

Vibes or Values: The Impact of Brand Trips

Morgan Bakos and Isabella D'Onofrio

PRAD239: IMC Research

Dr. Jenna Lo Castro

April 9, 2025

Introduction

Businesses are constantly looking for new and innovative ways to improve their brand image and engage customers in today's fiercely competitive marketplace. A particular approach that has become increasingly common is the usage of brand trips, which are exclusive, typically fully funded getaways intended to give clients unforgettable experiences. Aside from giving brands a chance to demonstrate their brand identity, these trips give customers a chance to emotionally connect with the brand. This study's research question is: How do brand trips have an impact on brand image? This research question was chosen due to the growing popularity of social media and influencer marketing strategies. The hypothesis of this research indicates that brand trips improve consumers' perceptions of the company and increase a higher level of trust and loyalty. This prediction emphasizes that the purpose of the research is to determine whether brand trips could foster a stronger, more favorable image of a business and whether these experiences influence consumer behavior, particularly trust and loyalty. It was presumed that the results would reveal an obvious correlation between brand trips and better brand perception, with participants having favorable views about various aspects of brand trips. This research is important within the public relations and advertising industries because it examines the rising value of influencer marketing in impacting consumer opinions. As brands attempt to differentiate themselves in an expanding market, understanding the influence of brand trips on their public perception is essential for developing effective marketing strategies. This study provides integral knowledge into how brands may use immersive experiences to strengthen connections with their audiences and increase consumer loyalty in a society where authenticity and trust are imperative for a brand.

Method

The research for this study was conducted using Google Forms with a total of 10 questions. The survey included both quantitative and qualitative questions allowing for a more comprehensive understanding of respondents' thoughts and feelings. The questions specifically aimed to capture participants' attitudes towards various elements of brand trips, and how these elements have influenced or affected their overall perception of the brand. The goal of the research was to explore the factors that influence perceptions of brand trips and how these experiences might shift audiences' viewpoints on brands. By collecting both numerical ratings and personal experiences it was able to show a broad overview and also give deeper insight into the way brand-related experiences are perceived by consumers.

The quantitative portion of the survey focused primarily on rating participants' feelings about different aspects of brand trips. Participants were asked to rate their level of satisfaction or agreement with statements that focused on different elements of brand trips or brand trips as a whole. From this data general sentiments were able to be formed, and patterns were identified in how brand trips were perceived by respondents. Additionally, there was an open-ended question where respondents were given the opportunity to explain in more detail how their perception of brands has been impacted by brand trips. This question was essential to allow participants the space to express their thoughts and feelings in a more in-depth way that could not be captured by the other questions.

In terms of sampling, non-probability sampling was used. This approach involves sharing the survey link across multiple social media platforms over several days. This allowed the survey to be easily accessible to anyone who came across it. This method was chosen for its practicality and efficiency as it allowed for quick data collection from a wide range of participants. However,

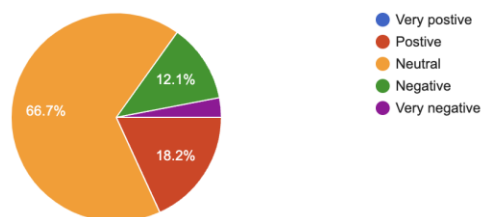
this approach did come with some limitations such as potential bias in those who felt strongly about the topic since the survey was taken voluntarily. In total 33 people participated in the survey and provided a valuable sample size for this analysis.

Results

After conducting the survey and analyzing the data most respondents felt neutral about brand trips. When asked to rate their perception of brand trips 66.7% of respondents said that they felt neutral about them, and another 18.2% stated that they felt positive about them. Only 15.1% felt negative or very negative about brand trips showcasing that the majority of people's perception of brands are impacted negatively by brand trips. In addition, 75.8% of participants stated that they only sometimes or rarely see brands go on brand trips which could indicate why they feel more neutrally about them.

How would you describe your overall perceptions of brand trips?

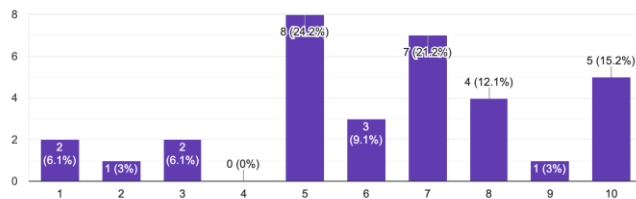
33 responses



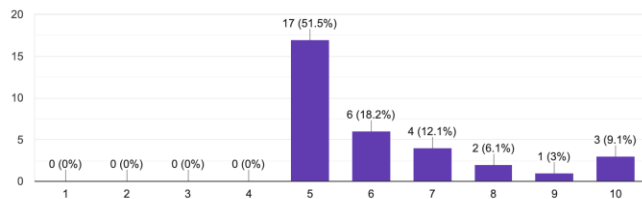
Some of the most important factors and aspects of a brand trip to the participants are the quality of the trip, the influencers and the diversity of them and the authenticity of the brand's content. When asked to choose aspects and factors that were most important these three different factors all had between 60% and 82% of respondents choosing them. Two things that did not affect perception were the media posted and the trip's uniqueness.

For brands that have never hosted a brand trip the majority of people at 51.5% stated that they felt neutral, and the rest of the respondents felt between neutral and positive. The majority of people also stated that they felt neutral or more likely to trust brands that send influencers on trips. On the other hand, the majority of people stated that the influencers chosen to go on brand does impact their perception of the brand. In total only 15.2% of people said that it had little to no impact on their perception of the brand.

How much does the type of influencer a brand chooses for a brand trip affect your perception of the brand? [Copy chart](#)
33 responses



On a scale of 1-10, how do you feel about brands that have never hosted a brand trip? [Copy chart](#)
33 responses



Summary

To summarize, most individuals have a neutral attitude toward brand trips, while a small percentage express either positive or negative opinions. Aspects such as the trip's uniqueness and the content shared on their brand's media platforms had less of an impact on their views than the quality of the trip, authenticity, and the diversity of the influencers. Respondents on the survey stated how crucial it is to select influencers who represent various backgrounds. These findings imply that although brand trips might not have much of an effect on consumers feelings,

authentic experiences and relatable influencers are key to ensuring a successful brand trip and positive brand image.

Discussion

The results of the research provide useful data about how consumers view brand trips and how they influence their overall feelings about the brand. A variety of important conclusions that shed light on the on the larger context of brand related experiences have been established by the data gathered using a mix of quantitative and qualitative questions. This study not only expands our knowledge of how brand trips are perceived, but it also identifies variables that influence these opinions. Although there were clear patterns in the results, there were challenges and limitations that may have skewed the results.

One of the main conclusions taken from this study is that most participants (66.7%) had a neutral opinion towards brand trips. It is interesting to discover that very few respondents had negative opinions, even if this implies that brand trips do not have a large emotional influence on consumers. Given that just 15.1% of participants had negative feelings regarding brand trips shows that consumers are not always dissatisfied with brand trips. This could mean that people's views of brand may not be largely impacted by these trips since they simply fail to evoke a strong reaction. The pattern of neutral results may be explained by the small amount of brand trip activity, as supported by the 75.8 percent of participants who said they "sometimes" or "rarely" saw brands organizing the trips. Brand trips might not be common enough or persuasive enough at this moment to have an impact on general behavior among consumers. The limited number of brand trips that occur may indicate that their entire potential influence on consumer perception

has not been fully understood or communicated. Participants neutral or negative feelings about brand trips may also be influenced by how rarely they occur, since their value in influencing a brand image gets reduced by their lack of exposure.

One of the key findings that came from this research study are the specific factors that are most likely to change consumer attitudes about brand trips. According to the individuals who responded to the survey, the most important factors affecting their opinion of brand trips were the overall quality of the trip, the diversity of influencers, and the authenticity of the brand's image and content. The results imply that consumers' concerns about the reliability and authenticity of the experiences that brands offer are expanding. As key parts in brand trips, influencers need to be credible in order to maintain brand loyalty. This demonstrates how influencers are becoming more than just marketing tools. Influencers are crucial components in creating memorable brand stories that appeal to a wide range of consumers. However, factors like media coverage and uniqueness had less of an effect on how people viewed companies. This research raises some doubt on the idea that a brand trip's uniqueness might increase consumer engagement or brand popularity. Consumers seem to be drawn to the influencers that go on the trips rather than the content posted on social media platforms. Another key finding that came from this research is that brand trips overall don't necessarily impact the brand itself, but certain aspects such as authenticity or the influencers brought on the trips could affect consumers opinions on the brand.

A limitation of the research study is that many participants might not have entirely understood what a brand trip is or how it's different from other types of influencer marketing. Due to this, it's possible that those who participated in the survey were unable to develop solid answers. This could be the reason why a large percentage of them (66.7%) had a neutral opinion

on brand trips. They might not have had enough knowledge about what the trips can do for a brand to come up with a more educated opinion.

This study adds a fresh perspective to the rising discussion over interactive campaigns' impact on influencer marketing. Even though the topic of influencer marketing has been studied frequently, brand trips have not had the same coverage in the digital world. This research opens this topic up for discussion by focusing on key factors that engage the public such as brand trip quality and authenticity. It was shown in the results that the type of influencer selected to go on a brand trip is very important to the audience. The open-ended question in the survey asked respondents to explain how brand trips have affected their view of a brand, and one participant's response was "It mostly has to do with what influencers are there. If the influencers have a bad reputation, then I have a more negative view on the brand but if the brand is very focused on having influencers with good values and will truthfully represent them then I find that I respect that brand more." Eight other people who completed the survey had a similar response. This supports the idea that the type of influencer chosen to go on a brand trip can impact the audience's opinions and feelings. To make certain that brands campaigns connect with their target demographic and build trust, brands could use results like this to improve their approach to brand trips. Although the research had a smaller sample size, this study can advance the discussion by offering useful information that can help companies create more memorable brand experiences.

The key takeaways from this brand trip research are that the quality of the trip, the authenticity, and the diversity of influencers involved in the trip are the most important factors consumers look for when engaging with brand trip content. Although brand trips may not provoke intense positive or negative emotions, they are able to influence their audiences'

opinions when executed well. These factors may have positive effects, but brands that get involved with brand trips must be aware that the impact of brand trips is still limited due to the infrequency and lack of media exposure.