



LEARNINGS FROM EFF WEEK 2016

WHAT CAN WE LEARN ABOUT THE EFFECTIVENESS OF LONG-TERM AND SHORT-TERM INVESTMENT IN BRANDS?

Over the two days, many of the debates touched on what effectively builds brands in the long and the short-term. The final panel session of the event asked stakeholders from all areas of the marketing business to share where they sit on this question.



EFF WEEK HEADLINES

#LONG&SHORT

- It's an essential truth that 'the long term is made up of a lot of short terms'.
- Both short-term and longer-term thinking – and activities – are necessary for any brand. What businesses need to ask, and be sure of, is how short term activities are connecting with the long-term, and so delivering sustainable growth.
- This connection between the short and long-term can come from creating brand meaning and distinctive memory structures such as that associated with classic brand advertising and other iconic brand behaviours.
- Equally it can come from usage and the associated experiences that come being a customer and using a product or service. But this doesn't come automatically, the product and broader experience has to deliver something special and distinctive, and you have to attract the right kind of customer for the right reasons deal-seeking consumers buying mainly on price can quickly churn making sustained growth impossible to deliver. Unfortunately deal seeking customers buying mainly on price tend to quickly churn, making sustained growth impossible.
- It's also important that brand's have long-term growth measures in place such as: brand equity and meaning; distinctiveness and difference; affinity; predisposition, consideration and penetration. If your measurements of these do not show growth, you are not connecting the short term with the long-term. The nature and balance of your marketing is almost certainly not right.

“Penetration is an absolutely critical long-term metric”

Ed Pilkington Diageo

#PURPOSE

- It makes sense to be create a clear 'North Star' of purpose for your organization and invest more into what's working to help take you in that direction.

#BRAND/ACTIVATION

- Businesses also need to ask whether they have the right balance between Brand and Activation activities. The work by Binet and Field ('Media in the Digital Age') provides solid learning on this from an analysis of marketing behaviours associated with strong business growth based on the IPA DataBank.
- This work indicates that growth has tended to suffer due to an over-emphasis on short-term Activation – with evidence indicating an optimum Brand/ Activation balance of 60/40. This may not be optimal for all businesses, but if a brand's balance is significantly different from this it would be prudent to ensure that you have strong evidence that this is in fact fueling sustainable growth.

“We've studied performance and sales data and identified that the number one metric for **SUCCESS is salience. It drives success both in the short and long term”**

Louise Ainsworth Kantar Millward Brown

- Short-term Activations are important to get new people to experience the brand, encourage repurchase amongst those for whom it is already in their portfolio, and ensure that short-term sales budgets are met. But generally do little in terms of creating brand meaning and distinctive memory structures.
- Brand-level activities on the other hand build longer-term meaning and predisposition but generally have a less pronounced impact on short-term sales.



CONTENT SUMMARY

VIDEO - PANEL DISCUSSION

WHAT CAN WE LEARN ABOUT THE EFFECTIVENESS OF LONG-TERM AND SHORT-TERM INVESTMENT IN BRANDS?

David Wheldon CMO RBS & President *WFA and MGGB* · **Louise Ainsworth** CEO UK *Kantar Millward Brown* · **Jane Christian** Business Science Director *MediaCom* · **Patrick Mills** Director of Professional Development *IPA* · **Ed Pilkington** Marketing & Innovation Director *Diageo Europe*

39 minute watch

View at: <http://www.effectivenessweek.com/panel-long-term-investment-brands/>

The final panel session of the event asked stakeholders from all areas of the marketing business to share where they sit on this question.

VIDEO – SPEAKERS

LES BINET AND PETER FIELD – MEDIA IN THE DIGITAL AGE

Les Binet Head of Effectiveness *adam&eveDDB* · **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 Fields revealed the results of their latest report researched from data in the IPA Databank, 'Media in the Digital Age'. Their findings provide valuable insight on the short vs. long-term question as part of their new study on the changing roles and effects of marketing media in the digital economy.

VIDEO - INTERVIEW

LES BINET ON SHORT-TERMISM AND CREATIVITY

3.45 minute watch

View at: <http://www.effectivenessweek.com/interview-jeremy-ellis-leading-customer-experience/>

ARTICLE

SHORT TERMISM AND LOW PRODUCTION VALUES ARE THREATENING EFFECTIVENESS

Peter Field Marketing Consultant *Peter Field Consulting*

4 minute read

View at: <http://www.effectivenessweek.com/short-termism-low-production-values-threatening-effectiveness/>

Peter assesses the impact of short-termism on effectiveness and creativity, and the implications in particular for direct mail



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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