



# The Crisis in Creative Effectiveness

**think**<sup>tv</sup>

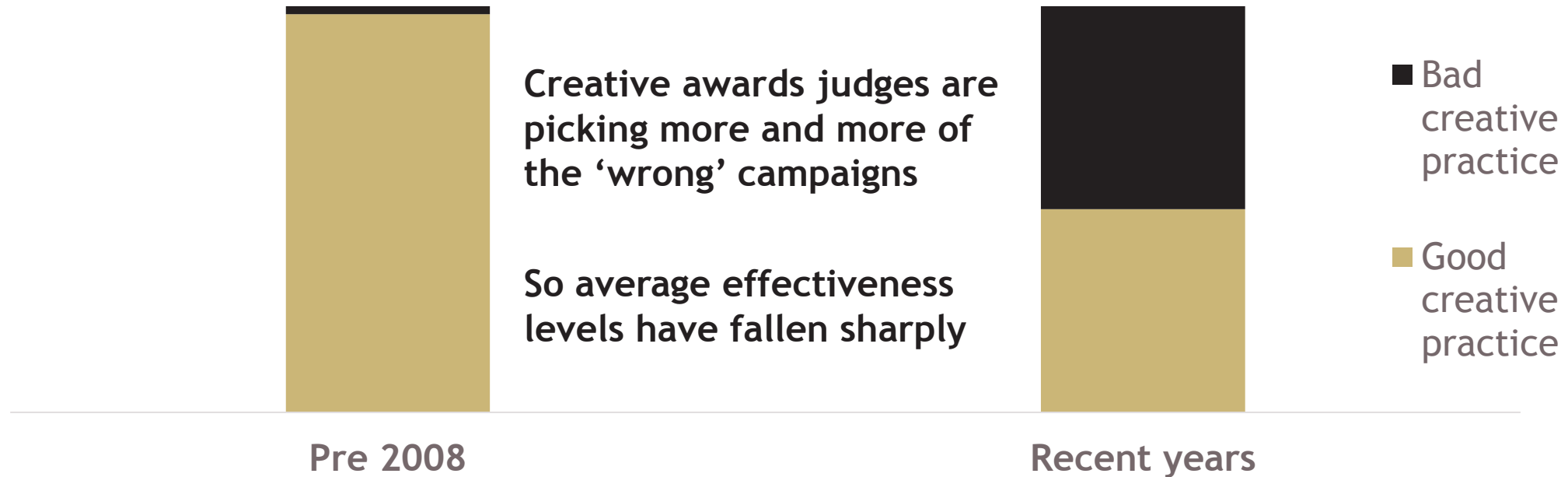
# The view from Mark Ritson



Source: Mark Ritson

# Crisis? What crisis?

## Not all creatively awarded campaigns have become less effective

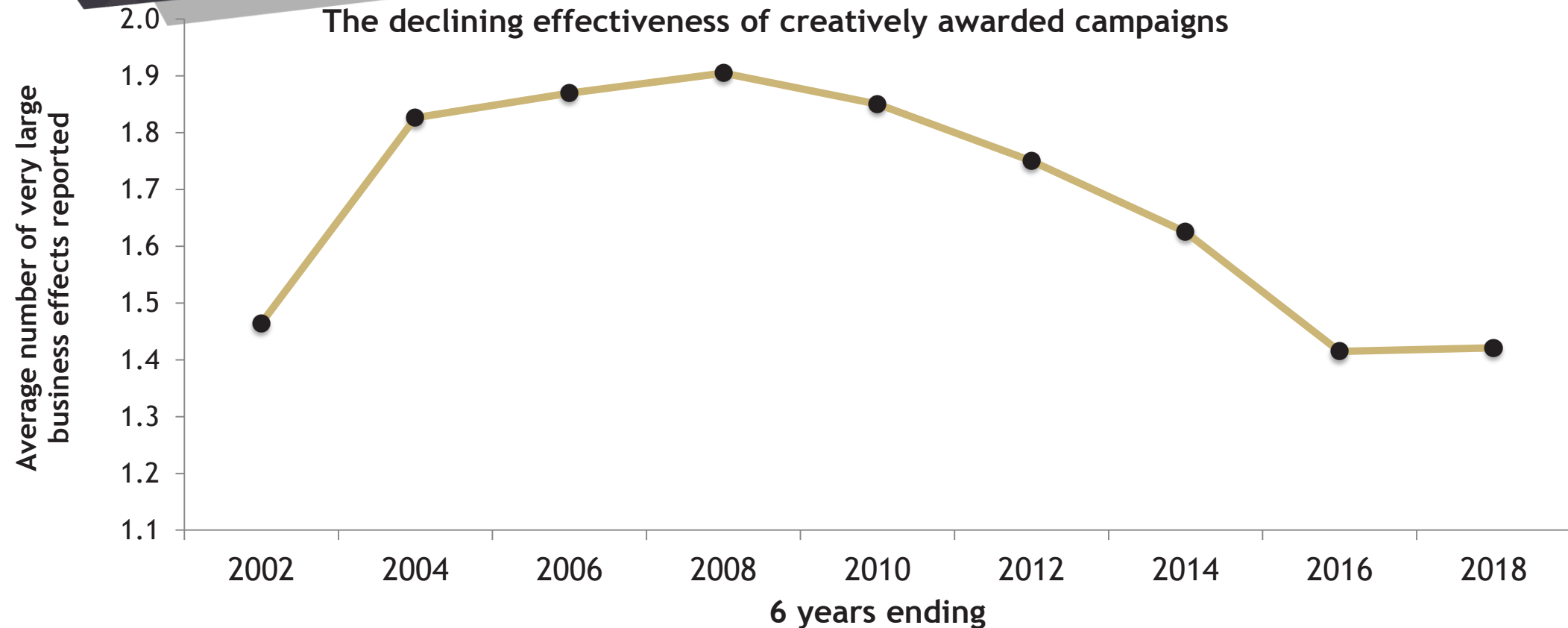


# The new fashion in creativity: Burger King USA



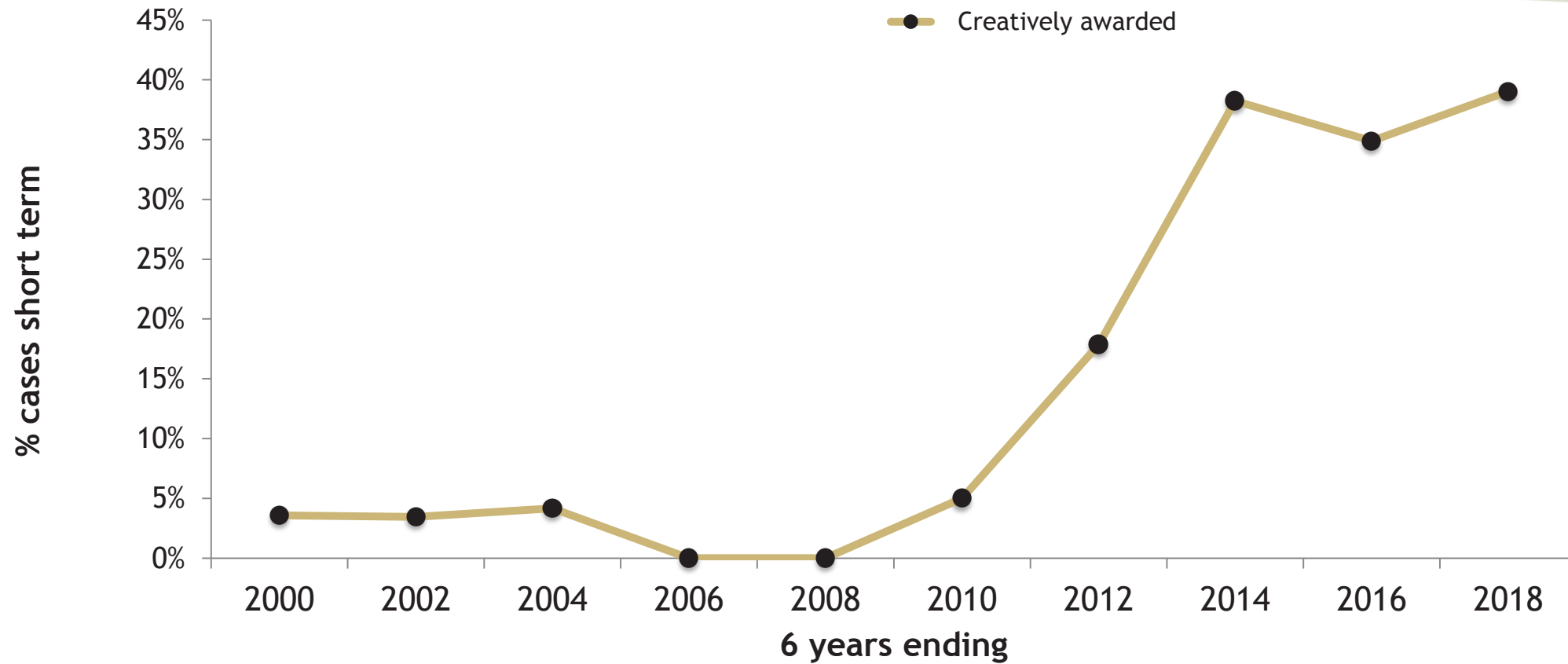
Source: Cannes creative effectiveness Lions 2019

# Creativity delivers its lowest effectiveness in 24 years



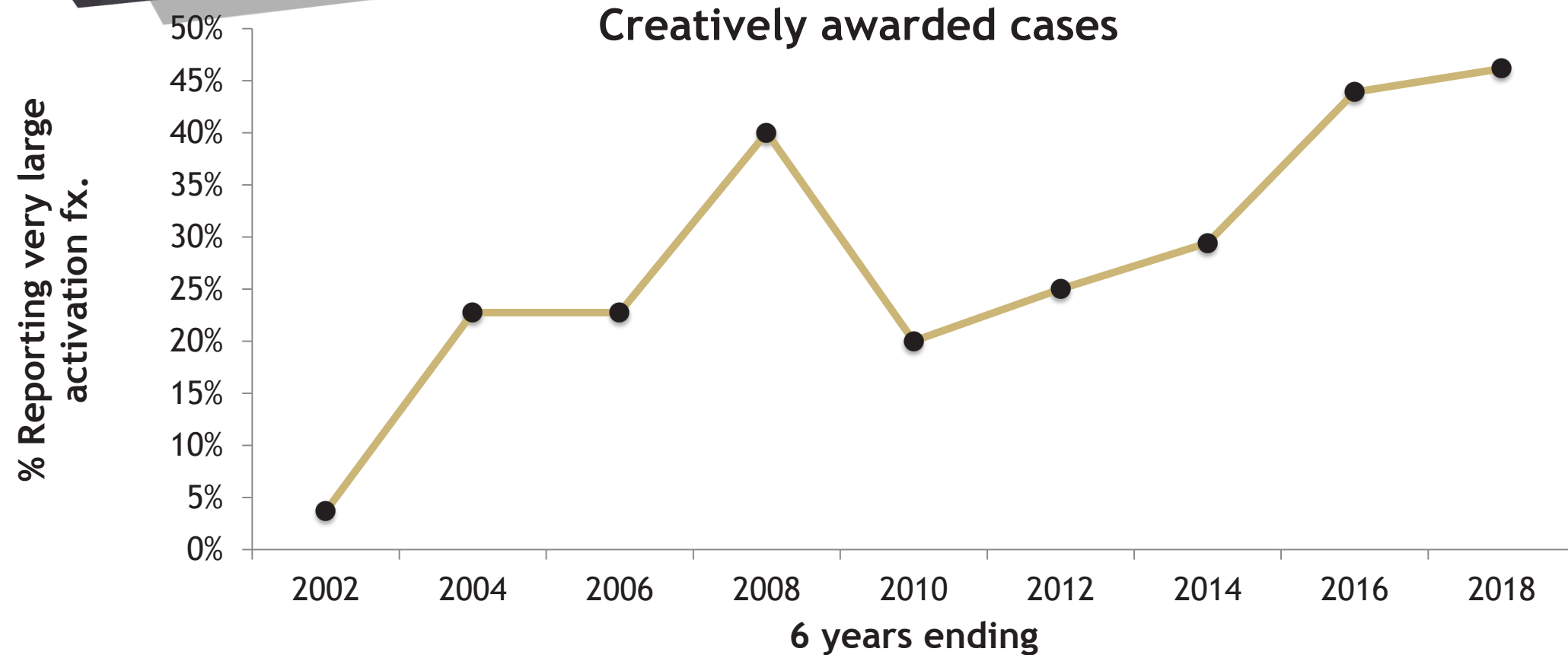
Source: IPA Databank, 1998-2018 creatively awarded cases

# Creativity is misused for short-term goals



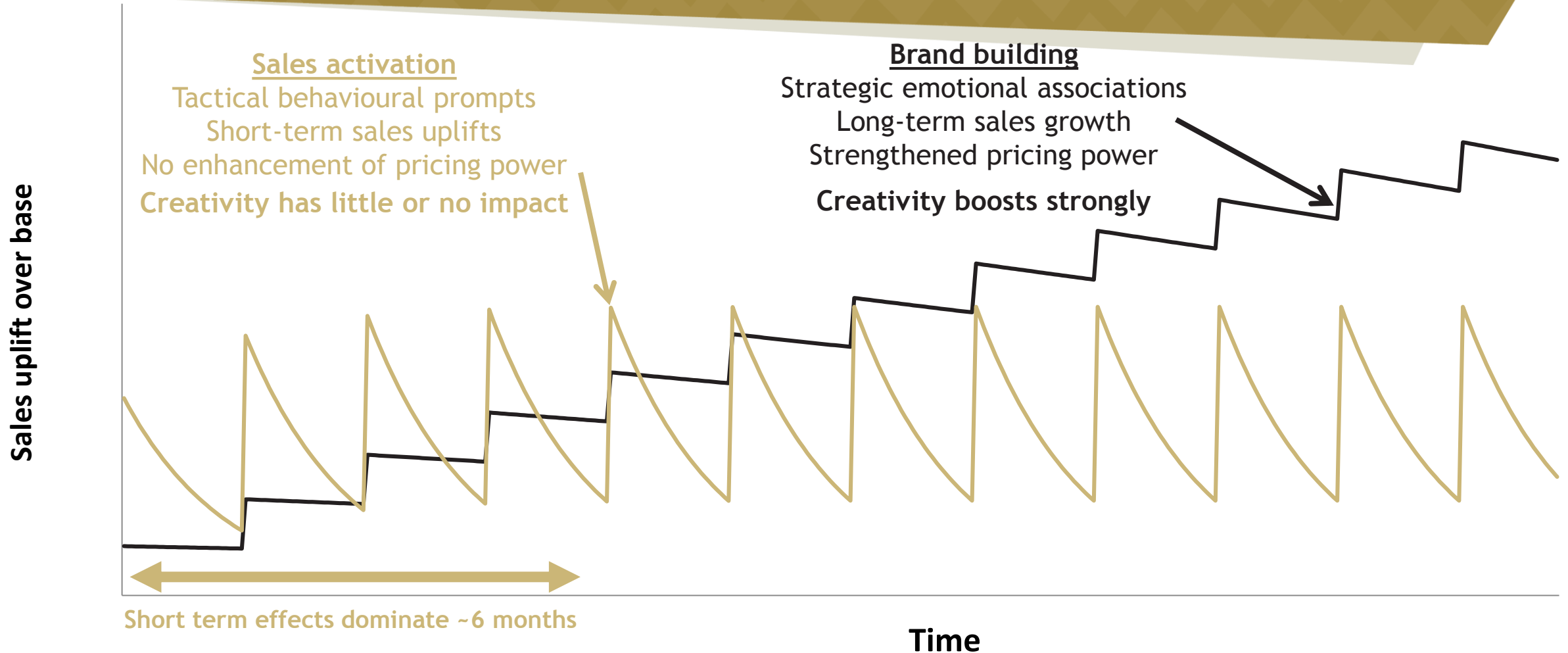
Source: IPA Databank, 1998-2018 for-profit cases

# Creativity has been hijacked for activation



Source: IPA Databank, 1998-2018 for-profit cases

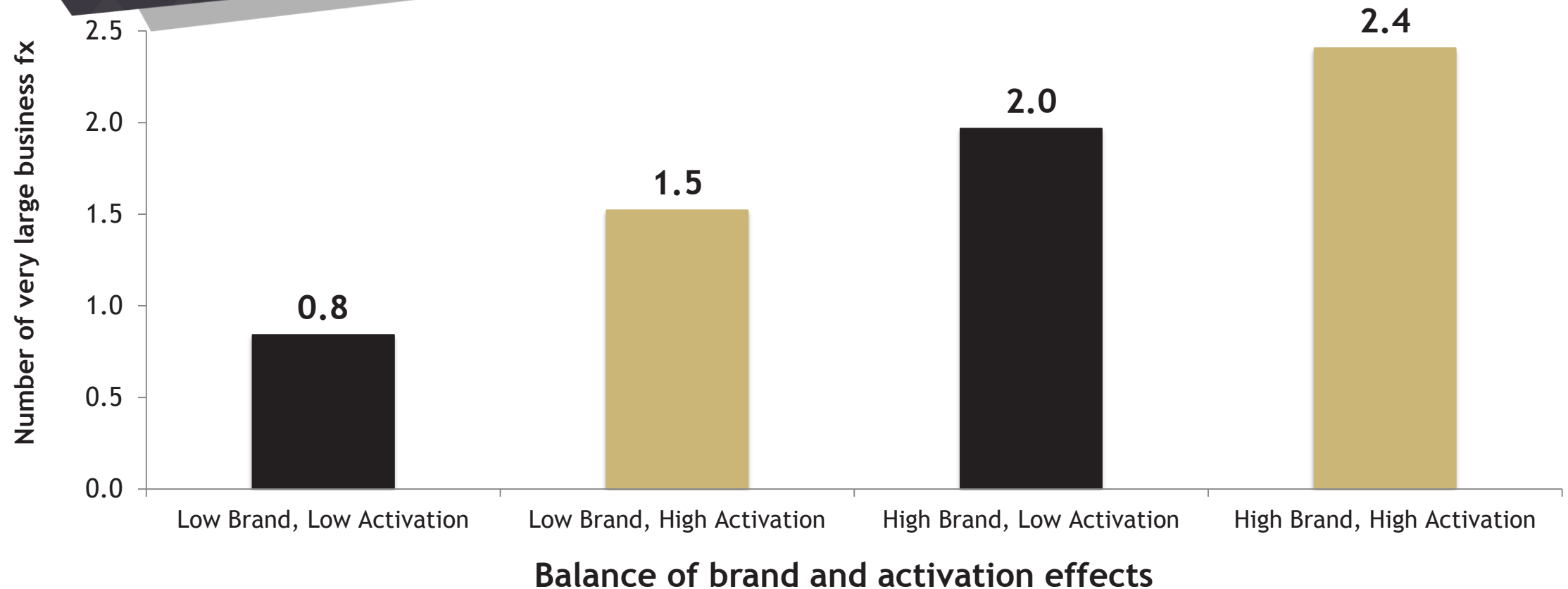
# Why short-termism is so destructive



Source: Binet & Field 2013

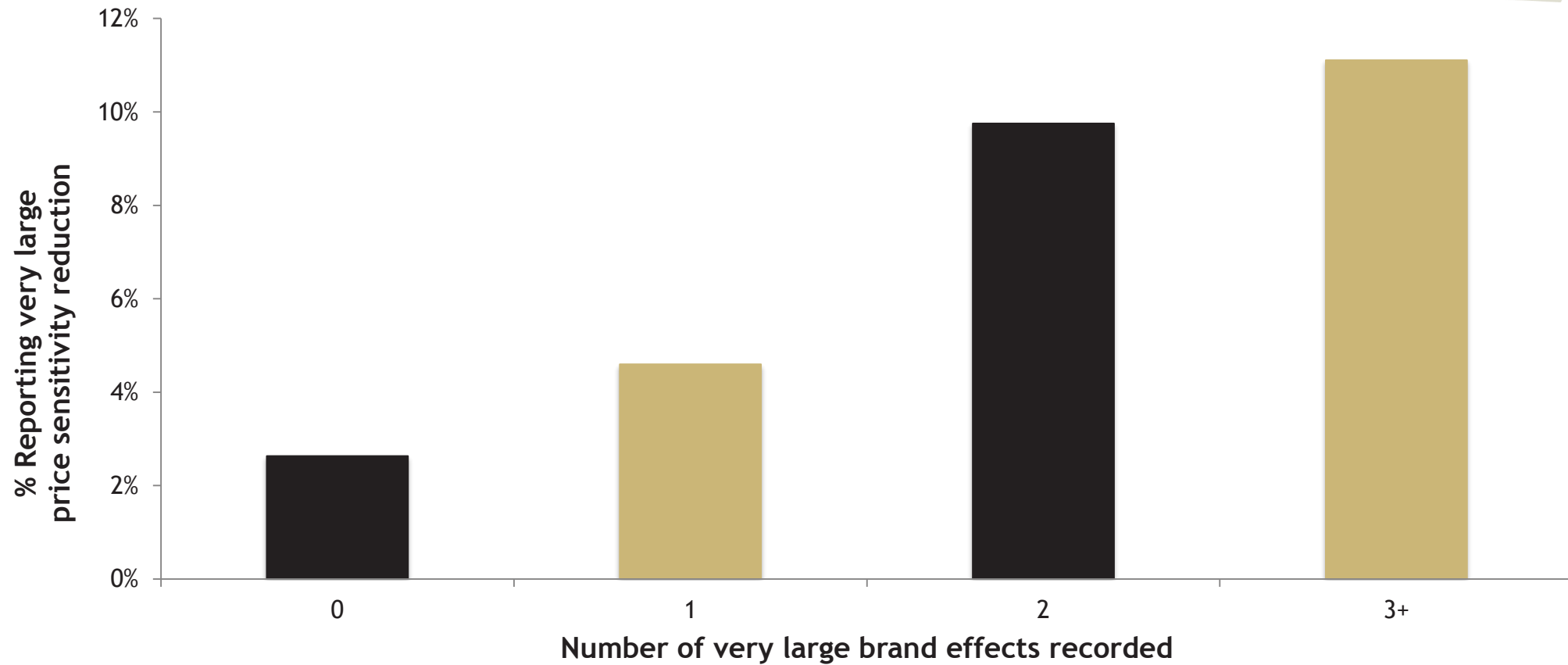


# You need brand and activation



Source: IPA Databank, 1998-2016 for-profit cases, based on scale of activation effects and number of brand effects

# Brand is the key to pricing power



Source: IPA Databank, 1998-2016 for-profit cases

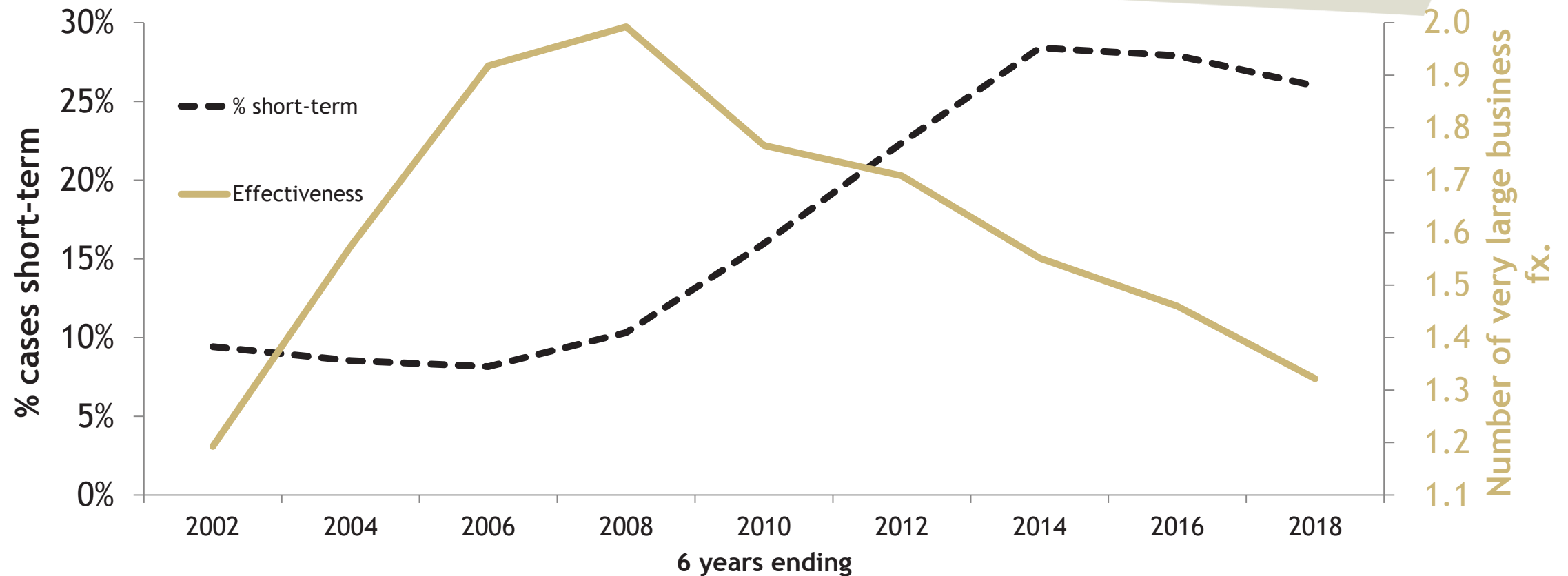
# Warren Buffet on pricing



**“The single most important decision in evaluating a business is pricing power.”**

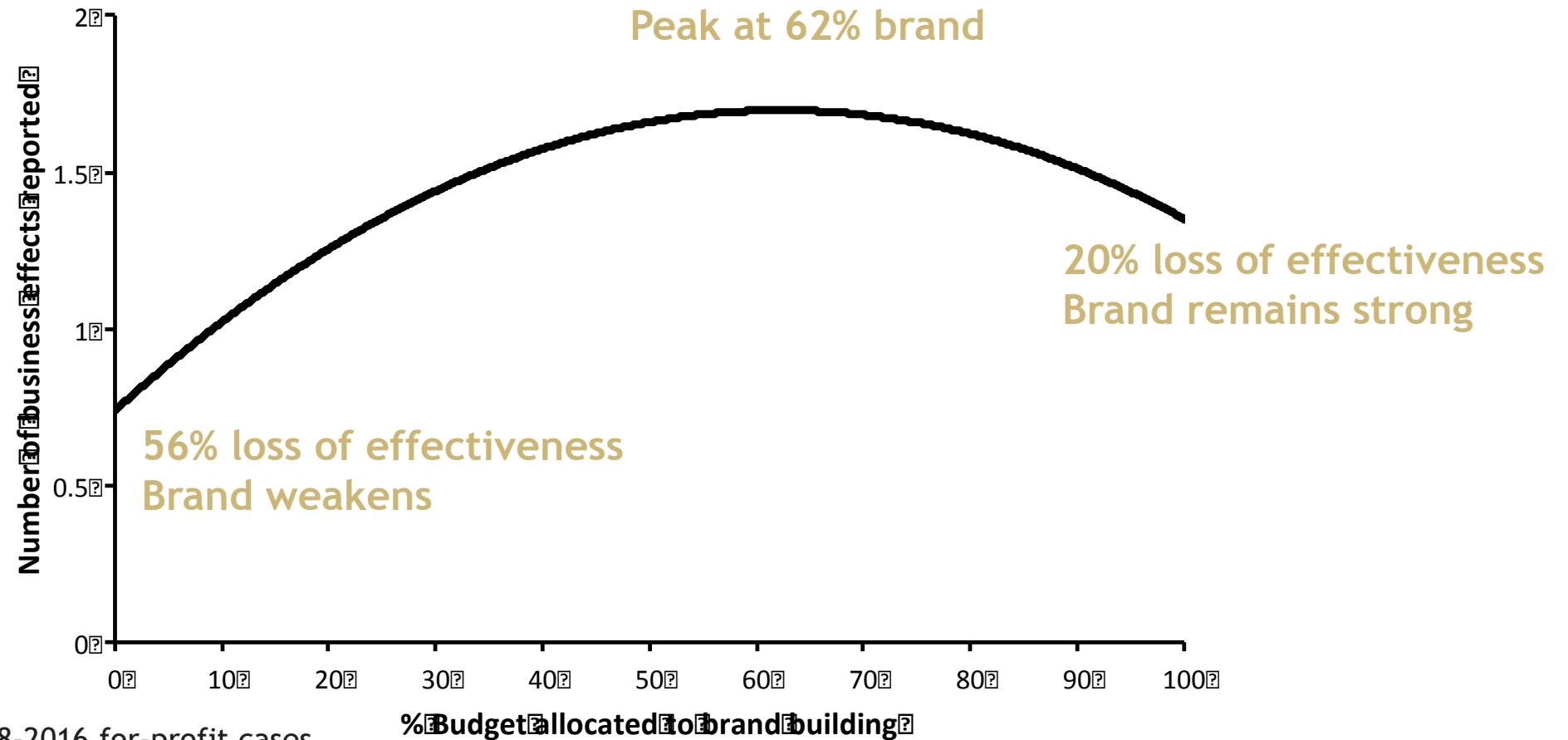
- Warren Buffet, investor/philanthropist

# Short-termism leads to imbalance & ineffectiveness



Source: IPA Databank, 1998-2018 for-profit cases

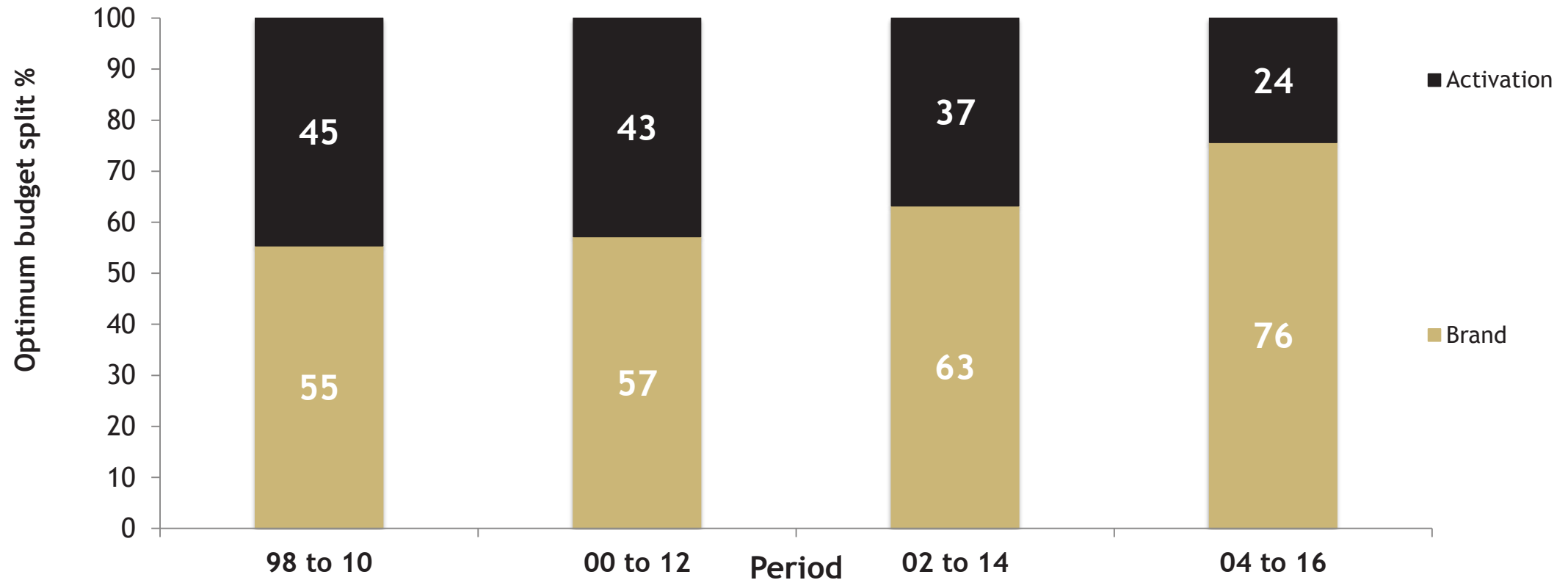
# The Sweet Spot for Effectiveness



Source: IPA Databank, 1998-2016 for-profit cases

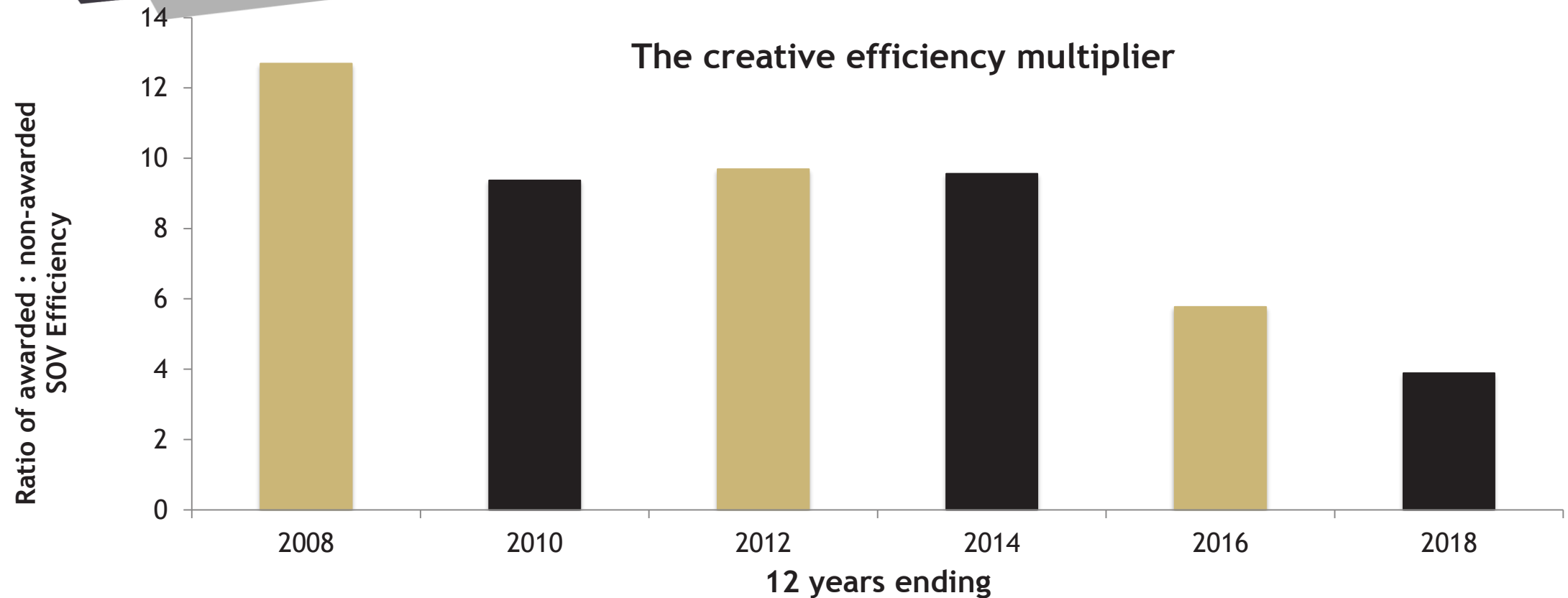
# Short-termism is getting more destructive

## The sweet spot is shifting to brand



Source: IPA Databank, 1998-2016 cases From 'Effectiveness in Context', Binet & Field 2018

# The creative efficiency vanishing act

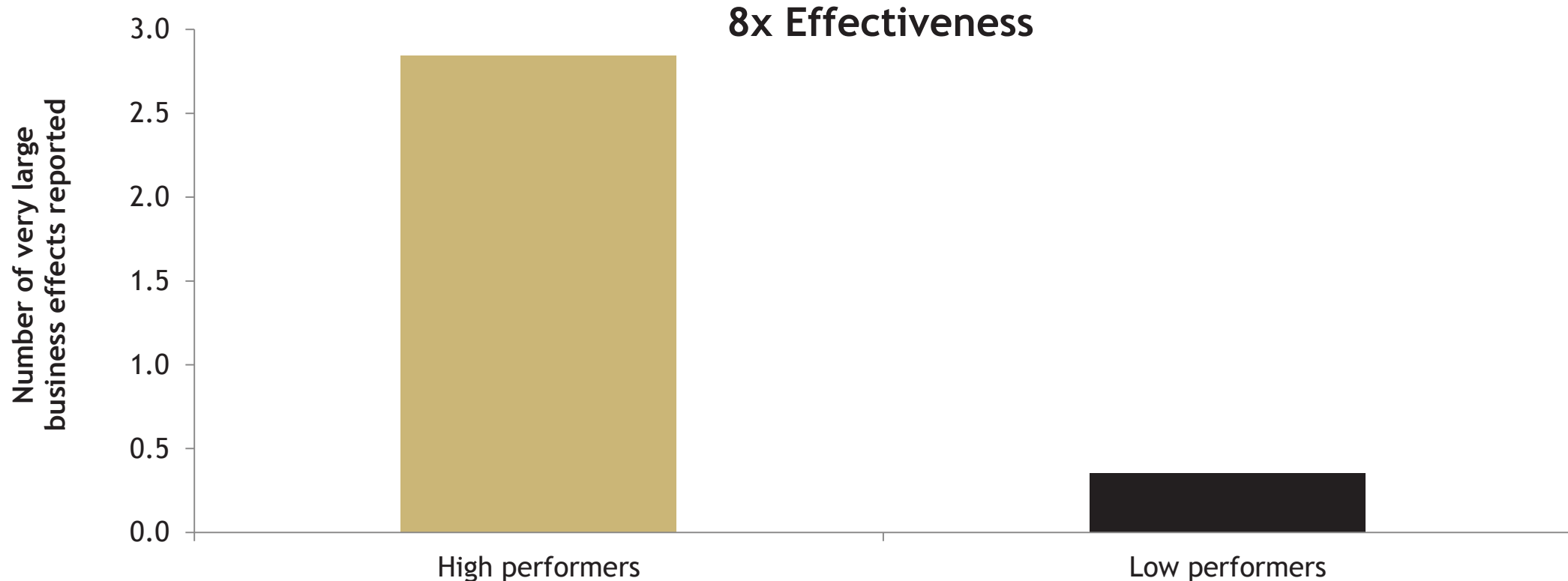


Source: IPA Databank, 1998-2018 for-profit cases

Creative good practice has been  
overwhelmed by creative bad  
practice - the difference is huge.

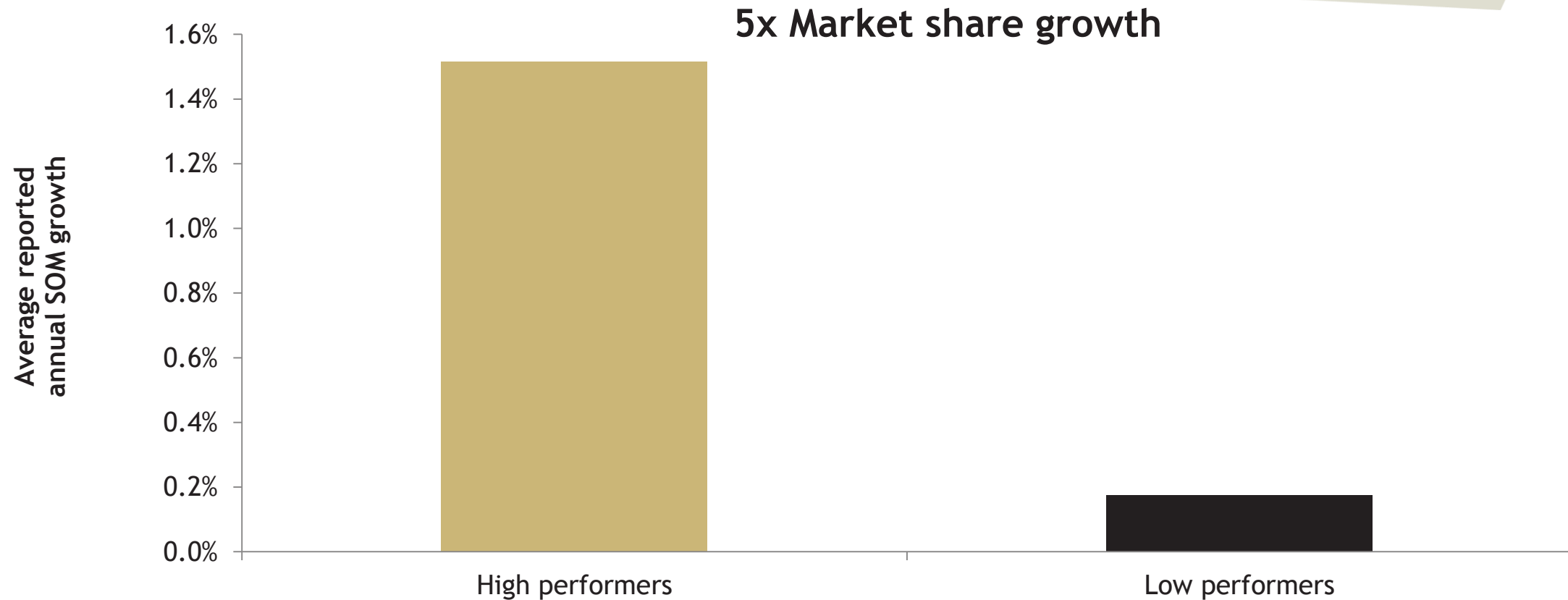


# The gulf between good and bad creative practice



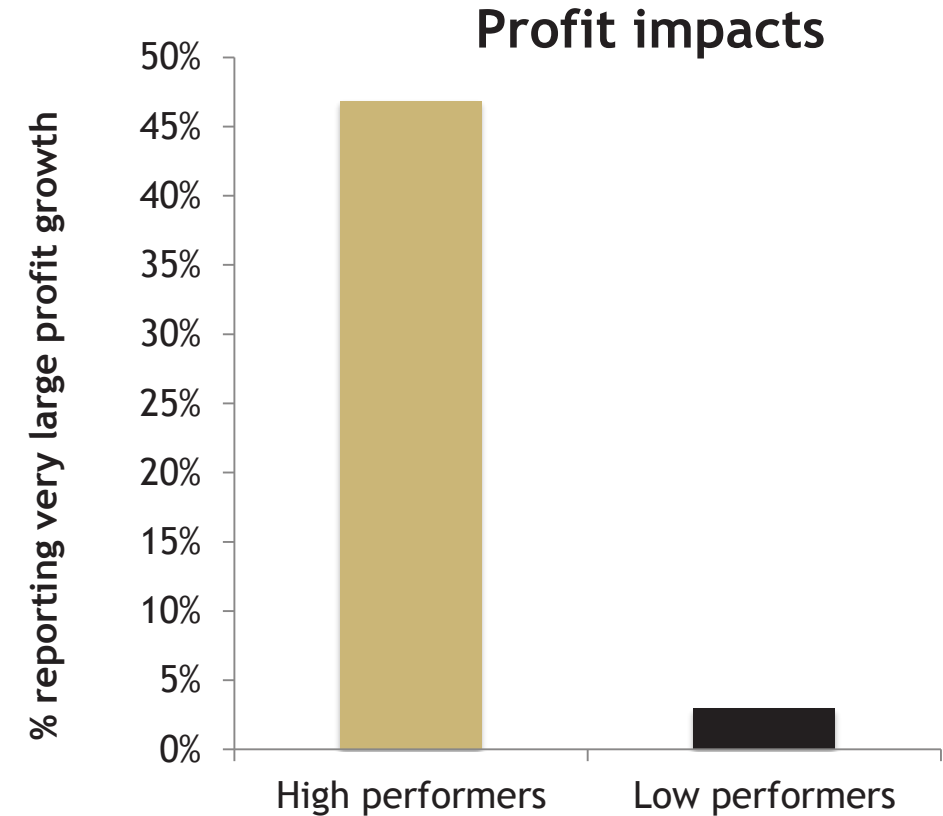
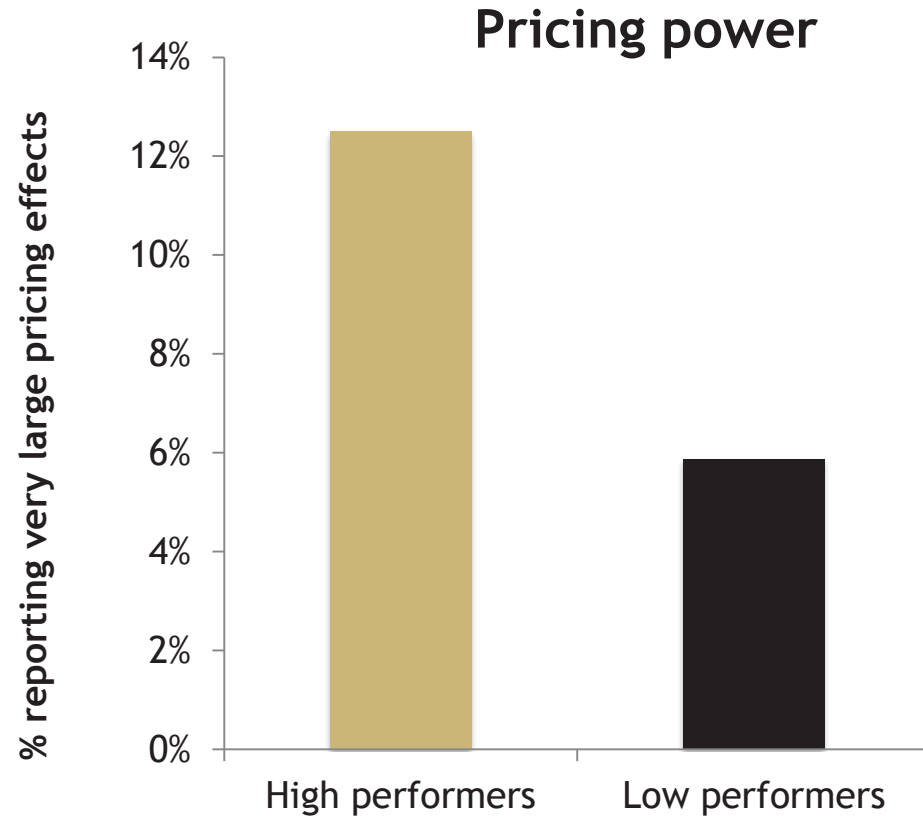
Source: IPA Databank, 2008-2018 creatively awarded long-term cases

# The gulf between good and bad creative practice



Source: IPA Databank, 2008-2018 creatively awarded long-term cases

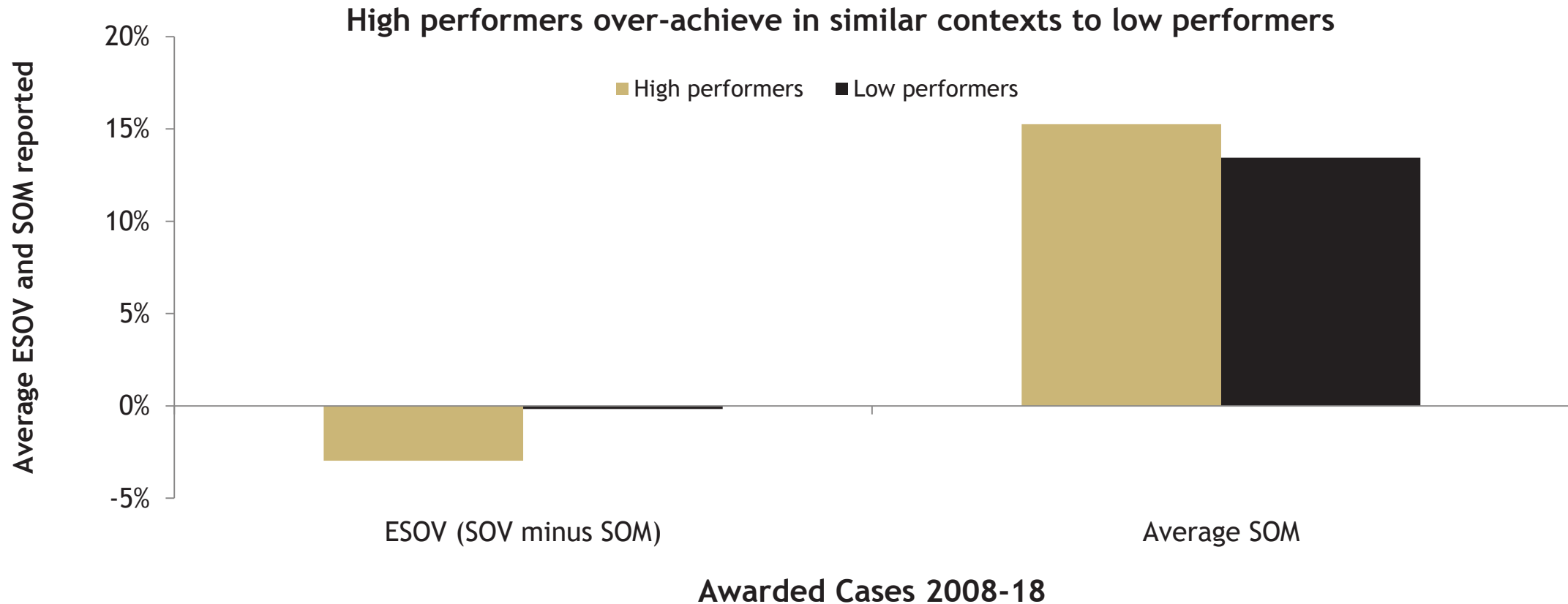
# Urgent action on creative practice is a no-brainer



Source: IPA Databank, 1998-2018 creatively awarded cases

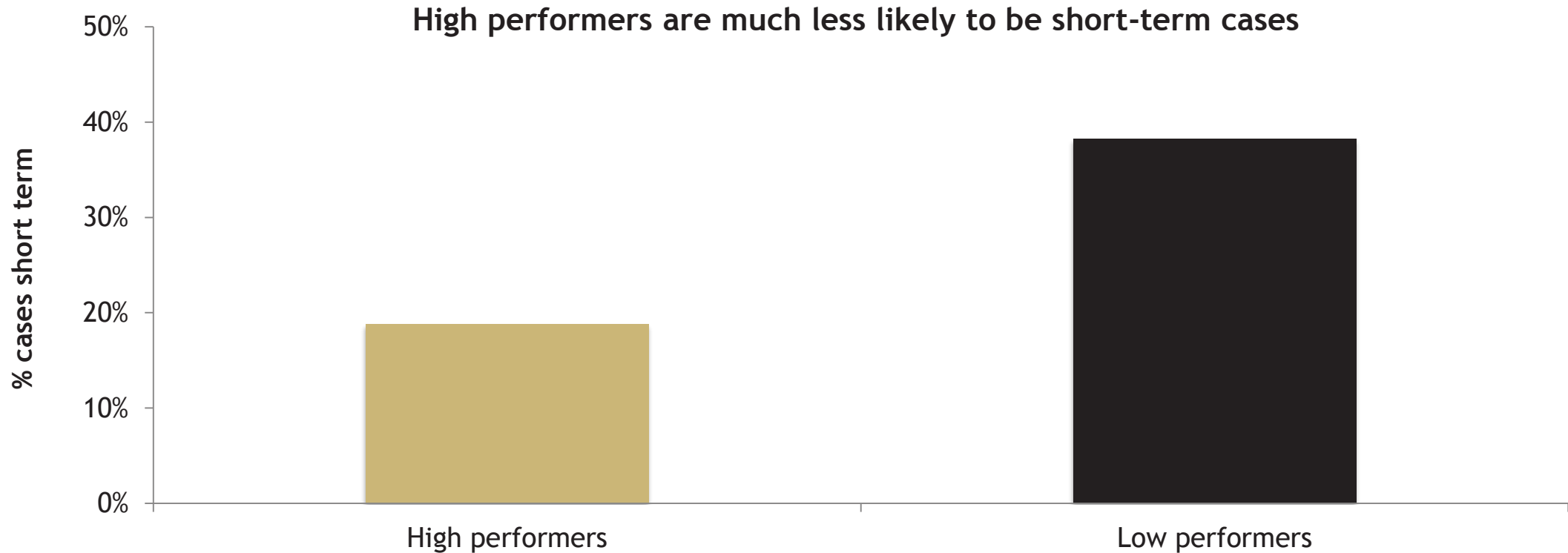
What does good practice for  
creative effectiveness look like?

# It's not about budget or size



Source: IPA Databank, 2008-2018 creatively awarded cases

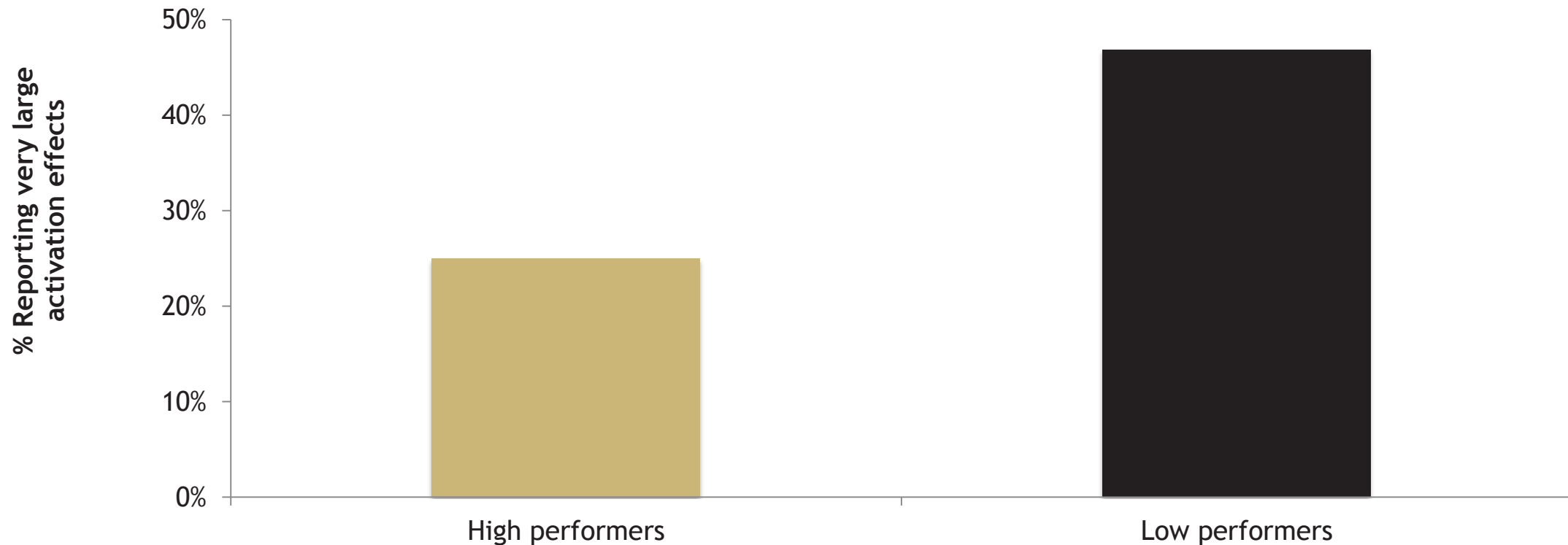
# Bad practice is rooted in short-termism...



Source: IPA Databank, 2008-2018 creatively awarded cases

## ...and short-term goals

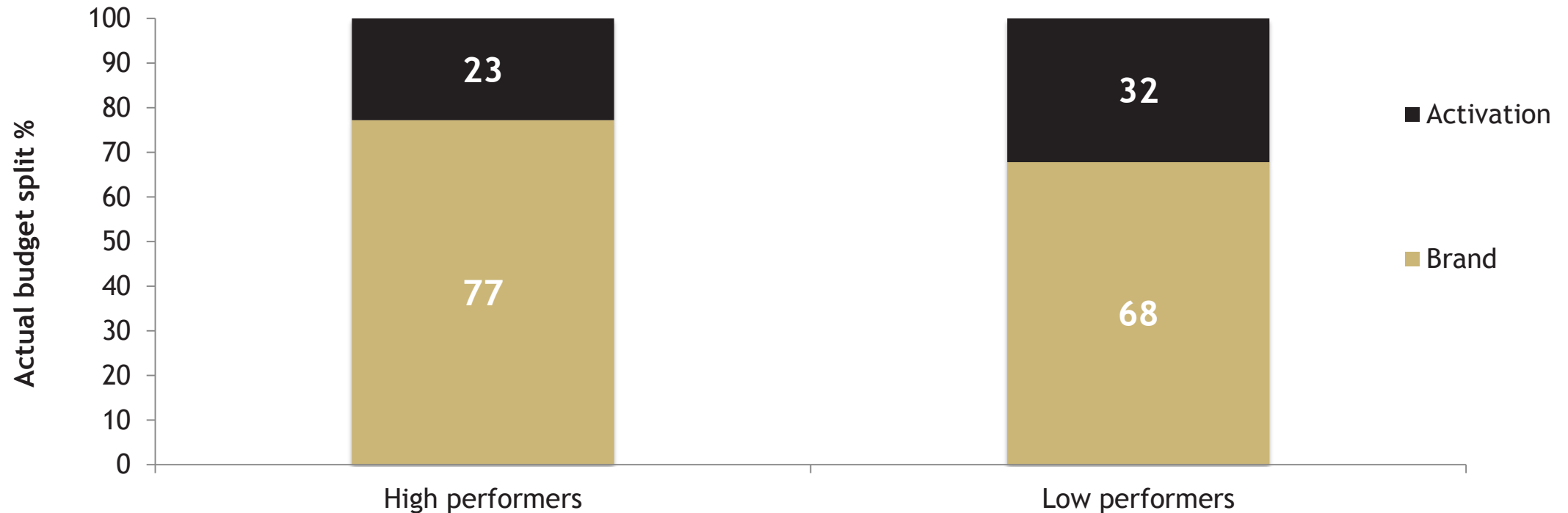
Low performers go for short-term sales



Source: IPA Databank, 2008-2018 creatively awarded cases

# ...and shifting budget away from brand building

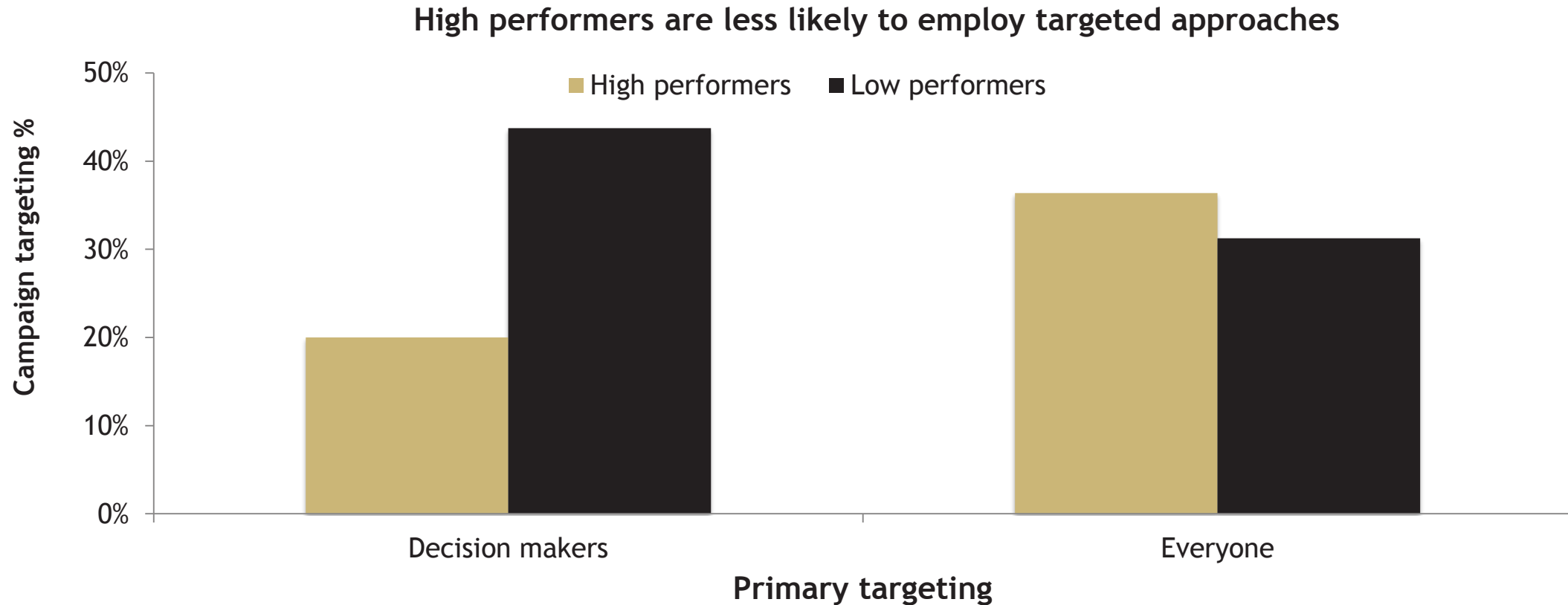
Low performers divert too much budget to activation



Source: IPA Databank, 2008-2018 creatively awarded cases

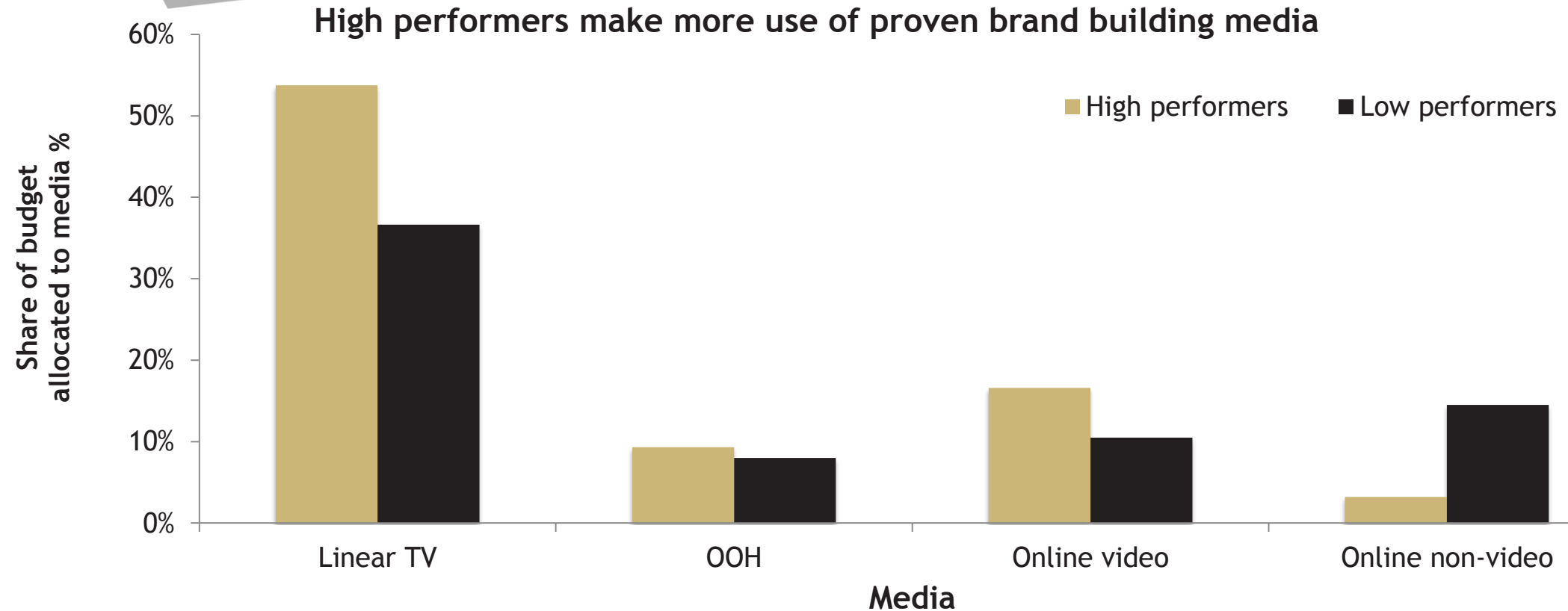


# Tight targeting is bad creative practice



Source: IPA Databank, 2016-2018 creatively awarded cases

# Underuse of brand building media is bad practice



Source: IPA Databank, 2008-2018 creatively awarded cases

# Creative fashion and Mars UK

Judges love this...



They quite like this...



And they've gone cold on this



Short

Increasing returns

Long

Source: IPA Skittles & Maltesers 2018 case studies, Snickers 2016 case study

# We need more long-term creativity: Tide USA



Source: Cannes creative effectiveness Lions 2019

# A plea for sanity

- ▶ We must stop the slide to creative *ineffectiveness*
- ▶ Above all, stop encouraging disposable creativity, *tactical* ideas and media usage focussed on short-term effects
- ▶ Reward *strategic* ideas that are in market long enough to transform brands
- ▶ We need different classes for short-term and long-term campaigns: award separate prizes for creativity that was sustained in market over the long term (6m+)

Thank you