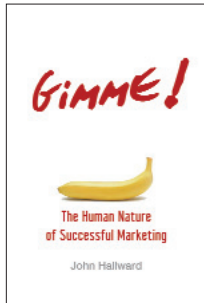


Creative is King. Ensure it is Great.

Gimme! The Human Nature of Successful Marketing



For too long, many marketers have ignored the basics of how human beings are wired and how they work emotionally. And

as a result, the effectiveness of their marketing and advertising suffers. Marketers who understand the emotional triggers and genetic characteristics of their consumers are better able to persuade and convince them with their marketing programs. *Gimme!* explores these evolutionary traits in ways marketers can easily understand, so they can better leverage these primary human drivers of behavior for greater marketing success.

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Gimme! is a breakthrough collection of research showing how marketing follows our evolutionary features, and how marketers can better leverage human nature. In simple and evocative language, backed by solid data and decades of experience, John explains how you can apply the insights of human nature to make marketing - and advertising - work better. Much better.

— Didier Truchot,
founder and chairman,
Ipsos Group SA

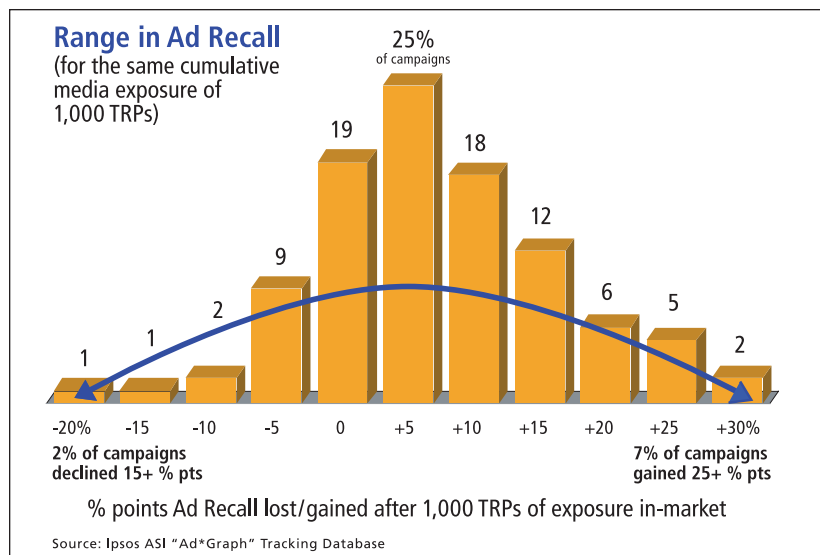


Ipsos ASI

In the latest issue of *Lessons Learned*, author John Hallward makes a powerful case for strong creative as the essential ingredient in any ad campaign.

When it comes to the many elements of an ad campaign, often more than 75% of the success of the campaign hinges on the content and style of the ad itself. Ironically, the media buy represents the majority of a campaign budget, but to earn a positive ROI the 'creative' must be excellent. Within the decisions about advertising and media planning, creative is king. Advertisers must only air strong adverts to get their money's worth on their expensive media plans. I cannot over-emphasize the importance of this.

In our Ipsos advertising database, we observe a large range of difference in ad recall at the same level of media exposure (1,000 cumulative TRPs of exposure in North America). Some campaigns have improved recall immensely (+30% point gains in ad recall), while others have allowed historic ad recall to decay (ending up with lower recall than at the start of the campaign: -20% points). This illustrates the importance of good creative in driving success.



When the advert is good, it breaks through quickly and is recalled by consumers. On the other hand, if the creative is weak, it will not likely improve with more media exposure. Unfortunately, we have seen in our database many cases of advertising that has not performed well. Rarely does an ad campaign perform better over time (with more media exposure). Even if some could, would an advertiser want to pursue such expensive high-risk inefficiency? In our ad tracking databases,



we observe that advertising builds in C-shaped convex-down curves; there is no wear-in (which would look like an S-shaped curve), and each additional exposure is less efficient than the one before. This is consistent with how we are genetically programmed to react to new stimuli and then start to desensitize to the presence of familiar stimuli.

Advertising's key role in brand perception

I recognize that there is a difference between the advertising being recalled quickly versus the impact on the brand business. Although improving brand attitudes, or stimulating brand trial, or launching a new benefit may take time – and it may never happen, the advertising's creative should be working right from the beginning. The advertising should be breaking through, be well branded, deliver its desired message or content, and be well perceived by consumers.

Owing to the importance of creative, to be an efficient advertiser it is prudent to conduct both ad pre-testing to allow only strong creative on-air, and to do in-market ad tracking at an early stage to ensure that the creative is meeting its expectations. In advertising, we need to know which ads to air, and when to pull them off – like investing in shares on the stock market, one has to know both what to select, and when to unload them. It means knowing (quickly) when to withdraw bad advertising, and knowing when good advertising is wearing out.

Often it is a challenge to cut a new ad early because a lot of work has gone into making the ad, getting senior management approval, and paying for the production of the ad. As well, the media plan is often purchased well in advance and cannot be easily cancelled half-way through the campaign. In this case, I suggest replacing the poor ad with an older proven, successful advert (a good but worn-out ad is often much better than a weak and newer ad). Alternatively, give the media exposure to some other brand in the company portfolio. It is costly and inefficient to continue airing weak creative. Unfortunately, many marketers feel their careers will be weakened by admitting 'creative' shortcomings...and thus the tendency is to not measure, not accept findings, or to ignore the right decisions.

What we've learned

There is no formula for creating effective advertising, but there are general patterns and observations that can be leveraged to increase the odds. These patterns are found in the Ipsos databases, and they are a reflection of how humans are wired. Effective ads are characterized by:

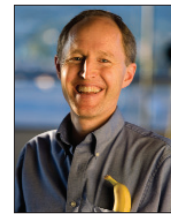
1. Interest value (to catch attention)
2. Relevance (to offer a meaningful reason to burn into our memory and consider the brand)
3. Simplicity of execution (so the brain can effectively file the memory and retrieve it later)
4. Branding properties (to ensure the brand is attributed to the memory unit)

Future newsletters will explore more about advertising success.

Please share these newsletters with others.

Write us at info@ipsos-na.com with questions and comments.

About the Author



Advertising research expert John Hallward started his career with Procter and Gamble, and

Johnson & Johnson. He then co-founded the Canadian firm of Tandemar Research Inc., a leader in advertising research for top advertisers. After Tandemar was acquired by Ipsos, he went on to become Director of Global Product Development for Ipsos ASI, where he is also a member of the board. *Gimme! the Human Nature of Successful Marketing* is his first book.

Ipsos ASI



Ipsos ASI is the largest provider of advertising pretesting services in the world. Ipsos ASI offers a full range of advertising research solutions to help clients make the best decisions at all stages of the advertising development process, and to maximize the return on their advertising investment. Although the company's history is rooted in copy testing, it provides leading services in the areas of advertising tracking and brand equity evaluation. It is committed to providing advertisers with insights to help in the development, evaluation, and improvement of their advertising efforts, and, ultimately, to help them build stronger brands. Ipsos ASI is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsosASI.com.

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