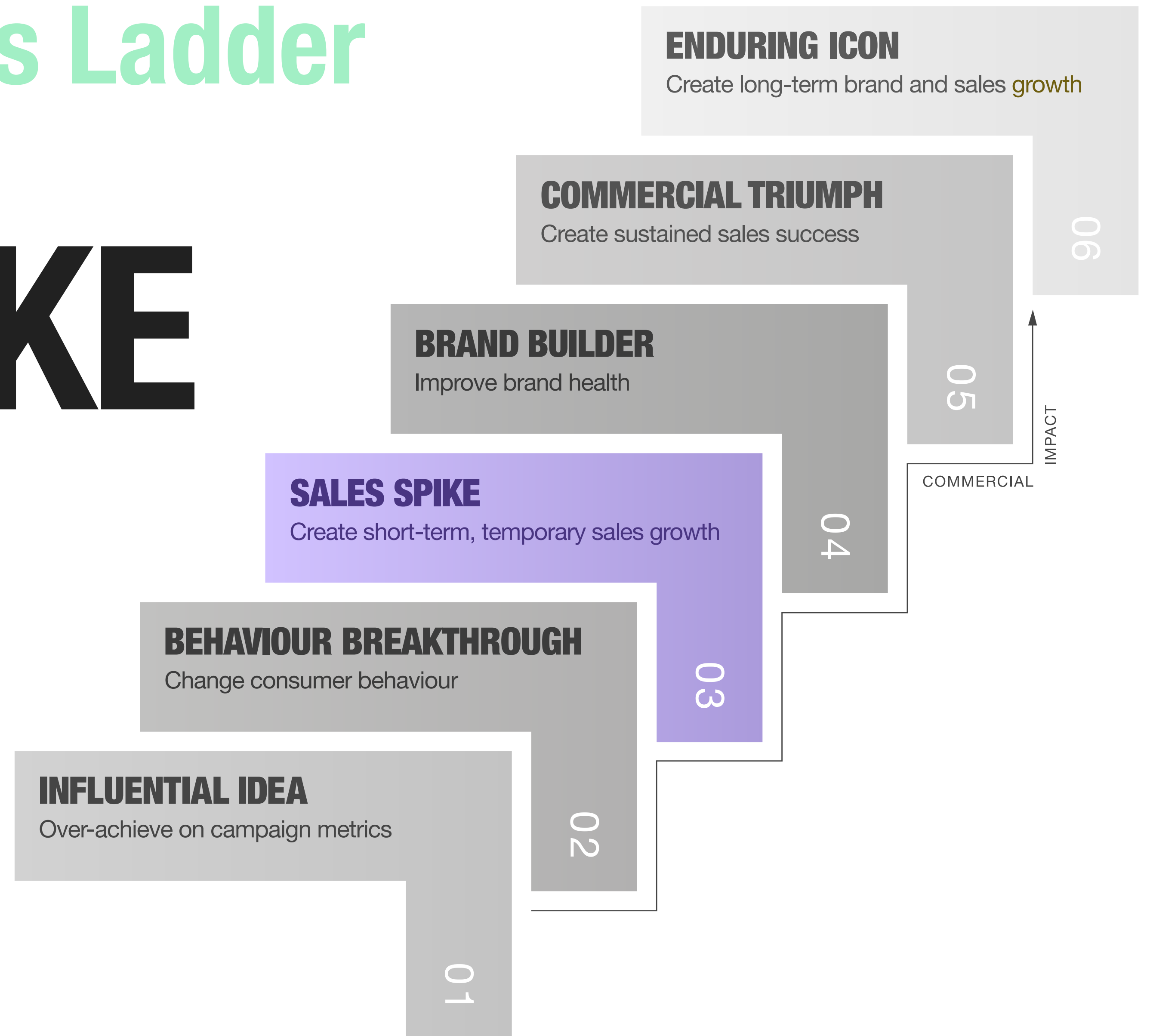


Creative Effectiveness Ladder

101 Guide

SALES SPIKE



About Level 3: Create short-term, temporary sales growth

Sales Spike campaigns use creativity to create short-term, temporary growth in sales, market share or profitability for a brand.

Across the last decade, we've seen substantial growth in campaigns seeking to achieve short-term and temporary sales effects*. Sometimes this is because the marketing objective is intentionally a short-term one. Sales promotions and direct marketing campaigns remain important parts of the marketing mix for most brands. However, we're also seeing a pernicious trend toward short-termism due to budgets being fragmented or constrained, or to satisfy marketers' need to meet quarterly reporting cycles.

What kind of objectives do we need to set?

To achieve at this level, campaigns need to track and measure the short-term performance of sales metrics such as:

Sales

Sales value and volume measured over the campaign period

Market share

Value and volume share measured over the campaign period

ROI

Return on Investment – the value of incremental sales, divided by the total marketing spend

Short-term sales metrics should be assessed after a relatively short period – within three months of the campaign being in market.

When should we be aiming for this level of the Ladder?

When we're setting out explicitly to drive a short-term and temporary commercial result – such as during a discrete promotional period that the brand needs to 'win', or during the support of a short-term partnership such as a sponsorship.

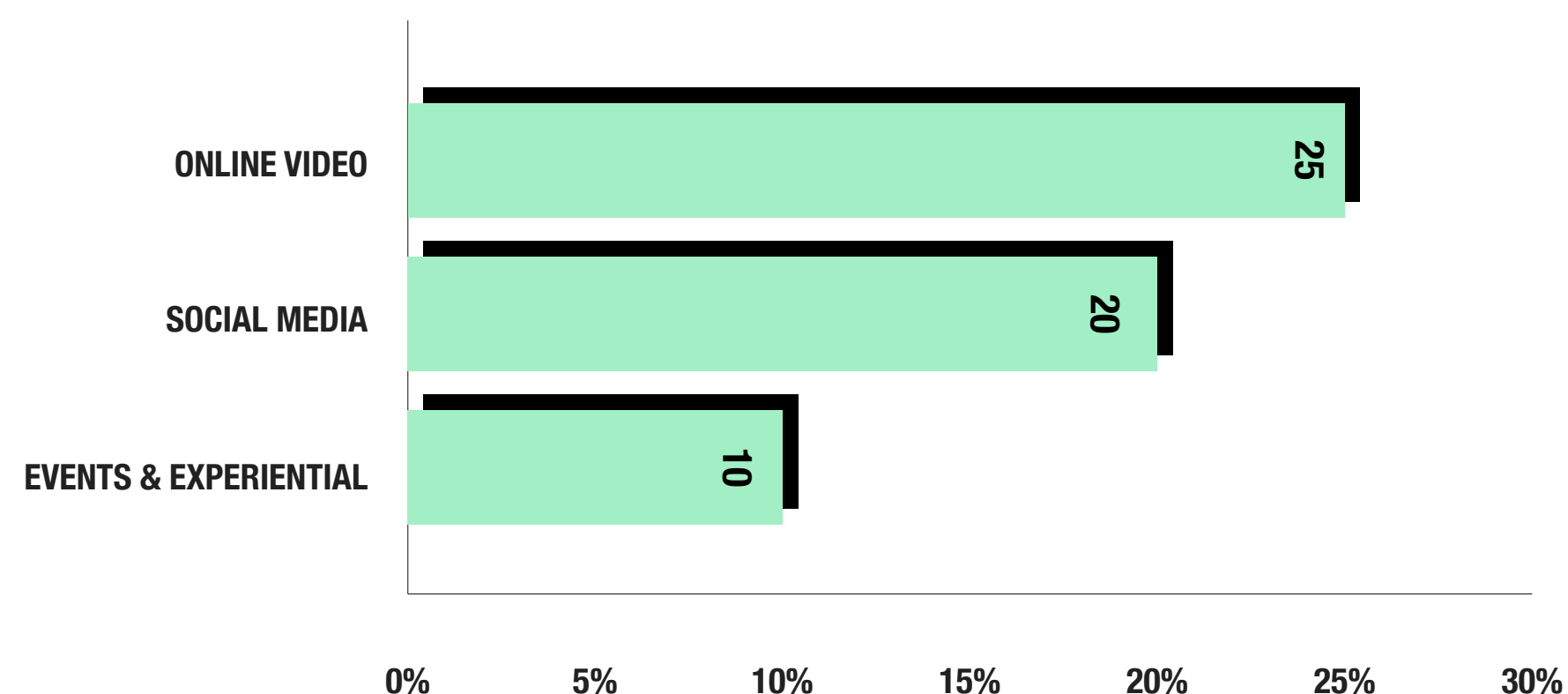
When should we be using Sales Spike as a stepping stone to higher levels of the Ladder?

Most of the time. Campaigns don't necessarily need to run for long durations to deliver sustained results. Even in the case of short-term campaigns, we should be working to understand the residual effects of those efforts. Did incremental sales continue to happen after the campaign ended? Is there another way we can show a longer-term benefit to the business that our short-term campaign set a foundation for?

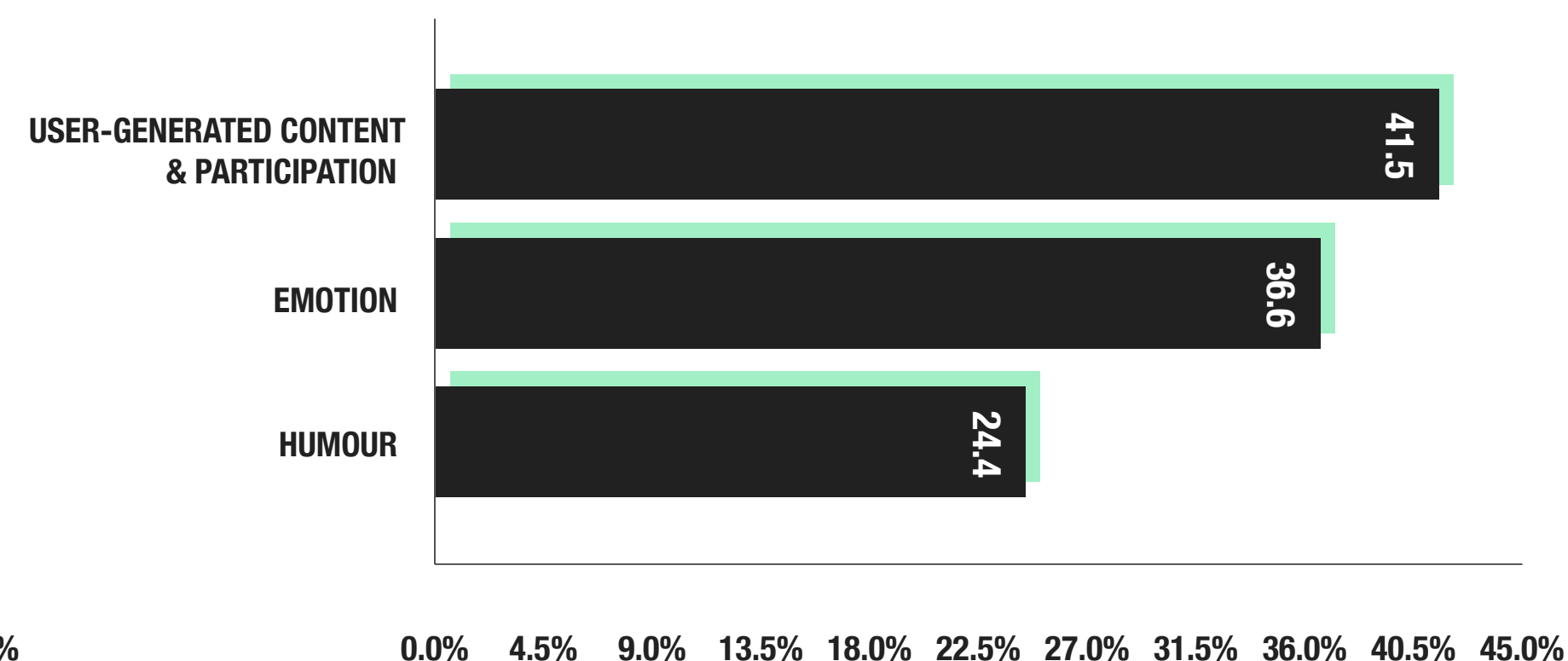
*From 2010-2014, 25% of effectiveness cases were short-term campaigns running for under three months. From 2015-2019 this percentage grew to 34%.

What are the media and creative strategy choices that are most effective at this level?

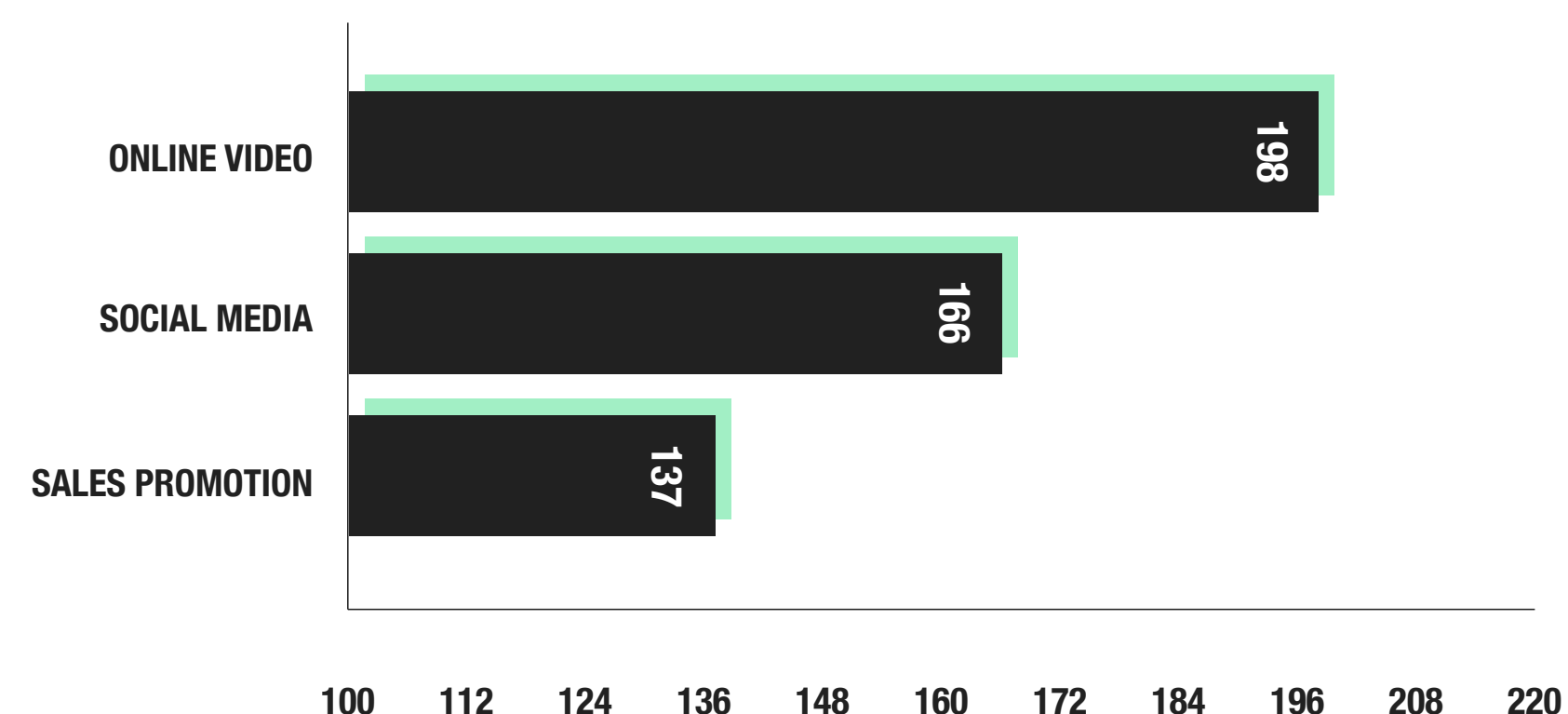
Most common lead media



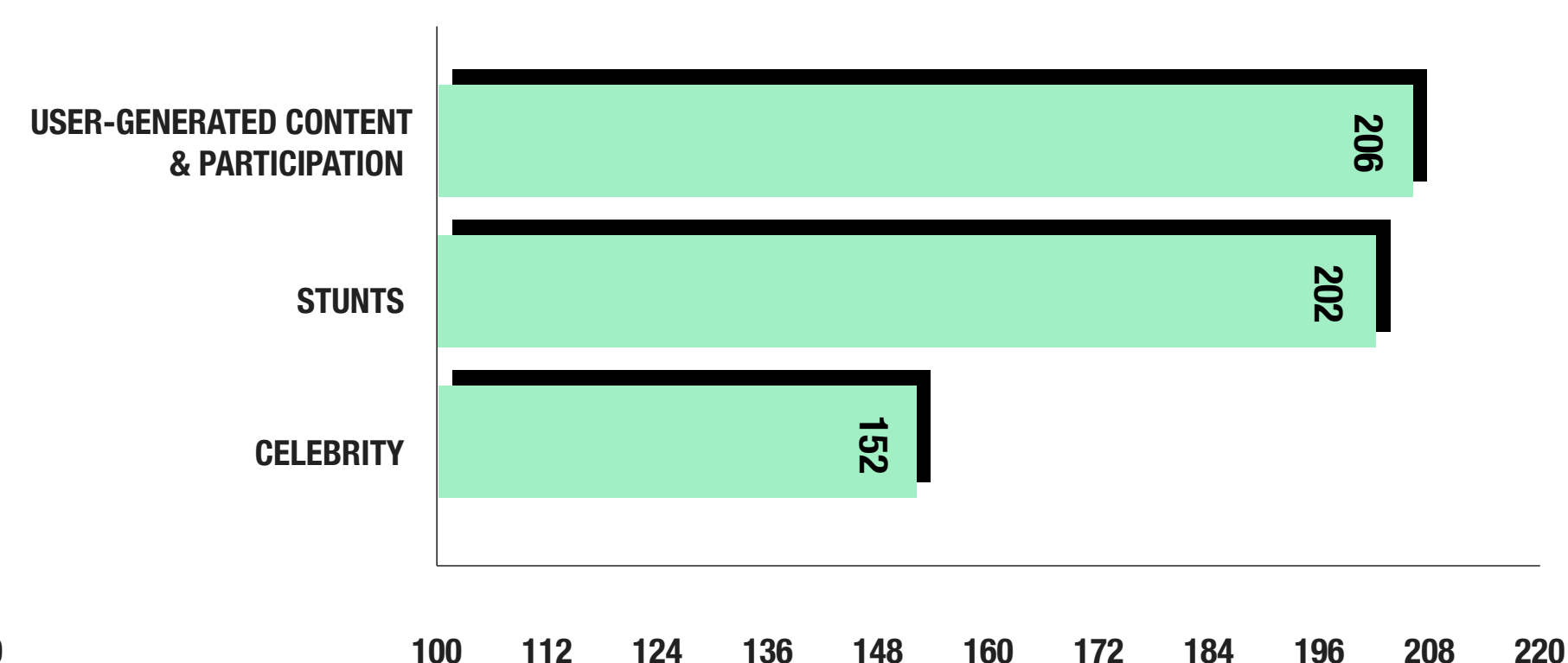
Most common creative strategies



Lead media that over-index for these metrics

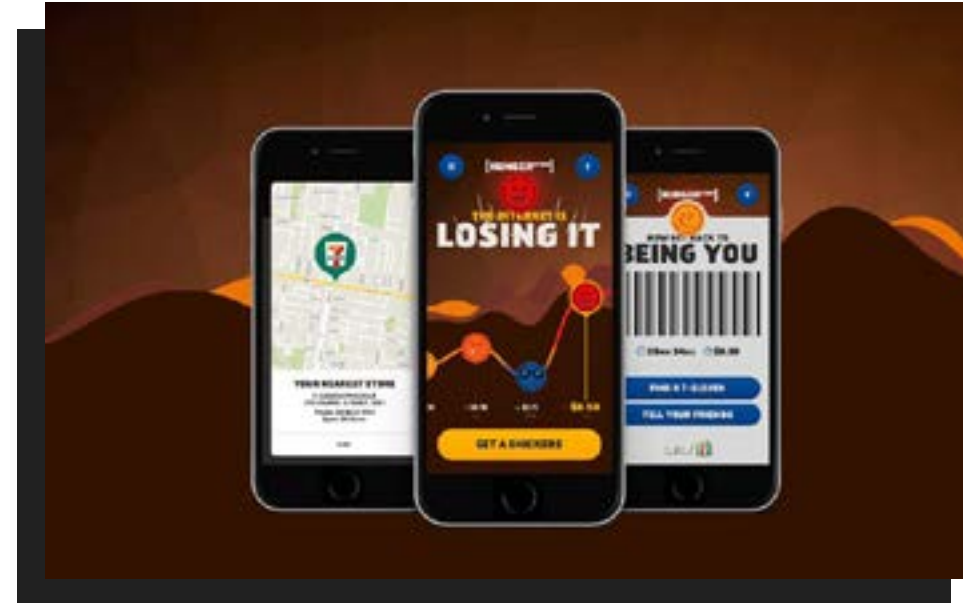


Creative strategies that over-index for these metrics



1 USE CREATIVITY TO MAKE SALES PROMOTIONS MEGA-ENGAGING

Sales promotions, incentivising customers to 'buy now', have long been the go-to vehicle for marketers looking to quickly capture short-term sales bumps. While most of these remain simple price reductions, gifts with purchase, direct marketing offers or win promotions, the Creative Effectiveness Lions history shows how creativity can be used to deliver promotions that engage consumers in much more exciting ways, positioning the brand as innovative, and creating a memorable experience for consumers.



Snickers: Hungerithm

Created a bespoke pricing algorithm that dropped the price of Snickers bars as the internet got hangrier; drove a 67% year-on-year increase during the promotional period

Noblex: All-In Promo

Offered those who bought a Noblex TV a full refund if Argentina failed to qualify for the World Cup; sold out of 5,000 TVs



Tui: Catch a Million

Offered \$100,000 to any cricket spectator who could catch a clean one-handed six while wearing a Tui t-shirt; best sales and share in two years

Media Markt: Rabbit Race

Gave customers discounts based on the place their rabbit came in a nationally broadcasted Easter rabbit race; increased value sales by 25% over the Easter period



2 USE STUNTS, EVENTS AND EXPERIENTIAL MARKETING IN HIGHLY CREATIVE WAYS

Stunts, events and experiential marketing are relative newcomers to our arsenal of creative and media strategies. And although they're only averagely effective overall (and rarely set a foundation for ongoing marketing activity), creative award-winning stunts, events and experiences are highly effective at driving sales spikes.

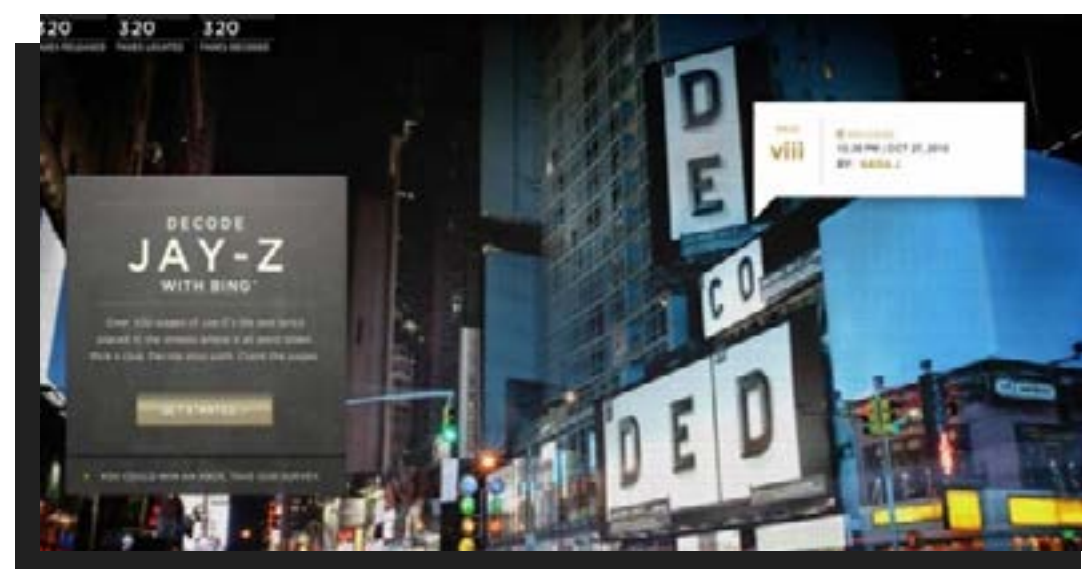


Snickers: Aussie Builders

Activated 'you're not you when you're hungry' by having hungry builders shout supportive, feminist-friendly things at women passing by; spiked sales up 36% in the campaign period

DB Export: Brewtroleum

Turned yeast slurry from the brewing process into biofuel; lifted beer sales by 11%



Bing: Decode Jay-Z

Allowed Jay-Z fans to discover and read every page of his autobiography through a digital gaming experience built on Bing Search and Bing Maps; drove a 10% increase in traffic and market share in the month of the book's release

PIMA: The Great Paper Airplane Project

Challenged kids to a paper airplane design competition and transformed the winner's design into the world's largest paper airplane. Visitation by young people doubled in the period



3 USE 'BIG TACTICS' TO ACHIEVE LARGE RESULTS WITH SEEMINGLY SMALL IDEAS

Sales Spike campaigns often take advantage of tactical opportunities that fall within their brands' larger strategic direction. When we use creativity to blow these opportunities up, they can often become high points in the overall consumer relationship with the brand. Gillette did this brilliantly by confronting the du jour fashionability of stubble, as did Xbox by creating an innovative sub-business model within their overall model.

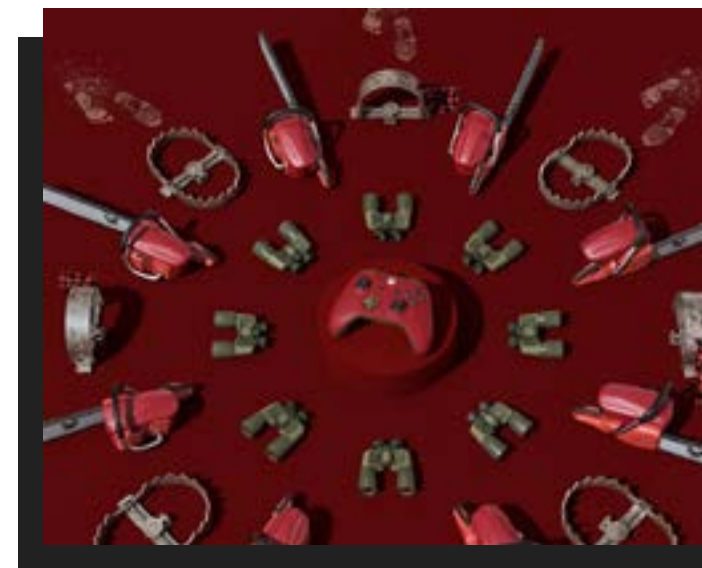


Gillette: Women Against Lazy Stubble

Used women to convince guys that stubble wasn't as sexy as they thought; huge lift in market share during the period

Allstate Insurance: Social Savvy Burglar

Showed how opportunist burglars use your social media posts against you; spiked sales 18% for the month



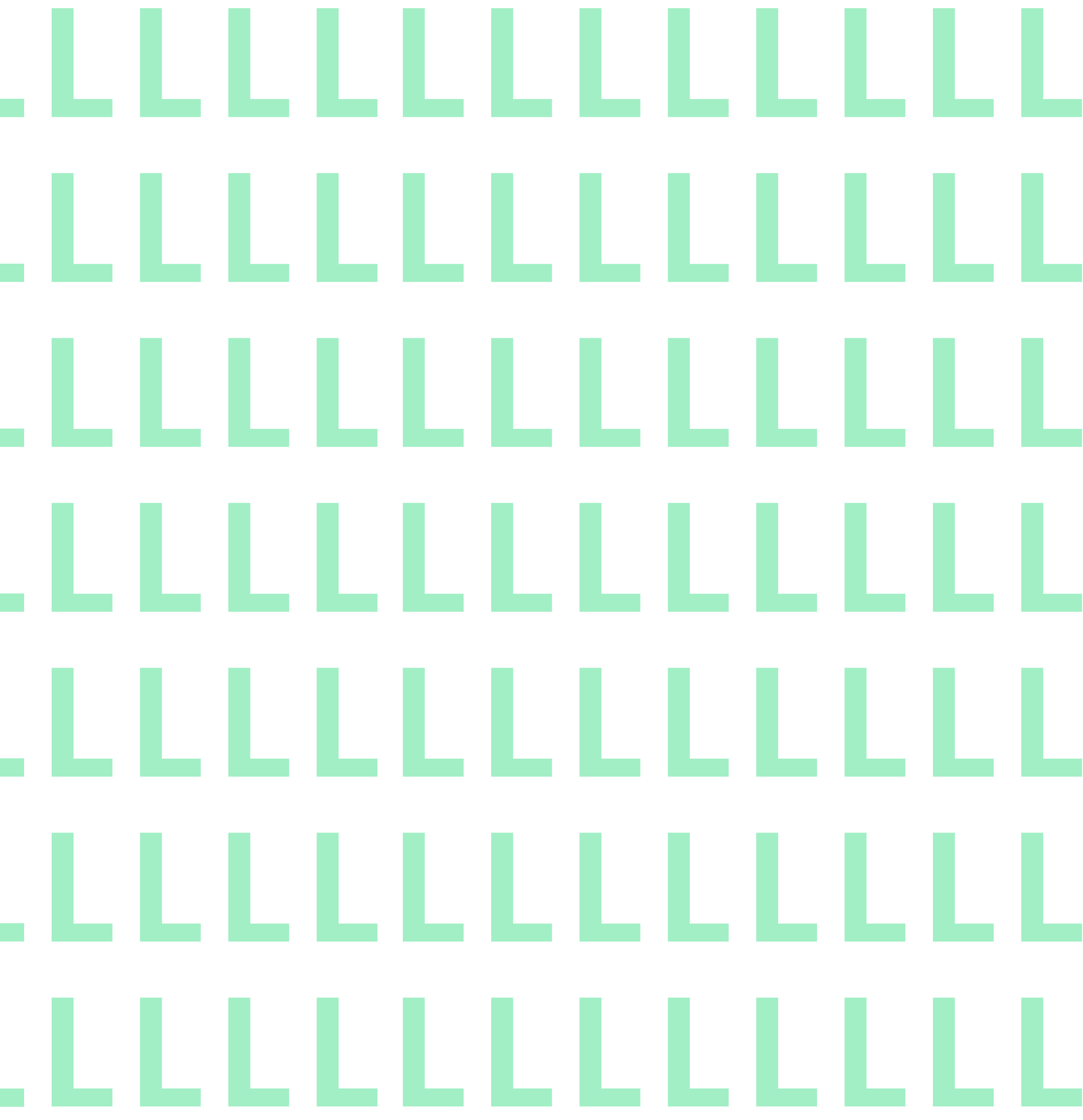
Microsoft Xbox: The Fanchise Model

Made consumers shareholders in the success of Xbox's Design Lab products; 350% sales spike in the month of the campaign

V-Line: Guilt Trips

Co-opted parents into guilt-tripping their kids into buying a ticket home; monthly online ticket sales increased 15% during the campaign period





Visit the home of the
Creative Effectiveness
Ladder