



# Effectiveness Week

From more marketing activity to more meaningful results

# Welcome to Effectiveness Week!

A week-long series of workshops and online events designed to help you shift from more marketing activity to more meaningful results.

## Guest Speakers:



**Andrew Shepherd**  
Senior Director,  
EMEA & LATAM  
Marketing Palo Alto  
Networks



**Kerry Scotland**  
Associate Director  
Marketing APAC  
at Verizon Business  
Group



**Dr Grace Kite**  
CEO/ Founder  
Magic Numbers



**Jon Miller**  
Marketo & Engagio  
Founder



**Kevin Flood**  
Co-Founder and  
Chairman at  
Funnel Fuel.

## Day 1

**Modernizing attribution: from lagging justification to forward-looking optimization.**

**Speaker:**  
Gary Billings, Global VP of Data at The Marketing Practice

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**Data-led Creativity: the relationship between information and expression.**

**Speakers:**  
Dan Schrad, Executive Creative Director at The Marketing Practice

Jillian Hart, Associate Strategy Director at The Marketing Practice

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**Your business case for creativity in B2B marketing.**

**Speaker:**  
Dan Squire, Content Strategy Director, The Marketing Practice.

## Day 2

**Proving the business value of brand AND demand.**

**Speakers:**  
Andrew Shepherd, Senior Director, EMEA & LATAM Marketing Palo Alto Networks

Ashley Robertson SVP Global Accounts at The Marketing Practice

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**MLQs in the crossfire: the shift from leads to lasting impact.**

**Speakers:**  
Jon Miller Marketo & Engagio Founder

Tracy Henshaw, VP Strategy at The Marketing Practice

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**Integrated marketing for ABM success: balancing scale and precision.**

**Speakers:**  
Will Clark, Global Strategic ABM Solution Lead at The Marketing Practice and Kerry Scotland, Associate Director Marketing APAC at Verizon Business Group.

## Day 3

**Navigating the future of B2B advertising.**

**Speakers:**  
Chris Smith, Global Head of Performance at The Marketing Practice  
Kevin Flood, Co-Founder and Chairman at Funnel Fuel.

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**The 5 elements of effectiveness in B2B Marketing.**

**Speakers:**  
Dr Grace Kite, CEO/ Founder Magic Numbers

Alastair (Ali) Hussain, SVP Strategy at The Marketing Practice and host of How to Grow a CMO podcast

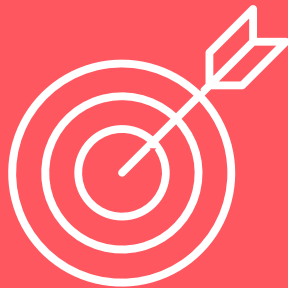
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**Outthink vs Outspend: Strategies for Optimizing Media Performance.**

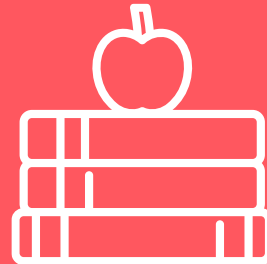
**Speakers:**  
Kellie Felsten, VP of Media and David Hayes SVP Global Strategic Accounts at The Marketing Practice



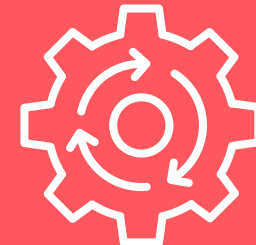
# How to make marketing mean more



**Set appropriate  
targets**



**Understand how  
marketing works**



**Prove and  
improve**

# Data-led creativity: the relationship between information and expression

Speakers:



**Dan Schrad**  
Executive Creative  
Director at The  
Marketing Practice



**Jillian Hart**  
Associate Strategy  
Director at The  
Marketing Practice





data  
drives  
creative  
drives  
data  
drives  
creative  
drives  
data





The purpose of creative  
is to stand out,  
make you feel something,  
and leave an impression.

**And that is harder now than ever.**

Back in the “golden age of advertising”, it was reported that the average person saw between **500 to 1600** ads per day.



Fast forward to 2024, the average person is now estimated to encounter between **6,000 to 10,000** ads every single day.

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We are immersed in a vibrant visual landscape every day.  
And we have progressively higher expectations for what  
is relevant and useful to us.



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# We live in an era growing richer with creativity. The cultural impact of it has been profound.



1917



1980



2009



2010



2014



2016



1947



1984



2004



2012



2014



2015

The phrase “A Diamond is Forever” became one of the most successful advertising slogans in history, fostering an emotional connection between diamonds and love.

In the 2 decades after the campaign’s launch, diamond sales in the U.S. grew by 55%

¼ carat (25 points) \$90 to \$200  
 ½ carat (50 points) \$225 to \$475  
 1 carat (100 points) \$600 to \$1225  
 2 carats (200 points) \$1350 to \$3180



In October, 1954, jewelers throughout the country were asked for the prices of their top-grade engagement diamonds (unmounted) in the weights indicated. The result is a range of prices, varying according to the qualities offered. Exceptionally fine stones are higher priced. Add Federal tax. Exact weights shown are infrequent.



Lover's Dream... painted for the De Beers Collection by Pierre Ino, of Paris

*the mysteries of love* Love has a language all its own, sweet and full of secret meanings for each lover's heart. It speaks in the mountains and the sun, in buds, and in the wondrous lights of an engagement diamond. And while its voice may some day fade from the mountains, sun and buds, it lingers clarion clear in the diamond's joyful flames, repeating the dreams of lovers down their married lifetime and beyond.

Your engagement diamond need not be costly or of many carats, but it should be chosen with care. Remember, color, cutting, and clarity, as well as carat weight, contribute to its beauty and value. A trusted jeweler is your best adviser. Extended payments can usually be arranged.

*a diamond is forever*

De Beers Consolidated Mines, Ltd.



Wendy's total annual revenue increased by over 10% in 1984

Over 50 million total viewers globally across all platforms and generated over 280,000 social media mentions in the first 24 hours



125% increase in sales following the campaign launch

Pioneered the SaaS industry, which is now valued at over \$170 billion globally



**in** it to share the wealth  
Eszyllie Taylor • Owner, Taylor Insurance & Finance



**in** it to make magic  
Nicole Ridgwell • Animator

60% increase in  
user engagement  
on the platform



**in** it for them  
Juan Flores-Zamora • Professor of Engineering

#InItTogether



**Delightful. Unusual. Hilarious. (DUH)**  
**We know it when we see it.**

**But what makes creative effective and  
how do we think about measuring it?**

- 1. Visual novelty**
- 2. Emotional resonance**
- 3. Ability to influence behavior**
- 4. Relevance to audience**
- 5. Memorability and longevity**
- 6. Cultural disruption**



# How have we measured “effectiveness” in the past?

## 1920s

Door-to-door market research study with the goal of making advertisements more enticing to consumers.

## 1930s

Theory of aided recall, question-asking strategy that examines the memorability of an ad.

## 1950s

Motivational research was introduced based on Freudian psychology through ethnographies and in-depth interviews.

## 1990s

Continued evolution of research with invention of WWW and Analog paved the way for Google Analytics.

## 2000s

Net Promoter Score was created to quantify customer satisfaction.

## 1940-60s

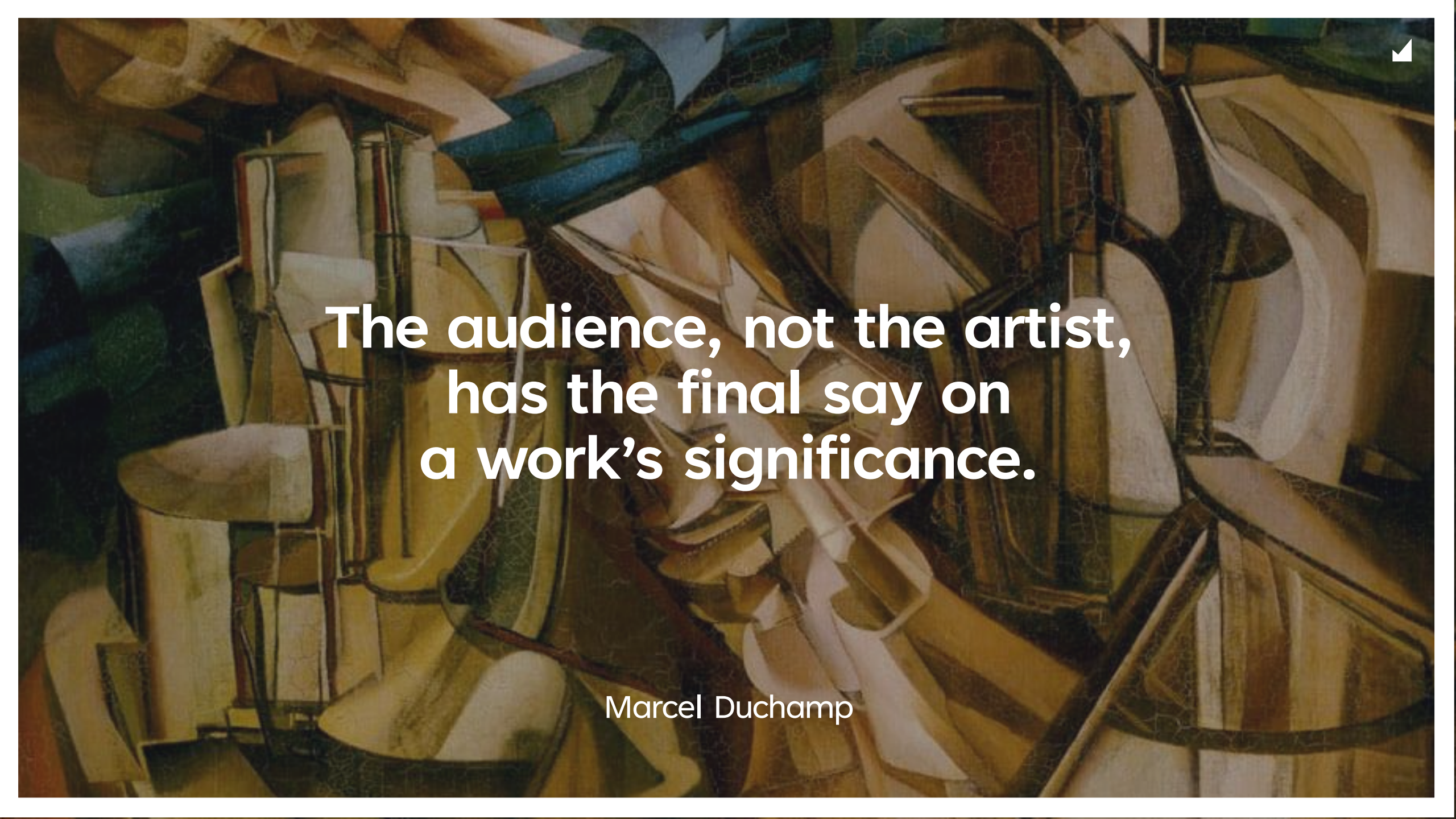
Qualitative surveys like focus groups, such as usage studies and attitudinal research to understand motivation attitudes and feelings of a product/service.

## 1960s-2010s

Development of qualitative and quantitative research using the power of statistics to make accurate predictions about consumer behaviors.

## Today

Many methods have moved online such as remote focus groups and surveys. AI and ML are playing a bigger part in analysis and optimization (more on that later).

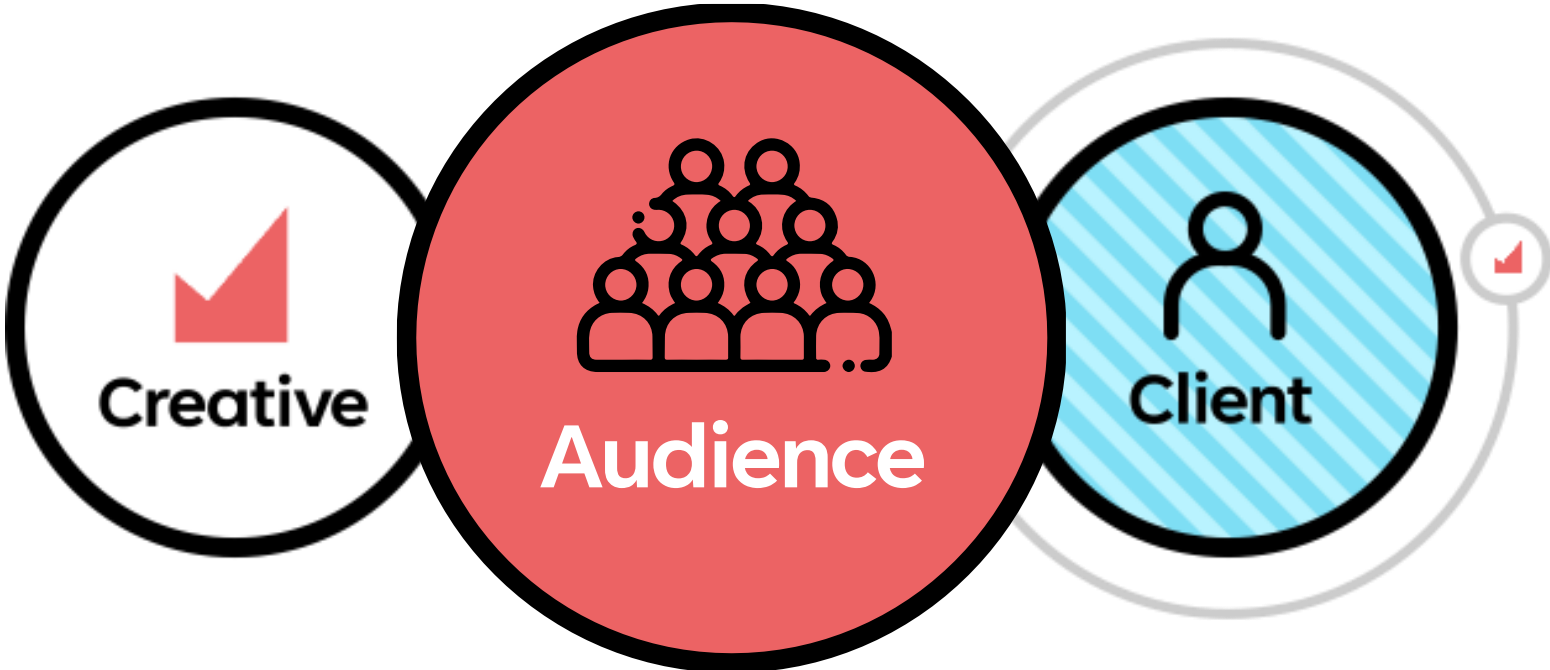
The background of the image is a reproduction of Marcel Duchamp's 'Fountain', a seminal work of Dadaism. It depicts a porcelain urinal turned upside down and signed 'R. Mutt 1917'. The artwork is characterized by its radical rejection of traditional artistic standards and its embrace of everyday objects as art. The text is overlaid on this artwork.

**The audience, not the artist,  
has the final say on  
a work's significance.**

Marcel Duchamp



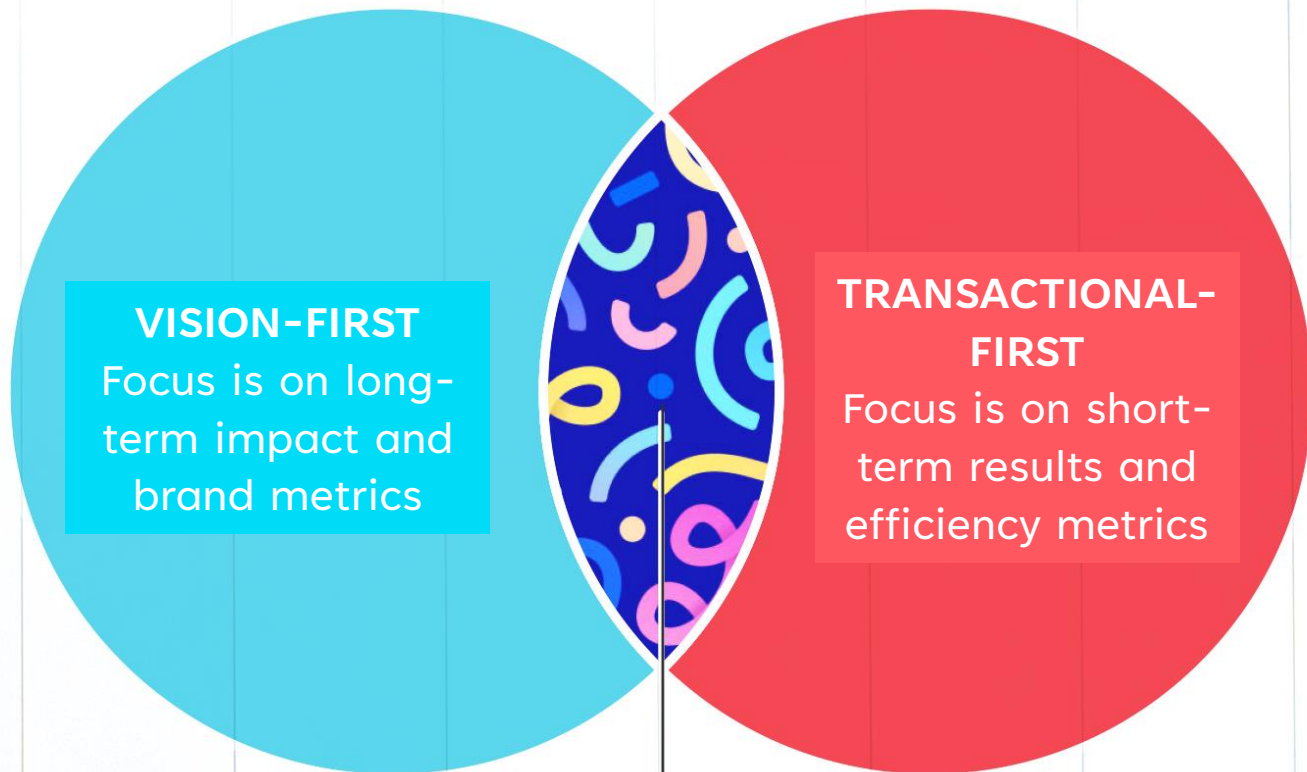
**For creative, our primary concern must be to the audience – because they are the source of “creative effectiveness.”**





Changing minds

Changing behaviors



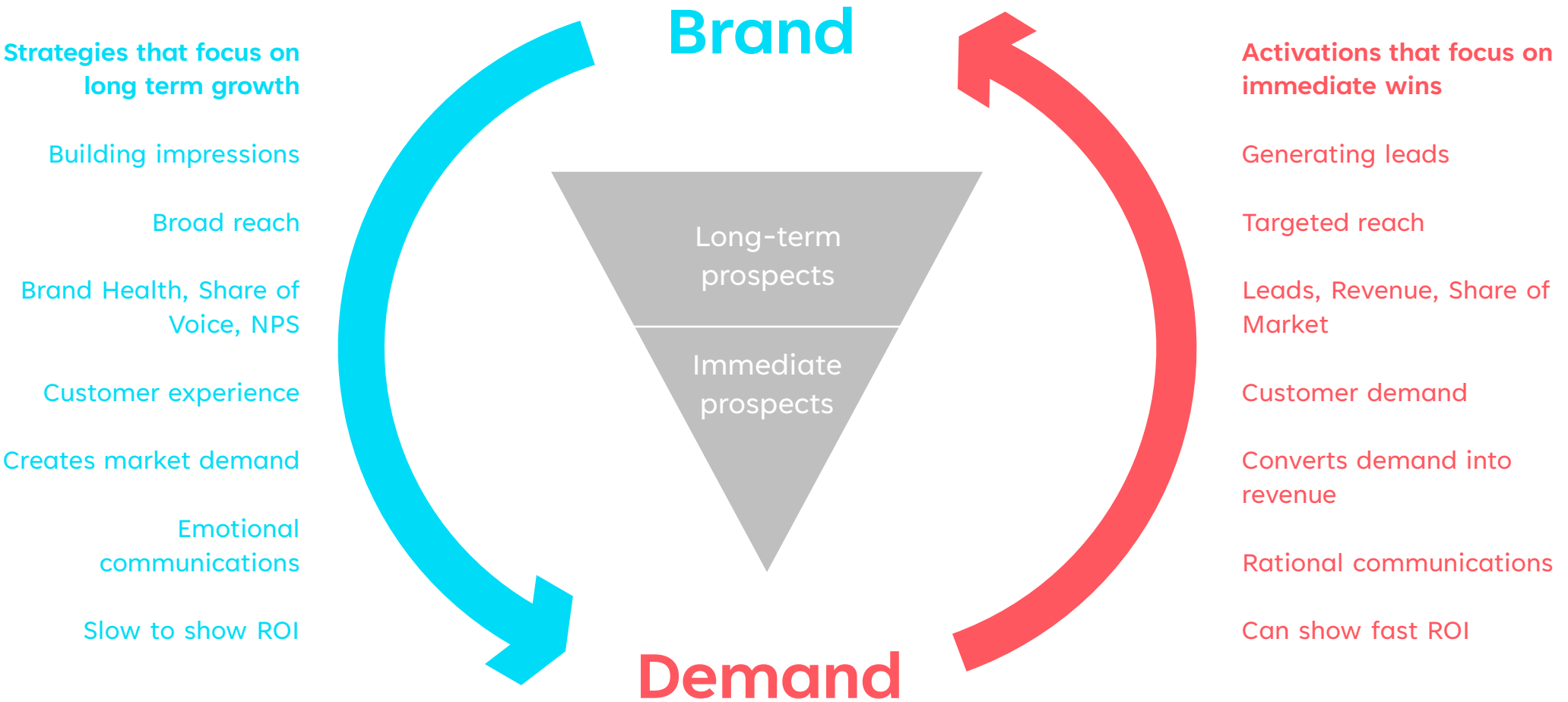
**VISION-FIRST**  
Focus is on long-term impact and brand metrics

**TRANSACTIONAL-FIRST**  
Focus is on short-term results and efficiency metrics

**Effectiveness**

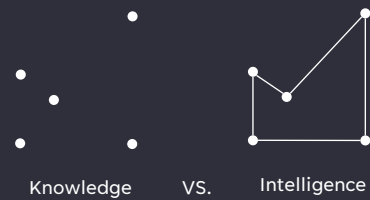


# Looking at measurement across the funnel



# KPI Centric

Investing in lines, not dots.



Identify KPIs to monitor and diagnose performance

<p><b>Business Objectives</b></p>	<p><b>Grow reputation in {a key market}</b></p>		
<p><b>Objectives</b></p>	<p>Improve quality of leads from {key audience/vertical}</p>		
<p><b>Questions to answer</b></p>	<p><b>Brand Awareness</b></p>	<p><b>IDP Engagement</b></p>	<p><b>Drive revenue</b></p>
<p><b>KPIs</b></p>	<p>Brand awareness Brand preference Reach Sentiment Brand emotion</p>	<p>Engaged contacts Engaged accounts Penetration within account Content interest Lead score progression</p>	<p>SAL&gt;SQL&gt;OPP Sales funnel velocity Pipeline revenue ROI by region</p>
	<p>Brand associations NPS Customer satisfaction Branded keyword research Search trends Earned media mentions Impressions Social mentions and sentiment Brand positioning alignment Purchase intent</p>	<p>Impressions by account CTR Visits to website Website actions Asset downloads Inq &gt; MQL conversion rates CPL</p>	<p>Pipeline conversion rates Sales cycle Avg deal size Opportunities generated Closed won \$</p>



# Resulting in business impact stories the board can understand

- Grow my brand with a new audience
- Generate more quality leads
- Build loyalty among customers

**“We can see an increase in brand awareness across our key audiences”**

Moved from 3<sup>rd</sup> ranked to 1<sup>st</sup> ranked for aided brand awareness and familiarity among {key audience}

**“We are becoming more known to our C-Suite audiences”**

Moved from 28% CXO-level engagement to 68% among key target accounts

**“We have sourced and are influencing pipeline”**

Target accounts in program are averaging 15% more pipeline per account

**“We have improved customer satisfaction scores”**

Saw a 30% increase in our net promoter score over the last 12 months

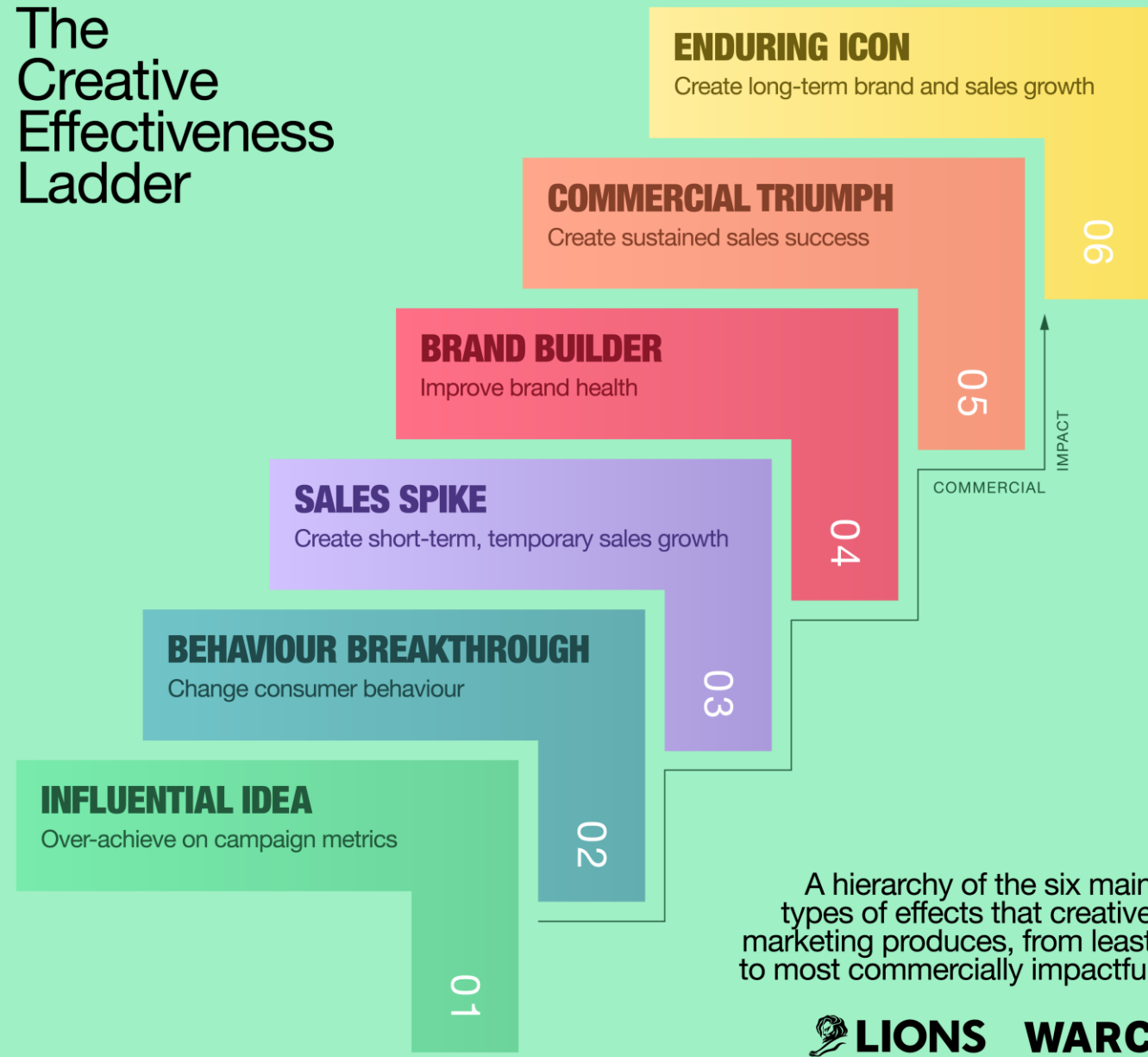




**What's next in creative  
effectiveness?**

# Levelling up how we think about effectiveness

## The Creative Effectiveness Ladder



A hierarchy of the six main types of effects that creative marketing produces, from least to most commercially impactful

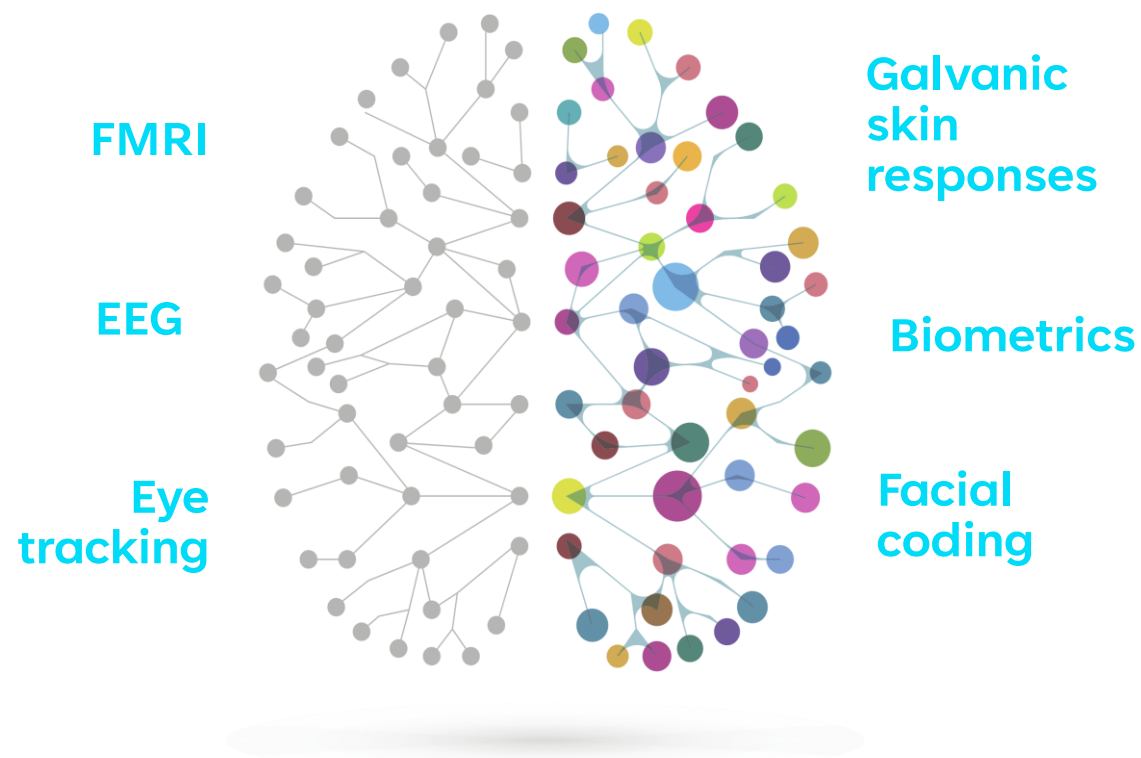


# Measuring effectiveness is getting sci-fi.

**Neuromarketing is not necessarily new, but it's becoming more accessible.**

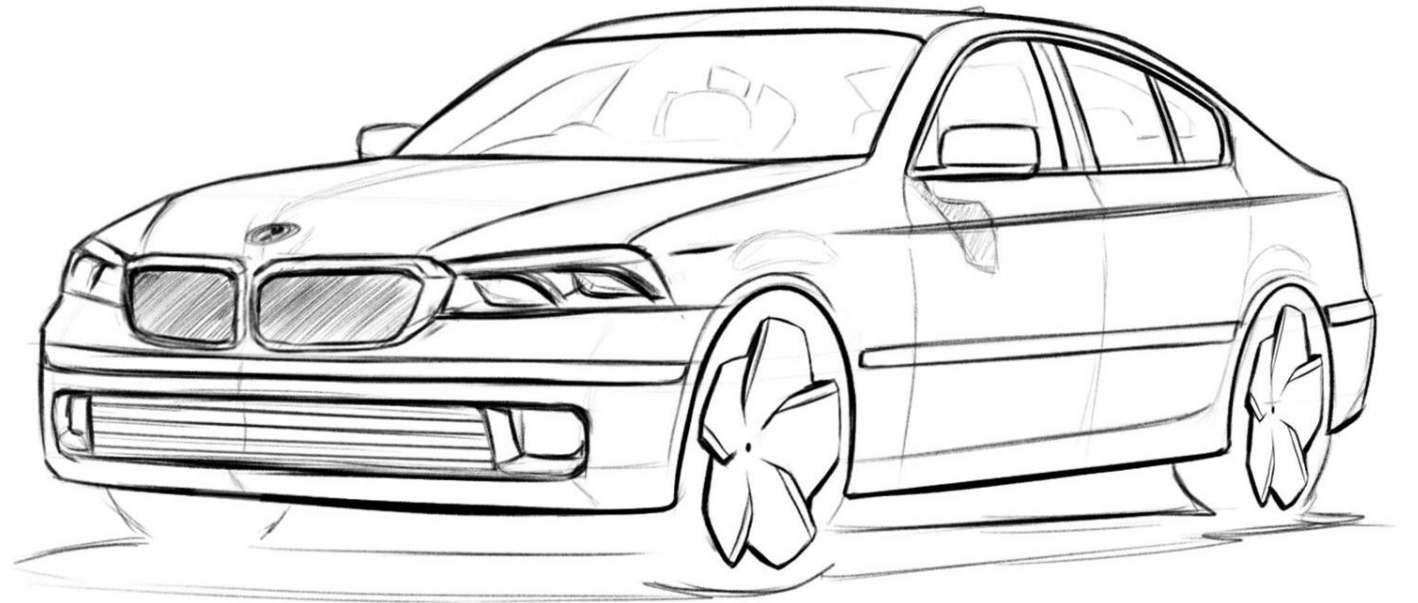
Neuromarketing is about understanding human behavior on a deeper level. It looks at how people think and make decisions when purchasing goods or services and seeks to uncover hidden motivations that can help brands better connect with their target audience.

At its core, neuromarketing involves collecting data from experiments such as EEG scans (to measure electrical activity in the brain), eye tracking (to assess visual attention), and facial recognition software (to analyze emotional responses). By analyzing this data with sophisticated algorithms, businesses gain an unprecedented level of insight into customer behavior—helping them understand why people make certain decisions when buying items and which products or services are more likely to be successful on the market.



# Measuring effectiveness is getting sci-fi.

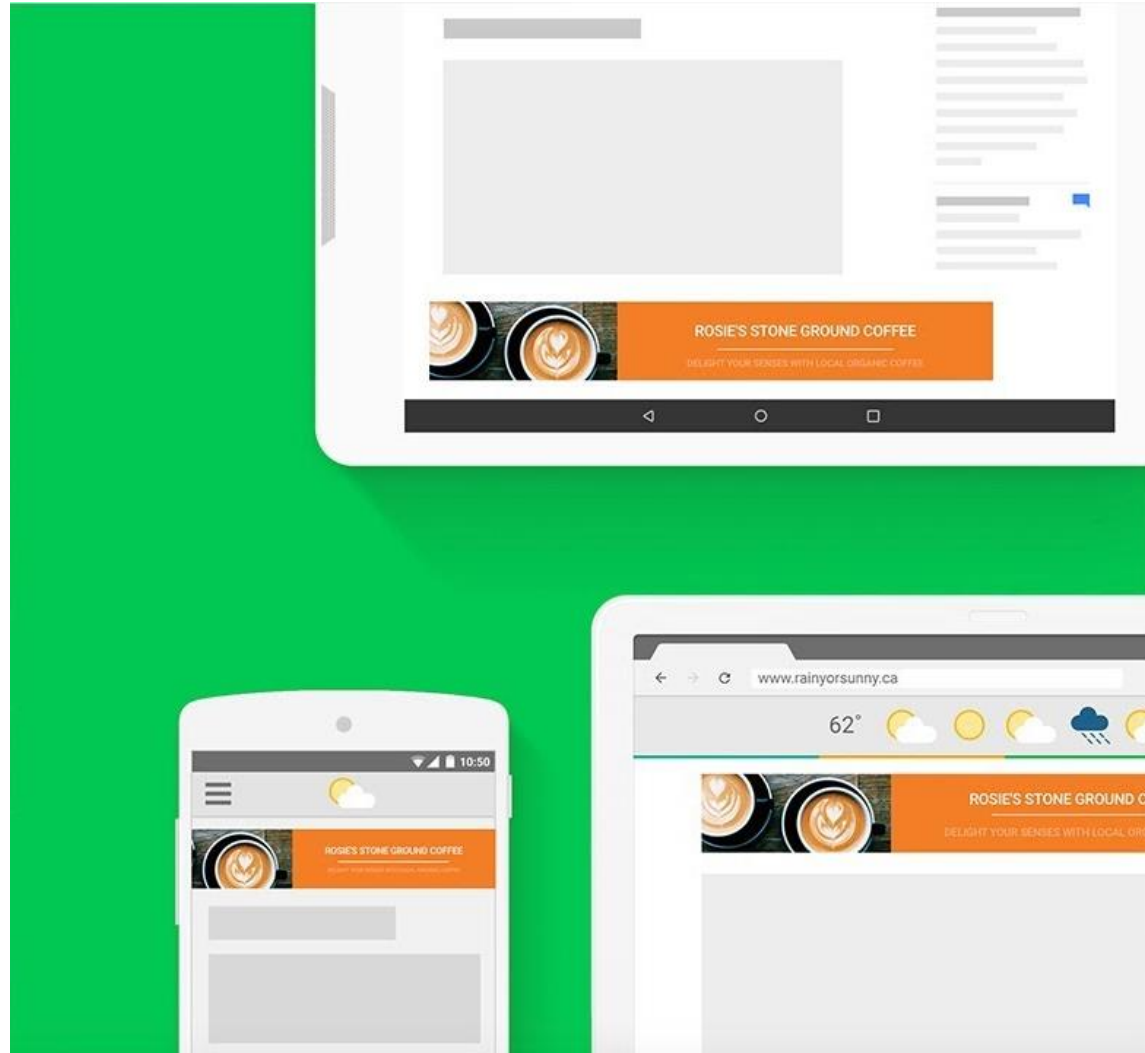
BMW used EEG technology to evaluate consumers' **emotional responses** to car designs and features. By measuring brain activity associated with pleasure, excitement, and brand association, BMW gained insights into which design elements and features evoke the strongest positive emotions.





# Measuring effectiveness is getting sci-fi.

Google has utilized neuromarketing techniques to refine its advertising platform. By monitoring users' **eye movements and brain activity**, Google can assess the effectiveness of online ads in capturing attention and driving engagement. This data helps advertisers create more compelling and impactful ad campaigns on platforms like Google Ads.





# Measuring effectiveness is getting sci-fi.

Unilever used **facial coding technology** in campaigns to test reactions to video content.

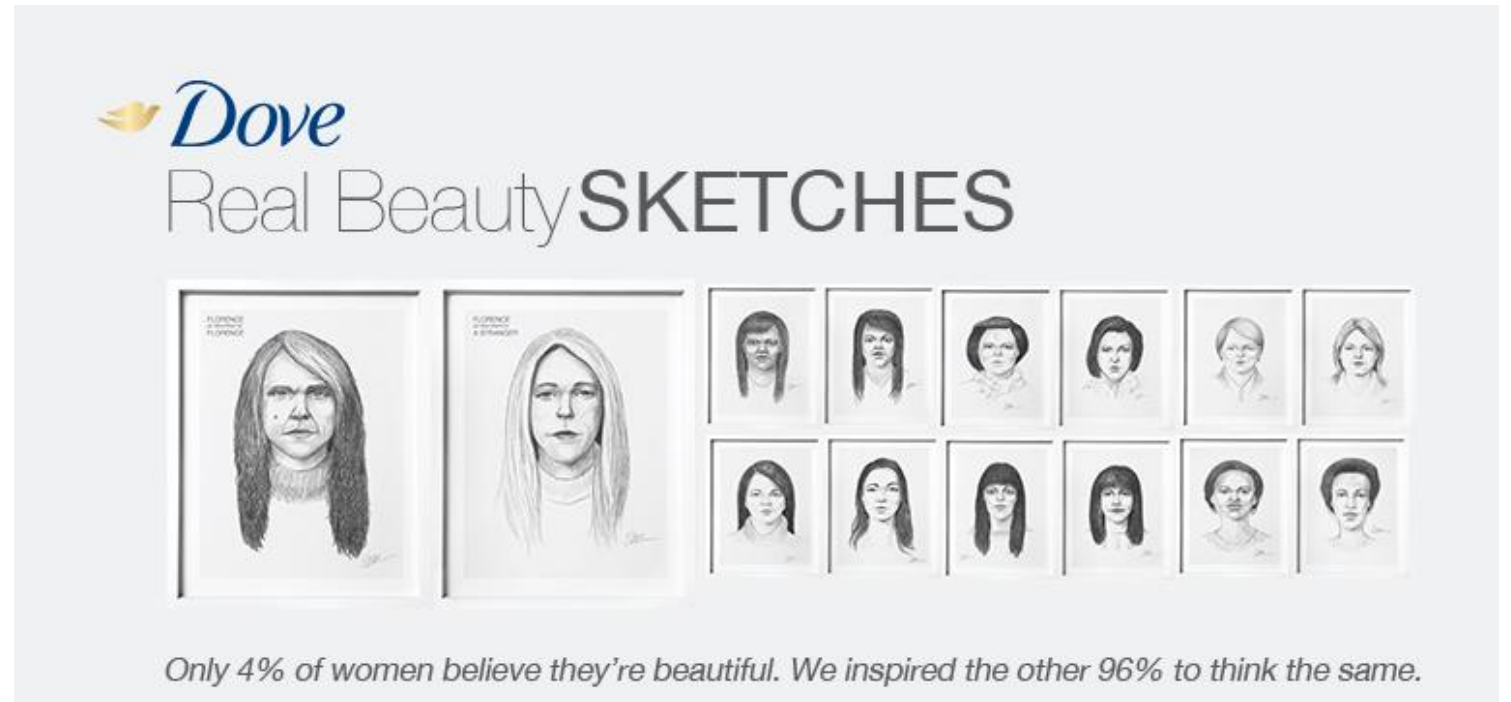
Traditionally they've relied on focus groups and surveys to test and refine their campaigns. Insights from the facial testing allow companies to increase the emotional resonance of their marketing content resulting in more effective advertisements.



# Measuring effectiveness is getting sci-fi.

Monitoring Share of Emotion vs.  
Share of Voice

Dove's "Real Beauty" campaign generated fewer total mentions than many high-budget ads, but the **emotional intensity** of those mentions was much higher.



The advertisement features the Dove logo at the top left, followed by the text "Real Beauty SKETCHES". Below this, there are two large framed pencil sketches of women's faces, each with the text "AUDIENCE RESEARCH" in the top left corner. To the right of these two large sketches is a grid of 12 smaller framed pencil sketches of various women's faces, arranged in two rows of six. At the bottom of the advertisement, there is a line of text: "Only 4% of women believe they're beautiful. We inspired the other 96% to think the same."

# Measuring effectiveness is getting sci-fi.

Tropicana partnered with Neurons AI to improve brand awareness campaigns and shopper engagement by **optimizing visual assets** from product packaging to OOH to video ads.





# The newest new.

## Predictive creative performance Meta Illumination

Big datasets require complex analysis to uncover the insights hidden within the numbers. By parsing ad data to better understand factors like creative performance and consumer behavior, **AI tools can quickly evaluate an ad's potential success and ultimately help illuminate the next big creative idea.**

## AI brand compliance CreativeX

**Brands use this technology to automate measurement of everything from digital platform best practices to distinctive brand assets and to objectively understand, in real-time, the consistency and impact of the creative decisions they're making across all markets and language worldwide.**

# The newest new.



+



## Domino's Pizza + Meta Spirable

Domino's wanted to improve their video creative using technology and AI and turned to Spirable's creative intelligence suite. The two worked together to create three unique ad variants for a multi-cell split test on Facebook and Instagram across a four-week period.

Spirable determined that while motion was beneficial, moving the pizza out of the frame was not.

By utilizing these new insights in future ads, Dominoes increased **return on ad spend by 20%**, **click-through rate by 6%**, and reduced **cost per result by 9%**.

# How is AI impacting effectiveness?



Brand

Demand

Long-term prospects

Immediate prospects

## LONG TERM

1. Measuring creative lifespan and fatigue
2. Visual recognition for long-term brand impact
3. Audience segmentation evolution
4. Sustained emotional engagement
5. Evolution of brand storytelling
6. Predictive analytics for creative longevity
7. Cultural relevance and trend adaptation
8. Longevity of brand assets
9. Measuring long-term ROI beyond immediate sales

## SHORT TERM

1. Real time audience sentiment monitoring
2. Automated A/B testing at scale
3. Real time creative optimization
4. Hyper-personalization for immediate engagement
5. Predictive content selection
6. Dynamic creative optimization
7. Rapid response to trends and events
8. Real time attribution and ROI tracking
9. Optimized ad frequency and timing



# Parting thoughts

# 3 takeaways

Think of feedback loops through creative –  
when are you leading or listening?

Brand and demand should be thought of  
as a unified strategy

New ways to measure effectiveness are  
emerging every day – try and test