

# **Ecole des Hautes Etudes Commerciales D'Alger**



**Master's Dissertation submitted in partial fulfillment of the  
requirements for a master's degree in commercial**

**Sciences**

**Major: Marketing**

**Subject:**

**The impact of marketing events on the brand**

**Equity**

**CASE STUDY: OMO lemon festival by pi-relation**

**Submitted by:**

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**Permanent Teacher at EHEC Algiers**

**11<sup>th</sup> promotion**

**2023/2024**



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## Dedication

Every challenging endeavor requires self-effort and the support of those dear to us.

I humbly dedicate my efforts to my sweet and loving

***IKRAM and MOM***

Their affection, love, and encouragement have enabled me to achieve this success  
and honor.

To my beloved Yemma, Beba, and my Brother—wishing you were here to share this  
milestone in my journey.

Thank you to my entire family, especially my sister *Ala*, my dear uncle *Faouzi* ,  
and my two older sisters *Cherifa & Hadia* , for always being there for me.

A special thanks to my two friends, *Rania and Nouri*, who stood by me through  
the writing of this dissertation until the very end.

***Because  $i^2$  believed,  $i^2$  could. And because  $i^2$  could,  $i^2$  did.***

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I would also like to extend my thanks to Mrs. Leila AKLI, General Manager of Pi-Relations, who allowed me to discover the different facets of events and public relations. My gratitude also goes to everyone at Pi-Relations who has supported me throughout my research journey

## **Abstract**

With the increase of various communication tools, consumers are exposed to thousands of advertisements everyday. In this saturated environment, marketing events prove to be particularly effective in capturing attention and establishing lasting relationships with customers. Our study demonstrates that marketing events play a crucial role in building and strengthening brand equity by increasing awareness, improving the perception of product quality, creating positive brand associations, and fostering customer loyalty. Through an in-depth analysis of qualitative and quantitative data, including case study about the "OMO Lemon Festival," we have shown the significant impact of marketing events on enhancing brand presence and engagement across different industries.

Key words:

Marketing events, Brand, Brand equity, OMO Lemon Festival.

## المخلص

ومع الزيادة في مختلف أدوات الاتصال، يتعرض المستهلكون لآلاف الإعلانات كل يوم. وفي هذه البيئة المشبعة، تثبت أحداث التسويق فعاليتها بشكل خاص في جذب الاهتمام وإقامة علاقات دائمة مع الزبائن. وتبين دراستنا أن أحداث التسويق تؤدي دوراً حاسماً في بناء وتعزيز المساواة في العلامات التجارية عن طريق زيادة الوعي، وتحسين تصور جودة المنتجات، وإنشاء روابط إيجابية للعلامات التجارية، وتعزيز ولاء العملاء. ومن خلال تحليل معمق للبيانات النوعية والكمية، بما في ذلك دراسة حالة إفرادية عن "مهرجان ليمون اومو"، أظهرنا الأثر الكبير لأحداث التسويق على تعزيز وجود العلامة التجارية والمشاركة عبر مختلف الصناعات

### الكلمات المفتاحية

الاحداث التسويقية، العلامة التجارية، قيمة العلامة التجارية، مهرجان الليمون اومو

## Résumé

Avec le développement des différents outils de communication, les consommateurs sont exposés à des milliers de publicités chaque jour. Dans cet environnement saturé, les événements de marketing s'avèrent particulièrement efficaces pour attirer l'attention et établir des relations durables avec les clients. Notre étude démontre que les événements de marketing jouent un rôle crucial dans la construction et le renforcement de l'équité de la marque en augmentant la sensibilisation, en améliorant la perception de la qualité des produits, en créant des associations de marque positives et en favorisant la fidélité des clients. Grâce à une analyse approfondie de données qualitatives et quantitatives, y compris une étude de cas le "OMO Lemon Festival", nous avons montré l'impact significatif des événements de marketing sur l'amélioration de la présence de la marque et de l'engagement dans différents secteurs d'activité.

Les mots clés :

Marketing événementielle, capital marque, OMO Lemon Festival



### List of abbreviation

<b>Abbreviation</b>	<b>Signification</b>
BtoC	Business to consumer
BtoB	Business to business
ROI	Return on investissement
CBBE	Costumer Based Brand Equity
FBBE	Firm Based Brand Equity
EBBE	Employee Based Brand Equity
WOM	Word Of Mouth
SWOT	Strengths, Weaknesses, Opportunities, Threats.
AR	Augmented Reality
VR	Virtual Reality

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**General Introduction**

Event marketing, as a strategic component of overall marketing efforts, possesses distinctive features that set it apart from other communication channels. This thesis aims to delve into these characteristics, shedding light on the changes in brand equity that will be a key outcome of event marketing.

At the core of this dissertation is the examination of how marketing events, spanning product launches, experiential activations, and community engagements, serve as drivers that influence and augment existing brand equity. This investigation is grounded in the premise that understanding these roles is essential for marketers seeking to leverage events strategically to maintain and elevate brand equity.

The main focus of my research is to explore the role of marketing events such as product launches, experiential activations and community engagements on brand equity. I strongly believe that comprehending these roles is vital, for marketers who want to use events to uphold and enhance brand value. Existing research indicates that the outcome of attending an event is significant in shaping the overall brand experience. This is attributed to the direct and interactive engagement that consumers have with brands during such events. Additionally, there is supporting evidence suggesting that brand experience contributes to the generation of brand equity, particularly concerning specific components.

The primary objective of this research is to unravel the diverse roles played by marketing events in influencing existing brand equity. By delving into emotional connections, brand recognition, loyalty reinforcement, differentiation, and other dimensions, the study aspires to offer a comprehensive understanding of how events contribute to the holistic maintenance and enhancement of brand equity.

The central question guiding this research is: What roles do various marketing events assume in influencing and optimizing existing brand equity? This overarching question is complemented by subsidiary inquiries, each delving into specific facets of the complex relationship between marketing events and brand equity.

In order to provide some answers to these questions and based on our primary knowledge, we have proposed the following research hypotheses:

H1 : A significant or moderate increase in consumer perception after an event leads to higher brand recommendation rates, indicating enhanced consumer loyalty.

H2 : The effectiveness of marketing events in influencing brand equity varies across different sectors of activities .

H3: Demonstrating brand values during events positively influences and reinforces brand imagery.

H4: The creativity of marketing events play a crucial role in determining their impact on brand equity .

Our work will be divided into three main chapters; each chapter will be divided into two sections.

In our study, the theoretical chapters (I and II) employ a descriptive documentary approach, where we consult various sources such as books, research articles, guides, and relevant documents to provide an overview and understanding of the topic. This approach allows us to gather information and insights from existing literature.

In the initial chapter of our study, we will explore the concept of marketing events in depth. We begin by providing an overview of the history of events, highlighting their evolution and significance. Next, we delve into the integration of events within marketing strategies, examining how companies leverage these events to enhance their communication efforts. We will discuss the different types of marketing event platforms, detailing their unique characteristics and functions. Additionally, we will explore the objectives and promises of marketing events for companies, such as boosting sales, enhancing brand image, and fostering customer loyalty. Finally, we will outline the essential steps for planning successful marketing events, from situational analysis to audience understanding, and event promotion to risk management. This comprehensive overview sets the foundation for understanding the strategic role of marketing events in modern business practices

In the second chapter of our study, we will provide a comprehensive description of the brand and its various elements. This will include a historical overview, and an examination of visual, sound, and tactile identities. We will then present a detailed overview of brand equity, exploring its foundation in marketing literature from organizational, customer-based, mixed, and employee-based perspectives. Furthermore, we will discuss the advantages of building strong brand equity, identifying the key elements and marketing tools that contribute to its development. Lastly, we will analyze how the contents of brand equity, as defined by Aaker and Keller, can be influenced by marketing events. This analysis will cover aspects such as brand identity, brand meaning, brand response, and brand relationships, providing insights into how marketing events can enhance brand awareness, perceived quality, and brand image, ultimately contributing to sustainable growth.

Chapter Three, titled "Evaluating the Impact of Marketing Events on Brand Equity," explores the dynamics at play within the company where our internship was conducted, focusing on its client OMO and the OMO Lemon Event organized by Pi-Relations. This chapter undertakes an analysis of how such events influence the various dimensions of consumer-based brand equity. Through a dual approach involving quantitative studies aimed at consumers and qualitative interviews with company representatives, we aim to gather comprehensive insights and perspectives. Utilizing R Studio for data analysis, we employ both univariate and bivariate analyses to interpret relationships and patterns within the quantitative data, while qualitative data from interviews are scrutinized to identify key themes and insights. This combined approach allows us to draw conclusive findings, leading to actionable recommendations and suggestions in conclusion, aimed at optimizing brand equity through strategic event marketing initiatives.

**Chapter One: Marketing Events as communication tool**

**Introduction:**

In the dynamic landscape of modern marketing, companies are continually seeking innovative avenues to engage with their audience and leave a lasting impact. Among these strategies, marketing events have emerged as a powerful tool for communication and brand promotion. From traditional trade shows to cutting-edge augmented reality experiences, the realm of marketing events offers a diverse array of opportunities for companies to connect with their stakeholders.

This chapter delves into the integration of events within the broader marketing strategies of organizations. We explore the fundamentals of events, their historical context, and the imperative role they play in today's marketing environment. Additionally, we examine the objectives and promises of marketing events, along with the challenges they present to marketers. By understanding the essentials of event marketing, companies can effectively leverage these platforms to achieve their marketing goals and foster meaningful relationships with their audience.

## **Section one: The Integration of events in marketing strategy for companies**

### **1. Marketing communication for organizations:**

By communication, we refer to all information, messages, and signals that the company emits, whether voluntarily or involuntarily, towards various publics. Since 1980, marketing communication has played a crucial role as a marketing lever for companies. This form of communication is a part of the global communication strategy for companies and has been utilized for both corporate and commercial purposes, tailored to the specific message intended for the audience. Whether aiming to enhance brand image or drive sales, direct communication strategies are pivotal in effectively conveying the desired message to the target audience. The main objectives of marketing communication are Brand communication and sells communication. Brand communication refers to communication where the company speaks of itself, its identity, its mission and its values and takes pride in feels like a legal person, beyond its products and services. its main purpose is to affirm the company's own personality, to assign it an identity distinct and coherent. It aims to foster and establish relationships favorable with stakeholders and groups within which taken is dependent, managing its image and reputation.<sup>1</sup> While sells communication commercial goals is driven force behind sales and revenue generation within the organization, It core focus is amplifying the benefits of the company products or services and maximizing commercial opportunities in the marketplace.

Within this framework, communication marketing strategies are taking a 360-degree view of customers, which incorporates the different ways communication will affect their attitude and behavior<sup>2</sup>, and crafted to bridge the gap between the organization's identity and its perceived image, aligning with marketing objectives to enhance brand equity.

One of the most powerful marketing communication tools companies use is events. These events create a direct and impactful connection between the firm, its brand, and both internal and external audience. In this section, we will explore what events entail and how companies how it takes part of the marketing communication of firms to achieve their broader marketing goals.

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<sup>1</sup> THIERRY (L) , and KARINE (J) : *La communication corporate*, 2<sup>nd</sup> edition , Dunod, Paris , 2016, p.09. Our translation

<sup>2</sup> Kotler(F), Keller(K) and Marceau(D), and DUBOIS(B): *marketing management*, 16<sup>th</sup> edition ,Paris, 2015, p. 628

Before we delve into the Marketing through events, it is important to understand the fundamentals of events and why they are such a valuable tool in a company's marketing communication efforts.

## 1.1. fundamentals of Events:

### 1.1.1. literature overview of event:

Nowadays, events function as a major development aspect in our cultures, including public events and celebrations, which have been increasing due to the increase in leisure time and entertainment spending. Even governments and corporations support events as key elements in their development strategies, whether marketing or economic wise.

Since the middle to the latter half of the twentieth century, when the events field has transformed into an industry<sup>3</sup>, several issues had been taken into consideration. For example, the effective communication methods that should be developed to attract event attendees, as their attendance is considered to be a key element to an event's success or failure

According to oxford dictionary an *'events is a thing that happen''s*<sup>4</sup>, especially something important .The chambers dictionary defined as "anything which happens; result; any incidence or occurrence specially a memorable one; contingency or possibility of occurrence; an item in a program (of sports, etc) a type of horse-riding competition, often held over three days (three-day event), consisting of three sections, like dressage, cross-country riding and show jumping; fortune or fate (obs); an organized activity at a particular venue, like for sales promotion, fundraising."<sup>5</sup> Nowadays, events play a major role in shaping cultures and societies. Events are supported and promoted by governments, businesses, and corporations, which ease their marketing strategies, and image promotions.

Kotler defines events as *'occurrences designed to communicate particular messages to target audiences.'*<sup>6</sup> In this context, Gaur and Saggere talk about events from a marketing perspective. Events have been understood as an effective marketing tool. Here events are an additional media whereby two-way (or active) communication is possible. Event is something noteworthy which happens according to a set plan involving networking of a multimedia

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<sup>3</sup>BOWDIN(G) and alii : *Events Management*, 2<sup>nd</sup> edition, Elsevier Ltd,2006 ,p.30

<sup>4</sup> <https://www.oxfordlearnersdictionaries.com/definition/english/event> consulted : 02-03-2024 at 3pm

<sup>5</sup> <https://chambers.co.uk/search/?query=event&title=21st>, consulted at : 02-03-2024 at 3:20pm

<sup>6</sup>KOTLER (P): *Marketing management*, 11<sup>th</sup> edition, New York McGraw-Hill,2002, p.576

package, thereby achieving the clients' objectives and justifying their need for associating with events.<sup>7</sup>

The term "marketing event" is used to describe a meeting that is organized by a company for the purpose of bringing together clients and potential clients. for the primary purpose of engaging those people in some aspect, with each other, with the event itself, or with the organizations that have created the event. That primary purpose can take a lot of different forms, marketing events themselves are subdivided into two big categories :internal events, which are typically events that are put together by companies for their own staff and remain within the organization. And then we have another category known as external events, and these are events that are put together by a company, but their purpose is to target people that are outside the company, so essentially to market the company and its products and brand to an external audience. So the term of marketing events covers a huge range of areas; from events that are very much about the sales and marketing activities of a company in terms of trying to generate new business and build the brand, to things that are actually more about creating really close, strong working relationships between the members of staff within an organization.

### 1.1.2. Historical overview of events<sup>8</sup>:

- In the 1930s, the new fairs of modern times, the salons in particular that of the automobile, are gaining momentum. (**annex1.1**)

- In the 60s in order to succeed with maximum efficiency of the sales forces ever more numerous, companies have started to develop services specialized interns.

- In the 70s with the development of new image technologies, first specialized agencies appear, but the communication market by the event only really took off during the 1980s.

- The 1990s and 2000s the field of events is becoming more professional, and companies are hiring communications managers or use event agencies.

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<sup>7</sup>HEENAA (KB): *Basics of Event Management,National* , Indira Gandhi National Open University (IGNOU) , India ,2018 ,p13

<sup>8</sup> BELMEHDI(Theziri),and BENSALEM(Fahem) :*Le rôle des réseaux sociaux dans la communication événementielle Cas pratique : Lancement d'un nouveau produit de la SARL « RAMDY»*, master degree in information and communication science(option: communication and public relations), University of ABDERRAHMANE MIRA Bejaïa,2019,p30

Faced with the development of the virtual world, individuals are expressing their need to come together in order to preserve human contact too often replaced by that of the machine.

-SINCE 2000: With the development of new information technologies and communication, the event has been digitized.

### **1.1.3. Actors of an event for companies:**

#### **1.1.3.1. Event managers:**

event manager takes on comprehensive responsibility for the entire process. This includes planning, organizing, and executing the event. Key tasks involve creating a detailed event plan, setting timelines, managing budgets, and selecting and negotiating with service providers such as caterers and decorators. The event manager is also responsible for guest management, which includes managing the guest list, sending invitations, and handling RSVPs. Additionally, they handle all logistical aspects, such as setting up the venue and coordinating transportation. On the day of the event, the manager supervises the setup, manages the schedule, and ensures that everything proceeds smoothly.

In contrast, when a company collaborates with an external event agency, the event manager's role shifts to a more strategic and supervisory position. They act as the primary liaison between the company and the event agency, communicating the company's objectives, vision, and requirements. The event manager oversees the agency's work to ensure alignment with the company's expectations, reviewing proposals, monitoring progress, and providing feedback. They ensure that the agency integrates the company's internal policies, brand guidelines, and culture into the event planning and execution. While the agency handles most operational tasks, the event manager maintains quality assurance by ensuring the agency's deliverables meet the company's standards and may still coordinate directly with specific service providers to meet particular requirements<sup>9</sup>

#### **1.1.3.2. events and communication agencies:**

The organization of an event can be outsourced, with the company hiring specialized agencies to handle the event, whether it is internal or external. These agencies ensure the smooth execution of the event in all aspects. Communications agencies work to find the right balance between shows and events to convey strategic messages. THE event and communication

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<sup>9</sup> HEENAA (KB): *Basics of Event Management*, op.cit , p.16.

agencies are now able to establish a direct connection with the public. Within certain organizations, the event even becomes a tool essential in the communication strategy. The activity within an events agency is structured around four functions main: the project, production, commercial activities, and administration.<sup>10</sup>

### 1.1.3.3. Service providers:

One of the strengths of events lies in the diversity of service providers they involve and the variety of professions they bring together.

- service agencies (hostesses, security, valet, cleaning...).
- entertainment (close-up magic, team building, performers...).
- technical (video equipment rental, sound, lighting... with technical crew).
- digital content distributors (servers, platforms...).
- decorators (themed sets, arrangements, floral decoration...).
- furniture and seating rentals.
- caterers/food services.
- multimedia production (soundtracks, films, 3D animations...).
- special effects and interactivity.
- logistics, stage management, technical director (often freelancers, contract workers, or temporary employees on fixed-term contracts).

Thierry Marx, a renowned chef known for his insights on management, champions a principle summarized in three letters: "RER" – Rigor, Engagement, Regularity. This adage is the guiding principle not only for every service provider but also for every stakeholder in the event industry. This level of commitment and consistency is crucial in the selection of service providers, ensuring that only the best are chosen to contribute to the success of an event.

Service quality should consistently meet high standards, with precision and responsiveness expected from every service provider, irrespective of their profession.

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<sup>10</sup>PASCALE(C) : *La communication événementielle*, 2<sup>nd</sup> edition, Dunod, Paris , 2017, p.95. Our translation

## 1.2. The necessity of Events in marketing strategy

### 1.2.1. Concept of marketing events:

As events became an attractive communication platform, there emerged an extensive body of literature which covered issues related to event planning, production, organization, management, evaluation and monitoring. Most of these analytical and empirical works were dedicated to traditional event categories like festivals, concerts, fairs, exhibitions, gameplays, tournaments, celebrations, political meetings, entertainment or business occasions. However, little academic consideration has been given to recent developments in event marketing.

It is important to distinguish between marketing events and marketing of an event, they are distinct but interconnected concepts. Starting with marketing events that involves using as forms of marketing communications that involves direct contact between brands and consumers at special events<sup>11</sup>. In the other hand marketing of an event focuses on promoting and advertising events to attract attendees, it represents a part of the marketing events strategy.

In understanding the evolving landscape of event marketing, it becomes crucial to recognize the multifaceted factors that drive the need for events as a strategic marketing tool. While (Figure I-1:) will demonstrate these factors.

#### 1.2.1.1. The need of events in marketing

**Figure Error! No text of specified style in document.-1:** Factors influencing the need for event marketing.



<sup>11</sup> DRENGNER(J), GAUS, (H) & JAHN, (S): *Does Flow Influence the Brand Image in Event Marketing?*, Journal of Advertising Research, VOL48 N°1, March 2008, p.139.

**Source:** WOHLFEIL (M) and WHELAN(S): Event-Marketing as Innovative Marketing Communications: Reviewing the German Experience, Journal of Customer Behaviour, 2005, Vol4 N°3, p.183.

➤ **Changes in marketing environment:**

That globe changes in:

- Saturation and fragmentation of markets: This refers to the increased number of product and services in the market, which make it difficult for individual offering to stand out. That led to decreasing effectiveness of classic marketing communication due to intense competition for consumer attention.

- Competition of communication: As the market saturates, the competition among brands to communicate their messages effectively grows. This often results in a clutter of marketing messages, where consumers are bombarded with advertisements and promotional content across various media.

- Information overflow: This often results in a clutter of marketing messages, where consumers are bombarded with advertisements and promotional content across various media<sup>12</sup>.

➤ **Changes in consumer behavior:**

In addition to changing marketing environment, consumers are behaving differently, they are showing increasing orientation towards leisure and recreation as well as a “desire for individualism”, they passed from passive to active participants, shaping their own brand journeys due to:

- Changes in social value system: societal values have evolved, with a growing emphasis on quality of life and experiences over material goods. This shift influences consumer behavior towards seeking brands that can provide enriching experiences.

- Shift from Maintenance to Experiential Consumption: Consumers tend to search in their leisure time for activities that compensate for the deficits of their everyday work experience, illustrating a shift from maintenance to experiential consumption and a preference for experiences that enhance life quality over mere product ownership.

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<sup>12</sup> WOHLFEIL (M) and WHELAN(S): Event-Marketing as Innovative Marketing Communications: Reviewing the German Experience, Journal of Customer Behavior, 2005, vol 4 N°3, p.186.

- Romantic consumption Ethic: This involves a nostalgic or romanticized engagement with products or services, where the consumption is intertwined with personal identity and values, often reflecting a longing for the past or for idealized experiences.

Changes in both marketing environment and consumer behavior led to the rise in experience oriented marketing communication.<sup>13</sup>

➤ **Experience oriented marketing communication as consequence in marketing environment and consumer behavior:**

These factors push marketers to abandon traditional marketing communication with an innovative approach called “experiential marketing” that represent one of the push communication strategies.

-Emotional Benefit Strategies: Emotional benefit strategies are emphasized as essential in engaging consumers on a more profound emotional level, crucial in a fragmented market where emotional connections can significantly influence consumer behavior.

-Experiential marketing: Highlighted as a response to the changing consumer preferences towards experiences over products, offering consumers engaging and memorable brand interactions<sup>14</sup>.

➤ **Events-marketing a platform for experience-oriented marketing communication:**

- Experience Over Messages: creates immersive experiences where consumers actively participate. It has a stronger impact on consumers perception of reality than passive media exposure.

- Interactive Engagement: marketing events fosters dialogue and interaction between participants, spectators, and brand representatives, that build stronger brand relationships and even brand communities.

- Dramaturgy: In order for consumers to emotionally experience the lived brand-reality, it requires a unique and creative dramaturgy that, similar to a theatre play, brings the brand image to life and captures the imagination of the target audience.

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<sup>13</sup> Ibid.,p.187.

<sup>14</sup> Ibid.,p.190.

- Self-Initiation: Self-initiation is discussed as a characteristic of event-marketing that encourages consumers to actively participate and initiate interaction with the brand, contrasting with passive reception in traditional advertising.<sup>15</sup>

### **1.2.2. The relation between events and the 5P's:**

The five Ps of marketing—product, place, people, price, and promotion—play integral roles in Event Marketing. To effectively utilize Event Marketing, marketers must grasp how it intertwines with the other components of the marketing strategy. According to Kotler, the organization's marketing mix comprises controllable variables that are blended to elicit the desired response from the target market<sup>16</sup>. Event Marketing falls under the promotion category of the marketing mix, alongside other tools such as advertising, sales promotion, personal sales, direct sales, public relations, and sponsoring. It's important to note that Event Marketing does not replace any of these components; rather, it complements them, working synergistically to achieve the organization's marketing objectives.<sup>17</sup> Even if an organization employs Event Marketing, it's essential to integrate it with other elements of the promotion mix before, during, and after the event. Take for instance a fashion retailer planning a seasonal fashion show can employ a multifaceted approach to promotion. Leading up to the event, they may utilize social media teasers and influencer partnerships to build excitement and drive ticket sales. During the fashion show, besides showcasing their latest collections, they may offer exclusive discounts or promotions to attendees to incentivize immediate purchases. Following the event, the retailer can continue the momentum by sending follow-up emails with special offers to attendees and sharing highlights from the event on their social media channels to reinforce brand engagement. One of the key advantages of Event Marketing over other channels is its versatility it can serve objectives ranging from direct sales to image building, depending on its strategic implementation

### **1.2.3. Events from In-Person Gatherings to Virtual Experiences:**

The rapid development of technologies and the evolution of industries, events industry has been profoundly transformed, giving rise to two distinct categories: traditional events and

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<sup>15</sup> Ibid.,p.196.

<sup>16</sup> KOTLER( P )& ARMSTRON(G): *Marketing – an introduction, Englewood Cliffs*,Prentice-Hall Inc, 2<sup>nd</sup> edition ,1993,p.85

<sup>17</sup> ABRATT(R )& GROBLER(P) : *The Evaluation of Sports Sponsorships*,International journal of advertising, Vol8 N°4,1989, p. 351.

digital events. As we delve deeper into the realm of event marketing, these two categories represent the dynamic landscape marketing communication strategies<sup>18</sup>:

Event marketing was one of the promotional tools that was present in 1980s<sup>19</sup> In response to significant simultaneous changes In marketing environment, Companies have been using events in many ways to achieve their marketing goals.

When explaining the concept of event-marketing as an innovative marketing communication strategy, the authors always encounter immediately a variety of disbelief and confusion. One of most uttered arguments, the authors are on a regular basis confronted with, is the idea that marketing through events is not new and the marketers have always managed a seminar, a sales stand in the shopping mall, a competition or a product testing of some kind. These points are then either complemented or contradicted with those who defined as the staging of interactive marketing events as multi-dimensional hyper real brand experiences for consumers, which would result in an emotional attachment to the brand.

Therefore, Events are a very specific marketing communication tool. It is based on the direct emotional involvement of the target group, thereby positively affecting the relationship to a particular product or brand. What is important are "experience worlds" that appeal to one or more senses. This includes the use of certain colors, shapes, melodies and smells during events in order to "enhance" the product and give it tactile benefits. This is an active workload in which the target group meets at a specific place and at the same time and perceives a multisensory experience. Various "pull" and "push" factors determine the reasons why organizations attend events. "Push factors have been conceptualized as motivational factors or needs that arise due to a disequilibrium or tension in the motivational system. That is, as factors that motivate or create a desire to travel. Pull factors, in contrast to push factors, have been conceptualized as relating to the features, attractions, or attributes of the destination itself

In recent years event industry has entered an online world and evolved into more digitalized forms with advanced technologies like, for example, new display and mobile solutions, tracking systems, augmented reality, live-streaming, holograms etc. This shift allowed for more brand-consumer interactions, and contributed to more intense and amusing

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<sup>18</sup>Malgorzata (K)v:*MARKETING EVENTS IN A DIGITAL ERA – A COMPARATIVE ANALYSIS OF NEW AND TRADITIONAL EVENTS IN TERMS OF BRANDING EFFECTIVENESS*, Conference Proceedings of the 11th Annual International Bata Conference 2015,p.1-2.

<sup>19</sup> WOHLFEIL(M),and WHELAN(S):*Event-Marketing as Innovative Marketing Communications op.cit*,p.197.

on-site experiences. It also extended potential impact of events from actual attendees to online users, as certain performances, games and shows may be viewed with a smartphone from any place in the world. Growing digitalization and accessibility of new technologies has led to further blend of various tools in the promotion mix and prompted the development of multiple innovative options. As a consequence, events became integrated into other advertising tools, causing new alternatives to appear: what once was a simple urban game, now has become a trans media storytelling with extensive number of online. Surprisingly, despite being frequently used and applauded by practitioners, these new forms of marketing events have received little academic attention and scholar scrutiny. It is thus worth investigating and reviewing them.

We arrived to digital event that event which brings an audience together where some or all of the attendees are not physically present in the same location, but are connected in a common digital environment. Such events are mostly sought by advertisers, as they can easily target communities of people at a very low cost, unlike the other type of events. Digital events are increasing because of the ever increasing internet users and internet penetration. Mobile smartphone penetration is also increasing, because of these handsets being capable of digital interactions. Hence advertisers are able to look at rural markets for their digital activations. Digital is used to market events and continue to engage the community after the event, also used to demonstrate ROI (return on investment) to client.

## **2. The objectives and promises of marketing events for companies:**

Marketing through events plays a pivotal role in a company's strategy due to the wide range of objectives they achieve and their significant internal and external advantages. These objectives span both commercial and corporate domains, providing immediate benefits and fostering long-term growth.

### **2.1. Objectives of marketing Events for companies:**

Event marketing is not focused on achieving short-term economic gains, such as immediate sales increases. Instead, it aims to accomplish non-economic objectives related to contacts and communication. The objectives of event marketing can be categorized into two levels<sup>20</sup>:

#### **➤ Operational Objectives:**

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<sup>20</sup>Ibid,p.198.

These primarily address short-term effects, such as the level of emotional engagement, the intensity of interactions, participants' willingness to engage in dialogues, and the number of direct contacts between participants and brand representatives.

➤ **Strategic Objectives:**

These aim to positively influence brand familiarity, image, consumer attitudes, and emotional attachment to the brand, ultimately impacting future buying intentions.

**2.1.1. Develop, strengthen or modify the perceived image**

The image is made up of all the representations and opinions that individuals have, based on what they perceive of an entity. As such, it must be worked on. Companies want to prove above all that they are not only looking for maximum profit. But there are many values where the company can be very useful, such as innovation, aesthetics, ecology, civic responsibility, etc. This work on the image is permanent and can be carried out on both external and internal targets.

**2.1.2. Boosting sales volumes**

It is very difficult to be sure of the influence of event communication on sales, as the examples are multiple and do not always give the same results. In the context of events there is nevertheless a certain amount of work that indicates that there is a higher probability that consumers will buy the products from those who promote their products through events, rather than those who don't show their products through events.<sup>21</sup>

**2.1.3. Demonstrate the qualities of a product, service or brand**

This is Events by proof, where the product is the actor of the event: it is highlighted, and demonstrates its superior qualities through its commitment to the event. The proof strategy is very much used in physical sports events, such as tennis, football or athletics, hence the omnipresence of brands such as Adidas, Nike or Swatch, as well as motor sports such as car racing.

**2.1.4. Increase internal engagement and foster brand advocacy:**

By its nature, form and character, an event puts the company on stage and reflects its culture. Just like a company takes center stage at a public event, internal marketing events

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<sup>21</sup>MEENAGHAN (T):*The role of sponsorship in the marketing communications mix*, International journal of advertising, Vol 10, N°1, 1991p. 35-47.

strategically position your company culture and goals in the spotlight for its most valuable audience: the employees. This isn't just about information dissemination; it's about fostering connection and purpose. By uniting employees around a project other than professional, you armonize human relations within the company. This, in turn, fuels employee engagement with company objectives and ignites brand advocacy from within.

The Table (I-1) resume the different objectives of event as marketing communication tool.

**Table Error! No text of specified style in document..1:** objectives with event marketing

Objectives with Event Marketing	
<ul style="list-style-type: none"> <li>• Corporate-related objectives:               <ul style="list-style-type: none"> <li>- affect the company image</li> <li>- create awareness</li> <li>- create goodwill</li> <li>- reassure shareholders</li> <li>- strengthen the internal relations</li> <li>- company identification with target group</li> <li>- establish relationships with customers</li> <li>- receive feedback</li> <li>- test a new market</li> <li>- launch new product</li> <li>- "engine" running overall marketing</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Product-related objectives               <ul style="list-style-type: none"> <li>- affect the brand or product image</li> <li>- generate brand or product awareness</li> <li>- product identification with target group</li> </ul> </li> <li>• Sales objectives               <ul style="list-style-type: none"> <li>- increase short-term sales</li> <li>- increase long-term sales</li> <li>- create shopping impulses</li> </ul> </li> <li>• Achieve media coverage</li> <li>• Guest hospitality               <ul style="list-style-type: none"> <li>- influence invited guests</li> <li>- entertain invited guests</li> </ul> </li> <li>• Personal objectives               <ul style="list-style-type: none"> <li>- deliver personal satisfactions</li> </ul> </li> </ul>

**Source:** ERIKSSON (J),HJÄLMSSON(A): *Event Marketing as a Promotional Tool - A Case Study of four Companies*, master's dissertation in the Program of International Business, Lulea University of Technology, 2000,p 8.

From the table above, we notice that the main objectives of event marketing are corporate-focused. These events provide a clear representation of the company from different perspectives, showcasing the company's DNA to its audience. This approach helps build an emotional connection with the company, securing a place in consumer perception. Additionally, word-of-mouth (WOM) generated from events helps attract new audiences and expand the company's reach.

**Product-related objectives:** Through events, companies enhance the perception of their products and services, ensuring that the audience recognizes and remembers them. Events also establish a strong link between the specific needs of the audience and the company's offerings,

effectively aligning products with customer preferences. When customer find the right product/service that satisfied their need this will automatically generate sales in court and long term. Media coverage expose publicities about the companies it product and it enhance the visibility of companies to the audience. Finally, events fulfill personal objectives for attendees, offering opportunities for enjoyment, networking, and professional development. By meeting these personal goals, events can leave a lasting positive impression on participants, further strengthening their connection to the company.

## **2.2. Challenges and promises of marketing events:**

### **2.2.1. Challenges:**

One of the most significant challenges marketers face is justifying the high perceived cost of experiential marketing compared to other communication options available. Here are some key factors contributing to this challenge<sup>22</sup>:

#### **➤ Creative and Logistical Demands:**

Developing an experiential event requires substantial creative input and meticulous logistical planning. Crafting a memorable experience involves innovative concepts and precise execution, which can drive up costs.

#### **➤ Need for Uniqueness:**

Each event must be unique and pioneering to capture attention and differentiate the brand from competitors. This necessity for originality often leads to increased expenses in both planning and execution.

#### **➤ Measurement Difficulties:**

The impact of experiential marketing can be challenging to measure. Unlike digital marketing, where metrics like click-through rates and conversion rates are readily available, the ROI of live events is harder to quantify accurately.

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<sup>22</sup> SMITH (K), HANOVER(D): *Experiential marketing*, Wiley, United States of America , 2016,p.133

### 2.2.2. Promises:

Marketers who compare the "cost vs. reach" of experiential marketing to other media forms risk overlooking its true potential, as experiential marketing achieves three key objectives more effectively than any other approach<sup>23</sup> :

#### ➤ **Enables Brands to Spend More Time with Their Stakeholders**

Experiential marketing allows brands to engage deeply with their audience, offering a unique opportunity to create meaningful interactions that go beyond traditional advertising. Unlike TV commercials or online ads that deliver passive impressions, experiential marketing involves participants in immersive and memorable experiences. For example, a car manufacturer might host an exclusive test drive event where attendees can explore the latest models in a scenic setting, interact with brand representatives, and participate in related activities like virtual reality driving simulations or behind-the-scenes factory tours. This hands-on approach creates a significant connection, as attendees choose to invest their time and attention, resulting in a more profound and lasting impression of the brand.

In addition to the immediate engagement, these events often generate valuable feedback directly from customers. This real-time interaction allows brands to gather insights about consumer preferences and behaviors, which can be used to refine marketing strategies and improve product offerings. Furthermore, the social aspect of these events encourages participants to share their experiences with others, both in-person and via social media, amplifying the brand's reach and impact.

#### ➤ **Requires Less Time to Inspire Action**

One of the key advantages of experiential marketing is its ability to inspire swift action. Through direct engagement, consumers gain a better understanding of a product or service and how it fits into their lifestyle, which lowers the barriers to trial and purchase. For instance, a tech company might set up interactive pop-up stores in high-traffic areas where consumers can try out new gadgets, receive personalized demonstrations, and ask questions directly to

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<sup>23</sup> Ibid.,p.135.

knowledgeable staff. This immediate, hands-on experience not only educates consumers but also accelerates their decision-making process, increasing the likelihood of immediate purchase and reducing perceived risk.

Moreover, experiential marketing can create a sense of urgency and exclusivity that drives action. Limited-time events, special offers available only to event attendees, and exclusive first looks at new products can motivate consumers to act quickly. For example, a fashion brand might host a private launch party for a new clothing line, offering attendees the chance to purchase items before they hit the stores. This exclusive access can prompt attendees to make immediate purchases, driven by the excitement and exclusivity of the event.

### ➤ **Leads to Longer Relationships and Advocacy**

Experiential marketing excels in building long-term relationships and fostering brand advocacy. Loyalty is achieved when a brand consistently delivers on its promises through memorable and engaging experiences. For example, a beauty brand could create a series of VIP events where loyal customers are invited to exclusive previews of new products, receive personalized beauty consultations from experts, and enjoy special discounts. These events make customers feel valued and appreciated, encouraging them to remain loyal to the brand.

Furthermore, these experiences often lead to advocacy, where satisfied customers share their positive experiences with friends, family, and their broader social networks. This word-of-mouth promotion is incredibly powerful, as personal recommendations are often more trusted than traditional advertising. For instance, a food and beverage company might organize a culinary festival where attendees can sample new products, meet celebrity chefs, and participate in cooking workshops. Attendees who enjoy the event are likely to talk about it on social media, share photos and videos, and recommend the brand to others, significantly amplifying its reach and credibility.

For instance, Microsoft's marketers are now urged by management to shift their perspective away from solely assessing success or failure based on pure ROI. Instead, they are encouraged to concentrate on how their initiatives align with the company's specific business objectives. This shift signifies that experiential marketing has transcended being merely a tactic and has become a strategic imperative for a company that hosts over 10,000 events globally each year.

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encouraged to concentrate on how their initiatives align with the company's specific business objectives. This shift signifies that experiential marketing has transcended being merely a tactic and has become a strategic imperative for a company that hosts over 10,000 events globally each year. As brands continue to invest in innovative experiential marketing strategies, they can overcome challenges and unlock the full potential of engaging with their audience in meaningful and impactful ways.

## **Section two: Event Marketing Essentials: Types, Plan.**

### **1. Types of marketing events:**

In introducing events platforms, it's crucial to understand the underlying strategies guiding event planning and execution. Therefore, the discussion begins with delineating between the two primary strategies: the one-to-many and one-to-few approaches<sup>24</sup>. The one-to-many strategy encompasses broader outreach efforts, such as sponsorship, public trade shows, and fairs, aiming to engage a wide audience. On the other hand, the one-to-few strategy emphasizes intimate interactions with smaller groups through conferences, seminars, and professional salons. These strategies form the foundational framework upon which event planners select and tailor platforms to suit their objectives and target audience. By comprehensively grasping these strategic distinctions, organizers can effectively navigate the dynamic landscape of event planning, ensuring optimal engagement and impact.

Organizations engage in four broad categories that events: Corporate Events, Social Events, Business Events and Lifecycle Events.

#### **A. Corporate events:**

are organized by businesses for their employees, stakeholders, clients, or partners. These events are designed to achieve specific objectives such as team building, networking, training, product launches, or celebrating company milestones. Examples include annual general meetings, corporate retreats, award ceremonies, and conferences. The main goal is to enhance the company's culture, foster relationships, and promote the company's values and goals.<sup>25</sup>

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<sup>24</sup> LENDREVIE(J),LEVY(J):*Mercator*,11<sup>th</sup>edition,Dunod ,Paris,2014,p.424.

<sup>25</sup> ALLEN (J):*Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events*, 2<sup>nd</sup> edition, Willey,2010, p.45

**B. Social events:**

Are gatherings aimed at fostering relationships and providing entertainment and enjoyment for participants. These events can include weddings, birthday parties, anniversaries, reunions, and holiday parties. They are typically more casual and focus on personal connections, celebrations, and creating memorable experiences for attendees.

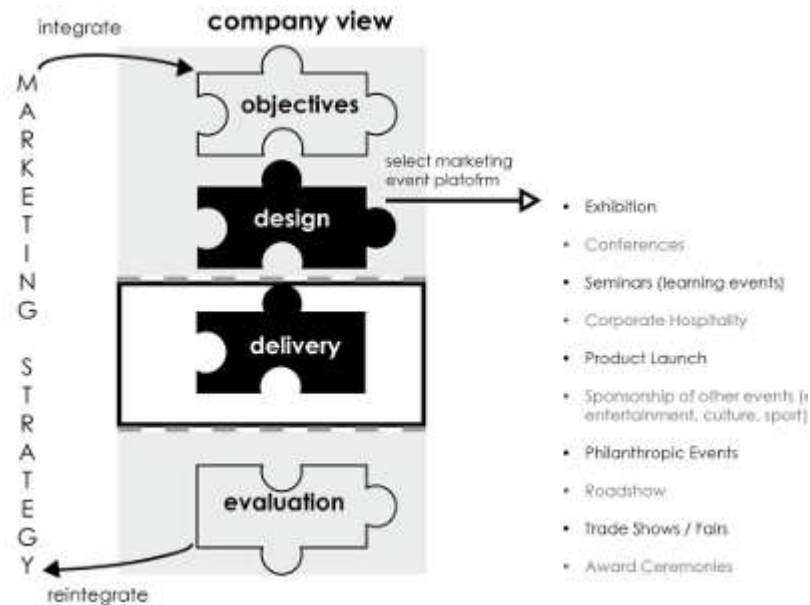
**C. Business events:**

Aim to achieve specific business objectives, which can be accomplished through promotions, product launches, publicity stunts, marketing activities, and direct commercial engagements. These events fall under the category of MICE (Meetings, Incentives, Conventions, and Exhibitions). The scale of a business event depends on the size of the organizing company.

**1.1. Marketing event platforms:**

Each platform has its own charm, characteristics, and indeed challenges, therefore lending itself to the achievement of specific combinations of event objectives. This marks a step change as a more typical approach is the reverse where objectives follow the selection of platform. For example, a product launch could be a powerful mechanism through which to leverage objectives associated with sales and brand communications. Whereas objectives around augmenting relationships with clients would perhaps be better served through a smaller workshop or hospitality event. This pattern is replicated across all event platforms and combinations of objectives. Specific platforms (or combination of platforms), lend themselves to the achievement of specific objectives.

**Figure Error! No text of specified style in document.-2:** objectives with event marketing



**Source:** CROWTH(P) :Marketing event outcomes :from tactical to strategic,International Journal of Event and Festival Management, 2011,p.11.

### 1.1.1. Corporate / Business and Trade Events: A Gateway for Industry Growth and Networking

Trade shows are a form of event-based communication aimed at bringing together specialists or professionals belonging to the same sector in order to develop their activity or find new clients, they are the most important vector of communication in business-to-business, because of their budgetary preeminence but also because of their influence on the marketing calendar of companies<sup>26</sup>

Trade shows could be classified as:

- Local, regional, national, and international, according to the audience addressed,
- Global and authentic, according to their content and scope,
- Exhibitions, trade fairs, and specific fairs, according to their activities.

#### 1.1.1.1. -Types of trade shows

There are various types of trade show:

<sup>26</sup> BOWDIN (G) & alii: *Events management* ,op.cit,p.21.

➤ **Professional:**

These events bring together exhibitors/service providers, industry professionals, and visitors in the same location, and they are not open to the general public. Businesses and individuals can gain a competitive edge, expand their professional networks, and drive growth within their respective industries. These events provide an ideal space for networking, knowledge exchange, and exploring the latest trends and innovations within the field. Trade shows are classified as a form of sales promotion - a sub-category of marketing promotion. They enable companies to undertake marketing research and to promote themselves.

➤ **Public:**

Open to the general public, these events showcase products, services, and advancements to a wider audience, generating consumer interest.

**The advantages:**

- Increased brand awareness and visibility: Showcase your company's products, services, and expertise to a targeted audience of industry professionals.
- Networking opportunities: Connect with potential clients, partners, and influencers within your industry.
- Generate leads and sales: Identify and qualify potential customers, expanding your sales pipeline.
- Stay ahead of the curve: Gain insights into the latest industry trends, innovations, and competitor strategies.
- Enhance your brand reputation: Establish your company as a thought leader and innovator in your field.
- Gain investors: it is one of the perfect grounds for investors to make deals.

➤ **Virtual trade show:**

Virtual trade shows (VTSs) have gained significant popularity in both business and academia in recent years. They serve as emerging virtual promotional tools for marketers, enabling interaction between exhibitors and visitors through a virtual environment, thus overcoming geographical barriers. VTSs have been evolving since their emergence in 1993, offering unique services and changing the competitive landscape of trade show services. Firms are increasingly adopting VTSs to overcome space, time, and location constraints, expanding

their reach and offerings beyond physical exhibits. VTSs are essentially exhibitions held in cyberspace, where organizations of all sizes can participate using computer-mediated information technology.<sup>27</sup>

Virtual events offer businesses several advantages:

- **Flexibility:** Attendees can participate from anywhere with an internet connection, and events can be accessed on-demand after they've ended. This flexibility widens the audience reach and enhances the user experience.
- **Data Collection and Analysis:** Virtual events provide businesses with valuable data on attendee preferences, behavior, and demographics. This data can be leveraged to enhance the customer experience, tailor marketing messages, and make informed business decisions.
- **Improved ROI:** Virtual events typically have lower costs and broader reach compared to in-person events, resulting in a better return on investment through increased lead generation and revenue.
- **Interactive Engagement:** Virtual events offer attendees more interactive experiences through live chats, Q&A sessions, and polls, fostering personal connections and engagement.
- **Increased Brand Awareness:** By delivering valuable content and engaging with attendees, virtual events provide businesses with opportunities to boost brand awareness, foster brand loyalty, and stimulate word-of-mouth marketing.
- **Integration with Digital Marketing Strategies:** Virtual events seamlessly integrate with digital marketing efforts, including email, social media, and content marketing, to increase attendance and engagement.
- **Personalization:** Virtual events allow for greater personalization, with attendees choosing which sessions to attend and the opportunity for one-on-one interactions with presenters. This personalized approach enhances the user experience and drives engagement.

Despite their popularity, a common framework for VTSs has not yet been developed, and empirical research on VTSs is inconclusive.

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<sup>27</sup> GANI(M.) & alii : *Virtual trade show: past assessment, present status, and future prospects*, J. International Business and Entrepreneurship Development, Vol. 13, Nos. 3/4, 2021,p 290.

### 1.1.2. Fairs for sales promotion

A fair is a periodical organization, a place to display and introduce products and services of a large scale at a suitable place and time. In this platform, companies use fairs as direct marketing communication tool for selling<sup>28</sup>. Here, individuals or organizations (sellers) can easily approach visitors (buyers) to directly trade, consult products and sign contracts. They permit you to advertise your products and to generate positive publicity for both your company and its offerings. It also a forum where you can make contact with potential customers and to sell to them on a face-to-face basis (linking personal selling to direct marketing). A trade fair is like a shopping mall; a one-stop-shop where you can buy everything that you need at home. It enables you to do all of your marketing compressed into a short time-frame and single venue. Fairs are one of the best communication tools in the BtoC sector for organizations to gather real consumer opinions and make informed decisions about the market. Businesses can enhance their credibility, build trust with customers, and position themselves as industry leaders. Overall, fairs serve as a dynamic platform for businesses to promote their products effectively, engage with their target audience, and drive sales growth.

Exhibitors in the fair allows for:

- Sale of merchandise
- Taking orders
- Increasing visibility among consumers
- Identifying potential suppliers
- Assessing the degree of competition among suppliers.

### 1.1.3. Seminars and Conferences:

Marketing events, such as seminars and conferences, are crucial components of a successful marketing strategy. They provide opportunities for professionals to learn from industry experts, network with like-minded individuals, and discover new tools and techniques.

A seminar is a type of event communication aimed at communicating on a specific subject, acquiring new specific knowledge, motivating, and strengthening team spirit.

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<sup>28</sup> LENDREVIE(J),LEVY(J):*Mercator*,Op.cit,p.419.

There are two types of seminars:

- External seminars
- Internal seminars or corporate seminars

External seminars welcome employees from different companies and aim to transmit knowledge on a specific subject, connect professionals in the same field of activity, or foster exchanges on particular know-how.

Corporate seminars refer to all kinds of meetings organized outside the usual professional context. This type of seminar is used to motivate employees, develop, and strengthen team spirit.

Conferences, in particular, are large-scale events that bring together people in the same industry to “make them aware” of information (product launch, presentation of results, announcement of a merger, etc.) . These events typically feature keynote presentations, panel discussions, and workshops led by thought leaders and successful brands. Examples of marketing conferences include the ASI Show Orlando, T&C 2024, Affiliate Summit West 2024, and SUPERWEEK conferences<sup>29</sup>.

There are several types of conferences:

- National/international conference
- Internal/external conference at the company
- Press conference
- Conference debate
- virtual conference

Generally, a conference is organized in order to deliver to a large audience information on a specific subject.

#### **1.1.4. Product launch events:**

This type of event represents the most effective technique to ensure a solid foundation for the product and gain visibility with a target audience. Aimed at journalists, potential customers, and the press, this event announces the product's accessibility to consumers. Its

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<sup>29</sup> <https://www.bizzabo.com/blog/marketing-events> (published 06/12/2023 consulted 20/02/2024.)

primary objective is to create an event around the product to develop its notoriety and offer it added value through a memorable experience. Organizing an event therefore gives you the possibility to create excitement and highlight the product you want to launch, ultimately leading to a better impact on sales.<sup>30</sup>

The product launch is both the end and the beginning. It is the culmination of all the effort and thought that has gone before. It is also the start of a new product cycle if it is an innovation, the revival of a product cycle which appears to have levelled off, or just another product in the total product lifecycle causing a change in market share and perhaps a faster growth pattern. This involves creating an event around the launch of a product aimed at providing information, seduction, and generating positive outcomes to encourage purchase and promote awareness of a product or service launched by a company in the market. Sometimes, it can also serve as an opportunity to thank the company's partners and invite potential clients.

#### **1.1.5. Street marketing:**

Street marketing, also known as guerrilla marketing, aims to use unconventional methods and advertising spaces to attract greater attention for a particular campaign. Modern street guerrilla marketers may design surprising street events that exploit places or performances to generate exclusive entertainment. Business writer Jay Conrad Levinson coined the term 'guerrilla' in the early 1980s and explained guerrilla tactics in several of his books<sup>31</sup>, and the primary contextual investigation about Street Marketing was distributed at Harvard Business School in November 2014.

The aim of this form of event communication is to raise awareness as much as possible of people a new product, service, offer or brand. Previously, street marketing was only done on the street. In fact, the company distributes draws directly at the exit of metro stations, at the exit of universities... and during major events such as fairs, concerts, etc. Today, it is no longer only implemented in the street, video on the Internet or the spam, television, which widely appeals to the public, is also used. That's what we call "BUZZ" and viral marketing. So-called classic street marketing, the principle of this street marketing is the identification of passage and

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<sup>30</sup> <https://spotme.com/blog/how-to-take-your-product-launch-events-online/> (published 12/12/2023 consulted 21/02/2024)

<sup>31</sup> ZARCO (C) , HERZALLAH (D) : Guerrilla Marketing in the 21st Century: A Systematic Analysis of the Discipline Through a Literature Review, a Taxonomy, and Identification of the Most Relevant Variables, Journal of Humanities and Social Sciences , Vol 6 ,N°4, April 2023,p103.

assembly areas for a targeted operation depending on the public target. Street marketing differs from classic advertising messages thanks to animations interactive<sup>32</sup>

There are variables that significantly influence the effectiveness of guerrilla marketing, ensuring that campaigns not only capture attention but also create memorable and engaging experiences for consumers, we will illustrate them<sup>33</sup> :

- **Surprise Effect:**

The surprise effect is aimed at capturing the audience's attention unexpectedly and is characterized by advertising in unknown or unusual locations, involving creative and non-traditional advertising methods, or being the first and only action of its kind. This element intensifies the management of rare stimuli compared to common ones.

- **Emotional Arousal:**

Emotional arousal in guerrilla marketing influences customer behavior positively immediately after they encounter an advertisement. It is impactful, creating a favorable attitude towards the brand and enhancing purchase intentions

- **Humor:**

While the document did not provide a specific definition of humor within the context of guerrilla marketing, it is typically used to enhance the likability and memorability of marketing campaigns, facilitating the spread through word of mouth

- **Information Content Clarity:**

Clear and understandable messages in guerrilla marketing ensure that the marketing efforts are successful. Clarity in the message helps the audience comprehend the intended advertising effectively

- **Guerrilla Mobile:**

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<sup>32</sup> Ibid p.104

<sup>33</sup> Ibid p.106

Incorporates mobile technologies in guerrilla marketing to engage directly and personally with consumers. It includes tactics like proximity marketing using Bluetooth, or SMS and MMS campaigns that deliver targeted messages directly to users' mobile phones

- **Brand Awareness:**

Guerrilla marketing strategies significantly enhance brand awareness through their unconventional tactics, creating memorable and unique marketing experiences that increase brand recognition and recall

- **Creativity/Credibility:**

Guerrilla marketing relies heavily on creativity to break through the clutter of traditional advertising. However, maintaining credibility is essential to ensure that the campaign is perceived as trustworthy and aligns with the brand's image

- **Word of Mouth (WOM):**

WOM is a powerful tool in guerrilla marketing, where the unique and engaging nature of the campaigns encourages consumers to share their experiences with others. Effective guerrilla marketing campaigns are designed to maximize word-of-mouth potential.

We cannot discuss street marketing without mentioning viral marketing, which essentially serves as its digital counterpart. Virally spreading through electronic means, this type of marketing aims to raise awareness about a product, company, brand, or event among as many people as possible, leveraging the power of digital networks to amplify its reach and impact.

#### **1.1.6. Sponsorship, patronage and charity events:**

Sponsorship and patronage have become increasingly popular strategies in corporate public relations due to their significant positive impact on corporate image. These strategies primarily differ in their objectives: sponsorship aims for tangible benefits and often focuses on sports, enhancing the company's image from the client's perspective. In contrast, patronage

seeks intangible benefits, using indirect and subtle communication methods to build a positive social and more altruistic image.

#### A. Sponsorships:

Events and organizations often form partnerships through sponsorship agreements, linking their brands with community offerings. These agreements, involving at least two parties, grant organizations the opportunity to co-sponsor events, thereby purchasing visibility. Sponsors not only gain exposure during the event itself but also secure rights to leverage the event in their broader marketing initiatives and communications.<sup>34</sup>

Sponsorship's cover: charitable events, athletes, sports teams, stadiums, trade shows and conferences, contests, scholarships, lectures, concerts, and so forth. Marketers should select sponsorships carefully to make sure that they are affiliating with activities and causes that are well managed and strategically aligned with the public image they are trying to cultivate.

Sponsorship generally aims to achieve commercial and image-related goals. It can enhance the company's image, fostering better relationships with its target audience by aligning with their interests, particularly as sports enthusiasts. One of the primary objectives is to build a brand image associated with the values of the sponsored activity. Additionally, sponsorship can help revalue a product, boost the motivation of the sales force, gain social acceptance, influence public opinion, and increase media coverage.

The success of sponsorship depends on selecting the right event and target audience. The key lies in associating the sponsor's image with the positive qualities of the event, ensuring mutual benefit and enhanced perception.<sup>35</sup>

There are 4 types of sponsorship:

- Financial: The company provides financial assistance through donations or grants.
- Technological: The company provides its technological expertise.
- In-kind: The company provides products, services, or human resources.
- Skills: The company provides its employee skills

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<sup>34</sup> J MEENAGHAN (T):*The role of sponsorship in the marketing communications mix*, op.cit, p.46

<sup>35</sup> SETTEMBRE BLUNDO (D) and others : *Sponsorship patronage and beyond : PPS as innovative practice in the management of cultural heritage* ,journal of Cultural Heritage Management and Sustainable Development ,Vol 9,N°2, March 2017, p.148.

## **B. Patronage :**

Historically, the wealthy were considered to be 'patrons of the arts' if they offered their support to painters, musicians, sculptors and other artists.<sup>36</sup>

On the other hand, patronage involves the act of supporting a particular group of people or organization that has been specifically selected by the patron. The intention is to promote the work of such groups and ensure they have the resources to continue with their work without requiring immediate results, is related to cultural domain, for companies it helps maintain the reputation in the long run. Similar to sponsorship, patronage aims to create a positive image and, to a lesser extent, attain commercial objectives, and generate relations with stakeholders.

## **C. Benefits of Sponsorship and Patronage for Companies<sup>37</sup>:**

- **Enhanced Corporate Image and Reputation:** Both strategies help in sculpting the company's public image—sponsorship does it through commercial channels while patronage fosters a philanthropic image.
- **Increased Visibility and Brand Awareness:** Sponsorship provides significant exposure during high-attendance events, which is beneficial for marketing and promotional strategies. Patronage, while subtler, enhances reputation among specific, often influential community segments.
- **Corporate Social Responsibility (CSR):** Engaging in sponsorship and patronage positions a company as socially responsible, which can enhance stakeholder trust and loyalty. This is increasingly important as consumers and business partners often prefer to associate with companies that demonstrate ethical practices and social responsibility.
- **Long-Term Relationships and Networking Opportunities:** Both strategies offer networking potentials with stakeholders, which can lead to beneficial partnerships and collaborations. Patronage, in particular, can establish deep ties with cultural and educational institutions.

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<sup>36</sup> Ibid.p.152.

<sup>37</sup> Ibid.153-159.

- **Tax Benefits:** Companies may receive tax deductions for their sponsorship and patronage expenditures, which also serve as an incentive to invest in these activities.
- **Community Support and Development:** Through patronage, companies contribute to cultural and societal development, which can improve living standards and education in the community. This, in turn, enhances the company's public standing and can indirectly benefit its operations within that community.

## 1.2. The new Forms of events :

As the global community navigates the post-COVID-19 landscape, the events industry is undergoing a transformation to align with the principles of Marketing 4.0. This new era emphasizes the seamless integration of online, offline, and social media interactions. Here are some pivotal trends shaping the future of event marketing:

### 1.2.1. Eco- friendly or Sustainable Events

There is an increasing focus on sustainability events. Events are being designed with a minimal environmental footprint in mind, utilizing digital resources to cut down on waste, selecting venues that prioritize sustainability, and incorporating themes that promote environmental responsibility. This not only helps reduce the ecological impact but also aligns with the values of a growing segment of consumers who prioritize sustainability. In 2019 Google has consistently pushed for sustainability in its annual developer conference, Google I/O. The event features extensive recycling and composting facilities, uses sustainable materials for all event branding, and provides attendees with reusable water bottles and utensils.

### 1.2.2. Hybrid events:

Hybrid events have established themselves as a unique approach in event marketing, seamlessly integrating both in-person and online components to craft adaptable and accessible experiences. This examination of hybrid events highlights their increasing significance and their ability to evolve alongside shifts in the event marketing landscape. Hybrid events are meticulously crafted to deliver the advantages of both physical and virtual realms, allowing individuals to participate either in person or remotely. This adaptable format ensures inclusivity, extending the event's reach to a wider and more diverse audience. Attendees have

the freedom to select their preferred mode of engagement, making hybrid events a standout choice for accessibility and versatility.<sup>38</sup>

### **1.2.3. Augmented reality (AR) events:**

Augmented Reality (AR) introduces a digital layer onto the physical world, presenting a distinctive method to enrich live event encounters. Through AR, attendees can seamlessly engage with supplementary digital content, such as interactive maps or product details, using nothing more than their smartphones. This innovative technology infuses events with heightened interactivity and enjoyment, significantly enhancing the overall attendee experience.<sup>39</sup>

One of the most successful AR experiences was crafted by Pepsi “Pepsi Max Unbelievable Bus Shelter”, transforming a bus shelter into an immersive window showcasing astonishing scenarios. With lifelike 2D and 3D assets seamlessly integrated, unsuspecting passersby encountered giant laser-shooting robots and fiery asteroids. The resulting social film captivated millions online, earning widespread media coverage and boosting Pepsi Max sales by 35% year-on-year. Recognized with over 20 awards, including a prestigious Bronze Outdoor Lion, this campaign highlights the impactful fusion of AR technology with brand storytelling.<sup>40</sup>

It's clear that the world of marketing events is rich with possibilities for brands to interact with their audience. Whether it's the tried-and-tested trade shows and conferences, or the innovative experiential activations and virtual summits, each event type brings its own set of advantages for meeting marketing goals and forging connections with consumers. By carefully choosing the right event format and making the most of it, businesses can effectively spotlight their offerings, establish their brand presence, and foster meaningful engagement that fuels growth.

## **2. marketing events planning:**

Event planning involves creating, communicating, and implementing an operational roadmap to guide actions, policies, and decision-making, aligning with the strategic plan. An event management company's plan documents directions, actions, and an implementation schedule, typically focusing on a one to three-year horizon. It guides internal operations,

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<sup>38</sup> NILSON (L): *Hybrid events: Breaking the Borders* , Master of Business Administration, Degree Program in International Business Development, LAB UNIVERSITY OF APPLIED SCIENCES LTD,2020,p.12.

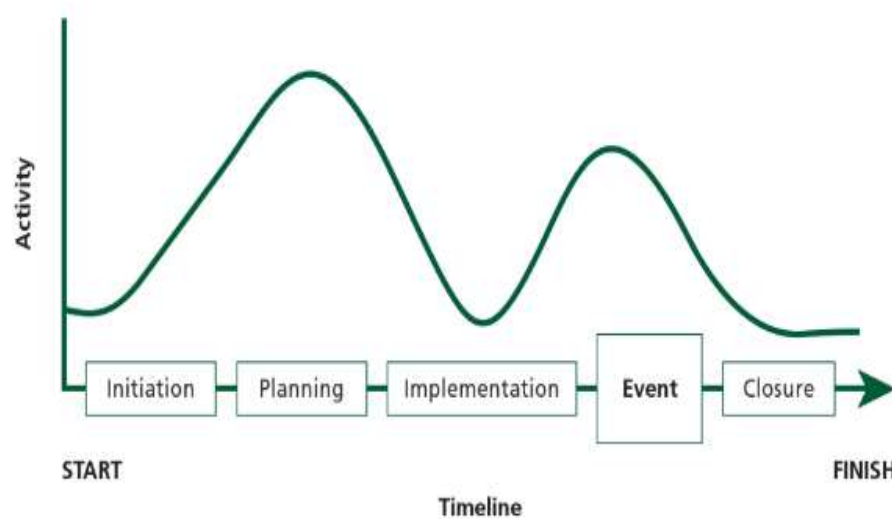
<sup>39</sup> Ibid.p13.

<sup>40</sup> <https://grandvisual.com/work/pepsi-max-bus-shelter/> (consulted 10-03-2024 at 17:00)

summarizing near-term operational and financial objectives and how they will be achieved and monitored. This plan is continually modified as conditions change and new opportunities or threats arise, remaining adaptable to new challenges.

Organizers usually plan events for months, though smaller events may require less time. A small house party, for instance, can be organized in a few days, with the main concerns being time and location. Event organizers or planners bear primary responsibility for the event's success.<sup>41</sup>

**Figure Error! No text of specified style in document.-3:** The event lifecycle



**Source :** Bladen & alii : *Events management: An introduction*, edition ,Taylor & Francis,2022,p.26.

The figure above demonstrates that event planning is a crucial phase in the event lifecycle, showcasing the significant rise in activity levels during the planning stage. This phase, which follows initiation and precedes implementation, sets the foundation for the event's success. Detailed plans are formulated, resources allocated, and logistics arranged, ensuring a smooth transition to the implementation phase. The graph highlights that thorough preparation is vital, as it leads to the successful execution of the event itself and efficient closure. In summary, effective event planning is essential for coordinating all elements, achieving desired outcomes, and ensuring the event's overall success.

## 2.1. Compressive Situational analysis of an event:

Before diving into the creation of event marketing planning, it's crucial to perform a comprehensive situational analysis. This process will help you understand the full context in

<sup>41</sup> Bladen & alii : *Events management: An introduction*, edition ,Taylor & Francis,2022,p.36.

which your event operates, allowing for more informed decision-making and strategic planning<sup>42</sup>.

### 2.1.1. Vision and Mission Consideration

Begin by reflecting on the vision and mission of your event. What are the core goals and values that define your event? How to achieve it? and why?, Understanding these foundational elements will guide to strategic choices throughout the planning process.<sup>43</sup>

### 2.1.2. SWOT Analysis :

A SWOT analysis is an essential tool for identifying the internal strengths and weaknesses of an event, as well as the external opportunities and threats that could impact its success.

- **Strengths:** Identify what sets your event apart. This might include its established reputation, an experienced team, strong PR, solid market share, or a robust social media presence. These strengths are assets that will assist in achieving your objectives.
- **Weaknesses:** Acknowledge the factors that could hinder your success. These might include limitations like being new to the market, operating on a low budget, or lacking media contacts. Recognizing these weaknesses early on allows you to develop strategies to mitigate their impact.
- **Opportunities:** Look for external conditions that you can leverage to enhance your event's success, such as minimal competition, favorable economic conditions, or strong local support from businesses, authorities, and the media.
- **Threats:** Identify potential obstacles that could prevent you from reaching your goals, such as significant competition, lack of local authority support, possible bad weather, or inadequate infrastructure. Planning for these threats is crucial in developing a resilient marketing strategy.

### 2.1.3. Environmental Considerations:

Consider the broader environment in which your event is situated:

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<sup>42</sup> MARINKOVICH (J):*WRITING AN EVENT MARKETING PLAN*, new Zealand association of events professionals ,p. 04.

<sup>43</sup> SILVERS (J):*Professional Event Coordination*, 1<sup>st</sup> edition ,Willey, 2004,p.33.

- **Availability:** Includes dates and duration, move-in and move-out requirements, and acceptable service levels.
- **Location:** Accessibility by air and ground transportation, proximity to other attractions, and the surrounding environment.
- **Rates:** Rental fees, costs for site development, food and beverage prices, and surcharges.
- **Attendance:** Occupancy capacity, anticipated behaviors, arrival and departure modes, and ancillary activities before, during, and after the event.
- **Function Type:** Whether the event is educational, spectator-based, ceremonial, social, political, etc.
- **Event Elements:** Room dimensions, spatial requirements, activities, access logistics, storage, and administrative functions.
- **Style or Personality:** Characteristics such as conservative, adventurous, youthful, mature, rustic, luxurious, unique, traditional, theme-specific, etc.<sup>44</sup>

#### 2.1.4. Competitor Research

Understanding your competition is crucial:

- **Direct and Indirect Competitors:** Identify who your direct and indirect competitors are. Assess what they do well, where they fall short, and what their key experiences are.
- **Pricing and Timing and positioning :** Compare their event dates and ticket price and the most important criteria in events is positioning
- **Learning Opportunities:** Look to your international counterparts for innovative practices that could be adapted for your event.

### 3. Marketing Insights:

In marketing, insights stem from the interpretation of analyzed data, serving as catalysts for shifts in thinking or actions. As Liam Fahey of the Leadership Forum suggests, ideal insights are characterized by their ability to alter comprehension, offer novelty, avoid obviousness, align with existing knowledge, provide explanations, sustain relevance, and necessitate human

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<sup>44</sup> Ibid,p.66.

contextualization. Starting as raw data, insights undergo analytical processes, are infused with human cognition, and ultimately emerge as influential drivers of change.<sup>45</sup>

### **3.1. Marketing insight had five key elements:**

#### **3.1.1. Novelty:**

novelty refers to the discovery of new, previously unknown information about the market, consumer behavior, preferences, or competitive dynamics that can provide a strategic advantage. A novel marketing insight might reveal an emerging trend, a new consumer need, or an unexploited market niche. This dimension stresses the importance of insights that are not just new, but also transformative, potentially changing how a market is approached.

#### **3.1.2. Actionability:**

Is about the practical applicability of the insight in designing and implementing effective marketing strategies. An actionable marketing insight enables a company to make specific changes to its marketing tactics, product offerings, or customer engagement strategies that can lead to measurable improvements in performance or competitive positioning. It's about insights that can be directly used to enhance marketing effectiveness and efficiency.

#### **3.1.3. Credibility:**

insights are based on sound, robust data and analysis and are believable to stakeholders within the organization. This involves rigorous data collection and analysis methods, validation of data sources, and logical consistency in the conclusions drawn. Credible marketing insights gain the trust of decision-makers and are critical for securing the support needed to implement changes based on these insights.

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<sup>45</sup> Roberto Mora Cortez, Marketing Insight: *The Construct, Antecedents, Implications, and Empirical Testing*, Doctorate thesis in philosophy ,Georgia State University, 2018, p.14.

#### **3.1.4. Market relevance:**

focuses on the extent to which the insight pertains to current or future market conditions and consumer needs. It evaluates whether the insight addresses real issues or opportunities that exist in the marketplace and whether it is timely in the context of current market trends. This dimension ensures that the marketing efforts informed by these insights are focused on areas with strategic importance and consumer interest.

#### **3.1.5. commercial potential:**

The commercial potential of a marketing insight assesses the direct impact that acting on the insight can have on the company's financial success. This involves looking at potential increases in sales, improvements in customer acquisition and retention, cost reductions, or enhancements in brand value. Insights with high commercial potential offer clear pathways to profit and growth, making them invaluable for strategic decision-making in marketing. The results of previous five elements for firms is highlighted in figure 4.

**Figure** Error! No text of specified style in document.-4: Typology of marketing insights



**Source:** Roberto Mora Cortez, Marketing Insight: The Construct, Antecedents, Implications, and Empirical Testing, Doctorate dissertation in in philosophy ,Georgia State University, 2018, p.46

➤ **Brand level :**

In the short term the focus shifts towards refining and optimizing how events communicate with their target audiences. These insights are crucial for improving event branding, promotion, and audience engagement on a more tactical level

➤ **Innovation level :**

Developmental insights in the context of marketing events refer to deep, strategic insights that necessitate comprehensive changes to the way events are designed, marketed, and delivered. These insights often emerge from an understanding of shifting market dynamics, attendee preferences, or technological advancements, prompting a reevaluation of event strategies.

➤ **Change level:**

Institutional insights are profound due to collected Data from previous levels that calls for a whole organizational reshaping, affecting the essence of the whole marketing events strategy, we categorize it as institutional. This type of insight is infrequent and resonates longer than the previous categories.

#### 4. Identifying and Understanding the Audience:

The success of an event depends on a deep understanding of the audience their preferences, behavior and expectation. Targeting the right audience is crucial for maximizing

attendance, engagement, and ultimately the impact of events. You should know exactly who your target is, understand their emotional drivers, what is important to them and how they consume media and marketing<sup>46</sup>

#### 4.1. Understanding Demographics:

Begin by outlining the basic demographic profile of your target audience. This demographic information forms the foundation of your audience segmentation and is crucial for tailoring marketing efforts. Considering:

- **Gender:** What is the gender distribution of your audience? This might affect the choice of event themes or marketing channels.
- **Age:** Knowing the age range helps in designing age-appropriate content and activities.
- **Location:** Where does your audience live? This influences venue choices, geographic marketing focus, and logistical planning.
- **Interests:** Understanding what your audience is interested in allows you to align your event themes and activities with their preferences, increasing the likelihood of their attendance.

##### 4.1.1. Delving into Emotional Drivers:

To truly resonate with audience, it's important to understand their emotional triggers:

- **Core Values and Priorities:** Identify what matters most to your audience. What are their values, beliefs, or causes they care about? This understanding helps in crafting messages that appeal directly to their hearts.
- **Influences:** Recognize who or what influences their decisions. Is it celebrities, industry leaders, peers, or social media influencers?
- **Personal Benefit:** Consider how attending your event can add value to their lives. Does it offer them networking opportunities, educational value, entertainment, or support their personal or professional growth?

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<sup>46</sup> BOWDIN (G) & alii: *Events management*, op.cit, p.57.

### 4.1.2. Marketing Consumption Habits:

Understanding the media consumption habits of your audience allows you to choose the most effective channels for your marketing messages:

- **Preferred Hangouts:** Where does your audience spend their time both online and offline? This could be specific social media platforms, local community centers, or popular public spaces.
- **Reading and Viewing Preferences:** the type of content that the audience prefer .They more inclined towards visual content like videos, or do they prefer detailed blog posts? Understanding this can guide your content marketing strategy.
- **Commuting Patterns:** How they commute can offer opportunities for transit advertising or location-based promotions.

### 4.1.3. Seeking information:

Finally, anticipate the questions your audience might ask about your event:

- **Event Details:** The logistical details they need to know, includes date, time, location, cost, and what to expect.
- **Value Proposition:** the reason why should they attend, and the key elements that make the event stand out?
- **Engagement Opportunities:** Are there opportunities for interaction, networking, or entertainment?

The event can be aimed at 4 types of audiences:

➤ **Internal audiences:**

The employees and collaborators of the company, it is therefore a question internal communication (product launch, company convention, annual party, seminar, etc.).

➤ **Target audience:**

The company's professional partners; we then speak of BtoB, that is to say from Business to Business (general meetings, customer conventions, symposia press conferences exhibitions, etc.).

➤ **targeted audiences/general public:**

this target category represents the parties company stakeholders, with whom so-called “institutional” communication can be done through evenings, award ceremonies, birthdays, open days etc. with the aim of informing them of the year's results, prospects, remuneration and dividends, etc.

➤ **General public:**

the company wishes to communicate with its end customers. We then talks about Business to Consumer: company communication directed towards the consumer (historical, cultural or sporting events, entertainment sales, street marketing, charitable actions, etc.)

#### **4.2. Strategic Event Format Selection:**

Selecting the event format is a pivotal decision that not only determines the level of engagement with the target audience but also significantly influences the success of the events in accordance with the firm's objectives, these platforms, diverse and distinct, each offer unique characteristics and challenges, marking a departure from conventional approaches where objectives typically follow platform selection. Selecting the right platforms hinges on defining objectives upfront. For example, a product launch may excel in driving sales and brand communication, while nurturing client relationships might be better achieved through intimate workshops or hospitality events. This principle applies universally, where different platforms cater to specific objectives.

So the choice of an event should be :

##### **4.2.1. Aligning with Objectives:**

Choosing the right event for a business requires a multi-faceted approach that starts with a clear definition of success. By setting a SMART objective:

➤ **Specific:**

the objective of an event should be well-defined and focused on a specific outcome, specific and prioritized objectives such as brand awareness, lead generation or sales promotion, the company lays the foundations for a targeted approach to event selection. It is essential to recognize the interaction of these objectives and how one objective will cause other goals and maximize the impact on the global marketing strategy.

➤ **Measurable:**

A goal that can't be measured is like navigating a ship without a compass. Measurability involves establishing criteria to monitor and evaluate your progress towards accomplishing the objective. This not only keeps you focused but also offers a transparent gauge of your advancement and highlights areas where adjustments may be necessary.

- **consider including Quantitative Metrics:** Utilize precise figures or percentages to outline your target. For example, "Boost event registrations by 20%" or "Secure sponsorship from 10 new companies."
- **Key Performance Indicators (KPIs):** Identify pertinent KPIs that resonate with your event objective. These may encompass metrics such as attendee engagement, social media interactions, or email open rates.
- **Benchmarks:** Establish a starting point for comparison purposes. This could involve evaluating past event attendance numbers or industry benchmarks for similar events.

- **Achievable:**

Ensuring objectives are achievable entails setting realistic goals that are within reach for your partners, community, or team, taking into account available resources, knowledge, and time constraints. It's essential to recognize that determining what's achievable for your team or organization often requires thoughtful deliberation and discussion. For instance, when planning marketing events, setting achievable objectives might involve assessing the capacity of your team to execute the event logistics, considering the budget available for promotional activities, and evaluating the timeline for planning and implementation. By setting objectives that are realistically attainable, you empower your team to focus their efforts effectively and increase the likelihood of success in achieving your event goals<sup>47</sup>

- **Relevant:**

Relevance ensures that your marketing objectives are aligned with your overall business mission and strategy. When it comes to using events as a marketing communication tool, a relevant objective is one that directly contributes to the growth and success of your organization, rather than being a disconnected or unrelated endeavor.

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<sup>47</sup>[https://www.health.state.mn.us/communities/practice/resources/phqitoolbox/objectives.html#:~:text=Minnesota%20Student%20Survey\).-,Achievable,often%20requires%20thought%20and%20discussion.](https://www.health.state.mn.us/communities/practice/resources/phqitoolbox/objectives.html#:~:text=Minnesota%20Student%20Survey).-,Achievable,often%20requires%20thought%20and%20discussion.) (11-05-2024,17:25)

For example, hosting a product launch event to increase brand awareness among target customers aligns with the goal of expanding market reach and driving sales. Similarly, organizing a networking conference to establish thought leadership within the industry supports the broader strategy of enhancing brand reputation and credibility. By ensuring that event objectives are relevant to the overarching business goals, organizations can maximize the impact of their marketing efforts.

- **Time-Bound:**

This adds a sense of urgency and accountability to the goals, a specific timeframe ensures that objectives remain prioritized and avoid being overshadowed by daily tasks. Without a defined timeline, objectives risk being prolonged or neglected amidst other responsibilities. Establishing a clear timeframe keeps you focused and committed to achieving your objective within a reasonable period<sup>48</sup>.

#### 4.2.2. Key Considerations Include:

- **Image Association:** Each event carries a unique vibe and personality that should resonate with and enhance the brand's image. Aligning the event's character with the target audience's expectations is crucial for fostering strong brand associations and avoiding negative impacts on brand perception.
- **Brand and Event Compatibility:** Ensure that there is a natural synergy between the event's theme and the company's products or services. The event should appeal to the target audience and uphold values consistent with the company's principles to strengthen brand authenticity and deepen consumer connections.
- **Media Coverage Potential:** Assessing the potential for media coverage is important for amplifying brand visibility. Choose events with significant media reach that aligns with the target demographics to leverage exposure effectively.
- **Audience Understanding:** Deep knowledge of the target audience helps tailor the event to meet their expectations, enhancing engagement and conversion rates in both B2B and B2C sectors. For a marketing agency, adapting to the specific needs of each client is essential to guarantee their satisfaction. This involves a thorough understanding of each client's goals, preferences and expectations, as well as transparent communication and

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<sup>48</sup> University of California, Performance Appraisal Planning 2016-2017, SMART Goals: A How to Guide SMART Goals: A how to guid.p.3.

flexibility in strategic approach. By personalizing solutions, coming up with creative ideas and maintaining close collaboration throughout the process, an agency can not only meet the needs of its clients, but also build strong relationships based on trust and mutual success.

- **Direct Interaction:** For brands aiming for face-to-face interactions, choose events that offer strong hospitality opportunities to create meaningful connections and enhance the likelihood of conversion.
- **Geographical Coverage:** The event location should be relevant to the target market, respecting local culture and traditions to ensure effectiveness in reaching and engaging the intended audience.
- **Internal Expertise:** Utilize the knowledge and experience of company employees who are familiar with the event to gain insights that aid in making informed decisions and executing the event successfully.

#### 4.2.3. Event budgeting for event coverage:

Consider all related expenses such as staff, resources, and logistics. Ensuring the event stays within budget is crucial for a positive return on investment. Establishing a marketing budget is a fundamental step in crafting an effective event marketing plan. Before delving into the planning process, it's essential to determine the financial resources available and allocate them strategically across various marketing channels. Consideration must be given to potential associated costs for each channel, such as agency fees, printing, or postage. Here are some key budget considerations to ponder<sup>49</sup>:

- **Advertising Media:** This encompasses a range of platforms including television, billboards, newspaper ads, digital ads, and social media promotions. Each channel may incur varying costs based on factors such as reach and audience targeting.
- **Agency Fees:** Engaging marketing agencies or professionals may involve fees for their services, including strategic planning, creative design, and campaign management.
- **Design and Production Costs:** Developing visual assets, promotional materials, and branded content requires investment in design and production services.
- **Television Commercial and Video Production:** If television commercials or promotional videos are part of the marketing strategy, budgeting for production costs is necessary

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<sup>49</sup> SILVERS (J):*Professional Event Coordination* , op.cit ,433

- **Content Development:** Crafting engaging and compelling content for various marketing channels, including website copy, blog posts, and social media updates, may require resources for content development.
- **Printing:** Printing materials such as flyers, brochures, banners, and posters necessitates budget allocation for printing services and materials.
- **Signage:** Designing and producing signage for event venues, promotional displays, and directional signage requires budgetary consideration.
- **Merchandise:** Investing in branded merchandise such as apparel, promotional items, or giveaways can enhance brand visibility and engagement but requires budget allocation.
- **Influencer and Ambassador Fees:** Collaborating with influencers or brand ambassadors for endorsements or promotional activities may involve fees or compensation agreements.
- **Public Relation Consultant or Agency Fees:** Engaging PR consultants or agencies to manage media relations, press releases, and publicity efforts may incur costs.
- **Media Monitoring:** Monitoring and analyzing media coverage and social media mentions may require investment in media monitoring tools or services.
- **Complimentary Tickets:** Offering complimentary tickets or incentives to select individuals or groups can be a valuable promotional tactic but requires budget allocation.
- **Competition and Giveaway Costs:** Organizing competitions, contests, or giveaways as part of the marketing strategy may involve costs for prizes or promotional items.

#### 4.3. Events promotion:

After defining the type and budget of an event, promotion is crucial to its success, promotion is crucial to its success. Effective promotion raises awareness, generates interest, and convinces prospective attendees that the event's benefits are worth their time and money<sup>50</sup>, A well-promoted event brings people and this is an important key performance indicator: the number of participants. If people are not coming, it means you did not promote it enough or it was unattractive to the public.

##### 4.3.1. Before the event:

Before events, the primary focus should be on creating awareness and driving registrations. This can be achieved through traditional promotion includes print media

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<sup>50</sup>BIPASHA (M):*EVENT PROMOTION, ADVERTISING AND PUBLIC RELATIONS* , *SAARJ Journal on Banking & Insurance Research (SJBIR)*, Vol.11 N° 01, January, p.22.

(newspapers, magazines), radio, television, outdoor billboards, pamphlet distribution, and direct mail campaigns. Or digital promotion includes an event website; social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and YouTube videos; newsletter; paid advertising on Google ads, Facebook ads, Instagram ads, LinkedIn ads.... etc.

It's crucial to tailor your approach to resonate with your target audience, addressing their pain points and questions directly. By creating content that highlights the benefits of attending the event and offering valuable insights from event presenters, you can effectively generate interest and encourage registrations. Additionally, optimizing your content for search engines using relevant keywords will help increase visibility and attract organic traffic to your event registration page.

#### **A. Tailored Communication Channels for Different Events:**

Different types of events require tailored communication channels to effectively reach and engage with the target audience. For conferences and trade shows, platforms like LinkedIn and industry-specific forums are ideal for professional networking and promotion. Engaging with industry influencers and speakers can also help increase event visibility within relevant circles. On the other hand, product launches may benefit from leveraging visual platforms like Instagram and Facebook for storytelling and product teasers. Targeted email campaigns to existing customers and subscribers can further amplify reach and drive registrations.

Webinars and online events require a strong presence on email and social media platforms like LinkedIn and Twitter. Hosting pre-event Q&A sessions or sharing teaser content can generate interest and encourage audience participation. Networking events necessitate a more personalized approach, utilizing platforms like LinkedIn and local networking groups for targeted outreach. Leveraging personal connections and referrals within professional circles can also expand event reach and drive attendance.<sup>51</sup>

#### **4.3.2. During the event:**

During the event, personalized engagement is key to ensuring attendee satisfaction and participation. Utilize audience insights to tailor activities and sessions that directly address their needs and concerns, fostering a sense of relevance and engagement. Implement interactive tools

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<sup>51</sup> <https://zenmedia.com/blog/pre-and-post-event-promotion-strategies/> 11-05-2024, 1:00AM

such as live polls, Q&A sessions, and online discussions to encourage active participation and interaction among attendees.<sup>52</sup>

Engage with attendees through social media and event sign-ups, leveraging platforms like Twitter, LinkedIn, and Instagram to facilitate real-time communication and feedback. Encourage attendees to post questions and share photos using the event hashtag, allowing for easy tracking and engagement with user-generated content.

Additionally, during speaker sessions, promote inbound marketing efforts by inviting attendees to post questions and photos via social media for real-time interaction and response. Remind attendees of available resources on your website related to speaker topics, encouraging further exploration and engagement beyond the event.

As attendees provide their contact information during the event, seize the opportunity to request permission to contact them afterward for updates and follow-ups. Express gratitude for their attendance and participation, and use the gathered information to conduct post-event surveys to gather feedback and insights for future improvements. By combining these strategies, you can create a seamless and engaging event experience that resonates with attendees and fosters long-term connections.

#### **4.3.3. After the event:**

After the event, it's crucial to sustain the engagement and relationships established during the event. Reach out to attendees through email or other channels to express gratitude for their participation and contributions. Utilize the contact information gathered to provide post-event updates, resources, and future event announcements, keeping attendees informed and engaged. Encourage ongoing participation by inviting attendees to join the event community or subscribe to newsletters for continued value and connection. Conduct post-event surveys to gather feedback and insights, allowing for continuous improvement in future events. Nurture relationships by staying in touch, sharing relevant content, and offering opportunities for further interaction and collaboration, fostering lasting connections beyond the event itself. In the event of unexpected risks or challenges during the event, swift action and clear communication are essential. Immediately following the event, assess and document any incidents that occurred, detailing the nature of the issue and the actions taken to address it. Transparently communicate with attendees and stakeholders, providing updates on the situation

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<sup>52</sup> <https://www.vye.agency/blog/before-during-after-inbound-marketing-event-marketing>, 11-05-2024, 1:30AM

and steps taken to resolve it, while acknowledging any inconvenience caused. Conduct a thorough post-event review to identify the root causes of the incident and areas for improvement in future risk management strategies. Personally follow up with affected individuals to address concerns and offer appropriate resolutions. Utilize the lessons learned to enhance event preparedness and risk mitigation practices for future events, ensuring the safety and satisfaction of all participants

#### **4.4. Risk Management an essential to include in events plan :**

Pinto see that risk management ois “the art and science of identifying, analyzing, and responding to risk factors throughout the life of a project and in the best interests of its objectives.”<sup>53</sup> . It includes:

##### **4.4.1. Contingency Planning:**

contingency planning involves preparing for potential risks and unforeseen events that could affect an event's success or safety. Here's a concise approach<sup>54</sup>:

- **Identify Risks:** Recognize potential threats like weathaer, technical failures, or medical emergencies.
- **Develop Response Strategy:** Outline specific actions for each risk, assign responsibilities, and establish communication channels.
- **Establish Protocols:** Create clear emergency procedures for evacuation, medical assistance, and communication with authorities.
- **Communication Plan:** Designate spokespersons and procedures for issuing alerts and updates to attendees, staff, and media.
- **Resource Management:** Secure necessary resources like medical and security personnel, backup power, and alternative venues.
- **Testing and Training:** Conduct drills and provide training to ensure staff readiness and refine response procedures.

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<sup>53</sup> PINTO (J) :*Project Management: Achieving Competitive Advantage, 1<sup>st</sup> edition, Preason education ,2010,p.221.*

<sup>54</sup> SILVERS (J):*Professional Event Coordination , op.cit ,p.52.*

- **Review and Update:** Continuously review and update the plan to reflect changes and incorporate lessons learned from past events.

#### 4.4.2. Legal compliance:

If a company plans an event that may occupy one or more cities, such as a cycling race or a walking day, it must inform the prefecture or its subordinates beforehand. This ensures that authorities are aware of the event and can take necessary measures to manage it effectively. Additionally, to ensure safety and maintain order during large gatherings like fairs, markets, or performances, it's essential to notify the police and gendarmerie in advance. This notification allows law enforcement to coordinate security measures. Depending on the event, it may also be necessary to inform the fire department for emergency preparedness. Compliance with these regulations demonstrates a commitment to public safety.<sup>55</sup>

#### 4.5. **Documentation and reporting for comprehensive overview and insights:**

In an event marketing plan, documentation and reporting are crucial for success. This includes contracts with vendors, permits for the venue, and a communication plan. Financial records track expenses and revenues. Attendance data and feedback forms provide insight into audience engagement. Incident reports capture any challenges faced during the event. Finally, a post-event report summarizes the event's success and areas for improvement. These documents ensure accountability and guide future event marketing efforts.

In wrapping up, it's evident that a well-crafted marketing event plan relies on a blend of strategic elements. It starts with understanding the landscape through thorough knowledge and analysis. Then, pinpointing the audience ensures the event resonates with their interests and needs. Choosing the right format sets the stage for an immersive experience. Budgeting wisely guarantees financial health and sustainability. Promotion ignites excitement and drives attendance. Lastly, documentation and reporting provide invaluable insights for future improvements. By weaving these aspects together, event planners can orchestrate experiences that captivate audiences, deliver on objectives, and leave a lasting impact.

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<sup>55</sup> DOUAR (G) : The Impact of Event Communication on the Company's Image "Case of CDES of Oran", Master's Thesis in Marketing – Business Management, ABDELHAMID IBN BADIS University ,Mostaganem,2015,p.75

**Conclusion:**

In conclusion, marketing events represent a fundamental facet of communication across diverse spheres of life. These events are purposefully crafted to convey messages, enhance brand engagement, and achieve strategic objectives through immersive experiences. Whether cultural, sporting, commercial, or political in nature, each event requires meticulous planning and coordination. Key considerations include defining clear objectives, selecting target audiences, designing compelling content, managing budgets, ensuring logistics and security, promoting effectively, and measuring impact comprehensively.

The varied types of marketing events cater to distinct goals, audiences, and contextual needs, underscoring their versatility and strategic importance in contemporary communication strategies. Ultimately, marketing events serve as powerful tools for creatively amplifying brand messages and fostering meaningful engagement, demanding expertise and careful execution to realize their full potential and achieve organizational success.

**Chapter two: Brand equity for sustainable growth**

**Introduction:**

Brand equity stands as a pivotal concept in contemporary marketing, encapsulating consumers' perceptions, emotions, and associations with a brand that extend beyond its functional attributes. It serves as a holistic measure of the brand's value, encompassing both its financial and symbolic dimensions, and exerts a profound influence on consumer behaviors and overall market performance. This chapter provides a comprehensive exploration of brand equity, structured into two distinct sections. Firstly, "Foundation of Brand Equity" delves into the evolution and fundamental elements that shape brand perception and value. Secondly, "Brand Equity Content and Influence" examines in detail the components of brand equity according to leading models such as Keller and Aaker, elucidating their impact on consumer attitudes, purchase decisions, and brand loyalty.

## Section one: Foundation of brand equity

### 1. Comprehensive definition and background:

#### 1.1. BRAND Generality:

##### 1.1.1. Historical overview of the brand

Branding has a rich history that spans millennia, with early examples tracing back to the Stone Age when hunters relied on distinct weapon brands. However, it wasn't until the 16th century that recognizable brands began to emerge, thanks to figures like Josiah Wedgwood and Rose Bertin<sup>56</sup>. Wedgwood, in particular, revolutionized the concept by marking his pottery with his name, setting a precedent for associating products with quality.

The concept of the brand has represented a means of distinguishing goods produced by this or that entity. "Brand" owes its origin to the language classic Icelandic meaning: "to burn" - cattle herders using this means of mark their animals to identify them.

The branding landscape underwent a significant transformation in the 1980s, spurred by economic recession. This period prompted companies to rethink their marketing strategies, leading to a paradigm shift where branding became a crucial aspect of selling products. It marked a transition from merely producing goods to creating brands that resonated with consumers and distinguished products in the marketplace.<sup>57</sup>

Throughout the 20th century, branding theories continued to evolve alongside the rise of mass media and commercials.<sup>58</sup> This evolution shaped contemporary branding practices, as companies sought innovative ways to capture the attention of consumers and differentiate themselves in increasingly crowded markets. The different approaches to defining the brand construct stem in part from different philosophies. On the other hand, they are sometimes defined according to their objective and or described by their characteristics.

One of the first definitions of marks that of the AMA (American Marketing Association) in 1960, which defines it as: "*A name, term, sign, symbol or design, or a combination thereof, intended to identify the products or services of a seller or group of sellers and to differentiate*

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<sup>56</sup> PAOLA(H),Marketing Today's fashion. PRENTICE-HALL,New jersey,1985 ,P.58.

<sup>57</sup> <https://www.lcca.org.uk/blog/education/history-of-branding/> (published 17-12-2015 consulted 04-03-2024 at 6pm)

<sup>58</sup> Murphy (J) :*Assessing the Value of Brands, What is Branding?*, 2<sup>nd</sup> edition ,Palgrave Macmillan,1991,p.189.

from those of the competition”.<sup>59</sup> A definition that has been criticized for being focused on visual aspects and characteristics which would reduce its real mechanisms of differentiation. Despite these criticisms, the definition has persisted in contemporary literature, although in a modified form.

#### 1.1.1.1. Brand elements:

The brand building of the future will move from a two-sensory approach to a multisensory approach.<sup>60</sup> Companies working to integrate all the human senses to answer a multidimensional desire from the consumers. By engaging all five senses figure (II.1), brands can create lasting memories in consumers' minds, forging stronger connections between the consumers and the brands. To establish a powerful brand, companies must understand the internal processes that drive consumer buying behavior. These internal processes are closely linked to the body's different senses: sight, smell, touch, sound, and taste.

The figure (II.1) shows that the sensory identity of a brand is composed of five main sensory identities:

#### 1.1.1.2. Visual Identity:

- **Name** : names play a pivotal role in creating an identity for the products and, thus, a “meaning code” for them. The brand name has become so important to the marketing world that it is now fiercely protected by law. Anyone who uses a trademark or brand name acquires the legal right to prevent others from using a similar one.<sup>61</sup>
- **Emblems**: that can further include:
  - A. **Logotype**: The primary visual representation of a brand, combining textual elements and iconographic images to convey a brand's identity and story.

#### Types of Logos:

1. **Alphanumeric Logos**: Composed of letters and/or numbers with specific typography and colors.
2. **Mixed Logos**: Combine text and symbols for a harmonious visual identity.

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<sup>59</sup> <https://www.ama.org/topics/branding/> consulted: 10-03-2024 at 23:50.

<sup>60</sup> Lindström (M): *Brand Sense*, Free Press, United States, 2005, p.12.

<sup>61</sup> DANESI (M): *What's in a Brand Name? A Note on the Onomastics of Brand Naming*, Names : a journal of Onomastics, Vol. 59 N°3, September 2011, p.157.

3. **Iconic Logos:** Use only images, relying on high brand recognition
  - B. **Symbol:** Commonly include animals, characters, plants, minerals, objects, and geometric figures, often used alongside the logotype. For example Hermes: a horse pulling a cart.
  - C. **Signature:** Considered an emblem when used consistently with the brand. For example, nike: just do it
  - D. **Design:** it is about shapes, colors, materials used for the products and services signed by the brand.
- **Example of brand visual identity:**

### 1.1.1.3. Sound Identity:

The sound has become an essential aspect of a brand's sensory identity. Previously, it was mainly used for illustration, communication signatures, or occasional sound marketing efforts. Now, sound plays a vital role in communication strategies and is evident in sales environments.<sup>62</sup>

### 1.1.1.4. Tactile Identity:

It includes the design

- **Olfactory Identity:**

In the field of products, smell is often a key element of the brand identity. In the field of services, olfactory dimensions are increasingly being used to identify and differentiate brands

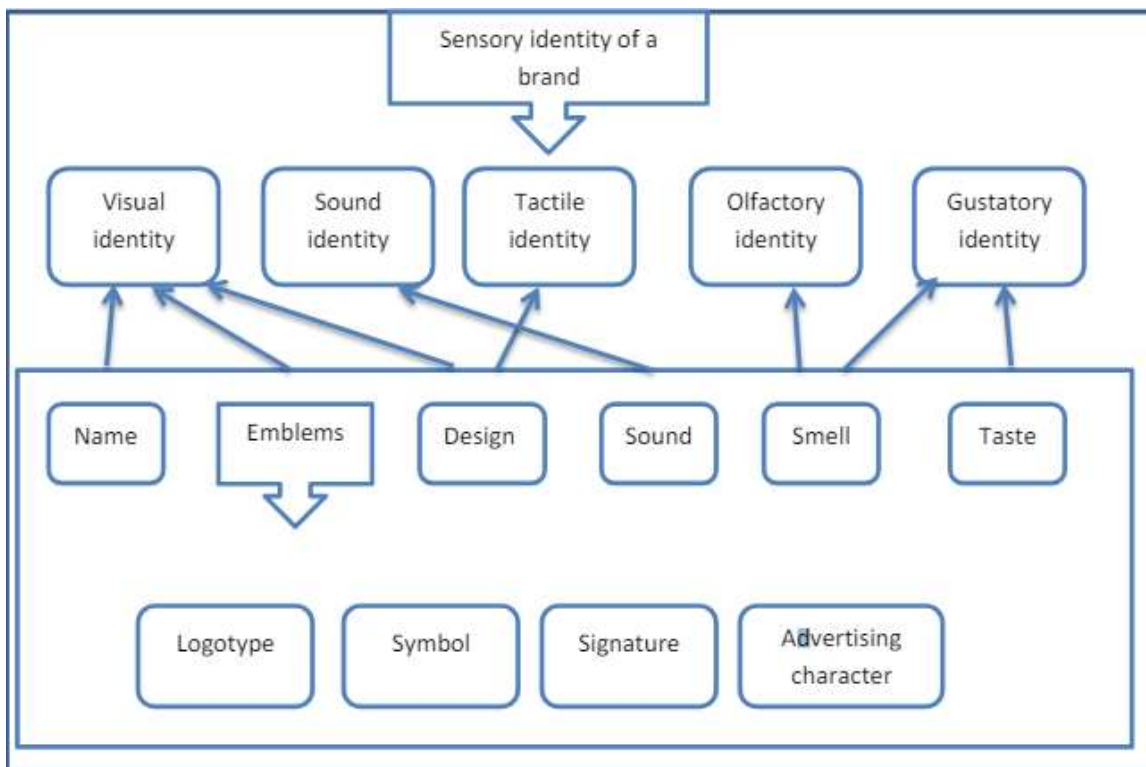
- **Gustatory Identity :**

Is a combination of both smell and taste. Taste is the least worked sense in terms of brand identity sensory. It mainly affects the brands of food products but extends to brands of products carried in the mouth, such as lipsticks, dental products. It is strongly related to the sense of smell. It participates in both the construction of taste and olfactory identities.

**Figure Error! No text of specified style in document.-1: Brand Sensory Identity.**

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<sup>62</sup> Chantal(L) ,Isabelle (A) : *la marque* , 3<sup>rd</sup> edition, Dunod ,2016,p.16.



Source: Chantal Lai ,Isabelle Aimé : la marque , 3rd edition,Dunod edition ,2016,p.11.

**1.2. Brand equity in marketing Literature**

The concept of brand equity has a great deal of attention among scholars and marketing specialists since 1980, when it appeared as a marketing strategy<sup>63</sup> created to designate any management issue linked to the brand. There concept of brand had been qualified as extremely important by the majority of researchers; its emergence was a contribution positive for companies which have not hesitated to integrate it into their managerial strategies from his appearance.

There seems to be ambiguity regarding the term ‘brand equity’. Even though the term brand equity is used most often, in some instances brand equity and brand value are used synonymously. Brand equity, a critical concept in marketing and business strategy, encapsulates a brand's tangible and intangible assets or liabilities that contribute to its perceived value. These assets include brand visibility, associations, and customer loyalty, all of which influence the attractiveness and competitiveness of a product or service bearing the brand name. Conversely, brand value represents the monetary worth of a brand, reflecting the amount a

<sup>63</sup>Nawathiwa Seehanam, Supalak Akkarangoon, SupanniUngpannsattawung, “An Analysis of Brand Equity Components in the Context of Cultural Festivals”, Vol9,N°6,2018.p.59

buyer would be willing to pay for its ownership. While a positive brand value is desirable, it does not necessarily indicate positive brand equity, as the latter encompasses broader aspects beyond financial valuation, including customer perceptions and loyalty.<sup>64</sup>

It is important to note that a positive brand value does not automatically equal positive brand equity.

Brand equity is based on three theories we have:

- Financial focus
- Marketing costumer based focus
- Mixed
- Internal brand equity

### **1.2.1. From an organizational perspective ( financial focus):**

From an organizational perspective the true value of a brand name has been accounted for by comparing the liquidity of a branded product versus an unbranded competitor.

- “The sales and profit impact enjoyed as a result of prior years” marketing efforts versus a comparable new brand”.
- “The difference in incremental cash flows between a branded product and an unbranded competitor”.
- “The measurable financial value in transactions that accrues to a product or service from successful programs and activities” .

### **1.2.2. From a marketing (Costumer based focus):**

Killer defined brand equity as ““the differential effect of brand knowledge on consumer response to the marketing of the brand”. The power of a brand to evoke strong, favorable, and unique brand associations has been considered the essence of brand equity. Brand equity, as defined by Keller, encapsulates the unique impact of brand knowledge on consumer responses to brand marketing efforts. This definition underscores the importance of brand familiarity and associations in influencing consumer behavior. Furthermore, the essence of brand equity lies in

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<sup>64</sup> Brian (S):*The Impact of Brand Equity Drivers on Consumer-Based Brand Resonance in Multiple Product Settings*, Doctor of Philosophy, Florida State University Libraries,2010,p.18.

its ability to evoke strong, favorable, and distinctive brand associations, which differentiate it from competitors and enhance its perceived value in the eyes of consumers.<sup>65</sup>

In the realm of marketing or customer-based brand equity (CBBE), various scholars have contributed to understanding its dimensions and implications. Shocker and Weitz's early work in 1988 shed light on the non-functional benefits of products, emphasizing the importance of consumer perceptions beyond mere product attributes. This approach converges on the idea that brand equity adds value to products or services through consumer perceptions and preferences.

### **1.2.3. From mixed approach:**

We have many definitions according to theorist current definition:

According to **Fraquahar**: “A set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to the firm and/or to that firm’s customers”

According to **Aaker**: “A set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to the firm and/or to that firm’s customers”

According to **Srivastava & Shocker**: “Brand equity subsumes brand strength and brand value. Brand strength is the set of associations and behaviors on the part of the brand’s customers, channel members, and parent corporation that permits the brand to enjoy sustainable and differentiated competitive advantages. Brand value is the financial outcome of management’s ability to leverage brand strength via tactical and strategic actions in providing superior current and future profits and lowered risks”

Marketing Science Institute: “The set of associations and behaviors on the part of the brand’s customers, channel members, and parent corporation that permits the brand to earn greater volume or greater margins than it could without the brand name and that gives the brand a strong, sustainable, and differentiated advantage over competitors”

While these two perspectives offer valuable insights, a more holistic understanding of brand equity emerges when we consider them together. This is where the mixed approach comes into play. It acknowledges that a truly powerful brand goes beyond simply fostering

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<sup>65</sup> Ibid,p.20.

positive brand associations in consumers' minds. It emphasizes the ability to translate those associations into tangible financial benefits for the firm.

The mixed approach isn't simply about adding CBBE and FBE together. It's about understanding the interrelationship between the two. Strong brand awareness, a key component of CBBE, can lead to increased customer loyalty, which falls under the umbrella of CBBE as well. However, loyal customers are more likely to repurchase and pay a premium for the brand, directly impacting the firm's financial performance, a key aspect of FBE.

The mixed approach to brand equity offers a rich tapestry for understanding the true value of a brand. It goes beyond customer perception or financial metrics alone, instead providing a holistic view of how a brand's strength translates into sustainable competitive advantage and financial success for the firm.<sup>66</sup>

#### **1.2.4. Employee based brand equity:**

EBBE, is not so much about creating brand identity, as organizations create this as a matter of course in their pursuit of a competitive advantage. EBBE, which can be defined as '*the differential effect that brand knowledge has on an employee's response to their work environment*'<sup>67</sup>, requires the translation of the brand identity in a way that is meaningful to the employee in the context of their roles and responsibilities.

From an internal perspective, brand equity is defined by a company's ability to generate positive employee perceptions toward its brand, ensuring employees deliver according to consumer expectations. This value stems from effective internal brand management and ultimately leads to significant organizational benefits.

While both academics and practitioners highlight the advantages of employees being aware of and aligned with the organization's brand within their work environment, there is a noticeable lack of evidence regarding the impact of such brand-building efforts from the employee's viewpoint. This internal perspective of brand equity is becoming increasingly vital in the services sector. Marketing is encouraged to shift from a goods-dominant view to a

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<sup>66</sup> Brian (S):*The Impact of Brand Equity Drivers on Consumer-Based Brand Resonance in Multiple Product Settings*, Doctor of Philosophy, Florida State University Libraries,2010.p.18

<sup>67</sup> KING (C) ,GRACE(D):*Employee Based Brand Equity: A Third Perspective*, Services Marketing Quarterly, Vol30 N°2, 2009, p.130.

customer-centric and service-dominant approach, emphasizing intangibility, the exchange process, and relationships.<sup>68</sup>

## 2. The advantages of building strong brand equity

### 2.1. BRAND elements that built brand equity

Brand equity evolves through every interaction between the brand and its customers, regardless of whether these interactions are initiated by the company or not. Marketers wield three main tools to nurture this equity: the core elements of the brand and its visual identity (such as names, logos, symbols, characters, slogans, and packaging), the products and marketing initiatives themselves, and the brand's associations with external entities.<sup>69</sup> For instance, Nike strategically partners with high-profile athletes and influencers to amplify the perception of athleticism, performance, and aspiration linked with its products.(annex)

Brand equity represents the value that a brand imparts to its products and services. There are six key criteria that serve as primary value creators for building strong brand equity<sup>70</sup>:

- **Offensive role:**

- A. **Brand name memorability:**

Brand elements should be memorable and distinctive, easy to recognize and easy to recall the sticky factor.is it easy to remember the brand name? this include a short easy name such us: BIMO, Moment, Hammond BOUALAM ( in the national area). Nike, Apple, Tesla.

- B. **Brand meaning:**

Brand elements need to be meaningful to convey the descriptive or persuasive content What does this component suggest about the products? Is it credible and consistent with the product category?

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<sup>68</sup> LARADI(S) & alii: *The Impact of Consumer-Based Brand Equity on Word-of-Mouth Behavior*, International Journal of Business and Social Science Vol.10 N°4, April 2019,p.77.

<sup>69</sup> Keller(KL): *Strategic brand management: Building, measuring, and managing brand equity*,4<sup>th</sup> edition , global edition,2013 p.327.

<sup>70</sup> Ibid,p.142-144

**C. Attraction/Appealing:**

Reflects aesthetical appealing like the brand style and brand themes Is this component visually appealing? Do consumers perceive it positively?

- **Defensive role:**

**A. Transferability:**

brand elements should be transferable in such a way that they can cover more than one product, product line, market segments, geographic boundaries, markets and cultures. Can this component be used to launch new products in other categories, to different customer segments, or in other geographic markets?

**B. Adaptability:**

Are these components timeless? Can they be easily modernized in the future? Brand are making efforts to make there adaptable and flexible in time to remain relevant. For example, Coca-Cola's logo has undergone minor evolutions over decades to remain relevant.

**C. Legal Protection:**

considers the legal and unauthorized competitive infringements of the brand Is it possible to legally protect this component? Registered names and logos are legally protected and thus difficult to copy; however, sounds are less protected. For example, Intel has trademarked its characteristic jingle for legal protection.

Brand components not only enhance brand recognition but also facilitate easy identification. Strategically chosen to boost brand awareness and foster strong, favorable, and unique associations, these elements quickly convey the brand's key attributes and personality, capturing customer interest and deepening brand relationships.

**2.2. Marketing tools that built brand equity :**

Marketing communication serves as a reflection of a company to the outside world, articulating the brand's purpose and its core values (explained in chapter I). It acts as a bridge, connecting the brand with individuals, places, events, other brands, and a range of experiences and emotions, effectively linking the brand with diverse aspects of everyday life.

In figure (II.1) by Keller highlight the six modes of communication to build brand equity<sup>71</sup>:

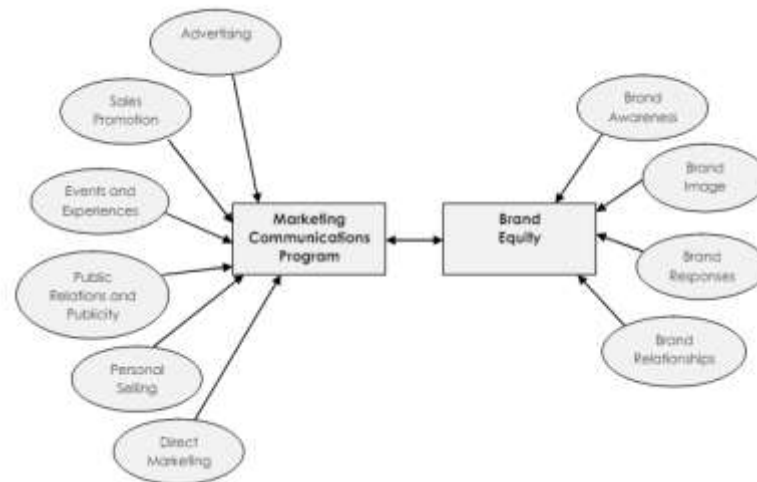
- **Advertising:** Utilizes various media to send tailored messages to a broad audience to build brand awareness and preference.
- **Sales Promotion:** Involves short-term incentives to encourage the purchase or sale of a product or service.
- **Events and Experiences:** Engages customers by creating memorable events or experiences that enhance the emotional connection with the brand.
- **Public Relations and Publicity:** Manages the spread of information to the public to foster a favorable image and manage the reputation of the brand.
- **Personal Selling:** Involves direct interactions between a sales representative and one or more prospective buyers to present products and services, answer questions, and procure orders.
- **Direct Marketing:** Directly communicates with targeted customers to generate a response or transaction.

Integrating these modes effectively enhances brand value; the more cohesive and harmonized the marketing communications are, the stronger the brand equity becomes. By employing a strategic mix of advertising, sales promotions, direct marketing, personal selling, public relations, and event experiences, a brand can ensure a consistent and compelling message reaches the consumer. This consistency is crucial in building brand awareness, shaping brand image, eliciting positive brand responses, and fostering deep, lasting brand relationships (we will illustrate it in the section two of this chapter). Each component of the marketing communications program contributes uniquely to this ecosystem, supporting not only immediate sales objectives but also long-term brand loyalty and recognition, thus culminating in a robust and valued brand identity in the competitive market

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<sup>71</sup>DANEIELA(Y) :*STRONG BRANDS – How Brand Strategy and Brand Communication Contribute to Build Brand Equity: THE CASE OF NAVIGATOR*, University of Coimbra, Master Thesis in Marketing , 2011,P.51.

**Figure Error! No text of specified style in document.-2:** Integrating marketing communications to build brand equity



**Source:** KOTLER(P) and KELLER(K): marketing management 3<sup>rd</sup> edition ,Paris ,2007,p.175.

### 2.3. Advantages of brand equity:

Nurturing brand equity is indispensable for long-term growth in today's fiercely competitive market landscape. Brand equity transcends mere recognition; it encompasses customer perceptions, experiences, and associations tied with your brand. It serves as the embodiment of your brand's promise to consumers, reflecting how effectively you deliver on that promise. By leveraging brand equity effectively, companies can forge deep connections with consumers, foster loyalty, and differentiate themselves in the market, laying a solid foundation for sustainable growth and enduring success.

#### 1. Maintaining Consistency:

Consistency serves as the cornerstone of brand equity, anchoring the brand's identity across diverse extensions. Beyond mere visuals, it encompasses the entire brand experience, from messaging to user interaction. Consider Apple's journey from pioneering computers to revolutionizing smartphones and then smart watches. Throughout these transitions, Apple has upheld a consistent brand aesthetic and user experience, nurturing a sense of familiarity and trust among consumers. This steadfast commitment to consistency has not only fortified Apple's brand equity but has also facilitated smooth transitions, ensuring consumer loyalty and satisfaction remains unwavering.

**2. Delving into Consumer Perceptions:**

A deep comprehension of consumer perception is pivotal for leveraging brand equity effectively. It entails delving into consumer psyche through comprehensive market research, feedback analysis, and behavioral studies. Dove's evolution from a soap brand to a beacon of real beauty and self-acceptance exemplifies this principle. By aligning its product portfolio with consumer perceptions and desires.

**3. Communicating value proposition:**

Effective communication of a brand's value proposition is indispensable for leveraging brand equity to fuel growth. It involves articulating the unique value that a brand extension brings while reinforcing core brand values. Tesla's introduction of energy products, like solar panels and home batteries, is a prime example. By emphasizing its commitment to sustainable energy solutions, Tesla effectively leveraged its brand equity rooted in innovation and environmental consciousness, resonating with consumers on a deeper level.

**4. Adapting to Market Trends:**

Industry trends change like lightning, and a brand will be out of the market within no time if they don't keep a tab on the latest trends. A strong brand should be able to adapt to the changes in the industry quickly, and integrate contemporary elements into their offerings without diluting their core identity.

**5. Innovating Responsibly:**

Leveraging brand equity for growth necessitates a delicate balance between innovation and brand preservation. Introducing innovative products or services that align with the brand's ethos and resonate with consumer aspirations can reinforce brand equity. However, it's crucial to avoid diluting the brand's identity or venturing too far from its core values. Google's expansion into services like Google Maps and Google Drive exemplifies responsible innovation.

**6. Capture Feedback and Measure ROI:**

Capturing feedback and measuring ROI are crucial steps for both enhancing positive brand equity and addressing negative perceptions. For firms with strong brand equity, feedback helps identify areas for improvement and maximize ROI on brand-building efforts. Conversely, for those facing challenges, feedback guides strategic interventions to regain trust and drive

positive outcomes. In both cases, understanding customer sentiments and quantifying returns enable informed decision-making, fostering long-term brand resilience and growth

Nurturing brand equity is indispensable for long-term growth in today's fiercely competitive market landscape. Brand equity transcends mere recognition; it encompasses customer perceptions, experiences, and associations tied with brand. It serves as the embodiment of brand's promise to consumers, reflecting how effectively brand deliver on that promise. By leveraging brand equity effectively, companies can forge deep connections with consumers, foster loyalty, and differentiate themselves in the market, laying a solid foundation for sustainable growth and enduring success.

Investments in brand equity not only enhance customer loyalty but also yield significant financial benefits. Evidence from studies conducted by Aakar and Professor Robert Jacobson of the University of Washington suggests that investments in brand equity increase stock return, which serves as the ultimate measure of long-term return on assets<sup>72</sup>. Through meticulous analysis of time series data, including accounting-based return-on-investment (ROI) and models that disentangle causation, these studies highlight the profound impact of brand equity on financial performance, underscoring its critical role in driving shareholder value and sustaining competitive advantage.

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<sup>72</sup> <https://prophet.com/2022/01/brand-equity-vs-brand-value/> ,01-05-2024 19:36

## Section two: Brand equity content and influence

### 1. Brand equity content according to Keller and Aaker

#### 1.1. Brand equity according to Keller:

Contrary to Aaker's definition, Keller viewed consumer-based brand equity strictly from the perspective of the consumer in that he defined it as "*the differential effect of brand knowledge on consumer response to the marketing of the brand*"<sup>73</sup>

In the next lines we will demonstrate the Customer-Based brand equity, according to Keller this model was crafted with three core objectives, driving the exploration of brand equity components. Firstly, it aimed for logical integration, grounding itself in state-of-the-art branding theories from academia and industry. Secondly, the model strived for versatility, ensuring applicability across diverse brand types and industry settings. Lastly, it prioritized comprehensiveness, offering both breadth and depth to guide marketers in setting strategic directions and informing brand-related decisions. These objectives underscore the importance of understanding brand equity components, including brand awareness, brand image, brand loyalty, and brand resonance, as integral elements in building and managing strong brands. Through our exploration, we aim to unveil the intricate mechanisms through which these components interact, shaping consumer perceptions and driving brand success in today's dynamic marketplace.

To understand the brand resonance pyramid Keller's views on brand knowledge, brand awareness and brand image will be considered first. Keller views brand knowledge as an organization's most valuable asset, resulting from past brand marketing investments. It creates the differences that lead to brand equity, explained through the associative network memory model. This model depicts brand knowledge as nodes and links between them, with the strength of associations determining the richness of the knowledge. Brand knowledge comprises brand awareness (brand familiarity) and brand image (brand associations or consumer perceptions). Brand awareness consists of brand recognition and brand recall. Recognition is the ability to identify a brand from a cue, while recall is remembering a brand when prompted by a need or category. Enhancing brand recognition involves repeated exposure through various marketing elements, whereas improving recall requires linking the brand to its category and relevant cues.

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<sup>73</sup> KELLER (K) :*Conceptualizing, measuring, and managing customer based brand equity*. Journal of Marketing, Vol.57 n°1, 1993,p.08.

The goal is to ensure consumers strongly associate the brand with the category. A positive brand image arises from strong, favorable, and unique brand associations. These associations, categorized into attributes, benefits, and attitudes, should align with brand positioning to differentiate the brand and create a sustainable competitive advantage. Consistency and relevance in information strengthen these associations, providing multiple retrieval cues.<sup>74</sup>

**Figure Error! No text of specified style in document.-3: Costumer Based Brand Equity Pyramid**



**Source:** KELLER(K):*Building Customer-Based Brand Equity: A blue print for creation blue print*, Marketing science institute ,2001, p.09.

Brand equity pyramid serves as a sequential roadmap for organizations to build a strong brand, compressing four essential steps, these steps correspond to fundamental question consumer will ask about any brand:

1. Identity establishment “who are you?” focus on ensuring that consumer is ready to recognize and remember the brand (Brand salience)
2. Defining Meaning: "What are you? Brand imagery” shaping consumers' perceptions of the brand's attributes, benefits, and unique characteristics. (Brand imagery)
3. Consumer perception or emotion: “what about you/what do I think or feel about you?” This stage delves into consumer judgments and feelings towards the brand, influencing their attitudes and behaviors.(Brand response)
4. Relationship building: “what about you and me/what kind of association and how much of connection would I like to have with you ?” this final step foster a deep enduring

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<sup>74</sup> KELLER(K):*Strategic brand management: Building, measuring, and managing brand equity*, Op.cit,p49-51.

connection between consumer and brand, leading to loyalty advocacy, and a sense of community. (Brand resonance)

Key to Keller's brand resonance pyramid is the concept of brand knowledge. Brand knowledge creates the differences, (differential effect) that result in brand equity. Keller uses the 'associative network memory model' to explain brand knowledge, where information is stored in nodes and the links between nodes. The strength of the associations determines how rich the knowledge will be or how many nodes or associations will be activated. Therefore, brand knowledge can be represented by one brand node with several associations linked to it.

Keller further asserts that the antecedents of brand knowledge are brand awareness (or brand familiarity) and brand image (brand associations or the consumer's perception of the brand). Brand awareness relates to the strength of the brand node in the consumer's mind and brand image refers to other associated nodes in the consumer's memory. Therefore, "customer-based brand equity" occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favorable, and unique brand associations in memory" It is sensible to elaborate on brand awareness and brand image.<sup>75</sup>

### **1.1.1. Brand identity:**

#### **1.1.1.1. Brand salience**

Theories of how humans encode, store and retrieve information have permeated marketing thought and theory development. One of the theories most widely adopted into marketing is that of the Associative Network Theories (ANT) of memory, under this theory consumers can more easily associate items with a specific brand, but are less likely to recall the brand when embedded on items associated with other brands<sup>76</sup>. Take the example of the Coca-Cola brand.

Consumers can easily associate brand identity elements such as "cola", "soft drink", "red and white logo" or "'Taste the Feeling' slogan" with the Coca-Cola brand. However, when asked about items associated with other soft drink brands, such as Pepsi, they may be less likely

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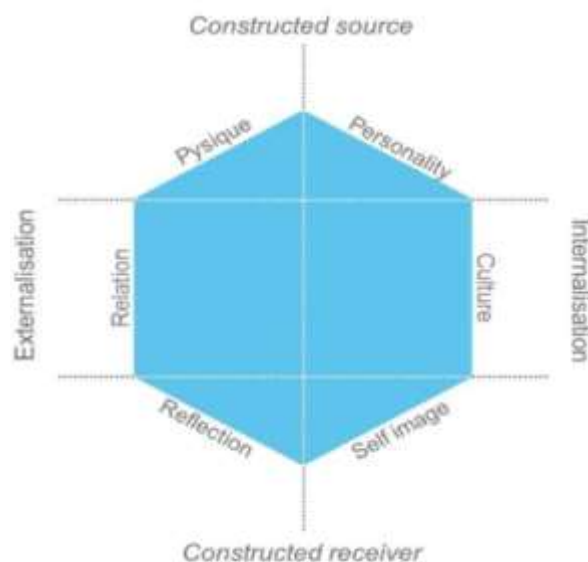
<sup>75</sup> Keller (KL) :*Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, Opic.cit,p59.

<sup>76</sup> ROMANIUK (J), *Sharp (B): Conceptualizing and measuring brand salience* ,University of South Australia, Marketing theory articles, N04,2011,p.329.

to immediately remember the name "Coca-Cola", this can explain the economic definition of salience as the the prominence or visibility of a specific aspect or information in decision-making processes. It is the degree to which certain information, factors, or attributes stand out and capture the attention of individuals when making choices or evaluating options.

We can understand that the prominence in the mind of consumers is not solely depends on it connection to one specific cue or trigger, instead of that brand's association is influenced by various cues (figure 8) that are relevant to different contexts or situation where the consumer may consider the brand. This broader of network associations increase the brand's visibility and presence in consumer's minds.

**Figure** Error! No text of specified style in document.-4: KAPFERER's Brand-Identity Prism model



**Source :** KAPFERER(J): *Strategic Brand Management: New Approaches to Creating and Evaluating Brand Equity*, Kogan Page Ltd ,1997,p.43.

According to KAPFERER, the first step to build a strong brand equity is being capable of waving all aspects into an effective whole, as a way to a concise clear and appealing brand identity. We will delve into six key aspects in details below:

Kapferer's brand identity lens places these six elements in relation to each other by considering their position between the company (the sender) and the customer (the receiver), and vice versa. The areas defined between these points range from internal (personality, culture,

metallicity) to external (physics, relationship, reflection), and many paths can be traced to reach each area.

Demonstration of figure (8) <sup>77</sup> :

- **Physique:** The brand's physical features. Customer can perceive clearly of what the organization does when the brand name is mentioned.
- **Personality:** The brand's unique characters. The way the organization demonstrates its product describes how the product would be represented if they were human including its characteristic and attitude. Currently, the 'personality' element is being represented in human context such as the employees and managers in the organization.
- **Culture:** Values and principles of the brand. This can be understood as the origin of the product, the values of what the brand stands for and the view of the organization as whole.
- **Relationship:** The way how the brand is to be depicted on the customer perception. It may represent beliefs and association in the human world.
- **Reflection (of the customer):** The way customer wants to be seen as an outcome of using a particular brand.
- **Self-Image:** The customer's attitudes toward a brand when they purchase a product and wants the other to picture them as someone they want to be.

Formally brand salience is the first step to build a brand equity and the power of salience is creating unforgettable brand awareness so the brand be in the high level of consumer awareness as illustrates in figure (8).

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<sup>77</sup> RICARDO(J) , Russe(T) :*Brand Identity Prism: An Analysis Of Customer Purchase Intention In Local Brand Product In Selected Stores In Malolos, Bulacan* ,International Journal of Academic Accounting, Finance & Management Research (IJAAFMR), Vol06 n°8 ,February 2022,p.20-21.

**Figure Error! No text of specified style in document.-5: Brand awareness pyramid**



**Source :** AAKAR (D):*Managing bran equity*, Free press ,United states ,2009,p.71.

When customers lack awareness of brands, there is an absence of brand awareness. Consequently, brand recognition is regarded as the most basic form of brand awareness. Brand recognition pertains to consumers' ability to correctly identify a brand they have previously encountered. Moving up the hierarchy, brand recall represents the third level of brand awareness, signifying consumers' capability to accurately retrieve a brand from their memory). At the pinnacle of the brand awareness pyramid is "top of mind," where a brand is the first one spontaneously recalled by individuals. A brand achieves high salience when it exhibits both depth and breadth of brand awareness, implying that customers not only make frequent purchases from the brand but also readily think of the brand in relevant situations.

### **1.1.2. Brand Meaning:**

To Build a brand equity Brand salience is usually not sufficient in and of itself. For most customers in most situations, other considerations, such as the meaning or image of the brand, also come into play. Creating brand meaning involves establishing a brand image - what the brand is characterized by and should stand for in the minds of customers.

Although brands can mean more than just a name. it is about how something work ‘like how a running shoe provide support and comfort while running, and how it makes you feel for example the same brand could be associated by a specific feeling of being sporty and trendy.

Thus, brand meaning is made up of two major categories of brand associations that exist in customers' minds - related to performance and imagery - with a set of specific subcategories within each. These brand associations can be formed directly - from a customer's own experiences and contact with the brand - or indirectly - through the depiction of the brand in advertising or by some other source of information.<sup>78</sup>

The brand meaning includes two major categories:

#### **1.1.2.1. Brand performance:**

Cambridge dictionary defined as how well a person, machine, etc. does a piece of work or an activity<sup>79</sup>

It represent how well the brand's product or service satisfies customers. more functional needs in aspects such as quality, utility, economics and aesthetics customer needs. It is the branded product or service that is primarily influences the consumer's experience with a brand, word of mouth about a brand and what the company can communicate about its brand. As one of the essential ingredients of the brand loyalty and resonance, marketers must ensure that consumers' experience with the product or the service meets or even exceeds their expectations.<sup>80</sup>

Nevertheless, there are five important types of attributes and benefits that often underlie brand performance<sup>81</sup>:

##### **a. Primary characteristics and secondary features:**

Customers aren't just looking at a product's features – they're assessing its performance. They have an internal scale (low, medium, high) for how well the core functionalities deliver

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<sup>78</sup> KELLER(K):*Building Customer-Based Brand Equity: A blue print for creation blue print*, Marketing science institute ,2001,p.09.

<sup>79</sup> <https://dictionary.cambridge.org/dictionary/english/performance> consulted 16-04-2024 at 6AM

<sup>81</sup> KELLER(KL):*Building Customer-Based Brand Equity, Op.cit*, p.15-16.

on the product's intended purpose. Think of it like grading a test – does it excel at its main job, or just barely pass? But that's not all. Special features, sometimes even patented, can be the icing on the cake. These extras complement the core functionality, adding another layer of value and potentially tipping the scales in the customer's mind.

**b. Product reliability, durability, and serviceability:**

Reliability, durability, and serviceability are the holy trinity of performance perception. Reliability refers to consistent performance over time. Durability reflects how long a product remains economically viable. Serviceability considers how easy it is to repair and maintain. Factors like delivery speed, customer service quality, and repair turnaround time all contribute to how customers perceive a brand's performance.

**c. Service effectiveness, efficiency and empathy :**

Customers evaluate service quality based on three key aspects: effectiveness, efficiency, and empathy. Effectiveness refers to the service provider's ability to completely fulfill the customer's needs. Efficiency focuses on how quickly and responsively the service is delivered. Finally, empathy involves demonstrating care, understanding, and acting in the customer's best interest.

**d. Style and design:**

A product's aesthetics – size, shape, materials, and color – all play a role in shaping customer perception. Style and design go beyond just utility; they can influence how a product feels, looks, sounds, or even smells. These sensory aspects contribute to the overall brand meaning

**e. Price:**

A brand's pricing strategy shapes how customers perceive its value tier (low, medium, high) and price flexibility. Essentially, customers come to expect a certain price range and level of fluctuation based on the brand's typical pricing approach.

**1.1.2.2. Brand imagery:**

There's another layer to brand meaning beyond the product's nuts and bolts – brand image. This dives into the emotional and social connections customers form with a brand. It's not about what the brand does, but rather how it makes people feel and what kind of image it

projects. Think of it as the brand's personality – the set of intangible qualities that shape how people perceive it. Four key elements contribute to this brand image: user profiles, purchase and usage situations, brand personality, and history and heritage.:<sup>82</sup>

1. User profile, who use it? create an image of who might benefit from the brand (aspirational users) or who is actually using the brand.
2. Purchase and usage situations, when and where it is used? People think of situations where the brand is used, and when the brand is most relevant.
3. Brand personality, what's the brand like? Brand personality is formed from the anthropomorphism of individuals. The brand is considered as a human being who develops his own personality. It is for this reason, studies and practice linked to brand personality are initiated and developed on the basis of the literature concerning human personality<sup>83</sup>. Brand personality is often related to the more descriptive usage imagery but involves much richer, more contextual information.

#### **Example of the five main types of brand personality:**

- **Sincerity:** Honest, wholesome, friendly (like a brand known for its great customer service)
- **Excitement:** Daring, trendy, innovative (like a brand known for pushing boundaries)
- **Competence:** Reliable, trustworthy, high-quality (like a brand known for its dependable products)
- **Sophistication:** Classy, elegant, luxurious (like a brand known for its premium feel)
- **Ruggedness:** Tough, outdoorsy, adventurous (like a brand known for its durable products)

**Figure Error! No text of specified style in document.-6:** The brand personality

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<sup>82</sup> ROSENBAUM(R) , PERCY(L), & PERVAN(S): *Strategic brand management* , 4<sup>th</sup> edition ,Oxford university Press, UK,2018,p.246.

<sup>83</sup> Thi Minh (H) : *Le Capital-marque et personnalité de la marque : contributions théoriques et apports empiriques dans un contexte vietnamien, doctorate thesis , Option : management science* ,Grenoble University , 2012,p.06.



Source: AAKAR (J) : *Dimensions of brand personality*, Journal of Marketing Research, N34, August, 1997, p.352.

### **-History heritage and experience, what's the brand story:**

People might connect a brand with its history or past events. Maybe the brand has been around for a long time, or maybe it's known for a specific innovation. These associations create a sense of heritage and tradition. associations may involve distinctly personal experiences and episodes or be related to past behaviors and experiences of friends, family, or others.

### **1.1.3. Brand response:**

Understanding of a brand goes beyond just its name. It's also about the customer's reaction, called a brand response. This response is a combination of two things: what customers think (judgments) and how they feel (emotions) about the brand. These judgments and feelings are influenced by various sources of information, like marketing campaigns, a friend's recommendation, or even the store where the brand is sold. For example, when considering a new brand of headphones, you might think about their reputation for sound quality and durability (judgments). At the same time, you might wonder if they make you look stylish or sporty (emotions). These combined thoughts and feelings create your overall impression of the brand. By understanding brand responses, companies can build brands that people not only think well of, but also feel connected to.

### 1.1.3.1. Brand Judgments (Thinking):

Brand judgments are customers' personal opinions about and evaluations of the brand, which consumers form by putting together all the different brand performance and imagery associations.<sup>84</sup>

This is about a customer's reasoned opinion of a brand. Here are four key areas they consider<sup>85</sup>:

- **Brand quality:** The most important attitudes are related to its perceived quality, customer value and satisfaction. How well-made is the product? Is it a good value for the price? Are customers satisfied with it?
- **Brand credibility:** It describes how the customer sees the brand. That depends on brand expertise for example, is it an innovative/ leader brand? Brand trustworthiness that includes the degree of trust and interests. Finally, brand likability is about if the customer sees its worth and fun to spend time with the brand.
- **Consideration:** Both favorable attitudes and how they perceived the brand is important but the most important is if they actually consider buying this brand? Does it fit their needs and interests?
- **Superiority:** It is about uniqueness. Do they see this brand as better than other options?

### 1.1.3.2. Brand Feelings (Emotions):

This is about how a brand makes customers feel. Here are six important emotions:

- **Warmth:** Does the brand make them feel happy, peaceful, or nostalgic?
- **Fun:** Does the brand make them feel playful, joyful, or entertained?
- **Excitement:** Does the brand make them feel energized, cool, or special?
- **Security:** Does the brand make them feel safe, comfortable, and confident?
- **Social Approval:** Does the brand make them feel like others will approve of them?
- **Self-Respect:** Does the brand make them feel good about themselves?

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<sup>84</sup> KELLER (KL): *Strategic brand management: Building, Measuring and Managing brand equity*, 4<sup>th</sup> edition, global edition, United States of America, 2013, p.117.

<sup>85</sup> Keller (KL): *Building customer based brand equity: A blue print for creating strong brands*, marketing science institute, 2001, p.13-14.

#### 1.1.4. Brand relationship:

##### 1.1.4.1. Brand resonance:

The final stage explores the ultimate connection – brand resonance. This describes the nature of the relationship customers have with the brand and how deeply they identify with it. Here's what defines brand resonance:

- A. **Behavioral Loyalty:** This is the core – do customers keep coming back and how much do they spend? High purchase frequency and volume are crucial for a brand's success.
- B. **Attitudinal Attachment:** Loyalty goes beyond just buying. For true resonance, customers need a strong personal attachment. They view the brand as special and not just a convenient option.
- C. **Sense of Community:** Some brands foster a sense of belonging. Customers feel connected to other users, brand representatives, or even the company itself. This sense of community strengthens the brand bond.
- D. **Active Engagement:** The ultimate sign of loyalty? Customers actively invest time, energy, money, or other resources in the brand beyond just buying it. This might involve participating in brand events, spreading positive word-of-mouth, or even co-creating content.<sup>86</sup>

After demonstration customer based brand equity according to Keller, in the lines below we will turn to another influential framework: the Aaker model

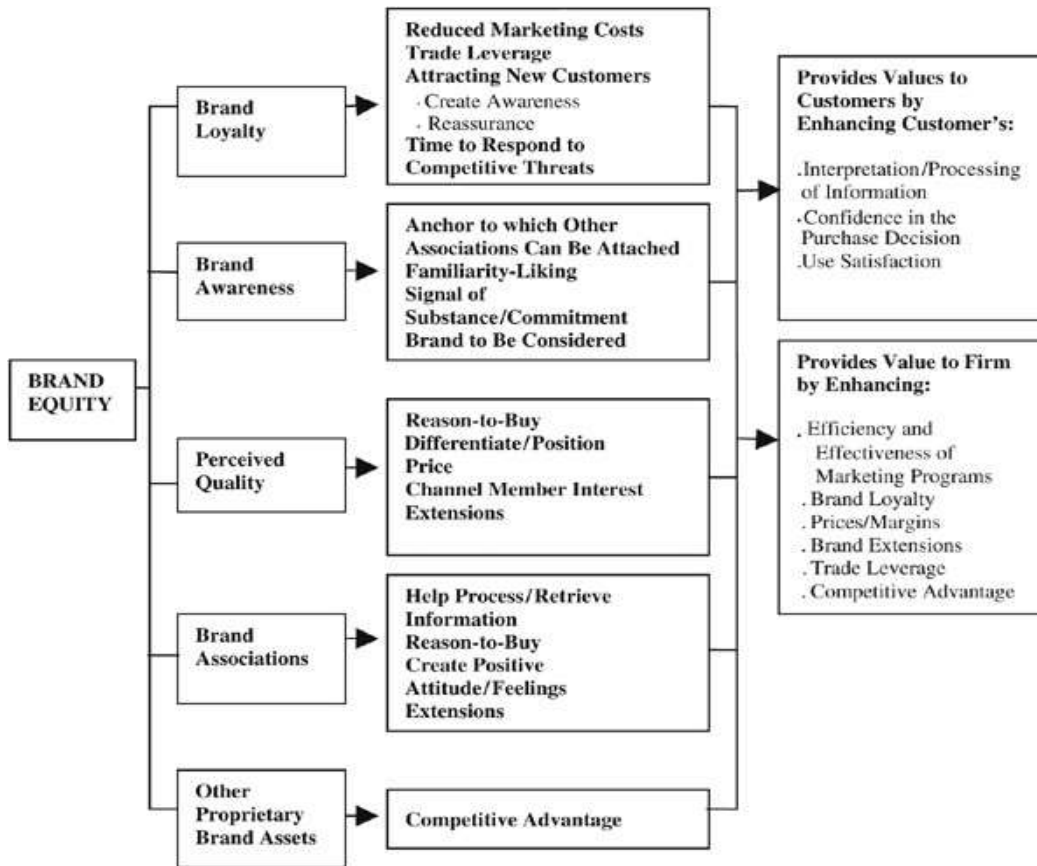
#### 1.2. Brand equity according to Aaker:

This model was developed by David Aaker, a University of California professor in 1990. He defines Brand equity as the amount to which a customer perceives the following components (figure 11): brand awareness, brand loyalty, brand associations, perceived quality, brand affiliation, and proprietary assets. These components are assets that can assist firms in increasing the commercial value of their products and services.

**Figure Error! No text of specified style in document.-7:** Aakar's Brand equity model

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<sup>86</sup>Ibid.,p.15.



Source: Aakar(D):Building strong brands,Free press, 1996,p.9.

### 1.2.1. Brand loyalty:

Brand loyalty was defined by Aaker (1991) as “Brand loyalty is qualitatively different from the other major dimensions of brand equity in that it is tied more closely to the use experience. Brand loyalty cannot exist without prior purchase and use experience. In contrast, awareness, associations, and perceived quality are characteristics on many brands that a person has never used.”<sup>87</sup>

According to this model, strong brand equity means that customers have high brand awareness, maintain a favorable brand image, perceive that the brand is of high quality, and are loyal to the brand.

There are different levels of brand loyalty<sup>88</sup>:

#### 1.2.1.1. Level One: No Loyalty or Preference

At this foundational level, consumers exhibit no significant loyalty or preference towards the brand. They may not have encountered the brand or have had neutral experiences with it. As a result, the brand holds minimal influence over their purchasing decisions. Consumers in this category are open to exploring various alternatives without any predisposed inclination towards the brand in question.

#### 1.2.1.2. Level Two: Switchers or Normal Consumers

Moving up the loyalty ladder, we encounter consumers who are classified as switchers or normal consumers. While these individuals may enjoy the product or service offered by the brand, their loyalty remains relatively low. They are open to considering alternatives and are willing to switch brands if a competitor presents a more compelling offering. Their loyalty is contingent upon the perceived value and benefits provided by the brand, and they are not strongly committed to sticking with it in the face of competitive alternatives.

#### 1.2.1.3. Level Three: Developing Loyalty

As consumers progress to the third level, they begin to develop a nascent sense of loyalty towards the brand. While their loyalty is still in the developmental stage, they exhibit a growing preference for the brand itself rather than solely focusing on the product or service. However, their loyalty is not yet steadfast, and they may be swayed to switch brands if the perceived

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<sup>87</sup> Aakar(D): *Managing brand equity: Capitalizing on the value of a brand name*. NewYork: Free Press,1991 p.46.

<sup>88</sup> *Ibib*,p.43.

benefits outweigh the costs of switching. Factors such as convenience, promotions, or incentives may influence their decision-making process at this stage.

#### **1.2.1.4. Level Four: Loyal Consumers**

At the top of brand loyalty, we find loyal consumers who demonstrate a strong affinity and commitment to the brand. These individuals prefer the brand over competitors and exhibit a deeper emotional connection and attachment. Their loyalty transcends mere satisfaction with the product or service, encompassing broader brand attributes such as values, identity, and reputation. Loyal consumers are less likely to consider alternatives and are willing to invest their time, money, and advocacy in support of the brand. They serve as brand advocates, driving positive word-of-mouth and contributing to the brand's long-term success and sustainability.

#### **1.2.1.5. Level Five: Deep loyalty**

Brand loyalty creates a powerful bond between consumers and a particular brand. This manifests in deep familiarity with the brand's logo, its distinct qualities, and overall identity. Consumers with this strong connection exhibit a clear preference for the brand, making them less susceptible to marketing efforts from competitors. This entrenched loyalty presents a significant challenge for rival brands trying to attract these established customers.

### **1.2.2. Brand awareness:**

Brand awareness is the strength of a brand's presence in the consumer's mind. Aaker defined brand awareness as the ability of potential buyers to identify and recall that a brand is a member of a certain product category.<sup>89</sup>

Robust brand awareness holds significant sway over consumers, as it engenders a preference for brands that boast established recognition in the market. This preference stems from consumers' perception that well-known brands are synonymous with quality and commitment. With access to pertinent information about the brand, consumers are empowered to make informed choices at the point of purchase. Consequently, strong brand awareness not only fosters familiarity with the brand but also primes consumers to consider it favorably when making buying decisions.

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<sup>89</sup> Pierre Andersson ,Applying Aaker ´s Brand Equity model in a Brand Preference Context A comparative study A comparative study between Samsung and Huawei Smartphone users, Lulea university of technology Department of Social Sciences, Technology and Arts,

➤ **Maintaining Brand Awareness<sup>90</sup>:**

- Maintain consistent brand messaging across all marketing channels.
- Regularly engage with your target audience and respond to their feedback.
- Monitor brand perception and adapt your strategies as needed.
- The Consumer Decision-Making Process:
- Understanding the stages of consumer decision-making can help inform your brand awareness strategy.

➤ **The five stages of purchase decision are<sup>91</sup>:**

- Understanding the decision-making process allows for more effective structuring of your brand awareness strategy
- Perceived Need: Recognizing a problem or desire that your product can address.
- Information Seeking: Researching available options to fulfill the need.
- Evaluation of Alternatives: Comparing your brand to competitors.
- Value Assessment: Weighing the product's value against its price.
- Purchase Decision: Choosing to buy or not.

### 1.2.3. Perceived Quality:

Aaker describes perceived quality as a measure of a product or service's quality and superiority from the consumer's perspective. The perceived quality can be divided into three different definitions, manufacturing quality, product-based quality, and objective quality. Manufacturing quality is a quality assurance that the product or service maintains the quality it promised in the manufacturing process, the extent to which a brand is considered to provide good quality products can be measured on the basis of the following five criteria<sup>92</sup>:

- The quality offered by the product/ brand is a reason to buy it, justify buying the product or service based on its merits.
- Level of differentiation/ position in relation to competing brands: the focus is on how consumers compare brands, not just how they classify them individually. It removes the repetition of "quality" and uses "perceived quality" to acknowledge the subjective nature of consumer judgment.

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<sup>90</sup> GUSTAFSON( T ),CHABOT(B): *Brand awareness* , Cornell Maple Bulletin, no 105 ,2007, p.4.

<sup>91</sup> Ibid, p.05.

<sup>92</sup> [https://www.academia.edu/11830760/Aakers\\_Brand\\_Equity\\_model](https://www.academia.edu/11830760/Aakers_Brand_Equity_model) consulted 20-04-2024 at 7:20 pm

- Price: or intricate products or those linked to status, a higher price tag can be interpreted as a signal of superior quality. (as the product becomes more complex to assess, and status is at play, consumers tend to take price as a quality indicator).
- Availability in different sales channels: Wider availability across various stores can enhance a brand's perceived quality (consumers have a higher quality perception of brands that are available) .
- The number of line/ brand extensions : A successful brand extension strategy, where the core brand's quality is maintained across different product lines, can strengthen the overall quality perception (this can tell the consumer the brand stands for a certain quality guarantee that is applicable on a wide scale).

Perceived quality holds significant value across various contexts. It often serves as a primary factor influencing consumer purchasing decisions, determining which brands are considered and which are overlooked. A brand's position in terms of perceived quality is a key aspect of its identity. Having a perceived quality advantage allows for the possibility of charging higher prices, leading to increased profits and resources for brand reinvestment. Additionally, perceived quality is important for retailers, distributors, and other channel members as it can help secure distribution and incentivize them to carry respected brands.

#### **1.2.4. Brand association:**

Brand association refers to the mental connections consumer make between a brand and its attributes or its characteristics. Elements encloud symbols, slogans, experiences, and endorsements includes symbols, slogan. Or other elements include brand awareness, perceived quality and brand loyalty.<sup>93</sup>

Strong brand associations and high brand equity go hand in hand. Positive associations with a brand lead to better overall performance. When consumers have strong positive associations with a brand, it signifies high brand equity. This means brand association is a key factor in building a strong brand. Positive brand associations create a powerful impact that strengthens brand equity. In customer-focused marketing strategies, brand association remains just as important as other factors. Brand awareness and brand association are interconnected.

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<sup>93</sup>DADA (M.H) : *IMPACT OF BRAND ASSOCIATION, BRAND IMAGE & BRAND LOYALTY ON BRAND EQUITY*, Journal of Marketing Strategies, N° 3, January 2021 ,p.32.

As brand awareness increases, so too does brand association. Similarly, a strong brand association indicates higher brand equity, making the brand a symbol of trust and desirability.

Associations triggered by a brand can be assessed on the basis of the five following indicators<sup>94</sup>:

- **Memory Retrieval:** This refers to how easily a brand name can trigger memories and associations stored in a consumer's mind. Effective marketing campaigns, particularly those with strong visuals or memorable slogans, can create powerful memory associations. For example, a jingle associated with a laundry detergent brand might instantly trigger the association of "clean clothes" when the brand name is mentioned.

- **Competitive Differentiation:** Strong brand associations should effectively set a brand apart from its competitors. These associations can be either abstract concepts, like "adventure" for a car brand, or concrete product benefits, such as "long-lasting battery life" for a phone company. The more distinct and relevant these associations are, the easier it is for consumers to differentiate the brand from its rivals.

- **Purchase Influence:** The ideal scenario is for brand associations to play a significant role in influencing a consumer's buying decision. When a consumer encounters a product category, strong positive associations can lead them to choose that specific brand over competitors. For example, if a brand of athletic wear is consistently associated with ideas of "peak performance" and "cutting-edge technology," consumers looking for workout clothes might be more likely to choose that brand.

- **Positive Emotions:** Positive feelings and attitudes towards a brand are highly desirable outcomes of strong brand associations. These emotions can be linked to various aspects, like trust, happiness, or nostalgia. A brand associated with quality ingredients and a commitment to ethical sourcing might evoke feelings of trust, while a brand known for its playful marketing campaigns might create a sense of happiness. Ultimately, these positive emotions contribute to a stronger bond between the brand and the consumer.

- **Brand Extensions:** The successful extension of a brand's product line provides another opportunity to build and strengthen brand associations. When a brand with a strong core identity expands into new product categories, it can leverage its existing positive associations to create positive expectations for the new products. For example, a brand known

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<sup>94</sup> [https://www.academia.edu/11830760/Aakers\\_Brand\\_Equity\\_model](https://www.academia.edu/11830760/Aakers_Brand_Equity_model) consulted 20-04-2024 at 9:15PM

for its high-quality skincare line might extend into a makeup line, capitalizing on the existing association of trust and quality. By carefully managing brand extensions, companies can further enrich the overall brand image and strengthen consumer associations.

**1.3. comparison between Keller and Aakar brand equity:**

we can summarize the concept of the two models' according to Keller and Aakar in the table 2.

**Table Error! No text of specified style in document..8:** A comparison between Aaker and

Aaker's brand equity model	Parity of Aaker and Keller's brand equity models	Keller's brand resonance pyramid
<p><b>Loyalty</b></p> <p>Discussion starts with brand loyalty.</p> <p>Brand loyalty can be influenced by brand awareness, perceived quality and brand association dimensions, but these asset dimensions do not always explain brand loyalty, since brand loyalty can occur independently from these dimensions.</p> <p>Brand loyalty can be considered both a dimension of brand equity and an outcome of brand equity</p>	<p><b>Loyalty/ Resonance</b></p> <p>Aaker's brand loyalty asset dimension (including the loyalty pyramid) corresponds to Keller's brand resonance brand-building block.</p> <p>Aaker refers to the loyalty pyramid with a hierarchy of loyalty levels and Keller arranges the brand resonance sub-dimensions in order of importance.</p>	<p><b>Resonance</b></p> <p>Discussion ends with brand resonance, of which brand loyalty is a sub-dimension.</p> <p>Brand resonance is the result of all the other brand building blocks.</p> <p>Brand loyalty and brand equity are distinct constructs and loyalty is a sub-dimension of the brand resonance pyramid, which builds brand knowledge that feeds into brand equity. Loyalty is a characteristic of strong brand equity.</p>
<p><b>Awareness</b></p>	<p><b>Awareness/ Salience</b></p> <p>Aaker's brand awareness asset dimension (including the awareness pyramid) corresponds to Keller's brand salience brand-building block.</p>	<p><b>Salience</b></p>

Keller's brand equity models



<p>Emphasis is on the benefits of brand equity dimensions to the organisation and consumer.</p> <p>Displays various brand dimensions and indicates causal interrelatedness between them. Brand dimensions seem to be on the same plane, allowing various points of entry to building brand equity.</p> <p>More explicit means to create, maintain and improve asset dimensions.</p>		<p>Includes different stages (with consumer questions), corresponding objectives and sub-dimensions supporting each brand-building block.</p> <p>Sequences the particular order in which the brand-building blocks relate. Has four distinct stages of brand development with corresponding branding objectives, and it is made clear that lower order building blocks are a prerequisite to higher order building blocks.</p> <p>Offers two routes to brand building, namely going up the left side of the brand resonance pyramid (called the 'rational route'), and going up the right-side of the brand resonance pyramid (called the 'emotional route'). The strongest brands are, however, built by going up both sides of the brand resonance pyramid.</p> <p>The aim of the brand resonance pyramid is to created brand knowledge.</p>
<p><b>Other proprietary brand assets</b></p> <p>Includes patents, trademarks, channel relationships, and so on, which are important from the organisation's perspective.</p>		<p>Not included because the brand resonance pyramid models brand equity from the consumer's perspective.</p>

Source: Pieter STEENKAMP, *Aaker versus Keller's models: much ado about branding*, September 2019, page 8-9-10

This section delves into two prominent theoretical frameworks that analyze customer-based brand equity (CBBE). The first framework utilizes five key indicators to assess the strength of brand associations.

The second framework, proposed by Keller (1993), emphasizes the role of accumulated customer knowledge in building brand equity. He posits that a brand's power stems from what consumers have learned, experienced, and perceived about the brand over time. This accumulated knowledge serves as the foundation for brand equity, ultimately influencing consumer response to the brand's marketing efforts.

While both Aaker's (1991) and Keller's (1993) models explore the dimensions of CBBE, a key distinction exists. Keller's framework incorporates the additional dimension of brand loyalty, which wasn't included in Aaker's model. This distinction highlights the importance of customer loyalty as a critical component of brand equity.

## **2. Marketing Events: A Strategic Platform to Boost Brand Equity contents**

Marketing events encompass a broad range of activities including trade shows, corporate sponsorships, exhibitions, and promotional events. Each type plays a distinctive role in enhancing brand equity by influencing the various elements of brand equity across multiple industries. Brand equity consists primarily of brand awareness, brand associations, perceived quality, and brand loyalty (Aakar CBBE, figureI-2), her's how marketing events impact every element:

### **2.1. Marketing events impact on Brand awareness:**

#### **2.1.1. Influence of Mood State on Brand Awareness During Events**

The mood of attendees at an event significantly influences how they perceive and remember brand-related stimuli. For example, visitors in a positive mood are likely to associate this positive feeling with the brand being promoted at the event. This phenomenon can be seen at music festivals or sports events where the excitement and joy of the experience are transferred to the brand involved. Conversely, if attendees are in a bad mood, perhaps due to poor organization or long waiting times, this negative feeling might tint their perception of the brand negatively<sup>95</sup>.

High arousal activities at events, such as exciting games or engaging performances, can sometimes make it difficult for attendees to focus on secondary tasks like registering brand messages. This attention narrowing means that while the main event captures the bulk of their attention, the subtle brand messages may be lost. However, if the brand activation is directly linked to the primary source of excitement, like branded giveaways during high points of the

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<sup>95</sup> COPPETTI(F), MOLLIS (G) Building Brands through Event Sponsorships: Providing On-Site Audiences with a Vivid Brand Experience, Doctorate thesis in economics ,the University of St. GALLEN ,University of Economics, Law and Social Sciences (HSG),2004,p.57.

event or interactive brand experiences that are part of the main attraction, the recall of the brand is much more likely to be favorable.

Furthermore, the mood congruence effect suggests that people remember information that is emotionally consistent with their mood at the time of encoding. Therefore, creating a positive event atmosphere can enhance attendees' recall of positive brand messages long after the event has ended.

### **2.1.2. Enhancing Brand Awareness through Multi-Sensory Event Experiences:**

Integrating multiple senses in event marketing can create a more memorable brand experience. For example, a food festival might utilize the aroma of cooking to attract attendees, which when paired with visually appealing food presentations and the opportunity to taste, touch, and hear the sizzle of the food, can create a powerful sensory experience that enhances brand recall.

Similarly, at a car exhibition, allowing potential customers to not only see but sit inside the car, feel the upholstery, and even test drive it, engages multiple senses that lead to a richer and more impactful brand experience. The sensory inputs from these experiences are encoded along with the brand, making the memory more vivid and easier to recall.<sup>96</sup>

### **2.1.3. Building Vivid Brand Memories: The Role of Episodic Memory in Event Marketing:**

Episodic memory plays a crucial role in how attendees remember brand interactions during events. This type of memory is highly effective at storing rich, detailed recollections of personal experiences. For instance, consider an event where a technology brand launches a new product with an interactive VR experience. Attendees who participate in the VR demonstration not only learn about the product but also engage in a distinctive, personal experience that is likely to be encoded into their episodic memory.

Such memories are vivid and can be easily recalled, making the brand more memorable. At charity events, when participants connect emotionally with the cause and the brand facilitating the event, this connection is stored as a personal memory, enhancing the brand's image and recall among the attendees.<sup>97</sup>

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<sup>96</sup> Ibid.p.58.

<sup>97</sup> Ibid,p.59.

By focusing on creating positive, multi-sensory, and emotionally engaging experiences, brands can significantly enhance how they are perceived and remembered by event attendees. These strategies ensure that the brand not only captures immediate attention but also remains top of mind long after the event has concluded.

## **2.2. High Perceived quality to attained Event image:**

The second component of brand equity is perceived quality, as detailed in (Table II.1). Now, we will explore how to build perceived quality through events and how it is impacted by both external and internal factors. Marketers must design events that align with customer expectations and deliver exceptional experiences, ensuring that perceived quality is high. This perceived quality, shaped by factors such as marketing, customer interactions, and service delivery, ultimately enhances the event's image and contributes to overall brand equity.

### **2.2.1. Attendee's expectation:**

Event attendee's expectation come with certain needs and a base level of knowledge, which are shaped by marketing messages, referrals from friends and relatives, and their perception of the event's image. These factors contribute to shaping attendees' expectations. For example, if an event is marketed as a high-end, exclusive experience, attendees will expect premium services and outcomes. It is better to under promise in order to be sure that the organization can fulfil the promise that has been given.<sup>98</sup>

### **2.2.2. Attendee's experience:**

Attendee's experience is a result of the quality of a service as it is perceived by customers has two dimensions: a technical outcome-related dimension and a functional process-related dimension<sup>99</sup> that form event image we will explain it in details:

#### **2.2.2.1. Technical Quality (what customers receive):**

This dimension relates to the tangible outcomes of the service. It includes the final products or results that customers receive from a service, such as a room in a hotel, a meal in a

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<sup>98</sup> GRÖNROON: SERVICE MANAGEMENT AND MARKETING, 4<sup>th</sup> edition , John Wiley & Sons Inc,2015p.99

<sup>99</sup> GRÖNROON: SERVICE MANAGEMENT AND MARKETING, op.cit,p.98.

restaurant, or the resolution of a claim in a retail store. This aspect of quality can often be objectively measured by customers based on whether it effectively resolves their needs or problems.

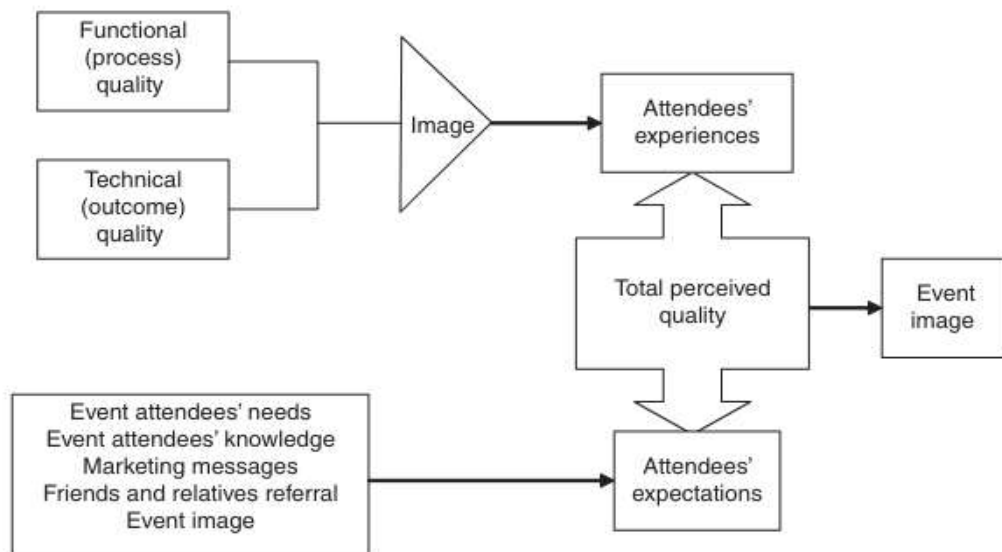
#### **2.2.2.2. Functional Quality (how customer receives):**

Functional quality pertains to the process of service delivery and the interactions between the service provider and the customer. This includes the accessibility of services, the demeanor and performance of service staff, and the overall experience of the service encounter. Functional quality is influenced by moments of truth—key interactions that shape the customer's overall impression of the service. This dimension is usually perceived more subjectively by customers and includes the atmosphere created by other customers present.

The combination of functional and technical quality contributes to the formation of the event's image. This image is a mental representation attendees form based on their direct observations and interactions at the event. A positive image might be formed if the functional processes are seamless and the technical outcomes are as expected or exceed expectations.

The figure (III-9) below illustrates that good perceived quality is obtained when the experienced quality meets the expected quality, and the level of total perceived quality determined by the gap between the expected and experienced quality and also the factors that influence these two dimensions.

Finally, the total perceived quality influences the overall event image. A high perceived quality reinforces a positive event image, which can enhance the reputation of the event organizers and increase the likelihood of attendees returning or recommending the event to others.

**Figure Error! No text of specified style in document.-9:** Total perceived quality model

Source: ORIADE (A) :Managing a Quality Event Experience, adapted from GRÖNROON(2000): SERVICE MANAGEMENT AND MARKETING, 2<sup>nd</sup> edition , CABI Publishing, 2010.p.168

The figure below, created by Ade Oriade and adapted from Grönroos (2000), illustrates that perceived quality results from expected quality and experienced quality. To enhance consumer perceived quality, marketers should focus on designing events that meet or exceed these expectations. The perceived quality will then determine the overall event image, which will be explained next.

### 2.3. Brand image a result of event image:

Event brand awareness has a positive and significant influence on event brand image, event brand quality, and revisit intention. Specifically, the results indicate that event brand awareness directly impacts the brand image (EBI), which then positively affects both brand quality (EBQ) and revisit intentions (ERI). However, brand quality does not show a significant impact on revisit intentions, suggesting that while brand image and awareness are crucial, perceived quality alone might not ensure repeat attendance.<sup>100</sup>

In the context of events such as trade shows, salons, conferences, and even company-organized events like street marketing campaigns and charity events, a positive event image significantly enhances the audience's desire to relive the experience. This, in turn, positively

<sup>100</sup> Parahiyanti (R) , Ananda SABIL HUSSEIN:The Role of Event Brand Awareness in Creating Event Brand Image, Event Brand Quality, and Revisit Intention, journal Ilmiah Mahasiswa FEB 2016 p.3.

impacts the brand image of the organizations that participate in, organize, or sponsor the event. Therefore, it is essential for these organizations to make extra efforts to differentiate themselves from other exhibitors and sponsors. By doing so, they can enhance their visibility and appeal, contributing to a more memorable and impactful event experience for attendees.

### **2.3.1. Determining event image:**

#### **2.3.1.1. Event Type:**

There is at least 5 areas of events: sports, music, festivals, fine arts, and professional meetings/trade shows ( figureII-2) , the significantly influences the image perceived by consumers, shaped by past exposures like media and personal attendance, which foster positive or negative predispositions towards the event. An individual's attitude towards an event is crucial; it forms from cumulative experiences and becomes a consistent response factor, reflecting in attitudes ranging from youthful and adventurous to mature and educational. These attitudes are further impacted by new interactions and activities at the event, as well as the demographics of other attendees, which can modify or reinforce the existing event image. For instance, the number and type of participants can affect perceptions related to the event's success, exclusivity, or potential overcrowding. Collectively, these experiences and perceptions shape a comprehensive image of the event in the consumer's mind, influencing overall perceptions and evaluations, which are critical for event organizers and marketers to consider for enhancing attendee experiences and the event's success.<sup>101</sup>

#### **2.3.1.2. Event Characteristics:**

Event characteristics vary widely within types such as music concerts or trade shows and significantly shape consumer perceptions of an event's image. These characteristics include the event's size, which can be evaluated by its duration, the level of media exposure, the number of performers, and the physical space it occupies. Type the demographic and psychographic characteristics of others attending the event, along with the venue's conditions like temperature and accessibility, also critically impact the perceived image and quality of the event. Additionally, the tradition or history associated with the event enhances perceptions of legitimacy and desirability.<sup>102</sup>

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<sup>101</sup> GWINNE (K):*A model of image creation and image transfer in event sponsorship*, International Marketing Review, Vol 14 N° 3, 1997, p.149.

<sup>102</sup> Ibid.p.151.

### **2.3.1.3. Individual Factors:**

Individuals who associate an event with a large number of images will have difficulty identifying a consistent event image. Conversely, those with a single, strong image association will maintain a consistent event image over time, though this image may be less rich in detail. Additionally, individuals with long-term participation in an event are likely to hold a more consistent event image, as their prolonged engagement reinforces a stable perception of the event.

### **2.4. Variables that may moderate the relationship between event image and brand image:**

The higher the degree of similarity which could be image-related similarity when the event and brand share the same image, or functional that mean sponsor's product is used during event the more effective the image transfer between event and brand. Third Multiple sponsors can weaken a brand's association with an event due to the overload of information consumers must process. However, higher sponsorship levels can counteract this by offering greater visibility, such as prime advertising spots and more media mentions, which strengthen the brand-event association and enhance image transfer. The more frequent the event, the more effective the image transfer between event and brand.<sup>103</sup>

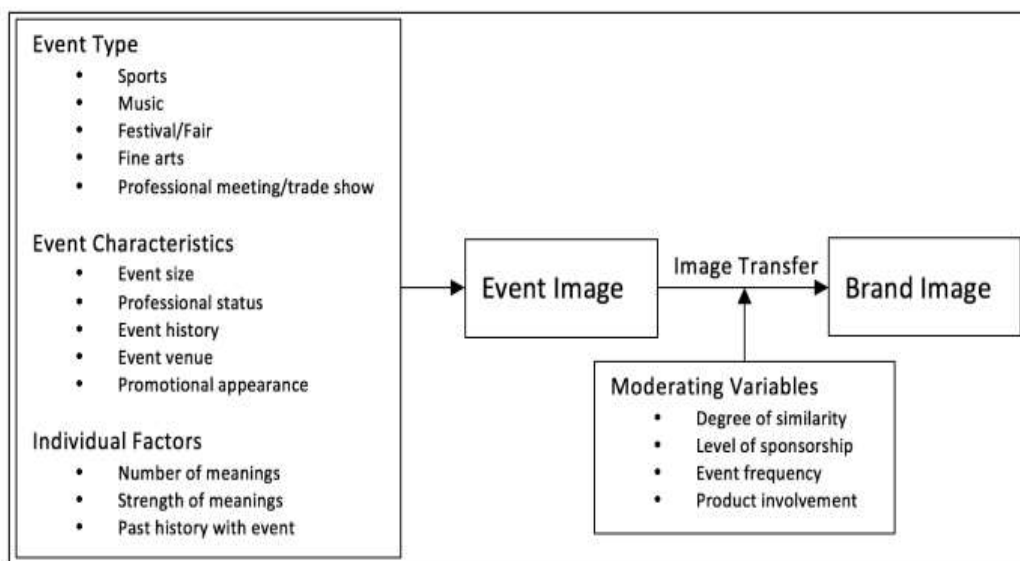
Product involvement refers to how relevant a brand's products are to the event. Brand attitudes towards low involvement goods, such as everyday household items, will be strongly influenced by the event image because consumers typically make quick, emotion-based decisions about these products. In contrast, brand attitudes towards high involvement goods, like expensive electronics or cars, will be weakly influenced by the event image because consumers invest more time and thought into these purchases. Persuasion processes from event sponsorship often occur via the peripheral route, where consumers are influenced by surface-level cues rather than detailed information. For example, a beverage brand sponsoring a popular music festival can significantly boost its appeal to festival-goers (low involvement), while a luxury car brand might see a less pronounced impact from the same sponsorship (high involvement)

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<sup>103</sup> Ibid.p.152

- **Image Transfer:** This is the process by which the characteristics and perceptions of the event are transferred to the brand. A positive event image can enhance brand image, while a negative event image can harm it.
- **Brand Image:** Brand image is the perception of the brand as held by consumers. It is shaped by the event image and can be significantly impacted by how well the event is executed and perceived.

**Figure Error! No text of specified style in document.-10:** A model of image creation and image Transfer in event sponsorship



Source: GWINNER(K): *A model of image creation and image transfer in event sponsorship*,  
International marketing review ,1997,p.148.

This model suggests that managing an event well, selecting the right type of event to sponsor, and aligning the event characteristics with the brand's image are crucial for enhancing the brand's image through events.

## **2.5. How marketing events arrive to the different loyalty phases:**

Brand loyalty does not emerge spontaneously; it is cultivated through strategic interactions and positive experiences, particularly during marketing events. In our approach, contrary to the usual progression, loyalty often begins with affective loyalty (figure 2.2) rather than cognitive loyalty. This means that emotional engagement and positive feelings towards the brand are established first through memorable and satisfying interactions. These affective connections then drive the consumer's intention to purchase and repurchase, known as conative loyalty. Finally, as consumers continue to interact with the brand and gather more information, cognitive loyalty develops, reinforcing their commitment through a rational understanding of the brand's benefits and value. This reversed sequence underscores the importance of creating strong emotional bonds with consumers from the outset to foster deep and lasting brand loyalty.<sup>104</sup>

### **2.5.1. Affective Elements:**

The affective phase is characterized by immediate emotional responses that consumers experience during events. These emotional reactions are crucial as they set the initial tone for engagement with the brand. Positive emotions such as joy, trust, or excitement are particularly significant because they foster a deep emotional connection with the brand. This connection is essential for shaping the initial brand image in the consumer's mind and is foundational for the development of brand loyalty.

### **2.5.2. Conative Elements:**

Following the affective responses, the conative phase focuses on the behavioral intentions influenced by the emotional connections established previously. This phase involves the consumer's intentions to act based on their emotional engagements, such as the intentions to purchase or recommend the brand. The positive emotional resonance from the affective phase enhances the likelihood of these intentions, marking a critical step toward actual consumer behavior and loyalty.

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<sup>104</sup> OLIVER (L): *Whence Consumer Loyalty?* ,Journal of Marketing, Vol. 63, 1999, p.35.

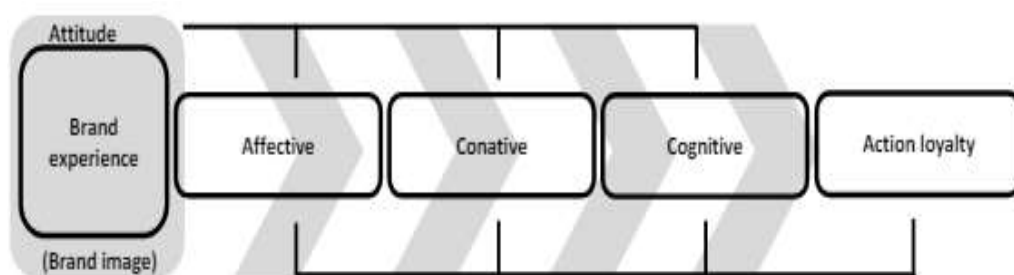
### 2.5.3. Cognitive Elements:

The cognitive phase encompasses the consumer's rational evaluations and beliefs about the brand, which are influenced by both the affective reactions and the conative intentions. This stage involves a more analytical assessment of the brand, including perceptions of the brand's quality, value, and effectiveness. Informational content delivered through presentations, demonstrations, and interactions at brand events play a pivotal role here. They help to solidify or adjust the consumer's beliefs and knowledge about the brand, reinforcing the emotional and behavioral inclinations formed in the earlier phases.

### 2.5.4. Action Loyalty:

The culmination of affective, conative, and cognitive phases leads to action loyalty. This final stage is where consistent positive experiences across the previous phases translate into concrete loyal behaviors such as repeated purchases, advocacy, and sustained engagement. The transition through these phases ensures that the loyalty is not merely habitual but is deeply rooted in a comprehensive and positive evaluation of the brand.<sup>105</sup>

**Figure Error! No text of specified style in document.-11: Loyalty phases**



Source: ISOTALO(A) and WATANEN (S): THE IMPACT OF BRAND EXPERIENCE ON ATTITUDES AND BRAND IMAGE -a quantitative study,2015,p.5.

Figure (14) illustrates how brand experience leads to action loyalty, starting from affective loyalty, progressing to conative loyalty, and finally arriving at cognitive loyalty:

#### a. Affective to Conative:

<sup>105</sup> Ibid,p.37.

Emotional connections formed during marketing events can lead to a strong intention to repurchase. Positive emotions drive consumers to act on their affection for the brand, moving from emotional attachment to a behavioral commitment.

**b. Conative to Cognitive:**

Once consumers intend to purchase, they often seek to rationalize their decision by learning more about the brand. This leads to a deeper cognitive evaluation, where they assess the brand's features and benefits to justify their behavioral intentions.

**Conclusion:**

We went into great detail about a number of topics pertaining to the brand and the idea of brand equity at the end of this chapter. We looked at the brand's definition, history, and purpose to show how thoughtful application of brand equity components may forge a solid, favorable impression in the eyes of customers.

We also showed how marketing events become effective instruments for strengthening and expanding brand equity since they present special chances to interact with customers and leave a lasting impression. Brands can greatly increase exposure, perceived quality, and loyalty by taking advantage of these events.

Essentially, for firms looking to succeed in a competitive market, brand equity management through a thorough comprehension of its constituents and the efficient utilization of marketing events is critical.



**Chapter III: Evaluating the impact of marketing events on the  
brand equity**

**Introduction:**

After discussing both the concepts of marketing events and brand equity, we will proceed to conduct an empirical research study to examine the impact of marketing events on brand equity. Our chosen case study is the "OMO Lemon Festival," a remarkable event that won the special " Coup de cœur du Jury" prize in the "Grand Prix" category of the first edition of the Dzair Creative Ad Awards (**AppendixII**). This accolade was awarded to Pi Relations, highlighting the exceptional success and magic of the festival.

Firstly, we will present the public relations agency Pi Relations through which we were able to carry out this study as well as its client Unilever, owner of the OMO laundry detergent brand. And in the end of this chapter, we will detail the methodology used for this empirical research. This will include the research design, data collection methods, and analytical techniques employed to assess the impact of the OMO Lemon Festival on brand equity.

By systematically examining the outcomes, we aim to provide valuable insights into the effectiveness of marketing events as a tool for enhancing brand equity.

## **Section one : Presentation of Pi-relation and OMO laundry**

### **1. Presentation of Pi-relations:**

#### **1.1. Historic of the agency**

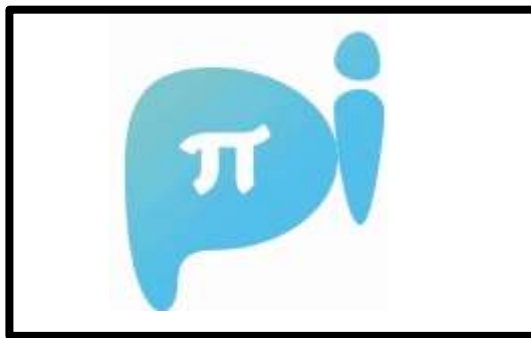
Founded in 2013 by Leila AKLI, the Pi-Relations agency took its first steps in the PR market in Algeria as the first consultancy in digital public relations and quickly found its place. By signing the contracts, the box evolved to become the market leader.

Pi-relation is more than just an agency; it represents a benchmark in communication consultancy. We seamlessly blend three key pillars: strategic guidance, influencer marketing expertise, and talent management. Our approach ensures clients receive holistic solutions tailored to their needs, navigating the dynamic communication landscape with precision and impact.

More than 10 years of experience, Pi-Relations enjoys a wide portfolio of heterogeneous customers: private, public, multinational, family enterprises, administrations and institutions. It has 180 clients, with more than 350 campaigns (**Appendix III**)

#### **1.2. Pi-relation logo :**

**Figure Error! No text of specified style in document.-1:** pi-relation agency logo



Source : [https://www.instagram.com/pi\\_relations](https://www.instagram.com/pi_relations) (consulted 09-05-2024)

#### **1.3. Core Values of Pi Relations:**

- **Creativity, Perseverance, and Ambition in Service to Clients**

Through our experiences, we have developed a keen sense of customer service, confidentiality, and responsiveness. We structure a flexible and dedicated team exclusively committed to serving our clients. We value competence, collaboration, and citizenship.

- **Competence:**

We possess strategic and operational knowledge across diverse fields such as new technologies, agri-food, distribution, industry, services, culture, sports, and luxury.

- **Collaboration:**

Adaptable and flexible, Pi Relations relies on a robust network of expert collaborators, each proficient in their respective roles: graphic designers, photographers, creatives, writers, and webmasters.

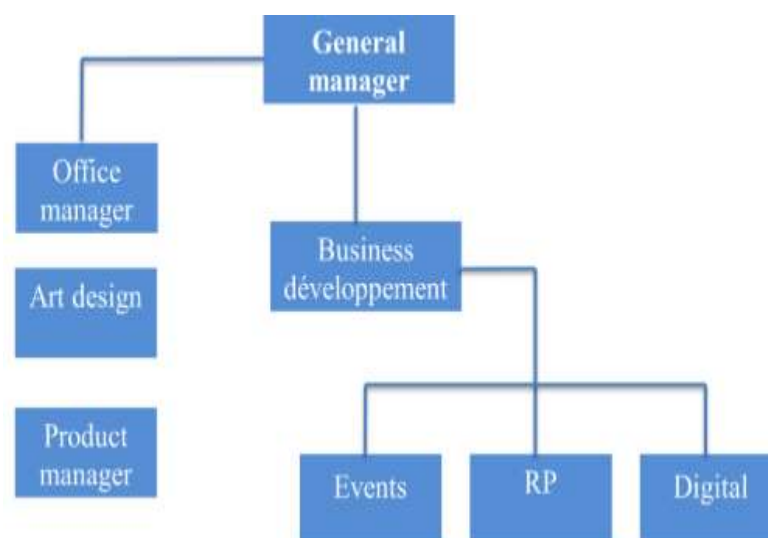
- **Citizenship:**

Pi Relations aspires to be a socially responsible enterprise, committed to providing economically and culturally respectful solutions while also prioritizing environmental sustainability. We also pledge to support youth and entrepreneurship initiatives.

#### 1.4. Objective Vision Statement:

At Pi Relations, our objective vision is rooted in the belief that innovation thrives when ideas are allowed to adapt without constraints. We understand that effective communication is achieved through the synergy between impactful ideas and individual narratives. By facilitating this convergence, we aim to optimize media engagement and drive meaningful impact among our target audience and consumers.

**Figure Error! No text of specified style in document.-1:** flowchart of Pi-relation



**Source:** Internal Company Document Illustration of flowchart<sup>106</sup>.

<sup>106</sup> document of pi-relation

- **Office:**

The main mission of the office department, managed by an office manager, is to ensure coordination between the company's partners, monitoring and reporting on business affairs. It is responsible for overseeing and disseminating information within the company. The office department deals with the preparation of summary documents, alliances with the network of social, economic, technical, and financial partners of the agency, monitoring technical studies, and project management. It also handles contract management while ensuring the achievement of objectives (deadlines, cost, and quality), facilitates internal and external interventions, negotiates with suppliers to obtain the best price for office equipment, manages technical issues, etc. At "Pi-Relations," the office manager is also responsible for managing its human resources and accounting.

- **Public Relations & Influence:**

The PR & Influence department constitutes the core business of the agency, with a team of specialists led by a PR manager. Their main missions consist of building, managing, developing, and promoting the image of their client's company to external audiences: authorities, the public, partners, suppliers, and clients. Additionally, this team acts as an intermediary between brands and influencers to ensure successful support and optimization of influencer campaigns. With their expertise, they understand the codes of advertisers, new media, and their needs. They focus on proximity with influencers with whom they maintain a privileged relationship.

- **Events:**

The events division boasts a dedicated team proficient in every facet of event management, from concept ideation to flawless execution. Tasked with meticulously planning events, crafting robust communication strategies, and ensuring seamless organization, this team thrives on the challenge of turning vision into reality. With a keen eye for detail and a knack for anticipating and addressing potential hiccups, they guarantee that each event exceeds expectations, leaving a lasting impression on attendees.

- **Digital:**

Under the leadership of a seasoned digital manager and supported by the director and business development manager, the digital department is dedicated to amplifying clients' online presence and engagement. Managing social media platforms and crafting compelling content on behalf of clients, this team leverages data-driven insights and innovative digital tools to optimize reach, engagement, and conversion rates. Committed to staying ahead of the curve, they continuously explore new strategies and technologies to drive measurable results and deliver exceptional value to clients.

### **1.5. Pi-relation Roles (appendix IV):**

The roles within the agency "Pi Relations" are divided into three departments named: POWER , R and DIGI pi.

#### **1.5.1. Brand strategy:**

- **BRAND EXPERIENCE**

Irrespective of whether it is digital, physical, or a fusion of the two, we leverage data to pinpoint the most effective methods of engaging individuals. This spans partnerships, sponsorships, or meticulously tailored events.

- **Branding**

Pi-relation passionate and experienced team create all the graphical elements necessary for communication on different media, whether it is logos, graphic charts, web design, social media content etc.....

#### **1.5.2. Public relations:**

- **Public Speaking, Media Training, Crisis Training, and Simulation:**

pi excels in these areas through a team of experts. The agency boasts a dedicated RADIO/TV studio, enabling real-life simulations for optimal training conditions.

- **Influencing:**

pi conceives engagement campaigns with influencers who align with each brand's universe. The mission is to develop original content, amplify its reach, stimulate community engagement, and recruit internal ambassadors.

- **Crisis Management:**

provides comprehensive training and assistance to ensure you are fully prepared for any crisis situation. The communication experts guide companies through every step, from strategy development to implementation

- **MERGING BUSINESS AND BRAND TO CRAFT AN IDENTITY:**

By incorporating a production studio and artistic team into pi label, the agency empower it talents and partners to access high-quality content. This allows them to showcase their expertise, inspire their audiences, and positively reshape the narratives associated with their activities.

### **1.5.3. Digital advertising:**

- **Digital content:**

Quality content, in line with current trends, is created for diverse audiences across all social media platforms and formats, including videos, TikToks, reels, visuals, animations, carousels, etc. The team at Pi-Relations ensures the production of equally creative and engaging content, enabling your brand to differentiate itself on social media.

- **Community management:**

Engaging the community, stimulating conversation, and strengthening the brand-user connection. From content publication to page moderation, including the creation and management of contests, Pi-Relations provides quality Community Management services with an experienced team dedicated to the brand

- **Web site design:**

As the website has become a primary tool in brand communication, Pi-Relations intervenes in the creation of quality websites. Also offer training clients so they can independently manage the content of their website.

### 1.6. Presentation of OMO:

OMO laundry products are owned by the Dutch-British multinational, Unilever. They are enriched with essential oils to give the laundry unique scents.

Omo is available in six fragrances, including the Lilas Blanc and Ylang-ylang with essential oils of orange, the Flowers des tropiques and magnolia with essences of Magnolia and Mandarin, Sweetness of flowers and jasmine with essential oil of lavender and jasmine, and finally Omo lemon.

### 1.7. Key dates<sup>107</sup>:

- 1908: Creation of the OMO brand.
- 1952: Launch of the OMO brand on the French market.
- 1954: Creation of the slogan: "OMO is here, dirt is gone".
- 1989: Launch of OMO liquid detergents.

### 1.8. OMO in Algeria :

OMO in Algeria : OMO is present in Algeria through the company UNILEVER ALGERIE, SPA: the global giant of the consumer goods industry. Unilever has been present in Algeria since 1954, when OMO was launched through a partnership with a local player. In 2002, Unilever officially established itself in Algeria when the Oran factory was opened, with a production site in Oran and a sales office in Algiers<sup>108</sup>

### 1.9. Presentation of OMO lemon festival :

To create a significant buzz on social media for its client OMO Maghreb, PI Relation thought outside the box and aimed to generate excitement with two key elements: "lemon" and "freshness." They conceptualized and executed the OMO Lemon Festival, a captivating event celebrating the launch of OMO's new lemon fragrance in Algeria in August 2023.

The OMO Lemon Festival was an extraordinary and immersive influencer event designed to be both visually and experientially stunning. The PI Relation team went above and beyond to make the event attractive and creative, starting with the invitation. Influencers

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<sup>107</sup> <https://www.lsa-conso.fr/produits/lessive-omo,133824> (consulted 30-05-2024 at 14:23)

<sup>108</sup> <https://www.unilevermaghreb.com/news/press-releases/2012/investissements-industriels.html> (consulted 30-05-2024 at 14:23)

received a beautifully designed invitation box, filled with lemon-themed goodies and a personalized invitation card, setting the tone for an exclusive and exciting event.

The venue was meticulously decorated to reflect the lemon and freshness theme. Vibrant lemon trees, fresh citrus decorations, and a color palette dominated by yellows and greens transformed the space into a refreshing and visually appealing environment. The design elements were not only eye-catching but also highly photogenic, encouraging attendees to share their experiences on social media.

A creative dress code was part of the event's allure, with guests encouraged to wear lemon-themed attire. This added a cohesive and playful touch to the festival, enhancing the overall aesthetic and making it a visual feast. The PI Relation team ensured every detail, from the decor to the dress code, contributed to a memorable and Instagram-worthy experience.

The event featured performances by renowned Algerian music artists, adding a layer of entertainment and excitement. The combination of live music, engaging activities, and interactive installations ensured that attendees were constantly engaged and entertained.

The audience's reaction was overwhelmingly positive. Social media was flooded with posts, stories, and live updates from the event, amplifying its reach and impact. The results were spectacular: the campaign activated a community of 35 million on Instagram, achieved a reach of 15.5 million, and garnered over 400 brand mentions. Additionally, the campaign significantly boosted fan engagement, with the number of followers skyrocketing from 69 to 43,000 within just 48 hours.<sup>109</sup>

The OMO Lemon Festival not only created a memorable experience for attendees but also significantly enhanced the brand's presence and equity on social media. PI Relation's innovative approach and meticulous execution made the event a resounding success, leaving a lasting impression on both attendees and the broader online community.

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<sup>109</sup> internal document of pi-relation.

## **Section Two : Methodological framework**

### **1. Research Objective:**

The objective of this research is to understand the impact of marketing events on brand equity, specifically focusing on the OMO Lemon Festival event organized by Pi-Relations for Costumer based brand equity and for different industries To achieve this, we aim to:

Collect the necessary information to complete the study

Confirm or reject the proposed hypotheses

### **2. Methodological Approach**

For the methodological approach of this study, we have opted for both quantitative and qualitative approaches. We plan to distribute a questionnaire created using Google Forms (**Appendix V**) by utilizing a QR code (**Appendix VI**) to facilitate access to the questionnaire. Additionally, we will conduct interviews with professionals from various fields, having conducted four virtual interviews (**Appendix VII**) due to the unavailability of the respondents and others face-to-face. These two methods will allow us to conduct an in-depth analysis and gather the necessary responses to answer the posed questions and verify our hypotheses.

#### **2.1. Quantitative Method:**

Aacording to OUACHERINE: A direct technique of scientific investigation used with individuals which allows them to be questioned in a directive and take a quantitative sample in order to find mathematical relationships and to make quantified comparisons”<sup>110</sup>

We plan to distribute a questionnaire created using Google Forms (**Appendix V**), accessible via a QR code. Data collection period was limited to 20 days, from April 30, 2023, to May 21, 2023. A sample of 82 people was selected using a "non-probabilistic convenience sampling method."( only persons who know OMO brand )

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<sup>110</sup> CHABANI (S), OUACHERINE (H) : *Guide de méthodologie de la recherche en science sociales*, 2<sup>nd</sup> Edition, Algiers, 2013, p.77. Our translation.

## 2.2. Qualitative Method:

We conducted semi-structured interviews with professionals from various fields, including four virtual interviews and additional face-to-face interviews. Semi-structured interviews allow for open-ended questions within a predetermined thematic framework, enabling in-depth analysis while maintaining flexibility.

## 3. Data Collection Methods

### 3.1. Qualitative Method

This method involves intensive individual interviews to explore perspectives on specific topics. According to OUACHERINE an interview is “*an oral report, face to face, between two people, one of whom transmits information to the other on a predetermined subject*”. It is a guided discussion, an “*investigative process using a process of verbal communication, to collect information in relation to set objectives*”<sup>111</sup>

In our case we use Semi-structured interviews (**Appendix VII**) are often open-ended, allowing for flexibility, but follow a predetermined thematic framework, giving a sense of order. the interviewer has a general plan for what they want to ask, but he may also ask follow up questions to clarify the participant's answers.<sup>112</sup> Conducted with 5 companies from different industries.

### 3.2. Quantitative Method

#### 3.2.1. Survey Study:

Involves sampling individuals within the reference population and extrapolating results to the target population. Used non-probabilistic convenience sampling for its time efficiency and diversity of responses.

#### 3.2.2 Question Types Used:

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<sup>111</sup> Ibid,p.72.

<sup>112</sup> <https://www.scribbr.com/methodology/interviews-research/> consulted on 14-06-2024 at 1:29 AM

- Dichotomous Questions: Closed questions offering only two response choices (yes or no)..
- Multiple Choice Questions: Allowing selection of multiple responses from a list.  
Examples:
- Scale Questions: Measure the direction and intensity of respondents' attitudes using interval scales.

#### **4. Data Analysis**

##### **4.1. Tools Used:**

Google Forms and R Studio: Used for data processing and statistical analysis, generating various tables, graphs, and charts.

##### **4.2. Analysis Methods:**

Flat Sorting (Univariate Analysis): Reorganizes the values taken by a single variable.

Cross sorting analysis (Bivariate Analysis): Analyzes relationships between multiple variables.

Note:

All quantitative method graphs and tables were generated using R Studio.

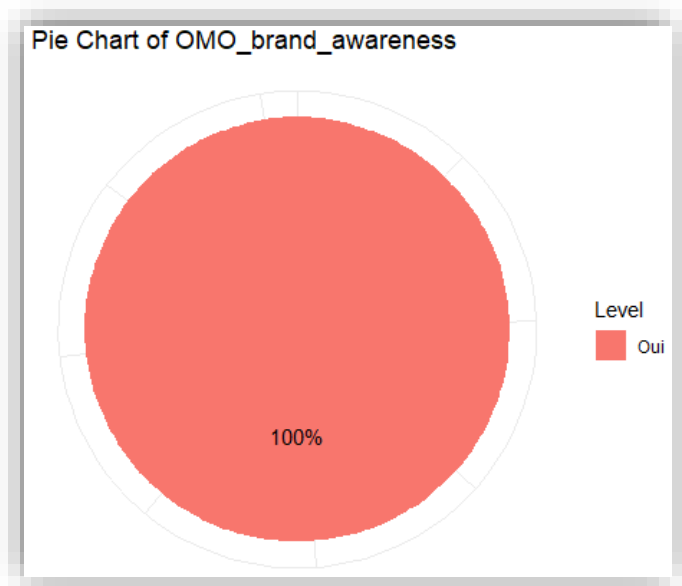
All qualitative study graphs and tables were generated using Google Forms.

#### **5. Presentation of findings :**

##### **5.1. Presentation of findings :**

###### **➤ Q1 : Do you know the brand OMO?**

Figure (III-3) : Pie chart of OMO brand awareness

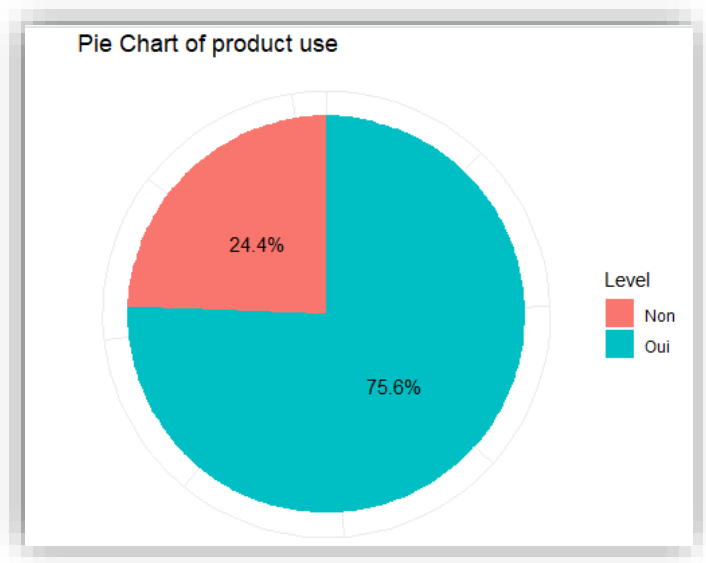


Source: Developed by us using Rstudio

the complete brand awareness for OMO, as depicted in the pie chart, presents a unique opportunity to pivot marketing strategies towards enhancing other aspects of brand equity and customer experience, ensuring sustained brand dominance and customer loyalty.

➤ **Q2: Do you use the Lemon powder laundry detergent of OMO?**

Figure (III-5) : Pie Chart of OMO Lemon Detergent Usage



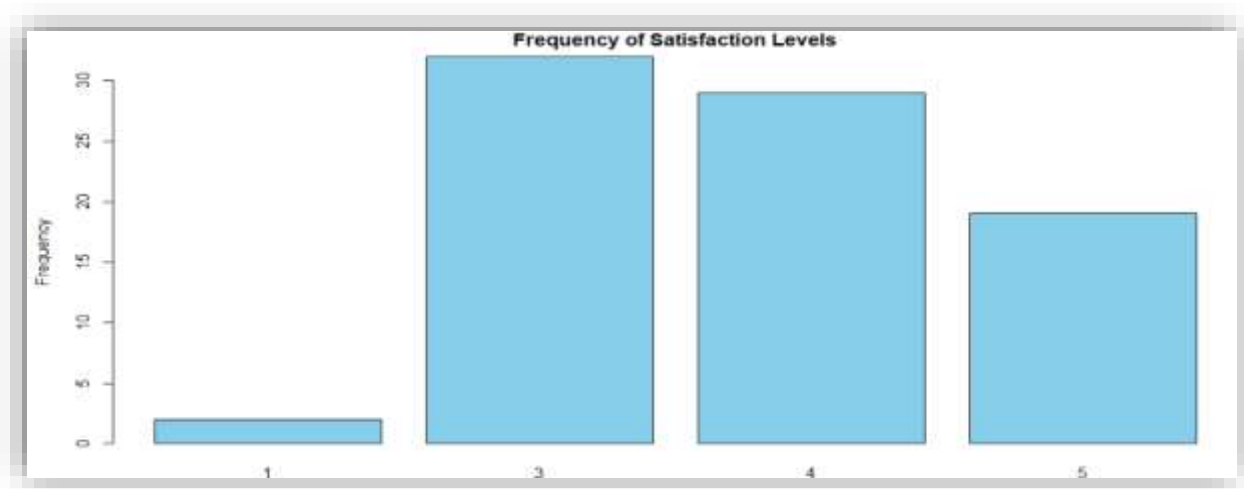
Source: Developed by us using Rstudio

The pie chart for "product use" reveals that 75.6% of respondents use OMO's Lemon powder laundry detergent, indicating a strong majority and high adoption rate, while 24.4% do not use the product. This significant usage suggests that the detergent is well-received and popular among most respondents. However, the quarter of respondents who do not use it represent a potential market for growth. To capitalize on this, OMO could enhance engagement with current users to maintain loyalty and target non-users with tailored marketing strategies. Understanding the reasons for non-usage through surveys or focus groups and addressing those barriers could help convert non-users, thus expanding the product's market reach.

Q4: On a scale of 1 to 5, do you rank your satisfaction with this product?

- **Q3: On a scale of 1 to 5, where do you rate your satisfaction with this product?**

Figure (III-6): Distribution of Customer Satisfaction Levels for OMO Lemon Detergent

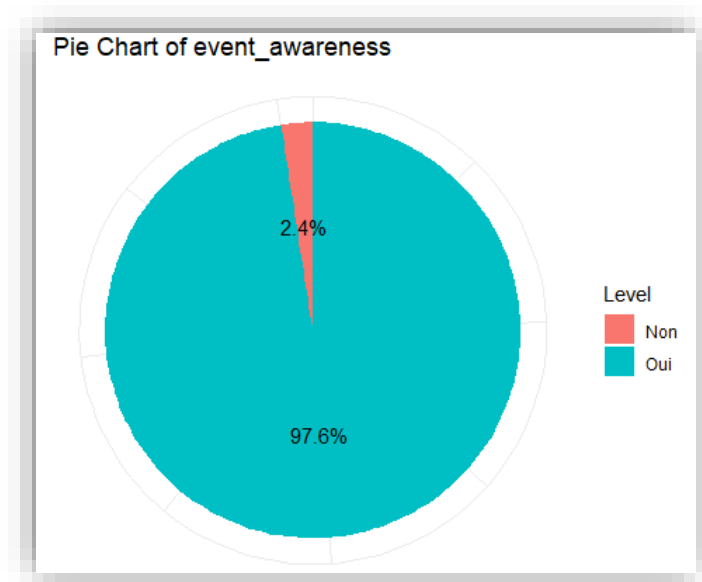


**Source:** Developed by us using Rstudio

The distribution shows that the majority of customers rate their satisfaction between levels 3 and 4, indicating a generally positive reception of the product. However, there is room for improvement to increase the number of highly satisfied customers (level 5). The low frequency of extremely dissatisfied customers (level 1) is a positive indicator, suggesting that severe dissatisfaction is rare. Overall, the product seems to be well-received but could benefit from efforts to enhance customer satisfaction to achieve higher ratings.

- **Q4: Do you know about the OMO lemon festival event?**

Figure (III-4) : Pie chart of OMO lemon festival event awareness.

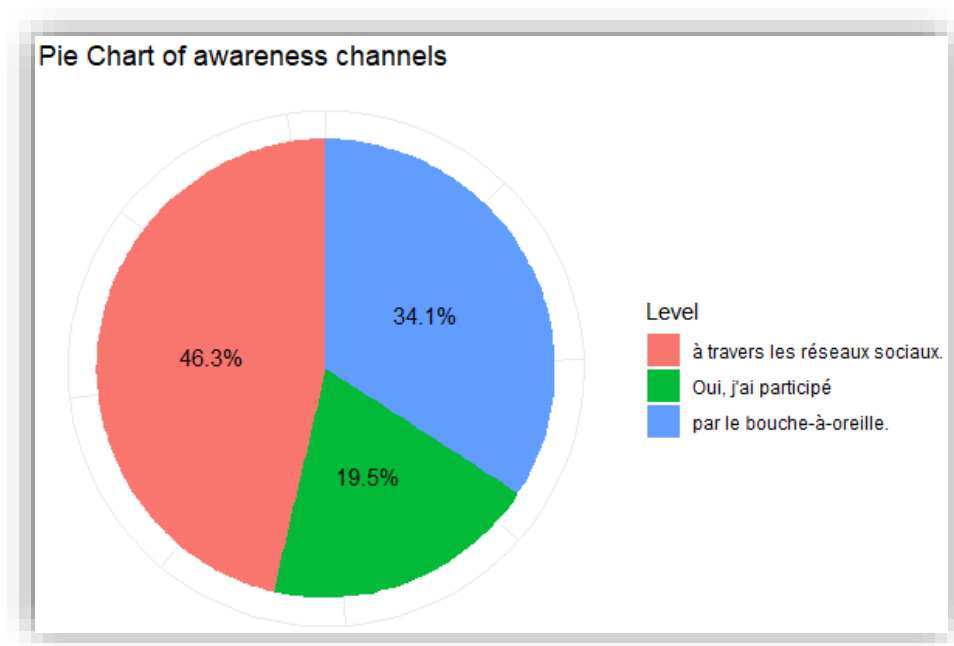


**Source:** Developed by us using Rstudio

The pie chart clearly demonstrates that the OMO Lemon Festival event achieved a remarkably high level of awareness, with 97.6% of respondents being aware of it. This high awareness can be attributed to the event's success in engaging its target audience through effective promotional strategies. Despite the event not being intended for the general public, the substantial percentage of people who knew about it is a testament to its widespread success. The fact that such a high proportion of respondents are aware of the event indicates that the promotional efforts were highly effective and that the event resonated well beyond its intended audience. This serves as strong evidence of the event's significant impact and success in raising awareness for the product

- **Q5: How did you get to know the event?**

Figure(III-7) : Pie chart of event awareness channels

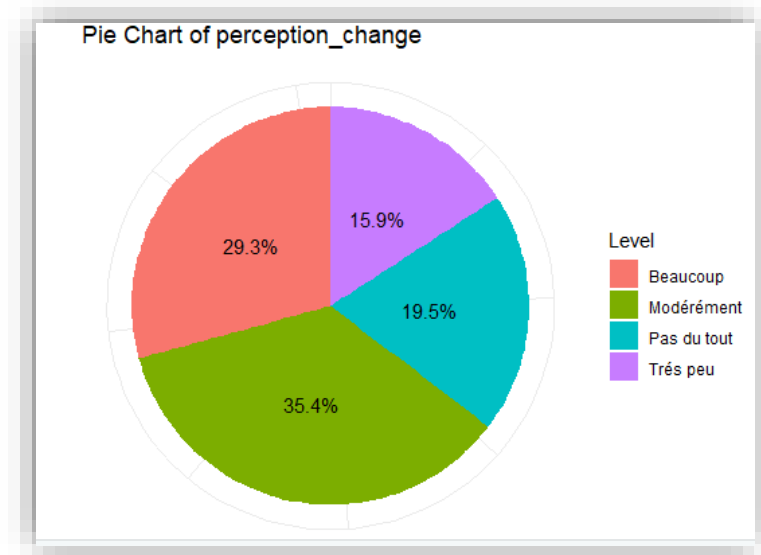


**Source:** Developed by us using Rstudio

When asked how they learned about the OMO Lemon Festival, 43% of respondents said they did so through social media (19.5%) participated, while the remaining respondents said they learned about it through word-of-mouth (WOM). The pie chart shows that social media is the most successful way to spread the word about the event, as nearly half of the participants did so. Word-of-mouth, which accounts for more than one-third of the responses, is also quite important. This implies that conversations and personal recommendations have a significant impact on raising interest in and awareness of the event

- **Q(6) : How did this event change your perception of the brand?**

Figure (III-8) : Pie chart of perception change after the event .

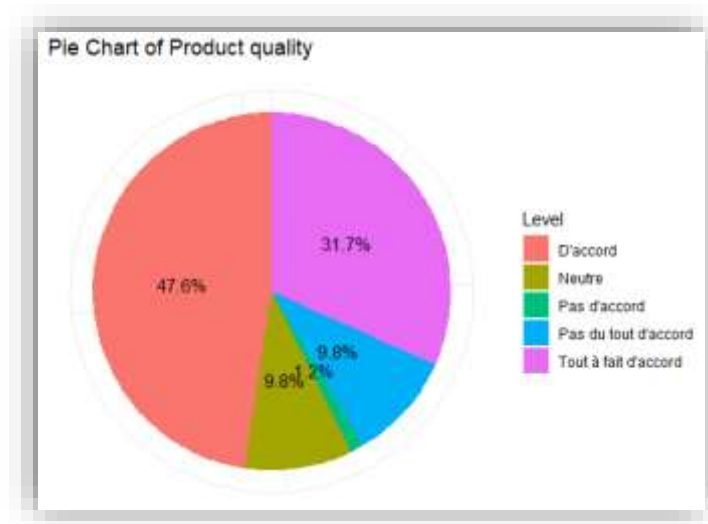


**Source:** Developed by us using Rstudio

The respondents were asked if there were any changes in their perception after the festival. A significant portion, 29.3%, reported a significant change in their perception, and 35.4% indicated a moderate change. Additionally, 15.9% noted that their perception changed a little, indicating a positive shift in perception for these respondents. Only 19.5% of respondents reported no change in their perception.

- **Q(7): After the lemon festival, please indicate your level of agreement with the following**
- **Q(7.1): is The quality of OMO product is high.**

Figure (III-9): Pie chart of OMO product quality.

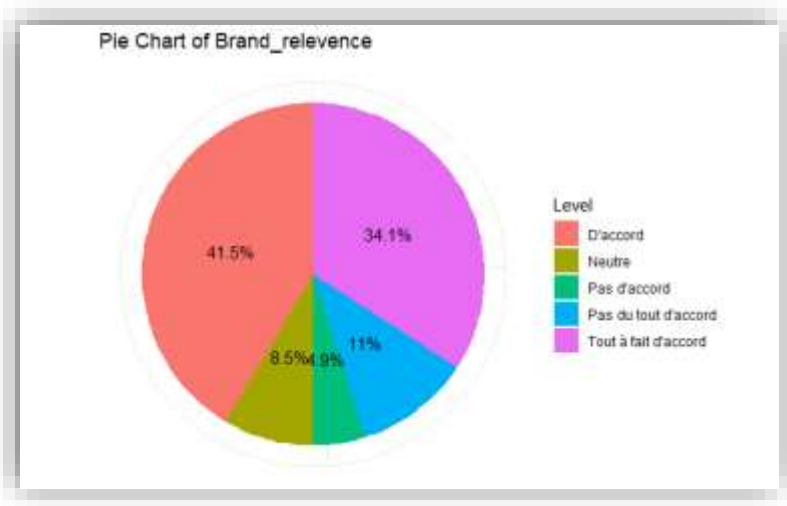


**Source:** Developed by us using Rstudio

The pie chart illustrates respondents' views on the quality of the product after the festival event. A significant portion, 47.6% agrees that it is a high-quality product, and another 31.7% totally agree, making a combined total of 79.3% who view OMO as high quality. Meanwhile, 9.8% of respondents are neutral, the same portion strongly disagrees with the statement, and 1.2% disagree, which makes it 11% who do not see OMO as a high-quality product. This distribution shows that the majority of respondents perceive OMO as a high-quality brand following the festival event, although a small portion still holds neutral or negative views.

- **Q(7.2): OMO is a relevance brand .**

Figure (III-10) : pie chart of Brand relevance :

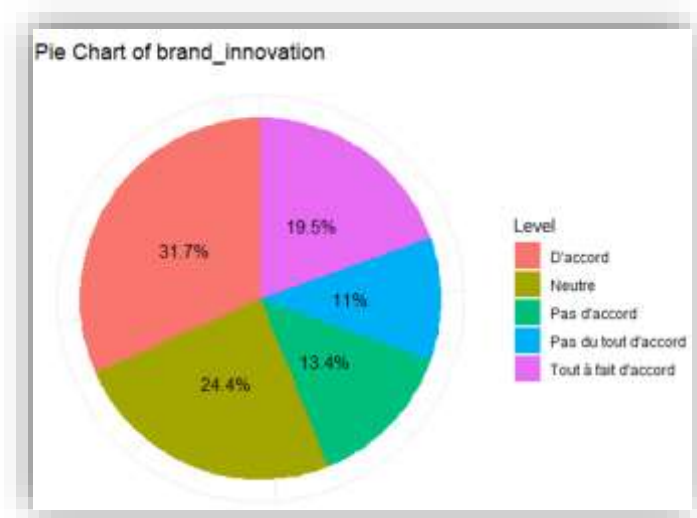


**Source:** Developed by us using Rstudio

The pie chart illustrates respondents' views on the relevance of the OMO brand after the festival event. A significant portion, 41.5%, strongly agree that OMO is a relevant brand, and another 34.1% agree, making a combined total of 75.6% who view OMO as relevant. Meanwhile, 8.5% of respondents are neutral, 4.9% disagree, and 11% strongly disagree. This distribution shows that the majority of respondents perceive OMO as a relevant brand following the festival event, although a small portion still holds neutral or negative views.

- **Q(7.3): is OMO an innovative brand.**

Figure (III-11) : Pie chart of Brand innovation

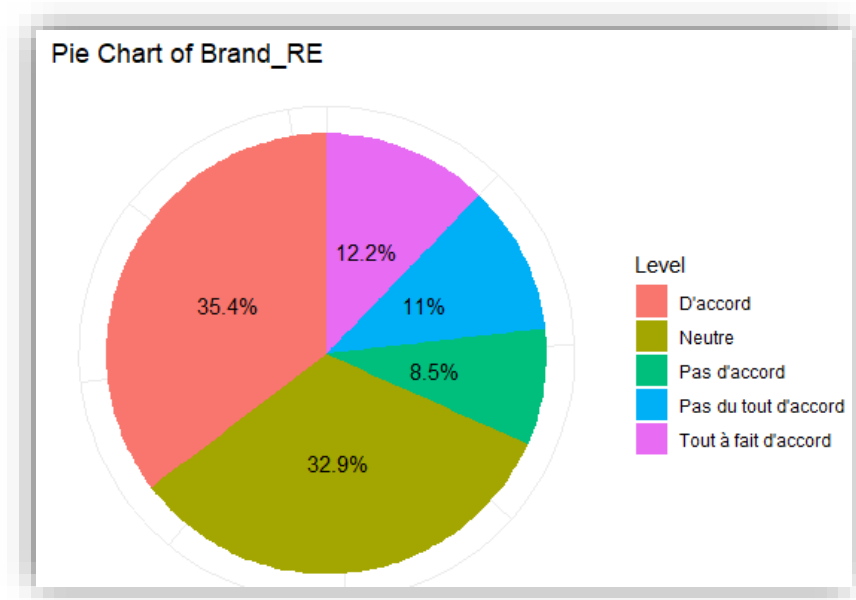


**Source:** Developed by us using Rstudio

The pie chart shows respondents' opinions on whether OMO is an innovative brand. The largest group (31.7%) agrees, and 19.5% strongly agree, indicating that over half (51.2%) view OMO as innovative. A quarter of respondents (24.4%) are neutral. However, 13.4% disagree and 11% strongly disagree, meaning 24.4% have a negative perception. Overall, OMO is generally seen as innovative, but there's room to improve among neutral and negatively inclined respondents.

- **Q(7.4) : OMO is a brand that respect the environment (an environmentally friendly brand)**

Figure (III-12) :Pie chart of brand environment respect.

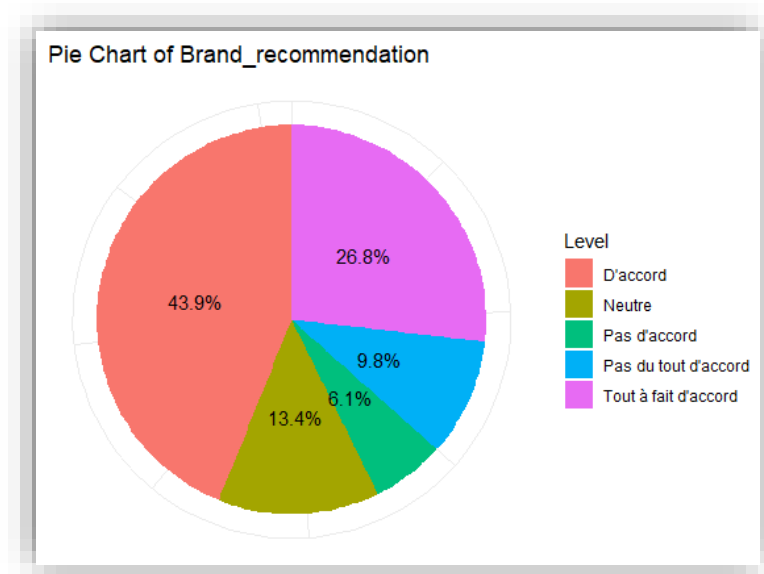


**Source:** Developed by us using Rstudio

The pie chart illustrates respondents' levels of agreement with the statement that OMO respects the environment (RE). A significant portion, 35.4% of respondents, agrees with this statement, indicating a positive perception of OMO's environmental commitment. Additionally, 32.9% of respondents are neutral, suggesting that while they may not have a strong opinion, they do not view OMO negatively in terms of environmental respect. 12.2% of respondents strongly disagree and 11% disagree, and highlighting that approximately 23.2% of the participants perceive OMO negatively in this aspect. Meanwhile, 8.5% of respondents strongly agree.

- **Q (7.5): OMO is a brand I would recommend to others**

Figure (III-13) : OMO is a brand I would recommend to others

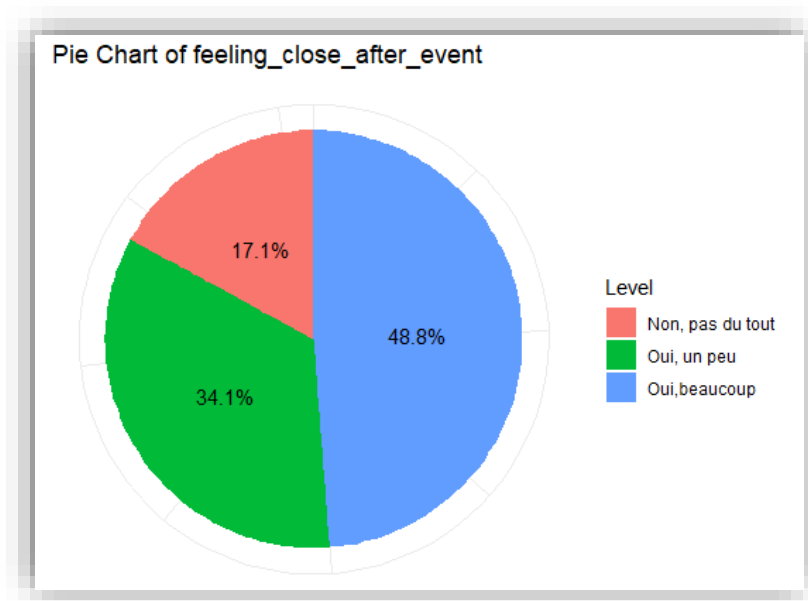


**Source:** Developed by us using Rstudio

The pie chart for "Brand recommendation" reveals that after the lemon festival, a significant majority of respondents (70.7%) are willing to recommend OMO to others, with 26.8% strongly agreeing and 43.9% agreeing. This strong endorsement indicates a positive overall sentiment towards the brand. However, 13.4% of respondents are neutral, and 15.9% either disagree or strongly disagree with recommending OMO, highlighting areas where the brand can improve. To convert these neutral and negative respondents into brand advocates, OMO should focus on addressing their concerns through improved product quality and customer service. By understanding the reasons behind their reluctance, OMO can develop targeted strategies to enhance customer satisfaction and loyalty, further strengthening its market position.

- **Q(8): did OMO lemon festival bring you closer to the brand?**

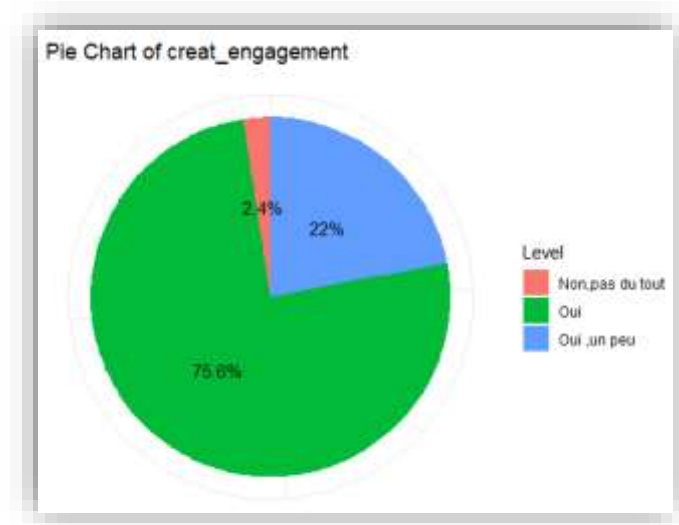
Figure (III-14): Pie chart of feeling closer after event.



The pie chart illustrates the responses to the question "Did the OMO Lemon Festival bring you closer to the brand?" The results indicate that 48.8% of respondents felt significantly closer to the brand after the event, answering "Yes, a lot." Additionally, 34.1% of respondents reported feeling somewhat closer, answering "Yes, a little." Conversely, 17.1% of respondents felt no closer to the brand, answering "No, not at all." These findings suggest that the OMO Lemon Festival had a positive impact on the majority of participants, with over 82.9% experiencing an increase in their sense of connection to the brand. This indicates that the event was successful in strengthening the relationship between consumers and the brand.

- **Q(9): Do you think that brand communication through events is an effective way to create brand engagement?**

Figure (III-15) :Pie chart of event effectiveness for consumer engagement



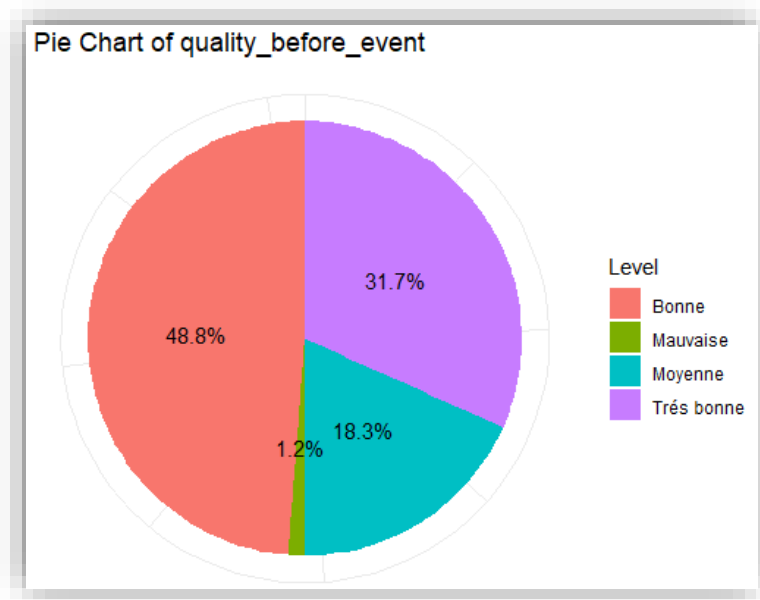
**Source:** Developed by us using Rstudio

Based on the data presented in the pie chart, it is evident that communication through events is widely recognized as a highly effective tool for fostering engagement with the brand. A significant majority of respondents, constituting 97%, expressed agreement with this notion. This strong consensus underscores the pivotal role that events play in connecting consumers with brands on a deeper level, facilitating meaningful interactions that enhance brand engagement and loyalty.

Although a small minority does not perceive events as effective for creating engagement, their perspective represents a notable contrast to the overwhelming majority who recognize the value of event-based communication strategies

- Q(10) : Before the OMO Lemon Festival event, how did you perceive the quality of OMO products?

Figure (III-16): Pie chart of product quality before event

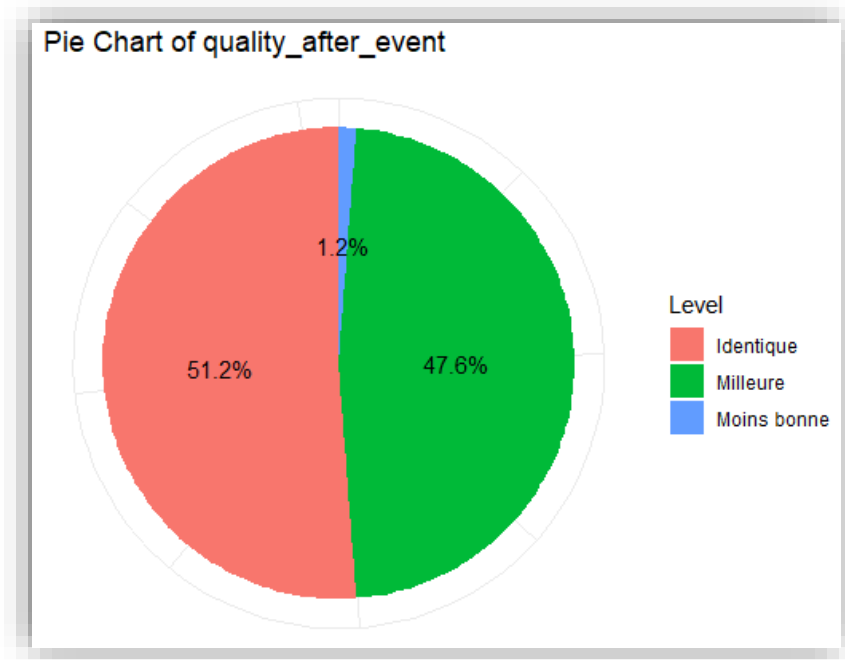


**Source:** Developed by us using Rstudio

According to these results, a significant proportion of respondents rated the product quality positively before the event. Specifically, 48.8% regarded it as good, and an additional 31.7% considered it very good. Moreover, 18.3% perceived the quality as average, while only a mere 1.2% held a negative view of the product's quality. These findings strongly suggest that the brand already enjoyed a high perceived quality among consumers prior to the event. The majority of respondents viewing the product positively indicates a solid foundation of trust and satisfaction with the brand's offerings. This positive perception sets a favorable context for the brand to leverage during the event to further enhance consumer engagement and reinforce its reputation for quality.

- **Q(11) : After the OMO Lemon Festival event, how did you perceive the quality of OMO products?**

Figure (III-17) : Pie chart of product quality after the event.

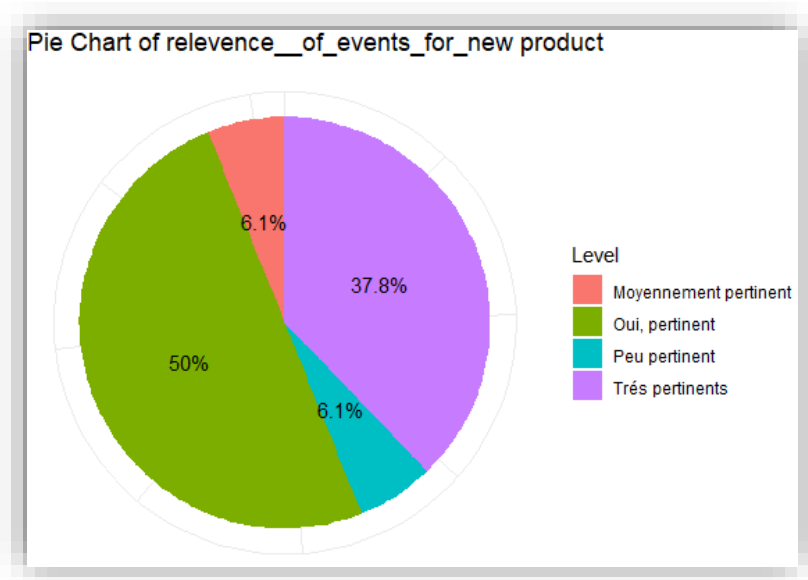


**Source:** Developed by us using Rstudio

for 51.2% of respondents, the event had no noticeable effect on their perception of the brand's quality, This indicates that a majority of respondents maintained their previous opinion of the brand's quality despite the event. However, for 47.6% of respondents, the event led to an increase in their perceived quality of the brand. This implies that nearly half of the respondents viewed the brand more favorably after the event, suggesting that the event had a positive impact on their perception of the brand's quality. We notice that for the minority of 1.2% , the event led to a negative impact on the product quality.

- **Q(12): Do you find it relevant for the OMO brand to communicate with its audience through events**

Figure (III-18): Pie chart of relevance of events for product lunch.

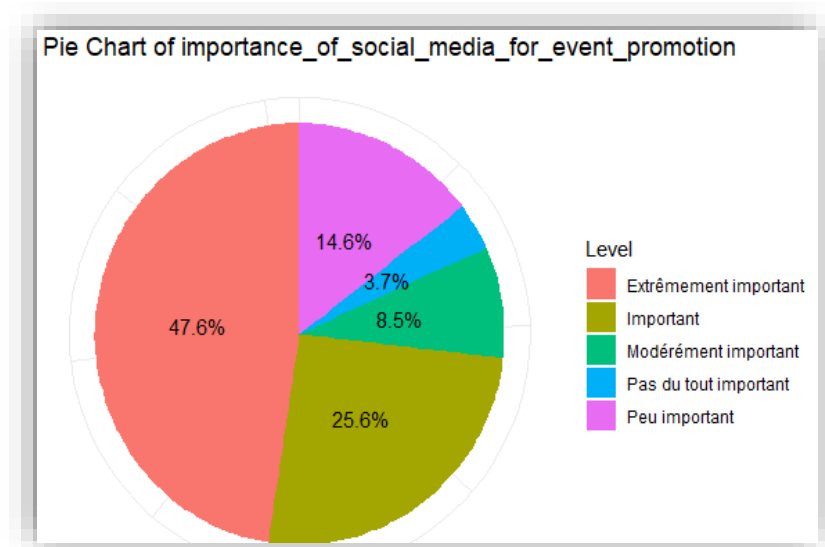


**Source:** Developed by us using Rstudio

The pie chart above clearly illustrates the significant relevance of conducting product launches through events. A notable 37.8% of respondents considered such launches via events as "Yes, very relevant," underscoring a widespread belief in their effectiveness for introducing new products. Additionally, a substantial majority of 50% found these launches "Somewhat relevant," further affirming the importance of events in this context. Conversely, a minority, comprising 6.1% of respondents, expressed that events are not very relevant for product launches. Moreover, a similar percentage found them "Très peu" (very few) relevant, indicating a small segment that perceives minimal impact from events.

- **Q(13): Do you find it important for brand to promote these events on social media ?**

Figure (III-19): Pie chart of social media importance for event promotion.

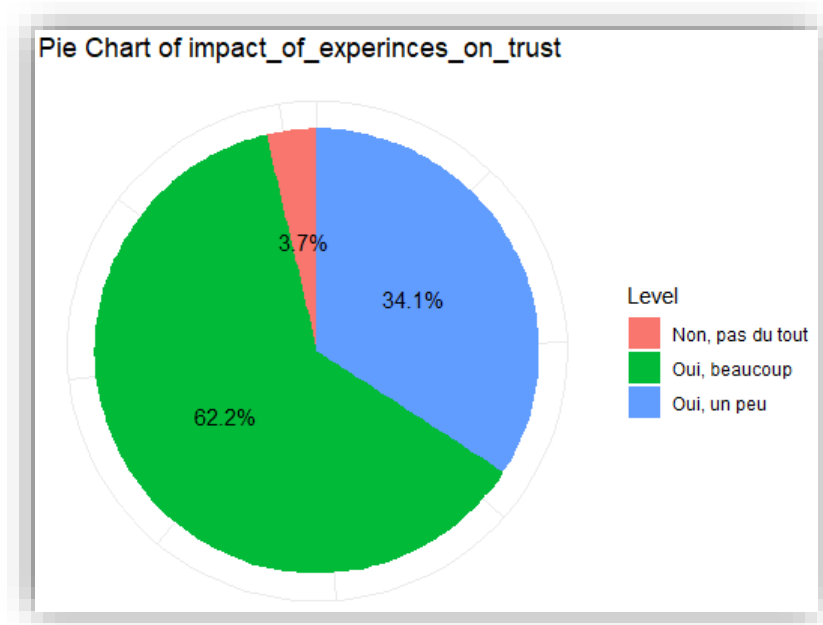


**Source:** Developed by us using Rstudio

According to the pie chart Close to half (47.6%) of people believe social media is important for event promotion, with a smaller percentage (8.5%) finding it extremely important. On the other hand, a significant portion (25.6%) consider social media to be not very important and another sizeable group (14.6%) believe it to be only moderately important. Overall, the pie chart suggests that social media is a valuable tool for event promotion, but not everyone considers it to be the most crucial factor.

- **Q(14): Does having a positive experience at events organized by OMO or other brands enhance your trust to those brands?**

Figure (III-20): Pie chart of events impact on brand trust.

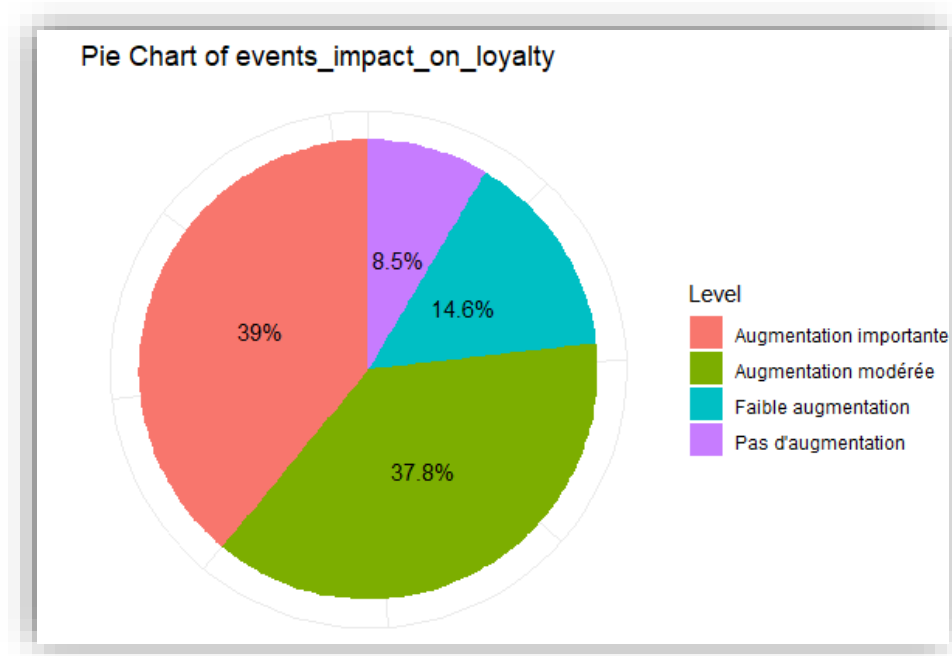


**Source:** Developed by us using Rstudio

According to the results 62.2%, believe that immersive brand experiences during events significantly enhance their trust in the brand ("Oui, beaucoup"). Additionally, 34.1% of respondents feel that such experiences somewhat increase their trust ("Oui, un peu"), while only a small fraction, 3.7%, think these experiences do not enhance their trust at all ("Non, pas du tout"). Overall, the data suggests that 96.3% of participants recognize at least some positive impact of immersive brand experiences on their trust in the brand.

- **Q(15): Does having a positive experience at events organized by OMO or other brands enhance your loyalty to the brands?**

Figure (III-21): Pie chart of events impact on brand loyalty

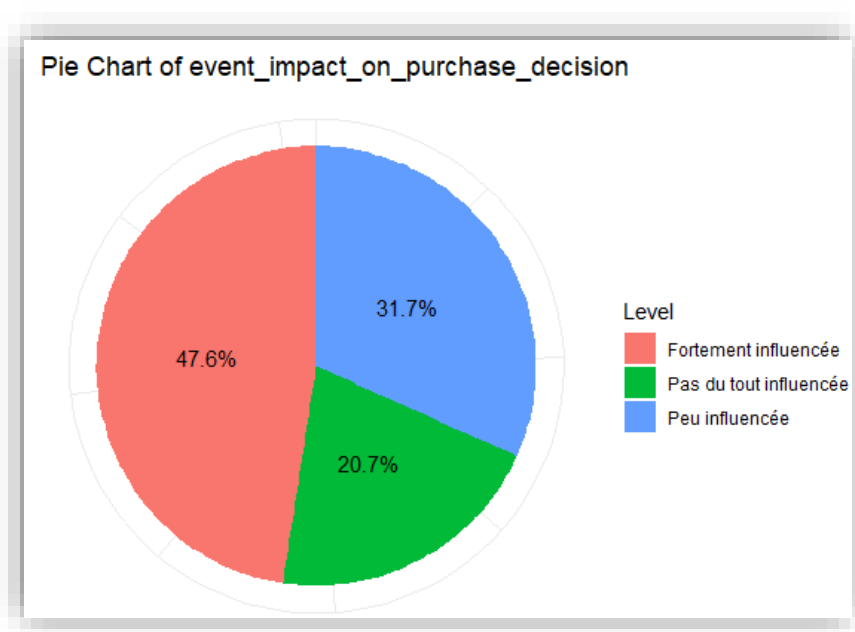


**Source:** Developed by us using Rstudio

Attending events hosted by OMO or another company boosts brand loyalty is indicated by the pie chart labeled "Pie Chart of events\_impact\_on\_loyalty" which displays the responses to this question. With 39% of respondents reporting a major increase in loyalty ("Augmentation importante"), the largest section is followed by 37.8% reporting a moderate rise ("Augmentation modérée"). Furthermore, 8.5% report no gain in loyalty ("Pas d'augmentation"), whilst 14.6% report a moderate increase ("Faible augmentation"). According to the graphic, 91.5% of participants believe that going to these kinds of events improves their loyalty in some way.

- Q(16): Did the OMO Lemon festival influence your decision to buy the product?

Figure (III-22) : Pie chart of event impact on purchase decision

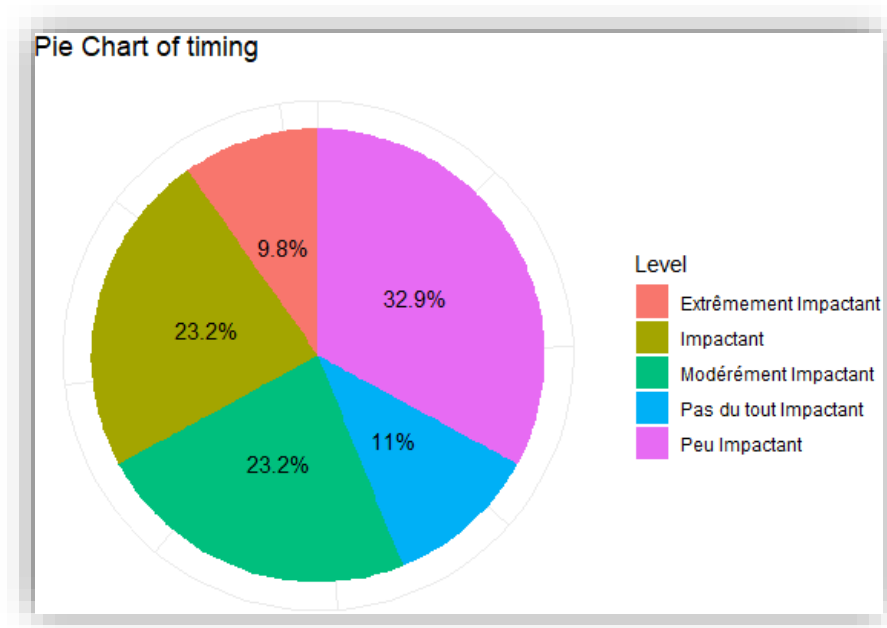


**Source:** Developed by us using Rstudio

A thorough analysis of how events affect purchasing decisions is provided by the pie chart. It shows that over half of respondents (47.6%) strongly believe that events have an influence on their decisions to buy. Furthermore, 31.7% of respondents indicated a moderate level of influence, highlighting the important role that events have in influencing consumer behavior. The vast majority of respondents (78.3%) acknowledged some influence from events, despite 20.7% reporting no influence at all, indicating the possibility for marketers to use events as effective promotional tools.

- **Q(17) : What elements of the event do you think are the most impactful to make the brand memorable and influence your brand behavior?**
- **Q(17.1):** What elements do you think are the most impactful to make an event memorable and influence your brand behavior? (Event Timing)

Figure (III-23) : Pie Chart of the Impact of Timing on brand memorability and Brand Behavior Influence.

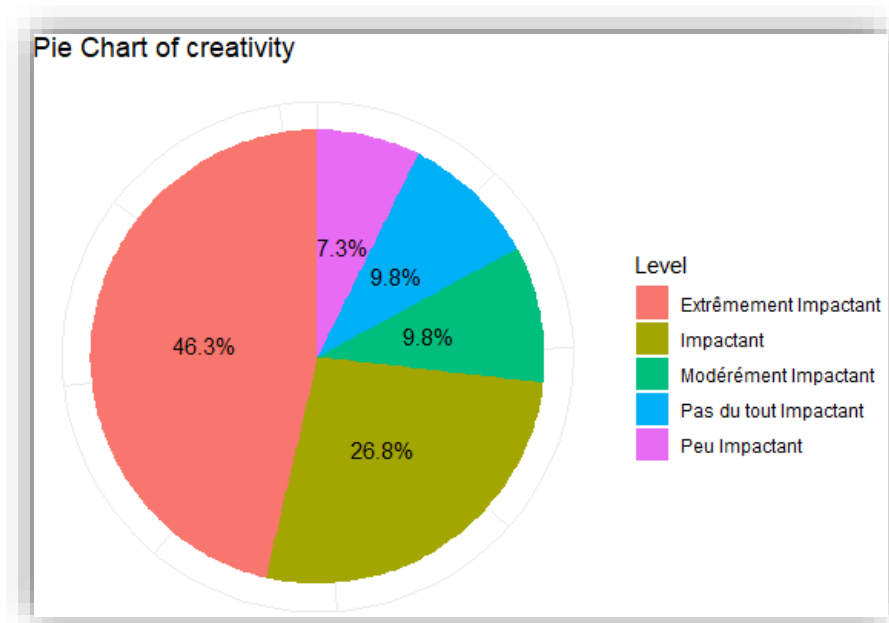


**Source:** Developed by us using Rstudio

The responses about the importance of timing shows that (9.8%): Only a small portion of respondents consider timing as extremely important. And for almost a quarter of respondents (23.2%) Timing is important and holds a moderate importance for another quarter. A smaller group of (11%) does not find timing important at all. While (32.9%): The largest segment considers timing to be of lesser importance. These results suggest that while timing is a factor, it is not the most crucial element in creating a memorable event or influencing brand behavior

- **Q(17.2): What elements do you think are the most impactful to make an event memorable and influence your brand behavior? (Event Creativity)**

Figure (III-24): Pie Chart of the Impact of Timing on brand memorability and Brand Behavior Influence

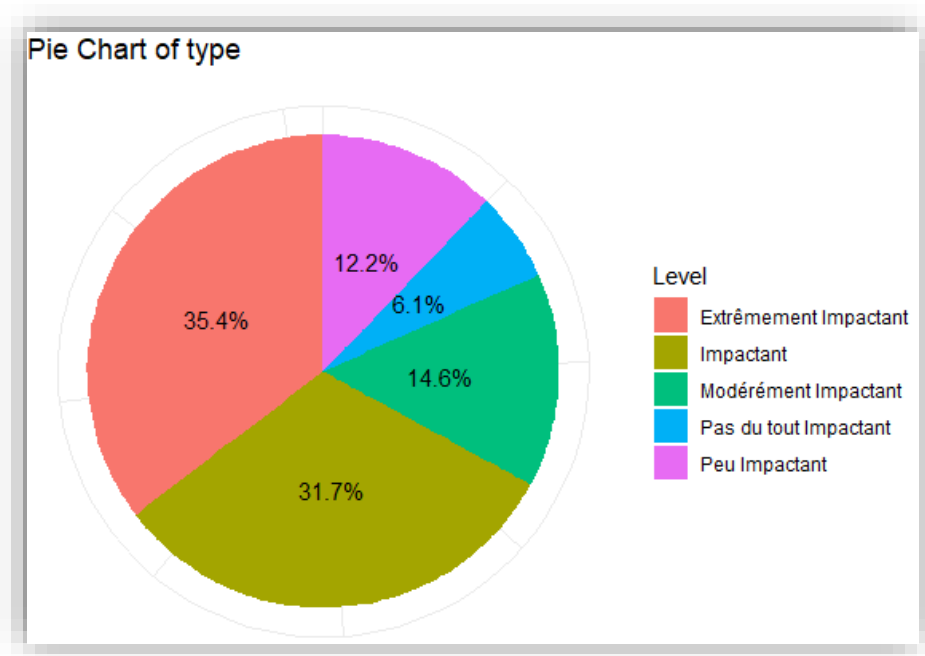


**Source:** Developed by us using Rstudio

The pie chart illustrates how impactful creativity is in making an event memorable and influencing consumer brand behavior. The largest segment, 46.3%, indicates that nearly half of the respondents consider creativity to be extremely important. Following this, 26.8% of respondents rate creativity as important. Both moderately important and not at all important categories each account for 9.8% of the responses, showing a balanced view among these perspectives. The smallest segment, 7.3%, reflects those who believe creativity is only slightly important. Overall, the chart reveals that a significant majority (73.1%) of respondents view creativity as either extremely important or important in influencing the memorability of an event and brand behavior, underscoring its crucial role in event planning and marketing strategies.

- **Q(17.3): What elements do you think are the most impactful to make an event memorable and influence your brand behavior? (Event type)**

Figure (III-25): Pie Chart of the Impact of Timing on brand memorability and Brand Behavior Influence.

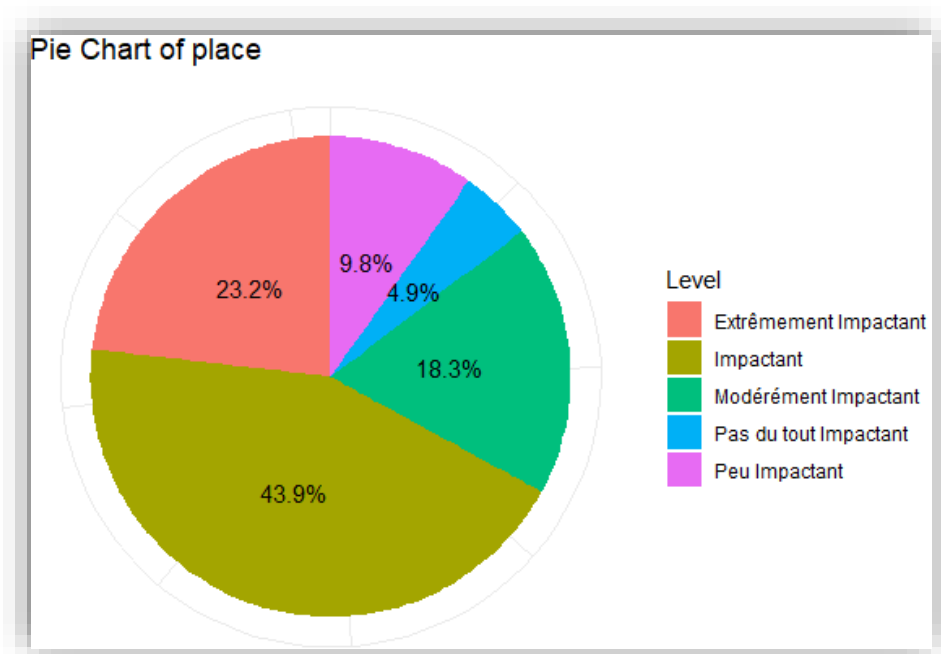


**Source:** Developed by us using Rstudio

The largest segment, 35.4%, indicates that more than a third of the respondents consider the type of event to be extremely important. Following this, 31.7% rate it as important, while 14.6% view it as moderately important. A smaller portion, 12.2%, feels it is slightly important, and the smallest segment, 6.1%, believes it is not important at all. Overall, a significant majority (67.1%) consider the type of event to be either extremely important or important.

- **Q(17.4): What elements do you think are the most impactful to make a brand memorable and influence your brand behavior? (Event place)**

Figure(III-26): Pie Chart of the Impact of event place on brand memorability and Brand Behavior Influence.

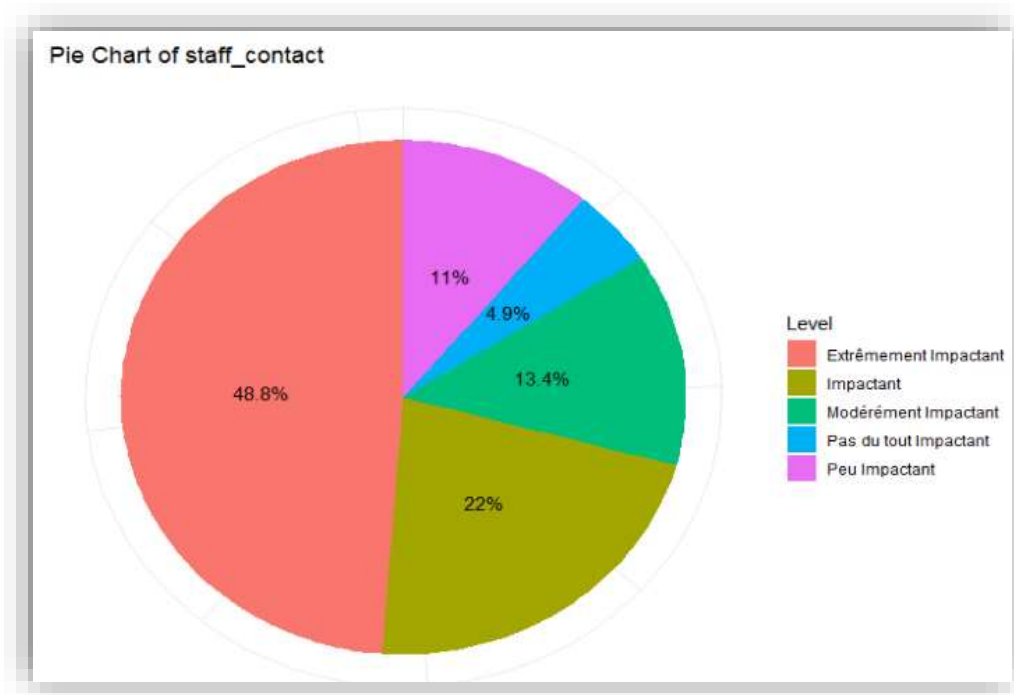


**Source:** Developed by us using Rstudio

The second pie chart shows responses regarding the importance of the place of an event in making it memorable and influencing brand behavior. Here, 43.9% of respondents consider the place to be important, making it the largest segment. Another 23.2% view it as extremely important. Meanwhile, 18.3% rate the place as moderately important. A smaller portion, 9.8%, thinks it is slightly important, and the smallest group, 4.9%, believes it is not important at all. In this case, a majority (67.1%) also regard the place as either important or extremely important.

- **Q(17.5): What elements do you think are the most impactful to make a brand memorable and influence your brand behavior? (Staff contact)**

Figure (III-27): Pie Chart of the Impact of event staff contact on brand memorability and brand



**Source:** Developed by us using Rstudio

The pie chart shows that the majority (62.2%) believe that staff behavior is important or extremely important to make a brand event memorable and influence brand behavior. Only a small percentage (18.3%) believes that staff behavior is not at all important. This suggests that staff behavior is a factor that most event staff considers to be important.

- **Qualitative method :**

For the qualitative method we had 3 main parties

✓ **Part one :** The introduction that include a presentation of our self's and a Briefly explain the objective of the research: The objective of this research is to understand the impact of marketing events on their brand equity.

✓ **Part two :** Questioning organized by themes.

### **Theme one : Company identification**

The survey responses indicate that participants come from diverse sectors, representing companies such as Société Générale Algérie, Creative Touch - C' Logistics, Unilever, ABC Bank, and Siemens SPA. The roles within these companies are also varied, including positions such as Recruiter, Manager, Marketing Manager, Head of Marketing, and Marketing Operations Officer. This diversity of sectors and professional profiles adds depth and breadth to the insights gathered from the survey, offering a comprehensive view across different industries and roles. By having respondents from a wide range of industries and professional backgrounds, we can gain a holistic understanding of how marketing events impact brand equity across different sectors. This varied sample helps in identifying unique challenges and opportunities that different companies face in leveraging events for marketing purposes.

### **Theme Two: Use of Events as a Communication Tool**

All of the companies utilize events as a communication tool to engage with their audiences. All respondents have substantial experience with events organized or participated in by their companies. On average, these companies participate in two to three events each year, which they believe are relevant to their domain and yield positive returns. And they organize more than 6 events per year internal events for stakeholders and partners, as well as events to engage employees. Many events are specifically targeted at clients, which are deemed the most important type. The types of events vary, including fairs, professional salons, seminars, and conferences. For those in the B2B sector, these events are crucial for discussing innovations and networking with peers from other industries. This variety in event types shows that companies strategically select events that align with their goals, whether it's for internal engagement, client interaction, or industry networking. The positive return expected from these events underscores their perceived importance in achieving business objectives.

### **Theme Three: Event Evaluation**

Not all companies conduct studies to evaluate the impact of marketing events, as the results can be difficult to measure. However, the primary objectives of these events include increasing brand awareness and strengthening brand imagery. For most companies, events are an opportunity to connect with customers and attract their target audience by choosing the right event format. They also aim to generate leads and business opportunities. Regular participation in relevant events helps maintain brand visibility and strengthens business relationships. Conversely, absence from industry-related events can lead to diminished brand presence. Companies emphasize the importance of brand awareness and image reinforcement, finding marketing events effective in demonstrating product superiority and strengthening business relationships. This suggests that even though direct measurement might be challenging, companies recognize the qualitative benefits of consistent event participation in keeping their brand top-of-mind and reinforcing their market position.

#### **Theme Four: Impact of Events on Perception**

For service companies, events are an ideal occasion to explain their services, with perceived quality typically higher after the event due to detailed information delivery. Over the past four years, promoting events on social media has become extremely important. For B2B companies, LinkedIn is the primary platform for connecting with industry professionals. For B2C companies, Instagram and TikTok are crucial for creating buzz and potentially going viral. Social media promotion positively impacts brand image by enhancing perceived quality and broadening reach. This highlights the shift towards digital engagement and the necessity of integrating online strategies with physical events. By leveraging social media, companies can amplify their event's reach, engage with a broader audience, and create a lasting impact on brand perception.

#### **Theme Five: Impact of Events on Revenue and Loyalty**

All companies confirmed that marketing events have a positive impact on their revenue, although the exact increase is confidential. The engagement of participants with the brand before the event was generally high. For newer companies with low pre-event engagement, extra efforts were made to build brand awareness compared to well-established multinational companies. These events have significantly influenced participants' emotional attachment to the brand, especially in the B2C sector. The events have reinforced purchasing decisions and created memorable experiences. All companies confirmed that participants are more likely to remain loyal to the brand after attending these events. Despite technological advancements, physical presence at events remains the most effective way to connect with customers. This

underscores the critical role of events in fostering long-term loyalty and driving repeat purchases. The physical interaction at events builds trust and personal connections that digital platforms alone cannot achieve.

- **Part three: Conclusion**

In the conclusion of our interviews, we asked each company representative for suggestions to improve the impact of marketing events on brand equity. Their feedback highlighted several key strategies:

1. **Advance Promotion on Social Media:** Promoting events well in advance on social media platforms is crucial. This helps in generating buzz and ensuring higher participation and engagement from the target audience.
2. **Strategic Event Selection:** Choosing the right events that align with the company's goals and audience is essential. This includes participating in events that are highly relevant to their industry and have a significant potential to enhance brand visibility and impact.
3. **Collaborations with Opinion Leaders and Experts:** Collaborating with industry opinion leaders or experts can significantly boost the impact of marketing events. Their presence can draw more attention, lend credibility, and enhance the overall perception of the brand.
4. **Consumer-Centric Approach:** Staying attuned to consumer needs is vital. Offering relevant products and content that resonate with the target audience ensures that the events are meaningful and engaging.
5. **Focused Brand Equity Elements:** For each event, it's beneficial to concentrate on one specific element of brand equity. Tailoring events to impact particular aspects—such as brand awareness, brand imagery, or emotional attachment—can make the efforts more targeted and effective.

## 5.2. Test of the research problem and hypotheses

- **Reminder of our research hypotheses :**

H1: marketing events play significant role on brand equity, and lead to changes in consumer perceptions, loyalty.

H2 : The effectiveness of marketing events in influencing brand equity varies across different industry sectors.

H3: Marketing events enhance perceived quality, thereby contributing to increase brand equity

H4: demonstrating reliability during events enhance brand association .

- **Testing our research hypotheses**

**H1:** marketing events play significant role on brand equity, and lead to changes in consumer perceptions, loyalty.

Figure (III-28): Chi-square test for perception change after event and brand recommendation

**Perception change and brand recommendation:**

	D'accord	Neutre	Pas d'accord	Pas du tout d'accord	Tout à fait d'accord
Beaucoup	9	1	3	6	5
Modérément	10	5	1	2	11
Pas du tout	7	4	1	0	4
Très peu	10	1	0	0	2

Chi-square Test for perception\_change and Brand\_recommendation :

Pearson's Chi-squared test

data: contingency\_table  
 X-squared = 21.642, df = 12, p-value = 0.04174

**Source:** Developed by us using Rstudio

The Chi-Square Test results for perception change and brand recommendation indicate the following trends: Respondents who experienced a significant increase in perception change ("Beaucoup") mostly tend to either agree or strongly agree with recommending the brand (11 respondents), while a smaller portion disagrees or strongly disagrees (4 respondents). Those with a moderate increase in perception change ("Modérément") also show a tendency towards agreement or strong agreement (12 respondents), with fewer respondents being neutral or disagreeing (6 respondents). For respondents with a slight increase in perception change ("Très peu"), the majority agree with recommending the brand (10 respondents), and only one is neutral or disagrees. Finally, among those with no increase in perception change ("Pas du tout"), respondents are predominantly neutral (4 respondents), with a few agreeing or strongly agreeing (7 respondents), and none strongly disagreeing. This analysis highlights that a positive change in perception is generally associated with a higher likelihood of recommending the brand.

The p-value of 0.04174 is less than the conventional significance level of 0.05. This indicates that there is a statistically significant relationship between changes in consumer perception after event and their likelihood to recommend the brand. In other words, how consumers perceive the brand after the event significantly affects their willingness to recommend it to others.

### Loyalty and perception change after the event:

Figure (III-29): Chi-square test for Brand loyalty change after event and perception change after the event .

	Beaucoup	Modérément	Pas du tout	Très peu
Augmentation Impactante	17	9	3	3
Augmentation modérée	7	14	4	6
Faible augmentation	0	4	5	3
Pas d'augmentation	0	2	4	1

Chi-square Test for events\_impact\_on\_loyalty and perception\_change :

Pearson's Chi-squared test

```
data: contingency_table
x-squared = 25.887, df = 9, p-value = 0.002132
```

**Source:** Developed by us using Rstudio

The Chi-Square Test results for the impact of perception change after event on loyalty reveal several key insights. Respondents who experienced a significant perception change ("Beaucoup") tend to exhibit a high level of loyalty ("Augmentation Impactante") with 17 respondents, followed by moderate loyalty increase with 9 respondents, and a few indicating no or slight loyalty increase (6 respondents). Those with a moderate perception change ("Modérément") also tend to show moderate loyalty increase (14 respondents), with a mix of significant loyalty increase (7 respondents), slight loyalty increase (6 respondents), and no loyalty increase (2 respondents). Respondents reporting a slight perception change ("Très peu") generally indicate slight or no loyalty increase (8 respondents), with no significant loyalty increase reported. Finally, respondents who experienced no perception change ("Pas du tout") primarily report no or slight loyalty increase (5 respondents). These findings suggest that higher levels of perception change after the event are associated with increased loyalty, indicating a strong correlation between the two variables.

The p-value of 0.002132 is significantly lower than 0.05, indicating a strong statistical significance. This result suggests that the impact of marketing events on consumer loyalty is closely related to changes in consumer perception. Thus, marketing events are a crucial factor in influencing both how consumers perceive the brand and their loyalty to it.

### Loyalty change and Brand recommendation after the event :

Figure (III-30): Chi-square test for Brand loyalty change and brand recommendation after the event.

	D'accord	Neutre	Pas d'accord	Pas du tout d'accord	Tout à fait d'accord
Augmentation Impactante	11	3	2	6	10
Augmentation modérée	18	1	3	1	8
Faible augmentation	5	3	0	1	3
Pas d'augmentation	2	4	0	0	1

Chi-square Test for events\_impact\_on\_loyalty and Brand\_recommendation :

Pearson's Chi-squared test

data: contingency\_table  
X-squared = 23.631, df = 12, p-value = 0.02282

**Source:** Developed by us using Rstudio

Comment: Most respondents who experienced a significant increase in perception change are either in agreement or in strong agreement with recommending the brand (11 + 10 = 21 respondents). A smaller portion disagrees or strongly disagrees (2 + 6 = 8 respondents). Moderate increase Augmentation modérée: Similarly, a moderate increase in perception change also shows a tendency towards agreement (18 + 8 = 26 respondents). Few respondents disagree (3 + 1 = 4 respondents). Slight increase "Faible augmentation": Respondents with a slight increase in perception change mostly agree or are neutral about recommending the brand. A small number disagree or strongly disagree (1 + 1 = 2 respondents). No augmentation : When there is no increase in perception change, respondents are mostly neutral (4 respondents) with very few strongly agreeing (1 respondent). None strongly disagreed, and a few disagreed (2 respondents).

This validate the hypotheses H1: A significant or moderate increase in consumer perception after an event leads to higher brand recommendation rates, indicating enhanced consumer loyalty.

---

**H2 : The effectiveness of marketing events in influencing brand equity varies across different industry sectors.**

The interviews confirm that the effectiveness of marketing events in influencing brand equity varies across different industry sectors. For some sectors, particularly B2B, brand imagery and professional networking are paramount. In contrast, B2C sectors place more emphasis on brand awareness and creating emotional connections. Marketing events are crucial across all sectors for building loyalty, reinforcing purchasing decisions, and maintaining a strong brand presence. This variation highlights the need for tailored event strategies that align with the specific objectives and audience dynamics of each sector. The insights gathered from these diverse companies provide valuable understanding into how different industries can leverage marketing events to enhance their brand equity effectively

**H3: Marketing events enhance perceived quality, thereby contributing to increase brand equity**

Based on Figure (III-16), 48.8% of respondents agree that the product quality is good, and 31.7% rate it as very good. This indicates that even before the event, the product is positively perceived by customers. After the event, 47.6% of respondents report that the perceived quality is better figure (III-17), while 51.2% perceive the same quality, suggesting that the perceived quality remains consistent.

These findings suggest that marketing events not only maintain but can also enhance the perceived quality among customers, supporting the hypodissertation that such events have a positive impact on how customers perceive the quality of the product ,wich is on of the element that increase brand equity .

**H4: demonstrating reliability during events enhance brand association .****Brand reliability and events relevance event for brand communication**

Figure (III-30) : Chi-square test for Brand reliability and relevance of events for brand communication.

	Moyennement pertinent	Oui, pertinent	Peu pertinent	Trés pertinents
D'accord	2	12	2	18
Neutre	0	2	1	4
Pas d'accord	0	2	2	0
Pas du tout d'accord	0	9	0	0
Tout à fait d'accord	3	16	0	9

Chi-square Test for Brand\_reliability and relevance\_\_of\_events\_for\_new product :

Pearson's Chi-squared test

data: contingency\_table  
X-squared = 32.677, df = 12, p-value = 0.001087

**Source:** Developed by us using Rstudio

The results indicate that the perceived relevance of events strongly impacts how reliable respondents view the brand. Specifically, a significant number of respondents who find events "very relevant" or "relevant" strongly agree that the brand is reliable. This is evidenced by 16 respondents who find events relevant and 9 who find them very relevant expressing strong agreement with the brand's reliability. In contrast, very few respondents who perceive events as "somewhat relevant" or "not relevant" disagree with the brand's reliability. These results suggest that enhancing the perceived relevance of events can significantly bolster the perception of brand reliability.

The p-value of 0.001087 suggests a significant relationship between how relevant respondents find the events for new products and their perception of the brand's reliability.

**Brand reliability and feeling closer to the brand after an event :**

Figure (III-31) : Chi-square test for Brand reliability and felling closer to the brand after an event.

	Non, pas du tout	Oui, un peu	Oui, beaucoup
D'accord	6	16	12
Neutre	3	3	1
Pas d'accord	2	2	0
Pas du tout d'accord	0	0	9
Tout à fait d'accord	3	7	18

Chi-Square Test for Brand\_reliability and feeling\_close\_after\_event :

Pearson's Chi-squared test

```
data: contingency_table
x-squared = 24.488, df = 8, p-value = 0.001897
```

**Source:** Developed by us using Rstudio

The results reveal a strong positive correlation between perceived brand reliability and feeling close to the brand after the event. Notably, 66.7% (18 out of 27) of those who strongly agreed with brand reliability reported feeling much closer afterwards. Similarly, 57.1% (12 out of 21) who agreed with brand reliability also indicated feeling much closer. A smaller proportion of those who disagreed (9 respondents) on brand reliability felt much closer to the brand after the event. This suggests that positive event perception significantly strengthens customer connection.

p-value of 0.001897 is a prove of the high significant relationship between demonstrating brand reliability during event and the positive emotion of making costumer feel closer to the brand after the event.

The results above confirm the H3: demonstrating reliability during events make the costumer feel closer to the event which is a positive feeling that enhance brand association and led to higher brand equity.

### 5.3. Interpretation of results and recommendation :

#### -Summary of The results :

#### Brand Awareness and Usage:

- 100% are aware of the OMO brand.
- 75.6% use OMO's Lemon powder laundry detergent, indicating high adoption.
- 24.4% do not use the product, representing a potential growth market.

#### Customer Satisfaction:

- Satisfaction levels for OMO Lemon Detergent are mostly between 3 and 4 on a 5-point scale.
- Efforts could be made to increase the number of highly satisfied customers (level 5).

#### Event awareness and Impact:

- 97.6% are aware of the OMO Lemon Festival event, demonstrating successful promotion.
- Social media was the most successful channel for event awareness (43%), followed by word-of-mouth (19.5%).
- 29.3% reported a significant change in their perception of OMO after the event, and 35.4% indicated a moderate change. **Wich support the confirmation of hypodissertation N°01.**
- The event positively influenced the perception of OMO as a high-quality product (79.3%) . **Wich support the confirmation of hypodissertation 03.**
- , relevant brand (75.6%), and innovative brand (51.2%).. **Wich support the confirmation of hypodissertation N° 4.**
- 
- 35.4% agree that OMO respects the environment, but 23.2% perceive it negatively in this aspect.
- 70.7% would recommend OMO to others after the event. **Wich support the confirmation of hypodissertation N°1.**
- **Event Effectiveness:**
  - 82.9% felt closer to the brand after the event. **Wich support the confirmation of hypodissertation 4.**
  - 97% believe that brand communication through events is effective for engagement. **Wich support the confirmation of hypodissertation 01.**
  - Before the event, 48.8% perceived OMO's product quality as good, and 31.7% as very good.
  - After the event, 47.6% reported an increased perception of quality, while 51.2% perceived the same. **Wich support the confirmation of hypodissertation N° 03.**
  -

- **Event Promotion and Impact:**
  - 87.8% find it relevant for OMO to communicate through events.
  - 56.1% believe social media is important or extremely important for event promotion.
  - 96.3% feel positive event experiences enhance their trust in the brand. **Wich support the confirmation of hypodissertation N°4.**
  - 91.5% believe that attending events increases their loyalty to the brand. . **Wich support the confirmation of hypodissertation N°01.**
  - 78.3% felt the OMO Lemon Festival influenced their decision to buy the product. . **Wich support the confirmation of hypodissertation 01.**
- **Elements Impacting Brand Memorability and Behavior:**
  - **Event Timing:** 23.2% consider it important and 9.8% extremely important.
  - **Event Creativity:** 46.3% consider it extremely important, and 26.8% important.
  - **Event Type:** 35.4% consider it extremely important, and 31.7% important.
  - **Event Place:** 43.9% consider it important, and 23.2% extremely important.
  - **Staff Contact:** 62.2% believe staff behavior is important or extremely important.

#### 5.4. Validation of the hypotheses

Hypotheses	Results	Validation
Hypodissertation 1: marketing events play significant role on brand equity, and lead to changes in consumer perceptions, loyalty.	Based on the answers of the questionnaire, we conclude that OMO lemon festival play a significant role in brand equity , lead to positive change in consumer perception and increase loyalty	<i>Accepted</i>
Hypodissertation 2: The effectiveness of marketing events in influencing brand equity varies across different industry sectors.	Based on interviews with company representatives from various industries, the effectiveness of marketing events in influencing brand equity varies across different industry sectors.	<i>Accepted</i>

Hypodissertation 3: Marketing events enhance perceived quality, thereby contributing to increase brand equity	Based on the responses to the questionnaire, we conclude that the perceived quality after an event is 51% was the same.	<i>Accepted</i>
Hypodissertation 4: demonstrating reliability during events enhance brand association	Based on the answers of the questionnaire, we conclude that demonstrating Reliability during an event lead to positive feeling and enhance brand association.	<i>Accepted</i>

### 5.5. Suggestions and recommendations:

After analyzing the results of our study, we were able to share these modest suggestions and recommendations:

#### **Advance Promotion on Social Media:**

To maximize the reach and effectiveness of marketing events, it is essential for OMO to schedule social media campaigns well in advance. By promoting events ahead of time on platforms other platforms not only Instagram , OMO can create anticipation and excitement among its target audience. Engaging content, countdowns, and teasers can help build momentum and ensure a higher level of participation. Early promotion not only boosts awareness but also ensures that more people mark their calendars and plan to attend, leading to better overall engagement and success for the events.

#### **Organize Diverse and Consumer-Focused Events:**

OMO should focus on organizing a variety of events targeted at final consumers, with a special emphasis on street marketing. Street marketing is relatively rare in Algeria, providing OMO with an opportunity to create unique and memorable brand experiences. By engaging directly with potential customers in their everyday environment, OMO can increase brand visibility and leave a lasting impression. This approach helps OMO stand out in the competitive market by offering innovative and engaging experiences that resonate with consumers on a personal level.

#### **Stay Attuned to Market Needs and Preferences:**

It is crucial for OMO to continuously monitor and analyze market trends and consumer preferences to ensure that its products and events remain relevant and appealing. By staying attuned to the evolving needs and preferences of the market, OMO can tailor its offerings effectively, enhancing customer satisfaction and loyalty. Understanding what consumers want allows OMO to deliver experiences that are both meaningful and impactful, thereby strengthening its brand equity and fostering a deeper connection with its audience.

**Focus on Brand Equity Elements:**

OMO should design its events with a focus on enhancing key elements of brand equity, such as brand awareness, brand imagery, and emotional attachment. Events that reinforce brand values and create emotional connections with consumers can significantly boost brand equity. For example, engaging activities, product demonstrations, and interactive experiences can help deepen the emotional bond between the brand and its customers. By strategically targeting these elements, OMO can ensure that its marketing efforts translate into long-term brand loyalty and recognition.

**Conduct Impact Studies on Events:**

To optimize the effectiveness of its marketing events, OMO should perform detailed studies on their impact. Analyzing the outcomes of events helps in identifying what works and what needs improvement. This data-driven approach enables OMO to refine its strategies and optimize event execution, ultimately enhancing the impact of future events. By understanding the specific aspects that contribute to successful outcomes, OMO can continuously improve its marketing tactics and ensure that each event delivers maximum value to the brand and its audience.

**Conclusion:**

In the third chapter, we presented the communication agency Pi-Relation and its client OMO, detailing the "OMO Lemon Festival" and its remarkable results. Using both qualitative and quantitative methods, we analyzed the relationship between marketing events and brand equity. A multivariate analysis using a questionnaire and interviews focused on components such as brand awareness, perceived quality, brand image association, and loyalty, particularly assessing the impact of the "OMO Lemon Festival."

This study highlights the crucial role of marketing events in enhancing brand equity. Both the OMO case and various other brands confirmed the importance of event marketing in building strong brand equity, emphasizing brand awareness, positive product perceptions, associations with charitable causes, and customer loyalty. Well-executed marketing events are essential for reinforcing brand presence and consumer engagement.

**GENERAL CONCLUSION**

In the fiercely competitive business world of today, organizations are constantly seeking innovative ways to engage with their target markets and make a lasting impression. Marketing events have emerged as a popular strategy, offering businesses unique opportunities to establish direct connections with their stakeholders. These events range from traditional trade shows to avant-garde augmented reality experiences. This dissertation utilizes a case study methodology centered on the agency Pi-relation to explore the profound influence of marketing events on brand equity.

Marketing events enable businesses to convey their brand messaging in a memorable and engaging manner. Unlike conventional advertising, marketing events facilitate two-way interaction, immediate feedback, and a more personal connection with the audience. These events serve as a platform for companies to showcase their products and services, engage with customers, and build stronger relationships.

This research aims to address the main problem: "How do marketing events impact brand equity?" Through a blend of theoretical analysis, empirical research, and case study investigation, we explore various dimensions of brand equity influenced by marketing events.

In our approach, we focused on variables that constitute brand equity, such as brand awareness, product quality perception, association with charitable causes, and customer loyalty to the brand. These variables were deemed essential for evaluating the impact of marketing events on the brand equity of OMO. It is worth mentioning that other variables, such as satisfaction and trust, could have been considered for a more comprehensive analysis, presenting an interesting avenue for future research.

To obtain our results, we employed a mixed-method approach, combining both qualitative and quantitative methods. The qualitative method involved conducting interviews with key stakeholders and marketing professionals, while the quantitative method utilized data analysis tools like R-studio to analyze survey responses. This comprehensive approach enabled us to gain deeper insights into the impact of marketing events on brand equity.

- **Research Limits**

During our study, we encountered several challenges that constrained our research. The primary difficulty was assessing the impact of an event that occurred 10 months earlier. This event was primarily targeted at influencers on Instagram, resulting in responses mostly from Generation Z participants who recalled the event. This limitation may have affected the generalizability of our findings to a broader audience.

Another significant challenge was obtaining thorough responses from interviewees. Many companies only allowed interviews with interns, limiting the depth and scope of insights we could gather. Additionally, we faced issues with incomplete questionnaires, discarding more than 20 partially answered copies, further restricting our data set.

In conclusion our study has demonstrated the importance of marketing events in building strong brand equity . Implementing an effective marketing event strategy allows brands to strengthen their market presence, develop a positive image, and attract and retain consumers. Our research shows that marketing events influence brand equity differently depending on the sector, but overall, they play a crucial role in enhancing brand awareness, perceived product quality, positive brand associations, and customer loyalty.

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## Appendices

### Appendix (I): New York World's Fair 1939

Wurts Bros. (New York, N.Y.). People waiting in line for the Futurama ride at General Motors Highways and Horizons pavilion, New York World's Fair. Museum of the City of New York 1939.



Appendix (II) : Award Recognition for OMO Lemon Festival



Annex (III): Pi relation clients



Appendix (IV): Pi-reation roles



**Appendix (V): QR code of questionnaire.**



**Appendix (VI): Questionnaire of OMO lemon festival**

## The impact of marketing events on the brand equity

Nous vous remercions de prendre le temps de remplir ce questionnaire. Vos réponses sont essentielles pour comprendre l'impact de l'événement marketing OMO en Algérie sur la perception de la marque, la fidélité, l'engagement et d'autres aspects importants du capital marque. Veuillez répondre en fonction de votre expérience personnelle et de vos perceptions

\* Indique une question obligatoire

1. connaissez vous la marque OMO \*

*Une seule réponse possible.*

- Oui  
 Non

2. Utilisez-vous le produit OMO lemon ? \*



*Une seule réponse possible.*

- Oui  
 Non

3. Sur un échelle de 1 à 5 ou situez vous votre satisfaction du ce produit? \*

*Une seule réponse possible.*

1 2 3 4 5

4. Avez-vous connaissance de l'événement lemon festival de OMO? \*



*Une seule réponse possible.*

- Oui
- Non

5. Comment avez-vous connu l'événement? \*

*Une seule réponse possible.*

- J'ai participé(e)  
 par le bouche-à-oreille.  
 à travers les réseaux sociaux.

6. Comment cet événement a-t-il changé votre perception de la marque ? \*

*Une seule réponse possible par ligne.*

	Pas du tout	Très peu	Modérément	Beaucoup
<b>Changement de perception</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Après le lemon festival ,veuillez indiquer votre niveau d'accord avec les affirmations suivantes concernant la marque OMO:

*Une seule réponse possible par ligne.*

	Tout à fait d'accord	D'accord	Neutre	Pas d'accord	Pas du tout d'accord
<b>La qualité des produits OMO est élevée.</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>OMO est une marque fiable.</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>OMO est une marque innovante.</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>OMO est une marque respectueuse de l'environnement.</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>OMO est une marque que je recommanderais à d'autres.</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. l'événement OMO Lemon Festival, cela vous a-t-il rapproché de la marque ? \*

*Une seule réponse possible.*

- Oui, beaucoup
- Oui, un peu
- Non, pas du tout

9. Pensez-vous que la communication de marque via des événements est un moyen efficace pour créer un engagement envers la marque ? \*

*Une seule réponse possible.*

- Oui, beaucoup  
 Oui ,un peu  
 Non,pas du tout

10. Avant l'événement OMO Lemon Festival, comment perceviez-vous la qualité de produit OMO ? \*

*Une seule réponse possible.*

- Très bonne  
 Bonne  
 Moyenne  
 Mauvaise  
 Très mauvaise

11. Suite à l'événement OMO Lemon Festival, comment percevez-vous maintenant la qualité de produit ? \*

*Une seule réponse possible.*

- Milleure  
 Identique  
 Moins bonne

12. Trouvez-vous pertinent que la marque OMO communique avec son audience via des événements ? \*

13. Pensez-vous qu'il est important de promouvoir ces événements sur les réseaux sociaux ? \*

Une seule réponse possible par ligne.

	Pas du tout important	Peu important	Modérément important	Important	Extrêmement important
<b>Importance</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Le fait de vivre des expériences immersives liées à une marque lors d'événements contribue-t-il à renforcer votre sentiment d'appartenance à cette marque ? \*

Une seule réponse possible.

- Oui, beaucoup
- Oui, un peu
- Non, pas du tout.

15. Participer à des événements organisés par OMO ou une autre marque augmente-t-il votre fidélité envers cette marque? \*

Une seule réponse possible par ligne.

	Pas d'augmentation	Faible augmentation	Augmentation modérée	Augmentation importante
<b>Augmentation</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Le festival OMO Lemon a-t-il influencé votre décision d'acheter le produit ? \*

Une seule réponse possible.

- Fortement influencée
- Peu influencée
- Pas du tout influencée

17. Quels éléments pensez-vous être les plus impactants pour rendre un événement mémorable et influencer votre comportement envers la marque ?

*Une seule réponse possible par ligne.*

	Pas du tout impactant	Peu impactant	Modérément impactant	Impactant	Extrêmement impactant
La durée de l'événement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La créativité de la marque dans la conception de l'événement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le type d'événement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le lieu de l'événement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le comportement du Personnel en contact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ce contenu n'est ni rédigé, ni cautionné par Google.

Google Forms

**Appendix (VII): Interview guide**

**Estimated time : 1h**

**Target :** Employee who organized events from different industries

**Part one: Introduction and presentation**

Good Morning, First, let me introduce myself and my research topic. My name is Ikhlas MECHERI , I am a master’s student at the Higher School of Business Studies (EHEC Ex-INC). The purpose of the current study is to investigate the impact of marketing events on the brand equity . Specifically, my overall objective is to interview employees from different companies to understand the effectiveness if marketing events on influencing brand equity.

Ethical Considerations: All participants will be informed about the purpose and nature of the study, and their informed consent will be obtained before the interviews. Confidentiality and

anonymity will be ensured by assigning pseudonyms to participants and not disclosing any identifying information in the report.

## **Part 2: Questioning Organized by Themes**

### **Warm-up and general questions (5min)**

1. Which company do you belong to?
2. Participant profiles breaking the ice: ask about their career and position :What is your role within the company?

### **Theme 1: Use of Events as a Communication Tool (10)**

1. Does your company use events as a communication tool?
2. Have you ever participated in marketing events organized by your company before?
3. If yes, how often does your company participate in events?
4. On average, how many times a year does your company participate in events?
5. On average, how many times a year does your company organize events?

### **Theme 2: Event Evaluation (15)**

1. For whom does your company participate/organize events?
2. What type of events does your company organize or participate in?
3. Does your company conduct studies to evaluate the impact of these events?
4. What are the main objectives of your company when organizing/participating in marketing events?

### **Theme 3: Marketing events impact. (20min)**

1. How do participants generally perceive your brand before the event?
2. Do you think it is important to promote your events on social media?
3. If yes, on which social media platforms?
4. How do you evaluate the perceived quality of your products/services before the events?
5. To what extent do you think these events influence your company's brand image?
6. Do you think marketing events have an impact on your company's revenue?
7. If yes, what is the impact of marketing events on your company's revenue?
8. How do you evaluate the engagement of participants in the events towards your brand?
9. Before the event, to what extent were participants aware of your brand's existence?
10. To what extent have these events influenced participants' emotional attachment to your brand?

11. Have the organized events reinforced participants' purchasing decisions towards your products/services?

12. After attending these events, are participants more likely to repurchase and become more loyal to your brand?

**Part 3: Conclusion (10min)**

Summarize the key points discussed during the interview.

Thank you very much for your time and availability. I appreciate your participation and the valuable information you shared with. Do you have any suggestions to improve the future impact of your marketing events

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