



LEARNINGS FROM EFF WEEK 2016

WHAT IS THE RIGHT WAY TO JUDGE MARKETING INVESTMENTS?

Brand awareness, brand consideration, brand loyalty, or customer lifetime value? Business outcomes? Intermediate measures or end measures? What should you be measuring and how should you be measuring it? What basket of measures, scorecards or dashboards can deliver effective and meaningful analytics?



EFF WEEK 2016 HEADLINES

#METRICS

- The key marketing effectiveness we must never lose sight of – how does this turn into money or quantifiable social benefit?
- It's not about outputs, it's about outcomes leading to the end outcome of profitable growth.

“Unless the conversation starts and ends with profitable brand growth, not just buying share, nothing actually moves.”

John Kearon Brainjuicer

- Our responsibility is to set the metrics that matter to measure this. The focus should be on clear business metrics that relate to profitable growth, meaningful business outcomes, not ‘vanity metrics’.
- Requires a model of how the elements of the marketing communications ecosystem will work together to deliver this.
- Demands a focus on behavioural measures – what consumers actually do, not what they say they’ll do.

#BRAND

- The brand is almost always the engine of profitable growth so the power of the brand is a key KPI. We need to monitor its ability to create the desire/ predisposition to buy our brand over another. This is the pivot to brand value which in turn is the pivot to growth.
- Brand distinctiveness, both emotional and functional, is a key metric. It is what justifies a price premium. When measuring and optimising activity around distinctiveness, emotional measures are vital, 'if you feel nothing, you do nothing'.
- 'The brand is the customer experience' – so profitable growth demands a strategic, holistic, long-term approach.
- But never forget that the brand is there to serve the business – a means not the end.

“There is a difference between differentiation and distinctiveness that it is important to know.”

Nigel Gilbert *TSB*

#LONG-TERMISM

- We must avoid the 'Doom Loop'. A characteristic of businesses dominated by a tactical, short-term focus. The job of marketers, and business leaders more broadly, is to define, create, and continually monitor and optimise a 'Boom Loop', based on a long-term strategic purpose.
- At TSB the 'Boom Loop' was created through and new customer consideration attracting high value loyal customers, a culture of customer service through the business, increased customer advocacy (NPS), and brand distinctiveness - 'Britain's Local Bank'. This resulted in increased customer satisfaction, and reduced acquisition costs and churn. Every business needs to define it's own 'Boom Loop'.
- In doing this it's necessary to balance the short and long-term. You 'win in the long-term'. In the short-term it's more about monitoring progress on a regular basis, optimising, experimenting and learning as you go.

#CONSISTENCY

- A challenge is to get measurement across all media onto an equal footing, all focused on ROI/ contribution to growth. Without a 'common currency' it's impossible to properly judge marketing investments.
- Testing is important over and above econometrics. Tests are the only way of identifying causal relationships. This provides the proof to convince the broader organisation to shift from often deeply embedded beliefs and behaviours in terms of media use.



JUDGING MARKETING INVESTMENTS

CONTENT AND RESOURCES

VIDEO - PANEL DISCUSSION

WHAT IS THE RIGHT WAY TO JUDGE MARKETING INVESTMENTS?

Nigel Gilbert Chief Marketing and Communications Officer *TSB* · **Peter Chadwick** Brand Strategy Manager *Vodafone* · **Keith Coni** Head of Insight & Evaluation *Government Communication Service* · **Nigel Hollis** Chief Global Analyst *Kantar Millward Brown* · **John Kearon** Chief Juicer *BrainJuicer*
40 minute watch

View at: <http://www.effectivenessweek.com/video-right-way-judge-marketing-investments>

The panel shared their different approaches to measuring marketing investments and their experiences on how chosen metrics drive different results and behaviours. Two deep-dive sessions complemented this panel at the conference looking at two brands Vodafone and DWP in detail and at the practice of measuring Social Media.

VIDEO – SPEAKERS

LES BINET AND PETER FIELD – MEDIA IN THE DIGITAL AGE

Les Binet Head of Effectiveness *adam&eveDDB* and **Peter Field** Marketing Consultant *Peter Field Consulting*
33 minute watch

View at: <http://www.effectivenessweek.com/binet-field-media-digital-age/>

Les Binet and Peter Field's presentation looks at how to optimise campaigns in the multi-channel digital age. But it also contains a lot of information on how to measure effectively.



ARTICLE

"WE'RE AGREED THAT MEASUREMENT IS IMPORTANT, BUT WE'RE NOT GETTING IT RIGHT YET"

Claire Hill Managing Director *CMA*
2.30 minute read

View at: <http://www.effectivenessweek.com/measuring-marketing-important/>

Based on research conducted by the CMA and published in their Measuring Effectiveness Industry Report, Clare argues for a greater focus on developing the marketers measurement toolbox.

ARTICLE

"IT'S TIME MARKETERS STARTING MEASURING, NOT COUNTING, SOCIAL MEDIA"

Stephen Maher CEO *MBA* & Chairman *#IPASocialWorks*
4.30 minute read

View at: <http://www.effectivenessweek.com/time-marketers-started-measuring-not-counting-social-media-impact/>

Stephen argues that social media is a powerful and ever-growing influence in the lives of all brands. Its impact needs to be properly measured.

CASE STUDY

#IPASOCIALWORKS CASE STUDIES

Various authors *IPA*

View at: <http://www.ipa.co.uk/page/IPA-Social-Works-cases#.WICtFLaLSRu>

Peer reviewed case studies that illustrate best practice in social media effectiveness. Includes examples where social media is used as part of a communications strategy or where it is employed to develop and validate insights which are then used to shape strategy.

GUIDE

#IPASOCIALWORKS GUIDES

Various authors *IPA*

Buy at: <http://www.ipa.co.uk/page/ipa-social-works#.WICsM7aLSRs>

Three guides that provide guidance on issues around the measurement and effectiveness of social media including ntegrating social into your insight function and meaningful measurement of social media



If you would like to get involved in the EffWorks initiative in this area please contact Janet Hull at the IPA:

janet@ipa.co.uk

Janet Hull OBE, IPA Director of Marketing Strategy & Exec Director Effectiveness Week

00 44 [0]207 201 8253 | 07767 823 602

