

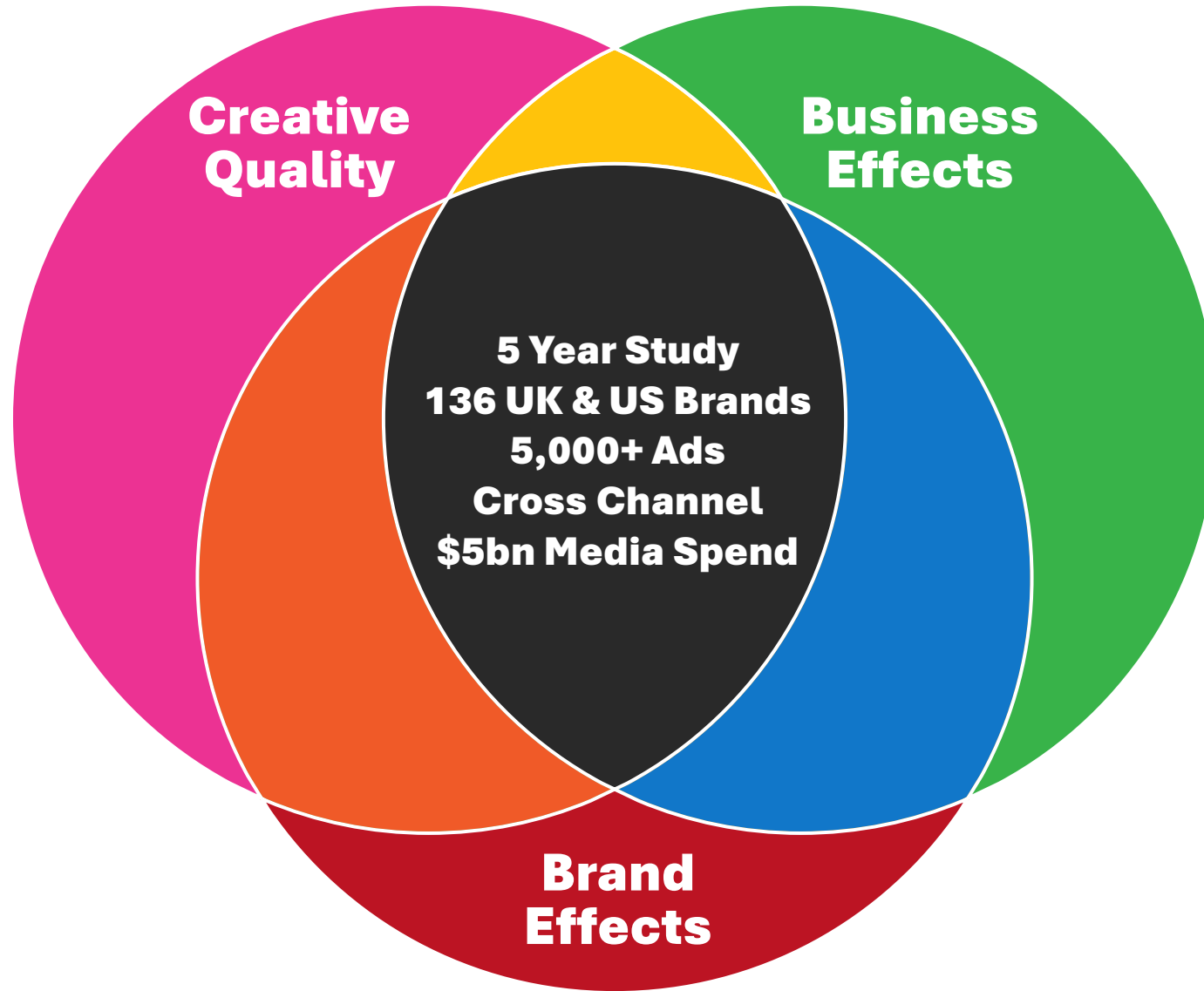
The Power of **COMPOUND CREATIVITY**

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

System1
Create with Confidence

IPA
With Data from the **IPA**
Effectiveness Databank

Study Overview



Three different ways to be consistent

Creative Foundations

“Brand Cohesion,” “Brand Roots,”
or “The Long of It”

Culture of Consistency

“Creative Commitment,” “Cross
Channel Consistency,” or
“Integrated Marketing Comms”

Consistent Execution

“Matching Luggage” or
“Consistent Brand Codes”

Compound Creativity Score

A holistic brand metric measured over multiple years

Creative Foundations

Consistent Positioning
Creative Idea Tenure
Agency Tenure

Culture of Consistency

Creative Wear In
Cross Channel Consistency
Commitment to Showmanship
Reusing Creative Assets

Consistent Execution

Consistent Brand Assets
Fluent Device & Celeb Tenure
Soundtrack Commitment
Consistent Tone of Voice

Consistent Creative Foundations

SAATCHI & SAATCHI



1989



1994



2000



2018



2024

adam&eveDDB



2017



2019



2021



2023



2024

Consistent Insight Driven Positioning

Long-Running Creative Idea

Creative Team/Agency Tenure

Creating Mental
Availability

Creative Foundations

Consistent Positioning
Creative Idea Tenure
Agency Tenure

Very Large Brand Effects

Awareness, Differentiation, Brand
Image, Salience, Quality & Trust

Lowest 1/3rd

0.9

Middle 1/3rd

1.4

Top 1/3rd

2.8

Creating Mental
Availability

Creative Foundations

Consistent Positioning
Creative Idea Tenure
Agency Tenure

Very Large Business Results

Volume, Value, Profit, Market Share,
Penetration, Loyalty, Price Gains

Lowest 1/3rd

1.4

Middle 1/3rd

1.6

Top 1/3rd

2.6

Brands with high vs low consistent **Creative Foundations**

1.8x
more

Salient

Brand Image

2.5x
more

Memory Encoding

4.2x
more

Trust

5.4x
more

Awareness

Difference

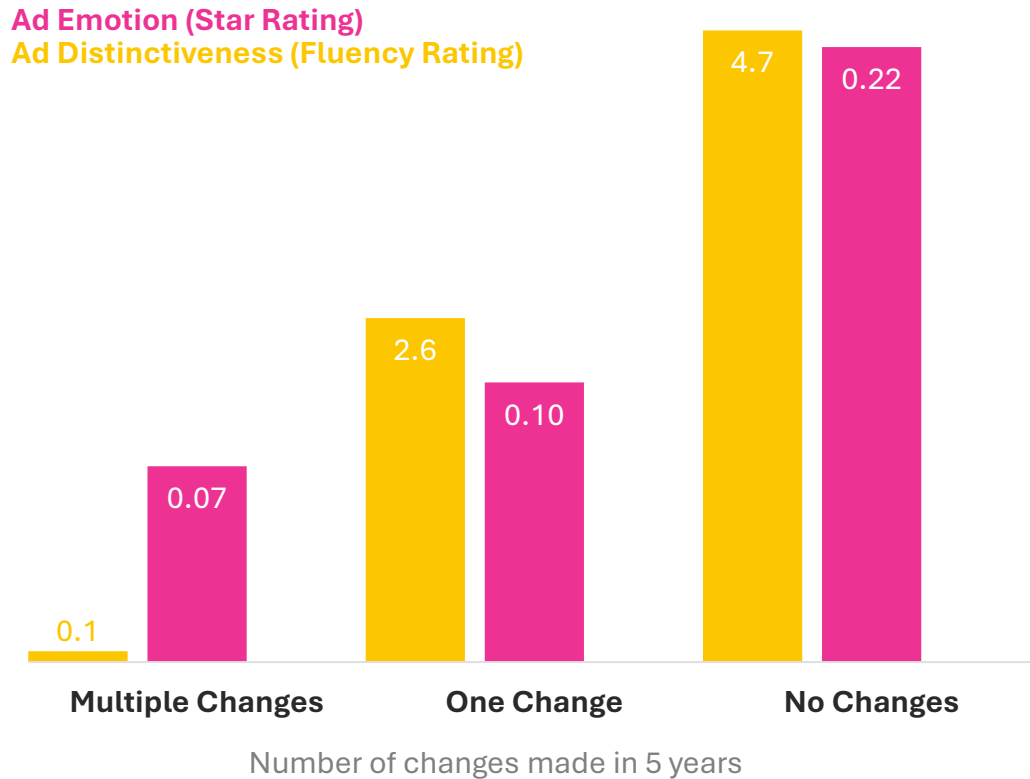
7x
more

Owning, committing and refreshing the same positioning and idea builds more branded memories.

Brands that **change agency less** create higher-quality advertising and report more brand and business outcomes

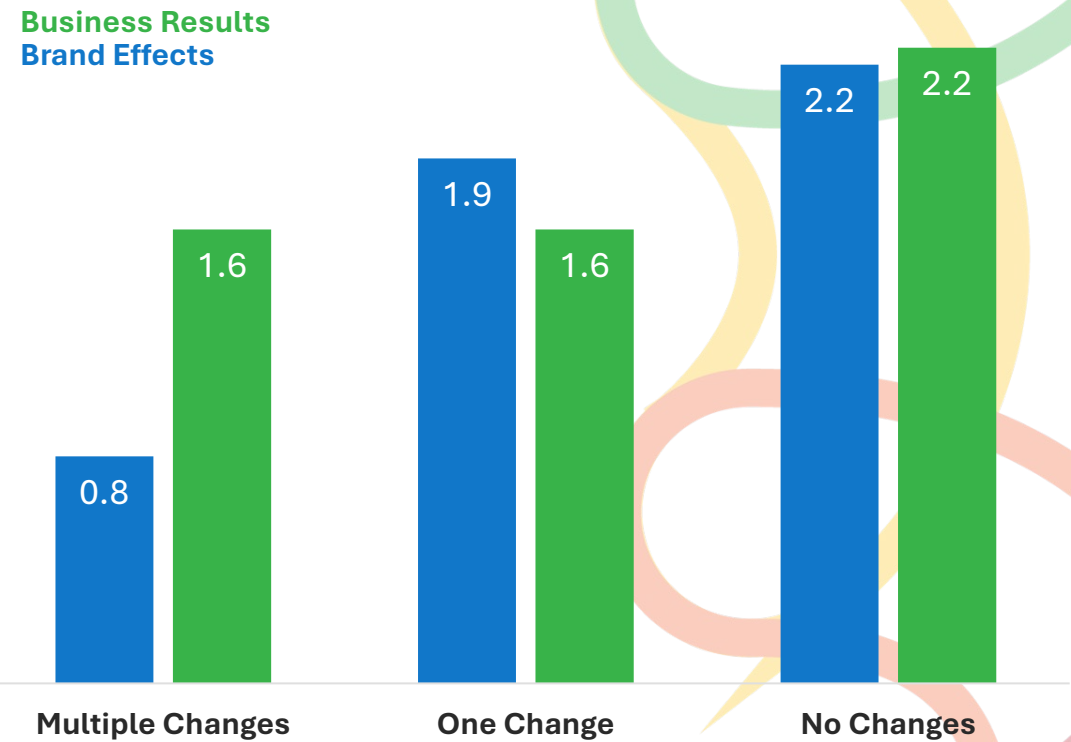
Advertising gets more **emotional & distinctive**.

Annual Change in Ad Quality (avg. over 5 Years)



Campaigns achieve **much greater outcomes**.

No. of Very Large IPA Outcomes (avg.)

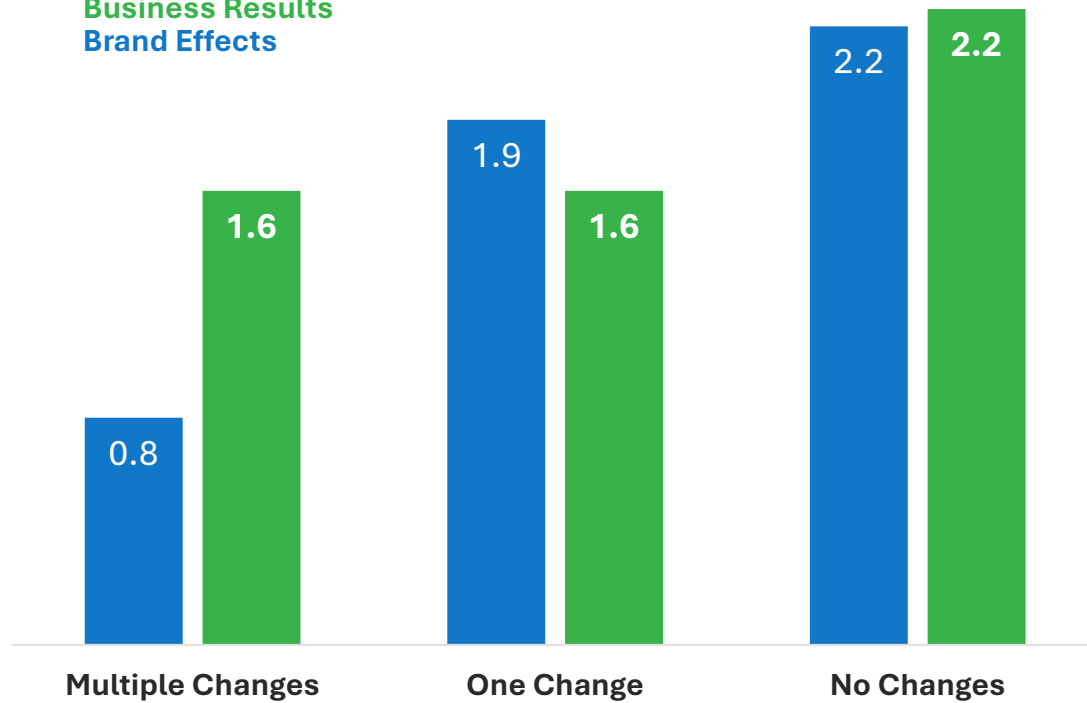


Interestingly, we didn't see the same for CMO tenure

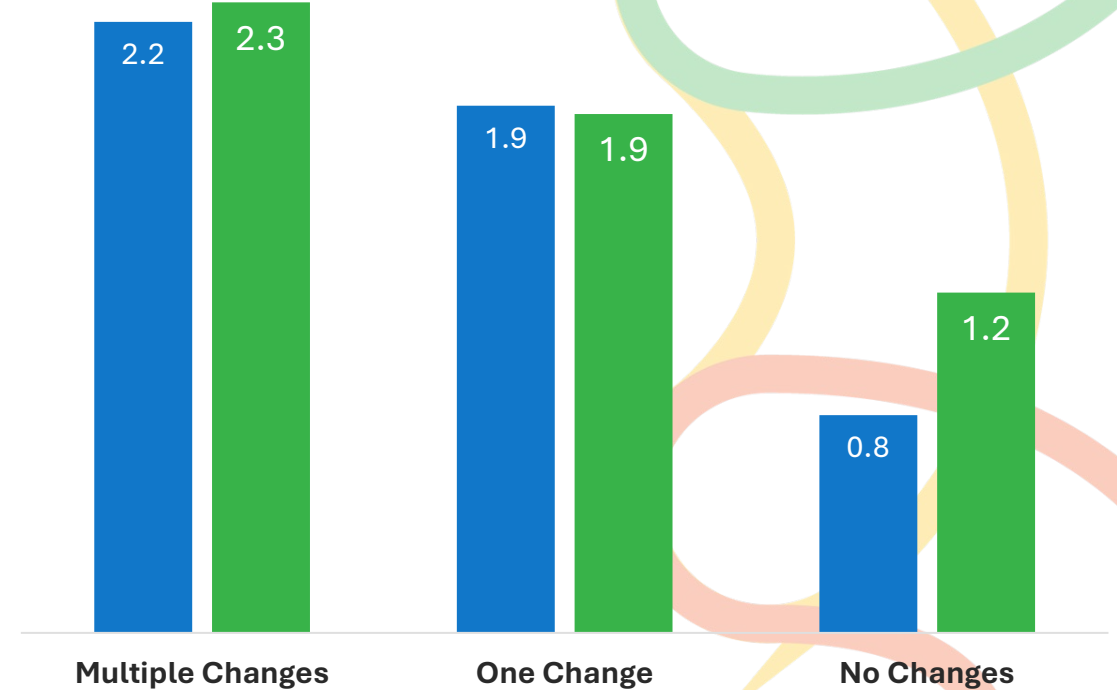
Longer **Agency** Tenure

Longer **CMO** Tenure

Business Results
Brand Effects



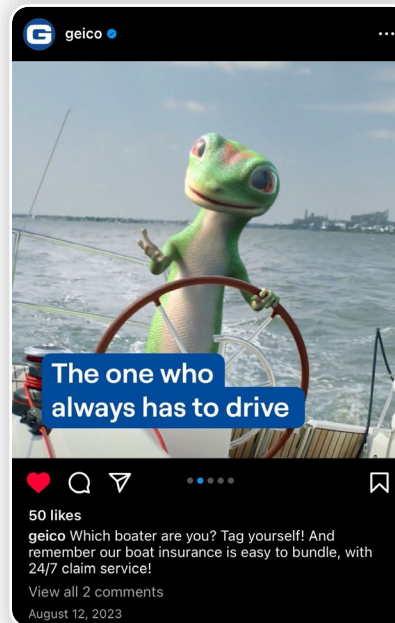
No. of agency changes made in 5 years



No. of CMO changes made in 5 years

Culture of Consistency

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



Putting Ideas
To Work

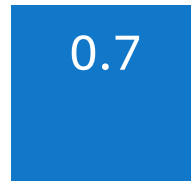
Brands that commit to getting their campaigns seen
also create more marketing outcomes

Culture of Consistency

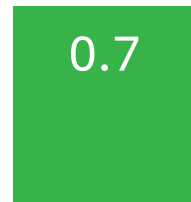
Creative Wear In
Cross Channel Consistency
Commitment to Showmanship
Reusing Creative Assets

Very Large
Brand Effects
Business Results

Lowest 1/3rd



0.7



0.7

Middle 1/3rd



1.8



1.5

Top 1/3rd

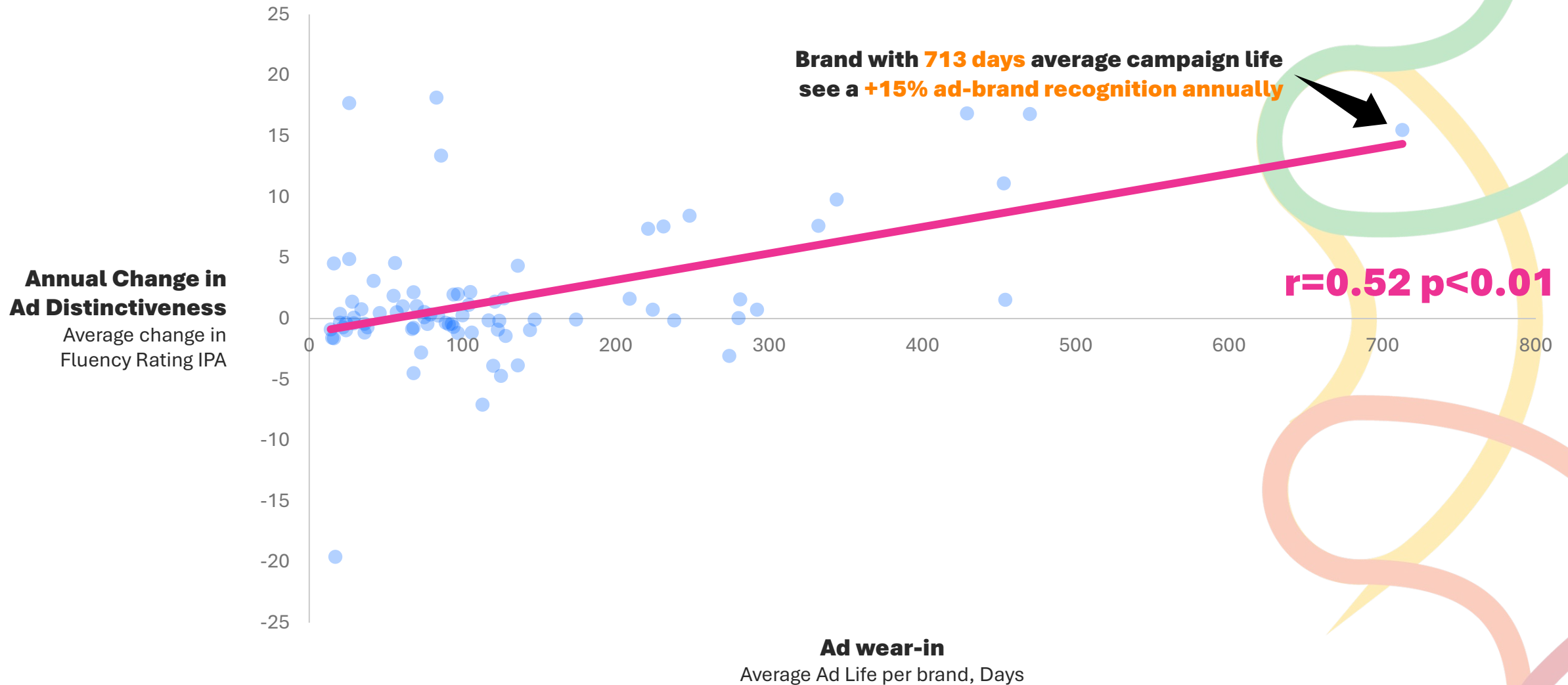


2.5



2.8

Brands that allow wear in build higher ad distinctiveness each year

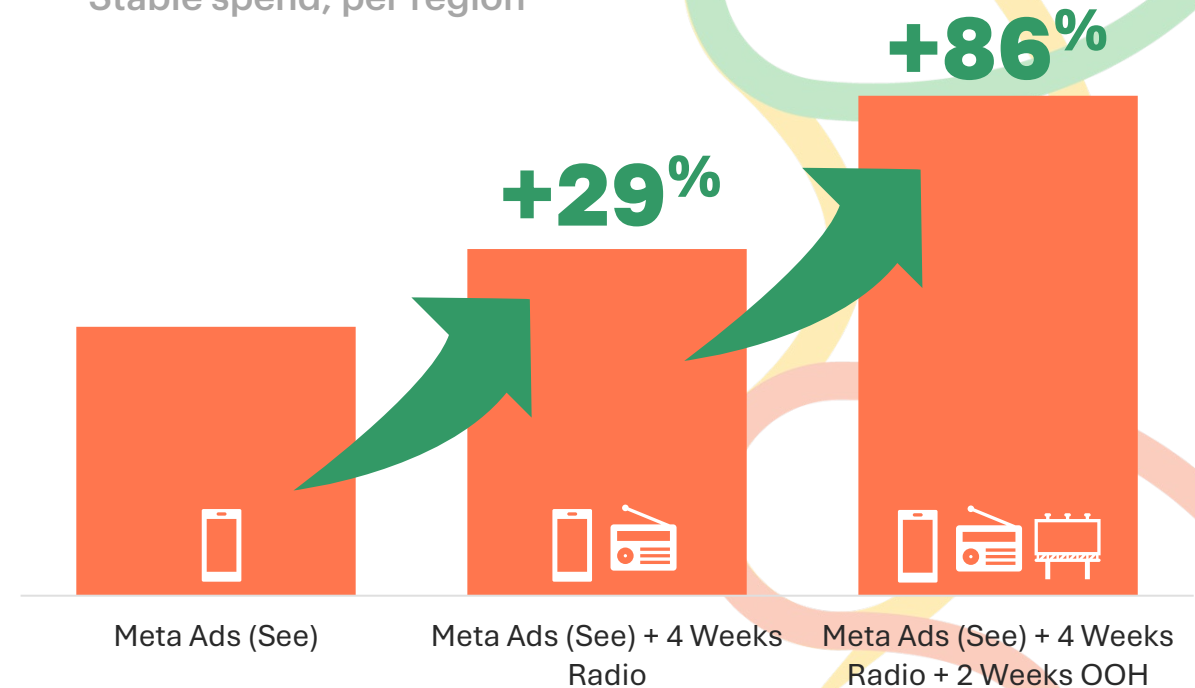


Ads don't work in isolation. As demonstrated in this simple experiment.

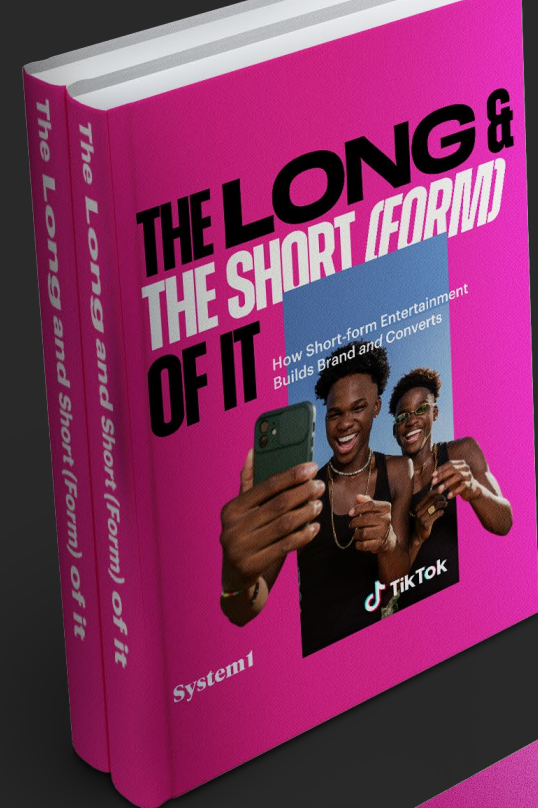
Deploying campaigns across multiple platforms while maintaining consistency ensures that all media dollars are building towards the same goal.

Channels compound each other.

Meta Click Through Rate
Stable spend, per region



...and as we've seen from other research
Brands that commit to **Showmanship** create more
emotion, attention & awareness lift



Short-Form Video Ads

Most Entertaining vs Least (25%)



Test Your Ad
Social



More
Emotion
+45%

Star Rating Lift

More
Attention
+54%

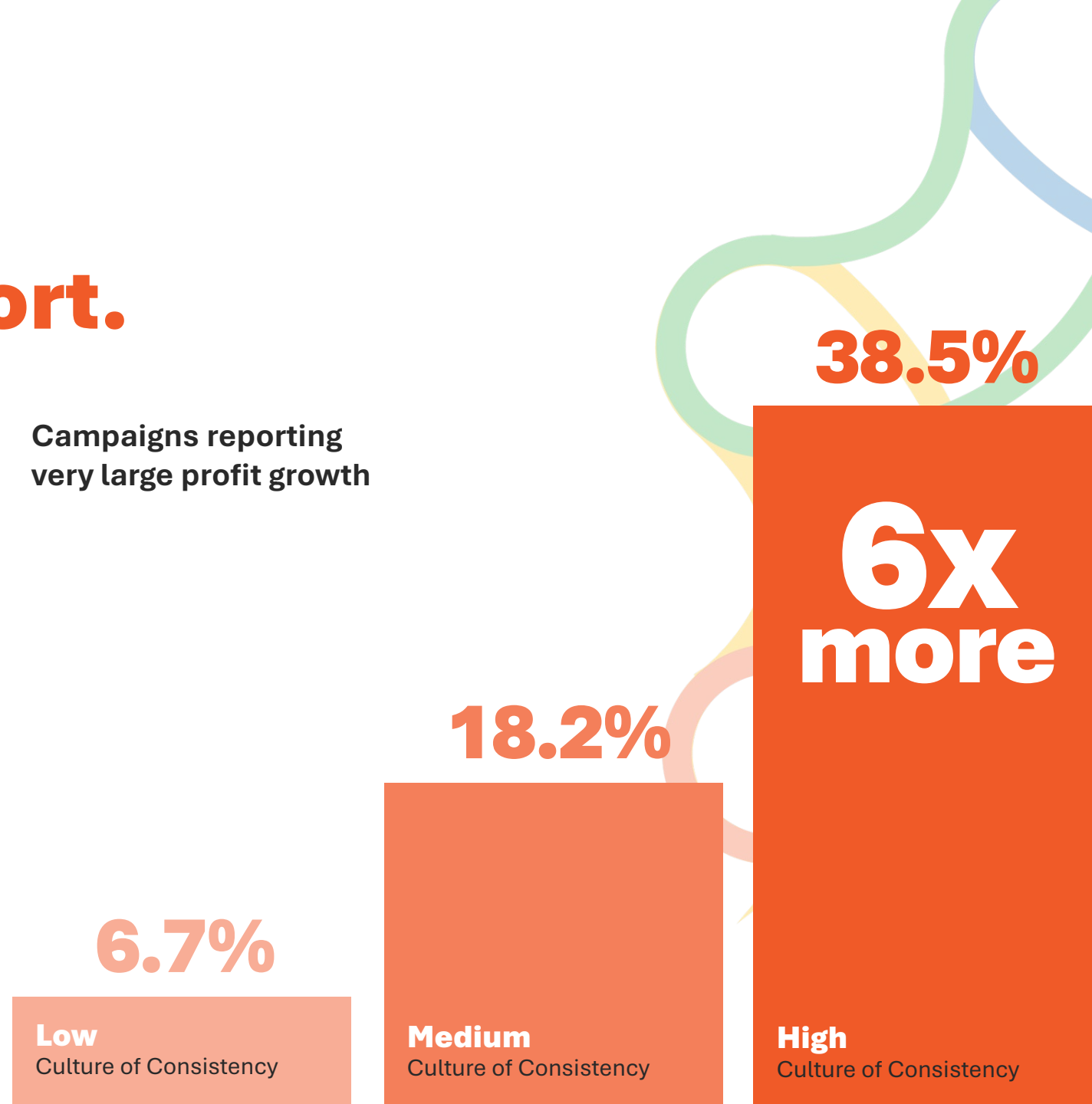
5sec View % Lift

More
Awareness
2x

Brand Awareness Lift

Consistency is a profitable team sport.

Campaigns reporting
very large profit growth



Fluent
Familiarity

Consistent Creative Execution

Consistent Brand Assets
Fluent Device & Celeb Tenure
Soundtrack Commitment
Consistent Tone of Voice



Tone Of Voice



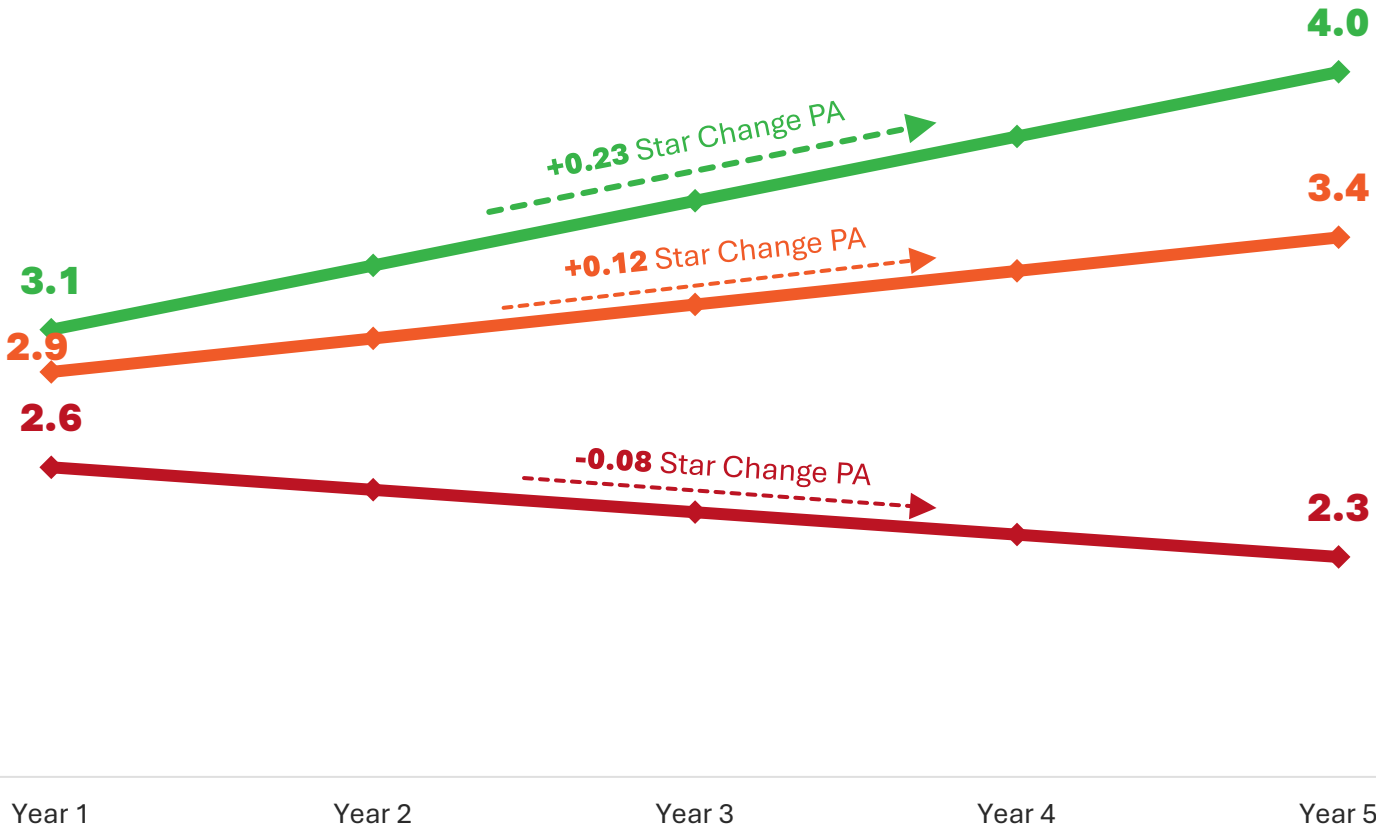
Soundtrack



Consistency compounds creativity

Ad Emotion

Average Star Rating, brands split into 3rds



Market Growth Rate

Expected ESOV Efficiency

1.7

1.2

0.7

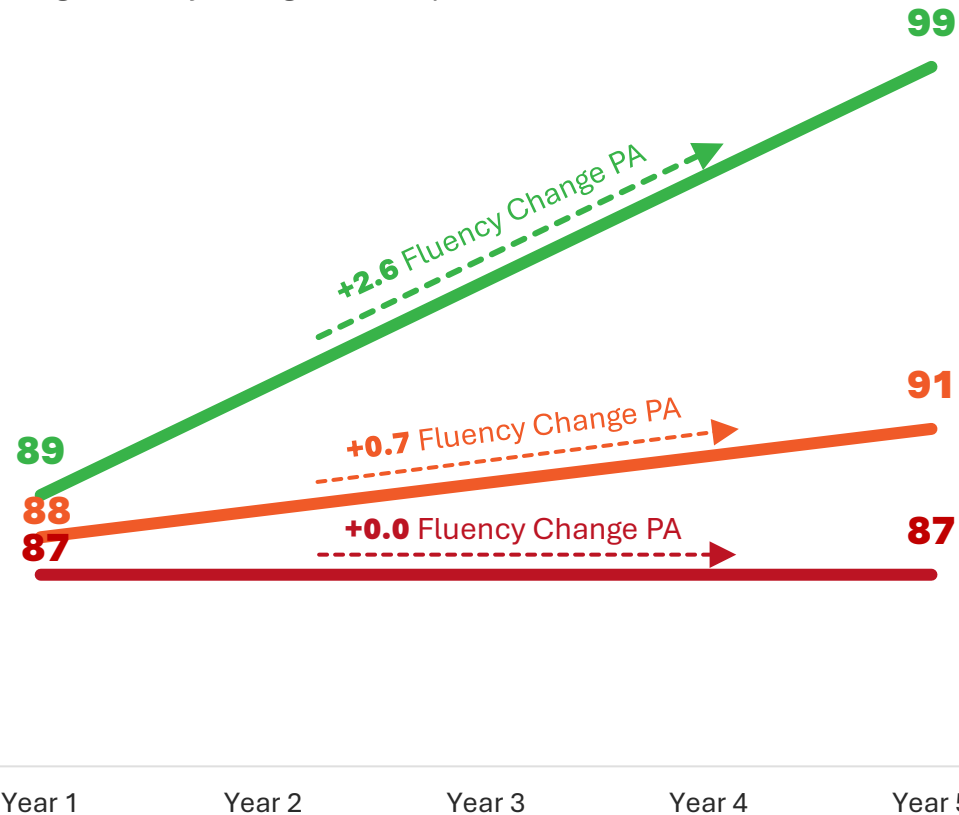
Culture of Consistency & Consistent Execution (Thirds)

Least Consistent **Somewhat Consistent** **Most Consistent**

Consistency compounds creativity

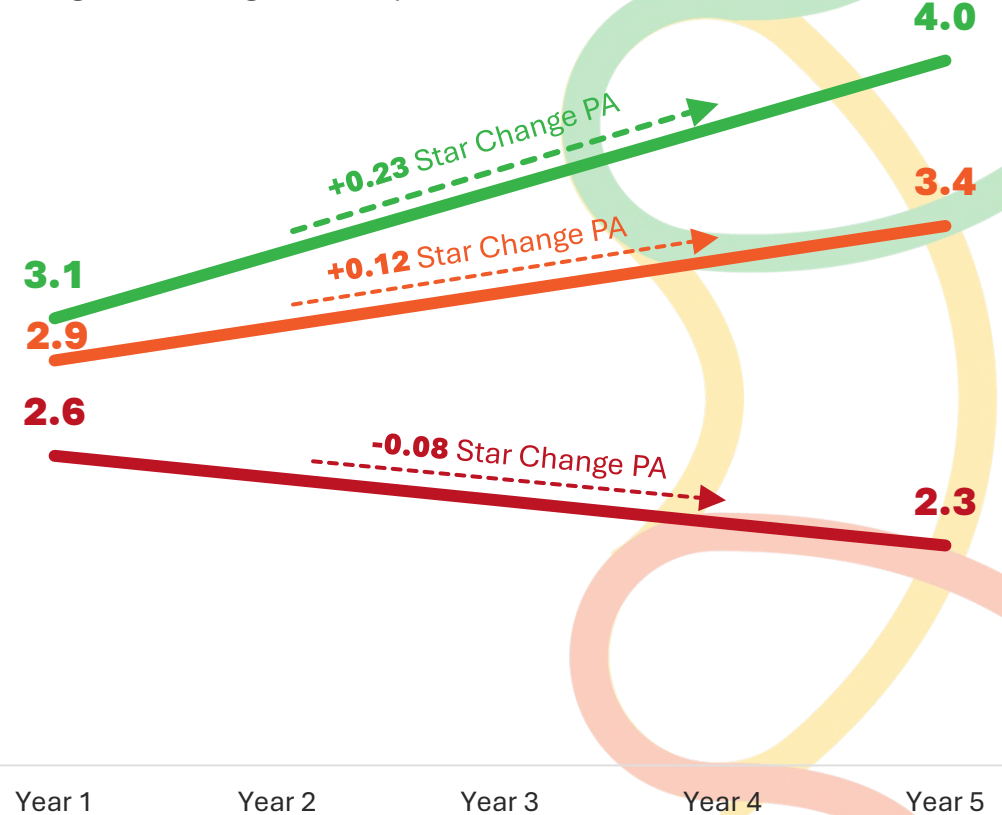
Ad Distinctiveness

Average Fluency Rating, brands split into 3rds



Ad Emotion

Average Star Rating, brands split into 3rds

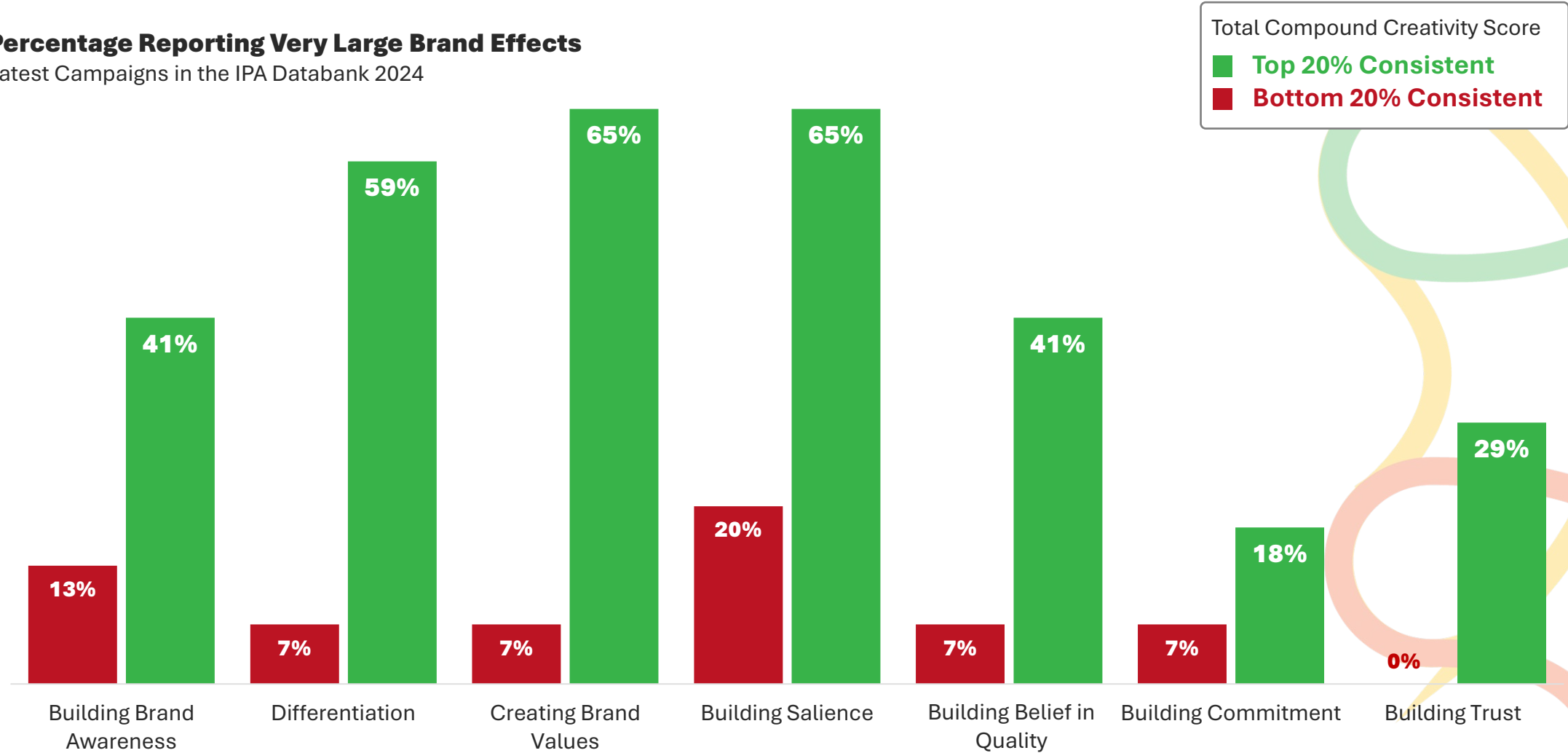


Culture of Consistency & Consistent Execution (Thirds)
Least Consistent **Somewhat Consistent** **Most Consistent**

Consistent brands are stronger brands

Percentage Reporting Very Large Brand Effects

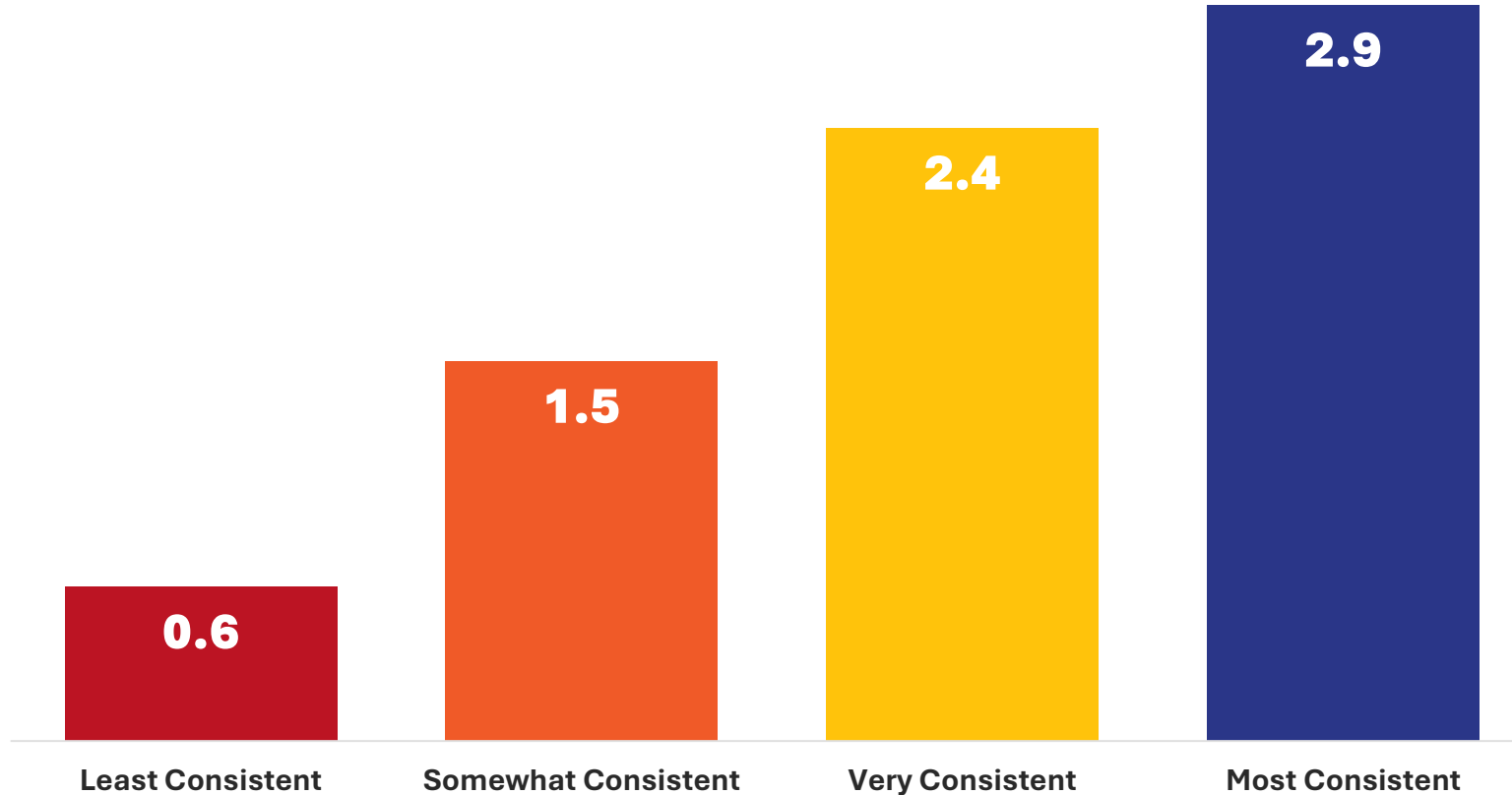
Latest Campaigns in the IPA Databank 2024



Consistency is how brands grow

Average Number of Very Large Brand Effects

Latest Campaign in IPA Databank 2024



Ordered by total compound creativity score, split into quartiles (25%)

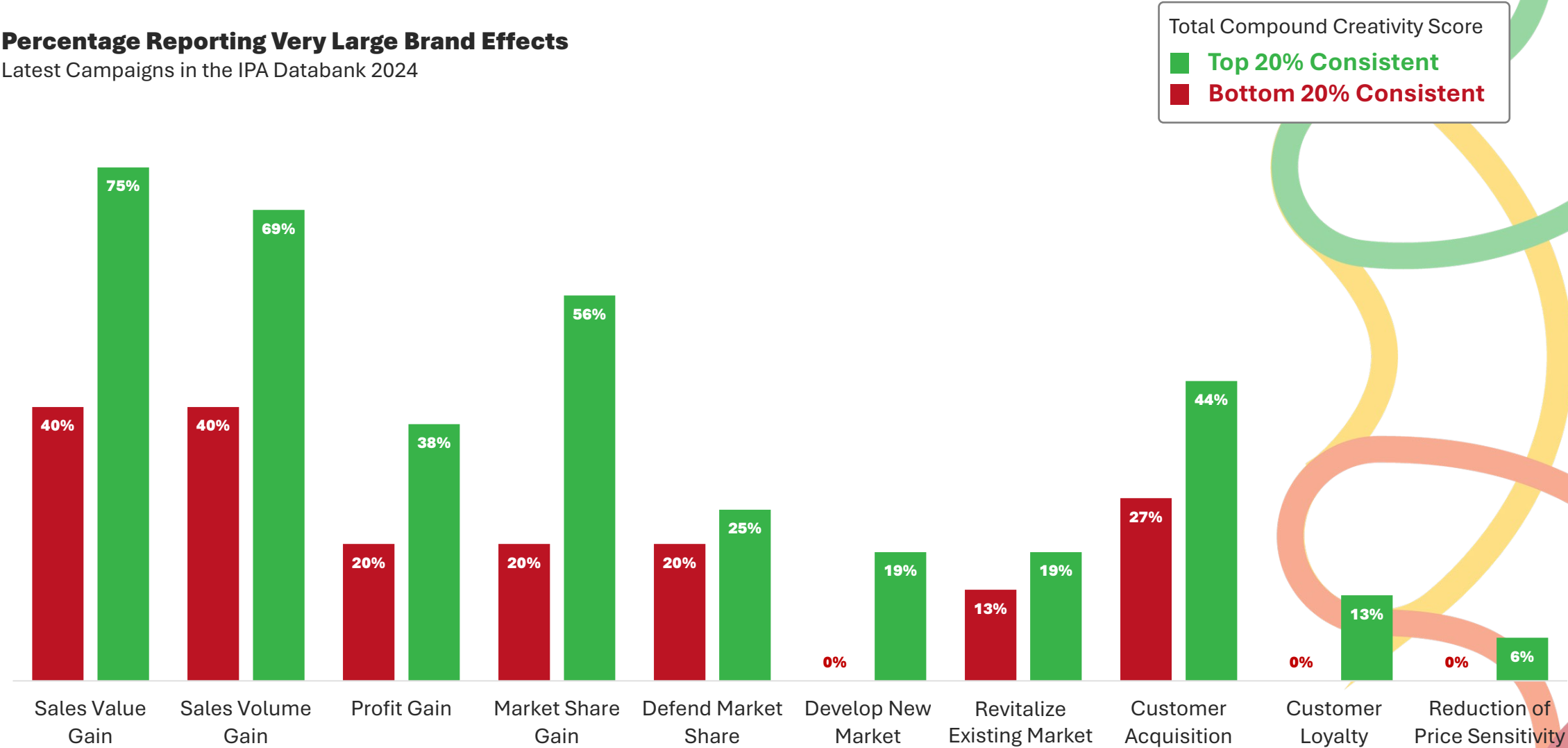
The most consistent brands create
x4.8 more
Very Large Brand Effects

IPA
Incorporated by
Royal Charter

Consistent brands compound business results

Percentage Reporting Very Large Brand Effects

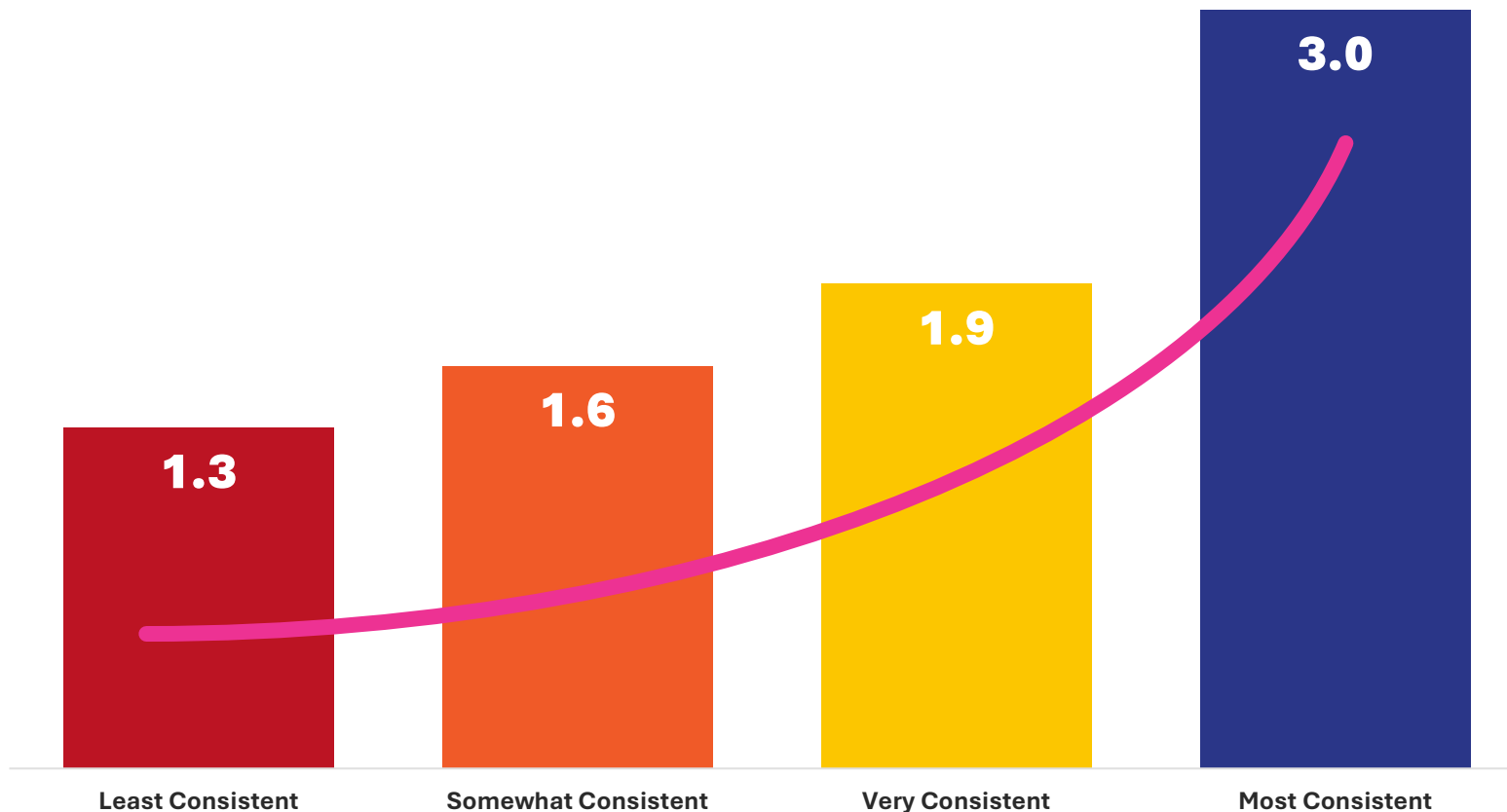
Latest Campaigns in the IPA Databank 2024



Consistency compounds business results

Average Number of Very Large Business Effects

Latest Campaign in IPA Databank 2024



Ordered by total compound creativity score, split into quartiles (25%)

The most consistent brands create
X2.2 more
Very Large Brand Effects

IPA
Incorporated by
Royal Charter

THE
**CREATIVE
DIVIDEND**

Exploring consistency for US and UK brands

System1
Create with Confidence

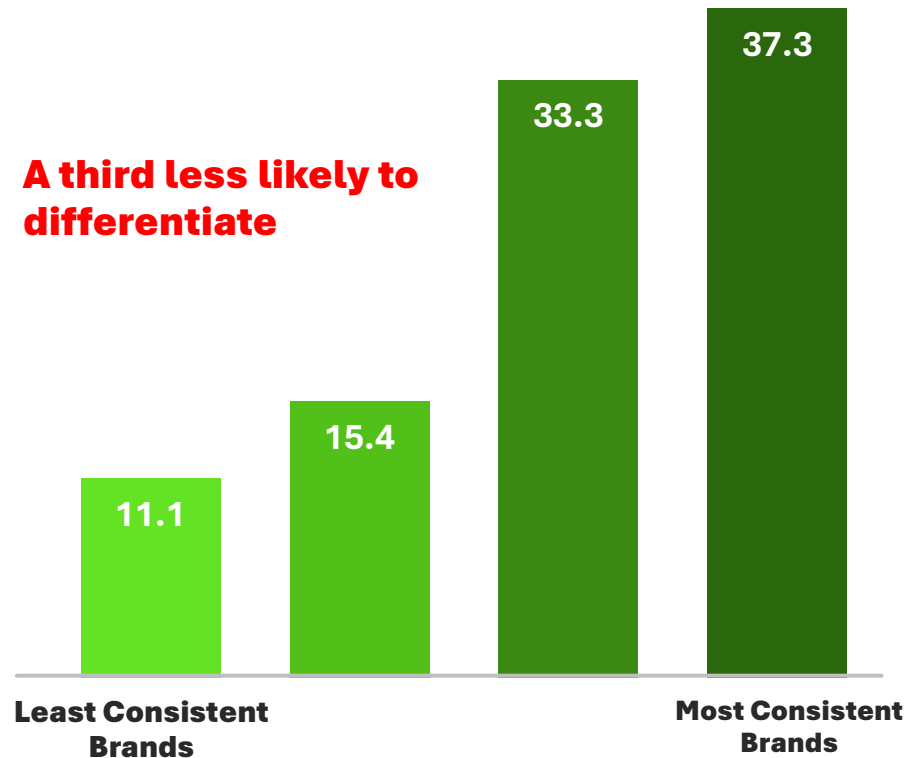




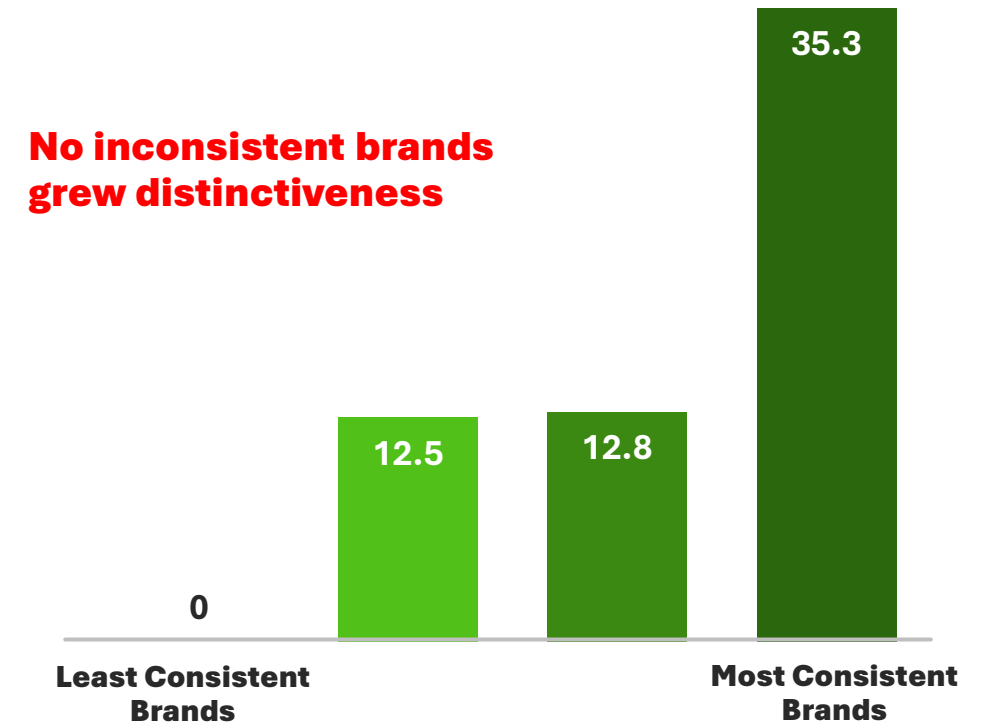
The penalty of change

139 US and UK brands coded for 13 different creative consistency features over 5 years matched to the Effie Case Library.

% campaigns growing differentiation

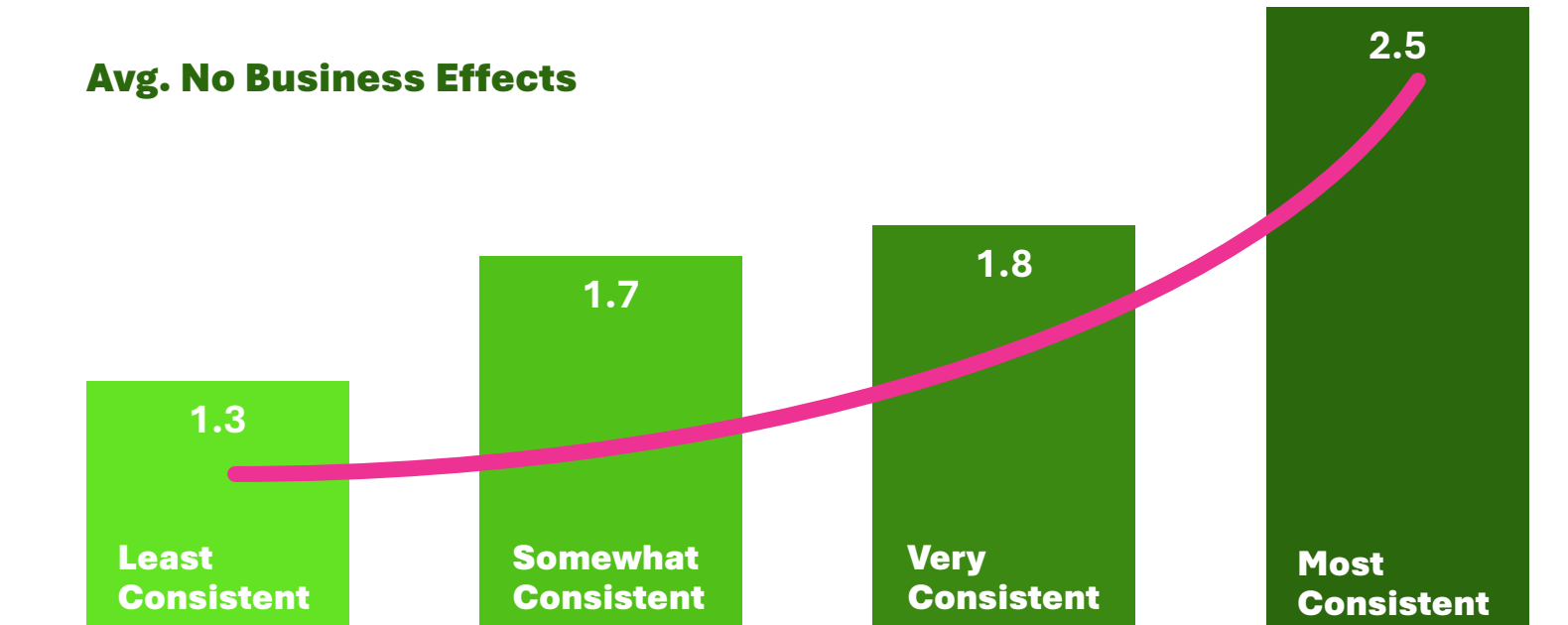


% campaigns growing distinctiveness



Consistency drives business outcomes for UK and US brands

Average ROI (Per Dollar/Pound/Euro)	2.1	2.2	3.7	8.8
% campaigns achieving incremental profit	6.1%	12.4%	16.7%	17.6%



Brands split into Creative Consistency Score quartiles,
matched to the UK & US Effie case library (measured over 5 years, 136 UK & US brands)

Felix Cat Food Case Study

1989-2011



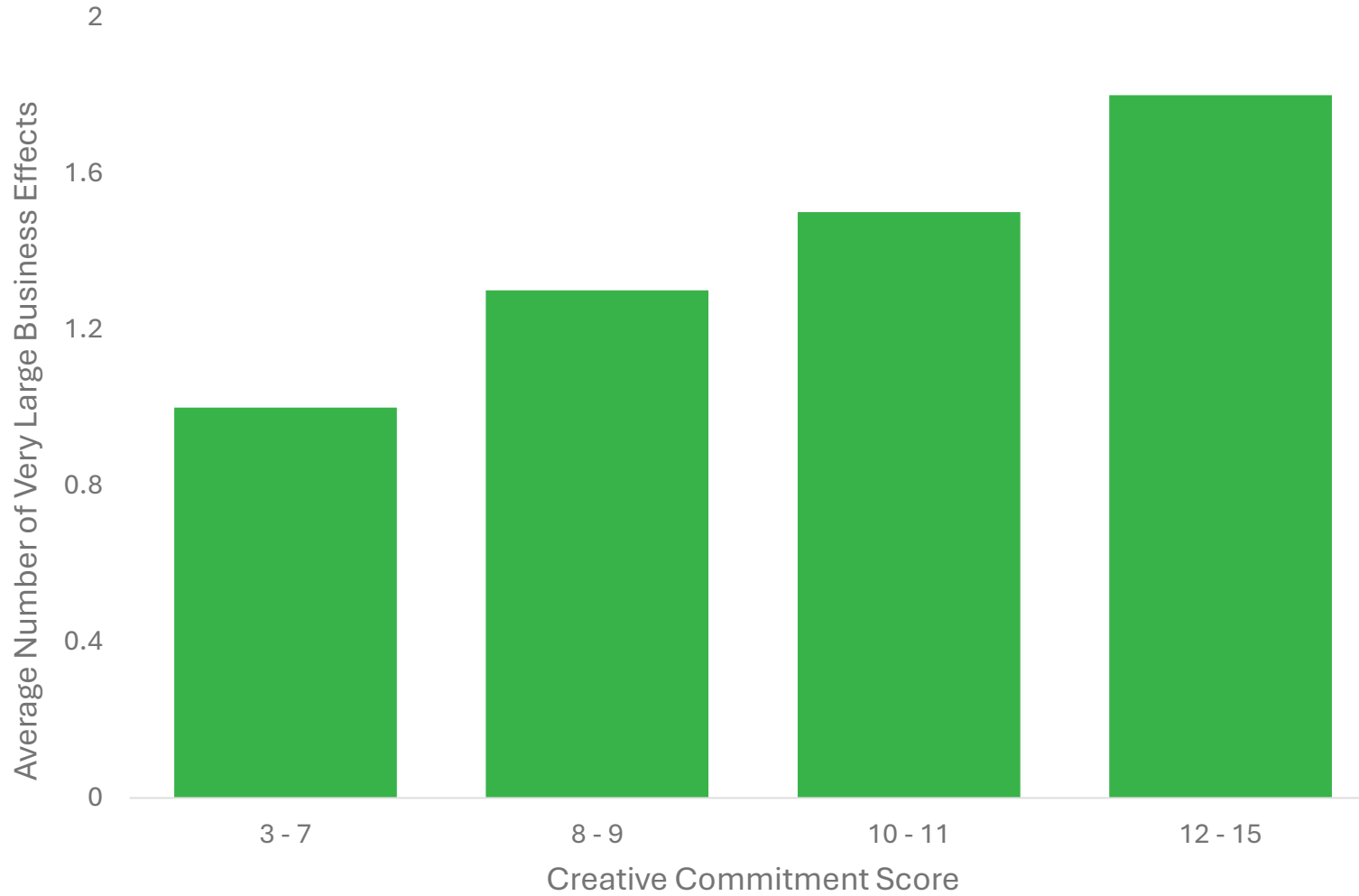
Les Binet

Founder | Binet Consulting



Consistency is not enough. You need commitment.

Creative Commitment, Hurman & Field 2020



Three factors

Campaign duration

Number of media

Budget

Felix Cat Food

1989-2011

The Story

1989: Small, dying brand. No ads for decades.

Relaunched with new pack & press ads featuring Felix.

1991 recession: increased budget to allow TV.

Next decade: more channels, more markets

Consistent creative over time, markets & touchpoints.

Consistent spend, despite economic downturns.

The Results

Sales & market share increased five-fold.

Price elasticity halved.

Price moved from budget to premium.

Efficiency & ROI steadily increased.

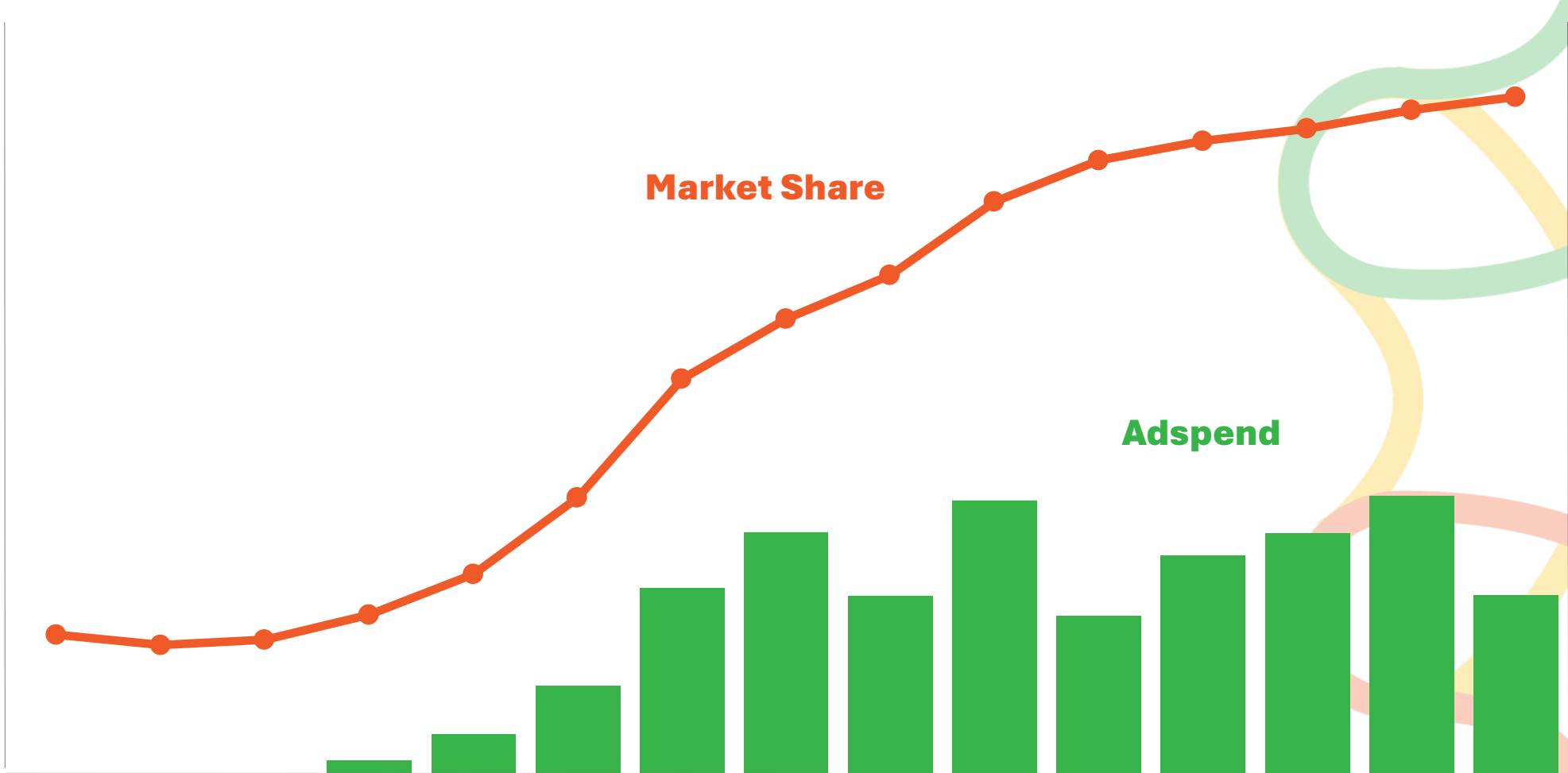
Toppled no. 1 brand on a fraction of the budget.

From near-death in UK to global brand worth over a billion dollars.

Market share increased five-fold

Adspend

£10,000,000
£9,000,000
£8,000,000
£7,000,000
£6,000,000
£5,000,000
£4,000,000
£3,000,000
£2,000,000
£1,000,000
£0



Market Share

Adspend

Value Market Share

30%
25%
20%
15%
10%
5%
0%

Year Ending

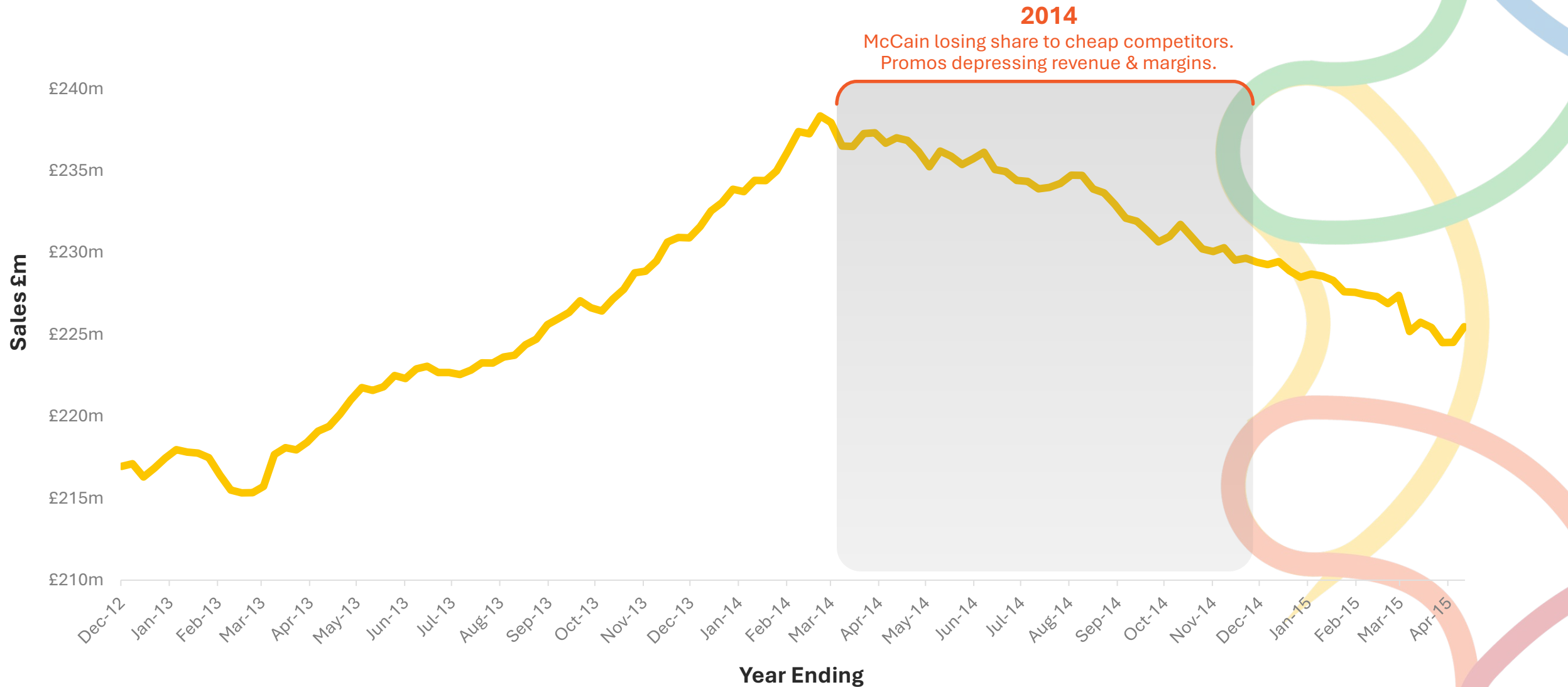


'Real Tea-times' Case Study





Oven Chips



McCain Oven Chips

2015-2024

The Story

2014: McCain losing to cheaper competitors.

Promos depressing revenue & margins.

New brand ads celebrated joy of real family teatimes.

Consistent creative across multiple media for 10 years.

Sustained investment, despite pandemic & inflation.

The Results

Sales rose - and kept rising.

Price elasticity halved.

Ads increased profit by £79m.

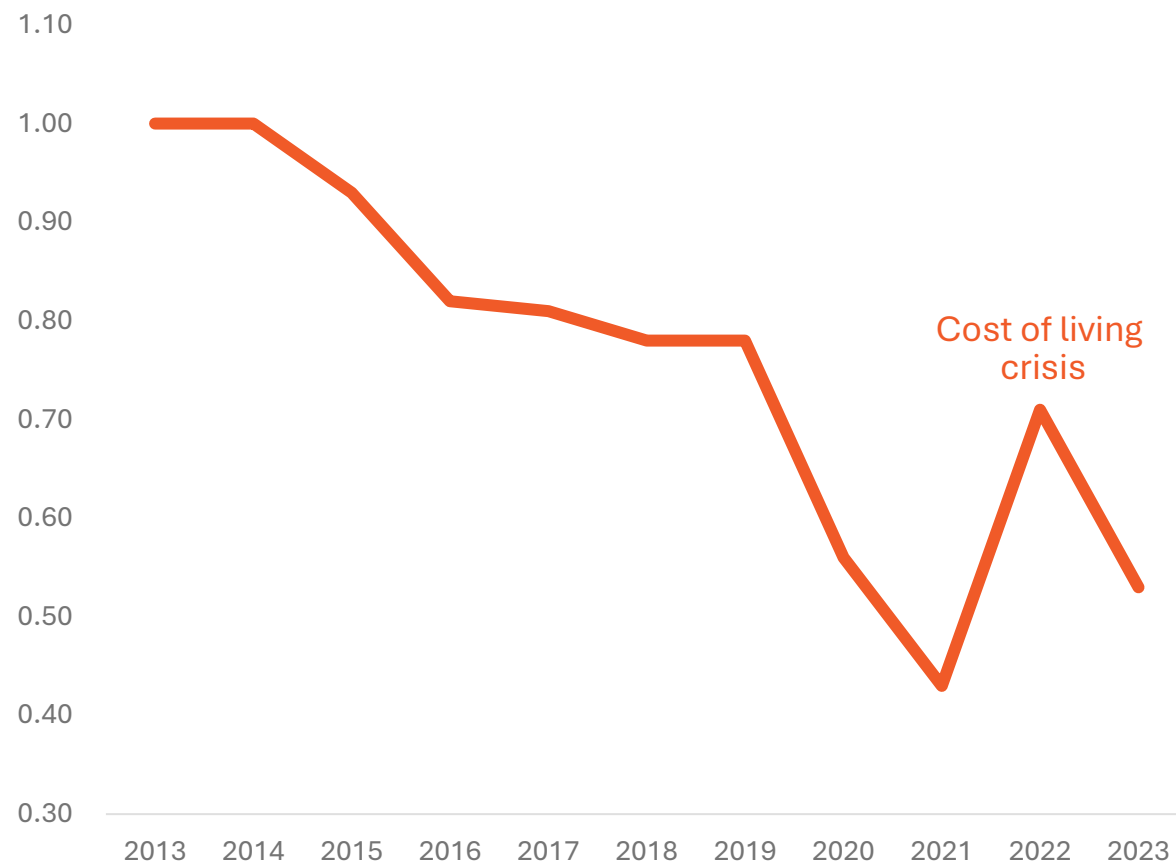
Big payback came from price effect.

Protected margins when costs rose.

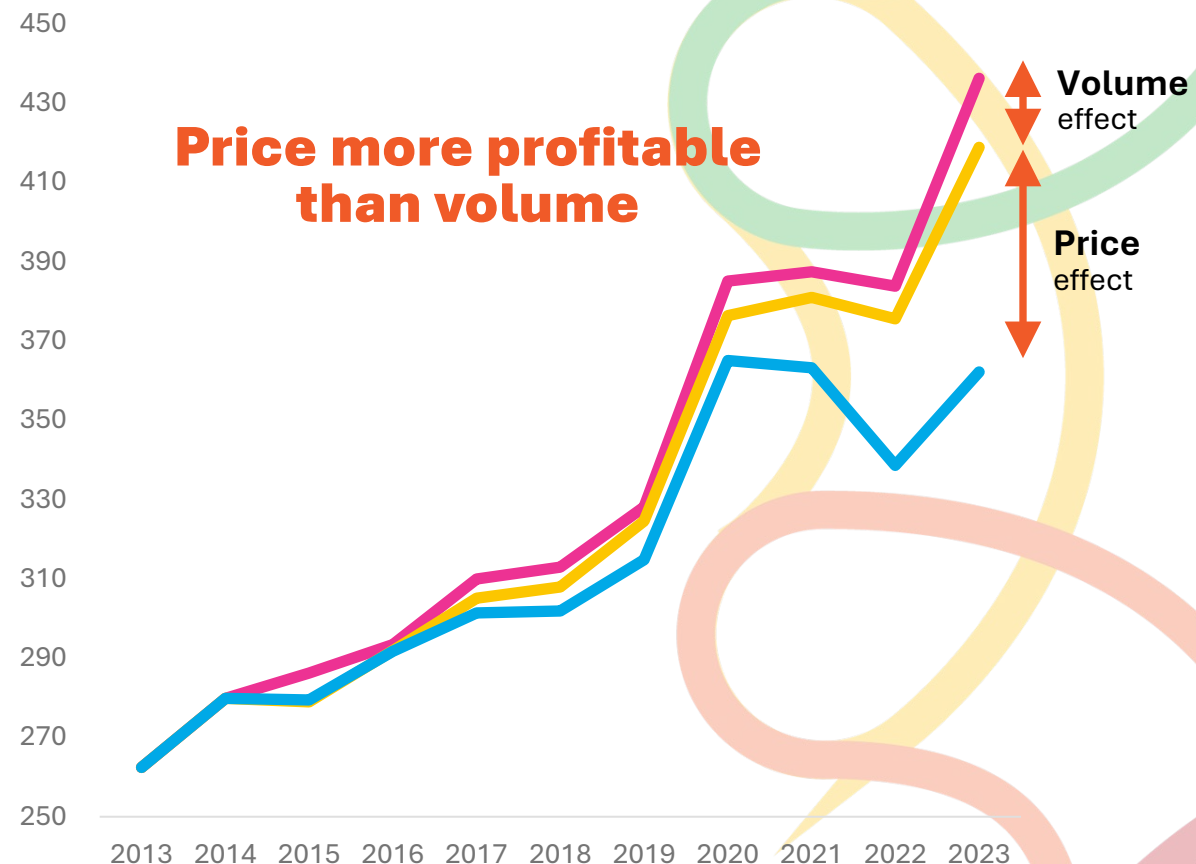
Most highly awarded IPA paper of all time.

Results

Effect on Price Elasticity



Effect on Sales Revenue £m



The background is a vibrant, abstract composition of overlapping organic shapes in various colors including magenta, orange, yellow, green, blue, and purple. The shapes are fluid and flowing, creating a sense of movement and energy. The text is centered over this background.

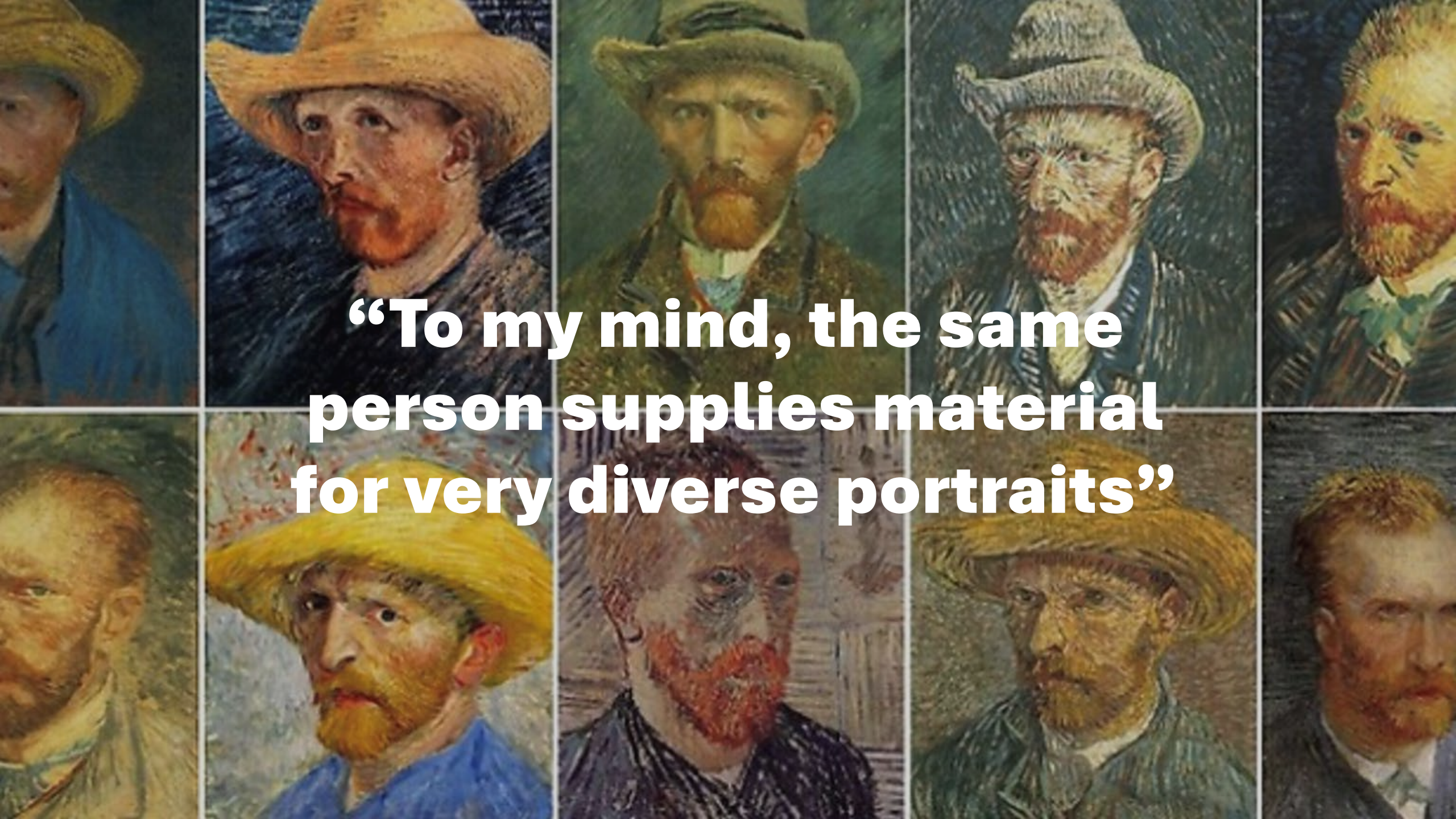
**What's
CREATIVITY
got to do with it?**



people find things more pleasurable the more times you repeat them... unless they become aware you're being repetitive.

Disguised repetition is reliably pleasurable'

David Huron
Musicologist



“To my mind, the same person supplies material for very diverse portraits”





It's interesting how away from advertising, **the world's greatest creative minds have relished the creativity of disguised repetition or variations on a theme.**

Monet dedicated the last 30 years of his life to painting 250 variations on a theme of waterlilies”



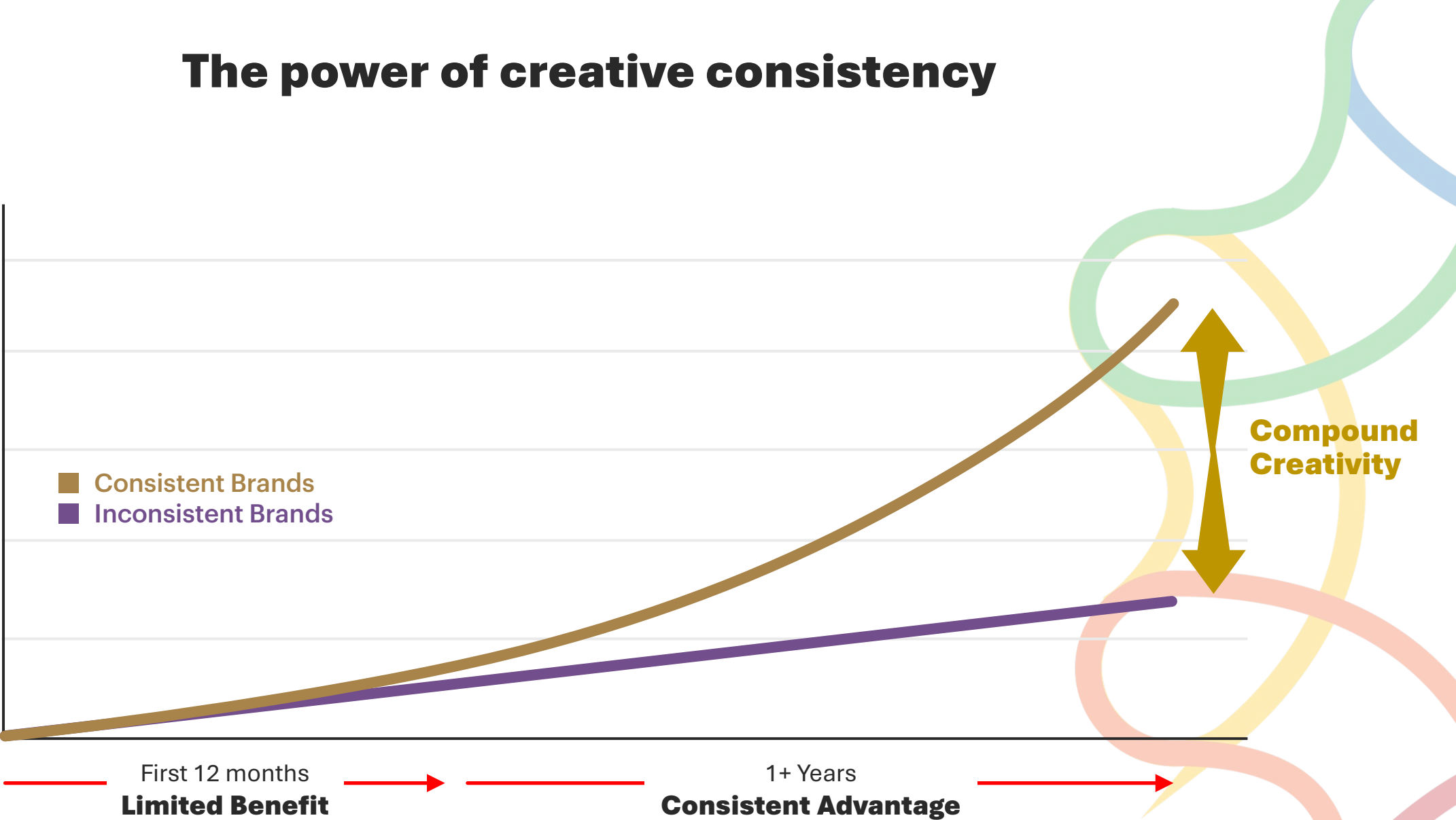
Sarah Carter

Global Planning Partner

adam&eveDDB

The power of creative consistency

Advertising, Brand
& Business Effects





Understanding and predicting how ads grow brands and convert demand


We used **System1's Test Your Ad** to analyze all the ads from the brands in this study, across a 5-year period. However, it was helpful that System1 test ever UK and US TV as standard. It's a research tool built on 25 years of experience linking creativity to in-market outcomes, as we've done in this research.

Test Your Ad measures how 150 people feel (second by second) whilst viewing an ad and whether they can correctly recall what brand the ad is for.

You'll see its key metrics used throughout this report:

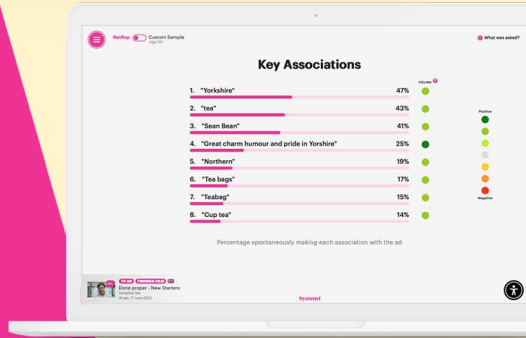
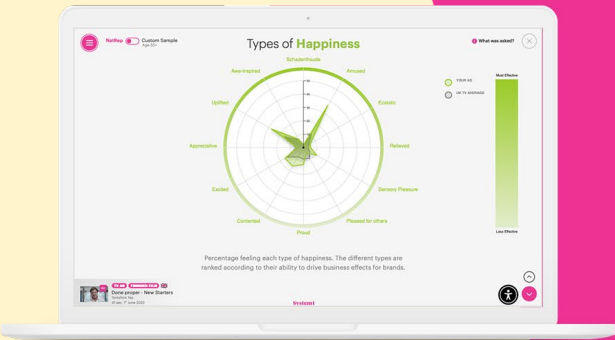
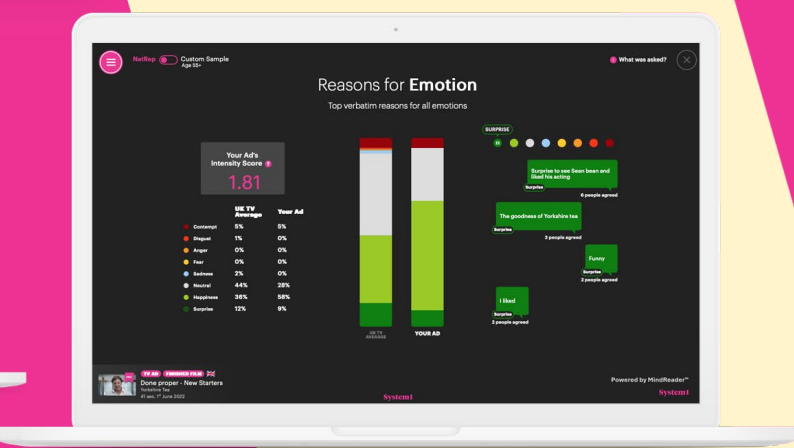
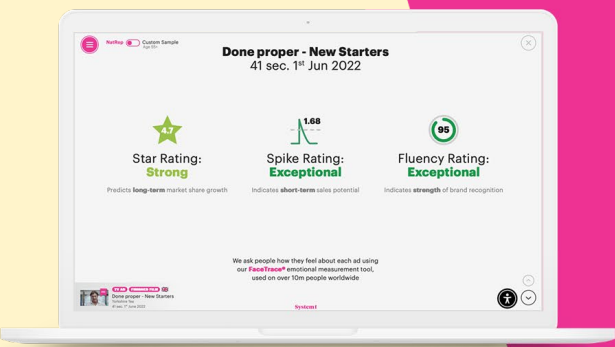
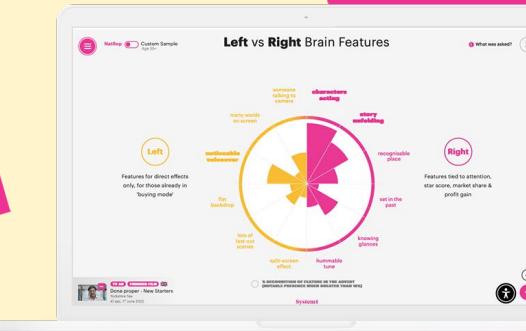
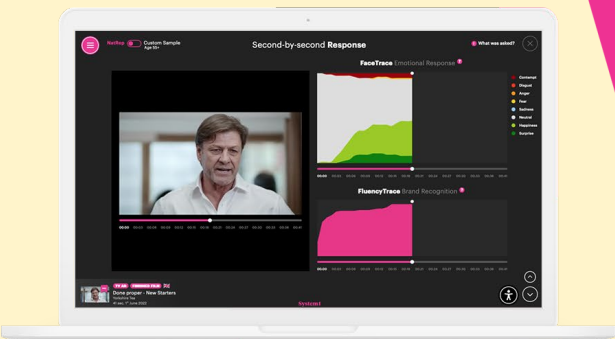
 **Star Rating**
The overall emotion felt, predicting an ad's long-term impact.

 **Spike Rating**
Whether an ad brands early enough and how engaging it is, predicting short-term impact.

 **Fluency Rating**
% correct brand attribution, second by second

Each test also collects diagnostic data, including which **Showmanship and Salesmanship Creative Features** were recognized, as well as **Spontaneous Associations** and the **Reasons Why** people felt the way they did.

 **Test Your Ad**
Test your advertising. **Contact System1.**



The Power of **COMPOUND CREATIVITY**



Andrew Tindall
SVP Global Partnerships



System1
Create with Confidence

IPA
With Data from the **IPA**
Effectiveness Databank