

Building Effectiveness Cultures?

Karen Hand
Strategy & Research,
The Copper House, Dublin 8.
Tel: +353872243064, karenhand9@gmail.com

iapi

Institute of Advertising
Practitioners in Ireland

Interview Sample*

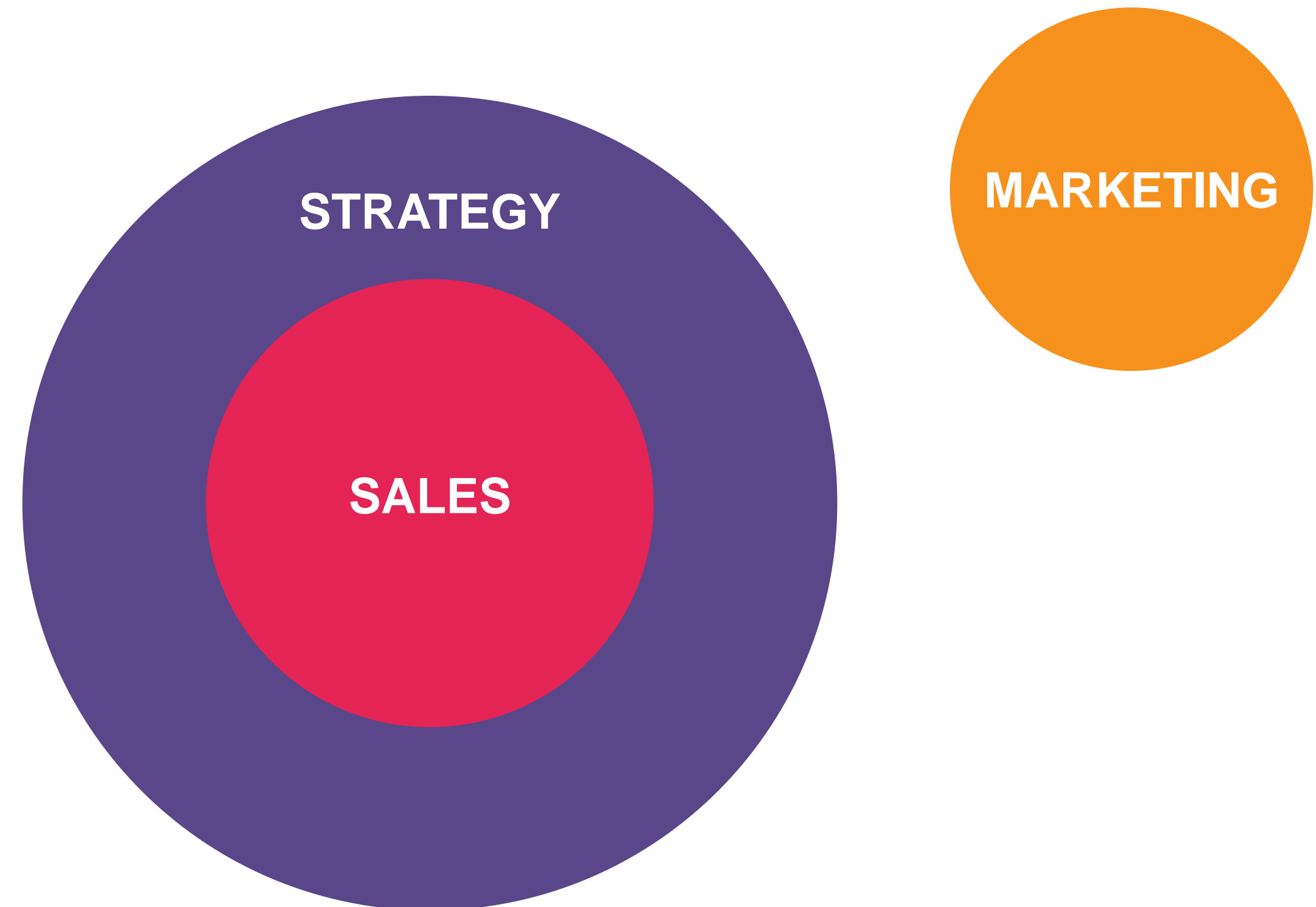
| | |
|-----------------------------|--|
| David Kirwan | CEO Bord Gais Enterprise |
| Des FitzGerald | CEO EBS |
| Colin Gordon | CEO Glanbia Consumer Foods |
| Donal Courtney | CEO Danone Nutricia |
| Brian Moran | CFO Keelings Fruit |
| Heather Ann McSharry | ex CEO Benckiser, on multiple boards |
| Liam Fitzgerald | ex CEO United Drug, on multiple boards |
| Paul Kenny | CEO - Distilled Media - Daft.ie, Done Deal |

*Many thanks to Gary Joyce, Tania Banotti, Emma O'Doherty and Jimmy Murphy for securing this high quality sample.

Does Marketing drive Sales or Vice Versa?



Marketing — Disconnected from business?





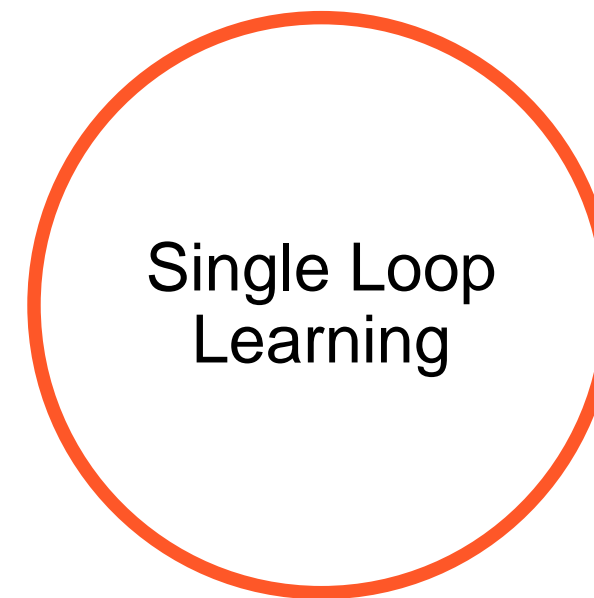
At Best — Agencies are Professional Specialists

**I fear not the man who has
practiced 10,000 kicks once,
but I fear the man who has
practiced one kick 10,000 times.**

—Bruce Lee

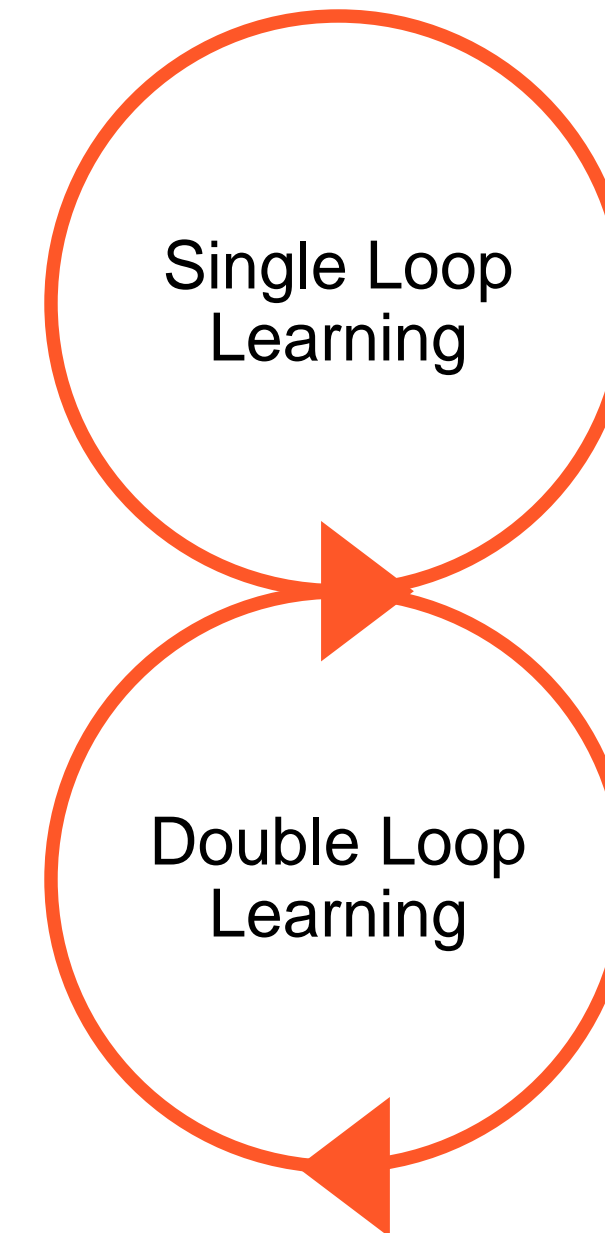
Experience Exists at Multiple Levels

Are we doing
things right?



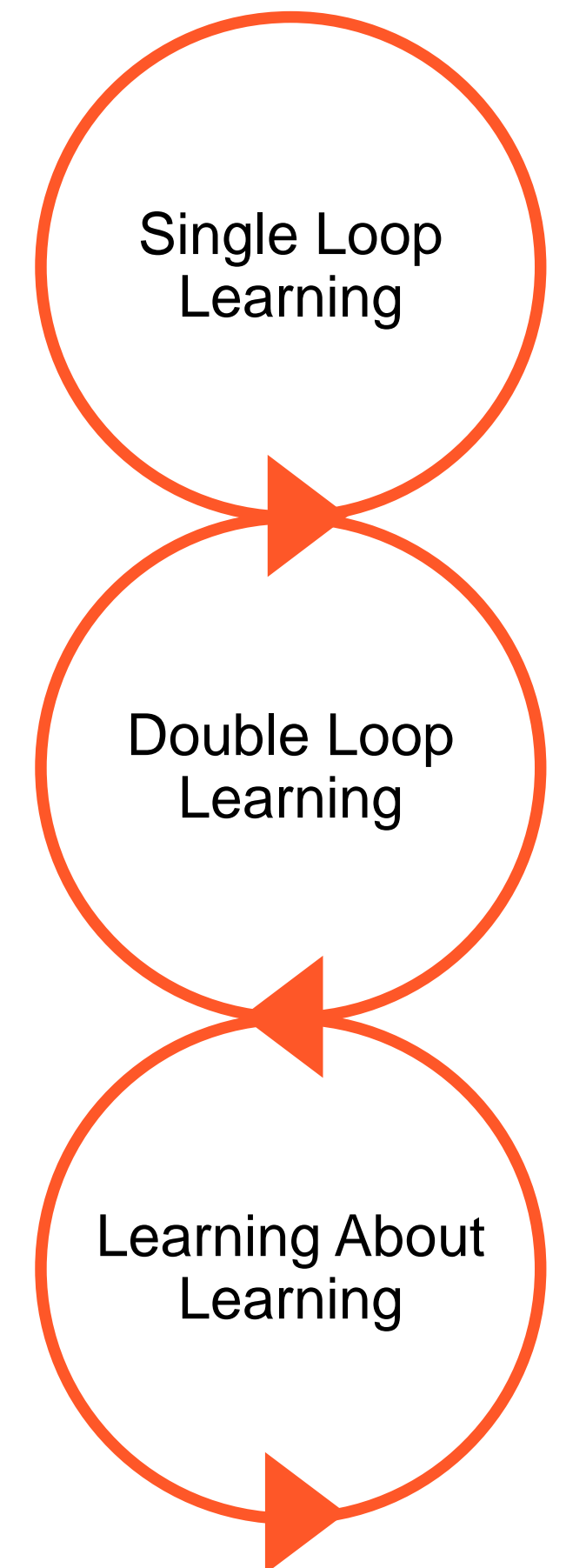
Error Correction

Are we doing
the right things?



Innovation

What does/could
right mean?



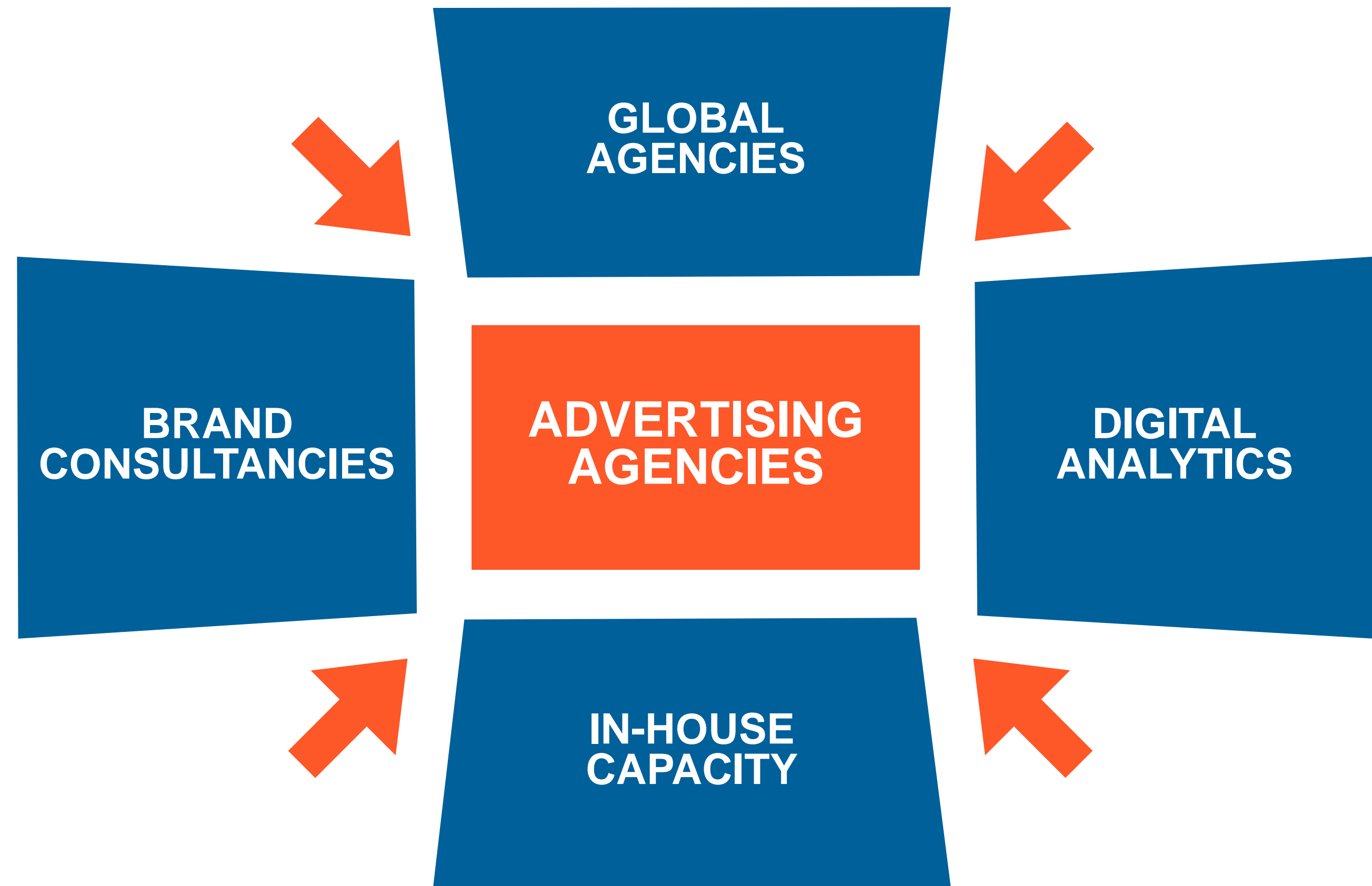
Paradigm Shift



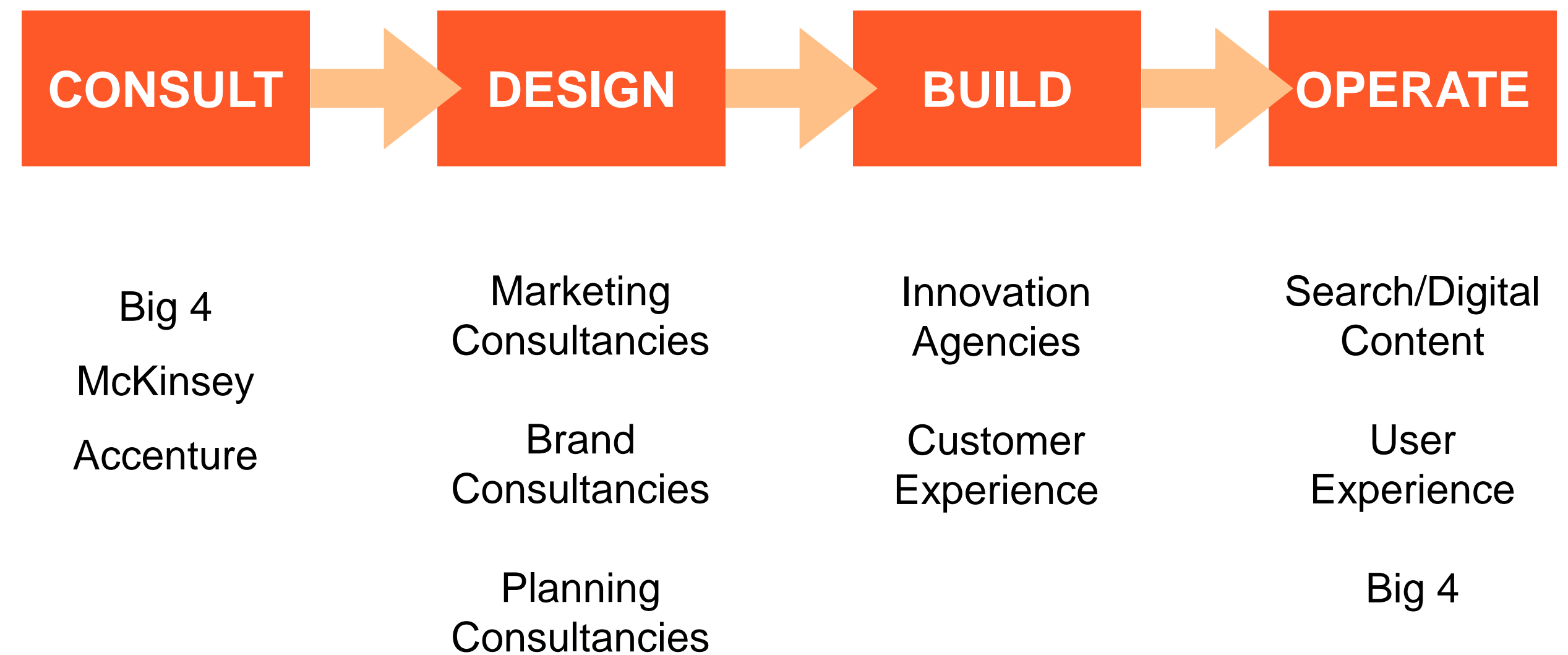
Make relevant connections for CEO.

Don't just throw data at them
competitive advantage?

Irish Agencies Squeezed on All Sides



Irish Agencies — What is your future Positioning?





**We're all individuals.
We're all creative.**

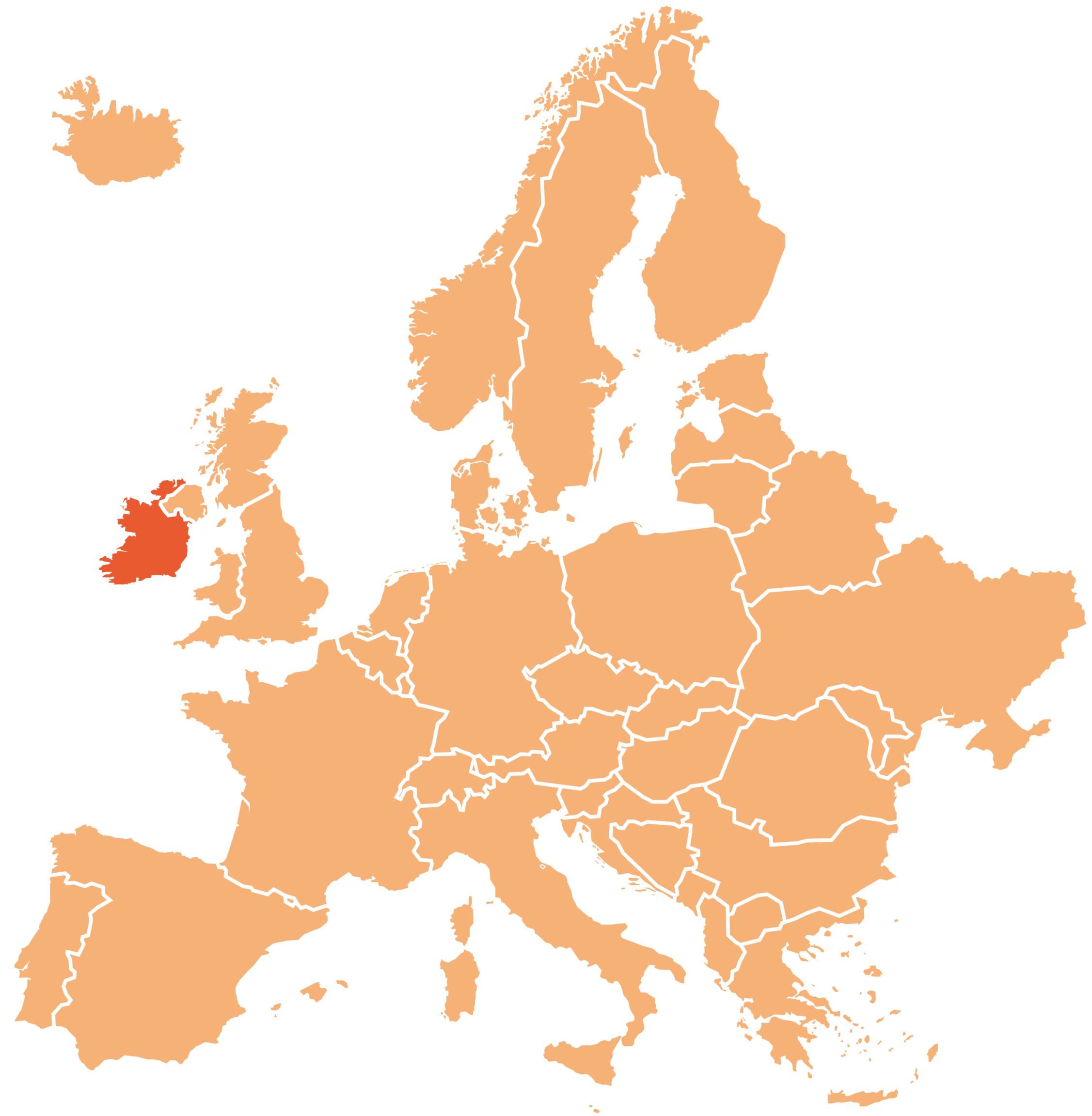
**So where's our
competitive advantage?**



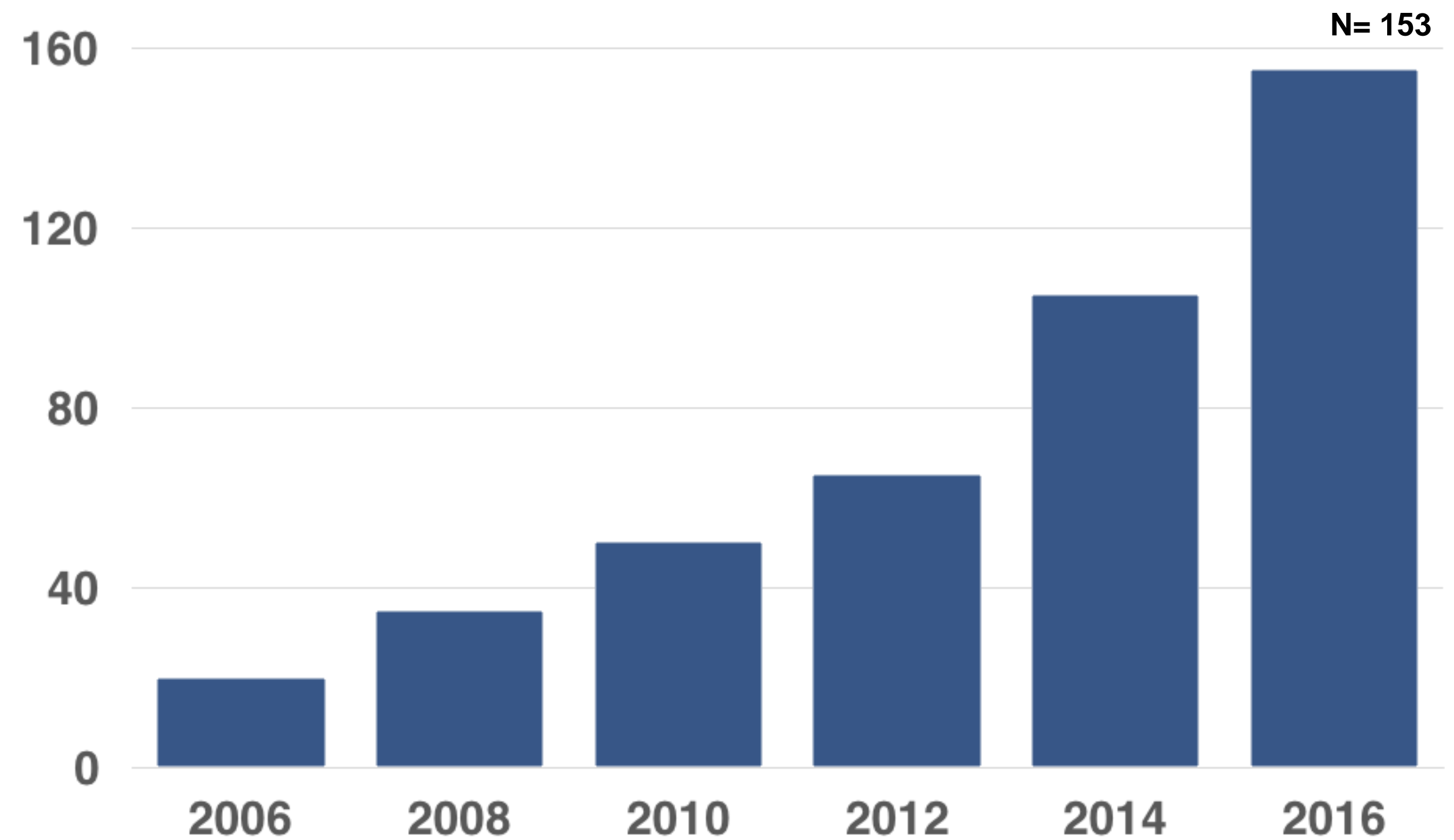
**I will solve your problem
and you will pay me.**

—Paul Rand to Steve Jobs

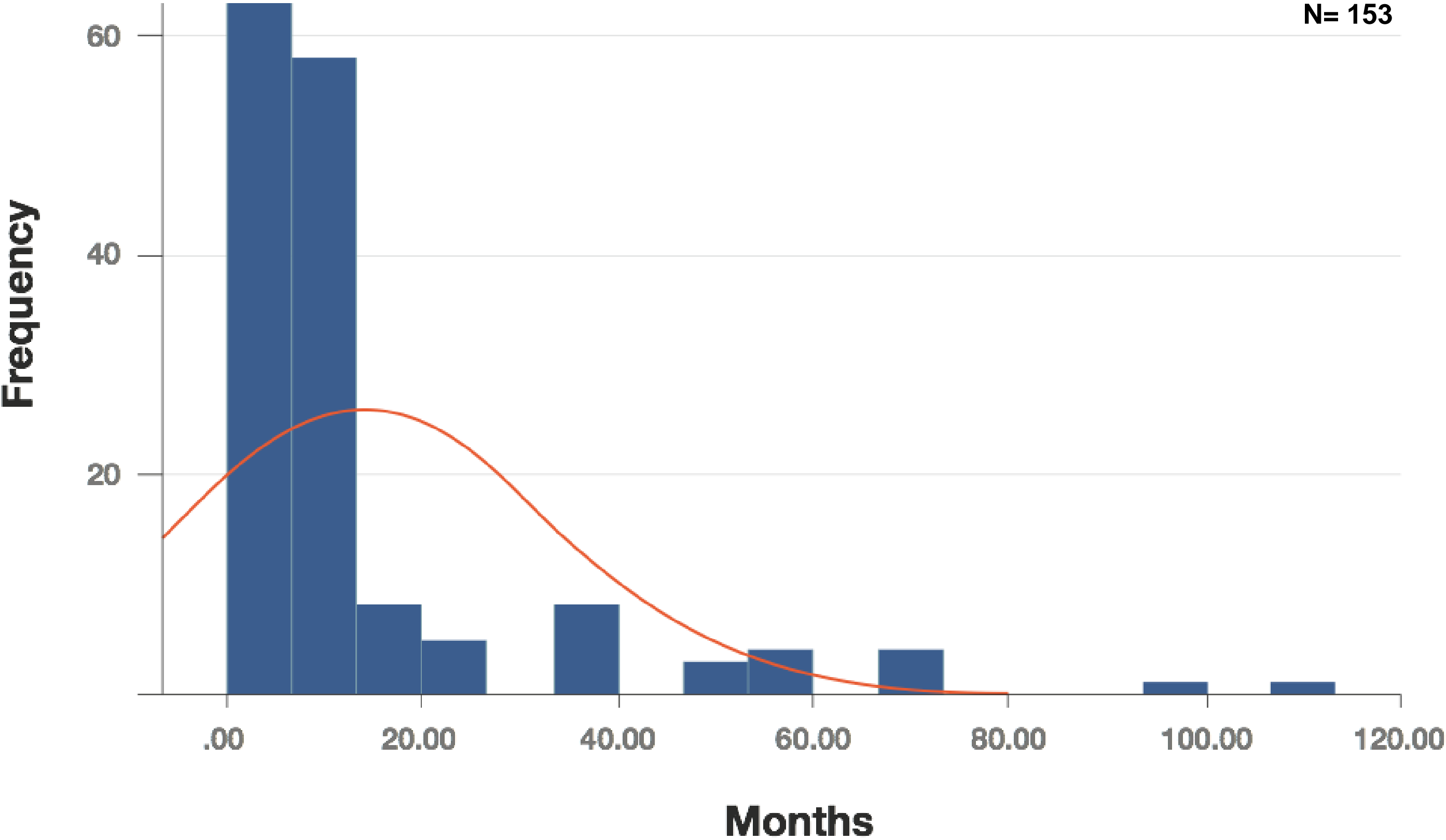
Ireland as Centre of Marketing Excellence



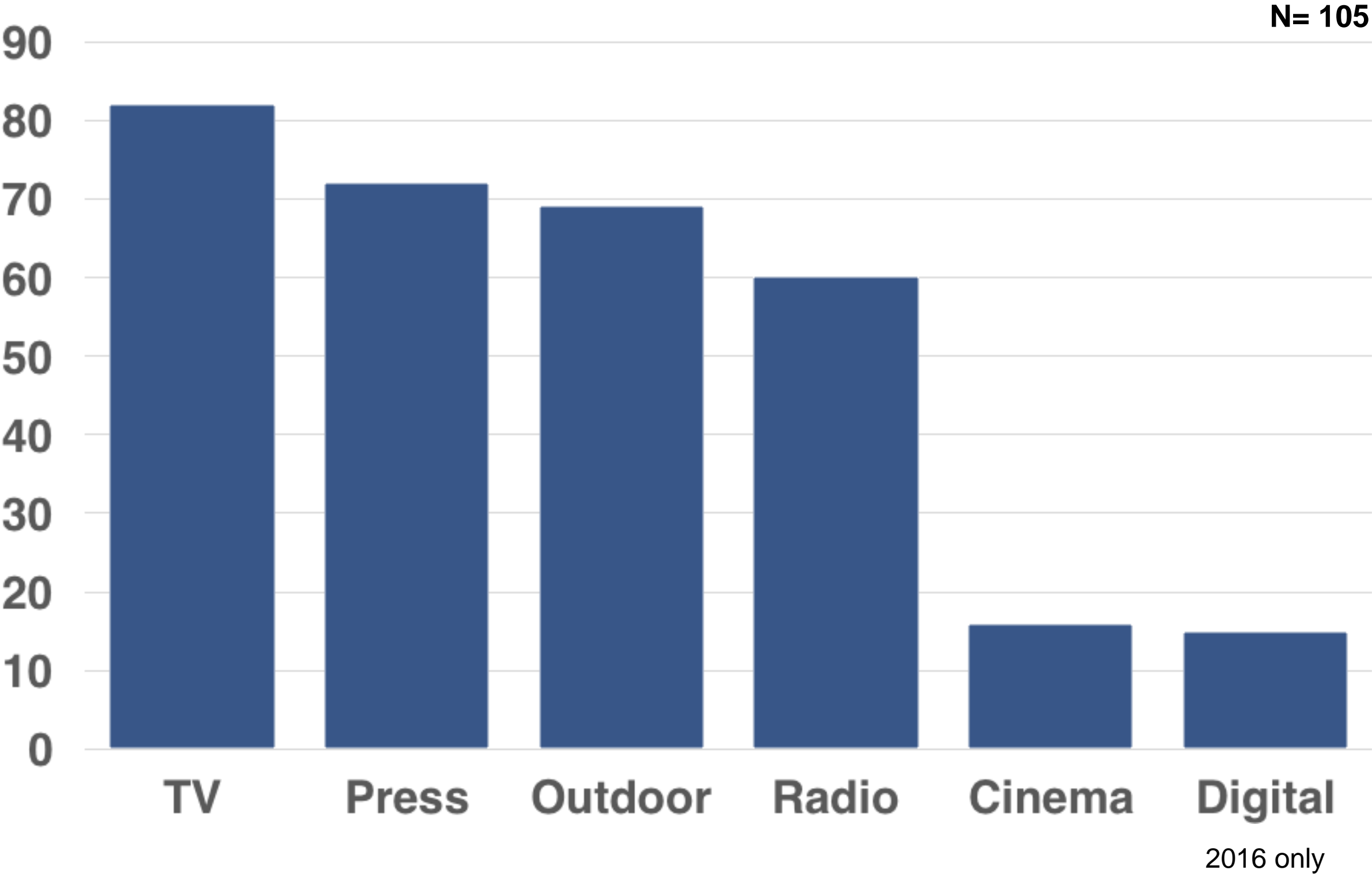
ADFX Database is Growing



Average Length of ADFX Cases is Nine Months



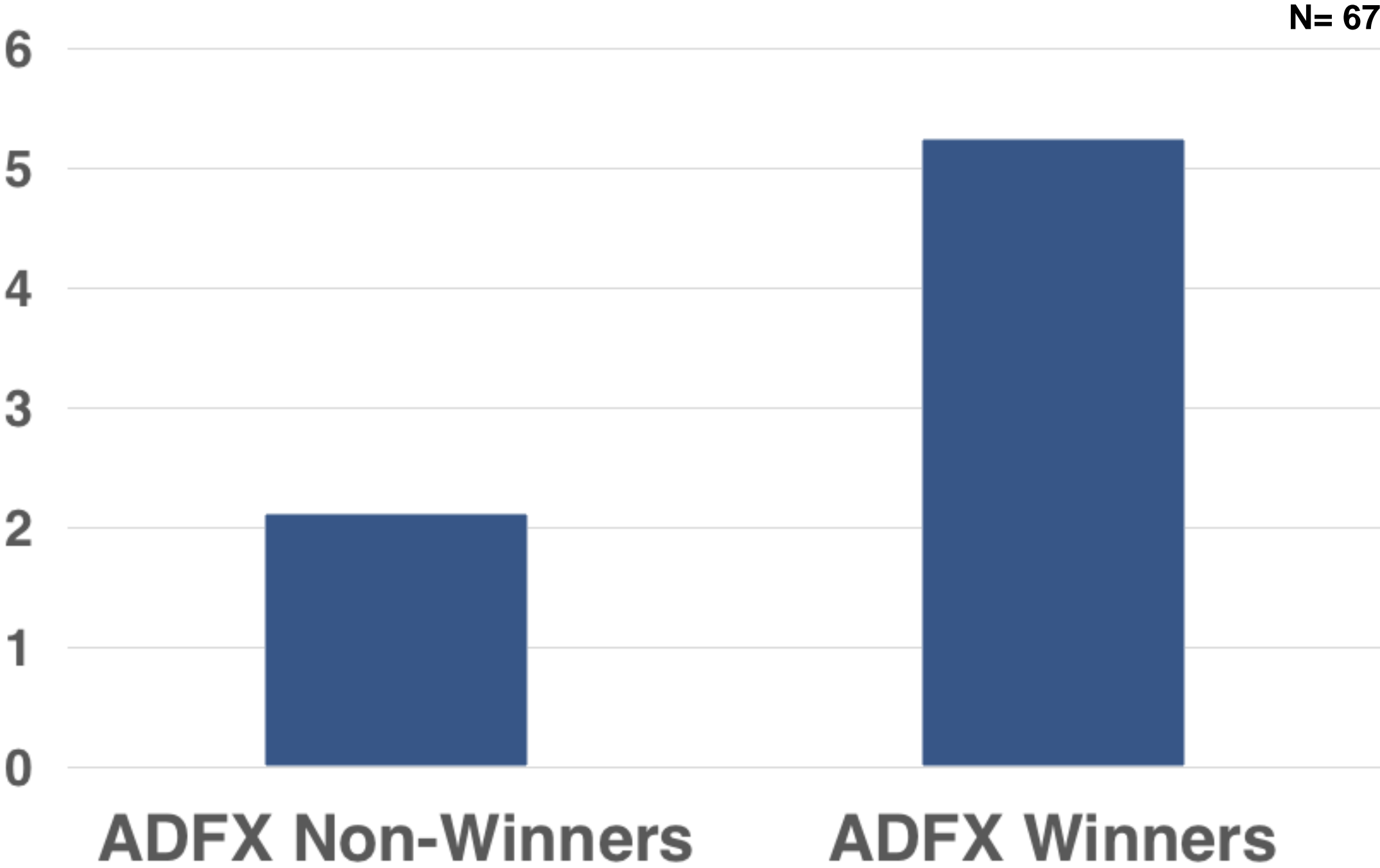
Media Usage in ADFX Cases 2008–2016



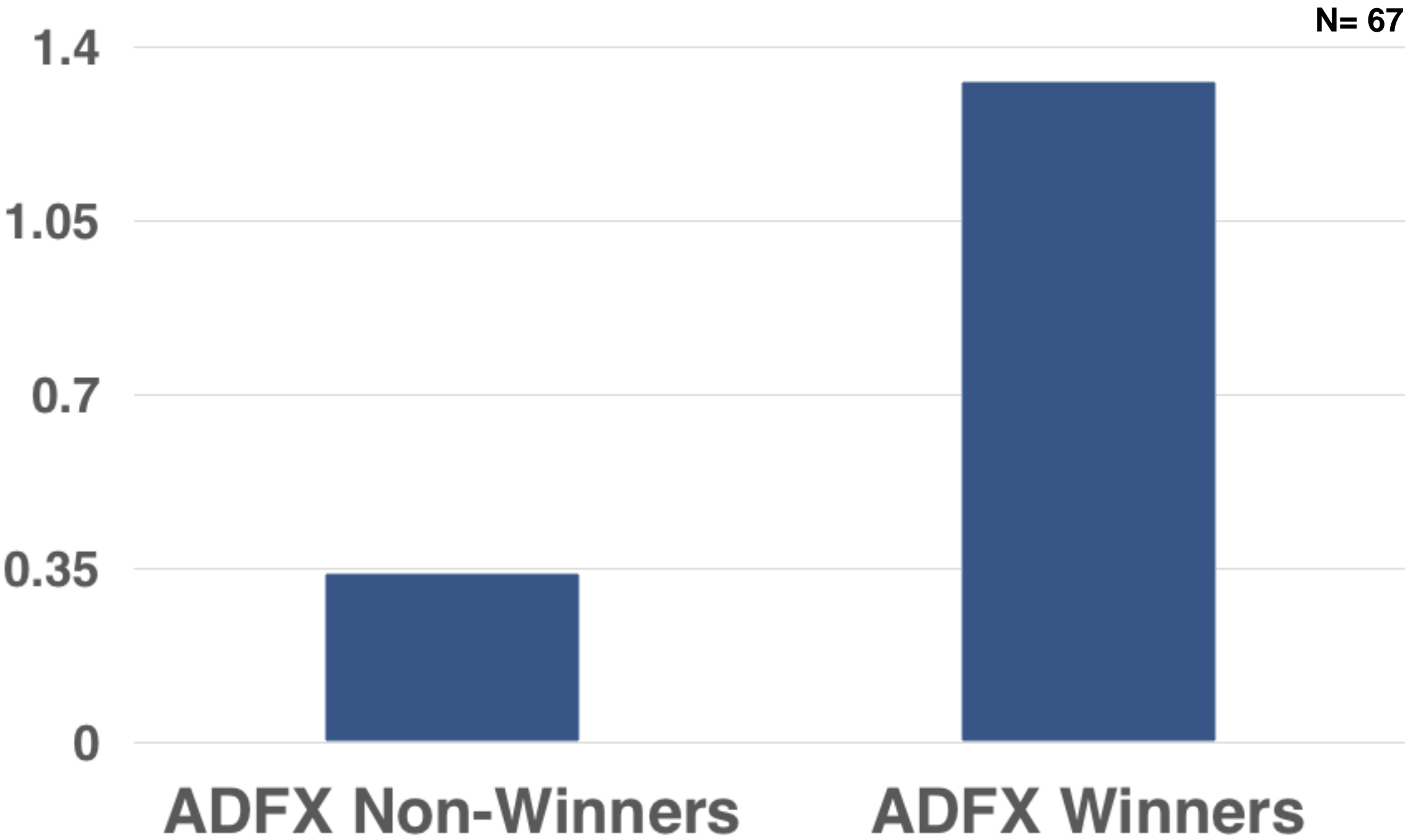
Average number of media in cases: 3.43

1. What Commercial Evidence do we have that Advertising Pays Back?

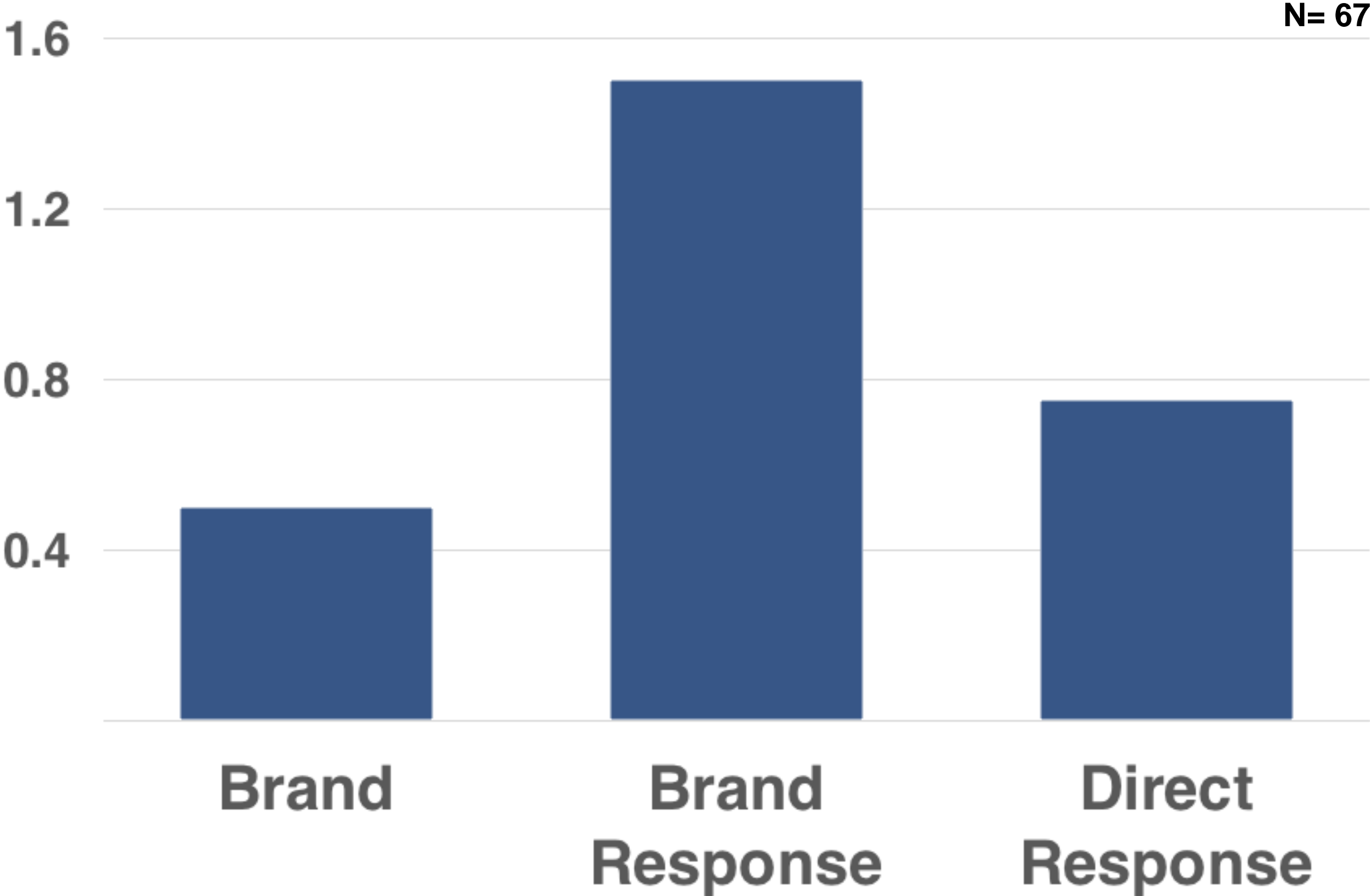
ADFX Award Winners Have Bigger Share Gains



ADFX Award Winners Have Bigger Share per Month Gains



Brand Response Campaigns Have Largest Share per Month Gains

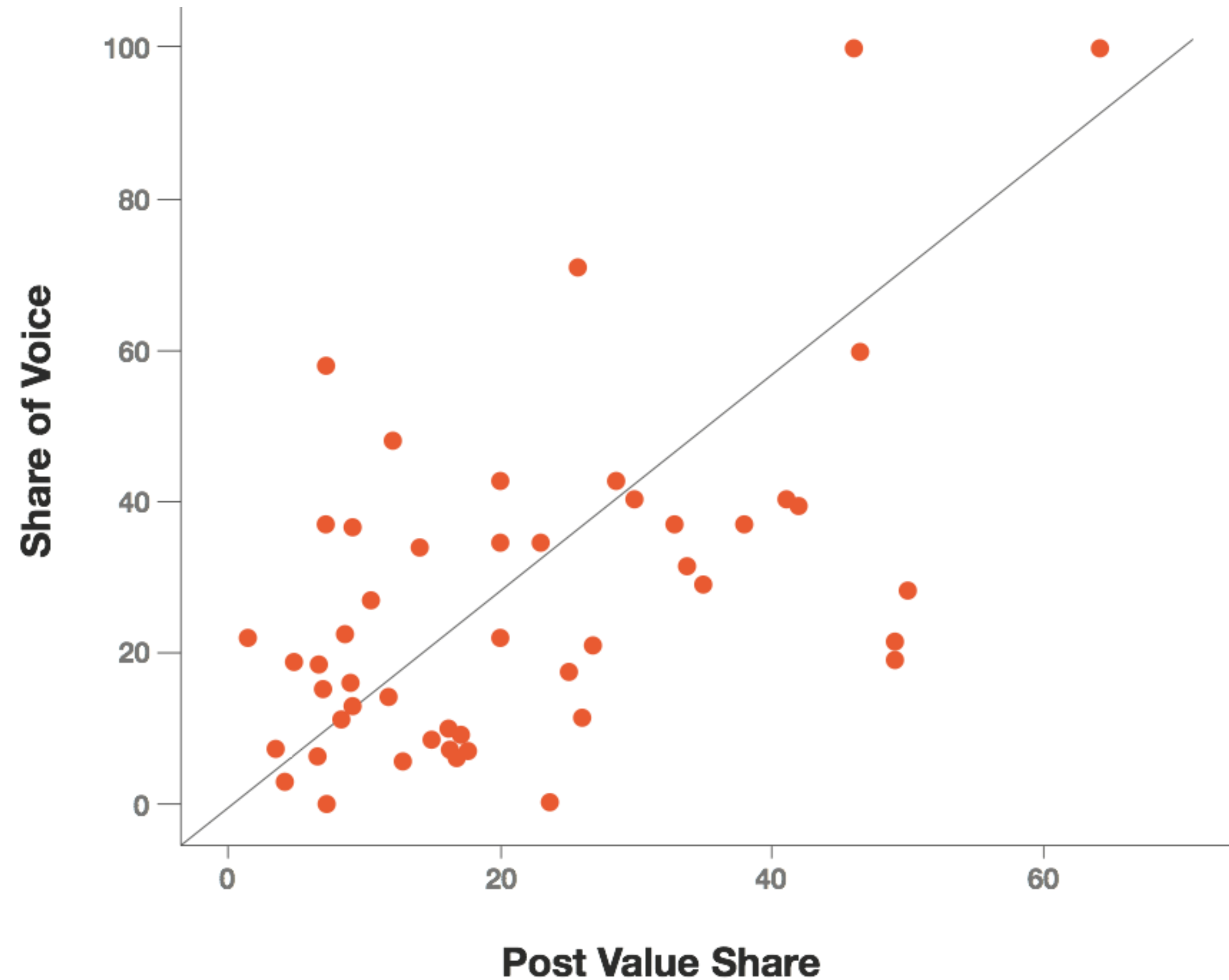




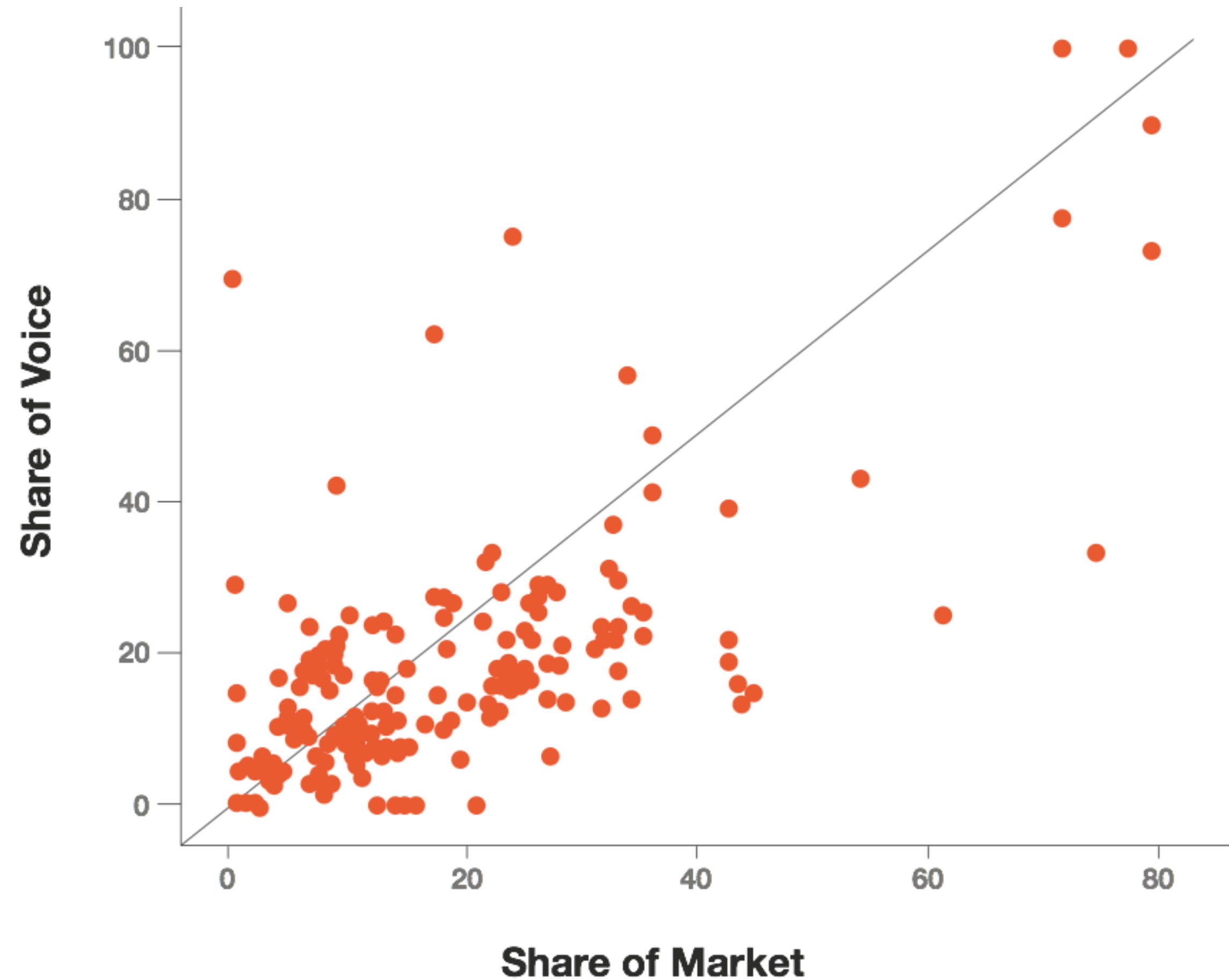
2.

**What Commercial Evidence
do we have that Media
Investment Pays Back?**

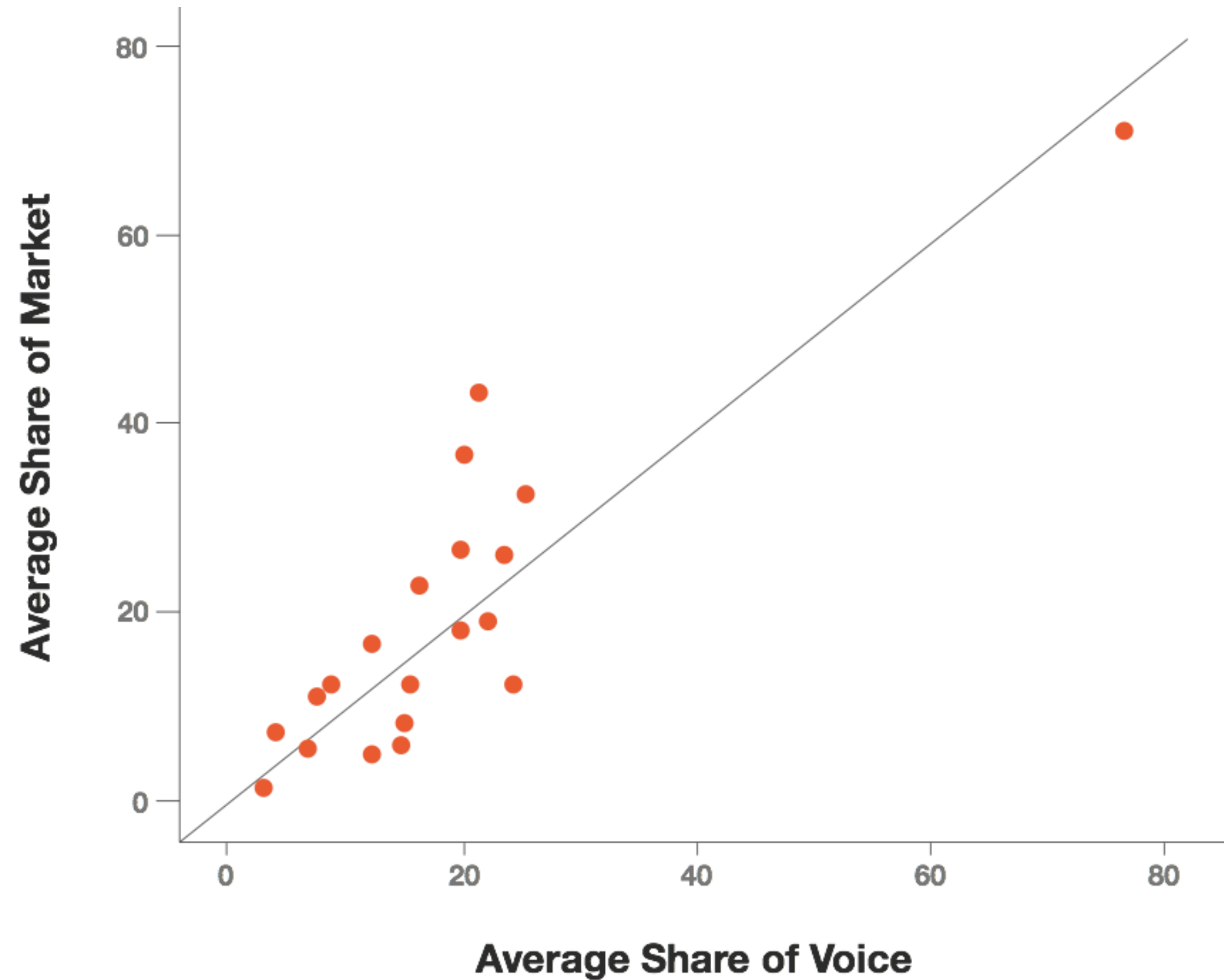
Media Investment Strongly Correlated with Share Growth



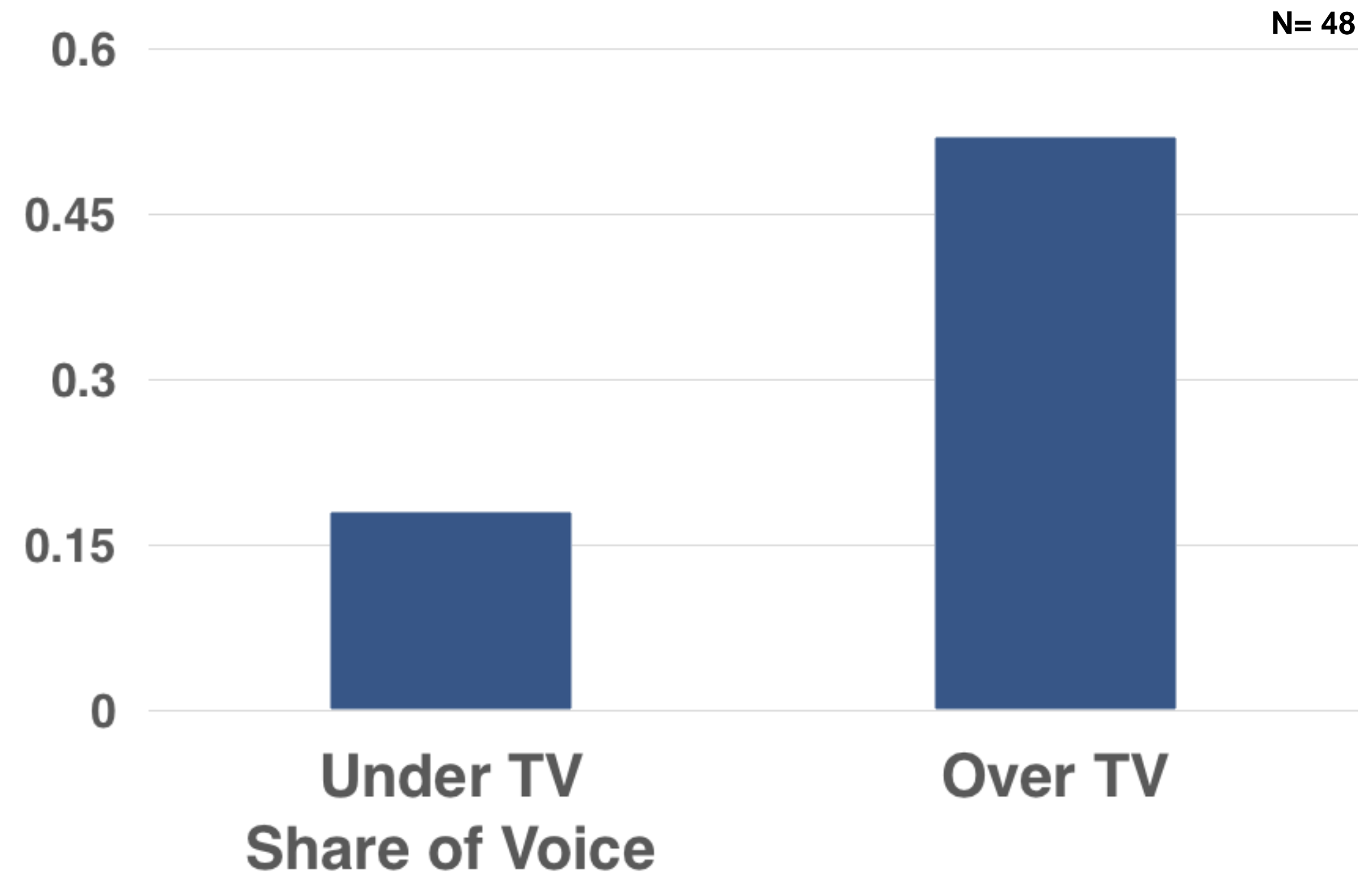
Deep Dive: Share of Voice Strongly Correlated with Share of Market



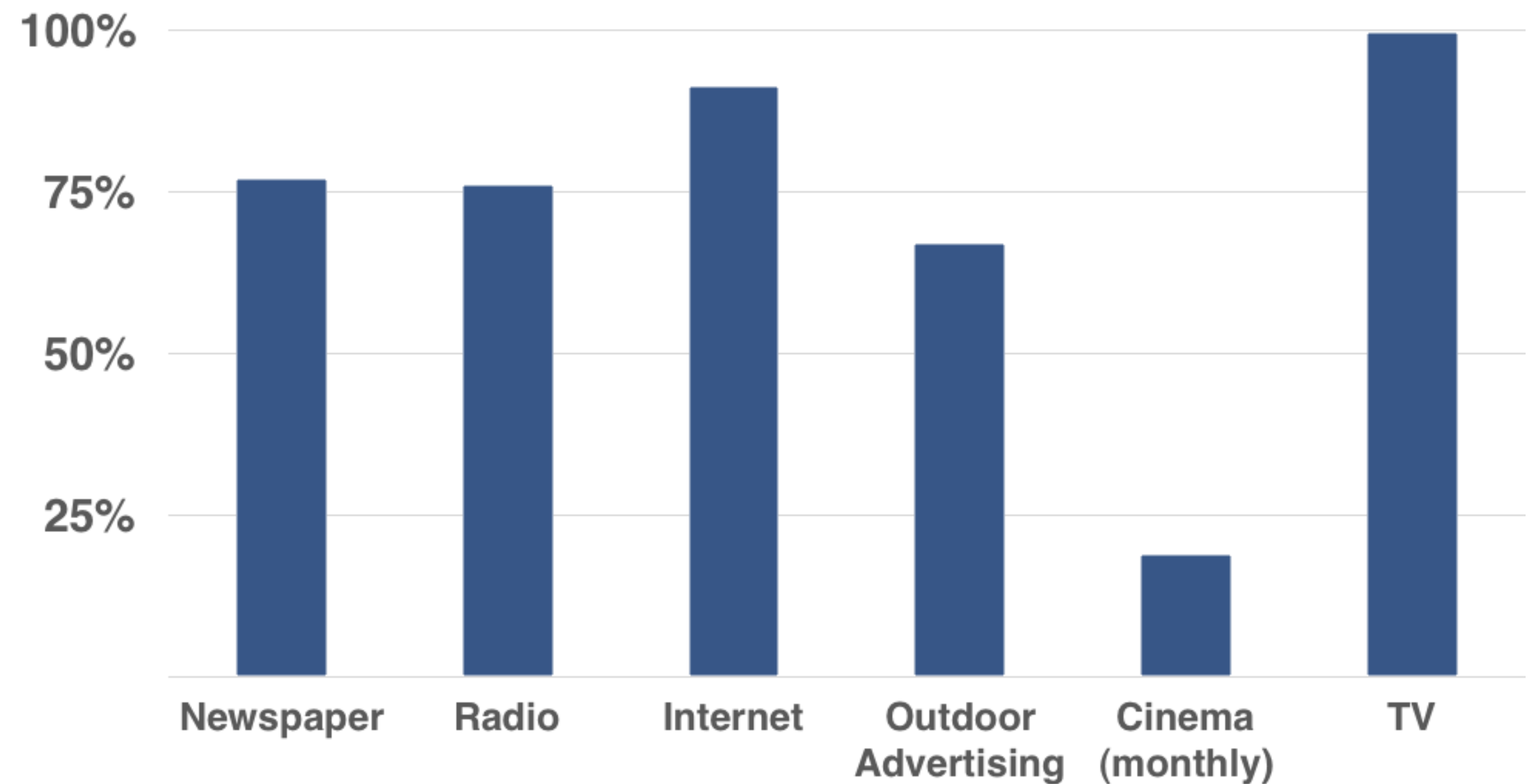
Deep Dive: Average Media Investment Correlated with Average Market Share Over Time



Relative Over-Investment in TV Linked to Value Share per Month



TV has the Highest Audience Reach in Ireland

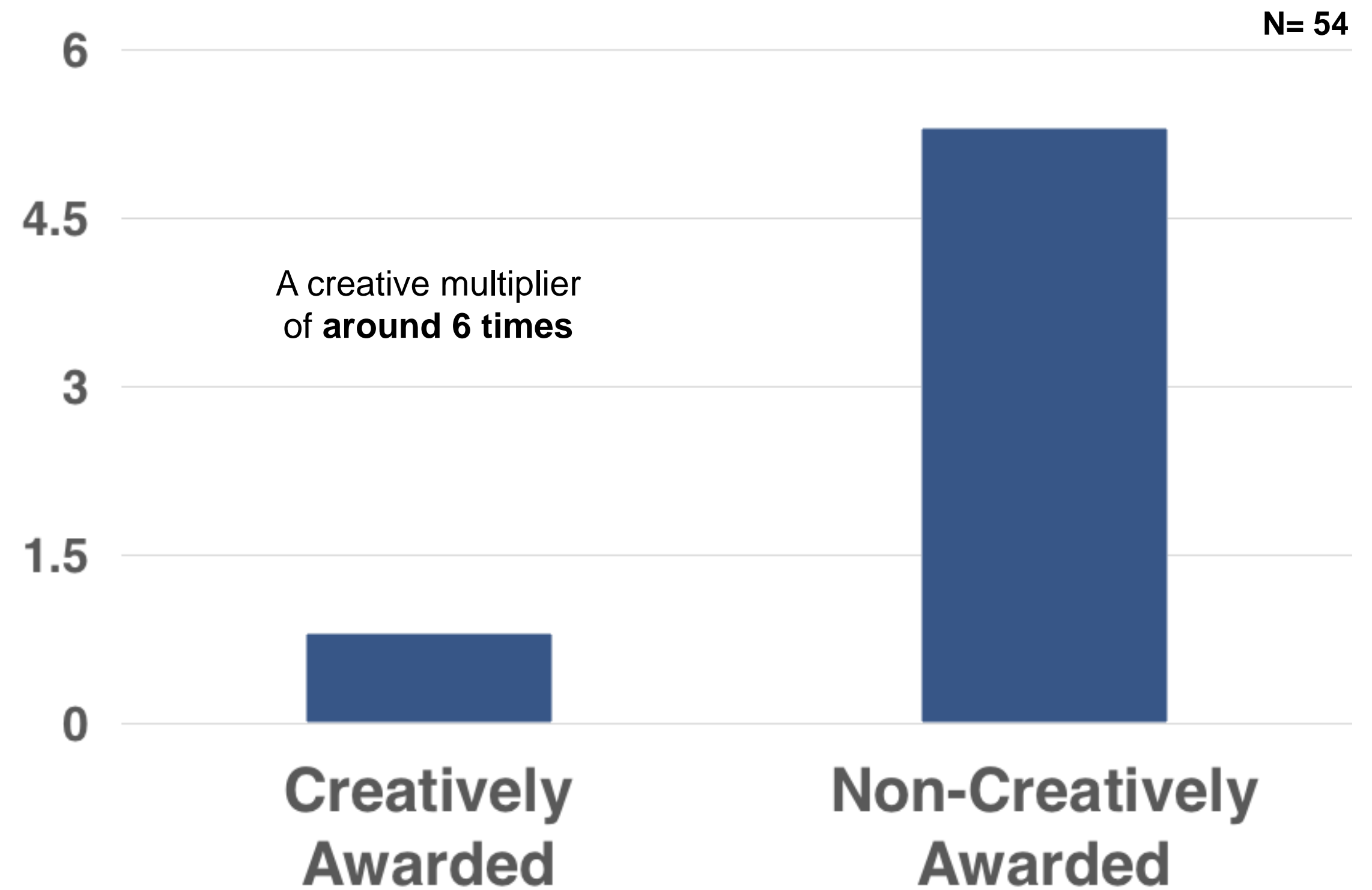


Source: Kantar Media ROI TGI



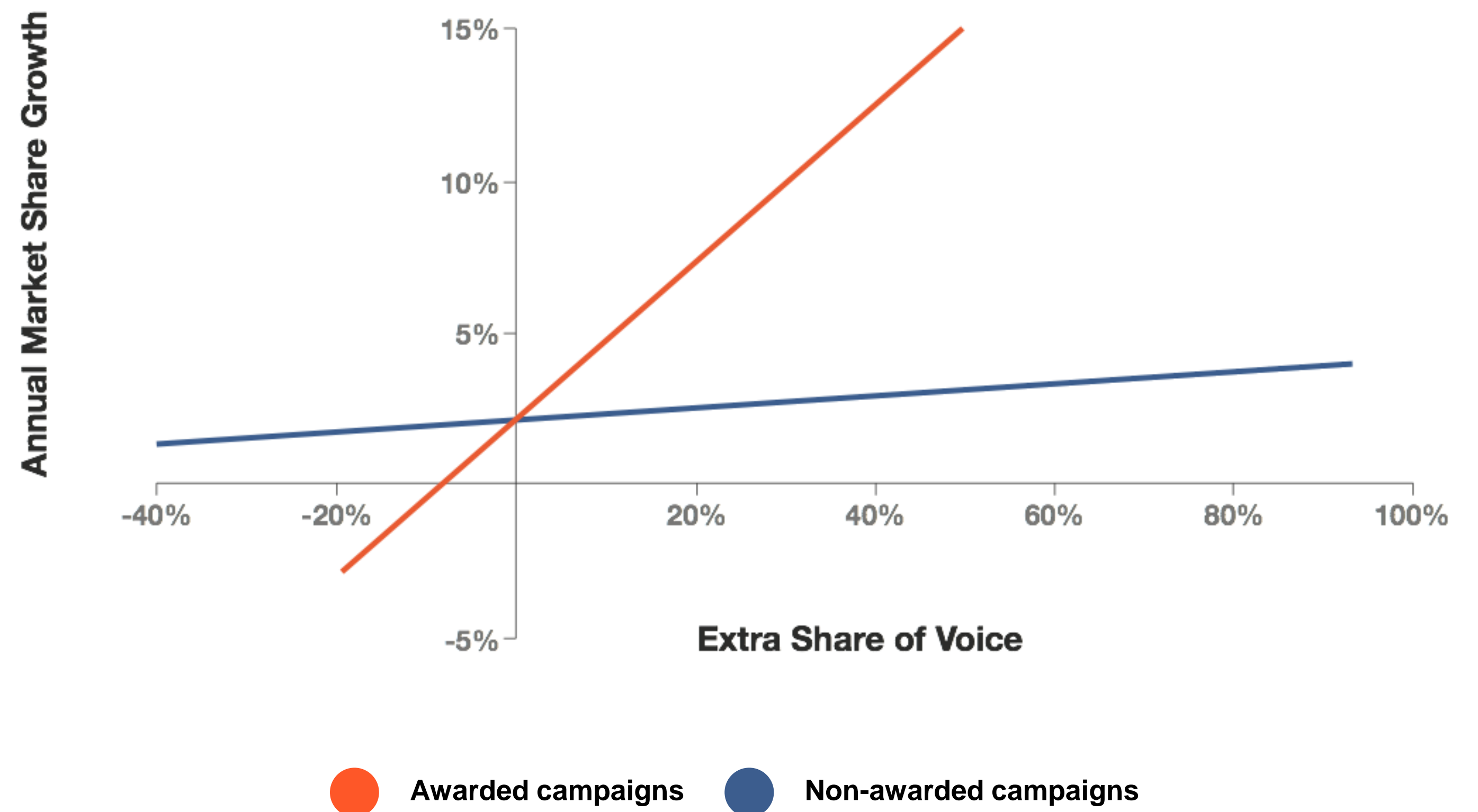
3. What Commercial Evidence do we have that Creativity Pays Back?

Creativity Counts Commercially



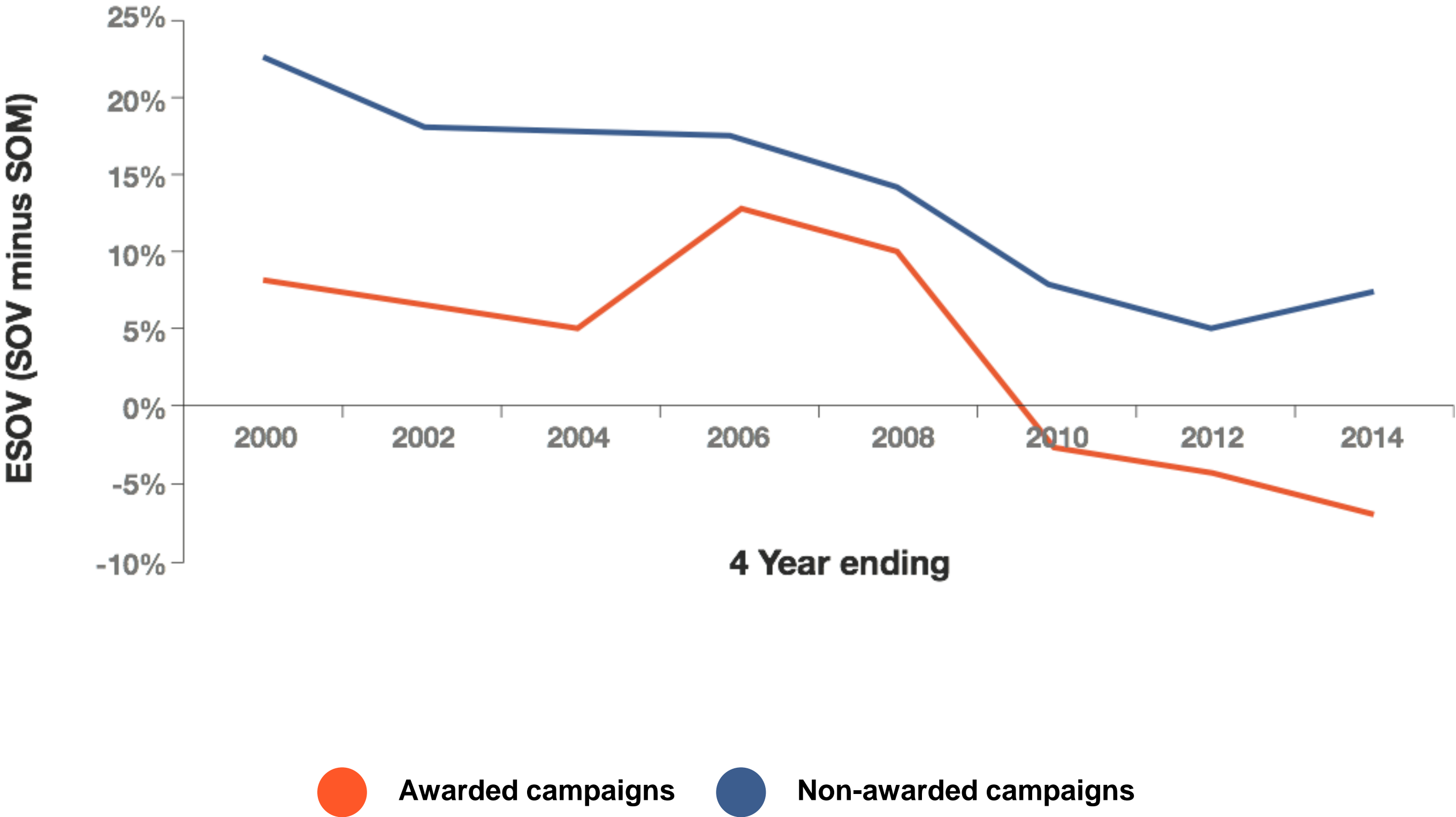
UK Data shows Creative Campaigns Amplify Extra Media Investment to Deliver Share Growth

The relationship between ESOV and share growth for awarded and non-awarded campaigns(1996–2014)



UK Data shows Creative Campaigns Lacking Media Investment

Awarded campaign budgets have fallen
to negative ESOV levels



Commercial Creativity — A Whole New Value

