

**ENIGMA INDEPENDENT EVENT AUDITS**  
Unbiased Intelligence for Senior Marketers

**2017 BARRETT-JACKSON SCOTTSDALE AUCTION**  
Scottsdale, Arizona

January 14-22, 2017



**enigma**  
research



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## Most popular reasons for attending

- 1 Enjoy looking at collector vehicles
- 2 For entertainment
- 3 To visit brand and corporate sponsor displays

## Most recalled sponsors

- 1 Ford
- 2 Chevrolet/GM
- 3 Dodge

## Most visited auto manufacturer exhibits

- 1 Ford
- 2 Chevrolet
- 3 Dodge

## Top beverages consumed on-site

- 1 Soda or soft drinks
- 2 Bottled or boxed water
- 3 Beer

## Most appreciated auto manufacturer exhibits

- 1 Ford
- 2 Chevrolet
- 3 Bentley

## Top preferred brands of attendees

- Auto insurance: State Farm
- Beer: Budweiser or Bud Light
- Liquor: Crown Royal whisky

## Most visited non-manufacturer exhibits

- 1 Tub O'Towels DIY Pavilion
- 2 Indian Motorcycle
- 3 Meguiar's

## Tourism and economic impact

- Percentage non-local: 30%
- Estimated hotel room nights: 16,000
- Estimated impact of non-locals: \$63.9M

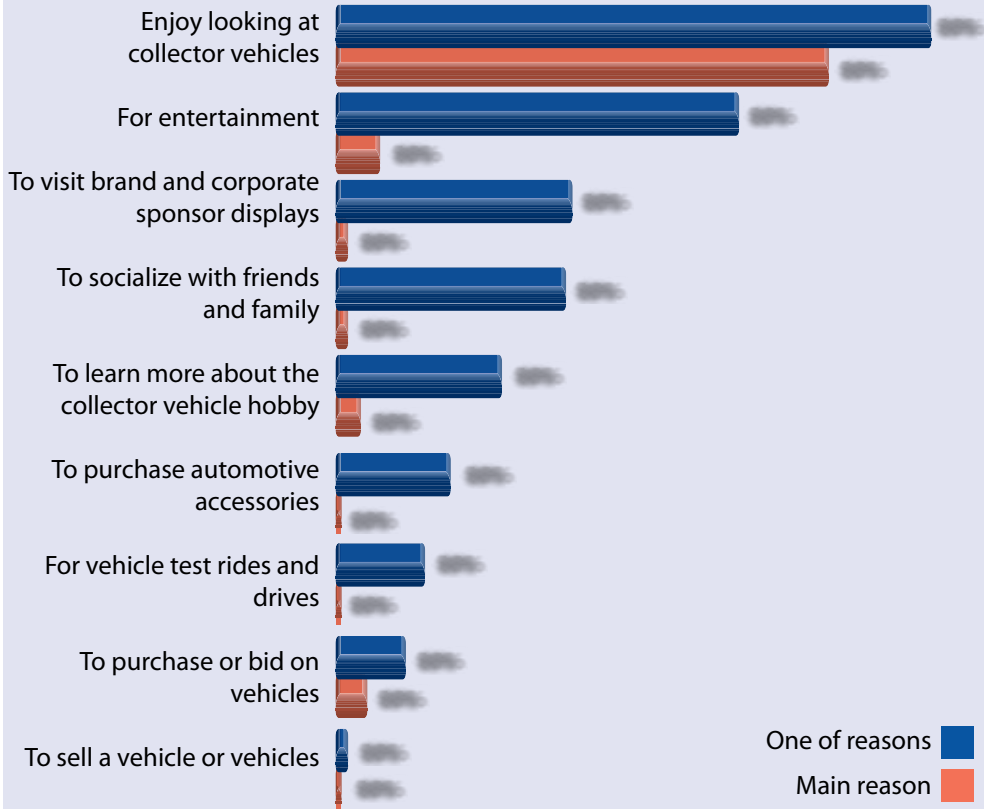
## Most popular ride and drives

- 1 Dodge Thrill Ride
- 2 Chevrolet test drive
- 3 Ford fast lap

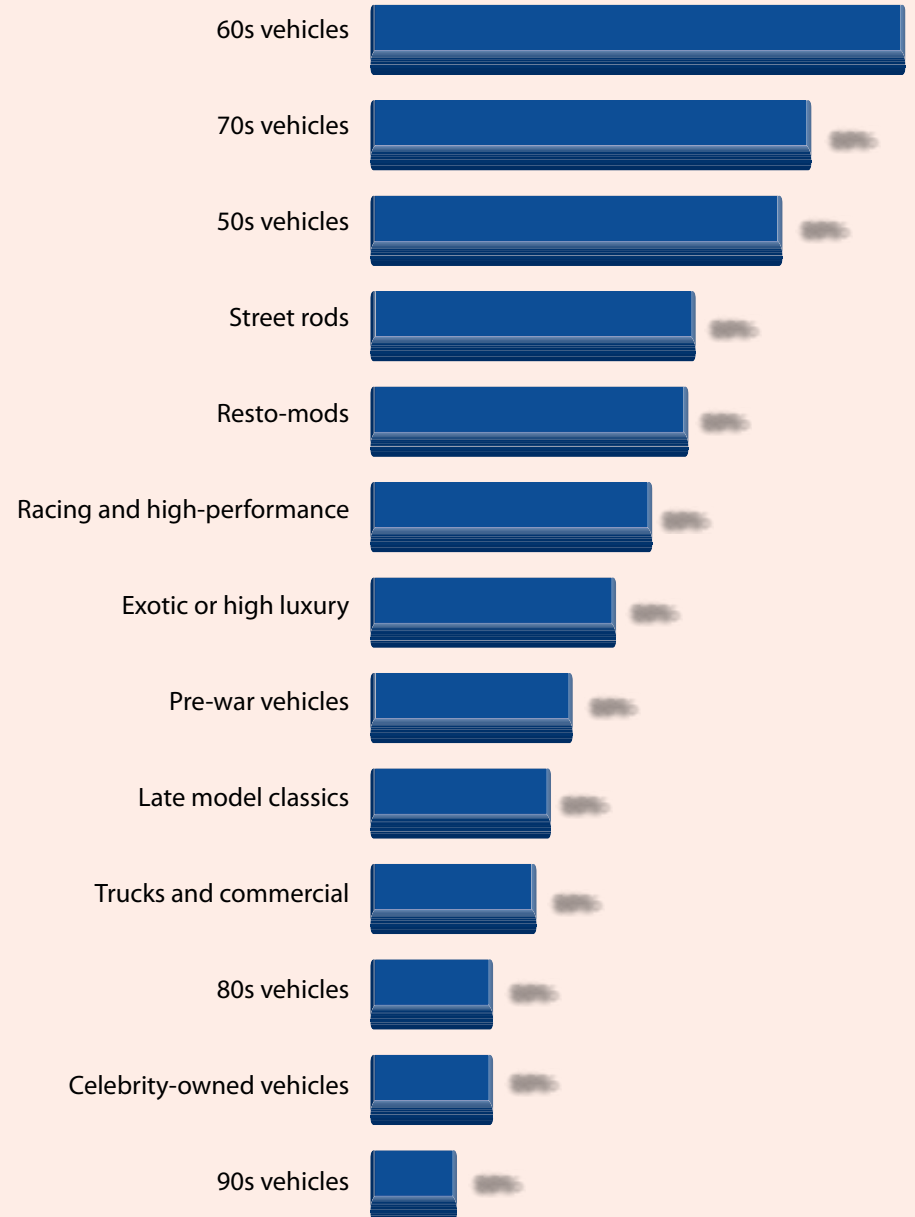
## Best attendee comments

- "Great event. Always fun to see what is new in bespoke stuff."
- "Too much celebrity worship! I came to see cars."
- "We most enjoyed the Dodge fast lane rides we took; wow!"

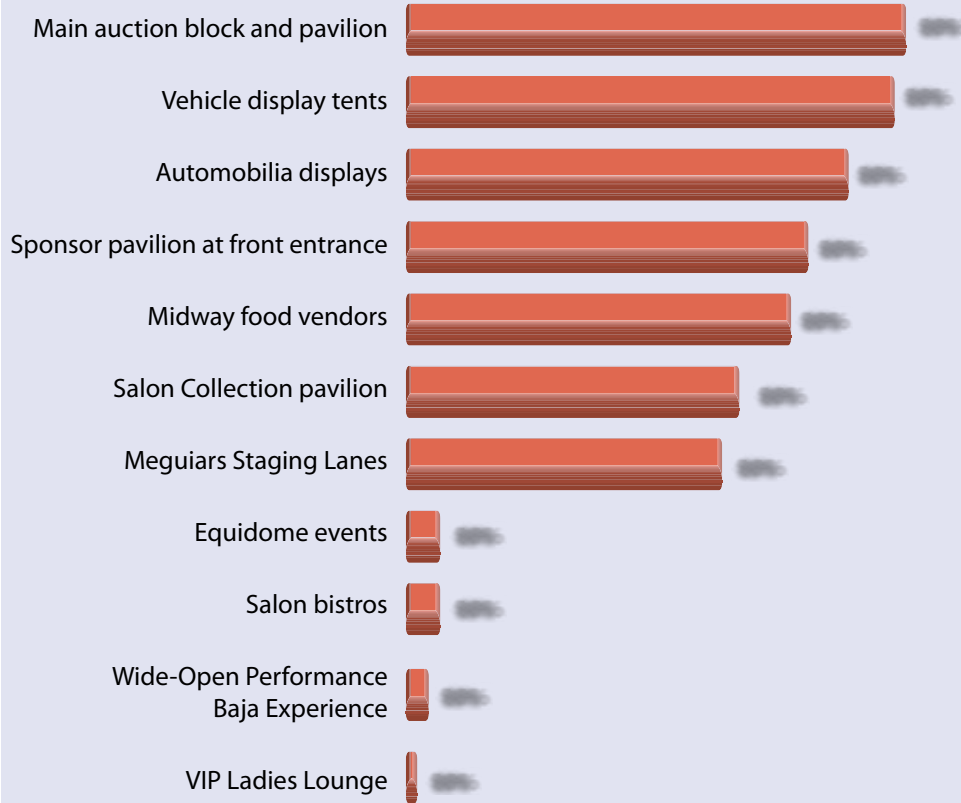
## Reasons for attending the event (aided)



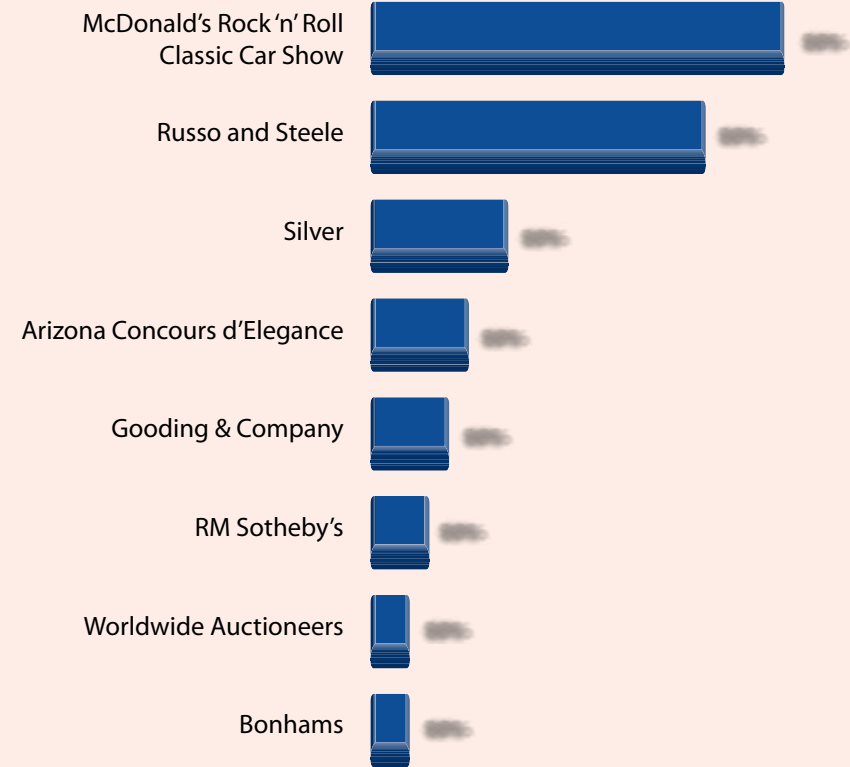
## Interest in collector vehicle types (aided)



## Feature attractions visited at event



## Other Phoenix-Scottsdale automotive events attended in 2017



## Event ratings

■ excellent   
 ■ good   
 ■ fair   
 ■ poor



Quality of entertainment



Variety of entertainment



Cleanliness



Variety of  
food and beverage



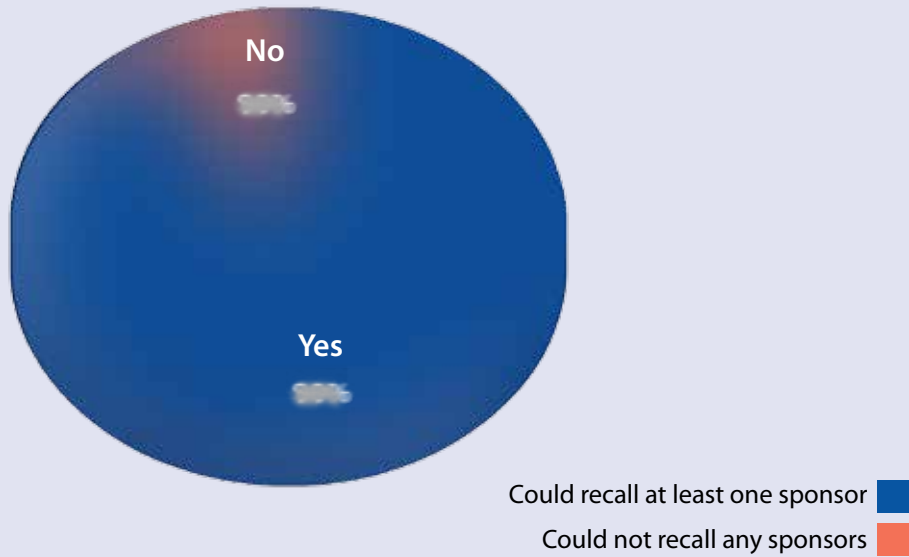
Value for  
admission price



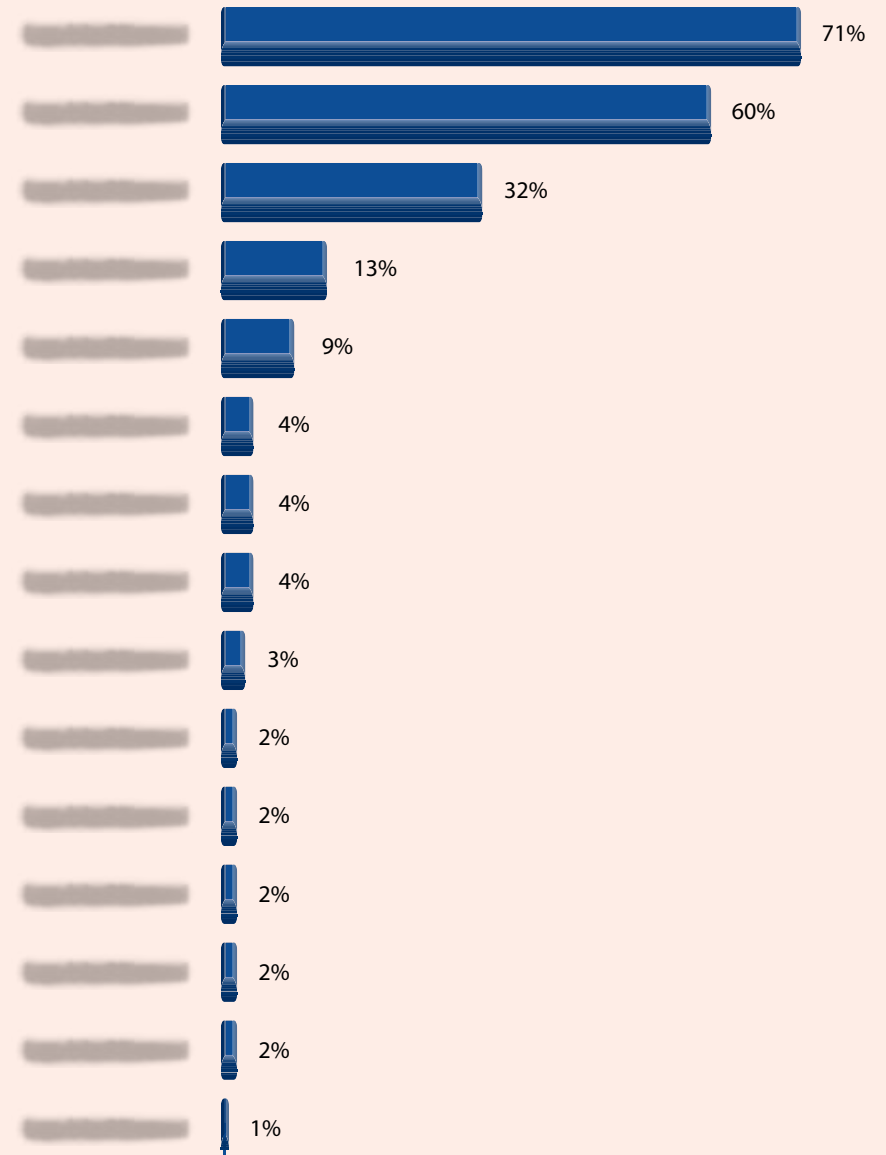
Quality of  
food and beverage

# Sponsor Recall and Appreciation

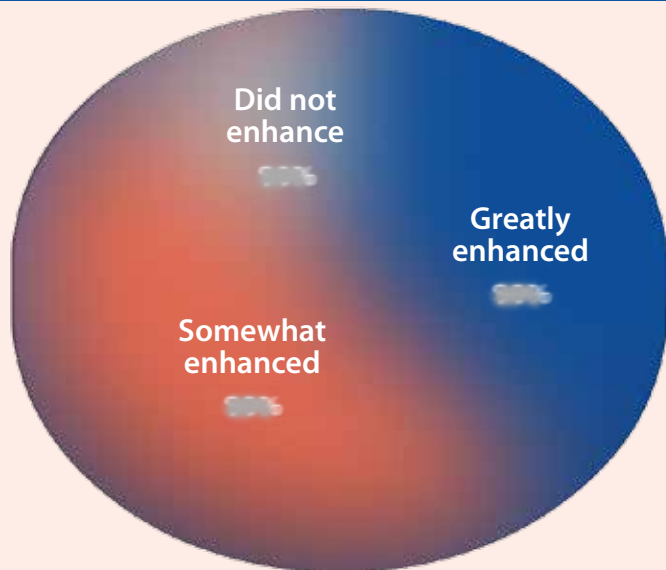
## Sponsor recall



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



## Extent to which brands and corporate sponsors enhanced experience



# Auto Manufacturer Exhibit Evaluations



Ford



Chevrolet



Dodge



Lincoln



Chrysler

**PARTICIPATION RANKING**

1

2

3

4

5

**ENHANCEMENT RANKING**

100

100

100

100

100

**PARTICIPATION**

Entered exhibit	100%	100%	100%	100%	100%
Saw from outside	100%	100%	100%	100%	100%
Did not see	100%	100%	100%	100%	100%

**ACTIONS TAKEN (among those who entered)**

Watched Mustang drag race	100%	Sat in vehicle	100%	Sat in vehicle	100%	Sat in vehicle	100%	Sat in vehicle	100%
Received free t-shirt	100%	Spoke with Representative	100%	Watched or played Viper Challenge game	100%	Spoke with representative	100%	Relaxed with family and friends	100%
Sat in vehicle	100%	Received free t-shirt	100%	Spoke with representative	100%	Received free merchandise	100%	Watched auction on live screen	100%
Spoke with representative	100%	Entered contest to win Corvette	100%	Received free t-shirt	100%			Spoke with representative	100%
		Purchased Chevrolet apparel or merchandise	100%						

**EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)**

Greatly enhanced	100%	100%	100%	100%	100%
Somewhat enhanced	100%	100%	100%	100%	100%
Did not enhance	100%	100%	100%	100%	100%

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

Ford-Lincoln owners	100%	GM owners	100%	FCA owners	100%	Ford-Lincoln owners	100%	FCA owners	100%
Other owners	100%	Other owners	100%	Other owners	100%	Other owners	100%	Other owners	100%



# Auto Manufacturer Exhibit Evaluations



Mini

6



Tesla

7



Fiat

8



Bentley

9

**PARTICIPATION RANKING**

**ENHANCEMENT RANKING**

**PARTICIPATION**

Entered exhibit	Mini	Tesla	Fiat	Bentley
Saw from outside	Mini	Tesla	Fiat	Bentley
Did not see	Mini	Tesla	Fiat	Bentley

**ACTIONS TAKEN** (among those who entered)

Sat in vehicle	Mini	Looked at Design Studio in Airstream	Tesla	Watched auction on live screen	Fiat	Sat in vehicle	Bentley
Spoke with representative	Mini	Sat in vehicle	Tesla	Relaxed with family and friends	Fiat	Spoke with representative	Bentley
Received free branded merchandise	Mini	Spoke with representative	Tesla	Sat in vehicle	Fiat		
				Spoke with representative	Fiat		

**EXTENT ENHANCED EVENT EXPERIENCE** (among those who entered)

Greatly enhanced	Mini	Tesla	Fiat	Bentley
Somewhat enhanced	Mini	Tesla	Fiat	Bentley
Did not enhance	Mini	Tesla	Fiat	Bentley

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

Mini owners	Mini	Tesla owners	Tesla	FCA owners	Fiat	Bentley owners	Bentley
Other owners	Mini	Other owners	Tesla	Other owners	Fiat	Other owners	Bentley

# Beverage Activation Evaluations



Coca-Cola Garage and Patio



Jack Daniel's Bar and Exhibit



Miller Lite Muscle Lounge and Bars



Tito's Handmade Vodka Trailer

**PARTICIPATION RANKING**

1

2

3

4

**ENHANCEMENT RANKING**

1

1

1

1

**PARTICIPATION**

Entered exhibit	100%	100%	100%	100%
Saw from outside	100%	100%	100%	100%
Did not see	100%	100%	100%	100%

**ACTIONS TAKEN (among those who entered)**

Watched auction staging lanes	100%	Looked at Indian motorcycle	100%	Purchased Miller brand beer	100%	Purchased Tito's beverage	100%
Purchased Coca-Cola products	100%	Purchased or looked at Jack Daniel's merchandise	100%	Purchased other beverage or food	100%	Purchased other beverage	100%
Purchased other beverage or food	100%	Made purchase from bar	100%	Visited Miller Lite Muscle Lounge	100%	Relaxed with family or friends	100%
Watched other entertainment	100%	Visited mobile Distillery tour	100%	Relaxed with family or friends	100%	Played golf putting game	100%

**EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)**

Greatly enhanced	100%	100%	100%	100%
Somewhat enhanced	100%	100%	100%	100%
Did not enhance	100%	100%	100%	100%

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

Coca-Cola preferred brand	100%	Jack Daniel's preferred brand	100%	Miller preferred brand	100%	Tito's preferred brand	100%
Other preferred brand	100%	Other preferred brand	100%	Other preferred brand	100%	Other preferred brand	100%



# Other Activation Evaluations



Tub O' Towels DIY Pavilion



Indian Motorcycle



Meguiar's



Edelbrock

**PARTICIPATION RANKING**

1

2

3

4

**ENHANCEMENT RANKING**

100%

100%

100%

100%

**PARTICIPATION**

Entered exhibit	100%	100%	100%	100%
Saw from outside	100%	100%	100%	100%
Did not see	100%	100%	100%	100%

**ACTIONS TAKEN** (among those who entered)

Watched live vehicle build projects	100%	Spoke with representative	100%	Spoke with representative	100%	Spoke with representative	100%
Received complimentary wipes	100%	Sat on motorcycle	100%	Purchased Meguiar's product	100%	Purchased Edelbrock products	100%
Learned about restoration techniques	100%	Received free Indian merchandise	100%	Purchased show special Ultimate Buffer Kit	100%	Purchased other products	100%
Received other merchandise	100%	Participated in test ride	100%				

**EXTENT ENHANCED EVENT EXPERIENCE** (among those who entered)

Greatly enhanced	100%	100%	100%	100%
Somewhat enhanced	100%	100%	100%	100%
Did not enhance	100%	100%	100%	100%

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

Collector vehicle owners	100%	100%	100%	100%
All visitors	100%	100%	100%	100%

# Other Activation Evaluations



Textron Aviation



BF Goodrich



Griot's Garage



Shell Pennzoil Pioneering Performance Stage

**PARTICIPATION RANKING**

5

6

7

8

**ENHANCEMENT RANKING**



**PARTICIPATION**

Entered exhibit	100%	100%	100%	100%
Saw from outside	100%	100%	100%	100%
Did not see	100%	100%	100%	100%

**ACTIONS TAKEN** (among those who entered)

Looked at airplanes	100%	Spoke with representative	100%	Spoke with representative	100%	Watched special presentations	100%
Looked at off-road vehicles	100%	Relaxed with family and friends	100%	Purchased Griot's products	100%	Listened to industry experts	100%
Spoke with representative	100%	Participated in Pick a Fact, Get a Hat	100%	Purchased show special 6" orbital kit	100%	Watched in-depth vehicle presentations	100%
Relaxed in lounge	100%	Used phone charging stations	100%				

**EXTENT ENHANCED EVENT EXPERIENCE** (among those who entered)

Greatly enhanced	100%	100%	100%	100%
Somewhat enhanced	100%	100%	100%	100%
Did not enhance	100%	100%	100%	100%

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

Collector vehicle owners	100%	100%	100%	100%
All visitors	100%	100%	100%	100%

# Test Rides and Drives

## Overall ride and drive participation



Dodge Thrill Ride



Chevrolet test drive



Ford fast lap



Ford test drive



Chevrolet fast lap



Dodge test drive

**PARTICIPATION RANKING**

1

2

3

4

5

6

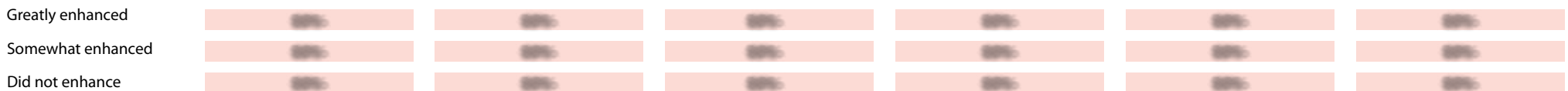
**ENHANCEMENT RANKING**



**PARTICIPATION** (among ride and drive participants)



**EXTENT TO WHICH RIDE OR DRIVE ENHANCED EVENT EXPERIENCE** (among participants)



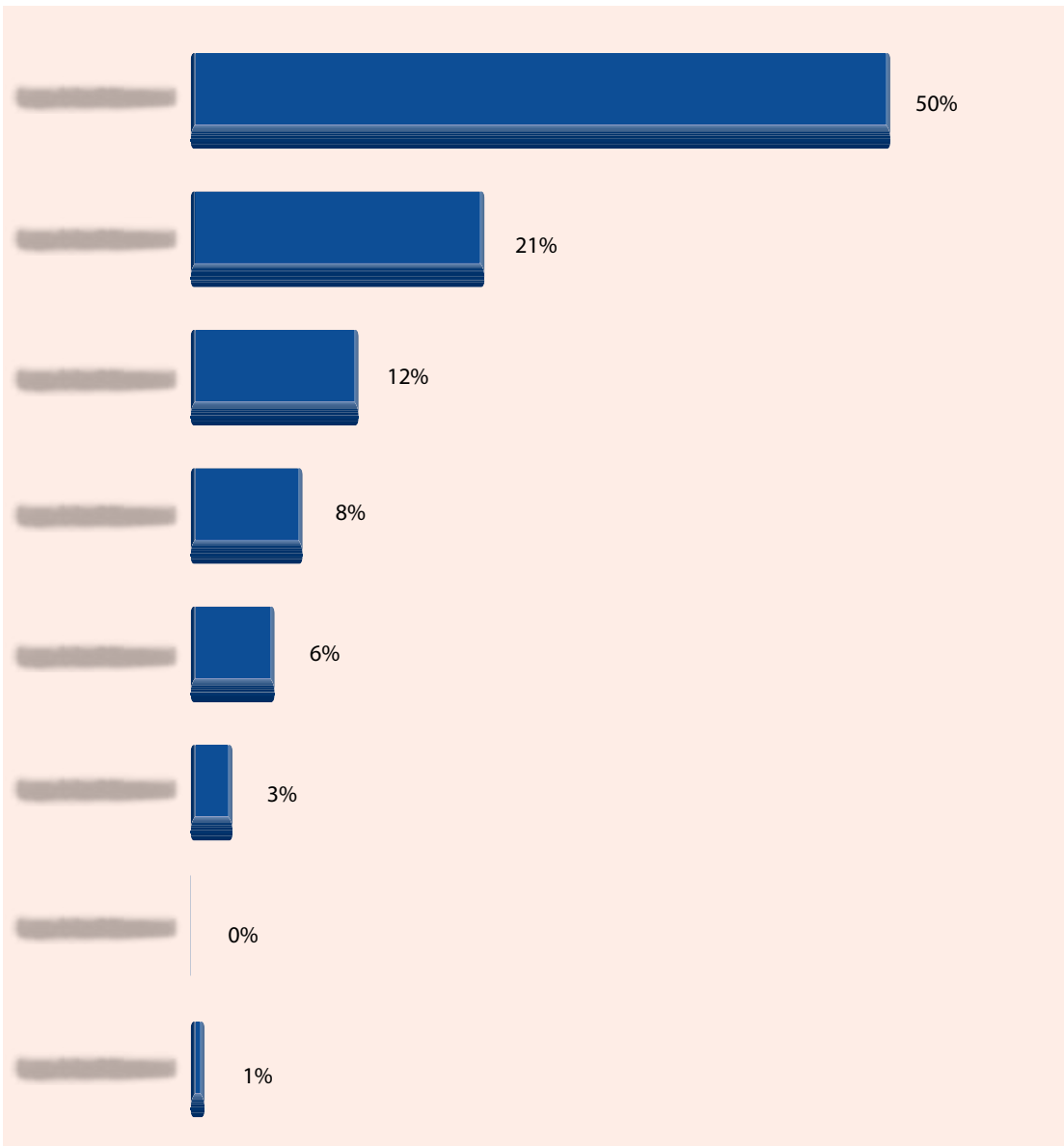
**MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE EVENT** (among participants)



# On-site Beverage Consumption

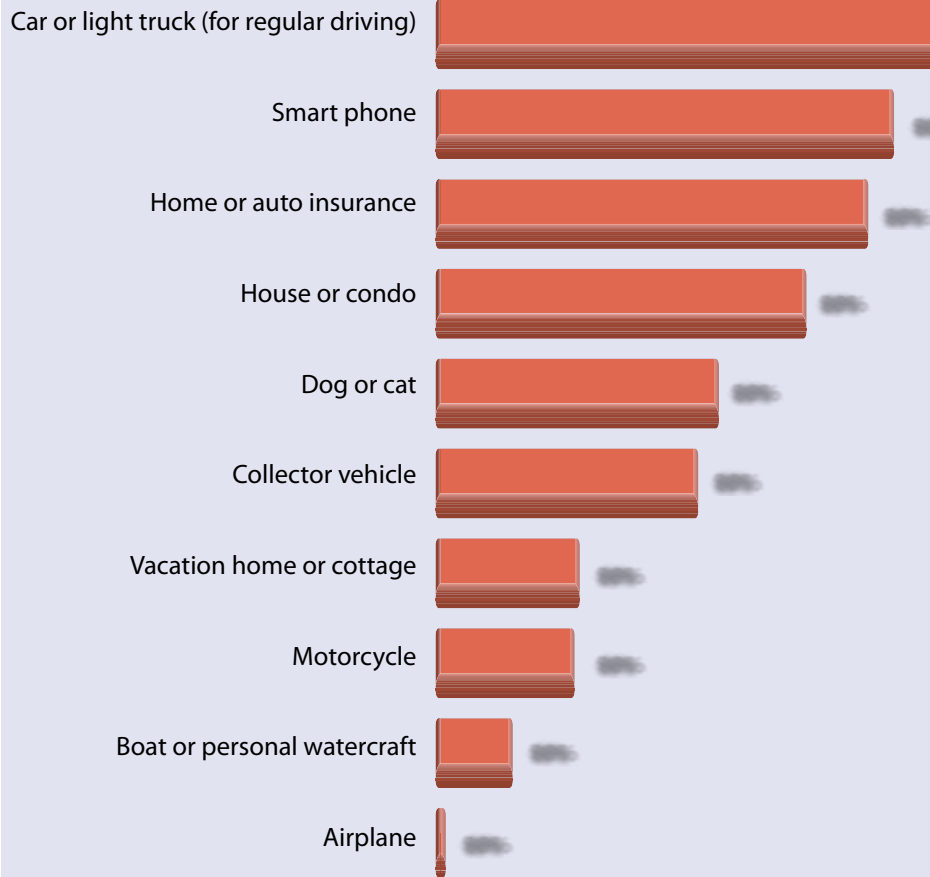
Beverages consumed on-site	On-site Purchases	
	Percentage consumed on-site	Average consumed at event (among consumers)
Soda or soft drinks	50%	50%
Bottled or boxed water	50%	50%
Beer	50%	50%
Liquor or spirits	50%	50%
Coffee or coffee drinks	50%	50%
Wine or wine coolers	50%	50%
Energy drinks	50%	50%
Juice	50%	50%
Other beverages	50%	50%

## Type of liquor or spirits consumed most on-site (among those who consumed liquor or spirits)

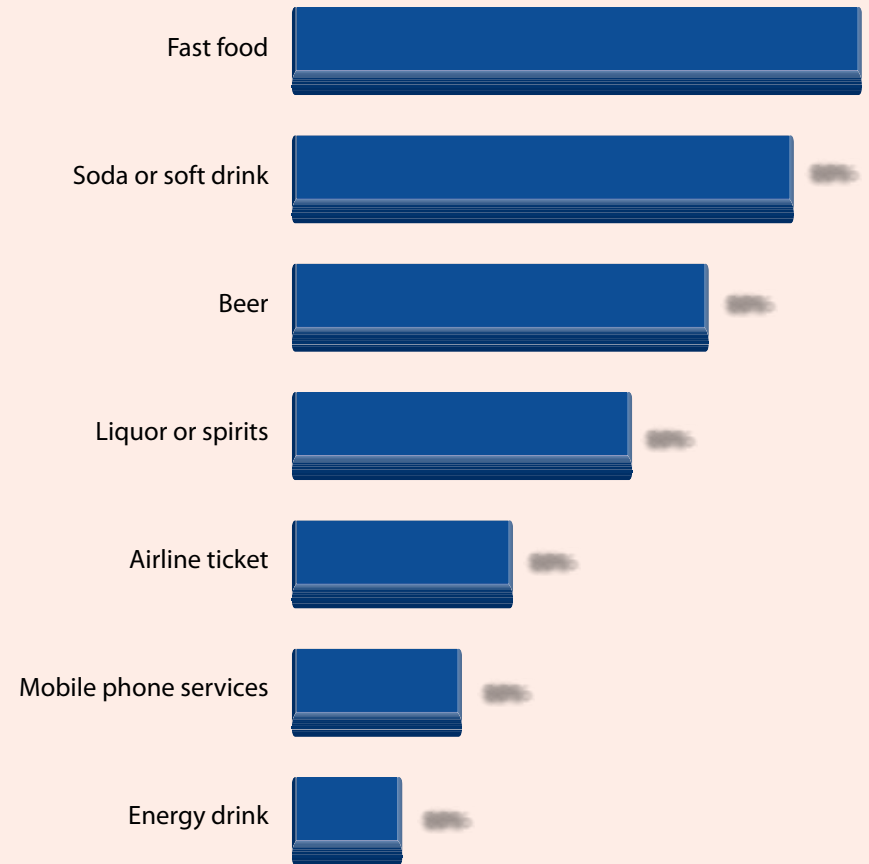


# Product Ownership and Use

## Product ownership



## Products purchasing within next 30 days

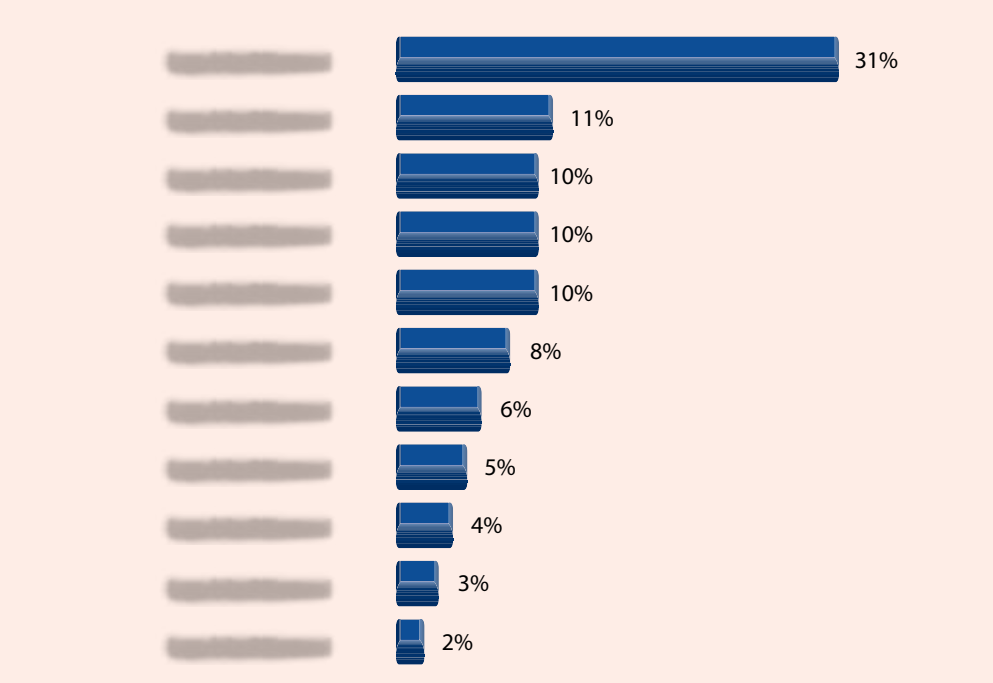




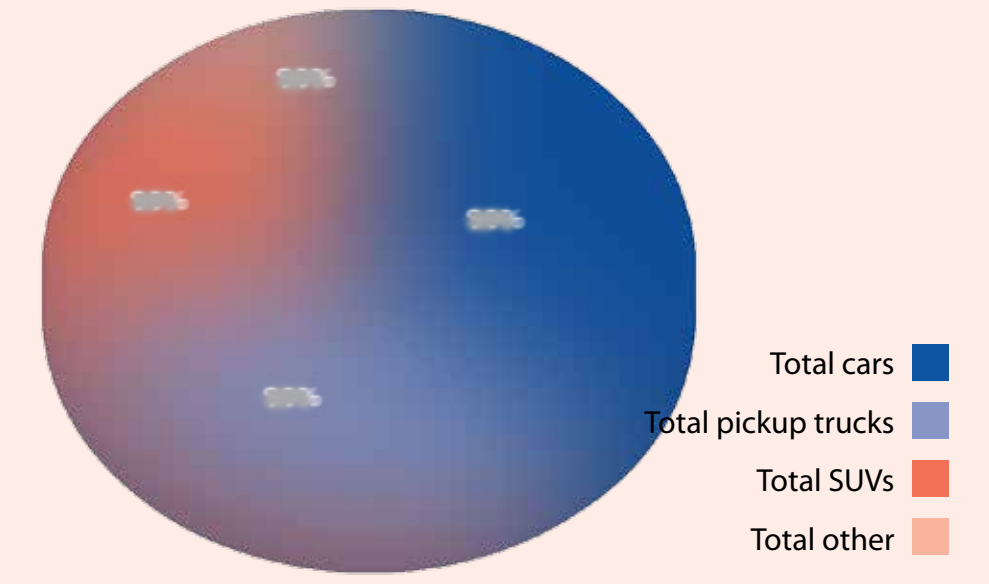
## Vehicle ownership



## Type of vehicle driven (among owners)

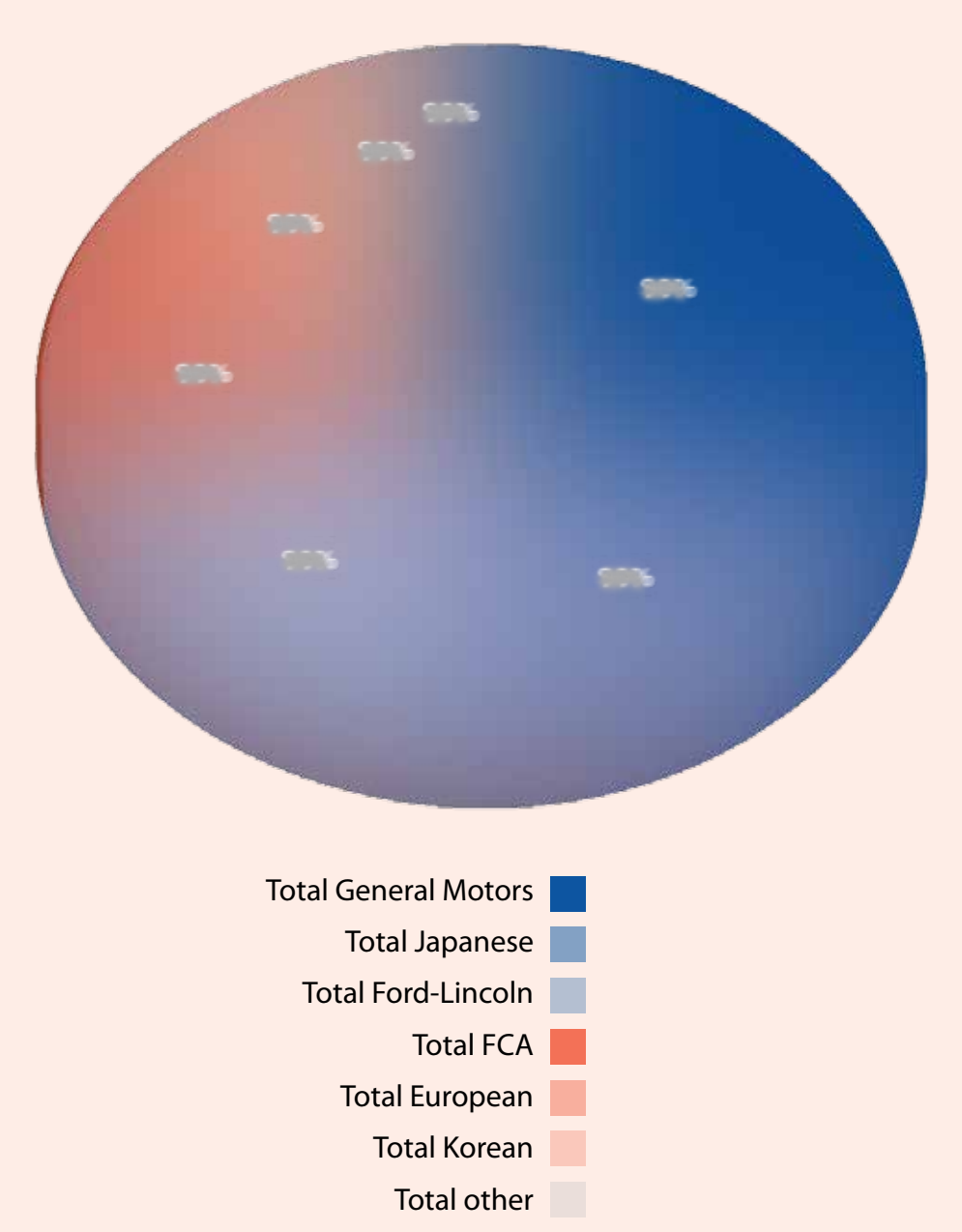
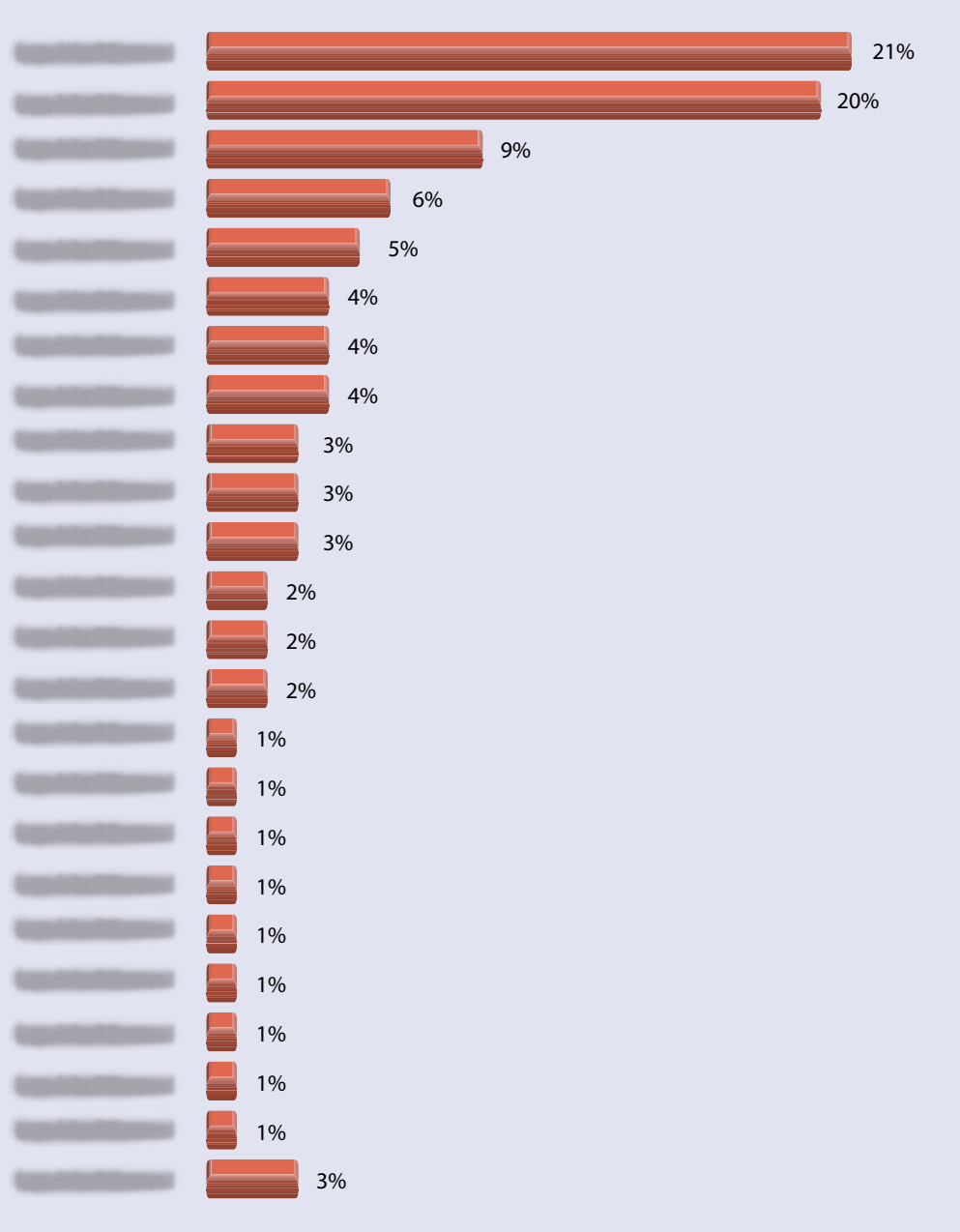


## Total Vehicles



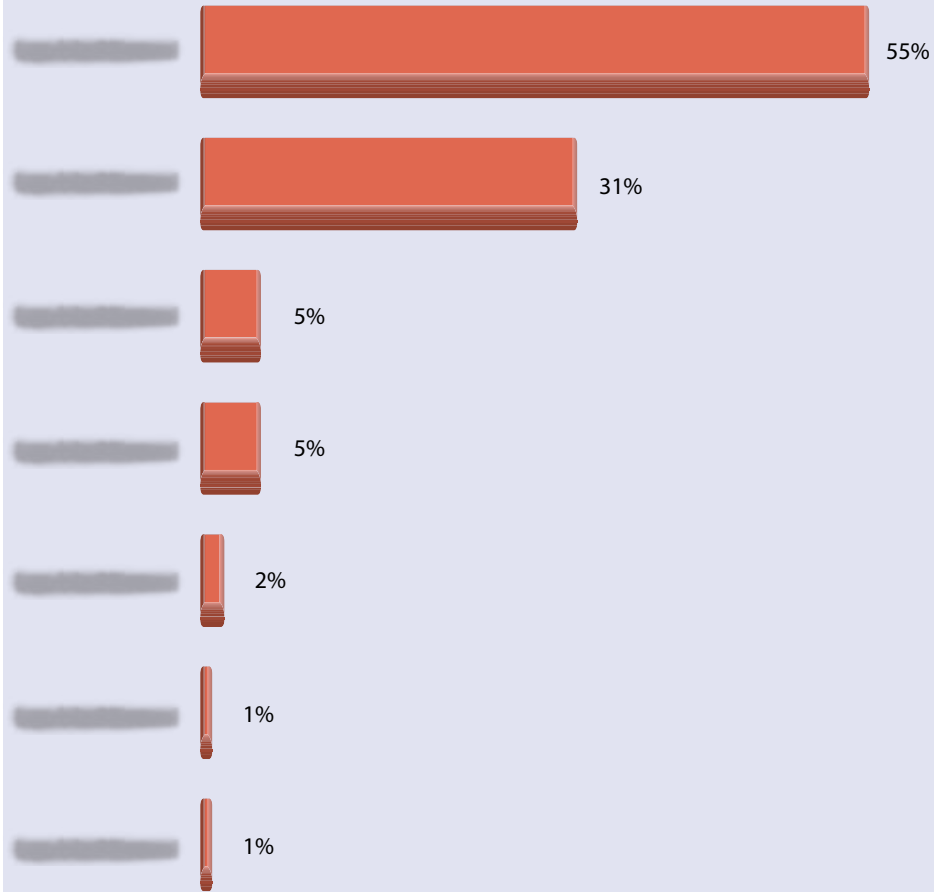


# Brand of Vehicle Driven (among owners)

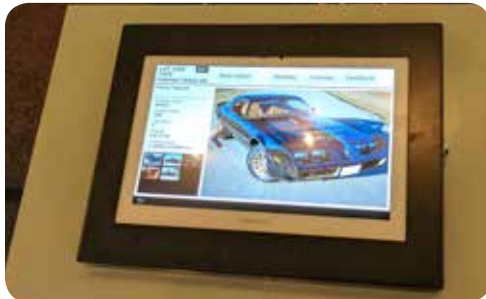
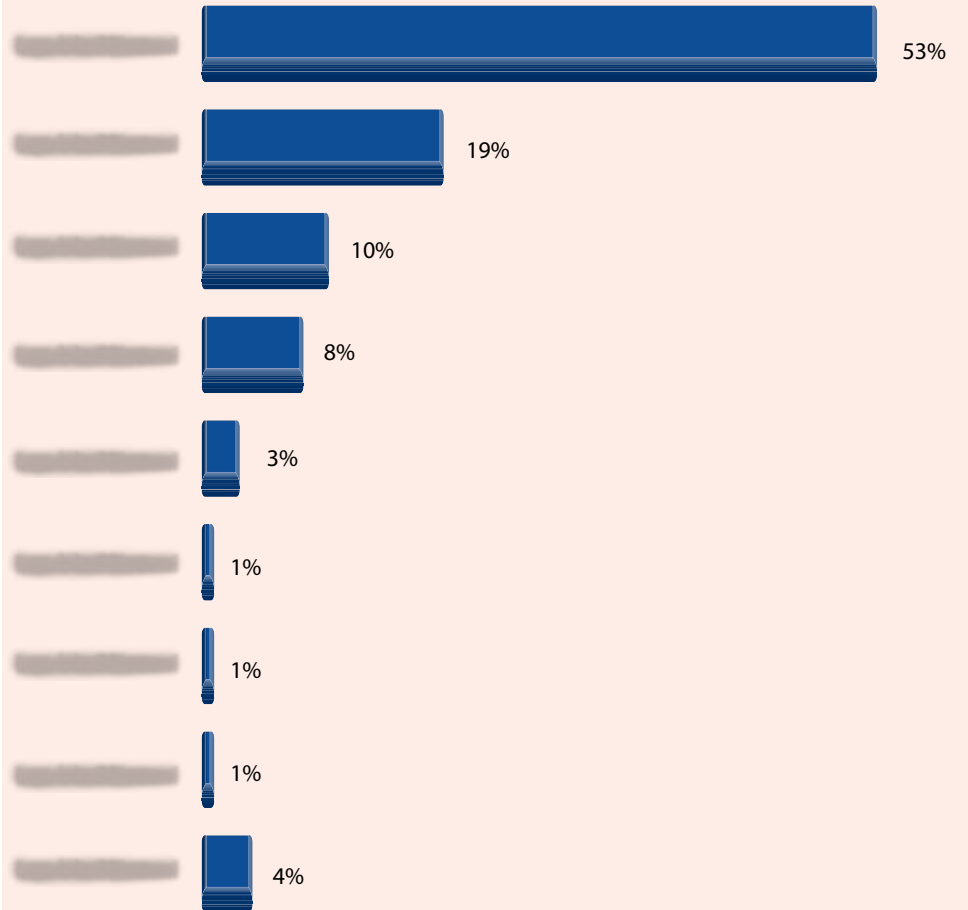


# Telecommunications Brand Preferences

### Smart phone or tablet used most often (among owners)

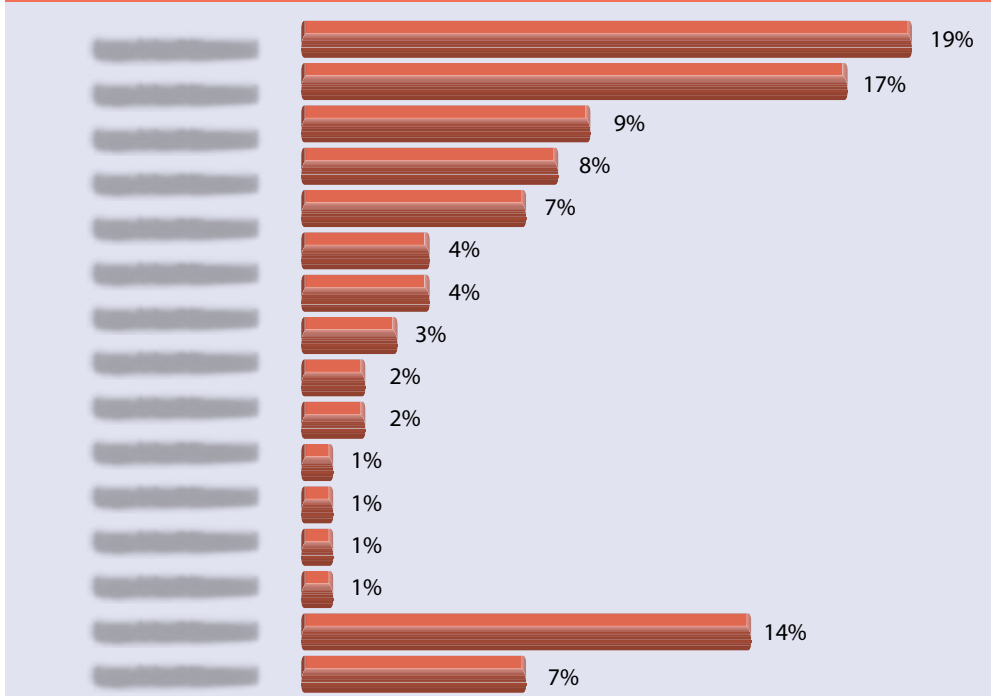


### Wireless service provider (among users)

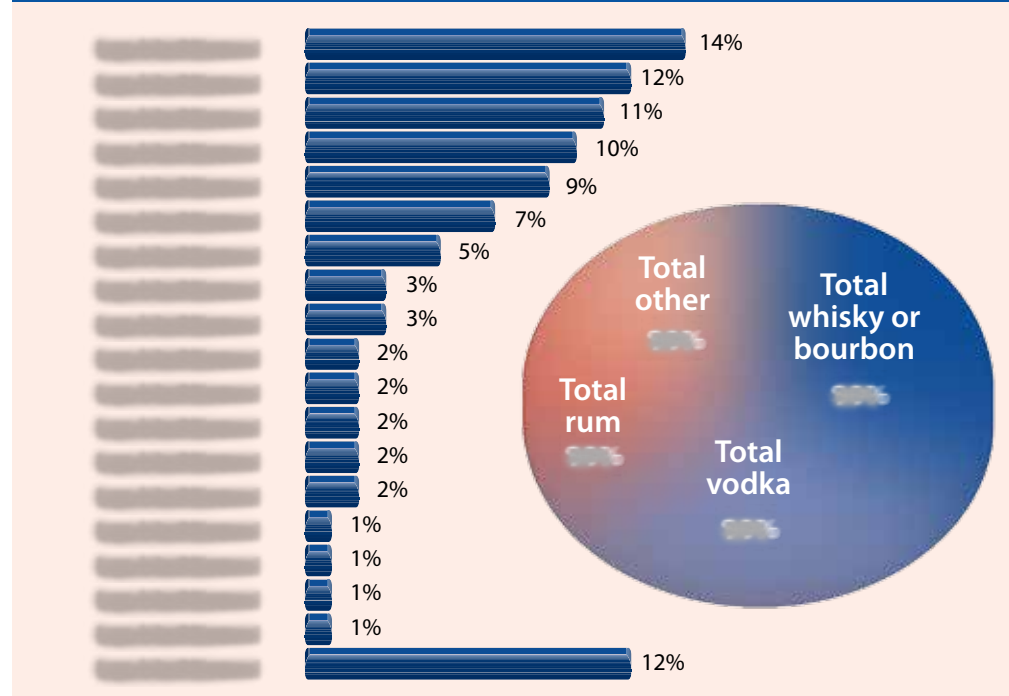


# Beverage Brand Preferences

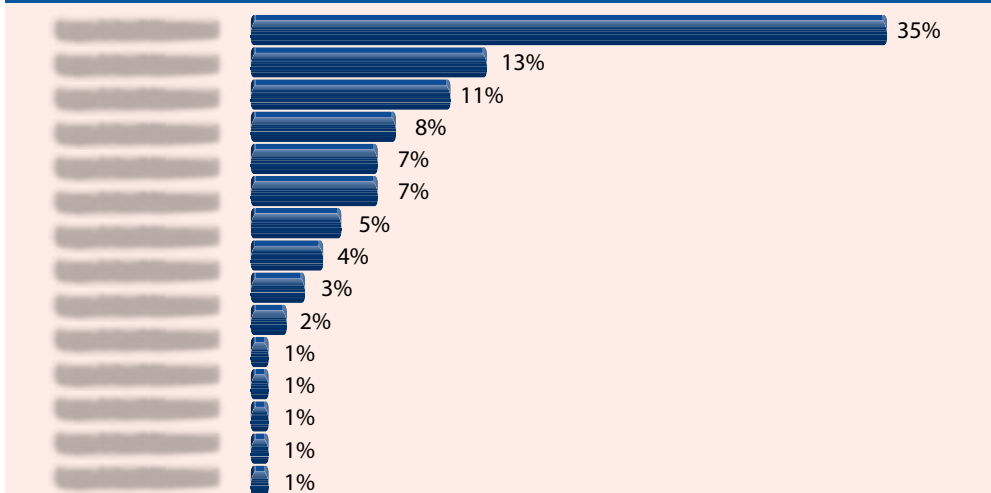
## Beer brand drink most often (among beer drinkers)



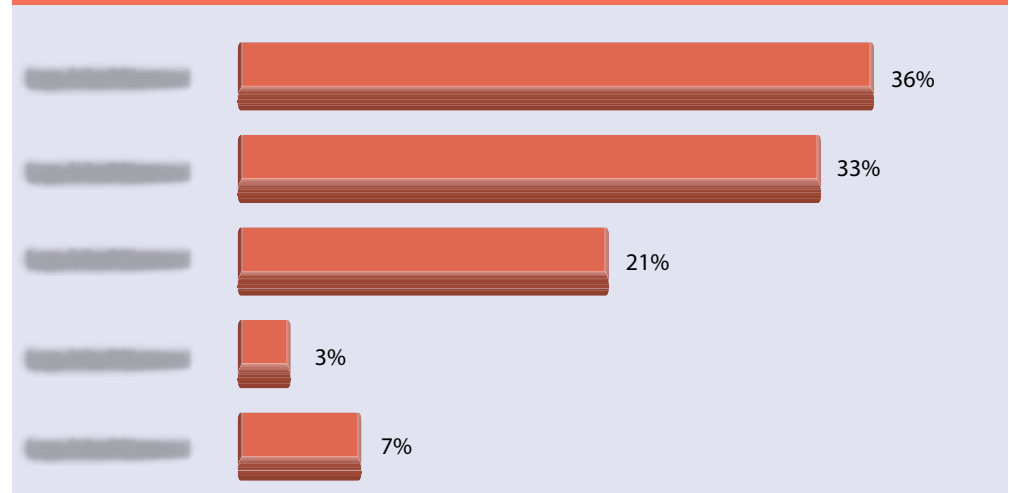
## Preferred liquor or spirits brand (among liquor drinkers)



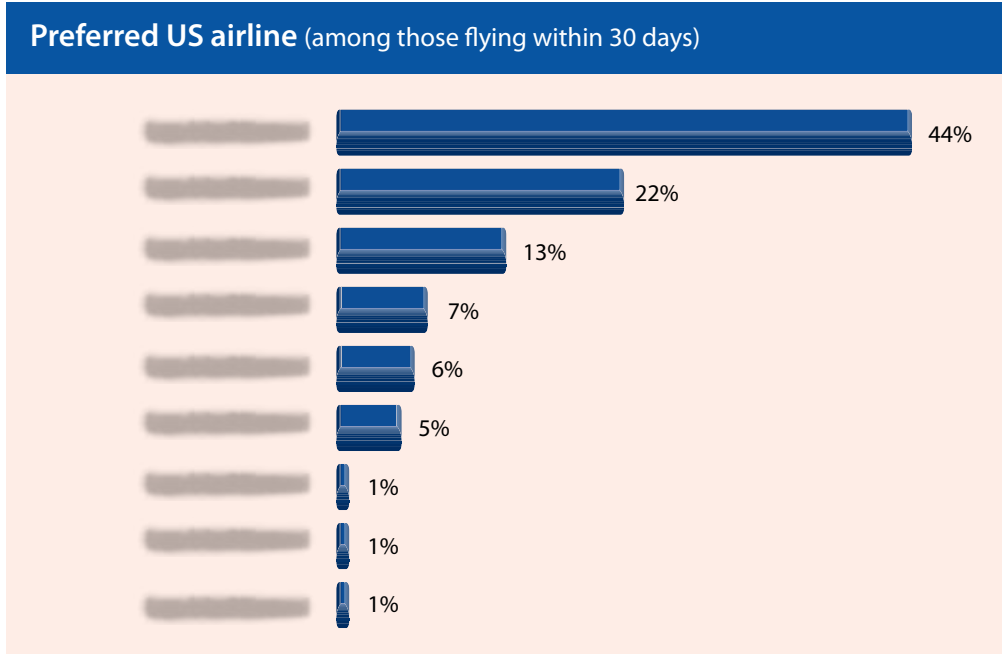
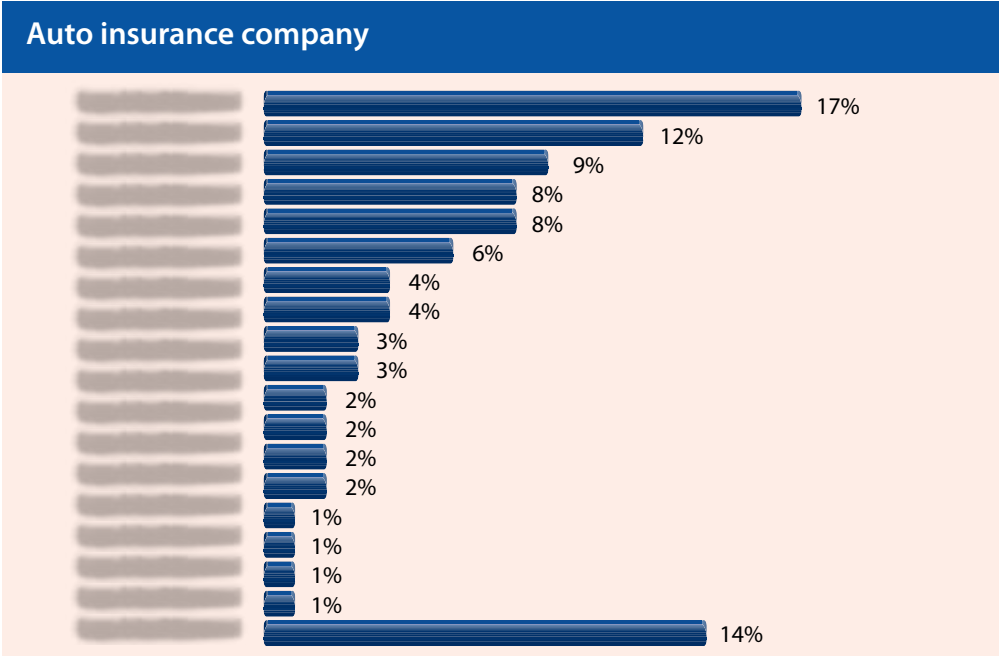
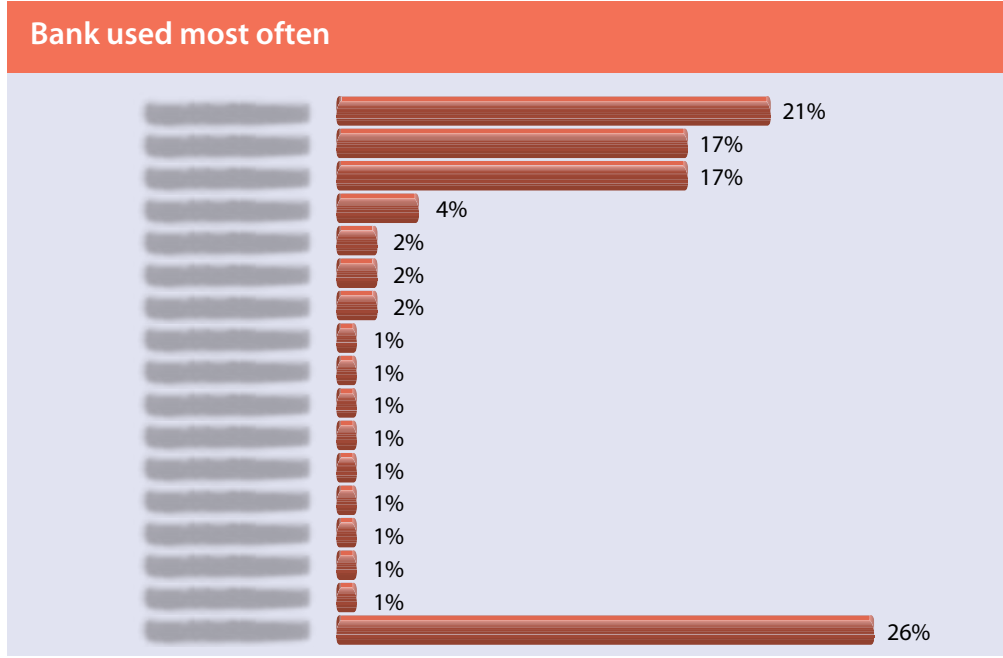
## Soda or soft drink brand drink most often (among soda drinkers)



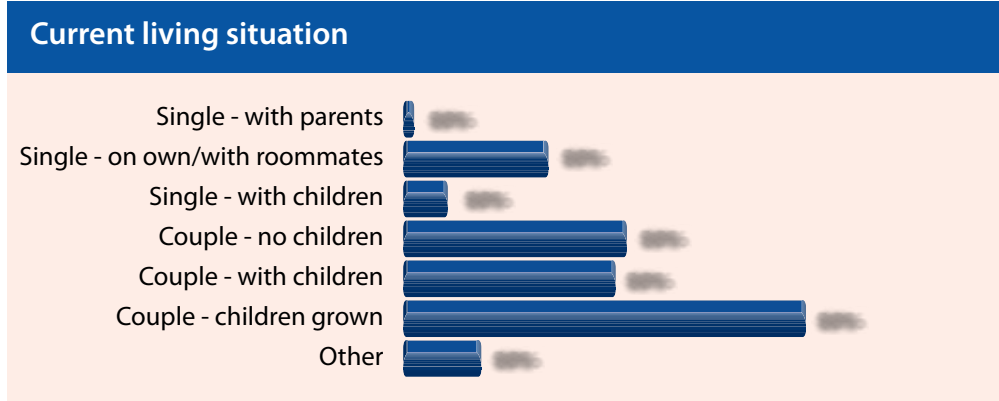
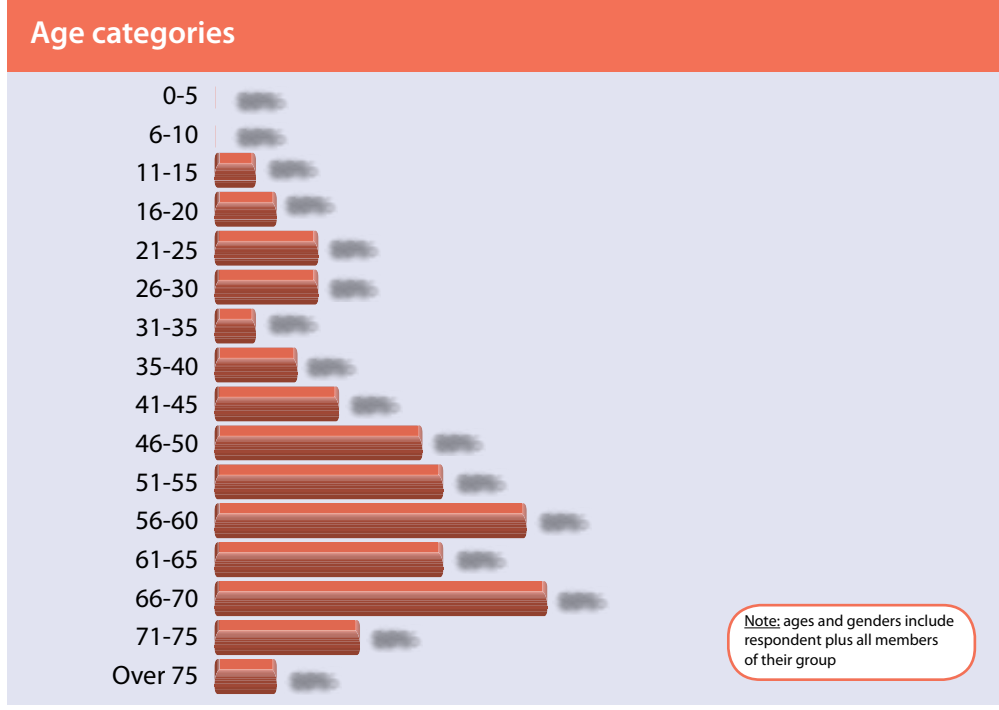
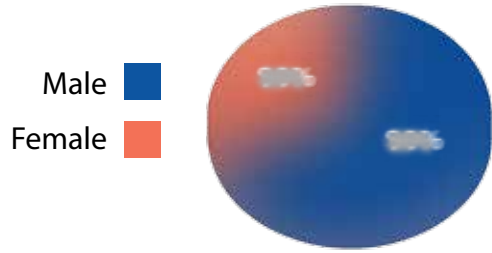
## Preferred energy drink brand (among energy drink consumers)



# Bank, Insurance, and Airline Brand Preferences

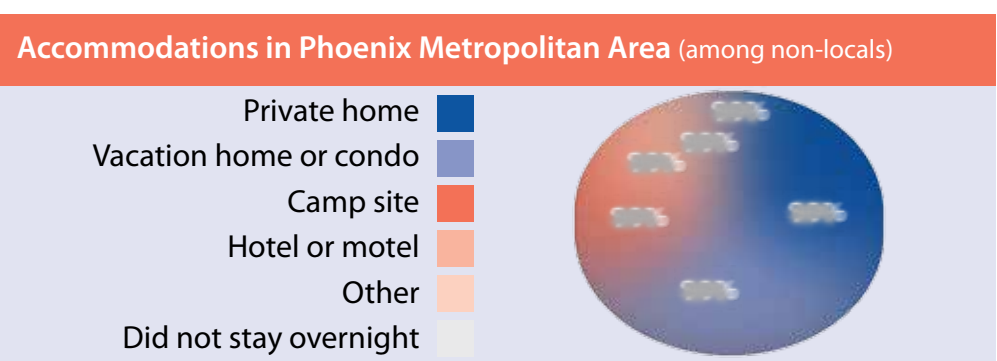
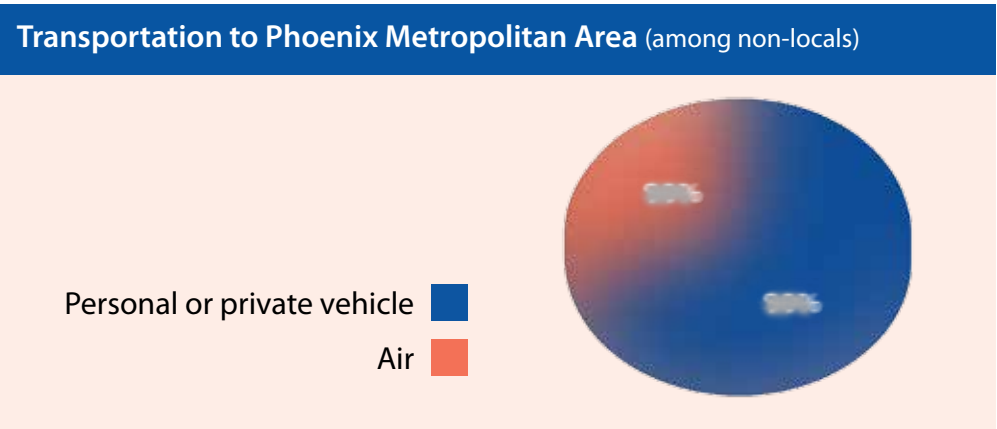
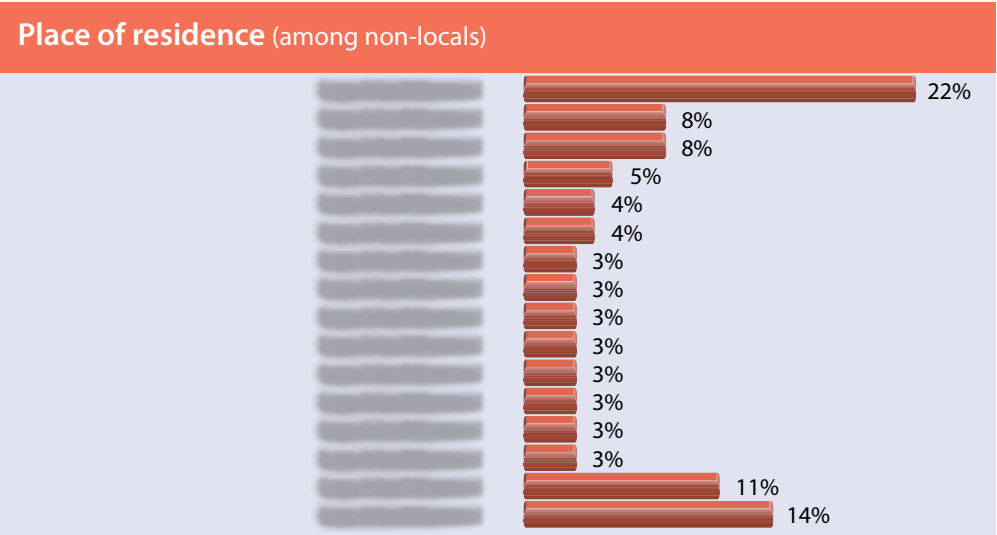


# Demographics of Attendees





Estimated attendance	
Total person-visits (from published attendance)	██████████
Average visits per person	██████████
Estimated unique attendees	
Total locals (Phoenix Metropolitan Area)	██████████
Total non-locals (outside Phoenix 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

Accommodations



Shopping and retail



Concessions at venue



Groceries



Restaurants outside venue



Admission tickets



Retail clothing



Other entertainment



Parking, fuel, and repairs



Car rentals



Public transit or taxis



Ride share services

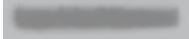


## Total spending by non-locals



## Spending by local attendees (not economic impact)

Admission tickets



Concessions at venue



Shopping and retail



Restaurants outside venue



Retail clothing



Parking and fuel



Ride share services



Public transit or taxis



## Total spending by locals



# Comments from Attendees

"Barrett-Jackson merchandise is priced too high."

"Checked off another bucket list item. Thanks."

"First time Barrett-Jackson visitor and first time spending the winter months in the Phoenix area."

"Great event. Always fun to see what is new in bespoke stuff."

"I have always enjoyed the Barrett-Jackson event and love living in the "Valley of the Sun".

"I have always loved this event. 5 of the 6 from our party fly in from out of state every year."

"I truly feel the food vendors were highly over-priced and heard many customers saying it was a rip off."

"I used Barrett Jackson as a family get-together. My father and girlfriend flew in from Georgia and I invited my daughter and her boyfriend."

"I was surprised to see so many non-automotive booths at the event."

"Lot 20 is what we took home!"

"More TVs in bidding area. Your premier customer cannot watch what is going on while waiting in line for a beverage."

"Not happy with increasing costs and your muddy parking lots. You can afford to pave them."

"Please bring back Bud Light."

"So much to see and not enough time in one day. Next time I will spend a few days."

"Too much celebrity worship! I came to see cars."

"Very disappointed that ticket prices were raised for the final day."

"We bought a home here in 2012 due in part to the wide variety of car shows."

"We have attended from Minnesota the past 6 years. It is wonderful!"

"We most enjoyed the Dodge fast lane rides we took; wow! What fun and our drivers were so nice and friendly!"

"We spend a few months of the winter here. We choose to stay in Phoenix area in January so we can attend Barrett-Jackson."





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 final Sunday evening of event
Sampling method	Proprietary algorithm featuring targeted pay-per-click ads and other databases
Sample size	Approximately 600 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.

