

UNLOCK BRAND SUCCESS WITH IPSOS CREATIVE EXCELLENCE

Get the latest insights and trends to
spark your creative effectiveness.

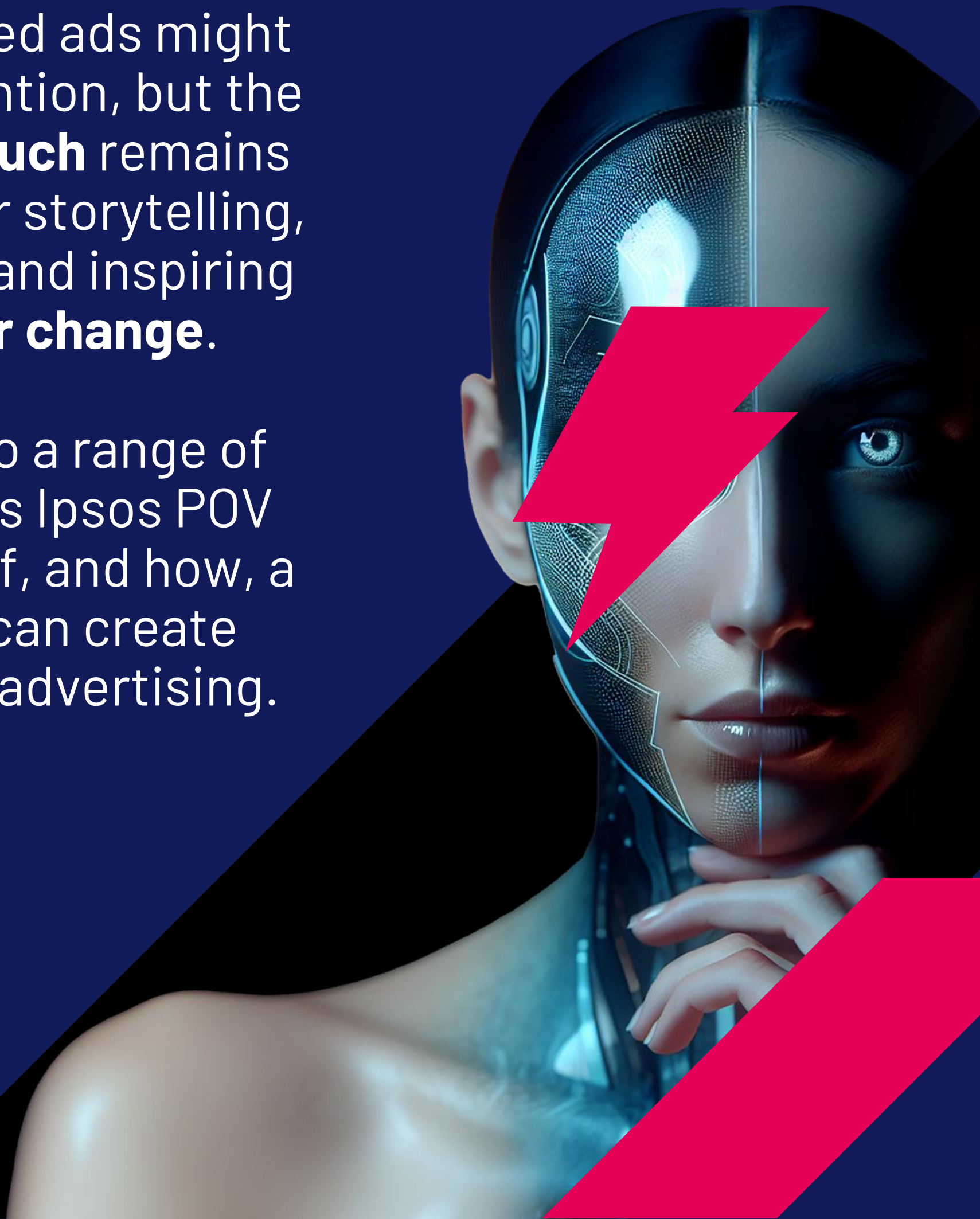


Misfits & the Machine

Can AI crack creative effectiveness?

AI-powered ads might grab attention, but the **human touch** remains crucial for storytelling, empathy and inspiring **behaviour change**.

Diving into a range of cases, this Ipsos POV explores if, and how, a machine can create effective advertising.



How to leverage AI to spark creativity

Generative and analytical AI research models can open a new world of opportunities for digital advertising and bridge this unnecessary recall gap.

Discover the **pros and cons of AI in advertising research** in this Ipsos POV.



Average brand recall for a digital ad is only **4%***

*Source: Ipsos in-market ad tracking database



Ipsos x TikTok: empathy, resonance & creativity

Discover what advertisers need to do to break through in today's skippable world.

This joint Ipsos x TikTok article reveals the keys to success on TikTok.



Diversity & inclusion for better advertising

Brands can gain real value from embracing **diversity**, **equity**, and **inclusion** (DEI) in their advertising.

Discover a range of award-winning DEI cases and the principles for effective advertising in this Ipsos DEI paper.

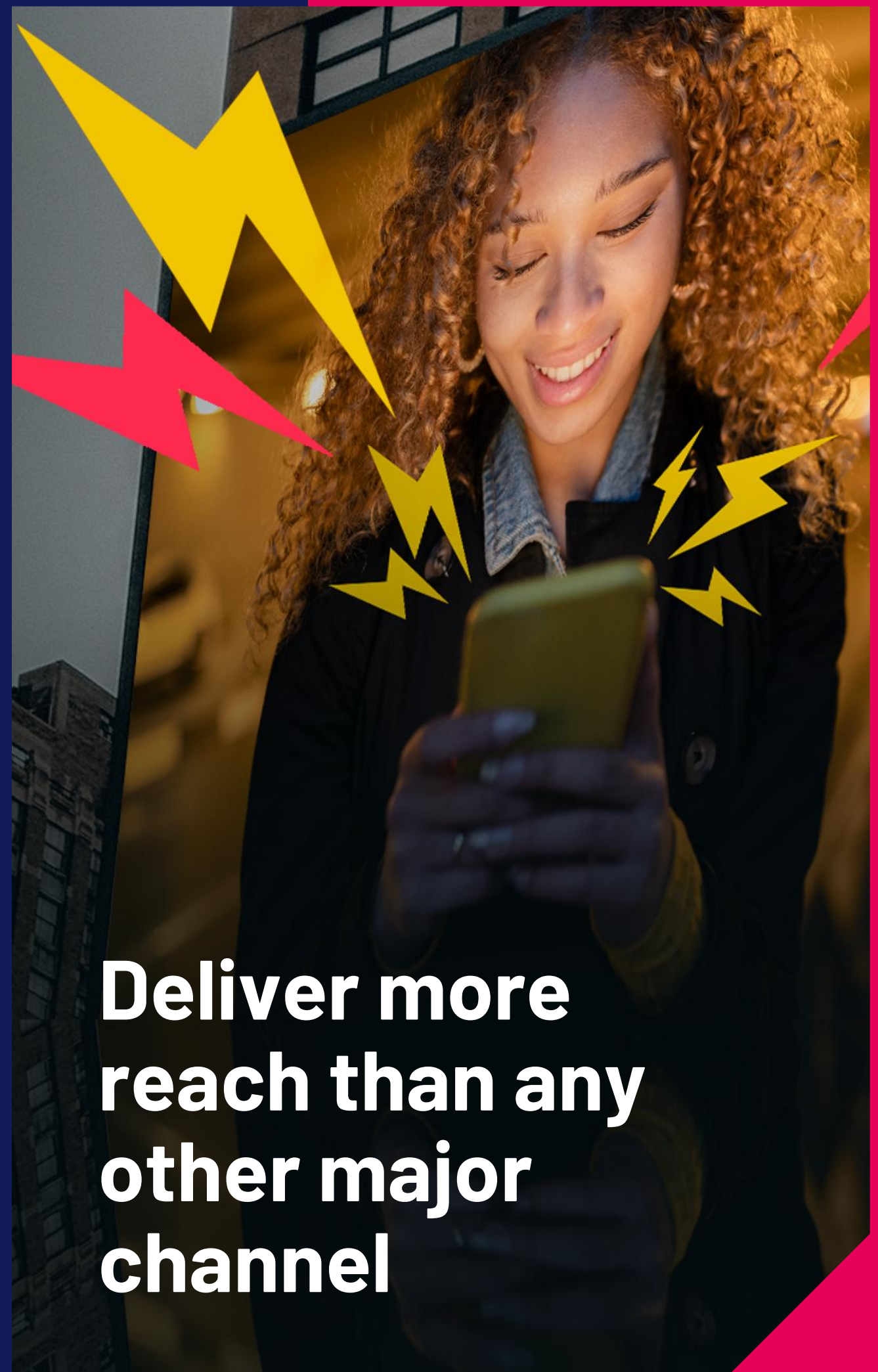


Beyond the billboard

Out of home (OOH) advertising offers great potential for brand success. **Brands can experience 61%* brand growth** by featuring distinctive product images in their OOH creative.

Discover the full power of OOH in Ipsos' **Thinking Outside the Billboard** POV.

*Source: Ipsos creative database (US, UK, FR)



Deliver more reach than any other major channel



The Misfits Way

Ipsos findings reveal that creative
big ideas grounded in empathy
supercharge brand choice by

+79%*

Power early-stage campaign
development with the learnings
from **The Misfits Way to Creative
Excellence**. Tune into this new
podcast to find out more.



*Source: Ipsos Global meta-analysis from Instant|Labs



From chaos to context

Uncover invaluable insights from the **2024 Cannes Lions** International Festival of Creativity, where Ipsos identified key trends and strategies that are key for **brand success**.

Find out more in this Ipsos webinar recording.



UNLEASH CREATIVE EXCELLENCE

Discover more insights and how to
unleash a **Misfits Mindset** to **fuel your
Brand Success** by visiting:

ipsos.com/en/misfits/creative-news-views

Or contact

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