

The

CASE

FOR

CREATIVITY

*The link between
imaginative marketing
& commercial success*

James Hurman

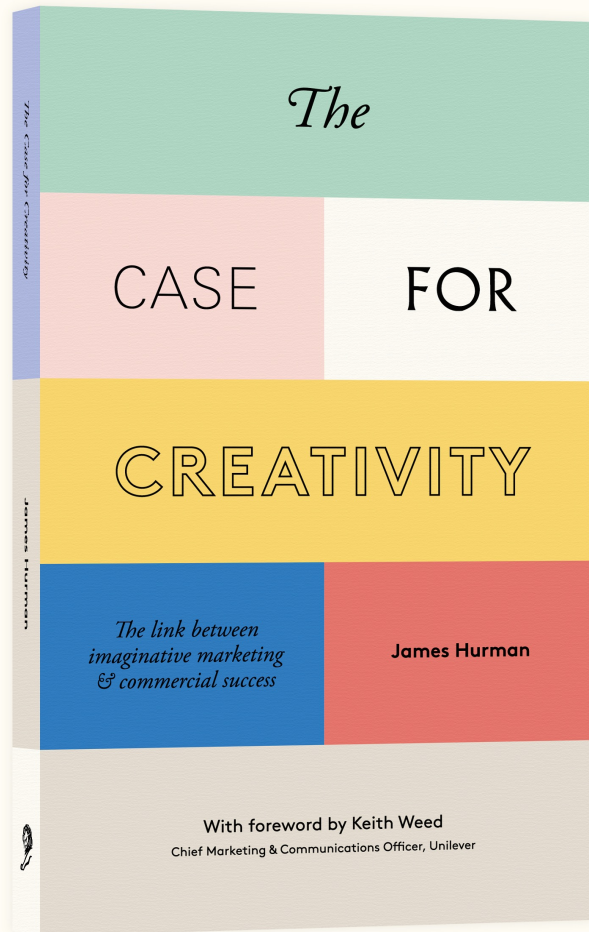




“Leading brands and agencies have known for many years that more creative work delivers better results than ‘safe’ and rational advertising. What has been exciting in more recent times is to see the emerging proof of this; the hard evidence that creative work is more memorable, more effective and more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

Keith Weed, Chief Marketing & Communications Officer, Unilever - *from his foreword to The Case for Creativity*

INTRODUCTION



The Case for Creativity tells the story of three decades of international research into the link between creativity and effectiveness in advertising and marketing.

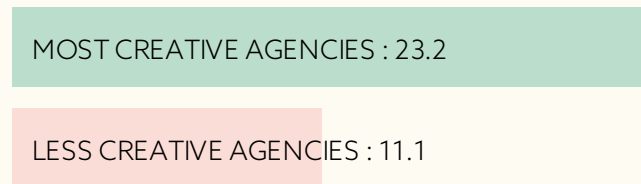
Research proving:

- More creative agencies are more effective agencies
- More creative advertising is more effective advertising
- More creative companies are more successful companies

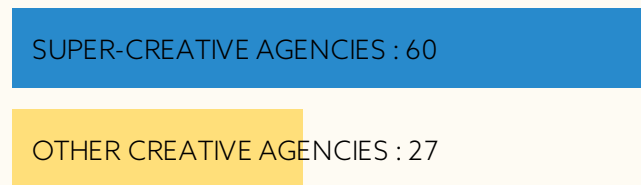
AGENCY CREATIVITY

EFFECTIVENESS AWARD POINTS WON PER \$100M REVENUE

2006 - 2010



2010 - 2014



The most creative agencies are over twice as effective as other agencies.

From 2006 – 2010, those agencies that had appeared in *The Gunn Report 50 Most Creatively Awarded Agencies* twice or more were found to have won 2.1 times as much recognition at Effectiveness Awards shows than less creatively awarded agencies.

From 2006 – 2010, those agencies that had appeared in *The Gunn Report 50 Most Creatively Awarded Agencies* three times or more were found to have won 2.2 times as much recognition at Effectiveness Awards shows than less creatively awarded agencies.

CAMPAIGN CREATIVITY

CAMPAIGN EFFICIENCY - POINTS OF MARKET SHARE GAIN AT EQUIVALENT SPEND

CREATIVELY AWARDED : 2.34

NOT CREATIVELY AWARDED : 0.2

HIGHLY CREATIVELY AWARDED : 3.21

LESS CREATIVELY AWARDED : 1.94

NOT CREATIVELY AWARDED : 0.2

EFFICIENCY DIFFERENTIAL - PRE & POST 2002

POST-2002 : 12:1

PRE-2002 : 3:1

Creatively-awarded campaigns deliver 11 times the return on investment of non-creatively awarded campaigns.

The creatively awarded campaigns in the IPA Effectiveness Databank (1996 - 2014) drove 11 times the market share gains at the equivalent level of share of voice.

As campaigns get more creative, they get more effective.

The campaigns that were the most creatively awarded were also the campaigns that drove the highest market share gains.

Creatively-awarded campaigns are becoming more effective over time.

Creatively-awarded campaigns have always been more effective - but the differential is growing.

WHAT IS CREATIVITY?

The Case for Creativity defines highly creative campaigns as excelling across three key measures:

ORIGINALITY

Novel and innovative ideas that haven't been seen before

“To me, more creative marketing takes a really big step. It's not a small incremental add-on to something you've seen before. It takes a really big step in a direction that I'd never even imagined.”

Jim McDowell, former Mini President and BMW CMO

ENGAGEMENT

Ideas that elicit an emotional response or a compulsion to interact with or share them

“I think if people say that it touches them and makes them care, and they want to see it again, I think those are two very powerful ideas.”

Jim Stengel, former P&G Global Marketing Officer

EXECUTION

A high degree of executional craft quality

“What all great campaigns have in common is a great idea and great execution. If the head is seduced by ‘the idea’ then the heart is almost certainly won over by the execution.”

Nick Worthington, Creative Chairman, Colenso BBDO

COMPANY CREATIVITY

Cannes Lions Creative Marketer of the Year companies outperform the stock market by a factor of 3.5

Cannes' Creative Marketer of the Year award is given to the company each year that has been the most prolific in its pursuit of creativity and generation of award winning work.

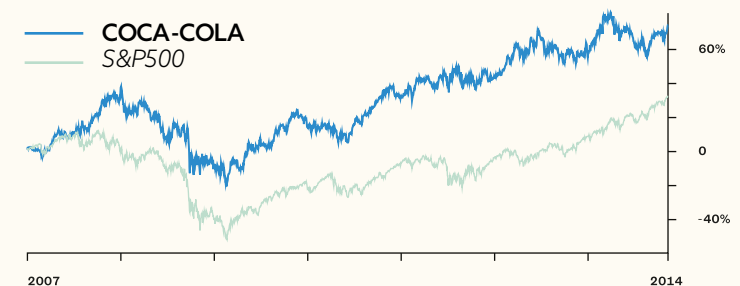
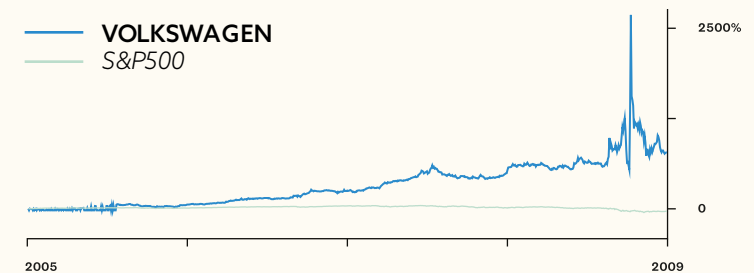
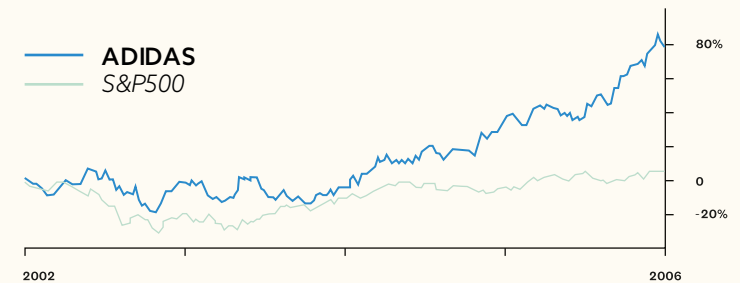
Since 1999, every Cannes Lions Creative Marketer of the Year company has won during a period of record sharemarket performance, demonstrating the link between creative culture and commercial performance.

SHAREMARKET PERFORMANCE

AVERAGE ANNUAL SHARE PRICE GROWTH 1999-2015

CANNES AOY / CMOY COMPANIES : 26.1%

S&P500 : 7.5%



SOURCE: Yahoo! Finance Sharemarket Data

THE CASE FOR FAME

CAMPAIGN EFFICIENCY

FAME CAMPAIGNS : 1

ALL OTHER CAMPAIGNS : 0.45

NUMBER OF BRAND EFFECTS

FAME CAMPAIGNS : 1.9

ALL OTHER CAMPAIGNS : 1.3

AVERAGE BUDGET

FAME CAMPAIGNS : 1X

ALL OTHER CAMPAIGNS : 2.5X

“Those campaigns that get talked about a lot – the ones we call ‘fame’ campaigns – they’re the most effective of all.”

- Peter Field, author of The IPA's *Link Between Creativity and Effectiveness* report

Campaigns that drive strong word of mouth and social sharing register the highest commercial gains and brand effects. And they do it on what tend to be much smaller budgets.



Creative Effectiveness Superstars like Volvo's *Epic Split*, Metro Melbourne's *Dumb Ways to Die* and Dove's *Real Beauty Sketches* have all driven massive fame effects

WHAT DRIVES FAME?

Analyses of Cannes Creative Effectiveness Lions winners and campaigns that have won both a Gold Lion from creativity and a Gold Effie for effectiveness reveals two key drivers of word of mouth and social sharing:

LINKING BRAND AND CAUSE

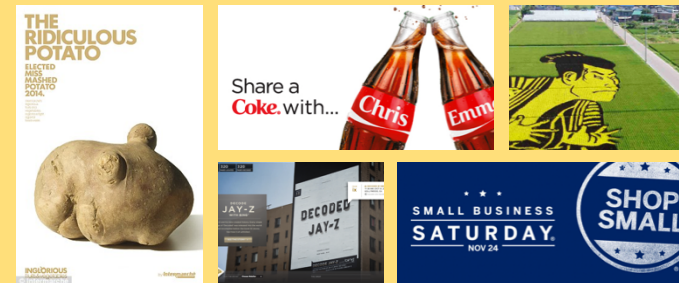
We are much more likely to get behind a cause than a brand



Campaigns like Always' Like A Girl or Chipotle's Cultivate a Better World represent a new benchmark in brand marketing

DOING RATHER THAN SAYING

We are much more likely to talk about what a brand did than what it said



Campaigns like Intermarche's Inglorious Fruit & Vegetables or American Express' Small Business Saturday show the power of moving from communication to action.

ABOUT THE AUTHOR



James Hurman is a New Zealander who spent the majority of his career as a strategic planner in the advertising industry. In 2013 he was named the world's #1 planning director by the Big Won Report, following many years as head of planning at Auckland agency Colenso BBDO. Equally passionate about creativity and effectiveness, James' work has won 20 Cannes Lions and more than 50 effectiveness awards.

In 2014 James left the advertising industry to found innovation consultancy Previously Unavailable. He lives in Auckland with his wife and children.

He can be contacted at thecaseforcreativity.com

“The relationship between creativity and effectiveness is the golden thread of advertising, and it is nowhere more eloquently explored than in this brilliant book.”

Giles Hedger

Global Chief Strategy Officer, Leo Burnett Worldwide

“Practitioner-led, powered by data... utterly convincing. Business will be the richer for embracing this thinking.”

Janet Hull OBE
Director of Marketing
Strategy & Chairman IPA
Databank, IPA

“A must read for anyone who needs to understand the indivisible link between creativity and commerce.”

Gareth Kay
Co-founder, Chapter San
Francisco

“A great read. It should become mandatory reading for all clients.”

Michael Burgess
GM Marketing, Weight
Watchers Australia

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