

Beyond breakthrough:

5 secrets of seek and share advertising

Peter Minnium, President of Ipsos Connect

How do you create ads that break through and truly grab viewers' attention? Columnist Peter Minnium discusses the key characteristics of ads that people are excited to see and share with their friends.

With the proliferation of content and the rise of multi-device, multi-media multi-tasking, it's harder than ever for ads to break through to viewers. While digital advertising has raised the breakthrough bar considerably, it also offers the potential for advertising that transcends the breakthrough challenge. The new holy grail is advertising that people want to see and share with their friends, to "seek and share."

What moves advertising into this exceptional category? While some argue that true virality is like catching lightning in a bottle and therefore cannot be planned, there are core characteristics that can increase the odds of advertising reaching this rarefied plane. Five characteristics of seek and share ads:

1. Insight

Insight is the game changer and what sets great communications apart.

"Insights shift us toward a new story, a new set of beliefs that are more accurate, more comprehensive and more useful. They transform our thinking [and] give us a different viewpoint," according to renowned cognitive psychologist and

insight expert Dr. Gary Klein in his book, "Seeing What Others Don't: The Remarkable Ways We Gain Insights." Seek and share ads are based on brilliant insights that surprise the viewer and tell them something that changes how they understand themselves. Brilliant insights are ones that have impact — they not only change understanding, they also change how we feel and what we want.

In his book, Klein offers up three techniques to generate insight, based on an analysis of 120 of the world's most impactful ideas. °

- Look for connections between your target consumer situation and others — past or present. For example, the Japanese understood how they could successfully attack Pearl Harbor, not by studying Hawaii, but by looking at a Mediterranean battle between the Italians and the British.



Out of the 120 insights investigated, Klein found making new connections were the source of 80 percent of them.

- Look for contradictions, for inconsistencies in behavior and beliefs in the market. Hedge fund manager John Paulson predicted the financial crisis in the late '90s by spotting a contradiction between the beliefs of market experts. Nearly 40 percent of insights investigated by Klein involved spotting contradictions.
- Look for creative desperation by studying desperate brands that seem doomed but then suddenly do something that reverses their fortunes. Trapped firefighters famously learned to fight fire with fire by setting a new fire to create an escape route.

Sound hard? It is, but uncovering a piercing insight is a necessary first step in creating seek and share ads.

2. Story

People have a built-in ability to find patterns in the distinct happenings of life and weave these together to find meaning. This is how we understand how the world works. Archeologists long ago discovered cave paintings showing that we have always made sense of the world this way — with story. And storytelling remains the most important tool marketers have to change perceptions and alter behaviors.



While our stories haven't changed, our capabilities to tell them have moved on from cave paintings to campfires to social media posts and beyond. And they've moved from linear storytelling, e.g., with 30-second television commercials, to systemic story-building — think simultaneous expression of story elements that come together to form a single impression.

Great stories, of course, are ones that are simultaneously about everyone, yet deeply personal and familiar.

*No story has power, nor will it last, unless we feel in ourselves that it is true and true of us...
People are interested only in themselves. If a story is not about the hearer, he will not listen.
And I here make a rule — a great and lasting story is about everyone or it will not last. The
strange and foreign is not interesting — only the deeply personal and familiar. — John
Steinbeck (1902–68), "East of Eden" (1952)*

Great advertising stories — ones that attain seek and share status — have an additional hurdle to jump over: The brand must have a natural connection or role. The story must include a part for the brand that answers the challenge or tension established by the insight and inspires at the same time.

3. Craft

Once a story has been developed, it is put in the hands of expert craftsmen much like a blueprint is given to a builder. It's the craftsman's job to bring the story to life using the myriad tools available with modern communications. Given the extraordinary advertising clutter and consequent avoidance, the bar is set nearly impossibly high for those who craft today's multifaceted campaigns.



Viewers of content have become expert at using technology to curate and craft their own media experience on a minute-to-minute level. They expect brands to not only keep pace, but also add value to their handmade content streams and do so on personal terms — wherever and whenever individuals want to engage. Brands and their agencies must, therefore, master — or employ masters of — a broad range of techniques.

If author Malcolm Gladwell is right, that mastery takes 10,000 hours of practice. This is indeed a high bar, but a bar that must be met for seek and share advertising.

4. Arousal

Content that evokes high-arousal emotions is much likelier to be sought after and shared.

In their landmark paper published in the Journal of Marketing Research, titled “What Makes Online Content Viral,” Jonah Berger and Katherine Milkman study how content characteristics drive social transmission and virality. They do this in two ways: by examining 7,000 articles in The New York Times and then conducting a series of lab experiments with advertising to confirm the observed findings.



While their work confirms that more positive content is more viral, their results also show:

- ... that the relationship between emotion and virality is more complex than valence [positivity or negativity] alone and that arousal drives social transmission.
- ... Online content that evoked high-arousal emotions was more viral, regardless of whether those emotions were of a positive (e.g., awe) or negative (e.g., anger or anxiety) nature.
- ... When marketing content evoked more of specific emotions characterized by arousal, it was more likely to be shared, but when it evoked specific emotion characterized by deactivation (e.g., sadness...), it was less likely to be shared.

Seek and share ads move beyond mere “emotional connection” to a much more intense visceral state of physiological arousal.

5. Measurement

This may seem self-serving given that I run a research company, but I can report from the front lines that, in my experience, great campaigns achieve this status with the help of advertising research.

“Copy-testing” has long ago given up its role as an effectiveness arbiter and a gatekeeper to getting on air and is now a partner in the creative process, helping to optimize the work each step of the way — from collaborative big idea sessions to early stage campaign testing to diagnostic rich pretesting and in-market tracking.



Smart marketers and their research agency partners also are enhancing their understanding of what drives ad performance with the additional data sets that digitally delivered media and two-way communications provide (e.g., behavioral and social).

Creating seek and share advertising is a daunting task, with each step in the process demanding. It's painstakingly hard to land on a unique, piercing insight, create a powerful story with the brand integrated, bring this to life with craft genius and highly arouse emotions. Perhaps catching lightning in a bottle would be easier.

Nevertheless, brave marketers and their agency and media partners are setting their sights on this new holy grail — and the outsized rewards that seek and share advertising can provide.

Ipsos Connect

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For more information, visit us online at: www.ipsos.com/connect

or contact our research team:

Darren Freeman, Research Director

02 2701-7278 ext.155 darren.freeman@ipsos.com

超越突破！

五個關於能被主動搜尋及分享的廣告的祕密

文 | Peter Minnium 益普索 Connect 總裁

編譯 | June Chen 益普索公關行銷專員

要如何創造出具有突破性並且真正能吸引觀眾注意力的廣告呢？Ipsos Connect 總裁 Peter Minnium 探討了幾個人們喜聞樂見並且願意分享給朋友的廣告的幾個關鍵特徵。

隨著行銷內容驟增，以及多設備、多媒體及多任務的發展，廣告早比以往更難吸引觀眾的眼球了。而數位化廣告讓廣告推廣有了相當程度的突破，同時也為廣告提供了更多的可能。對現在的廣告來說，終極目標已經不侷限於要讓消費者想要看這個廣告，更重要的是要讓消費者能分享廣告，也就是消費者必須要能主動地去「搜尋及分享」。

有些人認為，一個能夠成功創造病毒式廣告的創意，就像閃電一樣，是抓不住也計劃不來的，不過還是有幾個共同的核心特點能提高廣告的吸引力及被分享的機率。以下為能被主動地搜尋及分享的廣告的五個特徵：

1. 洞察 (Insight)

洞察，是一個遊戲顛覆者，並且能夠讓你的行銷溝通創意與眾不同。

「洞察將我們轉移到一個新的世界，這是一個更準確、更全面和更實用的新信念。它們轉變了我們的思維，並賦予我們不同的觀點」。著名認知心理學家和洞察專家 Gary Klein 博士在

《Seeing What Others Don't: The Remarkable

Ways We Gain Insights》一書中如此寫道。以傑出洞察為基礎的廣告，不僅能令觀眾感到驚喜、改變他們的感受、對自己的看法、甚至是他們想要得到的東西。在他的書中，根據全世界 120 個最有影響力的點子作了分析後，提出了三個發現洞察的技巧。

- 尋找連結：不論是從過去的經驗或是現況，必須尋找目標消費者和其他一般消費者之間的情境連結。例如，日本人當時在思考該如何成功偷襲珍珠港的時候，不是研究夏威夷的地勢情況，而是研究義大利和英國的地中海戰役的其中意涵，並探索其戰役是否與當前敵國情境有共同連結點。該書中的 120 個分析例子中，有 80% 的洞察都建立在新的連結上。
- 尋找矛盾：尋找市場中行為和信念不一致的地方。避險基金經理 John Paulson 透過發現市場專家的信念不一致，預測了 20 世紀 90 年代末的金融危機。Klein 研究的例子中，有近 40% 是牽涉到辨認出矛盾點而產生的洞察。



- 尋找能夠突破的「絕境」：找一些本來看似註定失敗，後來又因為採取某些行動而成功扭轉命運的品牌。就像是深陷困境的消防員以火致火的技能，透過再引發一場火，從而設計出一條逃生路線。

聽起來很難嗎？確實是，但是想要創作出讓人們樂於搜索和分享的廣告，首要的是要具備敏銳的洞察。

2. 故事 (Story)

人有個本身就有的能力：找出生活中不同事情的規律，將他們整合在一起，再從其中發意涵，而我們也正是這樣瞭解世界運行規律的。考古學家也是從很久以前就透過洞穴裡的壁畫，讓我們依靠故事來認識世界。直到現在，敘事也依然是行銷人員用來改變消費者感知及行為的最重要工具。



一樣是說故事，我們描述故事的能力已經改變了許多，從洞穴壁畫、到營火、到社群媒體的貼文等等，我們已經從線性敘事（比如 30 秒的電視廣告），發展到系統化的故事建構，也就是將多個單一印象的要素，建構成系統化的故事。

當然，好的故事是要同時與每個人都產生連結，且又深具個性。

除非我們自己覺得故事是真的，而且是我們的真實寫照，否則故事就毫無說服力也不會留下長久印象.....人們只會對與他們自己相關的事物感興趣。如果故事與聽者無關，那他就不會聆聽。因此，在這有一項規則，一個絕妙且持久的故事絕大多數是跟每個人都相關的，否則它就不會持久。生疏、違背常規的東西不會讓人感興趣，只有極具個性且耳熟能詳的東西才會。-- John Steinbeck，《East of Eden》（1952 年）

因此，一個好的廣告故事，也就是讓人主動地去「搜尋及分享」的故事，還得克服的障礙就是品牌必須自然地與消費者產生連結。故事中必須包括品牌的某一要素，而該要素必須是能夠應對挑戰或是緊張局面，同時也能激發出靈感。

3. 工藝技術 (Craft)

一個故事被發想出來後，會被轉交到專業技術人員手中，就如同藍圖被交給建築工人一般。技術人員的任務是利用能與現代傳播技術結合使用的工具，將故事表現出來。廣告轟炸及隨之而來的廣告攔截讓多方面廣告活動的發展變得更加困難。



廣告內容的觀眾已經能夠純熟地時時刻刻利用各種技術來策劃和創造自身的媒體經驗。除了期待品牌能夠跟上腳步，他們也會按照個人喜好將這些內容加入自製元素或想法，以提升該內容的價值，且不論在任何時候或任何地點。因此，品牌及其代理商必須掌握各式各樣的工具，或者雇用掌握這些技巧的人士。

如果作者 Malcolm Gladwell 說「掌握技巧需要 10,000 小時來實踐」是對的，那麼要熟悉各種媒體溝通技巧的確是一個很高的門檻，但達到這個門檻後，你的廣告將會達到一個具有吸引力的優秀廣告所必須達到的標準。

4. 喚起 (Arousal)

能高度喚起情緒的內容更有可能被人們搜尋及分享。在《行銷學研究期刊 (Journal of Marketing Research) 》其中一篇指標性文章

《如何使線上內容實現病毒式傳播 (What Makes Online Content Viral) 》中，Jonah Berger

和 Katherine Milkman 研究了內容的各種特徵如何促進社群傳播和病毒式傳播。他們從兩個方面著手：首先分析《紐約時報》中的 7,000

篇文章，然後利用廣告進行一系列實驗，以確認觀察到的結果。雖然他們的研究證實，越積極

正向的內容越具病毒傳播性，但結果也表示：

-情緒與病毒式傳播之間的關係比單純的評價積極性或消極性更複雜，而且情緒的喚起能夠促進社群傳播。
-高度喚起情緒的線上內容更具病毒傳播性，不論這些情緒是積極的（如：驚嘆）還是消極的（如：生氣或焦慮）
-如果行銷內容能喚起興奮情緒，這些內容就更有可能被分享，但如果內容引起較平緩的情緒（如：悲傷），那麼它被分享的可能性就較小。

具有吸引力的優秀廣告絕對超越單純的「情緒聯結」，它還必須達到可以喚起更緊張的生理本能反應。



5. 研究評測 (Measurement)

鑒於我是一家研究公司的經營者，這樣的說法可能聽起來較主觀，但基於一線的工作，我可以告訴大家的是，根據我的經驗，優秀成功的廣告活動，通常都是在廣告研究的幫助下得以實現的。



文案測試在很久以前就不再是廣告效果評估的把關者，而是創意過程中的搭檔，優化每個步驟的工作，從大創意的發想，到初期宣傳活動測試，再到富有診斷性的前測及市場追蹤，不一而足。

聰明的行銷人員及研究機構都在積極地瞭解，如何利用數位傳播媒體和雙向傳播所提供的額外資料庫（如行為或社群相關的資料庫），來提升廣告績效。

創造具有吸引力且能被主動搜尋及分享的廣告是一項具有挑戰性的任務，這個過程中的每個步驟都很嚴苛。得出獨特、敏銳的洞察，創作出與品牌融為一體的具有影響力的故事，並憑藉技藝天賦和能高度喚起情緒元素將故事生動地表現出來，這些都需要付出艱辛的努力。搞不好將閃電裝進瓶子裡還比較簡單一些呢。

儘管如此，勇敢的行銷人員及其代理商和媒體夥伴，仍然是將視線投向「以極有吸引力的優秀廣告所能帶來的豐厚回報」的這個新目標。

Ipsos Connet 益普索媒體與傳播研究

Ipsos Connect 結合 Ipsos 全球產品服務，專精於品牌溝通、廣告測試及傳播媒體的相關研究。現今品牌溝通由於廣告及傳播媒體變得日益複雜、零碎及數位化，而更顯複雜困難。Ipsos 擁抱這複雜且現在的環境，整合品牌表現調查及媒體環境內容，並提供我們客戶更創新、真實、即時且數據和科技驅動的研究發現洞察。

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研究總監 Darren Freeman 費愷毅

02 2701-7278 ext.155 darren.freeman@ipsos.com