



EVENT MARKETING STRATEGY TO INCREASE SALES USING THE CONCEPT OF PURPOSE, PEOPLE, PLACE, AND PERFORMANCE

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ABSTRACT

Event Marketing Strategy is an important pillar in introducing products directly and building emotional relationships between brands and consumers, especially in the automotive industry. This study uses Qualitative Research. The informants of this study amounted to 17 people. This study aims to analyze how Event Marketing Strategy in Increasing Sales by Using Purpose, People, Place, and Performance, especially for BMW and MINI products offered by PT. Performance Motors Indonesia. Event Marketing Strategy in Increasing Sales by Using Purpose, People, Place, and Performance, especially for BMW and MINI products offered by PT. Performance Motors Indonesia. The conclusion of the study, Event Marketing Strategy has a very significant contribution in driving increased sales, especially in the premium automotive industry such as BMW. Quantitatively, Event Marketing's contribution to sales achievement is estimated to reach 60-70 percent, the attractiveness of the product itself, competitive pricing structure, the image of exclusivity attached to the BMW brand, and the level of brand awareness among target consumers. The recommendation from this study is, the Company needs to improve integration between the Marketing team and the Sales team in the process of designing and implementing Events

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1. INTRODUCTION

Marketing strategy is a key pillar in increasing sales and directly introducing products, one of which is event marketing. For automotive companies, event marketing is becoming an increasingly important marketing strategy in building brand relationships with consumers. This method is considered effective and has been adopted by companies for quite some time to attract consumer attention. According to research by the Event Marketing Institute (2023), 92% of event marketing results increase customer engagement, and 85% of consumers are more likely to purchase a product after attending a brand event (Andhika Satya Wasistho & Susilo Toto Rahardjo, 2023). Furthermore, event marketing is also used to enhance brand experience, build consumer loyalty, and strengthen brand image. (Hanafi Malik & Juwita Wirta Sri Depi, 2025)

Event marketing is a marketing strategy that involves event organizers, customers, or a series of specific activities to promote a brand, product, or service to a target audience. According to Schmitt (2016), event marketing is a marketing communication medium focused on the consumer experience, providing

consumers with the opportunity to interact directly with the company (Karuniatama et al., 2020), brand, or community. According to Kotler & Keller, event marketing can increase customer engagement and strengthen brand associations in the minds of consumers (Kotler et al., 2015).

Good business decisions require long-term planning using sustainable marketing strategies. In general, strategy is a long-term plan formulated to achieve specific goals by effectively utilizing resources in the face of dynamic environmental conditions. Strategy includes formulating a mission, identifying external opportunities and internal strengths, and selecting alternative courses of action to achieve organizational goals (Dina Okta Egi Priatin & Humairoh, 2023).

In premium segment industries, event marketing is generally designed to create exclusive experiences that create a different atmosphere and characteristics than conventional marketing strategies. Activities such as test drive experiences, mall exhibitions, collaborations with strategic partners, private product launches, and lifestyle gatherings with exclusive communities are concrete examples of this approach. Premium segment industries generally design event marketing by creating exclusive experiences that create a distinct atmosphere and characteristics compared to conventional marketing strategies. Activities such as test drive experiences, mall exhibitions, collaborations with strategic partners, private product launches, and lifestyle gatherings with exclusive communities are concrete examples of this approach. Overall, these six indicators complement each other in providing a comprehensive picture of the success of an event marketing campaign. The selection of appropriate indicators must be tailored to the specific objectives of the event and the characteristics of the target audience. Therefore, to determine the success of an event, companies need to evaluate each process. They should measure the extent to which the event helped increase sales and whether it created a lasting impression of the product among customers. According to Hoyle (2002), there are four pillars of event marketing: Purpose, People, Place, and Performance. In the context of premium brands, event marketing is a form of marketing communication strategy that focuses on creating direct interactions between brands and consumers. This strategy not only plays a role in product introduction but is also designed to provide a memorable experience and build emotional engagement with the target audience.

In the high-end automotive sector, event marketing is used to emphasize an exclusive brand image and strengthen long-term relationships with premium consumers. One conceptual approach used in designing and evaluating event marketing activities is the 5P approach, which encompasses five main elements: Product, Price, Place, Promotion, and People.

Event marketing has become the most popular marketing strategy in the automotive industry, with more and more brands allocating budgets for event marketing, which can increase brand attachment by 37% compared to digital media in the automotive sector (Homburg et al., 2020). Has-Tokarz (2023) defines event marketing as a marketing strategy that uses planned events to create interactive experiences with the goal of influencing consumer perceptions, building long-term relationships, and promoting products/services. In the automotive business context, these events can include mall exhibitions, moving exhibitions, collaboration events, virtual launches, and talk shows (Anita Has-Tokarz, 2023).

Brand awareness is a key element in the success of a company's marketing strategy. Consumers tend to show a preference for products or services they know, trust, and have a positive image in their minds. In an increasingly competitive and dynamic market, building brand awareness is not an option but a pressing necessity. One proven effective approach to increasing brand awareness and driving purchasing decisions is through an Event Marketing strategy (Suryana, 2022).

Event Marketing enables companies to deliver unforgettable, hands-on experiences to consumers. Through personal interactions and immersive experiences during events, companies not only promote products but also create emotional connections between brands and consumers. This adds value by shaping positive perceptions, increasing trust, and strengthening consumers' emotional attachment to the brand (Ardhi Mulia Rahmat Wijaya & Sumadi, 2024).

For an Event Marketing strategy to deliver optimal results, an integrated approach is essential. The four main elements of Purpose (a clear and relevant event objective), People (attendee engagement aligned with the target market), Place (strategic location selection that supports brand positioning), and Performance (an engaging and interactive presentation and series of activities) must be designed synergistically. When these four aspects are well-managed, the result is not only increased brand awareness but also a significant increase in sales (Abdillah et al., 2024).

2. RESEARCH METHOD

This research is a descriptive qualitative approach that aims to uncover and in-depth describe the actual conditions of the research subjects or objects based on facts occurring in the field. This research focuses

on presenting data obtained from observations and interviews to outline how the implementation of an Event Marketing strategy through the Purpose, People, Place, and Performance approach can play a role in increasing sales of a product or service (John Creswell, 2023).

Data collection techniques used included interviews, observations, and literature review. Interviews were conducted with 10 customers of PT. BMW MINI Performance Motors Indonesia, who had placed orders, were in the process of ordering, or had not yet placed orders (Hot Prospects). These observations were conducted directly by attending various forms of Marketing Events organized by BMW, such as product exhibitions in shopping centers (malls), product launches, and collaborative events with strategic partners such as banks, sports communities, and hospitals.

As a final stage in the data collection process, the researcher also conducted literature and documentation studies to support the field findings obtained through interviews and participant observation. The literature study was conducted by reviewing various written sources, such as scientific books, academic journals, research articles, and publications relevant to the topics of event marketing, consumer behavior, and experiential marketing strategies. This literature was used to strengthen the theoretical foundation, clarify the concepts of Purpose, People, Place, and Performance in event marketing, and provide comparisons to empirical findings obtained in the field.

Table 1. Informant

No.	Informant	Category	Position
1	Roberto	Consument	BMW X5, 520i, and MINI 5-Door Users
2	Andy	Consument	BMW 520i Users
3	Timoty	Consument	BMW X3, 218i, and M4 Users
4	Andrew	Consument	BMW 330i Users
5	Eksir	Consument	BMW 320i Users
6	Dante Sinaga	Consument	BMW X1 Users
7	Priadi (Dr.)	Consument	BMW X3 Leads
8	Albert	Consument	BMW X1 Users
9	Koko	Consument	BMW iX Users
10	William	Consument	BMW M2, MINI Countryman Users
11	Benny	BMW employees	Sales Team
12	Ayub	BMW employees	Sales Team
13	Nanda	BMW employees	Sales Team
15	Louis Steven	BMW employees	Sales Team
16	Kevin	BMW employees	Sales Team
17	Lilis	BMW employees	Sales Manager
18	Agnes Vera	BMW employees	Senior Marketing Communication

According to Mudji Rahardjo, data analysis techniques are a process aimed at organizing, sorting, grouping, coding, and categorizing data to produce findings relevant to the research focus or problem. Through this process, complex and scattered qualitative data can be summarized and organized in a way that makes it easier to understand and analyze.

3. RESULTS AND ANALYSIS

In a study of the event marketing strategy for BMW and MINI activities conducted by PT. Performance Motors Indonesia, data triangulation techniques were used as part of the validation and verification process for data validity. Triangulation is crucial in qualitative research to ensure that the data obtained truly reflects the reality on the ground and can be scientifically validated. Through this triangulation approach, researchers were able to identify the relationships between the four main elements of the event marketing strategy.

The event marketing strategy implemented by PT. Performance Motors Indonesia (PMI) Medan is comprehensively designed to reach various premium consumer segments through an exclusive and experience-oriented approach. Several activities include exhibitions at various strategic locations in Medan. Test drives are held at several well-known cafes, providing a relaxed yet elegant driving experience that aligns with the lifestyle of the target market. Furthermore, PMI actively holds mall exhibitions in prestigious

shopping centers such as Delipark Podomoro, Manhattan, Sun Plaza, Center Point, and Berastagi Supermarket, to increase brand visibility in high-traffic areas.

This strategy was strengthened by collaborations with leading banking institutions such as BCA, Permata Bank, BRI, and Mandiri, which not only expanded access to priority customer segments but also offered easy financing and special offers during the event. Furthermore, PT. PMI also launched new products, such as the new BMW i5, which became a major attraction for automotive enthusiasts, offering a chance to learn about BMW's latest technology and innovations. Gatherings with the BMW community and customers not only served as a platform for camaraderie but also fostered an emotional bond between the brand and its consumers. All of these strategies synergistically aimed to create a strong brand experience, increase engagement, and drive purchasing decisions through a personalized, luxurious, and high-value approach.

The relationship between PT. Performance Motor Indonesia's (PMI) event marketing strategy and the achievement of the company's Key Performance Index (KPI) is evident. This strategy is built on four main components: Purpose (the goal of the event), People (the audience or approach to consumers), Place (the location of the event), and Performance (the execution of the event). These four elements do not stand alone but are integrated to create a holistic event experience for consumers. This strategy was strengthened by collaborations with leading banking institutions such as BCA, Permata Bank, BRI, and Mandiri, which not only expanded access to priority customer segments but also offered easy financing and special offers during the event. Furthermore, PT. PMI also launched new products, such as the new BMW i5, which served as a major attraction for automotive enthusiasts, allowing them to learn about BMW's latest technology and innovations. Gatherings with the BMW community and customers not only served as a platform for networking but also fostered an emotional bond between the brand and its consumers. All of these strategies synergistically aimed to create a strong brand experience, increase engagement, and drive purchasing decisions through a personalized, luxurious, and high-value approach.

The implementation of the event marketing strategy by PT. Performance Motors Indonesia (PMI) Medan has had a significant impact on attracting potential customers. Through the series of activities, the company successfully collected a database of 2,132 contacts, demonstrating extensive exposure and interaction with event attendees. Of these, 1,051 were classified as leads, individuals who have shown further interest in BMW & MINI products. Furthermore, 524 test drive sessions were successfully conducted, demonstrating the high level of interest from prospective buyers in experiencing the premium vehicle experience firsthand. The promising final result was the achievement of 132 Vehicle Order Letters (SPK), demonstrating the real conversion of experiential marketing strategies into purchasing decisions. This achievement reflects the effectiveness of Event Marketing as a tool not only to build brand awareness but also to encourage concrete actions from consumers in the purchasing cycle.

Overall, BMW Event Marketing has proven to be a crucial element in building awareness and increasing consumer purchasing interest. Its success is determined by the synergy between consumer experience, market segment suitability, strong collaboration, and continuous follow-up by the sales team. When managed strategically and creatively, Event Marketing can be a key catalyst in building loyalty and converting purchases in the premium market segment.

Based on the results of interviews with BMW salespeople, summarized in table form, it can be concluded that personalized service and strong product education are two key elements that directly influence the success of Event Marketing in driving consumer purchasing decisions. In the context of a premium brand like BMW, consumers don't solely consider price or vehicle technical specifications, but rather place greater emphasis on the quality of interactions, the credibility of the salesperson, and a deep understanding of their individual needs.

BMW Salespeople serve not only as sellers but also as brand ambassadors, bridging the gap between the product and the consumer experience. They employ a personal approach through informal conversations, understanding consumers' lifestyles, and building emotional bonds that form the foundation of long-term trust. This approach is carried out through activities such as direct invitations, creating a comfortable atmosphere during the event, and maintaining post-event communication. This is evidenced by informants such as Benny, Louis Steven, and Kevin, who stated that SPKs occur more frequently post-event, after a well-established relationship.

On the other hand, product education provided by sales staff also has a significant impact. Education extends beyond delivering technical information to tailoring product features and benefits to specific customer needs, as explained by Ayub, Steven, and Louis. They provide in-depth explanations of car features, assist with test drives, and deliver relevant and value-added promotional programs. This education is further strengthened when linked to the customer's intended use of the vehicle, such as for family use, efficiency, or luxury.

This combination of a personal approach and product education is increasingly important because BMW products target a market characterized by high-involvement decision-making, where the purchasing process is complex, involves emotional and rational considerations, and requires considerable time. Therefore, the sales team's ability to build relationships and provide accurate product understanding is a key differentiator compared to competitors, while simultaneously enhancing the effectiveness of the company's event marketing. Therefore, it can be concluded that relationship-based personalized service and relevant and in-depth product education are the foundations of BMW's event marketing strategy. Both not only contribute to achieving short-term SPK (Sales Order Form) targets, but also create loyalty, satisfaction, and a lasting brand image in the minds of premium consumers.

Based on interviews with internal personnel at PT Performance Motors Indonesia (PMI), particularly with Senior Marketing Communications, and the experiences of BMW and MINI users, a planning model can be developed. This model is based on the need for effectiveness in attracting leads, increasing brand engagement, and driving conversions in the form of Vehicle Order Letters (SPK). During the planning stage, the strategy implemented must be based on a clear formulation of the event's objectives, whether to increase brand awareness, generate leads, or drive purchases (conversion). This strategy must be tailored to the identity of each brand - BMW tends to be formal, classy, and emphasizes performance, while MINI is more playful, youthful, and lifestyle. Appropriate consumer segmentation is necessary to develop an appropriate communication approach, both visually and in messaging, while maintaining alignment with the brand's corporate identity (CI).

BMW and MINI event planning must be differentiated based on brand characteristics and target markets, considering three main phases: pre-event, during the event, and post-event. This model was designed to address the third research question: how to design a more effective event marketing planning, implementation, and evaluation model to support PT PMI's Key Performance Indicators (KPIs). This model also aligns with the third research objective: to develop a working model for event marketing strategies to align with marketing objectives, such as increasing the number of leads, test drives, vehicle order letters (SPKs), and social media engagement.

In implementing event marketing at PT Performance Motors Indonesia (PMI), one evaluative approach used is establishing key performance indicators (KPIs) based on the ratio between event spending and results in the form of SPKs (Vehicle Order Letters). As explained by an informant from the marketing team, there are generally no rigid standards for setting targets; however, the company applies a rational benchmark: every Rp10 million budget allocation is expected to produce at least one SPK. This KPI serves as the initial basis for measuring the effectiveness of an event. However, in practice, this approach is flexible and contextual. For example, at a small-scale event location with high costs and low traffic, KPI achievement tends to be lower. Conversely, at a location with stronger market potential and high traffic, such as a well-known public area busy with the target market (often referred to as OKL - the old rich), a company can double the SPK target for the same cost. This demonstrates that KPIs are not absolute but need to be adjusted to the characteristics of the venue, timing, and potential audience at each event.

In the evaluation stage, the success of an event is measured not only by the number of SPK generated but also by other indicators such as the number of valid leads, the number of test drives, and the effectiveness of digital promotional channels through engagement and impressions. Furthermore, the evaluation must also take into account the effectiveness of the location and timing of the event, taking into account audience behavior trends, the holiday season, and local dynamics in the city where the event takes place. To avoid repeating ineffective activities, evaluation results need to be thoroughly reviewed and used for improvements in future events, including adjusting the concept, promotional media, and invitation segmentation. Through this model, it is hoped that the Event Marketing implemented by PT PMI will be more focused, measurable, and contribute significantly to achieving the company's business targets, both quantitatively, such as sales, and qualitatively, such as loyalty and positive brand perception.

The Purpose element explains that every Event has a clear objective, such as launching a new product, educating about technology features, or strengthening the brand. A well-targeted objective will build initial consumer interest and encourage them to attend and engage. Furthermore, the People element illustrates the importance of a personal and emotional approach by the Sales team to visitors. A humanistic, communicative, and non-pushy approach is crucial in building long-term relationships between companies and consumers. The Place element emphasizes that selecting a strategic, comfortable, and audience-appropriate Event location will enhance the effectiveness of message delivery and the experience. Meanwhile, Performance relates to consistency and professionalism in organizing the Event, from pre-Event, during the Event, to post-Event follow-up. A neat and engaging execution will enhance a positive brand impression.

These four elements then influence consumer behavior, such as increased purchasing interest, spontaneous decision-making during the Event, and the formation of brand loyalty. In addition, satisfied

consumers tend to recommend products to others (word of mouth) and are active in user communities (community engagement), which ultimately has an organic, sustainable promotional impact.

This series of positive impacts directly contributed to the achievement of PT. PMI's KPIs, especially in terms of increasing sales, increasing the effectiveness of the Sales and Marketing teams, and strengthening brand image and awareness. Thus, the 4P-based Event Marketing strategy has proven to be not only a short-term promotional tool, but also a long-term strategy oriented towards emotional connections and consumer loyalty, which ultimately impacts the company's overall business performance.

4. CONCLUSION

Event Marketing Strategy has a very significant contribution in driving sales growth, especially in the premium automotive industry such as BMW. Based on field findings, Event Marketing plays a key role in connecting brands with consumers directly. Through the implementation of well-structured and segmented Events, companies are able to create interactive spaces that are not only promotional, but also build emotional closeness and trust in the brand. This makes Events one of the marketing channels that has a high effectiveness in encouraging consumers to make purchasing decisions. Quantitatively, the contribution of Event Marketing to sales achievement is estimated to reach 60-70 percent, as stated by internal company officials. This figure shows that the majority of the conversion process occurs as a result of consumer involvement in various Event activities, both large-scale such as mall exhibitions, and private ones such as exclusive test drives or community gatherings. Events become a strategic medium that provides a logical reason for Sales to take a personal approach to potential consumers, while creating direct experiences that increase interest and trust in the product..

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