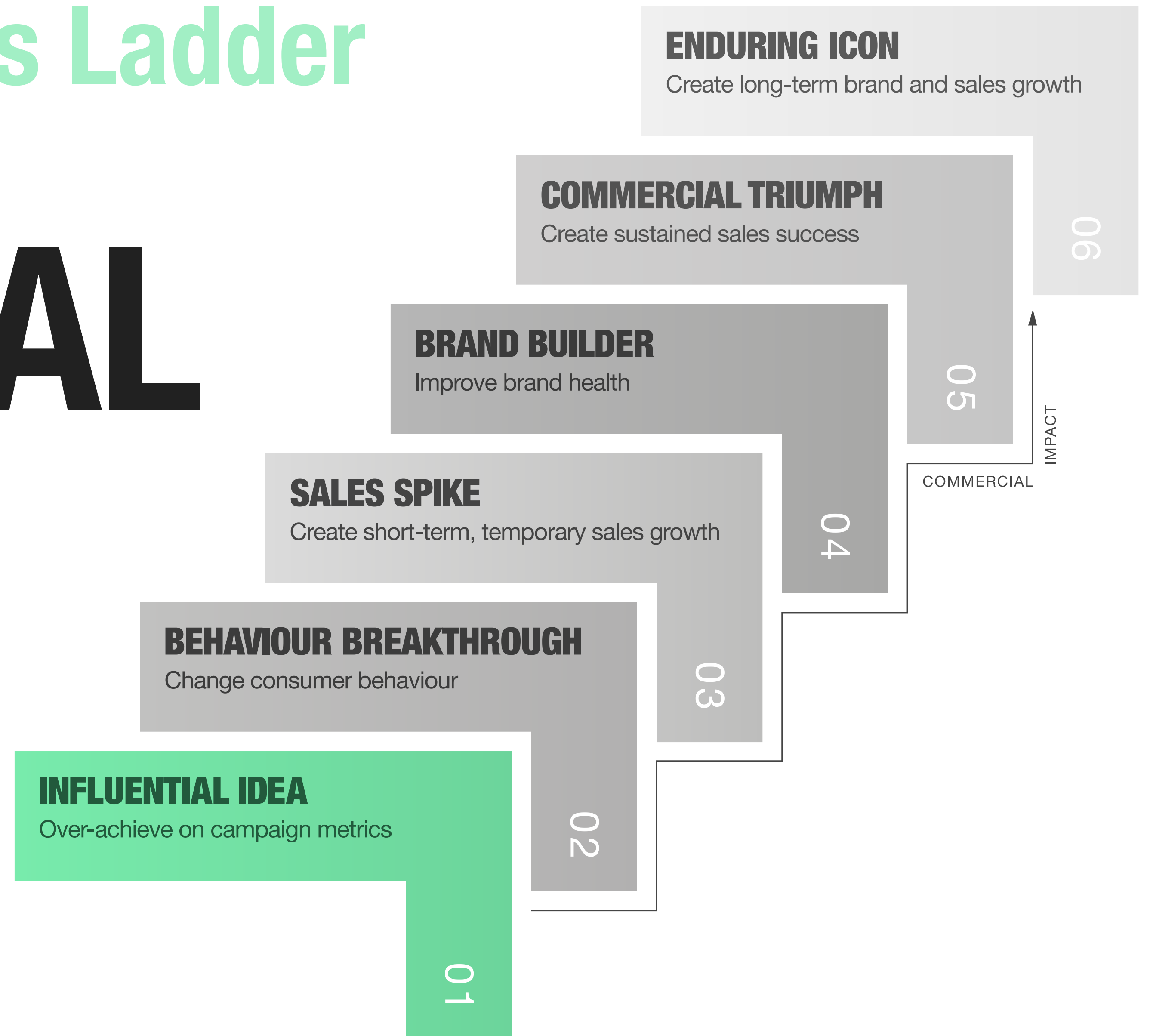


Creative Effectiveness Ladder

101 Guide

INFLUENTIAL IDEA



About Level 1: Overachieve on campaign metrics

Influential Idea campaigns use creativity to maximise engagement and sharing, resulting in the campaign over-achieving on campaign metrics and media efficiency.

The ‘buzz’ created by Influential Idea campaigns is what defines their success from an effectiveness point of view. In our analysis, we’ve studied winners of the Creative Effectiveness Lions – all of which achieved a shortlist or better at a prior Cannes Lions creative category – and a majority (74%) achieved Influential Idea results. As has been proven in the past, creatively awarded campaigns are much more likely to drive fame effects – the qualities that creative judges look for (highly original and engaging ideas) are the same qualities that tend to make campaigns ‘worth sharing and talking about’.

What kind of objectives do we need to set?

To achieve at this level, campaigns need to track and measure campaign-level metrics such as:

Campaign recall

Prompted or unprompted campaign mentions

Social shares

Number of times the campaign was shared online

Earned impressions

Unpaid reach via media stories and online shares

Earned media value

Total media value of unpaid impressions and shares

Campaign metrics can normally 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?

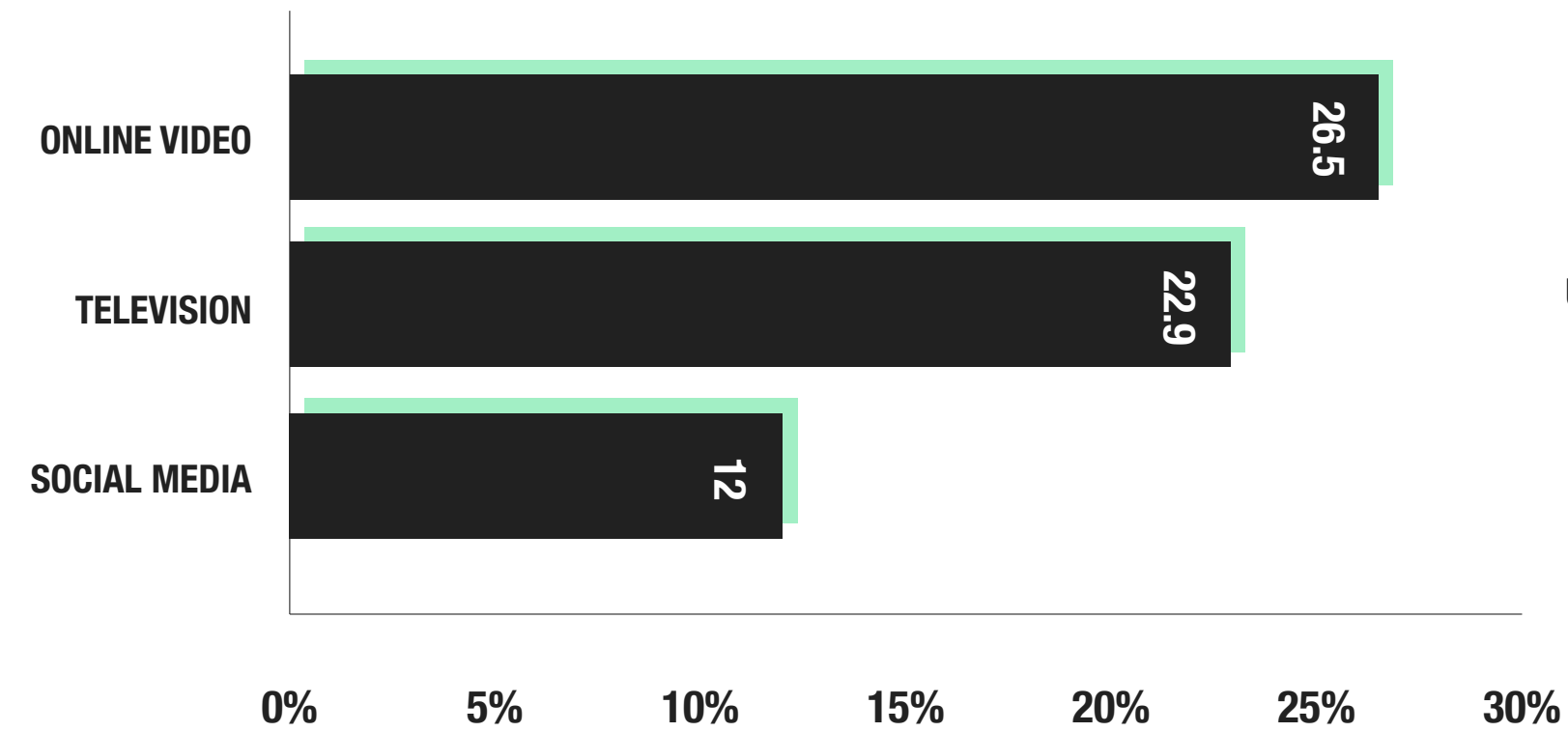
Influential Idea results are normally redundant on their own – that is, most campaigns should be striving for more than simply a lot of buzz. In saying this, marketers can sometimes be shooting to create cultural impact, assuming that this will bolster the success of future efforts for the brand and business. In this case, very good Influential Idea results may suffice. Our guidance however is that marketers should still be measuring the brand and business results of such campaigns.

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

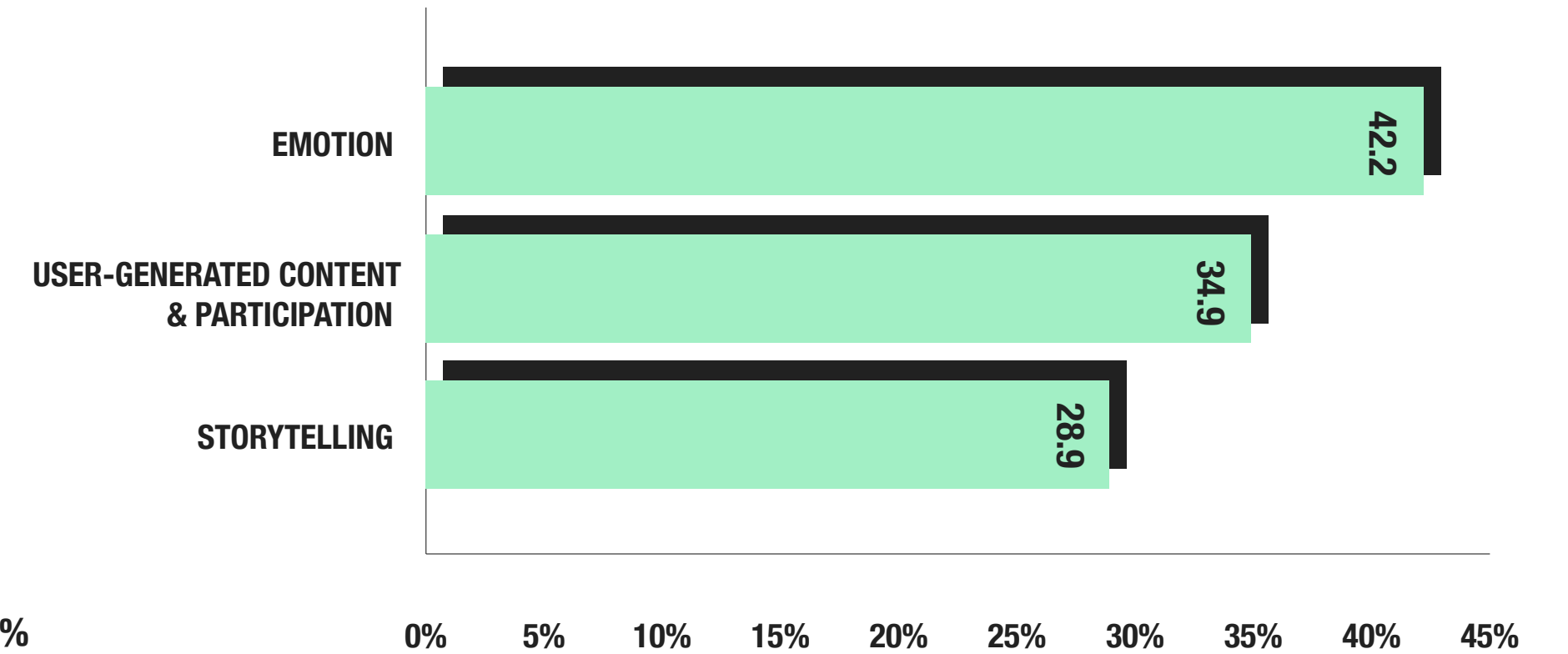
In nearly all cases we should be shooting for and celebrating strong Influential Idea results, but using these as a way to increase the reach and engagement of a campaign that ultimately strives for brand or business outcomes.

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

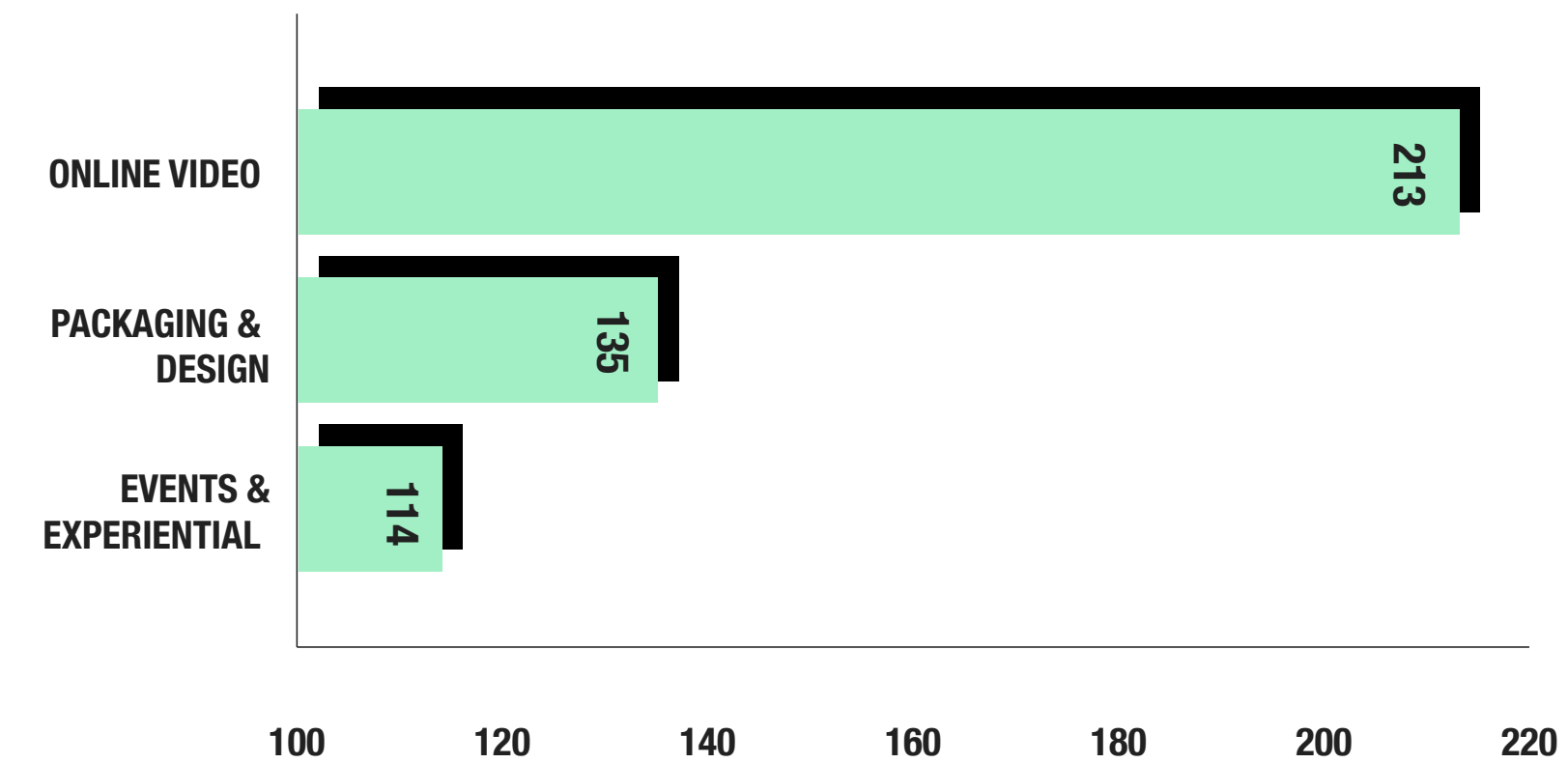
Most common lead media



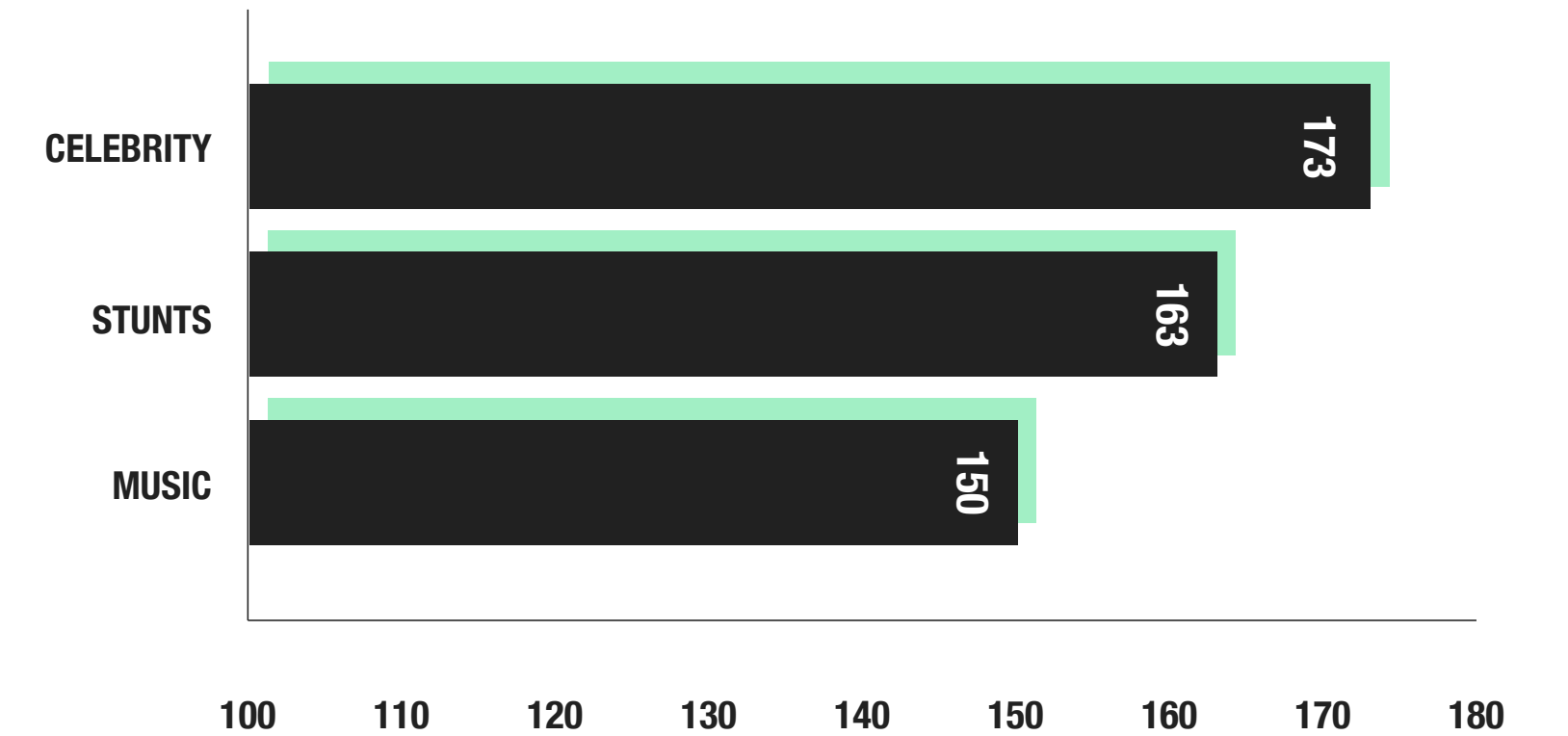
Most common creative strategies



Lead media that over-index for these metrics



Creative strategies that over-index for these metrics



1 ACT IN A WAY THAT'S THE OPPOSITE OF HOW BIG COMPANIES NORMALLY ACT

Breaking the law, suggesting a cease-fire with your biggest competitor, temporarily changing your brand name, or betting the company on whether the national football team makes it to the World Cup final – these are all so surprising and share-worthy because they fly in the face of how we expect large companies to act. They create a sense of risk and jeopardy by sacrificing corporate sacred cows in order to genuinely engage consumers.



Carrefour: The Black Supermarket

Broke the law to change the law; drove 377M earned impressions

Burger King: The McWhopper Proposal

Challenged McDonald's to a ceasefire for Peace Day; drove 44% awareness and \$108M in earned media value



McDonald's: Australia Day

Changed its name to Macca's for Australia's national day; became the most talked about brand in Australia for the month

Nobex: The All-In Promo

Bet \$11M worth of sales on whether the national football team won; reached 57M people organically



2 CAPITALISE ON A MAJOR MEDIA OR CULTURAL MOMENT

A brand injecting itself relevantly into a conversation that's already big news is a powerful tactic for gaining media and social attention. Trump's penchants for xenophobia and 'alternative facts' set a brilliant stage for AeroMexico and the New York Times. Steinlager's wily insertion of their product into the Heineken-sponsored Rugby World Cup tapped deep emotion during an important period for New Zealanders. And Oreo gave themselves 100 opportunities to execute this strategy with 'Daily Twist'.



Aeromexico: DNA Discounts

Showed Americans how Mexican they were; created 1.6B impressions on zero media spend

The New York Times: The Truth is Hard
Championed truth in a post-truth America; generated 5B earned impressions



Steinlager: Believe

Beer-bombed Heineken's Rugby World Cup; earned media reached more than the entire population of New Zealand

Oreo: Daily Twist
Provided daily social commentary for 100 days; earned 2M impressions per day



3 TAKE THE SIDE OF THE CONSUMER AND FIGHT AGAINST INJUSTICE

Dove, Ariel and American Greetings have found extraordinary creative means of fighting against the many ways the world is a more challenging place for girls and women. And with Small Business Saturday, American Express created a sensational way to get behind smaller business customers. Although the data shows that angry activism can create an effectiveness disadvantage when used as a strategy, these examples show how creativity can give soft power to cause-related marketing – delighting and inspiring consumers rather than scolding them.



Always: #likeagirl

Reframed the stereotype; became the most watched online video in P&G's history

Dove: Real Beauty Sketches

Breathed fresh life into the Campaign for Real Beauty; became the most watched online ad ever



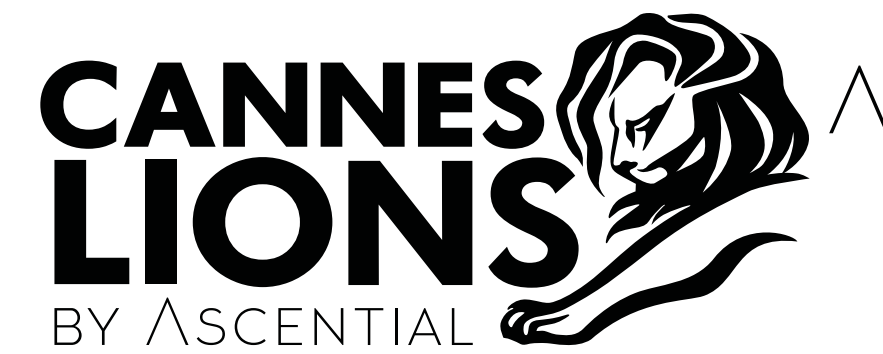
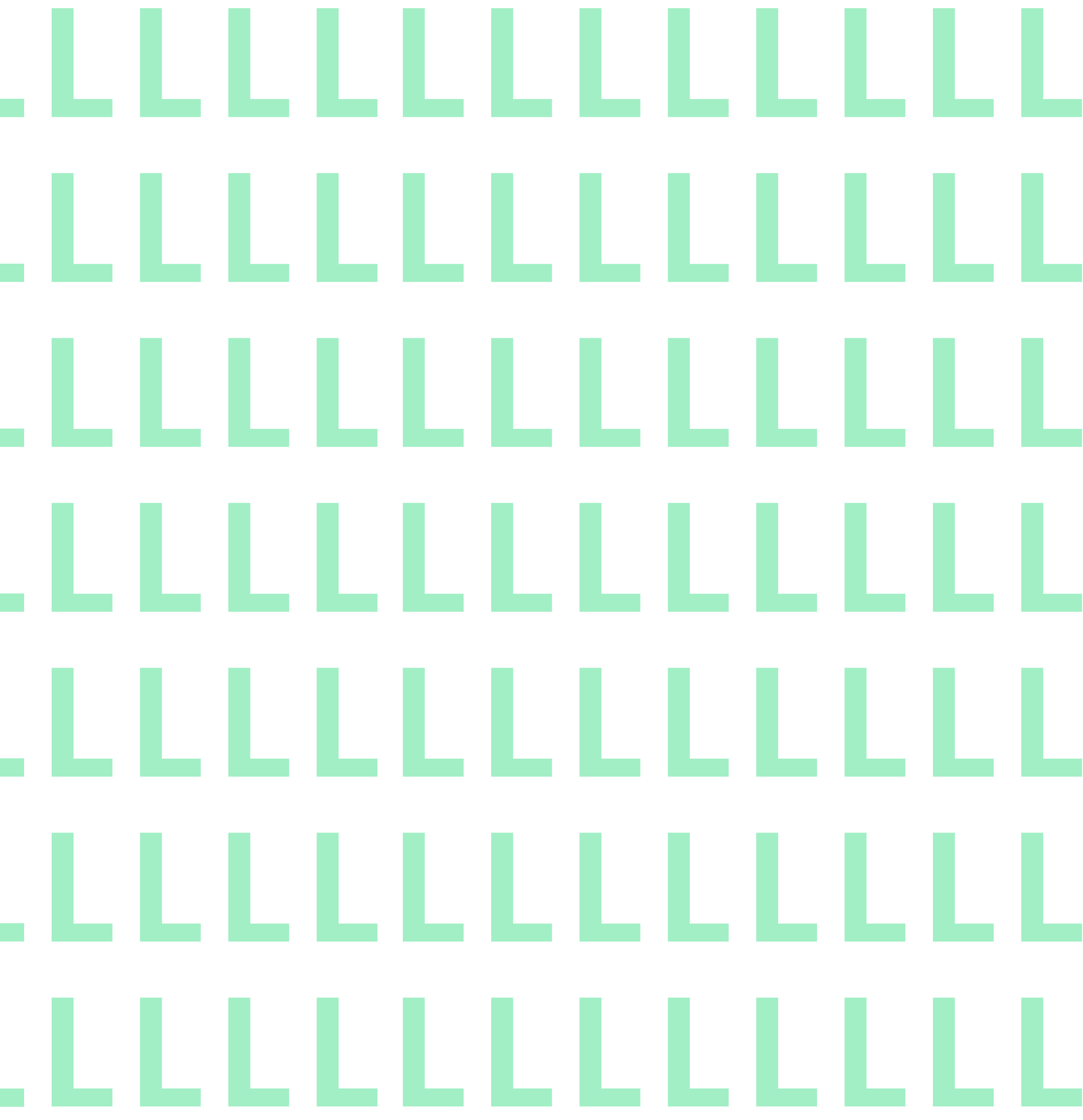
American Greetings: World's Toughest Job

Showed what it's really like for Mums; drove 21M views with a tiny media spend

American Express: Small Business Saturday

Stood up to Amazon and Walmart; drove awareness among 51% of Americans





Visit the home of the
Creative Effectiveness
Ladder