

IPSOS CREATIVE EXCELLENCE

Capabilities One Pagers

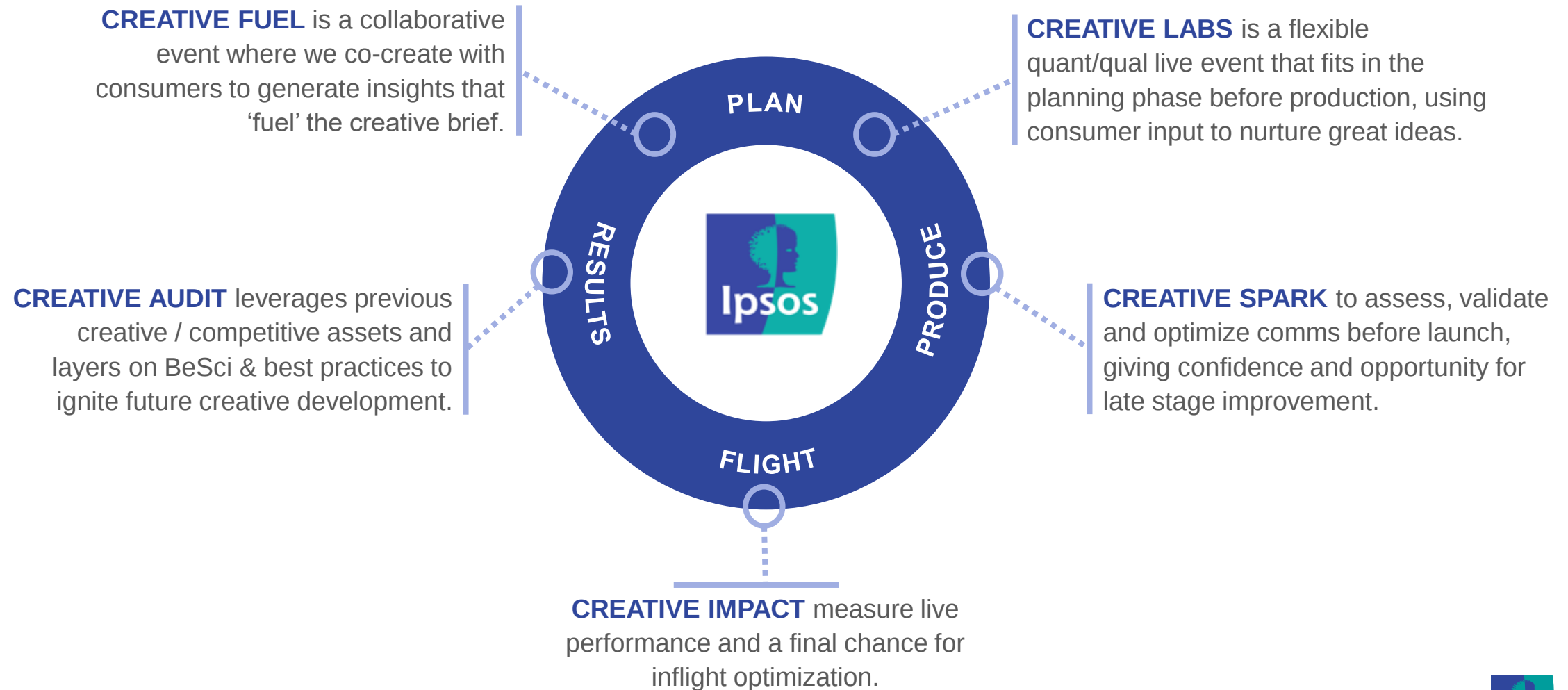
February 2023



GAME CHANGERS



OUR BEST-IN-CLASS SUITE OF SOLUTIONS ARE UNIQUELY DESIGNED TO MEET YOU WHERE YOU ARE IN YOUR CREATIVE JOURNEY



Creative Fuel:

Get creative strategy right. Reduce risk and save time.



Validated, insight-based strategy is the foundation of effective creativity. Ipsos Creative Fuel delivers it. A solution that brings together insight curation, ad strategy ideation and customized primary research.

How does it work?



Insight Curation

Curation of existing brand research learnings, Ipsos broader data and insight into culture, trends and consumers. Ideation of potential strategic themes and supporting messages as basis for insight-based approach



Ad Strategy Ideation

A moderated session combining ideation and assessment around the themes and messages. Client and agency teams work to both ideate and build out themes, and prioritize those with most potential. Output is a short-list of strategic territories



Inspiration Lab

The shortlisted strategic territories can be further explored and developed with consumers in qualitative research. Learnings are built into revised territories

Clients can choose to conduct either or both phases of consumer research engagement. Team leaves with alignment and confidence in strategic and messaging direction for campaign development



Quant Validation

The shortlisted strategic territories can be profiled for potential in quant research. Opportunity to benchmark against Ipsos' database of strategic concepts



Brief Foundations

Final deliverable consisting of the core building blocks of a creative brief. Elements included are recapped qual/quant learnings and implications, articulation of tension/enemy, guidance on tonality and voice, and manifesto.

“Creative Fuel is a scientific way of doing things. Taking time at the front end to save time at the back end.”

VP Marketing, Financial Services

Data- driven rigor, repeatable process and relevant benchmarks applied to an often subjective and opaque part of the advertising development cycle



CREATIVE LABS TO EXPLORE AND NURTURE CAMPAIGN IDEAS, AND EARLY CREATIVE

NURTURE DEVELOPMENT	RESULTS IN REAL TIME	ONLINE OR IN-PERSON	GUIDANCE BEFORE PRODUCTION
Creative Labs allow for a deep yet efficient vetting of a variety of early stimuli or campaigns, to nurture improvement, not kill ideas	Technology allows us to view results real-time, providing immense learning in one day within a collaborative environment	Available online, which allows bigger base sizes, national representation and access to lower incidence targets	Gives confidence of a strong foundation from the start before major production investment

How does it work?

QUANTITATIVE

50 participants join us online (or in-person) at a set time to go through a live survey

Data is captured and tabulated immediately – viewable by all “back room” attendees on the platform in real time

Multiple sessions can be run per day

QUALITATIVE

Video (or in-person) focus group discussions of, typically, 6 participants follow each quant session, selected from quant based on a flexible set of factors

Moderated live by our qualitative consultants, these groups delve into the “why” behind the data

VIRTUAL BACKROOM

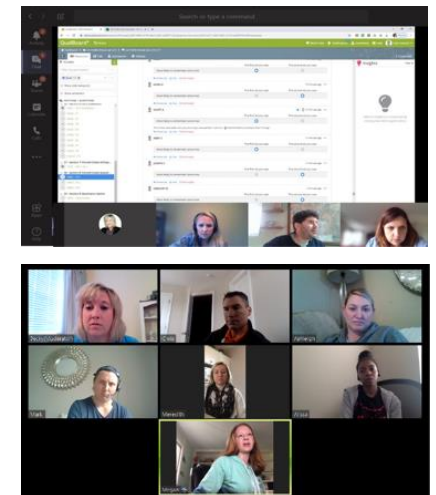
All key stakeholders can watch the quant and qual online via the platform

With video conferencing we foster a collaborative spirit, allowing Ipsos to expertly guide the whole team through the day.

DEBRIEF

A collaborative debrief session to review quantitative data, qualitative insights together as a group

Leave the lab day with results and full agreement on actionable next steps to accelerate into the next phase of development



CREATIVE SPARK TO QUICKLY EVALUATE AND OPTIMIZE CREATIVE WITH PROVEN METRICS IN CONTEXT

ASSESS, VALIDATE, & OPTIMIZE CREATIVE	PURE MEASURE OF BRANDED ATTENTION	ROBUST AND RAPID	A HOLISTIC EVALUTION
Sales validated metrics, with KPI's connected to real business impact and outcomes (both short and long term)	Creative is exposed among other content (in-feed for digital), representing realistic conditions of selective attention to enable evidence-based attention metrics	Design and metrics grounded on Behavioral Science, Data Science, with AI supervised machine learning (natural language processing), delivered in the time required to enable action.	Holistic diagnostics including facial coding with concise reporting for fast comparisons and cues for optimization. Agile solution with ability to append depth via video interviews.

How does it work?

Online, mobile-first ad testing platform delivered with a range of servicing options to fit your timing, budget, and business needs. Lean core design with opportunity to append qual depth with video interviews.

MEASUREMENT

Observe creative impact by measuring thoughts, feelings and emotions (stated and unstated)

Measures derive impact pre and post among salient choices to represent mental tradeoffs **(automatic, fast, choice-based decision making rather than projected or claimed)**

CONSISTENT

Globally standardized metrics to accommodate all ad formats, **evaluated in the relevant context** (in-feed, pre-roll, OTT, TV, OOH, etc.) allowing for consistent cross-channel, multi-region, and total campaign learning

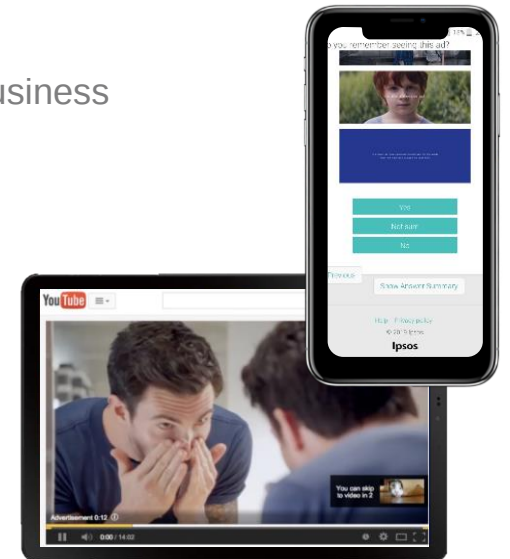
DASHBOARD

Online, interactive reporting solution to review assessment of creative and compare performance and learnings across brands and markets

SERVICING

Level up or down based on your needs from fully self-serve to customized analysis, insights and advisory enabling a broad set of learnings and levels of engagement

We go beyond the score and data, which is why our clients love us



CREATIVE IMPACT IN-MARKET ASSESSMENT TO MEASURE LIVE CAMPAIGN PERFORMANCE

SIMPLE, AGILE AND FLEXIBLE	QUICK AND EFFICIENT	SCALED GLOBALLY	AN EXTENSION OF PRE-LAUNCH FRAMEWORK
Track impact of single asset or entire campaign at any point during the flight	Only capture the measures needed to make in the moment flighting decisions.	Consistent methodology in over 20 countries to maximize learnings across markets	Measurement rooted in our validated creative evaluation measures – capturing branded attention and driving short and long term brand effects

How does it work?

Online, mobile-first templated in-flight measurement that captures true in-market recall, branding and impact to brand.



UNDERSTAND

Understand any touchpoint or entire campaign impact on funnel and equity measures



TRACK

Track the campaign's ability to win share of mind for the brand among the competitive set



STANDARDIZED

Standardized scorecard output to help make quick and actionable decisions



ASSESS

Assess campaign impact and/or wear out to determine if adjustments to media plan and/or creative is necessary



CREATIVE AUDIT

Establish where your advertising currently stands & where you can push to drive effectiveness going forward

Macro lens on performance

A snapshot of how your advertising is performing right now & where you need to push to improve. Consider including competitive ads for additional context on performance.

Insights to Drive Improvement

In-depth creative tagging audit allows us to marry creative tactics, strategies and BeSci principles with the assessment results to uncover levers to pull.

Team Alignment

Gain consensus between marketing and agency teams on the path forward and priorities for the next creative cycle.

Agile customer feedback

Efficiently test out secondary touchpoints or brands that didn't get insights attention throughout the year to round out learnings across brands, platforms, and approaches.

What We Deliver

We will curate a personalized playbook for your brand / portfolio – a living document with best practices and examples to be referenced through the creative development process.

Optional activation workshop to gain team alignment on key priorities and ideate processes to drive change.

What our clients are saying

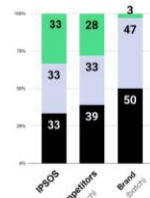
"Already thinking of experience plan / equity plan strategies to weave this in!"

~Senior Vice President, Strategic Planning

"This is really great info – very much appreciate the help and partnership in creating strong, impactful creative! We can always do better!"

~Marketing Director, Brand & Innovation, Frozen Foods

Overall we have room to improve



- We would expect about 1/3 of tested ads to fall into each tier of Ipsos' database
- Instead we see only about 3% of client's tested ads with top tier scores and 50% in the bottom
- Areas for improvement vary by line of business:

When taking a stand, be relevant to your core target to maximize payoff



Ad: Dream Crazy
Brand: Nike
Year: 2018
Countries: US and UK

Key Finding

- Younger demographic (Gen Z and Millennials) felt more positive towards Nike
 - In the UK, consumers are less close to the issue, showing less polarizing reactions
- Nike's campaign appeals to customers – and drives Nike's sales – to the extent it reflects customers' existing values back at them
NYMag, Jan. 25, 2019

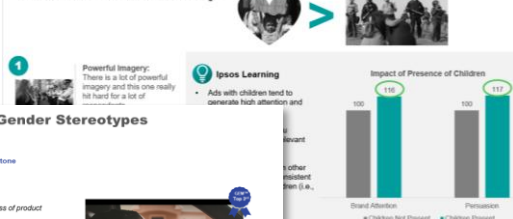
Surprising, powerful stories grab attention. We have an opportunity to tell more of them.



Actionable Tactics to Defy Gender Stereotypes

- Use voiceover with an assertive, informative tone
- Portray women as authoritative figures
Could be demonstrating relevance and usefulness of product
- Craft stories centered around women
Women working, being successful, or providing for their family
Overcoming adversity
- Emphasize positive characteristics like strength, power, and confidence
- Keep it relatable – Show women doing everyday things

Powerful scenes to keep



Questions?
Please contact:

Pedr Howard
Pedr.Howard@ipsos.com

