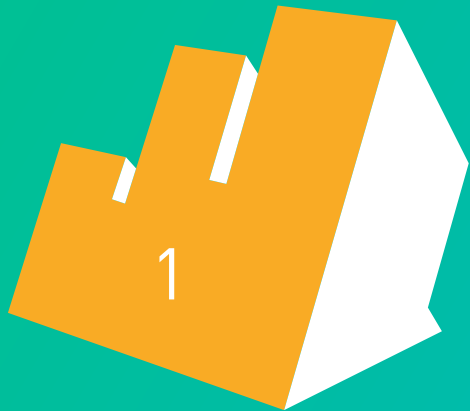


12 STEPS TO CREATING EFFECTIVE CAMPAIGNS

AUSTRALIAN EFFIES 2017

Of 97 finalists, 43 Effies were awarded.



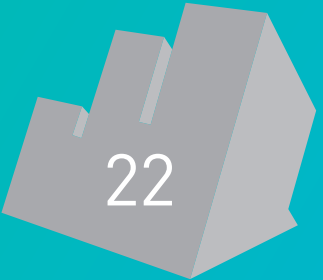
GRAND EFFIE

Beverages



GOLD

Beverages
Government
Retail
Sport
Pharma



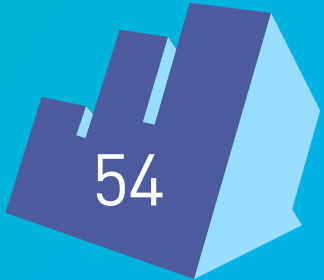
SILVER

Beverages
Government
Retail
Sport
Pharma
Food
Auto
Financial Service
Not-For-Profit



BRONZE

Beverages
Retail
Sport
Pharma
Food
Auto
Financial Services



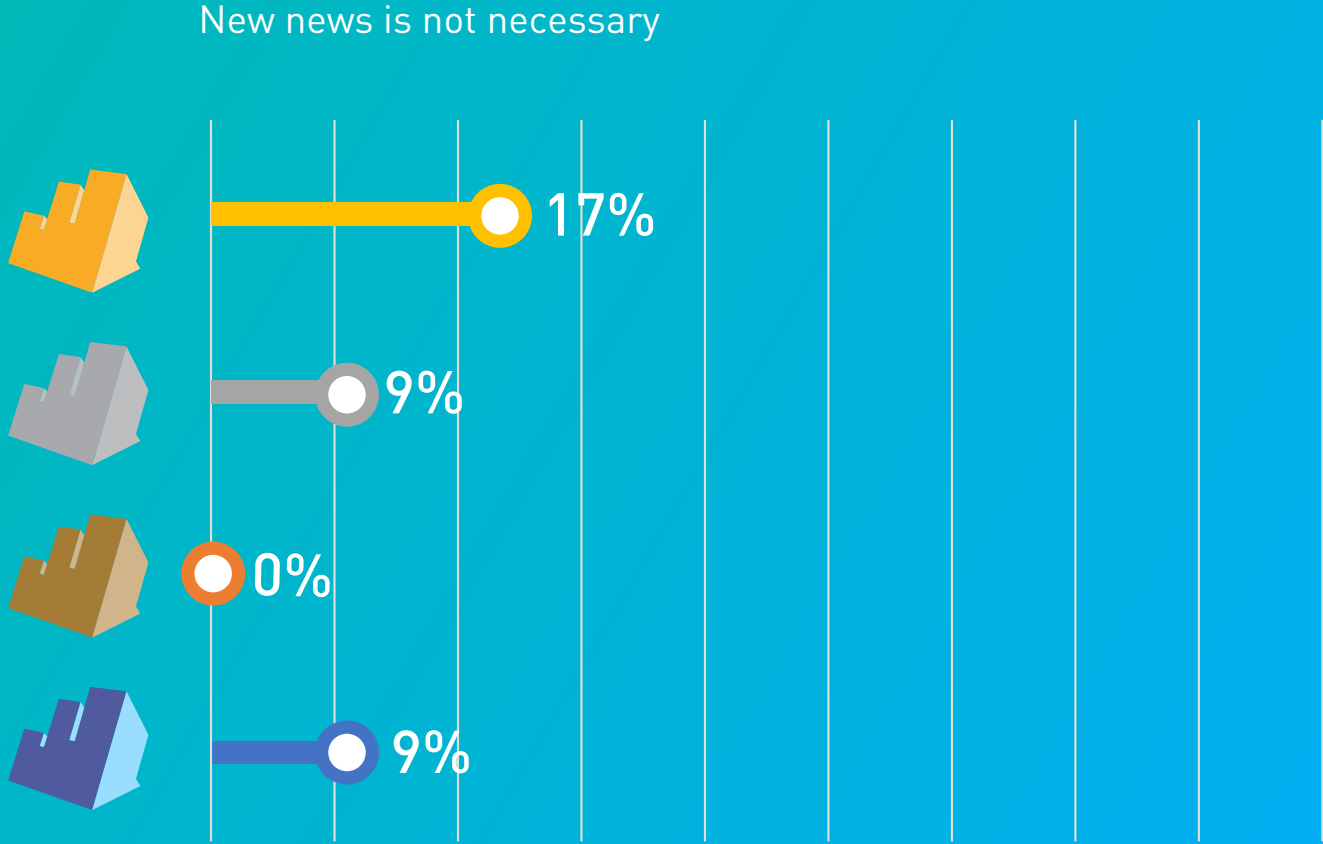
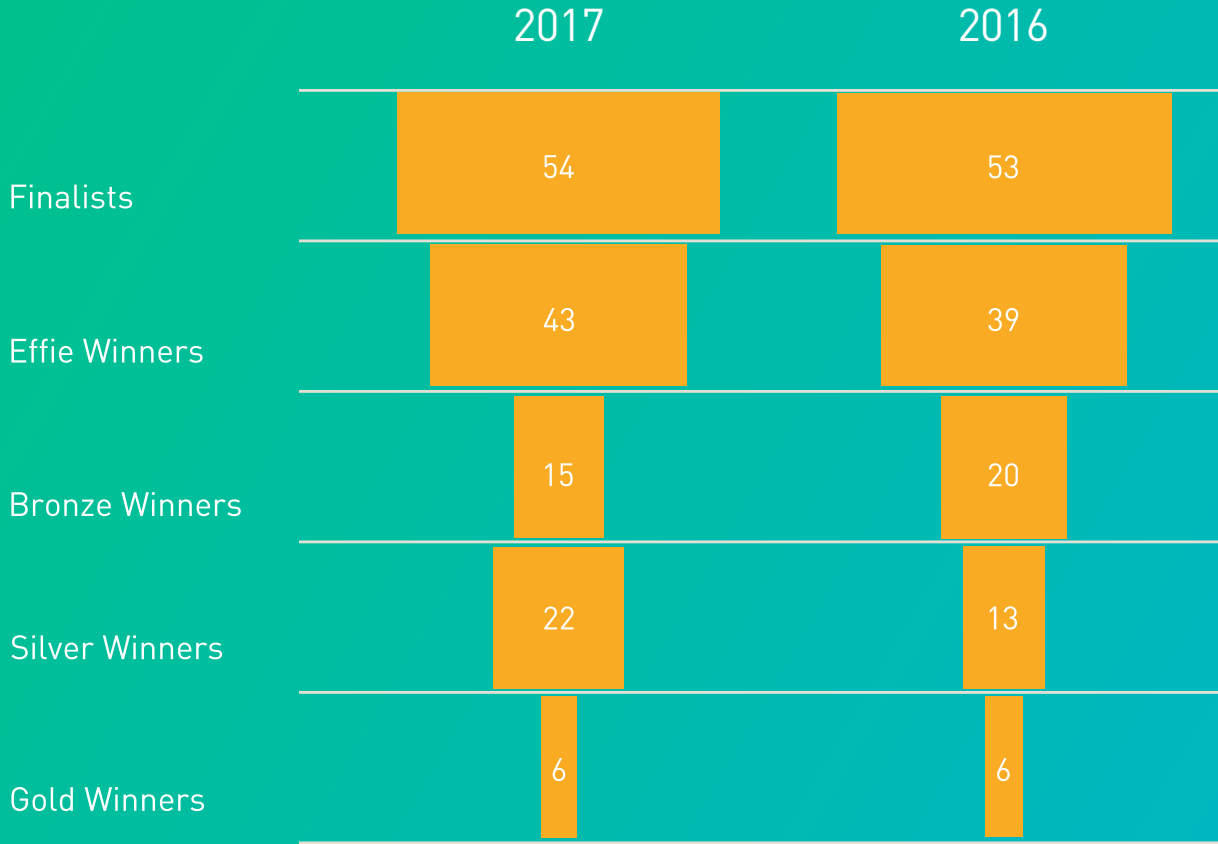
FINALISTS

Source: ThinkTV analysis: Effies 2017 Finalist Entries



THE BAR IS HIGH

Of 97 finalists, 43 Effies were awarded.

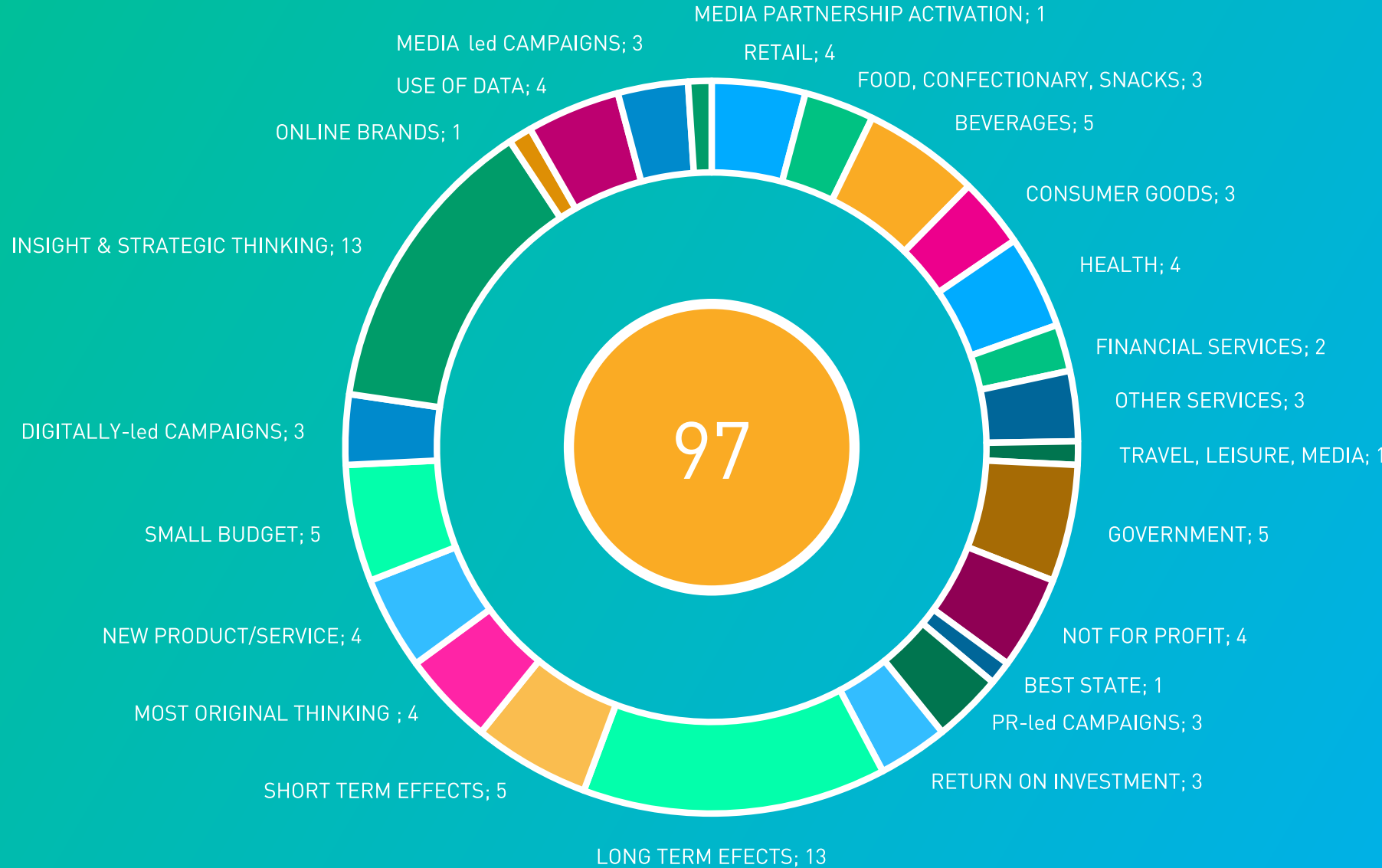


Source: ThinkTV analysis: Effies 2017 Finalist Entries



AUSTRALIAN EFFIES 2017

Of 97 finalists, 43 Effies were awarded.



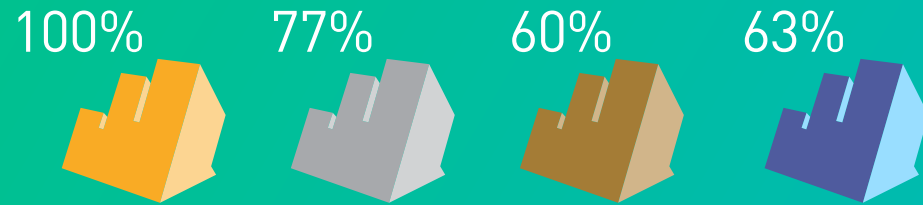
Source: ThinkTV analysis: Effies 2017 Finalist Entries



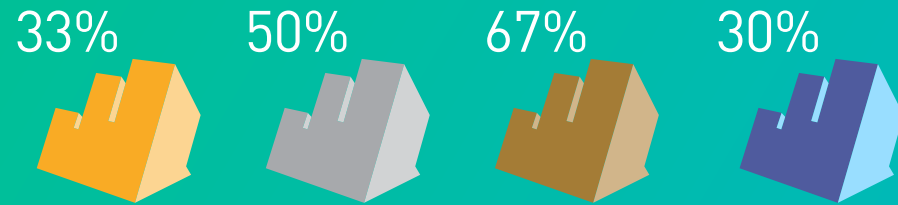
AUSTRALIAN EFFIES 2017

40% of supplied ROI figures were calculated correctly.

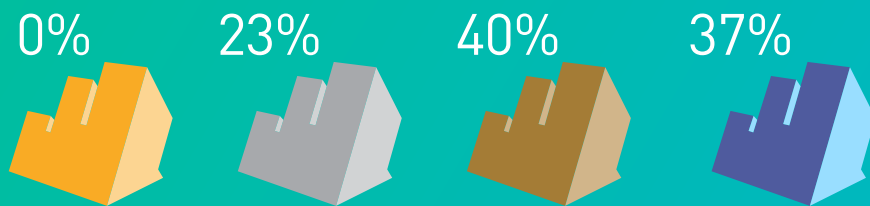
Content - ROI Supplied



ROI Correct



No ROI



ROI Calculation In Action Example of ROI Calculation

Gross Sales increase	\$5,400,000
Gross Profit Margin	60%
Gross Profit increase	\$3,240,000
Campaign Cost	\$1,250,000
Gross Profit - Costs	\$1,990,000

ROI

159%

40%

OF THOSE WHO SUPPLIED AN ROI FIGURE HAD THE RIGHT ROI CALCULATION

1. EFFECTIVENESS CAN'T BE BOUGHT

You don't need a huge budget to have an effective campaign.

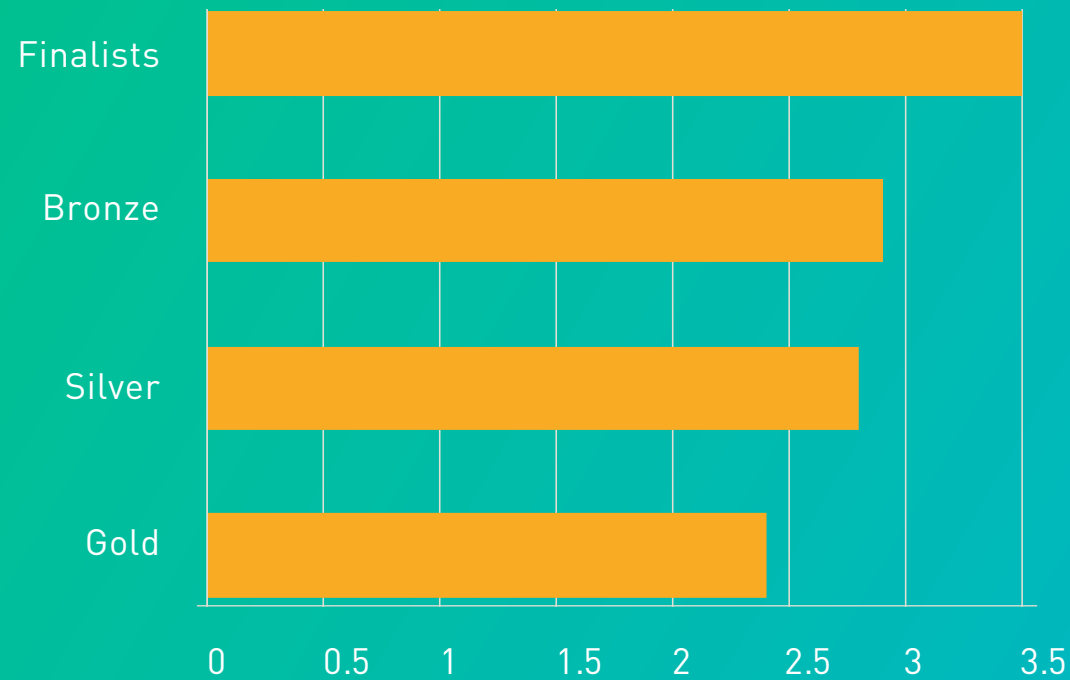


Source: ThinkTV analysis: Effies 2017 Finalist Entries

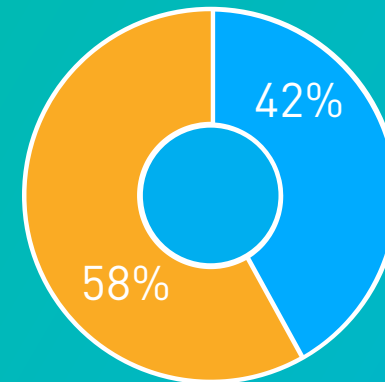
2. FOCUS FOCUS FOCUS

Focus on delivering to tightly set objectives.

Ave. Goal per campaign



Australian Effies 2017

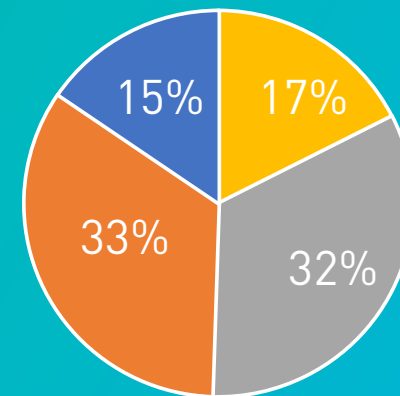


- Predominantly Branding
- Predominantly Activation

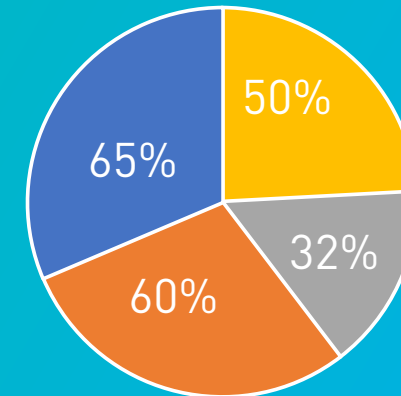
100%

Effies Gold, Silver, Bronze and Finalists started with clear business outcomes

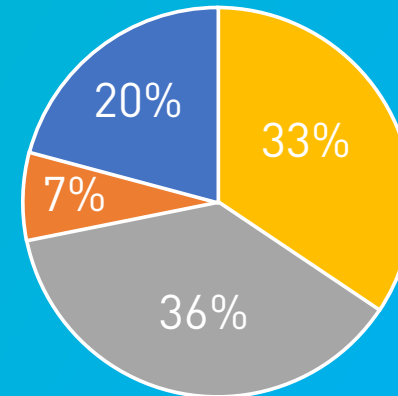
Sales Objective Only



Sales and Comms Objectives



Comms Objectives Only



- Gold
- Silver
- Bronze
- Finalist

Shortlisted campaigns have fewer, more focussed goals

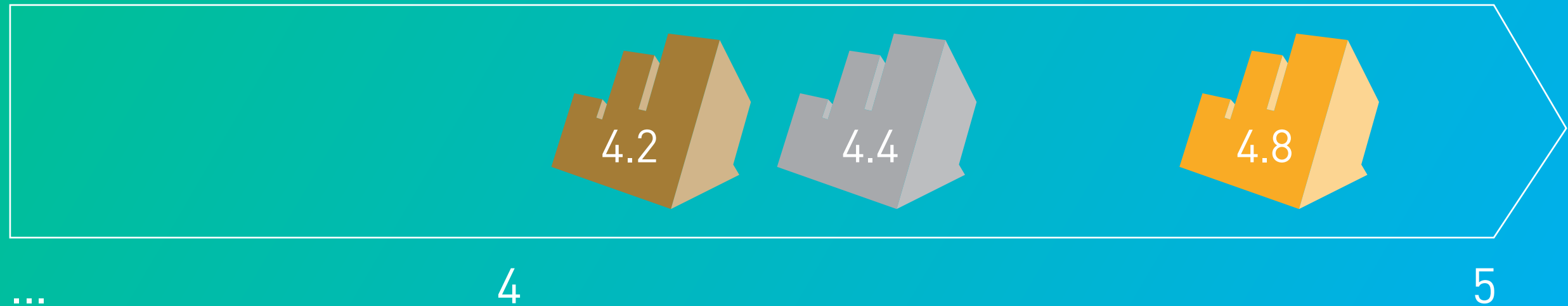
The best campaigns deliver to tightly set objectives, rather than a broad array of qualitative achievements

Gold Effie winners had a sales objective tightly linked to a comms objective

3. KEEP THINGS SIMPLE

Gold Effie winners have simple strategies.

Simplicity of Strategy



SUCCESSFUL CAMPAIGNS KEEP THINGS SIMPLE.
IT'S HARD ENOUGH TO GRAB A CONSUMER'S ATTENTION,
IT'S IMPOSSIBLE TO HAVE THEM SPEND TIME DECIPHERING THE MESSAGE.

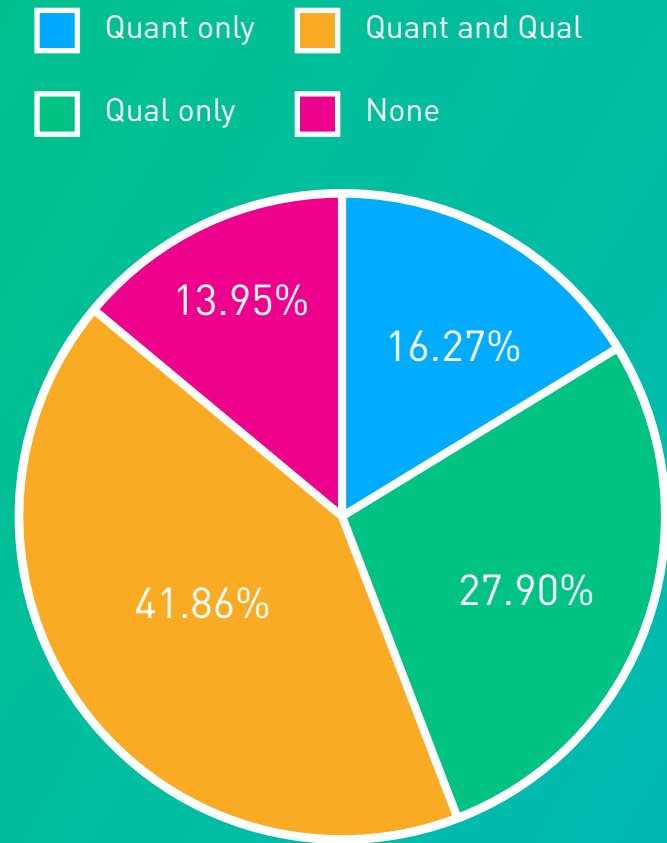
4. RESEARCH INFORMS OBJECTIVES

Research is the foundation of effective marketing activities.

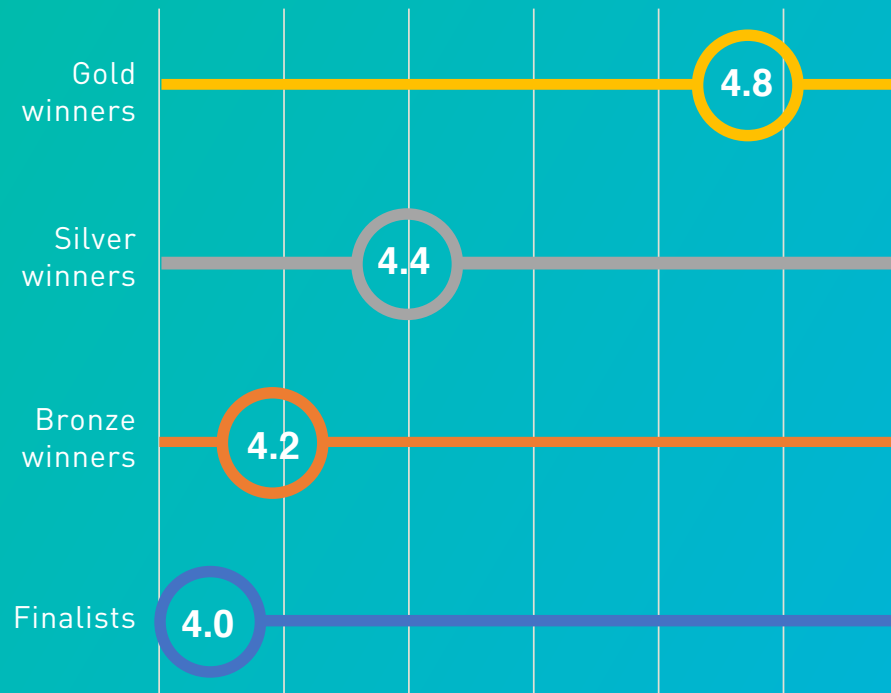


5. MEASURE PERFORMANCE

Data driven marketing decisions simplify strategy and improve measurability.




Simple strategies deliver results



Goal setting is evidence based

TYPES OF GOALS	INSIGHT BASED FROM RESEARCH	BESPOKE RESEARCH	THIRD PARTY RESEARCH
GOLD	100%	50%	67%
SILVER	82%	59%	86%
BRONZE	100%	60%	73%
FINALISTS	91%	48%	65%

 Behavioural Economics
25 CASES

 Neuro Research
0 CASES

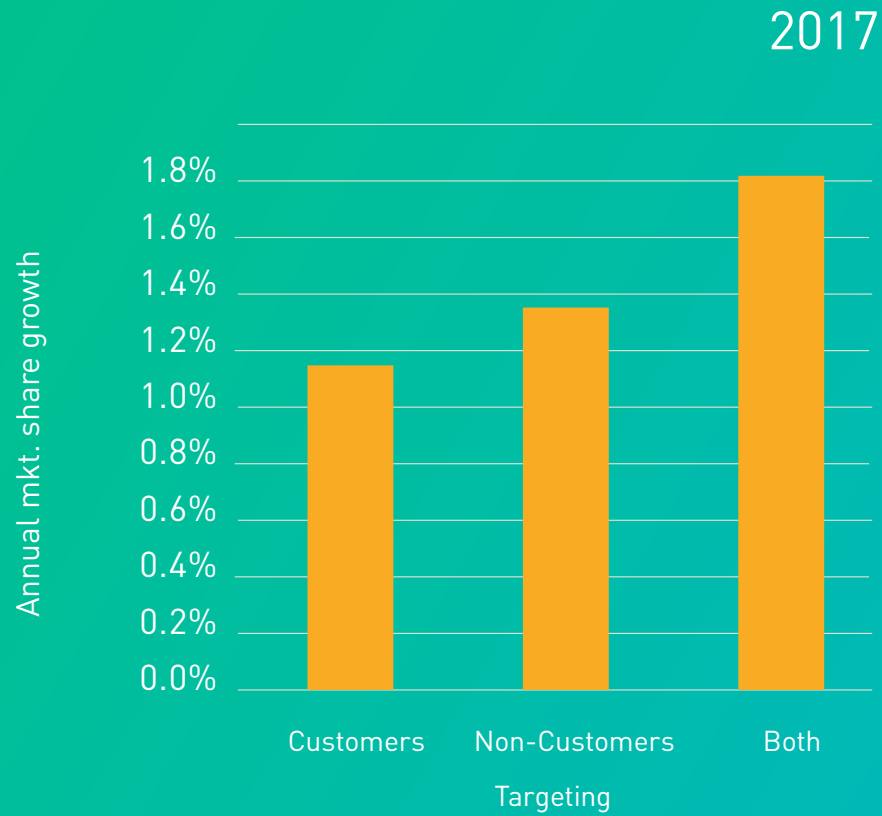
 Econometrics
0 CASES

Source: ThinkTV analysis: Effies 2017 Finalist Entries



6. TARGET EVERYONE

Broad reach works better than niche.



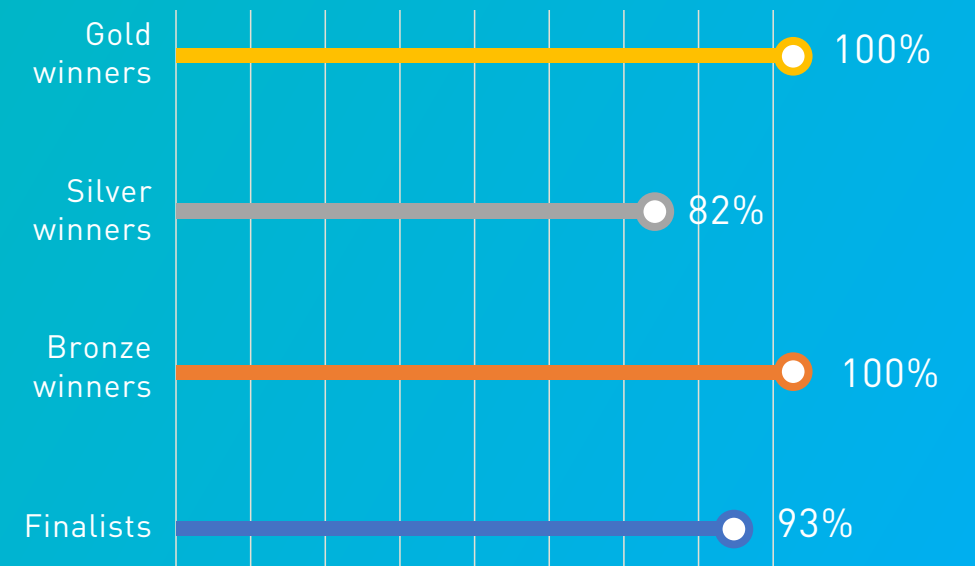
Source: Binet & Field 2017. Effectiveness in a changing Media Landscape

% of Effies Finalists who targeted Broad vs Specific



Source: ThinkTV analysis: Effies 2017 Finalist Entries

Consumer Insights - Essential for success



35%
Winners had a clear view of their target audience

vs

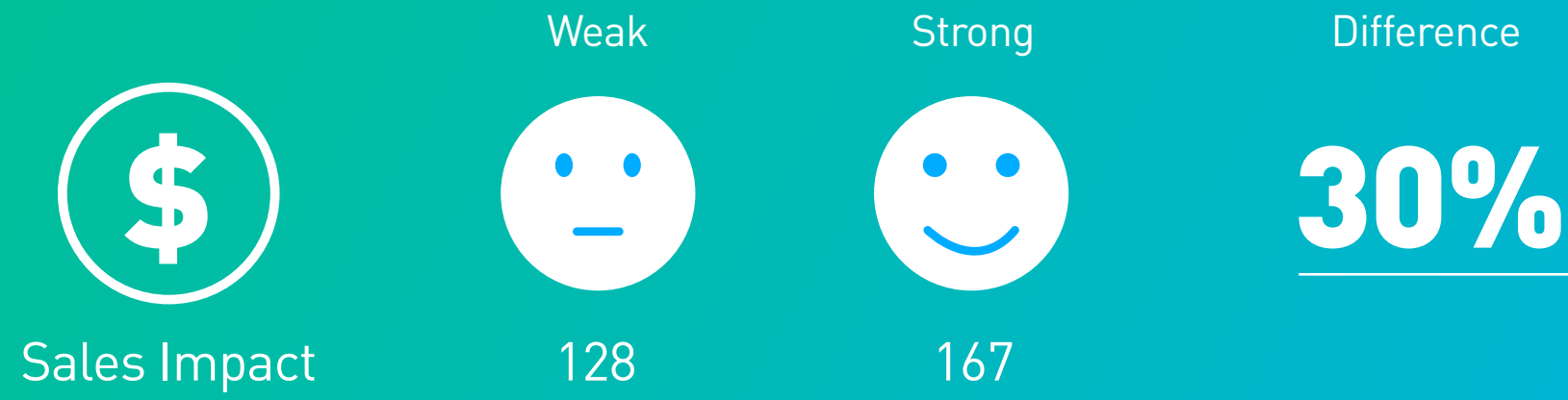
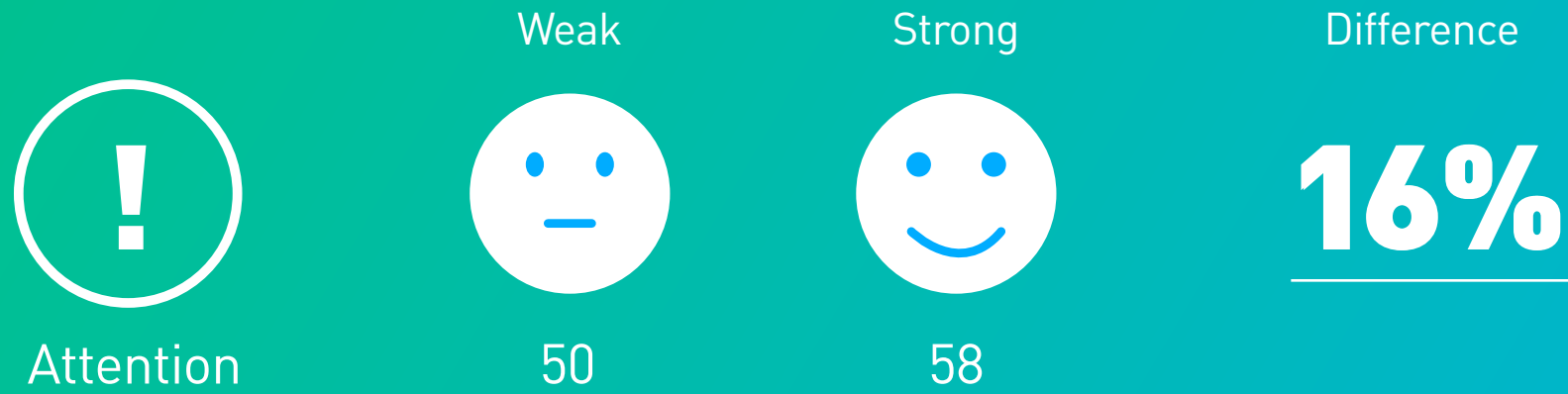
24%
Finalists had a clear view of their target audience

7. CREATE EMOTION

Ads that generate strong emotional responses have greater sales impact.



Emotional Reactions to Advertising



Creativity can be used to solve broader business issues

Make headlines instead of writing them

Make it newsworthy

Different isn't everything, distinct is just as powerful

Be authentic - honesty pays off

Source: ThinkTV: The Benchmark Series Emotions in Advertising 2017

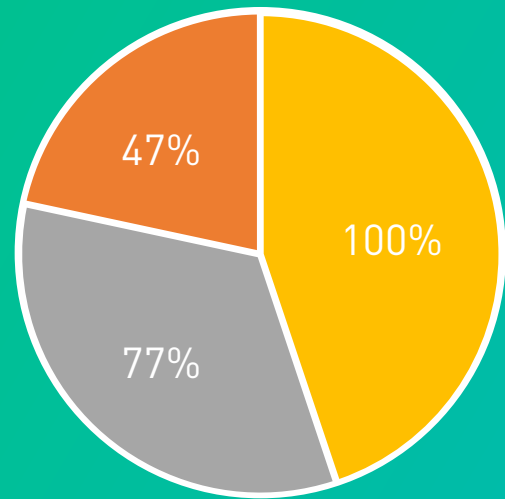


8. ALIGN CHANNELS TO OBJECTIVES

It's not just what you say, it's when and where you say it.

NUMBER OF MEDIA CHANNELS

Sweet spot for number of channels is 5

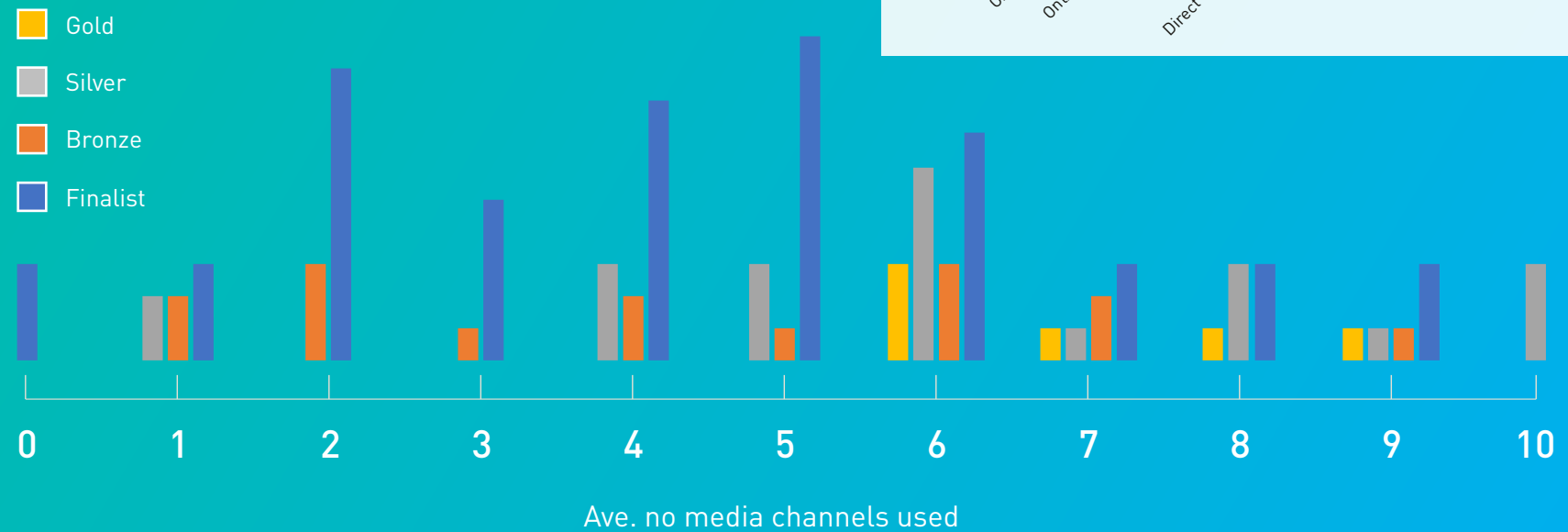


100% of Gold winners had 5 channels

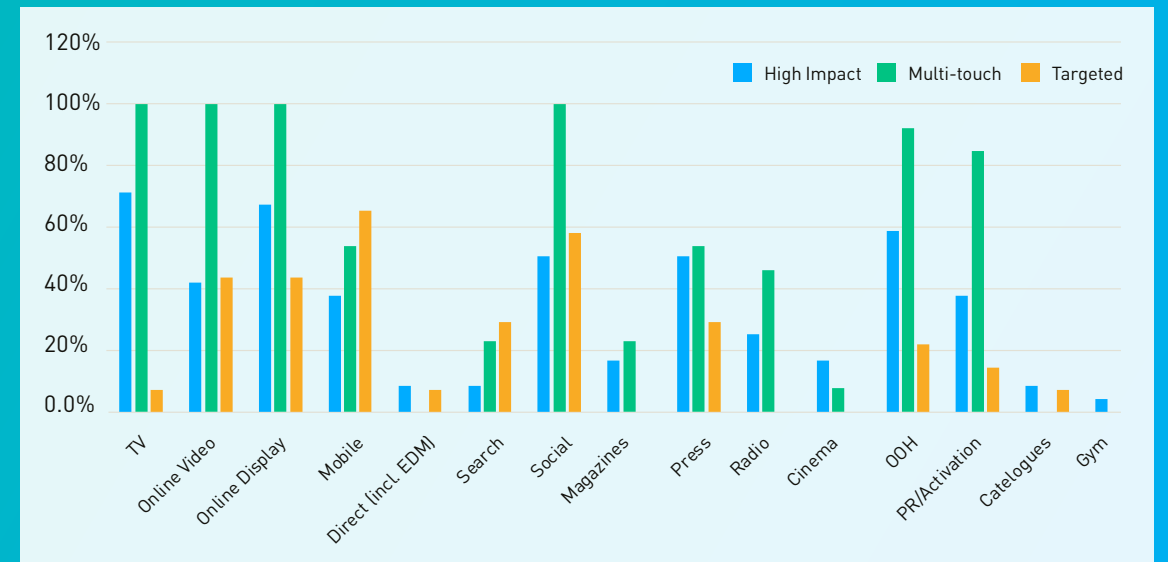
77% of Silver winners had 5 channels

47% of Bronze winners had 5 channels

Gold
Silver
Bronze
Finalist



Types of Media Channels deployed by Effies Finalists



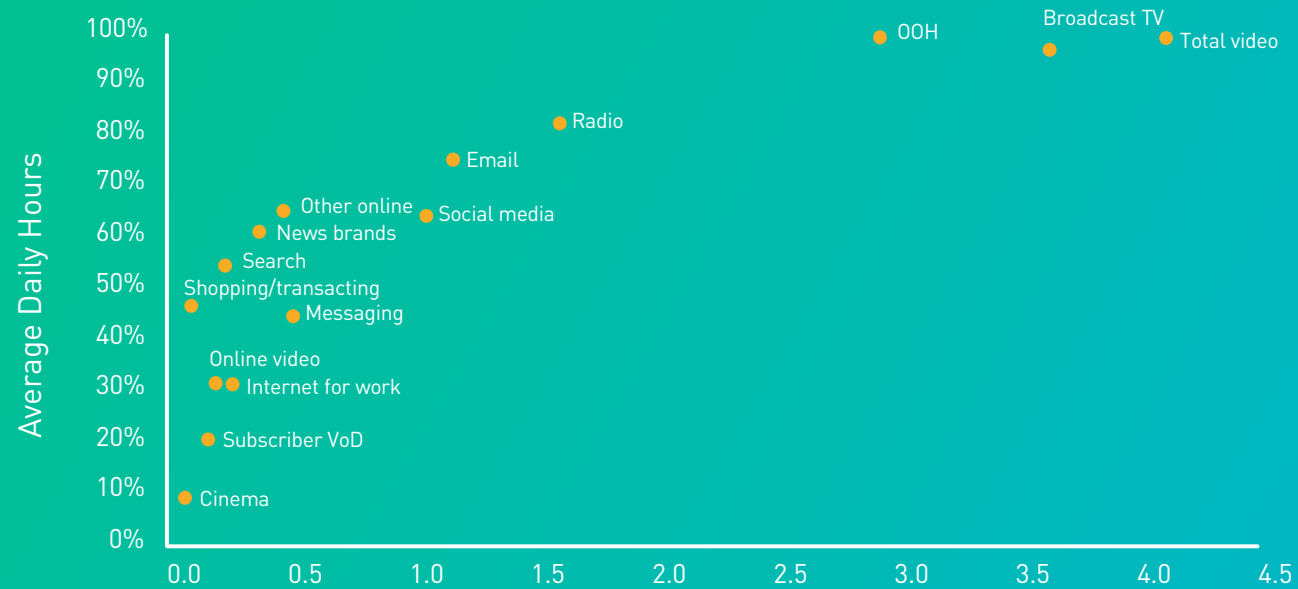
Source: ThinkTV analysis: Effies 2017 Finalist Entries

9. MAXIMISE REACH

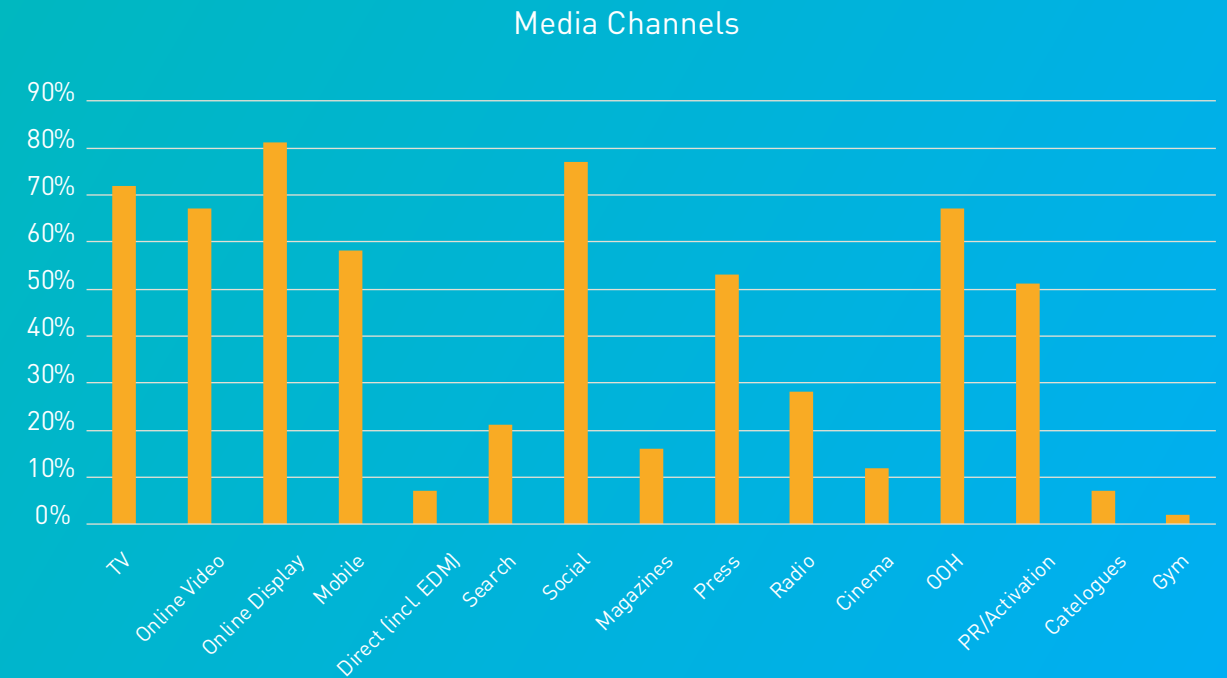
The best creative in the world is totally ineffective if no one sees it.

72%

Used TV in their campaigns



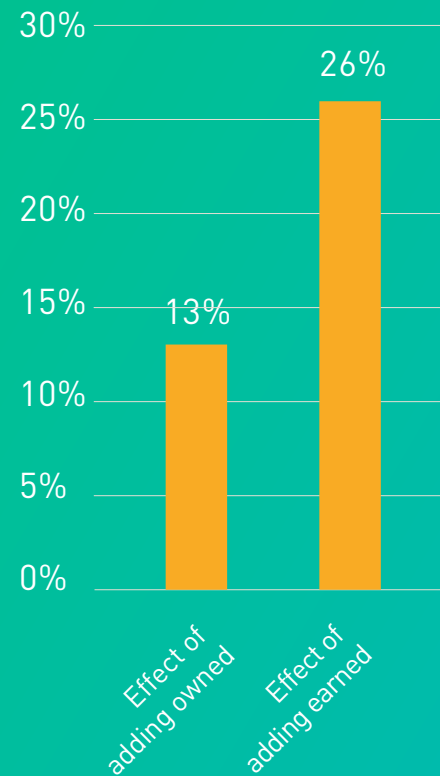
Source: Binet & Field 2017. Effectiveness in a changing Media Landscape



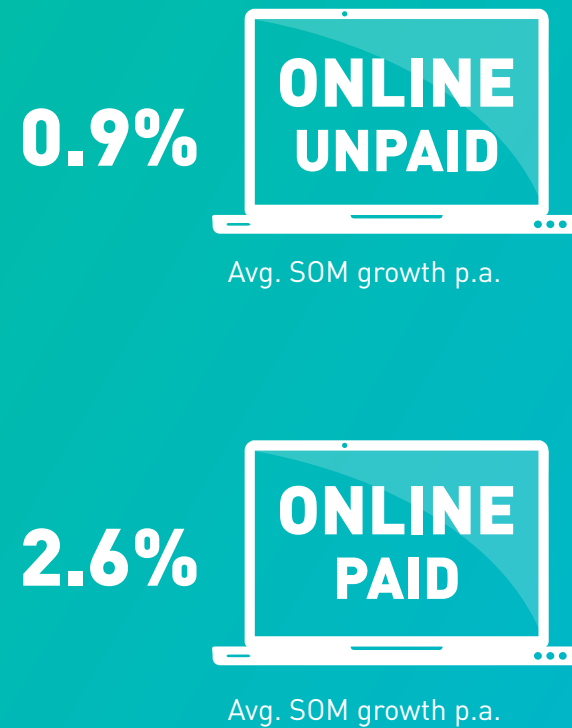
Source: ThinkTV analysis: Effies 2017 Finalist Entries

10. PAID MEDIA DRIVES GROWTH

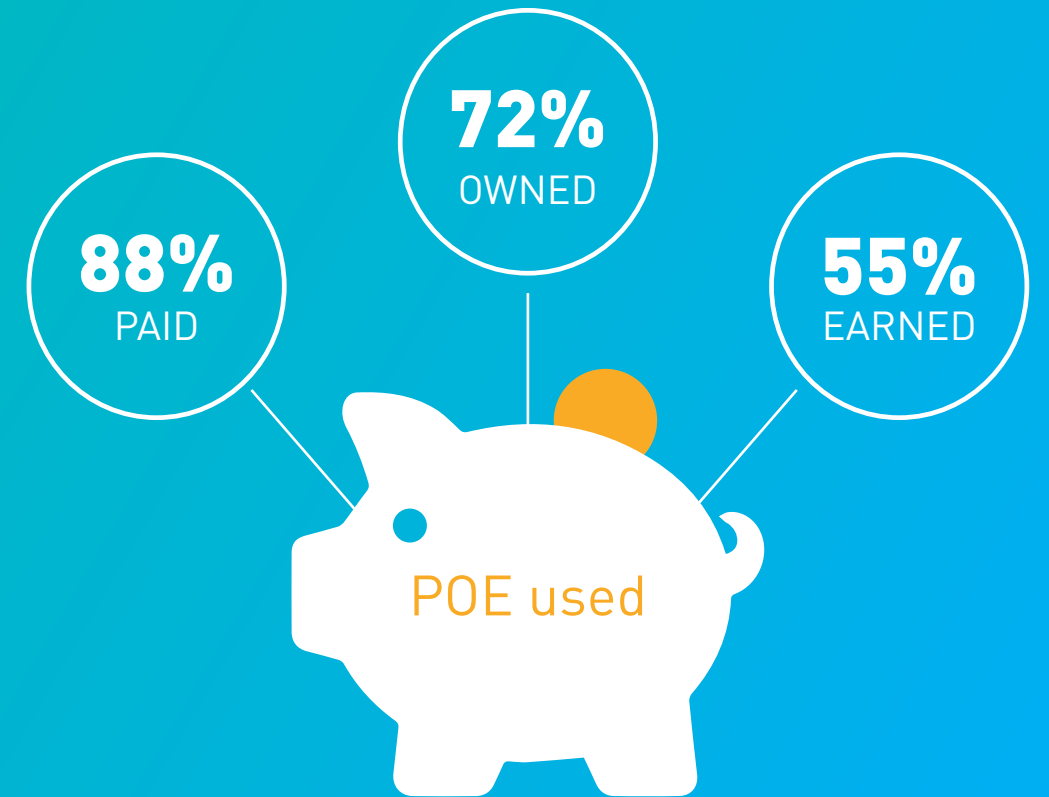
Earned is not an effective substitute because reach build is too slow.



Source: Binet & Field 2017.
Effectiveness in a changing Media Landscape



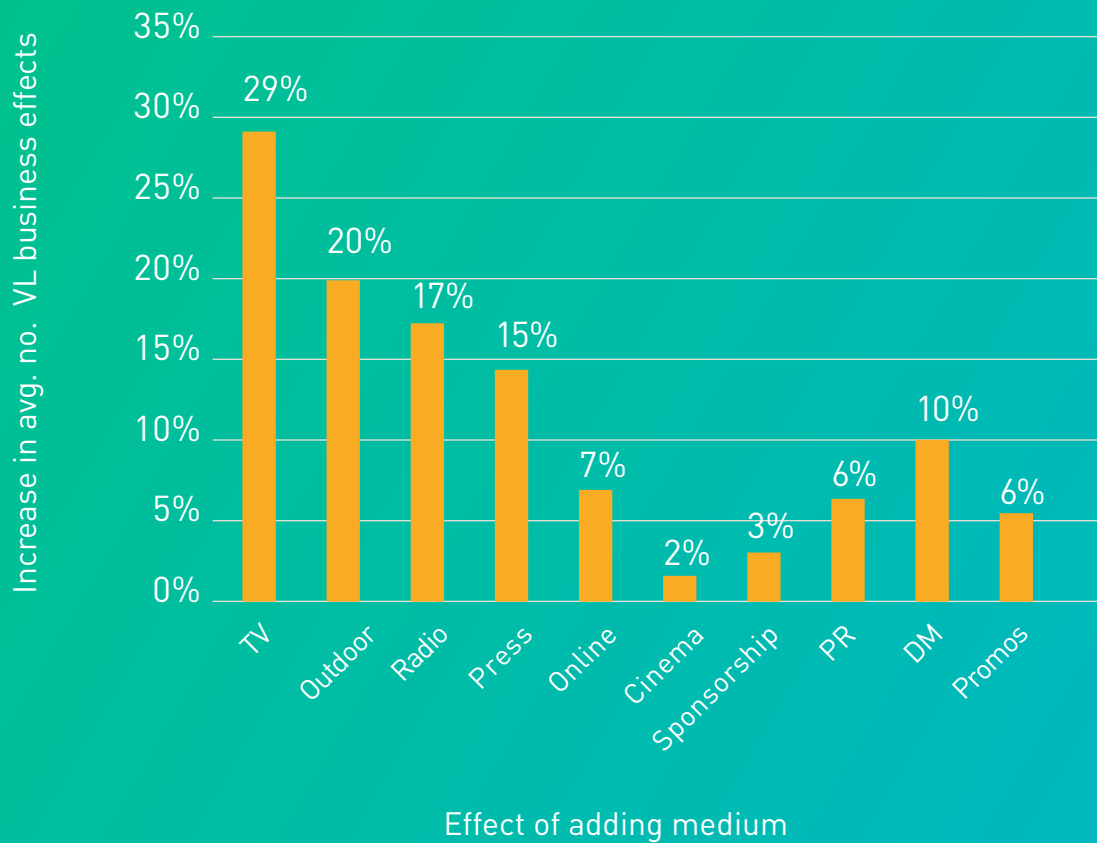
Source: Binet & Field 2017.
Effectiveness in a changing Media Landscape



Source: ThinkTV analysis: Effies 2017 Finalist Entries

11. SCALE DRIVES EFFECTIVENESS

Use the right channels to reach the right people at the right time.



Source: Binet & Field 2017. Effectiveness in a changing Media Landscape

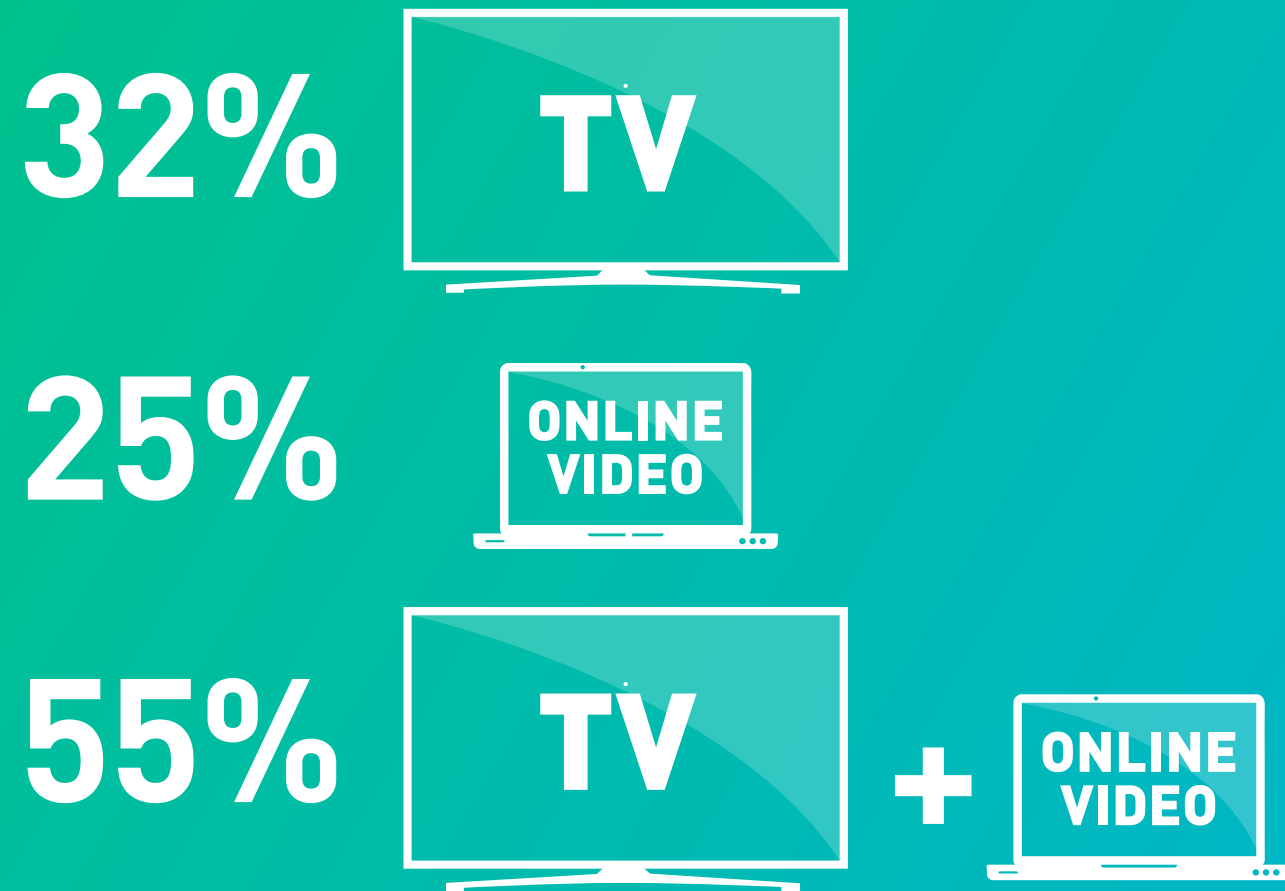
Ave. Channels Used



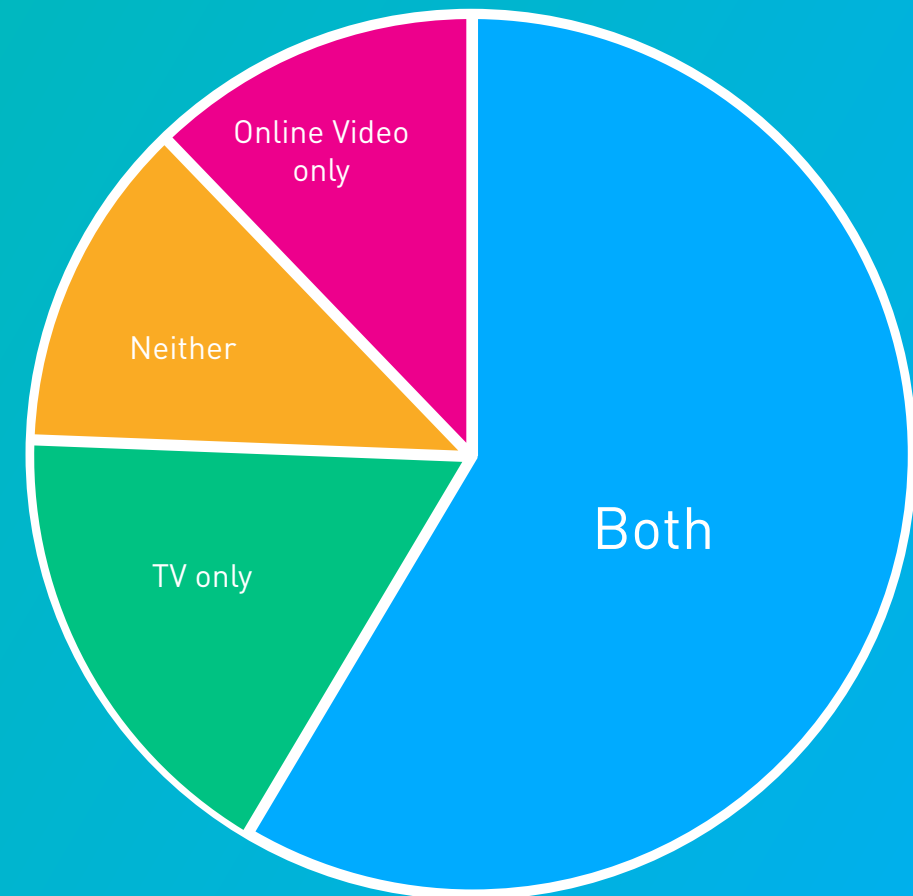
Source: ThinkTV analysis: Effies 2017 Finalist Entries

12. TV & ONLINE, BETTER TOGETHER

TV partners powerfully with other channels. Online amplifies TV's effectiveness.



Source: Binet & Field 2017. Effectiveness in a changing Media Landscape



Source: ThinkTV analysis: Effies 2017 Finalist Entries