

The magic of compound creativity

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The magic of Compound Creativity

How consistency leads to creative quality, stronger brands and greater profits.

System1

Create with Confidence

IPA

With Data from the IPA
Effectiveness Databank





2017



INDUCTION SESSION

9.30 - 10.30

2022

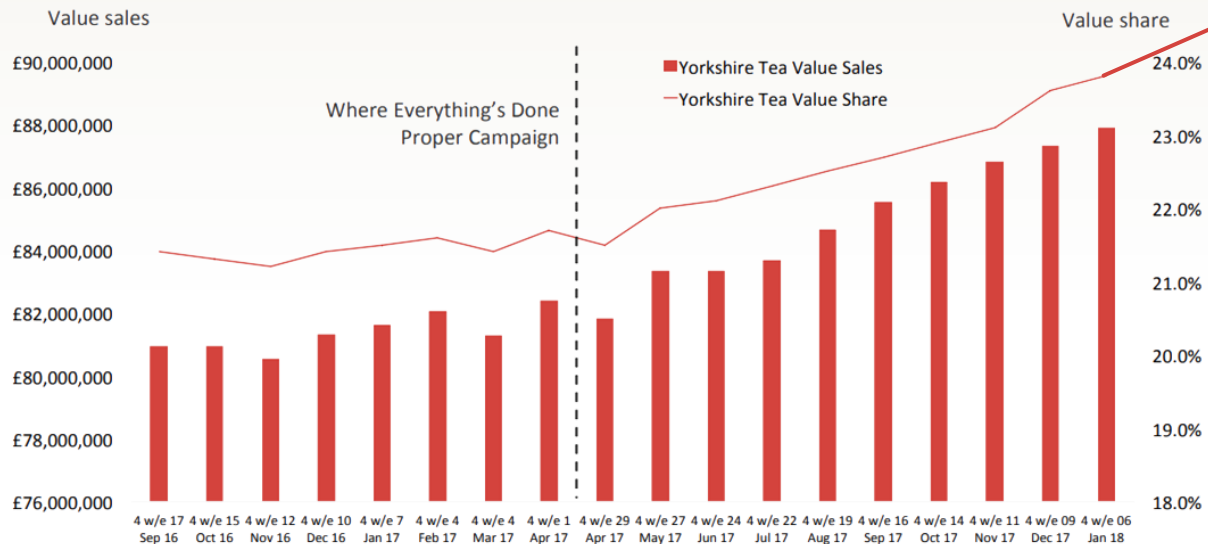
2017
Proper creativity



2024
Proper consistency

38.9%

Since the campaign has been on air, sales and share has risen rapidly



Compound Creativity

Source: Nielsen IRI

2016

2018

2024

A new holistic metric for creative consistency...

Issues

Asset demands from digital platforms grow

Costs and demands of pitches boom

Marketers looking for what they can change

Building on

Distinctive Brand Assets

Fluent Devices

Creative Wear Out Doesn't Exist

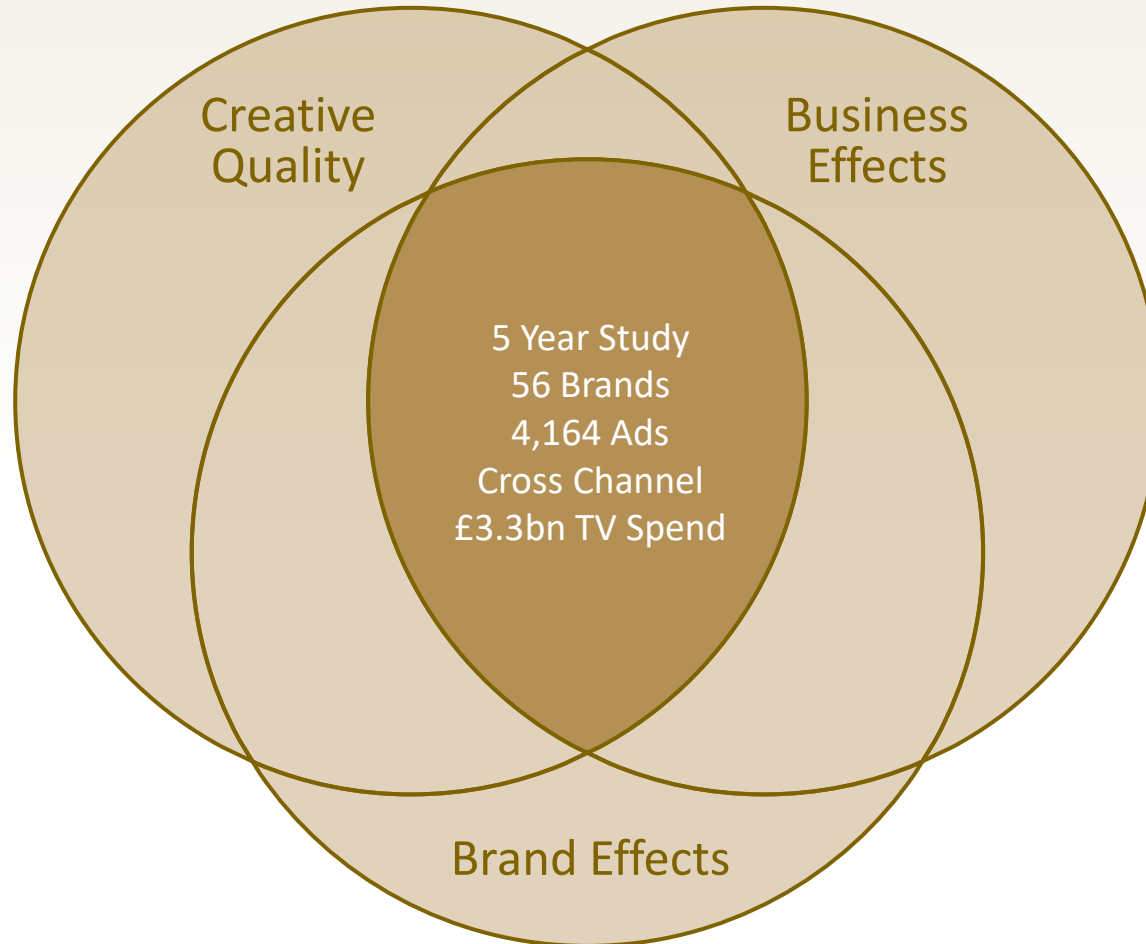


A new holistic metric for creative consistency...

- ★ Consistent brands produce ads that work **twice** as hard.
- ★ Campaigns from consistent brands generate 27% more very large brand effects.
- ★ The most consistent brands report double the very large profit gains.
- ★ We estimate inconsistency will cost the brands in this study nearly £3.5bn over the next five years.



First look at early findings





1

Building blocks of creative consistency

Creative Consistency Score (CCS) – a new brand metric, measured over a multi-year period.

Consistent Creative Foundations



2017



2019



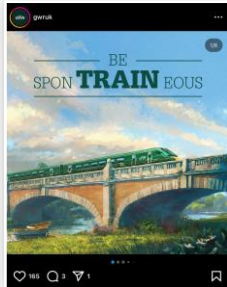
2021



2023



2024



Ben Bold | April 17, 2024 | [The Information](#)

How long? | 1 minute

Great Western Railway names creative agency of record

The train operating company appointed Adam & Eve/DBB in 2017.



Again!

Building blocks of creative consistency

Creative Consistency Score (CCS) – a new brand metric, measured over a multi-year period.

Culture of Consistency

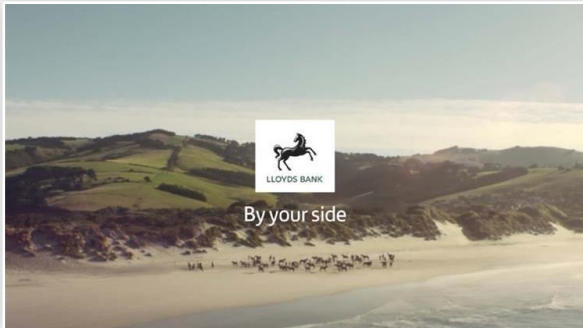
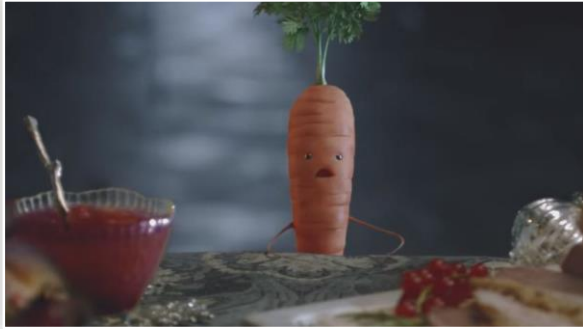


- ★ On air for 7 years
- ★ 2-year average ad life
- ★ Assets used across channels
- ★ Committed to “showmanship”
- ★ Reused creative & cutdowns

Building blocks of creative consistency

Creative Consistency Score (CCS) – a new brand metric, measured over a multi-year period.

Consistent Execution



Building blocks of creative consistency

Creative Consistency Score (CCS) – a new brand metric, measured over a multi-year period.

Creative Foundations

Consistent Positioning
Creative Idea Tenure
Agency Tenure

Culture of Consistency

Creative Wear In
Cross Channel Consistency
Commitment to the Show
Reusing Creative Assets

Consistent Execution

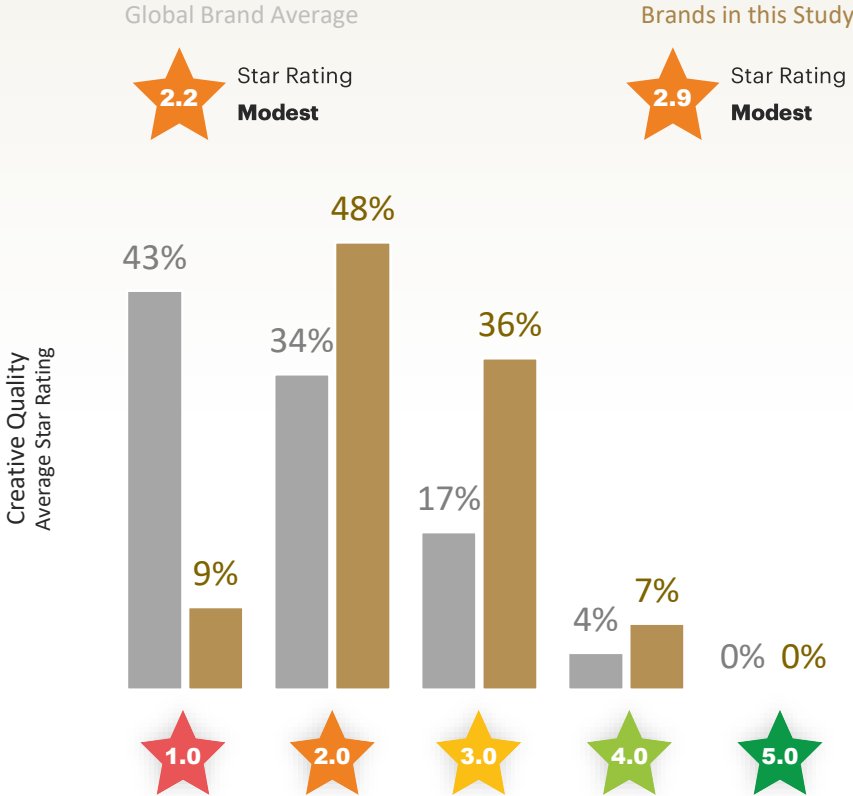
Consistent Brand Assets
Consistent Tone of Voice
Fluent Device Tenure
Brand Slogan Commitment
Hired Device Tenure
Soundtrack Commitment

Brands in the study

Large UK brands spending big on TV
 Average annual linear UK TV spend: £11.7m

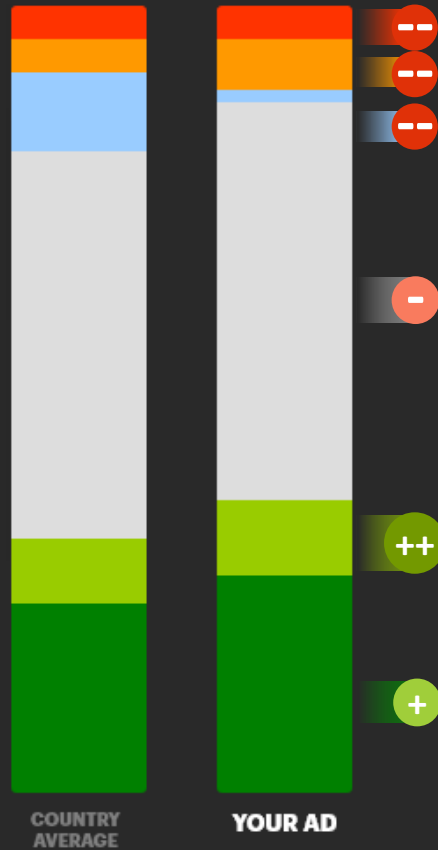
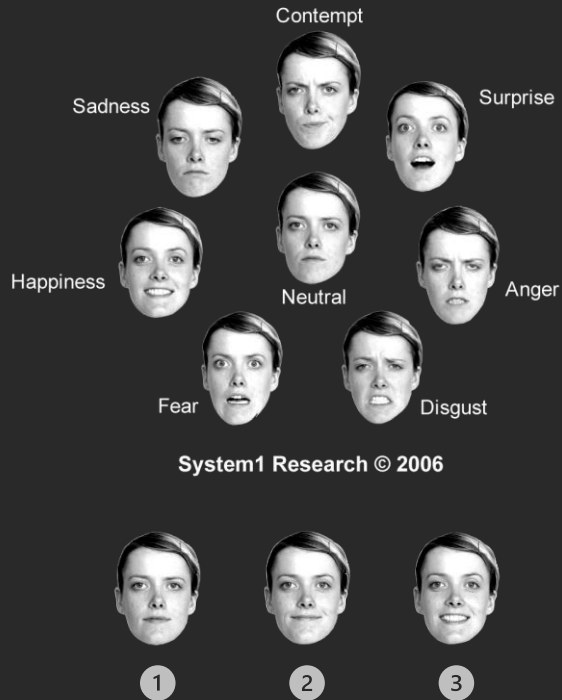


Already produce high creative quality



Using emotion to measure creative quality

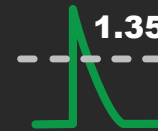
Quantity & Intensity of Emotions



Ad Effectiveness Metrics



Star Rating
Predicts long-term effects



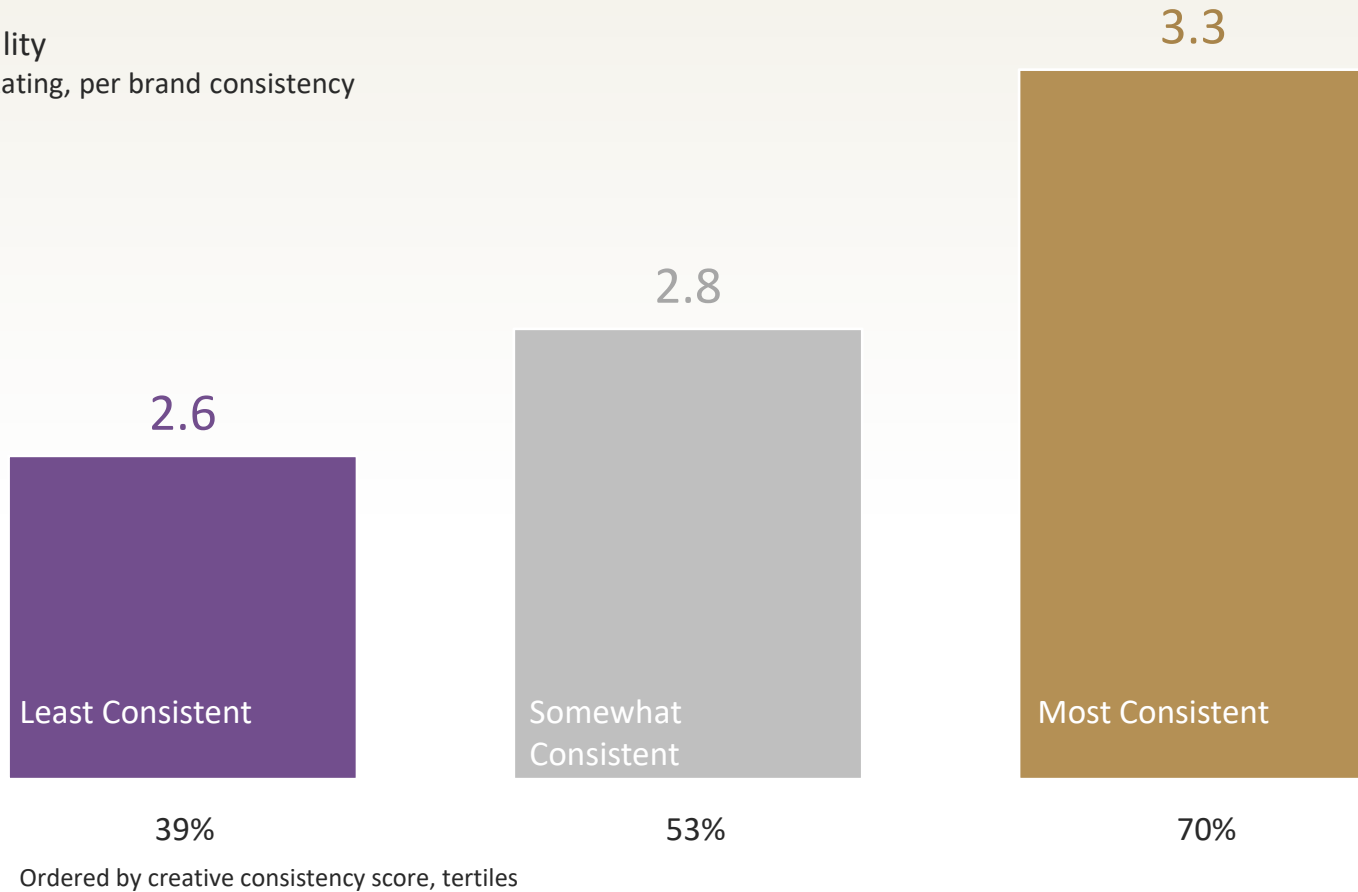
Spike Rating
Predicts short-term effects



Fluency Rating
Measures ad-brand linkage

Consistent brands produce higher creative quality

Creative Quality
Average Star Rating, per brand consistency

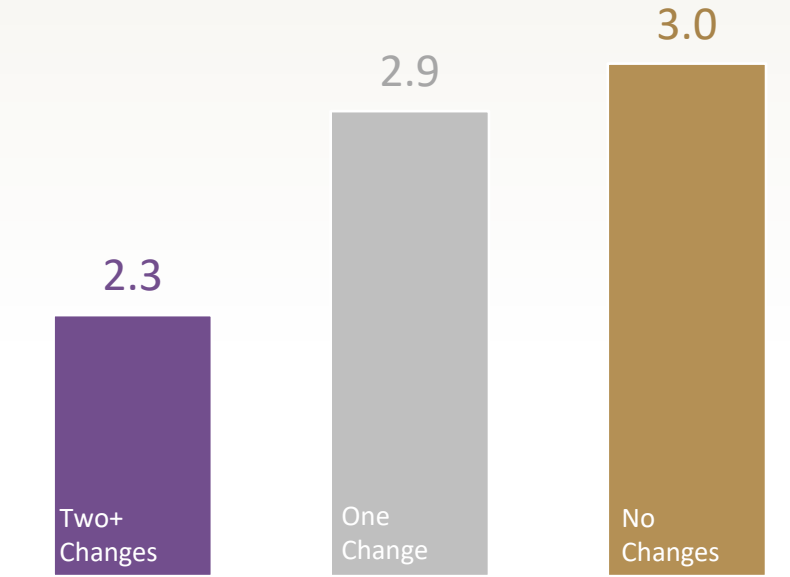


Average Creative
Consistency Score

Ordered by creative consistency score, tertiles

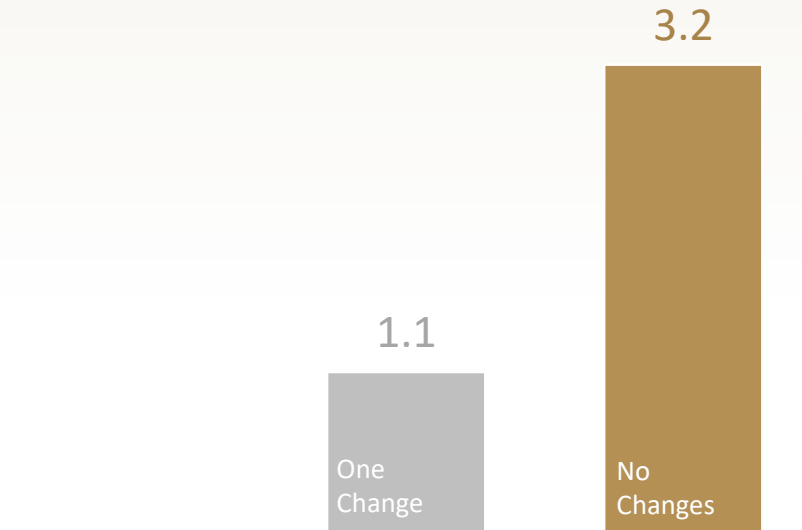
Brands that change agencies less produce higher creative quality

Average Creative Quality
Star Rating, 5-year period, per agency changes



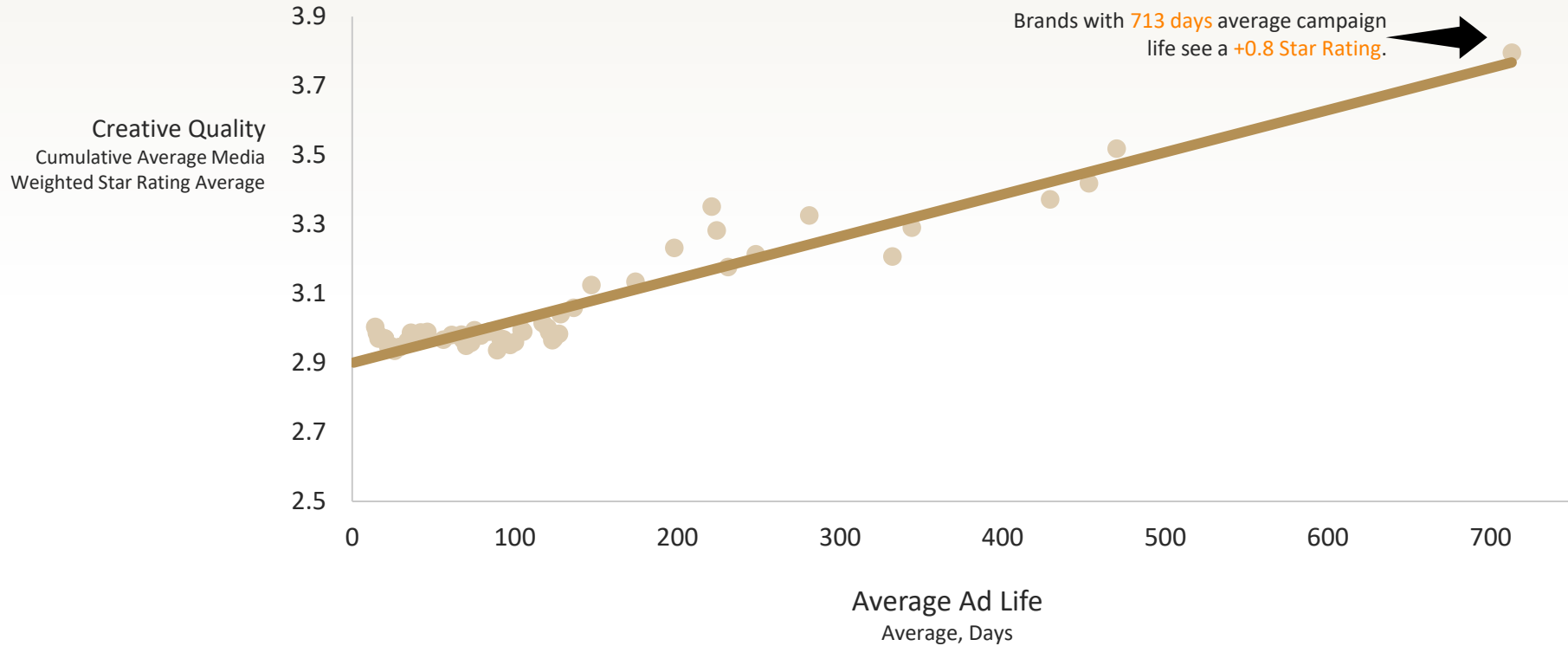
Ordered by creative consistency score, tertiles

Average Advertising Distinctiveness Change
Annual Fluency Rating change, 5 Year Period, per agency changes



Ordered by creative consistency score, tertiles

Brands that allow wear in achieve higher creative quality



Consistency compounds creativity

Creative Quality
Average Star Rating, per brand consistency

Market Growth Rate
Expected ESOV Efficiency



Why are consistent brands making more effective advertising?

Processing Fluency

Cognitive Ease

Memory Encoding

Mental Availability

Familiarity Bias

Mere Exposure Effect

Creative Darwinism

Survival of the Effective

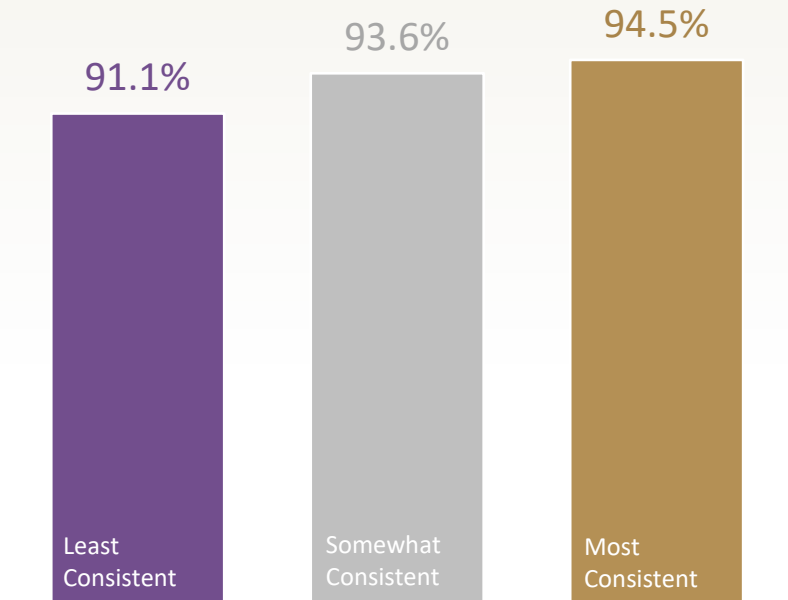
Resource Focus

Creative Efficiency



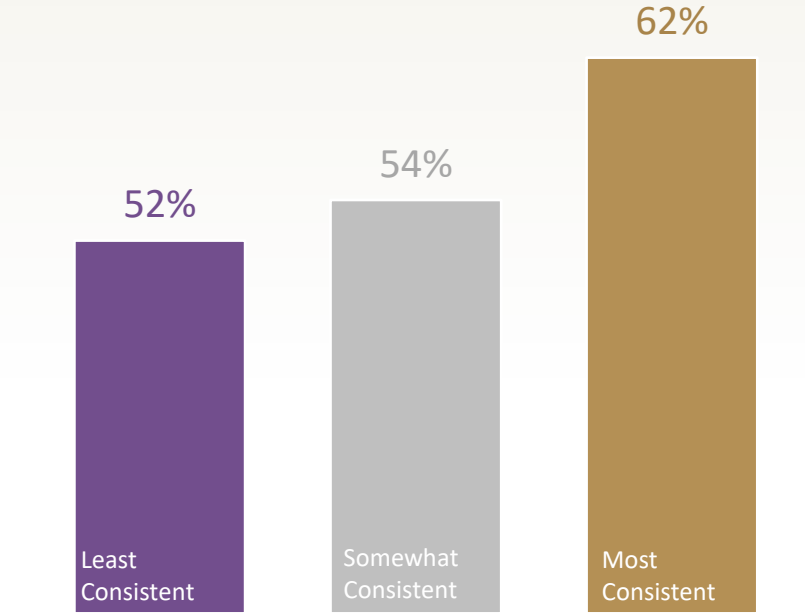
Consistent brands are stronger brands

Brand Fame
2024 YouGov, per brand consistency



Ordered by creative consistency score, tertiles

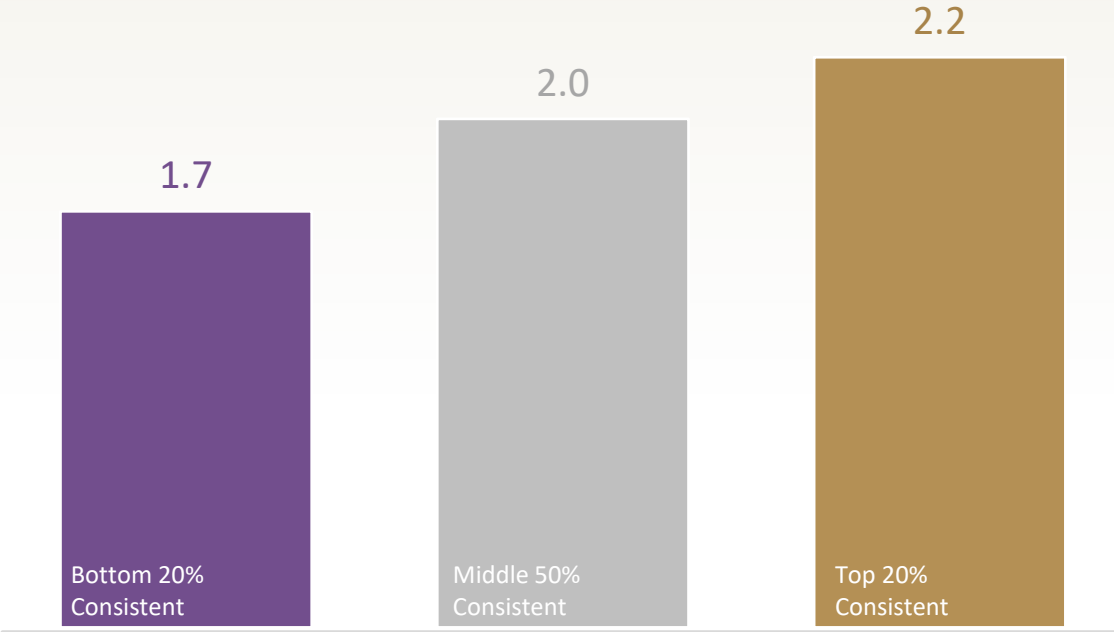
Brand Popularity
2024 YouGov, per brand consistency



Ordered by creative consistency score, tertiles

Consistent brands generate more brand effects

Avg. Number of Very Large Brand Effects
Latest Campaign in IPA Databank



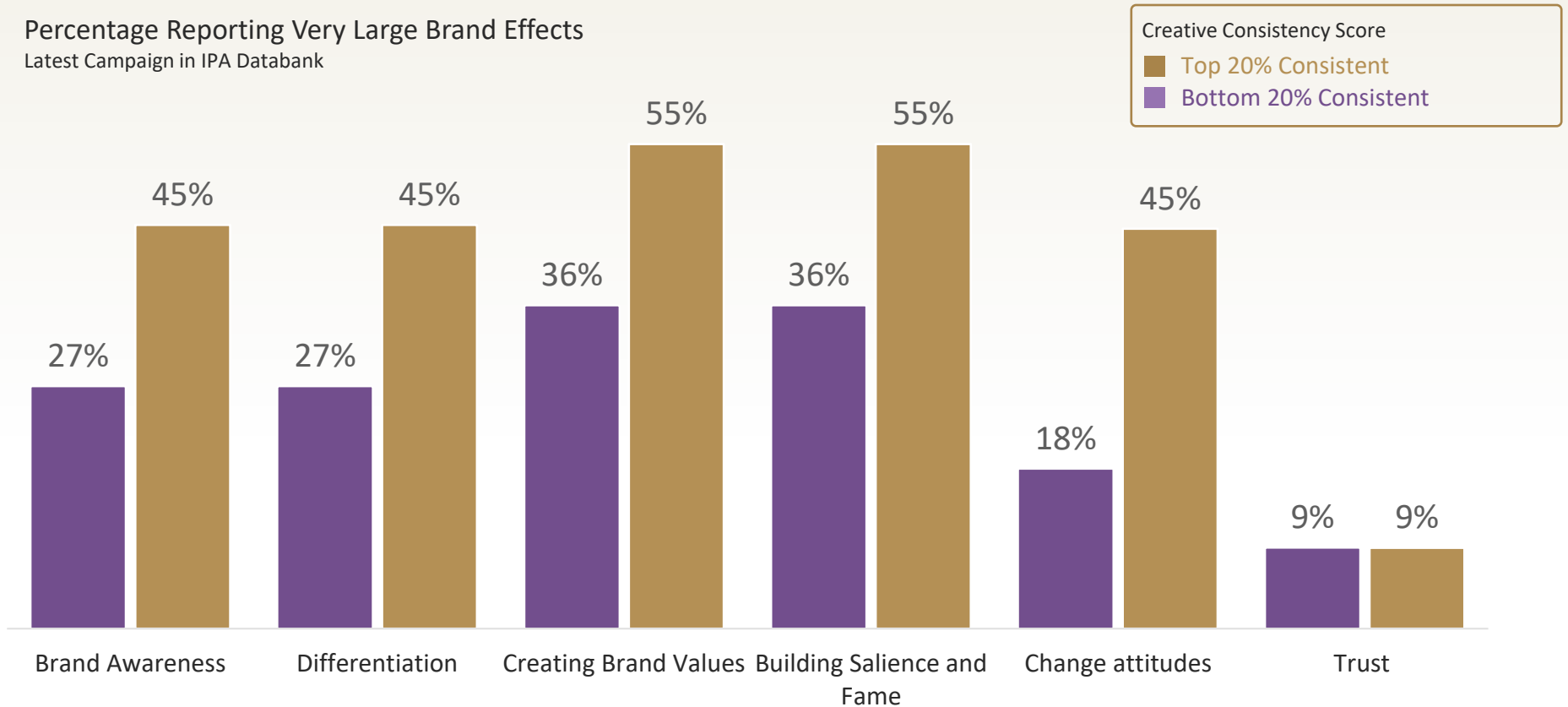
Ordered by creative consistency score, top vs bottom

The most consistent brands get
+27% more
Very Large Brand Effects



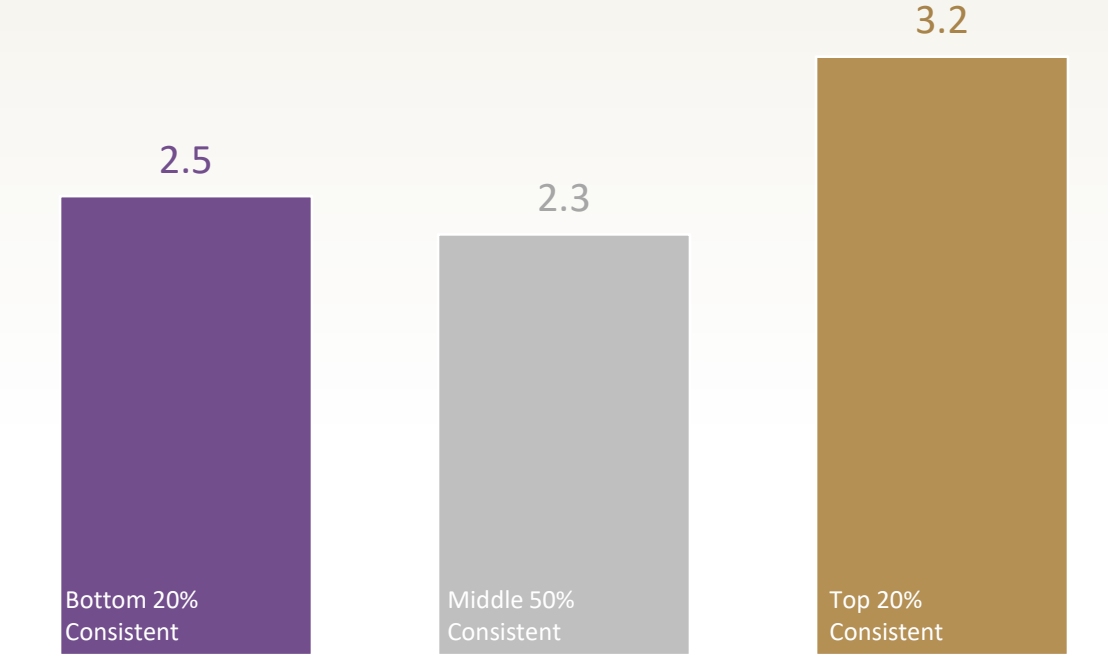
Consistent brands are stronger brands

Percentage Reporting Very Large Brand Effects
Latest Campaign in IPA Databank



Consistent brands generate more business effects

Avg. Number of Very Large Business Effects
Latest Campaign in IPA Databank



Ordered by creative consistency score, top vs bottom

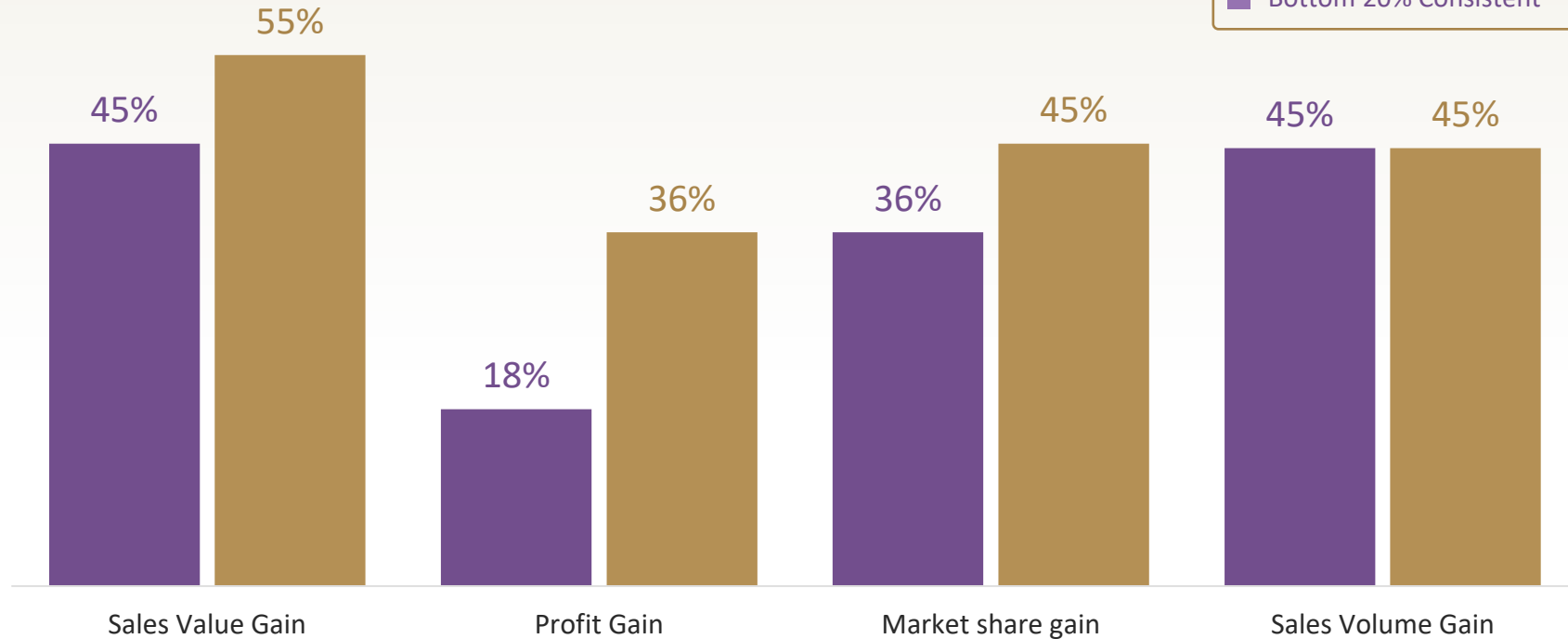
The most consistent brands get
+28% more
Very Large Business Effects



What creative consistency DOES do for business

Percentage Reporting Very Large Business Effects
Latest Campaign in IPA Databank

Creative Consistency Score
■ Top 20% Consistent
■ Bottom 20% Consistent



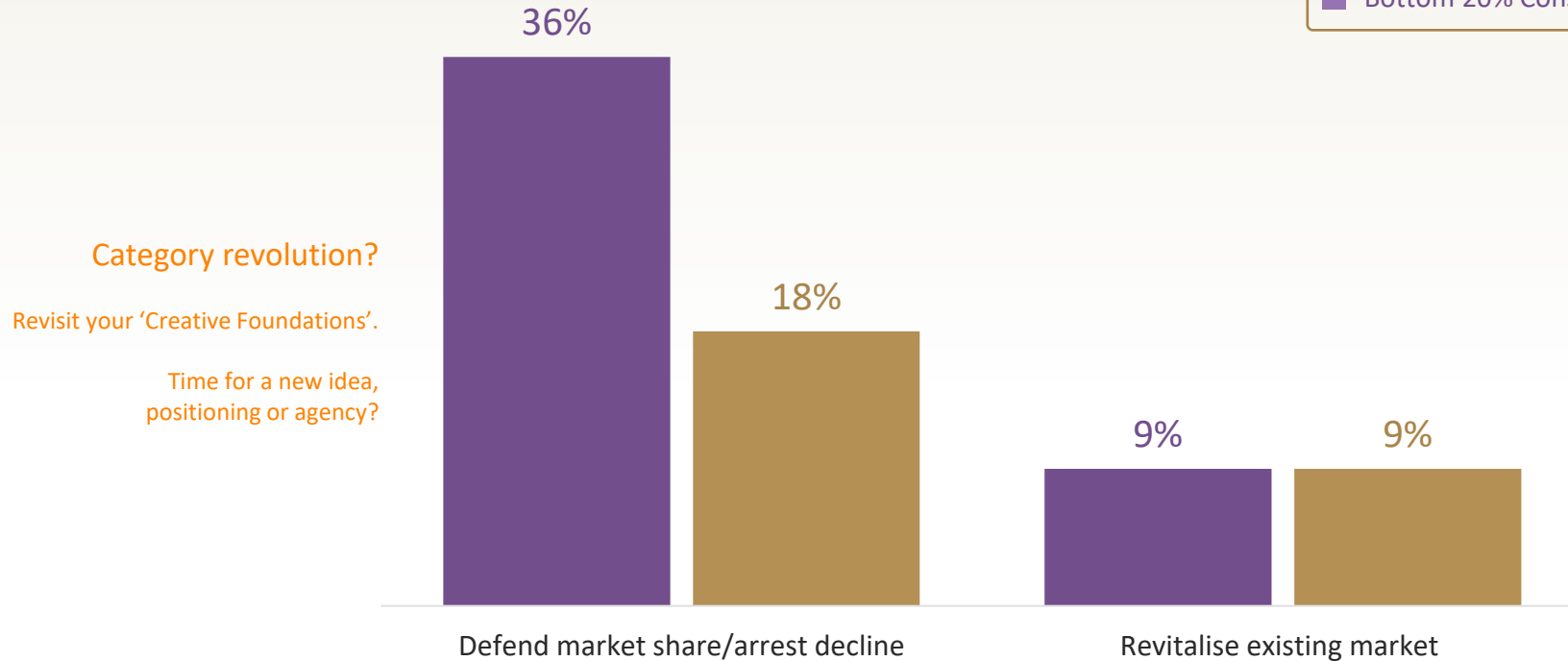
What creative consistency **DOESN'T** do for business

Percentage Reporting Very Large Business Effects
Latest Campaign in IPA Databank

Creative Consistency Score

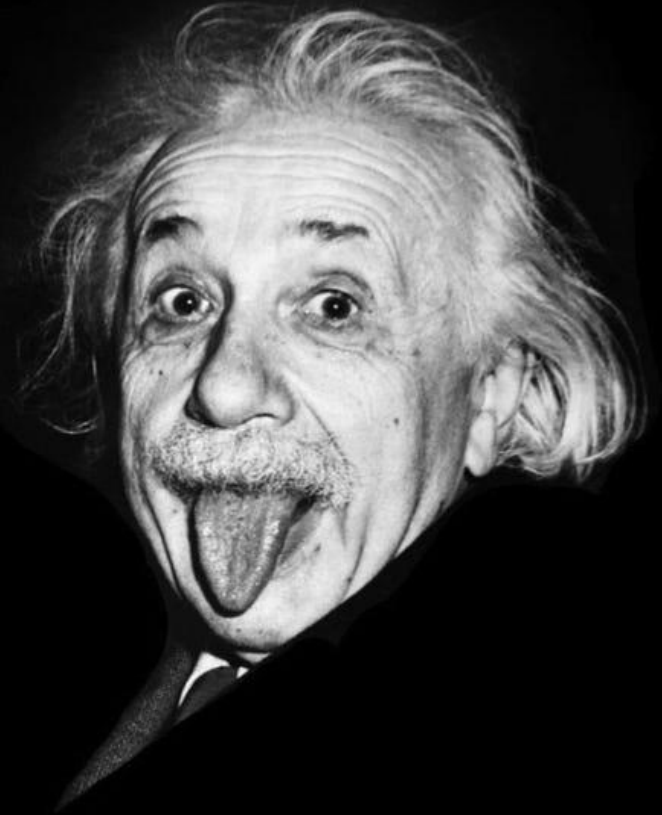
■ Top 20% Consistent

■ Bottom 20% Consistent



"Insanity is doing the same thing over and over again and expecting different results"

Albert Einstein

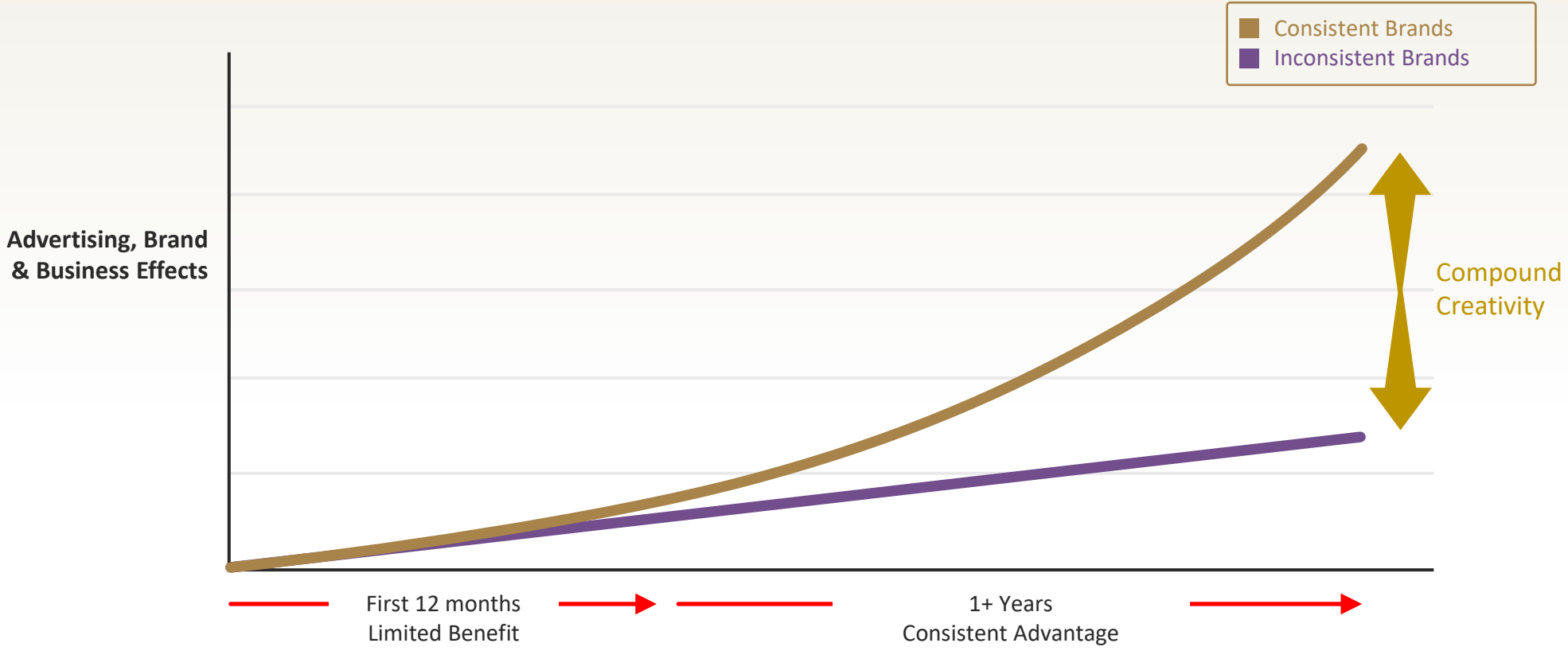


The Cost of Change



The expected total cost to the lower 2 groups in media spend to grow at the same rate, based on System1's Star Rating.

The power of creative consistency



The magic of Compound Creativity



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