

ENIGMA INDEPENDENT EVENT AUDITS
Unbiased Intelligence for Senior Marketers

2017 LOLLAPALOOZA
Chicago, Illinois

August 3-6, 2017



enigma
research



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Most popular artists

- 1 Chance the Rapper
- 2 The Killers
- 3 Cage the Elephant

Top “pre-drinking” beverages

- 1 Bottled water
- 2 Liquor or spirits
- 3 Coffee or coffee drinks

Most popular feature attractions visited

- 1 Free water stations
- 2 Chow Town food areas
- 3 Lolla Shops

Top beverages purchased on-site

- 1 Beer
- 2 Wine or wine coolers
- 3 Bottled water

Most visited brand activations

- 1 Twix Funhouse
- 2 Bud Light
- 3 Tito’s Handmade Vodka

Top preferred brands of attendees

- Wireless provider: AT&T
- Bank: J.P. Morgan Chase
- Airline: American Airlines and Southwest Airlines

Most appreciated brand activations

- 1 Chipotle Mexican Grill
- 2 Pepsi Zero Chill House
- 3 Cupcake Vineyards

Tourism and economic impact

- Percentage non-local: 25%
- Estimated hotel room nights: 13,900
- Estimated economic impact of attendees: \$24.3M

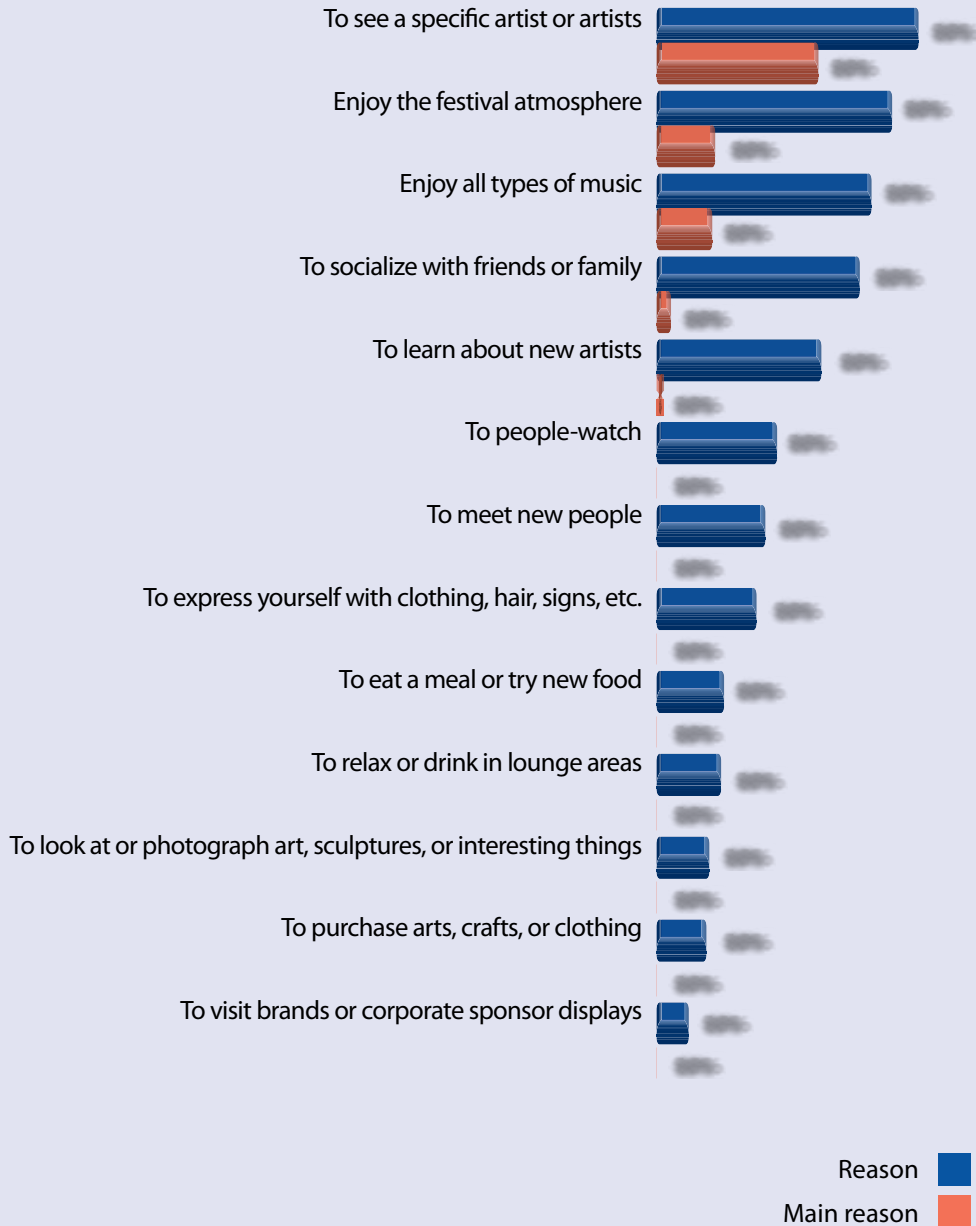
Most recalled sponsors

- 1 Bud Light
- 2 Pepsi
- 3 Tito’s Handmade Vodka

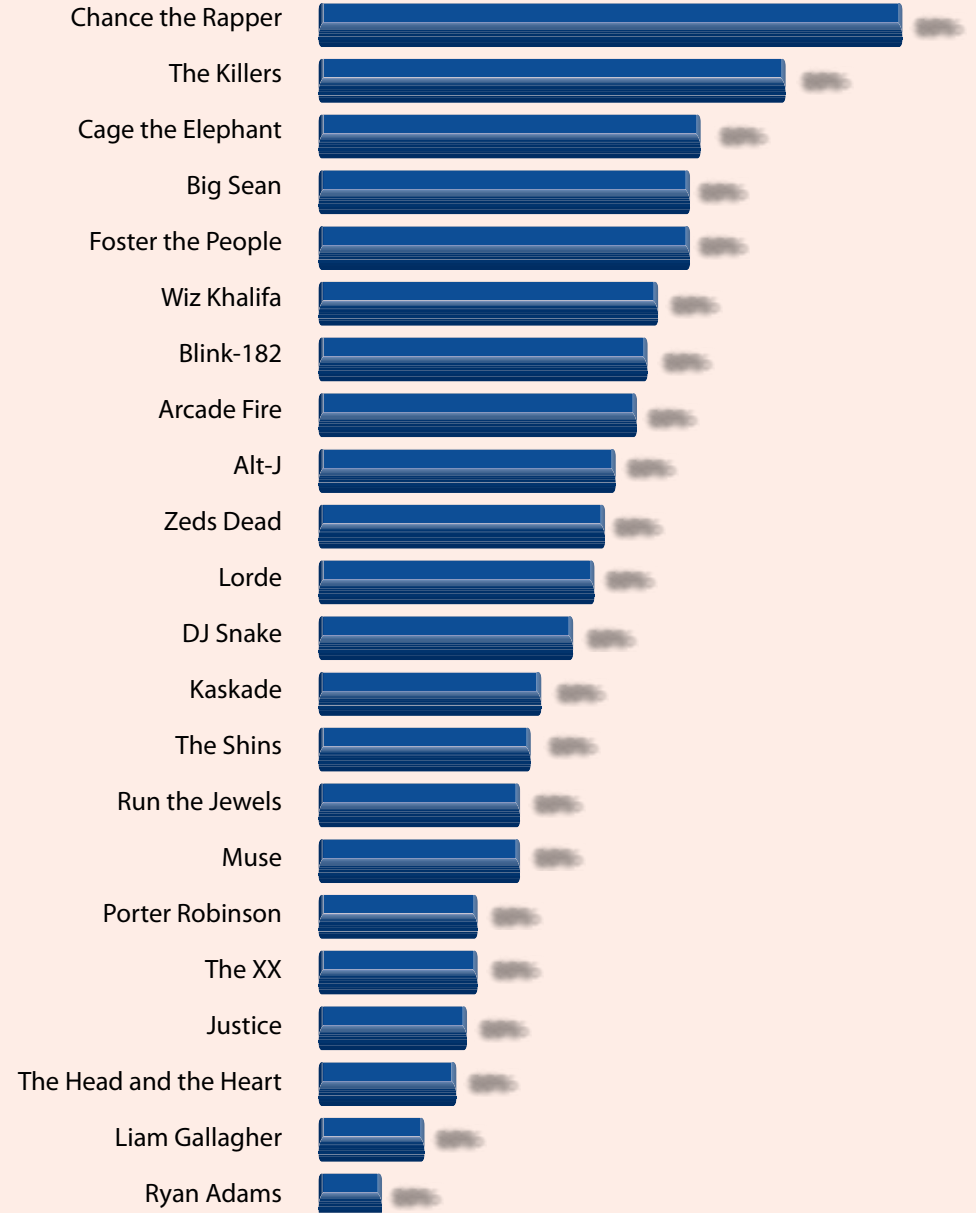
Best attendee comments

- “Great event with an amazing view to complement the experience.”
- “Bring back Cottonelle. They gave us panchos and wipes. Very useful.”
- “Toyota Music Den was #1.”

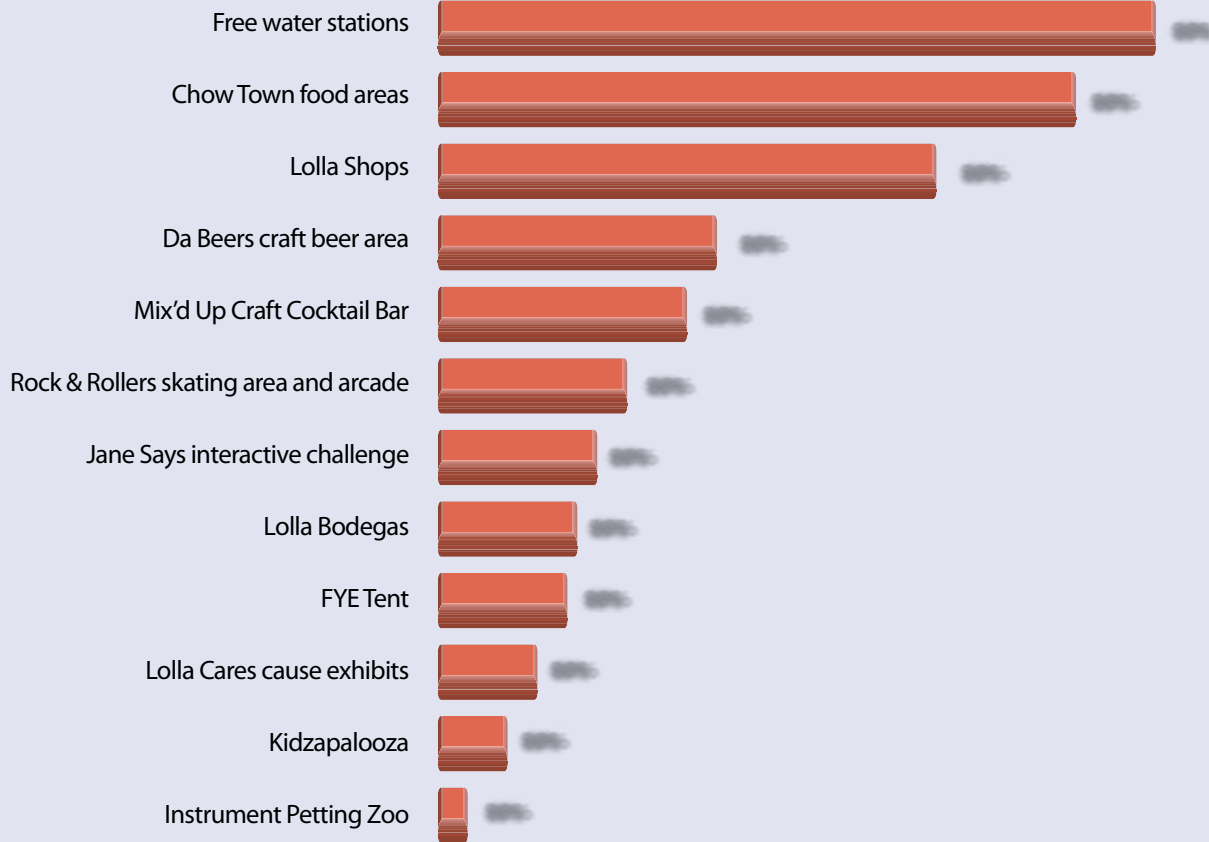
Reasons for attending Lollapalooza (aided)



Artists and performers experienced



Feature attractions visited



Event ratings

■ excellent
 ■ good
 ■ fair
 ■ poor



Quality of entertainment



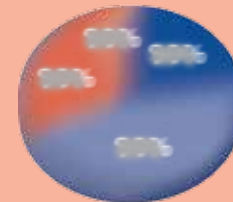
Variety of entertainment



Variety of food and beverage



Quality of food and beverage



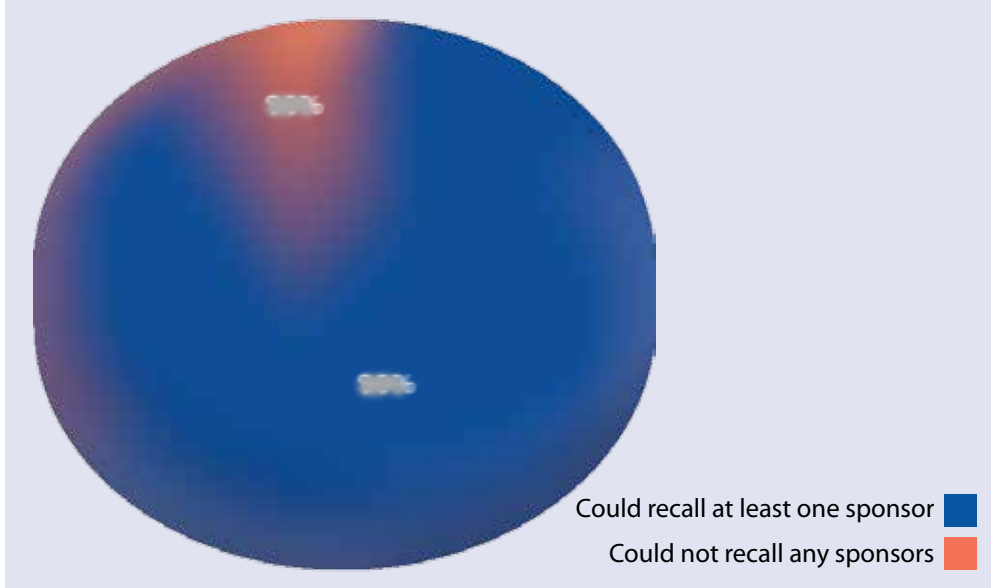
Value for admission price



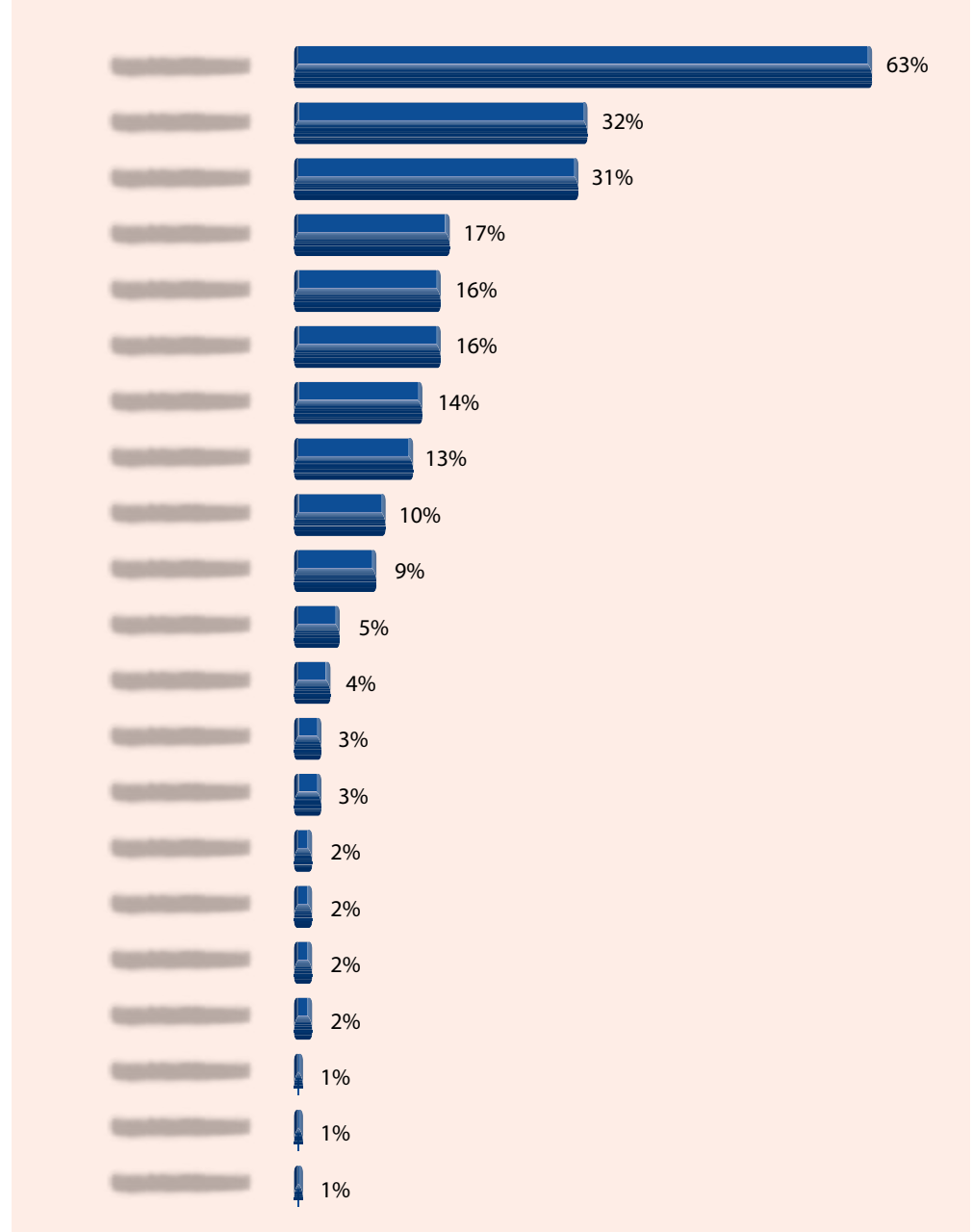
Cleanliness

Sponsor Recall and Appreciation

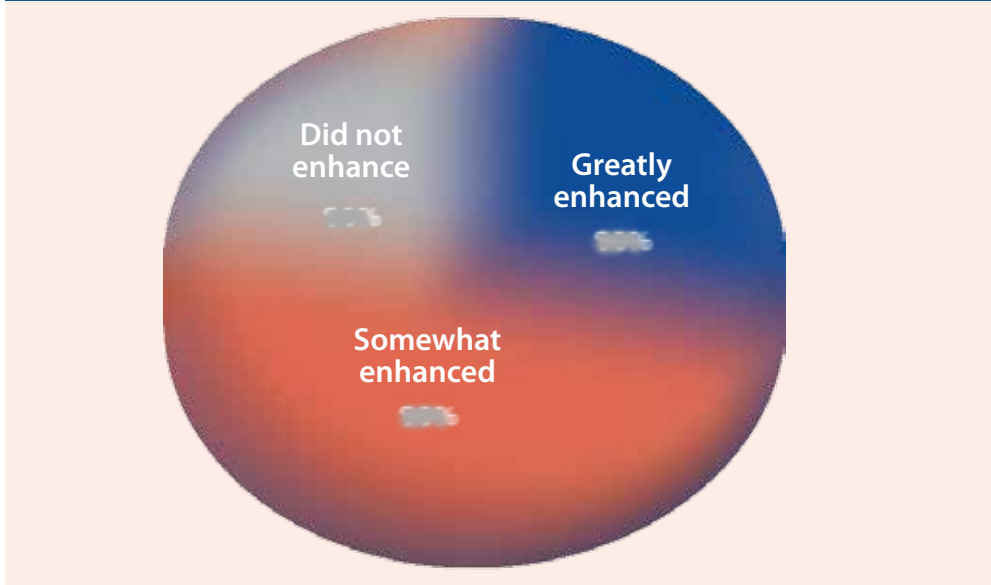
Sponsor recall



Sponsor recall (top 3 unaided among those who could recall sponsors)



Extent to which brands and corporate sponsors enhanced experience



Activation Evaluations



Twix Funhouse

1



Bud Light

2



Tito's Handmade Vodka

3



PARTICIPATION RANKING

ENHANCEMENT RANKING

PARTICIPATION

Entered exhibit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saw from outside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did not see	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ACTIONS TAKEN (among those who entered)

Watched others pose on camera	<input type="checkbox"/>	Relaxed in lounge areas	<input type="checkbox"/>	Purchased cocktail featuring Tito's vodka	<input type="checkbox"/>
Posed on video camera	<input type="checkbox"/>	Purchased Bud Light	<input type="checkbox"/>	Took photo with #LOVETITO'S sign	<input type="checkbox"/>
Received complimentary Twix candy	<input type="checkbox"/>	Took photos with giant signs	<input type="checkbox"/>	Purchased other beverage	<input type="checkbox"/>
Received Twix merchandise	<input type="checkbox"/>	Played bag toss or lawn games	<input type="checkbox"/>	Signed name on #LOVETITO'S sign	<input type="checkbox"/>
		Received Bud Light merchandise	<input type="checkbox"/>	Posted photo to donate \$1 to Veteran entrepreneurs	<input type="checkbox"/>
		Visited neon sign art exhibit	<input type="checkbox"/>		
		Purchased other beverage	<input type="checkbox"/>		
		Used phone charging station	<input type="checkbox"/>		

EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)

Greatly enhanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Somewhat enhanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did not enhance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE EVENT (among those who entered)

All who entered	<input type="checkbox"/>	Bud or Bud Light preferred brand	<input type="checkbox"/>	Tito's preferred brand	<input type="checkbox"/>
		Other preferred brand	<input type="checkbox"/>	Other preferred brand	<input type="checkbox"/>

Activation Evaluations



Toyota

4



Jack Daniel's

5



State Farm #HERETOHELP

6



PARTICIPATION RANKING

ENHANCEMENT RANKING

PARTICIPATION

Entered exhibit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saw from outside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did not see	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ACTIONS TAKEN (among those who entered)

Received branded merchandise	<input type="checkbox"/>	Relaxed on Adirondack chairs	<input type="checkbox"/>	Used charging stations	<input type="checkbox"/>
Watched Music Den performance	<input type="checkbox"/>	Purchased cocktail featuring Jack Daniel's	<input type="checkbox"/>	Received branded merchandise	<input type="checkbox"/>
Received custom bag	<input type="checkbox"/>	Purchased other beverage	<input type="checkbox"/>	Relaxed with friends or family	<input type="checkbox"/>
Looked at StarLite (Lite Brite) Prius	<input type="checkbox"/>	Played bag toss game	<input type="checkbox"/>	Learned about State Farm causes	<input type="checkbox"/>
Received complimentary face paint or make-up	<input type="checkbox"/>	Tried Jack Daniel's VR experience	<input type="checkbox"/>	Used tablets to scan posters	<input type="checkbox"/>
Experienced Cosmic Camry Planet VR	<input type="checkbox"/>			Watched stage performance	<input type="checkbox"/>
Added image to photo mosaic	<input type="checkbox"/>			Used lockers	<input type="checkbox"/>
Experienced Message in a Donut Corolla	<input type="checkbox"/>			Received bandage or emergency supplies	<input type="checkbox"/>

EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)

Greatly enhanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Somewhat enhanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did not enhance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE EVENT (among those who entered)

Toyota/Lexus owners	<input type="checkbox"/>	Jack Daniel's preferred brand	<input type="checkbox"/>	All who entered	<input type="checkbox"/>
Non-owners	<input type="checkbox"/>	Other preferred brand	<input type="checkbox"/>		

Activation Evaluations



Cupcake Vineyards



Maestro Dobel Tequila



Godiva Summer Treats Truck



PARTICIPATION RANKING

7

8

9

ENHANCEMENT RANKING

8

8

8

PARTICIPATION

Entered exhibit	██████████	██████████	██████████
Saw from outside	██████████	██████████	██████████
Did not see	██████████	██████████	██████████

ACTIONS TAKEN (among those who entered)

Purchased wine	██████████	Purchased cocktail featuring Dobel tequila	██████████	Played drop game to receive gift	██████████
Purchased Cupcake Poptail	██████████	Purchased other beverage	██████████	Purchased Godiva treats	██████████
Relaxed with friends or family	██████████	Relaxed on retro lawn chairs	██████████	Used photo kiosk	██████████
Received branded Cupcake merchandise	██████████	Watched or used artist paint exhibit	██████████	Used charging station	██████████
Took photo with giant bottle	██████████			Played bag toss game	██████████
Played bag toss or lawn games	██████████				
Purchased other beverage	██████████				

EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)

Greatly enhanced	██████████	██████████	██████████
Somewhat enhanced	██████████	██████████	██████████
Did not enhance	██████████	██████████	██████████

MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE EVENT (among those who entered)

Liquor drinkers	██████████	Liquor drinkers	██████████	All who entered	██████████
All who entered	██████████	All who entered	██████████		

Activation Evaluations



Red Bull Slushy Bar

10



Chipotle Mexican Grill

11



Pepsi Zero Chill House

12



PARTICIPATION RANKING

ENHANCEMENT RANKING

PARTICIPATION

Entered exhibit	██████████	██████████	██████████
Saw from outside	██████████	██████████	██████████
Did not see	██████████	██████████	██████████

ACTIONS TAKEN (among those who entered)

Purchased Red Bull on own	██████████	Purchased burrito	██████████	Received complimentary Pepsi Zero can	██████████
Purchased Red Bull Slushy	██████████	Purchased other food or beverage	██████████	Experienced foam pit	██████████
Purchased Red Bull drink	██████████	Took photo with #LIFEISBURRITOFUL sign	██████████	Received photo or video via email	██████████
Purchased water	██████████	Used wristband post-festival for in-store promotion	██████████	Received other Pepsi merchandise	██████████
				Received tattoo	██████████

EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)

Greatly enhanced	██████████	██████████	██████████
Somewhat enhanced	██████████	██████████	██████████
Did not enhance	██████████	██████████	██████████

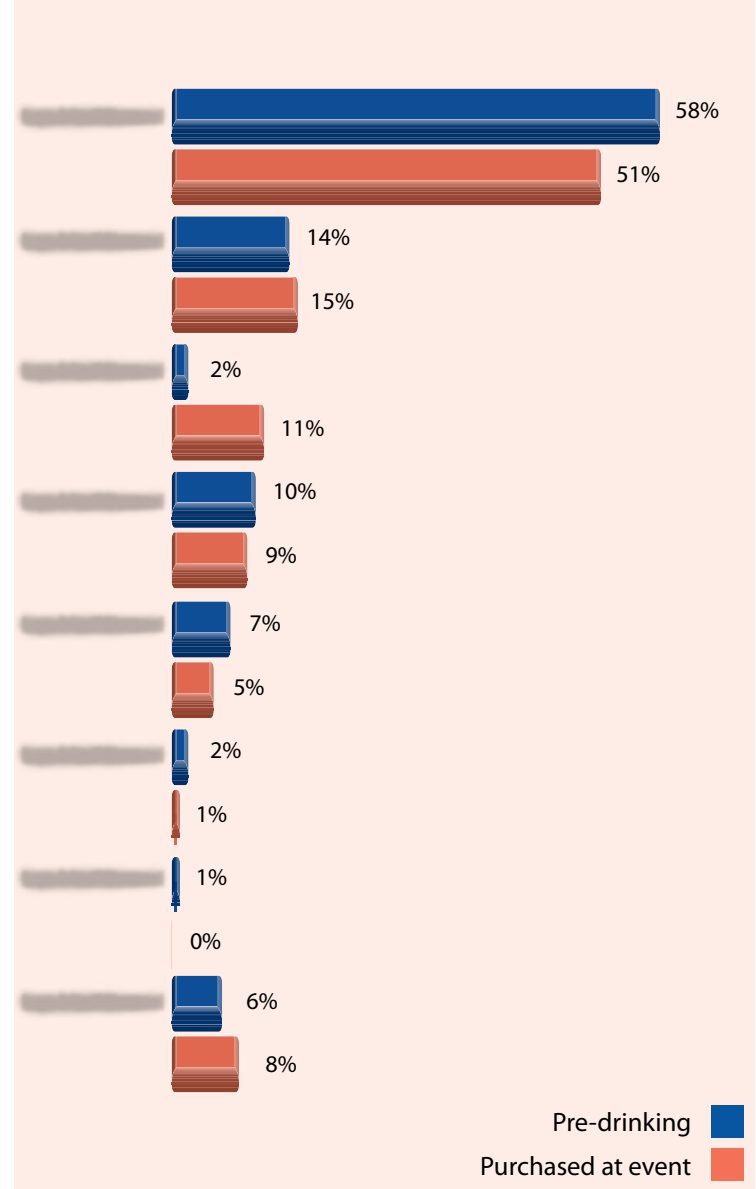
MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE EVENT (among those who entered)

Red Bull preferred brand	██████████	Fast food consumers	██████████	Pepsi preferred brand	██████████
Other preferred brand	██████████	All who entered	██████████	Other preferred brand	██████████

Beverage Consumption

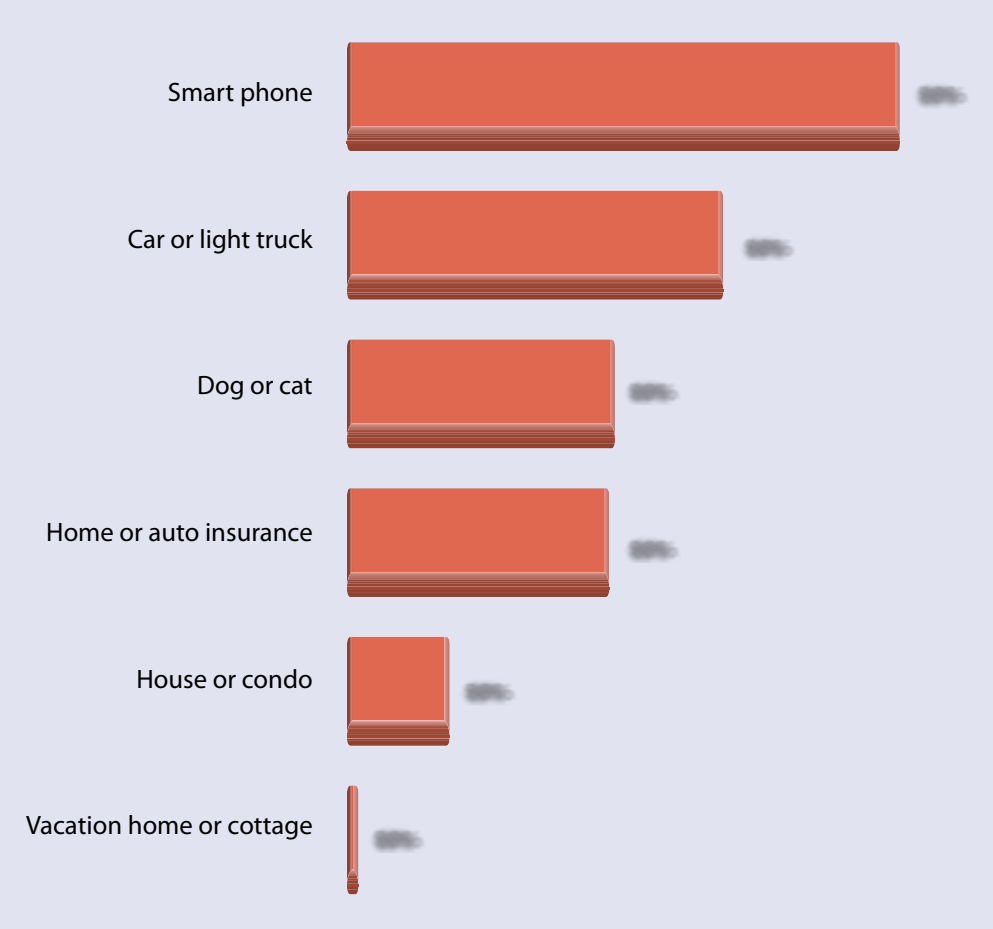
Beverages consumed on-site	Pre-drinking		Purchased at event	
	Percentage consumed	Average daily consumption at event (among consumers)	Percentage consumed	Average daily consumption at event (among consumers)
Free water from stations				
Beer				
Wine or wine coolers				
Bottled water				
Liquor or spirits				
Soda				
Energy drinks				
Coffee or coffee drinks				
Juice				
Other beverages				

Type of liquor or spirits consumed most (among those who consumed liquor or spirits)

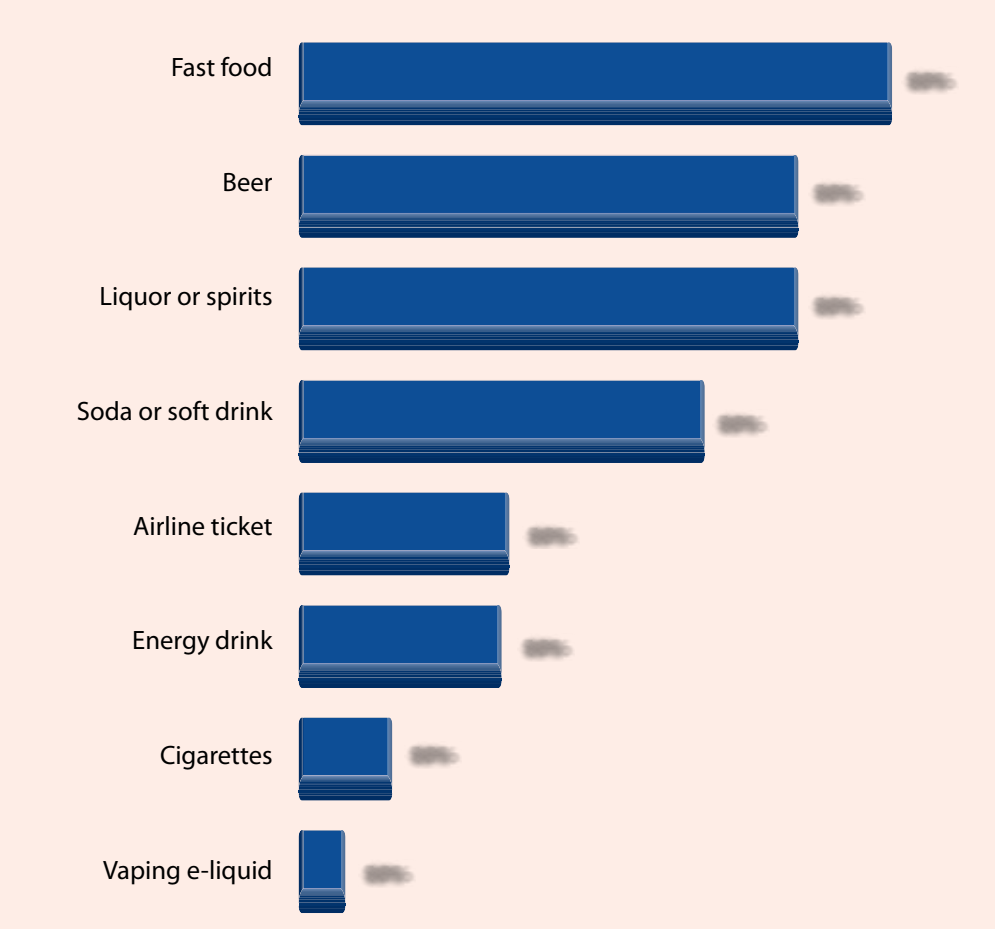


Product Ownership and Use

Product ownership



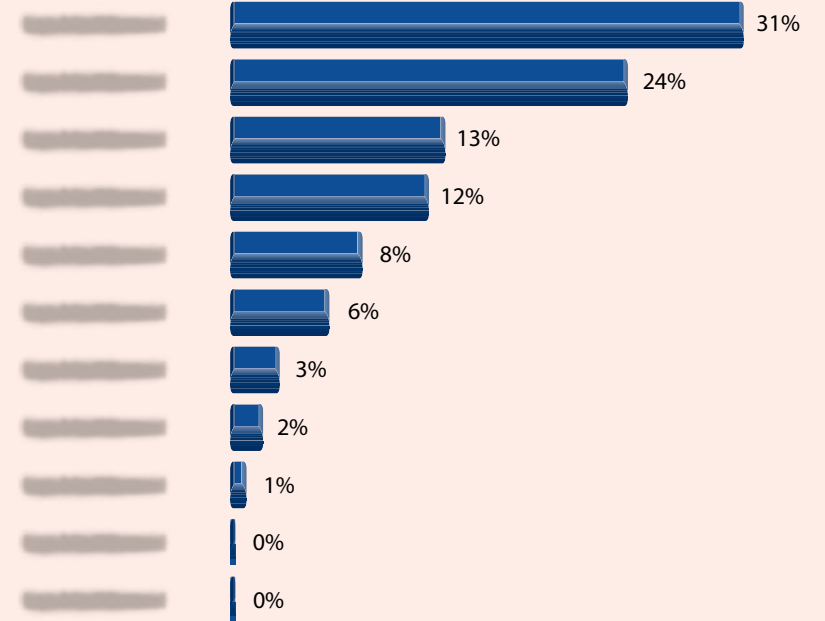
Products purchasing within next 30 days



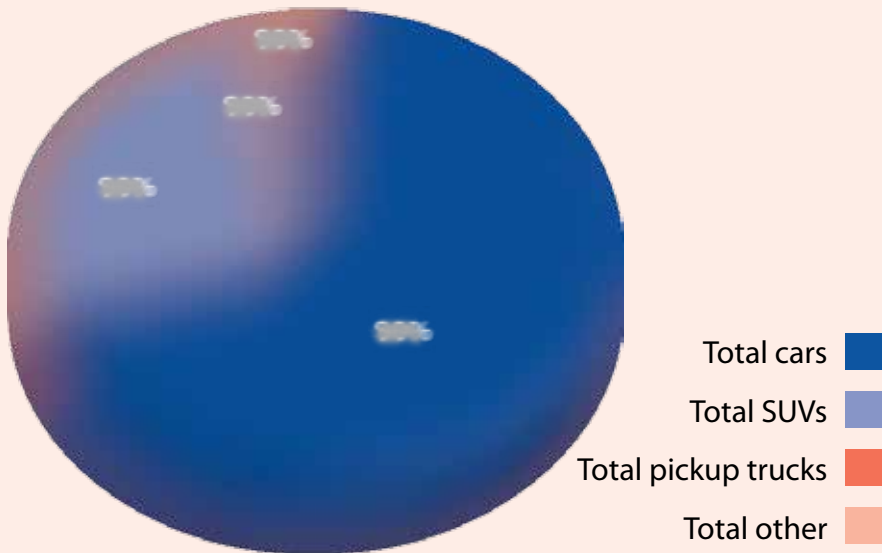
Vehicle ownership



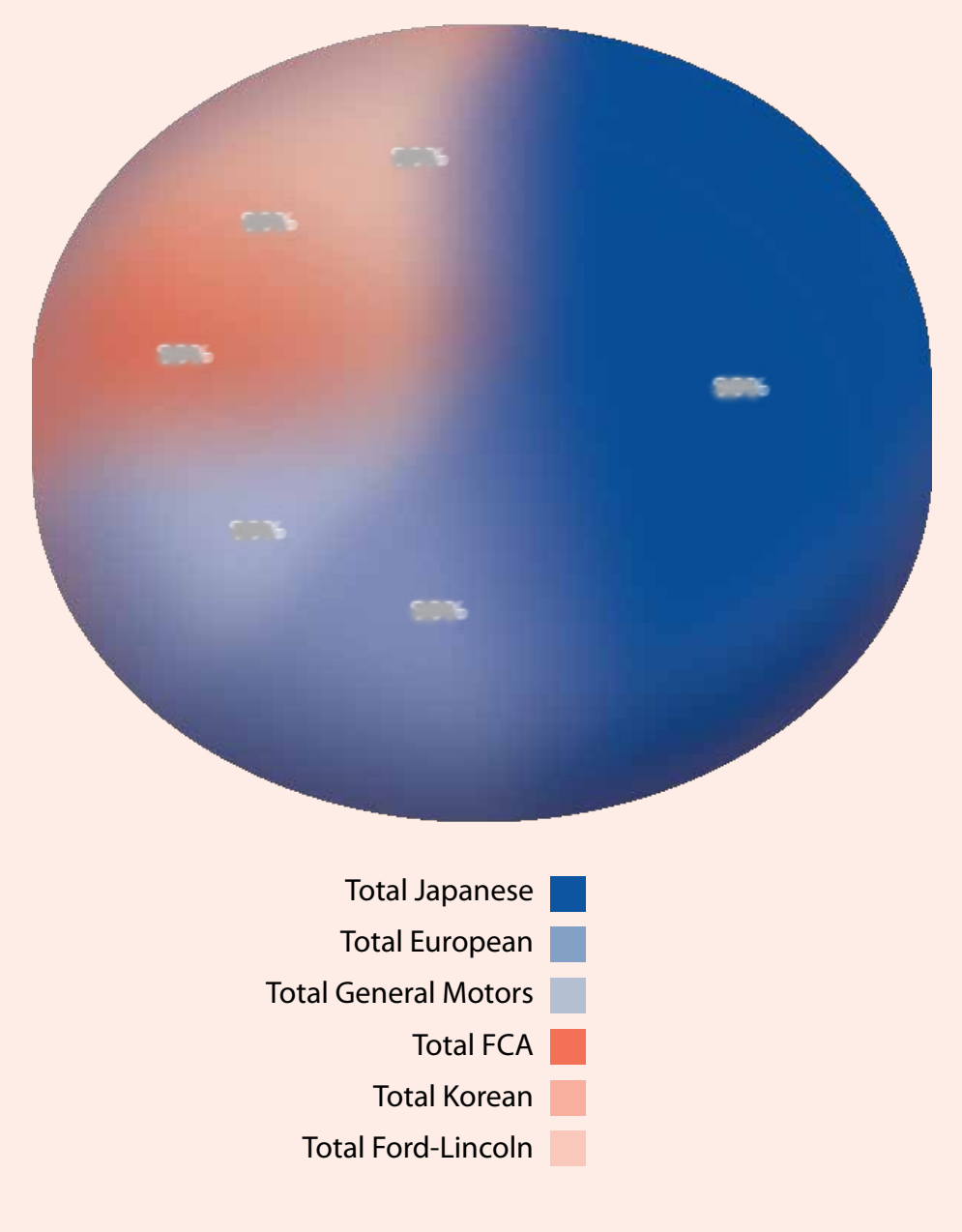
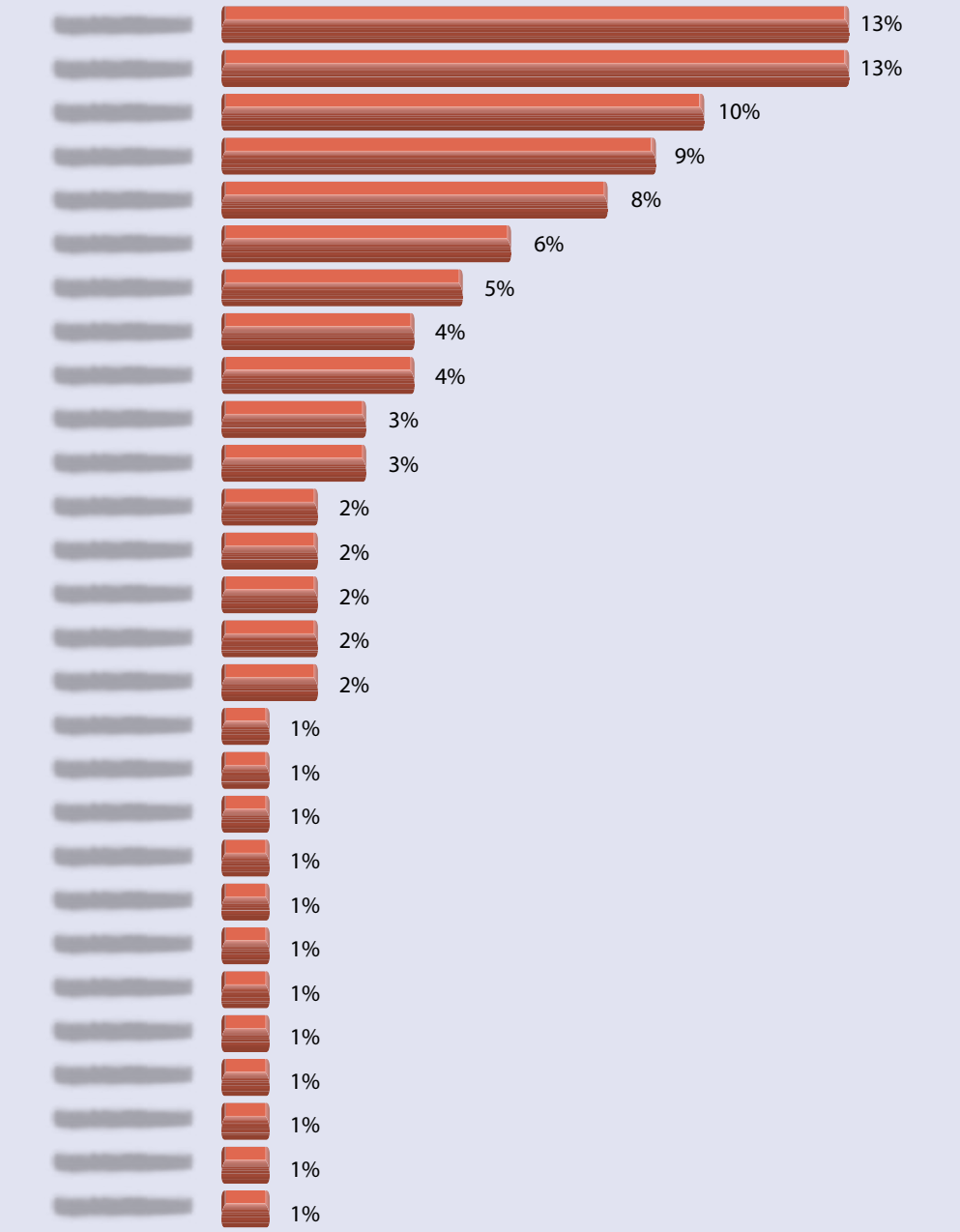
Type of vehicle driven (among owners)



Total vehicles

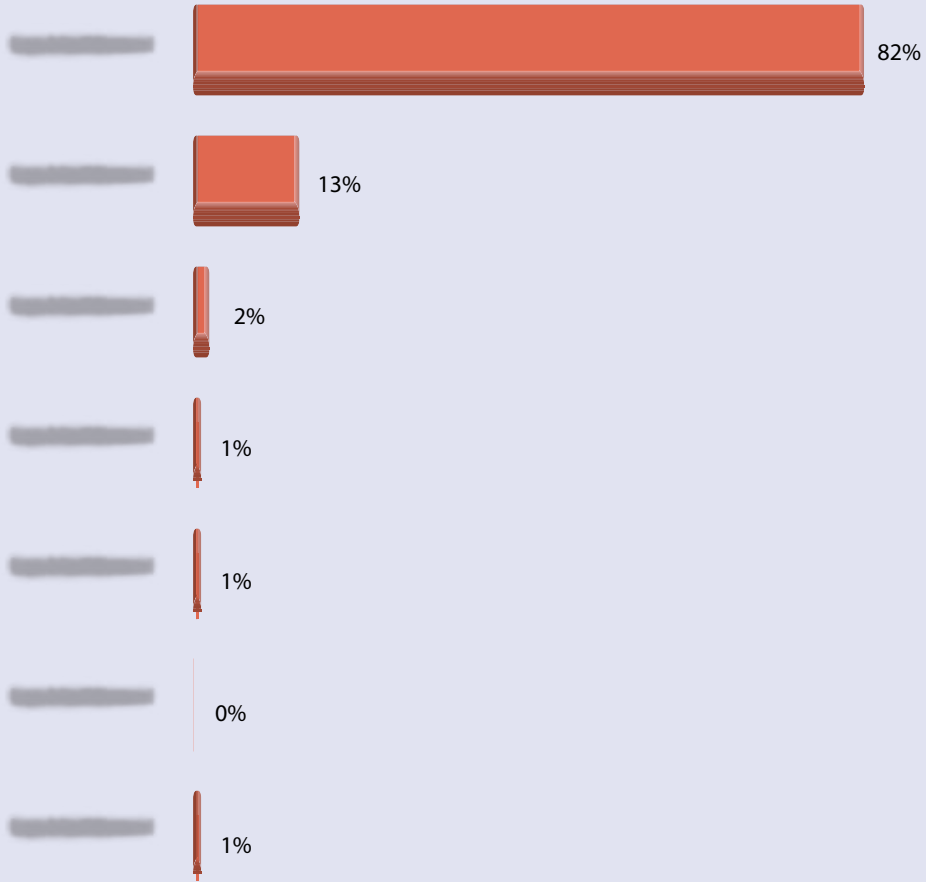


Brand of Vehicle Driven (among owners)

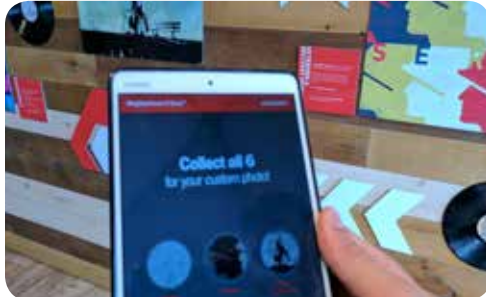
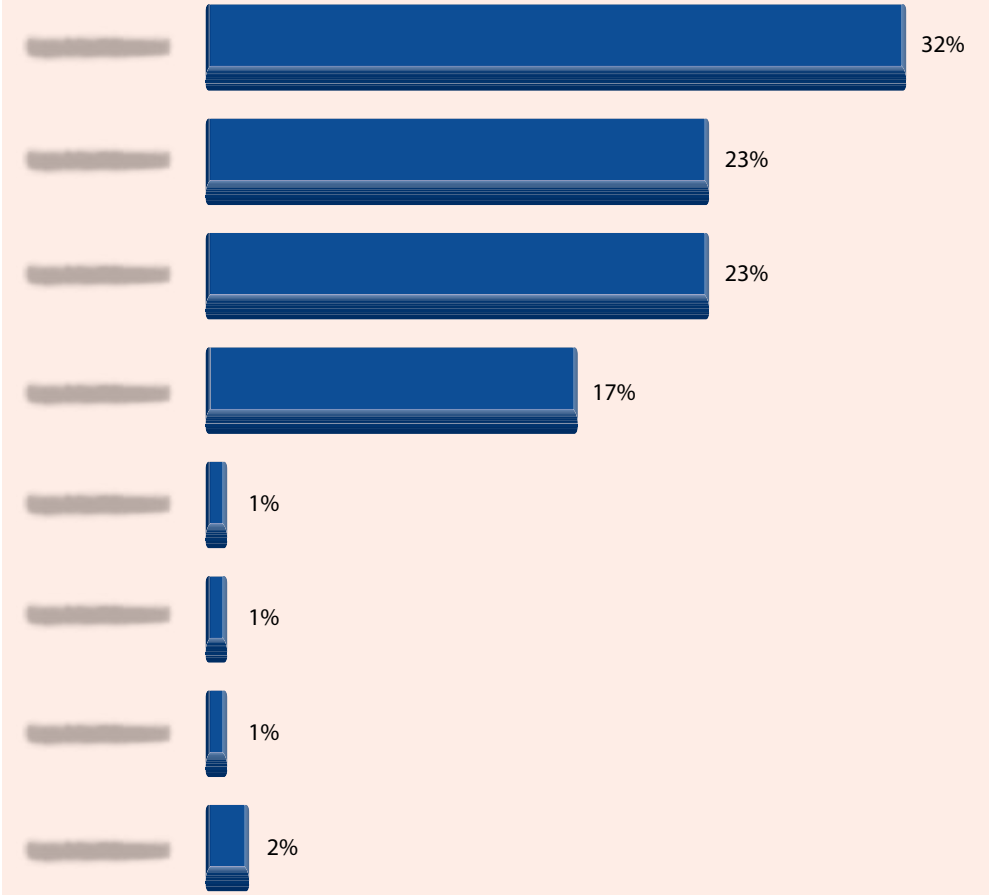


Telecommunications Brand Preferences

Smart phone or tablet used most often (among owners)

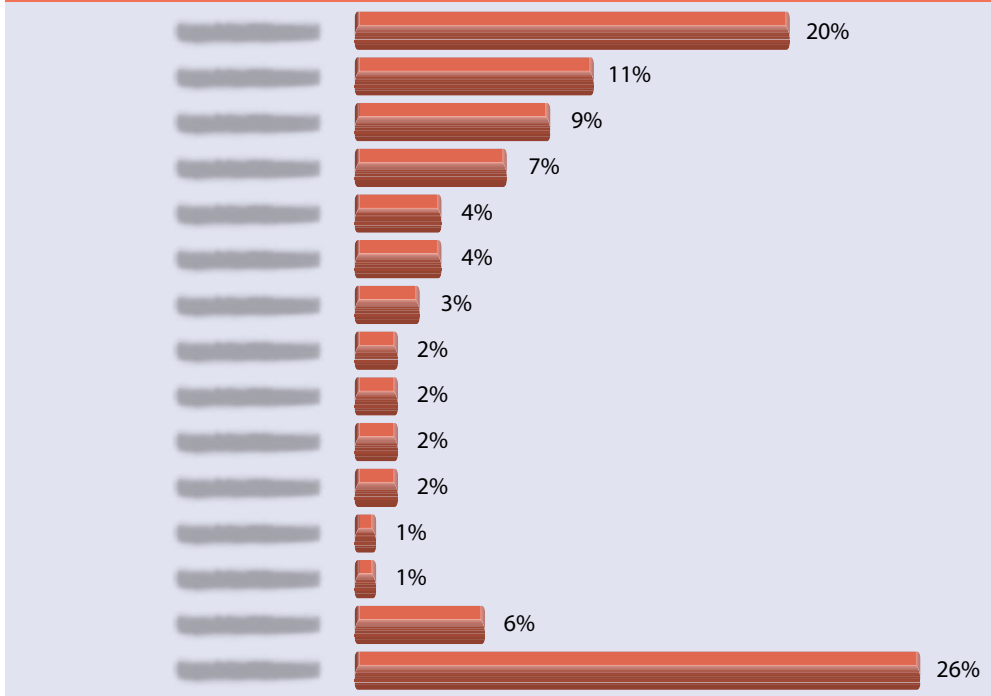


Wireless service provider (among users)

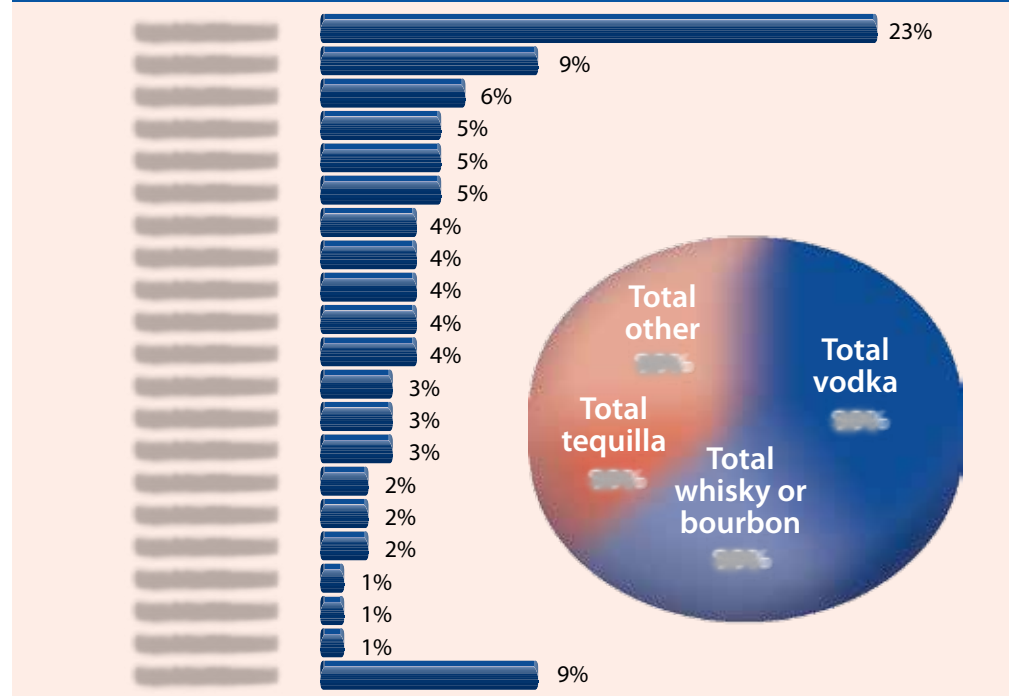


Beverage Brand Preferences

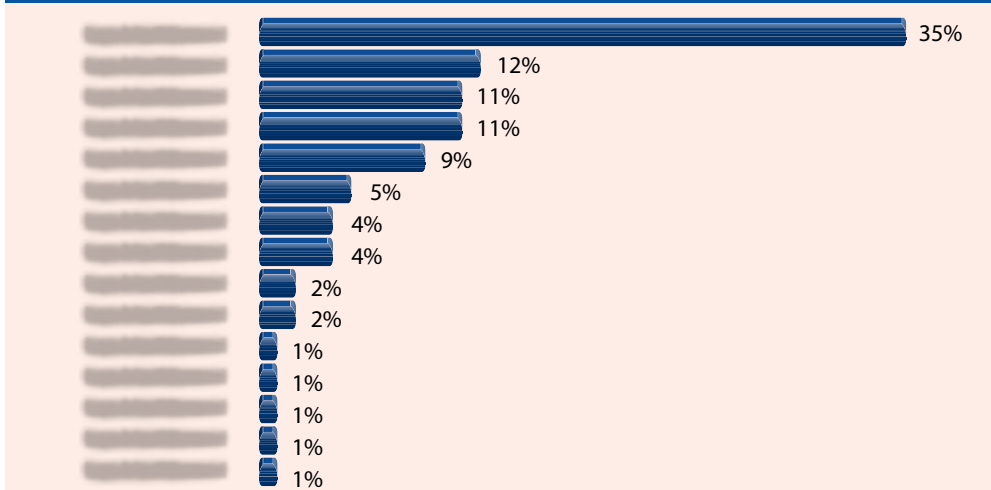
Beer brand drink most often (among beer drinkers)



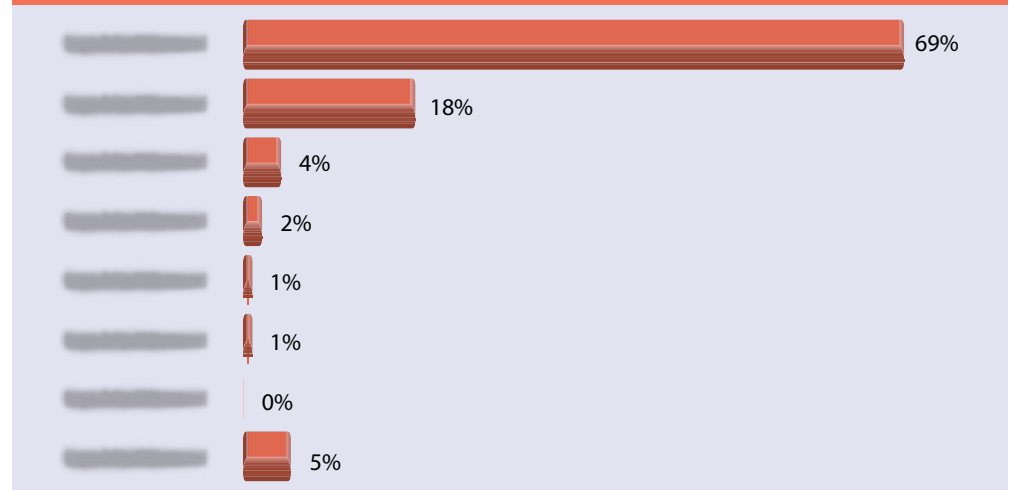
Preferred liquor or spirits brand (among liquor drinkers)



Soda brand drink most often (among soda drinkers)

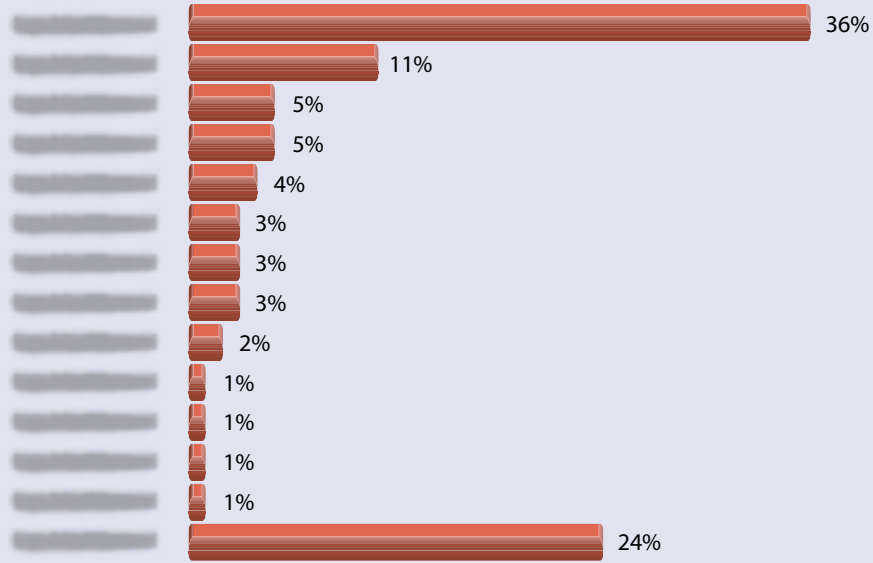


Preferred energy drink brand (among energy drink consumers)

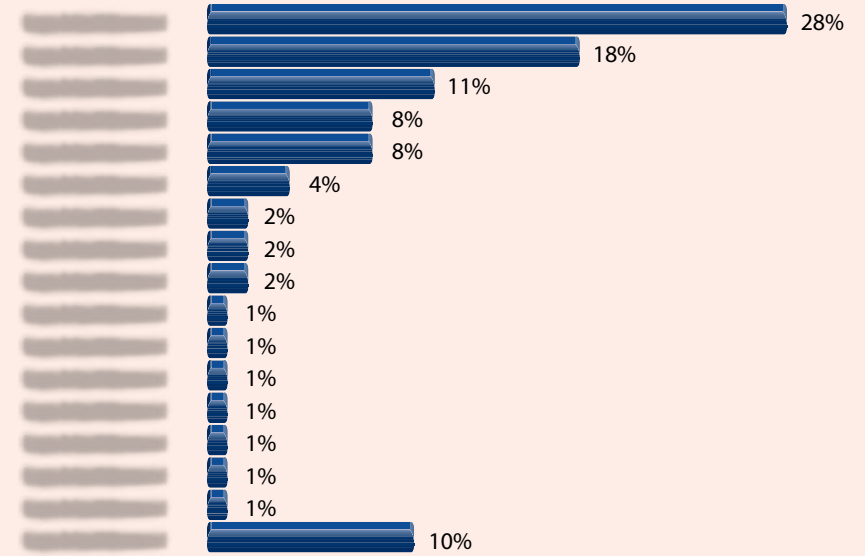


Other Brand Preferences

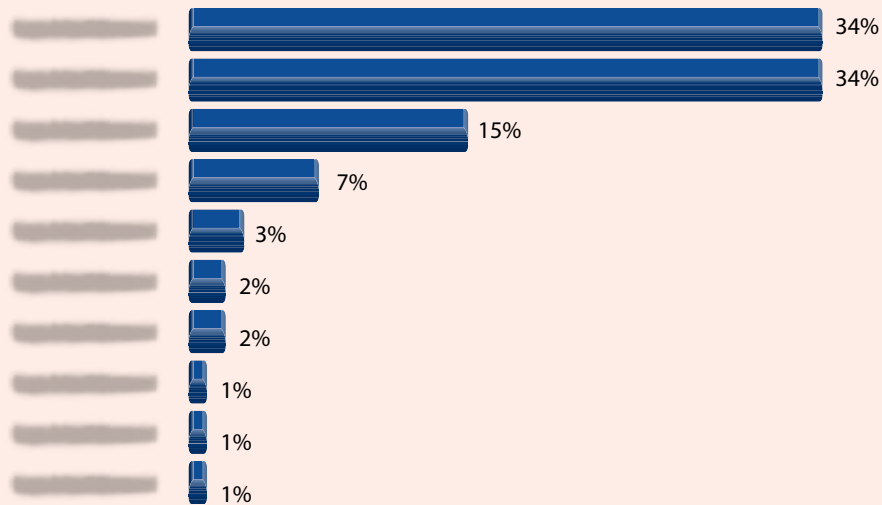
Bank use most often



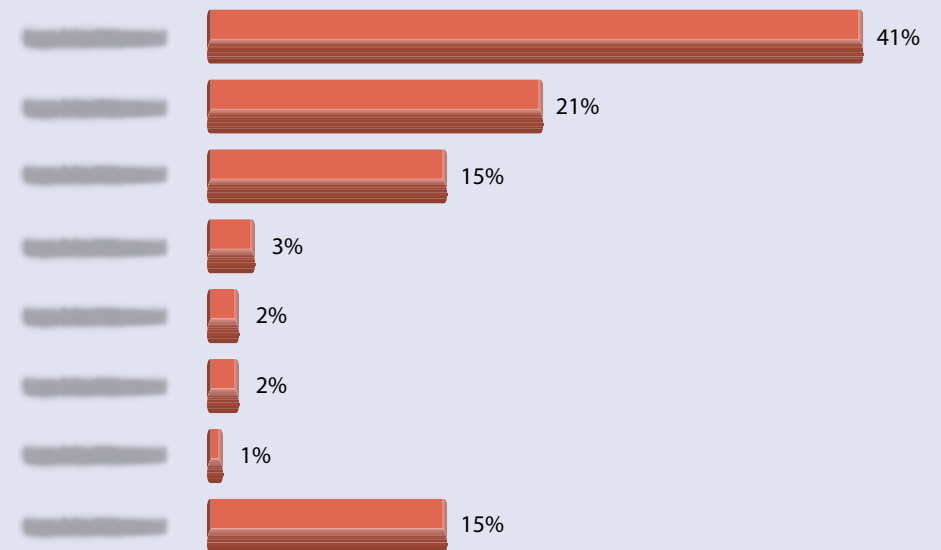
Auto insurance company



Preferred US airline (among those flying within 30 days)

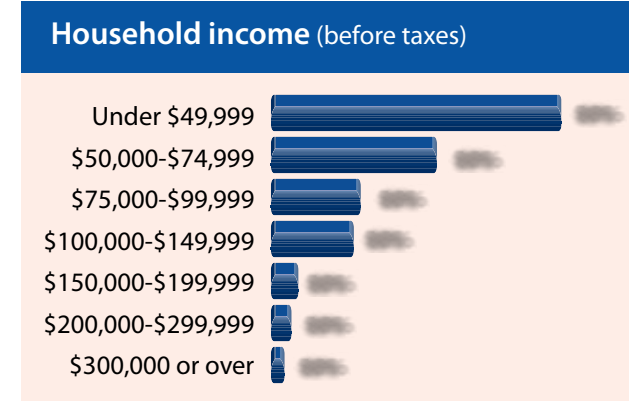
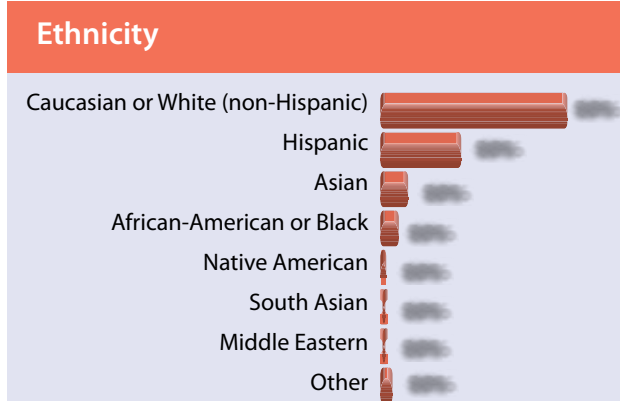
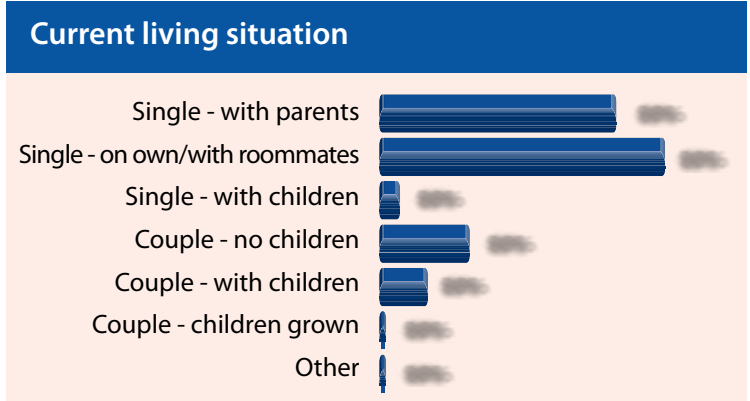
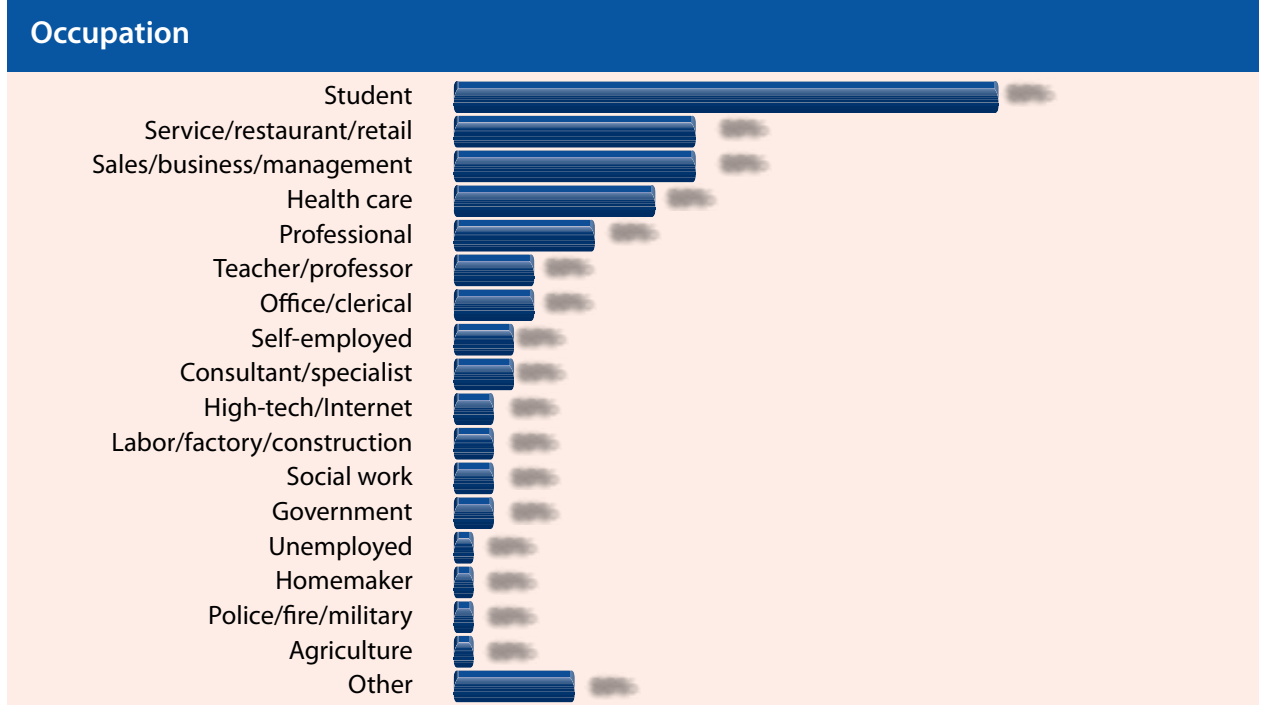
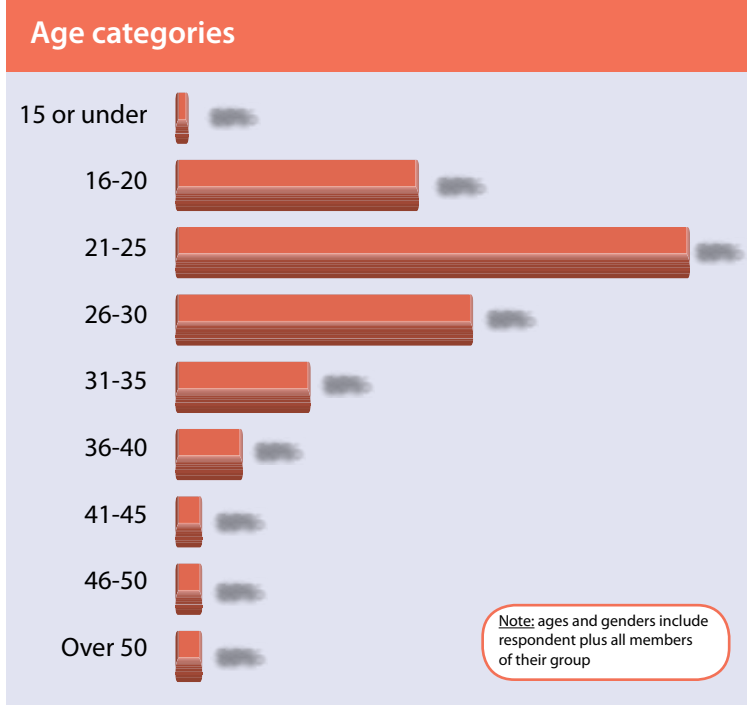
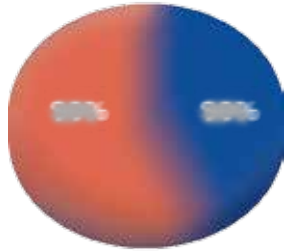


Preferred cigarette brand (among smokers)

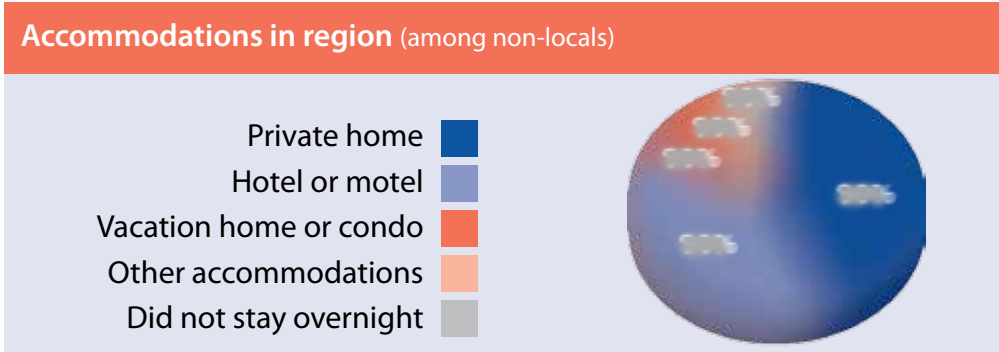
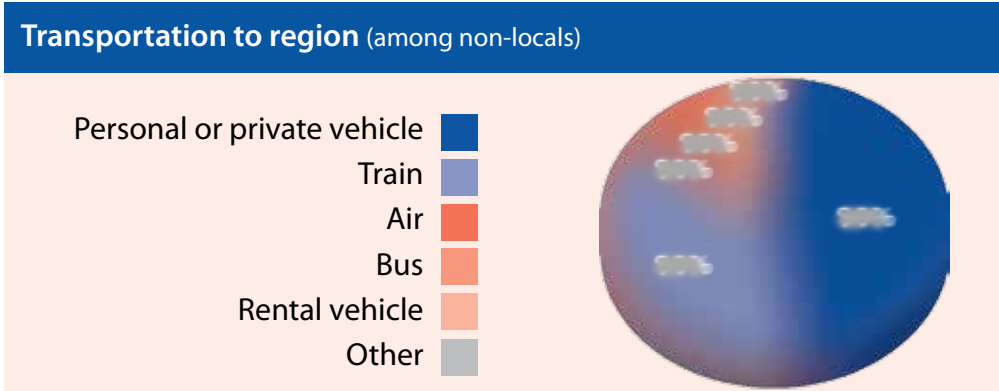
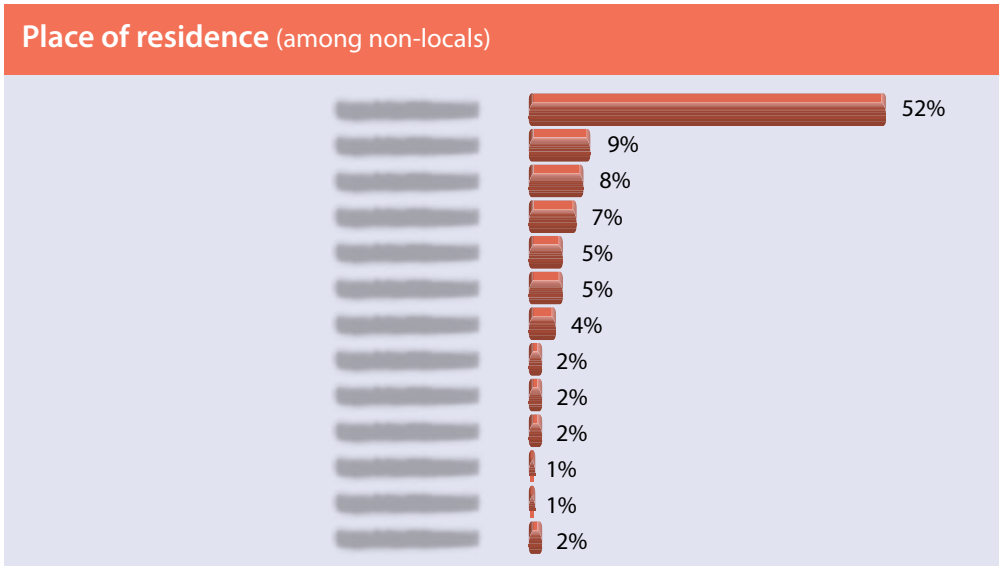


Demographics of Attendees

Male ■
Female ■



Estimated attendance	
Total person-visits (from published attendance)	██████████
Average visits per person	██████████
Estimated unique attendees	
Total locals (Chicago Metropolitan Area)	██████████
Total non-locals (outside Chicago Metropolitan Area)	██████████
Estimated unique attendees	
Average nights stayed (all non-locals)	██████████
Attendee hotel/motel room nights	██████████



Economic Impact of Attendees



Total spending by non-locals

Economic impact (Industry output)

Direct and indirect

Induced

Total employment supported (full-year job equivalents)

Total taxes supported

Federal

State

Local

Spending by non-local attendees

Admission wristbands

Accommodations

Concessions at festival site

Restaurants outside festival site

Shopping and retail

Groceries

Parking, fuel, and repairs

Retail clothing

Public transit or taxis

Other entertainment

Ride share services

Car rentals

Total spending by non-locals

Spending by local attendees (not economic impact)

Admission wristbands

Concessions at festival site

Restaurants outside festival site

Shopping and retail

Public transit or taxis

Ride share services

Parking and fuel

Retail clothing

Total spending by locals

Comments from Attendees

"Add hot drinks in the evening."

"Bring back Cottonelle. They gave us panchos and wipes. Very useful."

"Enjoyed Citicard's VIP area but it's ridiculous that there were no bathrooms available. Big fail in this activation."

"Enjoyed the Citi viewing deck but really missed the Samsung Galaxy experience as it truly elevated our experience."

"Great event with an amazing view to complement the experience."

"I'd like an option for a 4-day train pass to be added to your wrist band."

"Jane Says was a great nod to social consciousness and had cool prizes. I won VIP tickets and the perks were amazing!"

"Kudos on the new bathroom situation. I would buy a four day again based on this improvement alone."

"Lolla has the best diversity when it comes to music and food!"

"Love Lolla but the acts were a little weak this year!"

"Love the hydration stations but you may need to add a few more next year. Typically had long lines every time I went to fill up."

"Love the roller skating rink and shopping options. Very happy with the new porta potties."

"Make event 18+ or 21+. There would be less problems but then it probably wouldn't sell out."

"Make it 3 days. 4 is too much and is such a hassle!"

"Make time for rained out headliners on another day of the festival."

"More beer variety would be nice."

"Please offer VIP tickets on layaway starting after the festival so there is enough time to make the purchase in reasonable instalments."

"The amount of young kids that were drunk and obnoxious makes me never want to go back to Lollapalooza."

"This is the first year that I attended Lollapalooza and it was by far one of the best experiences. I saved money for a whole year and it was well worth it."

"Toyota Music Den was #1."



Enigma Independent Event Audits provide unbiased data for senior marketers. Leading event marketing brands subscribe to confidential reports. Event promoters and marketing agencies are not involved in the data collection. Unauthorized copying or distribution is strictly prohibited.

Survey technique

Survey method	Unbiased, online post-event survey
Field dates	One week commencing Sunday evening
Sampling method	Proprietary algorithm featuring targeted pay-per-click ads and other databases
Sample size	Approximately 1250 respondents
Incentive for respondents	\$200 Visa gift card

Verification

- Skill-testing questions at end of survey verify actual attendance
- Names and email addresses of respondents collected
- Subscribers may request skill-testing response data or email lists for independent verification

About Enigma Research Corporation®

- World's leading event research firm
- Approximately 1000 events surveyed since 1993
- Offices in New York, Toronto, and Santa Monica

Other Enigma Independent Event Audits

- No list of events is publicly distributed. Consultants must be contacted for a list of scheduled events.

