

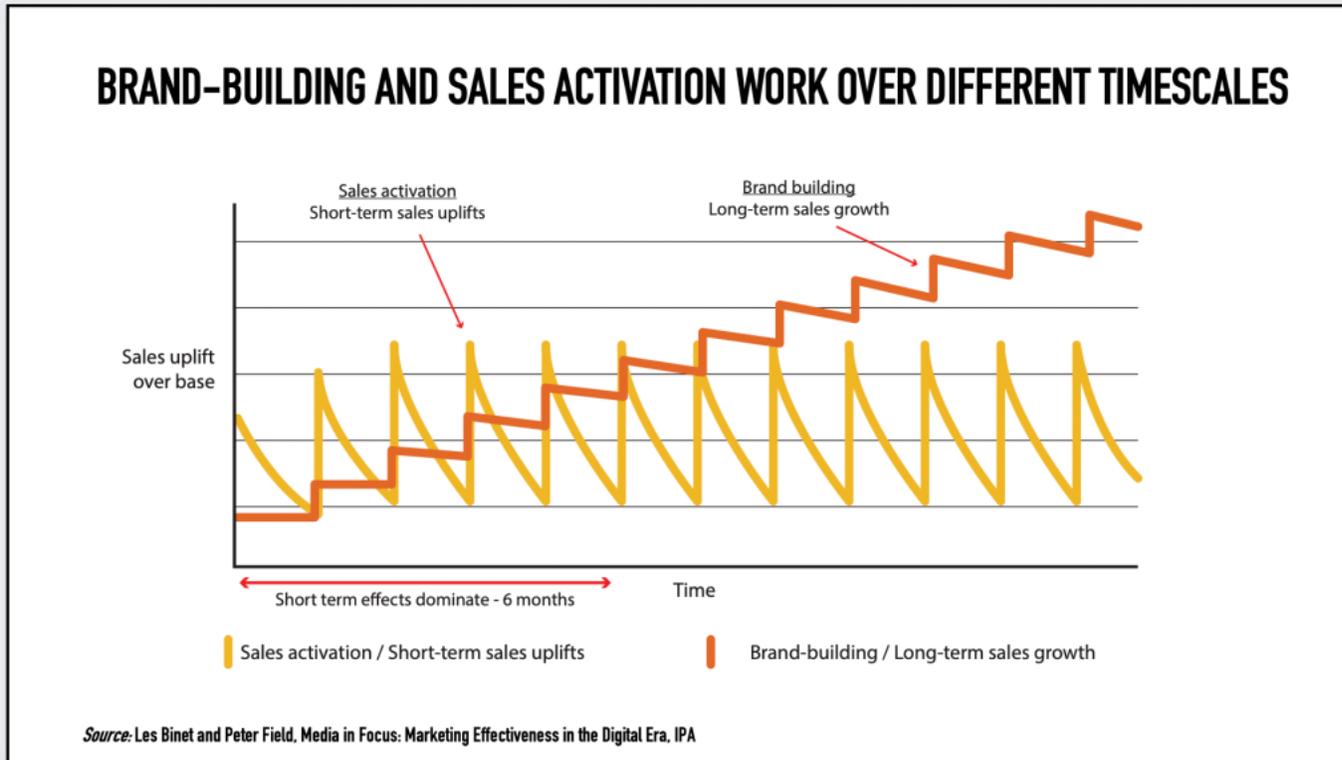
The wrong and the real of it

July 2021



A reminder of the theory: Some advertising lasts longer than others

And it's the long-lasting type that brings sustained sales growth

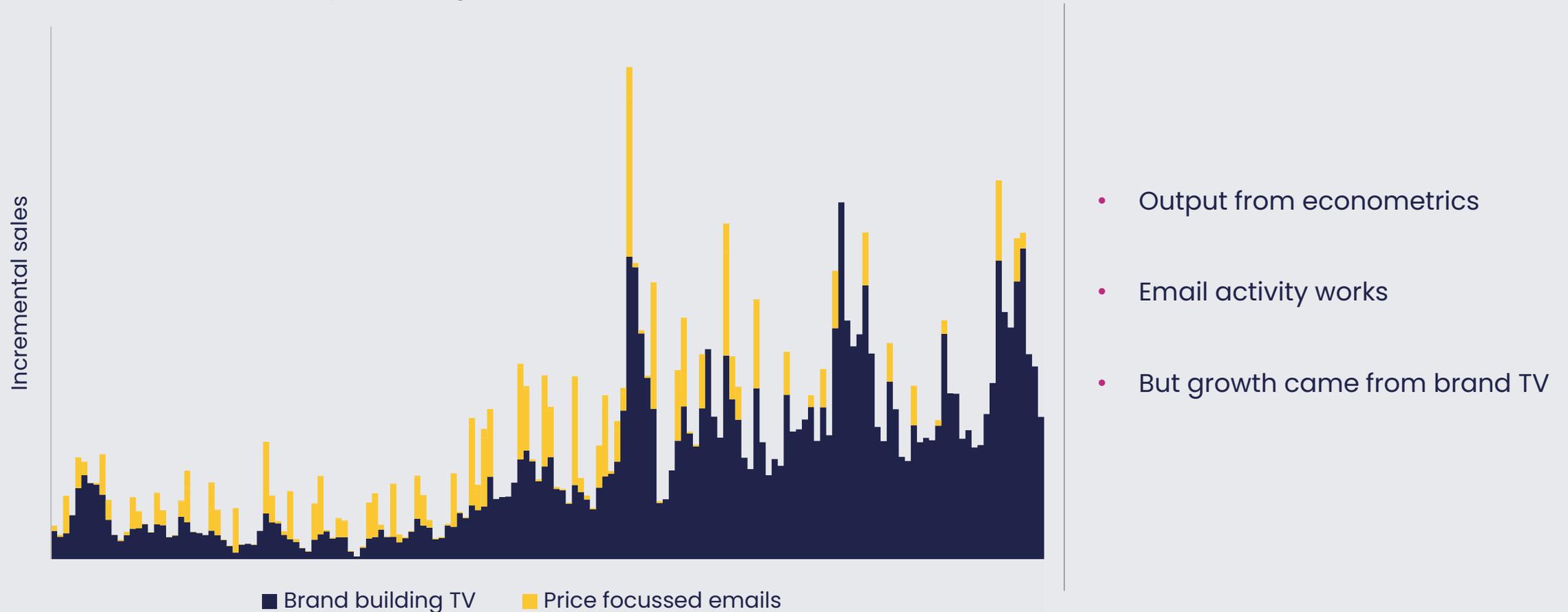


- This is a famous chart, by Les Binet and Peter Field
- It's a theoretical illustration of how advertising works

The long and the short of it is not just a theory

Many brands do experience this trajectory

A brand experiencing what Les and Peter describe



A modern version of the long and the short

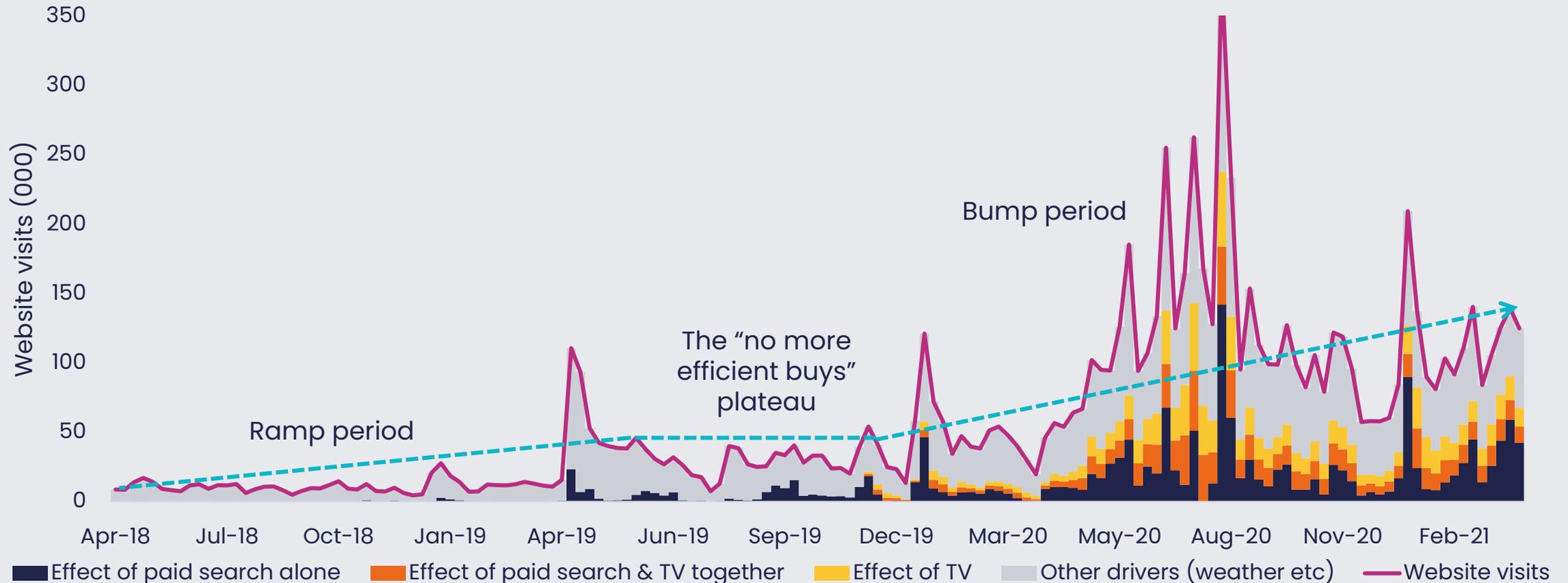
Several years of growth from scaling up always on digital activation, but it runs out of steam



This dieting brand had a period of growth using online only

But it reached a plateau and growth stalled – until they invested into TV

Dieting



“We have an amazing video of the founder shooting his web analytics platform the night that they ran their first TV spot. And he's with his family looking at the counter on GA and saying ‘Yeah! This many people on site!’

And you can hear him and his family, they're cheering.”

“I’ve got a video somewhere of where we’re all geeking-out because of having the TV on.

Watching the Google Analytics and just going nuts”

“As the spot ran we saw a huge surge in traffic and conversions.

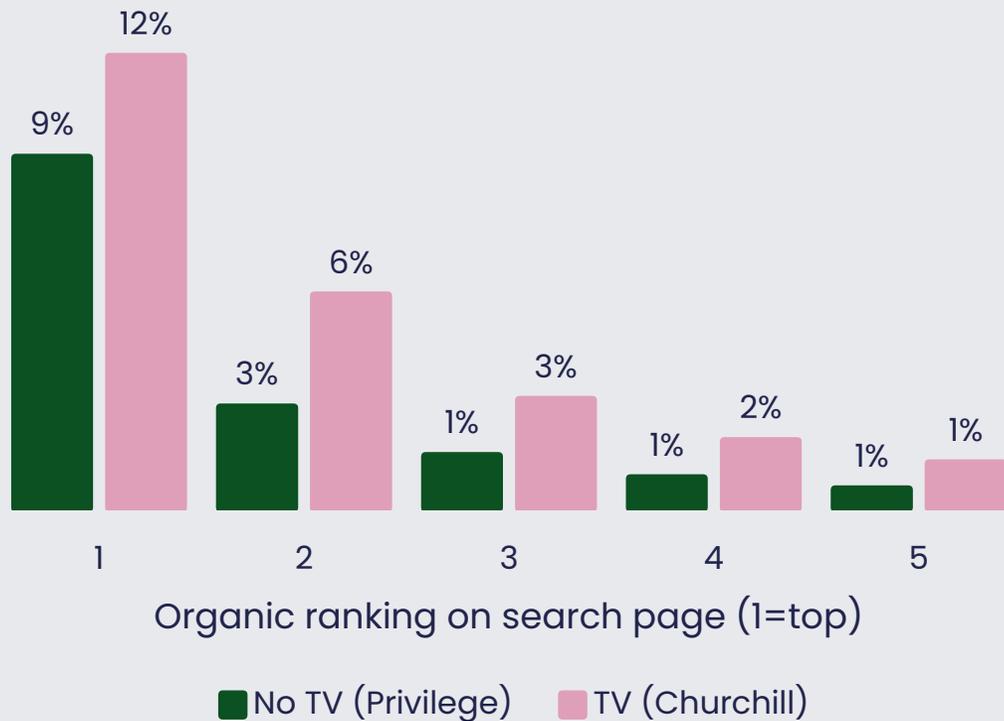
Seeing visits shoot up, flow through our site and convert remains as exciting as the day we launched.

The excitement doesn't and shouldn't go away”

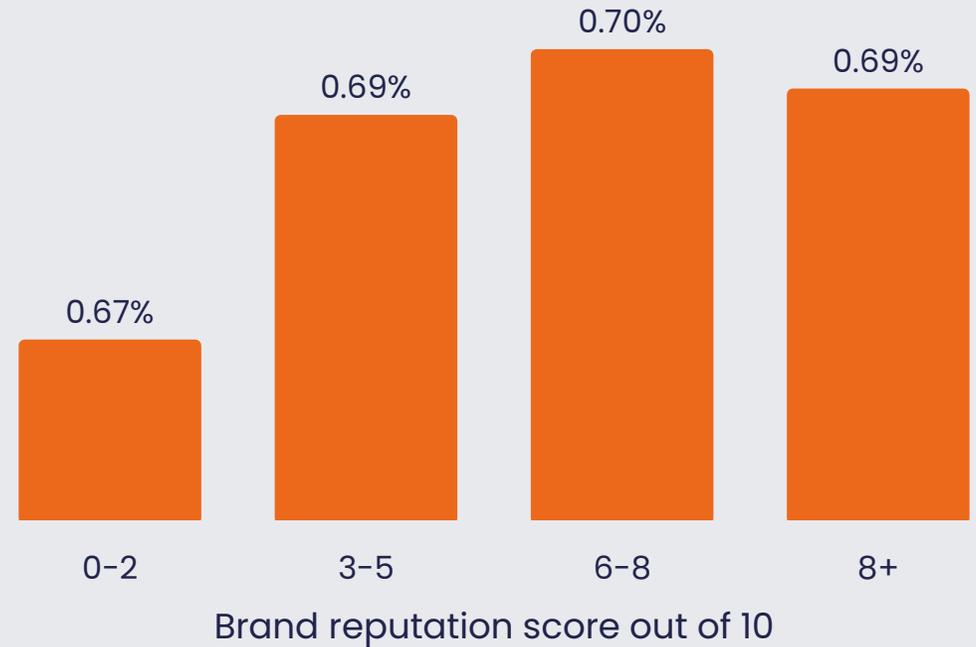
TV makes your search ads more clickable

Shown here for insurance and an e-commerce marketplace

Click through rate on organic search
vs TV
(insurance)

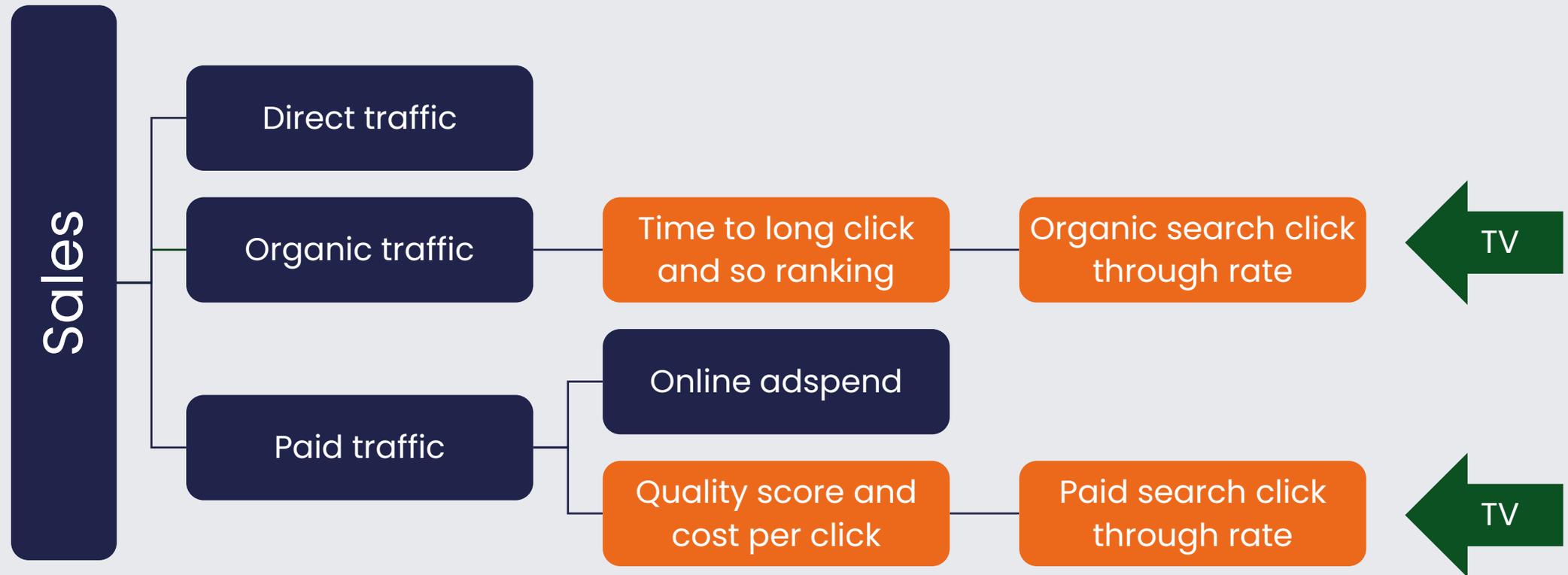


Click through rate on paid search
vs brand reputation
(e-commerce)



Click through rates are important

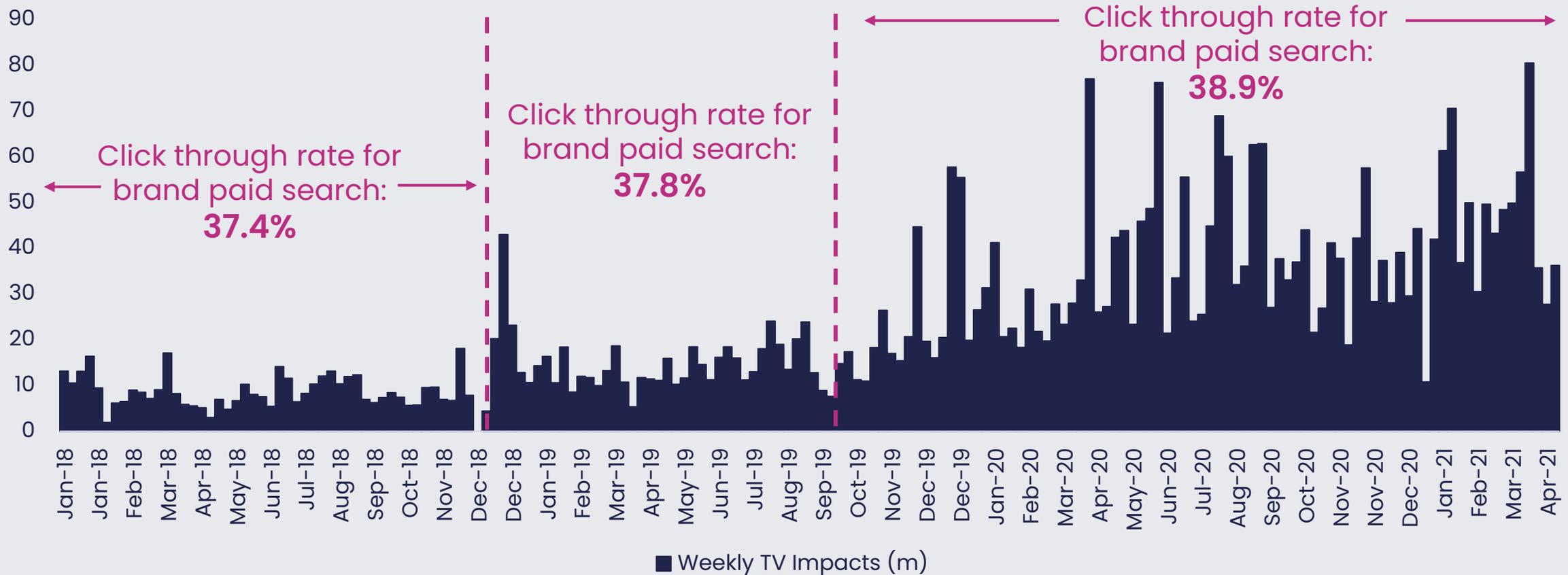
Directly, and because the google algorithms respond



Until you become big tackle click through rate directly with TV

Shown here, an increase in click through rate after a sustained up in TV investment

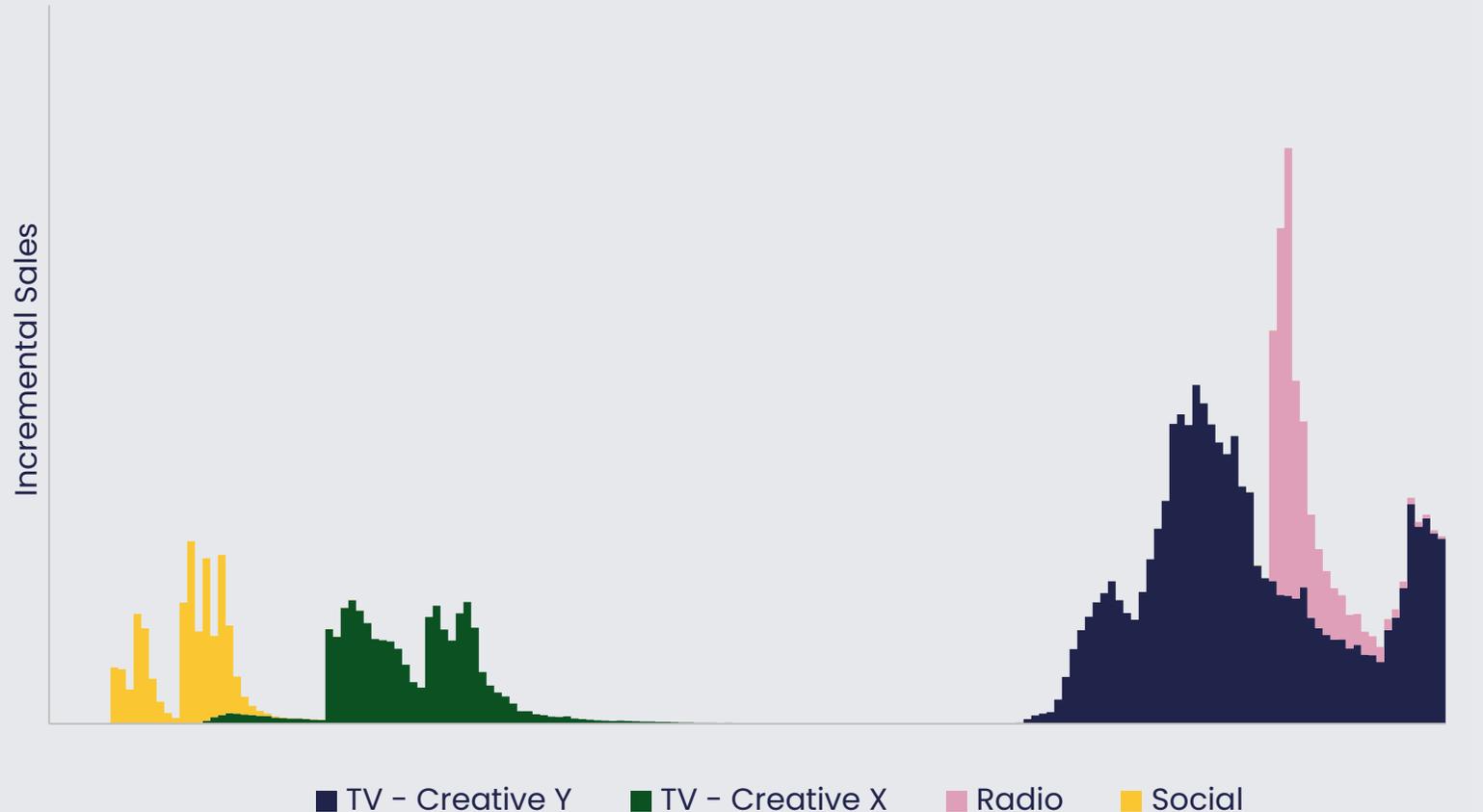
Furniture – 3 eras of TV spending



Investing long is expensive and risky

In many of the cases we reviewed initial experiments didn't work

Experimenting to find long lasting activity: Successful case

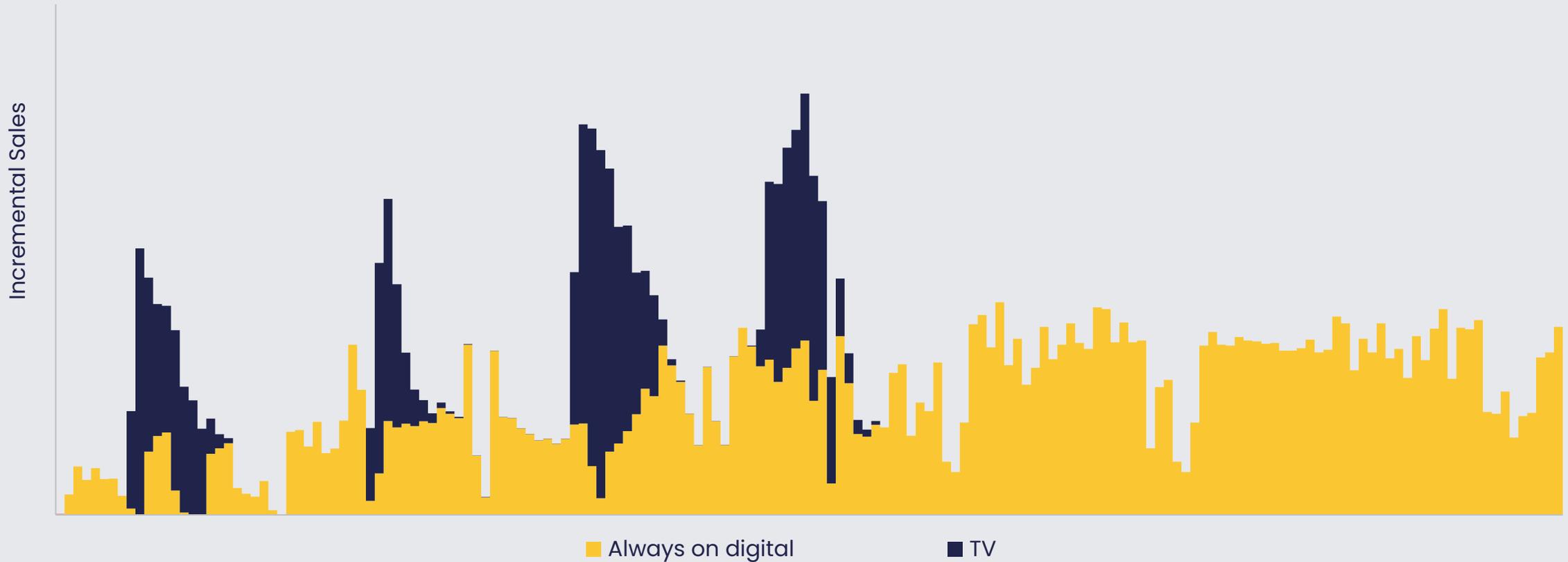


- Early experiments didn't work
 - Social had short-lived effect
 - Creative X wasn't strong enough
- Eventual success
 - Journey of several years
 - Risky
 - Expensive
 - A determined CMO

In this example the advertiser gave up

Finance department ran out of patience with the experiments

Experimenting to find long lasting activity: Unsuccessful case



A catch 22

Businesses don't know in advance whether their creative is good enough or whether they're using the right media channels, and this makes it very difficult to commit the budgets needed to make a success of ANY creative/media channel combination.

It's particularly bad in e-commerce businesses:

“I spoke to one of the founders about brand building. He was like, ‘yeah, I’m not trying what you want to do. I don’t want to become a household name and be famous. I just want to put a £1 in and get £50 back’”

“Research was being used politically, to convince others of the problems and potential of a more balanced approach. You need the metrics to show the nature of the problem, then to set the benchmarks for change, then to chart the progress of the organisation before the money eventually starts to come in.”

Mark Ritson’s survey of CMOs doing brand building successfully



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