

The effectiveness code

WHERE WE BEGAN

How could we make effectiveness more effective?

OUR SOURCES

80+ interviews with client and agency leaders and effectiveness experts from North America, UK, Europe and Asia

4,863 cases from the Cannes Creative Effectiveness Lions, WARC Effectiveness Database and IPA Databank 2011-2019

THREE KEY INSIGHTS

1

Many shining examples of extraordinary marketing effectiveness

But examples of consistent, sustained effectiveness few and far between

THREE KEY INSIGHTS

2

We're very good at celebrating effectiveness

We're less good at learning from effectiveness to become more effective

THREE KEY INSIGHTS

3

Everybody wants effectiveness

But nobody's sure what it is

No 'universal definition'

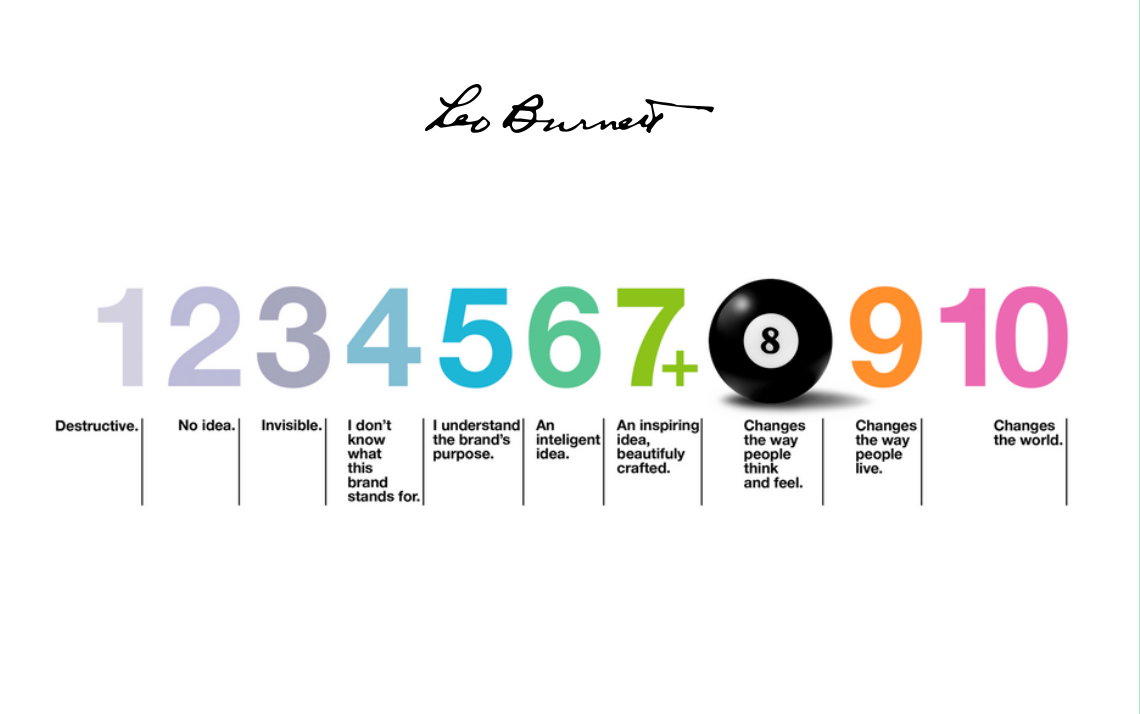
No 'shared language'

OUR CHALLENGE

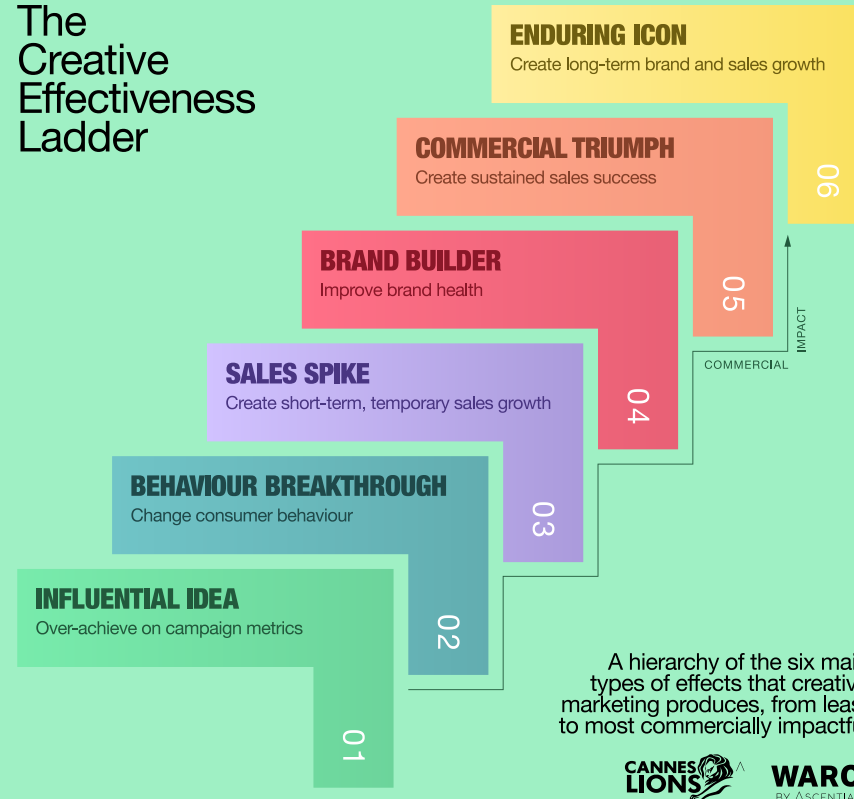
How could we create a universal definition and shared language of effectiveness?

One that enabled us to better identify and learn from effectiveness best practice?

And could help us be more consistently effective?



The Creative Effectiveness Ladder



PURPOSE

To enable the marketing and advertising industry to more easily identify and learn from creative effectiveness best practice, so that they can more consistently produce highly effective creative campaigns and initiatives.

The Creative Effectiveness Ladder

INFLUENTIAL IDEA

Over-achieve on campaign metrics

01

A hierarchy of the six main types of effects that creative marketing produces, from least to most commercially impactful



INFLUENTIAL IDEA

Creativity used to maximise engagement and sharing, resulting in the campaign over-achieving on campaign metrics and media efficiency.

Key metric examples:

- Campaign recall
- Social shares
- Earned impressions
- Earned media value

The Creative Effectiveness Ladder

INFLUENTIAL IDEA

Over-achieve on campaign metrics

01

A hierarchy of the six main types of effects that creative marketing produces, from least to most commercially impactful

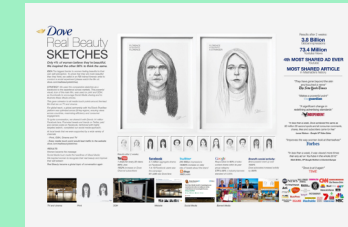


INFLUENTIAL IDEA

Example Campaigns



5B Earned Impressions

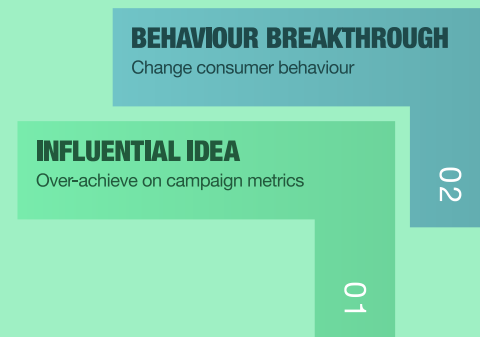


Most watched online ad ever



\$108M in Earned Media

The Creative Effectiveness Ladder



A hierarchy of the six main types of effects that creative marketing produces, from least to most commercially impactful



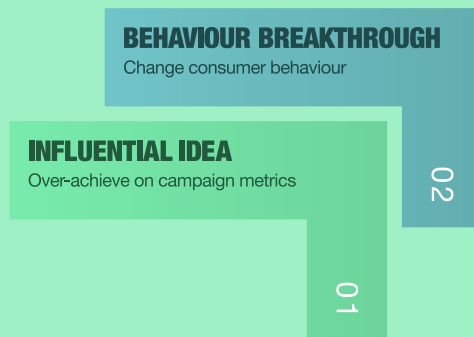
BEHAVIOUR BREAKTHROUGH

Creativity used to change the purchase behaviour of customers - or to change other forms of behaviour relevant to the success of the brand.

Key metric examples:

- Frequency / weight of purchase
- Penetration
- Loyalty
- Trial

The Creative Effectiveness Ladder



A hierarchy of the six main types of effects that creative marketing produces, from least to most commercially impactful



BEHAVIOUR BREAKTHROUGH

Example Campaigns



2.M Dads Pledged to Share the Load

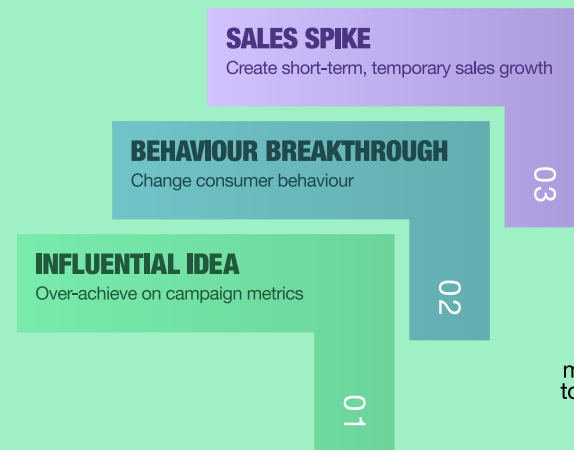


Dog adoption enquiries grew 824%



13x increase in bag re-use

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A hierarchy of the six main types of effects that creative marketing produces, from least to most commercially impactful



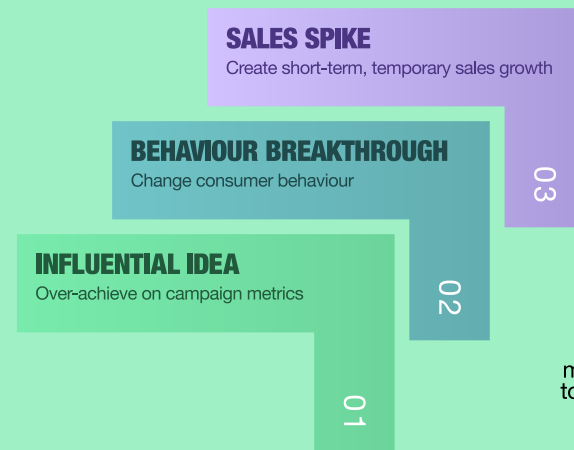
SALES SPIKE

Creativity used to create short term, temporary growth in sales, market share or profitability for a brand.

Key metric examples:

- Sales
- Market Share
- Return on Investment

The Creative Effectiveness Ladder

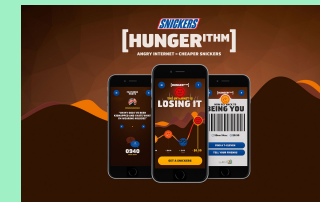


A hierarchy of the six main types of effects that creative marketing produces, from least to most commercially impactful



SALES SPIKE

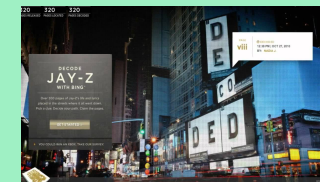
Example Campaigns



67% yoy increase in the period

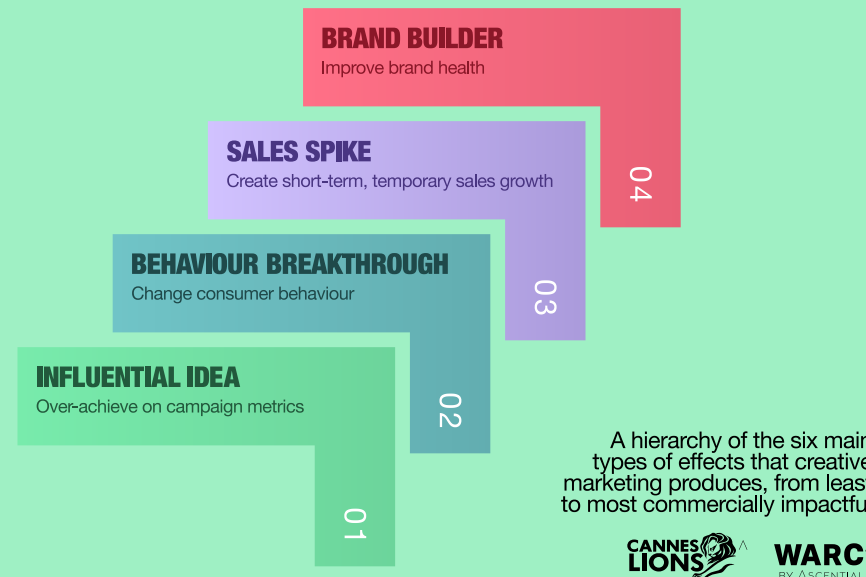


18% sales increase that month



10% market share increase for 1 month

The Creative Effectiveness Ladder



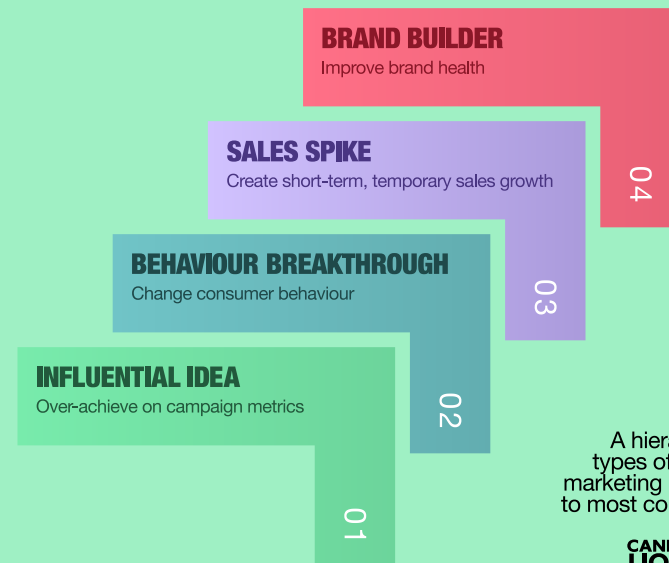
BRAND BUILDER

Creativity used to improve the fundamental measures of brand health – including awareness, consideration, preference, purchase intent and brand image ownership.

Key metric examples:

- Brand awareness
- Brand preference
- Purchase intent
- Brand attributes

The Creative Effectiveness Ladder



A hierarchy of the six main types of effects that creative marketing produces, from least to most commercially impactful



BRAND BUILDER

Example Campaigns



record high quality and reliability scores and brand consideration

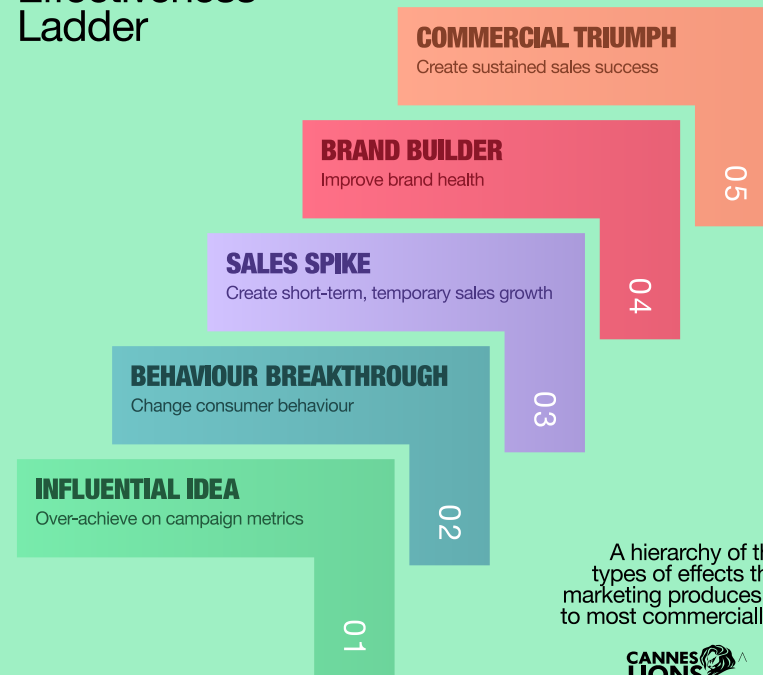


cool factor and purchase consideration shot up



massive increases in food quality perceptions and brand trust

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A hierarchy of the six main types of effects that creative marketing produces, from least to most commercially impactful



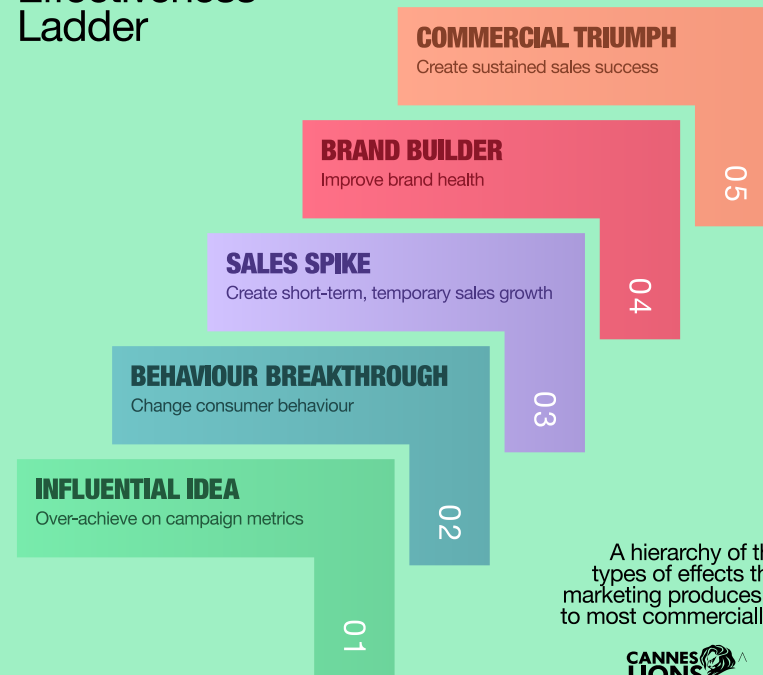
COMMERCIAL TRIUMPH

Creativity used to profitably increase sales and market share beyond a single quarter or beyond the duration of the campaign.

Key metric examples:

- Sales
- Market Share
- Return on Investment

The Creative Effectiveness Ladder



A hierarchy of the six main types of effects that creative marketing produces, from least to most commercially impactful



COMMERCIAL TRIUMPH

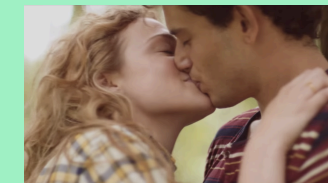
Example Campaigns



Sold 4.4M cans – the equivalent of New Zealand's entire population

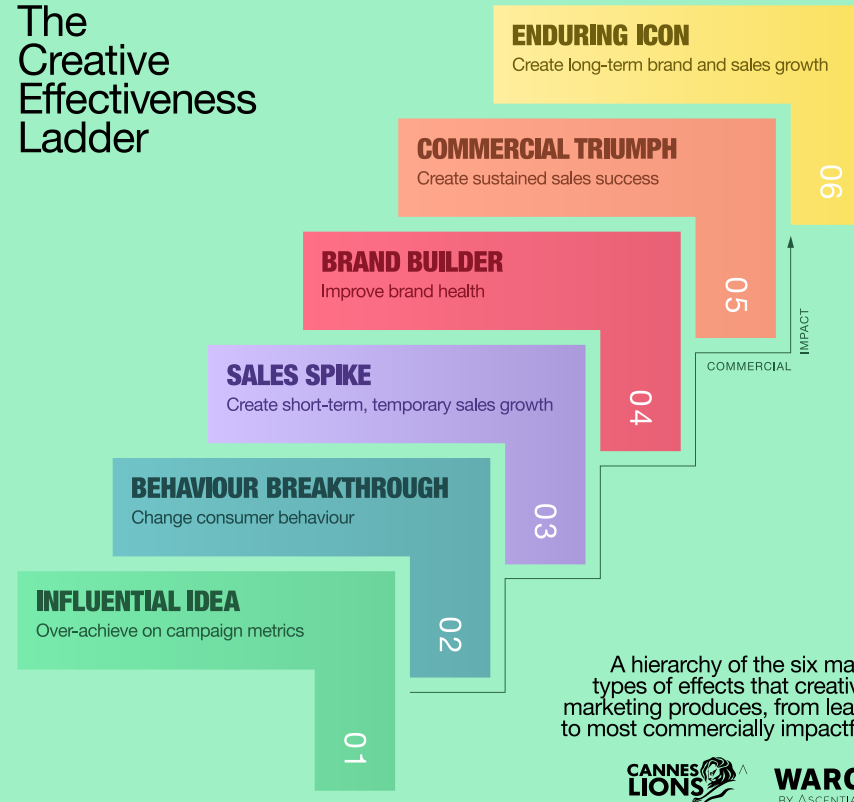


drove 17% sales growth with no discounting, and a 15:1 ROI



sustained 16 months of impressive incremental sales growth

The Creative Effectiveness Ladder



ENDURING ICON

Creativity used to to drive brand and sales growth consistently over a long period of 3 years or more. They stick with the same creative strategy or creative work throughout that period, creating sustained commercial outcomes.

Key metric examples:

- Sales
- Market Share
- Profitability
- Return on Investment

The Creative Effectiveness Ladder

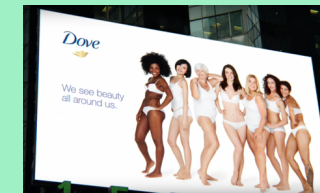


ENDURING ICON

Example Campaigns



Many years of sustained global growth

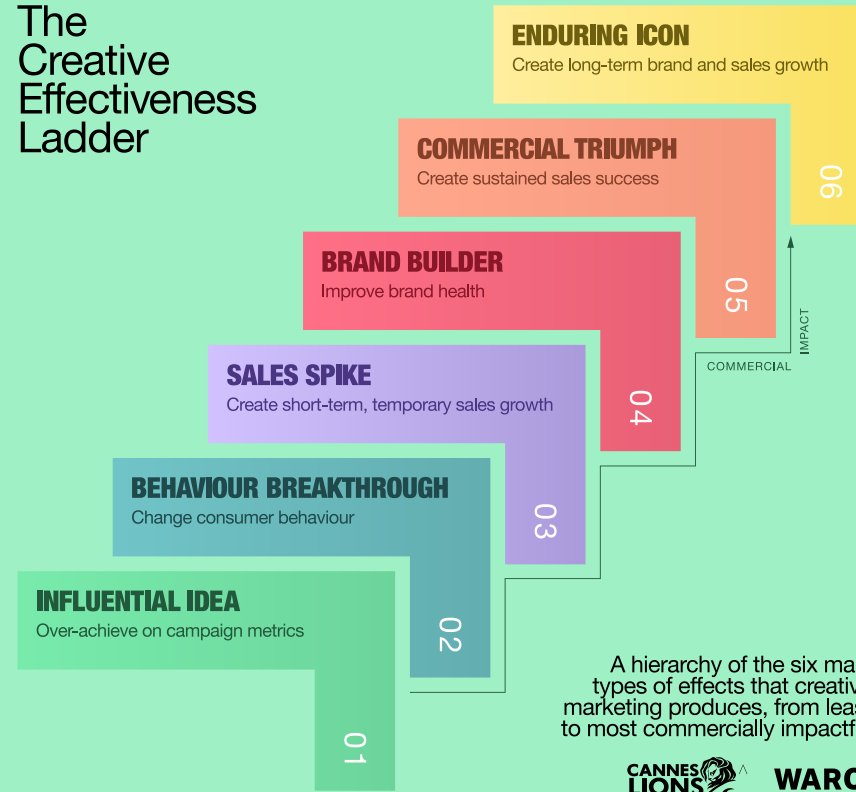


15 years as one of the world's most meaningful brands



Improving commercial performance and ROI year after year

The Creative Effectiveness Ladder



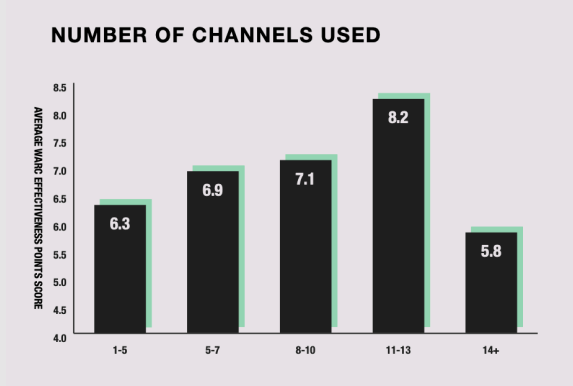
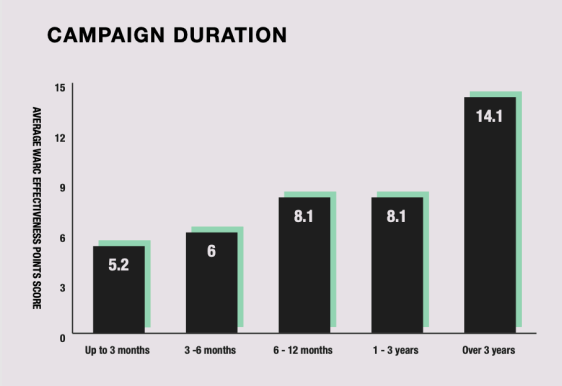
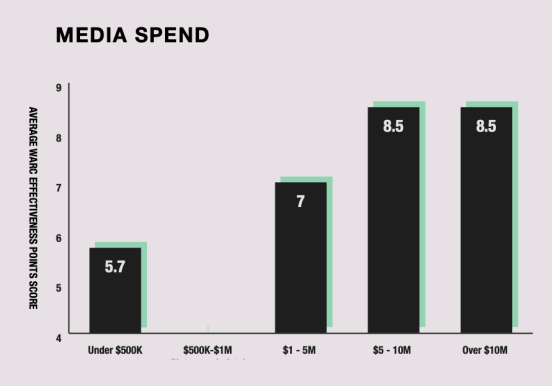
A CONTINUOUS IMPROVEMENT TOOL

Where are we now?

Where do we want to be?

What can we learn from the best,
and do differently, to get there?

THE PRINCIPLE OF CREATIVE COMMITMENT





High duration
High number of media
High spend

Creative Commitment Score: **14**



Low duration
Low number of media
Low spend

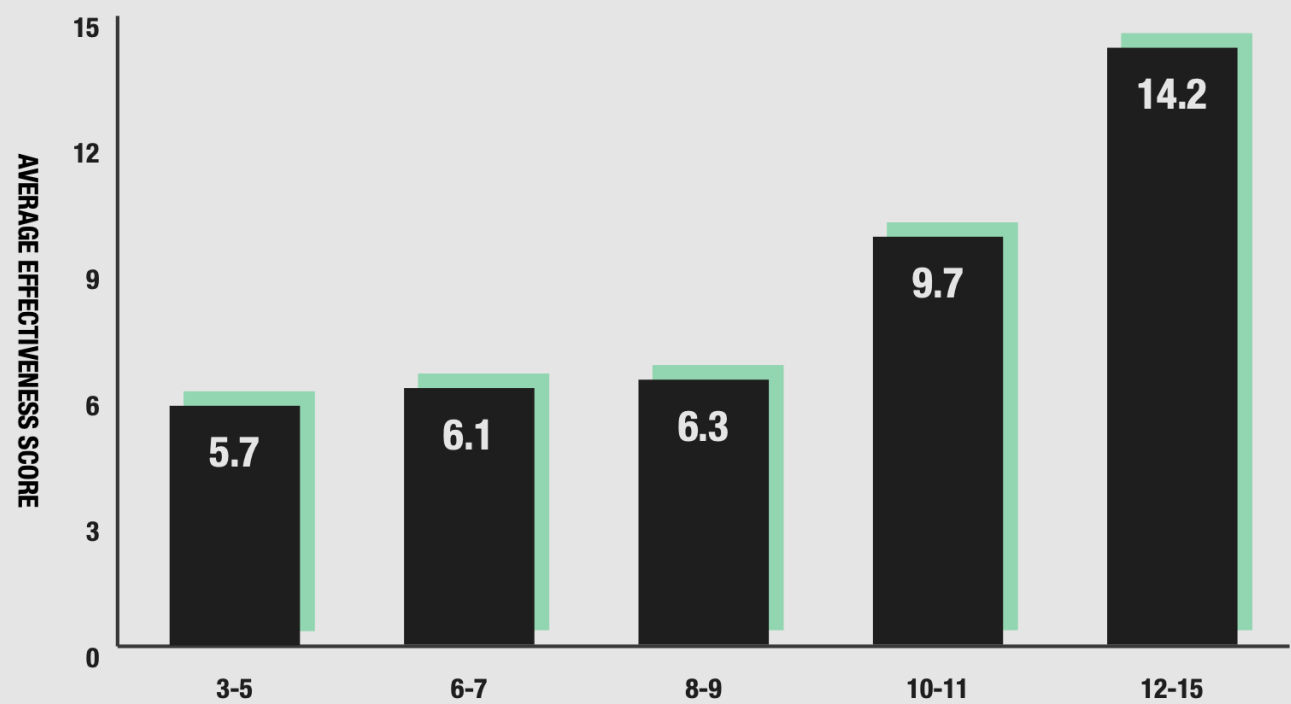
Creative Commitment Score: **3**



Low duration
Medium number of media
High spend

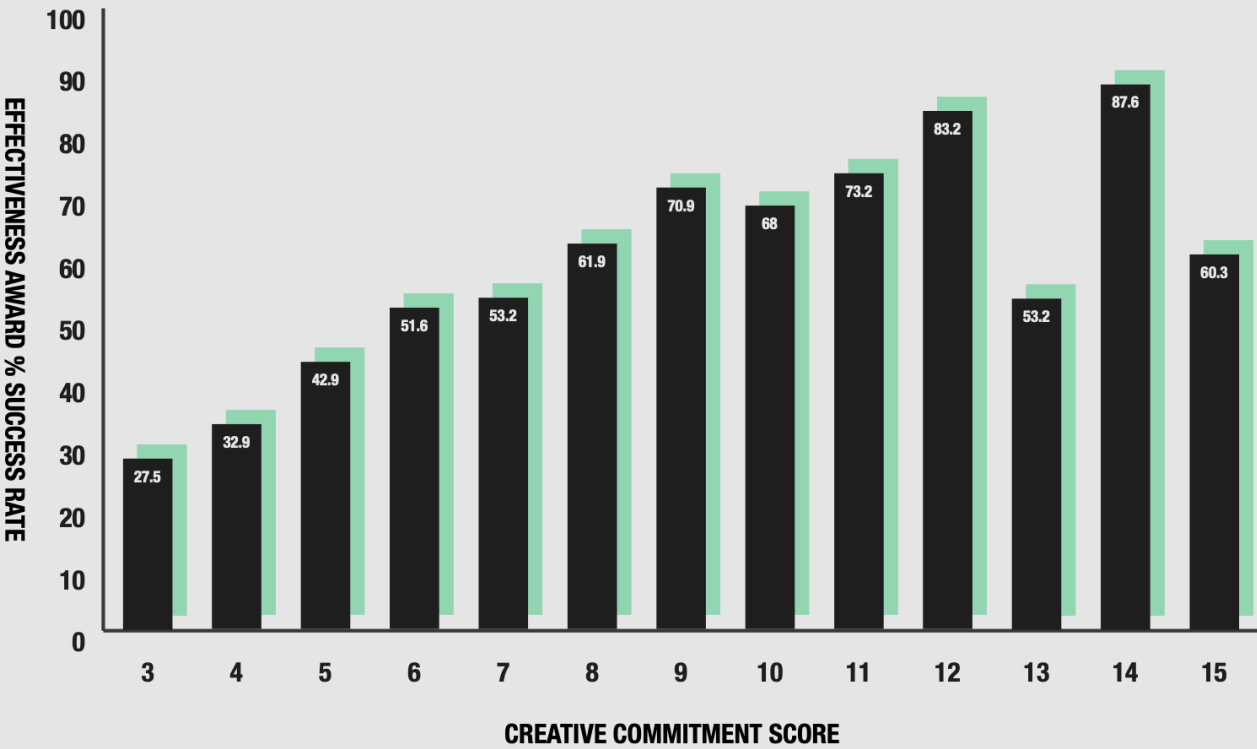
Creative Commitment Score: **9**

EFFECTIVENESS AND CREATIVE COMMITMENT SCORE



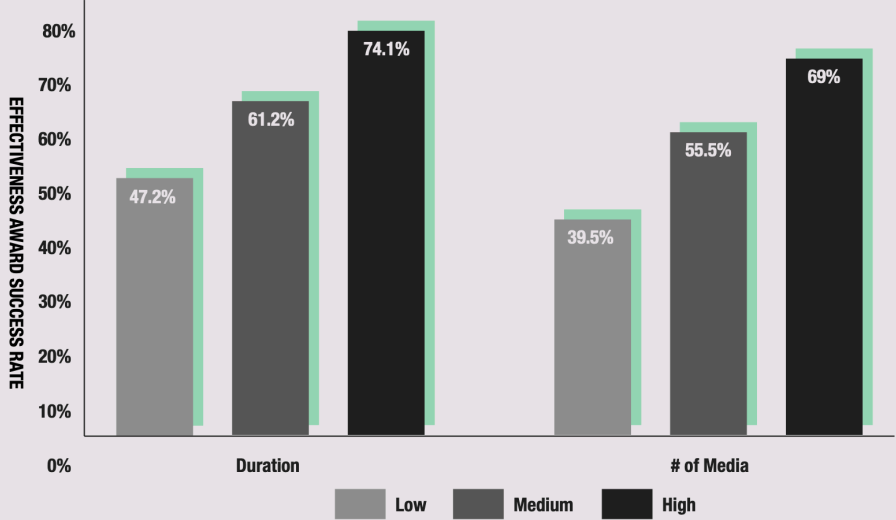
Data: Creative Effectiveness Lions Winners 2011-2019

EFFECTIVENESS AWARD SUCCESS RATE AT
INCREASING CREATIVE COMMITMENT SCORE

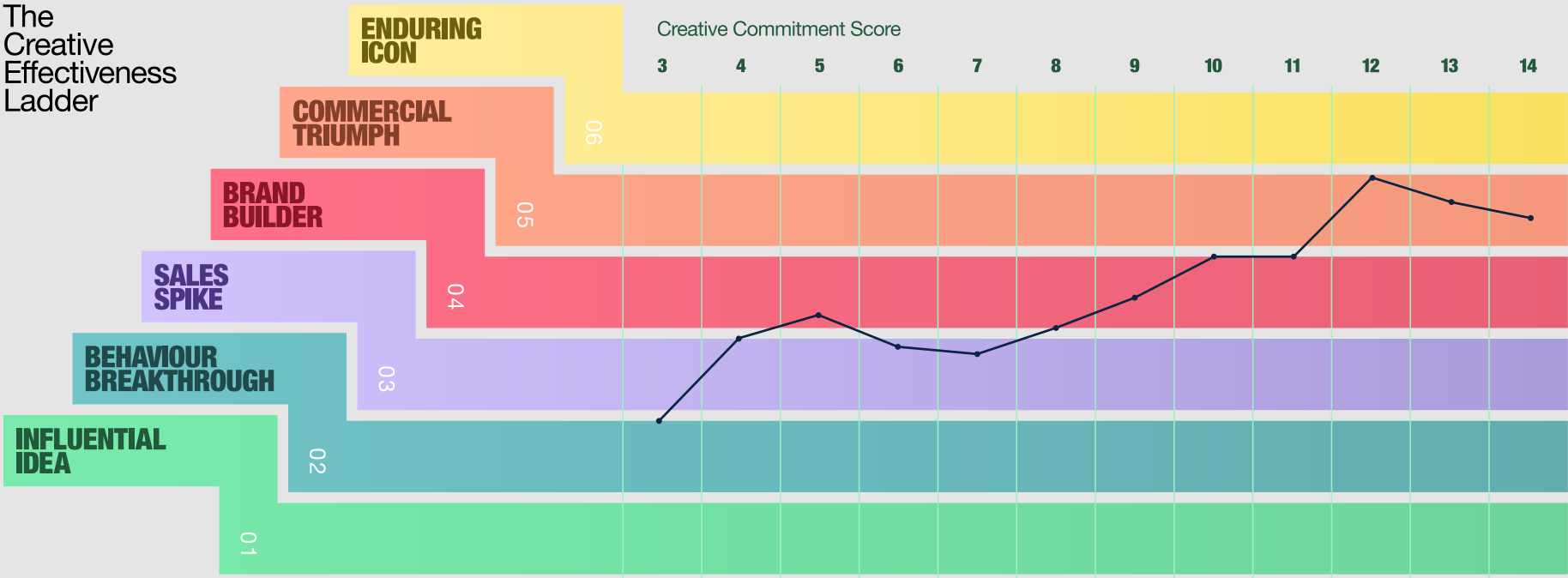


Data: WARC Global Effectiveness Award Entries & Winners 2011-2019

EFFECTIVENESS SUCCESS RATE AT LOW BUDGET

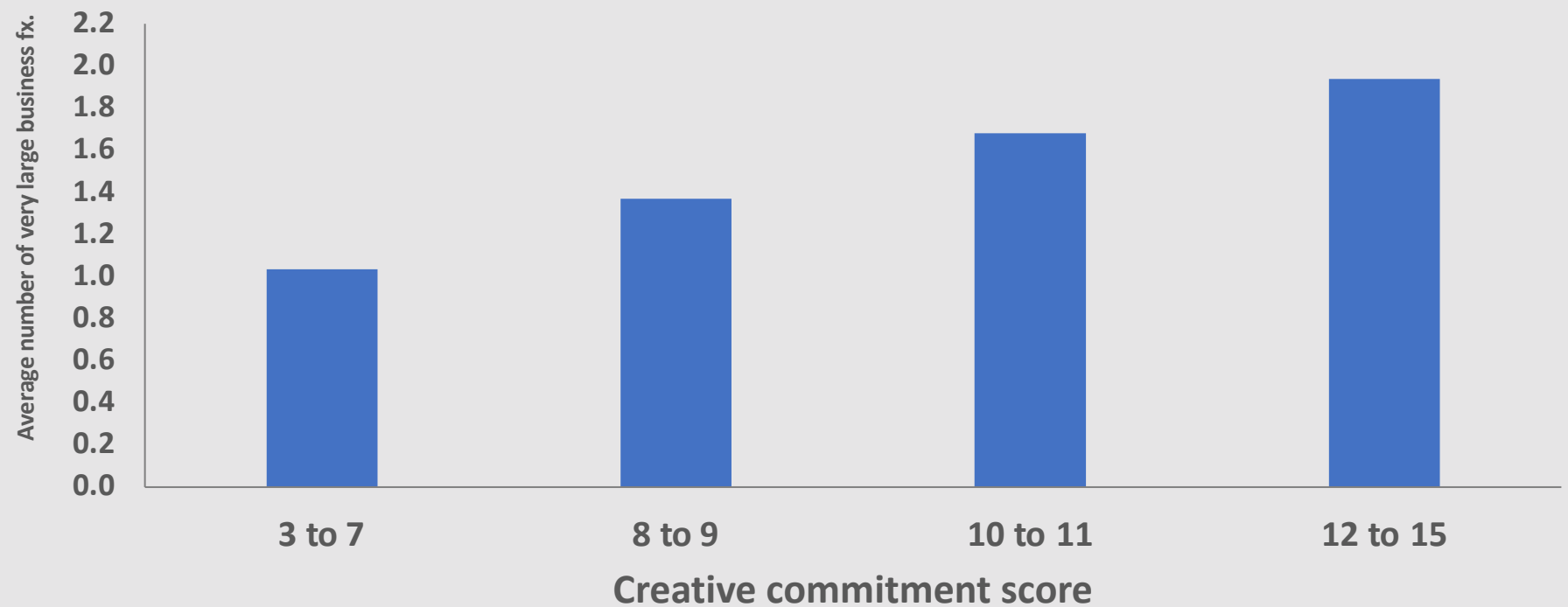


The Creative Effectiveness Ladder

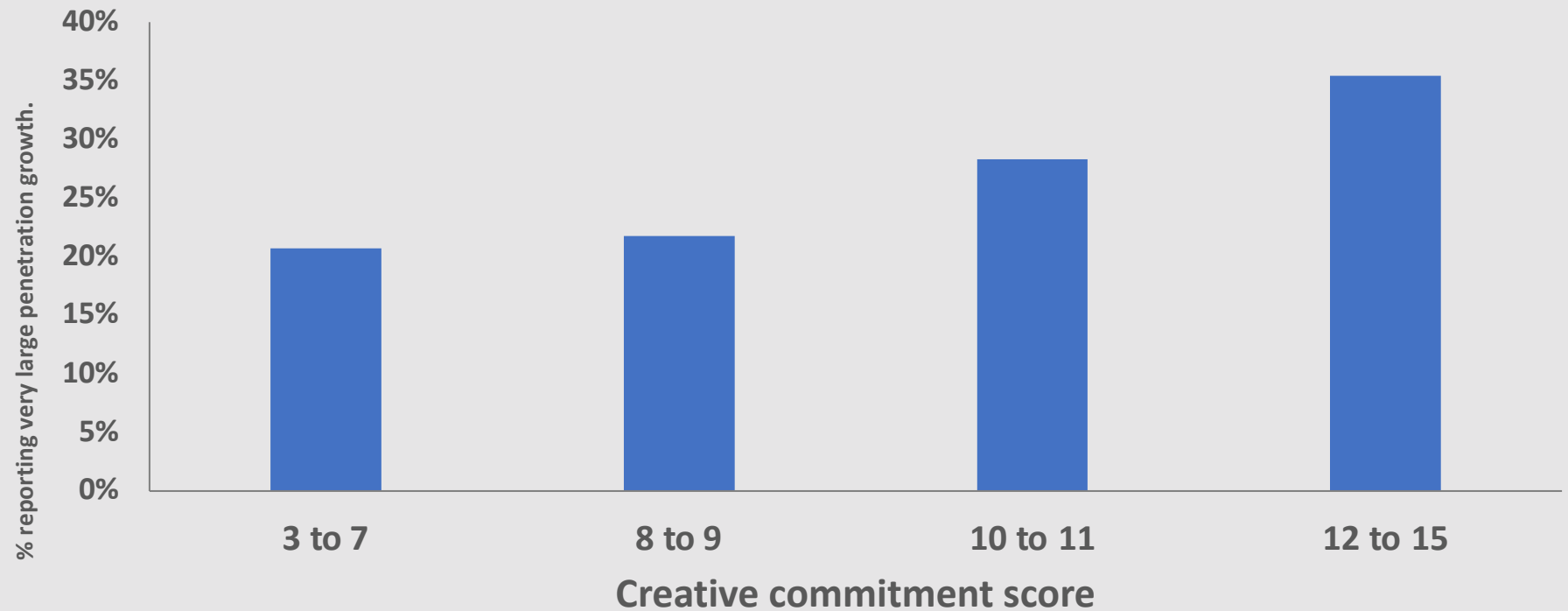


WHAT CAN THE IPA DATABANK AND CANADIAN EFFIES DATA ADD TO THE STORY?

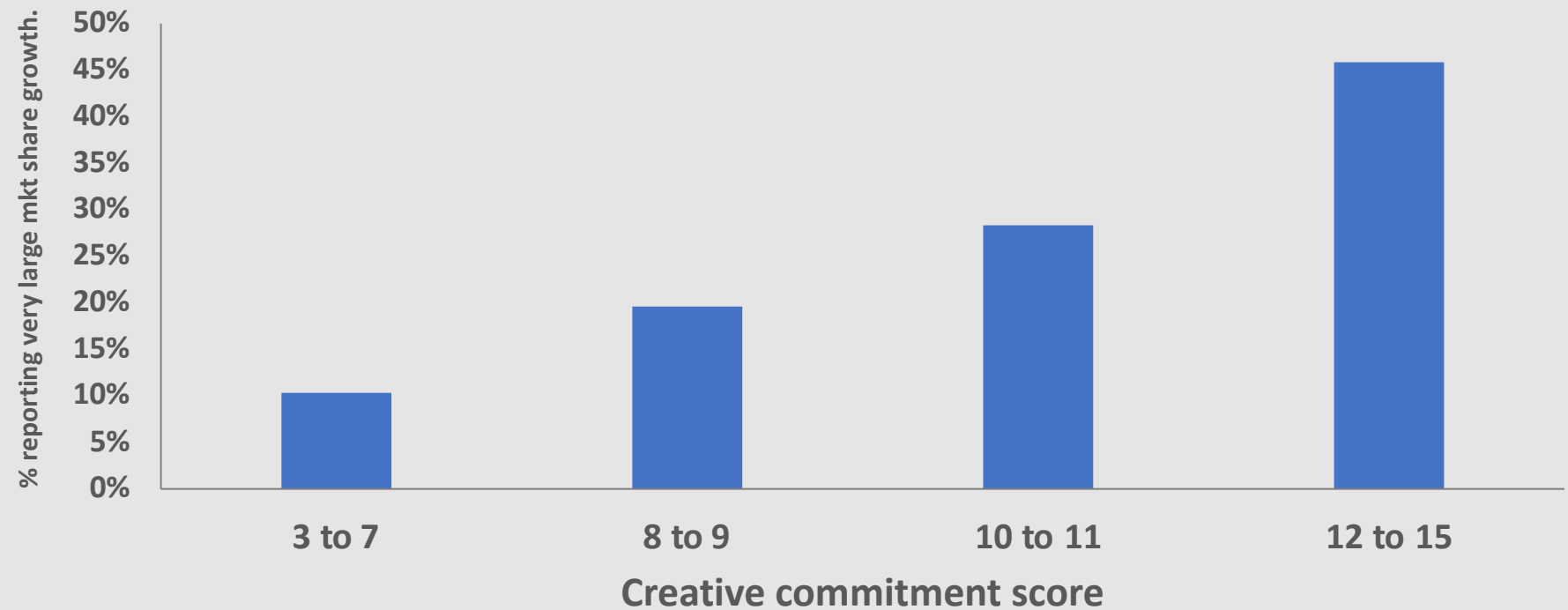
HIGH CREATIVE COMMITMENT IMPROVES EFFECTIVENESS



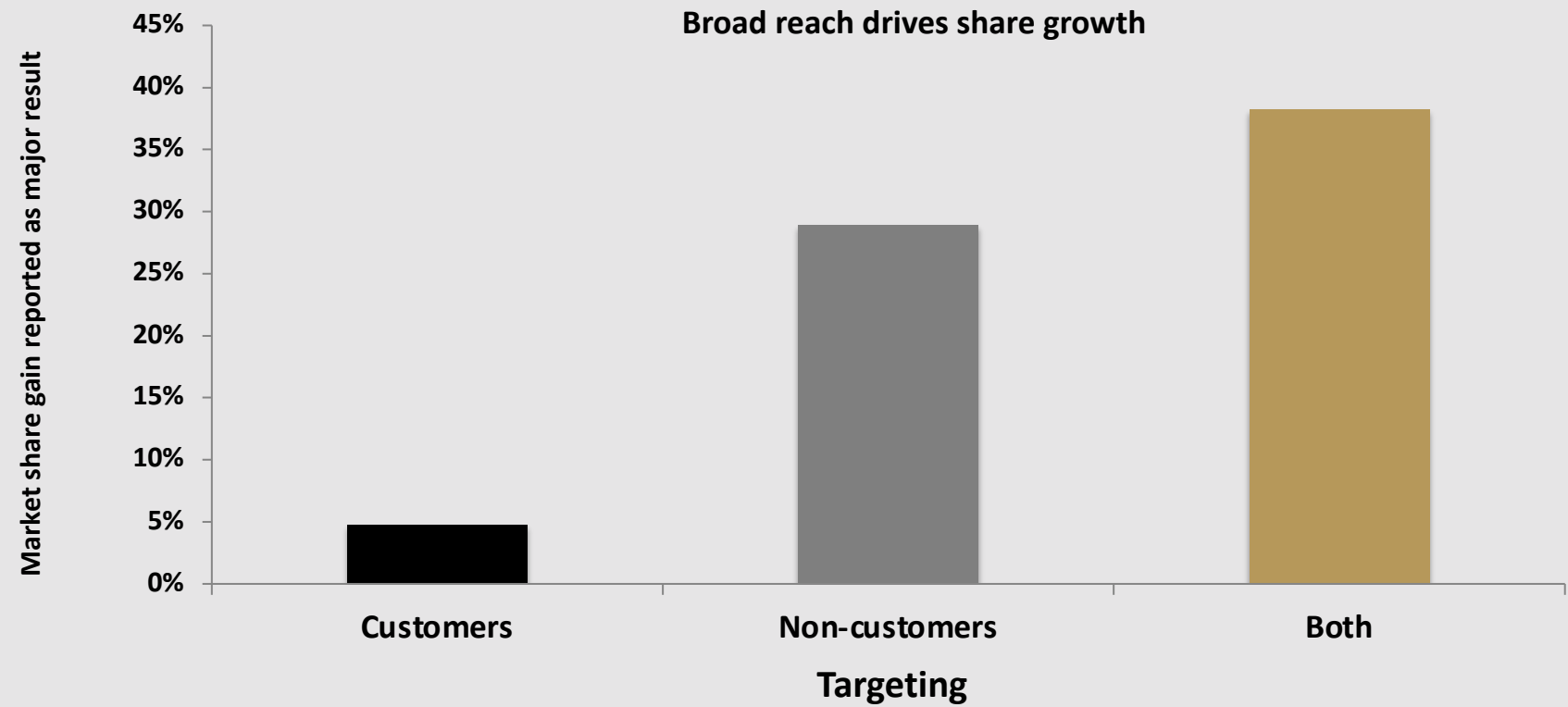
HIGH CREATIVE COMMITMENT DRIVES PENETRATION GROWTH



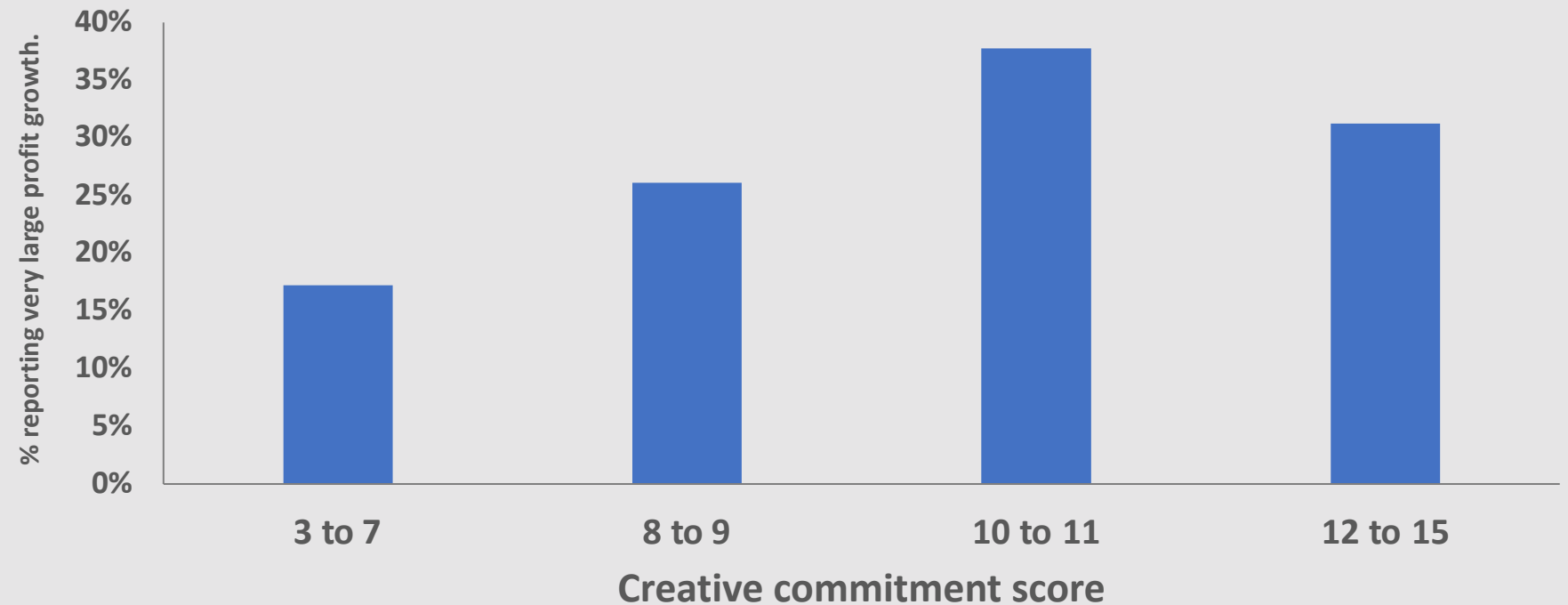
HIGH CREATIVE COMMITMENT INCREASES MARKET SHARE GROWTH



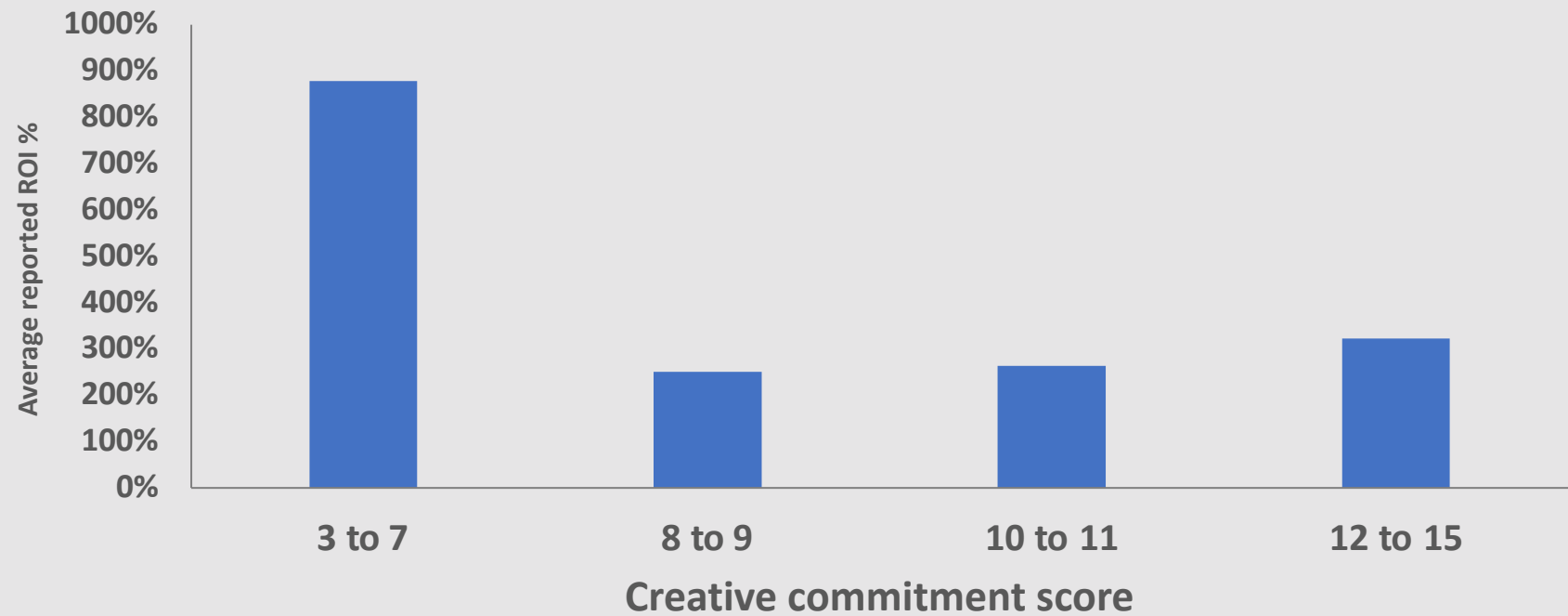
REACH DRIVES GROWTH IN CANADA



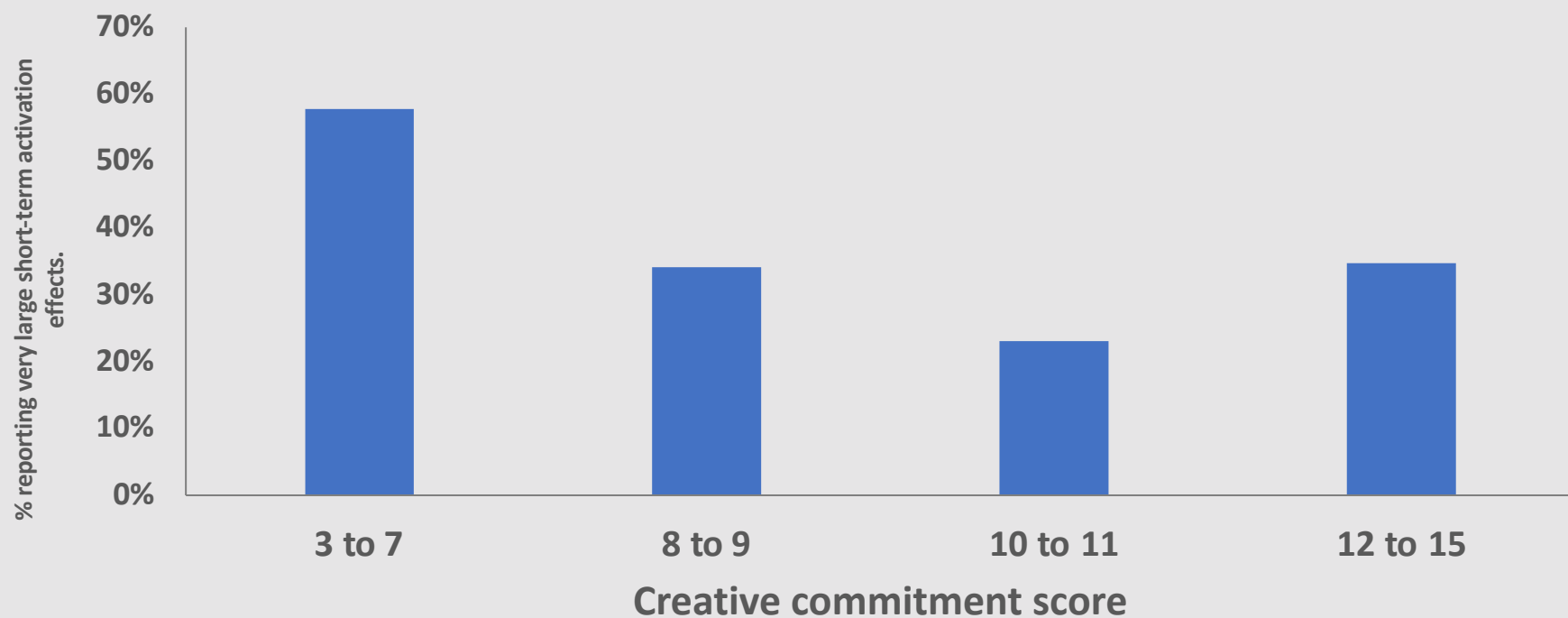
PROFIT GROWTH PEAKS BEFORE MAXIMUM CREATIVE COMMITMENT



LOW CREATIVE COMMITMENT DRIVES ROI



SHORT-TERM EFFECTS DO NOT NEED HIGH CREATIVE COMMITMENT




THE ROI TRAP FOR CANADIAN MEDIA

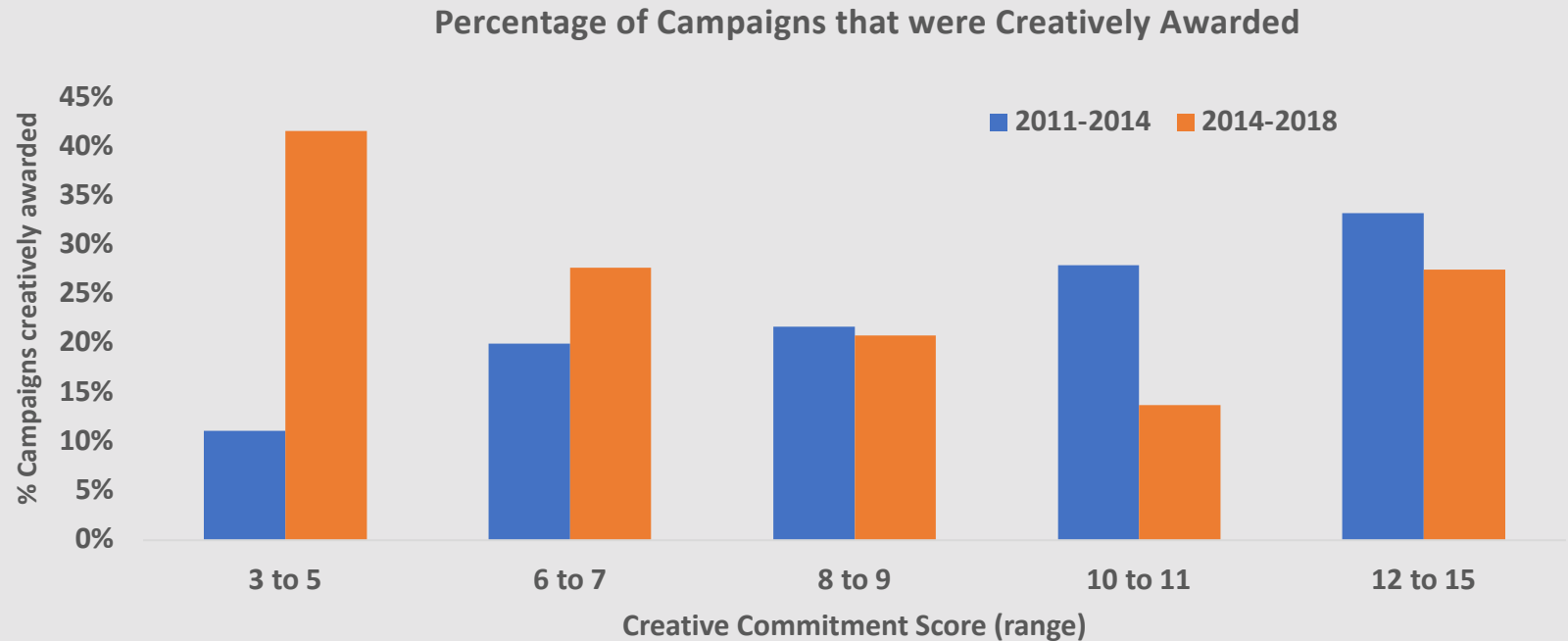
Top drivers of profit

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

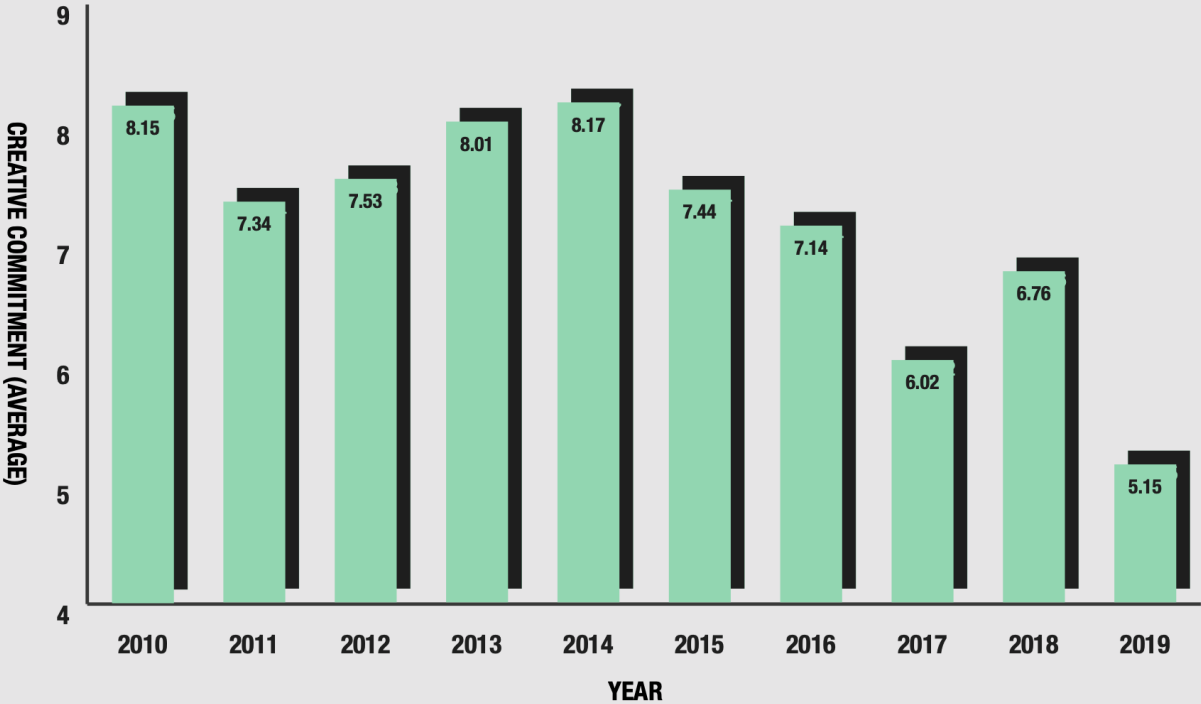
Top drivers of ROI

	Ranking
Search	1
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Social	3
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TV	5
Online video	6
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GROWING SHORT-TERM PRESSURES MEAN LOW CREATIVE COMMITMENT CAMPAIGNS WIN MORE CREATIVE AWARDS



THE COLLAPSE OF CREATIVE COMMITMENT 2014-2019



Data: WARC Global Effectiveness Award Entries & Winners 2011-2019

IN SUMMARY

The Creative Effectiveness Ladder is a new framework to help better identify and learn from effectiveness best practice.

Find out more at lionslive.canneslions.com/creative-effectiveness-ladder

Campaign effectiveness increases as Creative Commitment increases

But as an industry we're reducing Creative Commitment

How can we turn this around to increase the effectiveness of our work and the value of marketing?