

MISFITS STORIES

The Power of Storytelling in Creative Effectiveness



STOP SELLING START STORYTELLING

Half of advertising has forgotten how to be human

There's a reason people have gathered around fires for millennia. It wasn't to hear product specifications. It wasn't to be sold to. It was to share stories - the kind that move people, change people, and stay around long after the flames die down. Today, people gather around screens. And yet, half the advertising industry has abandoned the very thing that made people listen in the first place.

15,000
reasons to take note

Ipsos Creative Excellence analysed 15,000 ads and discovered something that should stop every marketer in their tracks: half of ads don't tell a story at all. They monologue. They shout product features at disengaged audiences. The other half? They understand the power of storytelling

The Misfits Multiplier

This is about storytelling through the Misfits Mindset. The gloriously weird, the beautifully illogical, the narratives that don't make sense on a spreadsheet but make a lasting mark in your soul. These are the stories that build fandoms, that create narrative infrastructures where people can actually connect and co-create.

These are the stories that are nearly **3 X more effective**.

In a world where half of advertisers are shouting features and benefits, discover why your next campaign needs less logic and more Misfits magic.

Connect with your Ipsos Creative Excellence team for the full narrative reveal.



SCAN ME

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YOUR STORYTELLING JOURNEY