

GRADIENT SELF-ASSESSMENT

This worksheet helps brand marketers plan, execute, and evaluate experiential marketing campaigns using the IMPACT framework. It offers a clear approach to creating experiences that connect with audiences and boost brand engagement

- I. Integrated
- M. Measurable
- P. Participatory
- A. Affective
- C. Community Building
- T. True-to-brand

I - Integrated

Effective experiential marketing is omnichannel and deliberately connected to a brand's broader marketing and sales efforts. Identify where your brand experience intersects with mediums beyond events.

Questions to ask yourself and/or your team:

How many channels are involved? Is this concept leveraged in socials, in advertising, in retail, in CRM?

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How scalable is the idea across different formats? Can this concept come to life in small and large?

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What content (curated and UGC) can be generated?

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What media (earned and paid) can be leveraged?

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How does this connect with the brand story, strategy, and calendar?

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LIGHT

MEDIUM

STRONG

M - Measurable

Experiential marketing must be measurable to be meaningful. Marketers must be proactive, thorough, and innovative when creating KPIs and connecting reporting tools. Specificity and scruples are essential for marketers to effectively assess (and amplify) value and make informed future decisions.

Questions to ask:

What is your primary business objective, and will this initiative impact it?

Are your key performance indicators (KPIs) clear and measurable?

Does technology enhance measurability?

Will captured data create future value?

LIGHT

MEDIUM

STRONG

P - Participatory

Experiential marketing is about *storyliving*. It is a two-way interaction, not one-way messaging. Activations should be interactive, immersive, and shareable.

Questions to ask:

How much is the experience personalized?

How much do consumer decisions impact the experience?

Is there two-way communication during the experience?

How much will the experience inspire create and share content

A - Affective

Hearts move minds. An effectively designed experience will resonate with consumers personally and sensorially.

Questions to ask:

How specific are you on the feelings you want your target audience to feel?

Will the activation trigger the right emotions?

How likely are they to remember this experience in 2 months from now?

How clear is your plan on the content that can be created from the activation?

LIGHT

MEDIUM

STRONG

C - Community-Building

Experiential marketing should foster group interactions to energize the shared nature of the moment. An activation should always create, strengthen, leverage, or grow a community. This emphasis creates shared memories, builds culture, and enhances the personal experience.

Questions to ask:

How much group participation will this experience encourage?

Are target cultures, subcultures, or fandoms engaging with this experience?

Will online communities be able to connect to this experience?

Will this activation encourage attendees to interact with one another?

T - True-to-brand

When connecting directly with consumers through experiential marketing, a brand must find a unique, honest expression consistent across touchpoints and iterations. Mimicry and insincerity are easily detected, but authenticity and personality can create invaluable connections.

Questions to ask:

Could your main competitor have created this experience?

How present, aesthetically and physically, are your brand codes?

How present are your brand values? (Rate from 1 to 5)?

Will this activation feel authentic to your target audience?

Review your answers above and evaluate which sections are “light”. Focus your team’s efforts on that portion to maximize your activation IMPACT.

For any portion of your IMPACT scoring that is ranking lighter, cheat sheets to spur your thinking are available for download in the [IMPACT Hub](#).

LIGHT

MEDIUM

STRONG