



Binet Rules

Marketing Principles that stand
the test of time

*A Summary of Les Binet's Keynote at the 2018 Australian Agency
Leaders Symposium*

It's not every day you get a few hours to grill the world's leading researchers on effectiveness in advertising.

But ThinkTV did just that.

We now we want to share. So we have gift-wrapped Les' key findings, rules, paradigms, notions and conversations into a very quick and insightful 10 pages.

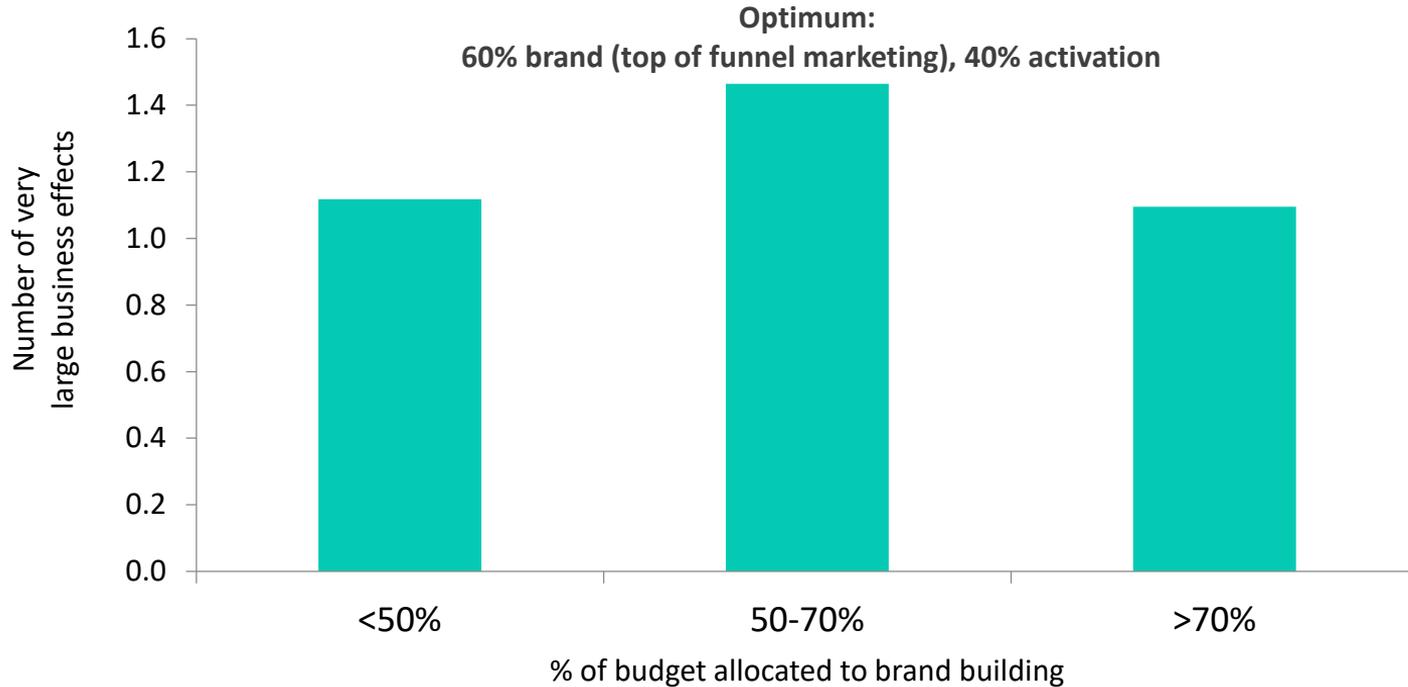
It took Les 20 years, but you can have it in 20 seconds.

On your marks. Get Set. Go.



THE “60:40 RULE”

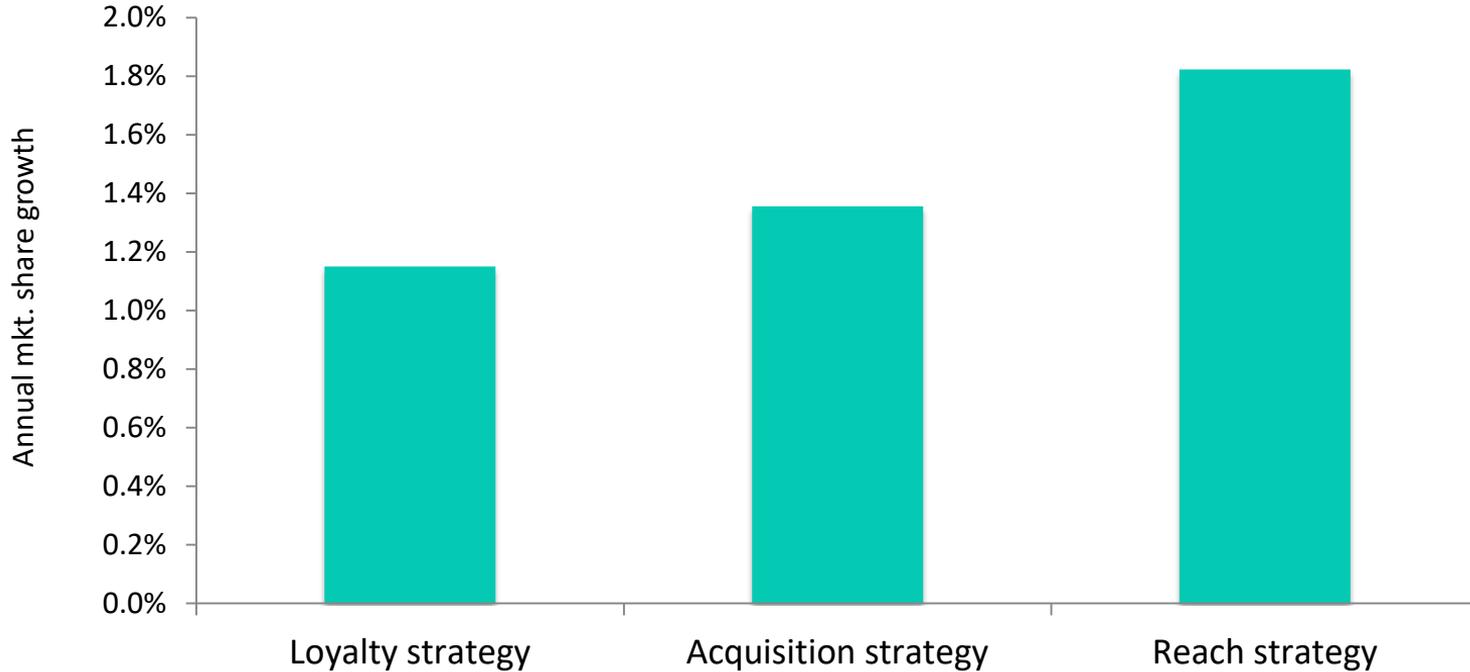
Brands that spend at least 60% of their marketing budget on branding generate the most growth



Source: IPA Databank, 2014-16 cases

THE “REACH-FOR-GROWTH PARADIGM”

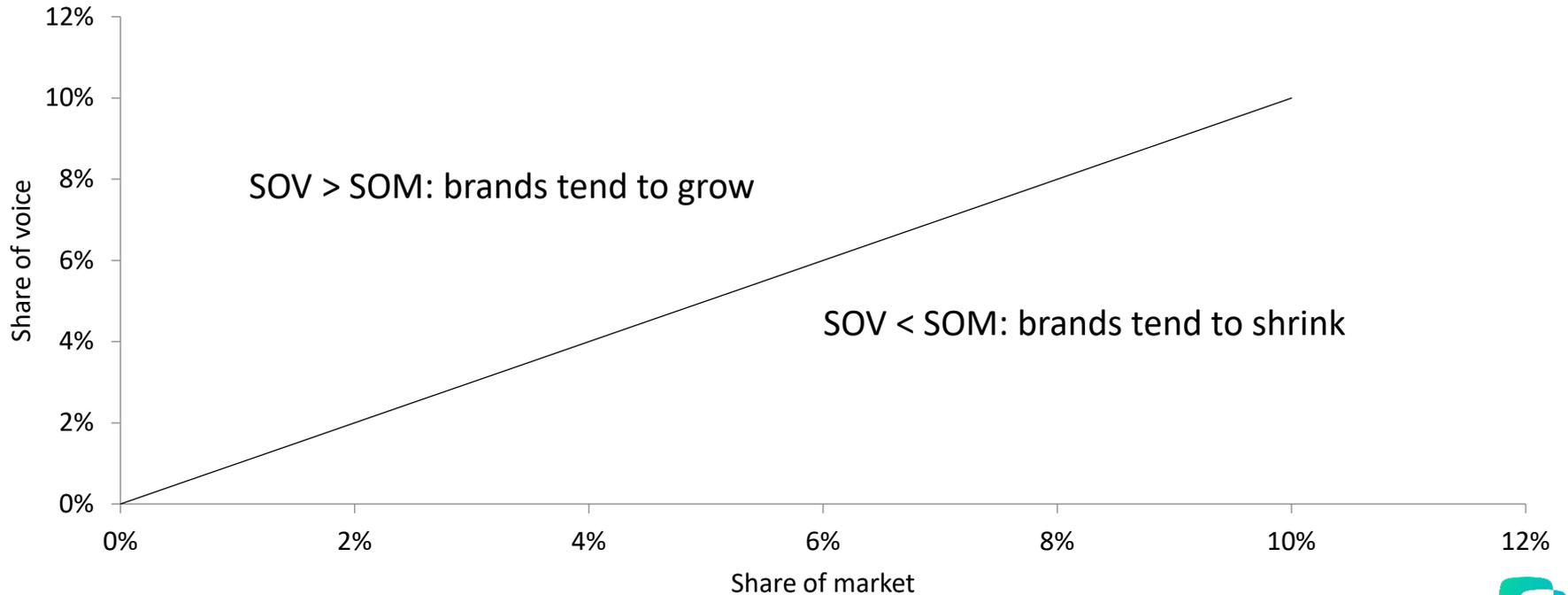
Penetration is always the main driver of growth. Loyalty-first strategies always under-perform



Source: 2008-16 IPA for-profit cases

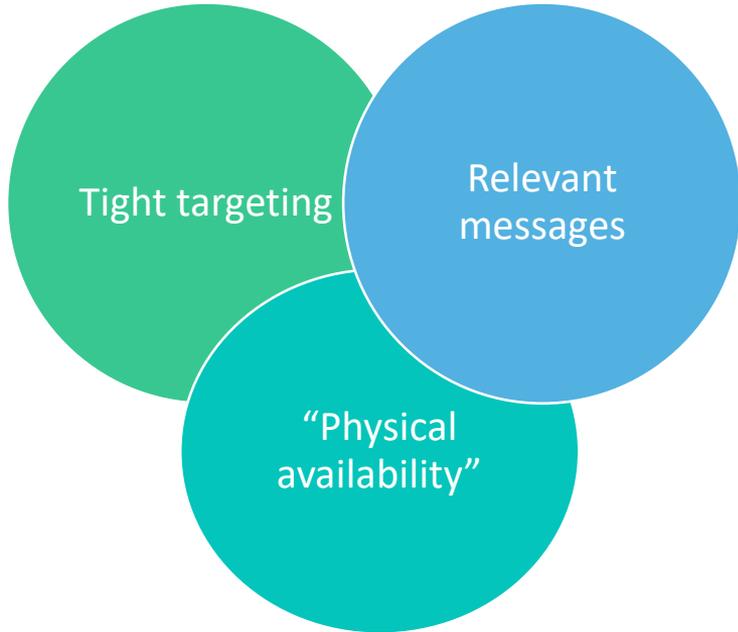
THE “SHOUT-LOUD PRINCIPLE”

Brands grow when share of voice remains larger than competitors

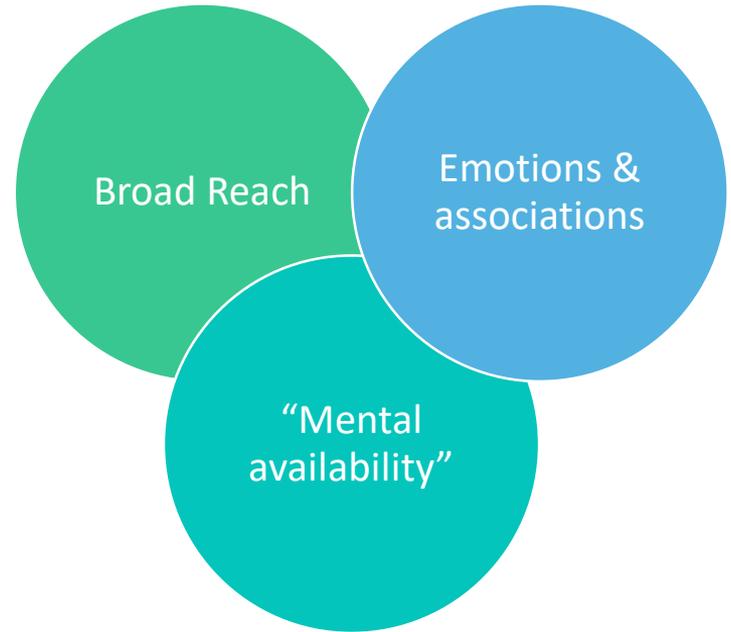


THE “VIDEO TRUMP CARD”

As branding becomes more important, video formats work best (online or offline)



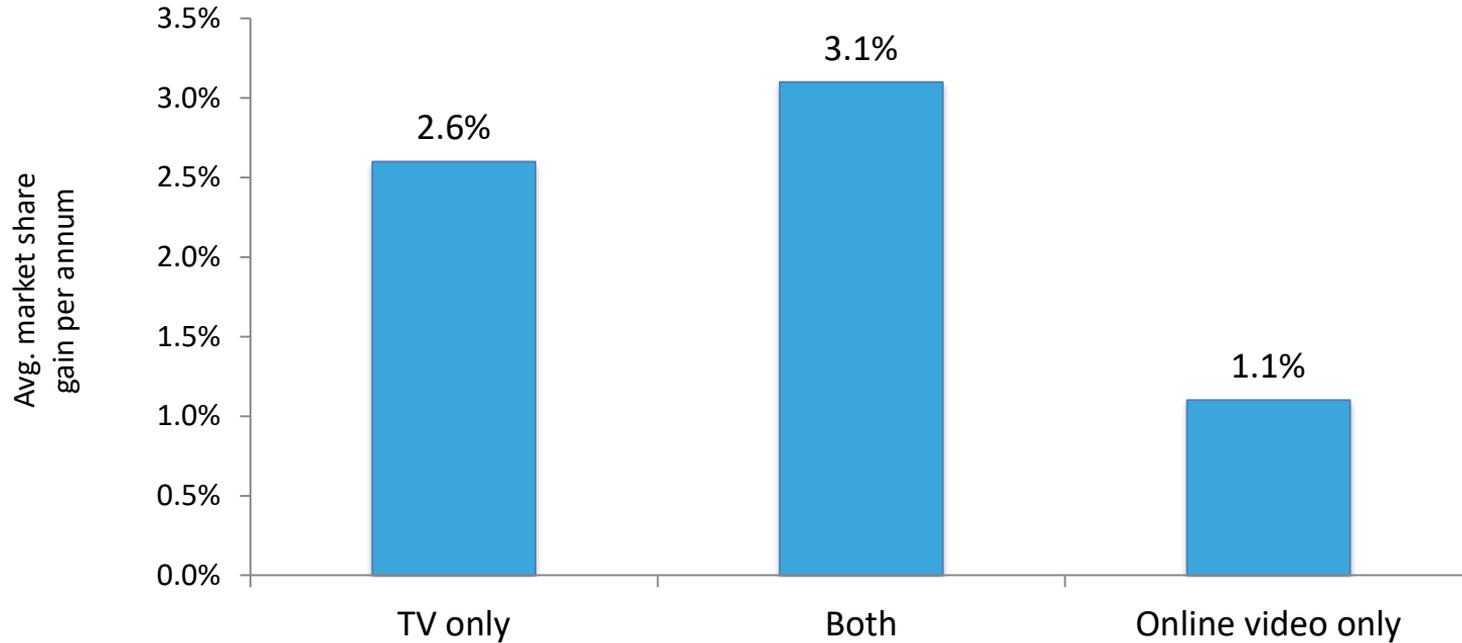
Activation



Branding

THE “BETTER-TOGETHER CONVERSATION”

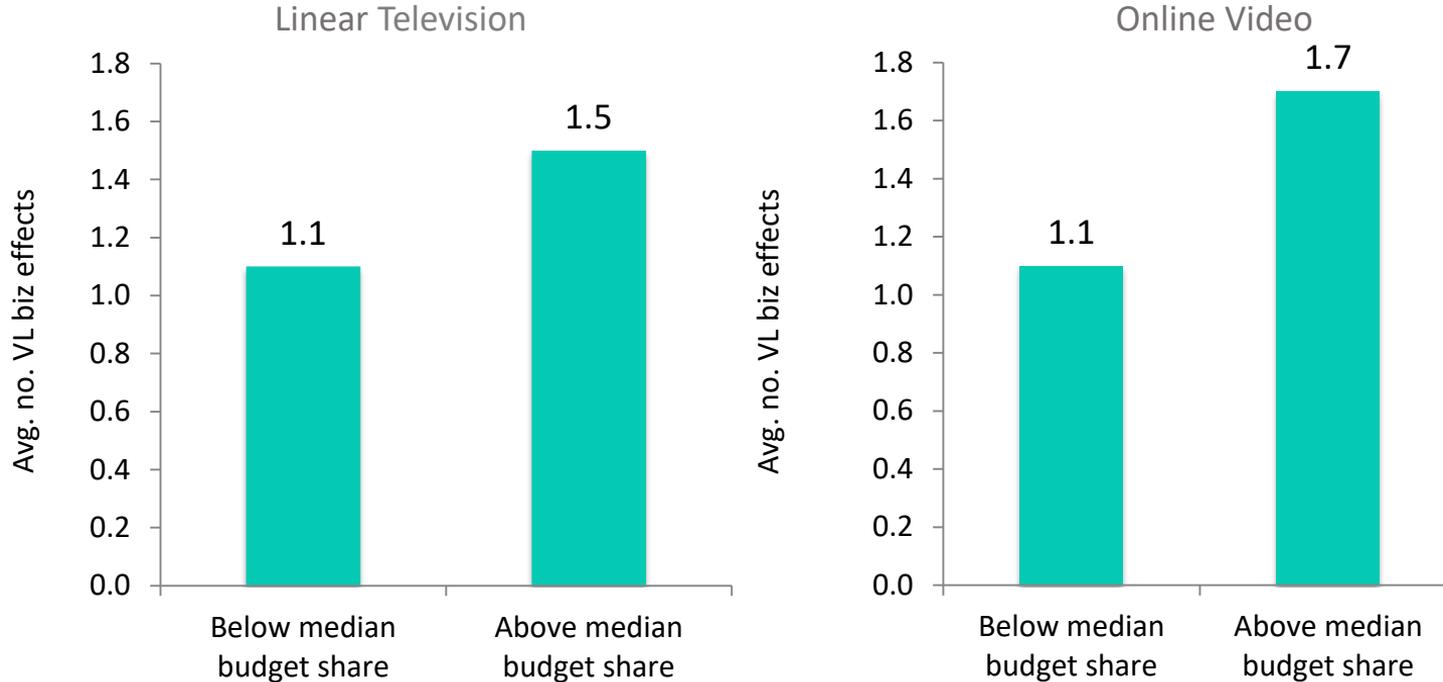
Brands that use a combination of video platforms generate the most growth



Source: IPA Databank, 2014-16 cases

THE “SPEND MONEY TO MAKE MONEY NOTION”

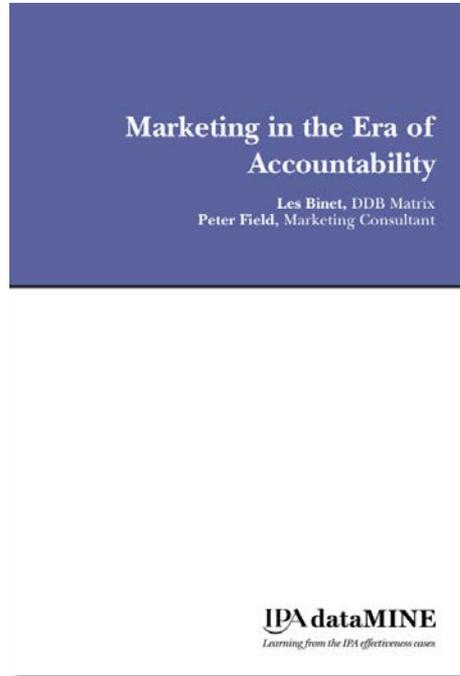
Brands with above average spend on TV and online video generate the most growth



Source: IPA Databank, 2014-16 cases

THE “FULL MONTY GIFT SET”

Les Binet’s publications





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