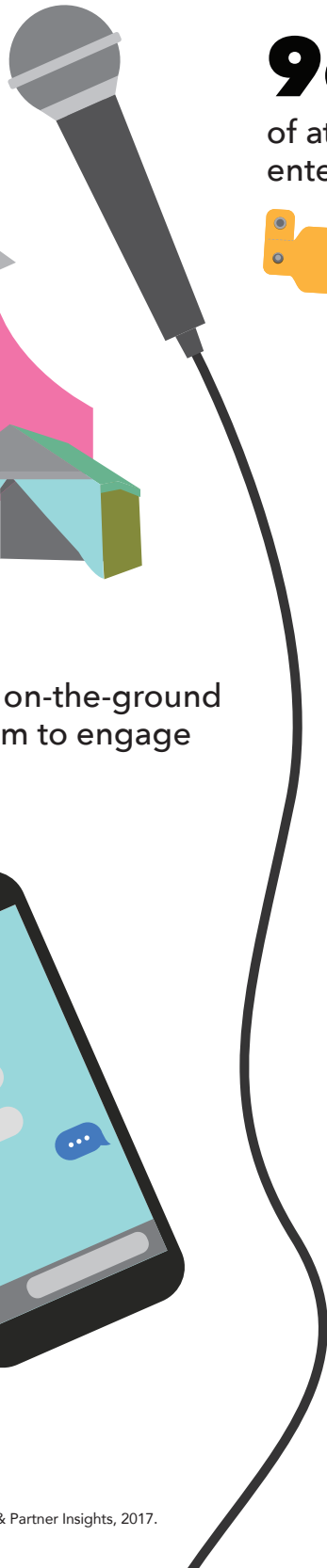




# Clusterfest: How Experiential Marketing Drives Engagement

Consumers are investing in experiences because they want to be part of something tactile and memorable. With that in mind, Colossal Clusterfest 2017 was created to give audiences a way to engage with the Comedy Central brand.



## 92%

of attendees agreed that on-the-ground activations were a platform to engage with brands.<sup>2</sup>

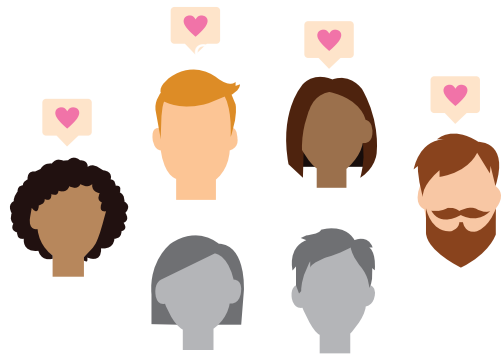


## 3 IN 4

attendees recalled at least one brand sponsor.<sup>4</sup>

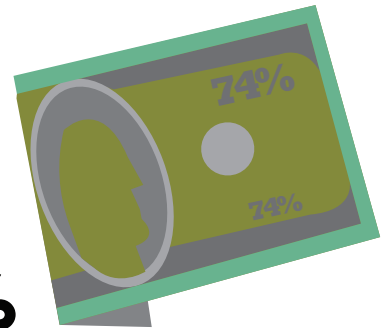
## 96%

of attendees rated the quality of entertainment as good or excellent.<sup>1</sup>



## MORE 1 THAN 2

of attendees said brand sponsors enhanced the festival experience.<sup>3</sup>



## 74%

of consumers say a branded experience makes them more likely to buy the products being promoted.<sup>5</sup>

<sup>1-4</sup> Colossal Clusterfest Post-Experience Survey, Viacom Marketing & Partner Insights, 2017.

<sup>5</sup> EventTrack 2015 Consumer Survey Report.