



## The Impact of Branded Events on Marketing Strategy



### Market Report

How branded events drive awareness, influence customer engagement and boost overall business growth.

Number of respondents surveyed  
1000+

### Demographics

UK respondents, between 18-65 years old.

*Independent research commissioned by 4imprint  
and conducted by Perspective Global.*

## Report Summary

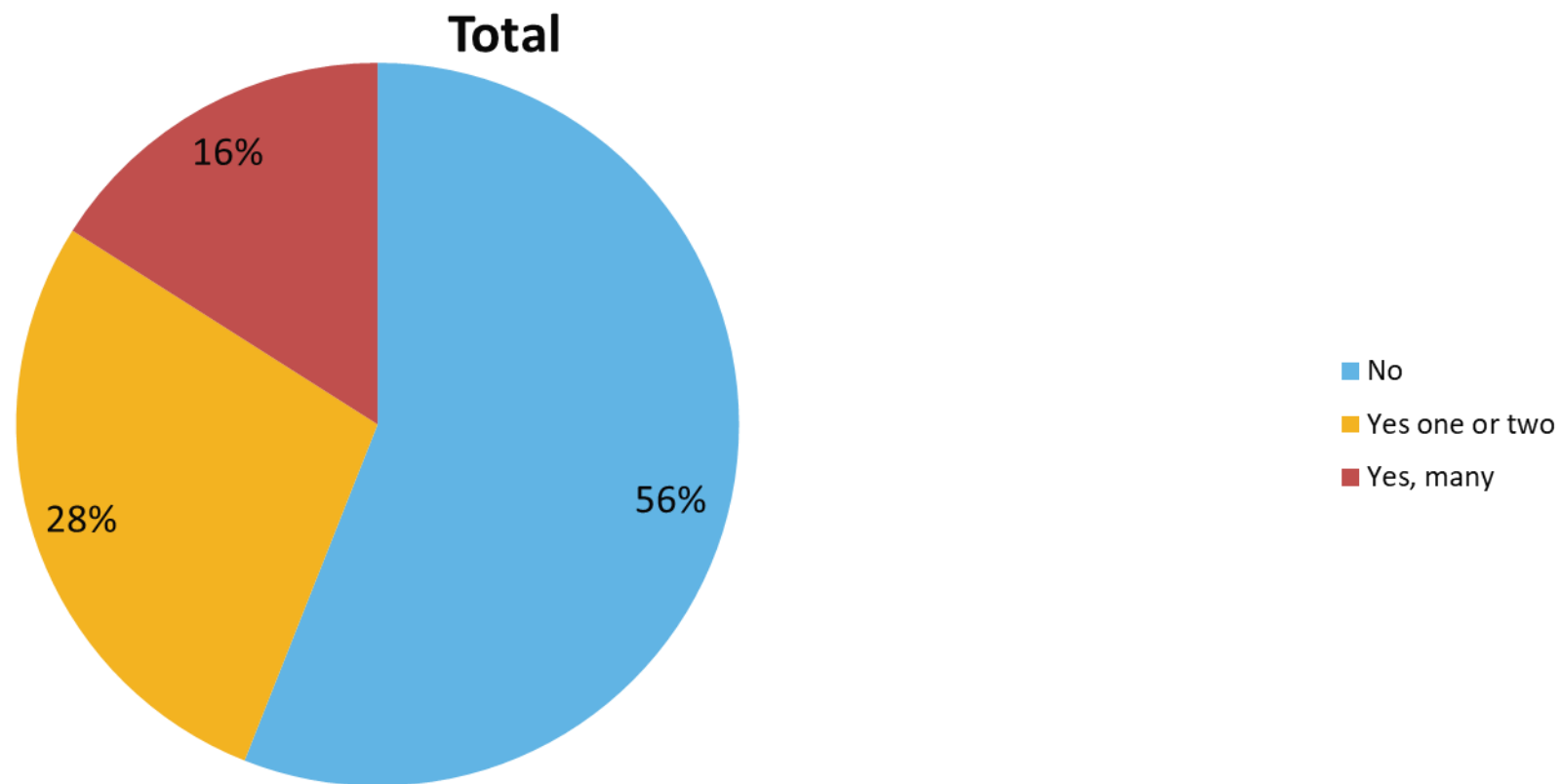
New independent research commissioned by 4imprint examines the impact of branded events in shaping modern marketing strategies.

This short-form report reveals the key trends in event marketing, highlighting how branded live experiences, digital activations and hybrid events can help boost brand awareness.

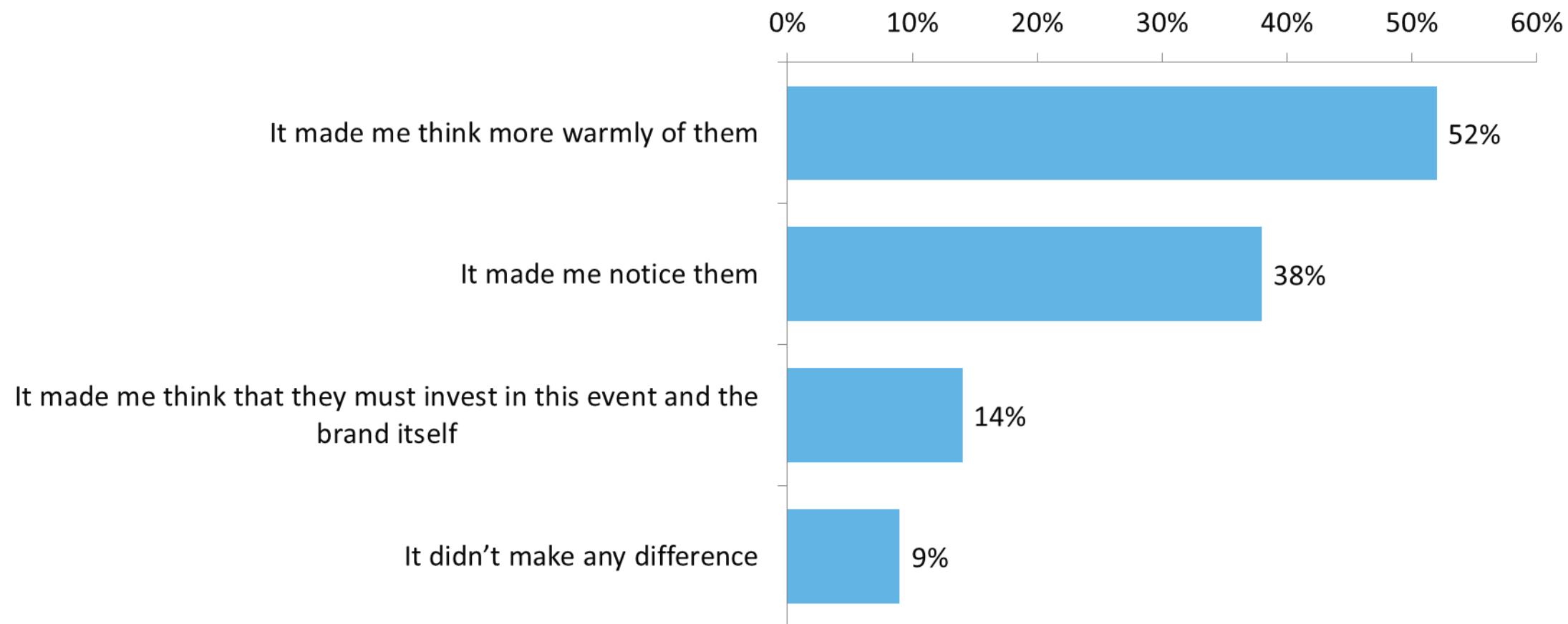
It evaluates the effectiveness of branded events compared to traditional marketing channels, considering factors such as audience engagement and brand perception.

The research also provides a snapshot of actionable recommendations for companies aiming to maximise branded experiences within their marketing efforts.

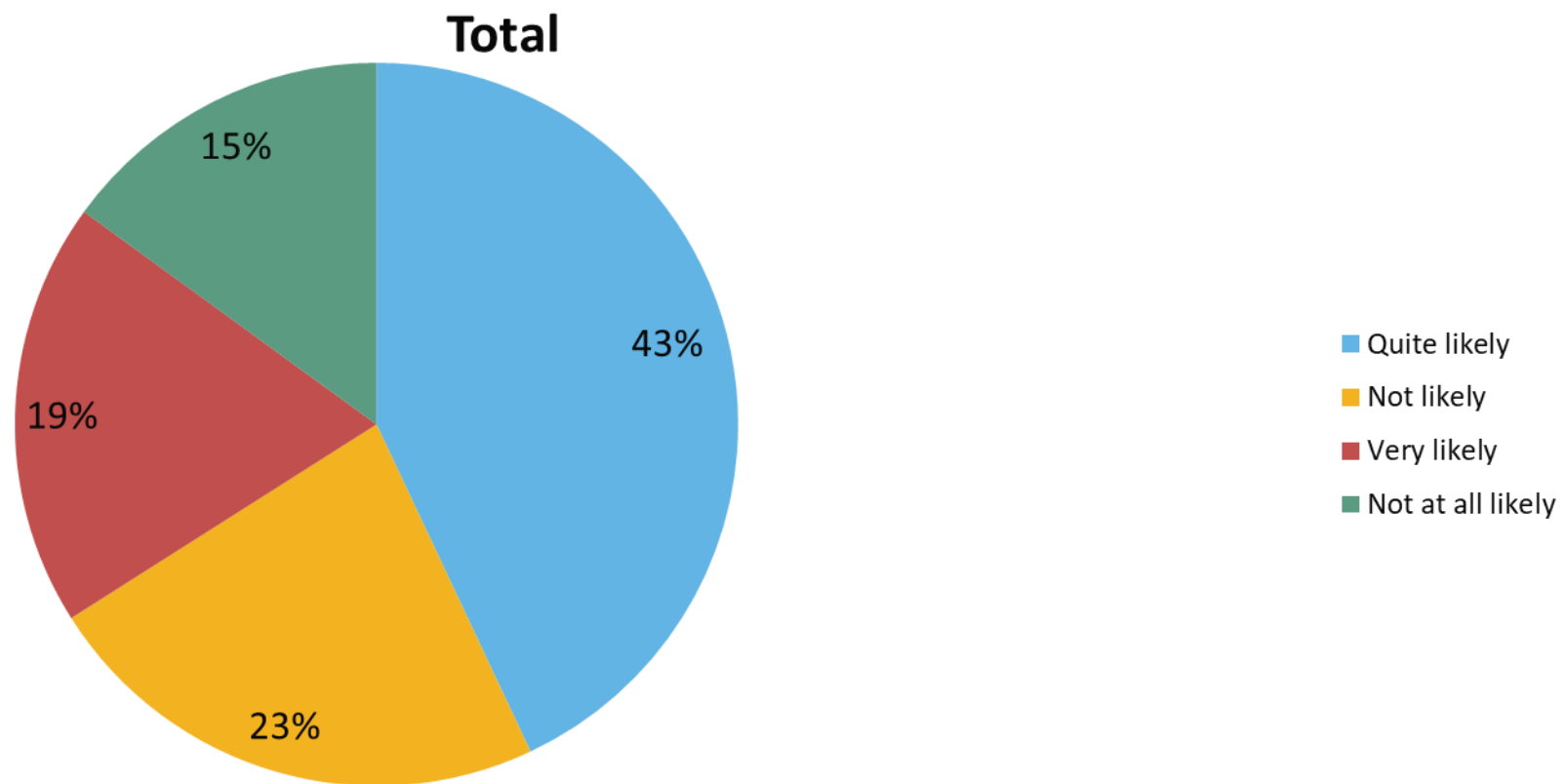
*Q1. Have you attended a branded event (e.g., pop-up, interactive experience, charitable event or a branded 'fanzone' at a sporting event) in the past year?*



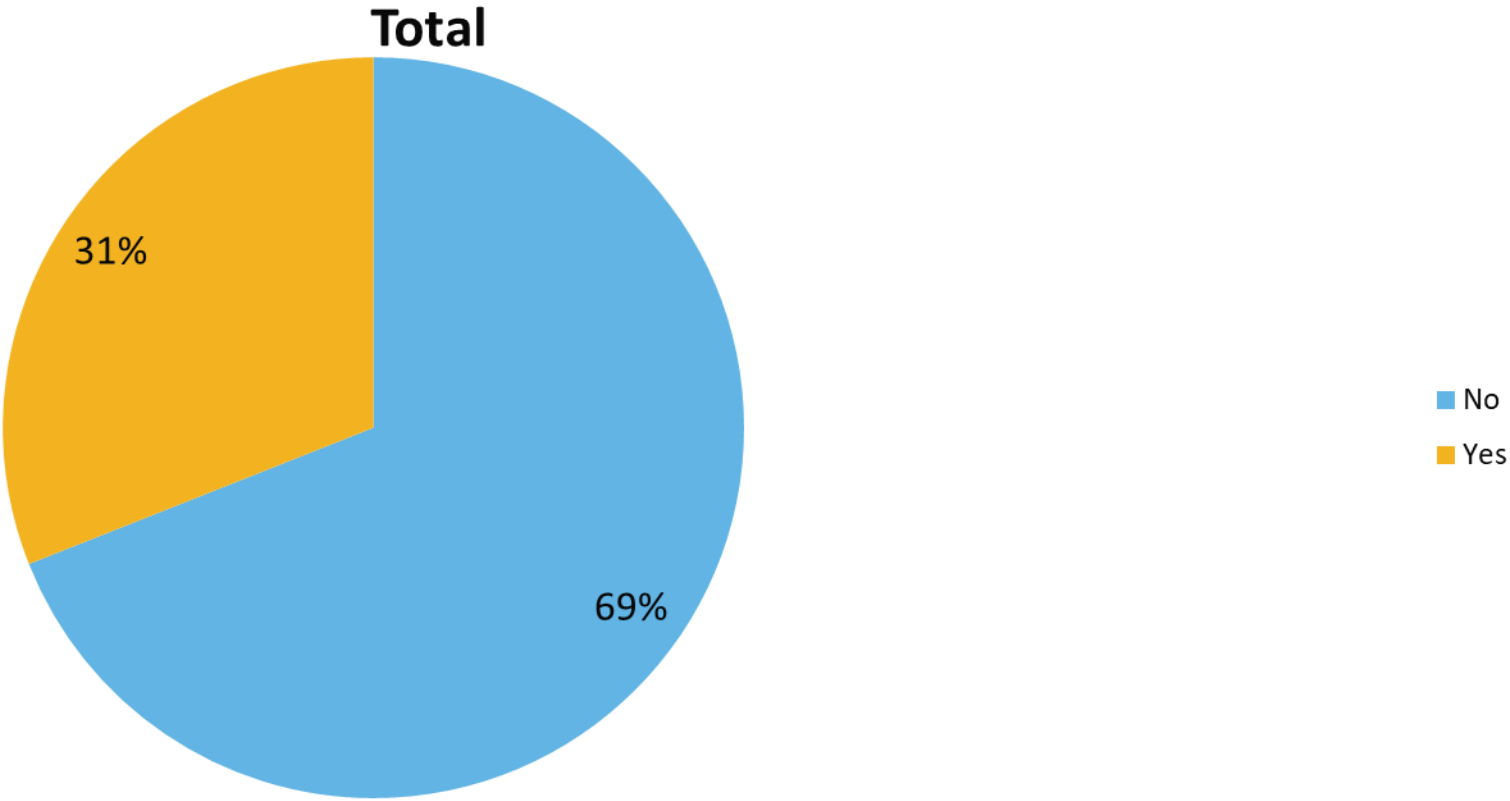
*Q2. How did the experience affect your perception of the brand?*



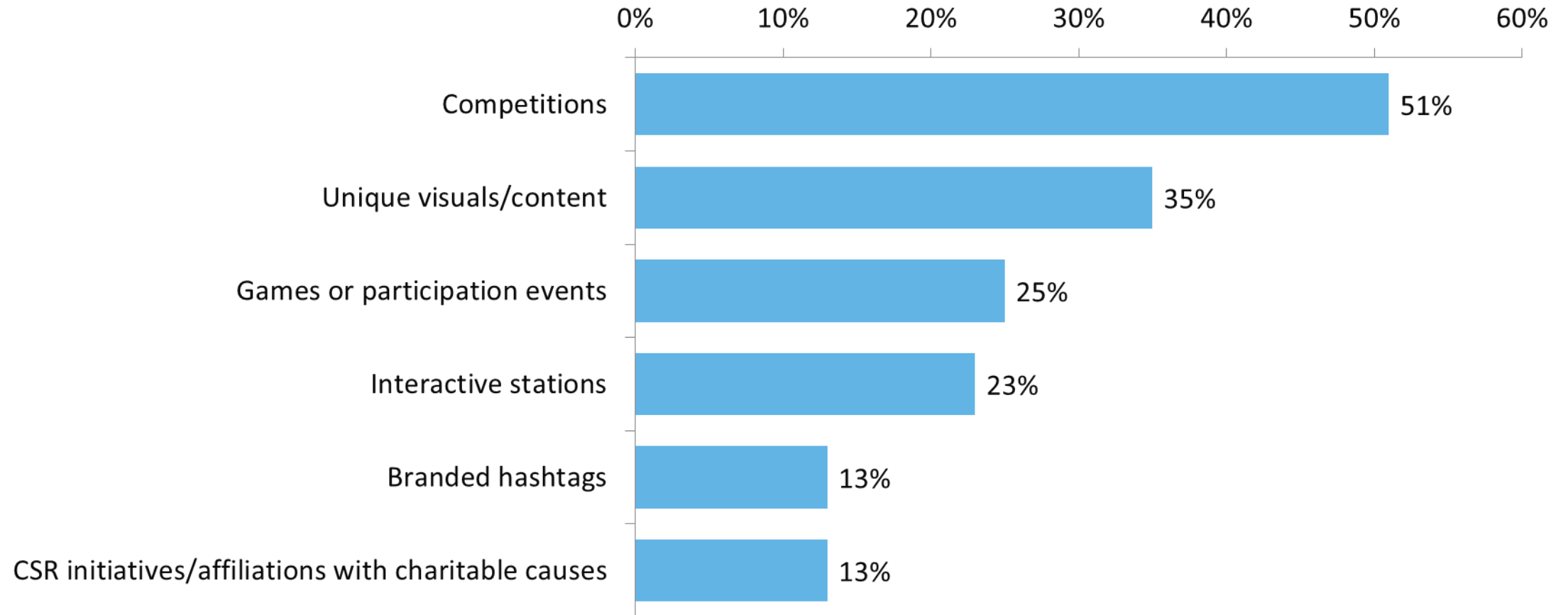
*Q3. How likely are you to engage with the brand on social media after attending an event?*



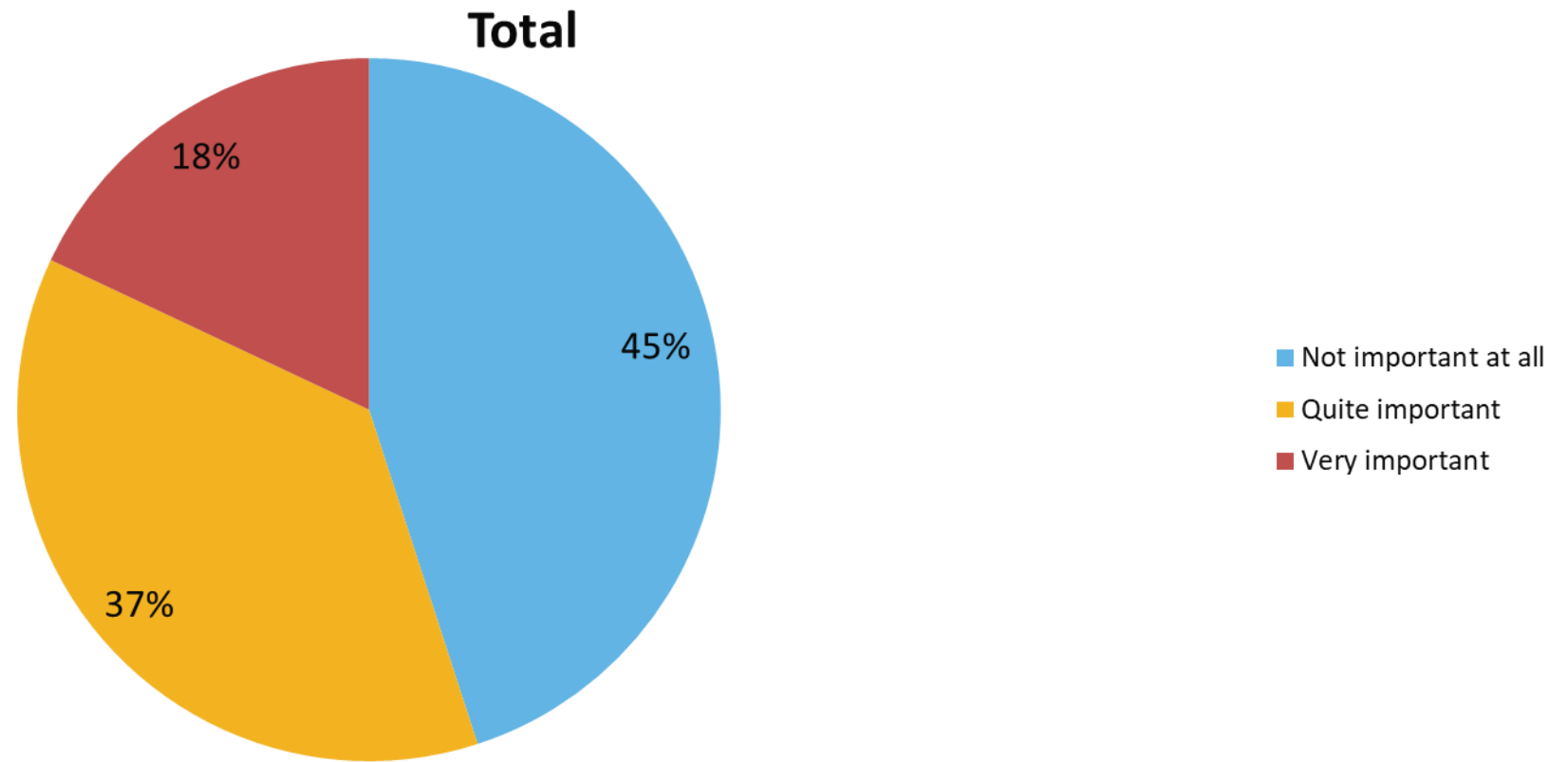
Q4. Did the event lead to any purchase or influence sign-up decisions?



*Q5. Which aspects of an event which is sponsored or branded are most likely to prompt you to share on social media?*

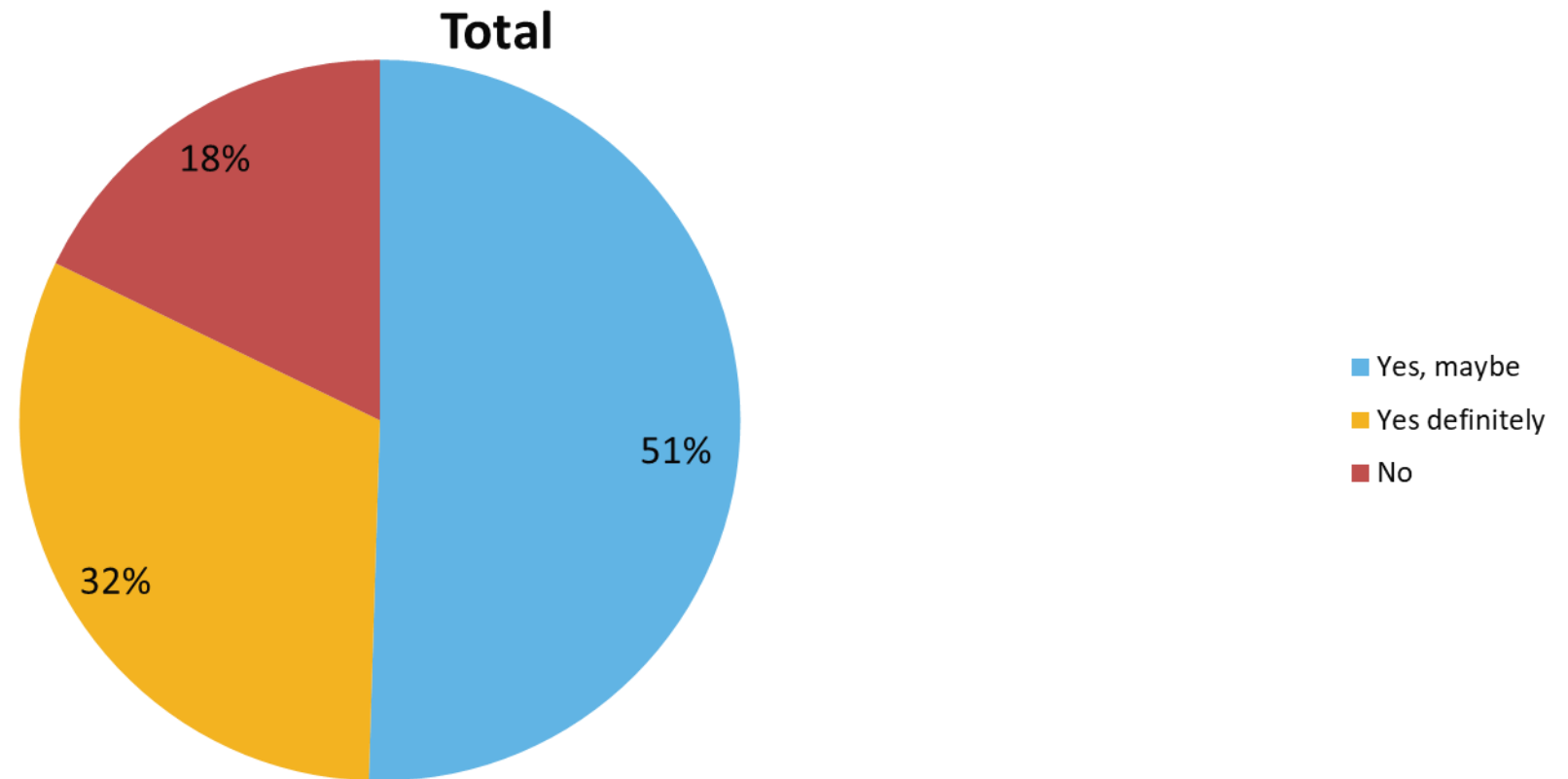


*Q6. How important is it for you to share an event on social media?*

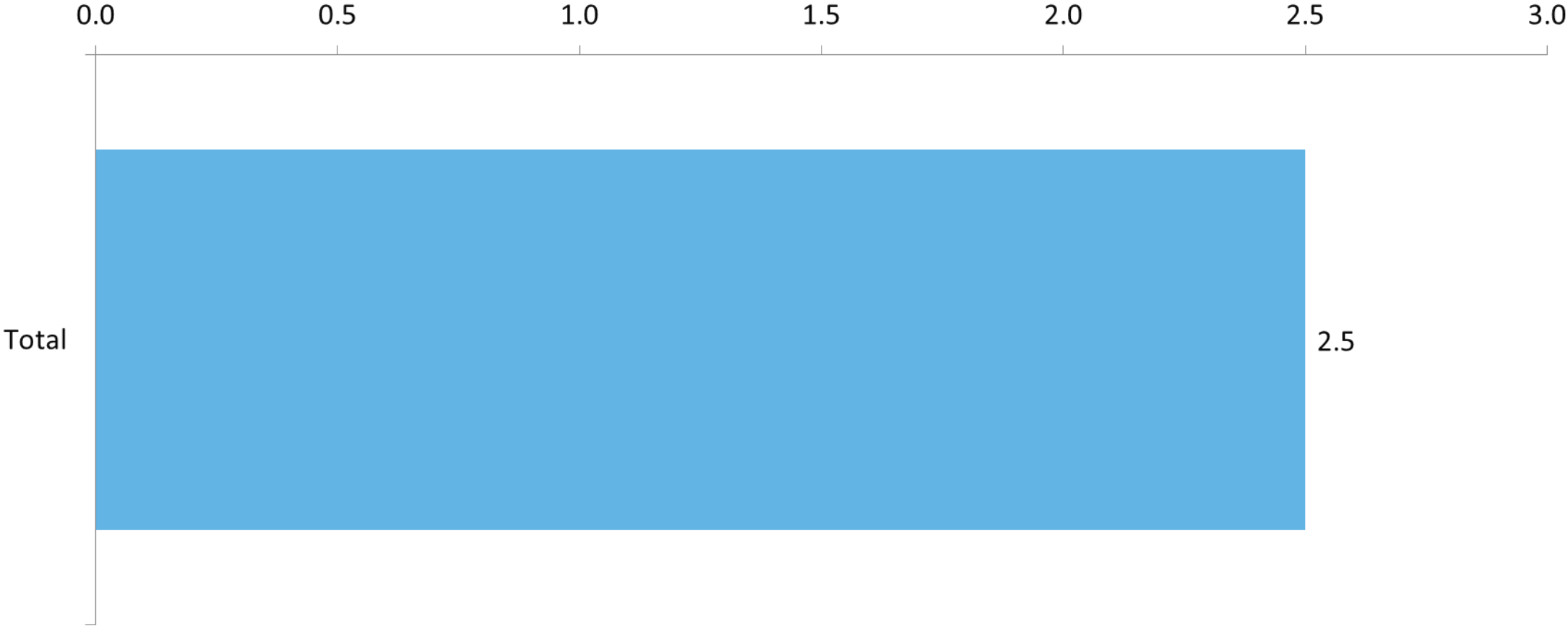




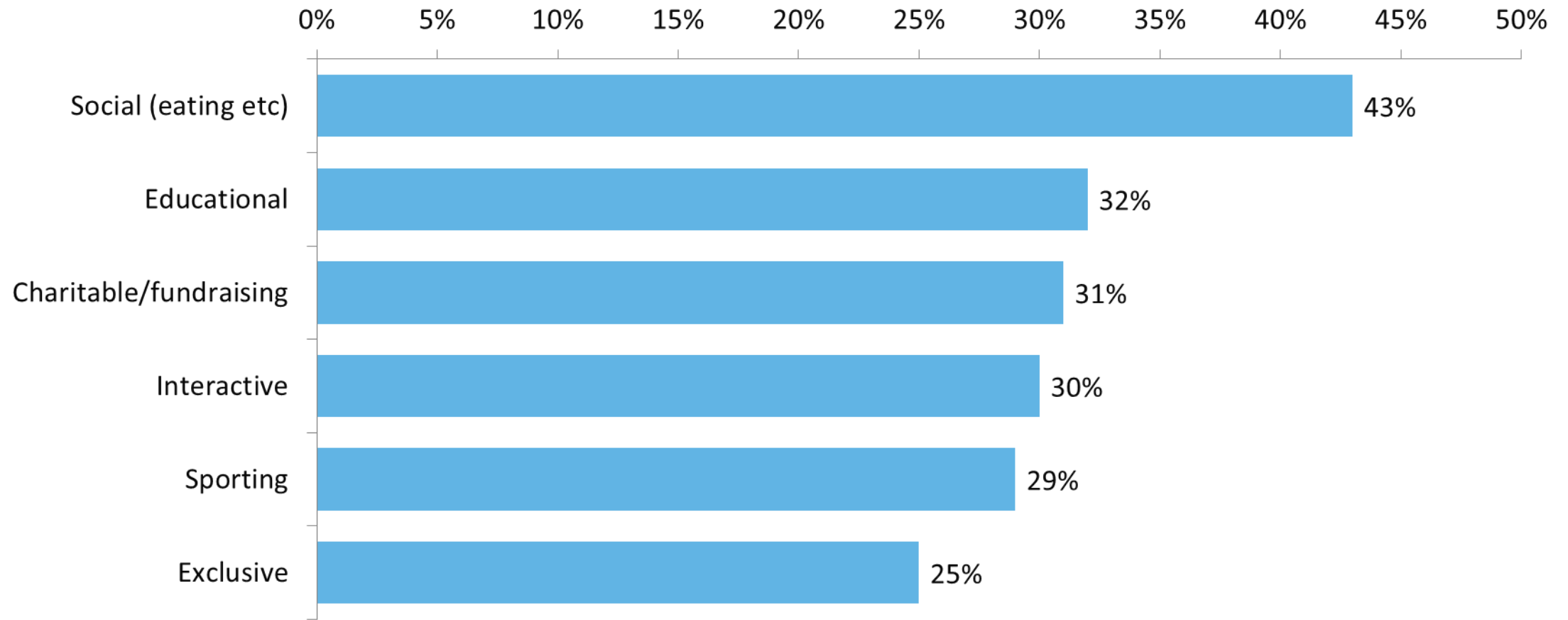
*Q7. Would receiving exclusive merchandise at a brand event influence your likelihood of engaging with or purchasing from the brand in the future?*



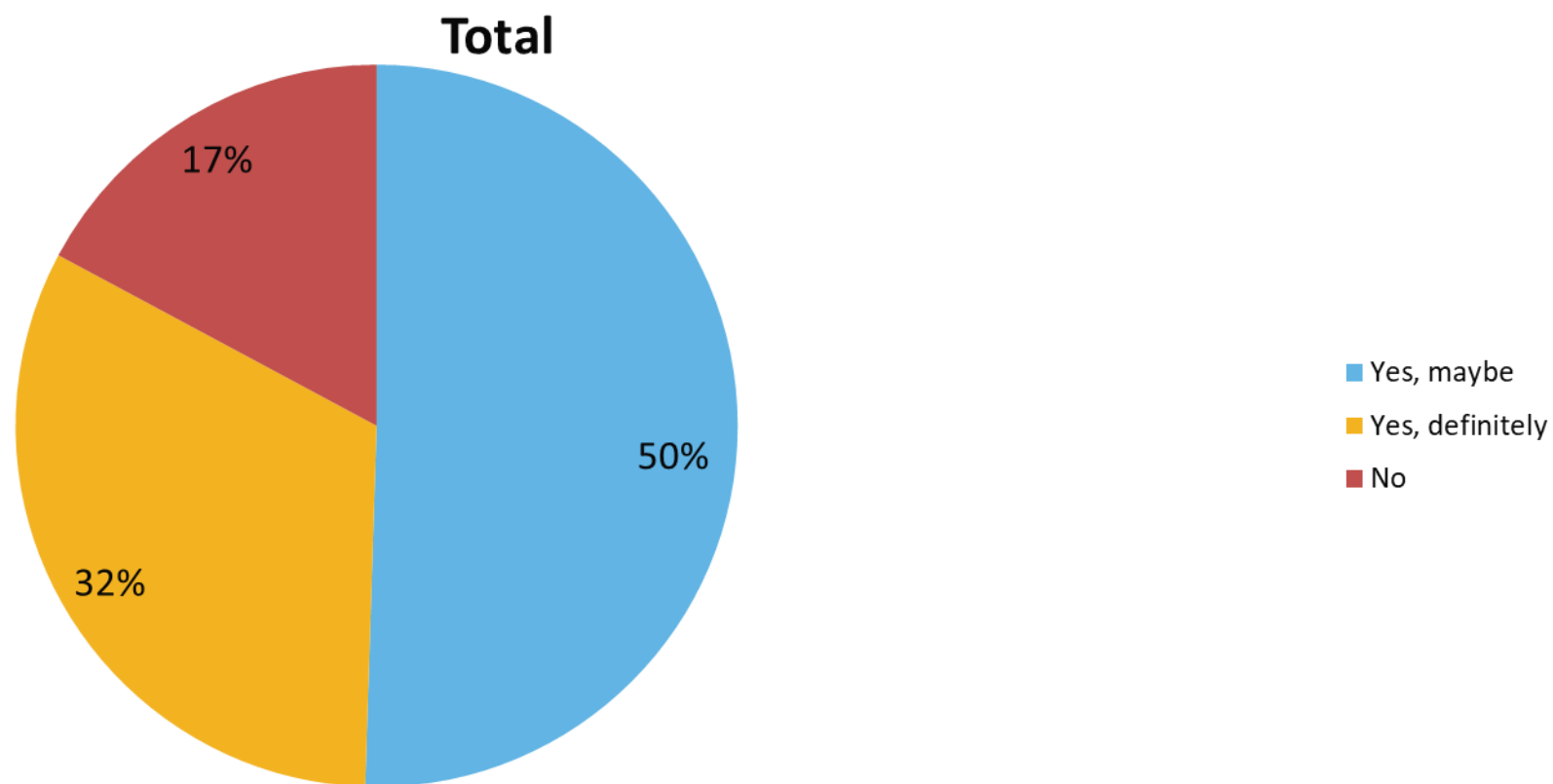
Q8. How long did you keep or use any branded items you received?



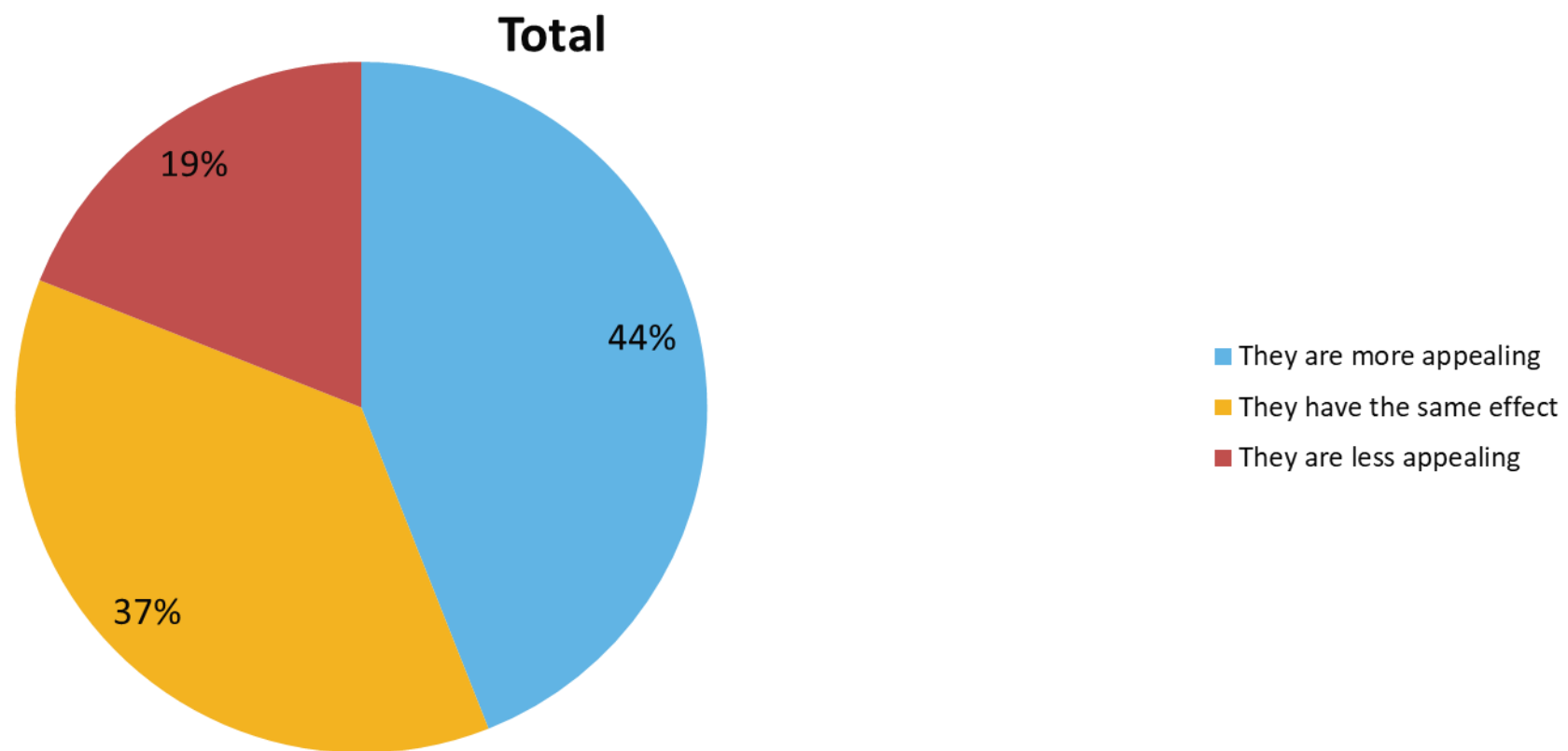
*Q9. What type of brand events are you most likely to attend?*



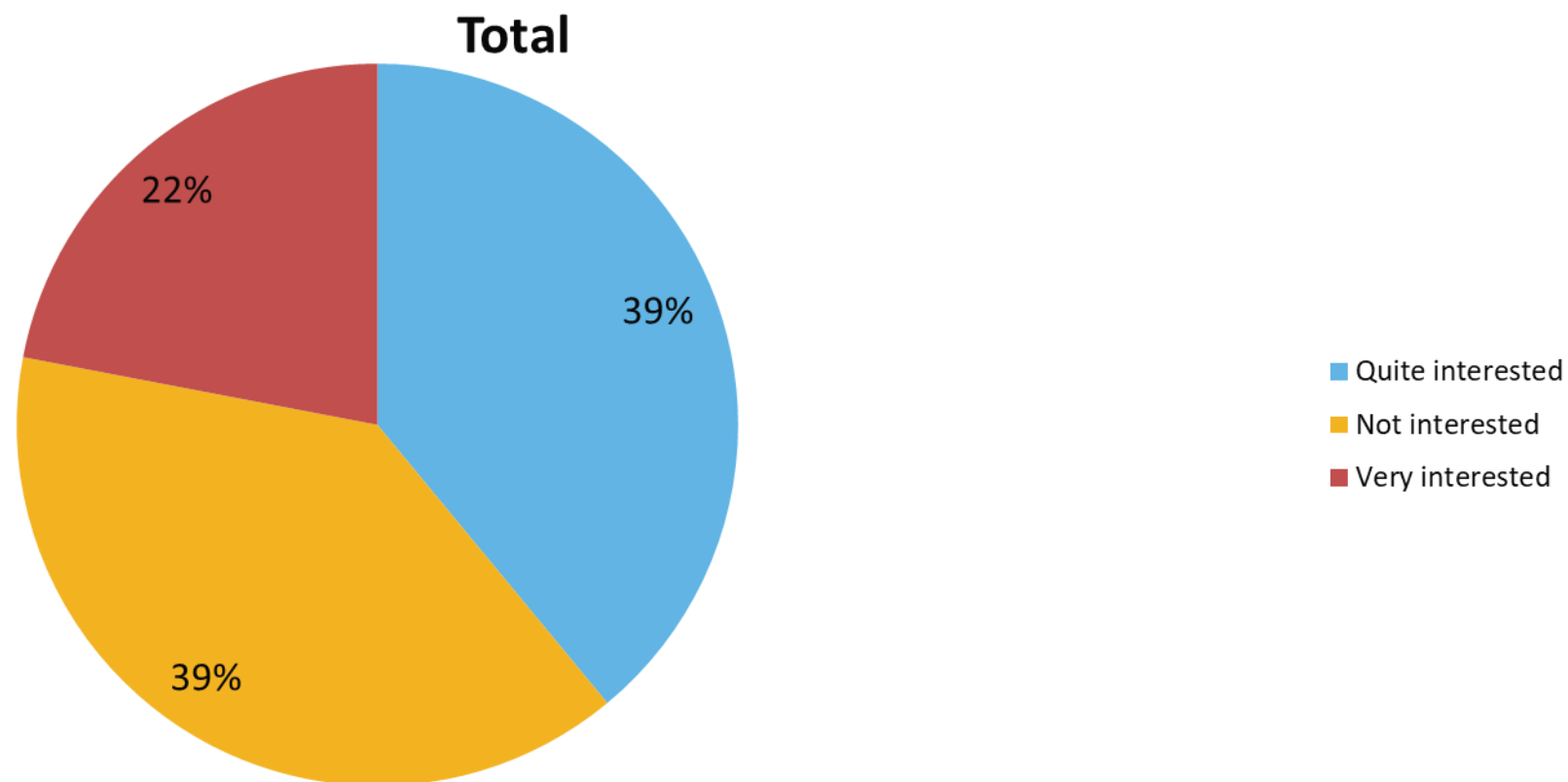
*Q10. Do you feel more inclined to trust or engage with a brand that you've interacted with in a live, experiential setting compared to seeing digital ads?*



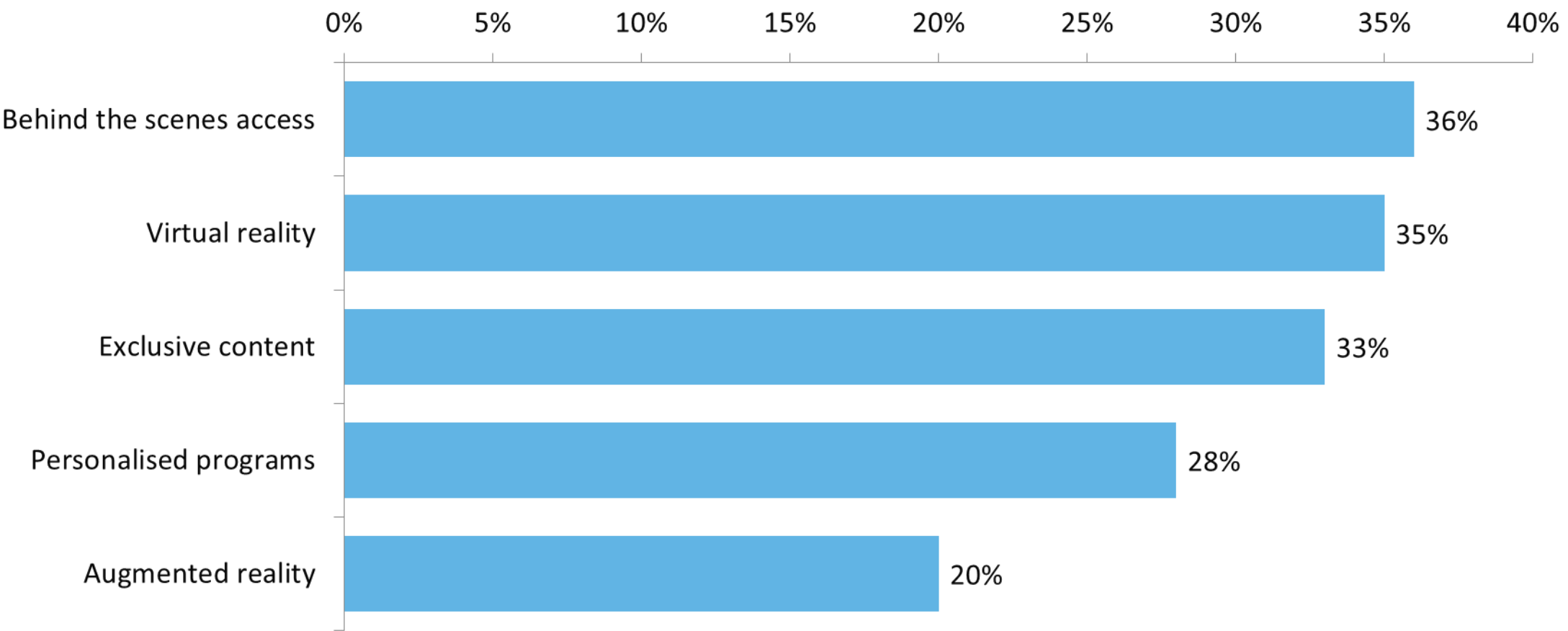
*Q11. How do you view experiential events versus other forms of brand marketing in terms of lasting impact?*



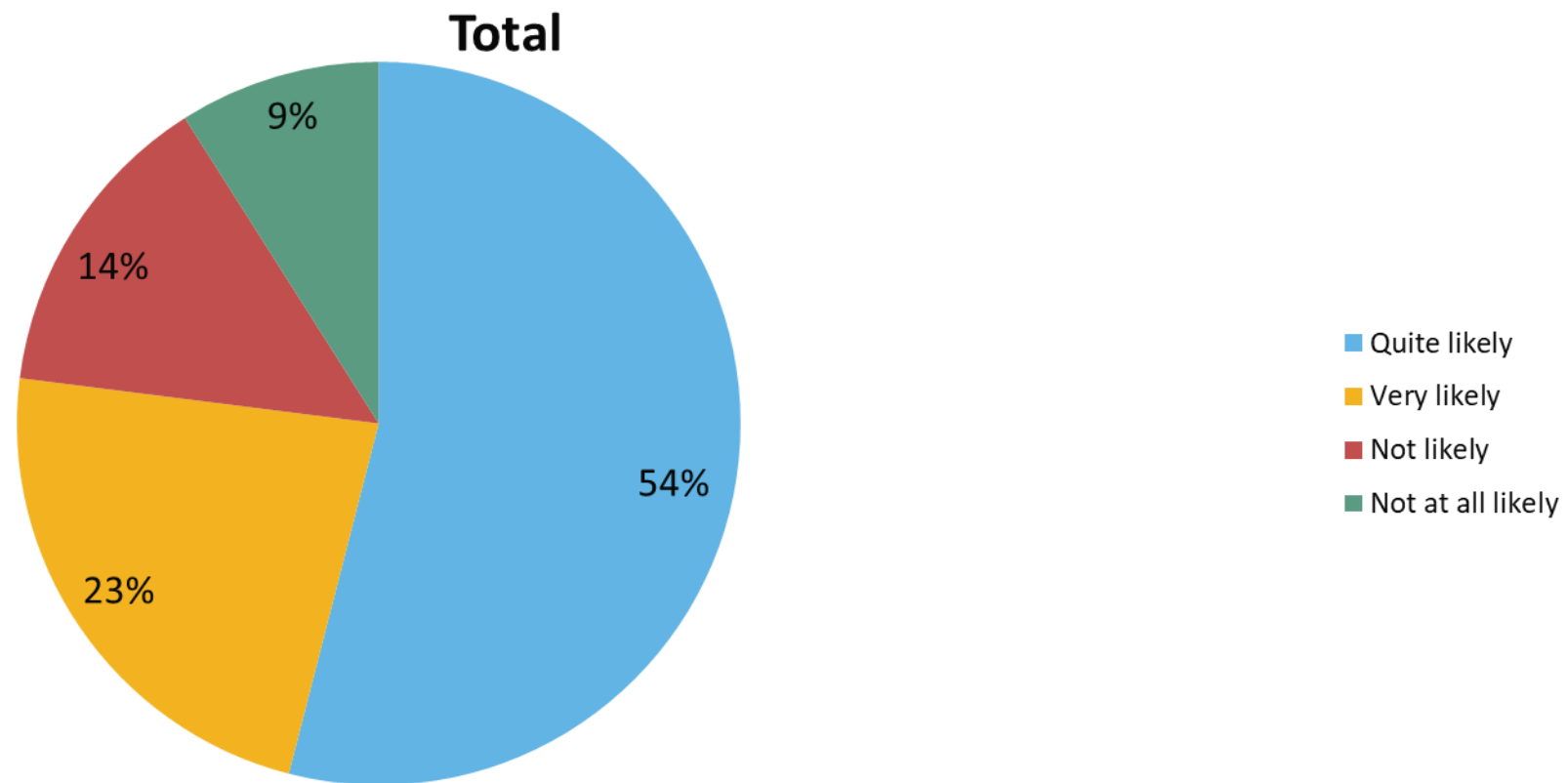
*Q12. How interested are you in attending virtual or hybrid brand events with interactive digital elements (eg, AR/VR)?*



Q13. Which digital features integrated into live events would influence your likelihood of participating?

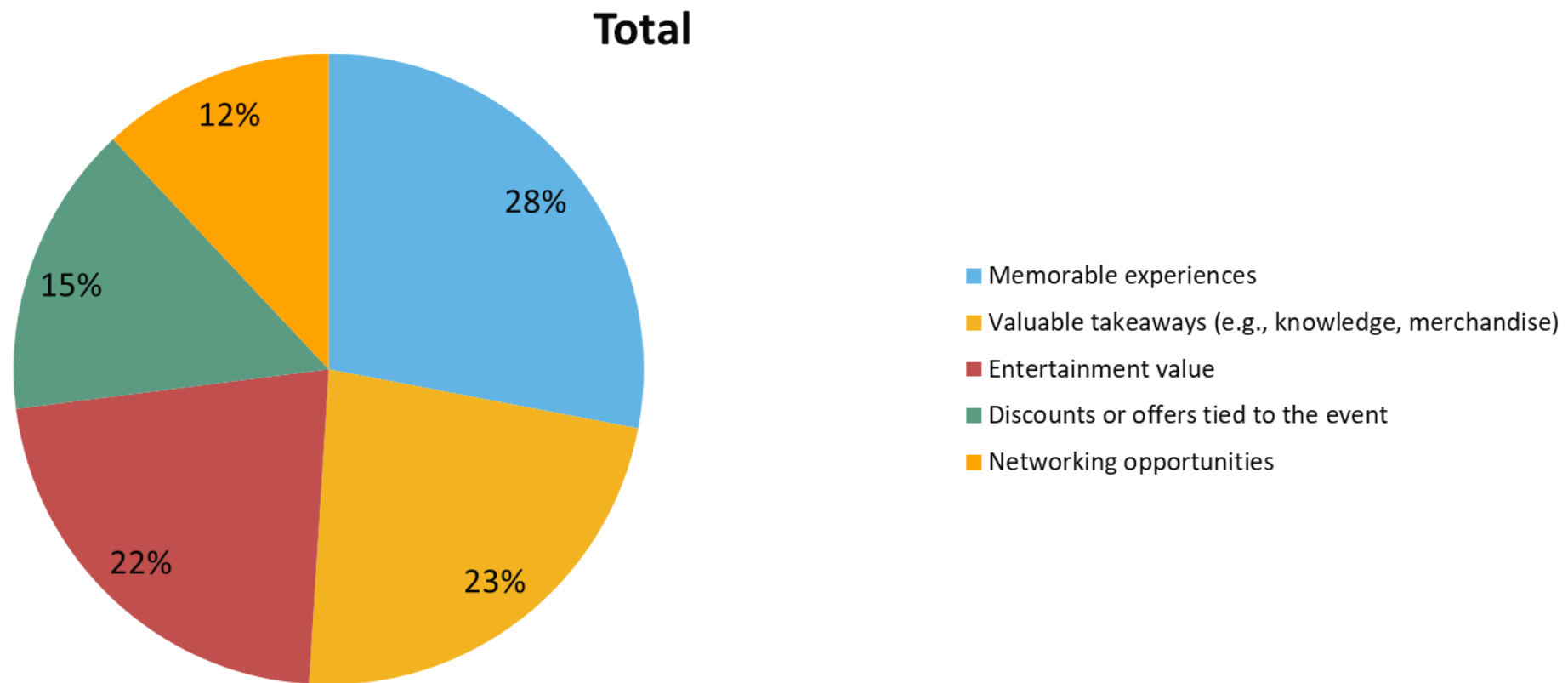


*Q14. How likely are you to recommend a brand to others based on your experience at their event?*





Q15. What factor would most motivate you to attend a branded event again?





**The perfect product: We've got yours!**

**You can be certain that we've got a wide range of promotional merchandise for you and your business to help promote your brand.**

**Your brand slogan - and your company logo - on the right product is marketing magic.**

**Why? Because promotional products work!**