

Revealing the Effectiveness of Food and Beverage Advertising

By | **Minmin Wang**, GMU Associate Director, Ipsos Connect in China

We all know that reach and response are two major dimensions most important in measuring the performance of advertising.

Reach is determined by visibility and the degree of brand connection in associated memories, and response relies on persuasiveness and brand equity. Both are drivers of advertising in short-term sales growth and long-term improvement of brand equity in the minds of consumers.

Excellent advertising is good at integrating and use of various driving factors, such as engagement, uniqueness and novelty, relevance, and credibility, for the effect of $1 + 1 > 2$. It is also key to effective food and beverage advertising.

2013-2015		
	Overall Advertising	Food and Beverage Advertising
 CEI	124	140
 PI	112	122
 RI	110	111

Source: Ipsos

It is increasingly difficult to stand out in the fierce competition of the entire advertising market, and a good food and beverage advertising should be more convincing than others. According to Ipsos Connect research on advertising database, effective food and beverage advertising needs outstanding performance in the following three aspects:



Consumer and
category-associated
information and
execution

01/

Good engagement

02/

Uniqueness and
originality

03/

Relevance

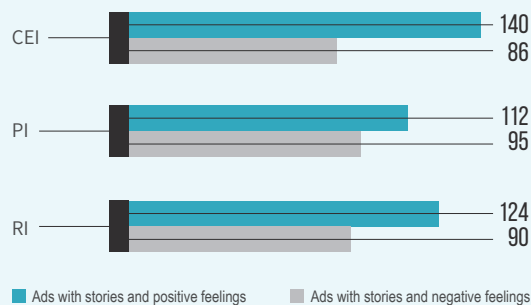
Relevance is the key to convincing food and beverage advertising, and relevant information is particularly important for persuasive advertising. Food and beverage advertising communication must satisfy the needs of today's consumers, look into consumer demand, and resonate with consumers.

Category Features

A good show of category features can enhance the persuasiveness of advertising, in which the show of people enjoying food and beverages is the most intuitive. Another great driver is the taste of food and beverage shared in the ads.

Engagement

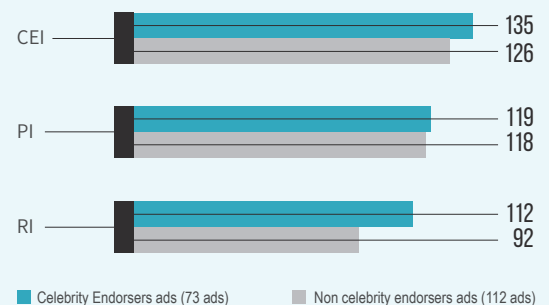
Engagement is an important driver of association with food and beverage advertising. Stories alone are hard to bring very effective impact on food and beverage ads. They need to create a positive feeling in people to enhance their love for the products. Stories that deliver negative emotions not only undermine the consumption atmosphere, but also reduce the degree of product association and persuasion.



Source: Ipsos

Celebrity Endorsers

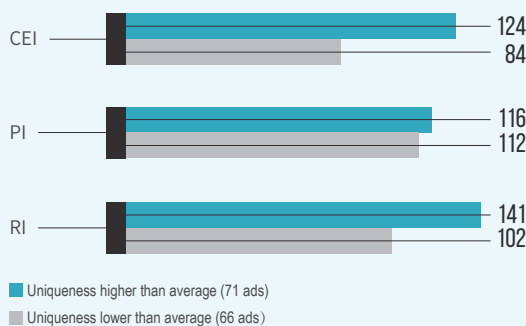
Although celebrity endorsers of food and beverage advertising always have a more profound impression on the audience, they do not guarantee success of the ads. The abuse of endorsers lead to reduced persuasiveness and only when the image of the celebrities and the brands are consistent can good advertising effect be reached.



Source: Ipsos

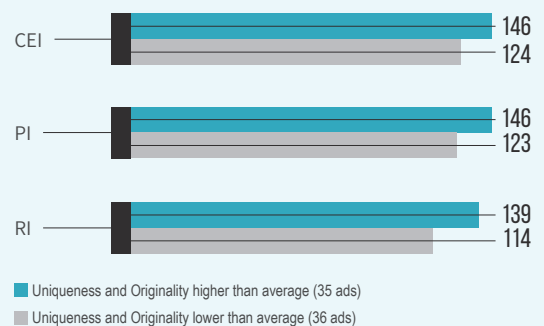
Food and beverage advertising can stand out with unique information, stories and originality and attract people to choose them. However, they should be convincing and avoid to be false or too exaggerated.

Uniqueness



Source: Ipsos

Uniqueness and Originality



Source: Ipsos