ADVERTISING WEEK NEW YORK

TAKING THE SWEET SHOP TO THE WORLD STAGE:

HOW CINT TURNED A MULTI-YEAR ADVERTISING WEEK PARTNERSHIP INTO MEASURABLE BUSINESS GROWTH

AWNY Case Study

Cint

Thousands of face-to-face conversations per event. Stage content that landed in The Wall Street Journal. A brand activation that outperformed every other at Advertising Week Europe two years running. A research partnership that generates leads long after the lights go down.

That's what a sponsorship built for outcomes looks like.

Cint Came for the Audience. They Stayed for the ROI.

Cint wanted more than visibility. As one of the world's largest research marketplaces, it needed to reach the exact decision-makers who buy, commission and measure advertising: agency leaders, media planners, publishers and research professionals who are notoriously hard to get on the phone.

The opportunity was clear: find a platform where those buyers already show up, then build a presence that creates real conversations, not just impressions.

The result has been a multi-year, multi-market partnership with Advertising Week spanning New York, Europe and APAC, combining a breakthrough physical activation with a research partnership that drives thought leadership, media coverage and gated lead generation simultaneously.

> It was a massive success for brand visibility and contact generation, far exceeding our expectation.

Ariel Madway
Director of Brand Experience at Cint



In this case study you'll see:

THE CHALLENGE

How to cut through a noisy market and reach senior advertising and insights decision-makers at scale.

THE APPROACH

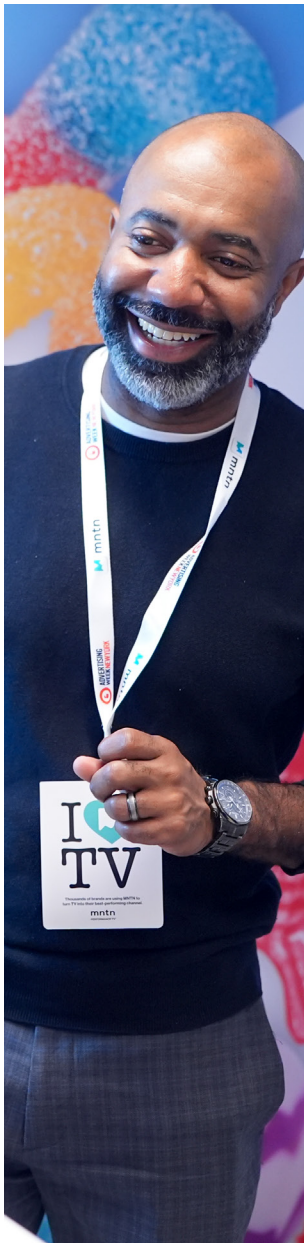
A layered partnership combining a high-traffic physical activation, stage content and a research program built to generate leads before, during and after the event.

THE RESULTS

- Highest-traffic activation at Advertising Week Europe in both 2024 and 2025, outperforming all other activations at the event.
- Thousands of visitors to the Sweet Shop year over year across Europe and New York.
- Major press pickup of research findings in The Wall. Street Journal, Ad Age, Cynopsis and MediaPost
- Client panel format increasing stage attendance and elevating partner visibility.
- Repeat investment across New York, Europe and APAC, signaling consistent, measurable return on partnership spend.

THE BUSINESS VALUE

A repeatable, scalable sponsorship model that builds the Cint brand, drives direct sales conversations and amplifies credibility across global markets.



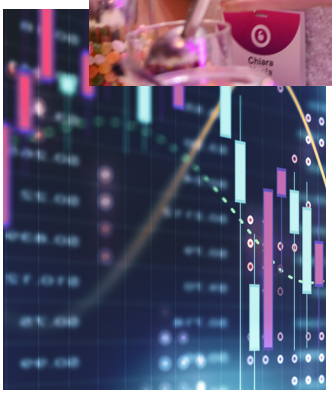
Here's how Cint turned event participation into one of its most effective growth channels.

The Company

Cint operates the world's largest research marketplace — 4,000+ clients running brand lift, campaign measurement and market research across 130+ countries. After its acquisition of Lucid, Cint needed to consolidate two brand identities, reach new buyer segments and establish itself as the go-to measurement and insights partner in adtech.

That meant getting in the room with the right people.





The Challenge

Cint's buyers live at the intersection of advertising and measurement: media agencies, publishers and adtech platforms that choose partners based on relationships and credibility, not cold emails.

Digital channels build awareness. They don't build the kind of trust that closes enterprise deals. That made face-to-face access critical. As the adtech sector grew more turbulent, getting in front of senior decision-makers became harder to pull off and more valuable.

Cint needed a platform that could deliver three things at once:

- Qualified audience access
- A credible thought leadership stage
- A physical presence that made the brand impossible to miss

The Approach

Cint had partnered with Advertising Week for years to build a presence that matched the complexity of its goals, and the events in New York and London offered a perfect opportunity for reaching a curated audience. Instead of a single activation or a one-off sponsorship, the partnership evolved into a layered, multi-market strategy that got stronger every year.

A Physical Meeting Hub

In a packed event environment, the Sweet Shop gave Cint's team a recognizable, dedicated space to host client and prospect meetings without fighting for a corner of the networking lounge. It made the team findable and the conversations easier to set up.

Elevating the Stage

Alongside the physical activation, Cint shifted its stage content strategy, moving from solo executive interviews to a mix of interviews and client panel discussions that drove strong attendance. Partners featured on stage also proved an added visibility benefit for the accounts Cint most wanted to retain and grow.

Content That Keeps Working

The research partnership evolved into one of the most efficient components of the overall strategy. By running proprietary research tied to hot industry topics and aligning it with Advertising Week's editorial moments, Cint was able to generate value far beyond the event itself.

Stats from the research were picked up in major publications, including The Wall Street Journal, Ad Age, Cynopsis and MediaPost, giving Cint earned media reach that amplified every dollar spent on the partnership.



The Advertising Week Audience



Cint came to Advertising Week with a clear target in mind: advertising agencies, media agencies and publishers that need to prove campaign effectiveness and measure brand lift. The growingpresence of research and insights professionals at the events added another high-value segmentthat maps directly to the Cint Exchange ICP.

Advertising Week's audience profile makes it a natural fit:

- Brand marketers **22%**
- Media agencies **14%**
- Tech and adtech companies **21%**

That's a room full of buyers, budget-holders and decision-makers across the exact categories Cint serves.

Outstanding Outcomes

- Highest-traffic activation at Advertising Week Europe in 2024 and 2025, drawing thousands of visitors across Europe and New York.
- Research findings earned coverage in The Wall Street Journal, Ad Age, Cynopsis, MediaPost and a bylined article in The Media Leader, plus a gated report driving post-event leads.
- Client panel format boosted stage attendance and elevated partner visibility.
- Repeat investment across New York, Europe and APAC, signaling consistent, measurable return.





The Implications for Sponsors

The most effective event sponsorships don't rely on a single tactic. They stack. Activation creates presence. Stage content builds credibility. A research partnership extends your impact for months after the event floor clears.

> **A curated audience makes every conversation count. When the right buyers are already in the room, you're not chasing leads; you're building relationships.**

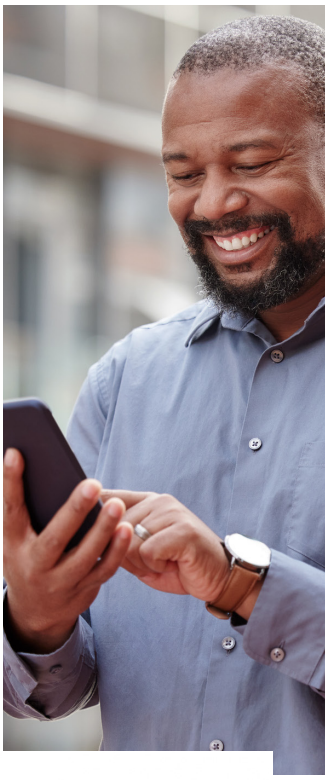
For brands in measurement, insights and adtech, Advertising Week delivers what digital channels can't: face-to-face access to senior decision-makers in an environment where real business gets done.

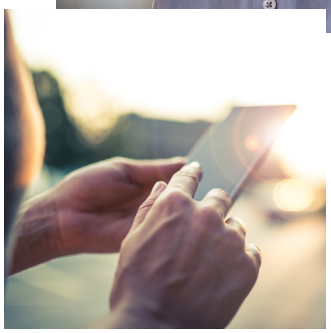


The Bottom Line

Cint didn't just show up at Advertising Week. They built something. Over several years and acrossthree global markets, the partnership evolved from executive interviews into a fully integratedstrategy combining physical activation, thought leadership and research-led content.

For brands serious about reaching senior advertising and insights decision-makers at scale, this is the case study that shows how it's done.





About Cint

Cint operates the world's largest research marketplace, powering insights for over 4,000 organizations across market research, brand lift measurement and campaign effectiveness.

Learn more at **cint.com**

ADVERTISING WEEK NEW YORK

Want to build your own success at Advertising Week?

Connect with the sponsorship team

