IPA Effectiveness Awards Webinar Series
How to win over the judges

#Effectiveness

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2014 Industry Judge

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The purpose of the awards

To showcase and reward the commercial power of creativity and prove **beyond doubt** that communications investment pays back

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How the judging process works - Shortlisting

- Technical jurors assess the papers which use econometrics and offer a traffic light system to industry jurors on the validity of the model
- Two teams of industry judges read half of the submissions each
- Five weeks to read
- Submit scores against 8 criteria
- Aggregated scores inform judging day but papers can go up or down, get shortlisted or not on the basis of judging debate on the day
- One full day of judging 10 industry experts in a room agreeing the shortlist
- Industry jurors award Best New Learning and Best Dedication to Effectiveness Special Prizes

How the judging process works - Awarding

- Client judges then sent shortlisted papers
- Five weeks to read
- Aggregated scores inform the judging day
- Jurors then discuss and agree which papers receive a Bronze, Silver or Gold award
- Jurors then agree Grand Prix, Best International, Best Multi-Market and Best Small Budget Prize
- They will also agree the winner of the new President's Prize: Best Commercial Effectiveness for Good

What you want the judges to be saying

Client: I'm going to take that thinking and apply it to my business

Industry: This is a text book case of Effectiveness

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Judges asked to assess papers against following criteria

- Clarity of case
- Scale of task
- Strength of solution
- Use of channels
- Scale and breadth of impact
- Strength of proof
- Financial contribution
- New learning

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The judging criteria

Clarity of case

Don't loose sight of …

What were you trying to do?

What happened?

How did you do it?

'Very hard to understand, very poorly written'

'This is the one I would give to my mum to read'

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The judging criteria

Clarity of case

"'I really liked the Specsavers story, thought it was a really well told strong story"

"Very mature, masterly paper, in safe hands – very good case."

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The judging criteria

Scale of task

How hard was the challenge you were facing?

Everyone will be bigging theirs up, so make sure you do!

However, be careful of the overclaim

The judging criteria

Scale of task

Re TFL "Huge behavioural change achieved getting normal London commuters to change the way they work"

Pancreatic Cancer "with a tiny budget to deliver the goal of driving short term awareness…they achieved fantastic results with nearly a quarter of the population recognizing the symptoms"

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The judging criteria

Strength of solution

How imaginative or difficult are the strategic, creative or media solutions employed in the case?

Help the judges see what is smart, admirable, disruptive, new, innovative what risks were taken

The judging criteria

Strength of solution

EasyJet “slashed digital marketing spend to focus on brand building activity”

BHF “Really innovative solution…and they showed results”

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The judging criteria

Use of channels

How well did the entrant exploit and evaluate communication channels?

Did you use unorthodox channels or deployed an established channel in an unorthodox way?

Show how you channels worked together.

The judging criteria

Use of channels

"Sainsbury's demonstrated smart spending on their media against tough competition"

"Mercedes was a case built around digital and social ideas. They found a new audience far away from BMW, which opened a door to a new younger audience without disturbing the current one"

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The judging criteria

Scale and breadth of impact

How big and wide ranging was the impact of the communications activity, relative to the investment made?

Did it impact on internal culture, share price, or achieve any other social or political gains?

The judging criteria

Scale and breadth of impact

"First direct campaign forced internal culture change. Regrouped around what they stood for. Redirected their core principles and staff engagement"

"BHF overcome peoples fear of hands only CPR and not mouth to mouth."

"Being Vinnied has become part of the vernacular."

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The judging criteria

Strength of proof

How convincingly and credibly does the paper establish the link between communications and financial contribution?

- Bulk of the debate is spent on this
- Have all the effects been isolated?
- Beware of data that is convenient rather than convincing
- Beware of overreliance on econometric models

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The judging criteria

Strength of proof

"Be Clear on Cancer presented a robust medical case, a great demonstration of rigorous with carrying out of controls."

"Lux was data rich with 25 years of showing that advertising worked"

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The judging criteria

Financial contribution

How impressive is the financial contribution of the communications activity to the business?

Have you fully accounted for all the ways in which your communications activity has created financial value for the client organisation? This includes if your campaign has a public policy aim(e.g. anti-smoking) which triggered measurable reductions in health costs.

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The judging criteria

Financial contribution

"Fosters managed to grow a brand at a premium in a market in decline."

"Aldi swap and save campaign delivered a strong return on marketing investment through clever media planning, channel choice and identification of the need for emotional vs rational messaging"

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The judging criteria

New learning

Does the case provide useful learning for others? And/or has it taught us anything new or provided new confirmation of thinking about how communications works or about how to evaluate it?

Be explicit state what new learning you are presenting is it new:

- Measurement
- Strategy
- media planning
- creative expressin or other elements.

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The judging criteria

New learning

"The TFL campaign really demonstrated new learning, employing the principles of behavioural economics get commuters to change their behaviours in a short period of time and ultimately helped to deliver the success of the London 2012 Olympics."

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The judging criteria

- Clarity of case
- Scale of task
- Strength of solution
- Use of channels
- Scale of and breadth of impact
- Strength of proof
- Financial contribution
- New learning

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Any questions?

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A bit of housekeeping

- Pre-register your entry before the 29th January 2016 for 15% off the final cost of entry
- Deadline for signing up to Awards Advisory Service is the 29th January
- Final deadline for entry 12 noon BST15th April 2016
- Judging materials i.e. hard copy of papers due at the IPA 17:00 GMT 19th April 2016
- Supplementary materials including images/films for press and PR and Databank questionnaire completed by the 22nd April 2016

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Upcoming webinars

How to prove your social campaign worked
Tuesday 9th February 2016, 3pm GMT

How to present compelling data with or without econometrics
Tuesday 23rd February 2016, 3pm GMT

To book go to ipa.co.uk/effectiveness

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Thank you

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