

THE BEST OF THE BEST.

ThinkTV takes a look at the new Australian Effies Database



Background

2018 & 2019

Australian Effie Award submissions
143 campaigns HIGH quality data



The Effies is the
pre-eminent
awards program for
advertising



Primarily established to
recognise advertising
effectiveness



Binet and Field's
analysis of the IPA
database in the UK
pioneered our
understanding of
advertising
effectiveness



Peter Field and
Robert Brittain were
commissioned to
assess Australian
Effie Award entries
in a similar manner
to Field's work with
Binet in the UK.



The measures used

AVERAGE NUMBER OF VERY LARGE EFFECTS

BUSINESS EFFECTS

Short Term Sales
Long Term Share
New Customers
Brand Profit



BRAND EFFECTS

Short Term
Performance

Long Term Memory
Structures

- Mental Availability
- Distribution of Assets
- Product Knowledge



Australian Advertising Effectiveness Rules

The insights from the IPA databank in the UK hold true in the Australian market.

01.

Broad targets are more effective.

02.

Emotion drives longer term effects.

03.

Longer is more effective – for both duration and evaluation.



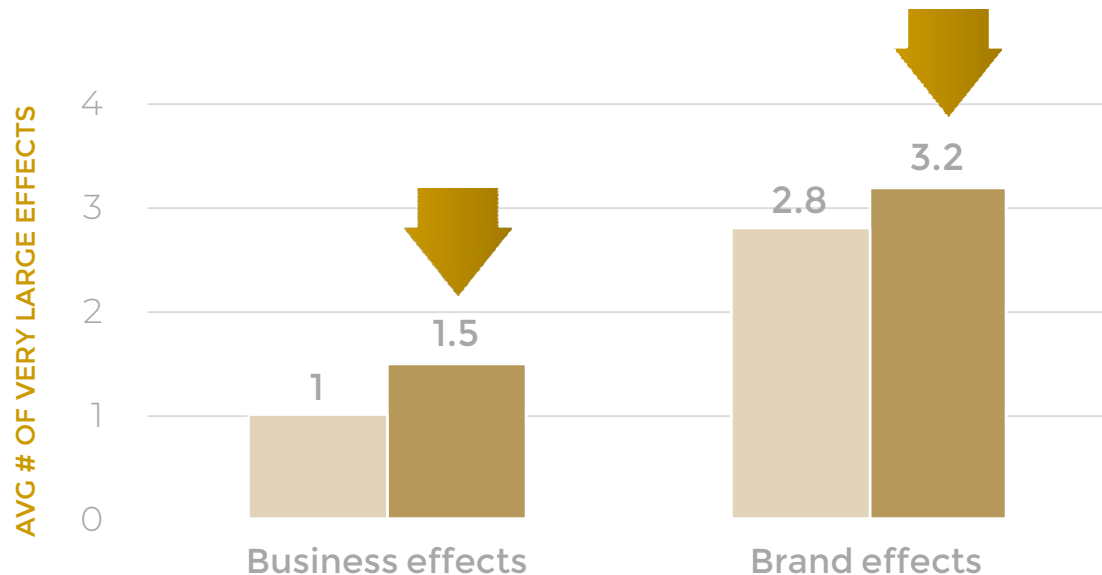
Longevity is the most important thing.

04.

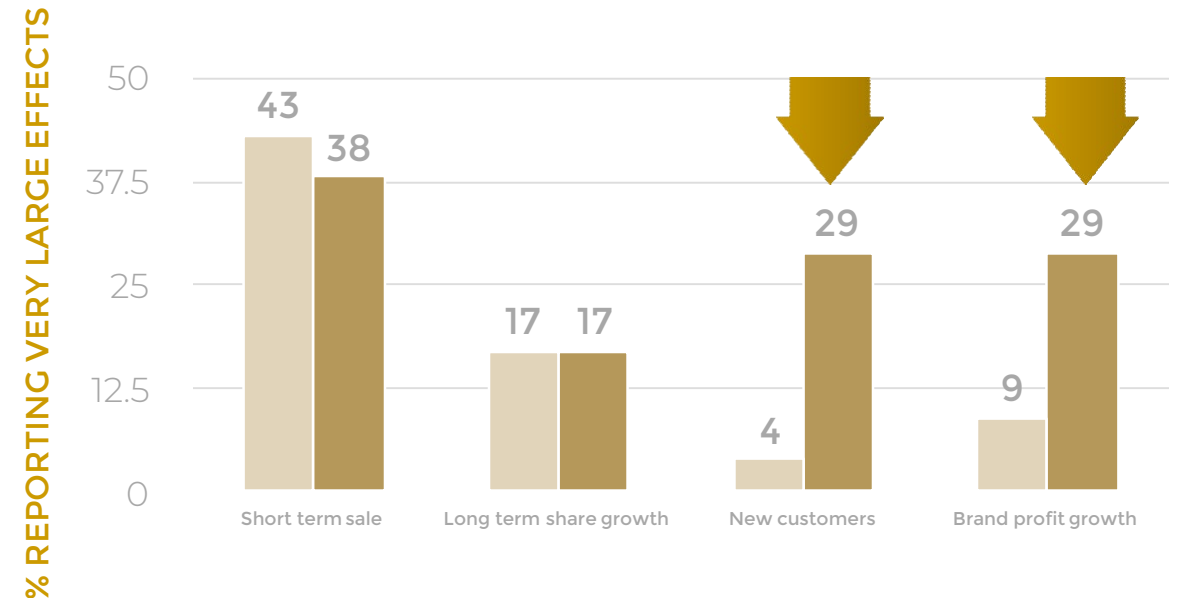
It is much more effective to run longer duration campaigns than a series of short campaigns.

1. Nothing beats the mass reach of TV

A broad target is more effective in driving both business and brand effects



... delivering more new customers and stronger brand profit growth



Source: Australian Advertising Effectiveness Rules. Rob Brittain & Peter Field, The Communications Council, 2019

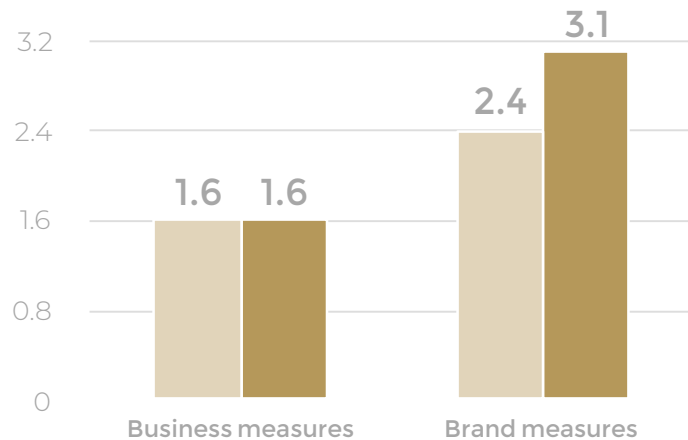
■ Narrow Target ■ Broad Target

2. TV is the ultimate story-teller

Emotion works over the longer term, building brand memory structures

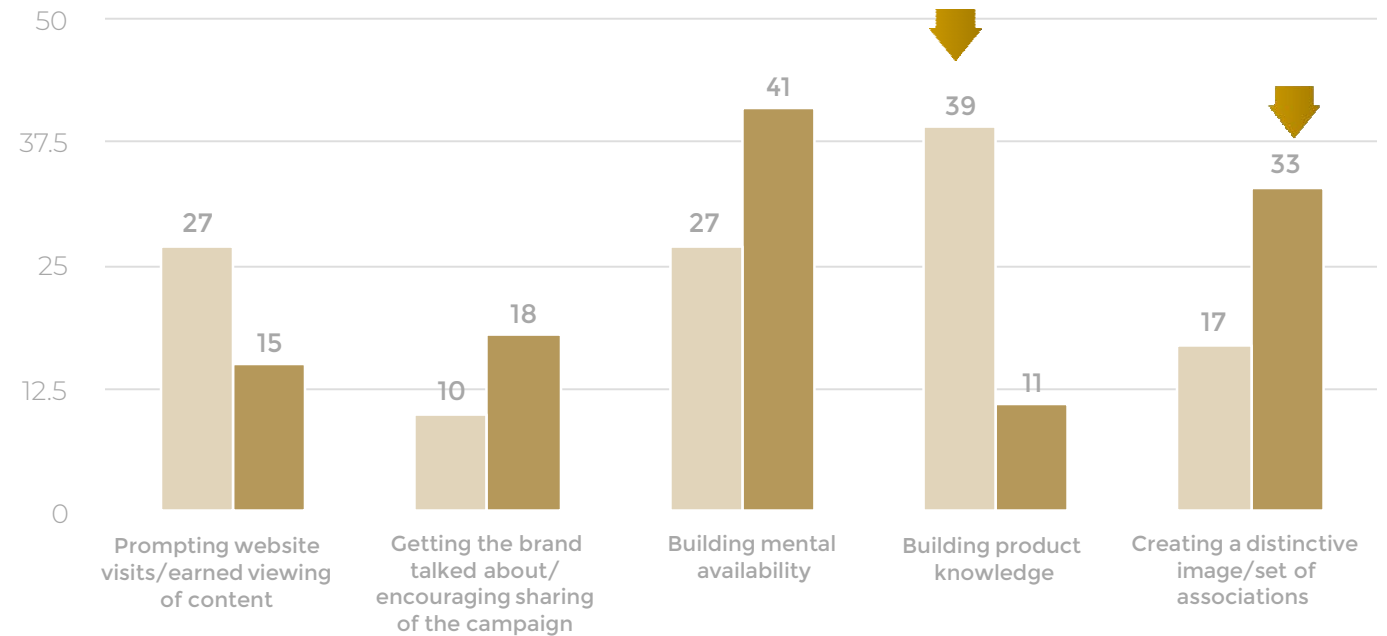
Emotional campaigns drive larger brand effects

AVG # OF VERY LARGE EFFECTS



% REPORTING VERY LARGE EFFECTS

...yielding stronger impacts on metrics related to brand memory structures



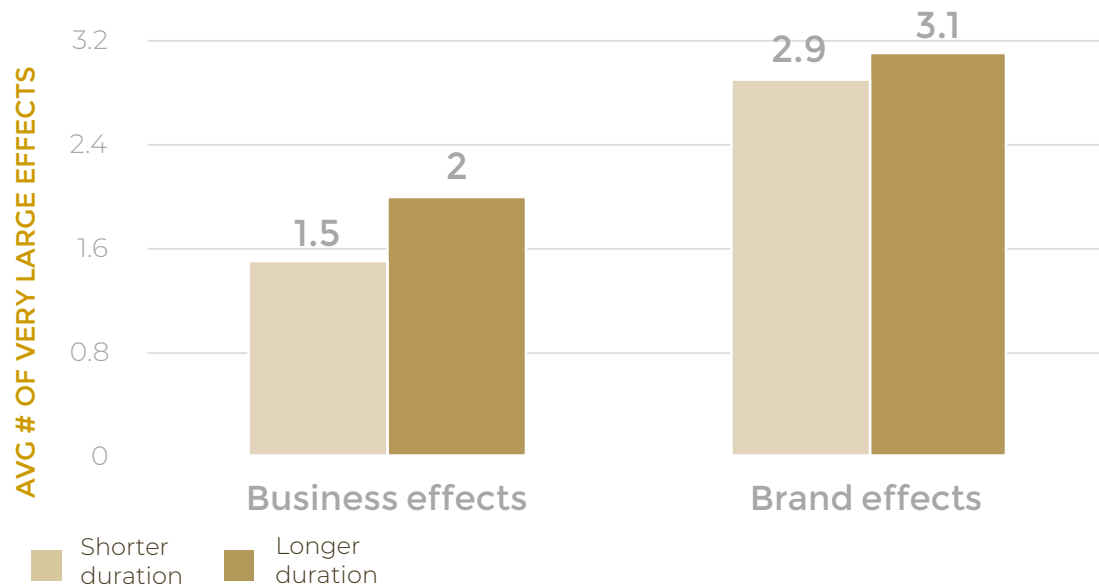
Source: Australian Advertising Effectiveness Rules. Rob Brittain & Peter Field, The Communications Council, 2019

Rational Emotional

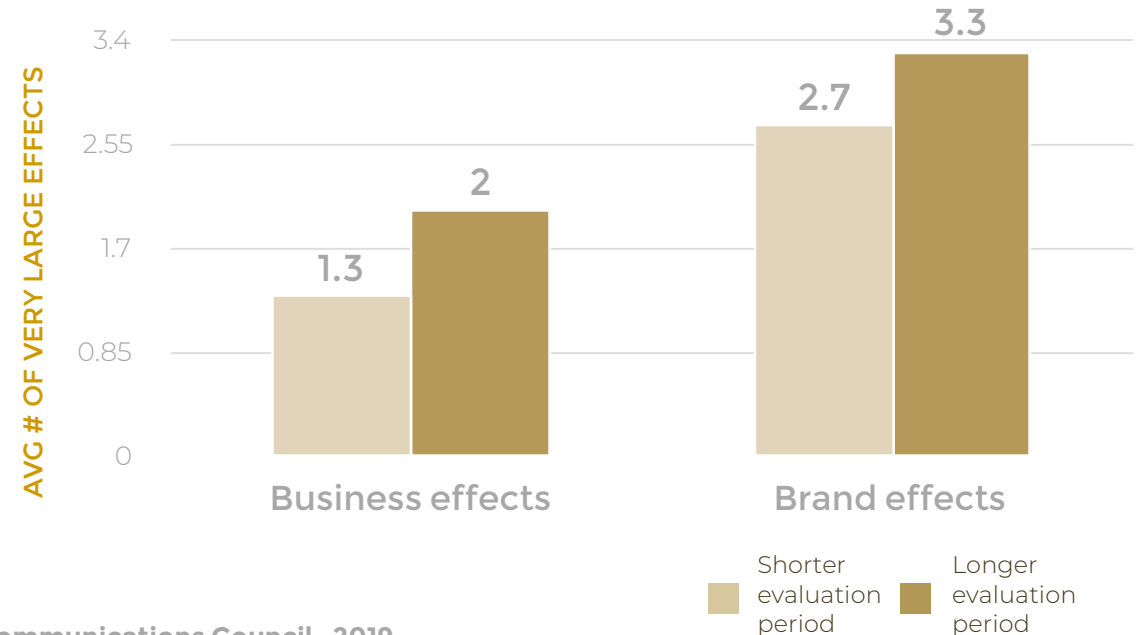
3. TV keeps working for longer

Longer is more effective for both duration & evaluation

Longer duration campaigns deliver stronger business effects

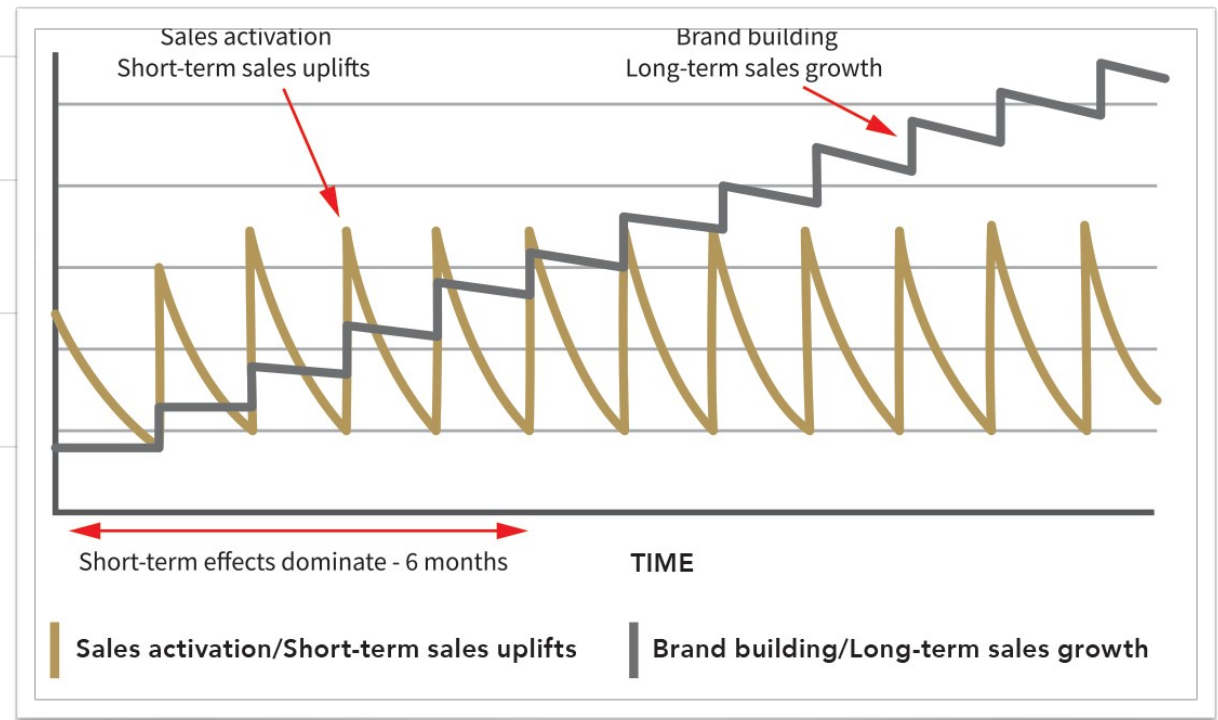
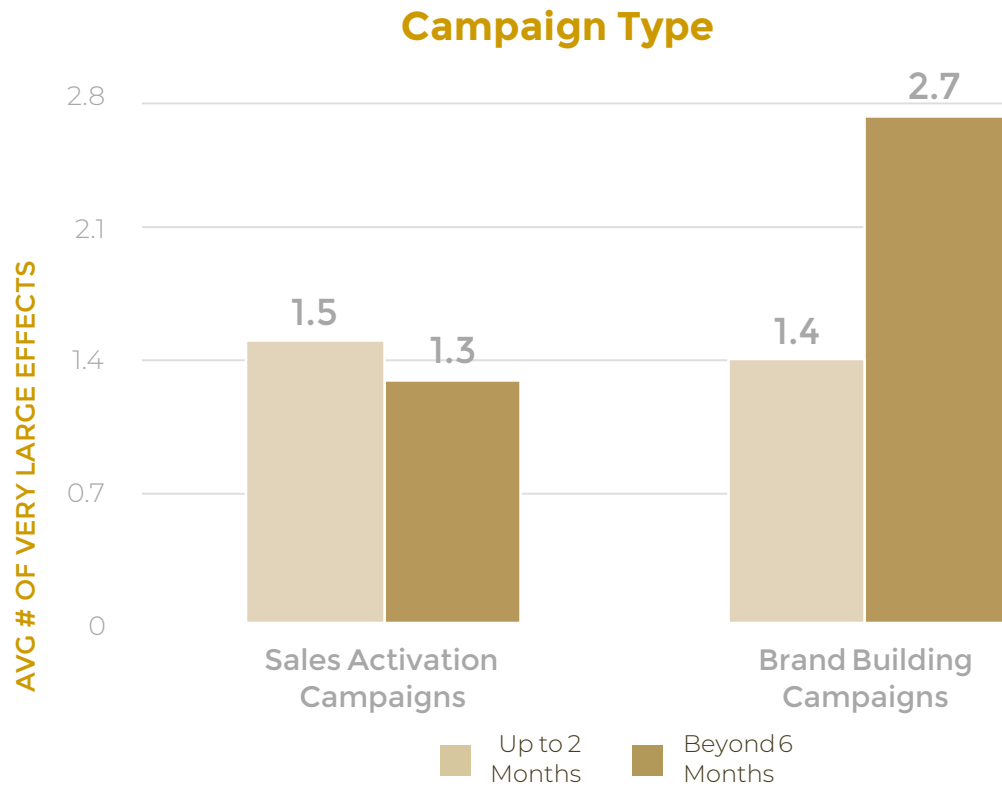


Longer campaign evaluation periods enable larger business and brand effects to be seen



Source: Australian Advertising Effectiveness Rules. Rob Brittain & Peter Field, The Communications Council, 2019

4. TV builds brands



Source: Australian Advertising Effectiveness Rules. Rob Brittain & Peter Field, The Communications Council, 2019

**So no surprise
then that the
use of TV/video
is critical to
campaign
effectiveness**

Use of Video



The most
effective
campaigns
increase their
investment in
video

Campaign Effectiveness

The most effective Campaigns use TV as a lead channel

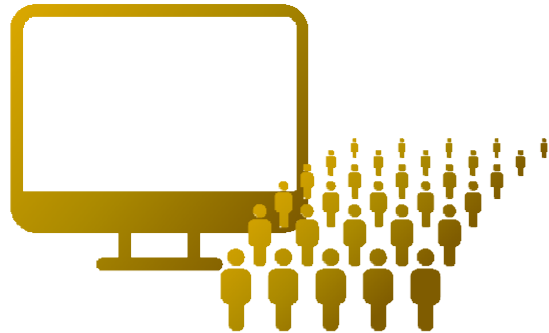


The biggest differentiator between less effective and highly effective campaigns was that highly effective campaigns were far more likely to use TV as the lead channel

60% of highly effective campaigns used TV as the lead channel

So why is TV the most effective media channel?

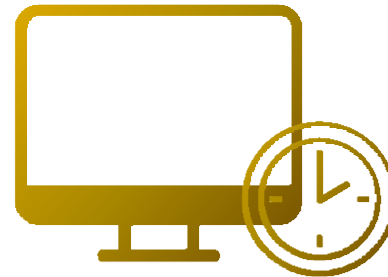
THE MOST EFFECTIVE CAMPAIGNS USE TV AS THE LEAD CHANNEL BECAUSE



Nothing beats the
mass reach of TV



TV builds emotion
in story-telling



TV keeps working
for longer after the
ad has aired



TV advertising builds
brand equity

The best of the best looks at highly effective campaigns; long vs short and complex vs simple

Bespoke analysis for ThinkTV looked at the best of the best by separating Effie Award winners into either higher or lower effectiveness. And then we pulled apart the level of complexity of short and long duration campaigns.



Highly effective campaigns have more business objectives

Whether simple or complex, highly effective campaigns have more business objectives than low effectiveness campaigns

	Avg # of business objectives	
	High effectiveness	Low effectiveness
SIMPLE (1-3 campaign strands)	4.7	3.7
COMPLEX (4+ campaign strands)	5.9	4.7

Highly effective campaigns spend more

Highly effective campaigns spend more at an absolute level, but a similar amount at a weekly level

	Avg media spend (\$m)	
	High effectiveness	Low effectiveness
SIMPLE (1-3 campaign strands)	\$3.0m	\$2.6m
COMPLEX (4+ campaign strands)	\$4.9m	\$2.3m

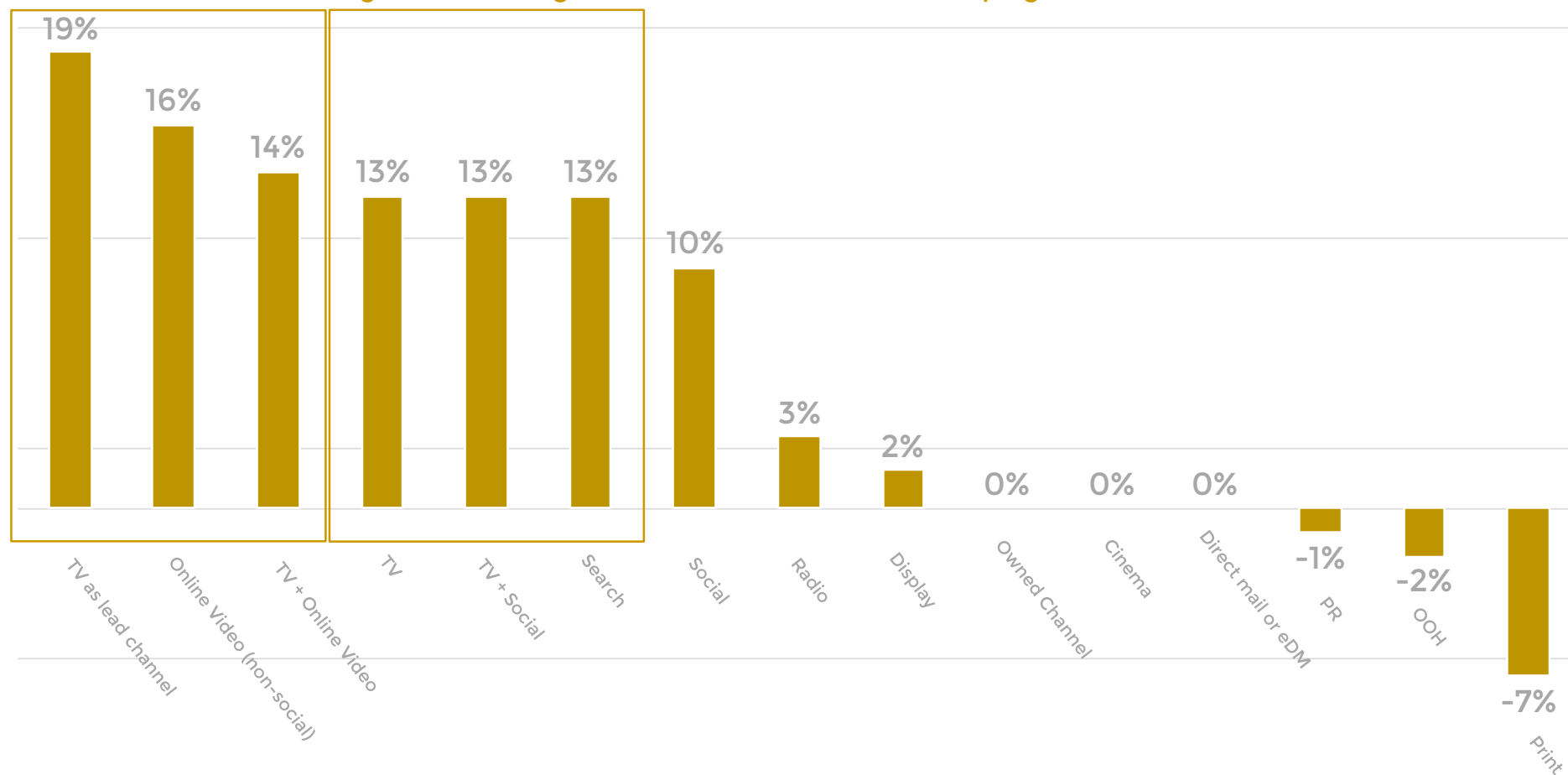
Highly Effective Campaigns are longer with more touchpoints

The additional spend of highly effective campaigns goes into longer campaign duration and a broader media mix

	Avg campaign duration (weeks)		Avg # media channels	
	High effectiveness	Low effectiveness	High effectiveness	Low effectiveness
SIMPLE (1-3 campaign strands)	25	19	6.4	4.8
COMPLEX (4+ campaign strands)	39	17	7.2	6.7

Highly effective campaigns use TV as the lead 19% more

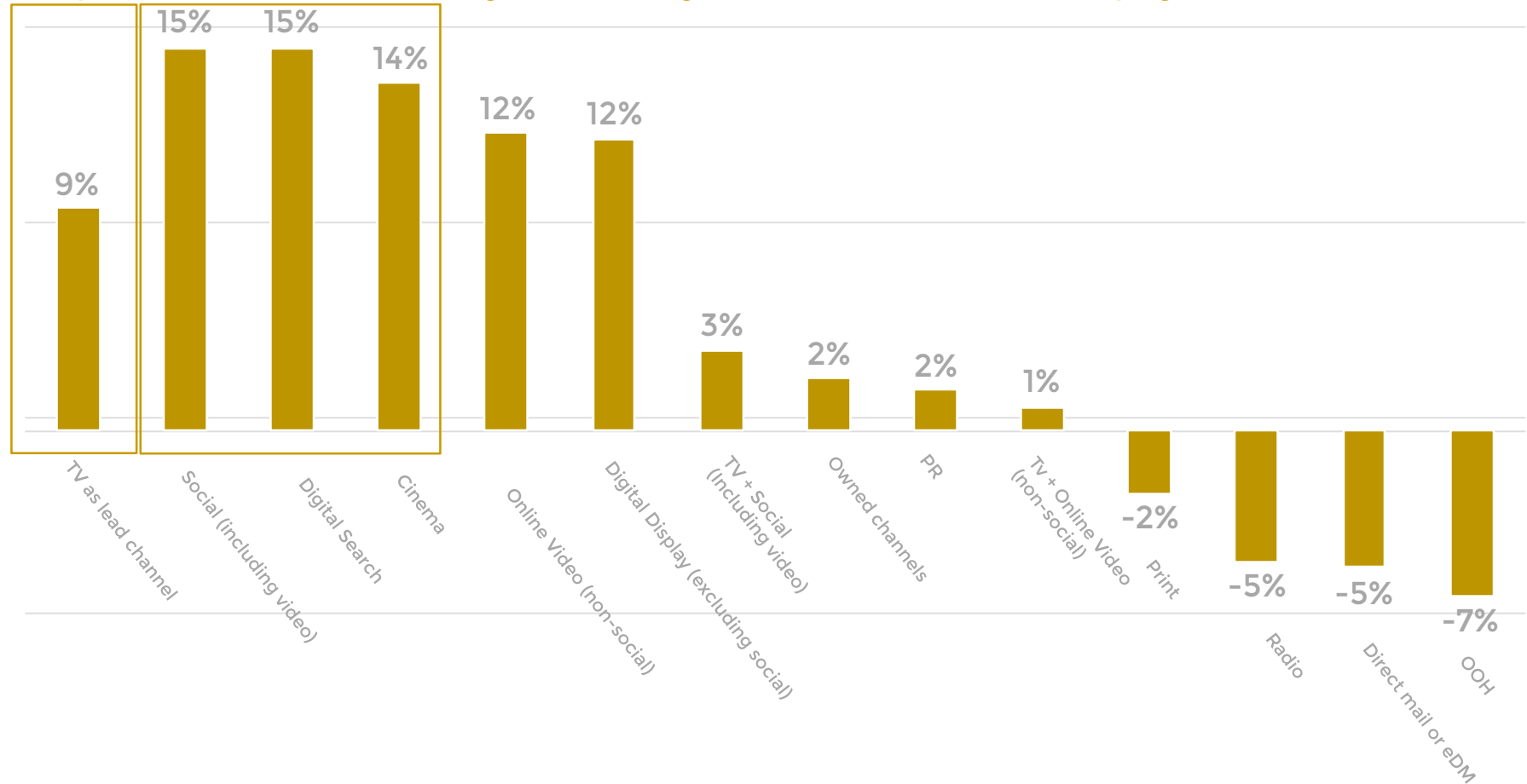
Difference in channel usage between high and lower effectiveness campaigns



**HIGHLY
EFFECTIVE
CAMPAIGNS
USE TV 19%
MORE THAN
LOW EFFECTIVE
CAMPAIGNS**

Highly effective campaigns that are simple use TV as the lead channel 9% more

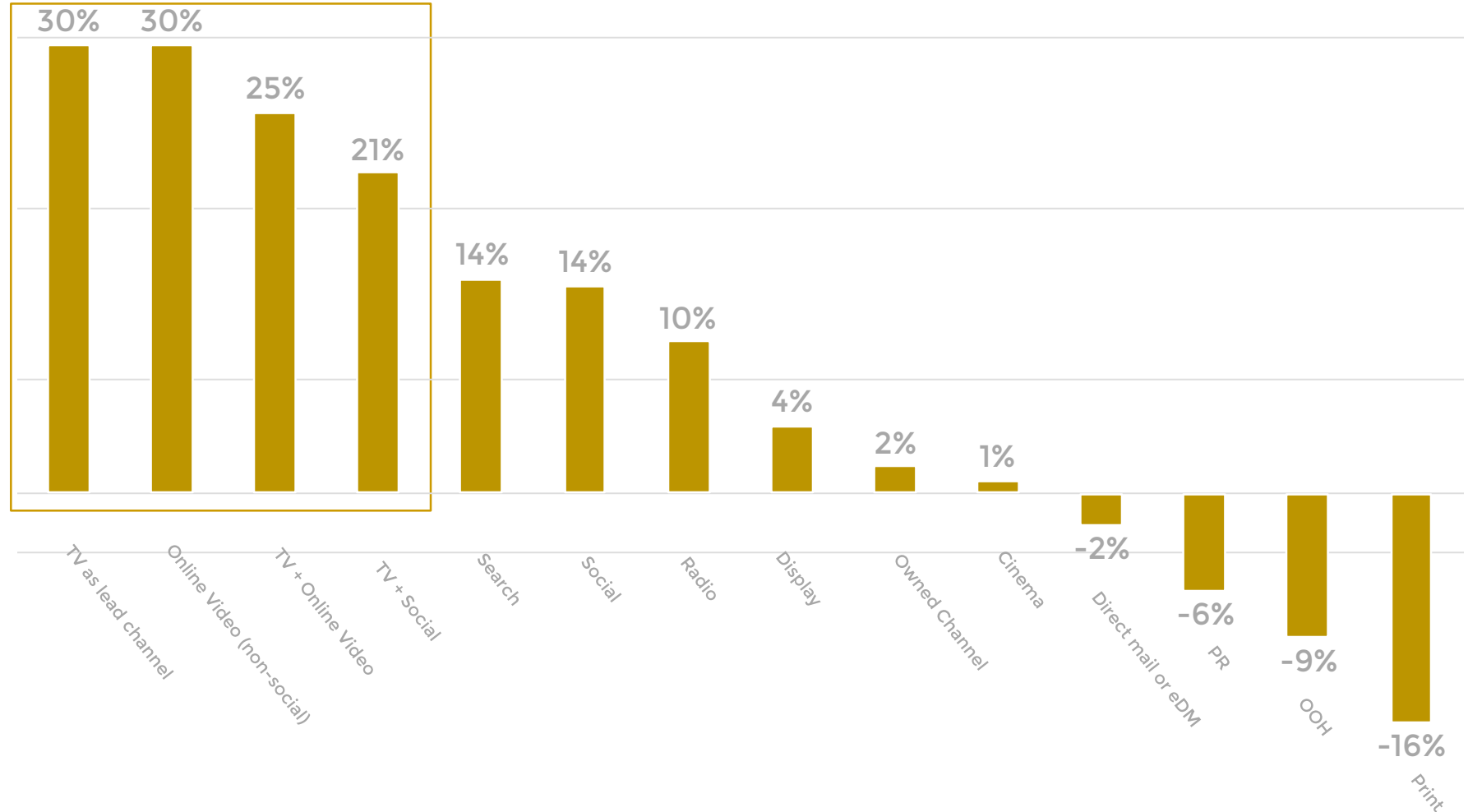
Simple: Difference in channel usage between high and lower effectiveness campaigns



HIGHLY
EFFECTIVE
SIMPLE
CAMPAIGNS
USE TV AS
LEAD 9% MORE

Highly effective campaigns that are complex use TV as the lead channel 30% more

Complex: Difference in channel usage between high and lower effectiveness campaigns



HIGHLY
EFFECTIVE
COMPLEX
CAMPAIGNS USE
TV AS THE LEAD
30% MORE

THE BEST OF THE BEST.

- Highly effective campaigns have more objectives
- Highly effective campaigns are longer with more touchpoints and higher spend
- 60% of highly effective campaigns used TV as the lead channel
- Highly effective campaigns used TV as the lead channel 19% more
 - Amongst simple campaigns, TV was used 9% more for highly effective campaigns.
 - Amongst the complex campaigns, TV was used 30% more for highly effective campaigns.