# Seven Effectiveness Myth Busters

1

### *'You have to use econometrics to win.'*

More than half the 2014 Effectiveness Awards entries did not use econometrics, including several Gold winners. Econometrics can be an invaluable tool for measuring the financial value created by work. However, it is only one evaluation technique and cannot prop up an entry that is weak. There are many alternatives ways to prove effectiveness - the writing pack can help.

2

### *'They are not for my kind of business.'*

The Effectiveness Awards welcomes entries from agencies, brands and media organisations of all types. It actively encourages companies involved in digital, content, activation, design and other areas outside of traditional advertising. The same criteria are used to judge every entry – how well does it prove the work's effectiveness and does it demonstrate it created financial value.

3

### *'ROI is the same as effectiveness.'*

Activities are effective if they achieve their goals. *Efficiency* is the measure of how much resource was used to achieve a goal, and ROI is one metric used to calculate this efficiency. Campaigns can grow more efficient as they become less effective. And vice versa. Remember, the IPA runs the premier industry competition for rewarding advertising *effectiveness*, not efficiency.

4

### *'The judges favour TV campaigns and big agencies.'*

Entrants can use any channel or combination of channels. The Awards do not involve any media-specific categories (or indeed any categories at all). Winners are awarded on the strength of their case, regardless of the media chosen. Companies of all sizes, including start-ups, have won the top IPA Effectiveness Awards, including the Grand Prix.

5

### *'It is just another awards.'*

Completing an IPA Effectiveness entry gives you invaluable insights into what worked and what didn't. It will make you a better practitioner and give you the knowledge and tools to demonstrate your value to your client. In essence, it is the only Awards where entering means you cannot lose.

6

### *'Clients will never release the necessary data.'*

Even notoriously secretive clients have signed off Effectiveness Awards entries. The data in entries is often either historical or in the public domain, and there are many ways to disguise material considered confidential again. The writing pack can help.

7

### *'They are just too hard.'*

Yes, the awards are rigorous, but you may find it easier to tell your success stories if you use the help available, such as tips from past winners or the Advisory Scheme.

IPA