



dynataTM

Storytelling, Product and Purpose

Which approach provides an advantage in advertising?

An analysis of creative work

Kevin Sugrue

11.30am, 3rd May 2023

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Hello



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**GREAT
ADVERTISING
WORKS...**

...IN DIFFERENT WAYS

Is One Approach Best?

We compared 4 different approaches to advertising:

1. **Product Feature** – Showcasing & Demonstration
2. **Purpose** - Championing A Cause
3. **Storytelling With A Product**
4. **Brand Storytelling Without A Product**

We chose 16 brands. Each adopted one of the 4 different approaches in their advert.



JOHN LEWIS
& PARTNERS

dyson



evian.



PHILIPS

Vitality



officeangels
RECRUITMENT CONSULTANTS

SAMSUNG



What Advantage Is There Between Different Creative Approaches?



Product Feature



dyson

PHILIPS

SAMSUNG

N. 200



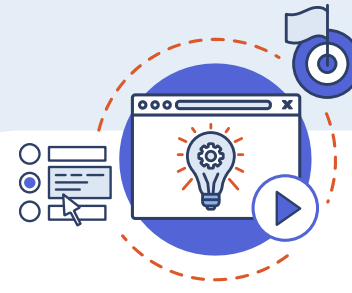
Purpose



Vitality



N. 195



Storytelling With A Product



evian.



N. 204



Brand Storytelling Without A Product

JOHN LEWIS
& PARTNERS



officeangels
RECRUITMENT CONSULTANTS



N. 200

Market Research

799 Participants, UK

CAWI Online Survey, April 2023

Our survey split these into 4 groups. Each saw ads from only one approach.

Female 52%, Male 48%

Adults, Aged 18 – 65, located throughout the UK
- a wide, general population, audience.

No PII data captured



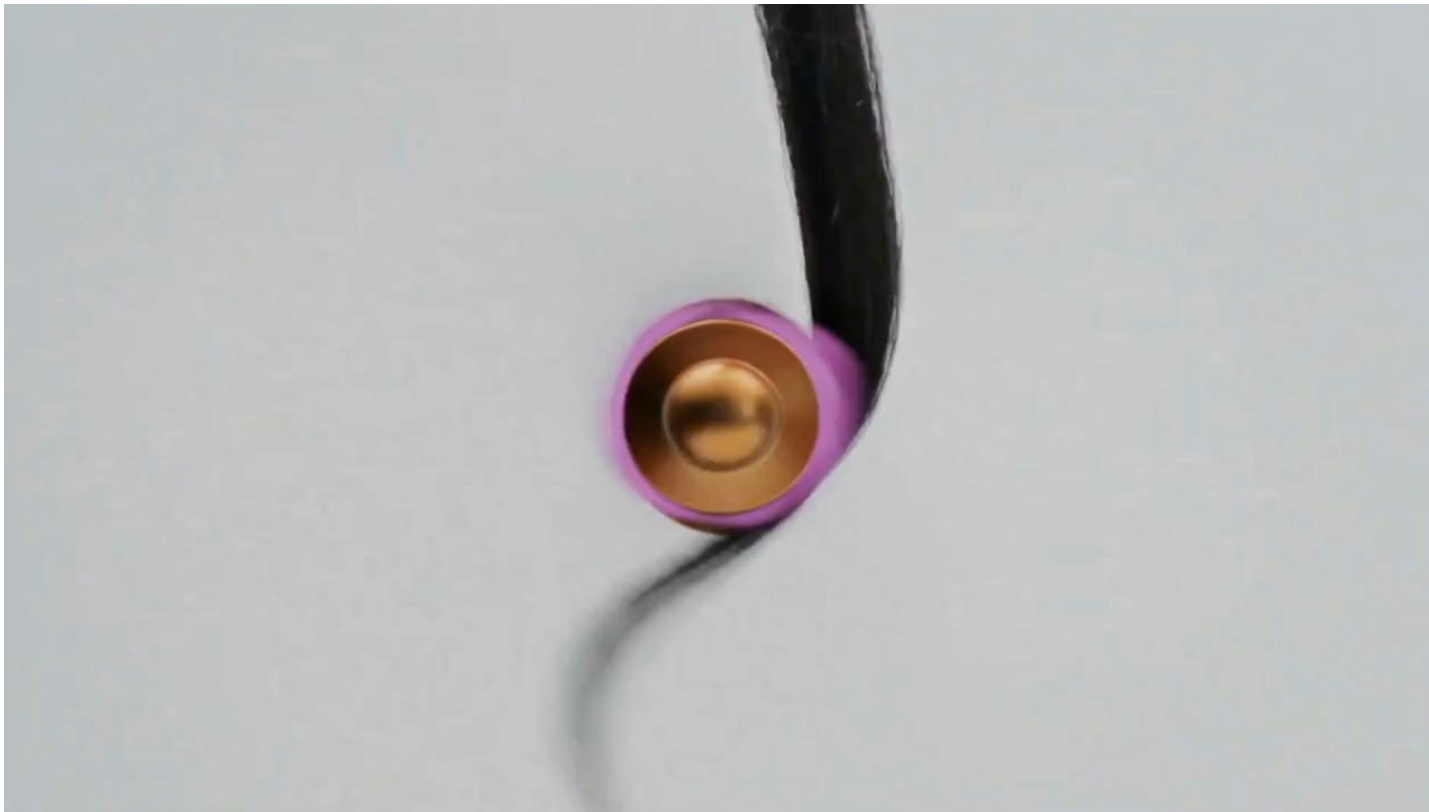


LET'S SEE THE
ADS WE
INCLUDED

Ads That Contain Product Feature Details, Or Demonstration



PRODUCT
FEATURE

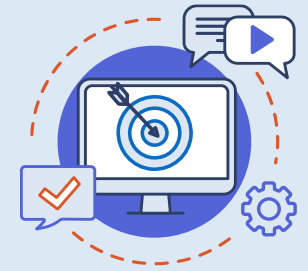


dyson

PHILIPS

SAMSUNG

Ads That Contain Product Feature Details, Or Demonstration



PRODUCT
FEATURE



Mouldy Burger



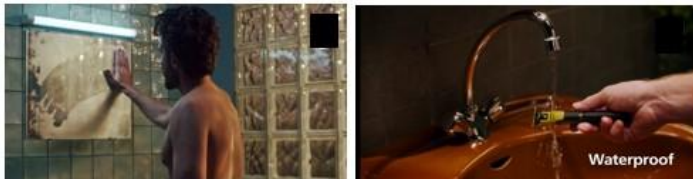
dyson

Airwrap Multi-styler



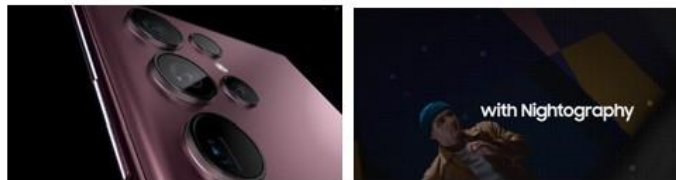
PHILIPS

One Blade Razor 360



SAMSUNG

Galaxy S22 Ultra Smartphone



These ads focus on a specific Product. They provide a demonstration, often by showcasing a benefit from choosing the product.

Purpose Focused Ads That Champion a Cause



PURPOSE
FOCUSED



always



Sure

Vitality

 WaterAid

Purpose Focused Ads That Champion a Cause



PURPOSE
FOCUSED



#LikeAGirl

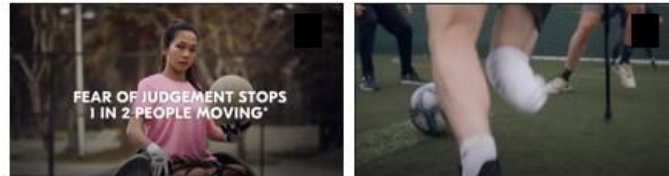


Let's make #LikeAGirl mean amazing things.



Sure

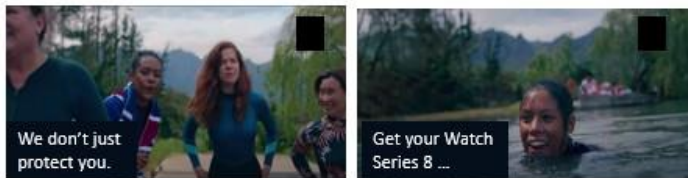
#WatchMeMove Breaking-Limits.co.uk



Champion the confidence to participate in exercise or sport, without feeling they are being judged.



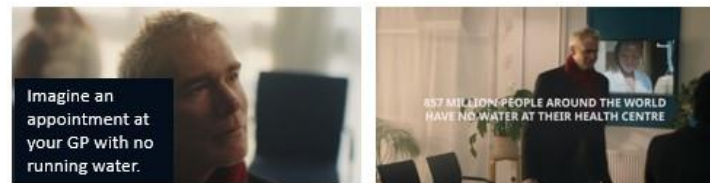
Encouraging You To Stay Healthy



Not only insuring your life and health. We encourage you to stay healthy.



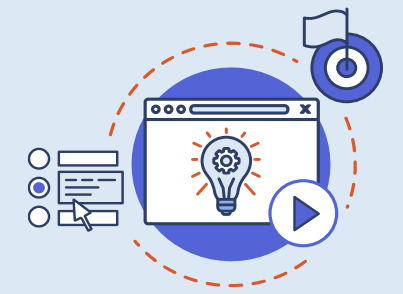
Donate, To Provide Water At Health Centres



Donate to help us supply fresh water in the developing world, where it's needed most.

These ads focus on a cause. They invite the viewer to lend support, change behaviour, or join in, to tackle an issue.

Ads That Tell A Story And Include The Product



STORYTELLING
WITH A PRODUCT



Ads That Tell A Story And Include The Product



STORYTELLING WITH A PRODUCT



iPhone 14 – R.I.P. Leon

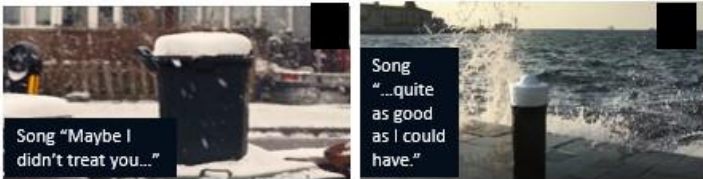


Drink True



GUINNESS

Welcome Back



ID 4 GTX & ID5 GTX



These ads tell a story that brings to life the world the brand lives in. They often celebrate the difference their product makes, or remind us how life is worse without them.

Ads That Tell A Story But Don't Focus On A Product



BRAND
STORYTELLING
WITHOUT A
PRODUCT

JOHN LEWIS
& PARTNERS



officeangels
RECRUITMENT CONSULTANTS



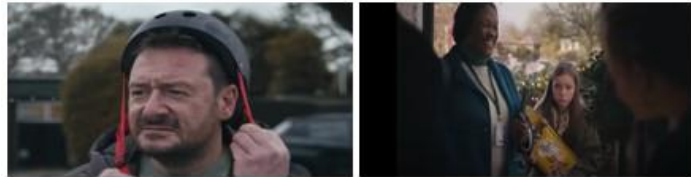
The Ads We Are Talking About: 4/4



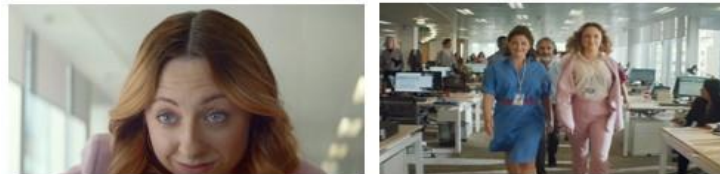
BRAND
STORYTELLING
WITHOUT A
PRODUCT

JOHN LEWIS
& PARTNERS

The Beginner



Raise Your Arches



officeangels
RECRUITMENT CONSULTANTS

Welcome Back



Out Of Order



These ads bring to life the world the brand lives in and influences; without focusing on a product.



COGNISANCE

Ad Recall

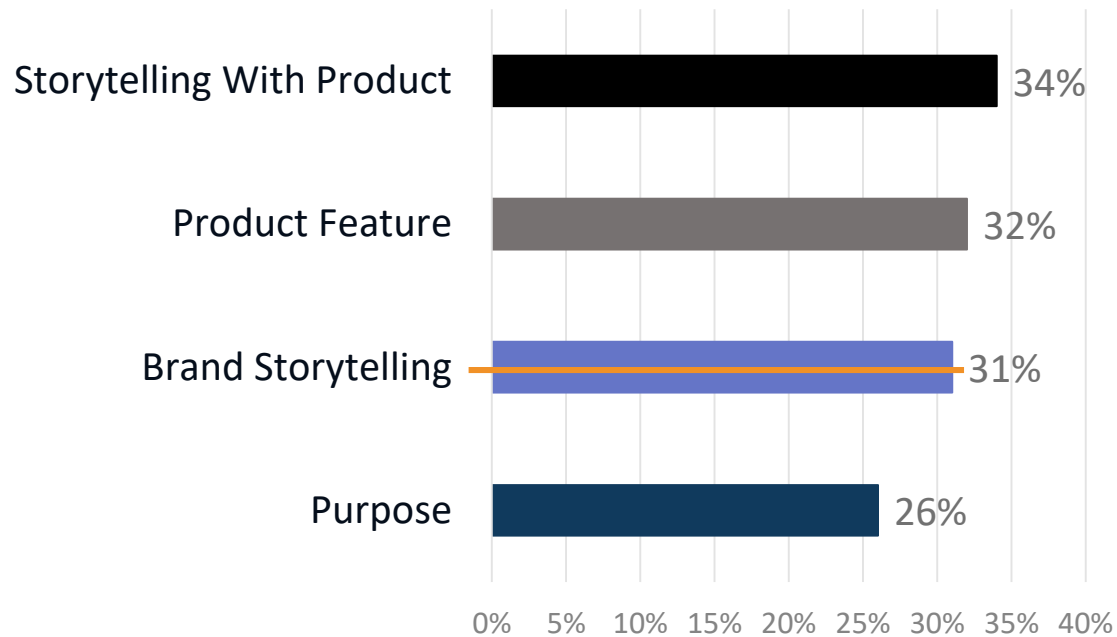
Ad Memorability

Brand Attribution

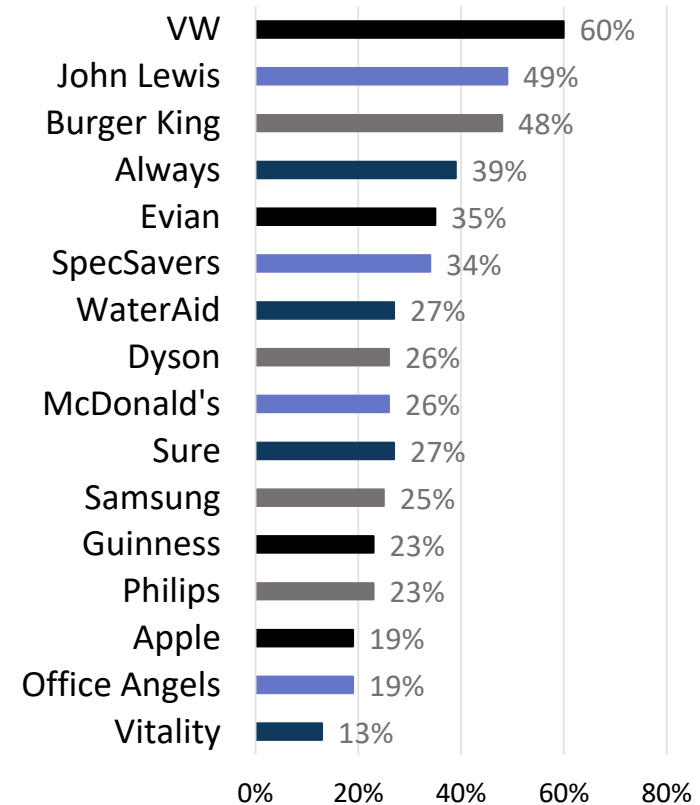
Ad Recall (Unprompted Recall)

Several **Purpose** focused Ads struggle to be as **Memorable**, fewer being recalled without a prompt.

The Advertising Approach



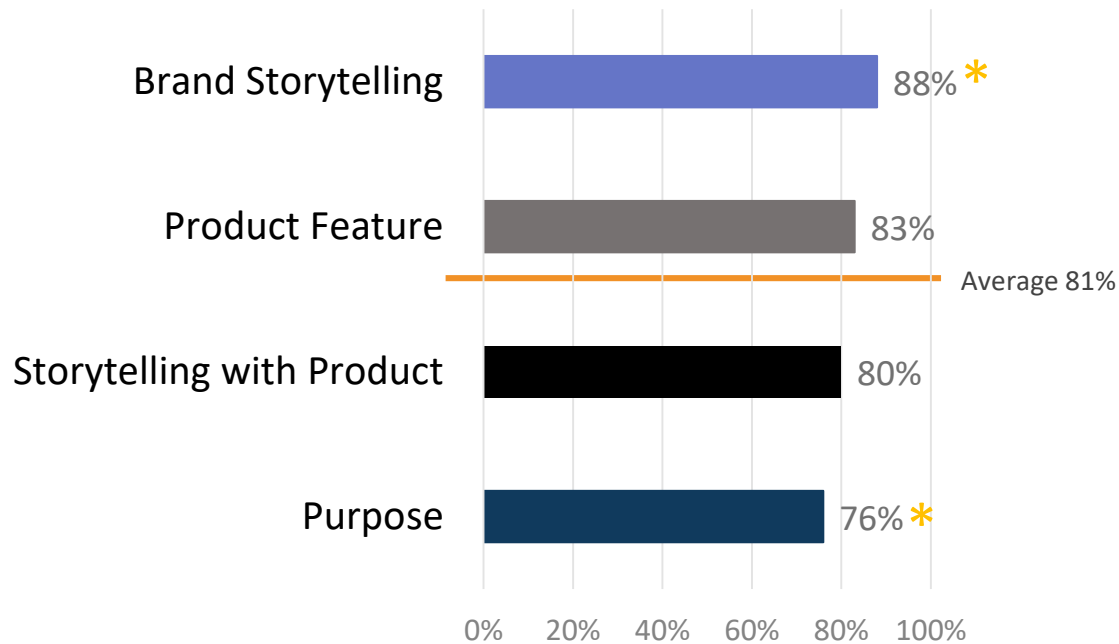
The Brand Advertising



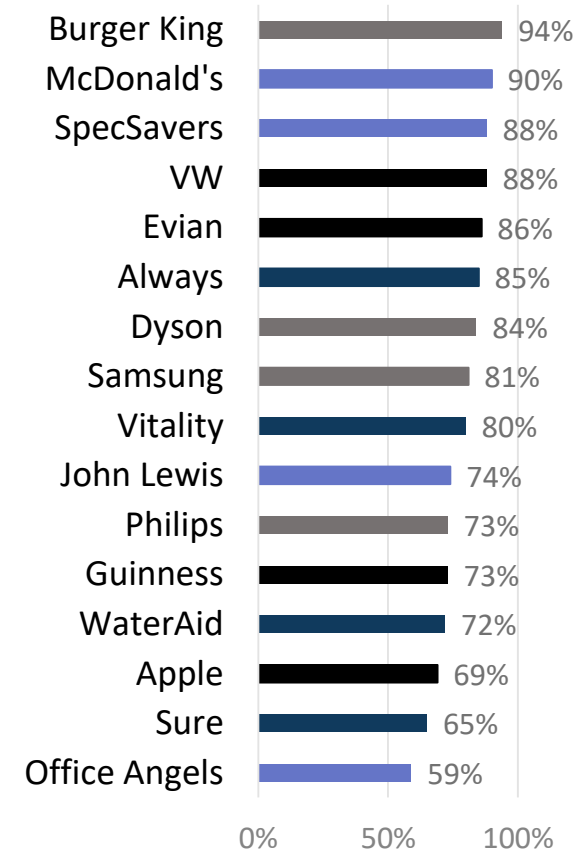
Ad Memorability (Prompted Recall)

Ads using the **Brand Storytelling** approach are significantly more Memorable, when prompted, than **Purpose**.

The Advertising Approach



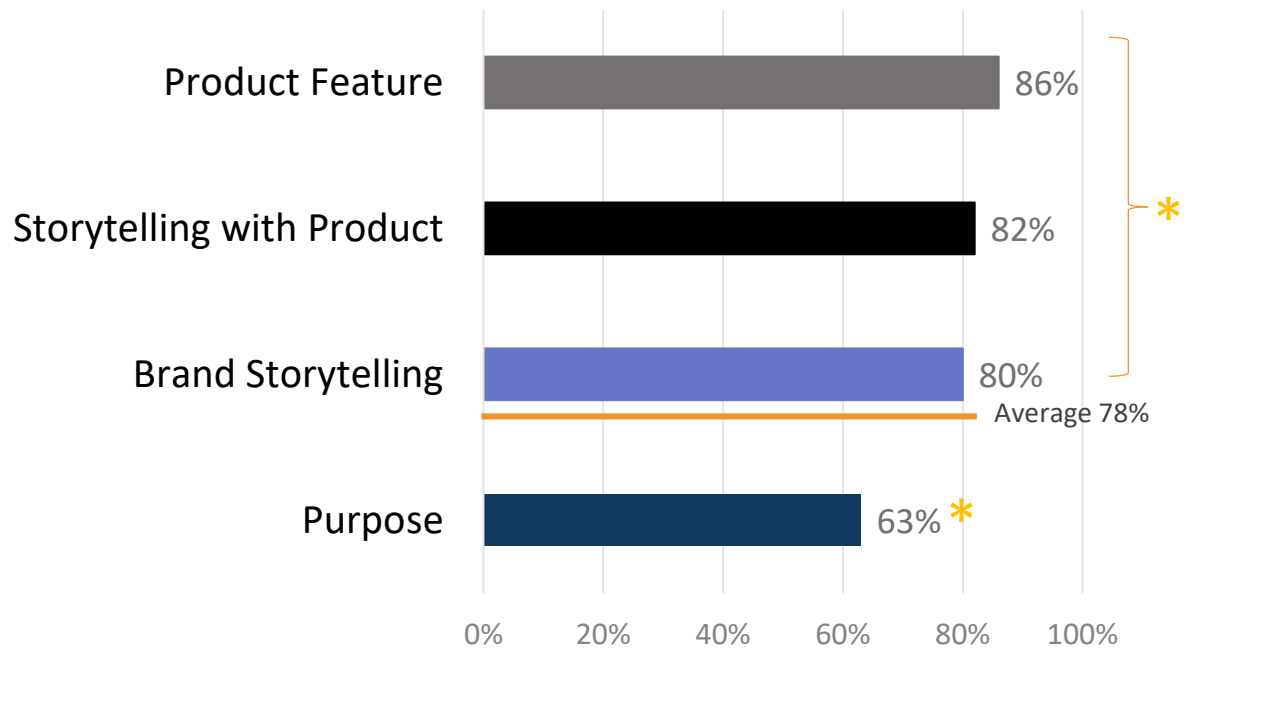
Ad Performance By Brand



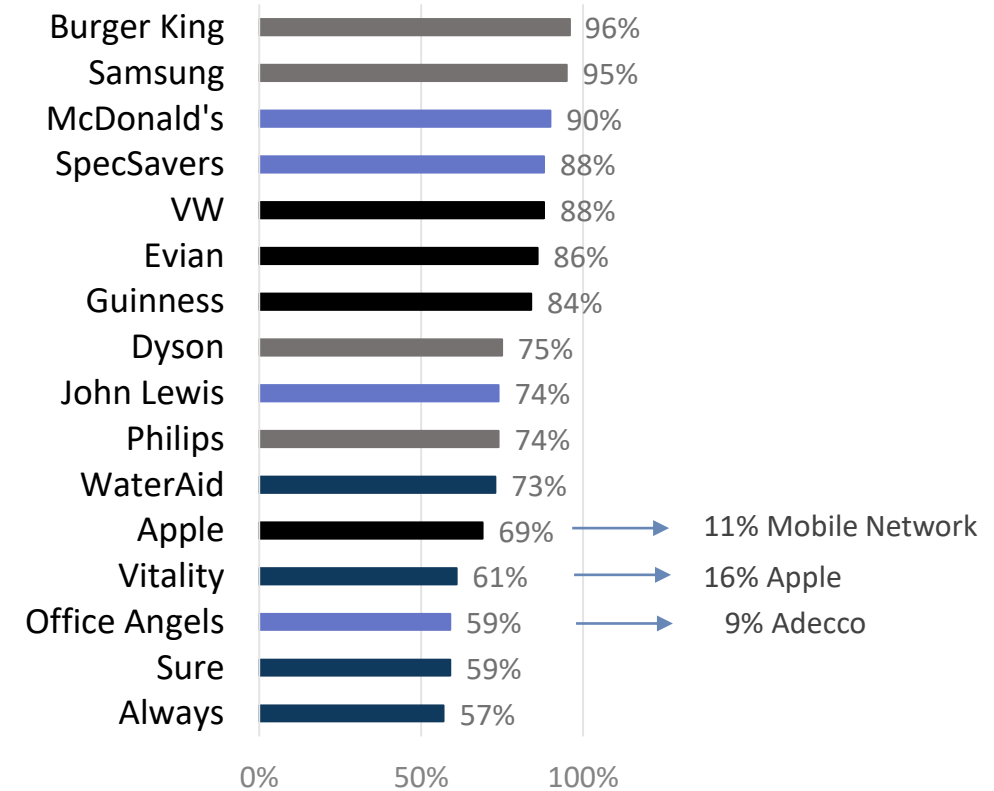
Brand Attribution (Correctly Identifying The Brand)

Brands using the **Purpose** approach are significantly less identifiable, on average, in our research. **Misattribution** indicates insufficient Attention, Branding, or when a product looks similar to a competitor's.

The Advertising Approach



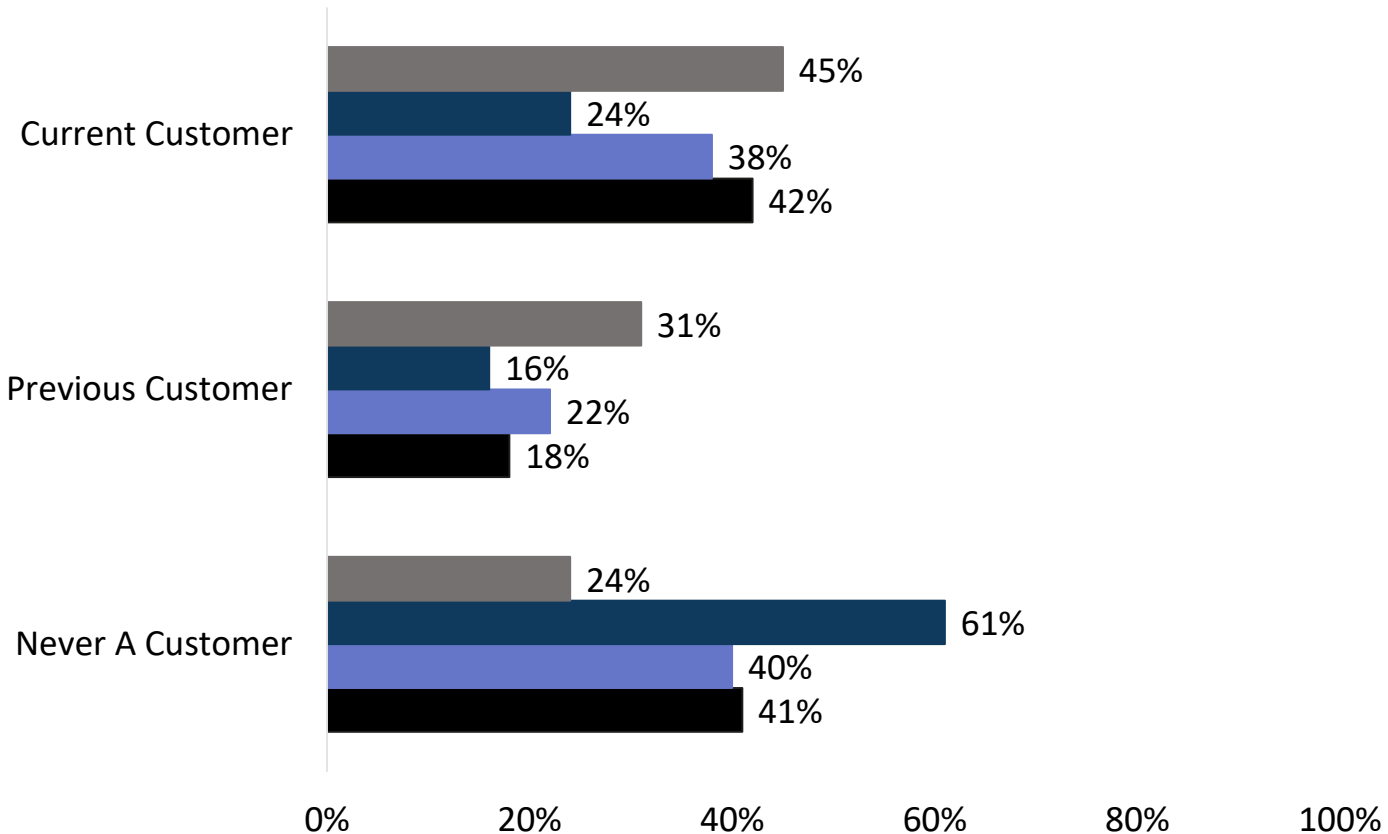
Ad Performance By Brand



Brand Familiarity

Product Feature/Demo
 Purpose
 Brand Storytelling
 Storytelling with Product

Without A Product



Brands adopting a **Product Feature**-led approach have more current and former customers.

- Q. Does the initial promise of a great product fail to match the ownership experience for some?



dyson

PHILIPS

SAMSUNG

Brands adopting a **Purpose** led approach had fewer customers within our research.



Sure



DRIVERS OF AD SUCCESS



Creative Ad Diagnostic Wheel™

Driver Analysis



Positive Drivers

- Engagement
- Distinction
- Tone
- Perception
- Pricing
- Persuasion

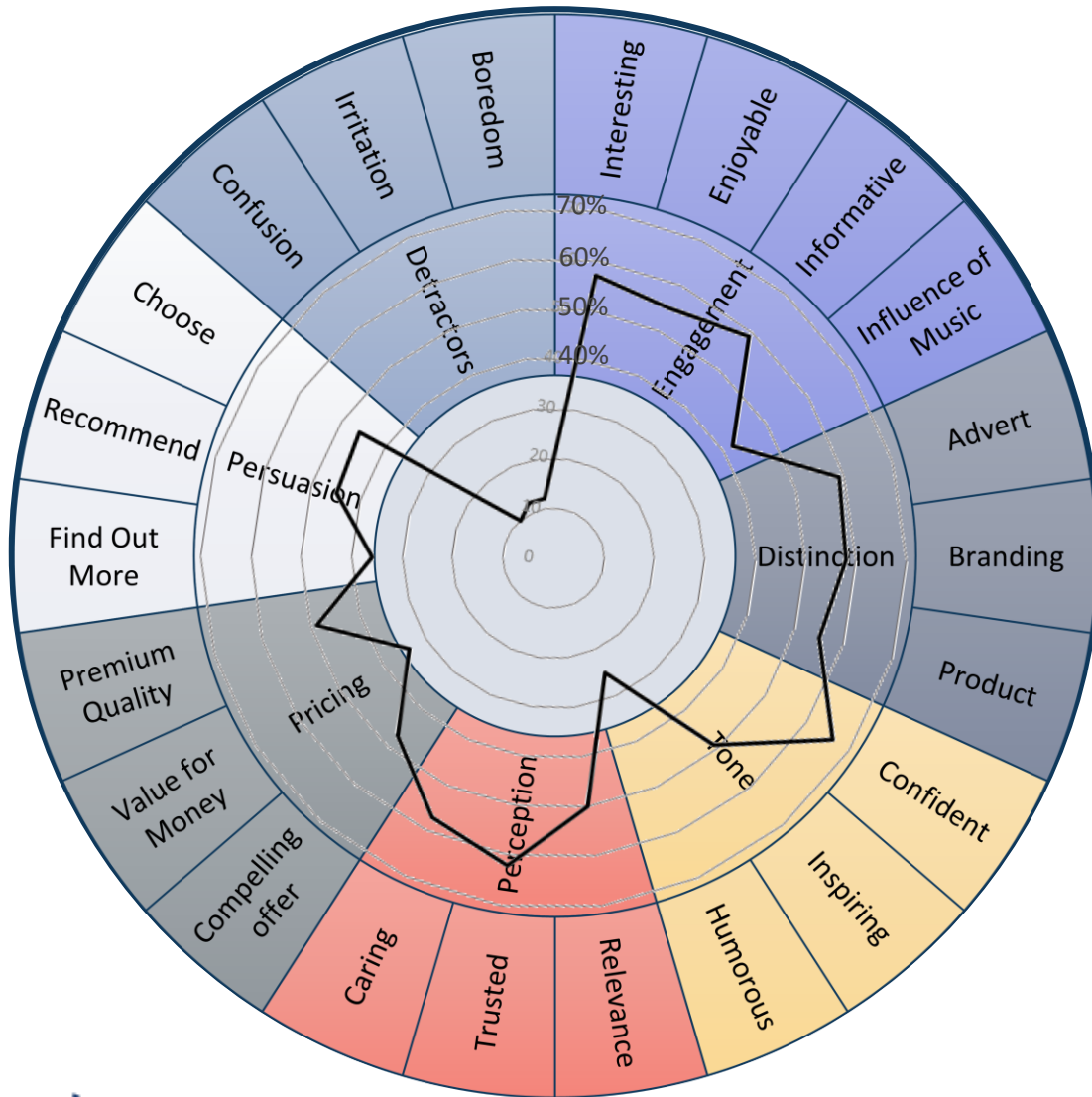
Negative Drivers

- Detractors

Factors contribute to the value calculated for each **Driver**.

The Drivers have proven to be influential on marketing success, across multiple studies and industries.

Creative Ad Diagnostic Wheel™



Combined Average, All 4 Approaches, 16 Ads

This is the fingerprint of what a good ad looks like in the UK, on average, within our study.

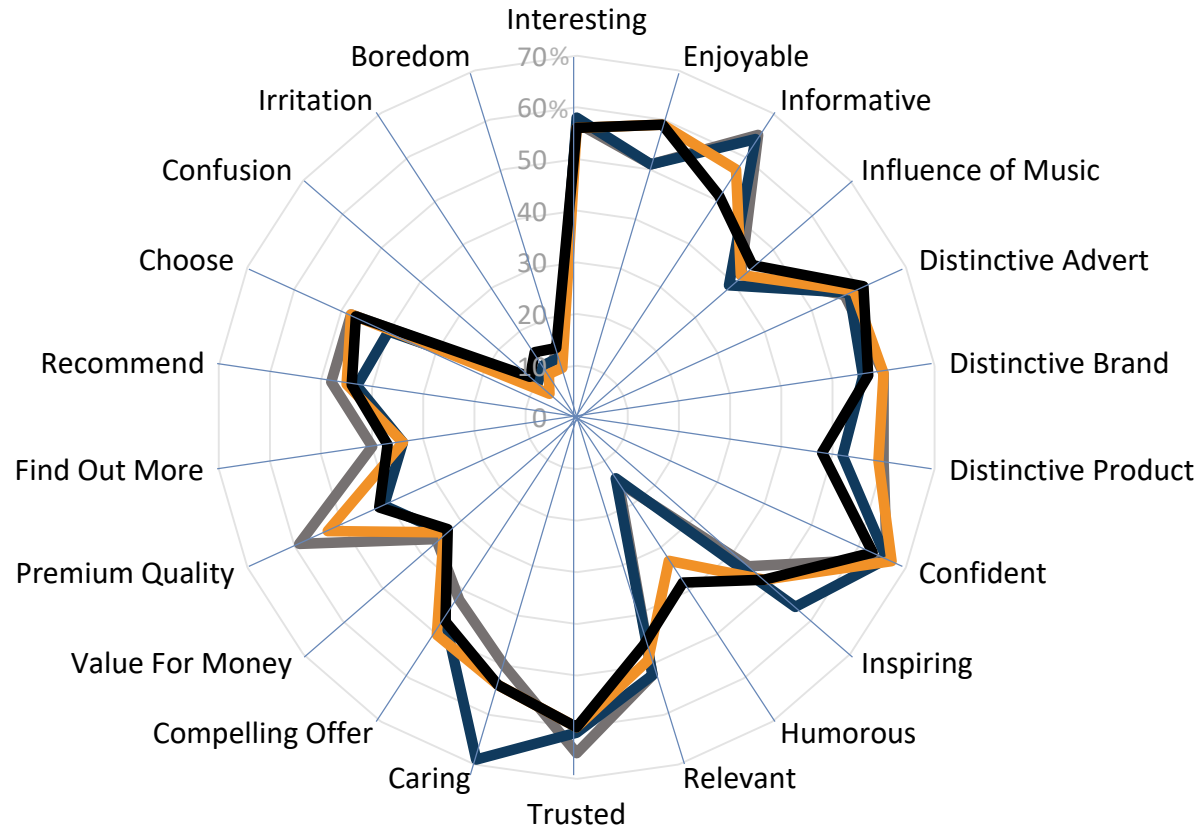
A More Memorable and Persuasive Ad = Engaging Distinctive Confident Trusted

WHAT DID EACH APPROACH DELIVER?



Diagnostic Wheel™ Comparing 4 Different Approaches

■ Product Feature/Demo ■ Purpose ■ Brand Storytelling ■ Storytelling With Product



Premium Quality was prominent in **Product Feature** and **Brand Storytelling** ads.

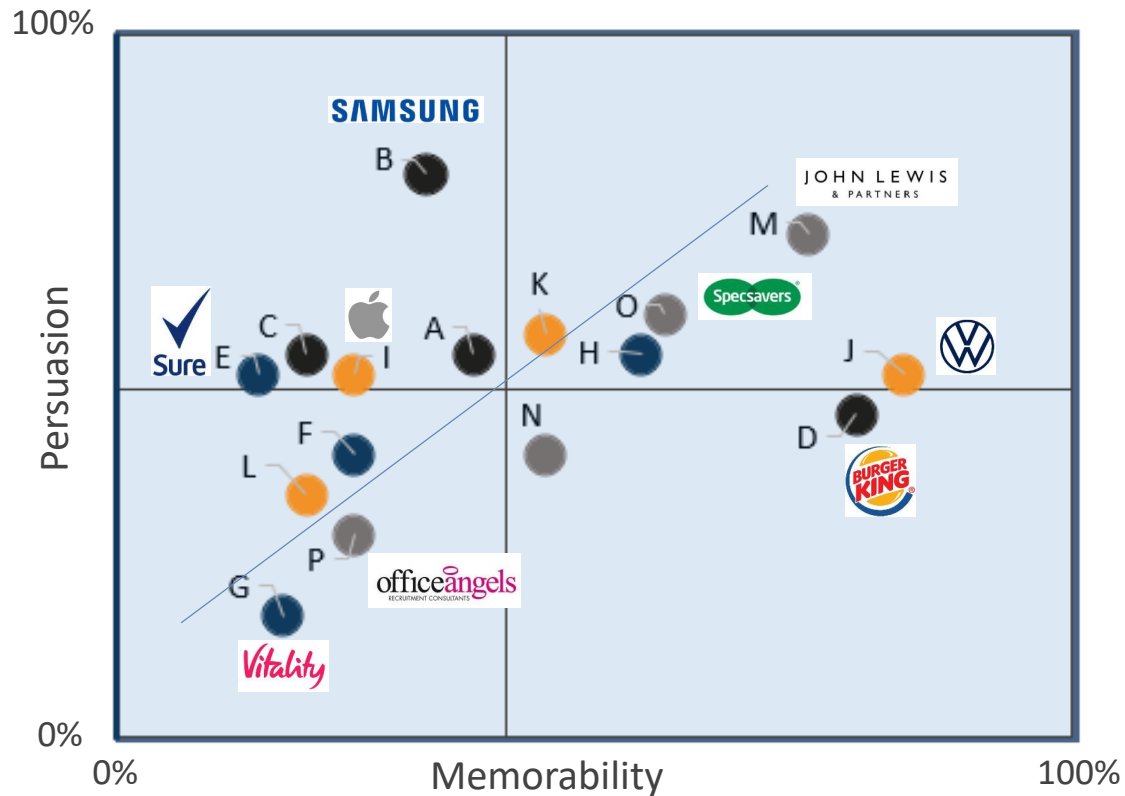
Purpose ads were **less Enjoyable** and **lacked Humour**.

Distinctive Adverts, that are **Interesting** and **Confident**, are universal signatures of strong Ad Performance.

HOW WELL DID EACH AD COMPARE?



Performance Comparison: Persuasion vs. Memorability



Drivers Of Persuasion

- Find out more
- Recommend
- Choose

Drivers of Memorability

- Ad Memorability (Prompted Recall)
- Brand Attribution (Brand Correctly Identified)



Product Feature

A. Dyson

B. Samsung

C. Philips

D. Burger King



Purpose

E. Sure

F. WaterAid

G. Vitality

H. Always



Storytelling With A Product

I. Apple

J. VW

K. Evian

L. Guinness



Brand Storytelling Without A Product

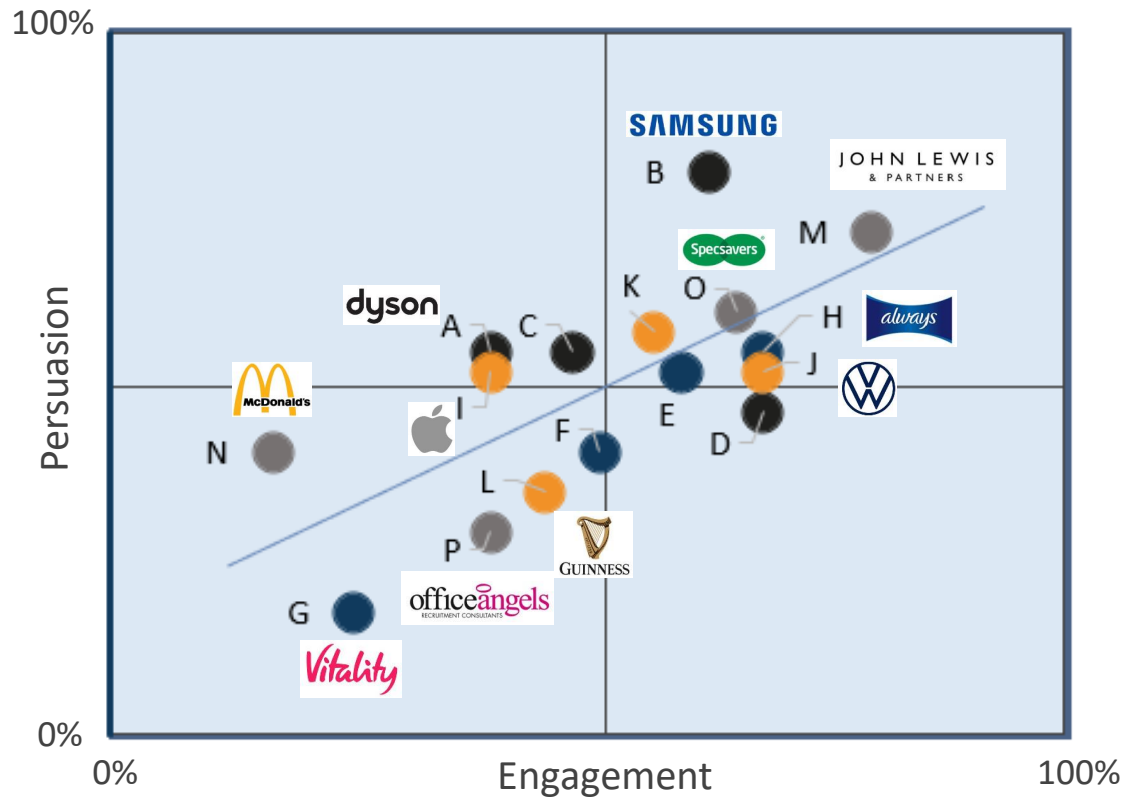
M. John Lewis

N. McDonald's

O. Specsavers

P. Office Angels

Performance Comparison: Persuasion vs. Engagement



Drivers Of Persuasion

- Find out more
- Recommend
- Choose

Drivers of Engagement

- Interesting
- Enjoyable
- Informative
- Influence of Music



Product Feature

- A. Dyson
- B. Samsung
- C. Philips
- D. Burger King



Purpose

- E. Sure
- F. WaterAid
- G. Vitality
- H. Always



Storytelling With A Product

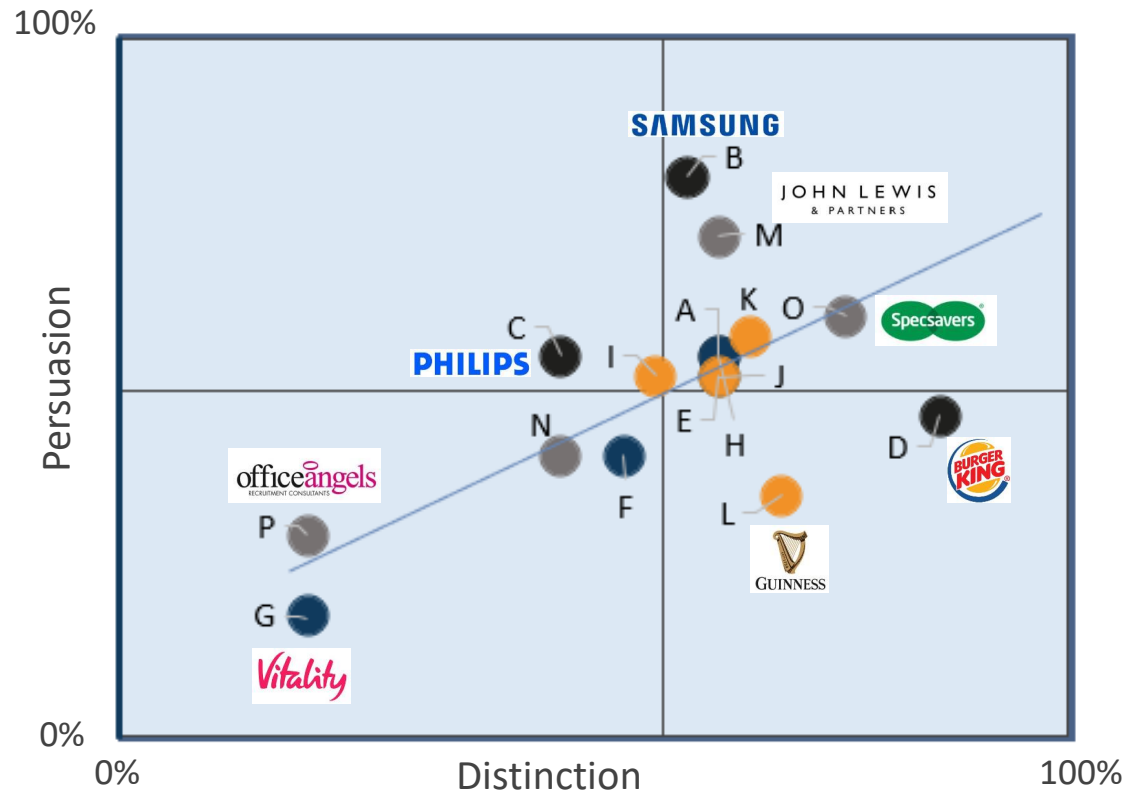
- I. Apple
- J. VW
- K. Evian
- L. Guinness



Brand Storytelling Without A Product

- M. John Lewis
- N. McDonald's
- O. Specsavers
- P. Office Angels

Performance Comparison: Persuasion vs. Distinction



Drivers Of Persuasion

- Find out more
- Recommend
- Choose

Drivers of Distinction

- Distinctive Advert
- Distinctive Brand
- Distinctive Product



Product Feature

A. Dyson

B. Samsung

C. Philips

D. Burger King



Purpose

E. Sure

F. WaterAid

G. Vitality

H. Always



Storytelling With A Product

I. Apple

J. VW

K. Evian

L. Guinness



Brand Storytelling Without A Product

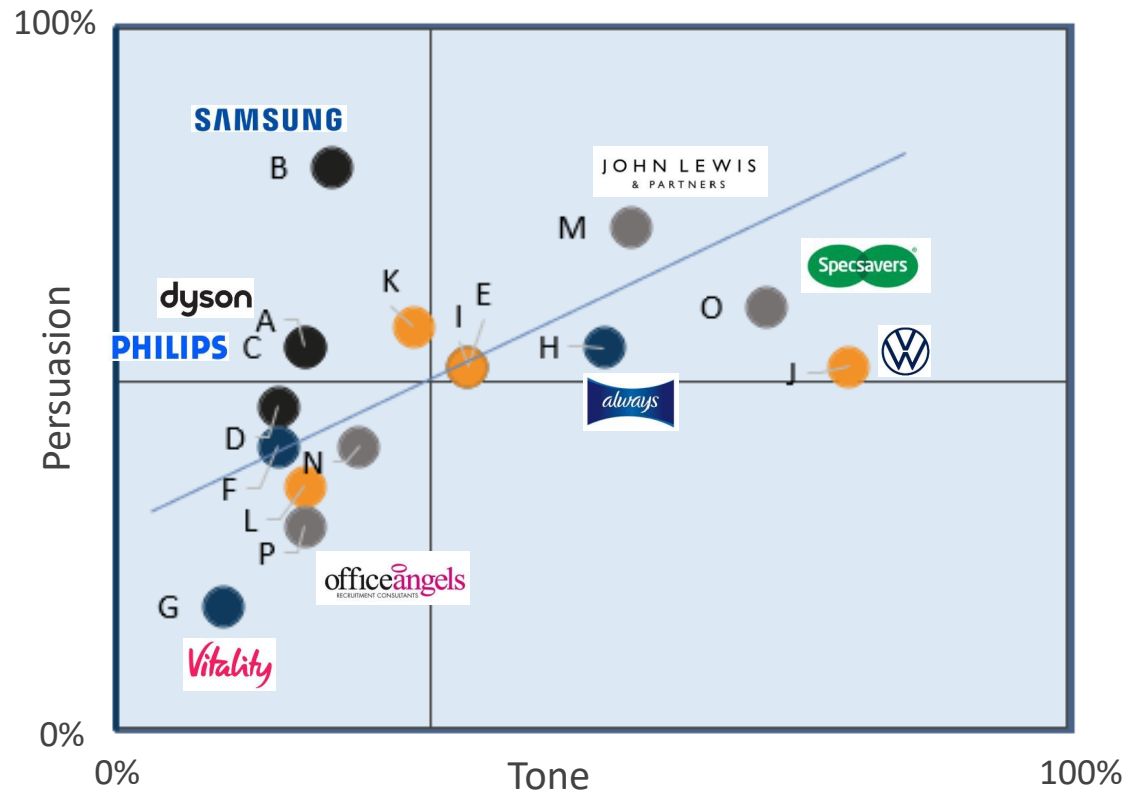
M. John Lewis

N. McDonald's

O. Specsavers

P. Office Angels

Performance Comparison: Persuasion vs. Messaging



Drivers Of Persuasion

- Find out more
- Recommend
- Choose

Drivers of Tone

- Confident
- Inspiring
- Humorous



Product Feature

- A. Dyson
- B. Samsung
- C. Philips
- D. Burger King



Purpose

- E. Sure
- F. WaterAid
- G. Vitality
- H. Always



Storytelling With A Product

- I. Apple
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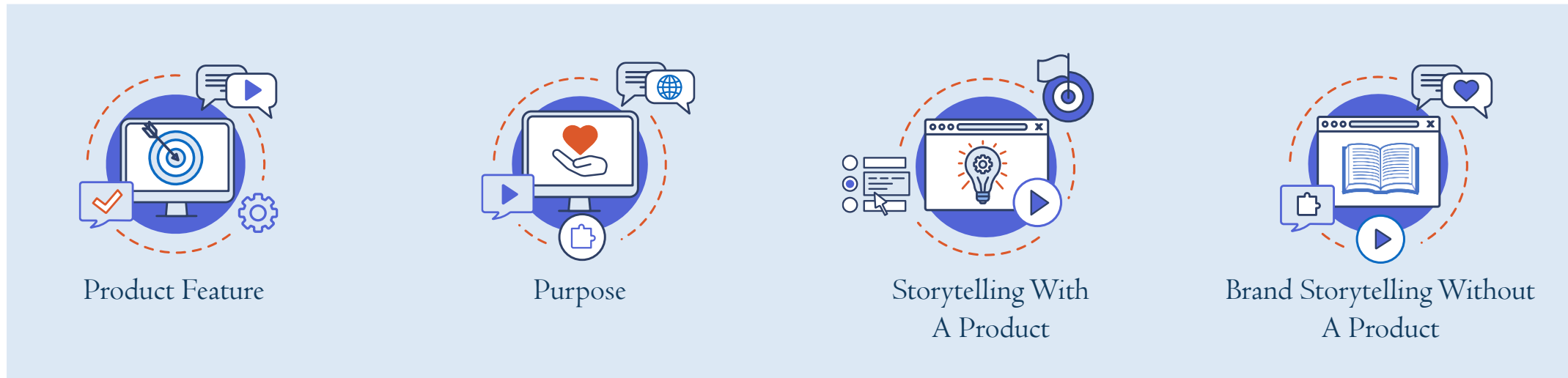
Brand Storytelling Without A Product

- M. John Lewis
- N. McDonald's
- O. Specsavers
- P. Office Angels

KEY TAKEAWAYS

Key Takeaways: Advantages Come With Associated Risks

All 4 Approaches can meet your marketing objectives.

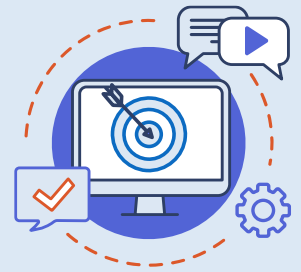


But we've identified weak points in each approach you will wish to avoid.

Key Takeaways

Ads that demonstrate a product feature

- Avoid making Product Feature ads feel clinical or dull. This may lead to Misattribution – i.e. Dyson (Braun or Babyliss), Philips (Braun or Gillette).
- Don't overload people with demonstrations of too many functional features.
- Remember to Differentiate, Inspire & Engage; to help make your ad more Memorable (Ad Recall & Attribution).
- Tone is often underused – Voice Confidence, Inspire and don't be afraid to use a touch of Humour.
- Ensure the real-world product experience needs to live up to the promise of what is demonstrated in the ad.



PRODUCT
FEATURE



dyson

PHILIPS

SAMSUNG

Key Takeaways

Ads that champion a cause

- Make sure your brand is Identifiable and as Memorable as the cause you champion in the ad.
- Chose a cause with Appeal and Relevance to your audience. Not everyone will share your passion, so choose one many will admire and support .
- Make it clear how your involvement will make a difference.
- Don't claim to champion a cause, then fail to commit in delivering tangible support beyond the advert.
- Your Purpose can be serious, the tone of your ad needn't be entirely. Help people to enjoy supporting your cause.



PURPOSE



Sure

Vitality



Key Takeaways

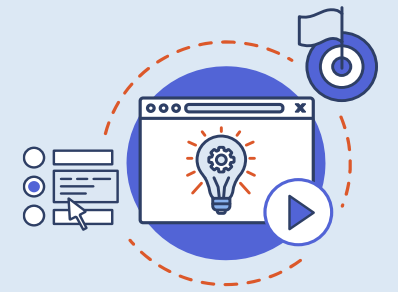
Making the product a compelling asset in your story

Having a unique product is Interesting, but the story you tell should also be Distinctive and Engaging.

Don't forget to make the branding prominent enough to be Recognisable and Memorable.

A clever story won't overcome the problem of a product only having niche relevance. Feature products with as broad appeal as possible.

Don't make the product's involvement mundane. Relevantly integrate and dramatise the product within the story.



STORYTELLING
WITH A PRODUCT



Key Takeaways

Tell a fantastic story about your brand

Stories can command Attention, be Distinctive and Entertain. But they are not always Persuasive.

The absence of a product may reduce the opportunity to build Memorability and Reappraisal.

Not every great story requires a longer than average ad length to tell.

Stories that contain relevant Humour are appealing. This can aid Memorability and Engagement.

Revealing your brand at the end of a long ad is risky. The ad may become less Memorable, increasing misattribution.



BRAND
STORYTELLING
WITHOUT A
PRODUCT

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BEFORE I GO

WHAT WAS THE MOST
MEMORABLE AD?





THANK YOU

Do you wish to find out more?



[Dynata.com](https://dynata.com)



kevin.sugrue@dynata.com