

# EFFECTIVENESS IN CONTEXT

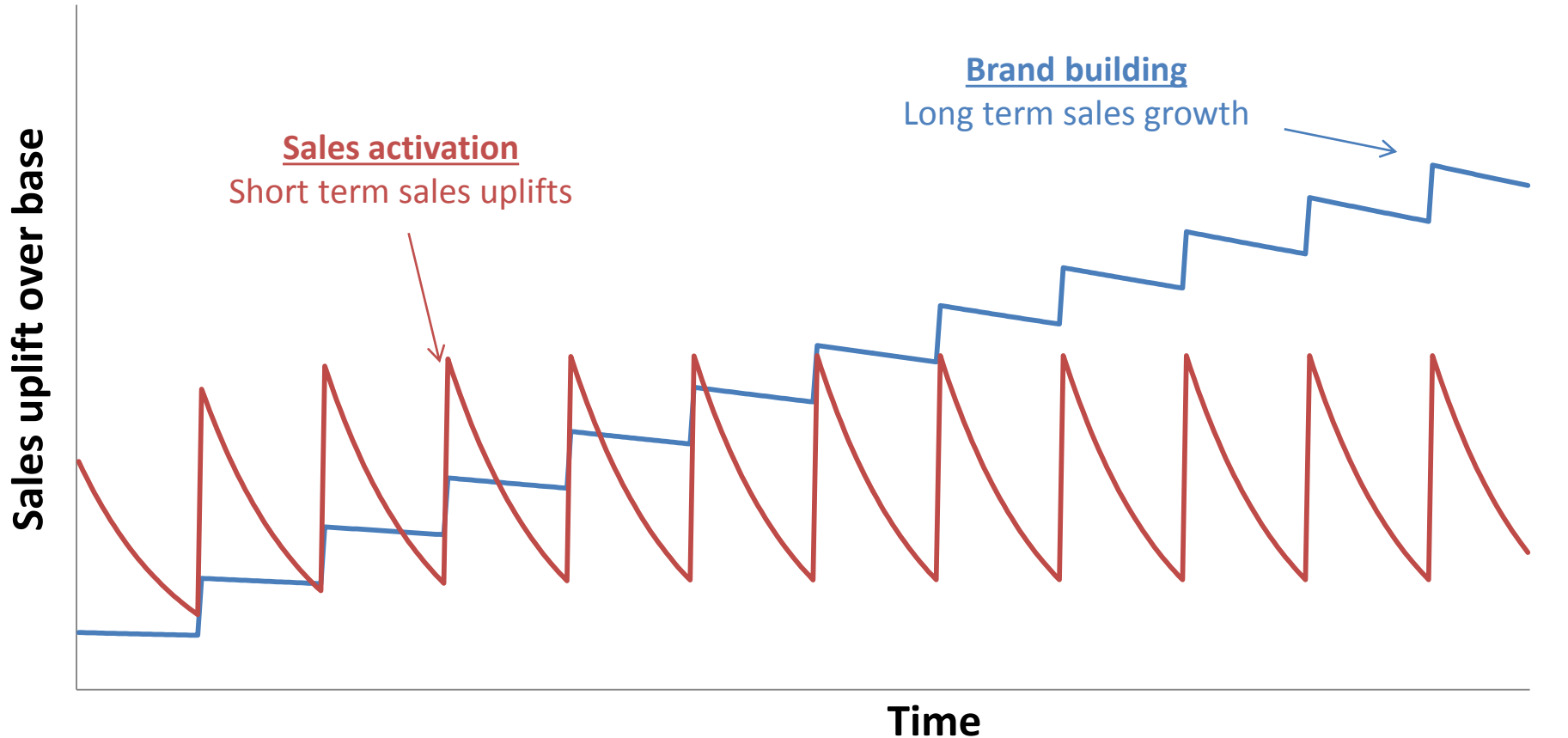
PRELIMINARY FINDINGS

**LES BINET** ADAM & EVE DDB  
**PETER FIELD** PETER FIELD CONSULTING

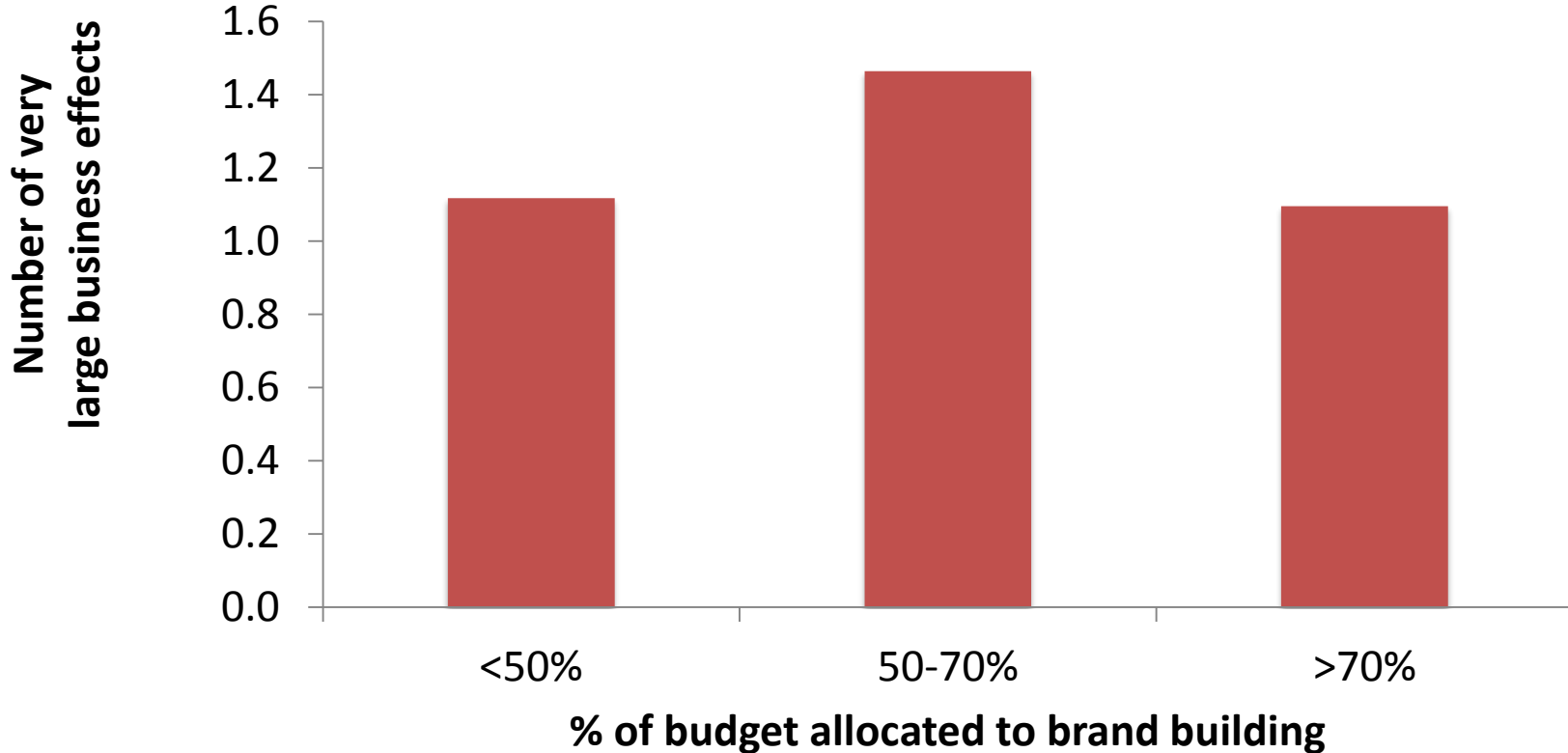
In association with



# Marketing works in two ways



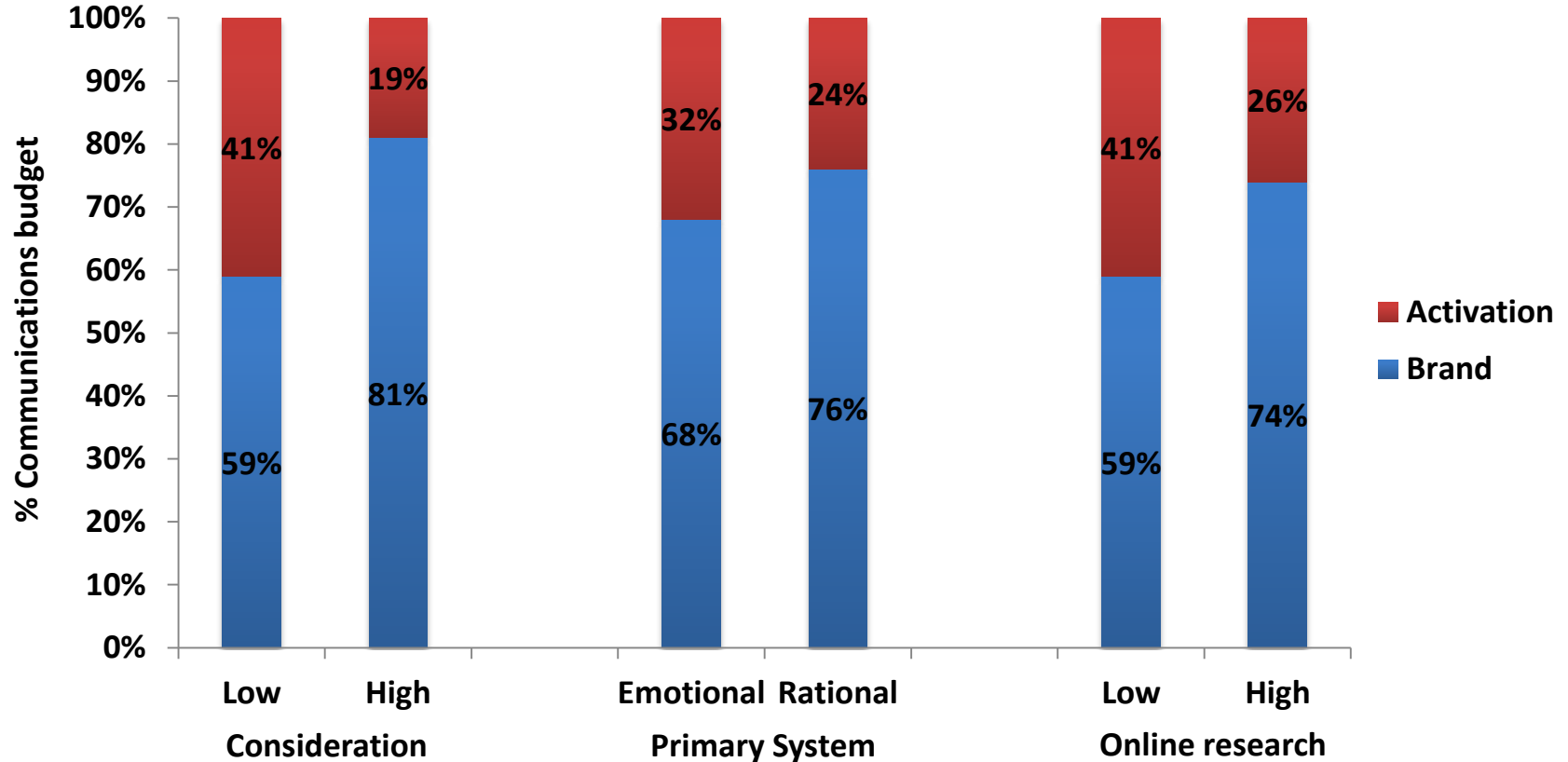
# The 60:40 rule



Source: IPA Databank, 2014-16 cases

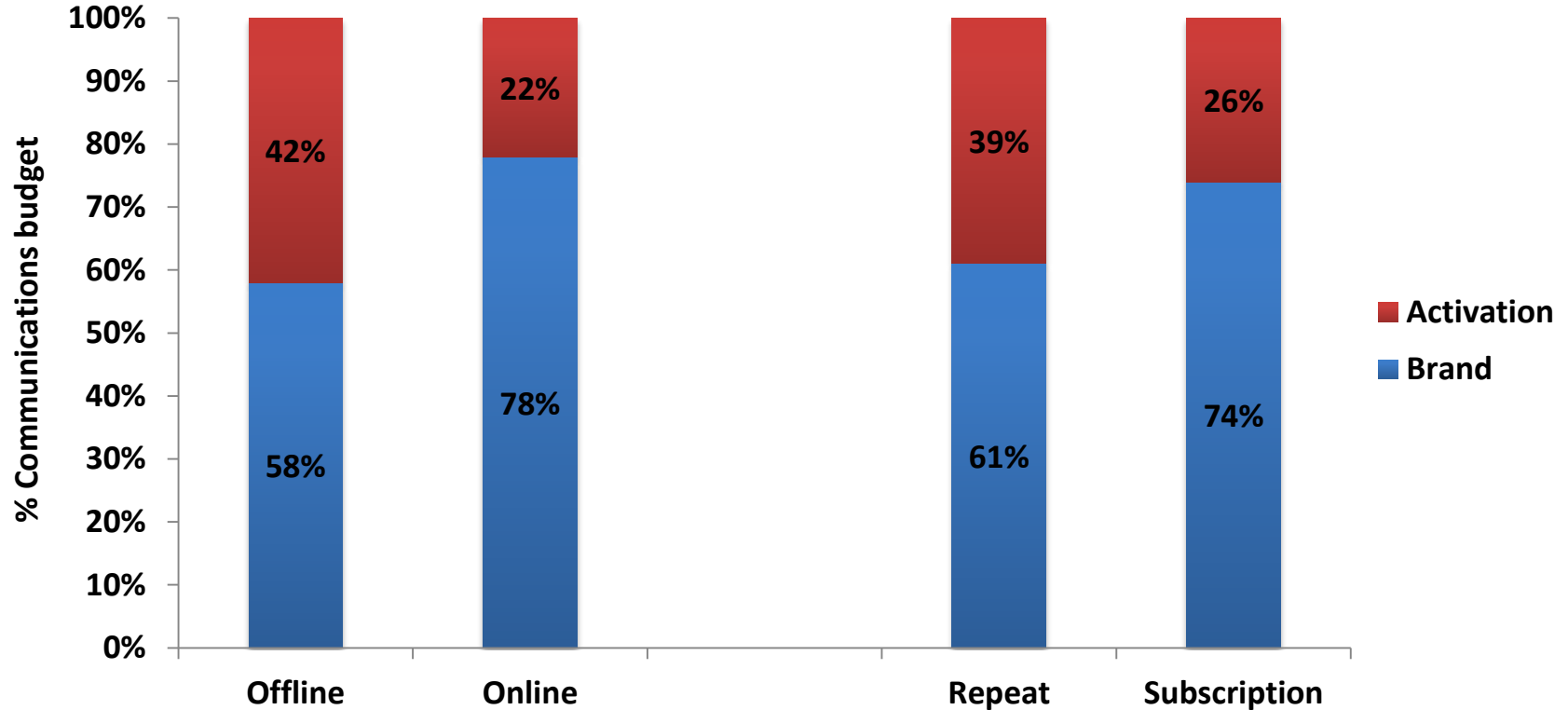
**How do the rules vary  
by marketing context?**

# Nature of the purchase decision



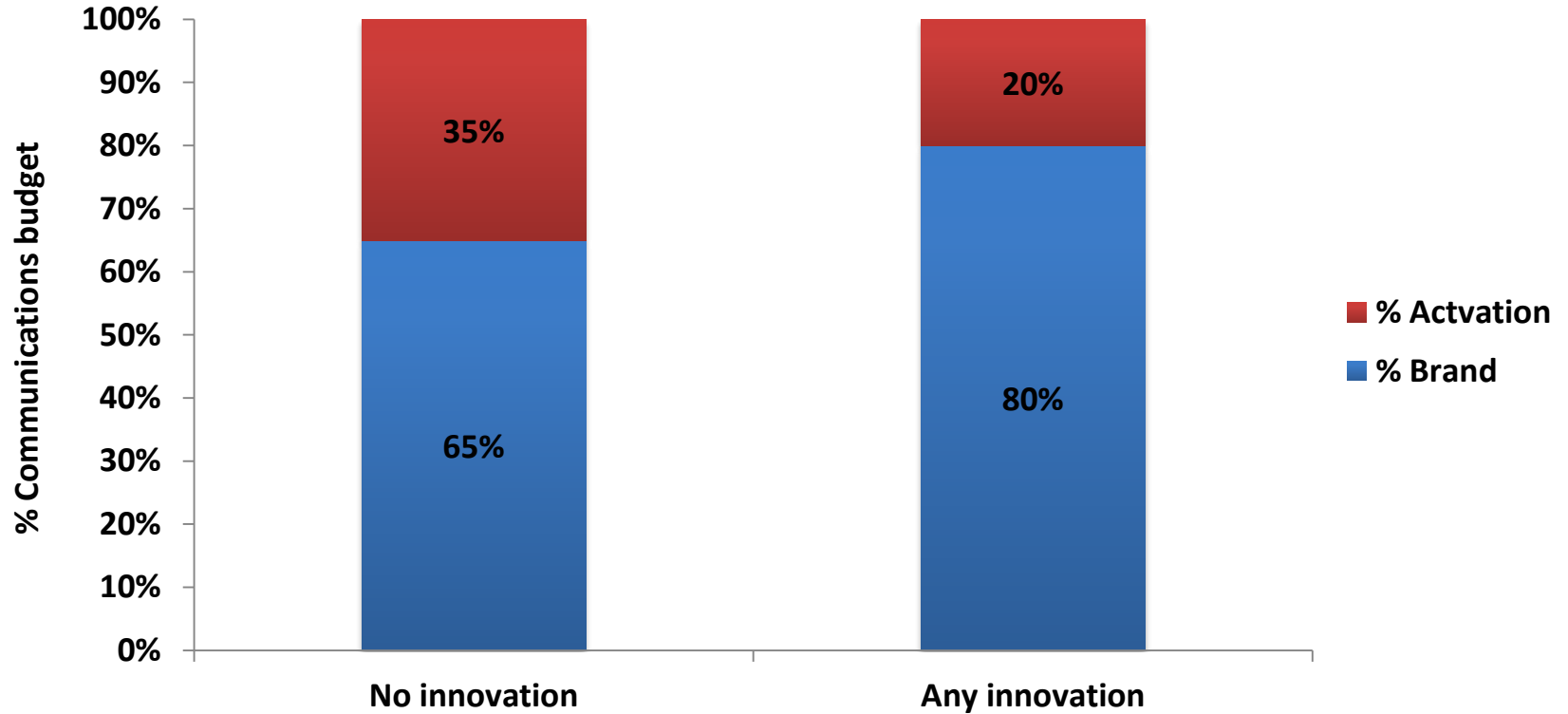
Source: IPA Databank, 1998-2016 for-profit cases

# Mechanics of the purchase



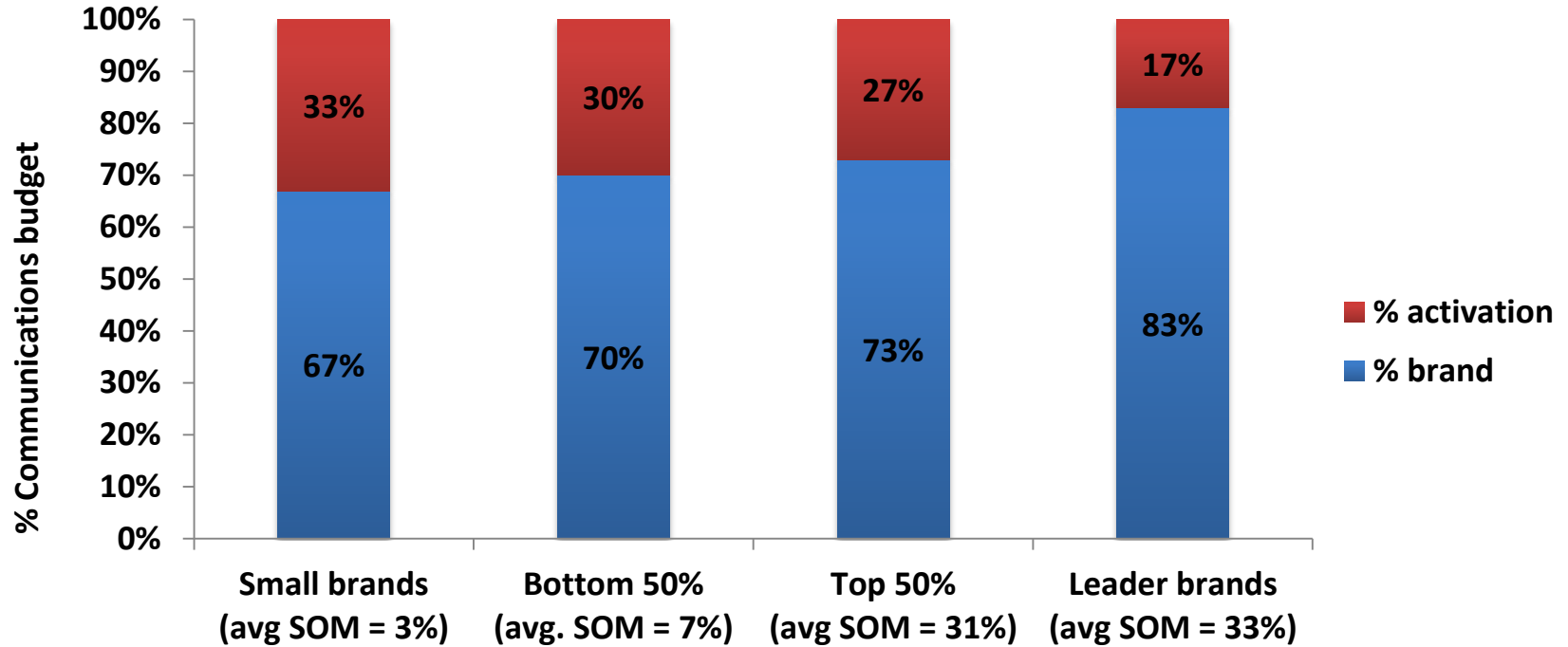
Source: IPA Databank, 1998-2016 for-profit cases

# Product innovation



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

# Brand size

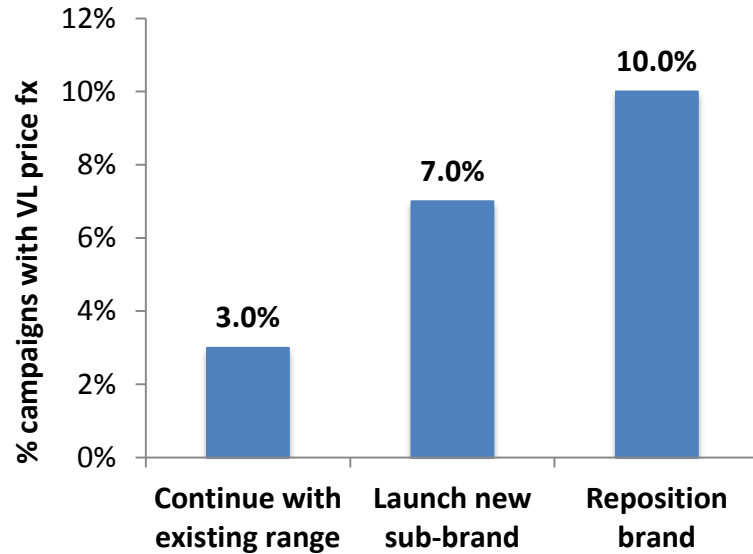


Source: IPA Databank, 1998-2016 for-profit cases  
Excludes new and niche brands

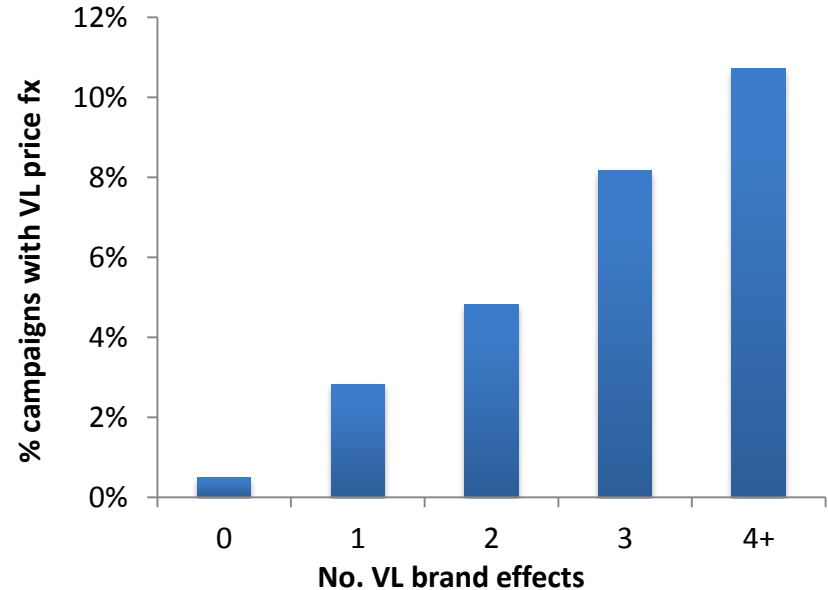


# Pricing strategy

## Strategies for increasing price

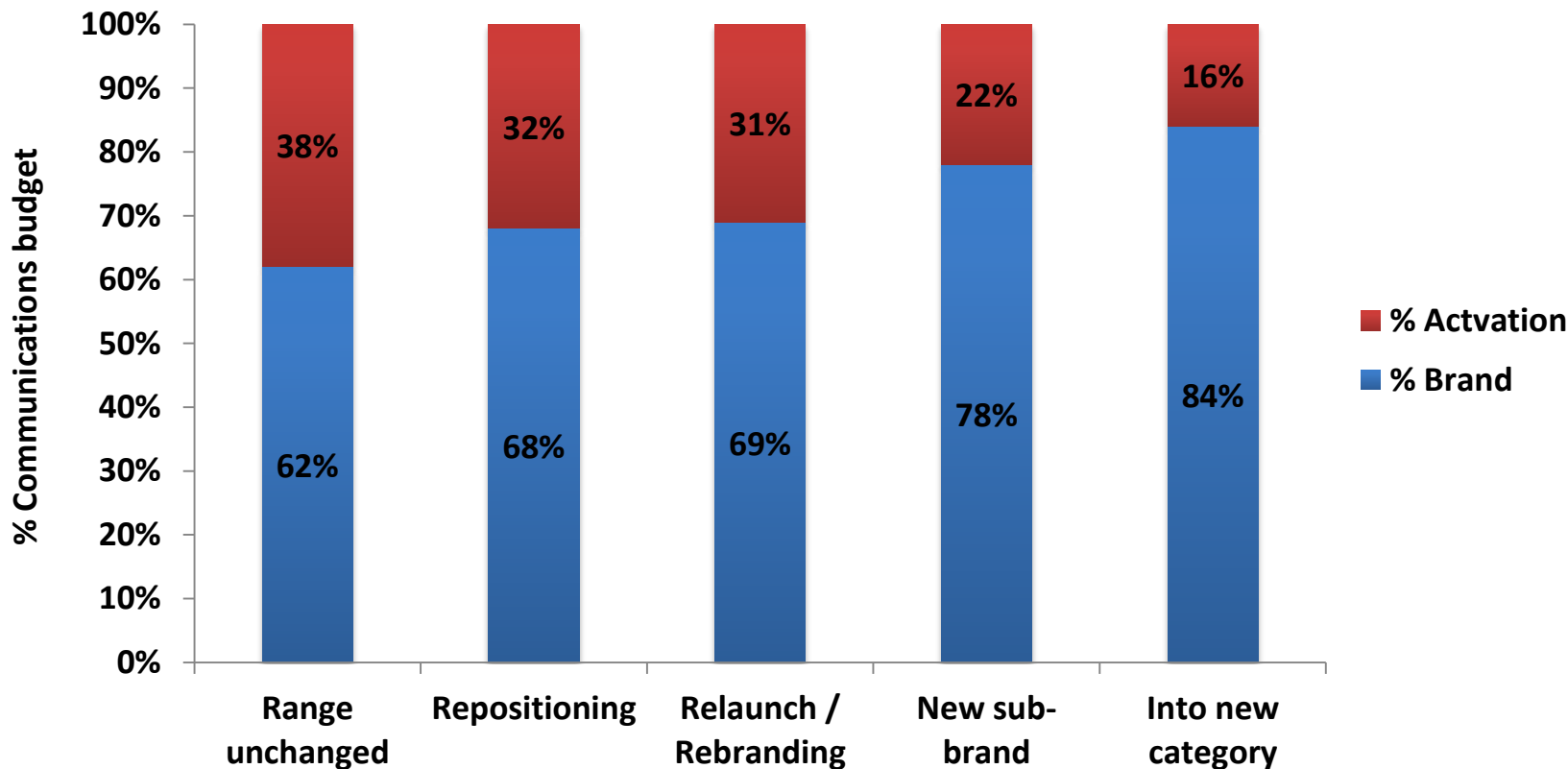


## Brand-building is the key



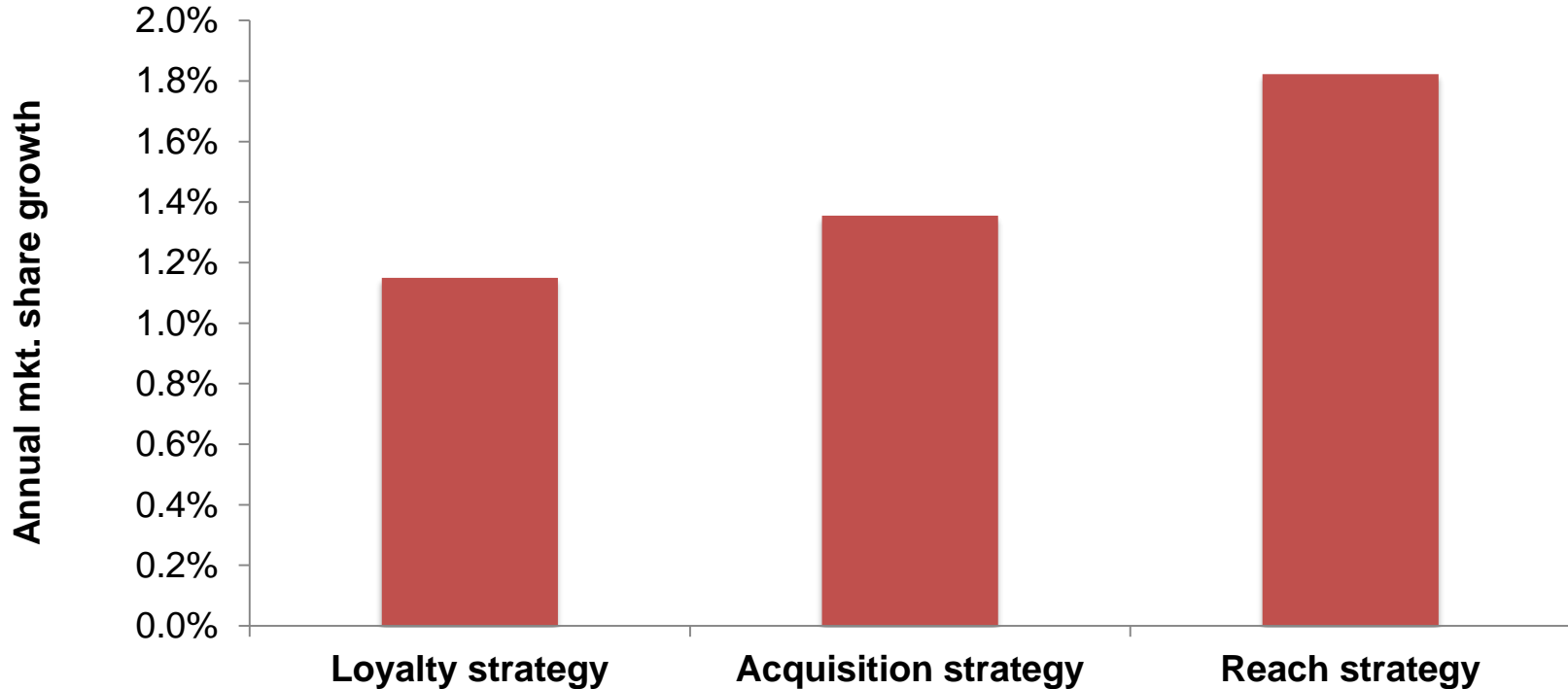
Source: IPA Databank, 1998-2016 for-profit cases

# Brand development



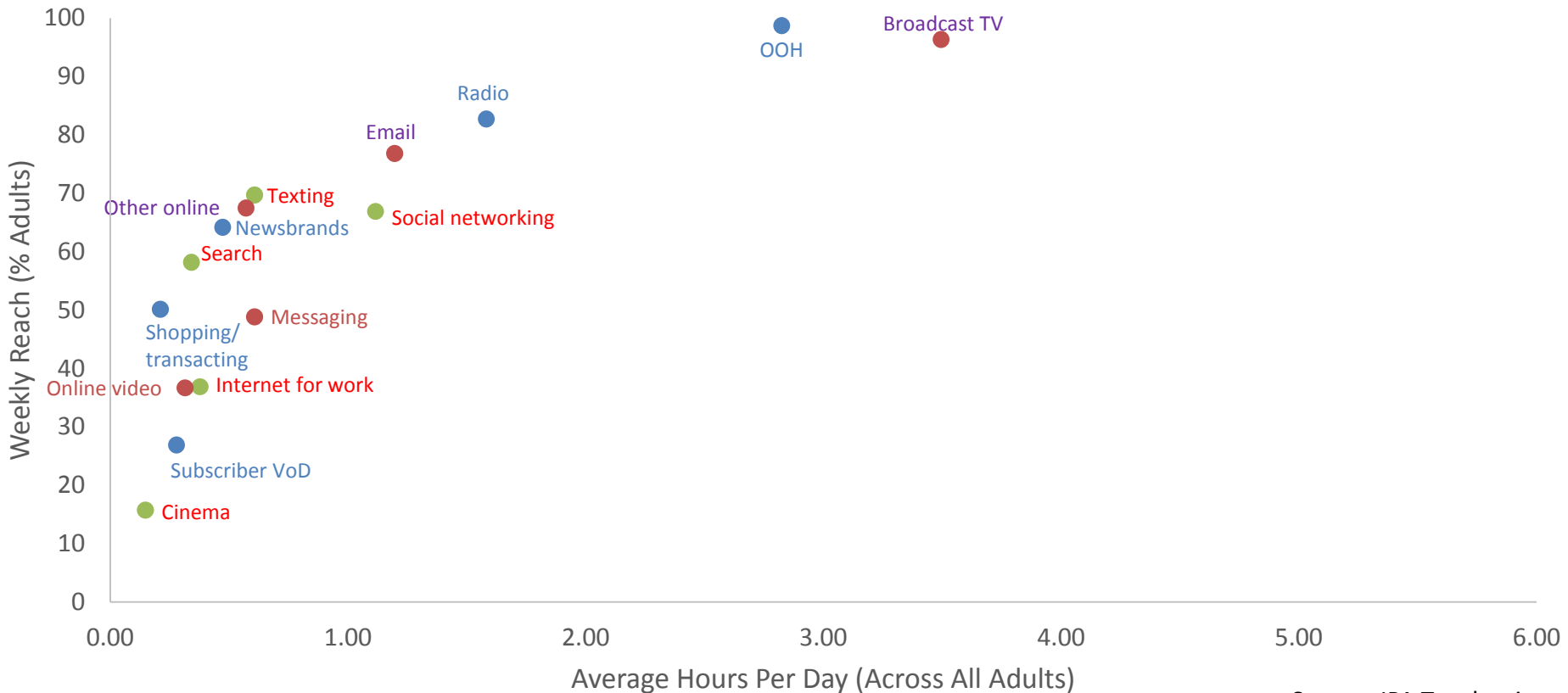
Source: IPA Databank, 1998-2016 for-profit cases

# Penetration vs loyalty



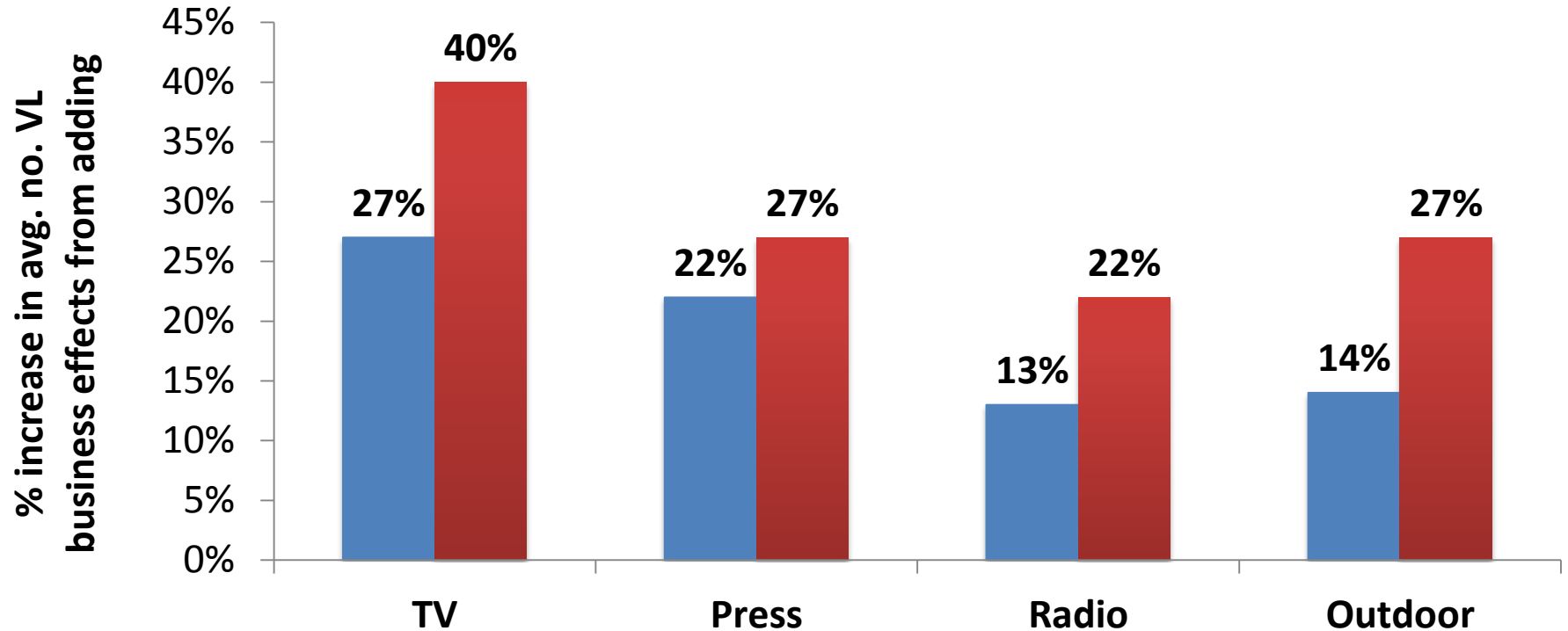
Penetration is always the main driver. Loyalty strategies always under-perform.

# The Media Landscape in 2016



Source: IPA Touchpoints

# Digital makes mass media more effective

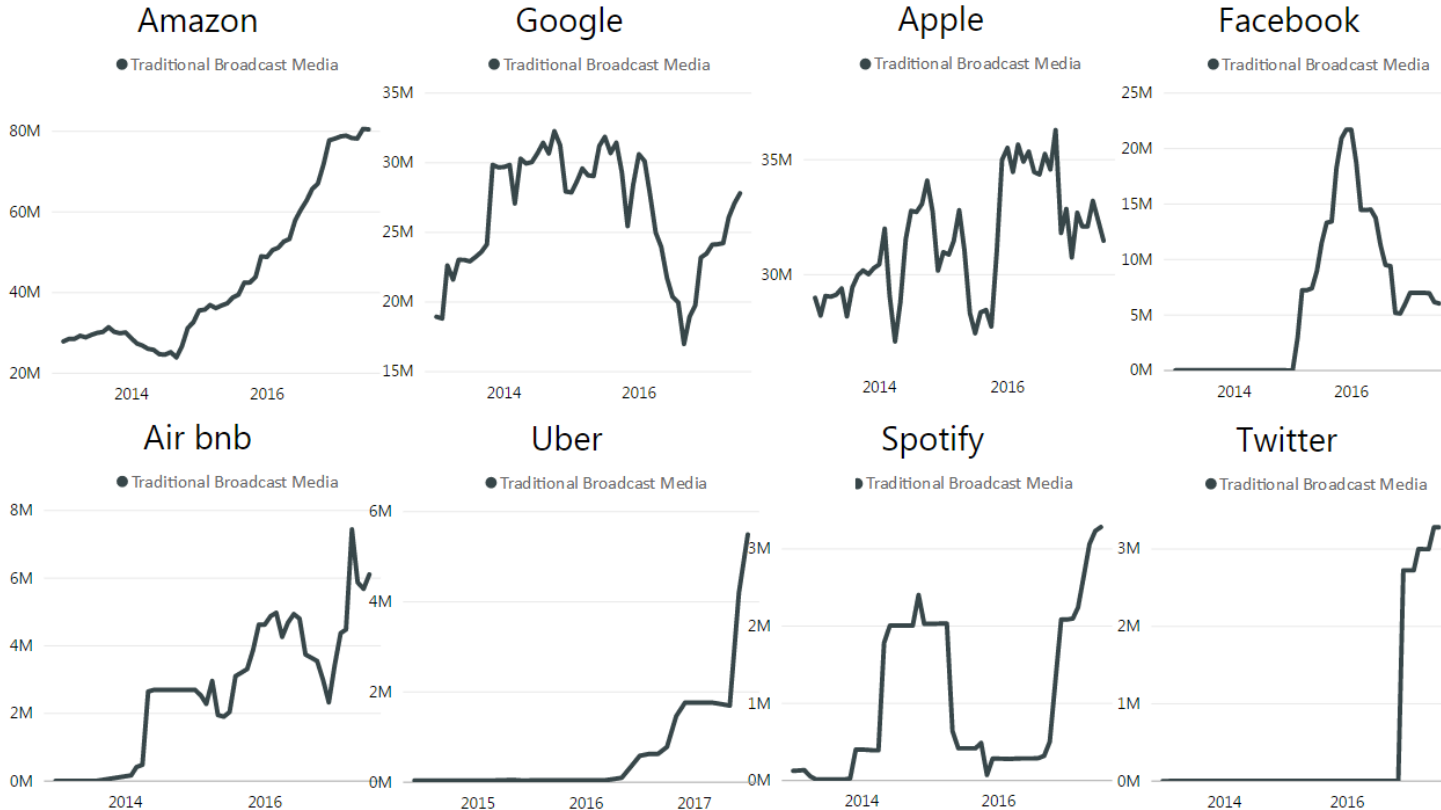


Source: IPA Databank  
\*Outdoor = 2012 - 2016

■ Web 1.0 (1998 - 2006)

■ Web 2.0 (2008\* - 2016)

# But what about tech firms?



UK adspend – 12 month rolling (Nielsen)

**Mass marketing is alive and well**

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