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Foreword

The annual IPA Effectiveness Conference is an incredible chance for clients, agencies, research companies and media owners to come together to discuss critically important questions for our industries and to leave with new research, tools and strategies to help prove marketing effectiveness.

We have provided this summary guide to the event, and anyone can now watch the sessions from the main conference stage for free via the IPA website. These are just some of my personal highlights from the day.

Professor Sophie Scott is from the Institute of Cognitive Neuroscience at University College London and also a stand-up comedian. Prof. Scott kicked off this year's event with a deep dive into the neuroscience of laughter, revealing thought-provoking insights about how we laugh to make people feel better or laugh to make situations less uncomfortable.

We also heard from the System1 ad testing company on the importance

of creative consistency in advertising. Its 'Compound Creativity' report, launched in conjunction with the IPA, demonstrates that the most consistent brands don't just create stronger ads, but their ads get stronger year-on-year. As an agency CEO, it was music to my ears that this theory applies to consistent agency tenure too.

Climate change is never far from our agenda. In a session on 'Demand switching' by Eden Lab and Trainline, we learned how the most effective businesses in the future will put sustainability at the heart of what they do.

Economist Dr Grace Kite also provided advice on how to hold better conversations between marketing and finance teams, and described a new free tool that helps translate marketing investments into the discounted cashflow framework favoured by finance departments.

This year the IPA conference fell in the same week as the biennial

IPA Effectiveness Awards. Huge congratulations to adam&eveDDB for its Grand Prix-winning entry for McCain, which was one of several winners to feature at the conference, and indeed to all the Effectiveness Award winners.

I am convinced that all who engage with the conference agenda can

benefit from tips, tools and strategies to make effectiveness conversations easier; helping towards our shared ultimate goal of keeping creativity at the heart of what we do.

Karen Martin
CEO, BBH & Chair,
IPA Effectiveness Leadership Group

Early morning mainstage sessions

To view conference sessions, visit: ipa.co.uk/effectiveness2024

The neuroscience of laughter

Why do we laugh? Science tells that laughter is found among many mammals, often used as an invitation to play. Among people, it is associated with a much wider range of expressions than humour and jokes, and is commonly deployed to defuse stress, forge social bonds and invite intimacies.

Only humans have been found to catch laughter infectiously from each other, and we are much more likely to laugh when we are in the presence of people we know and like.

Some studies have argued that in regions with high levels of migration, laughter and smiling are more

frequent, and probably employed to manage situations where speakers may not share a common language.

However, scientists have many unresolved questions about laughter, such as its links to memory.

“Psychologists have found you are 30 times more likely to laugh if there is somebody else with you than if you are on your own.”

Prof. Sophie Scott

Speakers



Professor Sophie Scott
Director, Institute of
Cognitive Neuroscience,
University College
London



What do we know about creators and effectiveness?

This session set out to describe what doing influencer-creator marketing 'well' looks like from the perspective of a brand owner, a specialist agency and a broader agency group.

As investment in this area has grown, expectations of influencer-creator marketing have changed, with a lot of brands bringing their activities inhouse or consolidating them with agency groups.

The focus has increasingly been on seeing influencer marketing as additive to other channels, and more likely to succeed when it is planned and measured alongside other marketing investments. Ogilvy estimates there can be a 30% increase in ROI from any channel that influencers are combined with.

Metrics such as engagement rates or comments to influencer content need to be looked at in the context

of wider campaign performance to understand the gains that can be made through influencer investments as well as to compare the different longer-term contribution of individual influencers/creators. Panellists discussed experiments with Tik Tok streaming shopping and the role of trends on influencer platforms.

"If you asked me who was the most effective (influencer), there isn't really a science to it we have found... We probably have 60% of them bomb and we don't work with them again. But the 40% who do work, you can double down, you can work with them again and again."

James Mishreki



Speakers



Becky Owen,
CMO,
Billion Dollar Boy



James Mishreki,
Founder and Chairman,
Skin+Me



Imogen Coles,
UK Head of Influence,
Managing Partner,
Ogilvy

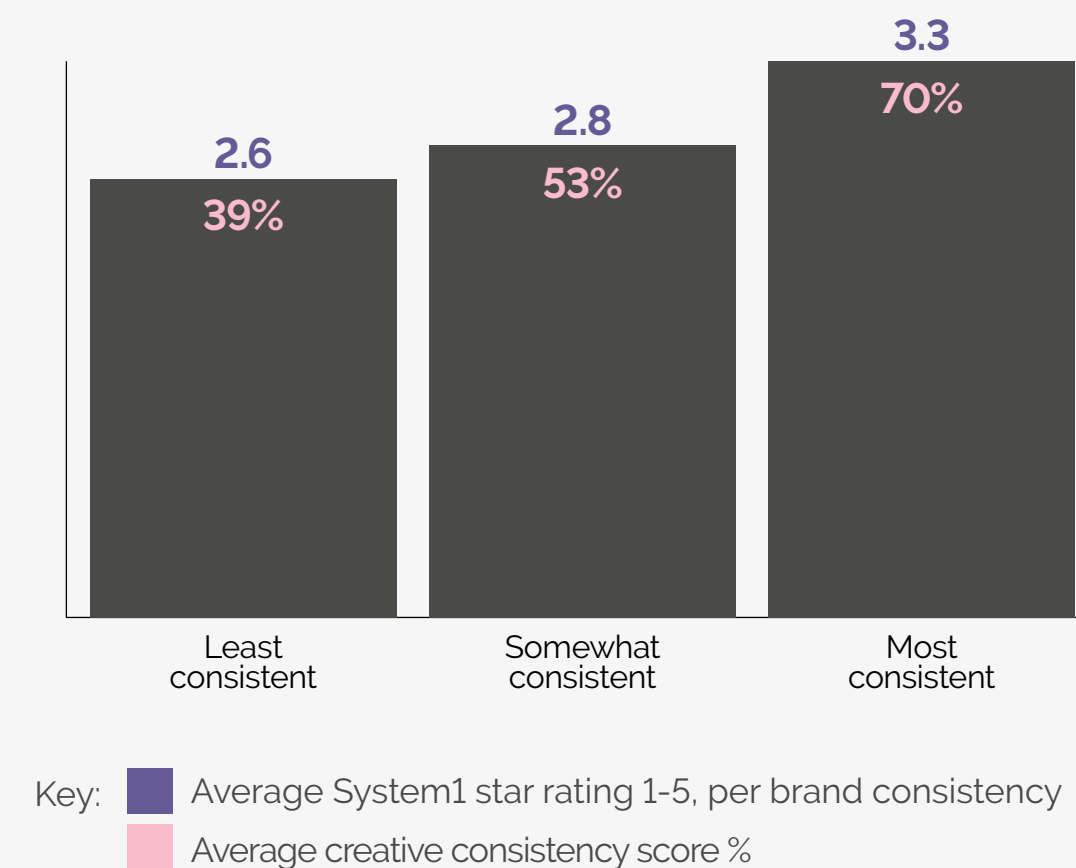
The magic of compound creativity

Speakers

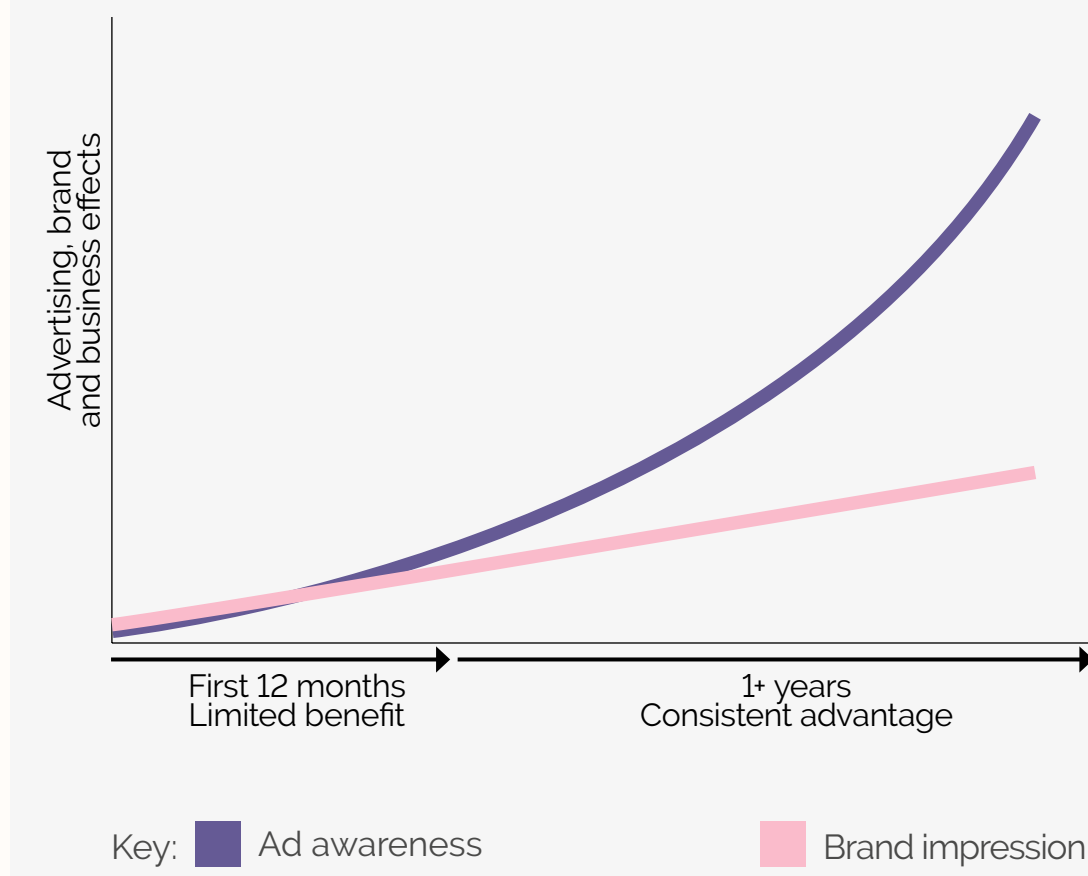


Andrew Tindall,
SVP Global Partnerships,
System1

Consistent brands produce higher creative quality



The power of creative consistency



“(With) the most consistent brands, their creative quality increases every year yet the least consistent brands their quality stays the same.”

Andrew Tindall

This session presented data from Compound Creativity, a study that analysed consistency features within more than 4,000 ads. These features included consistent foundations in areas such as positioning, ways of working that encouraged consistency and consistent executions and assets.

The data sources used include System1’s Test Your Ad platform and brand and business data from YouGov and the IPA Effectiveness Databank.

Findings include that brands that demonstrated more consistency in their creative features produced higher scores on the System1 tests, which tended to improve year on year.

More creatively consistent brands were also more likely to report very large brand and business effects on the IPA Effectiveness Databank and were more likely to be more efficient in benefiting from Extra Share of Voice to generate market growth.



Creative consistency: a point of view



The panel discussed whether research into consistency would prove to be liberating or a constraint on creativity. When would a marketing team know it was the right time to move to a new strategy, rather than stick with an approach that was diminishing in effectiveness?

It was argued that if a brand and its market were stagnant, then this could be a sign it was ready for a new strategy, but if it was simply being imitated by rival brands, then a case could be made for making even greater use of proven assets.

By making a small development – or pivot – of existing assets, brands in challenging circumstances could build on the heritage of their advertising assets rather than abandon them altogether. Panellists discussed how Mars has introduced tweaks to its long-running Snickers campaign around hunger and the decision of John Lewis to return to its 'never knowingly undersold' positioning.

Speakers



Andrew Tindall,
SVP Global Partnerships,
System1



Karen Martin,
CEO,
BBH



Osagie Samuel,
Creative,
T&Pm

Data on the value of consistent advertising underlined the importance of developing effective strategy in the first place, and trust and time are necessary conditions for doing so.

“It all boils down to getting that proposition right to begin with. That’s going to be key to a campaign that can run for seven years.”

Osagie Samuel

Morning breakout sessions

Held under Chatham House rules

Who owns effectiveness culture, the agency or the client?

This session discussed questions including:

- The balance between leadership and teamwork/collaboration in developing effectiveness culture.
- The need for contracts, and procurement teams that influence them, to encourage accountability and clear expectations on both agency and client sides
- The best way to incentivise effectiveness culture



Hosts



Nick Milne,
Founder,
Go Ignite



Angrew Geoghegan,
Group Chief Marketing
Officer, William Grant &
Sons



Ringo Moss
Chief Strategy Officer,
McCann Central

Battle of the 'shares' - Part II

In a previous, popular session at an IPA Effectiveness Conference two years ago, speakers debated the relative importance to effectiveness decision-making of share of voice, share of attention and share of search. In this breakout session, participants discussed the degree to which

subsequent developments have shifted the discussion about these share measures and added a new idea of 'share of model' based on the number and relative positioning of a brand in its category within the Large Language Models (LLMs) used in AI.



Hosts



Tom Roach
VP Brand Strategy,
Jellyfish



Bhavin Pabari
Strategy Director,
Mother



James Hankins
Global VP Marketing
Strategy & Planning,
Sage



Tracy Jeffrey
Group Strategy Director,
Zenith

The effectiveness case for diversity

There are lots of claims made about the importance of diversity when producing effective advertising – but how many of these are true? Our speakers came up with a series of provocations to interrogate what we think we know.

Entrants to the IPA Effectiveness Awards 2024 are also invited to take part in a survey led by the Faculty of Media and Communication at Bournemouth University attempting to map the diversity of teams entering the awards.

Hosts



Kathryn Ellis
Strategy and DEI
Consultant, and PHD
Candidate



Preety Nimoh
Project Lead, IPA
Effectiveness Databank



Interactive breakout Session two

Late morning mainstage sessions

To view conference sessions, visit: ipa.co.uk/effectiveness2024

General learnings from the General Election

When the surprise timing of the 2024 General Election was announced, agencies for the Labour Party that had planned to spend six months preparing several thousand campaign assets had just six weeks to do so. It is estimated that more than 3,000 assets were created that generated a combined 77m views.

During this session, speakers described the realities of working on

the campaign, and the similarities between political advertising and commercial advertising.

While deploying an overarching theme of 'change', the Labour Party focussed media spend and resources on its 170 target seats, with messages often featuring voters rather than politicians and segmenting and geo-targeting of output. For different audiences, the

key goals were to present Labour as a credible future government, reassure older voters and mobilise the youth vote.

Political marketers were advised to remember that voters act out of emotion and not just for rational reasons, and to be prepared for election communications to be subject to high levels of scrutiny from the press.

Speakers



Rachel Hamburger
Strategy Director,
Lucky Generals



Chris Cookson
Founder and CEO,
Uncovered Group



Imogen Fox
Chief Advertising Officer,
The Guardian

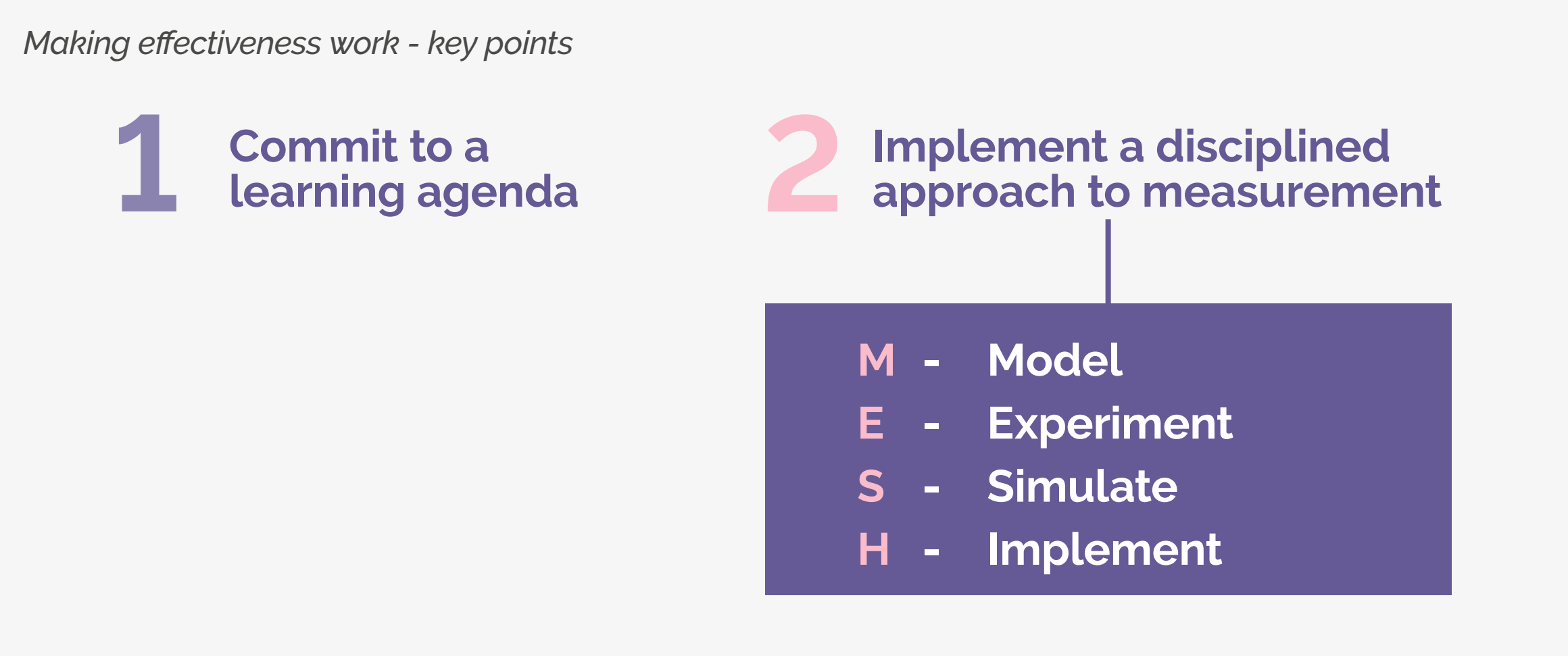


Making effectiveness work

A learning culture is essential to measuring marketing effectiveness. It can reduce silos, empower marketers and allow them to ask better questions. This is the chief message of the IPA report, *Making effectiveness work*, launched at the IPA Effectiveness Conference.

The report argues that marketers should feel bullish about the approaches they have at their disposal to demonstrate value and very optimistic about measuring ad effectiveness. However, no single approach can address all measurement challenges across strategic, campaign and tactical use cases.

The consequence is that most advertisers will need to stitch together multiple approaches and data sources, which is why a learning culture and the MESI (Model-Experiment-Simulate-Implement) approach are vital. This report provides advice on how to do so.



Speakers



Simeon Duckworth
Founder,
Melt Collective

“The more complicated things are, the more you have to focus on getting to the right question... And a learning agenda is a structured way of designing teams around that to get to a better question.”

Simeon Duckworth

Seize what's starting: the role of experiments

“The most important thing is to continue asking yourself the question: what is the control (set)? You don’t always know the answer – you may never get there. But continue to ask the question and continue to help the people in the organisation learn what works.”

James Morrison

This panel discussed the role of running experiments to measure marketing effectiveness, why experiments have become more important because of the fragmentation in measuring marketing across platforms and practical advice to get buy-in across the organisation.

Panellists argued that experiments are critical to ensure that marketers are not practising group think and make room to try new things.

They encouraged marketers to weigh up the risks of running experiments (for instance, from not advertising in some control regions), but always project the risk of not doing anything and triangulate test data, a model and external data.

This panel looked at the different role of experiments in B2B and B2C categories, and recommended people download the new report as well as relevant award-winning IPA Effectiveness Awards 2024 cases from Laithwaites and Procell.

Speakers



Jo Arden
Chief Strategy Officer,
Ogilvy



Simeon Duckworth
Founder,
Melt Collective



James Morrison
Head of Brand
Partnerships, Laithwaites



Becky France
Media Planning
Executive Business
Director, OMD



Jenny Shaw-Sweet
EMEA Lead B2B
Institute, LinkedIn



Demand switching: profitable pursuits that make the world a better place

This session included data and arguments that the transition to a post-carbon world is happening and offers potential upside for marketers that shift focus from demand generation to demand switching towards less carbon intensive products. The UK 'net zero' economy supplying climate technology, less carbon impactful goods and recycling grew at an estimated 9% last year, or 90 times the 0.1% growth rate of the rest of the UK economy.

The presenters encouraged marketers to help organisations develop new business models better suited to demand switching. Practical advice included building the business case by forecasting switching and benchmarking competitor activity, running workshops and experiments.

A case study was also presented on the "I came by train" initiative to encourage more sustainable travel by rail.



Speakers



Leo Rayman
Founder and CEO,
Eden Lab



Jo McClintock
VP Brand & Marketing,
Trainline

Demand switching



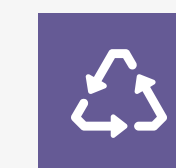
Substitute

Swap a polluting product for a cleaner one



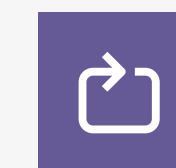
Shrink

Reduce the volume or number of products



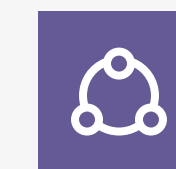
Save

Repair, reuse, recover



Stick

Produce long lasting, high quality products



Share

Borrow rather than buy



Socialise

Find joy in other ways; learn; connect

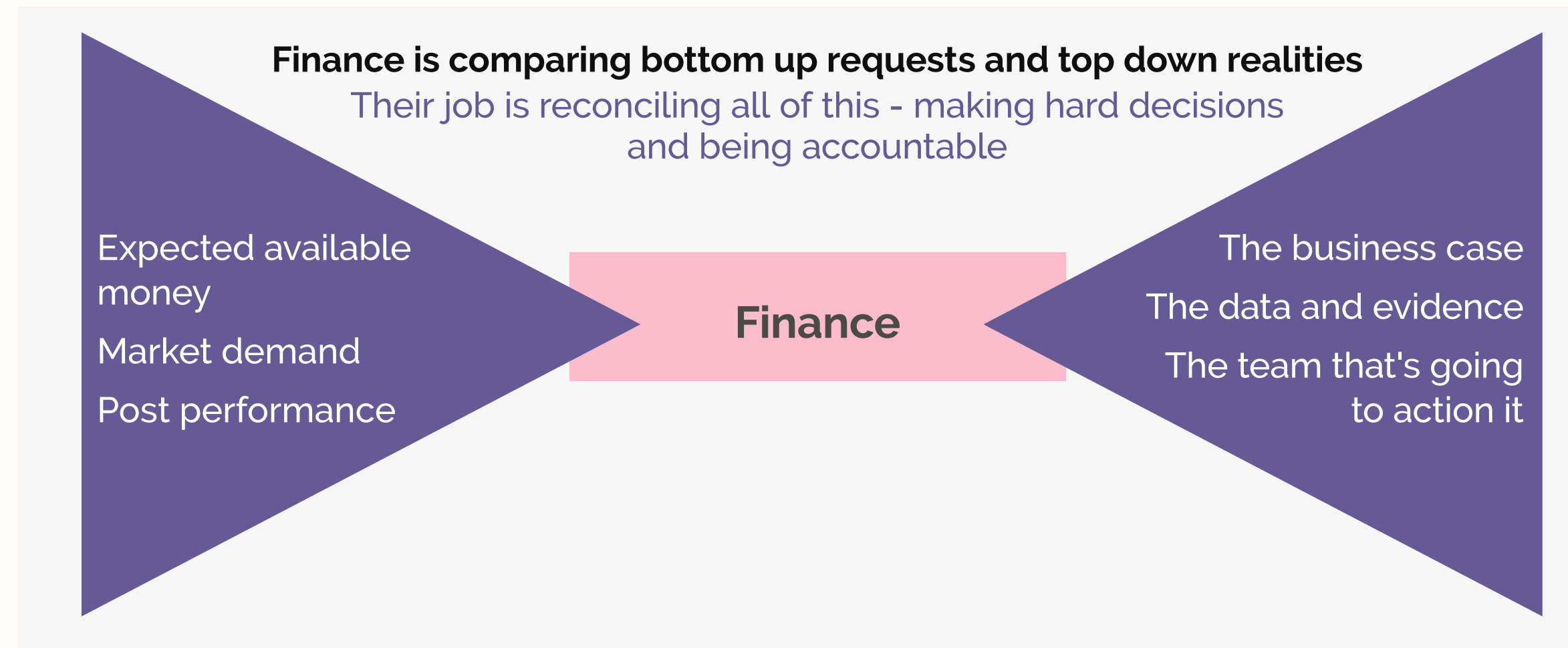
Future value of present spend

How can marketers best present their budget requests, using the language and frameworks favoured by finance people?

Led by Dr Grace Kite, this session includes tips on how to empathise with CFOs and get them onside based on interviews and insights into the budgeting processes of finance departments.

It discusses using the Discounted Cashflow framework, which is popular with CFOs for assessing financial investments, to project future cashflows from advertising. This framework can make advertising investments more attractive than other investment areas such as product development or hiring specialist staff.

The presenters unveiled a new tool for comparing the projected cashflow from planned campaigns, which draws on ARC database data, to illustrate how future cashflows change when campaign variables alter.



Speakers



Dr Grace Kite
Economist and Founder,
Magic Numbers



Liz Kistruck
Chief Financial Officer,
Motorway

"There's lots of things about advertising in a discounted environment that make it really attractive and definitely something for finance teams to consider."

Liz Kistruck

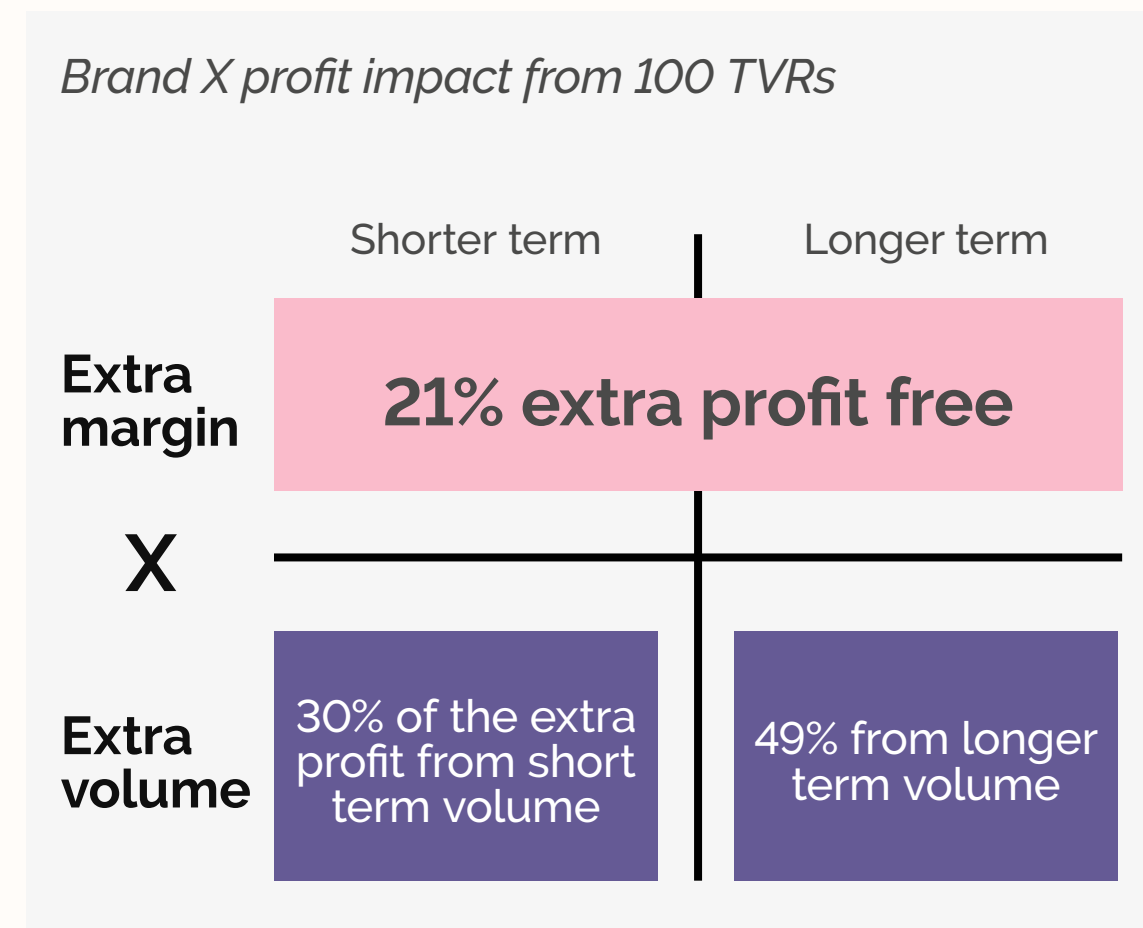
Present value of future spend

Working with MELT, data companies and academics, ITV has developed a series of models. These aim to measure the full value of advertising, to map the way brands have over time shifted between taking profit by volume or value, and to enable marketers to run experiments with these models to shape their future business strategy.

This session included presentation of modelling data from the cereals and car categories, For a sample Brand X in the cereals category, the model

estimated that the contribution made by TV advertising – measured both in terms of the extra volume it helped sell and firmer pricing for the brand – resulted in 21% more measured profit than under previous models.

A separate analysis quantified the value of brands to pricing of Electric Vehicles with the same features. The team has models for eight categories, with more planned. It is offering to make these available to anyone who is willing to share their learnings.



“We can finally ask a question we’ve always wanted to know the answer to. If you take the logo off the car what difference does it make?”

Sameer Modha



Speakers



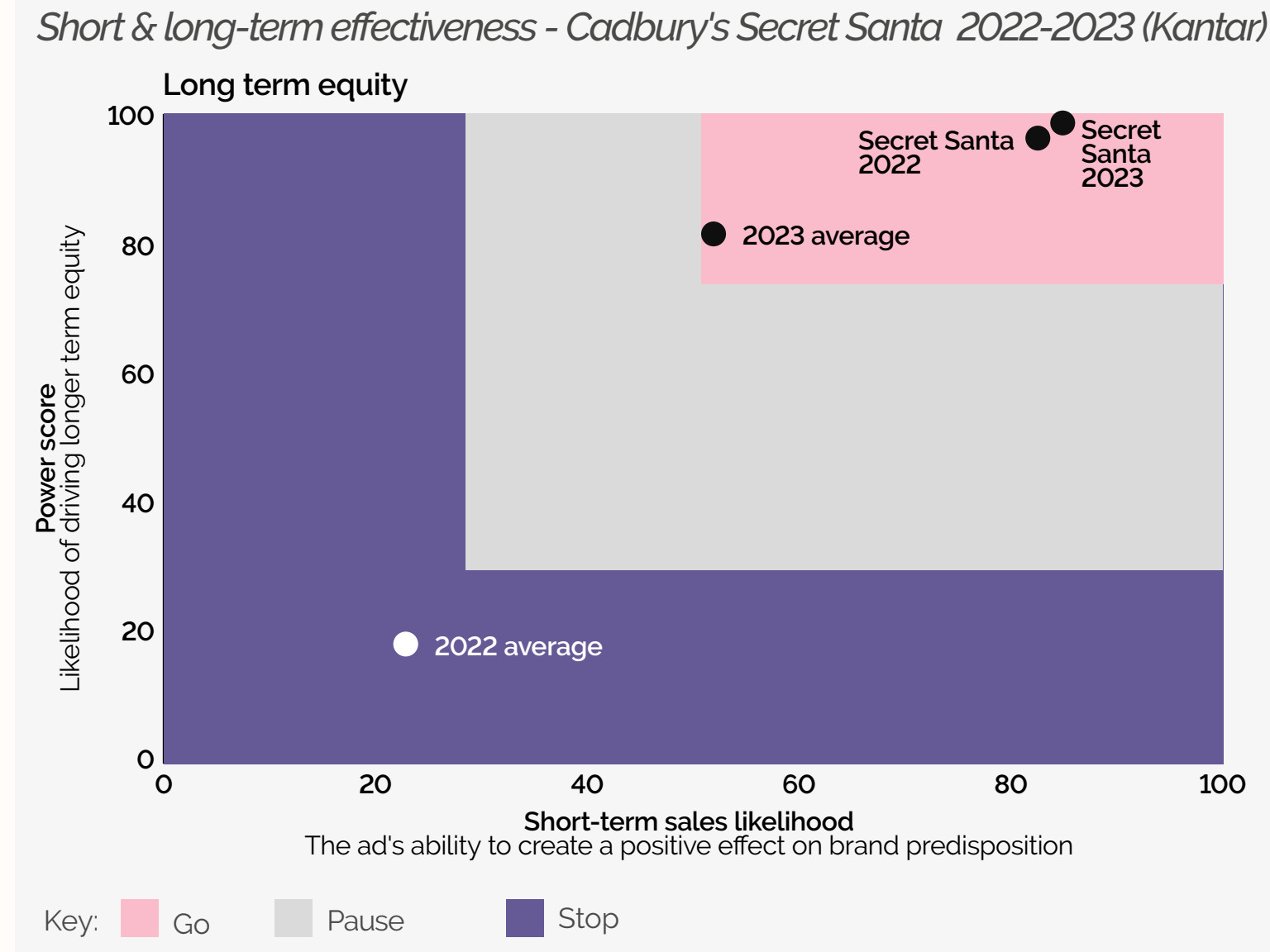
Sameer Modha
Data & Effectiveness
Lead, Commercial
Strategy Team, ITV





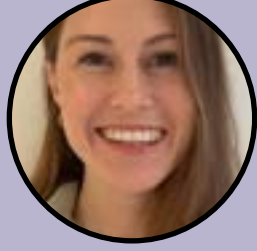
Kate Waters
Director of Client
Strategy and
Commercial Marketing,
ITV



The next quarter vs the next generation



Speakers

- 
Laurence Green
 Director of Effectiveness,
 IPA
- 
Caspar Yuill
 Senior Strategist,
 AFFINITY
- 
Emma Paxton
 Marketing Manager –
 Christmas, Cadbury
 Heroes, AYR Gifting &
 Halloween,
 Mondelez International

Introduced as 'The Short and the Long', this session focused on two winning cases in the IPA Effectiveness Awards 2024. In both of these communications was required to deliver results within a short period of time, as well as providing a repeatable template for sustained success.

Cadbury's 'Secret Santa' activation was designed to increase the brand's seasonal sales and share of retail

distribution by creating a new, mass participation ritual. The brand's advertising, inviting consumers to secretly send free chocolate to 'someone special' had immediate cut through (see chart), and eventually generated an estimated £80m in extra sales over two Christmas periods. In the session, Cadbury's Emma Paxton said she wants to see the activation still going in 2050.

The Concierge Car Wash case by AFFINITY describes how the Sydney-based agency was asked to revive post-Covid sales at a car wash chain using just text messaging and a tiny budget. The communications targeting repeat and lapsed customers generated AUS\$3.7m of extra sales and according to Yuill the programme 'should keep delivering results as customers lapse out.'

"It's really important for us marketers to...make sure we're really good at growing brands in the short-term. There are plenty of start-ups that need it. There are plenty of businesses that aren't doing that well that need it."

Caspar Yuill

Afternoon breakout sessions

Held under Chatham House rules

How long do advertising effects last anyway?

Participants discussed the key findings from '*Profit Ability 2: The new business case for advertising*' the Thinkbox meta-analysis of econometric studies totalling £1.8bn of advertising spend in the post-Covid market. The study identified drivers of advertising effectiveness, demonstrated how and why advertising is a profitable catalyst of business growth, and proved that all forms of advertising pay back, especially when their sustained effects are measured.

Profit Ability 2 estimated that 58% of total profit is generated after the first 13 weeks of a campaign, and therefore emphasised the sustained contribution of advertising over longer periods of time.



Hosts



Jane Christian,
Managing Director of
Analytics & Insight,
EssenceMediacom UK



Nic Pietersma
Group Director,
Ebiquity



Anthony Jones
Head of Research,
Thinkbox

Marketing is an investment. Or is it?



In 2023, the IPA released a report presenting new evidence and arguments for treating brand marketing as a sustained strategic investment in a company's long-term business priorities, and not simply as a cost to manage.

It identified common reasons why marketing expenditure is too often a victim of short-term budget cuts when companies are challenged and at risk of missing performance targets. It included findings from an IPA survey with Brand Finance, that UK and US investment analysts are increasingly scrutinising corporate reporting on marketing, want more transparency on marketing strategies and are open-minded to changing how marketing expenditure is treated in financial accounting

This session discussed how these points resonated with agency and client-side marketers and their thoughts on the issues raised.

Hosts



Richard Warren
Director, Brand,
Marketing and Corporate
Affairs, Nationwide



Anouschka Elliott
Managing Director,
Global Head of
Marketing, Asset
Management,
Goldman Sachs

Interactive breakout: AI - efficiency vs effectiveness

This session discussed current and future uses of AI technologies in agencies. Is the technology contributing to efficiency, effectiveness or both?

And what do agencies and clients need to do differently to ensure they extract maximum benefits from AI applications?



Hosts



Will McMahon
Head of Tech and
Innovation,
Spark Foundry

Interactive breakout
Session six

Afternoon mainstage sessions

To view conference sessions, visit: ipa.co.uk/effectiveness2024

Guinness 0.0 vs Lucky Saint: head-to-head

The zero alcohol segment is the fastest growing part of the UK beer market, and is more than double the size of the category it was before Covid

Guinness 0.0 and Lucky Saint are two of the most searched-for brands in this category and this session featured marketers from both brands.

They explained how they have made inroads into the two major barriers for consumers to entering the category – namely, perceptions zero alcohol beers have worst taste than traditional beers and any social inhibitions or stigma on choosing a zero alcohol variant.

Speakers explained how brands responded to the disruptions and closures caused by Covid and their plans to continue shifting consumer behaviour.

"The singing pints ad pays back equally to Guinness 0.0 as it does to Guinness trademark so that's why we continue to put in Guinness 0.0 with our advertising."

Hannah Thomas



Speakers



Hannah Thomas
Senior Consumer Planning Manager - Guinness, Diageo



Kerttu Inkeroinen
Marketing and E-commerce Director, Lucky Saint



Pete Brown
Author, broadcaster, consultant, beer lover



Effectiveness Grand Prix: The first interview

Members of the team behind the Grand Prix-winning McCain case from the IPA Effectiveness Awards 2024 were interviewed in this session by Nationwide's Catherine Kehoe, Chair of IPA Effectiveness Awards 2024 Judges.

They explained the underlying consumer insight into households that underpinned the strategy of creating ads using real people in their own homes, set to a carefully scripted celebratory tribute speech. Investment in the brand building ads was maintained and price promotions cut, with an upweighting of brand investment during Covid.

Over nine years, the advertising strategy worked to reduce price elasticity by 47%, and raised base sales by 44%. At the end of this case, profit ROI was estimated to be £1.50 and on an upwards trajectory.

"I felt like this paper was a genuine first. Anyone in any category knows that the race to the bottom of price discounting versus emotional long-term brand building is one we struggle with every day."

Catherine Kehoe

Speakers



Catherine Kehoe
Chief Customer, Brand and Engagement Officer, Nationwide
& Chair of IPA Effectiveness Judges 2024

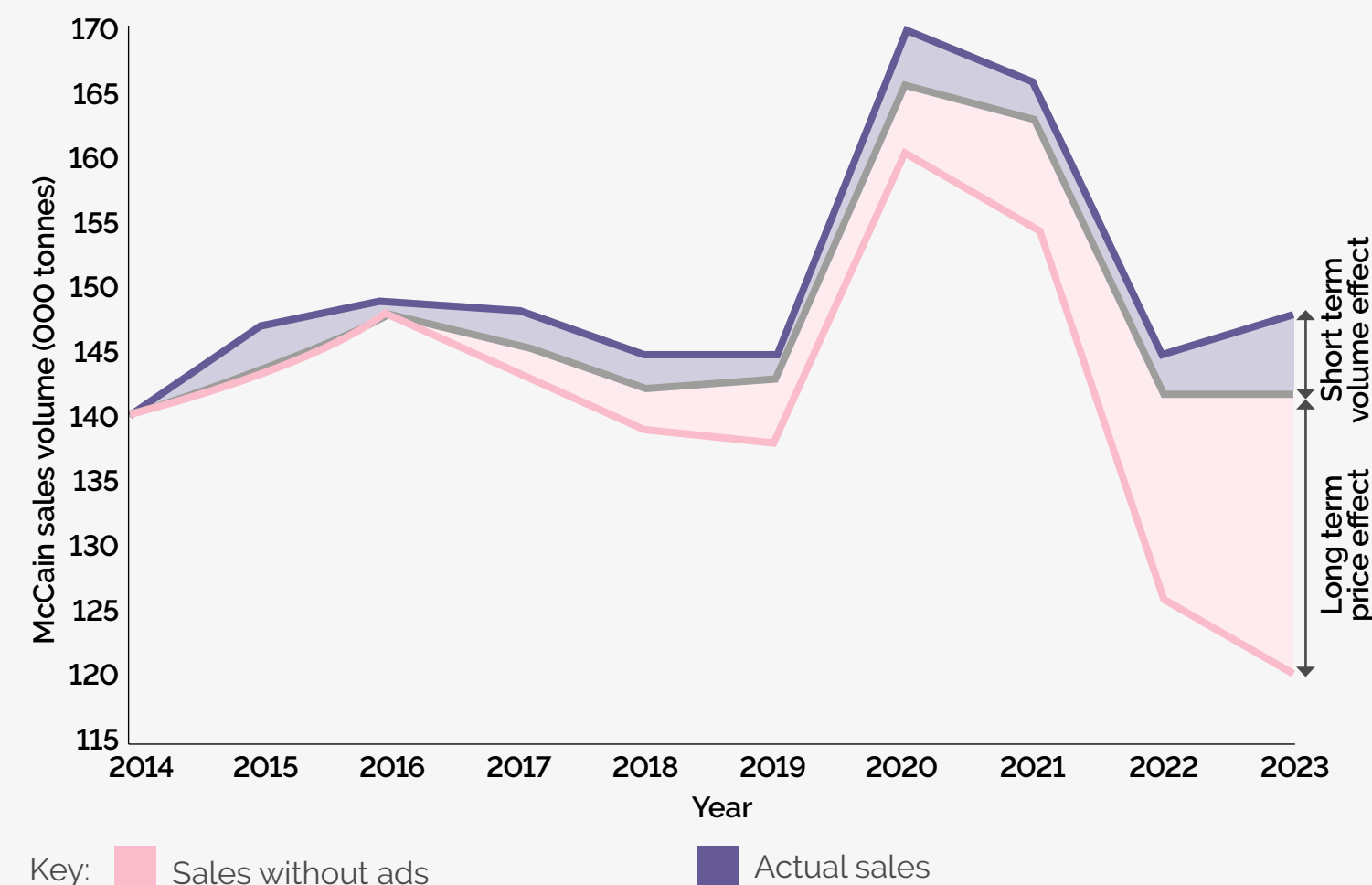


Roisin Mulroney
Planning Director, adam&eveDDB



Catherine Willoughby
Strategy Director, adam&eveDDB

Shot & long term effects of brand advertising



IPA Effectiveness Leadership Group (ELG)

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Chief Executive Officer,
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Chief Strategy Officer,
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Global CEO,
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Group Head of Effectiveness,
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Jane Christian
Managing Director of
Analytics & Insight,
EssenceMediaCom UK



Simeon Duckworth
Founder,
Melt Collective



Charlie Ebdy
Chief Strategy Officer,
Omnicom Media Group UK



Neil Godber
Executive Strategy Director,
VML



Stephen Maher
Chair,
The Gate



Enyi Nwosu
Chief Strategy Officer,
UM London



Ben Quigley
Executive Chair,
Different Narrative

The IPA Effectiveness Conference 2024 could not have happened without the ongoing support of the IPA Effectiveness Leadership Group and our sponsorship partners.

We thank them all.

IPA Effectiveness Leadership Group (ELG)

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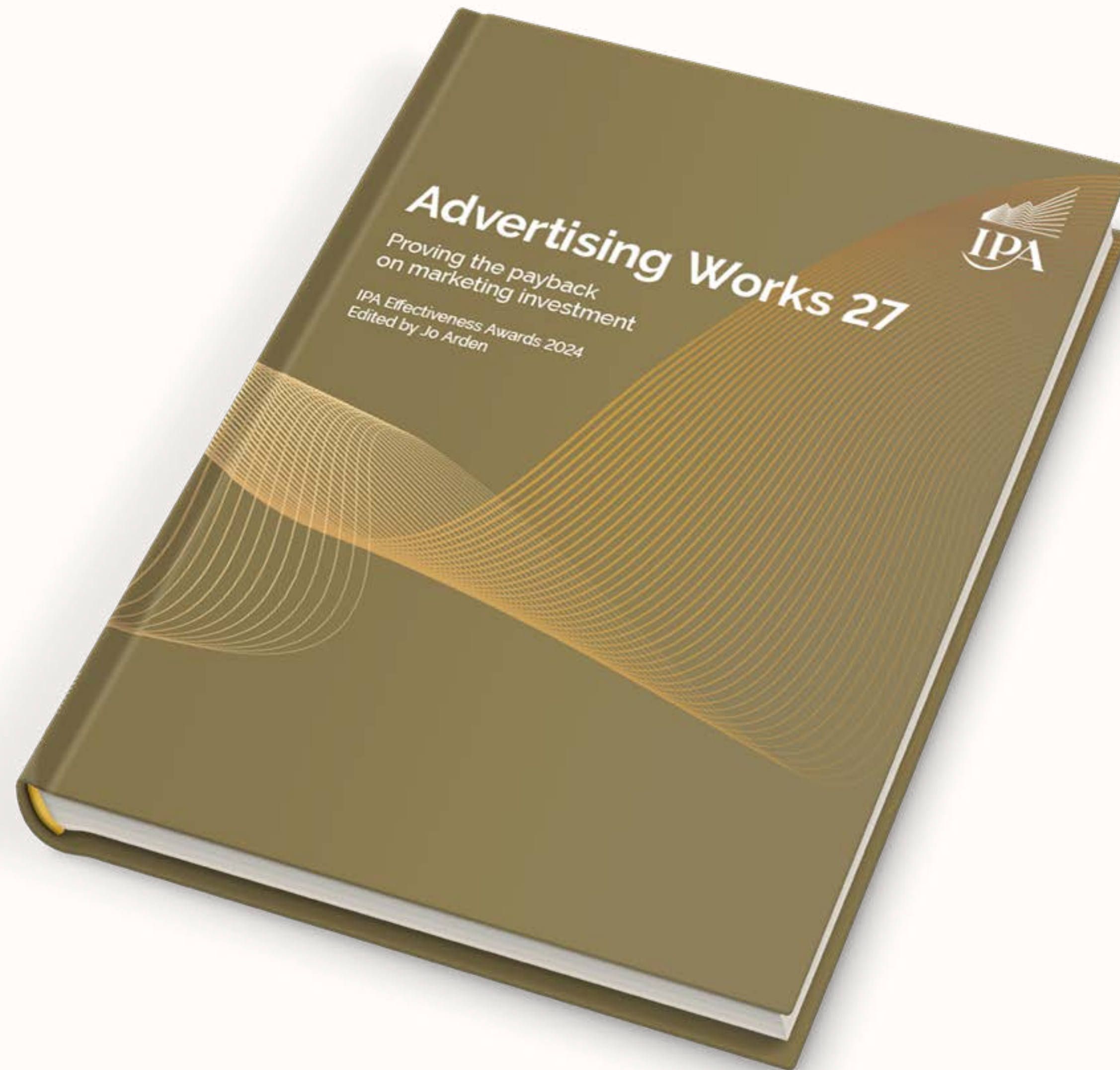
Advertising Works 27

The IPA Effectiveness Awards are the industry's most rigorous and coveted prize. Winning an Effectiveness Award can build careers, grow budgets, open doors to potential clients, and attract talent into your business.

In *Advertising Works 27*, the latest in the unique IPA series of books about how advertising really works, you can read in full all the strategies, insights and proof of effectiveness from the Grand Prix and Gold-winning cases in the 2024 Awards.

Together with summaries of the Silver and Bronze Award-winning cases, the book also contains a series of especially commissioned essays from Awards judges about the lessons marketers can learn from the winning cases.

Advertising Works 27 will be published by the IPA in Spring 2025 and available via the website.





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