

# Agency & Client Alignment Regarding Experiential Marketing

In a recent IMI International study among senior Agency & Client personnel, the learning illustrates that Agencies may be more in-tune with the dramatic impact that Experiential Marketing can have. Further, close to half of both Agencies and Clients think it is a tactic that should be used more.

## Experiential Marketing Perspectives

	<u>Agency</u>	<u>Client</u>
“Effective”	68% ↑	48%
“Use More”	50%	42%

### **EMF / IMI Implication:**

Agencies should continue to provide clients with fact-based insights on effectiveness in order to establish confidence and investment in experiential marketing.

