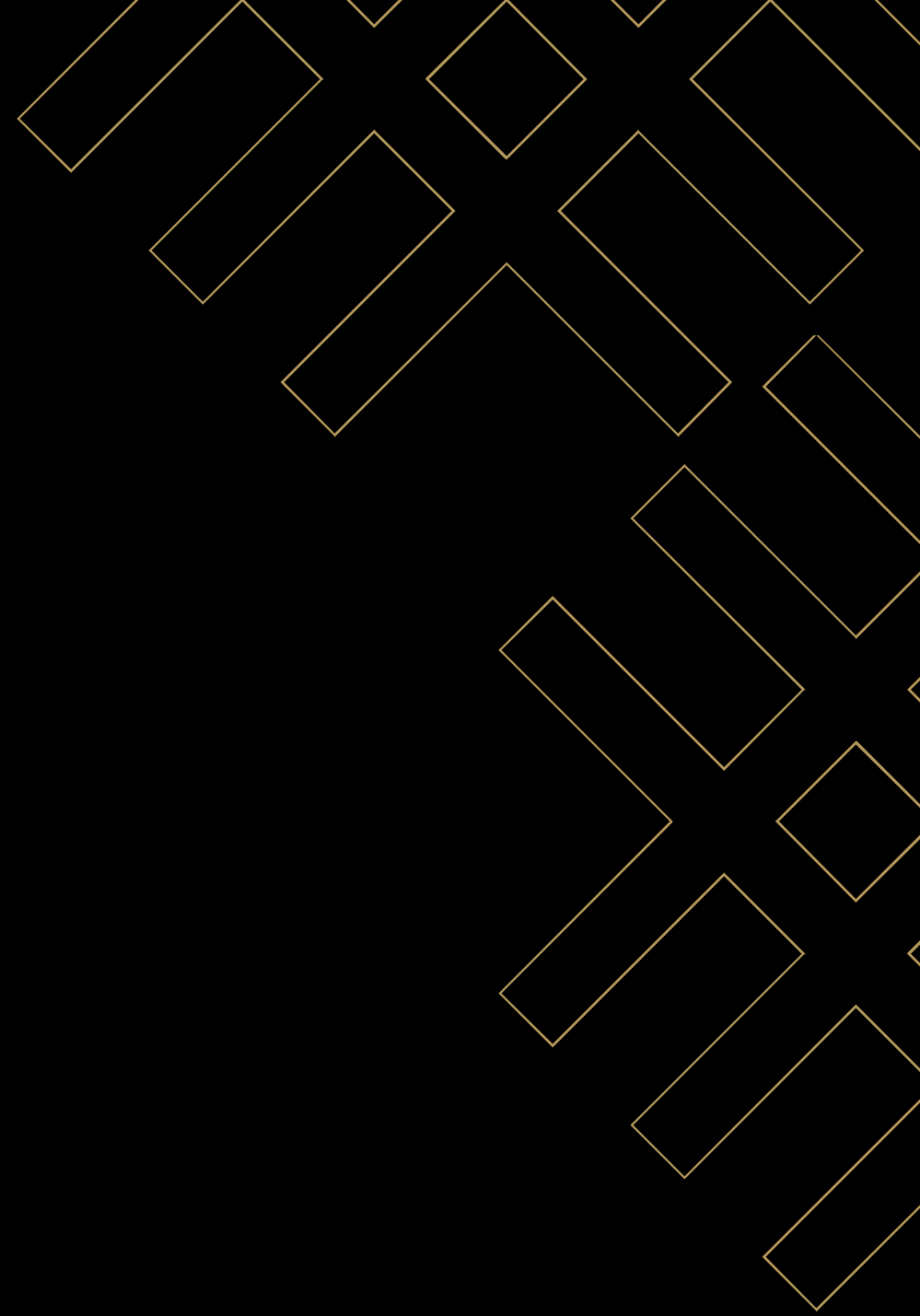




The Alchemy of Effectiveness

A Focus on Canada 2022

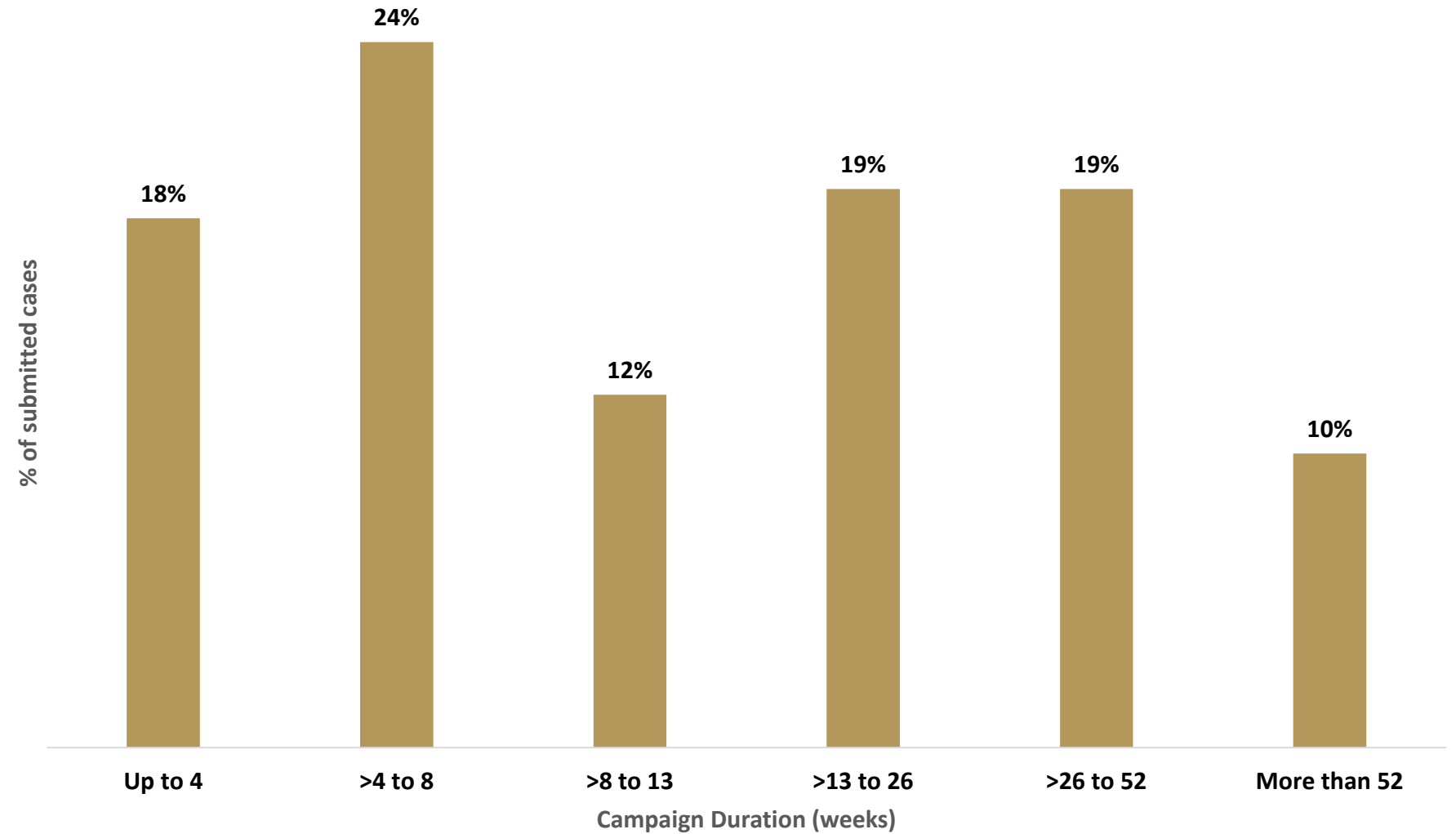


The importance of Brand Building



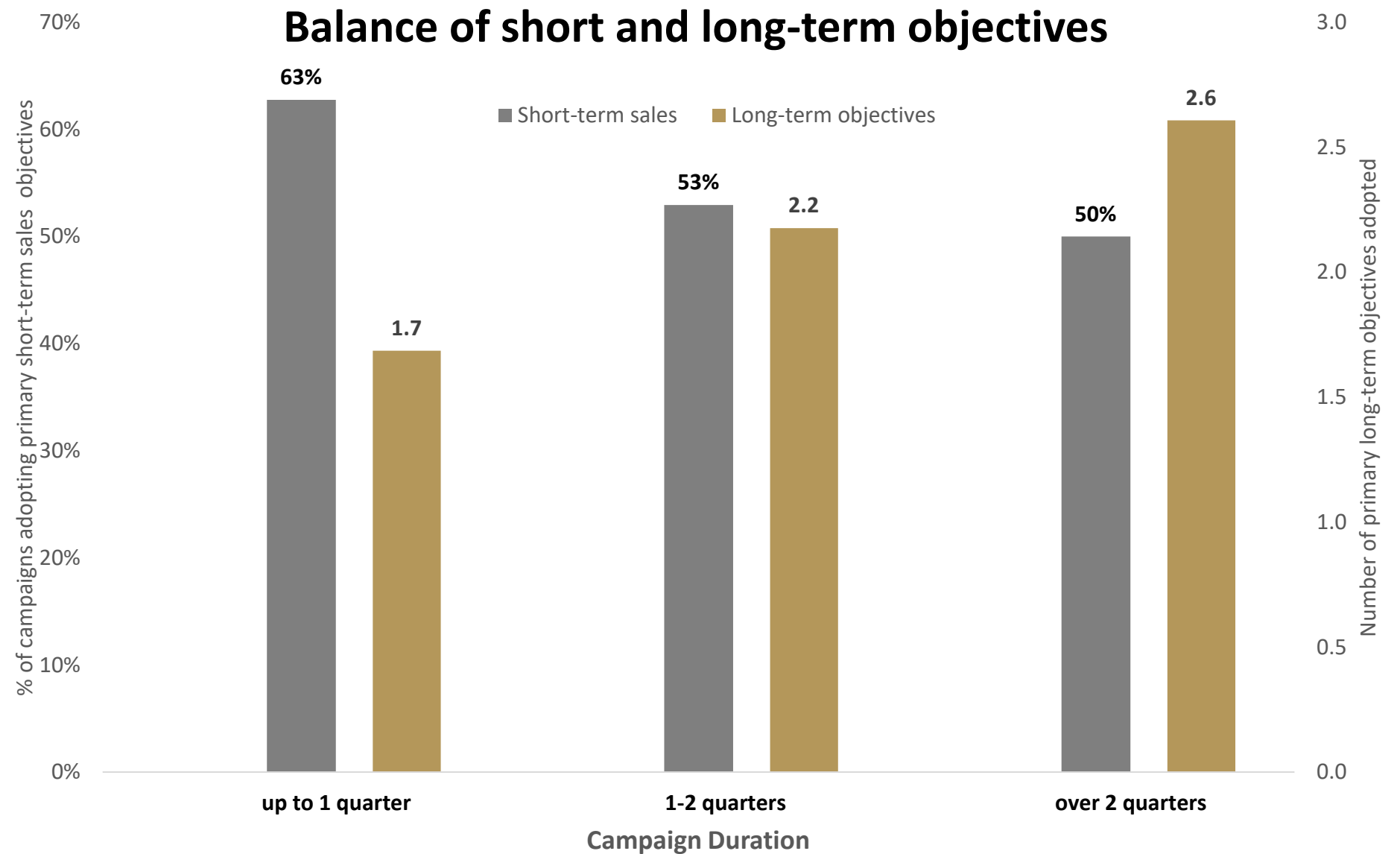
Duration of submitted campaigns

54% of campaigns ran for less than a quarter



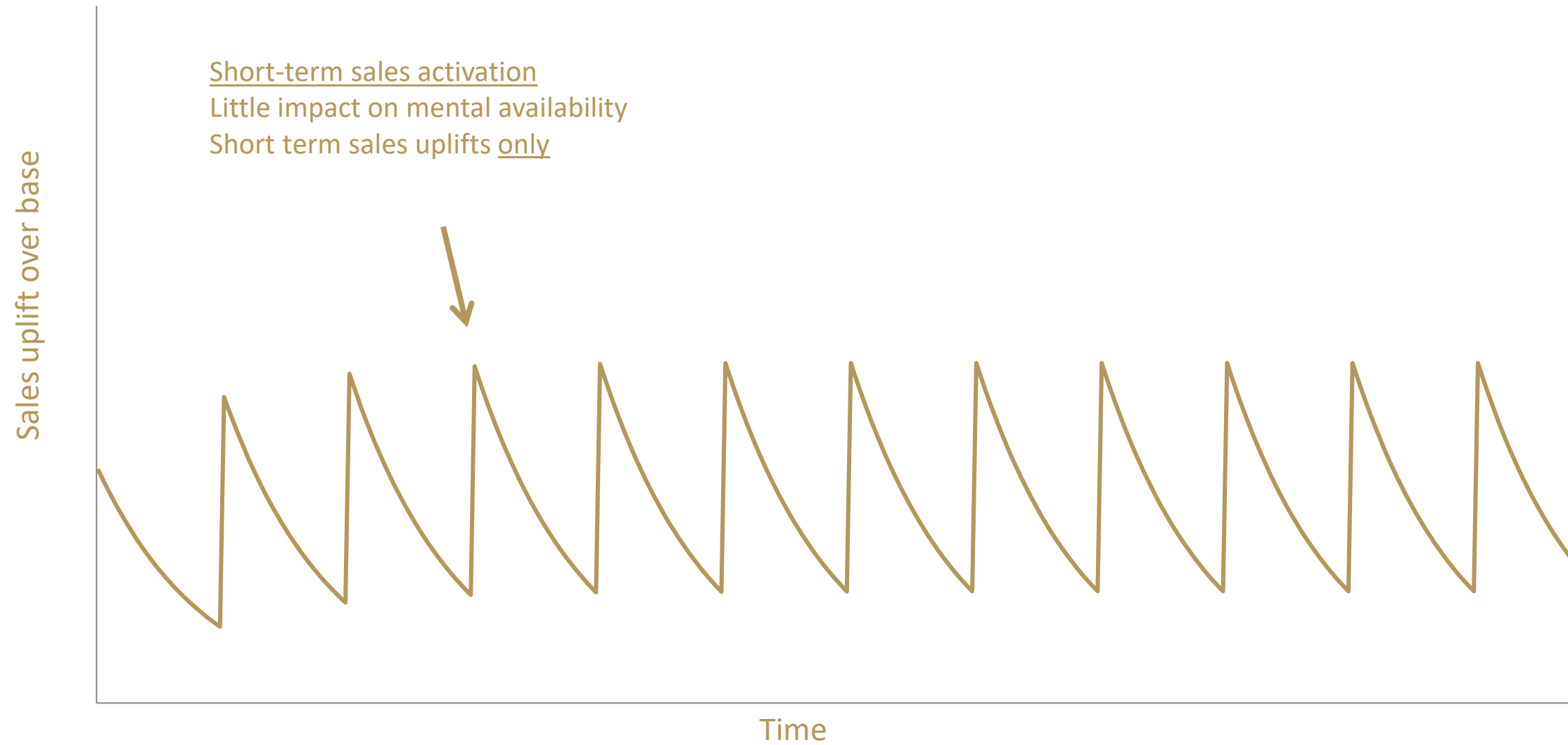
Source: ICA effectiveness database, 2021 & 2022

Shorter campaigns tend to have short-term objectives



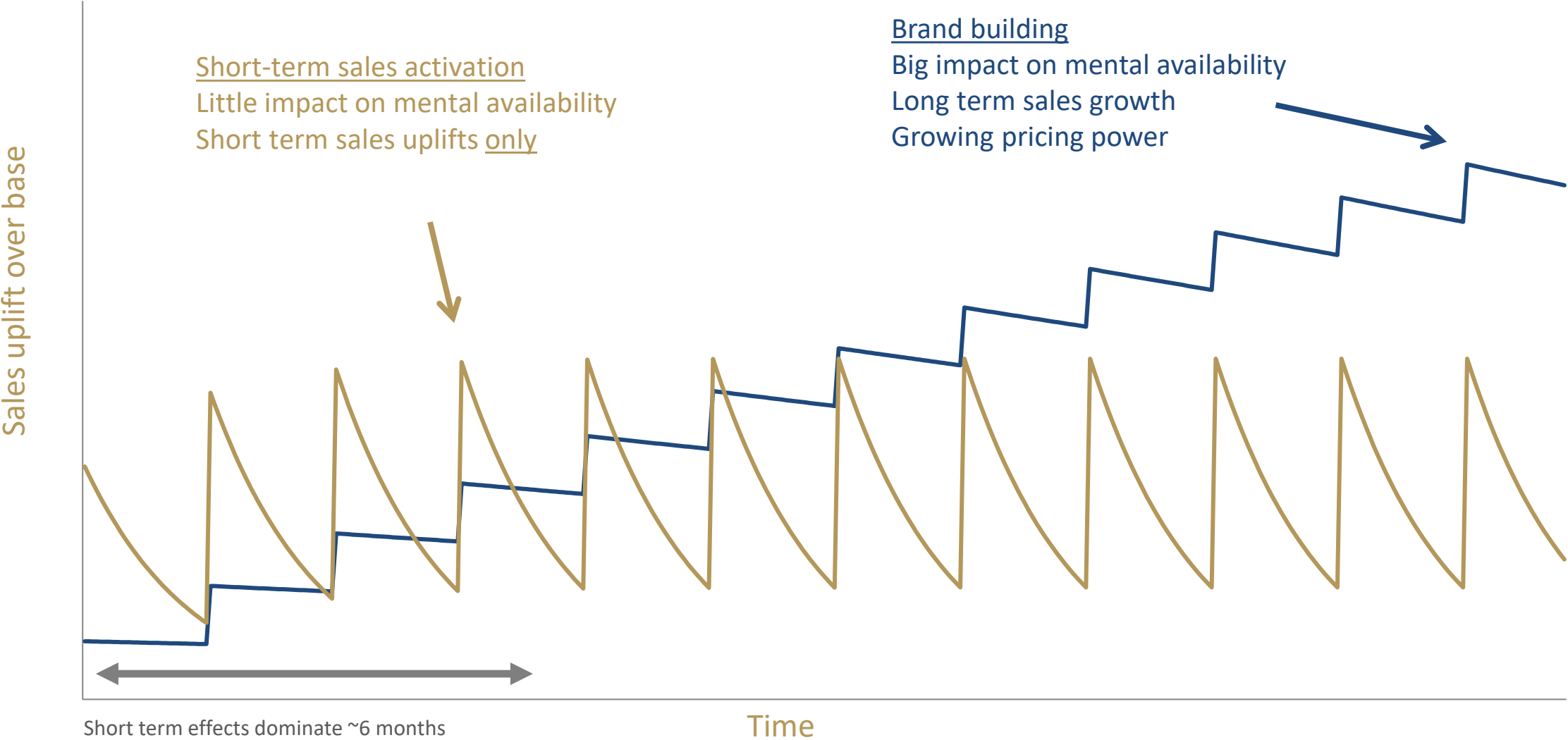
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Why brand building matters



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Why brand building matters

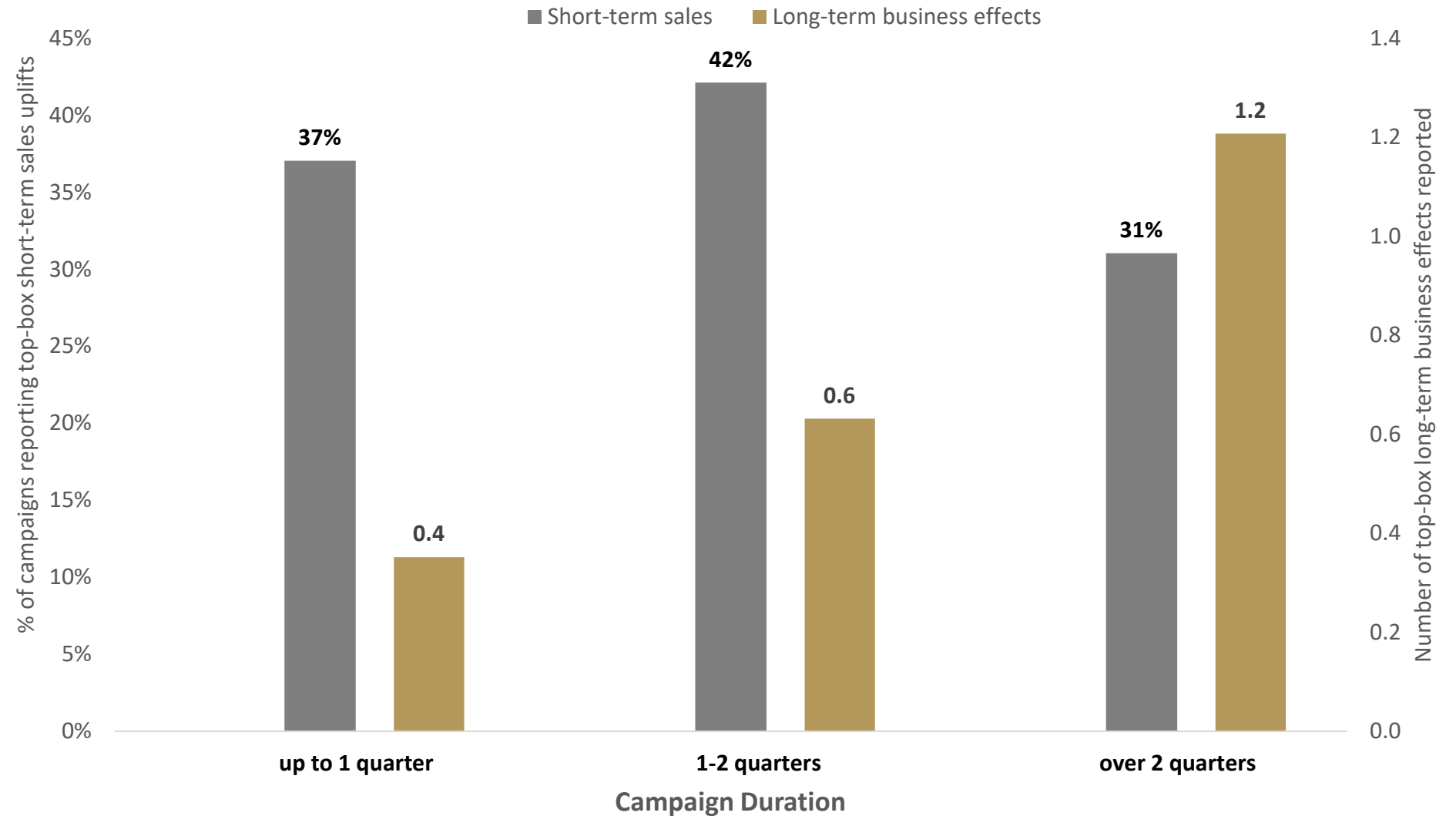


Source: Binet &Field 2013

Shorter campaigns under-perform on long-term business success metrics

And have only slightly higher impacts on short-term sales

Balance of short and long-term business effects

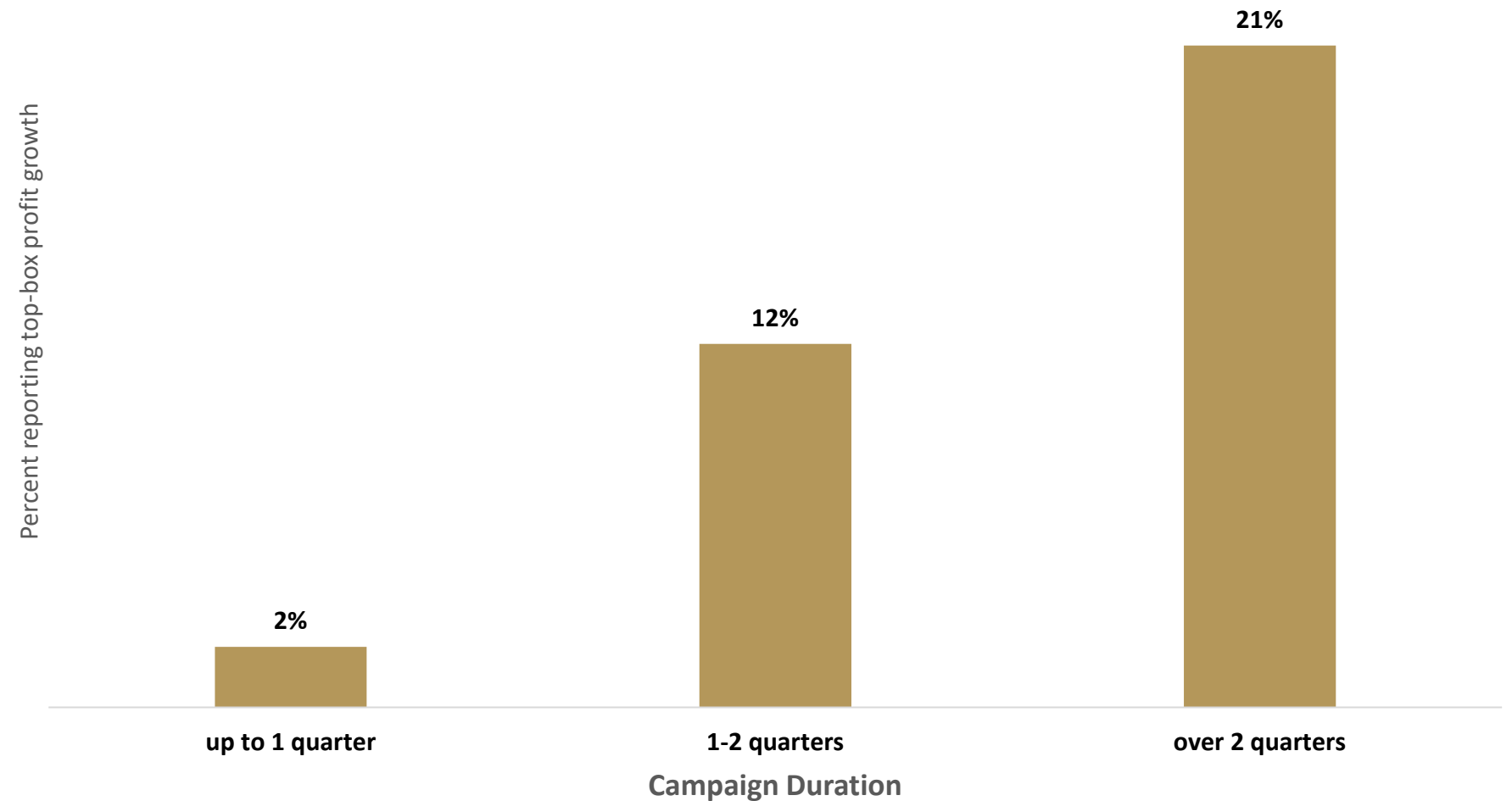


Source: ICA effectiveness database, 2021 & 2022

Shorter campaigns are much less profitable

The drivers of profitability require commitment

Campaign impact on profit

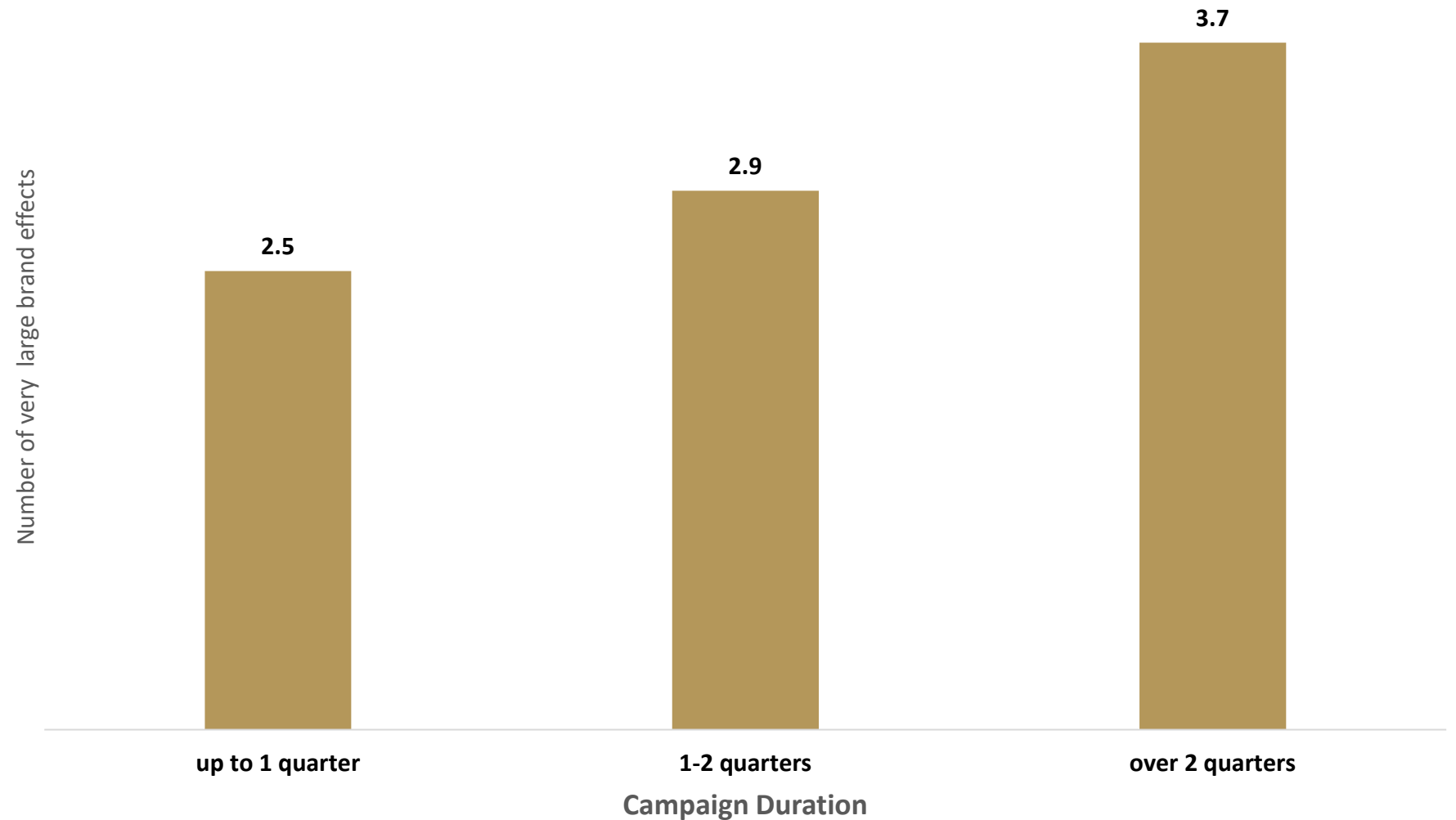


Source: ICA effectiveness database, 2021 & 2022

Shorter campaigns build weaker brands

Brand building requires commitment

Campaign impact on brand metrics

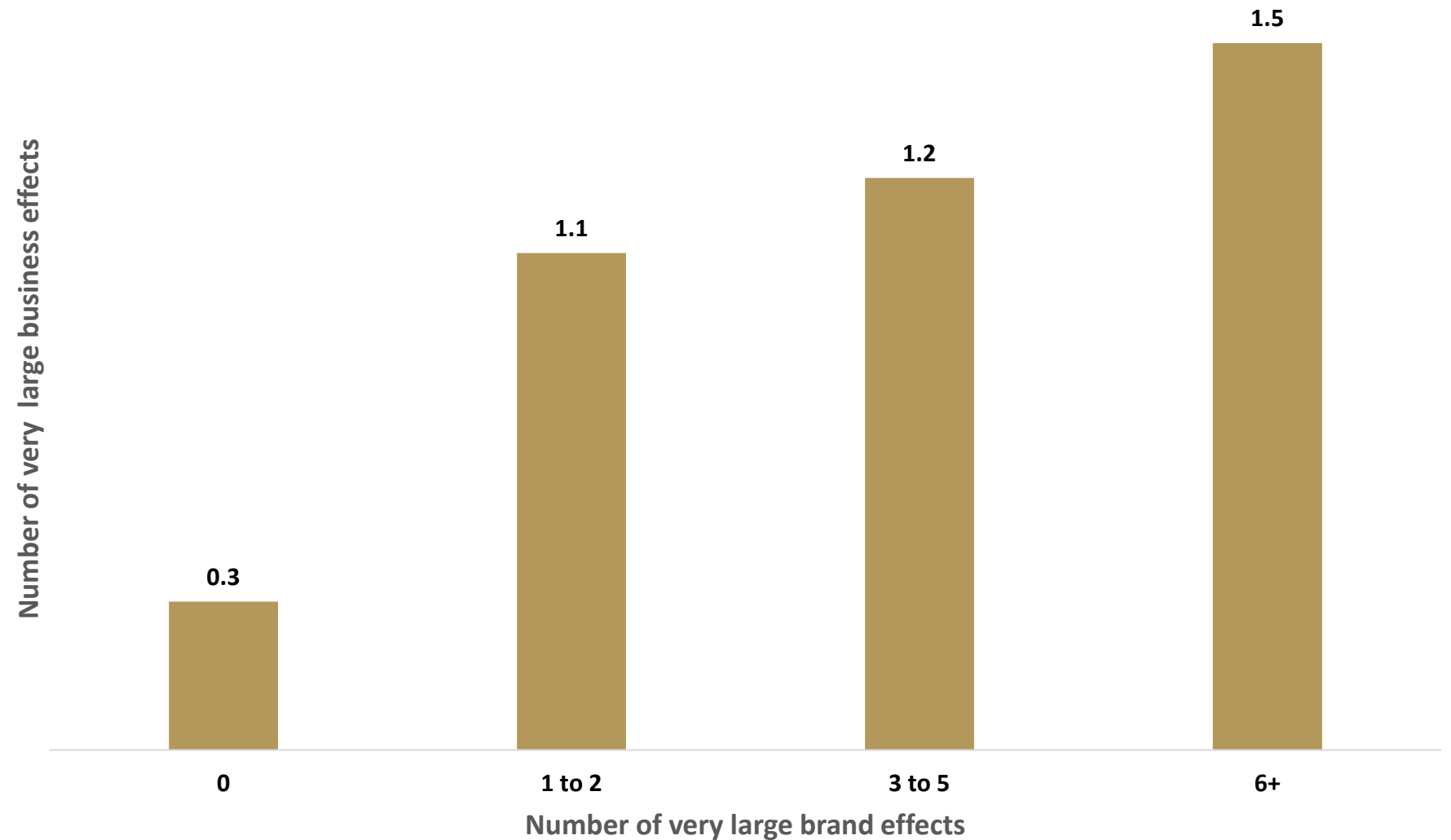


Source: ICA effectiveness database, 2021 & 2022

For business success, you need to build your brand

Mental availability drives success

Mental Availability drives Effectiveness

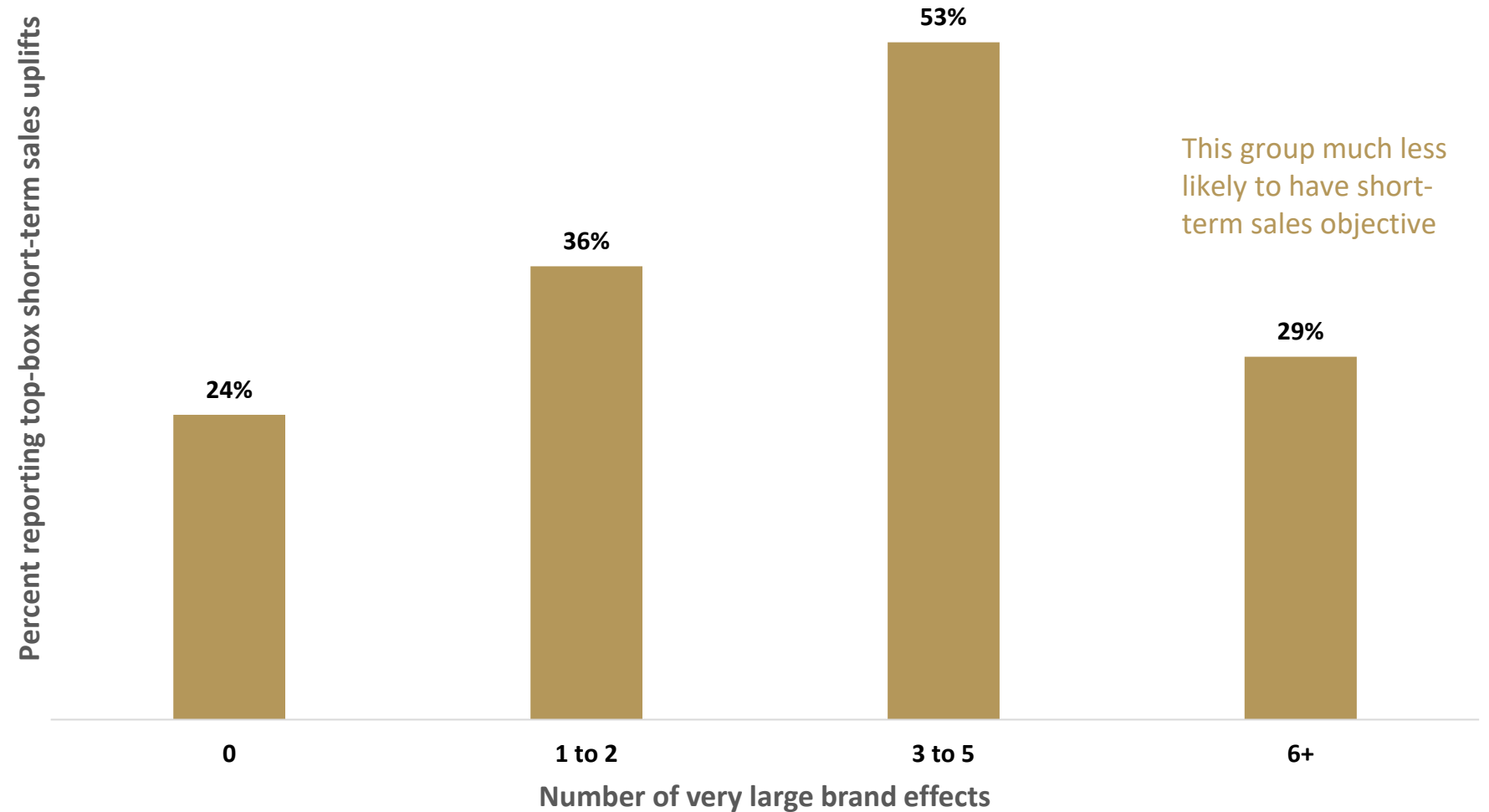


Source: ICA effectiveness database, 2021 & 2022

Strengthened brands enjoy improved short-term sales

Mental availability helps drive short-term sales

Mental Availability helps short-term sales



Source: ICA effectiveness database, 2021 & 2022

The value of
brand-building:

No Frills

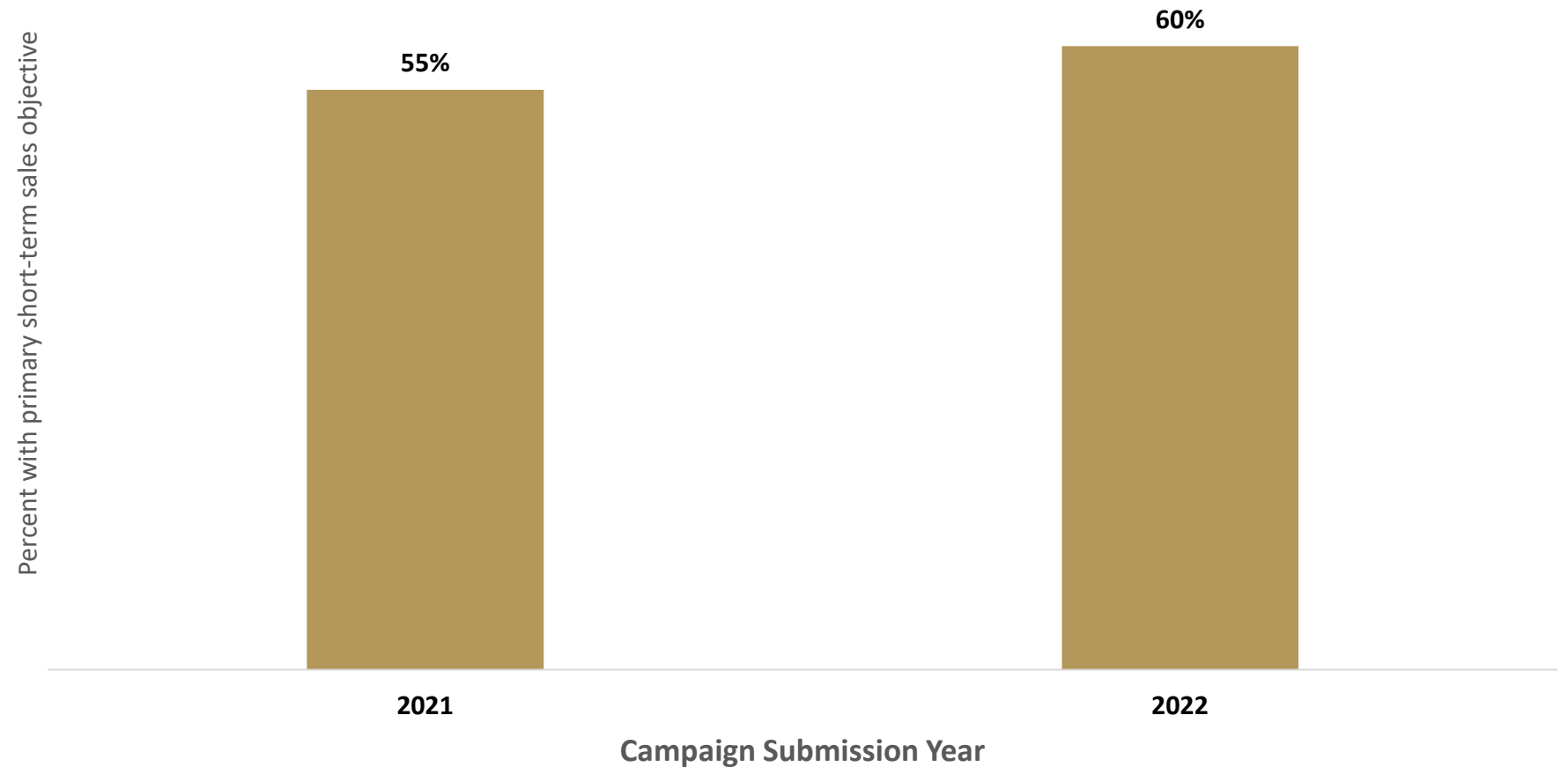


Source: ICA effectiveness database, 2021 & 2022

But short-term sales objectives have become more common

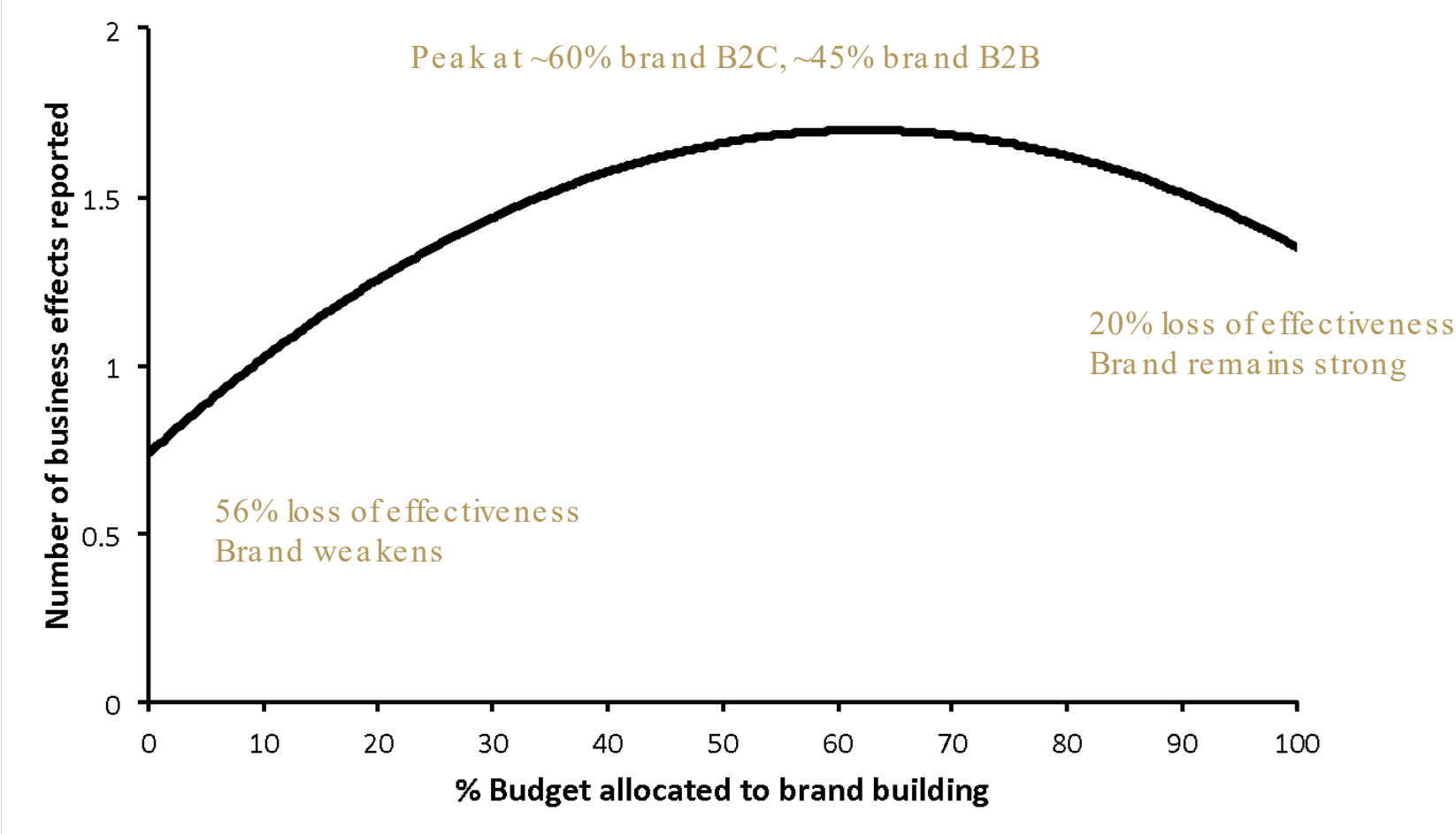
An uncertain business climate appears to have promoted short-termism

Growing percentage of campaigns with primary short-term sales objectives



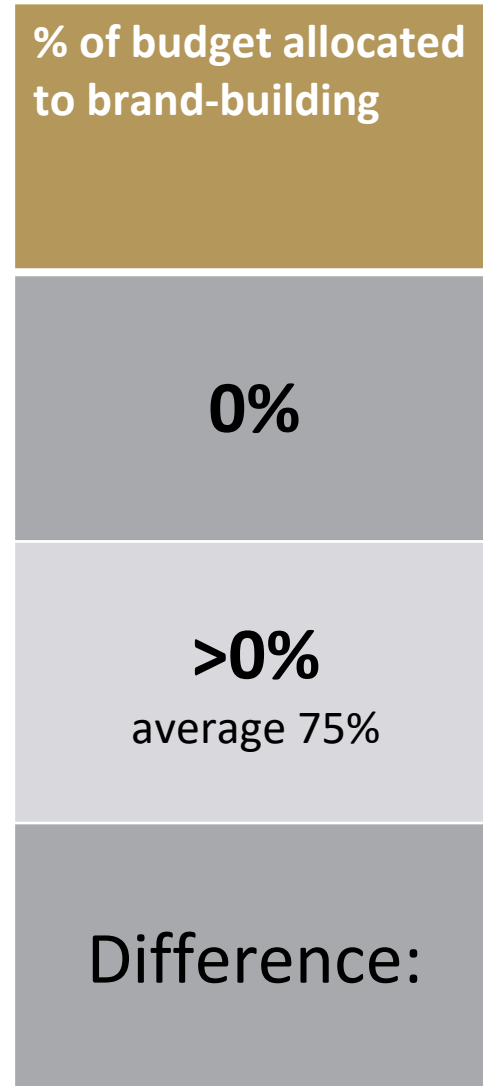
Source: ICA effectiveness database, 2021 & 2022

Brand-Activation balance matters



Plot of business effects reported vs. % budget allocated to brand building

The impact of the Brand: Activation balance can now be seen in the ICA data



Source: ICA effectiveness database, 2021 & 2022

The impact of the Brand: Activation balance can now be seen in the ICA data

% of budget allocated to brand-building	Number of top-box long-term business effects
0%	0.6
>0% average 75%	0.7
Difference:	+27%

Source: ICA effectiveness database, 2021 & 2022

The impact of the Brand: Activation balance can now be seen in the ICA data

% of budget allocated to brand-building	Number of top-box long-term business effects	% reporting top-box uplifts to short-term sales
0%	0.6	43%
>0% average 75%	0.7	36%
Difference:	+27%	-15%

Source: ICA effectiveness database, 2021 & 2022

The impact of the Brand: Activation balance can now be seen in the ICA data

% of budget allocated to brand-building	Number of top-box long-term business effects	% reporting top-box uplifts to short-term sales	Number of all top-box business effects
0%	0.6	43%	1.0
>0% average 75%	0.7	36%	1.1
Difference:	+27%	-15%	+9%

Source: ICA effectiveness database, 2021 & 2022

Strategy and briefing for brand building



Campaign objectives that build strong brands are polar opposites of those that drive short-term sales

Top 3 Campaign Brand Objectives for brand building success (uplift to brand effects %)

1. Build trust in brand

+61%

2. Build customer commitment

+58%

3. Build brand fame

+46%

Source: ICA effectiveness database, 2021 & 2022

Campaign objectives that build strong brands are polar opposites of those that drive short-term sales

Top 3 Campaign Brand Objectives for brand building success (uplift to brand effects %)	Top 3 Campaign Brand Objectives for max short-term sales uplift (%)
1. Build trust in brand +61%	1. Nudge trial +33%
2. Build customer commitment +58%	2. Product differentiation +20%
3. Build brand fame +46%	3. Build basic brand awareness +10%

Source: ICA effectiveness database, 2021 & 2022

Brand-Activation masterclass: Tim Hortons



Source: ICA effectiveness database, 2021 & 2022

Brand-Activation masterclass:

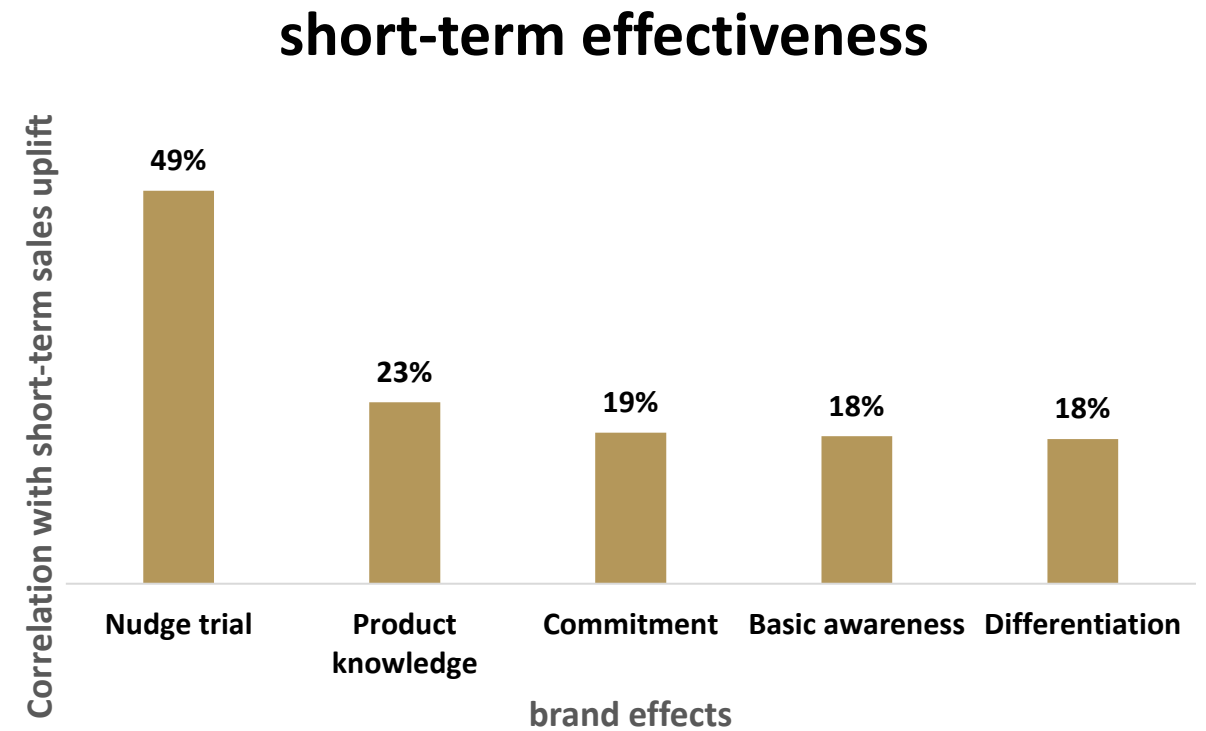
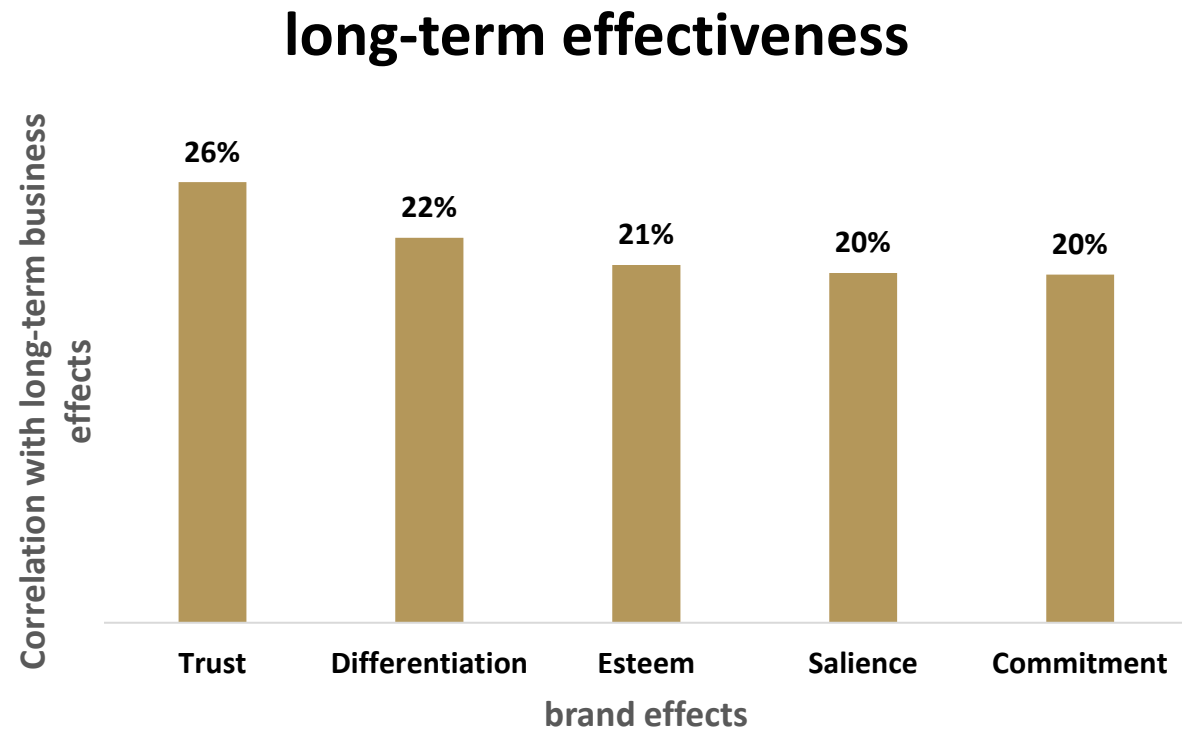
IKEA



Source: ICA effectiveness database, 2021 & 2022

Brand effects play out differently over long and short timeframes

Top 5 brand effects by strength of correlation

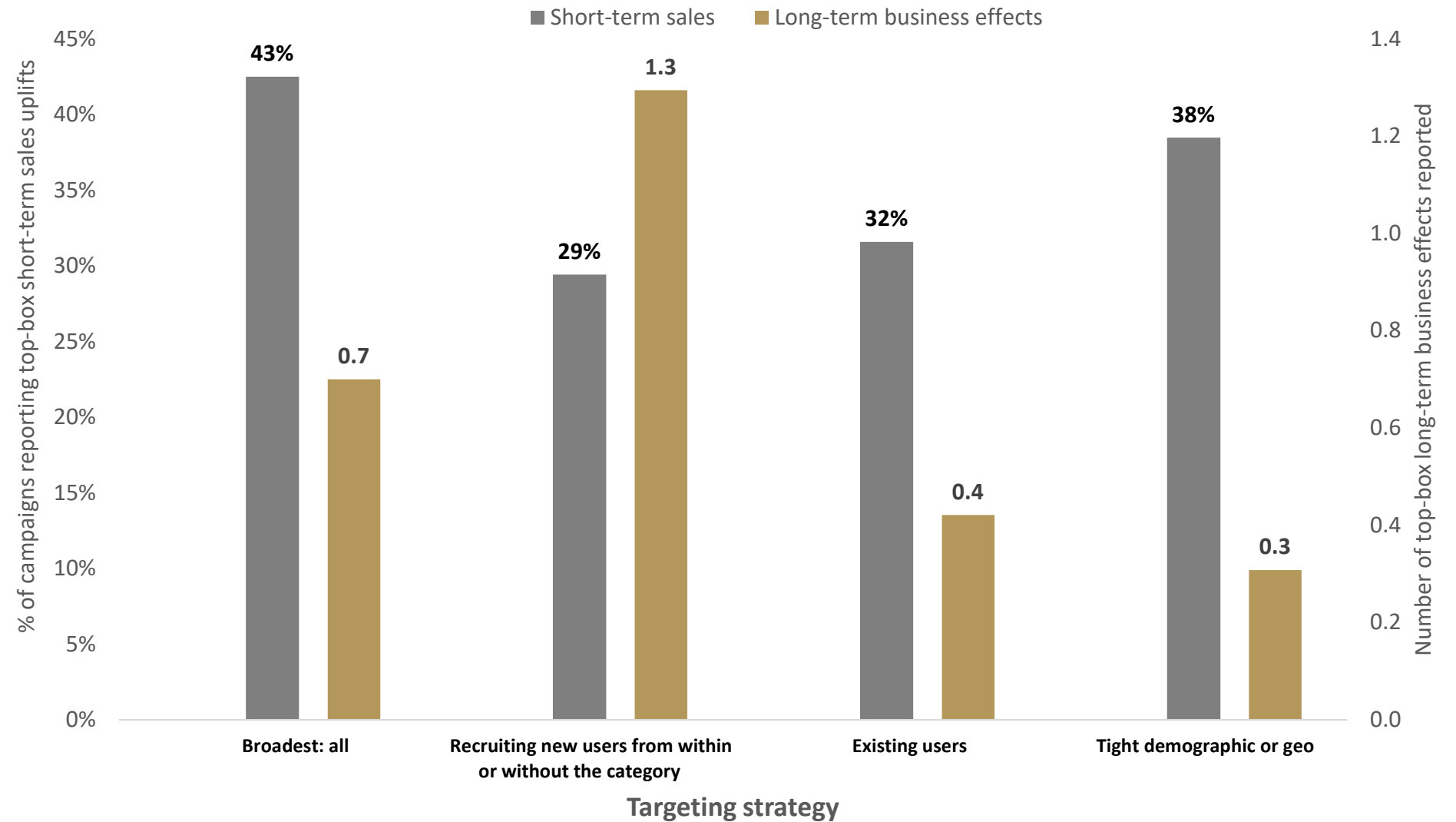


Source: ICA effectiveness database, 2021 & 2022

Targeting strategies play out differently over long and short timeframes

Tight targeting makes for cost-effective short-term sales, but leaves brands heavily exposed in the long term

Balance of short and long-term business effects



Source: ICA effectiveness database, 2021 & 2022

The value of broad targeting:

Ricola

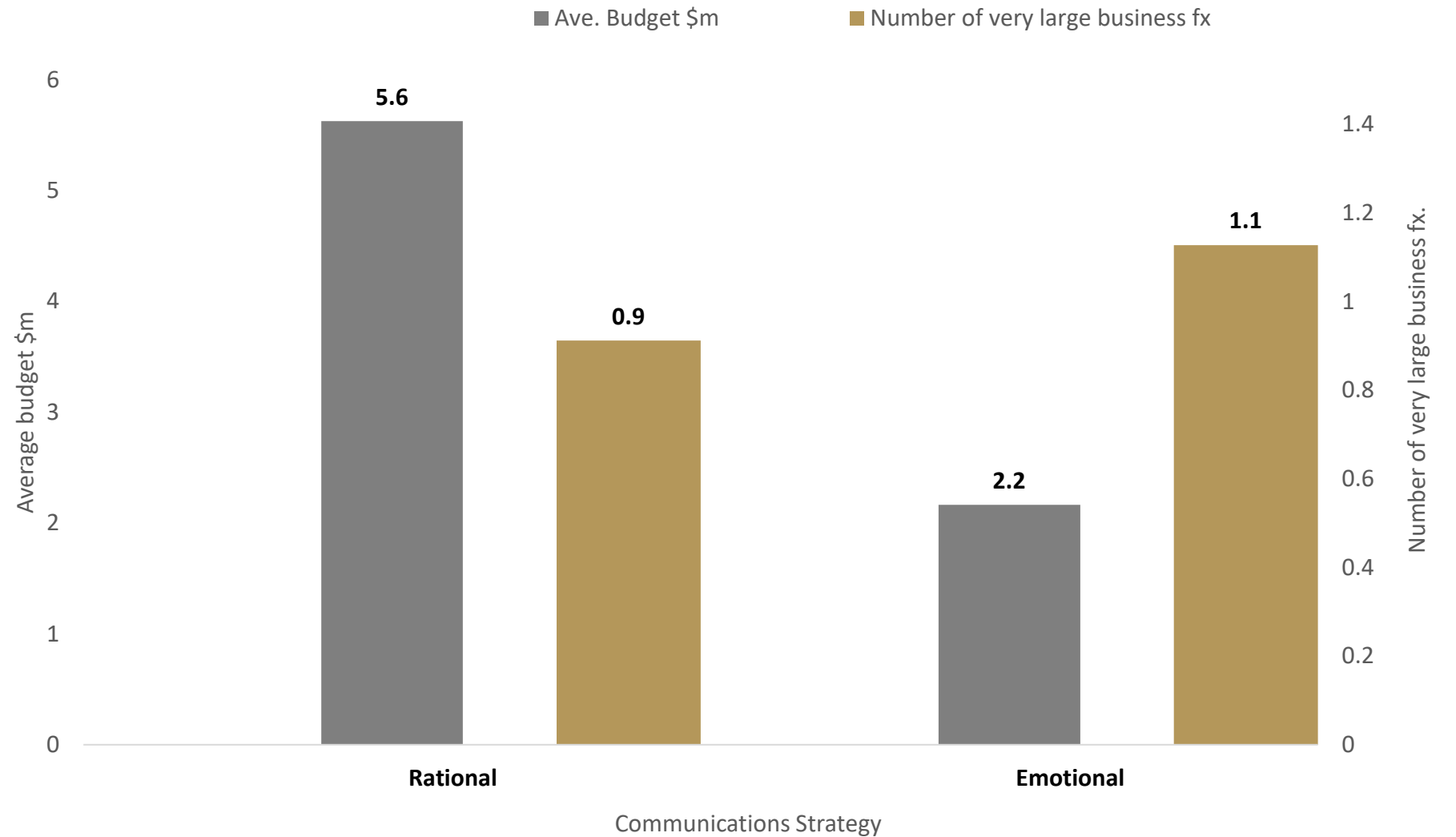


Source: ICA effectiveness database, 2021 & 2022

Emotional campaigns work harder than rational ones

Emotional campaigns achieve greater business effectiveness despite much smaller budgets

Emotional campaigns work much harder



Source: ICA effectiveness database, 2021 & 2022

The power of fame:

Érable du Québec

Érable DU QUÉBEC

GROCERY RETAILER
metro
mon épicier

PORK PRODUCERS
Le porc du Québec
Exigez-le
C'EST L'TEMPS DU PORC.
DU PORC, DU PORC

MOCKTAILS

CARS
BONNE ANNÉE 2021
CONCESSIONNAIRES TOYOTA DU QUÉBEC

INSURANCE

↓

Speaking of grocery, maple syrup is good with almost everything in your grocery bag.

↓

Speaking of pork, maple syrup is great for glazes.

↓

Speaking of mocktails, maple syrup is great as an ingredient in your non-alcoholic drinks.

↓

Speaking of cars, maple syrup is good in your coffee gobelet.

↓

Speaking of insurance, having maple syrup in your pantry is good insurance for cooking.

HACK TV - BYE BYE

Source: ICA effectiveness database, 2021 & 2022

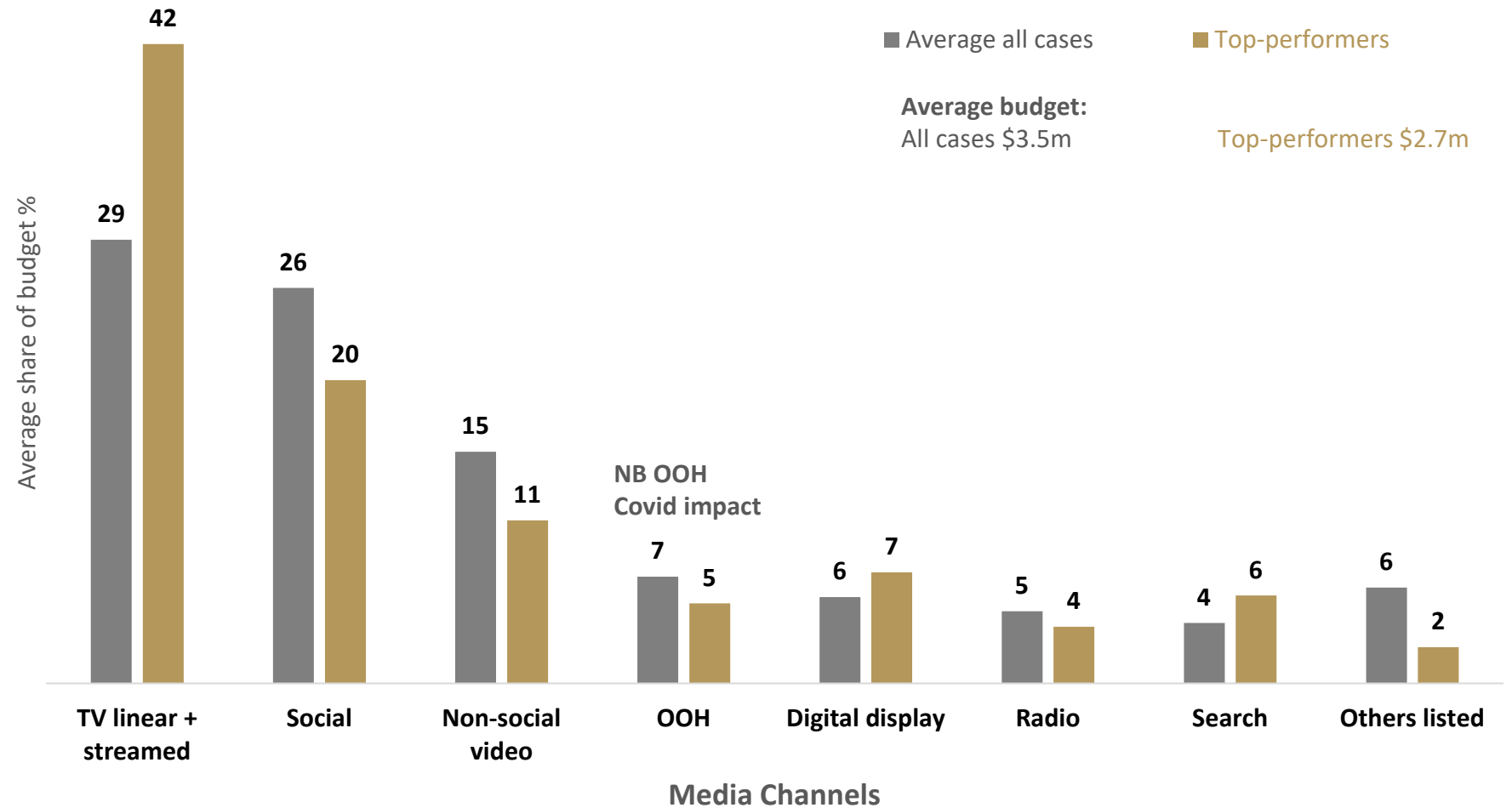
Media choices for brand building



The difference between an average media plan and an effectiveness top-performer

Top performers achieved 2 or more top-box business effects

Effectiveness rises with TV share of budget

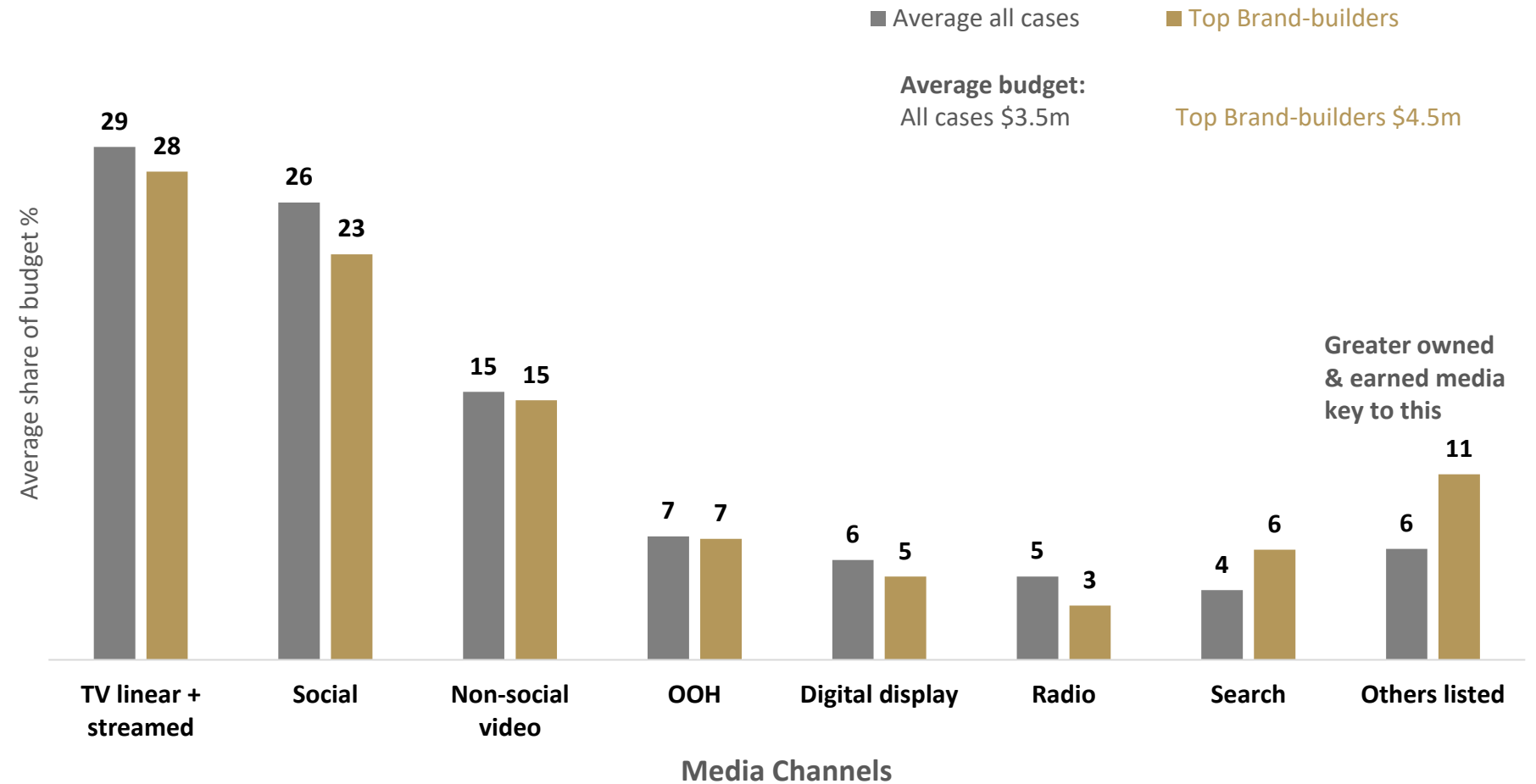


Source: ICA effectiveness database, 2021 & 2022

The difference between an average media plan and a top brand-builder

Top brand-builders achieved 3 or more top-box brand effects

Media plans appear broadly optimised for brand impact

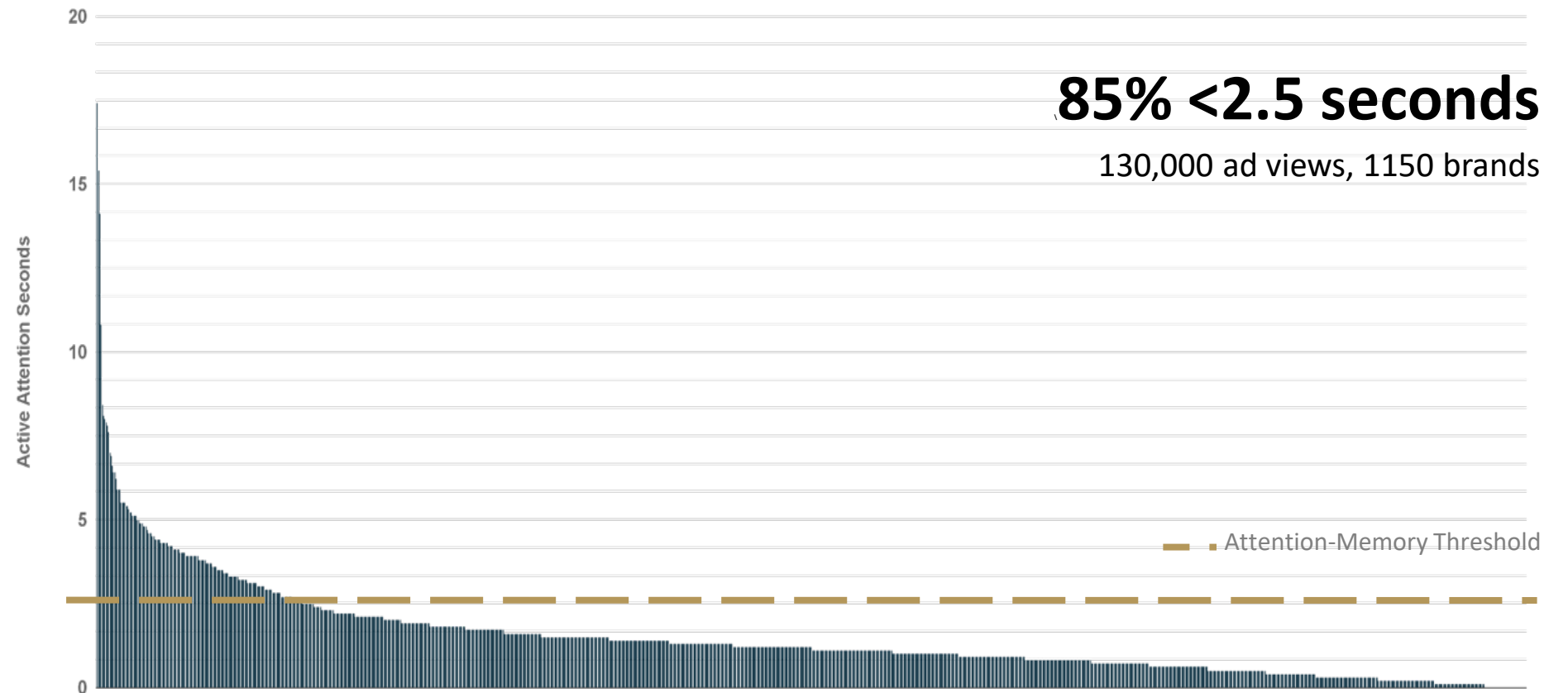


Source: ICA effectiveness database, 2021 & 2022

The challenge for brand building online

“When ads don’t meet the Attention-Memory Threshold of 2.5 seconds, it’s hard for Mental Availability to grow.”

Dr Karen Nelson-Field

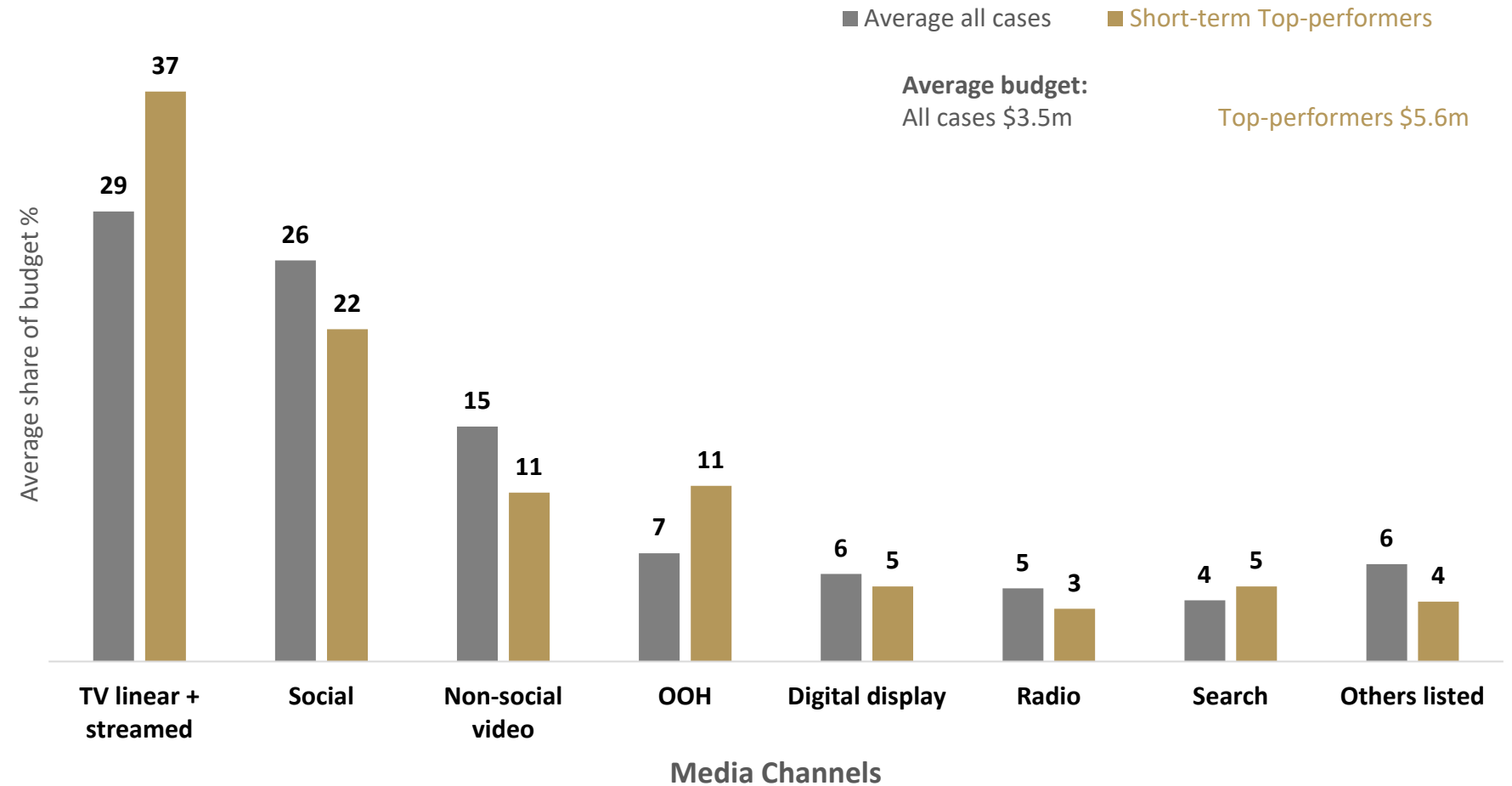


© Amplified Intelligence

The difference between an average media plan and a short-term top-performer

Top performers achieved top-box short-term sales uplifts

Short-term sales response also rises with TV share of budget



Source: ICA effectiveness database, 2021 & 2022

Summary & Conclusions

- It is essential to effectiveness to maintain adequate investment in strengthening the brand and its mental availability. Over-investment in short-term tactical activity undermines both short and long-term business performance.
- Canadian cases are generally too short-term in outlook, over-investing in activation messages and media vs. brand-building: brands are missing out on potential growth because of this.

Remember the 60:40 rule-of-thumb for maximum effectiveness.

- The risk of recession should strengthen marketers' resolve to invest in brand building NOT short-term sales activation, especially if media costs fall.
- Effie award winners over the last two years mostly have strong brand-building components and commitment

