

Advertising effectiveness: the long and the short of it

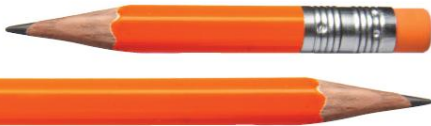
Les Binet

Head of Effectiveness, adam&eve DDB

The Long and the Short of It



Balancing Short and Long-Term Marketing Strategies
Les Binet, Head of Effectiveness, adam&eve DDB
Peter Field, Marketing Consultant

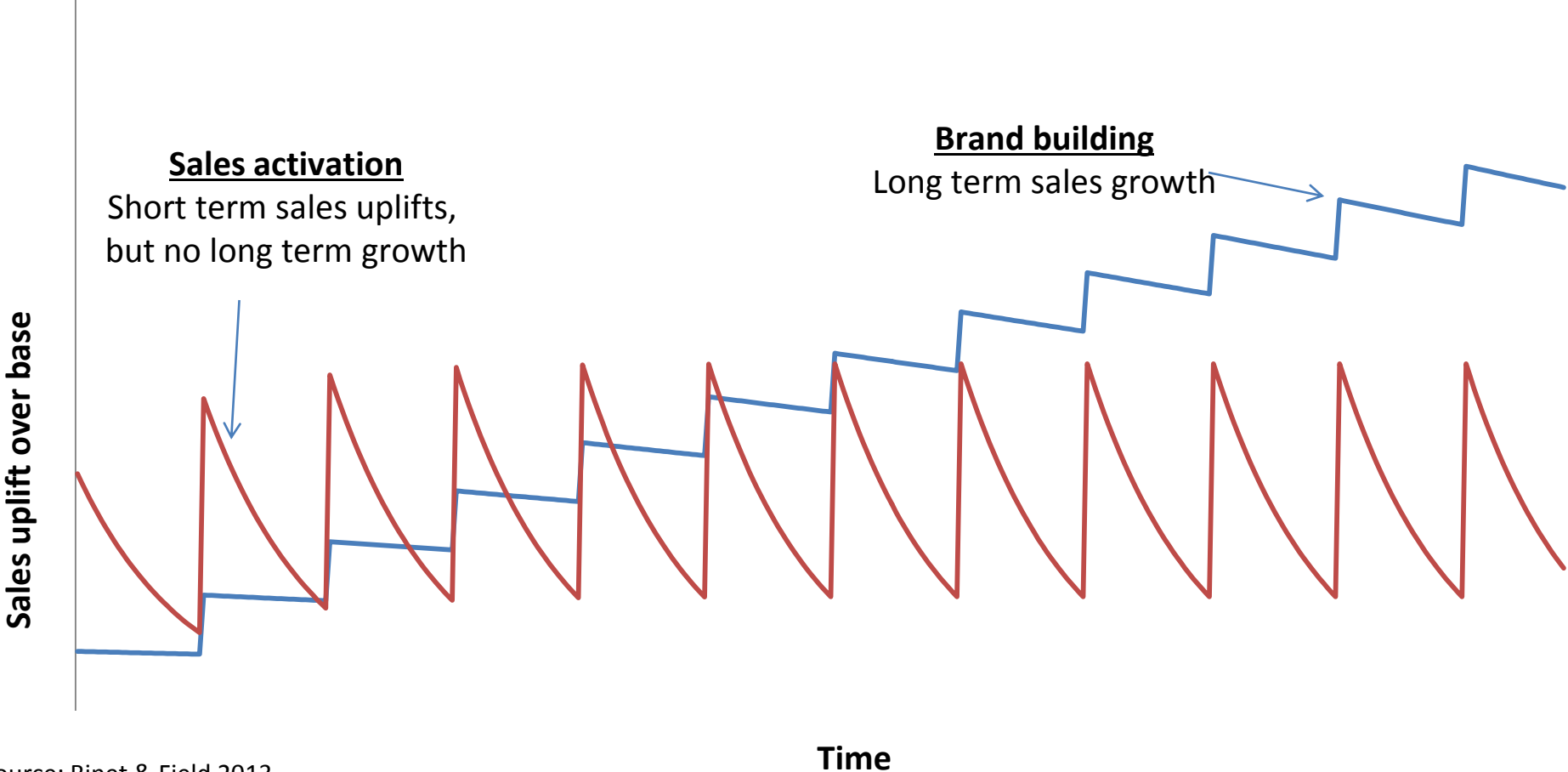


In association with
The logo for thinkbox, featuring the word 'thinkbox' in a lowercase, sans-serif font next to a small blue square with a white light effect.

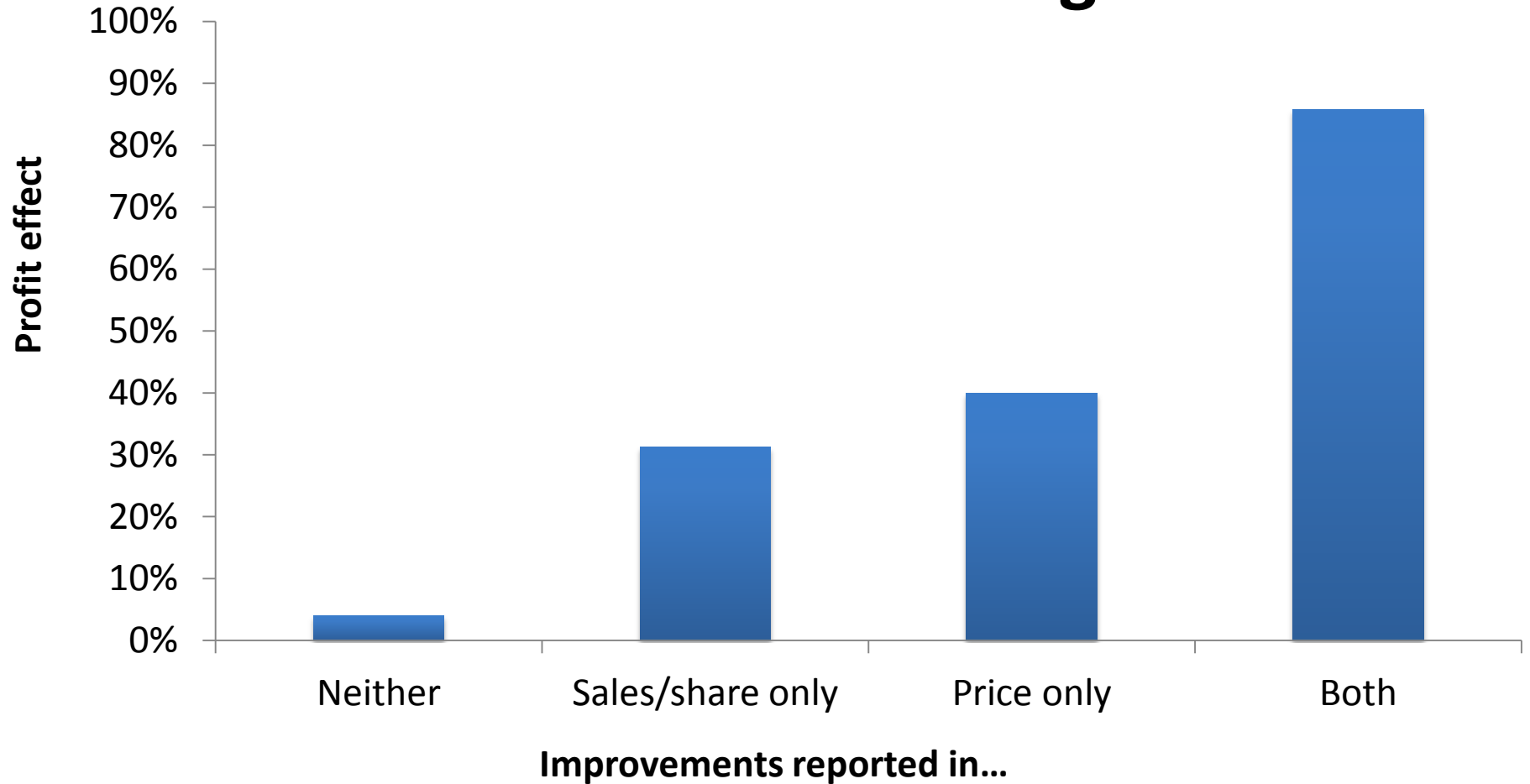
- Analysis of 996 IPA cases over 30 years.
- Covers 700 brands in 83 categories.
- Identifies the ingredients for effectiveness, over the short and long term.
- “Effectiveness” measured in hard business terms.

How advertising pays back

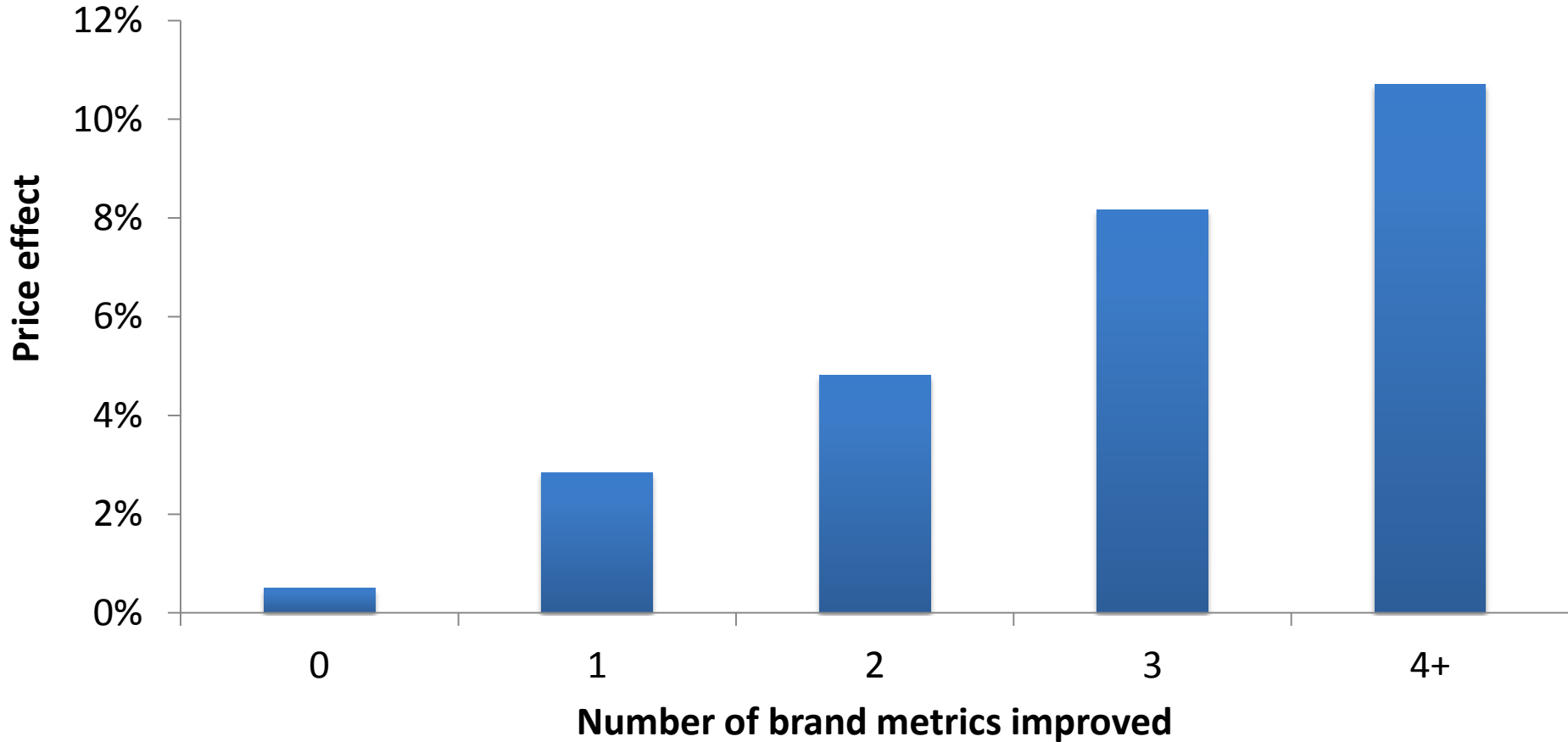
Two kinds of effect



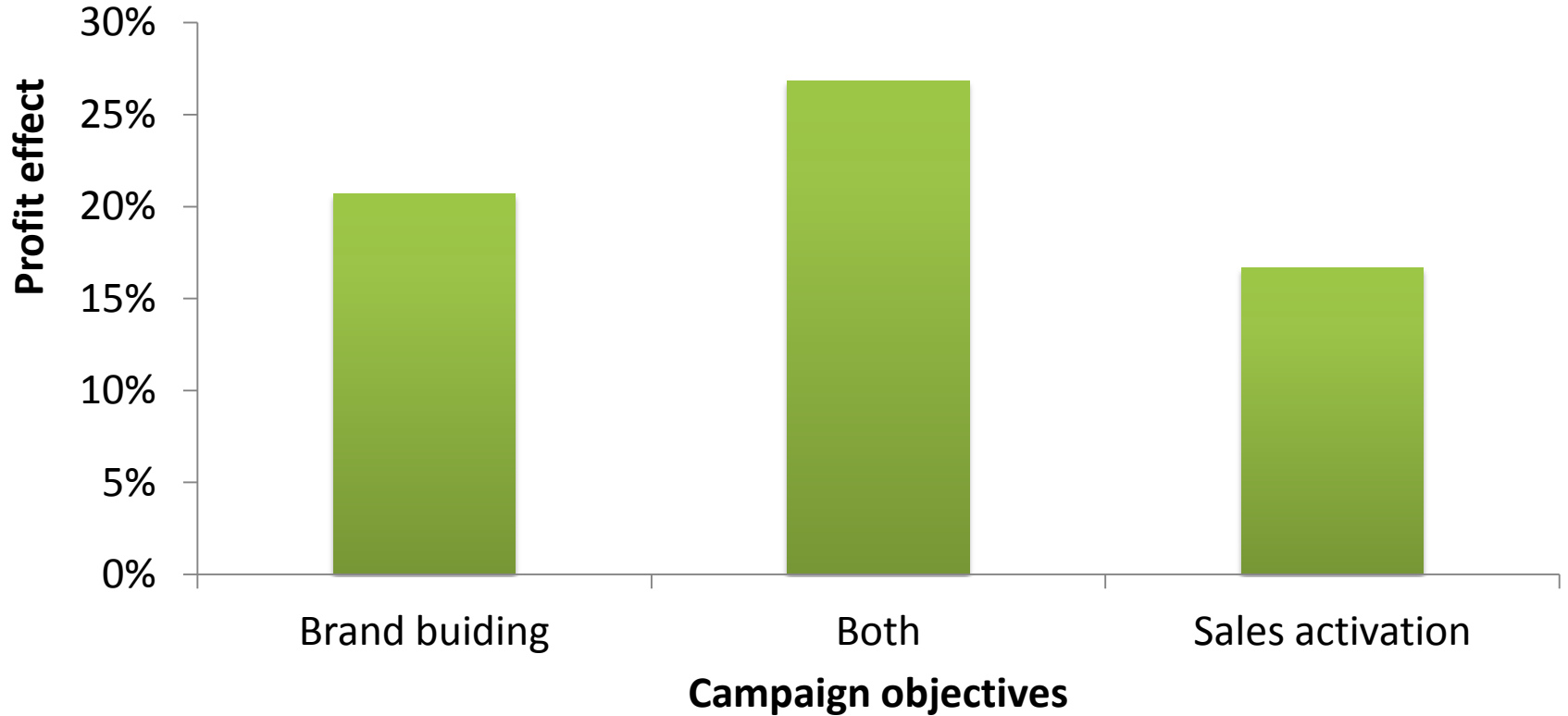
Volume is not enough



Brand building reduces price sensitivity

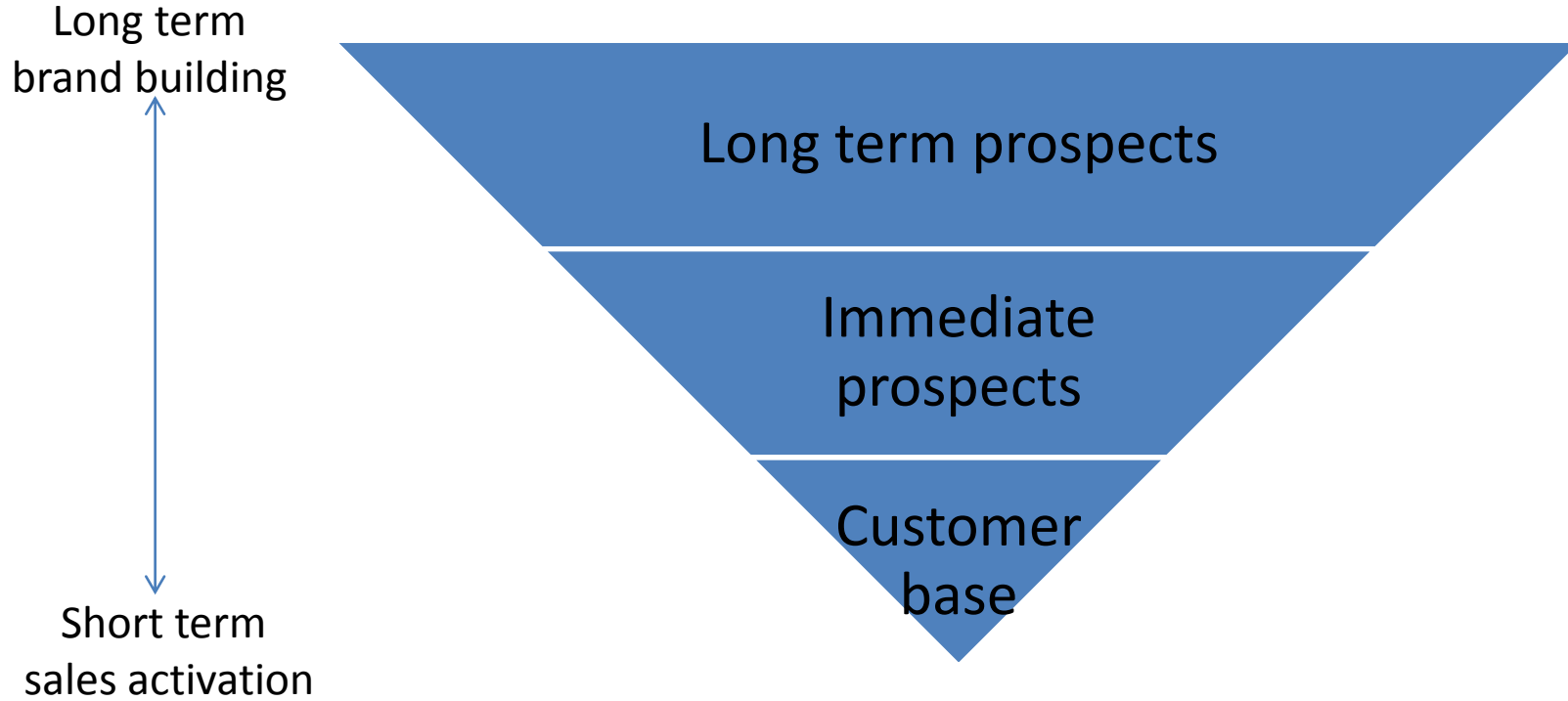


For maximum profit, you need both

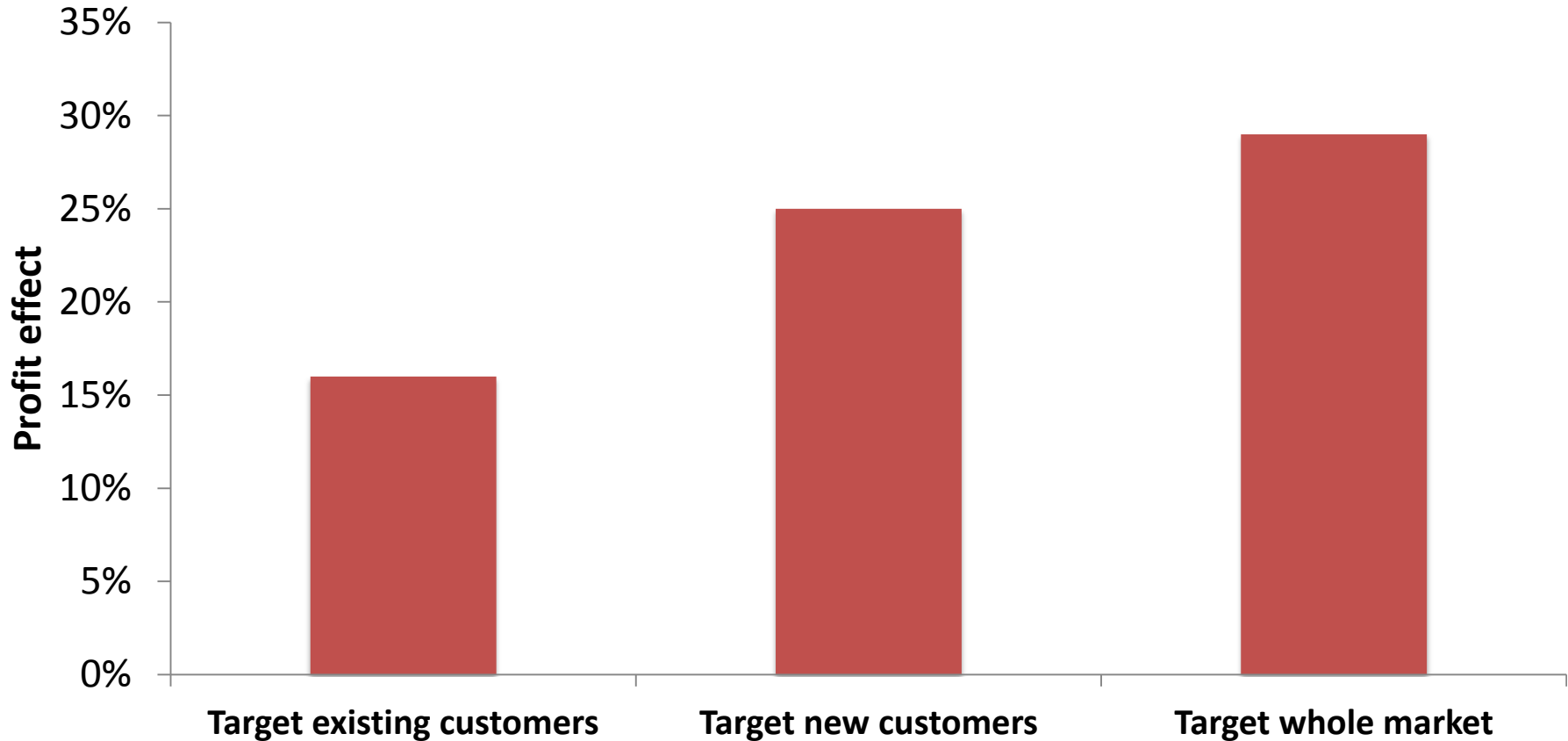


Implications for targeting

Talk to all your prospects

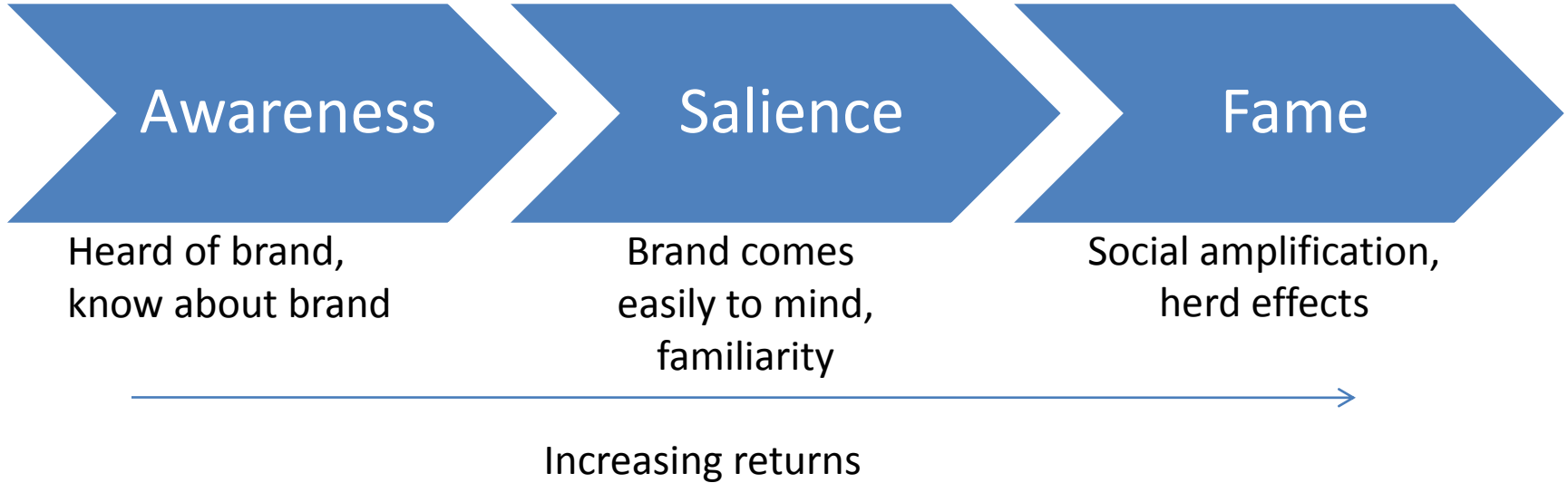


Broad reach means bigger profits



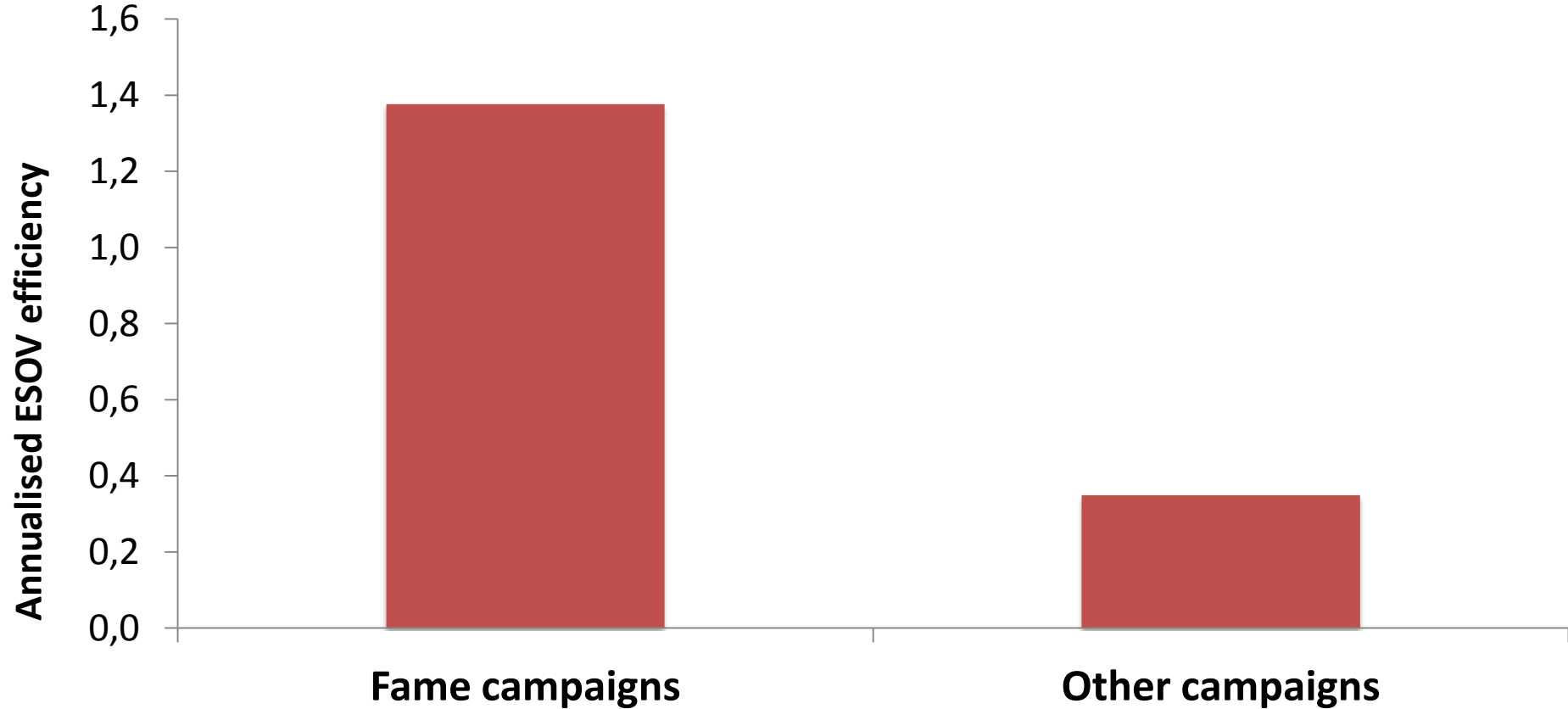
Share of mind

Mental availability



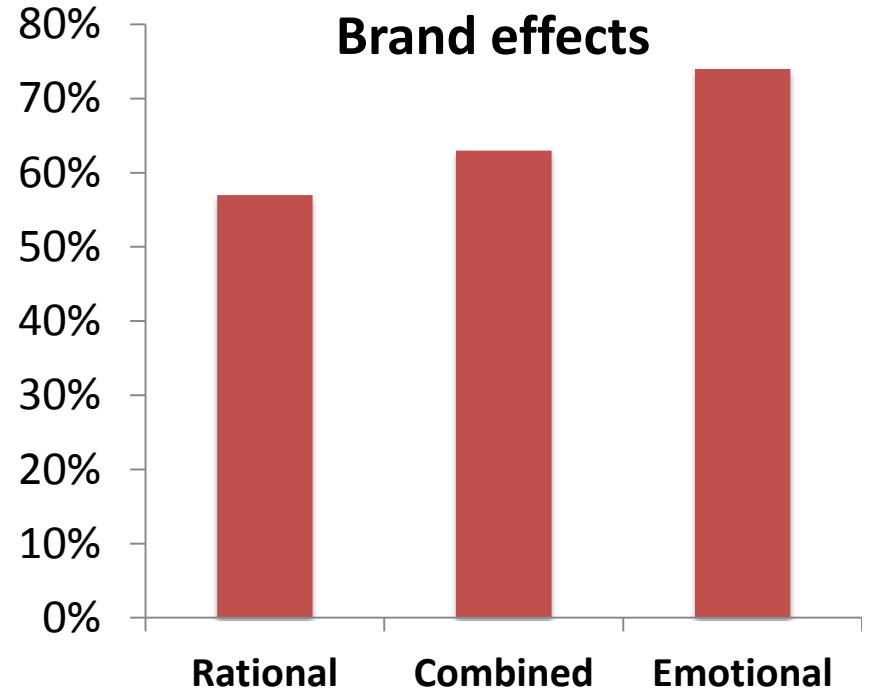
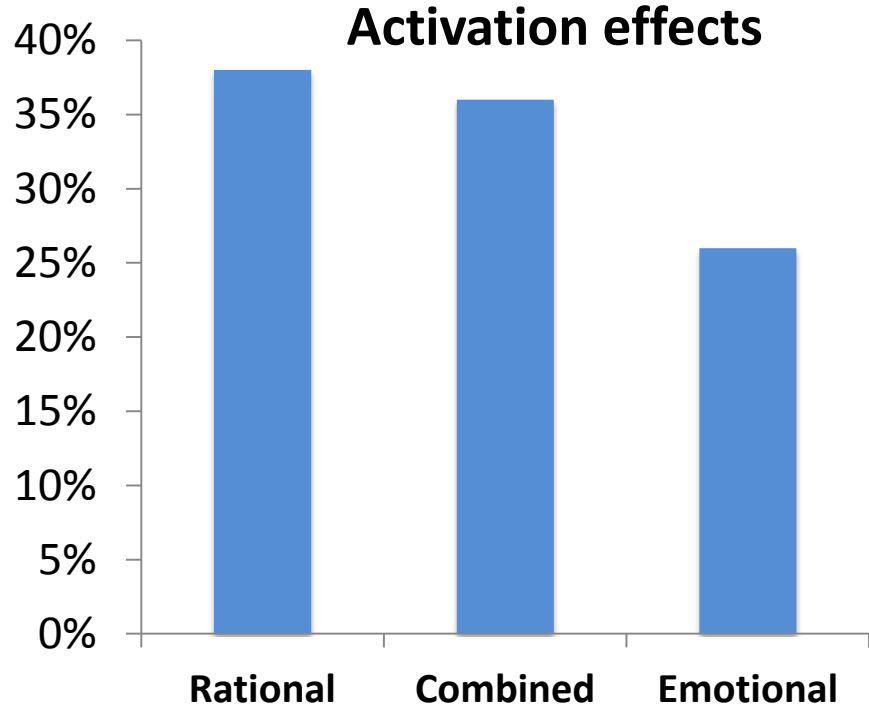
Short or long term, share of mind is crucial.

Fame increases efficiency x 4

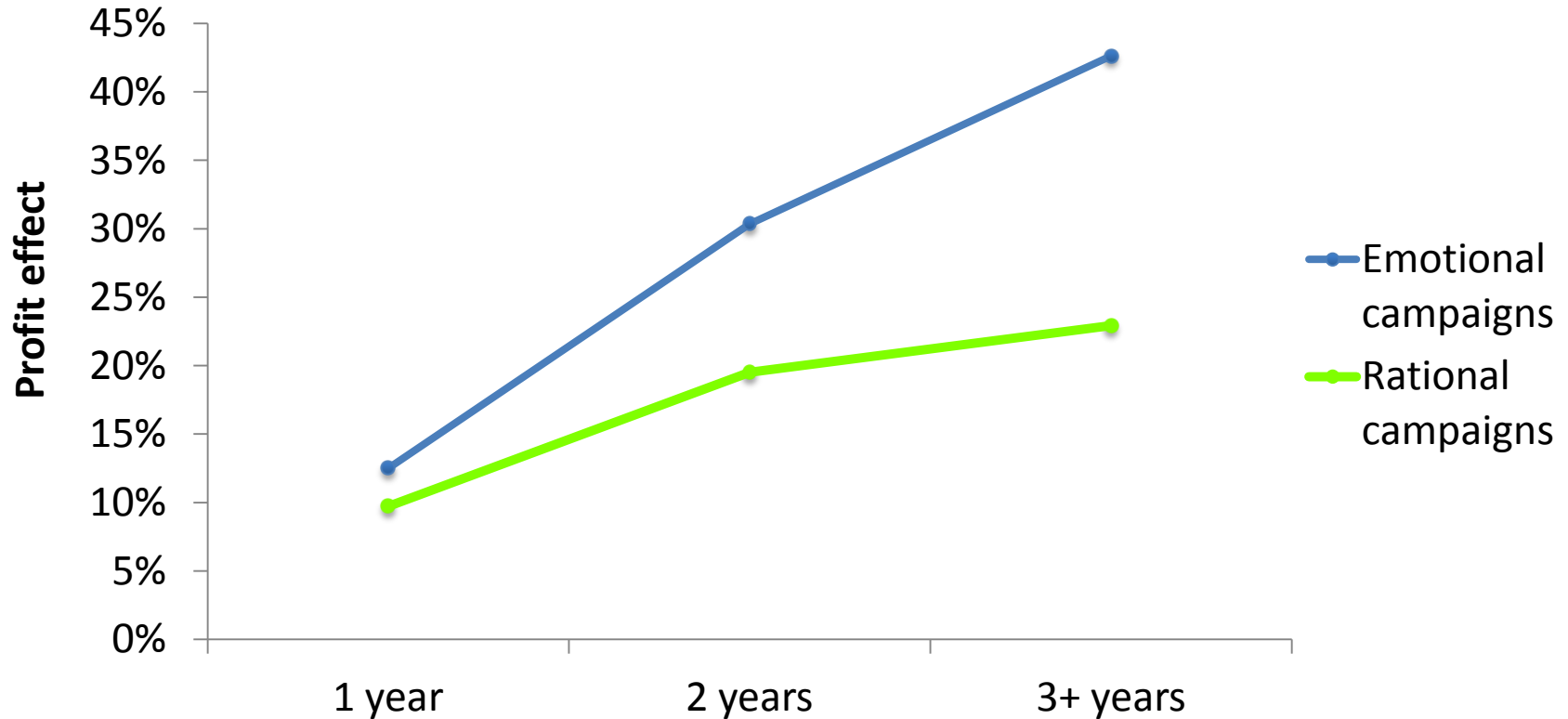


The role of emotion

Rational & emotional campaigns work differently

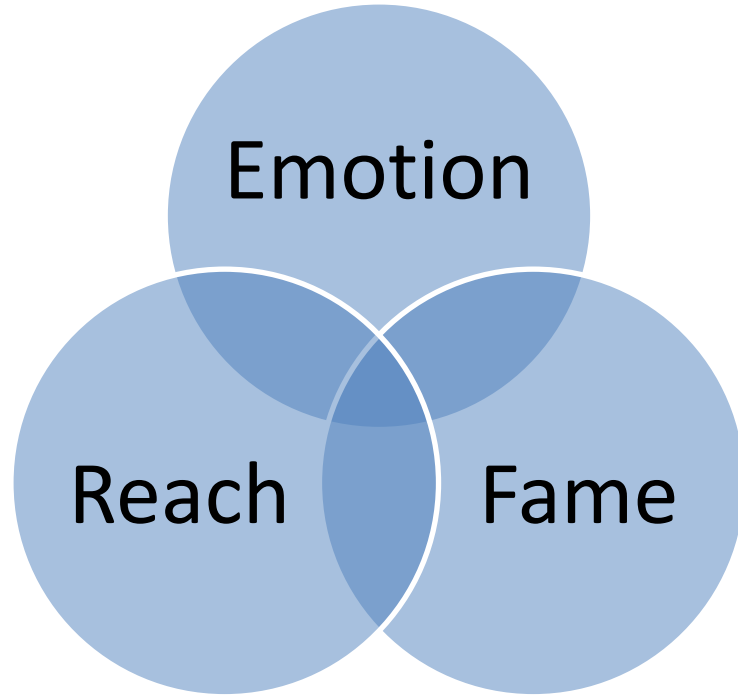


Emotions drive long term profits



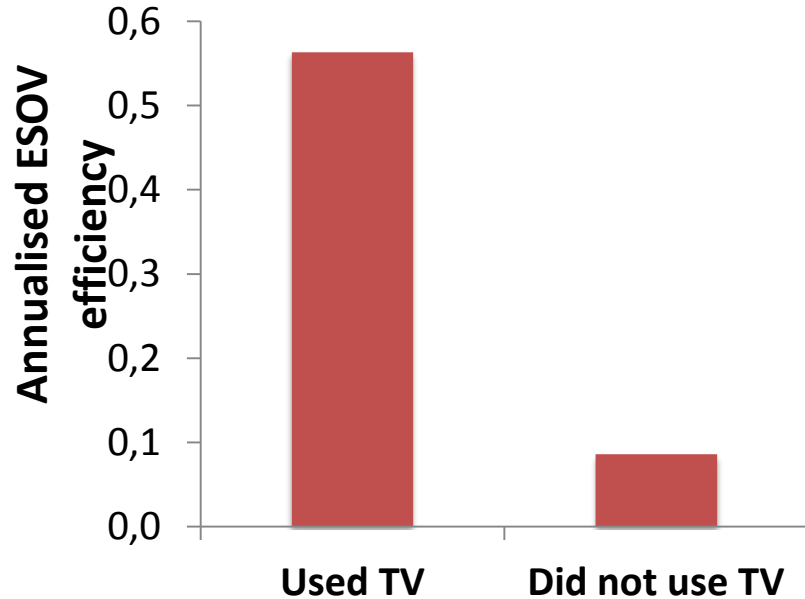
Media implications

Key ingredients for brand building

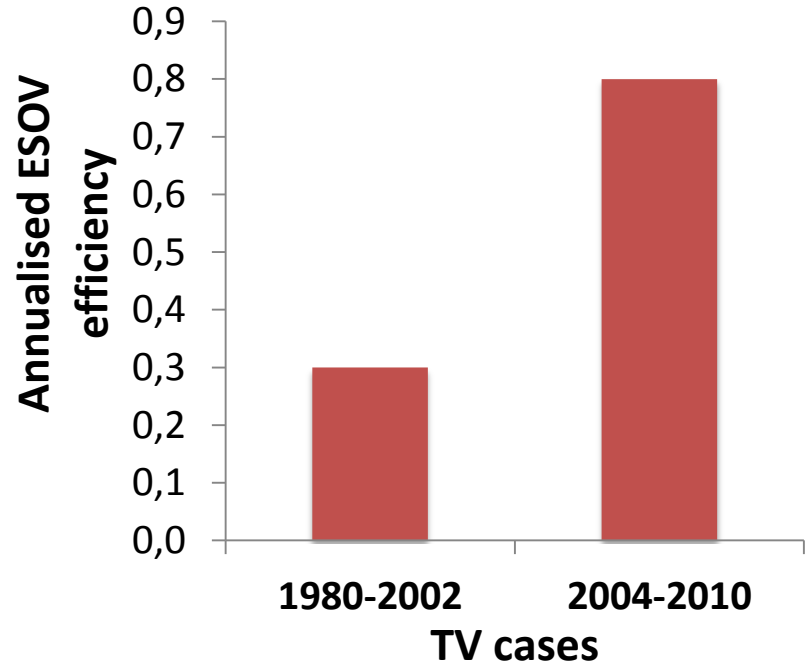


TV has all three ingredients

TV boosts efficiency

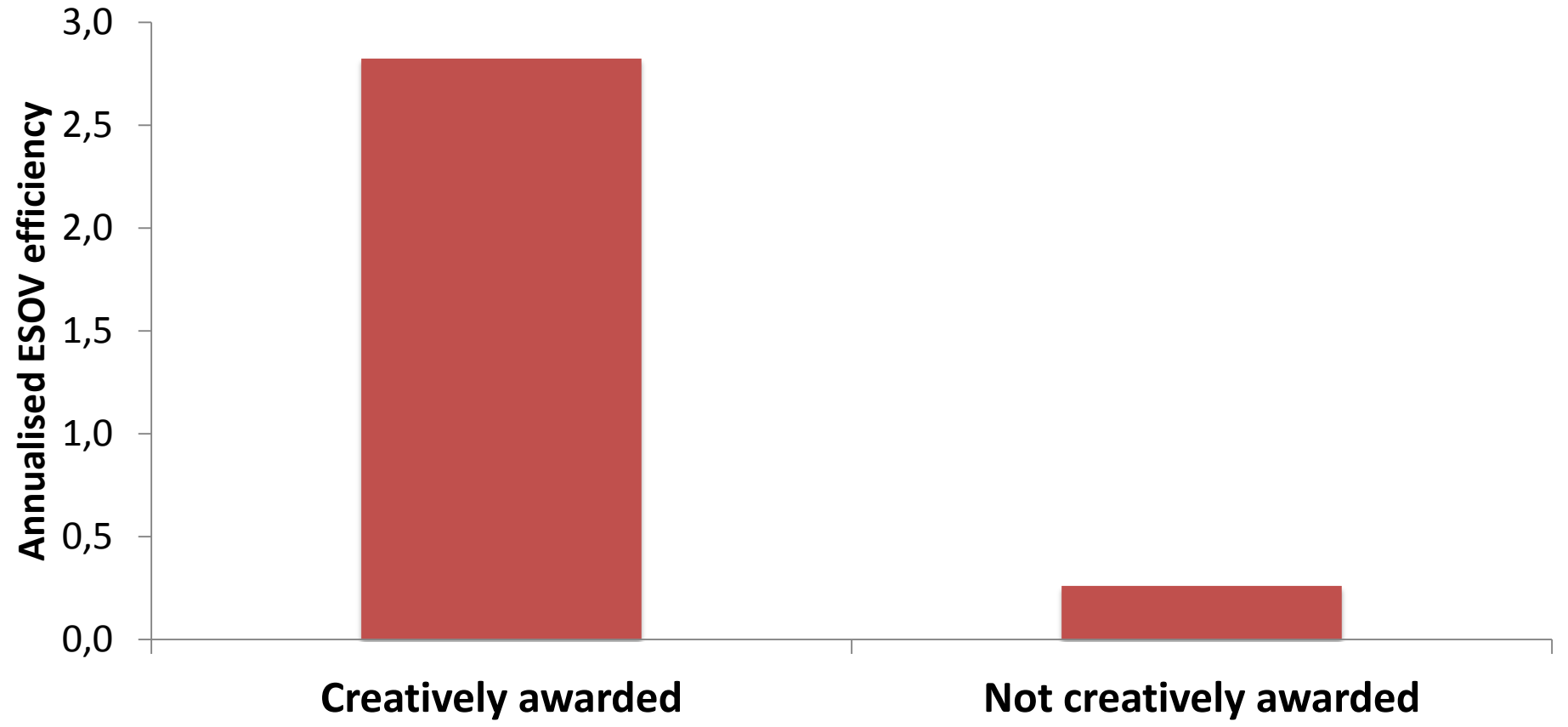


Efficiency of TV is increasing



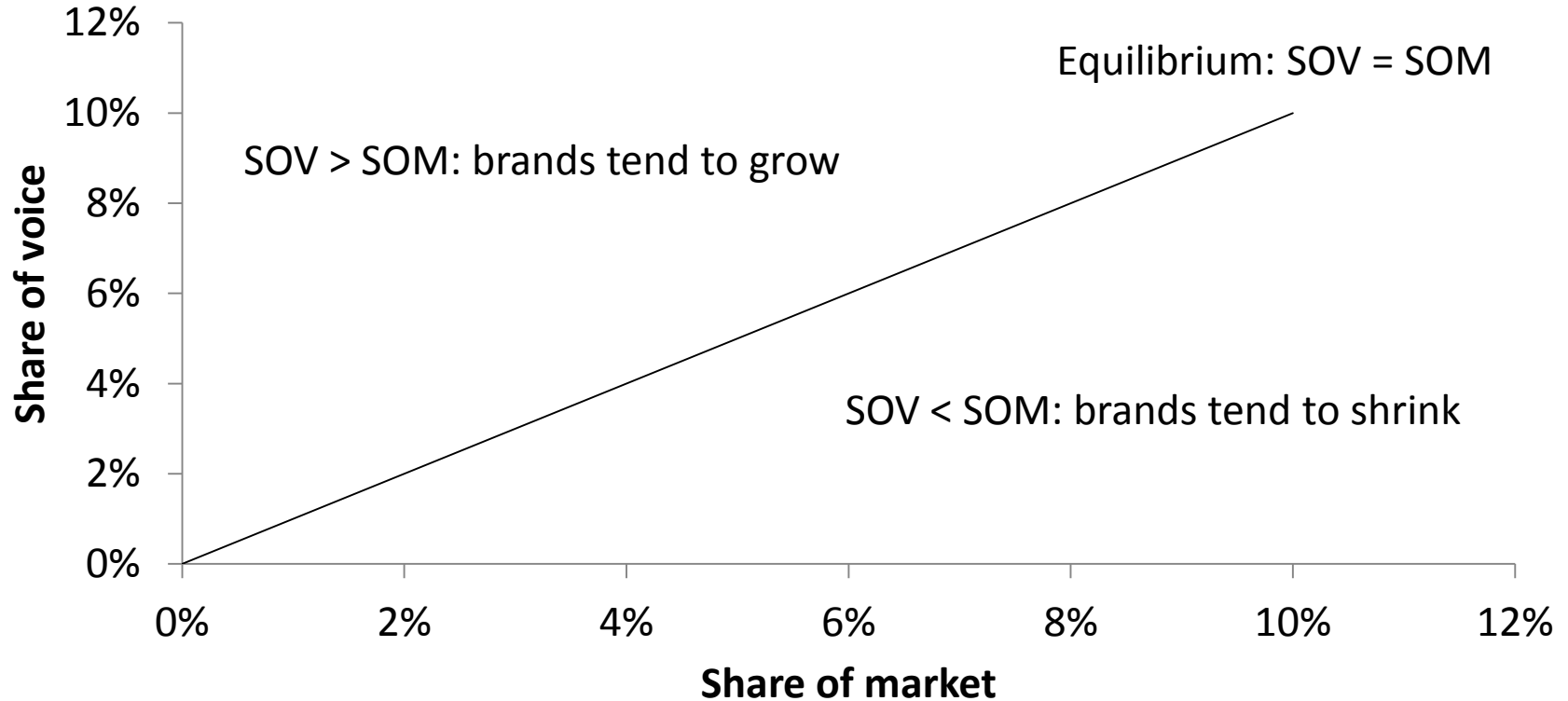
The role of creativity

Creativity boosts efficiency x 10

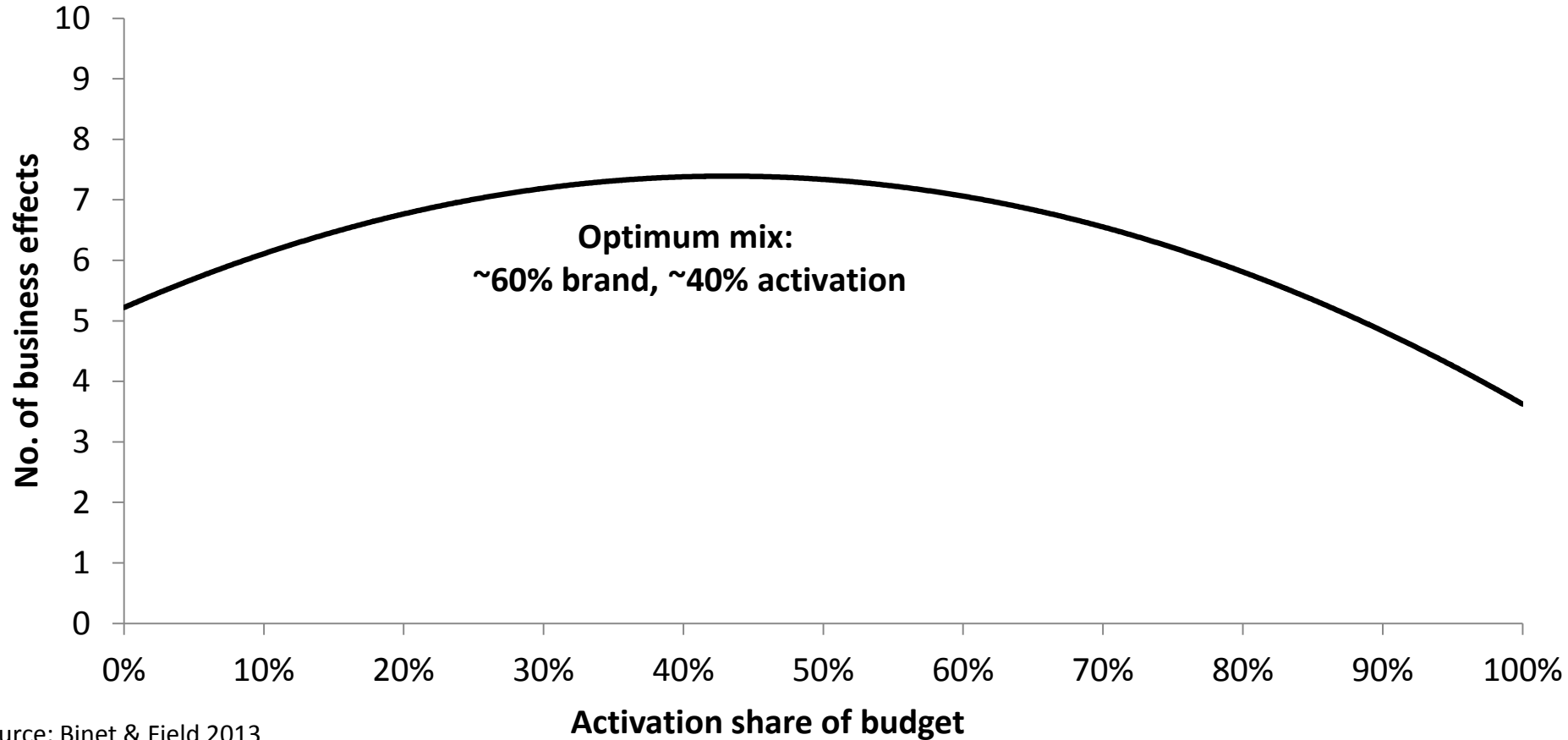


Budgets

Budgets still matter



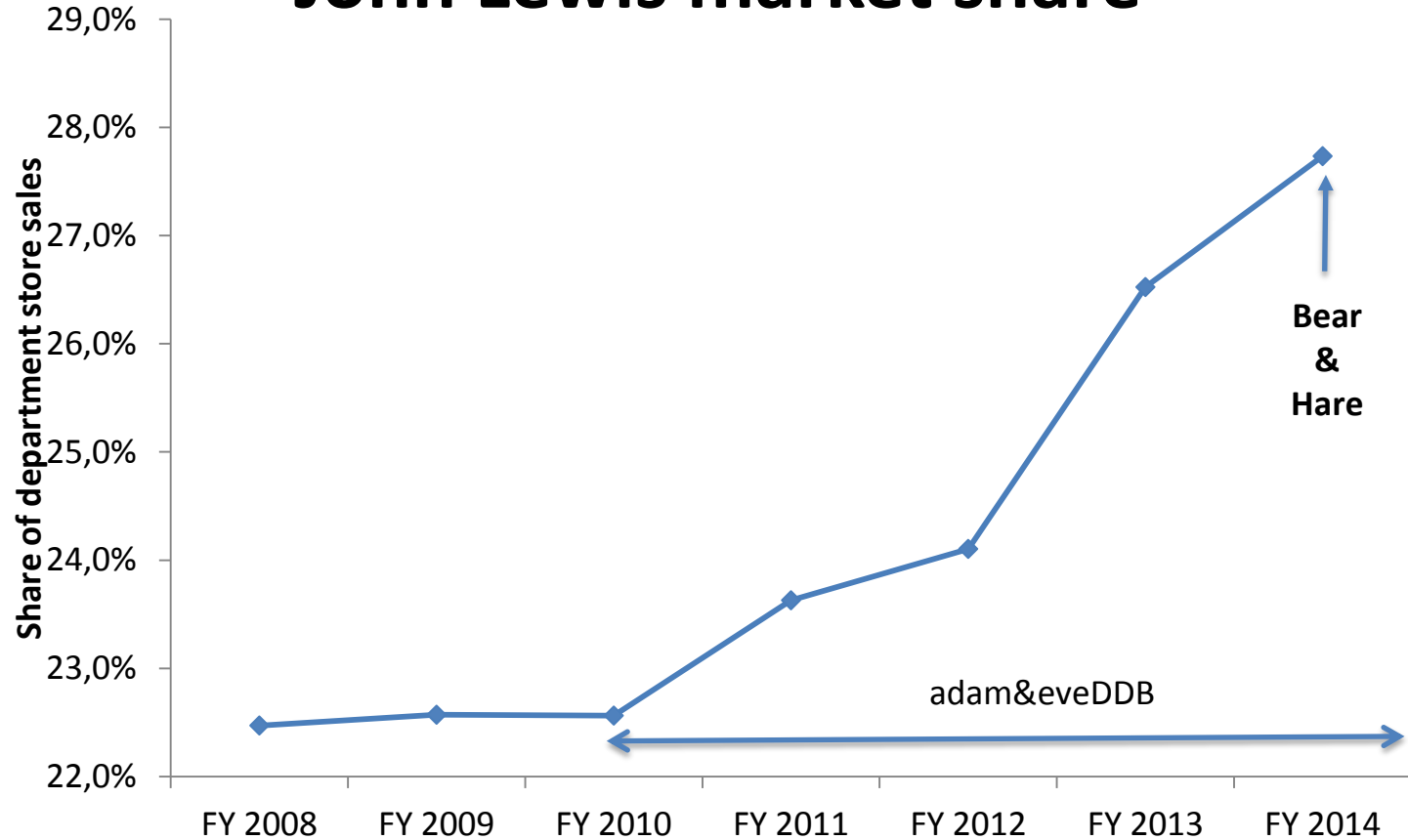
Budgets must be balanced



Case study: John Lewis

John Lewis ad here

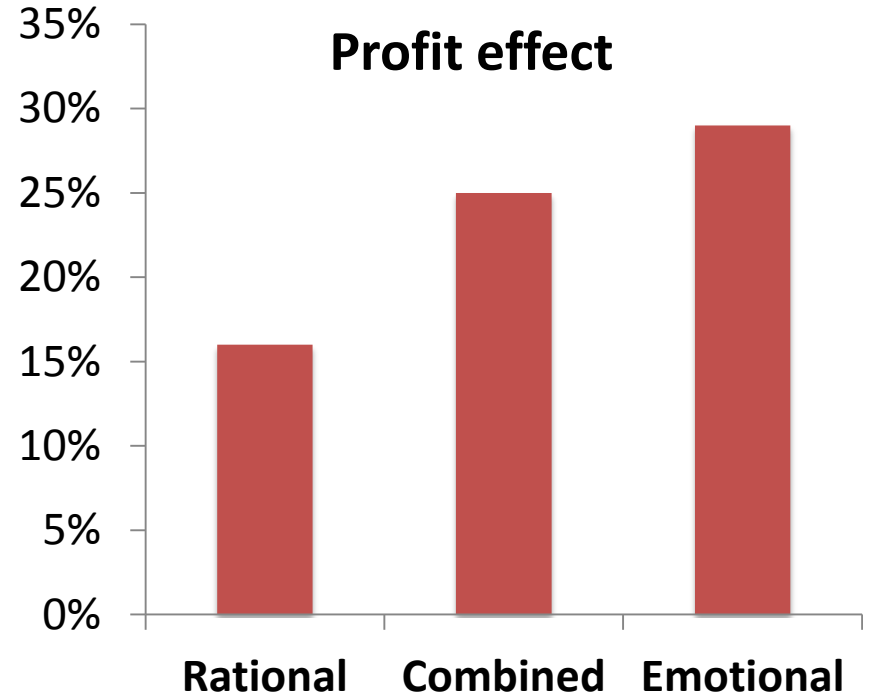
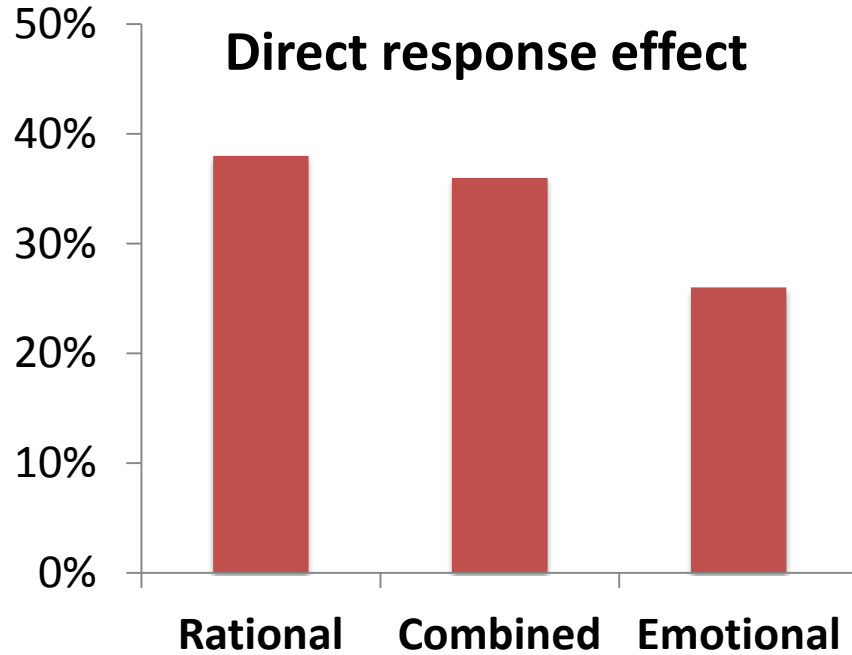
John Lewis market share



Sources: John Lewis, Mintel

Implications for evaluation

Short term metrics are not enough

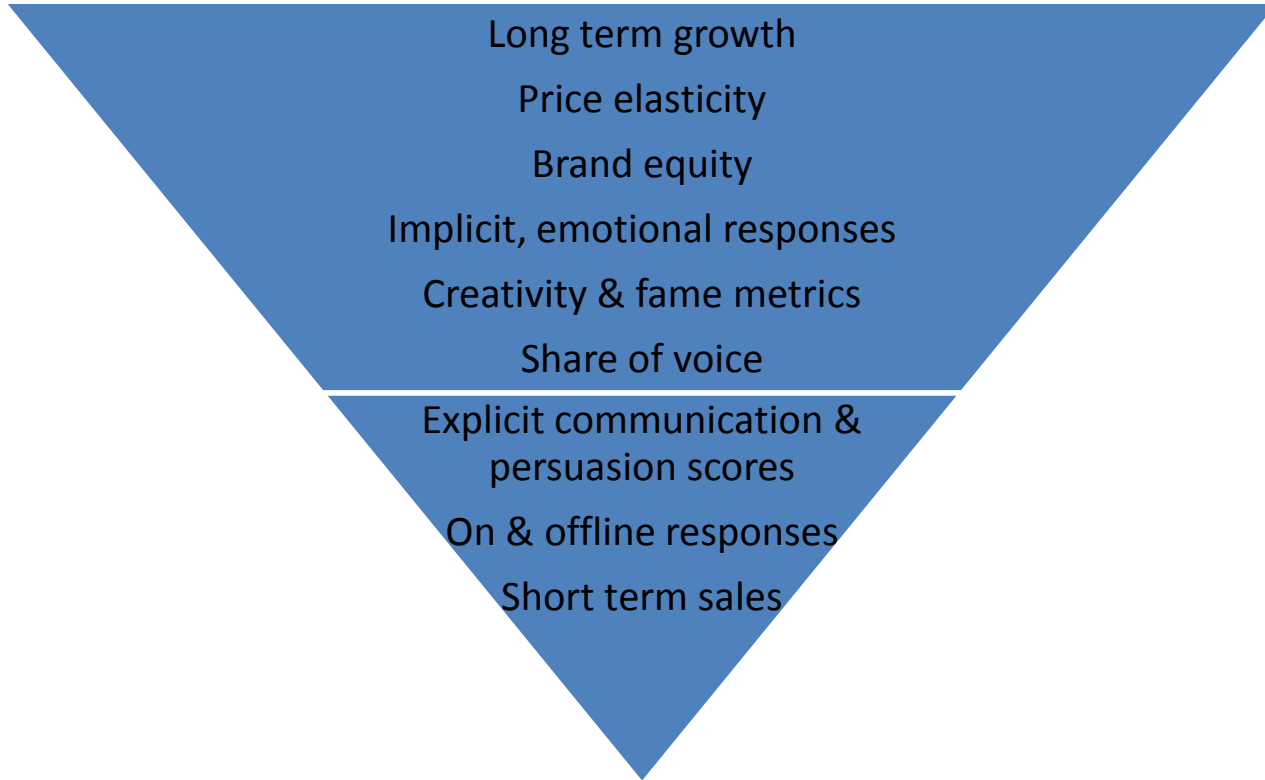


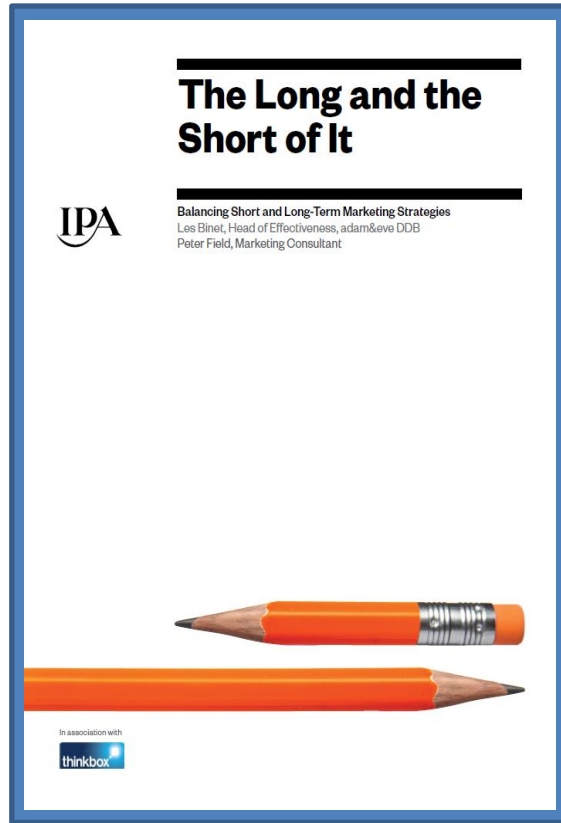
The balanced scorecard

Long term
metrics



Short term
metrics





www.ipa.co.uk/content/the-long-and-the-short-of-it

Les.Binet@adamandevddb.com