

DRIVING IMPACT IN A CHANGING WORLD

Ipsos in UAE Conference
Wednesday, March 13th, 2019



Pursuing Creativity

Bringing Back the Mahgic

Shaun Dix

Creative Excellence

Global Service Line Leader



Session 2: Delivering Impact

© Ipsos 2019 · All rights reserved. Contains Ipsos' Confidential and Proprietary Information.

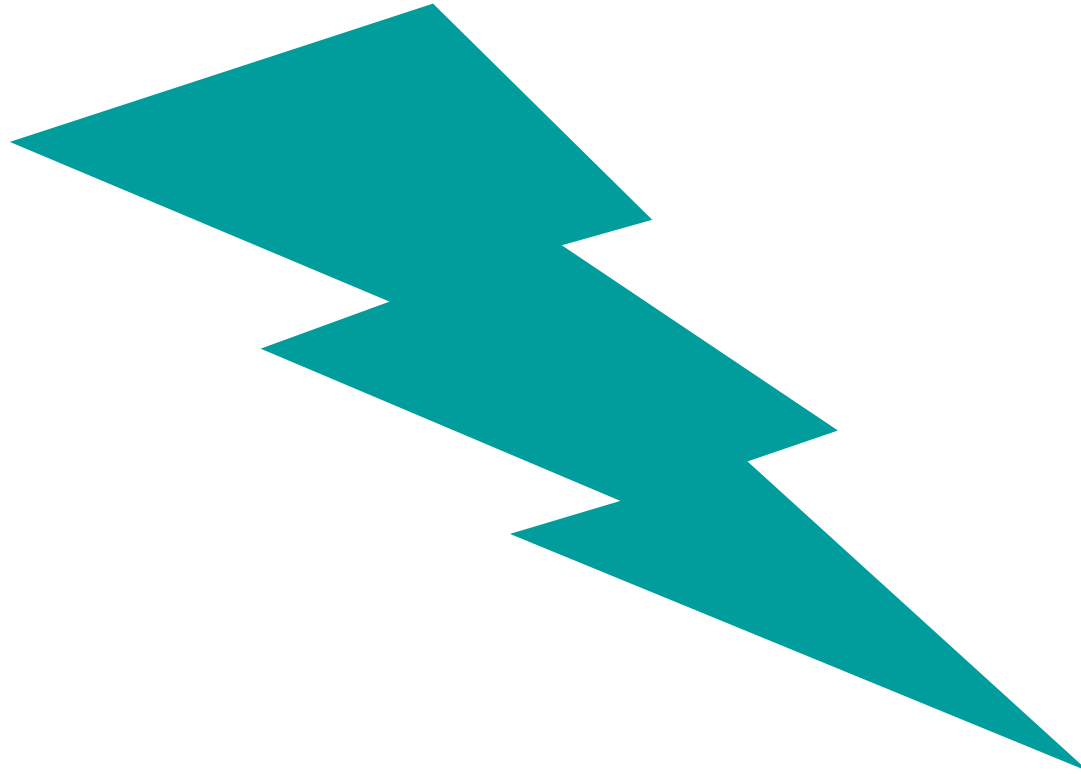
The contents of this report constitute the sole and exclusive property of Ipsos · [name of the entity issuing the report] and/or its affiliated companies (“Ipsos”). Ipsos retains all right, title and interest in and to any Ipsos trademarks, trade secrets, copyright, patents, databases, software and computer programs, technologies, methodologies, products and know how included or arising out of this report or used in connection with Ipsos' preparation of this report. No license is hereby granted or implied.

The contents of this report are confidential and may be used by the subscriber, its officers, directors and employees solely for internal business purposes. No other use is permitted and the subscriber cannot disclose, reproduce, distribute, publish and/or interpret or sell all or part of this report to any third party without the prior written consent of Ipsos. All approvals should be granted from Ipsos at a local level. Clients, who release in accordance with the agreement with Ipsos, must clearly identify the fact that it was done by Ipsos. Clients are also not permitted to use the Ipsos logo in any communication or the mention of the Ipsos name and/or brand identity without written consent from the latter.

Should the client use the Ipsos logo, publish, reproduce, distribute or release the work products without complying with the above conditions, Ipsos reserves the right to express by any means or issue any communiqué or statement necessary to protect its rights, in addition to any other legal rights or remedies which they may have.



Creative Excellence Video #1



GAME CHANGERS



We are communication experts who
combine art, science, and knowledge
to help our clients achieve their business goals
through creative excellence.

We cover the entire creative development
process to bring back the magic

GAME CHANGERS



CREATIVITY IS *BUSINESS*



“ The hard evidence [is] that creative work is **more memorable, more effective and more able to drive overall business performance.** ”

Keith Weed,
Chief Marketing & Communications Officer, Unilever*

x11
more

market shares gains

Creatively awarded campaigns in the IPA Effectiveness database (1996 – 2014) drove 11 times the market share gains at the equivalent level of share of voice* (IPA Binet & Field)

GAME CHANGERS







BE *BOLD*

 Just do it.

**Should Brands Try
to Change the World?**



BE *PURPOSEFUL*

GAME CHANGERS



A young girl with blonde hair is shown in profile, shouting with her mouth wide open. She is looking towards a lion on the right side of the frame. The lion is also shown in profile, with its mouth open, showing its teeth. The background is a clear blue sky. A dark blue rectangular box is superimposed over the center of the image, containing the text "Creativity is *magic*".

Creativity is
magic

GAME CHANGERS





CREATIVITY MEANS *BUSINESS*



BE *NOTICED*



BE *CREATIVE*



Creativity
starts with
people

GAME CHANGERS



Creative
excellence is a
journey, not a
destination



GAME CHANGERS



Creativity
needs a
spark



GAME CHANGERS





#YNYWH a great campaign powered by an universal truth and big idea –
powered by Ipsos

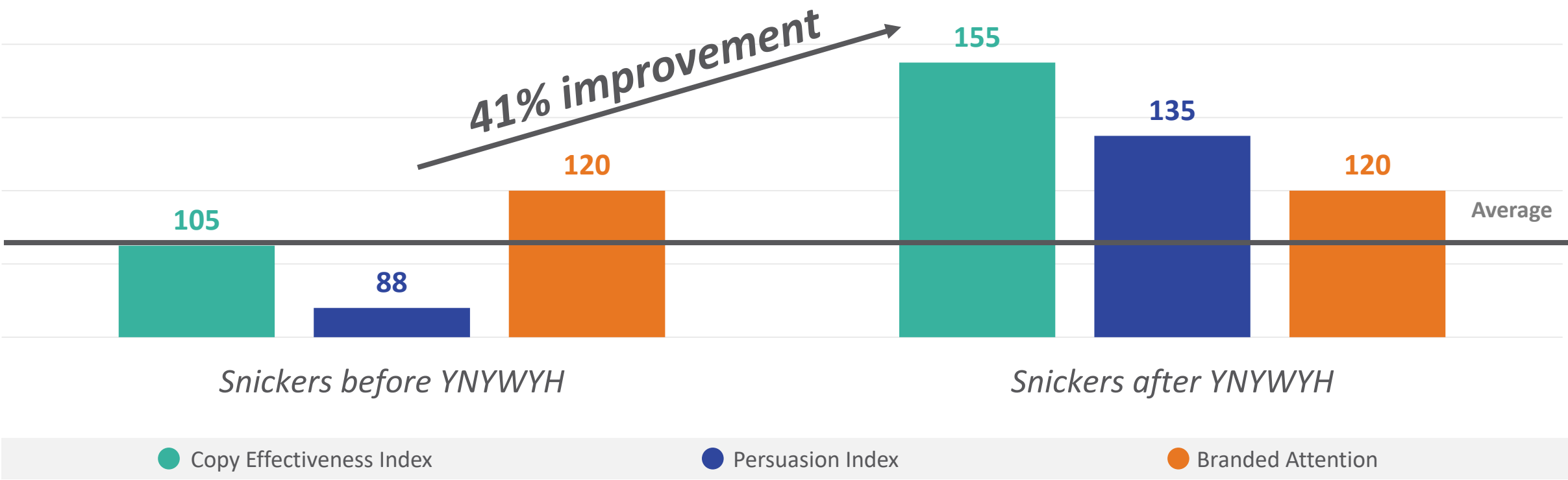


USING A LOCALLY RELEVANT CELEBRITY

Markets that have used a local celebrity in their advertising have enjoyed better performance than those who have 'imported'.



Ipsos helped Snickers learn and adapt its campaign idea to each market to ensure it was hitting the nerve of different cultures



* The Copy Effect Index (CEI) is Ipsos' proprietary measure of in-market sales performance potential; a weighted combination of branded attention and persuasion. Advertising Effectiveness of the work improved by 41%, and is 51.7% higher than the norm

CREATIVITY MEANS *BUSINESS*



BE ***BOLD***



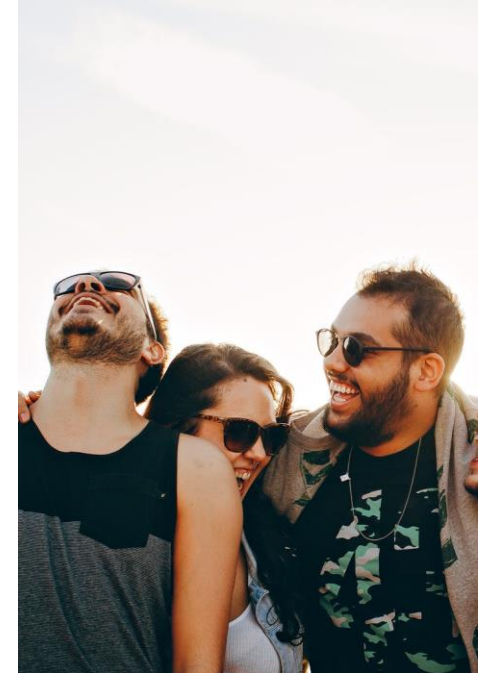
BE ***PURPOSEFUL***



BE ***NOTICED***



BE ***CREATIVE***



MAKE A ***LASTING IMPRESSION***



Creative Excellence

Bringing back the magic





DRIVING IMPACT
IN A CHANGING
WORLD



Thank you

Shaun Dix

Creative Excellence

Global Service Line Leader