



EFFECTIVENESS IN CONTEXT

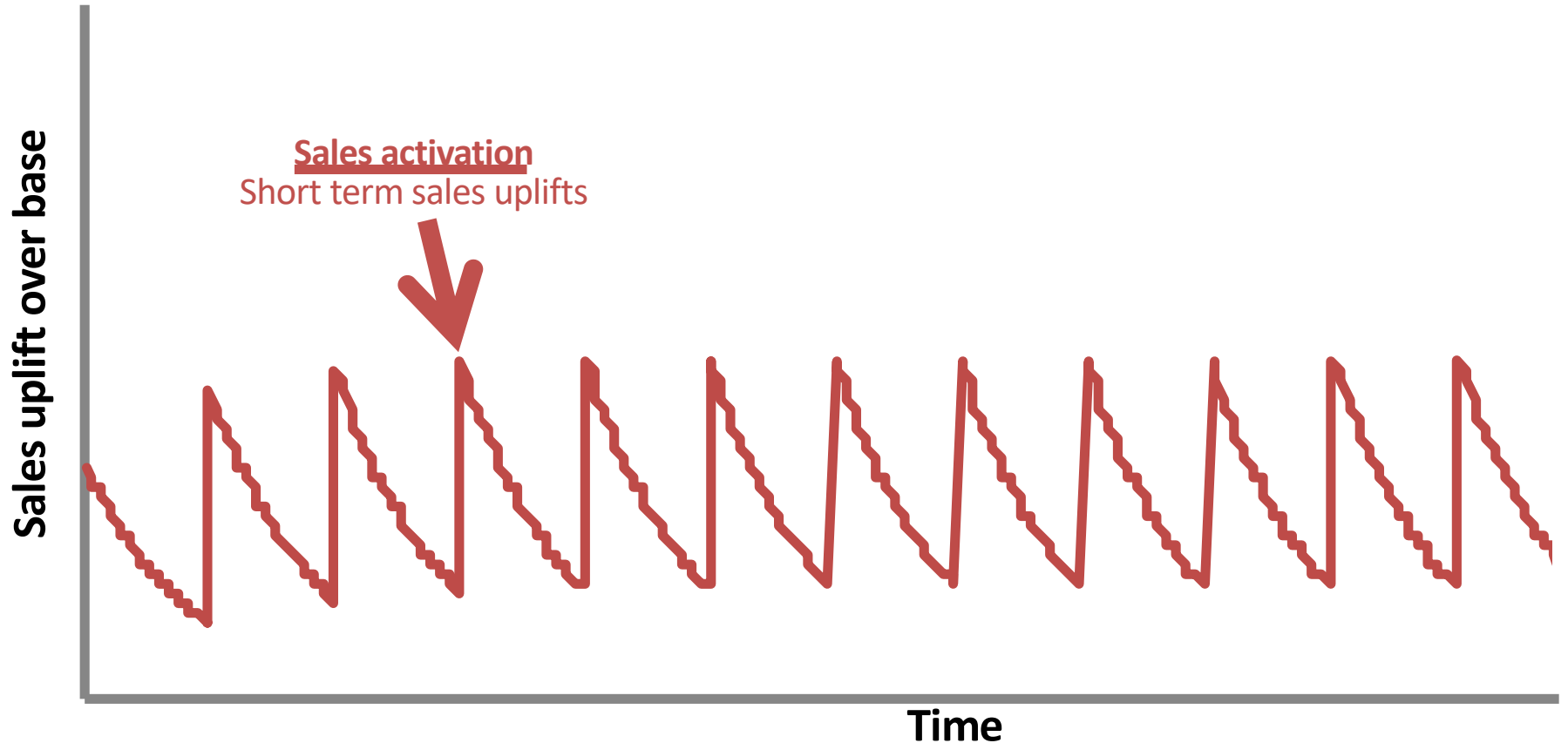
PRELIMINARY FINDINGS

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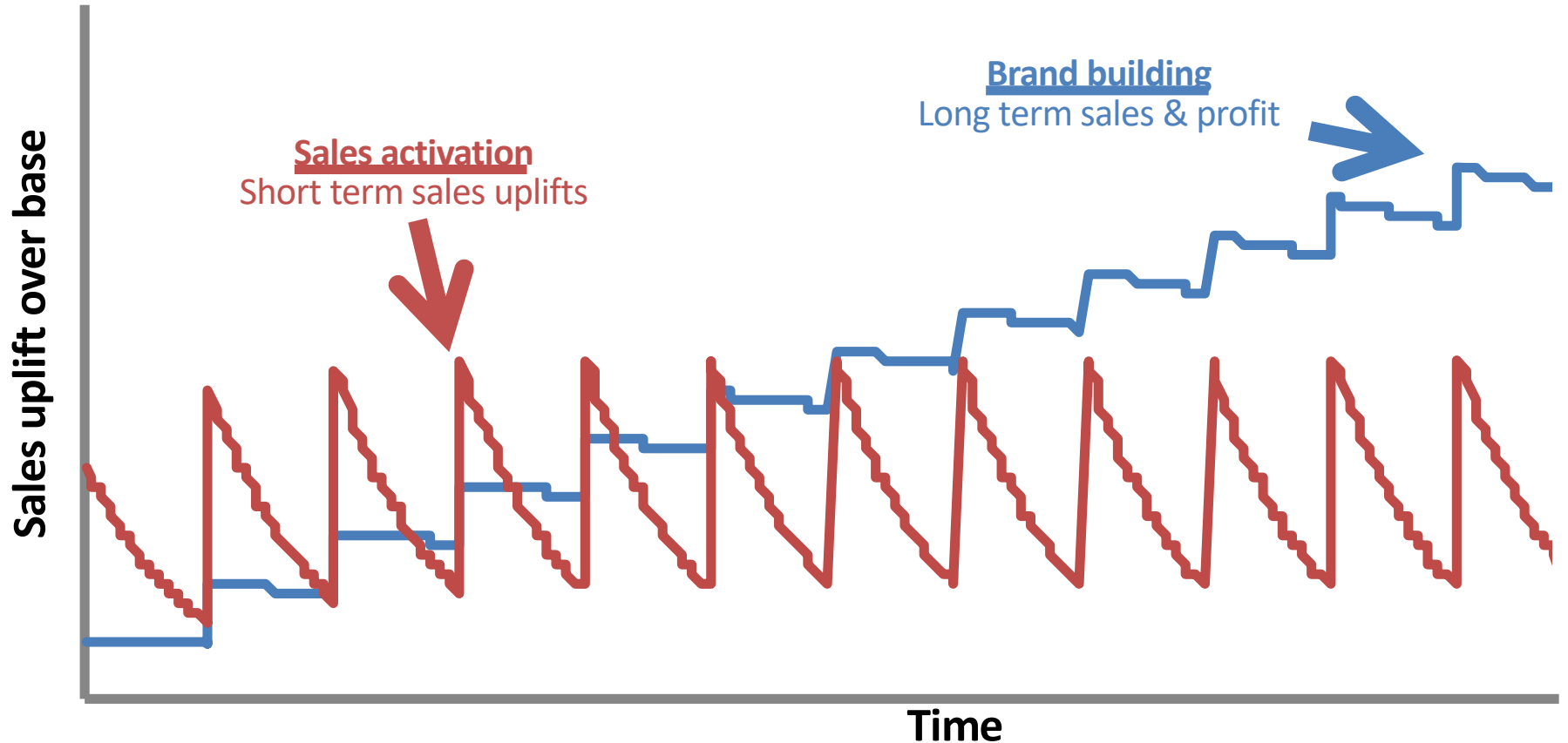
In association with



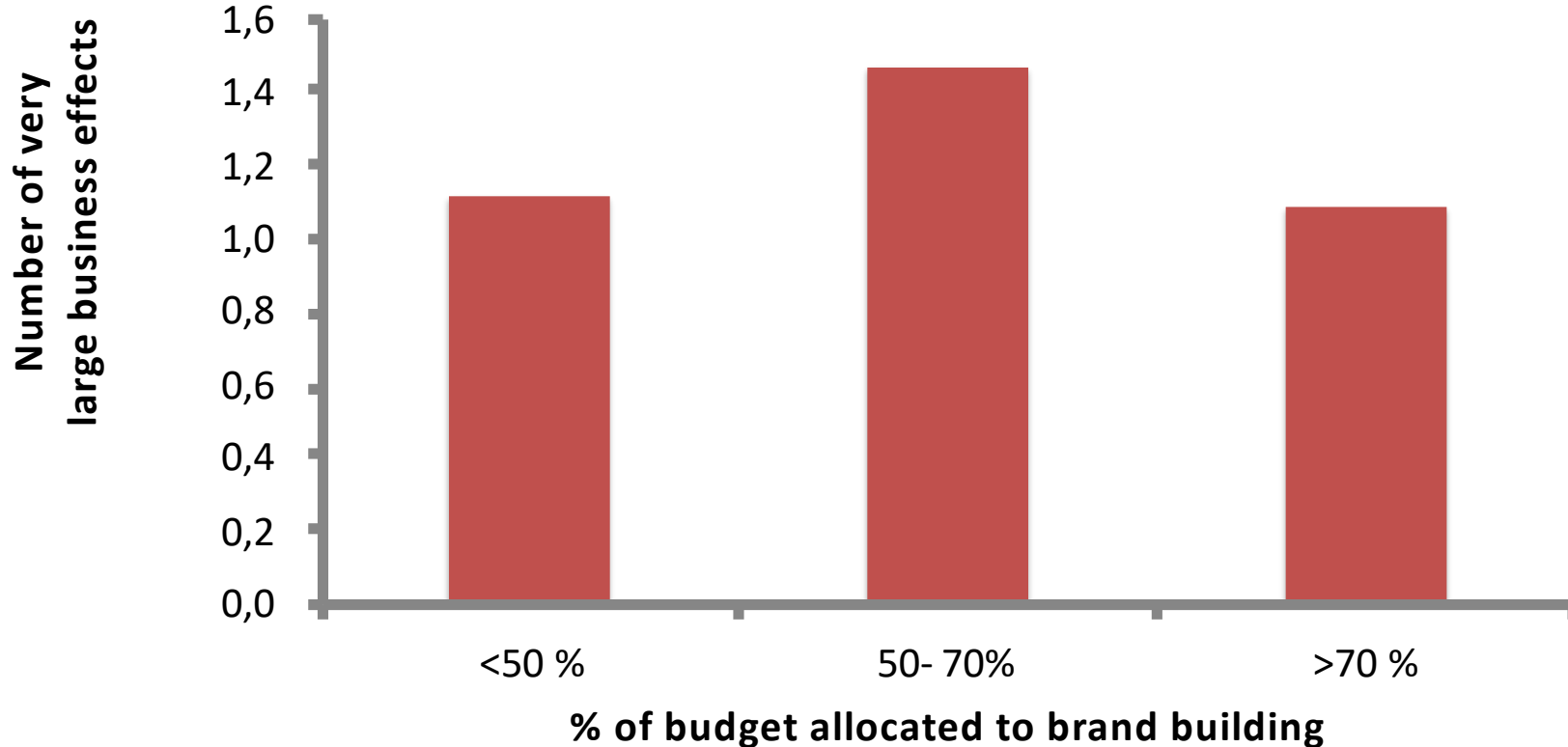
There are two kinds of marketing



There are two kinds of marketing



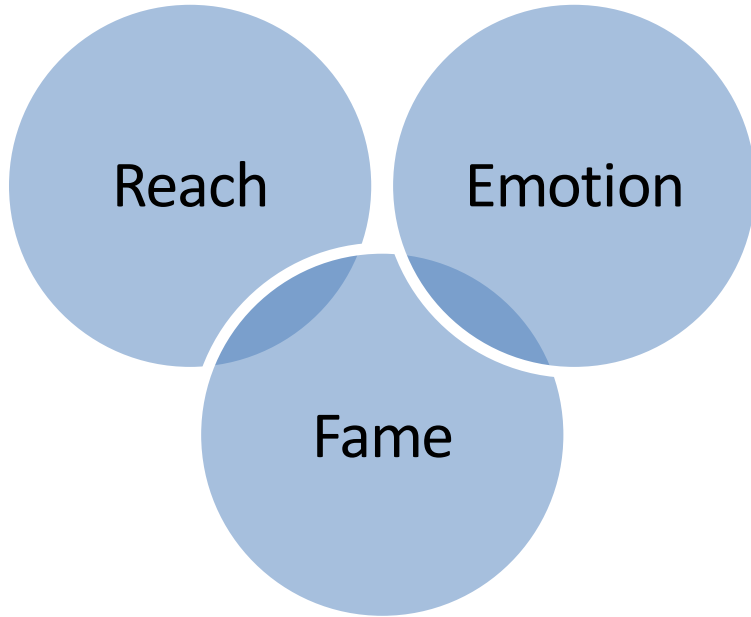
You need both, in balance



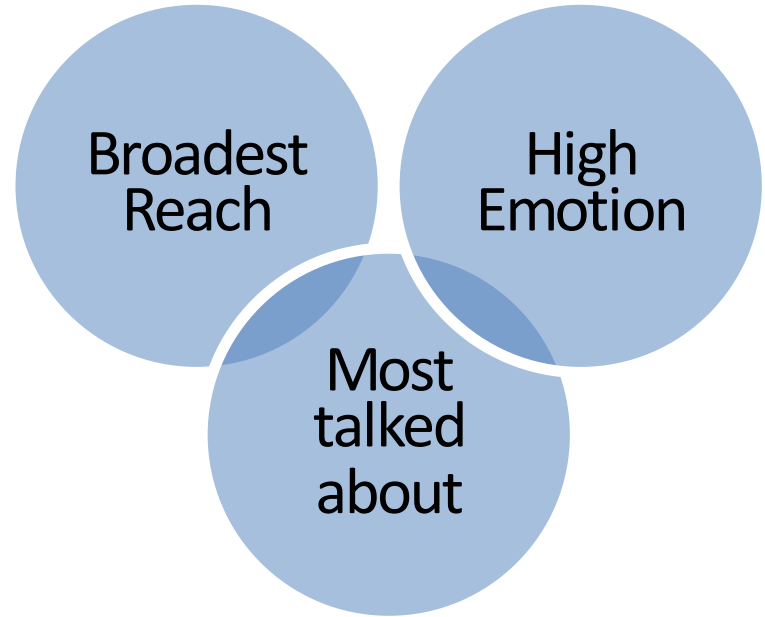
Source: IPA Databank, 2014-16 cases

TV is the best brand medium

Brand activity



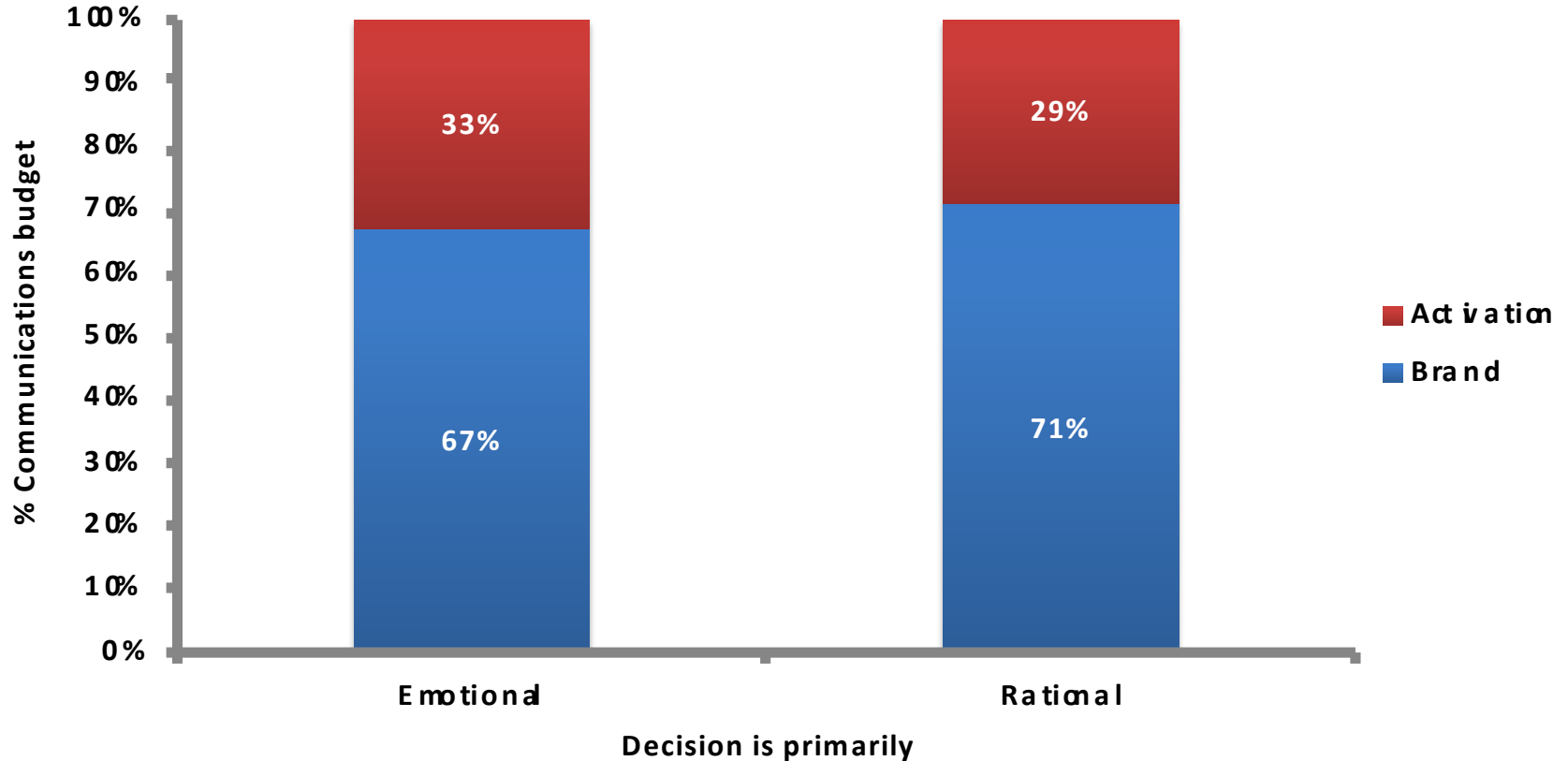
TV advertising



“But the rules have changed”

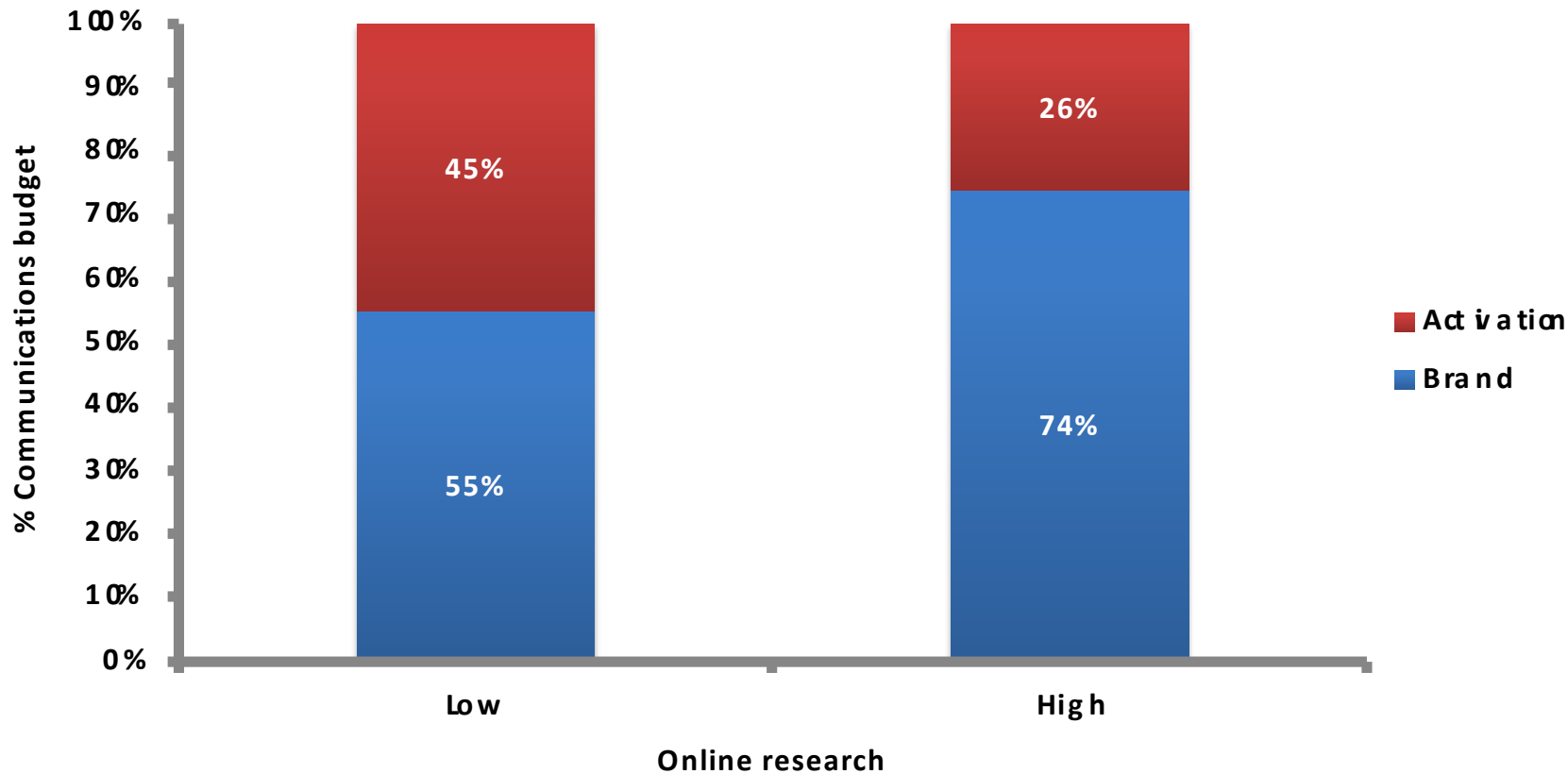


“Consumers are more rational now”



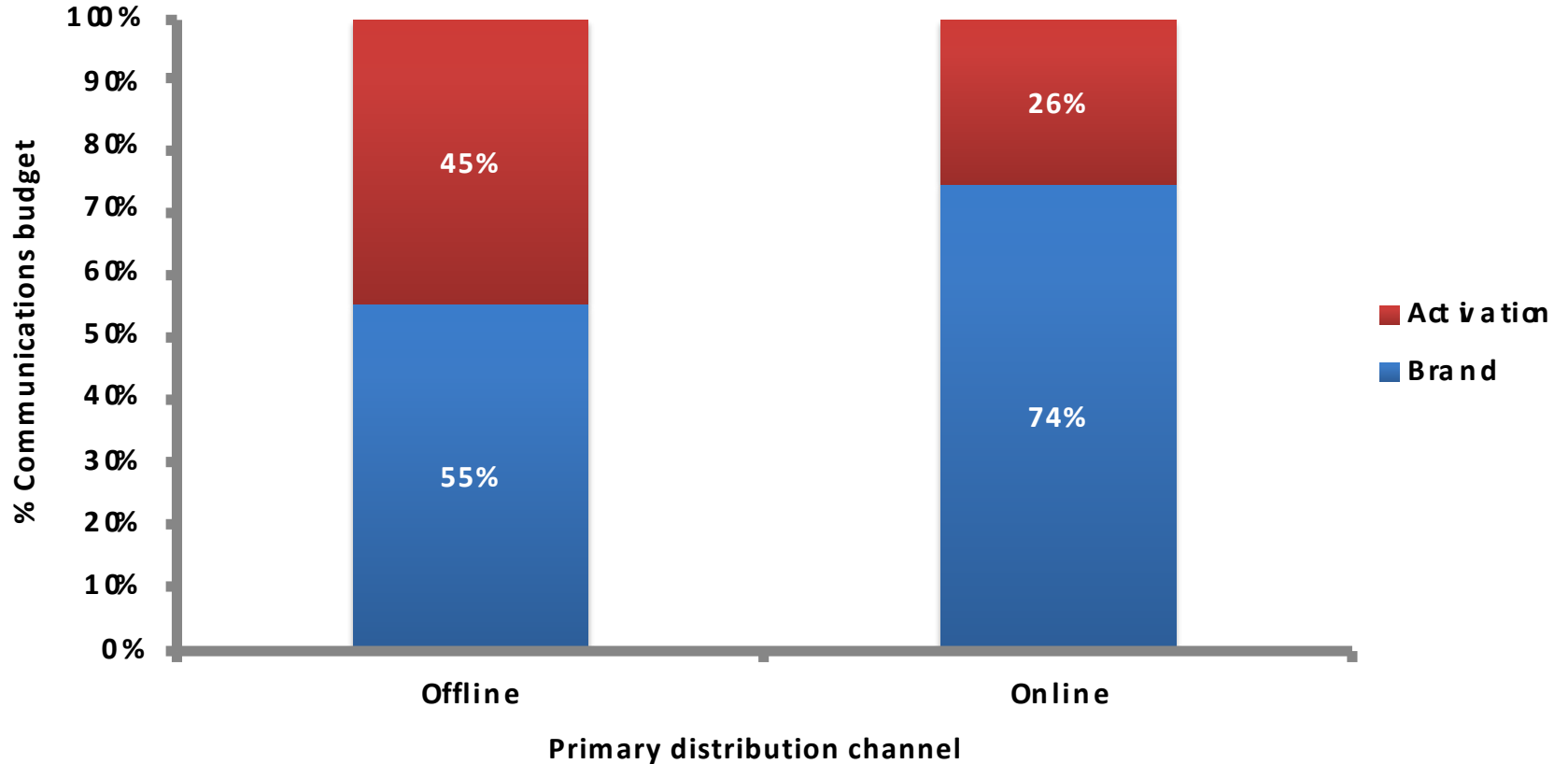
Source: IPA Databank, 1998-2016 for-profit cases

“Consumers do more research now”



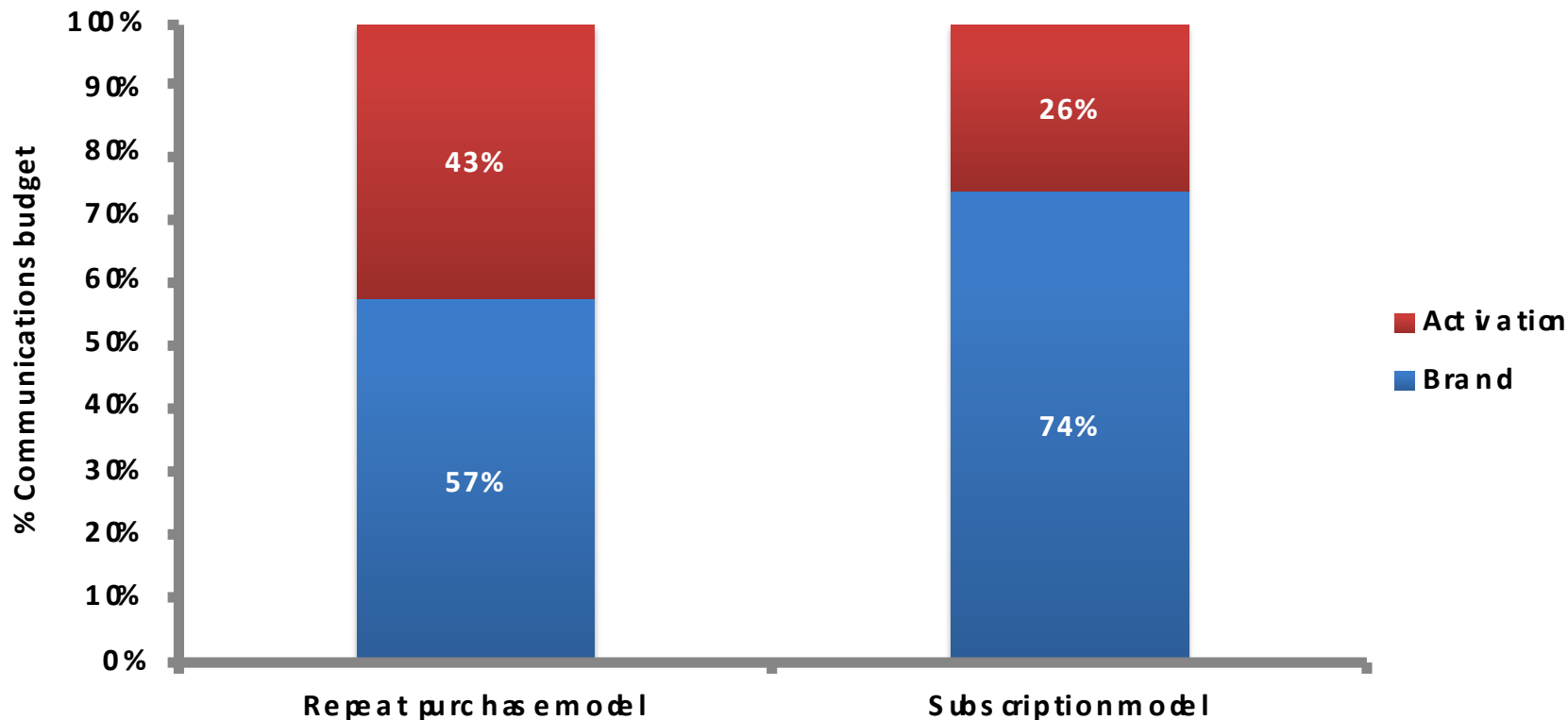
Source: IPA Databank, 1998-2016 for-profit cases

“The rules are different for online brands”



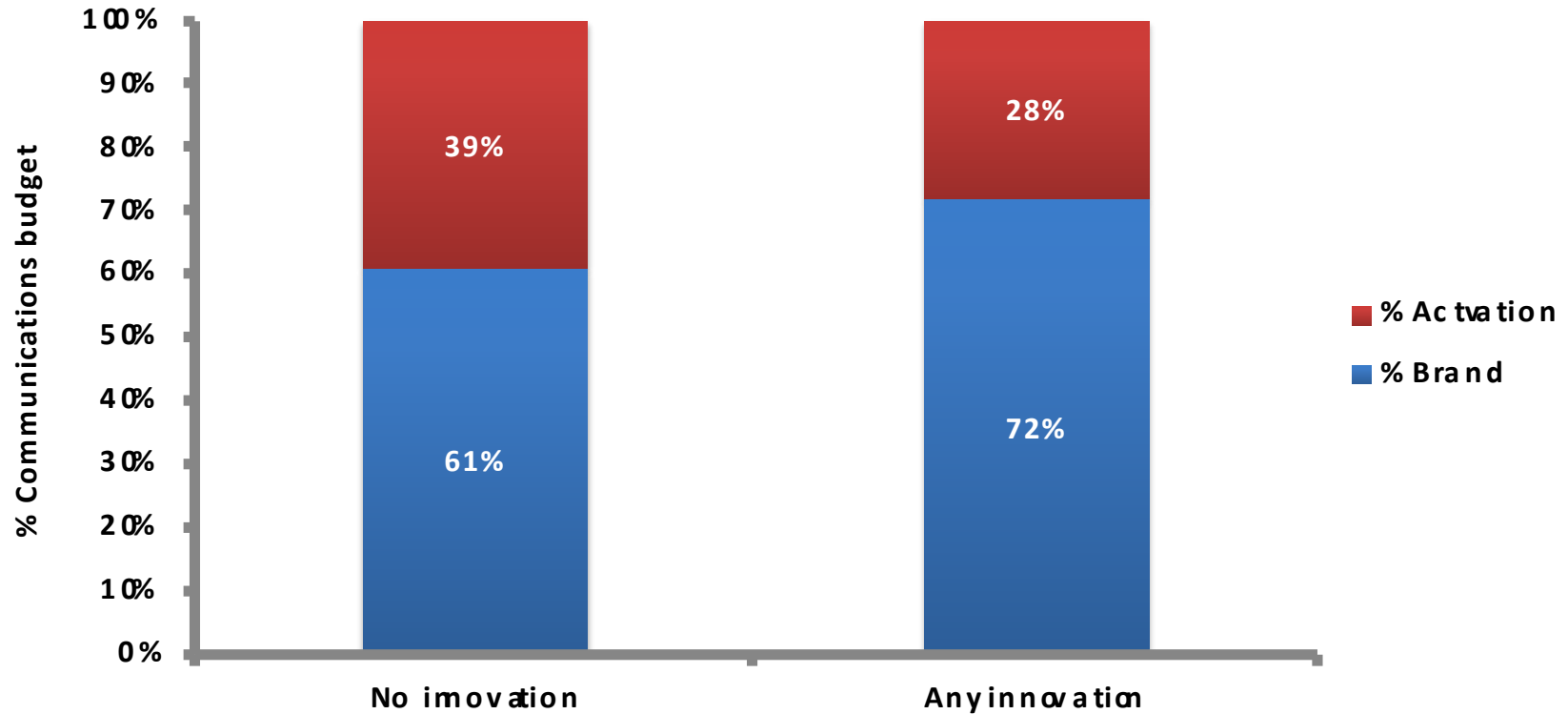
Source: IPA Databank, 1998-2016 for-profit cases

“Subscription models change everything”



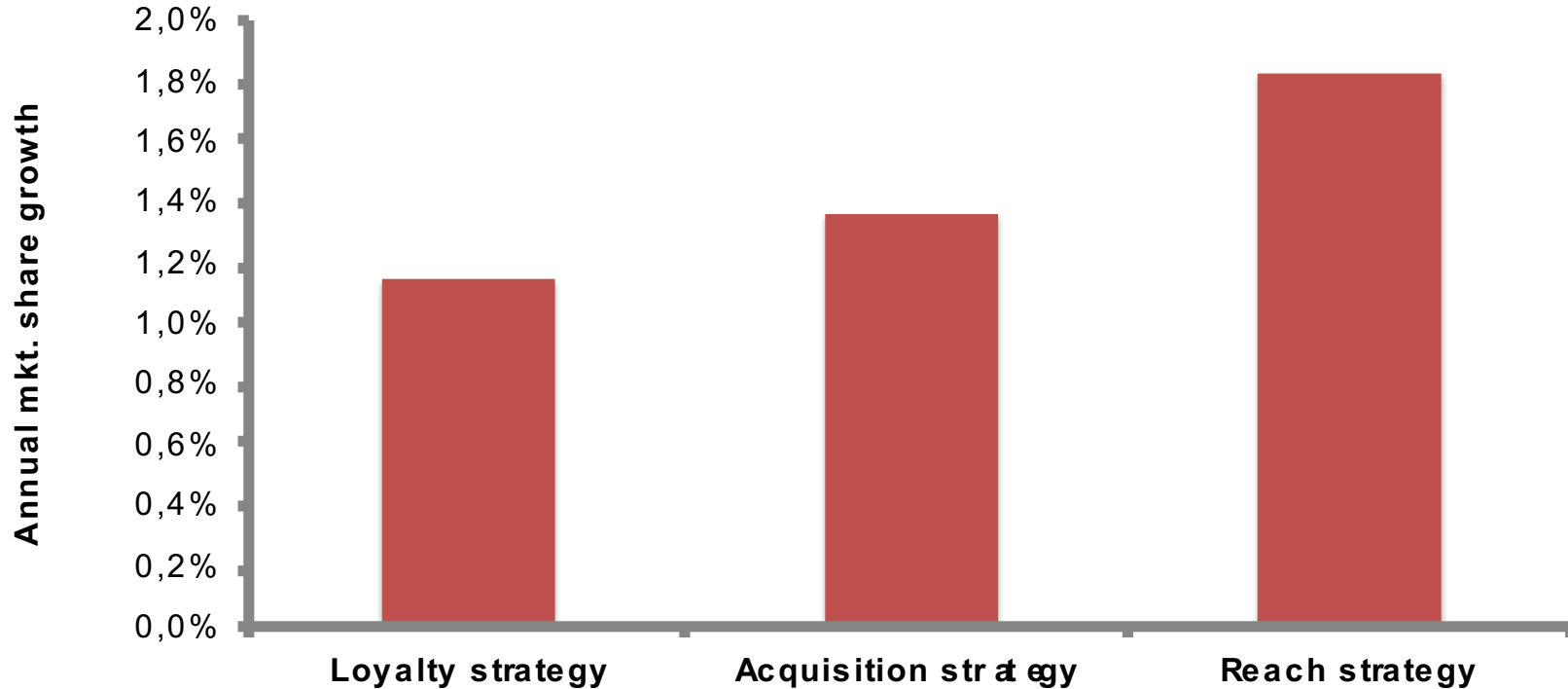
Source: IPA Databank, 1998-2016 for-profit cases

“Innovators don’t need to advertise”



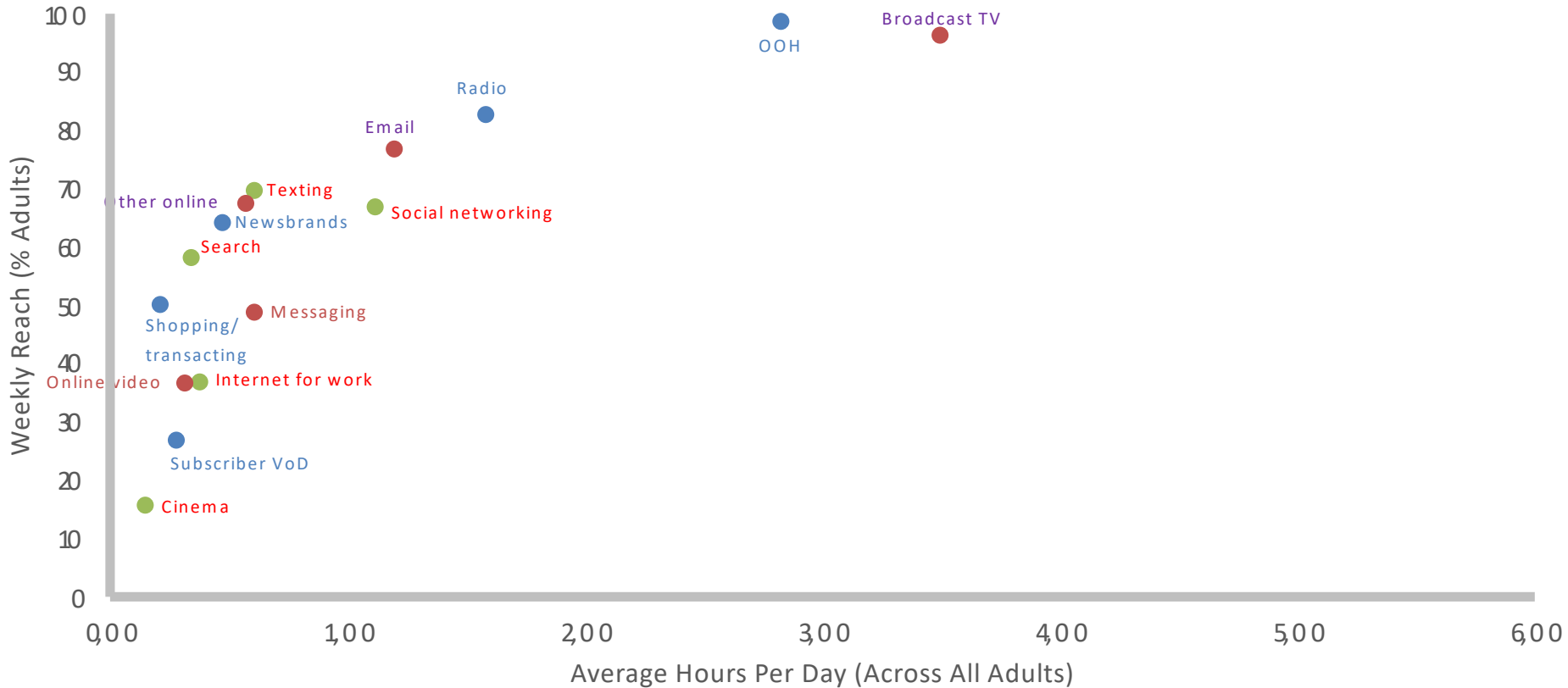
Source: IPA Databank, 1998-2016 for-profit cases

“Loyalty marketing is more efficient”

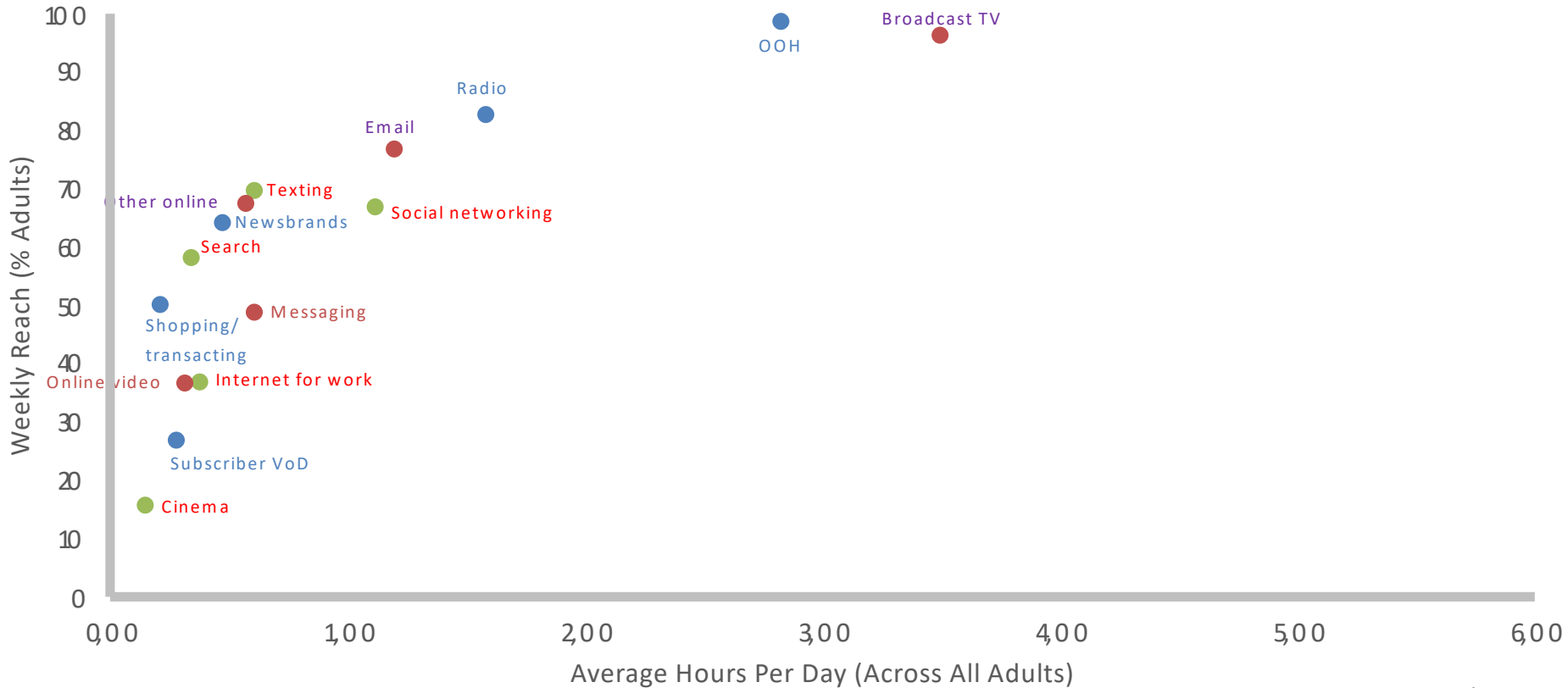


Base: 2008-16 IPA cases

“Nobody watches TV now”

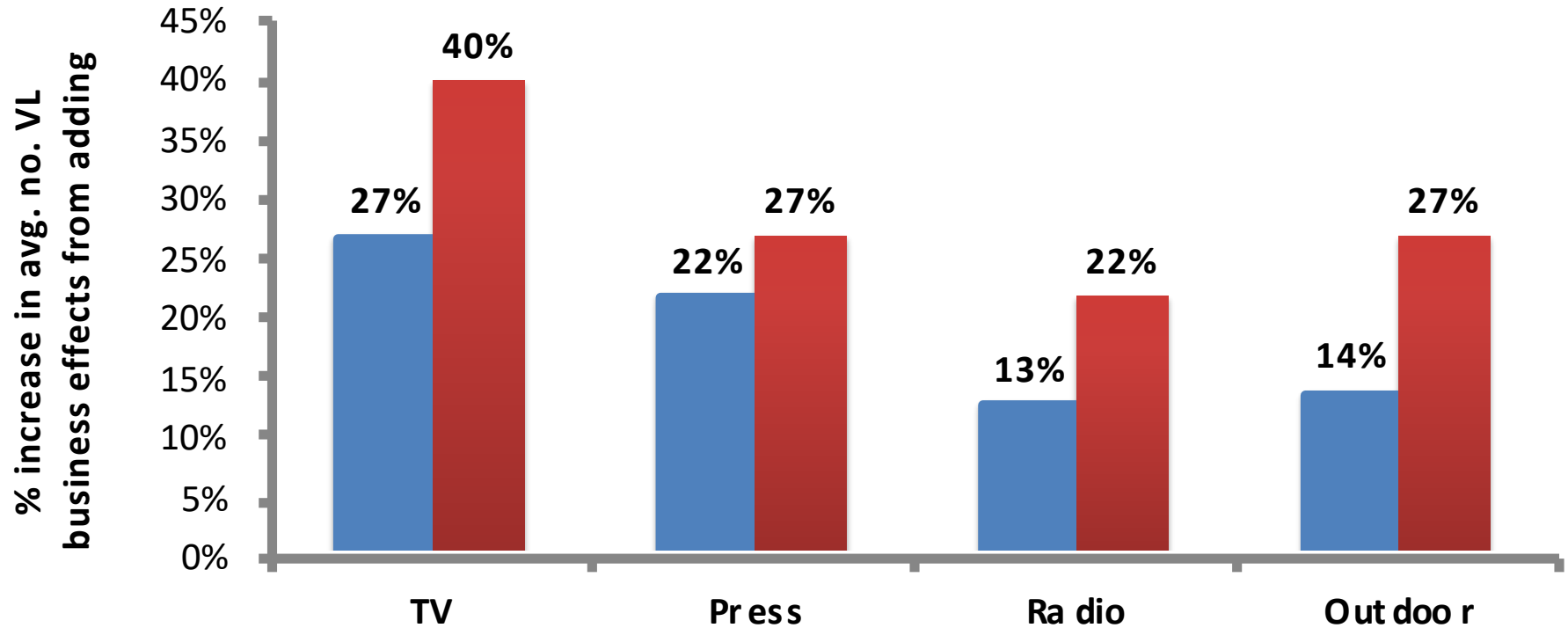


The Media Landscape in 2018



Source: IPA Touchpoints

“Mass media are becoming less effective”



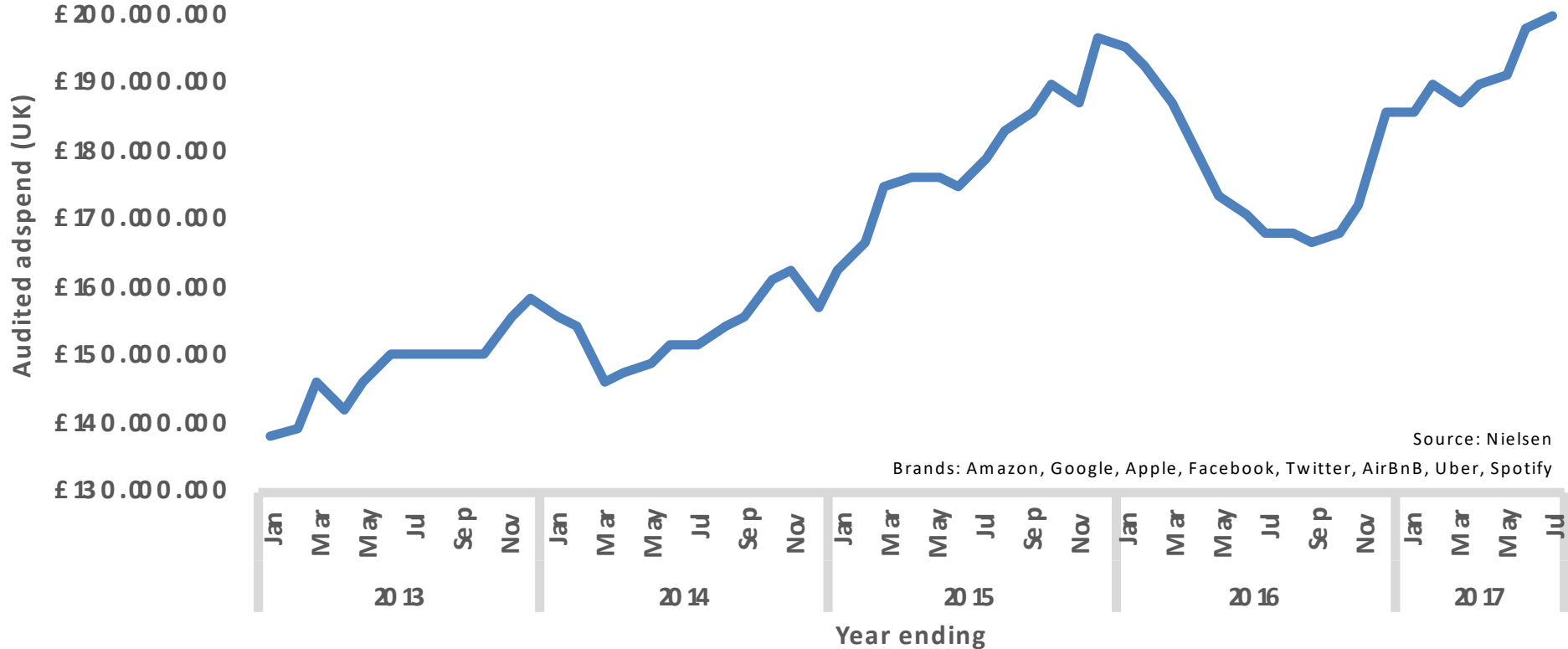
Source: IPA Databank
*Outdoor = 2012 - 2016

■ Web 1.0 (1998 - 2006)

■ Web 2.0 (2008* - 2016)

“But what about tech firms?”

Major tech firms spend on traditional ad media



Mass marketing is alive and well



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