Perfecting Promotion
Research Findings on What Works & What Doesn't in Advertising

Connor Lynch
Vice President, Client Service
@ConnorLynch
COMMERCIAL MARKETING ≠ BEHAVIOR CHANGE
RESEARCH - THE FOUNDATION OF BEHAVIOR CHANGE

- **Literature Review**: Scholarly papers and substantive findings.
- **Subject Matter Experts**: Cultural, Scientific, Marketing individuals with subject mastery.
- **Peer Crowd Discovery**: Identity-based research study to designate peer crowd affiliation.
- **Creative Concepts Testing**: Qualitative testing of facts, messages, themes, and concepts.
- **Copy Testing**: Quantitative testing of near-final creative.
- **Evaluation**: Study analyzing campaign or message effectiveness and outcomes.

@ConnorLynch
A DECADE OF RESEARCH

- Thousands teens and young adults
- Hundreds of focus groups across
- Each viewed 12 – 20 TV ads or storyboards
- All ads produced over the past 12 years from the US, UK, Canada and Australia
- Likert scale questions (-3 to 3) on eight ad facets: Serious, Interesting, New Information, Funny, Creative, Identifiable People, Emotional, & Friends With Actors
• Serious, Think, Interesting, and Emotional were most strongly associated with effectiveness

• New Information, Creative, Identifiable People and Friends with Actors were moderately associated with effectiveness

• Funny was often not associated with effectiveness and often negatively associated with it
KEY FINDINGS
PRODUCTION VALUE WAS NOT CORRELATED WITH FUTURE BEHAVIOR
DON’T LET HUMOR OVERTHE MESSAGE
UNKNOWN BUT
RELEVANT INFORMATION
GETS ATTENTION
EXAGGERATED CONSEQUENCES DON’T WORK
INFLUENCERS MUST MATCH THE CULTURE OF THE AT-RISK AUDIENCE
REALITY IS POWERFUL, BUT IT MUST BE BELIEVABLE
TARGETED MESSAGES ARE MORE PERSONALLY RELEVANT AND BELIEVABLE
DO NOT LET CREATIVE MINIMIZE THE ISSUE
MAKE SURE YOU UNDERSTAND WHAT TRULY WORKS WHEN YOU ARE SUCCESSFUL