



# Marketing Effectiveness in the Digital Era

Les Binet

adam&eveDDB

# Our research

**Marketing in the Era of  
Accountability**


Les Binet, DDB Matrix  
Peter Field, Marketing Consultant

**IPA dataMINE**  
*Learning from the IPA effectiveness cases*

**IPA**

**The Long and the  
Short of It**

**Balancing Short and Long-Term Marketing Strategies**  
Les Binet, Head of Effectiveness, adam&eve DDB  
Peter Field, Marketing Consultant



In association with  
**thinkbox**

**EIF** ESTABLISHED BY **IPA**

**MEDIA  
IN FOCUS**

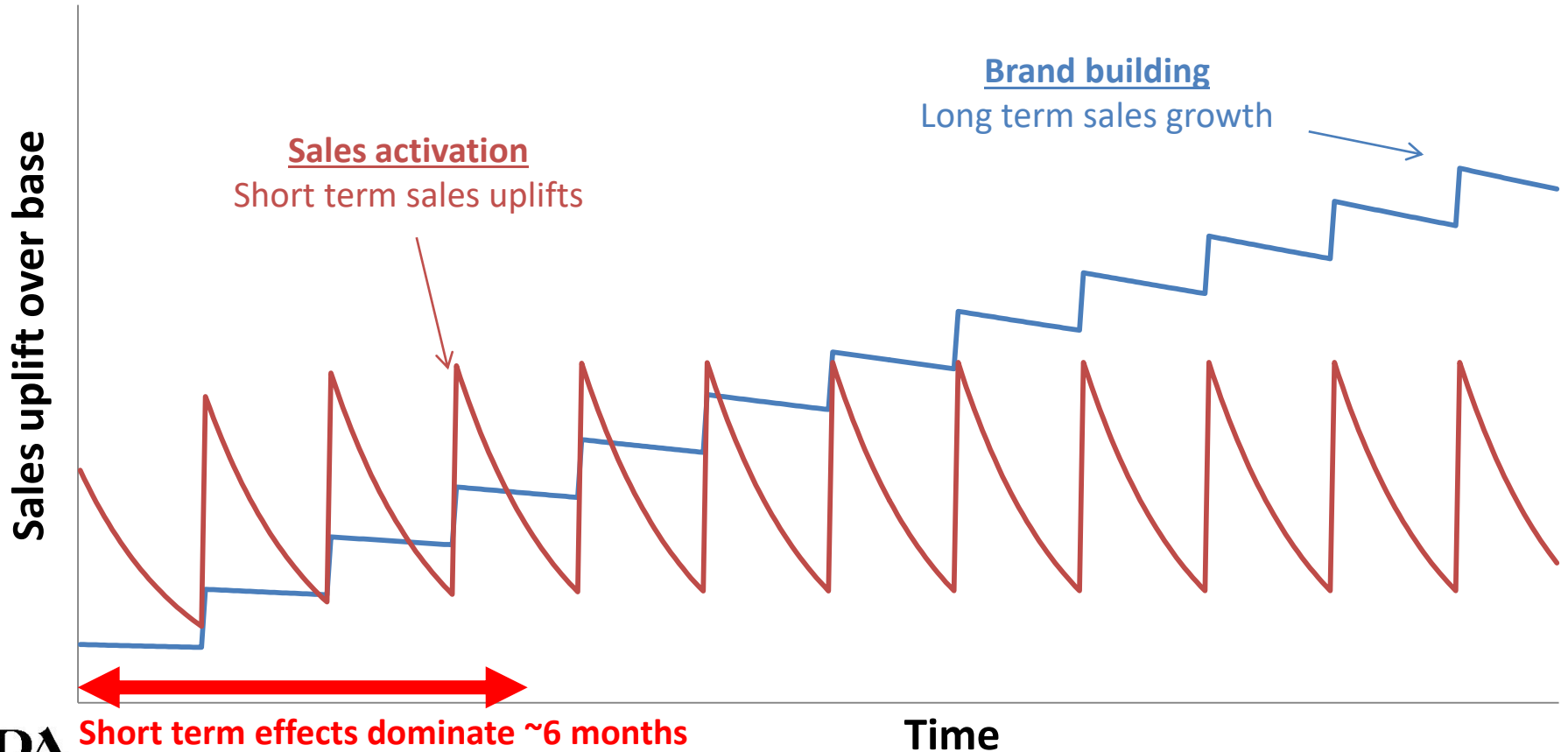
**MARKETING EFFECTIVENESS  
IN THE DIGITAL ERA**

**LES BINET** ADAM & EVE DDB  
**PETER FIELD** PETER FIELD CONSULTING

NEW LEARNINGS FROM THE IPA DATABASE

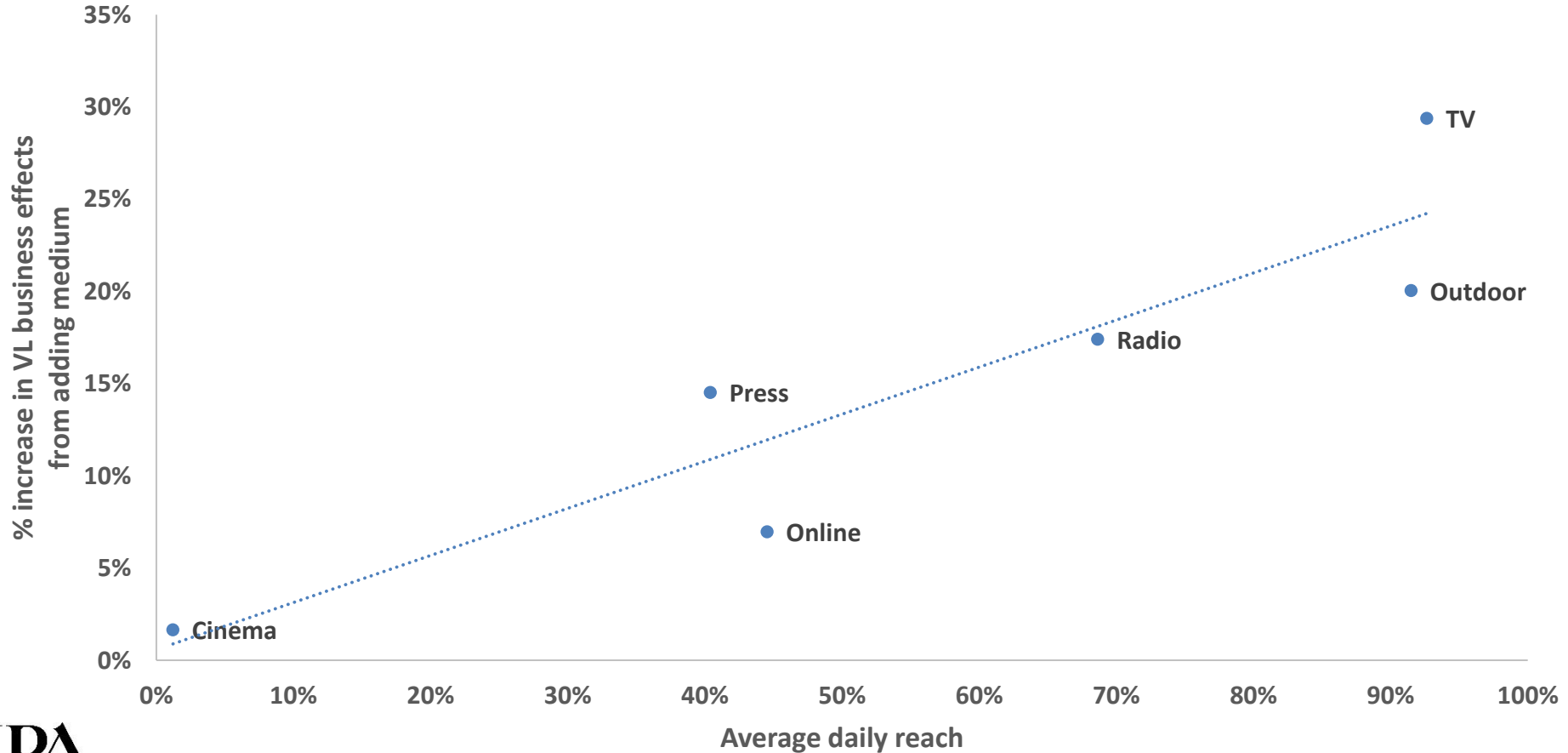
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# Two ways marketing works



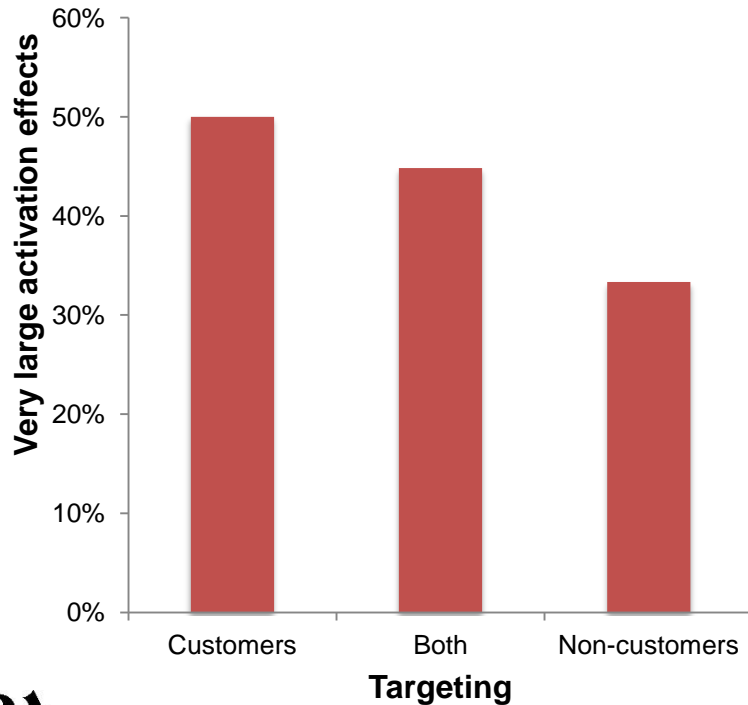
**But are the rules changing?**

# Reach is crucial

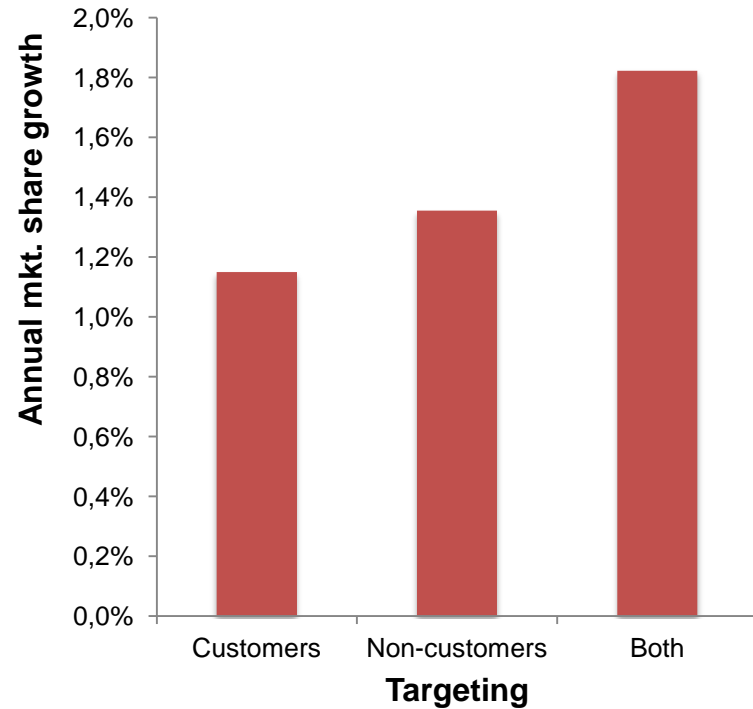


# Reach still trumps targeting

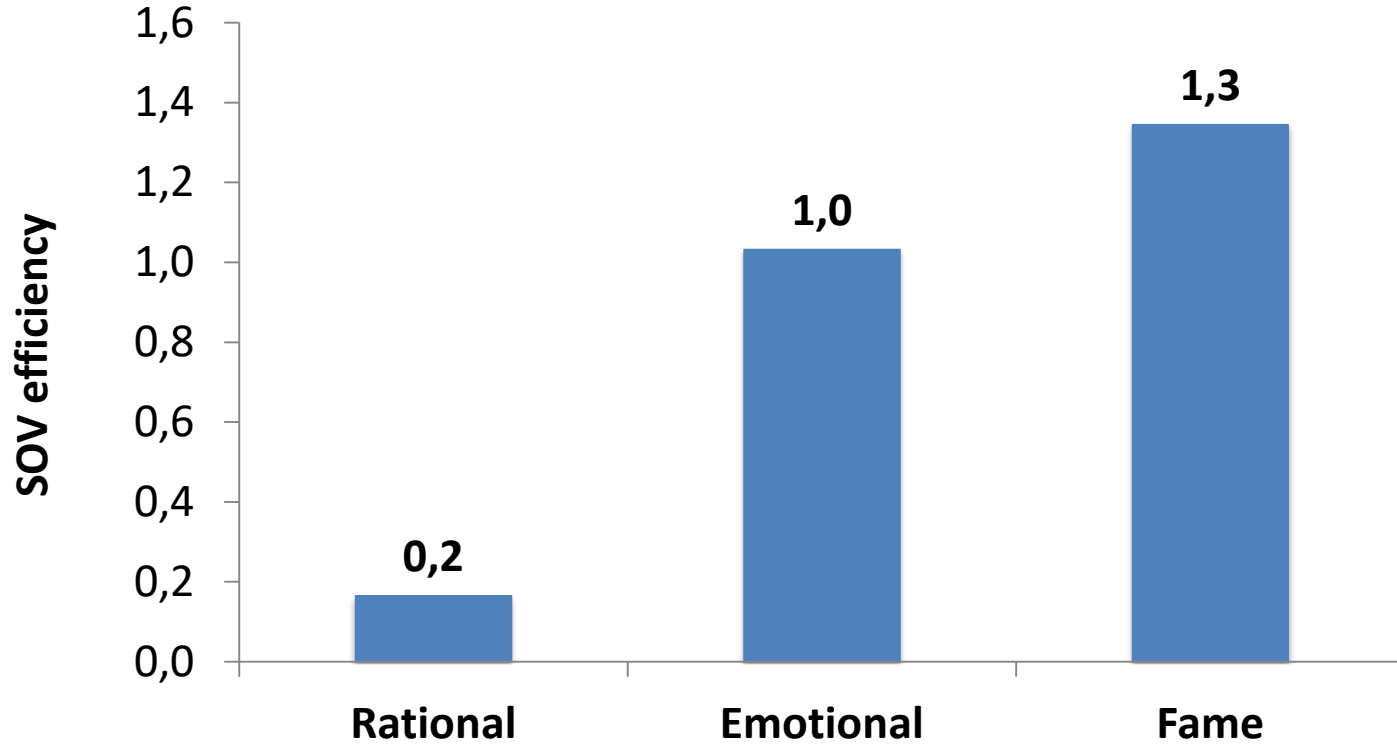
## Tight targeting for short term efficiency



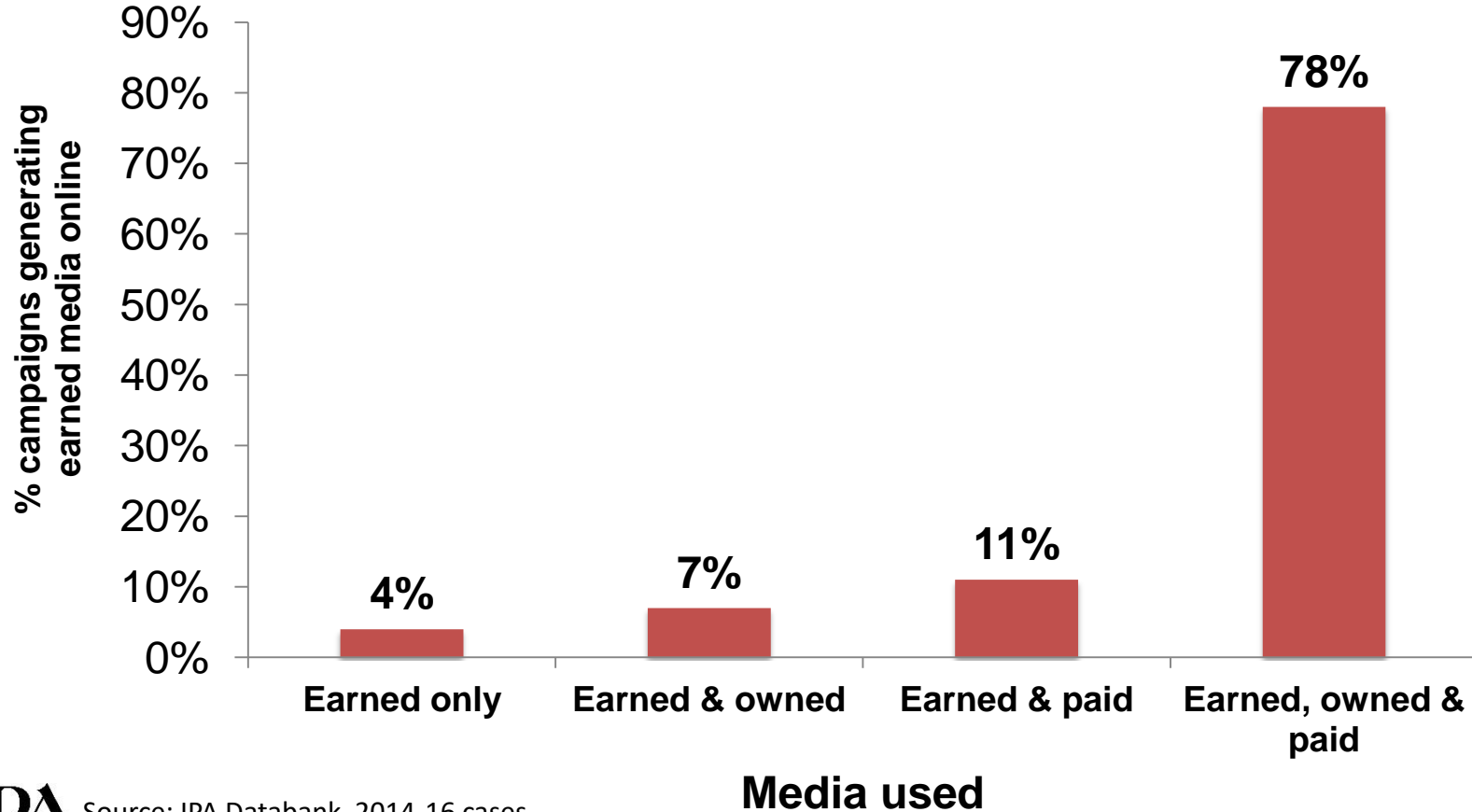
## Broad reach for long term growth



# Emotions and Fame remain most efficient

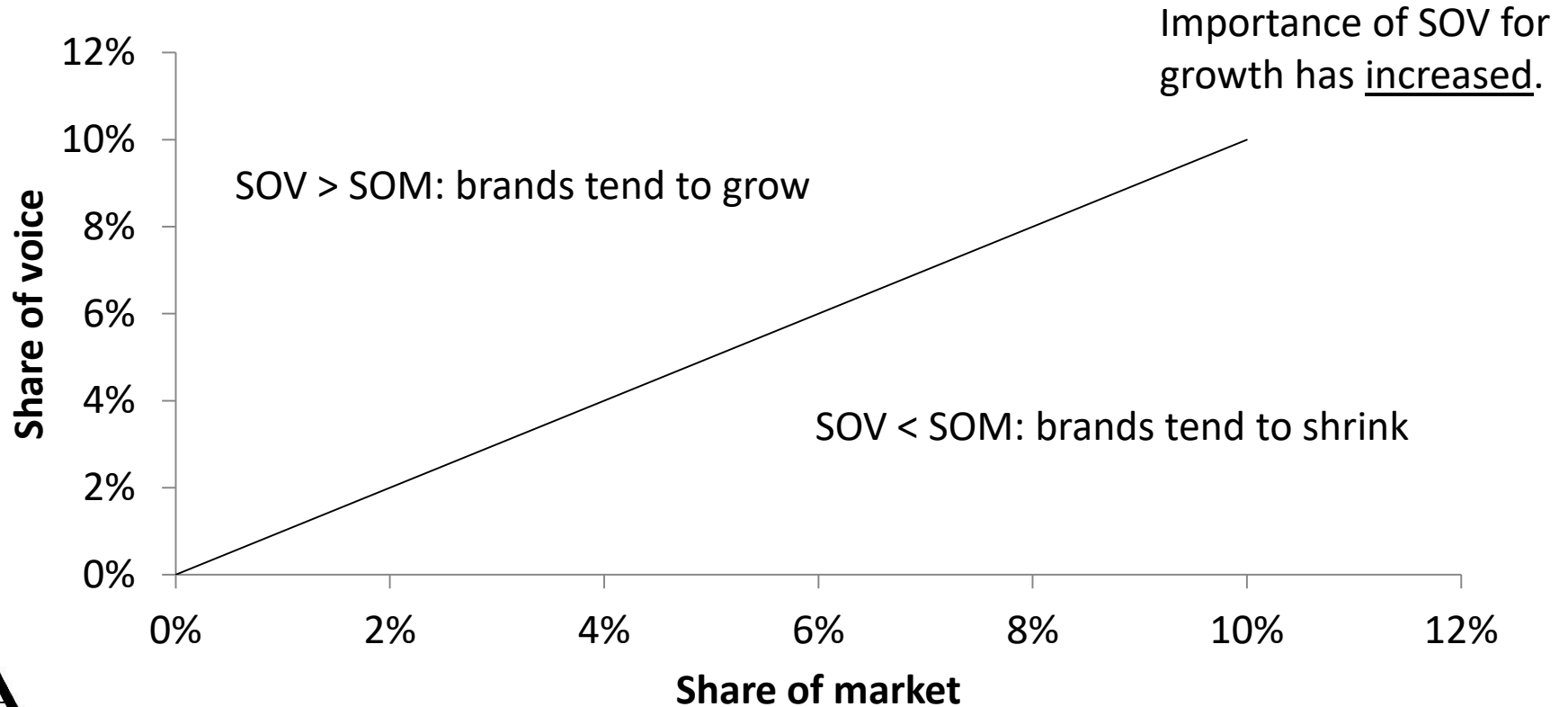


# Earned media: no free lunch

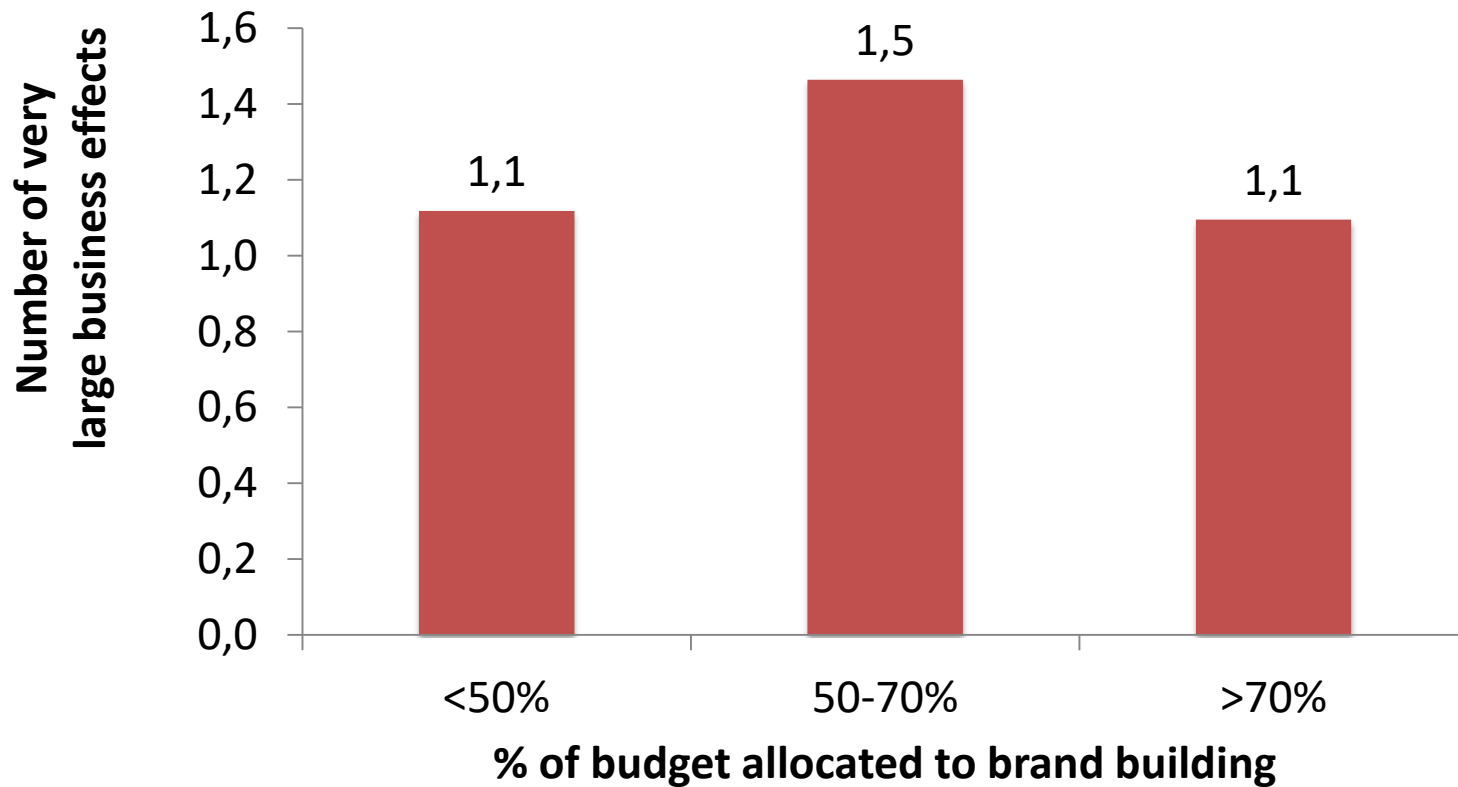




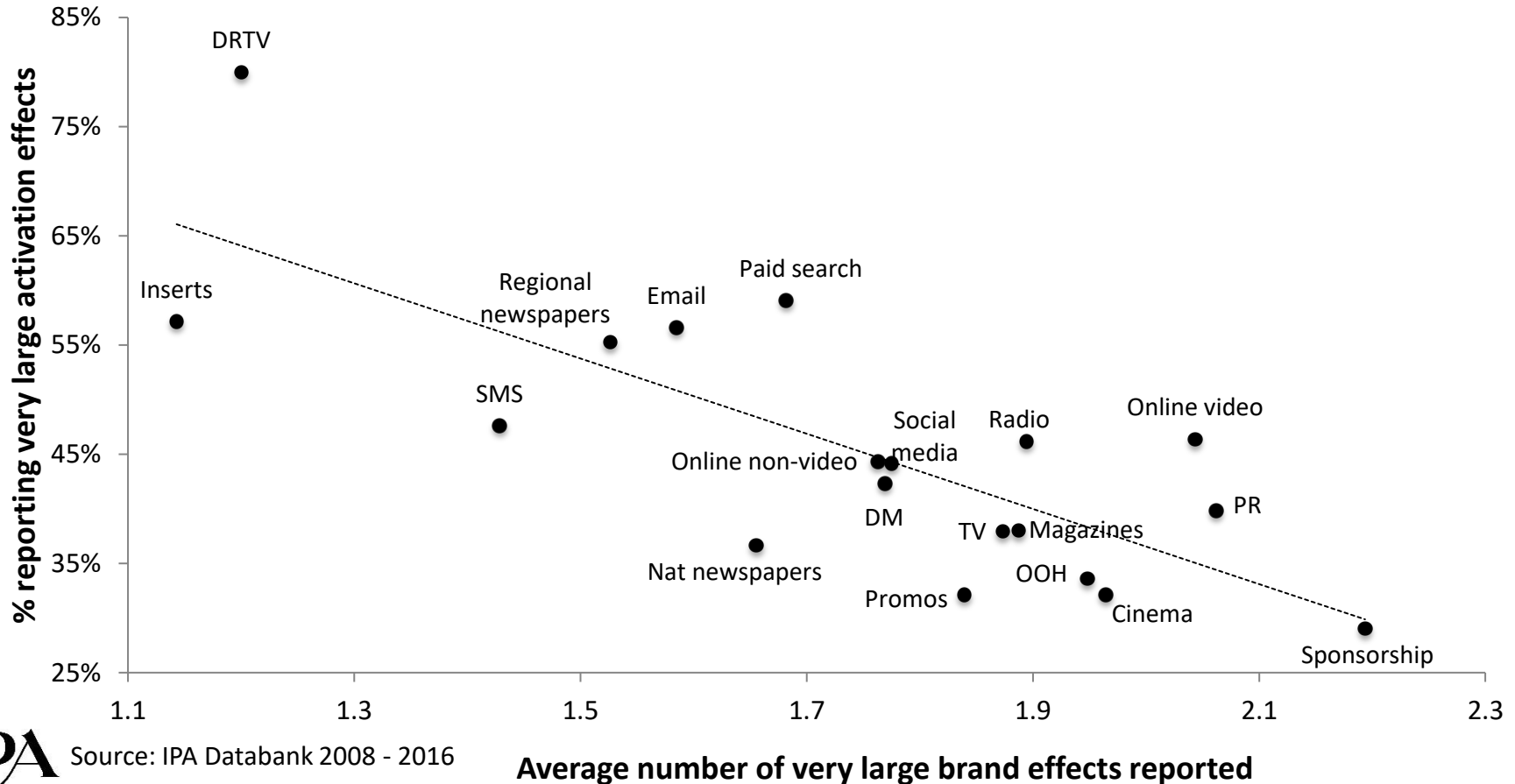
# The old model: share of voice



# The 60:40 rule revisited



# The tension between brand & activation

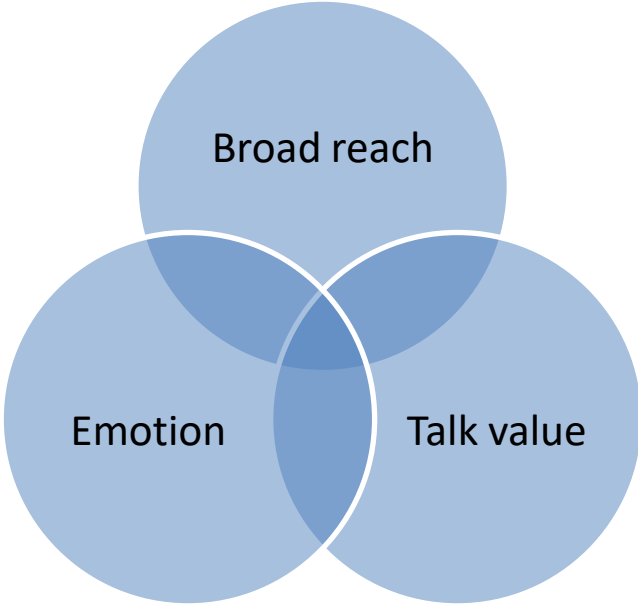


# Use the right media for the right jobs

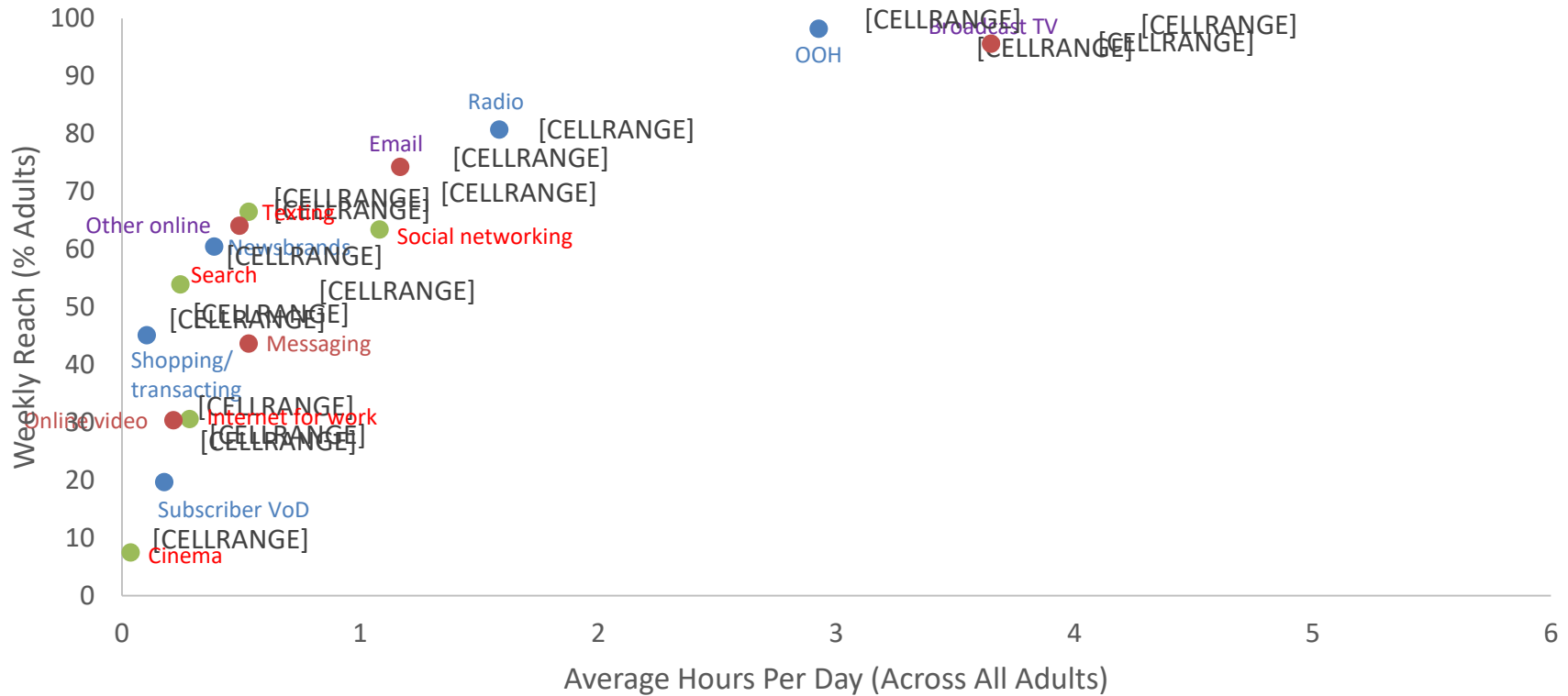
## Sales activation



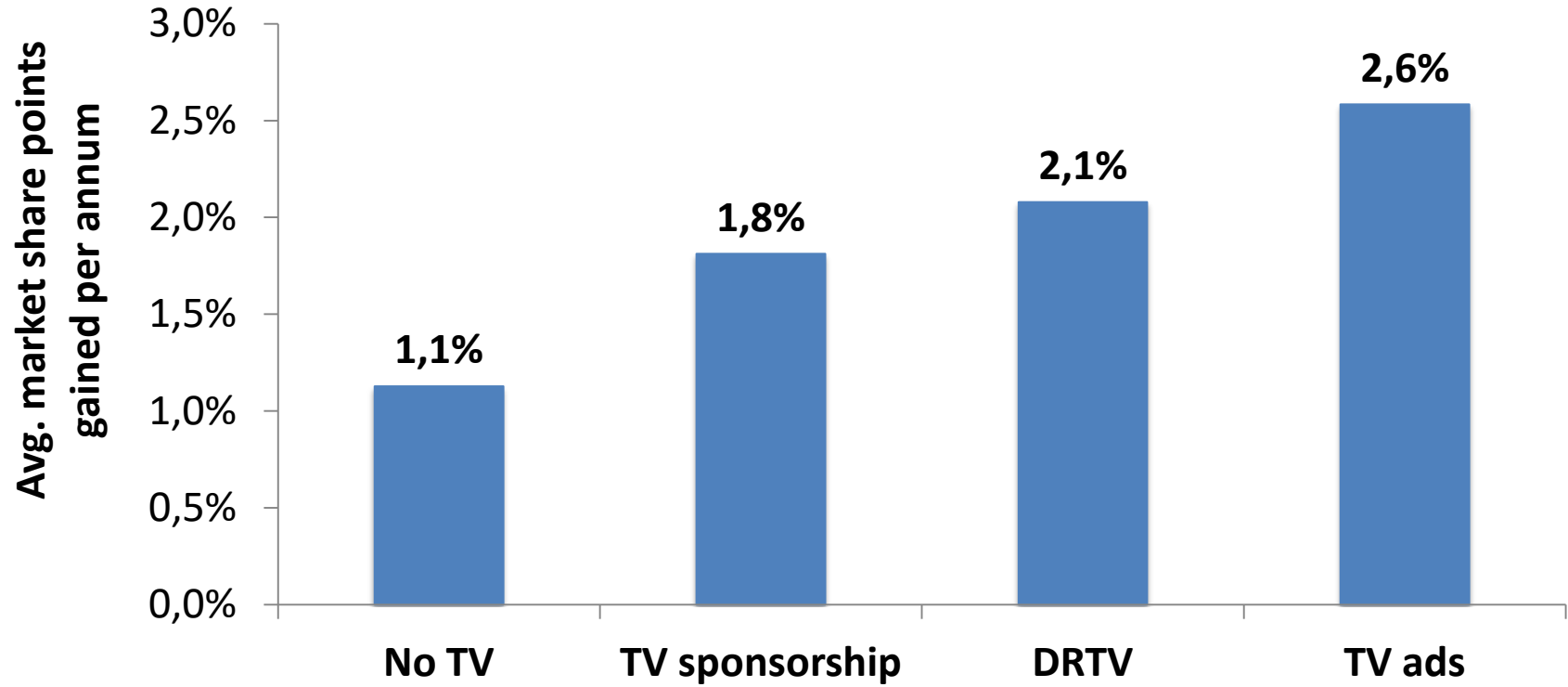
## Brand building



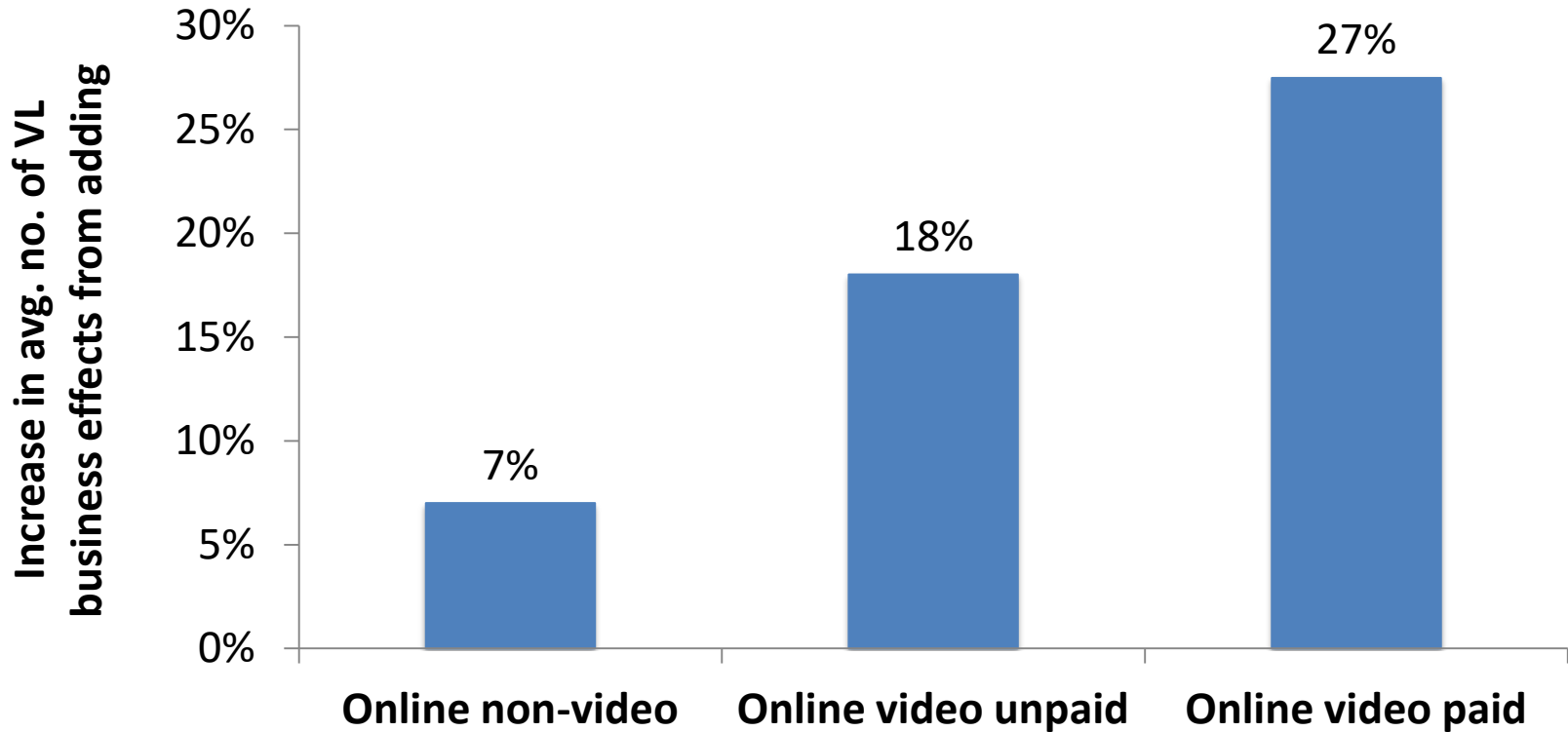
# The Media Landscape in 2016



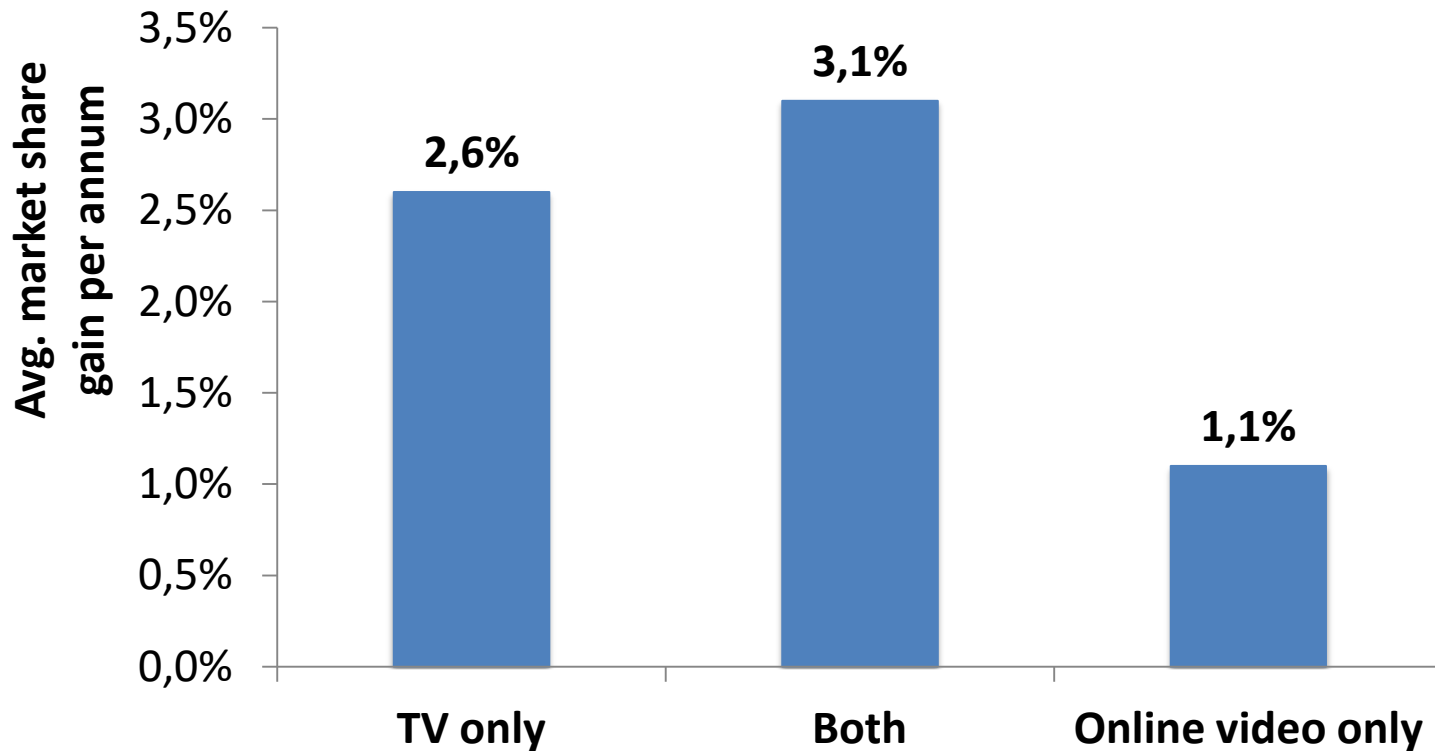
# TV is still best for top-line growth



# Video is highly effective online

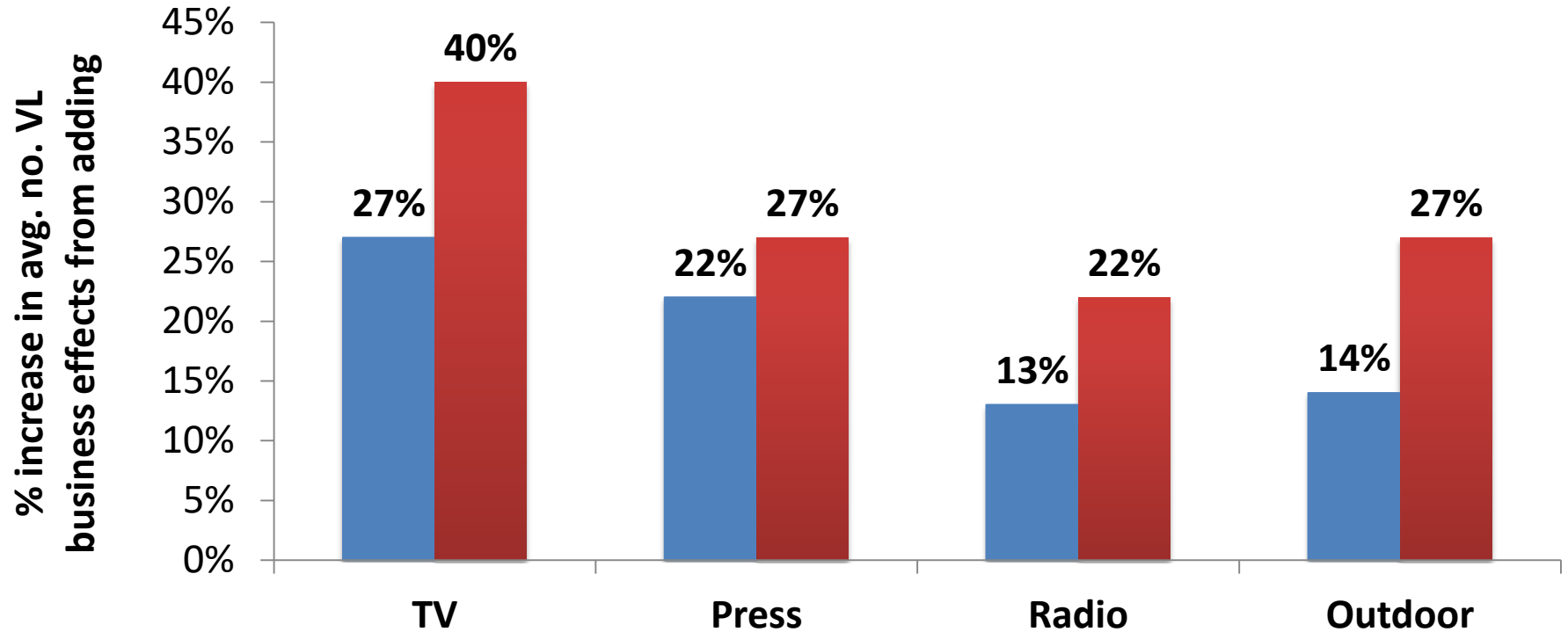


# Online and offline video work in synergy





# Digital makes mass media more effective



# Best practise in action

John Lewis

# The most awarded film commercial in the world 2015



Launched online first, then on TV



# John Lewis follow all the rules

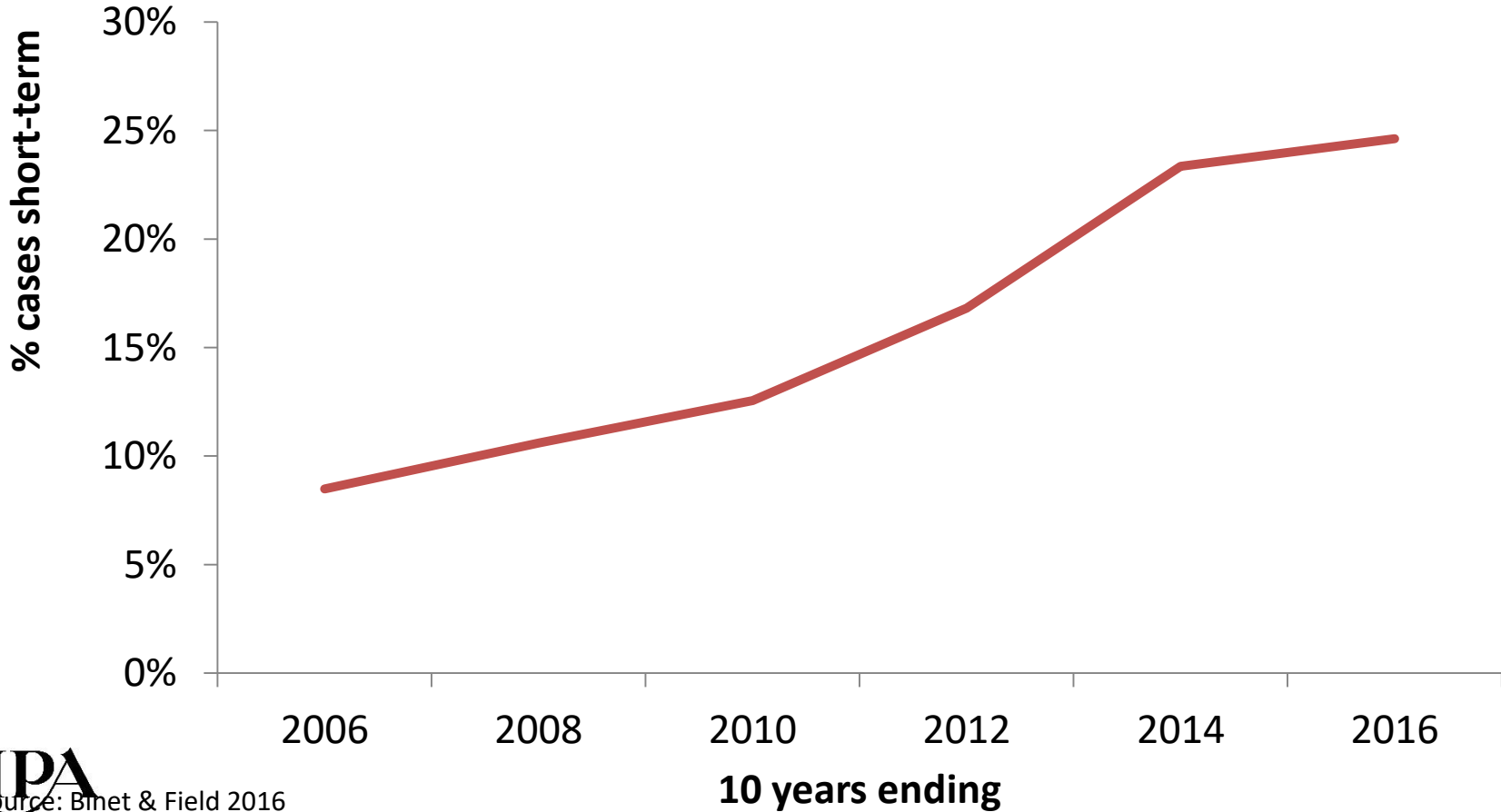
- Outstanding creativity – “Monty” was most awarded film commercial in the world
- Highly emotional – ads top Brainjuicer’s “Feelmore 50” league table for emotive power
- Huge reach – 2.5 billion exposures in 4 years
- Most famous advertising in Britain – 0.5 billion extra exposures from press coverage alone
- TV accounts for 94% of Christmas budget
- Online video amplifies effect of TV: 150 million views this Christmas alone
- Brand ads under-pinned with sales activation 365 days a year
- 60:40 brand/activation budget split

**The bottom line:**

**Each £1 spent = £10 extra profit**

**But now for the bad news...**

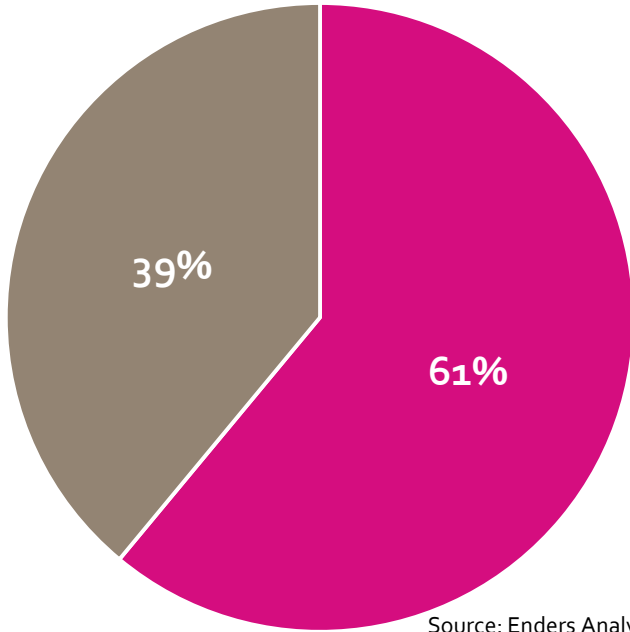
# Short-termism is rising



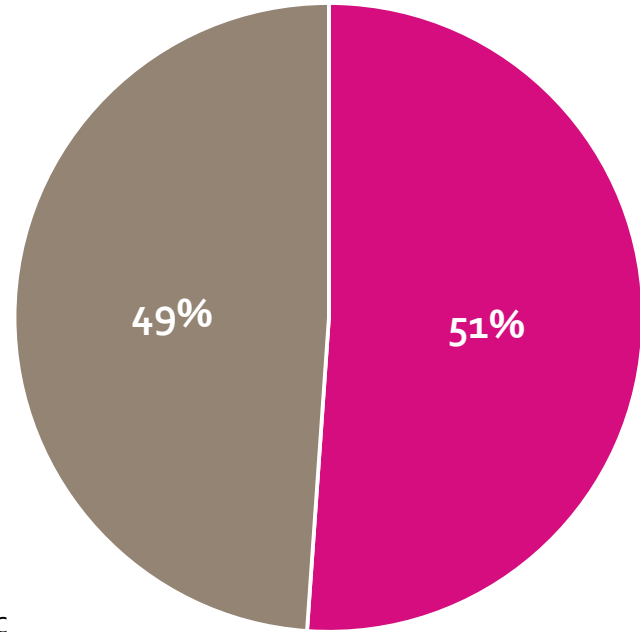


# UK activation levels have exceeded optimum

Advertising spend split, 2000



Advertising spend split, 2016

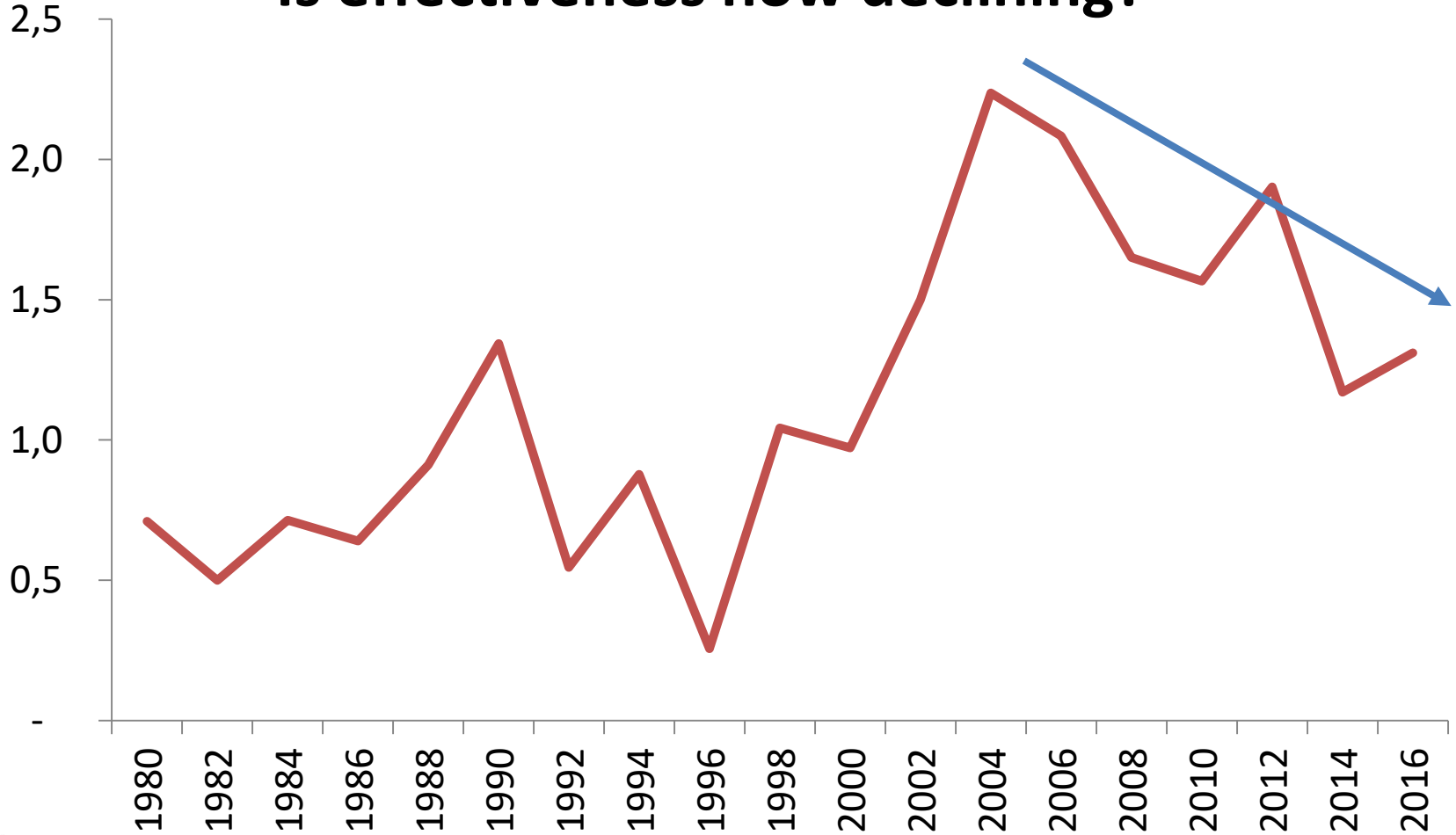


- Share of display
- Share of direct response

Source: Enders Analysis estimates based on AA/WARC

# Is effectiveness now declining?

Avg. no. VL business effects



# Conclusions

- Focus on effectiveness (long-term growth and profit), not just efficiency (response rates and ROI).
- Brands still matter. Balance short term activation with long term brand building. Follow the 60:40 rule.
- Human nature hasn't changed. Emotions still have a massive influence on our decisions making. Use them.
- It's not all about targeting. Broad reach communications still play an important role.
- Mass media are not dead. Balance online and offline media. They work in synergy, each making the other work harder.
- Budgets still matter. Make sure you're spending enough to move the dial.
- Beware short-termism. We need Long Data, not just Big Data.

# MEDIA IN FOCUS

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