Four trends from the IPA Awards 2016

4 November 2016

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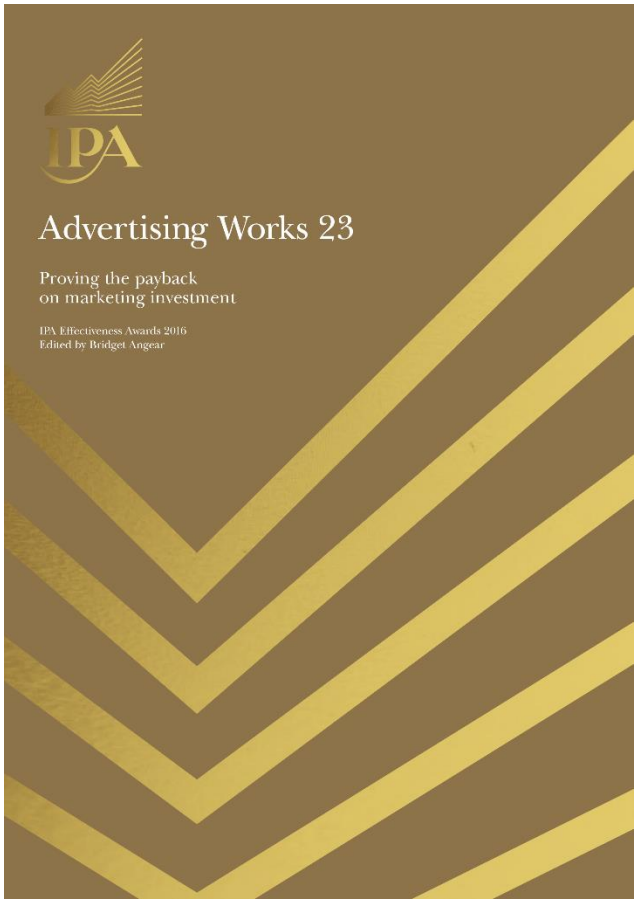
In this session…

1. Profit and penetration
2. The rise of emotion
3. Purpose meets participation
4. Big is still best – but why?

What are we analysing?



What are we analysing?

Filter by keyword

Add keyword

Industry Sectors

Countries & Regions

Campaign Objectives

Media & Channels

Creative Approach

Target Audience

Budget

Campaign Duration

Reported Metrics

Matching cases:

11,071

Find Cases

Reset Search

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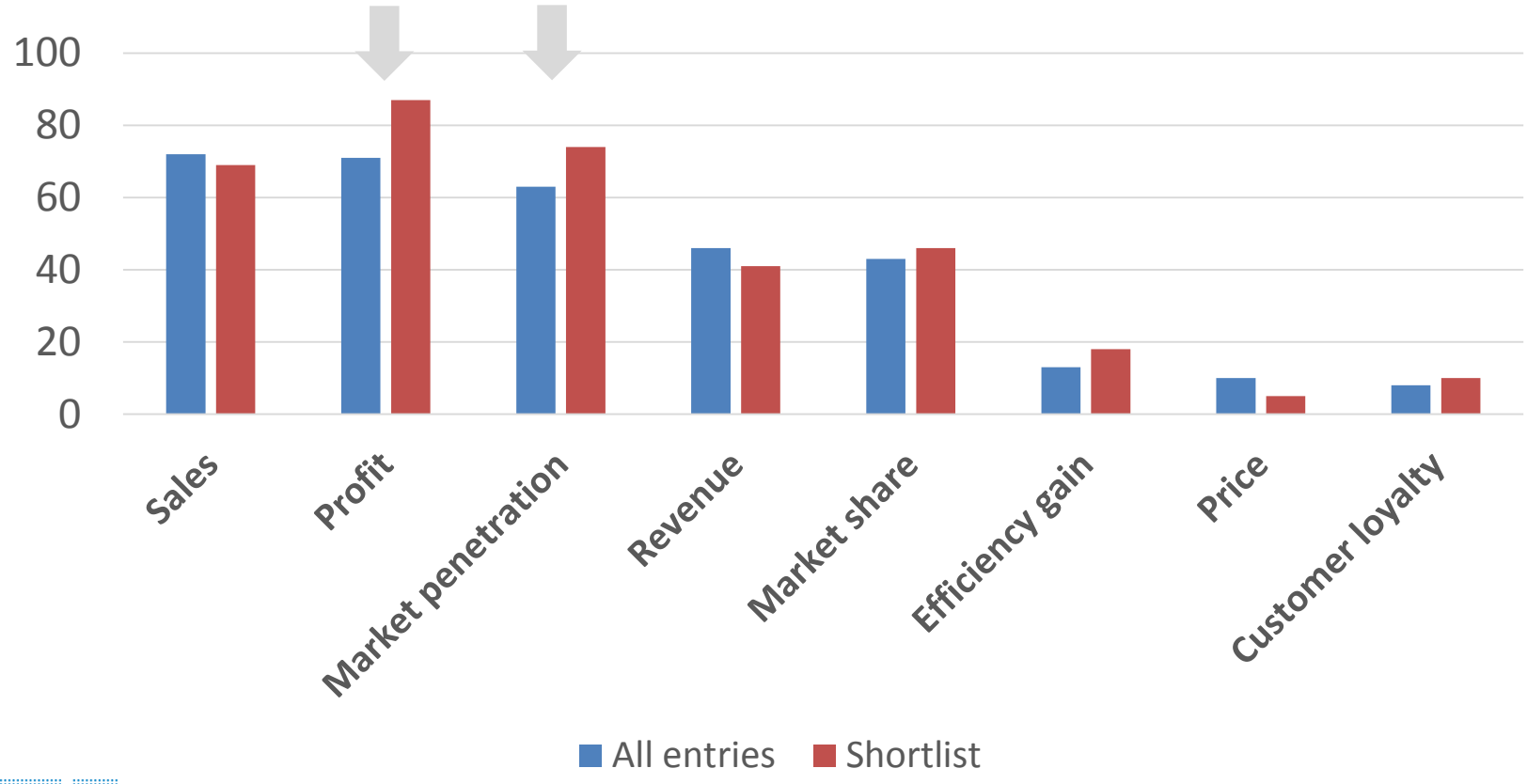
What are we analysing?

1. Entrants vs shortlist: 2016

2. Changes over time: 2012-2016

Hard metrics 2016

All entrants versus shortlist



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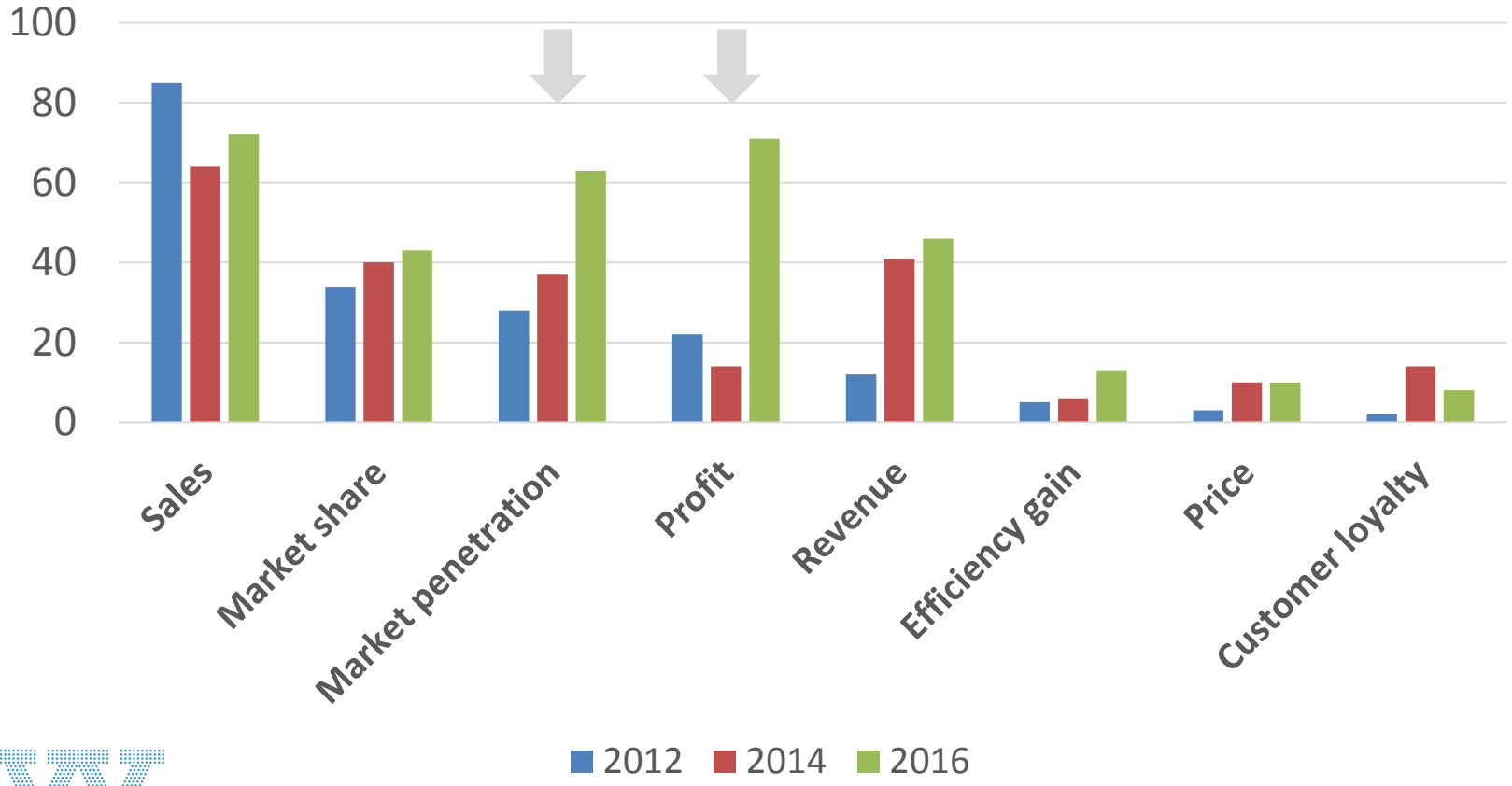
Hard metrics 2012-2016

Growth of market penetration and profit



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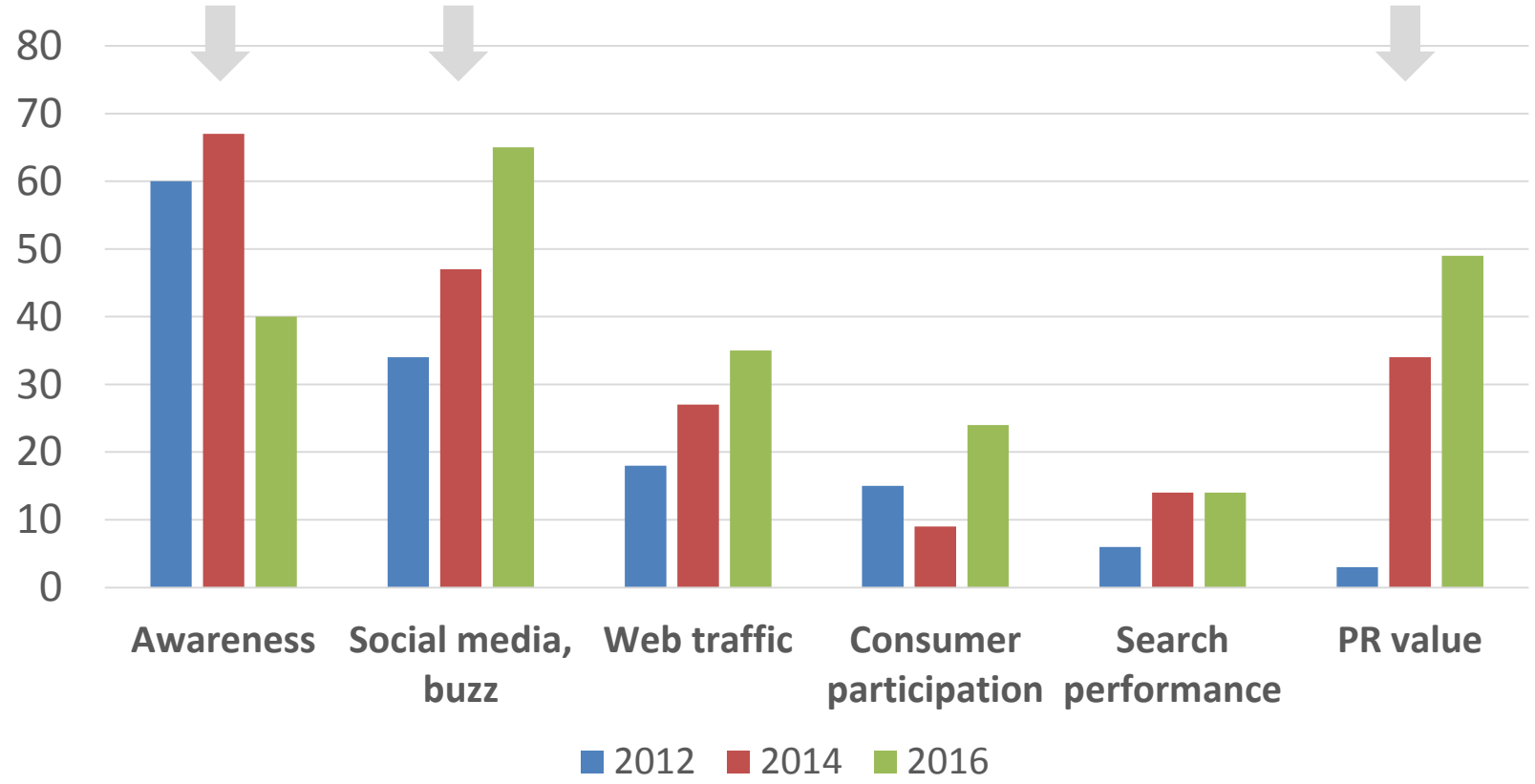
Penetration drives profit

"Penetration is still three times more likely to be the main driver of growth and profit, versus loyalty."

Binet & Field, November 2016

Soft metrics 2012-2016

Drop in awareness and rise of 'buzz' and PR



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Snickers

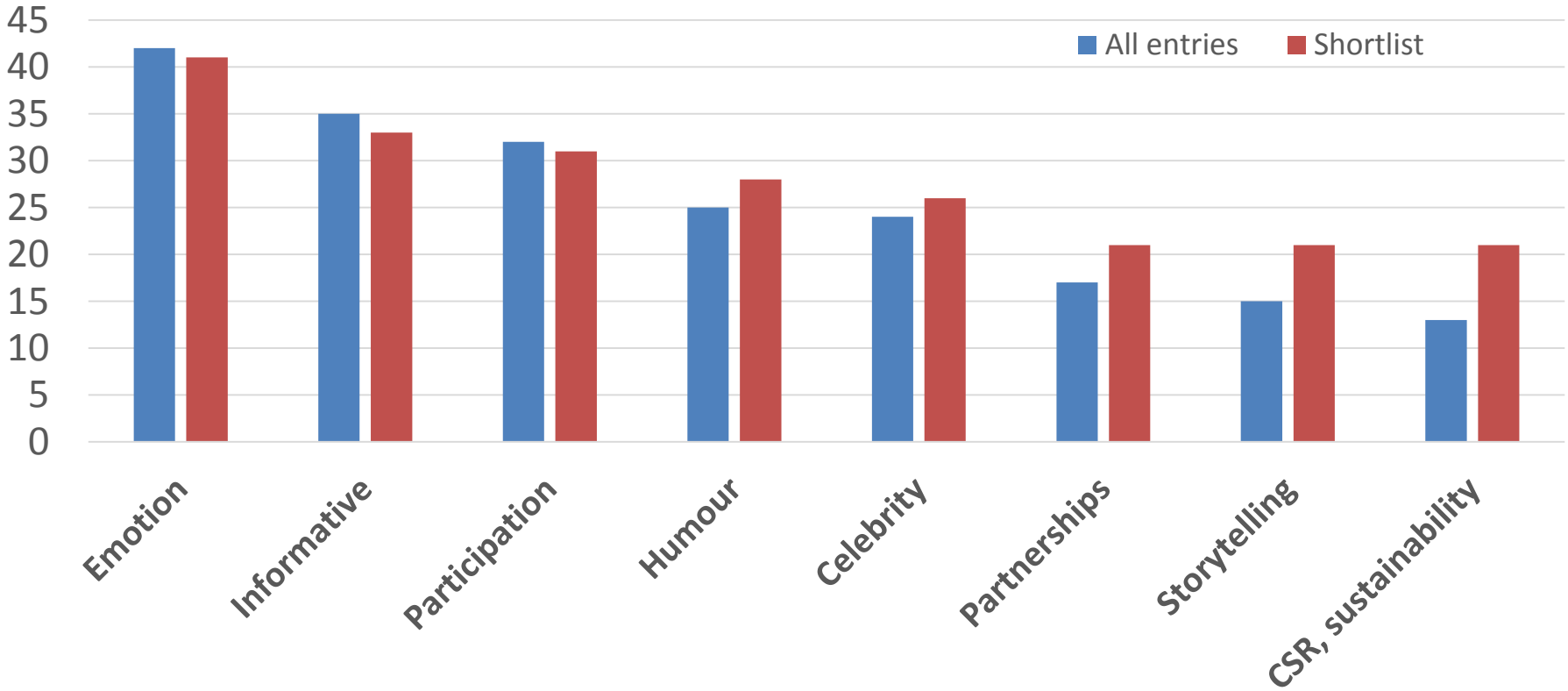
'Hollywood' approach: fame drives penetration.

Piggybacks on a famous character.

ROMI of 11:1

Creative approaches

Emotion is top creative approach



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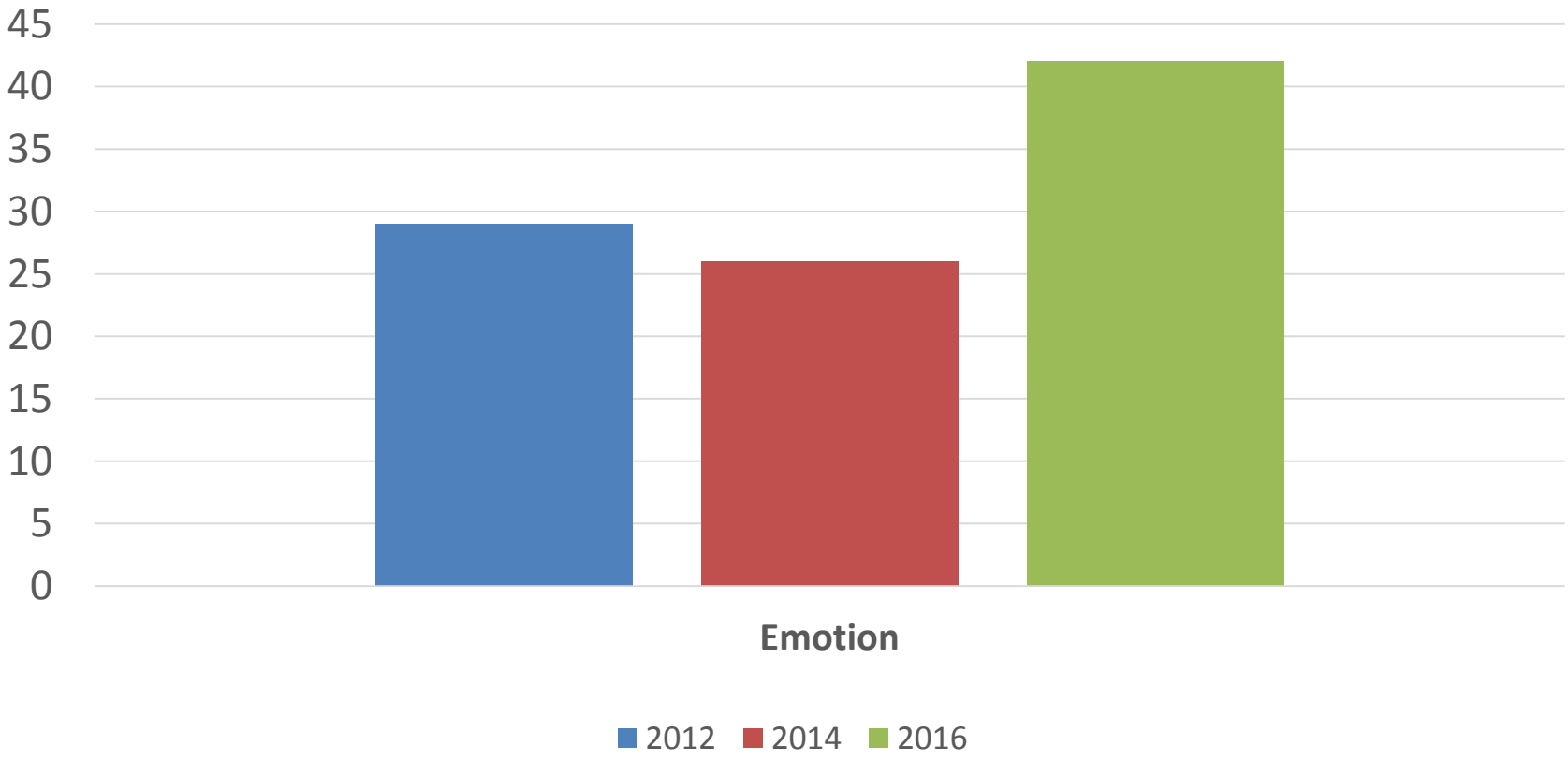
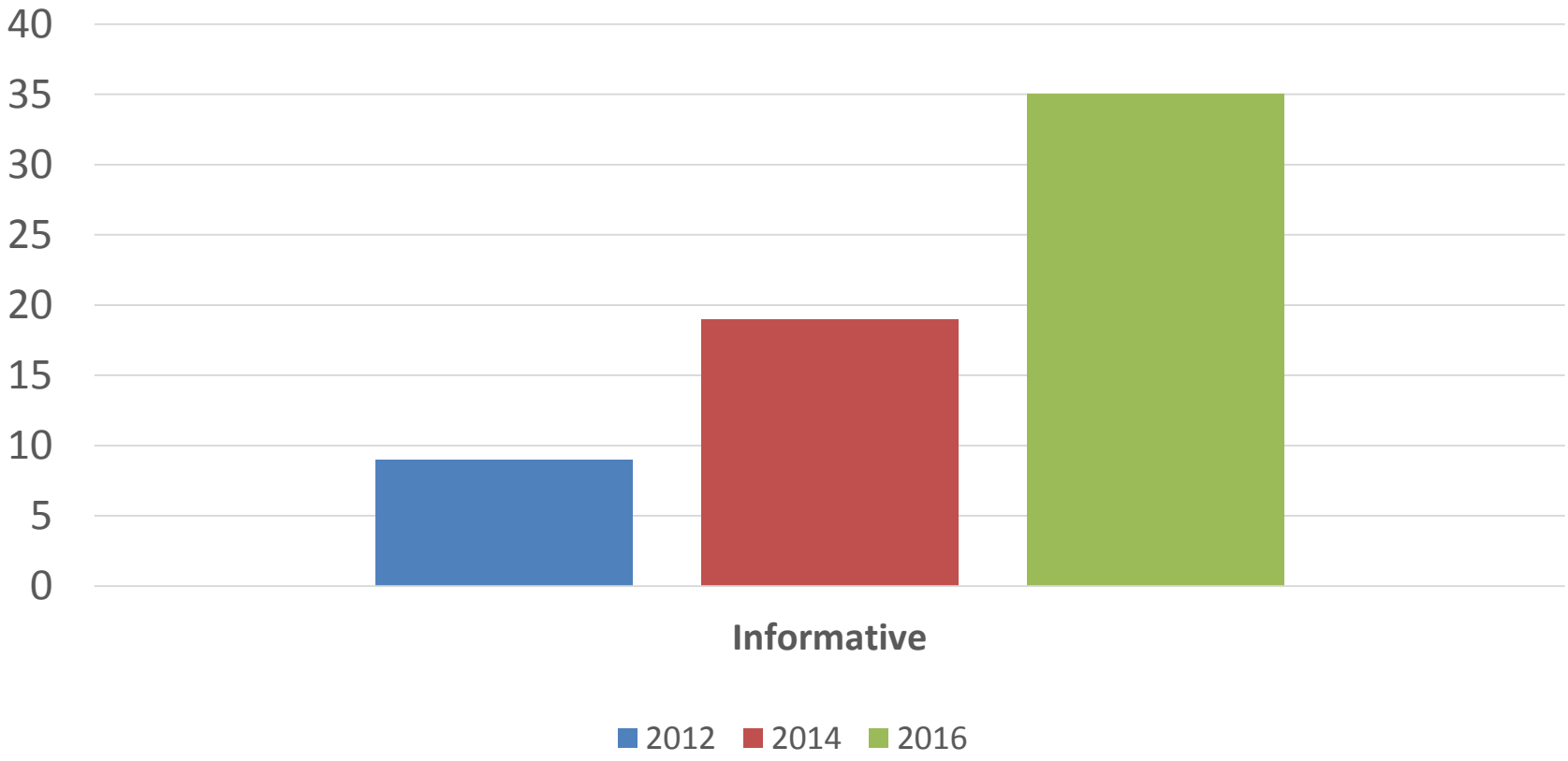
Creative approaches

Notable rise in use of emotion since 2012…



Creative approaches

...but also a big rise in information-based ads

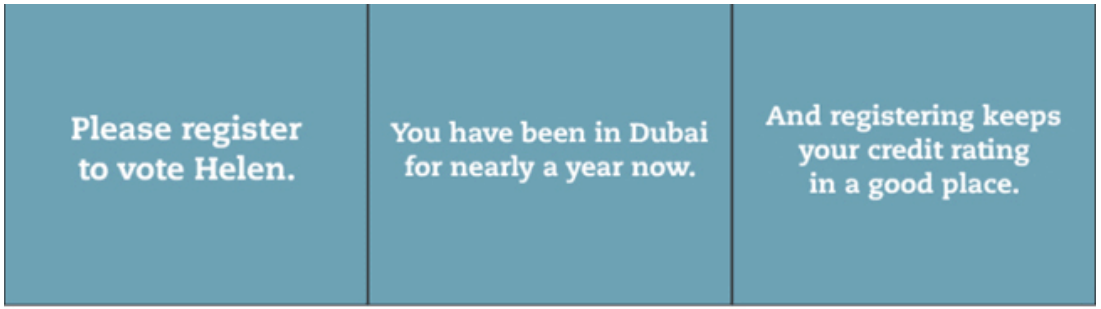


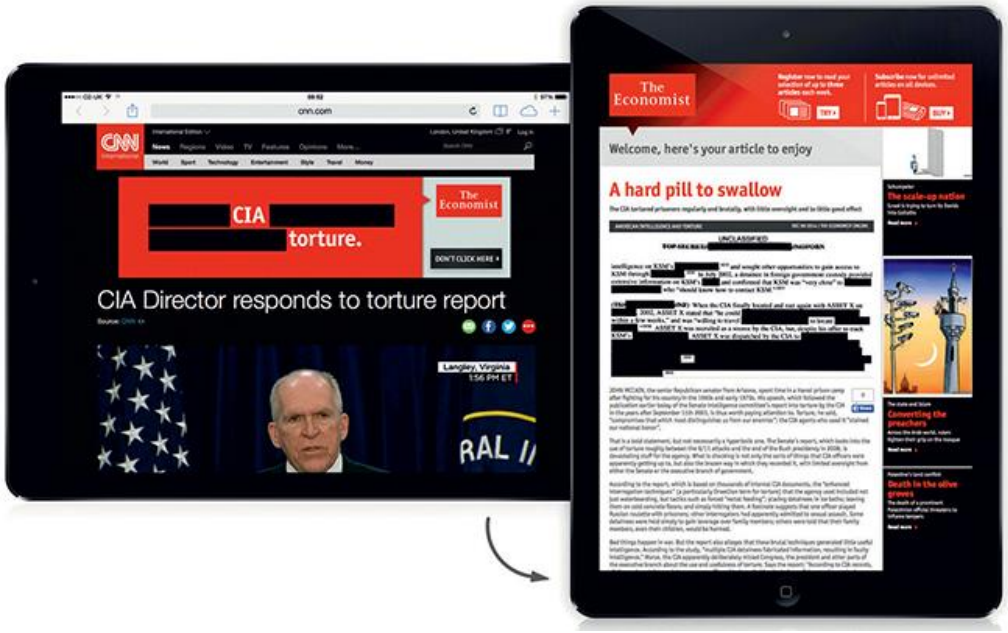
What is going on?

Big brand campaigns focusing on emotional appeal ('John Lewis effect').

Information-based work is a mix – charity/government work, but also digital campaigns where information can be served contextually.

What is going on?





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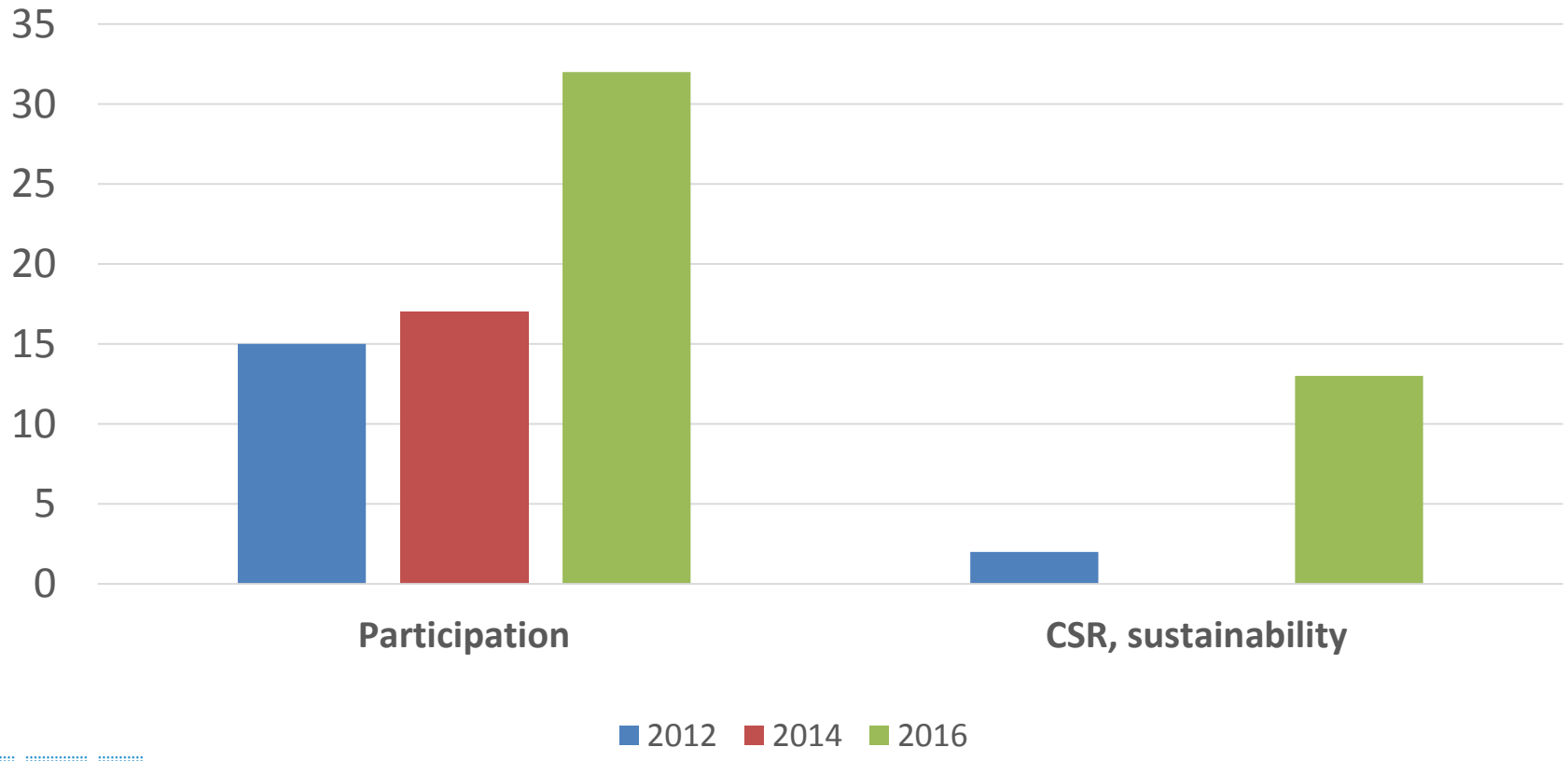
Purpose and participation

"[There is] a new type of creative platform. One that provides a way for people to be involved and impact the world they live in."

Alex Lewis, Director of Strategy EMEA, BBDO

Change over time

Increase in both participation and CSR



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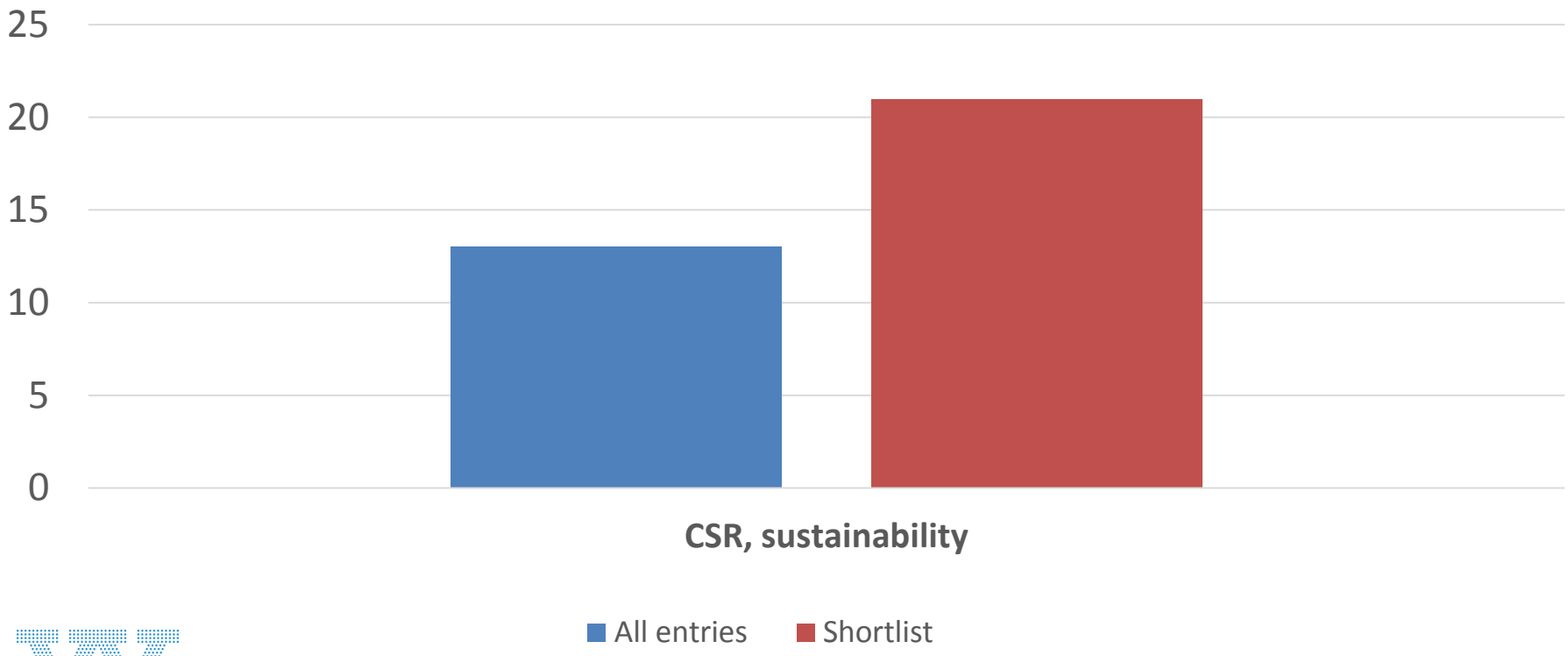
Entrants vs shortlist

CSR/sustainability overindexes among winners



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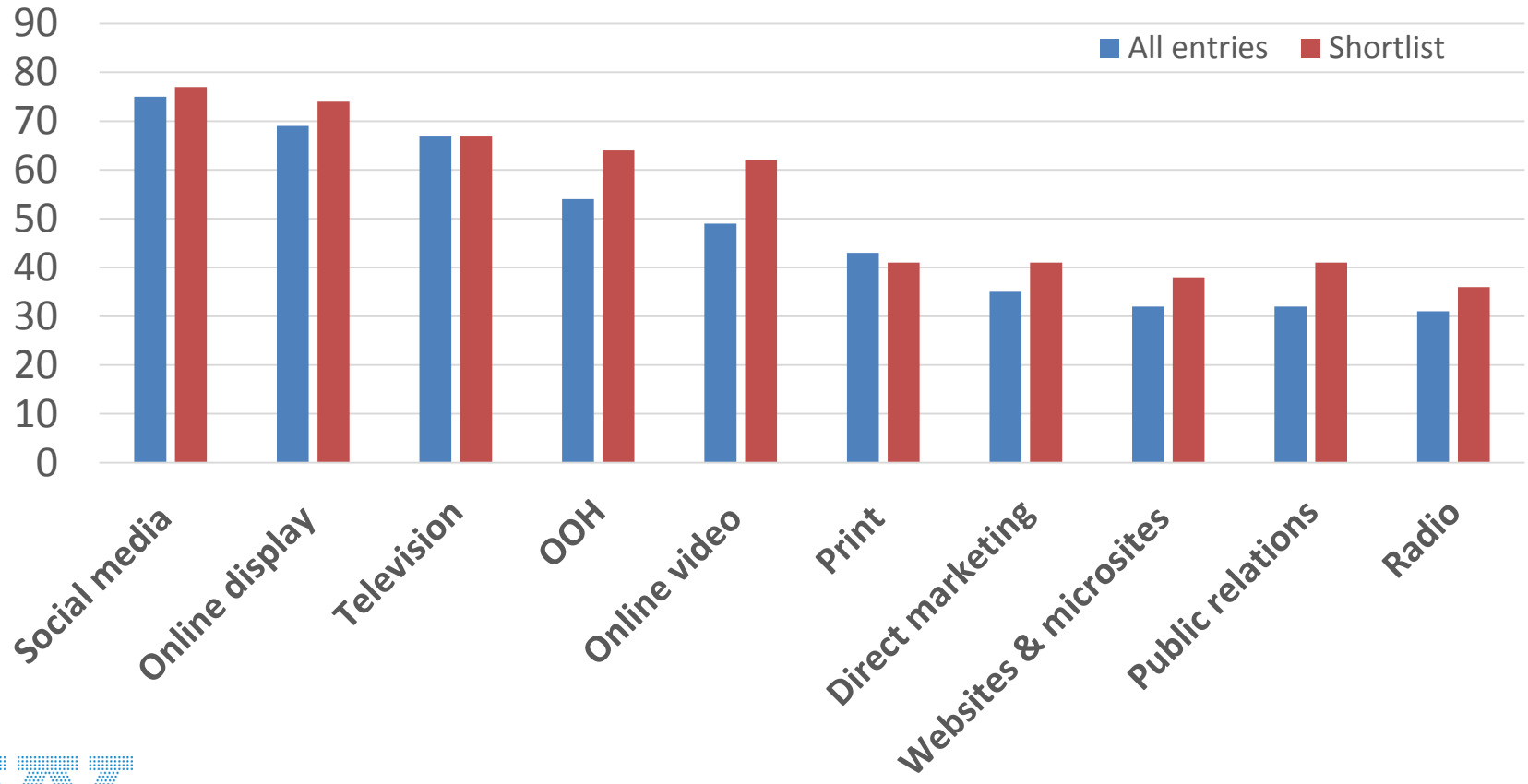
Examples

Save the Children

CHRISTMAS JUMPER DAY

Media mix 2016

Social leads in media mix



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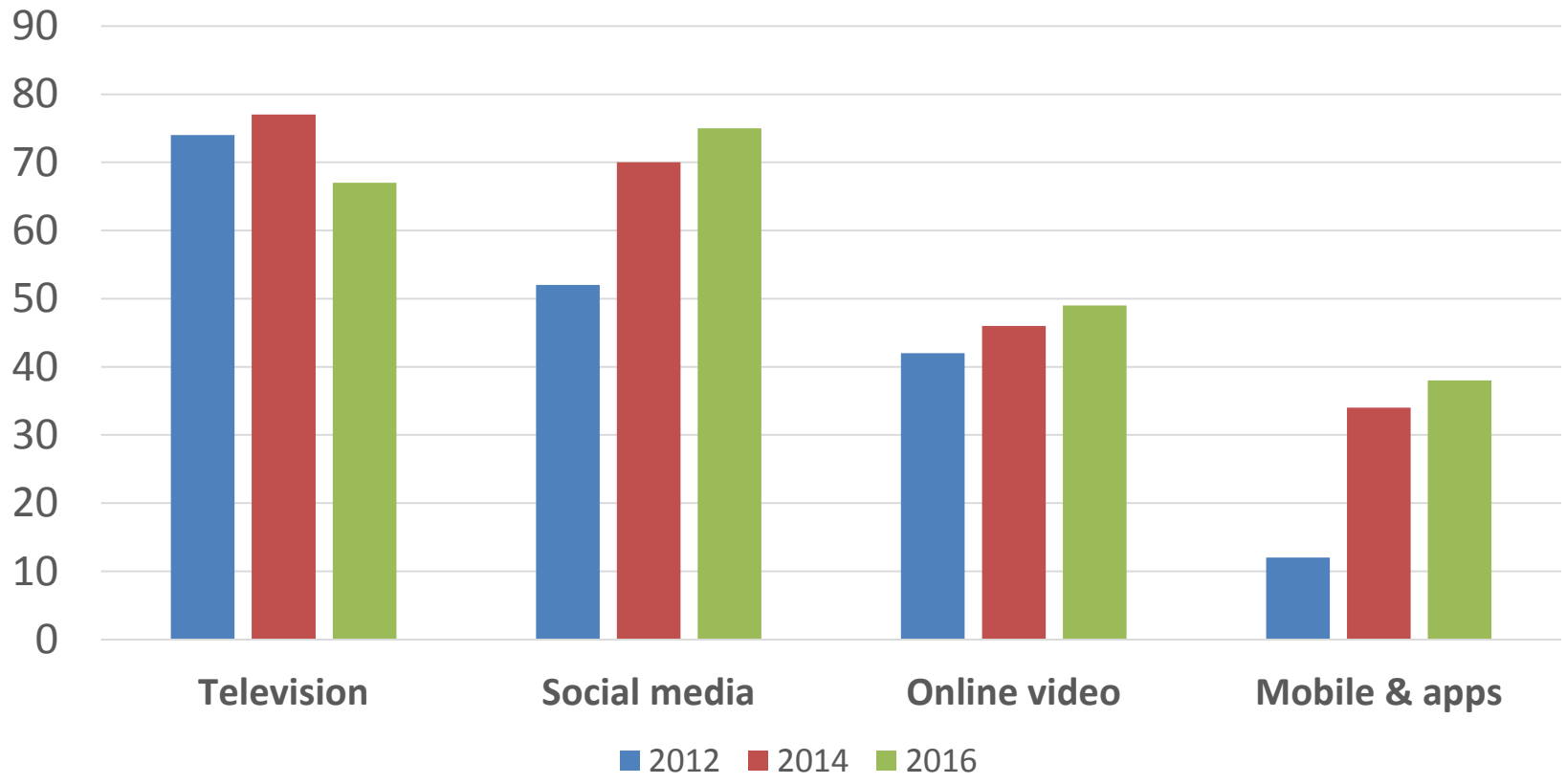
Media mix 2012-2016

TV is stable as digital platforms grow



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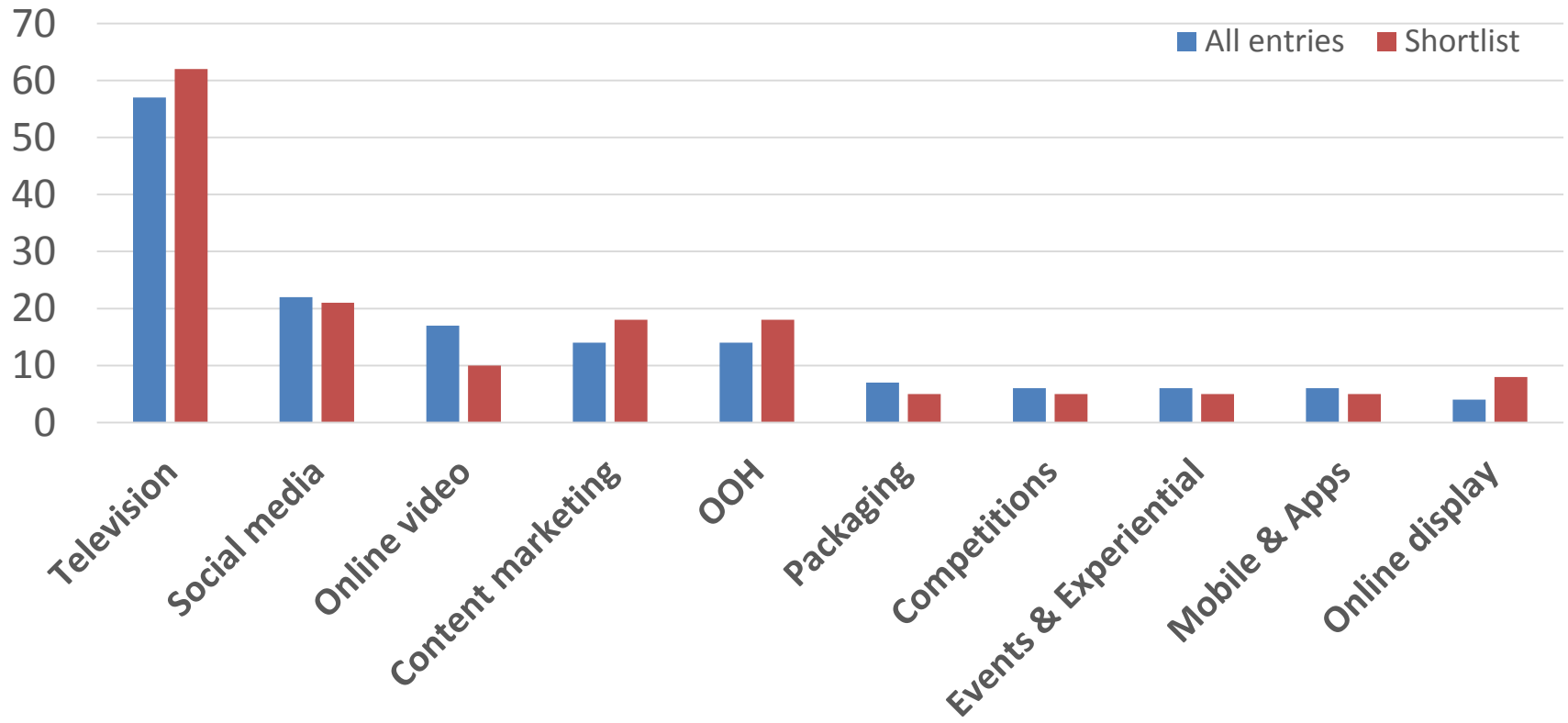
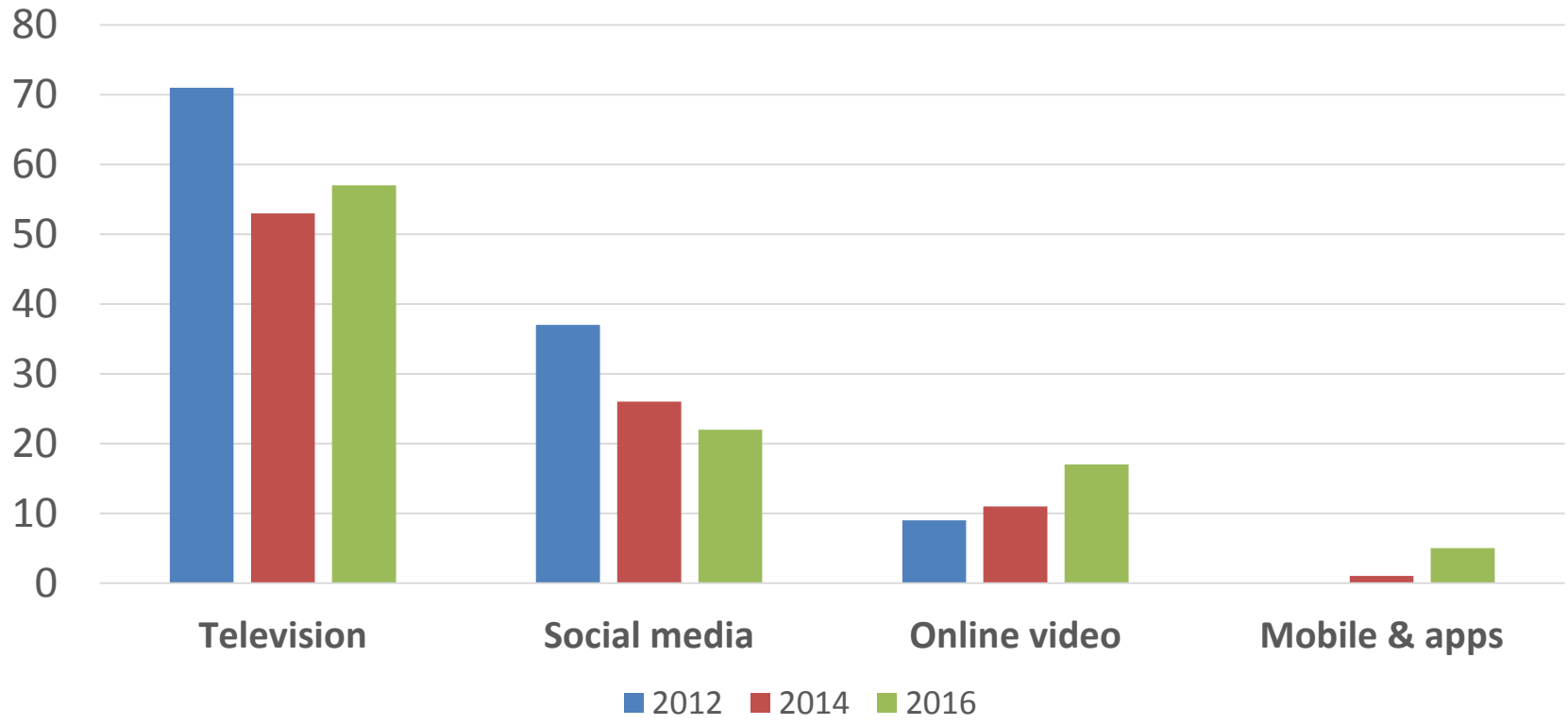
Lead media 2016

IPA skews to TV-led campaigns



Lead media 2012-16

Social media is declining as a lead channel



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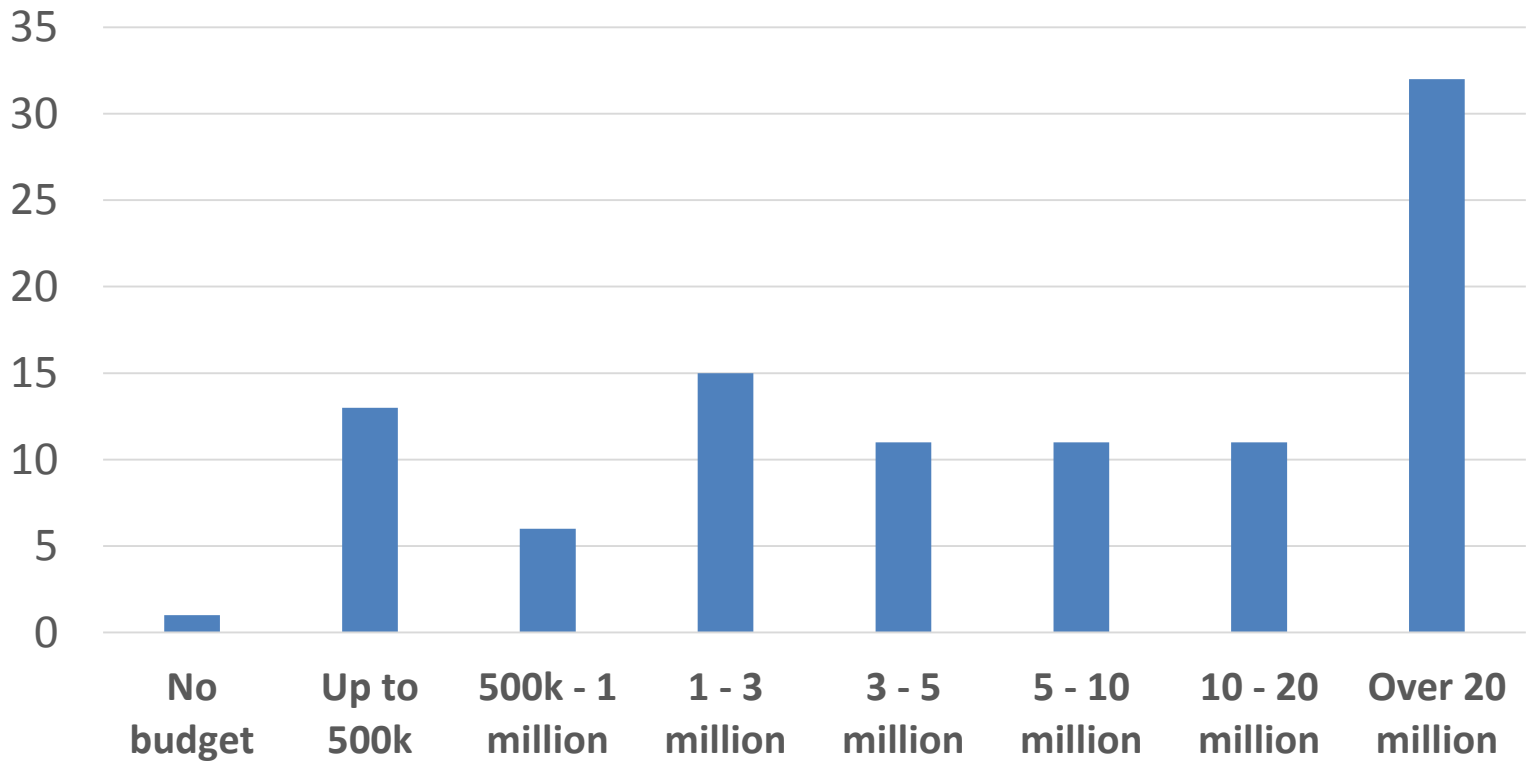
Media budgets 2016

IPA skews to big-budget work



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What explains this data?

1. Big-budget TV is more likely to drive the big profit effects the IPA looks for.

2. TV is now more than television, and is arguably more powerful.

3. Brands with big budgets spend more on measurement.

But there are exceptions…

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4 November 2016

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