

The Difference of Between Event Marketing and Activity Marketing

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Abstract

In the modern commodity economy society, Event marketing and Activity marketing have long been regarded as golden opportunities in marketing management by companies, therefore a large number of enterprises have fit them into the system of marketing strategy. But in recent years, scholars and companies simply confuse these two concepts with each other. They hold the opinion that event marketing is activity marketing and vice versa, besides the way to call them, no essential difference lying in. It's hardly realized that the opinion stated above mixed the attributes of these two. This concept is not only unfavourable to the realization of intended marketing goals, but also go ill with the control of different business opportunities in Event marketing and Activity marketing.

Key words: Event marketing; Activity marketing; discrepancy; Activity marketing; advertisement

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In the modern commodity economy society, Event marketing and Activity marketing have long been regarded as golden opportunities in marketing management by companies, therefore a large number of enterprises have fit them into the system of marketing strategy. But in recent years, scholars and companies simply confuse these two concepts with each other. They hold the opinion that event marketing is activity marketing and vice versa,

besides the way to call them, no essential difference lying in. It's hardly realized that the opinion stated above mixed the attributes of these two. This concept is not only unfavorable to the realization of intended marketing goals, but also go ill with the control of different business opportunities in Event marketing and Activity marketing.

From essence, Event marketing and Activity marketing belong to two different commercial operations. Firstly, event and activity have their own definition. No matter in the old or new version of 《The ultimate of resource》, “event” and “activity” are explained in this way: “Event” is “Important matters that happen in history or society” a) “Activity” is “A special way human being handles the external world. It is the base of development of human power, individual existence, society life and human history. All human activity is based on material production. Basic feature is its objectivity, which means the object exists independently, the subject reflects its feature and remolds itself voluntaristicly. b) From this paragraph it is clearly stated that “Event” refers to important matter that happen in history and society, so the major point is its abruptness and unpredictability, which means the incident is not known in advance. On August 3rd 1993, the body of Jordon's father was found in South Carolina. The authority confirmed that he was killed by two men after he had been kidnapped. This great misfortune forced Jordon to quit from NBA, which brought great loss to enterprises which asked Jordon to be their brand spokesman. But none of those enterprises could predict this misfortune. In 2003 SARS struck large part of China, if it could had been forecast, at least the great loss of life and property it caused could have fallen to minimum. And if 9. 11 could had been prognosticated, then it wouldn't have happened at all.

While as to “Activity”, its object exists independently already, the subject simply uses and reflects its features and remolds itself voluntaristicly. That is to say, “Activity” means there is already an object that can be used, like the

annual China Advertisement Festival, Dalian International Fashion Festival, Qingdao International Beer Festival, Shanghai International Film Festival. These activities are held every year no matter it is rainy or windy, they are held on schedule. Companies and enterprises know the activity in advance, so they can remold this to get the greatest profit. From the statement above we know the difference between these two concepts. That is: "Event" is abrupt and unpredictable while "Activity" is something that already exists or be arranged beforehand. Here are two more examples: The sudden death of Premier Zhou Enlai is an event, nobody knew he would die on January 8th 1976, but the memorial of Premier Zhou in Tian'anmen Square was well planned days before. The Great Earthquake in Tangshan is an event, so no one knew it would happen, but the 30th anniversary is an activity because people know July 28th, 2006 is the 30th anniversary.

Event marketing and Activity marketing are to sell the product or promote the image of enterprise with the help of some event or activity, so an enterprise needs to treat these two differently when carrying out Event marketing and Activity marketing, so that corresponding measures can be taken to achieve the anticipatory goal. As to the operation of Activity marketing, the author believes, the power originate is from "seizing the chance", which means taking the advantage of the sudden incident to leave a good impression on the public. Now that it is "seizing the chance", the enterprise would hide its marketing purpose so that consumers can accept the product in the attention to the event unconsciously. During the nationwide outbreak of SARS in 2003, Walch Hand Sanitizer warning people that preventing SARS should start from the disinfection of hands, so gradually people who never used Hand Sanitizer began to form the habit of using it. As a result, the sales amount of Walch increased considerably with its propaganda hidden. The advertisement of **"monarch lubricant oil" with the content "A little more lubrication and less chafe" appeared in CCTV in less than 24 hours after the breakout of Iraq War. The shipment quantity of Monarch lubricant oil increased 100% compared with the same month in previous year, and for the first time, the sales amount was over one hundred million. After 9. 11, the domestic economy of America suffered serious financial turmoil, which made the consumers lose confidence in the future economic situation, at this moment, General Motor appealed "Keep America Rolling" in its advertisement. This patriotic (with hidden propaganda) advertisement aroused people's confidence in future and made consumers feel that they were making contribution to the national economy recovery (when buying cars) , and the patriotism was aroused to beat the odds together with their country. The number of people applying for car loan doubled and the automobile industry is increased by**

14. 4% in the fourth season, which pushed up the growth of American economy.

From above, the main focus of Event marketing is "seizing the chance", so in "seizing the chance" several points should be paid attention to:

- Be quick. Event is business opportunity and it slips away rapidly.. **From conceiving the idea, making the advertisement to broadcasting it in CCTV, it only costs Monarch Lubricant Oil less than 24 hours.**

- Be accurate. It needs to find the best breakthrough point between enterprise image and product. Don't leave the impression of doing it deliberately. In this way, consumers can accept the product in their right sense, like the tip from Walch making people moved during that special period.

- The origin force of "seizing the chance" should be focused on target consumers and shouldn't be absurd.

And we should also pay attention to an occasion in Event marketing: that after an event, it shouldn't be used for the second time because the essence of event is its abruptness. Therefore, if it were propagated again, it would be difficult for people to accept it and would not accept the enterprise nor the brand. For example, after 9. 11, the whole America was in great sadness, if you propagated any enterprise or brand with anything to do with 9. 11, it could only be the opposite of what we wish for. The same thing goes with SARS in 2003. Enterprises shouldn't boast how good their product is. What it should do is to encourage people to overcome SARS.

Activity is an organized and planned conduct with purpose. Activity is a magnetic field, which should possess enough charm to attract clients' desire and consumers' attention. So the power originates of Activity marketing is "making the opportunity". Detailed plans should be made based on an activity that is about to be held, and the plan should be carried out step by step so that the intended goal can be achieved at the end of the activity with the popularity of the enterprise elevated. Throughout the whole activity, several methods could be used to achieve the target, such as using "celebrity effect" and inverted thinking or creating appropriate atmosphere etc. The launch of the spacecraft Shenzhou V was an aeronautical plan made by our country. Mengniu made full use of this exciting activity and advocated "patriotism" and "Be stronger". With the help of this business opportunity, The popularity of this brand achieved in leap from Inner Mongolian well-known to the whole China. Pepsi changes Ad spokesmen from Micheal Jackson in the 1980s, Jenny Jackson, Ricky Martin in the 1990s to Aaron Kwok and Faye Wong in Hongkong and creates a hot atmosphere for global singing tour, which makes it became the "Choice of New Generation" in many countries of the world. 12 years ago, Germany National Travel Bureau cooperated with Germany Football Association and won the right to host World Cup. After that, Germany National Travel

Bureau propagated “Football Feast” and “Travel Feast” by making 1000 exhibitions, 5000 investigation groups and 25 million brochures in ten years. And amazingly, 75 million people visited the Official website of Germany National Travel Bureau, and the number of visitors doubled compared with the anticipated number and reached to 2 million, which brought Germany 3 to 3.5 billion Euro dollars. With ten years’ consistent activity, Germany tourism became the real winner of 2006 World Cup.

Now that the origin of force is “To create influence”, several things should be kept in mind:

- Find the breakthrough point from the features of the enterprise and the topic theme of activity to control the direction of media and public opinion.
- Grasp the critical link and selling point of activity and lead the trend of the whole activity.
- Do the follow-up operation well and try to turn the sales achievement created by the activity into brand effect.
- Create a great activity atmosphere with activity stage, marketing opera concept to achieve the planned marketing goal.

After making clear of the essence of the difference between Event marketing and Activity marketing, here are other difference between these two: First of all, as to an activity, there is a topic while an event doesn’t have one. So Event marketing invests much less while Activity marketing has to put a lot in because influence has to be created. In Event marketing people are passive while in Activity marketing people tend to be more active. Examples for the former one are Afghanistan War, Water pollution in Songhua River, and Sanlu Milk powder incident. And examples for the latter one are Beijing Olympic Games, Shanghai Expo, the return of brand of Canton and so on.

Since the 21st century, people are more suspicious and rational about single advertisement, while tending to be curious about events, so consumers have much more possibility to accept events than advertisements. First, consumers think it is something that matters, so people will pay attention to it. What’s more, Chinese people are born with strong curiosity and this has somewhat become a habit, so the moment they hear that there is a matter, they will concentrate on that, and they don’t think it is advertisement. According to some analysis, enterprises get 4 times of profits by event compared with single advertisement. “Master Sun’s Art of War” says: The ones that are good at wars depend on the situation but not harsh to his subordinates. That’s why he can choose the right general to create favorable situation. So focusing on the situation, he can direct the soldiers like rolling rocks and logs) (3) Just like Master Sun’s saying, taking advantage of opportunity in business world is just like fishing in water, speed makes success.

Event marketing stimulates consumers’ attention, while Activity marketing stimulates their interest. Event marketing can only come by luck but can’t be searched for. While Activity marketing is done with purpose. Event marketing is propagated naturally and subconsciously with the help of the public and media. It is a set of modern Taichi of “Moving one thousand kilogram’s weight with only 200 grams’ strength” “To add strength at the critical moment”. Event marketing seizes the opportunity that slips away in a blink of eye. The event can be used only once. While Activity marketing is to create some influence by organizing some activity that is news-worthy and can be used more than once.

Event is not activity and activity is not equal to event, which is the major point of this essay. But you can’t separate these two mechanically, sometimes Event marketing and Activity marketing can be altered in certain situations. Vickey Zhao was invited by a fashion magazine to take some fashion photos in New York and it was no more than an ordinary clothing propaganda activity. But this advertisement with Japanese flag on her back became an incident that humiliated Chinese people. “Asia Ford” coating plant meant to feed the kitties and puppies to show that the coating was not toxic, but it drew objection of animal lovers. So the CEO had no choice but drank the coating himself. This activity turned into an incident. Zhang Ruimin ordered his subordinates to smash fridges that were disqualified, which was an incident, but nobody knew it woke the workers up and created the credit of Haier and a serious of quality standard month. Woolworths in America always held itself aloof and refrain, never coming into close contact with the masses, which placed the company at a disadvantage. There was an old man who made a living by polishing shoes for those senior executives. On the 50th anniversary celebration, the CEO of the company polished the old man’s shoes carefully in front of all the reporters. The next day, medias like newspapers and TVs reported this. Woolworths took this chance and started, a social care activity. Thus an incident became an activity. In 1915 International Exhibition in Panama was supposed to be a marketing activity laid out for the famous Chinese Maotai Wine. While the Chinese representative smashed Maotai with anger was an incident, but the bouquet attracted a lot of consumers. Then the Chinese representative began to tell how excellent the wine was, thus an incident became an activity. Therefore, how to take advantage of the abrupt and unpredictable incident to reach the intended goal is a key point in Marketing.

At last we need to point out that: domestic enterprises always go all out to spare no time to plan and put in big sum of money and at the same time they are good at creating atmosphere for marketing. But they just can’t seize the precious opportunity of a sudden event and let the business opportunity slip away. There are also some

enterprises that turn a blind eye to incidents which could be taken advantage of, letting it pass by without any action. Until other brands in the same field take their share in the market successfully, they wake up gradually. A young man in Anshan went back home from Liaoyang in an Audi, and an accident happened on the way. The car was crashed into scrap iron but this young man was perfectly all right. Audi Company did not grasp the business opportunity in this incident to propagate its safety but let the opportunity slip away. Liu Xiang broke the world record of 110-meter high hurdle in 12'88" in Lausanne, and this day was Liu Xiang's 23rd birthday. It was supposed to be an unexpected event marketing. Unluckily, those enterprises that asked Liu Xiang to be the spokesman didn't seize this opportunity. Among domestic enterprises only Yili sent a congratulatory letter on the Internet, but East China Normal University, which is even not an enterprise, sent a letter to congratulate his success in the name of his alma mater, which made it known to people that Liu used to be a graduate student in this school. Foreign enterprises had more strategic vision. On the same day after Liu broke the world record, a specially made 12'88" advertisement was released by Coca-Cola from 9pm on several famous websites. After that, Coca-Cola Company announced that "the Record Movement" would be added into more marketing projects in the future. Mencius said: Wisdom is not as good as opportunity. Liu Zongyuan also said: Feudalism is not the purpose of saints, it is the situation that causes. As a saying goes: Advisors in business battles try to attract consumers' attention so that their product can be popular, small victory counts on wisdom but great success depends on situation. Wise are those people who can make full use of the situation. A man who has achieved a

lot is the one who can seize opportunity from happenings. I do hope there is some enlightenment in event marketing and activity marketing.

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