

Global ad transferability

How to raise your odds of successfully transferring copy.

Times are tough. Resources are tight. In this uncertain economy, marketers are under increasing pressure to do more with less.

After scrutinising your advertising and research budgets, identifying strong creativity that can work in multiple markets could well be your goal. But what may be good in the short term for cost reduction may not necessarily benefit the brand in the long term.

CREATIVITY IS KING

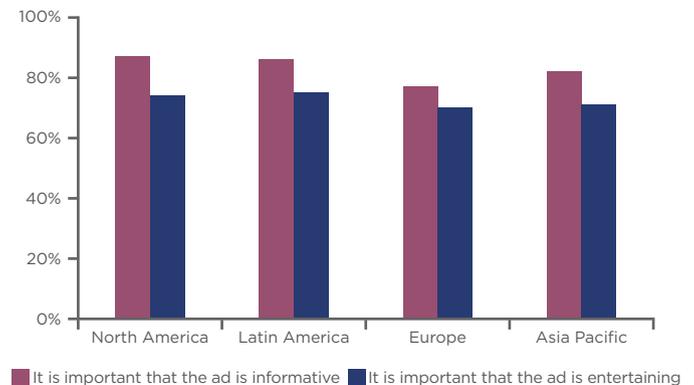
While there are many lessons to share around advertising transferability, there is one that transcends all others - creativity is king. In fact our analysis indicates that more than three quarters of the success of a campaign hinges on its content and style.

But success with an ad in one market does not guarantee success in another market: you need to consider the market's similarities and differences. The same ad tested in the same region, across different countries does not always perform in the same way. In fact, we have found out that more often than 60% of ads have completely different business building potentials across markets. One third of the time, an ad that can be aired in one market should not be aired at all in the second market; another third of the time, it would benefit from optimisation before airing.

BUT WHY DOESN'T CREATIVITY TRANSFER EASILY? TYPICALLY:

1. It is not rooted in a "big idea" that is fresh, relevant and differentiated.
2. The platform does not resonate because it fails to support a market's cultural attitudes or sentiments.

ALL REGIONS LOOK FOR A GOOD STORY

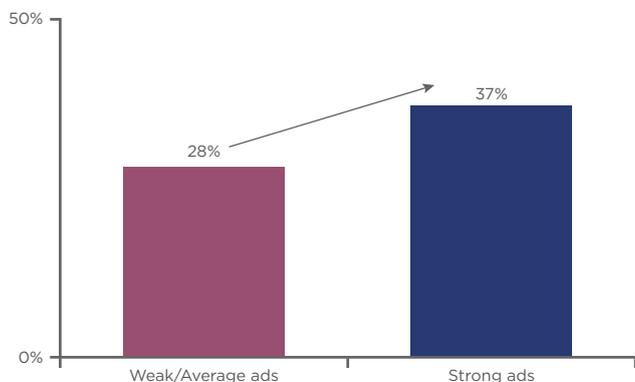


Source: Ipsos Global Advisor, December 2009 (n=21,623)



Every test we do reiterates that what makes a campaign truly powerful is a good story (strategy), well told (execution). And as shown in the graph, across all geographies, consumers feel that information value (a good story) is the most important element in advertising, followed by entertainment value (well told).

ADS THAT SUCCESSFULLY TRANSFER "AS IS"



32% Increase (+9 percentage points)

FURTHERMORE, THE DRIVERS OF A SUCCESSFUL AD ARE THE SAME REGARDLESS OF MARKET:

1. Ability to generate interest value
2. Relevant differentiation of main idea
3. Simplicity without being simplistic
4. Ensuring the brand is fully integrated

And, without a doubt, nothing succeeds like success: ads which score above average for sales effectiveness transfer most successfully from country to country, achieving a similar performance on sales impact.

CONSIDER WHEN SELECTING COPY FOR TRANSFER

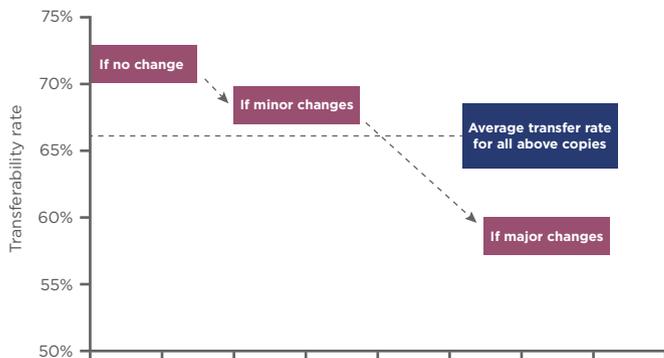
Similarity of markets

- Competitive environment, brand heritage and in-market performance, culture, attitudes, needs, habits, advertising sophistication
- In our experience, there are certain factors that you must consider if developing advertisements with their subsequent transfer in mind

The copy's origin and how consumers may respond to this (if apparent)

- Optimise chances of success by transferring only high-performing copy
- Test before you invest and check that the main message

TRANSFERABILITY RATES WHEN CHANGES ARE MADE



remains relevant and motivating to consumers within the transfer market

Degree of announcer or character audio delivery

- Ease of dubbing
- Number of speaking face-to-camera shots
- Appropriateness of silent characters

Consider music with high impact visuals

- Many telecoms and electronics companies use music and images with announcer voiceover to great effect, eg, Sony, iPod, Vodafone, Sony Ericsson

Cast (if used) – will they be relevant in and travel well to new region?

- Use celebrities and icons with caution
- Ethnicity of characters

When developing copy is animation suitable?

- Surroundings provide visual clues regarding origins
- It may be that casting and shooting with transferability in mind means shooting two versions at the same time

IT'S VERY EASY TO SPOIL THE MAGIC

There is one other critical note of caution from Ipsos ASI's lessons learned. Many advertisers are tempted to make major changes to an ad in an effort to make it fit the market it is being transferred to. The evidence indicates that these changes in fact spoil the sales potential. Strong ads to which only minor changes are made, such as selling line, voiceover, supers and images, transfer well. Those with major changes, such as format, key messages, casting, and humour, do not.

CATEGORIES MAKE A DIFFERENCE

Ipsos ASI's research demonstrates that category has an effect on transferability:

- At the two extremes nearly nine in ten snack ads which originally tested above-average transfer as average or

better (compared to the average of 60%).

- While categories that could be considered more intimate like feminine products (50%) and fabric care (38%) transfer far less effectively.

TRANSFERABILITY BY BRAND

When all is said and done, it's not just vital to be country-sensitive and creative-sensitive, but you must also be sensitive to a brand's equity and the stage that the brand is at in that particular market.

In addition to factoring in the clusters of countries where ads transfer most successfully, global management of a brand is also likely to involve overlaying an understanding of the stage that the brand is at in different parts of the world.

- In the early stages of establishing a brand, building familiarity is a key priority, as is establishing the 'case' for the product. This is likely to point to a more rational information-based advertising approach.
- In more mature markets, the context may be very competitive, so there may well be a need to drive home particular attributes to remind consumers of product superiority.

CONCLUSION

No one knows your brand and your objective better than you—the trick is to make transferability work. So before transferring, ask yourself the following questions: Is there a strong compatibility between countries? Do you have a clear understanding of what you need the advertisement to do and is that job similar? Do you know from experience that the message will not alienate your audience? Ask the right questions for transferability to save money and ensure success. **RW**



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