

HOW TO WIN AN EFFIE

TIPS FROM 2018 EFFIE AWARD WINNERS



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HOW TO BE MORE EFFECTIVE

Tips from Effie Award Winners 2018

Why read this?

The advertising world is full of armchair critics, with mountains of sage advice about what you ought to do to grow your brands. Do more with less! Less is more! Or maybe more is more? One thing is for certain, the people most worth listening to are the marketers who are actually in the arena, striving valiantly, day in and day out, to put effective campaigns into market. And that is why ThinkTV has partnered with The Communications Council for the third year in a row, to peer under the hood of last years' Effie Award submissions and bring you a summary of what works.

ThinkTV is not going to tell you how to do your job, there are probably too many people on that bandwagon already. But we do have some ideas for you to consider, having spent considerable time and horse-power digging deeply into the latest batch of Effie contenders. ThinkTV has found some common themes across the most effective marketing campaigns and this wee booklet captures the highlights of what we discovered.

If you read one bit, read this

The analysis of Gold Effie winners reinforces many of the guiding principles for great marketing. Including the big one, budget. When it comes to budget, size isn't always the answer, but your audience truly is.

2018 Gold Effie winners showed deep strategic thinking within their campaigns; adapting and learning from past campaigns to achieve truly impressive results. Many brands triumphed over significant obstacles as part of their success; declining market share, lack of brand empathy or consumer connections, changing consumer behaviour and new shiny-faced competitive threats.

More often than not, the high ROI achieved by the winning campaigns was due to a commitment to research; research that aided winners in understanding their strategic challenges and their consumers, research used to deliver a holistic and insight-driven approach to campaign planning and inform choices about channel selection that would serve to align media and brand message.

Above all though, it was obvious that this group of successful marketers cherished their audience. Armed with clear goals and a desire to make their customers happy they set out to entice, persuade and ultimately convert their audiences. We can't tell you how they went about embedding laser-focus on the customer into their organisations, but we can tell you how much it impacted ROI. Read on.

2018 SUMMARY TAKEOUTS

1. Anyone Can Be A Winner

While any marketer from any category can win an Effie, this year the most gold Effie winners came from those entering the 'ROI' and 'Long Term Effects' categories.

Award Categories	Number of Winners
Return on Investment	2
Long Term Effects	2
Insight and Strategic Thinking	1
Retail/Etail	1
Other Consumer Goods	1
Health and Wellbeing	1
Marketing Solutions other than PR	1
Other Services	1

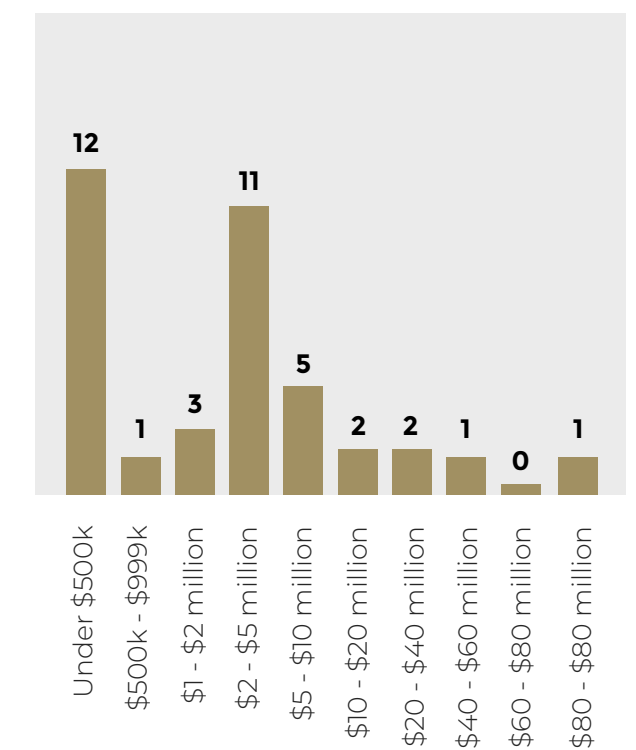
2. It's Not The Budget That Counts

It's all about the money, or is it? The 2018 Effie winners worked with a broad range of budgets; from less than \$500k through to \$80m.

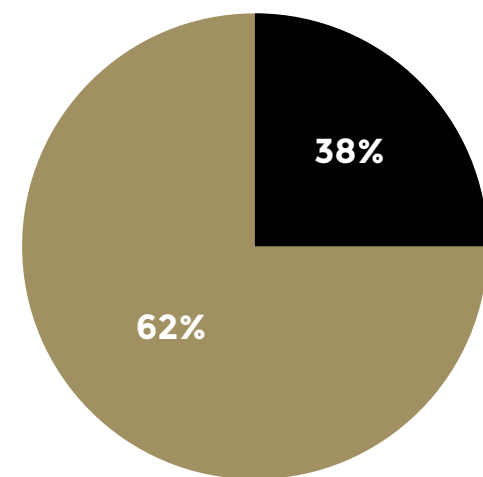
They say that money can't buy you love, and our analysis of Effie winners over the past three years proves that when it comes to marketing campaigns, money doesn't always buy effectiveness either.

Across the last three years more than 60% of winners had budgets less than \$2m. This year there were 16 campaigns that sat in that bracket and two Gold Effie winners achieved impressive results with a spend less than \$500k.

2018 CAMPAIGN SPEND BY WINNERS (GOLD, SILVER, BRONZE)

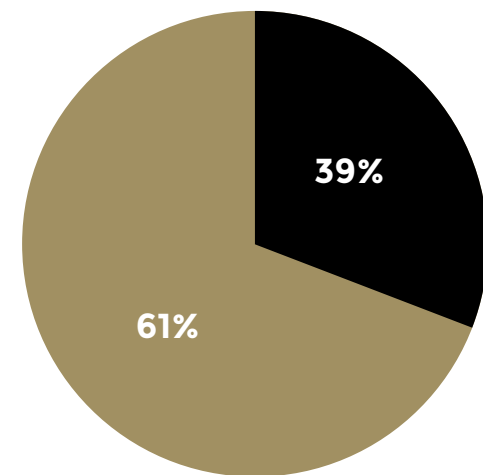


2016 PLACEGETTERS



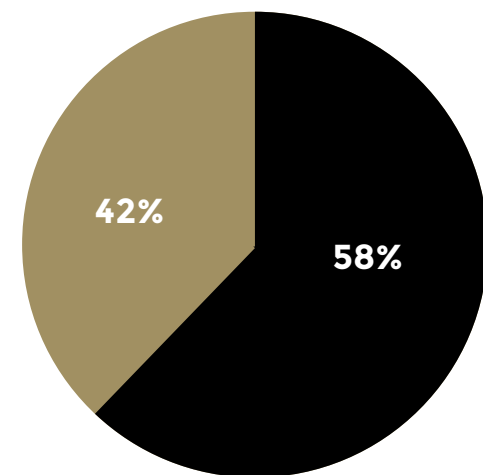
■ 2 million & above ■ 2 million & under

2017 PLACEGETTERS



■ 2 million & above ■ 2 million & under

2018 PLACEGETTERS



■ 2 million & above ■ 2 million & under

3. Choose Your Goals Wisely

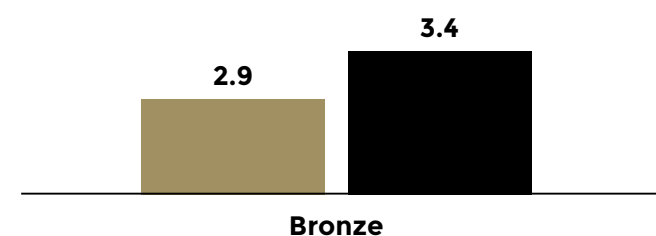
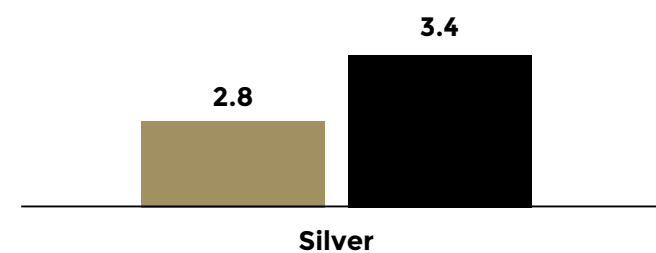
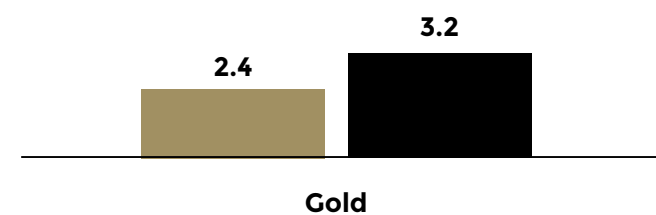
Would you rather be really smart or really rich? Based on our analysis it would appear that smart is more important than rich when it comes to marketing results.

Winning campaigns were very clear in defining the problem they were solving. All winners demonstrated this clarity, honing their goals to ensure they were laser-focussed, actionable and measurable. You could say that all the Gold Effie winners knew exactly where they were heading before they even hit the road.

NUMBER OF MARKETING GOALS

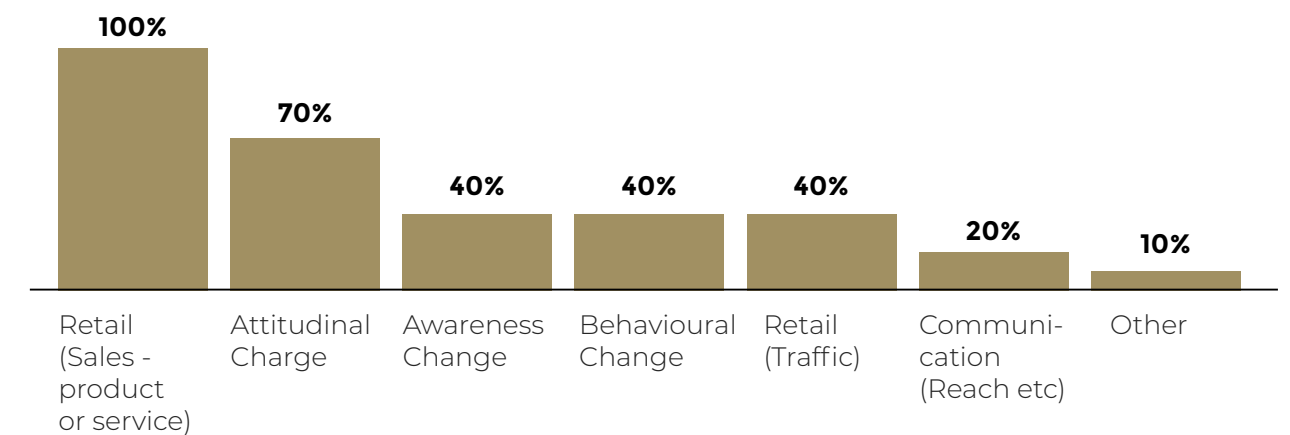
Gold winners have a smaller set of goals than those who just placed.

■ 2017 ■ 2018



Analysis shows that 70% of Effie winners wanted to change consumers' attitudes around their brand's products or services. Sound familiar? It's important to remember the role advertising plays in priming long-term memory to influence future behaviour. Winning campaigns were able to work hard at the top of funnel as well as hoovering up the folk at bottom of the funnel.

TYPES OF GOALS BY 2018 GOLD WINNERS



OBSERVATION:

The Effie Awards symbolise a consistent philosophy and rigorous set of practices, built around the demonstrated ability of communications campaigns to achieve marketing goals. Entrants this year were impressive, with an increased number of entries clearly articulating, setting and measuring marketing goals than previous years. The volume of entries correctly using the standardised ROI calculations based on the increase in gross profit (rather than additional gross sales) was also substantially improved.

INSPIRATION FROM THE **TEN** GOLD EFFIE WINNERS.

Every campaign can teach us something about how successful marketing campaigns work in today's changing world. These are the approaches that can elevate a campaign from good to great – and perhaps even silence those armchair critics.

Some of the standout learnings are listed.

1. BE BRAVE | GO BOLD

Our winners didn't use bold thinking to win awards. They were bold out of necessity. Some needed to overcome tough market conditions, some needed to redefine their position in the market or meet competitive pressure. Whatever the context, their bravery was rewarded.

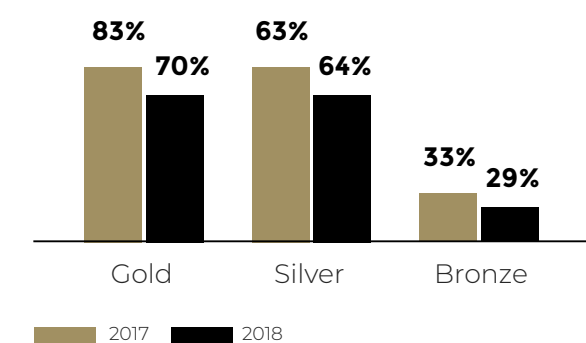
This year our Gold winners used brave ideas to achieve their wow factor.

Some of the standout learnings are listed below. Hopefully the learnings will inspire, inform or get you thinking about how you will develop your next campaign.

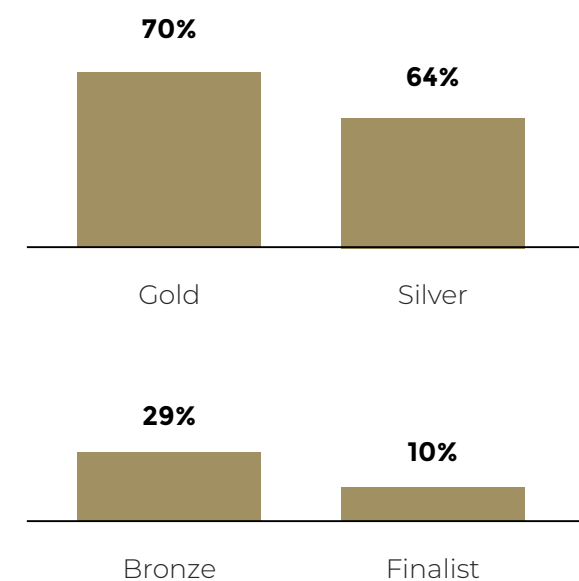
FINDING THE WOW FACTOR IS A MIX OF BOLD THINKING AND A BRAVE CLIENT. DON'T PLAY IT SAFE.

The wow factor is very consistent when looking at the last two years - the more wow the higher the placing. Note: Whilst 'wow' is intangible and subjective, the results show that brave, bold, out of the ordinary thinking consistently achieves greater business success.

WOW FACTOR 2017 vs 2018



HIGH WOW FACTOR (TOP 2 BOX) USED





Canadian Club boldly asked themselves to “consider the unthinkable”

Canadian Club took a risk to be culturally provocative, by asking a traditional beer demographic if they were “over beer”. Their research provided them confidence their target might be ready for behaviour change, however they then took a brave (and impactful) move with their delivery. Canadian Club invaded traditional beer advertiser’s territory, launching across NRL and AFL Grand Final weekends and securing the rights to the drinks breaks in the cricket. A bold strategy was rewarded with a huge year on year sales uplift, a growth rate 3x the category average and, extraordinary, more than 300% return in gross profit for every marketing dollar spent.

Canadian Club®

2. DON'T BE SHORTSIGHTED | PLAY A LONG GAME

Gold winners consistently showed a long-term vision for their brands. They achieved this by developing campaigns where thinking big was at the heart of the campaign and coupled their big idea with a commitment to growing their brands over the long term.

“A brave client can be the difference between good work and great work”

Meat and Livestock Australia - MLA

Gold Effie winners made sure long-term goals were built into their strategy.

The Meat and Livestock strategy generated an ROI of more than 150% by appreciating the benefits of a long term strategy:

MLA also found that

“Strategic consistency enables creative freedom”

“A long-term strategy helps agencies work together for great results”

Meat and Livestock Australia - MLA

CAMPAIGNS THAT IMPROVED THEIR EXISTING STRATEGY MADE UP THE MAJORITY OF GOLD WINNERS.

Type of Campaign	Number of Gold Winners
New Products	0
Brand Extensions	1
Existing Product – Improved Strategy	9
Existing Product – no change in strategy	0

THE GOOD NEWS IS THAT, YOU MIGHT NOT NEED TO WAIT TOO LONG TO SEE RESULTS EITHER...

“Long term goals can deliver short-term success”

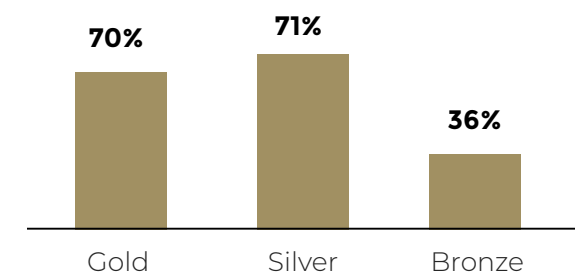
Optus

3. KEEP IT SIMPLE | DEVELOP LASER FOCUS

Don't be fooled by simplicity. A significant amount of research and effort goes into developing and defining a proposition that is simple enough to galvanise a whole campaign effectively.

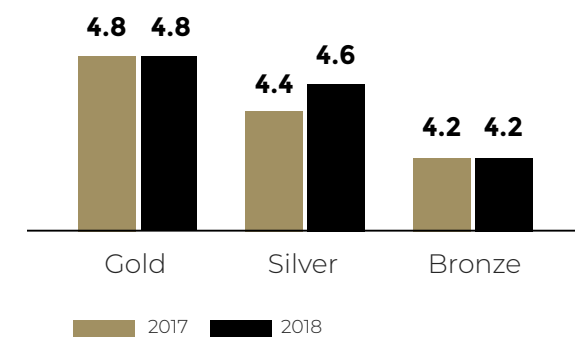
What is evident is that “keeping it simple” drives success.

2018 CAMPAIGNS USING A SIMPLE STRATEGY



The more successful campaigns employed a simple strategy.

SIMPLE STRATEGY USED 2017 vs 2018



In 2017 and again in 2018, simplicity has proven to be important.

The chart also shows that while Gold winners had the 'simplest' strategy position, the Silver and Bronze winners weren't far behind.



Optus brought simplicity to the complex.

Focus groups told Optus that the category was perceived as complex and alienating and that their price-led communication strategy was far from simple. They found the solution by shifting to a network-led advertising strategy and used Usain Bolt to reposition Optus as a World Class network. The simplicity of the new concept allowed consistency across channels and generated an increase in Network Net Additional Customers, an increased ARPU, and a greater customer retention rate. All of which led to a 5x improvement in customer lifetime value.

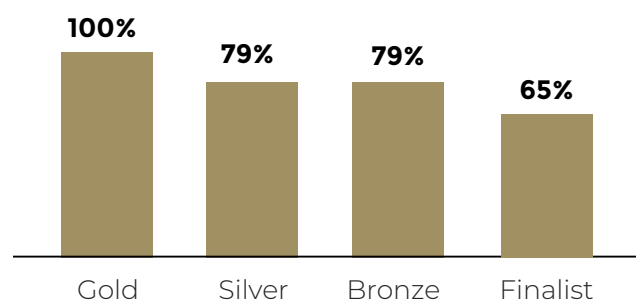
OPTUS

4. FIND YOUR TRUTH

All the Gold Effie winners embraced a core brand or category truth in their strategy. Many marketers believe 'brand purpose' is the key to marginal gains in an ever-maturing market and that consumers will identify with brands that back a societal cause as part of their company mission. However noble this is, the indisputable fact is that it is the 'brand's purpose' not 'brand purpose' that drives the result. Gold winners identified a 'truth' that set them apart from their competitors – and delivered an authenticity and an appeal that couldn't be matched by rivals.

Analysis shows that adoption of an authentic and real truth by brands is a key indicator of success and the results below show the significance of that compared to the Silver, Bronze and Finalists.

2018 USE OF AN EXISTING PRODUCT 'TRUTH' IN THE STRATEGY



UbK were wise to the benefits of being honest and connecting with the consumer 'truth' about their brand.



OBSERVATION:

"Whilst most marketers feel it's their duty to make their brand feel important to its users, marketing over-estimates that level of importance" (UbK)

5. TELL THE STORY WHERE EVER YOU NEED TO

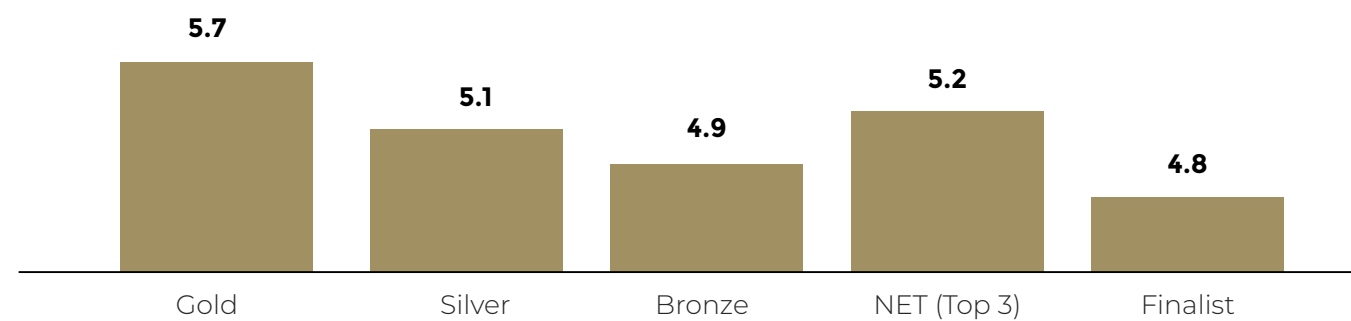
Within a wide range of budgets, the common theme among this year's Gold Effie winners was the utilisation of paid media to achieve the greatest possible reach. Gold winners used the largest number of paid media channels compared to placegetters and finalists.

The majority of the Gold winners used TV, most of them as the major media in their award-winning campaigns. This did not mean that they abandoned other forms of video delivery, with 9 out of 10 winners also using online video, and 80% using both. Interestingly, the use of video as a tool to communicate with consumers grew in other channels with social and digital OOH channels showing video usage as well.

Gold Effie Winners Media Snapshot

Gold Effie winners used the most paid media channels.

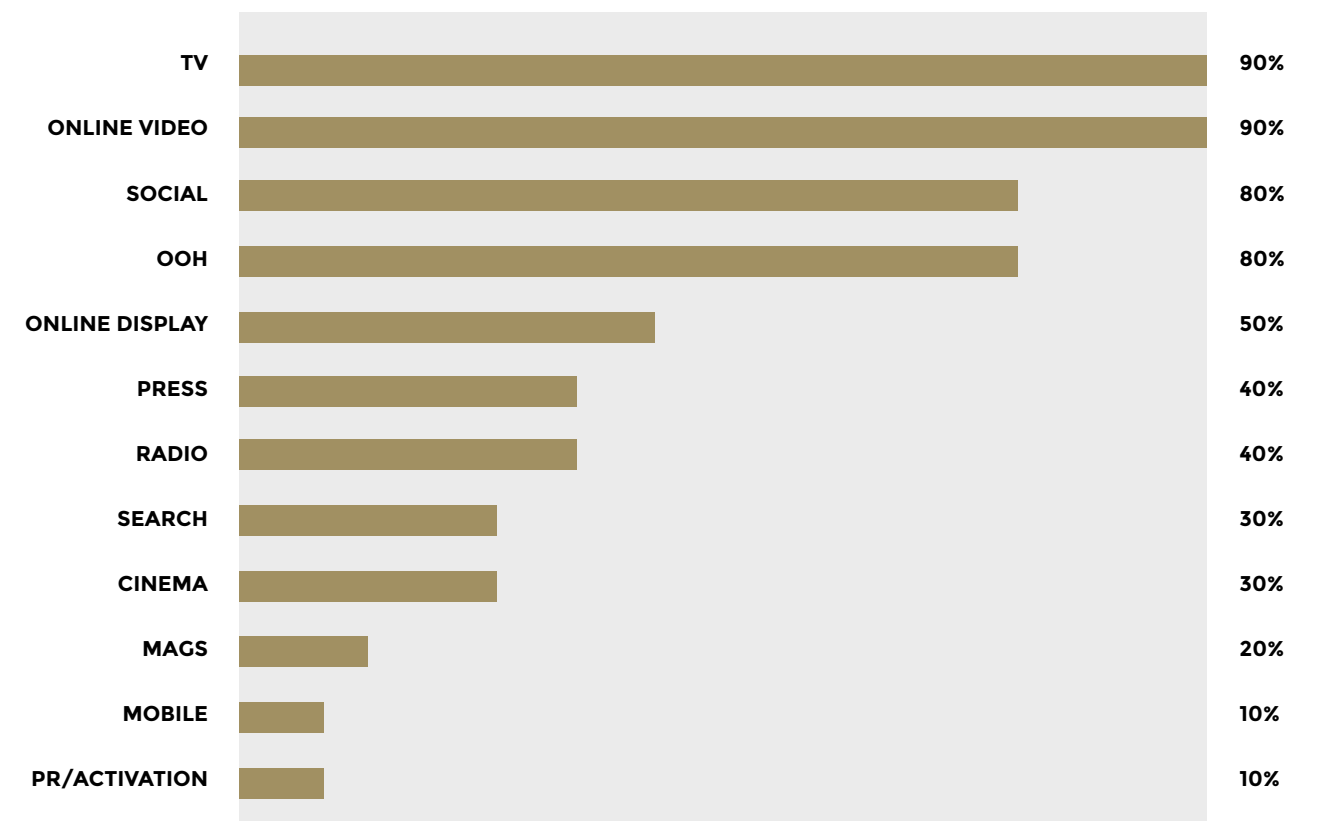
NUMBER OF PAID MEDIA USED



Gold winners were the most likely (9/10) to use video (TV or online).

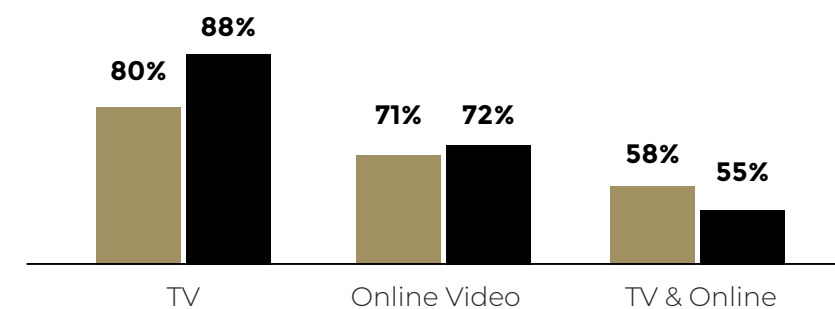
80% of Gold winners used both TV & Online

GOLD EFFIE WINNERS USE OF PAID MEDIA



Video usage was very high and constant YOY with a lift in TV usage for 2018.

VIDEO USAGE - 2017 vs 2018



A CHANGE ROOM TO CHANGE PEOPLE'S OPINION OF WOOL

LIVE



MJ Bale used video as the primary tool to both entertain their consumers and communicate key product features.

MJ Bale's campaign was designed to 'stress test' their product claim of 'the coolest suit on the planet' with video reports from some of the hottest locations on the planet. Not only did the art of storytelling and the medium of video carry the brand experience, it also generated 70 pieces of content used to drive the "brands" owned and earned media channels.



Most people don't think of wool as a summer fabric.



So we dressed a weatherman and sent him on a heat seeking mission.



Every day he predicted and travelled to the hottest place on earth.



Then forecast the extreme conditions to our live social audience.



Using social polls our fans could reward or torture him even more.



Fans could experience the temperatures for themselves in our change room.

RESULTS:

21 million people reached.
An 852% increase in search volume for our suits.
An 88% increase in search for 'summer suit'.
One broken weatherman.

THE COOLEST SUIT ON THE PLANET



M.J. BALE
Gentlemen's Clothiers

6. CONNECT EMOTIONALLY

ThinkTV’s Benchmark Series study into emotions in advertising proved that ads that generate a strong emotional response have a greater sales impact. A number of 2018 Effie winners also used emotional connection to drive strong campaign results.

Mitsubishi found success by mining Australian’s feelings about their brand.



Then	Results
<p>Mitsubishi lost that loving’ feeling;</p> <ul style="list-style-type: none"> • 72.7%* of Australians were feeling indifferent towards the brand. • The brand was summed up as being “remarkable in its unremarkableness”.** • Awareness was high but consideration low, they needed to find a “reason for being” beyond price. 	<p>The new campaign ‘Built for the Time of Your Life’ connects emotionally, unlocking big sales wins;</p> <ul style="list-style-type: none"> • Mitsubishi beat the category averages for volume growth for small, medium & large SUV’s • ASX became the #1 selling small SUV in Australia for 2017, overtaking the newer Mazda CX-3. • Inbound sales leads increased 36%

Mitsubishi’s top 5 for emotionally connecting with consumers:

1. Retail brands need big emotional ideas too.
2. Retail executions can leverage emotive hooks from branding campaigns.
3. Don’t be afraid to own a category feeling.
4. Music is pure emotion.
5. To move big audiences, we need broad reaching channels that are able to convey emotion.

*Roy Morgan Single Source (Australia)
January 2009-September 2017
**Mitsubishi Motors car clinic research 2015

Paid, Owned or Earned?

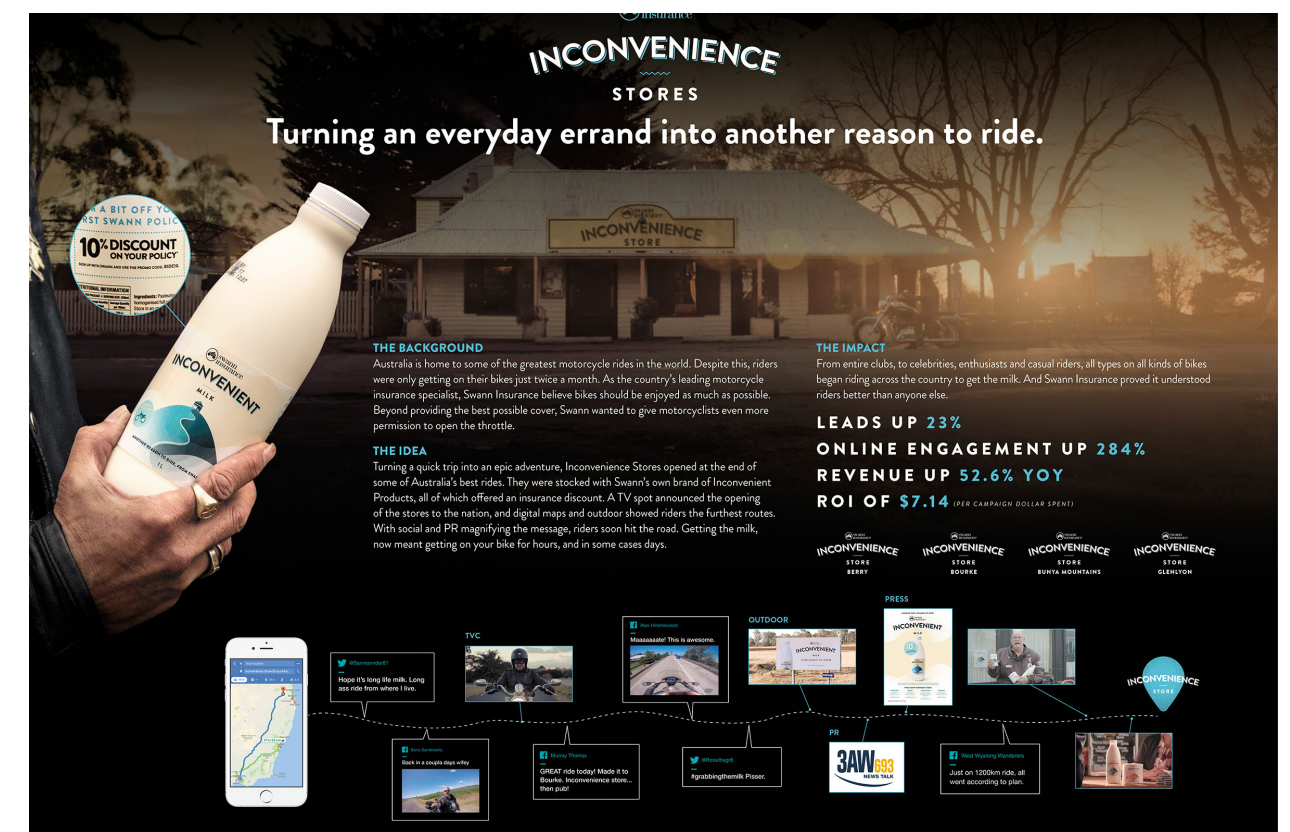
Overall, Gold and Silver winners used more touchpoints (across paid, owned and earned) in both 2017 and 2018 which is a reflection of the increasing fragmentation of media usage.

A bar chart comparing the percentage of Gold, Silver, and Bronze medals for three categories: Paid, Owned, and Earned. The legend indicates Gold is represented by a tan bar, Silver by a grey bar, and Bronze by a black bar. The data values are displayed above each bar.

Category	Gold	Silver	Bronze
Paid	100%	100%	93%
Owned	90%	93%	100%
Earned	30%	21%	57%

Medal Type	2017	2018
Gold	8	8.9
Silver	6.8	9.6
Bronze	4.7	8.5
Total (2018)	-	27

Swan identified and executed a strong brand truth and switched to an emotionally led campaign to achieve huge results from a budget of less than \$500k. This even included contextual placement of a TVC in the motor Grand Prix and onsite activations.



8. BE HOLISTIC

The Grand Effie Winner - Australian Defence Force - reminds us that successful campaigns are about more than advertising. To truly reach a consumer today brands need to be thinking holistically about their customer’s experience with their product or service.

The business challenge for the Australian Defence Force was to “reposition the ADF as a 21st Century employer, not just through communication but in how it acts throughout the candidate journey, driving operational change to deliver record recruitment returns on a reduced budget”.

ADF thought carefully about their customer’s experience, knowing that if they didn’t do a complete job, their communication strategy would be hamstrung before it began.

The core idea of the campaign was to “transform every experience within the recruitment process – from awareness to enlistment – reflecting the reality of the ADF as a modern, people-focussed, high-functioning organisation.”

This significant challenge meant the Australian Defence Force had to change a traditional organisation in order to target millennials who think and act differently to previous generations.

So, understanding the problem and the scope of the solution the Australian Defence Force set about making this change. After examining all the elements that makes up the ADF recruitment process they rebuilt all the consumer touchpoints (and communication collateral) to resonate with their target audience.

RESULTS SNAPSHOT

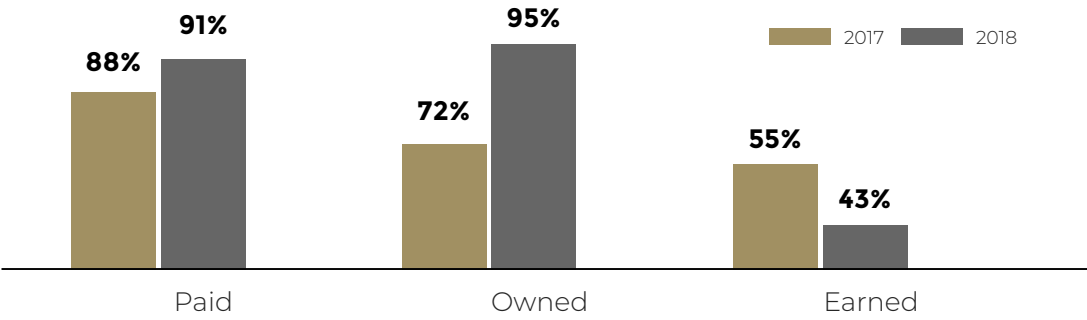
Target	Result
Increase consideration to join ADF from 24% to 28%	Achieved 36% in 2017
Increase female enlistment by 50%	Achieved 100% increase
Increase ATSI enlistment by 25%	Achieved 126% increase

Show % lift in stat box above
 Australian Defence Force [logo]
 Australian Defence Force
 [campaign assets; including website, social, forms TVC]

Gold winners maximized owned assets and coordinated all paid and unpaid touchpoints.

The use of owned media increased in 2018 (website, social and digital assets predominately)

RANGE OF POE 2017 VS 2018



Note: Australian Defence Force is a great example of 'owned media' use and improvement.

THE 2018 EFFIES IN A NUTSHELL

The 2018 Effies had more entrants, stronger finalists, more refined research and an improved commitment to ROI measurement compared with any previous year. So it is not at all surprising that 2018 saw a record number of Gold Effie winners.

So, what did we learn from the winners in the biggest ever Effie year?

1. CHOOSE TO BE BRAVE AND BOLD

They say that fortune favours the brave. And the 2018 Effie winners were nothing if not brave; showing us that bold, out of the ordinary thinking is at the heart of effectiveness. And it's not rocket science is it?

Canadian Club knew that blending in with the clutter by doing what was expected wouldn't get them the attention they needed to move the dial.

2. DON'T BE SHORTSIGHTED AND PLAY THE LONG GAME

It's a truth universally acknowledged that long term goals can deliver short term success. But if you accidentally flip that statement around, the opposite doesn't apply nearly as often. So, if you truly want to maximise ROI and effectiveness in the short and long term, then be like Meat & Livestock Australia, find a brave strategy to drive brand fame and stick with it.

3. KEEP IT SIMPLE AND DEVELOP A LASER LIKE FOCUS ON THE JOB AT HAND

At ThinkTV we think this is the trickiest part of all. Simple but not simplistic. Optus found a way to take a complex category offering and simplify it behind a single, simple premise. Simplicity provides uniformity and consistency and, as it turns out, delivers a strong ROI.

4. FIND (AND SPEAK) YOUR TRUTH

It's easy to fall into the trap of believing your consumers are as interested in your brand as you are. At ThinkTV we like to call this "brand manager attachment disorder" and the first step to avoiding it is to be aware of it. UbK did just that and found their strength and differentiation by speaking truthfully about how little their brand actually matters to their target.

5. TELL YOUR STORY, LOUD AND PROUD, TO AS MANY CUSTOMERS AS POSSIBLE

2018 saw a lift in media spend amongst Effie candidates, and good use of tent-pole TV programming to showcase contextual relevance to targeted and mass audiences. The power of video, either TV and or online, proved the dominant format for the most effective campaigns. At ThinkTV we believe that one of the reasons video works best is because it allows brands to connect emotionally. So, without further ado...

6. CONNECT EMOTIONALLY

You know those Christmas ads? The ones that bring a lump to your throat and maybe even make your eyes leak a little bit? Well we want to see more of those. Because at ThinkTV we know from The Benchmark Series that ads that elicit a strong emotional reaction generate a better sales response. The 2018 Effie analysis reiterates the finding that consumers love to feel all the feels and reward you handsomely.

7. THERE IS A SOLUTION FOR EVERY BUDGET

Swann Insurance found their brand truth (tick), delivered an emotionally lead campaign (tick) and delivered contextual placement of their TVC in the Grand Prix with onsite activations (tick) for less than \$500k (tick). How did they go? An ROI of more than 400% (boom).

8. BE HOLISTIC

The Grand Effie Winner - Australian Defence Force - demonstrated that successful marketing campaigns are about more than just advertising. To truly engage a consumer today a brand must deliver a holistic customer experience, ensuring that all elements of customer experience consistently deliver the message to their customers.

THE LAST EFFIE-ING WORD

Formula.

The 2018 Effie Awards tell us there is a formula for success. You can drive better results by using research to find your brand truth, be laser-like in your focus, think holistically about your customers experience and don't be afraid to inject a little bit of wow-ness to drive strong businesses results for the future. Simples, right?