# The Study of Traditional and Non-traditional Marketing Communications: Target Marketing in the Events Sector.

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# A Study of Traditional and Non-Traditional Marketing Communications: Target Marketing in the Event Sector

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## Abstract

There is a vast array of information on marketing but there is little literature on target marketing for events. The event sector is one that is constantly changing; the need to reinvent, innovate and self-disrupt is part and parcel for a sector that seeks to constantly entertain and turn a profit, so too is the marketing sector.

The research was carried out using face-to-face in-depth interviews and 1 focus group, all of which were audio recordings with the consent of the participants. The analysis focused on the research's objectives and some emerging themes from the data.

Primary research findings compose of detailed accounts on the themes that arose during the research process. These findings include the marketing channels used, not used and why, the future of marketing, time sensitivity in marketing, and the challenges event marketers currently face and how to overcome them.

The conclusion of these findings witnessed the changing effectiveness within traditional marketing methods. As digital marketing usage and expenditure increase, we may see marketers returning to traditional means of communication.

**Keywords: Traditional Marketing, Non-traditional Marketing, Events sector.**

## Introduction

Kotler (2002) explains that when marketing for museums, it is important to define the target market and market to them precisely, using the right tools to suit that market. These tools can come from either the traditional or non-traditional fields. Target marketing is achieved through market segmentation and using appropriate tools and or channels to communicate with that group (Perreault et al, 2013). According to Kotler (2002) and Crowther (2011), each target market needs to be addressed in different ways in order for a marketing campaign to be effective.

## Traditional Target Marketing

Traditional marketing communications applies to older media: film, television, radio, billboards, face-to-face, physical print and placement / POP (point of purchase). These forms of traditional marketing can be far reaching and have a lifespan that is easily defined. If the lifespan of the marketing media is short, it maybe best suited for a once off event (Gibson & Neilson 2000). Getz (2012) advised using traditional marketing communications, to reach a whole populace and this is supported by 8020s report {Fig 1}. According to Katz (2008), traditional marketing has a more visually appealing, nostalgic and more creditable aspect.

Belch & Belch (2006) devised an approximate time span of exposure or life-time traditional marketing communications. Magazines have the longest life span of any traditional form of marketing (Blakeman, 2014). Magazines can easily be passed around from hand-to-hand, or sit in an office for passers-by to read. Newspapers can be very effective at target marketing based on their readership. Newspapers again have a somewhat shorter lifespan but a daily newspaper can be picked up, left on a commute and picked up again by another member of public.

Ellis (2011) explains the importance of events for B2B marketing from the simple coffee meeting to more formal conferences. Tomas (2015) and Freitas (2015) agreed with the statement that the leading form of B2B lead generation is still in-person events. Face-to-face interactions are still the leading method in conversion rates as evident in the CMI (Content Marketing Institute, 2015) report. WOM (Word of Mouth) marketing is very effective but an immeasurable channel of traditional marketing communications. Edelman (2016) suggest in {Fig 1} that trust in friends and family during the purchasing process has increased year on year.
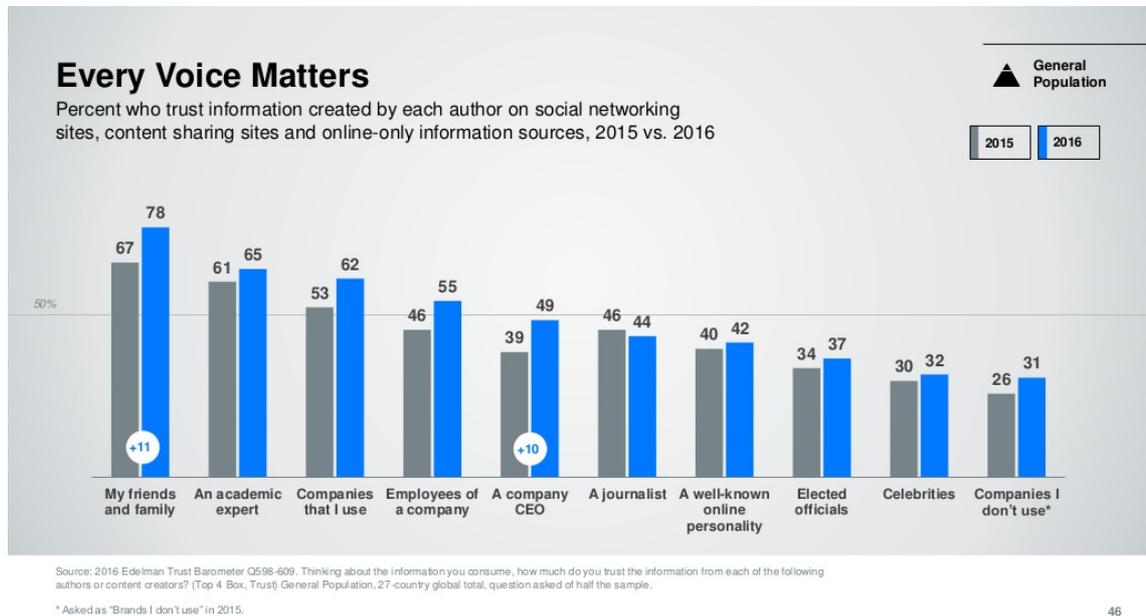
**Every Voice Matters**

Percent who trust information created by each author on social networking sites, content sharing sites and online-only information sources, 2015 vs. 2016

General Population

| 2015 | 2016 |

| My friends and family | An academic expert | Companies that I use | Employees of a company | A company CEO | A journalist | A well-known online personality | Elected officials | Celebrities | Companies I don't use* |
| 67 / 78 (+11) | 61 / 65 | 53 / 62 | 46 / 55 | 39 / 49 (+10) | 46 / 44 | 40 / 42 | 34 / 37 | 30 / 32 | 26 / 31 |

50%

Source: 2016 Edelman Trust Barometer Q598-609. Thinking about the information you consume, how much do you trust the information from each of the following authors or content creators? (Top 4 Box, Trust) General Population, 27-country global total, question asked of half the sample.
* Asked as "Brands I don't use" in 2015.

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Fig 1: Edelman (2016) Trust Barometer

## Non-Traditional Target Marketing

Digital marketing has brought many new opportunities and tools to the forefront of event marketing that include social media, email marketing, blogs, SEO and video marketing. Chaffey & Smith (2014) explain that it is overwhelming how much marketers can now do using digital methods and the rate is increasing, both financially and quantifiably. Digital marketing allows for a much stronger and in-depth analysis of CRM that was not possible before the growth in non-traditional methods (Perreault et al 2013). Perreault et al (2013) describe how this can be accomplished due to email and IP tracking. A dialogue and profile can be made to give insight into each individual consumer and segment the market more deeply.

Online targeting consumers has been a great advantage to marketers as they can now see not only what a person is viewing but for how long, where and why (Ghauri & Cateora, 2014). Both Kotler (2009) and Smith (2015) agree that greater insight to monitoring your consumers in detail has been achieved with digital tools but the effectiveness of this still remains a challenge. Chaffey & Smith (2014) discuss how a piece of content especially video, can be optimised so that it will remain a constant marketing piece that consumers can go back and refer to over time and appear in online adverts. Crowther (2014) relates to how marketers in sporting events can use YouTube and Google AdWords for the longevity within a marketing communications message. Non-

traditional methods are widely viewed as a cheaper alternative to traditional communications.

Digital has brought its challenges as well as its benefits. When communicating a message, a marketer has to be able to go through the 'noise'. This is all external pieces of communication that may interfere or disrupt the message. Now with digital, we have an abundance of noise that leads to clutter and a lack of creditability, which give way to spam (Gibson & Neilson 2000, p.134). Noise is accompanied by huge digital content and the shorter lifespan or exposure of the message, such as a 2hour life on Twitter or 6 hours on Facebook (Smith 2015). Eric Schmidt a former CEO of Google suggested that as much information as possible is created every 2 days or so (Siegler, 2015).

Busch (2015) and Kapko (2016) describe programmatic marketing as living marketing, a digital form of marketing that can be used online and in DOOH (Digital out-of-Home). It can change itself, based on predetermined variables such as time, weather, light, sound and touch. It can also be automated based on the variables listed as to meet the demands of the consumer and marketers.

## Traditional & Non-traditional Methods for Target Marketing.

Ivan Menezes, Diageo CEO is quoted that saying '*it is not about doing digital marketing, it is about marketing effectively in a digital world*' (Menezes, 2015). While some marketers like Siegler, Smith and Chaffey agree that non-traditional methods will no doubt replace traditional, Rothschild, Vel, Menezes and Blakeman stand by saying that traditional will always have its place and purpose.

Online marketing can target its audience in a very direct way that couldn't be done using traditional methods. However, this works for the younger generations and not on all platforms {Fig 2, section 4}. Digital may have laid out new tools for marketers but according to 8020s report {Fig 2} 52% of Irish users online are under 35 years old. Rothschild (2012) agrees with these facts and went on to say that for sporting events, digital is not the answer but a crutch to help marketers. The report also states that 61% of Irish businesses are on Twitter while a mere 22% of consumers use this platform.

{Fig 2}
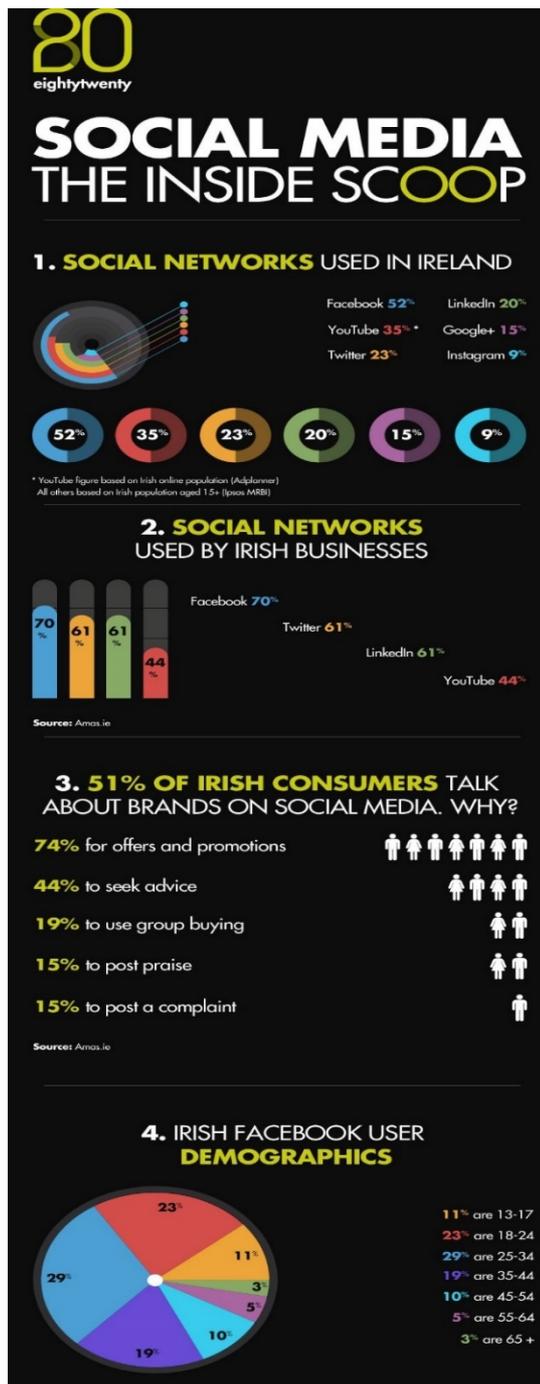


Smith (2015) and Gibson (2000) recognised these findings and say that to solely rely on digital is to ignore the majority of your customers. Freitas (2015) discussed how LinkedIn is the main social platform for B2B sales and how events are intertwined. This linking of traditional and non-traditional in this sense is very measurable as there will be a clear indication of the number of consumers who have received the message and the end results being a lead conversion.

Both Smith (2015) and Ellis (2011) discuss media fragmentation, a term that is used to explain how a consumer is on many different platforms at any one time. This multitasking lifestyle is growing and being present across multiple platforms both, traditional and non-traditional is key to the successful growth in a modern organisation (Blakeman, 2014).

Danaher (2007) discusses the frequency in marketing and once a certain number is met, the marketing campaign is a success. Edelman (2013) concurs and suggests that 8/10 consumers believe a message after 3 viewing. Digital media can easily be tracked but the findings maybe false, due to algorithm errors. Traditional can't be fully measured, only an approximate frequency value can be determined, based on best judgement (Blakeman, 2014)

DOOH is where traditional and non-traditional media interlink. Taylor (2015) predicts that by 2020 that all traditional outdoor advertising space in major cities will be replaced by digital displays. It is worth noting that a lot of DOOH can be used in

tandem with programmatic, to create an immersive experience that changes based on real time variables.

Jacob (2014) describes 'Sponsored Content' as content that appears to be earned or written by an influential source, such as a newspaper editor, celebrity endorsements or influencer endorsements. But it is ultimately an advertisement, which is trying not to appear as one. Both Jacob (2014) and the Mobile Marketing Association (2016) suggest that we will see growth in this media, as a means to evade the rise in Adblocking software.

Chaffey & Smith, (2013) explained how the expenditure for both forms of media is seeing a shift towards non-traditional methods. A report by McKinsey & Company (2016) supports these claims and states that by 2019, non-traditional will be dominate source of marketing spend. Conversely McKinsey & Company (2016) also note that overall spending in marketing and advertising is set to increase year on year as a compounded figure of 5.1%.

Both forms of marketing communications serve their purpose for their desired markets. Whether it is traditional or non-traditional, each one has its own financial costs and potential audience associated with it.

How to utilise these media for target marketing in events, is not studied enough and how marketing communications can target the same audience on different mediums. In order for an event to be run well and sell out successfully, it needs to be marketed well and in an appropriate way. Online marketing can target its audience in a very direct way that couldn't be done using traditional methods. Conversely, this works for younger generations and not on all platforms.

## Research

Creswell (2013 p.3) describes research design as the *'plans and procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis'*.

The following research question and objectives frame the study:

*How do event organisations use traditional and non-traditional forms of marketing communications for target marketing in relation to Irish events?*

Research objectives:

- To determine the challenges facing event and marketing managers when trying to target market effectively and to demonstrate how to overcome these challenges.

- To understand which is the best of either form of marketing for the desired market and if both forms are used, how or if they are connected?

- To examine if there is a bias/preference towards either forms of marketing communications

- To discover what the future of event marketing may look like.

- To determine best practices for marketing an Irish event that utilises target marketing effectively in both traditional and non-traditional forms of marketing.

## Method

Face-to-face interviews were conducted as a qualitative research was more focused on exploratory research (Bryman & Bell, 2011) and would help answer the research question. O'Leary, (2004 p.162) declared '*interviewing is a method of data collection that involves asking respondents basically open ended questions.*' Interviews provide the opportunity to create a comfortable setting between both parties. It gives the interviewer the opportunity to probe the interviewee and elaborate on any given answers. Additionally, one organisation provided a focus group as 2 knowledgeable sources were interviewed together.

## Sampling

The population in this study were event and marketing managers, who use both traditional and non-traditional forms of marketing in events, based in the greater Dublin area.

## Findings

The findings are organised according to themes that emerged during the interviews. The themes are presented below:

➢ Channels Used, Not Used and Why?
➢ Time Sensitivity
➢ Influencer Marketing
➢ The Future for Marketing

The Interviewees have been coded alphabetically as (A) to (K) etc. However, (A+B) have been grouped together as that was a small focus group of 2 interviewees within 1 organisation. Please see also table 4 relating to interviewees profiles.

# Table 4: Interviewees' Profiles

| Table 4.2 Interviewee Profiles | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Interview** | **A** | **B** | **C** | **D** | **E** | **F** | **G** | **H** | **I** | **J** | **K** |
| **Job Title** | Head of Media & Events | Events & Marketing Executive | Marketing Manager | Senior Account Manager | Marketing Director | Head of Digital | Founder & Managing Director | Head of Business Development | CEO, Country Manager, Managing Director | Senior Account Manager | CMO |
| **Years in Industry** | 22 | 4 | 3 | 4 | 11 | 7 | 21 | 17 | 26 | 9 | 21 |
| **Business size** | 8 | 8 | 18 | 6 | 6,000 | 5,972 | 21 | 5 | 7,682 | 84 | 388,391 |
| **Marketing or Event Based** | Event | Event | Event | Event | Marketing | Marketing | Event | Event | Marketing | Marketing | Marketing |
| **Budget ratio spend (Trad : Non-Trad)** | 50:50 | 50:50 | 50:50 | 50:50 | 50:50 | 50:50 | 30:70 | 40:60 | 50:50 | 50:50 | 50:50 |
| **Traditonal channels used** | Journals, Newspapers, Magazines, Radio | Journals, Newspapers, Magazines, Radio | Newspapers, Magazines, Radio, Flyers | Newspapers, Magazines, Radio, Flyers | Journals, Newspapers, Magazines, Radio, Word of Mouth | Journals, Face to Face, Newspapers, Magazines, Radio | Newspapers, Magazines, Radio | Journals, Face to Face, Newspapers, Magazines, Radio | Journals, Newspapers, Magazines, Radio, TV | Journals, Newspapers, Magazines, Radio, TV | Journals, Newspapers, Magazines, Radio, TV |
| **Non-tradional channels used** | Email, Facebook, Influncer, Linkedin, Twitter, Youtube | Email, Facebook, Influncer, Linkedin, Twitter, Youtube | Email, Facebook, Instagram, Twitter, Pinterest, Youtube | Email, Facebook, Twitter, | Email, Facebook, Twitter, Youtube, Webinars | Email, Facebook, Linkedin, Twitter, Youtube | Email, Influncer, Facebook, Twitter | Email, Influncer, Linkedin, Twitter, Youtube | Email, Influncer, Facebook, Twitter, Youtube | Email, Facebook, Influncer, Instagram, Twitter, Periscope, Youtube | Email, Facebook, Twitter, Youtube |

## Channels Used, Not Used and Why?

Unsurprisingly, all the interviewees used newspapers and magazines to broadcast their message. No-one relied on traditional marketing for sales but rather used it as a beacon and a way to draw attention first (H) '*It's more profile, rather than drive for bookings or sales*'. Each interviewee noted how beneficial editorials are and how targeted a readership and audience following are.

Half of those interviewed adopted in-house reporting or 'Toolkits' as part of their marketing and branding. Each of the 5 who used a toolkit remarked on how measurable it was. (F) '*We saw a direct spike in sales and email quires in a few hours after the toolkits had gone out*'. These toolkits included industry information and working practice strategies that can be adopted or analysed to best suit the targeted business.

Flyering is one channel that only 2 organisations still use today and both spoke reluctantly about that aspect. (D) '*The only reason I felt we ever did flyering or posters, was because I was told I had to, not because I thought it was the right tool to use.*'

Radio is a media that only 3 interviewees (A+B) and (D) had allocated a budget for, the rest did include it as part of their marketing communications but only if it was obtained through sponsorship. (A+B) '*We use radio as part of our sponsorship packages so we can get people driving to and from work, it really helps to get your message through passively*'

3 interviews (E), (F) and (H) stated that they include face-to-face marketing or personal selling as part of their marketing communications. These include existing and potential clients. (F) '*We invite those we have relationships with and those we want to have a relationship with*'

Just 1 interviewee stated that WOM marketing is a part of their overall marketing communications. (E) '*Our affiliation programme is very effective and we reward our employees based on the results*'.

3 interviews saw TV and Radio as part of their overall communications and awareness. (K) '*TV is great to broadcast a message but then again; it is a black hole if it's not done properly*'. Each of the interviewees did have TV and Radio as a channel that they use but only on the condition that it was sponsored or as part of a strategic partnership.

The only channels that each one of the interviewees used were email and Twitter. This was to focus on key media that is relevant to their audience. All interviewees used newsletters as part of their email marketing.

When choosing which platforms to be on, interviewees (D), (H) and (I) were the most vocal about which one is best for business. (D) '*Facebook is the business platform for events*'. (I) '*Twitter is the business platform*'. (H) '*We choose not to be on Facebook as we are a professional business brand*'.

Each interviewee valued the newfound level of measurability but that the 'Big Data' issue that is associated with some metrics can skew true results. (F) '*Take Facebook for example, their algorithm counts just 3 seconds as a play, so you could scroll down and it counts. You need to have other tools to measure real plays, rather than just what you see.*'

The theme of Noise and Media fragmentation was one that 8 out 11 interviewees raised. However, there was a general consensus of how to meander through the now overly populated media. Interviewee (D) suggested to have marketing running closer to the event with a general build-up '*I think it's better to have more ads running in a shorter space of time to covering all channels and have it resonate with {target} customers*'.

This can be done with Facebook, Twitter, LinkedIn etc. Content can be timed so that when a radio ad is on, your social ads will all be live at the same time. (F) '*You can easily see the reach and frequency online so we know when to start and stop our campaigns*'.

Only 3 interviewees (A+B), (E) and (H) saw YouTube as part of marketing communications, the rest merely placed content there. (H) '*We use YouTube so anyone past, current or new can find us. It's great for SEO and free of use. We do divide it into sections and have private channels that only our past attendees have access to*'

## Time Sensitivity and Lifespan

Each medium has an associated lifespan (A+B) '*for the X awards the printed programme we mail out has a longer lifespan; as its reference. They can see themselves in the programme and the exclusivity it holds*'.

When questioned about a launch event it would appear that the rule of thumb is 2 and half weeks. (G) '*2 and a half weeks is the ideal time. People can mark it on their*

*calendar and not forgot. If you have it too long, people forget and if you have it too soon, they have plans*.'

## Influencer Marketing

Influencer marketing refers to key or specific individuals that has an influence over a specific group of people. In the event sector, these can range from celebrity prescience, guest speakers, event hosts or VIPs. (G) '*You will see events having guests or speakers who aren't even that great, but they can get you media sponsors and coverage. It's all about leveraging your content to get a better deal*.'

4 interviewees (A+B), (G), (H) and (J) identified managing influencers to be a part of the overall marketing communications. (G) and (H) spoke very highly of the potential return that one individual could have. (H) '*Getting placed interviews, is really beneficial to getting sponsorship and free PR*' (G) '*If you get someone famous, you're more likely to sell your tickets*.'

## The Future

The main thoughts emerging for the future of marketing are: Sponsored Content, Programmatic Marketing, DOOH, Experiential Marketing and Marketing Spend. This question also brought with it a certain bias towards traditional and non-traditional methods, for example (C) and (D) predicted the death of traditional marketing altogether. (C) '*If it were up to me, we would stop using traditional marketing altogether*' While others, such as (I) and (J) argued (I) '*Traditional will always hold its place but its role will change*'.

(A+B) Predicted the rise in this form of media will correlate with the rise of Ad blockers. (A+B) '*The media is pumping up the online. Advertisers will follow the media. Sponsored content is going to come up, in both traditional and non-traditional media*'.

Programmatic marketing is marketing that is tailor made to suit the wants and needs of the consumer. This may sound like good marketing practice but this is marketing that automatically changes; based on the consumer's profile, search history, time, date, age and even the weather. (K) '*With programmatic marketing, we will be able to come at things from all different angles*'

DOOH is outdoor digital displays. These can change based on the time of day, location, heat, vision, sound and physical interaction. Experiential marketing is getting consumers to physically interact with the brand. This is how DOOH will be used in

conjunction with programmatic marketing. Greater interaction through more personalised communication to the target market. (H) and (G) agreed with the following. (G) '*You will see more backstage; behind the scenes of events using platforms like Snapchat, Periscope etc. Even the audience setting the tone and scene for the evening*'

## Analysis

## Objective 1

The current challenges facing marketers today are: media fragmentation accompanied with noise. These challenges agree with the literature by Gibson & Neilson (2000), Smith (2015) and Blakeman (2014). However, the findings disagree with Belch & Belch (2006) who noted that physical space was a challenge but as the primary research has stated, events are becoming more targeted and fit their own desired niche so physical marketing space is no longer a challenge.

Blakeman (2014) and Smith (2015) discussed that to overcome noise and media fragmentation within marketing, marketers would need to be where their audience is and stand out from the crowd through creative and engaging content. Gibson & Neilson (2000) and Ellis (2011) foresaw a rise in media fragmentation and suggested to market where your audience is, rather than where you would like them to be. The findings suggest focusing on channels that relate to the event but also saw marketers adopting a form of 'burst marketing' to overcome this challenge.

'Burst marketing' is having all your marketing and advertisements timed to go out across varying channels but within a short space of time and lasting for a short period of time. Some interviewees stated to have campaigns as short as a few hours. These short bursts across many channels would in turn result in a higher frequency rate resulting in increased conversions  (Danaher, 2007). Some marketers stick to the belief that once a certain frequency is met that the campaign has delivered its message effectively. Interviewee (F) stated that for their organisation, a marketing campaign would end once the desired frequency of 4 had been met. Edelman's (2013) trust barometer stated that 8/10 members of the public believe an advertisement after just 3 viewings.  This frequency adaptation, accompanied with short bursts of marketing across many channels, filters through the noise and media fragmentation to deliver a clean and concise message.

## Objective 2

Katz (2008) suggested that traditional marketing communications were best suited for the desired market as they can have a physical copy of the media in their hands. However, Smith (2015) reported that digital media allows for a more in depth targeted approach but loses its creditability due to the volume consumers receive daily. The findings show that there is no best method. Some preferred traditional methods, others preferred non-traditional methods and a select few stated it is target market dependent or on a case-by-case basis.

Katz (2008) and Kotler et al (2008) suggested that traditional channels were best suited for reaching a whole populace. While the findings do agree with this statement, interviewees stated that it is not financially feasible to continuously use traditional channels, unless they are secured through a form of sponsorship.

Rothschild (2012) discussed the changing landscape in marketing events and how it would impact sporting events. The research suggests that no media will displace another as they are complimentary, an additional tool to help event organisations market their event. The findings suggest that marketers use both forms of media but they did not always coexist together. Some interviewees would market an event using both forms of marketing communications but not deploying a consistent message across them, which leads to their ineffectiveness.

## Objective 3

Based on a subjective analysis of the interviews and the narrative that followed questioning in regards to the use of different media it became apparent that there is an underlying bias towards non-traditional media from younger marketers in event organisations. This was evident when younger interviewees stated that they did not see the value in traditional methods anymore.

## Objective 4

Several interviewees predicted a growth in sponsored content. The findings agree with Jacob (2014) who suggested sponsored content was the answer to Adblocking. Jacob added that it also has a higher value of return as it can be quantified as a WOM or peers influence. Sponsored content appears to be more credible as an earned piece of content rather than a paid for advertisement. Mobile Marketing Association (2016) outlined that sponsored content was a new channel within an overall marketing campaign.

As Busch (2015) and Kapko (2016) explained, we have yet to see the full potential of programmatic marketing and the research shows that marketers in the event sector see this as a next step forward. The interviewees saw programmatic marketing and DOOH marketing as interchangeable and work in conjunction with one another. DOOH with programmatic marketing as Taylor (2015) suggested can precisely target to the needs of consumers, based on the real time circumstances surrounding the media placement. Busch (2015) invoked that programmatic with DOOH can create an environment that captures the consumer for a moment in time and their attention is fixed, rather than passive consumption.

Experiential marketing is a channel that the literature discussed as a means of bringing marketing to life through engagement (Blakeman, 2014). The findings see this channel as a means to disrupt themselves and their competitors through new interaction at conferences and events through the use of programmatic marketing and DOOH. One interviewee discussed how they would leave the arrangement and content of the event, open for attendees to choose. Vel & Sharma (2010) suggested that this should be the way forward for all marketing, by creating meaningful interaction between the consumer and the brand. This would instil positive motives for the brand and may turn the consumer into a brand advocate.

The findings have illustrated that for the event sector digital spend has already begun to take over from traditional spend.

## Objective 5

According to the Content Management Institute (2015) report the most effective channel used was face-to-face events. The findings agreed with this statement but only 2 interviewees had implemented face-to-face as part of their overall communications. The research also added various forms of traditional marketing are indeed more effective as there is less noise and it puts you in direct contact with the consumer. These channels included, physical letters, WOM and affiliation programmes

Crowther (2014) invoked the use of free platforms such as YouTube as they serve as means of longevity. The findings added that it also acts as a tool to improve SEO rankings, although only half of the interviewees embraced this free platform. Facebook has been suggested as being the dominant social channel for both consumers and business, however for the event sector,  and this research, Twitter is the most widely used with Facebook following second.

Katz (2008) suggested that traditional marketing communications create a more visually appealing message and a more credible one. While the costs associated with physical media tend to be higher. The findings here suggest that it is more effective to send a physical letter rather than an email. This is due to the increasing digital noise and decreasing volume of physical letters we receive today, therefore the consumer would be more likely to open the letter. With this shift over the digital methods McKinsey global media report (2016) stated that marketing spend is increasingly compounded by 5.1%, this creates more digital channels, thus leading to more noise which defeats the purpose of digital spend unless it is done in a targeted manner.

In-house reporting was a method that half of the interviewees had adopted and those who use this form of marketing and self-brand promotion found it very effective. Content Marketing Institute, (2015) ranked these reports as the 4th most effective media that is used. The responses from the findings noted that there was a direct growth in communication and queries, following the release of said reports. Therefore deeming in-house reporting to be more effective than channels such as printed advertisements. This was due to each interviewee agreeing that newspapers and magazines were only for awareness, rather than a form a lead generation.

## Conclusions

The findings of the research suggest that events and marketing need to become more targeted for both effectives and economical variances. While a majority of the findings supported the literature, not all interviewees were implementing the more effective methods: WOM, face-to-face, in-house reporting and burst marketing.

Analysis of the findings discovered that not all of those interviewed were at the same level of development. Some were already thinking to the future, while others trailed behind. Further analysis showed that the main objective for event marketers was to secure a form of sponsorship, as to leverage a means of in-kind marketing support.

With the further growth in non-traditional media that is supported by both the findings and literature, agreed that we will see more noise throughout these channels. The authors note that both from the findings and analysis, it is difficult to justify best practices in such new and evolving media. Smith (2015) was very vocal for non-traditional media mainly digital methods being the answer for marketers, Rothschild (2012) and the findings agree that markets should choose channels case-by-case. As to understand your market, is to be an effective marketer.

The current literature stated that noise, media fragmentation and physical space as the challenges facing marketers. After examining the findings, only noise and media fragmentation were still a challenge. To overcome this, the findings explained how marketers use a form of burst marketing. This form of marketing, times all marketing activities to coincide with one another so that it can be fragmented and the consumer will receive the message, multiple times on various platforms. Eliminating the issues of noise and media fragmentation.

Both the literature and the findings agree that non-traditional methods are better at target marketing. The findings saw non-traditional effectiveness, lower than its traditional counterpart. This was due to the volume in digital media consumption and the higher level of noise associated with digital channels.

The literature did not discuss a bias but did however maintain the aim to market where your audience are, not where you wish them to be. Yes there was a bias from younger interviewees. Conversely, the literature and several of the findings agreed that it is best practice to rely on the markets needs and not that of the marketer. Therefore when choosing what form of media to use, it should be case-by-case.

The surfacing themes were sponsored content, programmatic marketing, DOOH, experiential marketing and change in marketing spend. The literature did acknowledge these emerging channels and so did the findings. There was a disagreement for marketing spend as it appears that the prediction of digital media spend being the majority expenditure by 2019, has already come to pass in 2016. Marketers do want to use programmatic, DOOH and experiential more and more. They are engaging and have less noise associated with them as the consumer is engulfed by the brand for that moment in time.

Marketers are not utilising all of their tools to their advantage. The use of free tools and methods such as WOM, influencer marketing is advised. These are not easily measurable, but they are effective as stated in the findings and the Edelman and CMI reports. The strategy of burst marketing is advised as it counters the challenge of noise and media fragmentation.

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# Appendix Consent Form

Consent Form

| Researcher's Name: <br> (use block capitals) | Title: |
|---|---|
| **Faculty/School/Department**:  DIT, School of Hospitality & Tourism | |

**Title of Study**:  A Study of Traditional and Non-Traditional Marketing Communications, for Target Marketing in the Event Sector

**To be completed by the:**
**Interviewee**

1  Have you been fully informed/read the information sheet about this study?          YES/NO

2   Have you had an opportunity to ask questions and discuss this study?          YES/NO

3.  Have you received satisfactory answers to all your questions?          YES/NO

4.  Have you received enough information about this study and any associated health and
     safety implications if applicable?          YES/NO

5.  Do you understand that you are free to withdraw from this study?

- at any time
- without giving a reason for withdrawing
- without affecting your future relationship with the Institute          YES/NO

6.  Do you agree to take part in this study the results of which are likely to be published?
          YES/NO

7.  Have you been informed that this consent form shall be kept in the confidence
     of the researcher?          YES/NO

Signed_____          Date _____

Name in Block Letters _____

Signature of Researcher  _____          Date _____

**Please note:**

- For persons under 18 years of age the consent of the parents or guardians must be obtained or an explanation given to the Research Ethics Committee and the assent of the child/young person should be obtained to the degree possible dependent on the age of the child/young person.  **Please complete the Consent Form (section 4) for Research Involving 'Less Powerful' Subjects or Those Under 18 Yrs.**

- In some studies, witnessed consent may be appropriate.

- The researcher concerned must sign the consent form after having explained the project to the subject and after having answered his/her questions about the project.

# Appendix Research Questions (initial)

## History

1. What is your role in the organisation?
2. How long have you had this role?
3. Is your organisation, event or marketing based?

## Events Company

1. Who oversees the marketing in your event company
2. What is your current marketing communications strategy for marketing an event?

## Traditional

1. What forms of traditional marketing do you use for marketing communications in relation to target marketing and why?
2. How do you incorporate your traditional methods into your overall marketing communications?

## Non-traditional

1. What forms of non-traditional marketing do you use for marketing communications in relation to target marketing and why?
2. How do you incorporate your non-traditional methods into your overall marketing communications?

## Other

1. Is there anything you would like to add that may be of relevance?

## Unsorted questions

1. When planning a marketing campaign, do you think of utilizing traditional or digital methods first?
2. What ratio is your marketing budget divided between traditional and non-traditional?
3. In your opinion, which methods do you find most effective for target marketing? Is it promotionally one or the other, or a combination?
4. If it was a combination, what channels do you find most effective together?

# Appendix Research Questions (revised)

Finalised Research Questions

Dublin Institute of Technology

School of Hospitality Management

**Interview Questions – CONFIDENTIAL**

A Study of Traditional and Non-Traditional Marketing Communications, for Target Marketing in the Event Sector

Dear interview participant,

Thank you in advance for taking the time to take part in my research study. Please do not hesitate to contact me via e-mail ███████████████████████ ██████ at any time, should you require clarification on any of the below. Your responses will remain confidential.

## History

1. What is your role in the organisation?
2. How long have you had this role?
3. Is your organisation, event or marketing based?

## Events / Marketing Company

1. Who oversees the marketing in your event / marketing company
2. What is your current marketing communications strategy for marketing an event?

### Traditional

1. What forms of traditional marketing do you use for marketing communications in relation to target marketing and why?
2. How do you incorporate your traditional methods into your overall marketing communications?

### Non-traditional

1. What forms of non-traditional marketing do you use for marketing communications in relation to target marketing and why?
2. How do you incorporate your non-traditional methods into your overall marketing communications?

### Traditional and Non-traditional

1. When planning a marketing campaign, do you think of utilizing traditional or digital methods first?
2. What is sequencing of the event communications / steps in the marketing process
3. In your opinion, which methods do you find most effective for target marketing? Is it promotionally one or the other, or a combination?
4. If it was a combination, what channels do you find most effective together?
5. What channels do you not use and why?
6. Out of the channels, you are not using. Can you give an example of why you used this and why was it not successful?
7. What ratio is your marketing budget divided between traditional and non-traditional.

### Other

1. Is there anything you would like to add that may be of relevance?
2. What are your thoughts of the future for marketing communications and how it will develop?