

# MISFITS MINDSET

Tony Hawk, George Lucas and David Bowie  
walk into a bar ...

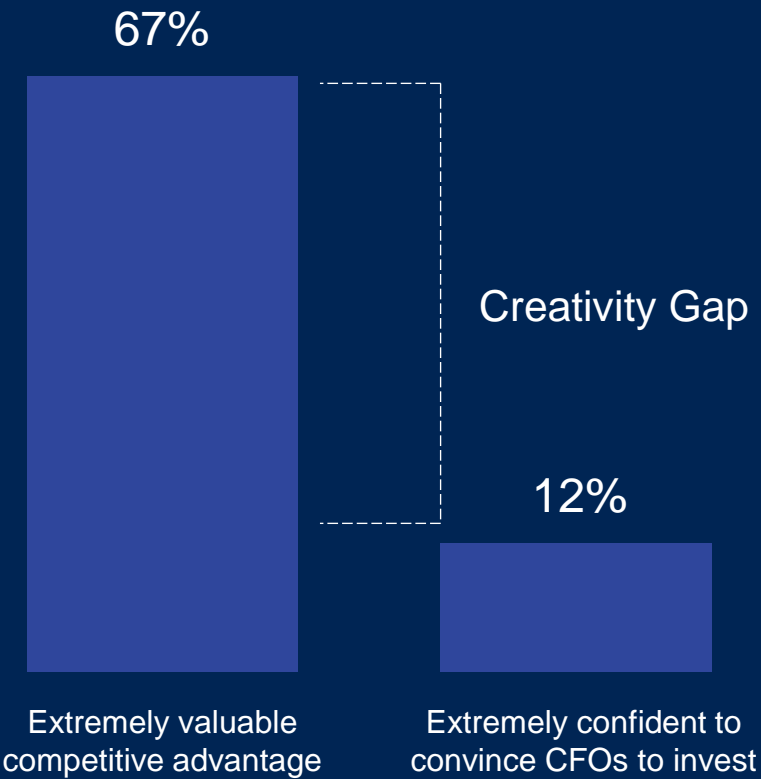
How creativity in advertising sparks brand growth

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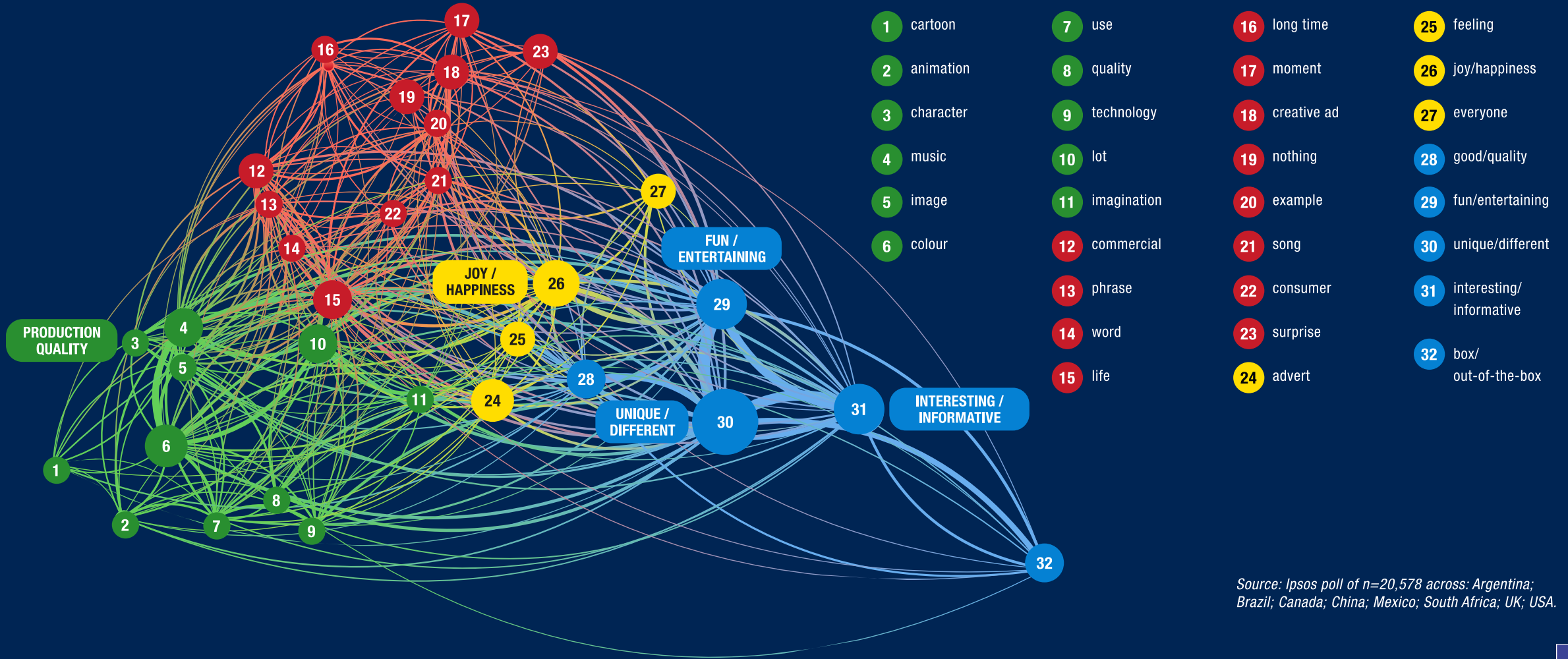
Haydn Northover



# WE NEED TO TALK ABOUT CREATIVITY



# AN ORIGINAL OR DIFFERENT EXPERIENCE THAT DELIVERS VALUE TO THE AUDIENCE



Source: Ipsos poll of n=20,578 across: Argentina; Brazil; Canada; China; Mexico; South Africa; UK; USA.

**Experiment to  
Learn**



**Look to other  
things for  
inspiration and  
re-apply it**



**Balance the new  
with the familiar  
and constantly  
evolve**



# CREATIVE EXPERIENCES AND IDEAS ARE ESSENTIAL IN ADVERTISING

CREATIVE EXPERIENCES

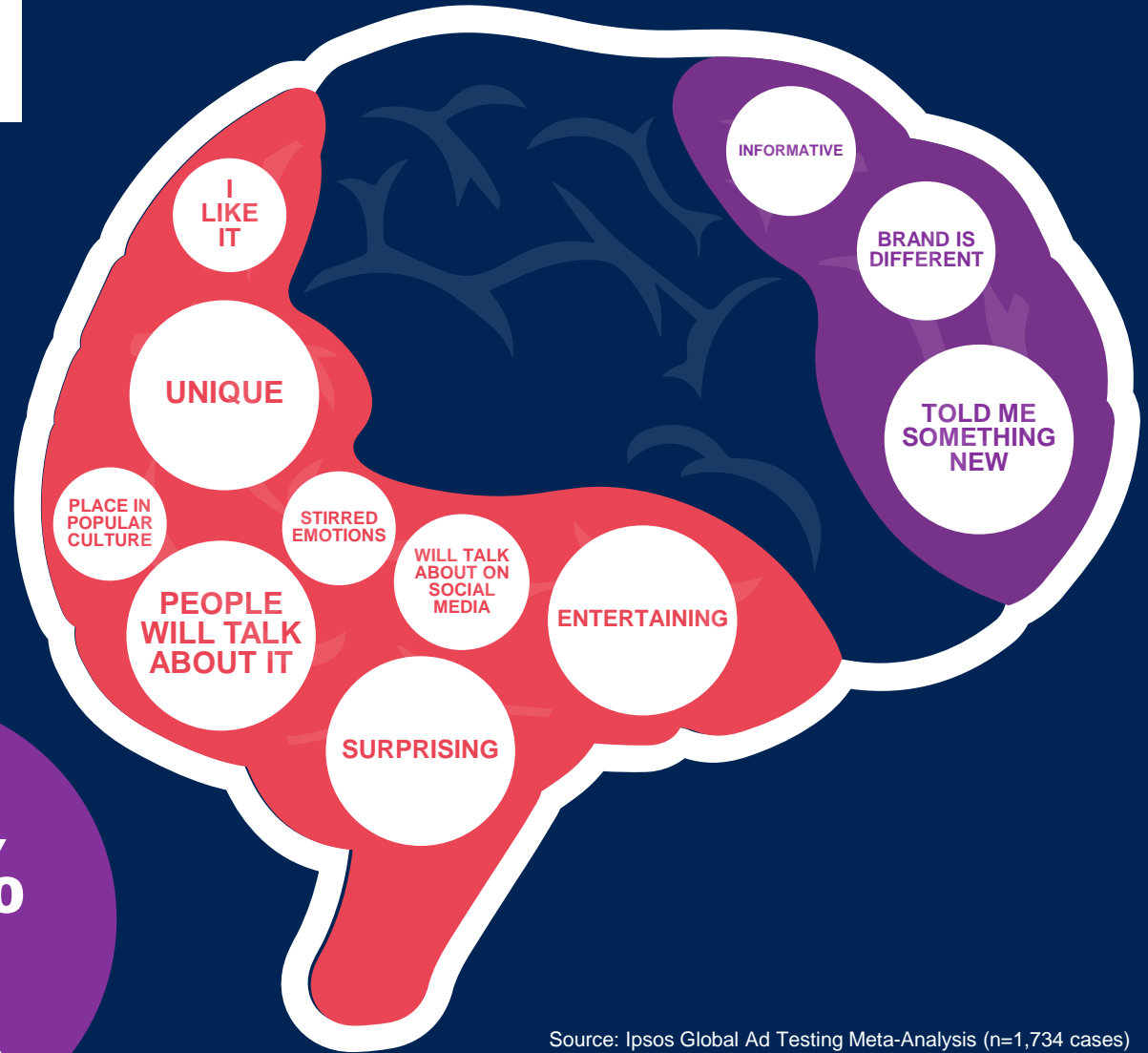
EMPATHY & FITTING IN

CREATIVE IDEAS



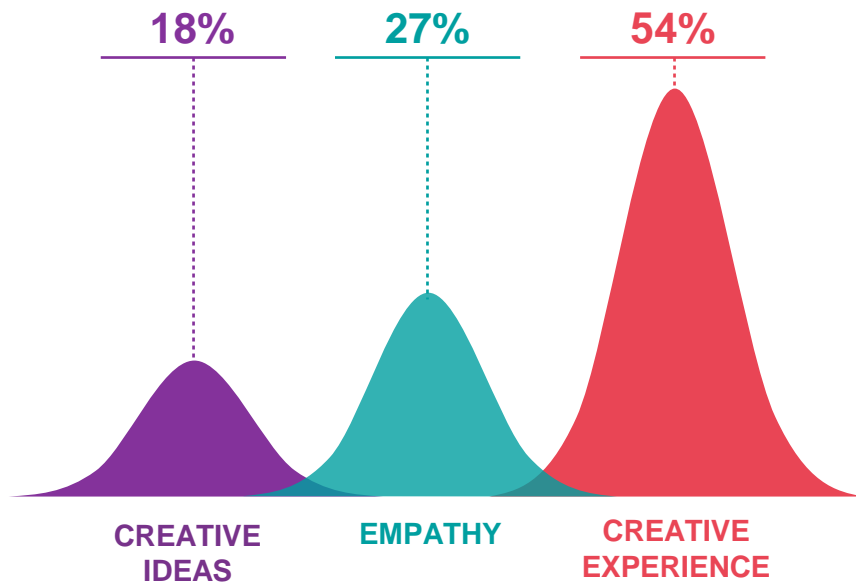
ADVERTISE  
**HERE**

Non conforming campaigns are  
**+21%**  
better at building  
**Brand Attention**



Source: Ipsos Global Ad Testing Meta-Analysis (n=1,734 cases)

# A CREATIVE EXPERIENCE FUELS MEMORY ENCODING



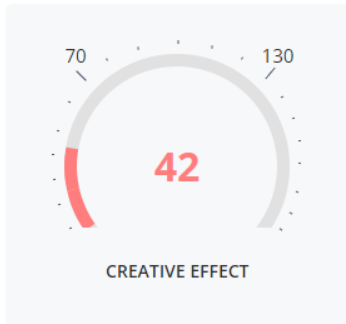
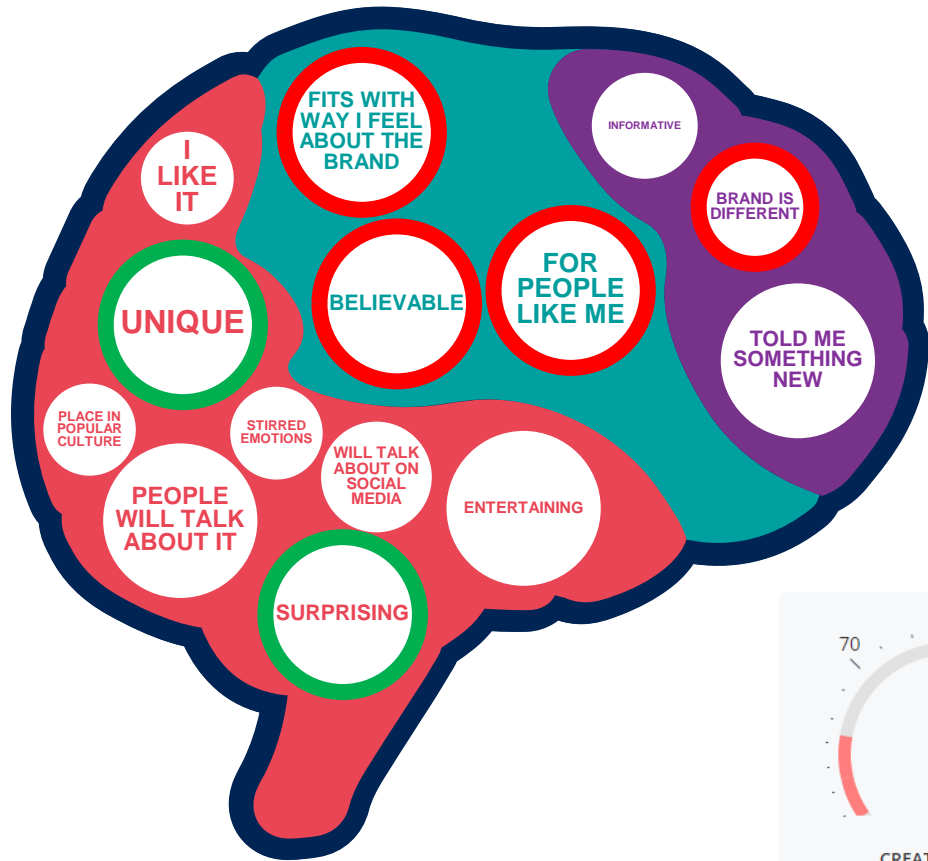
% PROPORTION OF VARIANCE EXPLAINED IN REGRESSION MODEL FOR MEMORY ENCODING

Source: Ipsos Global Ad Testing Meta-Analysis (n=1,734 cases)





CREATIVE EXPERIENCES    EMPATHY & FITTING IN    CREATIVE IDEAS





TO EVERYDAY PEOPLE  
EVEN THE MOST CREATIVE ADS  
ARE SOMETIMES...



CREATIVE

BUT CONFUSING



CREATIVE

YET  
POLARIZING



RESONATING

WITH PEOPLE  
CHALLENGES...  
BUT NOT WITH THE  
BRAND



CAN YOU BE

CREATIVE  
+  
EMPATHETIC

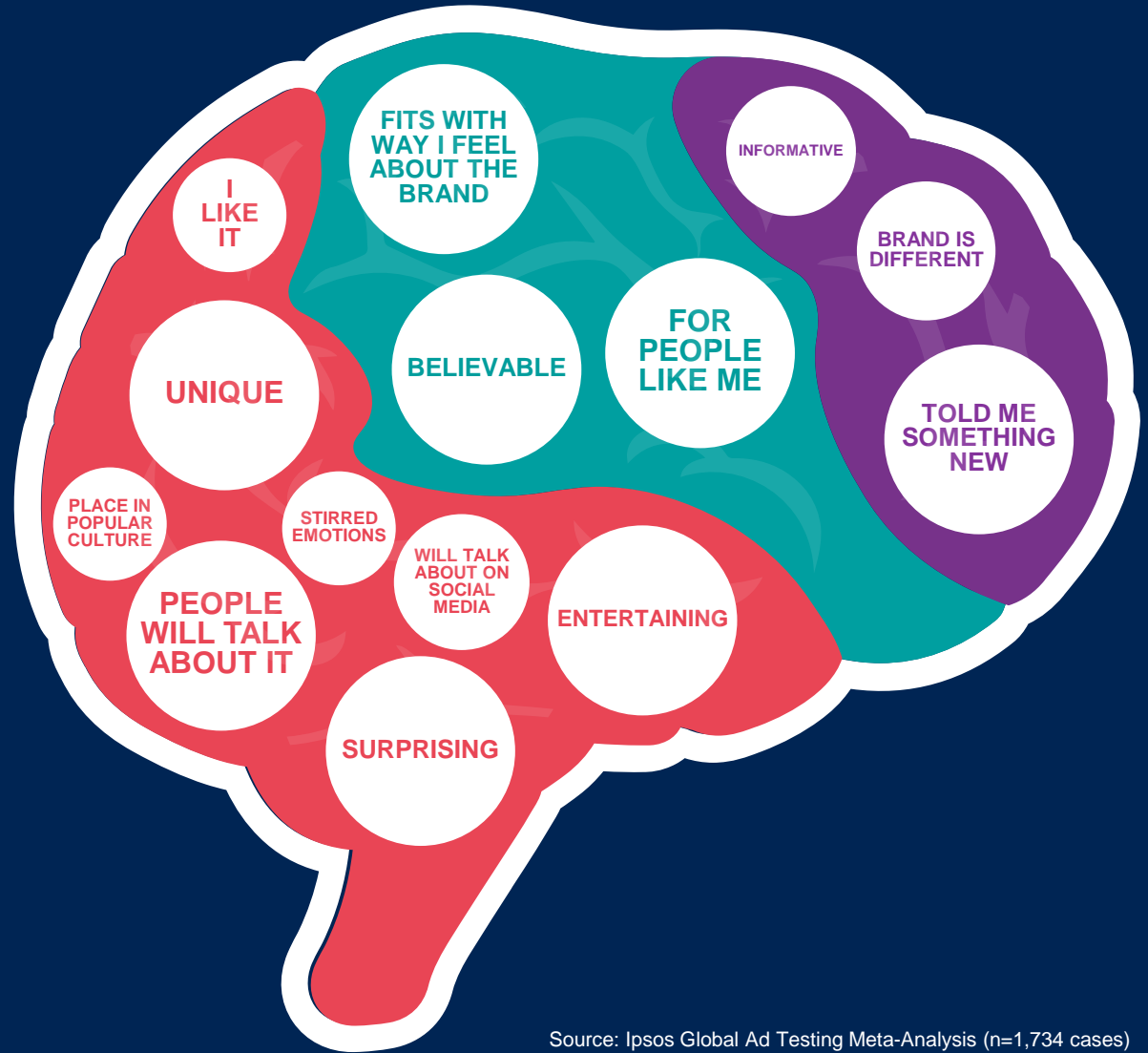


# EMPATHY IS THE SECOND KEY TO CREATIVITY IN ADVERTISING

CREATIVE EXPERIENCES

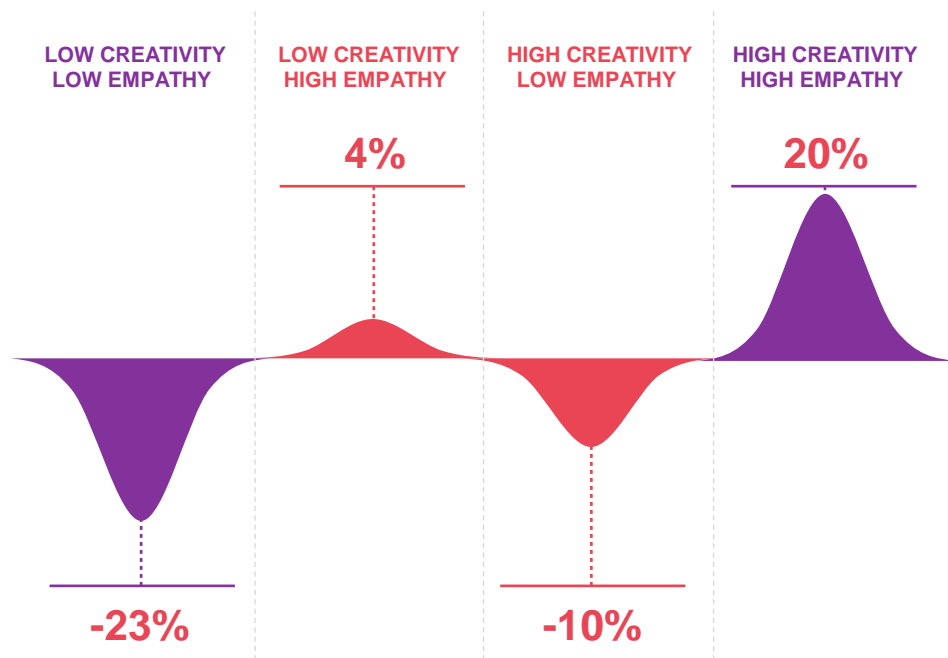
EMPATHY & FITTING IN

CREATIVE IDEAS



Source: Ipsos Global Ad Testing Meta-Analysis (n=1,734 cases)

# CREATIVITY CAN HELP YOU PUT THE “EXTRA” IN “ORDINARY”



% DIFFERENCE VS. AVERAGE PERFORMANCE  
ON CREATIVE EFFECT INDEX

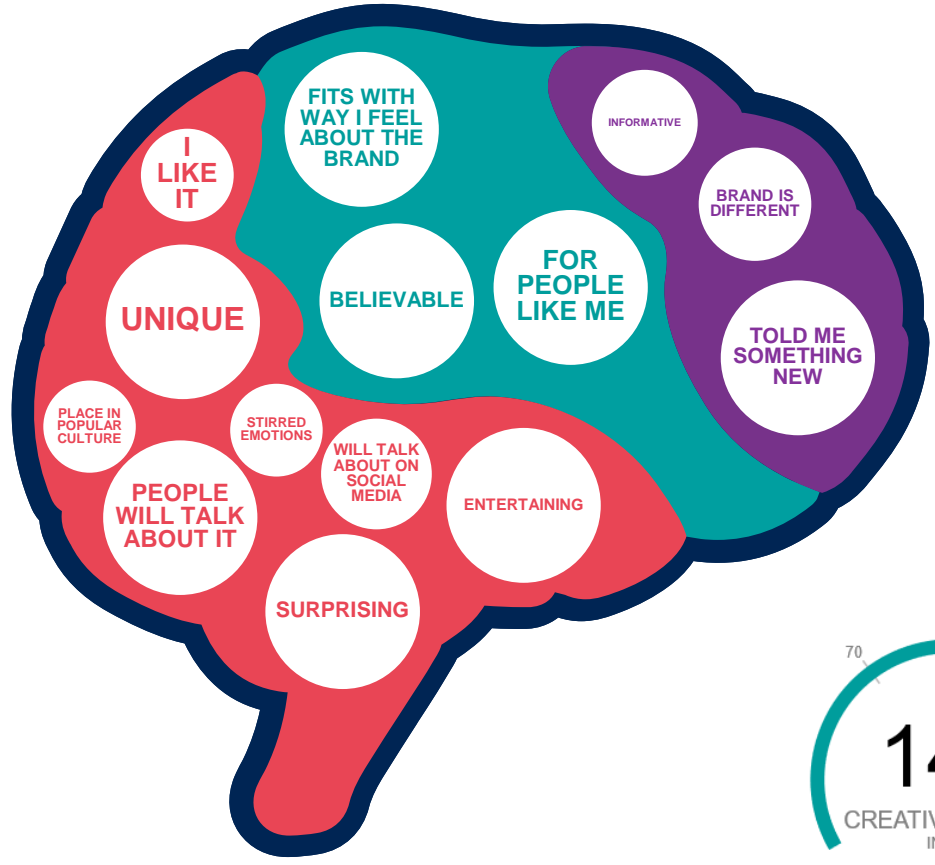
Source: Ipsos Global Ad Testing Meta-Analysis (n=1,734 cases)

© Ipsos | MISATS: How Creativity in Advertising Sparks Brand Growth





CREATIVE EXPERIENCES    EMPATHY & FITTING IN    CREATIVE IDEAS



# IT'S NOT PAINT BY NUMBERS



## BRAND ATTENTION

- Have we seen this before?
- Are we trying to evoke an emotional response?
- Are we trying to entertain people and get them talking?



## SHORT TERM CHOICES

- Is our experience relatable and “people first”? Does it reflect their world, their challenges, their dreams?



## BRAND LINKAGE

- Do we know what our strongest Distinctive Brand Assets are?
- Are we using them to their full effect?
- Are they helping us create an original, entertaining experience?



## LONG TERM RELATIONSHIPS

- Are we offering any new ideas and thinking?
- If we are, how do these link to people’s lives and the role of our brand?



Creativity is a mindset to empower you to focus on one thing ... your **audience**.

To actively create advertising that **surprises, entertains**, and is born of **empathy for people**, reflecting their challenges, their needs, their dreams.

Because the evidence confirms, **advertising that delivers this experience is not only more positive for audiences**, but also most likely to deliver an increase in sales and market share growth.



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