Jon Evans
CMO

Yasmine Zavahir
AVP Americas

Lisa Buckler
VP New Partnerships Americas

System1

Chapter 1
How we calculate the scores.

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

Microsoft 'Be The One'

5.9

50%
of all Ads
are wasted.

We know which ones.

System1

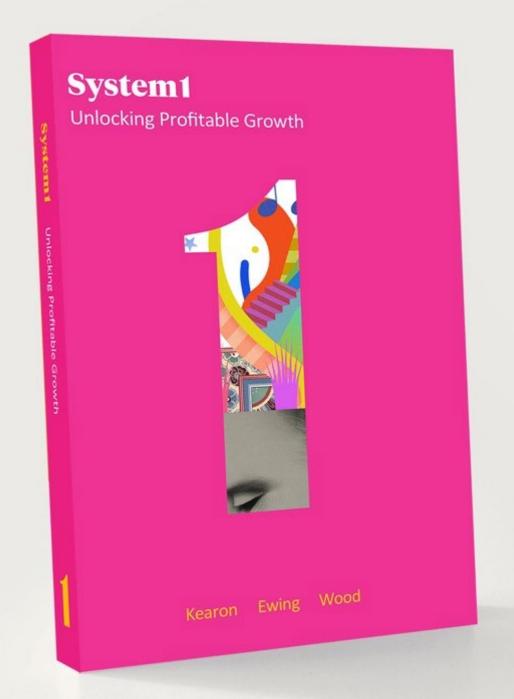**System1 |** How behaviourial science can unlock long term growth

We think less than
we think we think.
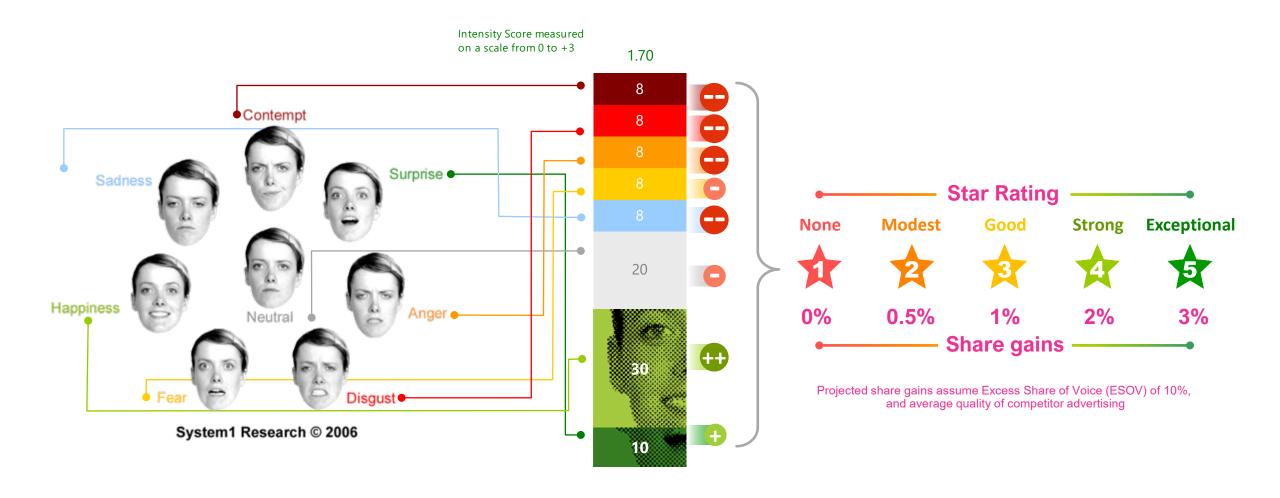
The more you feel,
the more you buy.

"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
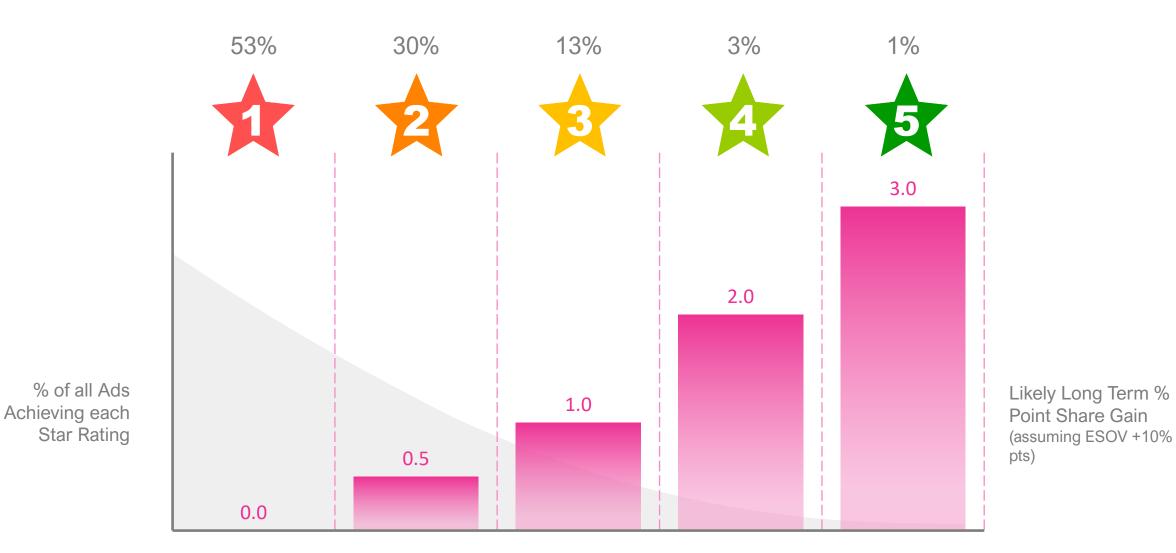
Emotion | How emotional Advertising leads to long term effectiveness

Intensity Score measured on a scale from 0 to +3

1.70

8	▬▬
8	▬▬
8	▬▬
8	▬
8	▬▬
20	▬
30	++
10	+

Sadness · Contempt · Surprise · Happiness · Neutral · Anger · Fear · Disgust

System1 Research © 2006

Star Rating

None	Modest	Good	Strong	Exceptional
⭐1	⭐2	⭐3	⭐4	⭐5
0%	0.5%	1%	2%	3%

Share gains

Projected share gains assume Excess Share of Voice (ESOV) of 10%, and average quality of competitor advertising

System1

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

53%　　30%　　13%　　3%　　1%

⭐1　　⭐2　　⭐3　　⭐4　　⭐5

% of all Ads Achieving each Star Rating

Likely Long Term % Point Share Gain (assuming ESOV +10% pts)
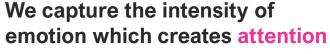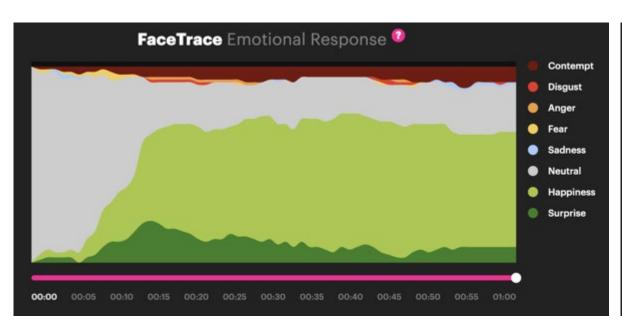
0.0　　0.5　　1.0　　2.0　　3.0

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)

System1
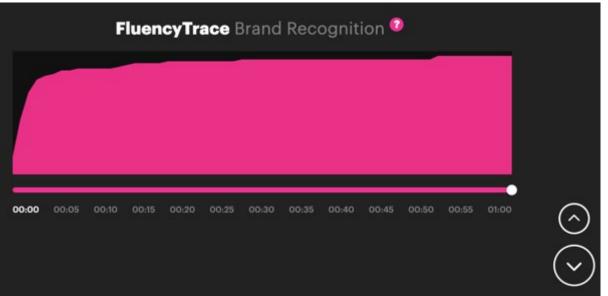
Spike Rating | Short term impact can be measured through Spike

1 We capture the intensity of emotion which creates **attention**
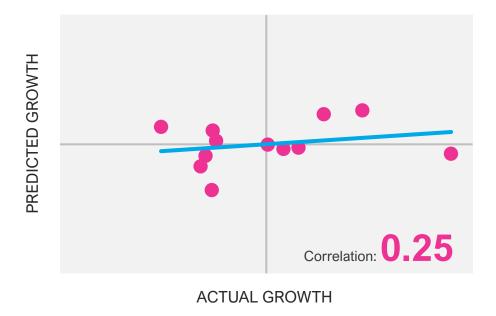
2 We measure speed weighted Fluency which creates **recall**

Brand Growth | Cereal Category Validation

Quantity of Advertising (TV ESOV)

Quantity and Quality of Advertising (TV ESOV x Star Rating)

PREDICTED GROWTH

ACTUAL GROWTH

Correlation: **0.25**

Correlation: **0.83**

System1

Chapter 2
Test Your Super Bowl Skills.

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The Effectiveness Agency

Chapter 3
Canada's top rated ads.

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The Effectiveness Agency

Canada's Top Rated Ads

The Top 10

Canada's Top Rated Ads
2021

9

IKEA

"Book of Dreams"

——— CAN ———

★ 3.0

Star Rating:

Good

Predicts **long-term** market share growth

"Olympics | Feed the Dream"

CAN

3.1

Star Rating:

Good

Predicts **long-term** market share growth

Canada's Top Rated Ads

2021

6

"Delivery"

CAN

3.1

Star Rating:

Good

Predicts **long-term** market share growth

Canada's Top Rated Ads
2021

5

Gain

"Seriously Good Scent"

CAN

⭐ 3.3

Star Rating:
Good

Predicts **long-term** market share growth

Keep out of reach of children.

Canada's Top Rated Ads
2021

4

LG WashTower™

"Baby, I Got Your Laundry"

CAN

⭐ 3.3

Star Rating:

Good

Predicts **long-term** market share growth

Canada's Top Rated Ads
2021

3

"Grass Fed"

CAN

3.9

Star Rating:

Good

Predicts **long-term** market share growth

Canada's Top Rated Ads
2021

2

Canada's Top Rated Ads
2021

1

Chapter 4
Some highlights.

System1

The Effectiveness Agency

Inclusivity | 8 out of the Top10 featured minority actors

#	Title		Star Rating	Spike Rating	Fluency Rating	Total Spend	First Aired Date
1st	Enjoy with the Grandparents/-Text	Oreo	4.7 Strong	1.49 Exceptional	94 Strong	Unavailable	1/2/2022
2	24 Hour Non-Drowsy Product	Claritin	4.3 Strong	1.37 Exceptional	84 Good	Unavailable	18/3/2022
3	Enjoy the Burger	A&W	3.8 Good	1.51 Exceptional	96 Exceptional	Unavailable	4/2/2022
4	Redefine Laundry in Half the Space	LG	3.3 Good	1.41 Exceptional	94 Strong	Unavailable	1/2/2022
5	Get the Scent	Gain	3.3 Good	1.31 Strong	81 Modest	Unavailable	1/2/2022
6	Delivering Comfort For More Than 30 Years	Swiss Chalet	3.1 Good	1.35 Exceptional	95 Exceptional	Unavailable	1/2/2022
7	Selection Overview 43	Sobeys	3.1 Good	1.26 Strong	92 Strong	Unavailable	1/2/2022
8	Better World Starts at Home	Ikea	3.0 Good	1.05 Modest	99 Exceptional	Unavailable	1/2/2022
9	In Wash Scent Boosters	Downy	2.8 Modest	1.19 Strong	85 Good	Unavailable	3/3/2022
10	Rewind then Making Dinner	HelloFresh	2.8 Modest	1.30 Strong	89 Good	Unavailable	1/2/2022

feeling seen

Food | Lockdowns accelerated competition between food delivery companies

Rewind then Making Dinner
HelloFresh

31 sec.

Star Rating: **2.8** Modest
Spike Rating: **1.30** Strong
Fluency Rating: **89** Good

Wayne's World
UberEats

30 sec.

Star Rating: **2.4** Modest
Spike Rating: **1.17** Good
Fluency Rating: **88** Good

Hockey 30
SkipTheDishes

30 sec.

Star Rating: **1.8** Low
Spike Rating: **1.33** Exceptional
Fluency Rating: **92** Strong

Elton John & Lil NazX
UberEats

30 sec.

Star Rating: **1.8** Low
Spike Rating: **1.26** Strong
Fluency Rating: **88** Good

Free Delivery 86
GoodFood

30 sec.

Star Rating: **1.8** Low
Spike Rating: **1.23** Strong
Fluency Rating: **96** Exceptional

shh. Quiet
Chefs Plate

30 sec.

Star Rating: **1.8** Low
Spike Rating: **1.15** Good
Fluency Rating: **88** Good

Sad then Happy Family Cooking
HelloFresh

31 sec.

Star Rating: **1.7** Low
Spike Rating: **1.33** Exceptional
Fluency Rating: **97** Exceptional

Ready to Cook Meal 35
GoodFood

31 sec.

Star Rating: **1.7** Low
Spike Rating: **1.07** Modest
Fluency Rating: **92** Strong

Ready to Cook Meal 35
GoodFood

31 sec.

Star Rating: **1.7** Low
Spike Rating: **1.07** Modest
Fluency Rating: **92** Strong

Food | Lockdowns accelerated competition between food delivery companies

Scaling up without screwing up

When scale-ups consider using TV advertising for the first time, it's a decision that can be riven with uncertainty. So here's some advice and data to help, including a new analysis of the performance of 550 TV ads by 200 new-to-TV brands by System1 Group. It reveals some lessons for scale-ups and a worrying problem: techniques common in the production of online video could be limiting the effectiveness of new TV advertisers' ads.
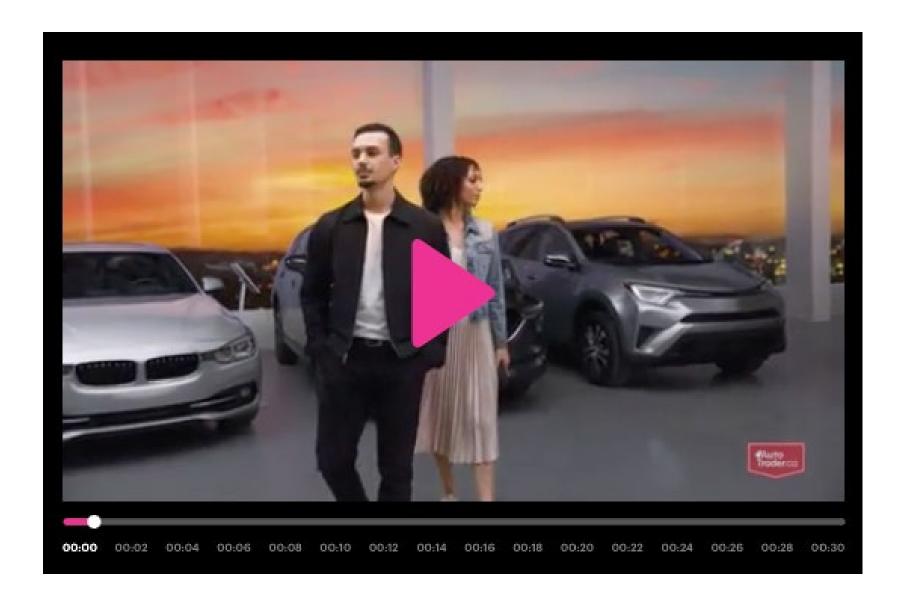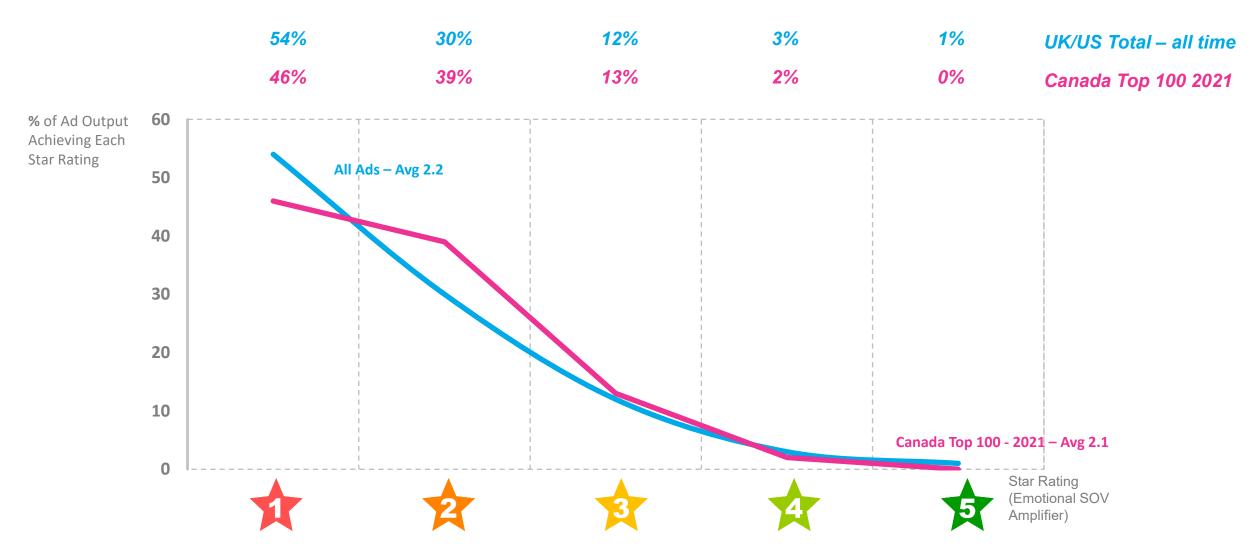
Cars | Autotrader using some right brain techniques

Star Rating | How does Canada measure up (top 100 spenders)

| 54% | 30% | 12% | 3% | 1% | UK/US Total – all time |
| 46% | 39% | 13% | 2% | 0% | Canada Top 100 2021 |

% of Ad Output Achieving Each Star Rating

All Ads – Avg 2.2

Canada Top 100 - 2021 – Avg 2.1

60
50
40
30
20
10
0

Star Rating (Emotional SOV Amplifier)

⭐1 ⭐2 ⭐3 ⭐4 ⭐5

Chapter 5
How to make a 5 Star Ad.

System1
The Effectiveness Agency

⭐ **5** 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
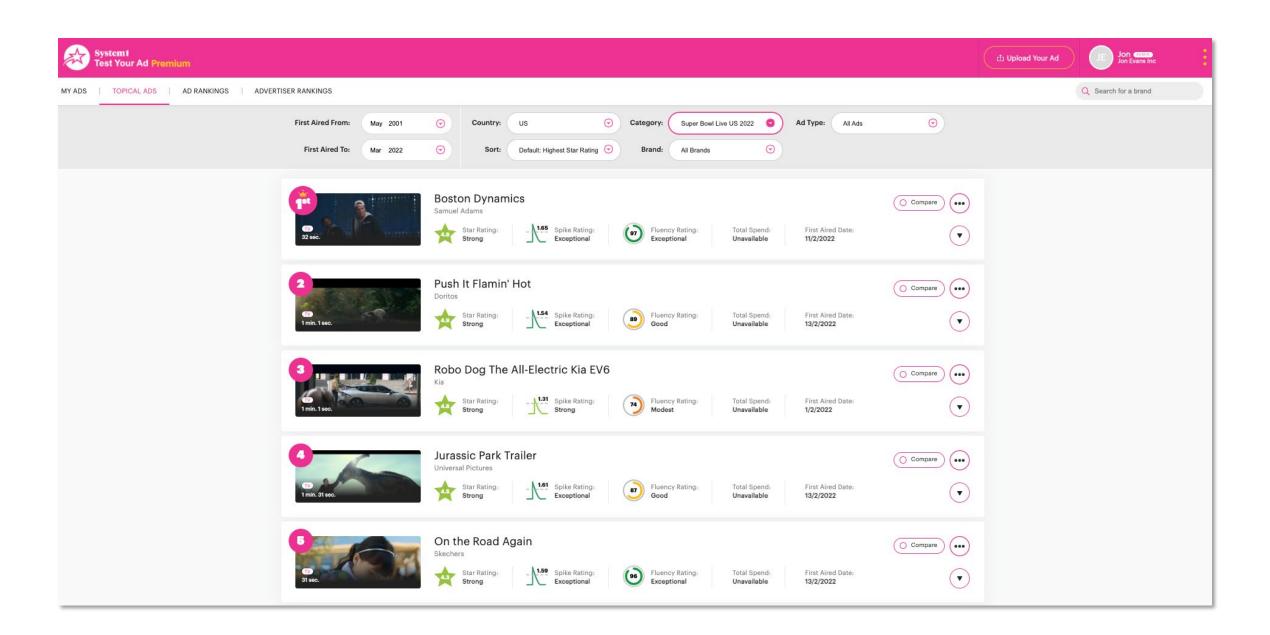stirs the soul

🧠 **Fluent device.**
Brand recognition speeds decision

🎭 **Characters.**
We all need someone or something to
cheer for

**The more people feel,
the more people buy**

"

In a technologically-disrupted world, knowing how to create advertising for 'broad-beam' attention - in other words, brand-building advertising - will become more important not less, because many brands will find that their physical presence, providing mental availability and a barrier to entry, is reduced. This means creating advertising with wit, charm and human vitality. And in a time of heightened anxiety, detachment and enmity, what could be more wonderful than that? **"**
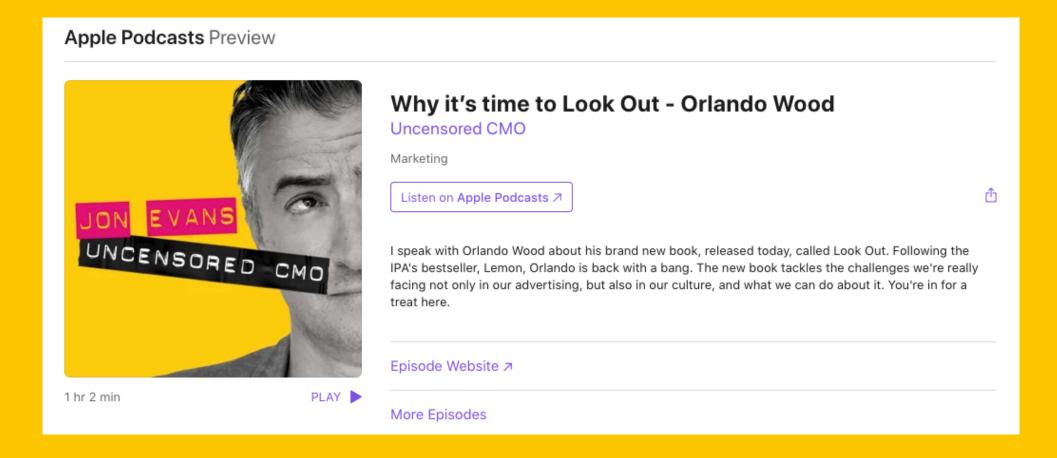
Orlando Wood

"

If you have digital in your title. Don't buy this book. **"**

Uncensored CMO

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LOOK OUT PODCAST WITH ORLANDO WOOD

Apple Podcasts Preview

Why it's time to Look Out - Orlando Wood
Uncensored CMO

Marketing

Listen on **Apple Podcasts** ↗

I speak with Orlando Wood about his brand new book, released today, called Look Out. Following the IPA's bestseller, Lemon, Orlando is back with a bang. The new book tackles the challenges we're really facing not only in our advertising, but also in our culture, and what we can do about it. You're in for a treat here.

Episode Website ↗

1 hr 2 min   PLAY ▶

More Episodes

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Yasmine Zavahir
AVP Americas

Lisa Buckler
VP New Partnerships Americas

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