

2010 IPA Effectiveness Awards

How to win



Why Are We Here?

To celebrate the commercial
power of our creativity



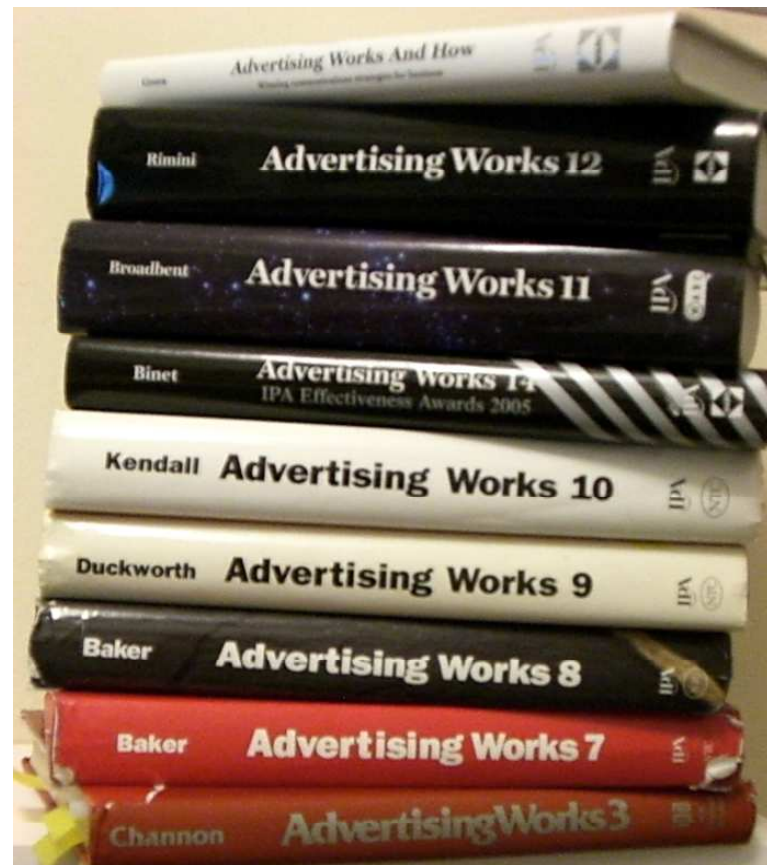
Why Do the IPA Awards Exist?

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



An immense contribution to learning

Over 1400 case studies demonstrating effectiveness of communications in the IPA dataBANK



Before the awards existed



“The effects of advertising are largely immeasurable... Advertising makes an unknown contribution to selling goods”

The Business of Advertising 1973



How the awards have developed

1980s: Short term effects

1990s: Longer term effects

2000s: Integrated Campaigns

2010 awards: New Media



Beyond traditional ad campaigns

To contribute further to new learning particularly in the 'digital' space

Measuring ongoing conversations



Where social media fits in consumer journey

Understanding how to create brand advocacy



The Focus for 2010

Judges will be seeking a demonstration of the commercial success of the broader marketing strategy deployed



Who can enter

Competition open to all agencies,
clients and media owners worldwide



A couple of myths

and why you should ignore them



Myth 1

You have to have loads of resources to do one

aka

You have to be a big agency

aka

“DDB will win again”



Grand Prix winners

2009	Mediaedge:cia
2008	BBH
2007	MCBD & MediaCom
2006	Rainey Kelly Campbell Roalfe Y&R
2005	MCBD
2004	VCCP
2003	BDH/BWA
2002	BMP DDB
2000	LOWE LINTAS
1999	VCCP
1998	BBH
1997	LOWE
1996	DFGW
1995	AMV
1994	WCRS



Myth 2

“You cannot win big without econometrics”



Econometrics?

Yes

O2

Cravendale

KFC

Police recruitment

Naturella

VW

Daz

No

Johnnie Walker

M&S

Congestion charge

Honda

HEA Anti-smoking

Virgin Mobile

Road Safety

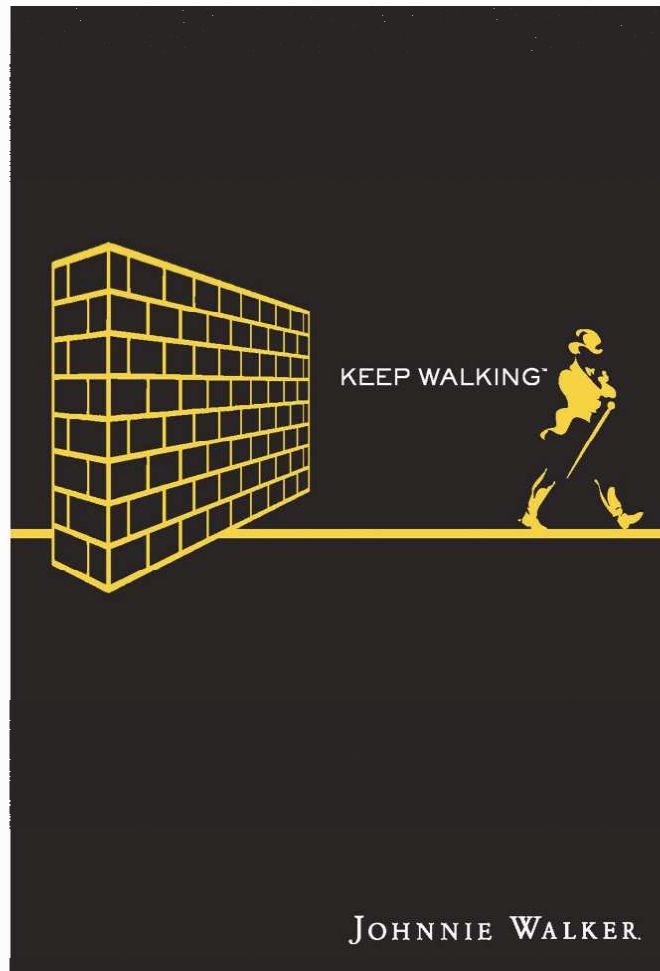


IPA Best Practice Examples of Effectiveness

Demonstrating a commercial return



Johnnie Walker Grand Prix Winner 2008



IPA





IPA



Compared markets with high ad spend with markets with low spend

High	Low
US	France
Greece	United Kingdom
Taiwan	India
Thailand	Japan
Brazil	Germany
Spain	South Korea
Australia	Canada
Mexico	Italy
Venezuela	Turkey
Dubai	Portugal
Lebanon	Czech Republic
South Africa	Denmark, Finland, Sweden,
Colombia	Norway
Paraguay	Netherlands
Philippines	Poland
	Switzerland
	Belgium/Luxembourg
	Canary Islands

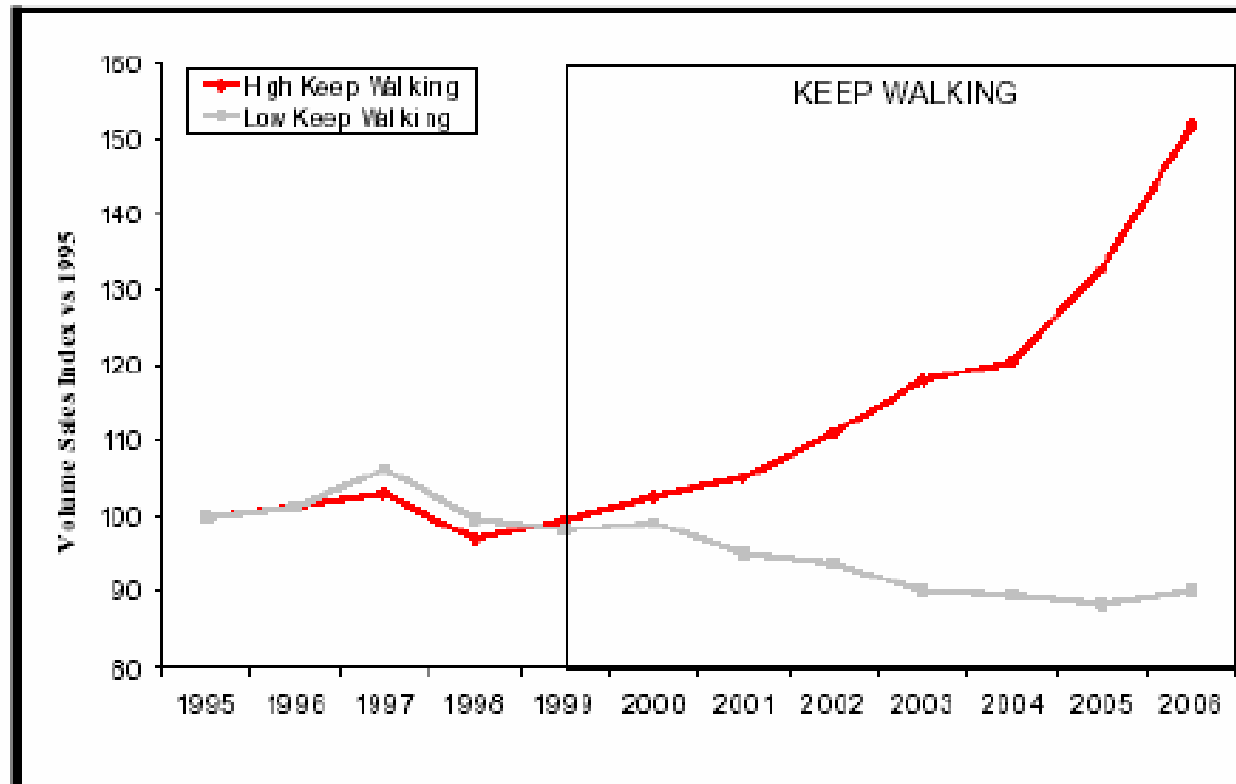
Figure 36: Keep Walking categories



Source: WARC, IPA



Volume sales in high spend markets outperformed low spend markets



Source: IWSR

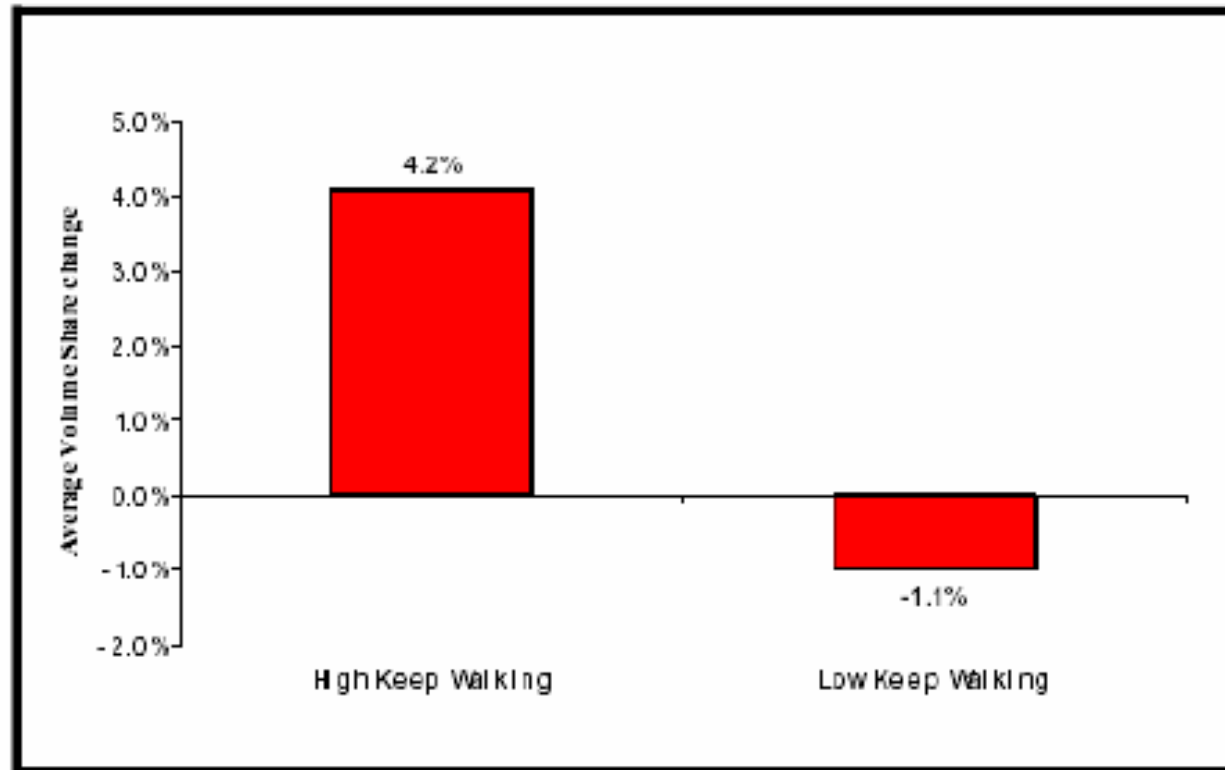
Chart 13: Volume Sales in High & Low Keep Walking Categories (1995-2006)



Source: WARC, IPA



Volume share grew in high spend but declined in low spend markets



Source: IWSR

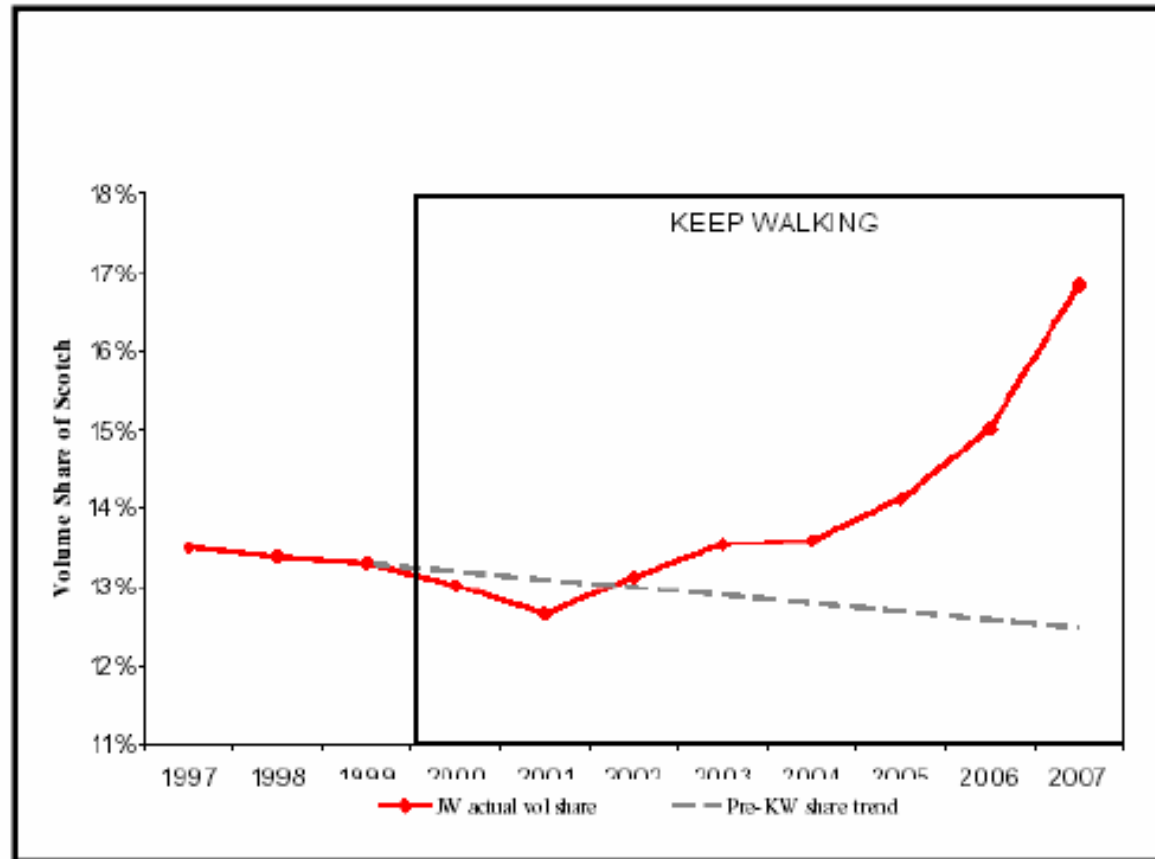
Chart 14: Volume Share Change in High & Low Keep Walking Categories 1999–2006



Source: WARC, IPA



Calculating the value of the campaign



Source: IWSR & BBH calculation
Chart 19: Johnnie Walker Predicted vs Actual Volume share of Scotch 1997-2007



Source: WARC, IPA



Return

Incremental value attributable to Keep Walking (excluding China & Russia)	\$2.21bn
Campaign spend inc. sponsorship, media, agency fees, production etc (excluding China & Russia)	\$0.70bn
Revenue Return	3.2

Figure 38: Keep Walking financials (2000-2007)



Source: WARC, IPA



Orange 1998 IPA

IPA The FTSE's bright, the FTSE's Orange

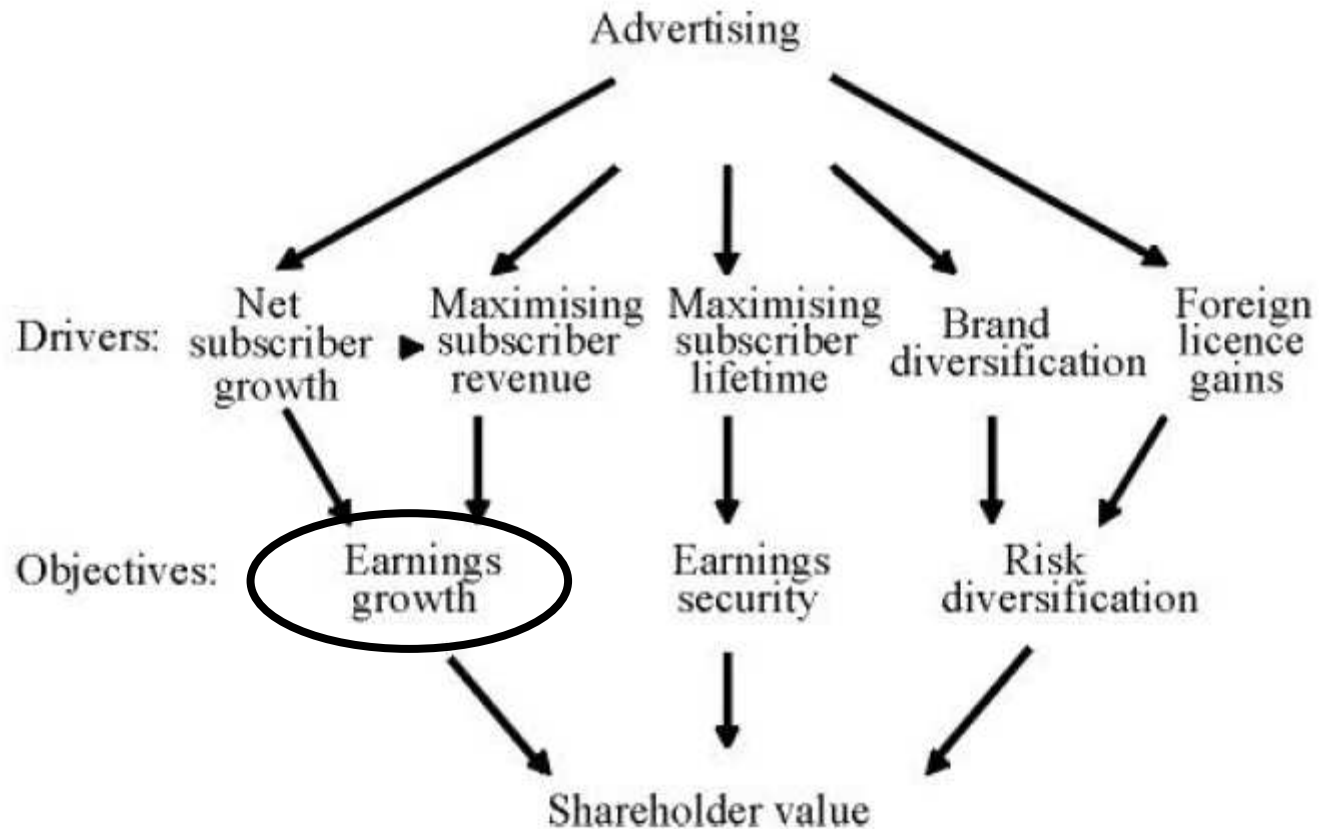




IPA



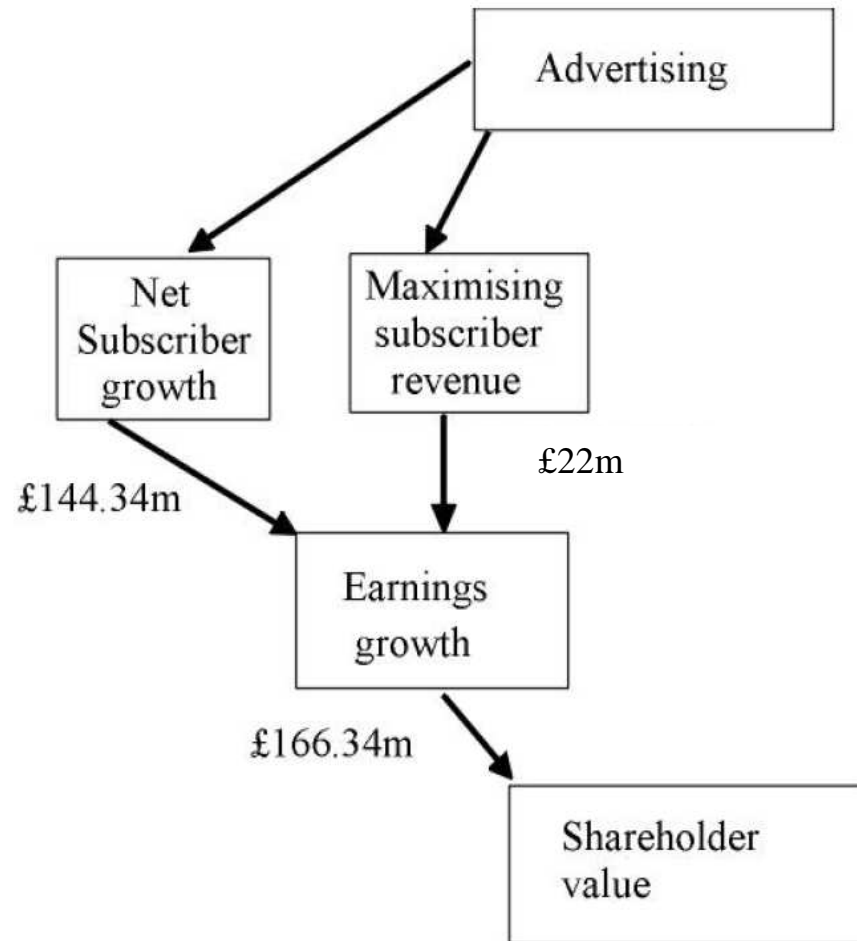
The FTSE's bright, the FTSE's Orange



Source: WARC: IPA Effectiveness Awards 1998



Contribution to Earnings growth



Source: WARC: IPA Effectiveness Awards 1998



Orange payback

In total, it was demonstrated that the campaign increased value per share by £2.45, from £2.05 to £4.50 equating to an additional £2.9 billion of shareholder value.



Road Safety Authority IPA

Excellent case that showed Govt campaigns can also demonstrate commercial saving

NO SEATBELT NO EXCUSE



Source: WARC: IPA Effectiveness Awards 2008



Seat belts – demonstration of Effectiveness

- **300 lives saved over the course of 6 years**

This was driven by a shift in behaviour:

- Overall increase wearing seatbelt rates
- Increase in driver wearing seatbelt rates
- Increase in back seat wearing seatbelt rates

In turn this was affected by a change in mindset:

- Increase in levels of belief that 'not wearing a seatbelt is selfish'
- And decrease in the belief that 'to wear a seatbelt is a personal choice as it does not affect other people'



Source: WARC: IPA Effectiveness Awards 2008



£59m saving to the economy



Source: WARC: IPA Effectiveness Awards 2008



Return on marketing investment

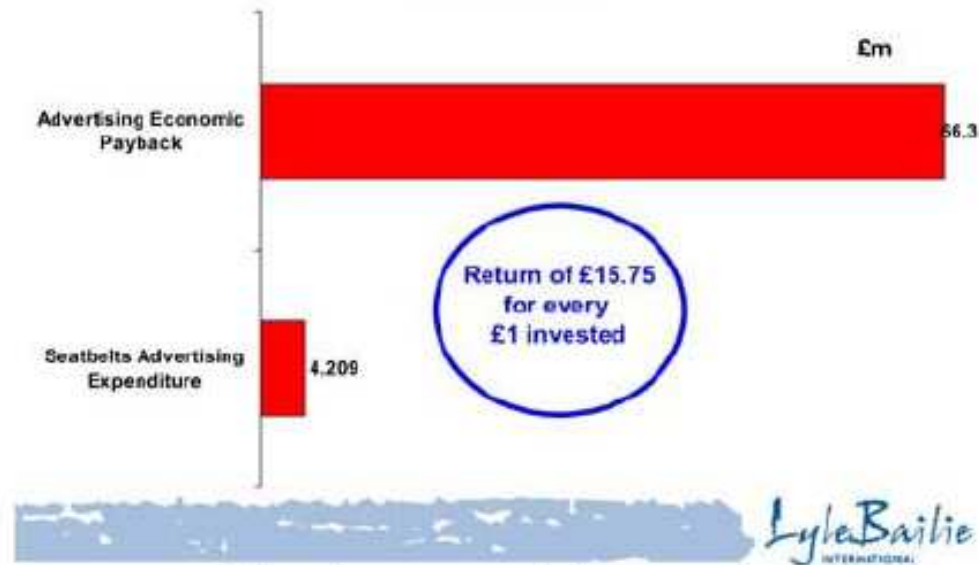


Figure 45: Seatbelts advertising payback compared to investment 2001-2007



Source: WARC: IPA Effectiveness Awards 2008



Judging 2010



How the papers are judged

Overall, the judges are looking at how powerfully ideas brought to life via one or more channels have affected a company's *commercial* performance.

The more powerful the idea, the more powerful the effect and thus, the greater your chances of doing well.



Special prizes 2010

- Best Dedication to Effectiveness
- Best New Learning
- Best Multi-Channel
- Best Media
- Best International or Multi-Market
- **Shorter term Effectiveness**
- Effectiveness Agency of the Year

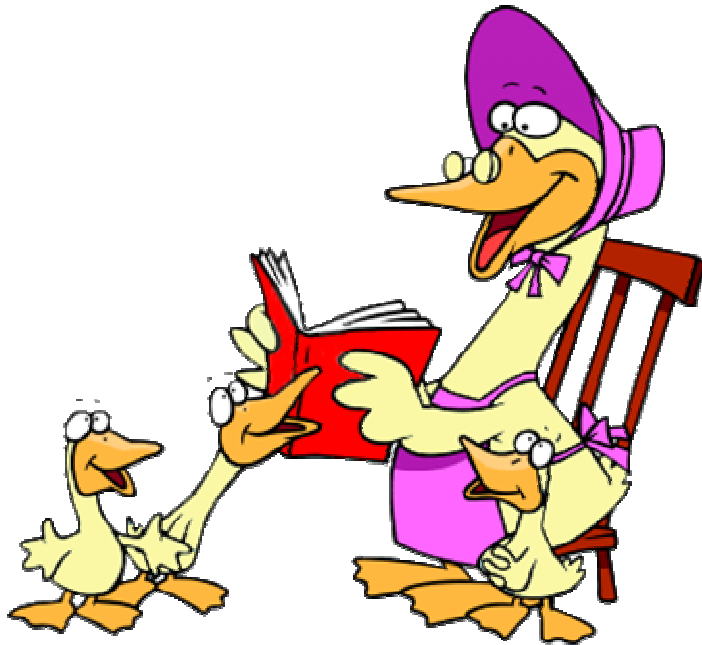


The seven judging criteria

1. Clarity of presentation
2. Scale of task
3. Innovation of solution
4. Scale of effect
5. Strength of proof
6. Innovation of measurement
7. Channel exploitation



Clarity of presentation



Would your mother understand it?

Steer clear of complexity and jargon

What happened?

How did you do it?

Why was it communications?

How did the communications work?

Scale of task

Big it up!



No one had previously managed to.....

We had not ever done something like this before....

Bring to life the situation **before** your campaign, set the context.

Innovation of solution

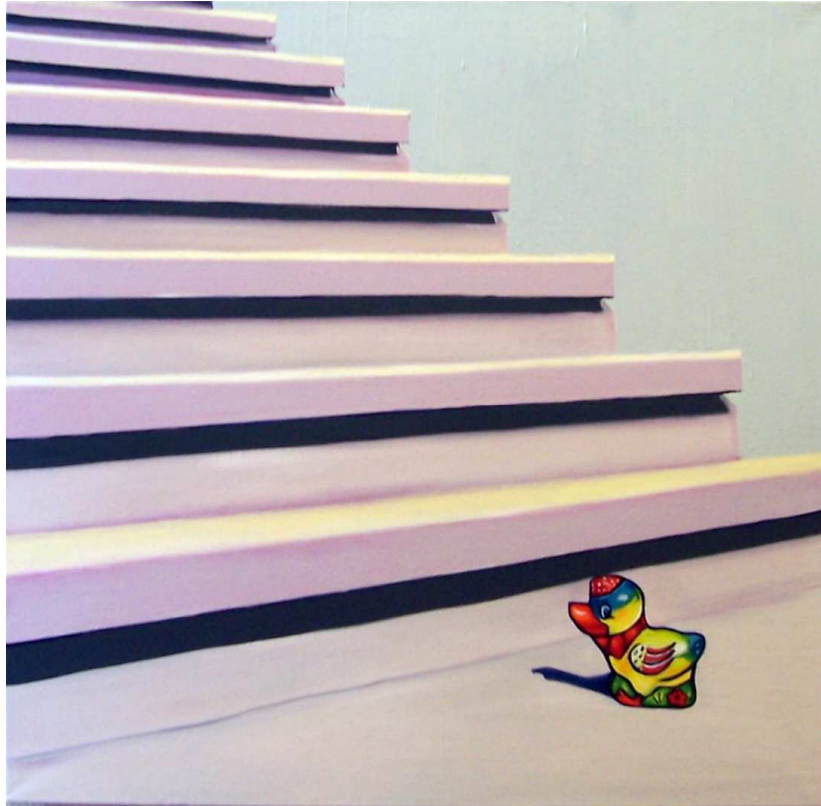


What was clever?

What was new?

Something that your competitors
had not done before...

Scale of effect



What happened?

How big was the effect of communications?

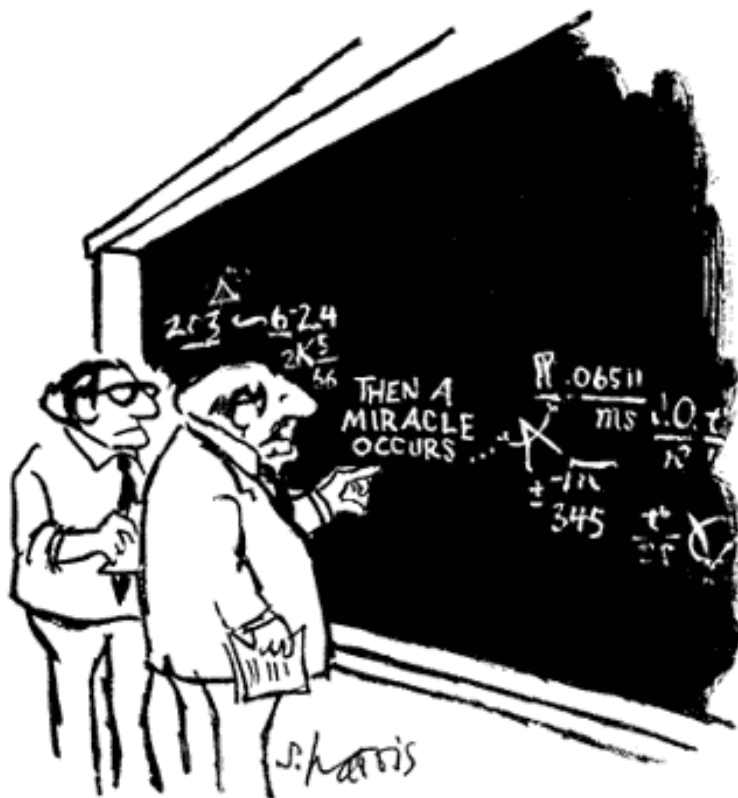
In the short-term..

In the long-term....

£ for £ as compared to the past, competitors,

Think profit not just sales

Strength of proof



"I think you should be more explicit here in step two."

Precision!

How did all that happen?

How can you be so sure?

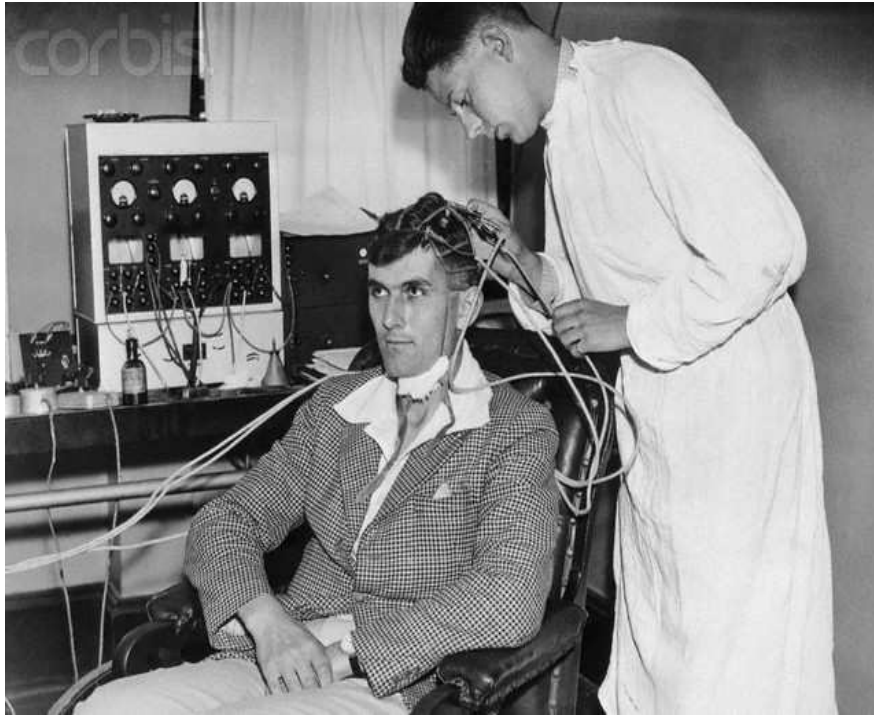
Can anything else explain the effect?

Extrapolation..

Regional tests...

Econometrics....

Innovation of measurement



What's new?

Just tracking and sales?

Or have you looked at column inches of PR, share price, book value etc and their relationship with communications

What about social media and digital? How are you assessing effects?

Channel exploitation



Which did you use?

Why?

How did they all fit together?

What was the specific contribution of each channel?

So How Do You Begin?

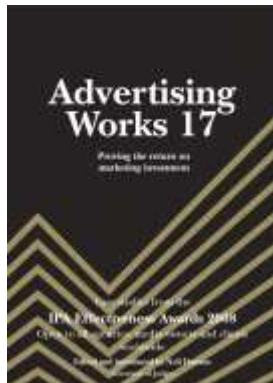


Read past IPA winners



World Advertising
Research Center

<http://www.warc.com>



Advertising Works Volume 1-17



Understand the rules

Read the small print



Identify likely cases



Do you think the comms worked?

Do you think you could prove it?

Is it an interesting story? What's the theme?

Do you think the comms paid for itself?

Would your client let you enter?



Sainsbury's
Try something new today



NO SEATBELT NO EXCUSE



Identify your story



Get senior client approval early on

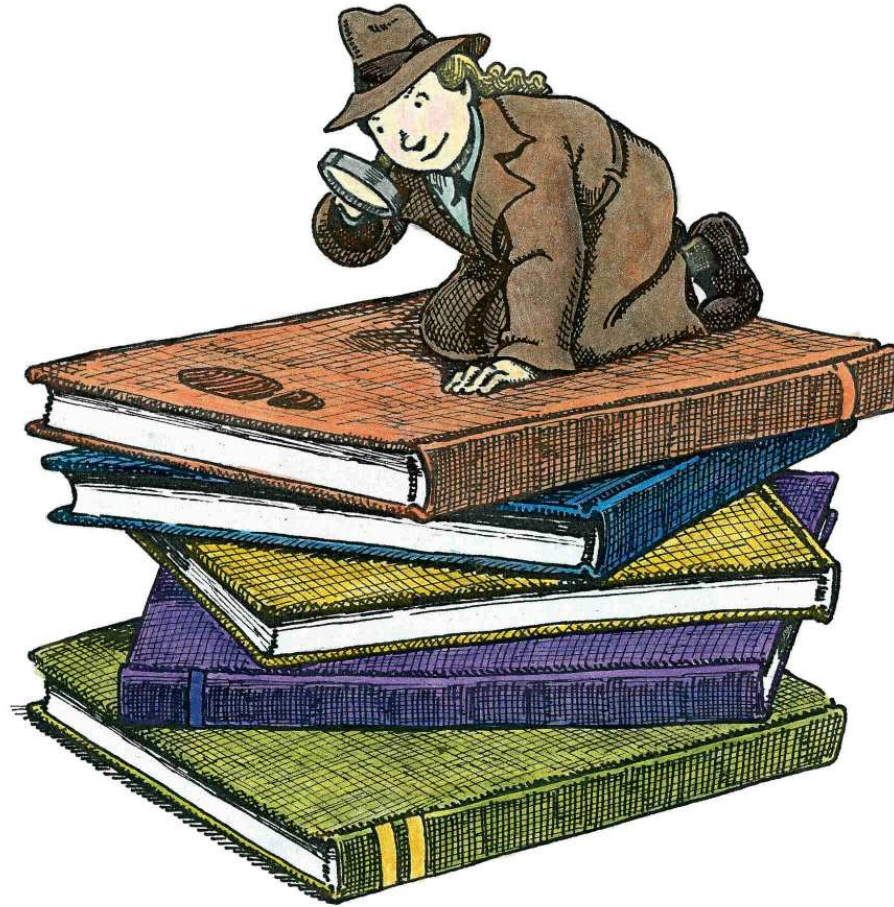


Give your client time to approve
it and to build on it

Get them involved early on



Gather the data



Tell a story

Don't write a shopping list



A typical essay plan

- Introduction
- The marketing problem
- The agency's solution



~1/3 paper

- Results
- **Proof that the campaign worked**
- Payback and efficiency (ROMI)
- Conclusion
- Appendices



~2/3 paper



The front bit

- Introduction:
 - What's the hook?
- The business problem:
 - Market background
 - Brief to agency, objectives
- Agency solution:
 - strategy, creative, media
 - How did you think the communications would work? Develop a communications model



The back bit

- Results:
 - Show business success
 - Show objectives achieved
 - Success could mean slowing a decline
- Proof:
 - Prove **beyond doubt** comms did it
 - Longest and most crucial section
- Payback and ROMI
- Conclusions
- Appendices – Technical, boring or sensitive stuff



Don't leave any escape chutes

Include or eliminate all other possible factors that could account for success



Review, review, review, review



Create IPA time table

	DATES
• First summary of case	?
• Start internal data audit	?
• External data trawl to fill gaps	?
• Client approval	?
• Agree final shortlist of papers	?
• First draft for review	?
• All data gathering complete	?
• Data analysis	?
• Econometric modelling (where needed)	?
• Review second complete draft	?
• Review third draft	?
• Final review	?
• IPA DEADLINE	23rd April 2010



Need to take into account

- Professional paper/chart formatting
- Preparing creative materials for IPA specifications
- Empirical appendices
- IPA submission summaries
- Finishing touches
- Submission deadline

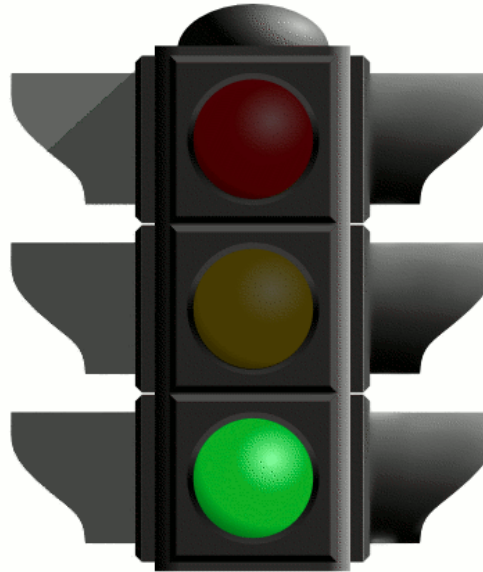
23rd April DEADLINE



As many spot lights as possible



Good luck



Gurdeep@theeffectivenesspartnership.com
Janey@theeffectivenesspartnership.com

