



# Marketing Effectiveness

through the wide lens

The Value Imperative

Marketing effectiveness is the foundation of most successful organisations. Yet in this challenging economic environment, ad spend is down. However, as Kantar BrandZ reveals, powerful and effective brands are more resilient and outperform on the stock market.

## The challenge: overcoming the effectiveness confidence gap

### Three factors driving declines in effectiveness



#### SHORT-TERMISM

How do we defend marketing budgets, optimise the balance of marketing activities and unlock the brand building power of digital?



#### THE CREATIVE BLINDSPOT

How do we connect the dots across a fragmented data ecosystem to holistically measure and guide marketing effectiveness?



#### C-SUITE DISCONNECT

How do we accelerate marketing capability to deliver an organisational culture of effectiveness with impact?

## The solution: A roadmap to a more informed and effective marketing strategy

### The challenges as we see it is to overcome the effectiveness confidence gap



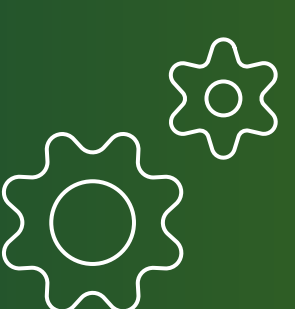
#### COUNTER SHORT-TERMISM

How do you...  
— defend marketing budgets  
— optimise the balance of marketing activities



#### OPTIMISE AND CONNECT THE DOTS

How do you...  
— optimise all marketing levers and connect the dots across a fragmented data ecosystem



#### BUILD A CULTURE OF EFFECTIVENESS

How do you...  
— accelerate marketing capability to deliver an organisational culture of effectiveness with impact?

## There are 15 marketing effectiveness rules to implement right now including...

### Deliver strong campaigns through emotive clarity

Brands with emotive clarity are on average **1.5x** stronger on perceived difference, which helps sustain pricing power.

### 26% of campaigns = zero impact

If you get your creative wrong, your content can damage your brand.

**26%**

...had zero or negative impact on **association**.

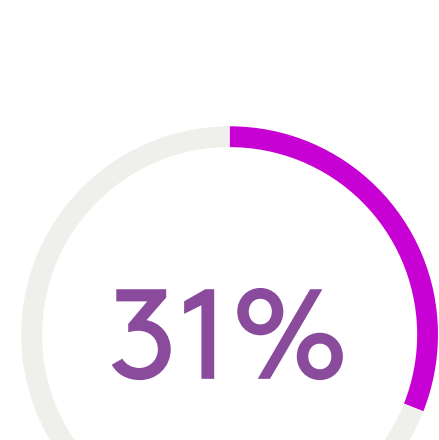
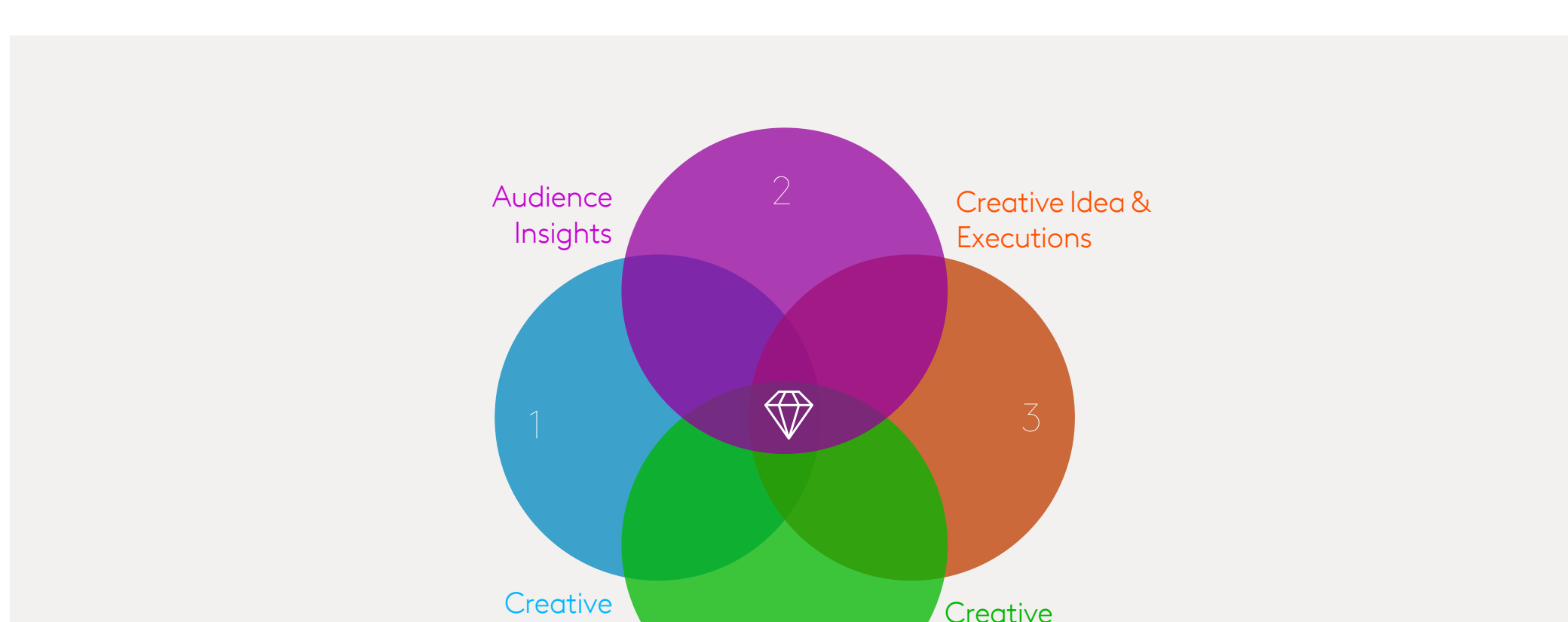
**23%**

...had zero or negative impact on **purchase intent**.

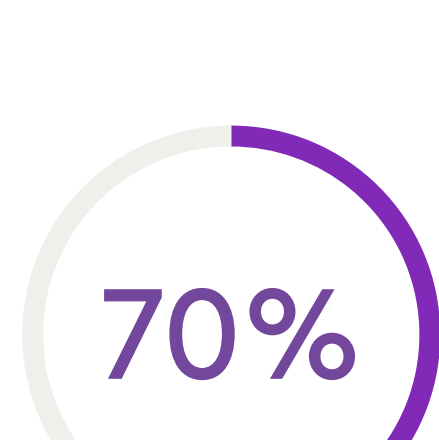
## Double success through creative development

### Top performing brands invest in creative development at an early stage.

Clients who committed to idea development research saw the proportion of their ads performing in the top quartile of Kantar's Link database soar by 2.3 times.



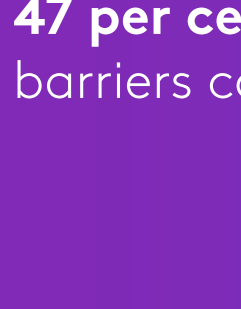
before committing to idea development research



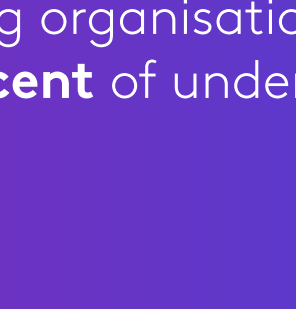
after committing to idea development research

## Build a culture of effectiveness

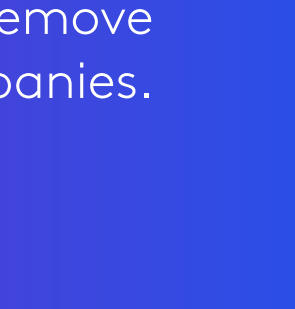
Of the barriers and enablers to an effective marketing organisation, **47 per cent** of overperforming organisations know how to remove barriers compared to **25 per cent** of underperforming companies.



A clear and well-defined **strategy/objectives**.



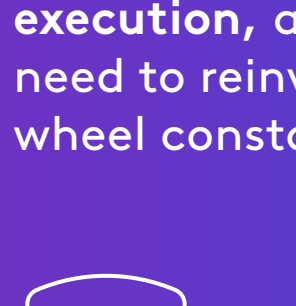
Clearly defined **processes for planning and execution**, avoiding the need to reinvent the wheel constantly.



Appropriate tools to operationalise the way we do things.



A **structure** that allows for seamless interaction.



The right **people** in the right place – with the capability and motivation required.

Discover all 15 rules to maximising marketing effectiveness.

Download the playbook at [kantaraustralia.com](http://kantaraustralia.com)

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