



THE DRIVERS OF MARKETING EFFECTIVENESS - 7 PRINCIPLES OF SUCCESS

PRESENTED BY

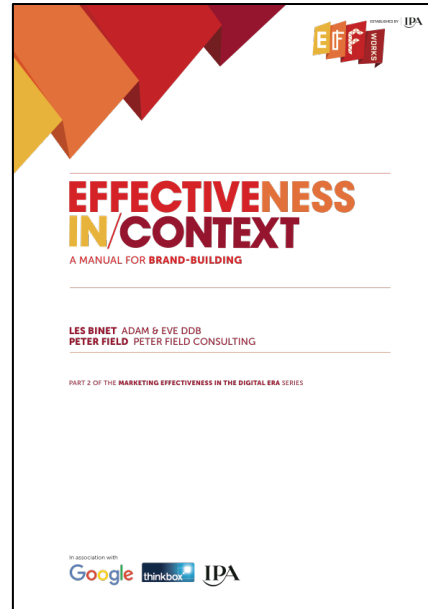
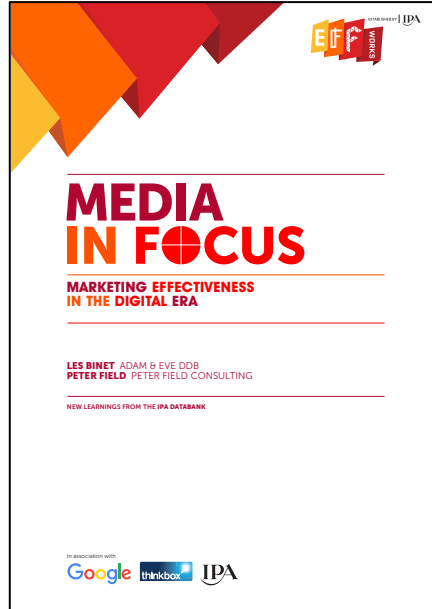
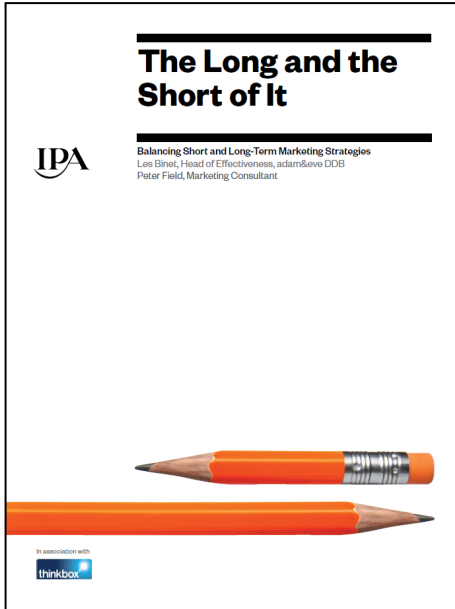
thinktv



The evidence base

Why brand building is important to effectiveness and how to do it.

550 digital era for-profit cases



The evidence base



**2019 & 2020 entries:
195 for-profit campaigns**

Two ways marketing works

Short-term sales activation

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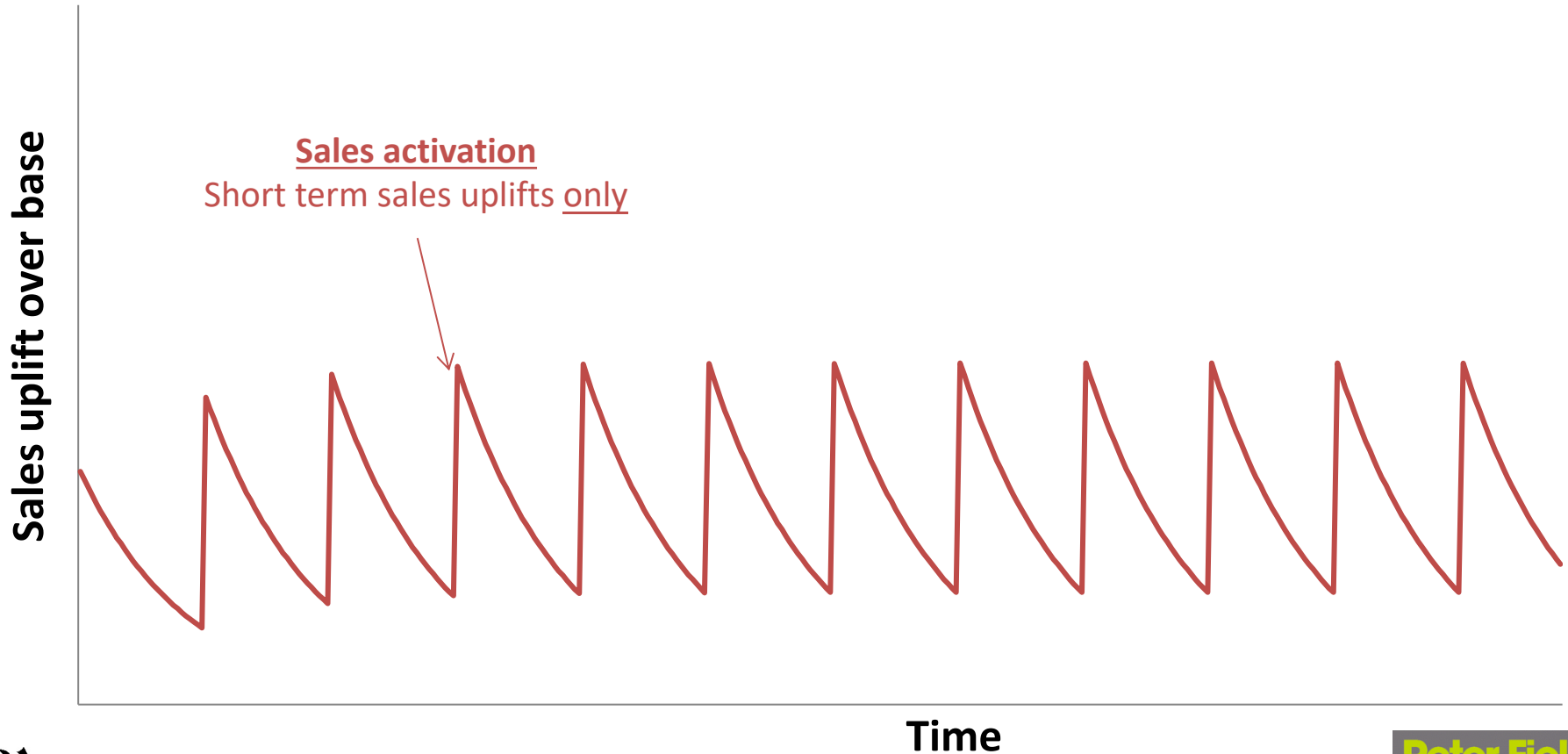


Long-term brand building

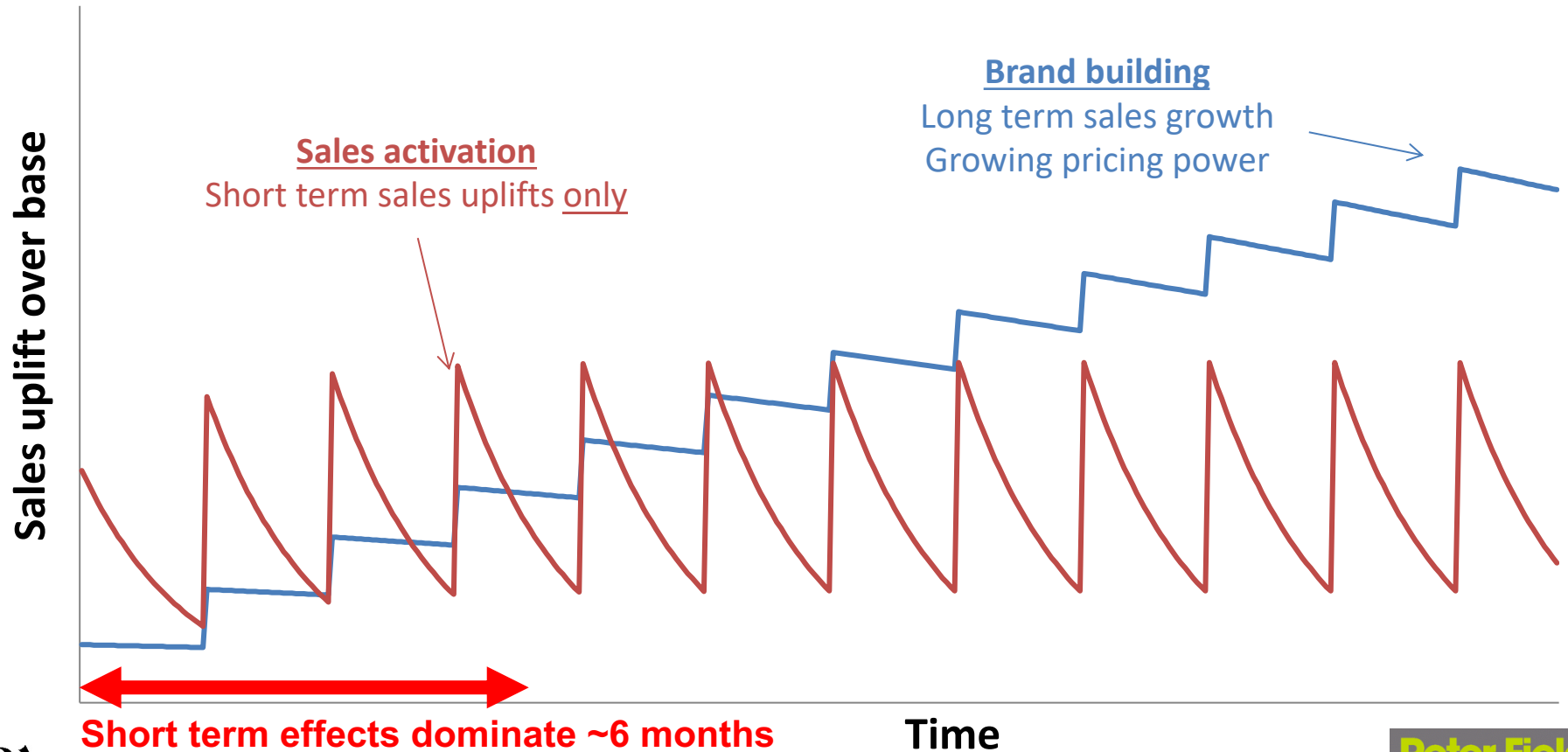
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Amplifies activation



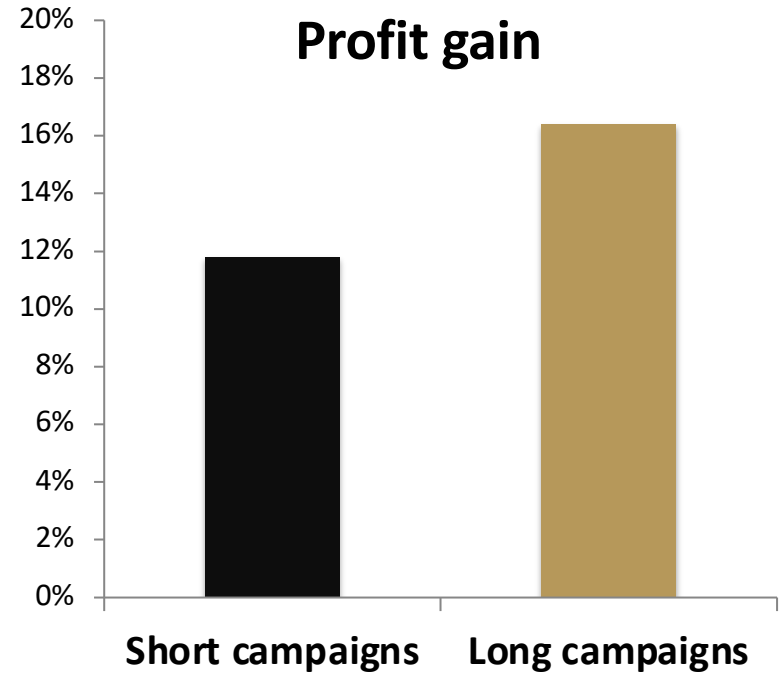
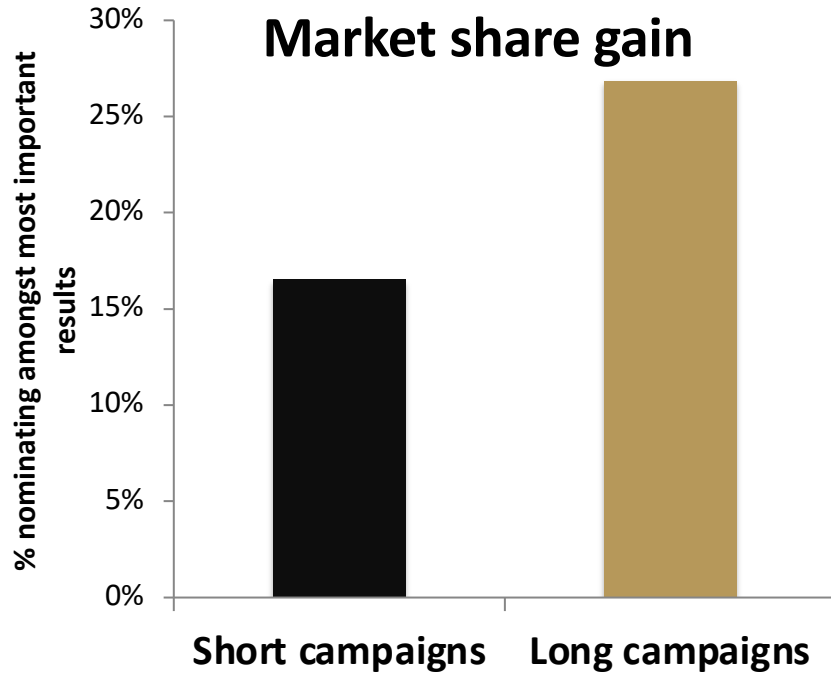
The deception of the short-term model



The deception of the short-term model



Campaign duration matters in Canada



The ROI trap

Effectiveness

Top drivers of profit

	Correlation with profit
No. Very Large biz effects	64%
VL Sales gain	40%
VL mkt share	23%
Number of brand effects	23%
VL penetration	21%
VL price	18%
VL loyalty	17%
VL activation effects	15%
ROI	15%

Efficiency

Top drivers of ROI

	Correlation with ROI
VL activation effects	23%
VL profit	15%
Number of brand effects	8%
VL Sales gain	8%
No. VL biz effects	7%
VL price	4%
VL mkt share	1%
VL loyalty	-1%
VL penetration	-3%


Not significant

Significant at 95% confidence


Significant at 99% confidence

The ROI trap for Canadian Media

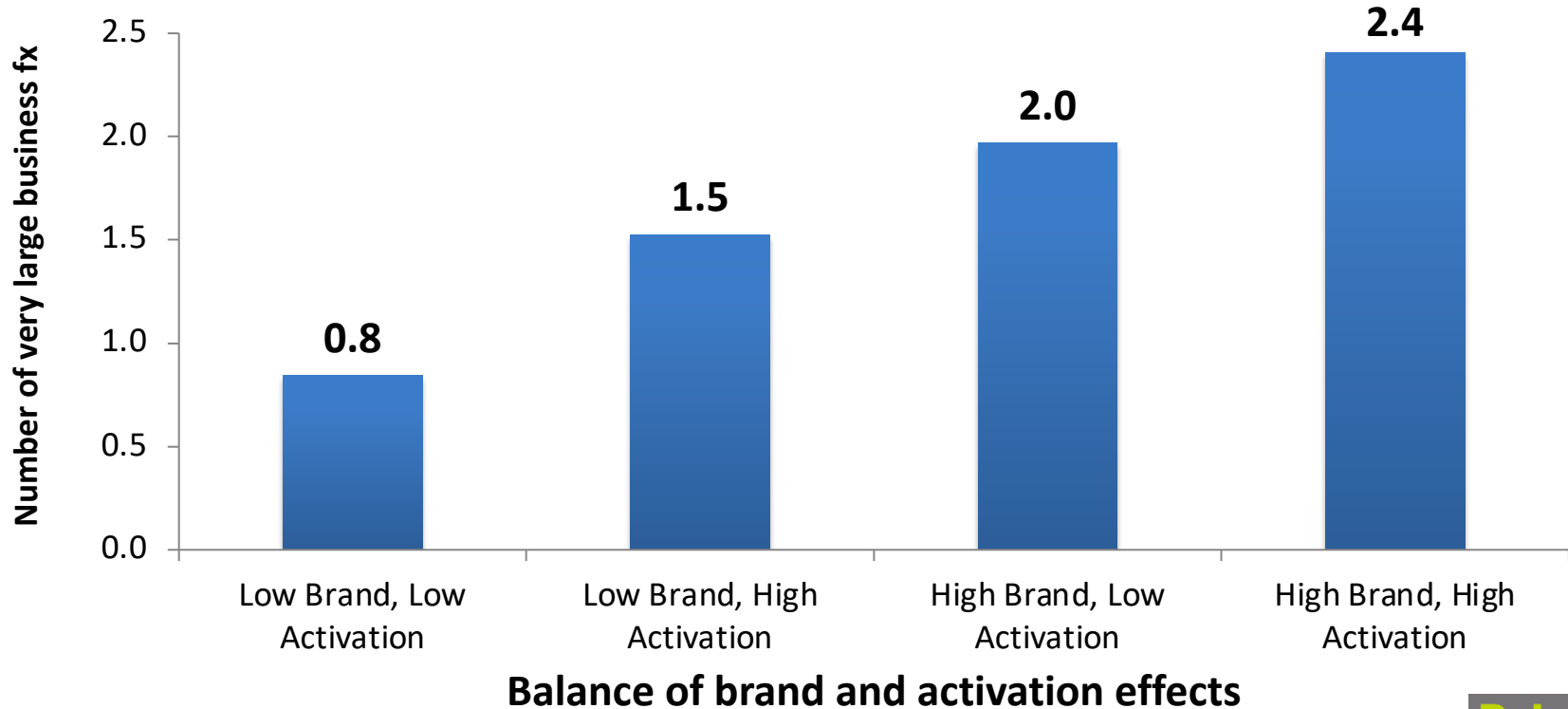
Top drivers of profit

	Ranking
TV	1
Online video	2
OOH	3
Search	4
Social	5
Print	6
Online display	7

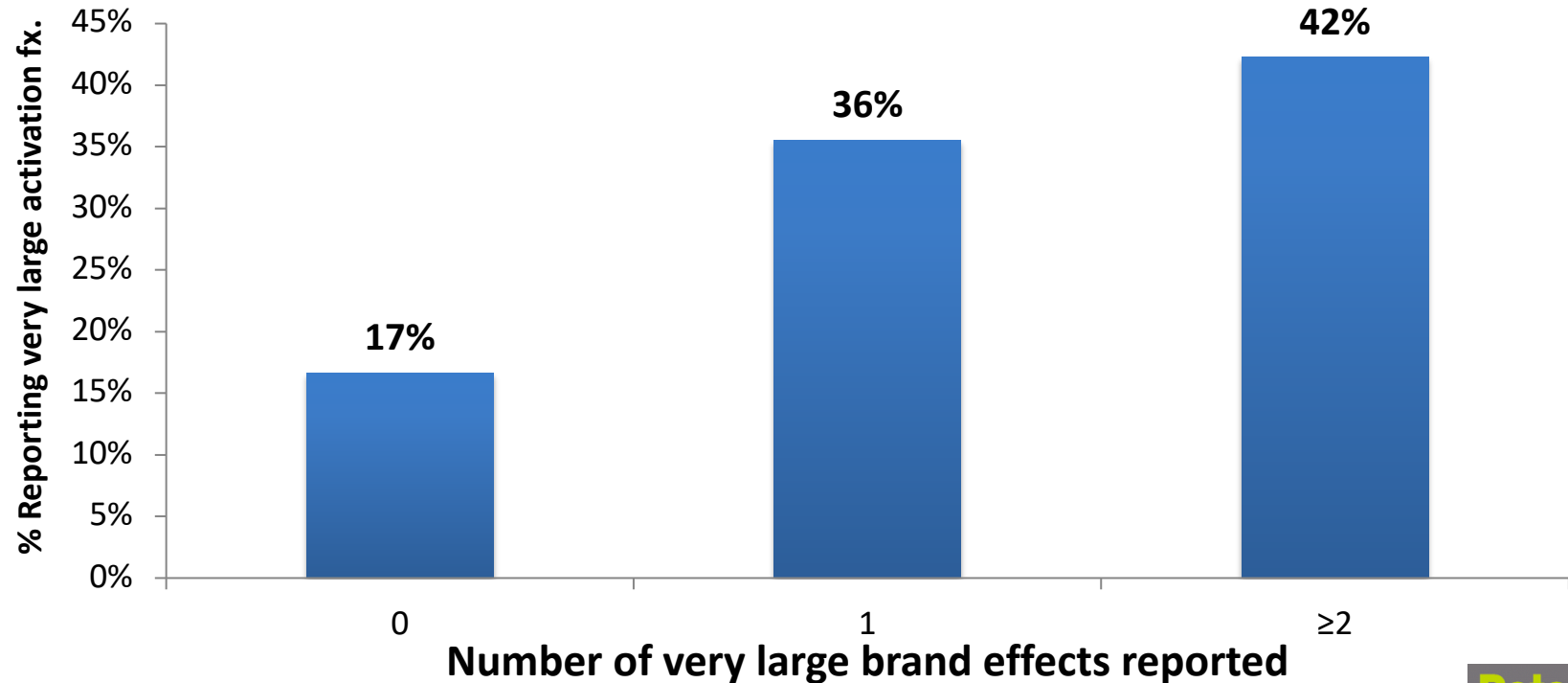
Top drivers of ROI

	Ranking
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Print	7

You need brand and activation

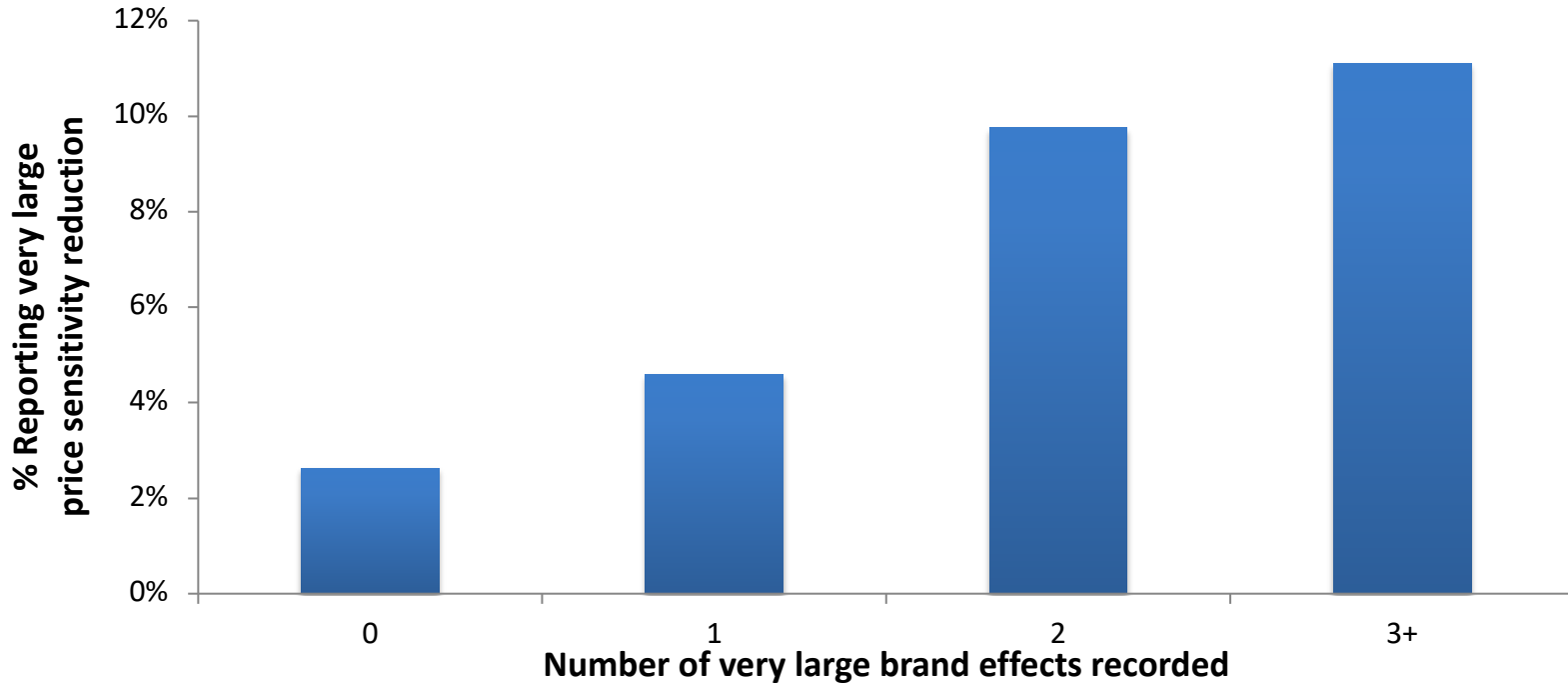


Brand building boosts short-term effects



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

Brand is the key to pricing power

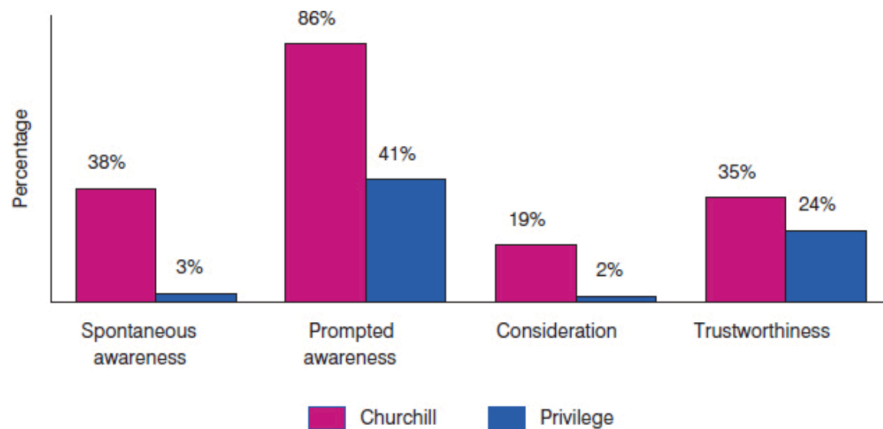


Source: IPA Databank, 1998-2016 for-profit cases

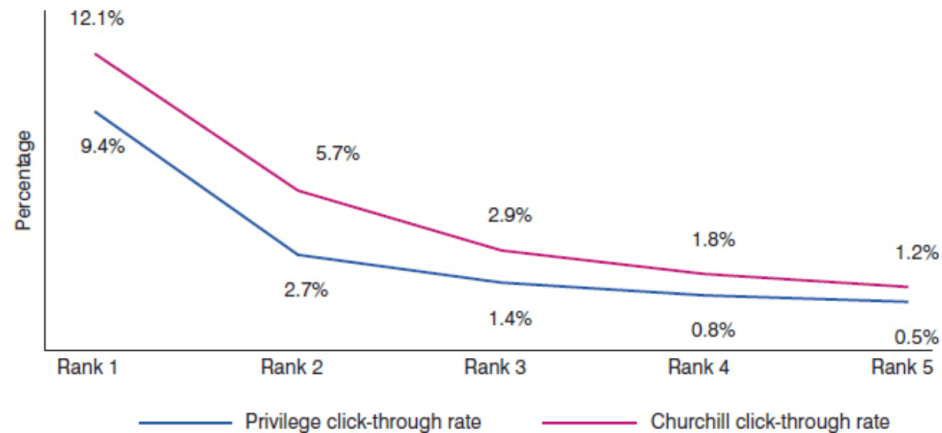
The pricing power of brand in online insurance



The pricing power of brand in online insurance

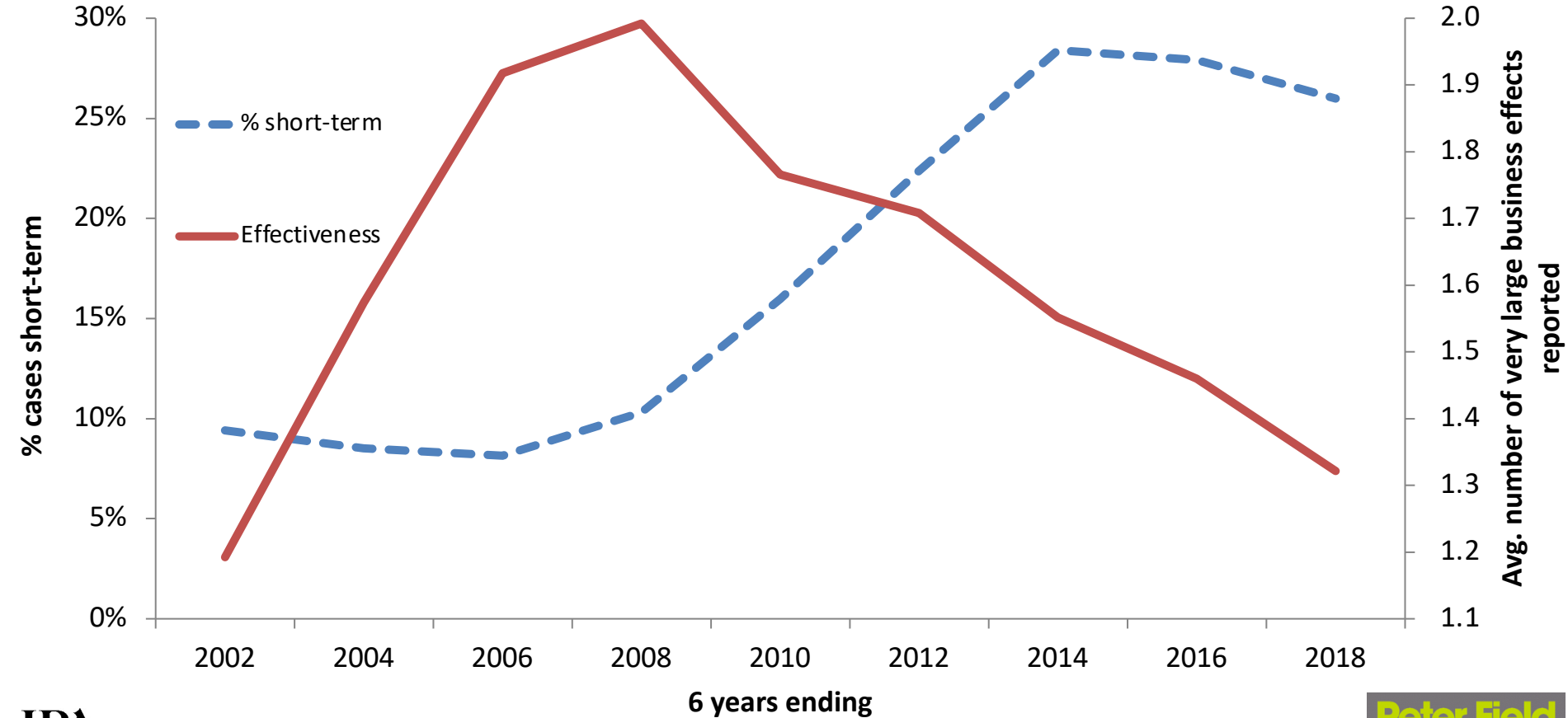


A stronger brand...



...trades more strongly on price comparison websites

Short-termism leads to imbalance & ineffectiveness



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

7 principles for long-term effectiveness

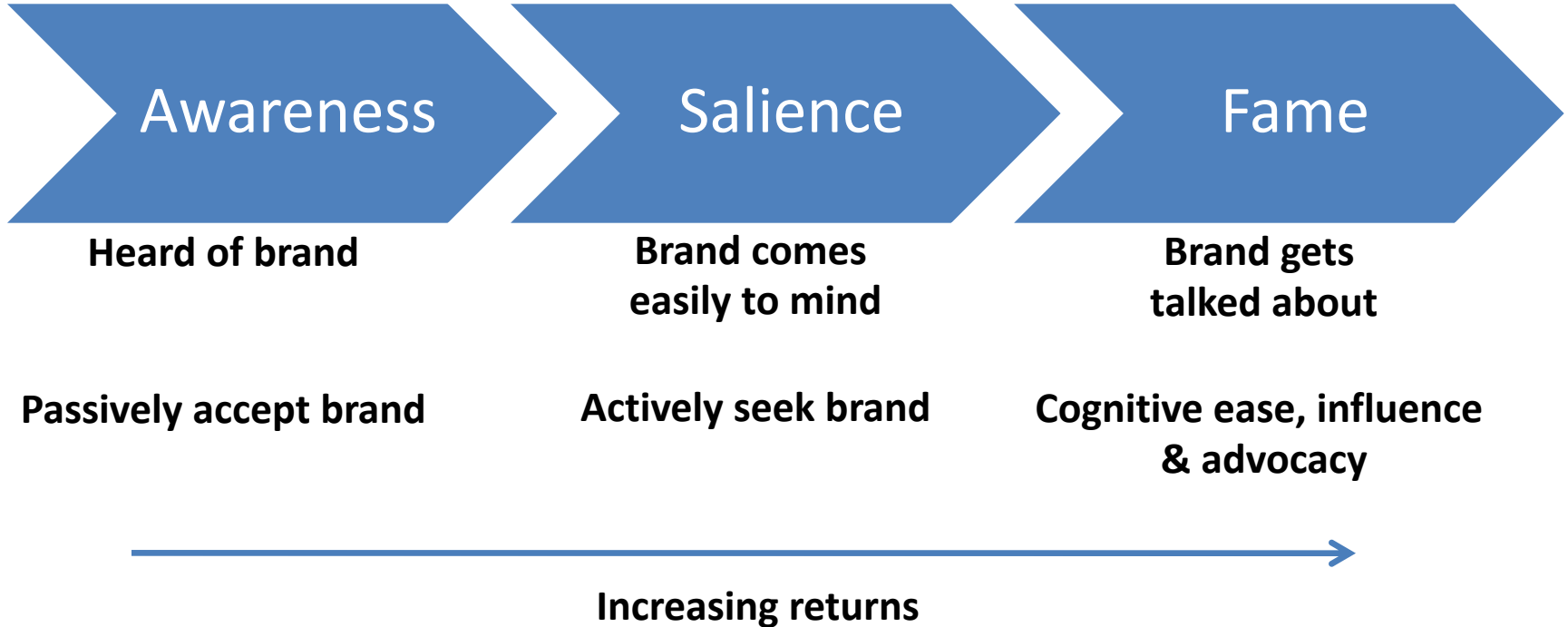
1. Build Mental Availability



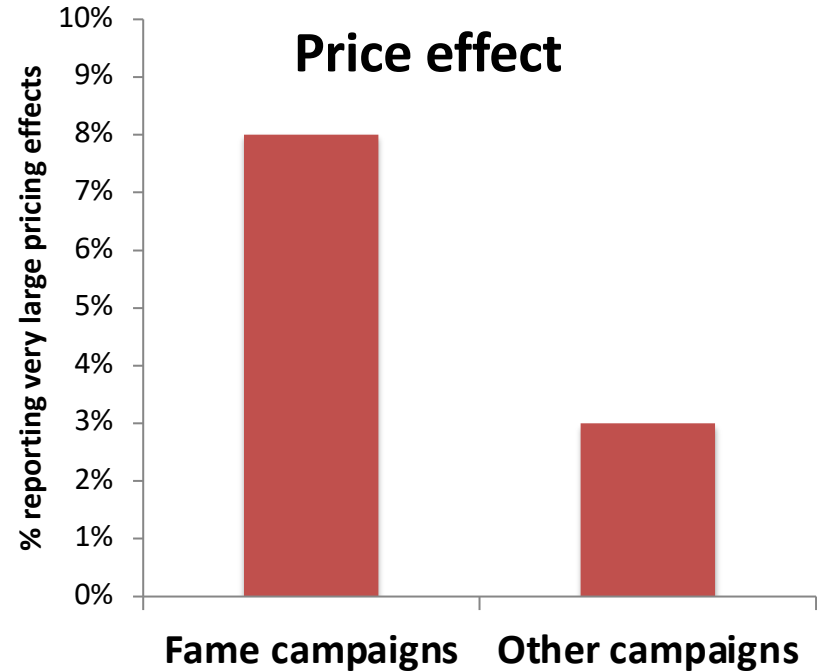
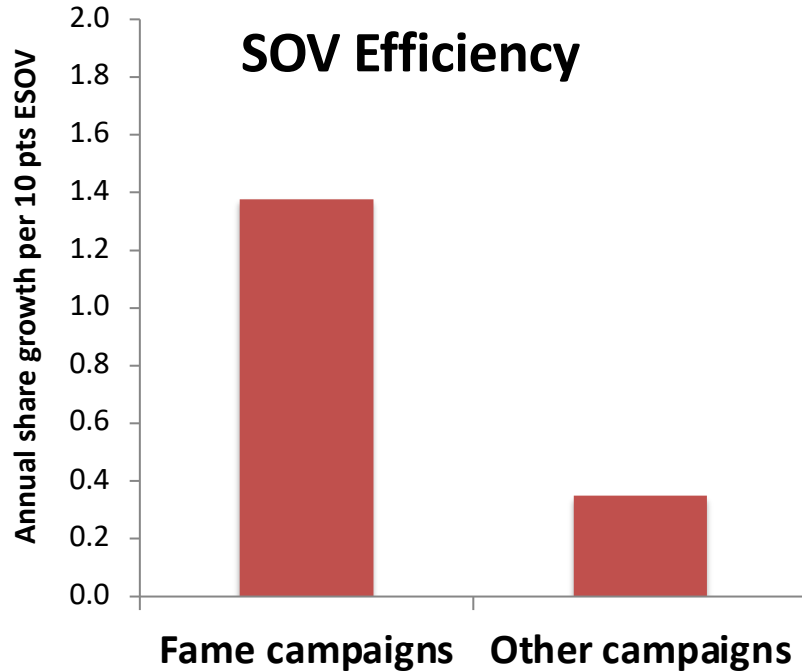
“Mental availability is a complex property that defines the propensity of the brand to be noticed and/or thought of in buying situations”

Byron Sharp, from ‘How Brands Grow’

Maximise mental availability



Fame campaigns work much harder



What drives fame?

Unruly advertising response metric (top 5 correlations)	Correlation with fame effects
Shock	28%
Surprise	27%
Amazement	14%
Disgust	11%
Hilarity	10%

Source: Unruly / IPA Databank

What doesn't drive fame?

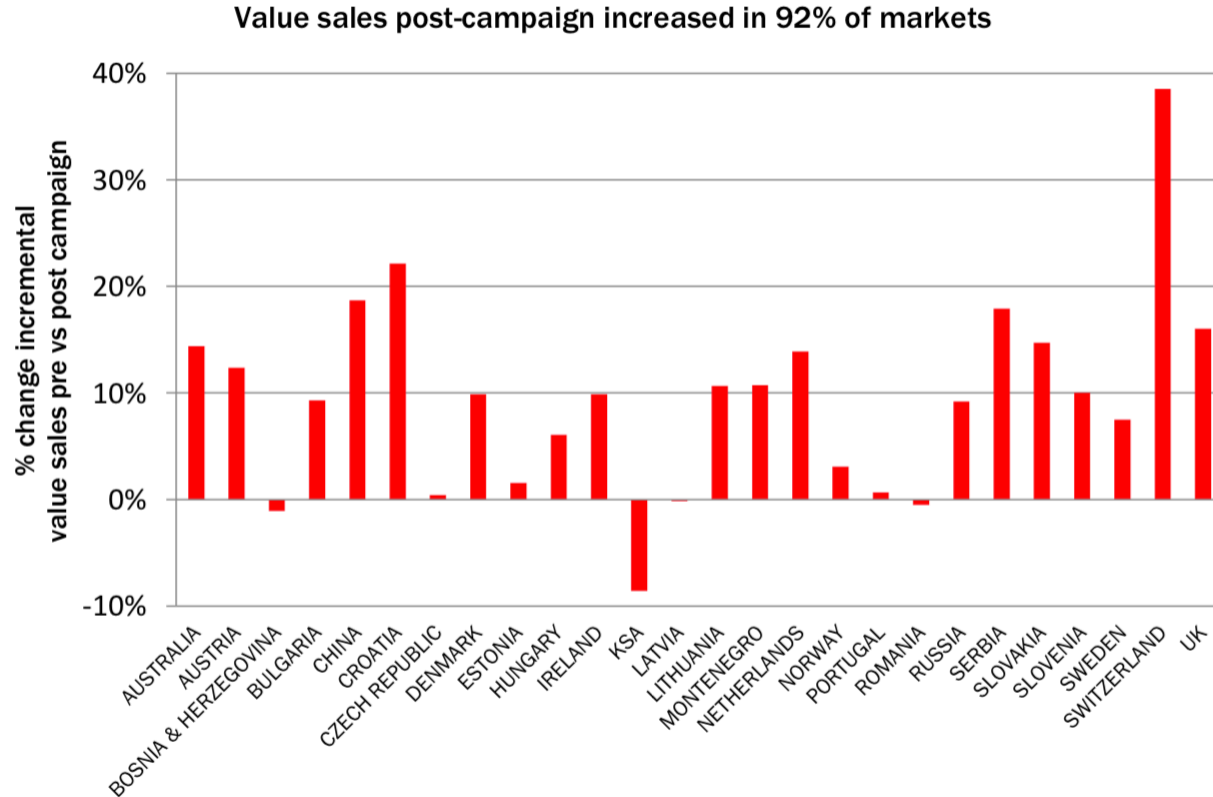
Unruly advertising response metric (top 5 correlations)	Correlation with fame effects
Shock	28%
Surprise	27%
Amazement	14%
Disgust	11%
Hilarity	10%
# 17 correlation of 18	
Knowledge	-13%

Source: Unruly / IPA Databank

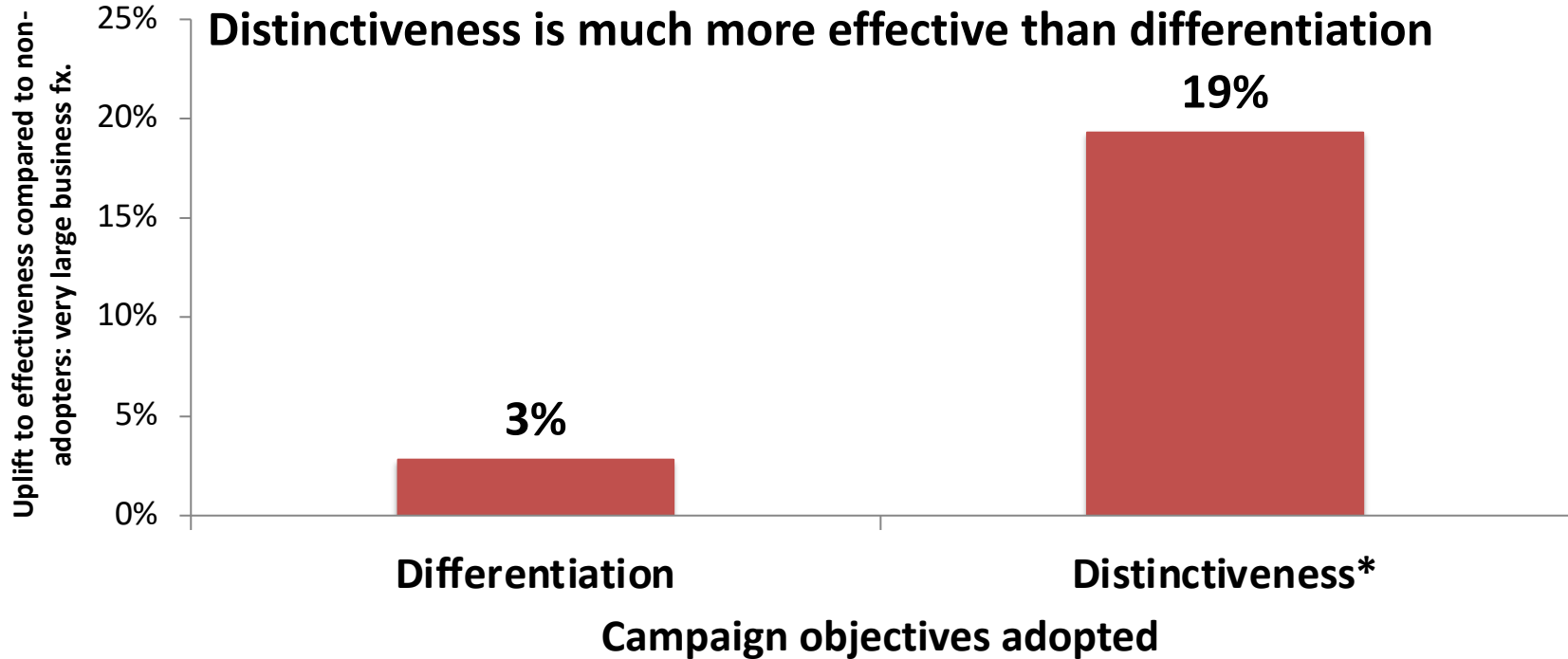
Fame: Snickers Global



Snickers global sales growth



2. Aim for Distinctiveness



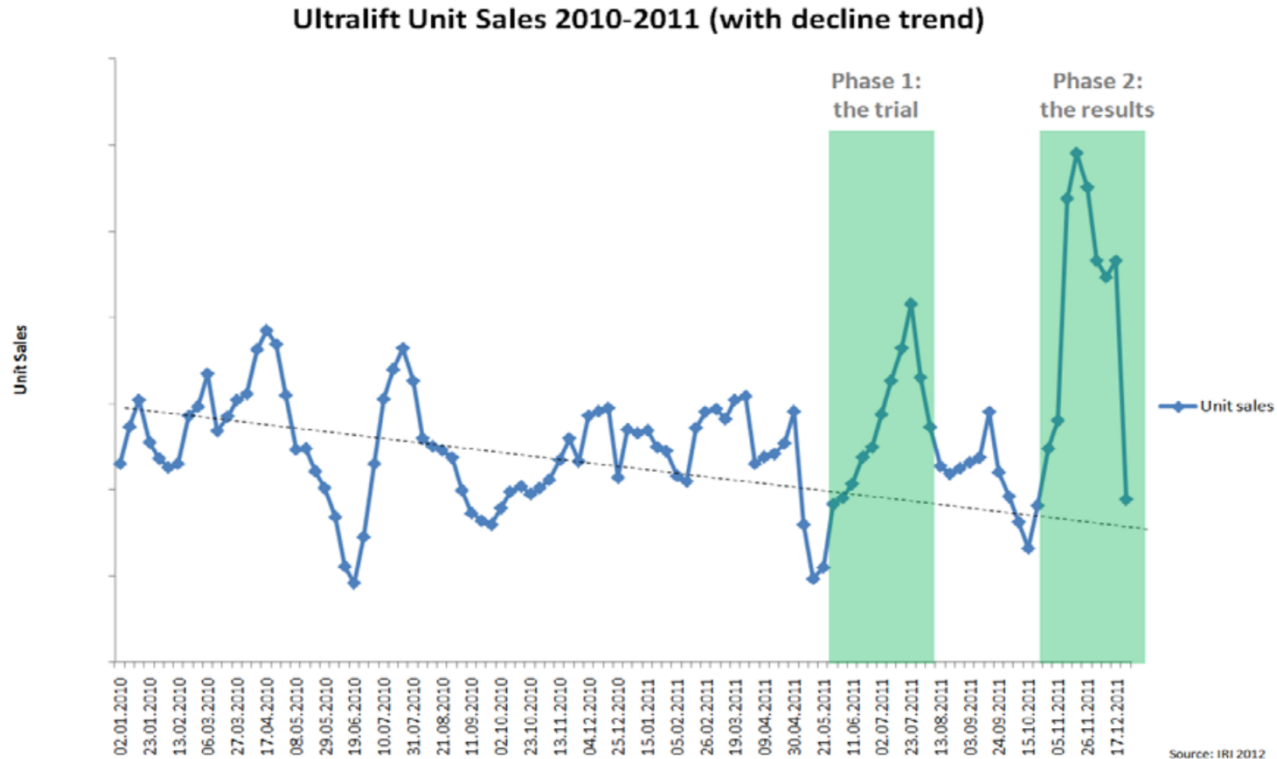
Garnier Ultralift 'wrinkle reader'

– differentiation via product benefit



Lorna, Age 38, Scientist

Garnier Ultralift 'wrinkle reader' sales response

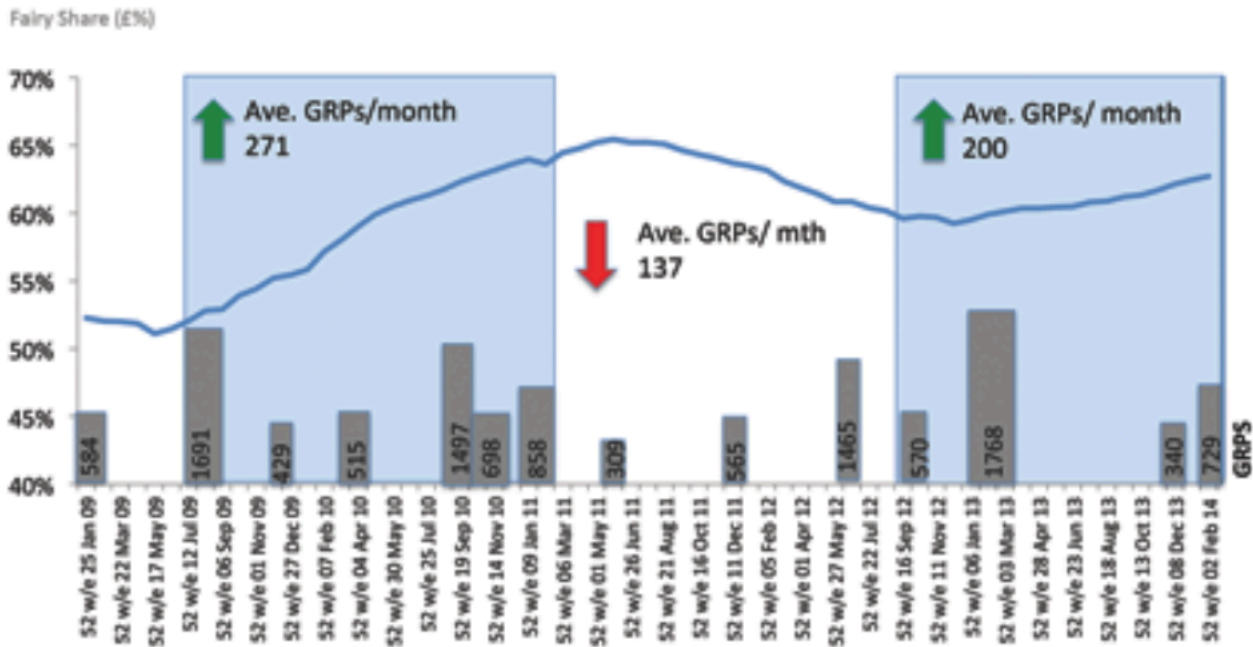


Fairy 'Enduring care'

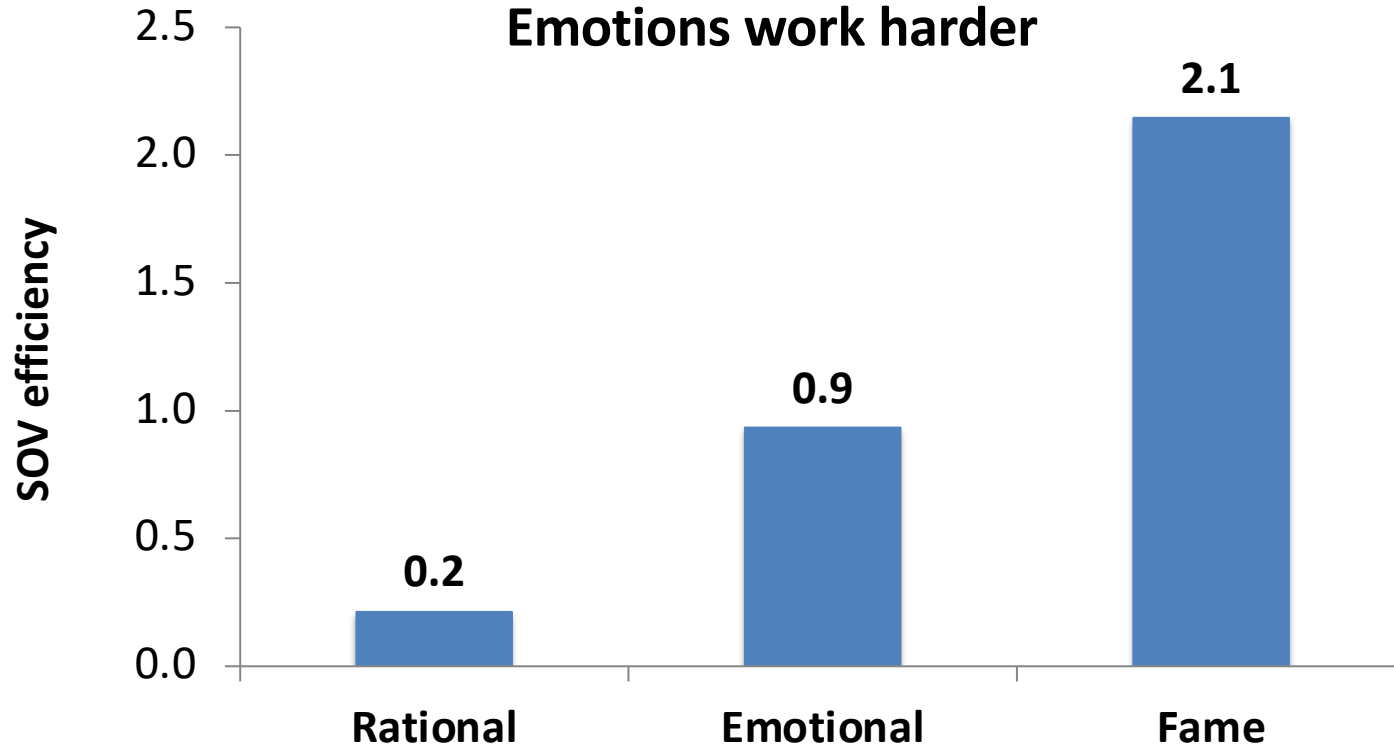
- distinctiveness via purpose



Fairy 'Enduring care' – emotional advertising sales response



3. Engage Emotionally



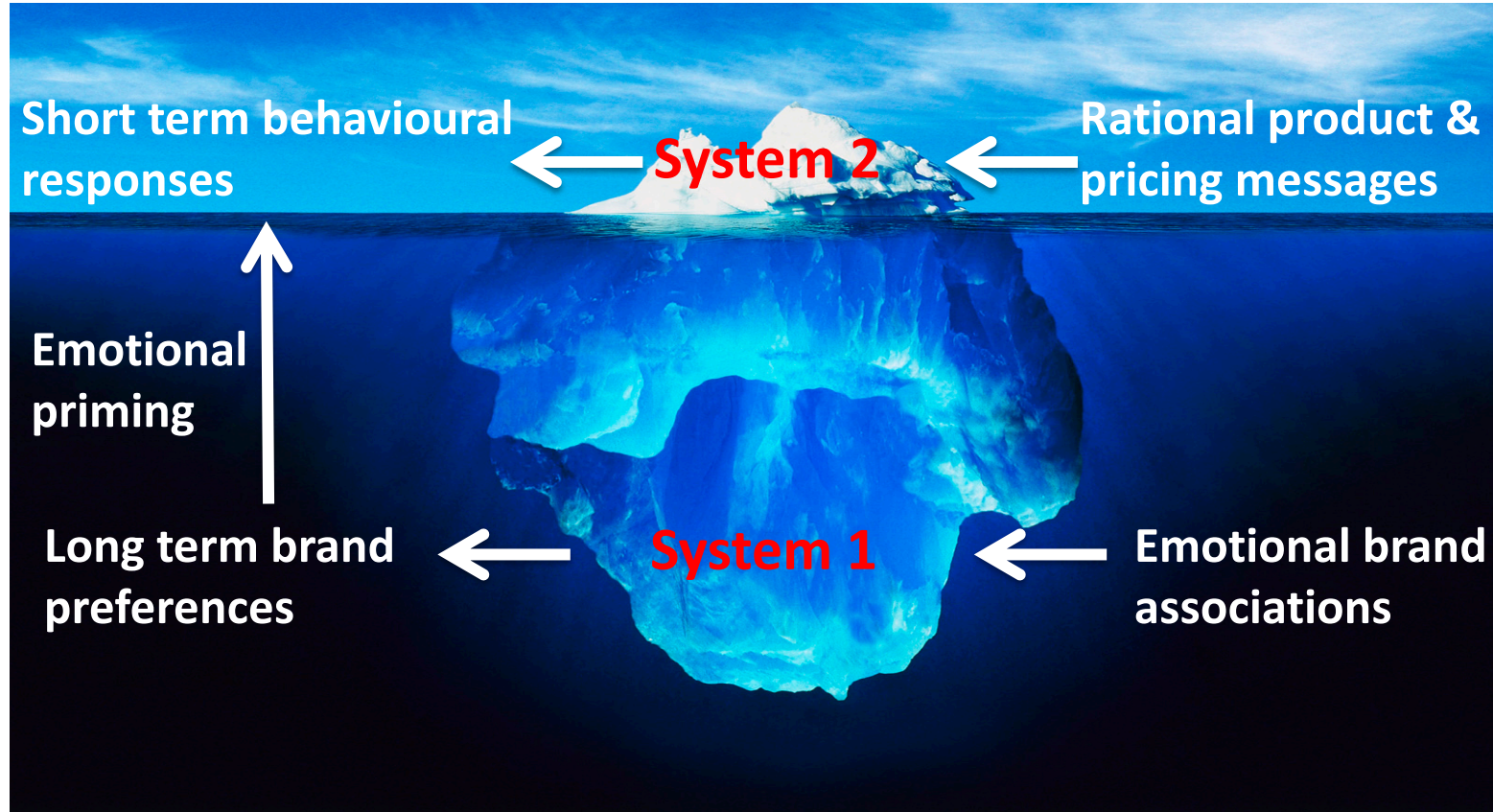
Emotions and Fame work best, even in “rational”/research categories

Emotions work in Canada

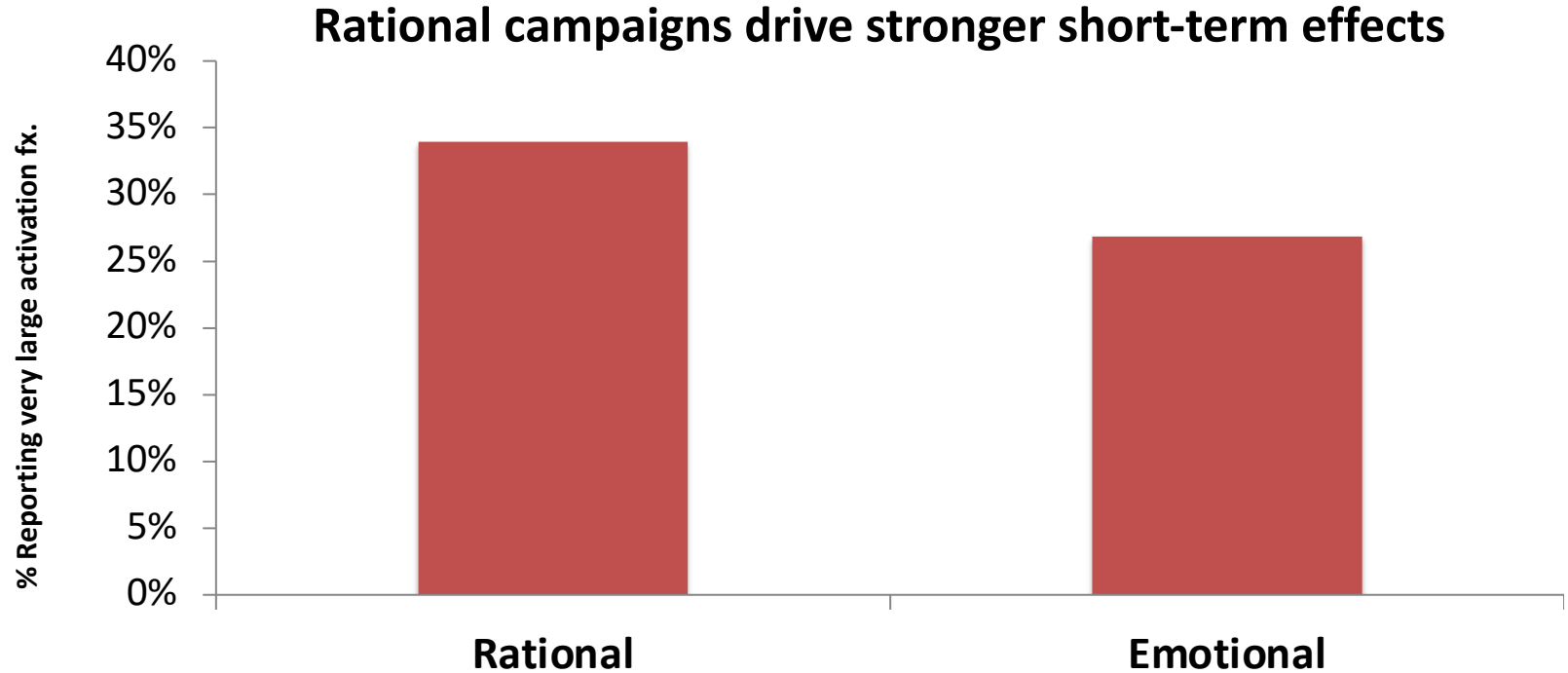


2019 & 2020 Gold winners Canadian Effies

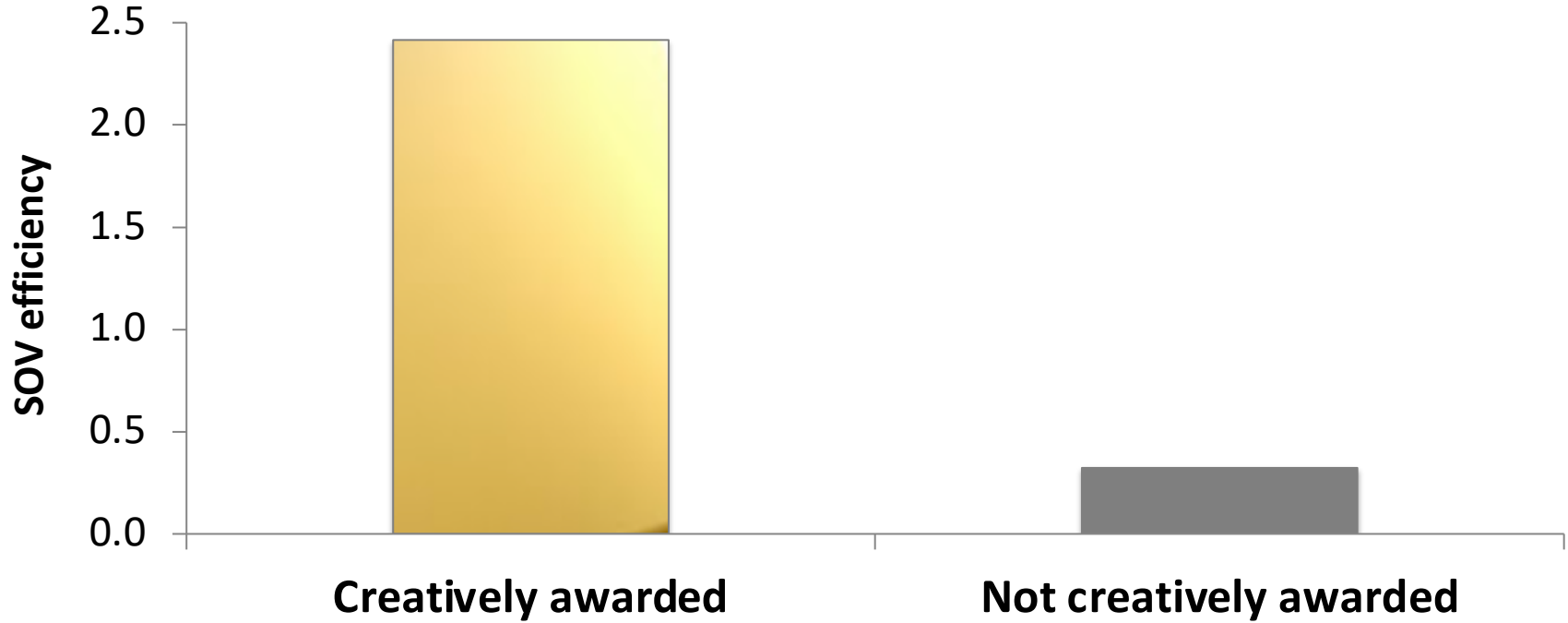
Two ways to influence behaviour (Kahneman)



But beware short-term metrics



4. Get Creative



Long-term creativity: Tide USA



Source: Cannes creative effectiveness Lions 2019

5. Be Consistent

- Fluent devices help drive growth

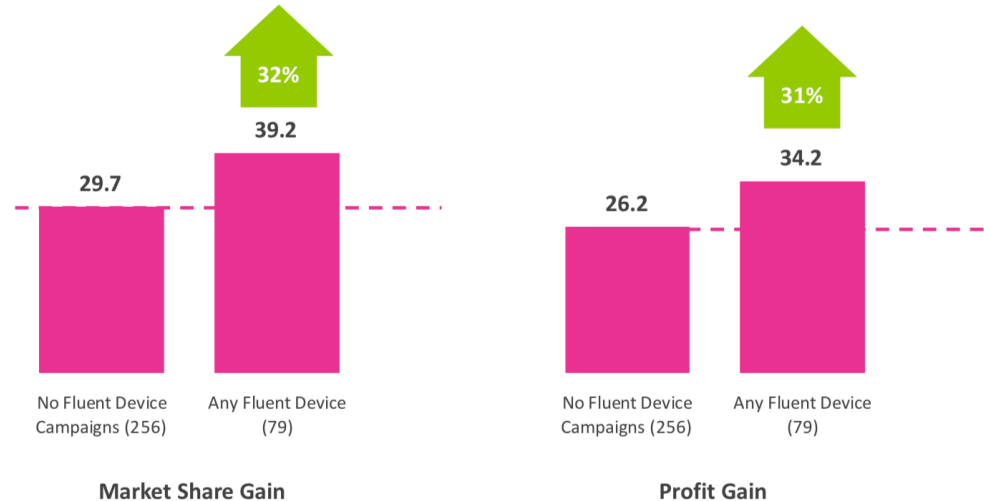


**“You’re not
you when
you’re
hungry”**

Fluent devices help drive growth

Long-term campaigns with Fluent Devices much more likely to achieve profit gain

% Achieving Very Large Effects on Each



6. Go for Reach

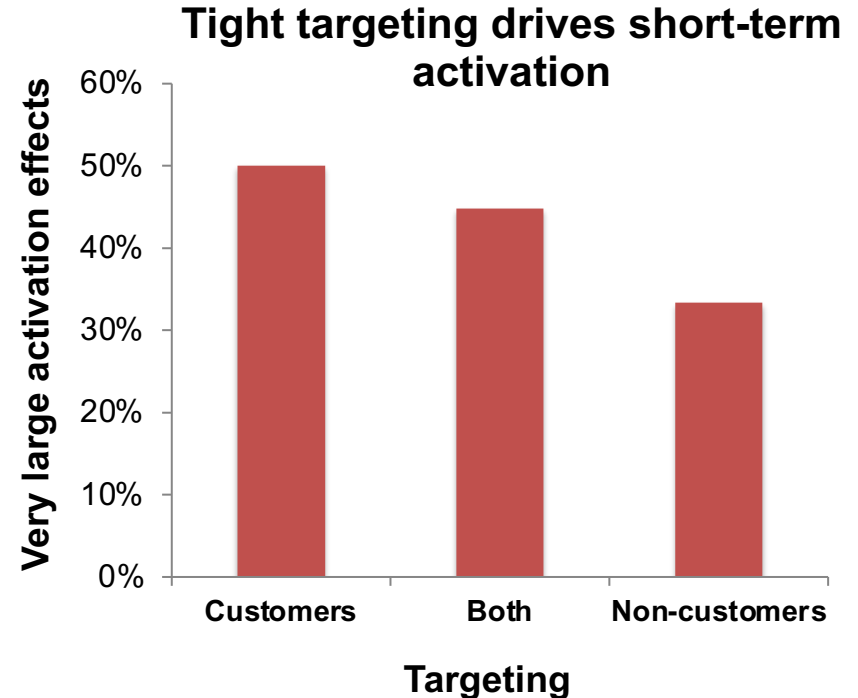
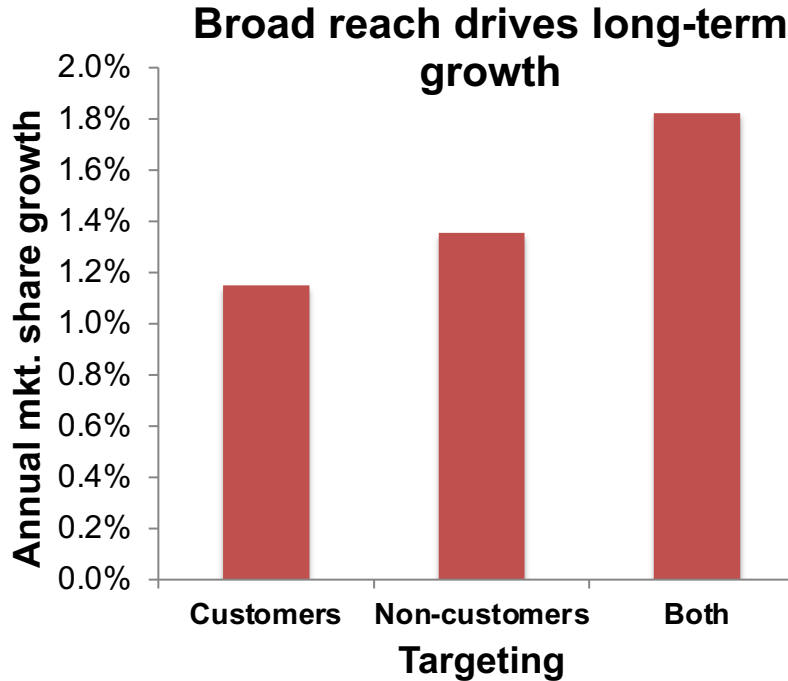
The basic law of growth

“The double jeopardy law tells us, over and over again, that market share increases depend on substantially growing the size of your customer base.”

Prof Byron Sharp, Ehrenberg-Bass Institute

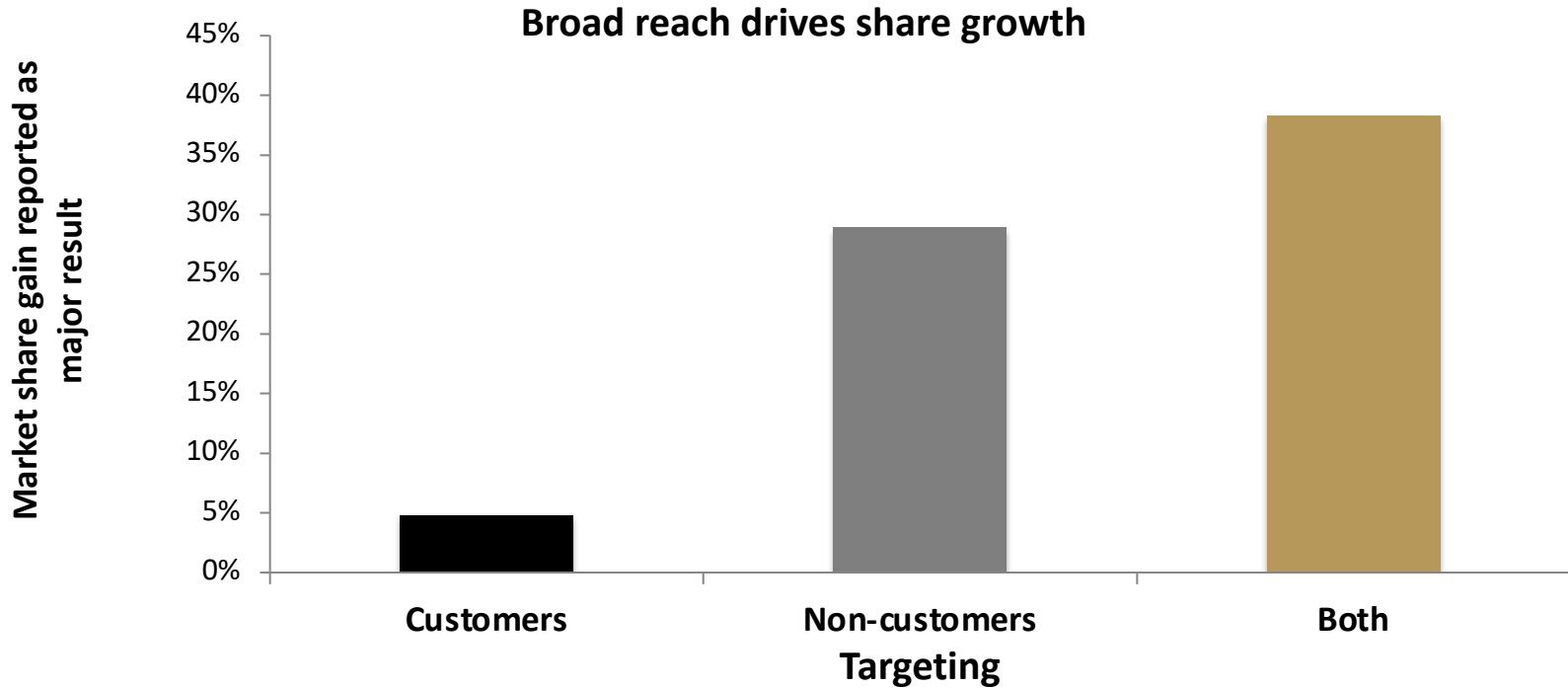
From ‘How Brands Grow’

Reach drives long-term growth

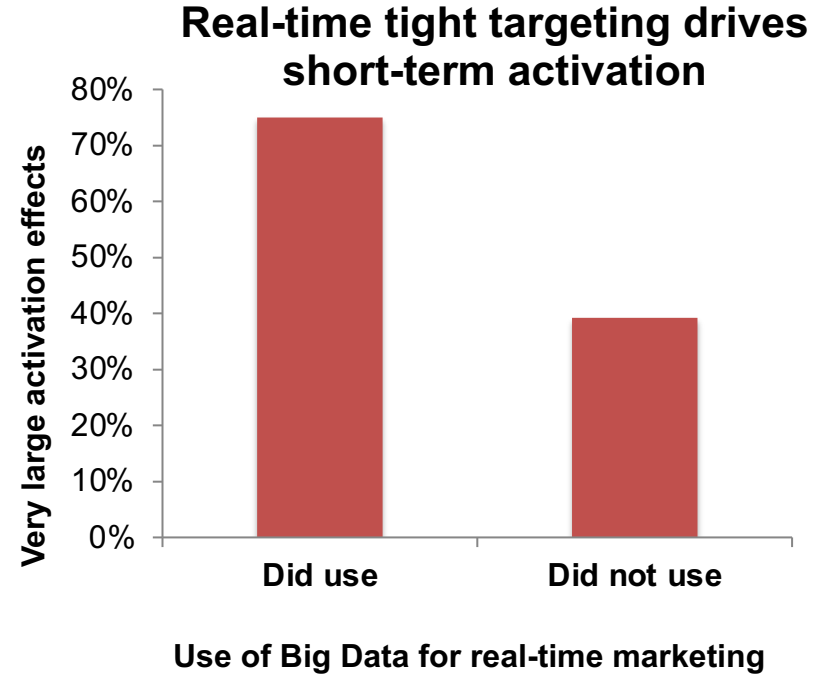
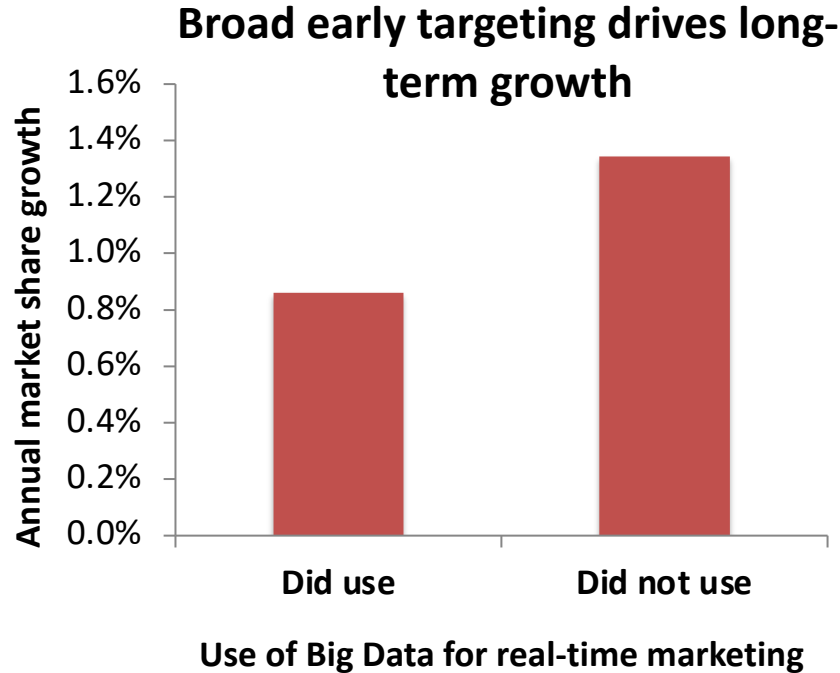


Over-targeted strategies always underperform long term

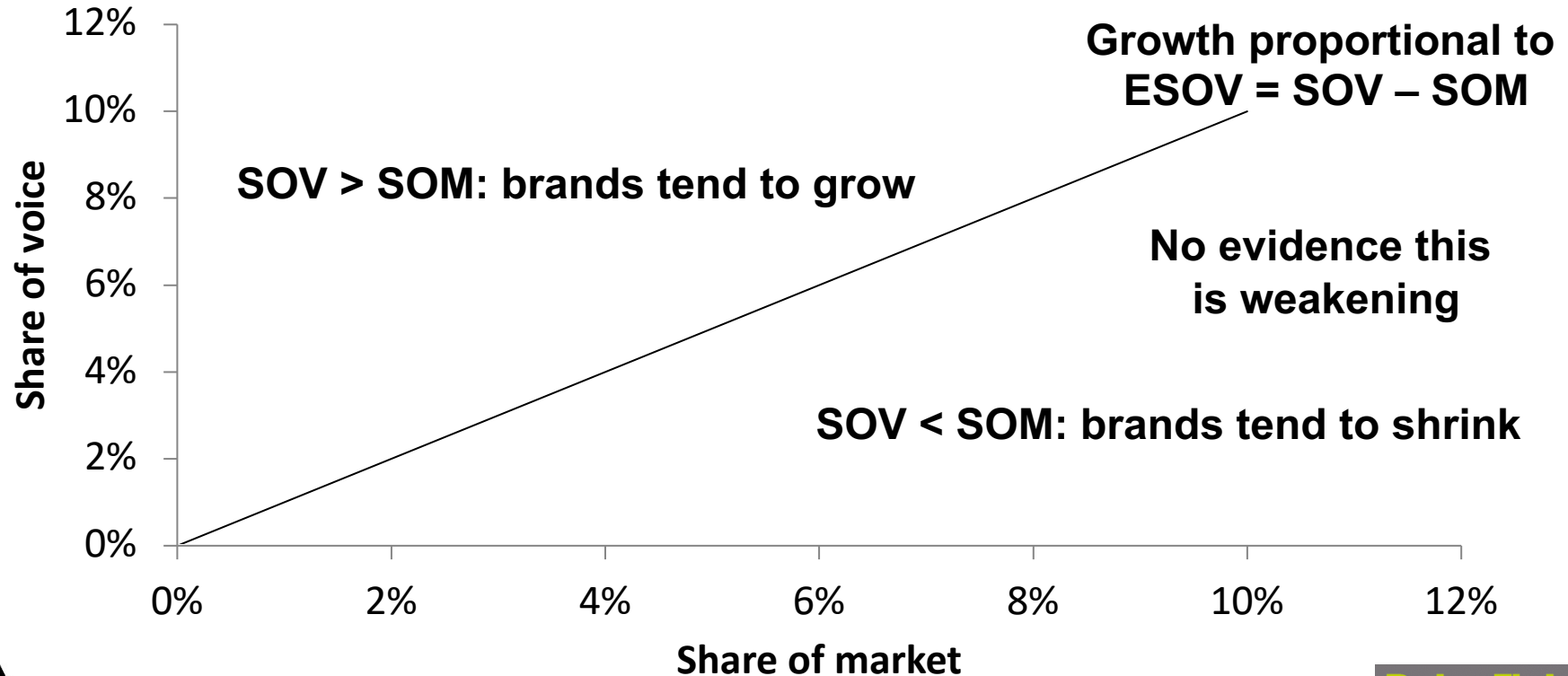
Reach drives growth in Canada



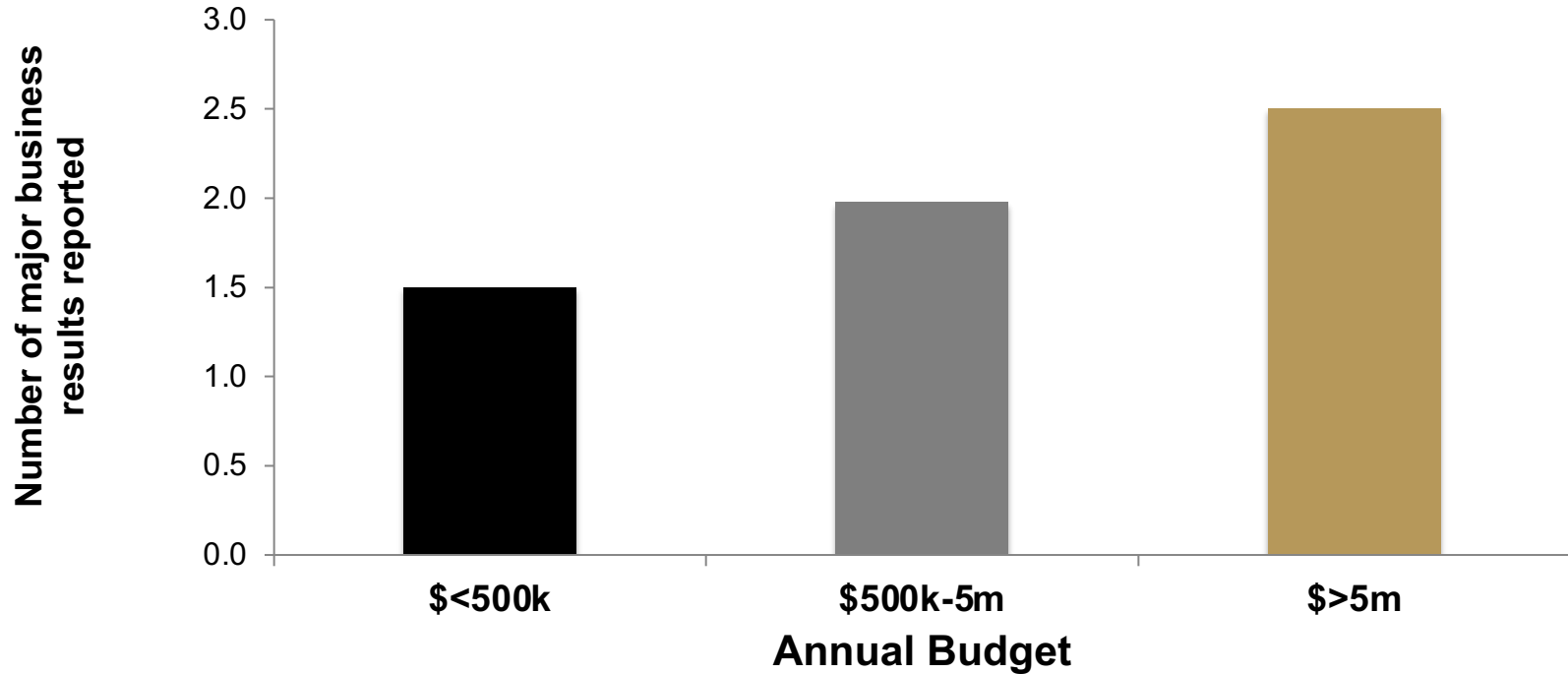
1to1 at scale: a caveat



Budgeting for growth: The share of voice rule



Budget drives effectiveness in Canada



7. Balance Media

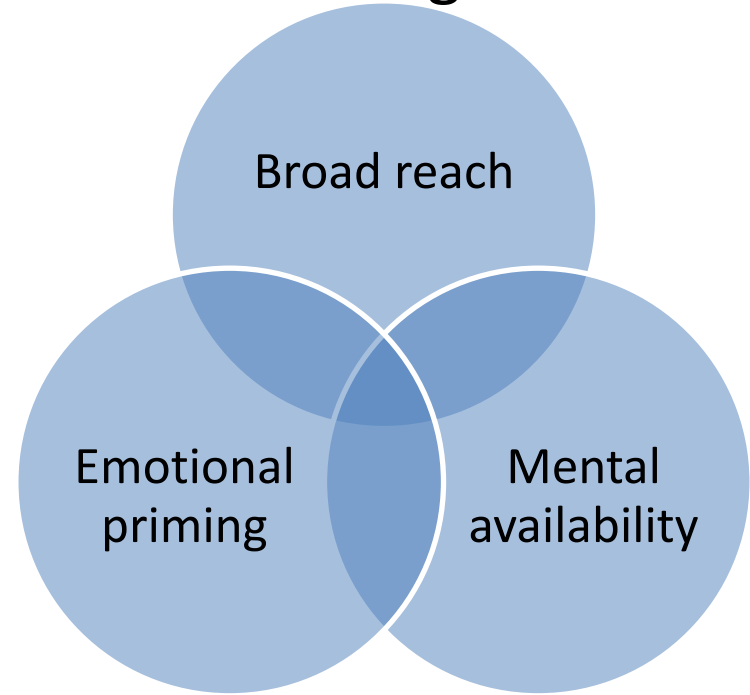
Sales activation



Rational information media

e.g. search retargeted or data-driven social display

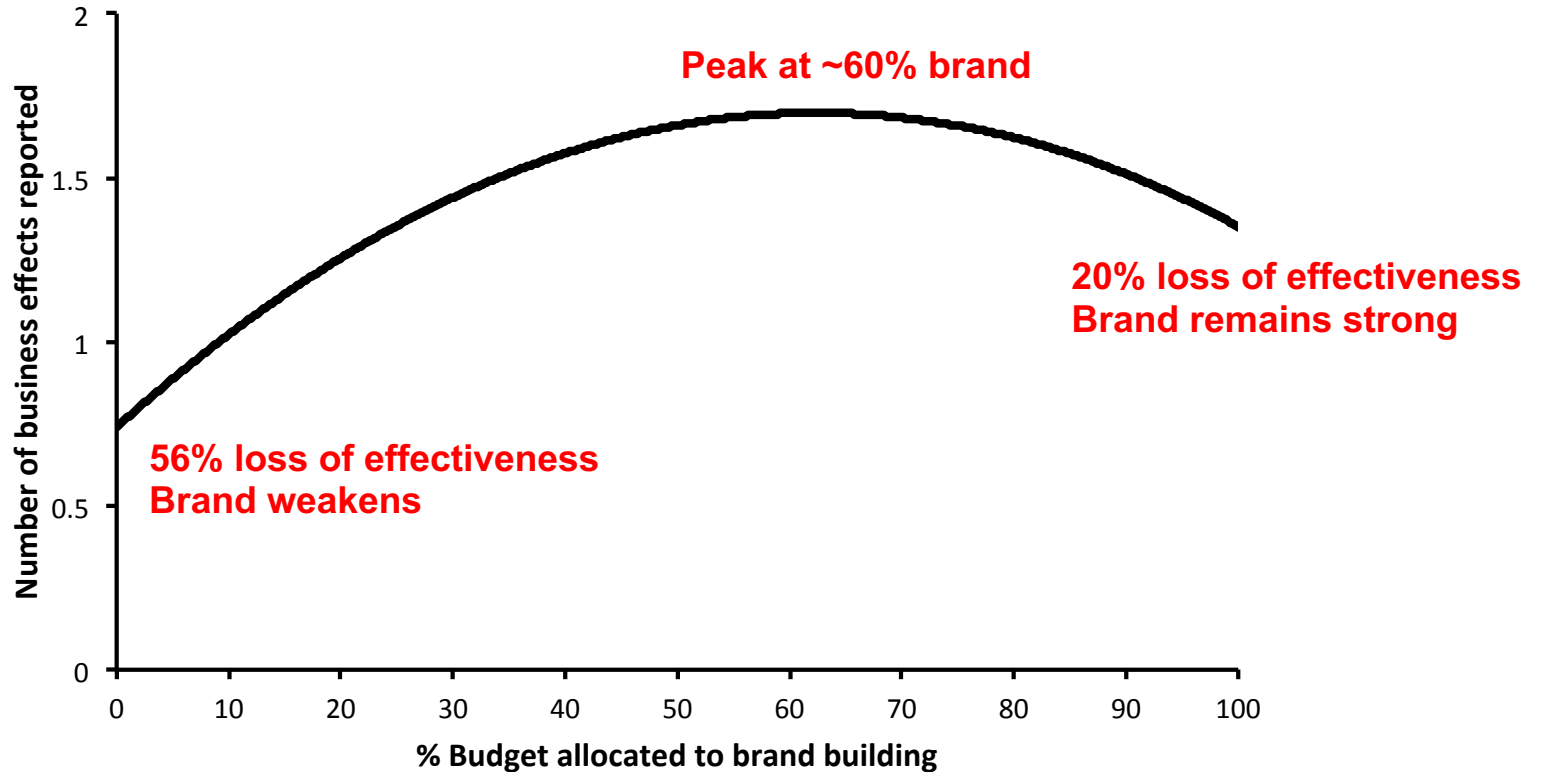
Brand-led growth



Emotive audio-visual media

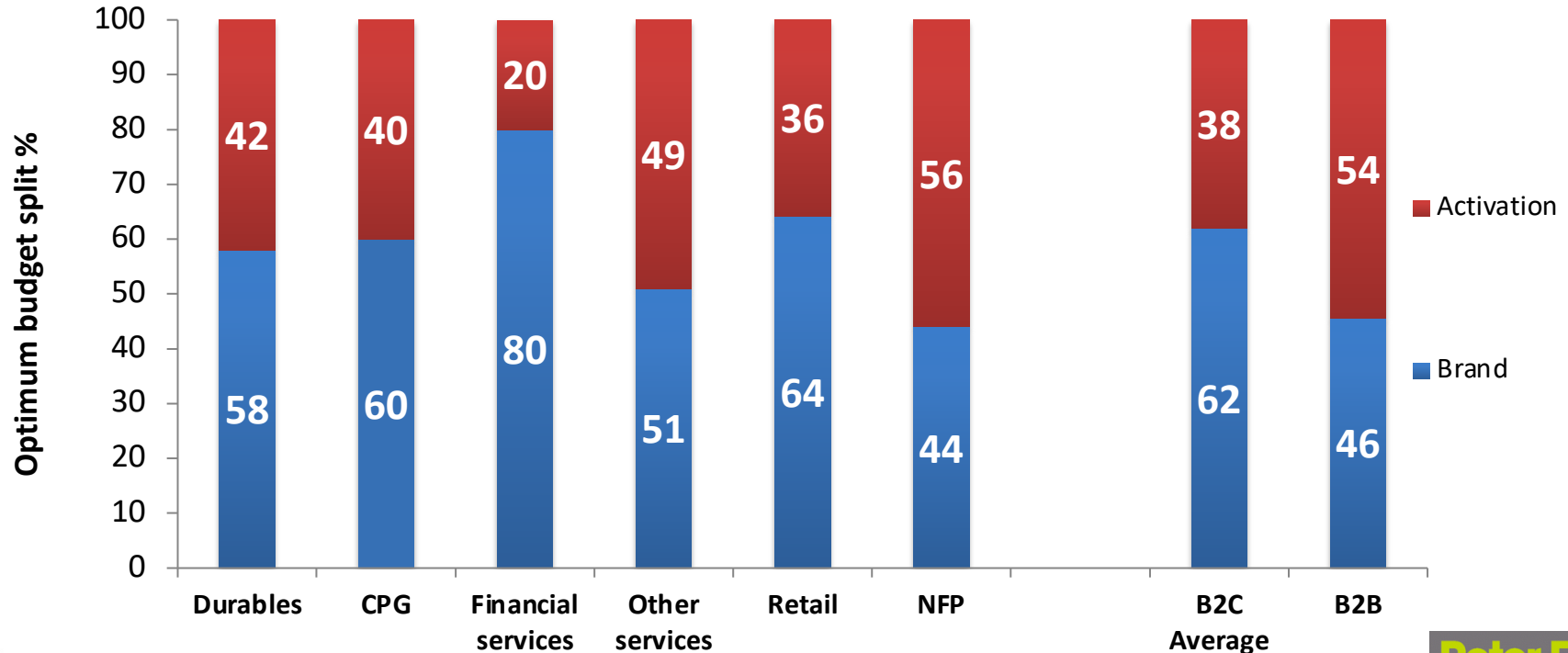
e.g. TV, online video

Balance: the 60:40 rule



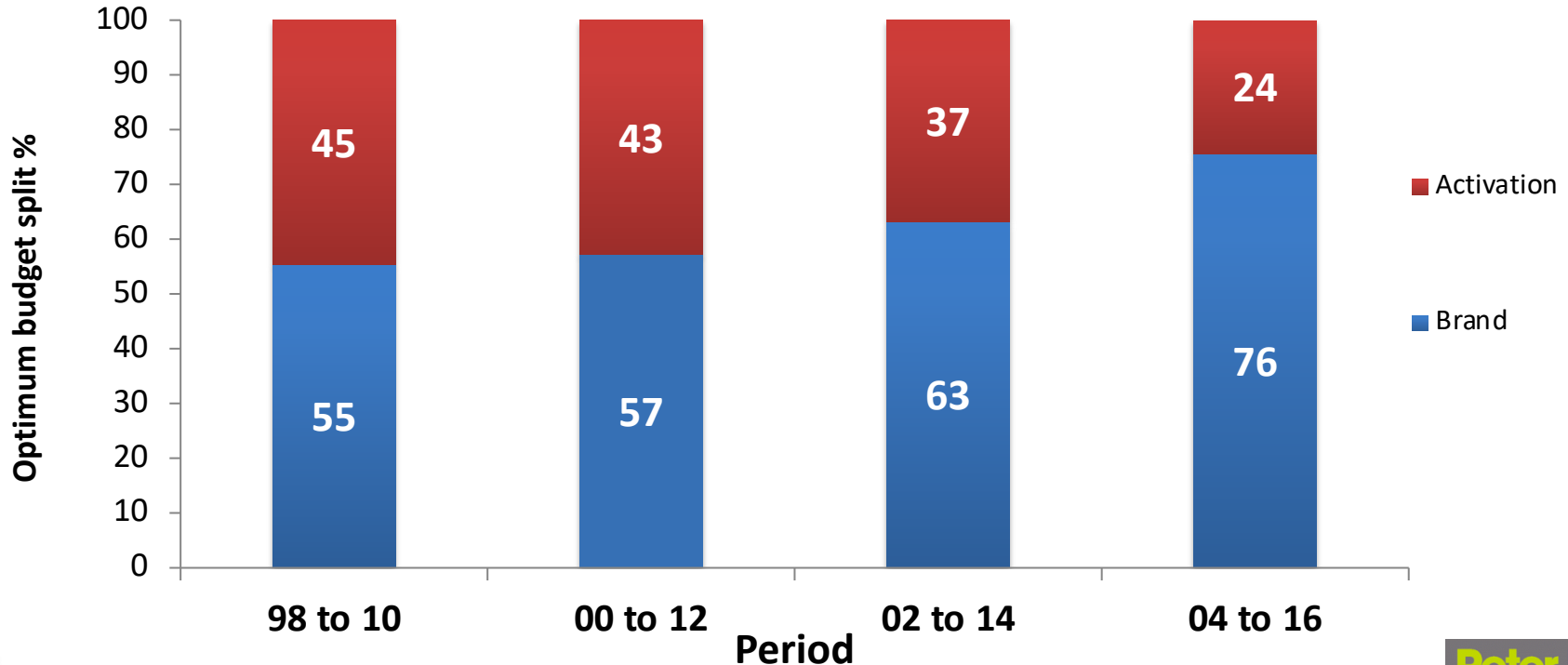
Source: IPA Databank, 1998-2016 for-profit cases

Up-weight brand in Financial Services, down-weight brand in Other Services, NFP, B2B



Source: IPA Databank, 1998-2016 cases

Brand building is becoming more important, not less



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

The seven principles of long-term effectiveness

1. Build Mental Availability
2. Aim for Distinctiveness
3. Engage Emotionally
4. Get Creative
5. Be Consistent
6. Go for Reach
7. Balance Media



<https://commsCouncil.nz/brands-need-building/why-arent-we-doing-this-download-the-pdf/>

Thank you