

The Secret to Effective Creativity

Having

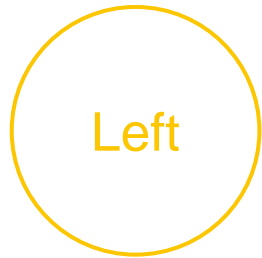
an Eye

for Bias

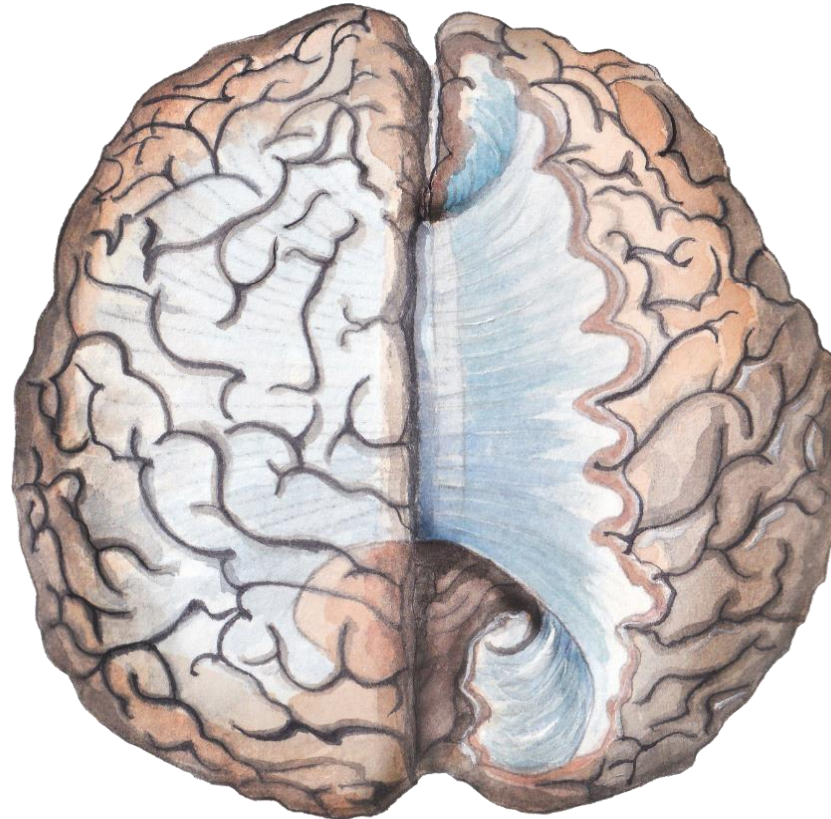
System 1



Left & right brain ad features achieve different 'attention effects'



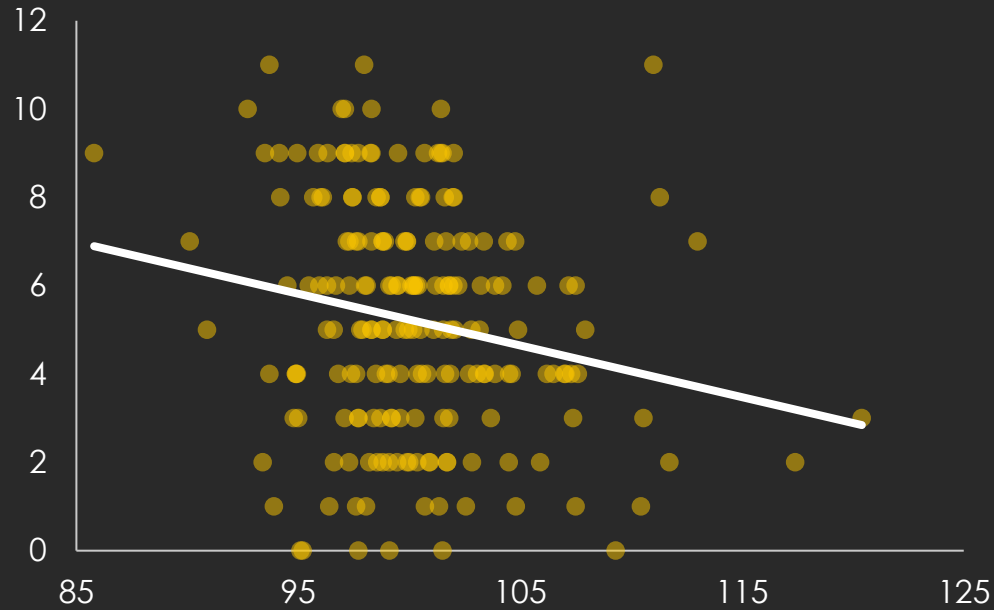
Features for direct effects only, for those already in 'buying mode'.



Features tied to attention, market share & profit gain.

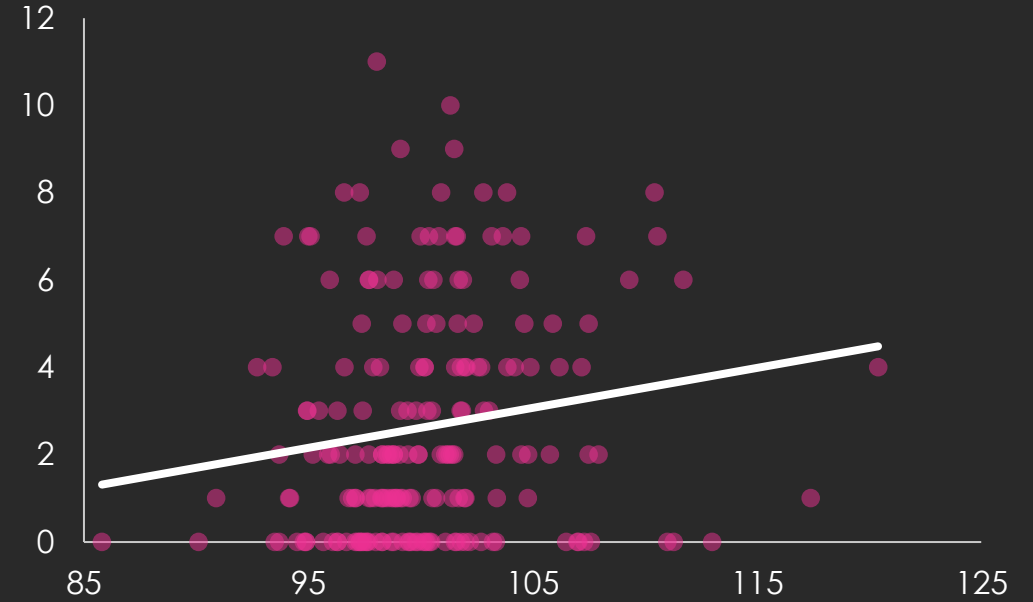
Right-brain features attract and sustain our attention

Total no. of 'left brain' features in ad



TVision's **Creative Attention** Score

Total no. of 'right brain' features in ad



TVision's **Creative Attention** Score

“

In a technology-disrupted world, knowing how to create advertising for ‘broad-beam’ attention – in other words, brand-building advertising – will become more important, not less.

”

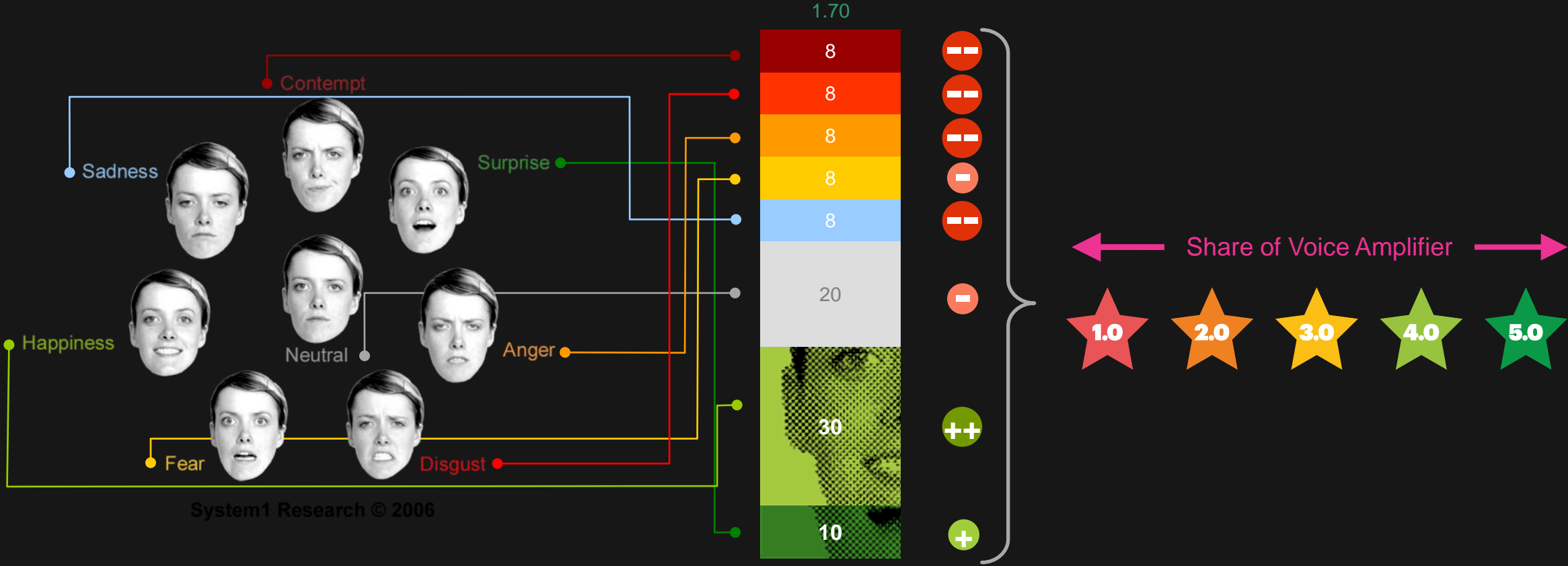
Orlando Wood
Chief Innovation Officer, System1

A person wearing a backpack and a cap stands on a dirt path in a forest. The path is covered in fallen brown leaves on the left and dark gravel on the right. The trees are tall and thin, with a dense canopy overhead. The lighting is soft and natural, suggesting a quiet, wooded area.

The Affect Heuristic

We have an innate preference for things that feel good

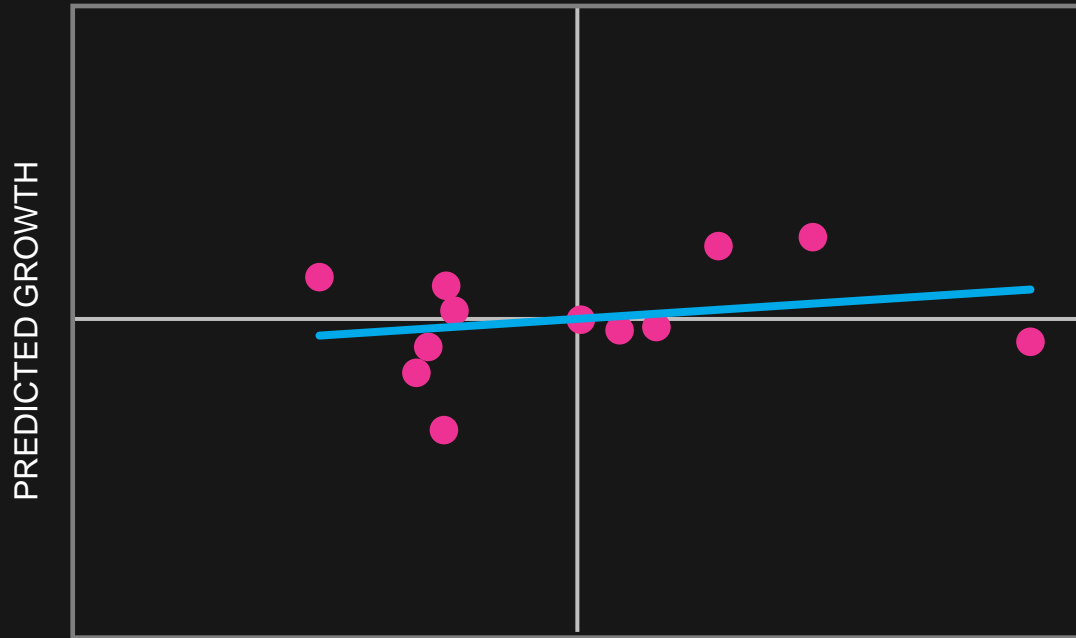
Predicting share gain from emotional response.



See Lemon, by Orlando Wood, IPA 2019, for further details

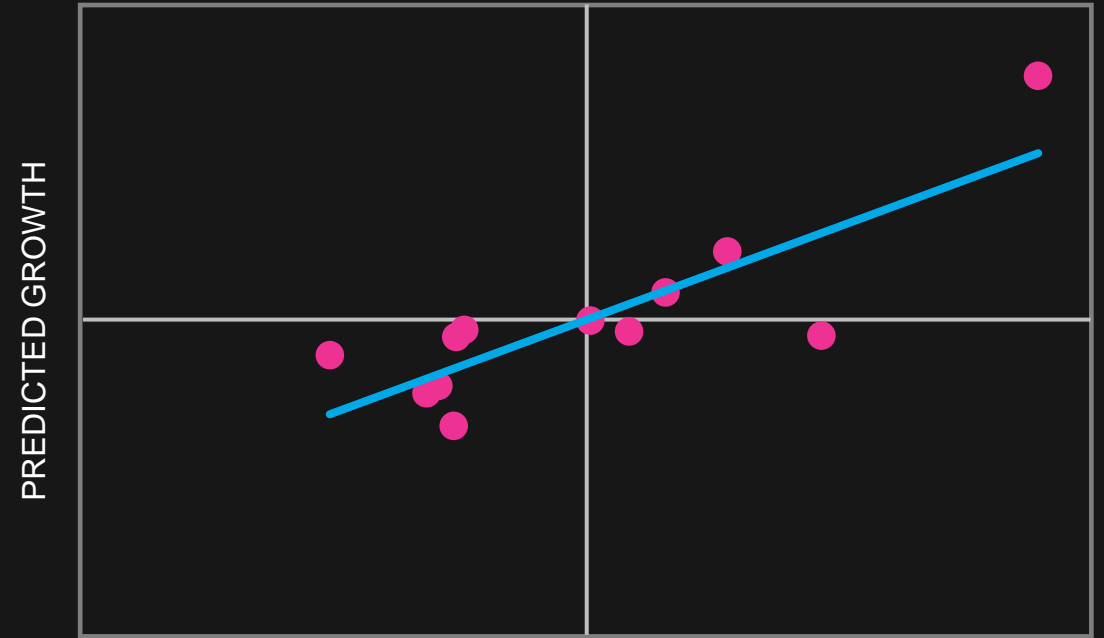
System1 Star Rating combined with ESOV is a much more accurate predictor of market share growth than ESOV alone

Quantity of Advertising
ESOV



ACTUAL GROWTH
Correlation **0.25**

Quantity & Quality of Advertising
ESOV + Star Rating



ACTUAL GROWTH
Correlation **0.83**



46%

Of all responses to advertising are NEUTRAL

90,000 ads

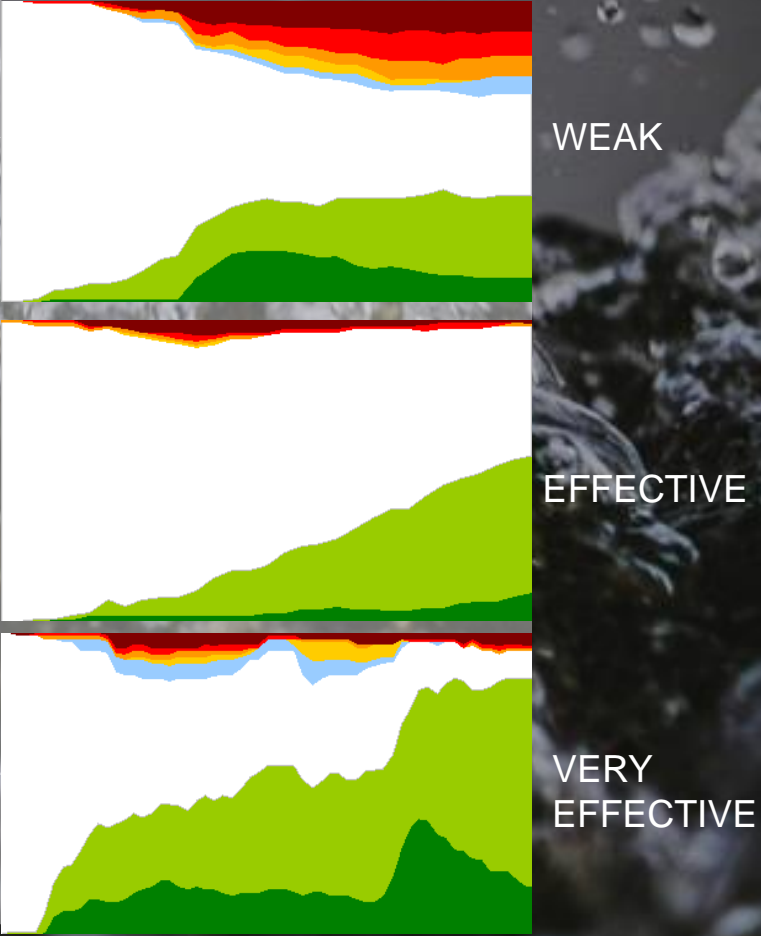
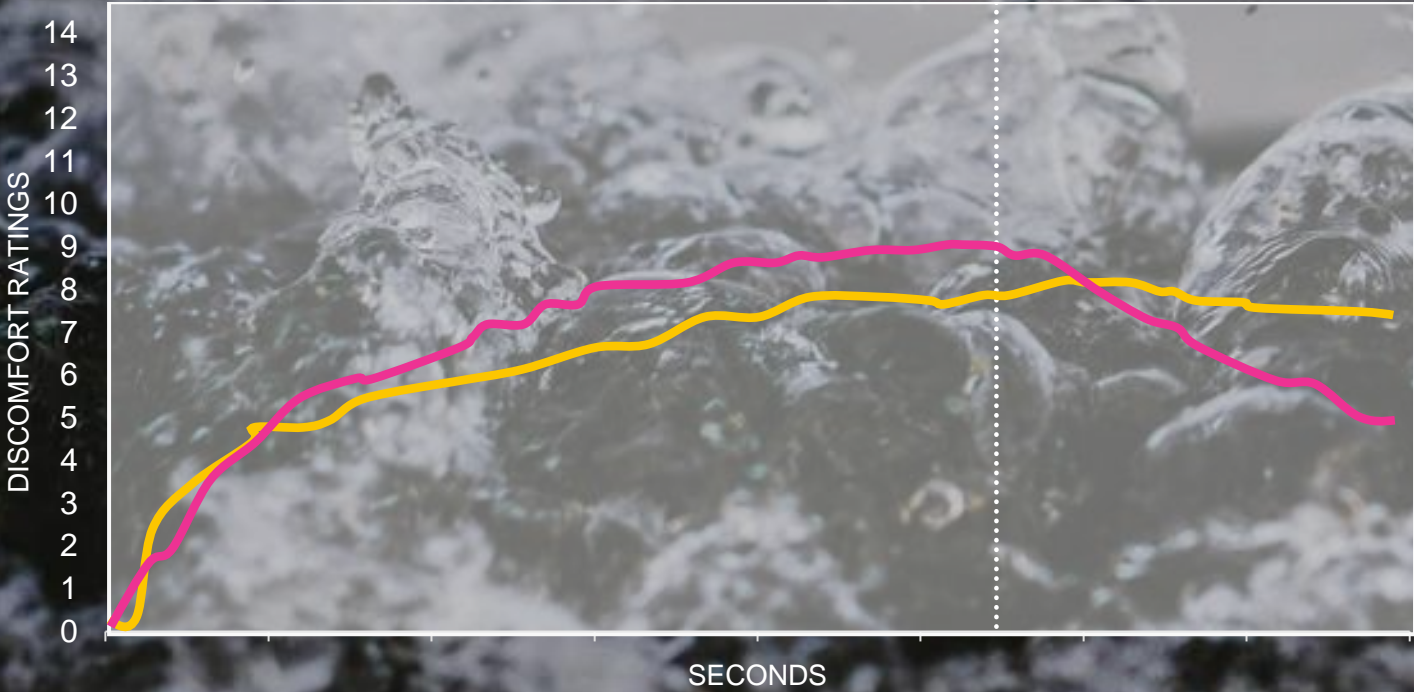
13m people

Somatic Markers

Emotional memories guide our decision-making



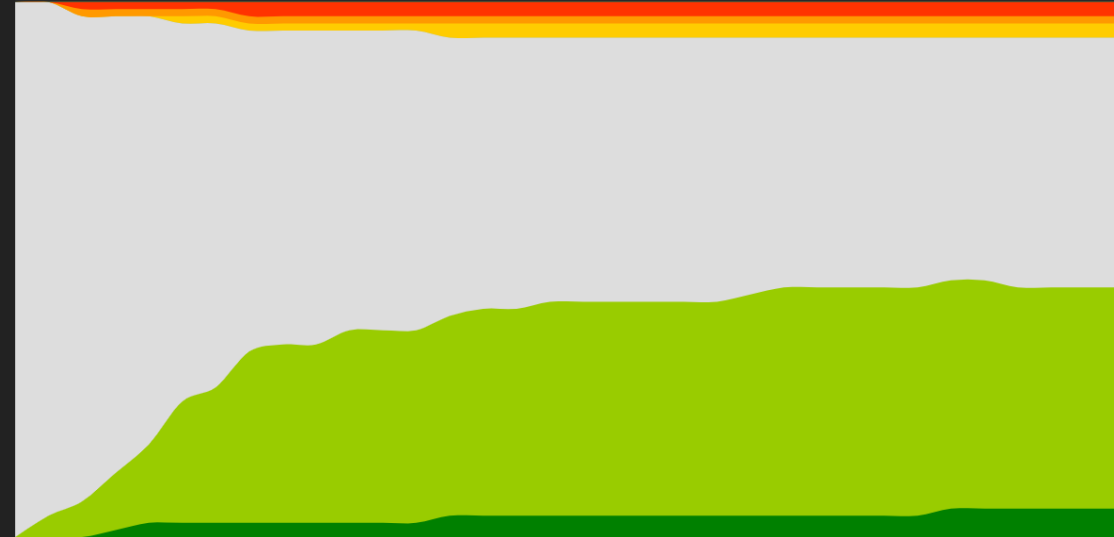
Peak-End Rule: Executing Somatic Markers



Source: Kahneman et al. (1993; 2003)

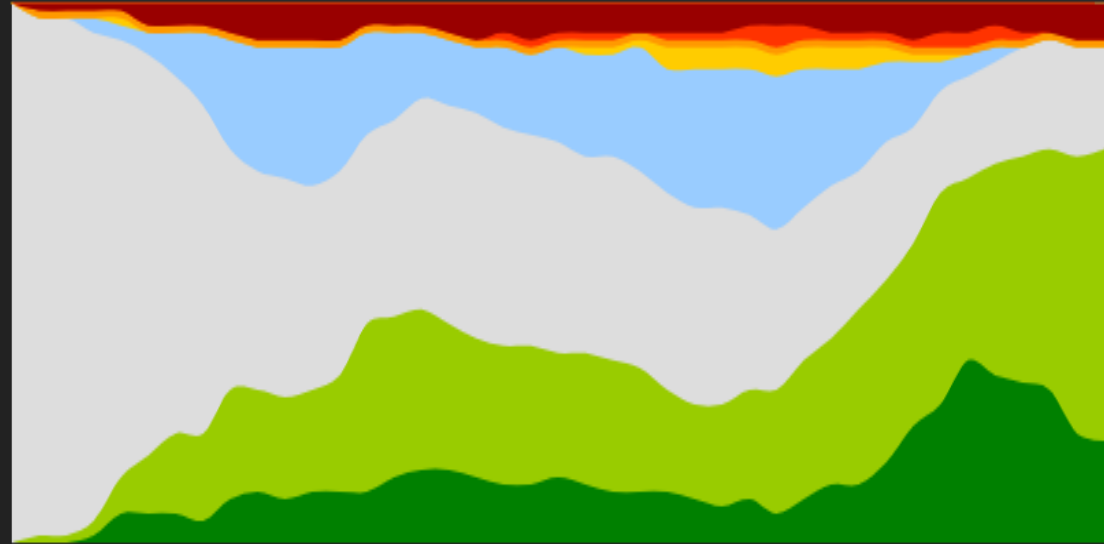


4.6 Holding out for a ZERO Guinness





4.4 Share the Magic SuperValu



Familiarity Bias

We're more likely to choose what feels familiar

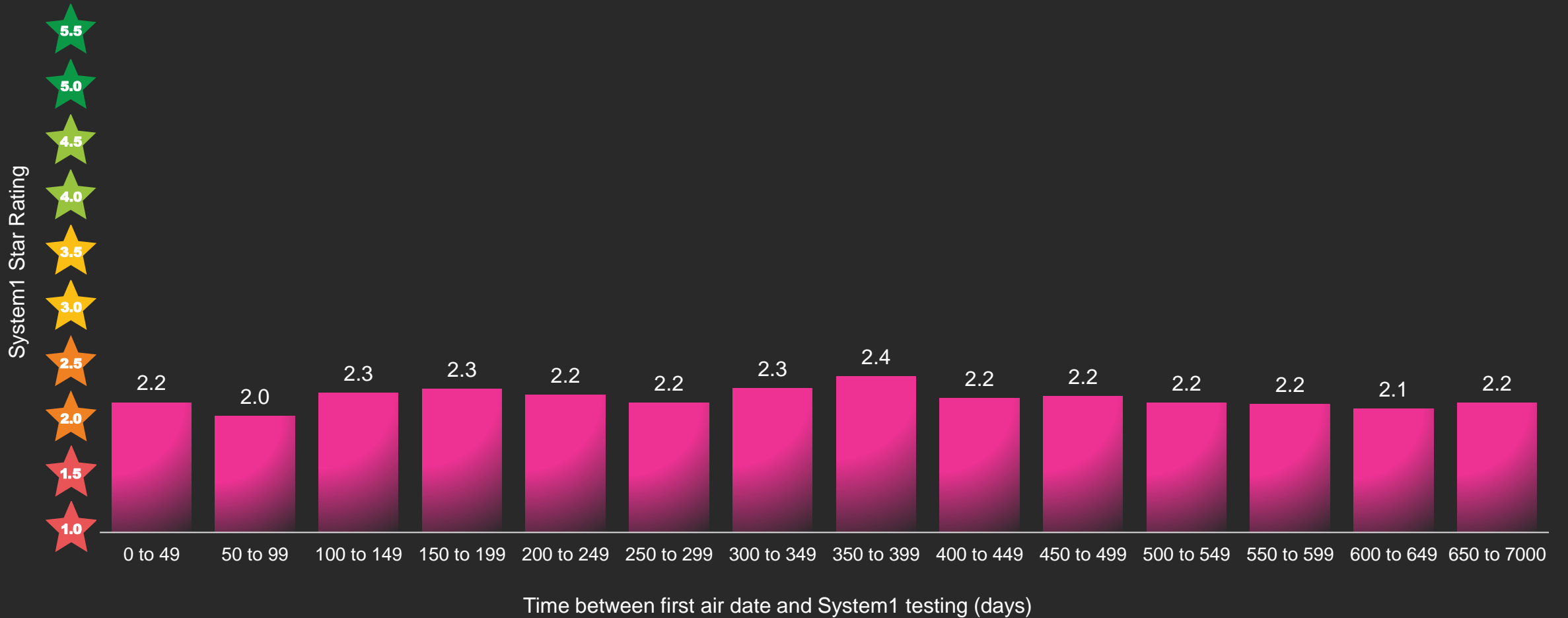


We can't 'afford' to throw away what makes our brand recognisable



Little evidence of ads wearing out

ads that are tested up to 19 years after they were first aired and ads that are tested at first airing test similarly, on average



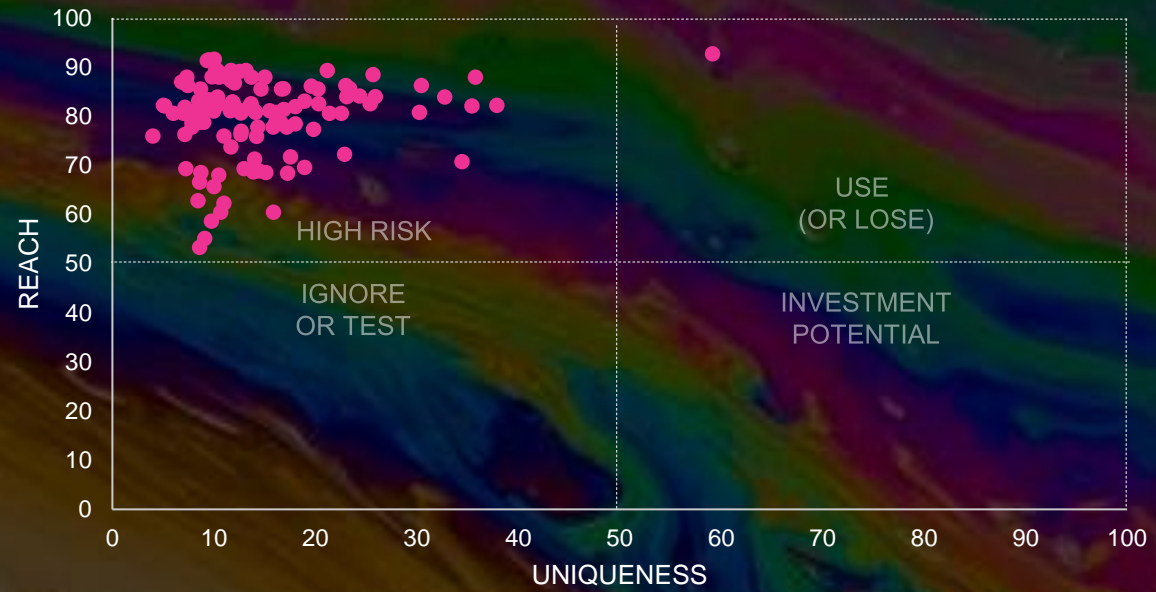
Source: System1's Test Your Ad Premium database (51,135 US and UK TV ads with spend and airing dates available, ad base per time slice ranges from 138 to 41,484)

A field of yellow tulips with one red tulip standing out in the center. The background is a dense field of yellow tulips, and the foreground shows several individual tulips, including the prominent red one.

Von Restorff Effect

We notice things that stand out!

Colour palettes tend to be highly recognised but brands struggle to 'own' them

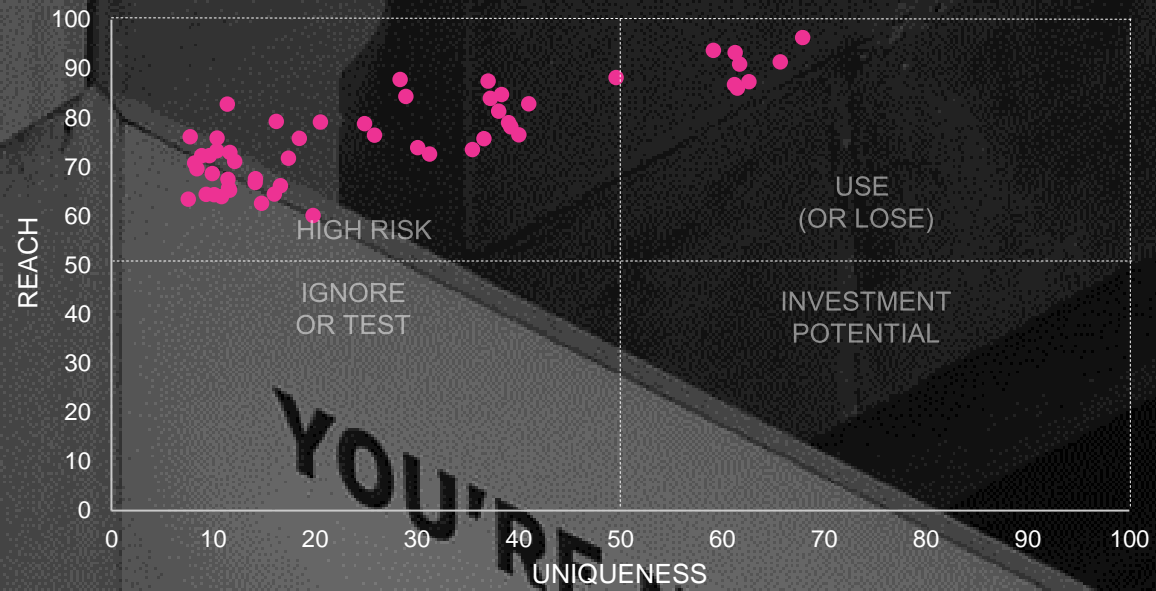


Typography faces similar challenges but, done well, it can be a powerful tool to recognition





Slogans can often be misattributed to competitors, although there are techniques that drive recognition



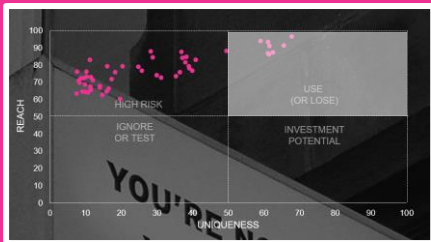
YOU'RE NOT LOST
YOU'RE HERE

Drive memorability by building on existing memory structures – include the brand name

There's no replacement for creative consistency but working with the brain, and not against it, can help

7/8

of the most distinctive slogans we've tested *originally* included the brand name



System 1

“ Should have gone to _____

“ Have a break, have a _____

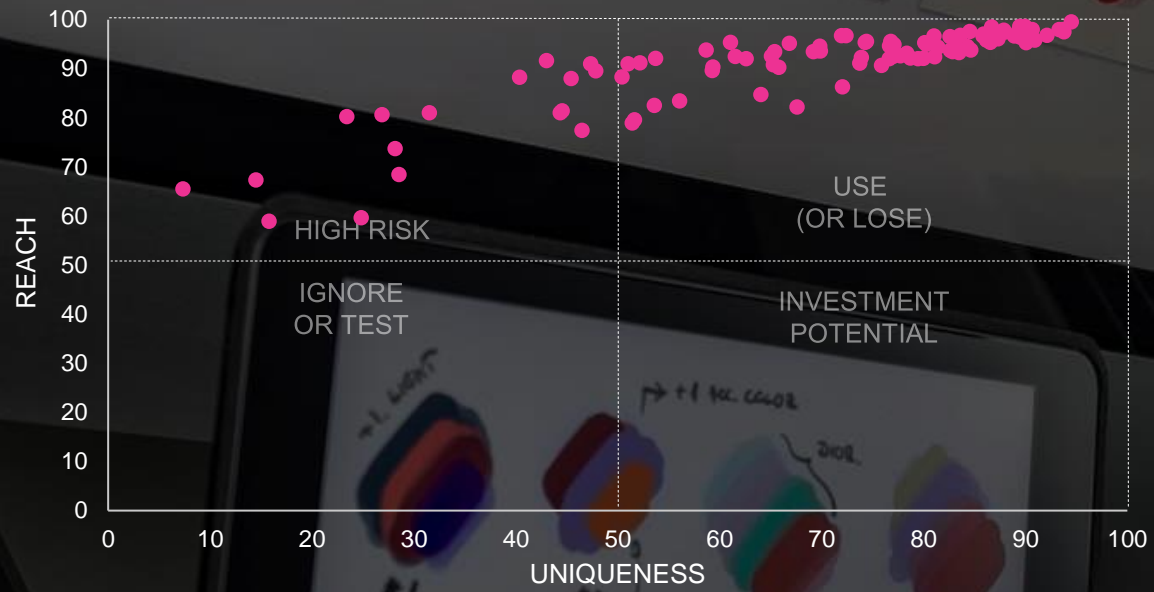
“ Beanz Meanz _____

“ Maybe she's born with it, maybe it's _____

“ _____ gives you wings



Logos are inherently strong distinctive assets, very ownable, but use in creative work with caution



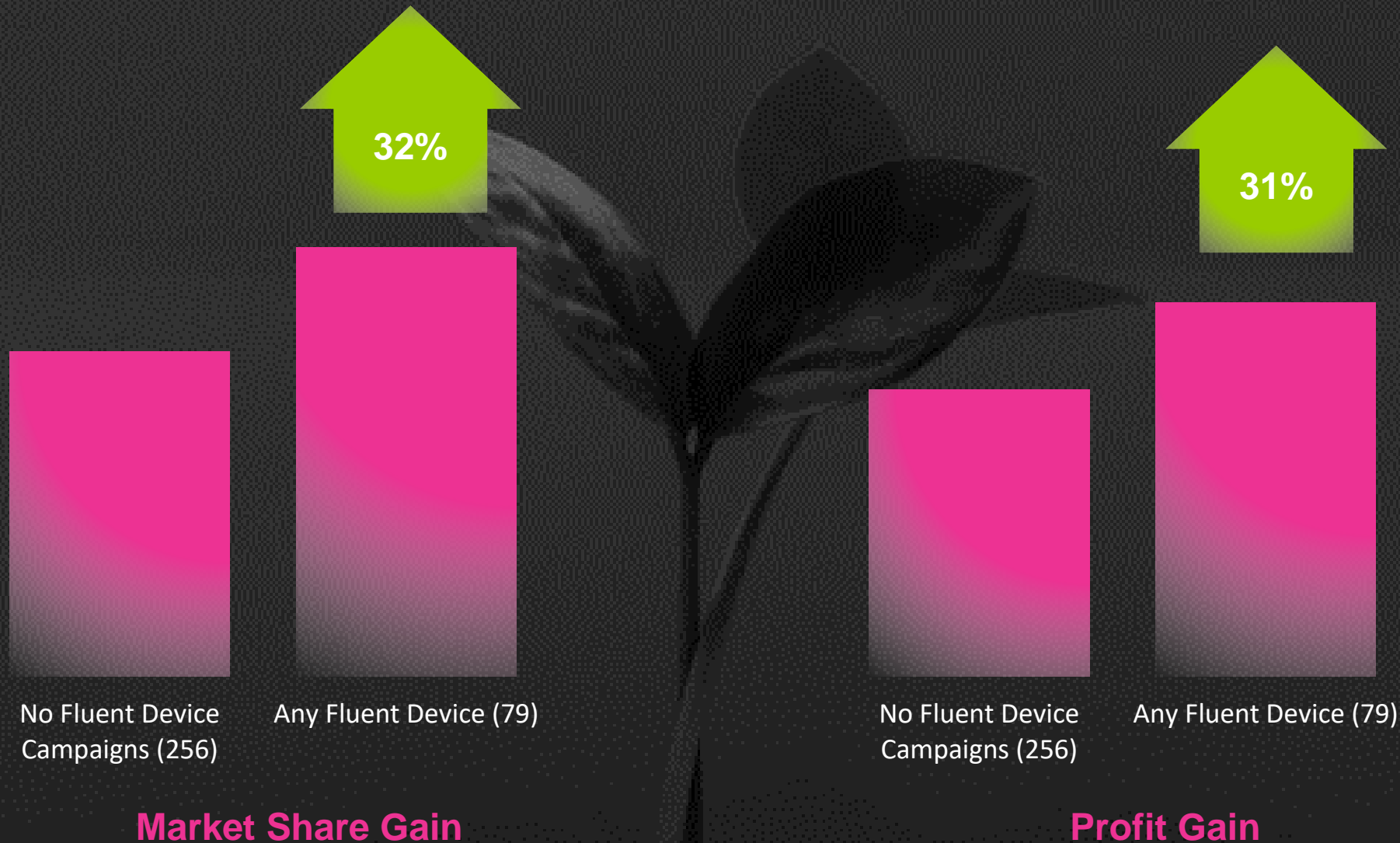
Consistency enables creativity (it doesn't mean the absence of it!)



3.8

Long-term campaigns with Fluent Devices: More likely to achieve profit gain

% ACHEVING VERY LARGE EFFECTS ON MARKET SHARE & PROFIT GAIN



Fluent Devices

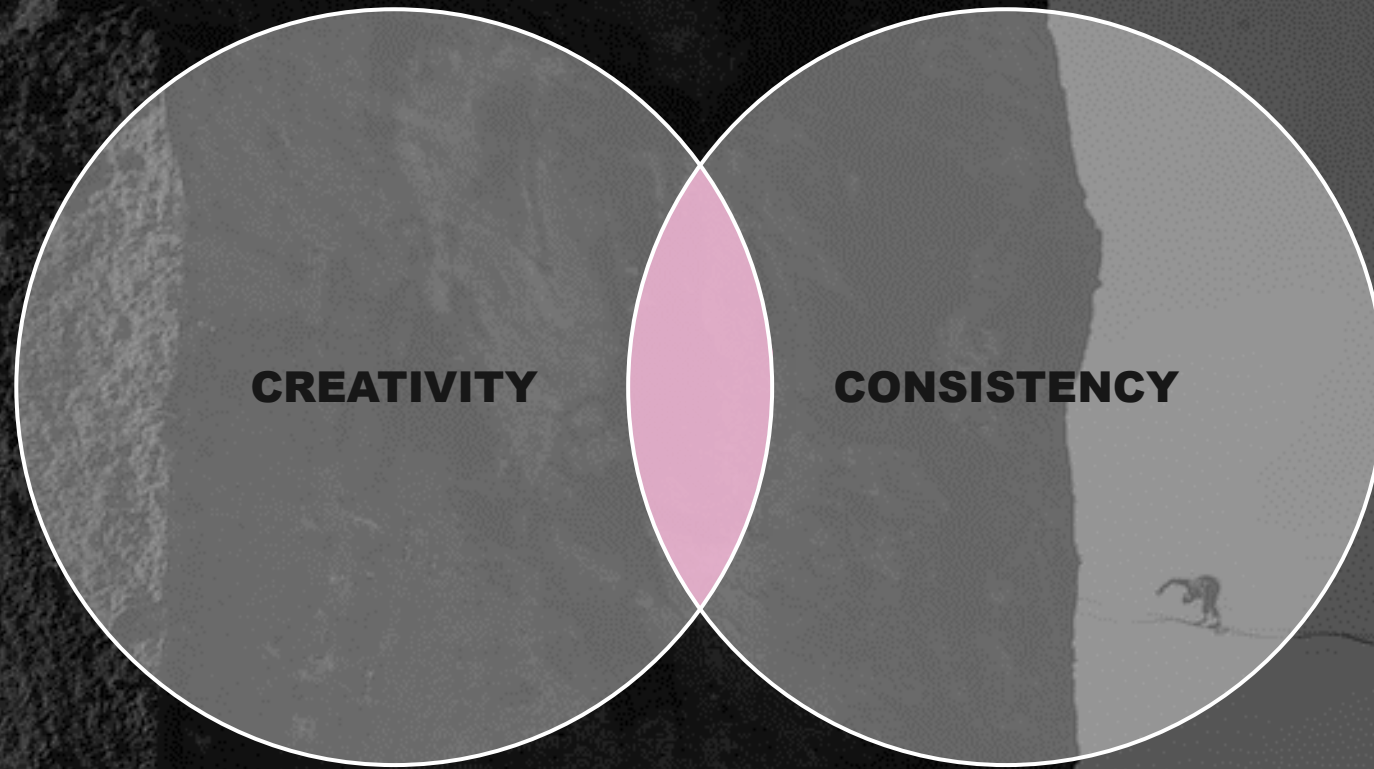
'Brand Characters' are the tip of the iceberg



Character Fluent Devices are very effective. However, it's worth considering the bottom line.



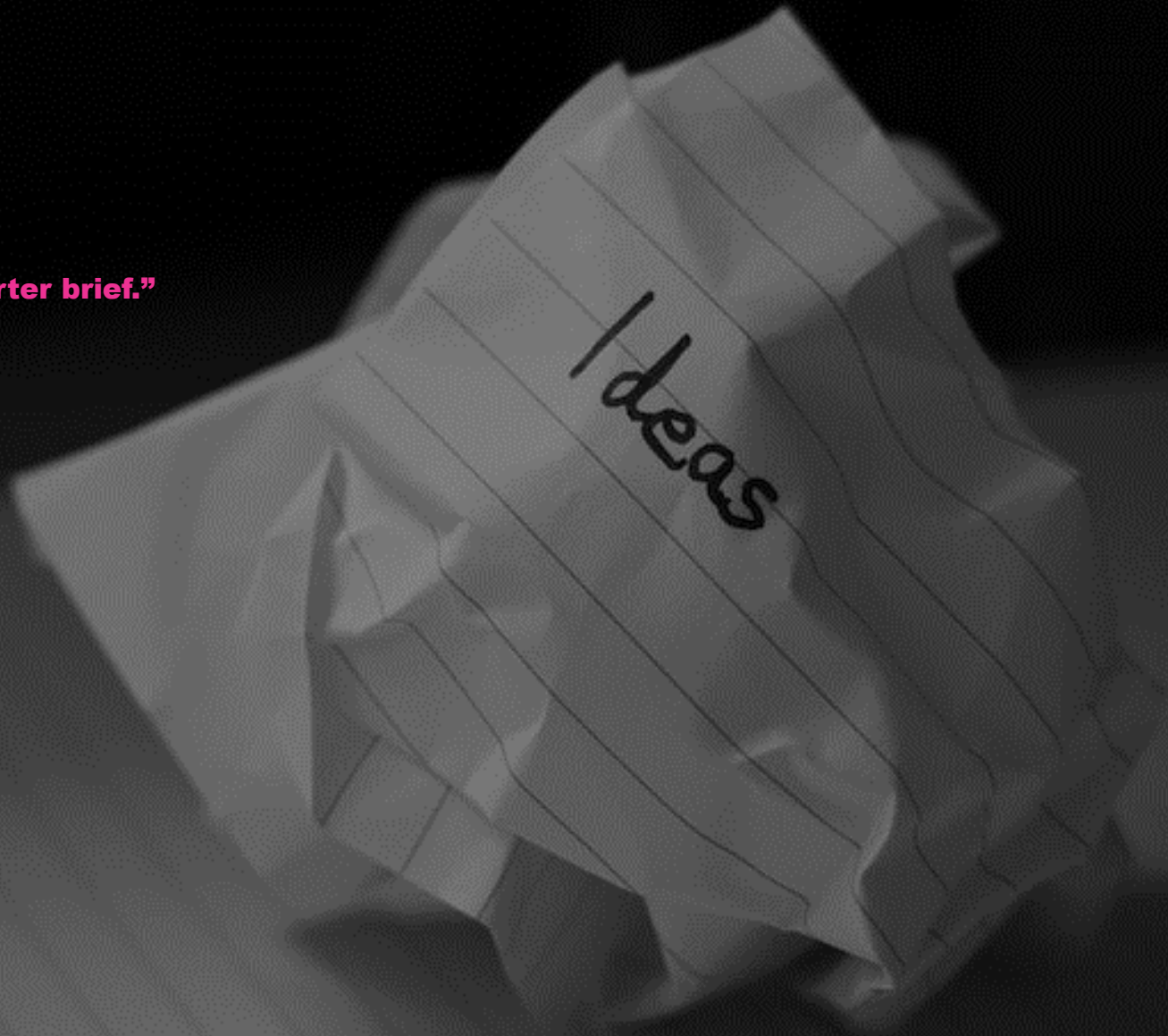
An apparent tension is actually our superpower



“It’s called a brief for a reason...”

“Give me the freedom of a tight brief.”

“If I’d have more time, I’d have written a shorter brief.”



A dark tunnel with a light source at the end, creating a bright path through the darkness.

Constraints Fuel Creativity

Build bias into our brand building

Keep in Touch!



George Webster

Account Director

T: +447917 092941

E: george.webster@system1research.com

