

EFFWORKS

IPA

GLOBAL

2023

Accelerating excellence in digital creative

Tom Roach, *VP Brand Strategy, Jellyfish*

amazon

Google

JIC
MAIL

KANTAR

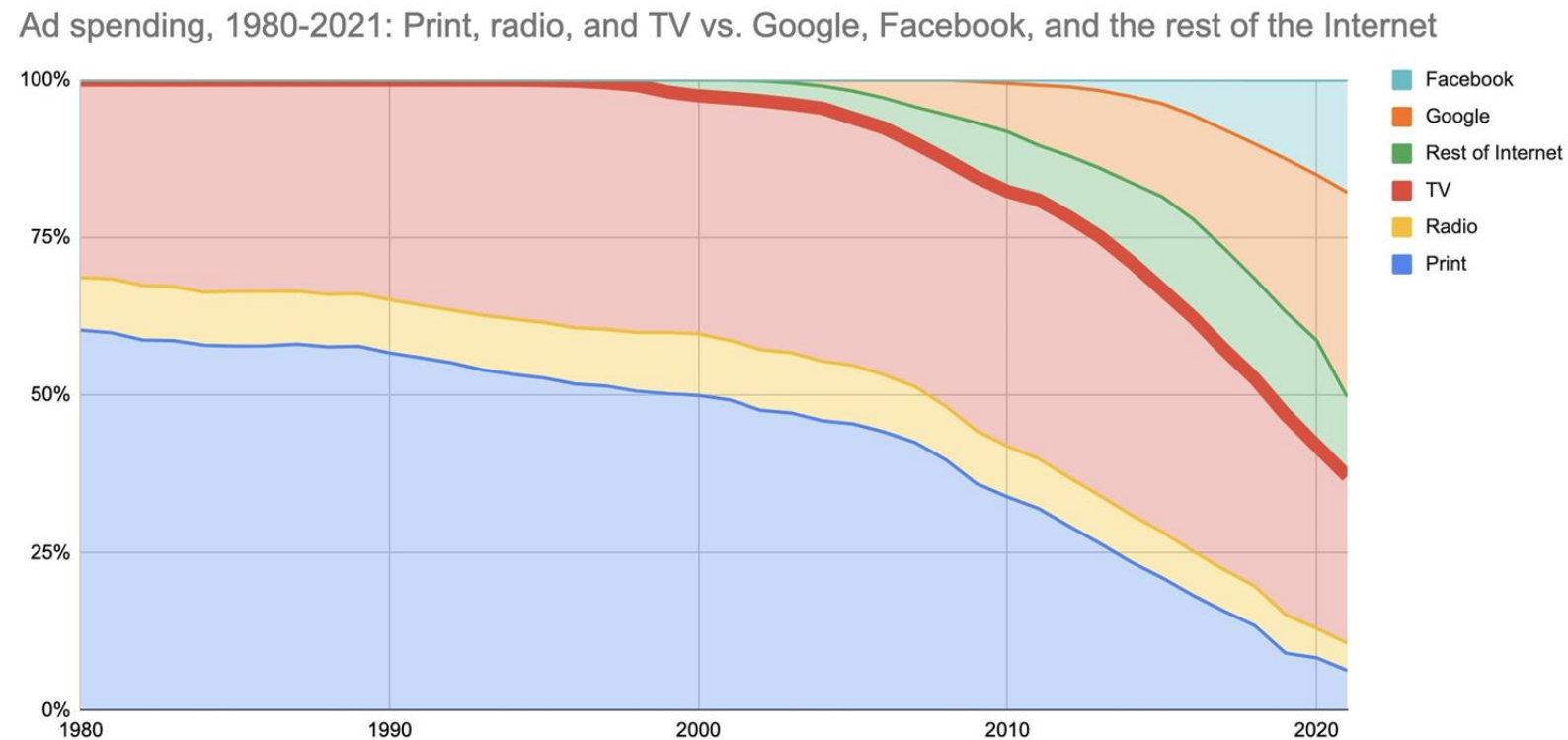
∞ Meta

System1

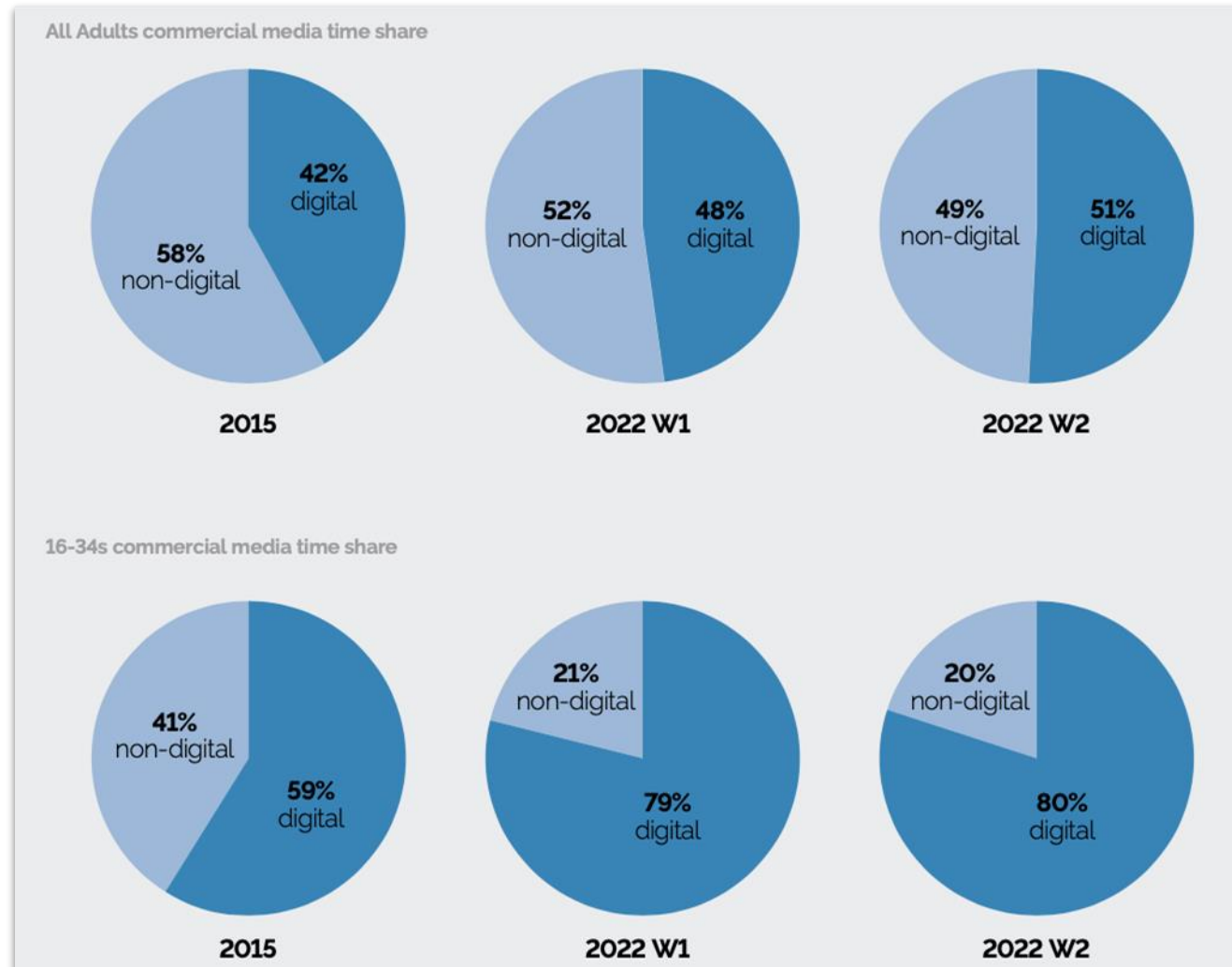
thinkbox

TransUnion^{tu}

20yr shift in ad spend away from proven brand-building channels, towards new platforms.



Digital now accounts for **the majority** of UK adults' commercial media time



Source: This 5th Edition, IPA Touchpoints Making Sense, 2023

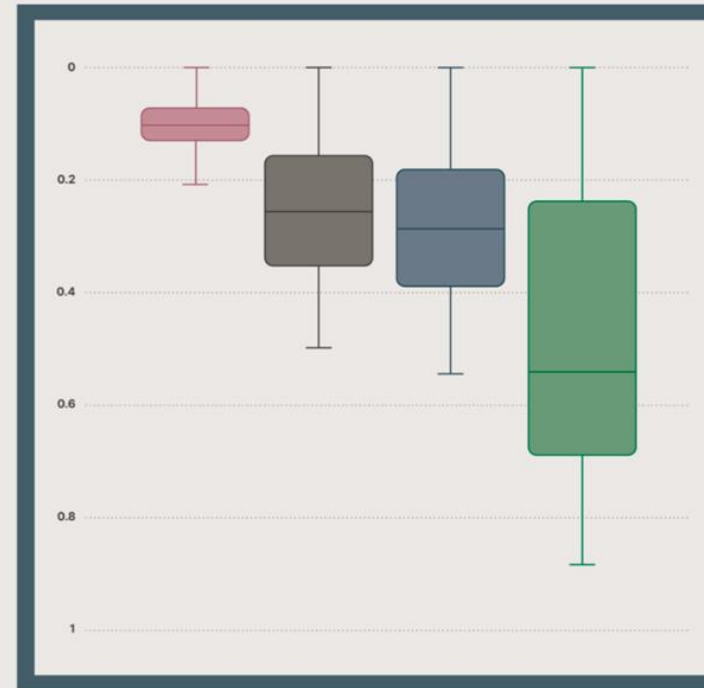
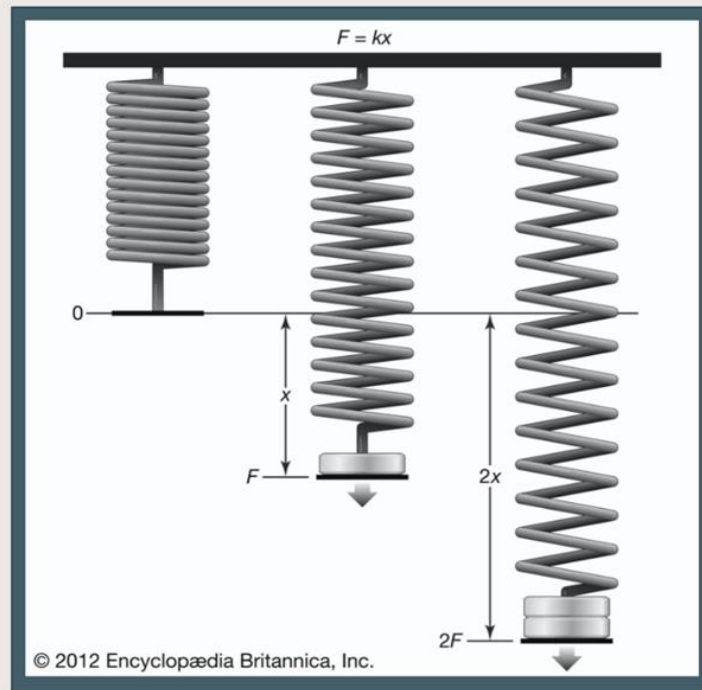
We have a problem for brand-building creativity: the **attention** problem.



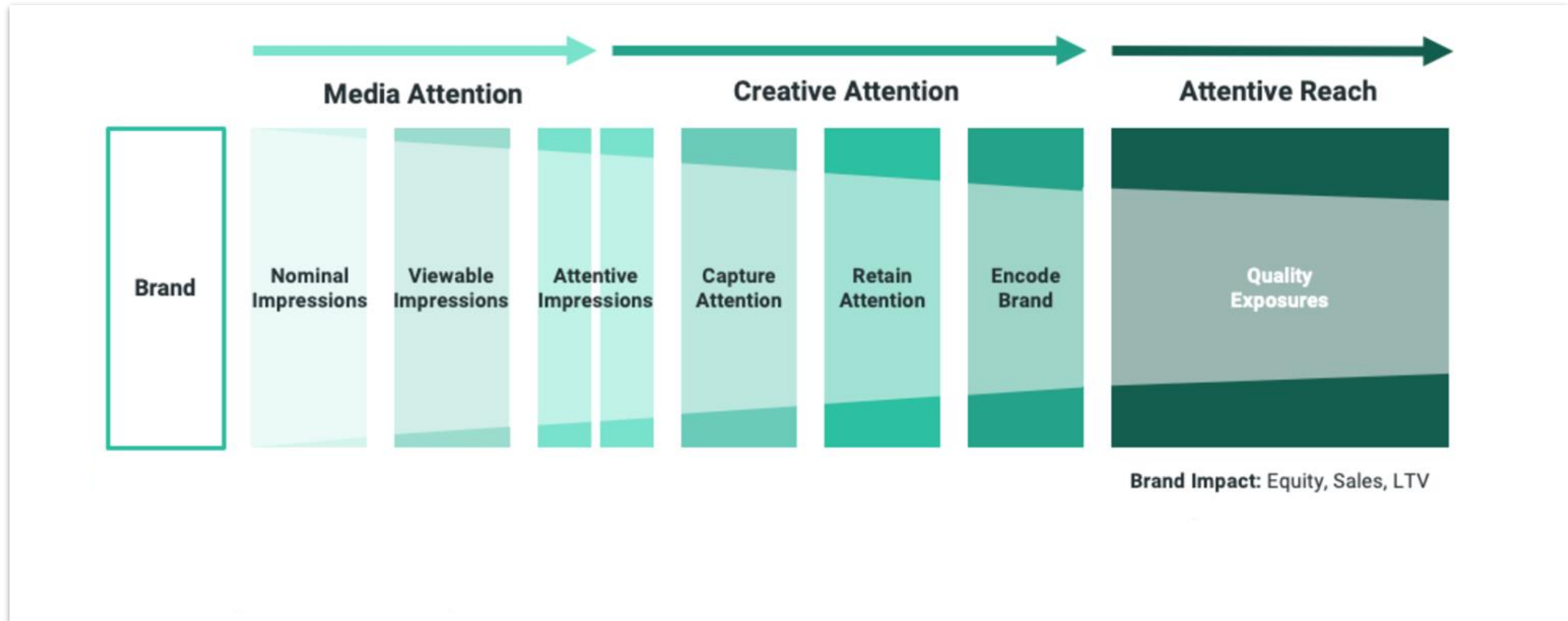
Each platform has a different, in-built limit on paid ad attention.

Each platform has its own Attention Elasticity

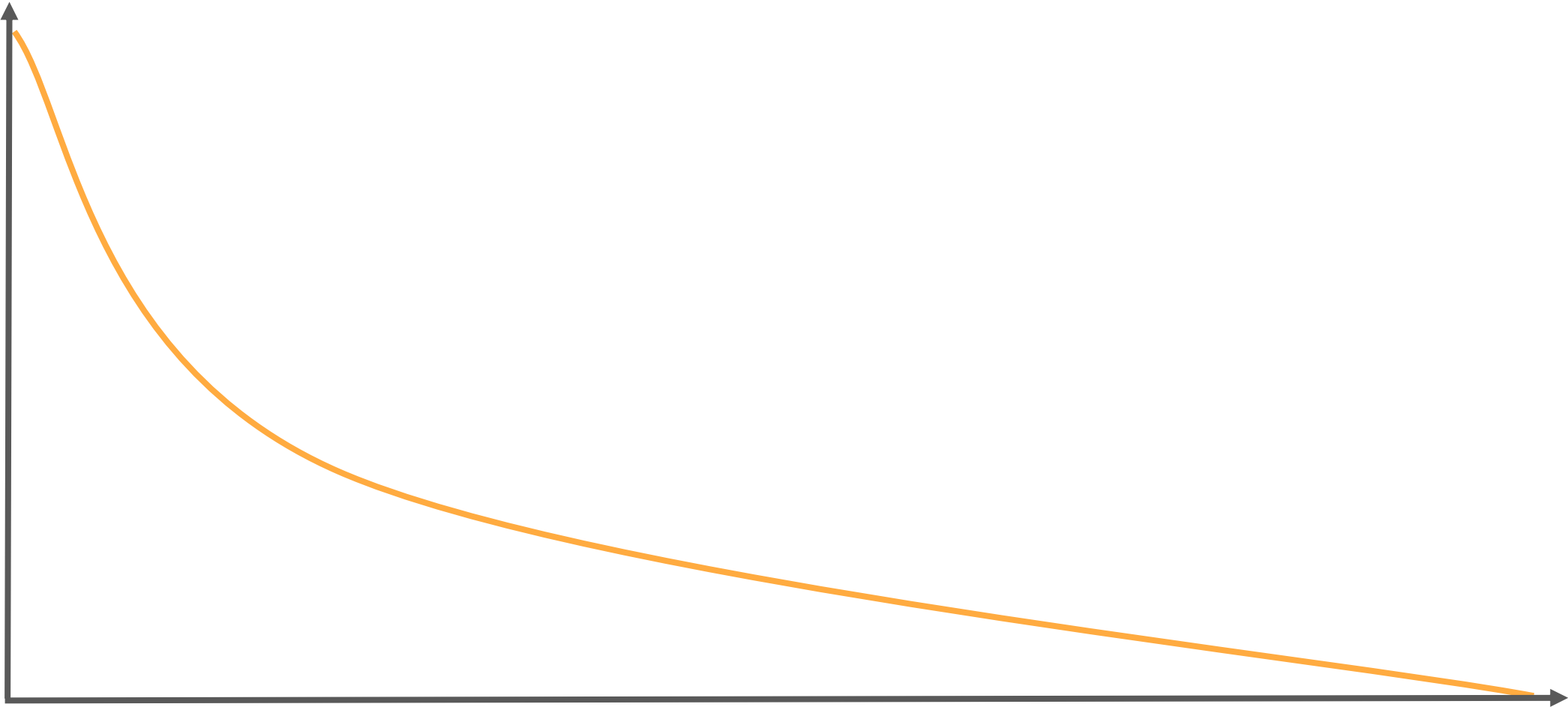
The range of attention seconds possible under the conditions of that platform or format. Attention elasticity forms the attention opportunity for ad creative.



Media & creative of course combine to drive attention, then brand and sales impact



Almost all content has **always** had a steep retention curve



But today's problems are **not** new.
The **madmen** had similar concerns.

Attention.

"If your advertising goes unnoticed, everything else is academic." **BERNBACH**

Skippability & Scrollability.

"[We're] an uninvited guest in the living room of a prospect with the magical power to make you disappear instantly." **O'TOOLE**

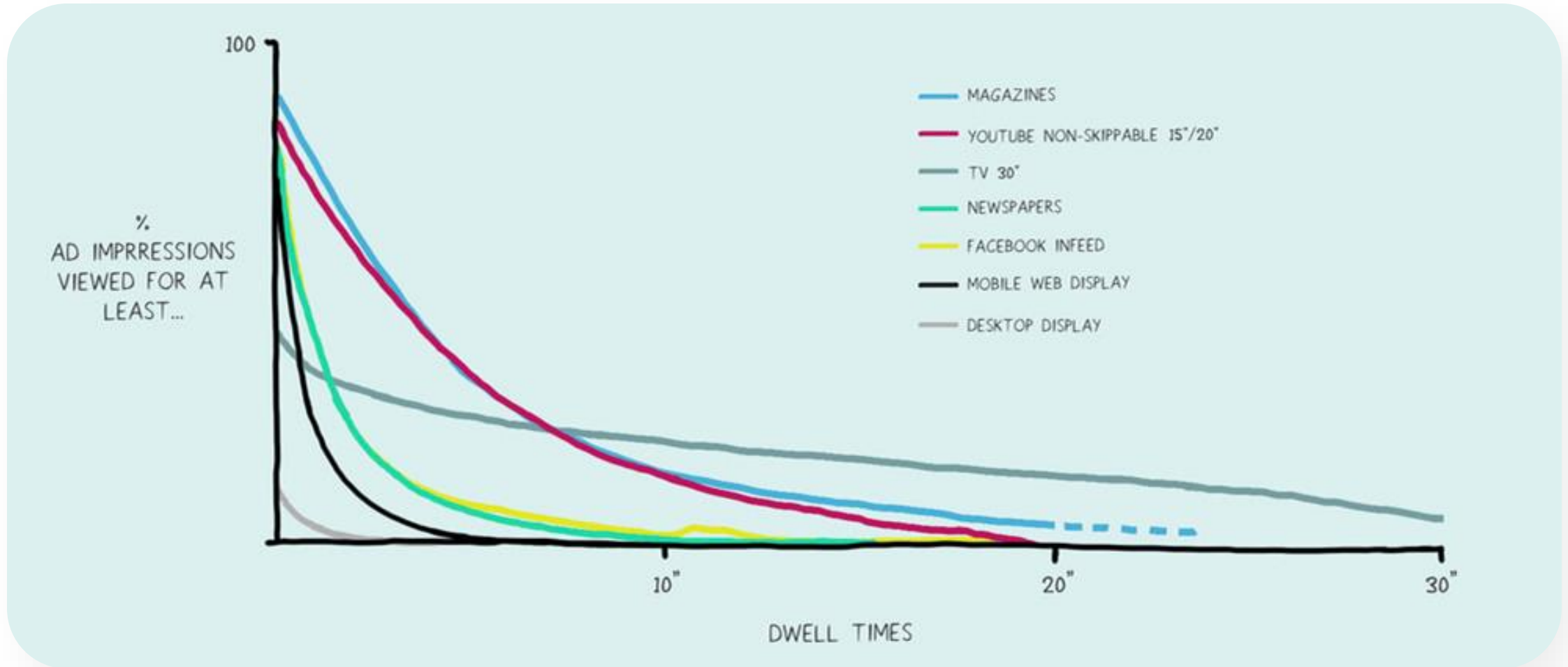
Land the key message.

"In a newspaper your headline has to compete with 350 others. Your headline should telegraph what you want to say." **OGILVY**

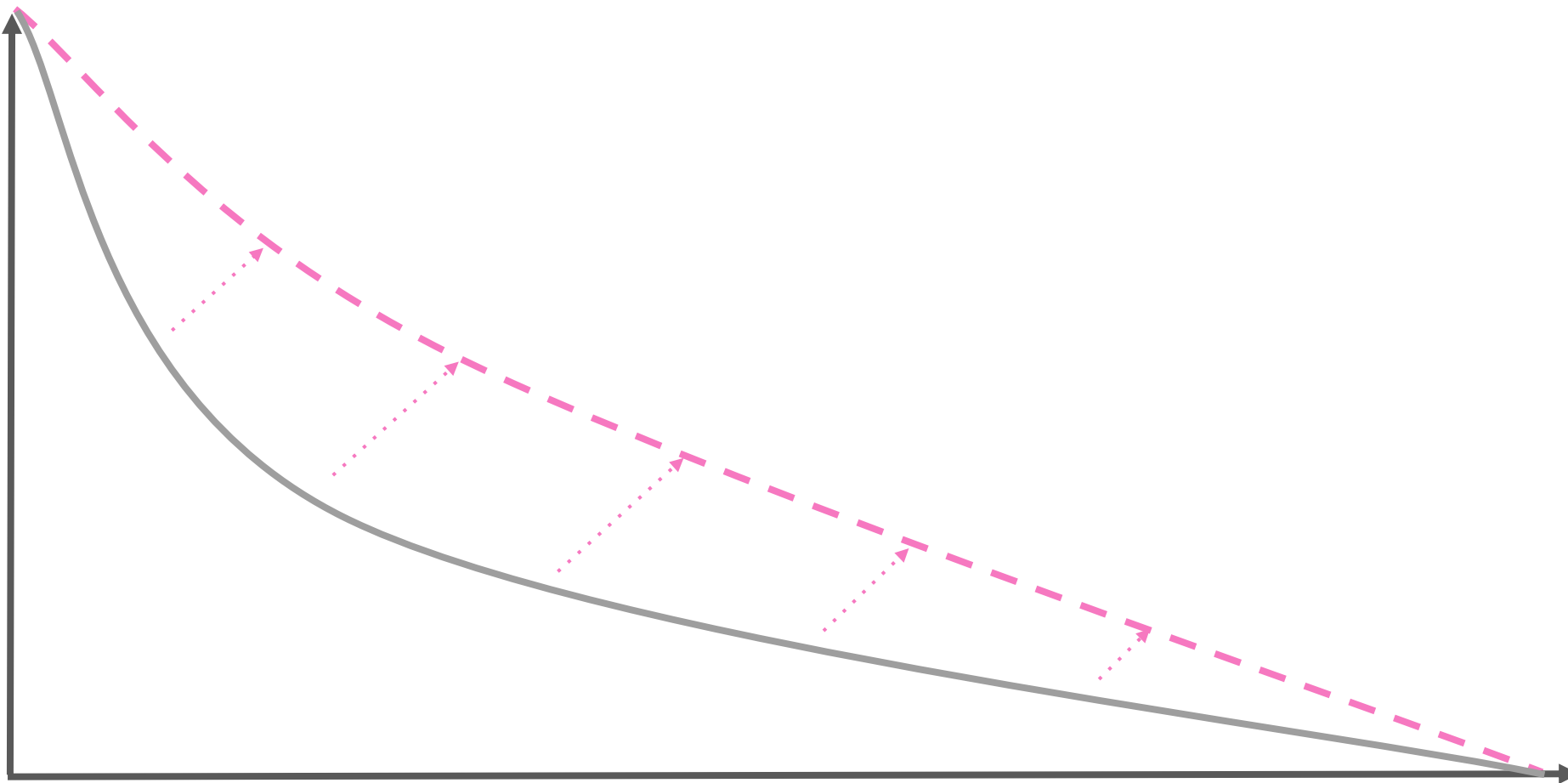
Short-termism.

"Sound an alarm! Advertising, not deals, builds brands." **OGILVY**

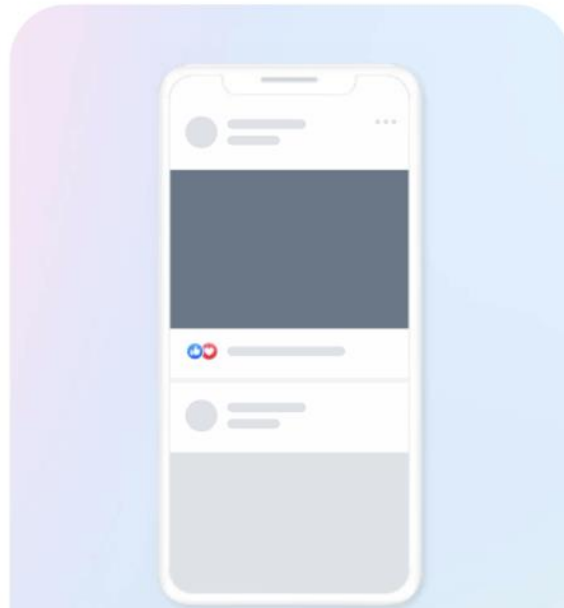
The big difference is we now have the data.



Only **really** knowing how stuff works for a given platform or format can help you **flatten the curve.**



Different video formats get different types of attention



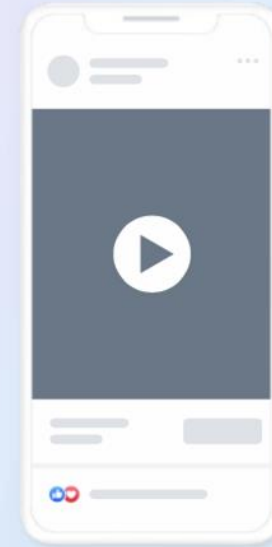
Feed

Active sorting.
Short, intense
bursts of attention.
+more social



Short form

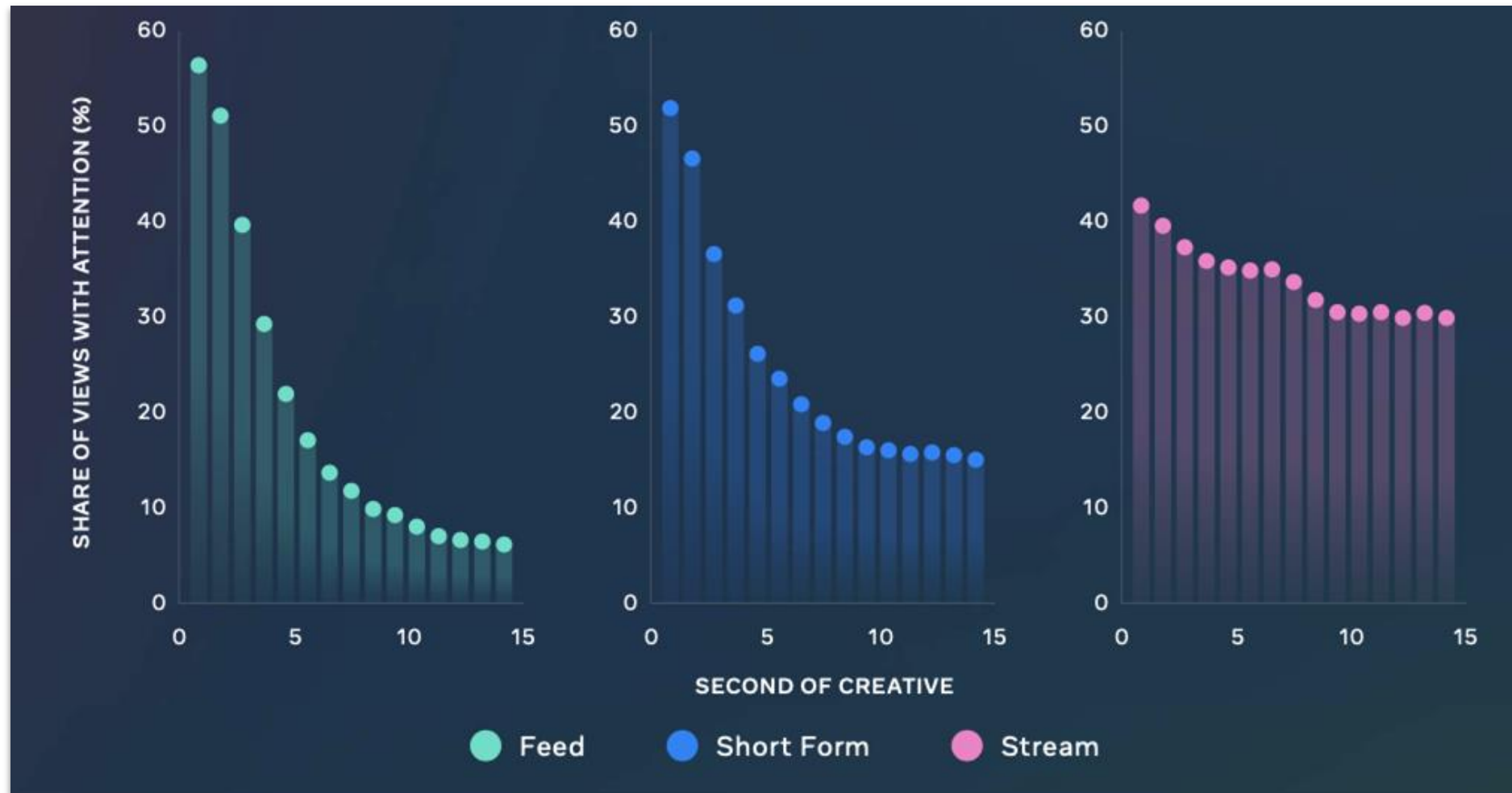
Active sorting.
Short, intense
bursts of attention.
+more entertainment



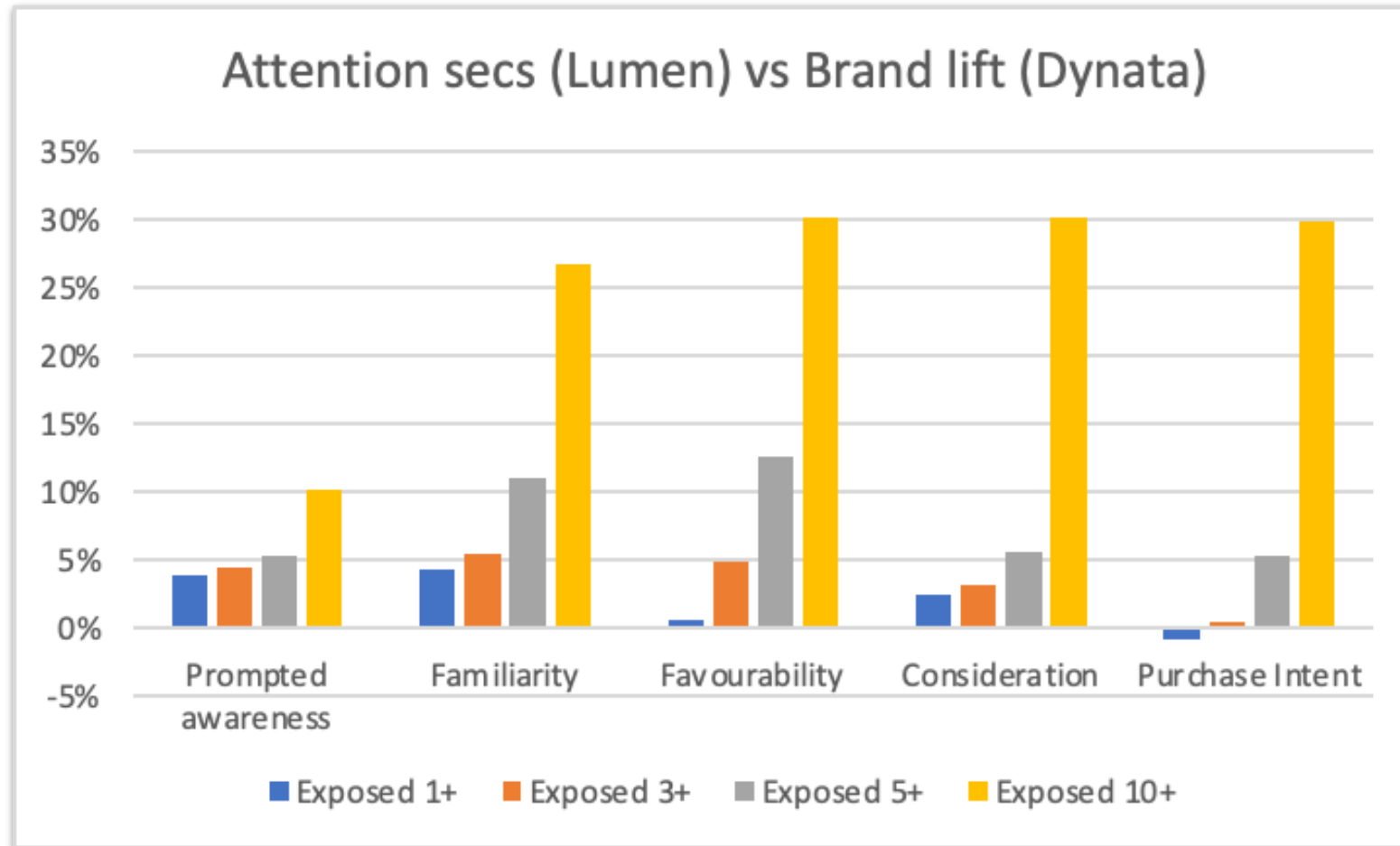
Stream

Longer, more
passive attention.

You need to think about having a **'first second strategy'** for capturing interest and attention



Increasing attention correlates to improved brand lift, especially on mid & low funnel metrics



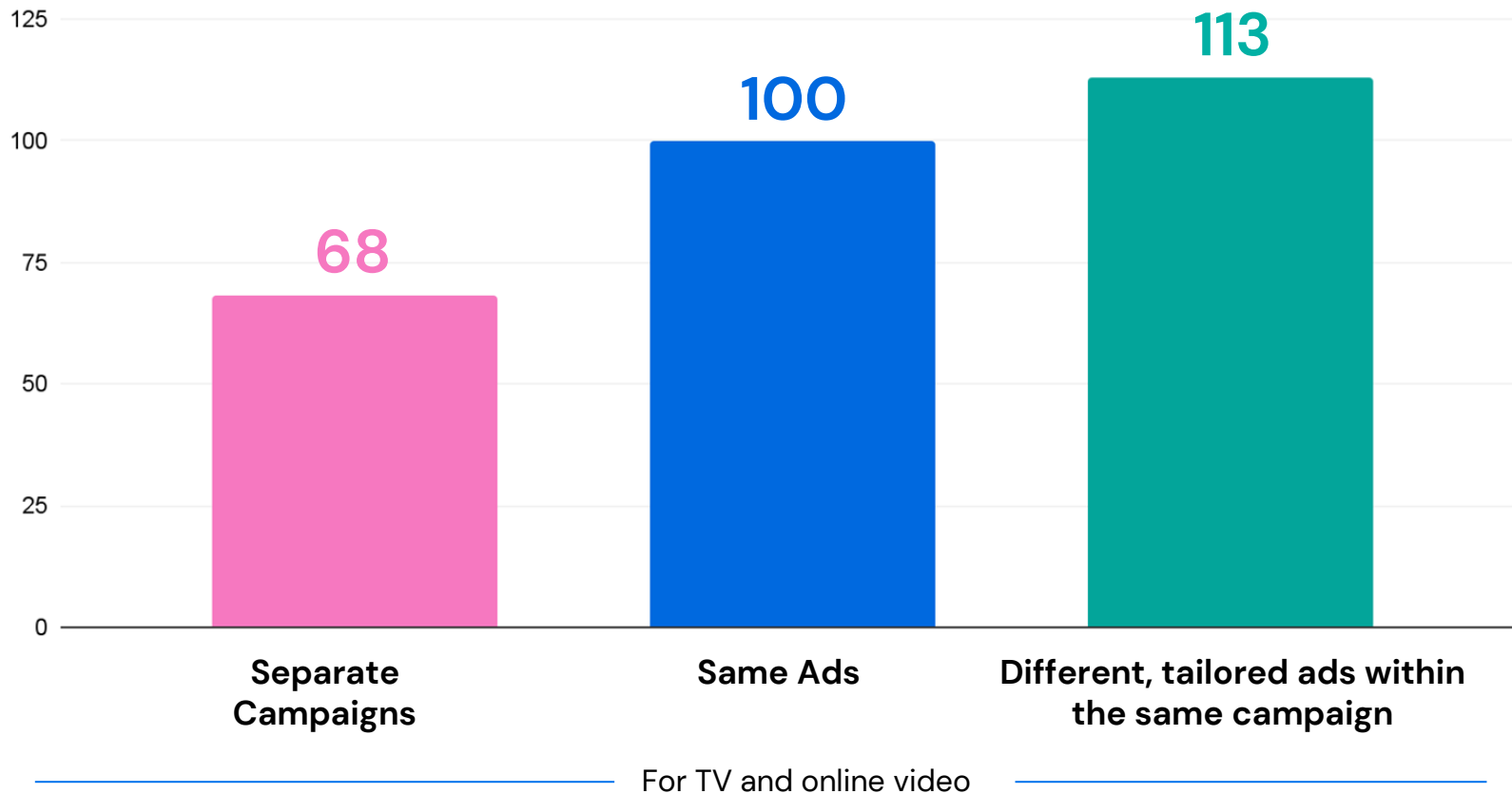
Lower funnel brand metrics need longer attention to shift the dial

	Attentive seconds for significant impact
Unaided brand awareness	100ms+
Spontaneous brand awareness	1s+
Familiarity	1s+
Favourability	3s+
Consideration	9s+
Purchase intent	8s+

Source: Lumen, Teads, Attention Outcomes Report, 2023

Creating **ads** for channel is better for building **brand equity.**

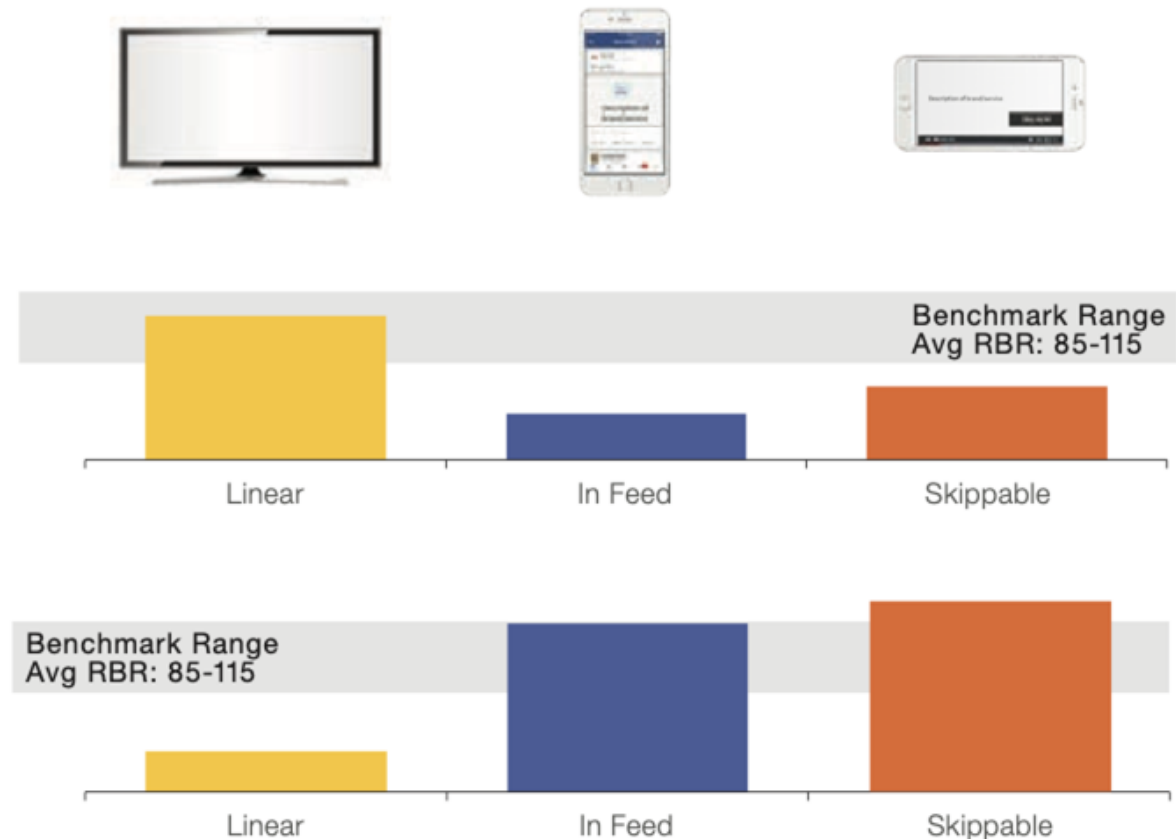
Impact on Brand Equity



The **same creative** does not perform well across formats

CASE STUDY 1: This ad was created for linear television and did not translate into skippable and in-feed environments

CASE STUDY 2: This ad was developed for a skippable channel and performed well also in-feed. But it failed in linear environments



Source: Ipsos US Database • Note: Retained Branded Recognition (RBR) is a measure of brand attention

'Traditional story arcs' 2x more likely to be bottom performers on youtube vs new story arcs.



The 'Emerging Digital Story Arc'





Applying YouTube's best practice principles can contribute **+17%** in long-term brand contribution

A Attention

Hook and sustain attention with an immersive story

B Branding

Brand early, often and richly

C Connection

Help people think or feel something

D Direction

Ask them to take action



Every study says making ads **bespoke** for platform gets you more of the attention you need.



**Bespoke Snap ads
get 1.4x the
attention of
repurposed ads**



**Bespoke ads 4x
avg skip time, from
5s to 20s. +17%
long term brand
contribution**



**TikTok-first ads
+3s watch time,
+25% completion
x1.2 emotion**

TikTok claims some specific executional tactics increase watch time

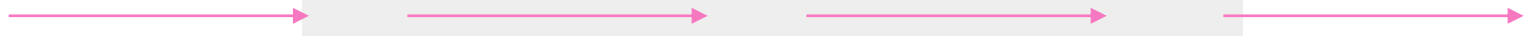


Using real people
+9%
more watch time

Remixing trends
+14%
more watch time

Using creators
2x
more watch time

Creating ads **bespoke** for channel, platform, format.



Don't put your **TV** ads on the platforms

Don't put your **platform** ads on TV

Don't put your ads on

The smartphone screen shows two rows of social media icons. The top row contains YouTube, Meta, TikTok, Snapchat, and Pinterest. The bottom row contains Pinterest, Snapchat, TikTok, Meta, and YouTube.

Difference is as important as **ever.**

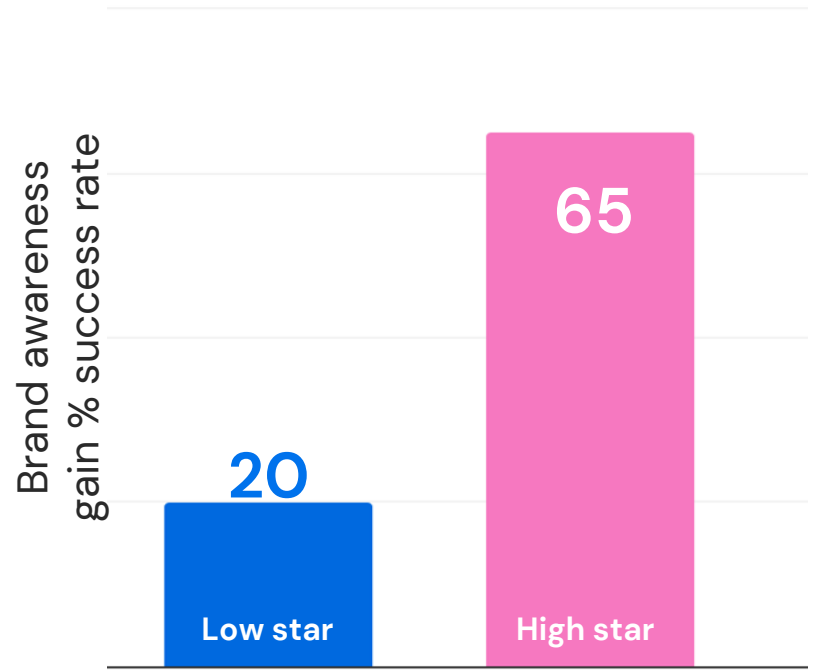


“Taking an unconventional creative approach produces **40%** longer viewing time on average for skippable ads.” (Ipsos)

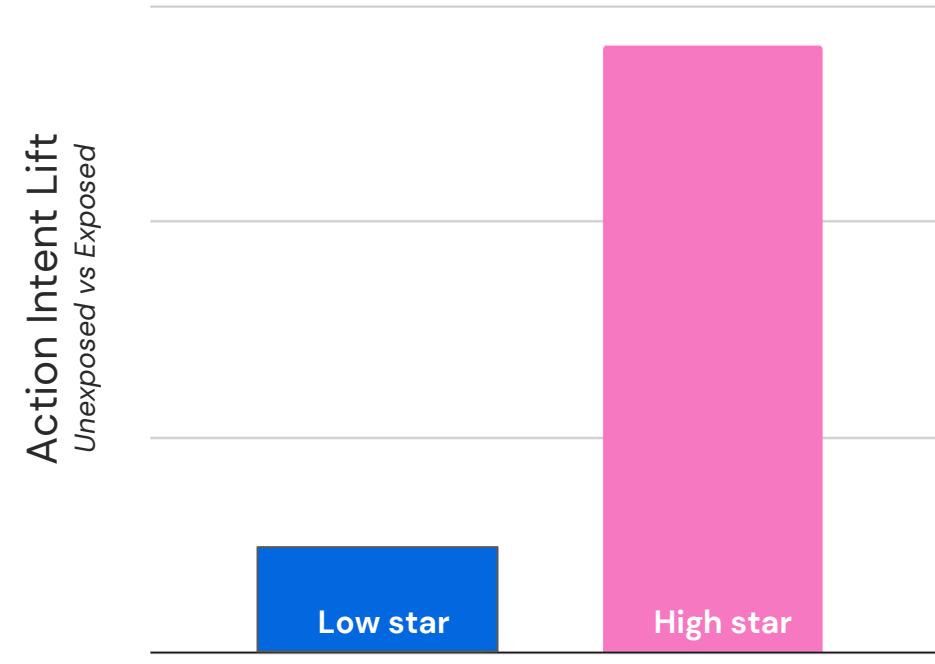


As is **emotion:** more emotional impact predicts more **brand impact.**

Brand Awareness Gain % Success Rate 



High Star Rating dramatically increases campaign action intent uplift. 
x6 Brand Lift



By higher or lower Star rating (emotional response)

Cross-platform creative principles:

A. Get attention fast

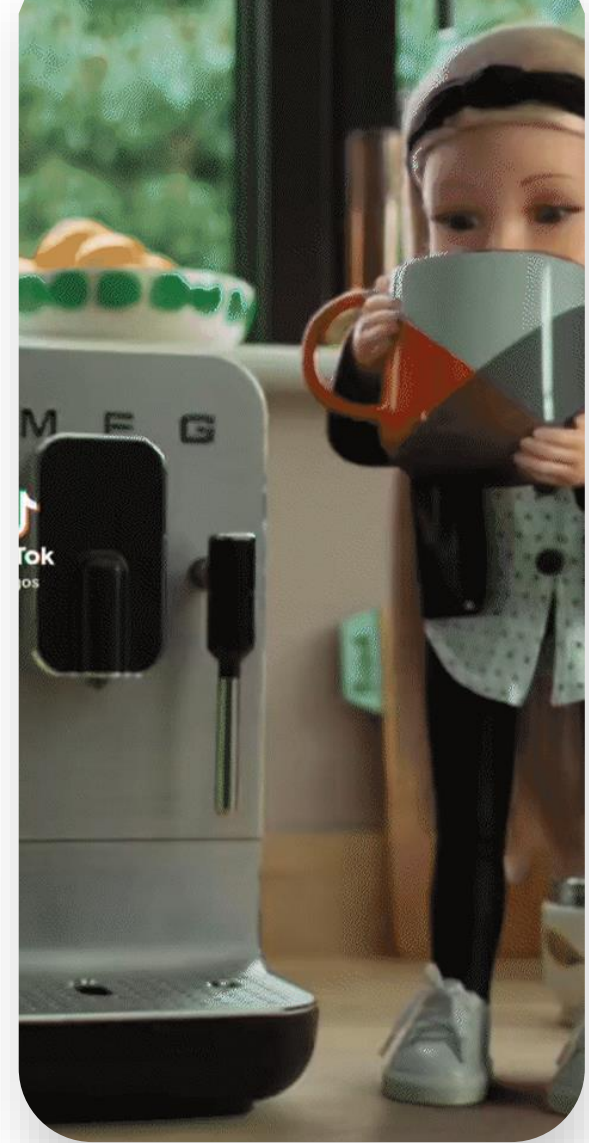
B. Integrate brand/product

C. Stories communicate

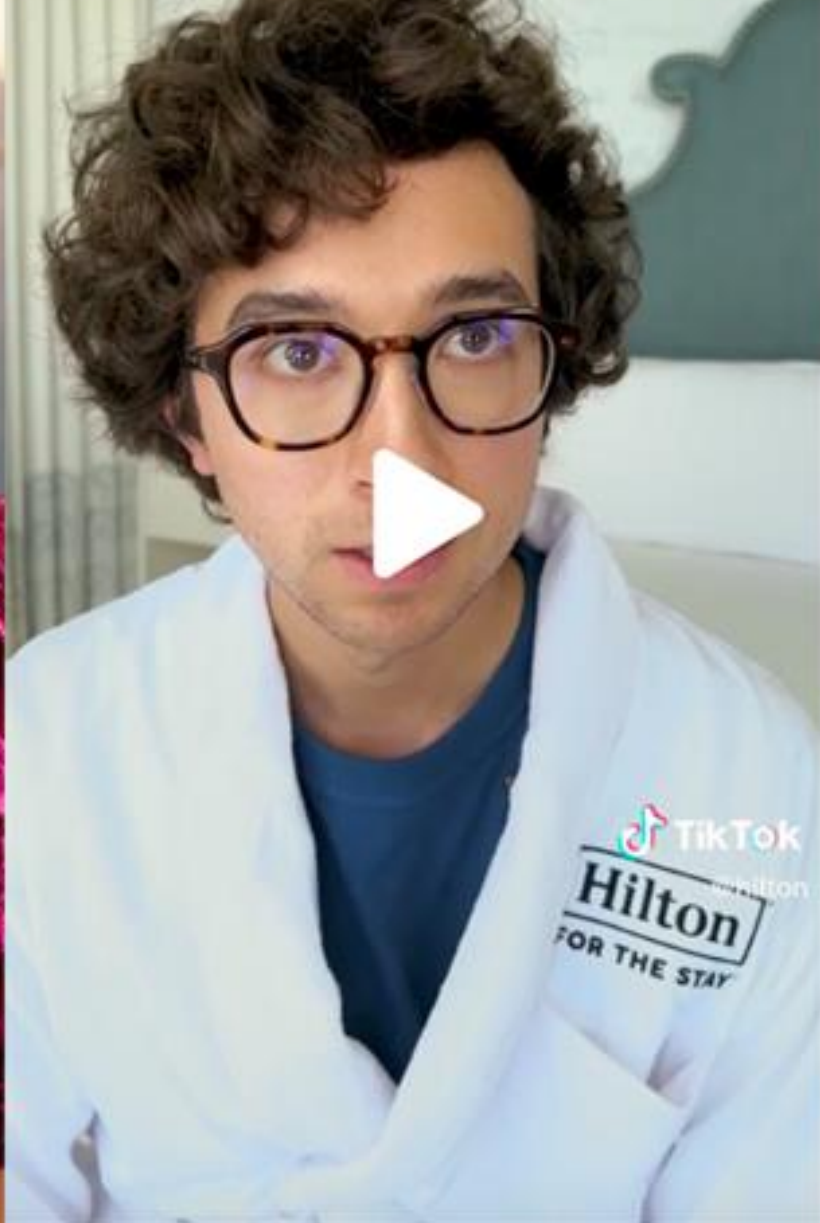
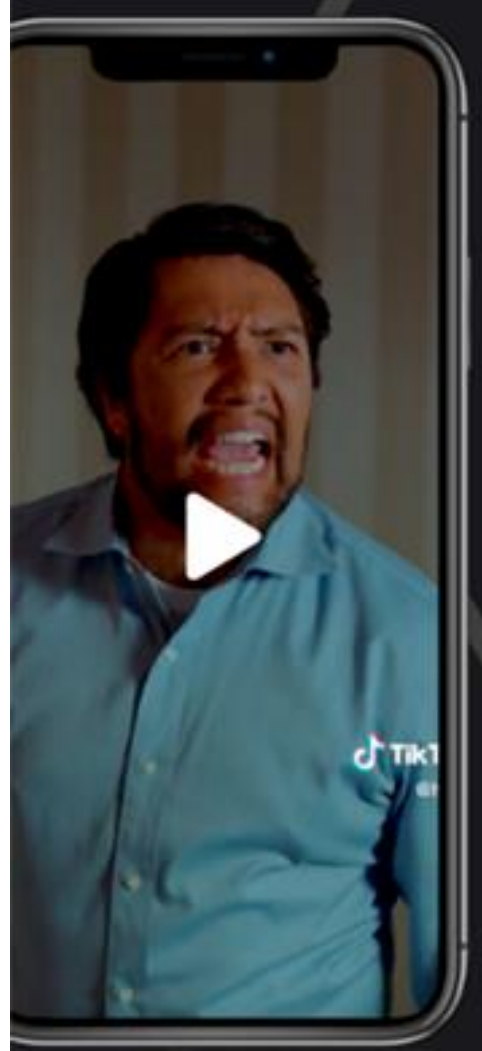
D. Difference works

E. Evoke emotion

Creativity that
pushes **the curve.**



Hilton Hotels' 10 minute TikTok.



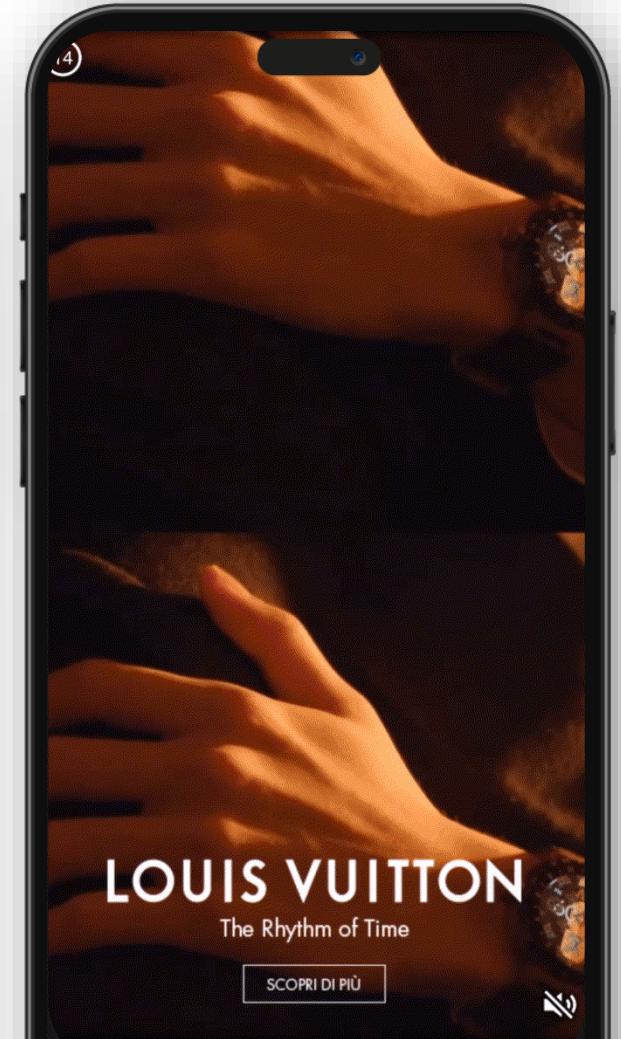
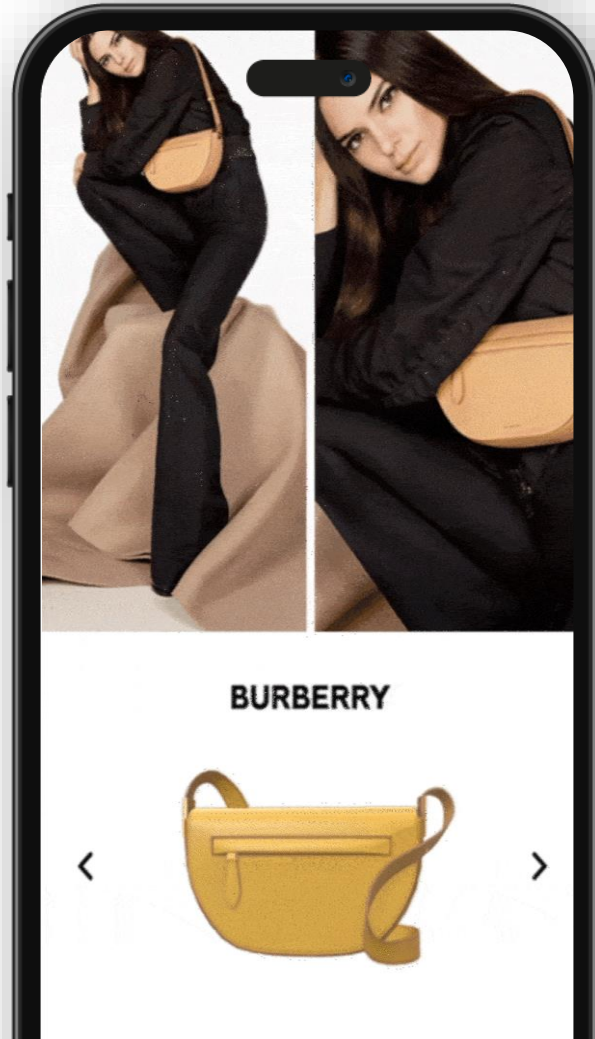
Digital display is also waking up to the attention problem.

14s

Avg dwell time
(Celtra)

3x

More attention
(Lumen)

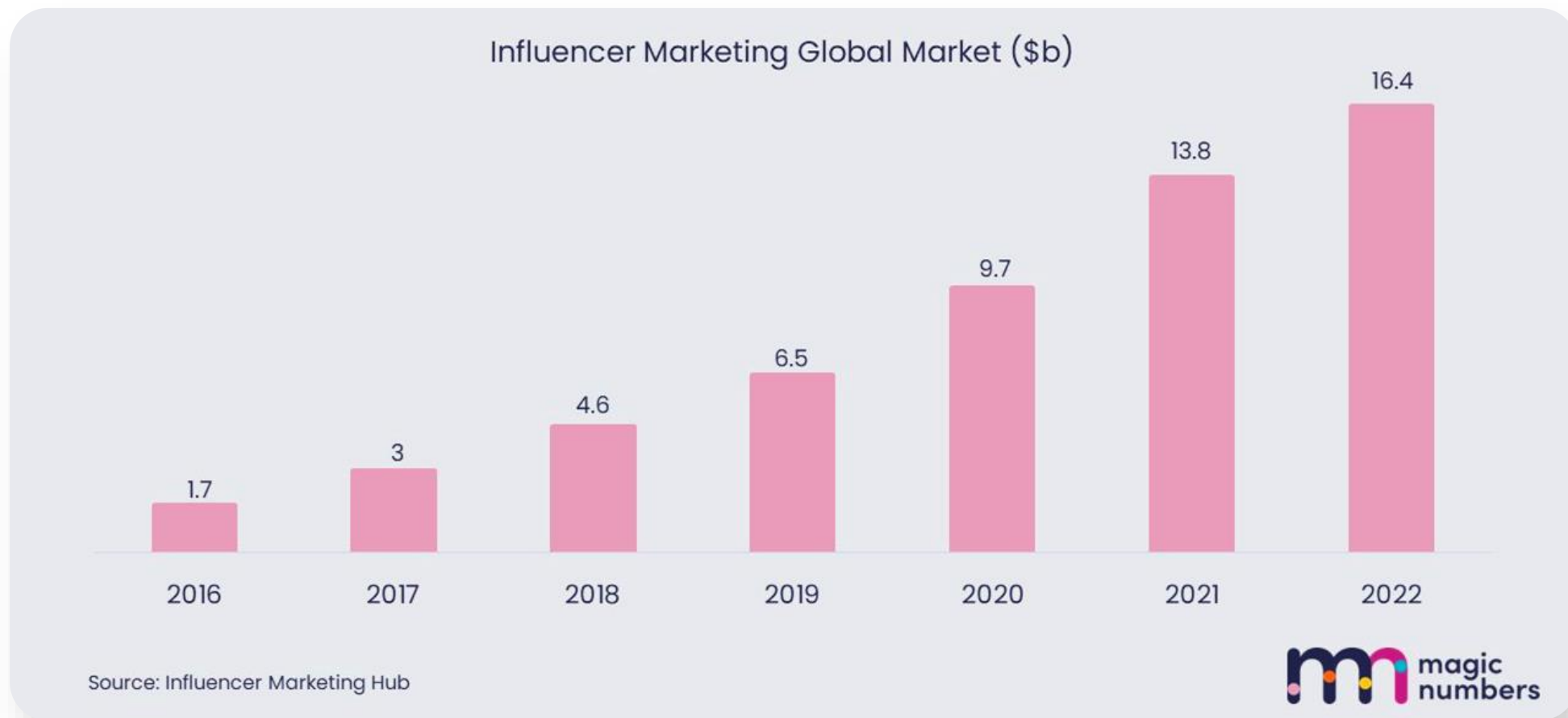


So to try and solve the attention problem and **build brands** in the platforms..

1. PUSH THE CURVE

Maximise reach and attention via paid ads made bespoke for the platform, applying 'best practice', difference and emotion.

But also, creator-led advertising is **growing fast**



Creators live or die by knowing what works best on their channels to retain viewer attention.



Attention-grabbing thumbnails.

Deliver the promise of the video instantly.

Set up the story, create jeopardy.

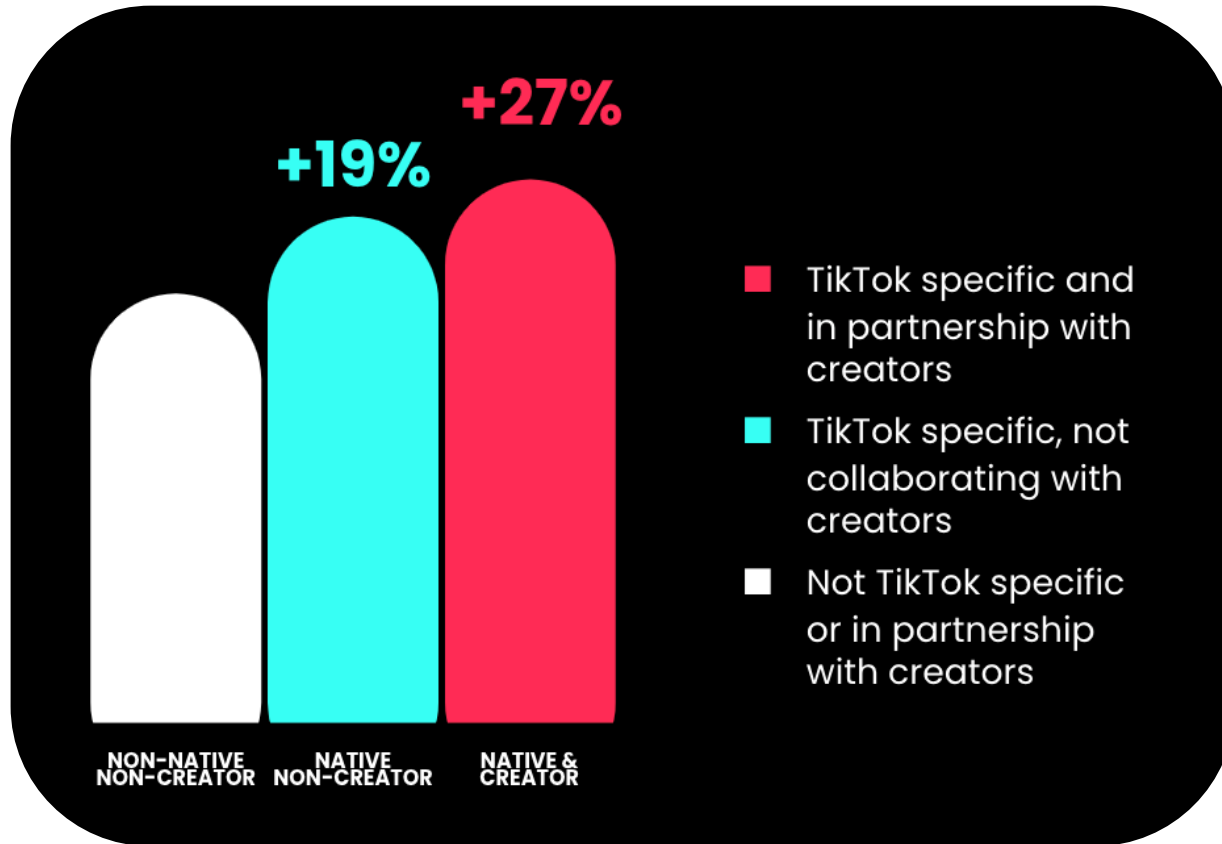
Music creates a feeling.

Repeated emotional highs to

Keep people watching.



Platform native creative **made by creators** works best to drive brand recall on tiktok.



Native creative
"consistently outperforms
repurposed and adaptive
ads on TikTok"

Prime: playground craze or creator-led, brand-building genius? **Both.**





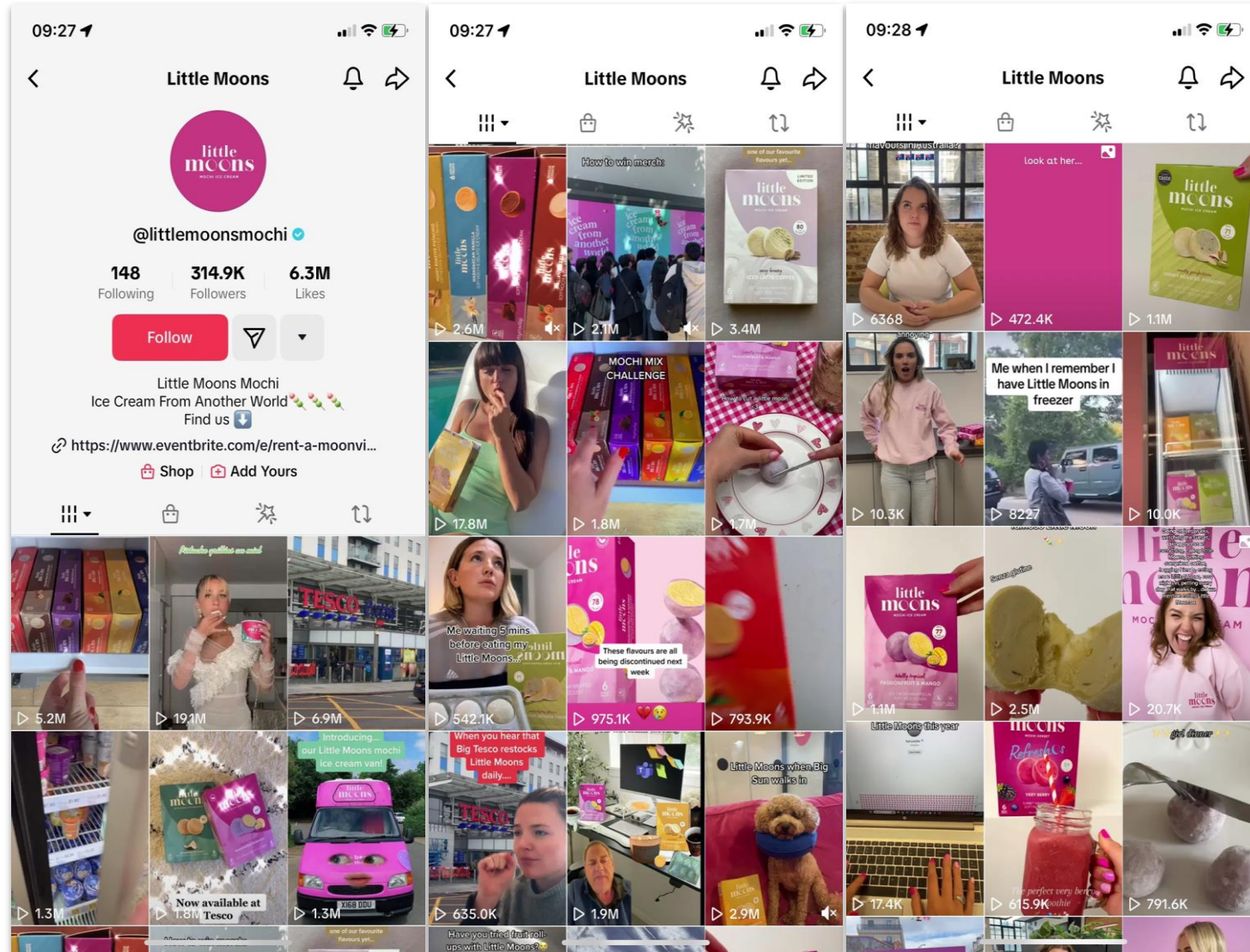
UGG is re-balancing its activity, including more brand-building, and lots more influencer.



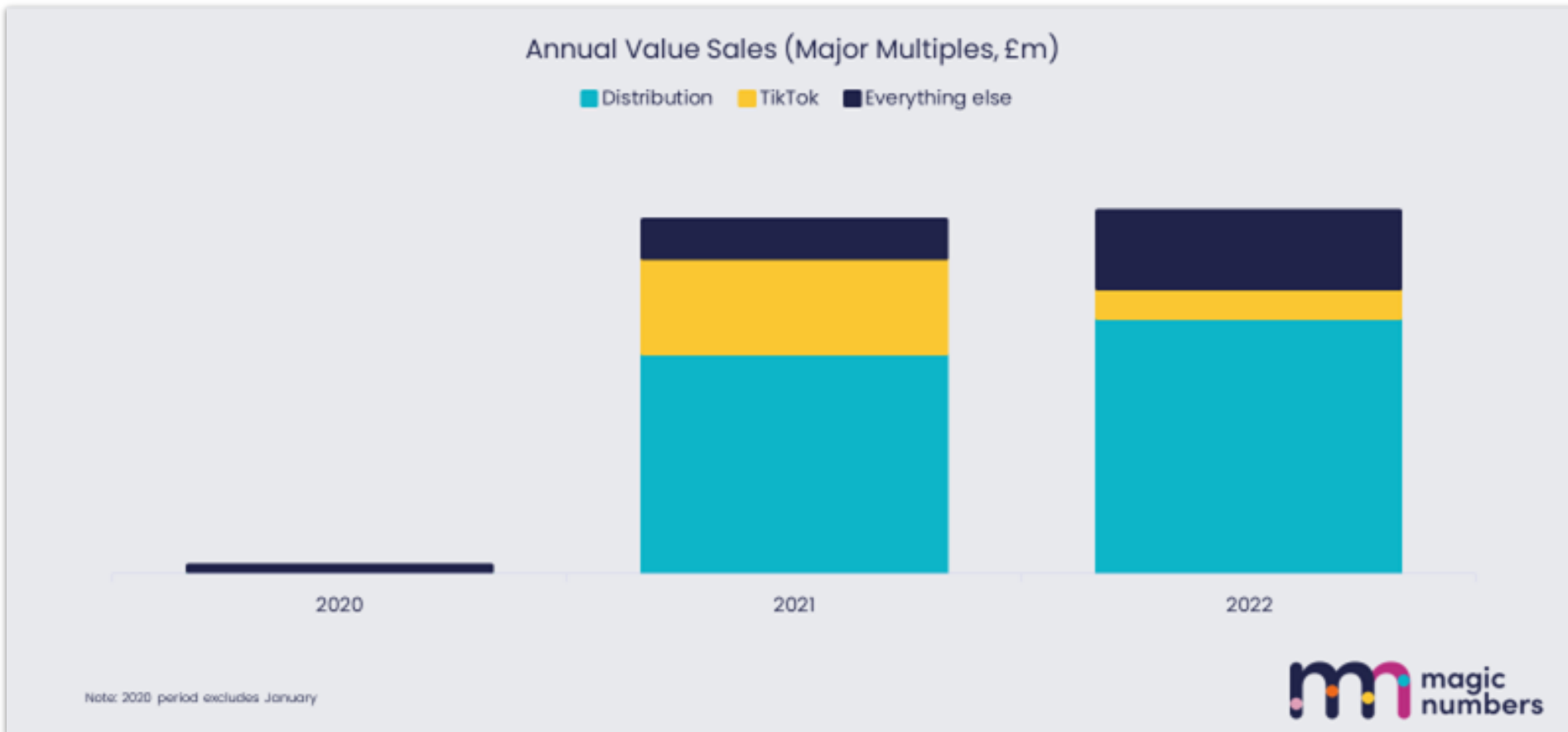
New Brand Momentum

“From walking the dog to walking the runway”

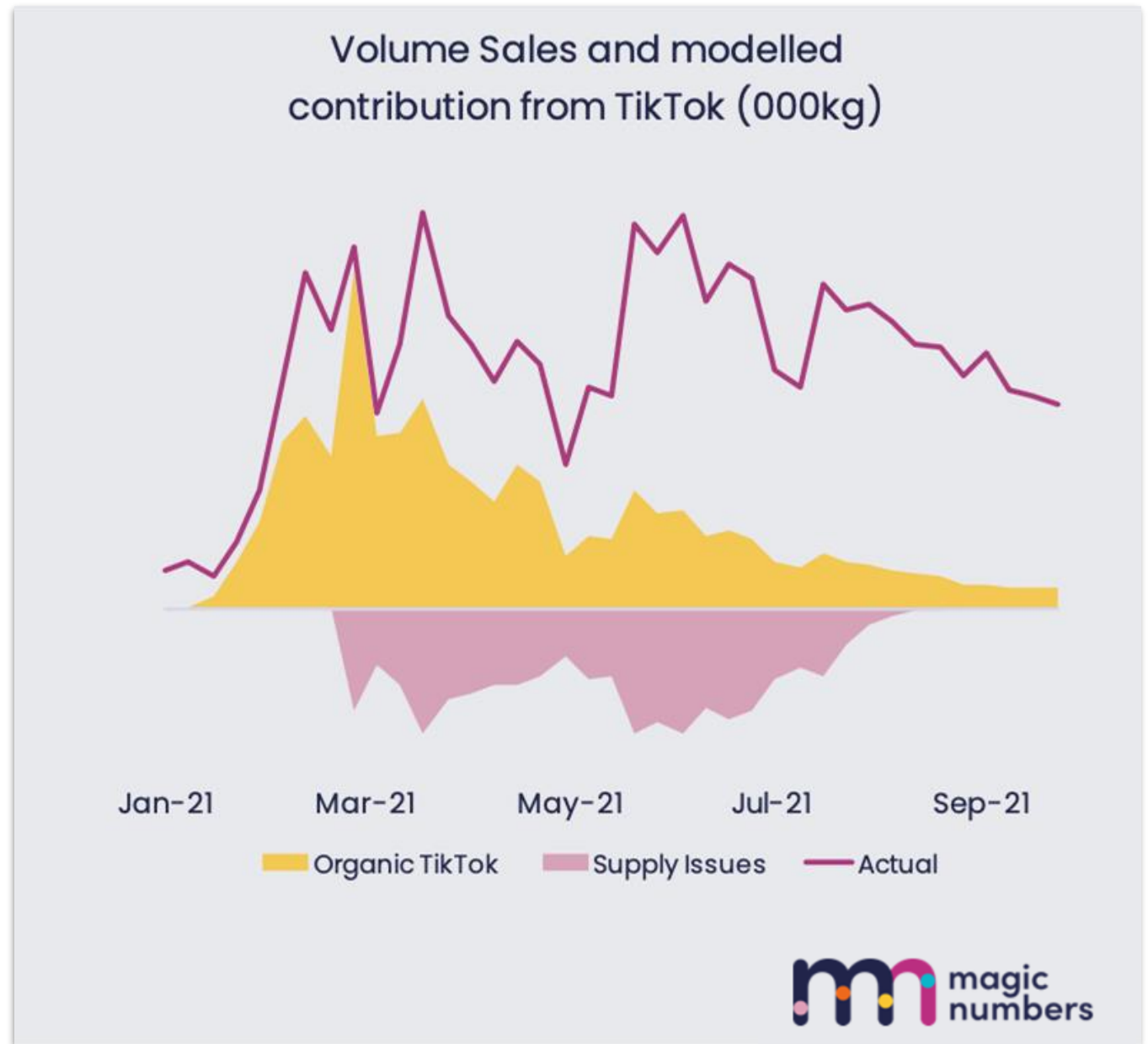
Little Moons organic and user-generated TikToks



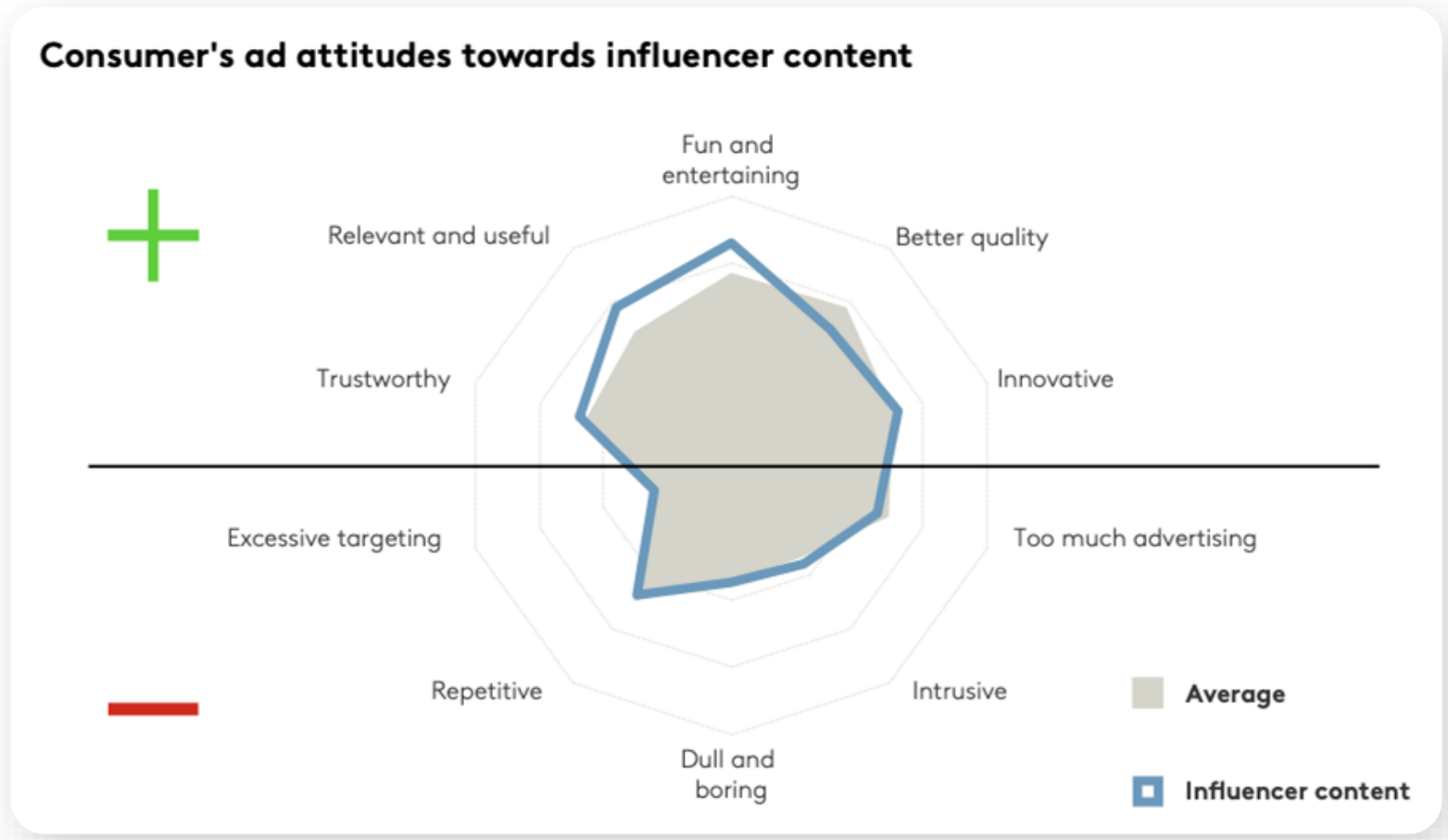
Little Moons saw very fast growth 2020–21 driven by this TikTok and the **distribution gains** it enabled



TikTok drove millions of £ of sales Little Moons over the first 3 quarters of 2021



But aren't **creators and influencers** just really annoying? **Actually no.**



So we have another tactic that can help...

1. PUSH THE CURVE

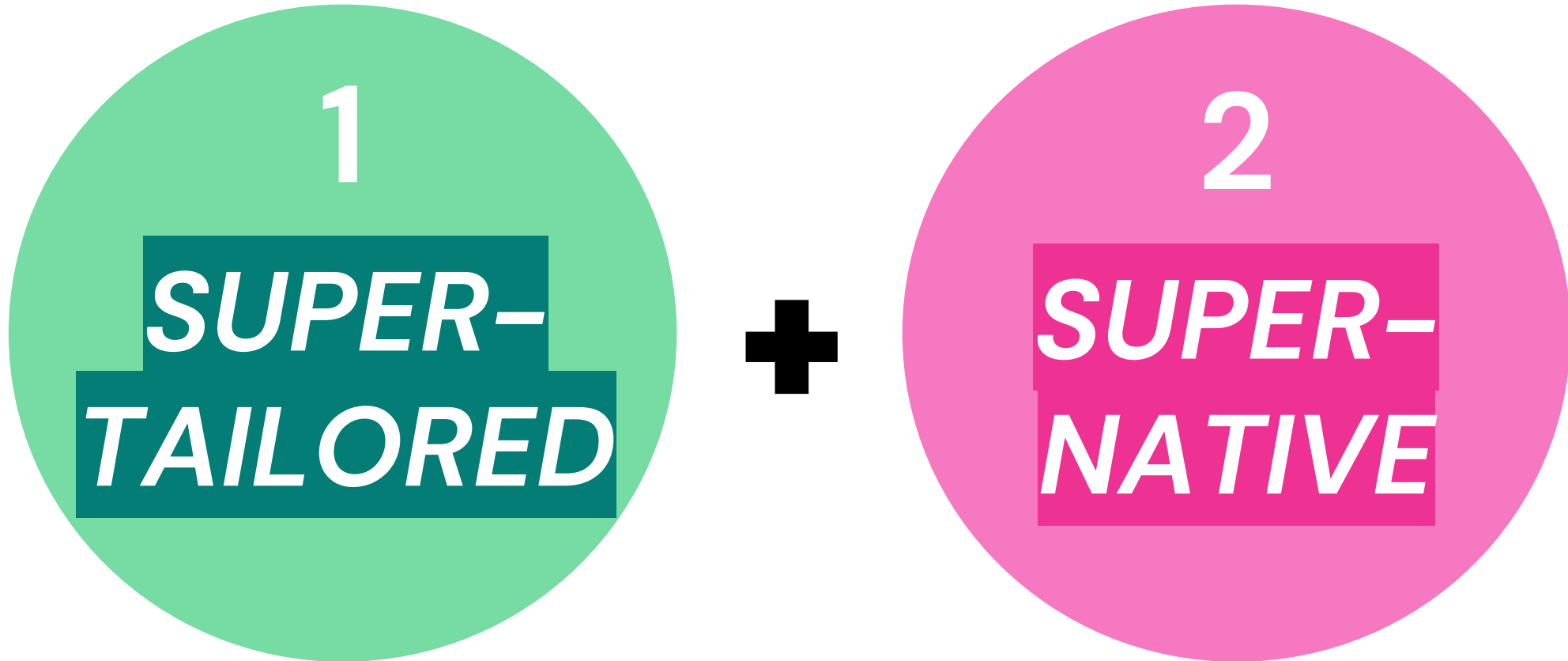
Maximise reach and attention via paid ads made bespoke for the platform, applying 'best practice' and emotion.



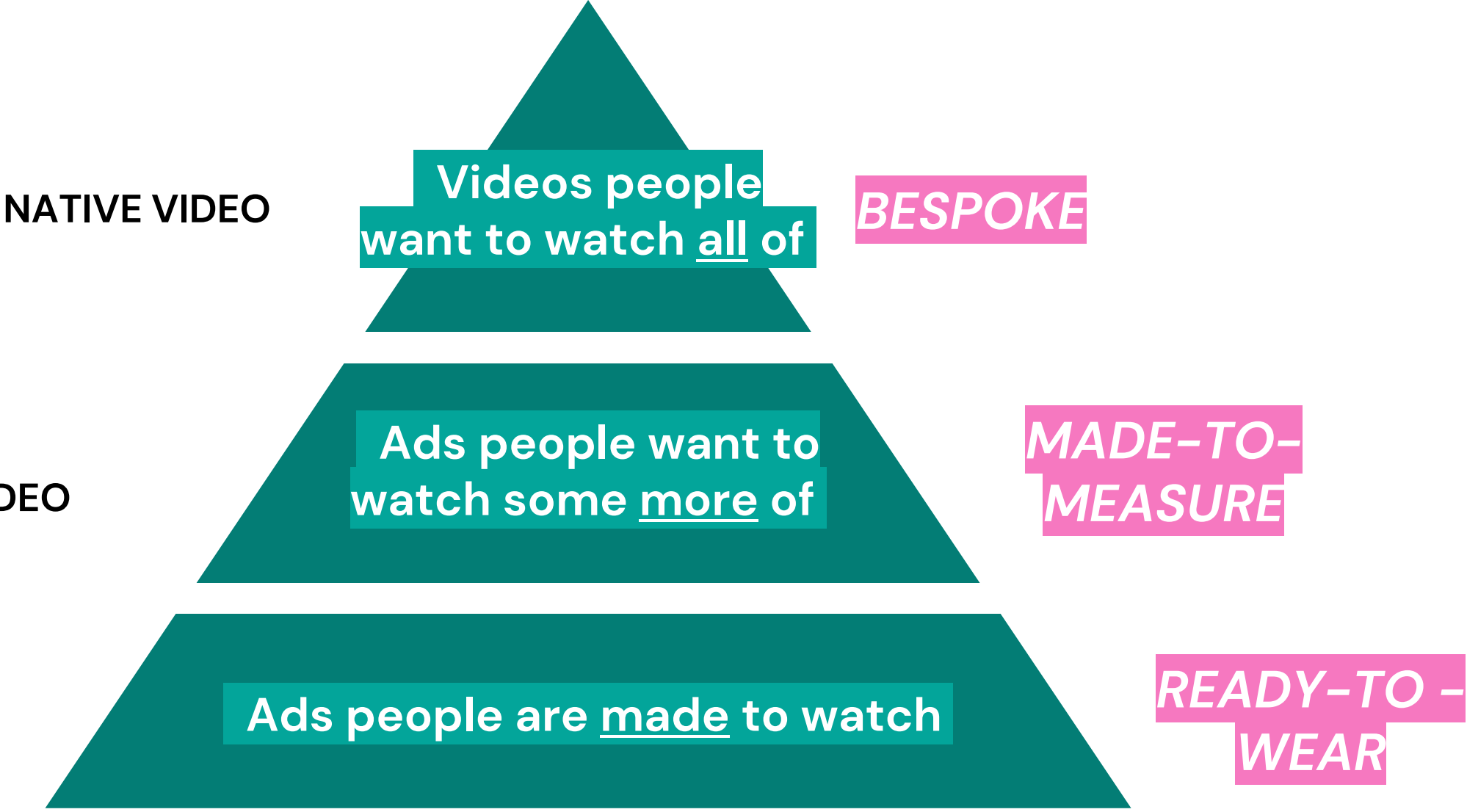
2. BREAK THE CURVE

Earn much longer attention secs with true native content made by creators (+boosted with paid media)

Two **creative tactics** for brand building in the platforms.



3 types of video 'ads' today



Attention for ads is limited.

Play by the platforms' rules.

But 'best practice' has limits.

You need difference and emotion too.

The algorithms love native stuff.

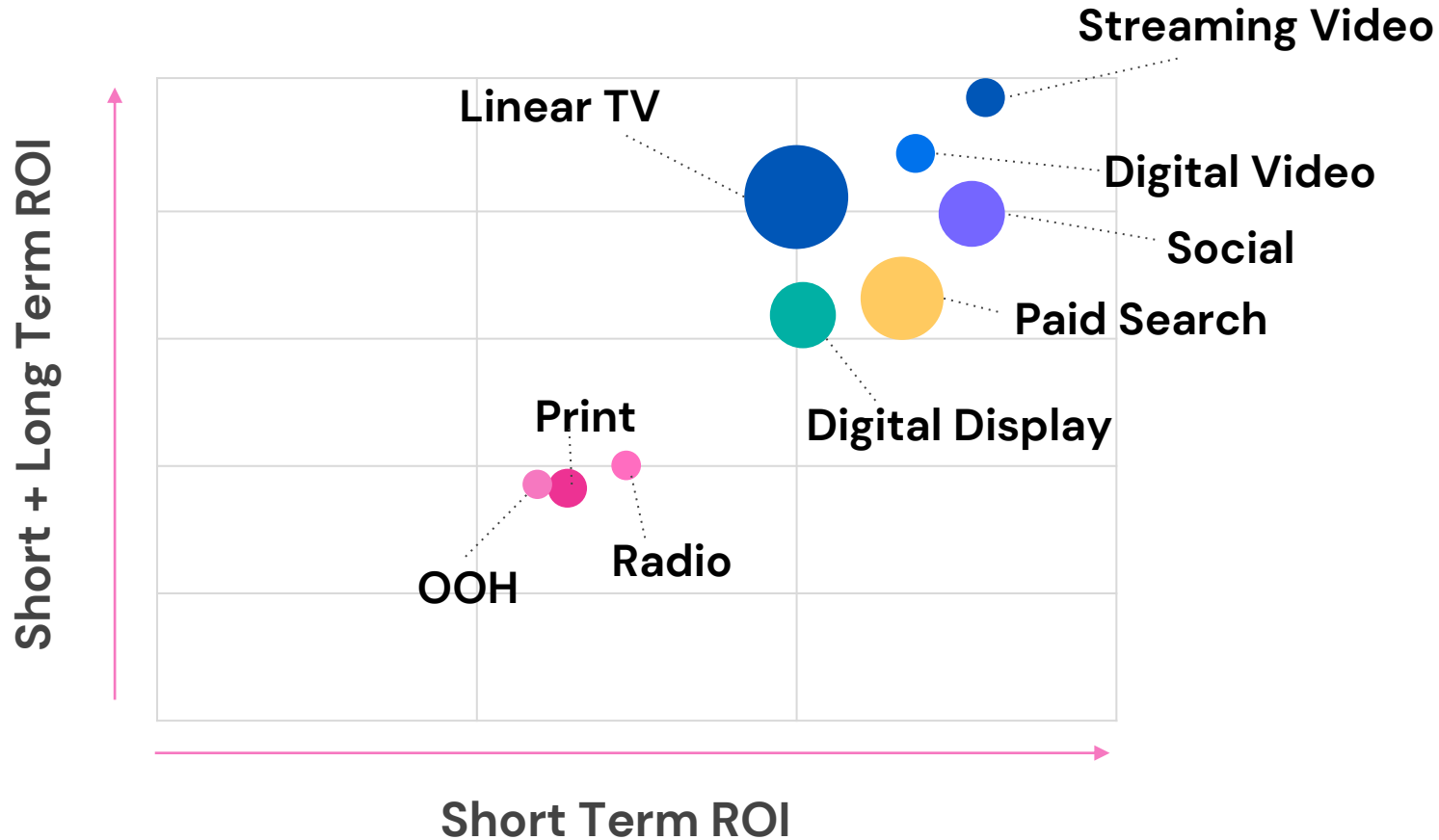
Go native too. Think like 'creators'.

Use them. Or better. Hire them.

Make platform-native creative.

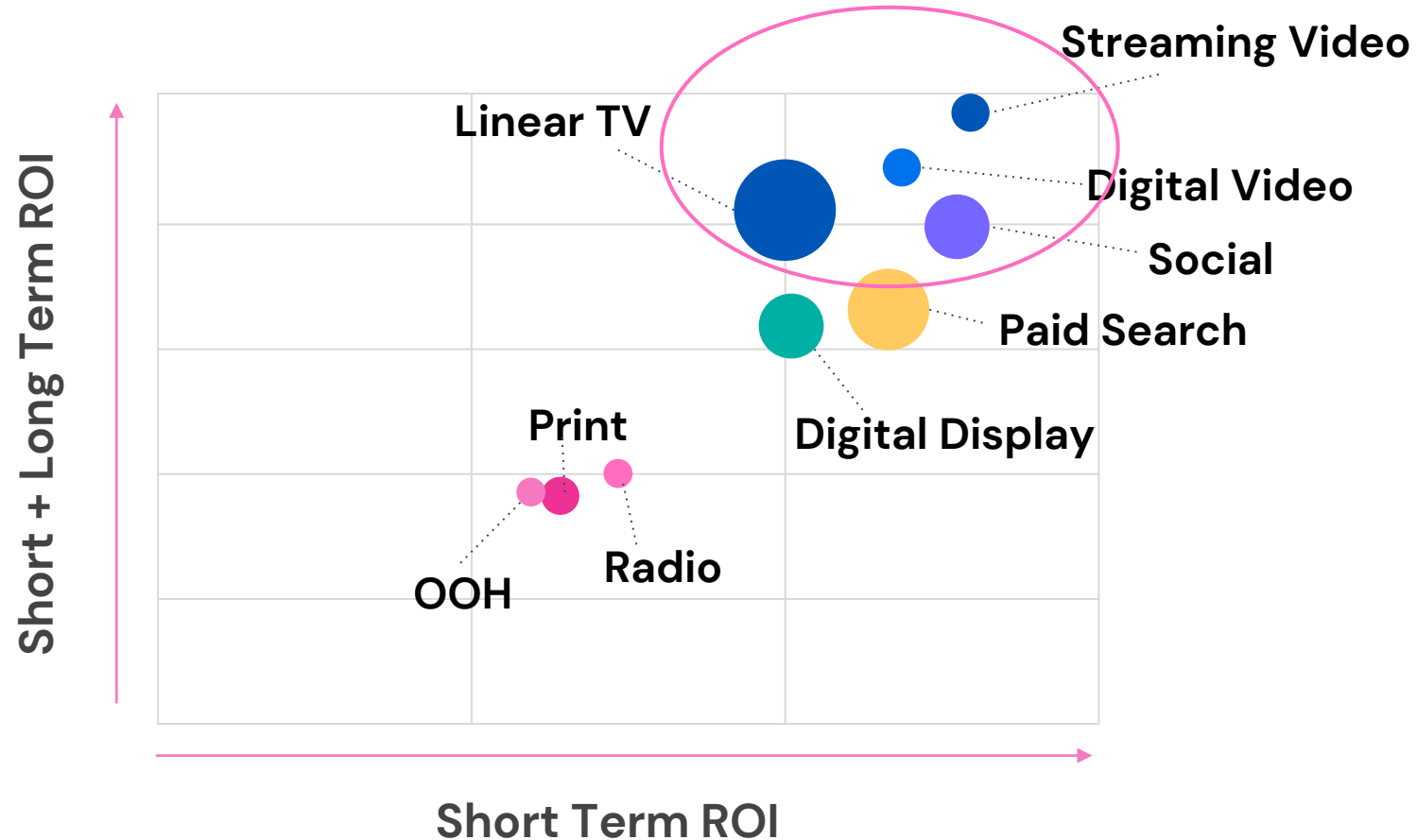
Increasing evidence of digital channels working both short & long.

Bubble Size = Spend
Figures represent recent years, 2020-2022 YTD

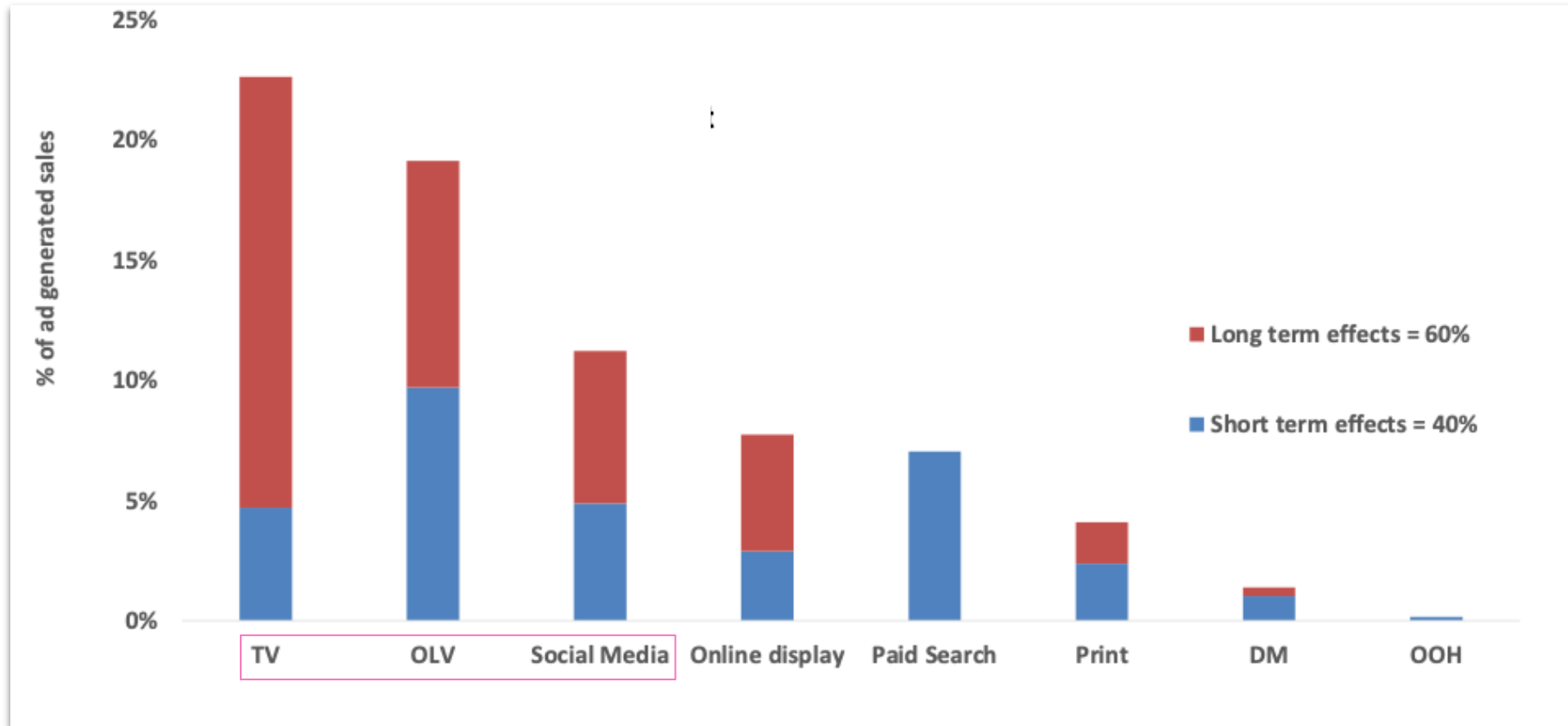


Video's lasting impact is **twice as long** as non-video

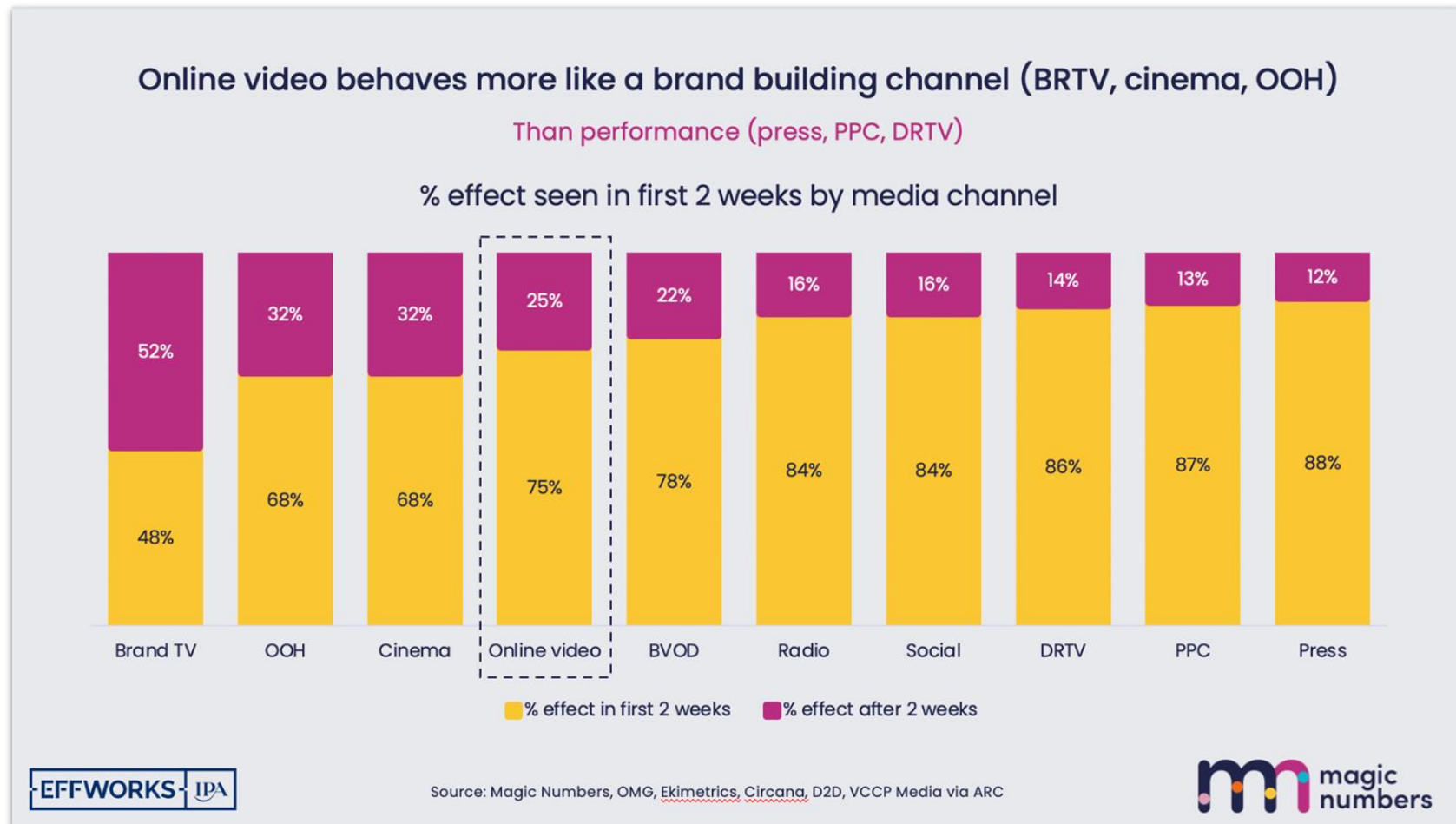
Bubble Size = Spend
 Figures represent recent years, 2020-2022 YTD



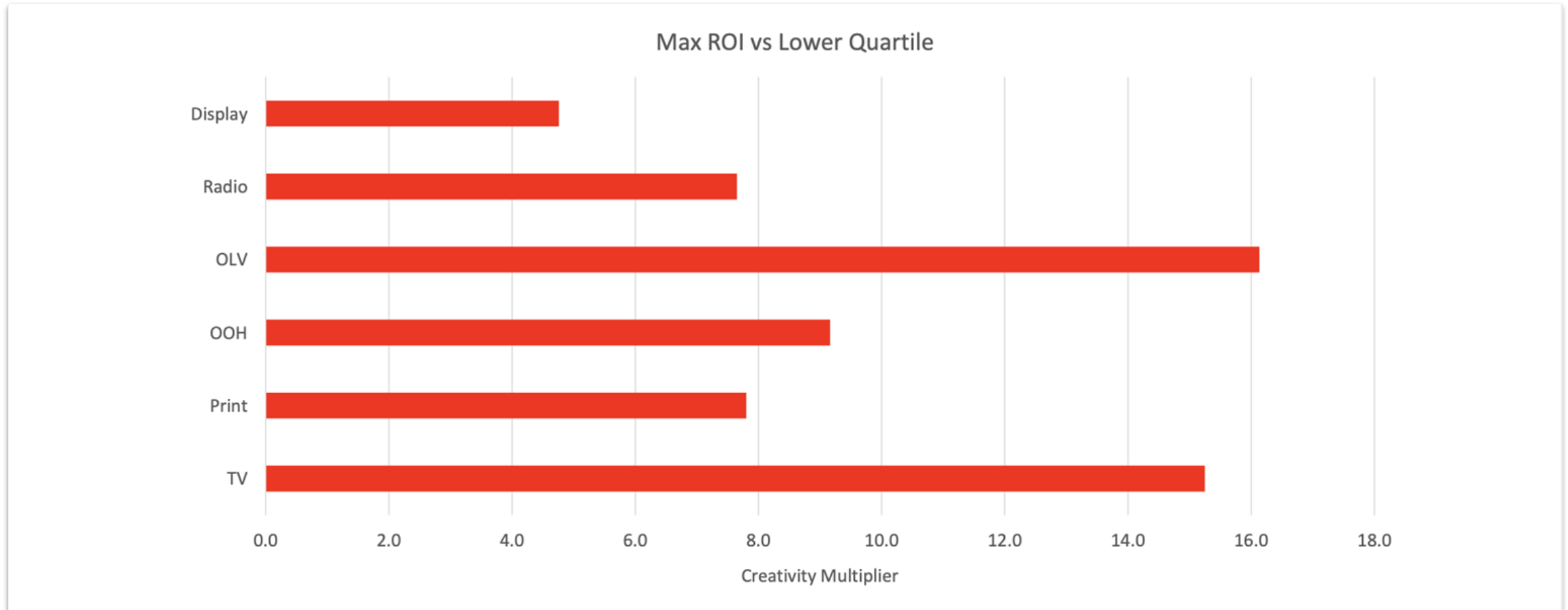
Video and social are catching up with TV in terms of contribution to both Long & Short



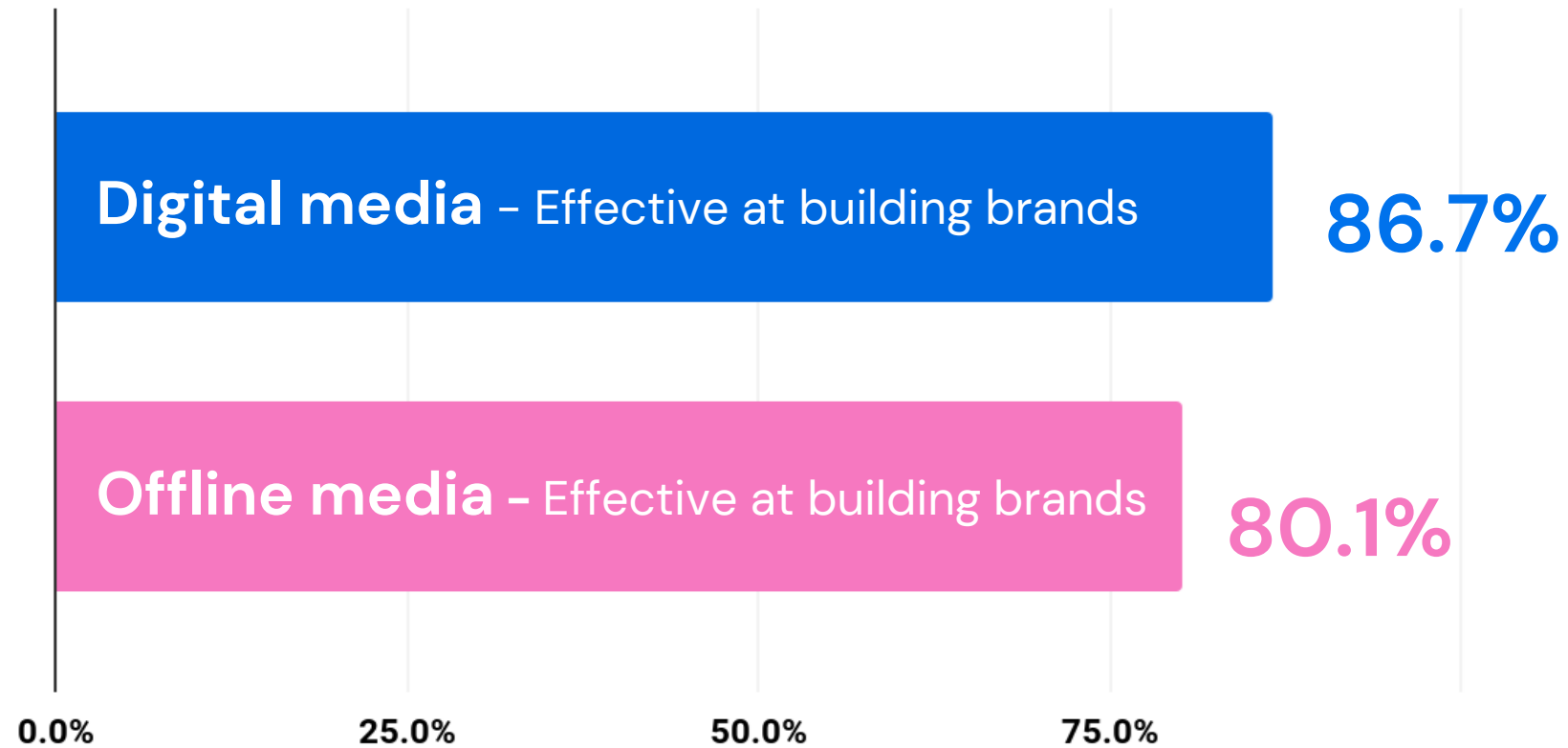
Online video behaves more like a brand building channel than a DR or performance channel



Video has the largest creative multiplier



More marketers believe **digital** is as effective at **building brands** than offline media.  jellyfish



So where are we on the digital ad **hype cycle?**

