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MEDIA RELEASE

Branded events boost sales, says new study

Branded events can boost purchasing intent by as high as 52%, according to a new report from the US's premiere advertising industry research association, the Advertising Research Foundation.

Their survey of 5,000 customers found that brand-sponsored events increased customer's intention to buy from that brand by between 11% and 52%. These figures translated directly to sales about half the time. The report focused on the branded events of 12 companies, including Coca Cola, Cisco, Dell and Microsoft.

Lindy Andrews, CEO of Australian events media company BizParade, welcomed the report.

Experiential marketing currently makes up 30 per cent of the editorial reported on the Bizparade.com.au site, and this is expected to rise as companies continue to focus on this type of marketing activity. As Australia's newest online portal for events news, BizParade also features news and reviews of the latest events, marketing and PR campaigns, product and venues, key industry profiles, latest news and exclusive offers through its website and fortnightly digital magazine.

Australian companies host more than 300,000 business events per year, involving over 22 million people and contributing more than \$20 billion to the economy. International business accounts for almost \$2 billion of overall business events expenditure. [\[1\]](#)

"Our events sector is booming and companies are channelling an increasing portion of their budget into 'experiential' or events-based marketing. Through tailored consumer experiences and events, they can communicate the essence of their brand in a way that is relevant, memorable and personalised, Lindy said.

Experiential marketing is a recurring headline on BizParade.com.au, Australia's online portal for events news. BizParade features the latest event, product and venue reviews, industry profiles, columns and exclusive offers through its website and fortnightly digital magazine.

"We are very excited about what's happening in Australia's events industry, but it's important to stay forward thinking. BizParade showcases what's currently on offer, but we also **look internationally to** communicate fresh ideas **and what's happening on** the cutting edge of experiential events **in LA, the UK and Europe**. We aim to set a new bar for the industry as a whole," Lindy said.

www.bizparade.com.au.

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BizParade.com.au is Australia's newest online portal for events news, showcasing what's on offer and setting new benchmarks for an industry that is currently worth more than \$20 billion per year to the Australian economy as companies are channelling an increasing proportion of their budget into "experiential" or events based marketing.

BizParade.com.au offers a unique marketing platform for small, medium and large companies from a wide variety of business to directly reach their target audience.

For event planners we offer an easy to use "one stop shop" where people can find absolutely everything and anything they might need when organising their next meeting, conference, launch, exhibition or party.

Most importantly, through our editorial coverage, we recognise the efforts of the strategic and creative talent behind Australian events.

Launched in August 2007 we are fast becoming *the voice* for the Australian events industry, with an impressive list of achievements including:

- International alliances with www.londonmice.co.uk and www.micepoint.com
- Australia's largest event resource and business directory
- 6,000 subscribers in just 6 months

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[1] The National Business Events Study 2004