

EFFIE

The road to **effectiveness** - Part 2

We love effectiveness

UBA Masterclass 12-11



12 NOVEMBER 2025 09:30 - 12:30

OFFLINE • DUTCH • ENGLISH

Fundamentals to be effective in media

Effectiviteit van media & communicatie: wat werkt echt?

UBA E-learning

Media & effectiveness measurement

Hoe meet je het succes van een campagne en de impact ervan op je marketing KPI's?



TRAINING 2417 • ONLINE • 30 min • BY TIM VAN DOORSLAER



Chapters

1. Introductie
4m
2. Hoe begin je eraan? Het effectiviteitskader
8m
3. Wat met mediabiootstelling?
8m
4. Hoe de impact van je merk en van je campagne meten?
10m

DPG webinar 20-11



Make Price Elasticity Work for You

Prof. Dr. Koen Pauwels

We love EFFIE

2020



2022



2023



Introduction

What did we do?

275 Effie cases

2014-2024

Winners & non winners

Coding scheme NL

SWOCC



Gold

16



Zilver

43



Bronze

71



No Effie

145

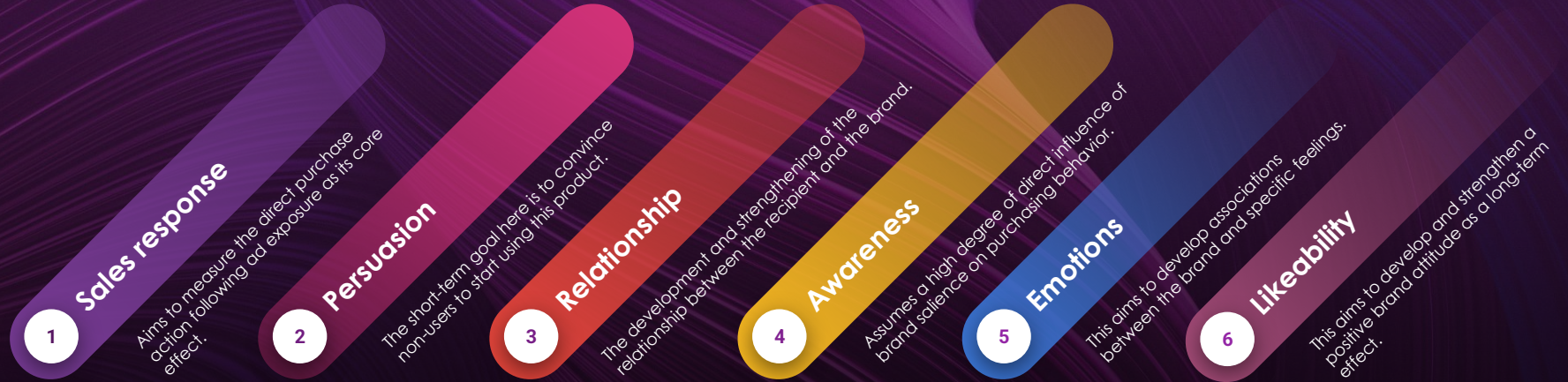
Introduction

What did we do?



Introduction

Creative strategy: advertising operation models



Source:

<https://www.swocc.nl/kennisbank-item/reclamewerkingsmodellen-giep-franzen-geven-merken-nog-steeds-houvast/#:~:text=De%20zeven%20modellen%20het%20sales,niet%20bouwen%20aan%20een%20merk.>

Introduction

Creative strategy: attention



Introduction

Creative strategy: convince

Alpha

- Communicate benefits
- Identify drivers
- Enhance credibility
- Provide consensus information
- Emphasize scarcity
- Appeal to reciprocity
- Highlight commitment

Omega

- Sidestep resistance
- Address resistance directly
- Address resistance indirectly
- Distract resistance
- Disrupt resistance
- Consumer resistance
- Use resistance

Insights on effectiveness

Marketing and communication has impact on business

% Effects Top 3 KPI's

80

60

40

20

0

Brand

Business

Brand + Business

50

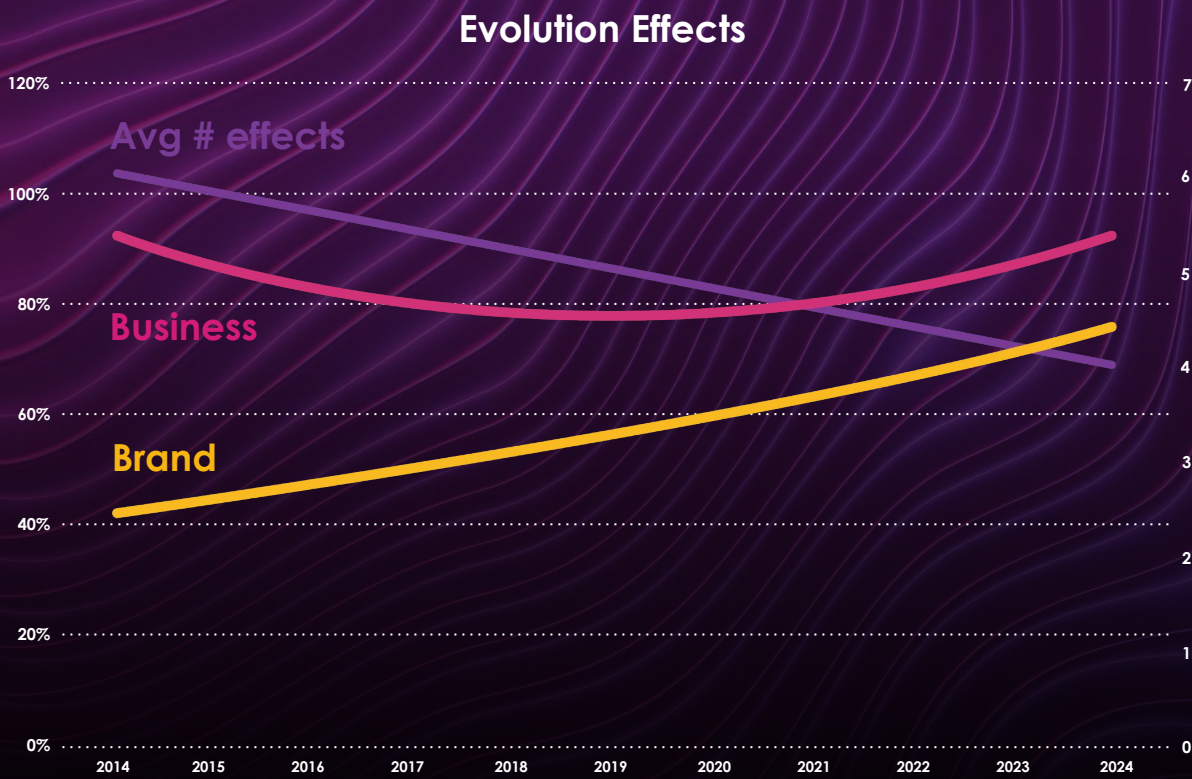
69

42

Source: EFFIE BE Cases 2014-2024 (n=valid cases per variable). Brand=Brand awareness, Brand equity, Brand image Business=sales, client acquisition, market share

Insights on effectiveness

effects in decline, but core brand & business effect increase 2023-2024



Source: EFFIE BE Cases 2014-2024 (n=227), 2024 = 31 cases

Setting the scene on 2024

5 characteristics on 2024 cases



CASE

Aiming to change behaviour
on the long run



MARKET

- Within stable or growing markets
- Driven by mature runner ups
- Using price conscious strategies
- While offering a nugget of innovation, however small

Drivers of **business & brand effects** in 2024



Objectives 2024

3 key objectives for sales & brand

Top 6 objectives

Revenue growth/sales

Customer acquisition

Brand awareness

Market share

Brand consideration

Brand equity

Avg 3,6

69%

66%

41%

35%

28%

24%

Objectives 2024

New & existing customers

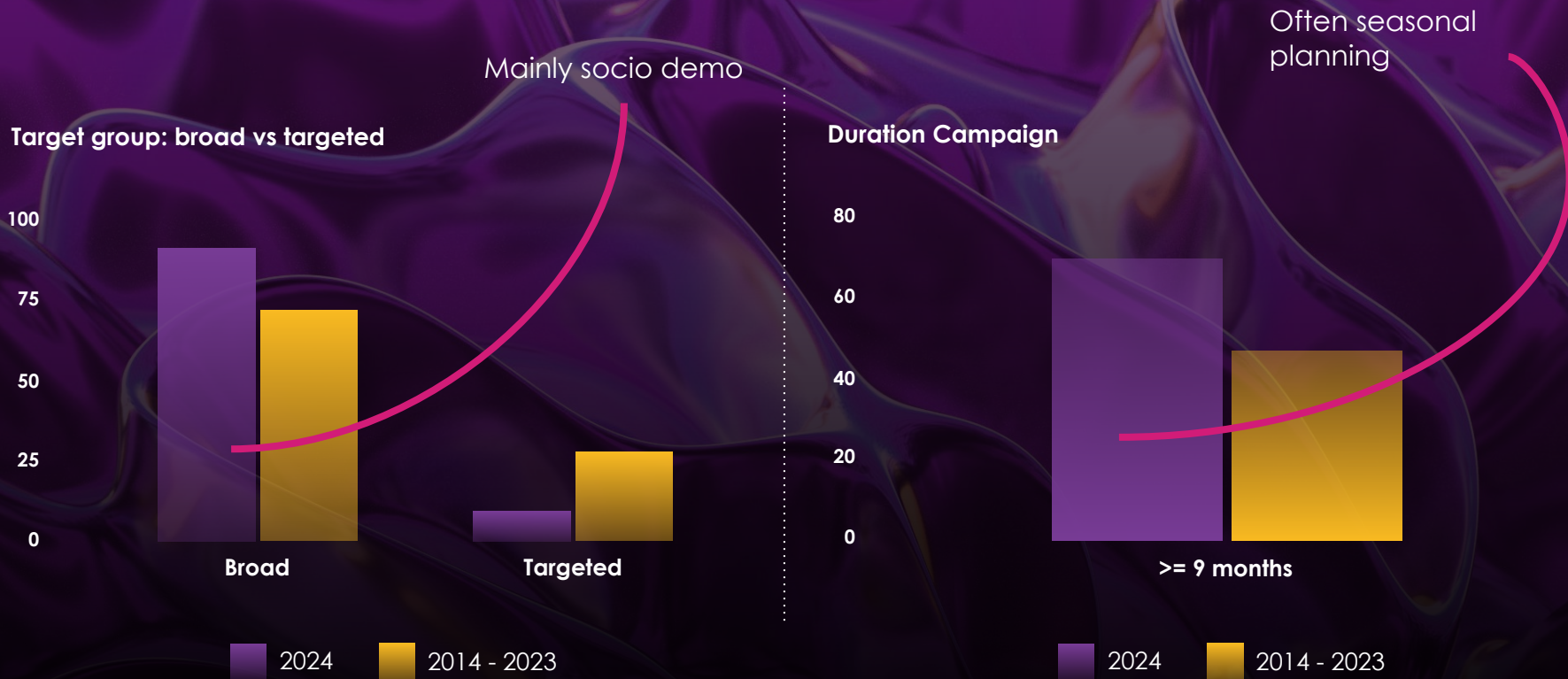
Client strategy



Source: EFFIE BE Cases 2024, all case with at least 1 effect

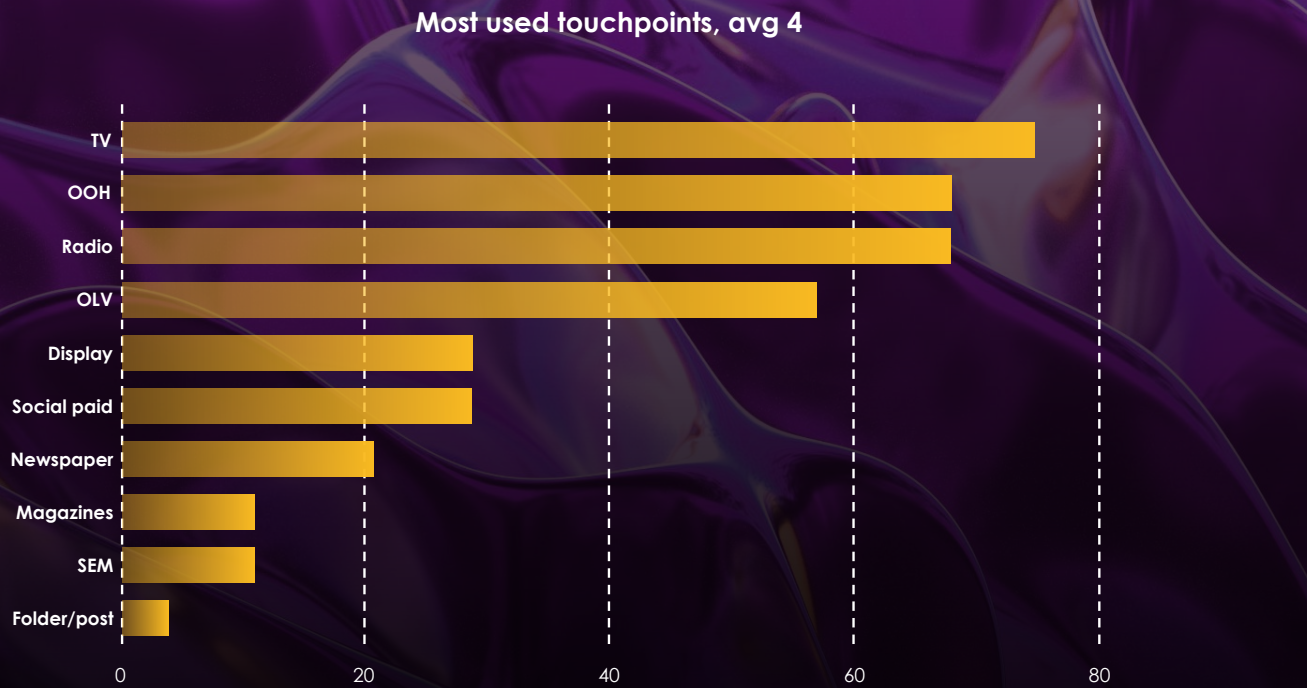
Media strategy

Broad targeting & longer campaign duration



Media strategy

High reach crossmedia



Source: EFFIE BE Cases 2024, at least 1 effect, all budget levels

Media strategy

High reach crossmedia that complement each other

Most used combos

OOH + radio **15**

TV + OOH **14**

TV + Radio **14**

TV + OLV **13**

OOH + OLV **12**

OLV + radio **10**

Most used trio's

TV + OOH + radio **11**

TV + Radio + OLV **8**

OOH + Radio + **8**

OLV

Most used squads

TV + Radio + OLV + OOH **6**

TV + OOH + Newspapers **4**

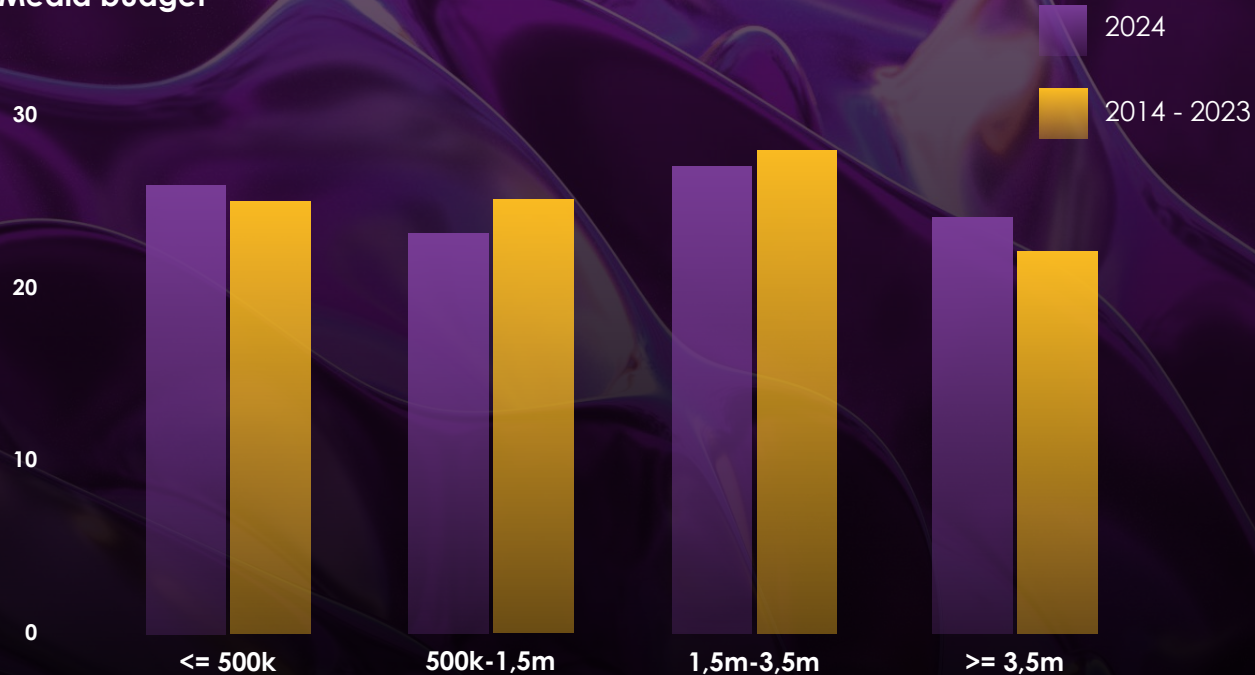
TV + OOH + Radio + Display **3**

OOH + Radio + OLV + Social **3**

Media strategy 2024: touchpoint budget

Equal distribution across all budget levels

Media budget



Focus creative (strategy): 2 dominant strategies

Relationship

WHAT

Create involvement, build a relationship on personal values & interests -> who the brand is

HOW

Typical consumers in recognizable situations, use humor

WHO

High involvement categories

KPI

Long term brand & sales effects

Awareness

Build brand salience linked to purchase occasion

Link behavior to occasions, amplify emotional response

Newer brands & for products purchased impulsively

Short term ad recall and brand awareness

Creative execution: typical consumers in recognizable situations

Creating proximity - FAQ + Solutions



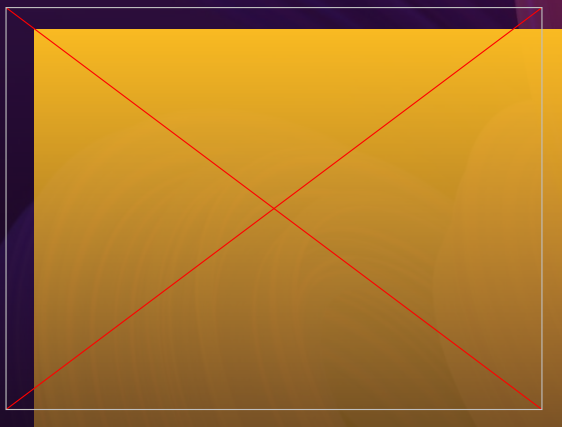
Relationship



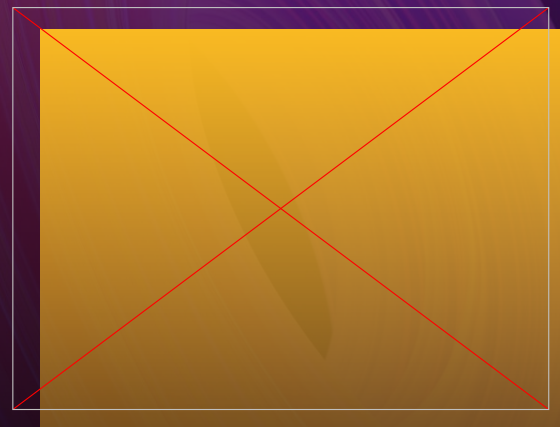
Build a can-shift attitude

Making cost troubles transparent & convenient to follow

Climate
centric



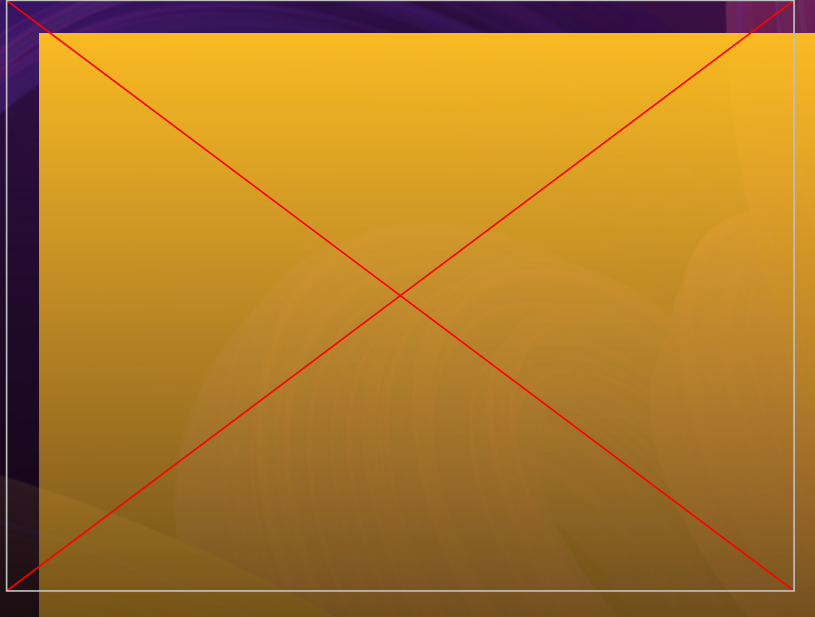
Cost
of living



The use of humor

Quirky situational laughs smiles

Relationship



"Generation we got this" show its inventive, at times quirky ways of coming to a desired solutions.

While not the slapstick humor it clearly illustrates the self-relativity of the targeted generation.

Creative execution: typical consumers in recognizable situations

Occasion-centers - typical consumer starting from the day's mindset or moodstate

Als je can Panos komt,
Heb je zin in elke dag

Deadline Day

Chill Day

Level Day

Bang Day

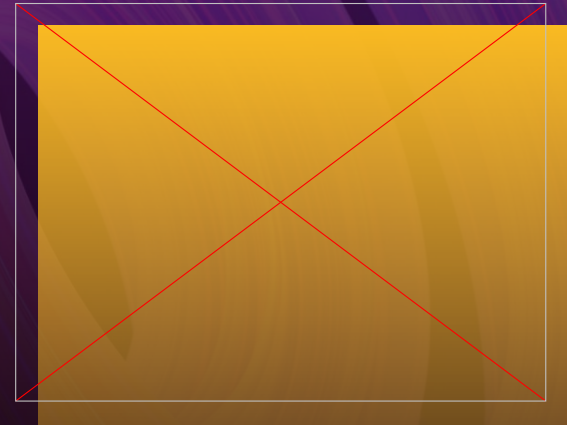
Swag Day

Top Day

Grumble Day

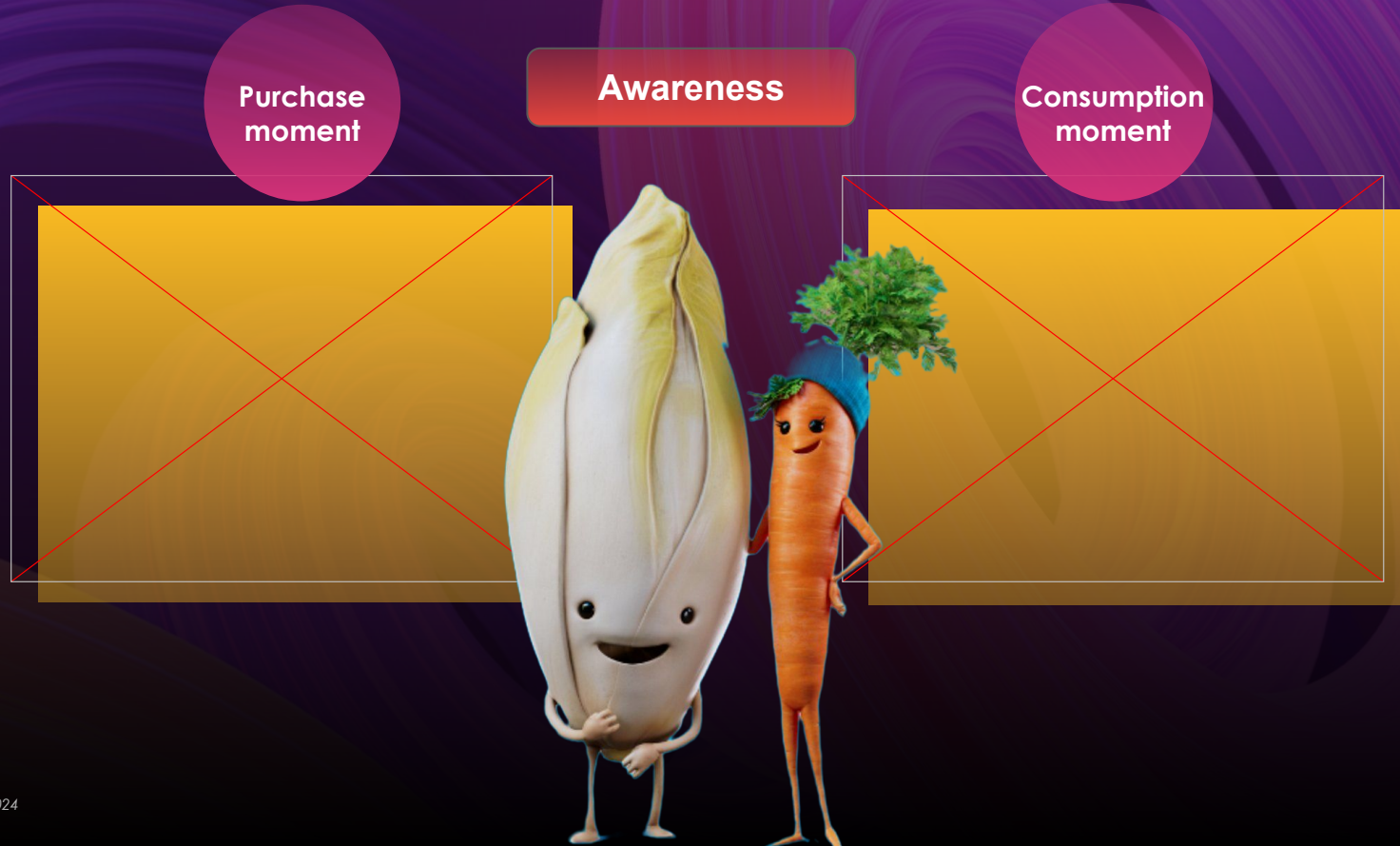


Awareness



Creative execution: typical consumers in recognizable situations

Amplify Emotional Response - Strong DBAS in consumers natural habitats



The use of humor

Exaggerating recognizable behavior



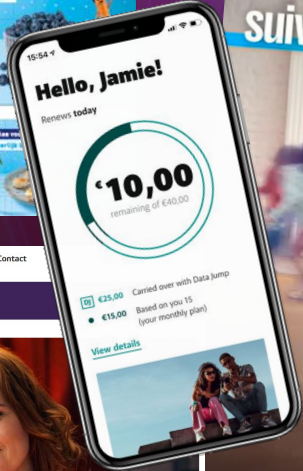
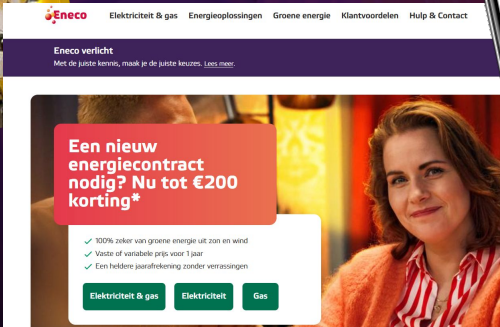
Strengthened by:

Voice over of moralizing inner voice

Music in the style of clumsy comedy movies where everything goes wrong (cfr. Home Alone, Dennis The Menace, etc.)

Activation through owned channels

Making brands tangible for the consumer



Summary

- 1 Some simple short & long term objectives (bothism)
- 2 Aiming for new & existing customers
- 3 Executed via a brand salience or relationship and values strategy
- 4 Mostly by showing a consumer's slice of life behavior, with the brand and product intertwined in an entertaining, amusing way supported by voice over & music
- 5 Often through high reach media that complement each other
- 6 Often linked to a brand platform or pull channels
- 7 With mature brands, some innovation and a price conscious strategy
- 8 Lead to significant business & brand uplifts

Summary: it's all about (brand) strategy

“

Marketing strategy is where we play and how we win in the market. **Tactics** are how we then deliver on the strategy and execute for success.

”

Mark Ritson



More to come

Feel free to post any question on the Effie data on



Scan Me

Thank you