



ARLA CASE: Creative | Labs and Creative | Spark

# IPSOS CREATIVE TESTING HELPS SHAPE HIGH PERFORMING CAMPAIGNS

How Ipsos' early ideas testing strengthens both co-operation and brand development.





## Encouraging more Sustainable Consumer Choices

**Since 2012, Arla has worked to improve children's food habits, based on the belief that strong cooking skills have a positive impact on both community and public health. As Denmark's largest food brand, Arla sees it as part of its responsibility to encourage more sustainable and healthy consumer choices. A new campaign aims to make this ambition more visible – while also inspiring positive change in the food habits of the next generation.**

As a new initiative in the campaign development process, Ipsos was involved right from the early idea exploration stage. Various creative concepts, the campaign's core message, and key activation strategies were tested. Ipsos' unique live setup – combining quantitative and qualitative methods – included direct participation from both Arla and the creative agency. Everyone involved gained authentic, in-depth insights into what worked and why, along with the opportunity to adjust and probe respondents live and in real time. The top-performing elements were incorporated into the

final TVC, which carries the message: “Food gives learning for life.” Final testing confirmed that the campaign scored exceptionally well on creativity, empathy, and engagement.



*We've always tested campaigns. But Creative | Labs – where we test concept ideas at an early stage in collaboration with the creative agency – is new to us. Here, we've been able to explore ideas that wouldn't have been possible in a traditional process. In return, we've gained far deeper insights into what actually resonates with consumers.”*

– Senior Manager, Arla Brand

## The Challenge

To get insights into how Danes understand the overall campaign platform “Feed life” and build a bold campaign that can drive brand love:

- How are concept ideas received, which ideas perform better, and how to make improvements and avoid possible misunderstandings?
- What bold hook – or activation part – will engage and involve the target groups, thus adding significant attention to the campaign.
- Does the campaign support Arla products to, also in the future, be considered part of eating a healthy and sustainable diet?

## The Process

**Creative | Labs:** Early testing of campaign ideas, campaign payoff and activation track. A live-testing format providing deep insights within hours – during a three-phased ‘Lab Day’:

- Validating communicative impact via two live *quant sessions* (2 x 50 respondents)
- Understanding the ‘why’ via two explorative live *qual group discussions* (2 x 6 respondents).
- Turnaround with analysis, discussion and debrief of research insights.

Arla’s team and the creative agency watch and discuss the live experience and can input questions to respondents with guidance from Ipsos experts.

**Creative | Spark:** Testing of final TV commercial. Providing insights on Brand Attention, Behavior Change and Relationship Change as specific recommendations to possible optimizations.



*We’ve talked a lot about how rewarding it is to work with Ipsos in this format. They manage to establish clear boundaries around the process, making everyone feel safe. And because they master all parts of campaign effectiveness, we’re able to dig deep into the details and have meaningful discussions. As creatives, it’s important to be met in our expertise– so we can both stay focused on the goal while still keeping the creative energy alive throughout the process.”*

*– Creative Director, Accenture Song DK*



*Ipsos creates a different energy than we often see when we include agencies in testing situations. The live format in the Labs test almost resembles a sports event, where everyone becomes excited and eager to learn. The passion from Ipsos has characterised the entire process.”*

*– Consumer Intelligence Partner,  
Arla Denmark*

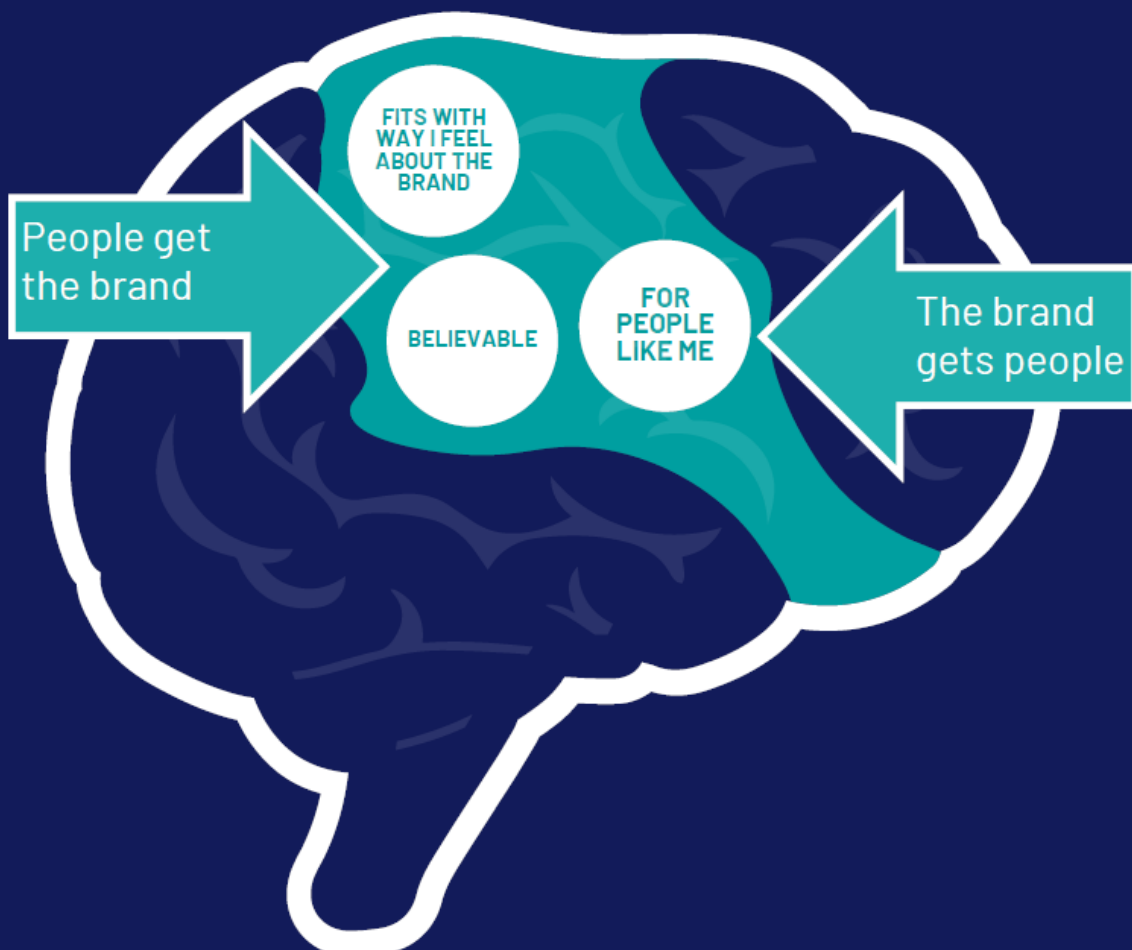


# Misfits Framework: Empathy drives Advertising Effectiveness



*Ipsos' Misfits approach in particular has been a real eye-opener for us. Throughout the process, we're experiencing live how empathy can outweigh creativity in the execution of an idea. Ipsos helped us better understand which ideas and competencies truly resonate with consumers. We were also reassured to see that the many specific initiatives we're already running are actually working. Our brand gains significant credibility through the activation element – when we invite young people from across the country into professional kitchens to help build their cooking skills.”*

– Senior Manager, Arla Brand



# The Results

Proof of concept and finetuning of campaign payoff: “Food gives learning for life” is understood, authentic to Arla, and resonates with target groups.

“Cooking together”-concept, with school children in professional restaurant kitchens, outperforms other ideas with greatest potential for long-term

relation building. Optimization suggestions incorporated in final TVC and campaign activation track.

Test of final TVC puts campaign in top 6% in Ipsos global benchmark, with a very high short-term Behaviour Change score and long-term Relationship Change score.



*We have really moved our understanding on what different communication directions can do and what moves consumers. Ipsos stands out with high-quality reporting that is highly visual and speaks to both sides of the brain. This is especially important in a setup like this, where client, analysts and creatives are all in the room together. In many ways, it's been a wake-up call for how we can make better use of – and challenge – the traditional focus group format.”*

*– Consumer Intelligence Partner, Arla Denmark*



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## Creative Excellence

Creative | Labs and Creative | Spark are part of Ipsos' Creative Excellence toolbox for advertising and campaign development, analysis and impact measurement. Thanks to our communication experts, using the newest digital online and neuroscience tools, Ipsos reduces test time and maximizes research depth to inspire and empower creativity.