



effie AWARDS

UNITED STATES

2019 Effie Report • In partnership with Ipsos



Foreword by Effie



Effie is the world’s largest global community of thinkers and practitioners of marketing effectiveness, powered by a data set of over 10,000 effectiveness case studies from the past 50 years. As a not-for-profit organization, we exist to reinvest learning back into our industry through a variety of platforms. One way we do this is by sharing learnings from our Effie Awards programs, which recognize any and all forms of marketing that contribute to a brand’s success. We are proud to partner with Ipsos to share trends and actionable lessons from this year’s Effie Awards U.S. data and case studies.

The following report provides guidance and practical examples of effective marketing best practices that can be applied to your marketing programs.

The fundamentals of marketing effectiveness remain at the core of everything we do, which Effie analyzes across four pillars:

1

Challenge, Context, Objectives

2

Insight and Strategic Idea

3

Bringing the Idea to Life

4

Results

Every entry submitted to an Effie Awards competition across our 50+ global, regional and national programs undergoes rigorous evaluations of their case studies by expert industry judges, who examine and debate each case’s strategic communications challenges and objectives, the idea, how the idea was brought to life through creative, and what makes an Effie an Effie: strong results, which account for 30% of each entry’s total score. The 2019 U.S. entries were reviewed by 900+ judges around the country.

There is much to learn from the rich data that lives within Effie’s case studies, and our partners at Ipsos have uncovered key trends that emerged from both winning and non-winning work in the 2019 Effie Awards U.S. competition. Effie believes that effectiveness is dynamic, and whether it be the effectiveness of long vs short-term communications, the efficacy of strategic research, or the power of disruption in creativity, the following pages showcase key themes in marketing effectiveness that have ultimately driven brand growth. While the fundamentals of marketing effectiveness remain the same, the marketing landscape is ever-evolving and with that comes the opportunity to set higher benchmarks and inspire greater insights and learning.

A handwritten signature in black ink that reads "Traci Alford".

Traci Alford, President & CEO, Effie Worldwide



Foreword by Ipsos



My career has been built on chasing the noble art of advertising effectiveness: helping to bring brilliant, effective advertising ideas to life in the agency world at Lowe or Cliff Freeman & Partners, following the digital media revolution and what it would mean for advertising effectiveness to the IAB, and finally looking for the proof of effectiveness in the world of independent market research at Ipsos.

Some of the findings uncovered in this report should be reassuring to all of us—that you don’t have to buy your way to effectiveness, or that focused work is typically more effective.

Some confirm what many of us have long known to be true—that creative and sometimes intangible elements, such as disruptiveness, are still the core of making effective advertising.

Some highlight recent and important changes to the industry—that almost everyone knows the best channels, and it’s what you do with the new canvasses that counts, now more than ever. Or that brands standing for something doesn’t have to come at the expense of driving sales and growth.

The most important finding for me in this report is also the most heartening and bodes well for the future of our industry: the pursuit of effective advertising is more alive today than ever, with more practitioners from more perspectives and backgrounds bringing more tools and experiences to bear.

Like all great pursuits, the quest for the ultimate in “effective advertising” will never be finished, but with each Effie entry, I am certain that we as an industry move closer.

Peter Minnium, President, Ipsos US



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EXECUTIVE SUMMARY

Effie's 4 Pillars are the Framework for our 2019 Effie Awards Analysis. These are the highlights:

1

Challenge, Context, Objectives

Our analysis shows it continues to be quality over quantity when it comes to the number of objectives.

Both long-term and short-term objectives can be effective, but each utilizes a different targeting approach.

2

Insight and Strategic Idea

Nearly one quarter of this year's Effie U.S. entries are classified as brand purpose efforts, and they win awards for clearly demonstrating effectiveness.

3

Bringing the Idea to Life

There is no shortcut to effectiveness through the number of channels used or the amount of money spent. Reviewing creative trends from this year's Effie entries uncovers disruption as the key creative theme to effective campaigns in 2019.

4

Results

Effie Winners are more likely to demonstrate revenue gain or new customer acquisition, and less likely to show increases in awareness as the primary result.

Effective campaigns that drive awareness typically also drive a strategic perception shift.

CHAPTER 1

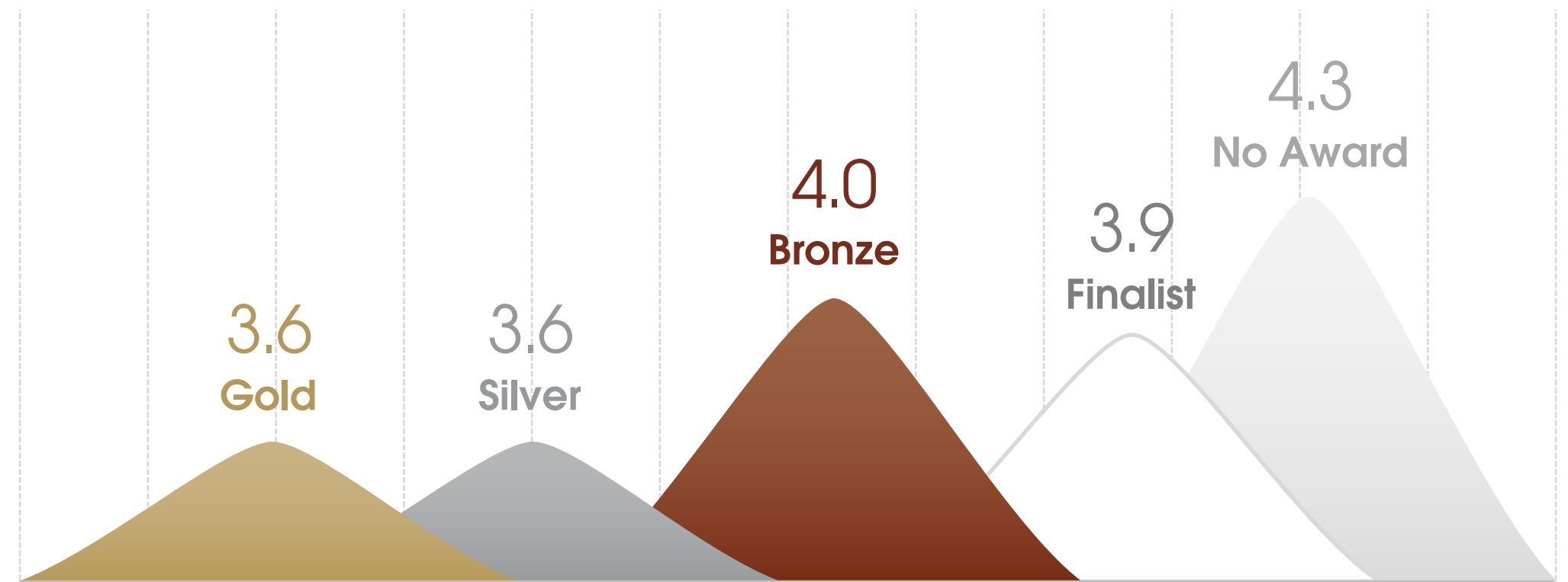
Challenge, Context, Objectives

When it comes to Objectives, Less is More

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.

One common mistake marketers may be making is trying to do too much at once. A finding coming out of this analysis is that work that is judged to be most effective has less objectives than work that does not win awards.

Average Number of Objectives



Data from all Effie 2019 entries

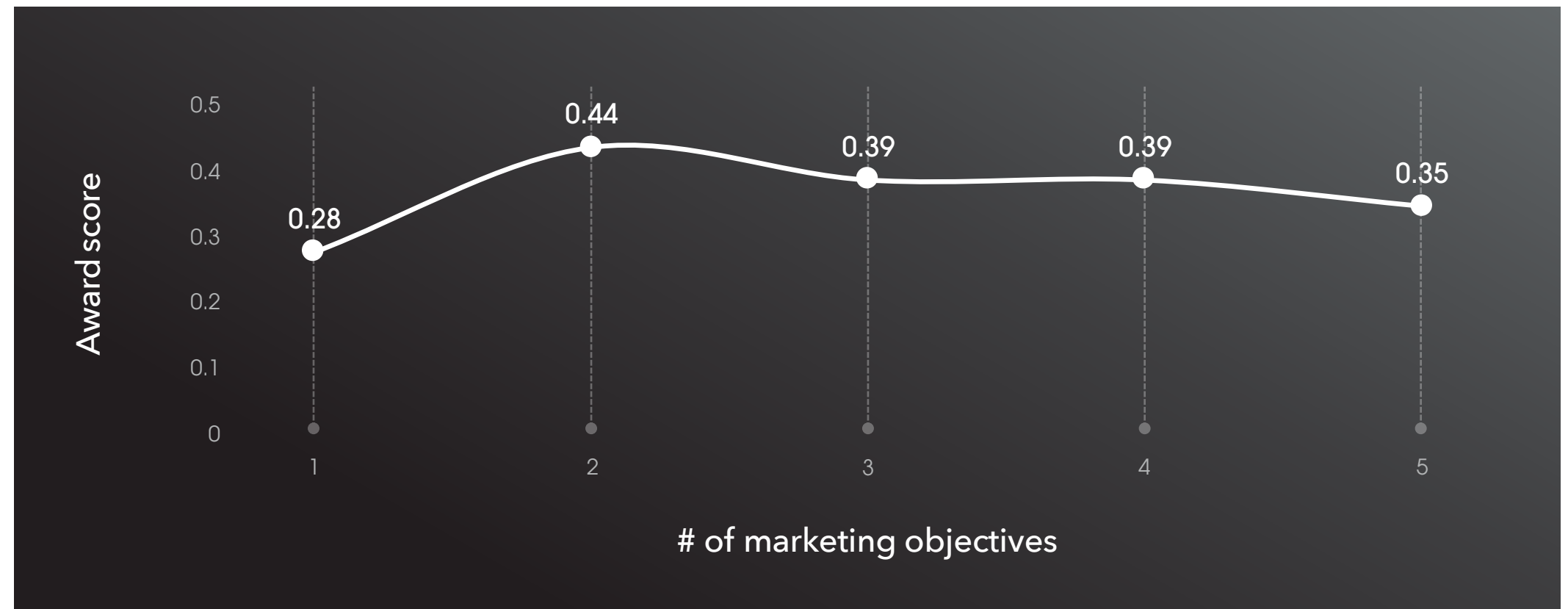
'Less is More' is historically true for Objectives

Winning entrants tended to be more focused in their objectives, valuing quality over quantity—this can also be interpreted as being more focused in their messaging. This is a pattern that has held true over the life of the Effie awards—a historical analysis of Effie entrants saw a similar trend.

Campaigns with two objectives seem to have been the most successful over the years and while that number is higher in 2019, the conclusion remains the same.

Less Objectives, Not More

n=5,645



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

Challenge, Context, Objectives

 KEY FINDING

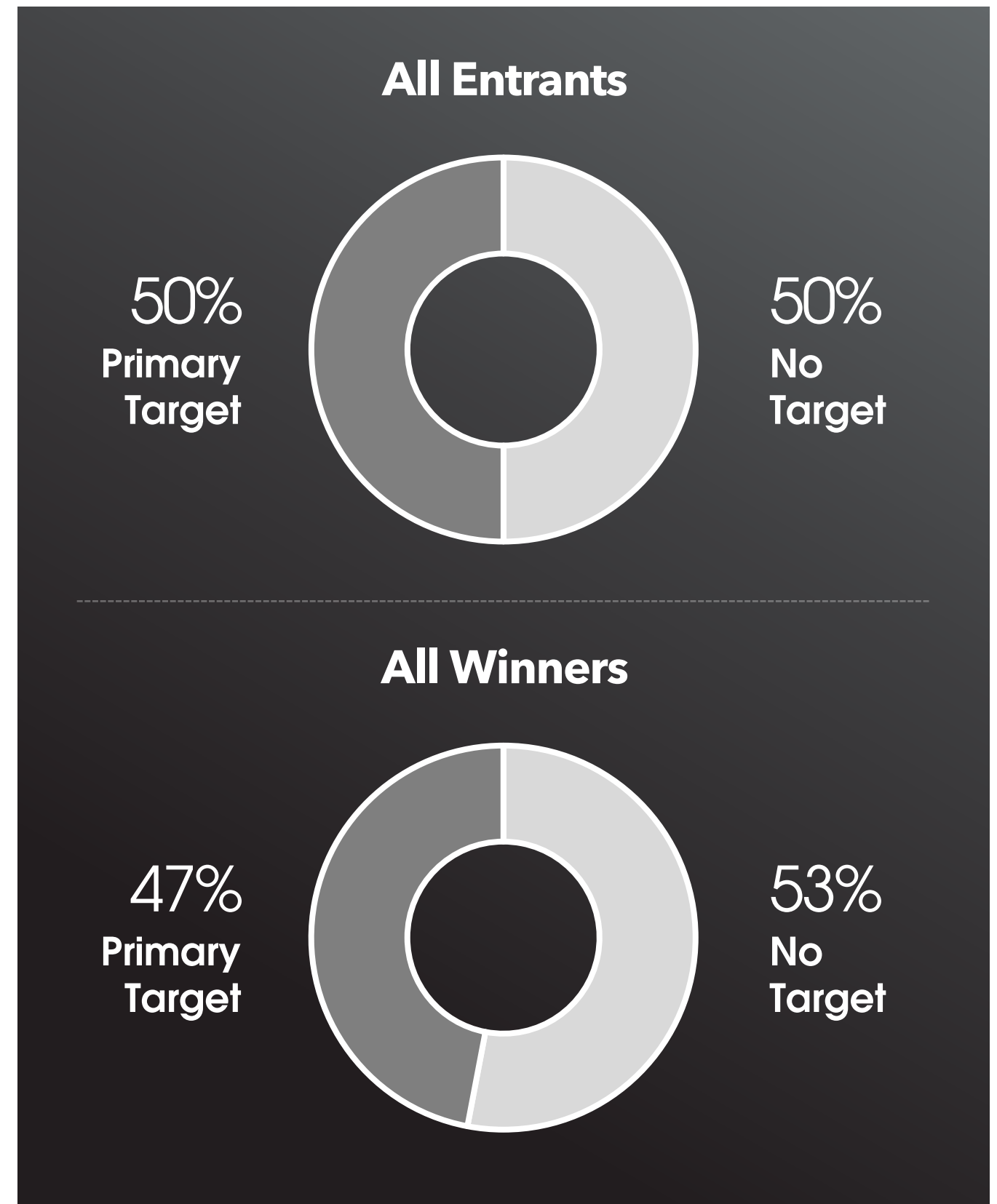
Campaigns are typically **more** effective when they have **less** objectives.

Mass and Targeted can both be Effective Strategies

One area worth inspection is the targeting strategy that marketers use. At a broad level, we can code all entries in a binary sense—do they identify a ‘primary target,’ or not. The assumption (backed up through reading individual cases) is that those who do not identify a primary target are generally utilizing a ‘mass’ strategy that aims to reach the total possible market.

The first thing that stands out is that there is no difference in the spread of targeted vs. mass for the winners or the total entries. There is close to a 50:50 split for both groups.

Of course, for each brand and each situational decision made by marketers, there may well be a clear strength to targeted, or mass market. But the data would suggest that both are equally able to deliver effective communication, given the right circumstances.



Data from all Effie 2019 entries, all Effie 2019 Winners, ‘claimed primary target’

Challenge, Context, Objectives

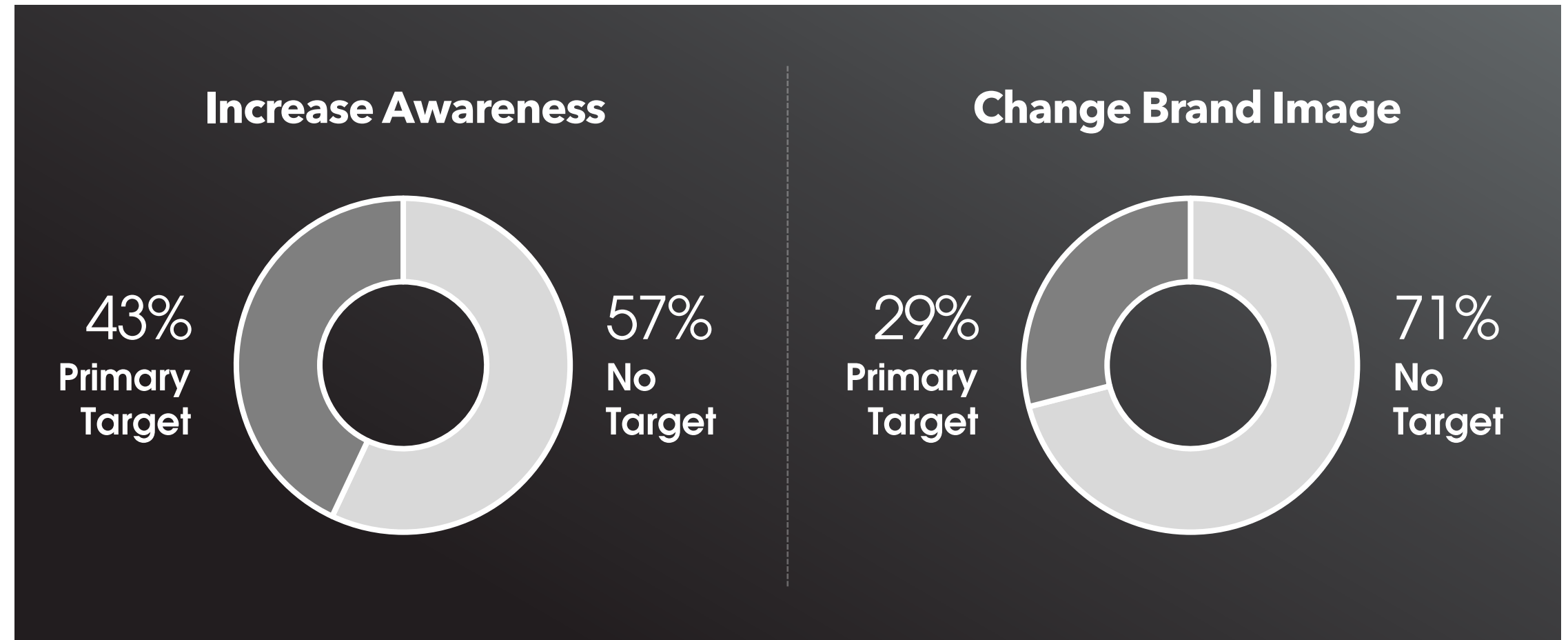
 KEY FINDING

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

Targeting and Mass Market help with different Objectives

Long Term

Effective marketers (Effie winners) are more frequently using a mass market strategy to deliver on long-term goals such as raising awareness or changing brand image.

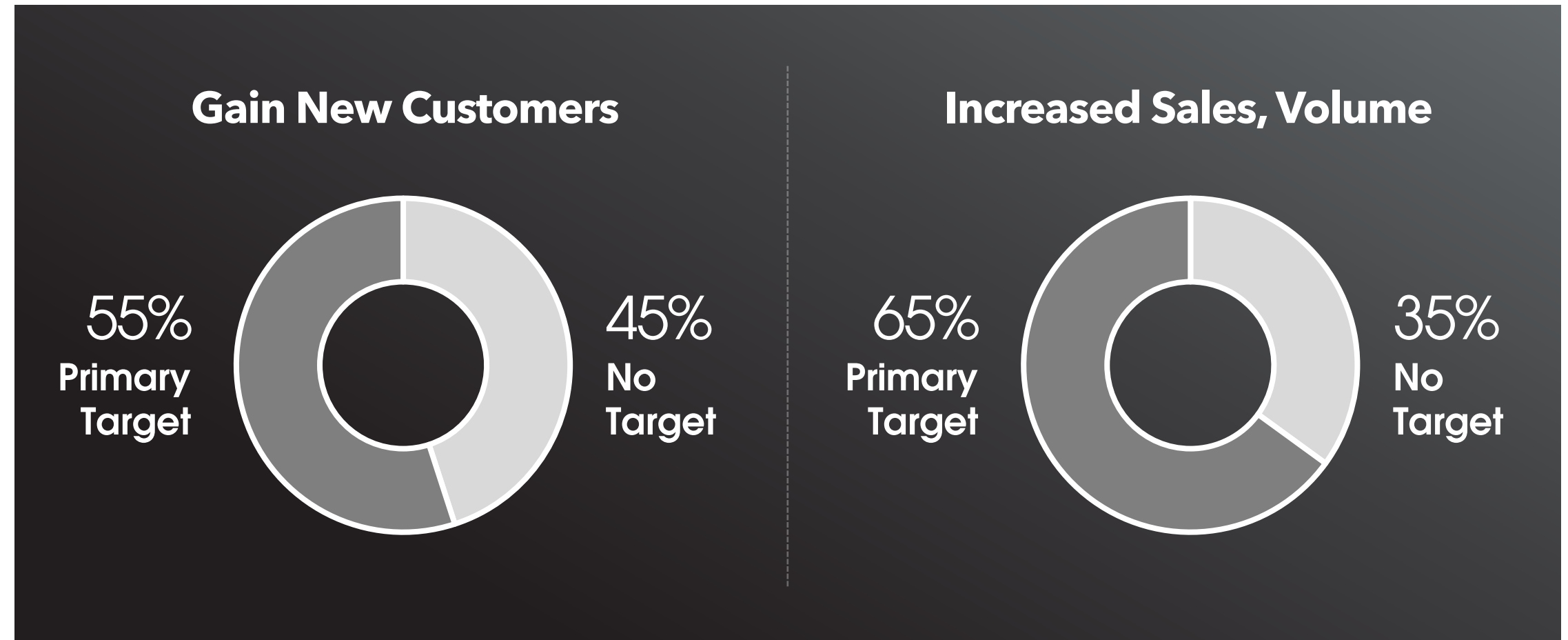


Data from all Effie 2019 Entries with claimed Primary Objective of 'Increase Awareness' or 'Change Brand Image'

Targeting and Mass Market help with different Objectives

Short Term

Targeting is utilized by Effie winners more frequently when there is a short-term, sales-focused slant, such as increasing penetration, particularly when driving volume.



Data from all Effie 2019 Entries with claimed Primary Objective of 'Gain New Customers' or 'Increase Sales / Volume'

Challenge, Context, Objectives

KEY FINDINGS

Effective long-term communication uses **mass marketing** more than targeting.

Effective short-term communication uses **targeted communications** more than mass market.

Effie Case Study: Prescribed to Death

Example of Mass Market, Long Term Objectives

National Safety Council

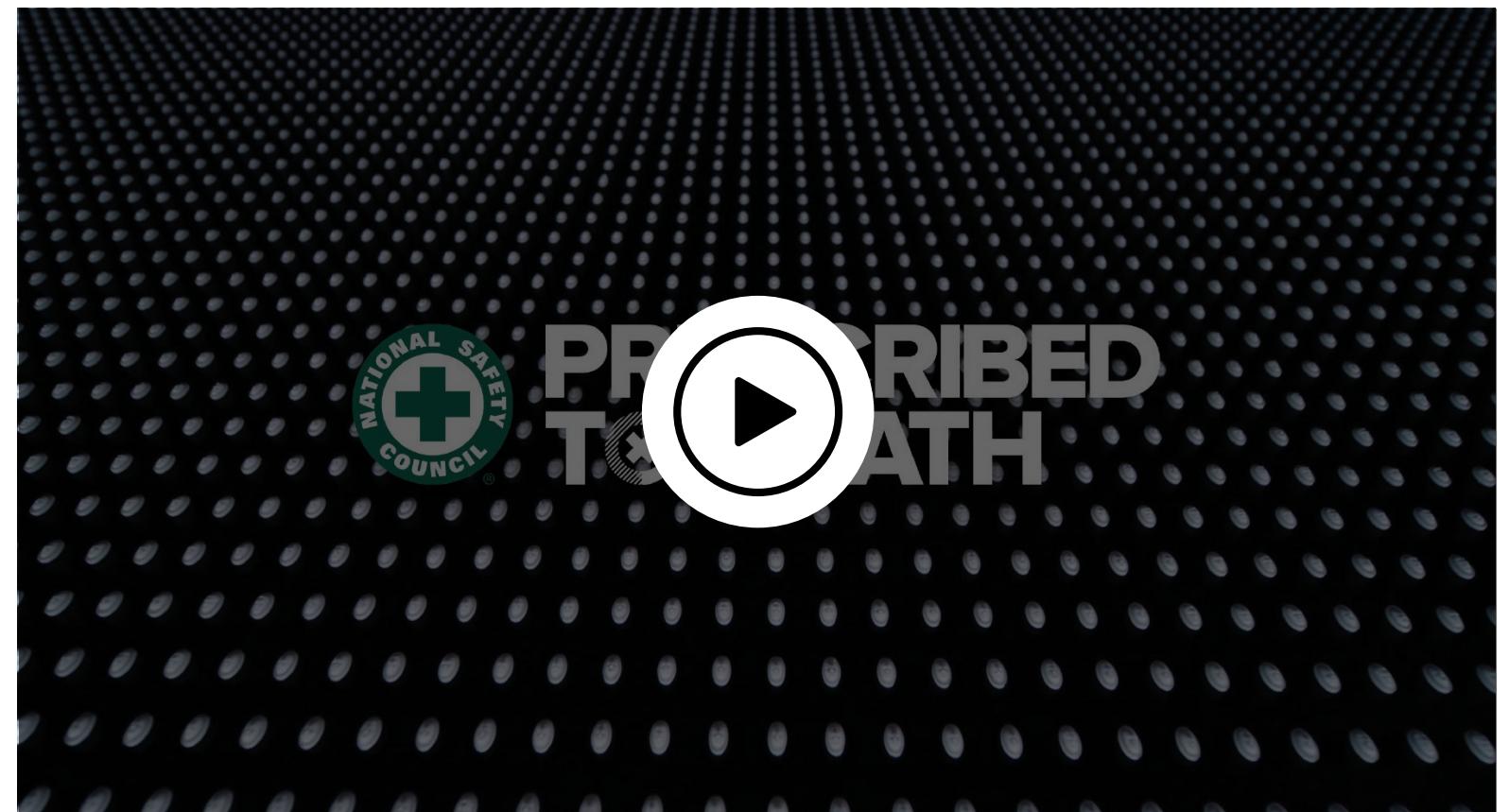
Lead Agencies: Energy BBDO

Contributing Agencies: PHD, Ketchum

How can you get Americans to take the threat of prescription opioids seriously when they don't believe addiction can happen to them?

This was National Safety Council's challenge as they sought to quell the surging prescription opioid epidemic. By creating a moving personal experience that helped people see themselves in the crisis, NSC was able to combat misperceptions about the epidemic. The resulting program established NSC as a leader in the fight against the prescription opioid epidemic and **gave 1 million+ Americans a tool to protect themselves from addiction.**

Watch the Case Video: https://www.effie.org/case_database/case/HE_2019_E-3573-715



GOLD: Disease Awareness and Education: Non Profit



SILVER: Small Budgets- Services: Non-Profit



SILVER: Brand Experience: Live



BRONZE: Carpe Diem- Services

Effie Case Study: Start his Journey

Example of Targeted, Short Term Objectives

AXE, Unilever

Lead Agencies: Team Unilever Shopper, Geometry

Contributing Agency: Mirum Shopper

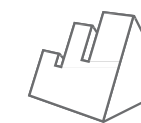
Axe nationally targeted an older teen. At Walmart, this left a void for our core mom shopper and sales suffered as she felt Axe wasn't right for her younger son just entering puberty.

So, we did something radical, **spoke directly to gatekeeper mom at Walmart with the objective of driving incremental sales.** We used a targeted Omni-channel approach beating all benchmarks of engagement and more than doubling our sales growth goal. Axe and Walmart became the Walmart Mom's trusted partners to Start His Journey.

Watch the Case Video: https://www.effie.org/case_database/case/SME_2019_E-446-532



GOLD: Shopper Marketing:
Single-Retailer Program: Mass Merchants



FINALIST: Shopper Marketing:
Omni-Channel Shopper Experience

CHAPTER 2

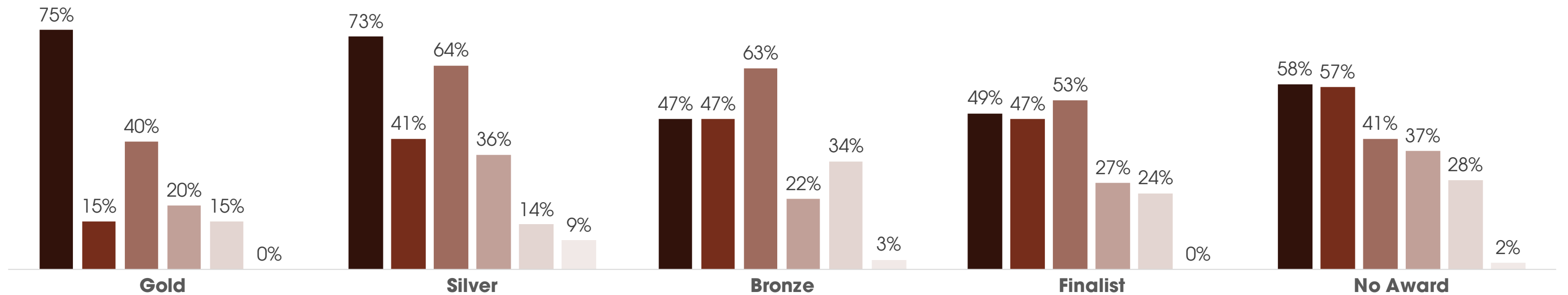
Insight and Strategic Idea

Doing the right Research is important: Strategic research and Focus Groups were the most common methods used by high level award winners.

Early research allows for the findings to impact the final work, rather than just being used to grade the work. Those with no award over-index on both “did no research” and claiming that tracking was primarily research conducted, which indicates that no specific research was conducted to aid development of the work entered.

All Research Conducted

● Strategic
 ● Tracking
 ● Focus Groups
 ● Positioning/Concept Testing
 ● Copy Testing
 ● Neuroscience



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

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

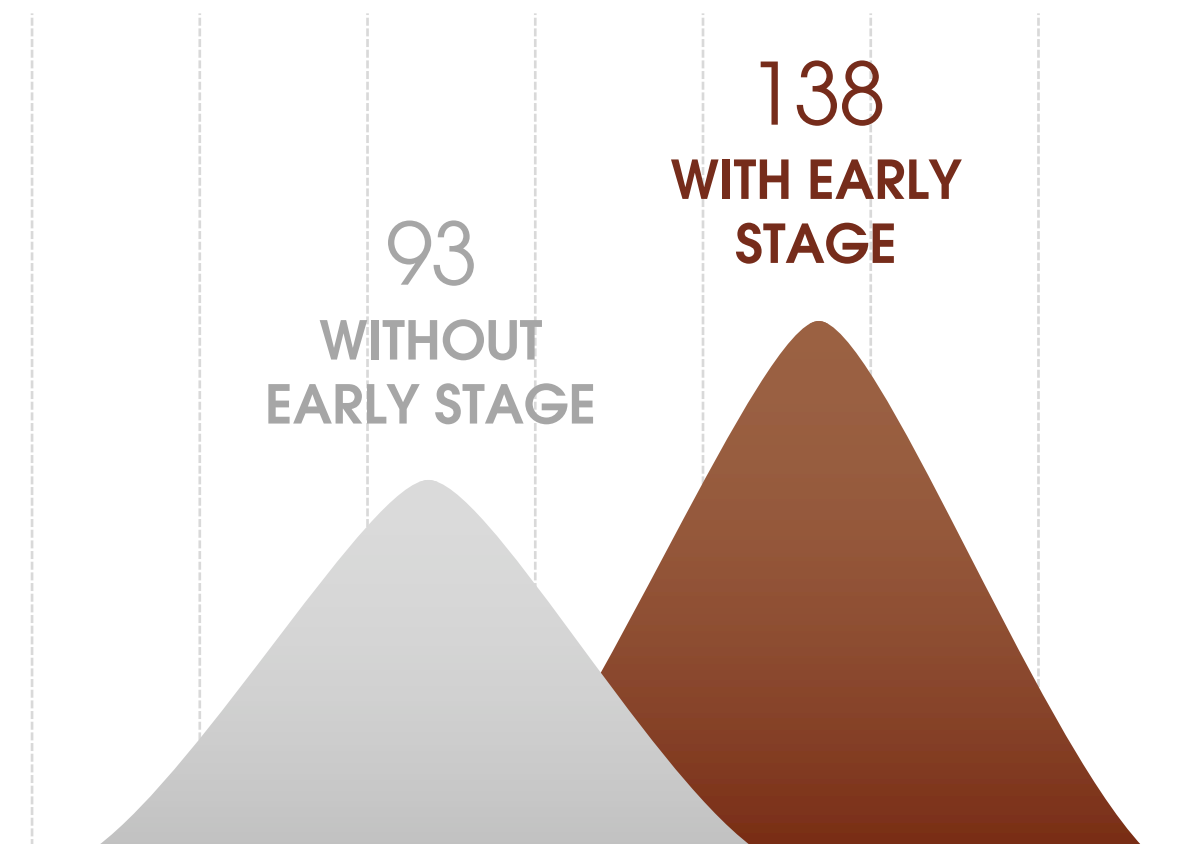
Creative testing is often done "too late" in the process, missing the opportunity to develop, learn or co-create big ideas or creative content further.

Starting early to ensure communication is founded on relevant connections with consumers drastically 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

Insights and Strategic Idea

 KEY FINDING

Strategic research and differentiated insights lead to **more effective work.**

Effie Case Study: Anything for Baby

Example of Strategic Positioning Research

Big Idea explored and optimized in Ipsos Creative|Labs

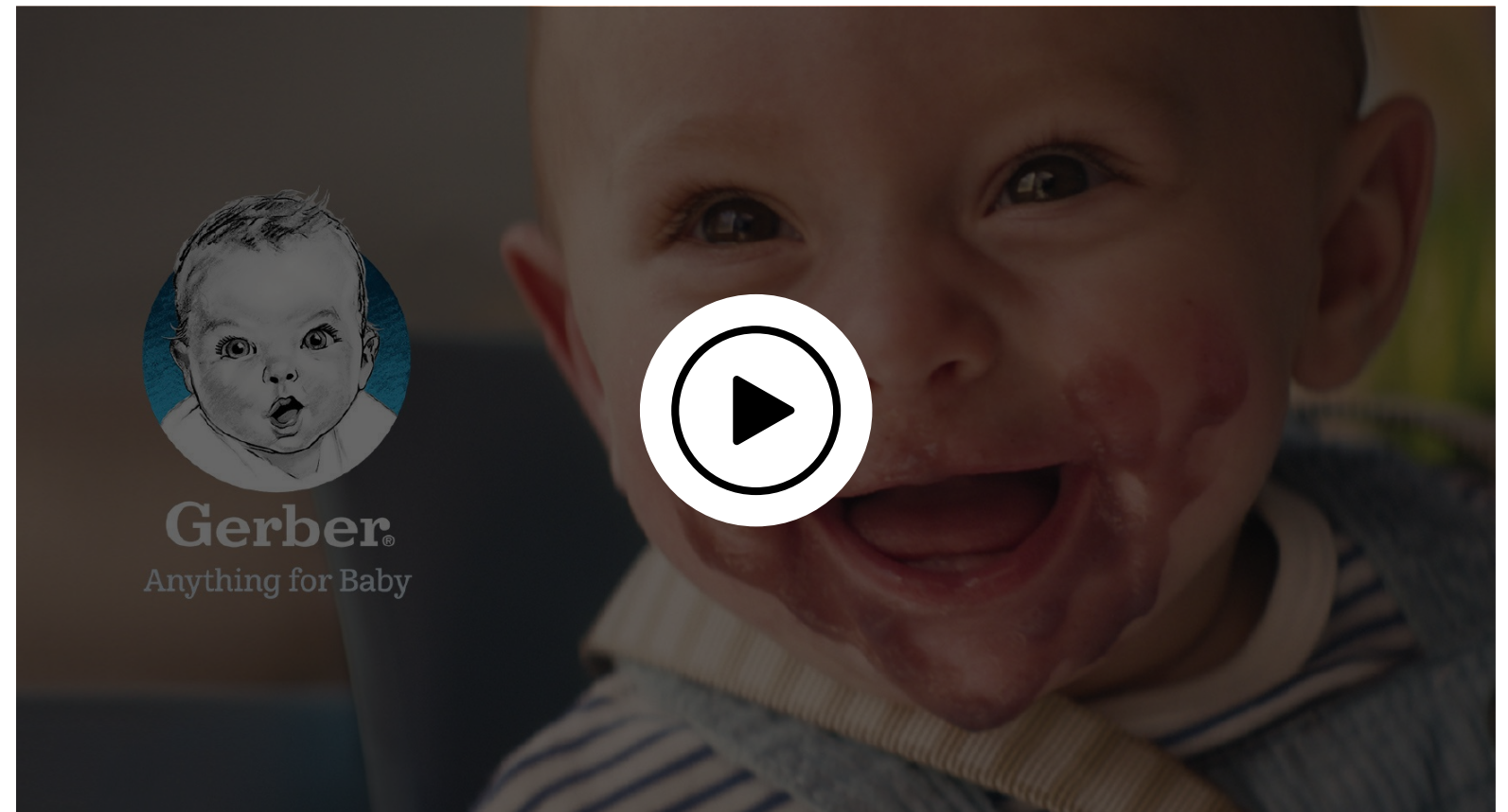
Gerber, Nestlé

Lead Agencies: Terri & Sandy, Ogilvy

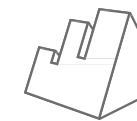
Contributing Agency: Edible, Hornall Anderson, Hogarth

Over the past decade, Gerber, the most famous face in the baby aisle, was blindsided by the biggest revolution in baby food ever. As moms clamored for healthier options for their little ones, Gerber's food credentials were questioned, and the brand was left looking more out-of-touch than iconic. Gerber rose to the challenge with far more than a campaign. "Anything for Baby" was a rallying cry that transformed the whole brand, shattering moms' expectations and reversing close to a decade-long slide in sales and market share.

Watch the Case Video: https://www.effie.org/case_database/case/US_2019_E-3782-646



GOLD:
Packaged Food



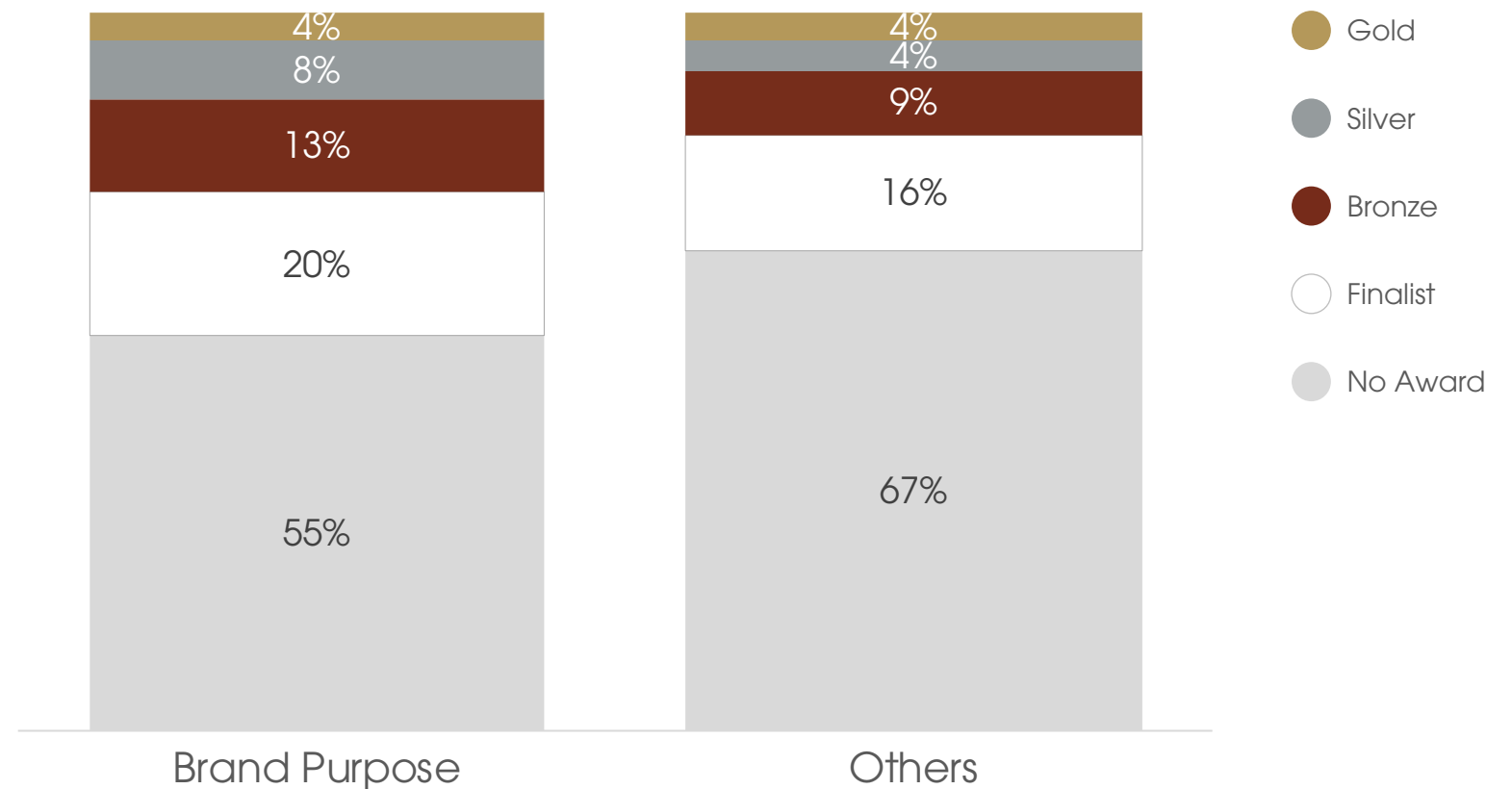
FINALIST:
Renaissance

Can Brand Purpose Campaigns be Effective? YES!

Out of all of the work entered for an Effie award this year, about a quarter were considered to contain a 'Brand Purpose' by way of looking at the claimed objective, the claimed result, the category entered, or just the content of the creative work by itself. This excludes all non-profit entries.

Nearly half of the Brand Purpose campaigns qualified as finalists, compared to one third of non-purpose entries.

Effie Performance by Brand Purpose and all other campaigns



Data from all Effie 2019 Entries, identified by Ipsos as containing a 'Brand Purpose' or not

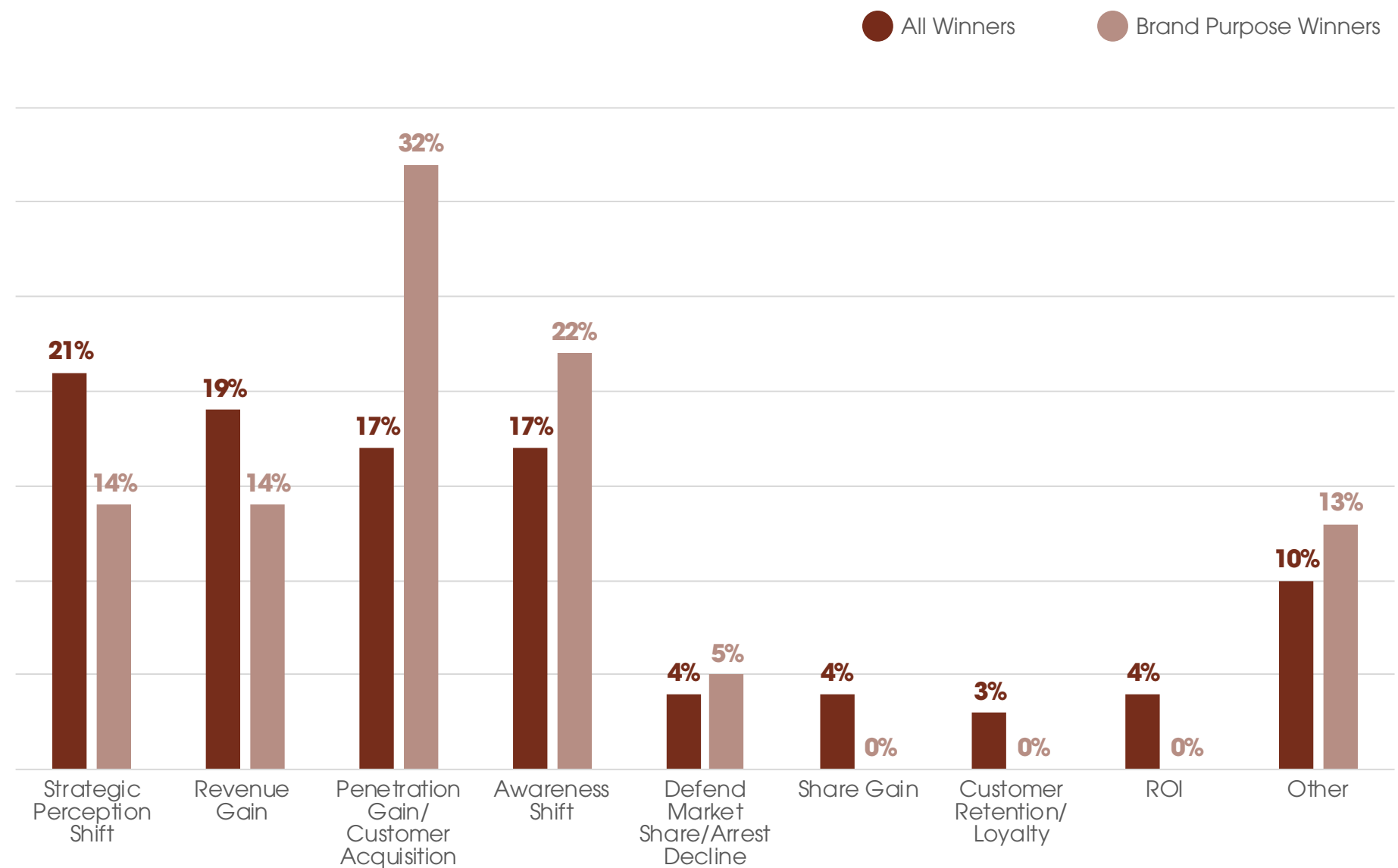
What do Brand Purpose Campaigns deliver?

The same things that non-brand purpose campaigns deliver!

This year's Effie-winning Brand Purpose campaigns tended to follow two themes regardless of budget: taking a clear stance on a social or political issue or encouraging consumers to find ways to impact the world around them in a personal and positive way.

As the following cases will reveal, rolling out a campaign with purpose can go much further when it encourages consumers

to pursue a change in the world alongside the brand. These cases will explore the effectiveness of these approaches backed by both small and large media budgets.



Data from all Effie 2019 Entries, claimed 'primary result'

Insights and Strategic Idea

 KEY FINDING

Brand purpose and effectiveness can and do **live together.**

Effie Case Study: It's Time to #AxThePinkTax

Example of Brand Purpose & Revenue Gain

European Wax Center

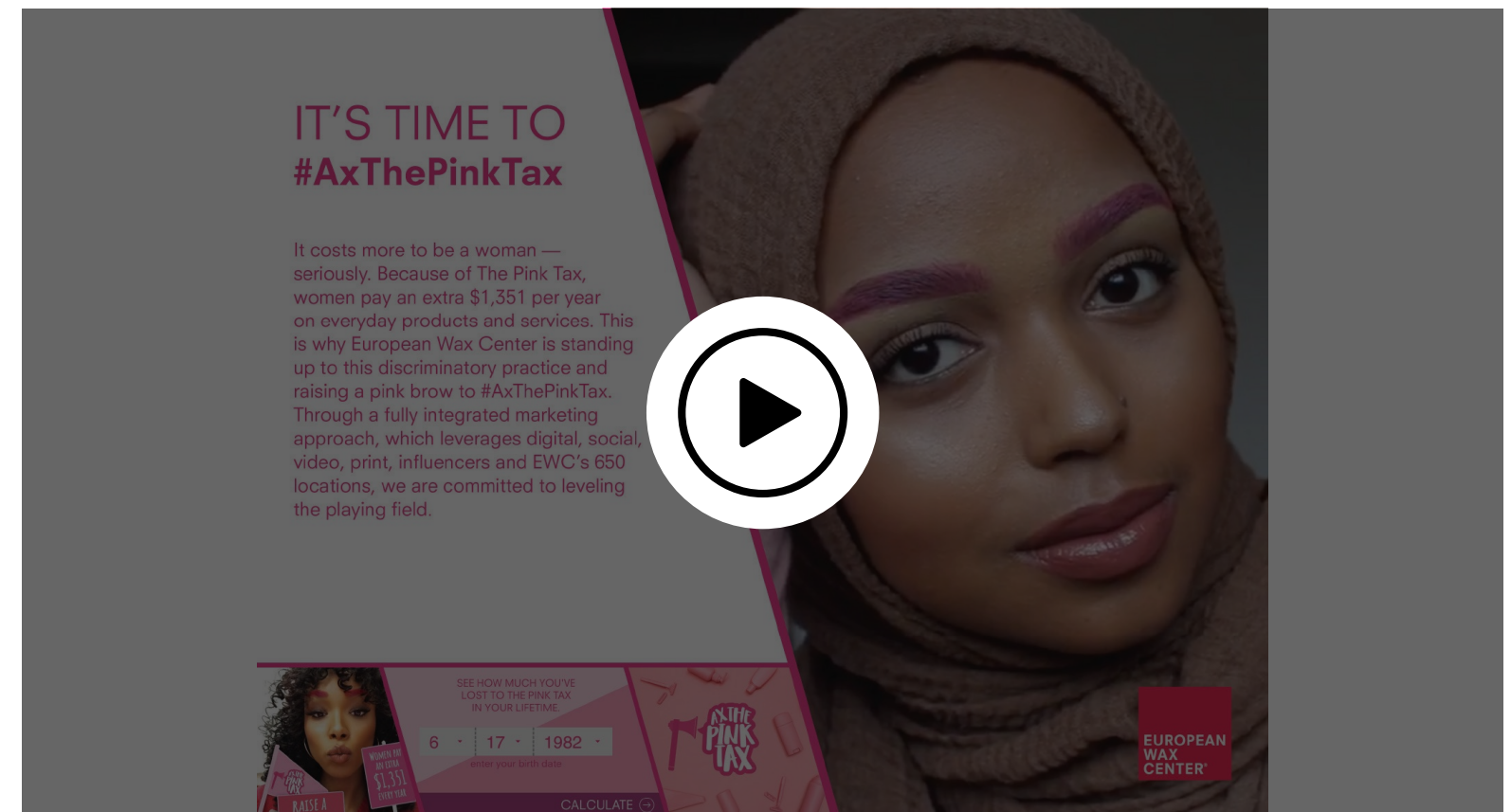
Lead Agencies: Pereira O'Dell, SwellShark

Contributing Agency: DKC, Laundry Service

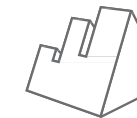
European Wax Center **grew sales by 33% vs. year ago** against the backdrop of a flat category typically driven by cost and convenience.

They did this by **connecting a core attribute of many beauty brands, confidence, to a cause they believe in: The Pink Tax**, a premium charged by companies for the "female" versions of products. According to a study done by the City Of New York, this premium can be as high as 48% for some basic beauty products.

Watch the Case Video: https://www.effie.org/case_database/case/US_2019_E-3700-277



SILVER:
Beauty



FINALIST:
Shopper Marketing: Single Retailer Program- Other

Effie Case Study: One Million Acts of Good

Example of Brand Purpose & Arrest Decline

Cheerios, General Mills

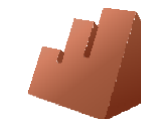
Lead Agencies: Mindshare

Contributing Agency: The Ellen DeGeneres Show, 72andSunny

For over 75 years, Cheerios had been at the center of America's breakfast table, but the brand was losing relevance at a time when conversation in America had turned toxic. We endeavored to do our part to make America's mood—and Cheerios sales—more positive.

By partnering with The Ellen DeGeneres Show, we rallied America to do and share One Million Acts of Good. The results: Cheerios was able to **turn around a \$30 million decrease in sales** in the last 5 years, and **sold an incremental 6 million boxes of cereal**, a sharp spike in viewer-ship for Ellen, and over \$1 million dollars donated to those doing the good.

Watch the Case Video: https://www.effie.org/case_database/case/ME_2019_E-4175-361



BRONZE:
Media Content Partnerships

Effie Case Study: Unfund/Fund

Example of Brand Purpose and Customer Acquisition

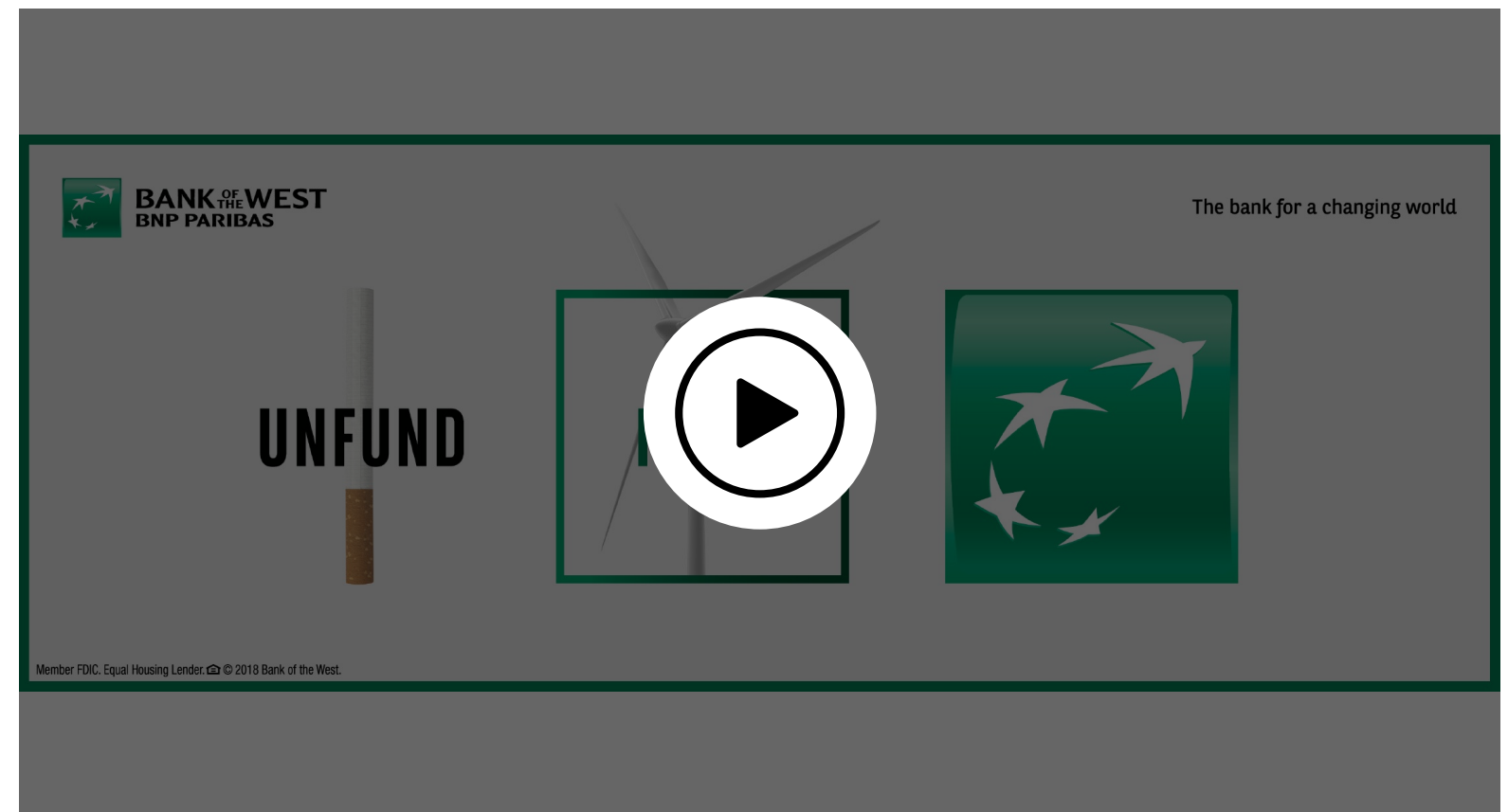
Bank of the West

Lead Agencies: the community san francisco

Contributing Agency: Wavemaker

How does a 135-year-old regional bank with low awareness, low consideration, and very low marketing spend capture outsized interest? With “Unfund/Fund,” Bank of the West gave customers the needed emotional permission to look past its’ competitive deficiencies. More importantly, we’re redefining what is important in banking: shared values, an arena where Bank of the West can compete and win. **Retail checking accounts are up 16% over prior year and at launch the bank had the biggest month for new customer acquisition in seven years.**

Watch the Case Video: https://www.effie.org/case_database/case/US_2019_E-4427-193



CHAPTER 3

Bringing the Idea to Life

Historically, more channels has meant more effective

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.

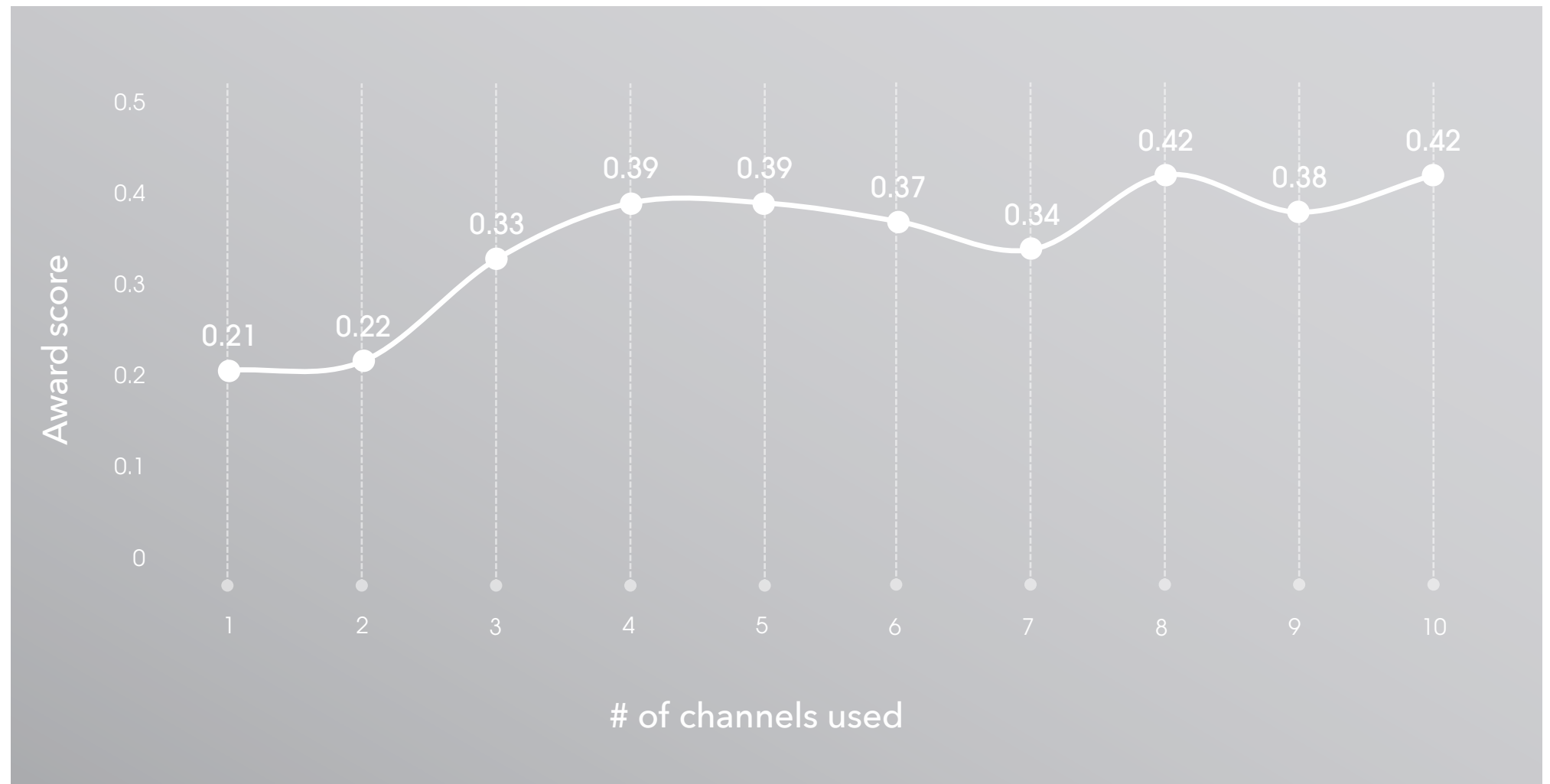
But that trend may have reached a limit, as this historical chart only goes up to 10 and this year, we saw an average of 12.5 channels. This year, there was no noticeable benefit to using more channels, with winners (average 12.8 channels) seeing the same number of channels as all entrants.

Number of channels reported in 2019:

12.5	12.8
Entrants	Winners

More Channels = More Effectiveness

n=4,855



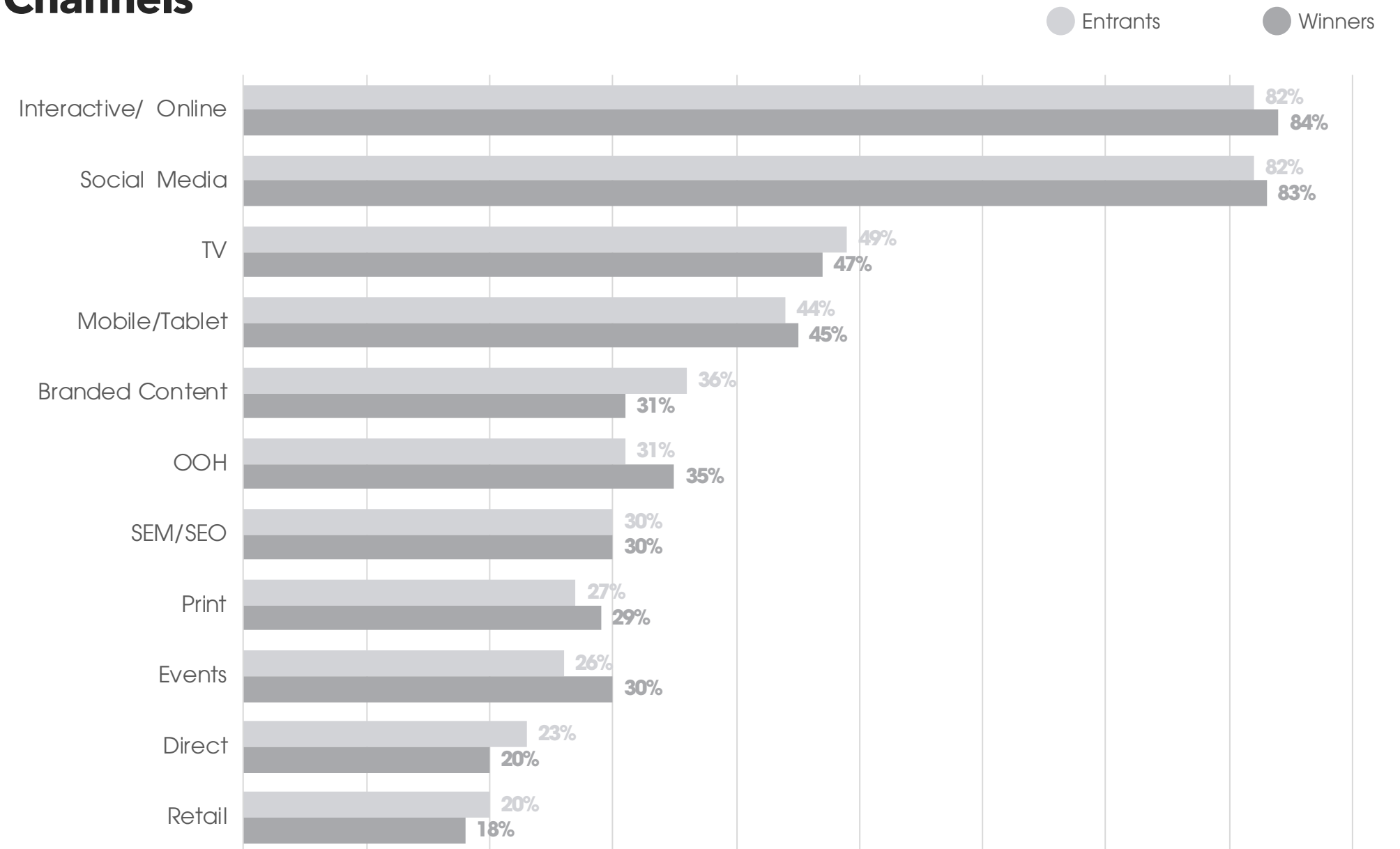
Data from all Effie entries, where available, 1969-2019, prepared by Mark Ritson @ Effie Next 50 Summit

Winners don't have a secret recipe of channels

As well as using the same number of channels, there are no differences in the prevalence of overall channels between Effie winners and all entrants.

One important finding to call out here is that less than half of entrants (and half of winners) use TV— **the first time this has happened in Effie history.**

Channels



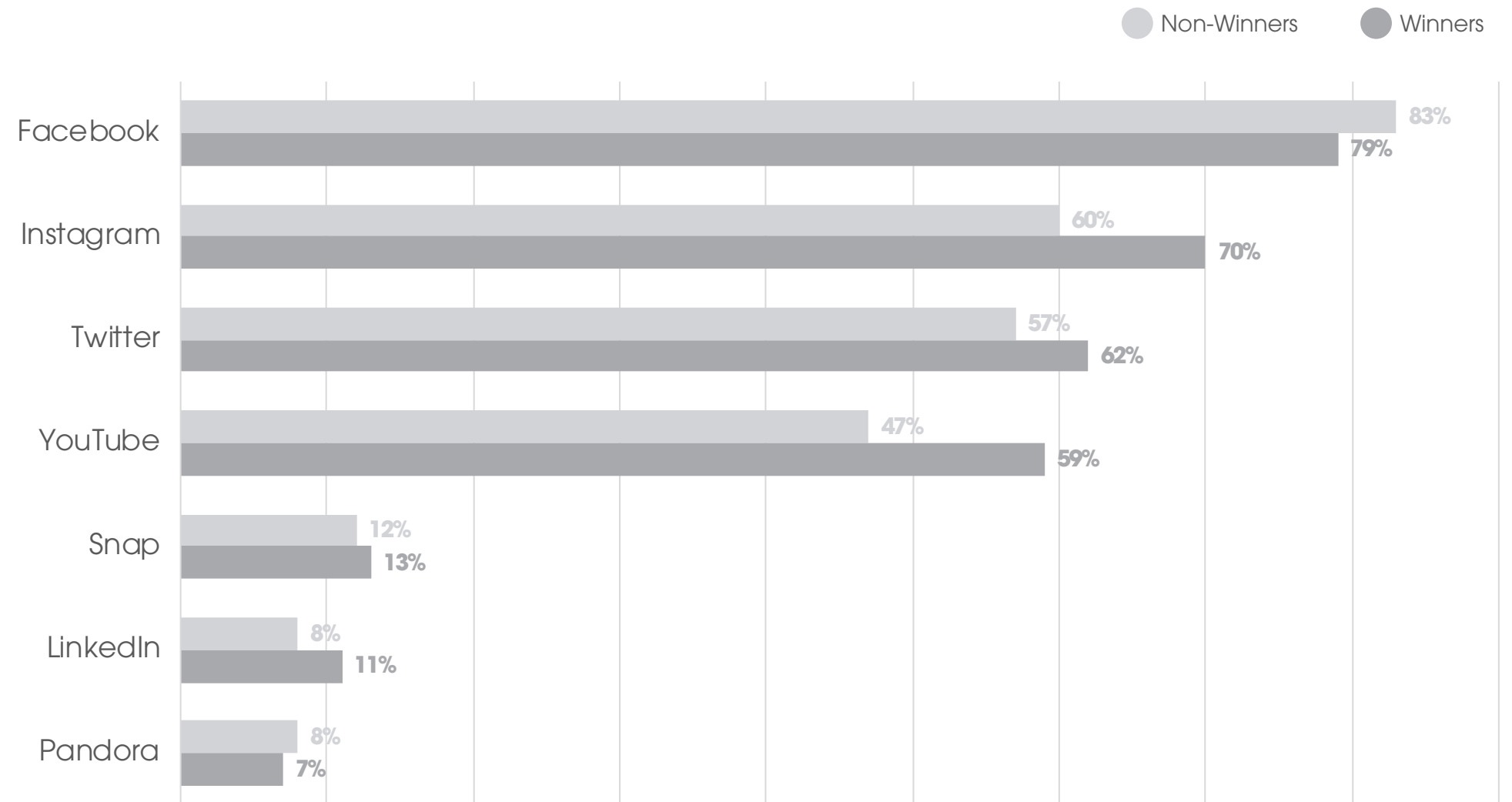
Data from all Effie 2019 Entries, Specific Touchpoints utilized

Instagram and YouTube are often part of effective campaigns

Care needs to be taken in the analysis of channels and social platforms. While the choice of channel may not matter at an overall level, this is a long way from saying that the choice of channel and platform doesn't matter for a specific campaign. It just means that no channel has an inherent, underlying monopoly on effectiveness.

Two things are undoubtedly important:

- Select the right channel for your objectives and your audience.
- Use the right tactics for each channel and platform.



Data from all Effie 2019 Entries, Specific Social Platform used

Bringing the Idea to Life

 KEY FINDING

There is **no shortcut** to effectiveness through the number of channels, or the specific channels used.

Effie Case Study: Pretty Simple Drinks

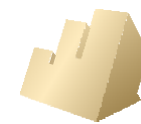
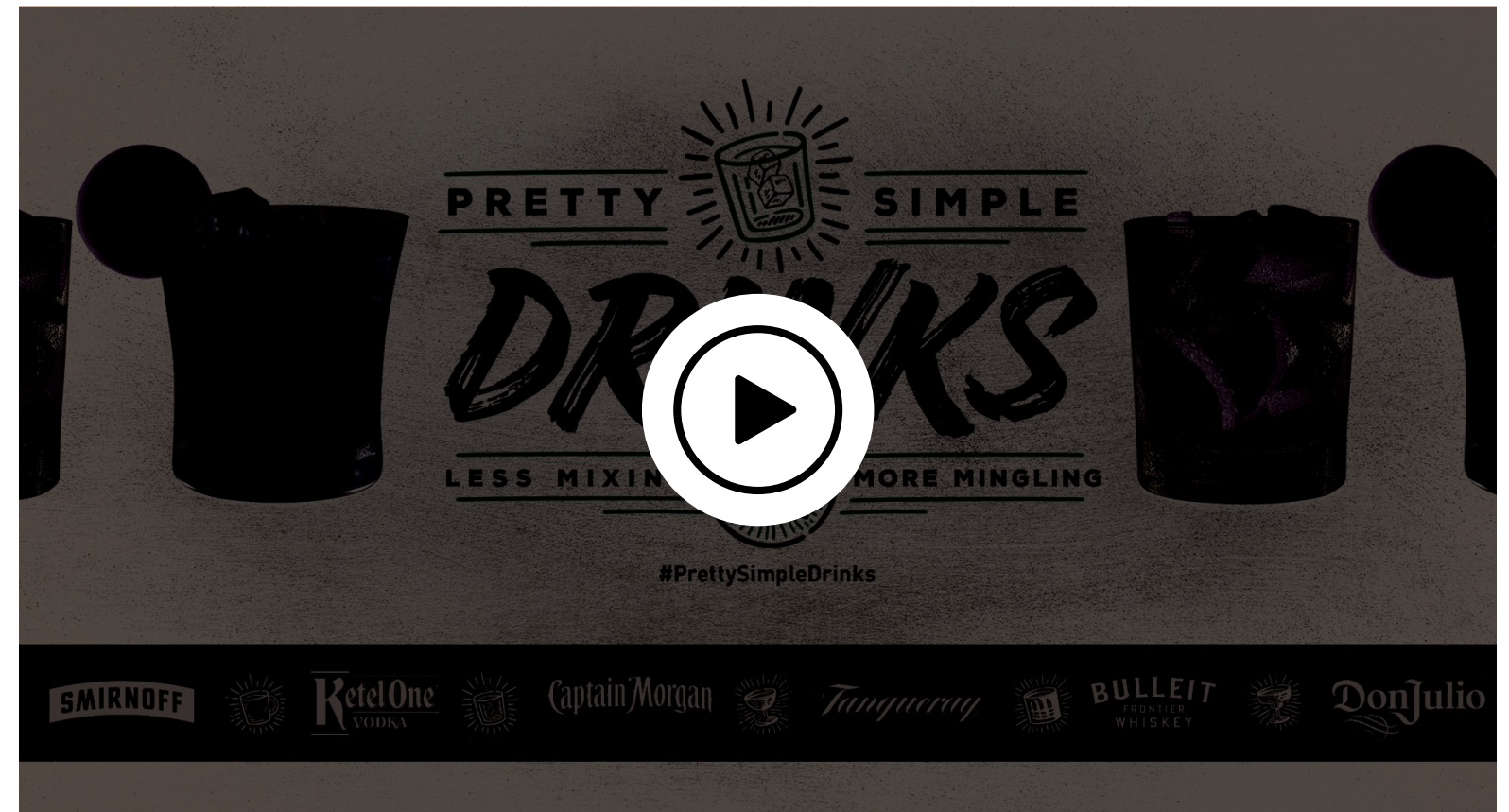
Example of Effective Choice of Appropriate Channels

Diageo North America

Lead Agencies: TracyLocke

In 2017, shoppers bought way more wine and beer, and way fewer Diageo spirits. Why? Because even though spirit shoppers wanted to serve beautiful cocktails during at-home gatherings, the intimidation and complexity of cocktails was causing them to switch to wine and beer in-store. **That's why we developed a multi-brand program with five Diageo brands—showing just how easy it is to create Instagram-worthy cocktails in under 60 seconds.** Ultimately, we provided shoppers with all the ingredients, education, and inspiration needed to make Pretty. Simple. Drinks.

Watch the Case Video: https://www.effie.org/case_database/case/SME_2019_E-412-836



GOLD: Shopper Marketing:
Multi-Brand Shopper Solution



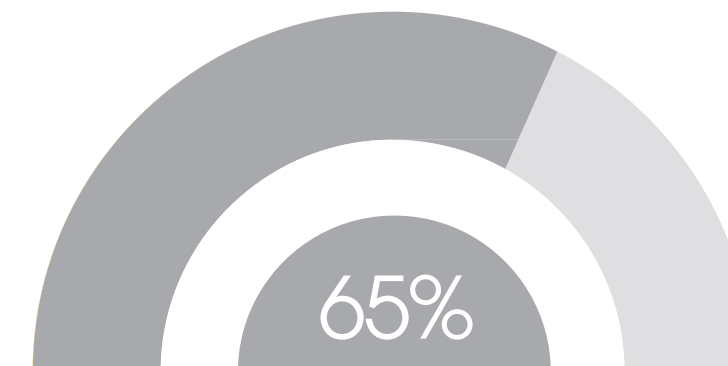
GOLD: Shopper Marketing:
Omni Channel Shopper Experience

Spending more does not always drive effectiveness

While marketers spend levels can dictate the channels used (primarily adding TV to the mix), there is little difference between winners and all Effie entrants in how much they spend.

Campaigns are succeeding with less spend, but as we have seen, it's not the channels that they use that change the level of effectiveness.

One way to look at disruption is via the lens of "having to do more with less." 65% of Effie entrants say they have less to spend than their competitors and while that might seem counterintuitive, for many brands they target the market leader and therefore need to have the mindset of a challenger brand... even if they are a billion dollar brand in their own right.



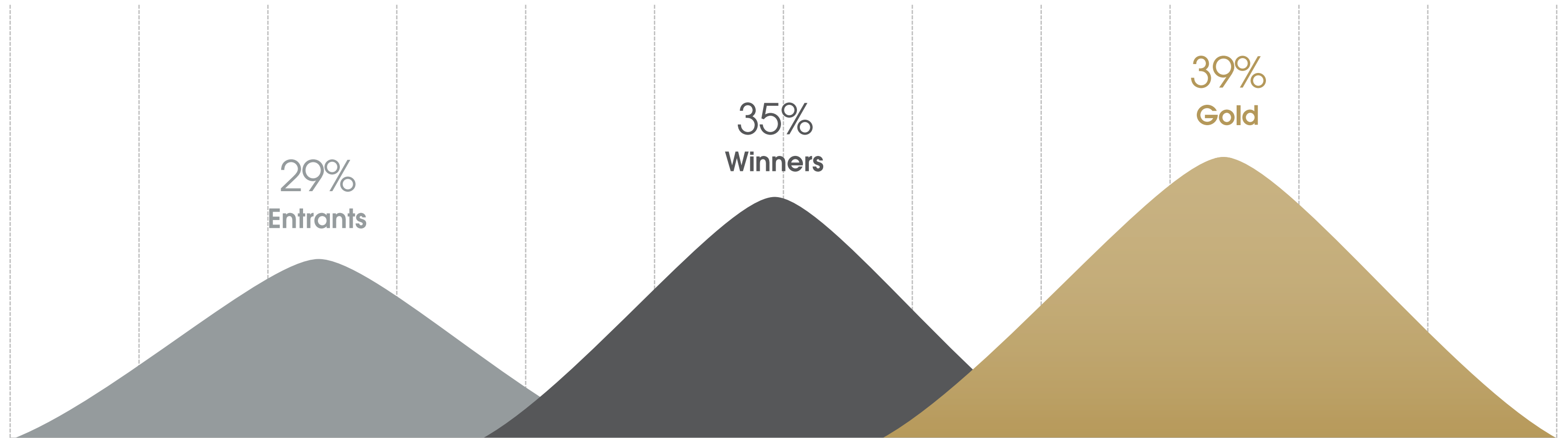
Say they spend less than the competition

Data from all Effie 2019 Entries, claimed media expenditure

Spending less can actually drive effectiveness

40% of Gold winners spend less than \$500k, compared to only 30% of all Entrants

% Spend less than \$500k



Data from all Effie 2019 Entries, claimed media expenditure

Bringing the Idea to Life

 KEY FINDING

Campaigns can be judged to be **highly effective** regardless of spend.

Effie Case Study: The Blank Page

Example of Low Speed

Chicago Sun Times

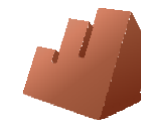
Lead Agencies: Ogilvy

The Chicago Sun-Times was struggling to stay afloat due to steep declines in print journalism and structural changes. To survive, the paper needed to launch a new digital subscription, asking readers to pay for what was once free. To send a wake-up call to readers, they left their most valuable piece of real-estate- the front page- blank, asking Chicago to subscribe before it was too late. This bold appeal worked, not only making headlines across the country, but increasing digital subscriptions by 161% in just the first week.

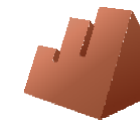
Watch the Case Video: https://www.effie.org/case_database/case/US_2019_E-4314-967



GOLD: Small Budgets- Products



BRONZE: Carpe Diem- Products



BRONZE: Media Innovation- Existing Channel

Disruption is the key theme to this year's effective campaigns

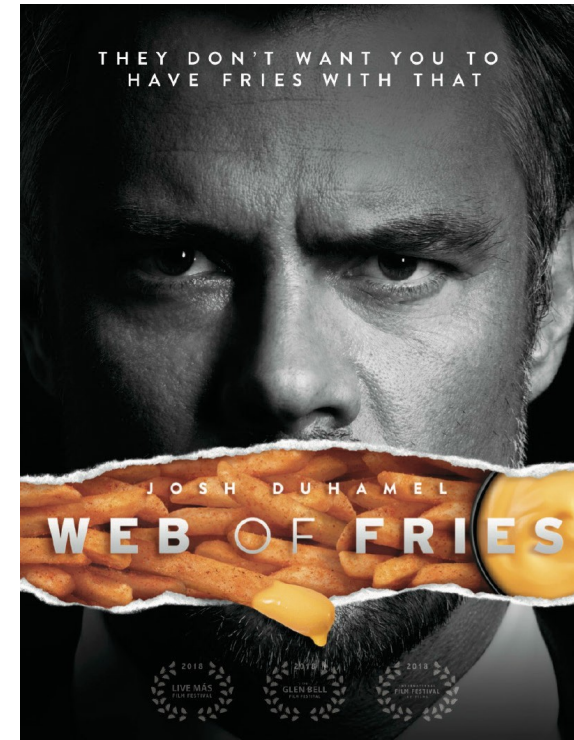
In this age of clutter, distraction and media overload, a consistent theme to the most effective campaigns—of all spend levels—is their ability to “disrupt” conventions for marketing and communications.

Some campaigns try to disguise the fact they are an ad, either by replicating a movie theme (Taco Bell) or by actually pretending to be a movie (Visit Australia).

As we have just seen, The Chicago Sun Times perhaps took this the furthest by using a blank space as their ad!

Others tried to live beyond their allotted “advertising buy” by starting conversations, either among the public (Mucinex) or in the media (iHob).

And then, our Grand Effie Winner, ‘It’s a Tide Ad’. They created a marketing ecosystem that permeated the Super Bowl, causing the audience to second-guess every other commercial. They used the same amount of air time as Amazon did on a single :90 spot, but through their campaign they had people thinking about Tide for the entire Super Bowl.



Effie Case Study: Web of Fries

Example of Disruption by Appearing Like a Movie

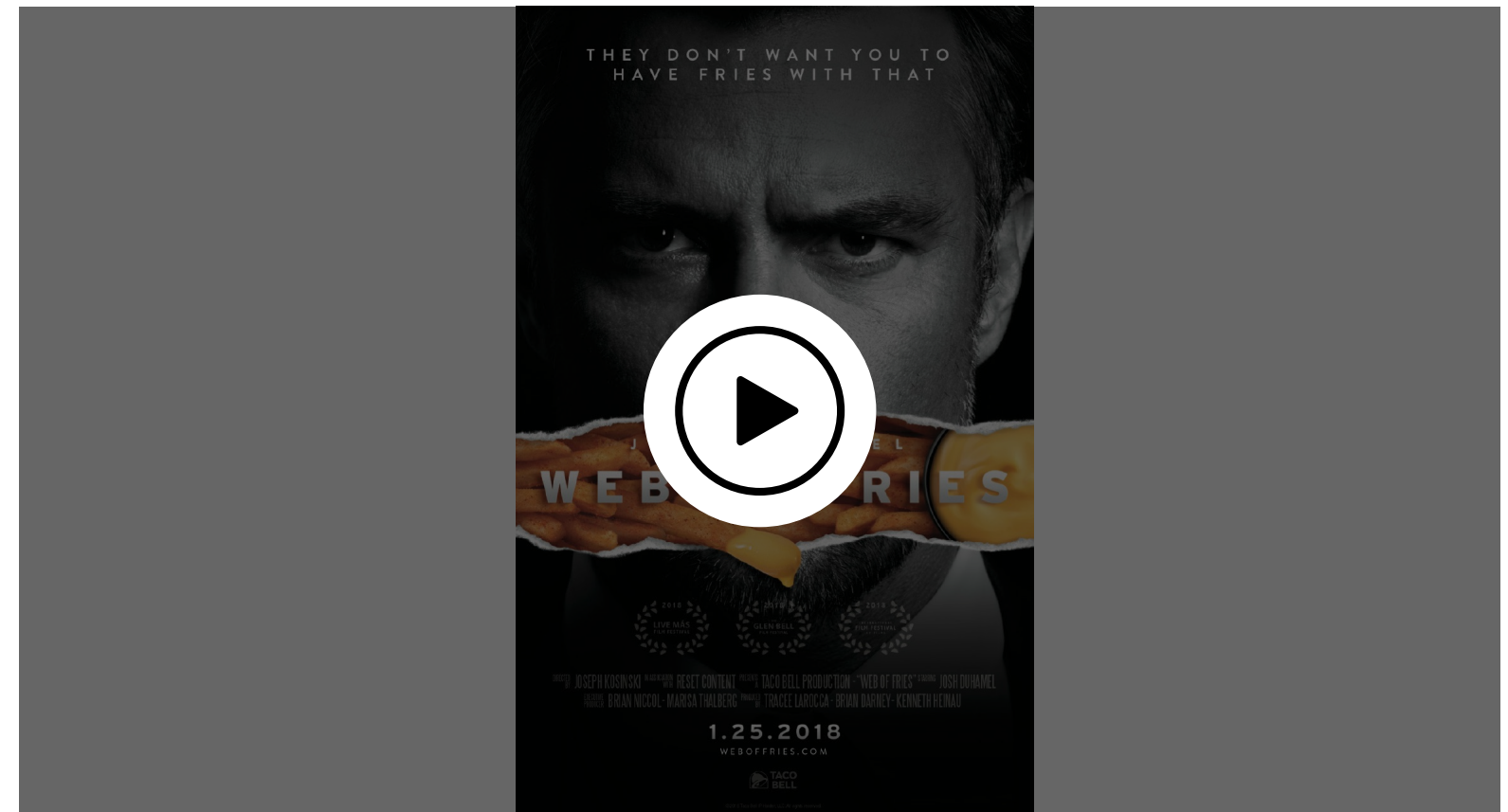
Taco Bell

Lead Agencies: Deutsch LA

Contributing Agencies: Spark, Edelman

For years Taco Bell had failed to launch French fries in America because no one wants fries from a Mexican restaurant. America is the land of burgers and fries, and McDonald's serves the most loved fries on the planet. To launch fries, we would have to outperform our sales average and gain affinity from a more mass audience. So how did we get America dipping their fries in nacho cheese instead of ketchup? By opening their eyes to a sinister plot the burger monopoly had hidden for years.

Watch the Case Video: https://www.effie.org/case_database/case/US_2019_E-3708-449



GOLD:
Restaurants

Effie Case Study: Dundee: A tourism campaign in disguise

Example of disruption by pretending to release a movie

Tourism Australia

Lead Agencies: Droga5

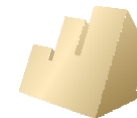
Contributing Agencies: UM, Kovert Creative

We staged the reboot of 1986's Crocodile Dundee in order to show off the unique nature of Australia, and revealed during the Super Bowl it was simply a tourism campaign in disguise. One that became the most successful in Tourism Australia's history.

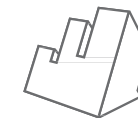
Watch the Case Video: https://www.effie.org/case_database/case/US_2019_E-3720-124



GOLD: Travel and Tourism



GOLD: Branded Content



FINALIST: Carpe Diem- Services

Effie Case Study: IHob

Example of Disrupting the Conversation

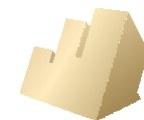
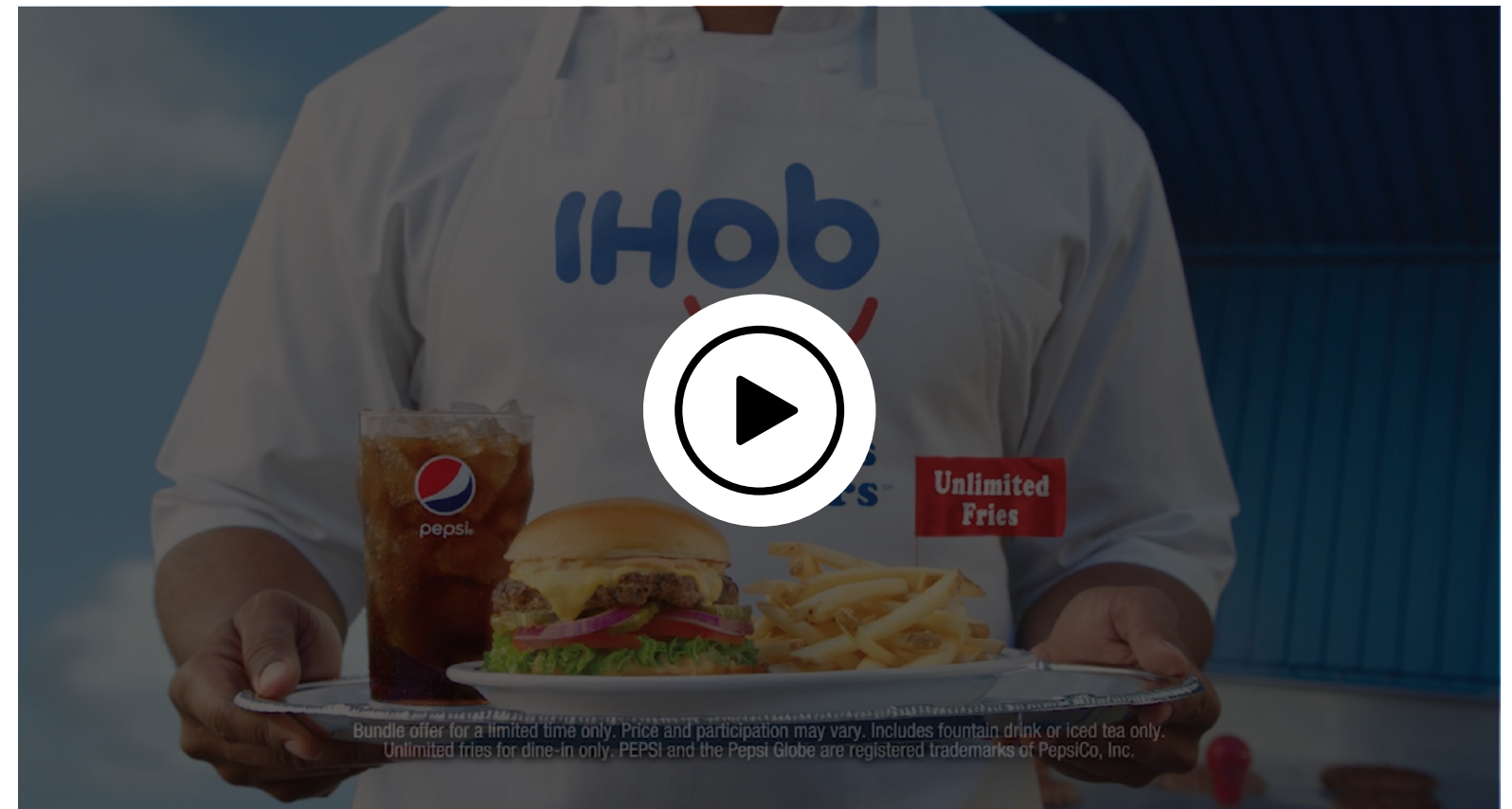
IHOP

Lead Agencies: Droga5

Contributing Agencies: Initiative, DeVries Global

To outgrow a shrinking category, IHOP needed to think beyond the pancake by launching new burgers. To convince an indifferent world, we needed to prove that we took our burgers as seriously as our pancakes. So we did the most serious thing possible. We changed our name to IHob. The simple flip of a P to a b started a world-wide guessing game. Upon revealing b = burgers, we ignited a viral phenomenon that sparked cultural debate, skyrocketed burger sales, and rekindled America's love for IHOP.

Watch the Case Video: https://www.effie.org/case_database/case/US_2019_E-3715-217



GOLD:
Restaurants



SILVER: Carpe
Diem- Services

Effie Case Study: It's a Tide Ad

Example of Disrupting the whole Super Bowl!

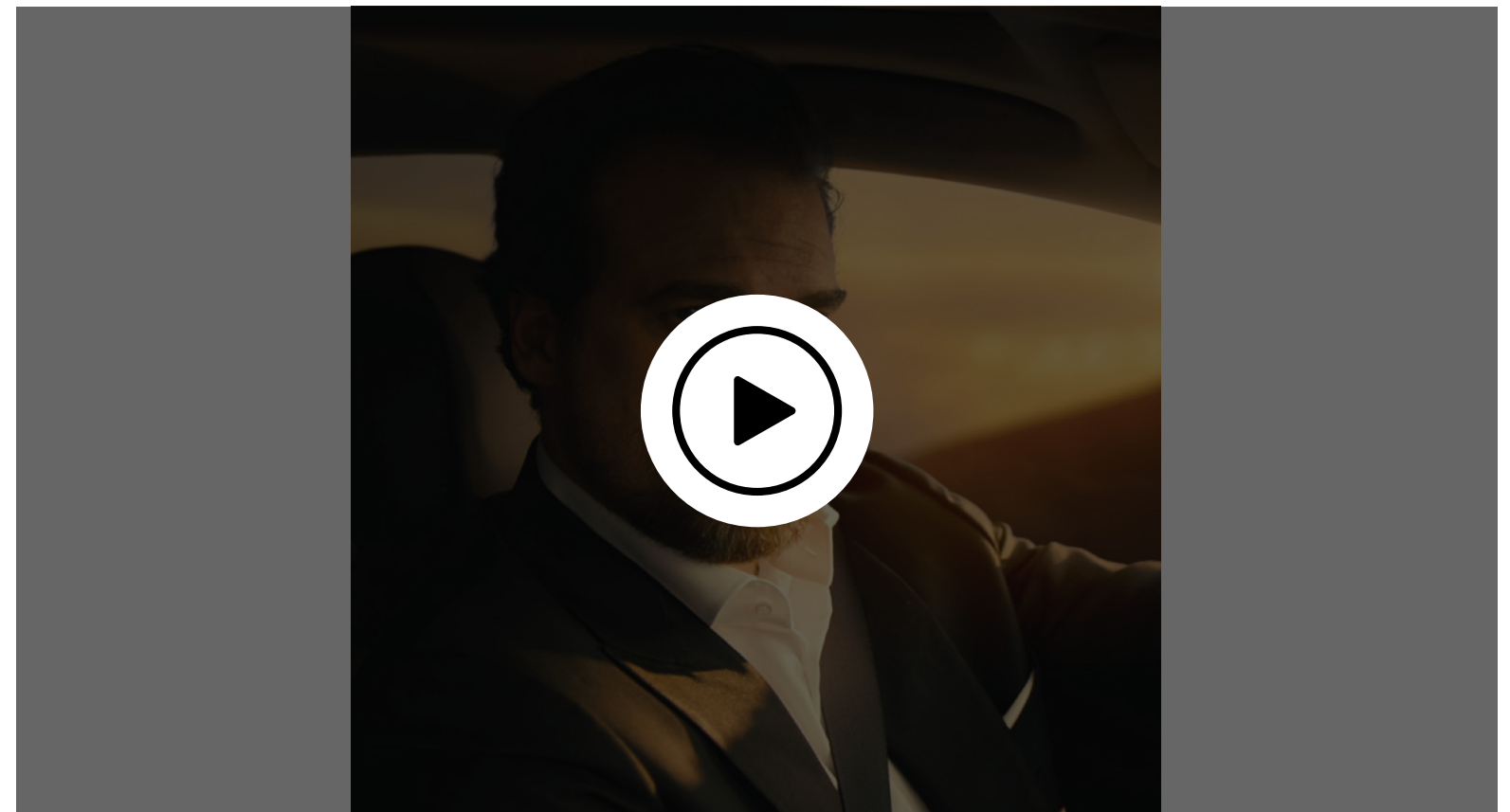
Tide, Procter & Gamble

Lead Agencies: Saatchi & Saatchi NY

Contributing Agencies: Hearts & Science, Taylor Strategy3, MKTG, MMC

On the night when the sexiest brands in the hottest categories pull out all the stops, a laundry detergent brand won the Super Bowl. Tide accomplished this by shifting from the traditional category focus on the problem of stains to celebrate and take ownership of clean. By elevating the visibility of the unsung benefit and leveraging the night's uniquely heightened focus on ads, Tide turned every ad on advertising's biggest stage into a Tide ad.

Watch the Case Video: https://www.effie.org/case_database/case/US_2019_E-4396-222



GRAND: Carpe Diem- Products



GOLD: Household Supplies and Services



GOLD: Carpe Diem- Products

CHAPTER 4

Results

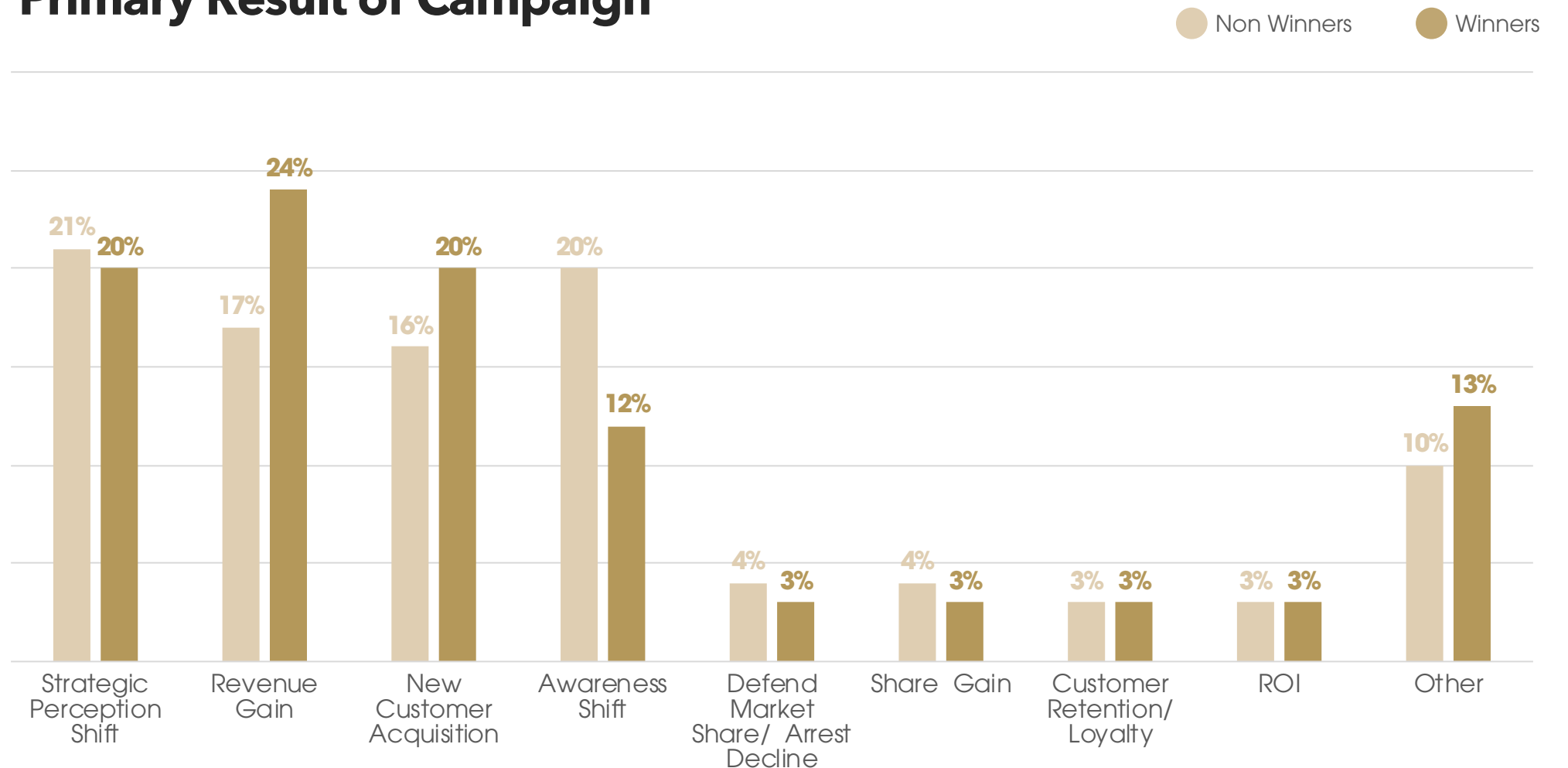
Short-Term results are more likely to be deemed effective

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

It's important to note that the best long-term campaigns may still be seeing an impact long after the 2019 submissions period ended.

We do see a difference in the results between Winners and Non-Winners, between those who are awarded an Effie and those who are not. While there are a wide variety of results, those who are awarded often focus more in certain areas.

Primary Result of Campaign



Data from all Effie 2019 Entries, claimed Primary Result

Results

 KEY FINDING

Effie Winners are **more likely** to demonstrate revenue gain or new customer acquisition, and **less likely** to show increases in awareness as the primary result.

Effie Case Study: Write-On Wrappers

Example of growing penetration

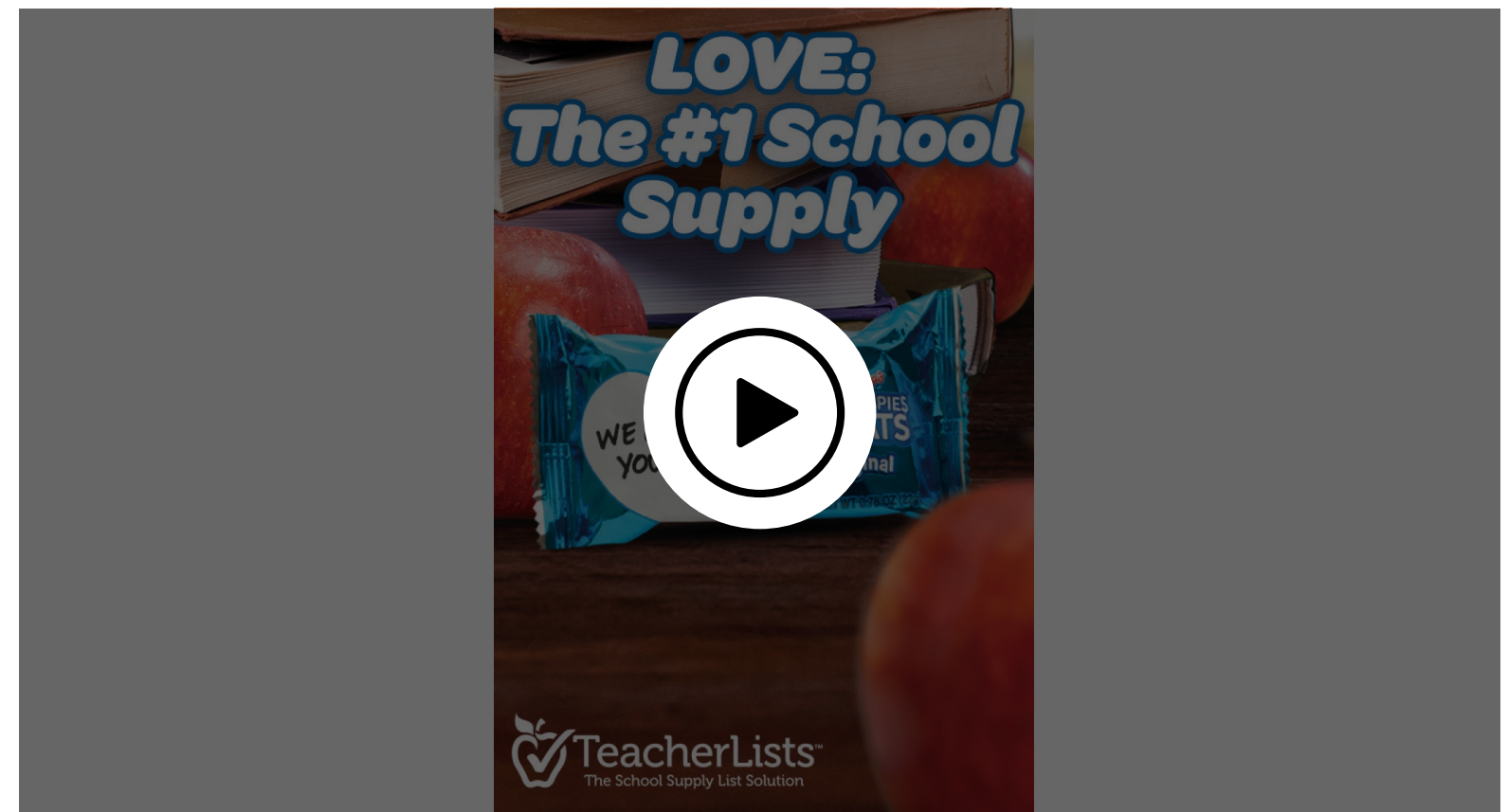
Kellogg's Rice Krispies Treats

Lead Agencies: Leo Burnett/Arc, Starcom

Contributing Agencies: Google, Krispr

Kellogg's Rice Krispies launched the Love Notes campaign during the busy Back-to-School season. Aimed at keeping kids and parents connected during the school day, the brand re-designed its packaging to create a space for parents to write their children love notes. This softer, more emotional approach **resulted in a 22.2% increase in HHP overall, and 42% among Millennial households.**

Watch the Case Video: https://www.effie.org/case_database/case/US_2019_E-4389-857



GOLD:
Snacks and Desserts

Increasing Awareness is rarely the main objective for Effie winners

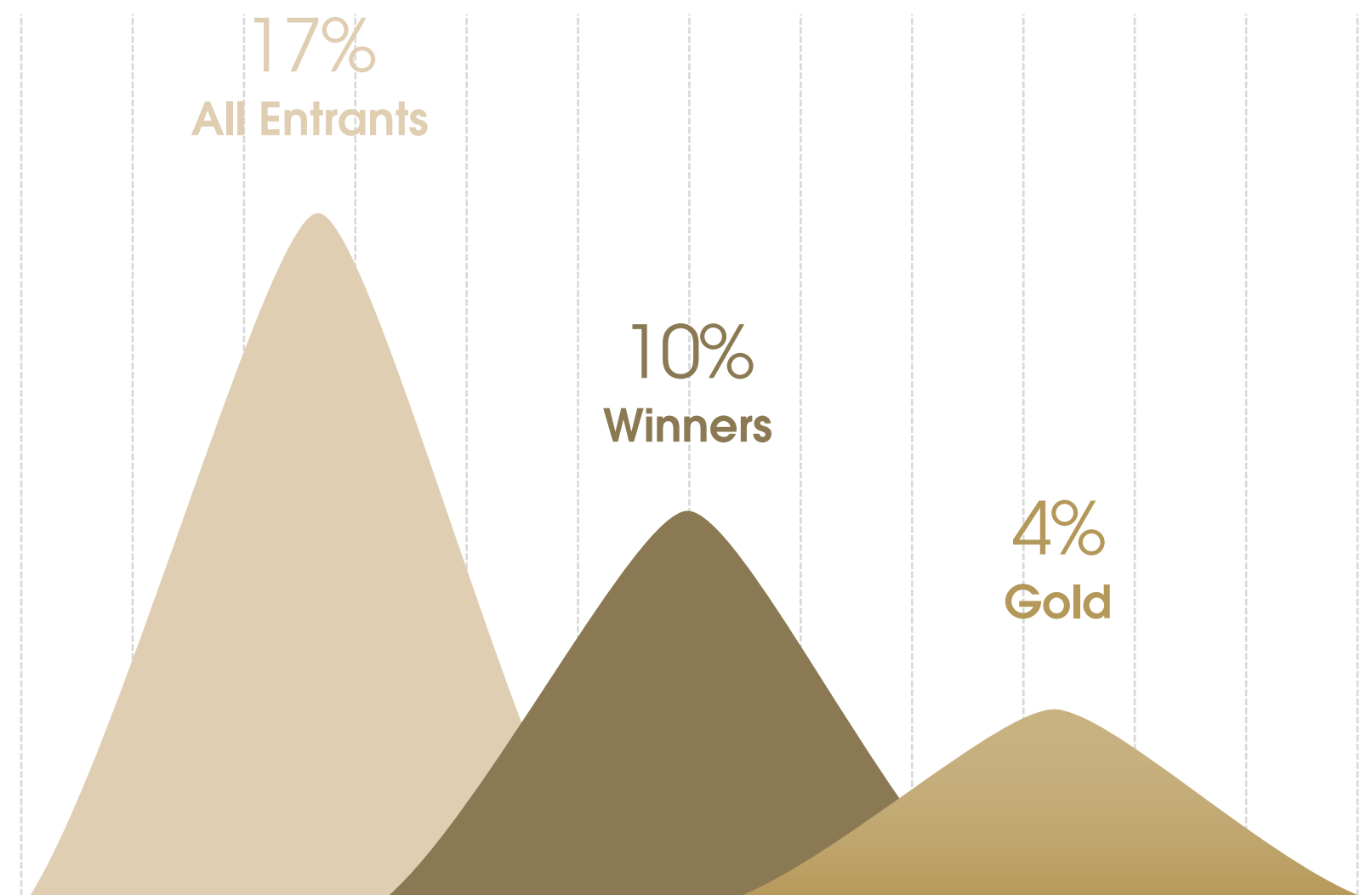
Increasing awareness is a crucial part of growing brands, across almost all categories and verticals, so why is it less likely to be seen as effective in the eyes of judges? The clue is in the final part of the last few data points “...as the primary result/objective.” Marketers who are rewarded for effectiveness do more than just increase awareness. It’s typically **not the primary objective** or result, but it’s **still a claimed result** for nearly half of entrants, whether they win an award or not.

Increasing Awareness as a claimed result



Data from all Effie 2019 Entries, claimed Any Result = Awareness Shift

Increasing Awareness as Primary Objective



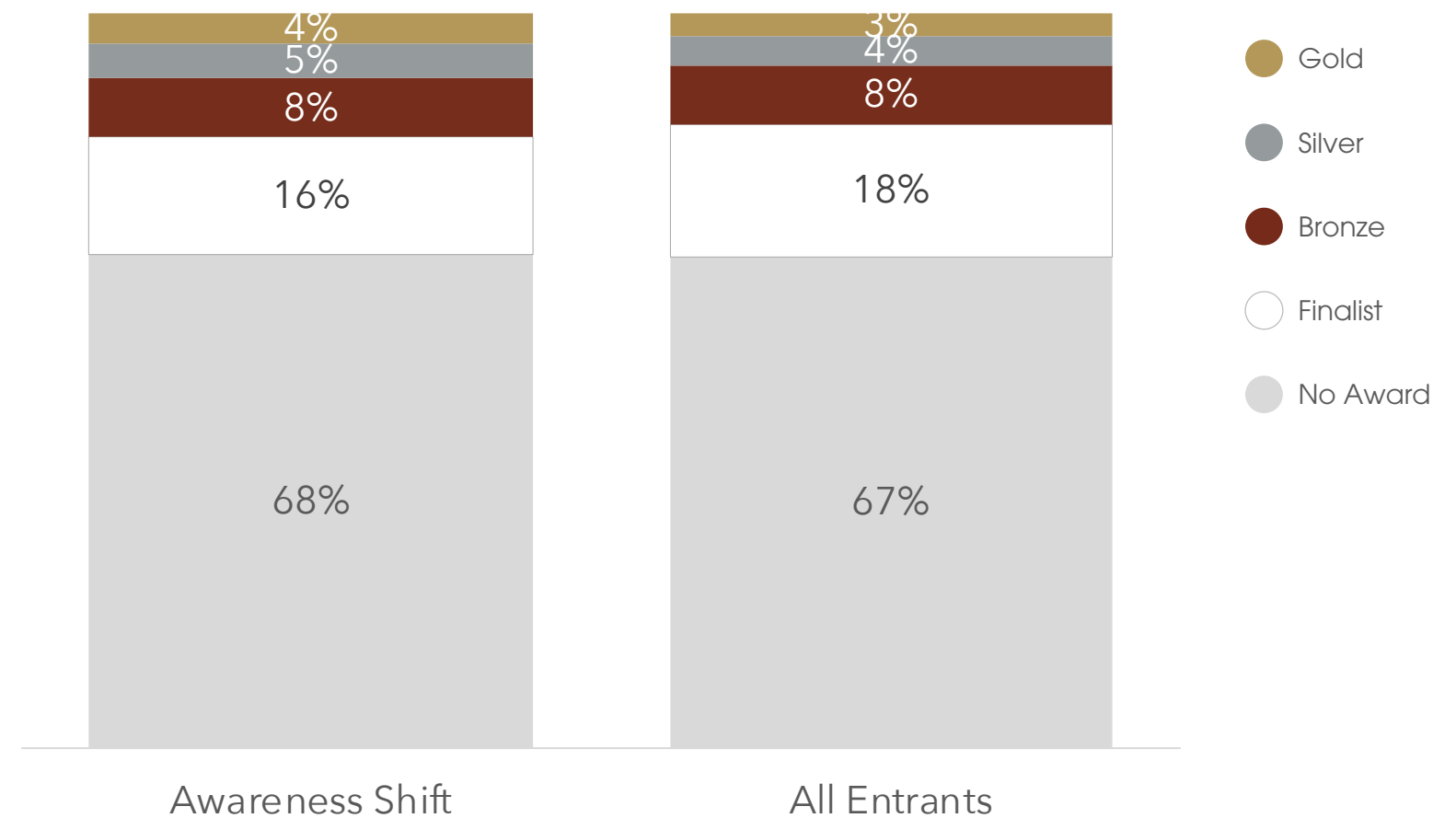
Data from all Effie 2019 Entries, claimed Primary Objective = Increasing Awareness

Increasing Awareness as a secondary result works

Diving deeper into the effectiveness of driving awareness, we can look further at the approximate half of our cases where awareness shift is a claimed result. Are these campaigns overall successful? And what else do these campaigns deliver on besides Awareness?

Firstly, now we can see that reporting an awareness shift as a result (but not the primary result) has no impact on the likelihood to win an award, with no significant differences seen between these cases and the total entrants. Increasing awareness is still part of effective campaigns, but what else do they deliver on?

Breakdown of Effie Performance among Entrants with Awareness Shift as a Result



Data from all Effie 2019 Entries, claimed Any Result = Awareness Shift

Increasing Awareness... and what else?

Focusing just on the winning entrants, we see that 77% tie increasing awareness with a **strategic perception shift**.

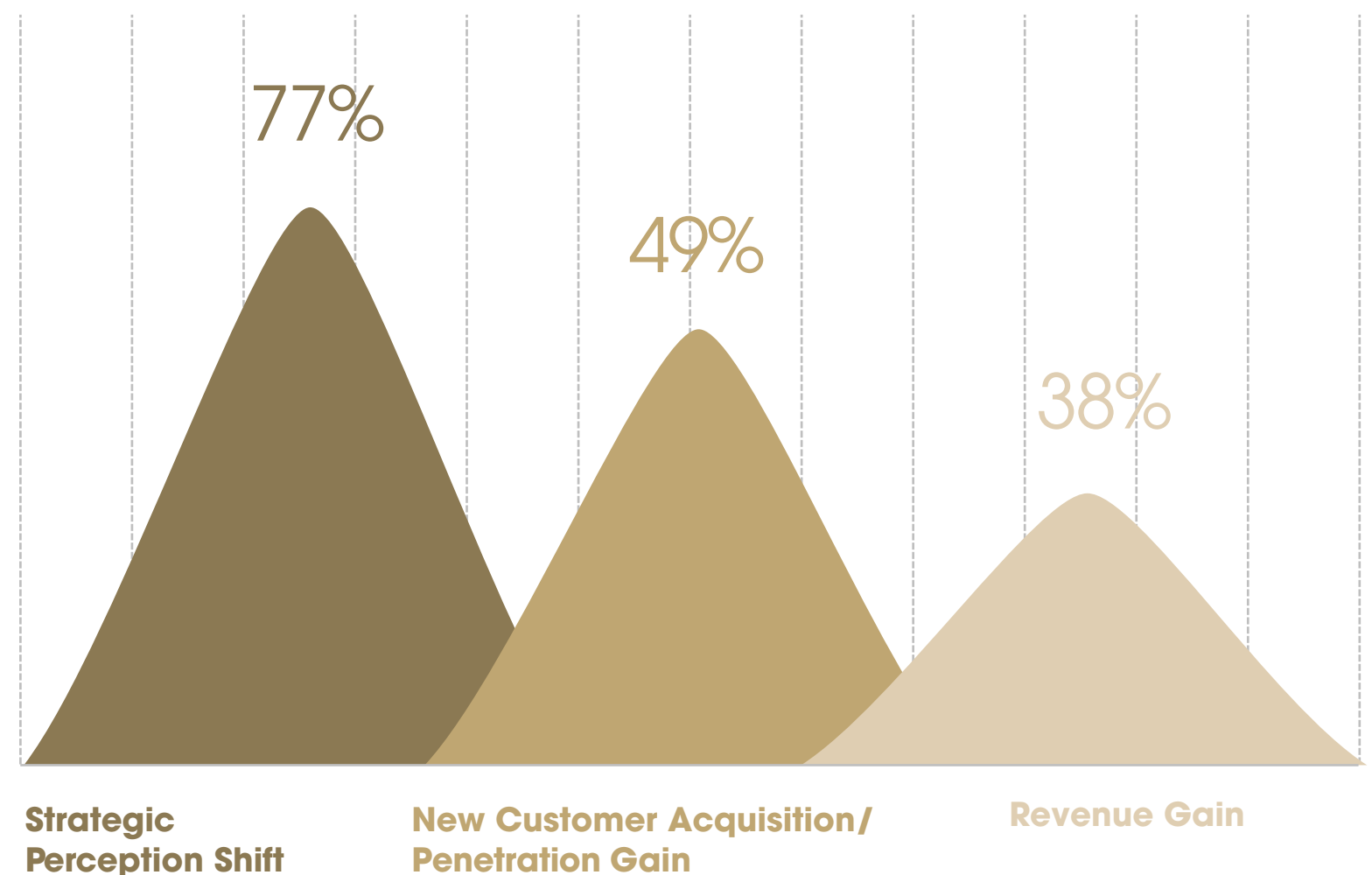
That compares to only 46% of entrants who claim a strategic perception shift and 49% of winners who report this as a result.

There has been a long running debate in marketing and advertising, about whether “any publicity is good publicity” or, as Oscar Wilde once put it “The only thing worse than being talked about is not being talked about.”

Well, for marketers to be effective, it seems that it’s also important what people say about you and what they think of you—it’s not enough for them to just know you exist!

What your brand is known for is important.

Results achieved in tandem with Awareness Shift



Data from all Effie 2019 Entries, claimed Any Result = Awareness Shift

Results

 KEY FINDING

Effective campaigns that
drive awareness typically
also **drive a strategic
perception shift.**

Effie Case Study: Bound by Nothing

Example of Raised Awareness and Strategic Perception Shift

JennAir

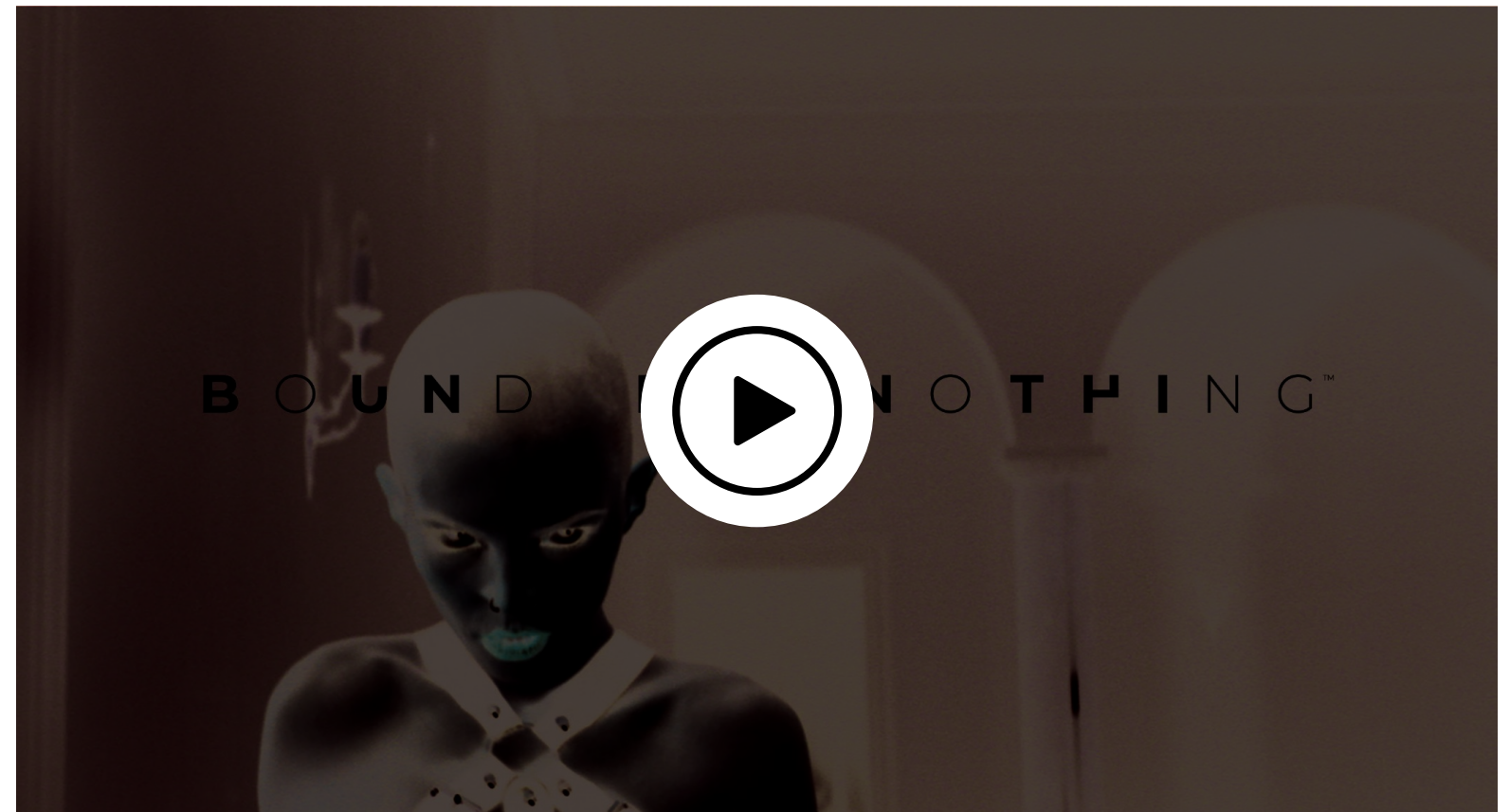
Lead Agencies: Digitas, Darkhorse

Contributing Agencies: MSLGroup

Once regarded as a super-premium appliance pioneer, JennAir found itself vulnerable and out of touch after decades of resting on its laurels. The brand had become synonymous with “entry-level luxury.” As the competition continued to win with their same stainless-steel suites and monotonous idea of luxury, JennAir needed to reboot.

“Bound by Nothing” was designed to tear down this old idea of luxury. To bring progress to a stagnant category. This platform **attracted renewed attention, desire, and demand from up-and-coming affluents and design professionals**, for the first time in years.

Watch the Case Video: https://www.effie.org/case_database/case/US_2019_E-4372-561



GOLD:

Home Furnishings and Appliances

EXECUTIVE SUMMARY

1

Challenge, Context, Objectives

- Campaigns are typically more effective when they have less objectives.
- There is no inherent benefit to effectiveness from targeted or mass market strategies.
- Effective long-term communication uses mass marketing more than targeting.
- Effective short-term communication uses targeted communications more than mass market.

2

Insight and Strategic Idea

- Strategic Research leads to more Effective work.
- Brand Purpose and Effectiveness—for a long time considered competing aims that need to be treated as separate elements of brand communication—can and do live together.
- Brand Purpose Campaigns can deliver the same results as regular campaigns—market share, customer acquisition, revenue gains etc.

3

Bringing the Idea to Life

- There is no shortcut to effectiveness through the number of channels, or the specific channels used.
- Spending more does not drive more effective campaigns. In fact, some of the most effective campaigns spent the least.
- Disruption was a key creative theme to effective campaigns in 2019.

4

Results

- Effie Winners are more likely to demonstrate revenue gain or new customer acquisition, and less likely to show increases in awareness as the primary result.
- Effective campaigns that drive awareness typically also drive a strategic perception shift.

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

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