



ThinkTV PRESENTS

LEARNINGS FROM NZ'S MOST LOVED TV ADS

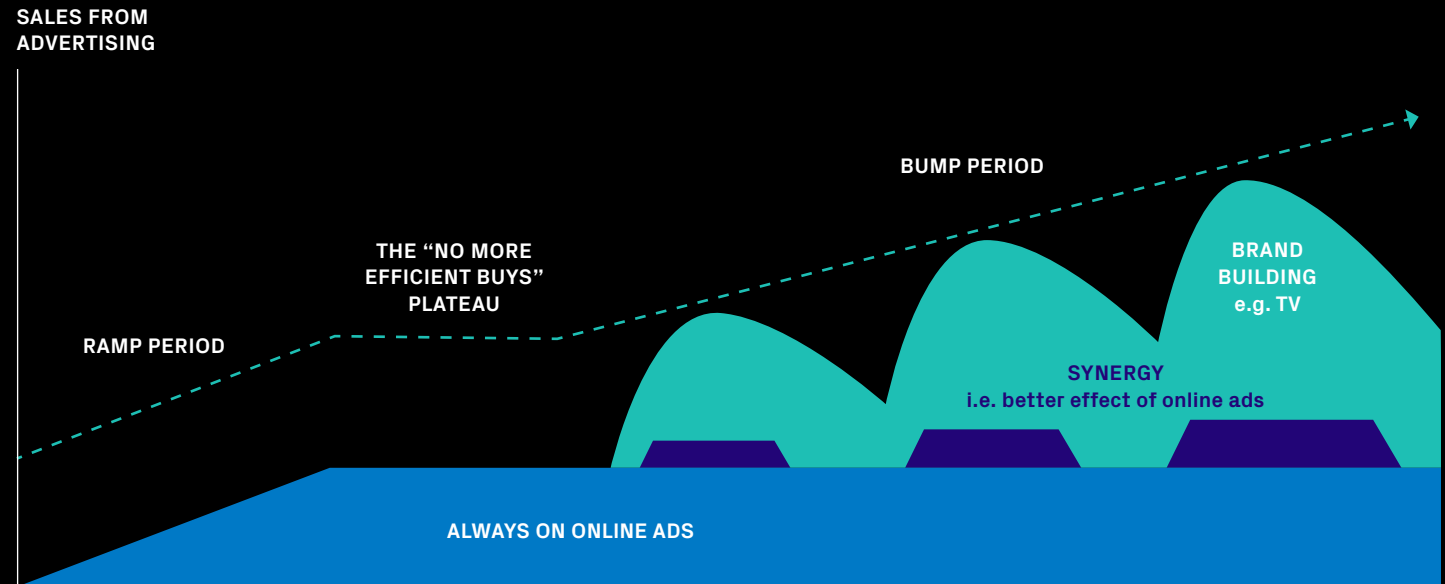
TRA | ThinkTV



The use of TV drives commercial results for brands

A MODERN VERSION OF THE LONG AND THE SHORT

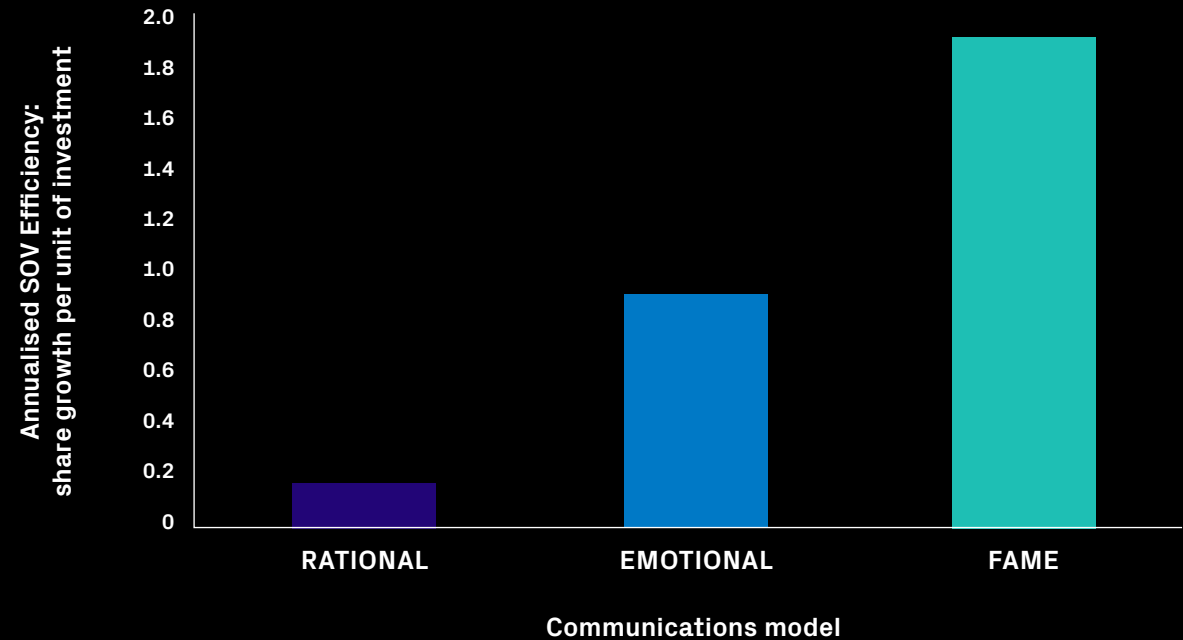
Several years of growth from scaling up always on digital activation, but it runs out of steam



Source: Grace Kite and Tom Roach

Creative quality also plays a critical role in advertising effectiveness

EMOTIONS AND FAME DRIVE LONG-TERM GROWTH



Source: IPA Databank, 1998-2020 cases

Lessons for creating popular and effective work

New Zealand's Favourite Ads Full List

	DEC 2021	APRIL 2022	JULY 2022	SEPT 2022
1	Trustpower – Meant to be Together	Trustpower – Meant to be Together	ASB – Ben and Amy	Trustpower – Meant to be Together
2	ASB – Ben and Amy	Westpac – Together Greater	Trustpower – Meant to be Together	Westpac – Together Greater
3	Westpac – Together Greater	ASB – Ben and Amy	Westpac – Together Greater	ASB – Ben and Amy
4	PAK'nSAVE - Stickman	McDonald's – General promotions	Genesis – Introducing George and her family	ANZ – Sameer's Why
5	McDonald's – Grandad road trip	ANZ – We Do How	McDonald's – Then. Now. Always.	PAK'nSAVE – Stickman
6	Sky TV – The Watch	V Energy – Can You Feel It	ANZ – We Do How	Genesis – Introducing George and her family
7	ANZ – We Do How	Waka Kotahi (NZTA) – Safe Limits	PAK'nSAVE – Stickman	McDonald's – Then. Now. Always.
8	Waka Kotahi (NZTA) – Safe Limits	Cadbury – Mum's Birthday	Meridian Energy – Be good to nature	Meridian Energy – Be good to nature
9	KFC – General promotions	KFC – General promotions	KFC – General promotions	AA Insurance – Live a little freer
10	V Energy – Can you feel it?	Mitre 10 – With You All The Way	Cadbury – Mum's Birthday	KFC – General promotions

November 2022 to be revealed...

METHODOLOGY

THE FAVOURITE ADS SURVEY



Survey asks a nationally representative sample of over 1,000 people a simple, unprompted question; *“What is your favourite ad on TV at the moment?”*

MARKETER INTERVIEWS



TRA’S CREATIVE EDGE FRAMEWORK



CREATIVE EDGE

TRA COMMS FRAMEWORK

The Creative Edge framework is about ensuring any creative work has the potential to move beyond an influential idea to an enduring icon, where the greatest return on investment is received.

REMARKABLE

UNIQUENESS

Stands out

VIRALITY

Gets people talking

REWARDING

REPEATABILITY

Worth seeing again

ENTERTAINMENT VALUE

Get something from the ad

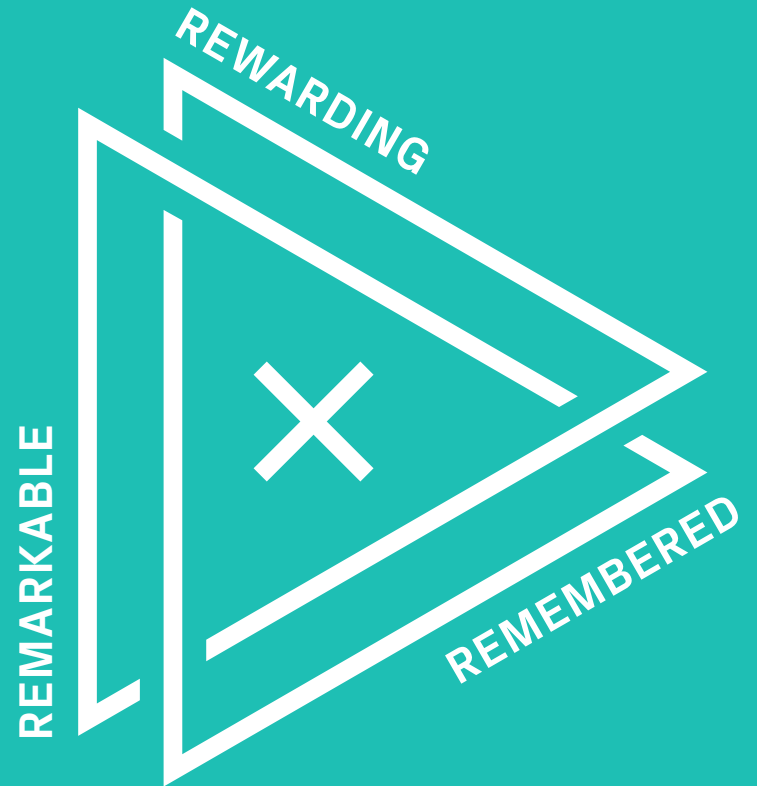
REMEMBERED

BRAND FIT

Fits with expectations / strategy

FLUENCY

Ease of brand recall




Let's get into the learnings...

Build to last

Aim to create work that wears in, where you can add depth and meaning to it over time.



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.

A woman with short grey hair and glasses, wearing a dark jacket with orange and white stripes, is smiling and looking at a young boy. The boy, also wearing glasses and a blue plaid jacket over a blue t-shirt, is holding a thin string taut between his hands. They are in a workshop or garage setting with various tools and equipment visible in the background.

Tell one story well

There are inherent strengths to a single-story approach that help explain why they outperform montage-style ads.

Tap into Kiwi Codes and cultural tensions

Careful effort has gone into creating work that resonates with Kiwis at a cultural level.

This makes the ads even more relatable and enjoyable.

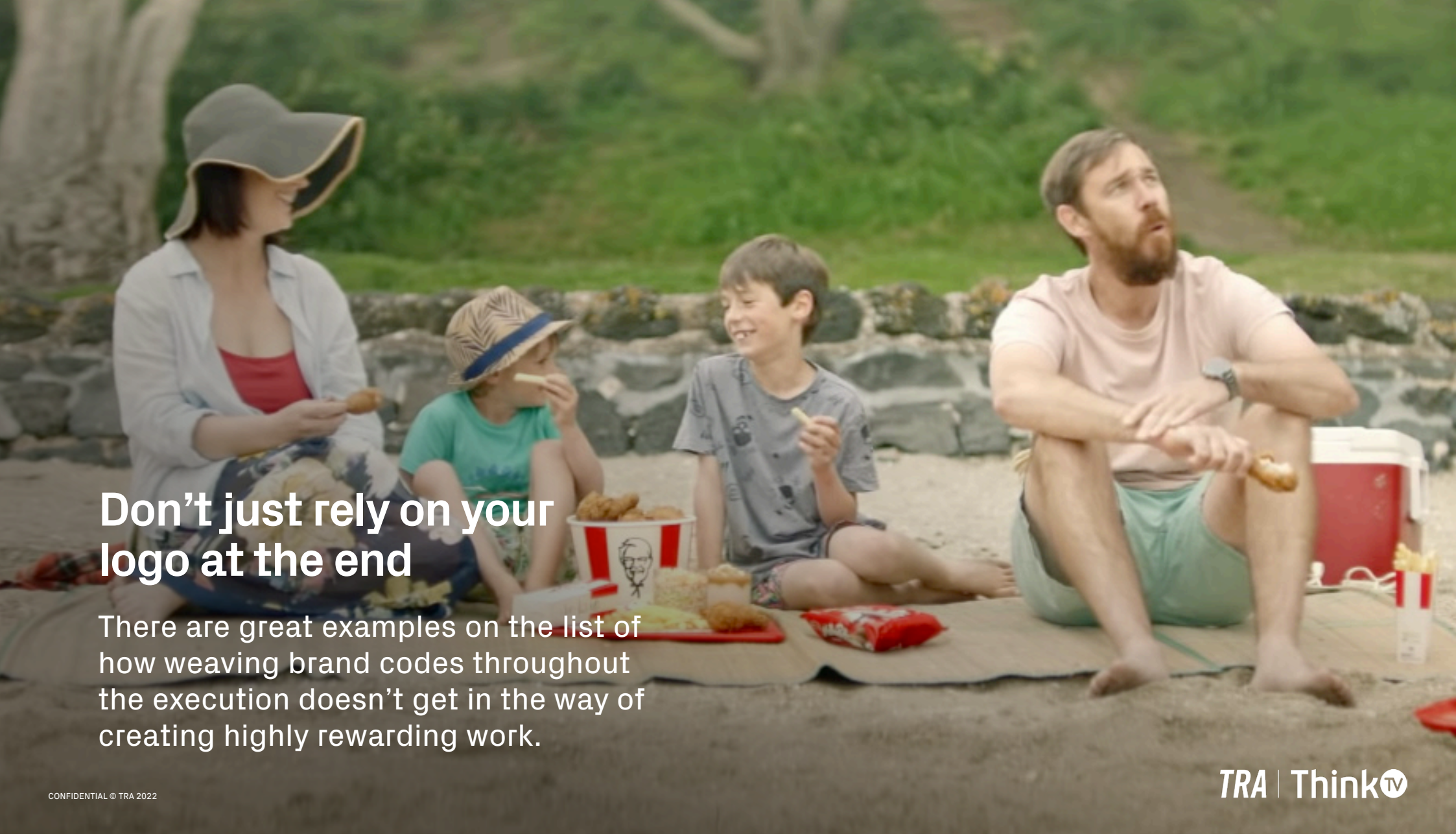


Deliver on your brand promise

It's critical that you're backing your brand promise up with real-world action.

Involve people and take them on the journey.

Empower and inspire them to deliver to the brand promise in new ways.



Don't just rely on your logo at the end

There are great examples on the list of how weaving brand codes throughout the execution doesn't get in the way of creating highly rewarding work.

Consider a brand character

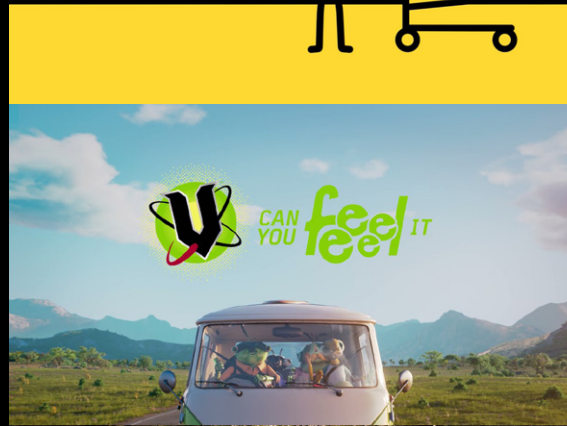
We've seen characters go from being rather out of fashion to dominating the Favourite Ads list.



Consider a brand character

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Characters are the Kings and Queens of salience

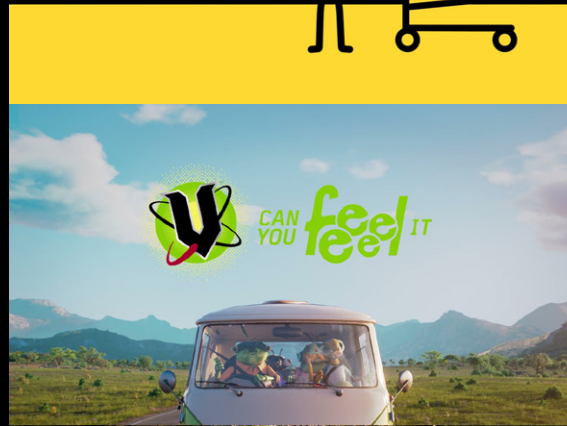


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Characters reinforce brand positioning



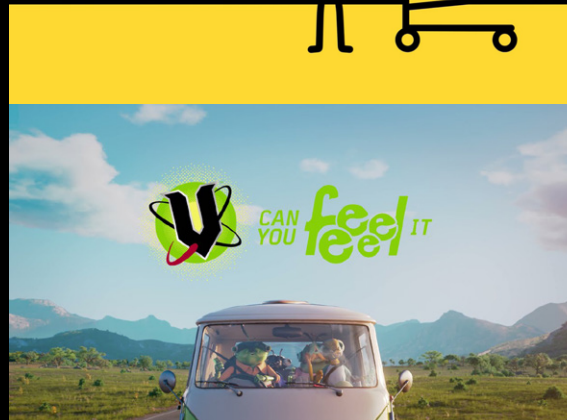
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Characters unify campaign messaging



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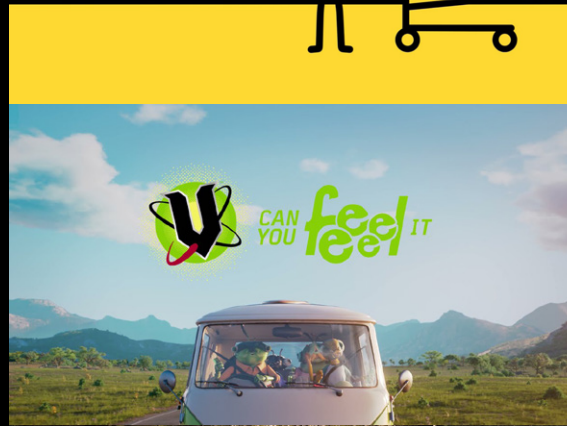
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Character-led campaigns are built to last



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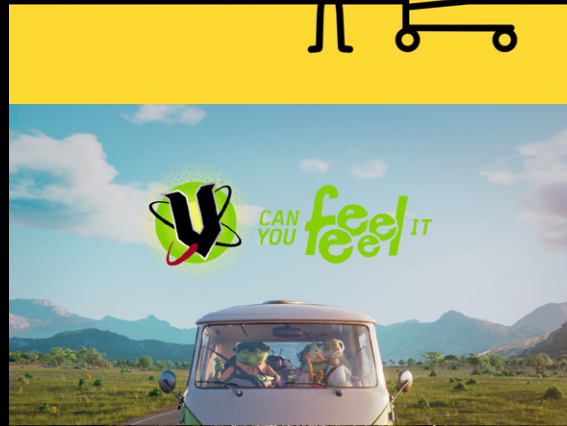
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Characters reinforce brand positioning

Characters unify campaign messaging

Character-led campaigns are built to last

Characters can become loved cultural icons



In summary

- **Build to last**
- **Use emotional storytelling to create remarkable and rewarding work**
- **Tell one story well**
- **Tap into Kiwi Codes and cultural tensions**
- **Don't just rely on your logo at the end**
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- **Consider a brand character**
- **Don't just rely on your logo at the end**

Favourite Ads for November 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 'EV road trip'
- 7** Turners – Tina from Turners
- 8** Southern Cross – Sweet Caroline
- 9** New Zealand Post – Keeping ho-ho hush-hush
- 10** Cadbury – Mum's Birthday

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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



Thank you.

Thoughts?

Observations?

Questions?