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Velkommen til seminar

Kraftfull kreativitet

20. november 2023

14:30–15:45

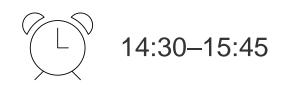# Agenda

1. **Kraftfull kreativitet. Hva betyr det?** | Heidi

2. **Creative Effectiveness in the Age of AI** | Duncan

3. **Hemmeligheter bak kraftfull kreativitet** | Heidi

4. **Innsikt som styrker kreativ kvalitet** | Heidi & Duncan

5. **Q&A**

Heidi Stamgård
Creative & Media Lead, Norge

Duncan Southgate
Senior Director, Global Creative

14:30–15:45

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250 000+

pre-tester i vår globale database

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CREATIVE
EFFECTIVENESS
AWARDS **2023**

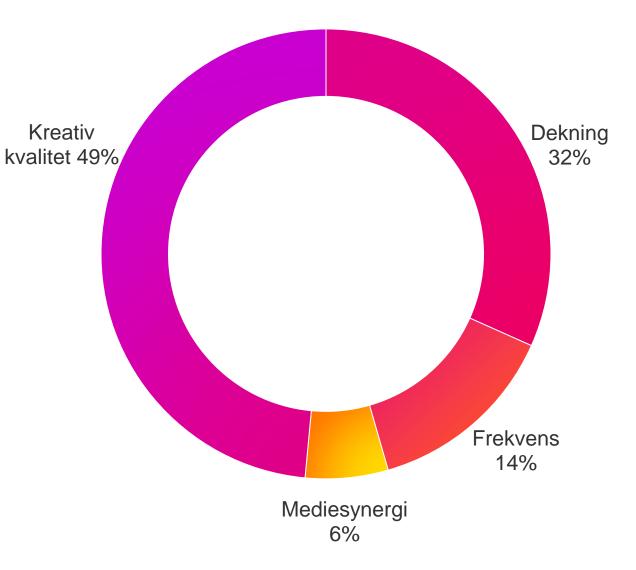# Kraftfull kreativitet.
Hva betyr det?

Kraftfull kreativitet …

Skaper oppmerksomhet

Driver salg

Styrker merkevare

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Det vil være vanskelig å drive merkevareeksponering uten sterk kreativ kvalitet

Kreativ kvalitet 49%

Dekning 32%

Frekvens 14%

Mediesynergi 6%

Drivere av mental tilgjengelighet på overordnet kampanjenivå. Kilde: Mastering Momentum – Brand Exposure 2020, basert på Kantars globale CrossMedia-database

6

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Vinner av årets Kantar Creative Effectiveness Awards
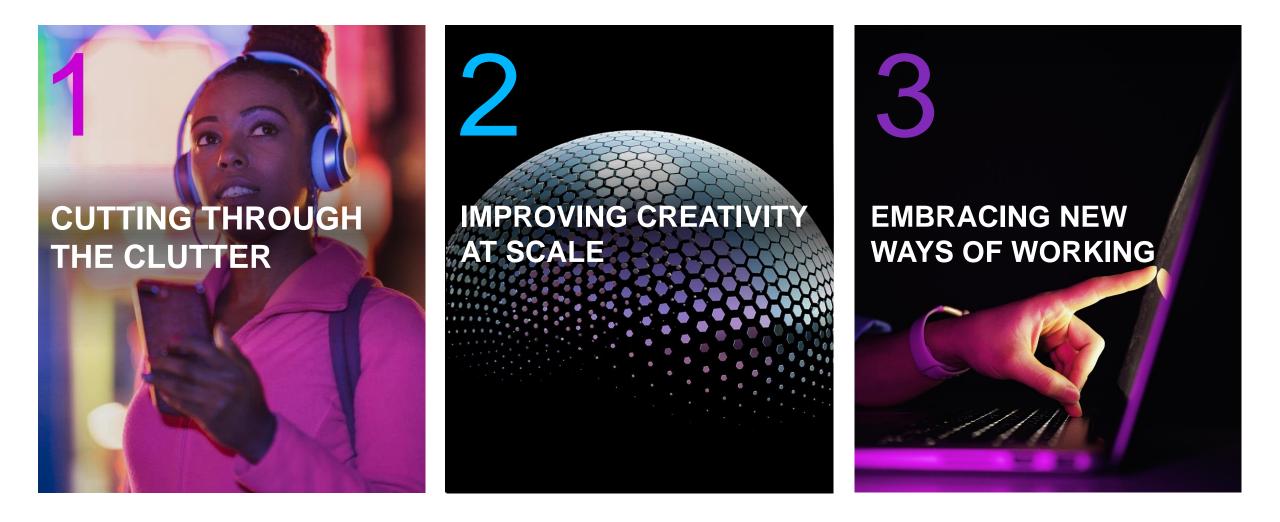

KFC Héritage

Havas Paris

Frankrike

TV

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Creative Effectiveness in the Age of AI

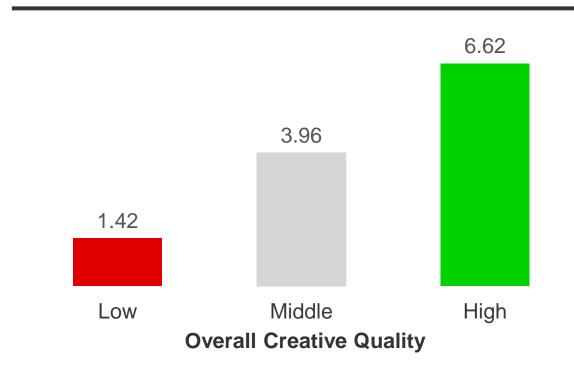**Duncan Southgate**
Senior Director
Global Creative, Kantar

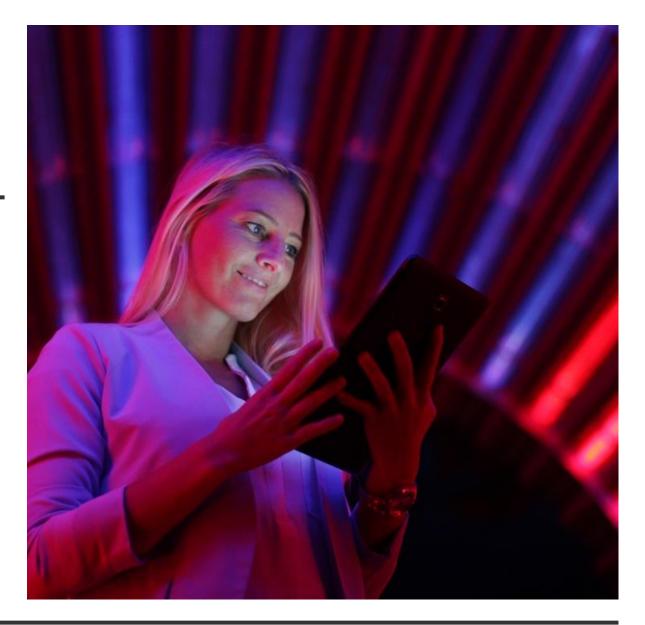# Three challenges/ opportunities for creative effectiveness in the age of AI

1
CUTTING THROUGH THE CLUTTER

2
IMPROVING CREATIVITY AT SCALE

3
EMBRACING NEW WAYS OF WORKING

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Creative and Effective ads generate more than four times as much Profit

Average ROMI Profit

Bar chart showing Average ROMI Profit by Overall Creative Quality:
- Low: 1.42
- Middle: 3.96
- High: 6.62

Overall Creative Quality

Creative Quality is the second biggest driver of absolute Profitability

…but somewhat under-estimated by marketers

Marketers % **vs. ROI Multiplier**

			Creative Quality	Brand Size	Budget setting across portfolios	Cost/ product seasonality	Laydown/ Phasing	Budget setting across geographies	Budget setting across variants
66	64	58	x12 / 43	x20 / 37	x3	31 / x1.6	x1.15	x5 / 20	x1.7 / 17
X2.5	X2	X1.1							
Multimedia	Brand vs. Performance	Target Audience							

⬤ Marketers
⬤ Reality

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The fundamental drivers of creative quality are well understood

1

Capture attention by driving **emotional engagement** and create a link with the brand.

2

Convey meaningfully different **brand associations**.

3

Increase **brand predisposition** now (persuasion) and in the future (equity).

But how you can best achieve creative success is permanently evolving. Topical Global trends we've seen in creative effectiveness this year…
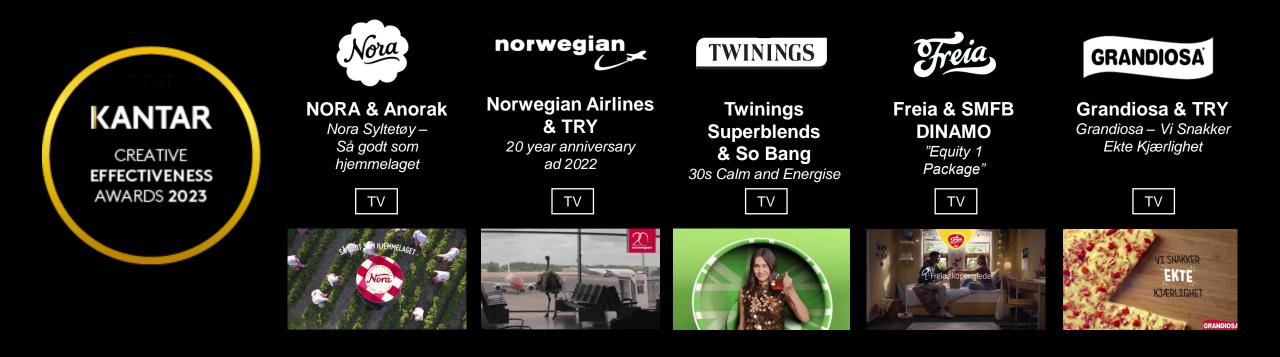
1	2	3	4	5
Escape Rooms	**Touch My Soul**	**Make Life Easy**	**A Better World**	**You Made Them Smile!**

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Two additional topical NORDIC trends

1

Music Makes Me Tick

2

Show the Crave

Norway – Top 5 Winners

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CREATIVE
EFFECTIVENESS
AWARDS 2023

NORA & Anorak
*Nora Syltetøy –
Så godt som
hjemmelaget*

TV

**Norwegian Airlines
& TRY**
*20 year anniversary
ad 2022*

TV

**Twinings
Superblends
& So Bang**
30s Calm and Energise

TV

**Freia & SMFB
DINAMO**
*"Equity 1
Package"*

TV

Grandiosa & TRY
*Grandiosa – Vi Snakker
Ekte Kjærlighet*

TV

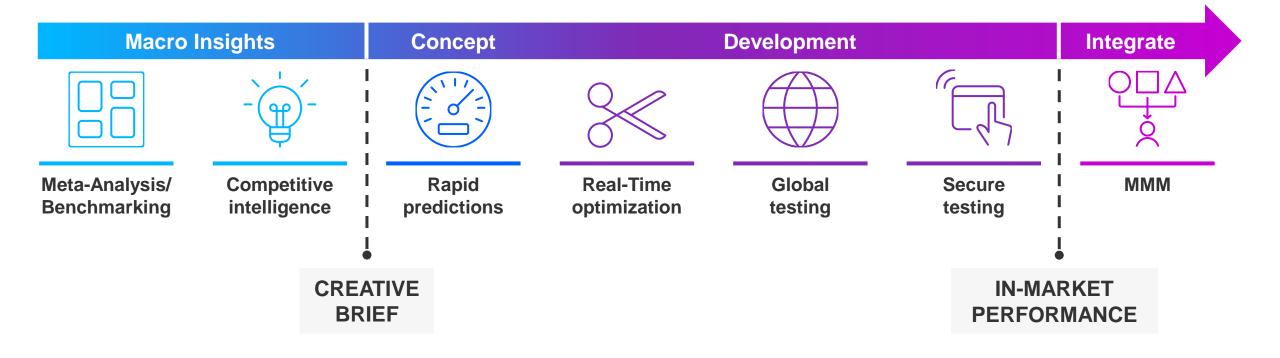# A great Norwegian example

Freia & SMFB DINAMO
"Equity 1 Package"
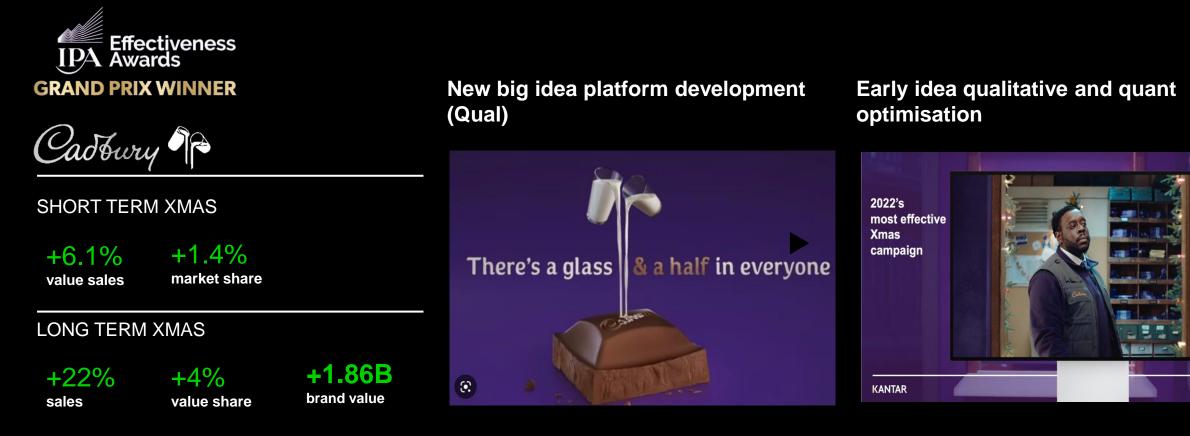
TV
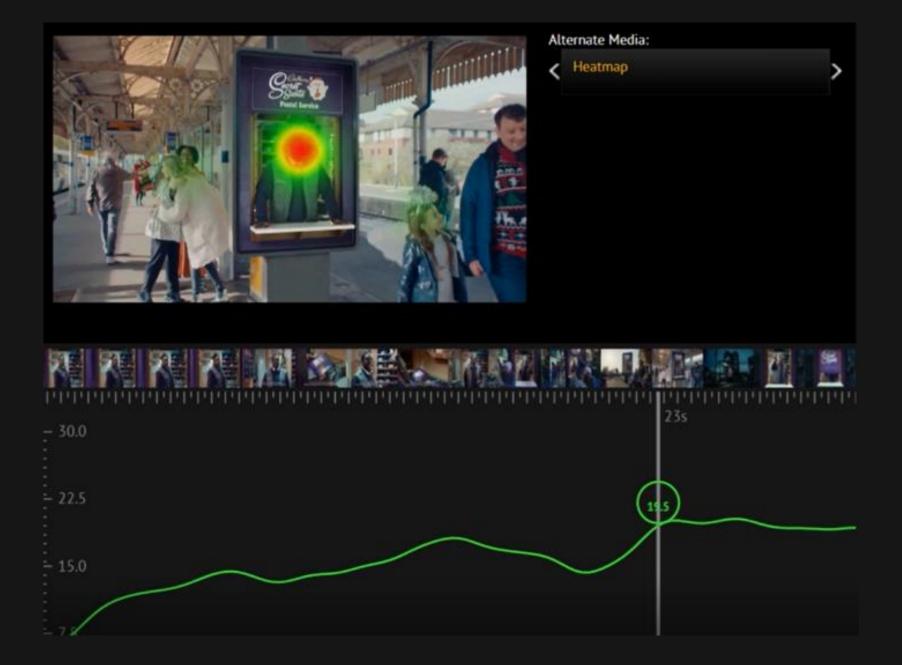
Cadburys transformed into a Grand Prix winner by using insight at every development stage from big idea to campaign executions

IPA Effectiveness Awards
GRAND PRIX WINNER

Cadbury

SHORT TERM XMAS

+6.1%
value sales

+1.4%
market share

LONG TERM XMAS

+22%
sales

+4%
value share

+1.86B
brand value

New big idea platform development (Qual)

There's a glass & a half in everyone

Early idea qualitative and quant optimisation

2022's most effective Xmas campaign

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Our second challenge in the age of AI is maintaining creative quality at scale. AI helps by creating new ways to gain insight throughout the creative process
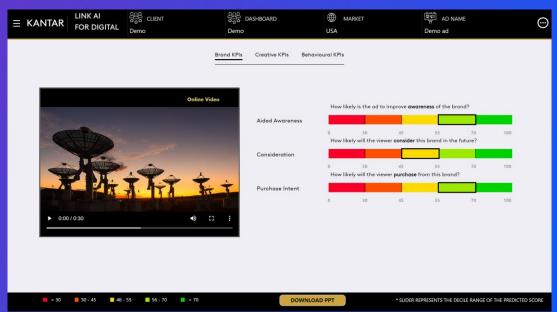
Macro Insights		Concept	Development			Integrate
Meta-Analysis/ Benchmarking	Competitive intelligence	Rapid predictions	Real-Time optimization	Global testing	Secure testing	MMM

CREATIVE BRIEF

IN-MARKET PERFORMANCE

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Link AI

is Kantar's cutting-edge AI solution for creative measurement

Link AI for TV
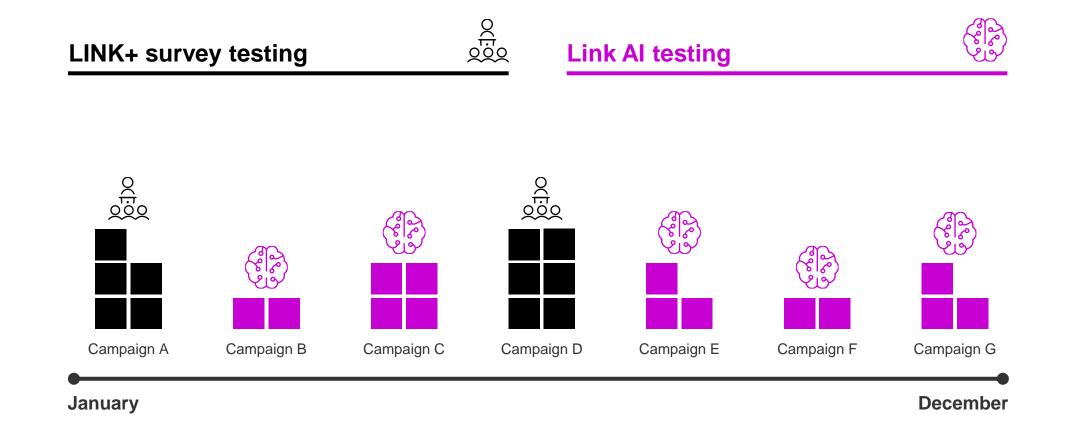
Link AI for Digital

25
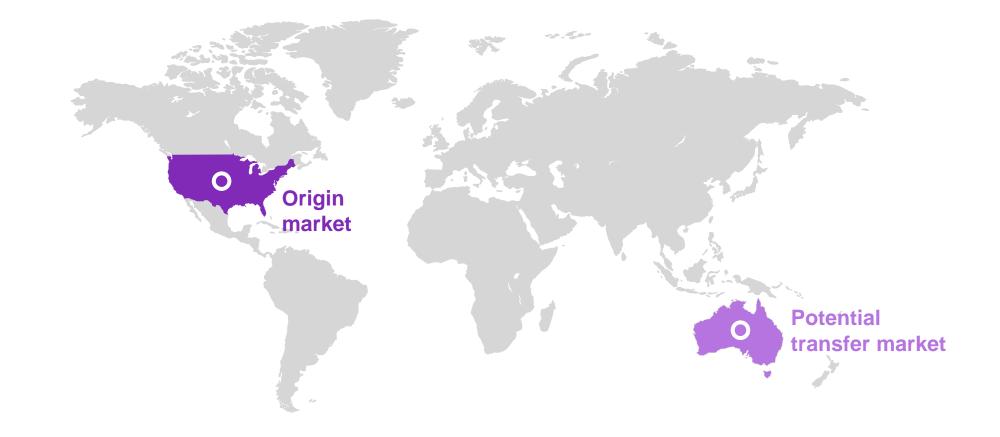
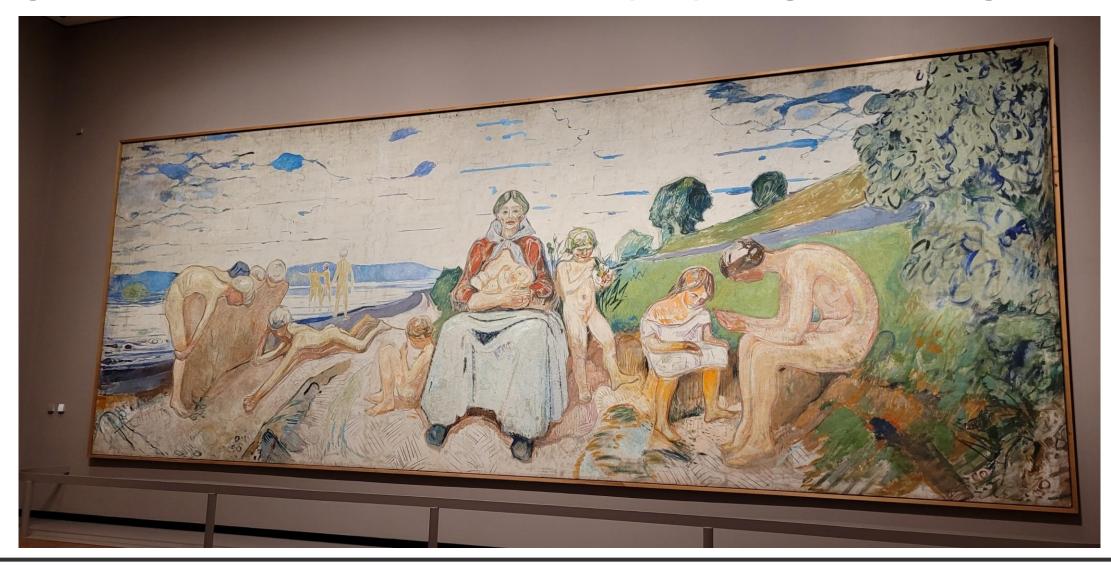# Using AI predictions to expand coverage of a global creative testing program

LINK+ survey testing

Link AI testing

Campaign A

Campaign B

Campaign C

Campaign D

Campaign E

Campaign F

Campaign G

January

December

Testing to check if an ad will perform in additional markets

Origin market

Potential transfer market

As good Researchers, we should never stop exploring and learning

Brilliant creative requires more than just data and insights.

Many advertisers are reviewing their Creative Capability in light of AI tech

STRATEGY

TOOLS

STRUCTURE

PEOPLE

PROCESS

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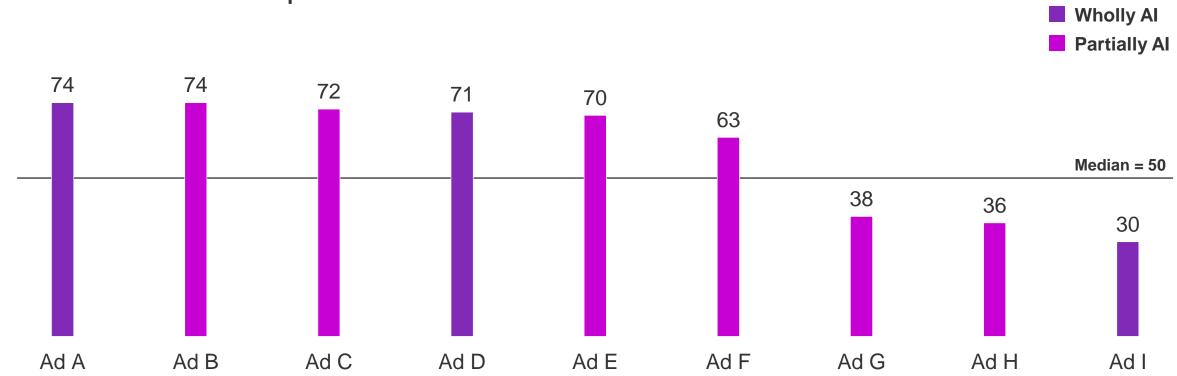# How leading advertisers are partnering with Kantar to build creative capability

Defining **an integrated briefing process** within an integrated marketing communications capability program.

Equipping marketers on how to **elevate the insights that go into creative briefs**

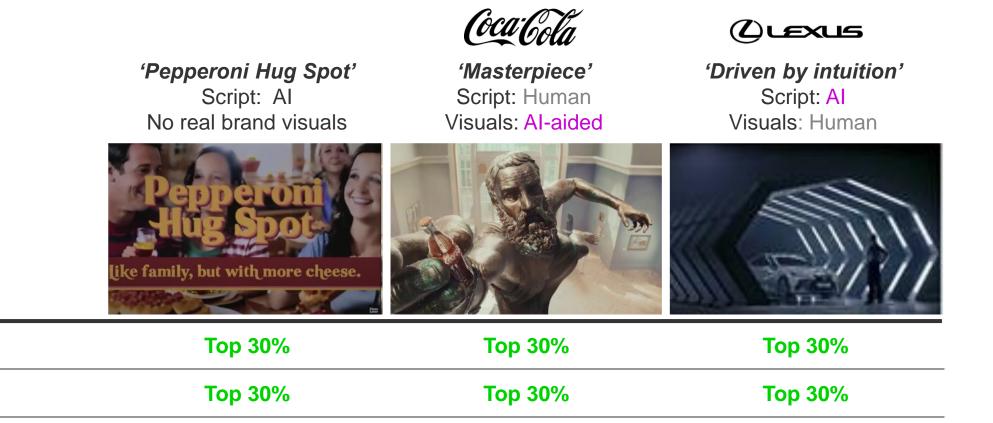Using brand equity data to help **sharpen the Job To Be Done** for creative briefs

Defining a **common process, language and toolset** for brand-first Media & Creative excellence, from planning to execution

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Should you or your agencies be changing the way you make ads?
Generative AI can produce effective ads – but does not guarantee success

Demand Power Contribution percentiles

■ **Wholly AI**
■ **Partially AI**

74   74   72   71   70   63   38   36   30

Median = 50

Ad A   Ad B   Ad C   Ad D   Ad E   Ad F   Ad G   Ad H   Ad I

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There's more than one route to creative success with Generative AI

	'Pepperoni Hug Spot' Script: AI No real brand visuals	**'Masterpiece'** Script: Human Visuals: AI-aided	**'Driven by intuition'** Script: AI Visuals: Human
POWER	Top 30%	Top 30%	Top 30%
IMPACT	Top 30%	Top 30%	Top 30%
SKIP TIME	Top 5%	Top 10%	Top 35%

This Coca Cola ad is an undoubted Masterpiece

Coca-Cola
'Masterpiece'
Script: Human
Visuals: AI-aided

POWER	**Top 30%**
IMPACT	**Top 30%**
SKIP TIME	**Top 10%**

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The view from Cannes Lions 2023

What does generative AI mean for creativity, and creative effectiveness?

"These tools still fundamentally need humans to be creative"

OpenAI

"AI and art are not at odds. **AI isn't the art"**

Google

"The biggest challenge for brands today isn't AI […] it's the **steady decline of brand differentiation**"

Unilever

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For Creative Shaping, input prompts determine quality of output

Image 1 Prompt

Person smiling wide and holding a blue gum pack

Image 2 Prompt
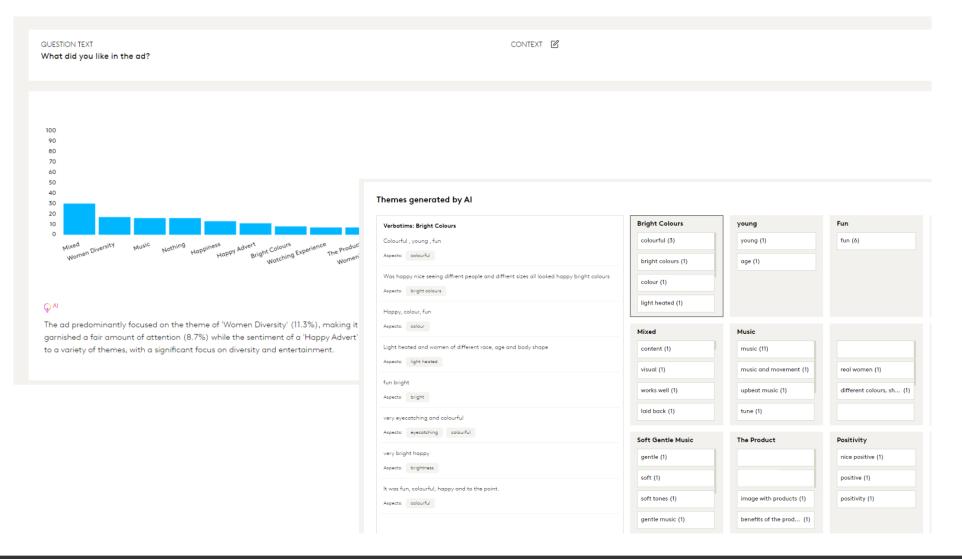
Street-style advertisement photo full-body shot of person in a blue jacket, smiling wide and showing his teeth, in downtown New York while holding a small blue pack of gum in a rectangular shape in his right hand and showing it to the camera like an advertisement, sunset lighting – aspect ratio 9:16 --stylize 1000

We are experimenting with Creative Shaping to inspire creative development, fuelled by insights and learnings from Kantar creative effectiveness datasets

Draft script (Human)

The camera opens on a close-up of a man's face.

He's telling us a story about a wonderful experience that he's had, first he talks about how it made him feel. While it's clear he enjoyed himself, we still don't know what made him feel that way.

As the camera slowly moves away from his face, he makes it clear that he is referring to ice-cream and how delicious it is. As the camera moves even further away, we see a tub of **BRAND ice-cream on the counter next to the man.**

Closing shot: close up of the tub of ice-cream and tag-line "**BRAND. Indulgence that you have to share**"

Challenges, shaping inputs

POOR BRANDING

Creative Shaping inspirations (Machine)

The camera opens on a close-up of a man's face, **a mischievous grin forming on his lips**.

He shares **an intriguing secret** that only a select few know—a ritual that leads to ultimate pleasure. He teases the audience, hinting at the ingredients and process involved in achieving this blissful moment.

As the camera gradually moves away from his face, we see him preparing a lavish sundae, meticulously drizzling rich chocolate sauce and topping it with a **BRAND ice cream bar.** The scene transitions to a series of quick shots showcasing individuals from diverse backgrounds **indulging in their own BRAND rituals.** Each shot features the brand's recognizable colour palette and distinctive shapes.

The ad concludes with a close-up of a Magnum ice cream bar, surrounded by swirling chocolate and the tagline "**BRAND. Discover Your Ritual.**"

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Generative AI is improving how we can deliver creative effectiveness research

Stay on trend, but don't forget advertising fundamentals

— Always start with a Big Idea, and aim for consistent differentiation over time

— Don't think of attention as a gimmick; earn attention via emotional engagement

Embrace AI to enable testing at scale

— Train yourself on what AI can (and can't) do

— Embrace hybrid measurement

Open your mind to completely new creative approaches in the future

— Experiment with how you and your teams can take advantage of Gen AI

— Use AI as a great opportunity to review your creative Ways Of Working

Hemmeligheter bak kraftfull kreativitet

1. Vær distinkt

Starbucks Chilled Coffee
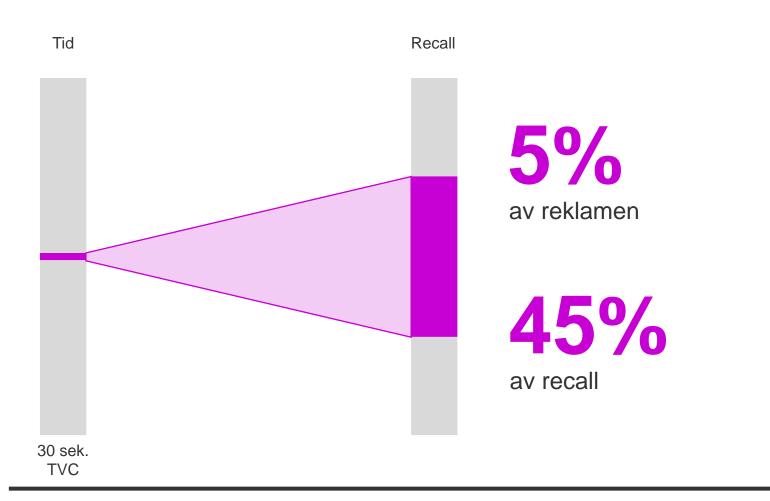
Landor & Fitch

UK

Print/OOH + Digital

2. Integrer merkevaren

Sikre tydelig kobling gjennom hele reklamen, men **særlig i de mest minneverdige øyeblikkene**

Tid

Recall

5%
av reklamen

45%
av recall

30 sek.
TVC

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Twinings kobler tydelig til merkevaren gjennom hele reklamen, og særlig på mest minneverdige øyeblikk

Tealand – YouTube

Saatchi & Saatchi Italia / Raya Chile

Chile

Digital

3. Bygg meningsfylt annerledes assosiasjoner

Meningsfull

Annerledes

Mentalt tilgjengelig

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Mitre 10 føles meningsfylt annerledes når de viser at merket er til å stole på og kan være en venn som støtter deg når du trenger å få jobben gjort
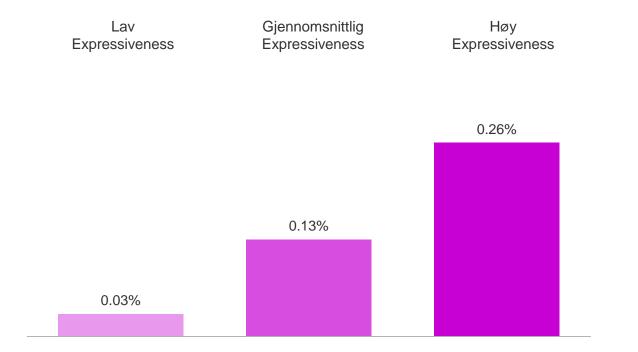
With You All the Way

New Zealand

TV

4. Vekk følelser ♥

Økning i volumandel

Lav Expressiveness	Gjennomsnittlig Expressiveness	Høy Expressiveness
0.03%	0.13%	0.26%
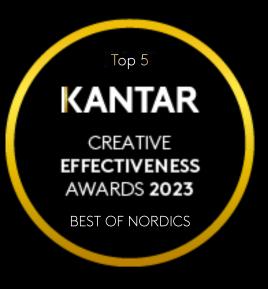
Kilde: Link-database. Medium/store etablerte merker. 269 cases.

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Nora bruker humor og nostalgi som effektive virkemidler for å trigge følelser

Top 5

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CREATIVE
EFFECTIVENESS
AWARDS **2023**

BEST OF NORDICS
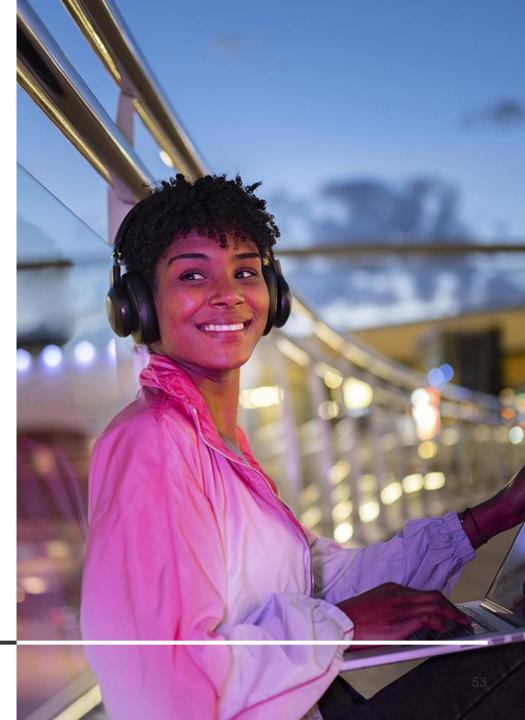
Så godt som hjemmelaget

Anorak

Norge

TV

Se filmen her: https://www.youtube.com/watch?v=r_77ZzW0ICg

5. Lytt til forbrukerne

Innsikt som styrker kreativ kvalitet

Never stop testing, and your advertising will never stop improving.

David Ogilvy

LINK+

**The most powerful way
to make creative work.**

LINK+ on Kantar Marketplace is the fast and
most flexible solution, giving you the power
to create strong ads that will increase sales
impact and build brand value.

LINK+ gives you…

POWER

To develop the most impactful creative

SPEED

To put insights at your fingertips

TRUST

With industry-leading database and expertise

So you can optimise campaign creative to increase your sales and grow your brand value.

KANTAR MARKETPLACE

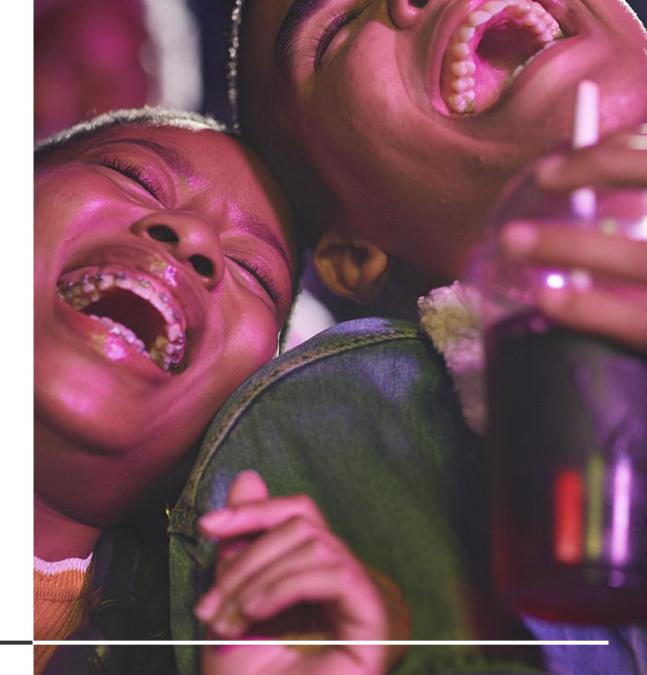# Building on our validated framework, LINK+ gives the personalised actionable insights you need

Is my ad **engaging**?	Does my ad communicate the intended **message**?	Is my ad **encouraging purchase** and / or **building equity**?

Is my ad engaging?
- 🟦 Awareness
- ➕
- 🟦 Digital behavioral diagnosis
- ➕
- 🟨 Facial coding emotion & attention
- ➕
- 🟩 Branding diagnosis
- ➕
- 🟩 Engagement diagnosis
- ➕
- 🟩 Executional diagnosis

Does my ad communicate the intended message?
- 🟦 Brand associations
- ➕
- 🟨 Intuitive associations
- ➕
- 🟩 Brand associations diagnosis

Is my ad encouraging purchase and / or building equity?
- 🟦 Short-term sales
- ➕
- 🟩 Persuasion diagnosis
- 🟦 Long-term sales
- ➕
- 🟩 Brand predisposition diagnosis

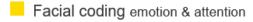🟦 Core features   🟨 Optional Neuroscience features   🟩 Optional features

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«System 1»-teknikker gir innsikt om den umiddelbare responsen til reklamen

*   **Emotion**

*   **Attention**

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Facial coding emotion & attention

Forstå hvilke følelser reklamen vekker med facial coding

*
Emotion

*
Attention

Faces legend: Happy, Sad, Afraid, Angry, Surprised, Disgusted, Neutral

Forstår at man er i Legoland, musikken starter

Gutten viser «attitude» når han får sportsbil laget av Lego

20.0
15.0
10.0
5.0
0.0

LEGEND   ■ Smile   ■ Surprise

Ad Name: Where imaginations build and build (EN-GB)
Exposure: 1 —
Participant Group: MAIN

Forstå hvilke elementer som vil fange folks oppmerksomhet med prediktiv eyetracking

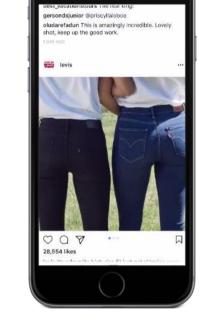* **Emotion**

* **Attention**

Forstå den hvor mye oppmerksomhet reklamen får med attention framework
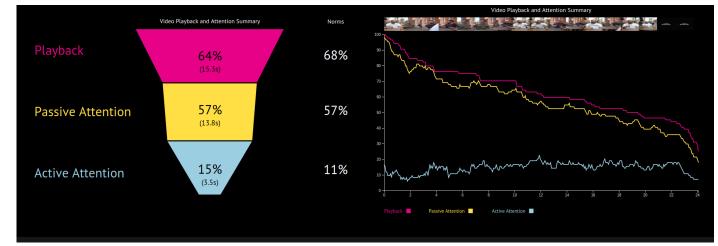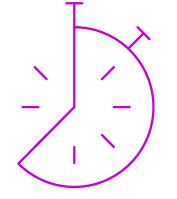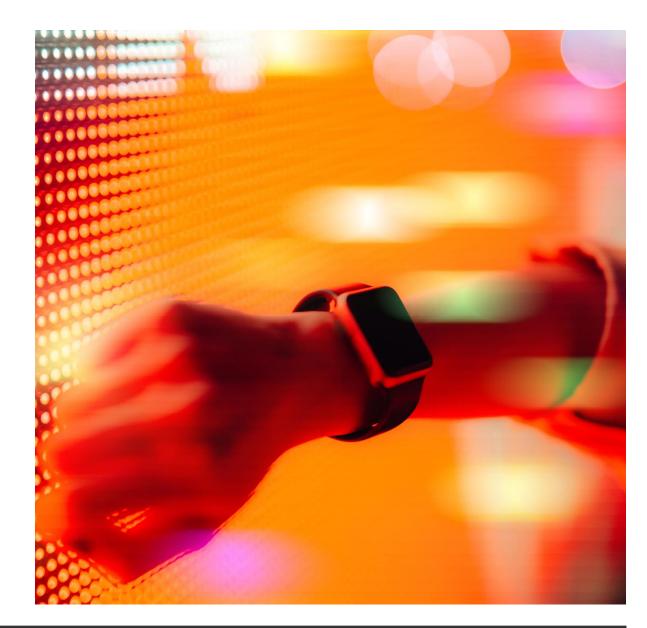
* Emotion

* Attention

Tilgjengelig i Norge fra 24. november

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Har du nok kraft i kommunikasjonen?

Fra 24+ timer
til validert innsikt og optimalisering

KANTAR

Takk! Thank you!

Spørsmål? Questions?

Vil du vite mer om hvordan vi kan hjelpe deg med **kraftfull kreativitet:** sterke reklamer som øker salgseffekt og bygger merkevareverdi?

Kontakt oss:

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Duncan Southgate | Senior Director, Global Creative
Duncan.Southgate@kantar.com

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