

*The magic of*  
**Compound  
Creativity**

How consistency leads to creative quality,  
stronger brands and greater profits.

**System1**

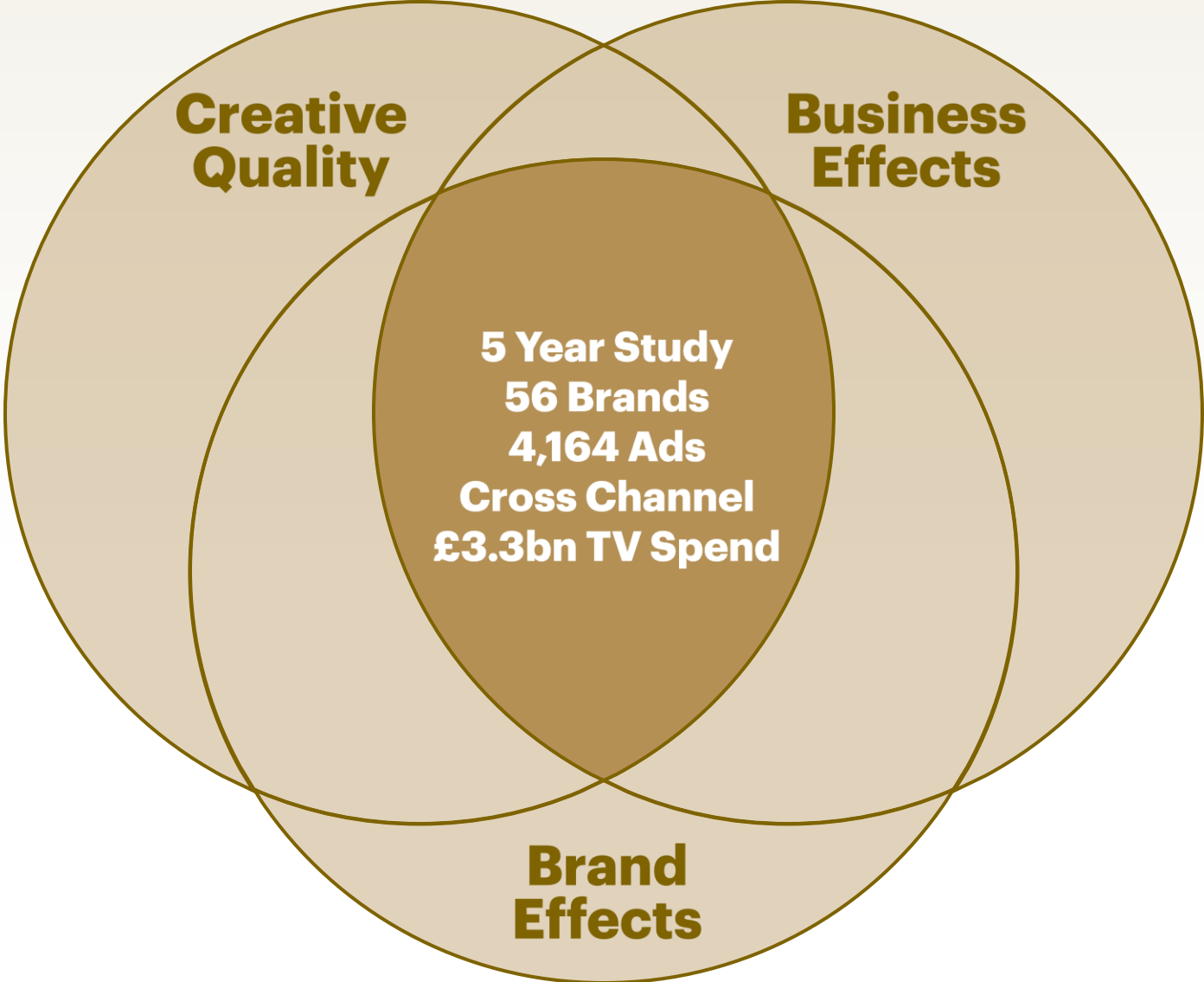
Create with Confidence

**IPA**

With Data from the **IPA**  
Effectiveness Databank



# First look at early findings



1

# Building blocks of creative consistency

Creative Consistency Score (CCS) – a new brand metric, measured over a multi-year period.



## Consistent Creative Foundations



2017



2019



2021



2023



2024

Consistent Insight Driven Positioning

Long-Running Creative Idea

Creative Team/Agency Tenure

Ben Bold | April 17, 2024 | The Information

How long? | 1 minute

## Great Western Railway names creative agency of record

The train operating company appointed Adam & Eve/DDB in 2017.



Again!

1

# Building blocks of creative consistency

Creative Consistency Score (CCS) – a new brand metric, measured over a multi-year period.



## Consistent Creative Foundations



1989



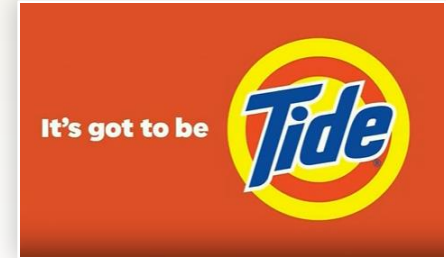
1994



2000



2018



2024

### Consistent Insight Driven Positioning

Long-Running Creative Idea

Creative Team/Agency Tenure

SAATCHI & SAATCHI

# Building blocks of creative consistency

Creative Consistency Score (CCS) – a new brand metric, measured over a multi-year period.



## Culture of Consistency



- ★ Same ad on air for 7 years
- ★ 2-year average ad life
- ★ Assets used across channels
- ★ Committed to “showmanship”
- ★ Reused creative & cutdowns

## Building blocks of creative consistency

Creative Consistency Score (CCS) – a new brand metric, measured over a multi-year period.



### Culture of Consistency



- ★ Same ad on air for 8 years
- ★ Average ad life of 1 year
- ★ Assets used across channels
- ★ Committed to “showmanship”
- ★ Reused creative & cutdowns

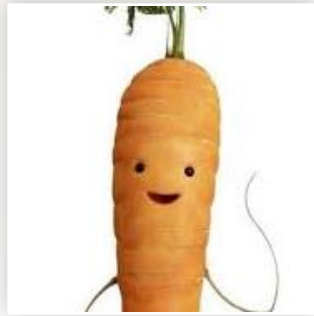
# Building blocks of creative consistency

Creative Consistency Score (CCS) – a new brand metric, measured over a multi-year period.

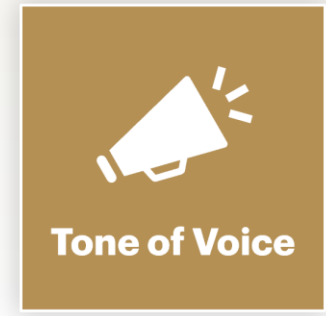


## Consistent Execution

### Character



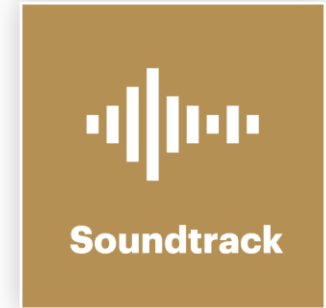
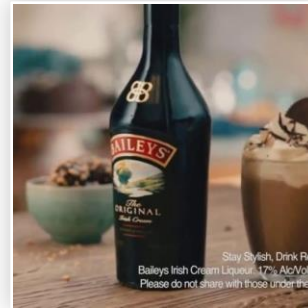
### Slogan



### Celebrity



### Brand Assets



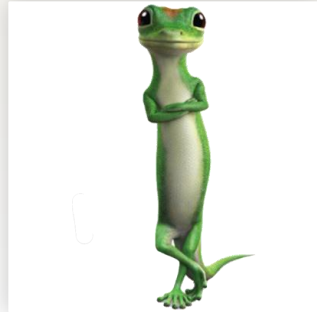
# Building blocks of creative consistency

Creative Consistency Score (CCS) – a new brand metric, measured over a multi-year period.



## Consistent Execution

### Character



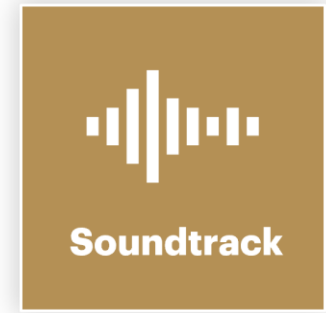
### Slogan



### Celebrity



### Brand Assets





# Building blocks of creative consistency

**Creative Consistency Score (CCS) – a new brand metric, measured over a multi-year period.**

## Creative Foundations

Consistent Positioning  
Creative Idea Tenure  
Agency Tenure

## Culture of Consistency

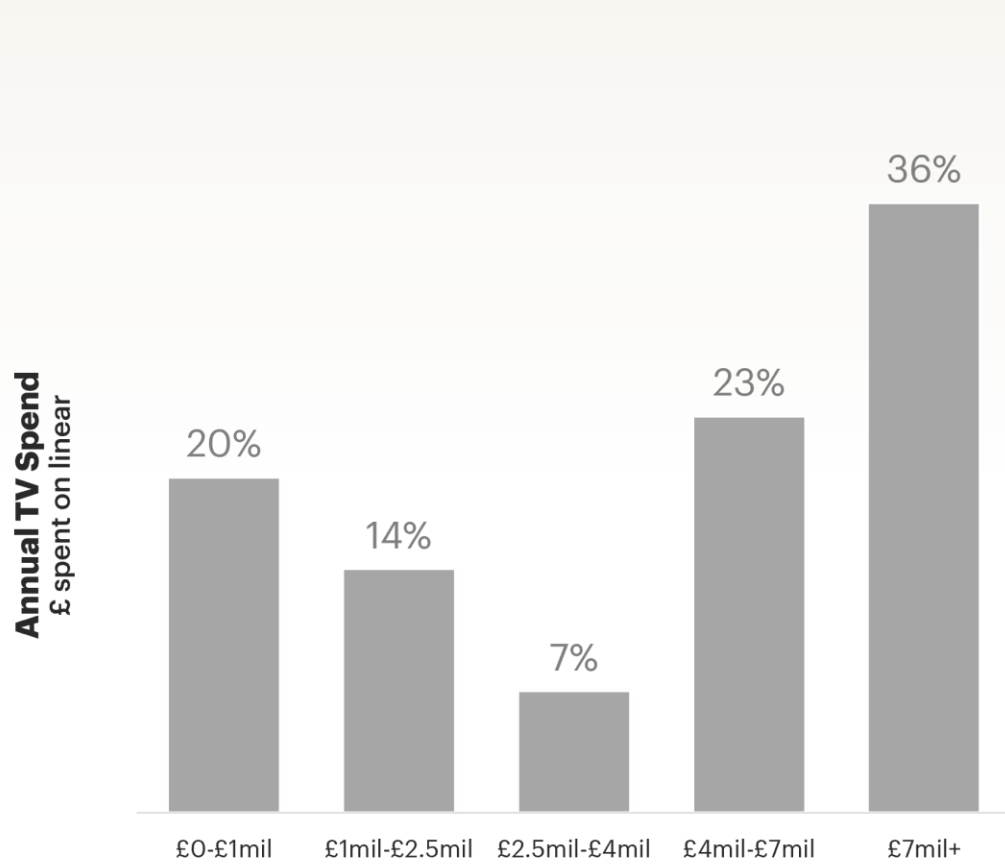
Creative Wear In  
Cross Channel Consistency  
Commitment to the Show  
Reusing Creative Assets

## Consistent Execution

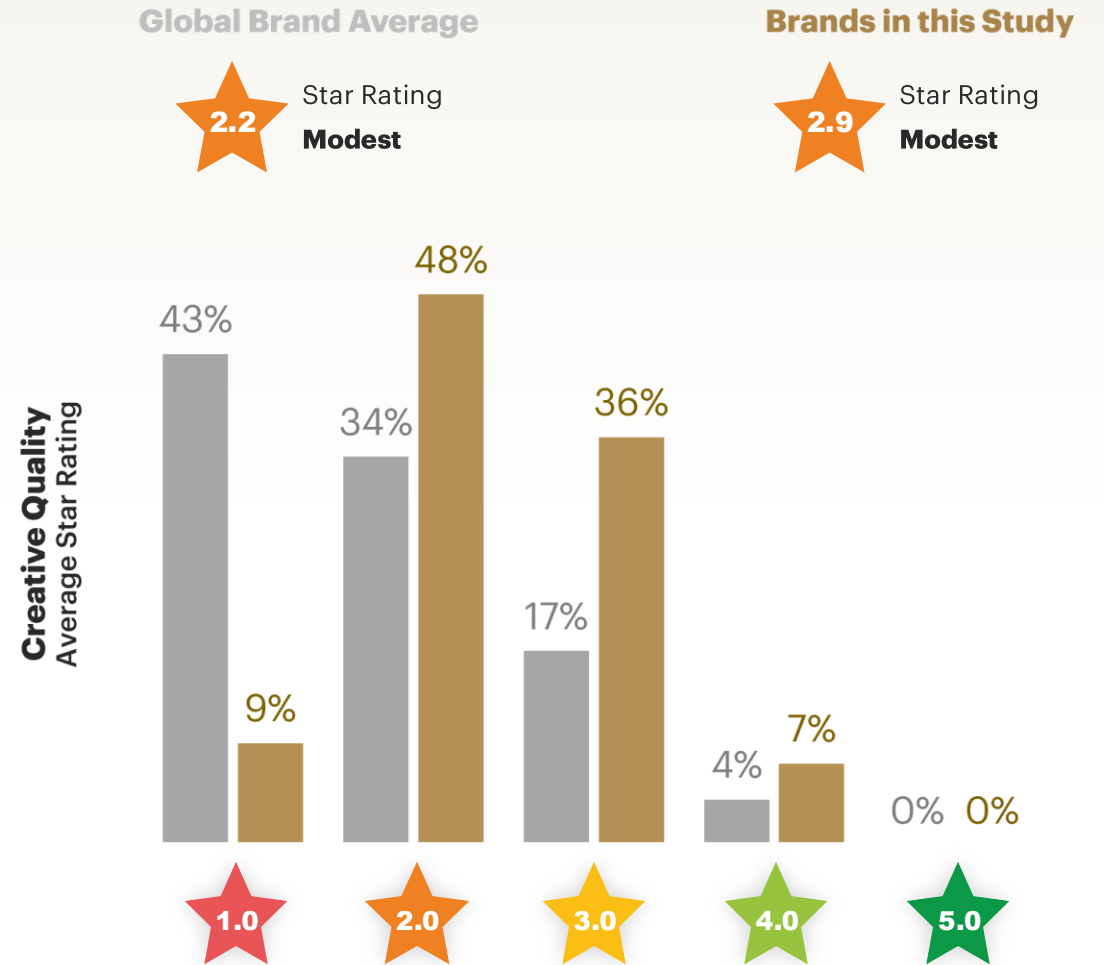
Consistent Brand Assets  
Consistent Tone of Voice  
Fluent Device Tenure  
Brand Slogan Commitment  
Hired Device Tenure  
Soundtrack Commitment

# Brands in the study

Large UK brands spending big on TV  
**Average annual linear UK TV spend: £11.7m**

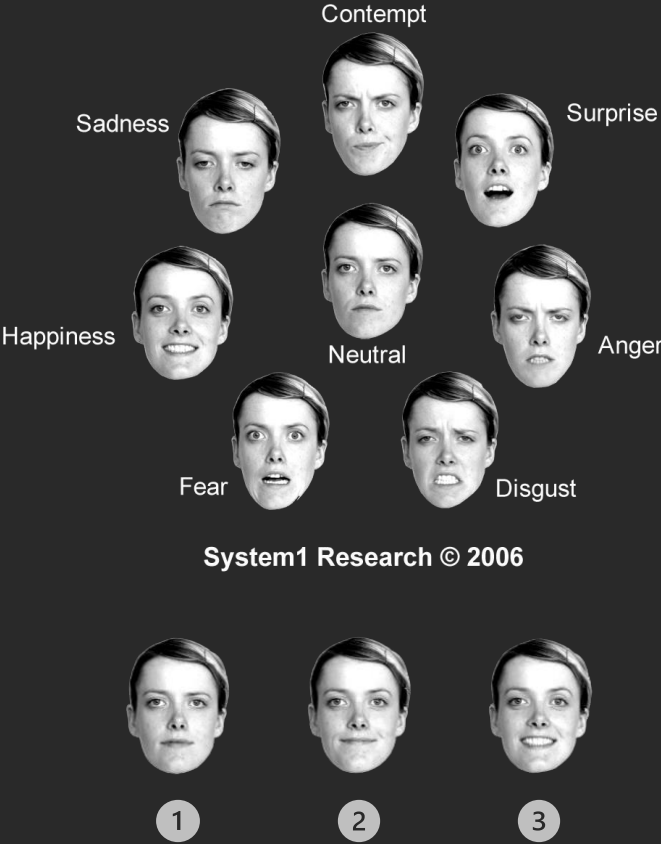


Already produce high creative quality

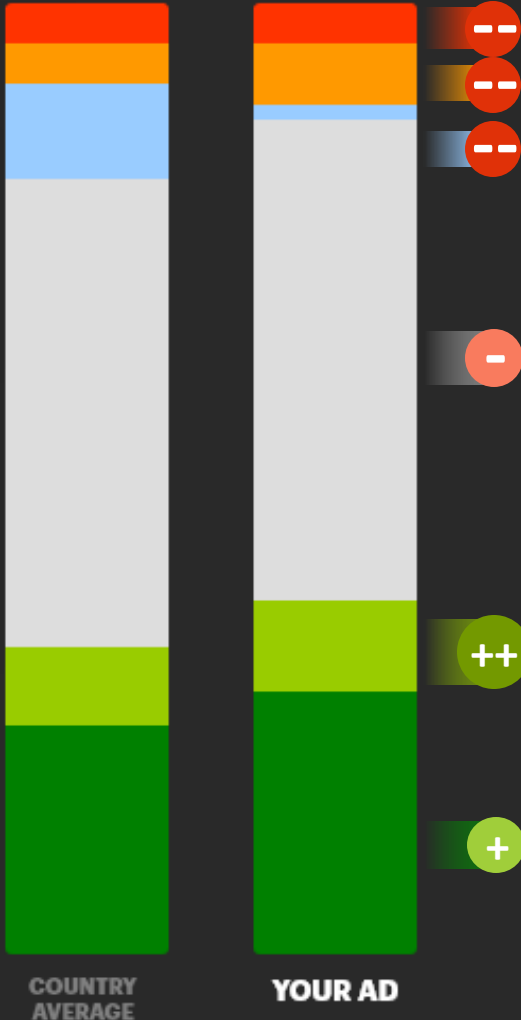


# Using emotion to measure creative quality

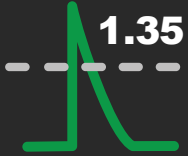
## Quantity & Intensity of Emotions



## Creative Quality Metrics



**Star Rating**  
Predicts long-term effects



**Spike Rating**  
Predicts short-term effects

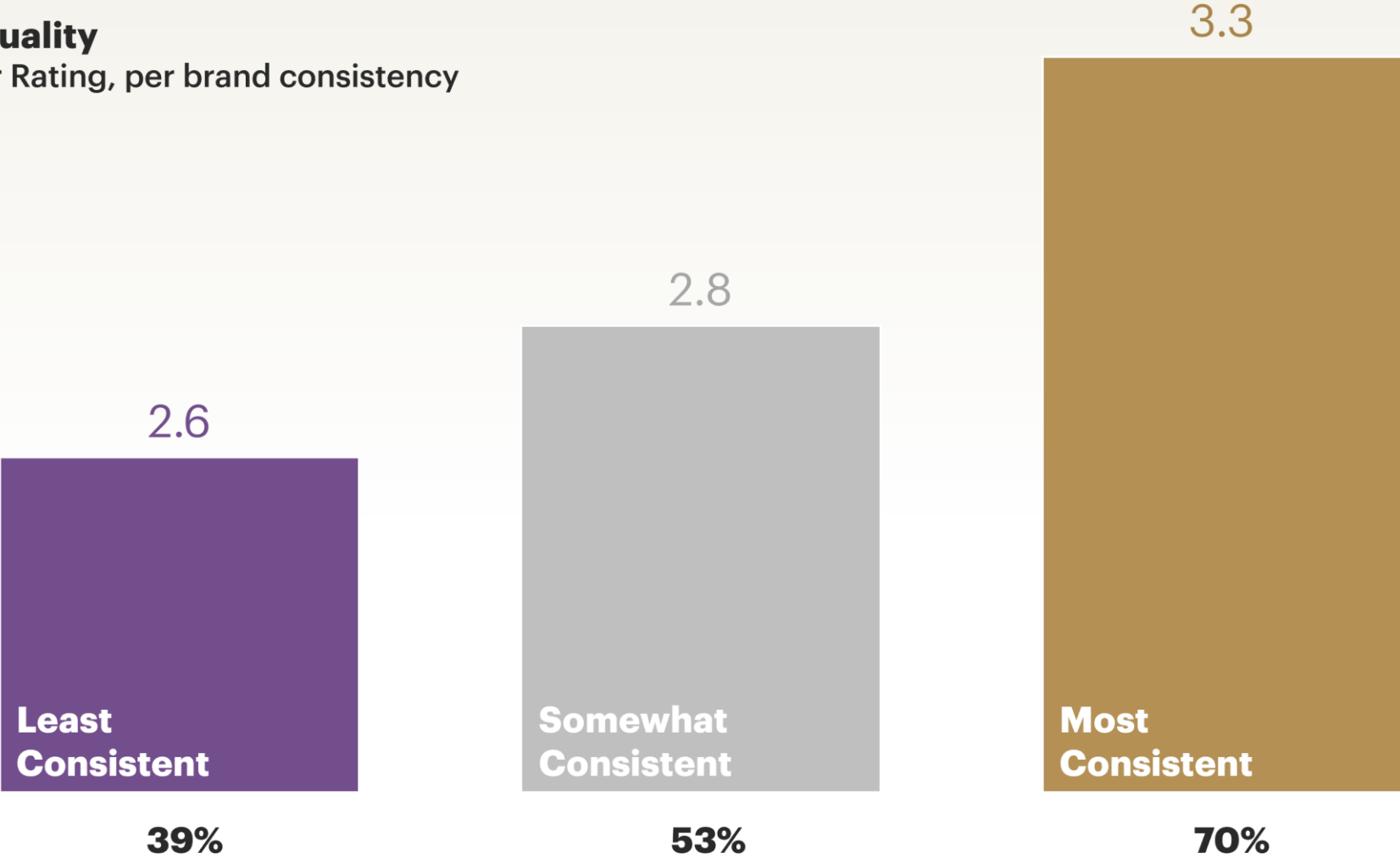


**Fluency Rating**  
Measures ad-brand linkage

# Consistent brands produce higher creative quality

## Creative Quality

Average Star Rating, per brand consistency



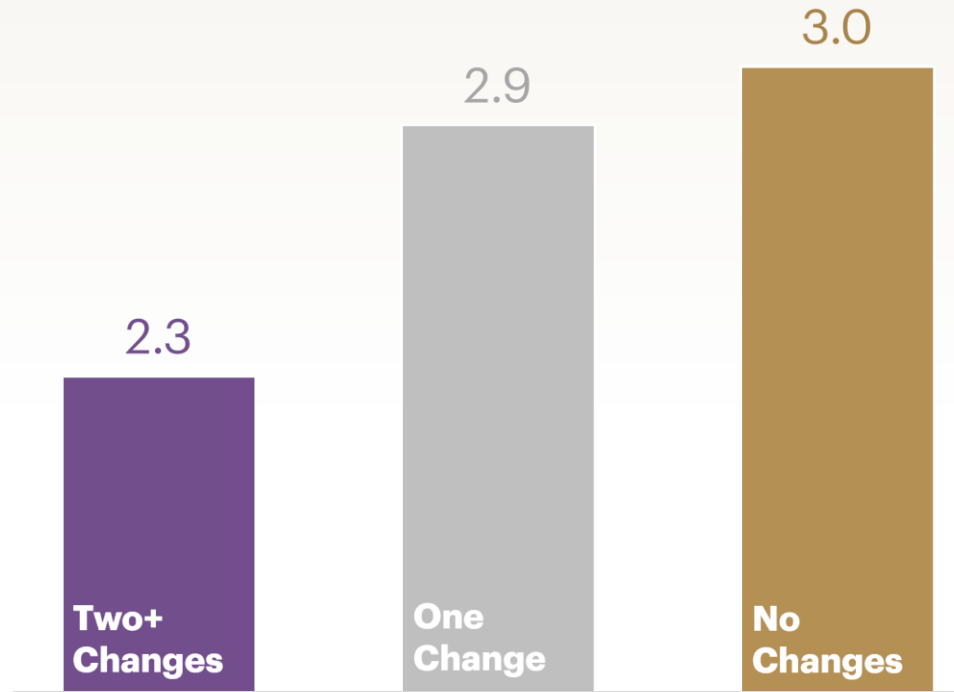
Average Creative Consistency Score

Ordered by creative consistency score, tertiles

# Brands that change agencies less produce higher creative quality

## Average Creative Quality

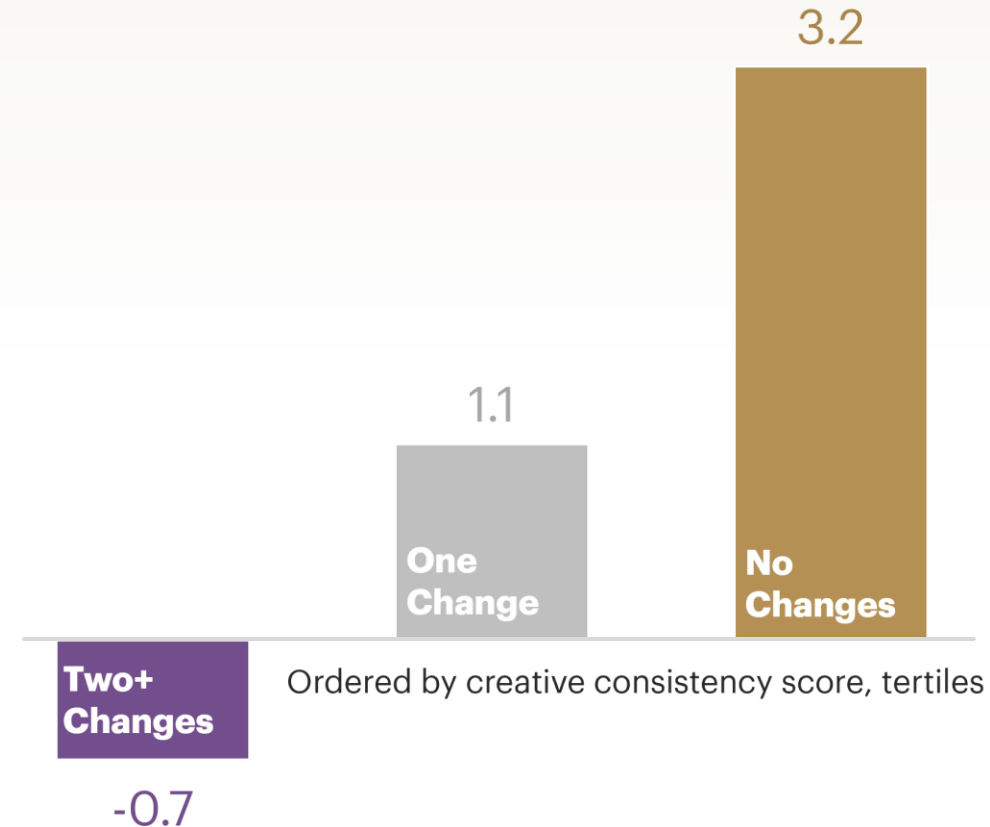
Star Rating, 5-year period, per agency changes



Ordered by creative consistency score, tertiles

## Average Advertising Distinctiveness Change

Annual Fluency Rating change, 5 Year Period, per agency changes

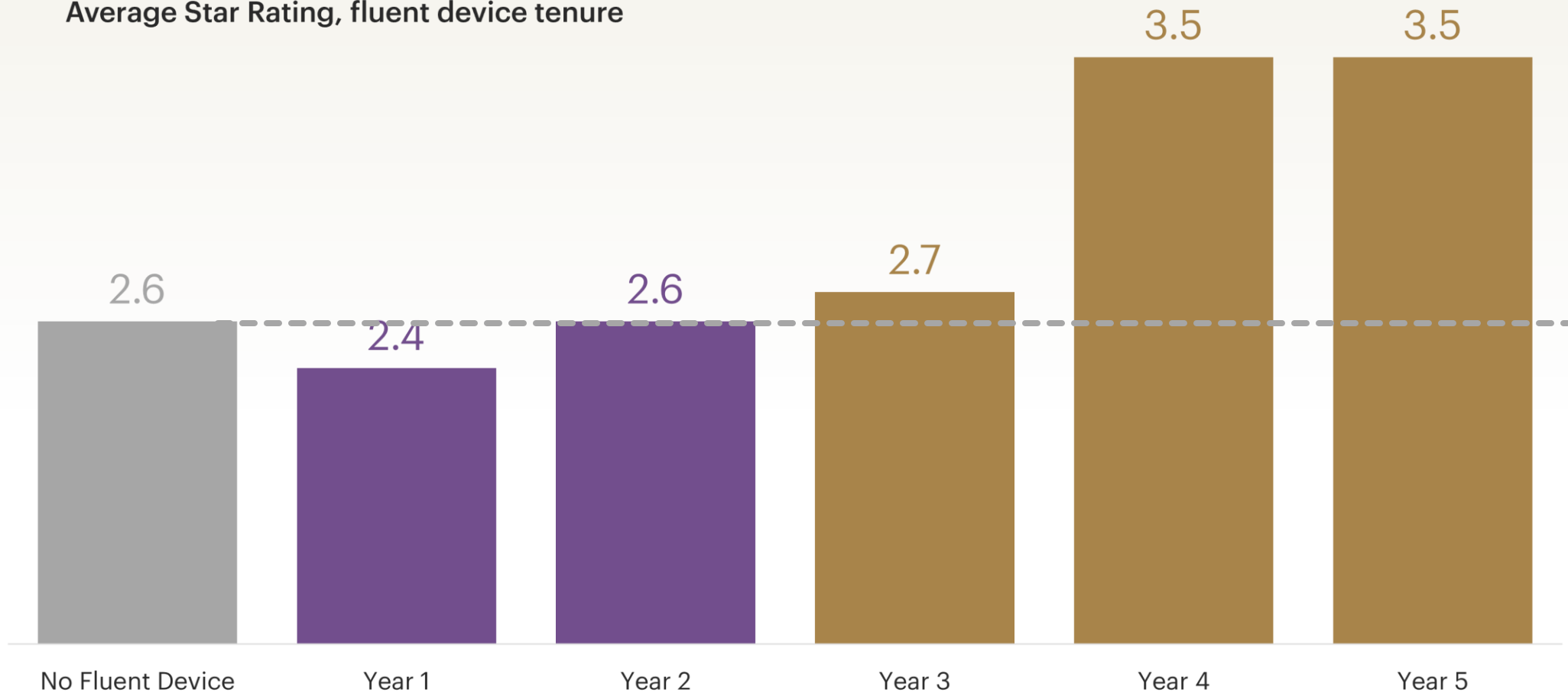


Ordered by creative consistency score, tertiles

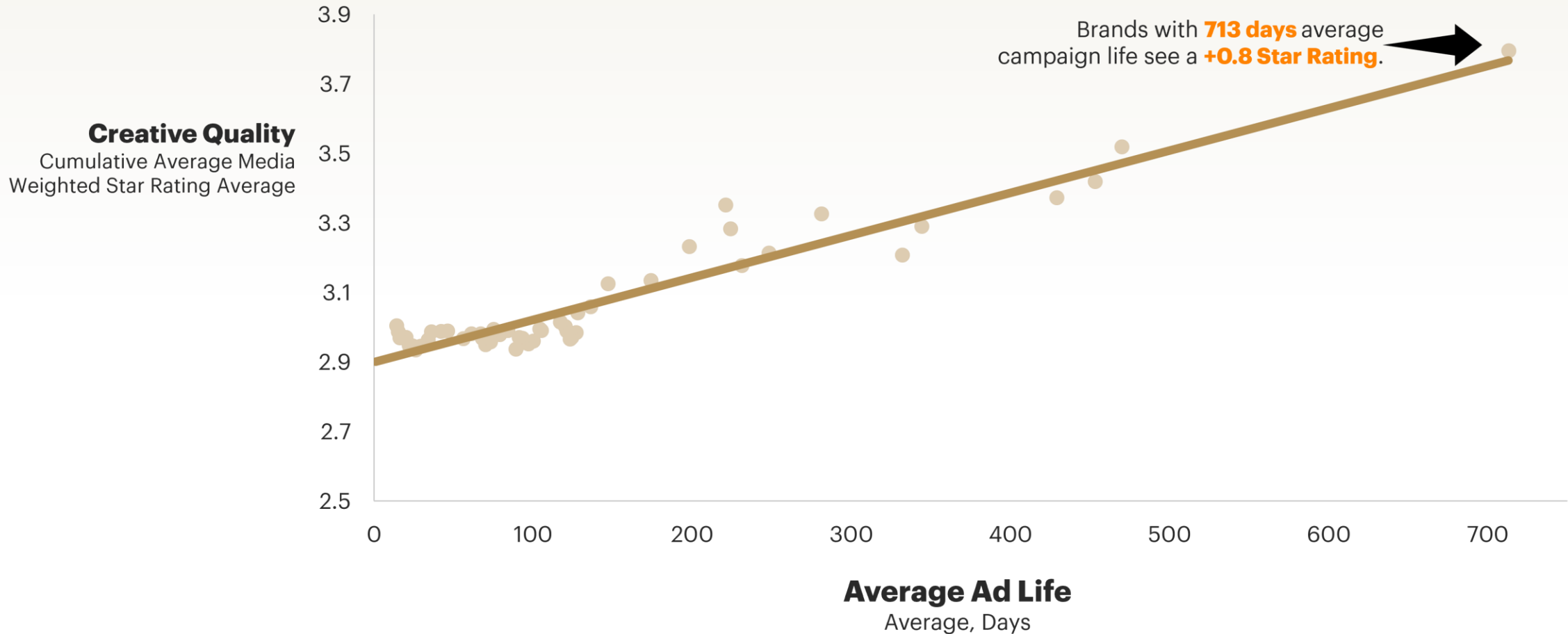
# Fluent devices pay off after multiple years

## Creative Quality

Average Star Rating, fluent device tenure



# Brands that allow wear in achieve higher creative quality



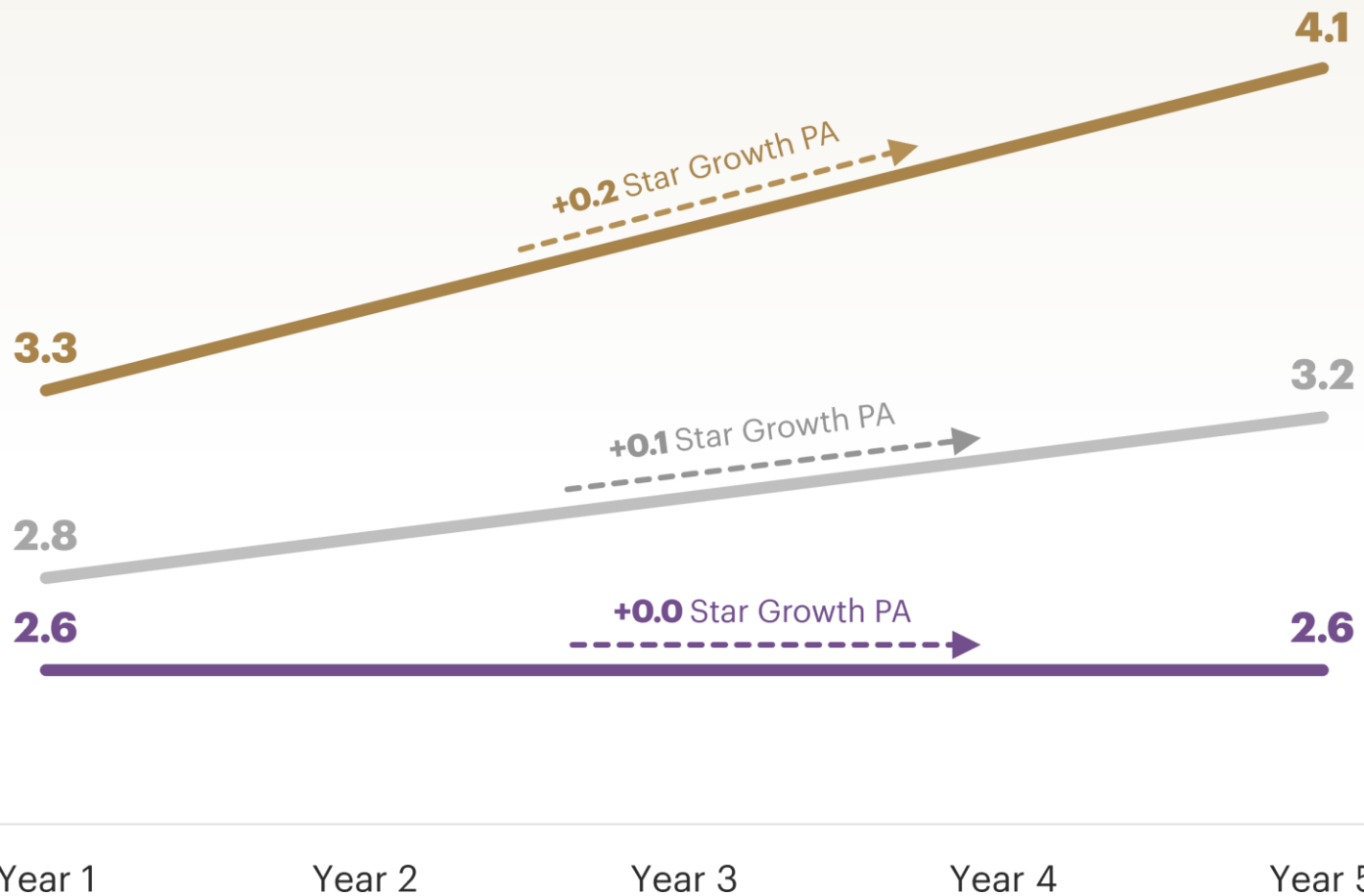
# Consistency compounds creativity

## Creative Quality

Average Star Rating, per brand consistency

## Market Growth Rate

Expected ESOV Efficiency



### Most Consistent

Growth Rate: 1.8

### Somewhat Consistent

Growth Rate: 1.1

### Least Consistent

Growth Rate: 0.8



# Why are consistent brands making more effective advertising?

## **Processing Fluency**

Cognitive Ease

## **Memory Encoding**

Mental Availability

## **Familiarity Bias**

Mere Exposure Effect

## **Creative Darwinism**

Survival of the Effective

## **Resource Focus**

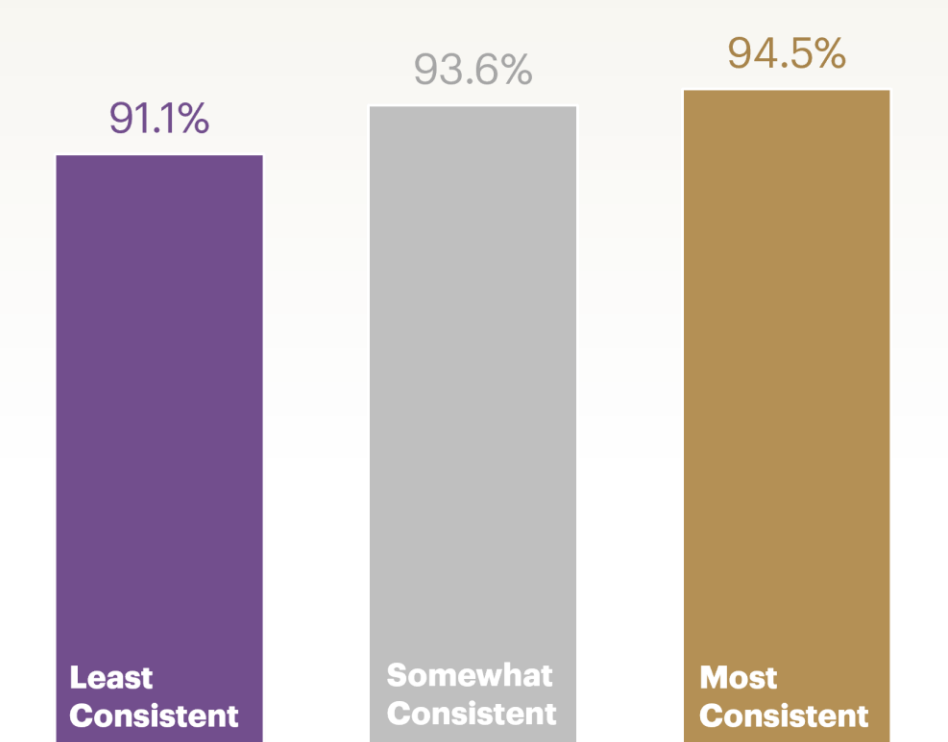
Creative Efficiency



# Consistent brands are stronger brands

## Brand Fame

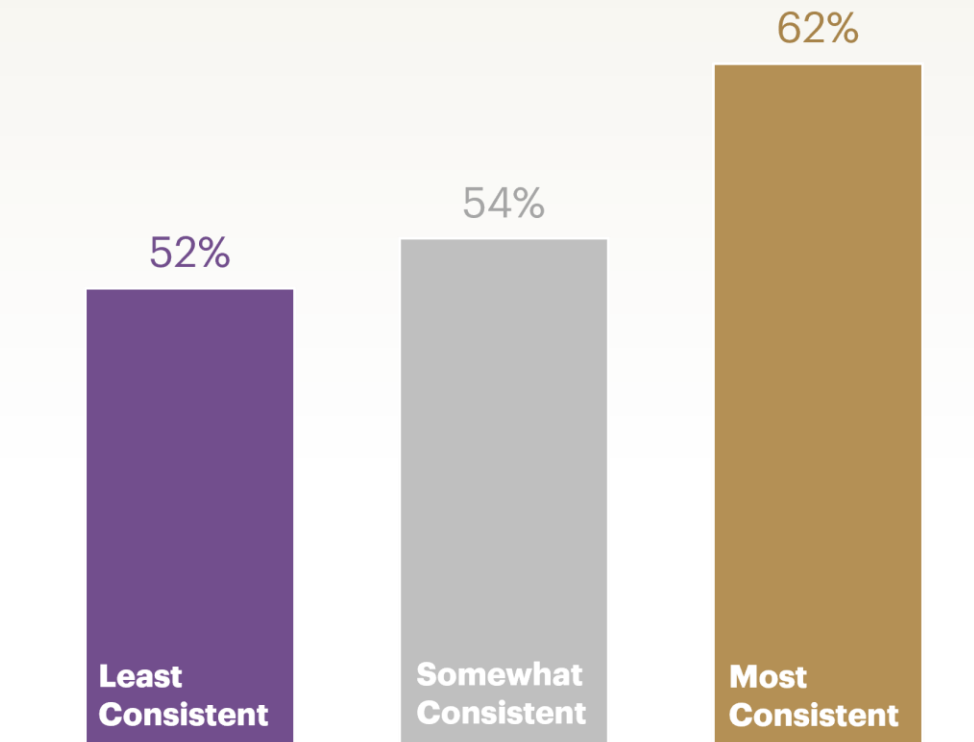
2024 YouGov, per brand consistency



Ordered by creative consistency score, tertiles

## Brand Popularity

2024 YouGov, per brand consistency

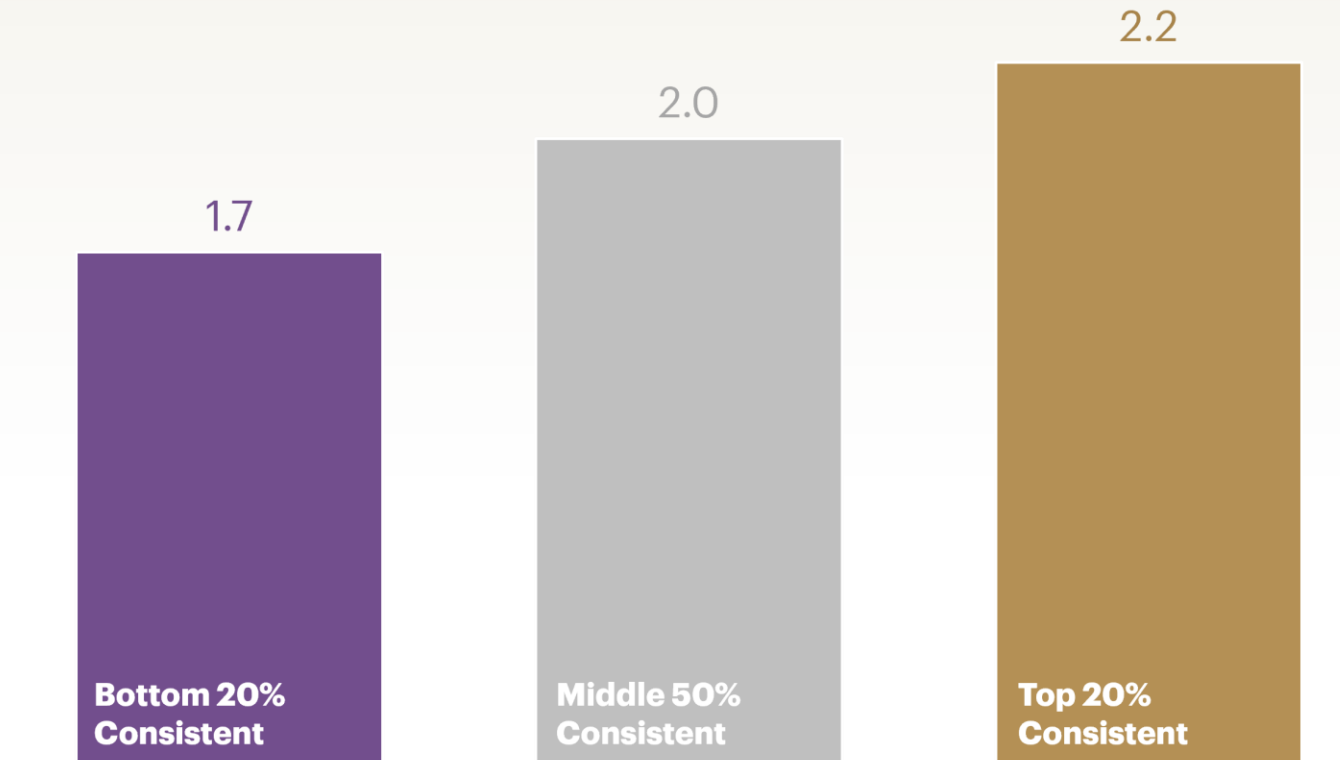


Ordered by creative consistency score, tertiles

# Consistent brands generate more brand effects

## Avg. Number of Very Large Brand Effects

Latest Campaign in IPA Databank



Ordered by creative consistency score, top vs bottom

The most consistent brands get  
**+27% more**  
**Very Large Brand Effects**

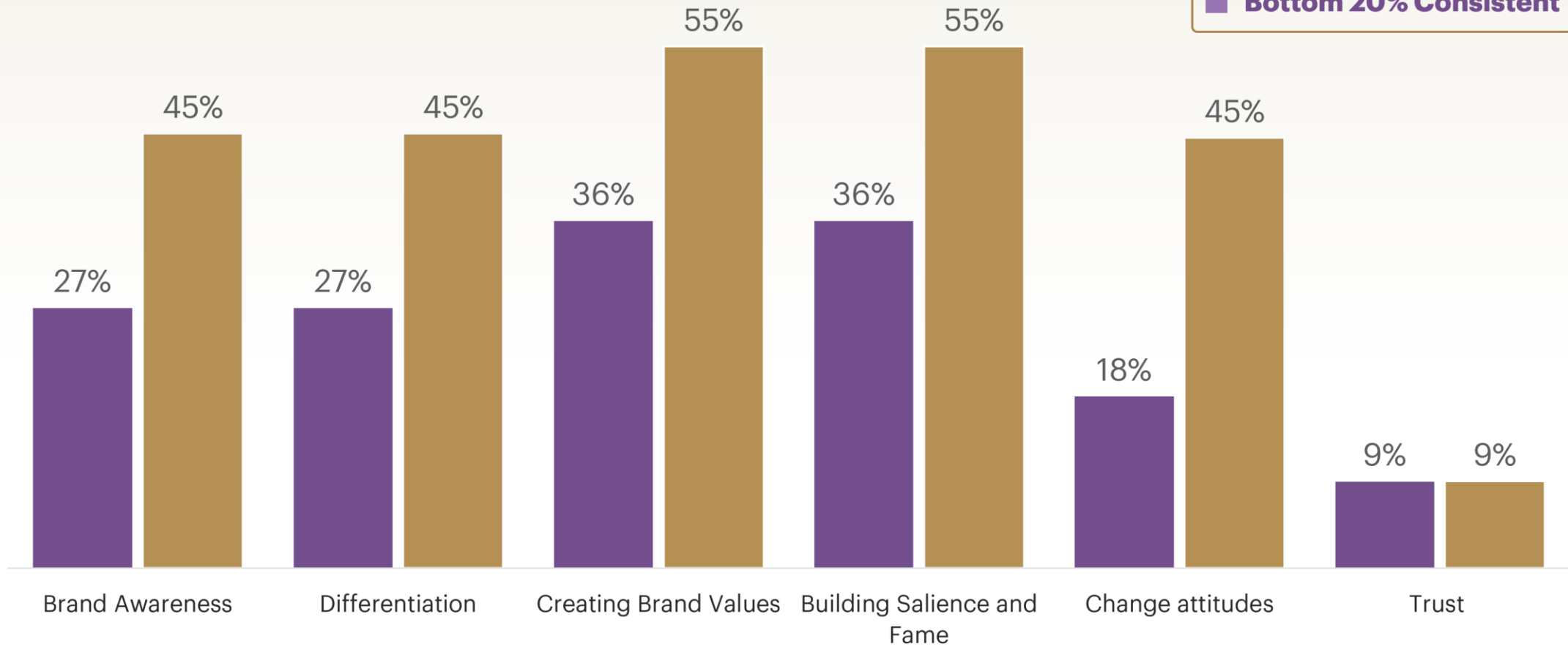


# Consistent brands are stronger brands

## Percentage Reporting Very Large Brand Effects

Latest Campaign in IPA Databank

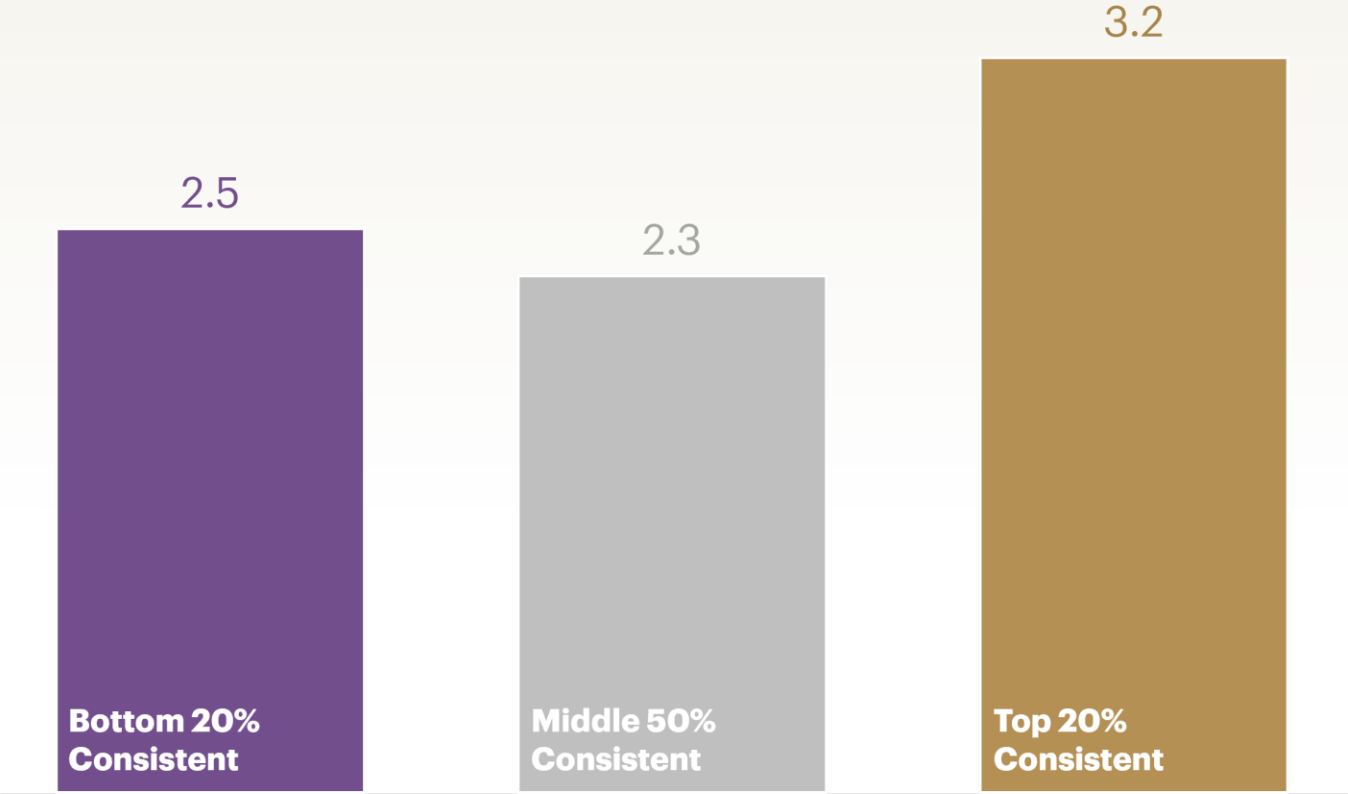
Creative Consistency Score  
■ **Top 20% Consistent**  
■ **Bottom 20% Consistent**



# Consistent brands generate more business effects

## Avg. Number of Very Large Business Effects

Latest Campaign in IPA Databank



The most consistent brands get  
**+28% more**  
**Very Large Business Effects**



Ordered by creative consistency score, top vs bottom

# What creative consistency **DOES** do for business

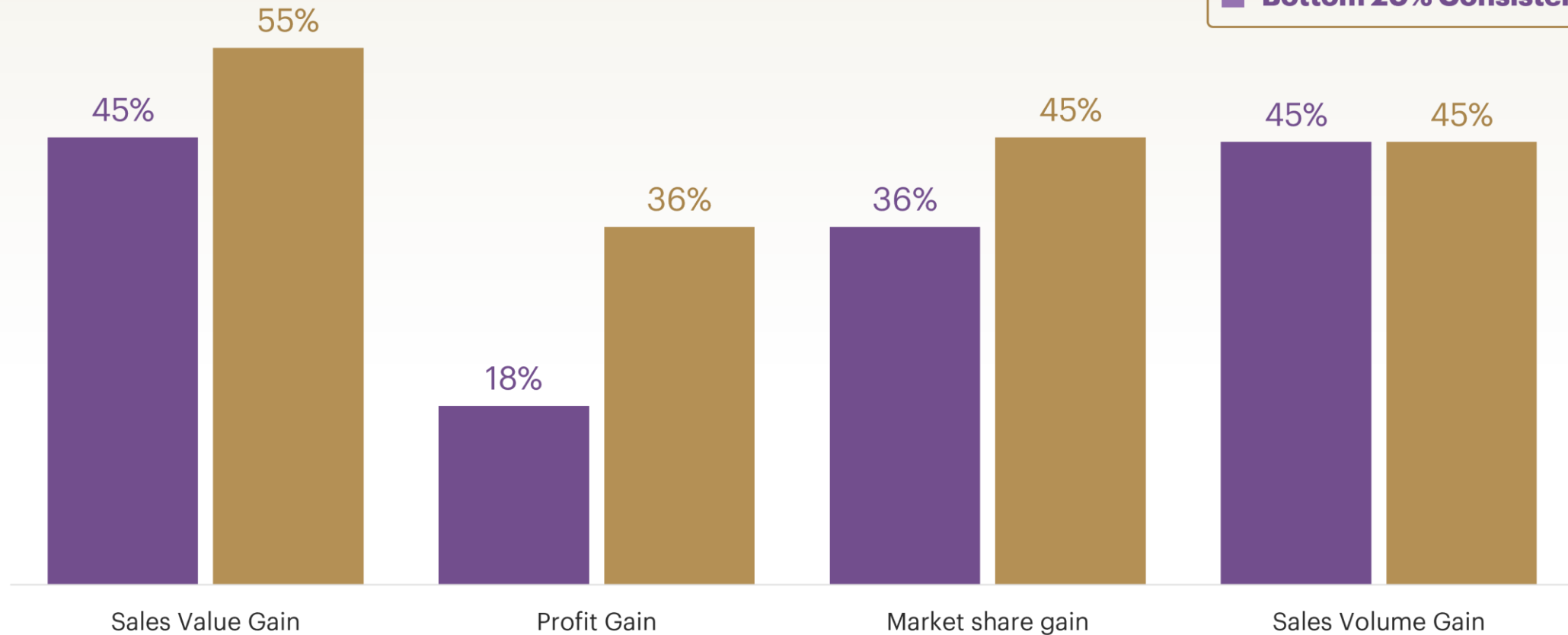
## Percentage Reporting Very Large Business Effects

Latest Campaign in IPA Databank

Creative Consistency Score

■ **Top 20% Consistent**

■ **Bottom 20% Consistent**



# What creative consistency **DOESN'T** do for business

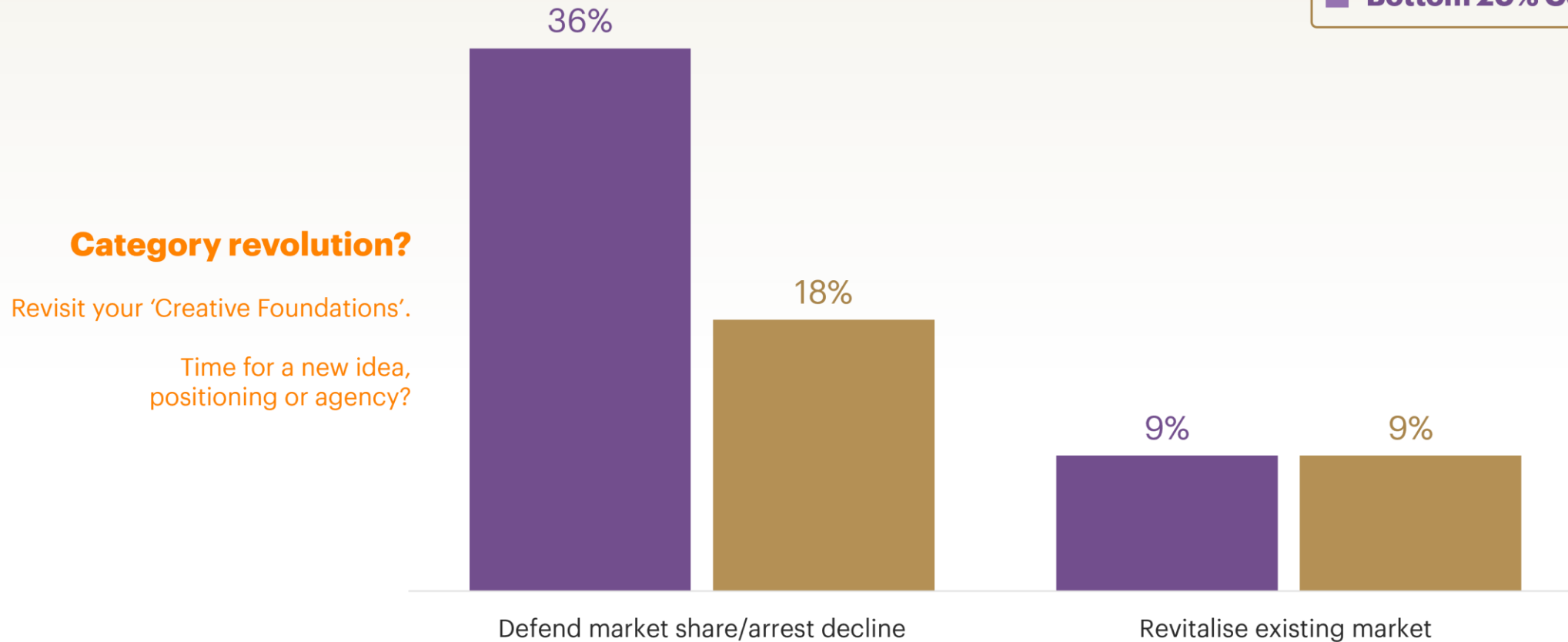
## Percentage Reporting Very Large Business Effects

Latest Campaign in IPA Databank

Creative Consistency Score

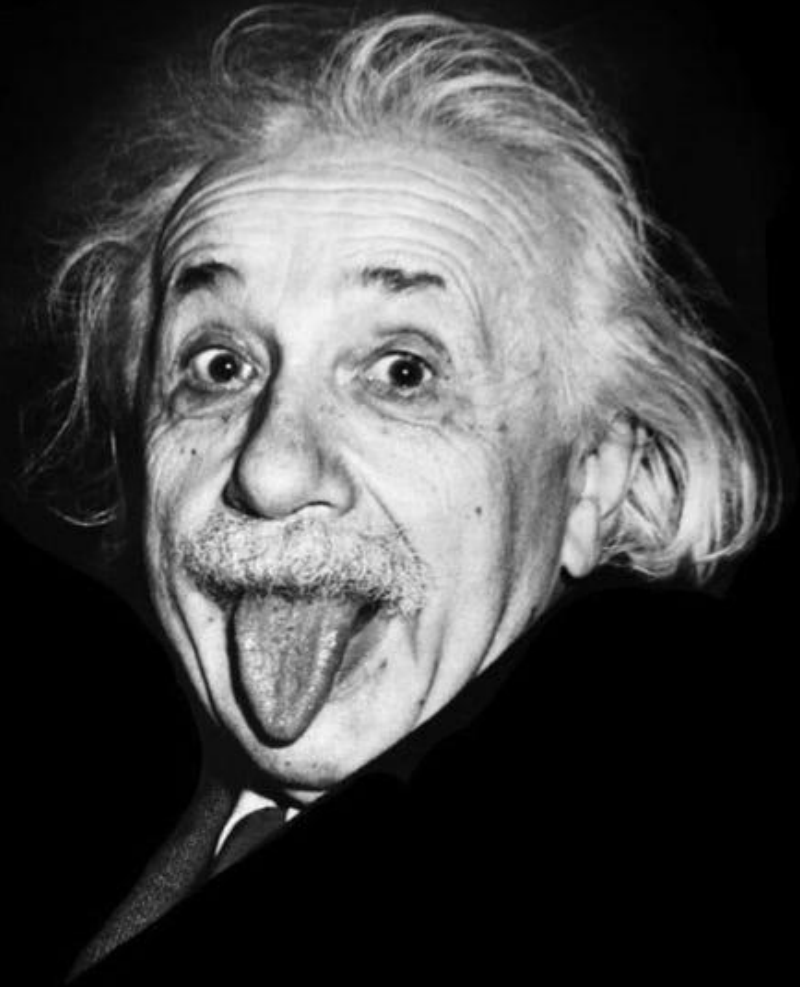
■ **Top 20% Consistent**

■ **Bottom 20% Consistent**



"Insanity is doing the same thing over and over again and expecting different results"

*Albert Einstein*





# The Cost of Change

**£474m**

This Year

**£3.47bn**

The next 5 years

**Extra Media Spend for Same Growth**

**£268m**

**£206m**

**£2.23bn**

**£1.10bn**

1.8



**1.75x**



**1.56x**



**2.32x**



**1.61x**

0.8

0.9

1.3

0.8

1.1

**ESOV Growth Efficiency**

Modeled from media-weighted Star Rating

**Least Consistent**

**Somewhat Consistent**

**Most Consistent**

**Least Consistent**

**Somewhat Consistent**

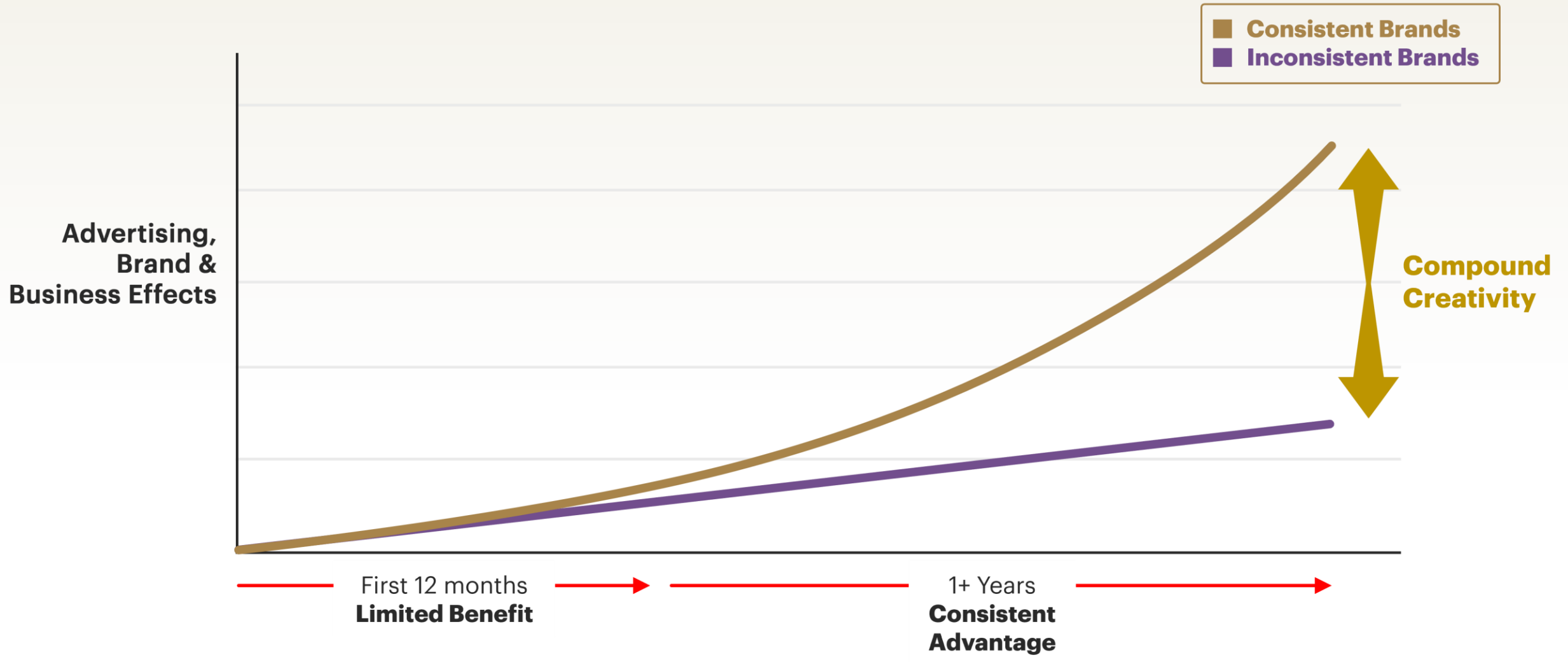
**Most Consistent**

Ordered by creative consistency score, tertiles

Ordered by creative consistency score, tertiles

The expected total cost to the lower 2 groups in media spend to grow at the same rate, based on System1's Star Rating.

# The power of creative consistency



The magic of  
**Compound  
Creativity**



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SVP Global Partnership | System1

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