

MISFITS MINDSET

How creativity in advertising sparks brand growth

June 2023

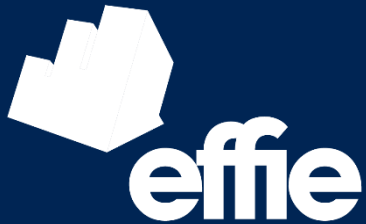


IPSOS MISSION IS TO HELP BRANDS HARNESS **CREATIVITY** TO SPARK BRAND GROWTH

World leading advertising research agency
for forty years.

Leading edge Behavioural Science, Data
Science and Neuroscience integrated
methods.

Expert practitioners and industry
partnerships:



effie ON MISFITS

 **Traci Alford**
Global CEO at Effie Worldwide

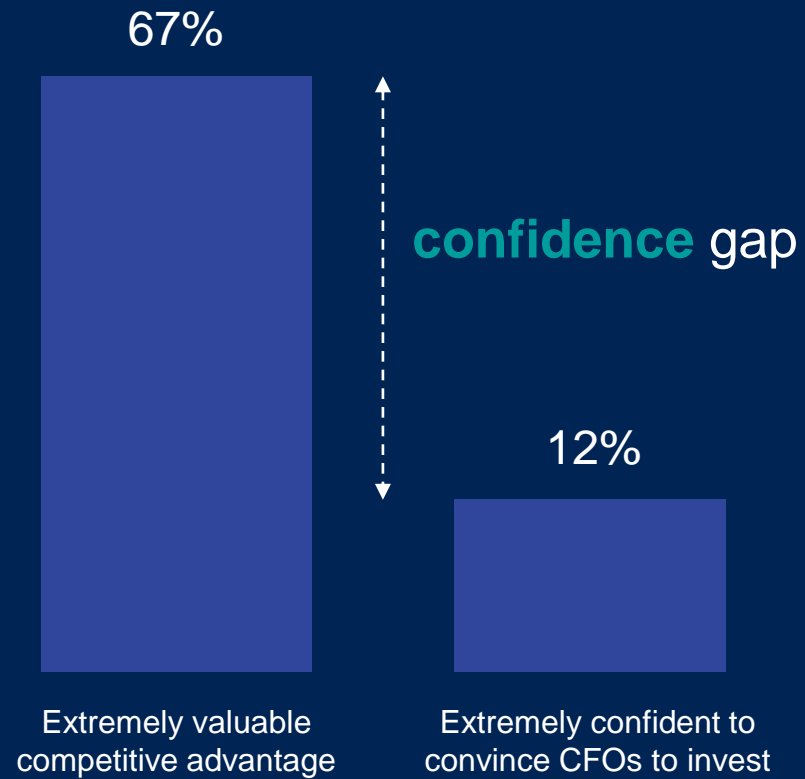
« Fortune favours the bold »

The banner features the Effie logo on the left, the text "effie ON MISFITS" in the center, a portrait of Traci Alford on the left, and a stylized hand icon on the right. The quote "« Fortune favours the bold »" is at the bottom.

misfit noun
/'misfit/

Someone who actively does not
fit in to get to more effective
outcomes

IS CREATIVITY WORTH IT?

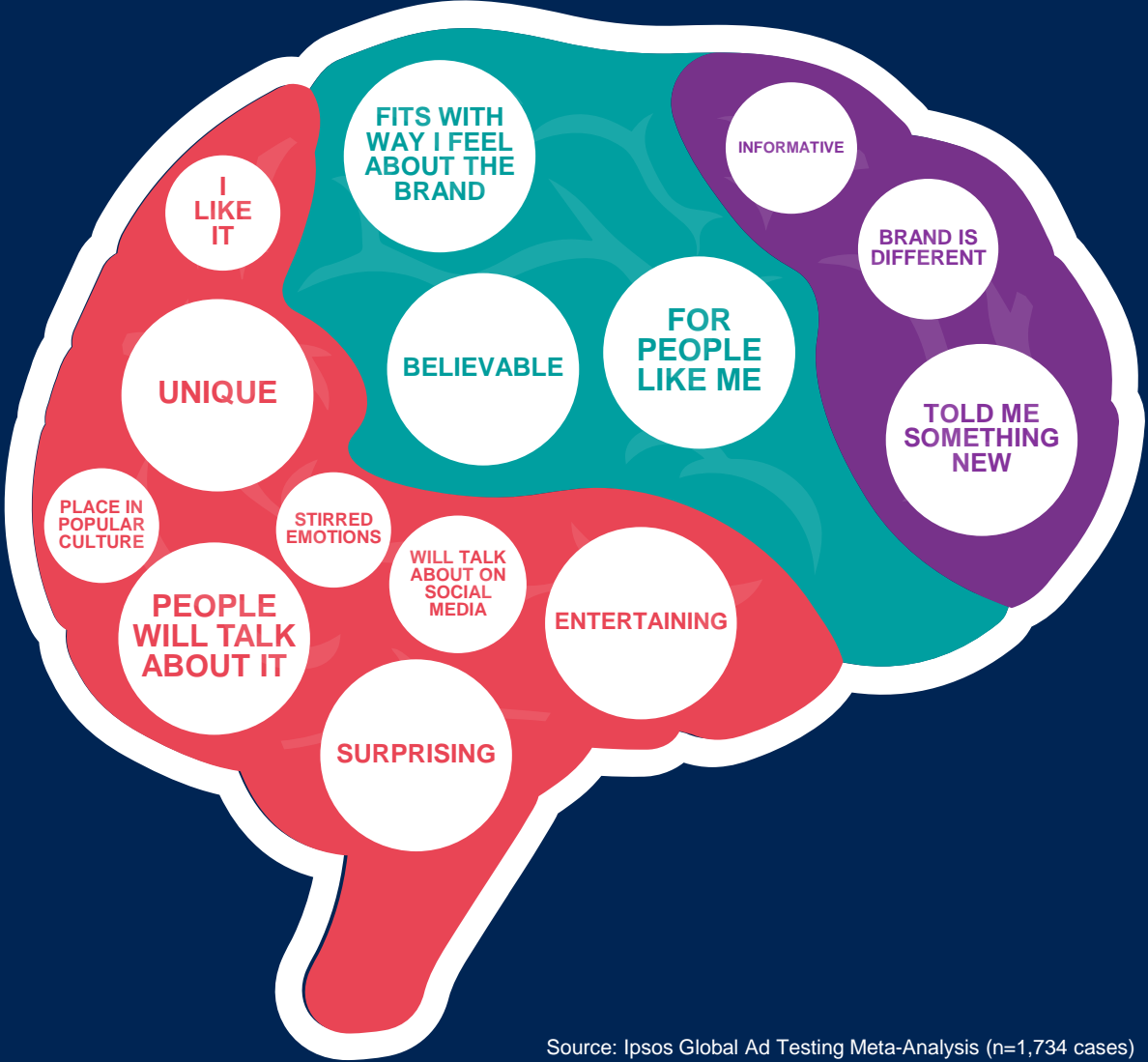


EFFECTIVE ADVERTISING DELIVERS EXPERIENCES THAT HARNESS CREATIVITY AND EMPATHY

CREATIVE EXPERIENCES

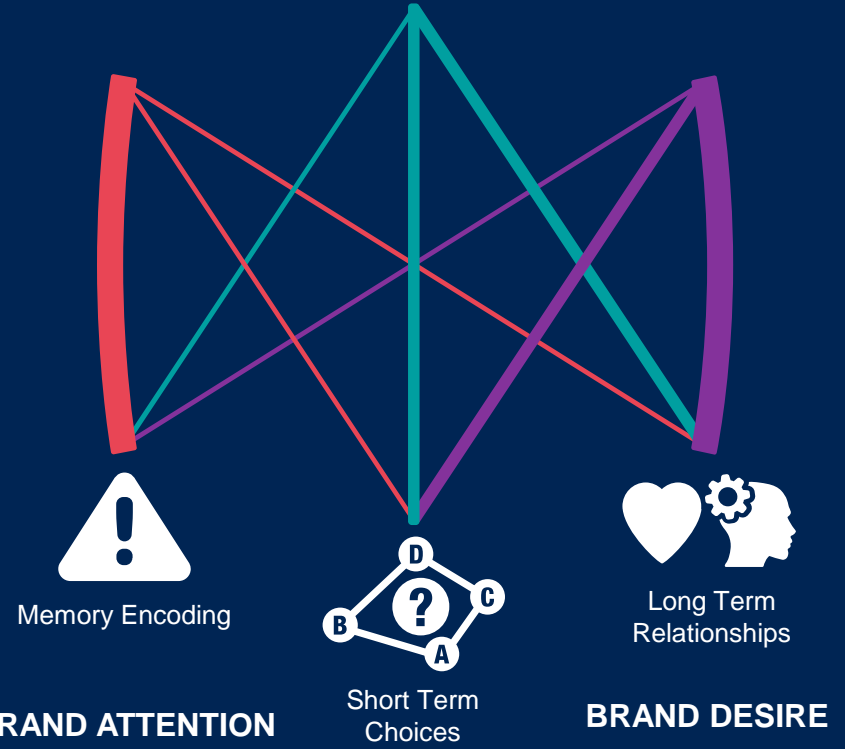
EMPATHY & FITTING IN

CREATIVE IDEAS



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

CREATIVITY MATTERS IN ADVERTISING

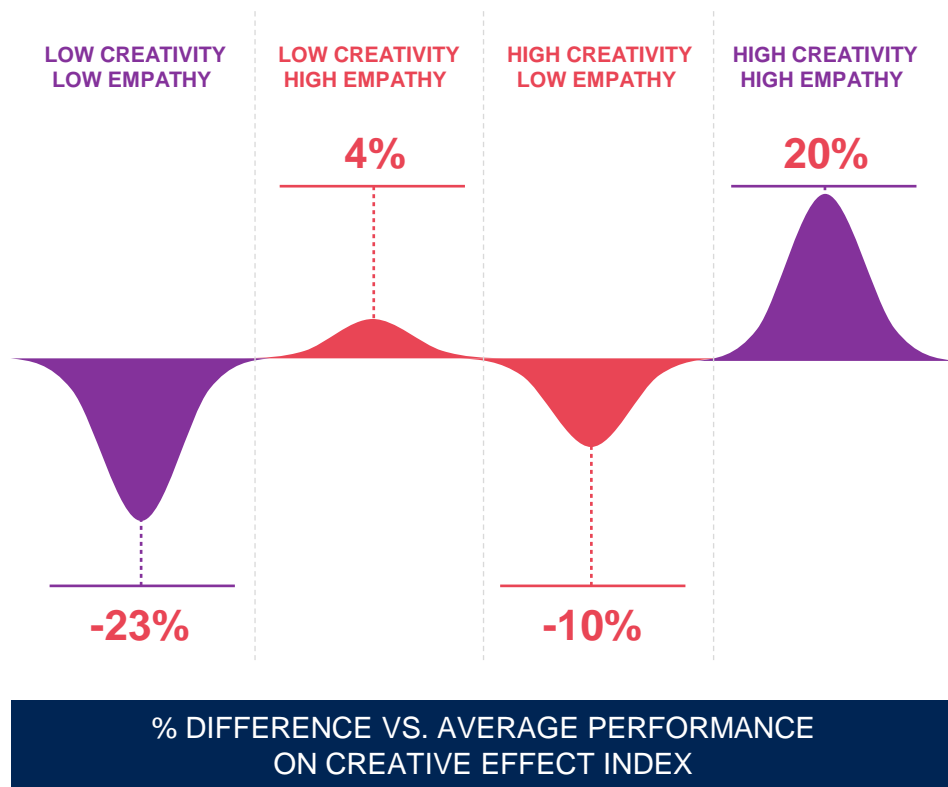


Strongest correlation Medium correlation Weaker correlation

Source: Linear Regression Model of the relationship between Advertising Experience Types and Evaluative Metrics from Ipsos Global Creative Evaluation Database (n=1,734 cases)



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



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



WHICH CZECH ADS STAND OUT OR RESONATE...

2

What are the best performers on the individual
ad reaction diagnostic?

CREATIVE EXPERIENCES: WHAT IS BEHIND IT?

Uniqueness, WOM effect, likeability and being entertaining work well for ads to be remembered.



CREATIVE EXPERIENCES



Creative Experience is the key to be encoded in memory. It is a **unique advertising experience** that entertains, evokes positive emotional response, and is expected to be talked about.

EMPATHY & FITTING IN



Empathy and Fitting In plays an important role in influencing choices in the **short term**. An experience which is **less of difference, originality** and more of the familiar and known.

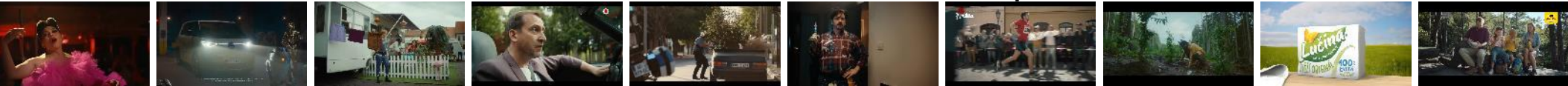
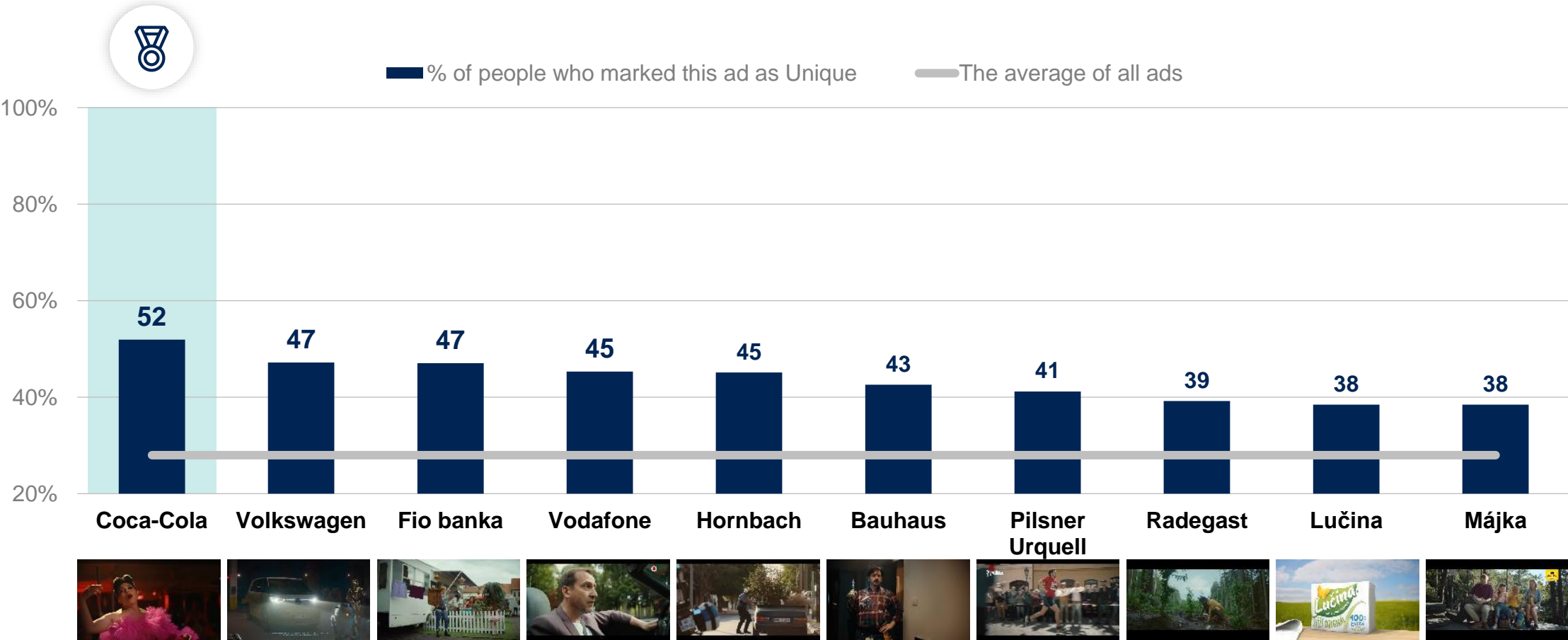
CREATIVE IDEAS



Creative Ideas has more potential to change choices and behaviour in **long term**. It is an experience that introduces **new ideas and thinking**.

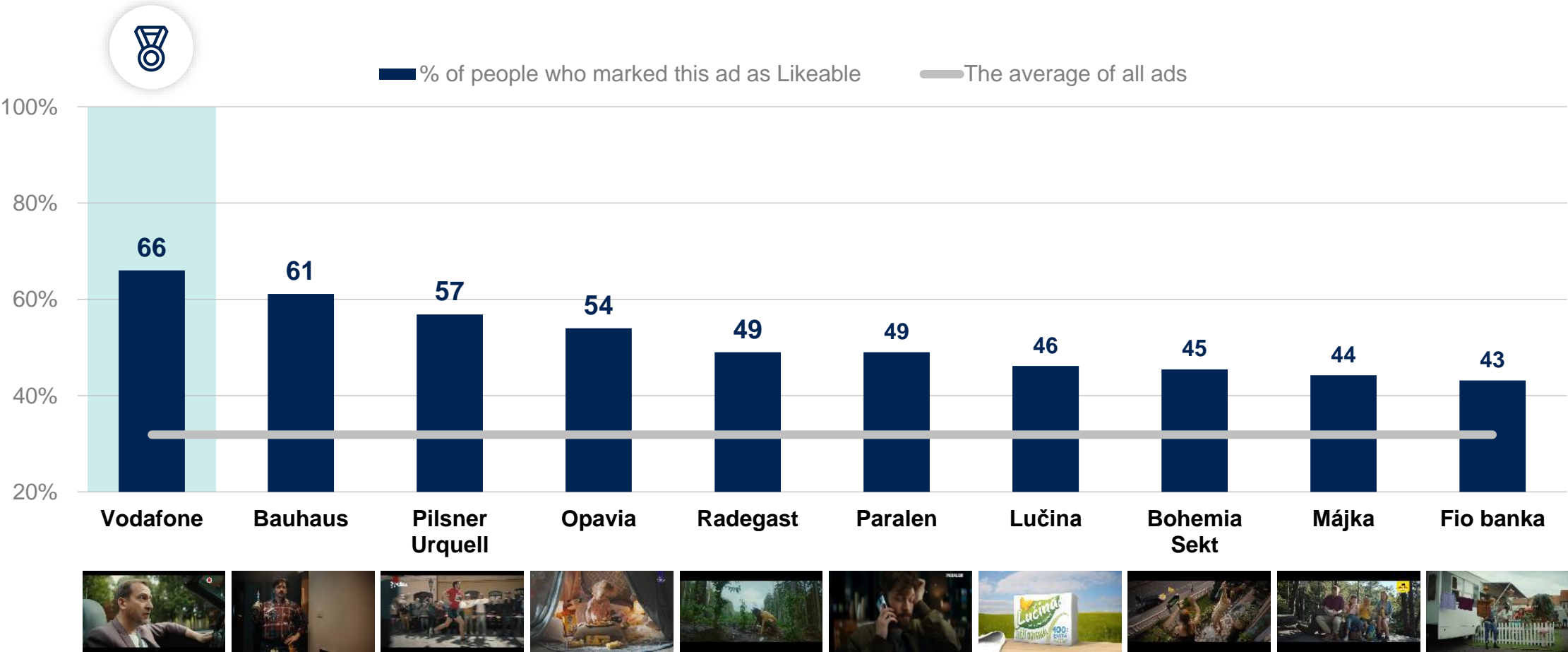
THE MOST UNIQUE ADS

The most unique ads use in their story well known pop culture references (Queen music, Star Wars), as well as Czech type of humor, that is atypical for the category in which is used (Fio banka).



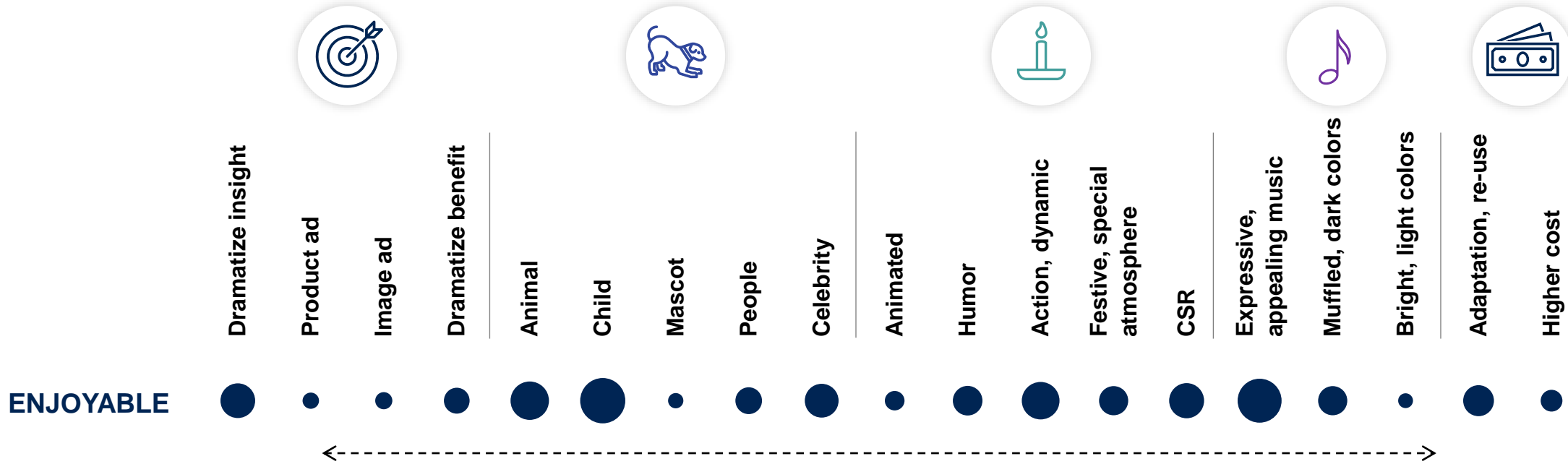
THE MOST ENJOYABLE ADS

Majority of enjoyable ads has a focus on a plot of the story, usually they use Czech landscape shots and actors.



CREATIVE FACTORS BEHIND ADS' RESONANCE

To conclude on enjoyability, there is no clear “recipe” on how to achieve it. When it comes to uniqueness, when executed well, humor, celebrities and animals are the key to success.



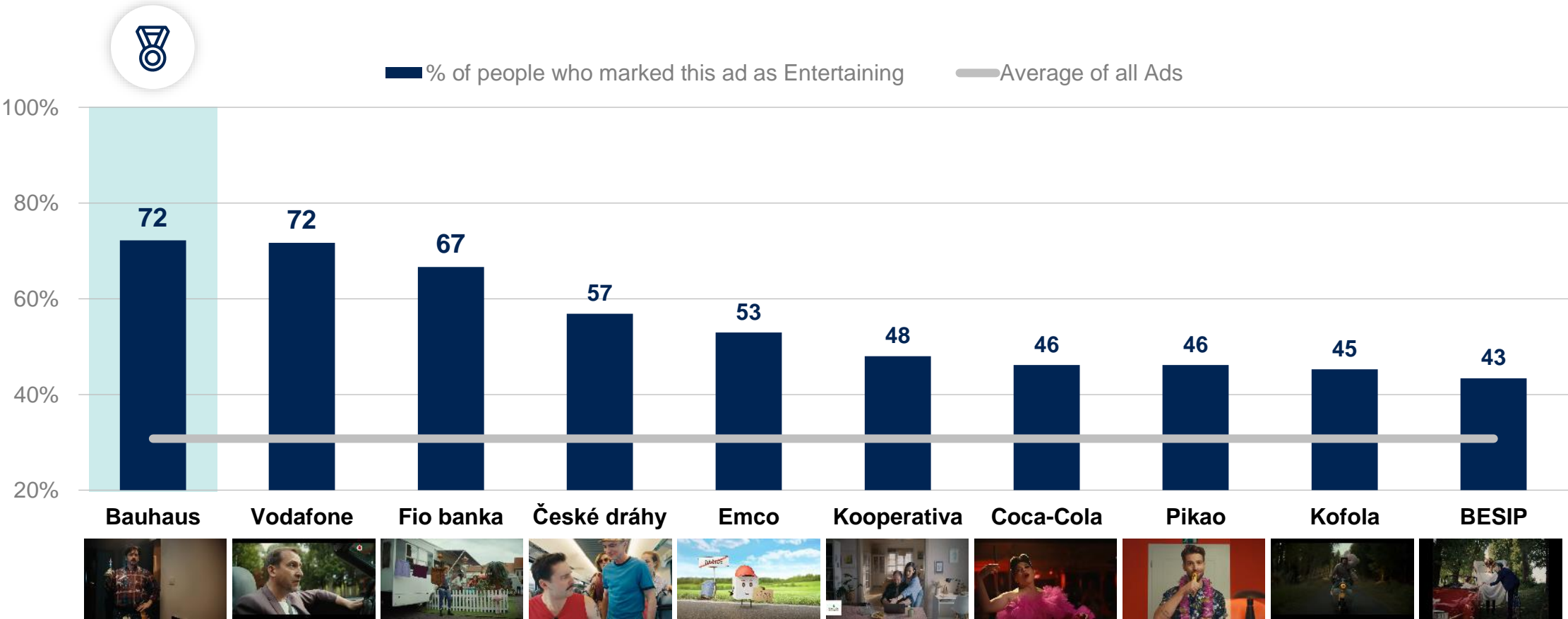
To achieve viewers enjoyment, you can work with a variety of creative strategies and techniques. But none of them is a guarantee of success!

On the other hand, the main barrier was mainly dramatized benefit.

The uniqueness of the ads was driven by humor, usage of animals or celebrities, but also when CSR is used in the commercial, which is given by the fact, that it is not that usual.

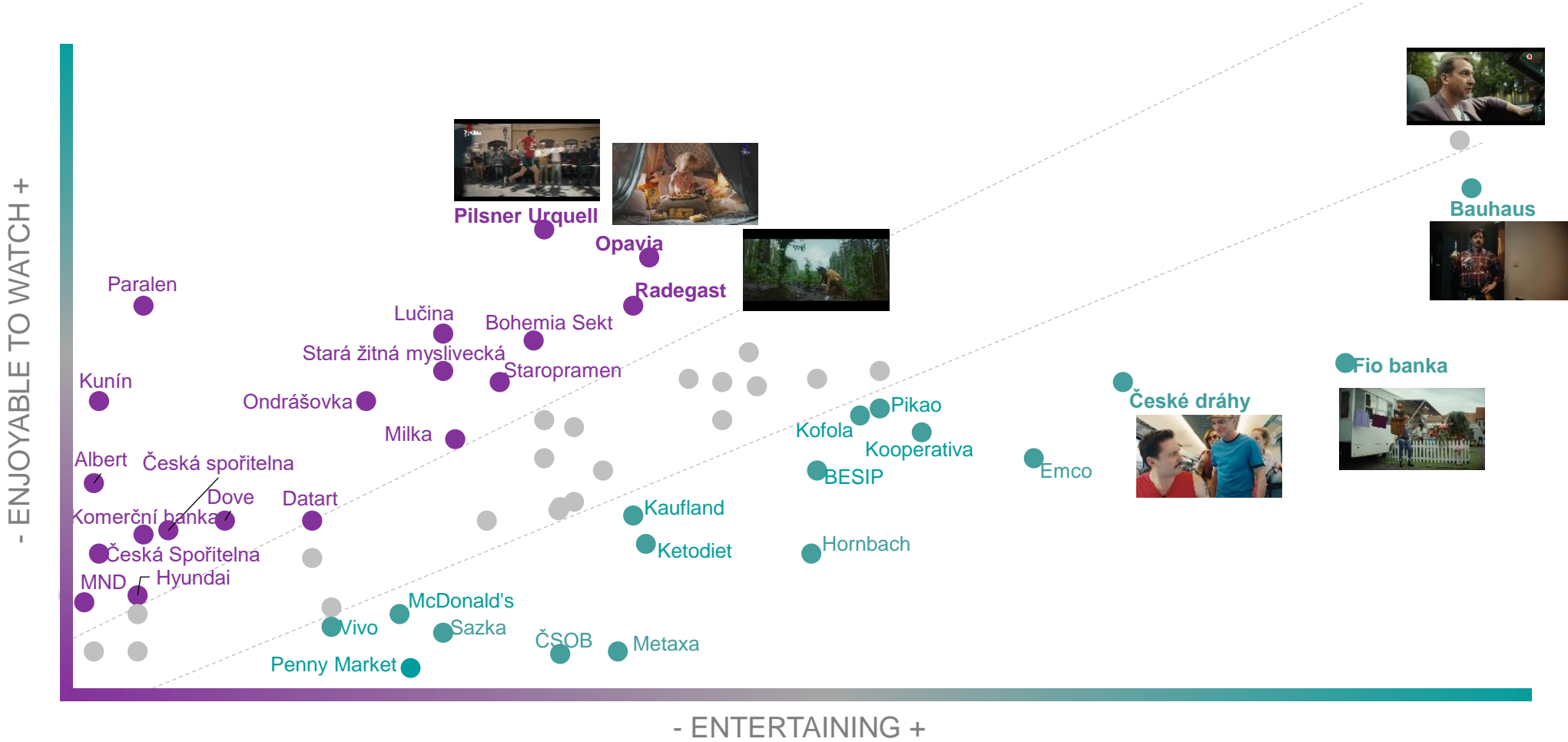
THE ADS THAT ENTERTAIN

The most entertaining advertisements include a funny story, puns and exaggerations. Moreover top 4 ads are part of a long-term communication concept with famous and popular Czech actors.



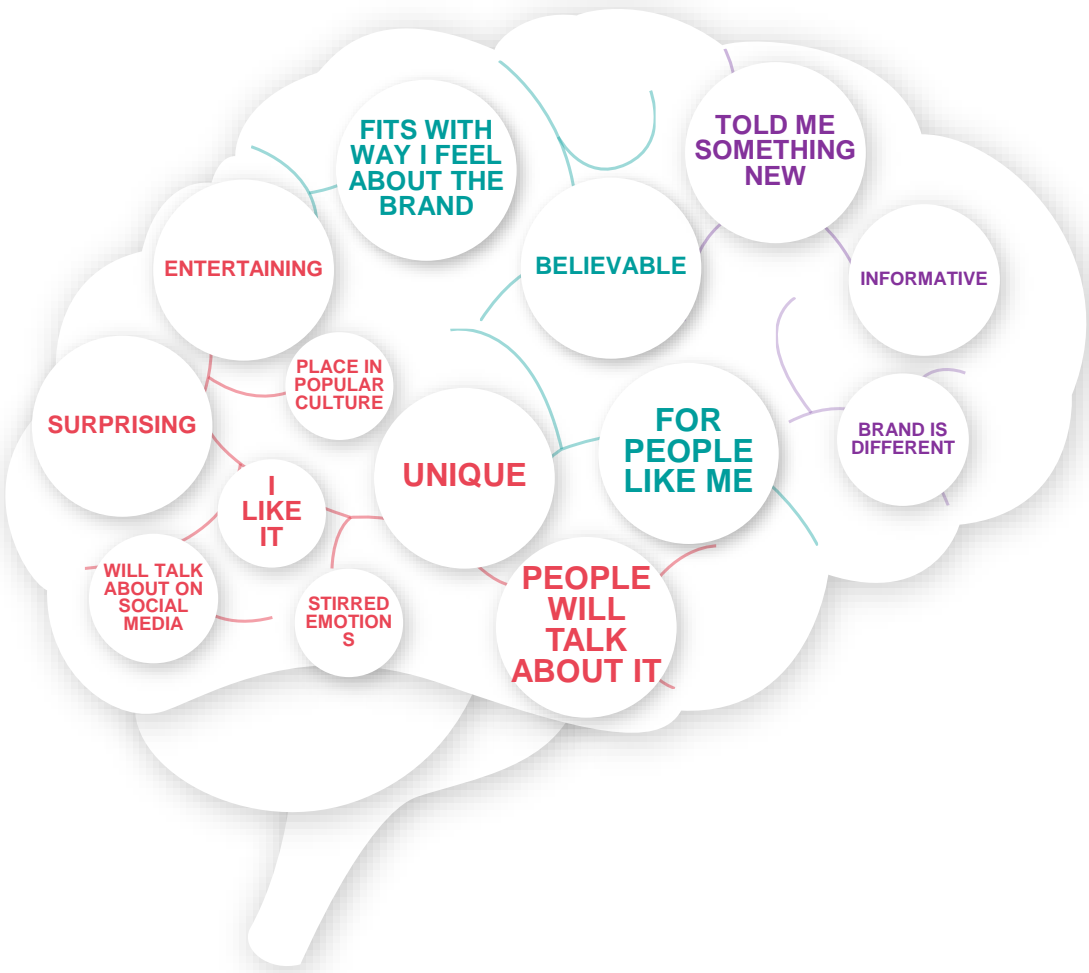
BEING ENJOYABLE ≠ ENTERTAINING

Being entertaining always does not have to mean being enjoyable. Bauhaus and Fio banka are the typical examples.



EMPATHY & FITTING IN: WHAT IS BEHIND IT?

Familiarity and the relevance play the key role in influencing short term choice.



CREATIVE EXPERIENCES



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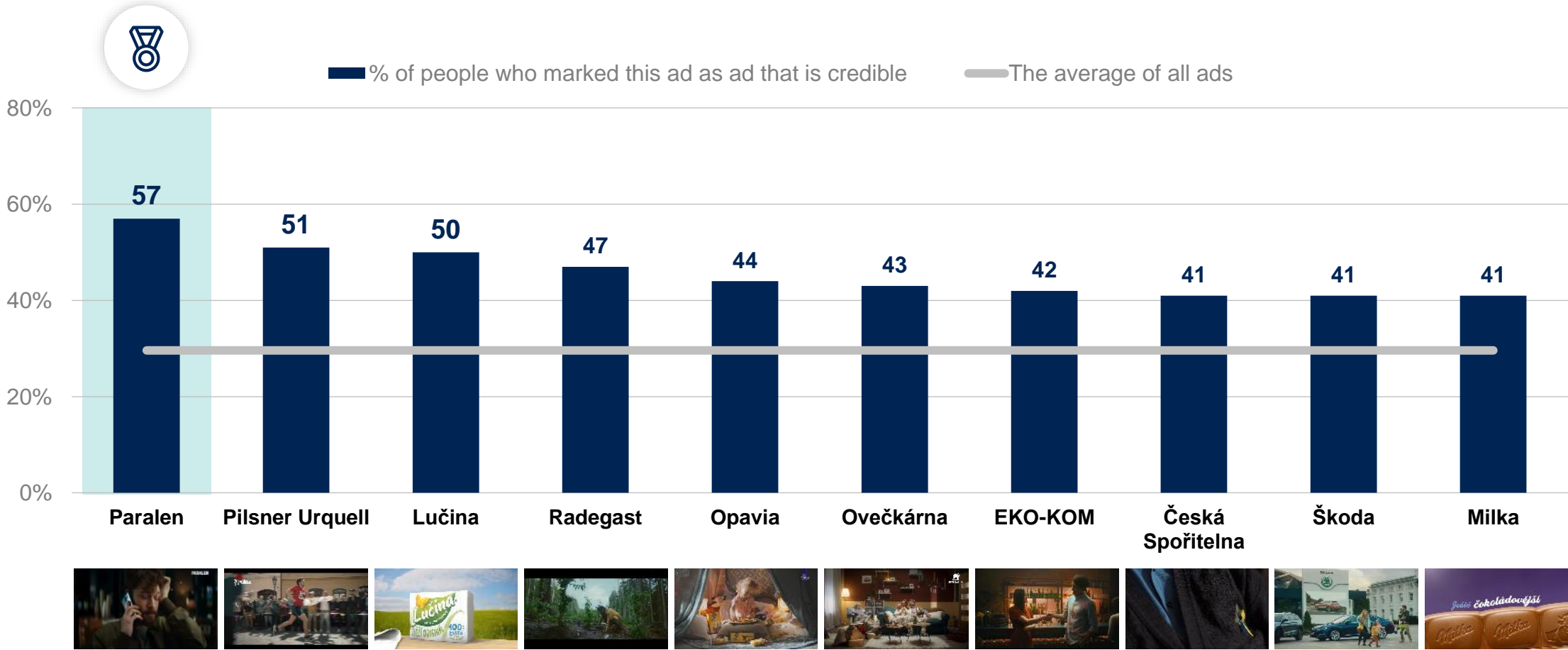
CREATIVE IDEAS



Creative Ideas has more potential to change choices and behaviour in long term. It is an experience that introduces new ideas and thinking.

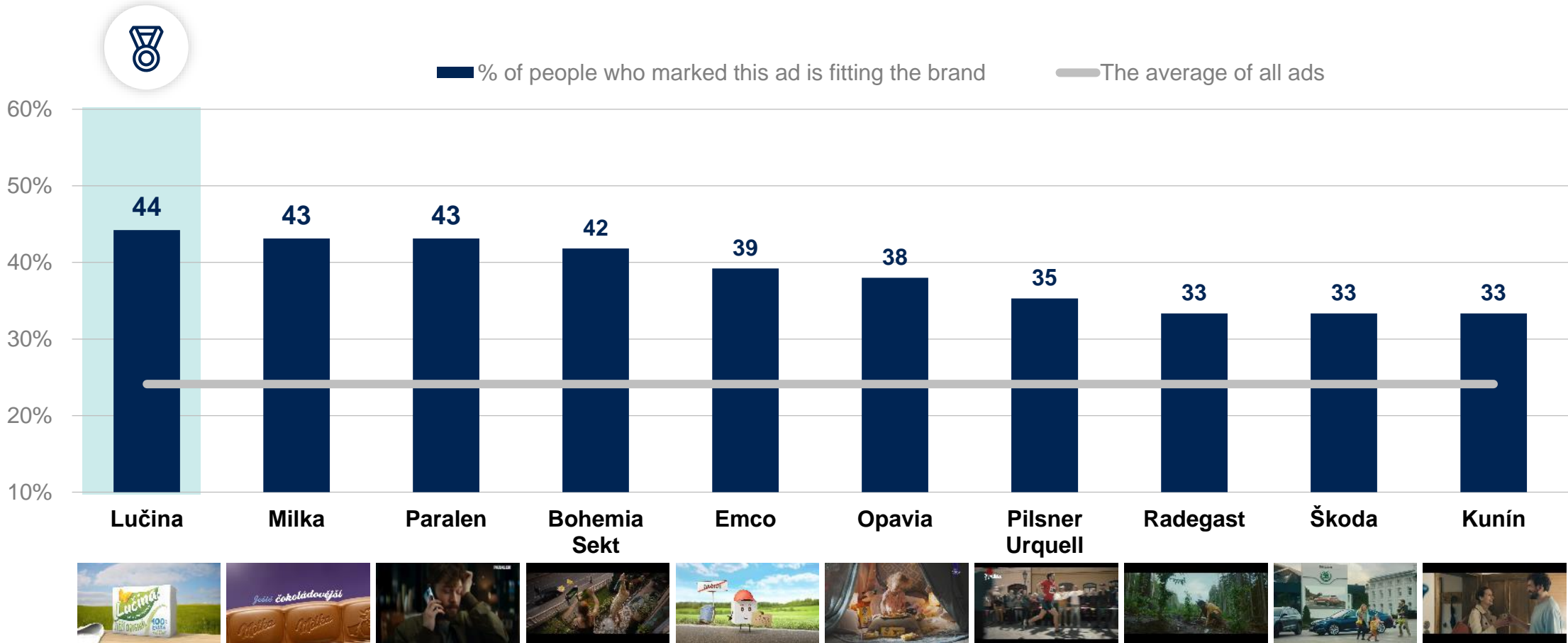
THE MOST CREDIBLE ADS

Ads are often perceived as credible when they depict family members and friends. Moreover, a real environment contributes to a high score of trustworthiness.



THE MOST BRAND FITTING ADS

The 'winners' represent long term communication platform (Lučina, Milka) or values which are strongly connected with the brand (Paralen, Emco).



CREATIVE IDEAS: WHAT IS BEHIND IT?

Introducing new ideas and thinking about the brand, which have impact on long term choices.



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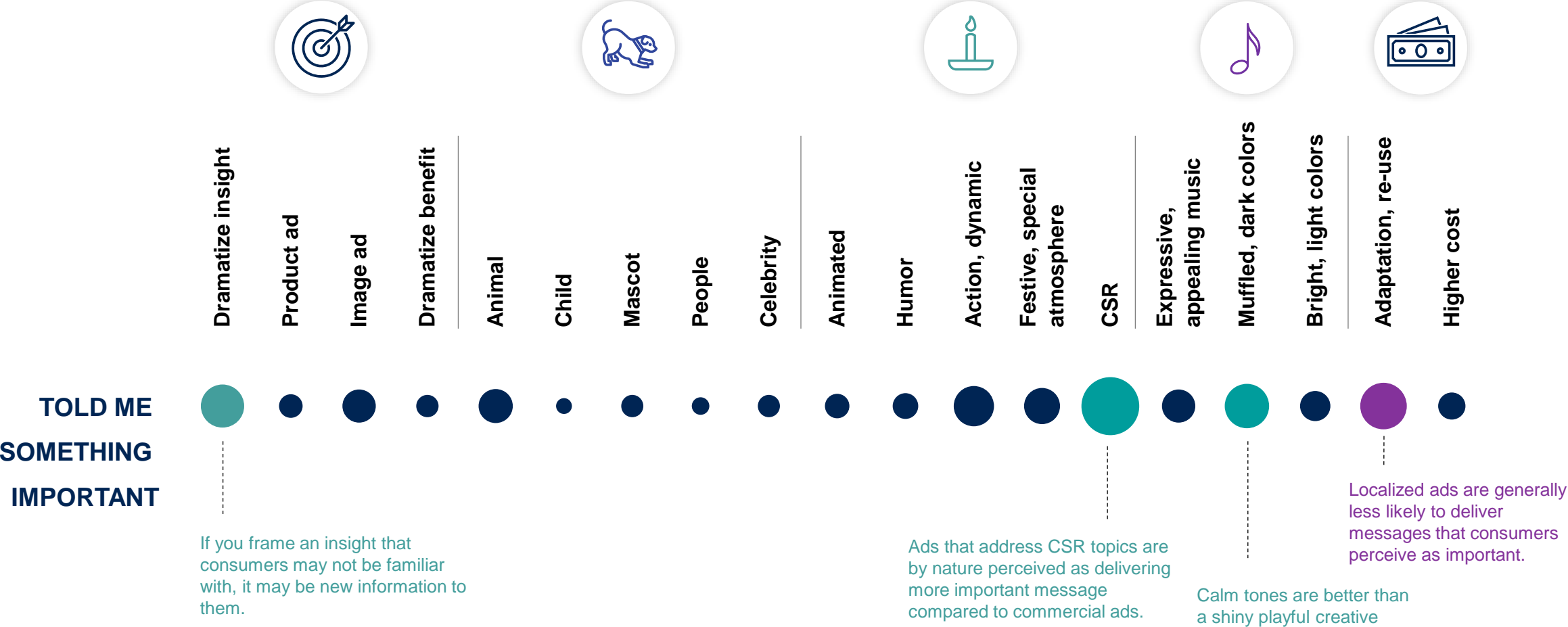
THE ADS THAT DELIVER THE IMPORTANT MESSAGE THE MOST

The reflection of current CSR topics (high energy prices, reducing the carbon footprint), the breaking of an established stereotype (SUVs only for families, Lucina cottage cheese) are important messages that resonate.



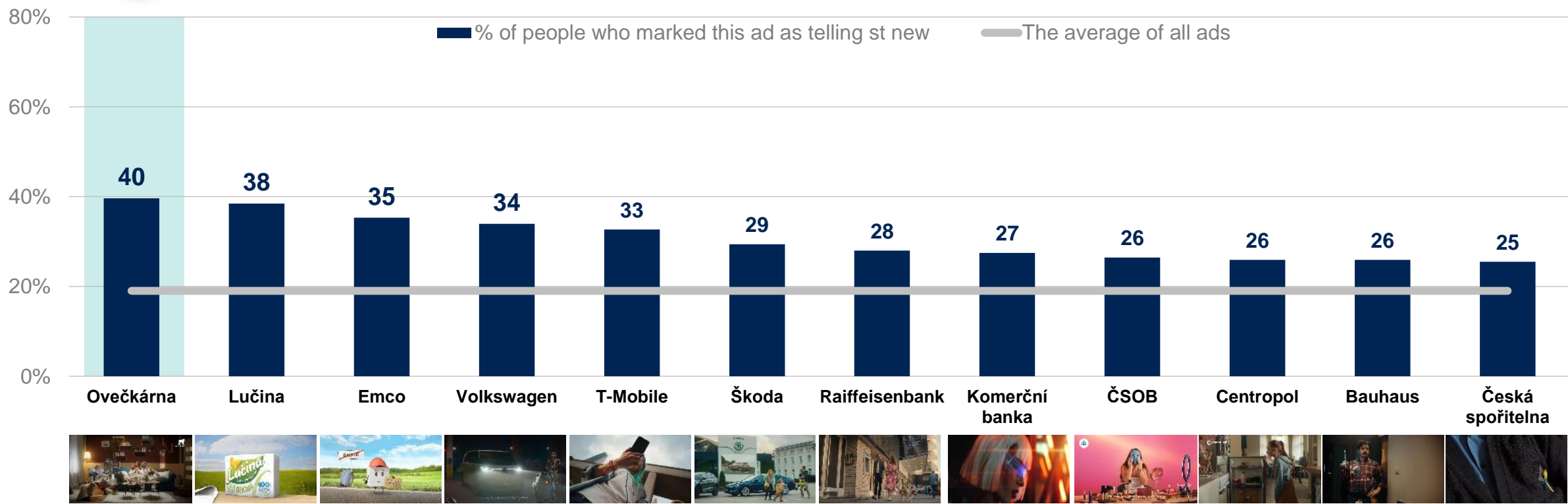
CREATIVE FACTORS BEHIND ADS' THAT TOLD PEOPLE SOMETHING IMPORTANT

If you want to deliver an important message to consumers, it's easier to do so if you use local creative. CSR topic, dark colors are generally more often associated with delivering an important message and at the same time, dramatizing the insight can work well.



THE ADS THAT TOLD ME SOMETHING NEW

The new information that advertising can provide can be different. It can be new product composition (Emco), or extension of brand portfolio (Lučina). Ovečkárna ad brings the solution how to beat the increasing prices for heating, thanks to the product from sheep's wool.



POTENTIAL CZECH *MSFITS*

Which Czech ads are connecting the creative experience with creative idea, so that we could call them *MSFITS*?

3

WHO IS *MISFIT* ACCORDING TO GENERAL EXPLANATION?

Misfit = someone who is so different, that it makes us uncomfortable.

ALLISON REYNOLDS
in
The Breakfast Club



Roget's 21st Century Thesaurus, Third Edition Copy

NAPOLEON
DYNAMITE
in
Napoleon Dynamite



NATHAN YOUNG
in
Misfits



HOW DO WE THINK ABOUT THE MISFIT?

Misfit = people who think differently and help the wider world by identifying new solutions that add value to their audience.

WILL BYERS, MIKE WHEELER,
DUSTIN HENDERSON AND
LUCAS SINCLAIR
in
Stranger Things



RICK AND MORTY
in
Rick and Morty

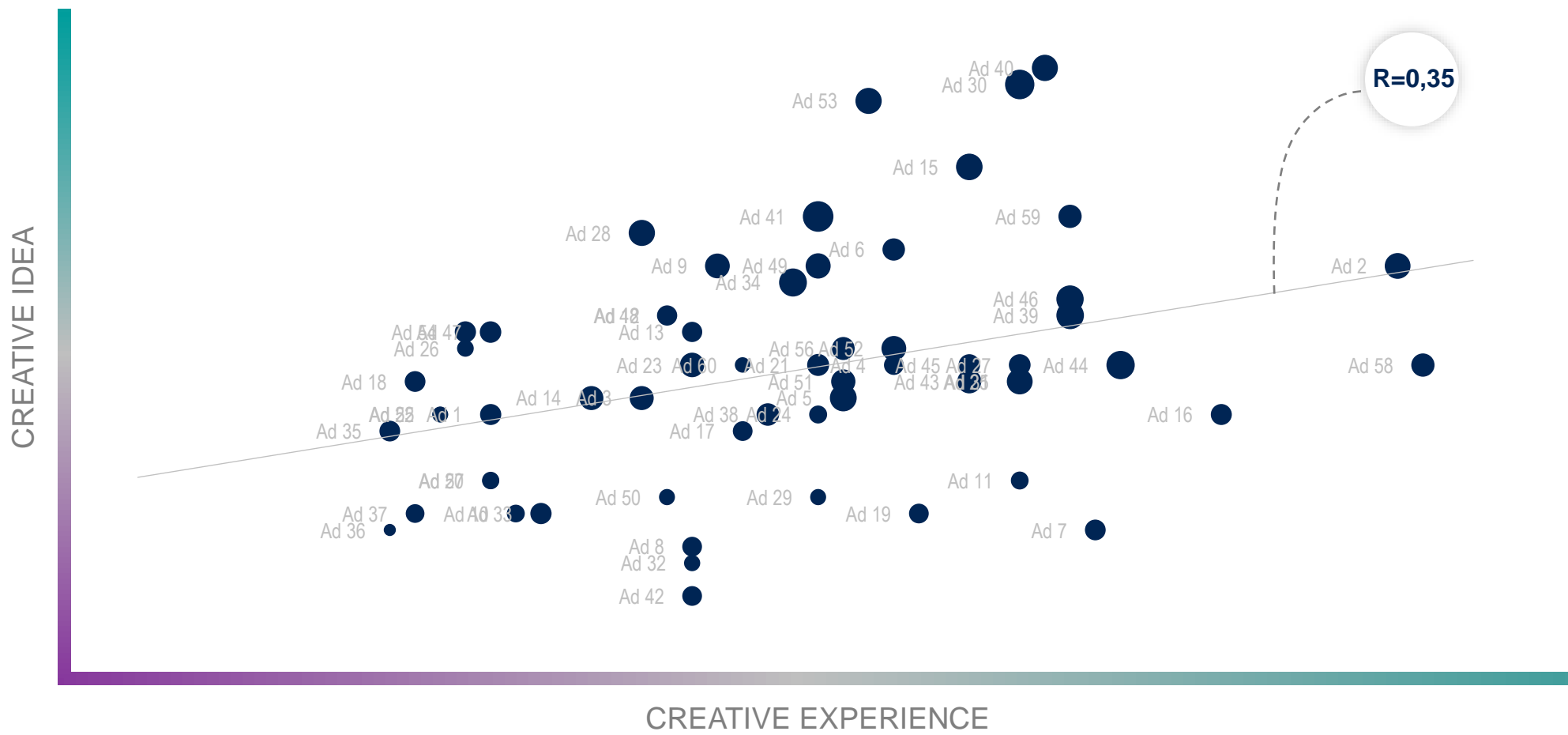


WADE WILSON AKA DEADPOOL
in
Deadpool



CREATIVE EXPERIENCE, IDEA, AND EMPATHY

There is only a moderate correlation between creative experience and creative idea evaluation of the Czech 2022 ads. It suggests that many ads do not perform in one or another area. So we cannot call them 'Misfits'.

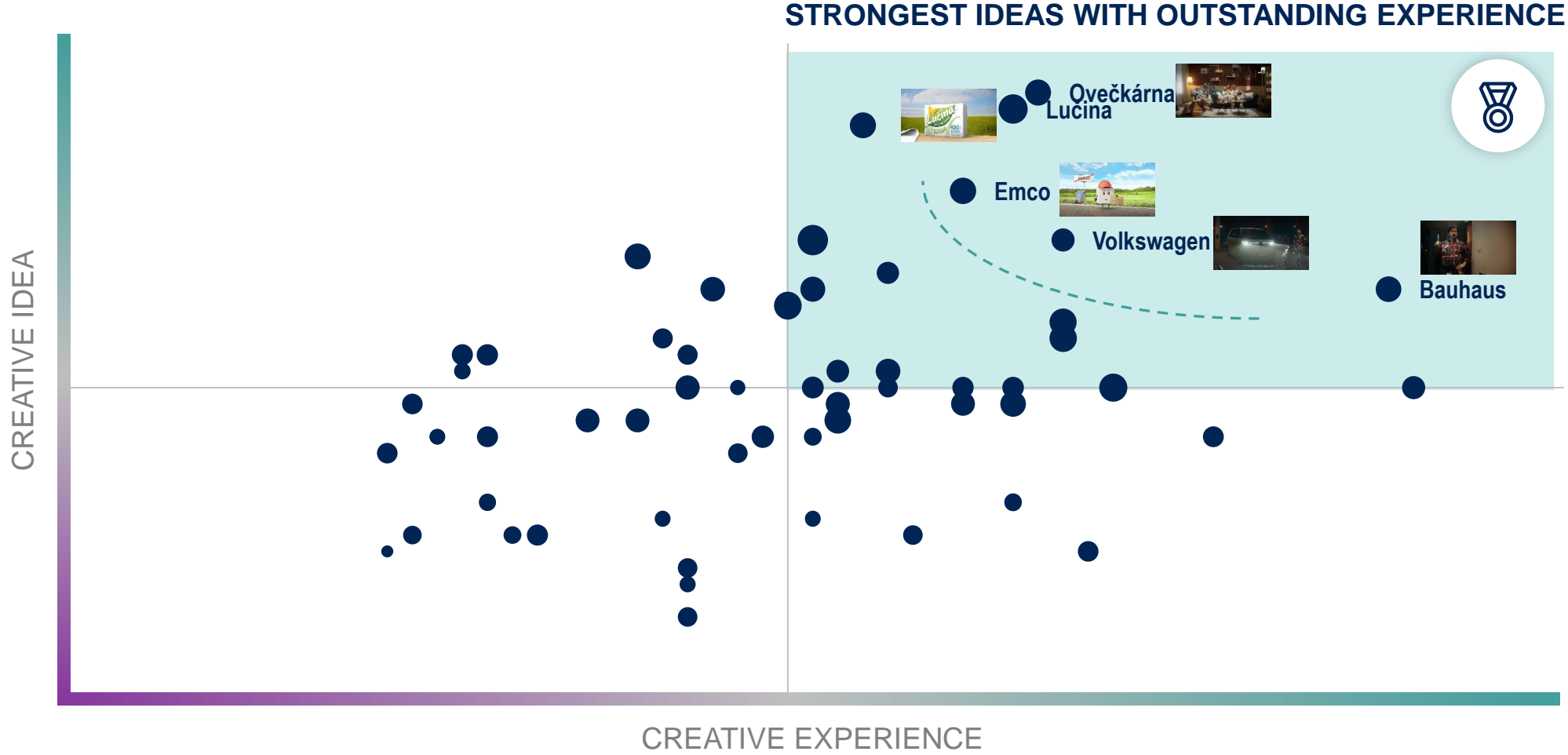


Source: Ipsos Ad Research 2023



POTENTIAL MISFITS

Consumers' voice tells the really best examples and potential 'Misfits' are:



Source: Ipsos Ad Research 2023

MISFITS: BAUHAUS

The ad starring Vojta Kotek in the concept of 'The Clumsy Husband' achieved high values in terms of entertainment, likeability and uniqueness helping the ad to be visible. Unfortunately, the funny plot overshadowed the informational value of the ad.

WHAT IS THE AD ABOUT?

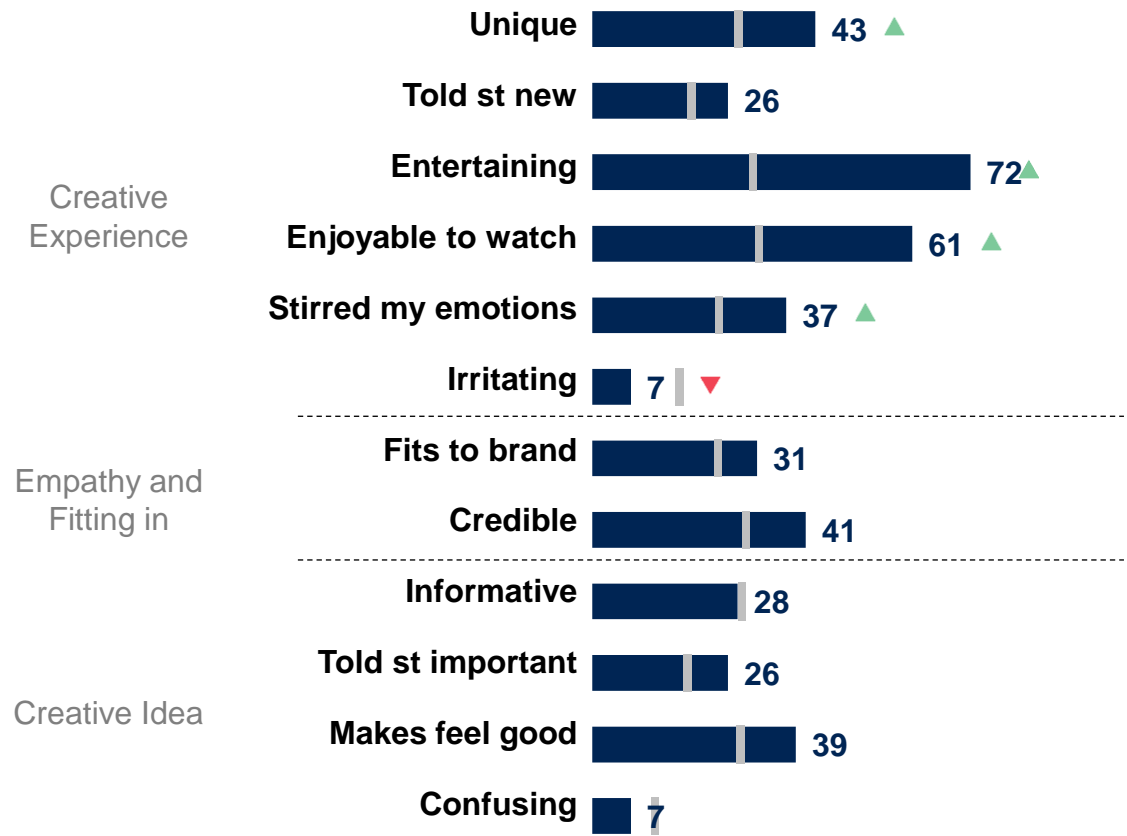


WHAT IT CONTAINS?

Product Ad	Image Ad	Humor	Live Action
People	Celebrity	Dramatized Insight	Dramatized Benefit



HOW IS IT PERCEIVED?



Source: Ipsos Ad Research 2023
 Base: N=51
 How to read: | Norm=average expected result; ▲▼ Significantly above/below expected result at 90% confidence level

MISFITS: BAUHAUS, FACIAL CODING

Facial coding helped us to identify which moments worked with the respondents. The curve of happy emotions grows with each 'accident' Kotek has and ends at the highest values.



MISFITS: OVEČKÁRNA

The ad 'nailed it' with its advertising. The advertisement not only entertained them but also delivered new information that respondents perceived as credible and important.

WHAT IS THE AD ABOUT?



WHAT IT CONTAINS?

Product Ad	Live Action	Animal	People
Dark Colors	Dramatized Insight	Dramatized Benefit	

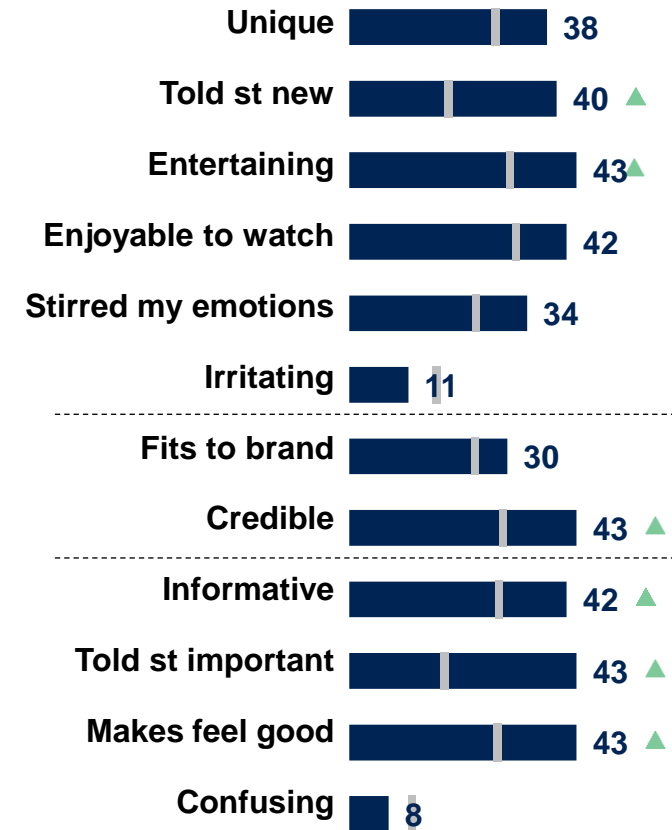


Creative Experience

Empathy and Fitting in

Creative Idea

HOW IS IT PERCEIVED?



MISFITS: LUČINA

Ad of Lučina portrays friendly and sunny atmosphere, that is pleasant to watch despite the fact the fact that is clearly focused on the product. Family and friendly encounters evoke trust, while informing people about the novelty.

WHAT IS THE AD ABOUT?

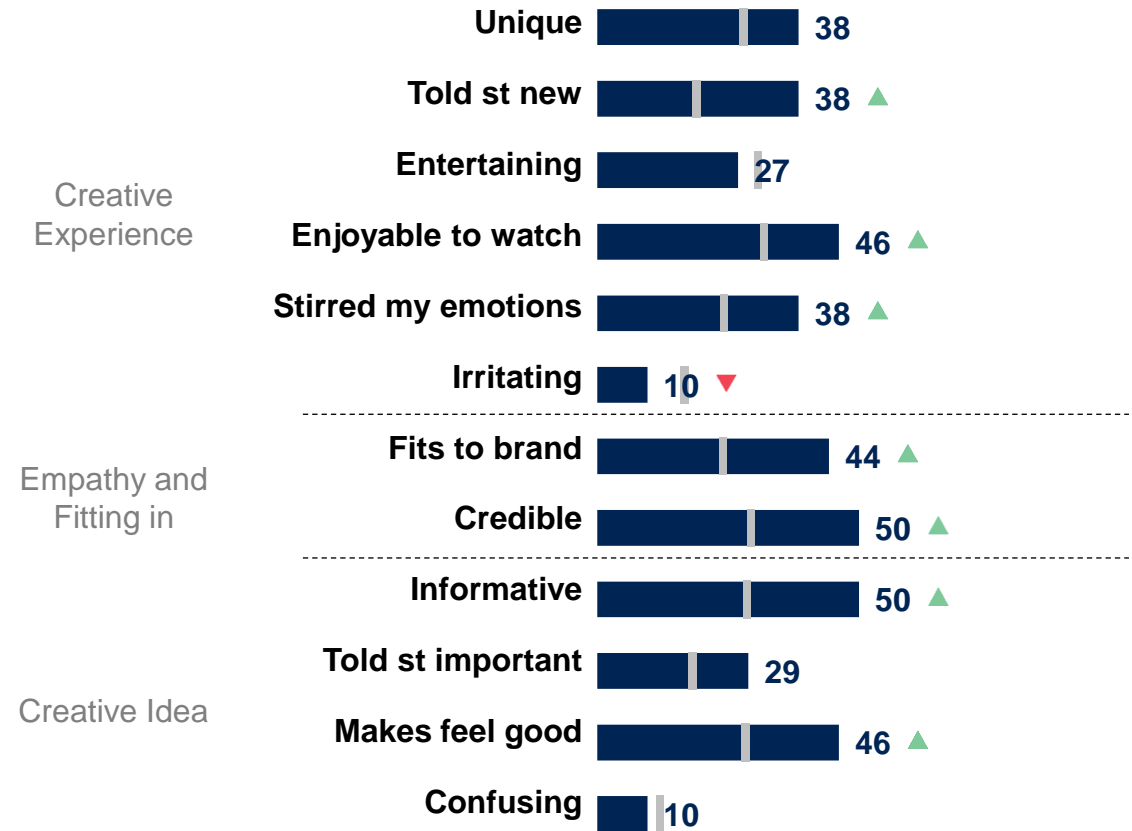


WHAT IT CONTAINS?

Expressive Music	Product Ad	Live Action	Bright Colors
People	Dramatized Benefit		



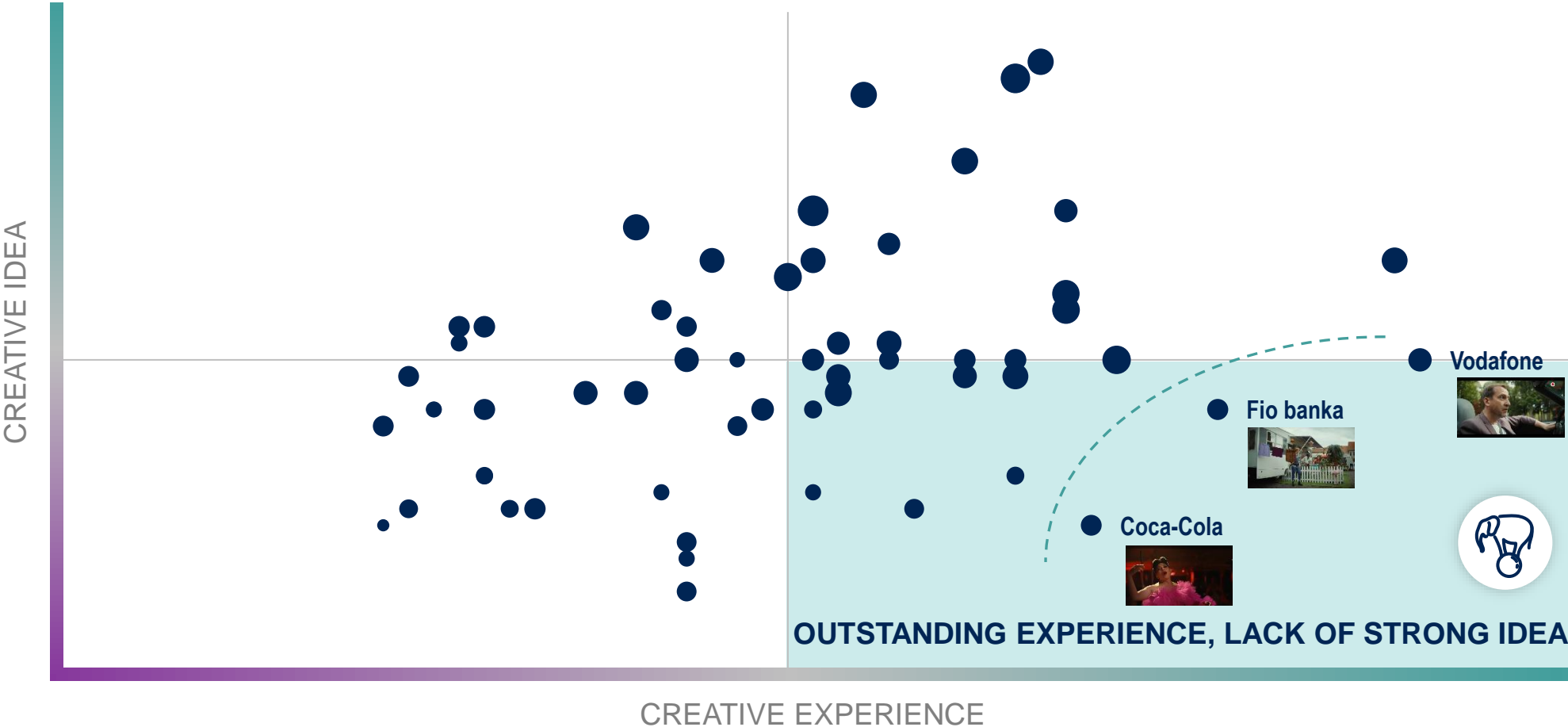
HOW IS IT PERCEIVED?



Source: Ipsos Ad Research 2023
 Base: N=50
 How to read: | Norm=average expected result; ▲▼ Significantly above/below expected result at 90% confidence level

NEARLY THERE

There is a couple of ads delivering a strong creative experience, yet not very strong in delivering on the idea itself:



Source: Ipsos Ad Research 2023

NEARLY THERE: VODAFONE

The spot with an interesting plot development is perceived as funny, unique and likeable, while also evoking good feelings. However, the ad's humorous storyline overshadowed the main message and led to below average values of 'told me something important'.

WHAT IS THE AD ABOUT?

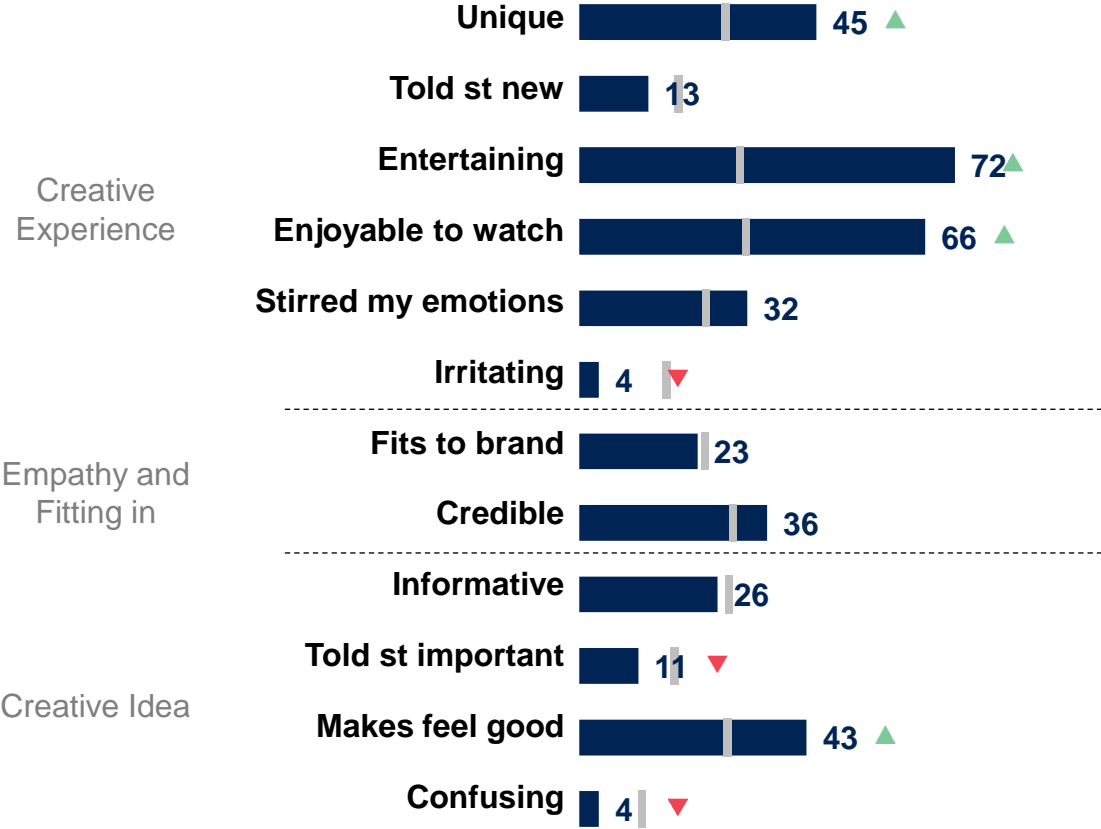


WHAT IT CONTAINS?

Dramatized Benefit	WHAT IT CONTAINS?			Dramatized Insight
Expressive Music	Product Ad	Image Ad	Live Action	
Child	Celebrity	Original	Action, Dynamic	



HOW IS IT PERCEIVED?



Source: Ipsos Ad Research 2023
 Base: N=51
 How to read: | Norm=average expected result; ▲▼ Significantly above/below expected result at 90% confidence level



NEARLY THERE: COCA COLA

The image spot of the brand highlights brand’s new philosophy ‘Real Magic’, that celebrates people coming together. Whereas the brand uses a popular Queen song performed by various artists, that feels like a concert it is perceived unique and entertaining.

WHAT IS THE AD ABOUT?

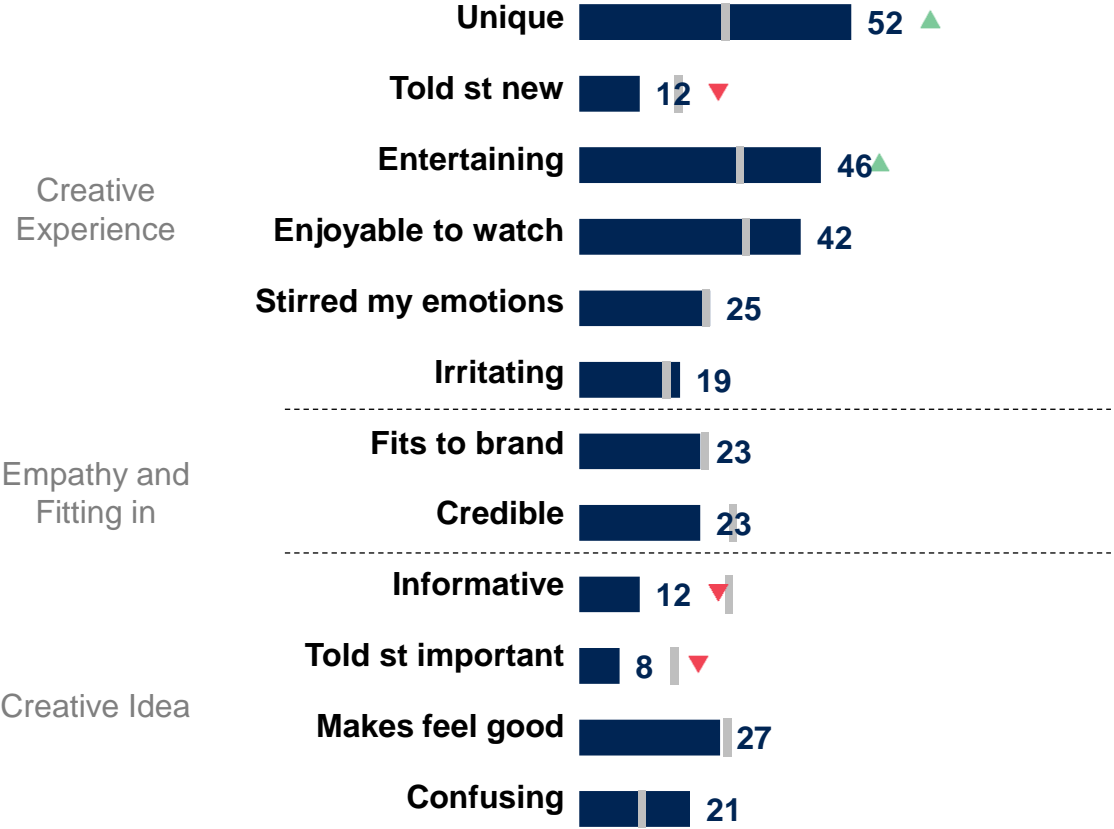


WHAT IT CONTAINS?

Adaptation	WHAT IT CONTAINS?			Dramatized Benefit
Expressive Music	Image Ad	People	Dark Colors	
Festive	Strong Emotions	Higher Costs	Original	



HOW IS IT PERCEIVED?



Source: Ipsos Ad Research 2023
 Base: N=50
 How to read: | Norm=average expected result; ▲▼ Significantly above/below expected result at 90% confidence level



NEARLY THERE: FIO BANKA

The main protagonist, comedian Štěpán Kozub, discovers the offer of financial products in an unconventional way. The spot is full of ambiguities, puns and humor on the edge, which makes it funny and unique for people, without losing the clarity of the message.

WHAT IS THE AD ABOUT?

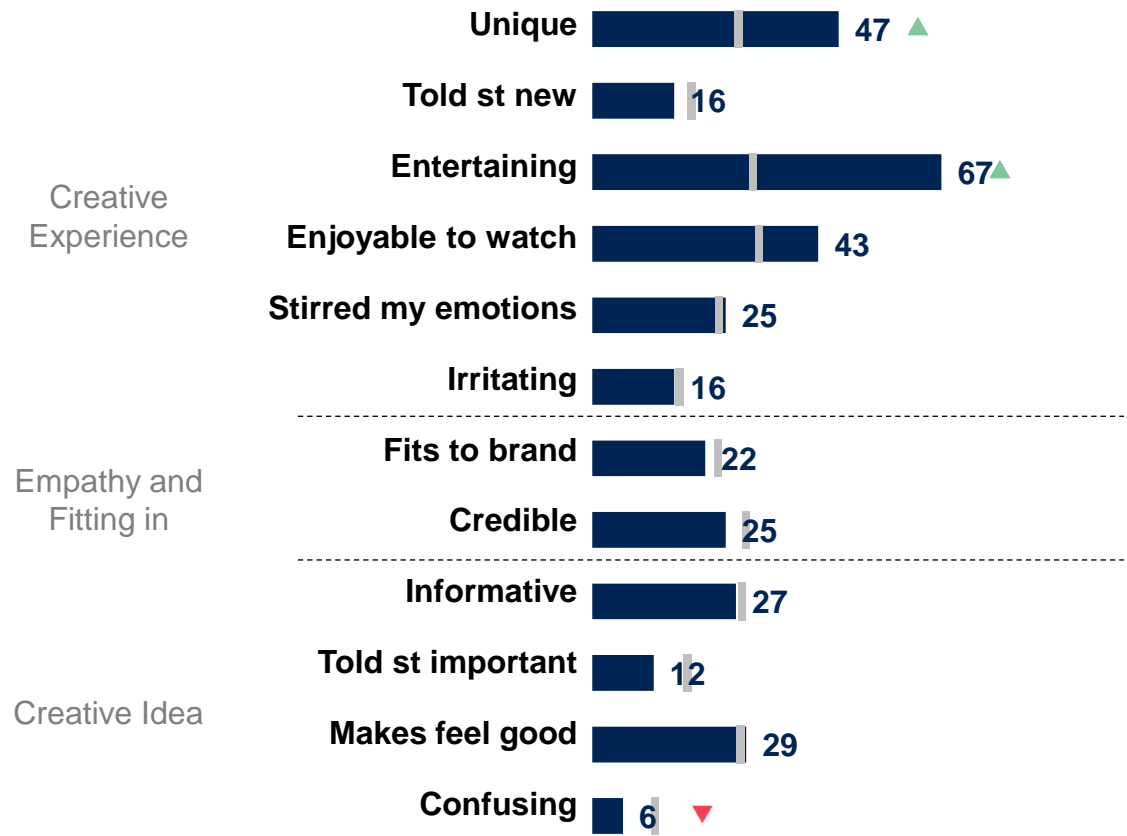


WHAT IT CONTAINS?

Dramatized Insight		Dramatized Benefit	
Product Ad	Image Ad	Humor	Live Action
People	Celebrity	Dark Colors	Distinctive Message



HOW IS IT PERCEIVED?



TO SUM UP

MISFITS, role of advertising and fundamental questions

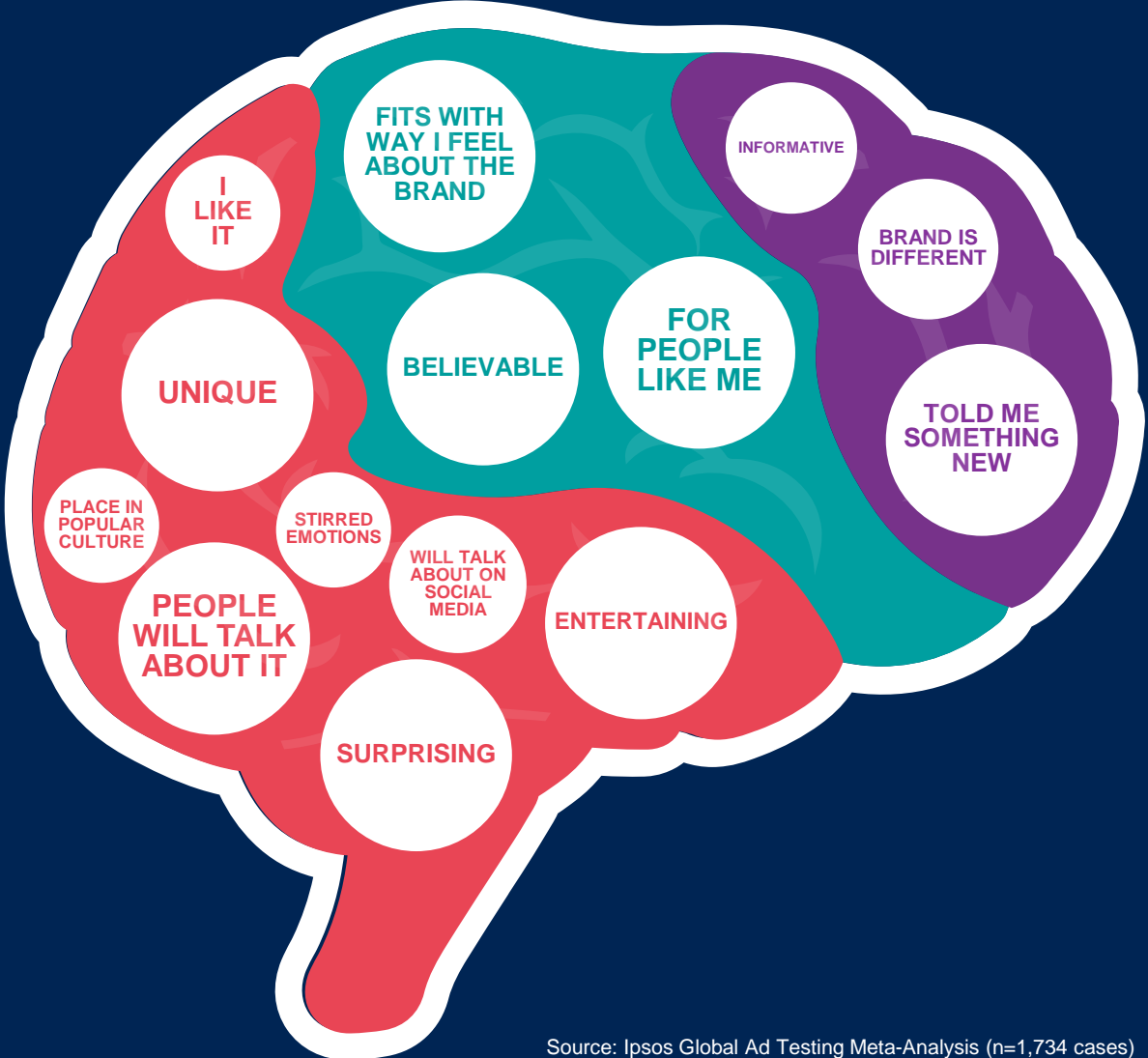
4

EFFECTIVE ADVERTISING DELIVERS EXPERIENCES THAT HARNESS CREATIVITY AND EMPATHY

CREATIVE EXPERIENCES

EMPATHY & FITTING IN

CREATIVE IDEAS



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

MISFITS

What unifies Misfits is a curiosity to question what is presented before them, to stress test the status quo and, in doing so, identify new solutions, that can in time deliver more value.

Adam Sheridan



ROLE OF COMMUNICATION IN BRAND CHOICE

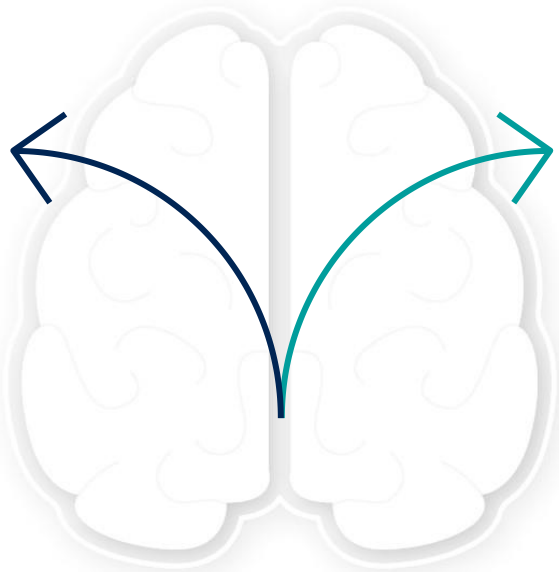
Communication is one of the ways of influencing the memories of a brand and thus influences brand choice.



MEMORY SALIENCE

All the existing aspects of the brand's mental network

At all points in the decision-making process, **people are influenced by memory and attention salience** and brand communications form a significant share of attention salience opportunities.



In a typical decision cycle, people make **routine or habitual choices** based on established mental networks, disrupted occasionally by cues or stimuli that demand our attention.



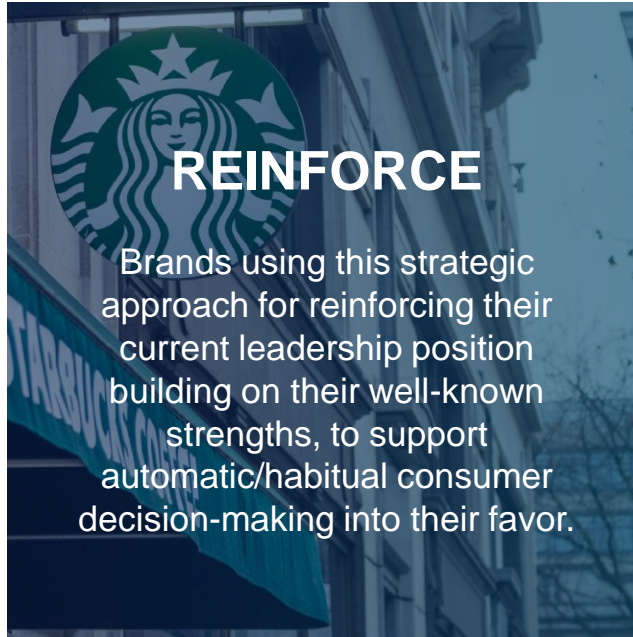
ATTENTION SALIENCE

All the cues and stimuli that capture our attention at any touchpoint

Brands and brand communications need to act on both levels, **reinforcing what positive memories** people already hold about them, whilst **capturing our attention** to disrupt, challenge and refresh those memories.

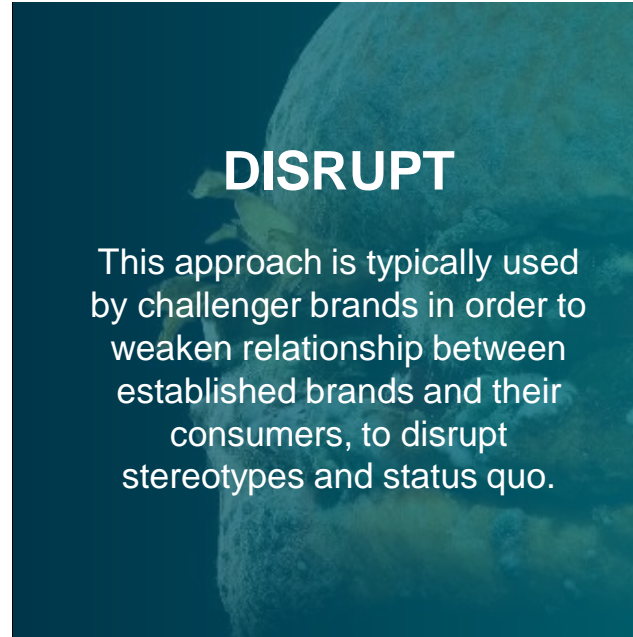
WHAT YOUR COMMUNICATION NEEDS TO ACCOMPLISH

One size does not fit all: be mindful of what your communication needs to accomplish:



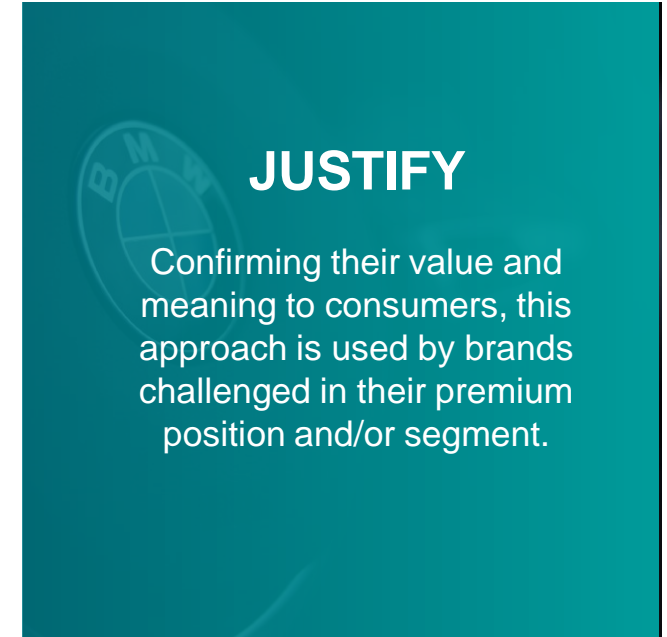
REINFORCE

Brands using this strategic approach for reinforcing their current leadership position building on their well-known strengths, to support automatic/habitual consumer decision-making into their favor.



DISRUPT

This approach is typically used by challenger brands in order to weaken relationship between established brands and their consumers, to disrupt stereotypes and status quo.



JUSTIFY

Confirming their value and meaning to consumers, this approach is used by brands challenged in their premium position and/or segment.

MIND-LESS
(more automatic)



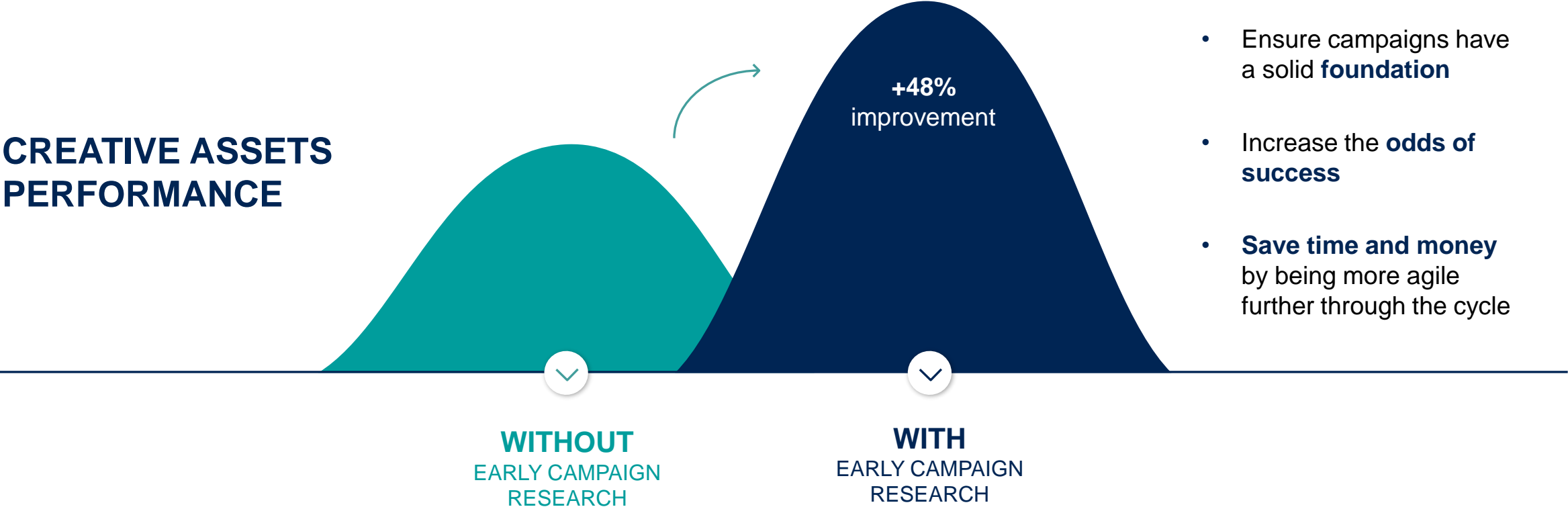
DECISION MAKING
PROCESS



MIND-FULL
(more deliberative)

IT IS IMPORTANT EXPERIMENT AND START TESTING EARLY

We recommend to test especially in the early stage, as our databases show, that it markedly improves the success rate when testing the final creative.



Source: Ipsos Global Database, Based on 500+ Ipsos cases

...AND IF YOU DO NOT TEST, AT LEAST CHECK FOR YOURSELF ON THE BELOW

What does your ad do to *MISAT*?



DRAW ATTENTION TO THE BRAND

Have we seen this before?

Are we trying to evoke an emotional response

Are we trying to entertain them and get

+



BUILD BRAND DESIRE

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?

=



SHORT TERM CHOICES

Is our experience relatable and 'people first'?

Does it reflect their world, challenges, or dreams?



BUILDS BRAND RELATIONSHIP

Are we offering any new ideas or thinking?

If we are, how do these link to people's lives and the role of our brand?

CONTACT US TO LEARN MORE!



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