

How can brands use best practices from Effie winners to drive their business?

How are these best practices even more relevant in the era of disruption and uncertainty we face today



1

Focus on the
challenge

2

Spreading the
word

3

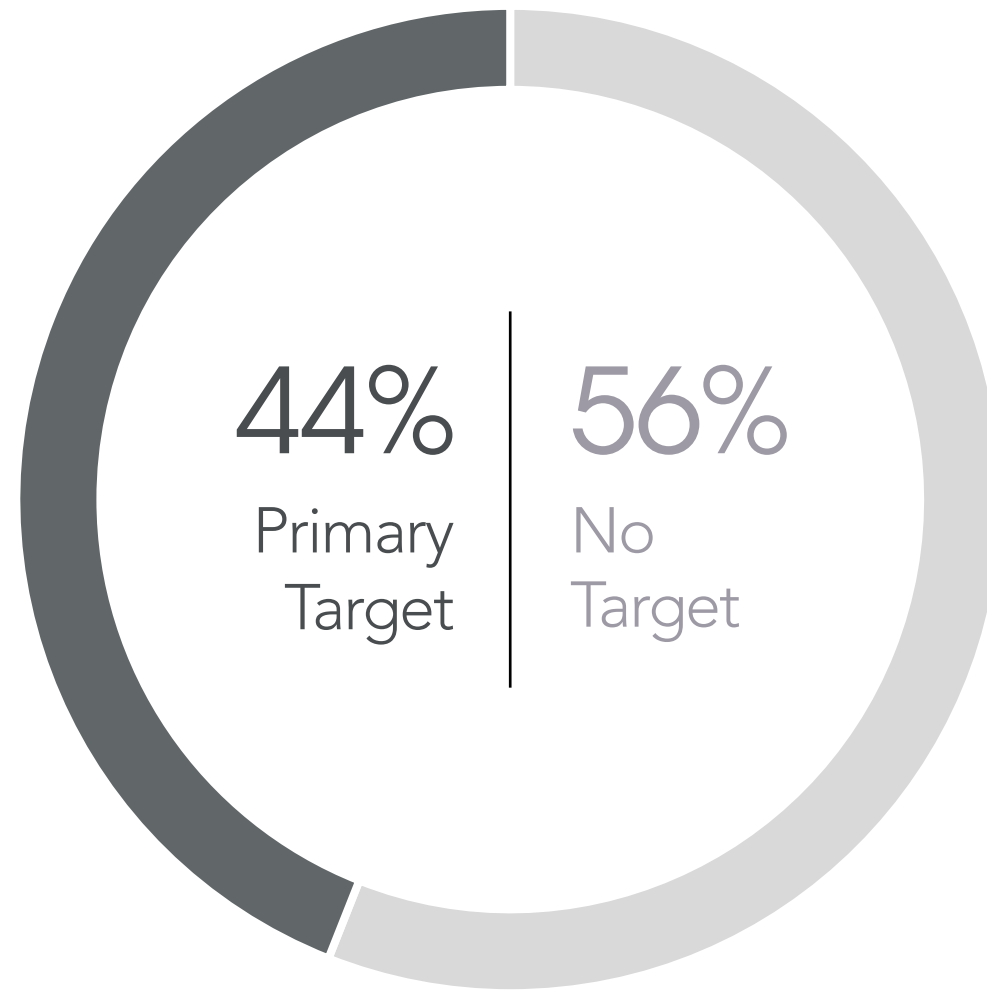
Best Outcomes

Focus on the challenge

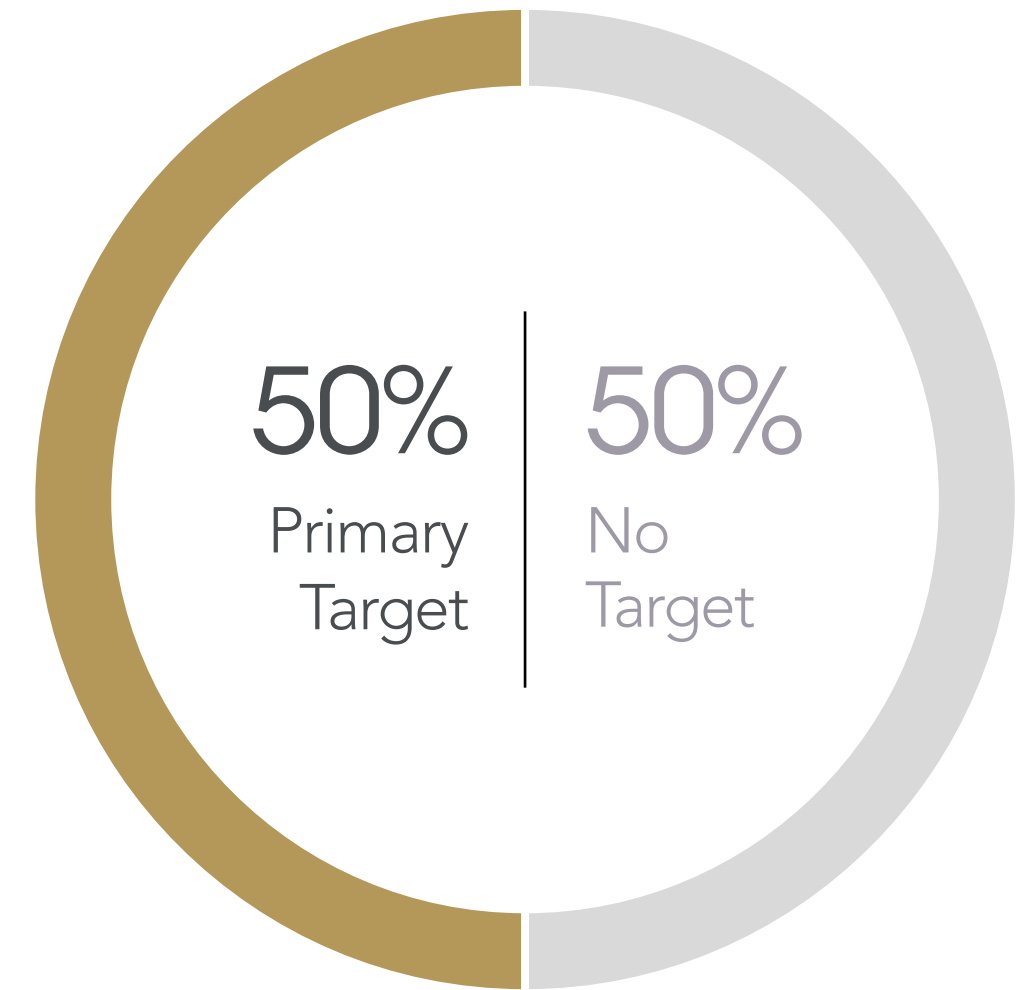


Mass and targeted
can both be
effective strategies

All entrants



Winners



When it comes to objectives, UK has more than most



Average number of objectives

PHONE ZOMBIES



YOUR ARMY NEEDS
YOU
AND YOUR FOCUS

FIND WHERE YOU BELONG

SEARCH **ARMY JOBS**



SNOW FLAKES



YOUR ARMY NEEDS
YOU
AND YOUR COMPASSION

FIND WHERE YOU BELONG

SEARCH **ARMY JOBS**



IMPLICATION

The winners clearly
identify the problem and
then focus, focus, focus

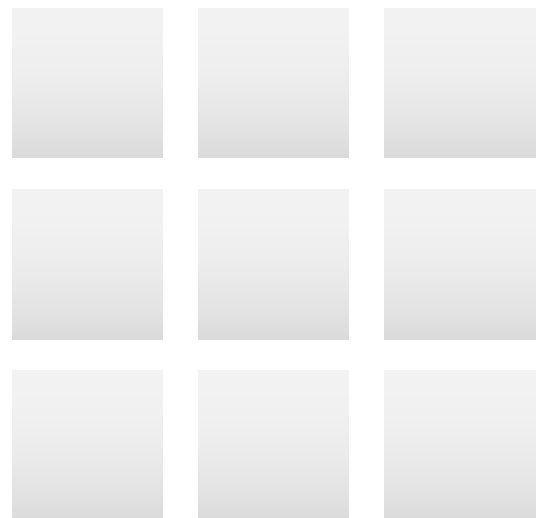
Spreading the word



More channels are more effective

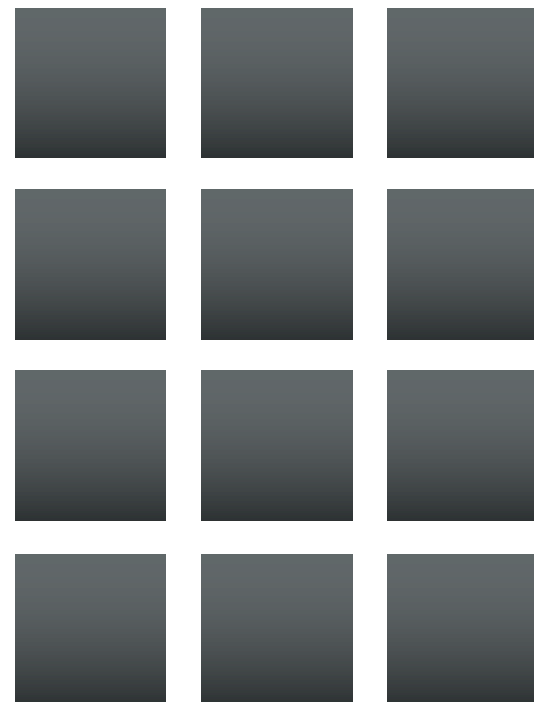
9 channels

on average for all entrants



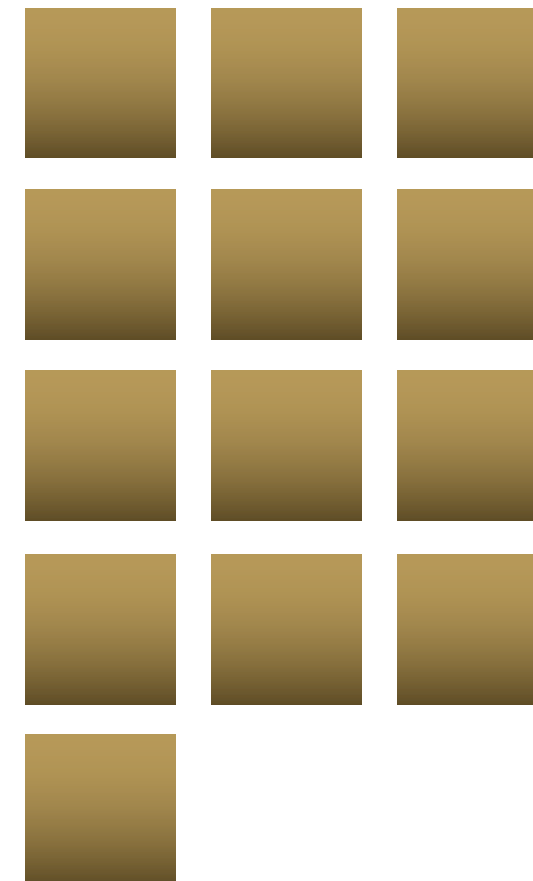
15 channels

on average for all finalists

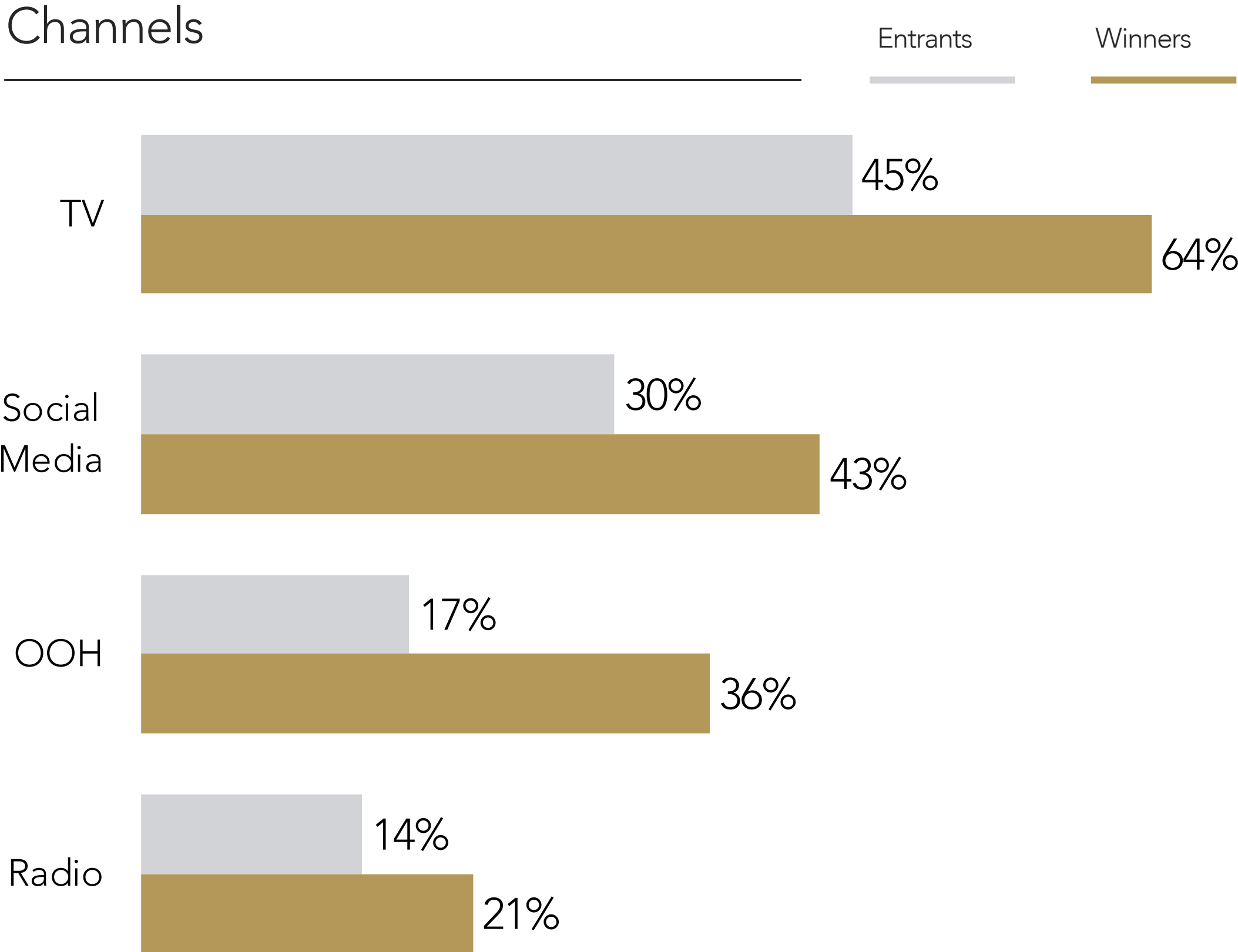


16 channels

on average for all winners

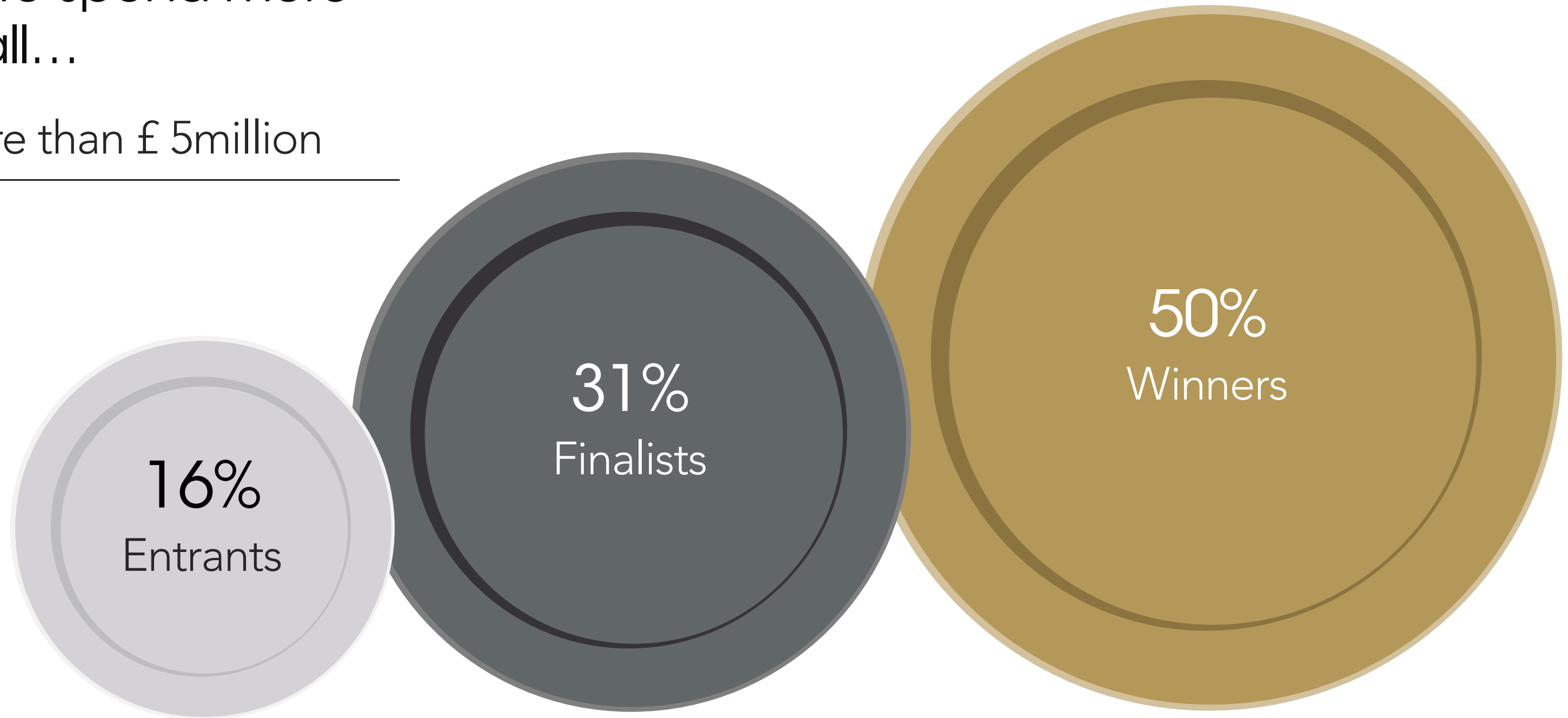


But when we look at the actual channels used it's the usual suspects that still form the backbone of award winning campaigns



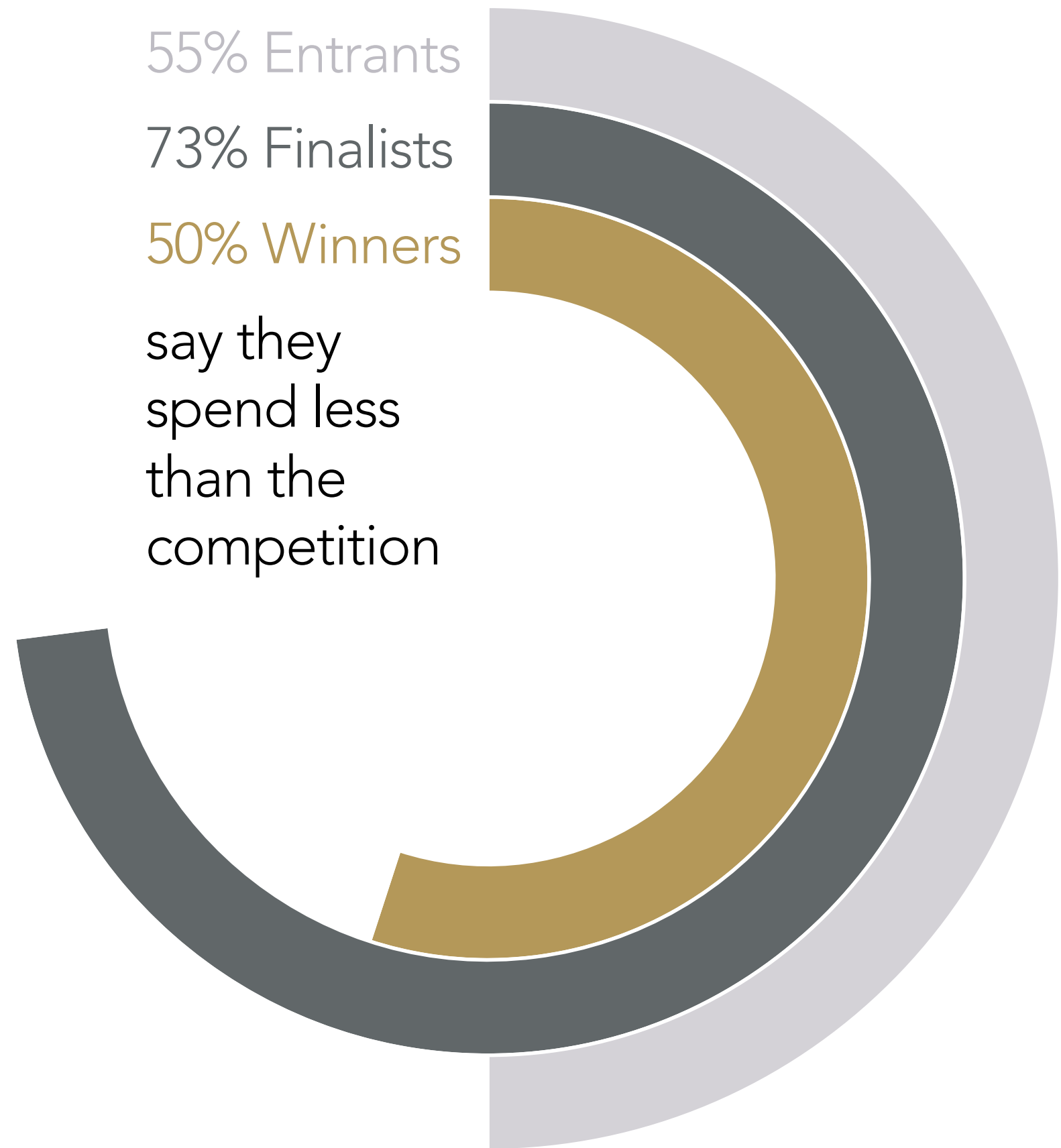
And therefore winners
tend to spend more
overall...

% More than £ 5million



Data from all Effie 2019 Entries, claimed media expenditure

But it is possible to spend less than the competition and be effective...





GUYS,
WE'RE FLATTERED
KFC



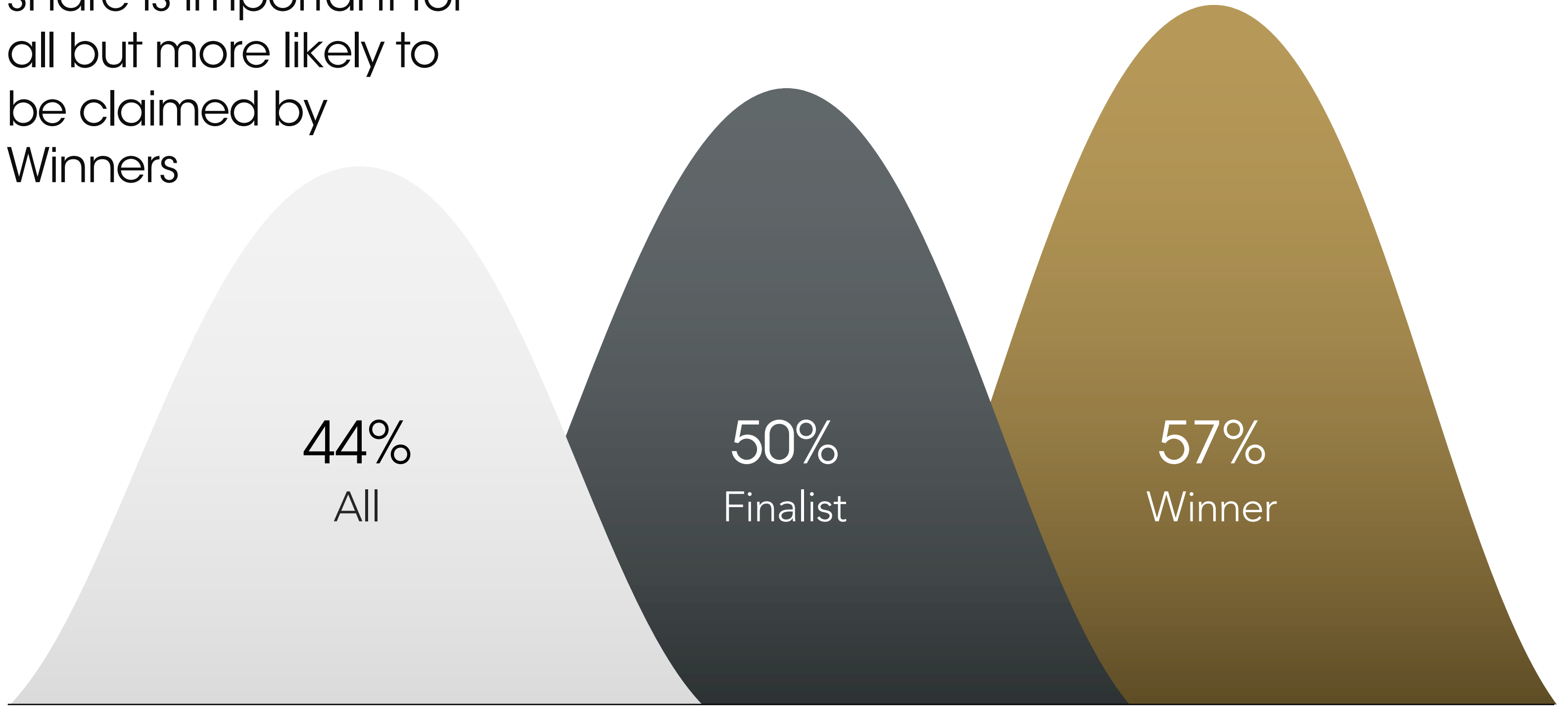
IMPLICATION

Classic media
choices still underpin
effectiveness winners

Outcomes



Growing market share is important for all but more likely to be claimed by Winners



GET PAST THE CONFUSION



Don't be confused. Be **Confused.com**



 IMPLICATION

Creativity fuels
business growth

What does that
mean for today's
environment?



Most people think it's going to be like this for a while...

Will life be normal in Britain again by Christmas?

We asked half the sample: Please tell me how confident, if at all, you are that life in Britain will mainly be back to normal by Christmas?

Confident

Not confident



And they feel all ads are the same,
plus they could do with a bit of cheering up

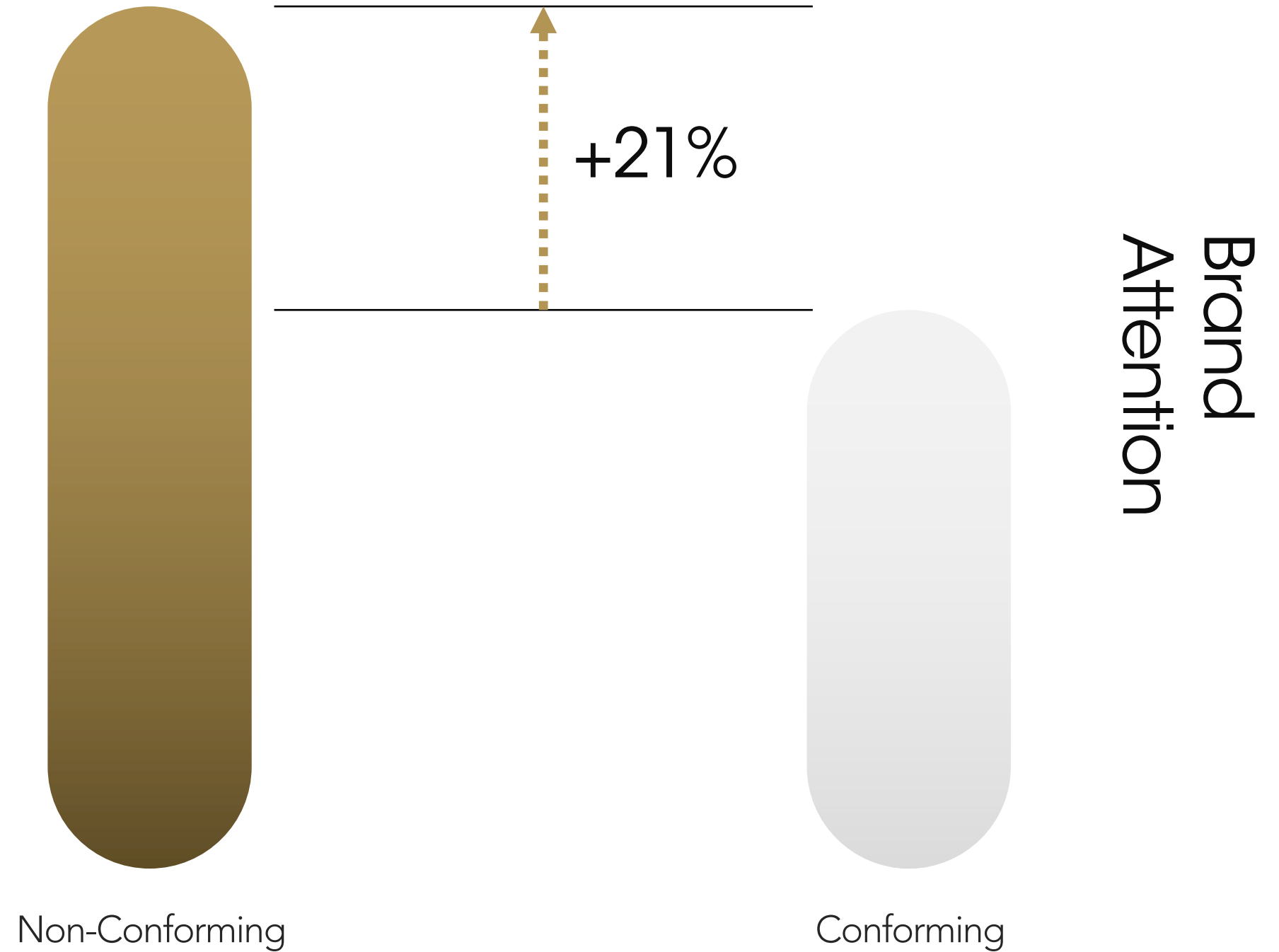


All the ads on TV look and feel the same at the moment



More than ever I want to see ads that cheer me up at the moment

Which is good because we know that breaking the rules brings you attention



Source: Ipsos Creative Excellence Meta-Analysis (2,015 cases)

So if we combine what people want with what we know is effective...

1

Know your audience

2

Talk to them through the broadest channels

3

Surprise and delight them with your creativity

4

To grow your business