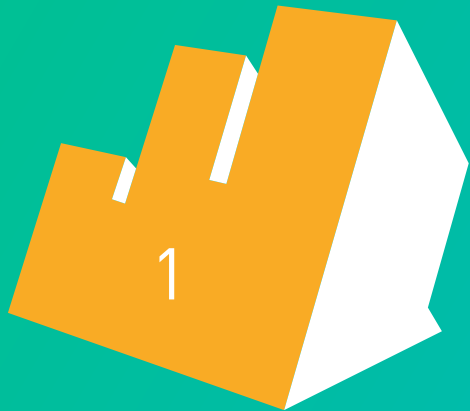


# 12 STEPS TO CREATING EFFECTIVE CAMPAIGNS

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# AUSTRALIAN EFFIES 2017

Of 97 finalists, 43 Effies were awarded.



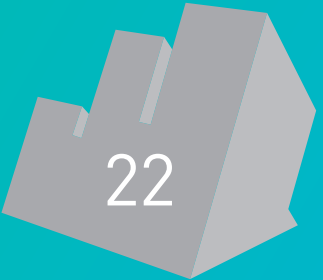
GRAND EFFIE

Beverages



GOLD

Beverages  
Government  
Retail  
Sport  
Pharma



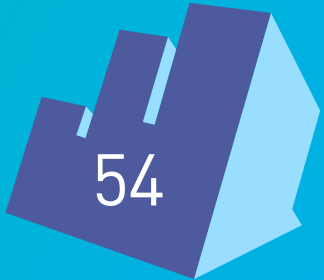
SILVER

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



BRONZE

Beverages  
Retail  
Sport  
Pharma  
Food  
Auto  
Financial Services

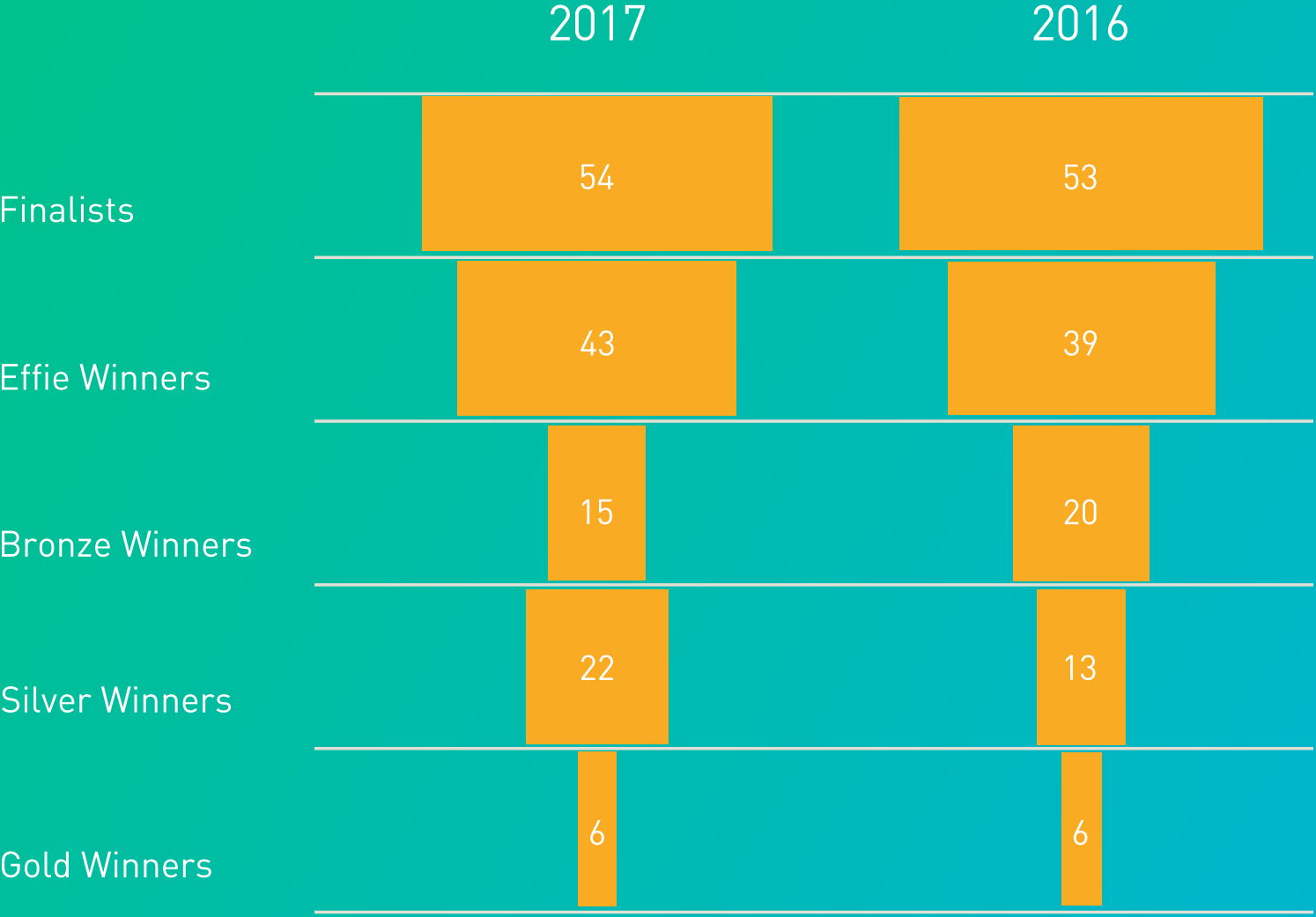


FINALISTS

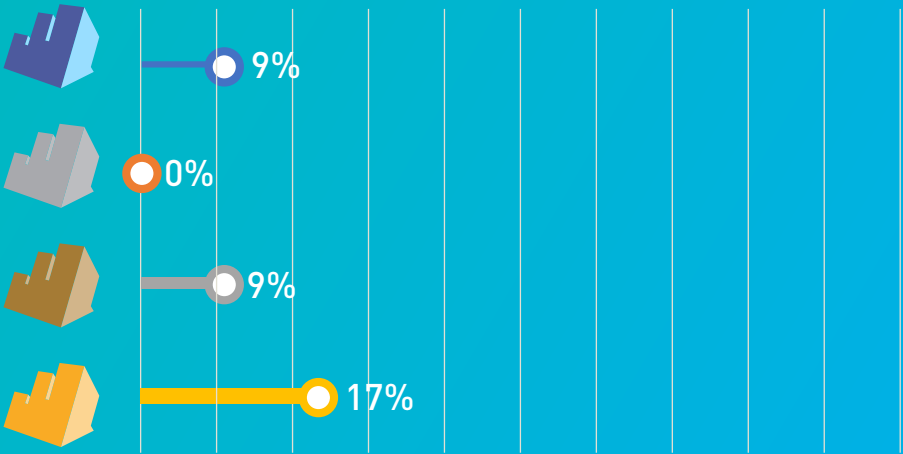
Source: ThinkTV analysis: Effies 2017 Finalist Entries



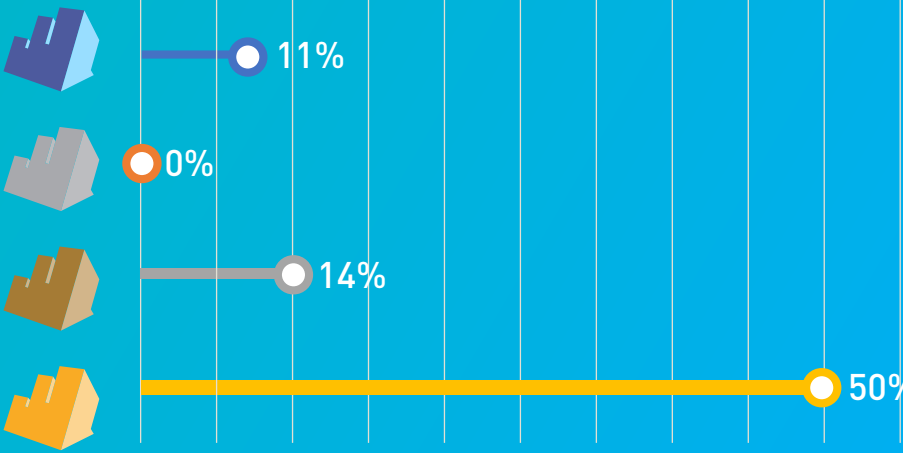
# THE BAR IS HIGH



## New news is not necessary



## New products drive ROI

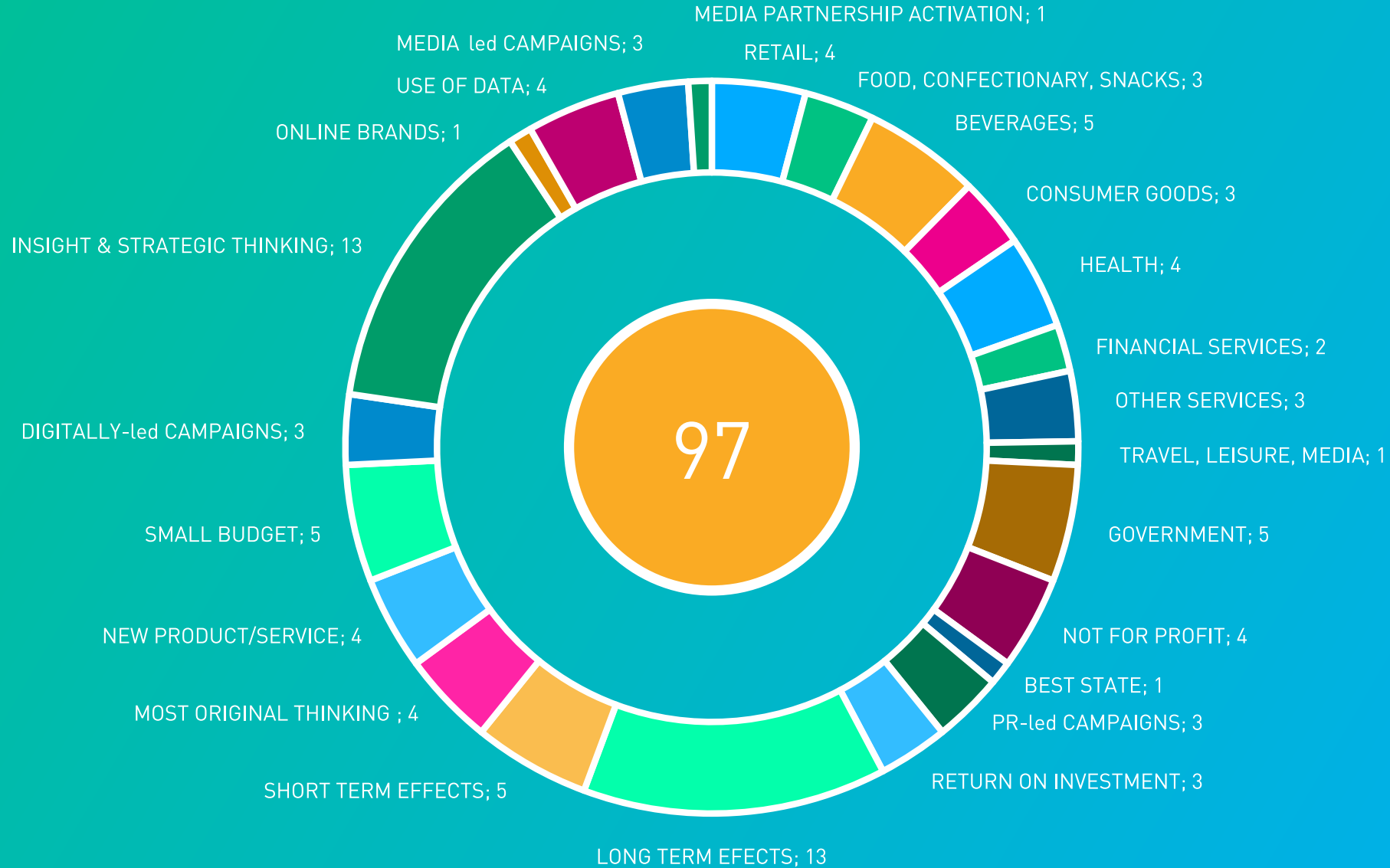


Source: ThinkTV analysis: Effies 2017 Finalist Entries



# AUSTRALIAN EFFIES 2017

Of 97 finalists, 43 Effies were awarded.



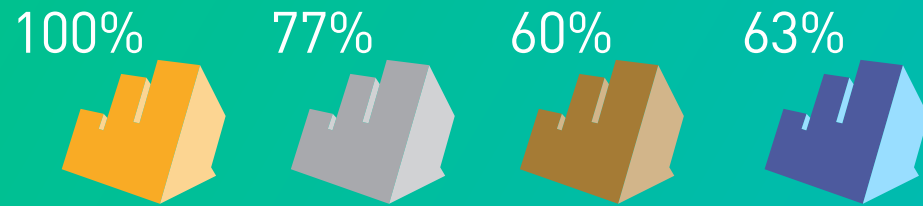
Source: ThinkTV analysis: Effies 2017 Finalist Entries



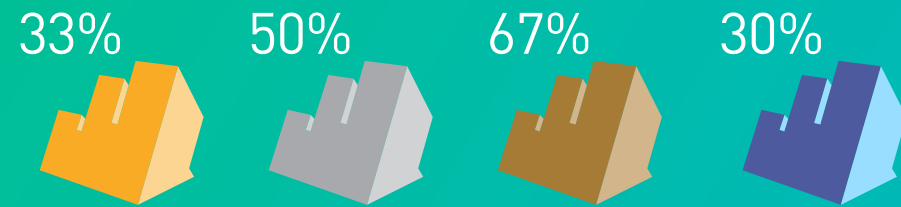
# AUSTRALIAN EFFIES 2017

40% of supplied ROI figures were calculated correctly.

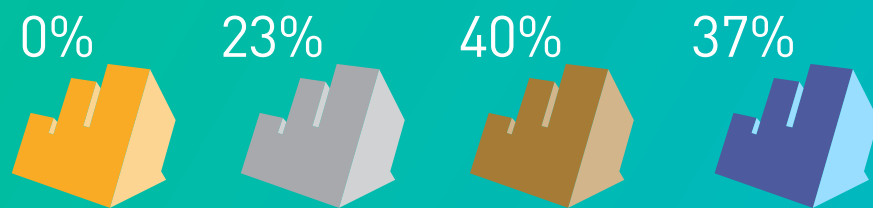
## Content - ROI Supplied



## 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

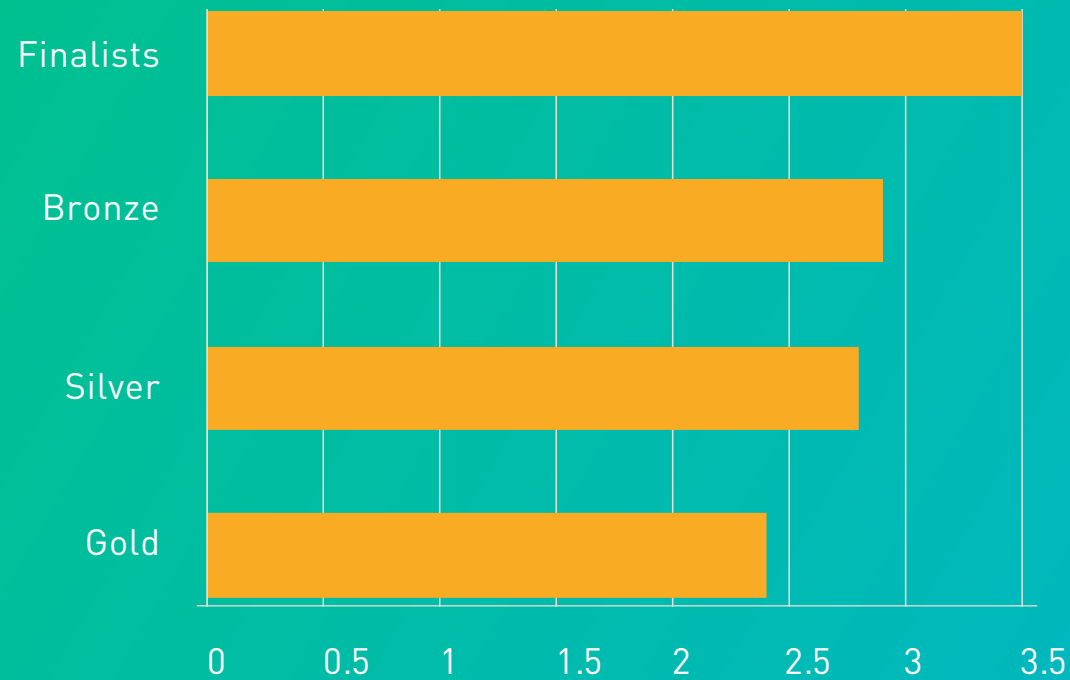
You don't need a huge budget to have an effective campaign.



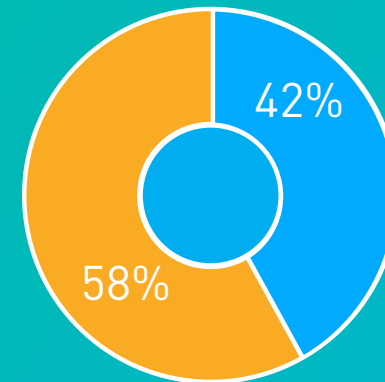
## 2. FOCUS FOCUS FOCUS

Focus on delivering to tightly set objectives.

Ave. Goal per campaign



Australian Effies 2017

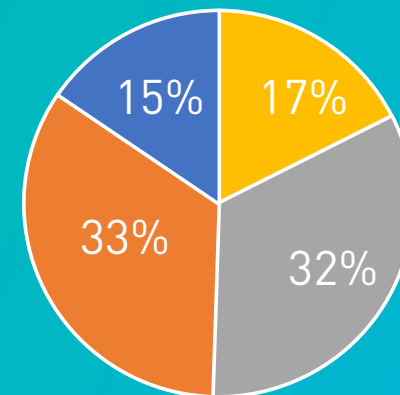


- Predominantly Branding
- Predominantly Activation

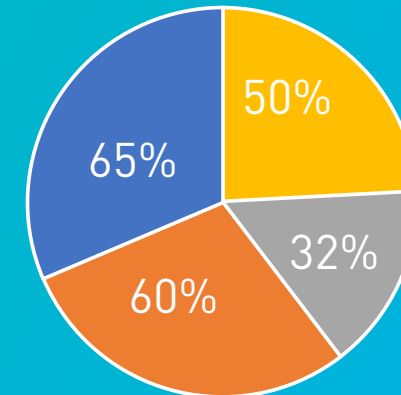
100%

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

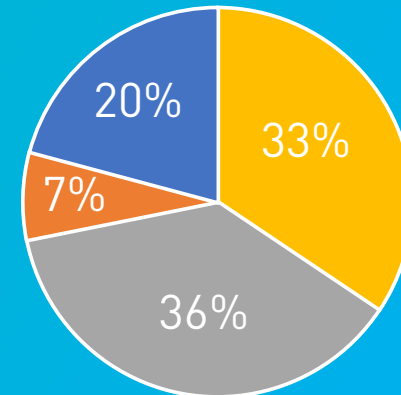
Sales



Sales and Comms



Comms



- Finalist
- Bronze
- Silver
- Gold

Shortlisted campaigns have fewer goals

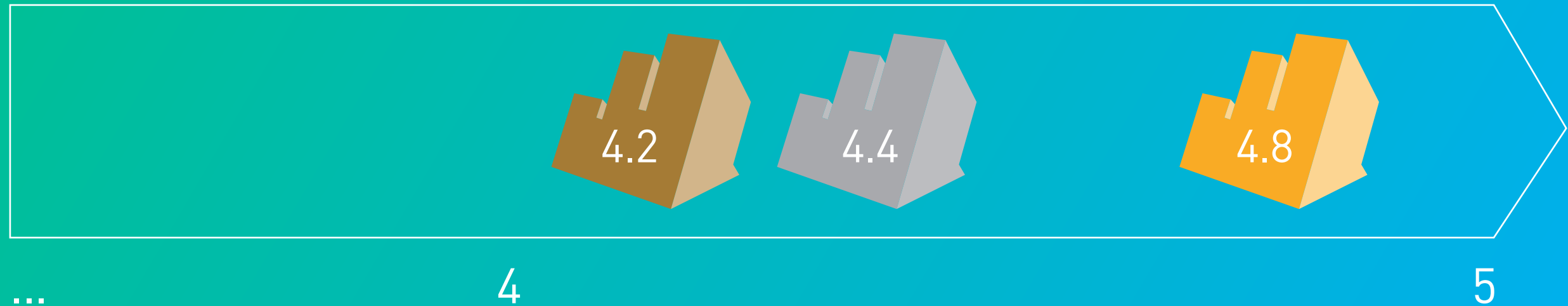
Focus on delivering to tightly set objectives, rather than a broad array of achievements

Mixture of addressing consumer needs and marketplace opportunities.

# 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.

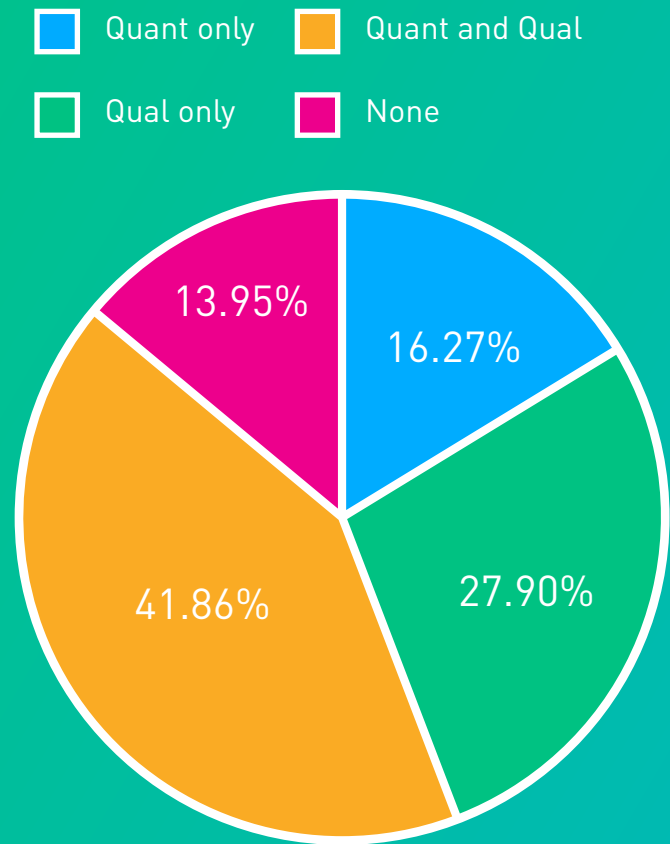


Source: ThinkTV analysis: Effies 2017 Finalist Entries

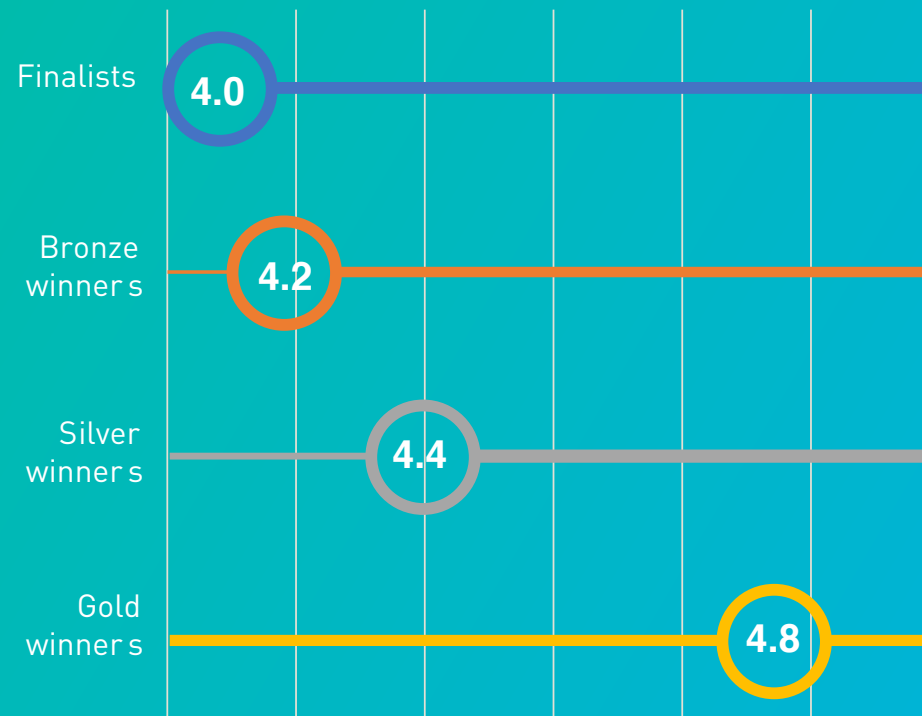


# 5. MEASURE PERFORMANCE

Data driven marketing decisions improve campaign measurement.




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

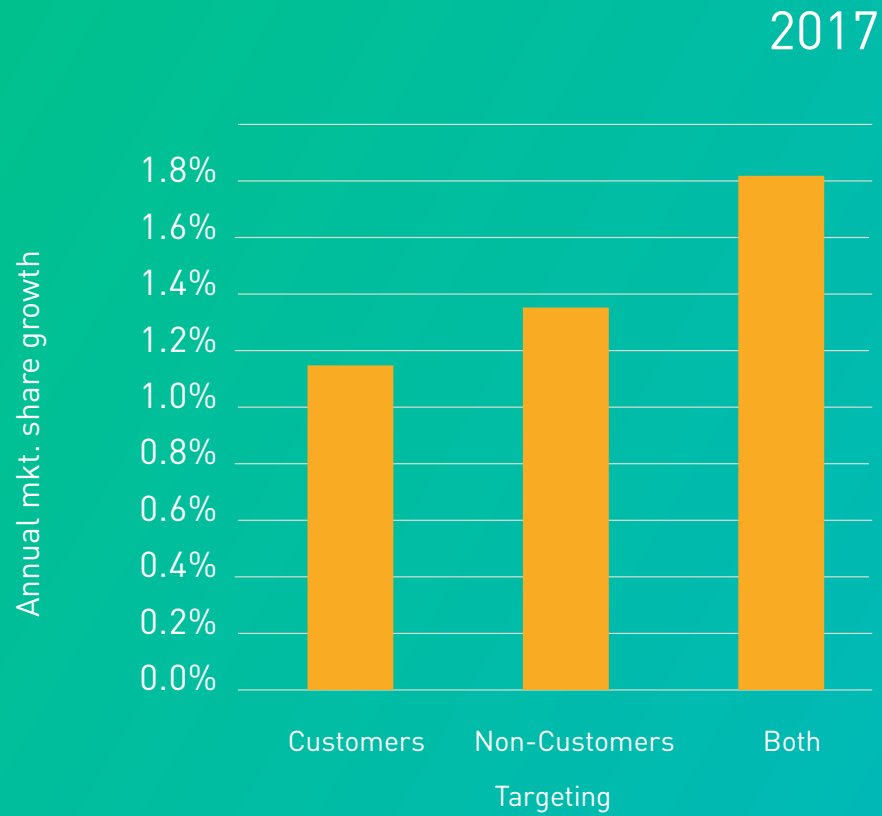
 Econometrics  
0 CASES

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



**35%**

Specific Target  
(Loyalists; Existing Customers)

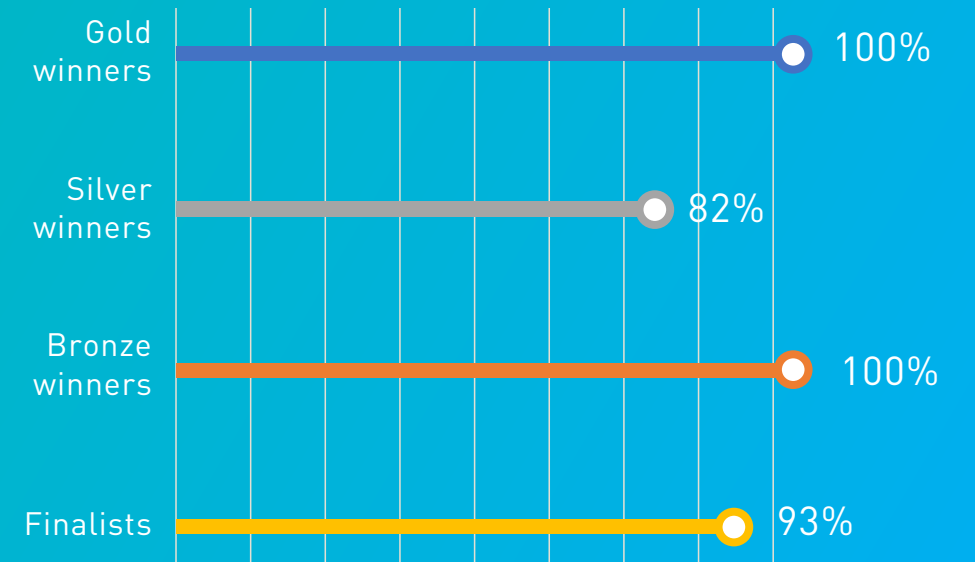


**65%**

Broad Target  
(Mix of Customers/  
non-customers)

Source: ThinkTV analysis: Effies 2017 Finalist Entries

Consumer Insights - Essential for success



**35%**

Winners had a clear view  
of their target audience

**vs**

**24%**

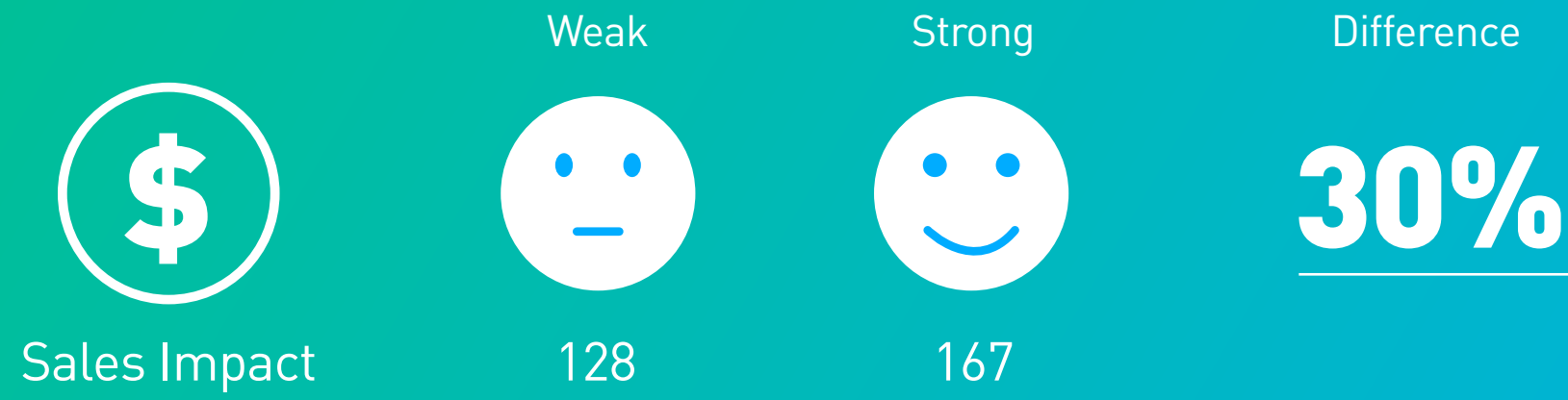
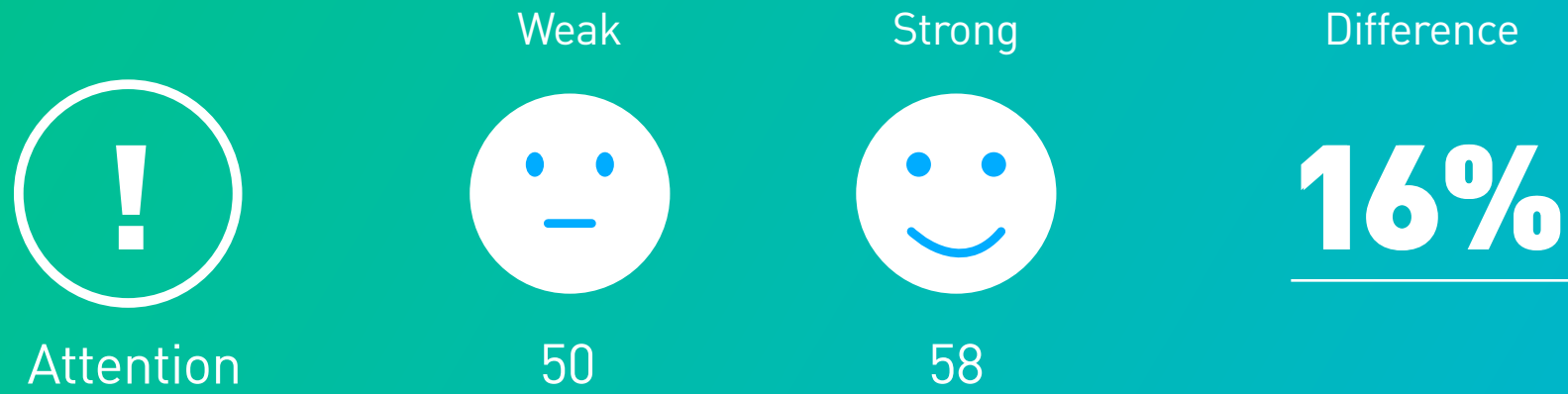
Finalists had a clear view  
of their target audience

# 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

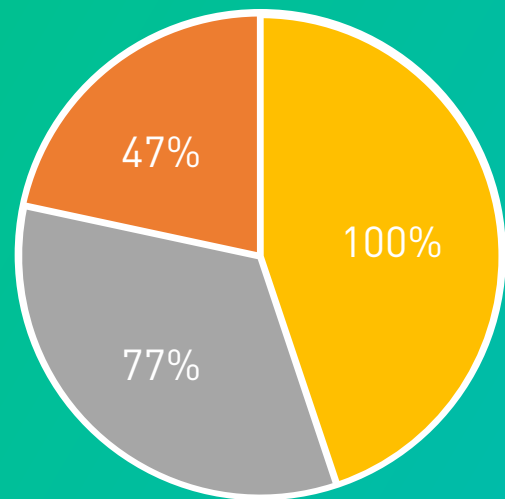


# 8. ALIGN CHANNELS TO OBJECTIVES

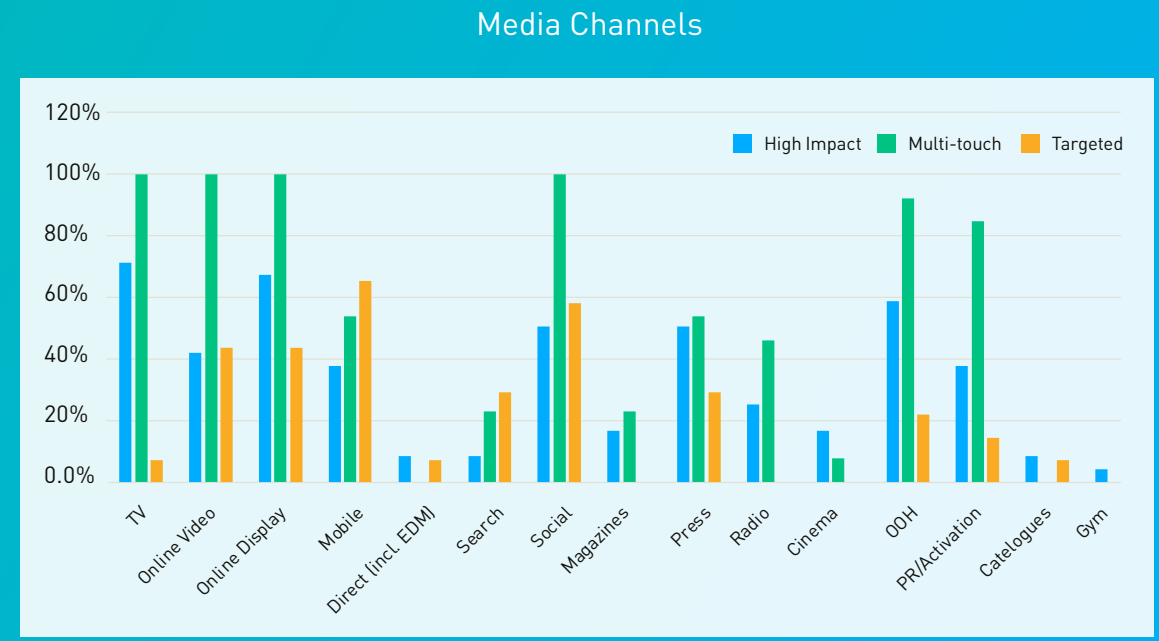
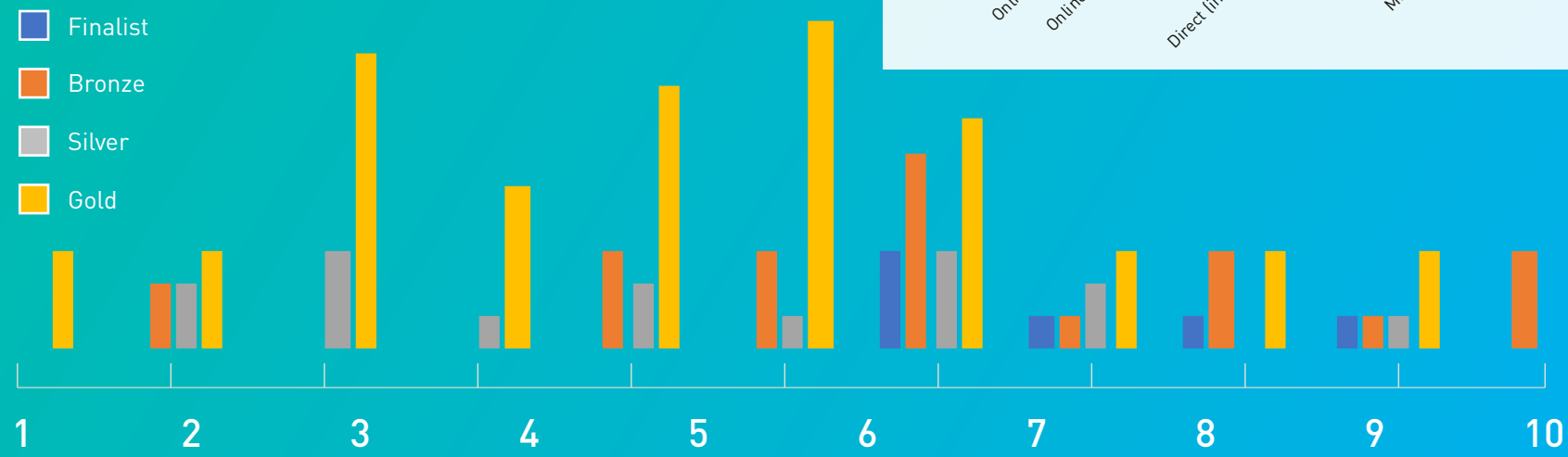
It's not just what you say, it's when and where you say it.

## 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



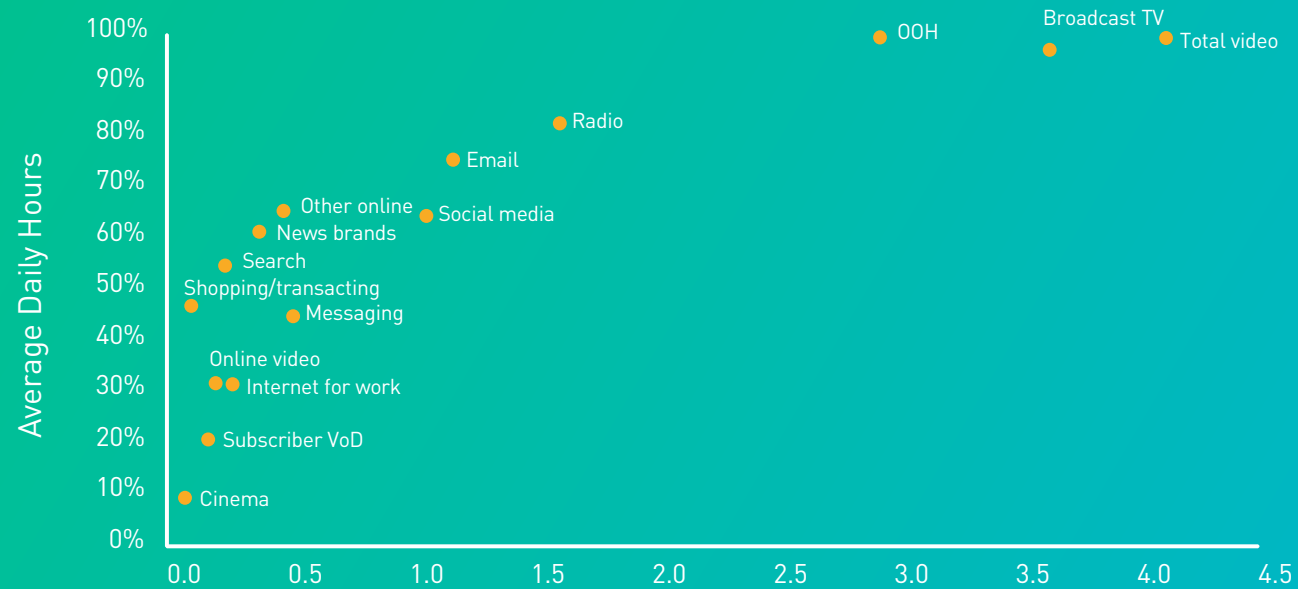
Source: ThinkTV analysis: Effies 2017 Finalist Entries

# 9. MAXIMISE REACH

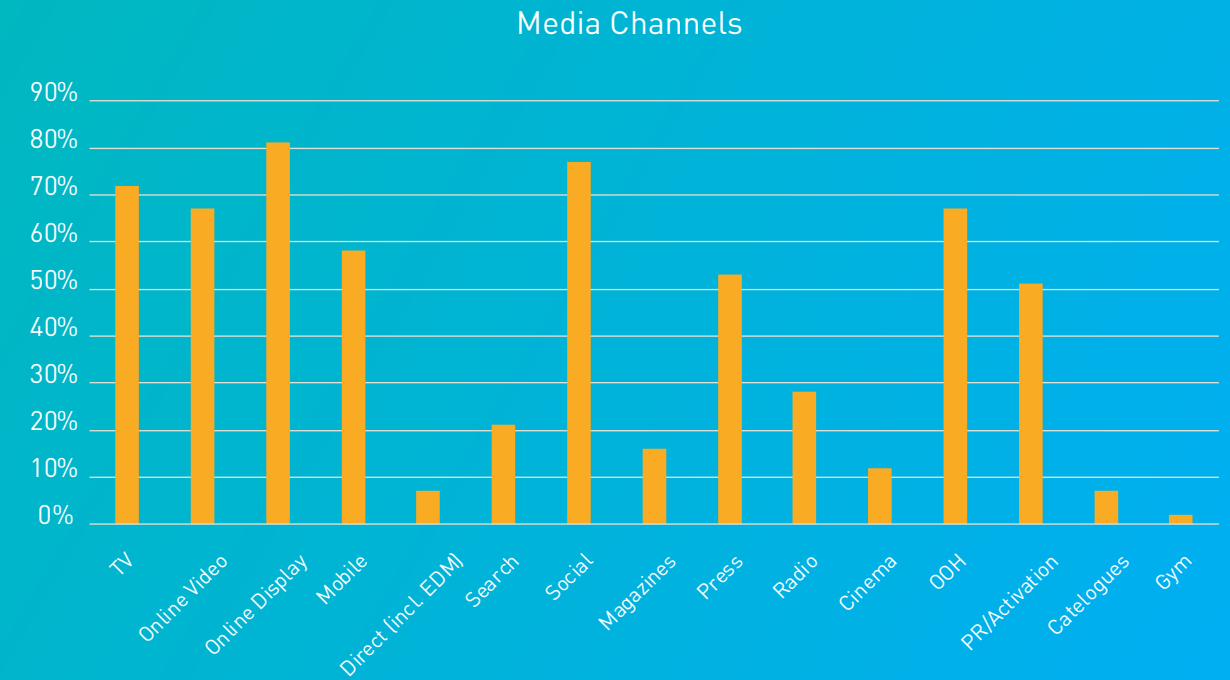
The best creative in the world is totally ineffective if no one sees it.

72%

Used TV in their campaigns



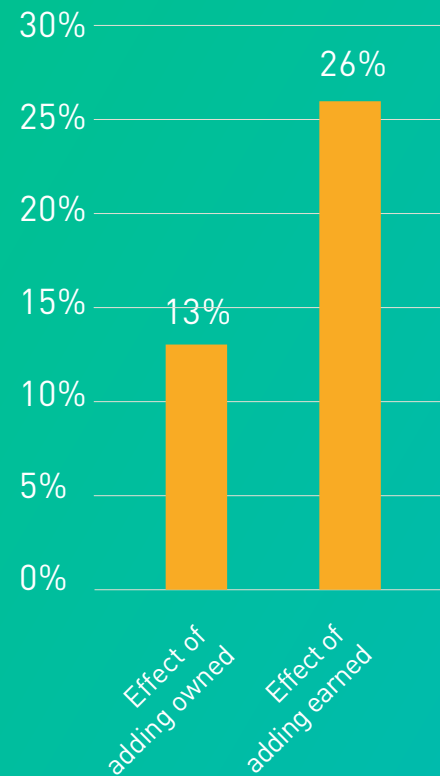
Source: Binet & Field 2017. Effectiveness in a changing Media Landscape



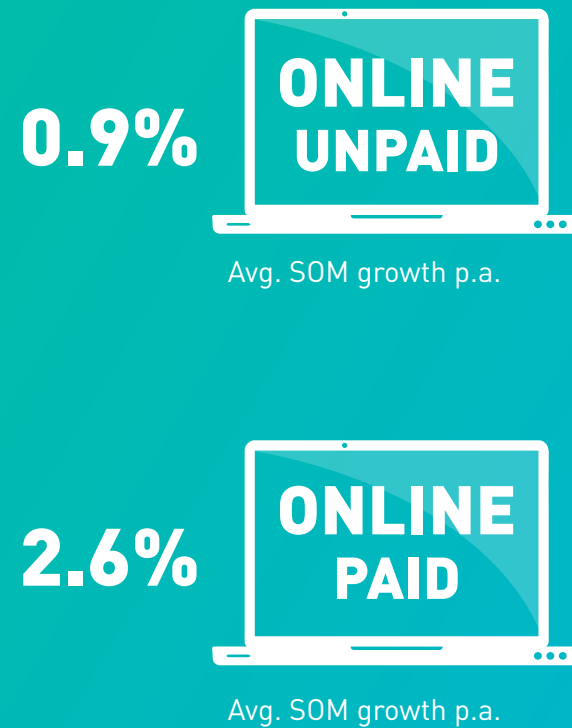
Source: ThinkTV analysis: Effies 2017 Finalist Entries

# 10. PAID MEDIA DRIVES GROWTH

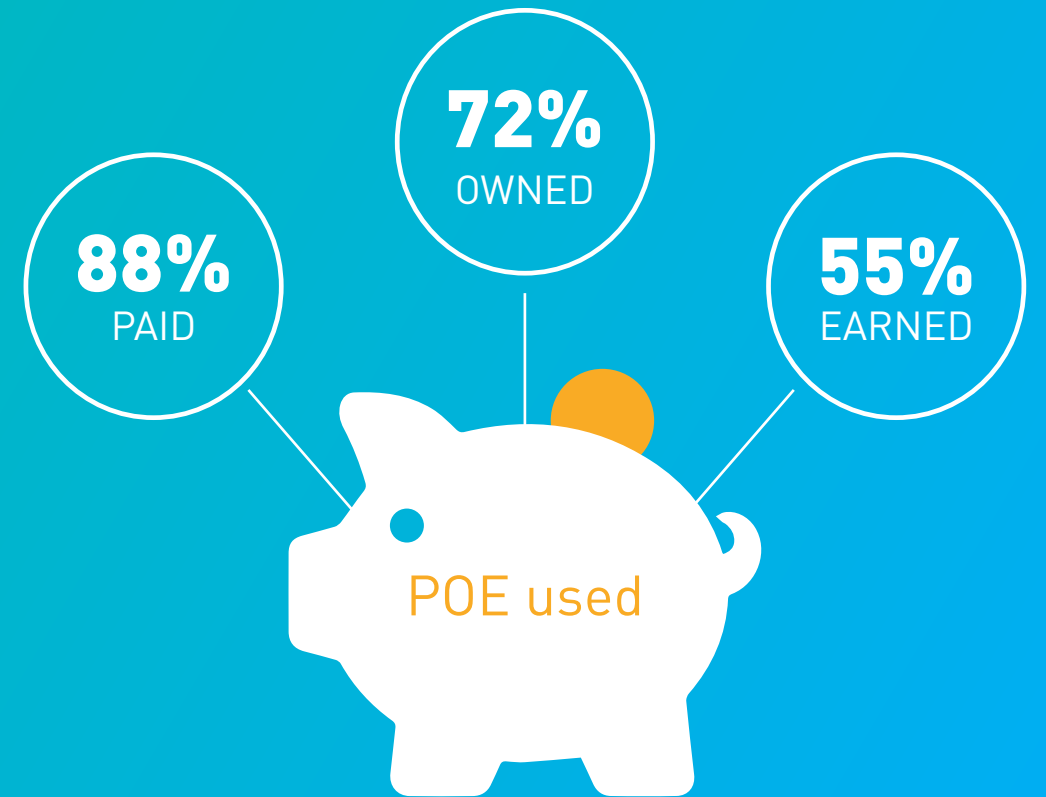
Earned is not an effective substitute because reach build is too slow.



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



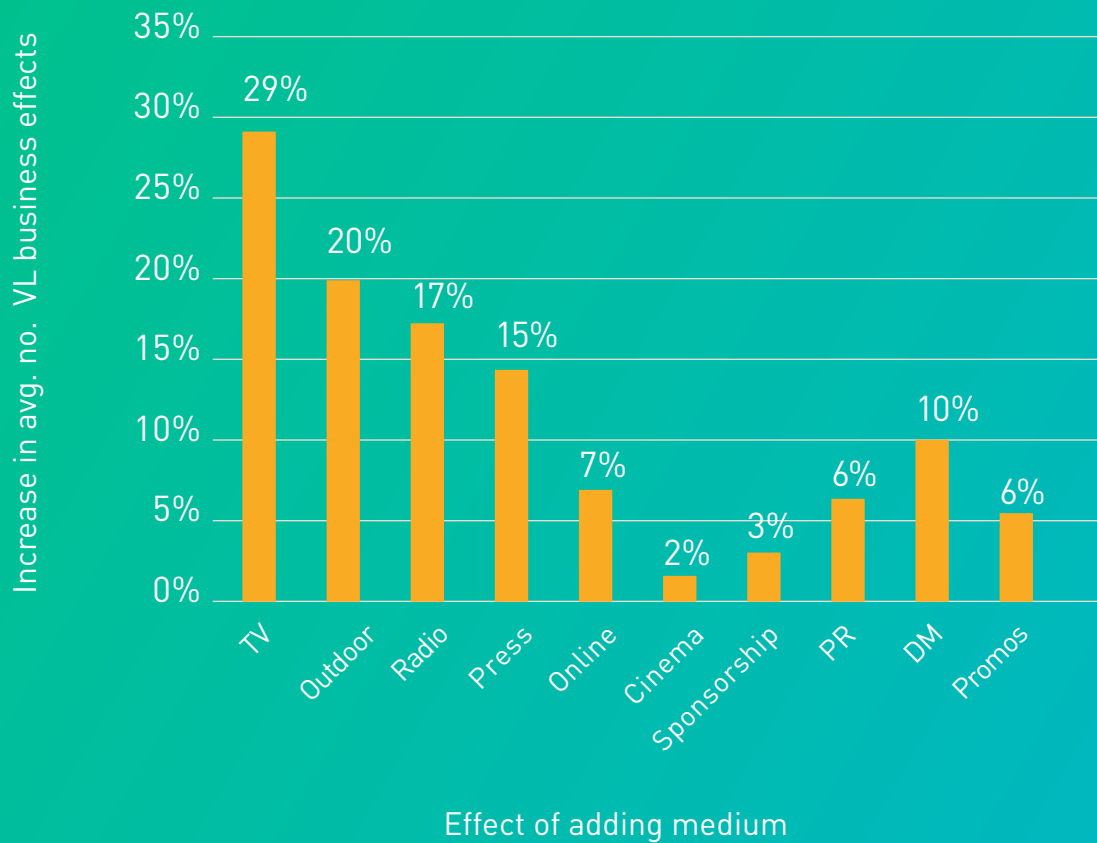
Source: Binet & Field 2017.  
Effectiveness in a changing Media Landscape



Source: ThinkTV analysis: Effies 2017 Finalist Entries

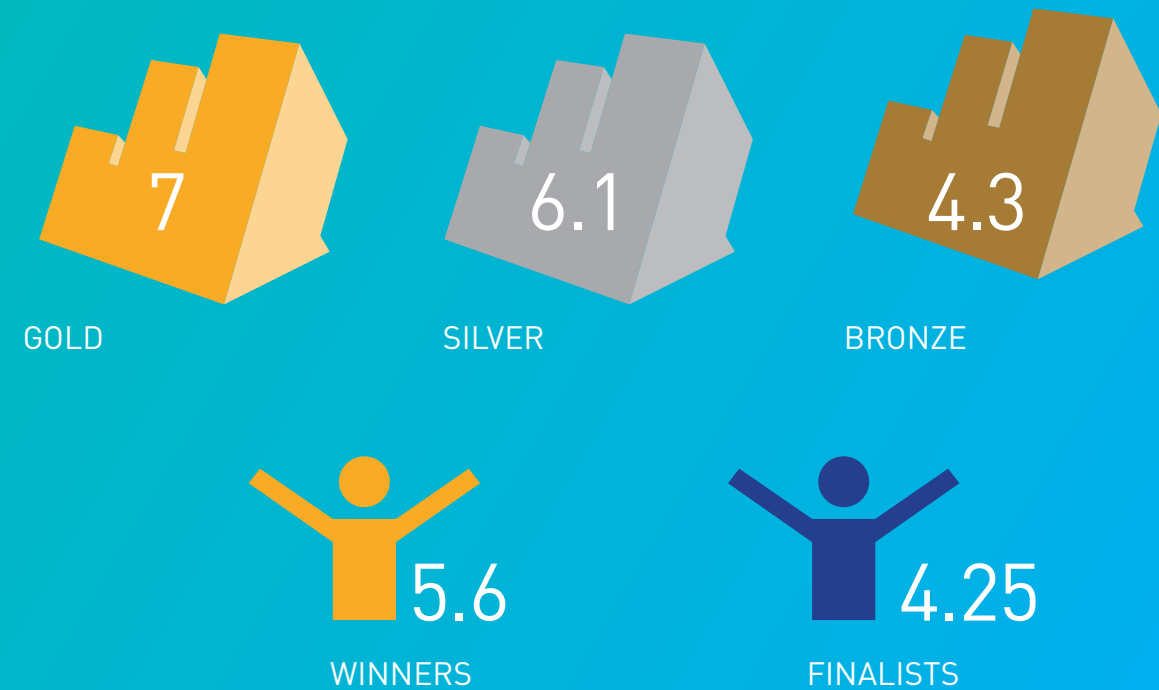
# 11. SCALE DRIVES EFFECTIVENESS

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



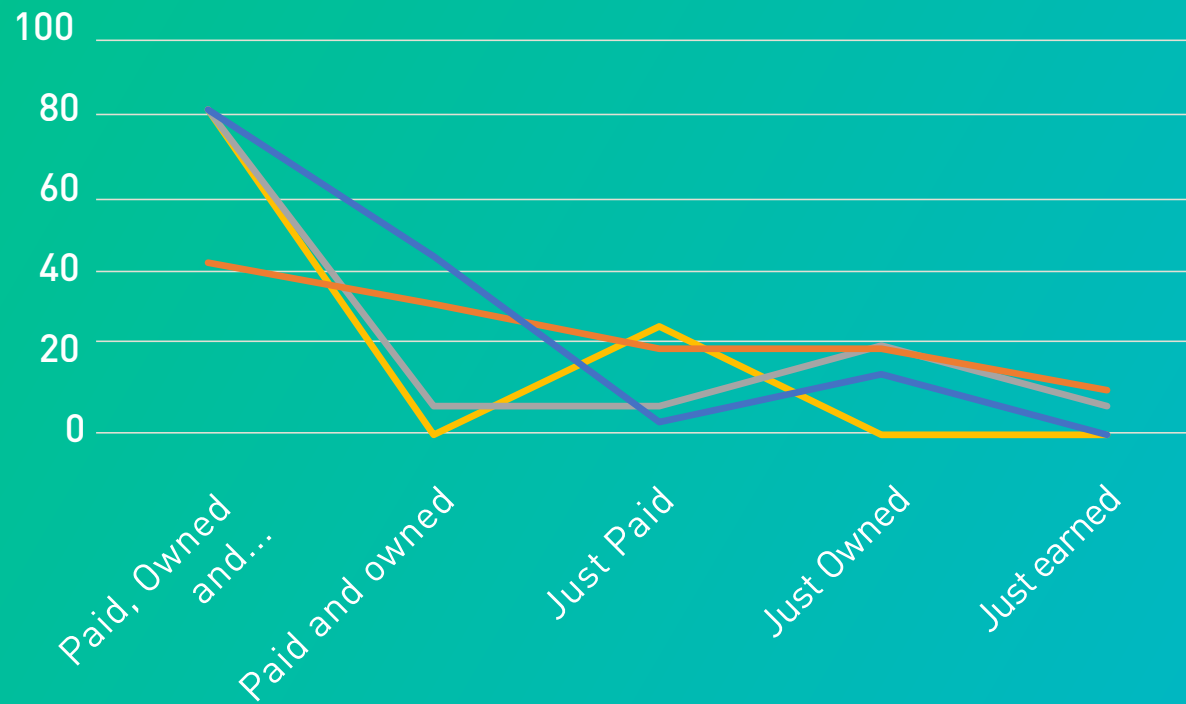
Source: ThinkTV analysis: Effies 2017 Finalist Entries



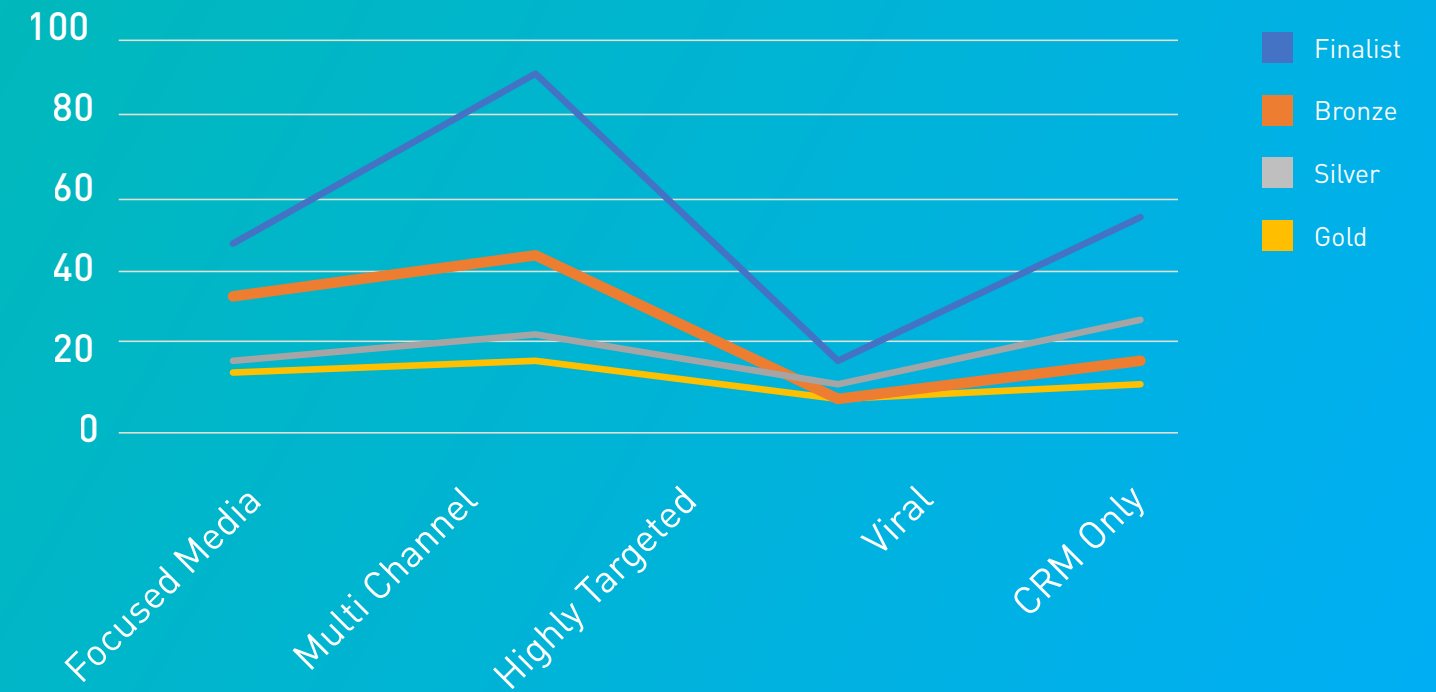
# 11. SCALE DRIVES EFFECTIVENESS

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

360° communication makes for more effective Marketing campaigns

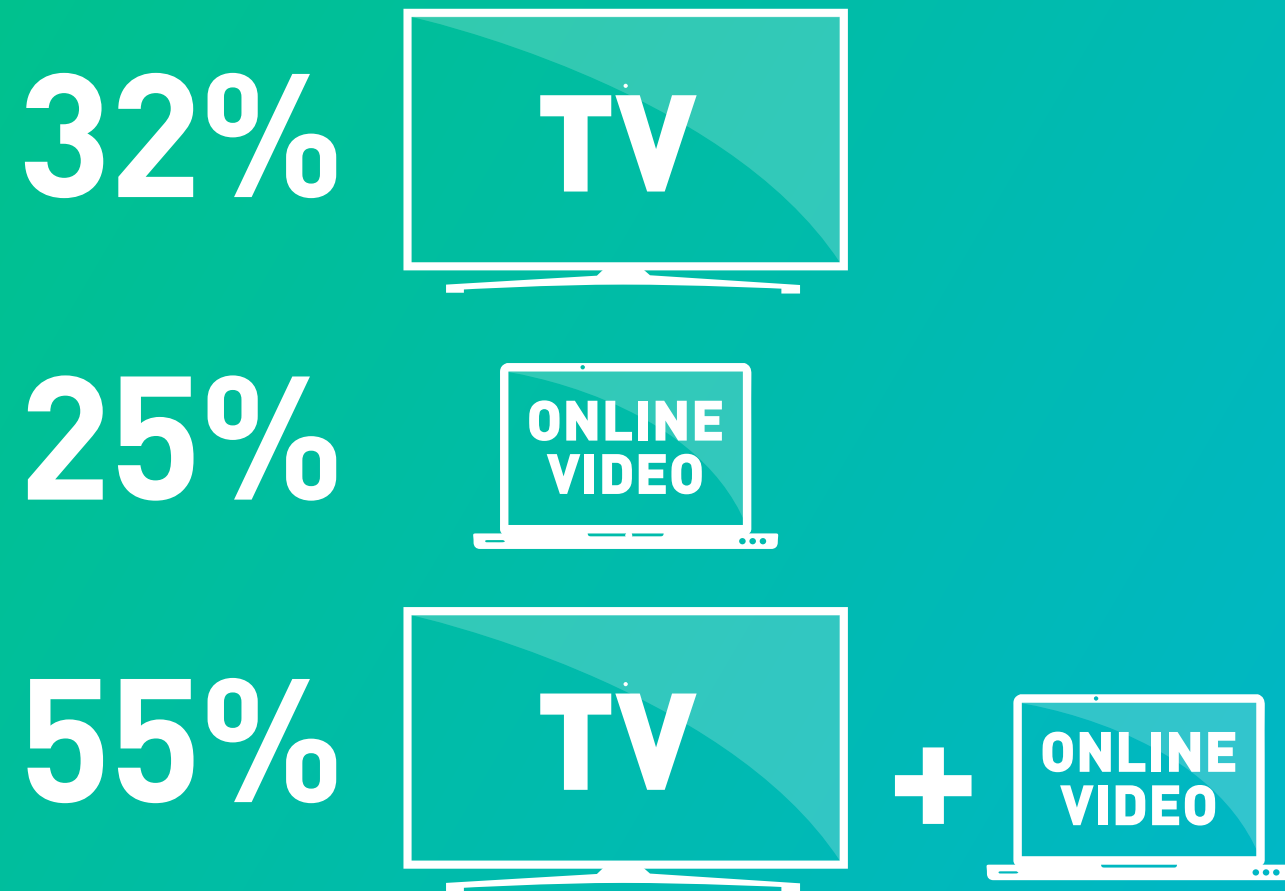


Integrated campaigns: focus not a "Little-bit-of-everything" deliver most effectively

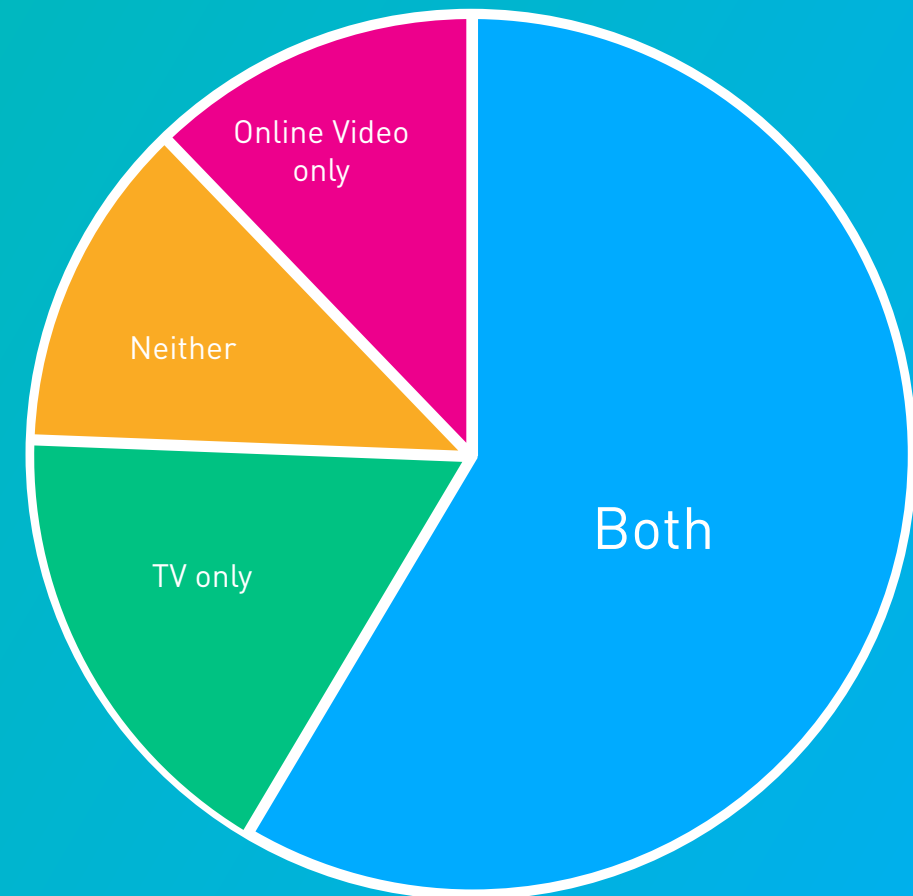


# 12. TV & ONLINE, BETTER TOGETHER

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