

BEcause launches tool to measure wider impact of experiential marketing

Brand Value Generator brings scientific approach to experiential planning

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SUMMARY

BEcause's new Brand Value Generator helps clients to predict both hard returns and softer measures by taking a scientific approach to the challenge of evaluating the wider impact of experiential marketing campaigns.

Brand experience agency BEcause has launched a new strategic planning tool, allowing clients to model and measure the full impact of their experiential campaigns on brand value for the first time.

BEcause's new Brand Value Generator (BVG) takes a scientific approach to the long-standing challenge of evaluating the wider impact of experiential marketing campaigns. Using multiple data fields, it helps clients predict both hard returns such as increased sales and numbers of buyers, as well as softer measures such as the word of mouth effect, social media buzz and brand love.

The tool works by inputting a range of known variables about the brand and its market performance, and calculating probable results using extensive historical data from over 800 campaigns (and insights gained from 50 million face to face brand conversations). The results are then benchmarked against industry averages.

During pre-campaign planning, the Brand Value Generator is used to compare different strategic approaches, and determine the optimal campaign structure. During and after the campaign, the tool allows brands to measure effectiveness against expectations and industry averages.

Joss Davidge, Director of the Unexpected at BEcause, comments:

“Measuring the full impact of experiential marketing campaigns has traditionally been seen as an inexact science. Our Brand Value Generator tool gives brands a far more robust and scientific way to plan and predict the overall success of their experiential campaigns – from hard financial returns to the softer benefits of this influential marketing medium.”

BEcause worked closely with a third party strategic brand consultancy in developing its new tool. The launch of the tool comes following the unveiling of BEcause's **new brand positioning** and **website** last month.



RELEVANT LINKS

 BEcause Brand Experience

<http://www.becausexm.com>

QUOTES

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— Joss Davidge, Director of the Unexpected, BEcause

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ABOUT BECAUSE BRAND EXPERIENCE

BEcause is a live brand experience agency, dedicated to enhancing Brand Love.

We create meaningful, memorable and magical live brand experiences, designed to drive consumer desire, loyalty and advocacy.

We combine smart thinking, inspired ideas and passionate delivery to create magical live moments.

Using relevant digital, mobile and social technologies, we help brands nurture Brand Love by extending face-to-face

conversations into long-lasting relationships.

We work with FMCG brands and public sector bodies, across all kinds of live, retail and leisure environments, from the UK to Australia.

Our philosophy is simple: BE Live. BE Loved.

[Contact us today](#) to find out how live brand experience could enhance love for your brand.



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