

**“Sounds good...but how can
I measure each donation?”**

A Dog

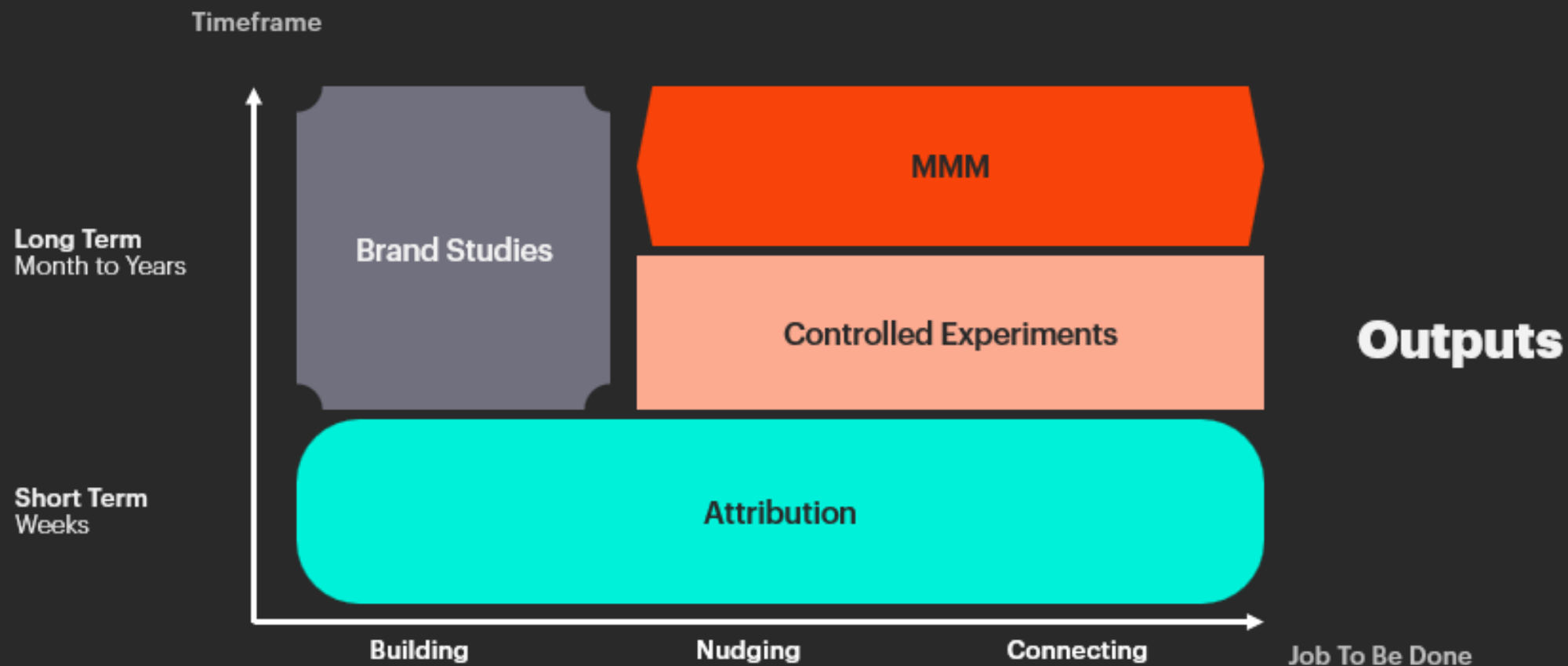




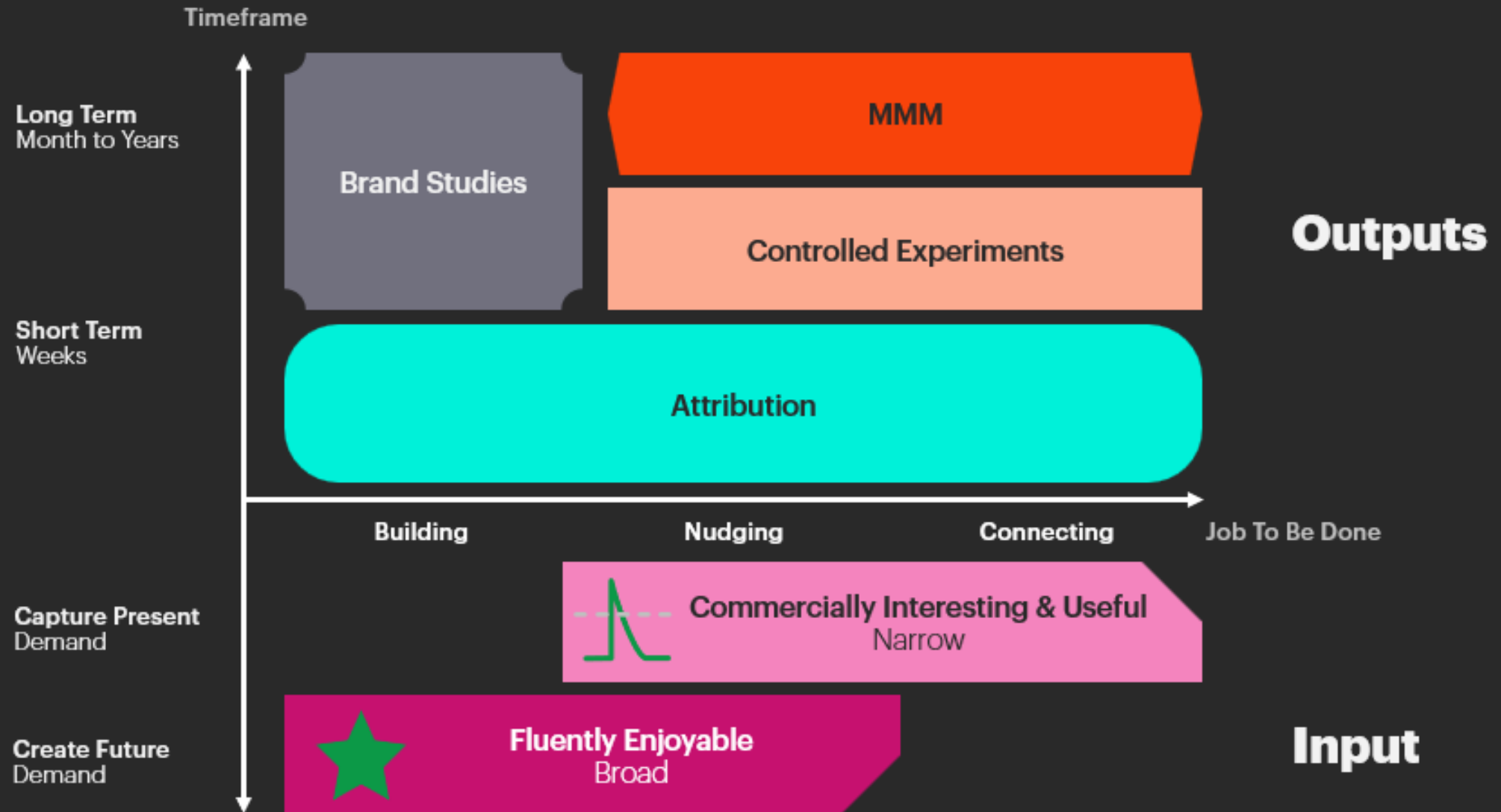
**Boringly
Effective**

**Annoyingly
Efficient**

An Efficiency Measurement Model



A Holistic Effectiveness Model



The magic of **Compound Creativity**

How consistency leads to creative quality,
stronger brands and greater profits.

System1

Create with Confidence

IPA

With Data from the **IPA**
Effectiveness Databank





2017



INDUCTION SESSION

9.30 - 10.30



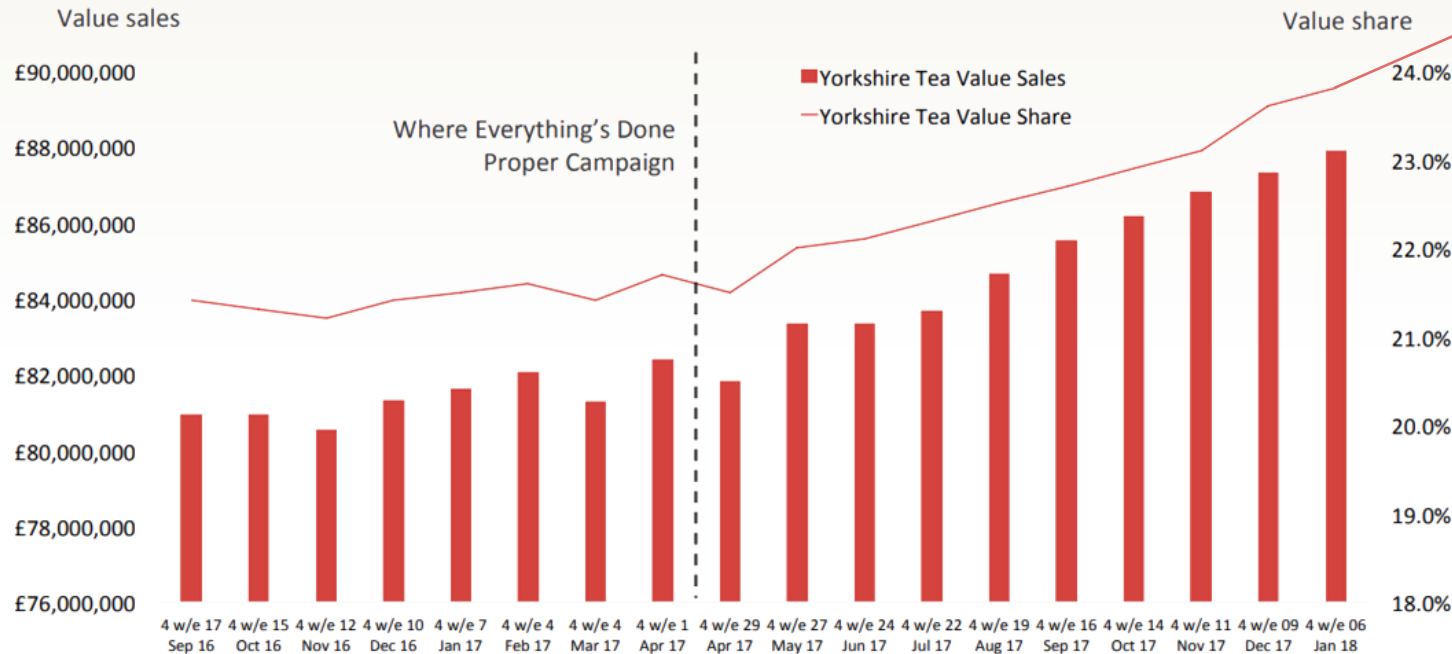
2022

2017
Proper creativity



2024
Proper consistency
38.9%

Since the campaign has been on air, sales and share has risen rapidly



Source: Nielsen IRI

2016

2018

2024



Compound Creativity

A new holistic metric for **creative consistency**...

Issues

Asset demands
from digital
platforms grow

Costs and
demands of
pitches boom

Marketers looking
for what they can
change

Building on

Distinctive
Brand Assets

Fluent
Devices

Creative Wear Out
Doesn't Exist

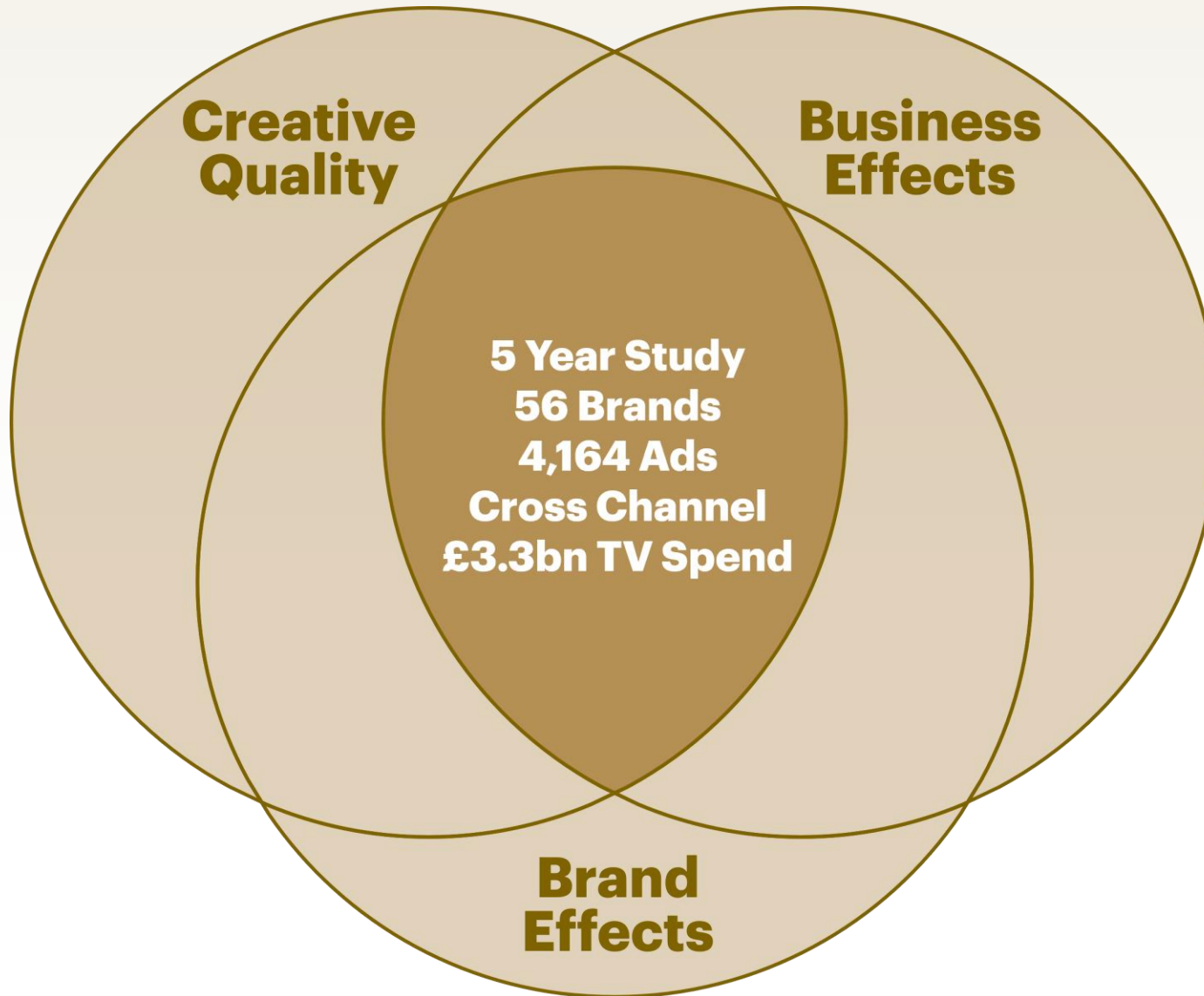


A new holistic metric for **creative consistency**...

- ★ Consistent brands produce **ads that work twice as hard**.
- ★ Campaigns from consistent brands generate **27% more very large brand effects**.
- ★ The most consistent brands report **double the very large profit gains**.
- ★ We estimate **inconsistency will cost the brands in this study nearly £3.5bn** over the next five years.



First look at early findings





1

Building blocks of creative consistency

Creative Consistency Score (CCS) – a new brand metric, measured over a multi-year period.

Consistent Creative Foundations



2017



2019



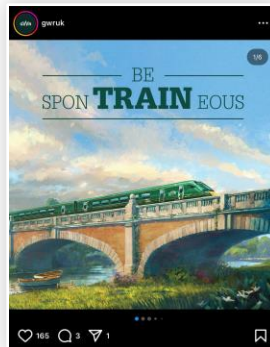
2021



2023



2024



Ben Bold | April 17, 2024 | The Information

How long? | 1 minute

Great Western Railway names creative agency of record

The train operating company appointed Adam & Eve/DDB in 2017.

adam
& eve

Again!

Building blocks of creative consistency

Creative Consistency Score (CCS) – a new brand metric, measured over a multi-year period.

Culture of Consistency

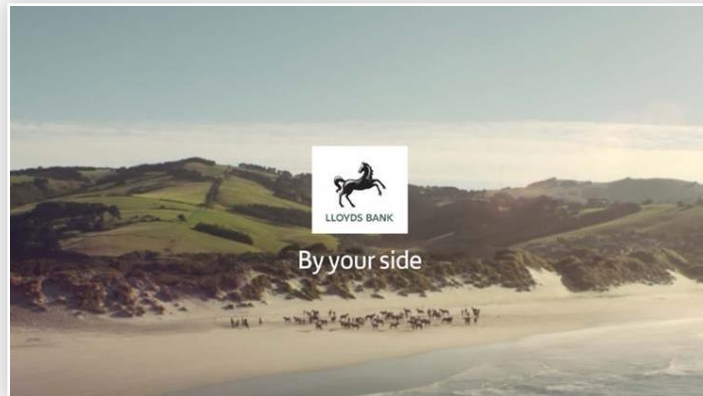


- ★ On air for 7 years
- ★ 2-year average ad life
- ★ Assets used across channels
- ★ Committed to “showmanship”
- ★ Reused creative & cutdowns

Building blocks of creative consistency

Creative Consistency Score (CCS) – a new brand metric, measured over a multi-year period.

Consistent Execution



Building blocks of creative consistency

Creative Consistency Score (CCS) – a new brand metric, measured over a multi-year period.

Creative Foundations

Consistent Positioning
Creative Idea Tenure
Agency Tenure

Culture of Consistency

Creative Wear In
Cross Channel Consistency
Commitment to the Show
Reusing Creative Assets

Consistent Execution

Consistent Brand Assets
Consistent Tone of Voice
Fluent Device Tenure
Brand Slogan Commitment
Hired Device Tenure
Soundtrack Commitment

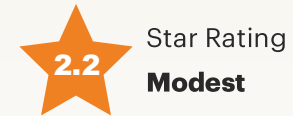
Brands in the study

Large UK brands spending big on TV
Average annual linear UK TV spend: **£11.7m**

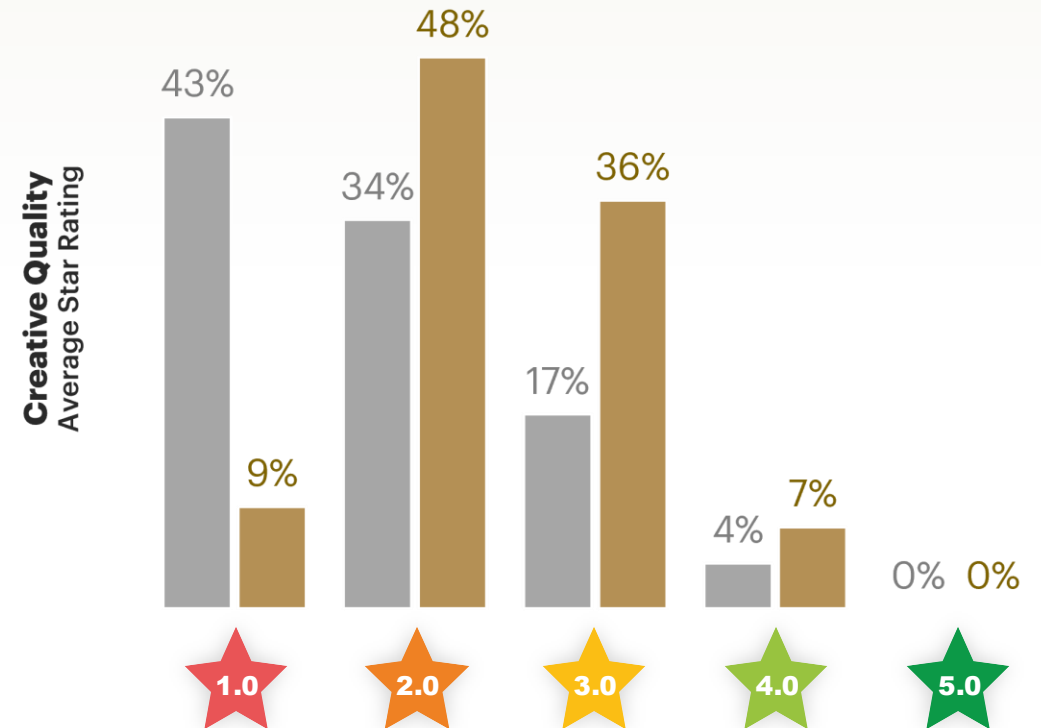
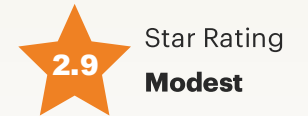


Already produce high creative quality

Global Brand Average

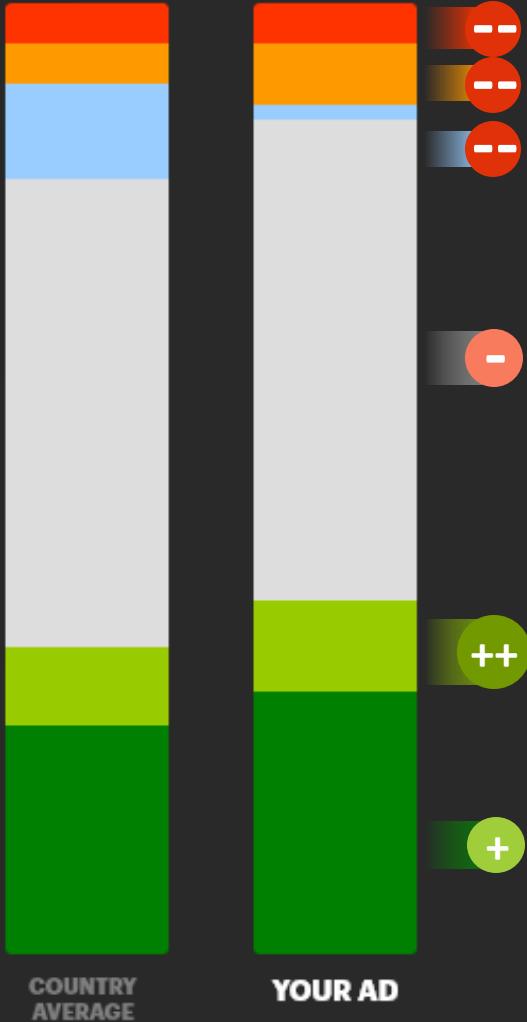
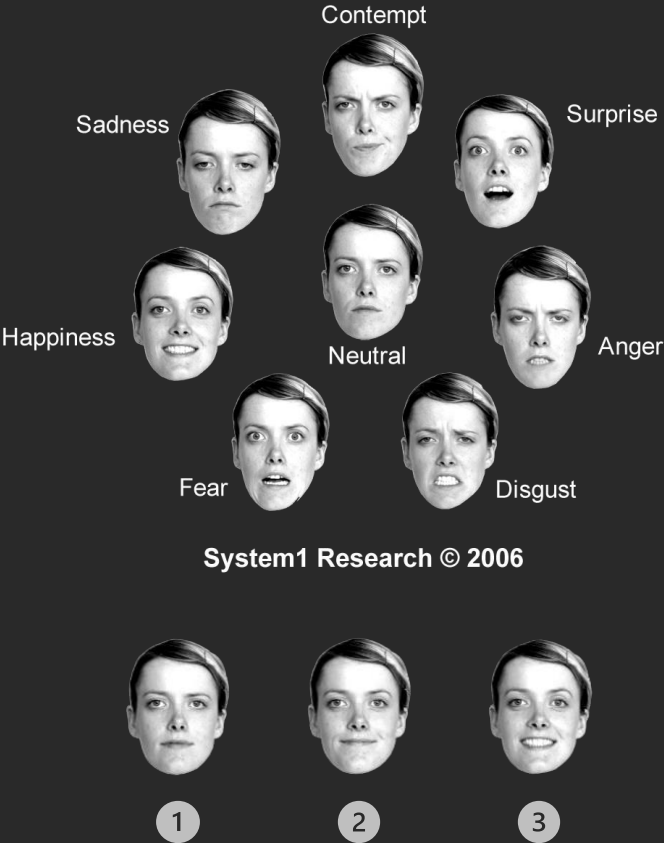


Brands in this Study

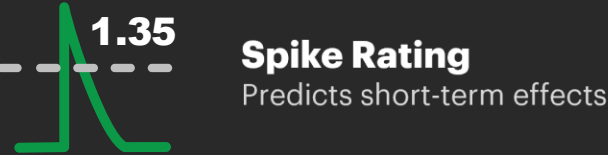
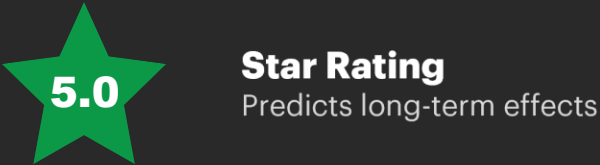


Using emotion to measure creative quality

Quantity & Intensity of Emotions

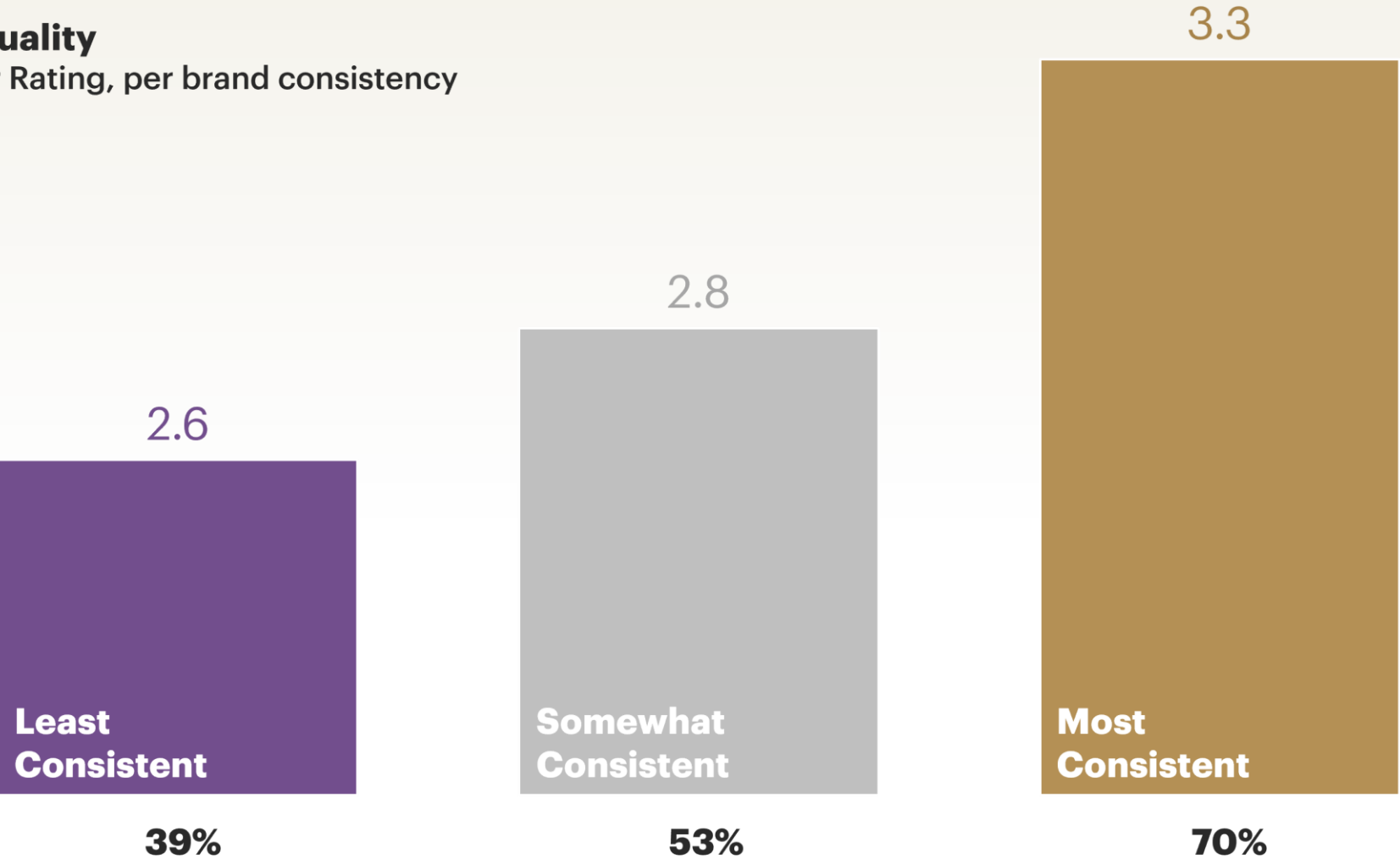


Ad Effectiveness Metrics



Consistent brands produce higher creative quality

Creative Quality
Average Star Rating, per brand consistency



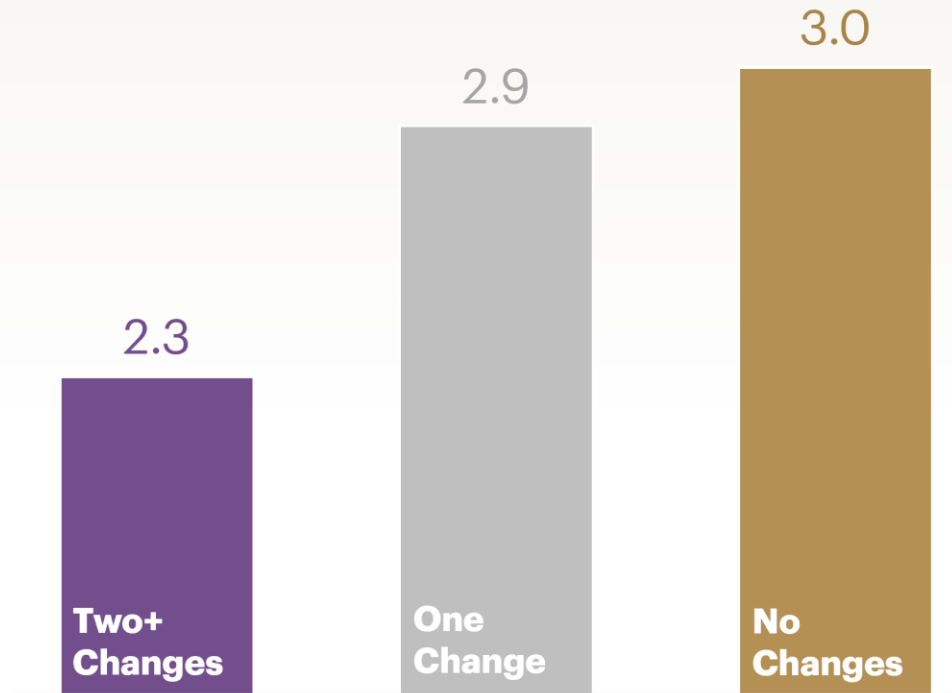
Average Creative Consistency Score

Ordered by creative consistency score, tertiles

Brands that change agencies less produce higher creative quality

Average Creative Quality

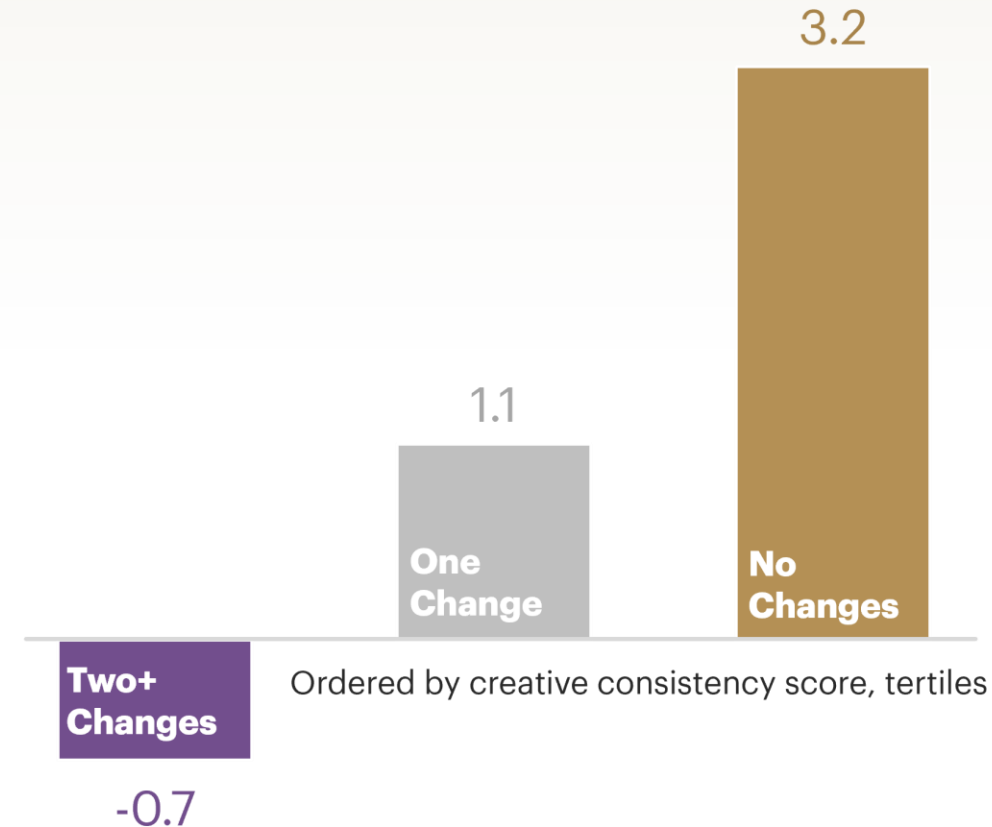
Star Rating, 5-year period, per agency changes



Ordered by creative consistency score, tertiles

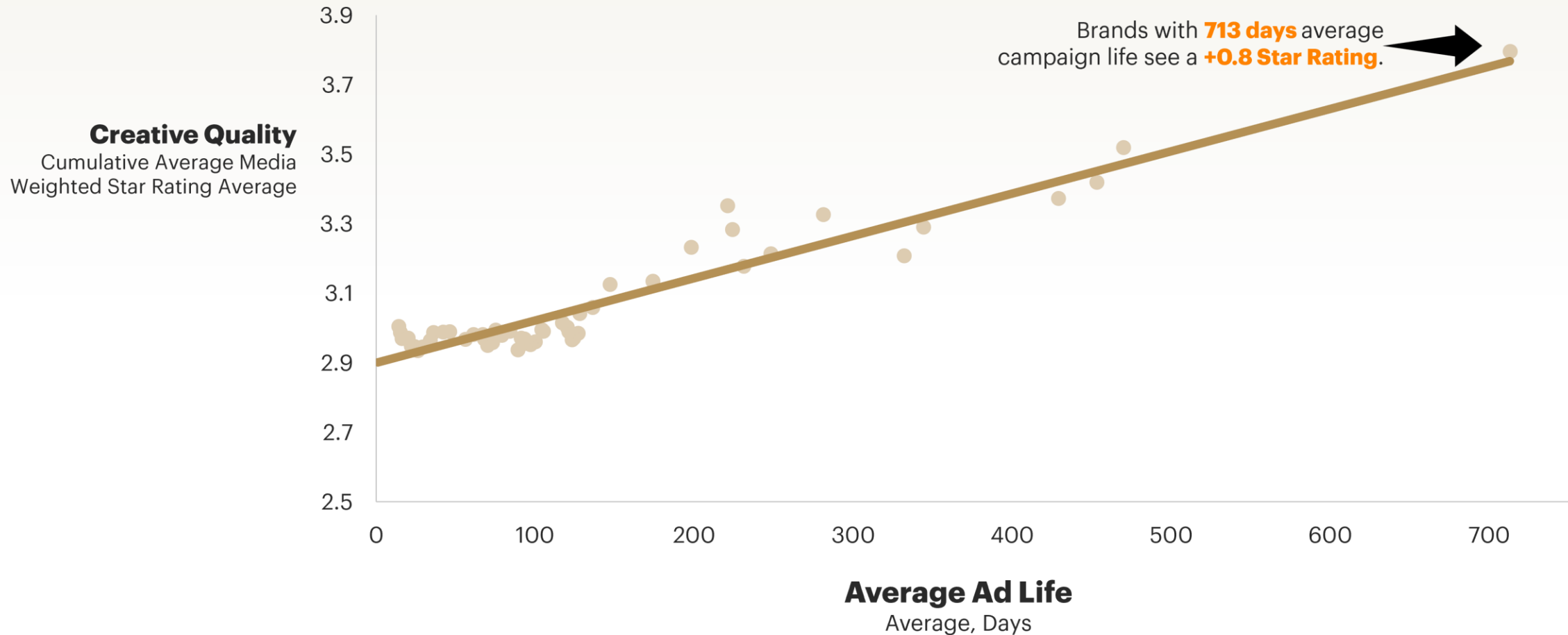
Average Advertising Distinctiveness Change

Annual Fluency Rating change, 5 Year Period, per agency changes



Ordered by creative consistency score, tertiles

Brands that allow wear in achieve higher creative quality



Consistency compounds creativity

Creative Quality

Average Star Rating, per brand consistency

Market Growth Rate

Expected ESOV Efficiency



Why are consistent brands making more effective advertising?

Processing Fluency

Cognitive Ease

Memory Encoding

Mental Availability

Familiarity Bias

Mere Exposure Effect

Creative Darwinism

Survival of the Effective

Resource Focus

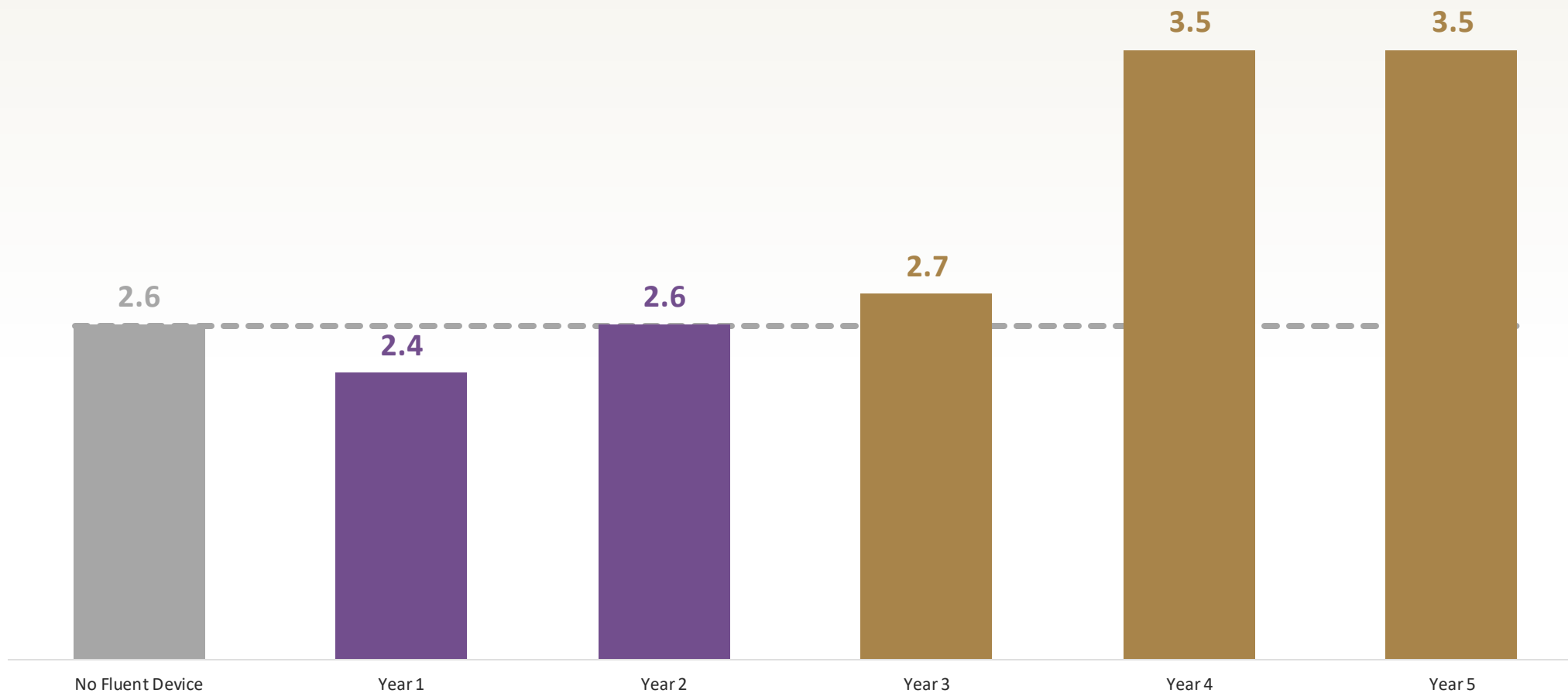
Creative Efficiency



Fluent devices pay off after multiple years

Creative Quality

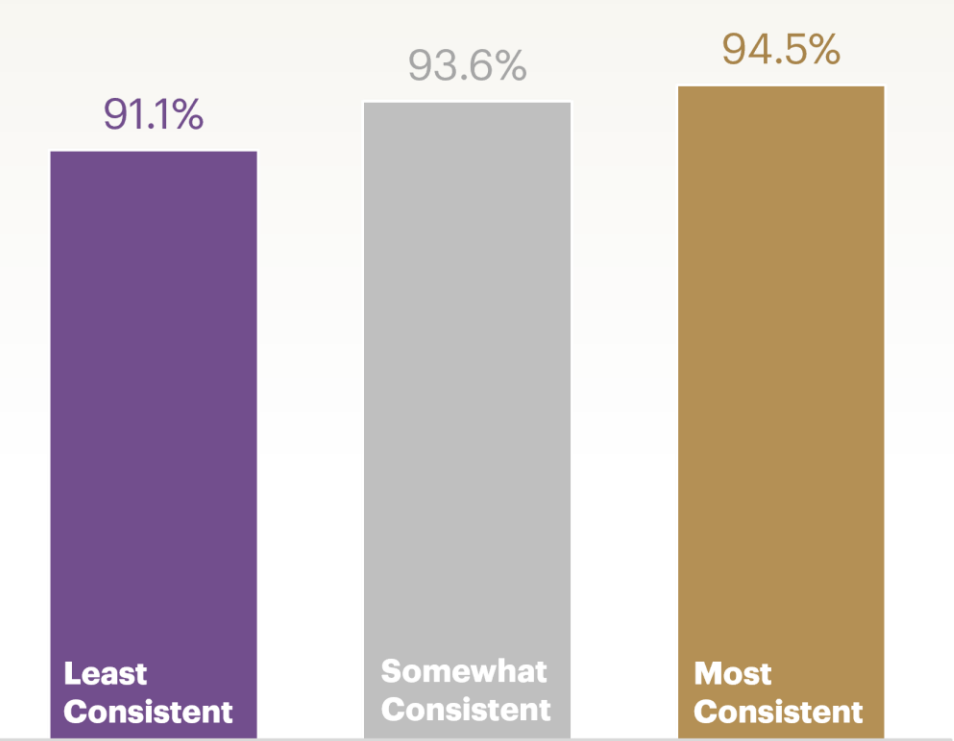
Average Star Rating, fluent device tenure



Consistent brands are stronger brands

Brand Fame

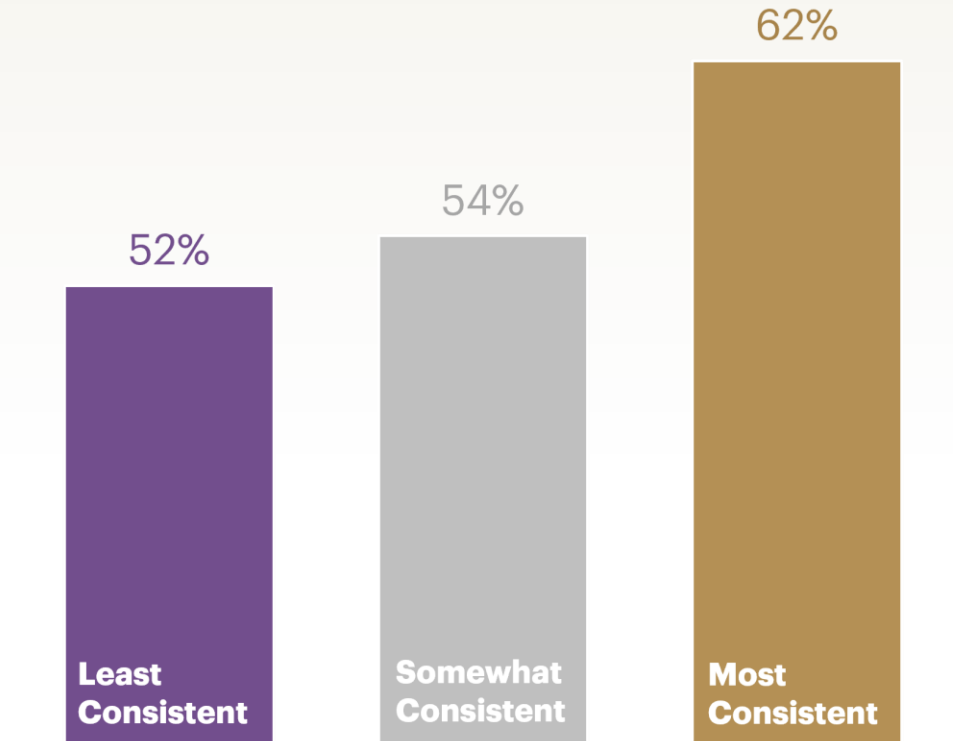
2024 YouGov, per brand consistency



Ordered by creative consistency score, tertiles

Brand Popularity

2024 YouGov, per brand consistency

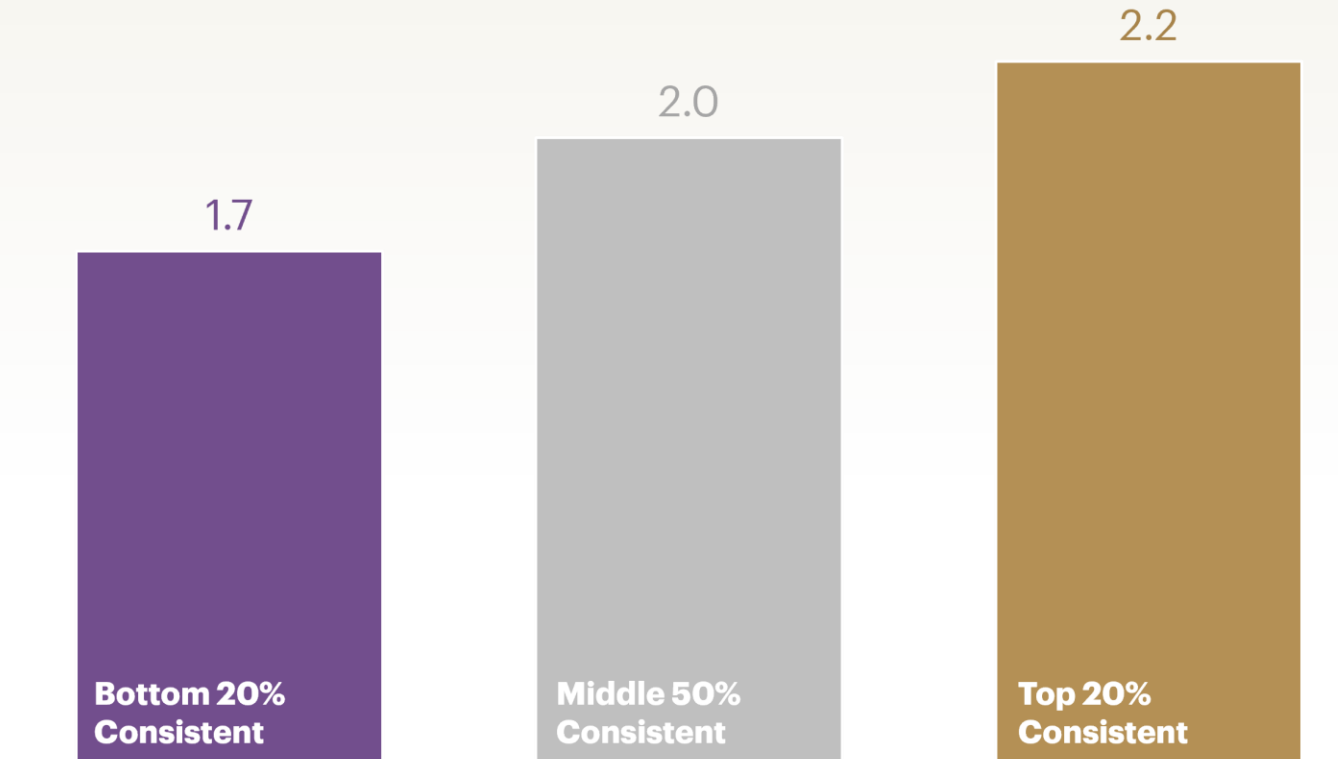


Ordered by creative consistency score, tertiles

Consistent brands generate more brand effects

Avg. Number of Very Large Brand Effects

Latest Campaign in IPA Databank

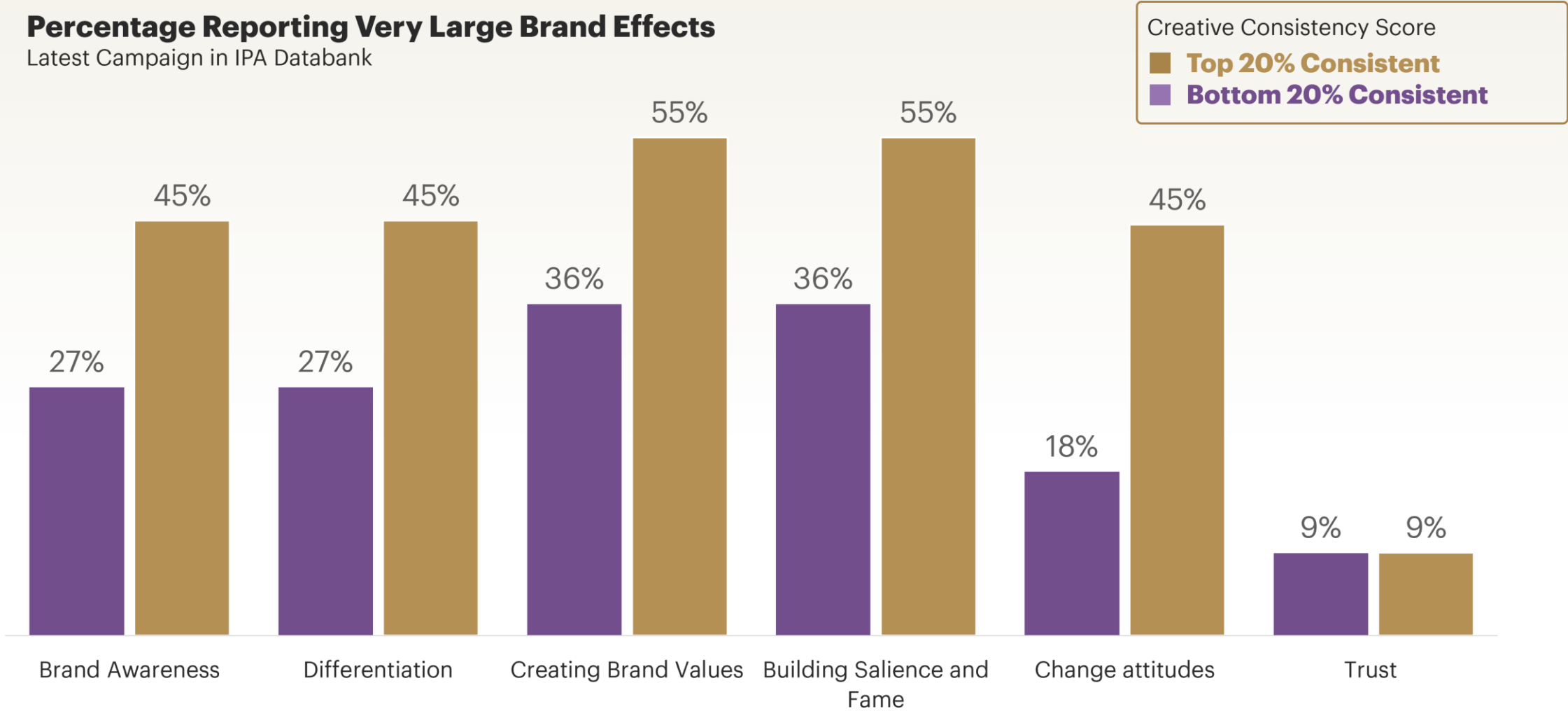


Ordered by creative consistency score, top vs bottom

The most consistent brands get
+27% more
Very Large Brand Effects



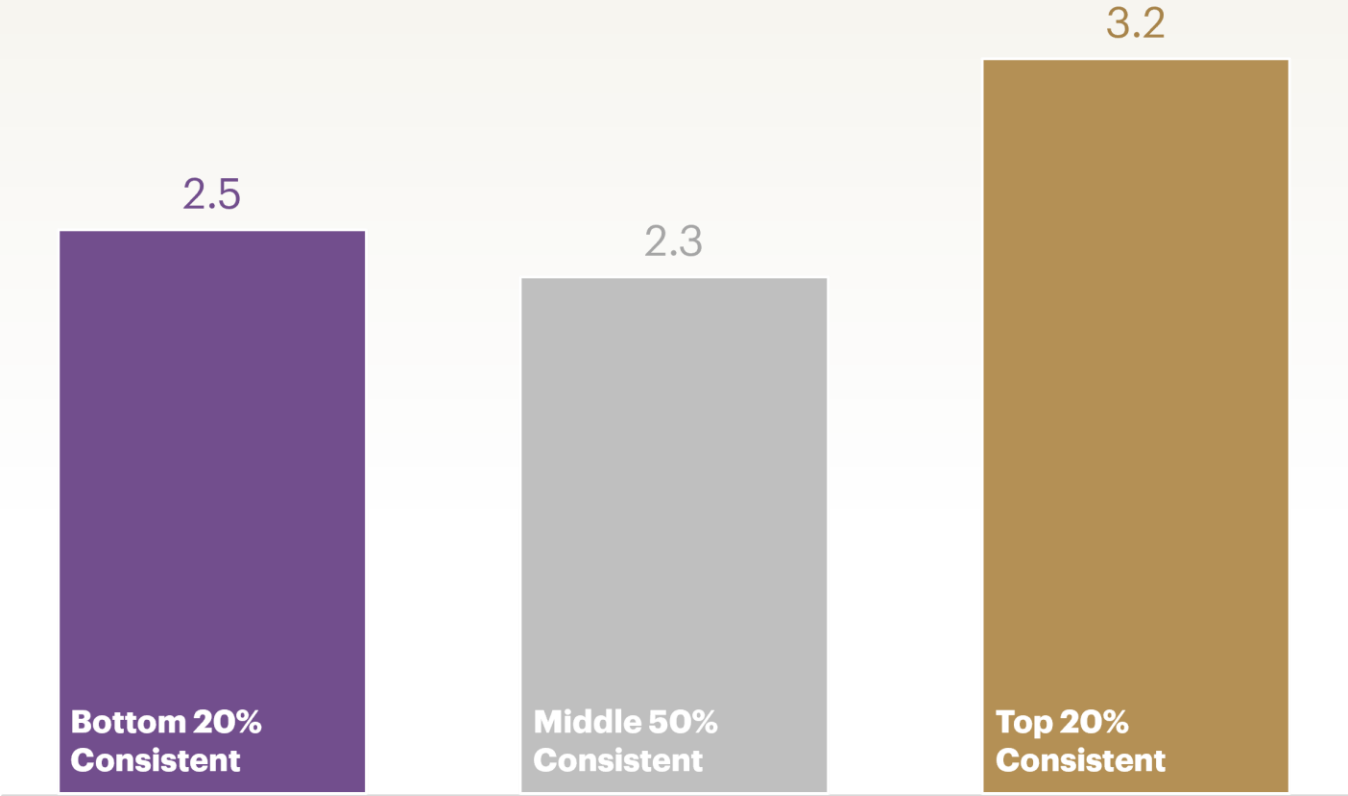
Consistent brands are stronger brands



Consistent brands generate more business effects

Avg. Number of Very Large Business Effects

Latest Campaign in IPA Databank



Ordered by creative consistency score, top vs bottom

The most consistent brands get
+28% more
Very Large Business Effects



What creative consistency **DOES** do for business

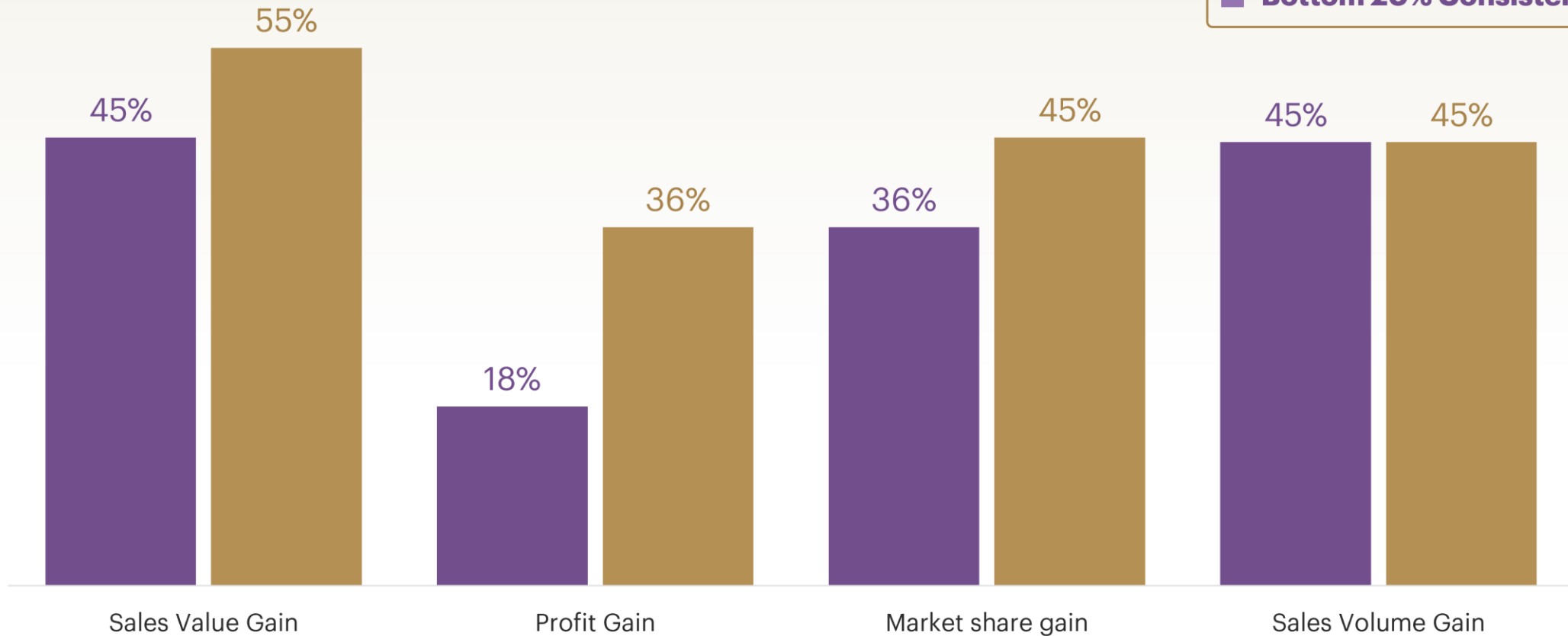
Percentage Reporting Very Large Business Effects

Latest Campaign in IPA Databank

Creative Consistency Score

■ **Top 20% Consistent**

■ **Bottom 20% Consistent**



What creative consistency **DOESN'T** do for business

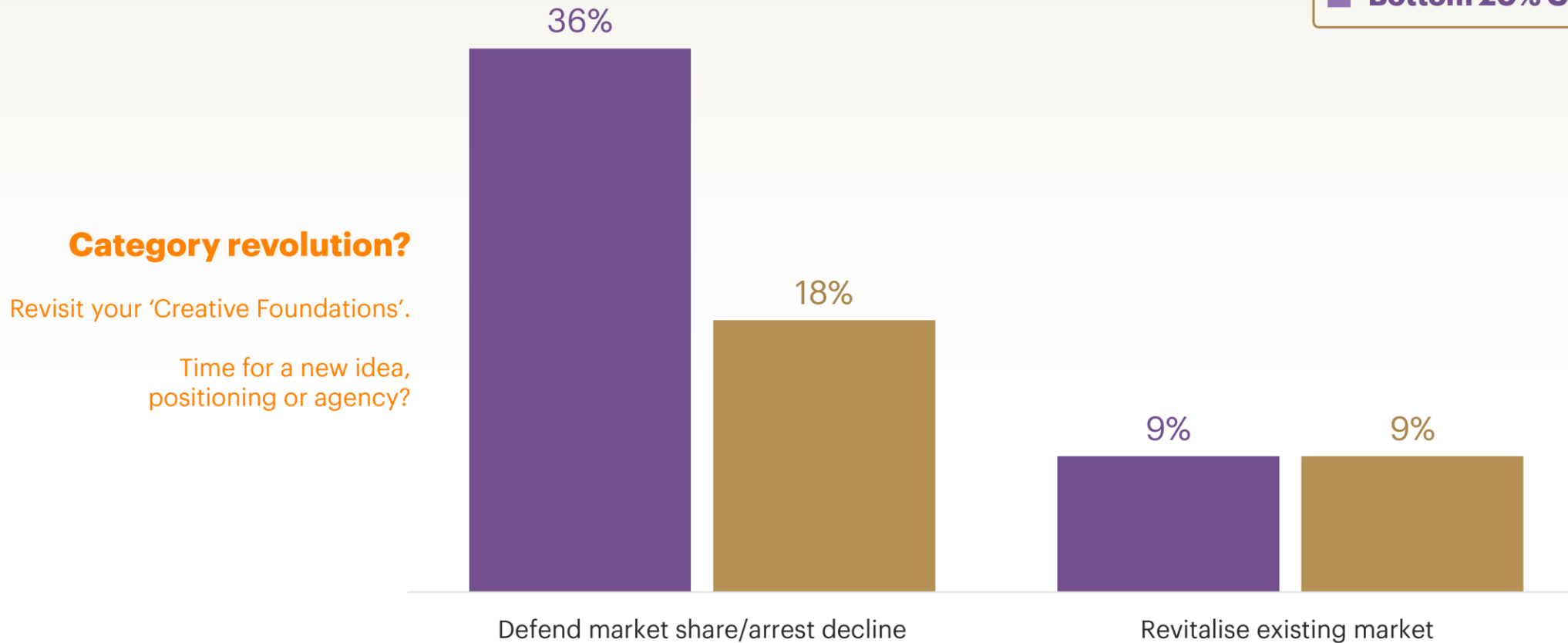
Percentage Reporting Very Large Business Effects

Latest Campaign in IPA Databank

Creative Consistency Score

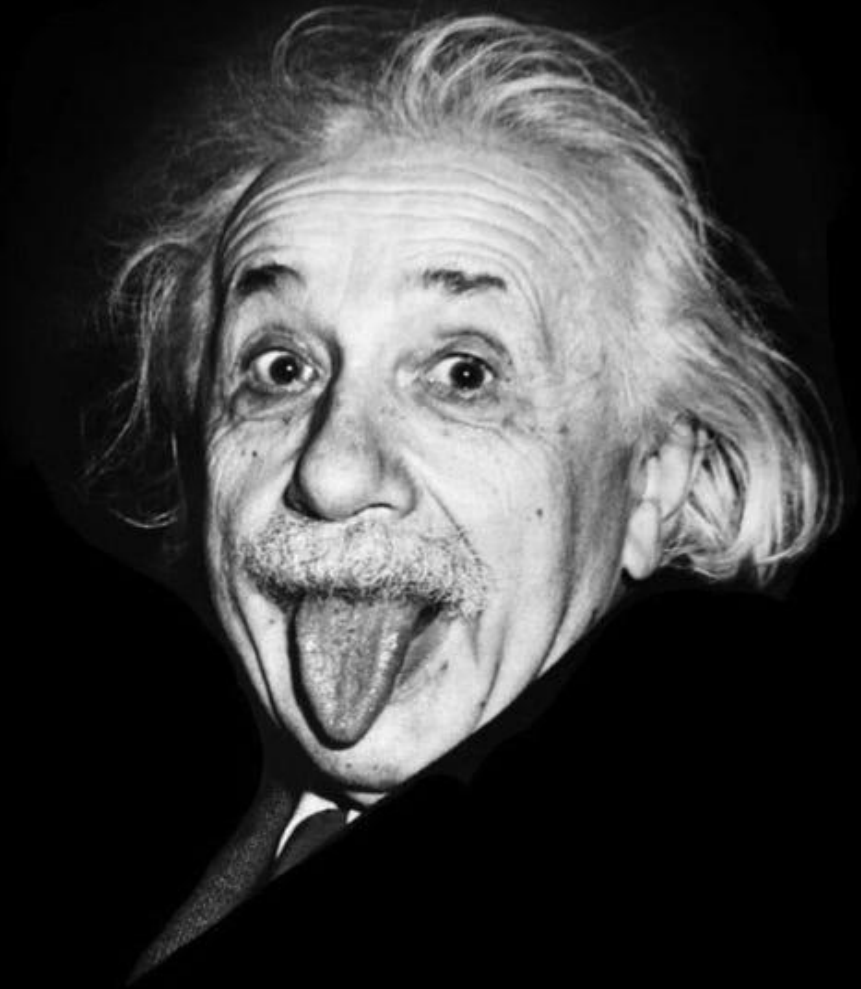
■ **Top 20% Consistent**

■ **Bottom 20% Consistent**

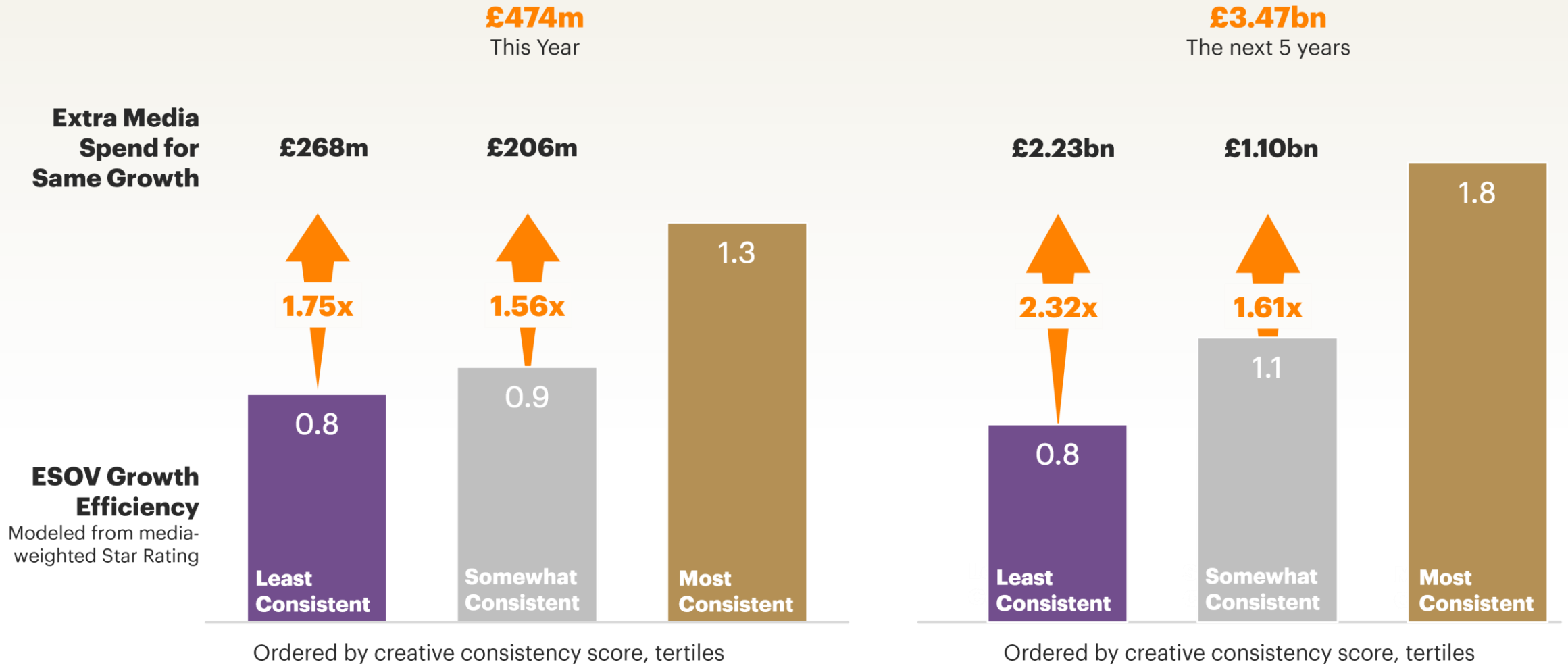


"Insanity is doing the
same thing over and
over again and expecting
different results"

Albert Einstein

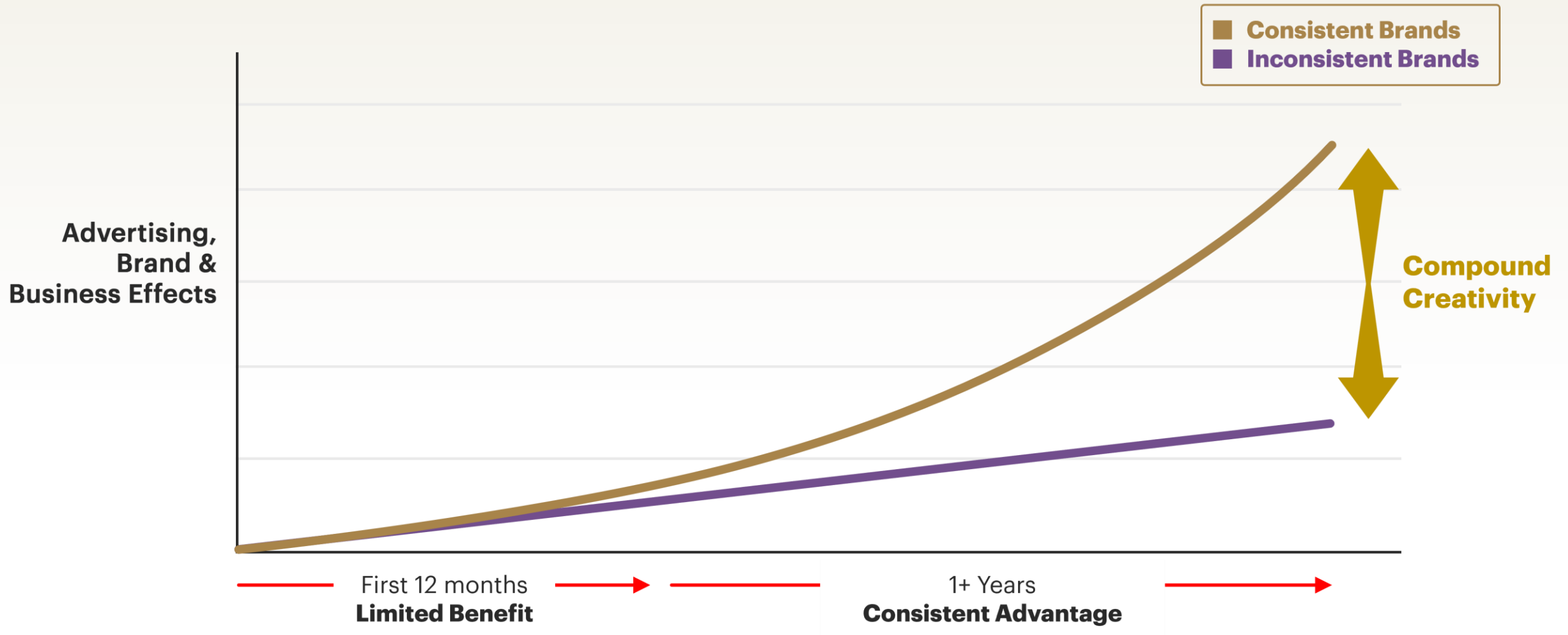


The Cost of Change



The expected total cost to the lower 2 groups in media spend to grow at the same rate, based on System1's Star Rating.

The power of creative consistency



The magic of **Compound Creativity**



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