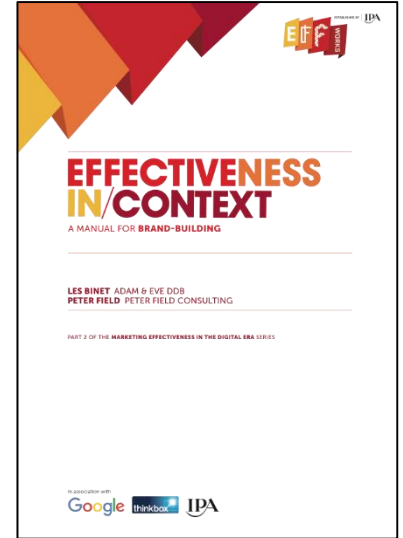
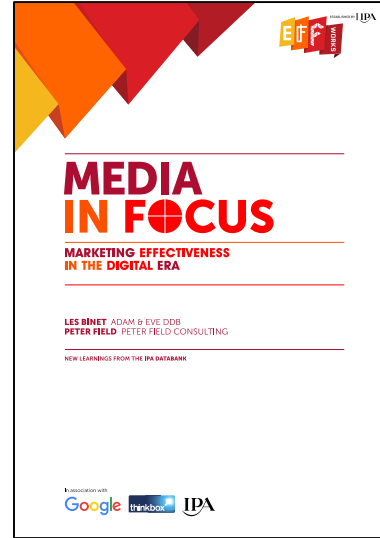
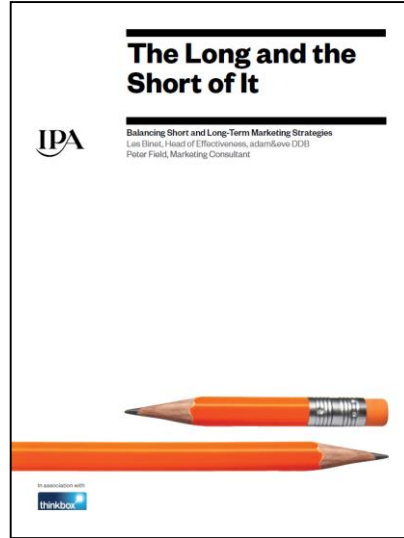
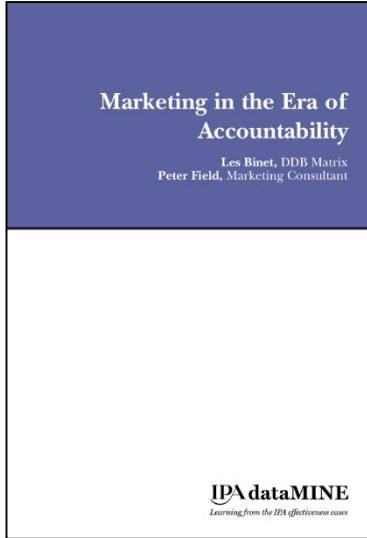




# **MARKETING EFFECTIVENESS IN THE DIGITAL AGE**

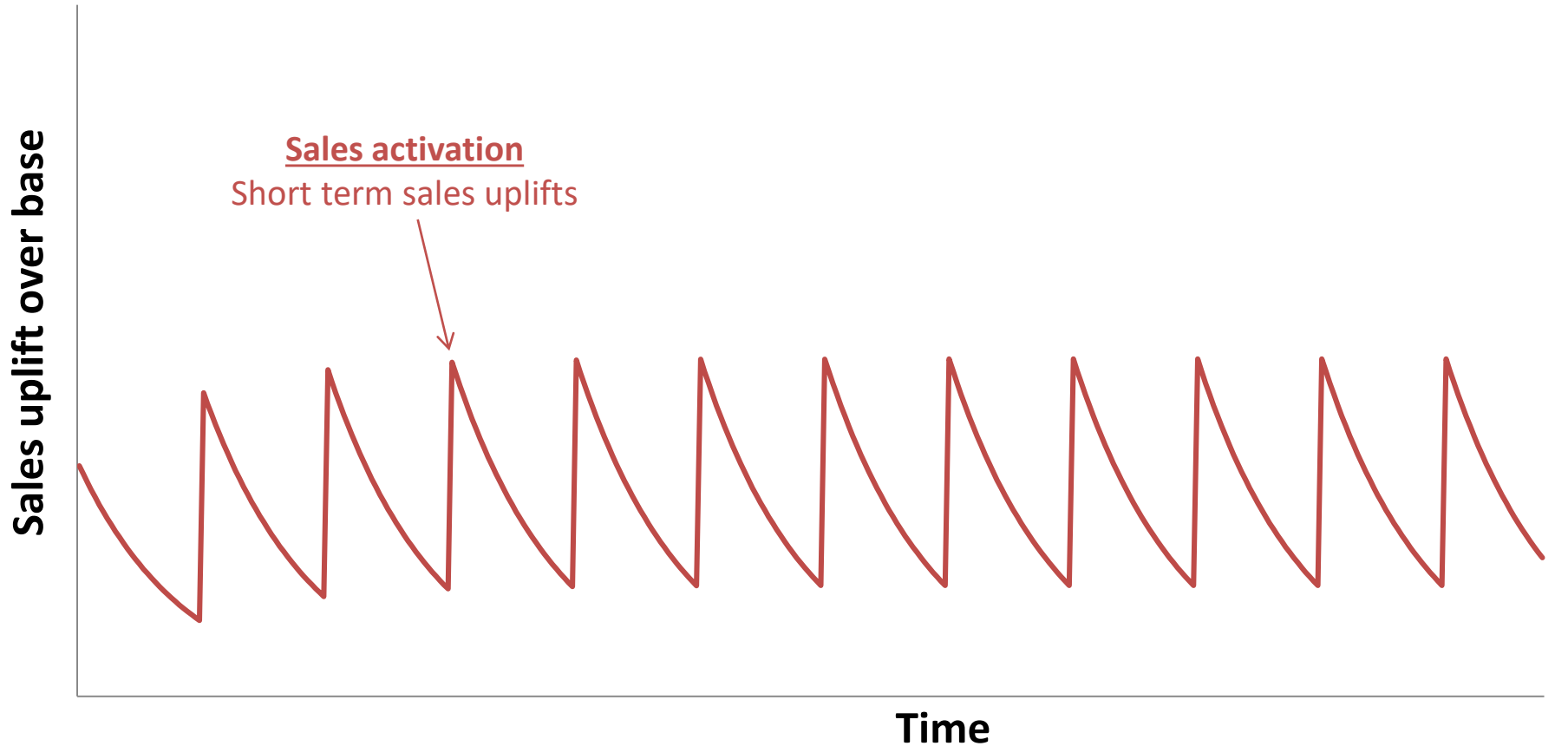
**Les Binet**  
**Head of Effectiveness**  
**adam&eveDDB**

# Our research

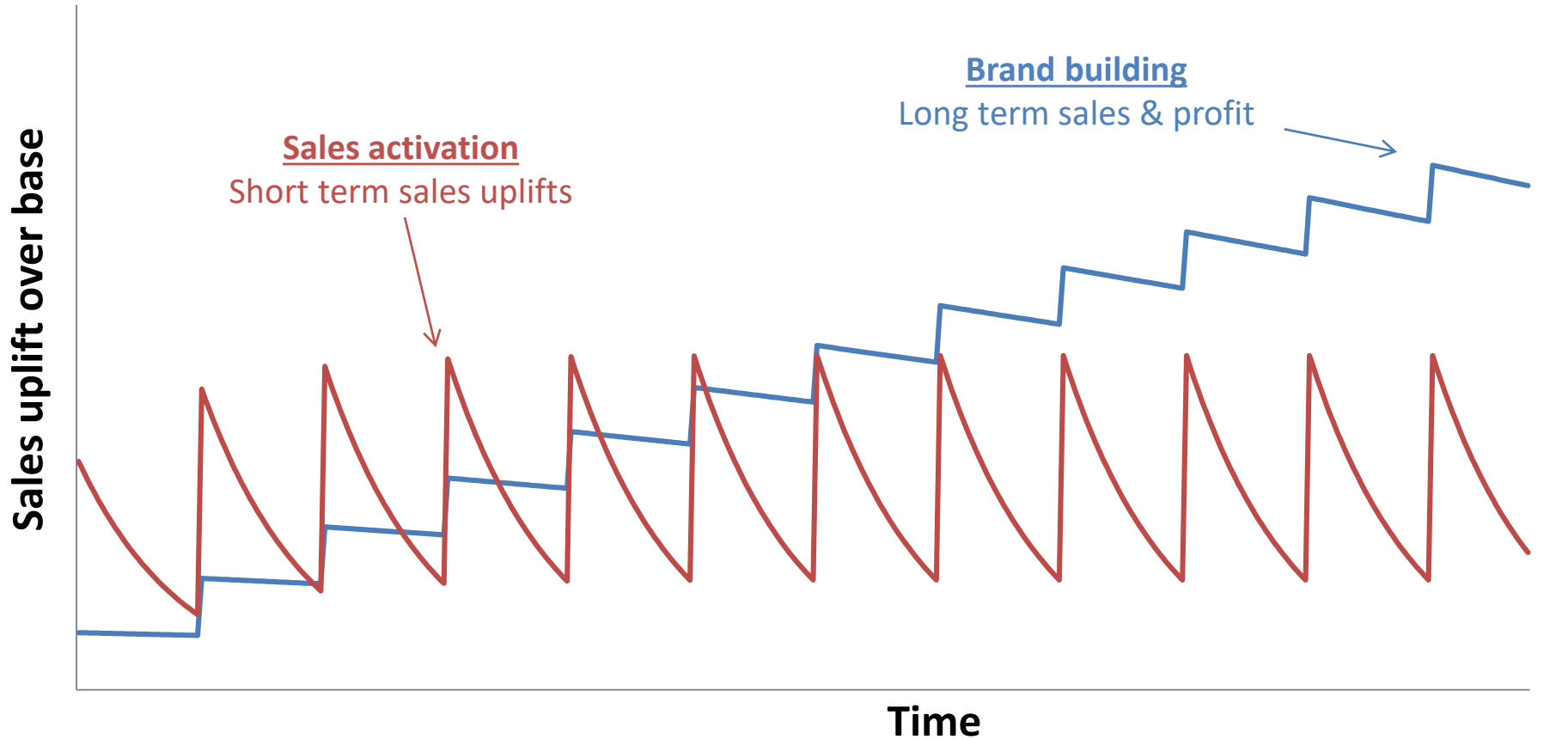


What are the ingredients for effective marketing?  
Are the rules changing?  
How do the rules vary by context?

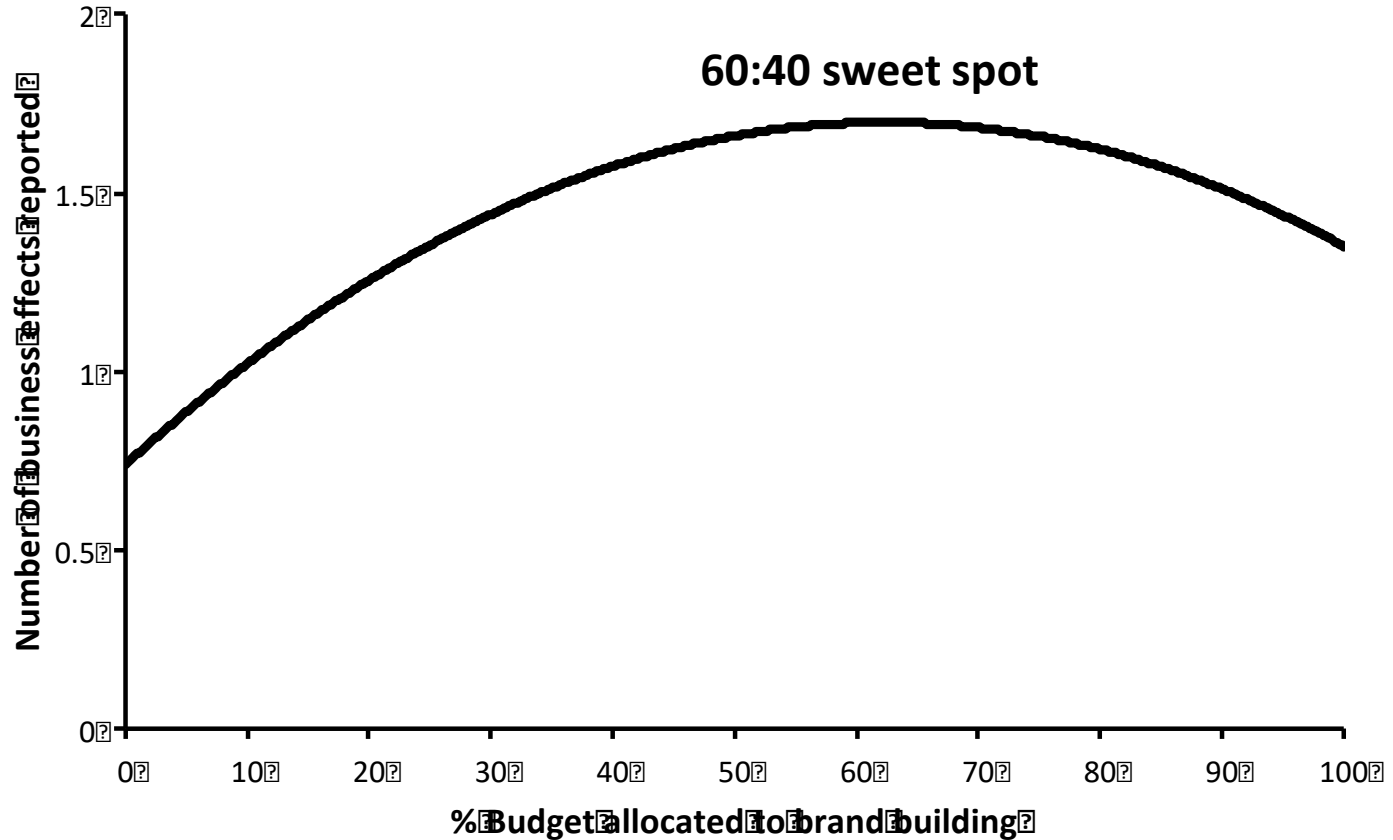
# There are two kinds of marketing



# There are two kinds of marketing



# You need both, in balance

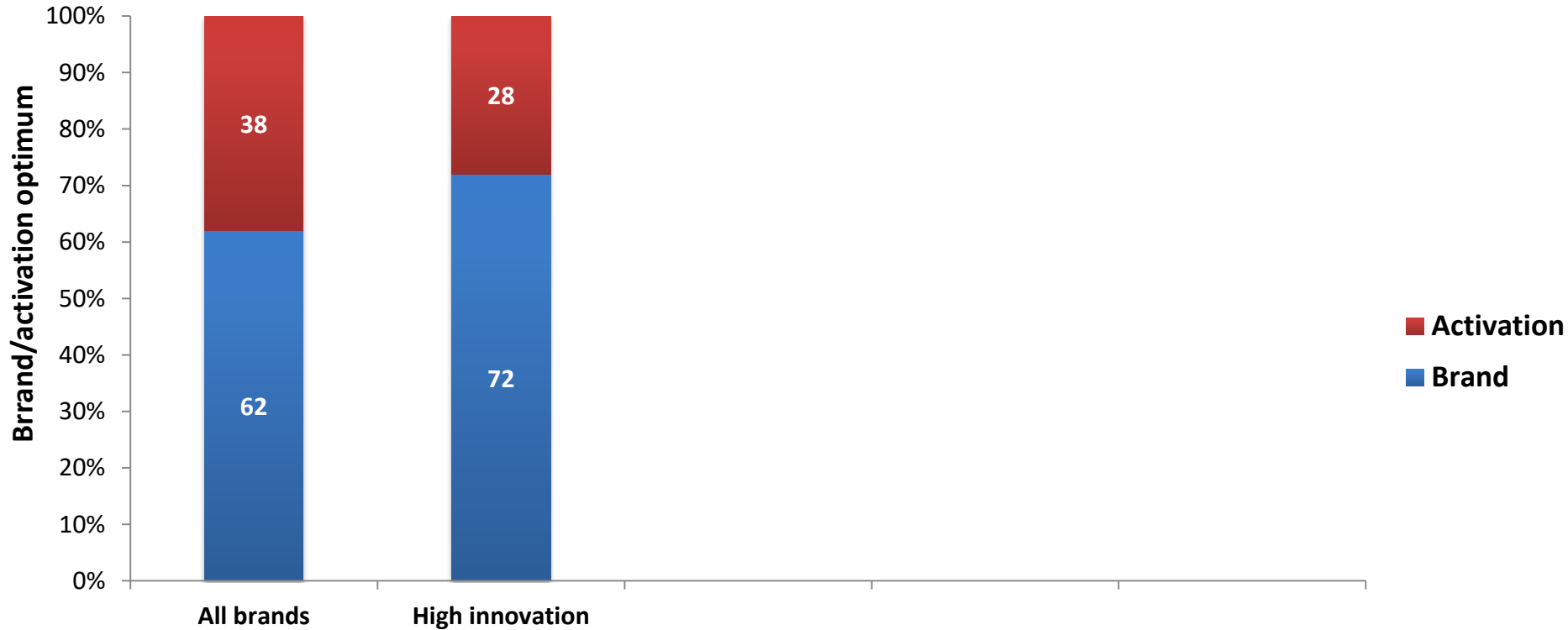


Source: IPA Databank, 1998-2016 for-profit cases

**“But the rules have changed”**

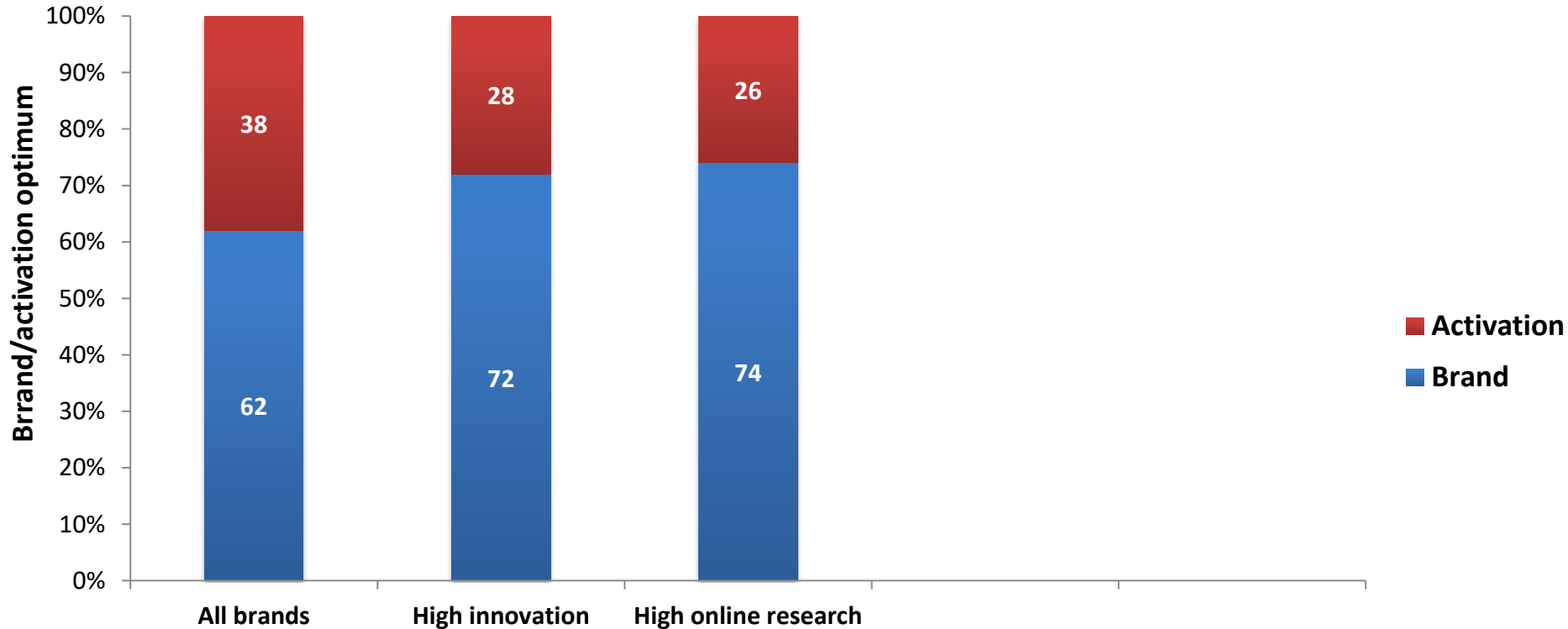


# “Consumers do more research now”



Source: IPA Databank, 1998-2016 for-profit cases

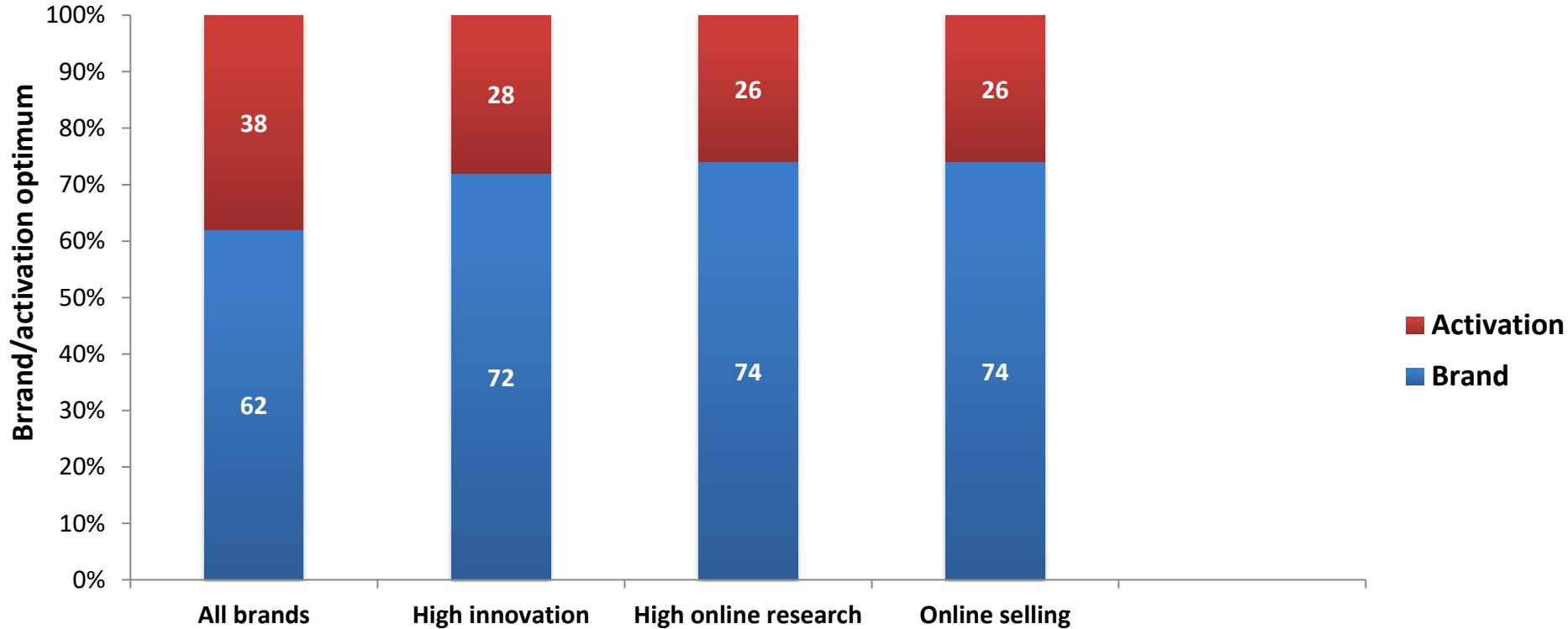
# “The rules are different for online brands”



Source: IPA Databank, 1998-2016 for-profit cases

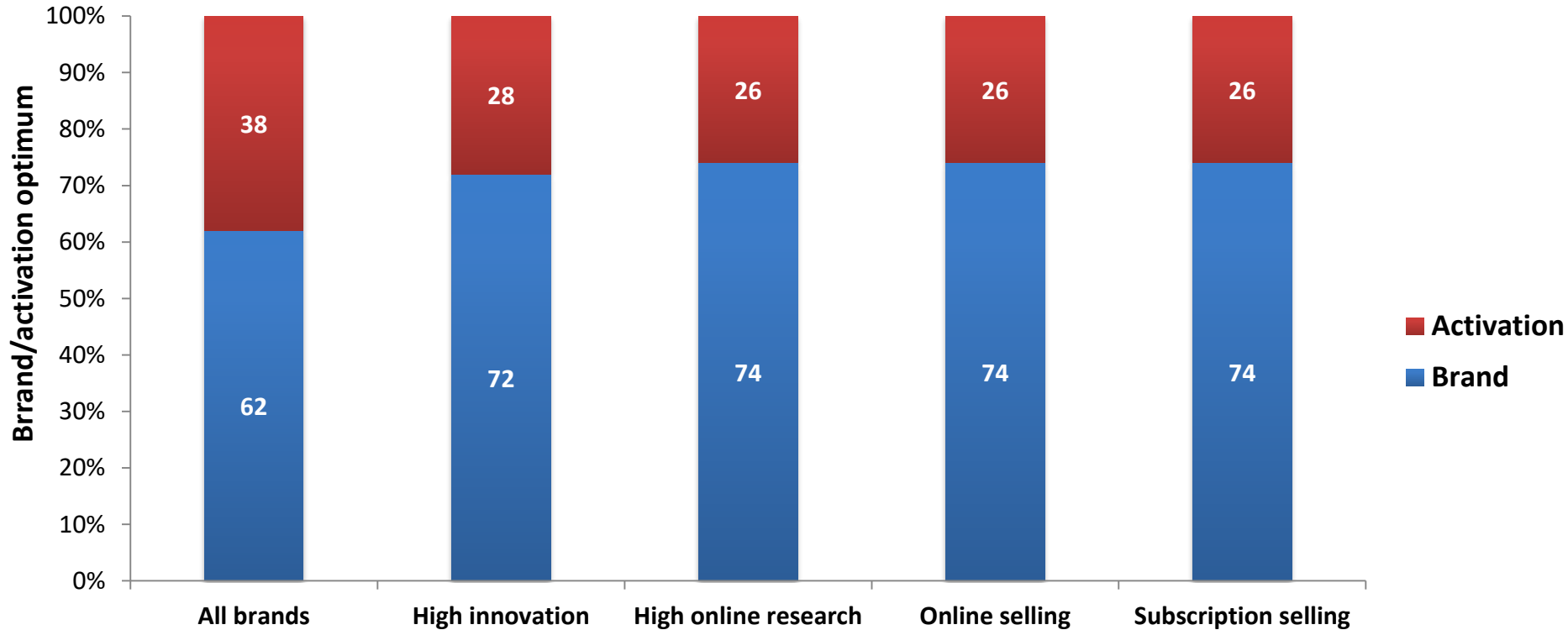


# “Subscription models change everything”



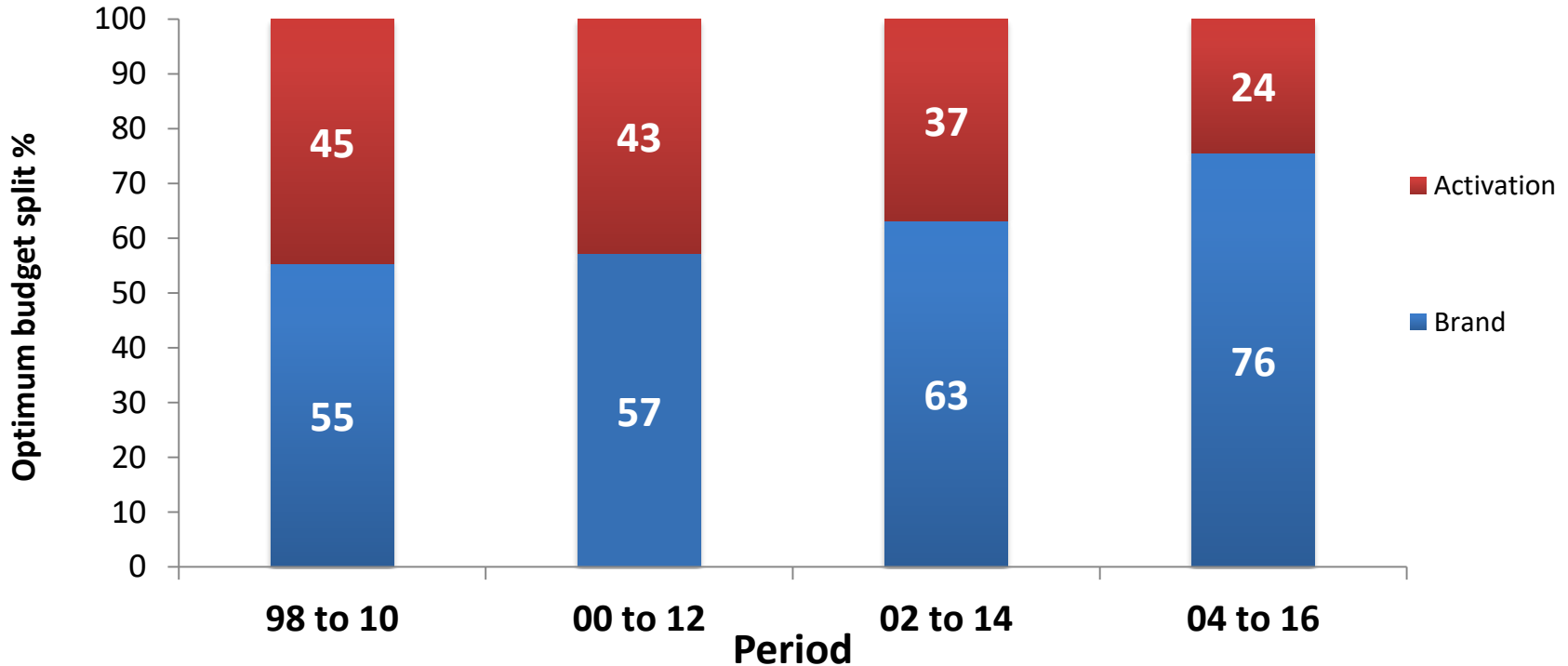
Source: IPA Databank, 1998-2016 for-profit cases

# “Subscription models change everything”



Source: IPA Databank, 1998-2016 for-profit cases

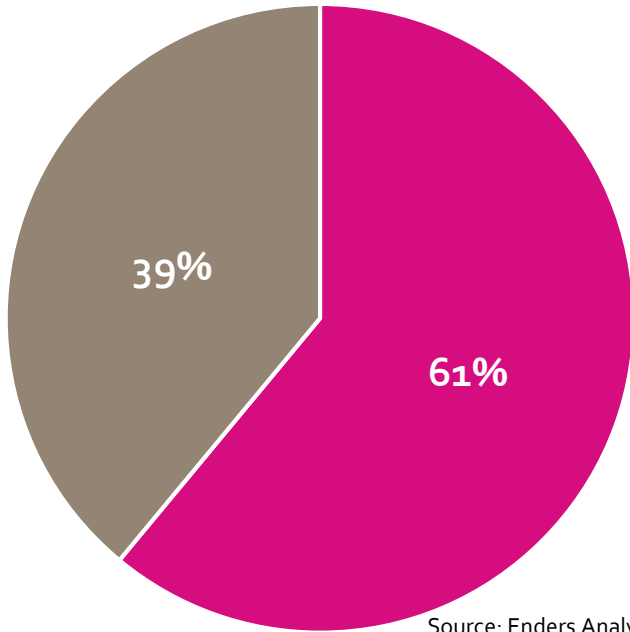
# Brand building is becoming more important, not less



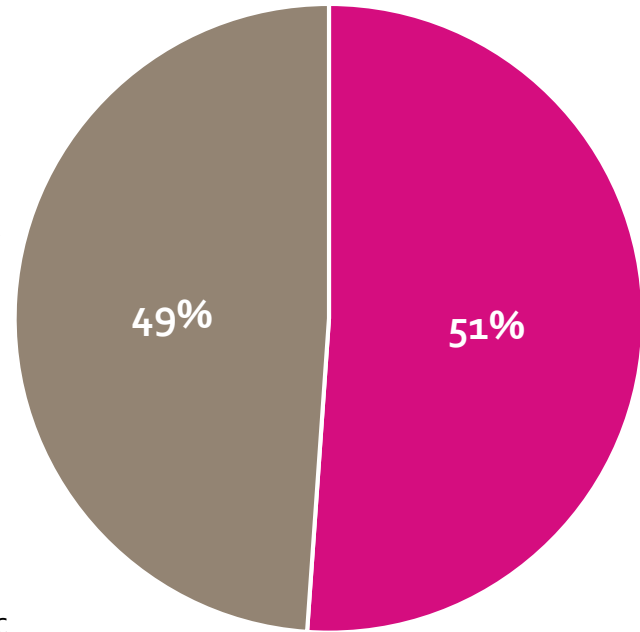
Source: IPA Databank, 1998-2016 for-profit cases

# Marketers have learned the wrong lesson

Advertising spend split, 2000



Advertising spend split, 2016



- Share of display
- Share of direct response

Source: Enders Analysis estimates based on AA/WARC

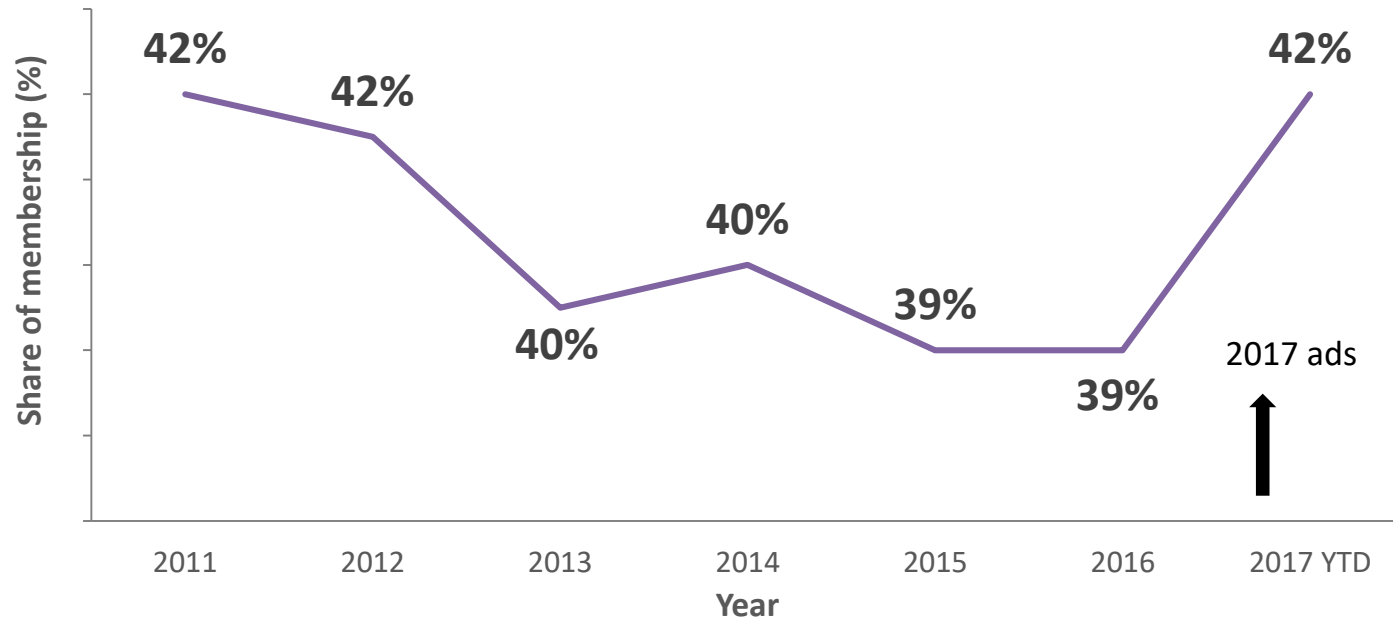
# Breaking out of the short-term mindset: AA Roadside Assistance

- Brand activity cut in favour of “hard working” activation
- Highly profitable in the short term, but...
  
- Brand metrics in free fall
- Market share declining
- Complete collapse predicted in five years

# AA “Singing Baby” campaign



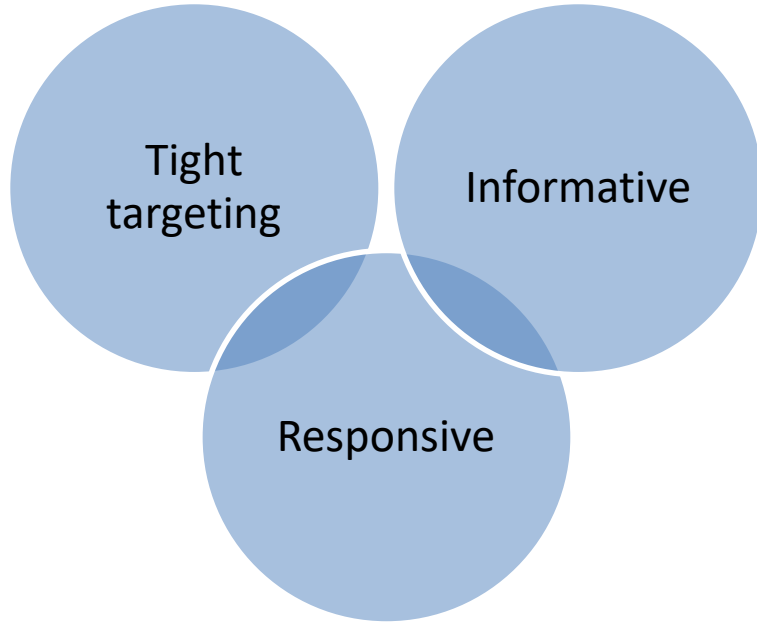
# The decline in market share reversed immediately



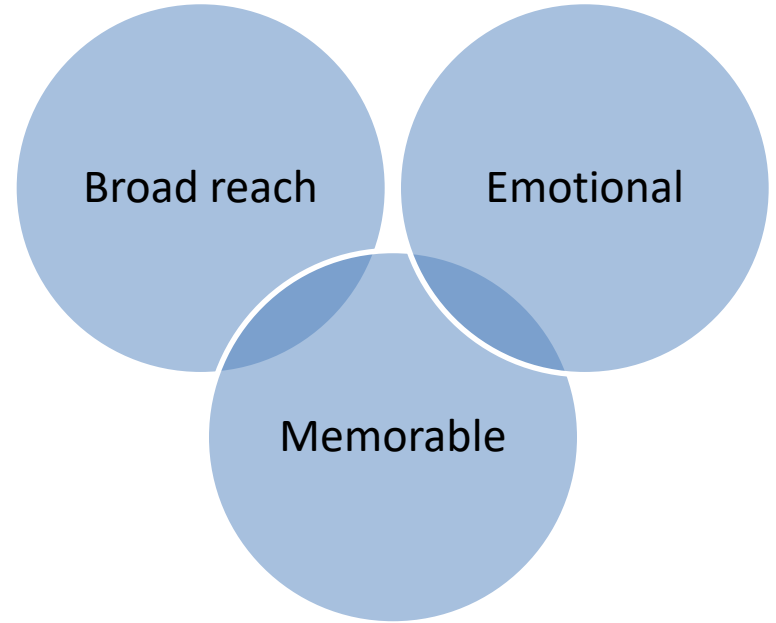
Brand metrics improved  
Branded searches increased  
Acquisition increased  
Retention increased  
Despite less discounting

# Media implications

## Sales activation



## Brand building



**Online & offline, video formats work best**

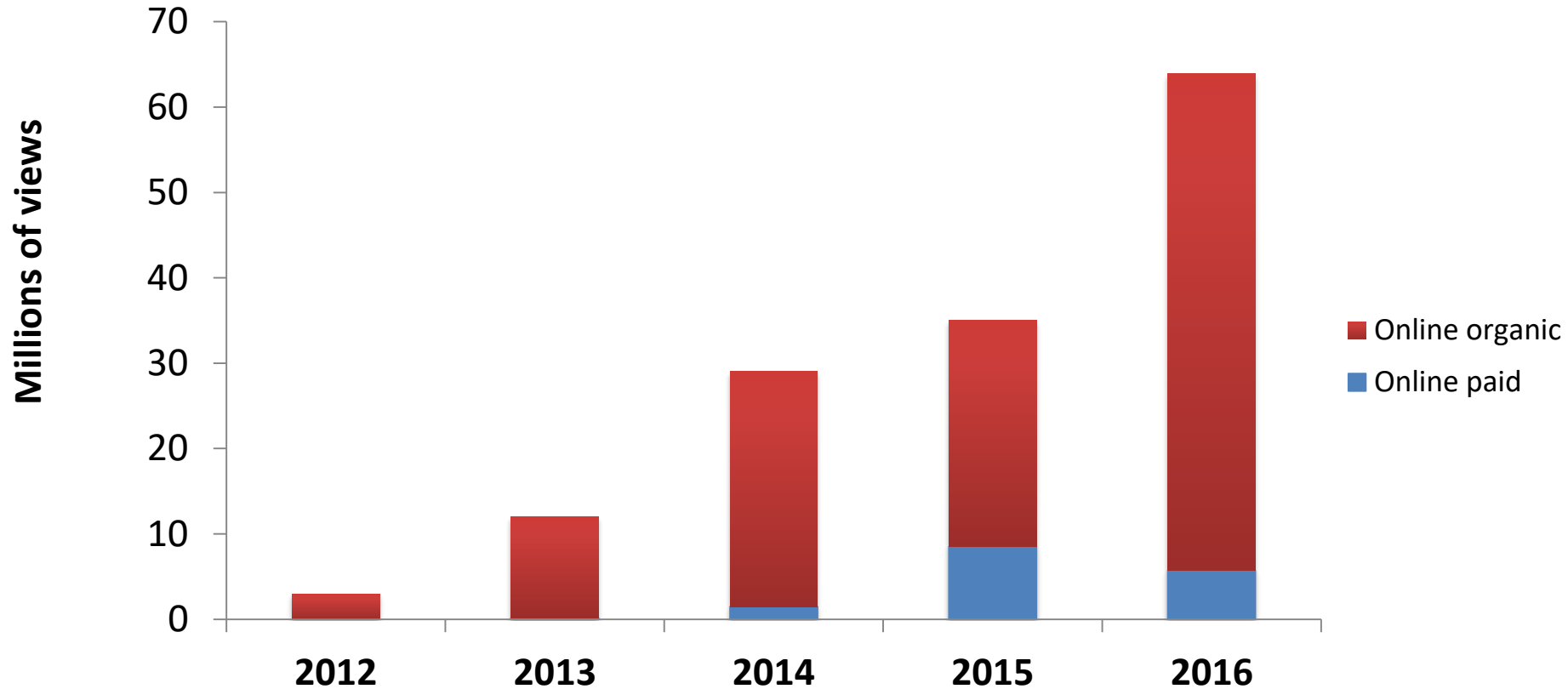


# **The power of video in a digital world**

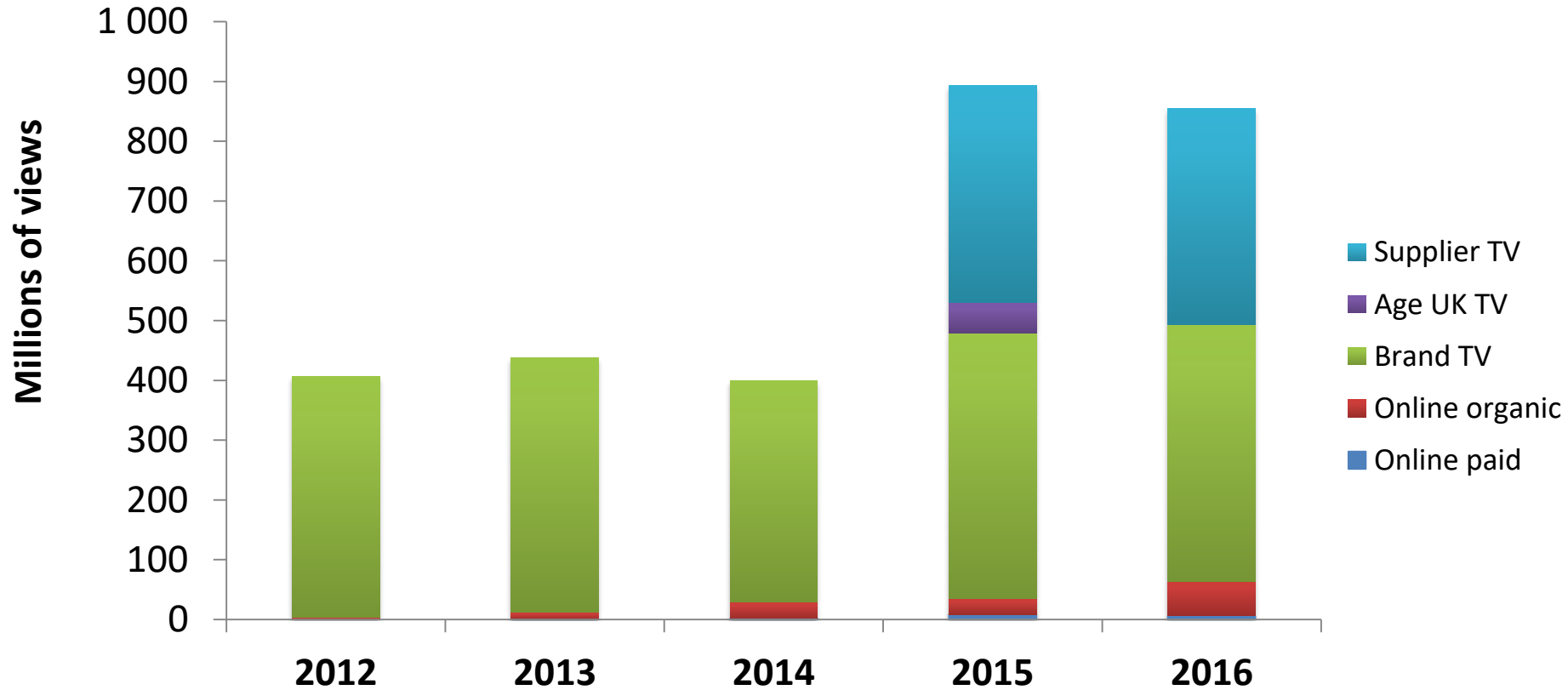
John Lewis case study



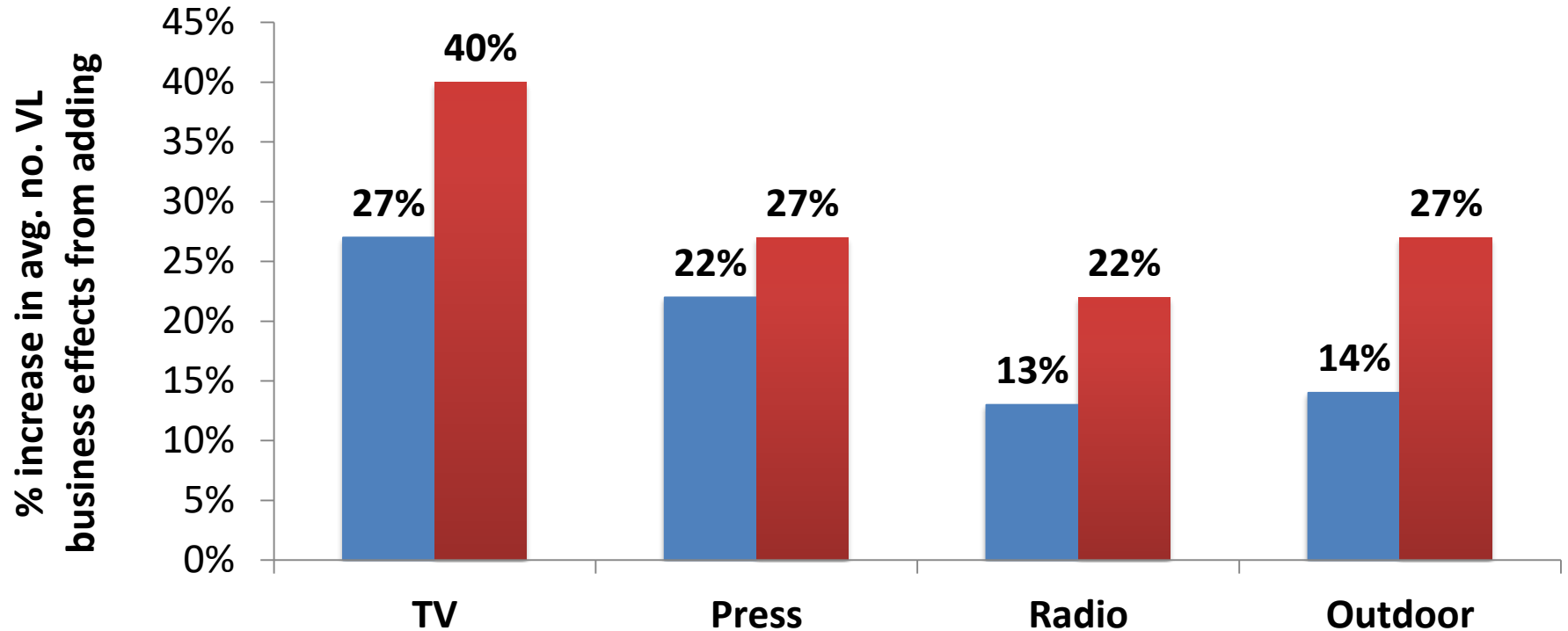
# John Lewis Christmas ads: views



# John Lewis Christmas ads: views



# “Mass media are becoming less effective”



Source: IPA Databank  
\*Outdoor = 2012 - 2016

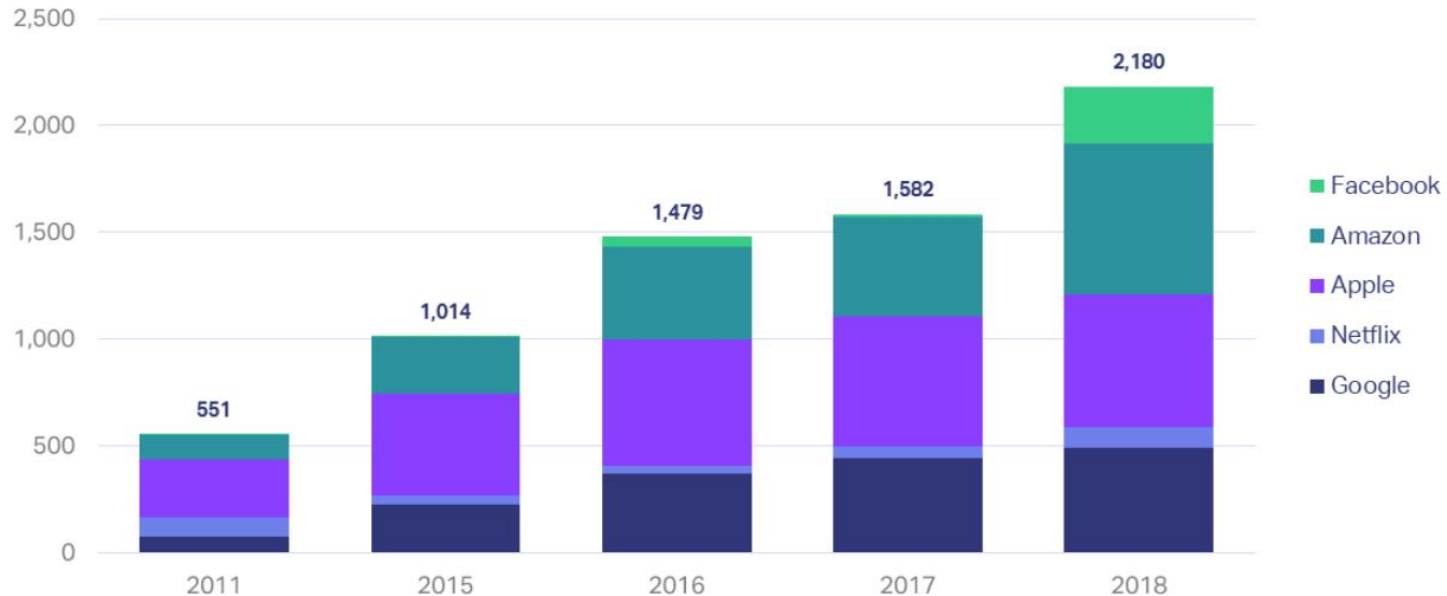
■ Web 1.0 (1998 - 2006) ■ Web 2.0 (2008\* - 2016)

# “But what about tech firms?”

## United States, FAANG TV adspend

WARC <sup>^</sup>Data

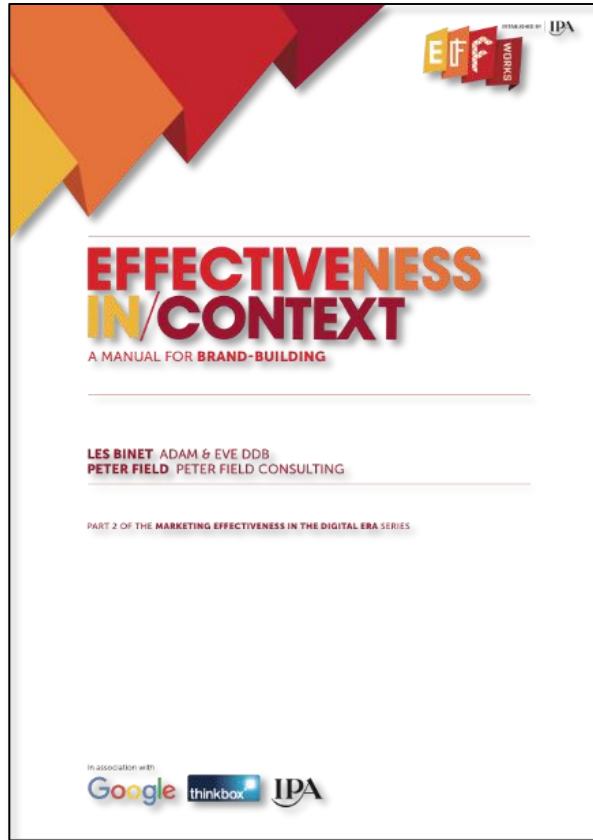
\$ millions



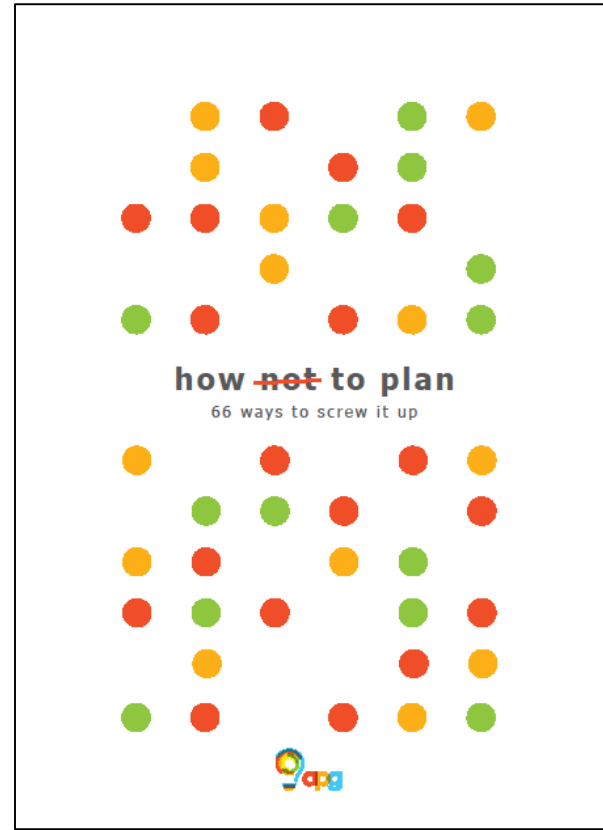
Note: Includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, spot TV and syndication TV. Google includes YouTube.

SOURCE : Video Advertising Bureau (VAB)

**Mass marketing is alive and well**



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