



Think**TV**

# Creating effective TV advertising through emotional connection

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**Brand and Creative Strategist**







# Favourite Ads for 2022

1. Trustpower – Meant to be Together



2. Westpac – Together Greater



3. ASB – Ben and Amy



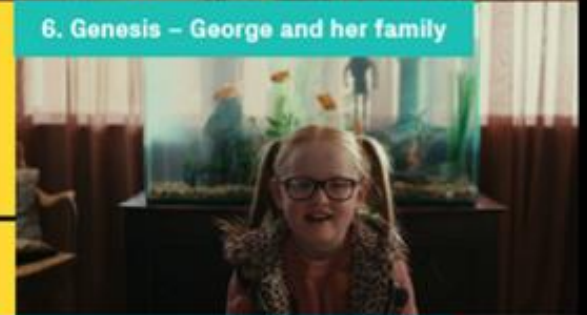
4. ANZ – We Do How



5. PAK'nSAVE – Stickman



6. Genesis – George and her family



7. KFC – General promotions



8. Cadbury – Mum's birthday

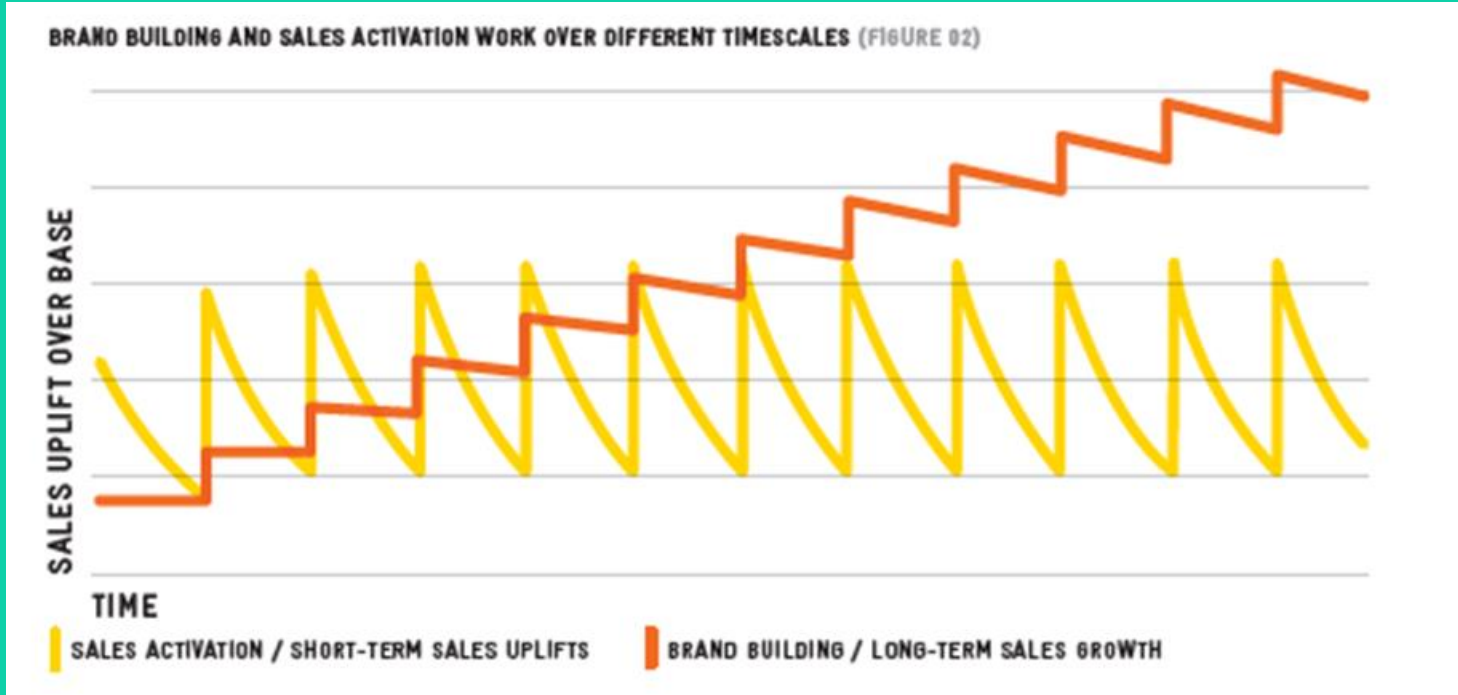


9. McDonald's – Then. Now. Always.



10. Meridian – Be good to nature



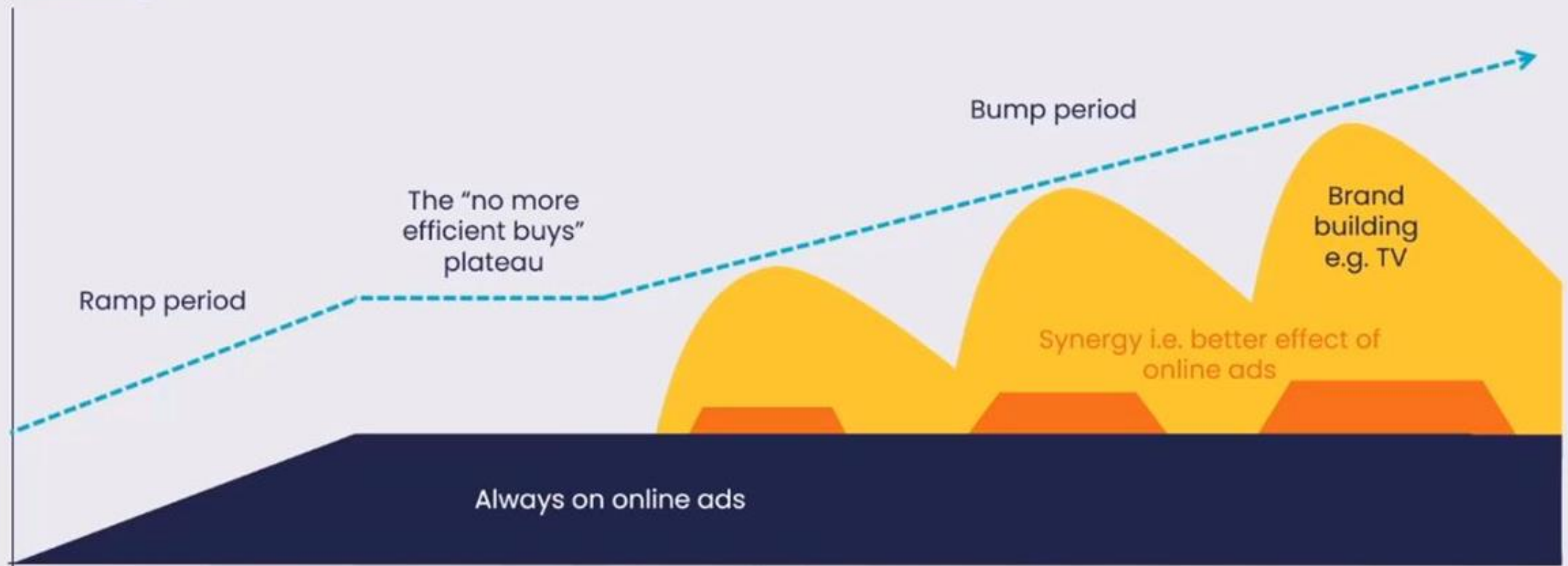


The most effective marketing has the **right balance** of brand and activation.

The rule of thumb:  
**60 brand:40 activation**  
(although this varies with context).

‘The Long and the Short of it’, Binet & Fields

Sales from advertising

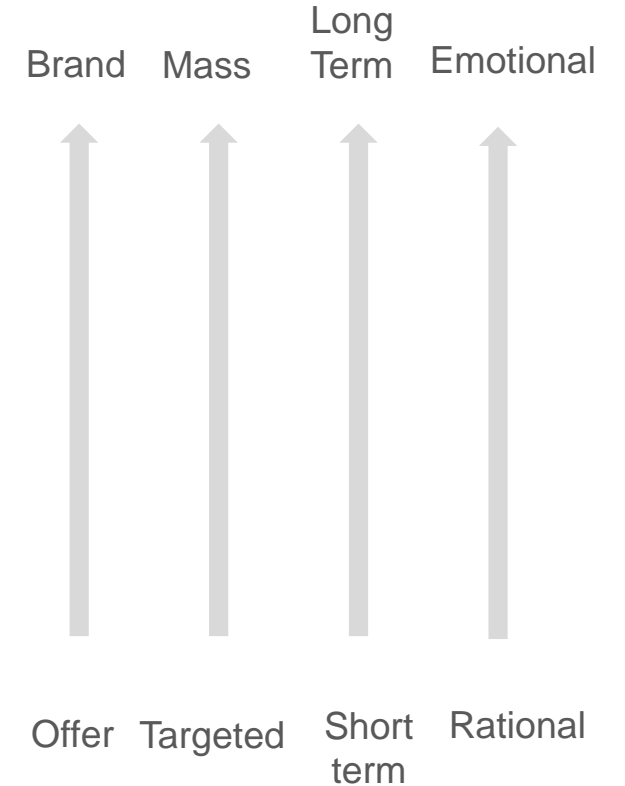
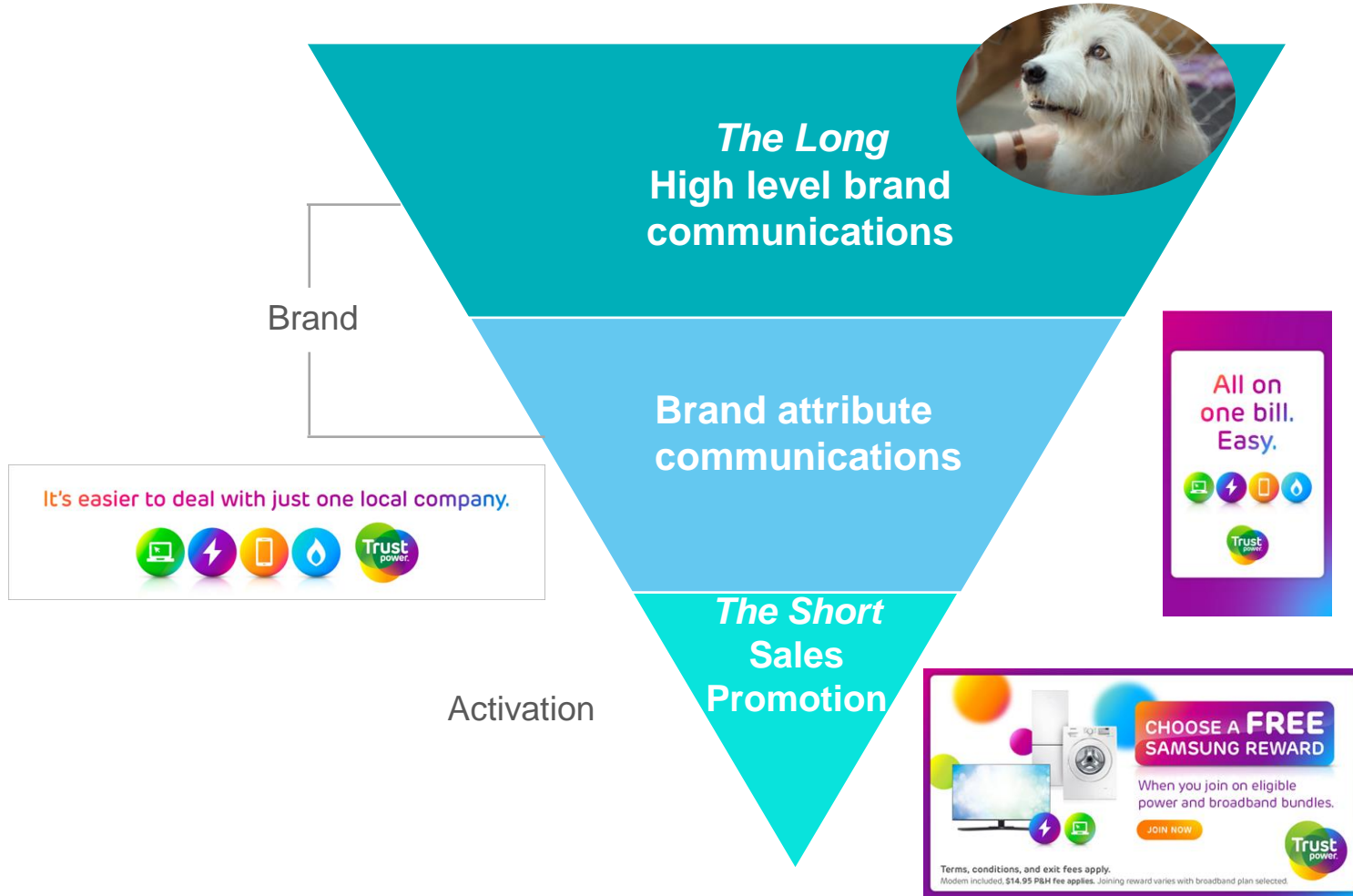


Source: Grace Kite and Tom Roach





# 60:40 Long and Short



# TV is still the most effective media for brand building

- Brand building requires ongoing communication with the mass market
- Live TV still delivers reach, particularly in older age groups
- According to the 2021 NZ On Air audience survey:
  - The daily reach of linear TV was 56% and New Zealanders spend on average 118 minutes watching linear TV each day (86 minutes for SVOD)
  - 61% of the 40-59 demographic watch linear TV each day
  - 83% of the 60+ demographic watch linear TV each day
  - Even among 15-39 year olds 35% watch linear TV each day

A close-up photograph of a man with glasses and a beard looking at a white, scruffy-haired dog. The man is on the left, and the dog is on the right, looking towards the man. The background is a chain-link fence.

## Use emotional storytelling to create remarkable and rewarding work

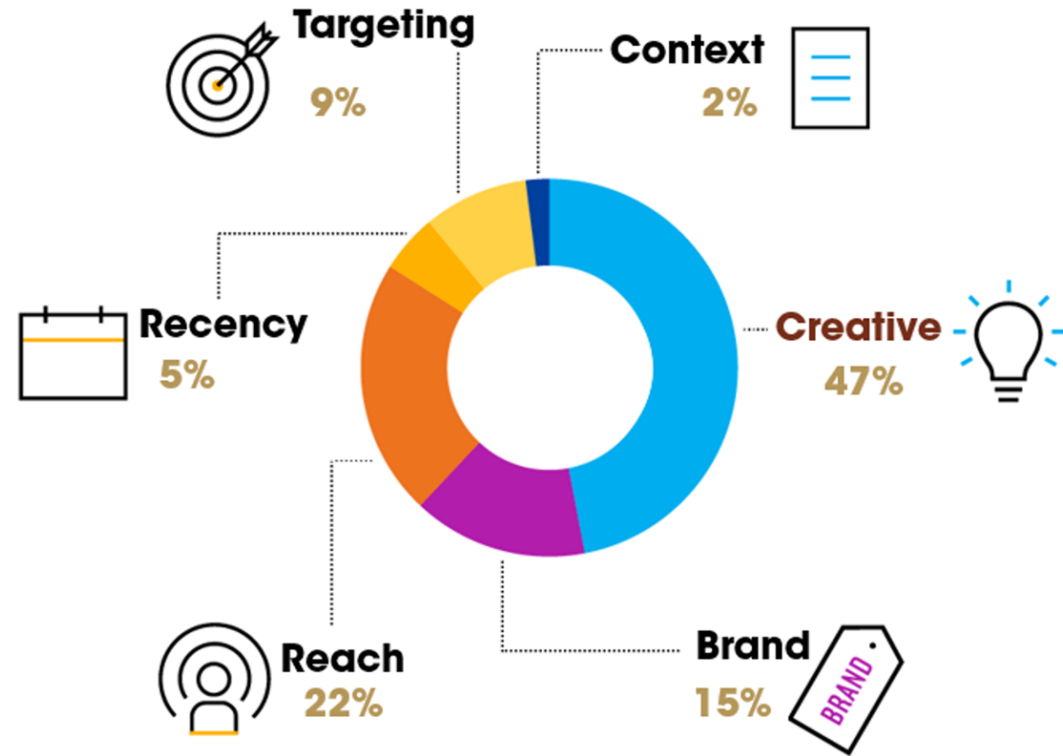
The trick is to create stories that don't just grab attention but hold it. Including little 'smile moments' can make all the difference.

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# The Effective Power of Creative



nielsen

# Mark Ritson – IPA database analysis

Top 10 factors influencing marketing effectiveness:

10. Enough (but not too much) research
9. A handful of objectives
8. Differentiation
7. Multi-Channel Mix
6. Long & Short
5. Mass & Targeted
4. Sufficient ESOV
3. Codification - use of brand assets
- 2. Creativity**
1. Brand size

## Factors Driving Advertising Profitability

Ranking	Factor	Profit Multiplier
1	<b>Brand Size &amp; Share</b>	<b>18.00</b>
2	<b>Creative Execution</b>	<b>12.00</b>
3	Geographic Budget Setting	5.00
4	Portfolio Budget Setting	3.00
5	Multi-Channel Campaigns	2.50
6	Budget Setting across Variants	1.70
7	Cost & Product Seasonability	1.60
8	Product vs Equity vs Season	1.40
9	Laydown of Spend over Time	1.15
10	Target Audience	1.10

+50%

x7



Paul Dyson 1,500 Campaigns



# Byron Sharp's view of marketing priorities

## Old Thinking

Positioning

Differentiation

Message Comprehension

USPs

Teaching

Persuasion

Rationally involved viewers



## New Thinking

Salience

Distinctiveness

Emotional Response

Relevant Associations

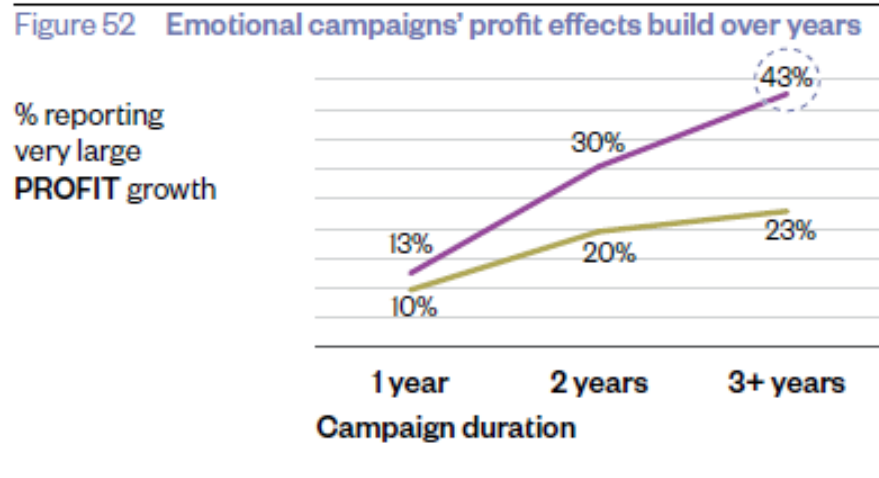
Reaching

Refreshing/Building memory structures

Emotionally distracted viewers

Byron Sharp, the Ehrenberg Bass Institute 'How Brands Grow'

# Emotional campaigns drive profits

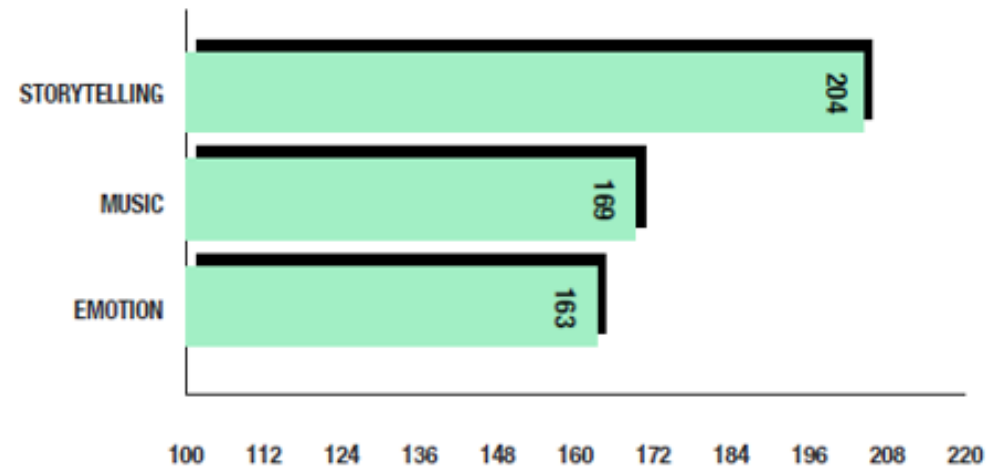


“Emotional campaigns produce bigger and more numerous business effects than rational campaigns, in part because of the power of emotional priming”

Binet & Fields, ‘The Long and the Short of It’



# Creative strategies that over-index for brand building metrics



James Hurman and Peter Field, *The Creative Effectiveness Ladder*

# The Brief

To produce a TVC that :

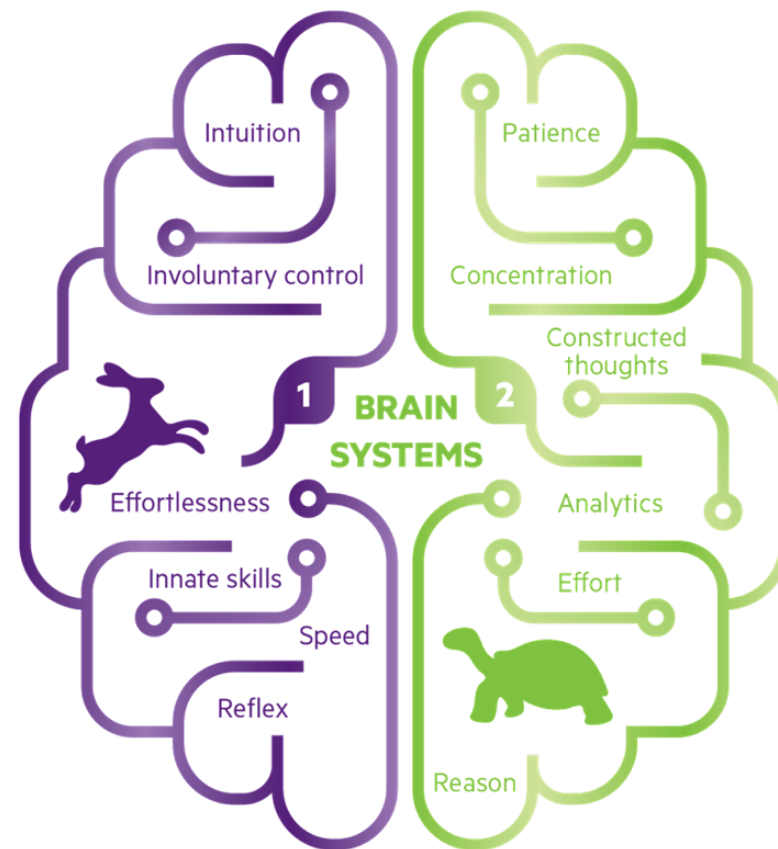
- Triggers an emotional response
- Creates salience
- Is distinctive
- Is creative
- Is Trustpower in personality, look and feel
- Is legitimate for Trustpower to be saying this
- Achieves brand objectives

# It's all about brain science

Decision making in humans is 'predictably irrational' (Daniel Kahneman, 'Thinking Fast and Slow').

Most of our decision making occurs in the System 1, subconscious brain, not the System 2 conscious brain. The subconscious brain is driven by emotions and heuristics, not rational thinking.

Communications that tap into the subconscious brain producing an emotional response and mental shortcuts, are more effective than persuasive advertising using rational arguments.

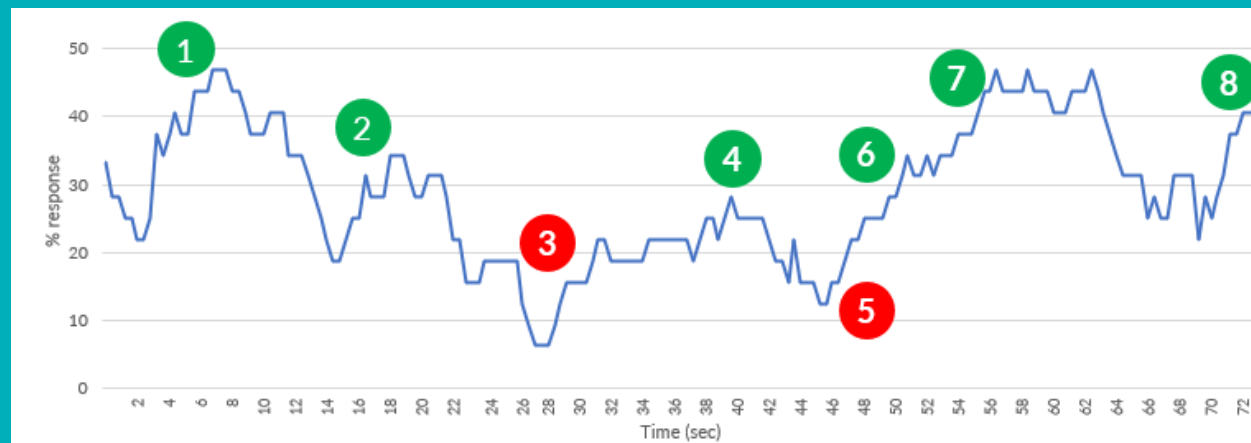
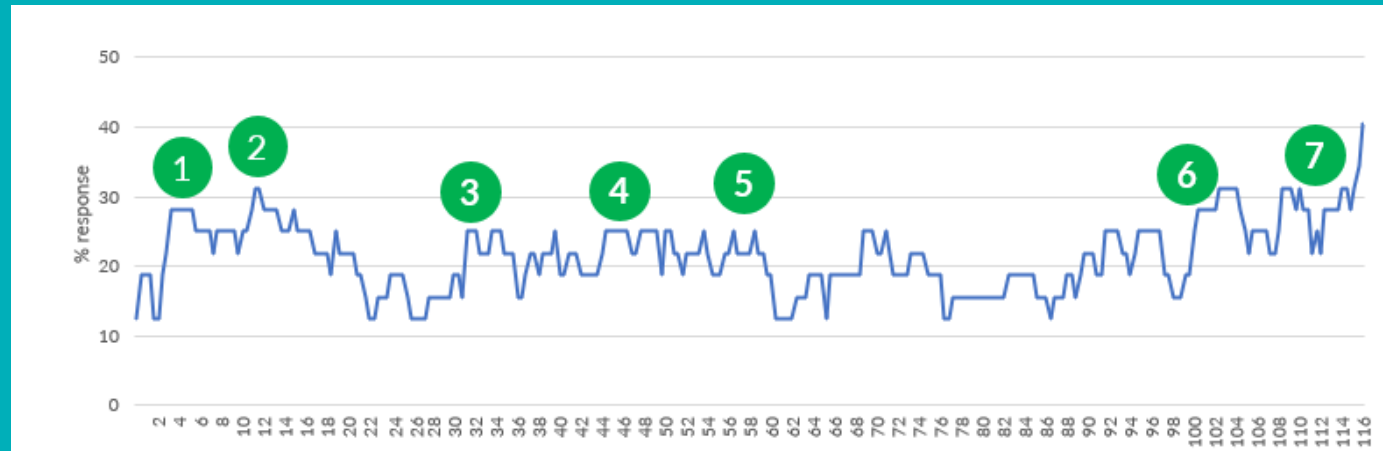


‘But how can I know what people will really feel?’



Read their minds

# Neuro-research – concept stage



# Neuro-research – offline edit



# Evaluation

- Long term brand level communications can't be evaluated using short term performance metrics – no matter how much your CFO would like this to be possible
- Evaluation metrics for brand building communications include:
  - advertising performance
  - brand metrics

# The long is also effective in the short



Source: System1, n=18,230 Read as: Ads with a Star Rating of 5 are also above average for their short-term Spike Rating 98% of the time.

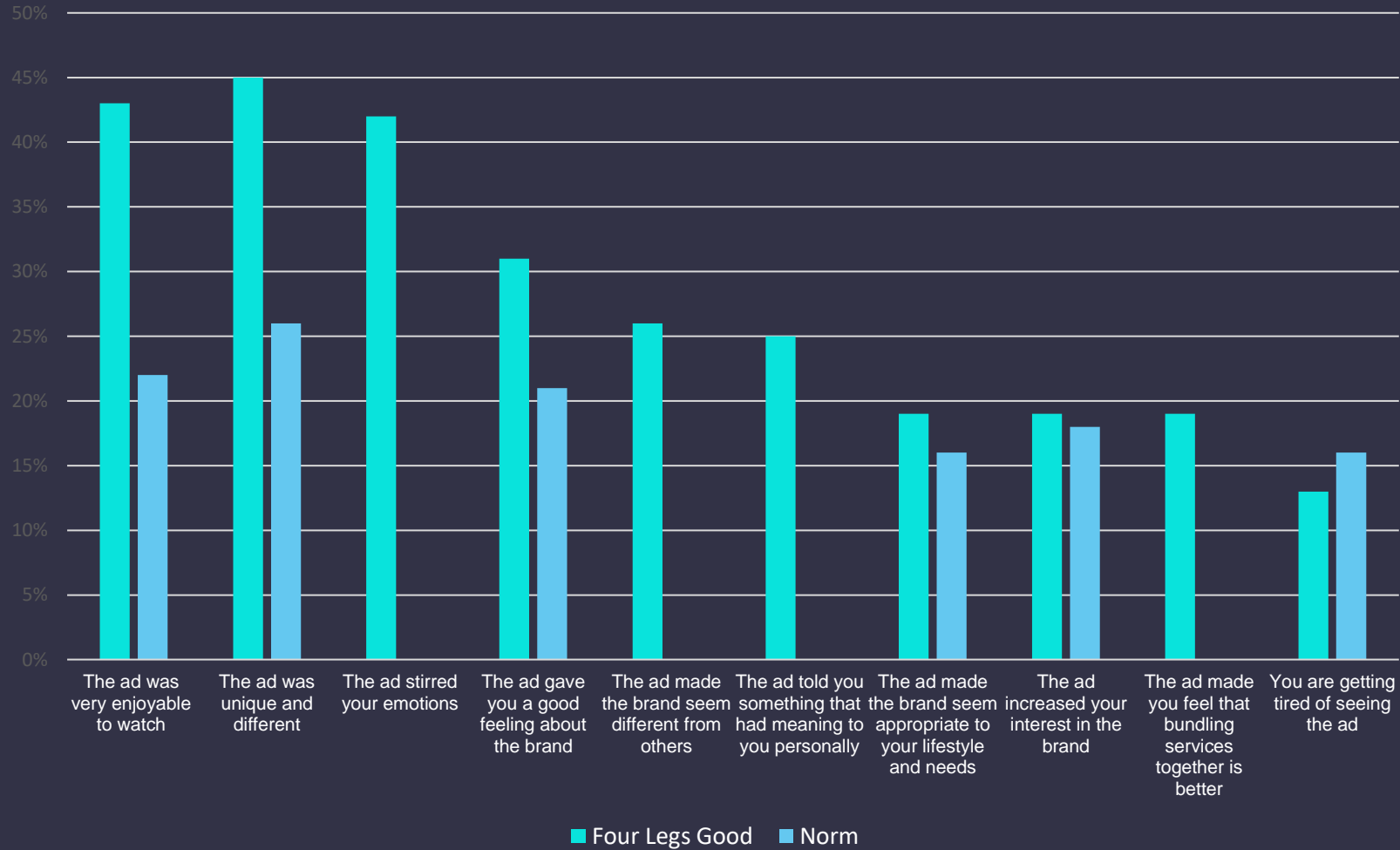


Some results ...

Over 60% of Trustpower's inbound sales calls that stated a prompt for calling gave advertising as the reason

# Advertising Evaluation

## Strong agreement with the statements



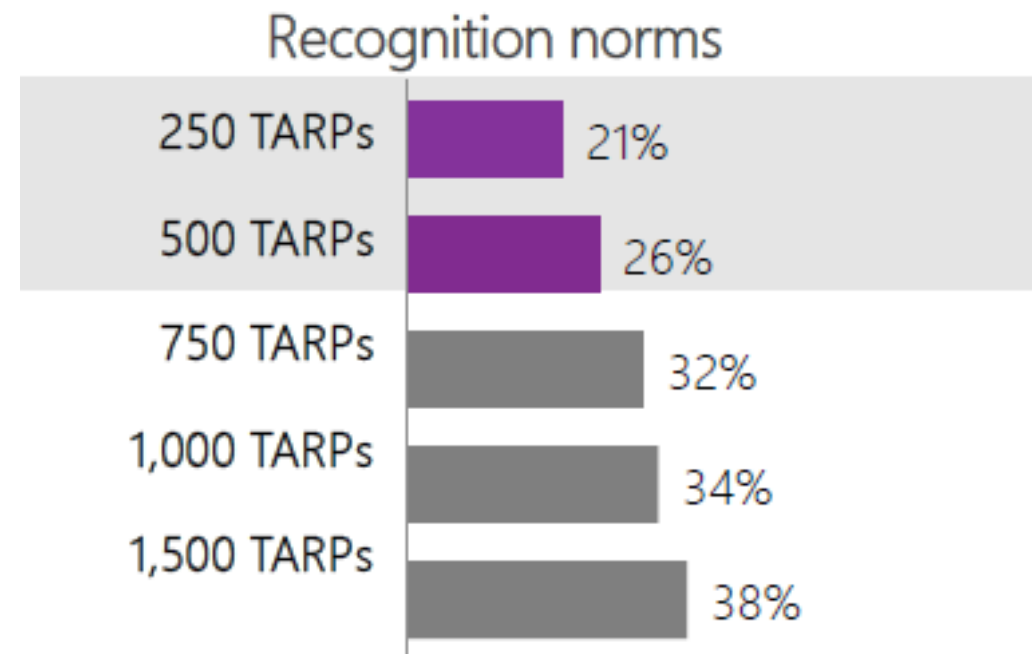
# Recall is way above recognition norms

## Lost and Found

33% of people recognised the ad after 6 weeks from stills with a media weight of 368 TARPs

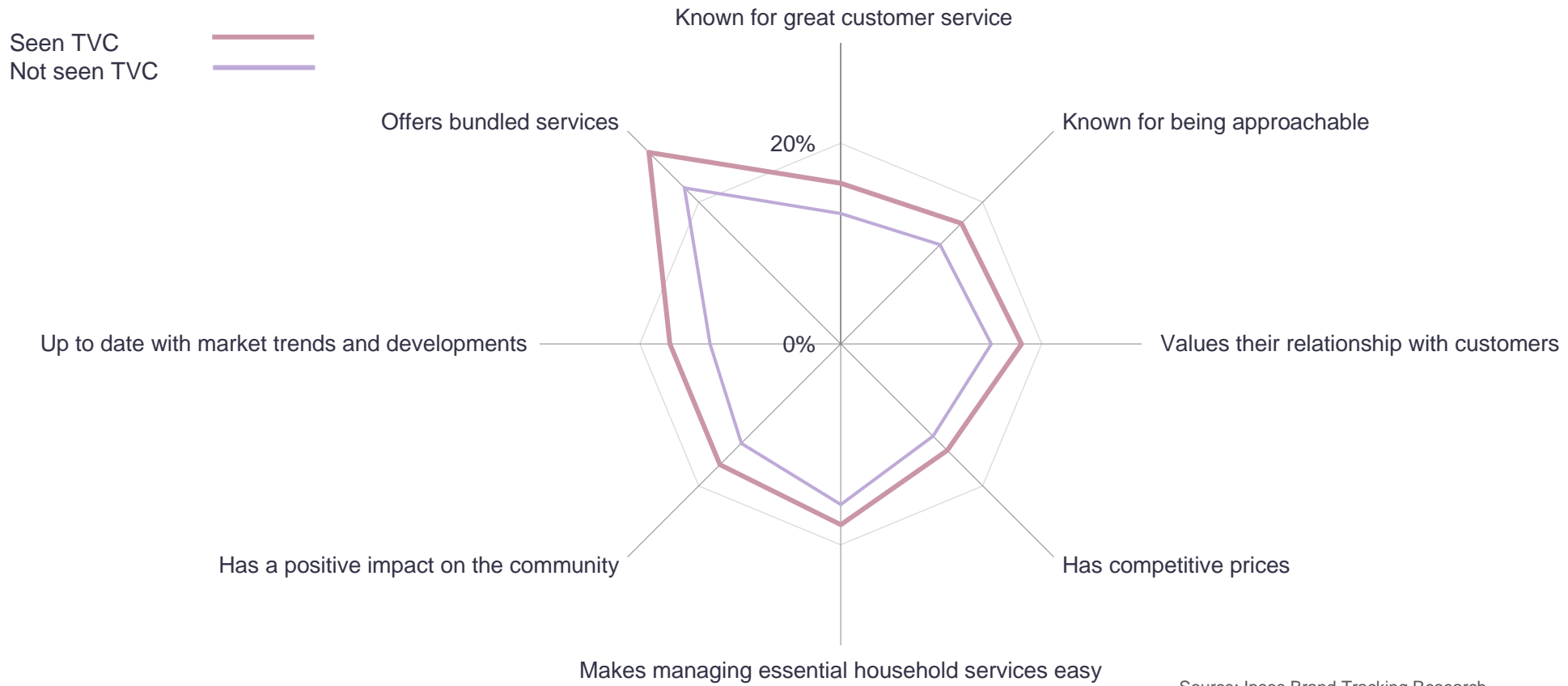
## Four Legs Good

44% of people recognised the ad after 6 weeks from stills with a media weight of 403 TARPs



Source: Ipsos Advertising Evaluation norms

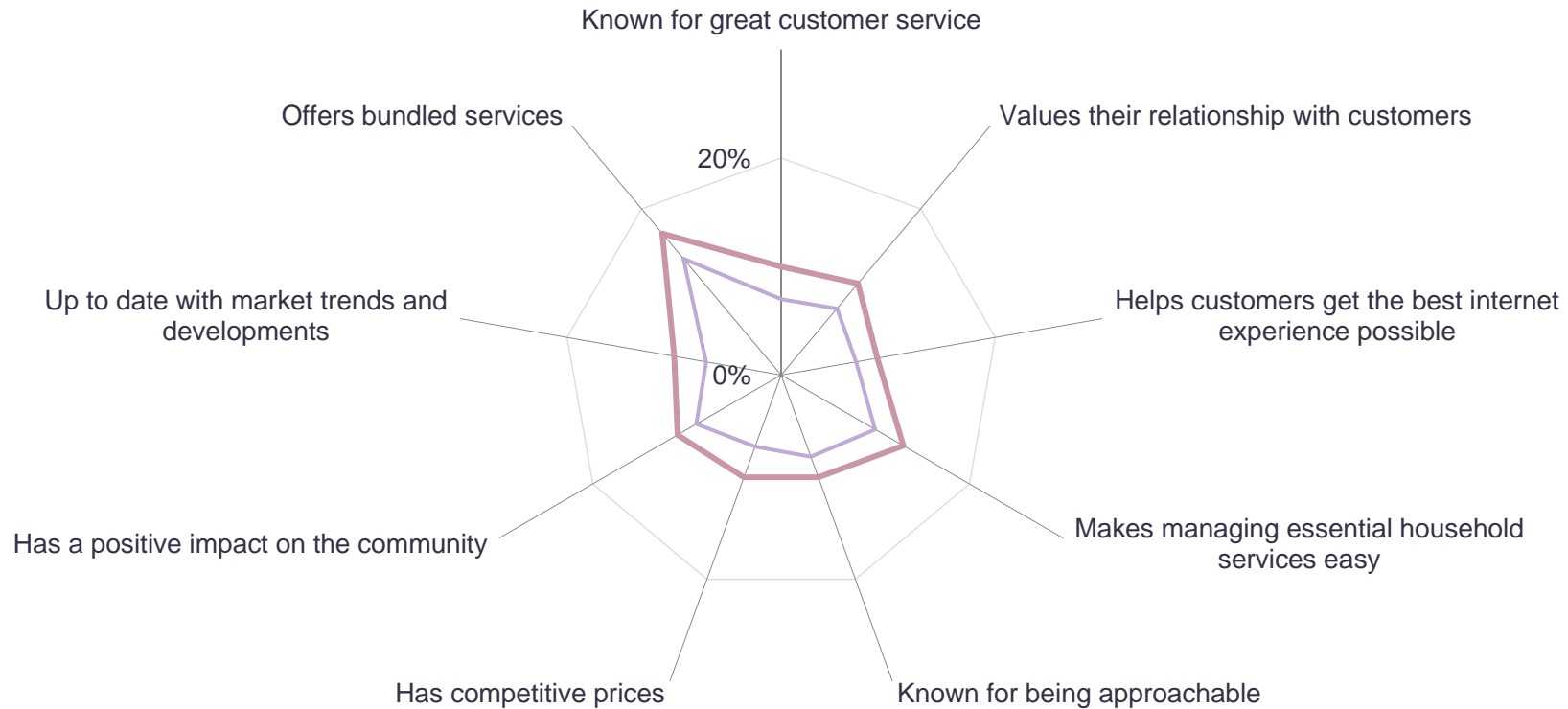
# Brand Image - Electricity



Source: Ipsos Brand Tracking Research

# Brand Image – Telco

— Seen  
— Not Seen

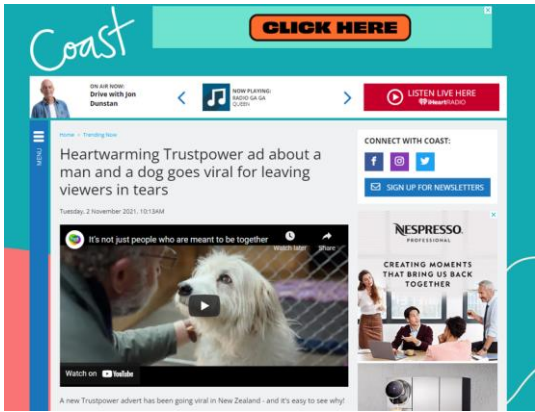


Source: Ipsos Brand Tracking Research

# Public reaction

- Over 40K views on YouTube in the first week – all organic
- 14K views on the Trustpower Facebook page in the first week – all organic
- Featured on multiple peak time radio shows in the first week after launch including Coast, the Breeze, More FM and ZM, and two days in a row on the National Programme's 'The Panel'. Discussions lasted several minutes.

All with no PR support or spend



**Chimerajacks** @DonaldC96503353 · Nov 2  
 Fuck you @trustpower with that eye leaking ad!!!!

**Aimee W** @92aims · Nov 2  
 Why you gotta hurt us like this?  
 How are we supposed to enjoy watching tv when we're all simultaneously weeping?!

**5G** pfized #BOTY Smug Hermit @loosewheelnz · Nov 2  
 I've just seen that #trustpower advert you've all been posting about!

This is one of the most beautiful honest adds ive seen great stuff

**Saskja Shaw** @SaskjaShaw · Nov 2  
 I can't believe it's even legal to have an ad like that

**Jen "Jab-Jab" Jewell** @shmennikins · Nov 2  
 Who can help me sue @trustpower for the infliction of emotional distress via their new ad? It's more heartbreaking than those Sarah McLachlan SPCA commercials...

**Sean** @seanresswell · Nov 2

**Abbie** @ladyandbrowndog · 2h  
 Finally let my wife watch the trust power ad after prepping her. Through (many) tears at the end she said "Life is just so sad" the thing should come with a trigger warning

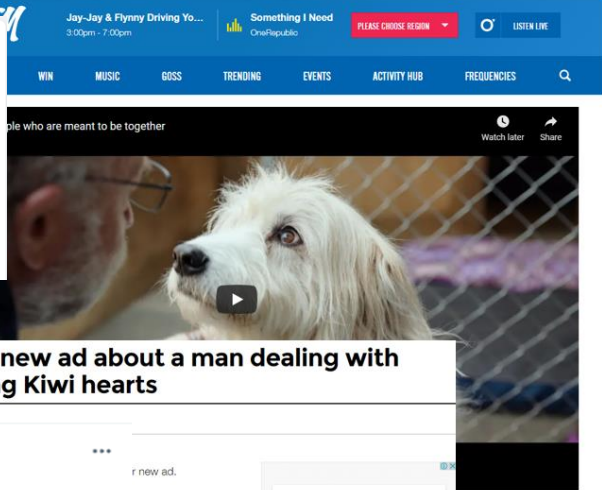
**Antonia Hides** · 11h  
 I mean, I don't wanna admit that I cry over tv ads but the new trust power ad with the 3 legged dog and the old fella may have just made me bawl.

**Donna Wilson**  
 Yes!! Definitely having a big sob with you haha

**Gemz Le Vaillant**  
 I was getting teary eyed watching that before but I'm just a sook

What a great ad. I'm a cynical old bastard but this made me misty eyed.

**Trustpower's new ad about a man dealing with grief is melting Kiwi hearts**



**Maree** @justadbooks · Nov 2  
 I've watched the Trustpower ad.

**Anna Rawhiti-Connell** @AnnaGConnell · Nov 2  
 I watched the ad. I made two weird noises that were sort of heaving wails, sort of strangled sobs. Good god Trustpower.

this ad creative is fabulous. the narratage goes straight to the heart

**Diamonds & PerLeighs** @L\_To · Nov 2  
 Replying to @AnnaGConnell  
 It killed me. Currently writing letter to Trustpower asking them to take off air. Will get signatures. My heart can't take it

**Caroline Ritson** @CarolineRitson1 · 13h  
 @trustpower completely in love with your new ad!

One of the best ads I have ever seen as a writer... Genuinely ad of the decade.

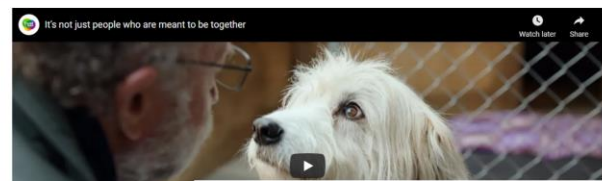
**mustlovedogs** @chloeocola1968 · 14h  
 Just saw the latest Trustpower ad on TV. With the old chap adopting the dog with 3 legs. My eyes are leaking. What an advert

**Missing Edey** @YvonneMilroy · 14h  
 The new Trustpower ad

**Jon D** @CanberraB8 · 2h  
 Darn you Trustpower ...that ad...

**Jane #Aroha** @JaneRefreshed · 13h  
 Oh boy I just saw THAT Trustpower Ad

**Dr Aleisha Ward** @nzjazzhistory · 13h  
 Damn that Trustpower ad really gets you in the feels...



**Trustpower's new ad featuring a man and a dog is melting hearts across NZ**

Trustpower has Kiwis right across the country in tears with their new ad. The video shows an older man who has presumably lost his wife. After visiting her graves, he goes to adopt a dog... Only to find he has something in common with this particular pooch.

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 Achieve marketing results with LinkedIn ads. No matter your objective. LinkedIn Marketing. Learn More

**Comrade Kate Davis (the red on the bed)** @kateinthebay · 14h  
 OMG that Trustpower advertisement- man adopting dog- blatant emotional blackmail. @trustpower (totally willing to change supplier immediately!)

If only there could be more adverts like this one as it is one of the best that I've seen. I watch it every time I come online. Shame they now show only part of it instead of the full version on TV.

**Shelley Mason**  
 Beautiful ad!!! Gets me every time.

**Carol Anne Shirley**  
 Love all their ads but this is the best

**Debbie Paardekooper**  
 Ffs it's too early in the morning for this kind of emotion beautiful

**Nicole Haami**  
 Beautiful x

**Angela Hansen-mrs Blue**  
 Leaky eyes alright

**Jacks Leach**  
 Such a good ad



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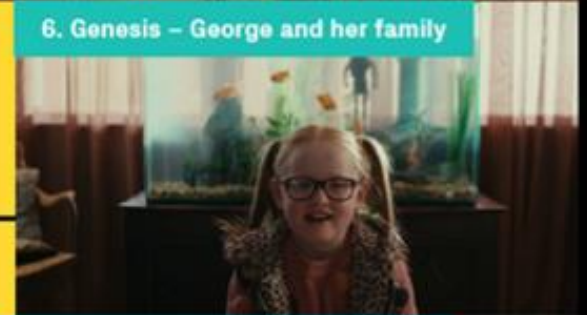
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# QUESTIONS

**THANK YOU**

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