
Marketing in the era of accountability

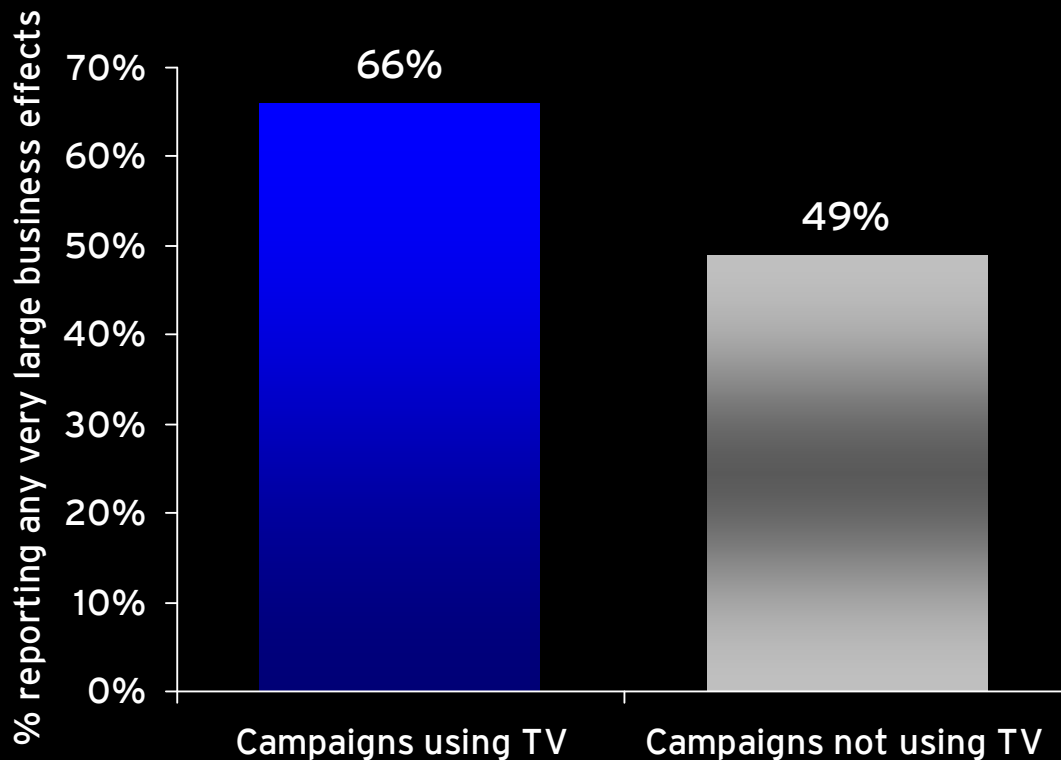
Introduction

Analysis conducted by the Institute of Practitioners in Advertising (IPA) of more than 880 UK-based case studies has revealed that not only do campaigns using TV significantly out-perform those that don't - using TV actually makes a campaign more efficient, regardless of budget.

Campaigns using TV are more effective

The analysis revealed that campaigns that use TV significantly out-perform those that do not.

TV enhances campaign effectiveness



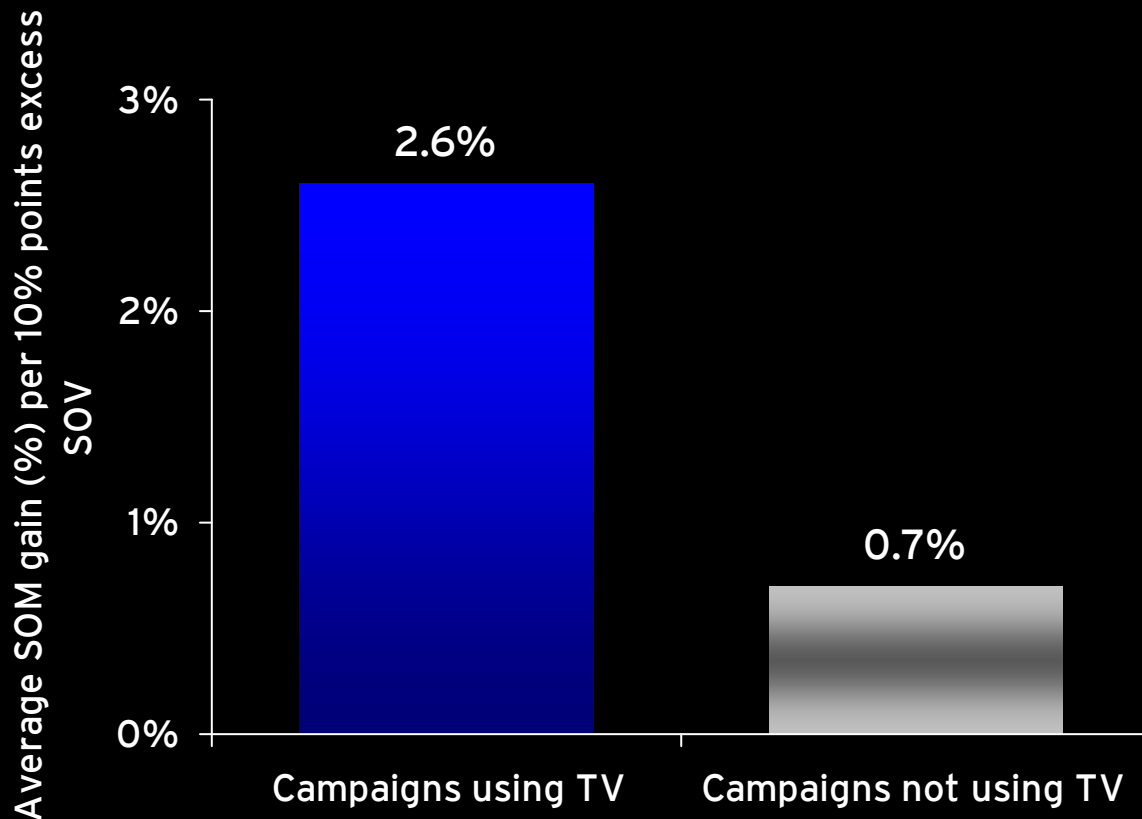
Source: Marketing in the Era of Accountability, Binet & Field, IPA dataMINE, 2007&08



TV enhances campaign efficiency

Moreover, share of voice analysis shows that using television within the media mix makes a campaign more efficient, regardless of budget.

TV enhances campaign efficiency



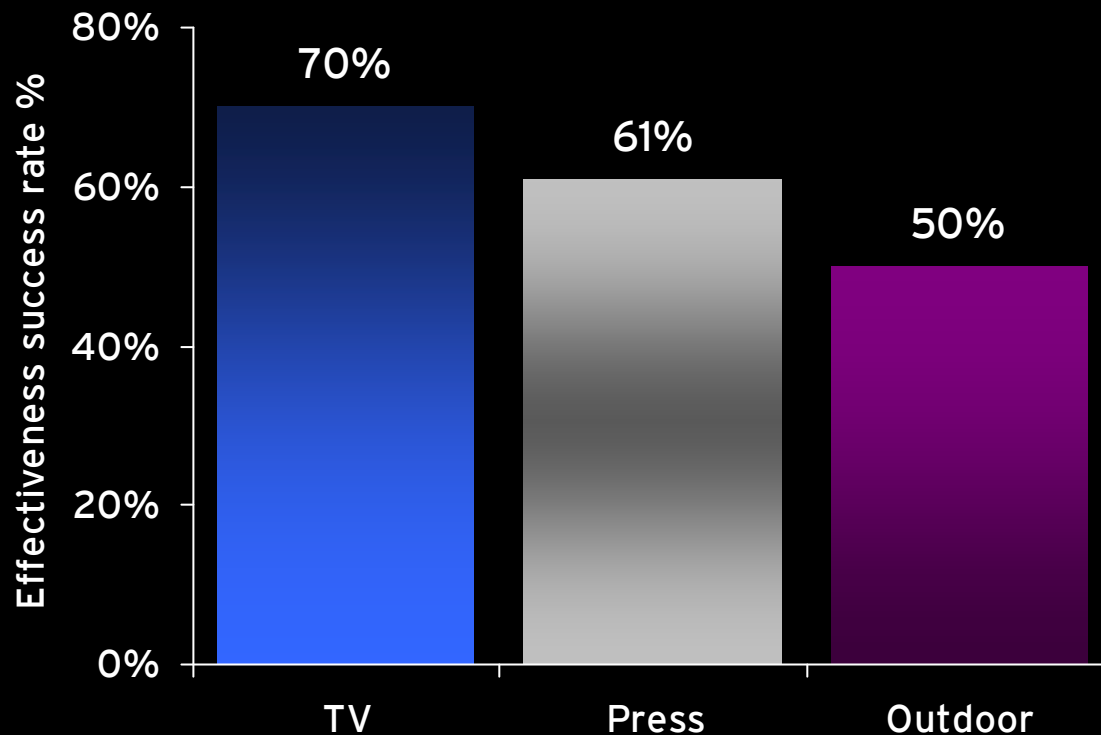
Source: Marketing in the Era of Accountability, Binet & Field, IPA dataMINE, 2007&08



TV is a more effective lead medium

Television remains one of the most effective and efficient mediums. When used as the lead medium, television has a 70 per cent effectiveness success rate.

TV is a more effective lead medium



What is the optimal number of channels?

The proliferation of media and communications channels is well known and widely reported. So too is the trend for campaigns to make wider use of these communication tools.

While it is true that multi-channel campaigns are in general more effective than single-channel campaigns, the Institute of Practitioners in Advertising (IPA) report, *Marketing in the Era of Accountability*, suggests the trend towards integration may actually be making marketing less accountable, not more so.

The study cites several reasons for this; a) there are diminishing returns in terms of coverage; b) the share of budget that needs to be allocated to production costs increases; and c) spreading a budget across a large number of media may make it harder to cut through in any of them.

The authors of the study recommend around three advertising media is optimal for a typical campaign.

Emotional campaigns are more effective

One of the broad conclusions from the wealth of data analysed in this study is that communications that use emotional appeal are more likely to yield strong business results than rationally-based models.

In fact, emotional campaigns outperform rational ones on almost every single attitudinal dimension.

This is in part because emotionally-based campaigns are more memorable.

The power of television

And that is the power of TV ... the combination of both sound and moving imagery helps us notice and remember messages far more effectively than other media.