



Marketing Effectiveness

Dispatches from the IPA's EffWorks 2023 Conference

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Better decisions, faster.



Marketing Effectiveness to Drive Growth

This week, Tuesday saw the UK's [Institute of Practitioners in Advertising's EffWorks Conference](#) in London. The event featured exclusive new research to arm marketers with new knowledge to navigate marketing effectiveness and improve business performance.



Marketing effectiveness – assessing the impact of marketing efforts against a range of specific objectives – is vital to driving transformation and growth. It ensures that marketing and media resource is optimised – maximising the potential for return on investment in both the short and long term. It fosters accountability and promotes data-driven decision-making to drive growth, positioning marketers for future-facing success.

The dispatches in this report outline sessions from EffWorks '23, covering advice for marketers in an inflationary market, the latest research in digital marketing effectiveness, and perspectives on marketing to the C-suite.

OMD Design can be leveraged to drive transformation and growth in all these areas.

Growth Mapping and Investment Planning ([Decisions 2 and 3](#)) enable the simulation of evolving marketplace parameters.

Attention has been a significant focus across OMD for many years. To help planners navigate this area, OMD work with partners like Amplified Intelligence to collect data on attention in the advertising journey. In [Decision 13](#), Channel Planning, OMD has a new 'attention requirement calculator' to assess the right level of attention to maximise conversion. Channel Planner's optimisation is based on attention decay curves.

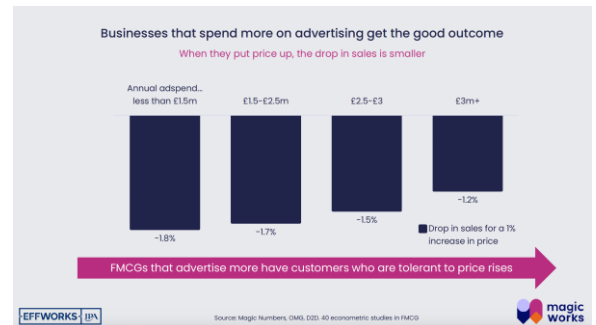
All the individual decks from the conference can be found on [Backstage](#).

The Power of Brand in an Inflationary Market

Dr Grace Kite from Magic Numbers and Steve Taylor from VCCP [presented the analysis of a wide-ranging data set](#) (including OMG contributions) exploring how marketers should be approaching a year in which inflationary economics and the cost of living are set to continue to dominate the marketing agenda in many markets.

Their advice was threefold:

Essential purchases seem safe, even if a brand raises its prices. Evidence was presented that FMCG businesses that invest in advertising create more customers tolerant of price rises. Spending on advertising reduces sensitivity to price rises – and the greater the excess share of voice (ESOV), the more protected a brand is.



FMCGs who advertise the most see smaller drops in sales than those who don't; source – Magic Numbers

They predicted that 2024 would see more customers shopping around and researching more than usual. This presents a rare opportunity for challengers to break into established categories and markets.

For discretionary purchases –evidence suggests that “expensive treats and delayable durables are not going ahead”. So careful consideration must be given as to the potential return of investment in ESOV, given the media cost of creating it.

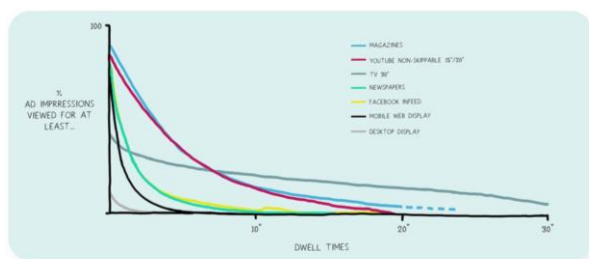
With new research outlining how (UK) consumers are evaluating spending differently across categories, marketers must assess and understand where their category sits on the scale of discretionary to necessary spending, setting budgets differently, or balancing advertising vs price, distribution, and NPD decisions differently given the current economic environment.

Accelerating Excellence in Digital Creative

In an expanded version of a popular [Cannes presentation](#) from earlier in the year, Jellyfish's Tom Roach [brought together research](#) to shine a light on developments in digital effectiveness.

With digital media now accounting for the majority of time spent with commercial media (in some markets) and global media spending – ensuring the effectiveness of digital marketing is maximised is crucial in driving transformation and growth.

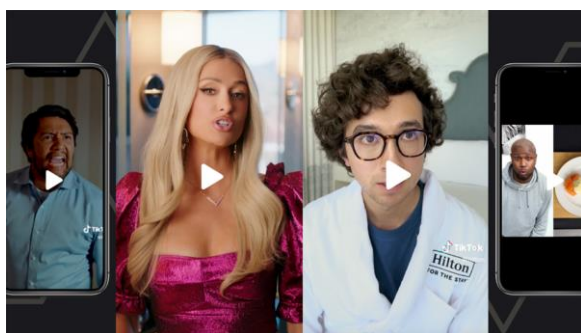
Roach began with attention, noting that almost all content has *always* had a steep retention curve. The big difference is that we now have data to show the granularity of this by channel:



% Ad Impressions viewed across a range of dwell times – sources: Lumen (data), Dan White (illustration)

Applying best practices to channels and formats allows marketers to flatten these curves, increasing effectiveness: ensure we create bespoke content – including format-specific story arcs – for each platform and format, adopt unconventional, creative approaches, and evoke emotion.

It's possible, however, to 'break' the curve, earning much longer – disproportionate – attention time with accurate native content made by creators. Content can then be boosted through paid media – with clear evidence from Analytics Partners of the effectiveness of digital channels on driving ROI.



Super-tailored and super-native – Hilton's platform-native, curve-breaking [10-minute creative](#)

Marketing

Two of the conference's sessions focussed explicitly on strategies to sell marketing's role in the boardroom.

Little Moons Marketing Director Ross Farquhar and David Grainger from consultancy Grave Danger Ltd discussed how econometrics should best engage the C-Suite.

They discussed how, when used effectively, econometric modelling provided unparalleled utility to an organisation's C-Suite.

As well as framing marketing investment as a driver of demand (as opposed to a cost), econometric models built around clear hypotheses offer insight into historical outputs and foresight through scenario-planning capabilities.

In another session, Ian Whittaker of Liberty Sky Advisors [presented exclusive findings from IPA and Brand Finance Online](#), conducted amongst over 200 Investment Analysts in the US and UK.

The research findings underpinned the argument that marketers need to make the case that marketing is more an investment than a cost - with the financial community overwhelmingly favouring a change in the accounting treatment to reflect the investment nature of marketing budgets.

Financial analysts believe that brand strength is critical to a firm's success and are increasingly looking for more information from organisations about how they are investing in marketing. The suggestion was that engagement improves the perception of marketing spend and that brand owners should be encouraged to disclose it.

In a precise alignment with findings elsewhere in the conference (see above), Whittaker noted that the last 18 months had proven to be a real-life, unplanned experiment showing how brand strength has proven crucial to both growing firms' top-line and protecting their earnings via, amongst other things, minimising the impact of price increases.

In this, as elsewhere, the case for marketing investment has never been more apparent.



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