

The Kantar logo, featuring the word "KANTAR" in a bold, white, sans-serif font. The letter "K" is highlighted with a vertical yellow bar on its left side. The background is black with a dynamic, abstract graphic of flowing orange and yellow lines on the right side.

KANTAR

CREATIVE EFFECTIVENESS AWARDS 2021

The 5 habits of
highly effective
advertisers

Introduction

Welcome to the second year of the Kantar Creative Effectiveness Awards.

2020 was a year like no other, and for a time, most advertisers took a break to see what the implications of COVID-19 would be for the creative industry. Our work showed that people wanted advertising to continue and that, largely, they were processing content in the same way during the pandemic as they did before. Therefore, what made for effective advertising was unchanged. Advertisers that held their resolve and invested in their brands saw that bravery rewarded. We celebrate that work here.

At Kantar, we love great creative content, and we love it even more, when that creativity is harnessed to deliver against brand and marketing objectives. We test more than 10,000 ads around the world each year for our clients and we see brilliant examples of such creative effectiveness. We want to showcase that work to recognise the creative excellence of our clients and their agencies. And also, to give you advice on how to achieve high levels of effectiveness in your ads.

In this booklet, we share not only the top 20 ads from our clients in 2020 but also the habits that help to make them effective. We also look into some of the winning creative tactics, or ingredients they use to deliver creative impact.

Congratulations to all our winners. We hope they inspire your creative content.



Daren Poole

Senior Director, Creative Domain, Insights Division

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The world's most creative and effective ads



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Cheers to all

Heineken, USA



02

Atino

Bosch, Germany



03

Consignes 2 Sécurité - The Retour

Burger King, France



04

It Comes Naturally

SheaMoisture, USA



05

Make their year, with Galaxy Buds Live

Samsung, USA



06

And a lot of Milka

MILKA, France



07

Find your Scene

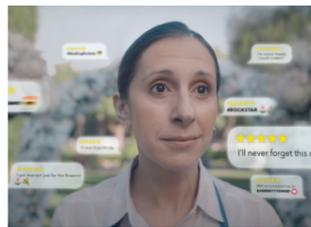
Google, USA



08

TENA Silhouette Washable Underwear (I will wear what I want)

TENA, UK



09

Keeping your business moving forward

TD, Canada



10

More

Adrenaline Rush, Russia



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YouTube Kids Brand Anthem Film

YouTube Kids, USA



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AFM Shopping Network

Avocados From Mexico, USA



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Gatorade GOAT CAMP

Gatorade, Chile



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Vente Étiquettes Rouges

Toyota Corolla, Canada



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Pimp my Goat

Kozel, Slovakia



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Joy Ride

Nissan Sentra, USA



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Delivery Rider Malaysia

Panadol Actifast, Malaysia



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The Fast and the Furious

eBay Australia, Australia



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Built-In 'Who has the control now?'

Siemens Home Appliances, Turkey



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Bells to Blossoms

Hershey's Kisses, USA

The 5 habits of highly effective advertisers

There are many routes to creative effectiveness. The most successful advertisers have a way of working that starts long before the ad is produced. They build on consumer insights, to identify a creative territory for the brand that can become the foundation for ads that run across channels, markets, cultures and time.

Effective advertisers have also developed several habits to ensure that once individual executions are created, they will deliver for their brand in both the short and long term.

Habit #1: being distinctive

The first habit is about creating the ability to be noticed and remembered in a world where there's a profusion of ads. There are many ways of achieving this, but one of the most popular is to be distinctive. This means standing out from the category as a minimum and ideally standing out from other advertising as a whole.

You can be distinctive in many ways: all the ads in our top 20 have something special about them. Our number 10 ad from Russia for Adrenaline Rush is a fast-paced ad featuring rapid shots of people experiencing more of various things: more freedom, more emotion, more love, more pain, more creativity. It's interspersed with supers that explain and complement the visuals, and it is backed with the impactful electronic dance track 'Die Young' from Mujuice.



More, Adrenaline Rush, Russia

Fast pace can help short-term sales likelihood

Average short-term sales likelihood (%)

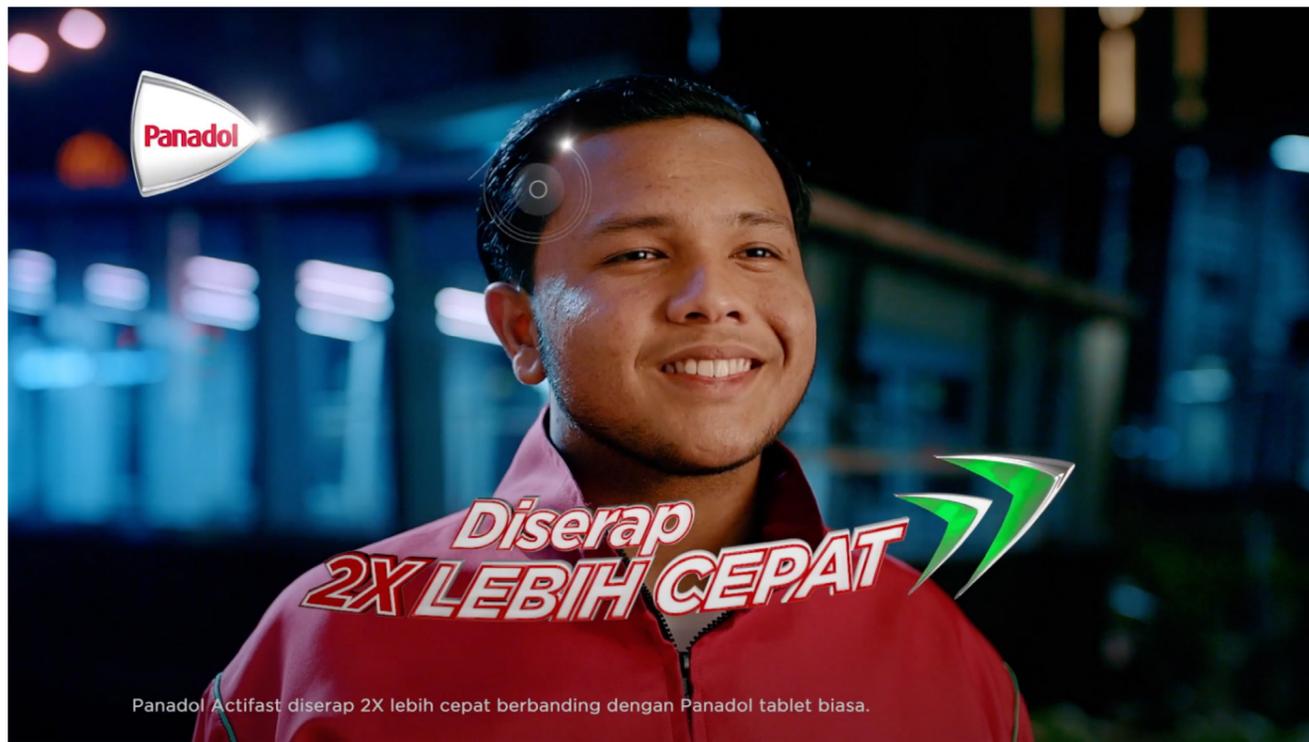
- 61 Fast pace
- 56 Regular pace
- 47 Slow pace

Source: Kantar Link database



Vente Étiquettes Rouges, Toyota Corolla, Canada

Our number 14 ad from Canada breaks the mould for car advertising through its use of humour. The ad shows the messy effects of a woman daydreaming about a Toyota while at a potter's wheel...and says she can stop day-dreaming thanks to the red tag sale.



Delivery Rider Malaysia, Panadol Actifast, Malaysia



Cheers to all, Heineken, USA

Habit #2: branding intrinsically

The second habit of highly effective advertisers is making sure that the attention won by the ad is in the service of the brand. Analysis of our database shows that branding is the single most important factor in an ad's success. That's because the vast majority of advertising works some time after exposure, so it needs to be committed to memory in association with the brand, to maintain an effect when exposed to it at some future point.

There are lots of tactics for achieving strong branding. Among our winners, we see strong integration into the storyline, as in the Heineken (number 1) and Milka (number 6) ads. Others are easily linked to the brand through the use of established cues, as in the Kozel (number 15) and Gatorade (number 13) ads, or through the use of a consistent, established creative approach, as we see in the number 17 ad from Malaysia, for the painkiller, Panadol.



Pimp my Goat, Kozel, Slovakia

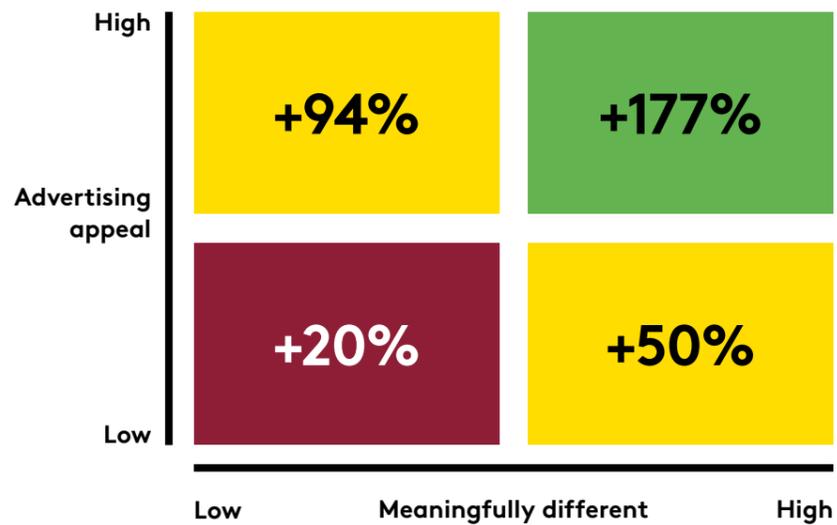
Habit #3: being meaningfully different

For some ads, being distinctive and well-branded can be enough, because creatively distinctive content can get a brand noticed and build some basic associations. However, to grow market share or defend premium pricing, creative should also create impressions that position the brand in a meaningful and different way in people's memories. BrandZ Top 100 Global Brands' data show that brands can grow based on creative excellence alone, but those that also convey a meaningful difference can grow twice as much.

BRANDZ™

Analysis of same 83 brands

Average change in brand value from 2014-2020



Being meaningful means fulfilling the consumer's needs in the category. Being different is about being unique in comparison to other brands in some way. Both of these can be functional, but nowadays, so many brands need to go beyond the product message, to meeting emotional and social needs.

All our winning ads position the brands as meaningfully different. In the number 2 ad from Bosch, the brand employs storytelling to tell a tear-jerking tale of a son who is leaving home. Recognising his mother's sadness as he packs up to leave home, he uses an Atino line laser with an integrated measuring tape to create a gallery of memories and the message "bye for now" in his bedroom. This would have been a very different ad had it focused only on the functional attributes of the tool.



Atino, Bosch, Germany

There is more product news told well in our number 8 ad from the UK, for Tena. Tena's Silhouette Washable Absorbent Underwear is designed to look like regular underwear, made with high-quality fabrics and delicate lace, and providing invisible protection against light incontinence. The ad showcases the product's features that allow for a smooth silhouette so that women can wear what they want to match their style and mood. The use of CGI for the outerwear of choice allows us to see the underwear being worn and the effect it has on the wearer's confidence.



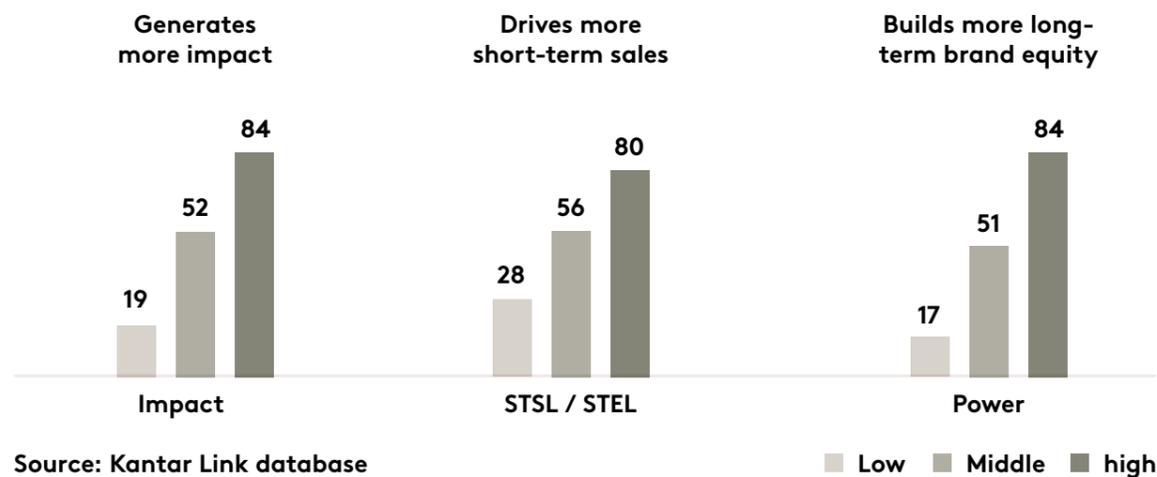
TENA Silhouette Washable Underwear (I will wear what I want), TENA, UK

Habit #4: triggering emotion

The fourth good habit is to elicit emotion from the consumer. Emotion is incredibly powerful in advertising. Triggering an emotional response is first and foremost a way to get attention because we feel before we think: emotions make us take notice. But emotion in advertising can also contribute to the brand being seen as emotionally differentiated and it can drive emotional meaningfulness, by leaving impressions of the brand as being caring, funny, famous, loveable or simply a brand for me.

Many of our winning ads trigger emotion, using tactics such as heart-warming stories, appealing to people's emotional needs, or simply through humour. Read more about the winning ads from Milka, SheaMoisture and Burger King later in this booklet.

The value of emotion



Heartwarming story

And a lot of Milka, Milka, France



Emotional relevance

It Comes Naturally, SheaMoisture, USA



Humour

Consignes 2 Sécurité - The Retour, Burger King, France

Habit #5: talk with your consumers

The final habit of the world's most successful advertisers can be expressed in several ways. It's a discipline, but it's also a recognition that brand managers or marketing directors might be so close to the brand that they don't see its advertising in the same way as their target audience. So, to check that the tactics they've employed in their creative deliver against the habits of distinctiveness, branding, meaningful difference and emotion, they test their ads with consumers.



The Link dashboard

Developing good habits

At Kantar, we can help you develop insights and ideas to underpin your campaign. Our validated Link solutions are designed to check that you execute your strategy in the best way possible. Do please get in touch to discuss how we can help you make award-winning content that will grow your brand in the short and long term.

Link can be incredibly fast and affordable when it's run through Kantar Marketplace, our online research platform. You can know in as few as six hours if you have a winning ad on your hands, whether it's for TV, digital, print, out of home or point of sale. And your ad is always evaluated in the context of relevant local norms so you don't have to second guess how viewers in a given market will respond to it. If you haven't already seen Kantar Marketplace in action, we'd be pleased to show you a demo.

Ingredients of winning ads

Once you've developed good habits, you'll be able to spot if the creative devices in your ads make them destined for effectiveness fame. What follows is definitely not a recipe, it's more like a pantry. If you try to use all of these ingredients, you could end up with a very strange dish. The following are examples that illustrate how our winners have achieved success with viewers by using the right ingredients.

Inclusion and diversity

Inclusion and diversity has become an incredibly hot topic in advertising, as it has in society in the last couple of years. Two years ago, we published our AdReaction study on gender in advertising and last year we published learning around racial and ethnic representation. Look out for our new playbook for inclusive advertising. There is strong evidence that being inclusive in your creative isn't only the right thing to do, it's good for business too.

Progressive ads provide greater ROI

Difference in average percentile for ads in the top quartile and bottom quartile on Unstereotype Metric

	More positive female UM	More positive male UM
Power	+42	+43
Meaningful	+44	+49
Different	+39	+40

Source: Kantar Link database. The Unstereotype Metric (UM), from the Unstereotype Alliance is a measure of how progressive the portrayal of women and men in ads is.



Cheers to all, Heineken, USA

A number of our winning ads tackle diversity or challenge gender stereotypes. Our most creative and effective ad of the year, for Heineken, addresses gender-related drinks stereotypes in a way that is light-hearted rather than preachy or self-righteous, and for that reason is loved by viewers.

Following the Black Lives Matter protests in mid-2020, a lot of attention is paid to the presence and representation of people of colour in advertising, but also on the availability of products for them.

SheaMoisture, one of the most popular and recognisable Black-led beauty brands, wanted to share its visibility with the Black community and specifically with Black women artists and entrepreneurs. The number 4 ad in our ranking not only features premium products celebrating Black women's natural hair, but it also shows the pledge to dedicate proceeds from every SheaMoisture purchase to directly investing in Black women entrepreneurs. And it does this by featuring artwork from six artists that portray multiple generations of Black women's stories and heritage.

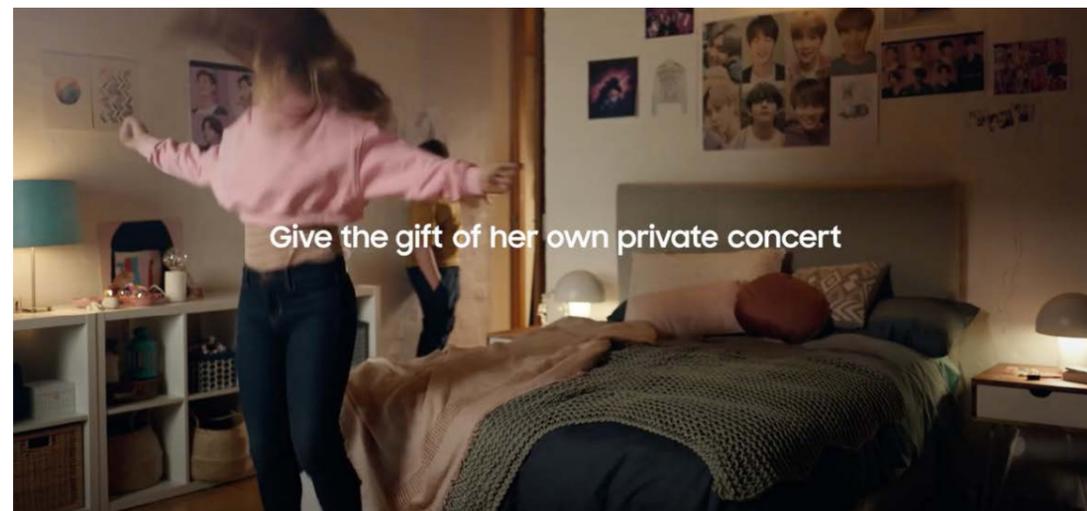


SheaMoisture, It Comes Naturally, USA

Acknowledge COVID-19 with humour

Besides the Black Lives Matter protests, the other major event of 2020 was, of course, COVID-19. Early on in the global lockdowns, we said that if you couldn't show how you as a brand were providing tangible help to people, then you should adopt a business as usual advertising approach. We also said that while 40% of people didn't believe that advertising should use humour during the pandemic, if ads were perceived as funny before the pandemic people would also find them funny during it. So, we advised the continued use of acceptable humour. A couple of our award-winning ads did this very well.

Samsung, at number 5, uses gentle humour and taps into COVID-19 insights around things you can't do during lockdown to advertise its Galaxy Buds. While it's not one of the winning tactics that we're calling out specifically, it does also leverage music from the world's biggest K-Pop boyband, BTS. This would have been a big help in getting engagement from the target audience.



Make their year, with Galaxy Buds Live, Samsung, USA

12% of ads tested by Kantar referenced COVID-19 in the period March-November 2020

88%	business as usual
3%	demonstrating tangible help from the brand
3%	offering emotional support ("we're there for you")
6%	referencing COVID-19 but not offering help or support

Source: Kantar Link database

The humour in our number 3 ad, from Burger King in France, is much more overt and highlights the COVID-19 safety precautions being taken in their stores, as well as the options for getting your hands on a Whopper during the lockdown. This is done in the style of an airline safety demo, delivered in Franglais, by comedian Fred Testot, who had worked on the chain's previous campaign. For non-speakers of Franglais, he talks about experiencing a second wave of turbulence; COVID-19 turbulence. Customers are invited to drive through in a car; receive a delivery from a professional: Deliveroo, not the French air acrobatics display team; you can also click and collect.



Consignes 2 Sécurité - The Retour, Burger King, France

Celebrities

Several winning ads use celebrities. Our Link database shows that the presence of celebrities alone isn't enough to make you a winner, or even be successful. So much depends on how you use them. Do that well, and a celebrity can deliver for your brand, justifying the investment in them. But there are times when the value of celebrities isn't fully exploited and so they neither get the attention that they could nor imbue the brand with the benefit of their association.

The presence of a celebrity isn't a guarantee of effectiveness

Average STSL / Power	Ad with celebrity	Ad without celebrity
Short term sales likelihood	57	56
Power	50	50

Source: Kantar Link database

Our number 12 ad in this year's awards for Avocados from Mexico features actress Molly Ringwald as the pitchwoman on the fictional 'Avocados from Mexico Shopping Network', where she touts products such as an avocado baby carrier or avocado helmet. At the end of this quirky ad, she is herself offered as a bonus in a characteristic home shopping style. Avocados from Mexico used celebrities in its Super Bowl ads during a six-year streak.



AFM Shopping Network, Avocados from Mexico, USA

Many brands use sports stars in their advertising campaigns, sometimes to leverage sponsorship deals, at other times simply hoping to exploit the popularity of the sportsperson and to borrow their credentials.



Gatorade GOAT CAMP, Gatorade, Chile

Gatorade's ad that comes in at number 13 in our top 20 ads this year features a Gatorade-fuelled Lionel Messi weaving in and out of robot legs to showcase his ball control skills. Titled 'Gatorade GOAT CAMP', the ad takes us to a mythical performance centre where young athletes are invited to attend to learn from the best in their respective sport. While the 30-second winning ad, tested in Chile, focuses on Messi, the three-minute full-length film also has cameos from Serena Williams, Usain Bolt and Michael Jordan.

Consistency

We are pleased to have returning winners to this year's awards and we congratulate them on being winners for a second year. This is a great validation of the power of consistency. In the WARC / Cannes Lions effectiveness ladder model, the length of time that a brand uses a campaign – and that it can be across many executions – is one of the three elements of 'creative commitment' that correlates with effectiveness. And a consistent approach can help with branding too.

Consistency helps with branding

	Average branding score
Continuation of an existing campaign	54
New campaign evolving from old	52
New campaign major departure	47

Source: Kantar Link database

Milka's ad that takes the number 6 place and was tested in France, is once again a heart-warming story of a child's tenderness. This year we see a boy collect bars of Milka from around the house to offer as a reward for a man's lost dog. When the dog returns, they enjoy the chocolate together.



And a lot of Milka, Milka, France

Google also makes a return to the ranking, this year coming in at number 7 with its 'Find your scene ad', created for the 92nd academy awards. It uses a familiar approach of Google search and Maps results, user-generated content and well-known music – this time Hall and Oates 'You make my dreams come true'. The ad shows how to pinpoint the shooting locations of famous movies, including Rocky, Jurassic Park, A Star is Born and Back to the Future.



Find your Scene, Google, USA

Our number 20 ad, from the USA, makes the ranking for the first time this year, but partially with content that has been used since 1989. Since then, Hershey's holiday ad has featured the famously shaped Kisses as bells that chime out the tune of 'We Wish You a Merry Christmas'. Use of nostalgia can be very effective: Kantar's ranking of the top Christmas ads in the UK in 2020 placed the classic Coca-Cola 'Holidays are Coming' ad in the number one spot. This year, Hershey updated their ad to show footage of a child taking a Hershey 'Kiss' to decorate a cookie, which, despite its strong scores, created a social media backlash in a year of so many changes. As a result, Hershey continued to air both the original and revised ad, showing the amazing power and durability of creative consistency.



Bells to Blossoms, Hershey's Kisses, USA

Appeal to the local market

A number of ads that appear in our top 20 have been used across multiple markets, but others have been created to specifically appeal to the local market, or adapted to reflect the status of the brand or how people consume advertising in local markets.

Kozel Beer's 'Pimp my Goat' ad will ultimately air in more than ten countries, with each market adapting it subtly to focus on different aspects of the brand according to their local needs. The challenge for the 15th place winning ad, which was initially created for Slovakia, was how to use the story to talk about the brand's new packaging launch and improved beer recipe. Kozel – which means 'goat' in Slovak – uses the care of its brewery mascot, a goat, as a metaphor for the care that it puts into its beer.



Pimp my Goat, Kozel, Slovakia

In Australia, eBay has developed its 'Postie' characters who deliver humour in a relevant and engaging way for the brand. eBay is the country's most visited online shopping site, with two out of three Aussies having made purchases on the platform in the last twelve months. Yet to most, the delivery process is hidden. So, they decided to shine a light on the delivery room and the people that have more insight into online shopping habits than anyone else: Posties. This ad, number 18 in this year's top 20 focuses on the benefits of eBay Plus.



The Fast and the Furious, eBay Australia, Australia

Inside the awards

The winners of the Kantar Creative Effectiveness Awards are the top-scoring ads from over 10,000 tested using Link in 2020.

Link is independently validated to predict how an ad will deliver ROI for brands, both in the short term and the long term. It's the world's most trusted ad testing solution, having been used over 215,000 times. It is not only predictive, its diagnostic measures help to guide ad optimisation to maximise ROI.

The Link measures that underpin our awards are the Short Term Sales Likelihood (STSL) and Power. STSL is the probability that an ad will drive a short-term sales response. Power is a measure of an ad's potential to contribute to a brand's longer-term equity. We recognise that not all ads seek to do both, but the approach provides a framework for assessment and recognises the power of creative to build brands, not just activate sales. Both measures are validated against real-life outcomes and contain metrics that relate to creative impact. So we understand both creative excellence and brand outcomes.

All the ads in the top 20 were tested as client assignments, so the data belongs to our clients. For that reason, we are unable to show scores achieved by individual ads, but clients have given permission for us to feature their ads. Some clients have a policy not to disclose that they conduct research, so our ranking excludes some highly creative and effective work we have tested.

Get in touch

We'd love to talk to you about how to get the most out of your next campaign – and showcase the benefits of rapid testing on Kantar Marketplace and the Link learnings database.

We have more learnings to share from the 2021 winners and much more. So please do get in touch with your Kantar representative.



KANTAR

About Kantar Marketplace

Kantar Marketplace is an automated market research platform designed for insights professionals, marketers and agencies who want to test, learn and move faster. With Kantar Marketplace you can quickly pre-test your TV, digital, outdoor, print or point of sale advertising with Link to ensure your creative is effective, in as few as 6 hours.

About Kantar

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients understand people and inspire growth.