



 **THE QUIRK'S EVENT**

LONDON – OCTOBER 13-14, 2021

Post-pandemic Advertising.

T R I N I T Y
M C Q U E E N

The post pandemic advertising landscape.

In many ways advertisers have never had it so good. There are ever increasing channels, mediums and formats through which to reach consumers. Digital metrics provide instant reads on performance. Owned social media channels enable different creative executions to be A/B tested in the real world. The options for creativity, measurement and experimentation are endless!

HOWEVER ...

Cutting through is
getting harder...

Attention is now hard won





‘Savvy Consumers’
means authenticity is
crucial...

**Information is no longer asymmetric
between brands and consumers**



SAY



DO

“Consumers don’t think how they feel, say what they think, or do what they say.” – David Ogilvy

What we **do...**

**Help our clients make the most
effective advertising possible**

What we **don't do...**

Give our clients black box metrics and a
single **thumbs up or thumbs down**
'test' result

How we do it:

Using a tailor-made suite of tools that combine the latest academic learning with behavioral science to help clients forensically analyze and improve their creative content.

Media Analyser
Platform



Prediction Markets



Implicit Association Testing



Moment-to-moment testing (inc. dial)



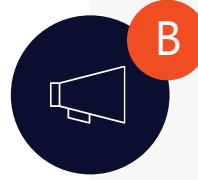
AI & Webcam Eye Tracking





BEACON.

To change people's
behaviour, **great** ads
need to:



Build Brand Associations



Stir Emotions & Engage



Grab Attention



Are Credible



Inspire Optimism



Nail their Message

GREAT ADS...

Grab Attention.



“You first need to be in the
race to have any chance of
winning it”

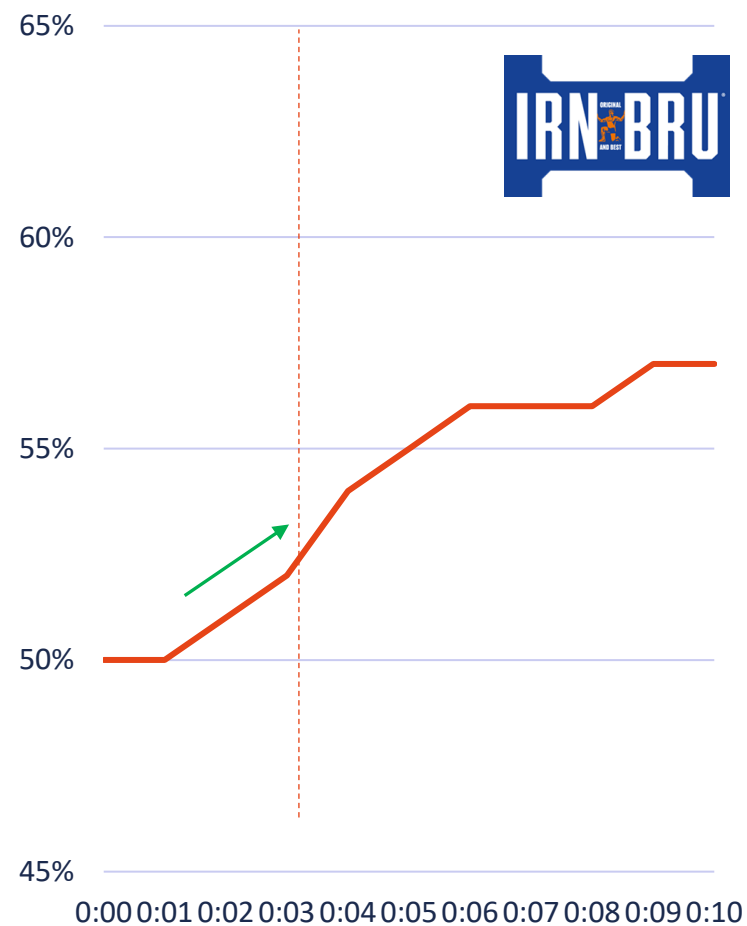
Jenni Romaniuk

00:00:00

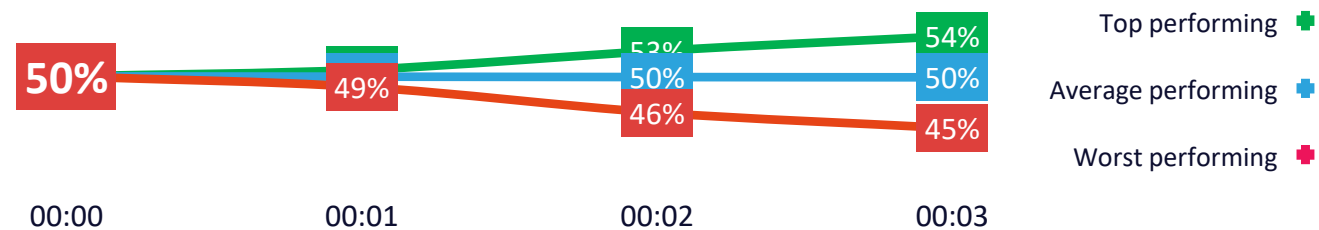
00:03



Attention:



Opening **3 seconds** of the best, average and worst performing ads in our database:



GREAT ADS...

Engage.



“Ad engagement is a spectrum of consumer advertising activities and experiences – cognitive, emotional, and physical – that have a positive impact on a brand”

IAB
(Interactive Advertising Bureau)

GREAT ADS...

and
Stir Emotion.



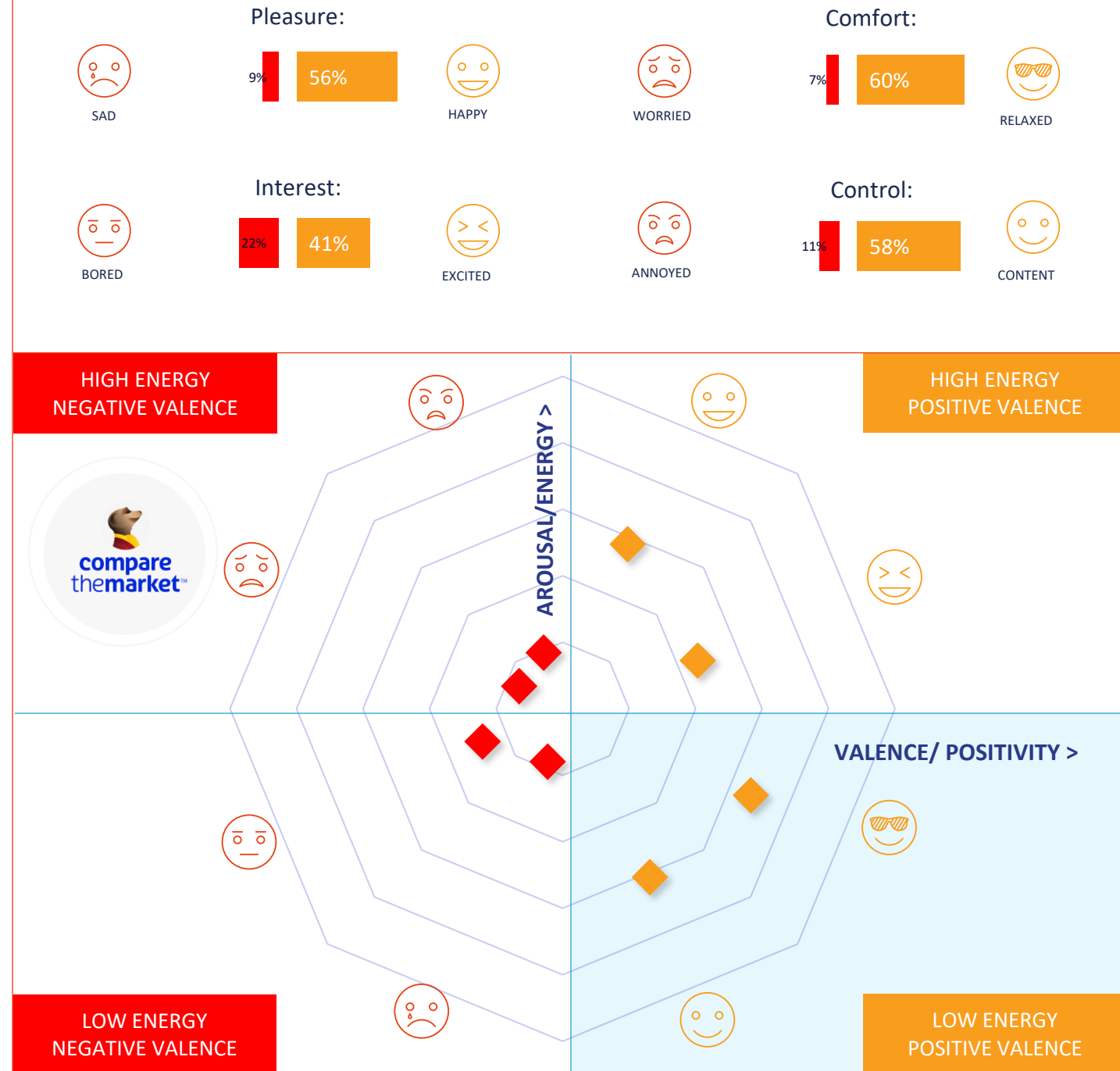
“Ads imprint themselves on
the cortex when they touch
the heart”

Ian Leslie

00:00:00



Engage & Stir Emotions:



GREAT ADS...

Build Brand Association.



“Products are made in a
factory, but brands are created
in the mind”

Walter Landor

GREAT ADS...

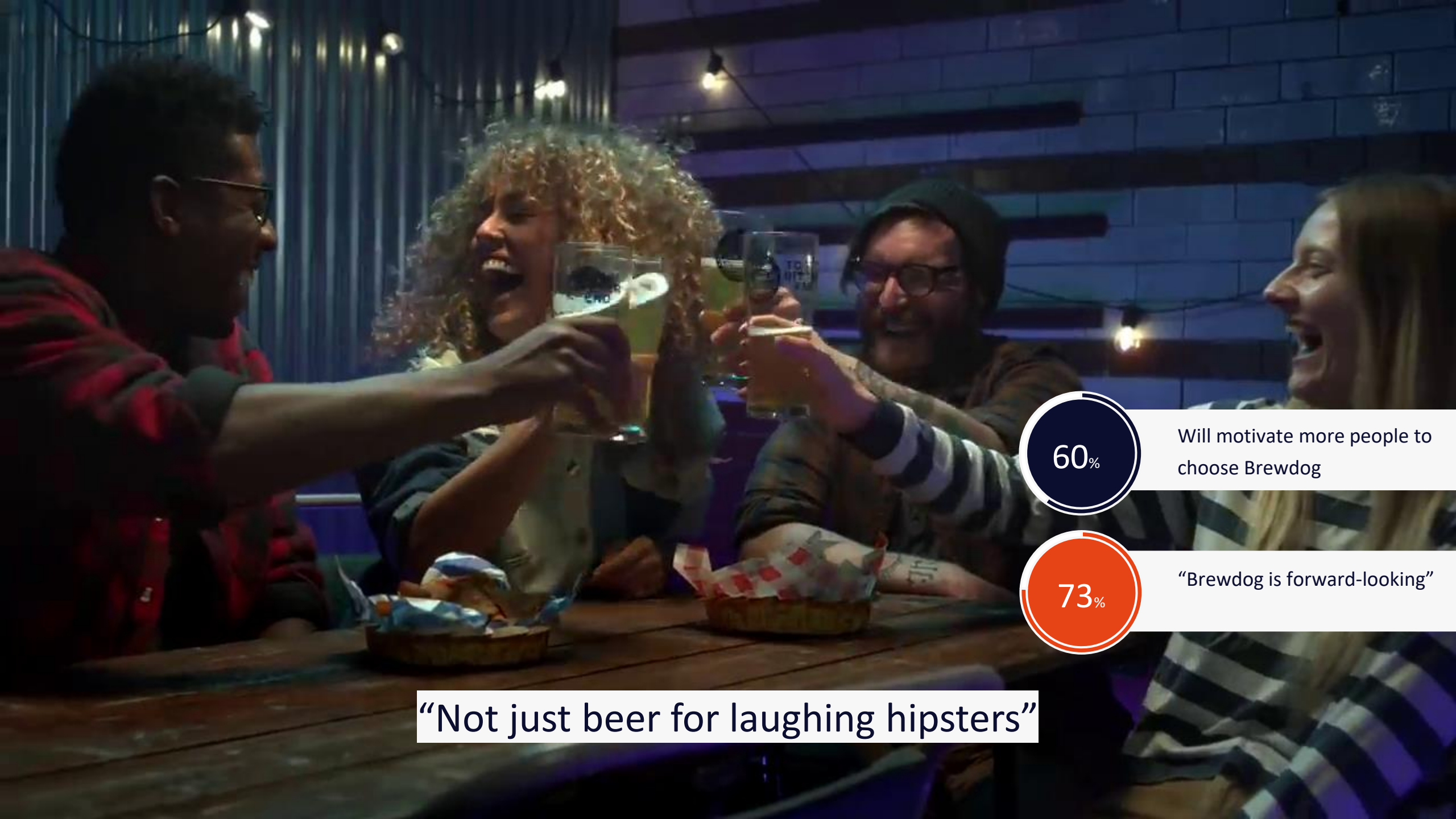
Inspire Optimism.



“People generally engage more with any type of content when it’s surfaced through friends and people they know and trust”

Malorie Lucich





60%

Will motivate more people to choose Brewdog

73%

"Brewdog is forward-looking"

"Not just beer for laughing hipsters"

GREAT ADS...

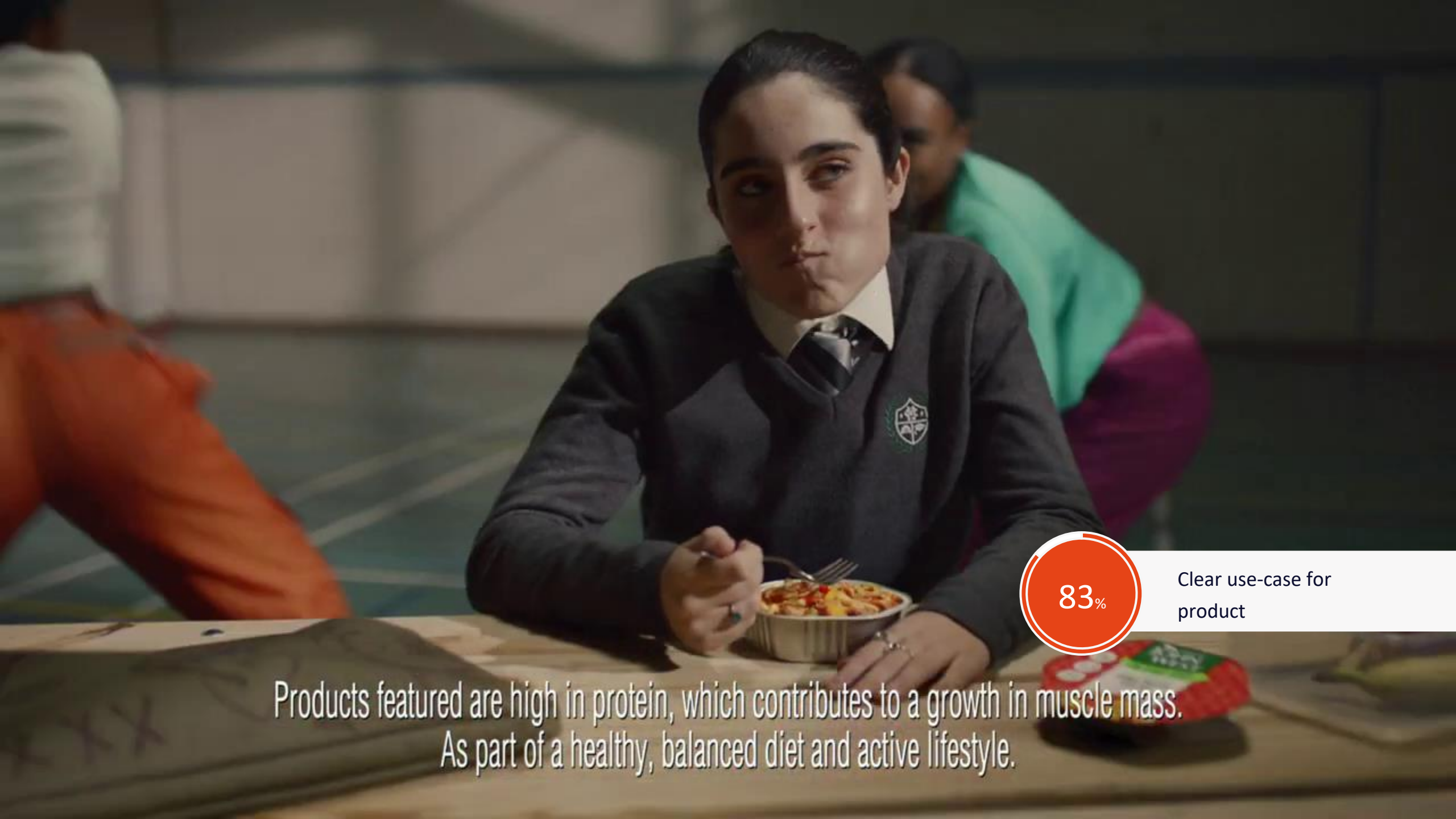
Nail their Message.



“Just because an advertising exposure entered into someone’s memory it doesn’t mean it entered a useful part of their memory”

Jenni Romaniuk





83%

Clear use-case for
product

Products featured are high in protein, which contributes to a growth in muscle mass.
As part of a healthy, balanced diet and active lifestyle.

GREAT ADS...

Are Credible.



“Customers do business with companies that share their values, represent themselves as they truly are, and support causes they are about”

Hayley Walden





69%

“Ad feels true to
the brand”

B



Build Brand
Associations

E



Stir
Emotions

A



Grab
Attention

C



Are
Credible

O



Inspire Optimism

N



Nail their
Message

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