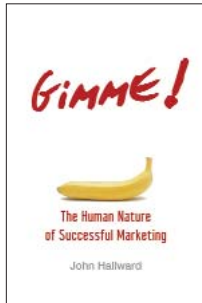


The Creative BIG Idea Must Link to the Brand...or Else!

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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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 tracking advertising campaigns 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.

In the latest Lessons Learned, author John Hallward makes sense of the link between the brain's memory process and powerful ad campaigns.

Successful advertising does not need fantastic, award-winning creative to build business. Great creative is infrequent and rarely sustained year after year. However, the good news is that advertisers can learn to make successful ads. It really starts with understanding how the brain works: We have lazy brains that prefer to work with mental 'units.' The brain summarizes big ideas, and dislikes cognitive dissonance. It responds to irregular stimuli, and desensitizes to familiar ones. And since we process much advertising peripherally and indirectly, 'simplicity' is a real benefit for internalization and memory recall.

With this in mind, I suggest brand managers ask themselves a few key questions that focus on the principal learning when presented with a new idea for an advert:

What is the creative Big Idea? (A two-sentence description you could give to a stranger)

1. Is this a **single, unified, simple** Big Idea?
2. Is it **strategically focused**, and does it **build emotional associations** (pay-offs)?
3. Does it **undeniably involve the brand**, with strong brand integration, for brand link?
4. Is it original, different, or **novel** enough **to be irregular**?
5. Is it campaign-able (to **build or leverage ad properties for future advertising**)?

When we talk about the creative being so important, we refer to the content, which includes the tone, style, message, production values, brand strategy, and so on. Among all of these characteristics, the most common failure we see in practice is the poor brand linkage of the ad to the brand.



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How often do you recall an ad (particularly on TV, but also print ads, billboards, on the radio, etc.), for which you do not remember the brand being advertised? In our Ipsos ASI databases, overall about half of consumers who can recall a TV ad when described to them (without using the brand name) cannot correctly attribute the advertising to the advertiser. Fortunately, advertisers can learn how to make better-branded advertising once they appreciate the nature of the problem, and accept the need to make the brand an undeniable part of the ad memory. The Big Idea must include the brand as a central characteristic, with an undeniable link to only this one brand (and most definitely not the competition).

Advertising campaigns that use icons, mnemonics, and unique ad properties tend to have better ad success. The belief is that using such tools helps consumers to get the brand name as part of the ad memory. For example, when one sees the white tire character in an advertisement for car tires, there is little doubt that it is for Michelin tires. Campaigns that directly leverage unique aspects of the brand name, the package, logo, or product, tend to perform better for brand linkage. For example, Absolut vodka used creative advertising that leveraged the unique shape of the bottle.

Some advertising icons are undeniably linked to the brand (right from their first use) while others have become indirectly associated with the brand over time. Marketing campaigns that follow a similar consistent approach and work to build, and then leverage a campaign-able ad property have an advantage. This is about “campaign-ability.” It is often beneficial to leverage past campaign properties in new ads because it builds on what consumers already know. In turn, it reduces the risk of otherwise trying to re-invent success with each new advert.

Please do not misunderstand me. I believe great creative is about art, but we can learn (along scientific principles and from databases) about how to make better advertising and increase the odds for success. Before making their masterpieces, most great artists learned from others, while many others ventured without and failed. The same holds true for advertisers.

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.

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Gimme! is a fascinating book and a very interesting piece for anyone interested in any aspect of why we do what we do. The combination of real data, personal experience, and genetic evolution theory is unique in its ability to help us learn how to do better in the future.

— Kate Sirkin,
EVP Global Research Director,
Starcom Media Group

Ipsos ASI



Ipsos ASI is a leading global advertising research firm, and is part of the worldwide Ipsos Group. Ipsos ASI offers a full range of advertising research solutions to help clients make the best decisions at all stages of the advertising process: advertising development, advertising pre-testing for qualifying advertising, advertising tracking, and brand equity/brand health evaluation.

Ipsos ASI has also launched a set of new holistic integrated advertising assessment tools designed to provide advertisers with the insights to help in the development, evaluation, and improvement of their advertising efforts.

Next*360 brings Ipsos ASI's proven methods and sales-validated measures to an interactive, multimedia pretest. Evaluative measures gauge the campaign's overall potential for visibility, branding, and persuasion. A unique rotation analysis shows you what each message contributes to the whole. In-depth diagnostics reveal what's working, what's not, and why, to help you refine the fit and the mix across media.

Brand*Graph 360 tracks the in-market reach, impact, and cost effectiveness of all your communications. A powerful consumer mix model shows you the contributions of POS, packaging, sponsorship, even uncontrolled communication like word of mouth, in addition to each part of your ad media mix. By analyzing the effect of each consumer touch point on brand equity, purchase intent, sales and other measures, we can help you to focus your communication on the messages that work best.