

# CREATIVE | SPARK

**La vostra creatività necessita di  
una scintilla?**

Be **bold**.

Be **creative**.

Spark your **business**.

Francesca Nardin  
Creative Excellence Italy

**GAME CHANGERS**





# STRONG CREATIVE

is critical to growing your  
brand  
Get it right and a spark of  
magic happens.



# CREATIVE EFFECTIVENESS DRIVES BUSINESS GROWTH



**Market Shares Gains\***

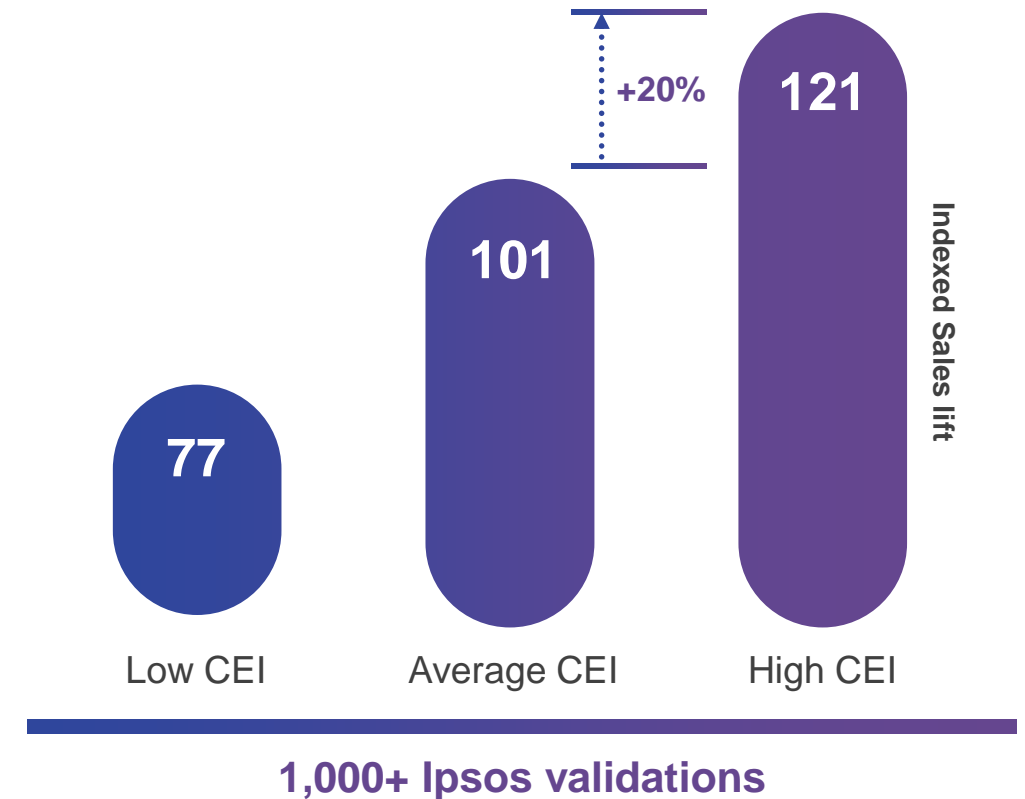


**More Stock Market Performance\*\***

\*Binet and Field, The Link Between Creativity and Effectiveness, ThinkBox/IPA, [link](#)

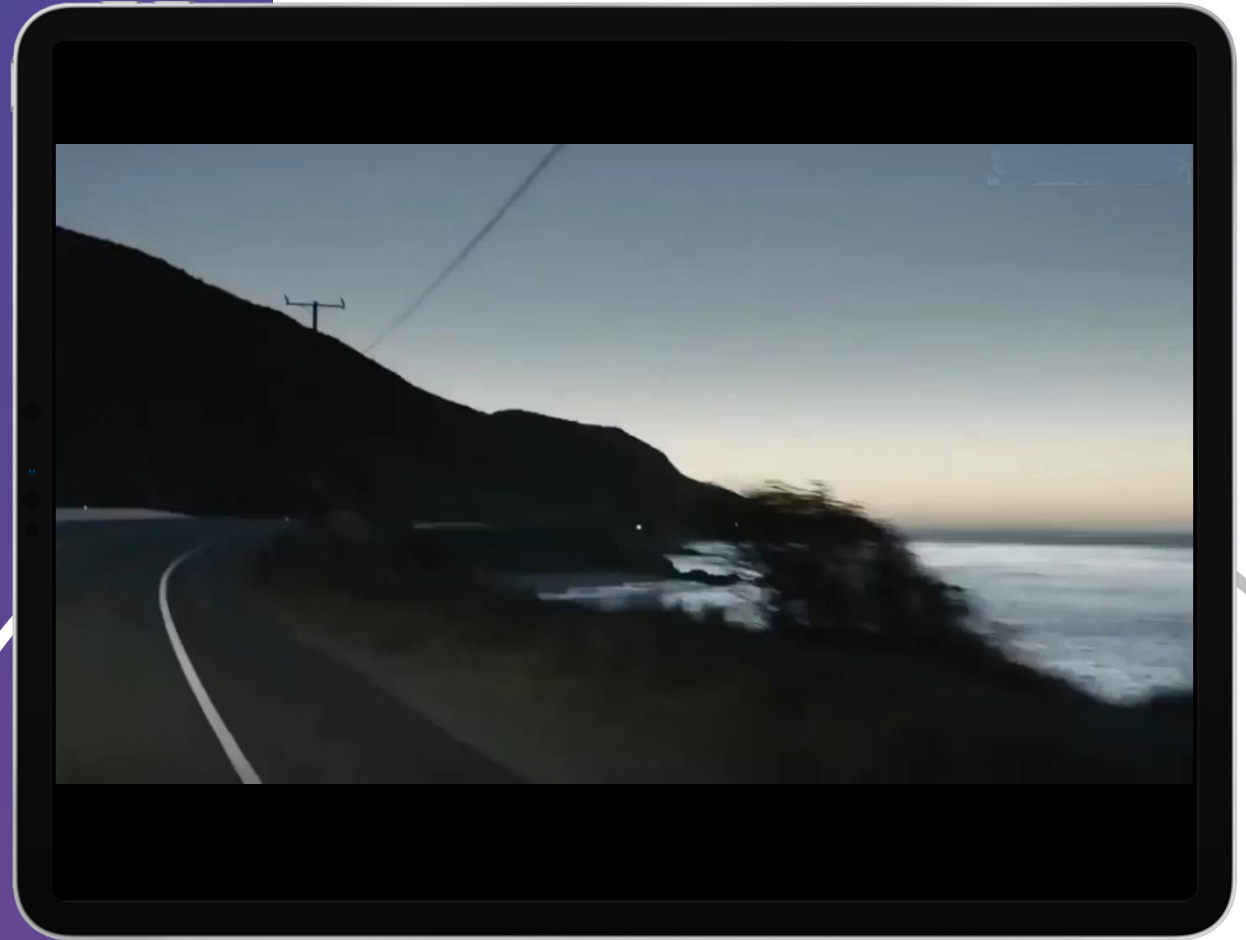
\*\*Hurman, The Case for Creativity, [link](#)

## Creative Effect Index Validation to in Market Sales Lift



# TOO OFTEN

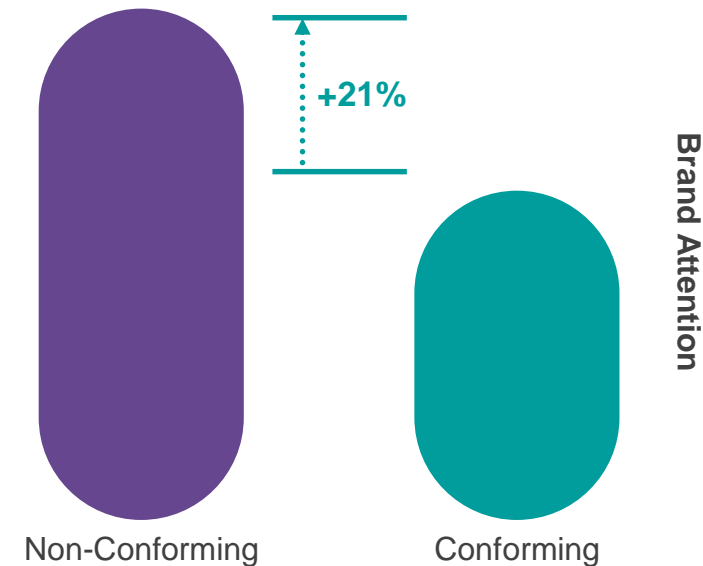
advertisers follow the category conventions believing it works.



# CREATIVE THAT CONFORMS TO CATEGORY CONVENTIONS SUFFERS FROM COGNITIVE IMMUNITY

It is creative that goes outside established category 'rules' that is more likely to perform strongly on Brand Attention

Likelihood of Top Quintile Placement for Brand Attention



Source: Ipsos Creative Excellence Meta-Analysis (2,015 cases)





# **GREAT ADVERTISING NEEDS TO STAND OUT FROM THE CROWD**

**CREATIVITY**



**AGILITY**

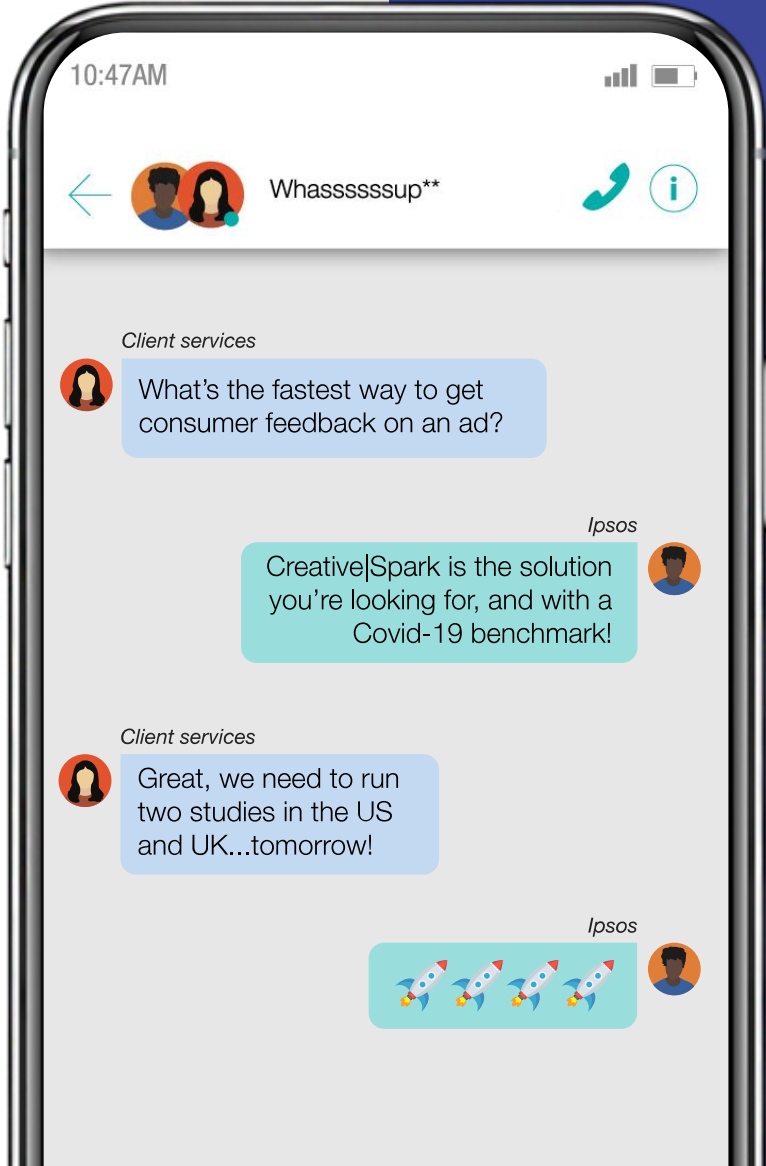
**Budweiser builds on its iconic Whassup ad in a quarantine special edition where Buds supports Buds**

**How Ipsos helped?**



With Spark's fast turnaround, Budweiser brand quickly tested and confidently moved forward with a promising campaign

\* High incidence rate project



# AND SO A 5 DAY JOURNEY BEGAN



TWO MARKETS  
TWO ROUNDS OF TESTING

- DAY 1** Ad received & launched fieldwork US & UK
- DAY 2** Fieldwork ends both markets
- DAY 3** Round 1 insights and recommendations delivered
- DAY 4** Revised ad and retested in US
- DAY 5** Round 2 insights and recommendations delivered

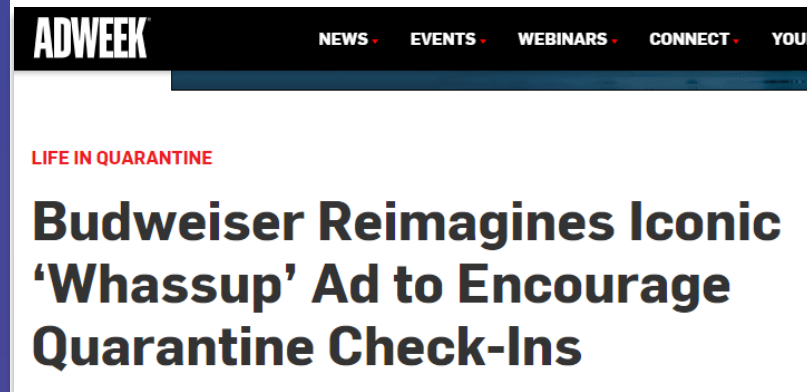
# THEY LOVED IT!

## THE CLIENT



*We are thrilled with the performance and thank you so much for your support with the research, it was vital in getting approval and internal alignment.*  
**VP,  
Global Marketing Budweiser**

## MEDIA



## CONSUMERS!



#TogetherAtADistance  
Whassup Bud

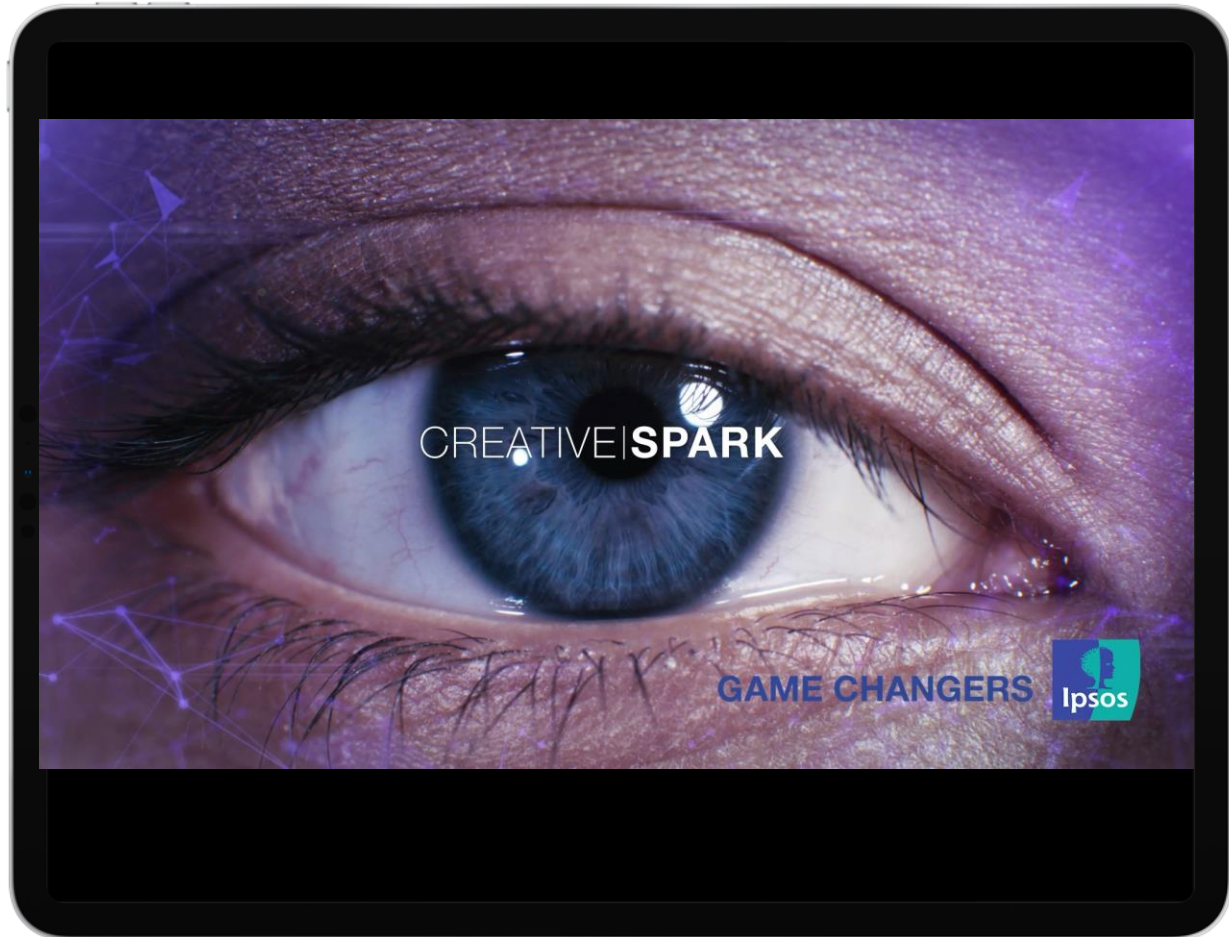
2,505,184 views • Apr 23, 2020

*“Genius advertising, and edited perfectly. A welcome dose of nostalgia and **revival of one of the best campaigns ever.** Cheers Budweiser....”*

*“Such a good ad put **smiles on a lot of people’s faces** during a tough time.”*

- Comments on YouTube

**BUT WHAT ABOUT  
THE CREATIVITY?**



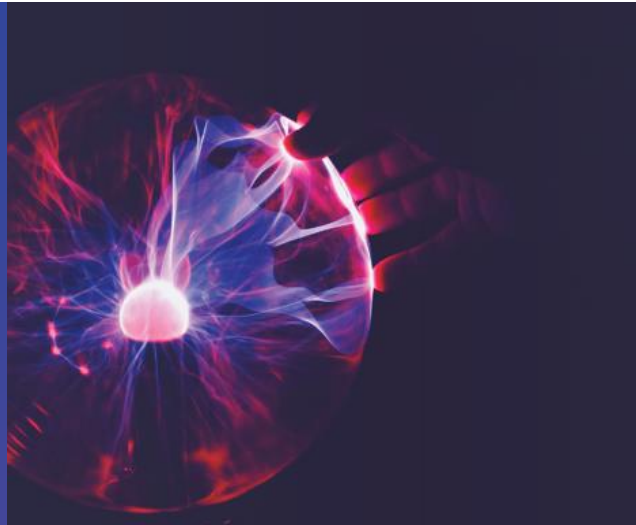


# EVOLUTION OF CREATIVE EVALUATION

## CREATIVE | **SPARK**

### SCIENCE

Design and effectiveness metrics grounded on Behavioral Science, Data Science and Neuroscience with Text analytics and AI supervised machine learning algorithms.



### SPEED

Evaluates finished videos and animatics in as little as 24 hours.



### CREATIVITY

Holistic diagnostics and concise reporting for fast optimization, in addition to key signals of creative potential.



### FLEXIBILITY

Delivered with a range of service options, from self-serve to full service, to fit your timings, budget, and business needs.



# AND IS GROUNDED ON

## IPSOS

## HERITAGE



### DISTRACTED CONTENT EXPOSURE

Creative is exposed amongst other content, representing realistic conditions of selective attention to enable evidence based Attention metrics.



### SHORT & LONG-TERM BRAND EFFECTS

We assess the creative power to influence short term choice and longer term equity, enabled by an observational experimental design.



### THOUGHTS, FEELINGS AND EMOTIONS

Immediate emotions, residual feelings and cognitive perceptions are measured to enable optimization.



### SALES VALIDATED METRICS

KPIs connected to real business impact and outcomes.

**+ IPSOS CREATIVE EXPERTISE & CONSULTANCY**

# SYSTEM 1 & 2 DICHOTOMY – ICE IS ICE



## **SYSTEM 2**

Deliberative, slow  
Cognition  
Rational  
Survey questions

## **SYSTEM 1**

Automatic, fast  
Intuitive  
Heuristics  
Behaviour Science  
Emotions  
Neuroscience Tools

# CREATIVE | **SPARK**

## DRAWS FROM MULTIPLE SCIENCE DISCIPLINES



### THOUGHTS

The choices we make, based on our past experiences and associations



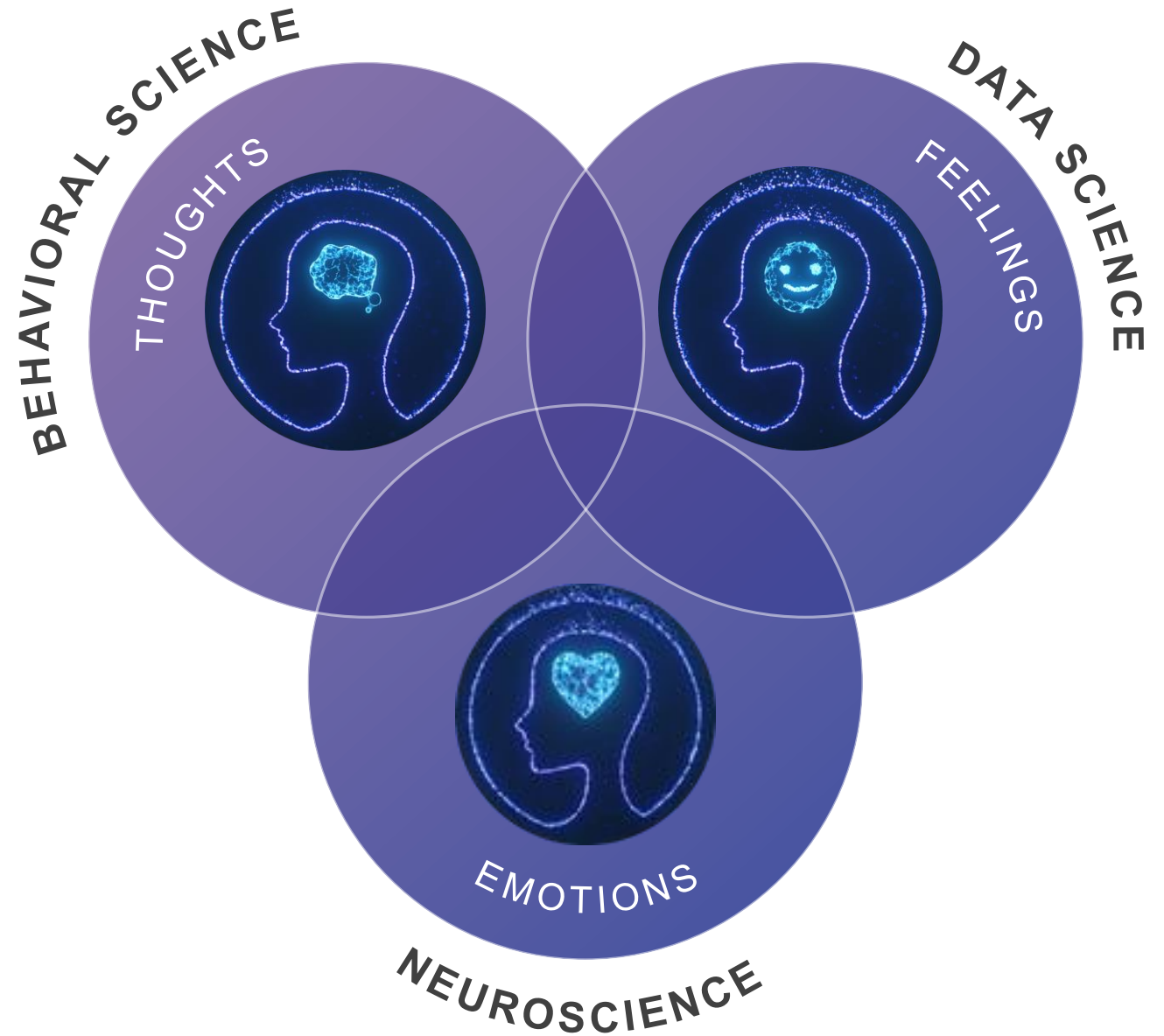
### FEELINGS

The residual, unarticulated feelings that stay with us after an experience



### EMOTIONS

The immediate bodily responses we have to stimulus and experiences





# CREATIVE | SPARK

Provides a full spectrum of measures of creative response via a combination of science disciplines



## THOUGHTS

The choices we make, based on our past experiences and associations



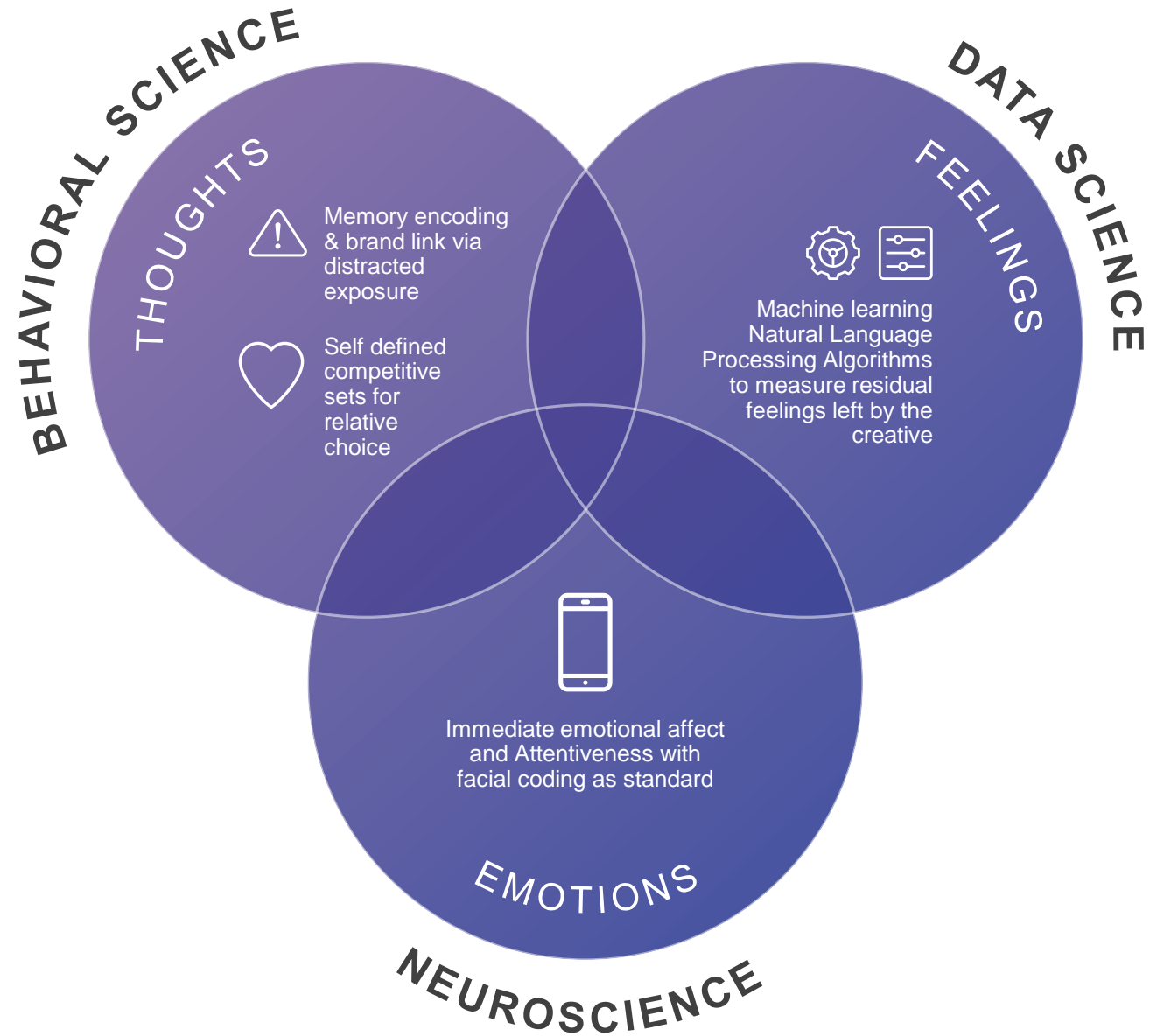
## FEELINGS

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# AN EXPERIMENTAL DESIGN THAT OBSERVES CREATIVE IMPACT BY MEASURING THOUGHTS, FEELINGS AND EMOTIONS

Observed change in choice and association with long term future outcomes



Measures pre and post exposure amongst the most salient choices to represent mental trades offs people make

Distracted Content Exposure



**Raises cognitive load** to represent conditions creative needs to perform within the wild



Evidence Based Attention



Memory encoding and brand association

Immediate non-conscious responses



Facial Coding emotion and behavioural responses captured as standard

Thoughts and residual feelings left by the creative



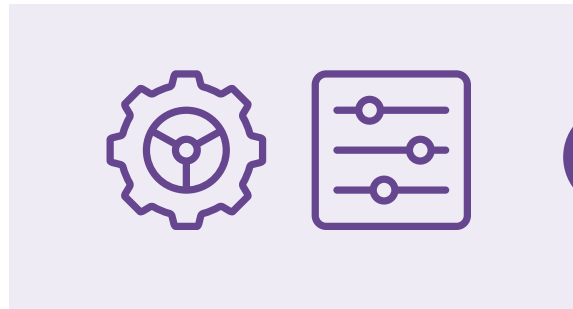
**Derived Feelings** via text sentiment algorithms

**Cognitive perceptions** of the creative to diagnose response and understand messages that landed

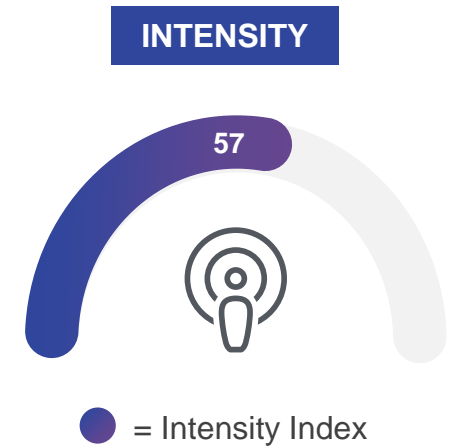
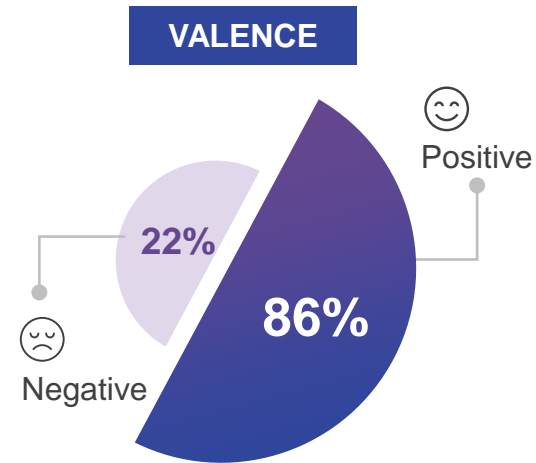
# SUPERVISED MACHINE LEARNING ALGORITHMS MEASURE THE RESIDUAL FEELINGS LEFT BY THE CREATIVE



**01. Open-ended text \***  
responses in reaction to the ad are collated



**02. Machine learning algorithms**  
are leveraged to convert  
**unstructured responses into structured sentiment**



**03. Ipsos transform output sentiment into final report metrics**

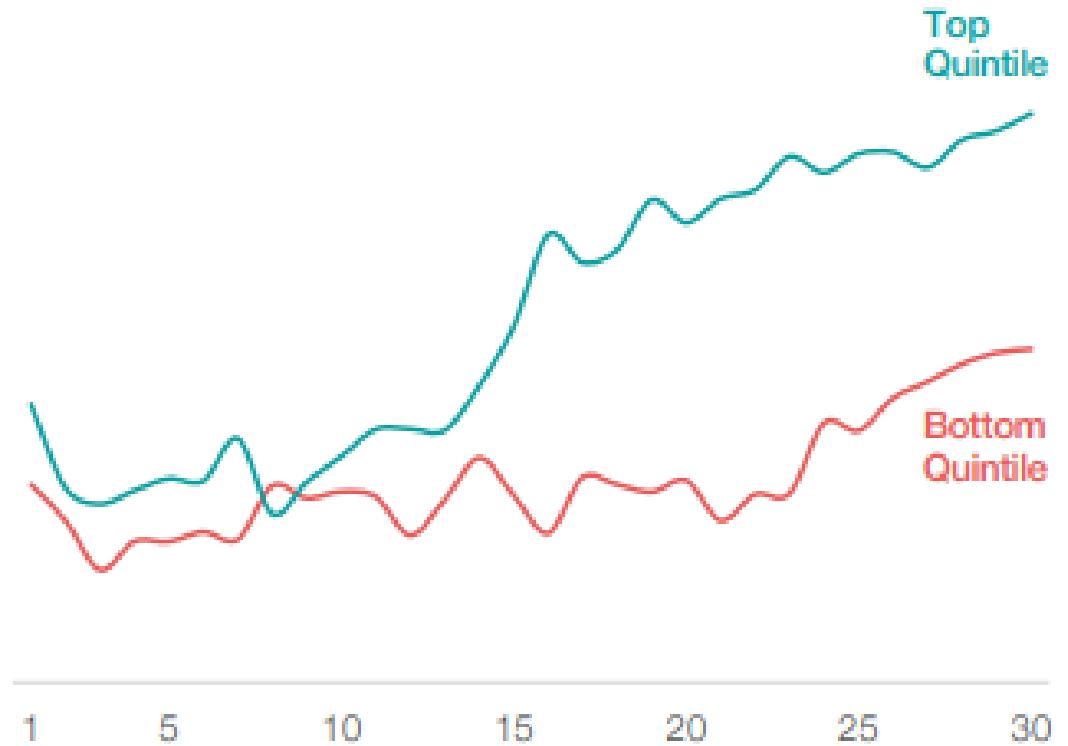
\* Question focused on: "What thoughts, ideas and reactions went through your mind while you were watching the ad?"

# IMMEDIATE EMOTIONAL AFFECT FROM FACIAL CODING ARE INCLUDED, AS STANDARD

<https://www.ipsos.com/en/last-impressions-also-count>

## Average Happy Emotional Response by Retained Branded Recognition Performance

*N=102, per quintile*





# SERVICING MODEL – FLEXIBLE BASED ON NEED

‘SERVICED’

## ‘STANDARD’

Clients can commission a study within a standard design with customization options. Ipsos expert practitioners will execute the project and provide a report with recommendations for creative selection and optimization opportunities

Serviced, Standard

## ‘CUSTOM’

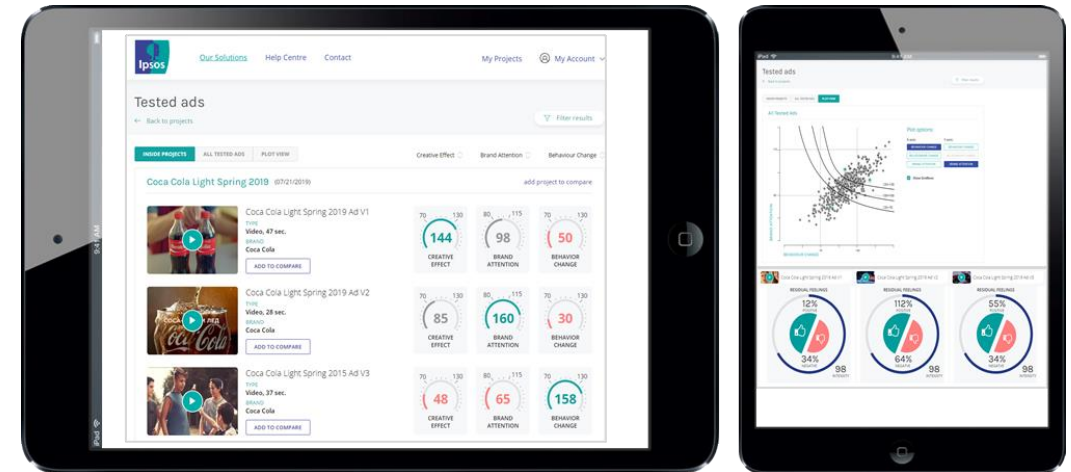
Expert practitioners design a research study to any custom needs and provide a report with recommendations for creative selection and optimization opportunities

Serviced, Flexible

‘DIY’

Clients can commission, monitor fieldwork and gain access to standard report outputs on our online reporting solution without servicing from expert practitioners. Ipsos Digital includes a chat support feature to answer any questions during set up.

Self-serve via Ipsos Digital



# ARE YOU **HAPPY** WITH YOUR CREATIVE?

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What do you **think**  
**about your creative**  
currently?



Are you **avoiding**  
**cognitive immunity** and  
earning the right to spark  
memories to influence  
choice and behaviors?



Are you **assessing all the**  
**options your agency provides**  
you at an early stage to select  
and optimize the riskiest  
creative, with confidence?

# Restiamo a vostra disposizione!

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**BE  
SURE.  
ACT  
SMARTER.**