A CASE STUDY: INTEGRATING CREATIVE, MEASUREMENT AND ANALYTICS INTO ORGANIZATIONAL INSIGHTS

A Partnership with Ipsos

Moderator
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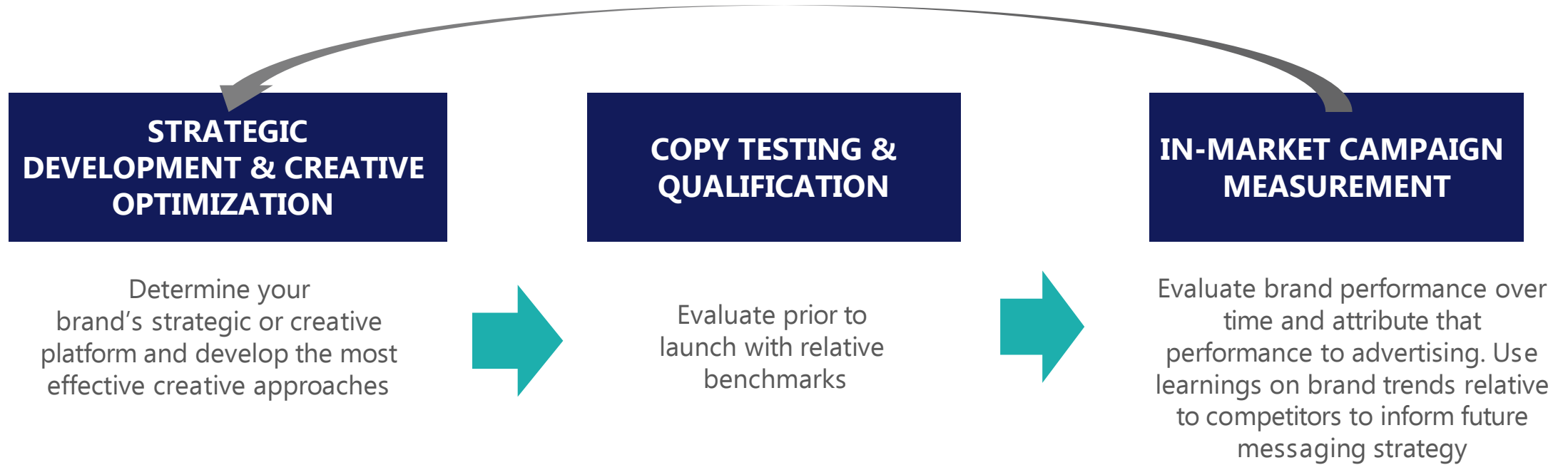and Financial Services
Insights
eBay

**Pedr
Howard**

EVP, Creative
Excellence
Ipsos

**Annette
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SVP, Brand Health
Tracking
Ipsos

A learning cycle that empowers eBay to continually improve communications....

STRATEGIC DEVELOPMENT & CREATIVE OPTIMIZATION

Determine your brand's strategic or creative platform and develop the most effective creative approaches

COPY TESTING & QUALIFICATION

Evaluate prior to launch with relative benchmarks

IN-MARKET CAMPAIGN MEASUREMENT

Evaluate brand performance over time and attribute that performance to advertising. Use learnings on brand trends relative to competitors to inform future messaging strategy

System Advantages:

- Connects Creative & Media
- Consistent measures across tools
- Validated business metrics
- Measure & Learn
- Scaled globally
- Strategy Guidance

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...grounded in the way truly successful communication works

Draw Attention To The Brand

In a fragmented media landscape, you need to break through & get credit for your brand

+

Build Brand Desire

{

Behavior Change
short term

→ Activation

+

Relationship Change
long term

→ Brand Building

Our ultimate purpose is to assess the ability of the campaign to **deliver the desired impact We only measure what the ads are designed to do**

Early Stage Assessment *Creative Labs*

=

Creative Validation *Creative Spark*

=

In-Market Monitoring *Creative Impact*

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What's the framework for what advertising must do to drive brand growth?

STEP 1

Must be encoded into the mind of the viewer & associated with the brand

STEP 2

Elicit a response from the audience that nudges behavior or builds a relationship

How does Creativity Contribute?

Creative Experiences
Does it have the potential to **stand out and build memory structures?**

Empathy & Fitting In
Does your creative address the consumer **context**? Is your brand **acting with empathy**?

Creative Ideas
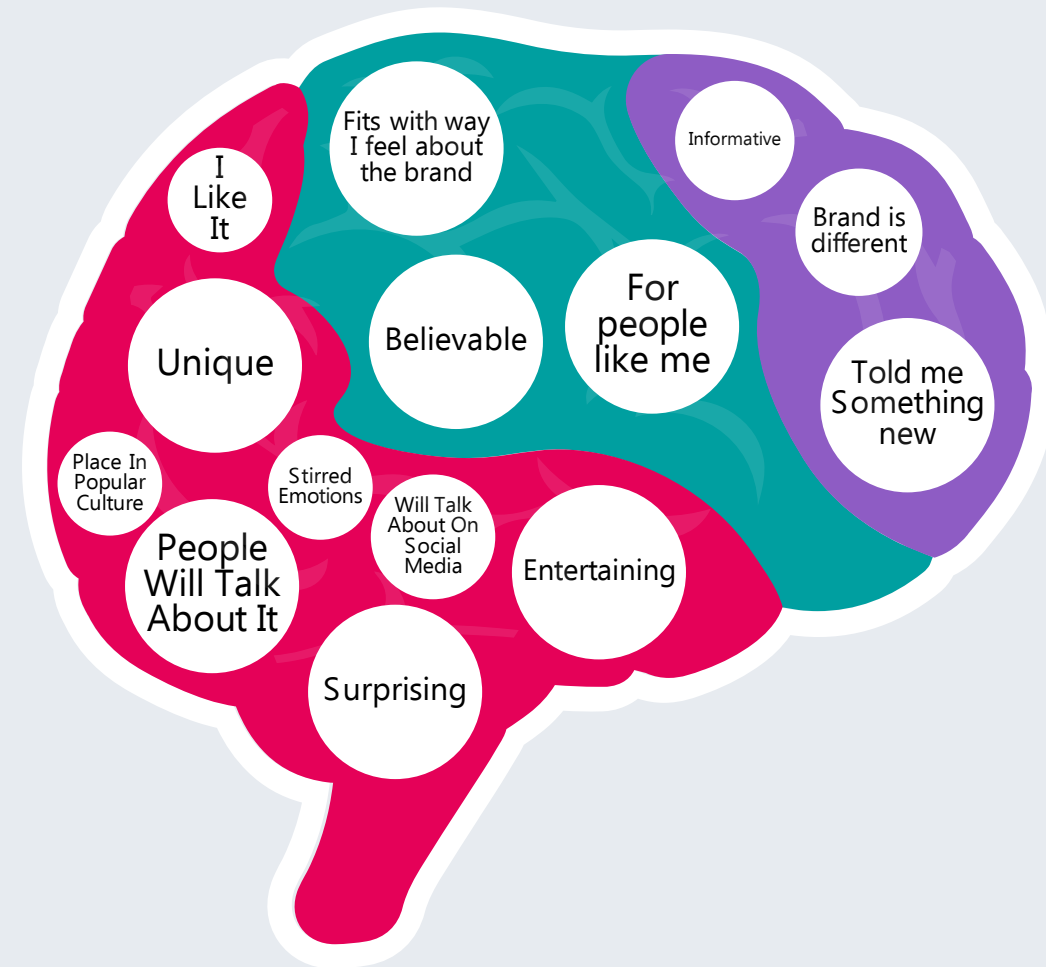Does it have the power to **shape peoples' expectations**?

Creative Experiences · Empathy & Fitting In · Creative Ideas

I Like It · Fits with way I feel about the brand · Informative · Brand is different · Unique · Believable · For people like me · Told me Something new · Place In Popular Culture · Stirred Emotions · Will Talk About On Social Media · People Will Talk About It · Entertaining · Surprising

Source: Ipsos Global Ad Testing Meta-Analysis (n=1,734 cases)

What makes great advertising?

% Difference VS. Average Performance on Creative Effect Index

Low Creativity Low Empathy	Low Creativity High Empathy	High Creativity Low Empathy	High Creativity High Empathy

20%

4%

-10%

-23%
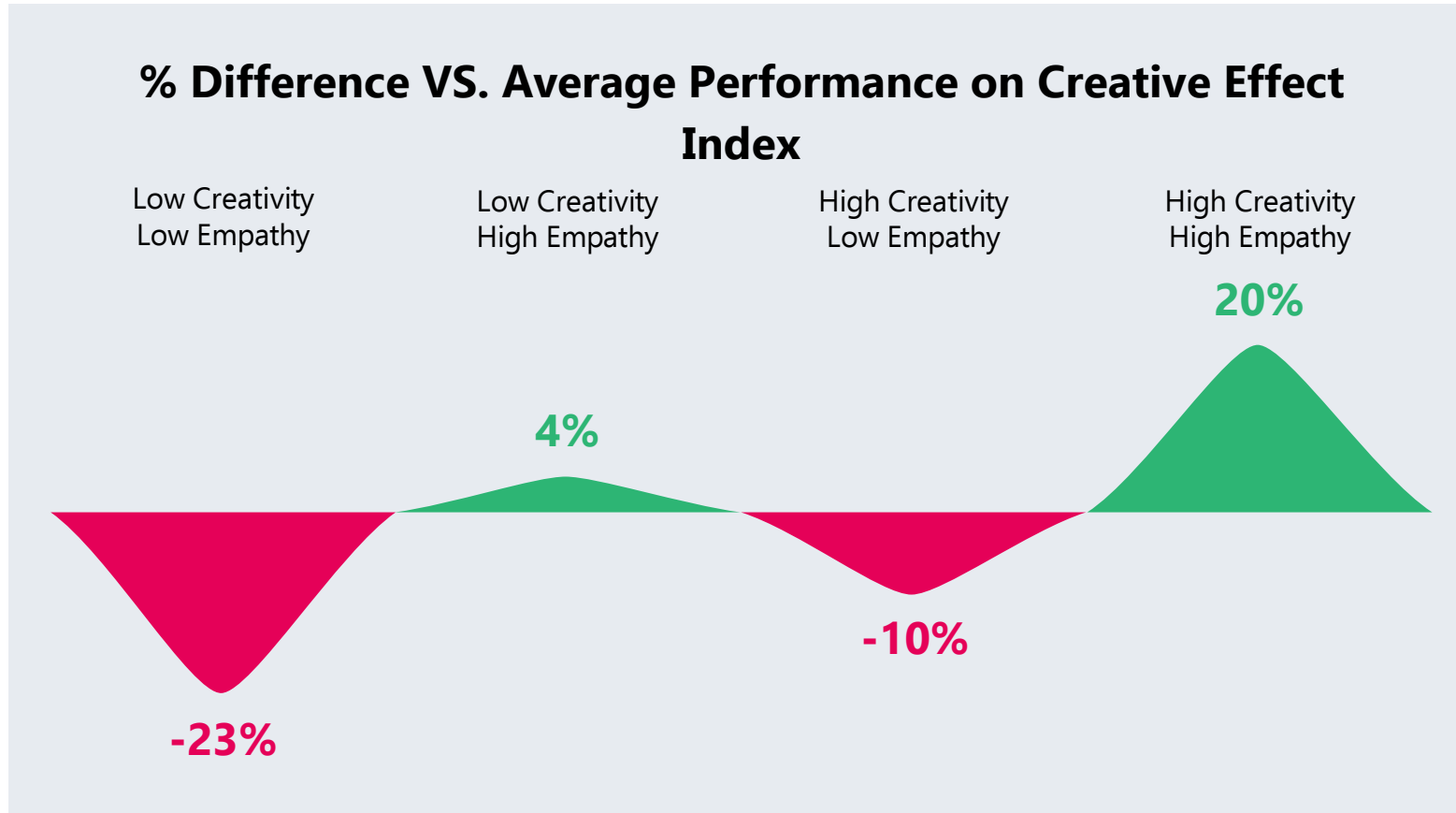
Start from Empathy

Bring the Creativity

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Talk to us about the tools....

Learn & Re-Apply

Launch

In-Market Campaign Measurement

Execution

Creative Spark Creative Spark AI

Strategy

Ideas

Creative Fuel

Creative Labs Creative Spark Early

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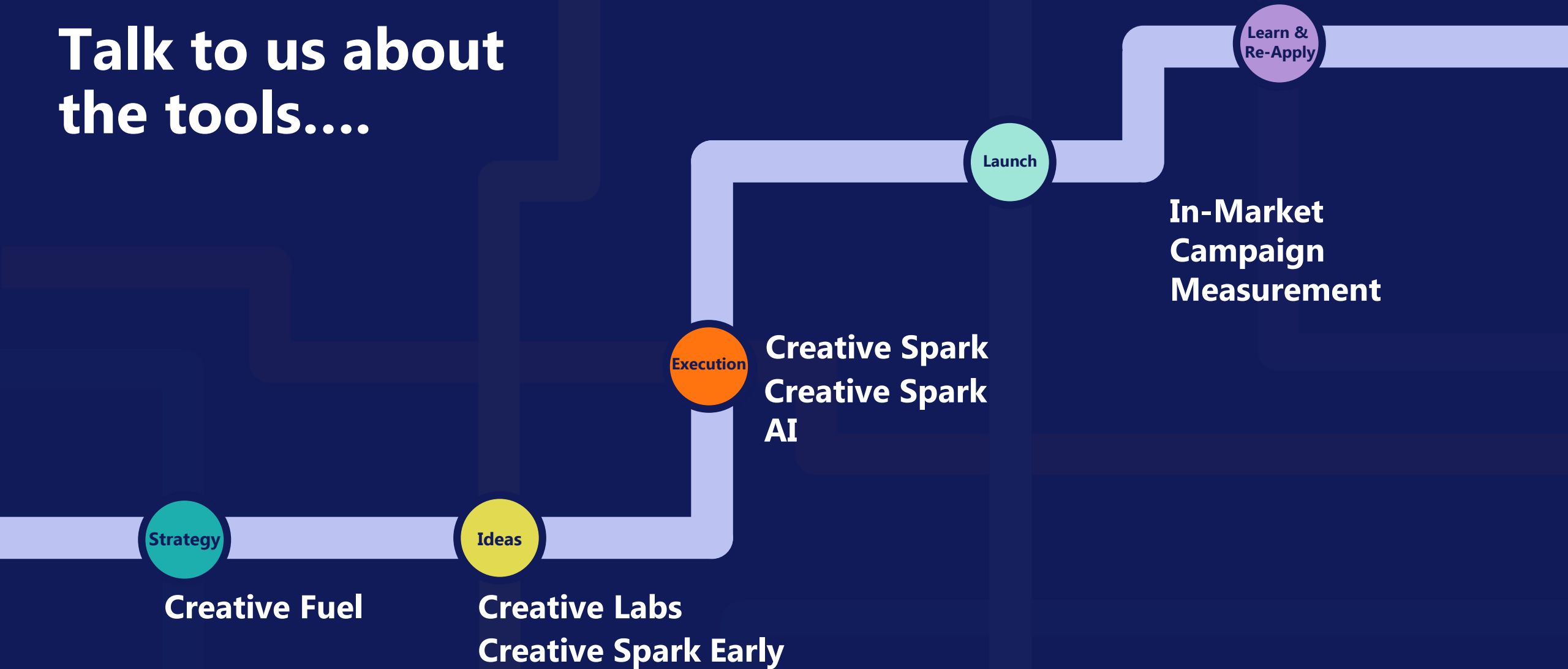
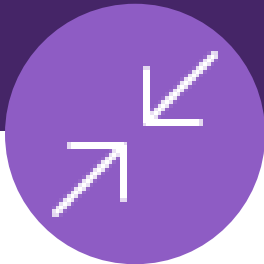# What is the role and impact of brand communications?

Building mental networks

Nurturing brand relationships

Reinforcing or disrupting brand perceptions
Helping to address market effects

Breakthrough, brand association, and brand desire…oh my!

Is the activity cutting through in the media environment?

Is it impacting the brand?

GET NOTICED
(Breakthrough)

Grabs attention, getting noticed and remembered by consumers.

CONNECT TO THE BRAND
(Brand Association)

Ensures that whatever is remembered is remembered for the brand.

IMPACT THE BRAND/ BUILD BRAND DESIRE

Moves audiences from average to higher levels of desire.

De-Branded ad recognition and real consumer memory

We measure what's left in people's minds after exposure

Have you seen this ad recently?

IF YES:
What brand was this ad for?
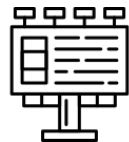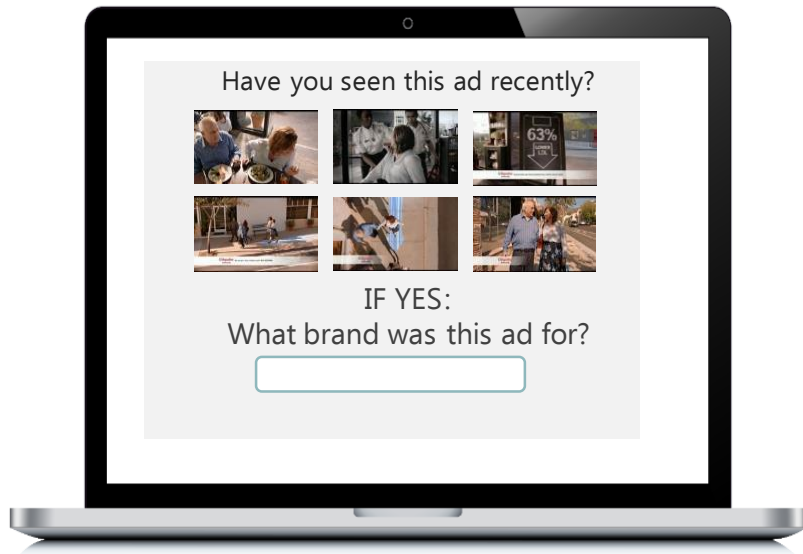
**Benefits of <u>De-Branded Ad Recognition</u> include:**

- Aligns with what we know about how memories are created, stored and retrieved

- Consistently covers multiple touchpoints (TV, OOH, radio, digital, social, print) for **individual client ads, holistic campaigns and competitive** activity

- **Spontaneous branding** among recognizers allows us to understand if we have left a branded impression or what the misattribution exists

- Efficiency in measurement

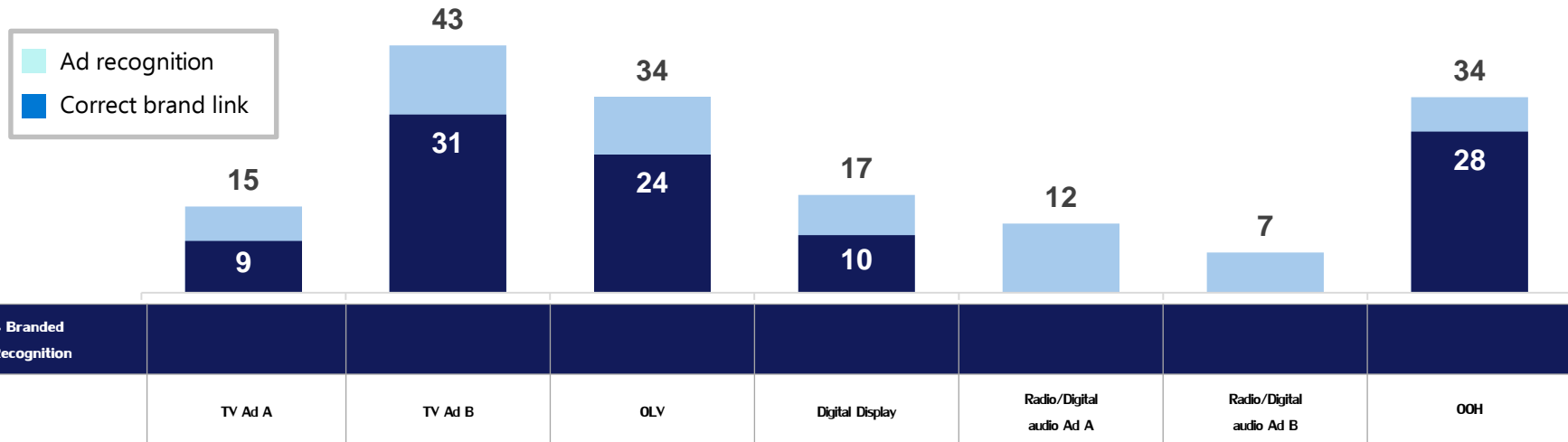# Trended campaign recognition and marketing effectiveness over time
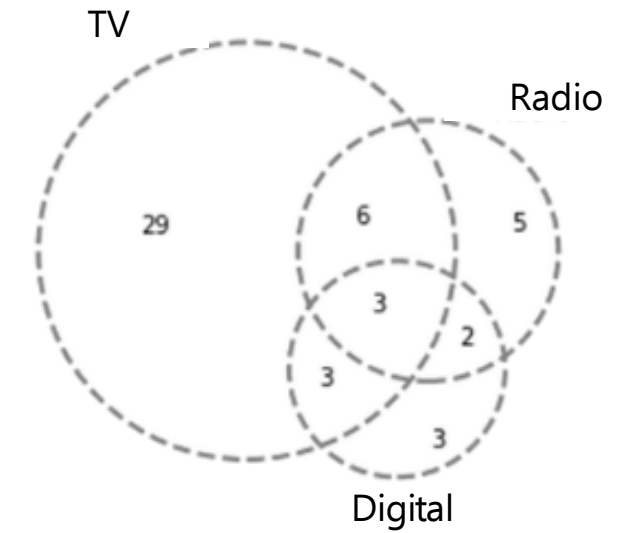
May:
Recognize any campaign element

Seen Any
52%

Seen None
48%
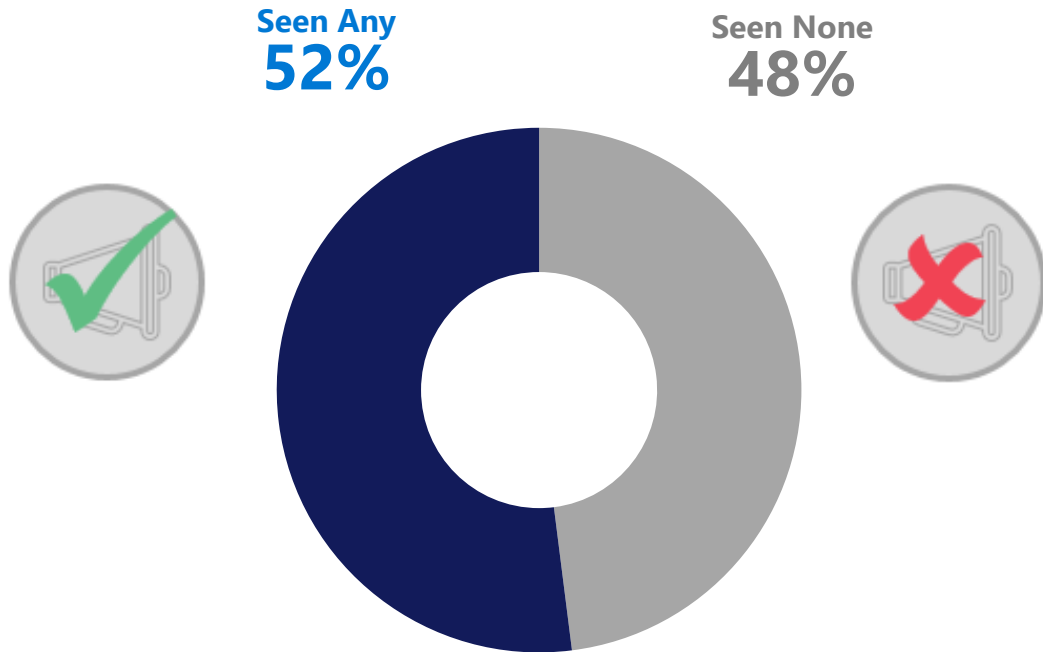
Trended:
Recognize any campaign element

43   45   49   51

January   February   March   April

■ Recognize Any Campaign Element
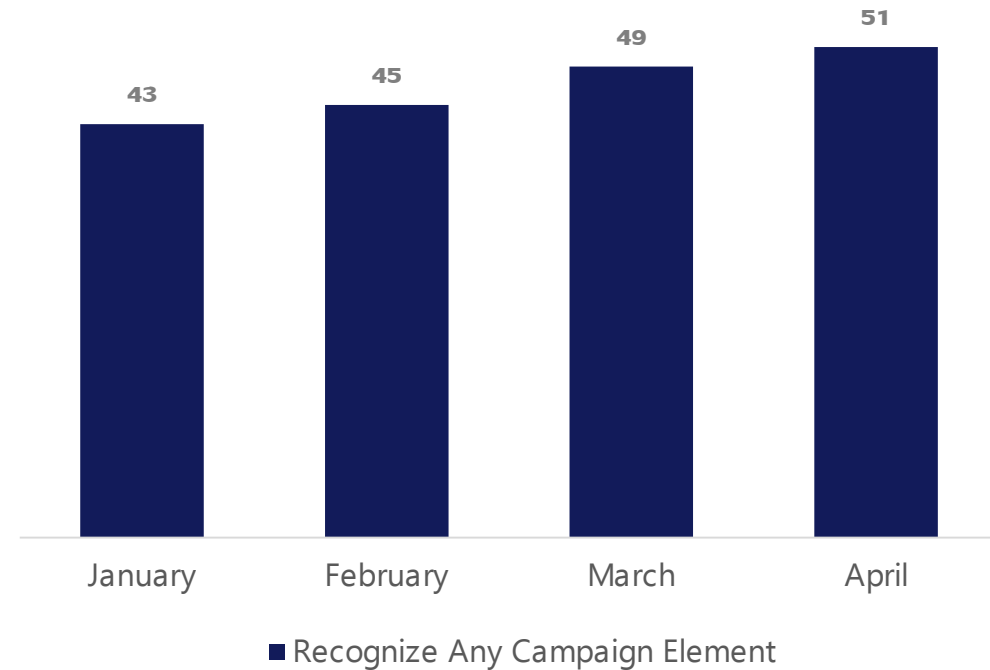
Relative contribution and performance of different creative assets and touchpoints

Ad recognition
Correct brand link

15	43	34	17	12	7	34
9	31	24	10			28

% Branded Recognition							
	TV Ad A	TV Ad B	OLV	Digital Display	Radio/Digital audio Ad A	Radio/Digital audio Ad B	OOH

Creative Recognition Overlap

TV
Radio
Digital

29 6 5
3
3 2
3

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Norms and Normative Databases

Diagnostic Performance

■ TV Ad B   ▨ Norm

	Unique and different	Very enjoyable to watch	Interesting to me	Very Informative	Tells me something new	Give me a good feeling about the brand	Getting tired of seeing it
TV Ad B	29%	33%	16%	14%	11%	25%	13%
Norm	24%	21%	22%	19%	16%	21%	16%

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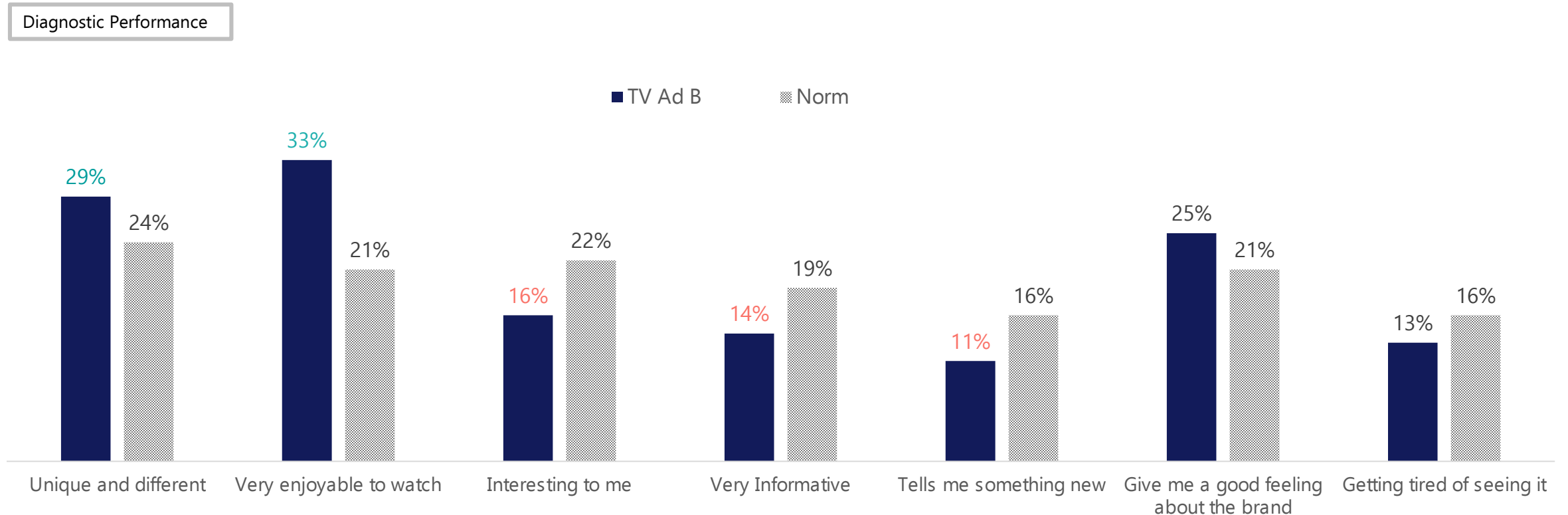
Diagnostic strengths and opportunities compared to our rich database

Ad recognizers have

57%

Consideration
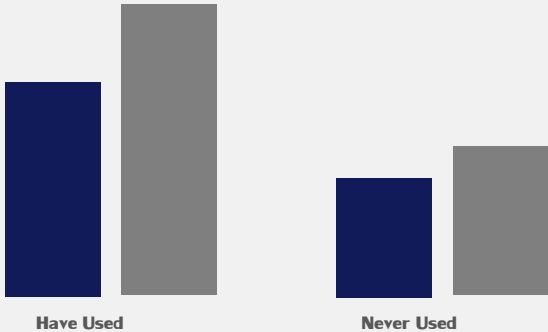
Non-recognizers have

40%

Consideration

This looks like ad recognition has a significant impact on consideration (+17% pt. gap), however, one needs to adjust for potential usership bias.
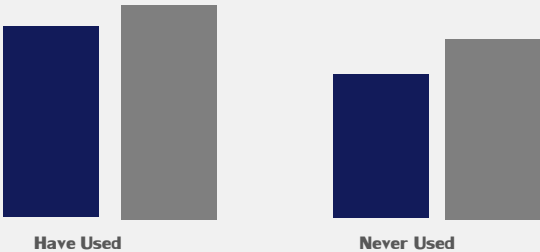
Analysis of impact on objectives is the main focus

- ● Non-recognizers
- ● Recognizers
- Recognizer

CONSIDERATION

Have Used   Never Used

GUARANTEED QUALITY

Have Used   Never Used

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WHAT DOES SUCCESS LOOK LIKE?

THANK YOU

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