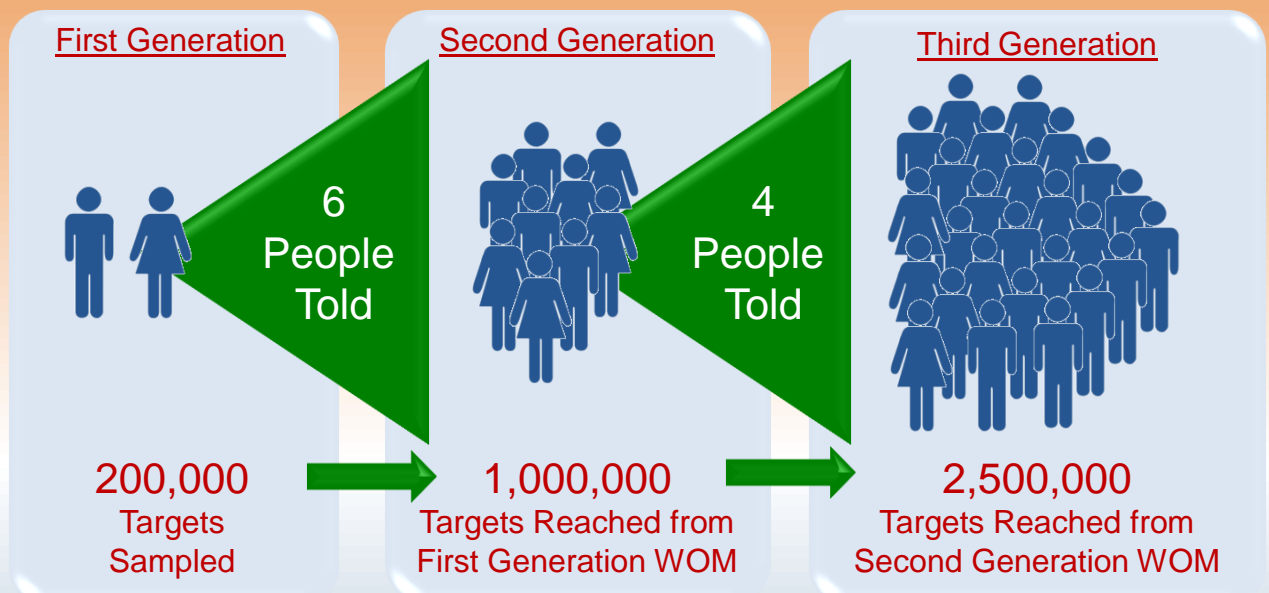


Experiential Activations Can Drive 10x Reach via Word-of-Mouth

When compared to traditional advertising media, experiential is often overlooked because of a perceived lack of reach, or high CPM. Look again:



Source: IMI database 2007, case study numbers rounded

IMI Implication:

IMI's database shows that Experiential Marketing has effective reach well beyond consumers directly impacted. When considering sampling costs "per person impacted", be sure to account for the amplification benefit.

