


The Power of Creativity

Paul Dyson, Co-founder,
accelero consulting

Follow the conversation 
#CrackingCreativity
@ThinkboxTV

thinkbox 

The Power of Creativity



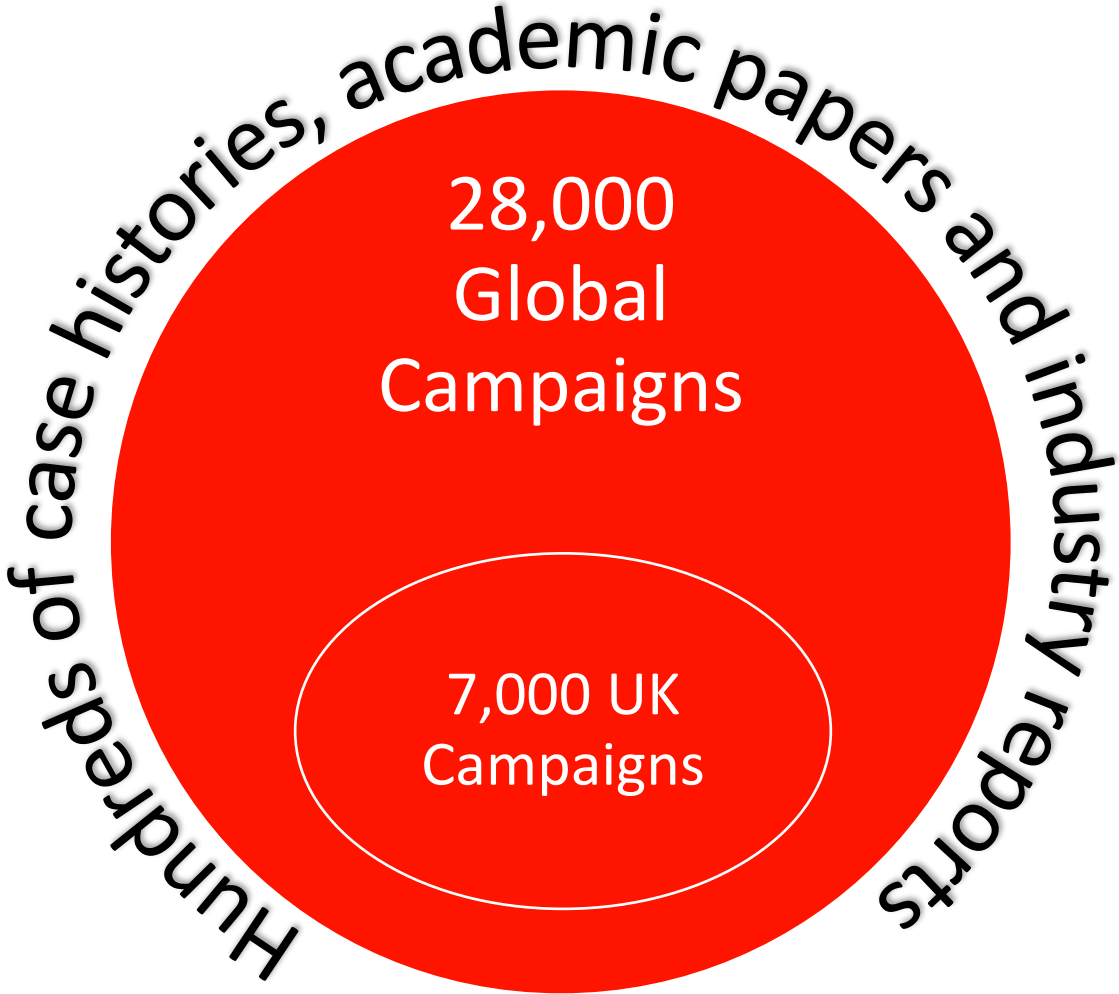
| Paul Dyson **Co-Founder**

Update drivers of advertising profitability using publicly available data

Top 10 Drivers of Advertising Profitability		
Rank	Factor	Profitability Multiplier
1	Brand Size	18
2	Creative quality	12
3	Budget setting across geographies	5
4	Budget setting across portfolios	3
5	Multimedia	2.5
6	Budget setting across variants	1.7
7	Cost/product seasonality	1.6
8	Brand v Product (Brand vs Performance)	1.4
9	Laydown/Phasing	1.15
10	Target Audience	1.1

Paul Dyson "Top 10 Drivers of Advertising Profitability" 2014

A META Analysis...



To measure Creativity we start with ROI

Return On Investment (ROI)

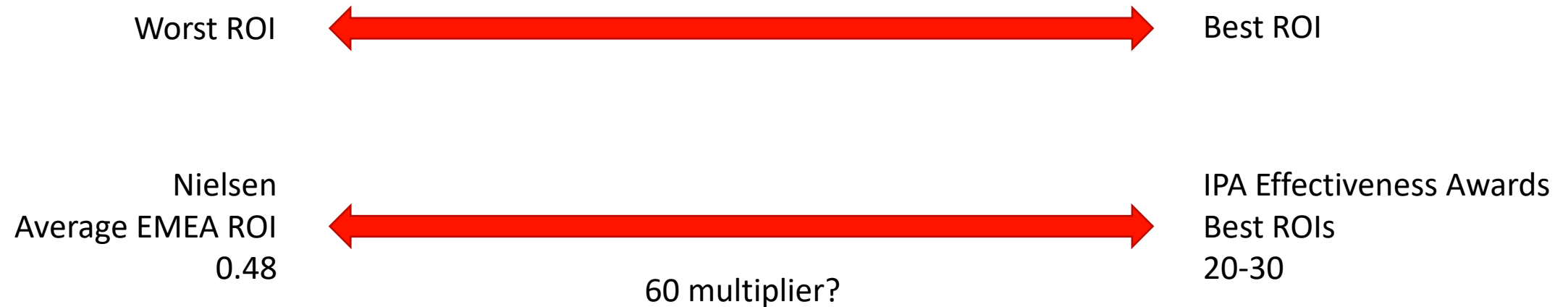
Revenue ROI (RROI):

$$\frac{\text{Media Generated Revenue}}{\text{Media Budget}}$$

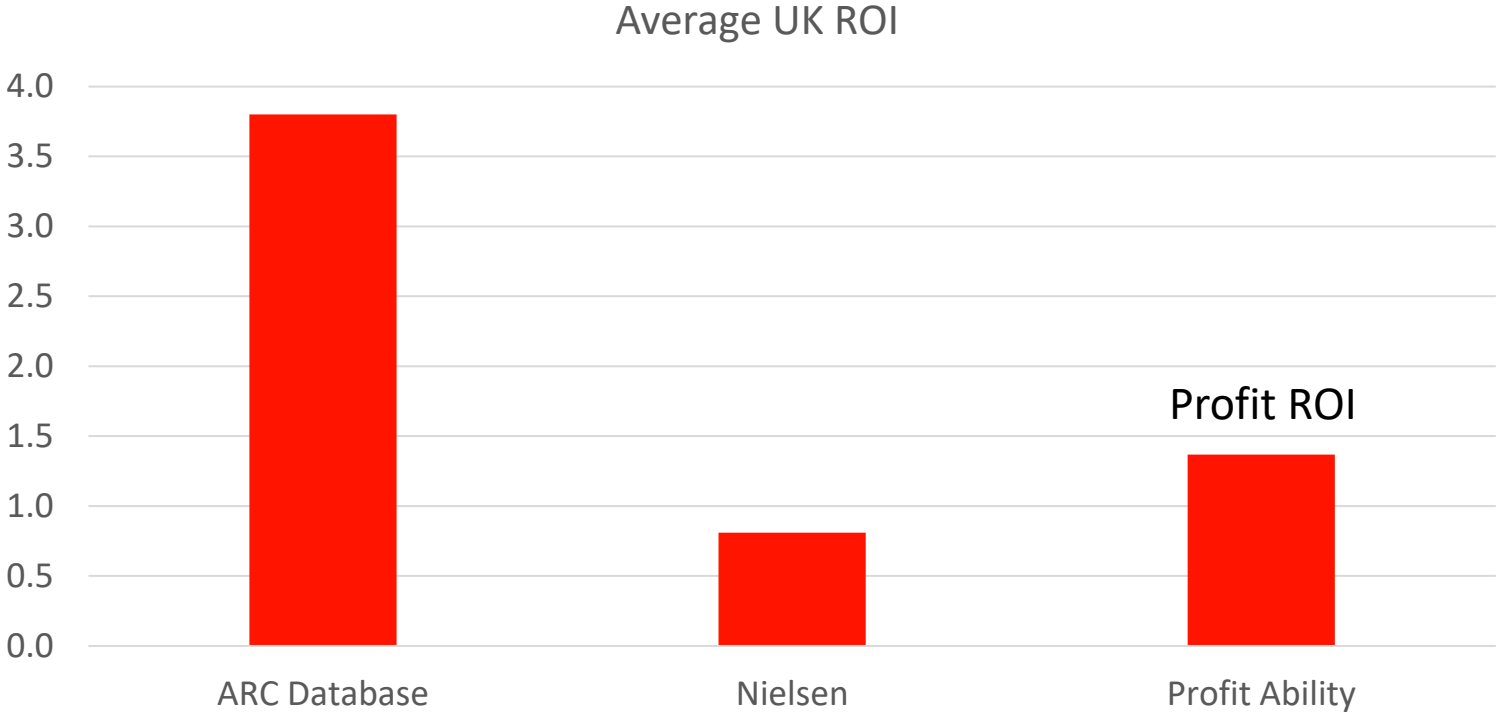
Profit ROI (PROI):

$$\frac{\text{Media Generated Profit}}{\text{Media Budget}}$$

How do you measure the power of creativity?

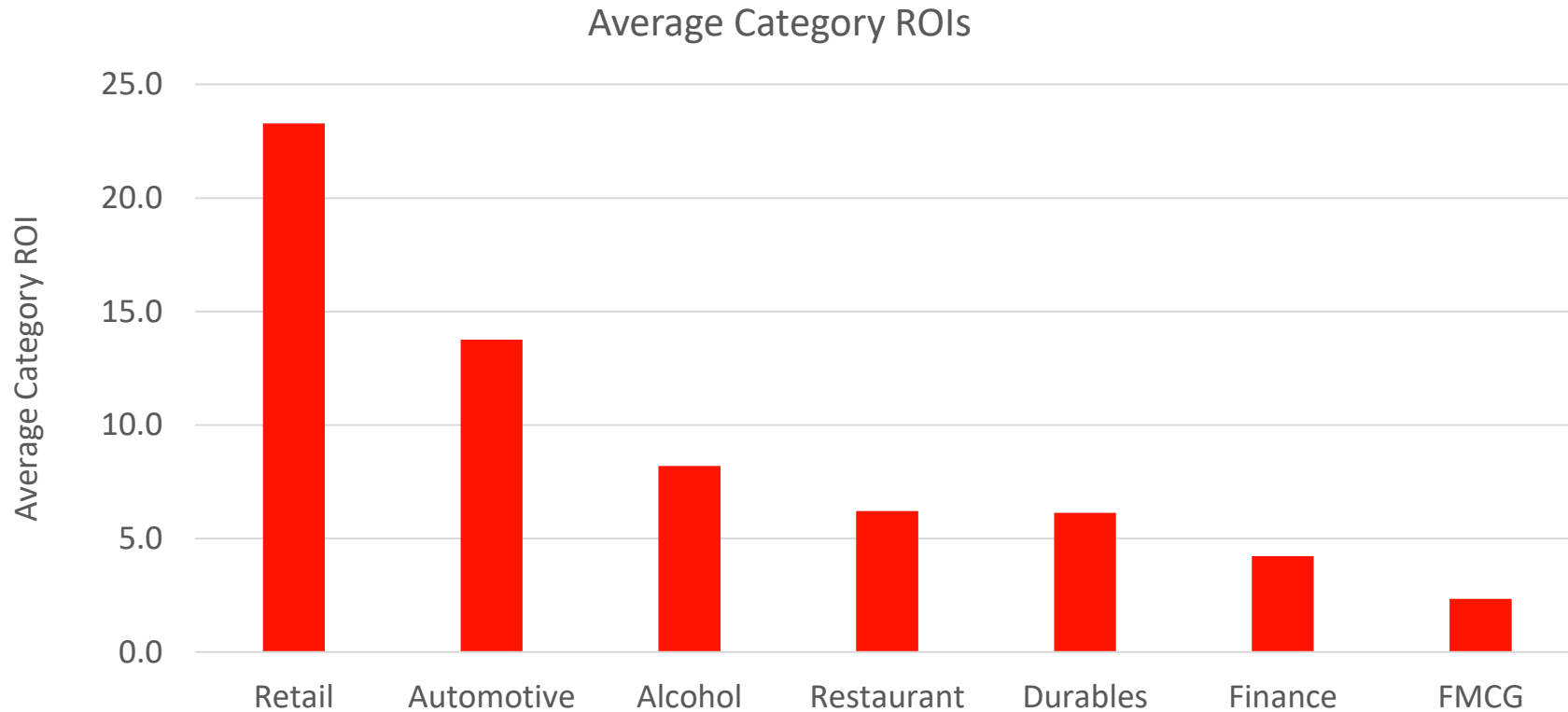


Average UK Revenue ROI around 4



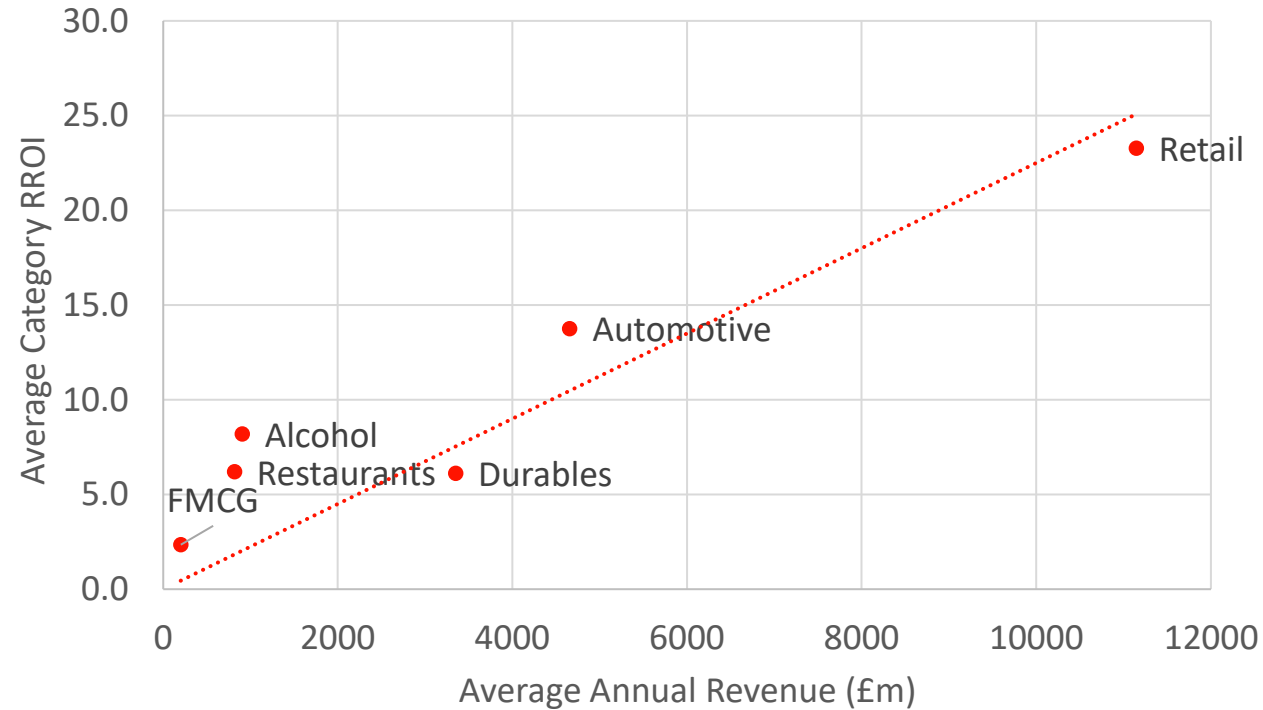
Based on 7,000 UK ROIs across 3 key studies

Retail, Automotive and Alcohol seem to do better than other categories...



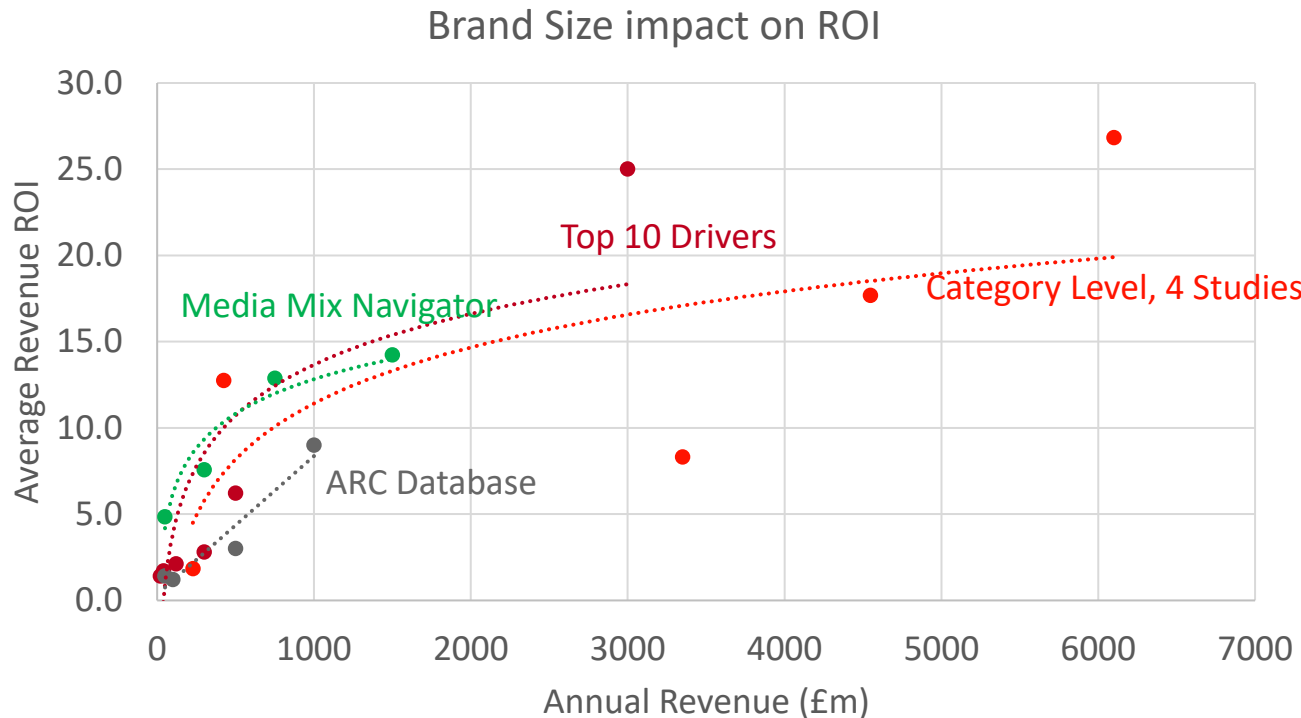
Based on 2,500 UK ROIs across 4 studies:
IPA Awards, Profit Ability, ARC Database, Media Mix Navigator

However, brand size is a key driver of category ROI



Based on 2,500 UK ROIs across 4 key studies

This relationship matches those published in other reports



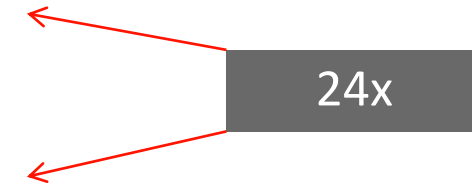
Brand size can easily impact ROI by a factor of 20+

Upto £1bn roughly £1 extra ROI per £100m revenue

Based on brand size analysis across: IPA Awards, Top 10 Drivers, Media Mix Navigator, ARC Database

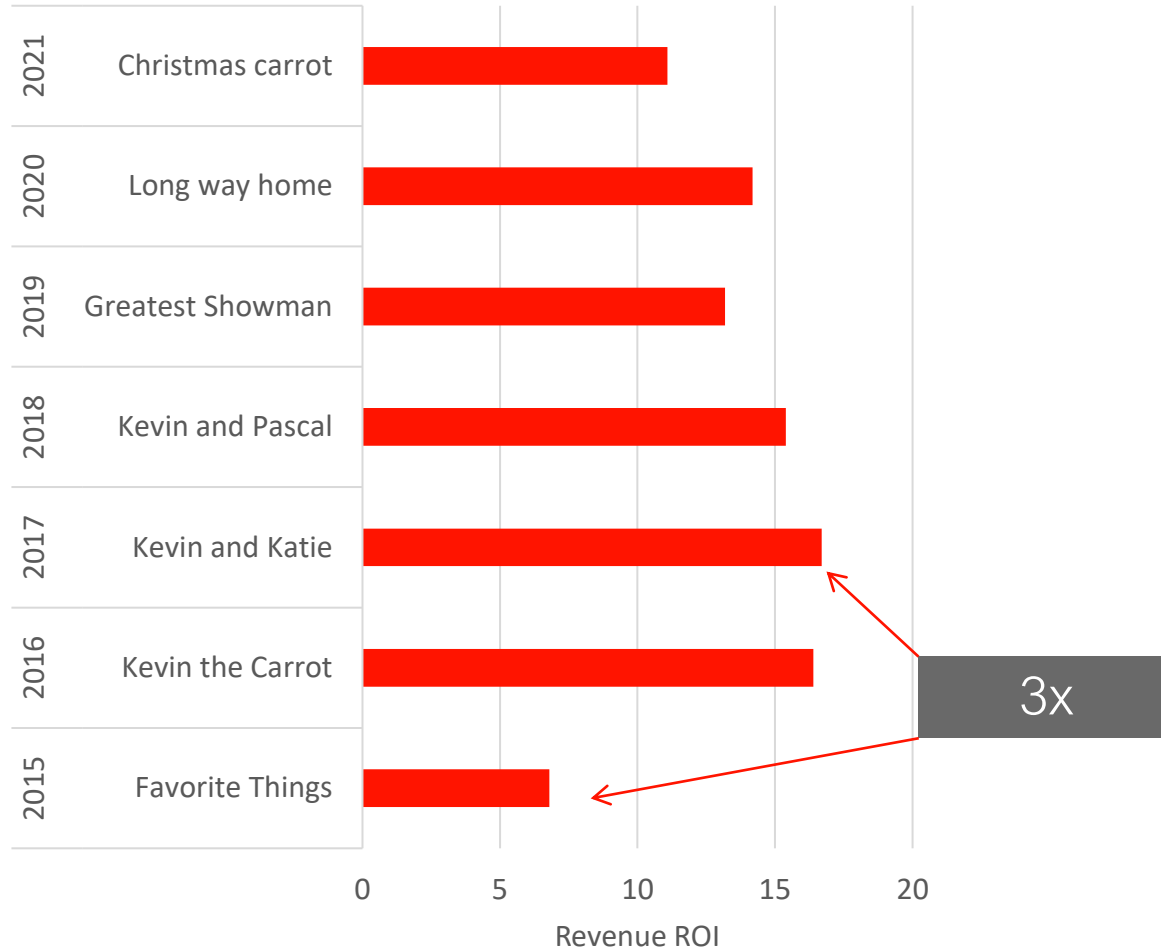
Look within brand to avoid brand size effect

Advertising	Spend (£m)	ROI
Campaign 1	1.59	0.12
Campaign 2	1.26	0.21
Campaign 3	0.03	2.86
Campaign 4	1.62	0.65
Campaign 5	0.65	2.79
Campaign 6	0.24	2.21
Campaign 7	1.29	0.23
Campaign 8	0.52	0.97
Campaign 9	1.18	1.38
Campaign 10	1.91	1.85
Campaign 11	0.70	1.43

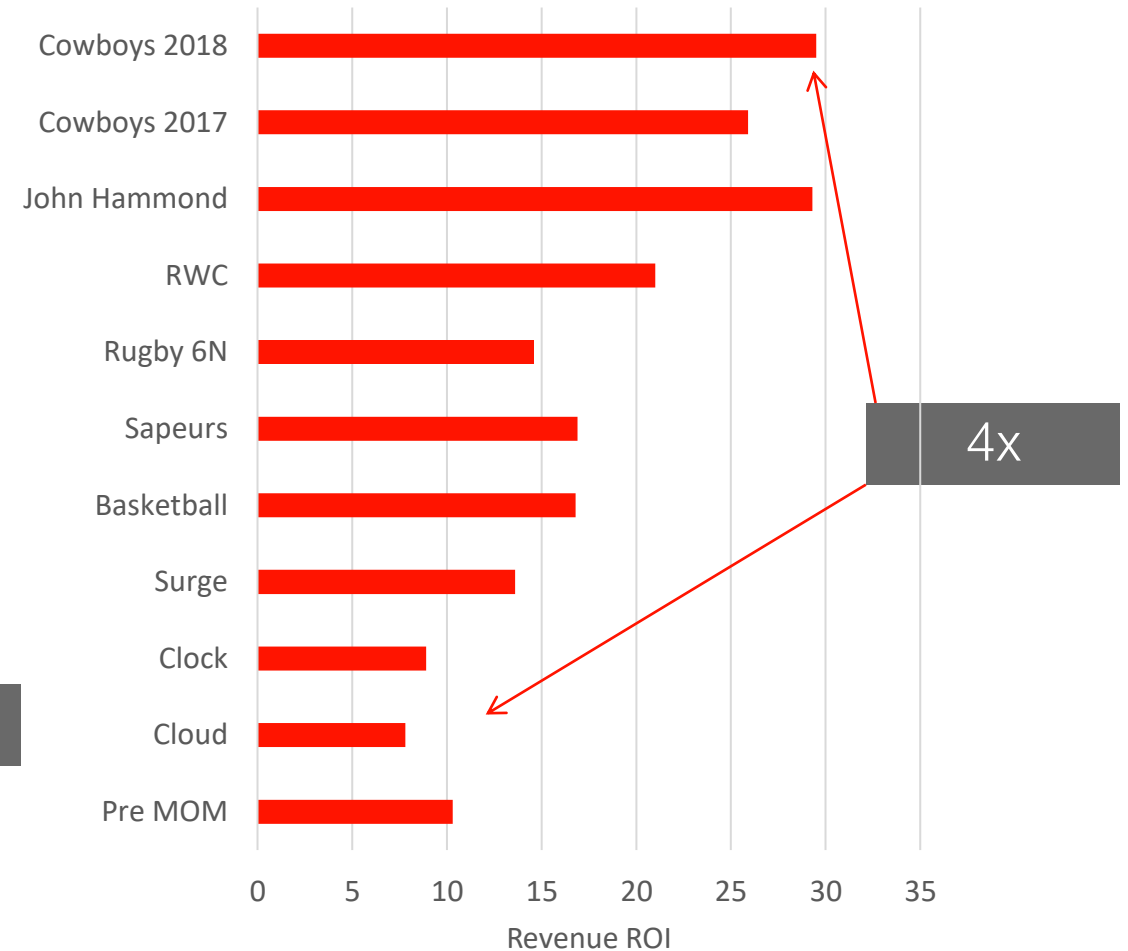


Some great examples in the IPA awards

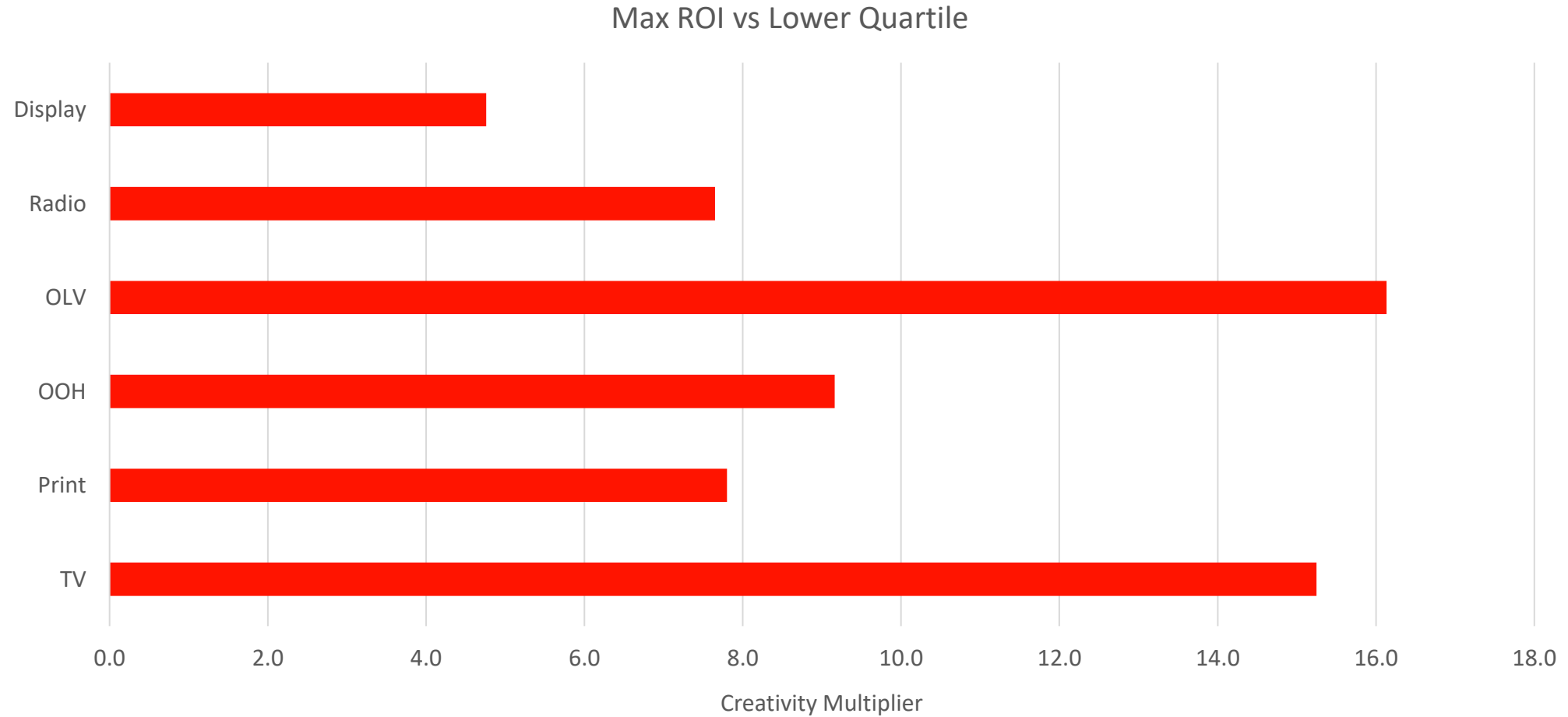
Aldi - Kevin the Carrot



Guinness - Made of More



Video seems to have the biggest creative multiplier



Brand vs Performance



Adrian Langford • 2nd

Director of Strategy and Planning at Jaywing

2mo ...

Very valuable analysis, though I suspect [Les Binet](#) and others would reckon the 1.4 multiplier for getting the brand/performance ratio optimised is wildly below reality. I'll check the original source.

Like · 2 | Reply · 3 Replies

Load previous replies



Les Binet • 1st

Group Head of Effectiveness at adam&eveDDB

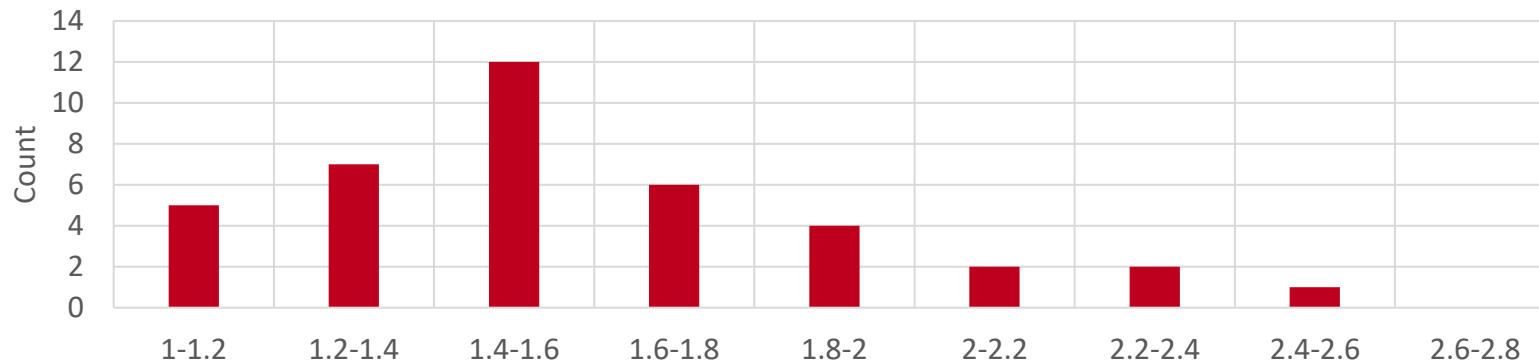
2mo ...

Actually that 1.4 ratio is not far off what we say in *The Long & The Short of It*. A recent summary of evidence from controlled tests suggested a ratio of about 2, but with a lot of variation.

Our research suggested that great creative can boost efficiency by a factor of 11. Very similar to the 12 shown here.

Like · 4 | Reply

Brand v Performance multiplier



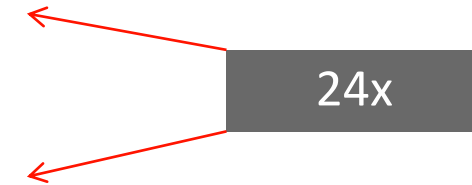
Best vs Worse Multiplier

Update

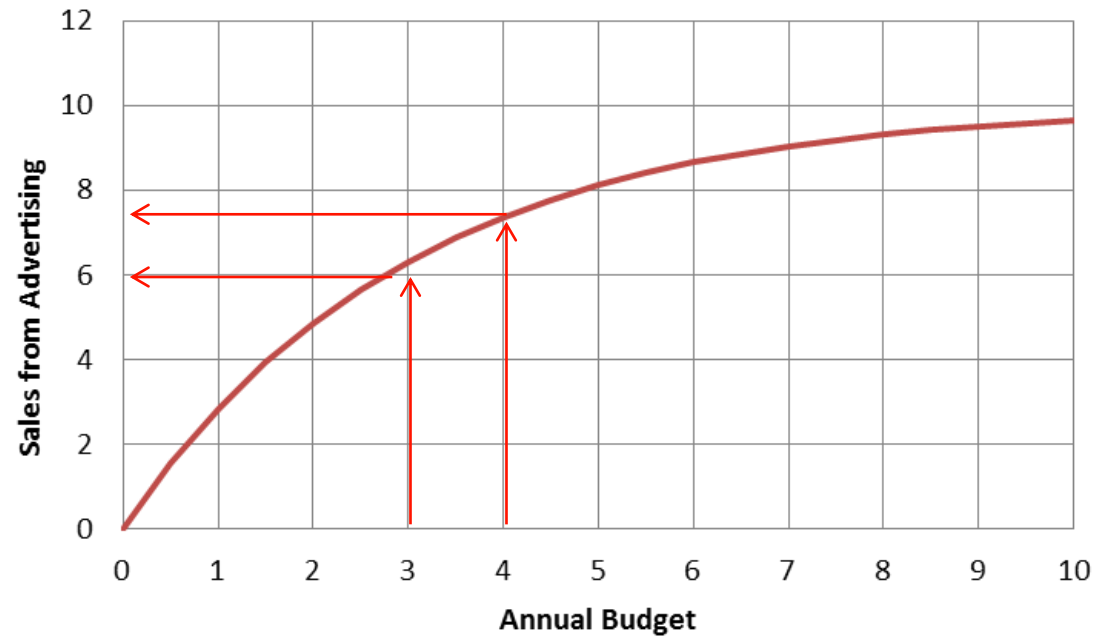
Top 10 Drivers of Advertising Profitability		
Rank	Factor	Profitability Multiplier
1	Brand Size	20
2	Creative quality	12
3	Budget setting across geographies	5
4	Budget setting across portfolios	3
5	Multimedia	2.5
6	Brand vs Performance	2
7	Budget setting across variants	1.7
8	Cost/product seasonality	1.6
9	Laydown/Phasing	1.15
10	Target Audience	1.1

Look within brand to avoid brand size effect

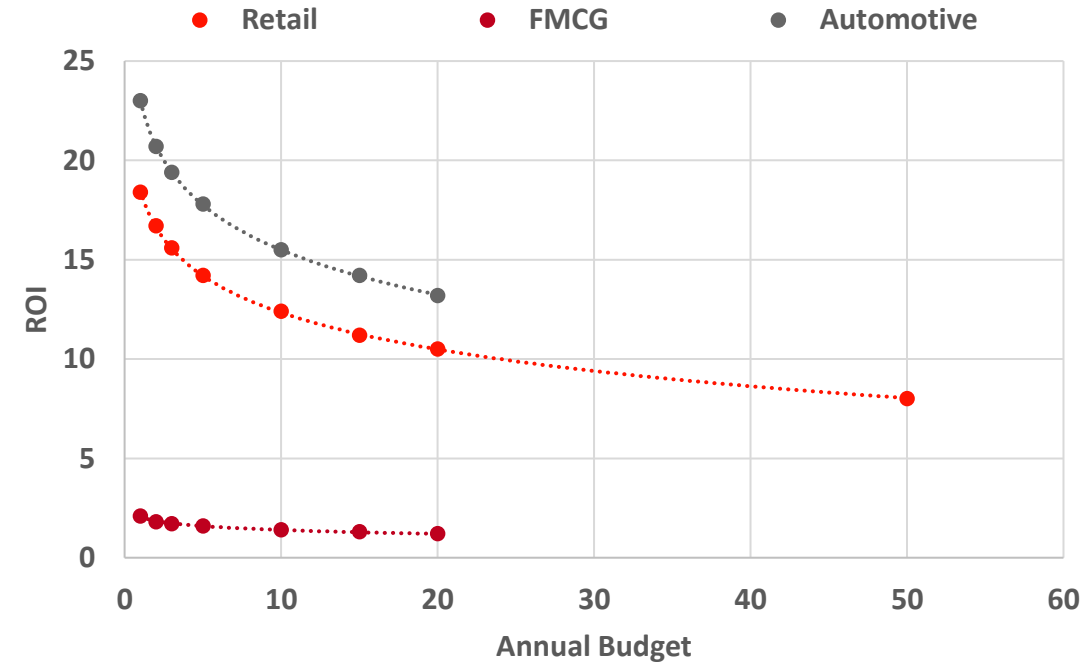
Advertising	Spend (£m)	ROI
Campaign 1	1.59	0.12
Campaign 2	1.26	0.21
Campaign 3	0.03	2.86
Campaign 4	1.62	0.65
Campaign 5	0.65	2.79
Campaign 6	0.24	2.21
Campaign 7	1.29	0.23
Campaign 8	0.52	0.97
Campaign 9	1.18	1.38
Campaign 10	1.91	1.85
Campaign 11	0.70	1.43



There is another key driver of ROI - media budget



Practitioners agree advertising experiences diminishing returns...

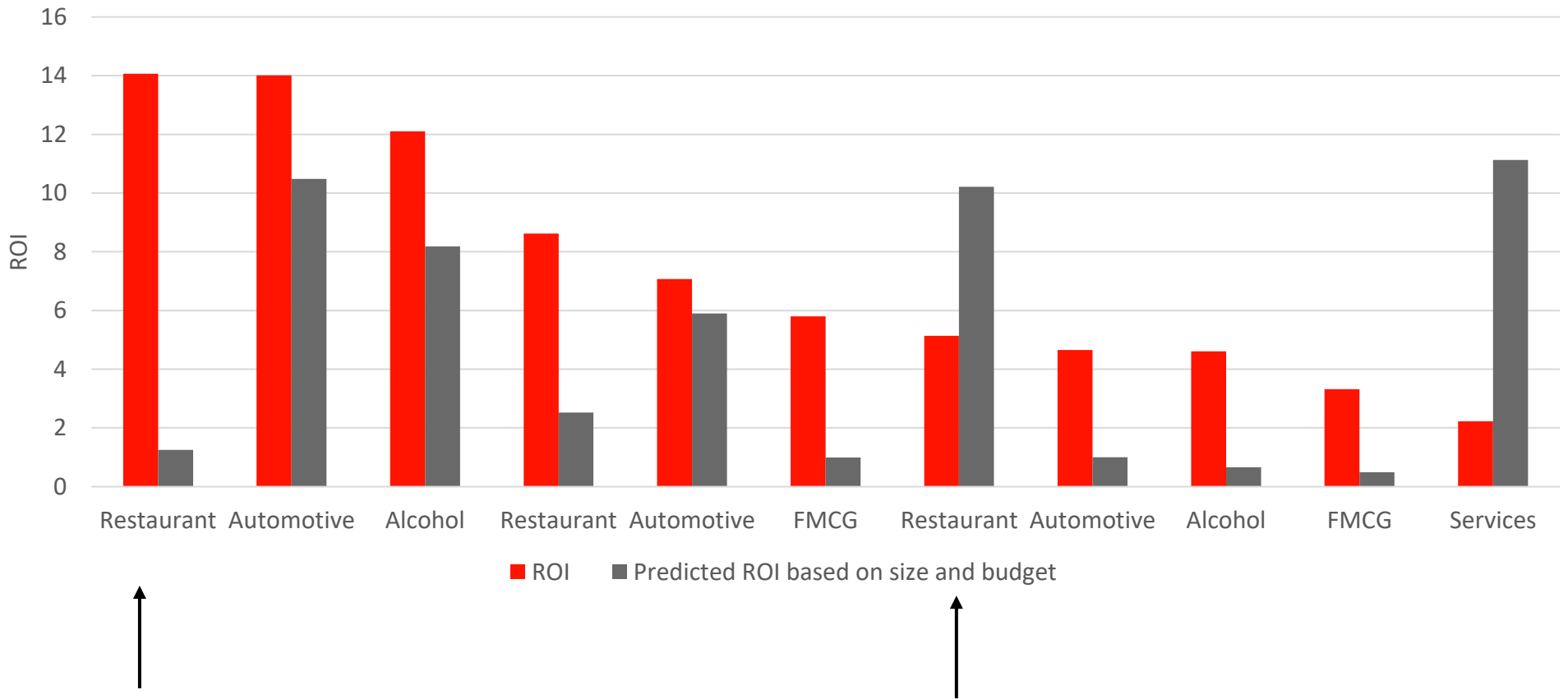


...this means ROIs drop as budgets increase

Brand size and diminishing returns have important implications for understanding the impact of creativity on ROI

Expected ROI	Brand Size (£m)					
	Budget	100	200	300	500	1000
1%	1.3	2.7	3.9	6.2	11.7	20.0
2%	1.2	2.4	3.4	5.5	10.0	16.7
3%	1.1	2.2	3.2	5.0	9.0	14.7
4%	1.0	2.1	3.0	4.7	8.3	13.3
5%	1.0	2.0	2.9	4.4	7.8	12.2
10%	0.9	1.7	2.4	3.6	6.1	8.9

We can calculate a predicted ROI based on brand size and media budget



After looking at all the published evidence, it is clear that creativity is still, by some way, the biggest lever at a marketer's disposal

Top 3 Drivers of Advertising Profitability		
Rank	Factor	Profitability Multiplier
1	Brand Size	20
2	Creative quality	12
3	Budget setting across geographies	5

Thank you!

©accelero 2020

Creative drivers of effectiveness

Rosie Pritchard, Senior Research Executive,
Neuro-Insight

Follow the conversation 
#CrackingCreativity
@ThinkboxTV

thinkbox 

Creative Drivers of Effectiveness



thinkbox

Rosie Pritchard, Neuro-Insight

Creative Drivers of Effectiveness (2016)

A lot has changed since then...



90%
OF ALL DECISIONS
ARE MADE IN THE
SUBCONSCIOUS





NEURO-INSIGHT™

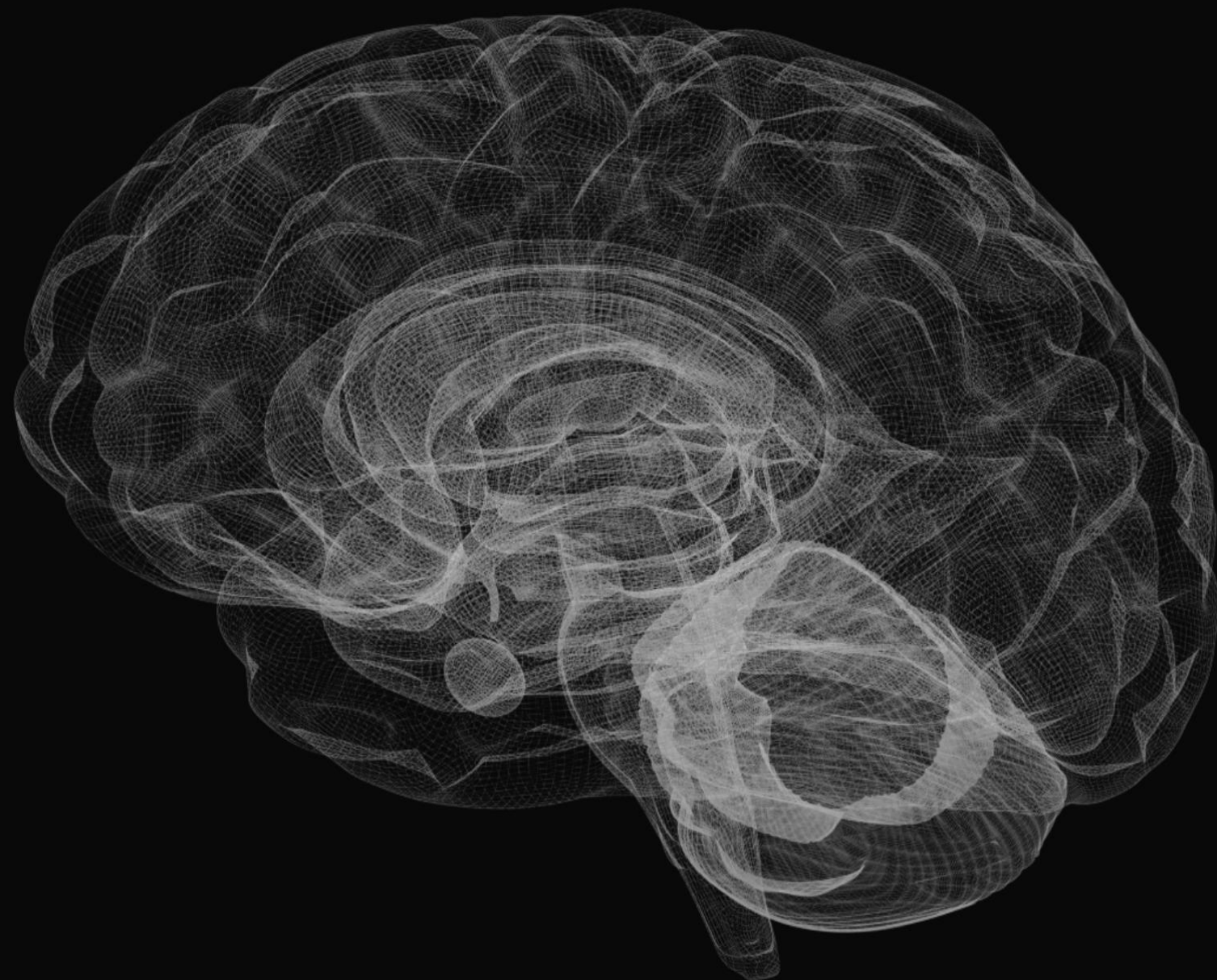
We measure electrical brain activity using:

Steady

State

Topography



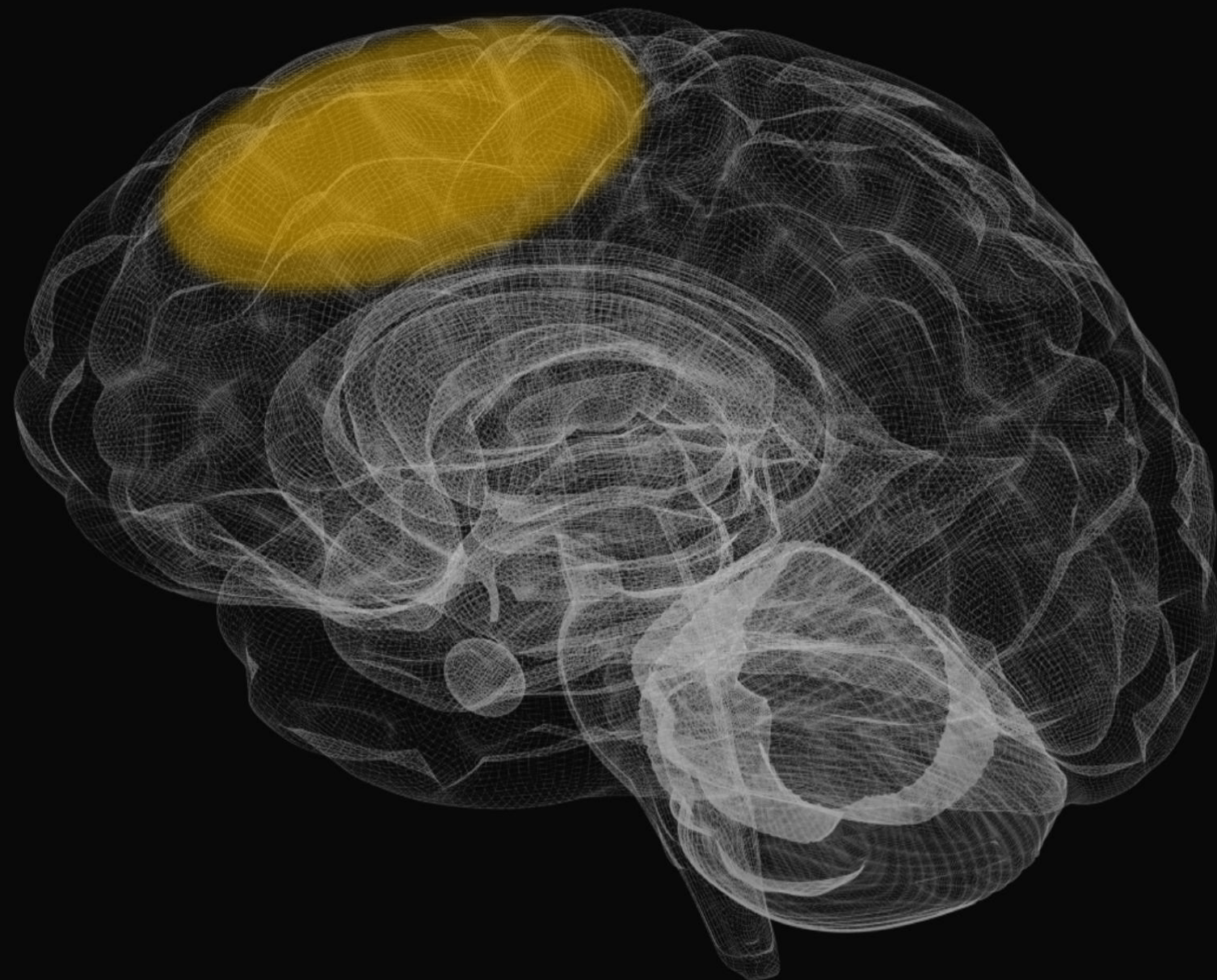


LONG-TERM MEMORABILITY

PERSONAL RELEVANCE

EMOTIONAL IMPACT

EMOTIONAL APPEAL



LONG-TERM MEMORABILITY

PERSONAL RELEVANCE

EMOTIONAL IMPACT

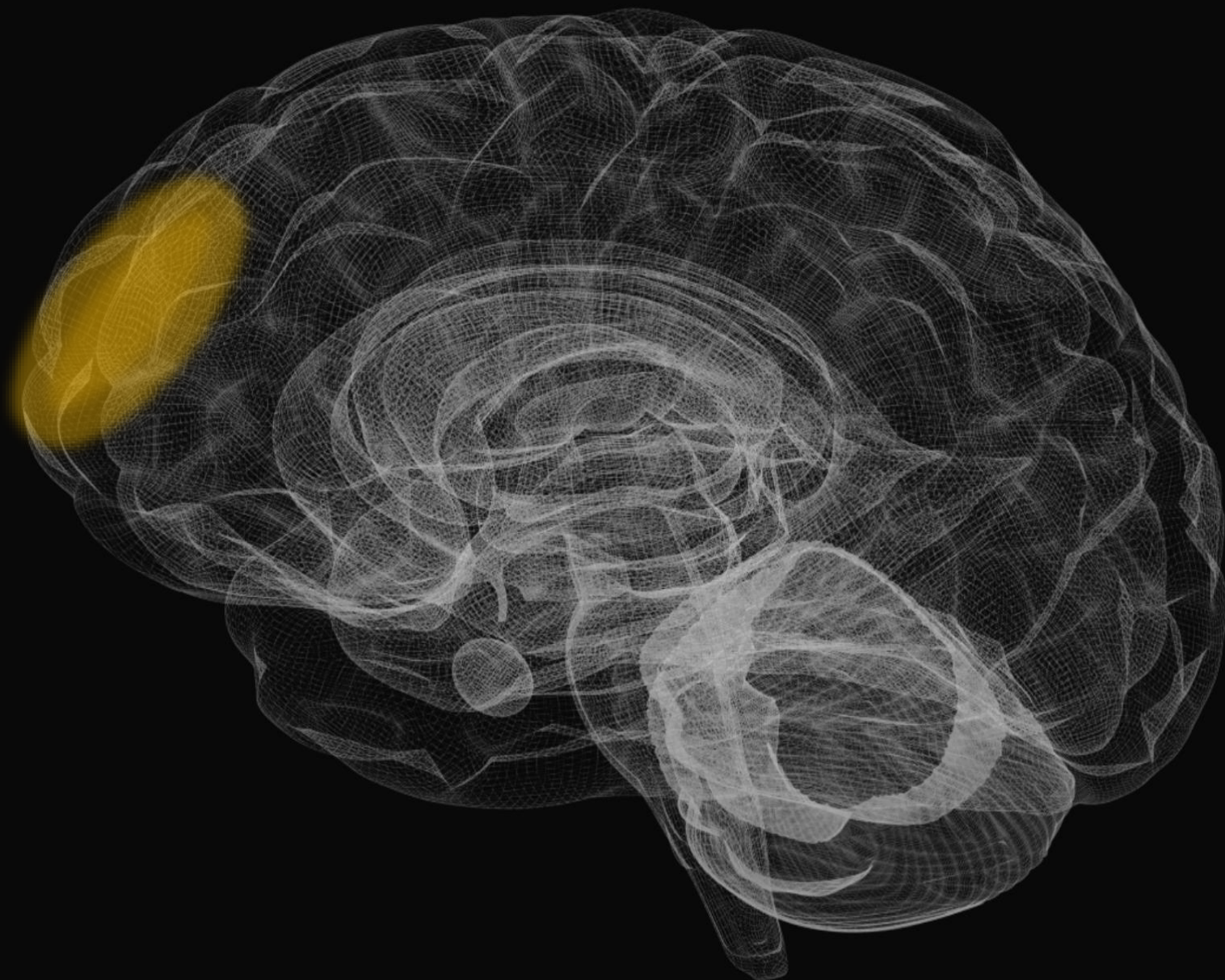
EMOTIONAL APPEAL

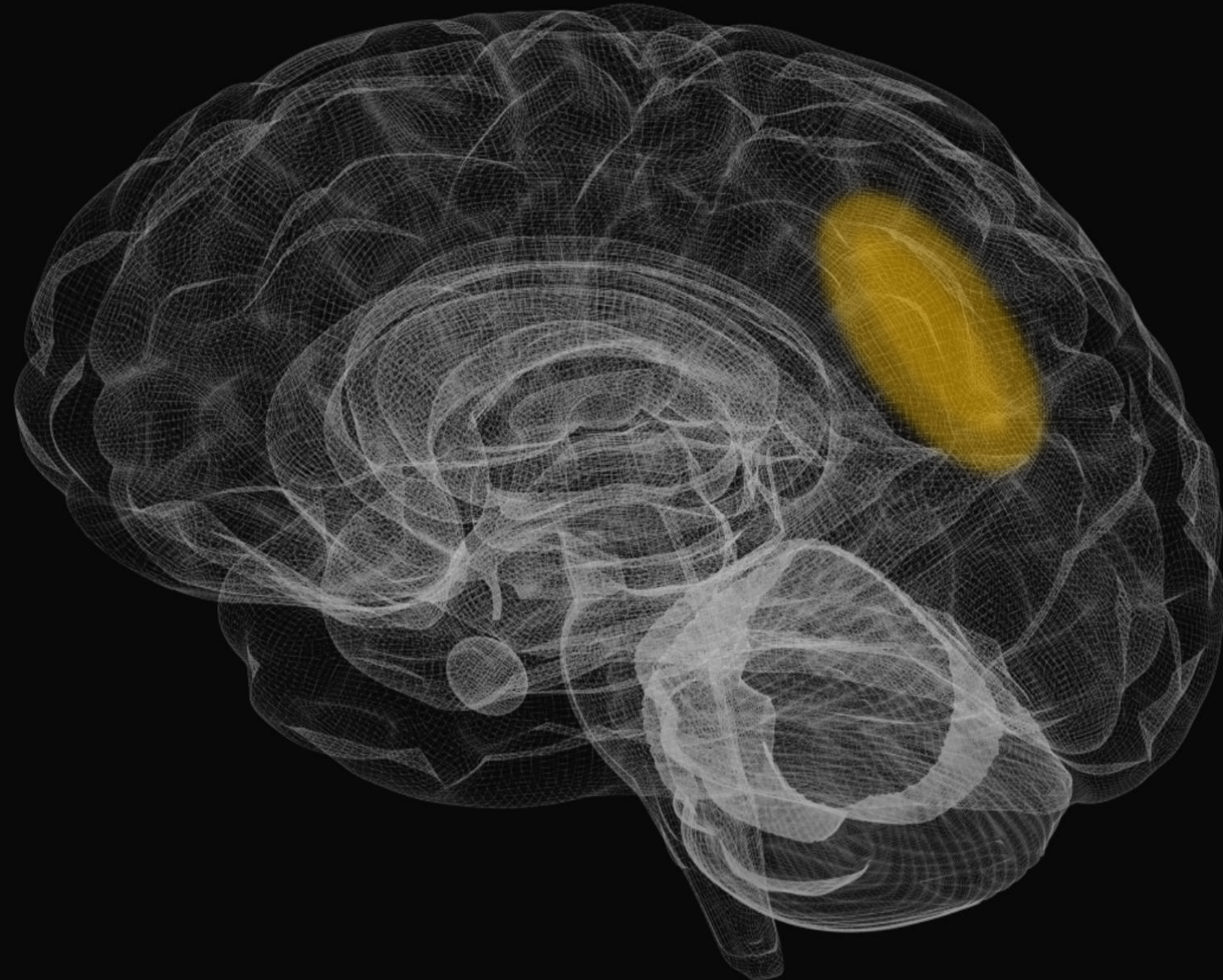
LONG-TERM MEMORABILITY

PERSONAL RELEVANCE

EMOTIONAL IMPACT

EMOTIONAL APPEAL



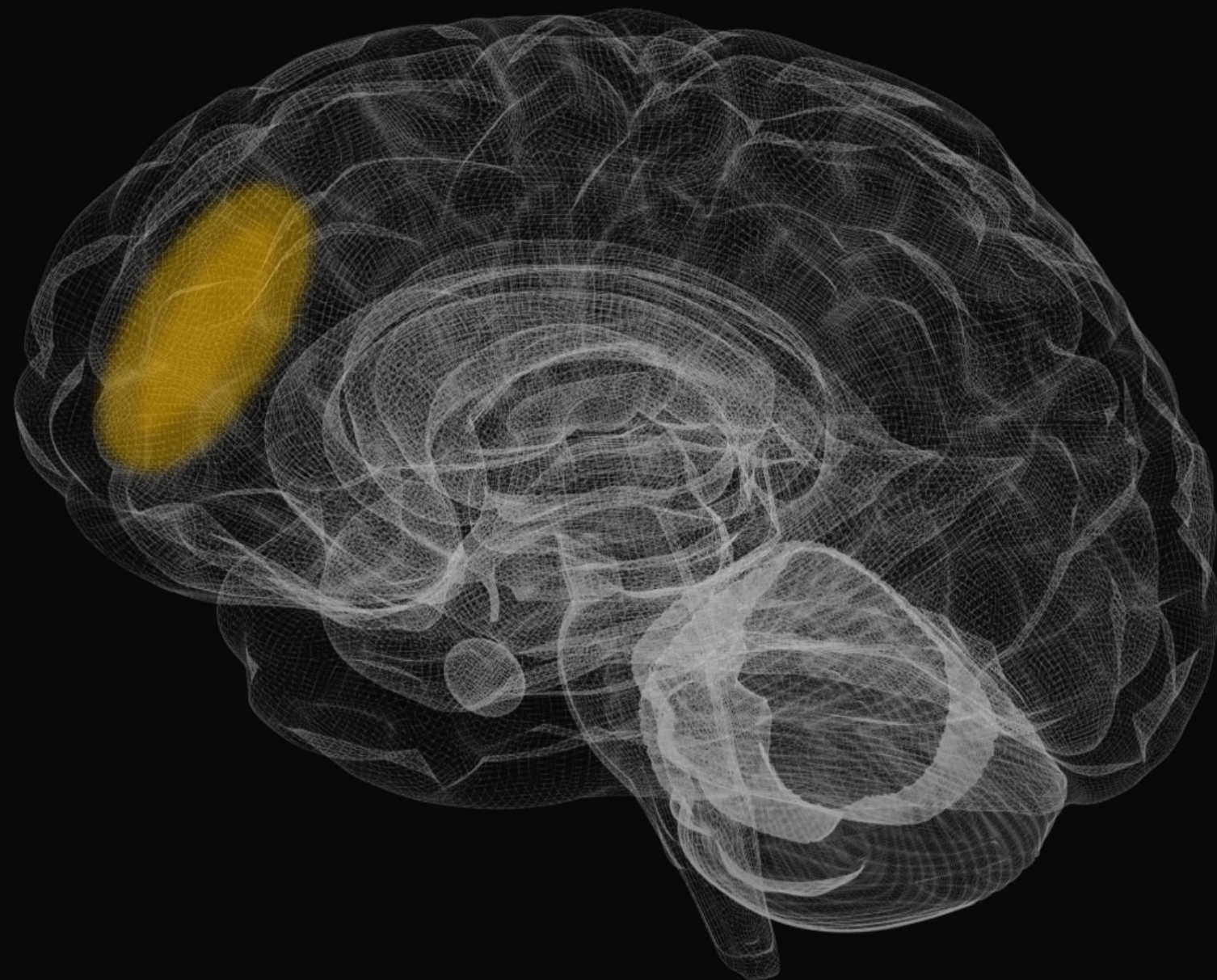


LONG-TERM MEMORABILITY

PERSONAL RELEVANCE

EMOTIONAL IMPACT

EMOTIONAL APPEAL



LONG-TERM MEMORABILITY

PERSONAL RELEVANCE

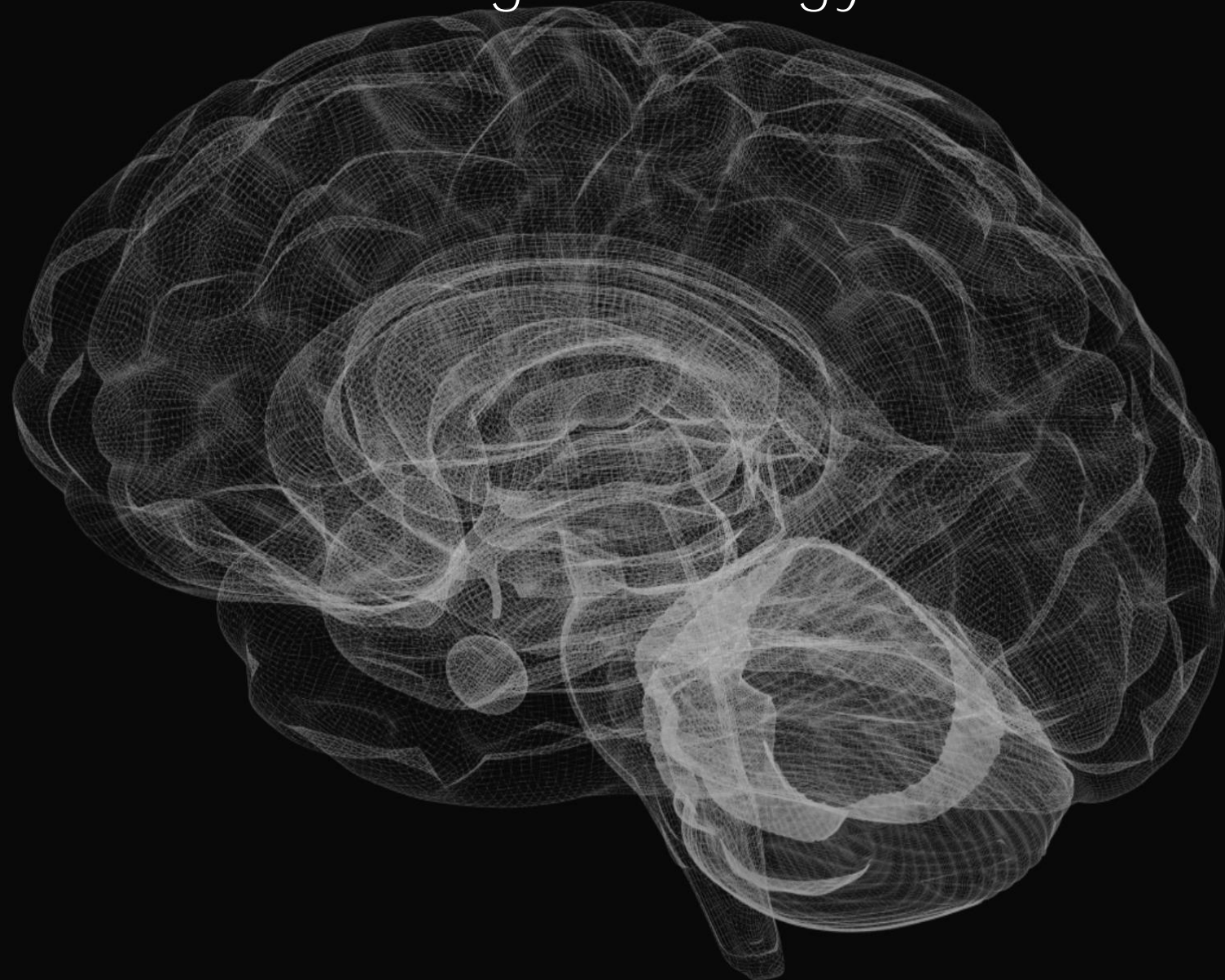
EMOTIONAL IMPACT

EMOTIONAL APPEAL

SST™ is the most powerful neuro-marketing technology

86%

Linkage to in-store sales



Creative contributes to 47% of sales

So, understanding of key creative drivers is crucial.



We coded 150 UK ads against a range of creative variables

Ads were included from 2019-2023





Actors



Animals



Brand assets



Brand colour



Branding moments



Category



Celebs



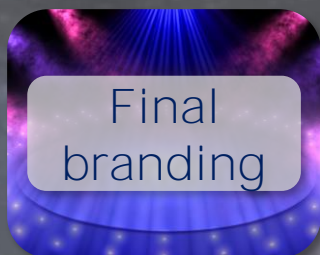
Children



Duration



Early branding



Final branding



Interaction



Music



Product role



Real people



Sonic branding



Story type



Style



Tonality

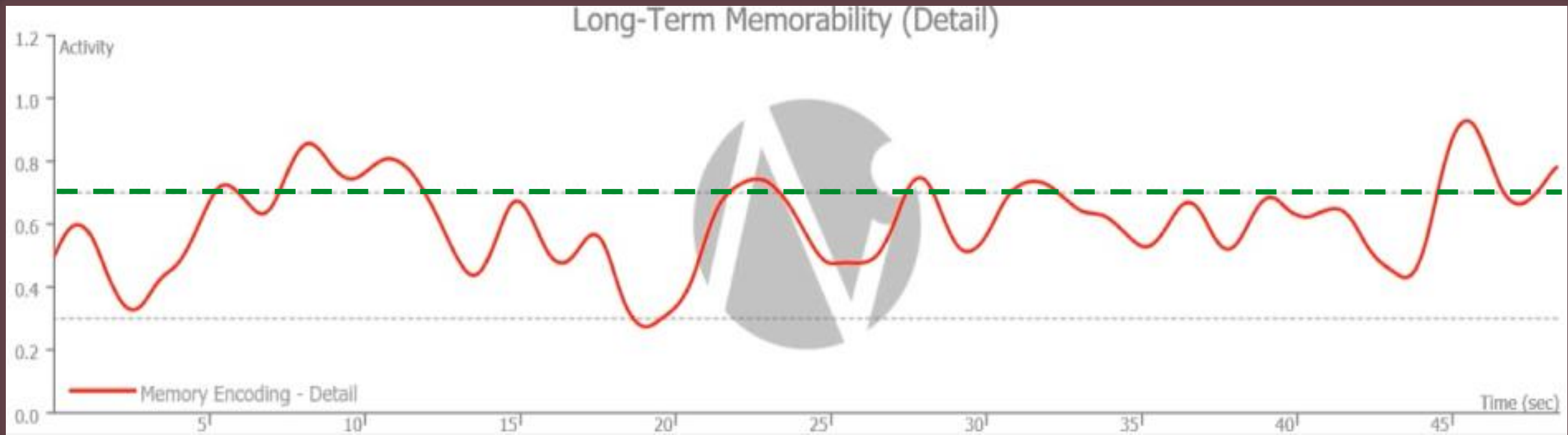


Verbal branding

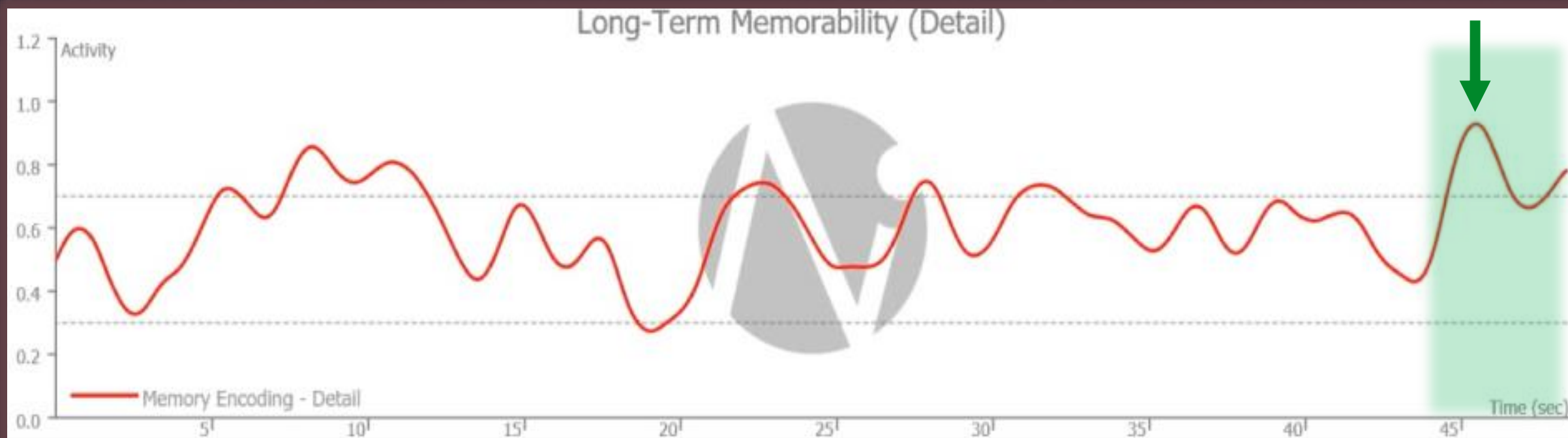


Visual branding

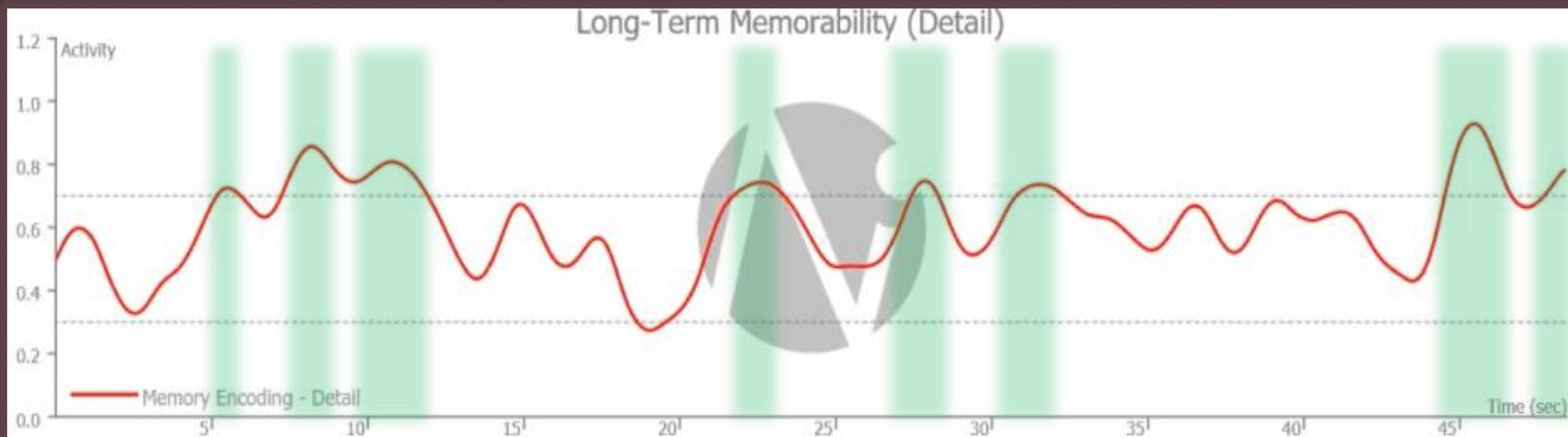
Statistical analysis was conducted on each variable



Statistical analysis was conducted on each variable



Statistical analysis was conducted on each variable



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



From this 5 big conclusions were seen...



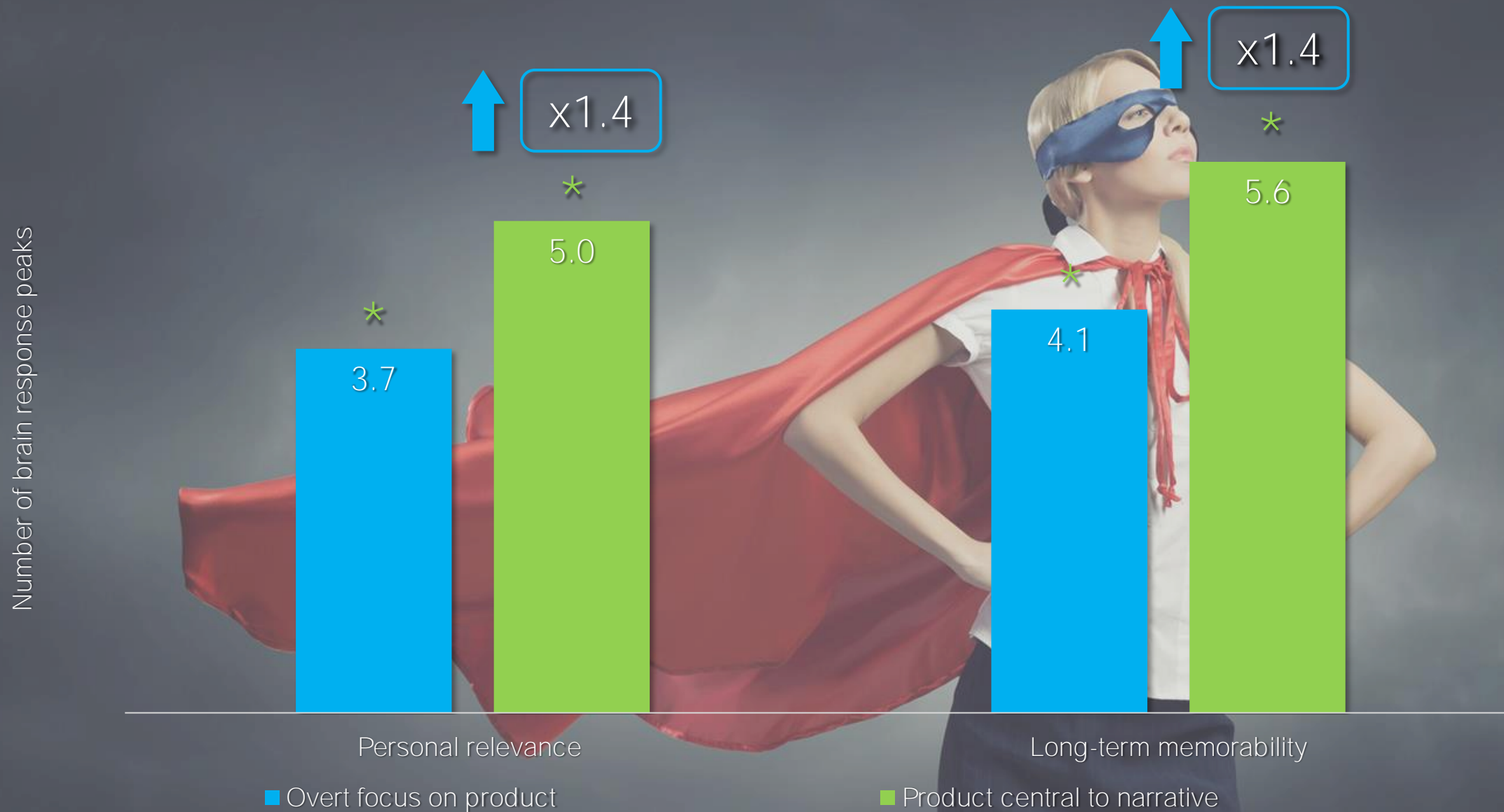
- 1 **Showcase don't shout**
- 2 People are paramount
- 3 Utilise your brand assets
- 4 Give audio a clear role
- 5 Impact is in the timing



1. Showcase your product, don't shout



1. Weave your product into the narrative

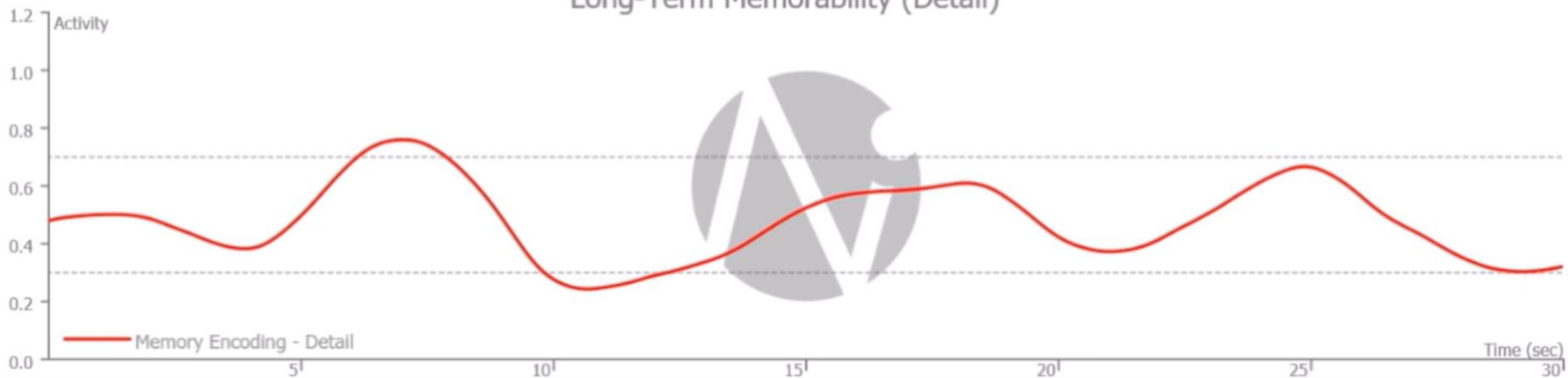


SAMSUNG

Accessory sold separately

Samsung Galaxy S4 - Boarding TVC
All Viewers

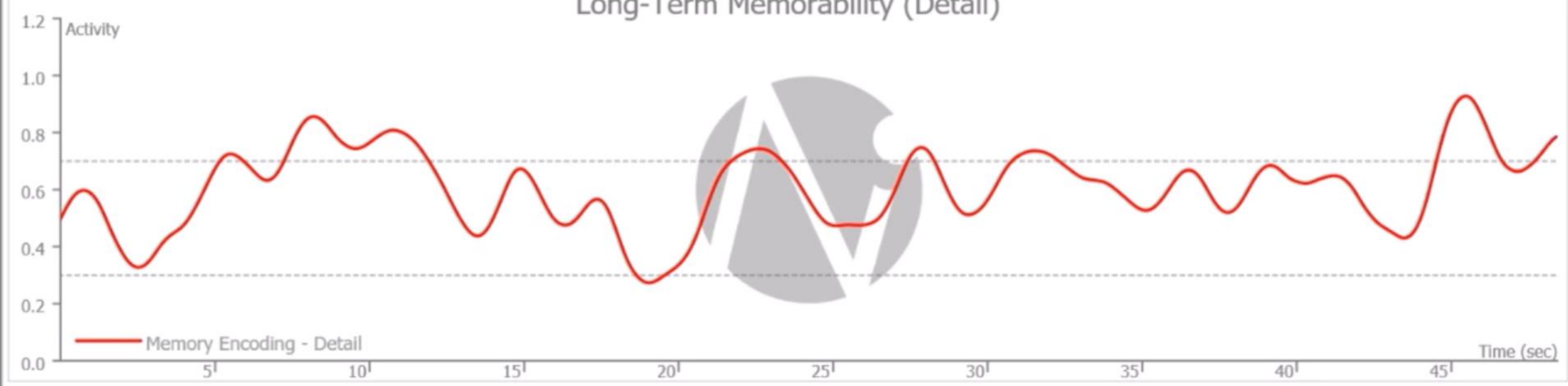
Long-Term Memorability (Detail)





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



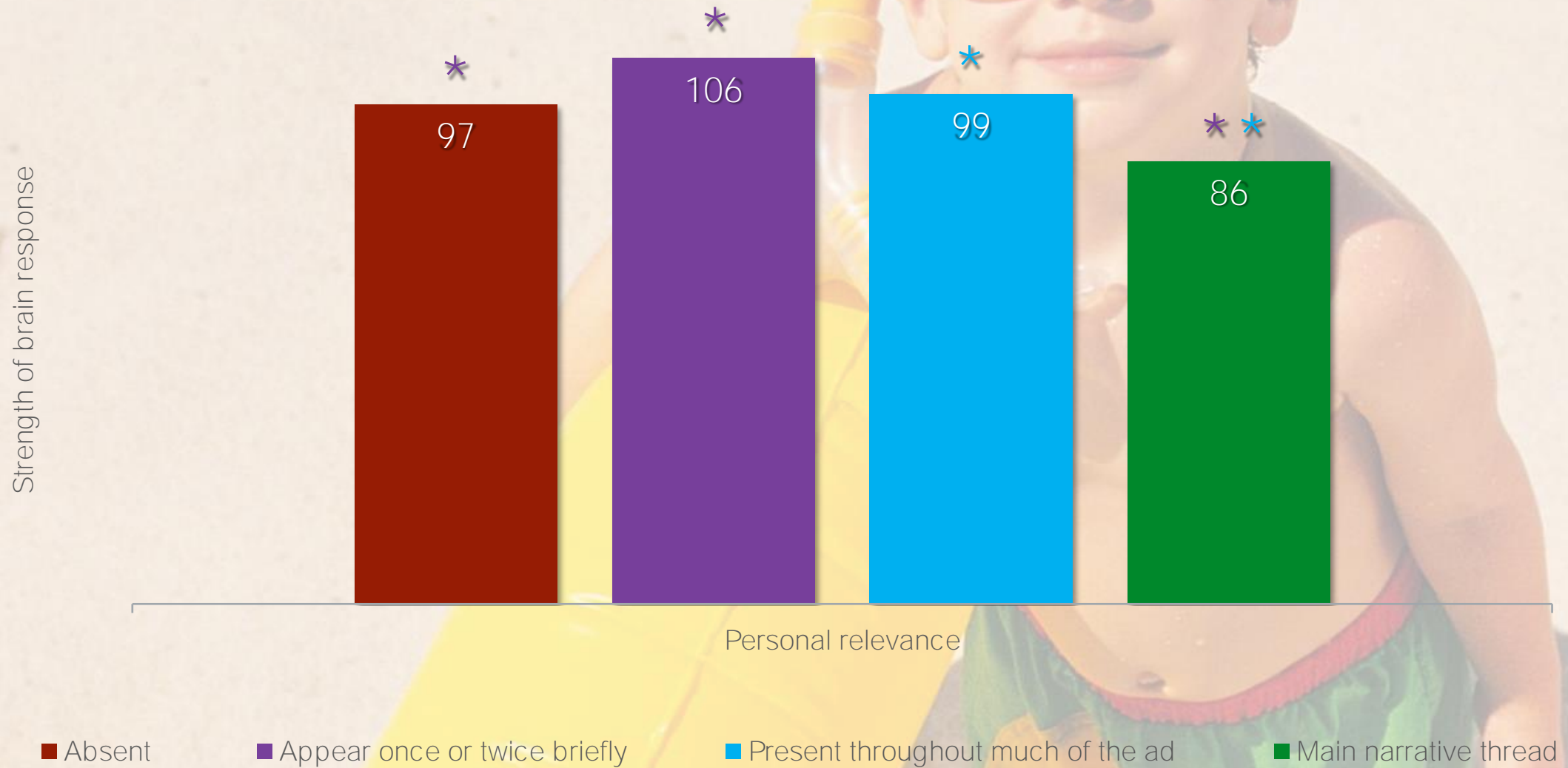
Personal relevance



Long-term
memorability



2. Children can be polarising



3. Utilise your brand assets



3. Integrating brand colours is subtle but effective



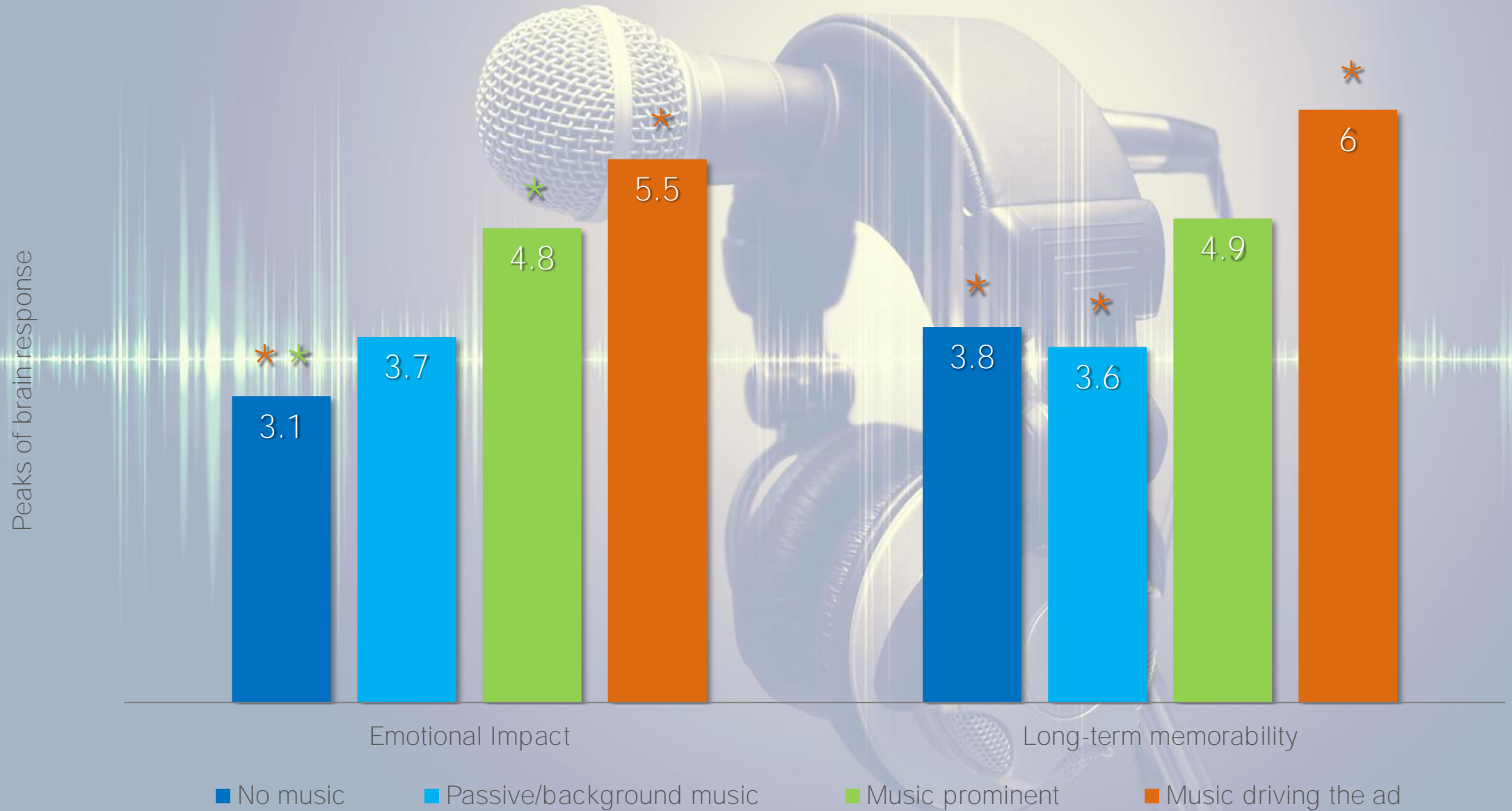
A green rounded square containing a white icon of a heart with a keyhole and a key inserted. To the right of the icon is the text '+9%'. Below the icon and text is the text 'Emotional Impact'.



4. Give audio a clear role



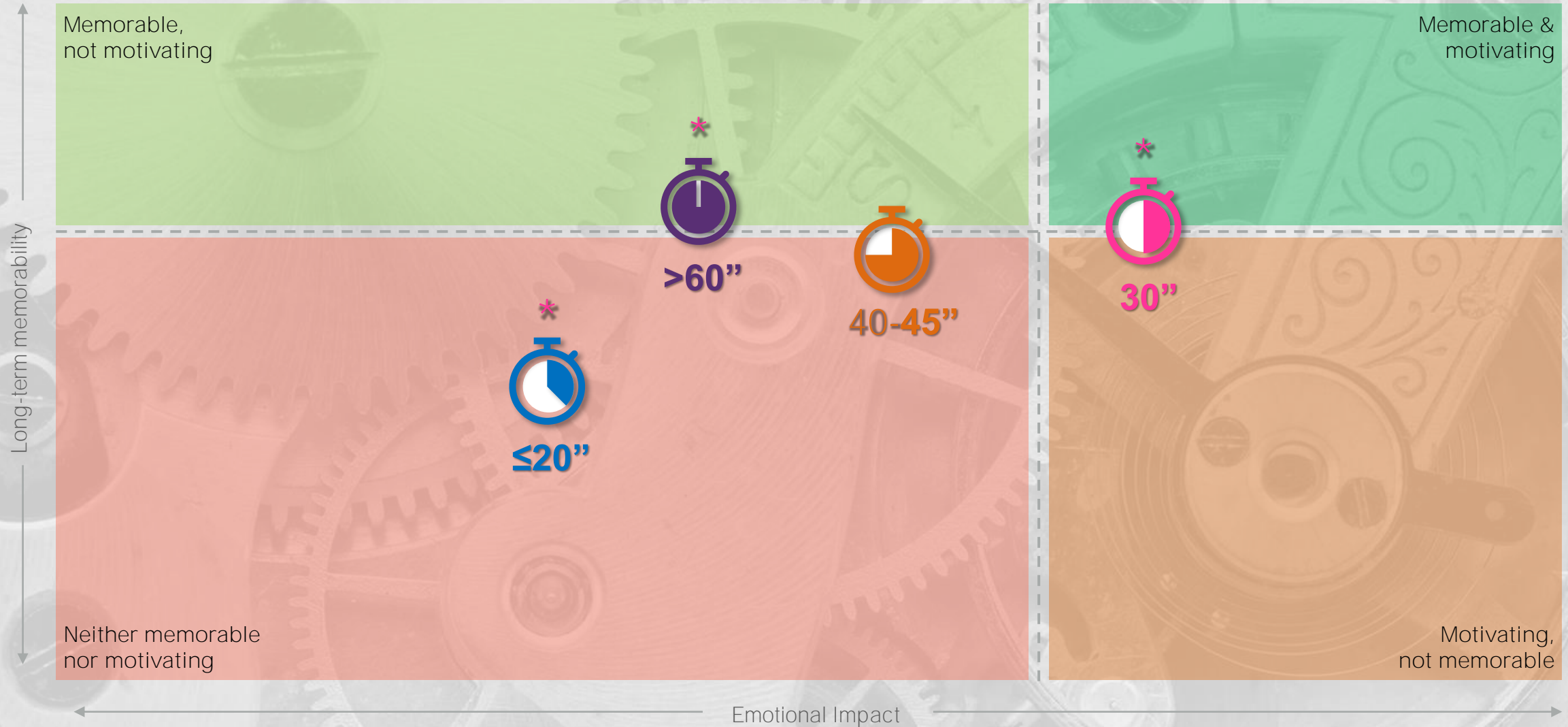
4. Use music to drive the action



5. Impact is in the timing



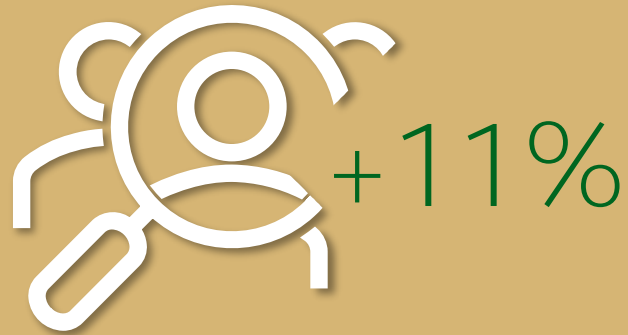
5. 30 second ads deliver the greatest impact



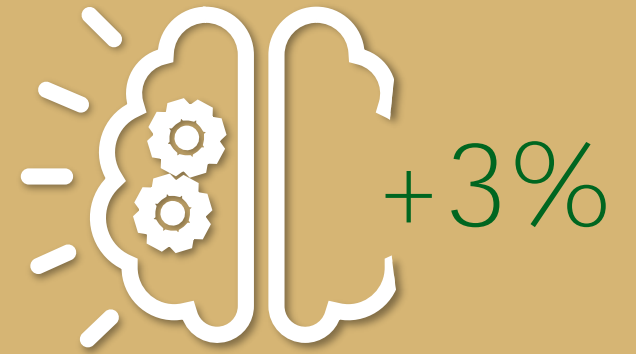
5. Having final branding on screen for longer (3+ seconds) drives the strongest impact



Emotional Impact



Personal relevance



Long-term
memorability

This is due to conceptual closure...

Conceptual closure is a subconscious processing pause

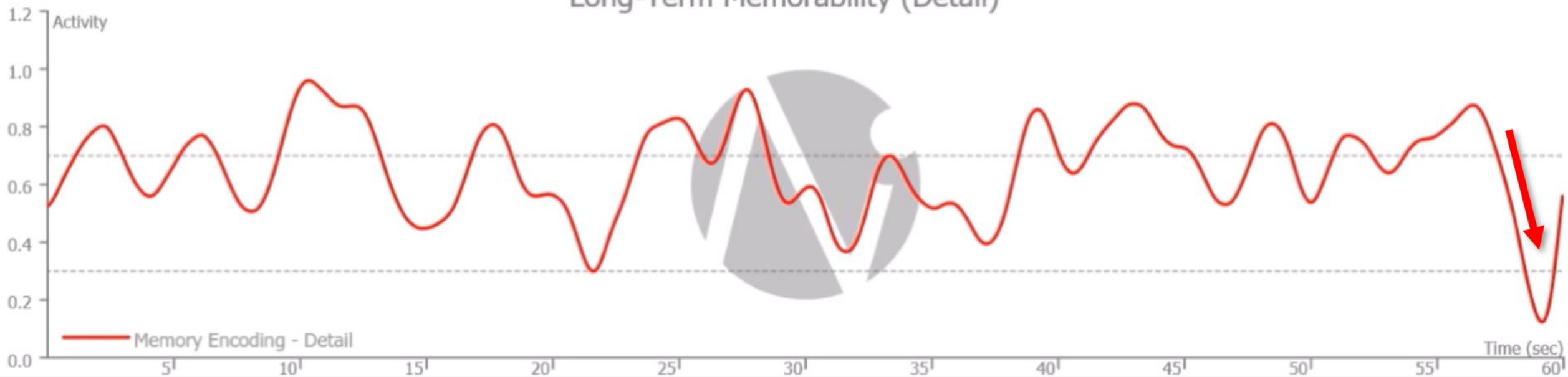


 HYUNDAI



Hyundai - Lift TVC
All Viewers

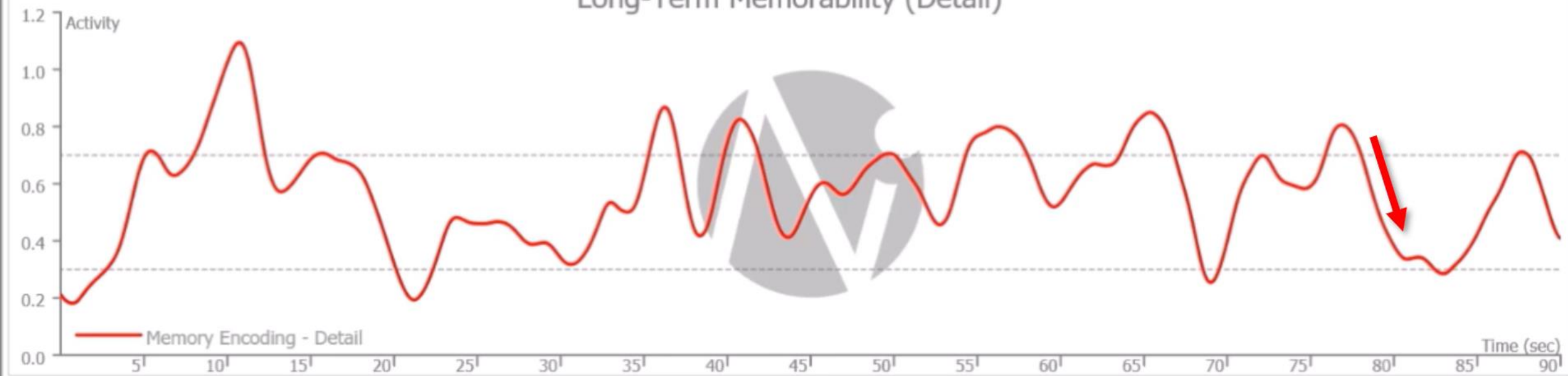
Long-Term Memorability (Detail)





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



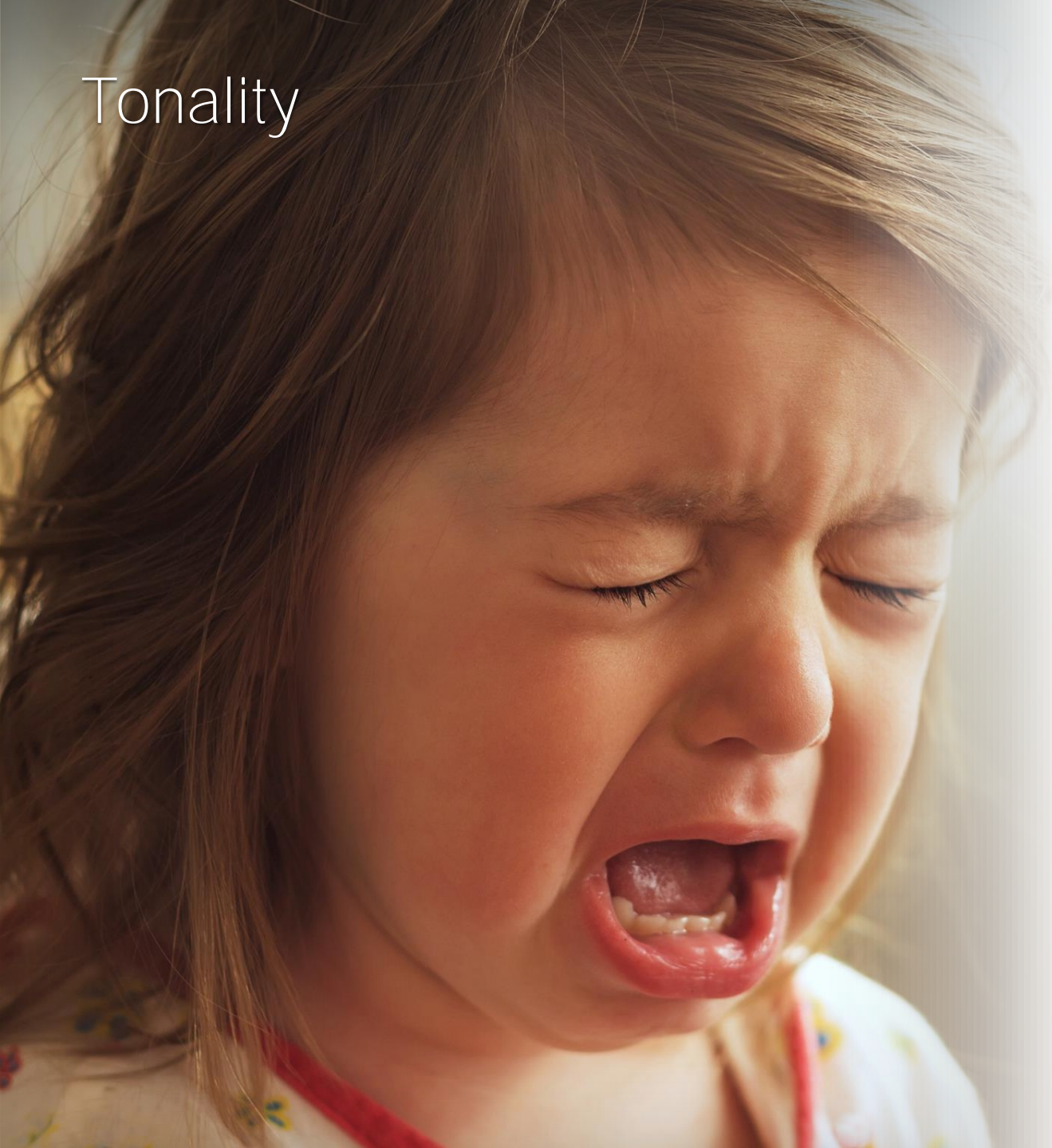
Branding moments



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



Creative Drivers of Effectiveness



NEURO-INSIGHT



thinkbox

From Good to Great

Laurence Green,
Advertising Strategist

Follow the conversation 
#CrackingCreativity
@ThinkboxTV

thinkbox 

From good to

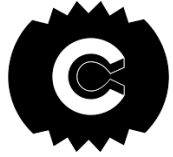
great

Improving the odds.

A report for Thinkbox by Laurence Green.



Participants



- + Creative State of the Nation
- + Common Barriers
- + Best Practice
- + Actions

+ Creative State of the Nation

“ The past is a foreign country. They do things differently there.”

“ The bar can
always be raised.”

Agenda

+ Common Barriers

The single biggest barrier...

Time*

*Not timings

+ Common barriers

Complexity:



a tyranny of choices and/or spaces to be filled.

Short-termism

compounded by the cost-of-living crisis

“ The problem in advertising is getting long-term thinking going and sustaining it. ”

Client CMO

Risk-aversion and a climate of fear

“ We’re norming
rather than storming. ”

Client CMO

“ Incremental but
guaranteed ”

beats the less predictable but more
advantageous discontinuities that creative
leaps can bring about.

Campaign practice
aimed at ‘point in time’
rather than over time.



Production is now about
creating hundreds of assets. ”

Agency CPO

Hybrid working threatens the

“ sparks and serendipity...
the final 2% ”

Agency CEO

Layers of decision-makers
and lack of access
to the top.



Does the CMO have the ear of the CEO?
If they don't, you don't. ”

Agency CSO

Creative awards
that place purpose
above 'selling things'.



They're more out of kilter
than ever before. ”

Client CMO

Creative fashion.

“ Long ads in the
wrong hands ”

“ Vignette-y
spaghetti. ”

“ “ What is important is seldom urgent and what is urgent is seldom important.” ”

Agenda

+ Best Practice

+ Best practice

Optimism
is our
oxygen.

Shared mission.

“ Great work happens when everyone and everything comes together.”

Agency CPO

“ If you're unsure of this you'll be blown by the wind.”

Client CMO

A single-minded
springboard and clear
definition of ‘job to
be done.’

“ Brief in hope, not in fear ”
Agency CSO

A memorable idea with
roots and wings:
a simple thought that
works emotionally.



Because human beings are emotional units. ”

Client CMO

Bought (and sold) with conviction.

“ When mission and creative align...
you can crash through anything.”

Client CMO

Trust in production running mates.



Don't let anything get in the way.
Foster and feed the idea. ”

Client CMO

Appropriate **idea-led**
explosion into other
channels.

Measure, celebrate,
repeat...

“ “ The brief never changed. ”

Client CMO and Agency CCO

Agenda

+ Actions

+ Actions

- Remember what's possible.
- Allocate resource against outcomes not inputs.
- Spend time together. Discuss work. (Not just yours.) Is anything holding you back?
- Aspire to better briefs and better feedback.
- Go long, not just wide.
- Mark your CEO/CFO.
- Learn from Christmas.

“ “ We have healthy conversations about the role of the brand and how we want the audience to feel.” ”

“ You think of advertising as this monolithic machine making you buy things but it's just people trying to make other people smile.”

Good night,
and good luck.