EFFECTIVENESS IN/CONTEXT
A MANUAL FOR BRAND BUILDING

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PART 2 OF THE MARKETING EFFECTIVENESS IN THE DIGITAL MBA SERIES

Available from ipa.co.uk or amazon.co.uk, October 2018
Brand-Activation balance matters

Effectiveness in Context, an IPA Databank publication, Oct 2018

Source: IPA Databank, 1998-2016 for-profit cases

- Peak at 62% brand
- 20% loss of effectiveness, Brand remains strong
- 56% loss of effectiveness, Brand weakens
Flexing the 60:40 rule

If activation is easy, down-weight it

- If Low consideration: Optimum Brand/activation split = 61%
- If High consideration: Optimum Brand/activation split = 69%

If brand building is easy, down-weight it

- If Low: Optimum Brand/activation split = 24%
- If High: Optimum Brand/activation split = 45%

Nature of purchase decision

Role of emotions in purchase decision

Effectiveness in Context, an IPA Databank publication, Oct 2018
Online research makes activation easier

Source: IPA Databank, 1998-2016 for-profit cases

Effectiveness in Context, an IPA Databank publication, Oct 2018
Online selling makes activation easier

Source: IPA Databank, 1998-2016 for-profit cases

Effectiveness in Context, an IPA Databank publication, Oct 2018
Subscription makes activation easier

Source: IPA Databank, 1998-2016 for-profit cases
Innovation makes activation easier

Source: IPA Databank, 1998-2016 for-profit cases

Effectiveness in Context, an IPA Databank publication, Oct 2018
So brand building is becoming more important, not less

Source: IPA Databank, 1998-2016 for-profit cases

*Effectiveness in Context*, an IPA Databank publication, Oct 2018
And ideal balances vary across sectors

Source: IPA Databank, 1998-2016 for-profit cases

Effectiveness in Context, an IPA Publication, October 2018
Including the NFP sector

Source: IPA Databank, 2012-2016 not-for-profit cases
Brand under-investment is damaging effectiveness in most sectors.

Source: IPA Databank, 2006-2016 for-profit cases
Available from www.ipa.co.uk or amazon.co.uk, October 2018