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Ad Research to Fuel Creativity

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Nobody's Unpredictable



What is creativity?

Creativity is a mental and social process involving the discovery of new ideas or concepts, or new associations of the creative mind between existing ideas or concepts. Creativity is fueled by the process of either conscious or unconscious insight.

en.wikipedia.org/wiki/Creativity

The process of developing new, uncommon, or unique ideas. The federal definition of giftedness identifies creativity as a specific component of giftedness.

en.nagc.org/index

Part of marketing mistakenly reserved for the end of a process but better used from the very start.

punkmarketing.com



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The way it is ...

The Client ... *„I need hard measures...”*



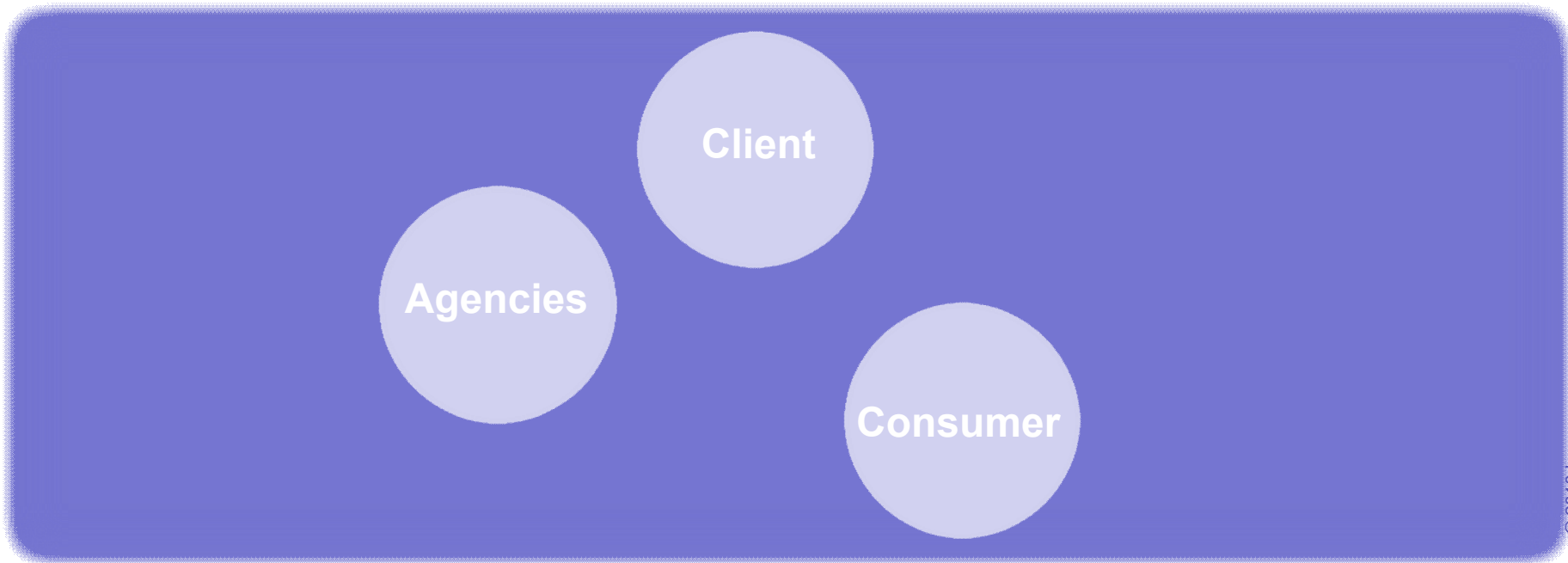
The Creative Agency ... *„Pretesting kills the creative...”*



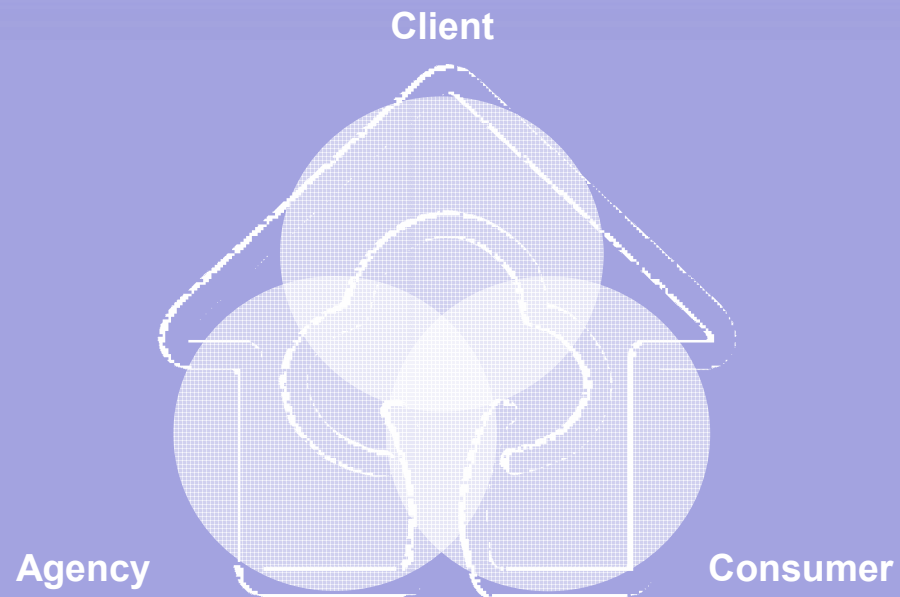
The Research Agency ... *„Oh my God!”*



Can we find a balance?



Yes, we can find a balance!



Create a **hothouse** effect that is able to facilitate the communication development process

The traditional way ...

Qualitative *Input*

Allows for insights generation

In-Depth understanding of how the idea is working, the drivers and the barriers of effectiveness

Quick

Useful in the first development stages to screen and optimize ideas

A tool for understanding

Quantitative *Input*

Final validation of results on a “statistical” base

Effectiveness indicators are measured (numbers)

Rich in diagnostic to measure strengths and weaknesses

Results can be analyzed and compared by target audience

A tool for validation



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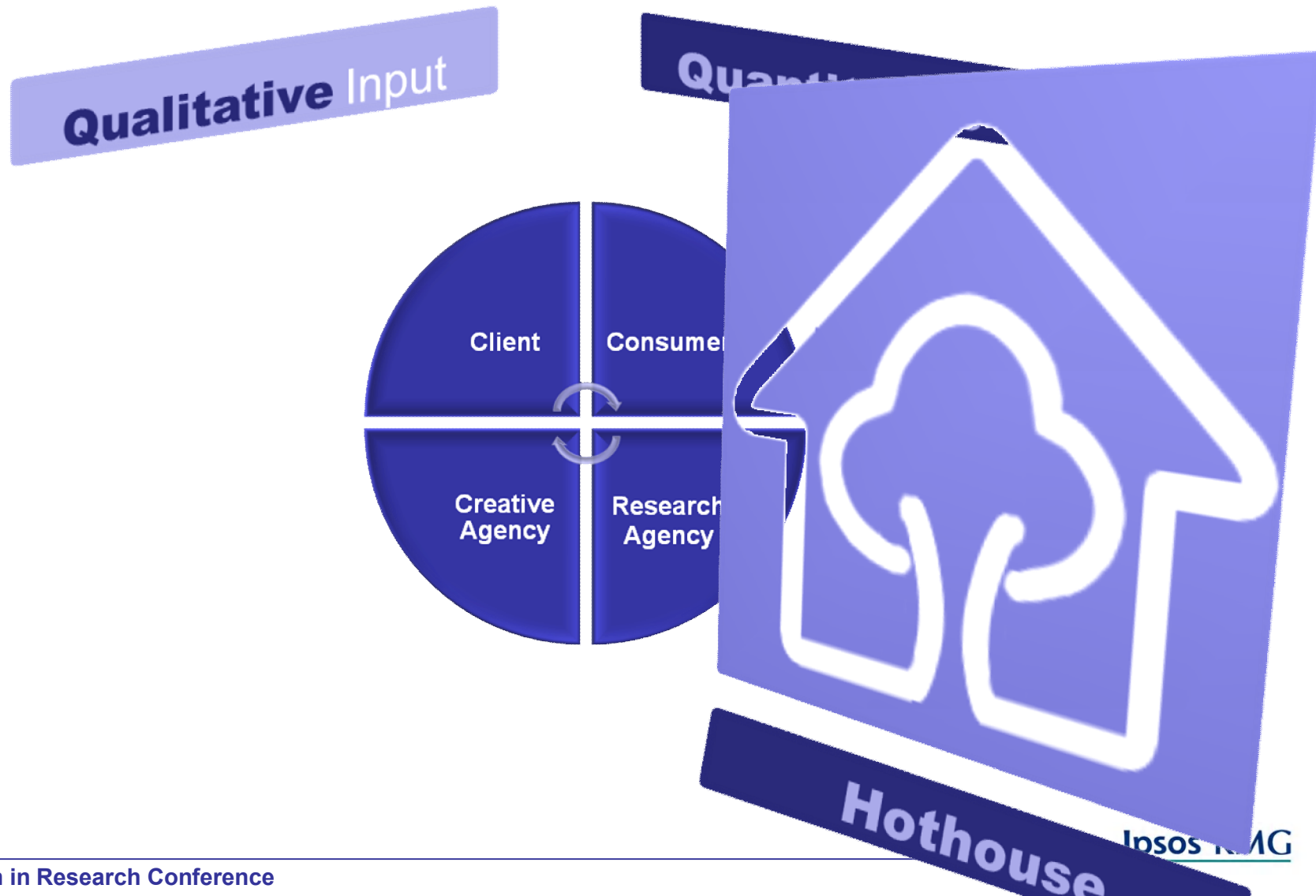
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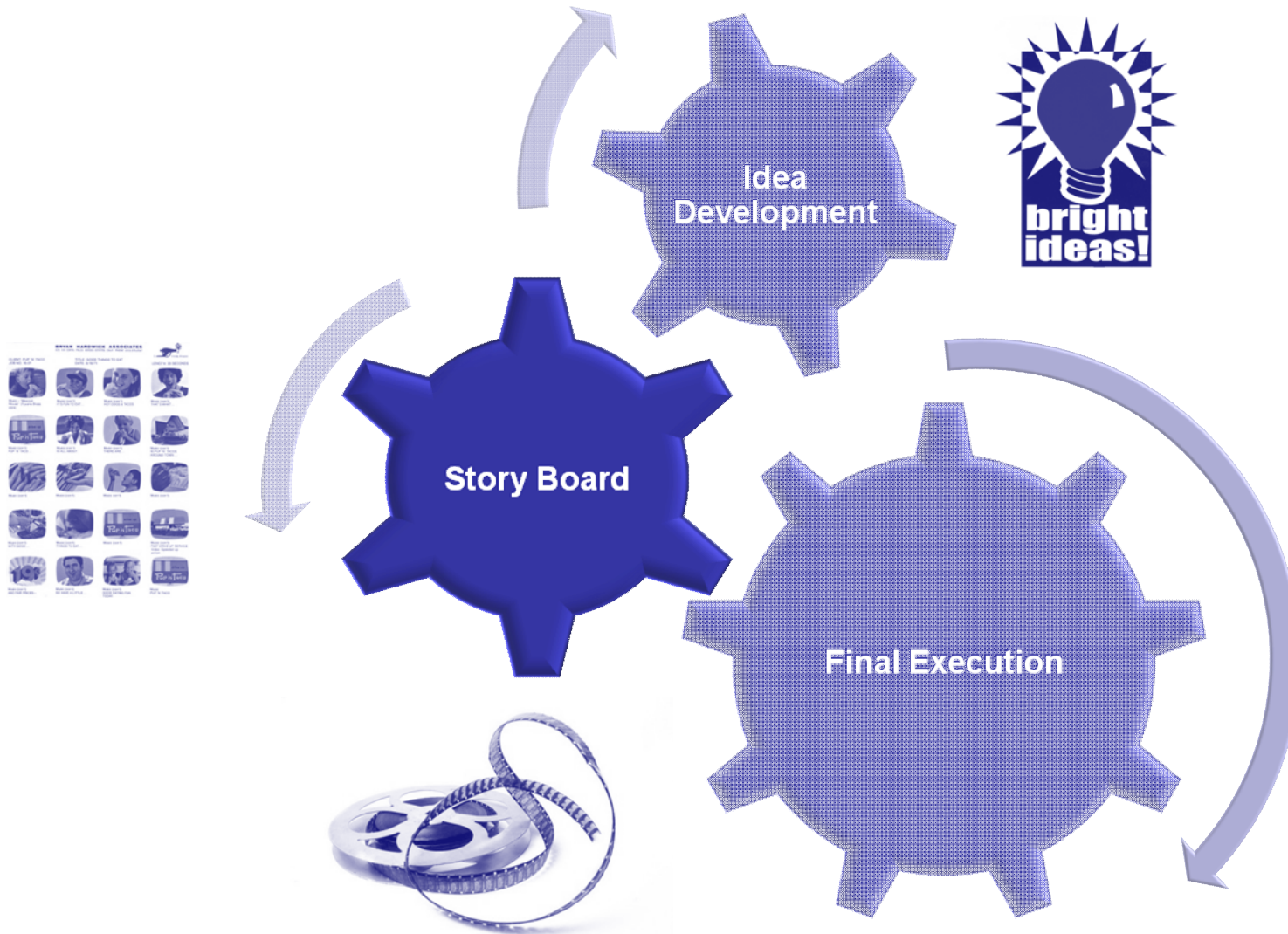


So then..., how to translate that into a research design?





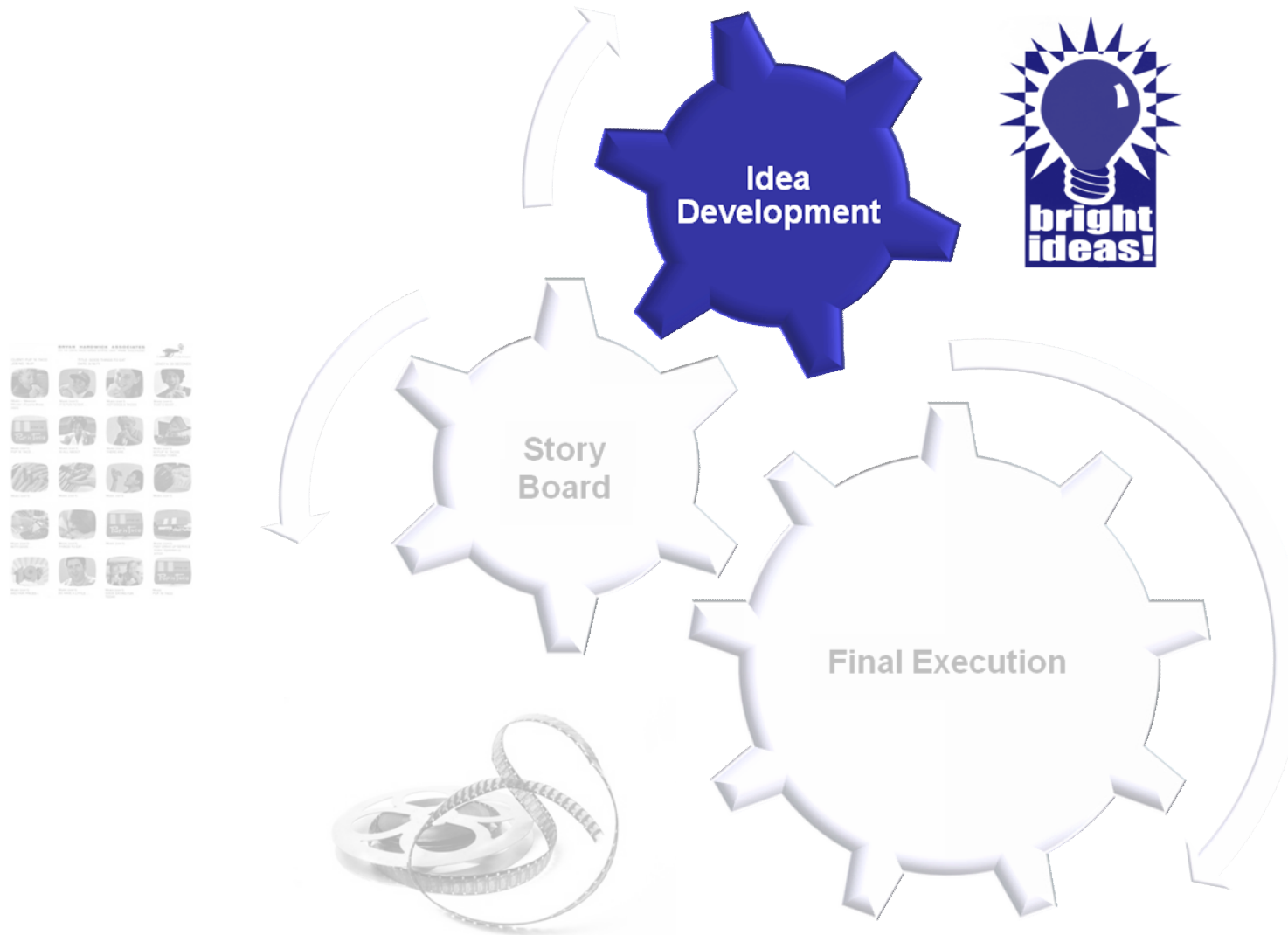
At which stage of the communication development?



© 2010 Ipsos



At which stage of the communication development?



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At which stage of the communication development?



Capturing the **Bright, Bold, Big Idea**



What is a 3B Idea?

It is not an ad

It is not a product concept

Bright - It is a **truth** that **inspires** and **propels**

Bold - A big idea is the **backbone** of future communication for the brand

Big - It is meant to connote a **specific territory** that a brand might want to communicate

The stimuli



Big Truth



Role of Brand



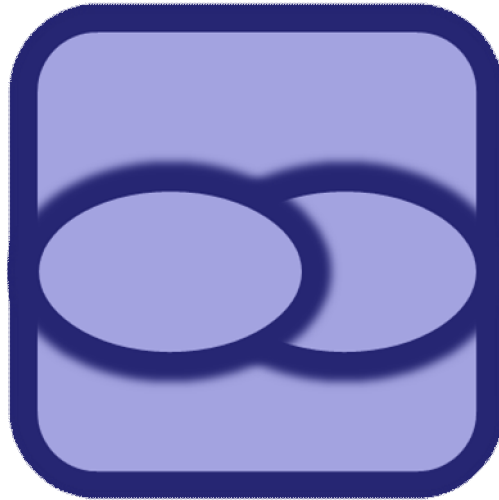
Brand Sign-Off

- A stripped down idea without brand association to measure consumers motivation to the idea alone
- Taps into an aspiring or inspiring truth (emotionally and/or rationally)
- Expressed in consumer language that can be easily retold by them
- This is exposed first to allow consumers to connect with only the insight

The stimuli



Big Truth



Role of Brand



Brand Sign-Off

- We **then** layer on (reveal) the category / brand to gauge impact on consumer reaction
- Brand should have a natural connection or role in the **big** idea – an answer or empathy that is credible and relevant

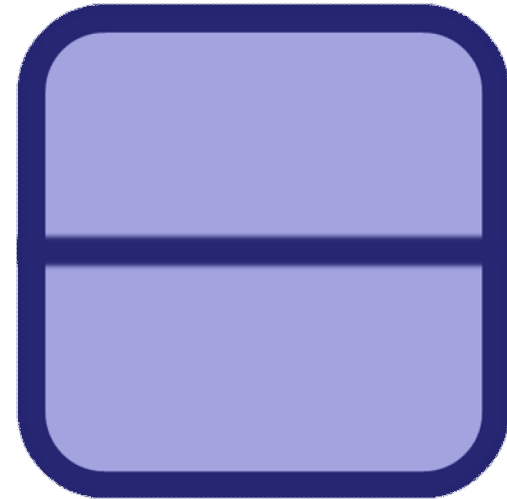
The stimuli



Big Truth



Role of Brand



Brand Sign-Off

- A “one line expression” that may become a quick trigger to the brand and its **big** idea

An example



Eating chocolate is a way of finding enjoyment and pleasure. It's a way of pampering ourselves, our family members and best friends.

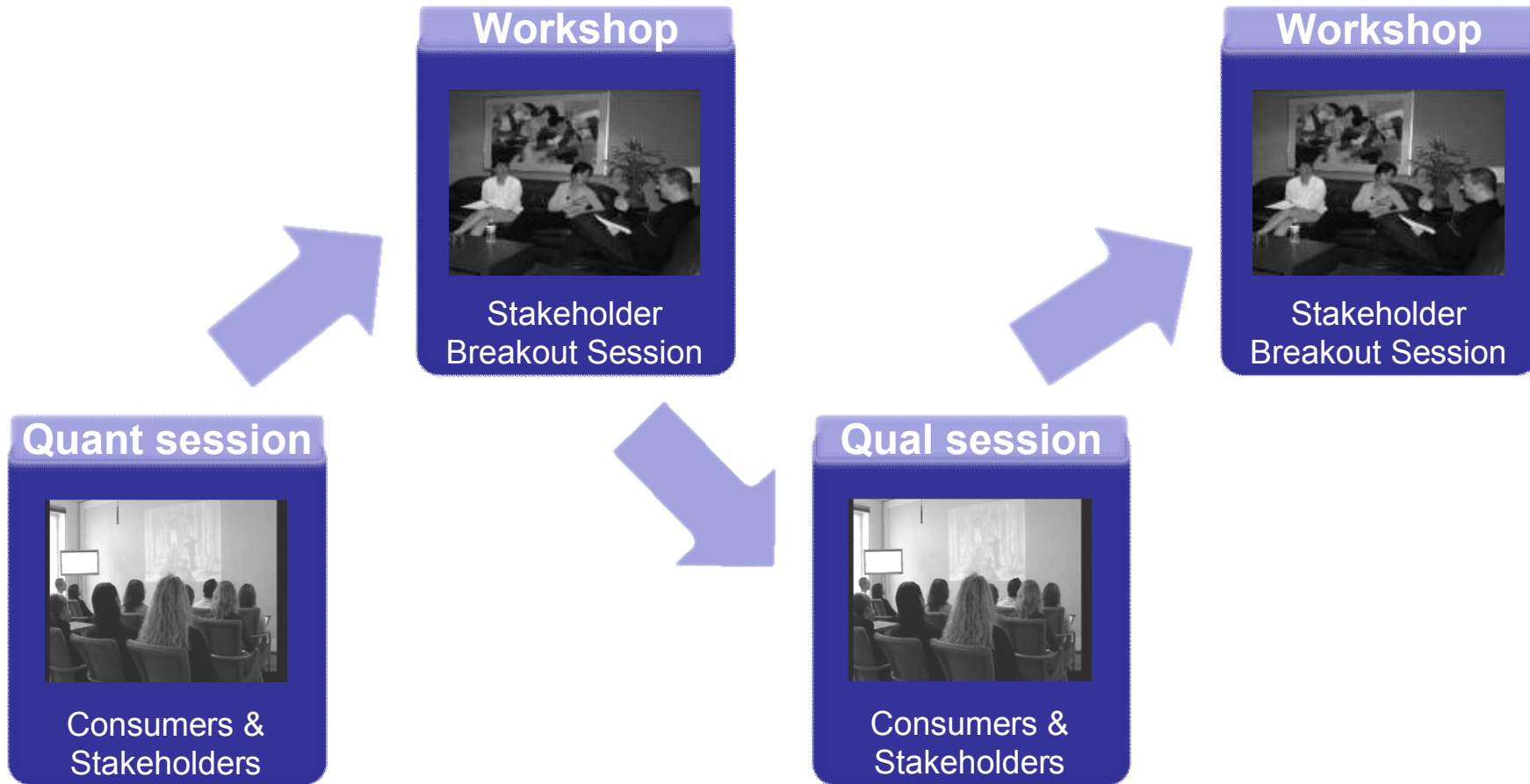


When we'd look for more pleasure, if not then, when we celebrate an important moment of the life with our family and best friends.



Brand X chocolate dessert for celebrating the delighted moments of life!

In practice – a design option



How do consumers react spontaneously?
Results in real time that allows stakeholders to identify to explore points in qual

Why?
What is the potential?
A natural progression from quant that shows where the idea can travel naturally

What makes an idea being 3B?

Meeting certain criteria, such as ...

▪ **Campaignability**

▪ **Brand Impact**

▪ **Ownability**

▪ **Engagement**



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Thank you for your attention!



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