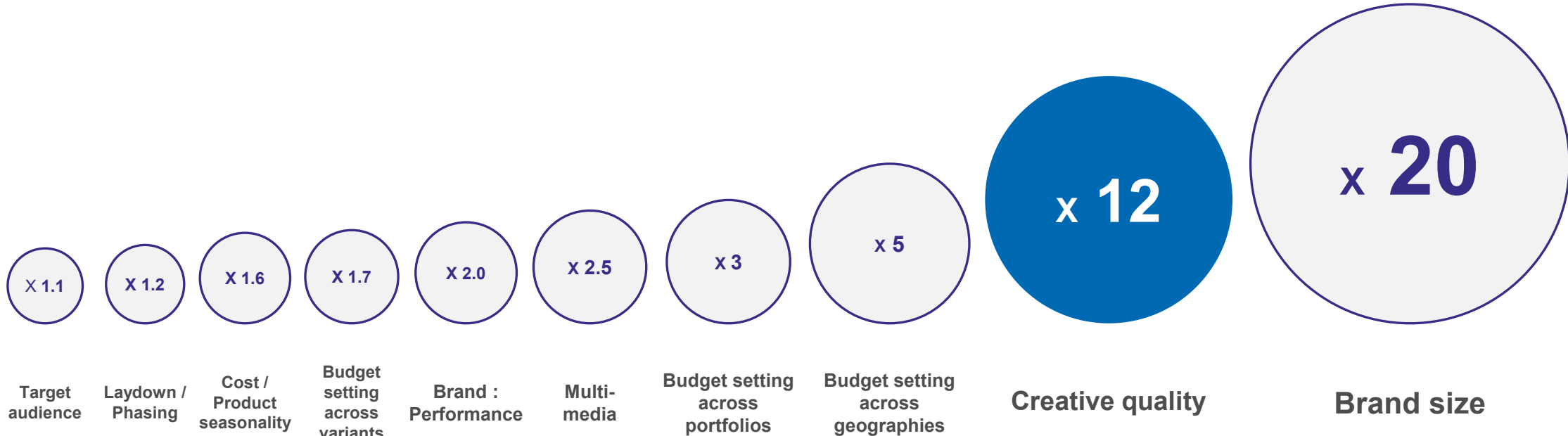


Creative Drivers of Effectiveness

thinkbox

Creativity is the biggest advertising profitability multiplier within our control

Potential multipliers of advertising profitability - (2023)



Source: The Drivers of Profitability, 2023, Paul Dyson - accelero, ROI multiplier = area of the circle



Has creativity dropped off our agenda?



Rory Sutherland ✓

@rorysutherland

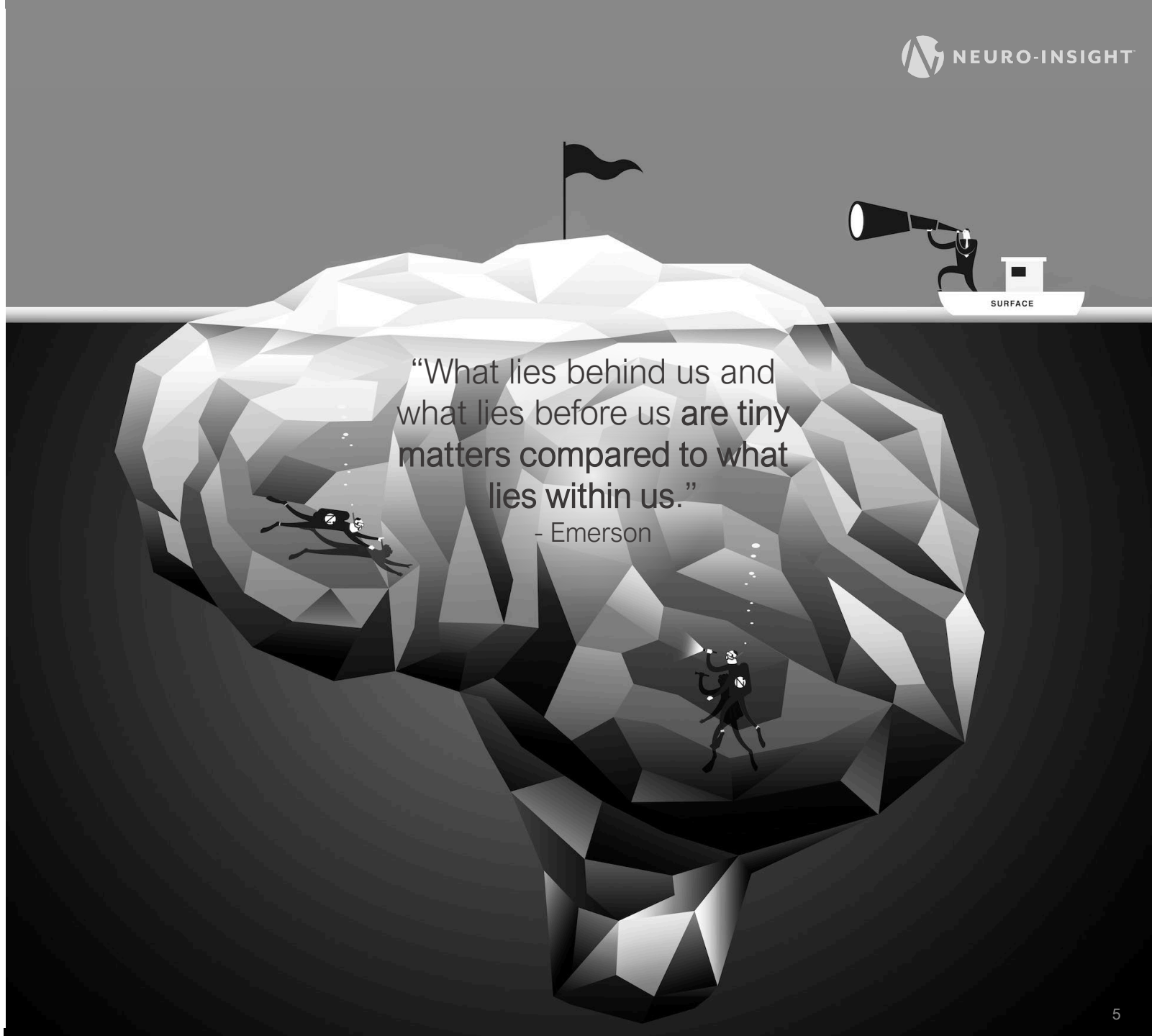


Working in the advertising industry today, one increasingly feels like a man who's turned up at a poetry festival only to discover that every talk is about bookbinding.

Creative Drivers of Effectiveness (2016)

The world has changed since then...

90%
OF ALL DECISIONS
ARE MADE IN THE
SUBCONSCIOUS





NEURO-INSIGHT™

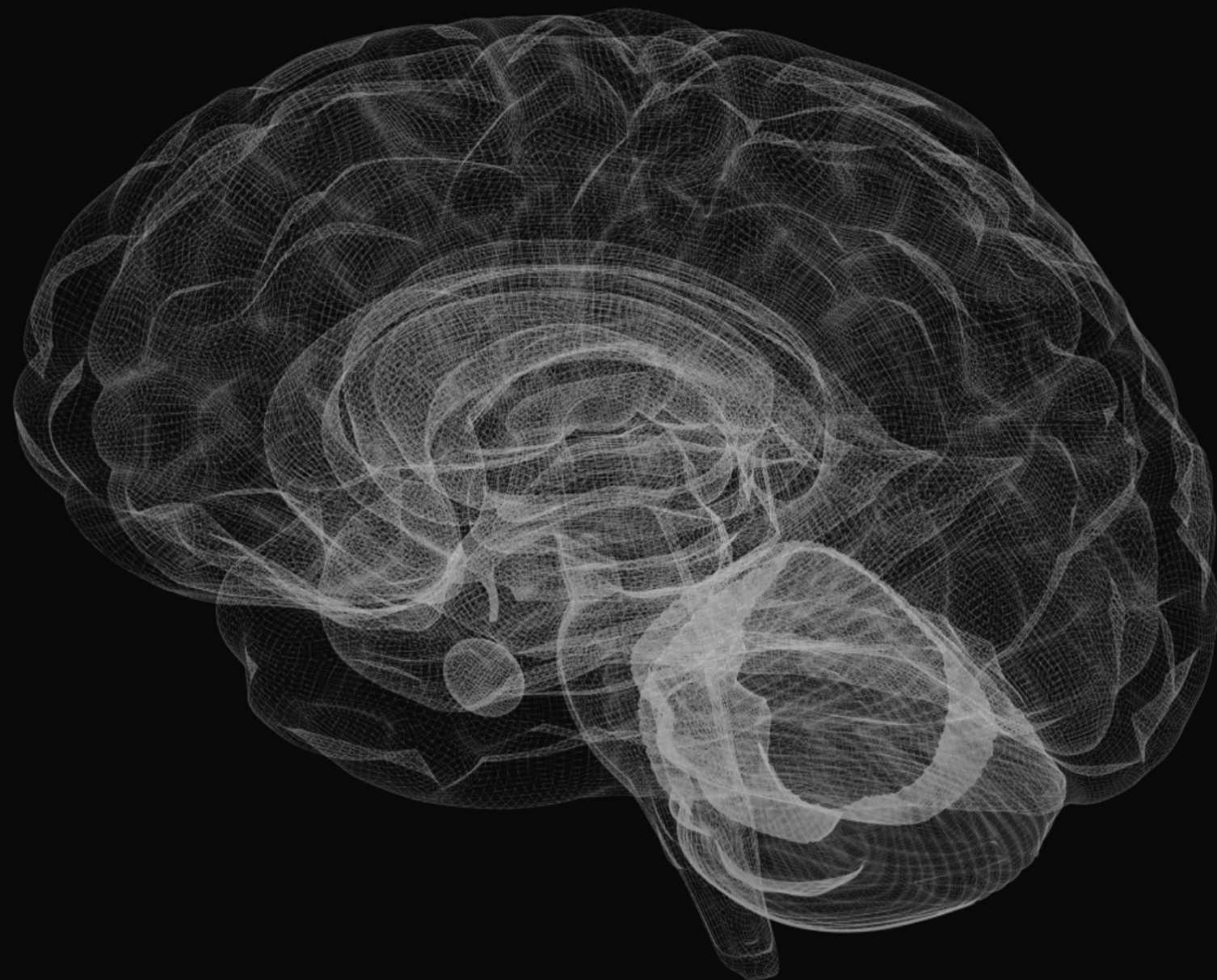
Measure electrical brain activity
using:

Steady

State

Topography



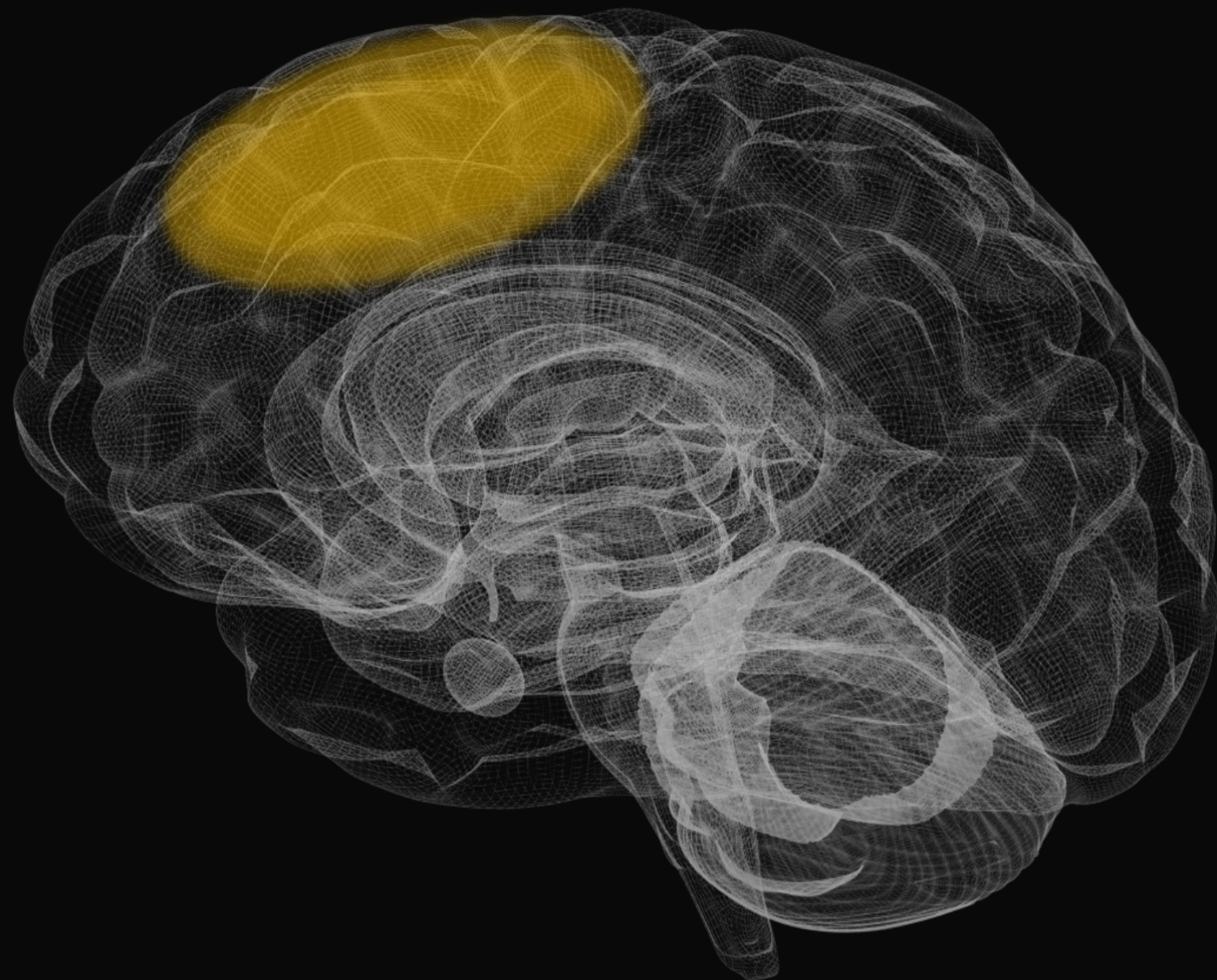


LONG-TERM MEMORABILITY

PERSONAL RELEVANCE

EMOTIONAL IMPACT

EMOTIONAL APPEAL



LONG-TERM MEMORABILITY

PERSONAL RELEVANCE

EMOTIONAL IMPACT

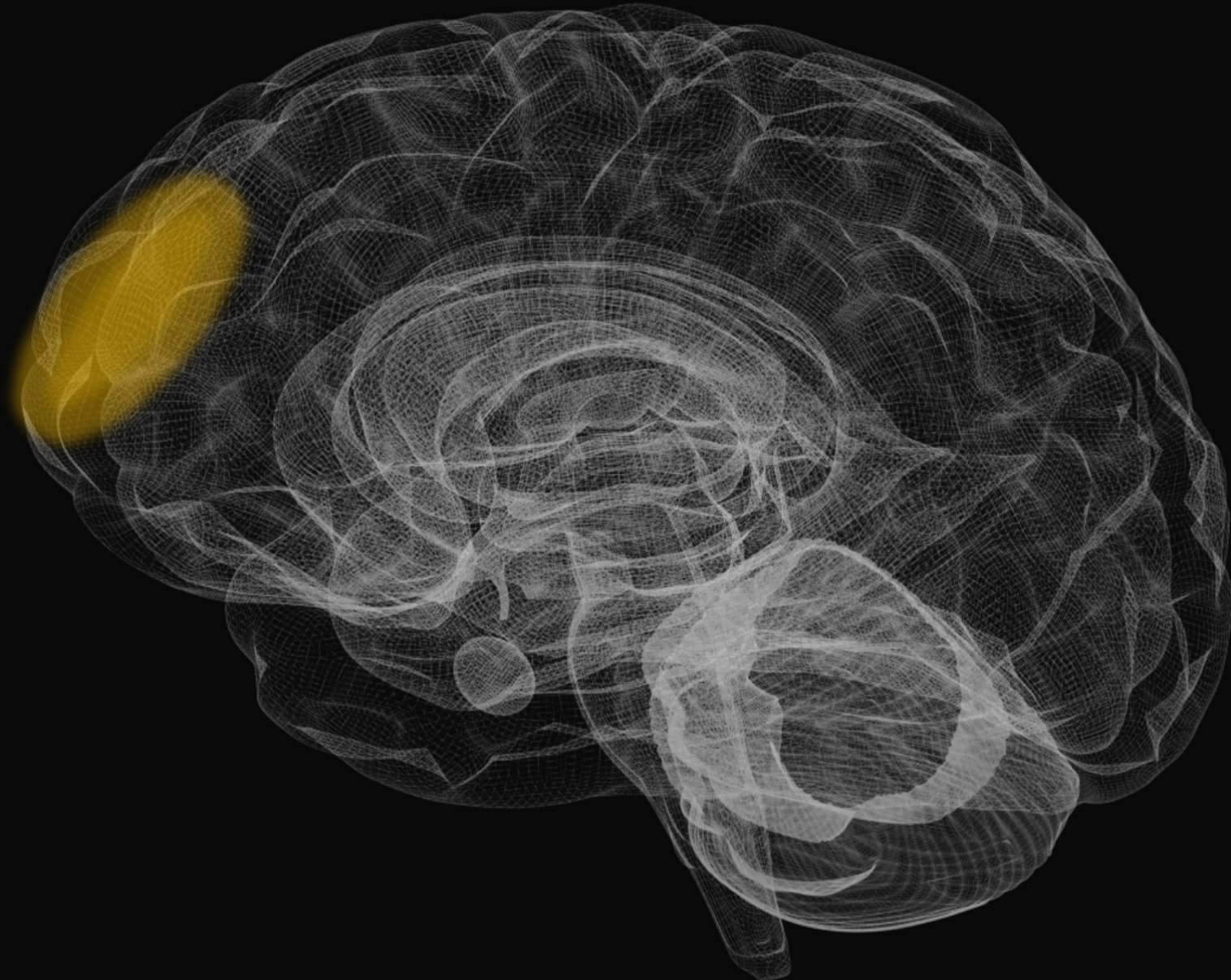
EMOTIONAL APPEAL

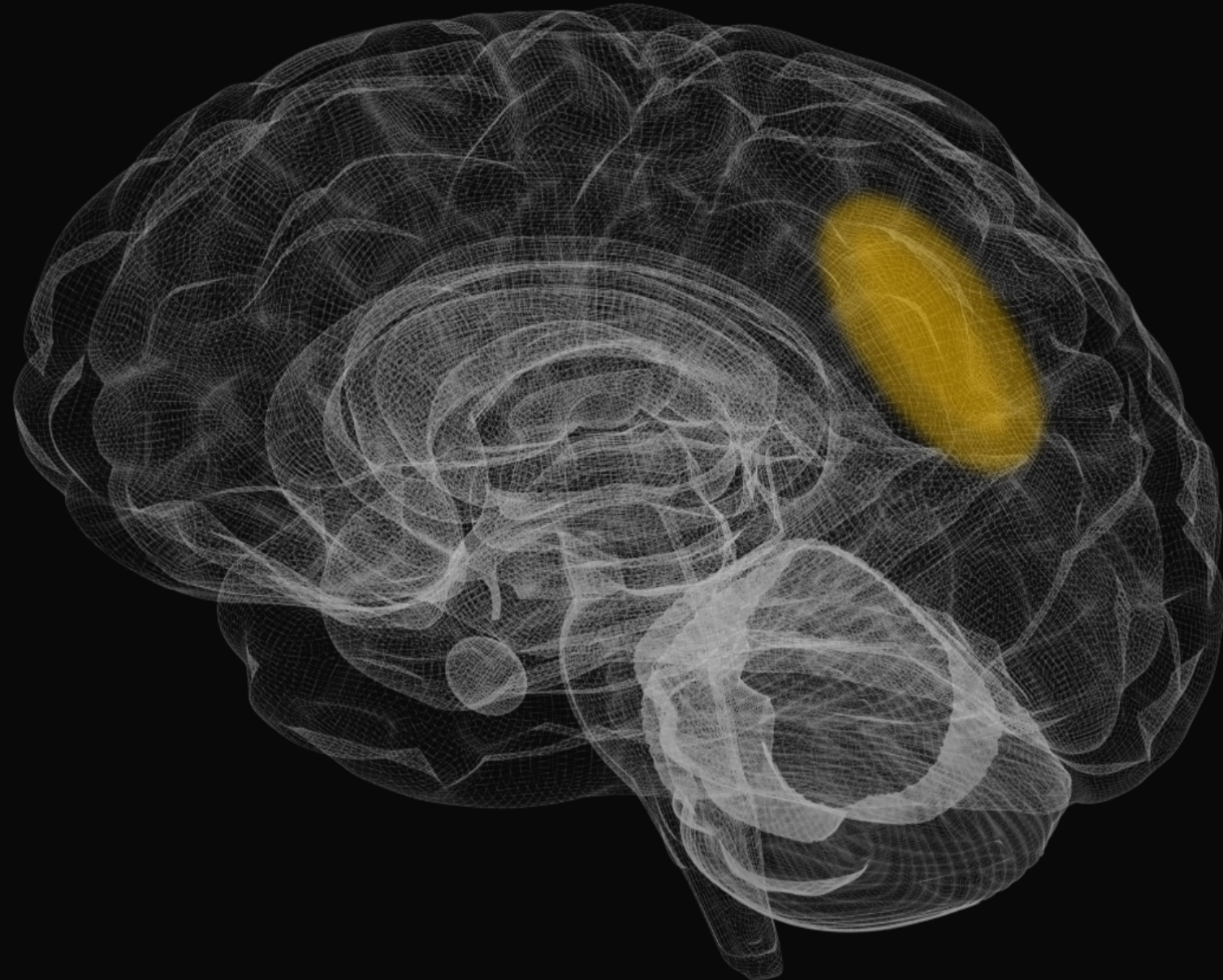
LONG-TERM MEMORABILITY

PERSONAL RELEVANCE

EMOTIONAL IMPACT

EMOTIONAL APPEAL



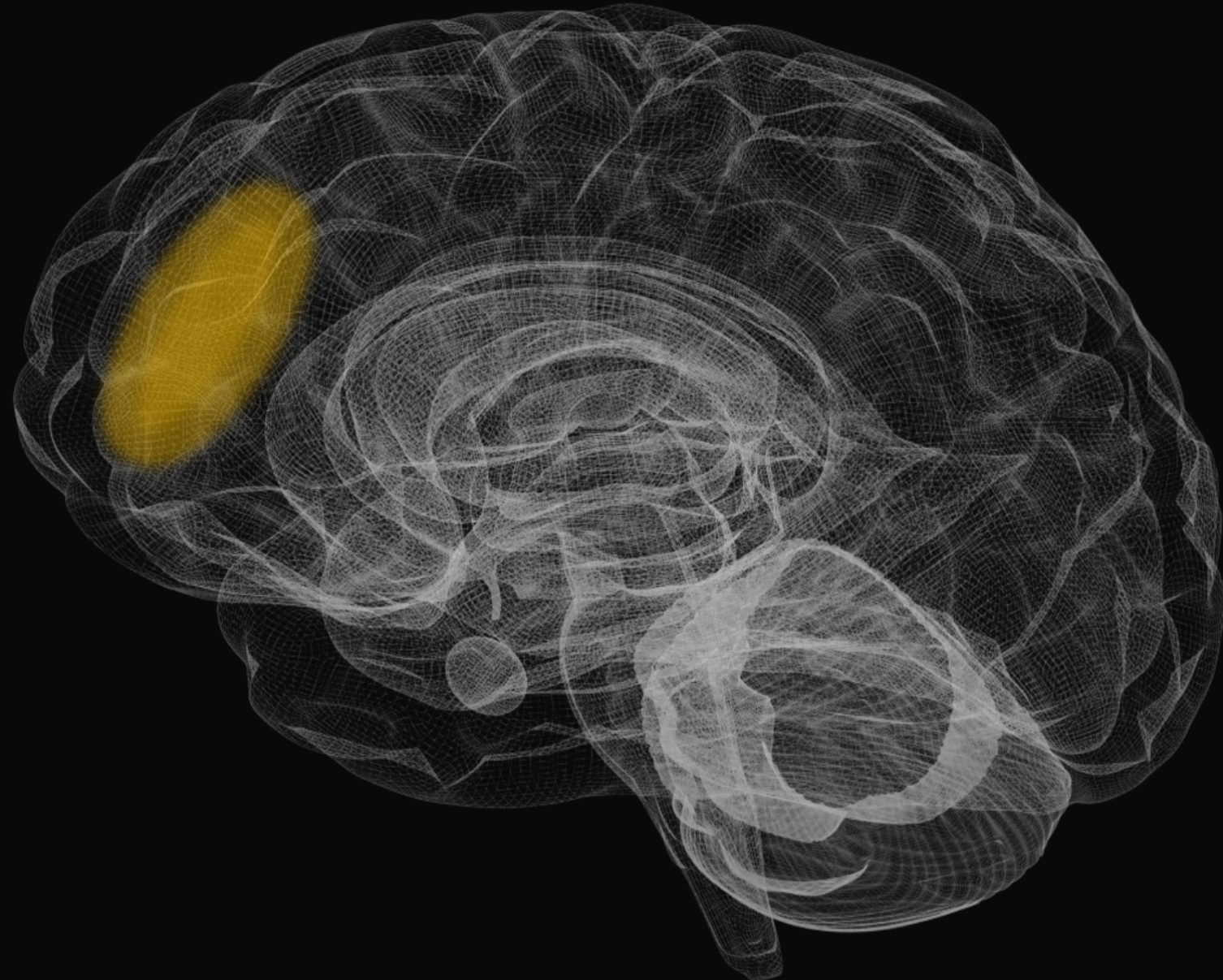


LONG-TERM MEMORABILITY

PERSONAL RELEVANCE

EMOTIONAL IMPACT

EMOTIONAL APPEAL



LONG-TERM MEMORABILITY

PERSONAL RELEVANCE

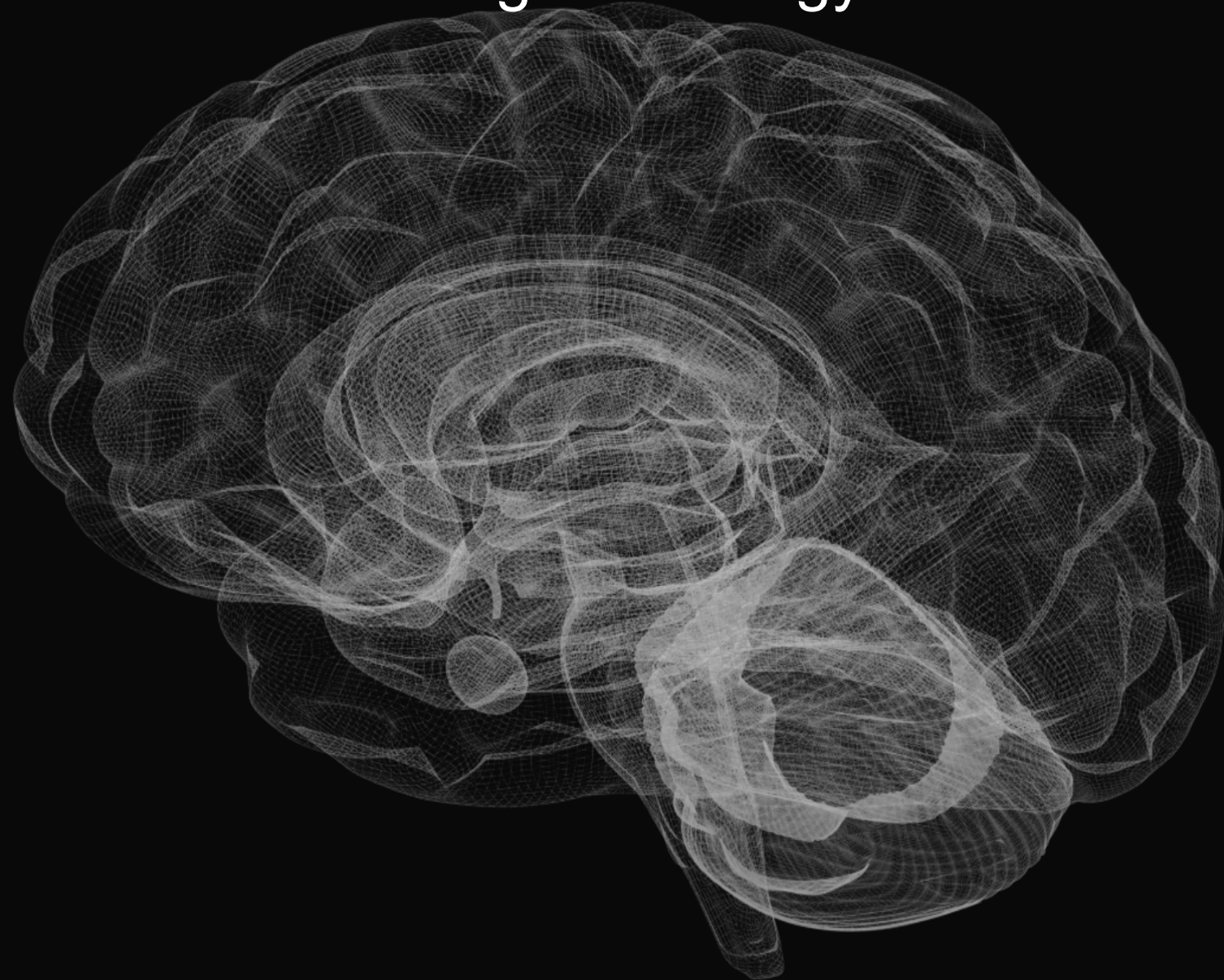
EMOTIONAL IMPACT

EMOTIONAL APPEAL

SST™ is the most powerful neuro-marketing technology

86%

Linkage to in-store sales



We coded 150 UK ads against a range of creative variables

Ads were included from 2019-2023



21 creative variables



Actors



Animals



Brand assets



Brand colour



Branding moments



Category



Celebs



Children



Duration



Early branding



Final branding



Interaction



Music



Product role



Real people



Sonic branding



Story type



Style



Tonality

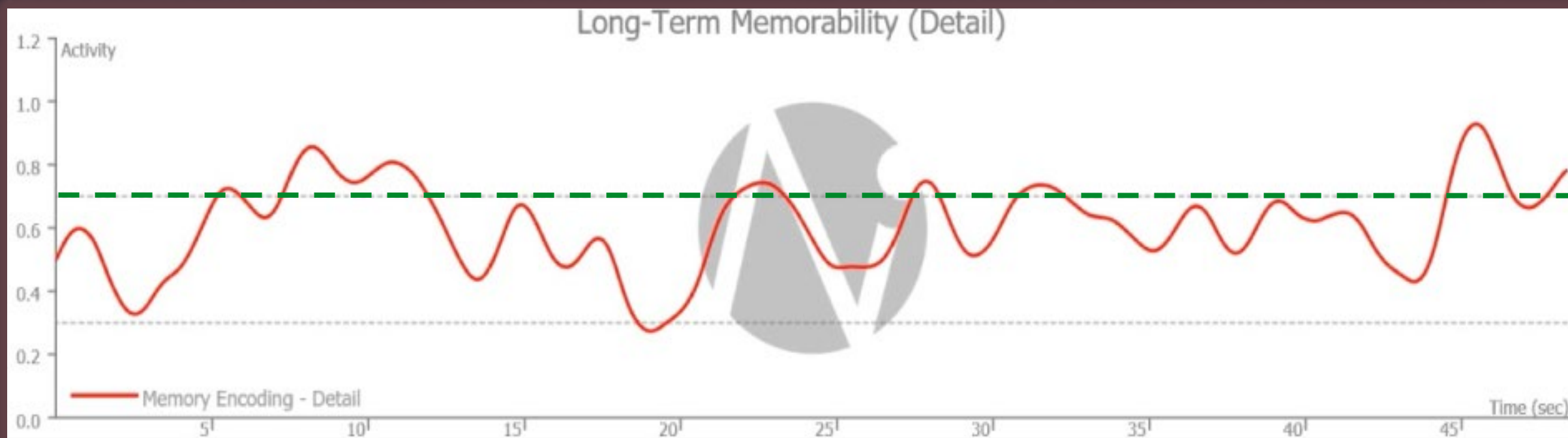


Verbal branding

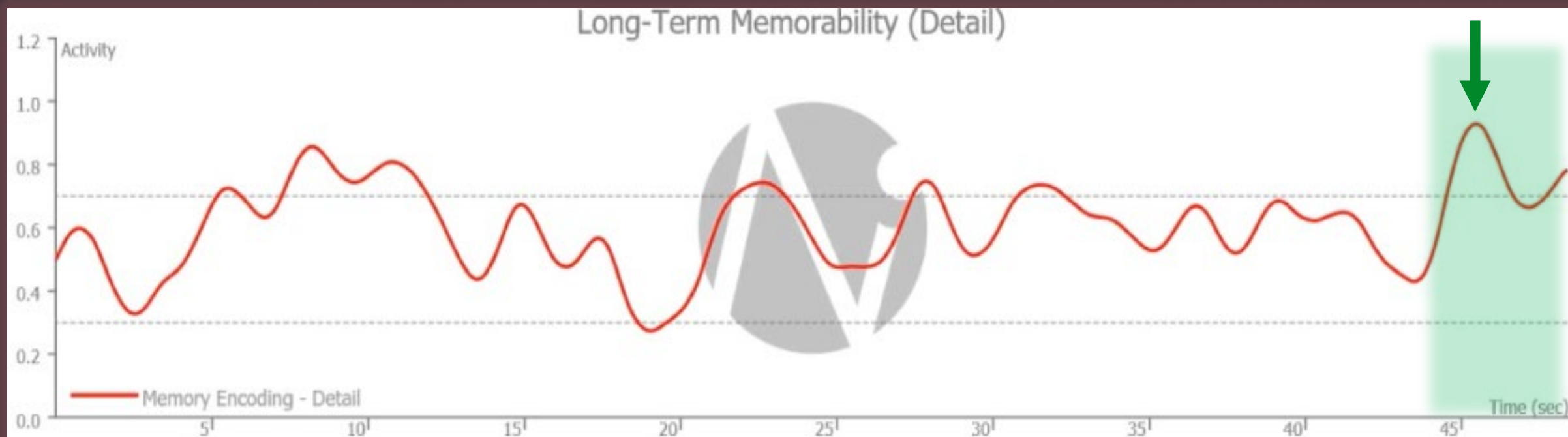


Visual branding

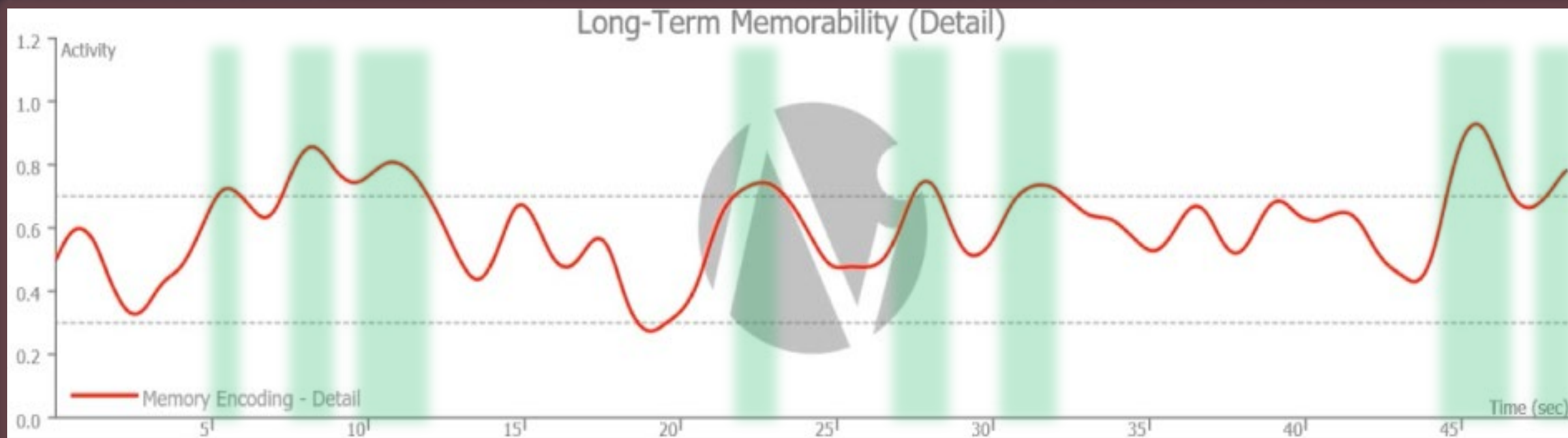
Statistical analysis of each variable



Peak of response during final branding



Peaks of response throughout ads



1

Primary metric



Long-term memorability (detail)

2

Secondary metrics
(Key drivers of memory)



Personal relevance



Emotional Impact

Creativity is not a paint by numbers

But utilising a toolbox of techniques can help to maximise your impact



5 main conclusions ...





1 Showcase don't shout

2 People are paramount

3 Utilise your brand assets

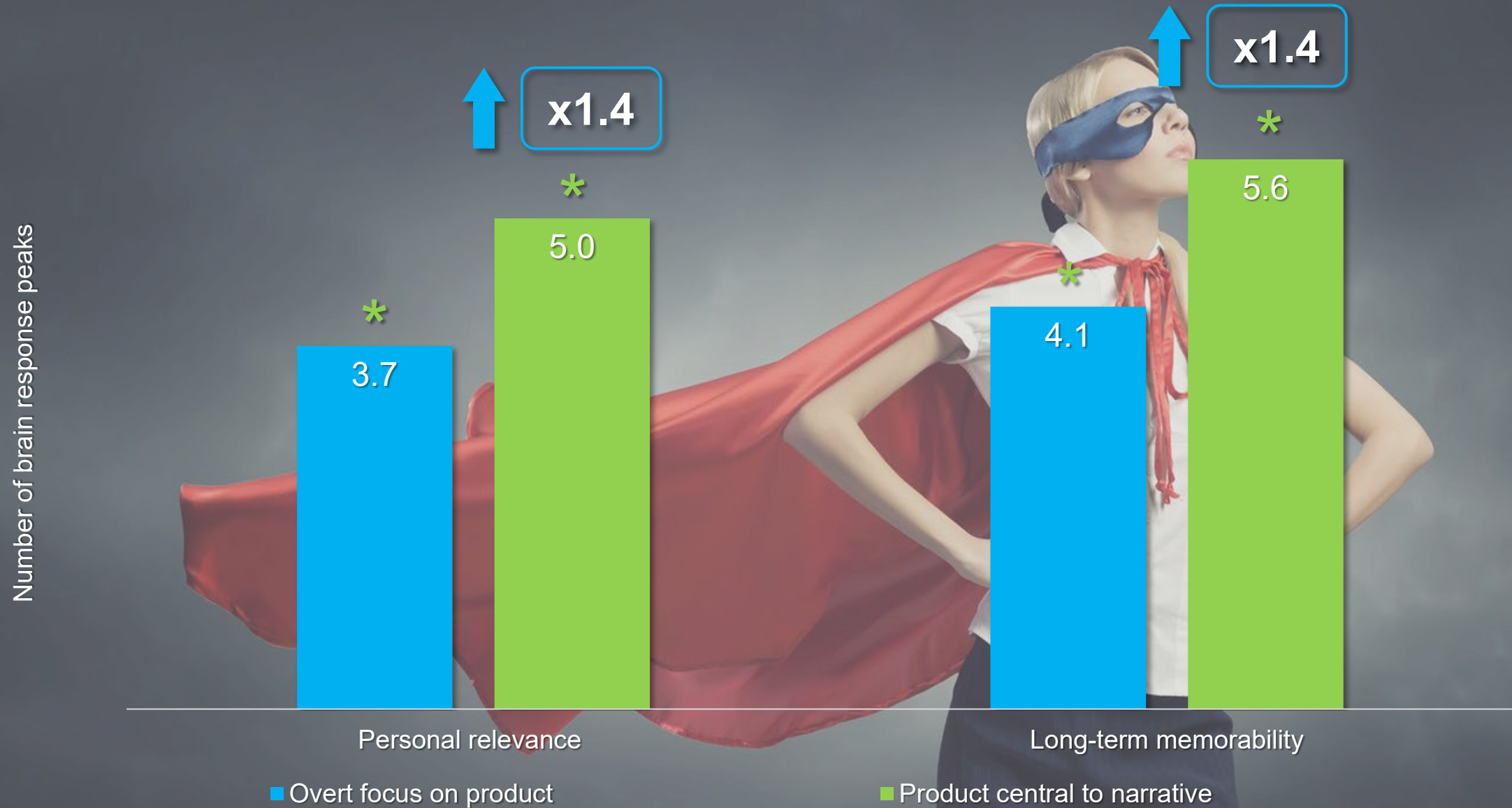
4 Give audio a clear role

5 Impact is in the timing

1. Showcase your product, don't shout



1. Weave your product into the narrative



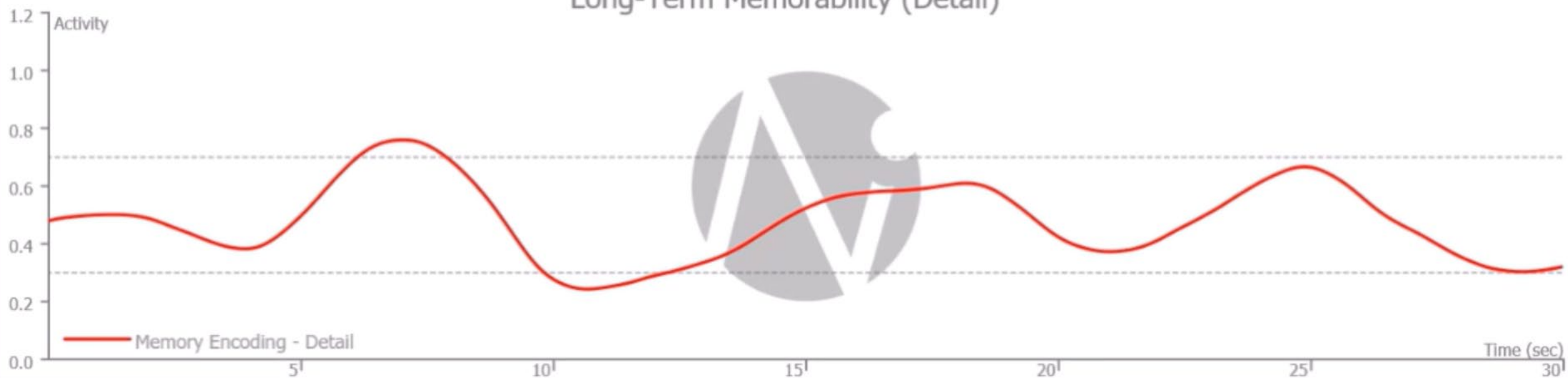
Please watch the recording to view the video.

SAMSUNG

Accessory sold separately

Samsung Galaxy S4 - Boarding TVC
All Viewers

Long-Term Memorability (Detail)

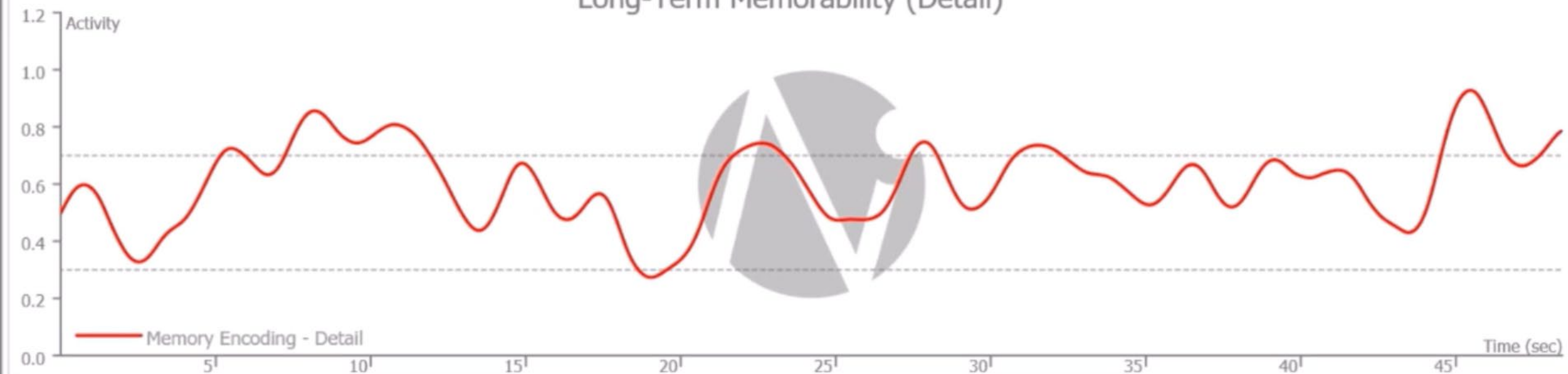


Please watch the recording to view the video.



Heineken - Cheers To All TVC
All Viewers

Long-Term Memorability (Detail)



2. People are paramount



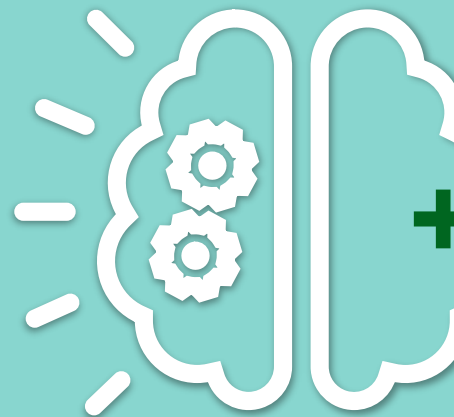
2. Human focus is important to ad success

Ads with people present deliver more impact



+15%

Personal relevance

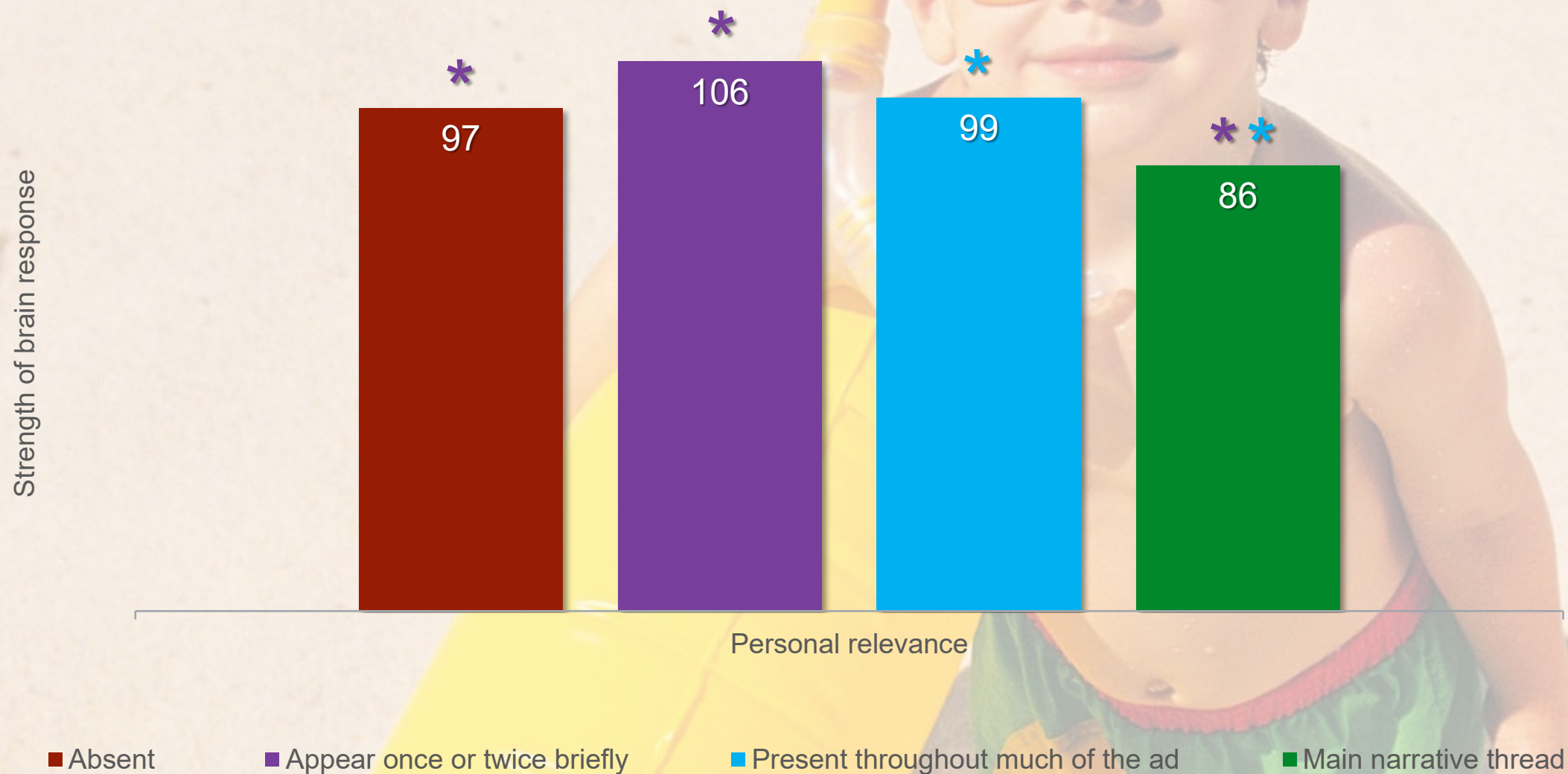


+24%

**Long-term
memorability**

Please watch the recording to view the video.

2. Children can be polarising



3. Utilise your brand assets



3. Integrating brand colours is subtle but effective



A green rounded rectangular callout box. Inside, there is a white icon of a heart-shaped padlock with a key inserted into the lock. To the right of the icon is the text '+9%' in a bold green font. Below the icon and percentage is the text 'Emotional Impact' in a bold green font.

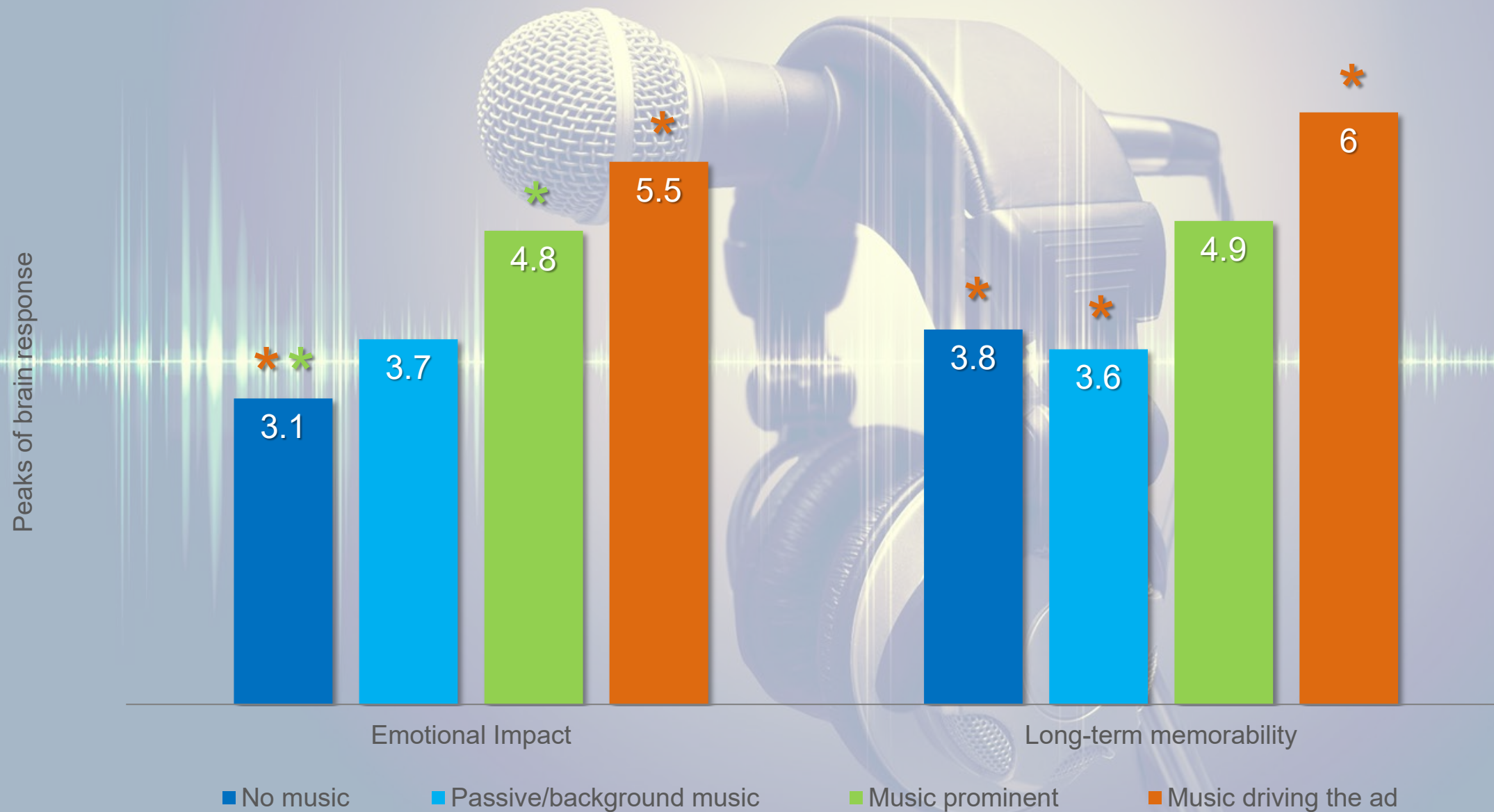


Please watch the recording to view the video.

4. Give audio a clear role



4. Use music to drive the action

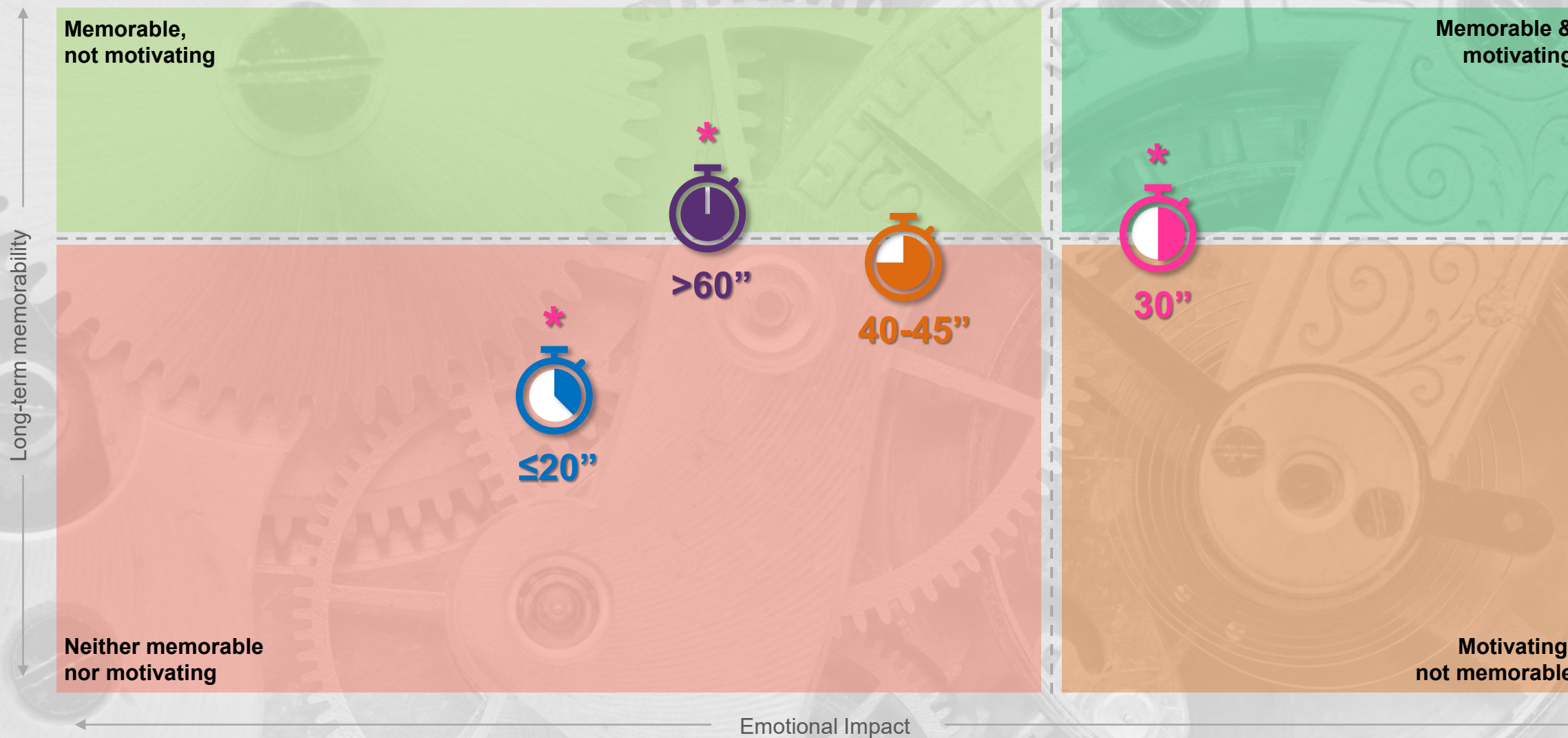


Please watch the recording to view the video.

5. Impact is in the timing



5. 30 second ads deliver the greatest impact



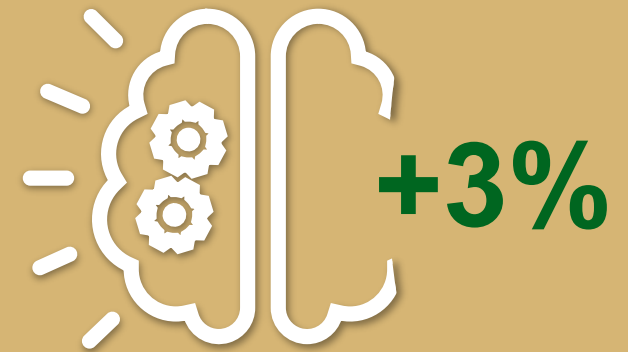
5. Having final branding on screen for longer (3+ seconds) drives the strongest impact



Emotional Impact



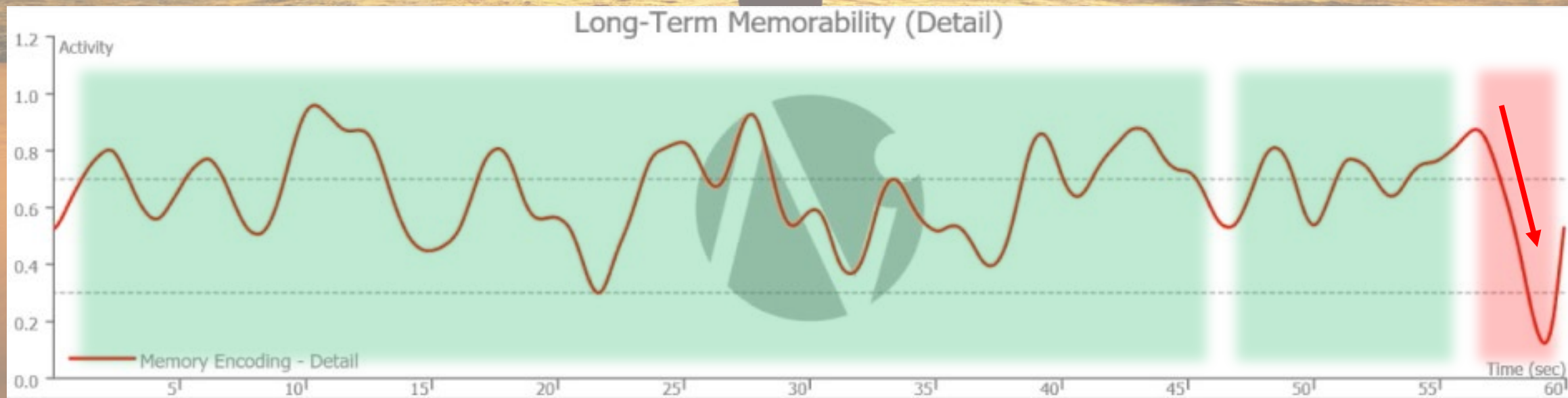
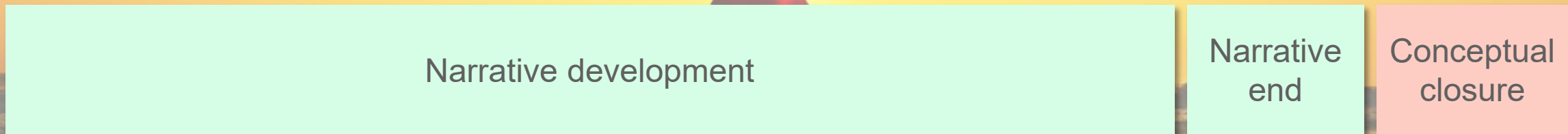
Personal relevance



**Long-term
memorability**

This is due to conceptual closure...

Conceptual closure: a subconscious processing pause



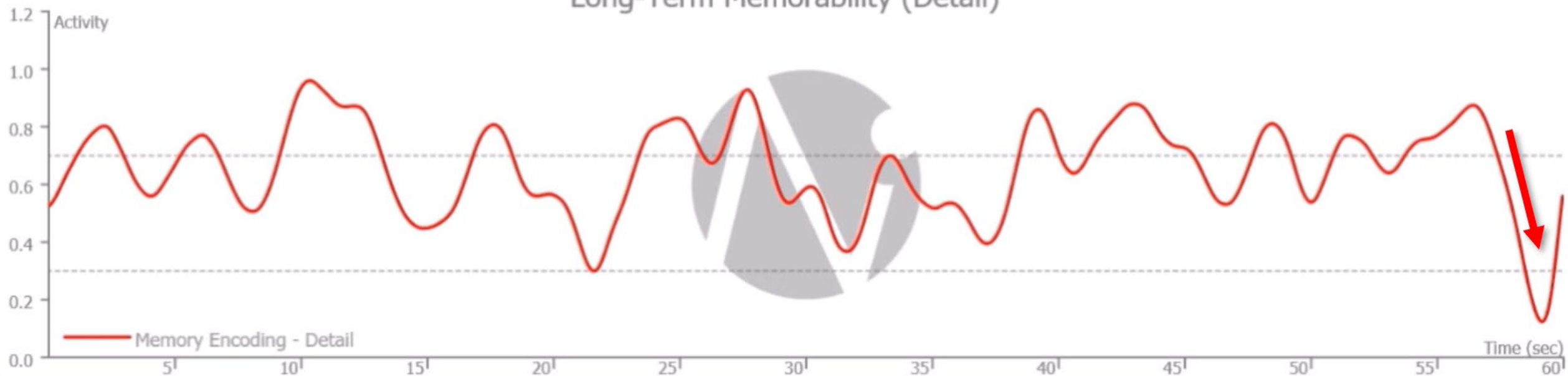
Please watch the recording to view the video.

 HYUNDAI



Hyundai - Lift TVC
All Viewers

Long-Term Memorability (Detail)

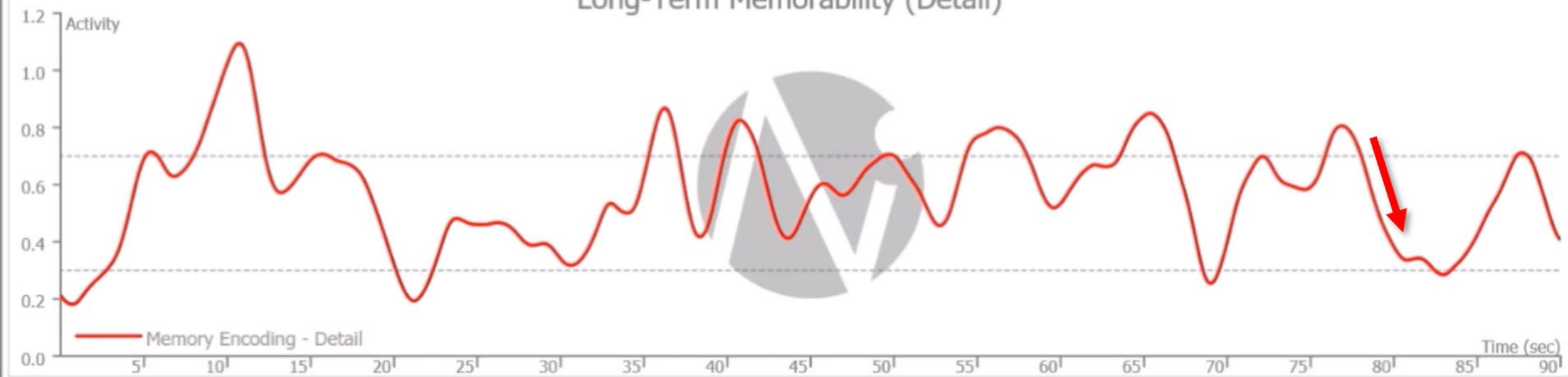


Please watch the recording to view the video.



Walkers Crisps - Spice Girls Best Ever Fan TVC
All Viewers

Long-Term Memorability (Detail)



Creative licence to play

- 1** Branding moments
- 2** Brand assets
- 3** Tonality
- 4** Celebrities
- 5** Character interaction



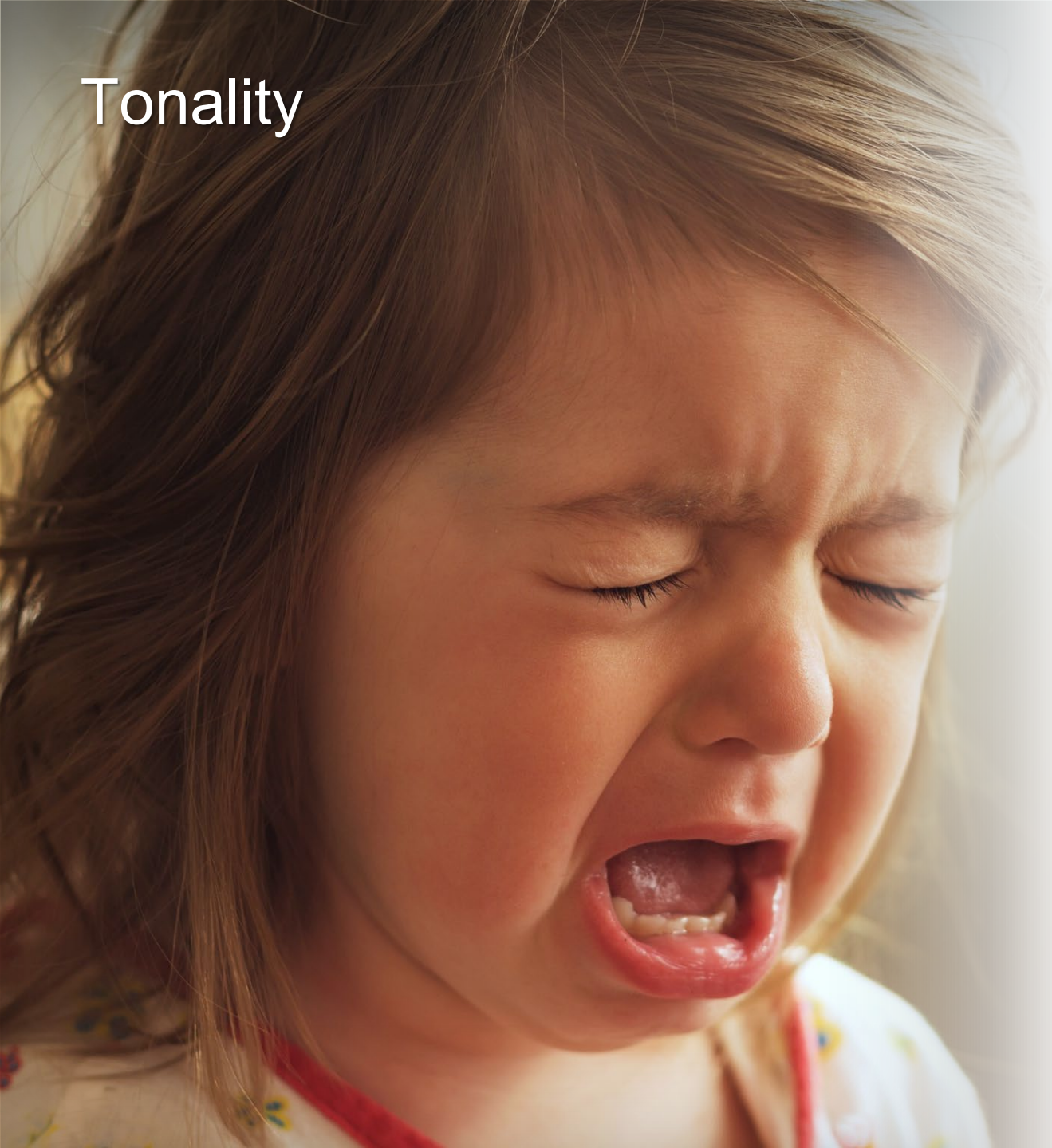
Branding moments



Brand assets



Tonality



Celebrities



Character interaction



Key creative drivers to take away with you:

- 1 Showcase don't shout**
- 2 People are paramount**
- 3 Utilise your brand assets**
- 4 Give audio a clear role**
- 5 Impact is in the timing**

