

**#effielreland**



**effie**AWARDS  
IRELAND

**ENERGISER**

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Energy for  
generations

# Effie Steering Group



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Strategy & Marketing Director  
Davy

# 2023 ENTRY DEADLINES

- **2nd March - Effie Award Ireland Entry Portal Opens**

[Effie.org/Ireland](https://www.effie.org/Ireland)

- **14th April - 1st Entry Deadline**
- **12th May- 2nd Entry Deadline**
- **2nd June - Final Entry Deadline**



# KEY DATES

- **6<sup>th</sup> & 7<sup>th</sup> July - Round One Judging**
- **31<sup>st</sup> August & 1<sup>st</sup> September - Final Round Judging**
- **September 2023 - Finalist Notifications**
- **20<sup>th</sup> October - Gala Awards Ceremony**

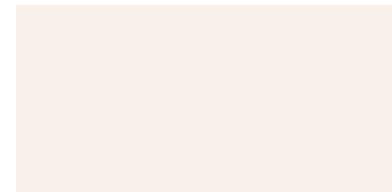




# Using Data to Support your Effie Story

*March 2023*

**BY**  
Opinions



# You have incredible support on your journey!





## Awarding Ideas That Work.®

# CASE STUDY REFERENCE GUIDE

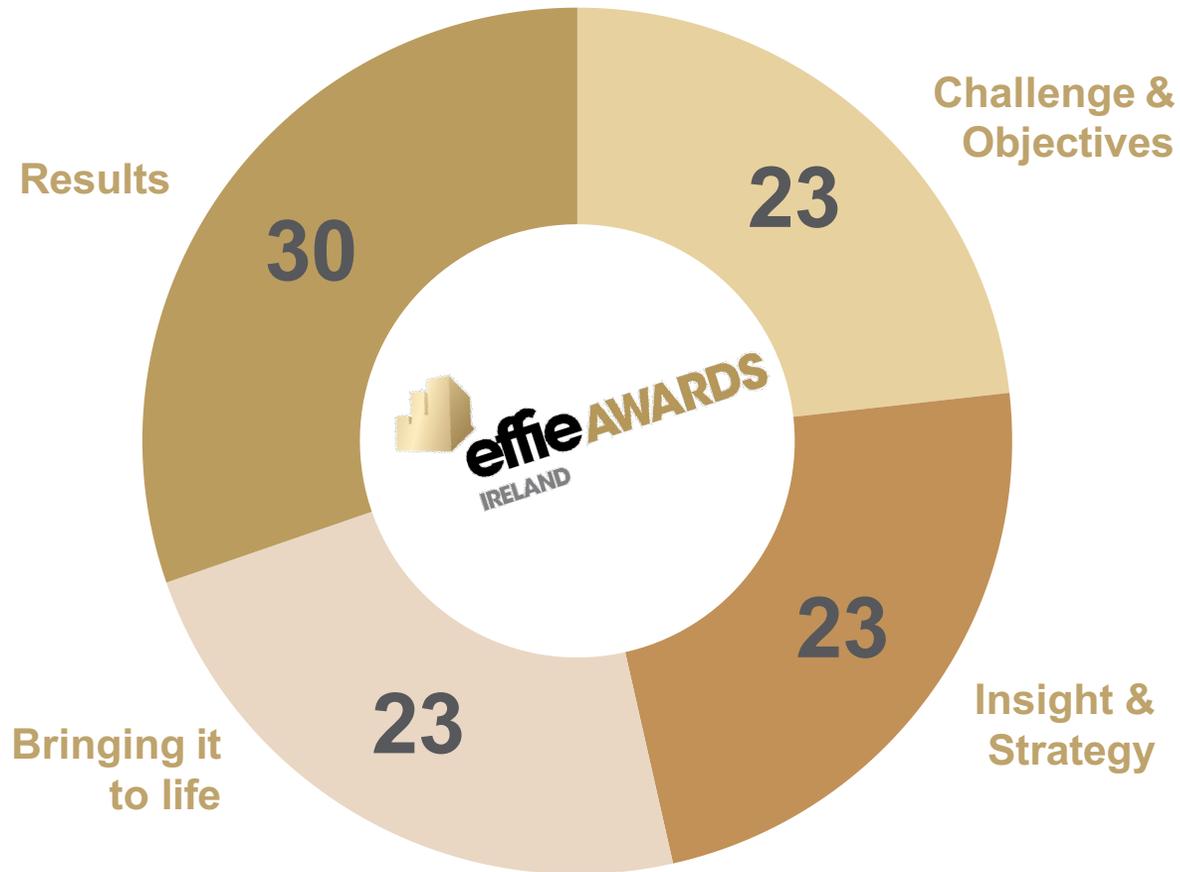




### TOP ENTRY TIPS

- 1 "Start with the **executive summary** before you try to write individual sections. Get your overall story really strong, crisp, clear, and inspiring."
- 2 "Be sure to provide **context**; most judges don't know your category or what success looks like."
- 3 "While all of the information is important, remember that this is read as one of many entries by judges. Go back and ensure that you are using the most impactful, focused information to help them make a decision."
- 4 "The entrants who build their cases from a place of **honesty, authenticity, and simplicity** vs. marketing jargon were really the strongest."
- 5 "Ensure that the 'insights' somehow tie to a human behavior. **A data point is not an insight**, it's what the data point means to your brand, target or audience that makes it an insight."
- 6 "Create a strong tie between the **execution** and the **results**."
- 7 "**Make sure your creative reel doesn't just reiterate what you said in your entry.** Use it to complement that information."
- 8 "**Connect results to objectives very clearly.** Don't try to fake it and write objectives to meet existing results. We can tell and will ding you for it."
- 9 "Advertising principles should apply to case studies too: write them in a way that **engages judges**, focus on how your campaign helped achieve your brand's objectives and don't over-complicate it. Less is more!"
- 10 "Check for grammar, typos, math, and inconsistencies."



It isn't all  
about  
commercial  
results....  
**data can help you  
at every stage**

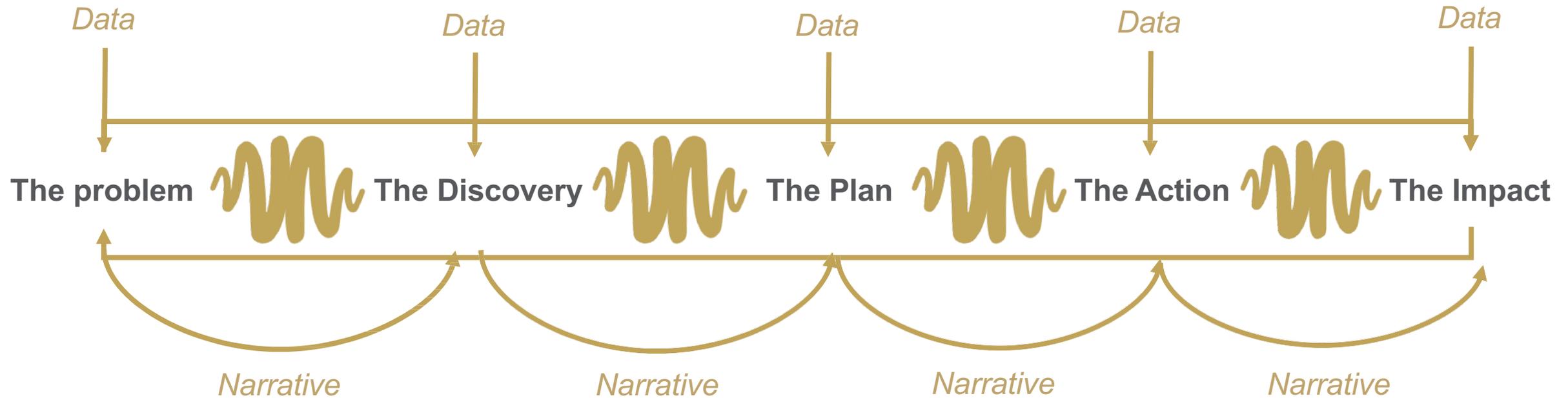
*"The best arguments in the world won't change a single person's mind.  
The only thing that can do that is a good story."*

— Writer and Pulitzer Prize winner Richard Powers

*Anatomy of an Effie Story*

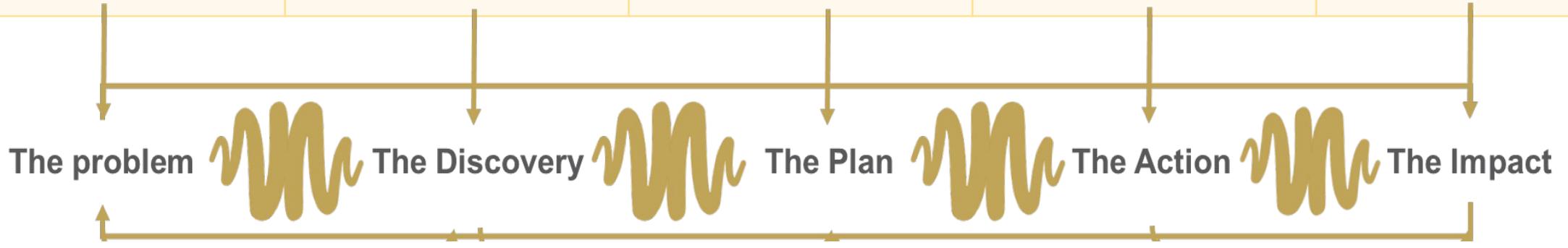


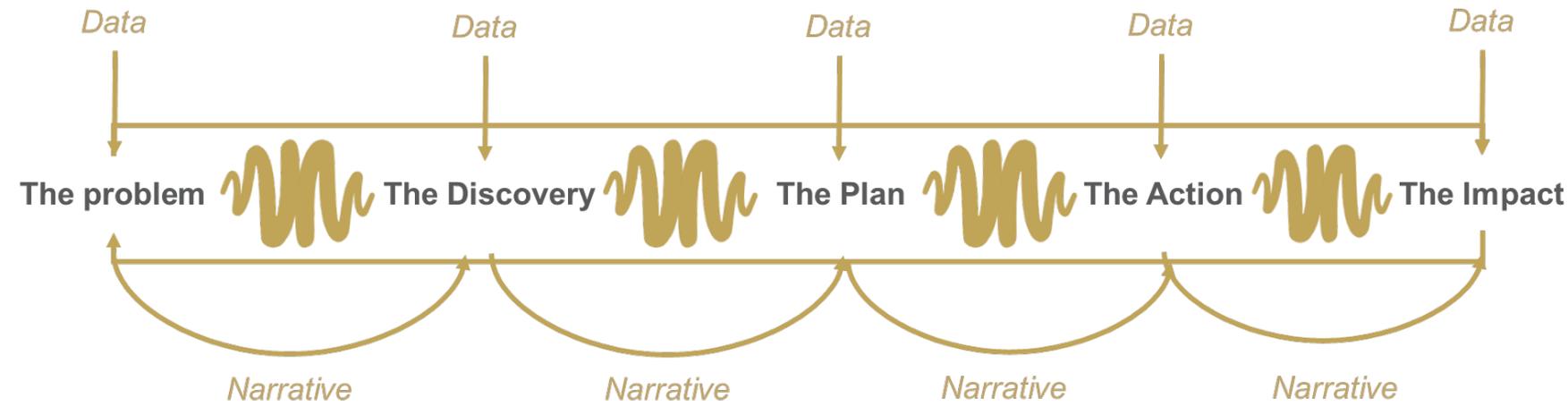
*Data can help you throughout the journey.....*



*.... And support you in building a compelling narrative*

|              |             |             |             |             |             |
|--------------|-------------|-------------|-------------|-------------|-------------|
| What we have | •           | •           | •           | •           | •           |
| From Where?  | •           | •           | •           | •           | •           |
|              | <i>Data</i> | <i>Data</i> | <i>Data</i> | <i>Data</i> | <i>Data</i> |





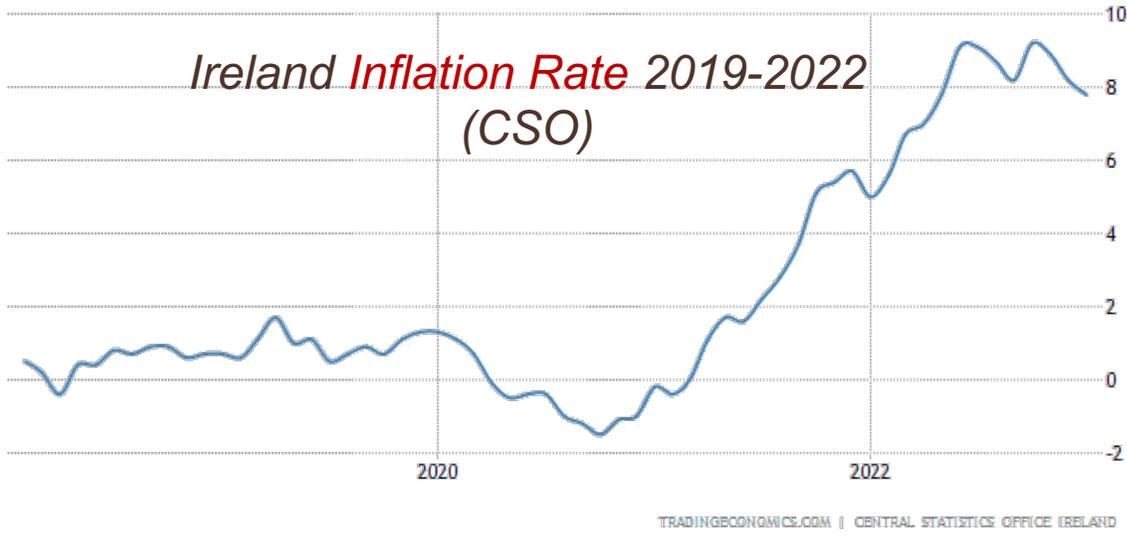
“Judge a man by his questions rather than his answers.”  
– Voltaire, philosopher

“You can’t solve a problem until you re asking the right question?”  
– C.G. Jung.

|                       |   |
|-----------------------|---|
| <b>Collaborators?</b> | Client, Other Agencies, Insight Partners, Planners.....   |
| <b>What’s this?</b>   | Teeing up your problem to solve. <i>Ensure you can link back to it later!</i>   |
| <b>What data?</b>     | Inflation   Category Dynamics   Consumer Confidence   Market Share   Share of Voice   Covid Behaviours   Cultural Trends & Insights etc.....<br>Support for Scene Setting and Supporting the Key Strategic Question |
| <b>From where?</b>    | Euromonitor   Kantar   Nielsen   Mintel   SIMI   BPF   HSE etc<br>Lots of free data sources, but <b>client context</b> and performance is key.  |
| <b>Why?</b>           | This is key and we <b>need to link the impact back to the resolution</b> of this challenge  |
| <b>How?</b>           | <b>Can the challenge be framed as a strategic question inviting a solution? How will we.....</b>  |



**Ireland Inflation Rate 2019-2022**  
(CSO)



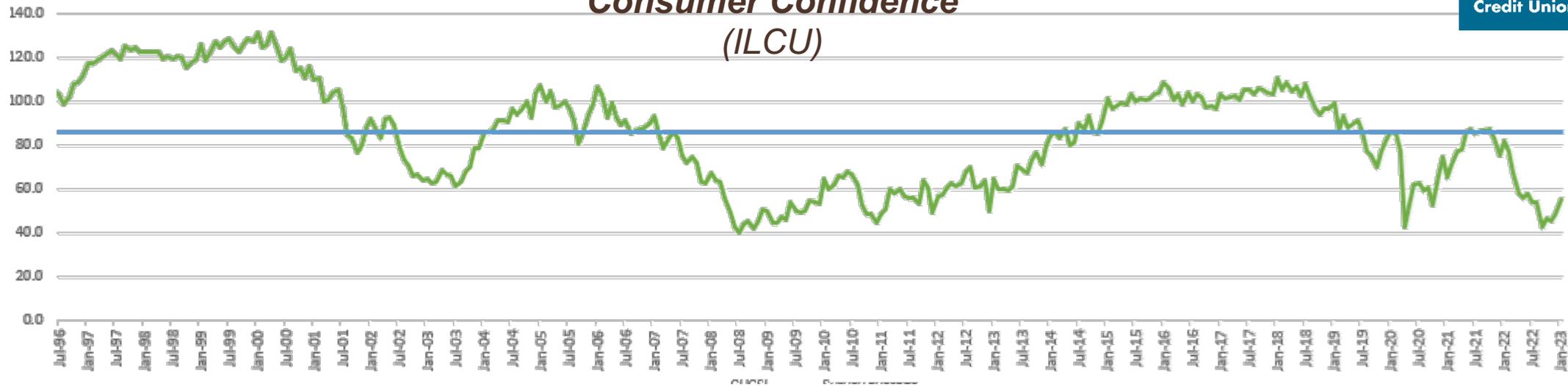
**Ireland's real GDP growth for 2023 is revised upwards to 4.9%, with 4.1% growth pencilled in for 2024.** *“Going forward, sentiment indicators point to an improving outlook, partly driven by falling inflation towards the end of the year,”* according to *Commission economists*

**2023 has started off much less nervous but it's still not a wonderful life for Irish consumers**



Chart Area

**Consumer Confidence**  
(ILCU)



<https://businessplus.ie/economy/irish-economy-forecast/#:~:text=Ireland's%20real%20GDP%20growth%20for,growth%20pencilled%20in%20for%202024.&text=%E2%80%9CGoing%20forward%2C%20sentiment%20indicators%20point,%2C%E2%80%9D%20according%20to%20Commission%20economists.>

**New Car sales total year to date (2022) 49,928 v (2021) 48,030 +4% SIMI**

Passenger Cars By Make

| Rank | Make       | 2023 % Share | 2022 % Share |
|------|------------|--------------|--------------|
| 1    | TOYOTA     | 16.25%       | 18.32%       |
| 2    | HYUNDAI    | 13.55%       | 14.14%       |
| 3    | VOLKSWAGEN | 9.28%        | 6.80%        |
| 4    | SKODA      | 7.55%        | 7.49%        |
| 5    | KIA        | 6.15%        | 7.86%        |
| 6    | FORD       | 5.54%        | 5.41%        |
| 7    | DACIA      | 5.14%        | 2.82%        |
| 8    | PEUGEOT    | 4.26%        | 4.30%        |
| 9    | AUDI       | 4.17%        | 3.59%        |
| 10   | BMW        | 3.70%        | 3.64%        |

**Our share at Kia has fallen to 6.15% (-22%)**

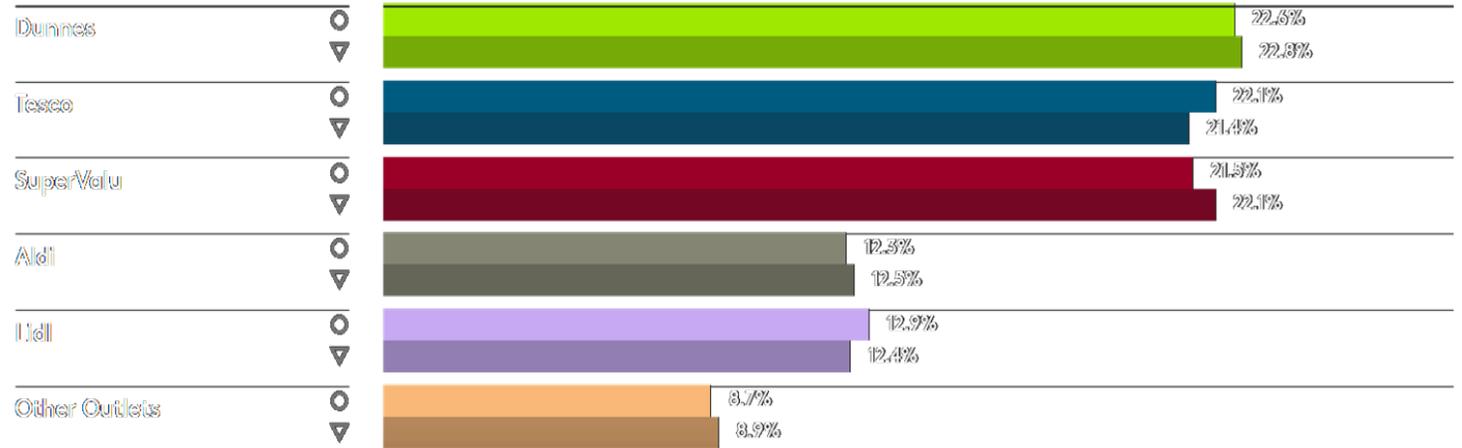
**How will Kia get our share to 8% to grow unit sales to 2,900 (assuming 4% growth in market) in 2024?**

**In the 12-week period to 23 January 2023, take-home grocery sales increased by 6.8%, with shoppers contributing an additional €211.8m to the overall market performance. As a result, shoppers spent an additional €90.50 per household year-on-year. Kantar**

Ireland

Grocery Market Share (12 weeks rolling)

News



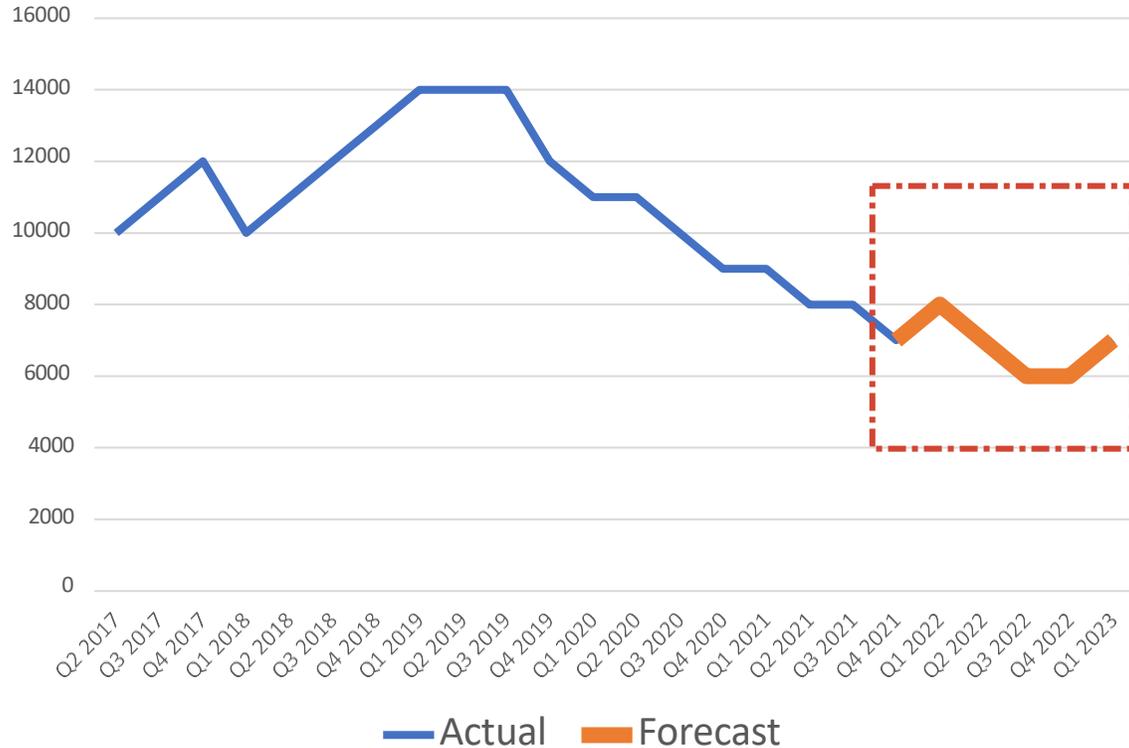
28.11.21 ▼

● 27.11.22

**Our Christmas share fell to 22.6% in 2022**

**At Dunnes Stores how can we reach 24% market share for Christmas 2023?**

Sales Performance (Units)  
**ACME BRAND**  
*(Q4 2021 - Q1 2023 Forecast)*



*Projection Period shows continued decline of brand*

***And of course an assessment of the brand's current position and performance; the baseline***

***The Challenge is crucial as we need to revisit it at the end of our story to show how we have impacted on this.... Make it bold, audacious; big it up!***



## Thought It

- ✓ *Awareness*
- ✓ *Equity*
- ✓ *Consideration*
- ✓ *Buzz*
- ✓ *Sentiment*
- ✓ *Loyalty*



## Did It

- ✓ *Tried*
- ✓ *Attended*
- ✓ *Donated*
- ✓ *Clicked/Shared*
- ✓ *Stopped/Started*



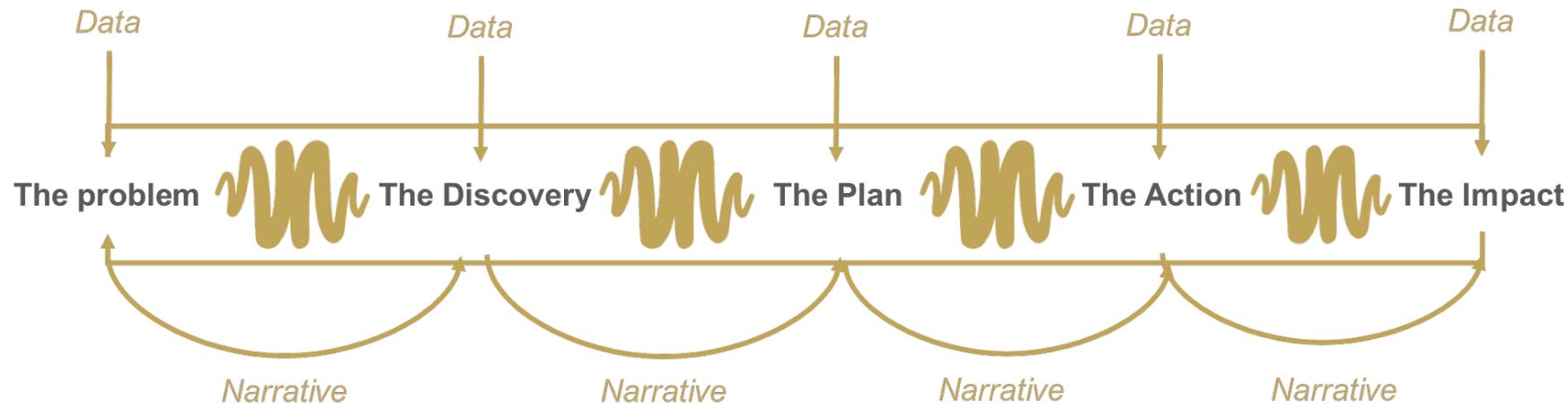
## Bought It

- ✓ *Sales*
- ✓ *Profit*
- ✓ *Share*
- ✓ *Penetration*
- ✓ *Return*

**Softer**

Set out your challenge up front!

**Harder**



*“It’s not what you look at that matters, it’s what you see.”*  
- Henry David Thoreau

*“Amazing things happen when you listen to the customer.”* -  
Jonathan Midenhall

|                       |  |
|-----------------------|--|
| <b>Collaborators?</b> | Client, Other Agencies, Insight Partners, Planners.....  |
| <b>What’s this?</b>   | <b>Your aha moment;</b> your penetrating discovery, unmet need or consumer tension.  |
| <b>What data?</b>     | Qualitative work, Observation, Consumer Data, Cultural Insights and Third Party (free) information.  |
| <b>From where?</b>    | Qualitative Research (in house or out), Workshopping, Quantitative Survey Data, Desk Research, Observation, Channel Conversations, Trends (Stylus), Social Listening (some are free) |
| <b>Why?</b>           | This is our link to the strategy; our rationale for the approach to follow.  |
| <b>How?</b>           | <b>Can it be captured in a sentence; including a need and tension?</b>   |

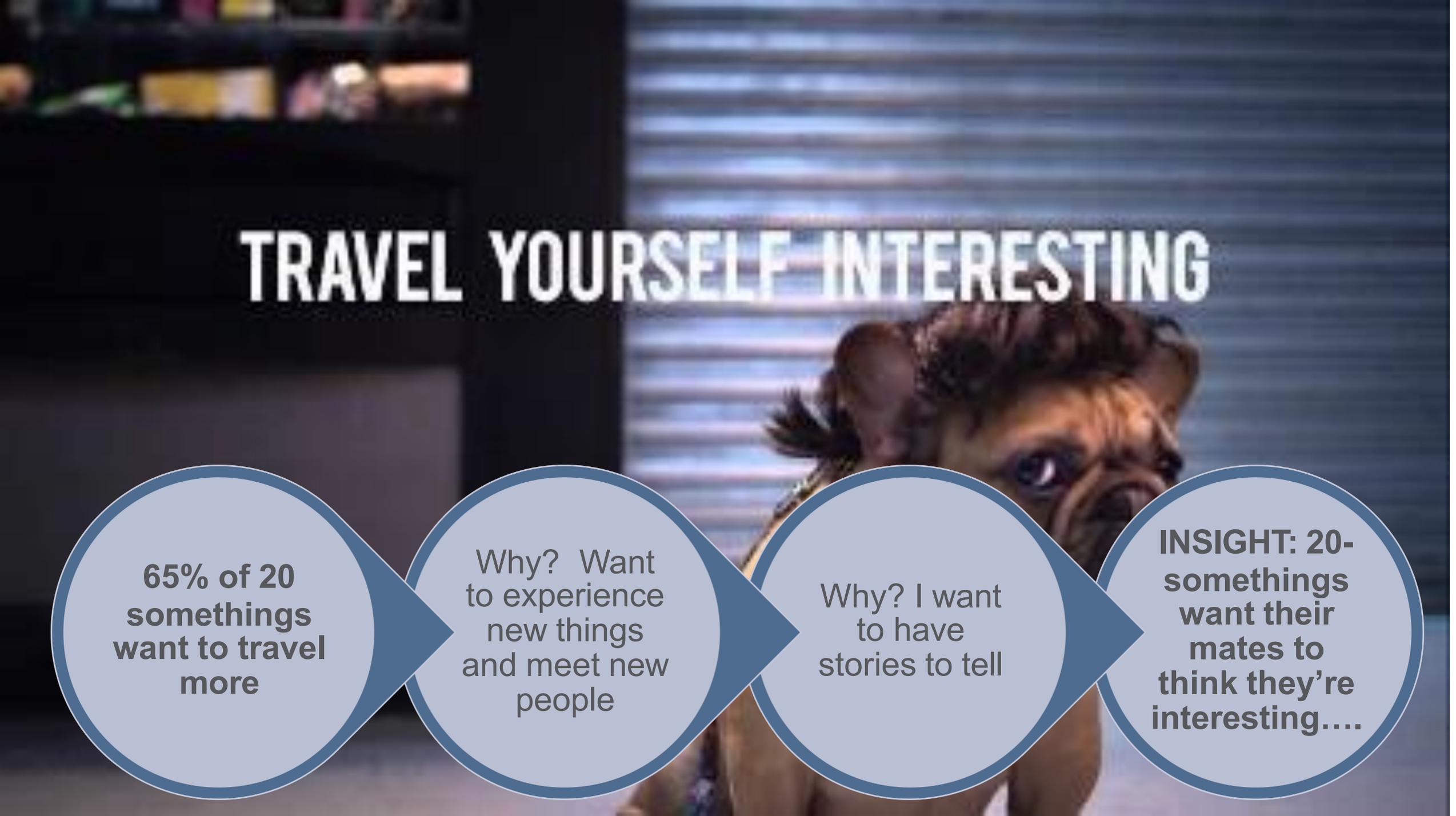




*“An enlightened discovery of  
**constrained consumer needs** or  
desires that can be resolved to deliver  
growth”*

**NOT A FACT/DATA POINT!**

# TRAVEL YOURSELF INTERESTING



**65% of 20  
somethings  
want to travel  
more**

Why? Want  
to experience  
new things  
and meet new  
people

Why? I want  
to have  
stories to tell

**INSIGHT: 20-  
somethings  
want their  
mates to  
think they're  
interesting....**

***“I am not a charity case”***. This frame-of-mind was recognised as a potential barrier to engagement from the outset.

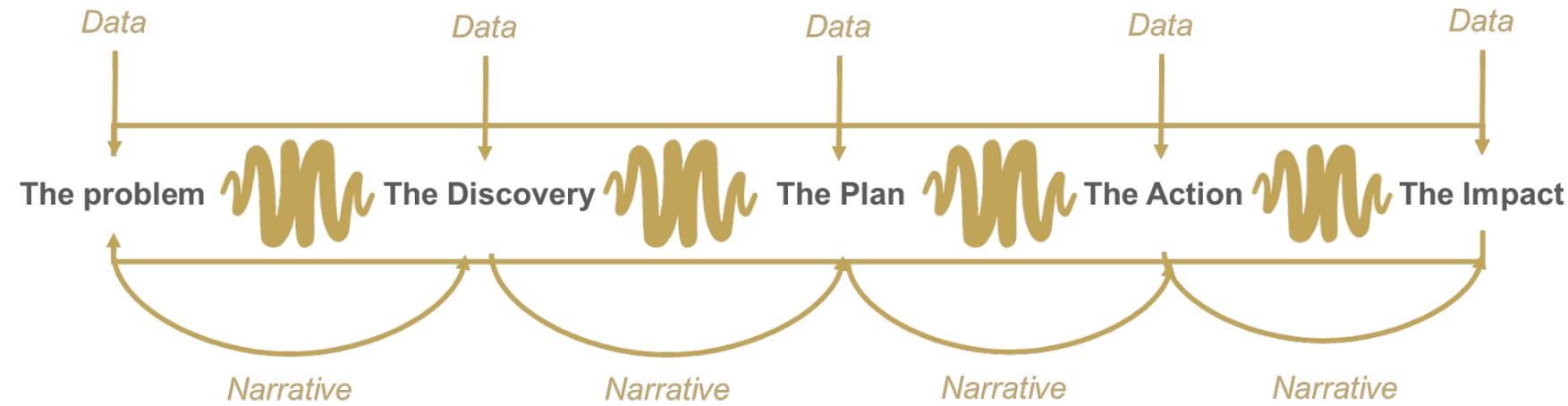


***“Cars are more than transport”***. Life gets lived in a car. We love our cars for what happens in them

A ***“large enterprise is a community”*** like any other. Prove, don't promise, what you can do.



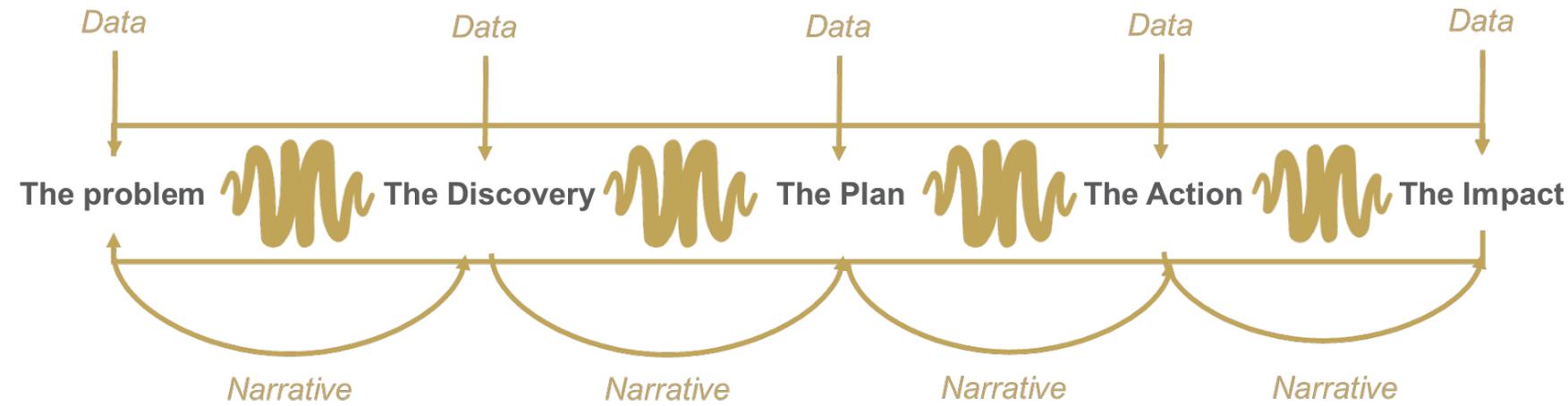
Cancer research's effectiveness isn't seen in a lab but ***“felt in the real world every day”***.



*“In reality strategy is actually very straightforward. You pick a general direction and implement like hell.”*  
- Jack Welch



|                       |   |
|-----------------------|---|
| <b>Collaborators?</b> | Strategic Planners, Creatives, <b>Media Agency</b> , Client Input   |
| <b>What's this?</b>   | The <b>essence of your plan</b> to include the key components and the rationale; the backdrop to the campaign execution |
| <b>What data?</b>     | Internal Expertise brought to bear, but worth looking at external “rules” and “rationale”.                              |
| <b>From where?</b>    | Your creative team, with context from Ehrenberg Bass, WARC, Marketing, IPA, IAPI etc. Most of it free.                  |
| <b>Why?</b>           | Setting the scene by demonstrating the quality of thinking underpinning the campaign.                                   |
| <b>How?</b>           | <b>Plan on a Page Visual?</b>   |



“Marketing strategy is where we play and how we win in the market. Tactics are how we then deliver on the strategy and execute for success”

- Mark Ritson

|                       |  |
|-----------------------|--|
| <b>Collaborators?</b> | Creative Teams, Media Partners, Client   |
| <b>What's this?</b>   | Where you get to show your wares; the campaign that resolves your challenge.<br><i>Media Plan and rationale.</i> |
| <b>What data?</b>     | Pre-testing and post-testing research, Media performance data, social response etc                               |
| <b>From where?</b>    | Research data, social listening, thought leader reactions, client feedback                                       |
| <b>Why?</b>           | This is your chance to show off great creative work.   |
| <b>How?</b>           | Eye Candy. Engaging visual (and multimedia?) outputs   |



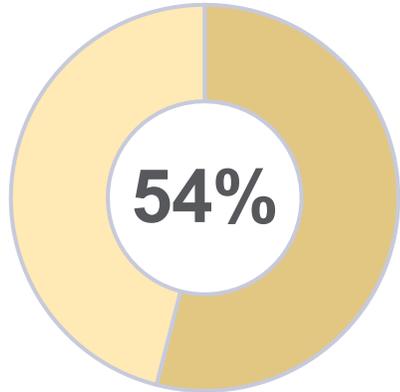
# Creative Pre-testing?

*Qual, Quant, In House, Commissioned....*

## EXECUTION



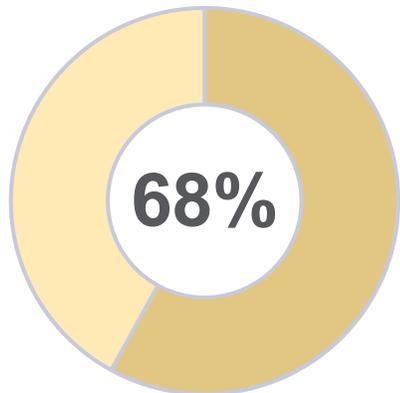
Like



*Vs Norm +7*



Memorability

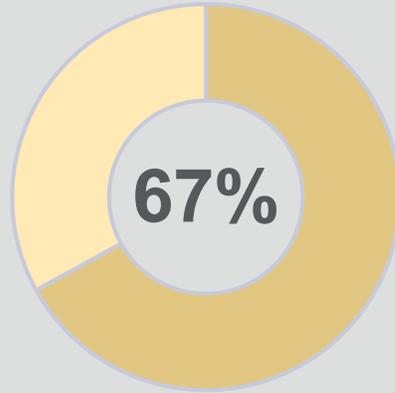


*Vs Norm +6*

## BRAND EFFECT



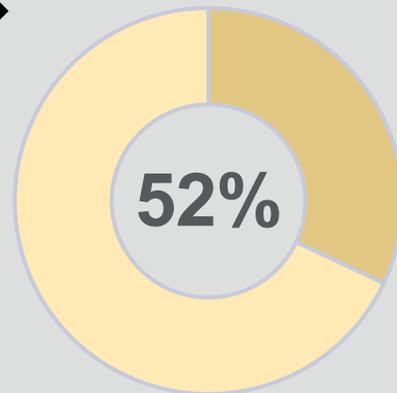
Positivity



*Vs Norm +4*



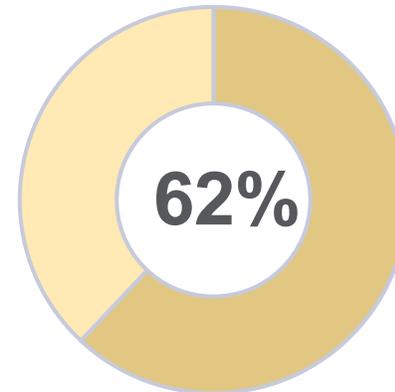
Motivation



*Vs Norm -8*



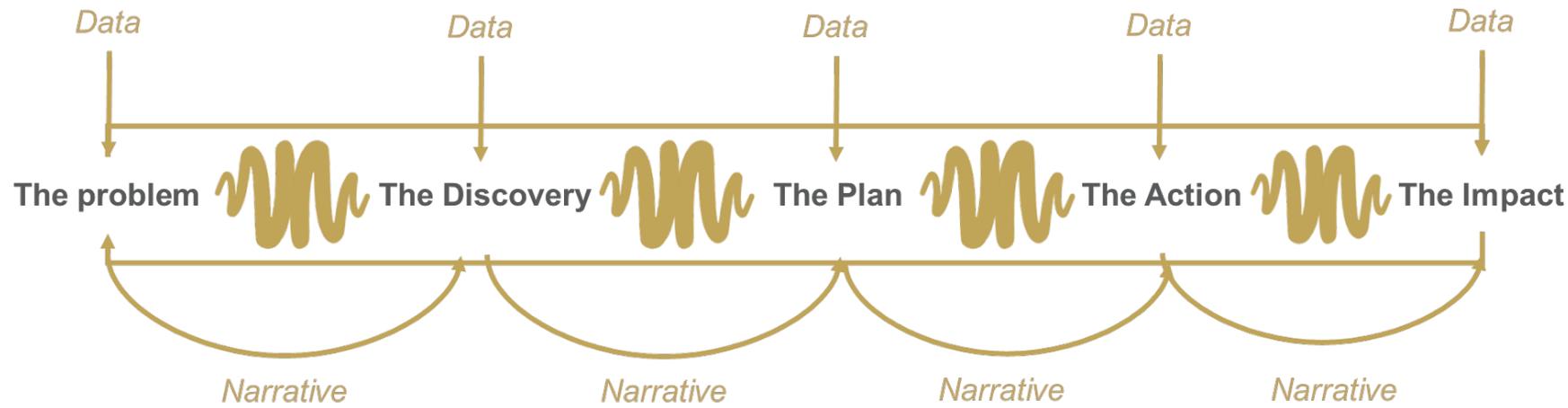
Vs Others  
"Better"



*Vs Norm +12*

*Not always possible, but outlining the source of confidence in the approach will help the narrative along*

*There are many options for 24 hour feedback*



*“If it doesn’t sell it isn’t creative”*

- David Ogilvy



|                       |   |
|-----------------------|---|
| <b>Collaborators?</b> | Client, Research Partners, Media Partners, Financial Team   |
| <b>What’s this?</b>   | <b>The proof!</b> The contribution of the campaign to the challenge set out.... Share, €, sign ups, donors, donations, behaviour change, mitigating problems.                                     |
| <b>What data?</b>     | Sales uplift, donations, behaviour changes, ad reach, comms efficiency etc....<br>Veracity of respected, objective sources.<br>Need to acknowledge discounting factors and attribution models etc |
| <b>From where?</b>    | Client performance metrics, re-check on third party data teed up at the start.<br>Independent third party data. Hard metrics on digital.<br>Media partners data on reach, attention etc           |
| <b>Why?</b>           | This is the final chapter of your story that <b>rounds out on a positive note.</b>  |
| <b>How?</b>           | <b>Accessible visual representation of proof.</b> Nice post campaign trendline!   |

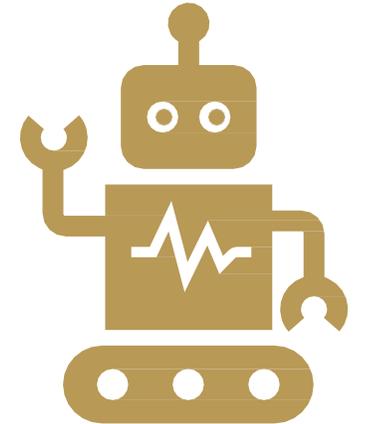
## How to demonstrate effectiveness....

Measuring advertising return on investment (ROI) is essential to assess the effectiveness of an advertising campaign and to determine whether it is generating a positive return for the business. Here are some steps to measure advertising ROI:

1. **Set clear goals:** Before launching an advertising campaign, it's essential to set clear goals that are specific, measurable, and achievable. This will allow you to measure the success of the campaign against these goals and determine the ROI.
2. **Establish key performance indicators (KPIs):** KPIs are metrics that allow you to track the success of your advertising campaign. Examples of KPIs include website traffic, conversion rates, sales, and brand awareness.
3. **Track the results:** Once the campaign is launched, track the results of the campaign using the established KPIs. This may include using web analytics tools, sales data, and surveys to track the impact of the campaign.
4. **Calculate the ROI:** To calculate the ROI, subtract the cost of the advertising campaign from the revenue generated by the campaign and divide the result by the cost of the campaign. The formula for calculating advertising ROI is:  $(\text{Revenue} - \text{Cost of Advertising}) / \text{Cost of Advertising}$ .
5. **Analyze the results:** Analyze the results of the advertising campaign to determine what worked well and what can be improved. Use this information to optimize future advertising campaigns.
6. **Consider external factors:** Consider external factors that may have influenced the results of the advertising campaign, such as changes in the market, competitor activity, and economic conditions.

By following these steps, businesses can determine the effectiveness of their advertising campaigns and optimize future campaigns for better ROI

Source: CHAT GPT



## Did it work?

### *Ask the AI bot!*

The McDonald's Eyebrow ad, which features a young man raising his eyebrow in a playful manner while ordering food at McDonald's, has **generated mixed reactions from consumers**. Some viewers found the ad humorous and engaging, while others found it to be annoying or unappealing.

A social media monitoring analysis can provide insights into consumer reactions to the ad. Based on a quick search, there are **some consumers who find the ad to be funny and entertaining, while others find it to be irritating** and not effective in promoting McDonald's food. Overall, the ad has generated a significant amount of buzz and discussion on social media platforms.

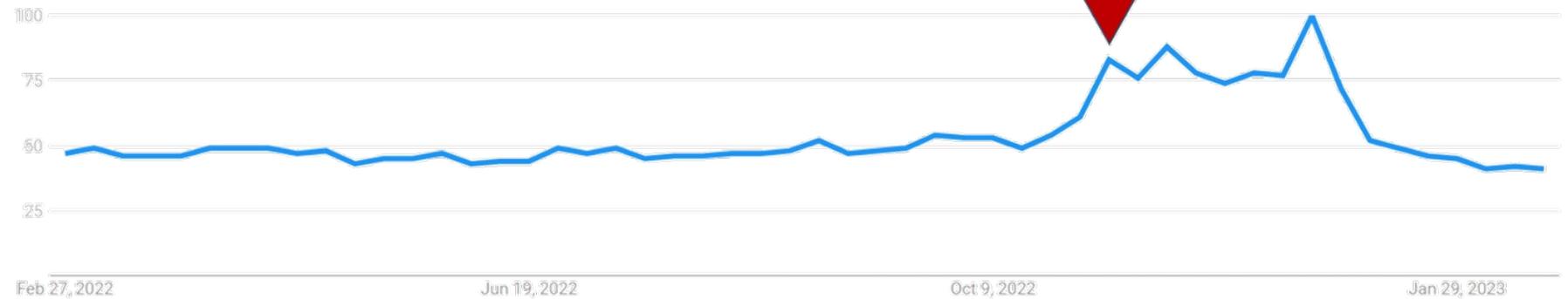
However, it's important to note that consumer opinions on advertising can vary greatly and may not always be an accurate reflection of the effectiveness of the ad. Ultimately, **the success of the ad will depend on how it resonates with McDonald's target audience and whether it drives increased brand awareness and sales.**

Source: CHAT GPT



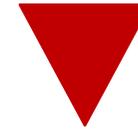
The screenshot displays the Followerwonk interface with several sections:

- My Posts & Mentions:** Includes a search bar and options to add streams or social accounts. It shows a tweet from **SEO PowerSuite** (@seopowersuite) mentioning **ReviewTrackers** with a shout-out.
- Company Update:** A LinkedIn post from **ReviewTrackers** (@review-trackers) discussing customer experience measurement, accompanied by an infographic.
- Timeline:** A list of reviews for **ReviewTrackers** from various platforms like Google Play, Capterra, and Glassdoor, showing high ratings and positive feedback.



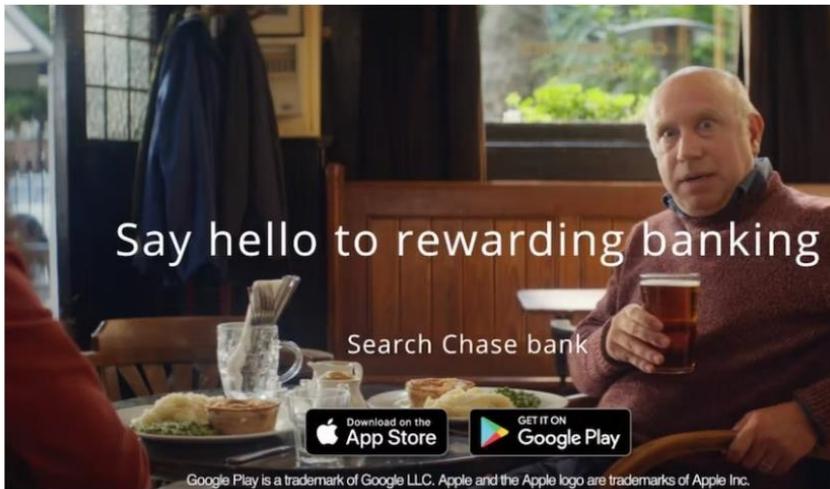
Ad awareness rose from a score of 1.7 to 11.6, while brand awareness has jumped from 23.3 to a score of 46.

Consumer impression of the brand has also improved (from 0.5 to 5.7), as has its quality perception (0.4 to 5.7), value perception (-0.5 to 3.9), and score for consideration (2.6 to 9.3).

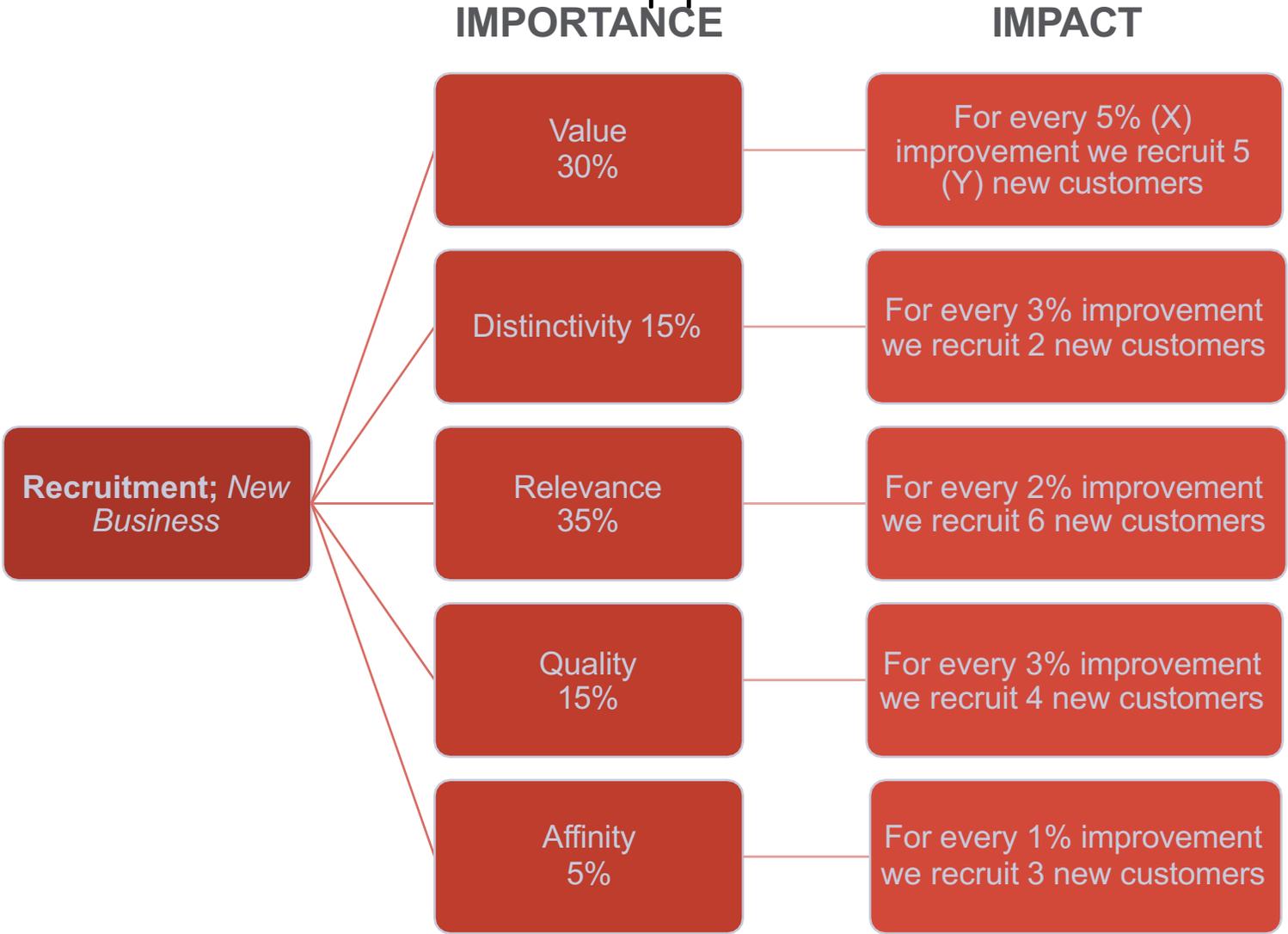


Digital bank Chase only launched in the UK just over a year ago, but already the JP Morgan-owned brand **has 1 million customers**. To put that growth into perspective, it took Starling Bank eight years to get to its current 2.4 million customers, while Monzo took seven years to reach 5.8 million.

Chase – ‘Rewarding Banking’



# A *Driver's model* Approach



**Now we need to show instead that we have improved these metrics by X so we can take credit for recruiting y.**

Fig. 4: Disposition Statements 55+, Pre and Post-Campaign

## Future Actions Regarding Standard Life x Age

Q9: Likely to do in next 12 months

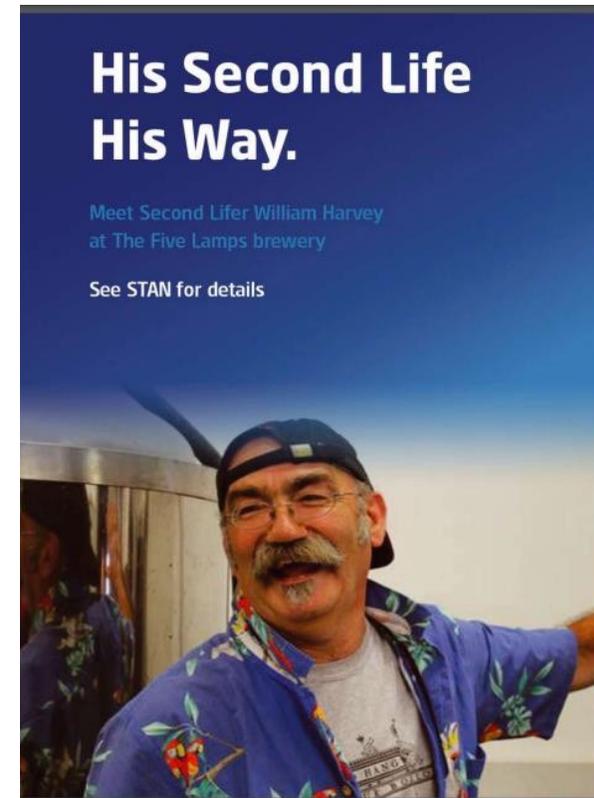
(Base: Respondents who don't hold the relevant policy)

Standard Life

| Agreement with SL based statements  | Total 4+5 % |      | 30-34 |      | 35-44 |      | 45-54 |      | 55+ |      |
|-------------------------------------|-------------|------|-------|------|-------|------|-------|------|-----|------|
|                                     | Pre         | Post | Pre   | Post | Pre   | Post | Pre   | Post | Pre | Post |
| Speak to advisor about SL           | 31%         | 36%  | 39%   | 50%  | 34%   | 41%  | 31%   | 34%  | 25% | 29%  |
| Find out how I can get a SL pension | 32%         | 36%  | 39%   | 50%  | 38%   | 45%  | 33%   | 34%  | 24% | 25%  |
| Find out more about Standard Life   | 37%         | 42%  | 46%   | 56%  | 40%   | 49%  | 39%   | 41%  | 30% | 32%  |
| Consider SL for future products     | 32%         | 38%  | 43%   | 50%  | 37%   | 46%  | 36%   | 36%  | 22% | 30%  |

In terms of future interaction with Standard Life those aged 55+ have increased their disposition now versus August 2018.

Source: Red C Brand Tracker, Nov 2018



### Remember the Rainbow

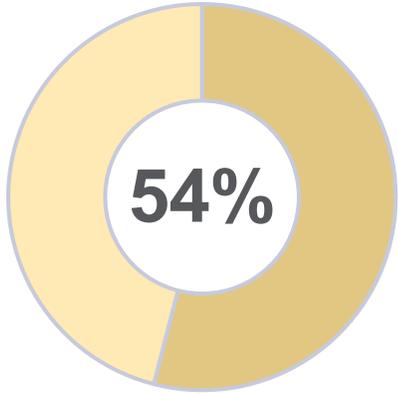
With a media budget of less than €1,000, we achieved a reach of over 5 million. With less than 40k teachers, the video was viewed over 85,000 times.

Shared by Ministers, featured by the INTO, Ireland's largest teachers' union representing 40k teachers. Educate Together, with a network of 95 schools shared the campaign. As did The Ark, ISPC, Schooldays, even Adweek in the USA and many more. Folens, a leading Educational Publisher, is featuring it in its quarterly Primary newsletter

# Post Testing Executions

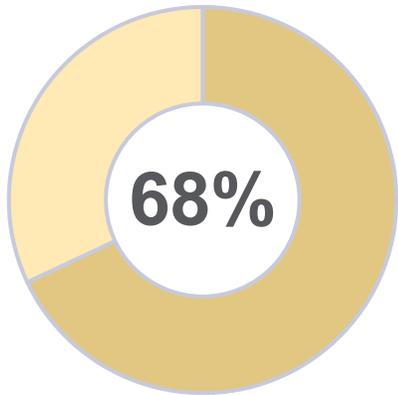
## SALIENCE

Aware



*Vs Effie TV Norm +5*

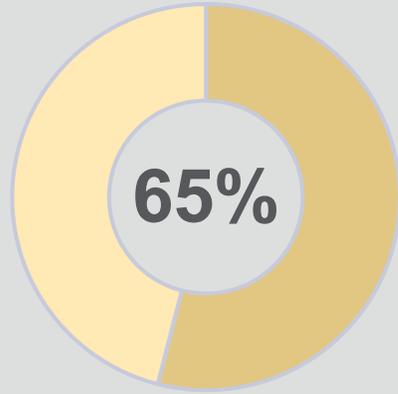
Memorability



© Opinions *Vs Effie TV Norm +6*

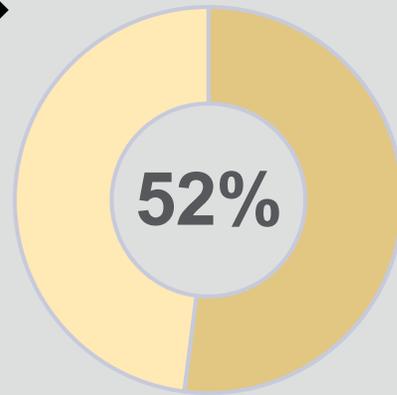
## BRAND EFFECT

Positivity



*Vs Effie TV Norm +16*

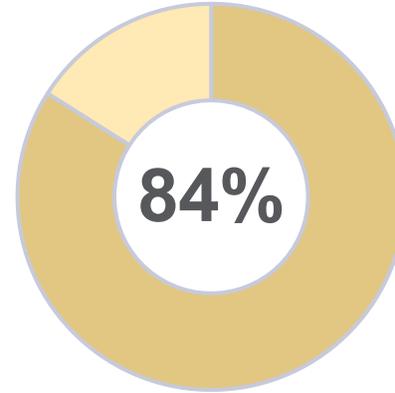
Motivation



*Vs Effie TV Norm +9*

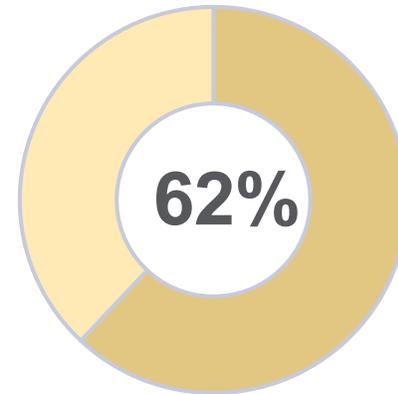
## EXECUTION

Like

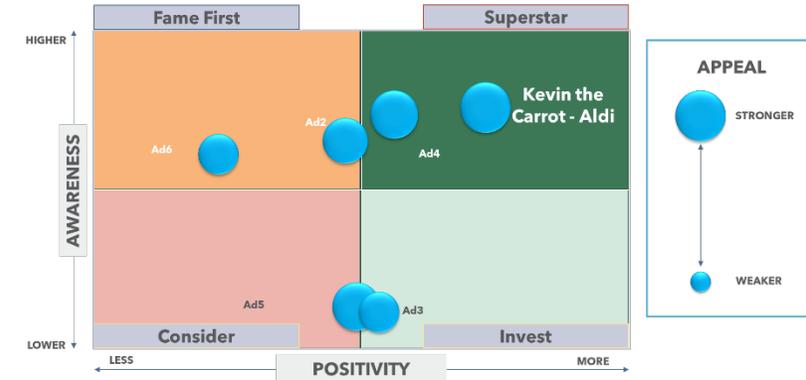


*Vs Effie TV Norm +7*

Vs Others Better



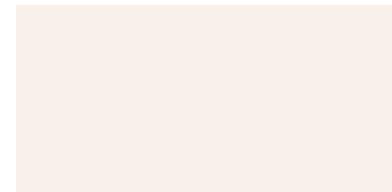
*Vs Effie TV Norm +12*



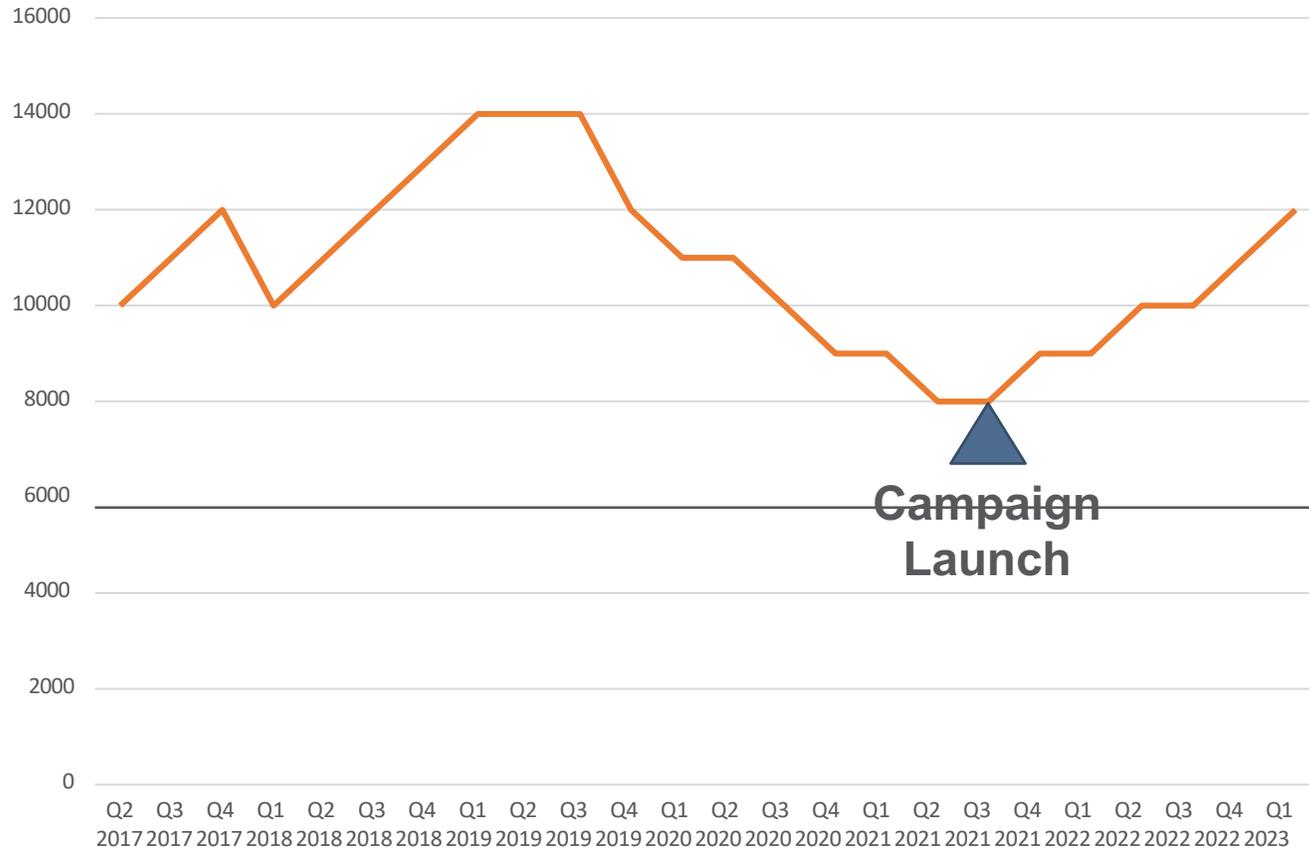
We have assessed 12 past Effie Winners...  
**Benchmarking might be worthwhile....**



Was it all worth it?



## Sales Performance (Units) ACME BRAND



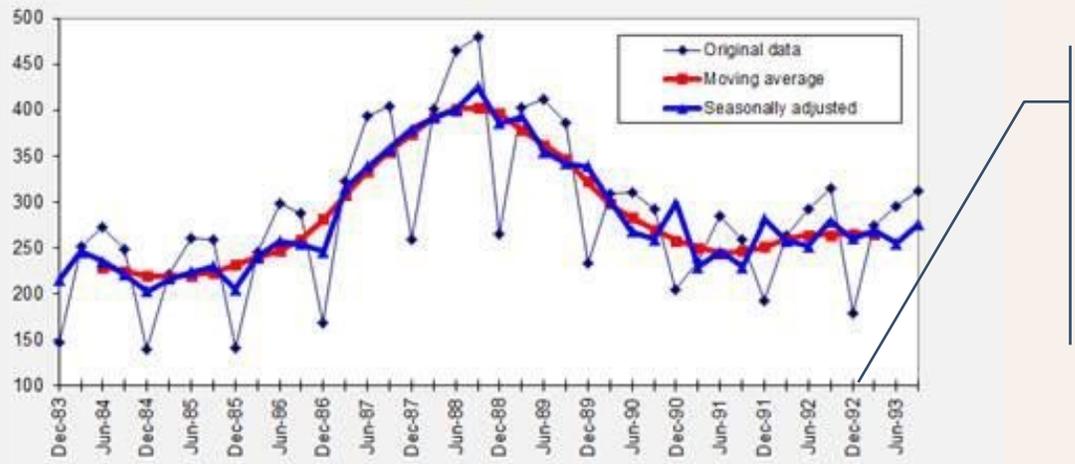
**At a very basic level we are  
looking to show a visible gain**

# Acknowledge Extraneous Factors

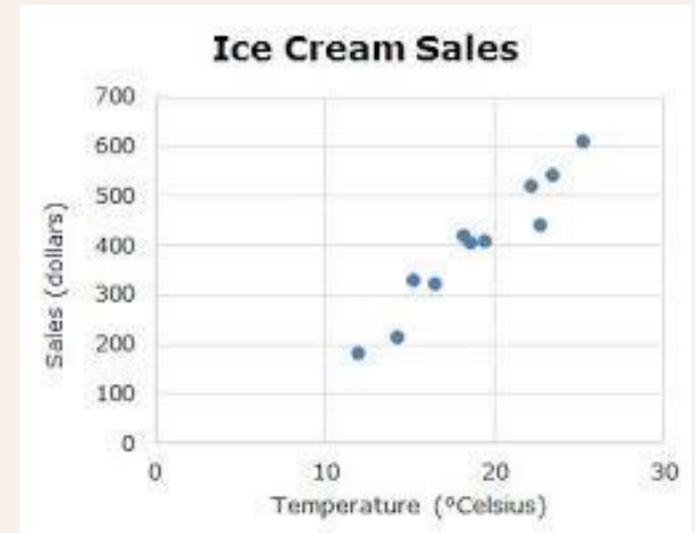


We launched our campaign in January...  
**WOW!**  
Look at our results  
**BOOM!**

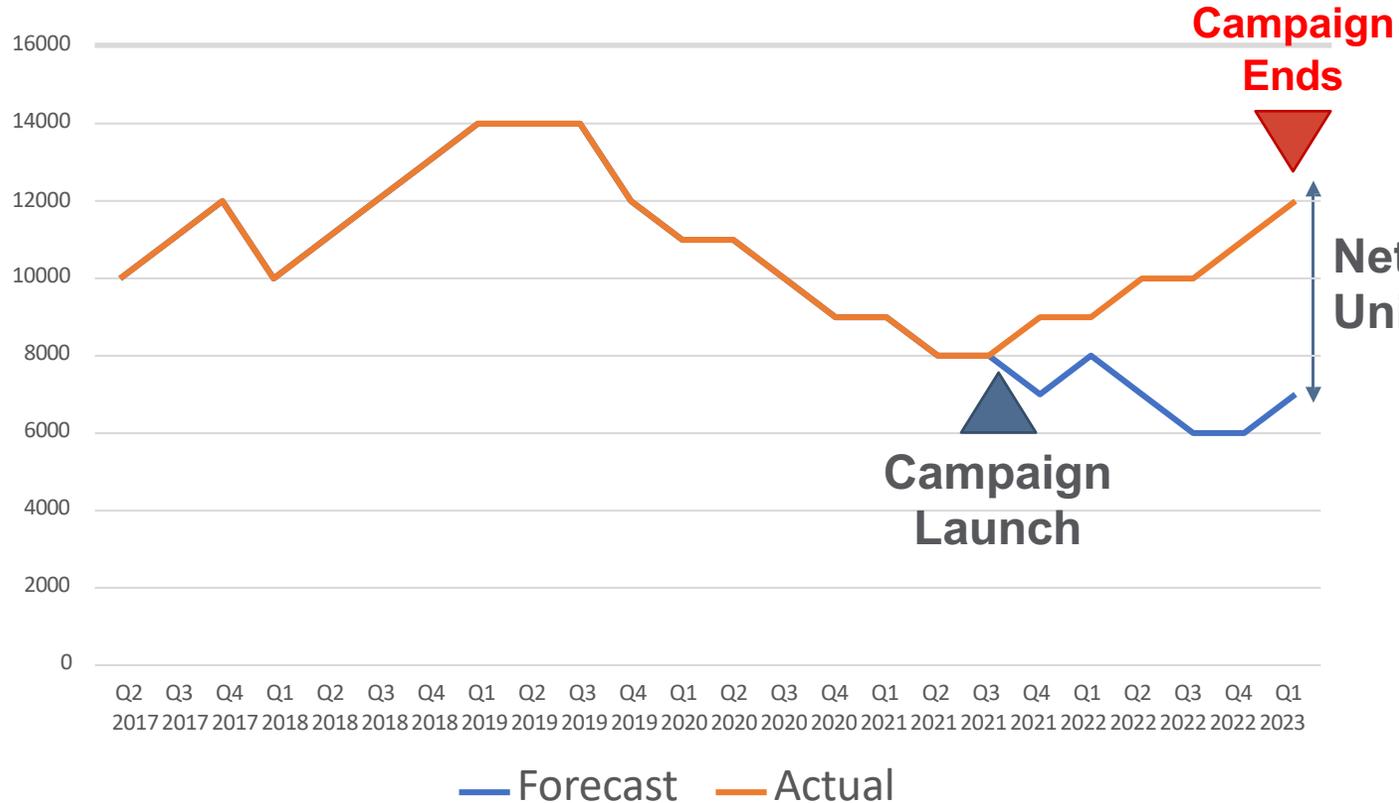
Did we mention that there might be some seasonal effects in this market?



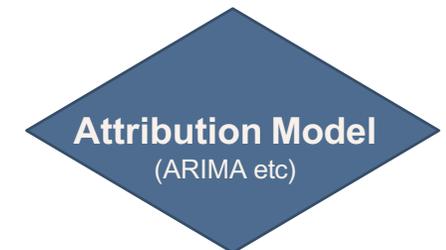
That's more like it....  
Yes, there were some gains, but seasonally adjusted numbers add realism....



Sales Performance (Units)  
ACME BRAND  
*(Q4 2021 - Q1 2023 Actual v Forecast)*



Net +20,000 Units  $\times$  Each Unit Costs €100 = Total Revenue Gain €2,000,000



55% of from advertising  
€1,100,000

*A possible “killer chart” should sum up at a glance the impact of the advertising....  
When it kicked in and the extent to which it impacted on the key issue/KPI*

**Total Revenue Gain  
from Campaign  
€1,100,000**

**Wow we only spent €250,000  
on it!**  
*So it that an ROMI of over 4x?*

**Not Quite!**

$$\text{ROMI} = \frac{\text{Sales Uplift} * \text{Typical Margin} - \text{Marketing Investment}}{\text{Marketing Investment}}$$

*Marketing Investment:*

Includes all Agency, Production & Media Costs

*Sales Uplift:*

Incremental Attributable Sales Generated by Campaign

*Typical Margin:*

Expected Gross Margin achieved on sales (Client input!)

|                              |  |            |
|------------------------------|--|------------|
| <b>Marketing Investment:</b> | Includes all Agency, Production & Media Costs          | €250,000   |
| <b>Sales Uplift:</b>         | Incremental Attributable Sales Generated by Campaign   | €1,100,000 |
| <b>Typical Margin:</b>       | Expected Gross Margin achieved on sales in this period | 40%        |

$$\text{ROMI} = \frac{\text{Sales Uplift} * \text{Typical Margin} - \text{Marketing Investment}}{\text{Marketing Investment}}$$

$$\frac{\begin{array}{r} \text{€1,100,000} * 40\% \\ \text{LESS €250,000} \\ \hline \text{€250,000} \end{array}}{\text{€250,000}} = \frac{\begin{array}{r} \text{€190,000} \\ \hline \text{€250,000} \end{array}}{\text{€250,000}} = 0.76 \text{ ☹️}$$



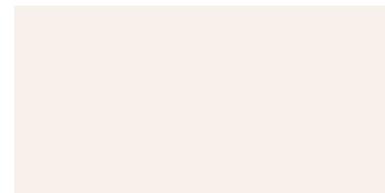
$$\frac{(\pounds 120.6\text{m} * 30\%) - \pounds 15\text{m}}{\pounds 15\text{m}}$$

= 500%  
Or  
£5 per £1



Thank You!

**BY**  
Opinions  
[david@opinions.ie](mailto:david@opinions.ie)





Energy for  
generations

# INVESTED IN IRELAND



## Marketing Effectiveness

Lisa Browne, Head of Marketing & Customer Insights

2<sup>nd</sup> March 2023

# Marketing Effectiveness - Driving Brand and Business Performance



Decision



Culture



Goal

Data, Knowledge, Action



Primary Interest

Primary Interest is in the decisions  
& activities that drive growth

# The process for getting there



**1**  
**Set growth principles**

Grow volume and value

Hard and Intermediate measures

Long term brand building

Short term sales activation

Campaign planning mix

Penetration strategies

Mental and physical availability

Advertising models and effectiveness

**2**  
**Set up measures**

Market Share

Share of Voice (SoV)

Salience + Share of Consideration

Net Promoter Score (NPS)

Brand Perceptions + attitudes

Competitive ad tracker

Econometrics

**3**  
**Building collaboration**

Embed common language

Commit to behaviours for effectiveness culture

Structure budget to goals

Process for short term sales activation

Process for long term brand building

**4**  
**Short term activation plan**

Set short term goals

Brand strategy

Capability planning

Integrated campaign planning

Cycle of results, learning and changes

**5**  
**Long term brand building plan**

Brand strategy

Capability planning

Integrated campaign planning

Testing, analysis and learning

# Darkness into Light Sunrise Appeal



*'When the world was falling apart, Irish people needed to believe that hope was still alive'.*



- Electric Ireland sought to raise €2 million to compensate for the cancellation of the Darkness into Light walk, as Pieta faced a massive funding crisis.
- In the middle of a pandemic where Covid-19 impacted not only the nation's physical health but their mental health too, Electric Ireland provided the light of hope at the nation's darkest hour demonstrating 'We're Brighter Together', positively influencing brand perception scores by 10%.
- Through Electric Ireland's long-term commitment and understanding, the Sunrise Appeal generated €5.3 million for Pieta, ensuring their life-saving services could remain open.



dro5a





Thank you

# FEMALES OF THE FUTURE



MANAGE YOUR FINANCIAL JOURNEY  
ALONG WITH YOUR CAREER

*Join IAPI's celebration of International Women's day.*

March 9th at 8:30 am  
The Alex Hotel, Fenian St, D2

iapi | female  
futuresfund

Supported by **DIAGEO**

iapi

MEDIA  
MATTERS:

# THE ILLUSION OF CHOICE

Featuring author and behavioural  
psychologist, **Richard Shotton**

€50 MEMBERS | €80 NON MEMBERS



5TH APRIL - 8:30AM  
TU DUBLIN, AUNGIER ST



**effie**AWARDS  
IRELAND

**ENERGISER**

**THANK YOU!**



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