HOW TO MAKE A 5 STAR AD (on a budget)

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



Microsoft 'Be The One'

50% of all Ads are wasted.

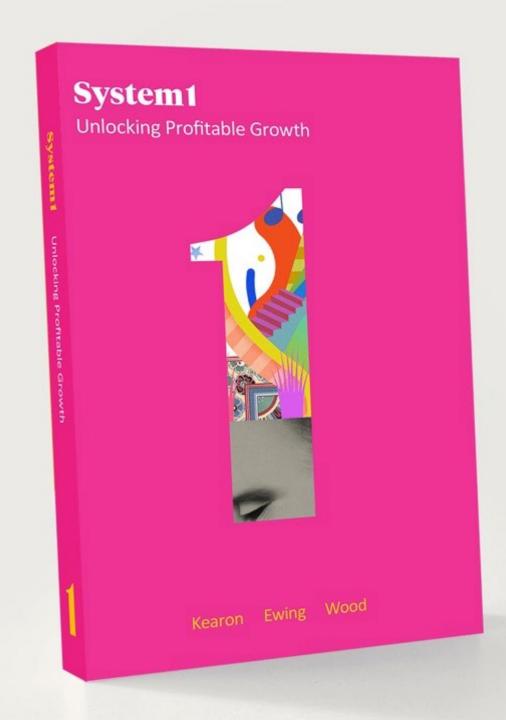


We know which ones.

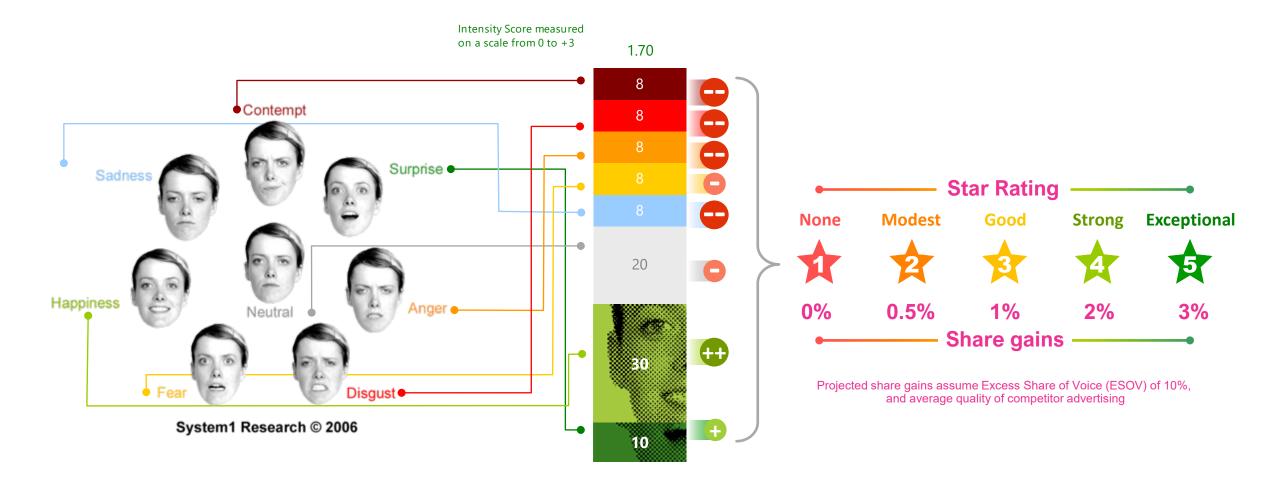
System1 | How behaviourial science can unlock long term growth

We think less than we think we think.

The more you feel, the more you buy.

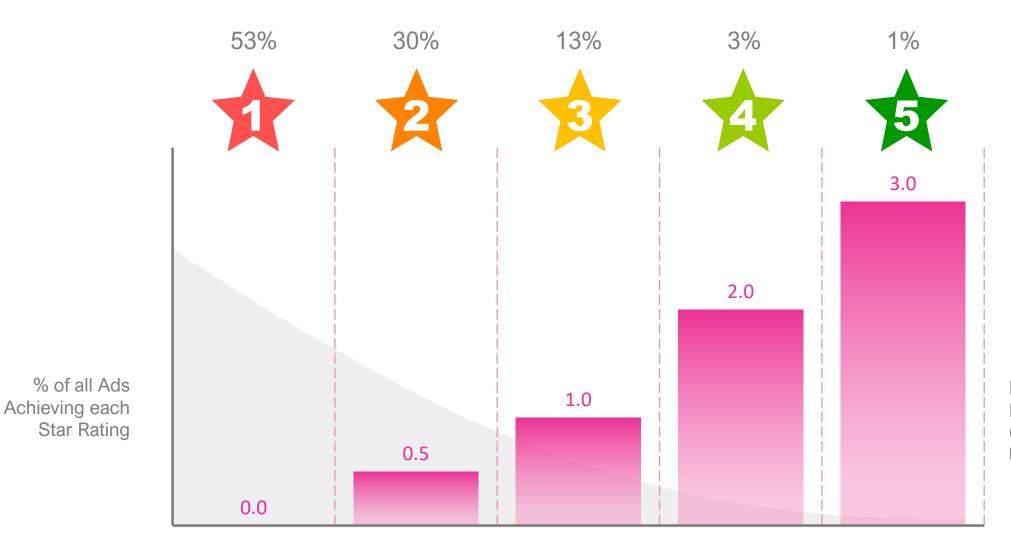


Emotion | How emotional Advertising leads to long term effectiveness



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



Likely Long Term % Point Share Gain (assuming ESOV +10% pts)



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)

The average Super Bowl Ad in 2021 cost \$5.6million

How many were 5 Star?



Click on image in Slide show to play report

and the second second



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



But what do you do when you don't have Super Bowl money to spend?





The Trussell Trussell

THE

ONE, TEN, ONE HUNDRED A WISTIA ORIGINAL SERIES

But I am a start up and don't have the media budget & awareness of a large brand



BREWDOG	ohenry	SM•]	DROVER	Pension
Funding Circle	Sumup°	HARRY'S	⇔ fitbit	credit karma
HABITΩ	tide	ring	HELLO FRESH	Huel®
iZettle	deliveroo	Tails. .com	BULL MATURAL GROOMING	deezer
ohenry	5 STARLING BANK	Pinterest	PELOTON	Tyrrells.
wollip	gousto	🙌 monzo	cinch	Marcus by Goldman Sachs [®]

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Click on image in Slide show to play report

Scaling Ups | 5 common mistakes to avoid











Emotion

Focus on an emotionally engaging human story more than the product

Sound

Use a melodic soundtrack rather than highly rhythmic one

Words

Reduce words on screen & fast cut scenes which reduce engagement

Fluency

Focus on 'fluent devices' to maximise the ability of the audience to remember

Think TV

Don't just use your social media content create a film to exploit the power of TV



Test Your Ad | If in doubt then simply Test Your Ad

System1 Test Your Ad Premium	De Upload Your Ad
MY ADS TOPICAL ADS AD RANKINGS COMPANY VIEW	
	Category: CA Topical Ads Brand: All Brands
First Aired To: May 2021 Sort: Default: Highest Star Rating	Brand: All Brands 💿
24 Hour Non-Drowsy Product Claritin to spike Rating: Strong Star Rating: Exceptional	Fluency Rating: Total Spend: First Aired Date: Unavailable 8/12/2020
Canadian Tire	Fluency Rating: Total Spend: First Aired Date: Unavailable 16/11/2020
3 Love for the Baby Huggies 15 sec. 5 sec.	60 Fluency Rating: Total Spend: First Aired Date: 80 Good Unavailable 21/11/2020
Try Your Favorite Combination Cadbury Dairy Milk	Fluency Rating: Total Spend: First Aired Date: Modest Unavailable 6/1/2021

Test Your Ad | How to sign up

- 1. Sign up and follow instruction
- 2. Select 'Topical Ad' menu
- 3. Select Canada as country
- 2. 3. 1. 4. Click on drop-down or the 3 dots to reveal report Go to testyourad.com Systems Test Your Ad () in..... Logie 6 Institut Ad Door COMPANY VEH TOPICAL ADV AD BARDNOT **Empowering every marketer** 0 to create great advertising May 2021 Top 2020 Christmas Ads (CA) Show All Top 2020 Christmas Ada (CA) Hershey's Christmas Ad 2020 (CA) 4. • Second-by-second response Frito-Lay Christmas Ad 2020 (CA) () (mpart) (m) • ego Christmas Ad 2020 (CA) (0 temper) ---• Top CA Topical Ads Show All Top-CA Topical Adv. 24 Hour Non-Drowsy Product (1 Serger) (++



Why Does The Pedlar Sing? - Paul Feldwick Uncensored CMO

Marketing

Listen on Apple Podcasts 7

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In this extended edition of Uncensored CMO, I'm joined by the author of "Why Does The Pedlar Sing?", Paul Feldwick. Paul has combined his own experience of strategy & planning with BMP gained over 30 years with a look at the history of Advertising to show how we have been misled by many of the myths of Advertising. Paul argues that Advertising is much more like popular entertainment that we care to admit and shows what we can learn from people like PT Barnum and his showmanship.

1 hr 44 min

Episode Website 7



Achtung! How to create and sustain attention - Orlando Wood, System1

Uncensored CMO

Marketing

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I'm very pleased to be joined by one of our guests from season two, Orlando Wood. I've invited him back on because Orlando is going to be revealing some brand new research building on his seminal work of Lemon from last year about right-brained online advertising. He's got some genuinely, really powerful insights, not just advertising, but on culture in general. I wanted to find out what has changed in the last year, and what new insight does he has, particularly when it comes to advertising online.

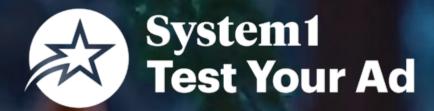
Episode Website 7



@unce

Test Your Ad Appendix





The World's Most Predictive Ad Test

www.testyourad.com

Kevin The Carrot (UK) Aldi Christmas 2020

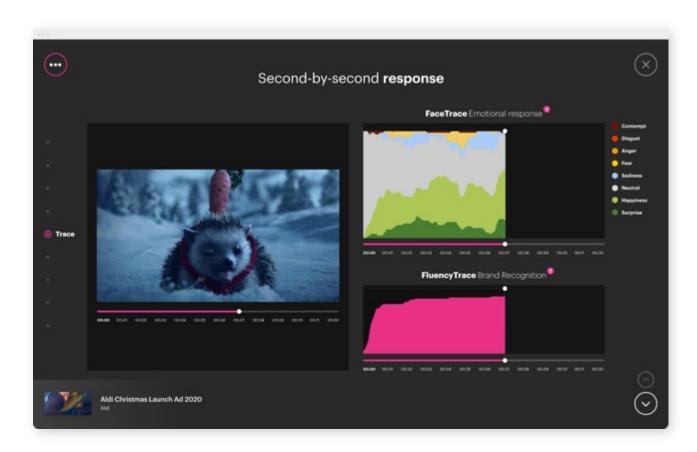




- Upload your own Ads and get results back within 24 hours.
- Easily compare between different Ads.
- Access up to 43,000 Ads from many different categories.
- Create a dynamic report to share results with colleagues.
- Company rankings and performance analysis.
- Upgrade to Pro to unlock extra diagnostics (from March 2021).
- Profit Projector simulator shows the ROI from a campaign (from March 2021).

The World's Most Predictive Ad Test

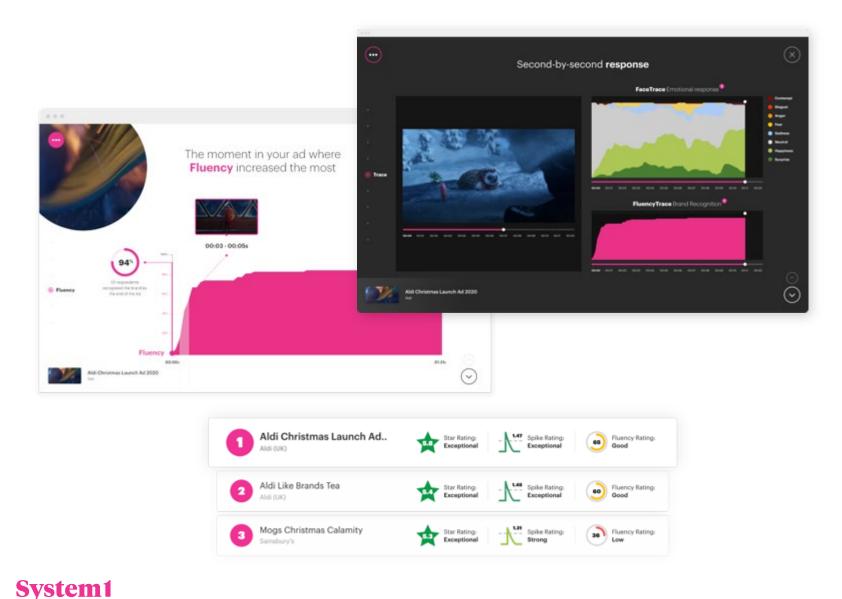
With over 50% of Ads having no impact on long term market share, don't take the risk of significant investment without testing the creative first. System1 has pioneered the use of emotion to show *'the more you feel, the more you buy'* and validated, with the help of the IPA, that Star ratings accurately predict long term changes in market share. This unique approach can be applied from early stage concept testing to finished film.



System1

Test Your Ad Essential

The essential predictor of your Ads effectiveness.





- FaceTrace Second by second emotional response to your Ad.
- Benchmarking see a prediction of where the Ad would rank in your category.
- Dynamic Reporting automatically generate a powerful report for any Ad.
- My Ads all your ad test results in the same place.
- Measure what matters understand the potential of your Ad to deliver longterm brand share gain.
- (Star), short-term sales uplift (Spike) and strength of brand recall (Fluency).

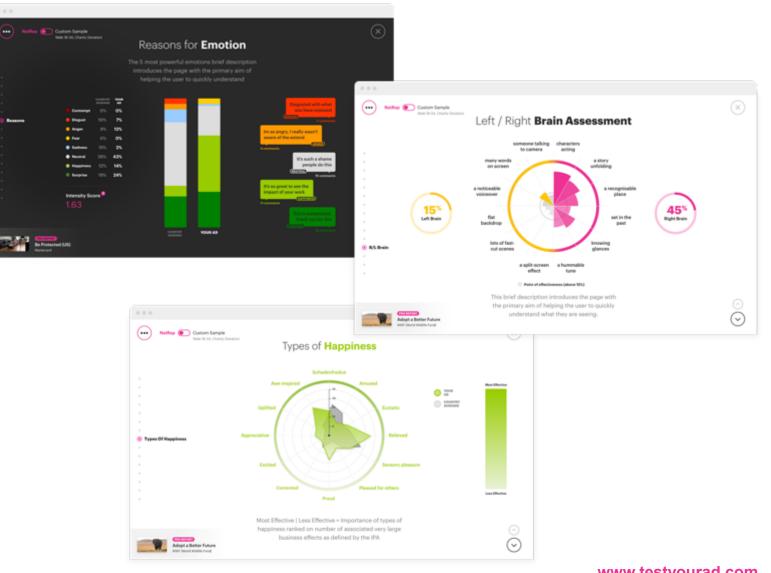
www.testyourad.com



- Which types of Happiness are created by the Ad.
- Which left or right brained features does the Ad use.
- What is the source of Brand Fluency created by the Ad.
- The reasons behind the emotion created by your Ad.
- What associations are generated by the Ad.

Test Your Ad Pro

Everything you need to improve the performance of your Ad.



System1

www.testyourad.com

Test Your Ad Premium

Tracking your company, competitor and category effectiveness.

	<u>e</u>	Jpload Your Ad	UNIT (World Wildlife Fund)			
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Daniel Craig vs James Bond Heindart And Tar Roing.	Port Dency Range Ecosphered	Noai Spendi 		compared with Thatchers Cider G & Heineken Internatio	ompany, Carlsberg anal (UK)	Weighting Notation Interna.
For the Midwives			Somerset N			-
			Spectra Cont	Martine Harry Complete		Shord



- Star, Spike, Fluency, FaceTrace, FluencyTrace & Media spend.
- * Advertiser performance analytics.
- Profit Projector simulation (coming March 2021).
- ★ Access up to 43,000+ Ads.
- Every Ad in major categories for the US & UK.
- 4 years of data with new Ads appearing within 24 hours.

System1



System1



The Essential predictors of your Ad's success

- ★ Nat Rep Sample
- ★ Star long term potential
- ★ Spike short term potential
- ★ Fluency strength of branding
- ★ FaceTrace[®] second by second emotion
- ★ FluencyTrace[®] second by second branding
- ★ Results via portal with automated report function

£2,000 €2,200 \$3,000

Per Ad

24 hours

Test Your Ad Pro

Prediction with Pro diagnostics of your Ad

In addition to Essentials

- \star Nat Rep plus Custom Sample
- ★ Types of Happiness
- \bigstar Reasons for Emotion
- \star Key Associations
- ★ Left v Right Brain Features
- \star Sources of Brand Fluency
- ★ Results via portal (from March)

£4,000 €4,400 \$6,000 25% discount Nat Rep only

48 hours



Everything you need to Improve your Ad

In addition to Pro

- ★ Expert 5 Step Creative Guidance
- ★ Emotion speak to the heart
- \star Soundtrack stir the soul
- ★ Story Arc tell the best story
- ★ Fluent Devices speed decision
- ★ Characters create empathy
- ★ Report in PowerPoint

£6,000 €6,600 \$9,000

In addition to Pro test

+ 72 hours



Benchmark your company, competitors & category

- ★ Annual Subscription per category
- ★ Access up to 40,000+ TV Ads
- ★ Every TV Ad for the past 4 years
- ★ All major categories in the US & UK
- ★ Star-Spike-Fluency, FaceTrace™ FluencyTrace™ & Ad Spend
- ★ Performance by Company, Brand & Ad
- ★ New Ad's added within 24 hours

£24,000 €26,400 \$36,000

Per Category per 1 Market

New Ads Daily