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 as 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. Analyticals 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.

Please turn over for a list of relevant content and resources.
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.