

key retailers a chance to win a week with Wayne Gretzky and his wife Janet Jones Gretzky in exchange for meeting a pre-determined sales quota. The emotion of a "once-in-a-lifetime" event was leveraged to meet sales objectives.

*Brand Loyalty Erosion.* Consumers are increasingly becoming sophisticated purchasers and less likely to remain loyal to a brand if a competitor's price is the same or lower. Corporations can use events to create a strong *emotional* appeal and a "tangible" experience for the consumer that adds value to the purchase beyond that of a competitor. Hockey enthusiasts across Canada would rather buy Coke than Pepsi, if it enables them to get a chance to participate in Wayne Gretzky's "Future Stars" Hockey Clinic.

*Bottom Line Requirements.* Event Marketing offers a cost effective and synergistic process to reach the target group. Integrating all the traditional elements of the communication mix (advertising, consumer, trade and sales promotions, etc.) under one themed event "umbrella" allows for cost efficient spending and enhances the ability to leverage the investment overall.