

5 ADVERTISING INSIGHT MYTHS WE PUT TO THE TEST

Marketers spend endless hours debating what makes advertising insights “good,” yet there’s surprisingly little evidence to show how much they matter or what makes them effective. We decided to change that by putting real-world advertising insights to the test with over 21,000 consumers, alongside the campaigns they inspired, to understand their impact on creative performance and uncover what qualities make them more effective.

MYTH 01

A strong advertising insight isn’t critical to effective creative.

THE RETHINK



Strong advertising insights matter. A lot.

Creative is, on average, **+59% more effective** when it is rooted in an insight that is relevant to consumers and credible for the category to act on.¹

MYTH 02

If an advertising insight isn’t emotional, it isn’t powerful.

THE RETHINK



Advertising insights don’t have to be emotional to be effective.

Emotional and rational advertising insights inspire creative with comparable effectiveness results.² And a rational insight can inspire an emotional ad, with the feeling coming through in the creative expression.

MYTH 03

The more an advertising insight speaks to the audience’s aspirations, the better.

THE RETHINK



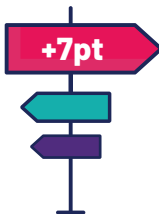
Aspirational advertising insights inspire effective creative – but the brand needs permission to play.

Category Fit is the #1 thing an advertising insight needs to inspire effective creative.¹ To maximize creative potential, even an aspirational insight needs to live in a territory that the category – and ultimately the brand – can authentically own.

MYTH 04

The best advertising insights are fresh and unfamiliar.

THE RETHINK



Advertising insights don’t have to be novel, just true.

Familiarity is a strength, not a weakness.² Familiar insights build stronger brand relationships by grounding creative in truths people already recognize. The opportunity for freshness lies in how the brand brings that truth to life.

MYTH 05

If an advertising insight feels right, it’s probably strong enough.

THE RETHINK



Trust your instinct. Then test it.

Over half of brand marketers “frequently” or “always” rely on their intuition when writing a strategic brief.³ And gut instinct has a role, but your audience has the answer. Testing can reveal whether an insight feels relevant and credible before you invest in bringing it to life.

Go beyond instinct. Validate your advertising insights before you invest.

Ipsos Creative Fuel helps brands develop, refine, and validate advertising insights and strategies before creative development to optimize their effectiveness potential. For more info visit: <https://www.ipsos.com/en-us/fuel>

Still not convinced?
See all the evidence [here](#).

Methodology: We tested real-world advertising insights alongside the campaigns they inspired using Ipsos Creative|Spark, our in-context advertising evaluation solution, drawing on responses from more than 21,000 human respondents.

1. Ipsos Creative|Spark Insight Module Drivers Analysis 2026 (n=116 cases)
2. Ipsos Creative|Spark Insight Module Meta-Analysis (n=137 cases)
3. Ipsos research, fielded May 16–21, 2025 (n=95 brand marketers)

