



## LEARNINGS FROM EFF WEEK 2016

### WHAT IS CREATIVITY'S ROLE IN EFFECTIVENESS?

In a world of marketing science, algorithms and rationality, many marketers wonder where the c-word, 'creativity', fits. We all know though that as humans, emotional engagement is still the greatest motivator... don't we?



### EFF WEEK HEADLINES

#### #ROLE

- Creativity and innovation remain crucial for marketing effectiveness and broader commercial success, but risks being undervalued and underexploited due to increased short-termism.
- Creativity is about continually surprising and delighting people, and is a process as well as an end product – John Lewis defines it as being 'Constantly Restless'.
- Marketing plays two roles in delivering value: Demand Creation is aimed at non-customers, those out of the market; and Demand Fulfilment, which is aimed at customers, those in the market. Creativity is particularly important for Demand Creation, because you are targeting an infrequent buyer, who is largely disinterested, or may not even know you. You are competing with a world of so much choice, competing for attention and engagement.

**"It's about building brand memorability. It's about talking to infrequent buyers who are just not that into our brands. That is why creativity is so important."**

Dan Izbicki *Unilever*

## #CONTENT

- In an increasingly user-first world, creativity, understood here as great experiences and content, is king.
- YouTube is the crucible of change in these terms – a billion views a month and no editor. Certainly a minority of views are functionally driven, for example 'How To' videos, but the great majority are driven by creativity, fame and sharing.
- One definition of marketing effectiveness is 'making things that people want to watch'. 'Entertainment' shouldn't be a dirty word; we are in the entertainment business and always have been. In the YouTube world, now more than ever, entertainment is an effectiveness accelerator.

## #FAME

- Fame is in many ways the best proxy for creativity. A driving factor of brand growth is the pursuit of FAME – based on content and behaviours that people want to talk about and share.
- YouTube can be defined as a cultural engine, a mechanism by which ideas are formed and spread and become famous.
- In terms of communications Unilever apply the acronym ART, Authenticity, Relevance, Talkability. Effectiveness depends on delivering all three, and creativity is fundamental to delivering Talkability in particular. High Talkability is dependent on creating fame, cultural connection and influence. To succeed at scale content must 'touch the nation', or indeed the world.

**“Fame is a defining capability of YouTube, brands which can harness that will be very effective”**

Charlotte Morton *Google*

## #CHARACTERISTICS

- Creativity is, and will always be, a combination of insight and gut. Analytics help focus, cultural immersion and can provide fantastic stimulus, but you still need to make the creative leap
- Creativity can be short-term and stunt-like, as well as more sustainable and brand building – it's a multiplier over the long term.
- Creativity can often make marketing expenditures hugely more effective, but is not a replacement for expenditure in the first place.



# CONTENT SUMMARY

## VIDEO - PANEL DISCUSSION

### WHAT IS CREATIVITY'S ROLE IN EFFECTIVENESS?

**Bridget Angear** Convenor of Judges *IPA Effectiveness Awards* & Joint Chief Strategy Officer *AMV BBDO* · **Dan Izbicki** Global Director of Creative Excellence *Unilever* · **Charlotte Morton** Head of Creative Agency Relationships *Google* · **Rachel Swift** Head of Marketing Brand *John Lewis*  
38 minute watch

**View at:** <http://www.effectivenessweek.com/panel-effective-creativity/>

The panel of practitioners and experts talked about their understanding of creativity as an effectiveness driver and what they have been doing to dial up their engagement ROI.

## VIDEO - INTERVIEW

### HOW CREATIVITY AND INSIGHT WORKED TOGETHER ON THE 'THIS GIRL CAN' CAMPAIGN

**Tanya Joseph** Director of Partnerships *Sport England*

2 minute watch

**View at:** <http://www.effectivenessweek.com/interview-tanya-joseph-sport-england/>

## ARTICLE

### DEBUNKING THE CREATIVITY VS PRE-TESTING MYTH

**Rod Connors** Co-founder *System1 Agency*

4 minute read

**View at:** <http://www.effectivenessweek.com/pre-testing-vs-creativity/>

## VIDEO - INTERVIEW

### LES BINET ON SHORT-TERMISM AND CREATIVITY

3.45 minute watch

**View at:** <http://www.effectivenessweek.com/interview-les-binet-effective-marketing/>

## REPORT

### SELLING CREATIVITY SHORT

**Peter Field Marketing** Consultant *Peter Field Consulting*

1 hour read

**View at:** <http://www.effectivenessweek.com/infographic-selling-creativity-short/>

Peter Fields' 2015 report on the effects of short-termism on marketing.



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

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