

Industry/ Segment Focus

Geographic Region:	U.S. National
Industry Category:	CPG F&B
No. of Event Days:	6,050
No. of Respondents:	36,186
Median ROI	180%

Executive Summary

CPG Foods activations averaged 2,560 samples per event at \$5.12 cost per sample. Over half (56%) of consumers report an intent to make a future purchase and events tend to produce a positive return for brands (180% median ROI).

Reach Efficiency (Sampling)

by Event Size	Samples Per		Cost per Sample
	Hour	Event	
Lowest: < 382	19.5	113	\$7.36
Low: 382 to 3,432	183.8	809	\$10.16
Avg: 3,432 to 9,789	282.6	936	\$9.39
High: 9,789 to 44,071	530.5	4,440	\$3.71
Highest: 44,071+	409.6	4,432	\$3.01
Overall	53.8	2,560	\$5.12

\$2,415

Average Cost per Event Day

Reach Quality

Generation	Avg Age	Destination Events	Intercept Events
	Generation Z	18.4	4%
Millennials	29.8	47%	29%
Generation X	42.7	27%	28%
Baby Boomers	57.0	20%	35%
Silent Generation	72.9	1%	7%
Overall Avg. Age	44.1	39.0	45.9

Marketing Impact

	% Top-Box Measures	
	Purchase	Advocacy
Gender		
Female	58%	62%
Male	53%	58%
Age/ Generation		
Generation Z	61%	68%
Millennials	54%	58%
Generation X	57%	59%
Baby Boomers	58%	61%
Silent Generation	55%	62%
Parental Status		
Parents	55%	58%
Non-Parents	56%	59%
Activation Type		
Wet Sampling	56%	60%
Dry Sampling	54%	53%
Wet & Dry Sampling	59%	67%
Venue Type		
Destination Events	57%	61%
Intercept Events	56%	60%
Overall Impact	56%	60%

Reach and Impact Benchmark Trends

The average CPG – Foods event distributed roughly 54 samples per event hour (2,560 per event) at a cost of \$5.12 per sample (or \$2,415 per event).

Millennials were the most frequent demographic reached (average age 29.8) and were engaged nearly half of the time (47%) at Destination Events (versus 29% Intercept Events). Baby Boomers (average age 57.0) were more likely to be engaged at Intercept Events (35% versus 20% Destination Events).

Over half of consumers (56%) reported they 'Definitely Will' purchase the CPG food brand they sampled. Top box purchase intent was slightly higher among women (58% vs. 53% men) and those in Generation Z (61%). Consumers who participated in a Wet Sampling (60%) or Wet & Dry Sampling experience (59%) were more likely to report top box purchase intent when compared to consumers who participated in a Dry Sampling experience (54%). Purchase intent was equally strong at Destination (57%) and Intercept (56%) activations.

Return-on-Investment Benchmark Trends

Activations in the overall CPG foods category tend to generate positive return-on-investment (ROI).

Consumers typically convert at a rate between 27% and 43%, generating between \$13,670 and \$22,039 in incremental revenue per event. With a median cost per event day trending at just over \$9,000 this generates an overall ROI between 150% and 242%.

The lowest reported ROI did not produce a return at 24%. The median ROI was positive, trending at 180% and fell between the middle range of 109% and 299%. The highest reported return-on-investment for the CPG Foods category was 838%.

Return-on-Investment (ROI)

	Per Event Averages
Median Inter. per Event	1,693
Median Cost per Event	\$9,099
Consumer Conversion Est.	26.9% to 43.4%
Median Annual Value	\$29.98
Est. Daily ROI	150% to 242%

Actual Reported ROIs

Lowest Measure	24%
Lower Quartile	109%
Median	180%
Upper Quartile	299%
Highest Measure	838%