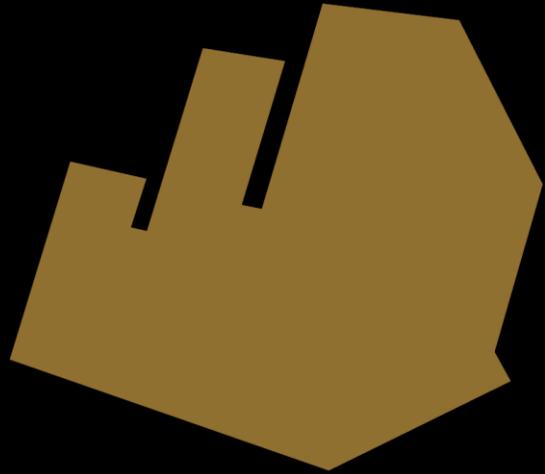




effieAWARDS
SOUTH AFRICA



**ASSOCIATION FOR
COMMUNICATION
& ADVERTISING**



The 2023 Trends Report in
partnership with Ipsos

effie

Foreword by Effie



Mathe Okaba
ACA Chief Executive Officer for Effie South Africa

In the dynamic world of marketing, where trends shift, strategies evolve, and consumer behaviours transform, one constant remains – the pursuit of effectiveness. It is with great pleasure that we present the Ipsos 2023 Effie Awards Research Report, a comprehensive exploration into the landscape of marketing excellence and its impact on businesses, brands, and consumers.

In this report, we delve deep into the data and insights gathered from the entrants, and winners of the 2023 Effie Awards. Our goal is to uncover the patterns, strategies, and stories that have shaped this year's most successful campaigns. As we journey through the pages of this report, we invite you to join us in a quest to understand not just what works, but why and how it works.

Ipsos recognises the transformative power of data-driven insights. They believe that behind every great marketing endeavour lies a wealth of information waiting to be harnessed, understood, and applied.

This report aims to be a source of knowledge and inspiration, serving as a guide for marketers, strategists, and decision-makers to navigate the ever-evolving landscape of marketing effectiveness.

As the Association for Communication and Advertising (ACA) we extend our deepest gratitude to the Effie Awards community for their invaluable contributions, the entrants for their willingness to share their journeys, and the winners for their remarkable achievements. Our appreciation also goes to the diligent researchers, analysts, and contributors who have poured their expertise into bringing this report to life.

As you immerse yourself in the findings and stories presented within these pages, we hope you find insights that spark new ideas, strategies that resonate with your goals, and inspiration to continue your pursuit of marketing excellence.

Here's to the power of data, the magic of insights, and the journey towards enduring effectiveness.

Foreword by Ipsos



Shaun Dix
Global Leader Creative Excellence, Ipsos

At Ipsos we recognize that getting to effective advertising or marketing is tough. It requires inspiration, nurturing, and sometimes even provocation. Particularly as today we live in a world of many crises, we refer to these as the polycrisis where the macro and micro context of consumers is rapidly changing.

Ipsos' mission is to help brands harness creativity in advertising to spark brand growth. Both Ipsos and Effie share the same vision in that it is those ideas that work, which require insights, passion, rigor, analysis, and creativity with a clear focus on effectiveness.

Getting to effectiveness requires brands to rise above the culture of conformity and differentiate from category codes that are too similar. Breaking free from the sea of sameness requires meaningful creativity in advertising. At Ipsos, we define creativity in advertising as a unique or different experience that provides value to the end audience. It is with our latest publication of Misfits where we demonstrate with Effie cases that the

combination of creativity and empathy has a 20% lift on average in effectiveness.

We have both learnt that winners of Effie break norms and conventions, but they also layer in empathy and make use of brand distinctive assets in their campaigns. Marketers are challenged to constantly shape people's expectations by constantly evolving but retaining a certain amount of familiarity.

At Ipsos, we are passionate about supporting clients and agencies in developing the most creative and effective advertising that drives brand success.

Our hallmark partnership with Effie globally and now in South Africa allows us to share the learnings from the latest Awards bringing inspiration to your creative journey and development to spark future campaigns.

We invite you to explore the latest Effie report, dive into the findings, and embark on your own creative journey and brand success.

Executive Summary

The 2023 trends report focuses on the four pillars of the Effie framework with an additional emphasis on creative content



It's a world of polycrisis – and South Africa is no exception. Economic and social crises are hitting our wallets and our hearts.

Effie Winning campaigns leveraged the current landscape to grow closer to their customers by demonstrating a deeper understanding of the current challenges and context.

By creating campaigns that are highly relevant and relatable, winning campaigns were able to positively shift key business metrics and drive business growth.



Strategic creative research is a catalyst for creativity, creating campaigns that are more emotive, distinctive and impactful.

Creative research can play a foundational role in helping uncover the most powerful insights and revealing the best idea that will truly resonate with people and at the same time reveal the brand true purpose.

With a world in flux, and the consumers macro and micro context fast changing the brand landscape, the need to stay close becomes essential to brand success.



We often equate Share of Voice with campaign success. And it is true, winners tend to have bigger budgets.

A big budget, however, does not guarantee success. Creative quality does.

As the media landscape evolves and further fragments, the importance of creative quality continues to grow in the fight for attention.



Great creative is the difference between you and your competitors.

It reinforces our choices of brands we know or disrupts by bringing alternatives to our attention.

Effie Winning campaigns take risks and challenge category conventions.

They deliver on stories, not scenes and evoke a positive emotional response.

Winning campaigns leverage their distinctive brand assets making it easier for consumers to reach for the brand.

Chapter 1

Challenge, Context, Objectives

The last few years have been challenging for South Africans.
There is a pervasive sense of unease mirrored in recent perceptions over concerns of unemployment and economic pessimism.

89%

believe that the country is heading in the wrong direction

14%

describe the current state of the Economy as 'good'

69%

cite unemployment as their top concern

70%

expressed concerns over increases in cost of living



CASE STUDY

Considering how economic challenges impact daily grocery shopping, achieving growth is possible by demonstrating value.

Example of how a brand rebuilt value perceptions and challenged perceptions with targeted, tactical and contextual communication.

Woolworths - Democratising the Difference

BRAND/CLIENT: WOOLWORTHS

AGENCY: JOE PUBLIC

SITUATION: Consumers are financially strained and seeking value for money. The Woolworth's brand is associated with quality, however for value-seeking consumers this association equates to a premium price and expensive products.

To reposition the brand as offering value for everyday groceries, WW created a Everyday WList campaign, tapping into shopping behaviour leveraging media investment, owned retail media (instore, eComms, CRM, broadsheets) with a clear and strong call to action whilst demonstrating the value the brand adds to consumers with competitive prices on everyday grocery products.

200K

ADDITIONAL
SHOPPERS

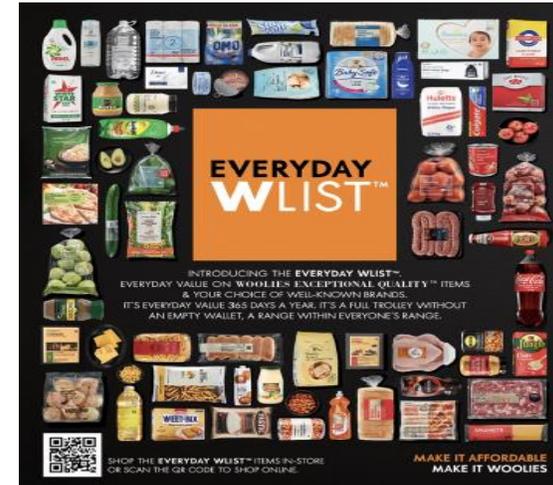
16% increase in number of food customers

200K additional WList shoppers

ROAS of 2.22x

Digital ROAS of 5.31x

88% VTR



**BRONZE: MULTI-BRAND SHOPPER
SOLUTION / COMMERCE & SHOPPER**

CASE STUDY

Tackling a sensitive and highly relevant topic encouraged consumers to engage in provocative conversations and differentiate the brand to achieve its highest SOV and becoming the dominant voice amongst direct competitors.

Example of how a brand with a small budget can achieve success by addressing social issues relevant to their target audience.

Castle Milk Stout – Black Conversations

BRAND/CLIENT: AB InBev

AGENCY: JOE PUBLIC

SITUATION: As a brand known for its role in culture and tradition, the brand needed to create fame and talkability in the modern South Africa. The topic of race is both sensitive and controversial. However to connect with consumers in an authentic manner the brand found a way to facilitate conversations between opinion leaders and consumers on the topic of ‘blackness’.

A branded TV series connected key opinion leaders and consumers, challenging them with provocative topics during the show and continuing conversations on Twitter. Delivering significant share reach and engagement on digital and social platforms for brand and contents.

TOP 20
MOST
WATCHED

Top 20 most-watched shows on Mzansi Magic
43% earned social SOV
7% engagement rate on Twitter (200x more than norm)
#Blackconversations delivered **150M impressions**
4% ER achieved on Facebook and Instagram



BRONZE: MULTI-BRAND
CONTENT & ENTERTAINMENT

Key insights

AVERAGE ADVERTISING WILL NOT IMPACT BRAND EQUITY

Brand equity continues to drive around 64% of customer choices, unchanged from a decade ago. This is in spite of the industry dedicating more resources to direct response marketing.

GETTING REAL MATTERS FOR GREAT CREATIVE

A GOOD MESSAGE STARTS WITH HUMAN INSIGHT:

REAL CONTEXT

Understanding the broader context people live in. Context is what is happening in people's lives, and the world around them.

REAL INSIGHT

Exploring people's current category and brand experiences, their aspirations, the tension they are currently living through

REAL PURPOSE

Uncovering what the brand genuinely offers, what it does, the role it can play in people's lives.

REAL DISTINCTIVENESS

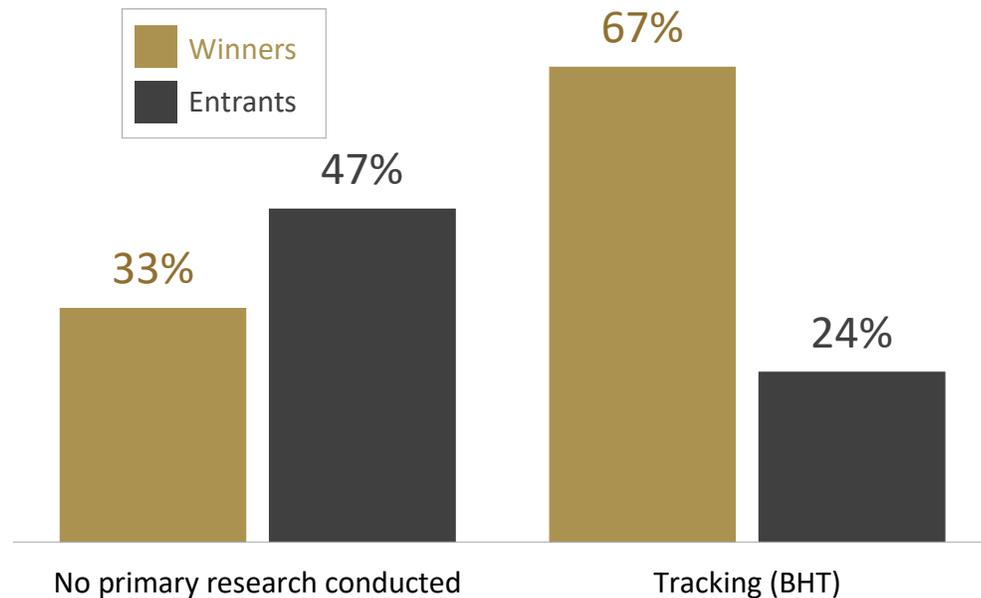
Revealing a real point of difference about the brand, which can be a springboard to telling a unique, more creative story

Chapter 2

Strategy, Insight(s) and Strategic Ideas

In contrast to Global Effie winners, South African winners and entrants do not conduct any form of early stage / explorative research.

Winners and entrants in South Africa draw on secondary and post launch data such as BHT tracking, to inform the creative process.



Global Winning Effie campaigns

- Winners conduct more research vs entrants
- Research is conducted earlier in the process

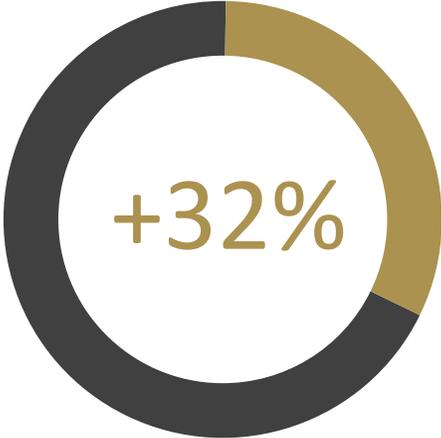


UK 2023 Winners

- 20% conducted copy testing
- 47% conducted Focus Groups
- 73% used tracking

The right research, at the right moment can help reveal a stronger idea, be a catalyst for creativity and support the brand teams in launching a bold and purposeful campaign that drives their business successfully.

Benefits of early stage research



Stirs emotions



Distinctive



Attention & Consideration Performance

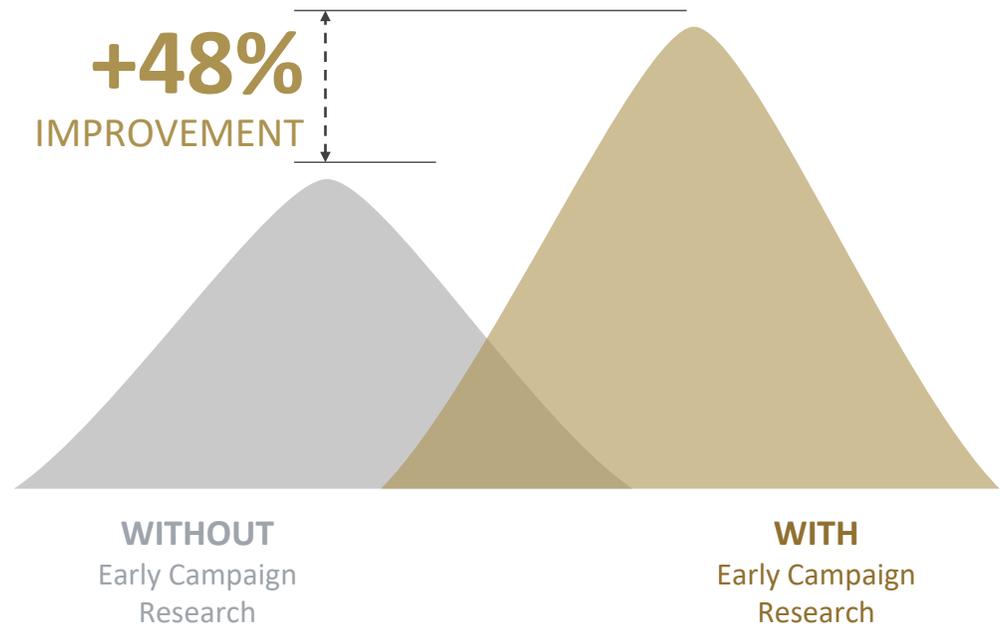
Key insights

Early creative exploration allows brands to develop and optimize campaigns that are relevant, emotive and able to drive end business objectives.

Creative testing is often done “too late” in the process, missing the opportunity to develop, learn or co-create big ideas or creative content further.

Starting early to ensure communication is founded on relevant connections with consumers drastically improves creative impact

- Early-stage research produces successful creatives **faster**
- Campaigns have a solid **foundation** with guidance on next steps and alignment across stakeholders
- **Increases returns on media spend** by improving creative quality



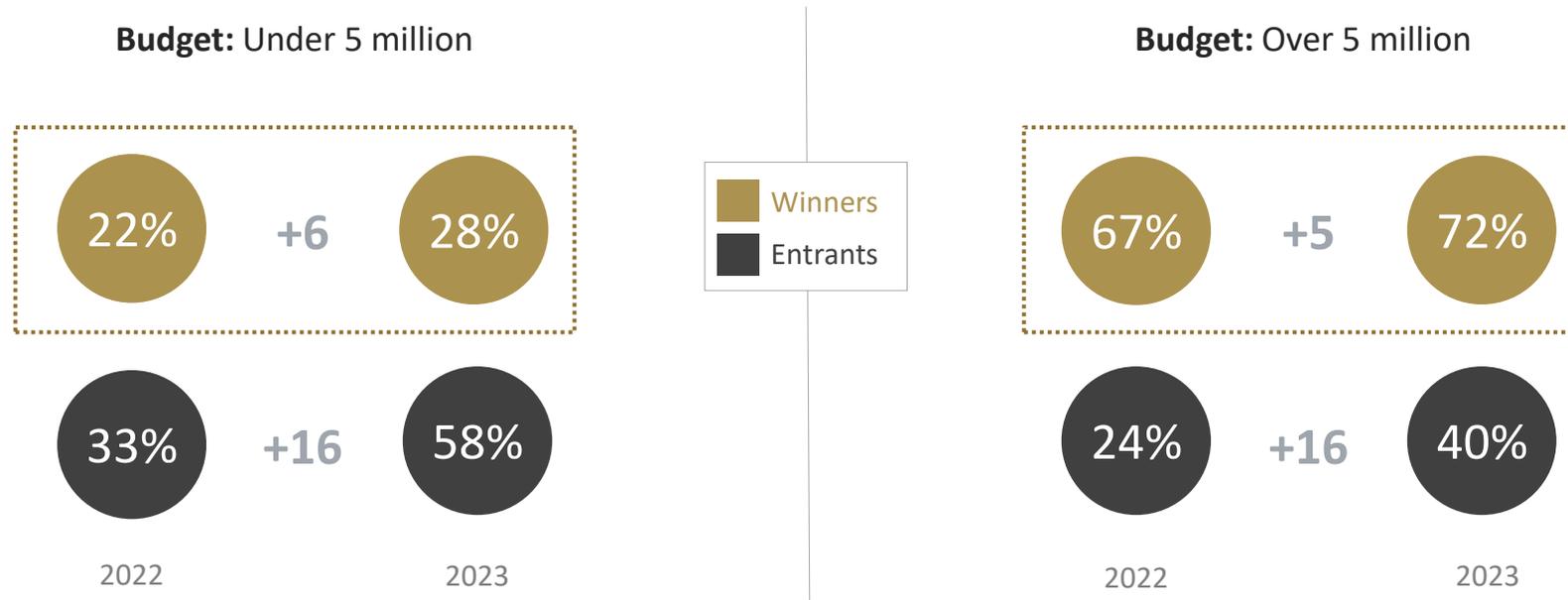
Data Based on 500+ Ipsos cases

Chapter 3

Bringing the Strategy and Idea to Life

Winners tend to have bigger budgets than entrants.

Just over a quarter of Winners are proving that big budgets are not the only key to success, achieving effectiveness with smaller budgets.



****Non- winners with no spend:**

2022: 42%

2023: 2%

CASE STUDY

A big budget is not the only key to success. Smaller budgets can be highly effective, with earned media leveraging interest and relevant messaging.

Example of how a small budget can have a big impact by focusing on strategic touchpoints to bring attention to the overlooked child/teen pregnancy reality.

Amnesty International - The Real Maternity Issue

BRAND/CLIENT: AMNESTY INTERNATIONAL

AGENCY: JOE PUBLIC

SITUATION: the number of teenage mothers reached over 90,000, experiencing consequent health related issues and with many not returning to school and getting caught in the cycle of poverty.

Health crises media coverage is highly saturated with familiar messaging focusing on shocking statics. This campaign humanized the statistics to capture attention of media outlets, journalistic figures and influential figures – particularly female influencers – during a relevant time, Women’s Month.

123:1
ROI

ROI 123:1 in 2 weeks
15M earned impressions
R4.5M earned media



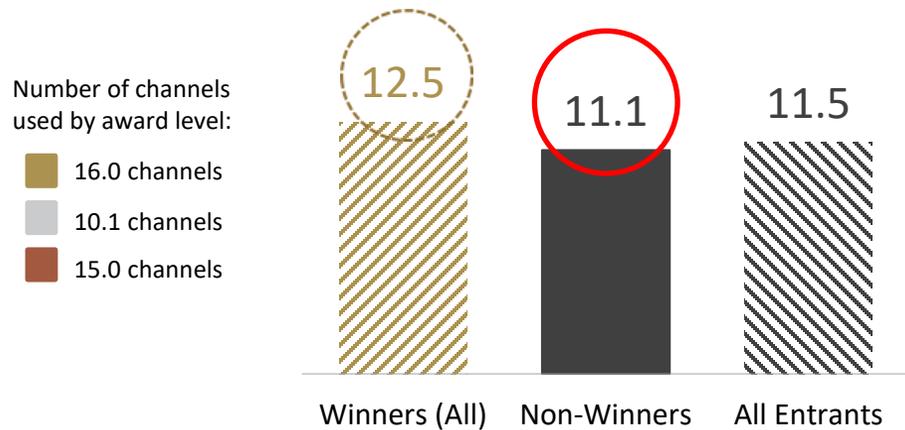
SILVER: SMALL BUDGETS NON-PROFIT, PRODUCTS, SERVICES



BRONZE: DISEASE AWARENESS & EDUCATION: NON-PROFIT

Winners use more touchpoints in comparison to entrants. Gold winners incorporated the highest number of touchpoints in their campaigns.

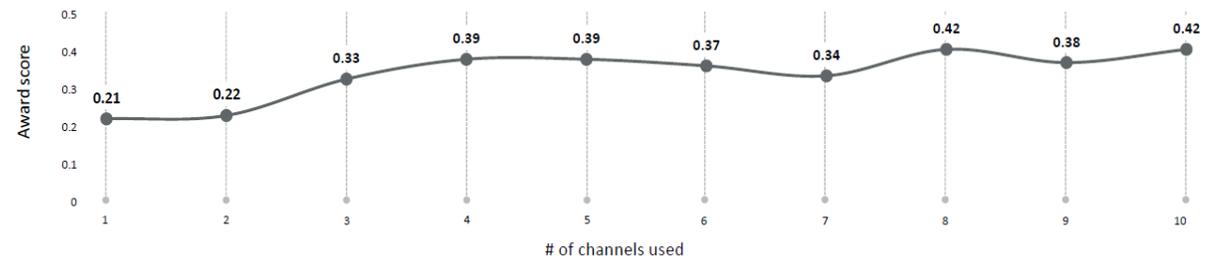
A Global Effie trend: more channels/touchpoints = more effectiveness of a campaign.



Average Number of Channels / Touchpoints Used

The number of channels used by marketers has grown significantly over the past decade, and the general trend through Effie history is that more channels means more effective work

More Channels = More Effectiveness

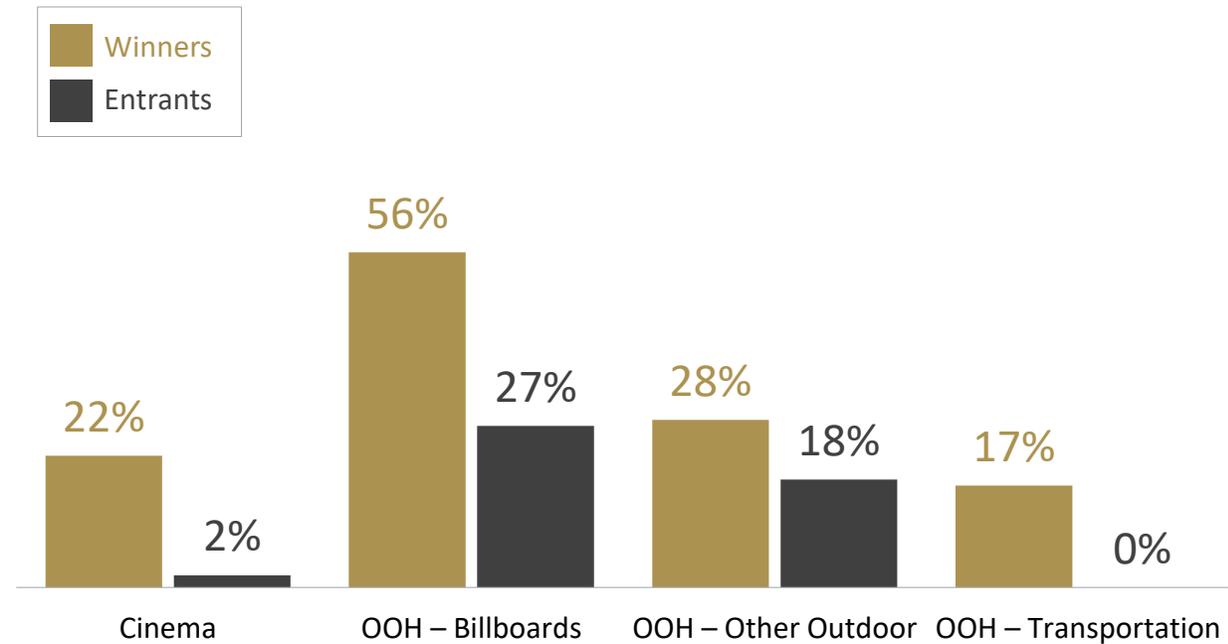
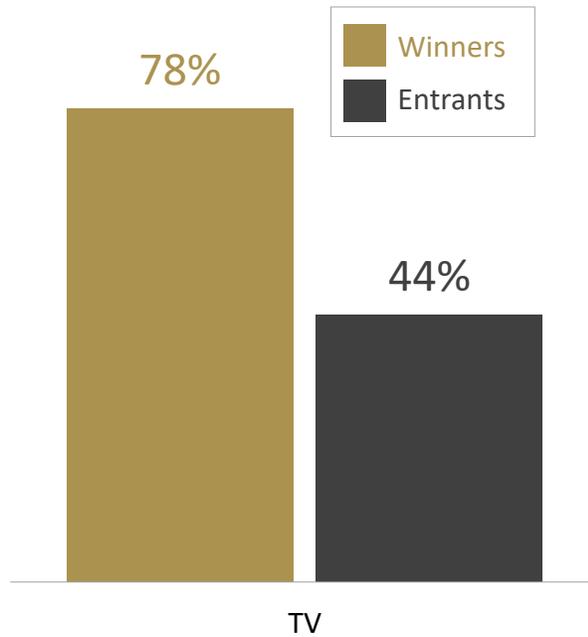


Data from all Effie entries, where available, 1969–2019, prepared by Mark Ritson @ Effie Next 50 Summit

n=4,855

TV remains an indispensable channel for success.

TV as the primary touchpoint is also seen amongst EFFIE USA and UK winners for its broad reach and sharing brand stories to connect with consumers. Winners use additional touchpoints such as OOH to strengthen reach.



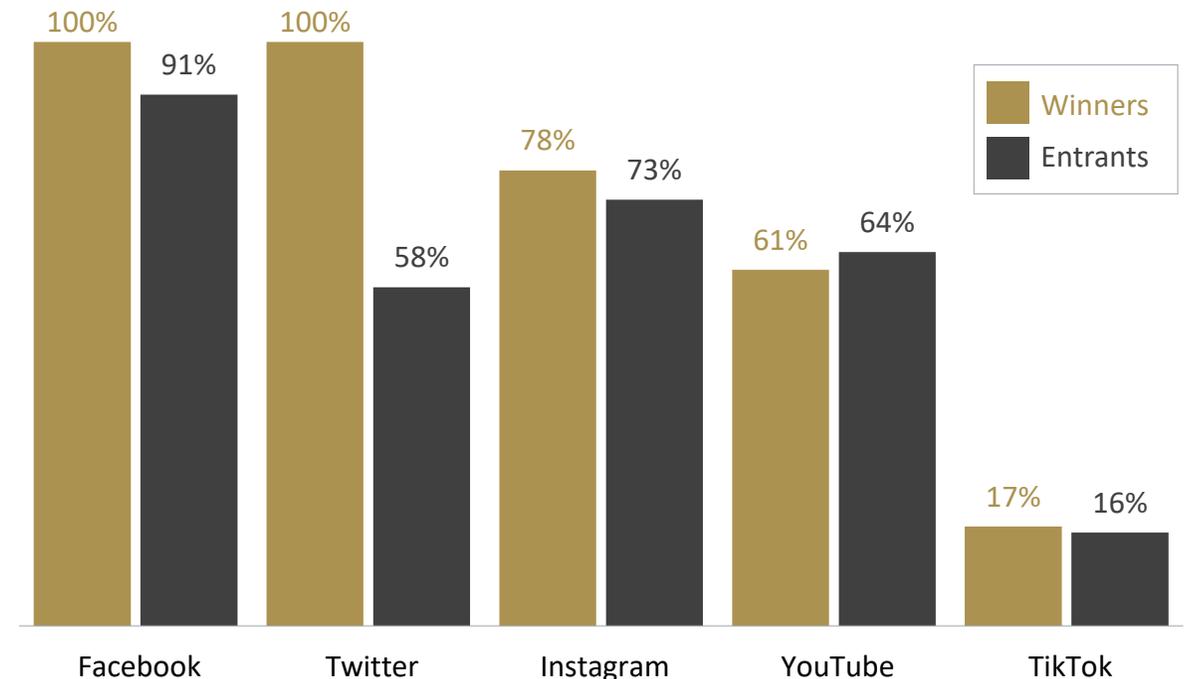
Winners use Facebook and Instagram as primary Social Media touchpoints.

On average, Winners and Entrants use the same number of social media channels. However, in keeping with the overall trend of using more channels, Gold Winners use more social media touchpoints.



Average Number of Social Media Platforms Used

Silver Winners used fewer touchpoints in comparison to other award level winners. This once again demonstrates that using the right touchpoint with relevant messaging for the brand's target market is at the heart of effectiveness.



CASE STUDY

With an audience prone to ad-blocking and skipping culture, the brand demonstrates a deep understanding of their consumer on where, when and how to reach them with relevant messaging. Demonstrating the importance of creative quality to cut-through the clutter.

Example of how to connect with your digitally native and integrated audience to cut through and drive engagement.

Volkswagen Polo – Game On

BRAND/CLIENT: VOLKSWAGEN

AGENCY: OGILVY SOUTH-AFRICA

SITUATION: Connecting with a younger target audience is notoriously hard especially with a high number using adblockers. However they don't skip or scroll past content that is highly relevant to them like at this point in time NFTs, cryptocurrencies, metaverse and gaming.

Volkswagen created content with consumers' passion points at the centre, driving engagement and capturing attention with relevant messaging. Gamified content and interactive 'Game On' content delivered an experience they did not want skip or scroll past.

+112%
SALES

179% above average campaign page dwell time
96.8% average view through rate of video content
+390% Twitter engagement
+713% YouTube engagement
+112% sales of the new Volkswagen Polo



GOLD: SOCIAL MEDIA



SILVER: EXPERIENTIAL
MARKETING, LIVE & DIGITAL



SILVER: AUTOMOTIVE - VEHICLES

Key insights

Creative quality is

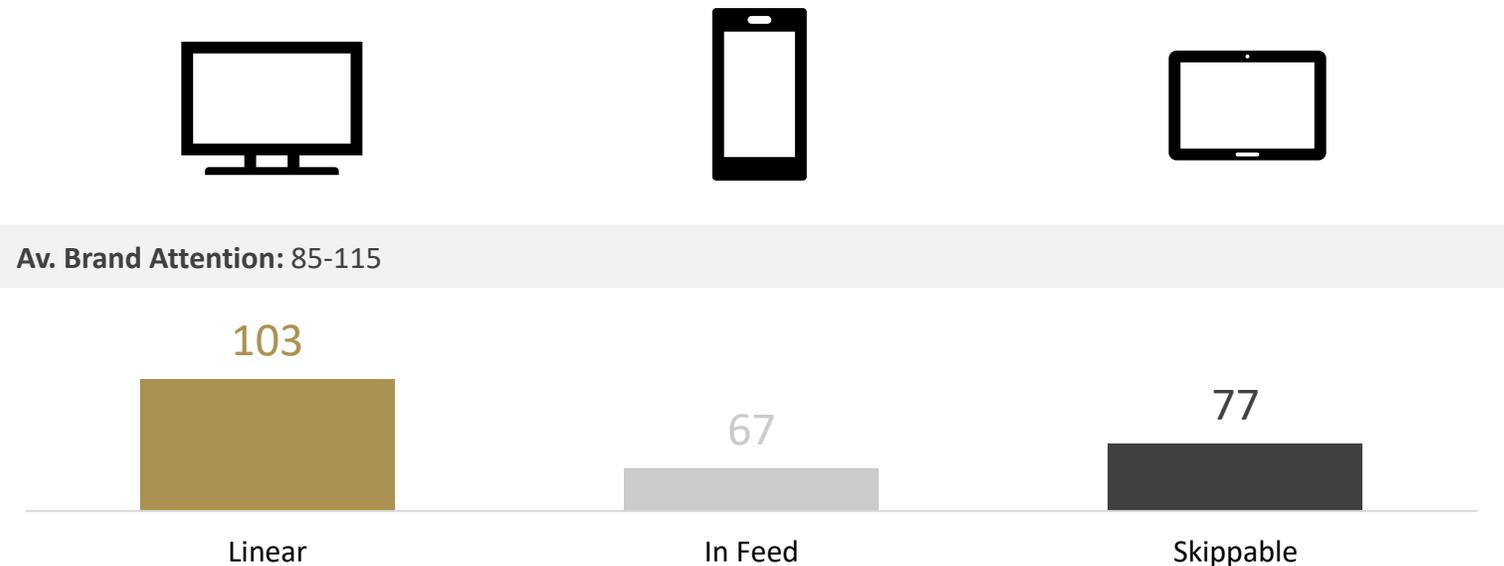
4x more important than media plan quality in driving ROI

5x more important than targeting in driving ad awareness

BIG BUDGETS DON'T NECESSARILY GUARANTEE CAMPAIGN SUCCESS. In a cluttered and fragmented media landscape, creative quality is increasingly crucial for cutting through and capturing attention.

Optimizing for context plays a key role in performance and highlights the nuance in untangling media and creative in a system

CASE STUDY: Same creative does not garner the same levels of attention across platforms

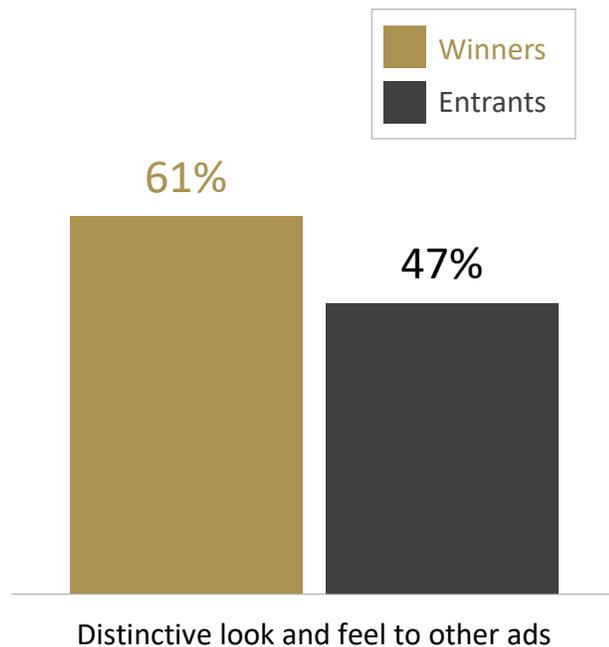


Chapter 4

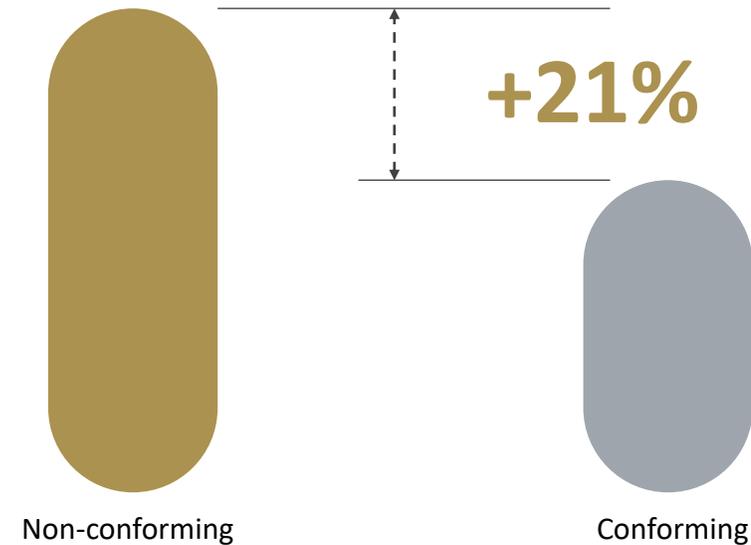
Creative Content Analysis

Creative that conforms to category conventions suffers from cognitive immunity.

Winners take risks and challenge category conventions.



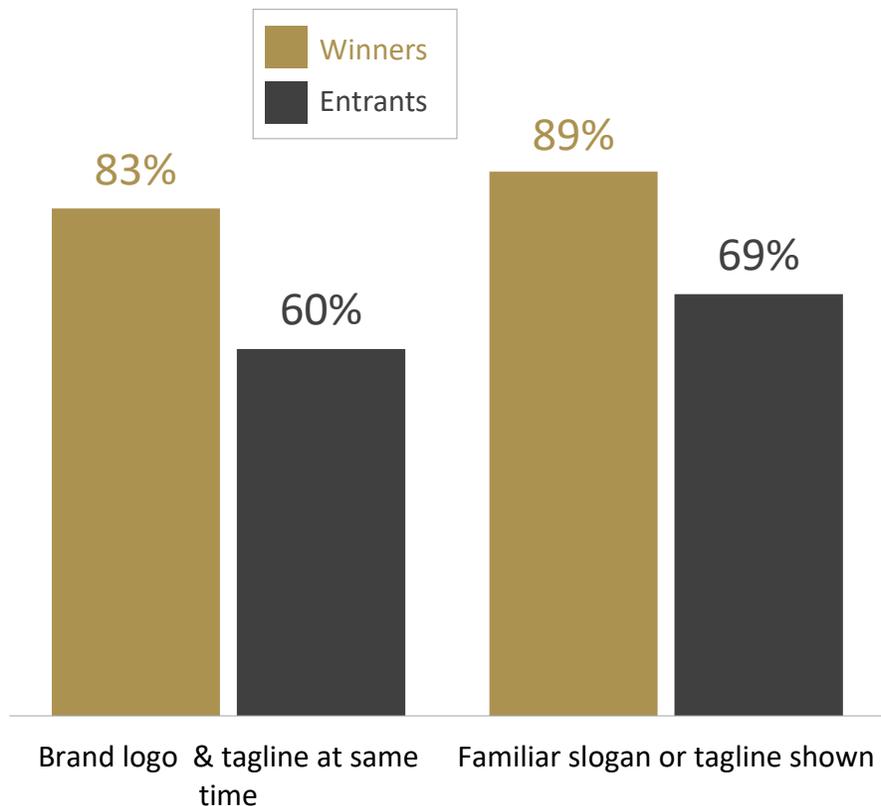
Breaking category ad conventions creates greater Brand Attention.



Based on Ipsos Creative Excellence, Database Meta-Analysis

Distinctive Assets Are A Driving Force Of Creative Effectiveness.

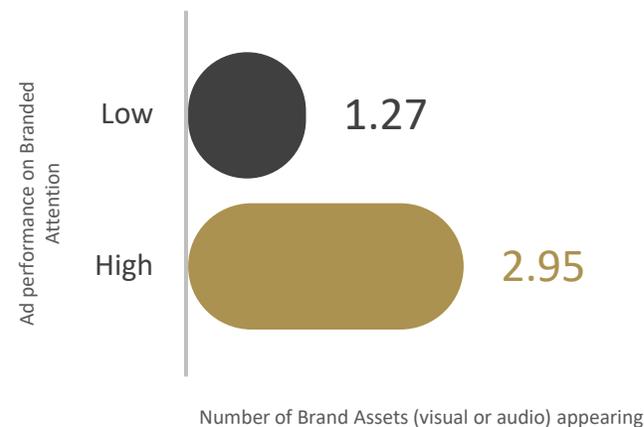
Winners make obvious use of brand cues.



Distinctive assets fuel branded attention and strengthen mental networks.

The presence of brand assets is strongly linked to positive branded attention effects, more so than just directly showing or talking about the brand.

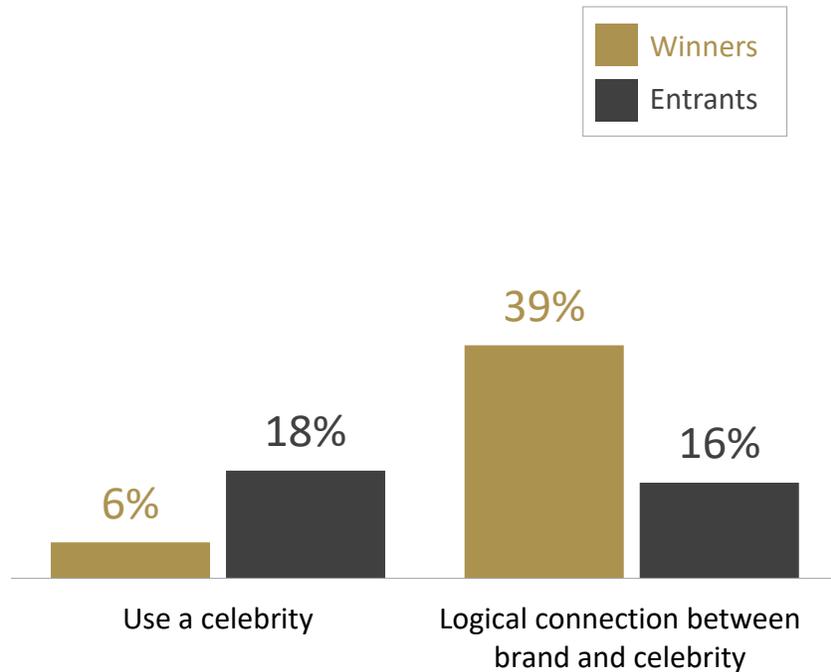
High performing creative uses +57% more Brand Assets



Based on Ipsos Creative Excellence, Database Meta-Analysis of 2000 video creative - The Power of You POV.

Celebrities Can Be Powerful But Are Not a Ticket to Success.

Winning campaigns use celebrities less often. However, when they do, there is a logical connection to the brand.



Ipsos data base learnings shows that celebrities can buy attention, but their use may lead to lower brand linkage and behaviour change.

However, performance is improved when celebrities are true to themselves or there is a credible connection between the celebrity and the brand.



USA 2022 Effie Winners

Only 16% of Effie winners used celebrities, highlighting the use of celebrities is not key to effective advertising.

CASE STUDY

Taking a risk to challenge category norms differentiated the brand and new variant, utilizing brand assets associated with the brand to deliver a creative experience

Example of how to leverage brand equity and assets to launch a new premium variant to achieve growth and acquisition.

Savanna – How some ‘spice’ served delivered unprecedented growth

BRAND/CLIENT: DISTELL

AGENCY: GREY ADVERTISING

SITUATION: In the context of a tough economic climate and cluttered category characterized by sweet fruity flavours, the brand delved deeper to understand their consumers to explore unmet needs and grow market share.

Savanna launched a new Chilled Chilli variant to satisfy their target audience with a new flavour profile and a proudly LGBTQI+ character, playing on ‘spice’- South-African-ism for being feisty and having an attitude. The brand collaborated with Nando’s also known for its fiery personality- giving the brand novelty and drama.

37%

REVENUE
GROWTH

37% Revenue growth

24% Volume growth

ROI of 5:1

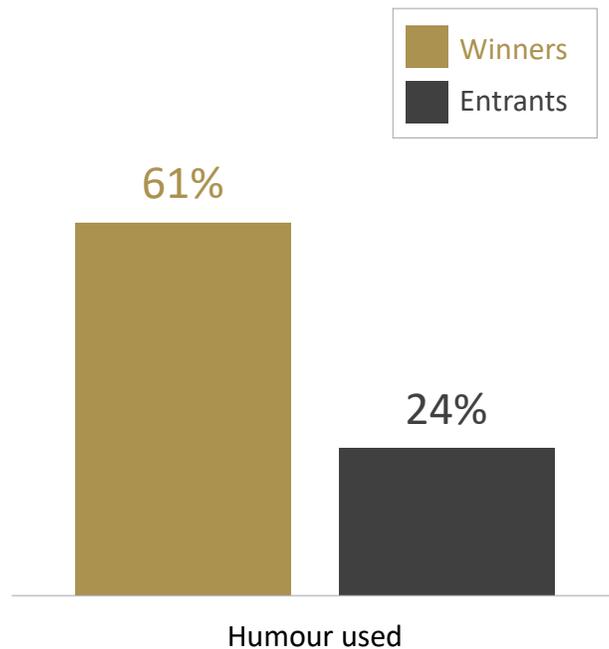
Increased Brand Equity



GOLD: BEVERAGES ALCOHOL

Humour Can Help Capture Attention, But It Needs To Be Relevant

Winners employ humour to foster an emotional connection with consumers and help differentiate the ad.



Ipsos data base learnings show that humour in advertising results in +13 points on average for break through.

Humour is a great way to generate visibility – as it has always been!

Humor tugs at people’s emotions, eliciting a positive emotion like laughter, which creates a lasting impression. It also connects consumers to the commercial itself, and if done correctly, to the product being marketed.

There is a note to make though that while this is a great trigger of attention, it can become a hurdle to brand impact if not managed properly – indeed, if the joke takes the attention away from the brand and the message, there is a risk of missed opportunity.

Based on Ipsos Creative Excellence, Database Meta-Analysis

CASE STUDY

Achieving growth with a small budget by tapping into a trending topic and leveraging the tongue-in-cheek advertising style the brand is known for.

Example of how understanding of the context, using strategic touchpoints with relevant messaging differentiates a brand.

Nando's - Bright Sides Campaign

BRAND/CLIENT: NANDO'S

AGENCY: VMLY&R SOUTH-AFRICA

SITUATION: In the context of higher competitive media spend and promotional activity, the brand needed to cut through the clutter with greater efficiency. With frequent loadshedding impacting consumers daily lives including meal preparations, the brand demonstrated empathy with this reality. The brand captured attention by focusing on strategic touchpoints and redirecting consumers to the Nando's App.

Introducing free sides with Sharing meals corresponding with the different levels of loadshedding created an opportunity to cut-through the clutter with relevant messaging and offering value to the customer.

19%

REVENUE
INCREASE

6% increase in online sales
25% increase in App downloads
27% of sales generated by new users
19% revenue increase



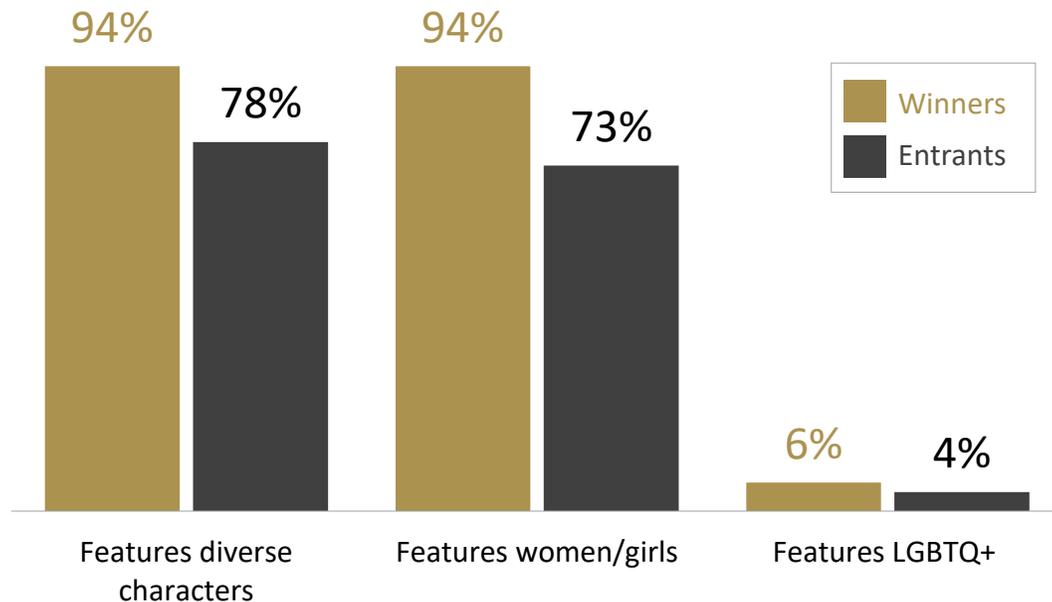
SILVER: TIMELY OPPORTUNITY



SILVER: TIMELY CURRENT EVENTS

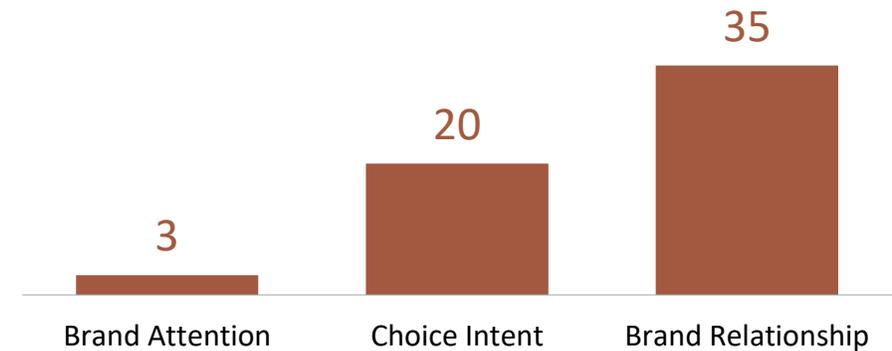
The Power of Positive Representation.

Winning campaigns use intersectionality when representing their brand.



Embracing diversity, equity & inclusion has value for business

- It impacts how consumers **feel about brands** in both short and long term
- It **influences attitudes** towards the evaluation of an ad



Top Third GEM Ads in Relationship to Ipsos Key Measures

Based on Ipsos Creative Excellence, Database Meta-Analysis

CASE STUDY

Advertising that represents women more positively has a higher long-term and short-term impact for the brand.

There is an opportunity for brands to find ways to connect with female consumers and have a positive business impact. SeeHer in partnership with Ipsos developed the GEM[®] measure. Demonstrating that the positive portrayal of women drives effective advertising.

2022 Grand Effie Winner - Bride Armour

BRAND/CLIENT: AB InBev

AGENCY: Ogilvy

SITUATION: Carling Black Label has been addressing masculinity with emotive and creative campaigns, starting with Bold.Brave. Strong, and challenging men to use their strength for social good.

#noexcuse Bride Armour addresses gender based violence, especially intimate partner violence after marriage, in a powerful and thought-provoking manner. Demonstrating that brands can and do have a role to play in bringing positive social impact whilst still achieving positive business impact.



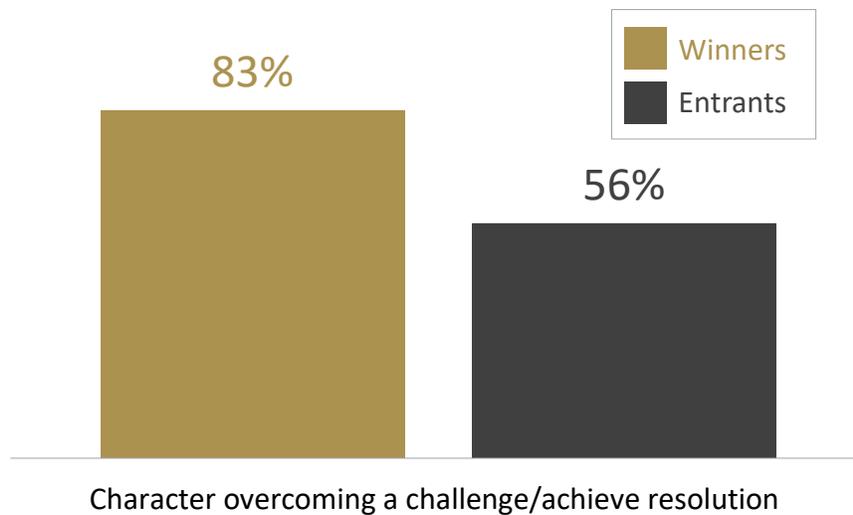
Power of positive female representation performed in top third of the GEM database. Benefits for brands are:



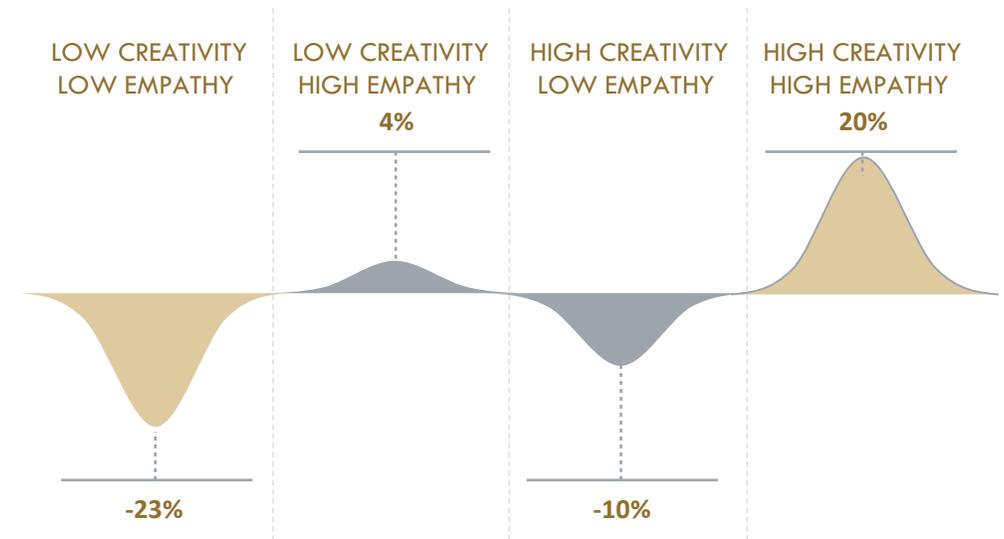
Source: Strive for More- SeeHer & Ipsos Report.

Delivering relevant messaging and clear resolution to consumer tension points creates a stronger emotive creative, fueling memory encoding.

Winners deliver a positive emotional end to their advertising.



Leveraging both creativity and empathy deliver stronger effectiveness.



Source: Ipsos Misfits, How creativity in advertising spark brand growth. Based on Ipsos' evidence based framework.

Key insights

- Following category conventions leads to a sea of sameness. Safe changes nothing. Creativity cuts through.
- Distinctive brand assets make it easier for people to reach for your brand. Use your assets and be consistent in incorporating in your campaign and across touchpoints.
- Creative techniques such as humour can help a brand stand out from the clutter. Take care that it doesn't detract from the brand or the messaging.
- Power of good representation goes beyond gender.
- Celebrities should be at the service of your brand. The brand is the Star.
- Start strong. Finish strong. First and last impressions matter, deliver a strong emotional message to drive brand recognition and recall.

Glossary

WINNERS

Classified as Effie award winner
(Gold, Silver or Bronze)

ENTRANTS

Classified as entrants only (excluding winners)

CPI

Consumer price index

SOV

Share of voice

ROAS

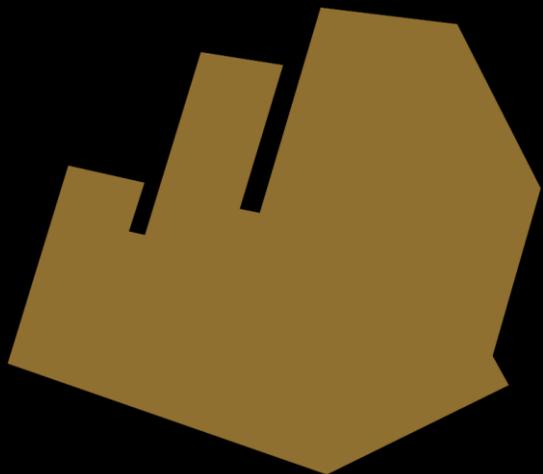
Return on ad spend

GEM

Gender equality measure. A data driven measure to identify gender bias developed by SeeHer and Ipsos

SEEHER

Launched by ANA (Association of National Advertisers) with The Female Quotient (The FQ), the leading global movement committed to the accurate depiction of women and girls in advertising and media.



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