



2020 Effie UK Report • In partnership with Ipsos



Foreword by Effie



Effie is the world's largest community of thinkers and practitioners of marketing effectiveness, powered by a data set of effectiveness cases from our 55 programmes across the globe.

We are best known for championing and benchmarking effectiveness excellence through our awards. But our mission is much wider than that. We exist to help move the industry on by sharing the progressive thinking generated by our

network and our cases studies. To help foster an industry wide culture of effectiveness through our training, events and content programmes.

One way we do this is by sharing learnings from our Awards programmes, which recognise any and all forms of marketing that contribute to a brand's success. We are proud to partner with Ipsos to share the latest trends and actionable lessons from the latest Effie UK Awards entrants and winners.

Effie believes that effectiveness is dynamic. While the fundamentals remain the same, the marketing landscape is ever-evolving. In the following pages you will see how the power of non-conformity in creativity has never been more relevant, and read practical tips around channel planning, targeting and setting objectives.

Many thanks to IPSOS for analysing the cases and pulling out the key lessons and commonalities so clearly. Congratulations to the brands featured in this report. Winning an Effie isn't easy and all the cases we draw on drove impressive, tangible growth for their respective brands.

We hope you find this report useful. We hope it provides a bit of inspiration as we all dig deep to survive and thrive in 2021.

JULIET HAYGARTH
MD Effie UK

Foreword by Ipsos



At Ipsos we are committed to helping our clients and their agencies develop the most creative and effective advertising to deliver brand growth. As such it is an absolute pleasure to partner with Effie to bring you inspiration from the 2020 awards for your future campaigns.

I think it's safe to say that 2020 was a tough year for everyone. The pandemic brought about a shift in the way that we live and relate to others, the likes of

which most of us will never have experienced before. Of course we can't say exactly which of these changes will be permanent features in our lives in the years to come. But, what we can say with certainty is that it is this internal and external context which people find themselves in that shapes people's beliefs, values and goals. Brands that flex to the context while remaining true to themselves will prosper.

Reassuringly this report illustrates that the principles that many of us believe underpin effectiveness hold true:

- Focused strategic thinking married to a well defined problem produces the most effective work
- The right channels delivering stand out creative work mean you don't have to spend your way to success

There is and will always be a very healthy debate on what constitutes stand out creative work. At Ipsos our data confirms time and time again that stand out creative work does not play to category conventions rather it breaks the category rules to deliver attention for your communications. We believe that without attention there is no effectiveness. A common theme for the award winners featured in this report is the breaking of category convention to deliver effectiveness.

2021 looks like it's not going to be plain sailing, so I hope this report provides some practical guidance on how to continue to deliver effective campaigns in the coming year.

ELEANOR THORNTON-FIRKIN
Head Creative Excellence, Ipsos MORI

EXECUTIVE SUMMARY

1

Challenge, Context, Objectives

Campaigns are typically more effective when the objectives are focused and connected.

There is no inherent benefit to effectiveness from targeted or mass market strategies.

2

Insight and Strategic Idea

Diagnosing the challenge and truly understanding the audience through the right research at the right time leads to more effective ideas and campaigns.

3

Bringing the Idea to Life

More channels are used by Winners and these also tend to be the channels with the greatest reach.

Highly effective campaigns do not always need to outspend the competition to succeed, rather they succeed by taking a different path to the rest of the category.

Non Conformity was a key creative theme for effective campaigns.

4

Results

Effie Winners are more likely to demonstrate Market Share gain as the primary result.

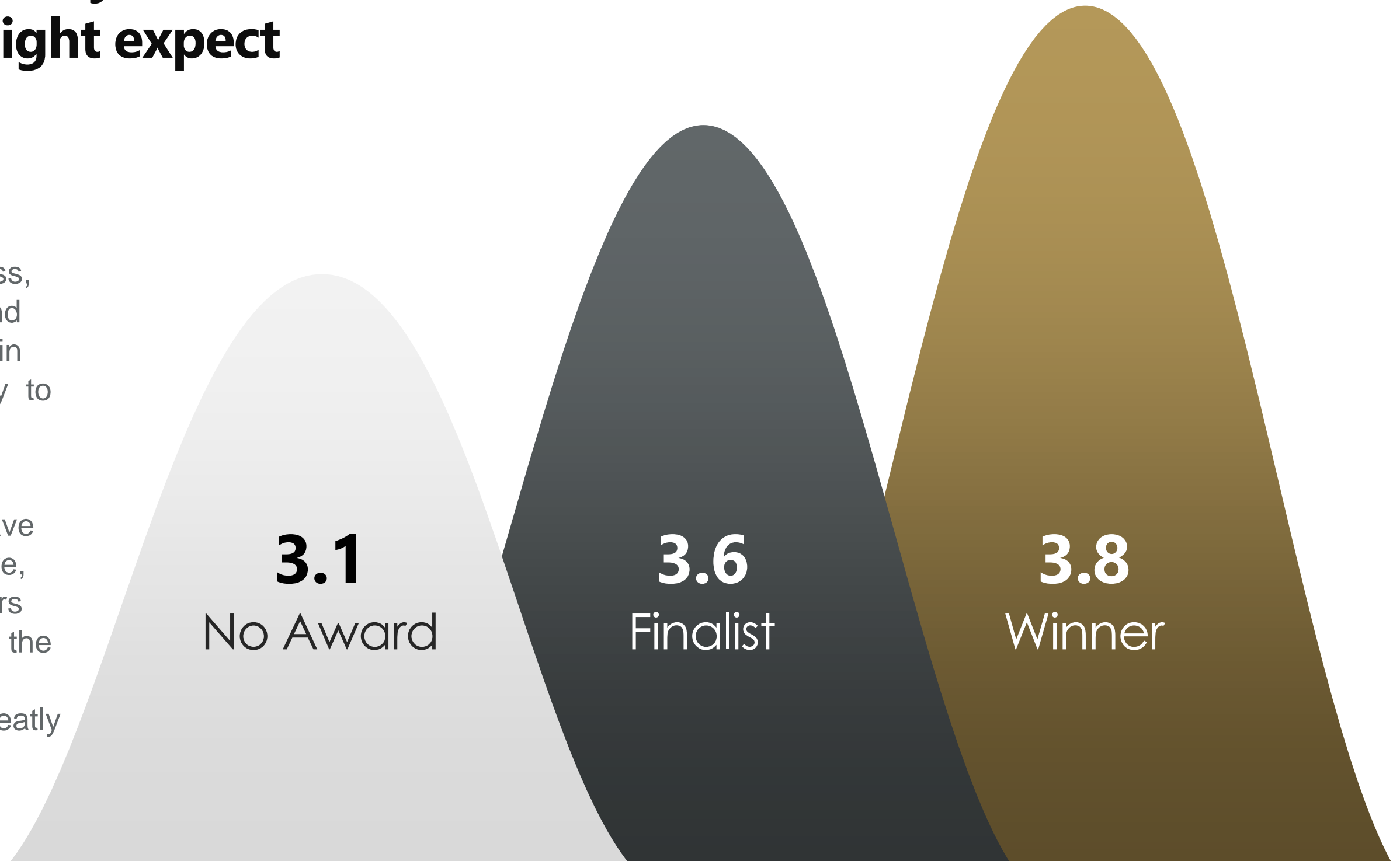
CHAPTER 1

Challenge, Context, Objectives

When it comes to Objectives, Our winners had more than you might expect

Marketers will agree that every campaign, regardless of success, should have clear objectives and effectiveness is defined (either in part or completely) by the ability to deliver on these objectives.

While in the analysis of Effie awards around the world we have generally found that less is more, the UK bucks this trend. Winners have slightly more objectives in the UK, but we see that these are sequential in nature and lead neatly from one to another to achieve overall success.



Average number of objectives

Effie Case Study: The Bank of Antandec

Example of Multiple Related Objectives

Brand/Client: Santander

Lead Agency: Engine UK, Carat UK

Contributing Agency: Vidsy, Data2Decisions

“ In an overcrowded category, with a tendency to take itself a little too seriously, Santander created an unashamedly joyful and wonderfully mass-market campaign to achieve stand out and drive brand awareness. As a result, The Bank of Antandec campaign exceeded all advertising category norms, increasing mortgage applications by 24% and growing market share by a whole percentage point, resulting in the best year for mortgages Santander has ever had. All of this at a lower CPA than for any previous mortgage campaigns. ”

Watch the Case Video: [here](#)



BRONZE:
Finance

Effie Case Study: The Bank of Antandec

Inspiration straight from the Agency

“ The challenge for Santander was understanding how to create impact in the cluttered UK mortgage market when the bank was not known for mortgages. **Throwing money at the problem was not an option.** Despite being the 5th largest bank in the UK, Santander’s advertising spend is less than half of its main rivals and one third of the market leader’s. To achieve our objective of growing our mortgage applications by 10% **we needed a creative and media strategy that would give us visibility and cut through beyond our means.** ”

Gen Kobayashi
Chief Strategy Officer
Engine UK

CHAPTER 1

Challenge, Context, Objectives

KEY FINDING

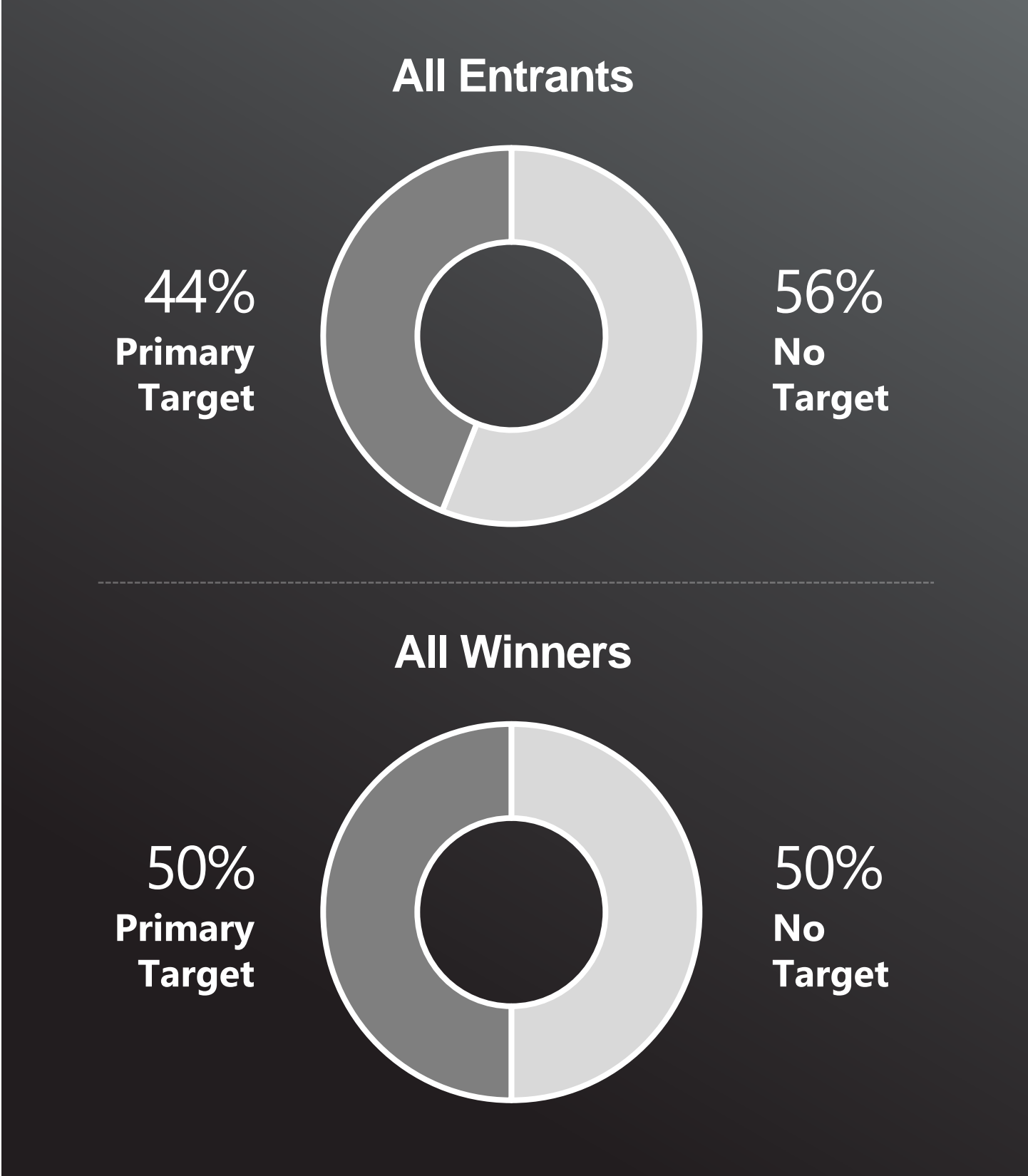
Campaigns are typically **more** effective when the objectives are focused and connected

Mass and Targeted can both be Effective Strategies

There has been an ongoing debate in recent years on what the most effective targeting strategy to drive brand growth should be. From an analysis of the cases, it is clear that those who have not specified a particular target are aiming for a 'mass' strategy. They have actively decided that their strategy is to reach the total possible market, rather than a failure to identify a specific target.

For the winners, they are slightly more likely to have a primary target in mind than all entrants. However, with a 50:50 split on target vs no target it is evident that either approach can work.

For effective communication it seems its not the particular marketing guru that you buy into that is important, but the quality of the thinking and its application to the circumstances that you find in front of you that is paramount.



Data from all Effie 2020 entries, all Effie 2020 Winners, 'claimed primary target'

CHAPTER 1

Challenge, Context, Objectives

 KEY FINDING

There is **no inherent difference** in effectiveness from targeted or mass market strategies

CHAPTER 2

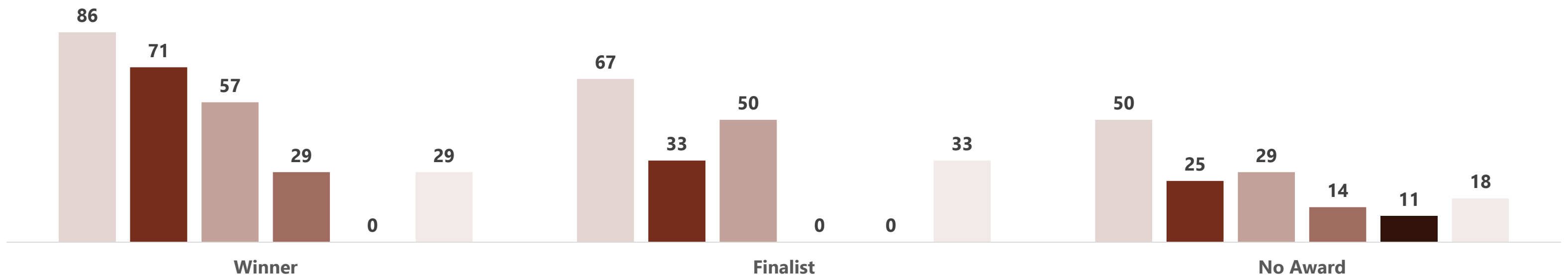
Insight and Strategic Idea

Doing the right Research is important: Tracking and Focus Groups were the most common methods used by award winners.

Having a continuous learning cycle from early research into tracking and back round again allows Marketers and Agencies to flag and identify brand issues through tracking, understand the whys from qualitative research, and inform creative development through early exploration of ideas. Closing the circle in tracking can be used alongside business metrics to understand performance of the campaign.

All Research Conducted

Tracking Focus Groups Strategic Positioning Copy testing Other specific



Gold: n20, Silver: n22, Bronze: n32, Finalist: n89

Ipsos Best Practices: Strategic, early stage research is essential in today's reality

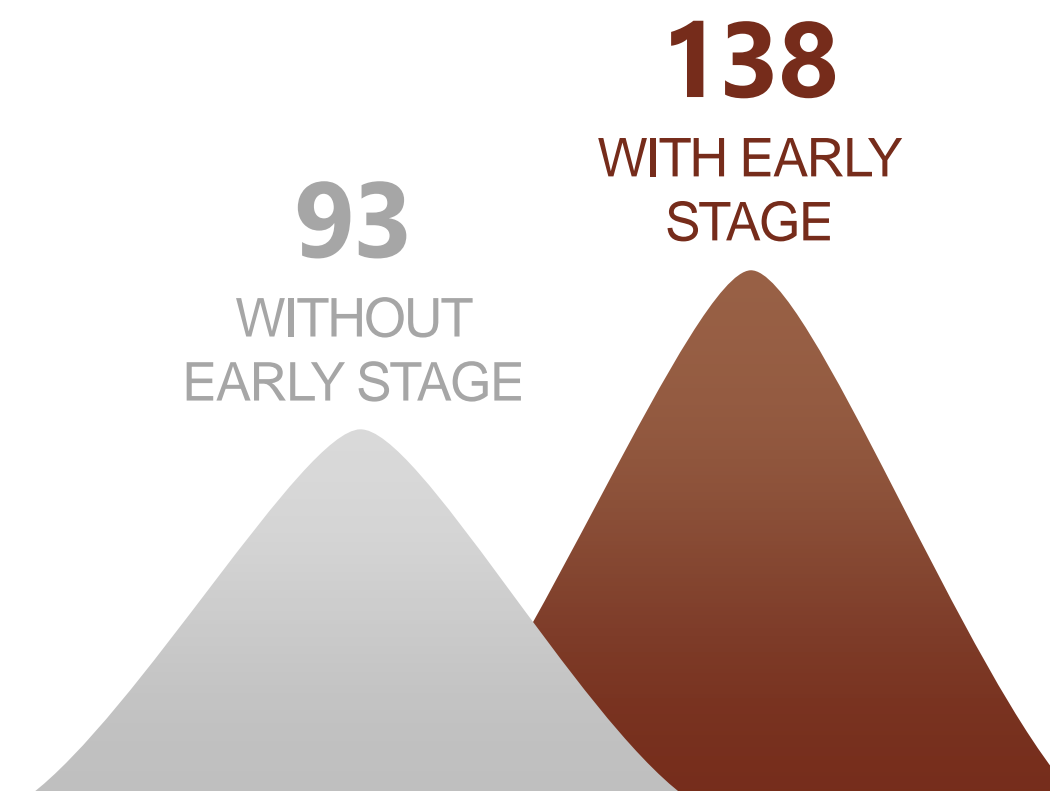
Creative testing is often done “too late” in the process, missing the opportunity to develop, learn or co-create big ideas or creative content.

Starting early to ensure communication is founded on relevant connections with consumers dramatically improves creative impact.

- Early-Stage research produces successful creative **faster**.
- Campaigns have a solid **foundation** with guidance on next steps and alignment across stakeholders.
- **Increase returns on media spend** by improving creative quality.

Indexed Ad Performance

(combination of attention & brand response)



Based on 500+ Ipsos cases using CEI as a validated predictive measure of in-market sales lift

CHAPTER 2

Insights and Strategic Idea

KEY FINDING

The right research to identify the brand need and explore audience motivations leads to **more effective work**

Effie Case Study: Your Army Needs You

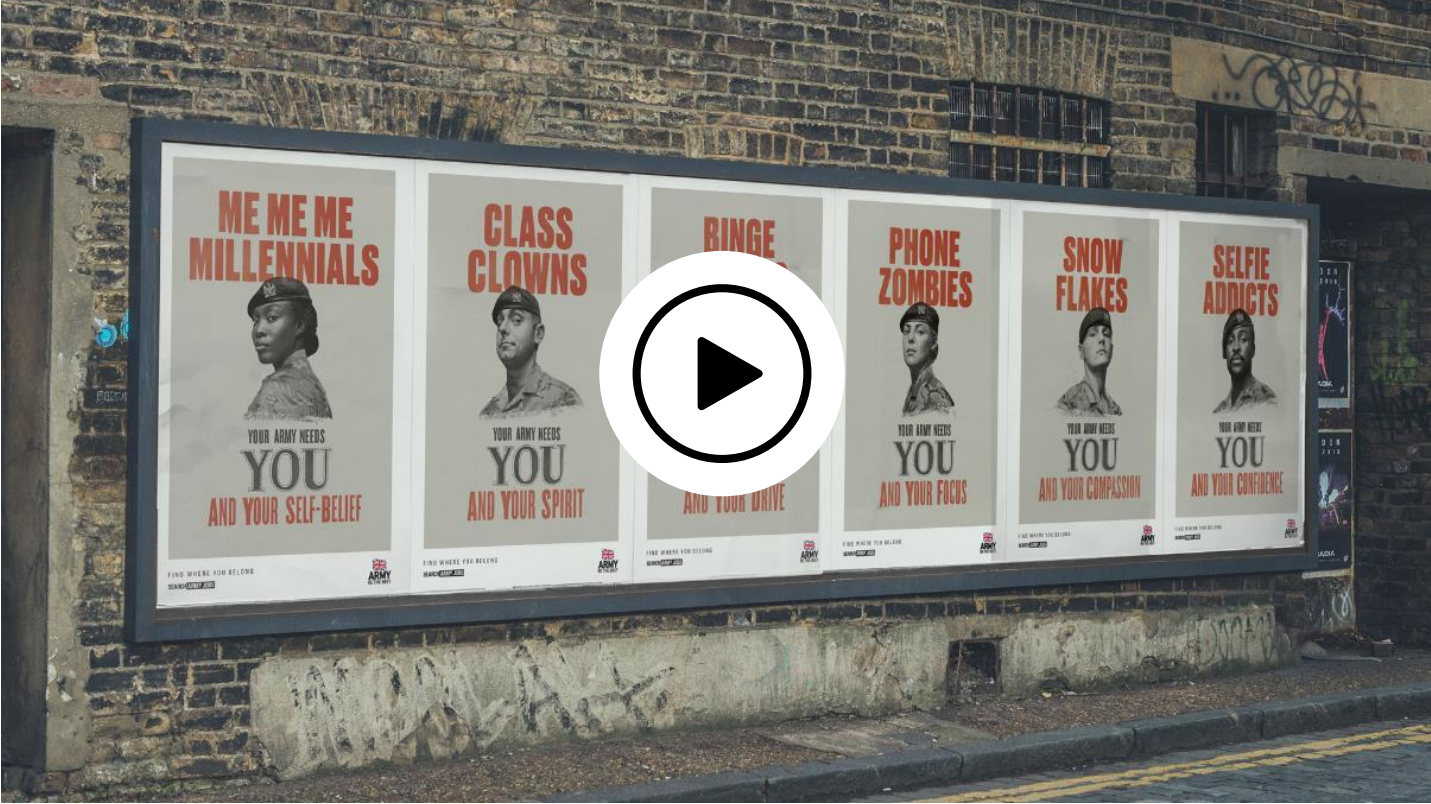
Example of the Right Research at the right time

Brand/Client: The British Army/Capita

Lead Agency: Karmarama, MediaCom

“ To meet ambitious recruitment targets in a competitive job market, we needed to raise awareness that the Army were recruiting, and show what the Army offered this generation that they couldn’t find elsewhere. In a modern-day Britain, overlooking and undervaluing young people, the campaign challenged stereotypes put on our audience and showed how the Army spotted their potential. The campaign earned a reach of 4.8 billion in 1 week, increased awareness that the Army were recruiting to a 7 year high, and drove a 71% increase in applications after a month. ”

Watch the Case Video: [here](#)



SILVER:
Positive Change
– Social Good:
Non-Profit



BRONZE:
Government,
Institutional &
recruitment

Effie Case Study: Your Army Needs You

Inspiration straight from the Agency

“ **Advertising doesn’t need to be liked by everyone to be effective.** The ‘Your Army Needs You’ campaign sparked a lot of debate at launch, bringing the keyboard warriors out in force. **It’s not easy to be at the centre of a debate, but ultimately, having the courage to stand for something and spark conversation can be hugely powerful for effectiveness.** ”

Rhonwen Lally
Senior Planner
Karmarama

CHAPTER 3

Bringing the idea to Life

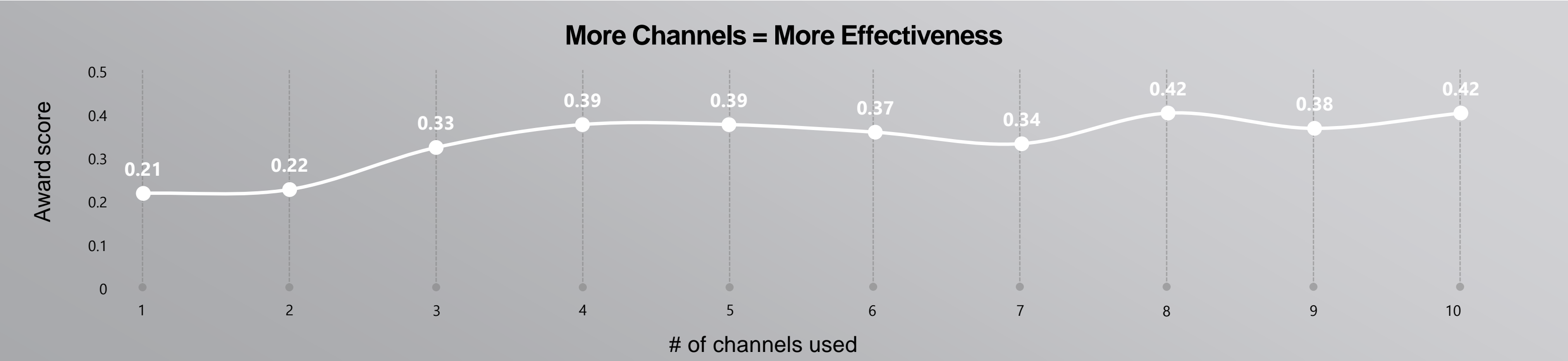
Historically, more channels has meant more effective work

The number of channels used by marketers has grown significantly over the past decade, and the general trend through Effie history is that more channels means more effective.

In the UK this year we see the same trend. On average, finalists and winners were using more channels (average 15 and 16 channels) vs all entrants, who were using far fewer.

Number of channels reported in 2020:

9	15	16
Entrants	Finalists	Winners



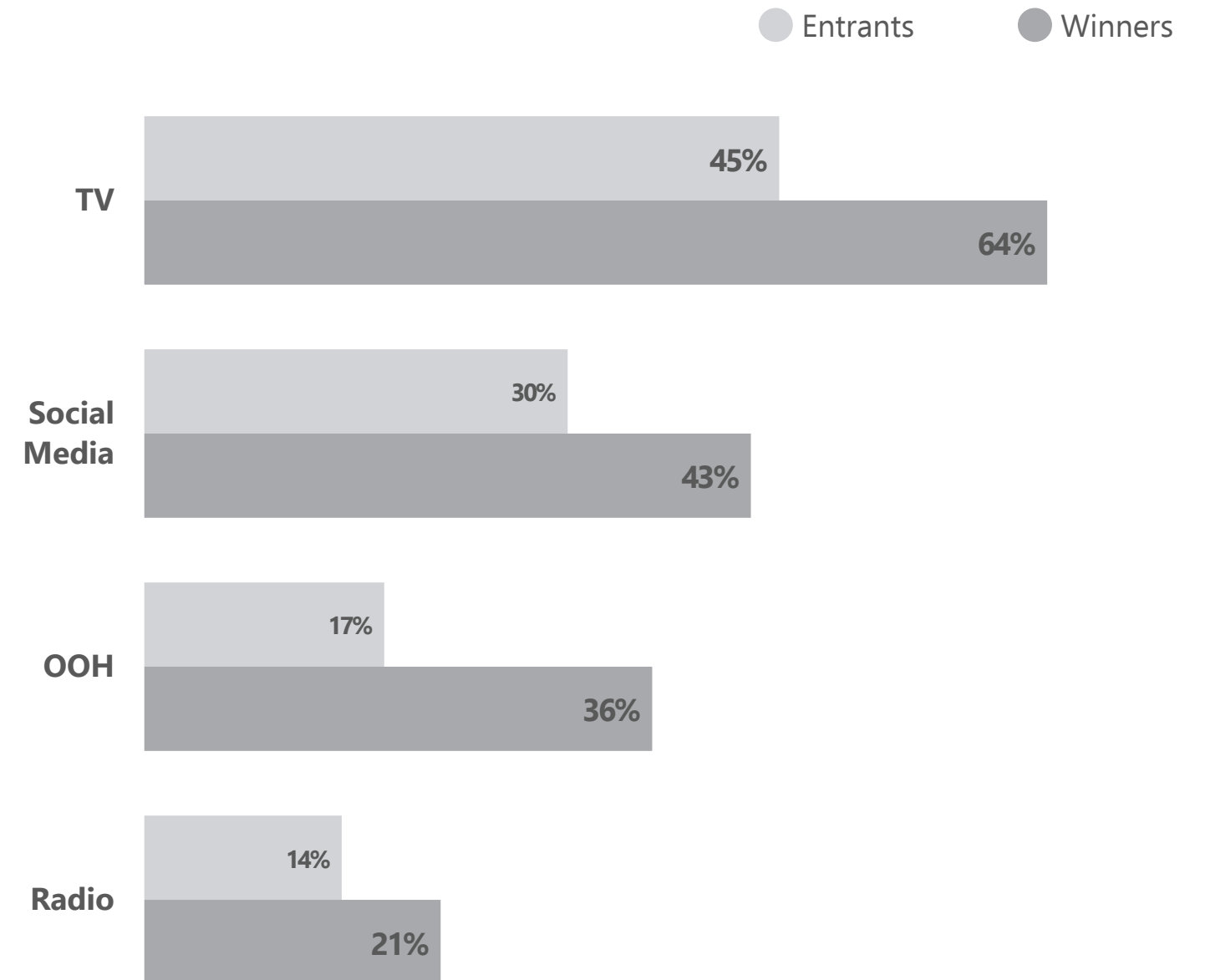
Data from all Effie entries, where available, 1969–2019, prepared by Mark Ritson @ Effie Next 50 Summit

n=4,855

Winners are more likely to use broadcast channels as their main touchpoints

As well as using more touchpoints, Winners are also more likely to include channels that generate the greatest reach. While less than half of entrants use TV as one of their main touchpoints, for Winners this is still a vital channel for success — reflective of the overall learnings that we have seen emerge from Effie around the world.

Channels



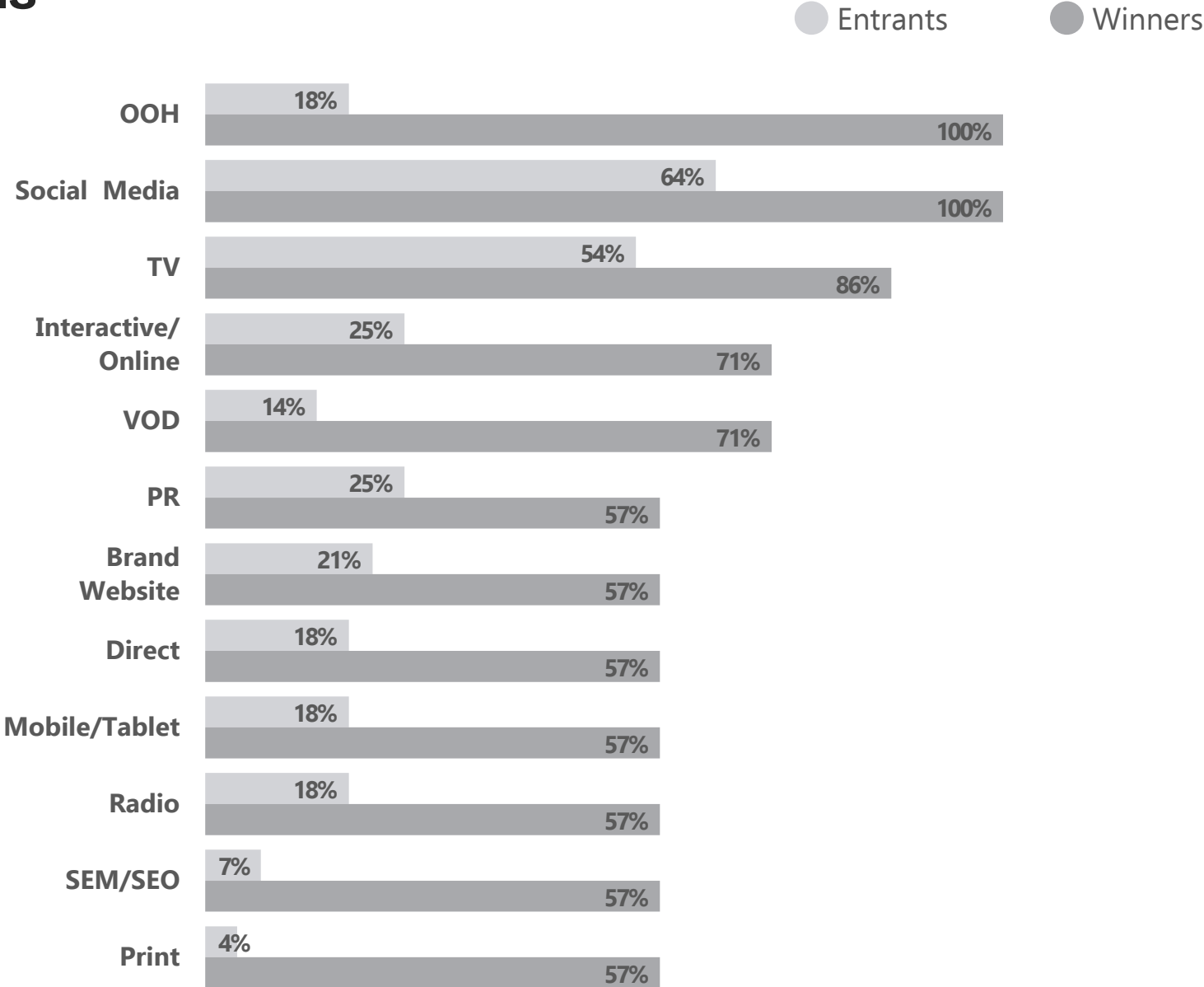
Data from all Effie 2020 Entries, Specific Touchpoints utilized

But overall it is about selecting the right channels for the job

When we look at all of the touchpoints used, all of our Winners have used OOH and Social channels, with the vast majority also using TV.

All of our winners use additional specifically chosen channels to deliver precise messaging to supplement their broadcast messages. Therefore, when optimising media plans for effectiveness, the most important rule is to select the right channel for your objectives and audience.

Channels



Data from all Effie 2020 Entries, Specific Touchpoints utilised

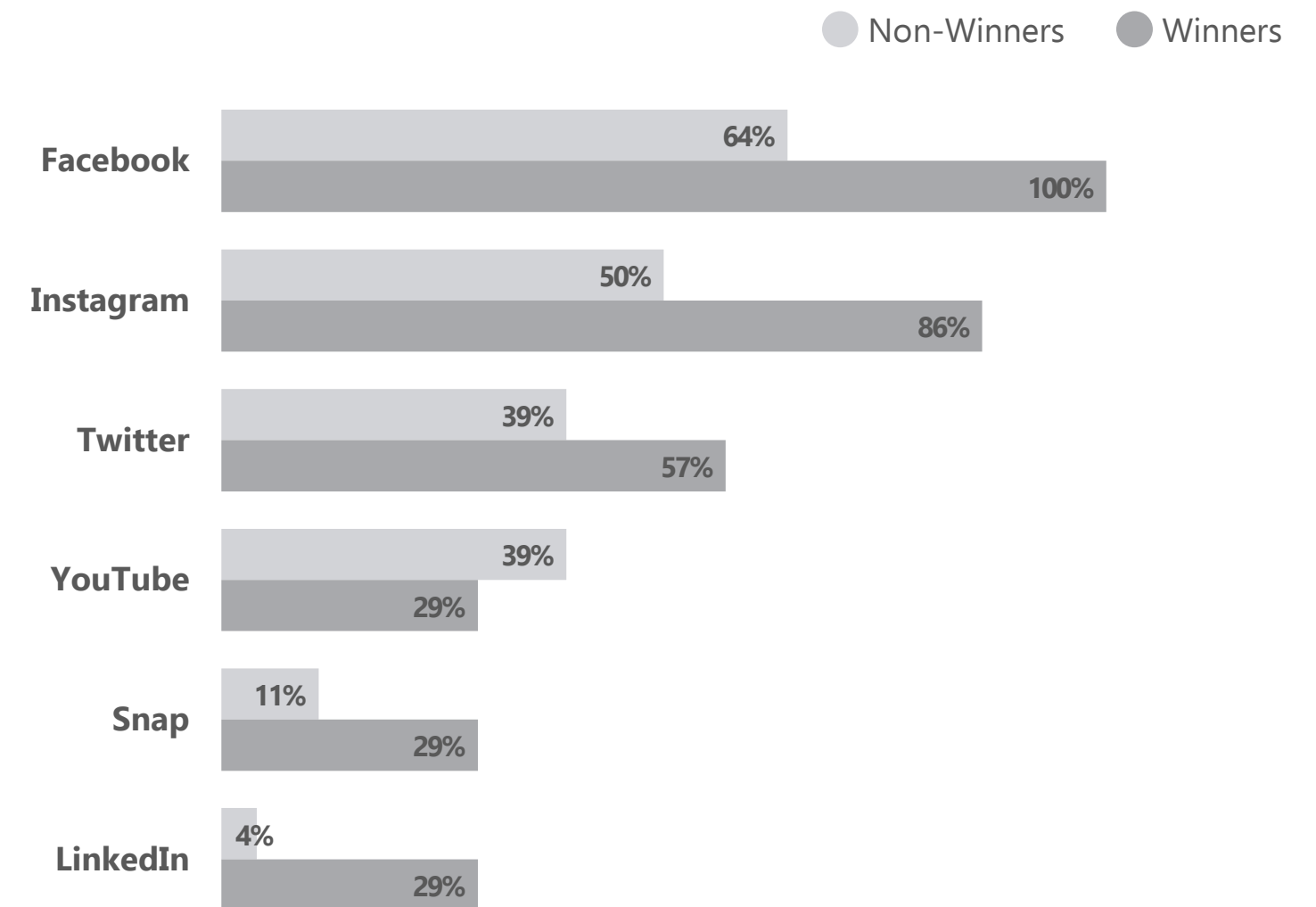
Facebook and Instagram are often part of effective campaigns

In line with overall media choices, Winners use more social media channels than entrants.

- **Winners: 3.3**
- **Entrants: 2.1**

Facebook and Instagram are the most popular choices for Winners vs Entrants. Twitter also features more often in the mix for Winners.

From the award entries it's clear that it is not just the choices that you make that lead to effectiveness, but just as important is using the right tactics for each channel and platform.



Data from all Effie 2020 Entries, Specific Social Platform used

CHAPTER 3

Bringing the Idea to Life

KEY FINDING

More channels are more effective

Using channels with broad reach, TV in particular, still drives effectiveness

Effie Case Study: We are Nurses, We are the NHS

Example of Effective Choice of Appropriate Channels

**Brand/Client: National Health Service/
NHS England**

Lead Agency: MullenLowe London

“ After years of NHS real term funding cuts, staff shortages and costly recruitment practices, we have narrowed the shortfall and reversed a catastrophic decline in UCAS nursing applications. We have laid the foundations of a critical legacy, building for the future, not just the now, transforming the NHS’ long-term recruitment strategy and saving the NHS millions with a campaign ROI of £14.9:1. Most importantly, we’ve helped protect our nation’s health, particularly pertinent as Britain faces its ‘greatest threat since World War Two’.”

Watch the Case Video: [here](#)



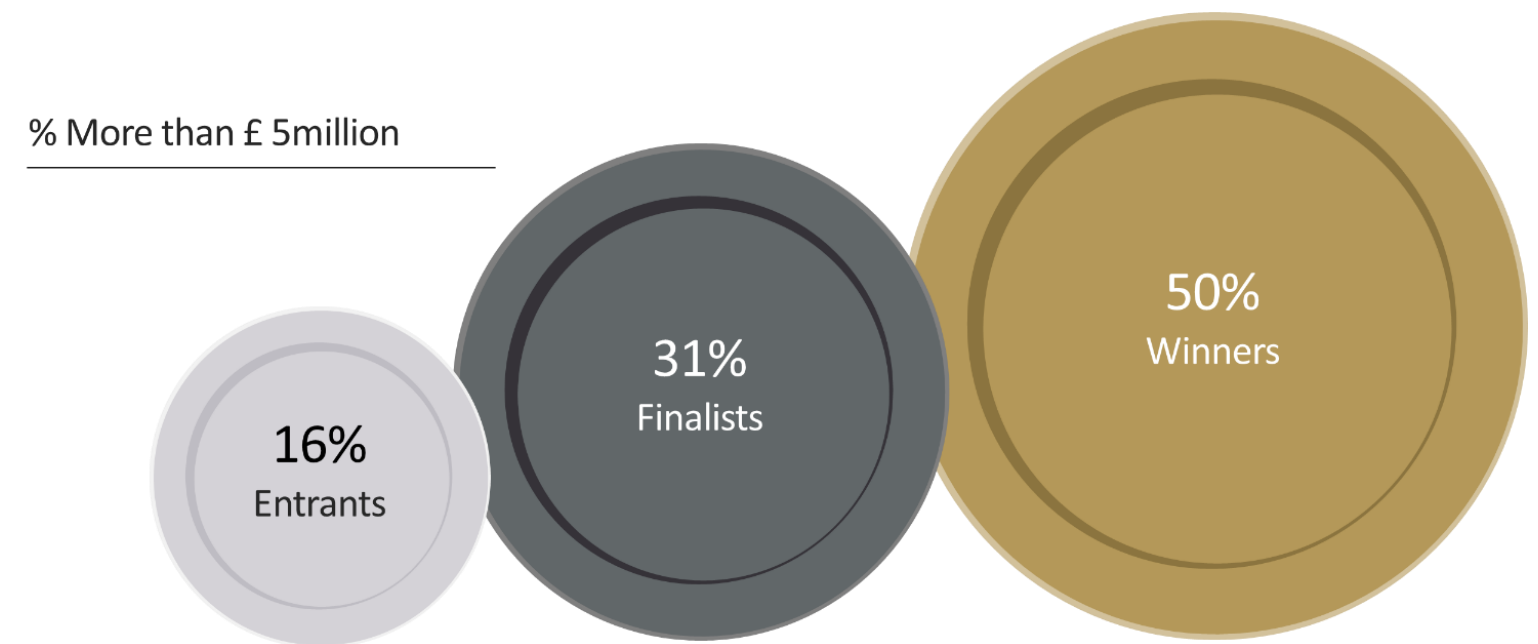
SILVER:
Positive Change:
Social Good –
Non Profit

Winners tend to spend more overall

As a result of the channel mix used by our Winners they are more likely to spend more on their campaigns when compared to finalists or entrants.

However, 50% of the Winners are proving that effectiveness is achievable with smaller budgets.

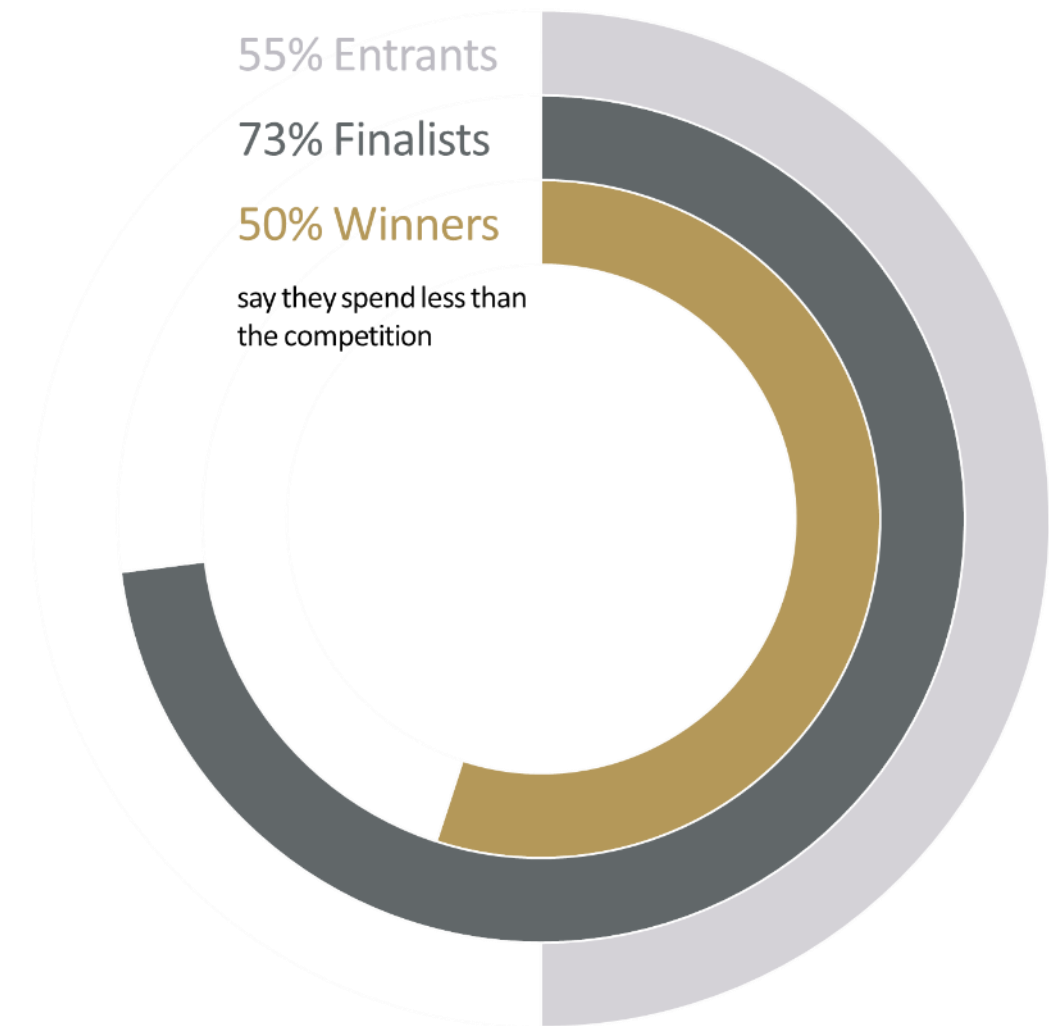
Entrants tend to have much smaller budgets than for Finalists or Winners.



Data from all Effie 2020 Entries, claimed media expenditure

Spending less than the competition can be effective

For many of our entrants, even if they are what most would consider 'big brands' in their categories, they still have less to spend than the market leader. They, therefore, need to adopt the mindset of a challenger brand.



Data from all Effie 2020 Entries, claimed media expenditure

Effie Case Study: The UK's Number 1 Chicken Shop

Example of Not Spending More than the Competition

Brand/Client: KFC

Lead Agency: Mother London

“ In 2018, KFC was the overlooked middle child in QSR. As the category fragmented, the brand had been losing market share to its cheaper competitors; we needed to win back penetration while defending a premium price. ”

Watch the Case Video: [here](#)



BRONZE:
Restaurants

Effie Case Study: The UK's Number 1 Chicken Shop

Inspiration straight from the Agency

“ The success of this campaign was rooted in a pragmatic focus on what KFC genuinely offers to consumers and culture – the great taste that made the UK first fall in love with fried chicken – while **exploring new ways to think and talk about our category and our competition.** That’s what got us to reframing the challenge of increasing chicken shops as an opportunity to highlight our long-standing brand and quality credentials in an unexpected way.

With the uncertainty and changing context of the past year likely to continue at least a little longer, **this combination of remaining consistent and realistic in our view of the brand, and flexible and provocative in our view of its context, is one that will help KFC’s campaigns to continue making an impact.** ”

Tatiana Jezierski
Strategist
Mother London

CHAPTER 3

Bringing the Idea to Life

KEY FINDING

Highly effective campaigns often have higher levels of spend

Highly effective campaigns do not always need to outspend the competition

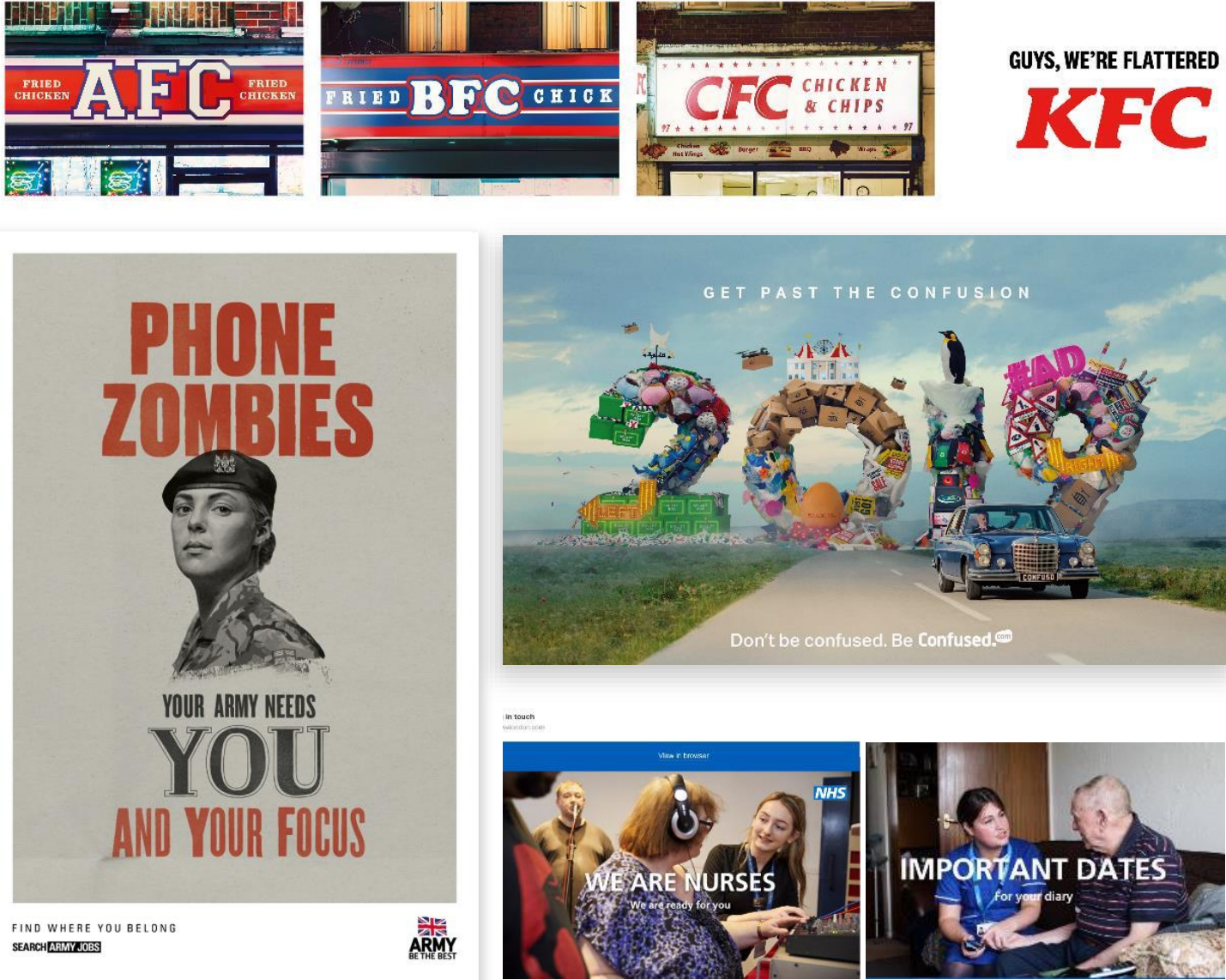
Non Conformity is the key theme to this year's effective campaigns

In this age of clutter, distraction and media overload, a consistent theme to the most effective campaigns (of all spend levels) is their ability to “break” conventions for marketing and communications.

Some campaigns did this by subverting the category conventions (Confused.com) or by challenging how their audience were portrayed and by harnessing public conversation (The Army).

KFC, as we have just seen, by breaking out of their traditional place in the category and reframing the competition to their advantage.

Or the campaign for the Cabinet Office to identify modern slavery – helping frontline staff to change the way that they perceived what was happening in front of them and to empower them to do something about it.



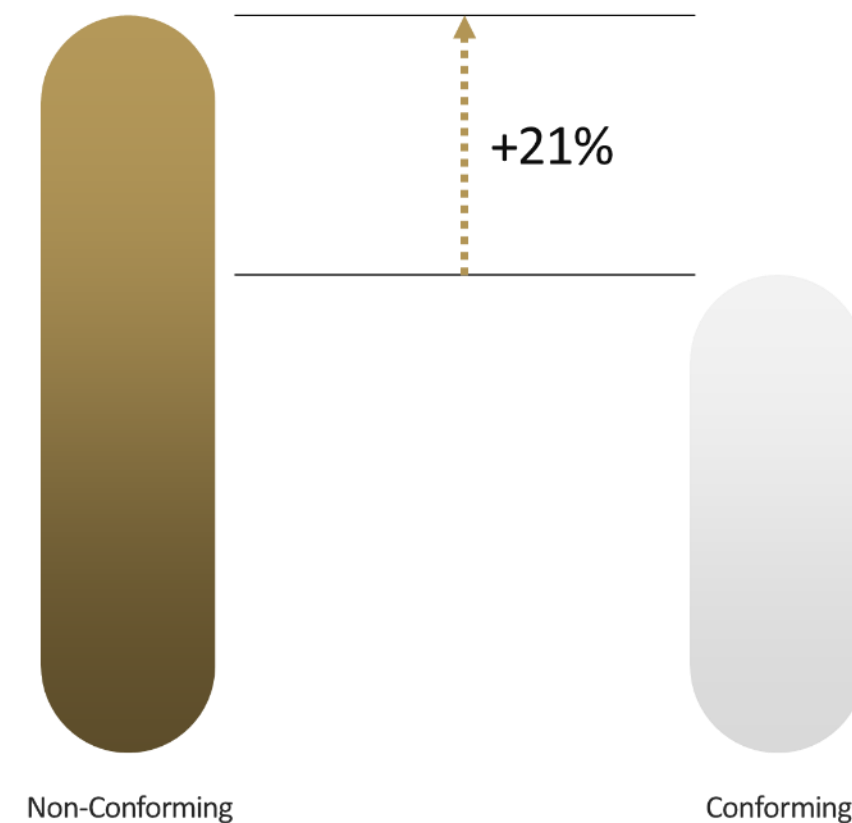
Ipsos Best Practices: Breaking category ad conventions creates greater Brand Attention

Too often advertisers follow a safe path within the confines of category definitions – in the belief that it works. However, as demonstrated by our Effie Entrants, and particularly by our Winners, breaking these ‘rules’ enables campaigns to punch above their weight and to deliver more effectively.

Why does breaking the rules work? People simply do not pay attention to advertising they have already seen, our brains screen them out. People need sufficient novelty to gain their attention.

It is creative that goes outside established category ‘rules’ that is more likely to perform strongly on Brand Attention.

Likelihood of top quintile database placement (*Branded Attention*)



Based on 2015 cases, Ipsos Creative Excellence, Database Meta-Analysis

Effie Case Study: Subverting the category rulebook to transform a business

Example of Breaking Category Conventions

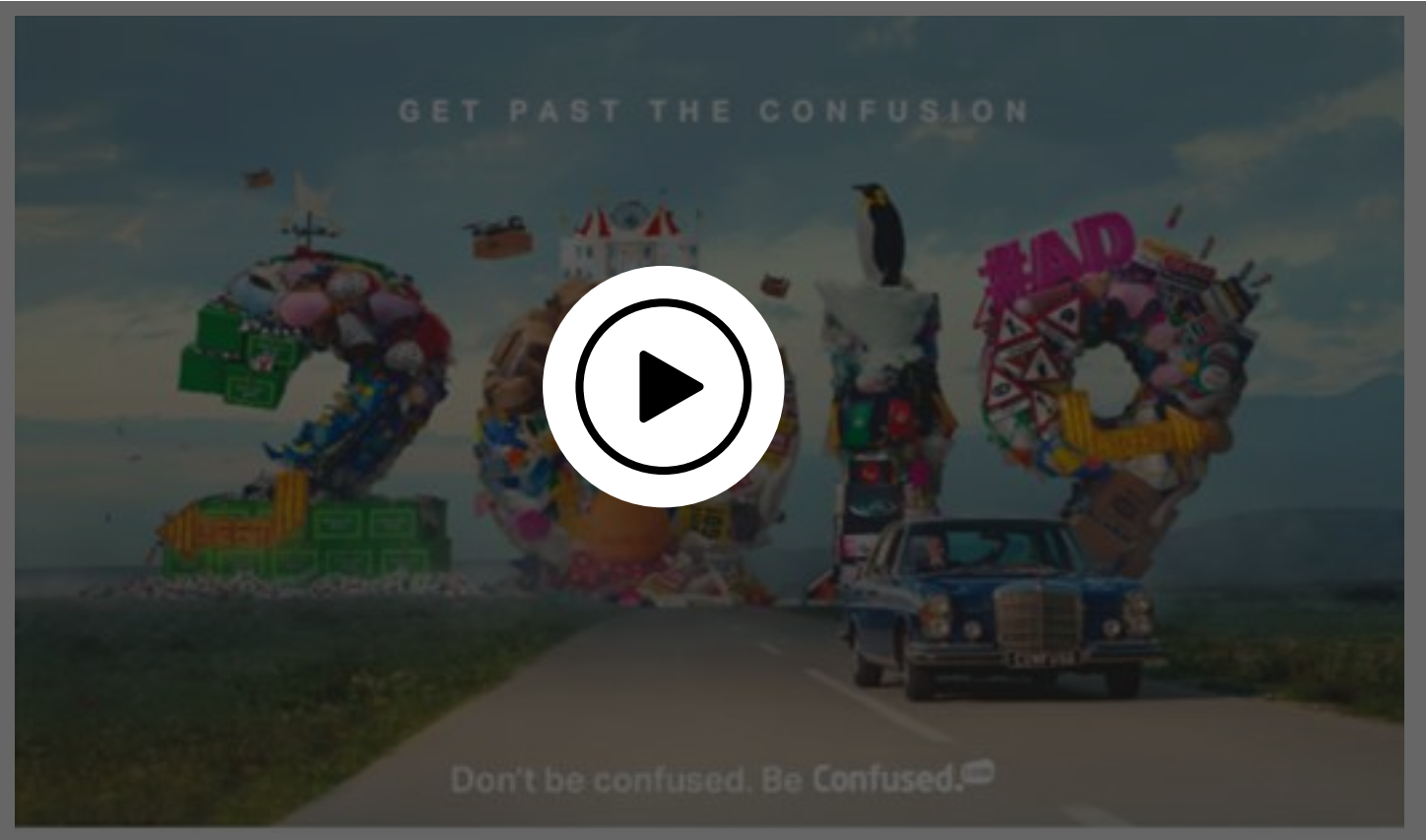
Brand/Client: Confused.com

Agency: Karmarama, PHD London

Contributing Agency: Ebiquity, Drum OMG

“ Price comparison represents a unique category where marketing investment is unusually high relative to sales revenues. An established marketing playbook prioritises noisy, fame-driving communications that have created a high barrier to both entry and survival. This case study outlines how we found a more sustainable path to fame (and to growth) by challenging the accepted communications rules in the category, and by finding fresh focus around a core purpose. We’ve since outgrown some of the most famous advertising properties in the UK – improving marketing ROI by 36%, increasing spontaneous awareness by 45%, and growing faster than all of the competition. ”

Watch the Case Video: [here](#)



Silver:
Internet,
Telecom
and Utilities

Effie Case Study: Subverting the category rulebook to transform a business

Inspiration straight from the Client

“ Ours was a paper that proved **the value in sticking your neck out and breaking the established rules of a category**. In our case, those rules were defined by noisy brand mascots fighting it out for attention and recall. Only by breaking these rules were we able to reassert our position in market – growing from fourth to consistent second place on market share since the time of submission. **2021 brings with it an even greater impetus to innovate and go against the grain, in order to survive in a volatile and unpredictable world.** ”

Sam Day

Chief Marketing Officer
Confused.com

Effie Case Study: Modern Slavery: Hiding in Plain Sight

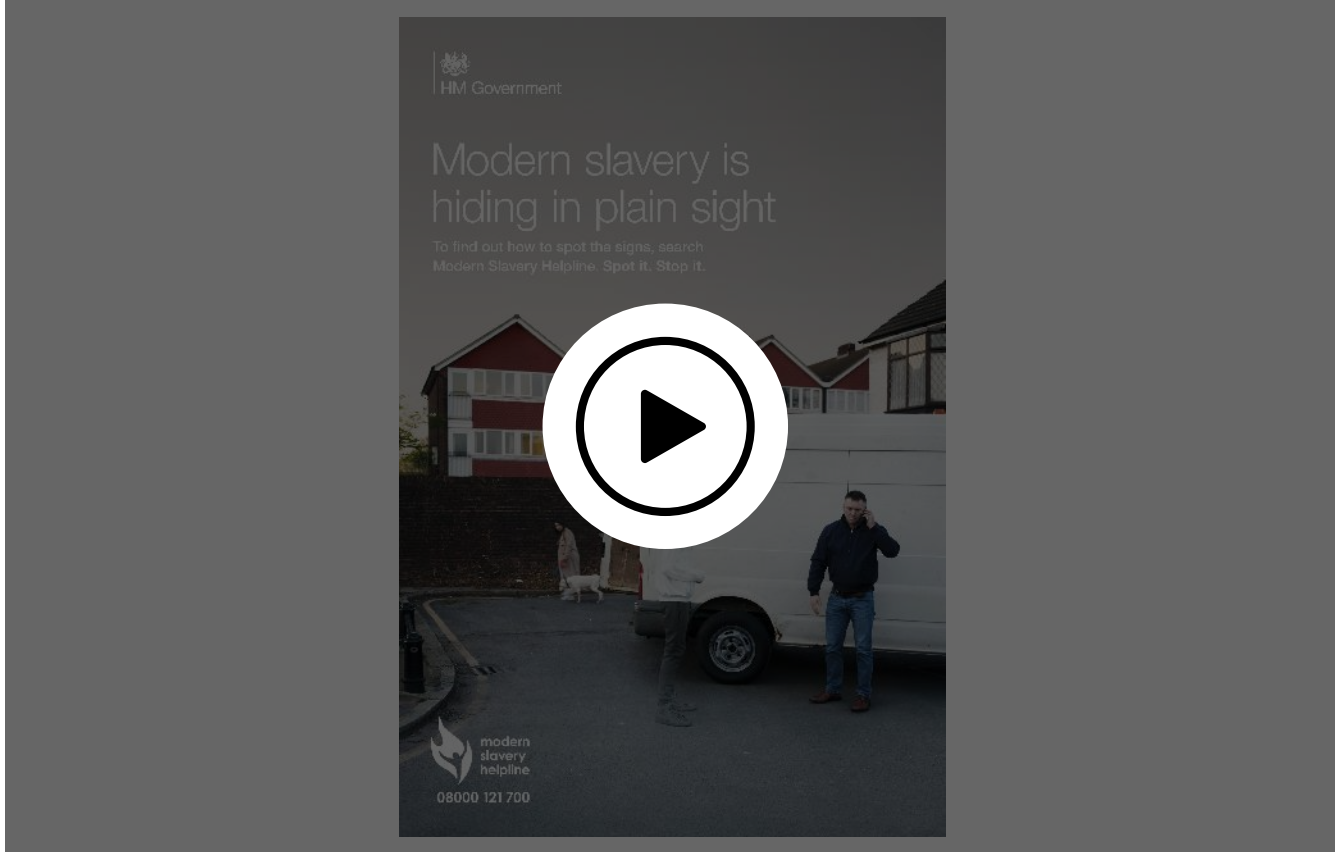
Example of Breaking Category Conventions

Brand/Client: Cabinet Office

Lead Agency: Engine UK

“ Modern slavery is a serious hidden crime and far more prevalent in the UK than assumed. It’s all around us, hiding in plain sight. Its victims suffer unthinkable horrors and it costs taxpayers significantly. Communicating directly endangers victims, but we identified that frontline workers often unknowingly interact with victims face-to-face. Through tailored communications, we helped this audience to spot slavery, stop it and save lives by reporting suspected cases. This resulted in 173 victims being identified and an estimated £56 million in savings to the UK. **”**

Watch the Case Video: [here](#)



Bronze:
Government,
Institutional and
Third sector

CHAPTER 4

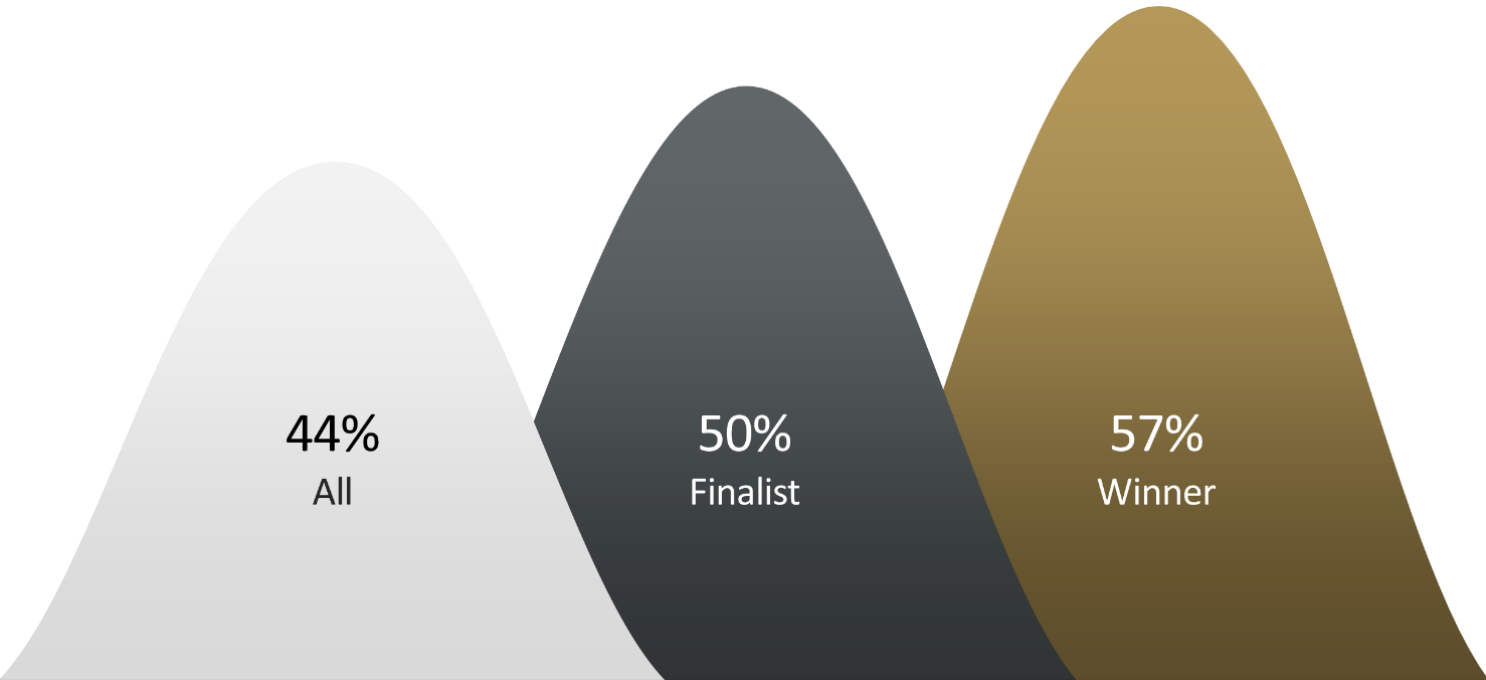
Results

Market share gain is most likely to be claimed by winners

As you would expect from case studies in effective marketing, results often align with objectives.

While market share gain and/or revenue growth is important for all our entrants, the key result that separates Winners from Entrants is the demonstration of market share growth.

Market Share Growth as Result of Campaign



Data from all Effie 2020 Entries, claimed Results

CHAPTER 4

Results

KEY FINDING

Effie Winners are **more likely** to demonstrate Market Share Growth as the primary result

Effie Case Study: Stirring souls and selling bowls the wagamama way

Example of growing penetration

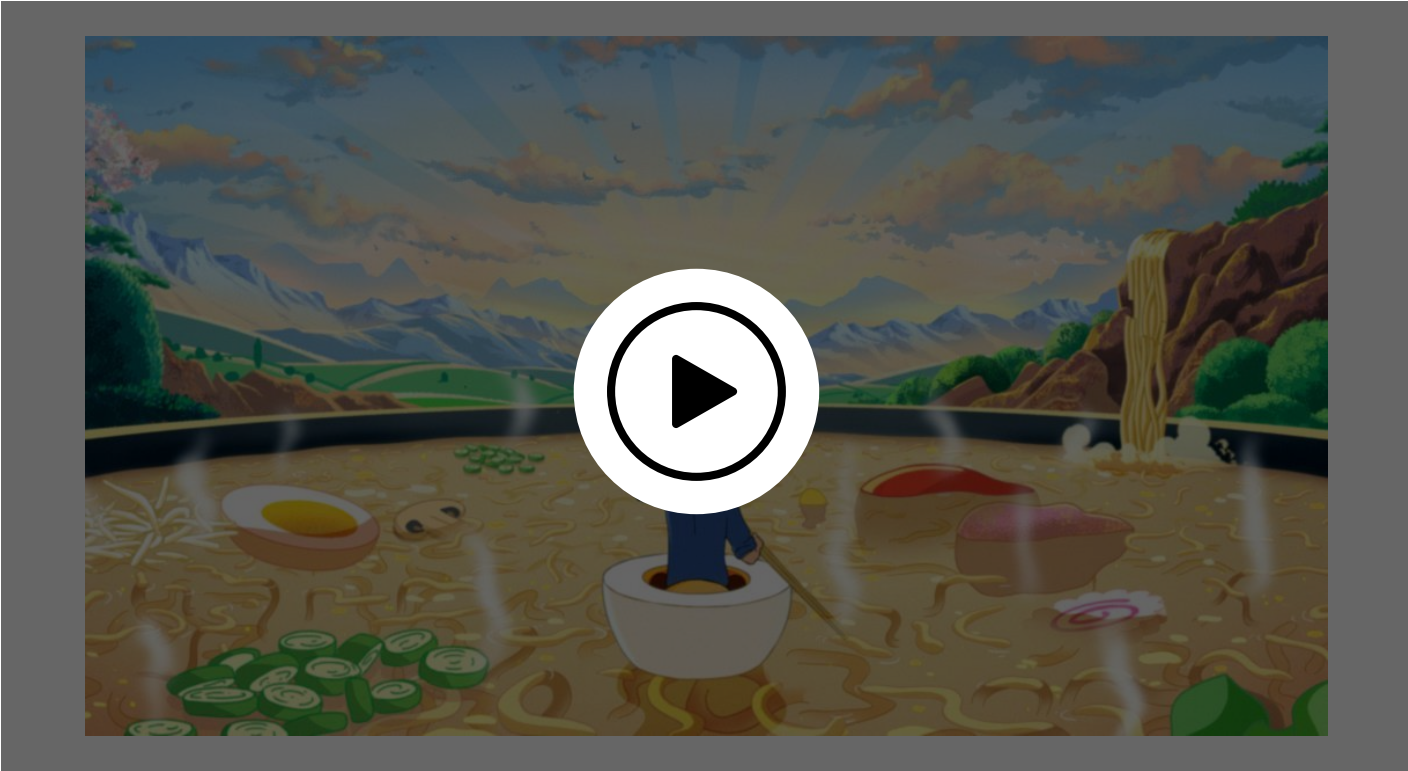
Brand/Client: wagamama

Lead Agency: MullenLowe London

Contributing Agency: the7stars, Holmes & Cook

“ This is the story of wagamama promoting brand, not price, to reach new heights in a casual dining crunch. By embracing its distinctive soulful philosophy, and mastering the secret art of cinema, wagamama attracted a new swarm of urban butterflies through its doors. While others closed shop, our campaign delivered a 6% point penetration increase, grew like for like sales 8.8% vs. market growth of just 1.7%, and achieved a profit ROI of £5.21 for every £1 invested.”

Watch the Case Video: [here](#)



Bronze
Media Strategy
and Idea

Effie Case Study: Stirring souls and selling bowls the wagamama way

Example of growing penetration

“ If the wagamama campaign taught us anything, it was to think more deeply about the potential role of channels. In this case, cinema – deemed at an industry level the least effective media choice - proved to be the most successful element of the campaign, driving both short and long term effects. **While cinema may not be top of the pecking order in the opening months of 2021**, the principle of thinking twice about media rules of thumb is more prevalent than ever. The world we live in has become almost unrecognisable, and in this strangely disconnected yet hyper engaged era, so has our relationship with media. Whether OOH becomes the new avenue for precision marketing, or Zoom the new Facebook, now is the time to reconsider previously overlooked channels and reimagine how to use them. ”

Becky Geiringer
Senior Strategist
MullenLowe London

EXECUTIVE SUMMARY

1

Challenge, Context, Objectives

Campaigns are typically more effective when the objectives are focused and connected.

There is no inherent benefit to effectiveness from targeted or mass market strategies.

2

Insight and Strategic Idea

Diagnosing the challenge and truly understanding the audience through the right research at the right time leads to more effective ideas and campaigns.

3

Bringing the Idea to Life

More channels are used by Winners and these also tend to be the channels with the greatest reach.

Highly effective campaigns do not always need to outspend the competition to succeed, rather they succeed by taking a different path to the rest of the category.

Non Conformity was a key creative theme for effective campaigns.

4

Results

Effie Winners are more likely to demonstrate Market Share gain as the primary result.

For more info on the data and findings in this report, please contact:

Eleanor Thornton-Firkin

Head Creative Excellence, Ipsos MORI

Eleanor.thornton-firkin@ipsos.com

Juliet Haygarth

MD, Effie UK

Juliet@effie.org