



# Nurturing Great Creative – why it matters

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Emotional campaigns, and in particular those that are highly creative and generate powerful fame/buzz effects, produce considerably more powerful long-term business effects than rational persuasion campaigns.

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Binet & Field

In a market that is fiercely competitive, where there is little differentiation between products and the claims that brands can make, advertising magic can make the difference between success and failure. Its ability to help brands stand out from the crowd, to act as a motivator, persuader, nudger, selling tool, and vitally as a means of adding long term value, cannot be overestimated.

Increasingly our clients are demanding that we help their brands deliver great communication that crosses media, time (and for some, borders) with ease and impact. They talk of Big Ideas underpinning a tight, well grounded creative brief, ultimately allowing their agencies freedom to create campaigns that touch people, evoke emotions at a visceral level and forge deeper ties to the brand.

Binet and Field in their latest examination of the IPA database, “The Long And Short Of It” show the clear business outcome of getting this right, emotional campaigns, particularly those that are highly creative lead to more powerful long-term business effects than rational campaigns.



## There are three key principles to our Nurturing Great Creative Process:

So if the recipe for success is simple “Big Idea + great creative vehicle,” then why isn’t everyone doing it?

At Ipsos ASI we believe that the majority of Big Ideas have to be nurtured. They do not spring to life fully formed and ready to go out into the world. As a result they need concentrated effort to hone and get right before they become the corner stone of your Creative Brief. Often, insufficient thought is put in at this early stage and we all know that rubbish in leads to rubbish out.

We should at this point take a moment to define what we mean by the Big Idea. It’s the relevant and credible connection between your brand and the relevant insight. And the definition of an insight in this context? It’s the revelation of a real tension (aspiration, need, frustration or desire) that inspires a brand opportunity. It doesn’t matter where the insight originates: it could be a fundamental insight, a category insight or even a cultural insight. Of course, it could be based on a product truth. This then means that the role of the creative is to tell the Big Idea story in a way that elevates it, boosts it and brings it to life for consumers in a unique way.

We developed tools to research and explore insights and ideas as a way to better inform the agency with a focused and clear brief. Thus increasing the chances of successful creative development and reduce wasted costs on unproductive ideas and routes.

We fully acknowledge that at this early stage of the creative endeavour, the concepts and ideas that we are working with are fragile and need to be cared for and supported; you might say ‘nurtured’. With this in mind, our approach to researching these stages has been developed, refined and adapted to protect and encourage growth with special care; NOT to tear down or destroy. So, how do we adapt research for these fragile stages?

“Big, insightful ideas lie at the heart of effectiveness”

Marie Oldham, Convenor judges  
2012 IPA Effectiveness Awards



### PRINCIPLE 1

**1. This is not about scores, report cards and norms,** this is about building and growing. With this in mind we combine qualitative and quantitative techniques and each has their role in the process.

**Quantitative** to anchor and to frame things, to give perspective, provide a relative view between ideas and to allow some assessment of progress.

**Qualitative** shows the colour, the life, the personal resonance, meanings and the direction of travel that people take with your ideas, allowing the whole team to immerse themselves in the journey.

### PRINCIPLE 2

**2. We build a hothouse.** It’s an immersive event where the key stakeholders (the marketing team, consumer insights and the creative agency) come together for quick decision making which is informed and supported by consumer input and reactions that they see on the day.

Within the hothouse, we iterate and refine. The magic of this approach is the full participation and engagement of all key stakeholders, who determine next steps based on on-the-spot learning. The next step is very transparent - which means the results are embraced, not questioned or challenged so we can move forward decisively.

### PRINCIPLE 3

**3. Holding on to what matters.** We have integrated measures of emotion and attachment, our Connectors, through every stage of the Nurturing Great Creative process to ensure we are holding onto what matters from early insights to creative articulation to consumers. The Connectors cover personal resonance, head and heart reactions and personal motivations delivered by the idea or creative.

By employing these 3 principles we know that we have helped our clients to deliver more effective creative.

## Impact of Early Stage Research on Results for Creative Qualification



Copy Effect Index (CEI) was developed by Ipsos ASI to provide clients with a relative indicator of advertising effectiveness: the higher the CEI, the greater the potential for an ad to create a sales response in response to ad spending (other things being equal).

Average CEI = 100.; Above Average CEI = 130+

“ It takes a Big Idea to attract the attention of consumers and get them to buy your product. Unless your advertising contains a **big idea**, it will pass like a ship in the night. I doubt if more than one campaign in a hundred contains a big idea. ”

David Ogilvy

Make sure your campaign isn't one of them - Nurturing Great Creative with Ipsos ASI.



## About Ipsos ASI

At Ipsos ASI, we help clients to define, shape and tell more effective brand stories in a fast-changing media landscape.

Founded in 1962, our approaches are state-of-the-art, but draw on 50 years of experience. We explore, probe and challenge conventional wisdom, integrating the latest advances in neuroscience, but basing our approaches on a simple and validated philosophy.

Ipsos ASI is part of Ipsos, one of the largest and best known research companies, with offices in more than 80 countries.

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