

SUCCESS STORY

Festival Promotion Meets Activation



OCESA used AnyRoad to track who attended a particular festival, how attendees felt about the event, and sponsoring brands - **making it easier to sell sponsorships**. With the volume of festival attendees, WiFi can be unreliable, so they used AnyRoad Live for **in-person offline data capture** to collect demographics, capture marketing opt-ins, measure event satisfaction & affinity for sponsoring brands, and **identify the value the festival provided** to the sponsors.

Using AnyRoad's data collection, they were able to:



Register 7,802 festival attendees



Identify the value that the festival provided to fans



Gather 1,111 post-event feedback responses with 80% of them rating as promoters in their NPS responses



Evaluate the overall festival experience to identify its strengths and weaknesses

The Activation Goal

OCESA aimed to use events to:



Collect

OCESA wanted to collect demographic information that would help them sell sponsorships.



Capture

They looked to capture marketing opt-ins so they could retarget their attendees to drive further festival pass and ticket sales.



Measure

OCESA wanted to measure festival satisfaction with a post-event NPS survey and consumer affinity for sponsorship.

The AnyRoad Strategy

OCESA used AnyRoad to:



Collect consumer data, even offline.

WiFi was spotty in the festival field, so AnyRoad's offline feature allowed OCEA to ensure that they'd still be able to collect information and upload it to their account when they went back online.



Grow its marketable database.

AnyRoad supercharged OCEA's marketing efforts by collecting zero-party data instead of relying on limited visibility through third-party middlemen.



Find a new way to enrich data reports.

AnyRoad enriched OCEA's data reports to sponsors by adding experiential marketing KPIs to demonstrate the value brands get by sponsoring with OCEA's events.



AnyRoad helped us understand not just our festival goers but also **how sponsors can benefit** from partnering with us. Their on-the-ground support and expertise was first class, and really helped us execute.

OMAR AGUILERA, COMMERCIAL INTELLIGENCE MANAGER

TALK TO US

Make Every Experience Count

[Request a Demo](#)