

An introduction to the 2011 IPA Effectiveness Awards

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A reminder of what the Awards are all about



**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 evolved

- 80's – Short-term sales effects
- 90's – Longer & manifold effects
- 00's – Integrated
- 2010's – New media?



The 2011 Awards

Limited to campaigns
with an annual spend
of up to £2.5M



The small print

- Open to all agencies, clients & media owners worldwide
- With a total annual communications budget of up to £2.5M
- “*Total budget*” includes all production/media/agencies’ fees
- “*Up to £2.5M*” can be the average over the campaign period but no single year can be more than £3M
- The activity can be part of a broader campaign but the halo effect must be eliminated
- Two stage judging process. 3,000 words max; 3,500 for joint entries



Some practical examples

- A digital campaign for a limited edition VW Golf
- A school's promotion for Morrisons
- A DM campaign for Waitrose wines
- A Best of Both print campaign for Hovis
- A TV programme for BMW

All could be eligible if the potential halo effect is clearly accounted for and eliminated



A few tips on 'how to win'



1. Know what you're being judged on

- Clarity of case
- Scale of task
- Strength of solution
- Use of channels
- **Scale of effect**
- **Strength of proof**
- New learning

If you can deliver against all of these, you're in with a real chance



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- Clarity of case

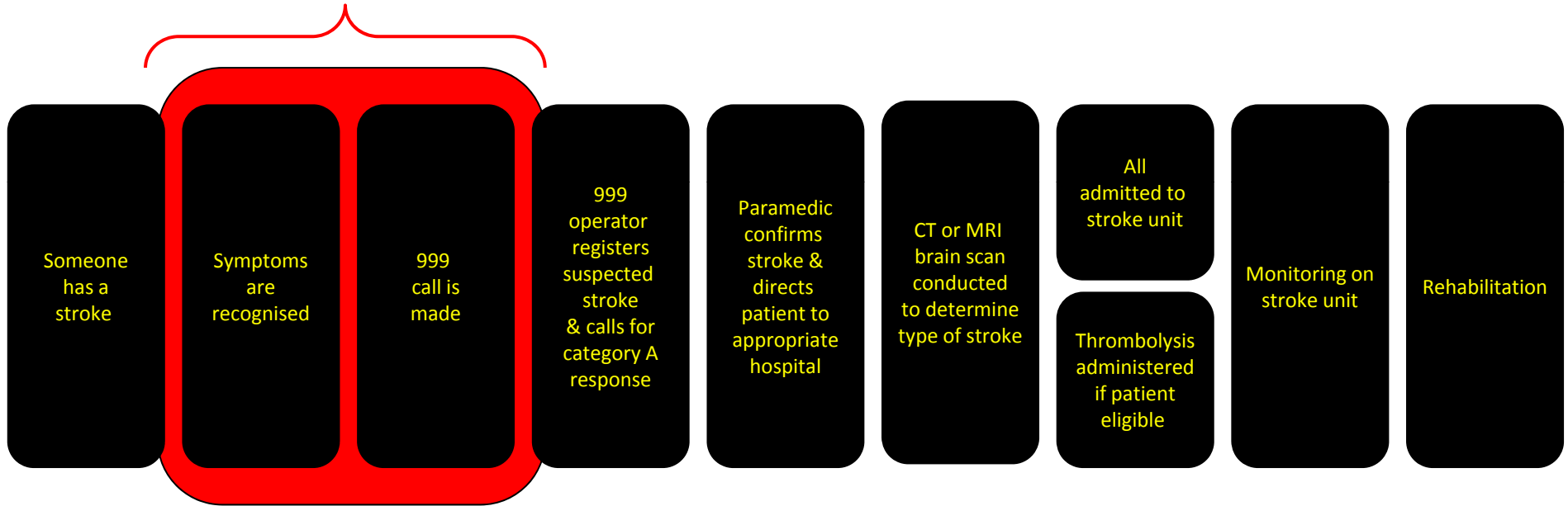
- Scale of task
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- State objectives clearly and follow them through
- Signposts, headlines & diagrams
- Don't assume knowledge of the market or brand; don't assume your reader has time to work things out
- Do assume expert business understanding, financial literacy; do assume that your reader is suitably sceptical
- Be clear first. Be interesting & entertaining second



The journey for someone who has a stroke

Behaviour that
COMMUNICATIONS
must influence



For thrombolysis to be most effective, it needs to happen within
three hours
of the onset of stroke symptoms



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- What made the case so difficult? eg Market/Brand/Audience/Entrenched behaviours/Budget/Trade/Inexperience/History
 - Big it up
 - Vivid descriptions stand out:
 - Skoda: *"Brand was a joke"*
 - Congestion Charge: *"Work of Satan"*
 - M&S: *"Vicious PR circle"*
 - "No one had previously managed to..."

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- Can be an imaginative & impressive strategic, media or creative solution (or all three)
 - Prove how imaginative & impressive it is, don't just assert
 - Celebrate any acclaim: Consumers/PR/Trade press/Competitors/CEO's
 - Anything new vs. past/competitors?



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- Close collaboration/co-authorship between Creative & Media partners – it's impressive
- Think why and how, not what and where
- Clear explanation of media strategy
- Diagrams can help



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Awareness, attitude, consideration
Behaviour (penetration, frequency,
WOP, loyalty)
Sales (or equivalent)
Share
Profit

- Always looking at the links between these and the campaign activity
- Clear charts; don't be silly in exaggeration. Aim for the killer chart
- ROI/ROMI: Profit not sales (respecting confidentiality) see Guide to calculating payback (www.ipaeffectivenessawards.co.uk/ROMI)
- Participation/WOM too



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- The barrister's case
 - Look at it from all angles. The best papers pile on the evidence.
 - Discount other measures – Be suspicious.
 - Some classic techniques: control areas, control audiences, control products, econometrics
- (N.B. Only a couple of papers in the 2009 Awards used econometrics)



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- Think about what's interesting in the industry at the moment:
Behavioural
economics/Interactivity/New
media/Private Equity/Engagement
models...
 - Any new research models?
 - TELL the reader what's new

2. First place to look

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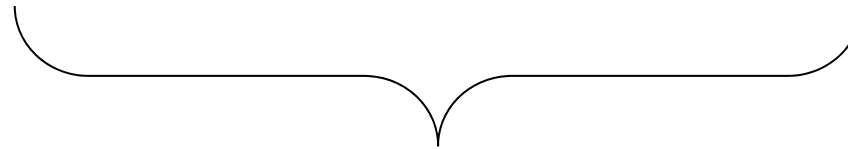
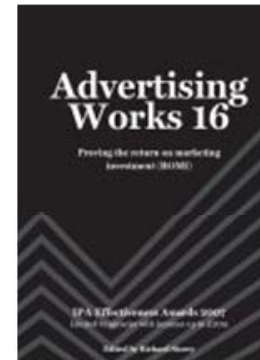
} Make sure you have a case



3. Read past papers



World Advertising
Research Center



Get in the zone



4. Collaborate internally & externally



5. Ensure early client involvement



6. Plan it.

Create your own schedule with key dates



Get cracking



Key Dates

- Monday 31st January 2011: Pre-registration deadline.
Pre-registration costs £100 per entry. Pre-registered papers will qualify for a 25% discount off your final entry fee.
- Friday 15th April 2011: Entry deadline.
- Early November: Awards Ceremony & dinner.
- Visit www.ipaeffectivenessawards.co.uk for more details

