



**Jon Evans**

Chief Marketing Officer

**System1**

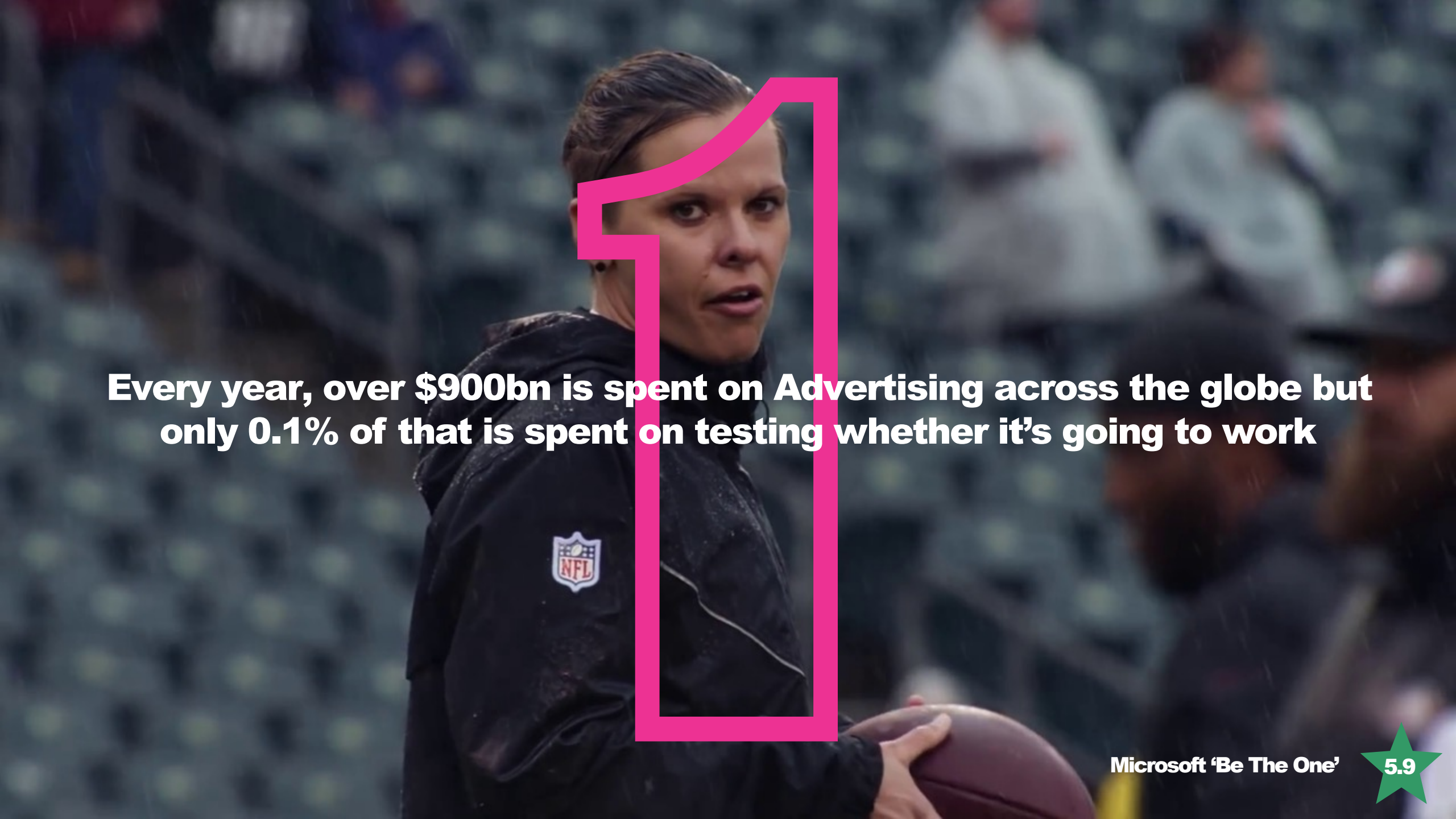


**EMOTION.  
THE MOST  
RATIONAL  
THING YOU  
CAN USE**

**System1**

The Effectiveness Agency





**Every year, over \$900bn is spent on Advertising across the globe but only 0.1% of that is spent on testing whether it's going to work**

**50%**  
of all Ads  
are wasted.

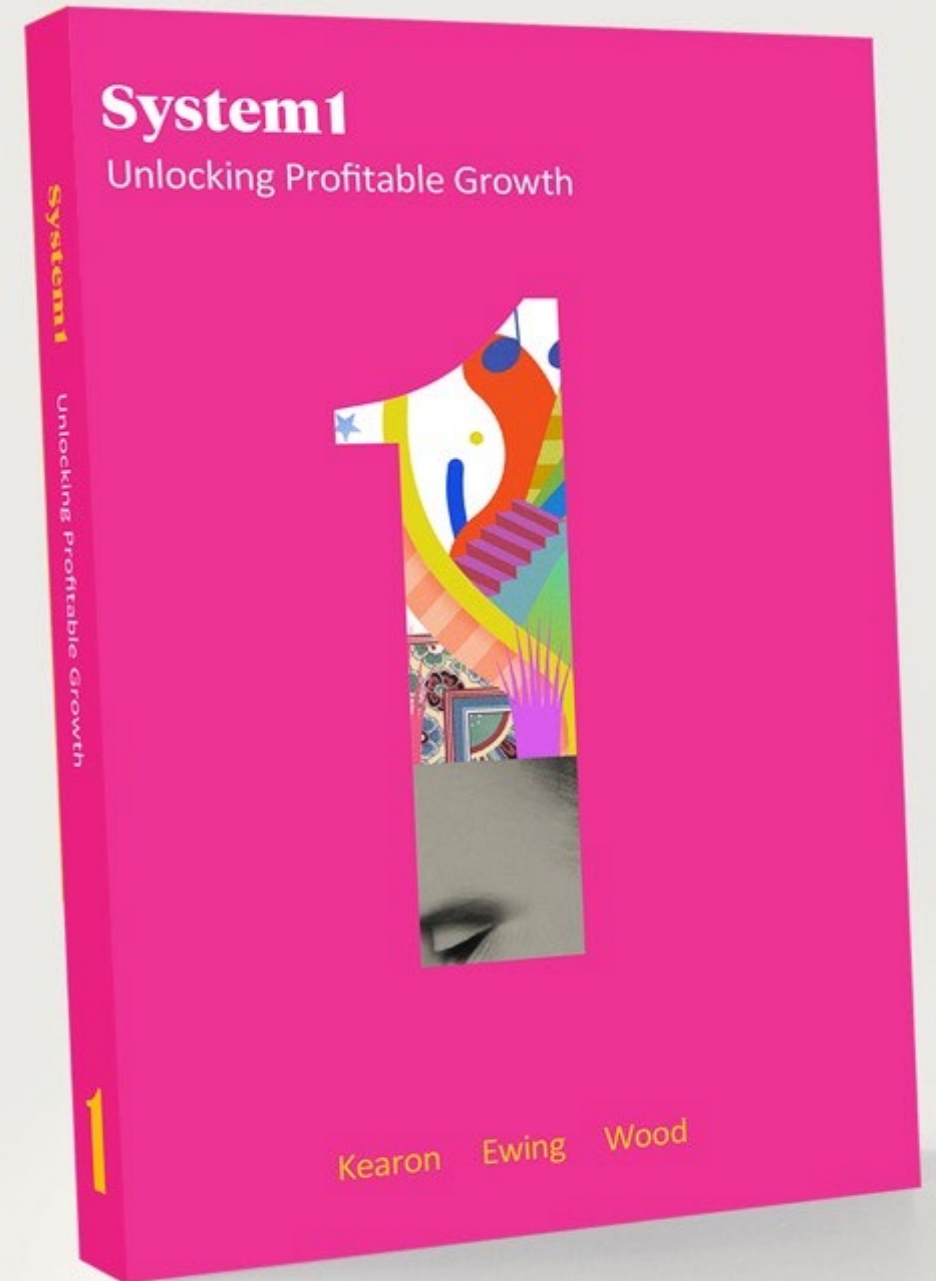


**We know which ones.**

**System1** | How behavioural science can unlock long term growth

We think less than  
we think we think.

The more you feel,  
the more you buy.



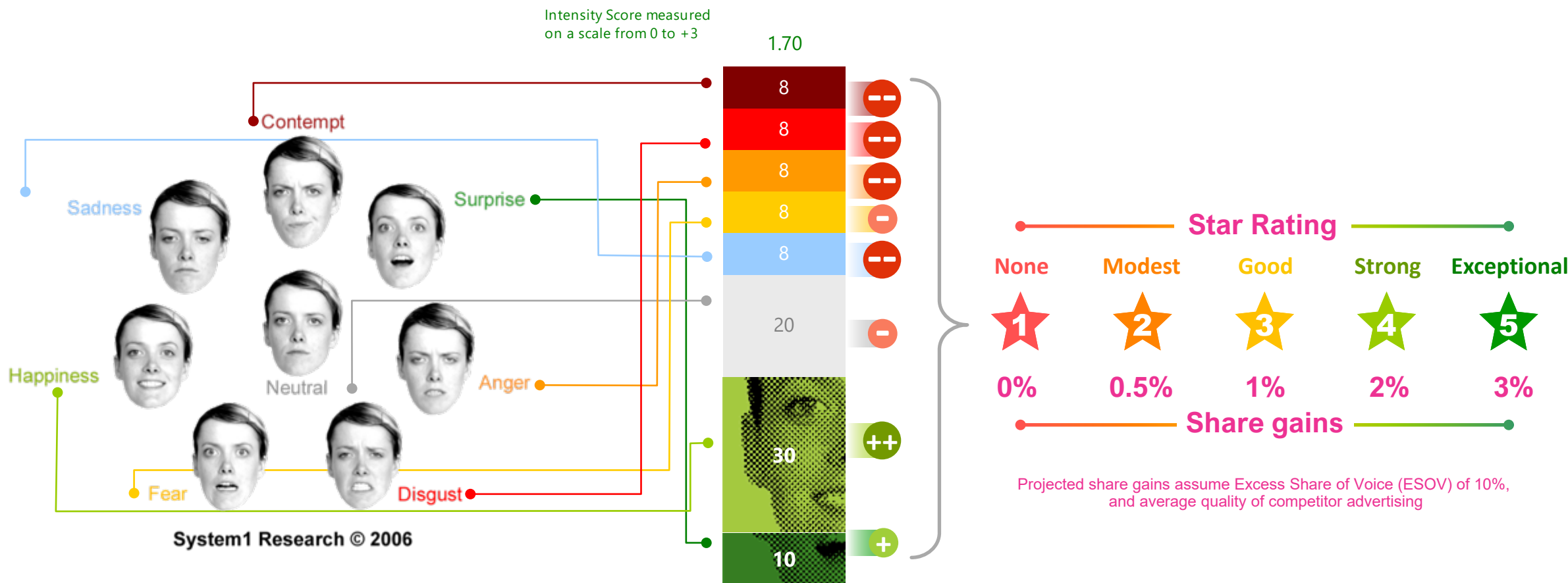
*“if System1 is the Oval office,  
then System2 is the press  
office” Rory Sutherland*



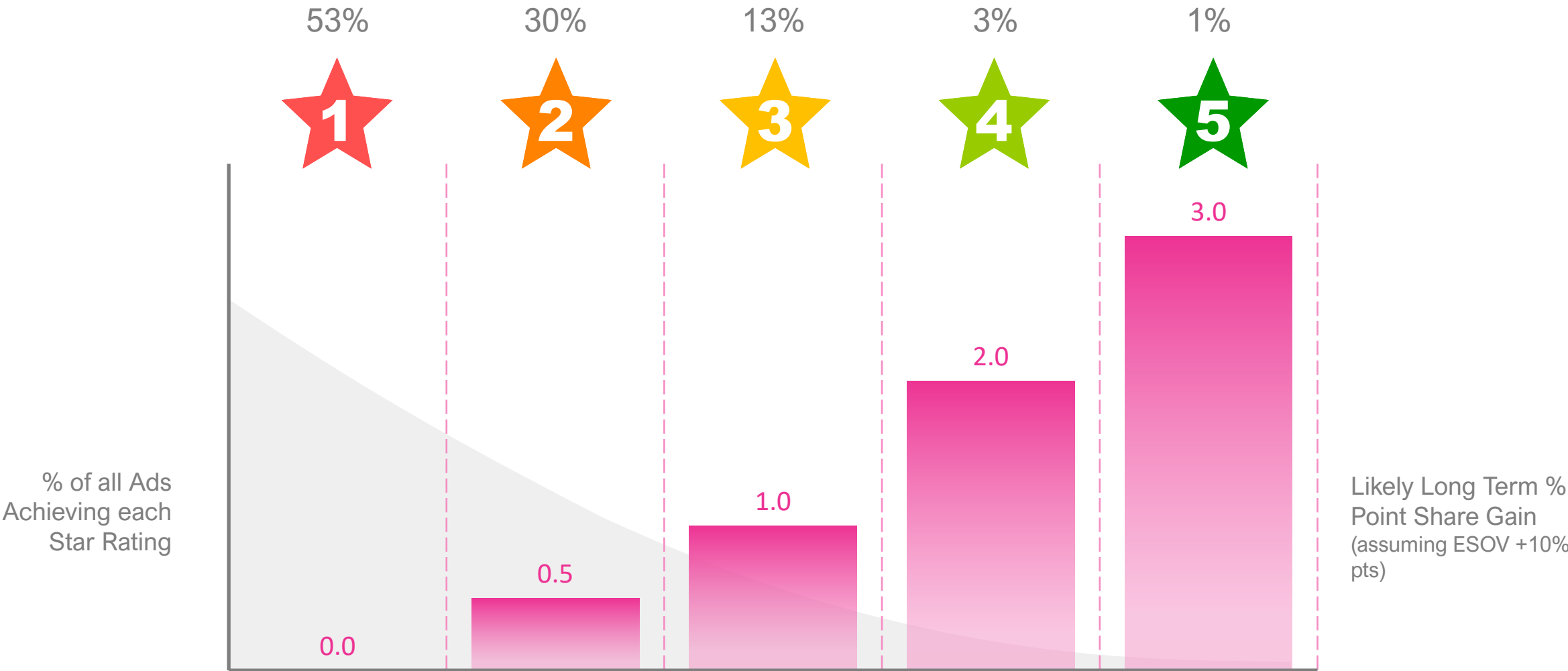
*“The answer to a simple  
question – how do I feel about  
it? – is an excellent proxy for  
the answer to a far more  
complex question  
– what do I think about it?  
Daniel Kahneman*



# Emotion | How emotional Advertising leads to long term effectiveness



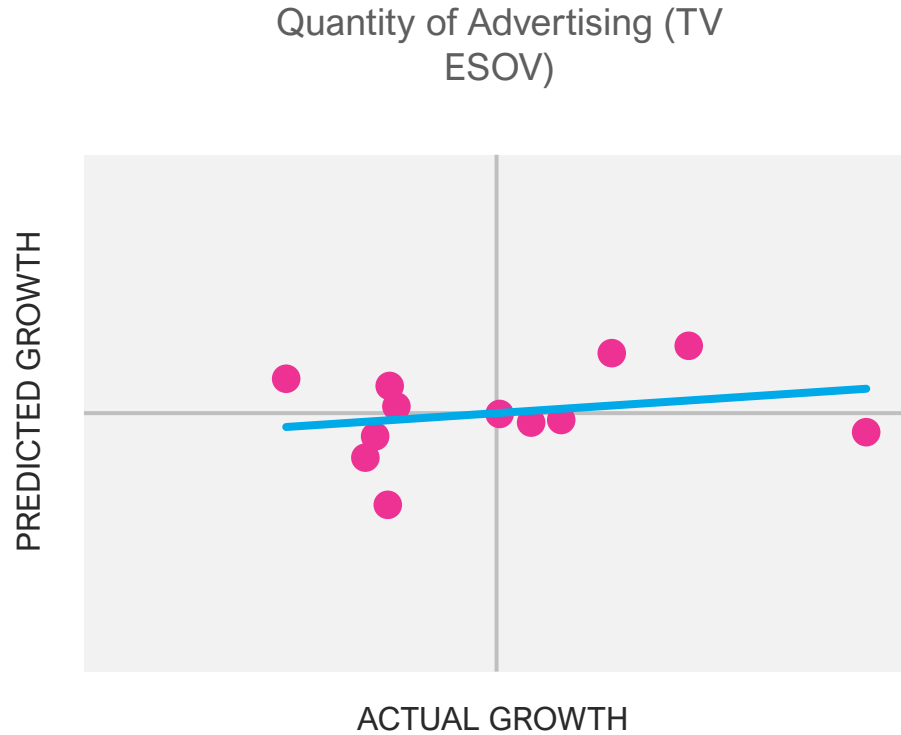
# Star Rating | More than half of Advertising has no impact at all



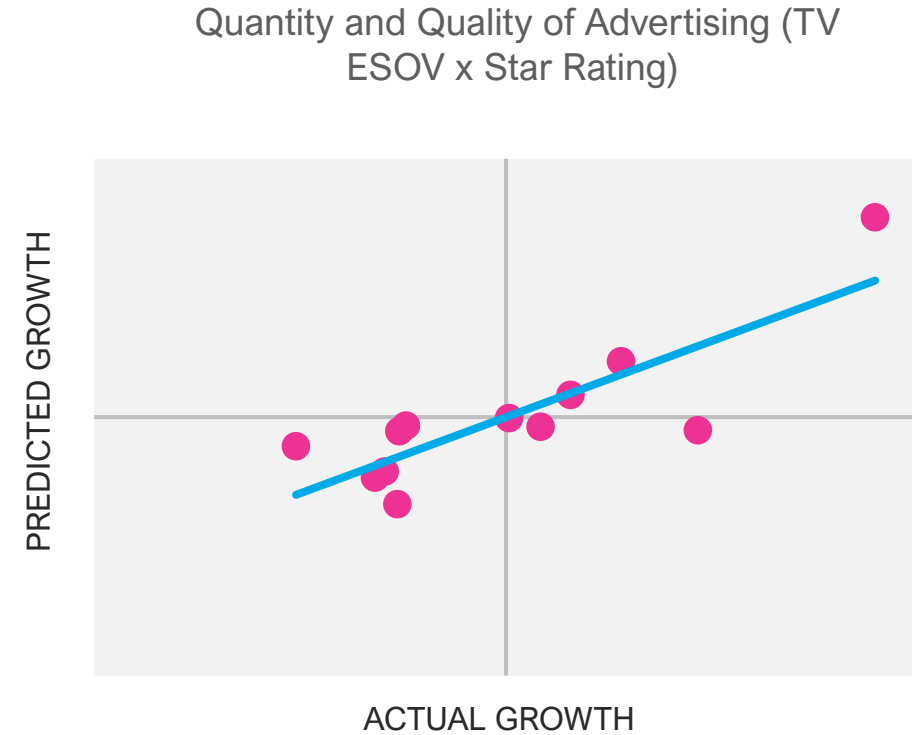
Note: Share is used to account for changes in the size of the category. Gain is an average and other factors will impact on performance (such as price, promotion, availability, competitor advertising quality, ESOV etc)



# Validation | Validation of ESOV & Star Rating on Brand Growth



Correlation: **0.25**



Correlation: **0.83**

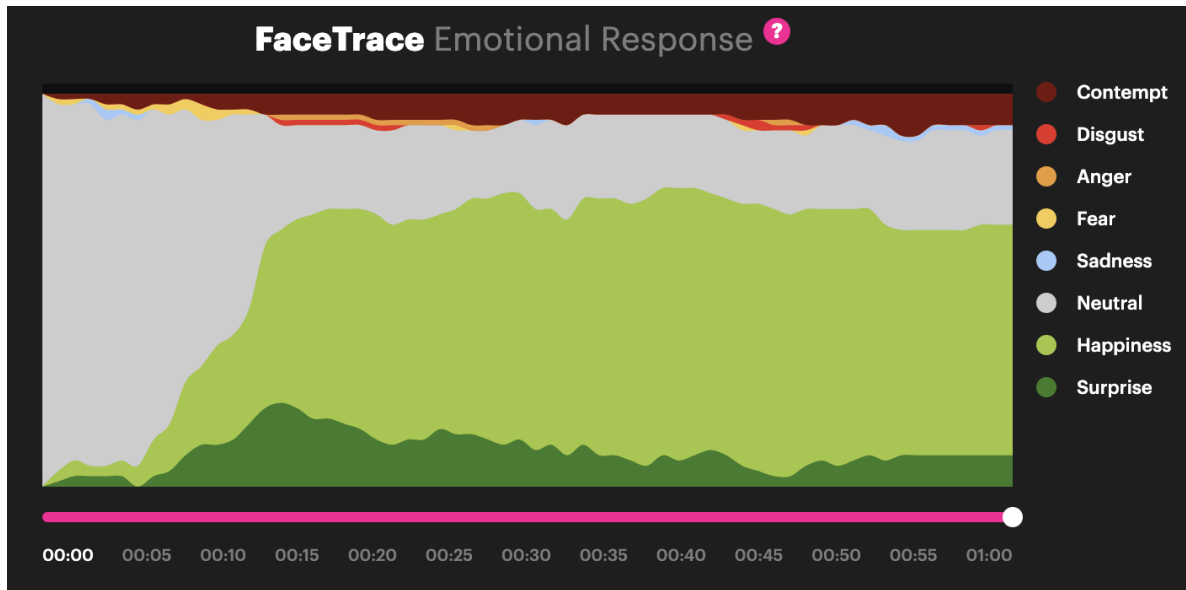
## Validation | We have tested many other categories too

Category	# Ads tested	# Brands represented	Value of advertising (12M of monitoring)	Represented category size (for SOM)	12M ad monitoring period for SOV/Stars	Correlation with ESOV	Correlation with emotionally amplified ESOV
Cereals UK	55	12	£24.1m	£702m	To Oct (31st) 2017	0.25	<b>0.83</b>
Cereals US	77	15	\$289.2m	\$7.03bn	To May (31st) 2018	0.59	<b>0.74</b>
Gum US	20	6	\$83.0m	\$3.19bn	To May (31st) 2018	0.30	<b>0.67</b>
Savoury Snacks UK	29	15	£25.8m	£1.77bn	To Mar (31st) 2018	0.49	<b>0.62</b>
Toothpaste US	43	6	\$231.7m	\$2.86bn	To May (31st) 2018	0.50	<b>0.75</b>
Yoghurts UK	33	9	£24.1m	£828m	To Mar (31st) 2018	0.71	<b>0.82</b>

# Spike Rating | Short term impact can be measured through Spike

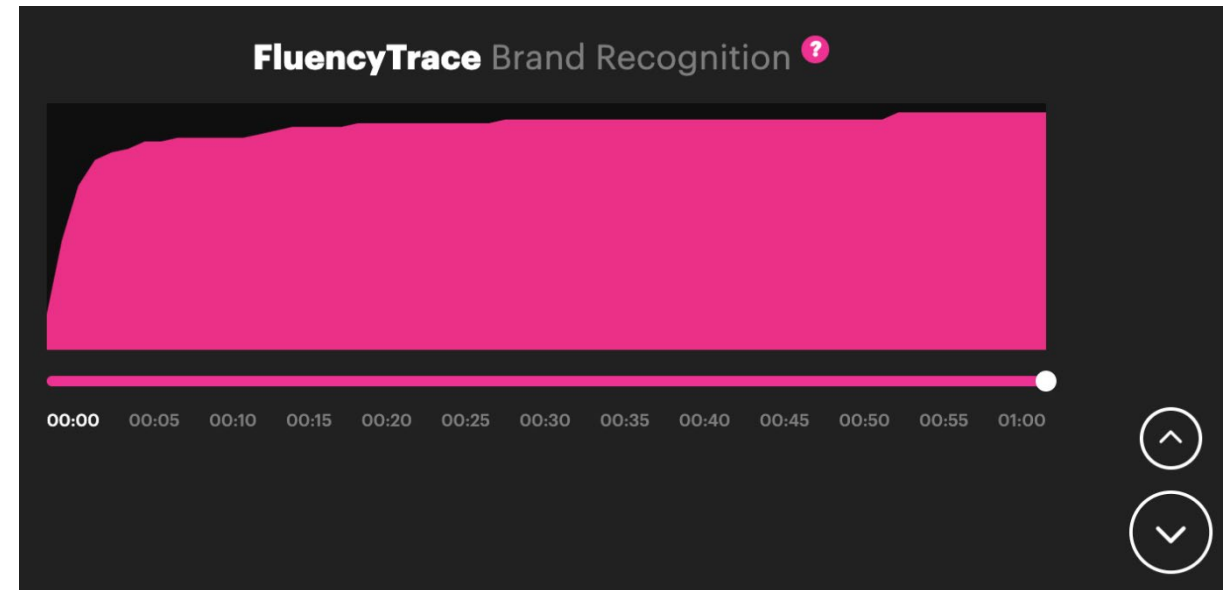
1

We capture the intensity of emotion which creates **attention**



2

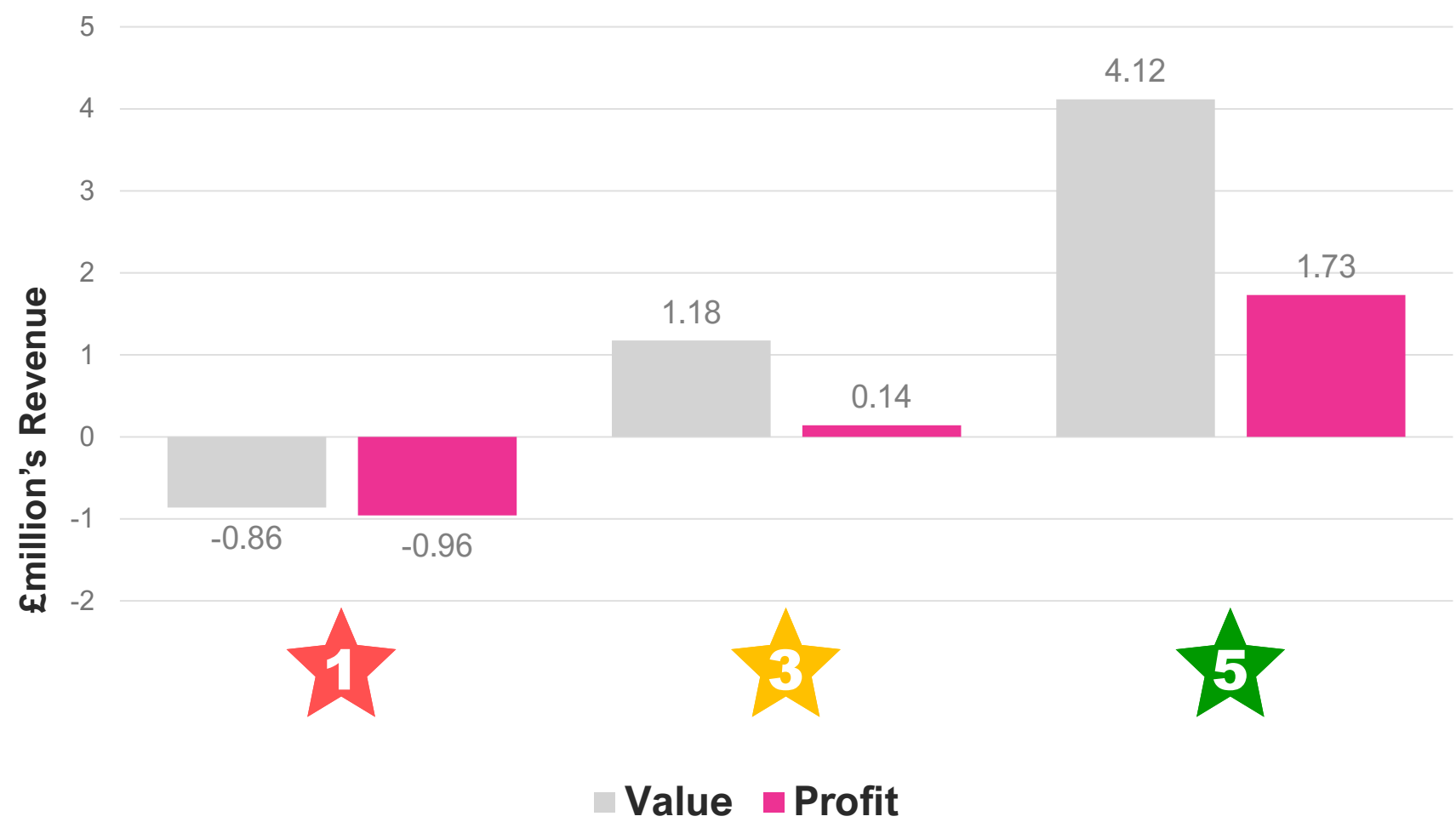
We measure speed weighted Fluency which creates **recall**



# THE COMMERCIAL CASE FOR CREATIVITY



# Profit Projector | The commercial case for creativity



# HOW EMOTION CAPTURES & SUSTAINS ATTENTION

**System1**

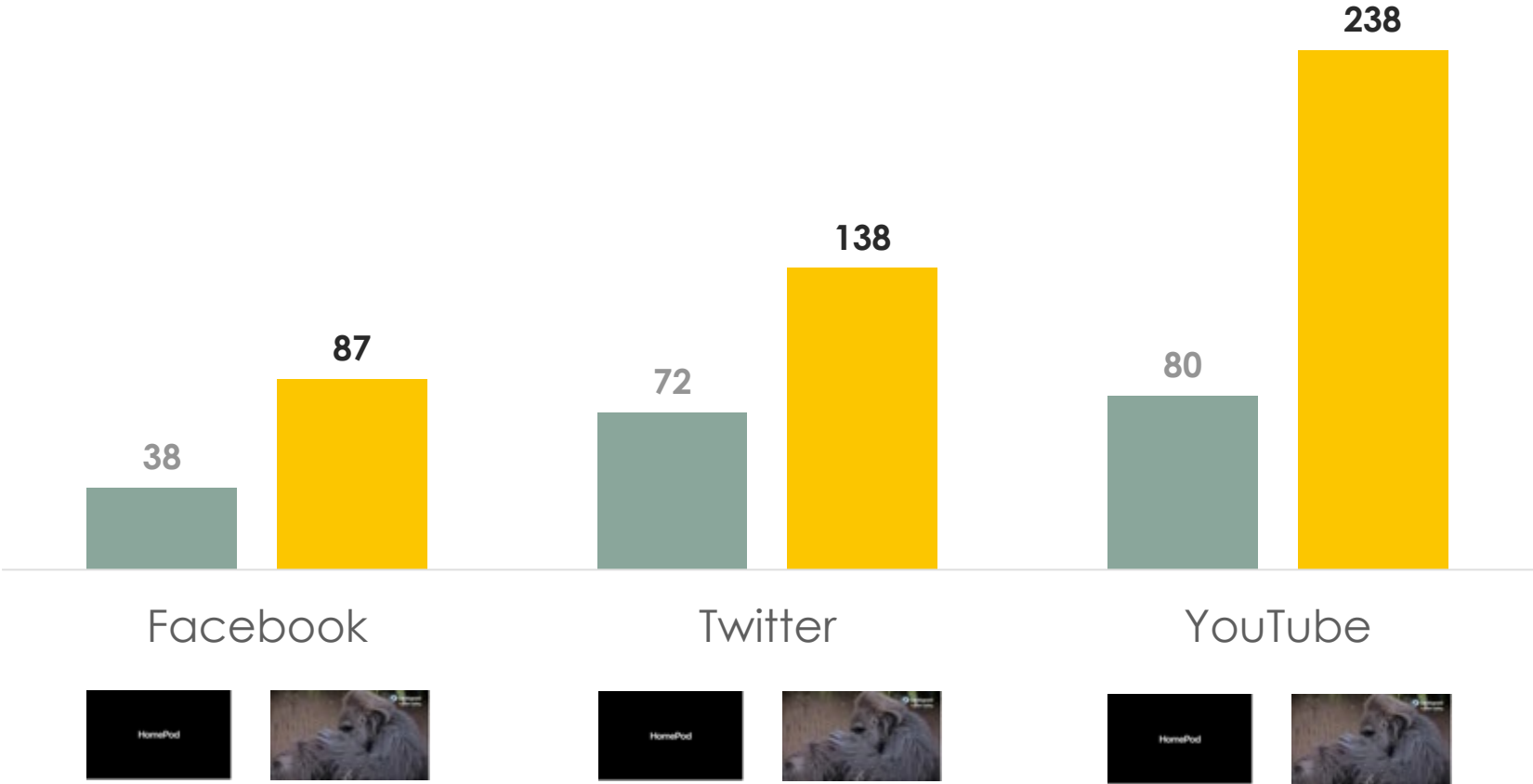
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# Attention | Emotion drives our attention and our memory

Spontaneous Brand Recall (%)	24	<b>26</b>	28	<b>41</b>	28	<b>38</b>
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Minutes of attention per 1000 valuable impressions





# HOW TO MAKE A 5-STAR CAMPAIGN







# Creative



## Emotion.

Speak to the heart, don't bother the brain  
Seduction not persuasion for 11x the gain



## Story arc.

Those who tell the best stories rule  
the world



## Soundtrack.

Music speaks straight to the heart and  
stirs the soul



## Fluent device.

Brand recognition speeds decision



## Characters.

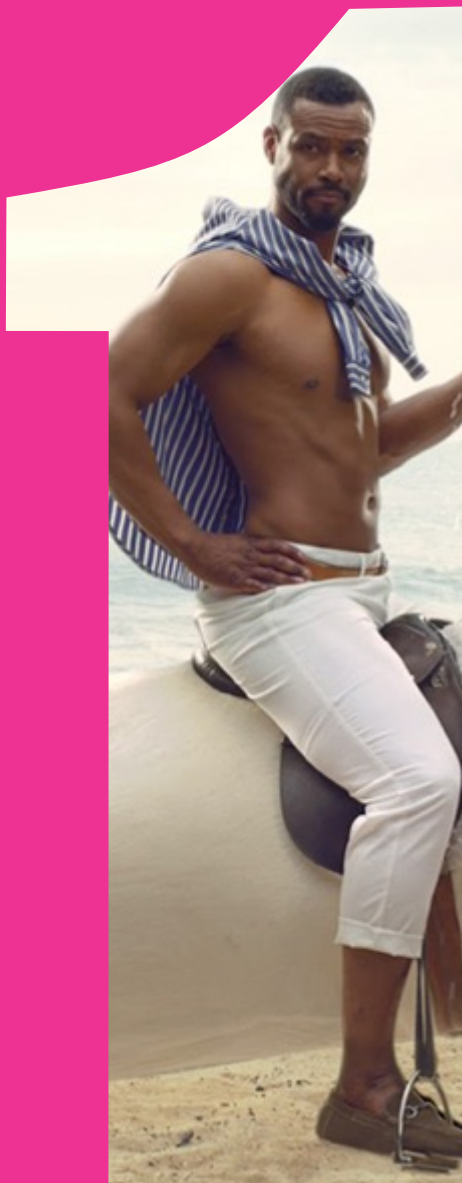
We all need someone or something to  
cheer for

*The more people feel,  
the more people buy*

**System1**



**Thank you.**



**System1**

**The Effectiveness Agency**