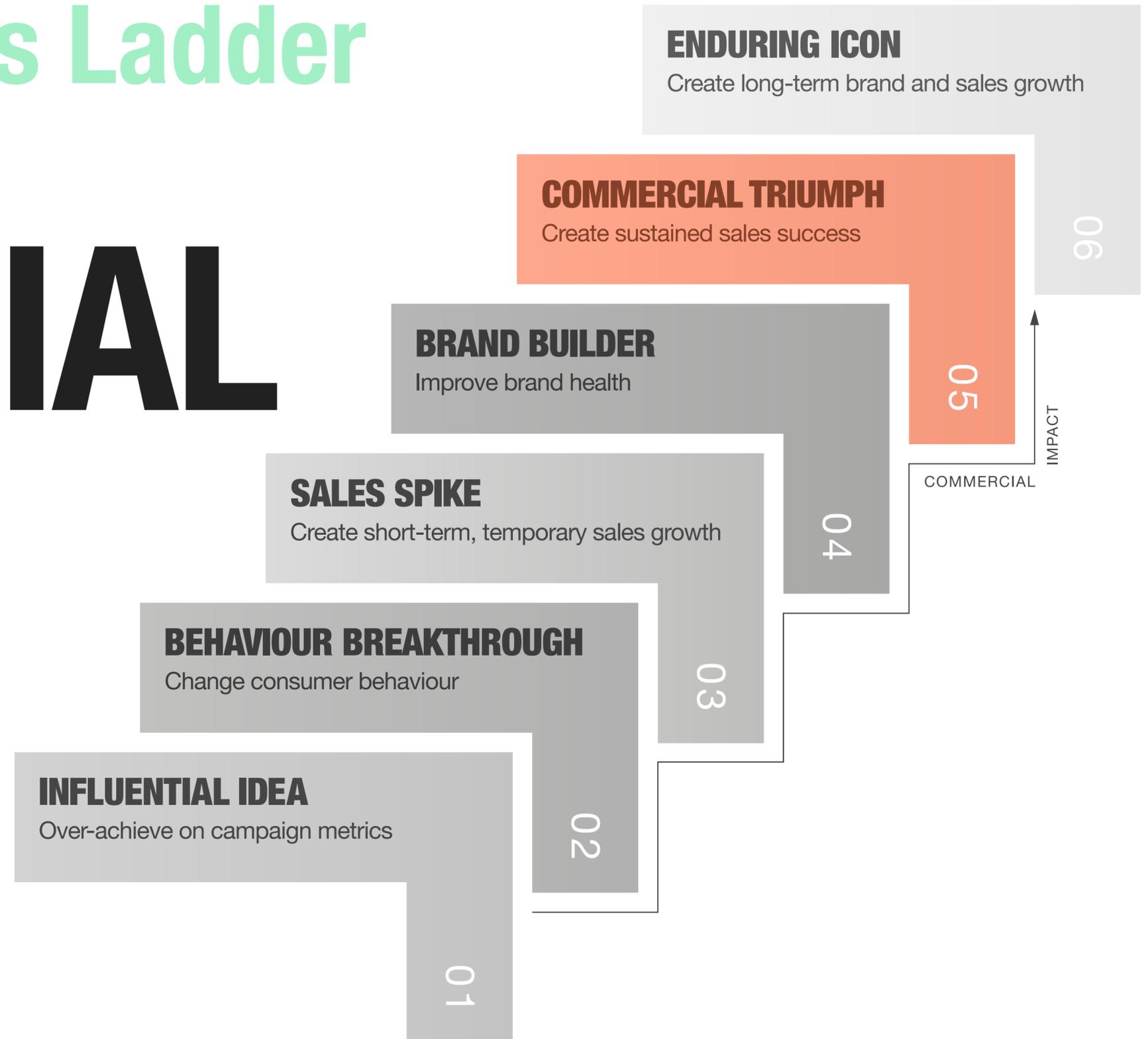


Creative Effectiveness Ladder

101 Guide

COMMERCIAL TRIUMPH



About Level 5: Create sustained sales success

Commercial Triumph campaigns use creativity to profitably increase sales and market share beyond a single quarter or beyond the duration of the campaign.

Creating sustainable commercial growth should by rights be the ultimate objective of most marketing efforts. Where creating sales spikes can be as simple as increasing the brand's share of voice, driving sustained sales growth is a product of insightful strategy, considered media choices and blockbuster creativity.

What kind of objectives do we need to set?

To achieve at this level, campaigns need to spend more than three months tracking and measuring the performance of sales metrics such as:

Sales

Sales value and volume measured over and beyond the campaign period

Market share

Value and volume share measured over and beyond the campaign period

ROI

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

Sustained sales metrics cannot be assessed within a short-term window. Aim for a window of six to 18 months to prove a sustained commercial performance.

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

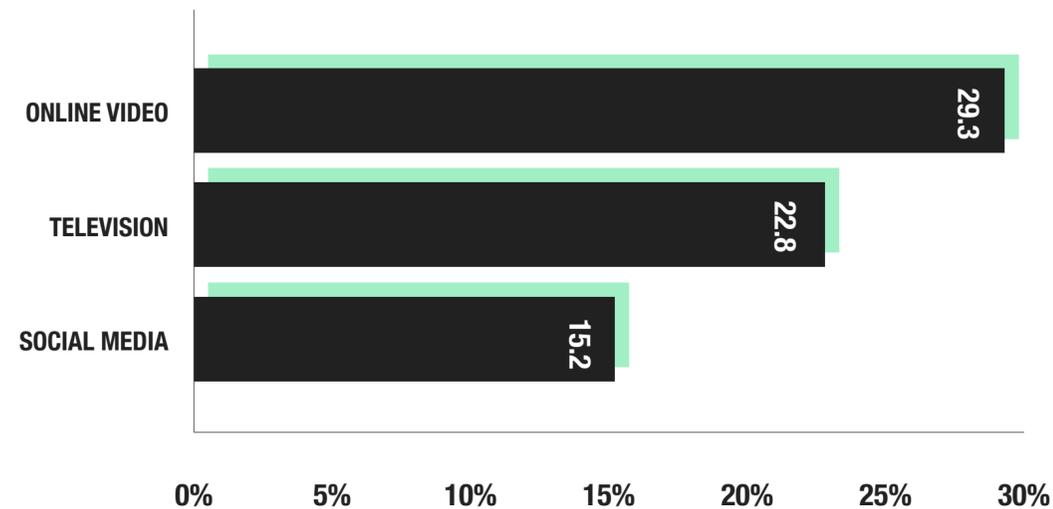
In most cases. The goal of serious marketing efforts should primarily be to deliver sustained commercial growth. We should have mechanisms in place to track and measure this growth, and to attribute the growth to the marketing we've done. Without this, we run the risk of marketing being seen as a spurious cost rather than a lucrative and reliable investment.

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

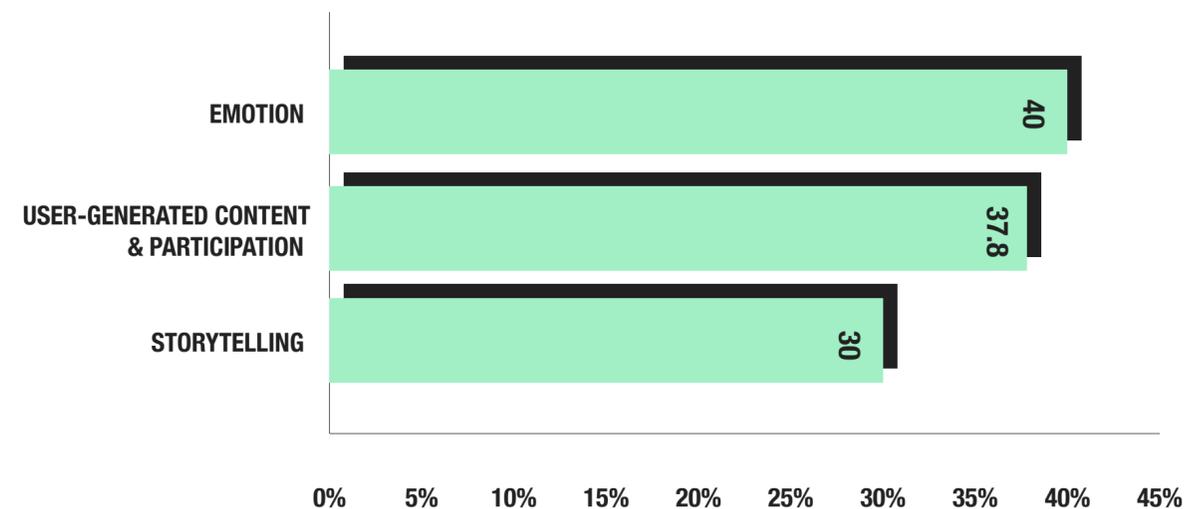
If we are truly ambitious, we will be seeking to develop the kind of work that not only delivers sustained commercial results, but can do so over the long term, qualifying for Enduring Icon status.

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

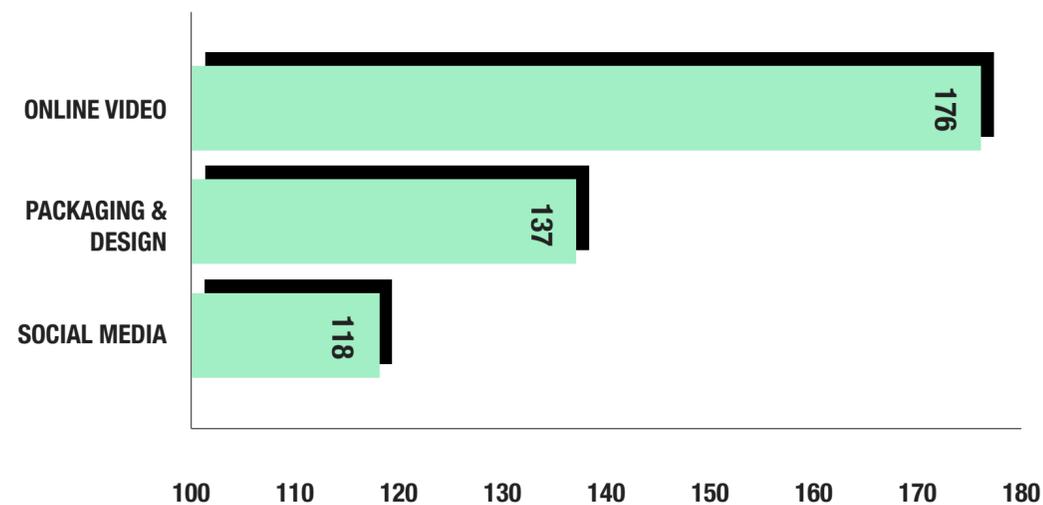
Most common lead media



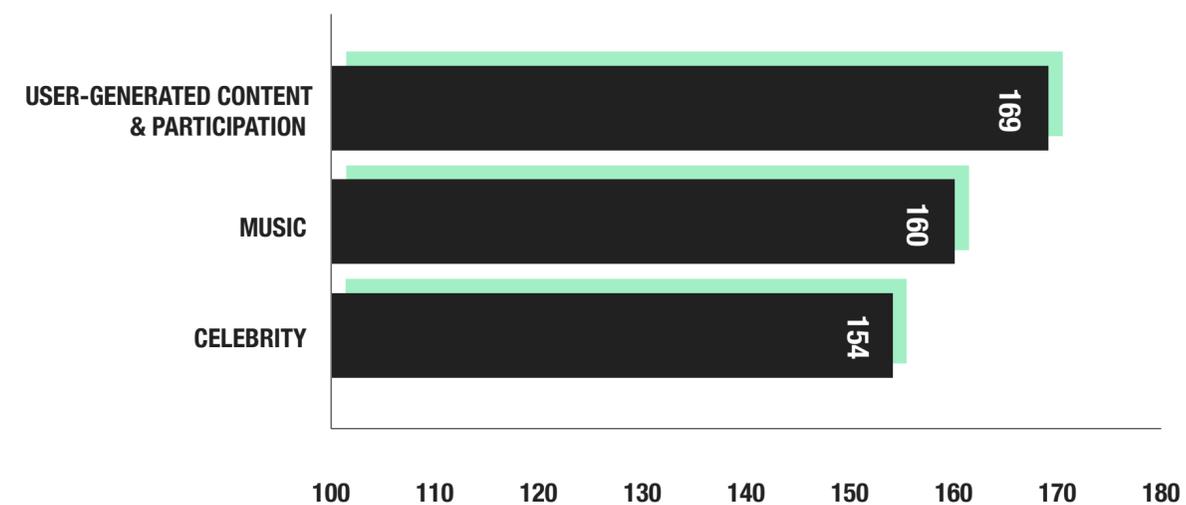
Most common creative strategies



Lead media that over-index for these metrics



Creative strategies that over-index for these metrics



1 USE THE TIMELESS POWER OF EMOTIONAL STORYTELLING

Marketing trends come and go – but the power of storytelling doesn't. Our analysis shows that emotion, music, humour and storytelling are among the most effective creative strategies for Commercial Triumph campaigns, and that online video and TV are among the most effective lead media. Even as viewership of terrestrial television falls, every new effectiveness study just keeps showing us that a fantastic piece of film is as valuable as ever.



Wrigley's Extra: Sarah & Juan

Turned 'Give Extra, Get Extra' into a major tear-jerker; sustained 16 months of impressive incremental sales growth

Chipotle: Back to the Start

Genuine purpose + beautiful animated storytelling + Willy Nelson does Coldplay = 23% revenue growth



Chrysler: Born of Fire

Repositioned a down and out Detroit as a place you wanted a luxury car imported from; increased sales 8-fold

John Lewis: Christmas Campaigns

Every year a new story; profit ROI grew from 8:1 to 11:1 over four years



2 INVOLVE THE CONSUMER IN YOUR IDEA

Alongside storytelling, the other most common creative strategy in Commercial Triumph campaigns is participation and user-generated content. Letting consumers take part in the story appears to be the most powerful way to use digital media to extend the effectiveness of an idea. Cause-related campaigns provide the easiest 'ins' to engage consumers in a movement, but as DELA and Burger King show, you don't need to be changing the world to do so.



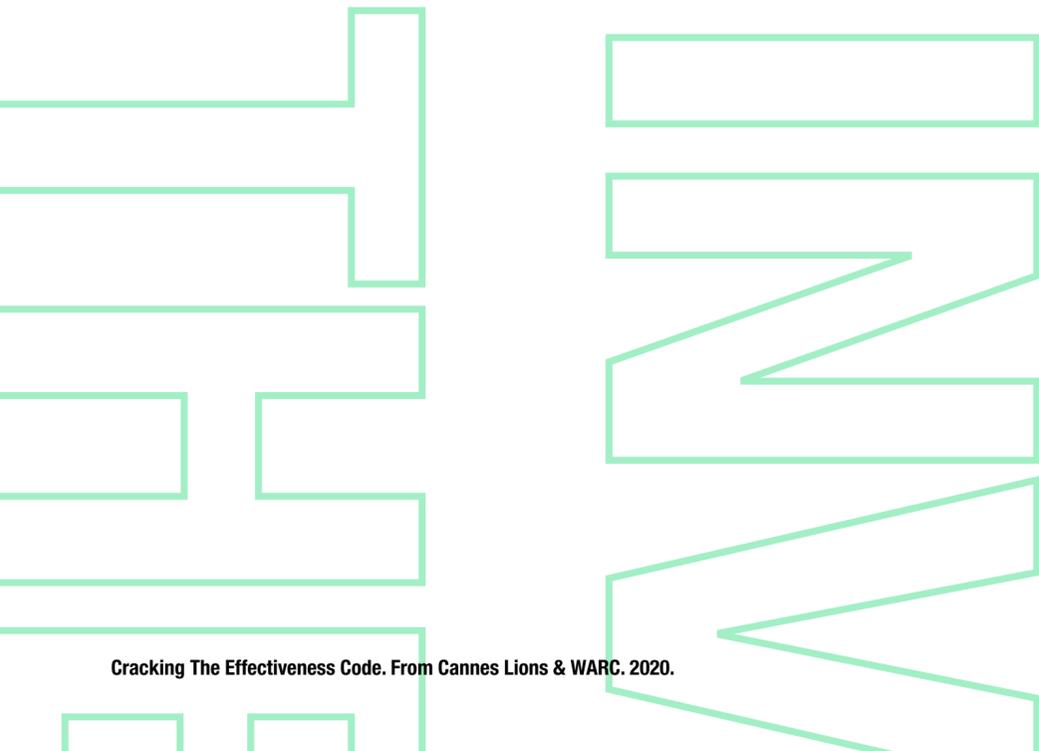
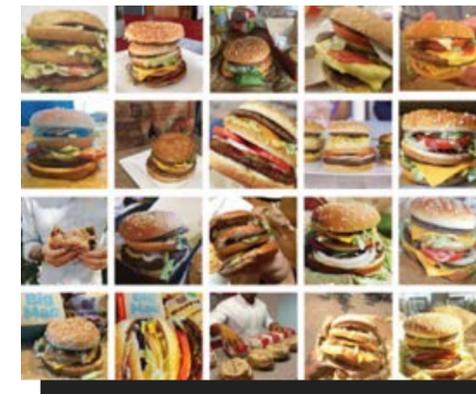
Times of India: No Conditions Apply
'Became the news' by opening up an Indian tradition to all women, encouraging them to wear a 'double dot'; scaled readership to that of long-time market leader The Telegraph

DELA Insurance: Why Wait Until It's Too Late?
Had people tell a loved one how they felt about them while they were still alive, rather than waiting until their funeral; customer base grew 20%



SKII: Marriage Market Takeover
Engaged women to confront the stigma of being unmarried in China; sales increased 79% and the brand achieved record profitability

Burger King: The McWhopper Proposal
McDonald's might have rejected the proposal, but consumers took the idea and made it their own – literally; sustained Whopper sales growth of 15%+



3 USE PACKAGING AS LEAD MEDIA – CREATIVE EFFECTIVENESS’ BEST KEPT SECRET

A brand’s packaging is almost never used as a core media channel in a creative campaign. This is understandable given the operational challenges it presents – but our analysis shows that when brands can overcome these challenges, and do so with genuine creative excellence, the commercial effects of doing so can be huge.



SPC Ardmona: My Family Can
Promoted the brand’s localness by putting Australia’s farming families on the cans that held the produce they’d grown; drove 17% sales growth with no discounting, and a 15:1 ROI

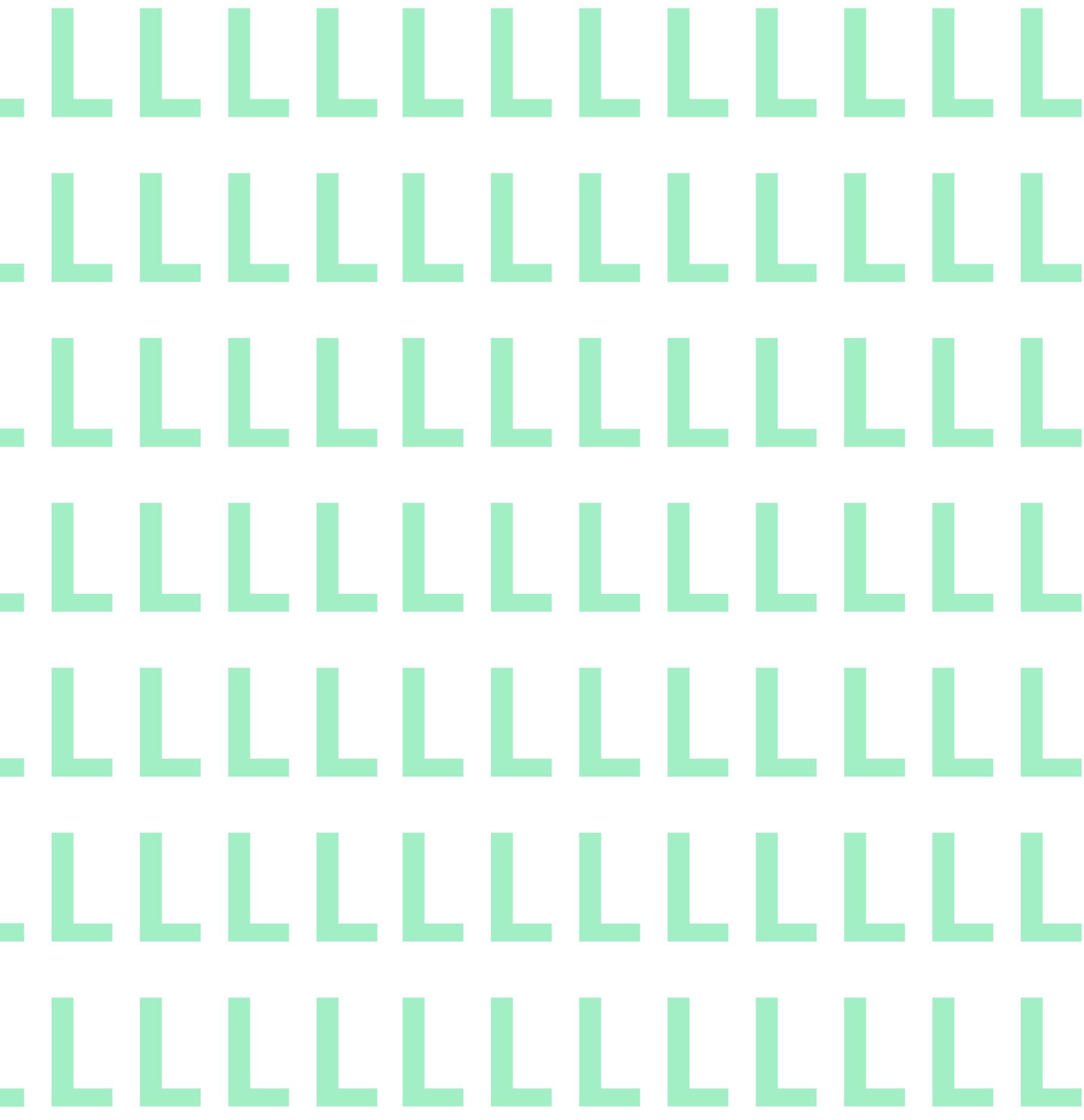
Ariel: Share the Load His & Hers Pack
Created a pack that helped divide laundry tasks between Dads and Mums; achieved 111% value sales growth



Steinlager: Believe
Brought back the packaging from 1987, when the All Blacks last won the World Cup; sold 4.4M cans – the equivalent of New Zealand’s entire population

Coca-Cola: Share a Coke
The most effective and iconic packaging-led campaign of all time; drove huge results in Australia before being exported to the world





Visit the home of the
Creative Effectiveness
Ladder