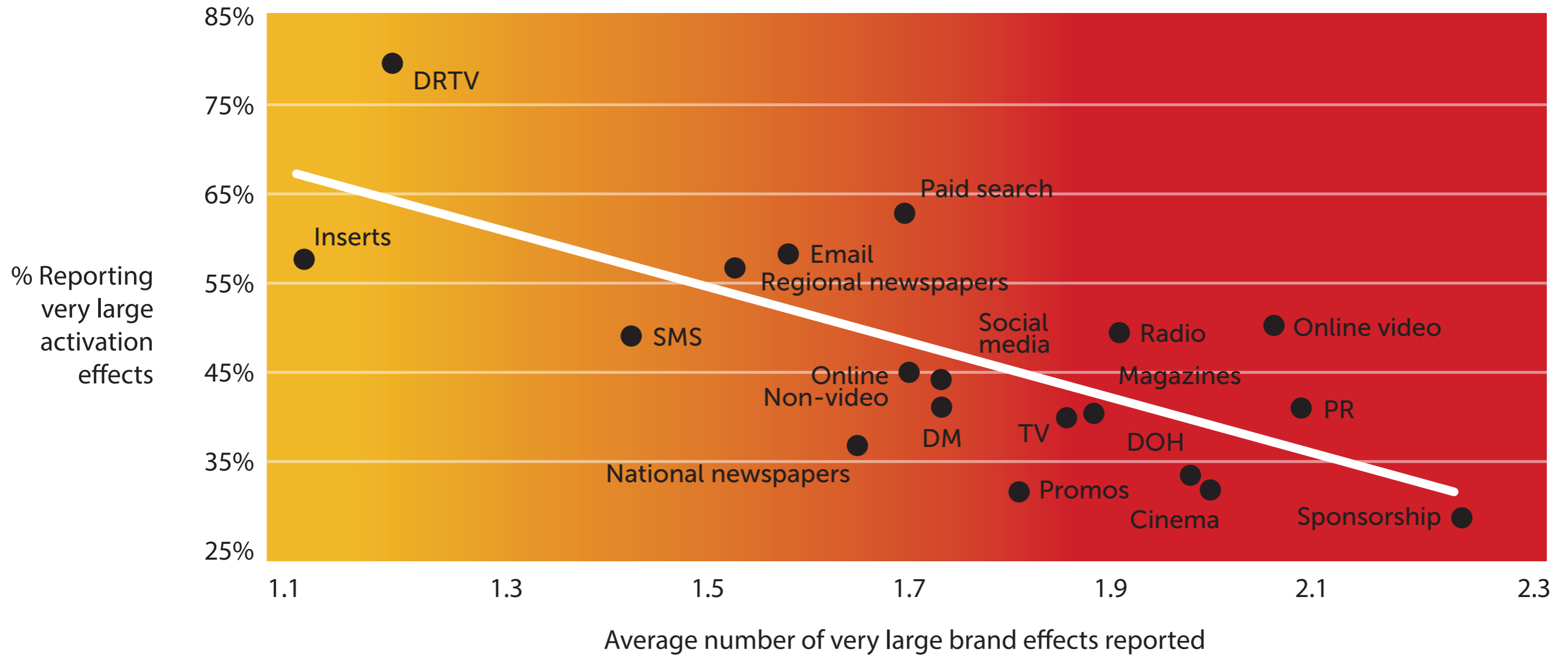


The differences between brand building and sales activation

Brand Building	Sales Activation
Creates mental brand equity	Exploits mental brand equity
Influences future sales	Generates sales now
Broad reach	Tightly targeted
Long term	Short term
Emotional priming	Persuasive messages

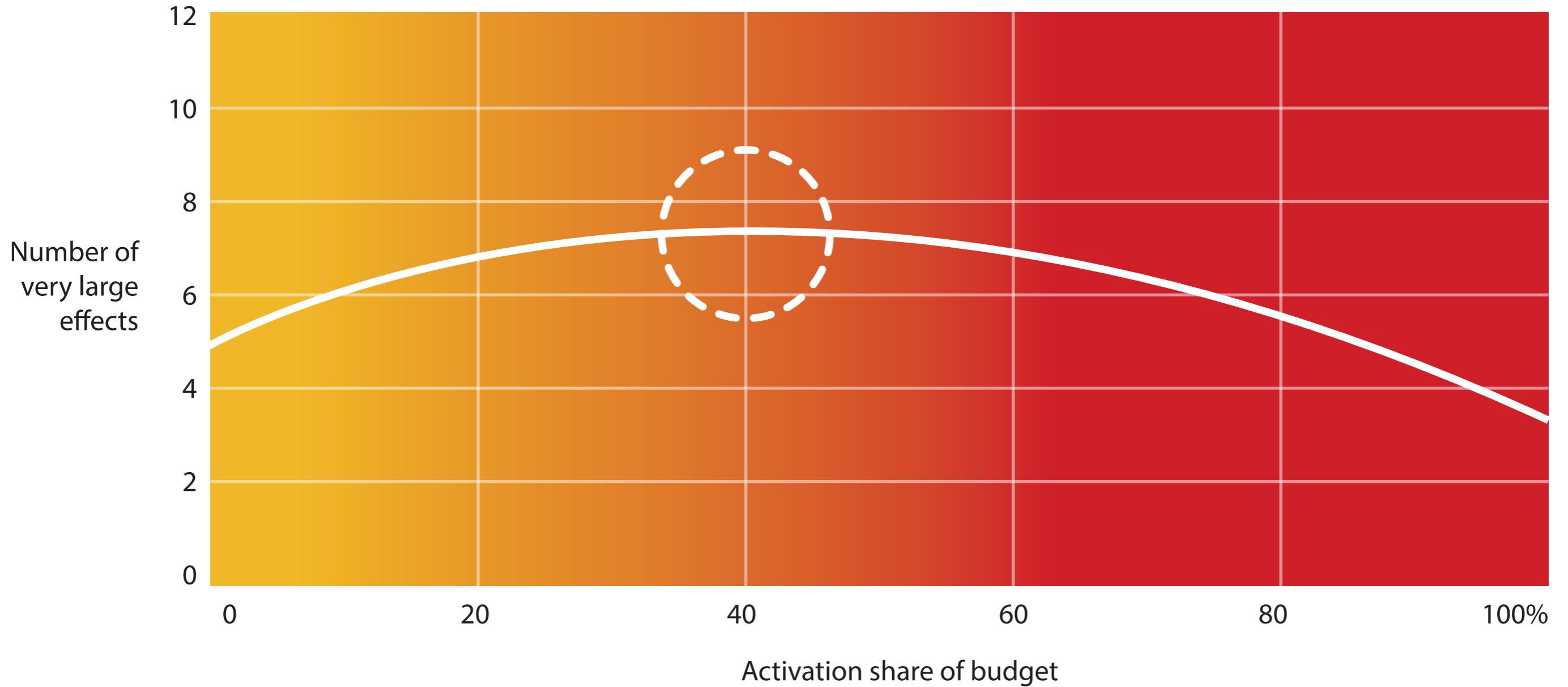
Source: Les Binet and Peter Field, *Media in Focus: Marketing Effectiveness in the Digital Era*, IPA, (Figure 01)

The trade-off between brand and activation effects across channels



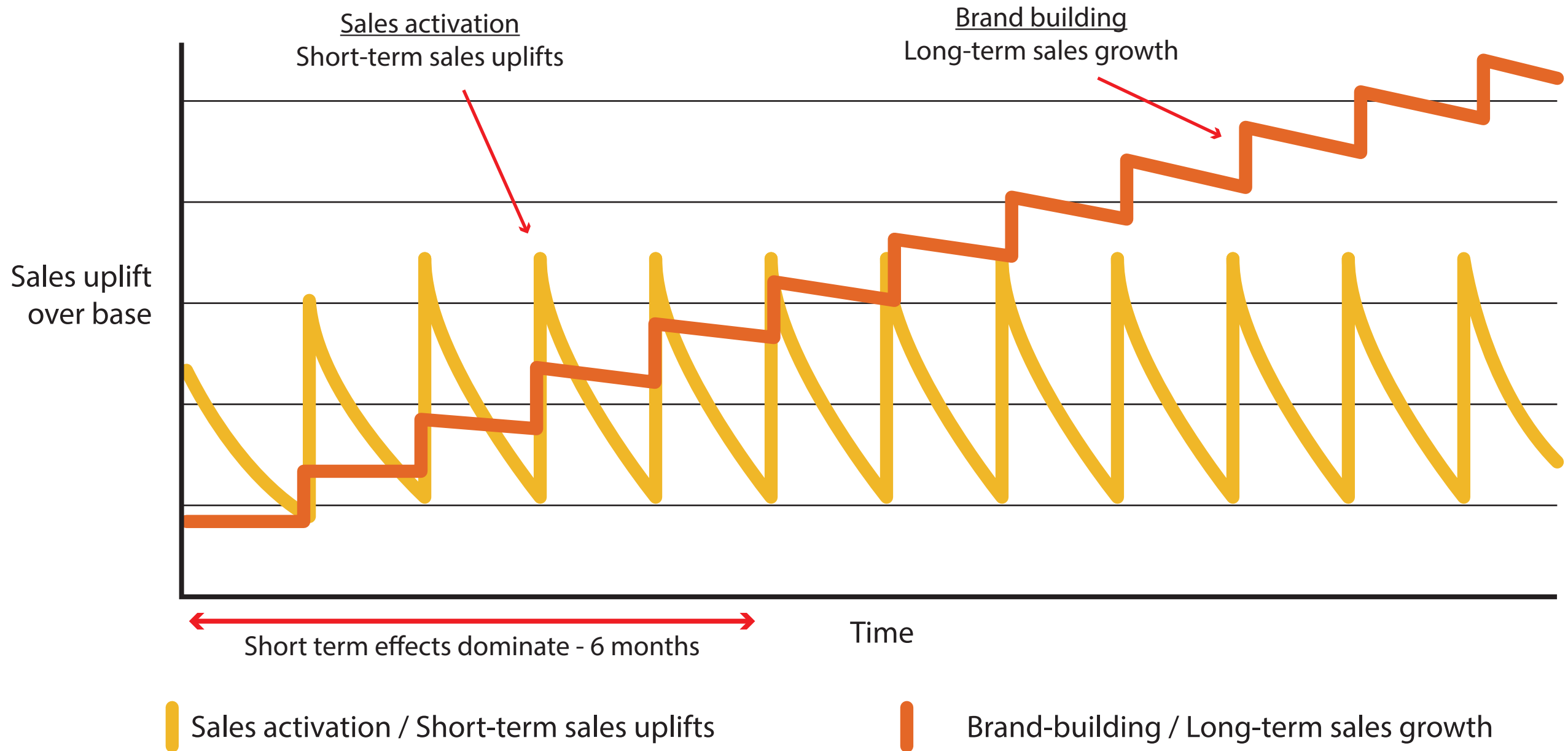
Source: Les Binet and Peter Field, *Media in Focus: Marketing Effectiveness in the Digital Era*, IPA, (Figure 27)

The 60:40 split delivers maximum effectiveness



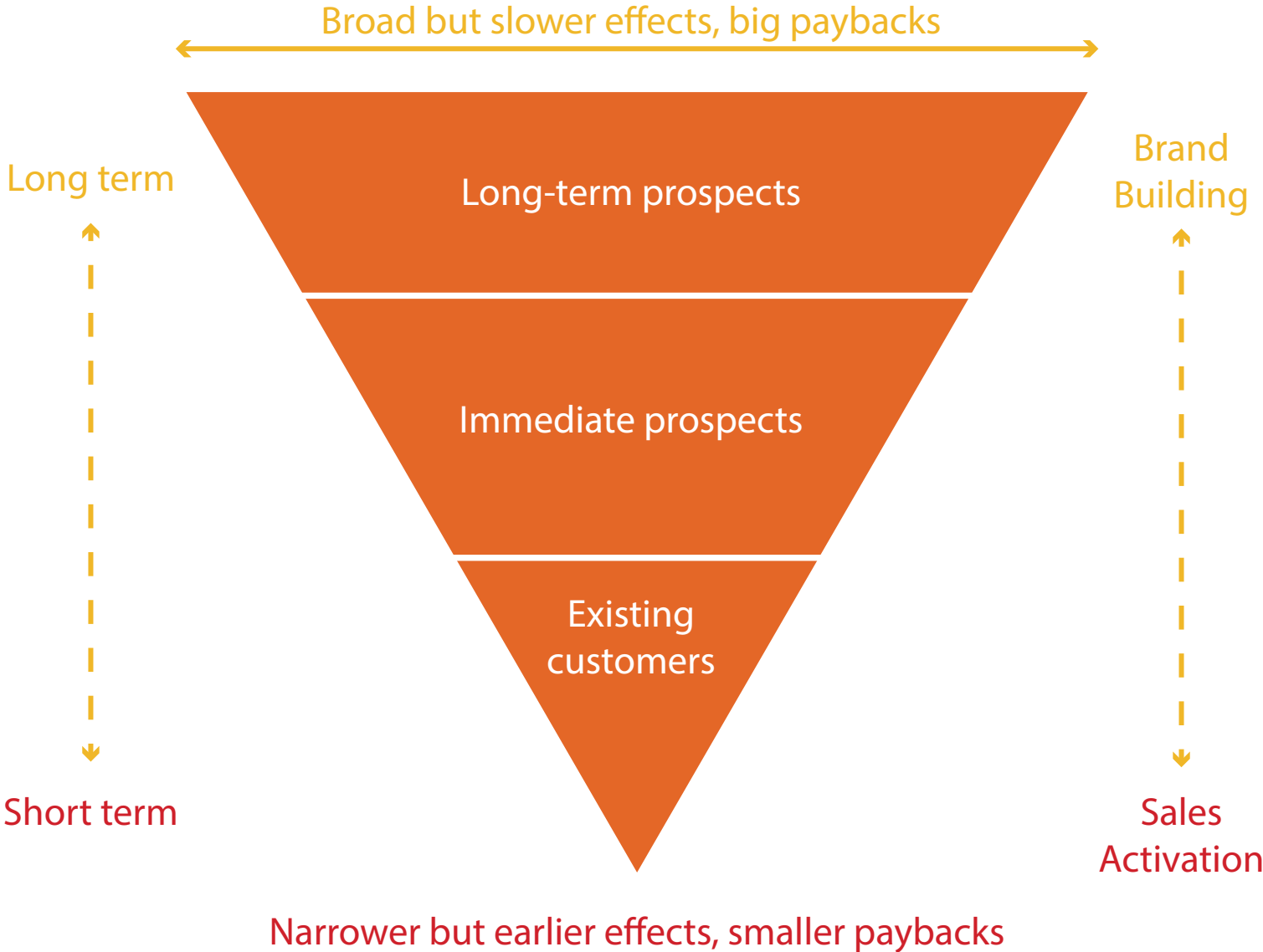
Source: Les Binet and Peter Field, *The Long and the Short of It*, IPA, (Figure 38)

Brand-building and sales activation work over different timescales



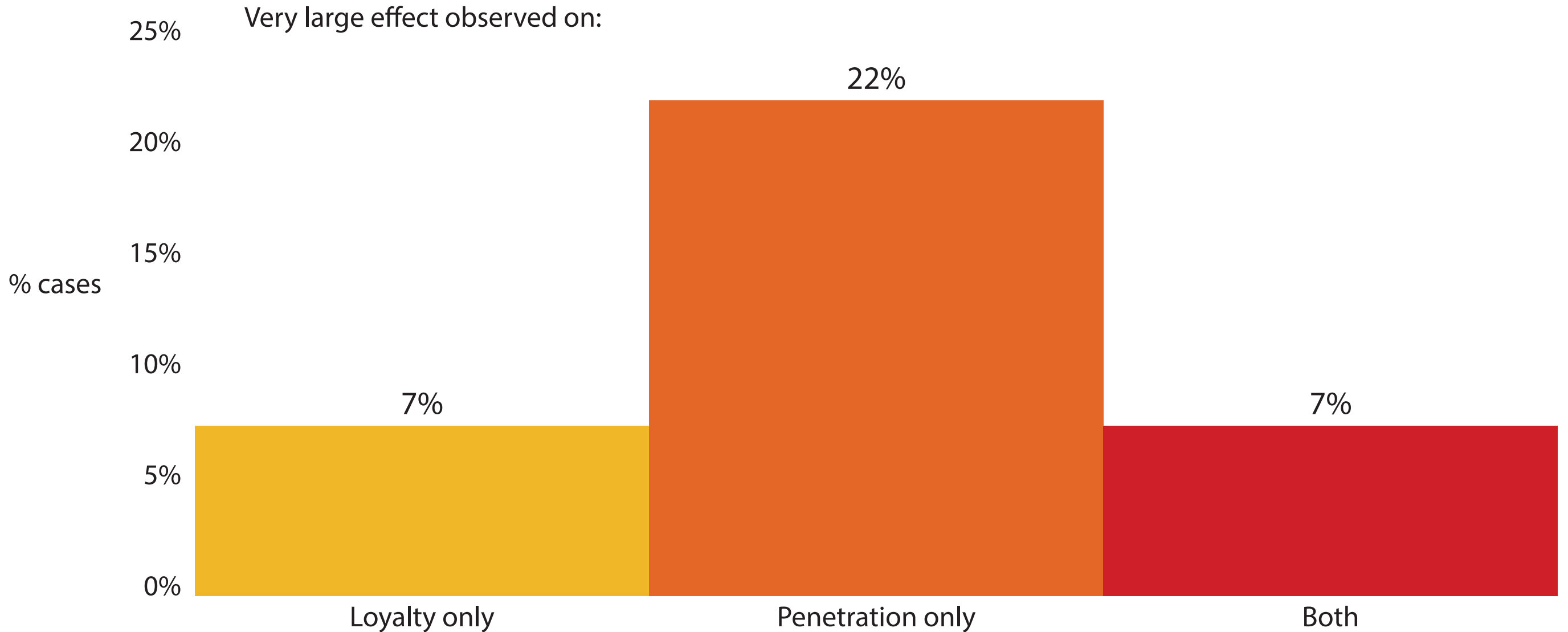
Source: Les Binet and Peter Field, *Media in Focus: Marketing Effectiveness in the Digital Era*, IPA, (Figure 02)

A long-term outward focus brings broader and bigger effects



Source: Les Binet and Peter Field, *The Long and the Short of It*, IPA, (Figure 22)

Penetration is the main driver of very large business effects



Source: Les Binet and Peter Field, Eff Week 2016, 'Marketing in the Digital Age', IPA

The broader the reach, the broader the effects

Average number of very large effects reported

For campaigns targeting:



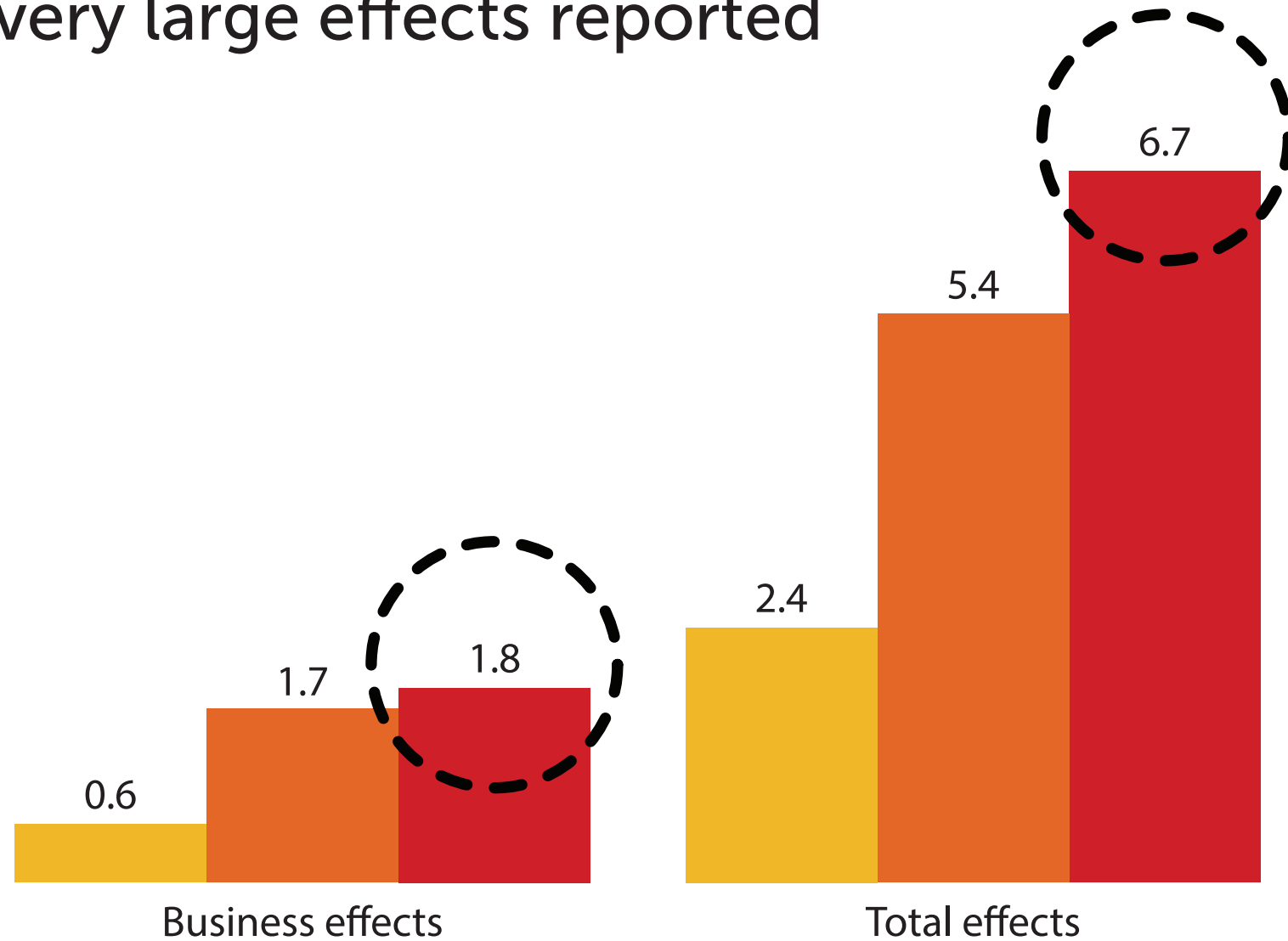
Existing customers



New customers



Whole market

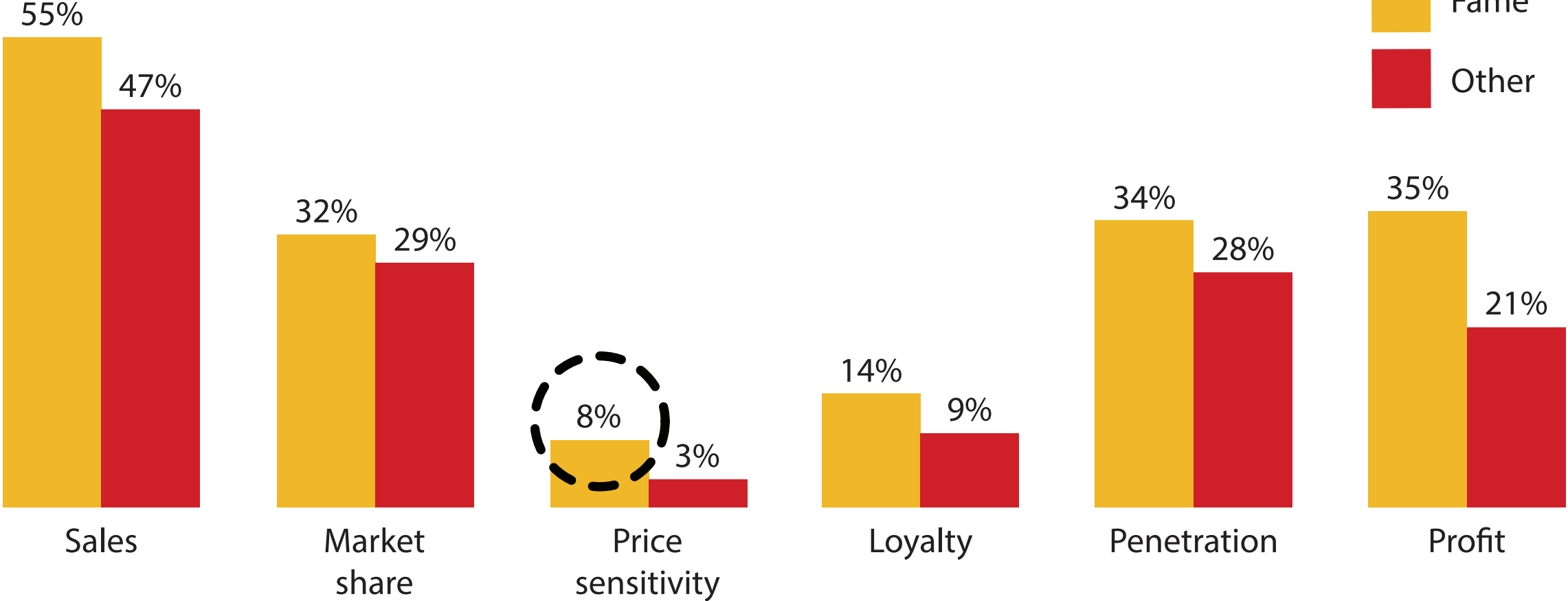


Source: Les Binet and Peter Field, *The Long and the Short of It*, IPA, (Figure 18)

Fame-driving campaigns out-perform others on all business metrics

% reporting very large improvements in each metric

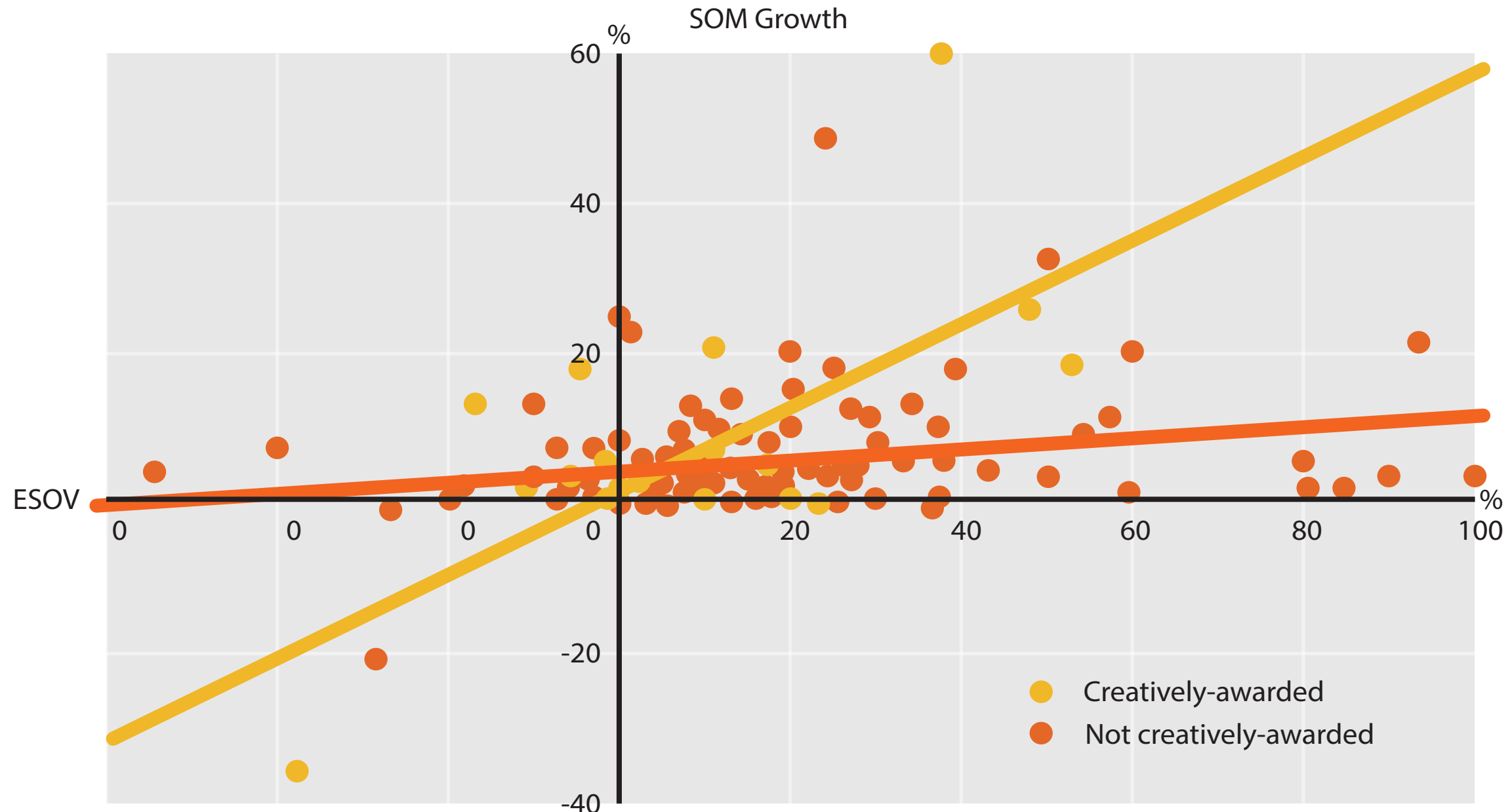
For campaigns that are:



Source: Les Binet and Peter Field, *The Long and the Short of It*, IPA, (Figure 60)

Creatively awarded campaigns are 11 times as efficient at driving Share of Market growth

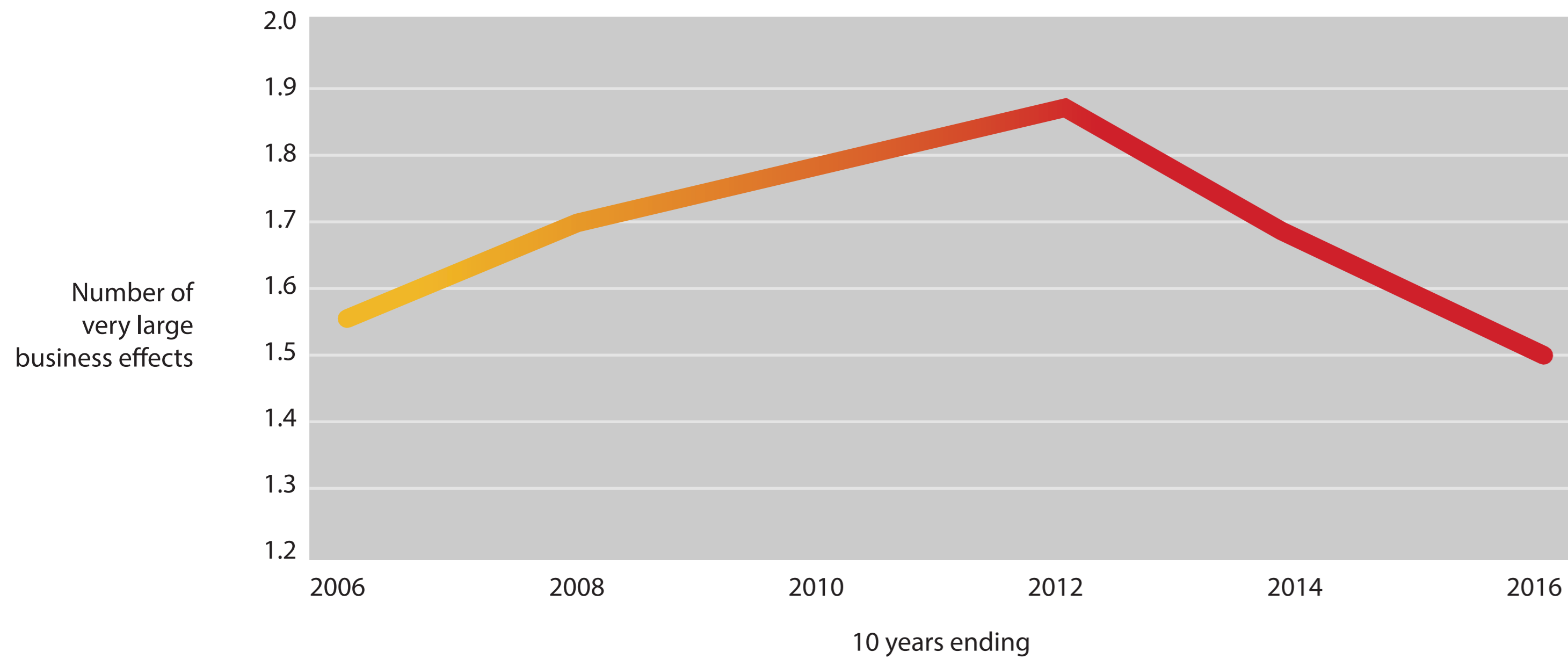
Comparison of the efficiency of creatively-awarded and non-awarded campaigns



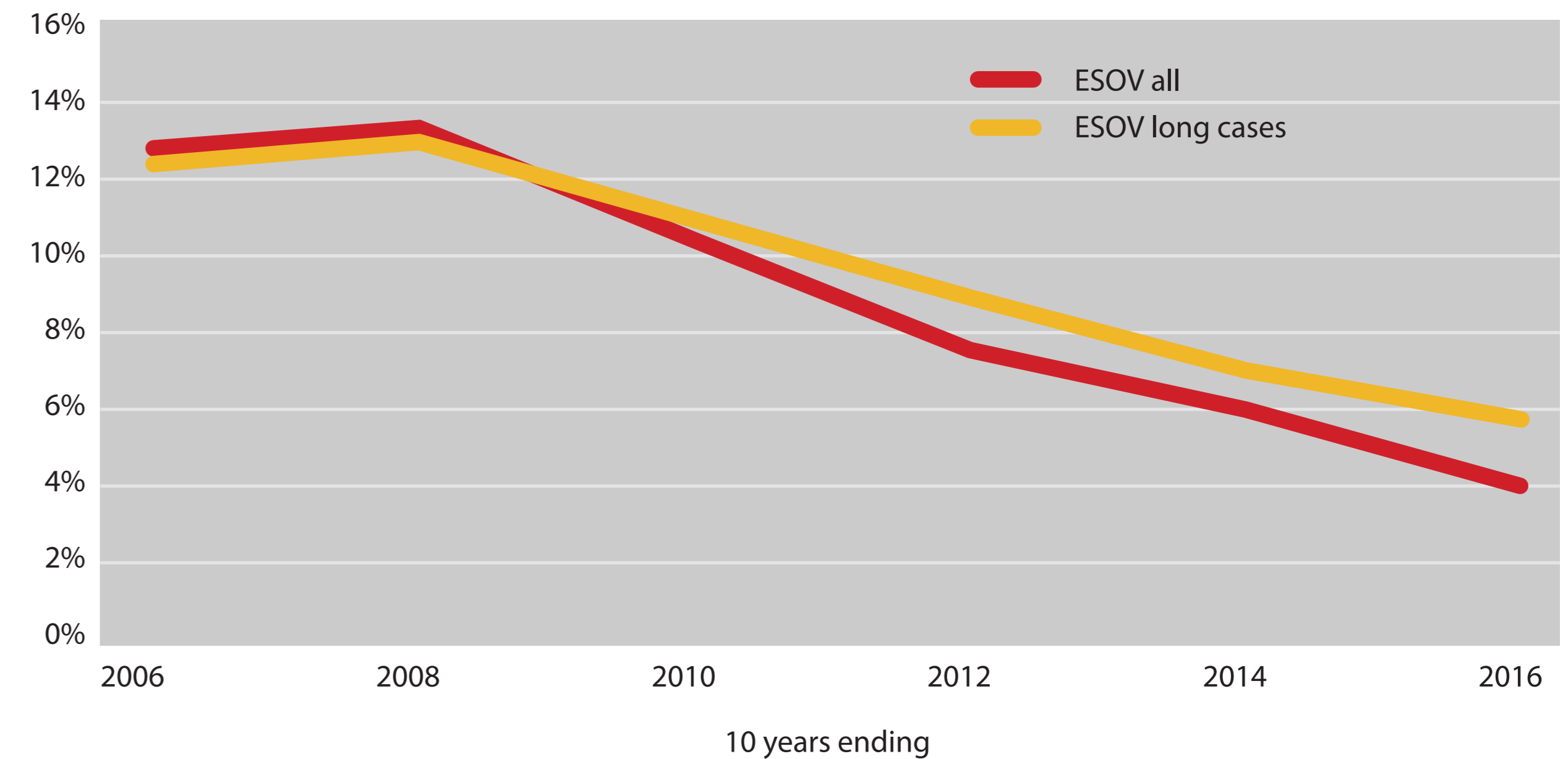
Source: Les Binet and Peter Field, *The Link Between Creativity and Effectiveness*, Thinkbox/IPA, (Figure 06)

Some emerging and destructive trends in effectiveness

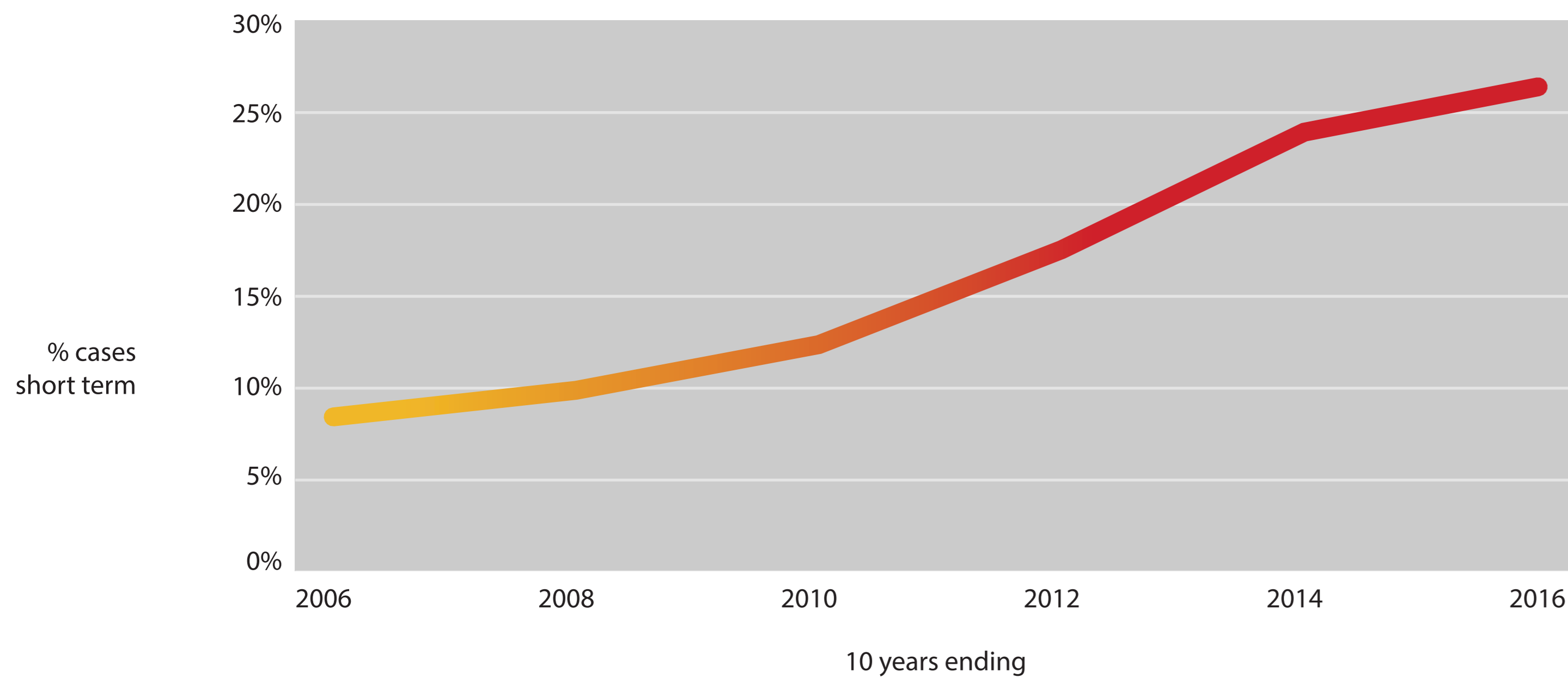
Campaign effectiveness has fallen



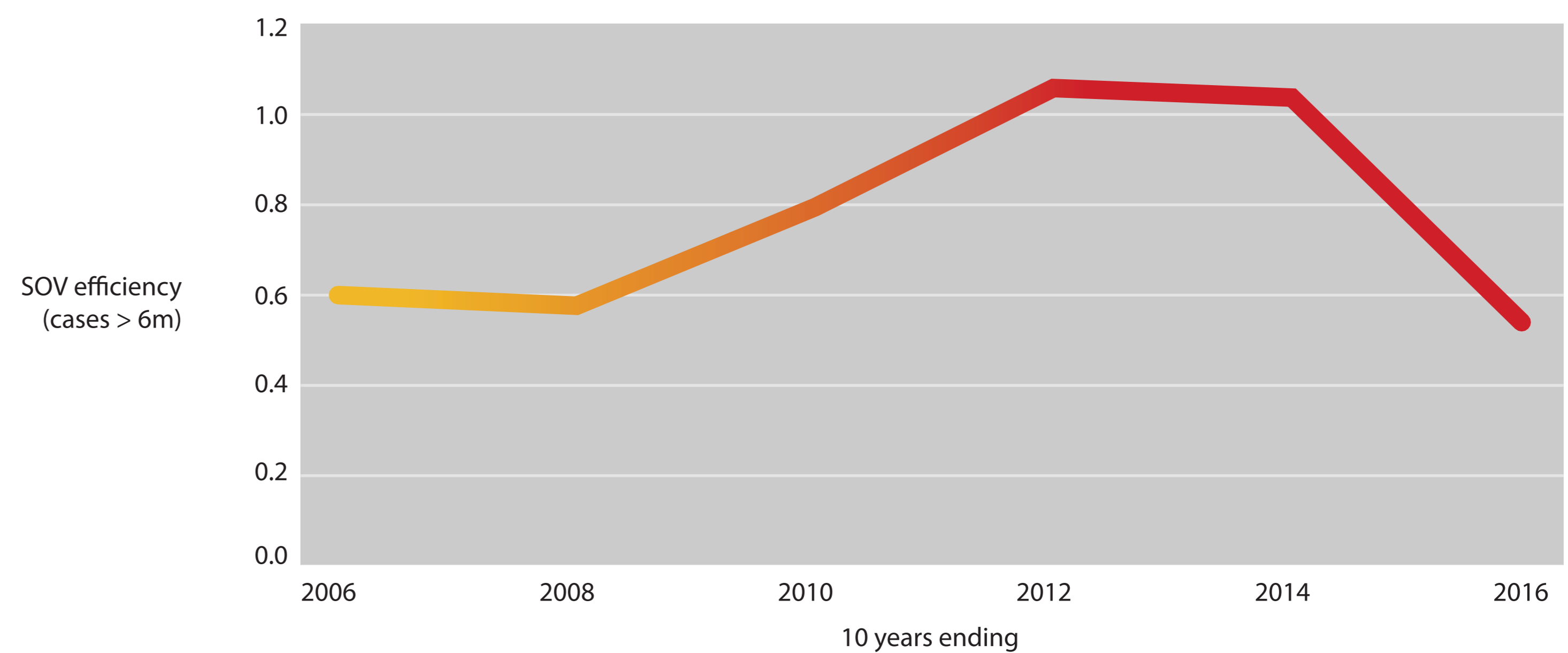
Budgets (ESOV) have been falling across the board



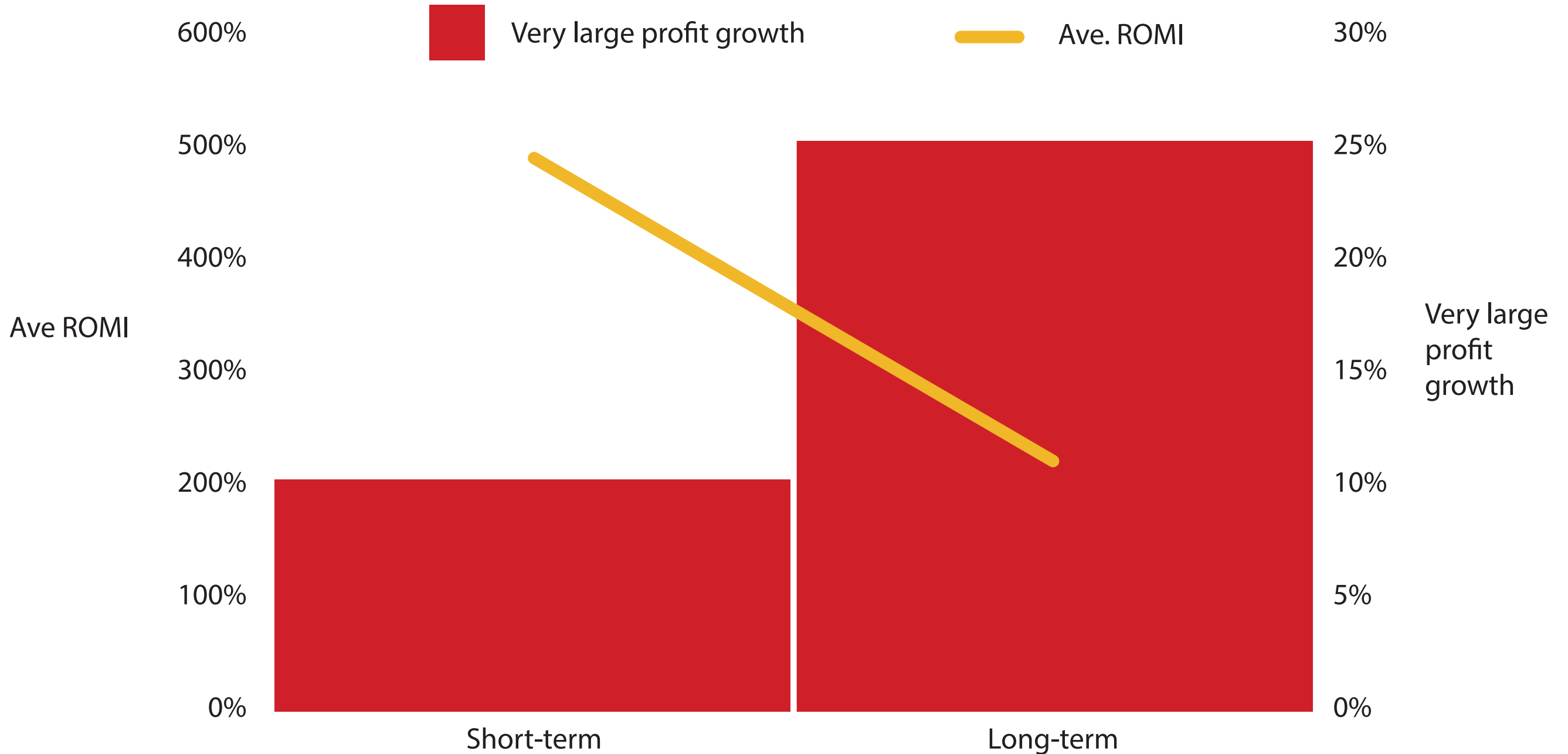
Short-termism has been rising



Even long-term cases have lost efficiency



Short-termism boosts ROMI but not profit growth

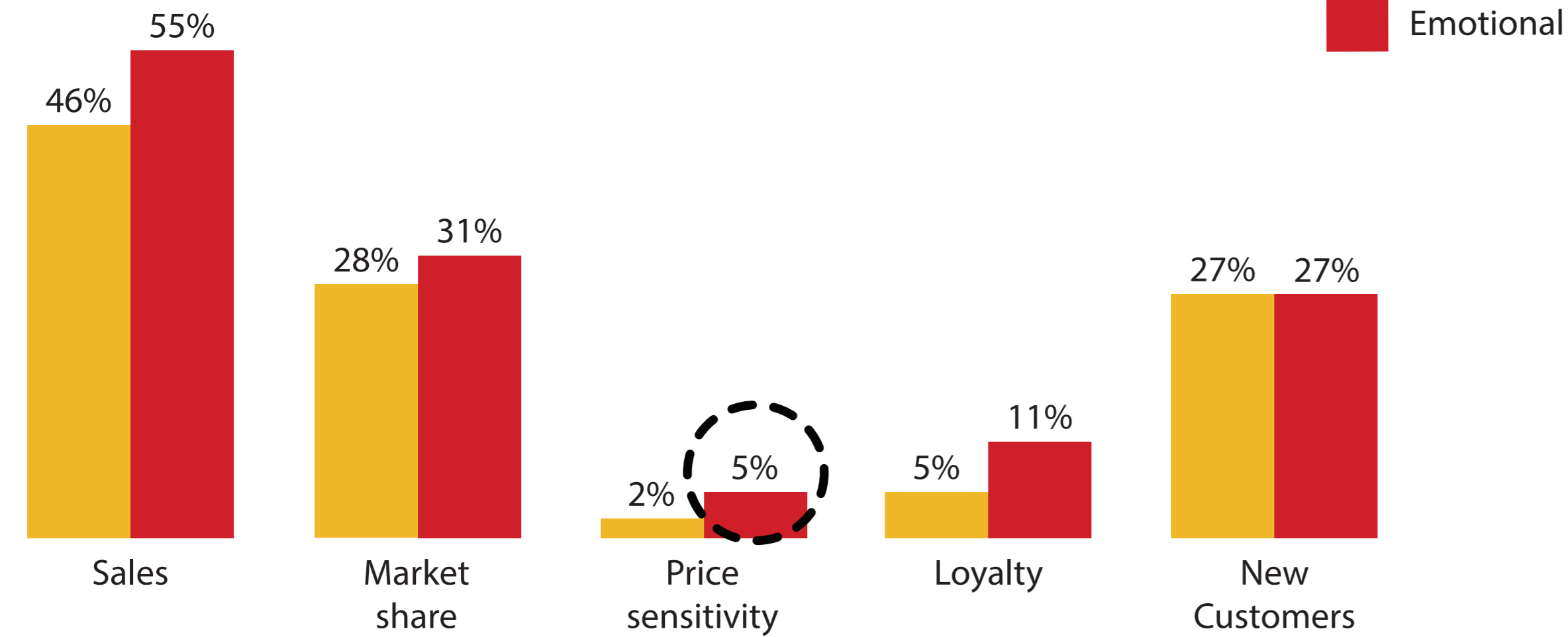


Source: Les Binet and Peter Field, *Media in Focus: Marketing Effectiveness in the Digital Era*, IPA, (Figure 62)

Emotional campaigns are more effective on almost all business metrics especially long-term

Emotional campaigns yield stronger long-term business effects

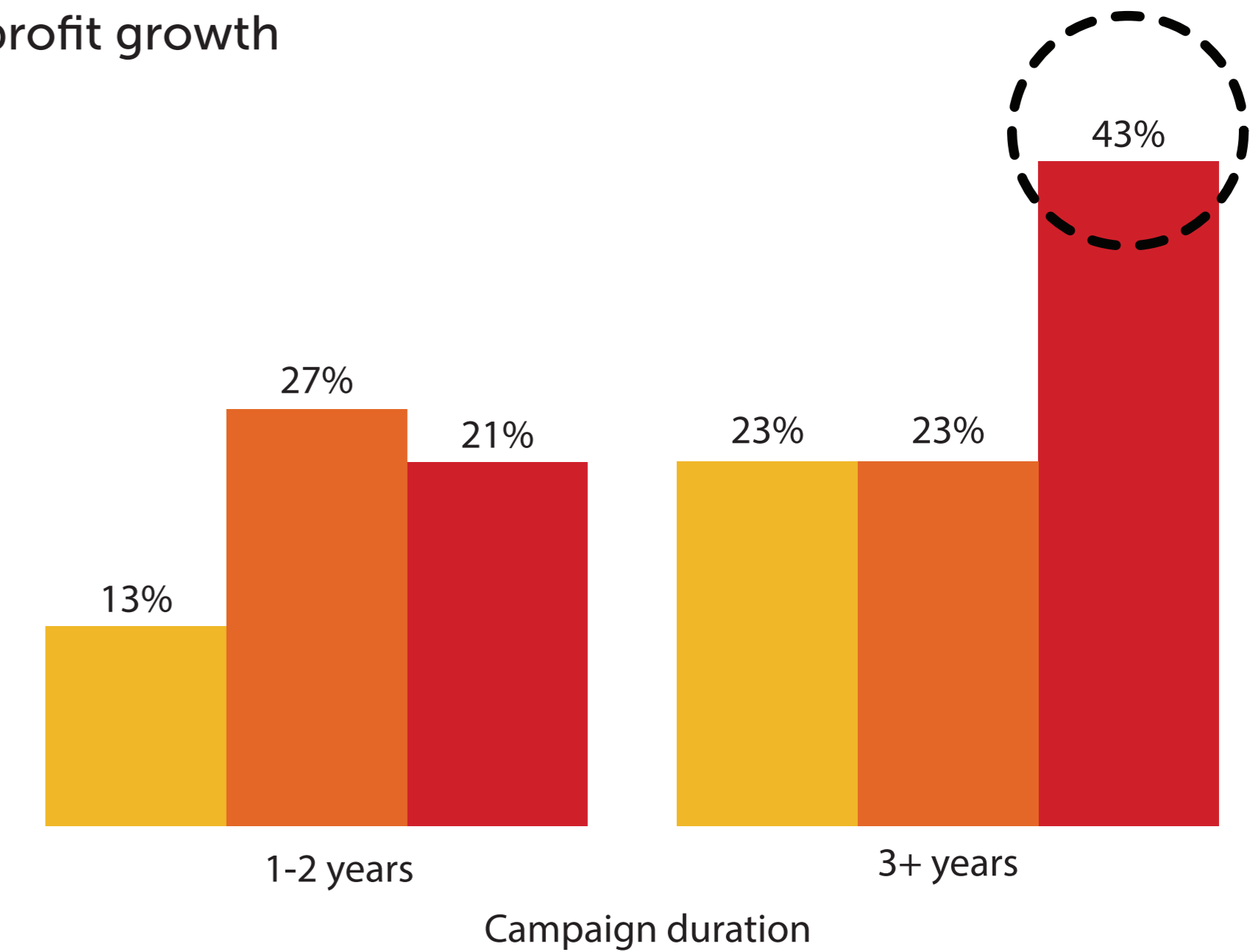
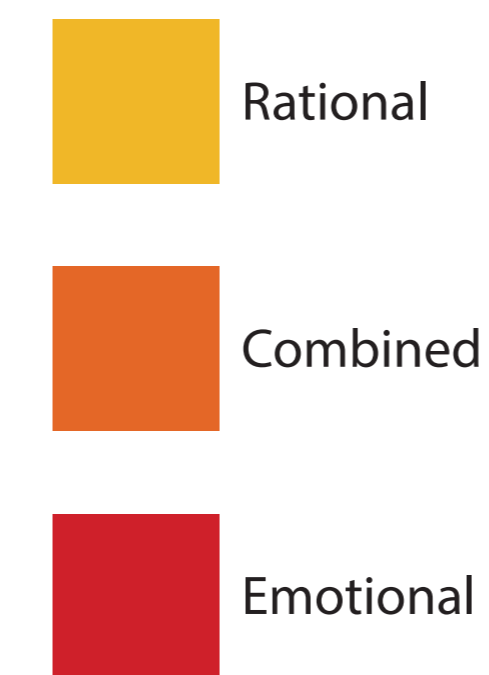
% reporting very large effects on business metrics



The longer the time frame the more emotions drive profit

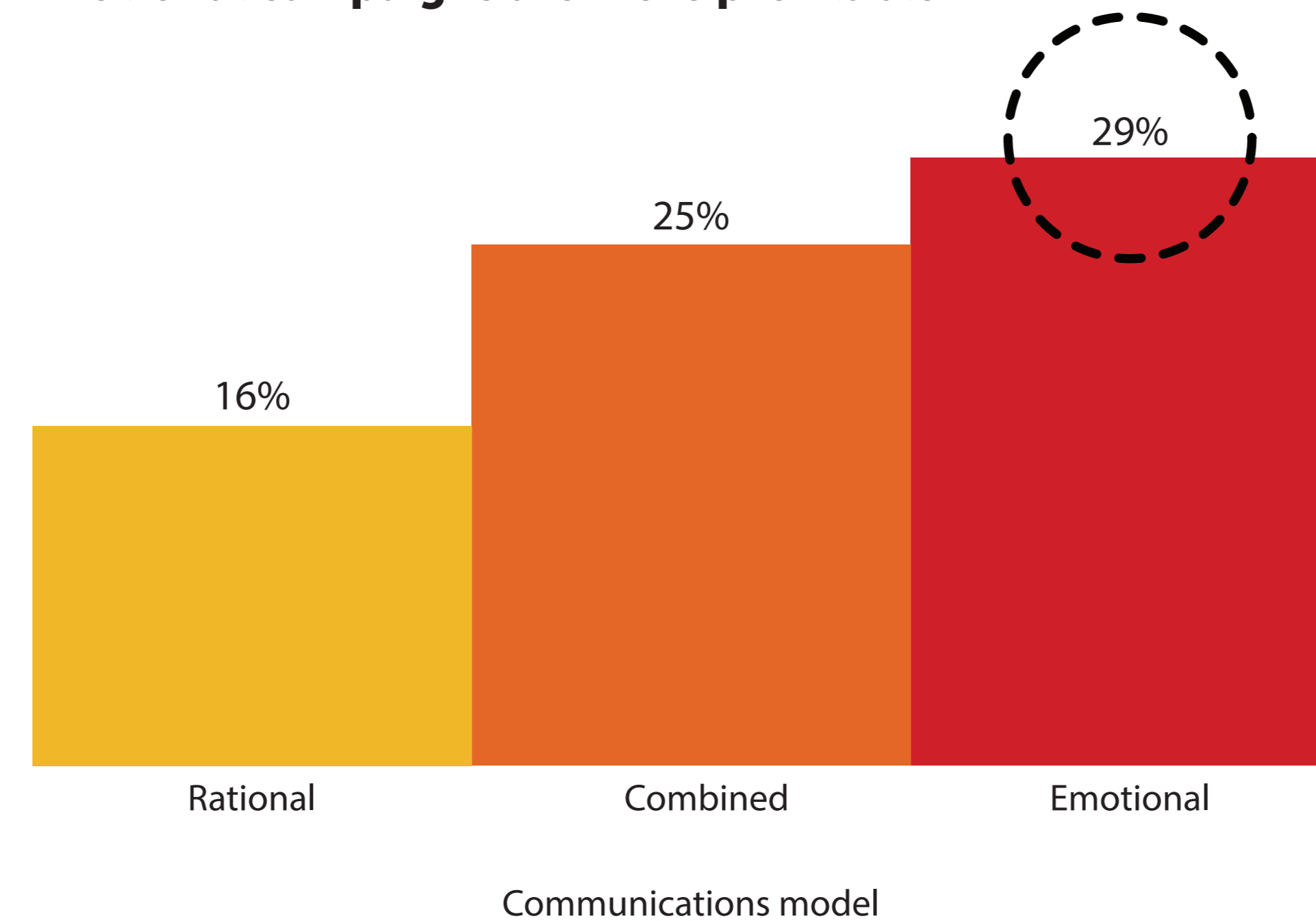
% reporting very large profit growth

For campaigns targeting:

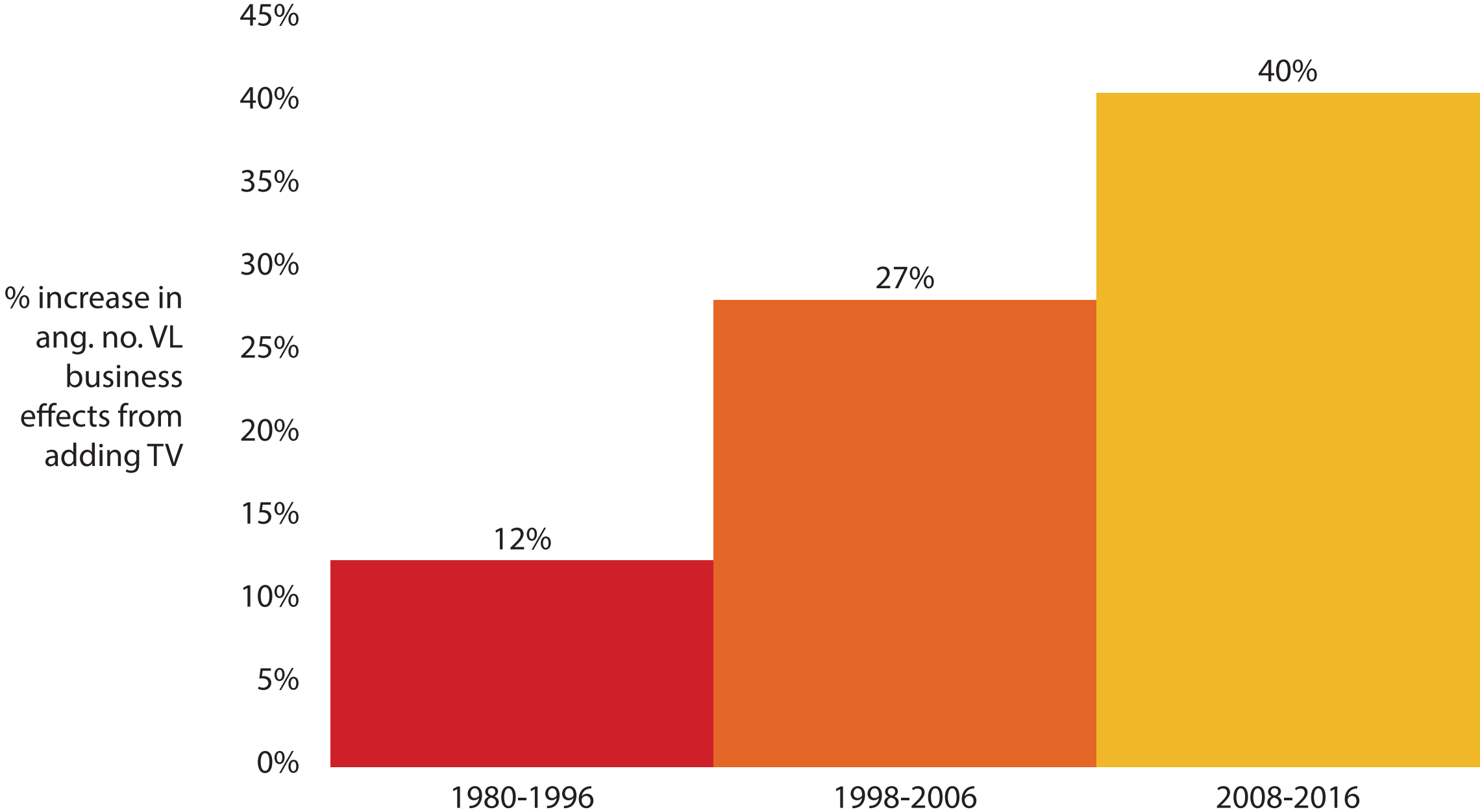


Emotional campaigns are more profitable

% reporting very large profit growth

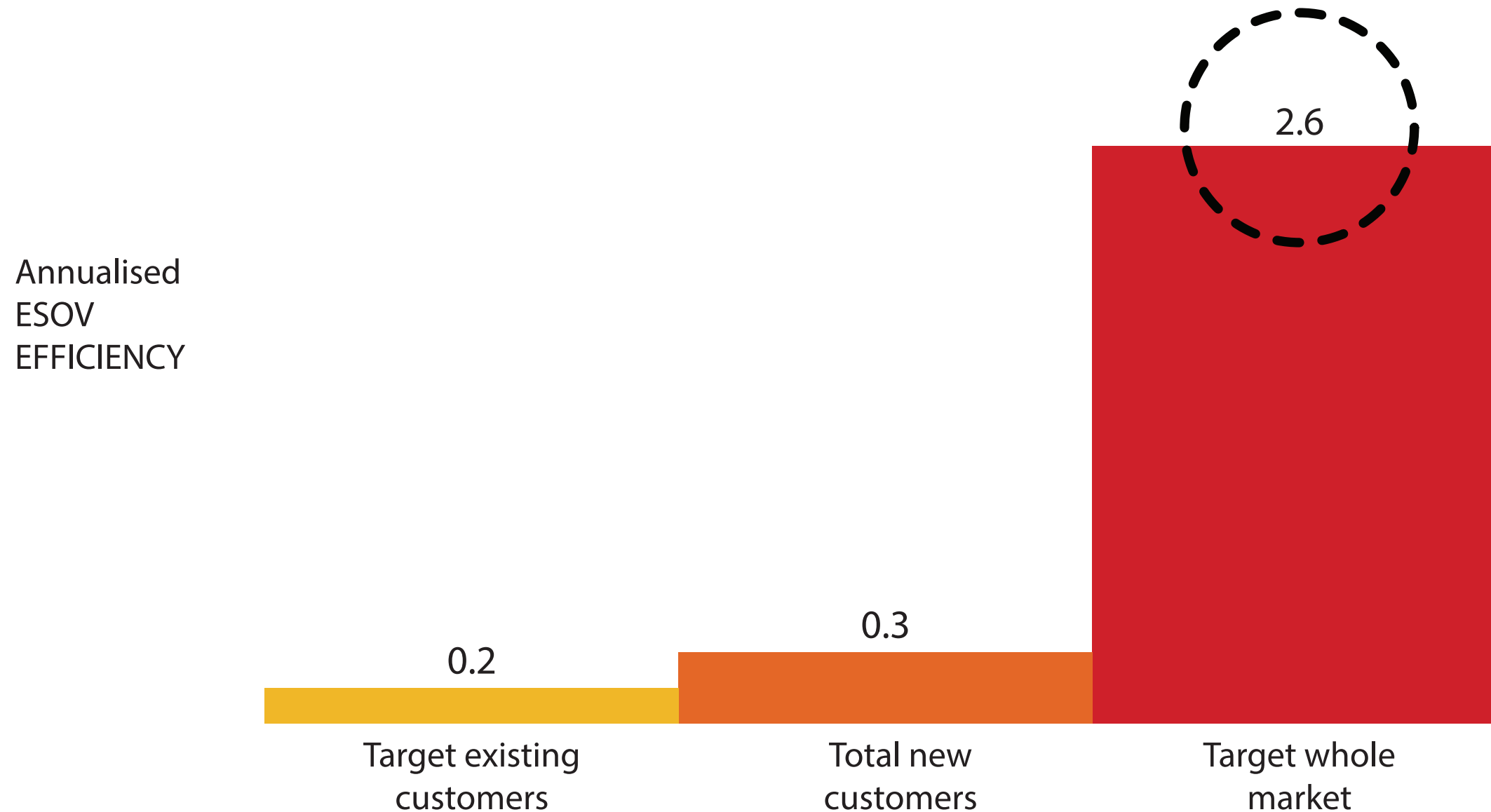


TV has become more effective, 1980-2016



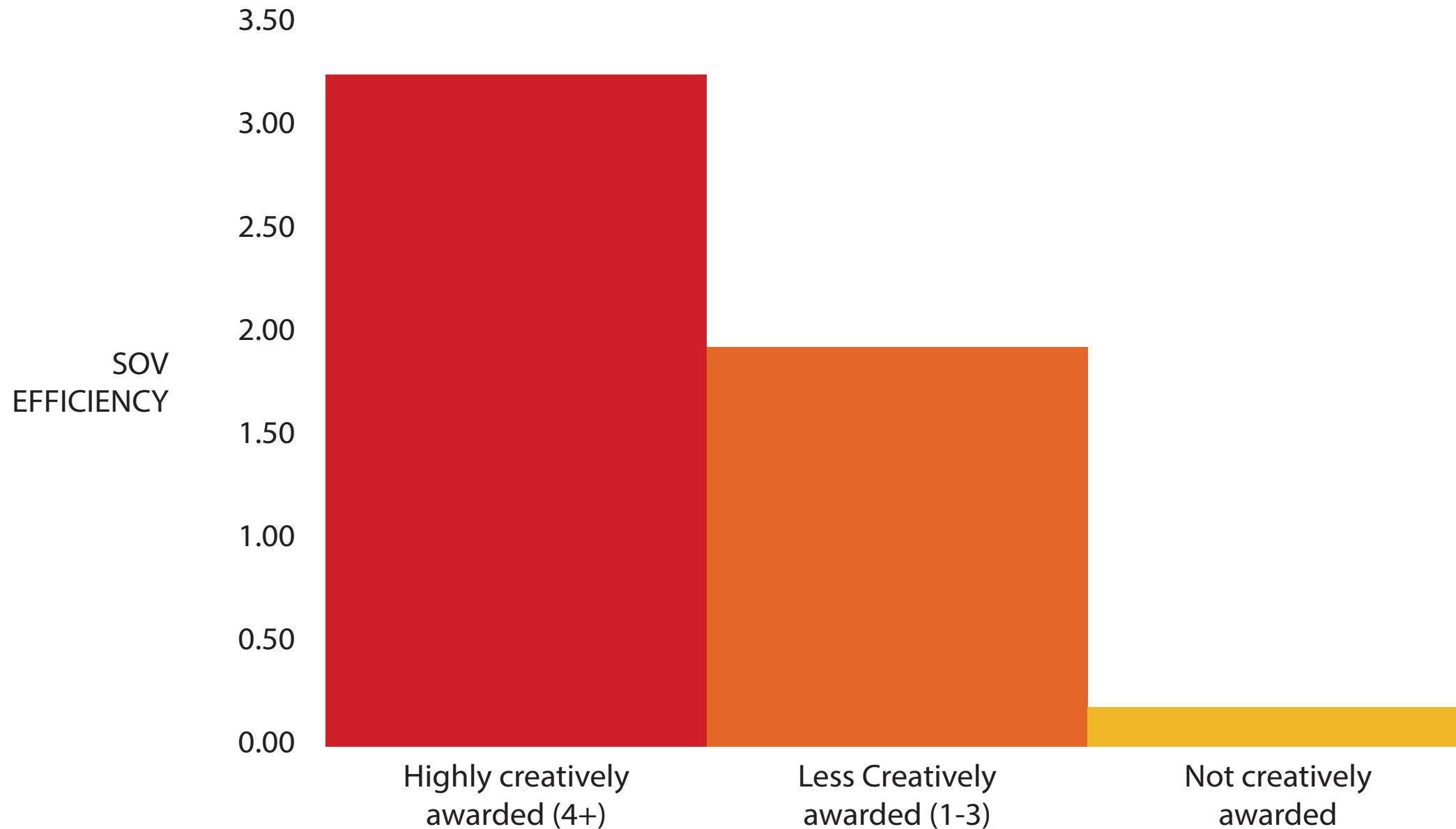
Source: Les Binet and Peter Field, *Media in Focus: Marketing Effectiveness in the Digital Era*, IPA, (Figure 36)

The broader the reach, the greater the efficiency



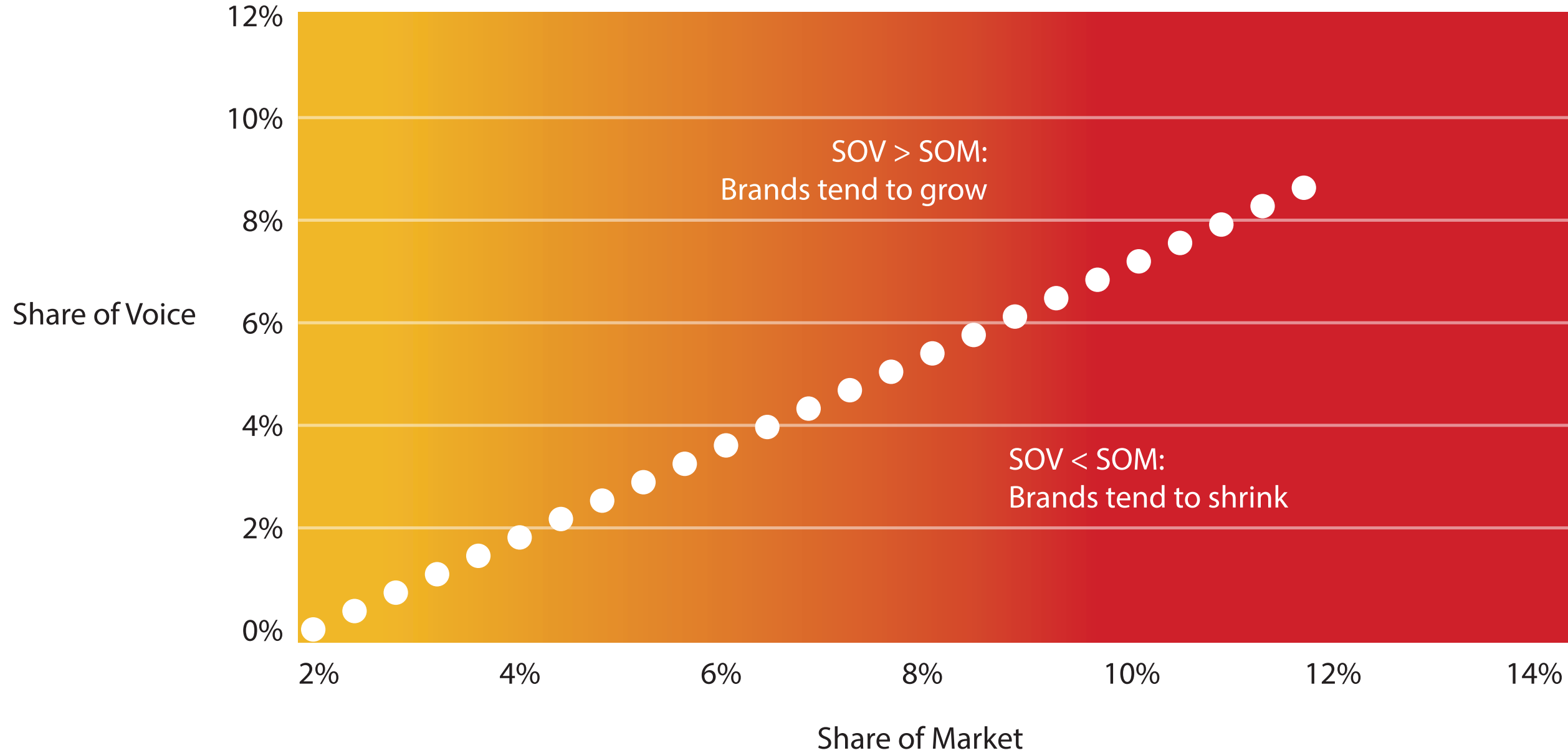
Source: Les Binet and Peter Field, *The Long and the Short of It*, IPA, (Figure 21)

Very highly creatively awarded campaigns are the most efficient of all (1996-2014)



Source: Les Binet and Peter Field, *Selling Creativity Short*, IPA, (Figure 44)

Historically share of voice has driven share of market



Source: Les Binet and Peter Field, *Media in Focus: Marketing Effectiveness in the Digital Era*, IPA, (Figure 07)