

entering and winning

# the IPA effectiveness awards

Marie Oldham - 19th January 2012

'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...?  
Power of social  
Big ideas deliver ROI ?

# the 2012 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”

“Simple ROI stories are no longer enough”

Cravendale  
118 118  
Virgin Mobile

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

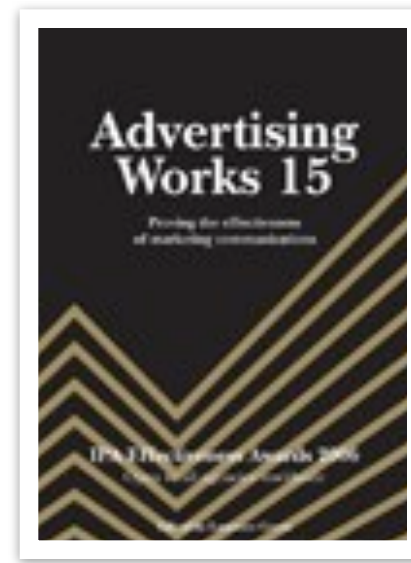
c. 50% of previous winners did

“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



E.A.S.E

## 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



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

scale of task



Big it up!

No-one had previously managed to...

We had not previously managed to...

‘Car advertising cannot be measured effectively’

strength of  
solution



What was clever/admirable?  
What was new?  
Unlike competitors...

Strength of  
proof



How did all that happen?  
How can you be so sure?  
Can anything else explain  
the effect?  
Can regionality help?  
Can econometrics help?

Which did you use?

Why?

How did they fit together?

What was the specific contribution of each?



use of  
channels

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

scale of  
effect

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?



new learning

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

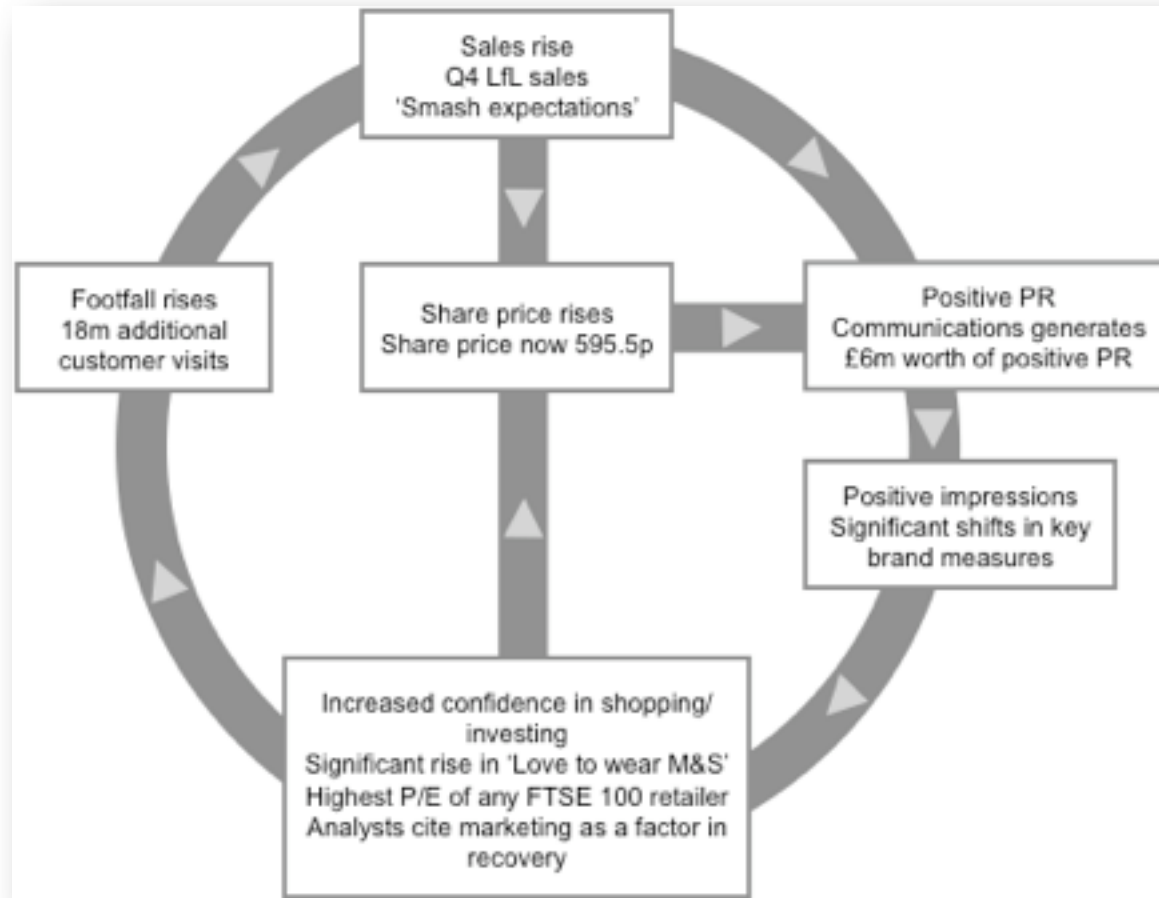
4 keep the concept 'high'

**One  
paragraph**

**CRIME DOESN'T  
PAY...  
BUT ADVERTISING  
TO STOP IT DOES**

HOW COMMUNICATIONS EMPOWERED THE NATION  
TO PROTECT THEMSELVES

# 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.

$$\text{ROMI} = \frac{\text{Incremental net profit}}{\text{cost of campaign}} \times 100\%$$

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

# What about the Media bit ?

# 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



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

Specifically, how did it amplify or enhance the creative idea?

What was so clever about how you chose to deploy the money ?

## 2. Turns your consumer into real human beings



How many are in your target audience?

How many did you need to convert to achieve your clients objectives?

What is their current and desired behaviour?

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



How do they use media?

What need states does each channel serve?

Why did you choose the channels you did?

## 4. The integrated story

How did each communication channel work in isolation and as part of the overall campaign?

Include anything you know about the role of PR, WOM, social media, retail activity etc?

## 5. Measurement

What did you use to track the campaign?

What were the original KPIs and how did the campaign succeed?

Did you use any new or interesting pre or post campaign research?

## 6. Be rigorous with your numbers



What percentage of the TA changed?

Was there any CRM/Datacapture element to the campaign?

Detail any EPOS, ROI, CPA and any lifetime values data that you have

Boil it down to a simple story

stuff I shouldn't tell  
you.....

any questions?



Thank you!