

PATH FORWARD WEBINAR HOST



Steve Levy
Ipsos Canada

- Launched career in sales & brand management
- Since the late 80s involved in the marketing research and information business
- Very involved with the Marketing community via CMA/ACA/CMDC
- Frequent public speaker, conference moderator & facilitator
- Currently craving a juicy burger & french fries from Holy Chucks

TODAY'S SPEAKERS



Ted Doering
VP, Service Line Lead,
CRE Canada

- Started his career in market research as a summer student in 1996
- During this time, has coded open-ends, moderated focus groups and everything in between
- Has worked with Ipsos Creative Excellence since September 2008, evaluating over 750 ads in his career
- Looking forward to being able to visit local record stores again very soon



Brett McIntosh
President,
Publicis Toronto

- Started at Publicis in early 20's when this little French agency was only 38 people strong
- Currently leads an agency of 440 in Toronto and Windsor.
- Loves that on any given day he gets to work across categories as diverse as telco, confectionery and financial services
- Was Vice-Chair of ICA's Advertising Week
- Has officially moved his office to the backyard

THE PATH FORWARD

Canada's Creative Fightback

Ted Doering, Vice President, Service Line Lead, CRE Canada

GAME CHANGERS



CREATIVITY MATTERS AND DRIVES BUSINESS GROWTH

11x
Market Share Gains*

3.5x
Higher Stock Market Performance**

Creative Effect Index Validation to in Market Sales Lift



1,000+ Ipsos validations

SOURCE: *(IPA Binet & Field)** (Cannes Creativity Festival & Yahoo!; Ipsos Creative Effectiveness Database, 1,000+ Validations





DOES CREATIVITY
still **MATTER NOW?**

**GOING DARK IS
NOT THE ANSWER**



HOW SHOULD BRANDS RESPOND?



Brands are **nervous about appearing to profit** from this crisis. The conversation is being had in many client and agency organizations, but they have to **be absolutely sure** they are helping people not just making money from it, or being seen to make money from it.”

Owen Lee, Chief Creative Officer
FCB Inferno (The Drum)

CONSUMERS EXPECT BRANDS TO HELP PEOPLE DURING THIS CHALLENGING TIME... AND ARE OPEN TO SEEING ADVERTISING

Sentiment Towards Brands & Companies in Today's Climate

- Agreement Scale Showing T2B -

83%

I want to hear from helpful brands

75%

Companies have a social responsibility to offer aid

61%

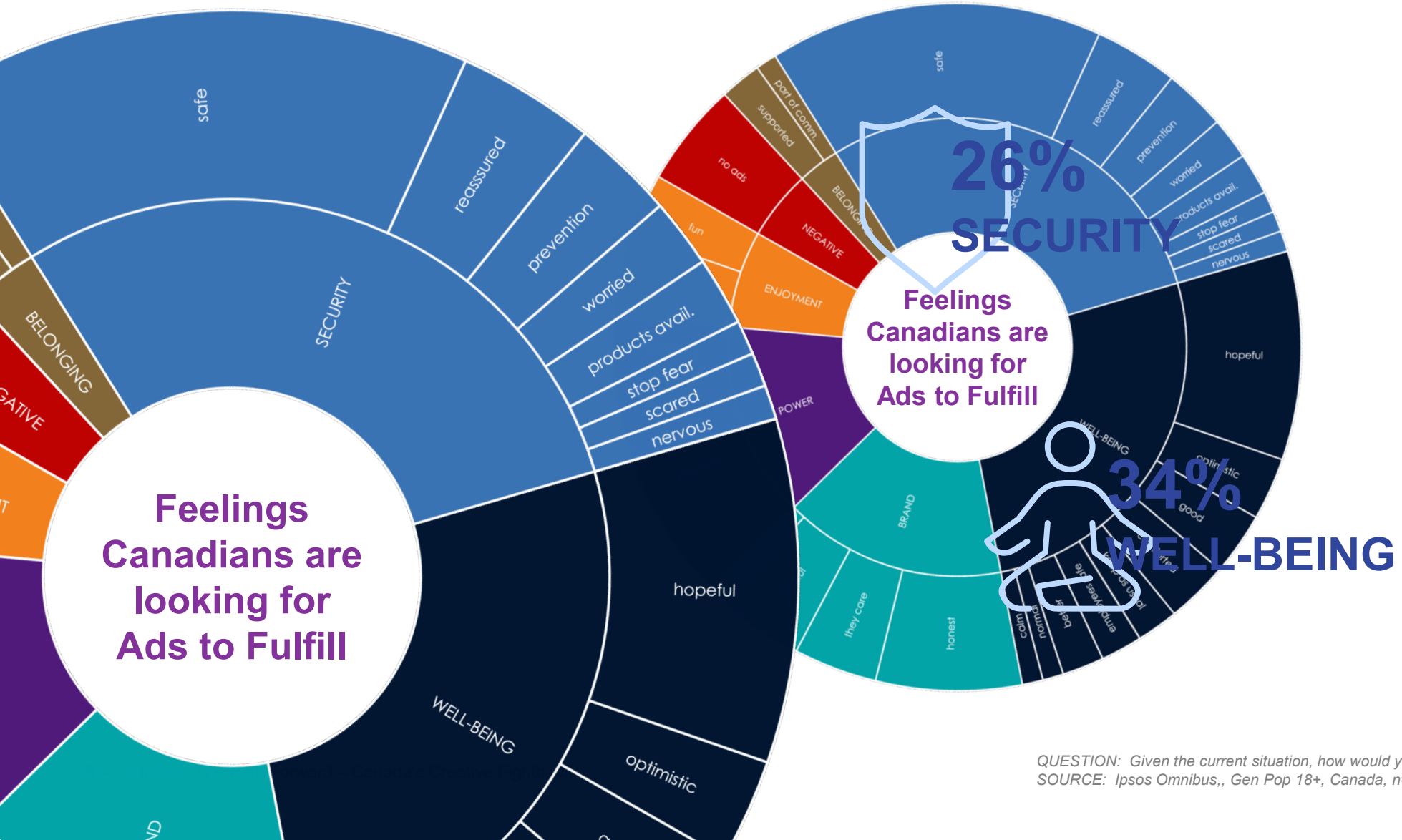
I am open & receptive to advertising now

10%

Brands that advertise are tone deaf

SOURCE: Ipsos Poll, Gen Pop 18+, US, n=1,000 (March 2020)

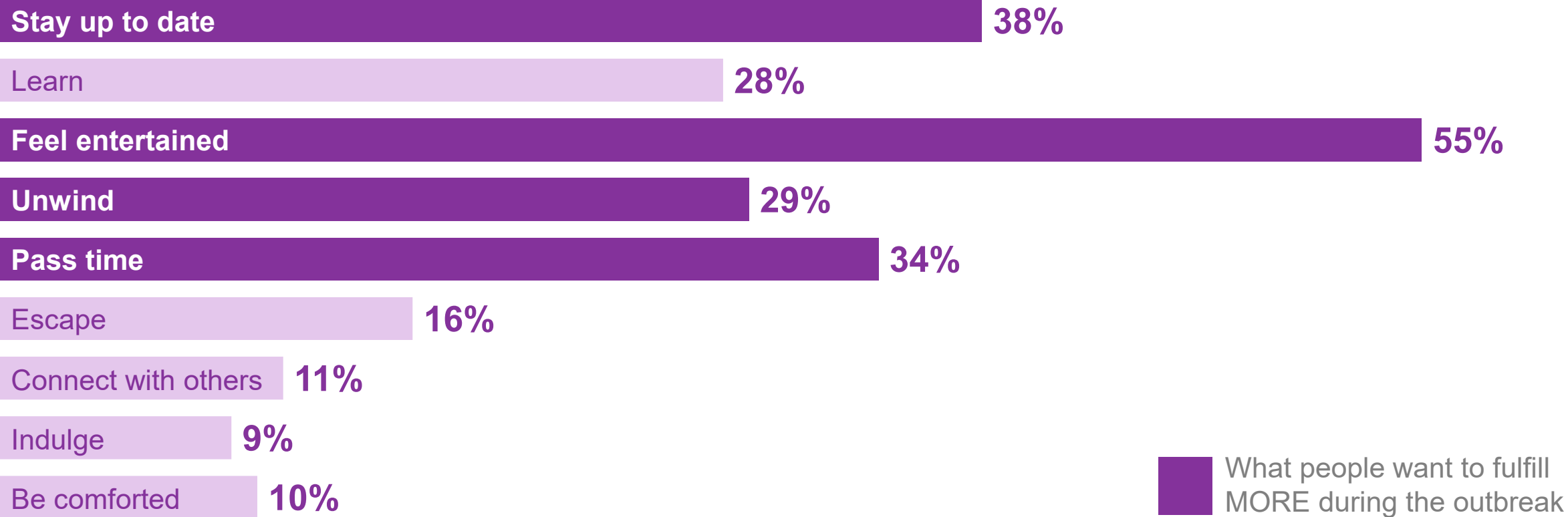
CANADIANS WANT ADVERTISING TO HELP THEM FEEL OPTIMISTIC & SECURE



QUESTION: Given the current situation, how would you like advertising to make you feel?
 SOURCE: Ipsos Omnibus, Gen Pop 18+, Canada, n=1,000 (April 2020)



PEOPLE WANT ENTERTAINMENT AND ESCAPISM DURING THE CRISIS, AS WELL AS UP-TO-DATE INFORMATION



QUESTION: What's your mindset when choosing something to watch, read or consume (whether on TV, social media, streaming, etc.) these days?
SOURCE: Ipsos Omnibus, Gen Pop 18+, Canada, n=1,000 (May 2020)



HOW HAVE CANADIAN BRANDS BEEN COMMUNICATING?

MANY CANADIAN BRANDS RESPONDED QUICKLY

Ipsos Exploratory Research

15

CANADIAN COVID ADS

CROSS CATEGORY



FINANCIAL



AUTOMOTIVE



RETAIL/SERVICES



FOOD SERVICE



GOVERNMENT/PSAs

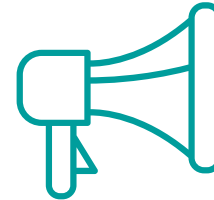
KEY MEASURES



CREDIBILITY



UNIQUENESS



RELEVANCE



BRAND IMPACT

1 FINDING

EXTREMELY MIXED RESULTS ACROSS ALL SECTORS

Is this that surprising?

Extraordinary efforts are resulting in ads being developed in days, using existing footage, minimal time for review, breaking all conventions, scrambling to air as soon as possible.

SOURCE: Community – Canadian Ad Evaluation , Gen Pop 18+, Canada, n=156 (May 2020)

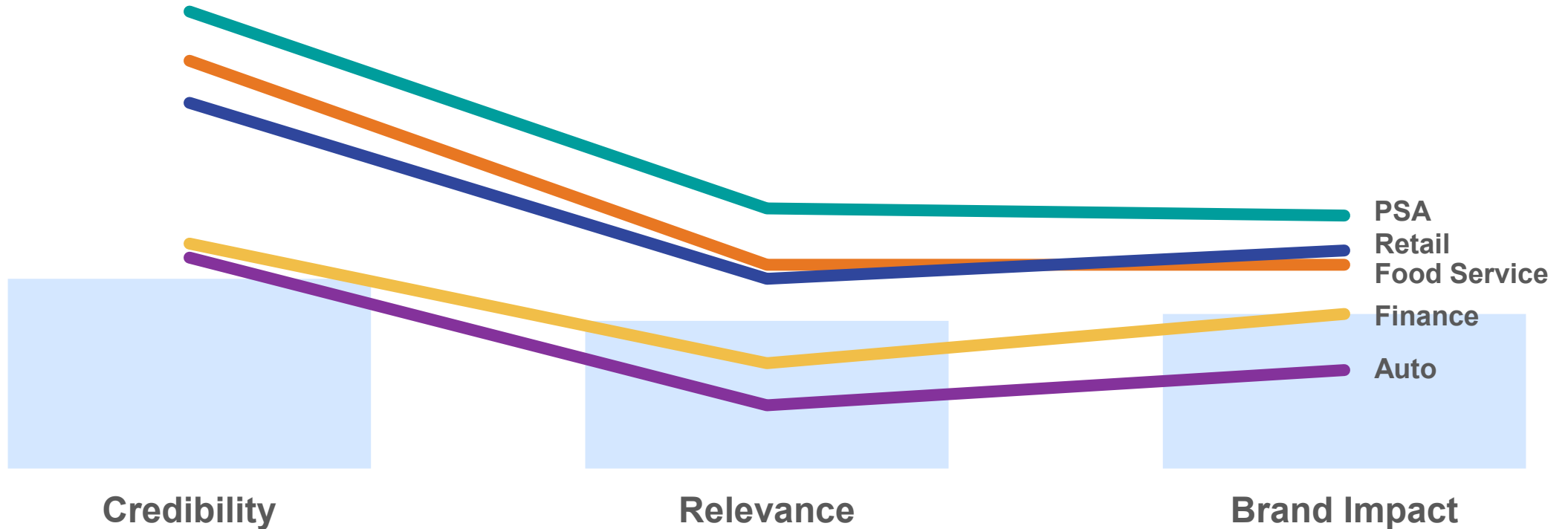


2 FINDING

COVID ADS FROM FOOD SERVICES, RETAIL AND GOVERNMENT/PSA GENERATE STRONG CREDIBILITY, RELEVANCE AND IMPACT

Category Ad Performance on Key Measures

IPSOS NORM



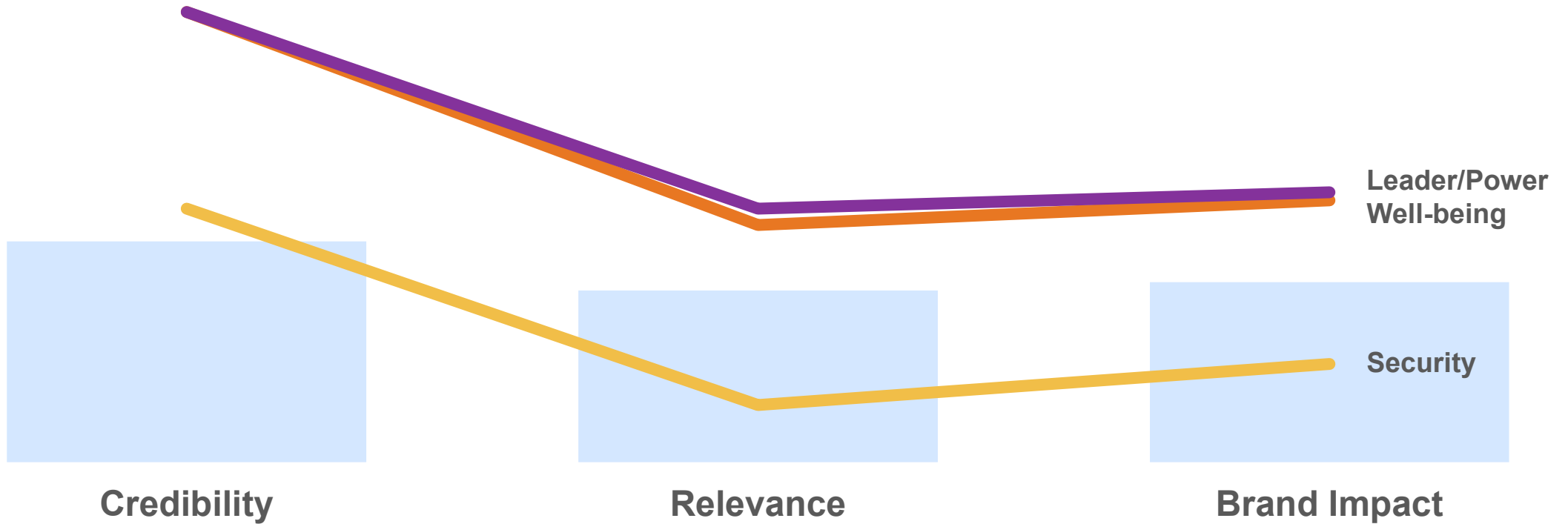
SOURCE: Community – Canadian Ad Evaluation, Gen Pop 18+, Canada, n=156 (May 2020)

3 FINDING

COVID ADS THAT FOCUS ON TAKING A LEADERSHIP POSITION AND OPTIMISM OUTPERFORM THOSE FOCUSING ON SECURITY

Ad Sentiment Performance on Key Measures

■ IPSOS NORM

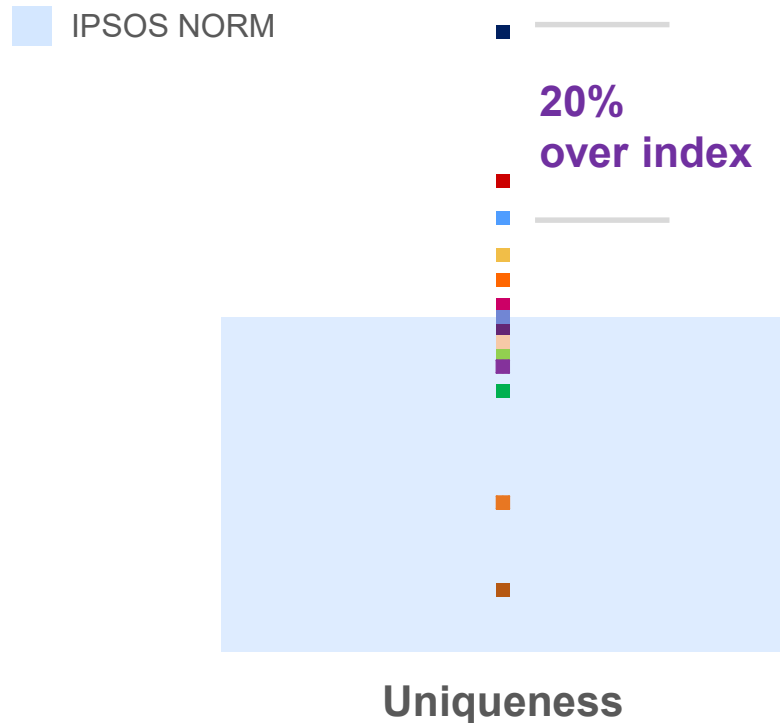


SOURCE: Community – Canadian Ad Evaluation, Gen Pop 18+, Canada, n=156 (May 2020)

4 FINDING

MOST COVID ADS TESTED, NO MATTER WHAT THEME OR SECTOR, ARE GETTING LOST IN A SEA OF SAMENESS

Ad Performance on Uniqueness



“Frankly, I’m tired of the sad-sac music playing along each ad. Tired of desperate looking people waving from dark windows. **Stop the “we’re here for you” lies...**

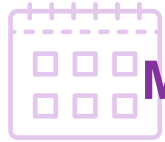
“I need a break from the 24/7 COVID – advertising brings some normalcy to my life – well, it did....

“I need to know where we are going – not that we are in unprecedented times, we know.

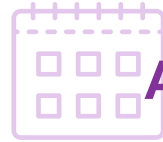
SOURCE: Community – Canadian Ad Evaluation , Gen Pop 18+, Canada, n=156 (May 2020)



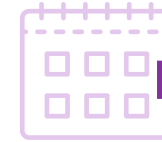
BRANDS CAN RISE TO THE OCCASION



MARCH



APRIL



NOW



SHOW EMPATHY
AND GIVE COMFORT



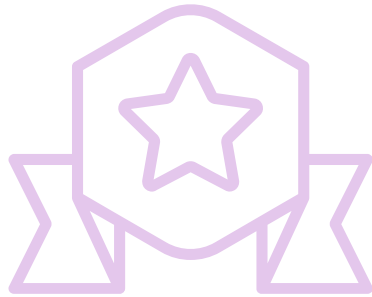
RECOGNIZE AND AFFIRM
NEW SOCIAL NORMS



HELP PEOPLE BUILD
NEW RITUALS AT HOME

3 KEY PRINCIPLES WILL HELP BRANDS IN THE CREATIVE FIGHTBACK

1



BE AUTHENTIC AND FAITHFUL



https://www.youtube.com/watch?v=7U_N13lrFNc

3 KEY PRINCIPLES WILL HELP BRANDS IN THE CREATIVE FIGHTBACK

2



MAKE SURE YOU ACT AND DO



CORONAVIRUS | News

Netflix reduces video quality in Canada to lower internet bandwidth use

David Friend
The Canadian Press

CANADIAN TECH COMPANIES STEPPING UP TO HELP REMOTE WORKERS SURVIVE COVID-19

3 KEY PRINCIPLES WILL HELP BRANDS IN THE CREATIVE FIGHTBACK

3



FIND THE RIGHT STORY & STRIKE THE RIGHT TONE



Infuse positivity and optimism



Fight boredom with fun and laughter



Ideas and support for coping



Reassure and calm



Reinforce sense of community

WHAT ABOUT NON-COVID ADVERTISING?



5x

Brands that adapt positioning during crisis have seen up to five times stronger Equity than those who have not evolved or made a change



I need some aspects of my life to be COVID-free, it's all we hear 24/7

4 KEY POINTS TO TAKEAWAY



Be active, don't sacrifice creative and understand current contextual nuances



Don't get caught in the sea of sameness



Be prepared for fluidity



Opportunity for innovation

CONVERSATION

UP NEXT

**Financial Services
Post Co-Vid**
June 2nd



Ray Kong
President & Client Partner

**Understanding Emerging
Consumer Behaviour**
June 10th



Naumi Haque
SVP, Market Understanding & Strategy