



FEATURED INSIGHTS

DELIVERING CONSUMER CLARITY

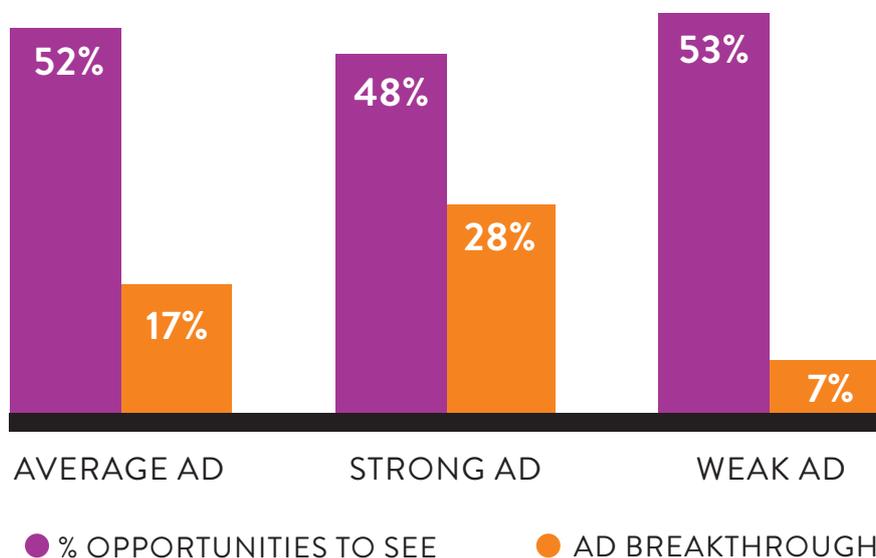
THE RULE OF 5

LESS CAN BE MORE WHEN IT COMES TO MEANINGFUL AD CAMPAIGNS

Even though India's biggest brands still allocate the bulk of their media spend on television advertising, their creative campaigns aren't as bulletproof as they once were. Today, consumers are distracted by a growing deluge of messages, they're more fickle with their remote controls, and once-hallowed time slots have to compete with digital media. As a result, results from the ever-pricier on-air TV commercial are becoming less predictable and costlier to invest in.

Despite the options and channels available to consumers today, the wide reach of TV and its unmatched presence in the household makes television advertising a critical part of any mass media campaign. So what then can marketers straining to maximize return on investment (ROI) do? To help find clarity within the new media landscape, we've studied millions of seconds of televised advertising across categories to identify the five key characteristics of successful television campaigns.

Beware, however. These findings aren't for the faint hearted or for brand managers from a time ruled by limited channels and few media vehicles. But they can be an invaluable source of strategic direction and planning for brand and media custodians who are willing to track, monitor and alter their campaigns in flight rather than after they've run their course. For the nimble-footed, these guidelines can form the basis of smarter campaign management and creative direction that can yield better returns and economies that can fund a broader width of marketing support activities to complement a great television campaign.

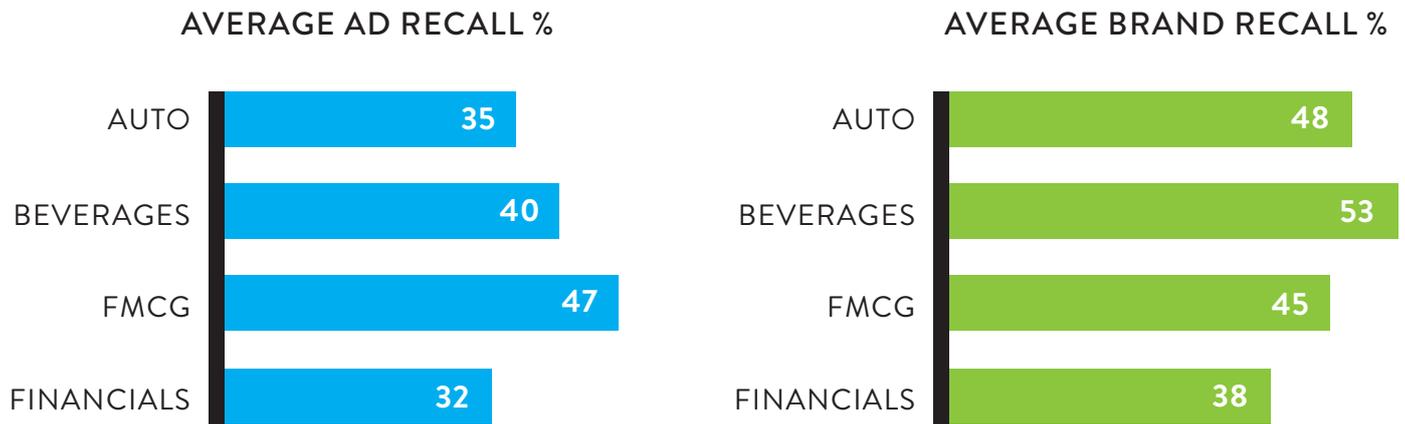
RULE #1.**STRONG AD CONTENT BREAKS THROUGH 4X BETTER THAN A WEAK AD**

Base: 50+ studies of Indian campaigns; Breakthrough = % respondents recalling both ad & brand

Source: Nielsen

Stronger advertising content isn't just the privy of brilliant creative directors. Brand owners and marketers also have a role to play. While a strong creative hook and savvy execution is necessary, they're not the sole drivers of breakthrough advertising. To be truly clutter breaking in a way that goes beyond garnering attention and connects consumers with your brand, strong creative needs to include the right cues, a high level of emotional engagement and compelling relevance. With these elements in place, your media spend can improve your brand's ability to outshine an average ad.

Now here's the easy part – assessing performance during the campaign and making adjustments along the way allows you to generate better performance than if you had left the campaign unattended and made no changes mid-flight.

RULE #2.**BE CATEGORICAL ABOUT YOUR COMPARISON: STANDING OUT WITHIN YOUR CATEGORY IS MORE IMPORTANT THAN BEING LIKED**

Ad recall = % of respondents that remembered the ad correctly; Brand Recall = % of respondents that recalled the brand correctly

Source: Nielsen

Though winning popularity polls and awards is an important facet of campaign success, they're merely symptoms of success and can often be misleading. While being likeable sometimes takes precedence in evaluating the likelihood of an ad's success, there's no substitute for a more scientific comparison of campaigns within a category and the tactics that need to be deployed within them. For instance, ads for fast-moving consumer goods (FMCG) tend to be more frequent and relatable because they pertain to items of daily usage. Their all-pervasiveness therefore requires FMCG brands to ensure that their brand is "cued" in a manner associated more with them than another brand in the category.

On the other hand, products that consumers buy less frequently, like automobiles, should employ creatives that are deeply emotive and creatively rendered to make it distinctive and memorable. Benchmarking within a category then allows for smarter campaign building and makes for a more actionable measure of performance.

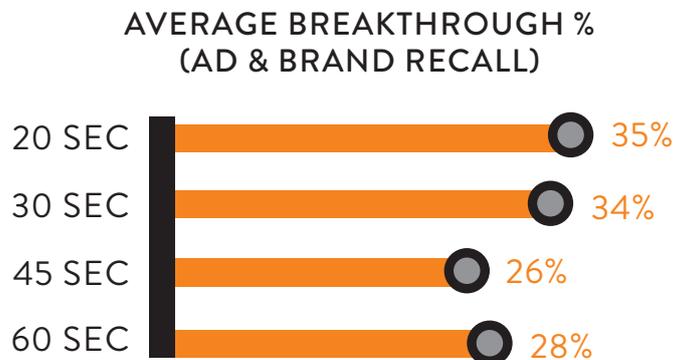
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WHILE A STRONG CREATIVE HOOK AND SAVVY EXECUTION IS NECESSARY, THEY'RE NOT THE SOLE DRIVERS OF BREAKTHROUGH ADVERTISING. TO BE TRULY CLUTTER BREAKING IN A WAY THAT GOES BEYOND GARNERING ATTENTION AND CONNECTS CONSUMERS WITH YOUR BRAND, A STRONG CREATIVE NEEDS TO INCLUDE THE RIGHT CUES, A HIGH LEVEL OF EMOTIONAL ENGAGEMENT AND COMPELLING RELEVANCE.

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RULE #3.

**DURATION DOESN'T DEFINE IMPACT:
LONGER FORMATS DON'T GUARANTEE
HIGHER AD RESONANCE:**



Ad Breakthrough = % of respondents who remembered the ad and recalled the brand correctly

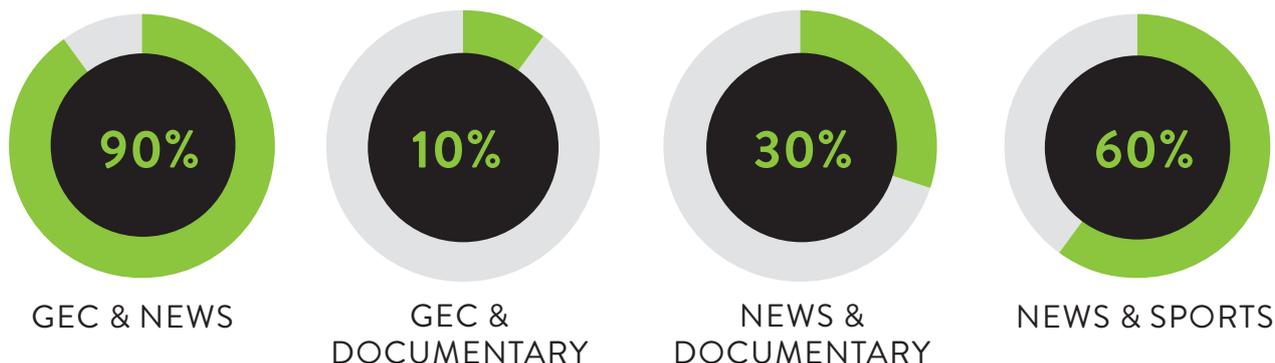
Source: Nielsen

Ad breakthrough, which confirms that both an ad and the featured brand have been recalled by the respondents, doesn't vary significantly across formats. Longer formats, despite the fanfare they tend to receive, don't necessarily guarantee high ad resonance. In fact, while the buzz around them may lead to greater interest and memorability, they usually take too much effort to view repeatedly.

It's more important for advertisers to focus on creating a compelling ad and integrate adequate brand cues than spending money on a longer format just to create a longer message.

RULE #4.

**ELIMINATE OVERLAPS = EFFICIENCY =
BETTER ROI**



Source: Nielsen

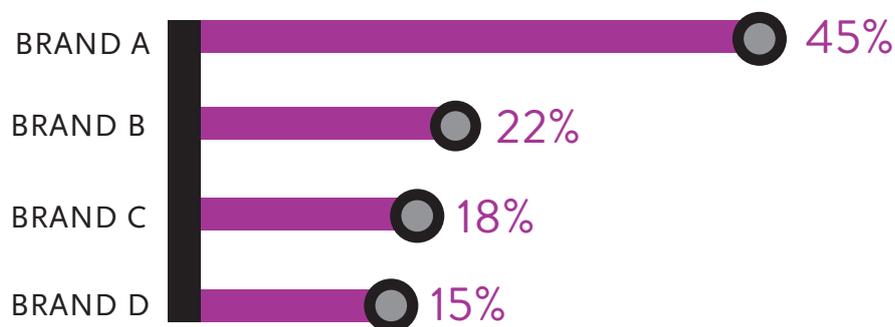
As we know, viewing habits change for various reasons—type of shows, favourite sporting season, elections, festivities and so on. Seeking a better understanding of viewing habits allows media plans to maximize reach and ROI and increases chances of standing out. For example, we know that most media plans focus on news channels when trying to engage with male viewers between 25-49 years. However, we also know that 90% of males in this group also watch general entertainment channels. Comparatively, only 50% of males who watch news channels watch documentary channels. In such a scenario, ad buyers can avoid spending on relatively more expensive airtime by eliminating genres that have a high overlap with the main genre and adding genres with a low overlap.

RULE #5.

DIFFERENTIATE MORE TO AVOID 'HELPING' COMPETITORS

Too often, brands adhere to a set of category codes and begin looking like their competitors. Take for instance products and brands in the male deodorant or sports utility vehicle category. Because most brand ads carry similar messaging and storylines, consumers who are bombarded with competing ads often misattribute and match the ads to the incorrect brand when queried. This indicates sameness across brands that could cause one brand to inadvertently aid another. While this is almost unavoidable, the good news is that through rigorous in-flight monitoring of the campaign, you can dial up the elements that help you differentiate.

BRAND MESSAGE RECALL: TV ADS



Source: Nielsen

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Therefore, to improve performance of your ad campaigns:



Differentiate brand messages and keep them consistent across campaigns.



Use creative hooks and adequate brand cues in short duration ads to save money.



Adjust weight levels across genres to optimise demographic reach.



Focus on making distinctive ads within the category you're engaging in.

This is neither an exhaustive list of rules nor a magic potion to cure bad advertising. But it's a list that can help you refine your strategy and tactics while a campaign is being conceived and executed.

Remembering that a distinctive proposition, the right duration, a better understanding of your desired demographic and the right degree of differentiation can make your campaign more memorable and effective, comprise a surprisingly simple formula for success.

The key is remembering to apply these rules during the course of a campaign rather than after it's too late to make changes.

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ABOUT NIELSEN

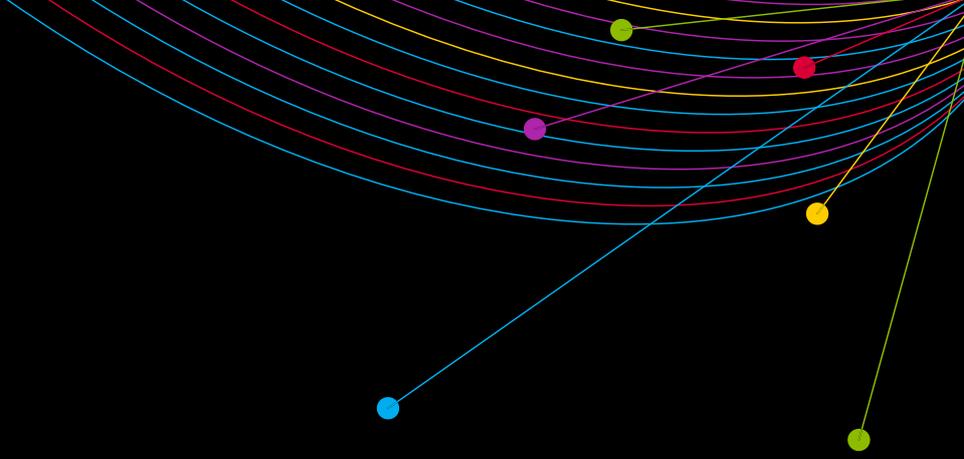
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