

Doing More with Less

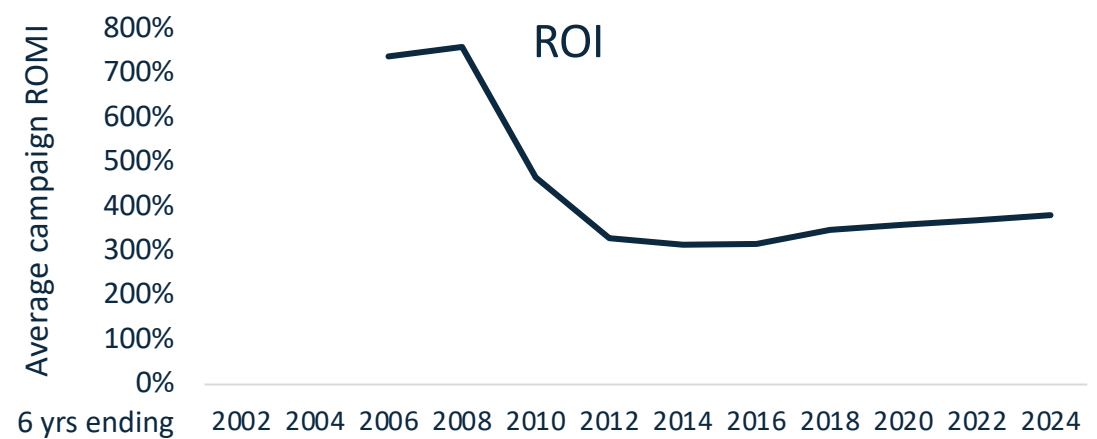
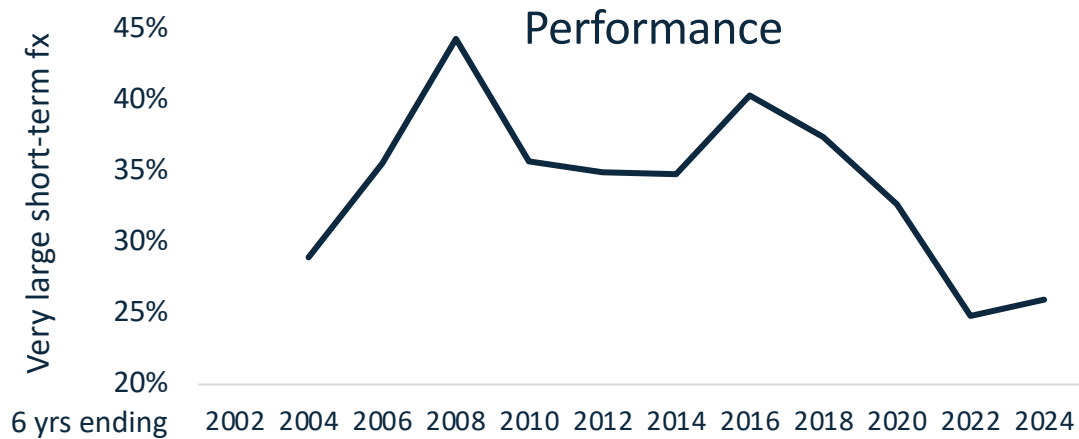
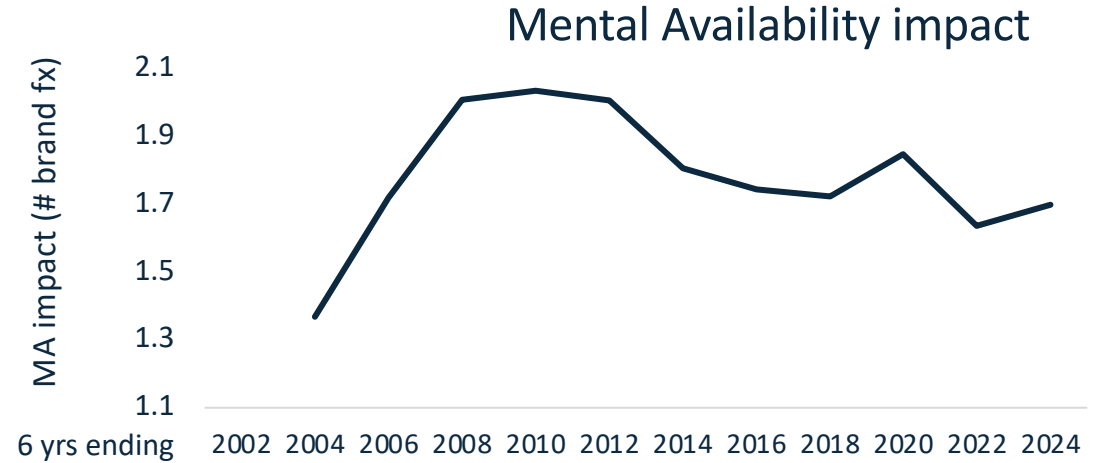
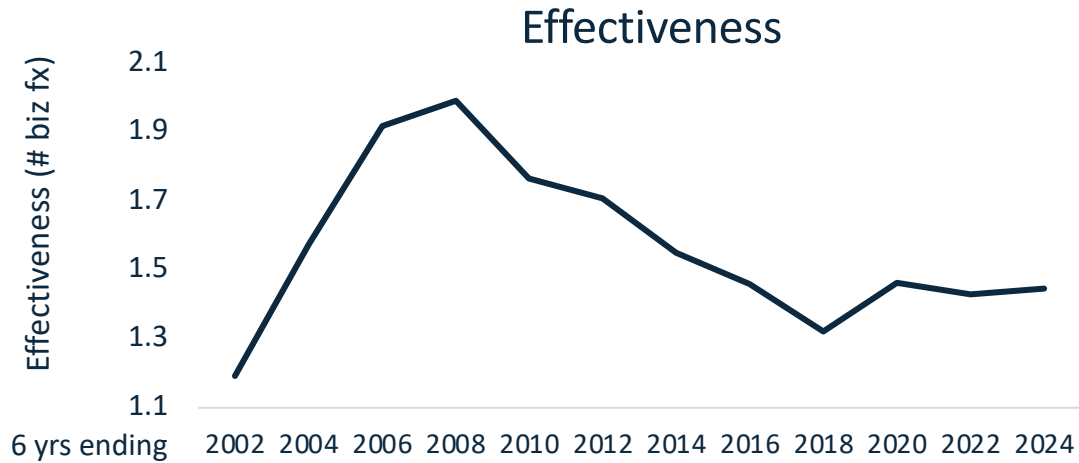
How to win the attention war



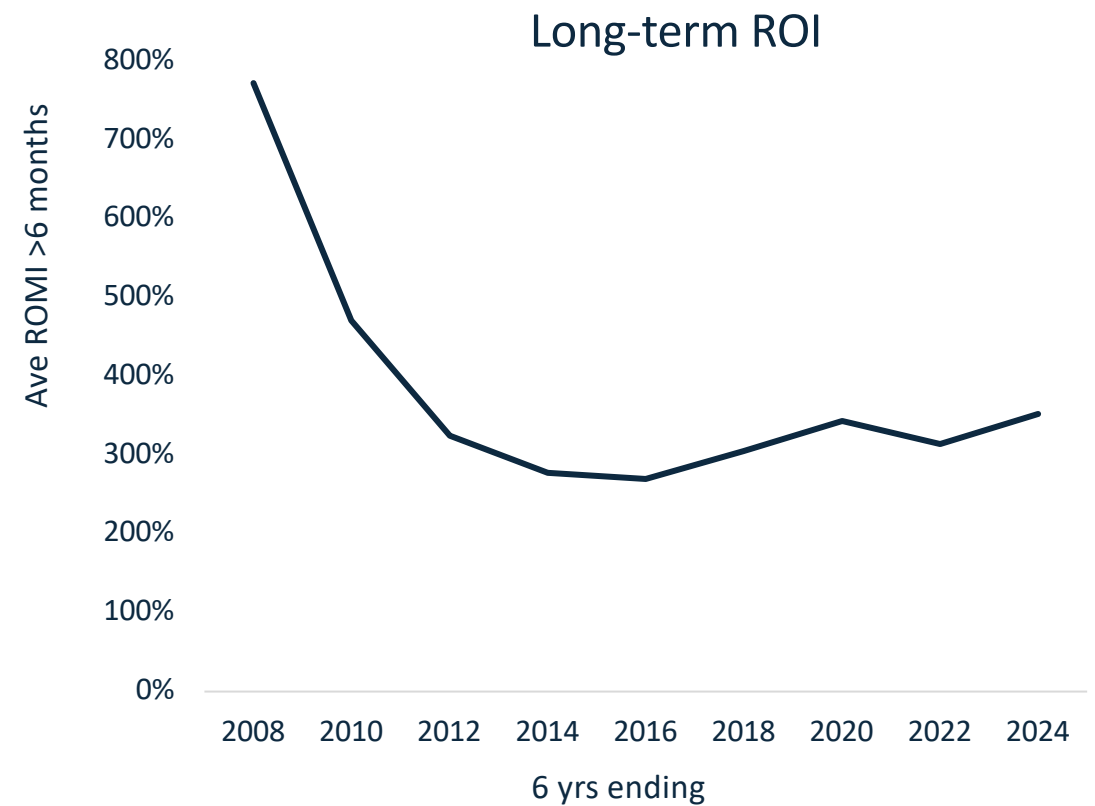
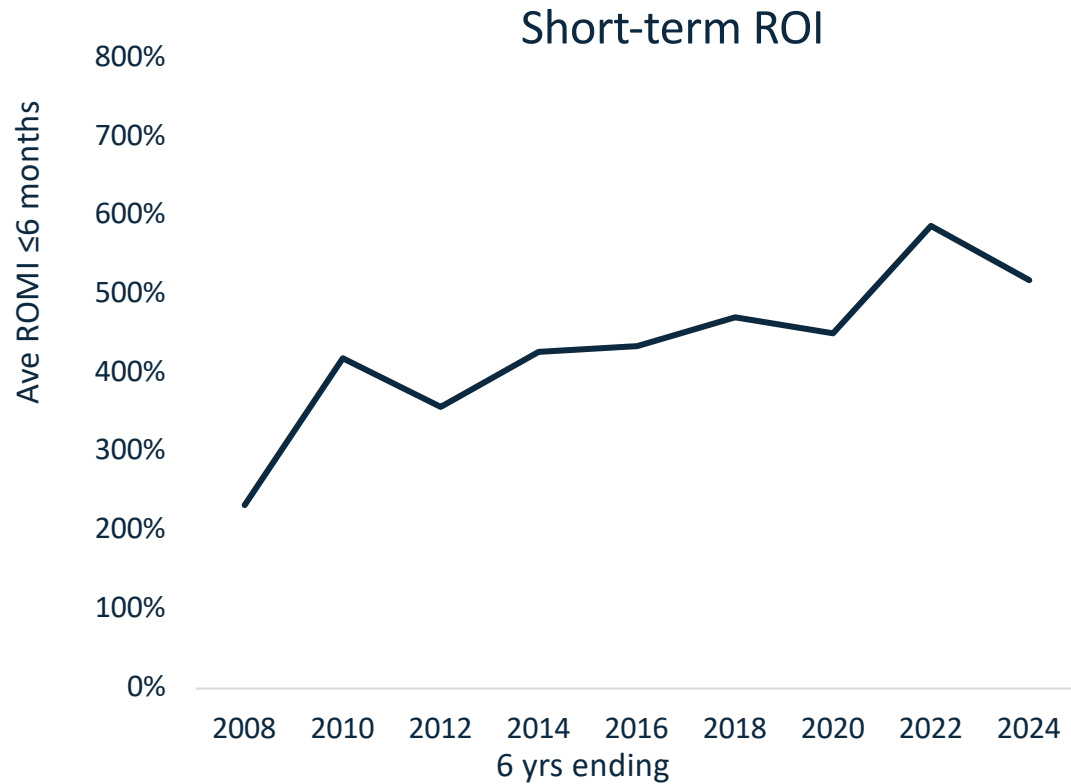
Peter Field

Marketing & Communications Strategy

A Golden Age of Effectiveness??



Chasing Short-term Performance undermines Long-term growth

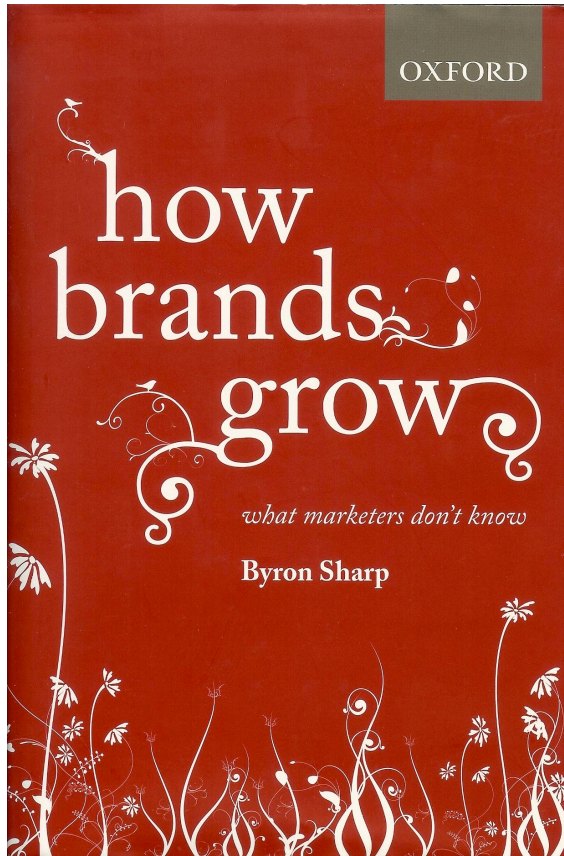


Three ways we are going wrong

1. We have forgotten the importance of Mental Availability; 'performance think' dominates
2. We are ignoring the 60:40 Brand:Performance rule
3. We are forgetting how to make powerful brand advertising



We have forgotten about Mental Availability



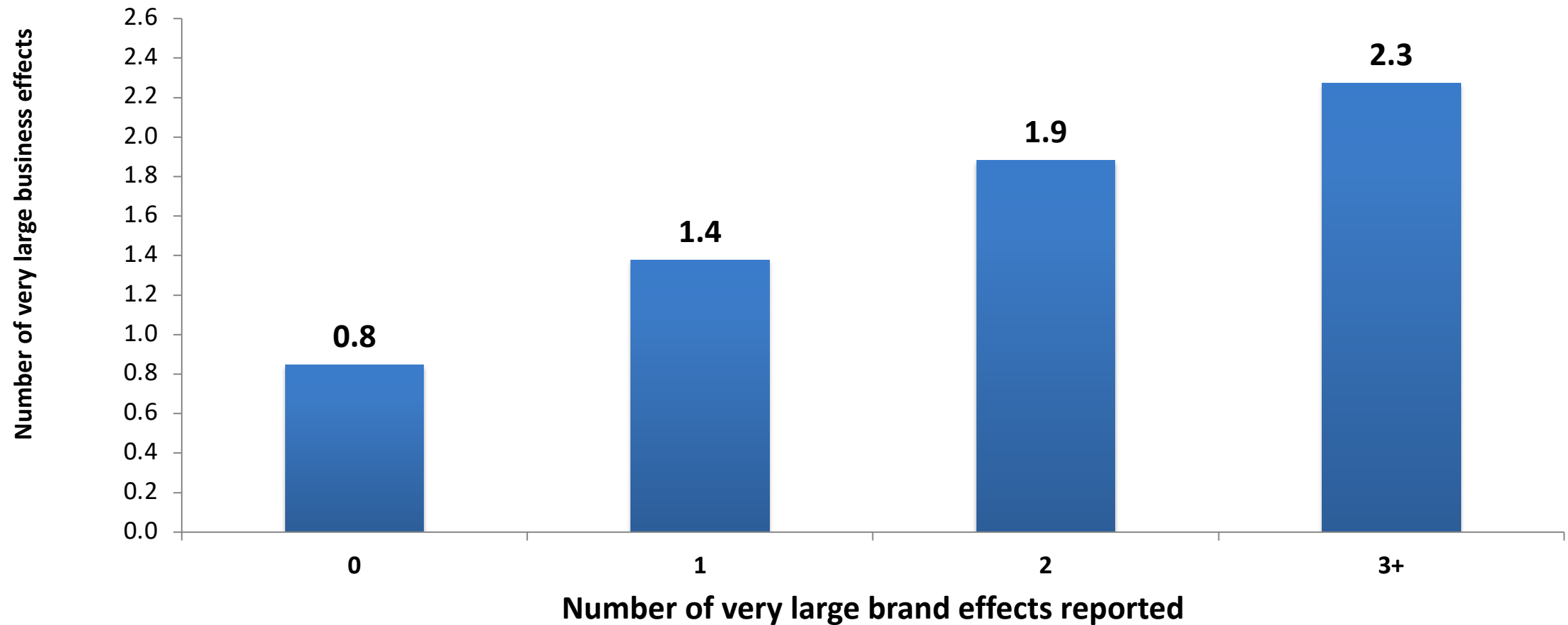
“Mental availability is a complex property that defines the propensity of the brand to be noticed and/or thought of in buying situations”

Byron Sharp, from ‘How Brands Grow’

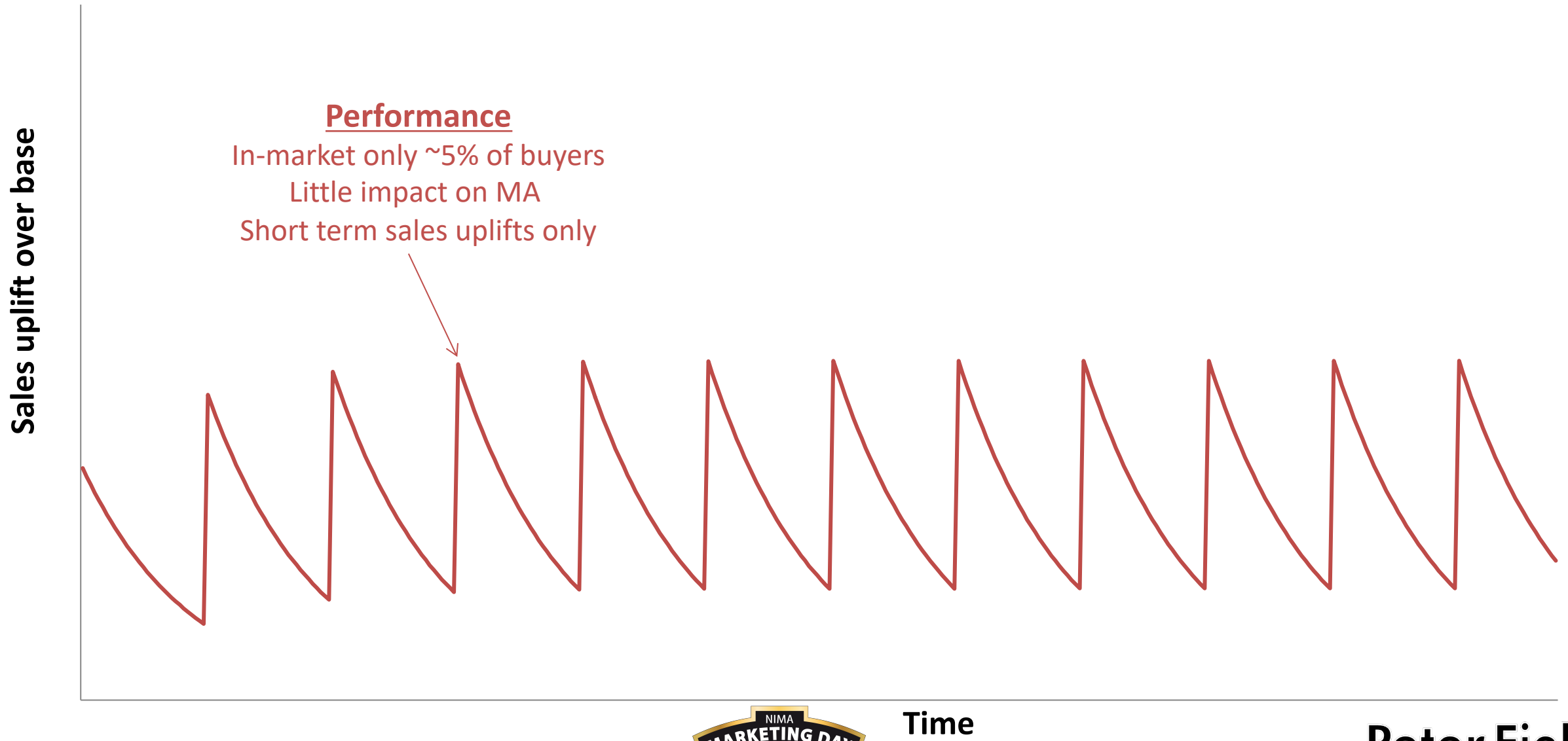
It is much deeper than name awareness



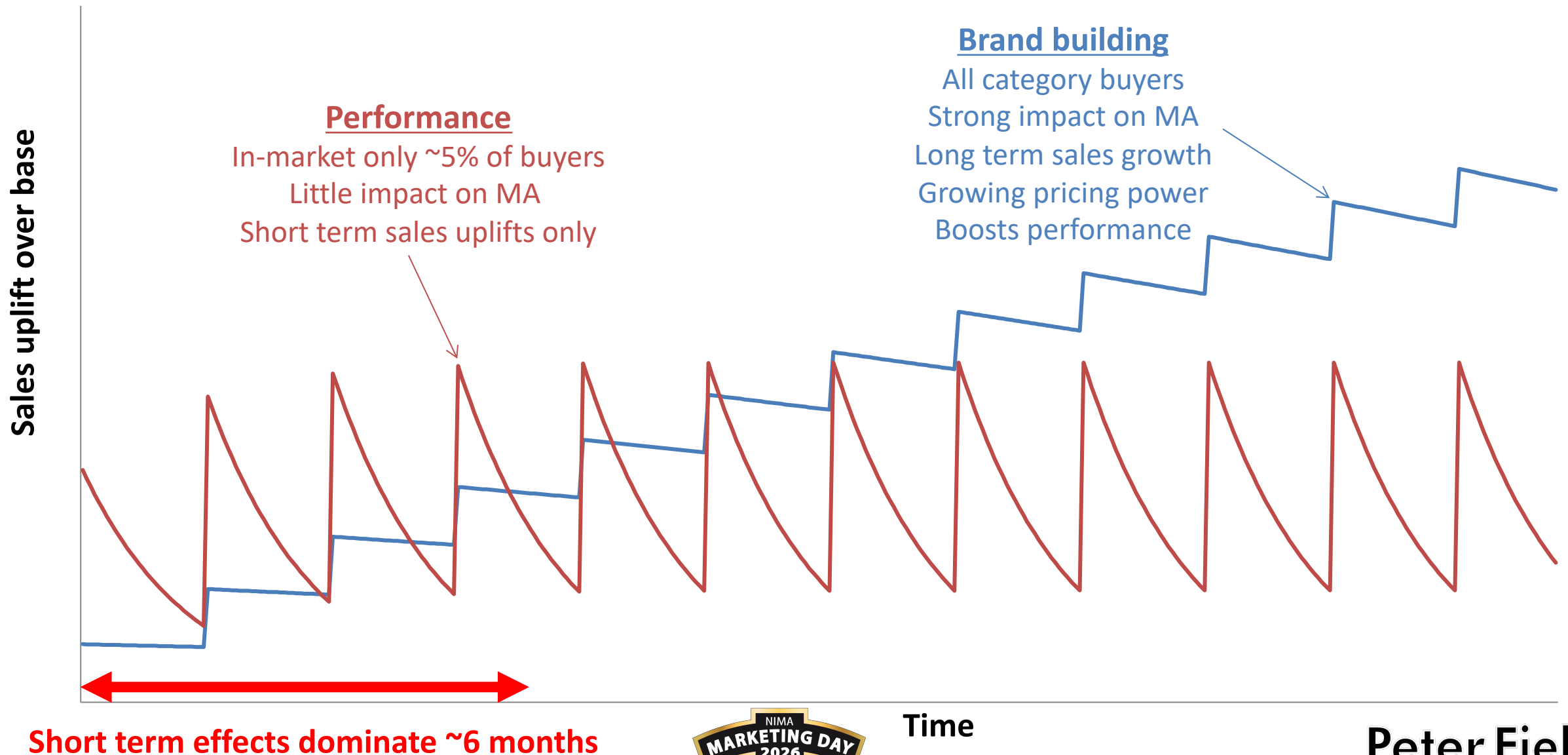
Mental availability drives business success



Not all advertising builds mental availability



Not all advertising builds mental availability

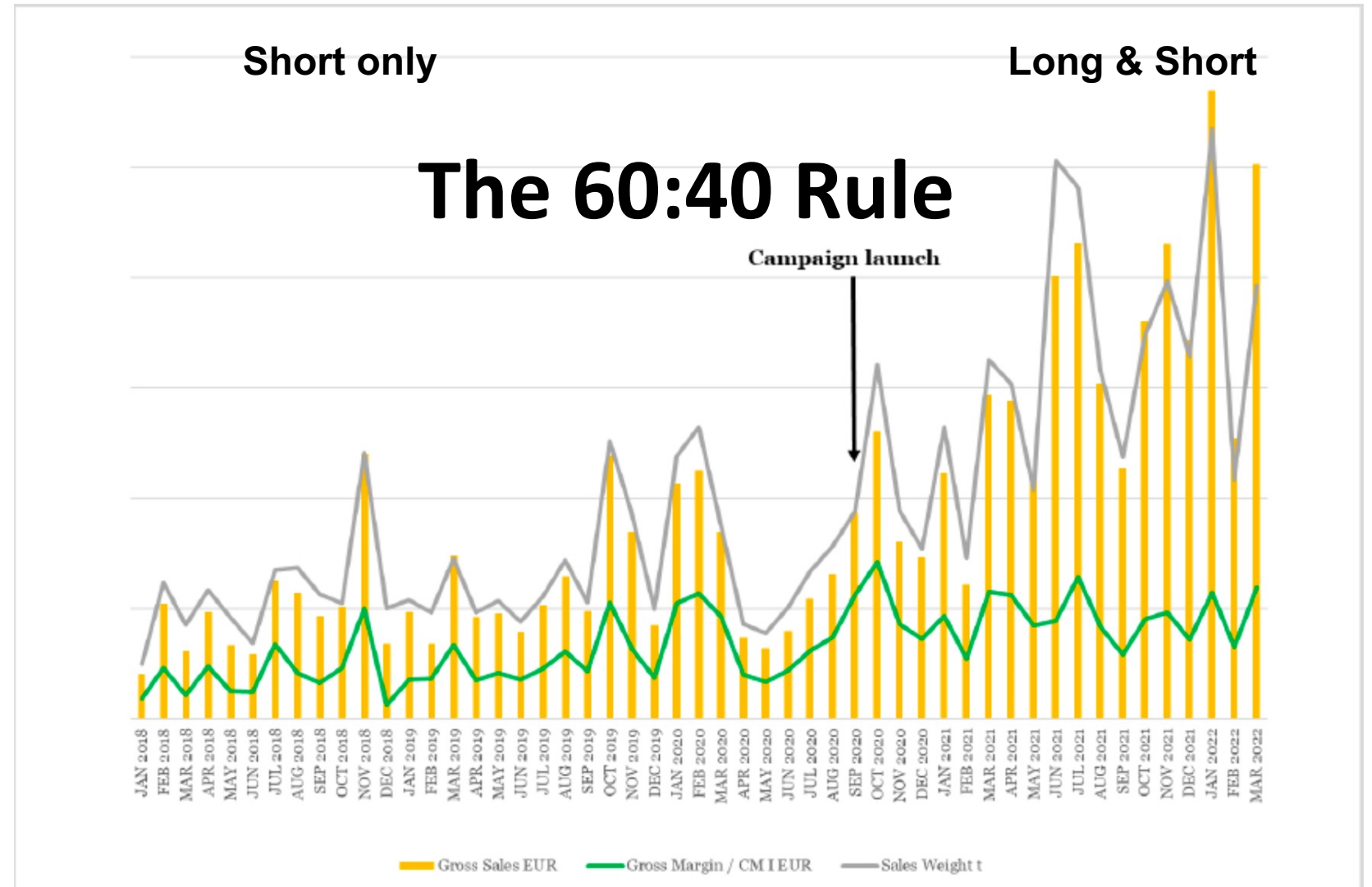


Long & Short together: Pergraphica

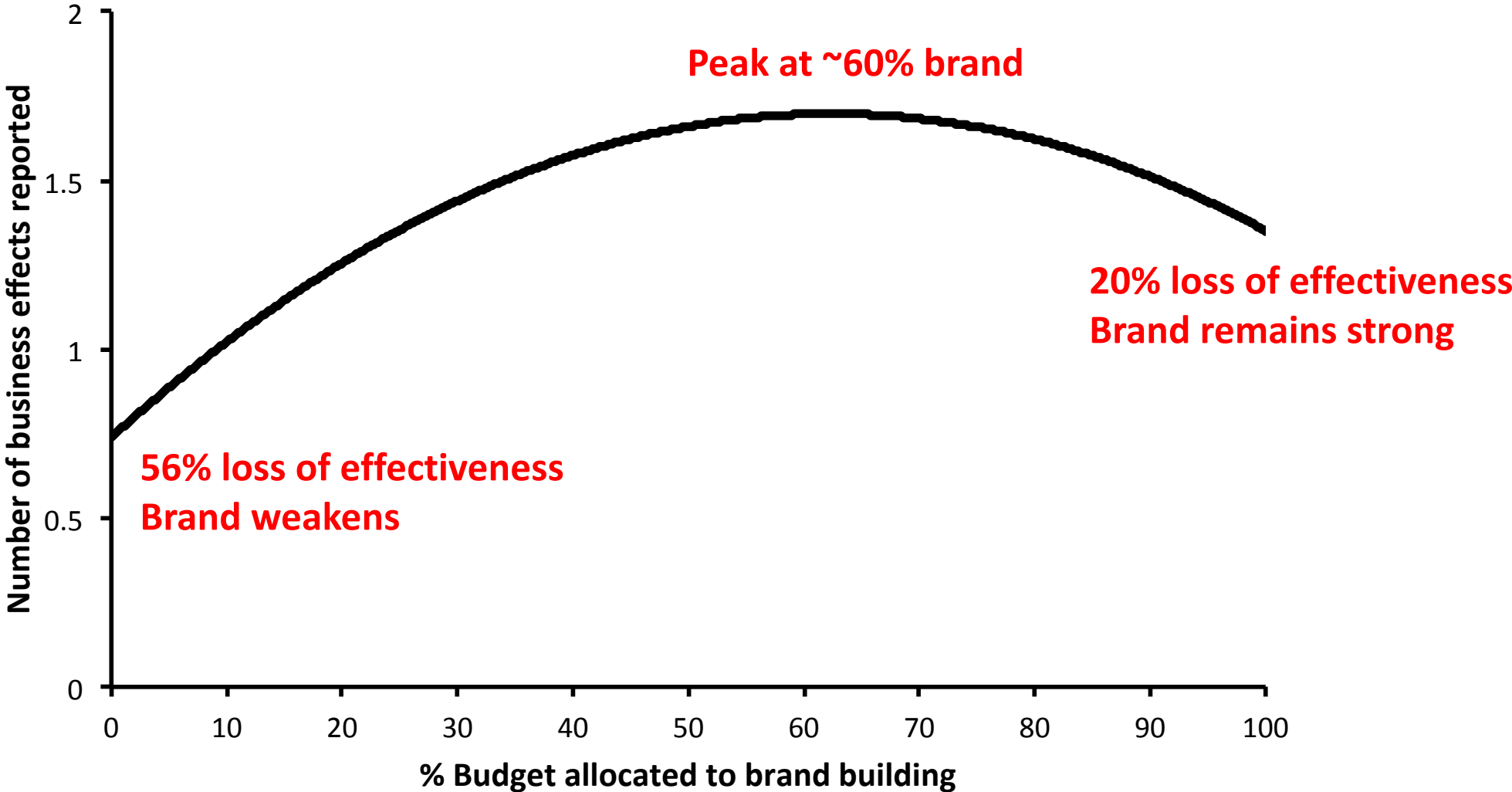
You need Brand and Performance

Performance alone soon runs out of steam

Addition of brand building ignites growth

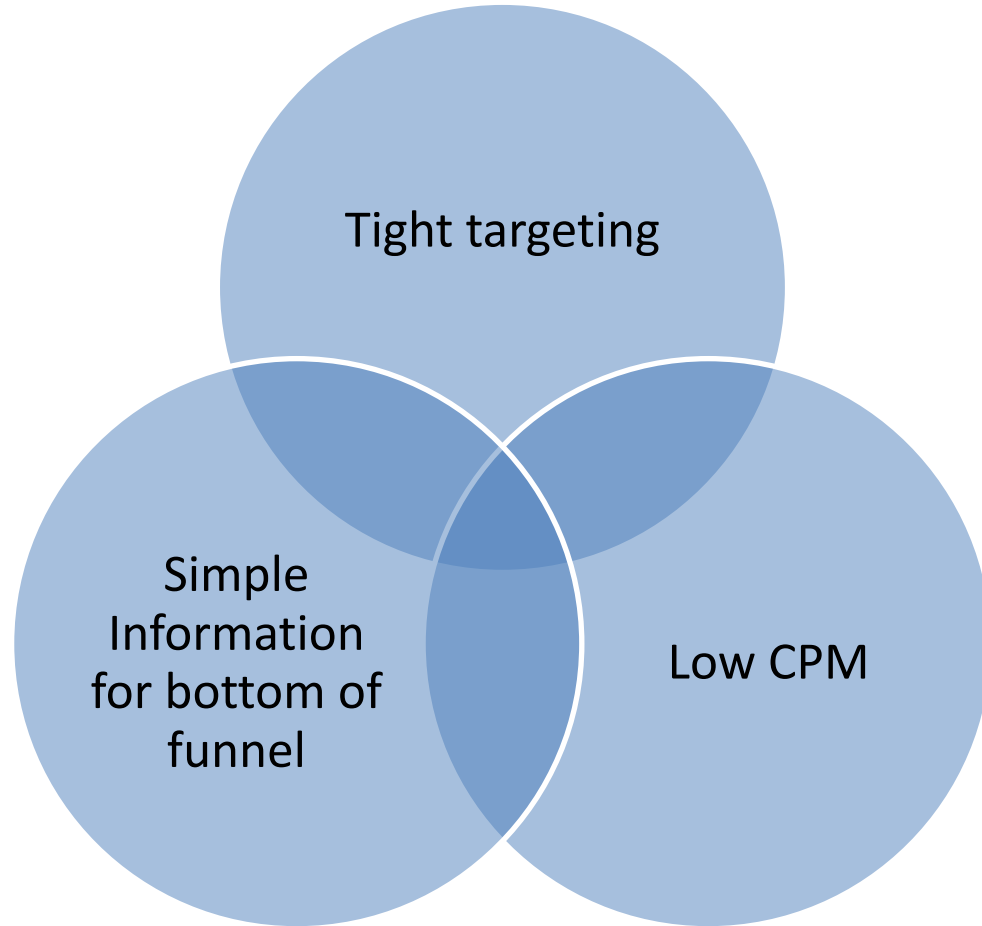


The 60:40 Brand:Performance rule



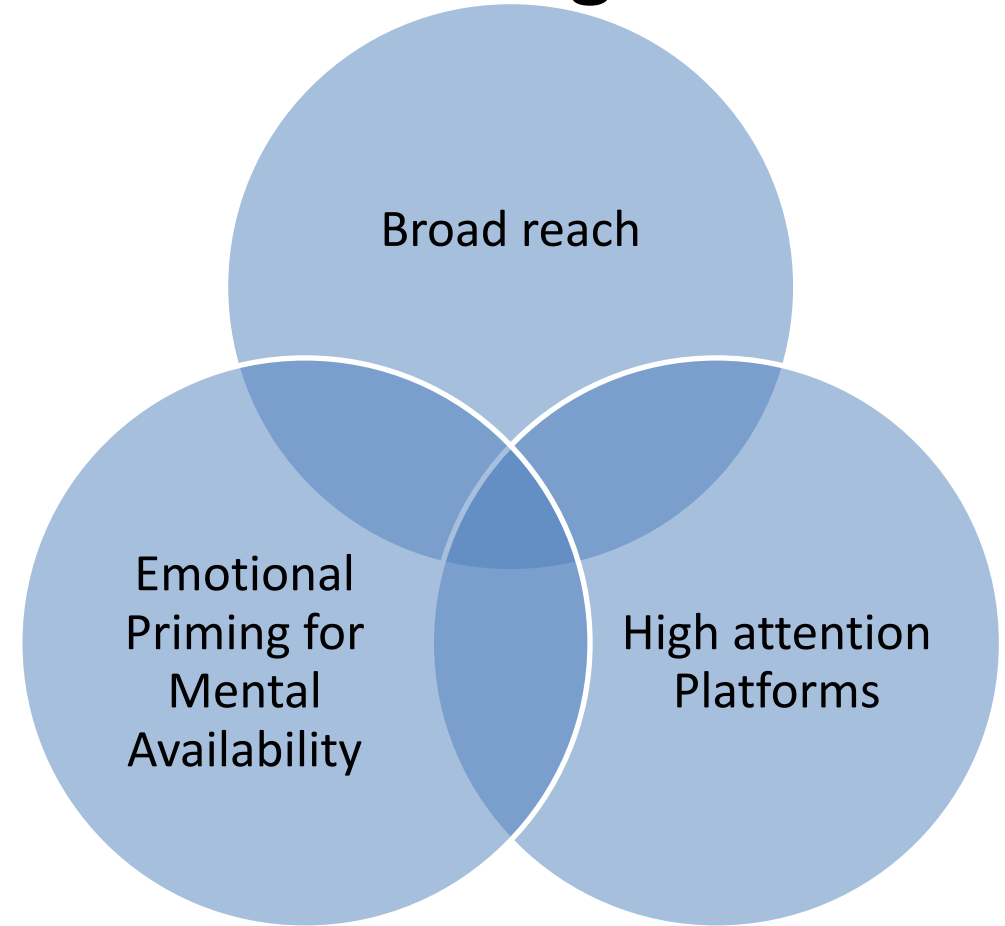
Balance Media

Performance



Data-driven media
e.g. search retargeted or social

Brand-led growth



High attention video platforms,
radio, wide reach influencers



Not all media build MA equally

Attention matters: hierarchy of attentive duration per impression

STRONG

TV Linear/BVoD/SVoD

In Game video

Radio

Non-social video

2.5 Second Brand-building threshold

OOH (vid & non-vid, all formats)

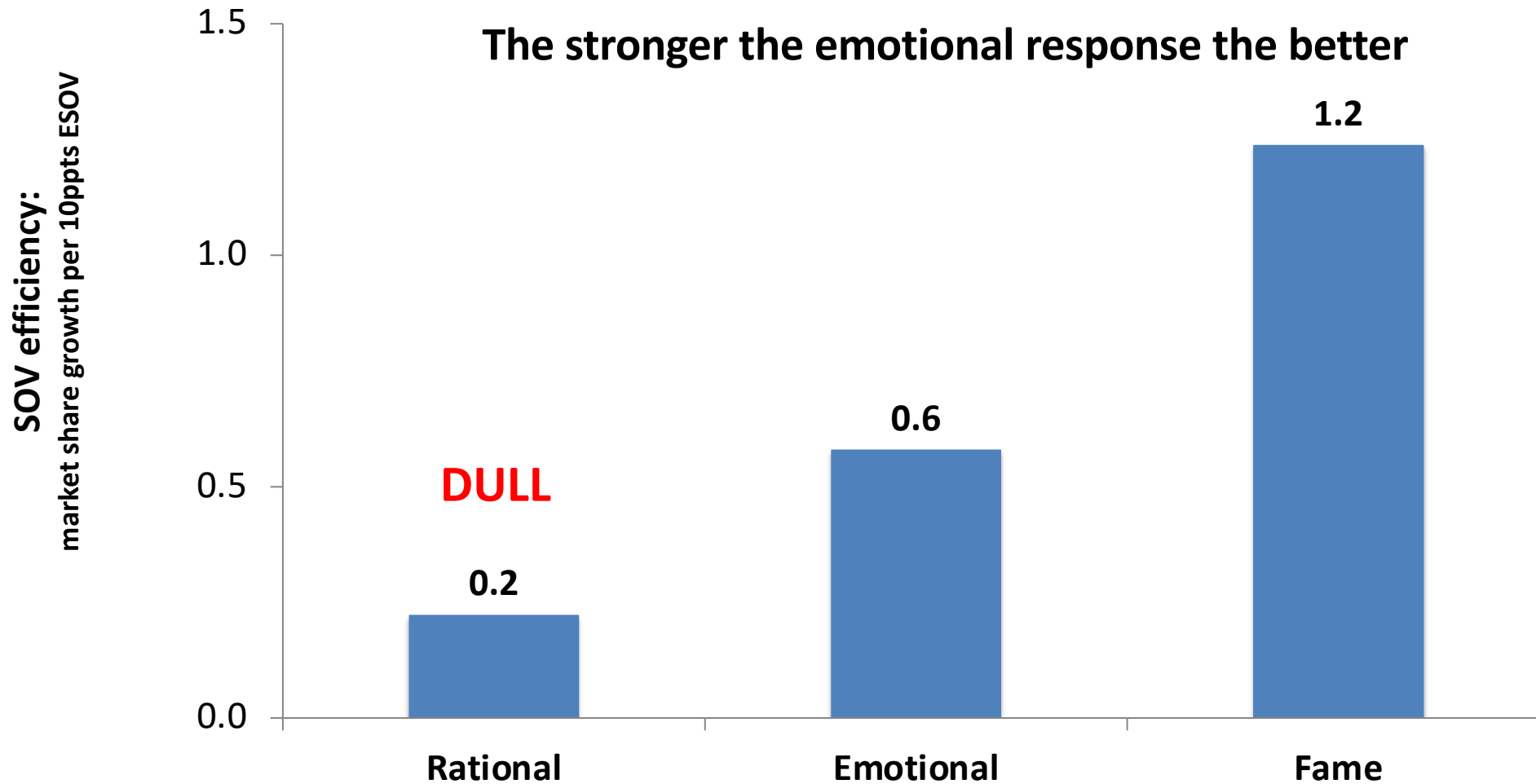
Social video

WEAK

General web video



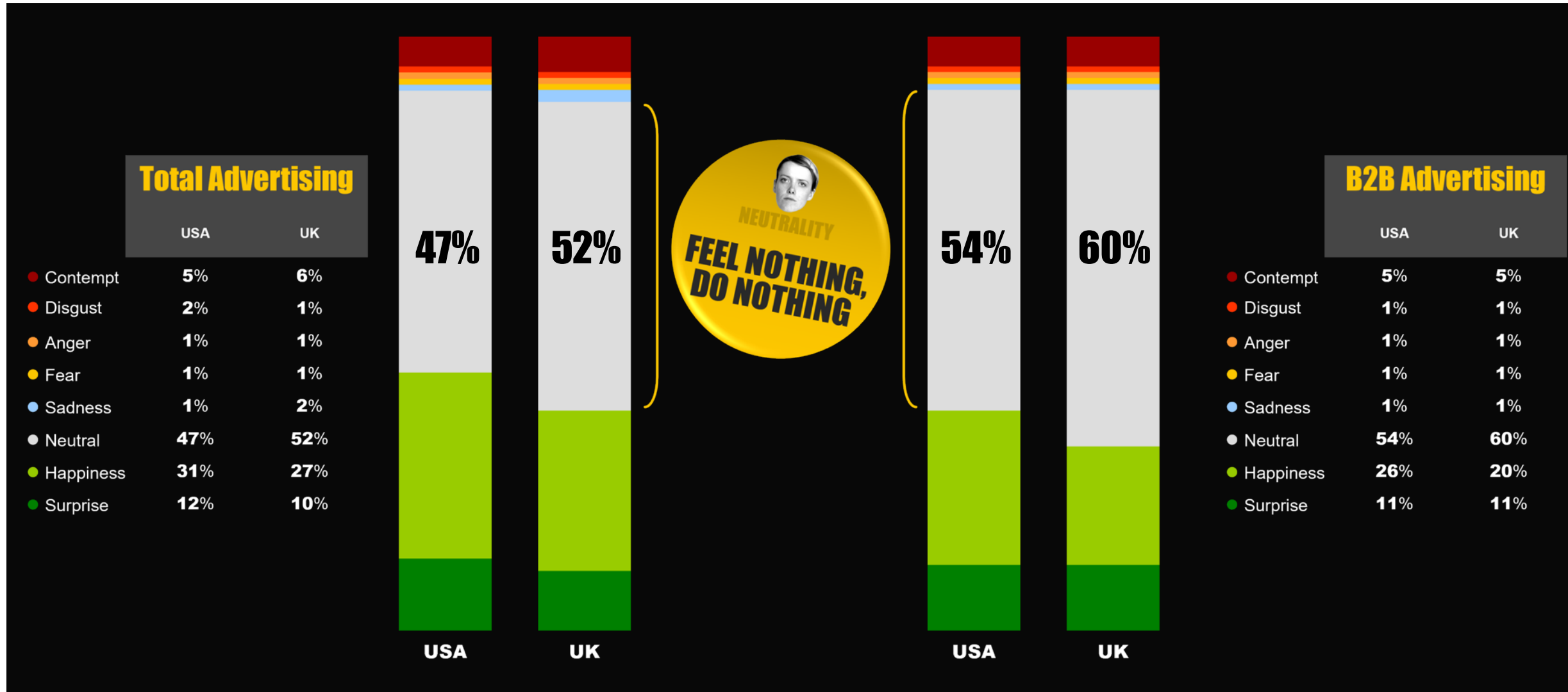
How to make Powerful Brand-building Advertising



Source: IPA Databank, 1998-2024 cases



The most common response to Advertising

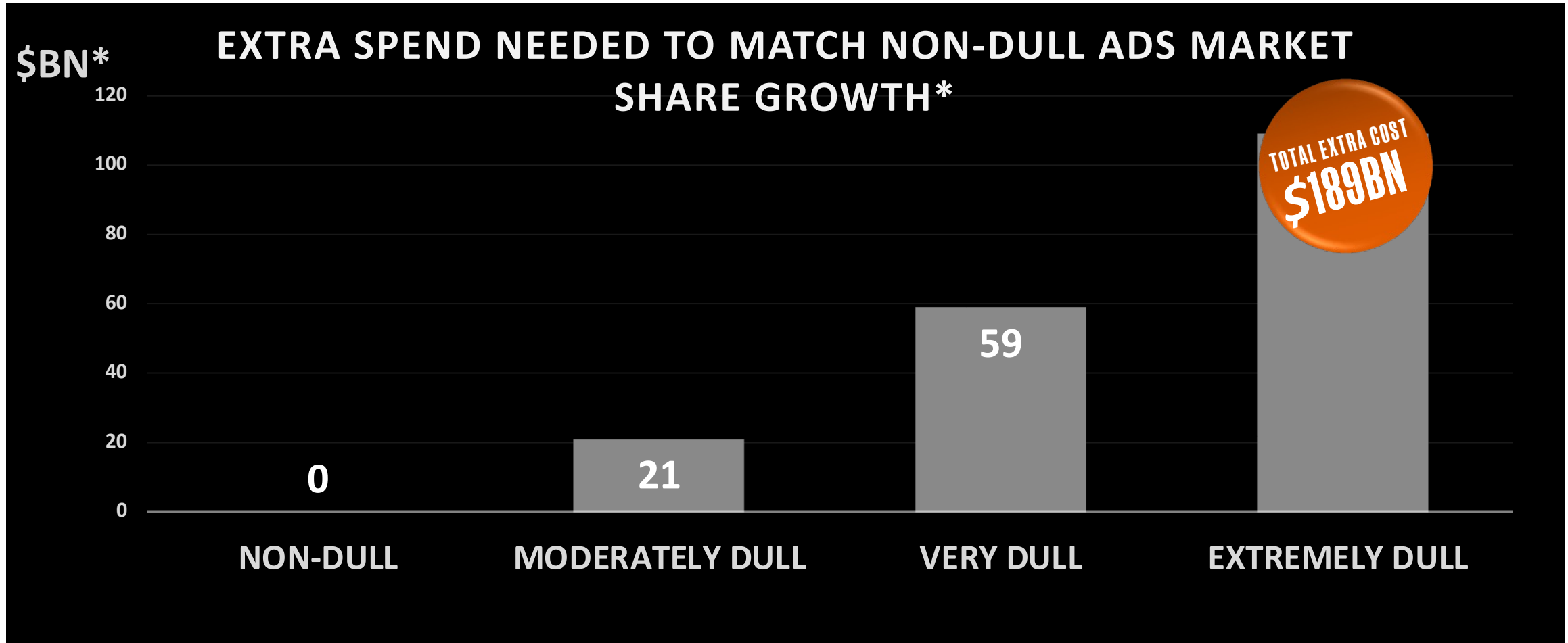


Why does Dull matter?

- Mental availability drives business success for brands
- It comes from many facets of brand marketing:
 - Appearance
 - Experience
 - Positioning
 - Brand Advertising: creative and media choices
 - Marketing Spend (ESOV) ← **The Cost of Dull**



The Cost of Dull Creative to US Brands

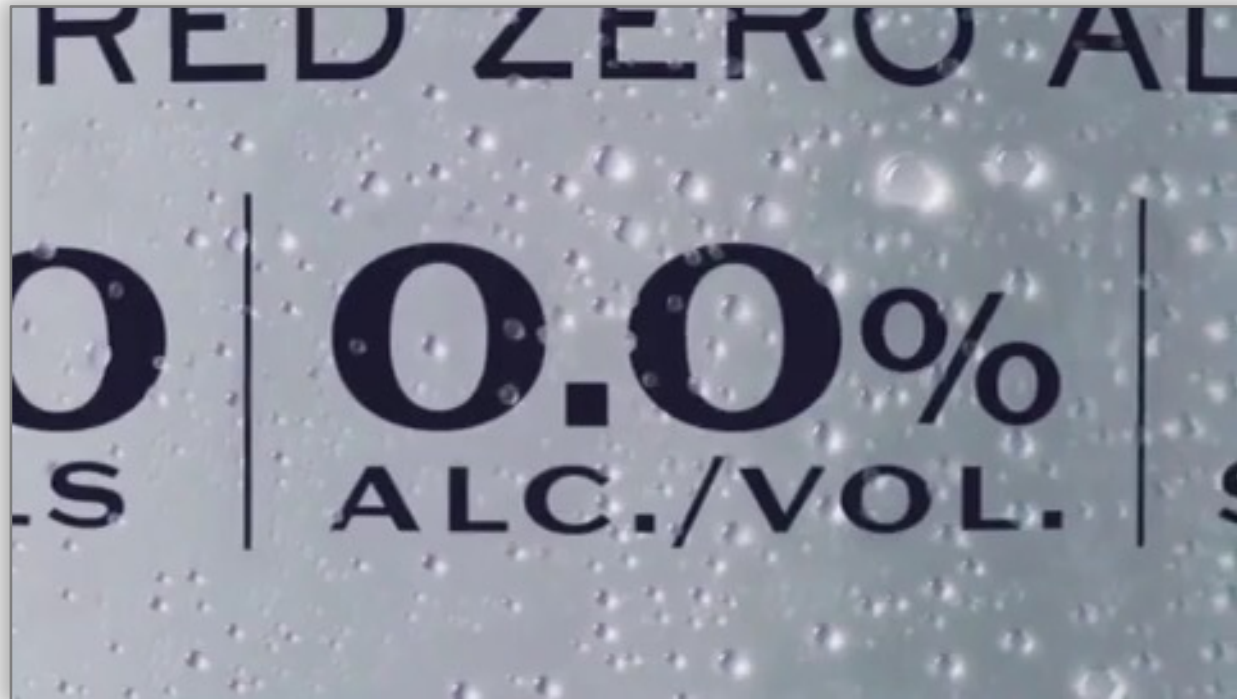


*Estimated extra annual spend over current levels needed to match forecast growth potential if non-dull

Dull vs. Interesting Creativity

Dull

Interesting



Interesting in Tech - What3words



Interesting in Confectionery - Cadbury



Interesting in Confectionery - Twix



Source: Cannes 2022



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Marketing & Communications Strategy

Doing More with Less

- Measure your mental availability and build it with powerful emotional advertising
- Use attention data to optimise media and ensure creative can build your brand
- Separate creative & media for brand building and performance marketing:
 - Broad reach high attention media + emotional storytelling for Brand
 - Targeted low CPM platforms + purchase information for Performance
- Balance brand building and performance marketing 60:40 to optimise growth over all time periods



THE Cost of Dull COLLABORATION



CHALLENGER STRATEGY



ADAM MORGAN

eatbigfish.

EFFECTIVENESS



PETER FIELD

Peter Field
Marketing & Communications Strategy



MEDIA



KAREN NELSON-FIELD



CREATIVITY



ORLANDO WOOD

System1

MARKETING COMMUNITY



JON EVANS

JON EVANS
UNCENSORED CMO



Thank You