

Event Organization and Sponsorship in Increasing Brand Awareness

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ABSTRACT

Event organization or sponsorship has proven to be an effective tool in increasing brand awareness among target audiences. In an increasingly competitive marketing world, the ability to build a strong emotional connection between brands and consumers is very important. This research aims to explore how event marketing and sponsorship can play a role in building brand awareness, and how their effectiveness can be accurately measured. Through the literature review, it was found that the relevance of the event to the brand as well as the follow-up that takes place after the event plays an important role in ensuring long-term success. Effective measurement involves analyzing changes in brand awareness, purchase behavior, and interactions with consumers through various communication channels. This research emphasizes that event marketing and sponsorship are not just momentary promotional tools, but an opportunity to build long-term relationships with consumers that can further increase brand loyalty and trust. The results of this study can help marketers to design and evaluate events and sponsorships more effectively in support of their marketing objectives.

INTRODUCTION

In an increasingly competitive business world, every brand needs to find effective ways to build awareness and maintain relevance in the market. One method that has proven effective in achieving these goals is through event marketing. Event organization or sponsorship creates a memorable experience for the audience, and is a great platform to introduce brands to a wider audience. When consumers are directly involved in an event that is fun or relevant to them, they are more likely to remember and associate the event with the sponsored or presented brand. This makes event marketing an important tool in building a positive brand awareness and increasing brand awareness in a sustainable manner (Rachmadhian & Chaerudin, 2019).

The success of event marketing is inseparable from its ability to create an emotional connection with the audience. Attendees who feel connected to the event or the brands represented are more likely to remember the messages delivered and the brands involved in the event. By engaging the audience in a hands-on experience, the event creates a platform for brands to showcase their values and what sets them apart from the competition. Events serve as promotional venues, and as a communication tool that strengthens brand identity in the eyes of consumers (Carroll, 2018).

One of the keys to successful event marketing is the selection of events that suit the target audience and the values that the brand wants to convey. This requires companies to conduct in-depth market research before choosing the type of event or event sponsorship to run. Understanding who the target audience is and what they are looking for in an experience will ensure that the event held can really have a significant impact on brand awareness (Jalleh et al., 2002). Brands that are consistent in choosing events that fit their image can also strengthen brand recognition in the market, by building deeper relationships with relevant audiences.

As social media and other digital platforms evolve, the way we interact with events and brands is changing (Reichelt & Boller, 2016). Event marketing now relies on the physical presence of participants at the event, and how it can be shared and discussed online. Digital platforms allow brands to reach a wider audience, even those who are not physically present at the event. Social media became a key medium to extend the reach of the event, strengthen the connection between the brand and the audience, and create conversations that continue even after the event ends. By utilizing social media and digital-based content, events can continue to gain attention and increase brand awareness long after the event is over (Sousa e Silva et al., 2016).

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Although event marketing has proven to be effective in increasing brand awareness, many companies still struggle to select the right events and accurately measure their impact. One of the key issues is how to identify events that best suit the target audience and how they can create sufficient experiences to increase brand recognition (Donlan, 2014). Often, companies choose popular events without considering whether the audience in attendance matches their target market (Kotler, 2003). Event selection should be based on comprehensive data and research, not just on assumptions or market trends. The mismatch between event and audience can lead to inefficient spending without resulting in a significant increase in brand awareness.

While event marketing offers opportunities to build brand awareness, many companies still face difficulties in measuring the effectiveness of their events. Many companies only focus on basic metrics such as number of visitors, participation, or social media coverage as indicators of success. Measuring an event's impact on brand awareness requires more than just counting the number of attendees or participation rates. It involves measuring changes in the audience's perception of the brand, which is often subjective and difficult to quantify (Müller & Venter, 2007). Companies need to design a more effective and comprehensive measurement system in order to accurately assess the success of event marketing.

Another problem that companies often face is how to create an experience that is engaging for the audience, and relevant to the brand image they want to build. Many companies sometimes get caught up in trying to create spectacular events, but lose focus on the core of the brand they want to communicate to the audience (Allen, 2009). They allocate large budgets for entertainment elements, grand visuals, or celebrity guests, hoping to create widespread buzz. Events that focus too much on entertainment without conveying deep brand values may result in confusion of purpose and suboptimal impact on brand awareness (Schmitt, 1999).

It is important to observe the application of event marketing in building brand awareness because the right event can create an unforgettable experience for consumers, which can further strengthen their relationship with the brand. Brands that are able to utilize events as a means to convey their values and identity in an authentic and relevant way will have a greater chance of building long-term loyalty. This loyalty is reflected in repeat purchases and brand advocacy. A successful event will increase brand recognition and strengthen the emotional connection on which customer loyalty is based (Keller, 2008).

Along with the development of technology and social media, event marketing is increasingly becoming a vital tool in modern marketing strategies. Audiences are now more accessible through various digital platforms that allow them to share their experiences with others. Platforms like Instagram, TikTok and YouTube allow audiences to document and share their moments during events in real-time. It is important for companies to design events that attract participants at the venue, and can be shared widely online. The use of social media as a tool to extend the reach of the event can increase brand awareness in a more effective and efficient way.

This research aims to analyze how event organization or sponsorship can contribute to increasing brand awareness among target audiences, as well as explore effective ways to measure the impact of such events. This research is expected to provide companies with insights on how to design and select events that fit their marketing objectives as well as appropriate ways to assess the success of events in building brand awareness.

RESEARCH METHOD

The research method used in this study is a literature study, which refers to the collection, analysis, and synthesis of various literatures relevant to the topic of the effectiveness of event marketing in increasing brand awareness. This approach allows researchers to understand existing theories, concepts that have been applied, and results that have been obtained from previous research, which provides a clearer picture of the phenomenon being studied. Based on Creswell (2014), literature studies in social research are used to identify, evaluate, and summarize the results of previous research, the relevance of which can enrich understanding of a particular topic. In this case, the literature reviewed includes books, academic journals, conference articles, and other publications that discuss marketing theory, event marketing, and the impact of events on brand awareness.

The literature research also allowed the researcher to analyze the methodologies used by previous studies, as well as the results obtained in different contexts. As part of this approach, the researcher presents relevant findings and explores gaps in the existing literature and provides insights for further research. As stated by Hart (1998), a good literature review aims to provide a comprehensive overview of the topic under study, and to identify gaps or areas that require further research. This approach assists the researcher in building a solid theoretical foundation and provides direction for further development in the field of marketing and event marketing studies.

RESULT AND DISCUSSION

Marketing through event organization or sponsorship has become one of the most important elements in the modern business world. In the midst of rampant competition between brands and the development of information technology, brands must continue to innovate in their approach to effectively reach their target audience (Darmawan et al., 2019). One of the most successful ways is to create a memorable experience that touches the audience's emotions (Darmawan, 2018). When consumers are involved in an event, they are not just spectators, but also part of the story and values that the brand wants to convey. Unlike conventional advertising, events or sponsorships open up opportunities for brands to interact directly with consumers, thus building a more personalized and meaningful relationship (Close et al., 2006). Positive experiences that consumers have at an event will form positive associations with the brand, which play an important role in shaping perceptions and strengthening the brand's position in the minds of consumers. This strategy allows brands to forge deeper emotional bonds with audiences, something that is very difficult to achieve through mass media or traditional advertising (Cornwell, 2020).

One of the key strengths of event marketing and sponsorship is its ability to create engaging and memorable experiences for audiences. An event or sponsorship can create an immersive atmosphere, where the audience becomes observers, and actively involved in the event (Kelly et al., 2012). Through this direct engagement, consumers have the opportunity to get to know the brand's products, services and values in a more interactive way. This creates a great opportunity for brands to build positive associations and increase brand awareness in a market that is increasingly saturated with choices and information.

With the development of social media and digital platforms, event marketing and sponsorship now have a wider and more diverse reach. Virtual events, live streaming, webinars and hybrid experiences (a combination of physical and digital) allow consumers from different parts of the world to participate and interact with brands at the same time (Nilsson, 2020). These activities introduce brands to new audiences and deepen relationships with existing consumers. When brands succeed in creating consistent and meaningful experiences, they increase awareness, and build long-term loyalty and trust. As such, event organization and sponsorship are becoming one of the most important marketing strategies in this increasingly connected world (Donlan & Crowther, 2014). Brands can create an interconnected and impactful marketing ecosystem through this method.

Event organization or sponsorship as part of a marketing strategy has grown rapidly in recent decades as an effective method of increasing brand awareness among target audiences. Such activities can create hands-on experiences that strengthen the emotional connection between consumers and brands (Darmawan, 2019). Sponsorship and event marketing offer opportunities for brands to interact directly with audiences, allowing them to build positive associations in the minds of consumers. This strategy serves to introduce the brand to new audiences and deepen the audience's recognition of the values that the brand represents (Cornwell, 2020). Compared to traditional forms of advertising that are one-way and passive, event marketing and sponsorship are able to create a more immersive and memorable experience. In many cases, a well-planned event or sponsorship can provide a more memorable experience than traditional one-way forms of advertising.

The success of an event or sponsorship in raising brand awareness depends largely on the fit between the brand and the sponsored event. Brands that are relevant to a particular audience and event will be more easily understood and appreciated by consumers (Schmitt, 2012). A strong link between the brand and the event creates a clear association in the audience's mind, reinforces the message, and makes for a more memorable experience. For example, a sports brand that sponsors a sporting event or sports team will be more easily remembered and identified with the values conveyed by the event (Cornwell, 2020). Meanwhile, events that are irrelevant to the brand can leave consumers confused about the message, reducing the positive impact that the sponsorship could have had. This can reduce the positive impact of the sponsorship, and can even create a negative impression of the brand due to the obvious mismatch. The key to increasing brand awareness is to ensure that the brand and the event share similar values and an aligned audience.

Besides suitability, another important aspect of increasing brand awareness through event marketing is consistent communication during and after the event. Sponsors need to ensure that they are present during the event and maintain connected communication with the audience after the event ends (Getz & Page, 2019). This continued communication is crucial in building a long-term relationship with the audience and reminding them of the brand involved. The research by Meenaghan (2001) shows that the effectiveness of sponsorship can be strengthened if there is a follow-up that engages the audience in ongoing brand activities. In this case, social media and other communication channels play a very important role in reinforcing the messages already delivered during the event.

Measuring the effectiveness of an event or sponsorship in raising brand awareness is one of the major challenges in marketing. One way to measure this effectiveness is through surveys or interviews with the audience present at the event, to evaluate changes in their knowledge, perception and attitude towards the brand. Companies can collect data on changes in audience knowledge, perceptions and attitudes towards the brand before and after the event. Additionally, measurements can be made through analyzing web traffic, increased sales, or increased interaction on social media that can be tracked after the event or sponsorship takes place. It is important to remember that this measurement should be done thoroughly, paying attention to both the short-term results and the long-term impact on customer loyalty and the brand's position in the market (Carroll, 2018). While analysis immediately after the event provides useful insights, the long-term impact on customer loyalty and brand position in the market should also be taken into account.

In this regard, further research on the long-term influence of sponsorship on brand awareness is essential. Speed and Thompson (2000) mention that while many research studies show an increase in brand awareness after an event or sponsorship, a more significant impact occurs when brands actively engage audiences in the post-event experience. For example, consumers who feel more connected to the sponsored brand tend to remember the brand longer and even share their experience with others. This proves that an effective marketing strategy depends on the event itself and on how the brand manages the relationships built during the event (Gwinner & Eaton, 1999). Experiences that touch and actively engage the audience can create strong associations between the brand and the positive feelings built during the event, which in turn increases the likelihood that consumers will choose the brand again in the future.

The importance of effectiveness in measurement can also be seen from a cost perspective. Event marketing and sponsorship can require significant investment, and therefore, marketers must ensure that they get value for money. According to Meenaghan (2001), while sponsorship costs can be very high, if done correctly, event marketing can result in a greater increase in brand awareness compared to traditional forms of marketing. A proper understanding of how to measure the results of these sponsorships is key to ensuring that companies get an appropriate return on their investment. When an event or sponsorship is well designed and suited to the target audience, the impact on brand awareness can be huge, resulting in a more sustained and powerful increase in brand recognition.

Post-event evaluation should include broader data analysis, including observations on how the event affected different market segments. Different market segments may respond to an event or sponsorship in different ways, so it is important to understand how the brand was received across different audience groups. Cornwell (2020) points out that there are various factors, such as age, socio-economic status and interest in the product category, that affect how well audiences respond to sponsored brands. Measuring effectiveness should take these variations in response into account to provide a more comprehensive picture of the campaign's success. An understanding of the different audience segments and how they respond can help brands to customize their strategies, ensuring that the messages delivered truly match the characteristics and preferences of each group (Webster, 2014). More in-depth and segmented evaluations allow companies to identify areas for improvement and make more targeted and effective marketing decisions for future campaigns.

Measurement should also include influence on purchasing behavior. While brand awareness may increase after an event or sponsorship, a more relevant measurement is the extent to which the increase leads to the purchase of the sponsored product or service (Sirgy et al., 2008). Roy and Cornwell (2004) show that there is a positive relationship between brand awareness resulting from sponsorship and long-term purchase decisions. Without a direct impact on purchasing behavior, even a significant increase in brand awareness may not provide long-term value to the company. The effectiveness of event marketing can be measured by the increase in awareness, and by its contribution to increased sales. Companies can ascertain the effectiveness and contribution of event marketing to brand viability in this way.

It is important to note that it is the quality of the event or sponsorship that affects brand awareness, and the way the event is promoted. The success of the event depends on the fit of the brand with the event itself, and on the way the event is introduced to the audience. This is linked to the selection of the right communication channels and the appropriate timing of the messaging, which allows the brand to reach a wider audience. When there is harmony between the character of the event and the brand identity, the message conveyed will be more easily understood and accepted by the audience, thus increasing the likelihood of positive brand associations being formed. Without proper promotion, the event or sponsorship may not be effective in reaching a larger audience, which then affects the increase of brand awareness (Carroll, 2018).

It is important to remember that the effectiveness of event marketing and sponsorship is not a direct or instant result. The success of this strategy depends on the process of forming relationships between brands and consumers, which does not happen suddenly. Many brands benefit from event marketing in the long-term, with more significant increases in awareness seen after several months or even years. The positive experience that audiences have during an event can increase brand awareness quickly, but deeper impacts, such as changes in perception or increased loyalty, usually take time to develop consistently. Speed and Thompson (2000) point out that while brand awareness may increase immediately after an event, customer loyalty and deeper brand perceptions only build over time, especially if there is follow-up conducted after the event. Measuring the success of a sponsorship needs to encompass broader, long-term aspects.

To ensure the continued success of an event or sponsorship, it is important for marketers to continuously evaluate and adjust their approach. Every event organized should be thoroughly evaluated to understand its effectiveness in achieving marketing objectives, including increased brand awareness, audience engagement, as well as its impact on purchasing behavior. This evaluation serves not only as a performance measurement tool, but also as an important learning ground for future strategies. Adjustments in marketing strategy will help companies to stay relevant to their audience and ensure that event marketing can remain effective in raising brand awareness in the long-term. Audience preferences and behaviors are constantly evolving, along with changes in market trends, technology, and media consumption habits. Marketers must remain responsive to changes and adapt promotional tactics, communication channels, and experiences to align with target audience expectations.

CONCLUSION

Event organization and sponsorship have great potential in increasing brand awareness among target audiences, provided they are designed appropriately and in line with the brand's desired values. Direct engagement with the audience in relevant events can create strong brand associations, which will influence consumers' perception of the brand. In addition, the effectiveness of event marketing can be measured with reference to changes in consumer behavior, such as increased awareness, loyalty, and long-term interaction with the brand. Events and sponsorships should be executed with full attention to the long-term goals of the brand, as well as considering the aspect of continuous communication with the audience.

The implications of these findings suggest that companies need to allocate resources wisely in selecting events or sponsorships that suit their target audience. Allocation of budget, effort and time should be focused on activities that truly reflect the brand's value and have the potential to reach and engage the intended market segment. In order to obtain optimal results, companies should also ensure that there is a clear follow-up after the event to maintain the relationship that has been built. Without effective follow-up, the impact of the event can be short-lived and not contribute significantly to customer loyalty. Brands need to have a well-thought-out plan in measuring the outcome of the event or sponsorship and ensure that they focus on short-term awareness, and on building long-term relationships with consumers. This will strengthen brand positioning and lead to higher consumer loyalty.

It is suggested that companies not see events or sponsorships as a short-term promotional tool, but as an opportunity to build a deeper brand image. Well-designed and executed events can create immersive experiences that reinforce brand value and identity in the eyes of consumers. Careful post-event evaluation needs to be done to find out how effective the event was in achieving the set objectives. A thorough evaluation can be the basis for developing a strategy. It is important to use a variety of communication channels and platforms to extend the reach of the event and ensure that the message reaches a wider audience. Finally, companies need to consider the emotional aspects that can be built into the event, thereby increasing the audience's attachment to the brand.

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