home and lifestyle event for a bank to bring its mortgage products to the attention of potential clients
* .

**Question 5**

Name at least four arguments to convince your supervisor to use an event to achieve marketing objectives.

***Answer to question 5***

Examples:

* personal approach
* integrated communication
* being able to be distinctive
* generating deliberate attention
* unleashing emotions
* creating networking opportunities
* cultivating interest among the trade press