


Lionhearted

More creative campaigns bring better business results

This brief was created as a joint effort of AKA (Communication Agencies Association) and Lionhearted (organiser of the Young Lions competition and the Cannes Lions festival representative) with the aim to help the Czech advertisers achieve better business results.

Background

Creativity is important to brand success. According to an IPA review of the Gunn report and the IPA databank, **creatively awarded campaigns generate eleven times more share growth** per ten points of Excess Share of Voice. Likewise, Les Binet and Peter Field have shown in their review of the IPA databank that **Fame campaigns – campaigns that create salience – outperform brand impact on all key metrics**, including sales, market share, price sensitivity, loyalty, penetration, and profit. The Ipsos database shows that **75% of an ad's ability to leave brand-linked memories is due to creative**. This helps explain what Binet and Field have demonstrated: that long-term effects are not just an accumulation of short-term effects and that long-term brand-building is critical to long-term profitability.

James Hurman's seminal creative effectiveness book **The Case for Creativity**, updated for 2016, brings the debate to a conclusion with three decades of international research into **the link between creativity and business results**.

"Leading brands and agencies have known for many years that more creative work delivers better results than 'safe' and rational advertising. What has been exciting in more recent times is to see the emerging proof of this; the hard evidence that creative work is more memorable, more effective and more able to drive overall business performance."

Keith Weed, Chief Marketing & Communications Officer, Unilever

The research proves:

More creative advertising is more effective advertising

Advertising with creative award-winning qualities is more effective than advertising in general, and as advertising gets more creative, it gets more effective.

More creative agencies are more effective agencies

The advertising agencies that place emphasis on highly creative work are more efficient at creating highly effective advertising for their clients.

More creative companies are more successful companies

Client organisations who've won Creative Marketer of the Year at the Cannes Lions International Festival of Creativity have all done so during record periods of share market performance, demonstrating the link between creative culture and commercial performance.

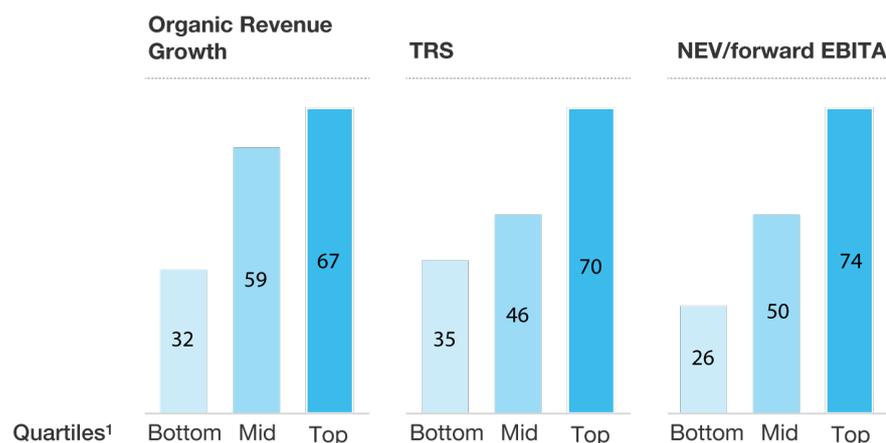
Creativity Is A Driver Of Business Performance

McKinsey analyzed the results of sixteen years of Cannes Lions award data to produce **the Award Creativity Score (ACS) index**. The ACS index looks at the total number of Lions won by a company, the breadth of categories won, and the consistency of their winning over time. They found that **top**

ACS performers outperformed their peers on three widely-watched financial indicators: organic revenue growth, total return to shareholders, and net economic value. Not only that, but those same ACS standouts also outperformed on McKinsey's own index of innovation.

Companies that perform well on the Award Creativity Score tend to outperform on financial metrics

Likelihood that creativity score quartile has above-average financial performance
%



¹ Using only companies with creativity score >0, combining the two middle quartiles

SOURCE: Team Analysis

McKinsey&Company

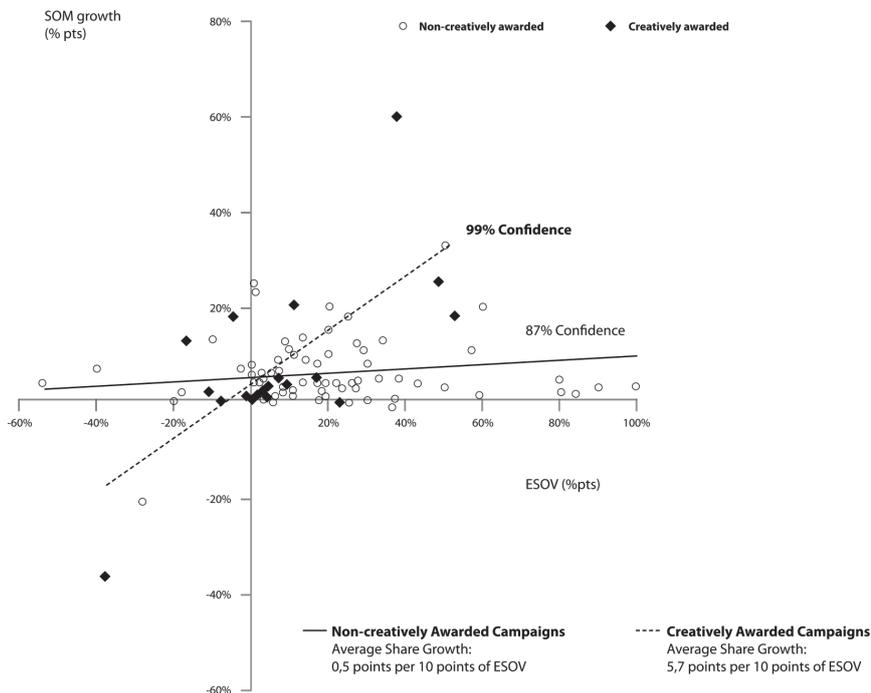
IPA and the Gunn Report have made the link between creativity and effectiveness in the past, showing that creatively awarded campaigns are 11 times more effective than campaigns that received no awards, but the McKinsey research goes beyond that to show the broad scale positive impact of a pattern of creative success.

That kind of repeated creative performance is no accident. The research showed that companies high on the ACS index do the following:

1. *Make creativity a day-to-day part of business*, which means talking about it at the highest levels, treating marketing as an investment, and protecting marketing budgets in downturns.
2. *Become fanatical about the customer*, which means learning about them in multiple ways, observing them in their environment, and creating differentiated ways of going to market.
3. *Act fast*, which means being both fast decision makers and risk takers while also setting clear goals and report about creativity and innovation.
4. *Move with agility*, which means building cross-functional teams with autonomous decision making ability.

Amidst all the emphasis around the science of marketing—performance marketing, marketing AI, and advanced analytics—Heller from McKinsey warns that “we sort of forget about the art of marketing.” This research may help restore that balance.

Creative campaigns are delivering results with greater confidence. 87% confidence level vs. 99.9% confidence level



Challenge

Despite a strong evidence of ability of creativity to drive business performance it hardly translates to practises of the Czech advertisers.

Main barriers to being more creative are:

- Belief that creativity and innovation brings higher risk than usual solutions.
- Advertising/marketing considered as cost centre/supporting service function, not an investment/strategic driving force.
- Weak position of marketing departments in internal decision-making structures.
- Risk/change aversion behaviour of corporations.
- Complicated internal decision-making processes.

Goals

We want to help advertisers to better understand a value of creativity for their business success, drive their interest in more creative communication solutions, and overcome their "fear of being creative".

We want to influence their decision-making process and change their approach.

Key message

There is a strong link between creativity and effectiveness in advertising and marketing. Creativity drives business performance and delivers extraordinary results.

Target audience

People who make or influence decisions about investments in brand communications. It is up to you who to target – Marketing & Communication Directors, Brand Managers, CFOs or Financial directors, Business owners, CEOs, Managing Directors, Board members.

The primary target are TOP 300 Czech advertisers.
The secondary target are relevant professionals.

Timeline

We are ready to launch our activities in June as the Cannes Lions festival of creativity takes place.

Budget

200.000, - CZK initial budget.

As it is the brand communication industry general interest, we believe it will be possible to find partners willing to support the cause.

Other sources of information

The Case for Creativity slideshow is a quick 10-page PDF covering the main findings from the book by James Hurman

<https://static1.squarespace.com/static/56e386d201dbae34929da9d7/t/5755bc03cf80a1f2934cc532/1465236499371/TCFC+2016+Slideshow.pdf>

The link between creativity and effectiveness (IPA)

http://blog.grey.de/wp-content/uploads/2011/10/Creativity_and_Effectiveness_Report.pdf

McKinsey the Award Creativity Score (ACS) index

<https://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/creativitys-bottom-line-how-winning-companies-turn-creativity-into-business-value-and-growth>

Creativity Matters (Cannes Lions)

https://www.canneslions.com/mediaonline/downloads/creativity-matters_white-paper-2016_v31.pdf

main partner for Media



organizer



in cooperation with



media partner

MÉDIÁŘ