

THE CASE FOR CREATIVITY IN ADVERTISING

Advertisers have long believed that more creative work is more effective but this has been hard to prove because of the number of factors that go into creating the best campaign. However, there is now growing proof of the link between creativity and advertising effectiveness, and its impact on business performance. Yet advertisers are increasingly focused on short-term goals that don't drive long-term business success and failing to measure creativity.

38%

of marketers do not measure the effectiveness of their creative

Marketing Week 2019

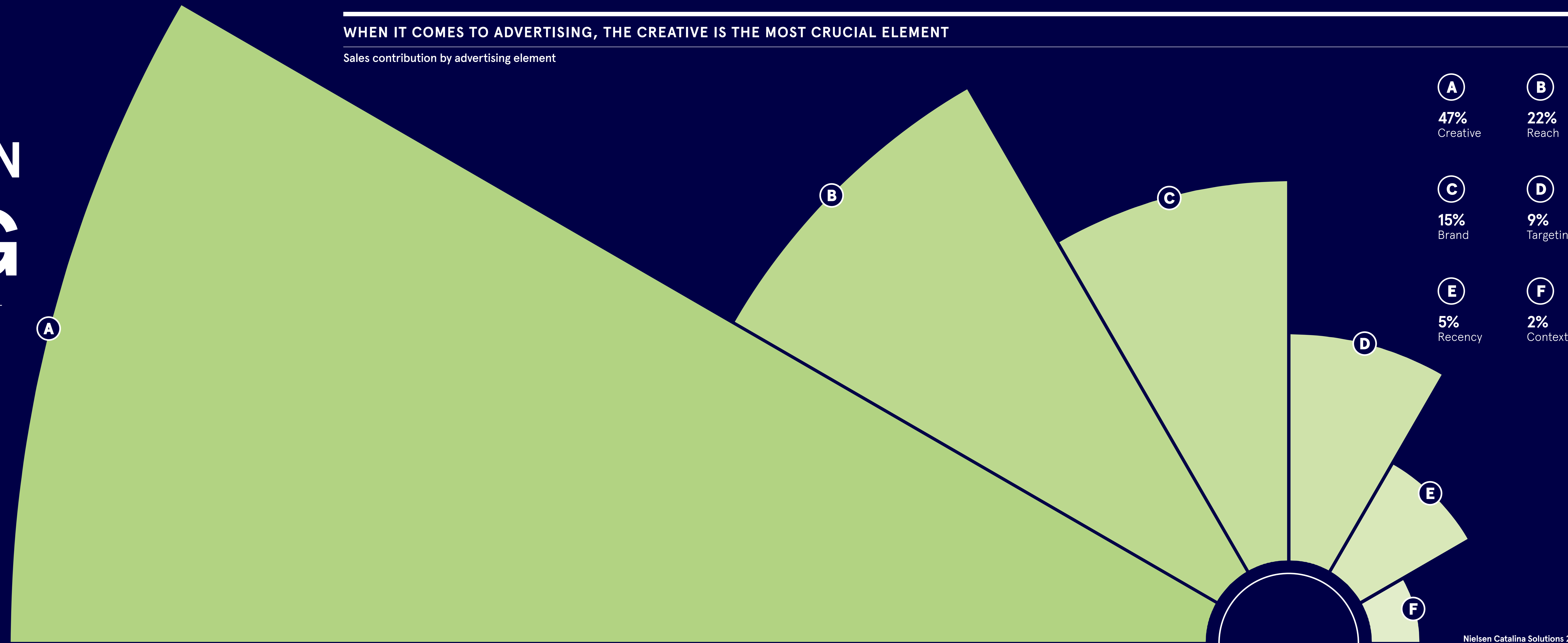
12%

of marketers do not measure the effectiveness of their creative or media

Marketing Week 2019

WHEN IT COMES TO ADVERTISING, THE CREATIVE IS THE MOST CRUCIAL ELEMENT

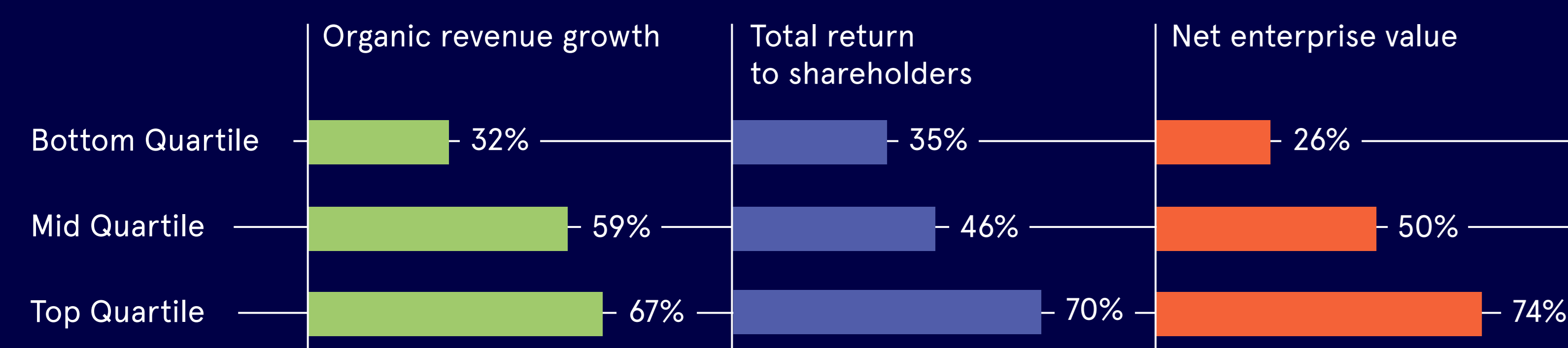
Sales contribution by advertising element



Nielsen Catalina Solutions 2017

CREATIVE LEADERS OUTPERFORM THEIR PEERS ON KEY FINANCIAL METRICS

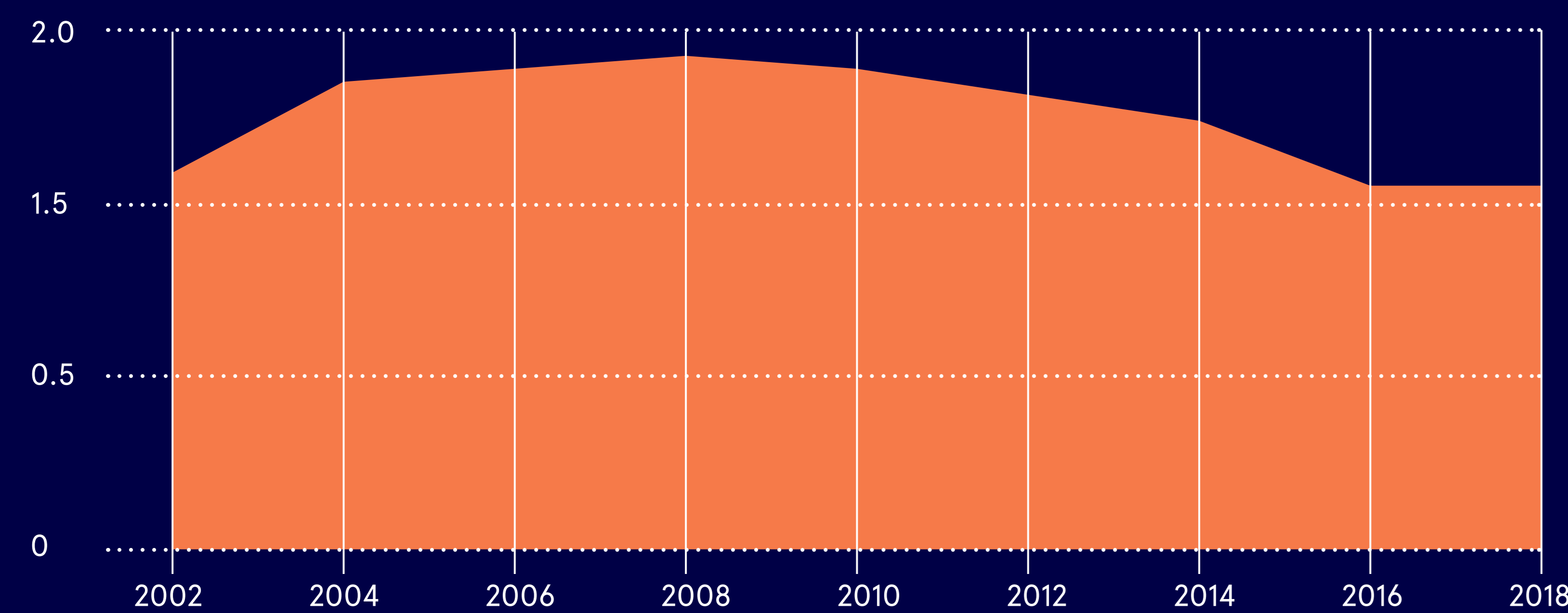
Likelihood that creativity score quality has above-average performance



McKinsey 2017

THE EFFECTIVENESS OF CREATIVELY-AWARDED CAMPAIGNS IS FALLING BACK

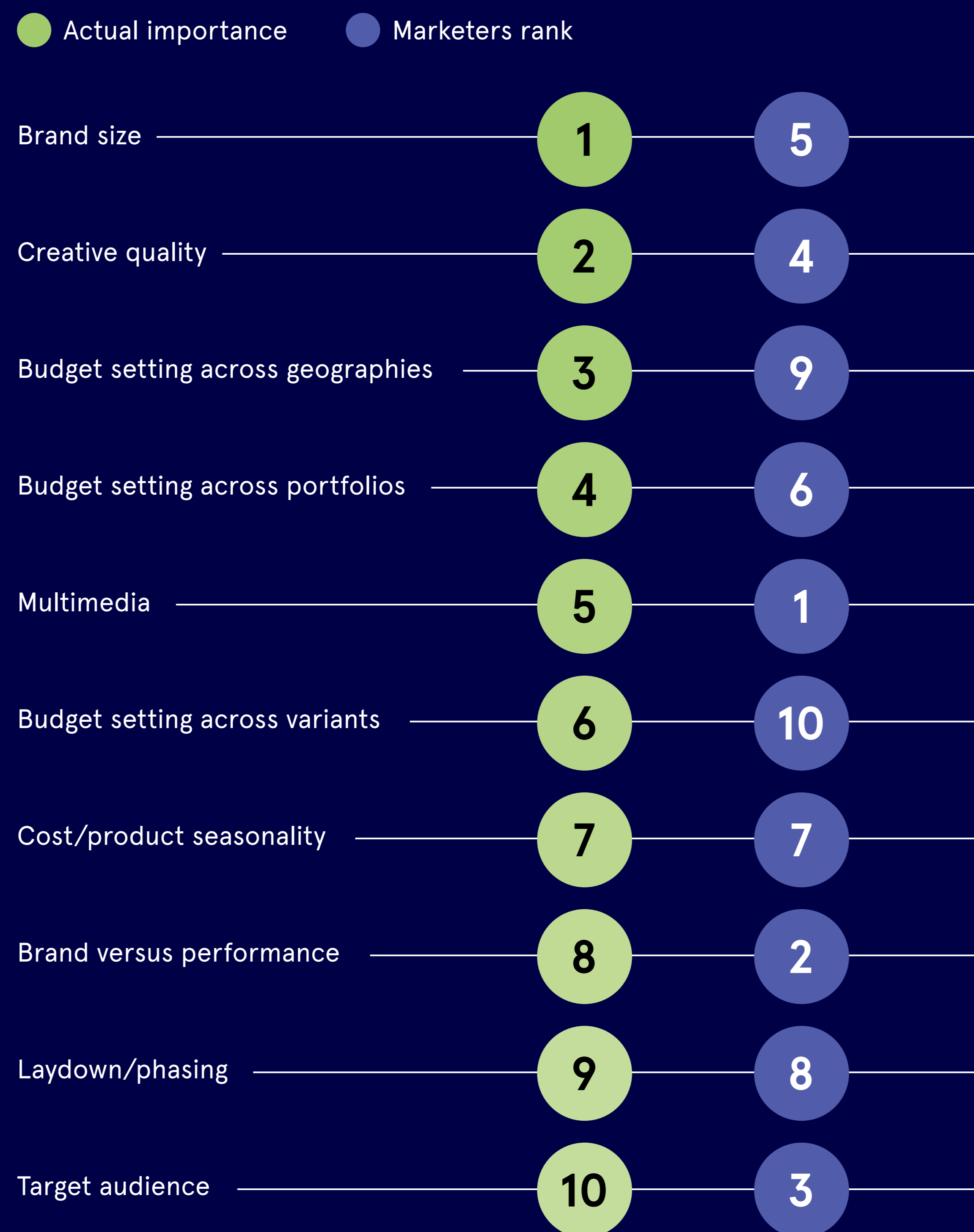
Average very large business effects (such as sales and share gains, price sensitivity, customer loyalty, penetration, profit) reported for winners of IPA Effectiveness awards, six years ending



IPA Databank 2019

MARKETERS UNDERESTIMATE CREATIVITY

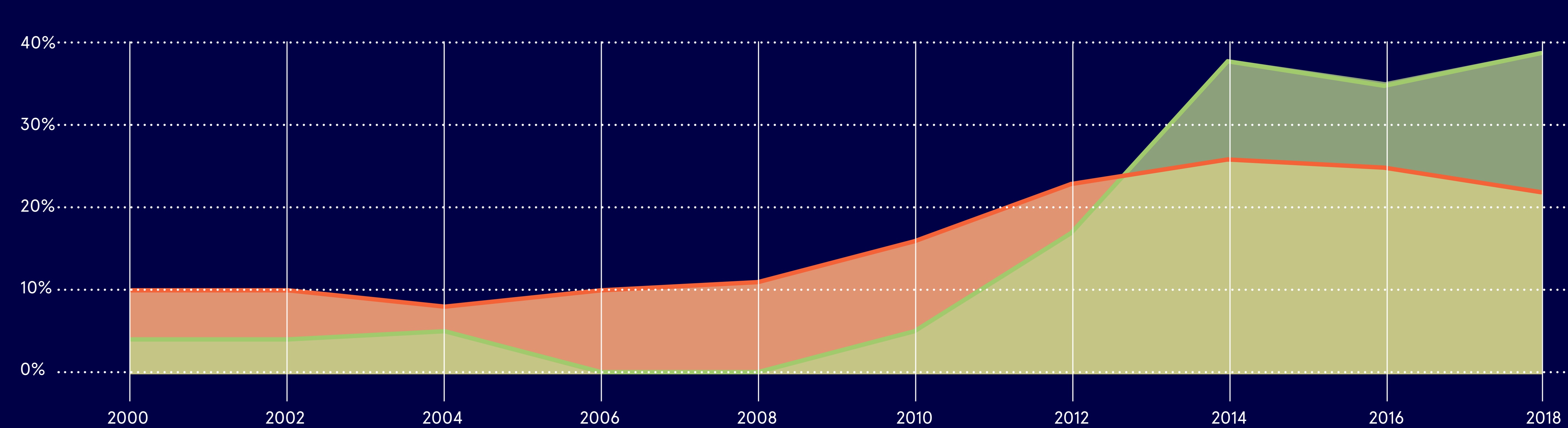
How marketers rank factors influencing the biggest drivers of brand profit



Kantar 2020

THERE HAS BEEN A DRAMATIC RISE IN SHORT-TERM AD CAMPAIGNS RECEIVING CREATIVE AWARDS

IPA Effectiveness award entries that focus on short-term goals (less than six months)



IPA awards entries reporting



IPA Databank 2019