

AUSTRALIAN EFFIES 2016

OVERALL, 39 EFFIES WERE AWARDED IN 2016

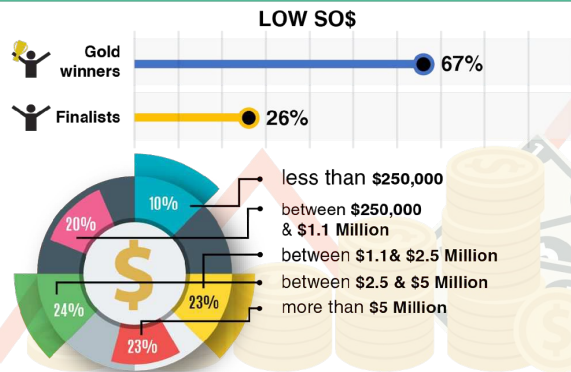
CATEGORIES BY AWARD



- 1 Grand Effie
- 6 Gold Effies
- 13 Silver Effies
- 20 Bronze Effies

A further **53 entries** were Finalists
There were **93 entries** in total

SMALL SPEND DOES NOT IMPACT EFFECTIVENESS



GOLD



Health and Wellbeing



Financial Service



Food



Outdoor Leisure

SILVER



Food



Retail



Financial Service



Financial Service



Travel



Online Brand

BRONZE



Beverages



Government



Retail



Consumer products
& electronics



Food



Financial Service

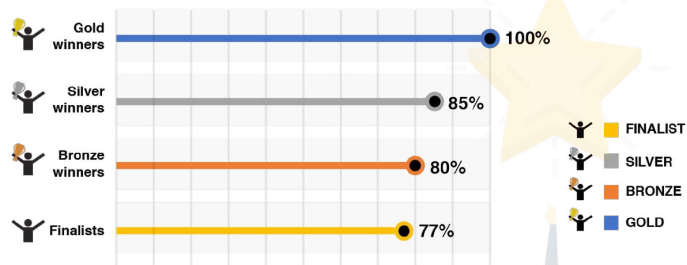
2017
effie
awards
australia

think 

SMART GOALS

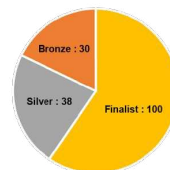
STARTED WITH A CLEAR BUSINESS OUTCOME IN MIND

LOW SO\$

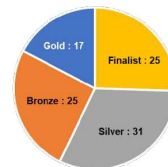


GOLD WINNER	83%
FINALISTS	55%

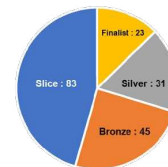
GOLD WINNERS TENDED TO HAVE BOTH COMMUNICATION & SALES GOALS



COMMUNICATION & SALES



SALES



COMMUNICATION

FEWER GOALS PAY OFF – WINNERS AVERAGED 3.7 GOALS VS FINALISTS WHO AVERAGED 5.0 GOALS

GOALS AREN'T ALWAYS ABOUT SALES:

- REDUCE ALARMING SOCIAL TRENDS
- SPREAD THE WORD
- CHANGE PERCEPTIONS

GOAL SETTING IS EVIDENCE BASED

TYPES OF GOALS	CONSUMER INSIGHT	INSIGHT BASED FROM RESEARCH	BESPOKE RESEARCH	THIRD PARTY RESEARCH
GOLD	100%	100%	50%	100%
SILVER	100%	100%	69%	100%
BRONZE	95%	85%	55%	80%
TOTAL	97%	92%	59%	90%
FINALISTS	91%	94%	64%	91%

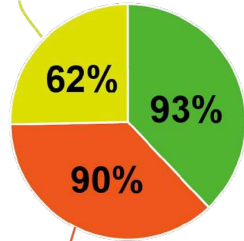
SIMPLE STRATEGIES DELIVER RESULTS



RESEARCH

RESEARCH IS THE FOUNDATION OF EFFECTIVE MARKETING ACTIVITIES

Commissioned research especially



Insights based on research

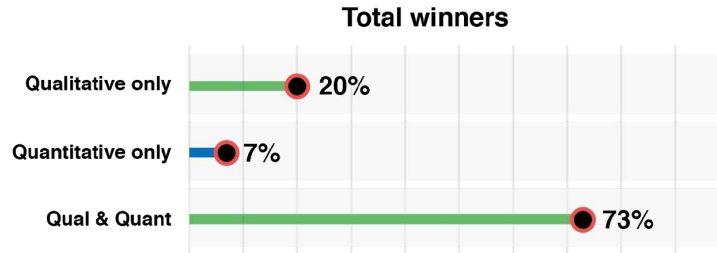
Used existing third party research



TYPES OF GOALS	QUALITATIVE ONLY	QUANTITATIVE ONLY	QUAL & QUANT	BEHAVIOURAL ECONOMICS	NEUROSCIENCE
GOLD WINNERS	0%	50%	50%	100%	0%
SILVER WINNERS	15%	15%	69%	100%	8%
BRONZE WINNERS	41%	0%	59%	80%	12%
TOTAL	16%	2%	82%	90%	0%

EFFECTIVE CAMPAIGNS USE A COMBINATION OF QUALITATIVE & QUANTITATIVE RESEARCH TECHNIQUES.

TIMING MATTERS. INVESTIGATING CHRISTMAS IN JUNE WON'T DELIVER THE SAME INSIGHTS AS DECEMBER APPROACHES.



RESEARCH SOMETIMES SHINES A LIGHT ON A PROBLEM YOU DON'T KNOW YOU HAVE.

TAP INTO FRONTLINE STAFF . THEY PROVIDE CRUCIAL FEEDBACK ABOUT CUSTOMER'S STATE OF MIND.

STRATEGY

Start with a **STRONG, ACTIONABLE** insight about your audience

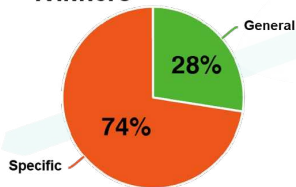


CONSUMER INSIGHTS - ESSENTIAL FOR SUCCESS

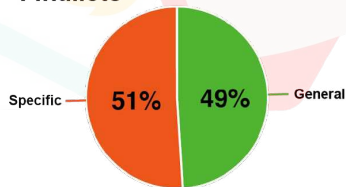


START WITH A CLEAR VIEW OF THE TARGET AUDIENCE

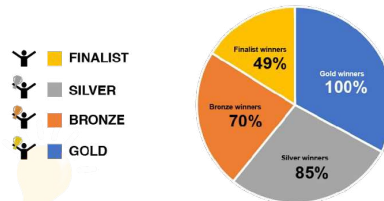
• Winners



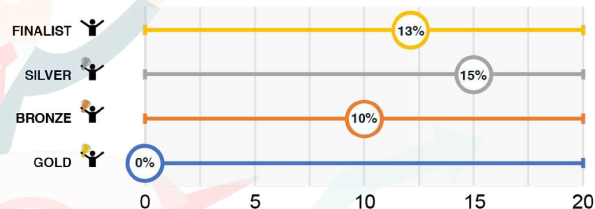
• Finalists



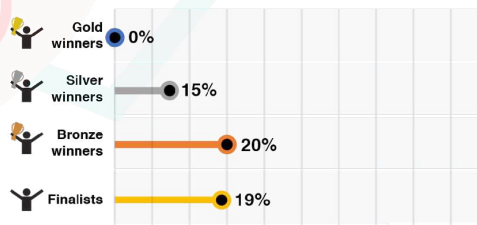
BIG IDEAS NEED A WOW FACTOR



NEW NEWS IS NOT NECESSARY FOR SUCCESS



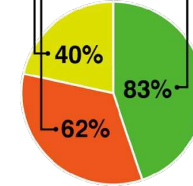
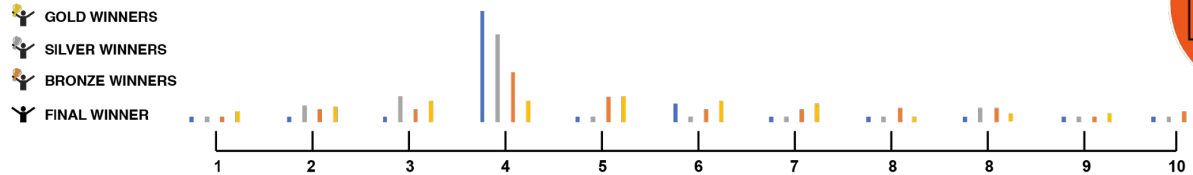
EFFECTIVE CAMPAIGNS DON'T NEED NEW PRODUCTS



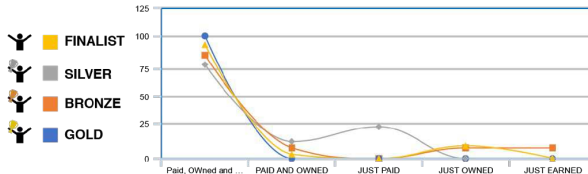
MEDIA

NUMBER OF MEDIA CHANNELS

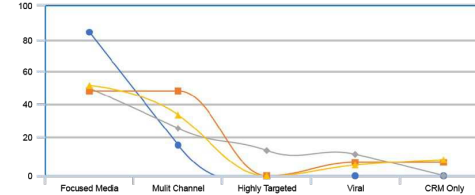
- SWEET SPOT FOR NUMBER OF CHANNELS IS 4



360° COMMUNICATION MAKES FOR MORE EFFECTIVE MARKETING CAMPAIGNS



INTEGRATED CAMPAIGNS: FOCUS NOT A “LITTLE-BIT-OF-EVERYTHING” DELIVER MOST EFFECTIVELY



TOUCHPOINTS

	Social	Online Video	TV	ONLINE DISPLAY	PR/ ACTIVATION	OOH	IN-STORE/ POS	RADIO	MAGS	PRESS	SEARCH	MOBILE	DIRECT (INC EDM)	CINEMA	CATALOGUES	GYM
WINNERS & FINALISTS	87%	84%	71%	58%	48%	40%	34%	33%	29%	27%	25%	23%	22%	14%	7%	5%

71%

REACH IS CRITICAL TO SUCCESS: 71% OF WINNERS & FINALISTS APPEARED ON TV.

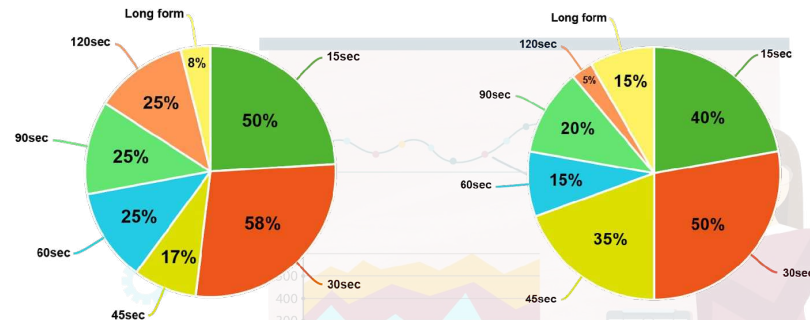
FOCUSED MEDIA DELIVERS STRONGER RESULTS

83% GOLD WINNERS HAD A HIGH IMPACT CHANNEL STRATEGY COMPARED TO 47% OF FINALISTS.
5% OF WINNERS AND 4% OF FINALISTS HAD A VIRAL STRATEGY.
3% OF WINNERS AND 6% OF FINALISTS HAD A CRM ONLY STRATEGY.

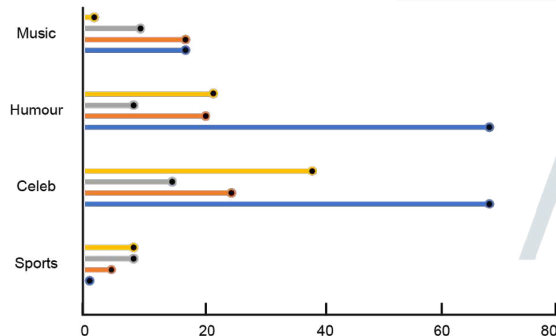
CREATIVE EXECUTION



Traditional formats deliver superior results



HUMOUR AND CELEBRITIES HELP CUT THROUGH. SPORT AND MUSIC LESS POWERFUL IN EFFECTIVE CAMPAIGNS.



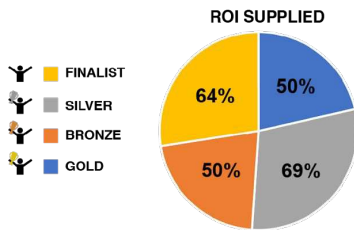
FINALIST
 SILVER
 BRONZE
 GOLD

ROI

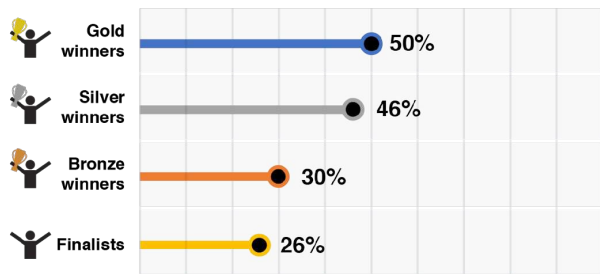
CONTENT

64% OF FINALISTS SUPPLIED AN ROI FIGURE

42% OF THOSE WHO SUPPLIED AN ROI FIGURE HAD THE RIGHT ROI CALCULATION



ROI CORRECT

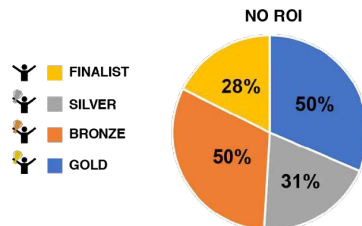


ROI MEASURES BY WHAT PERCENTAGE THE INCREMENTAL GROSS PROFIT (NOT GROSS SALES) GENERATED EXCEEDED THE CAMPAIGN COST/INVESTMENT

ROI CALCULATION IN ACTION	
GROSS SALES INCREASE	\$5,400,000
GROSS PROFIT MARGIN	60%
GROSS PROFIT INCREASE	\$3,240,000
CAMPAIGN COSTS	\$1,250,000
GROW PROFIT MINUS CAMPAIGN COSTS	\$1,990,000
ROI	1.59 TIMES OR 159%

FOLLOW THE FORMULA PROVIDED TO ENSURE CLARITY

CREATING A PROXY WITH 3RD PARTY DATA CREATES CONFUSION



LESSONS LEARNED

100%

OF EFFECTIVE CAMPAIGNS NOTED
ACTIONABLE LEARNINGS FROM CAMPAIGNS

	BRAVERY	BREAK OLD-FASHIONED RESTRICTIONS TAKE UNPRECEDENTED STEPS STEER CLEAR OF THE FAMILIAR IN THE FACE OF ADVERSITY, CONFIDENCE PAYS OFF
	EMOTION	EMOTIONS MATTER, EVEN IN B2B
	BRAND	GIVE THE CONSUMER SOMETHING THEY DON'T HAVE OR EVEN REALISE THEY NEED MAKE IT EASY FOR PEOPLE TO BUY OR BE INTERESTED IN YOUR BRAND
	OBJECTIVE	DON'T HAVE TO HAVE INNOVATION - TRADITIONAL MARKETING STILL WORKS IF IT'S BASED ON GENUINE INSIGHT
	Insights	THE POWER OF UNDERSTANDING THE HUMAN CONDITION AND OF COMMUNICATING WITH GREAT SIMPLICITY STILL REMAINS; PRINCIPLES OF YESTERYEAR SHOULD NOT BE DISCARDED. STAFF CAN OFFER VALUABLE CUSTOMER INSIGHTS
	Targeting	TARGETING LAPSED USERS PAYS IT PAYS TO FOCUS ON LOYALTY, NOT JUST ACQUISITION OF NEW CUSTOMERS;
	Creative	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
	Tone	A BRAND DOESN'T HAVE TO BE COOL TO BE RELEVANT TO A YOUNG AUDIENCE
	Media	USE TV TO EMPHASISE QUALITY & EMOTION. FREE DIGITAL DATA SOURCES CAN HELP MEASURE SUCCESS



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