

entering and winning  
**the IPA effectiveness awards**



**‘Advertising works and we’re  
going to prove it’** launch manifesto, 1980

## the purpose of the awards



to showcase and reward the commercial power of ideas and prove beyond doubt that a return on marketing communications investment has been delivered.

# how the awards have developed

**1980s** short-term sales effects

**1990s** longer term, and manifold effects

**2000s** integrated

**2010s** new media...?

# **the 2010 awards**

**open to all agencies, clients and media owners worldwide**

**no budget limit**

**2-stage judging process**

**rigorous standards of proof**

# the myths about the awards

# 1 myth

“You have to have loads of resource to do one”

*aka*

“You have to be a big agency”

*aka*

“DDB will win again”

**2myth**

**“Simple ROI stories are no longer enough.”**

**Cravendale**

**118 118**

**Virgin Mobile**

# 3myth

**“You can’t win big if you don’t do econometrics”**

**only about half of all winners have used econometrics.**

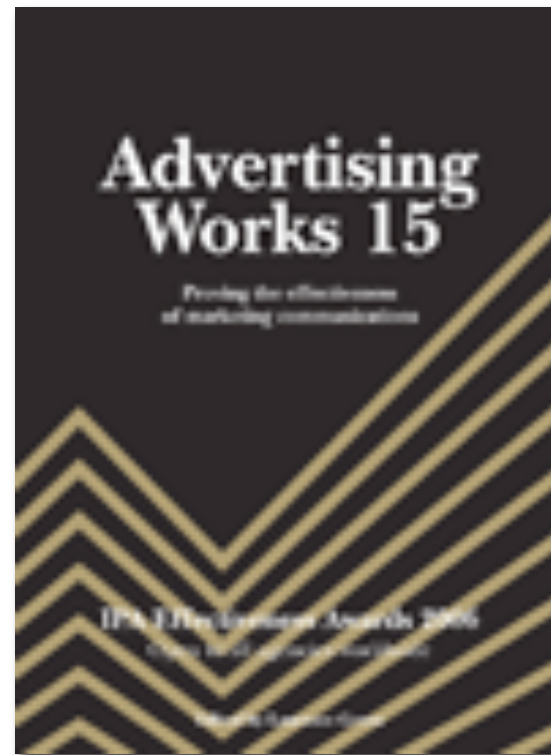
# 4myth

“it’s just too hard”

**It’s rigorous yes, but a lot less hard if you follow a few ‘top tip’s...**

**how to win**

# 1 read past papers



## **2** know the criteria

clarity of case

scale of task

strength of solution

**strength of proof**

use of channels

**scale of effect**

new learning



**clarity of case**

**scale of task**

**strength of solution**

**strength of proof**

**use of channels**

**scale of effect**

**new learning**



**Often lost as we evaluate**

**What were you trying to do?**

**What happened?**

**How did you do it?**

**Would your mum understand?**

**Jargon and complexity will keep evaluation in a box**

**clarity of case**  
**scale of task**  
**strength of solution**  
**strength of proof**  
**use of channels**  
**scale of effect**  
**new learning**

**Big it up!**

**No-one had previously  
managed to...**



**We had not previously  
managed to...**

**‘Car advertising cannot be  
measured effectively’**

clarity of case

scale of task

strength of solution

strength of proof

use of channels

scale of effect

new learning

What was clever/  
admirable?



What was new?

Unlike competitors...

clarity of case

scale of task

strength of solution

strength of proof

use of channels

scale of effect

new learning

How did all that happen?

How can you be so sure?

▷ Can anything else explain the effect?

Can regionality help?

Can econometrics help?

clarity of case  
scale of task  
strength of solution  
strength of proof  
use of channels  
scale of effect  
new learning

Which did you use?

Why?



How did they fit together?

What was the specific contribution of each?

clarity of case  
scale of task  
strength of solution  
strength of proof  
use of channels  
scale of effect  
new learning

What happened?  
Specifically and generally

What are the long-term  
consequences

▷ How do these effects  
compare £ for £ with  
previous or competitor  
effects?

Profits, please, not just  
sales

clarity of case  
scale of task  
strength of solution  
strength of proof  
use of channels  
scale of effect  
new learning



Is it just tracking and sales you're reporting?

Or have you looked at column-inches of PR, share-price correlation with communications?

Internal effects, supply chain effects?

## **3 collaborate**

**Papers which present integrated cases have proved in the past to be more attractive to judges and clients alike.**

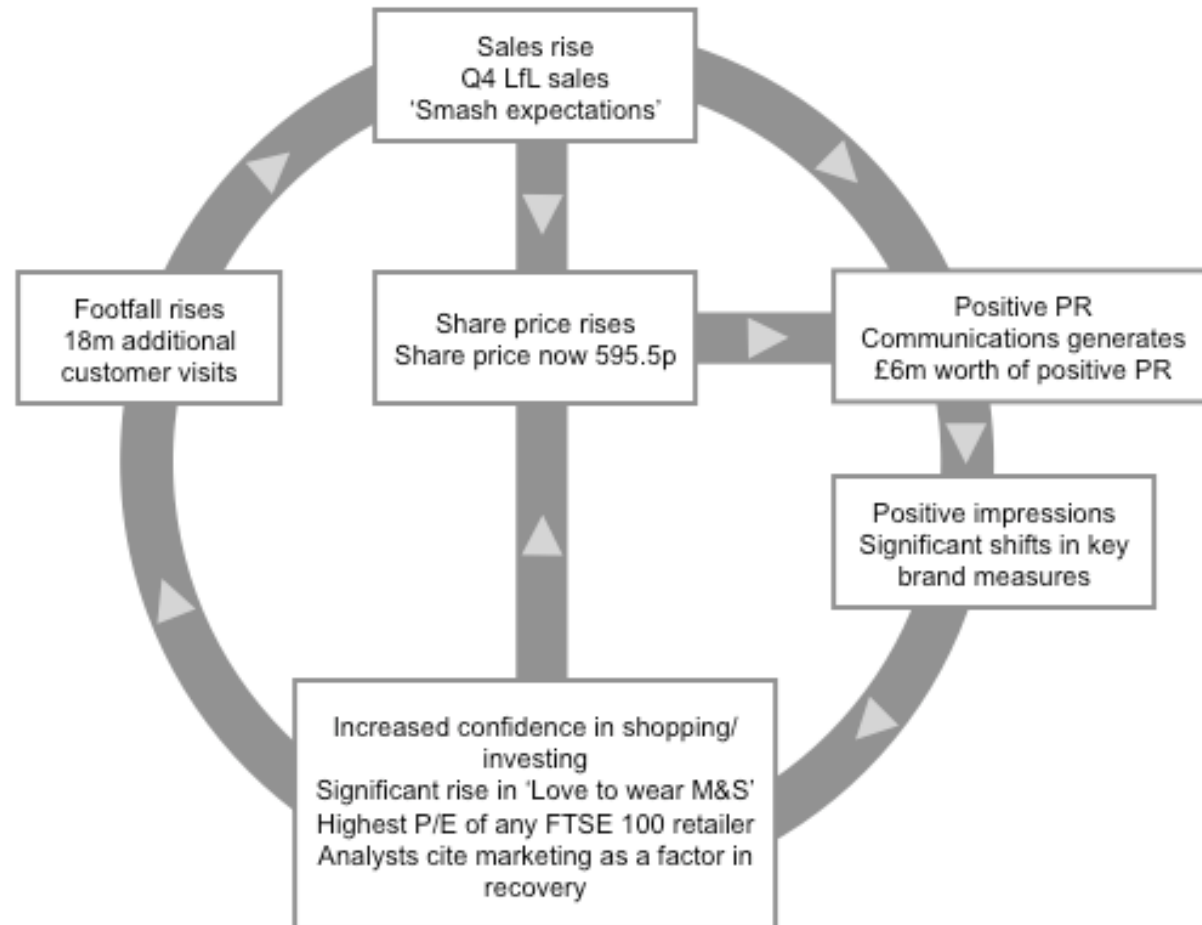
**By approaching and working with other companies involved in the campaign you will end up with a more complete entry and you may also be able to share the cost of entering.**

# 4 keep the concept 'high'

one sentence or  
one paragraph



# 5 have a killer chart



# **6**proof is two-way

**Whilst proving the effectiveness of communications, disprove other factors:**

**market growth**

**competitor effect**

**pricing**

**distribution gains**

# 7 profits, not sales

What matters is that the marketing communications delivers profits, not just revenue.

ROMI =

$(\text{Incremental net profit} \div \text{cost of campaign}) \times 100\%$

# 8 the proof can be simple

econometric modelling

test and control

area test

advertised vs. non-advertised products

exposed consumers vs non-exposed

extrapolation

## **9** get clients involved early

**you'll get better data, and less chance of them pulling a paper you've slaved over.**

**10** start early

then review, review, review

**MPG**

Leading new thinking.

media  
contacts

# What about the Media bit ?

**Marie Oldham**  
**December 2009**

## Two approaches

Media agency alone

or

Integrated with Creative, Digital,  
PR, DM agencies

# 1. Tell the whole story not just the media bit



## 1. Tell the whole story, not just the media bit

1. How did media contribute to the success of this campaign ? Can you demonstrate that media usage specifically increased ROI, improved results or helped achieved the clients business objectives
2. Specifically, how did it amplify or enhance the creative idea?
3. What was so clever about how you chose to deploy the money ?

## 2. Turns your consumer into real human beings

1. How many are in your target audience?
2. How many did you need to convert to achieve your clients objectives?
3. What is their current and desired behaviour?

### 3. Demonstrate the role of media in their lives

1. How do they use media?
2. What need states does each channel serve?
3. Why did you choose the channels you did?

### 3. The integrated story

1. How did each communication channel work in isolation and as part of the overall campaign?
2. Include anything you know about the role of PR, WOM, social media, retail activity etc?

## 4. Measurement

1. What did you use to track the campaign?
2. What were the original KPIs and how did the campaign succeed?
3. Did you use any new or interesting pre or post campaign research?

## 5. Be rigorous with your numbers

1. What percentage of the TA changed?
2. Was there any CRM/Datacapture element to the campaign?
3. Detail any EPOS, ROI, CPA and any lifetime values data that you have
4. Boil it down to a simple story

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