

WHAT WE KNOW ABOUT ADVERTISING EFFECTIVELY

Powerd

WHAT WE KNOW ABOUT ADVERTISING EFFECTIVELY

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◦ **A**dvertising is a blend of art and science and it grows businesses, but how? We bring together what we know about advertising effectiveness from research around the globe, including our own experience working with local brands across Nine's channel assets of TV, Digital, Radio and Print.

CONTENTS

01

WHAT IS ADVERTISING EFFECTIVENESS?	06
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02

WHAT MAKES ADVERTISING EFFECTIVE?	12
a. Three pillars to ensure creative effectiveness	18
Simple	18
Emotional	19
Well-branded	20
The most effective way to brand an ad	22
b. Delivering advertising effectively	26
Who would you like to reach and how do you reach them?	26
Reach vs. Frequency	26
Targeting to boost the immediate impact	27
Advertisers should pay for attention	28
Seizing on synergy	30

03

WHAT MAKES A SPONSORSHIP EFFECTIVE?	34
a. Longevity of Sponsorship	44
b. Context	48
c. Seasonality	52
d. Synergy with existing campaigns	56
e. Performance of sponsorship assets	58
Hipages X <i>The Block</i>	60
f. Other considerations	68
Exclusivity	69
Use of IP	70



1



WHAT IS ADVERTISING EFFECTIVENESS?

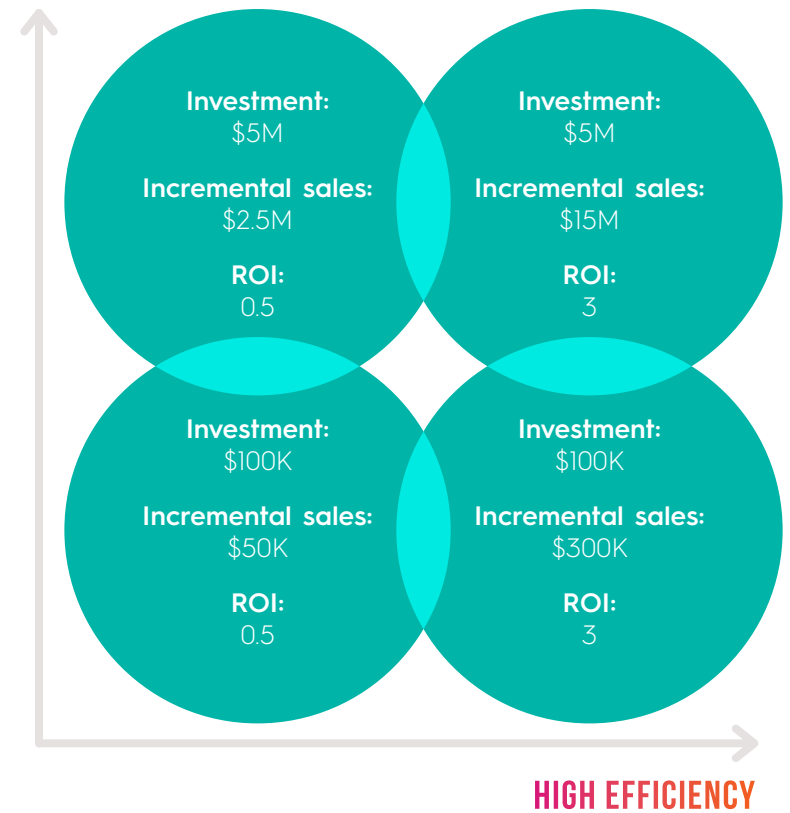


Advertising Effectiveness is the size of the impact that advertising has on business outcomes. An effective ad campaign has a big impact on key business metrics, like sales and revenue.

Effectiveness is not to be confused with efficiency. Efficiency accounts for the size of the investment.

A campaign could be effective but inefficient, and vice versa.

HIGH EFFECTIVENESS





IMPORTANTLY, IT'S
NOT A TRADE-OFF.

**THE HOLY GRAIL
IS DELIVERING
EFFECTIVE
ADVERTISING,
EFFICIENTLY.**





2

WHAT MAKES ADVERTISING EFFECTIVE?



WHAT MAKES ADVERTISING EFFECTIVE?

I.E. WHICH ADVERTISING COMPONENTS CONTRIBUTE TO SALES.



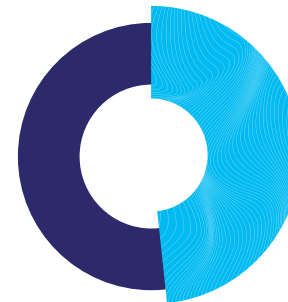
Nielsen Catalina Solutions (NCS) research, released in 2017, suggested that the advertising creative itself accounts for approximately half (47%) of the sales impact. Reach (22%), brand (15%), targeting (9%), recency (5%) and context (2%) make up the other half.

Note that reach, targeting, recency and context all relate to the delivery of the advertising creative.

'Brand' relates to the intrinsic brand characteristics, such as price and penetration. Although this affects the overall sales result, it is not in the immediate control of the advertiser when planning a campaign.

Putting this uncontrollable 15% to one side, a simple breakdown of what we can control:

WHAT YOU SHOW PEOPLE (CREATIVE)



= **47% OF SALES
IMPACT**

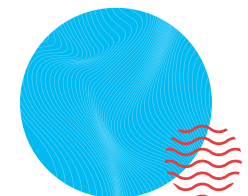
It's also important to point out that whilst this study is robust, covering nearly 500 campaigns that ran in 2016-17 on all major media platforms, it only covers FMCG brands. Results are likely to differ by sector. For comparison,

HOW YOU DELIVER THIS TO PEOPLE (REACH, TARGETING, REGENCY AND CONTEXT)



= **38% OF SALES
IMPACT**

according to former McDonald's Director of Marketing, Jo Feeney, in an interview for Mi3 in October 2020, the QSR giant's econometric work indicates that at least 50% of the effectiveness of a media channel comes from creative.



“IT COULD EVEN BE A LITTLE BIT MORE ON THE CREATIVE SIDE,” SHE SAYS.

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“CREATIVE PLAYS A FAR BIGGER PART, DARE I SAY, THAN EVEN THE MEDIA COMPONENT, WHICH I THINK IS A NEW LEVEL OF UNDERSTANDING FOR A LOT OF PEOPLE.”

○ Jo Feeney
○ Former McDonald's
Director of Marketing



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This highlights the importance of the creative in isolation from how the ad is delivered to an audience. So, what are the fundamentals for getting it right?



THREE PILLARS TO ENSURE CREATIVE EFFECTIVENESS

SIMPLE



Daniel Kahneman's Nobel Prize-winning work in the field of behavioural economics showed us that, of the many ways to describe how the brain works, two main systems are behind our decision making.

System 1 is the fast, unconscious auto-pilot decision maker.

System 2 is the slow, conscious, considered decision maker.

It turns out that we make 95% of decisions using our unconscious, System 1.

In order to enter a consumer's subconscious when they're

making a purchase decision, an advertising creative must be simple.

Although this may sound disheartening to marketers, the reality is that most people make decisions very quickly and advertising acts as a gentle nudge.

You must avoid the temptation to show the 12 benefits of your product in 30 seconds. One clear, simple message will be far more effective.

However, simple does not mean easy and it takes courage to deliver one key message across many media channels.

EMOTIONAL



If entering a consumer's subconscious delivers sales, staying there is what really grows businesses in the long term. Emotion is the key that unlocks memory.

The godfathers of ad effectiveness, Les Binet and Peter Field, conducted analysis of over 500 award-winning IPA papers (the UK equivalent of Effies). They found the performance of ad campaigns typically fell into two buckets – long-term brand building

or short-term sales activation. The optimal ratio for B2C businesses was found to be 60:40, Brand:Activation.

Emotion is a key ingredient for brand-building activity. Most consumers are not in market for your product or service when they see advertising. Emotion keeps the brand in their memory, ensuring consumers recall your brand when they are in market.

WELL-BRANDED



A fantastic, simple, emotional creative is completely useless if you can't link it back to the brand.

In fact, if you're not the market leader, you're going to grow the market leader's share, at your expense.

Looking at Byron Sharp's seven rules for brand growth*, four highlight the importance of branding:

- Get noticed
- Refresh and rebuild memory structures
- Create and use distinctive brand assets
- Be consistent

A well-branded ad ensures that your advertising becomes instantly recognisable. It should require less attention from consumers to put your brand into their subconscious.

GET NOTICED

REFRESH AND REBUILD
MEMORY STRUCTURES

CREATE AND USE
DISTINCTIVE BRAND
ASSETS

BE CONSISTENT

WHAT IS THE MOST EFFECTIVE WAY TO BRAND AN AD?



You only have a short amount of someone's attention, and you can't guarantee that they will be exposed to your ad from start to finish, so the ad creative needs to be branded throughout. The obvious solution would be to leave a large brand logo on screen for the entire ad. But this is clunky, one-dimensional, and turns the power of a video ad into a display ad.

The best way to brand an ad throughout without slapping a logo everywhere is to create and use distinctive brand assets (Byron Sharp's fifth rule explaining How Brands Grow). Distinctive brand assets are the visual and audio cues that become synonymous

with your brand. Everything from your brand's colour and style to the jingle or music associated with your brand. IPSOS released findings from a study called 'The Power of You' in February 2020. They found that characters and sonic brand cues were the most likely to deliver branded attention, and by some margin. There is a reason why many of the famous ad campaigns feature characters. The Compare the Market Meerkats, Cadbury's Gorilla, the St. George Bank Little Dragon, Pizza Hut's Dougie the pizza boy, to name a few. Characters can play a key role in storytelling and this is where advertisers can unlock emotion in the creative.

○ Sonic brand cues are even more likely to deliver branded attention than characters, according to the study. They had the biggest impact of any creative advertising component on branding. A sonic brand cue is not the music or jingle that's associated with the brand, although these are also powerful and distinctive brand assets. It's the little 2-3 second soundbite where you don't even need to hear the company name to know it's 'that brand'. The best example of this is McDonald's 'Ba Da Ba Ba Baaah I'm Lovin' it'. After a while you only need to hear 'Ba Da Ba Ba Baah' to know it's

unmistakably McDonald's. Whether this is whistled or played on guitar strings, the tune becomes etched in our brains as McDonald's.

It's important to note that the connection between brand and distinctive assets doesn't come overnight and doesn't come cheap – but it certainly pays back in the long term.

It's therefore crucial to remain consistent and persistent, avoiding the temptation to replace distinctive brand assets. Take the time to learn which assets work the hardest for the brand and amplify them.

CHARACTERS
CAN PLAY A
KEY ROLE IN
STORYTELLING
**AND THIS
IS WHERE
ADVERTISERS
CAN UNLOCK
EMOTION IN
THE CREATIVE.**



DELIVERING ADVERTISING EFFECTIVELY

REACH VS. FREQUENCY

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Firstly, some jargon-free definitions. Reach is the number of people who have been exposed to your advertising and frequency is how many times they have been exposed to it.

Sadly, you can't reach everyone and there is a trade-off between reach and frequency when buying advertising. At Powered we are big believers that reach should

be prioritised over frequency. Each ad impression does not have equal value. We would rather an incremental person see the ad than someone who had already seen it several times see it again.

Nielsen Catalina Solutions (NCS) research quoted at the start of this guidebook highlighted the 22% contribution of reach to advertising effectiveness.



TARGETING TO BOOST THE IMMEDIATE IMPACT

o o o o o o

Targeting is exposing a group of people to your advertising based on a common trait or interest. This common trait or interest is informed by data on the individuals. Depending on your business, targeting could be a valuable way of reaching potential consumers.

For example, a cat food business will have far greater success exposing cat owners to their adverts. Exposing dog owners might be considered wastage.

Using targeting to reach an audience who are more susceptible to buying your product or service is undoubtedly more effective. It should convert more potential consumers, but it typically comes at a greater cost, so it is not necessarily more efficient.

Targeting also reduces reach, and again, there is a balance. The sweet spot is reaching a large audience with some high-level targeting. If you target too tightly, it can quickly become very costly to reach such a specific audience, and you're probably reaching people who are so susceptible to buying your brand that they might've bought anyway. We believe this is why NCS found targeting contributed just 9% to advertising effectiveness.

An important distinction here is that brands typically buy an opportunity to expose an audience to their advertising. No matter how tightly targeted the campaign, attention to advertising in any form is not guaranteed.

ADVERTISERS SHOULD PAY FOR ATTENTION



Advertisers pay money for advertising which funds publishers to produce content. Consumers pay attention to the content and perhaps the advertising that surrounds it – this is the typical value exchange in the advertising ecosystem.

The arrival of platforms that share user-generated content disrupted this model. These platforms have low-cost advertising options, but the attention paid to advertising is often lower than other traditional advertising platforms.

Most advertisers continue to buy an opportunity to see. In the digital world, measures such as 'time in view' and 'viewability' are used in an attempt to track the quality of the advertising delivery. Unfortunately, these measures are not a good proxy for the impact on sales.

Thanks to the hard work and academic rigour of Professor Karen Nelson Field and her team at Amplified Intelligence, a robust proxy for advertising quality is now available. Using eye-tracking technology, she and her team have measured the level of attention paid by consumers, on average, to video advertising and how long this attention is sustained. These two factors, human attention combined with attention time, are the basis for measuring the quality of advertising delivery. This is a crucial step towards a comparative 'unit price' across advertising platforms.

Results differ by platform, by media format, by market, by age, by gender, etc. Amplified Intelligence have measurements on all of these factors and more. There is enough detail here to change how media is planned so that the focus is firmly on attention and therefore business outcomes, such as sales.



- Quality platforms stand to gain the most from this data. It demonstrates the true value of quality ad formats and calls out under-performance of low-quality ones.



SEIZING ON SYNERGY

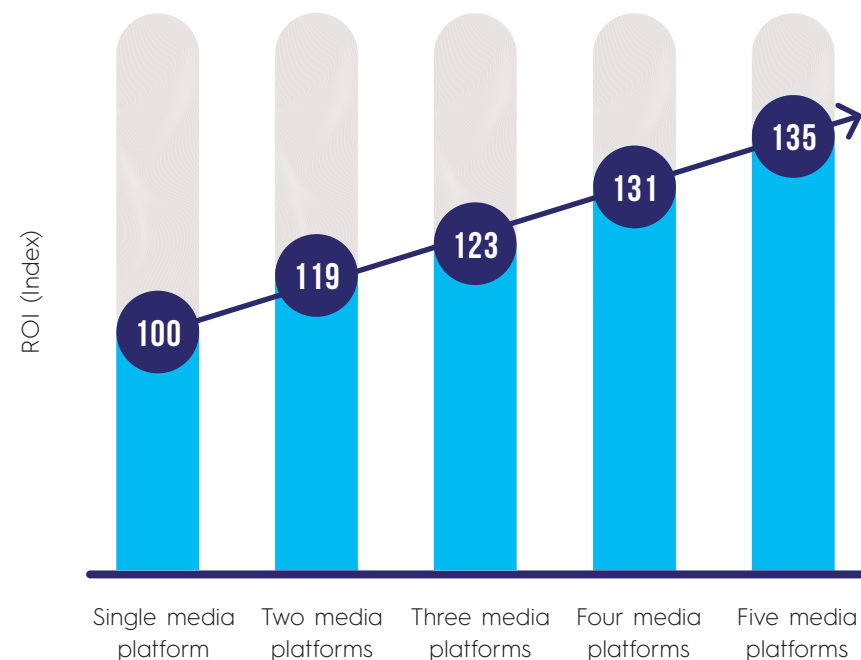


All media channels have strengths and weaknesses, depending on what you're trying to achieve. If each media channel were a tool and you needed to pick the right tool for the job, perhaps growing a brand is equivalent to building a house. It's only possible to do a great job with multiple tools, i.e. you can't build a house with a hammer alone.

There is substantial evidence in recent years that using multiple media channels is more effective than just one. This has been demonstrated in studies from leading independent marketing analytics consultancies when they run statistical analysis on results spanning hundreds of clients, more technically referred to as meta-analysis.

ANALYTIC PARTNERS META-ANALYSIS

ROI index by number of media platforms



Source: Analytic Partners

GAIN THEORY META-ANALYSIS

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Most advertising channels boost the efficiency of others, but the scale and consistency of the effect differs significantly.

MOST CHANNELS BOOST OTHERS, BUT THE EFFECTS DIFFER MASSIVELY

○ Media effects by channel

Channel Generating Effect	TV	Online Video + VOD	Social Media	Online Display	Out Of Home	Radio	Print	Cinema	Direct Mail	Generic Search
TV		20%	31%	31%	22%	31%	31%	54%	20%	8%
Online Video + VOD	3%		5%	2%	5%	3%	12%	7%	2%	1%
Social Media	2%	2%		2%	3%	2%	3%	3%	1%	1%
Online Display	3%	4%	4%		4%	3%	9%	11%	4%	3%
Out Of Home	6%	8%	9%	8%		9%	11%	3%	1%	1%
Radio	4%	4%	4%	6%	4%		3%	1%	1%	2%
Print	5%	6%	7%	5%	6%	4%		13%	7%	4%

Key: 0-2% 3-4% 5-8% 9-20% 20%+

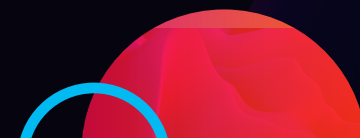


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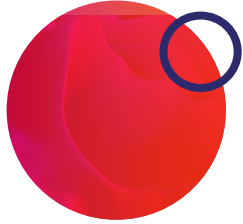
Putting to one side which media channels might be more effective in isolation, provided the creative is consistent across media channels, a cross-platform, multimedia campaign will deliver the most effective outcome.



3



WHAT MAKES A SPONSORSHIP EFFECTIVE?



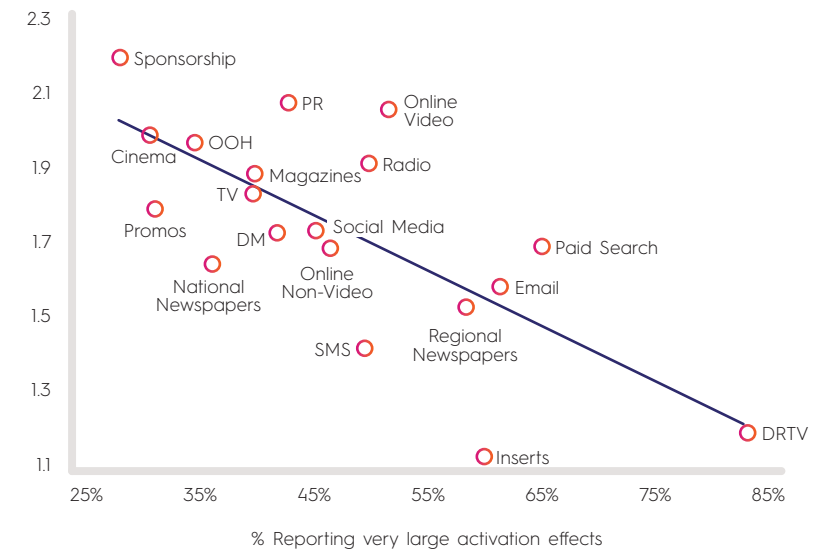
Binet and Field's analysis of the IPA databank showed that each media channel delivers a different mix of short-term activation effects and long-term brand effects. They found the most effective campaigns utilise a mix of these channels, where the balance is approximately 60:40, Brand:Activation.



GIVEN TIME, SPONSORSHIPS DRIVE LARGE BRAND EFFECTS

Trade-off between Brand and Activation effects across channels:

Average number of very large brand effects reported



Source: IPA Databank, 2006-2016 cases

TWO IMPORTANT OBSERVATIONS FROM THIS CHART:

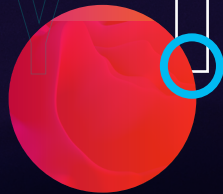
- 1 There is a trade-off. The channels that are stronger at delivering short-term effects are typically weaker at driving long-term effects and vice versa.
- 2 On average, Sponsorship drives the largest number of very large brand effects.

Due to the long-term nature of the effects from sponsorship, they are tricky to accurately measure on business outcomes. Nine have been working with Gemba since January 2019 to understand how sponsorships impact on key brand-health metrics. By understanding what works and why, we not only demonstrate the value of sponsorships to our key clients, but also help to improve their effectiveness moving forward.

When aggregating our results in search of trends, we found five key factors that drive broadcast sponsorship effectiveness. They fall into two distinct buckets – Sponsorship Strategy and Creative Execution.



SPONSORSHIP STRATEGY



1 LONGEVITY OF SPONSORSHIP:

As a sponsor commits to a property over several years and the awareness of that association builds, the marketer can begin to effectively leverage the sponsorship platform to extend their marketing activities. This might include using it to launch new products and services.

2 BRAND/PRODUCT FIT:

A strong brand fit is best. This natural combination of brand and broadcast property makes it easier for consumers to see and understand the association. This approach works with the brain, not against it. When the connection is tenuous, partnerships need a more creative solution to overcome the lack of intuitive fit.

3 SEASONALITY:

Communicating outside of seasonal category demand peaks is rarely effective. Some flexibility is needed to ensure the broadcast integration aligns to these seasonal shifts, i.e. a dynamic cold and flu season.



4

SYNERGY WITH EXISTING CAMPAIGNS:

Above-the-line campaigns that specifically leverage sponsorship integrations in creative executions are more effective in terms of recall and impact than generic campaigns.

5

EFFECTIVENESS OF ASSETS/INTEGRATIONS:

A well-branded piece of content or integration is more effective than one that underplays the brand. This should not be controversial, yet many advertisers overestimate the ability or desire of viewers to 'connect the dots' between the content and the brand. Creativity does not have to be a victim of a well-branded piece of content.



**IT IS NOT ESSENTIAL
TO TICK ALL FIVE
AREAS, BUT ENSURING
YOU HAVE AT LEAST
TWO FACTORS
COVERED SHOULD
RESULT IN A MORE
EFFECTIVE BROADCAST
SPONSORSHIP.**

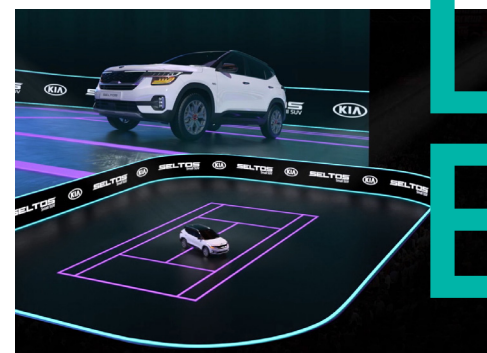
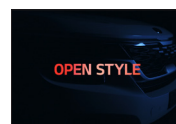
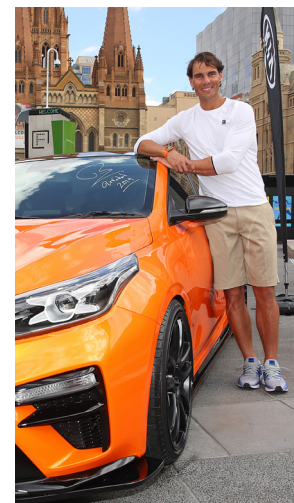
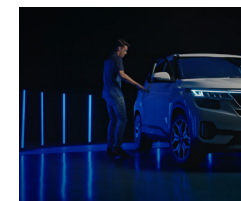
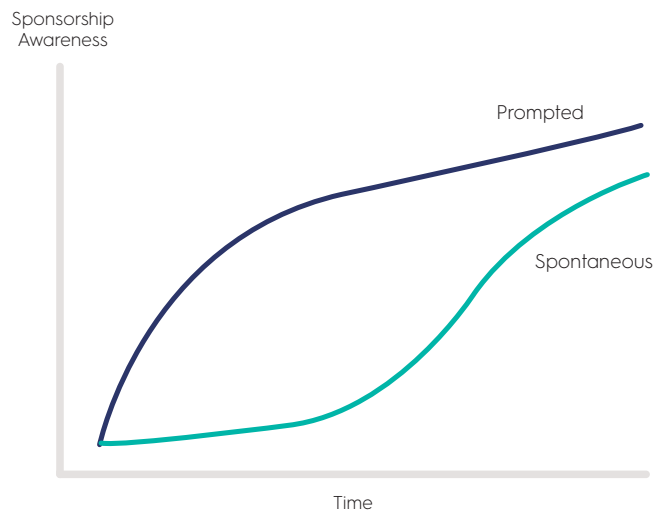




SPONSOR

LONGEVITY OF SPONSORSHIP

- It can take a brand several years of sponsorship to build a strong, automatic connection with a show.
- This is represented in our findings by the level of unprompted sponsorship awareness that respondents have for a brand sponsoring a show. A stronger connection allows the brand to drive better outcomes more easily, because the audience have been primed and expect to see that brand involved in the show.



LONGEVITY

SPONSORSHIP AWARENESS

Low prompted
and minimal
spontaneous
awareness.

Increasing
prompted
awareness, low
spontaneous
awareness.

High prompted,
increasing
spontaneous
awareness.

High prompted
and spontaneous
awareness.

1
YEAR

ROLE

Building initial
sponsorship
awareness
between the
brand and
the asset.

2
YEAR

Reinforcing
brand awareness
from Year 1
and generating
a meaningful
connection
between the
brand and asset.

3
YEAR

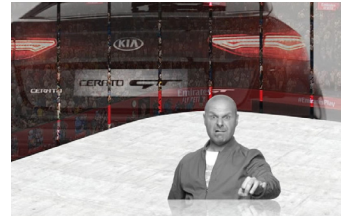
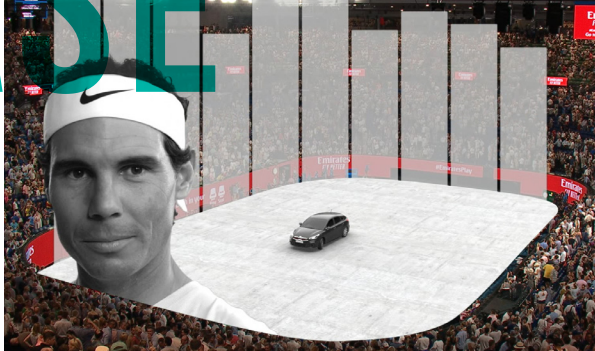
Leveraging
sponsorship
assets to amplify
brand campaigns.
Consumers starting
to intuitively make
the link, but rarely
top of mind
amongst viewers.

4
YEAR

The brand is
intrinsic with the
assets. They play
a key role in the
broadcast. These
brands come to
mind easily when
asked.

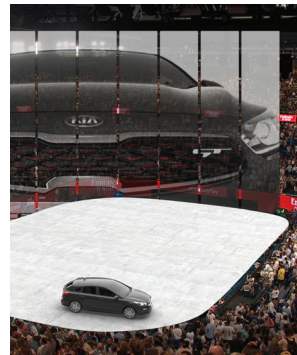
WE SEE A
VERY SIMILAR
TREND WHEN
WE EXAMINE
OUR DATA

CASE



With an established connection between the show and the brand already in place, the sponsorship can be used as an effective platform for something new, such as launching a new product or service. In 2019, KIA used their sponsorship of the Australian Open to launch a new car model. They've been sponsoring the Australian Open for 19 years.

They have the highest level of unprompted sponsorship awareness that we have measured. We asked survey respondents during each week of the tennis if they were aware of the new KIA Cerato GT. Just four days after it was launched during the Australian Open, almost half of viewers could recall the new model, compared with 9% amongst non-viewers.

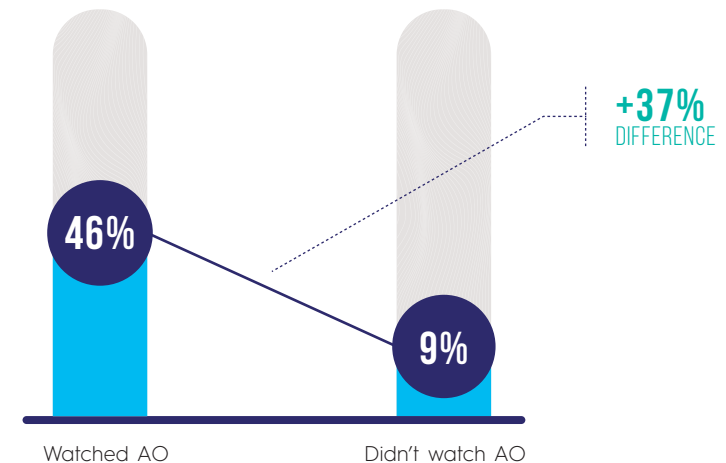


STUDY

THE BENEFIT OF A LEGACY SPONSORSHIP

AWARENESS OF THE MODEL LAUNCH

(Sunday after Launch)



THE BENEFIT OF BRAND FIT



Where a brand is new to a sponsorship, it is still very possible to start with a bang. There are ways to accelerate sponsorship awareness and a connection with the audience. An important factor for a brand wishing to build an association with a show or asset is ensuring there is a natural fit between the brand/product and the show or asset. An obvious example would be an airline sponsoring a travel show. A less natural fit would be a cereal brand sponsoring that same travel show.

The brains of viewers are inherently lazy (as explored by Daniel Kahneman in his book *Thinking Fast and Slow*). We subconsciously make shortcuts to absorb information more easily. Brands that can present a seamless connection between their offering and the show will be rewarded with a faster growth in awareness and brand perceptions. Where there is not a natural, intuitive fit, brands must become more creative to establish a connection.



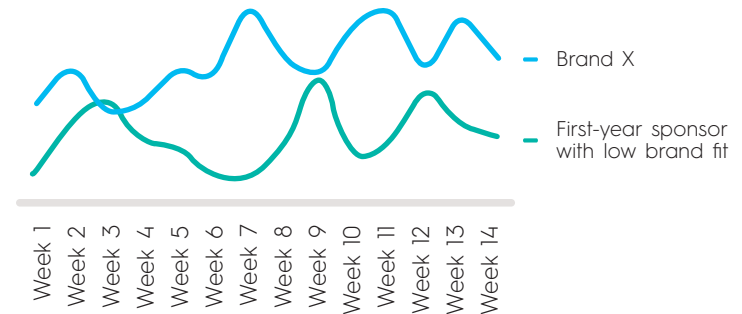
CASE STUDY

THE BENEFIT OF BRAND FIT

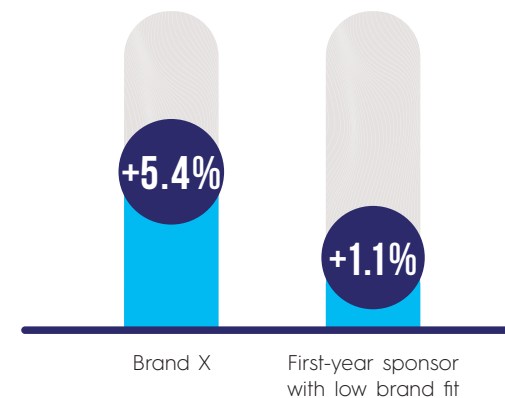
The example below compares two first-year sponsors of *The Block*. Both invested a similar amount in their sponsorship and showcased their brands with integration in the show. The brand with an obvious fit (Brand X) built significantly

higher prompted sponsorship awareness, allowing their key messaging to be communicated, driving a fivefold uplift in positive brand perceptions compared to a first-year sponsor with a lower natural fit to the programming.

PROMPTED SPONSORSHIP AWARENESS



AVERAGE UPLIFT IN KEY BRAND PERCEPTIONS'



SEASONALITY



Some categories experience varying levels of underlying demand across the year. An extreme example would be ice cream, where sales are significantly higher during summer than winter. Timing a sponsorship during a period of high natural demand will boost the effectiveness of the campaign. The opposite is also true – a sponsorship timed during the brand's low season will struggle to deliver as the category is naturally less relevant to consumers at that point in time.

One of our clients embarked on two sponsorships across the winter. Seasonal demand for the category peaked during the first sponsorship, before tailing off into August/September – as indicated by the category search trend on the following page.

We found the performance of the sponsorships behaved in line with the seasonality of this category. As the category became relevant to fewer people, key campaign messaging was struggling to cut through and the strong boost in consideration experienced in the first integration wasn't replicated in the second sponsorship.

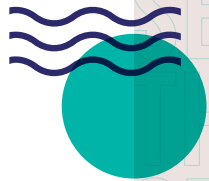
It is important to acknowledge that timing all activity and expending an entire media budget in a six-week seasonal peak is unrealistic and ill-advised. Changing both the creative and the messaging to acknowledge that the category is going out of season could be more successful than continuing to do more of the same.



**CHANGING BOTH
THE CREATIVE AND
THE MESSAGING TO
ACKNOWLEDGE THAT
THE CATEGORY IS GOING
OUT OF SEASON COULD
BE MORE SUCCESSFUL
THAN CONTINUING TO
DO MORE OF THE SAME.**

CASE

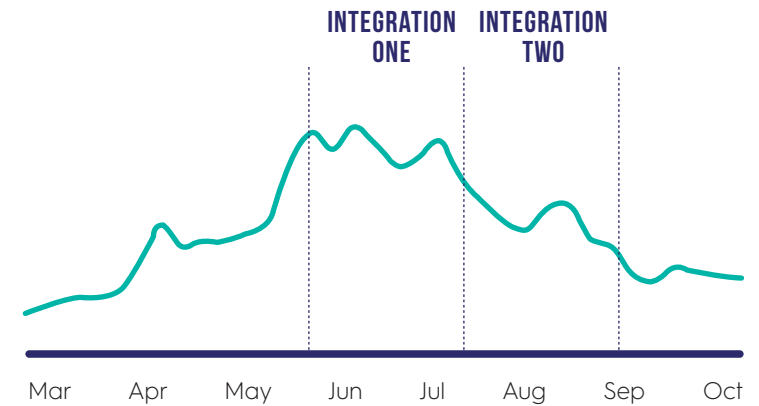
STUDY



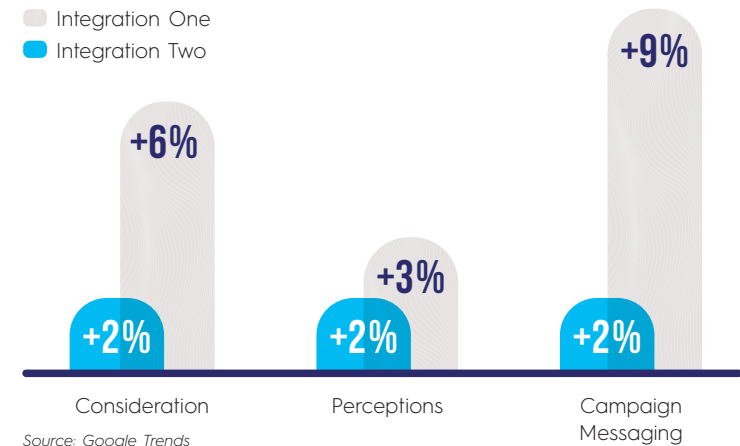
THE IMPACT OF SEASONALITY



Searches for the product category reveal the category demand was highest during this brand's first integration. Brand impact was subsequently highest during this period. A second integration as the category demand fell off was less effective.



GOOGLE TRENDS – COLD AND FLU



SYNERGY WITH EXISTING CAMPAIGNS

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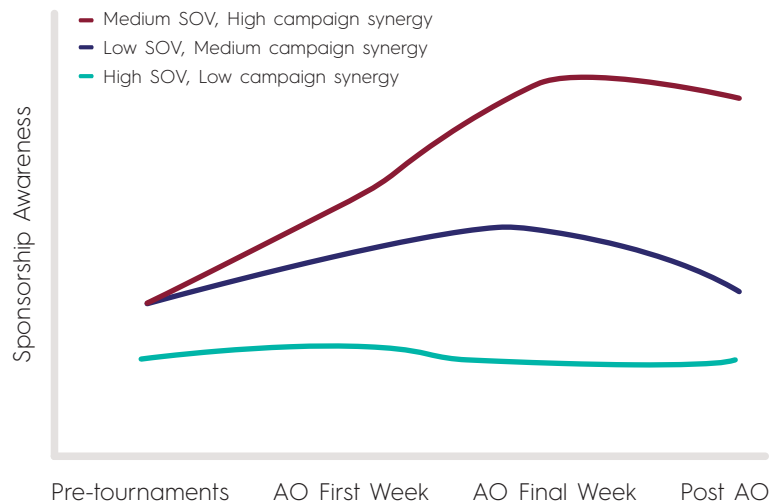
We've already talked about the importance of consistency across media channels to benefit from synergistic effects. Sponsorship is no different. Aligning assets with existing media activity running outside of the sponsorship will be more instantly recognisable to the audience, giving them a mental shortcut to connect with your brand.

Engaging in sponsorship that is inconsistent from a broader marketing campaign makes the viewer's brain work

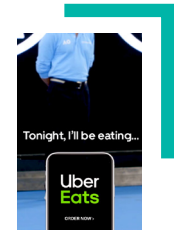
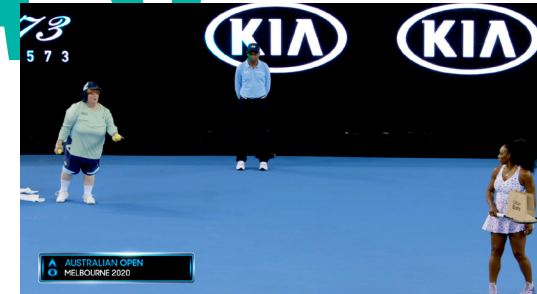
harder – something our brains tend to avoid if possible.

Below is an excellent example showing three brands, all with equivalent campaign share of voice (SOV) within a sponsored TV show. While all three had equivalent airtime, the campaign with the highest synergy with existing content had the highest lift in sponsorship awareness, which was sustained after the show finished.

PROMPTED SPONSORSHIP AWARENESS



CASE



STUDY

THE IMPACT OF SPONSORSHIP AND CAMPAIGN SYNERGY ON SPONSORSHIP AWARENESS

EFFECTIVENESS OF



SPONSORSHIP ASSETS/ INTEGRATIONS



From testing various integration clips amongst survey respondents with Gemba, we've found that the same fundamentals of effective ad creative apply to sponsorship activity too. Simple, emotional and well-branded content ensures sponsorship activity is effective.

There is a difficult balance to strike when it comes to branding integration. Marketers want to ensure their integration is clearly branded, whilst content creators are putting the audience first, prioritising the look and feel of the format.

Armed with a shopping list of options to amplify a sponsorship, how does a brand decide which ones to leverage? As data and technology continue to progress, we can now begin to measure the impact of specific sponsorship assets. In partnership with Adgile Media, we measured the immediate impact of hipages' sponsorship assets on *The Block*.

Hipages is a digital platform that connects tradies with Australian homeowners. *The Block*'s home-renovation format was perfect for a contextually relevant integration of the hipages brand. The Nine Powered team developed the idea of a hipages lever, where contestants struggling to complete a renovation before the deadline could pull a lever to access several hipages tradespeople to help them complete the room.





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Adgile Media captured all of the hipages sponsorship activity, from their TVCs in the ad break to in-show moments like a lever pull. They aligned these moments with hipages website visits and app downloads to measure the impact above baseline in the minutes following the activity.



**WE WERE
CONFIDENT
THAT THE
HIPAGES
LEVER WAS A
BIG IDEA THAT
WOULD HAVE
A BIG IMPACT
ON HIPAGES'
BUSINESS.**





WE EXPECTED THE LEVER PULL TO DRIVE A BIGGER RESPONSE

MOST EFFECTIVE

LEAST EFFECTIVE

TVCs



Brand Mentions



Billboards



Break Engagements

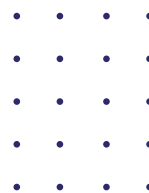
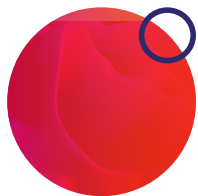


Hipages Lever Pull





**WE WERE
SHOCKED TO
FIND THAT IT
WAS THE LEAST
EFFECTIVE OF
ALL SPONSORSHIP
ASSETS AT
DRIVING AN
IMMEDIATE
RESPONSE.**



/ WHAT WE KNOW ABOUT ADVERTISING EFFECTIVELY



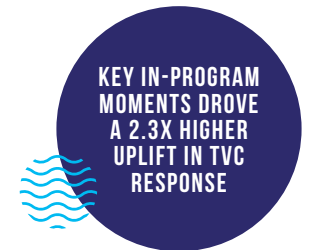
We thought that perhaps viewers were more engaged during the show and less willing to pick up their phone or laptop to find out more about hipages. With this in mind, we reviewed the response to TVCs during episodes that featured the lever pull – and we found the response more than doubled.



THE TVC RESPONSE MORE THAN DOUBLED WHEN COINCIDING WITH A LEVER PULL



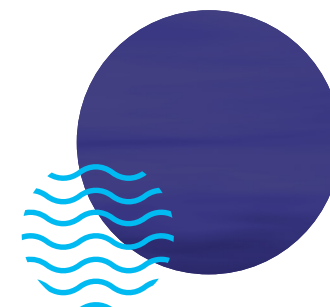
It showed us that the TVC was the star striker on the football team, scoring all the goals and taking most of the credit. Integration behaves like the other 10 players on the pitch. It works hard in the build-up, stimulating interest that is later acted upon during the ad break.



EXCLUSIVITY

● ● ● ● ● ●

Sponsorships offer brands the opportunity to reduce, or prevent entirely, competitor ads during a show. For categories that have significant seasonal peaks, such as EOFY or Christmas, limiting competitor activity helps to ensure your brand is top of mind within your category at that crucial time of year. For advertisers in highly competitive categories with big annual media budgets (think QSR, wagering, etc.), blocking competitors several times across the year not only boosts the performance of your own activity, it also prevents your competitors from maintaining an 'always on' presence.



OTHER CONSIDERATIONS

● ● ● ● ● ●

USE OF IP



Intellectual Property in the context of a sponsorship is the brand assets that belong to the show. For example, LEGO® visuals in *LEGO® Masters*.

By using IP, brands can leverage the positive perceptions associated with the show to benefit their own brand. LEGO® is one of the most highly regarded companies in the world.* Their brand brings joy to millions across the globe. When sponsoring *LEGO® Masters*®, a brand can incorporate LEGO® IP into their own branded content, provided LEGO® brand guidelines are strictly adhered to.

There is another important balance to strike between using IP to benefit from the halo effect on your brand whilst maintaining your own distinctive brand assets. This is to ensure there is no confusion amongst consumers as to how the brand is sponsoring the show.

*<https://www.lego.com/en-us/aboutus/news/2019/march/the-lego-group-maintains-rank-as-the-2nd-most-highly-regarded-company-in-the-world/>



ADVERTISING EFFECTIVENESS GUIDELINES

CREATIVE EFFECTIVENESS

EFFECTIVE AD DELIVERY

/ WHAT WE KNOW ABOUT ADVERTISING EFFECTIVELY

01

Focus on creating a **simple**, **emotional** and **well-branded** advertising creative.

SIMPLE

Aim for one key advertising message across multiple platforms.

○ ○ ○ ○ ○ ○

EMOTIONAL

How can you elicit positive emotions to encode your key message in memory.

○ ○ ○ ○ ○ ○

WELL-BRANDED

Maximise the use of your distinctive brand assets.

02

PRIORITISE REACH

Expose your brand to as many potential buyers as possible.

04

MAXIMISE SYNERGY

By utilising several media channels.



03

TARGETING

If all your potential consumers have a common trait or interest, **targeting** will improve the effectiveness of your advertising. Ensure that associated costs don't hamper efficiency.

05

ACTIVE ATTENTION

Incorporate active attention into media planning. Choose media channels that deliver **active attention**, and therefore drive sales.

SPONSORSHIP EFFECTIVENESS

06 PATIENCE IS REWARDED

Sponsorship awareness takes time (years) to build.

Sponsorship longevity results in a stronger association with the property, making it easier to effectively leverage the sponsorship platform.

07 BRAND/PRODUCT FIT

A strong brand fit is best. This natural combination of brand and broadcast property makes it easier for consumers to see and understand the association. This approach works with the brain, not against it. When the connection is tenuous, partnerships need a more creative solution to overcome the lack of intuitive fit.

08

Pick a sponsorship to **coincide with your seasonal peak** to boost effectiveness.

09 SYNERGY WITH EXISTING CAMPAIGNS

Above-the-line campaigns that specifically leverage sponsorship integrations in creative executions are more effective in terms of recall and impact than generic campaigns.

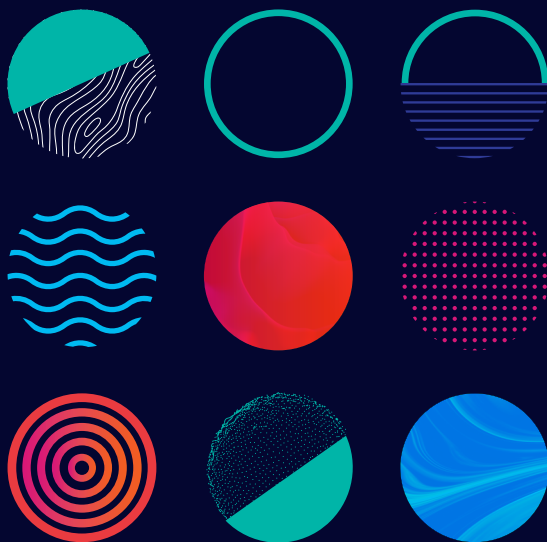


10

Ensure sponsorship assets **adhere to creative effectiveness principles, especially being well-branded** – many advertisers overestimate the ability or desire of viewers to ‘connect the dots’ between the content and the brand. Make it easy, make it obvious.



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A D I V I S I O N O F N I N E