

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 · 30m · BY TIM VAN DOORNLAER

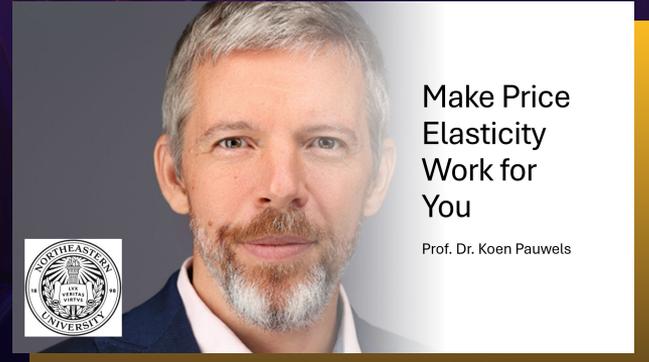


MARKETING AND MEDIA EFFECTIVENESS
Tim Van Doornlaer
Head of research DPG Media
UBA TRAINING 2417

Chapters

1. Introductie
4m
2. Hoe begin je eraan? Het effectiviteitskader
8m
3. Wat met mediablotstelling?
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



Gold

16



Zilver

43



Bronze

71



No Effie

145

SWOCC

Introduction

What did we do?



Introduction

Creative strategy: advertising operation models

1

Sales response

Aims to measure the direct purchase action following ad exposure as its core effect.

2

Persuasion

The short-term goal here is to convince non-users to start using this product.

3

Relationship

The development and strengthening of the relationship between the recipient and the brand.

4

Awareness

Assumes a high degree of direct influence of brand salience on purchasing behavior.

5

Emotions

This aims to develop associations between the brand and specific feelings.

6

Likeability

This aims to develop and strengthen a positive brand attitude as a long-term effect.

Source:

<https://www.swocc.nl/kennisbank-item/reclamewerkingsmodellen-giep-franzen-geven-merken-nog-steeds-houvast/#:~:text=De%20even%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

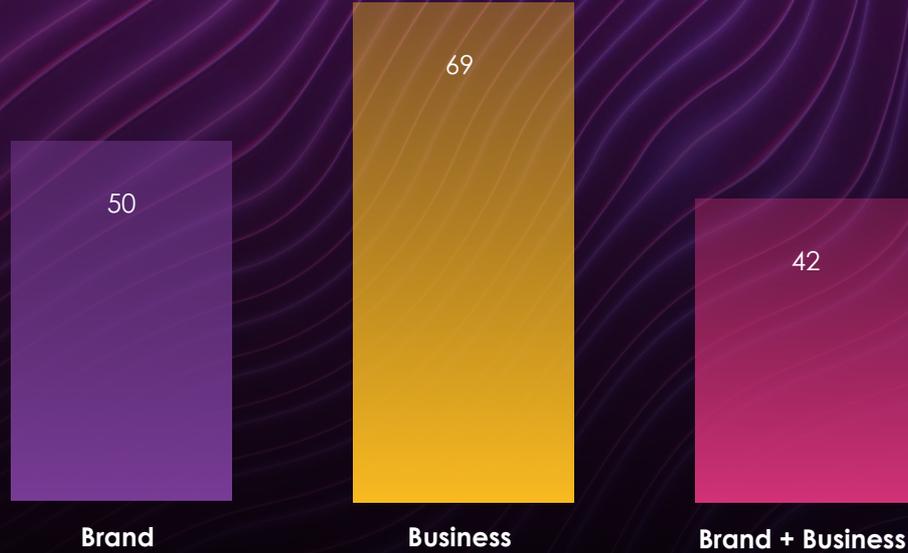
80

60

40

20

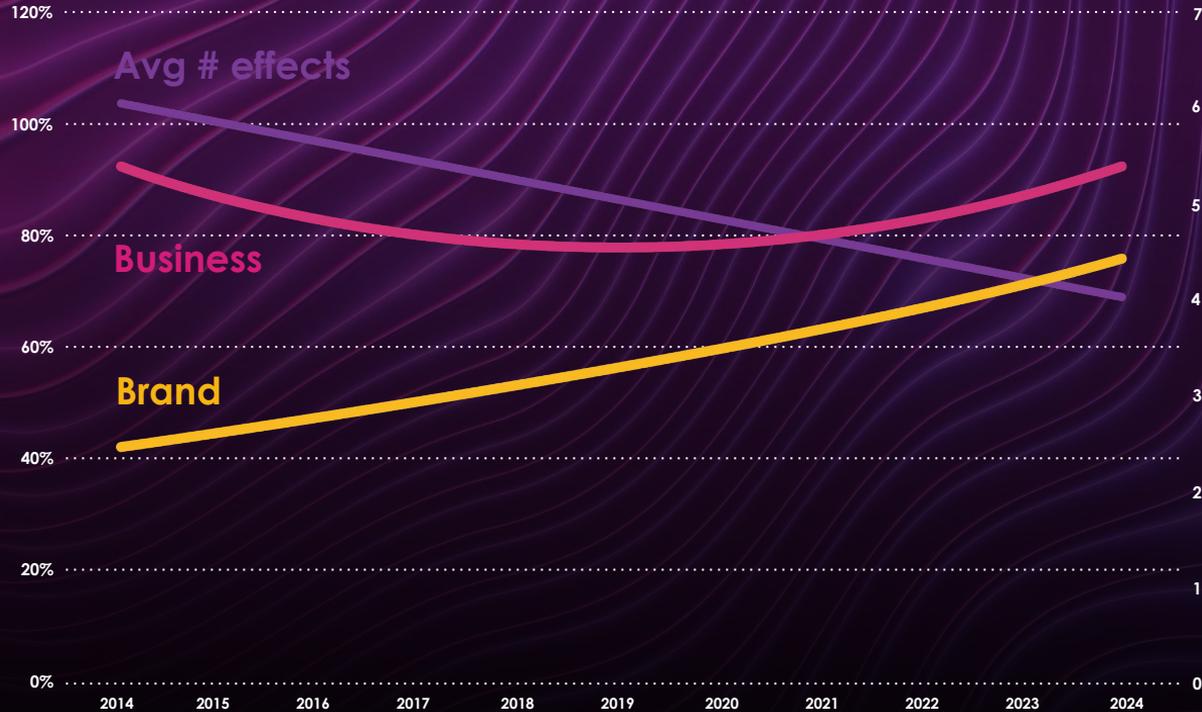
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Insights on effectiveness

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

Evolution Effects



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

Avg 3,6

Revenue growth/sales

69%

Customer acquisition

66%

Brand awareness

41%

Market share

35%

Brand consideration

28%

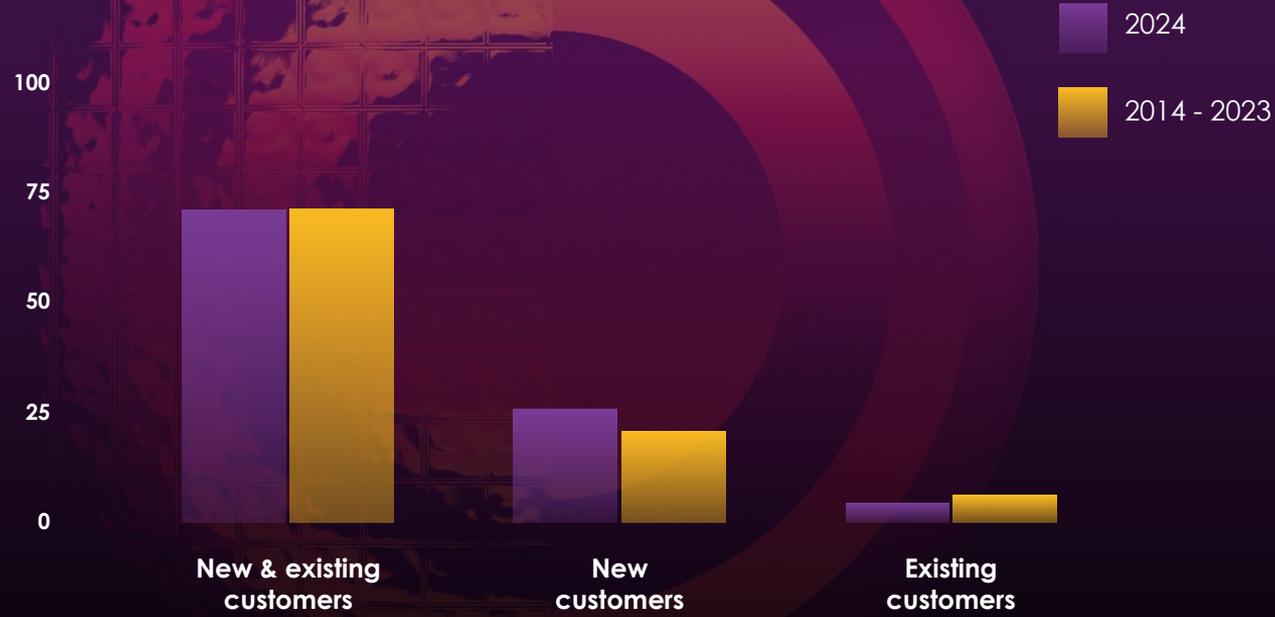
Brand equity

24%

Objectives 2024

New & existing customers

Client strategy

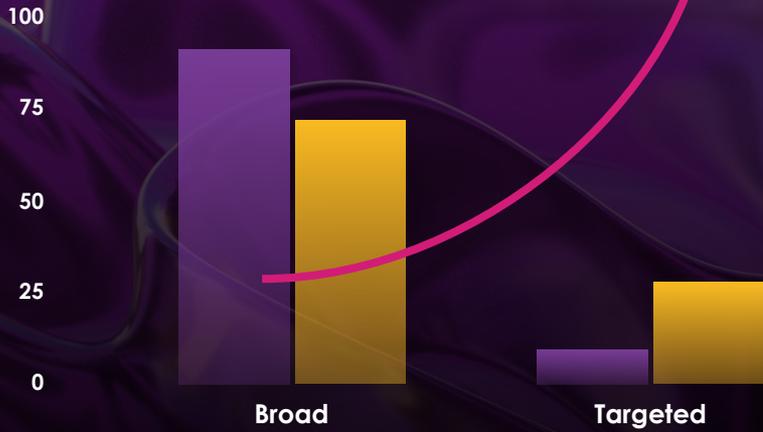


Source: EFFIE BE Cases 2024, all case with at least 1 effect

Media strategy

Broad targeting & longer campaign duration

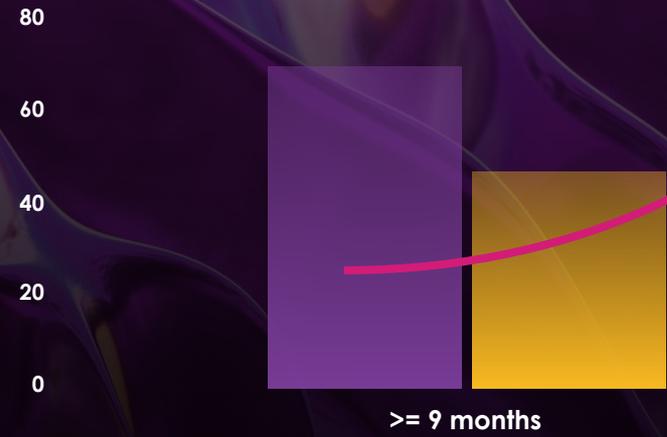
Target group: broad vs targeted



2024 2014 - 2023

Mainly socio demo

Duration Campaign



2024 2014 - 2023

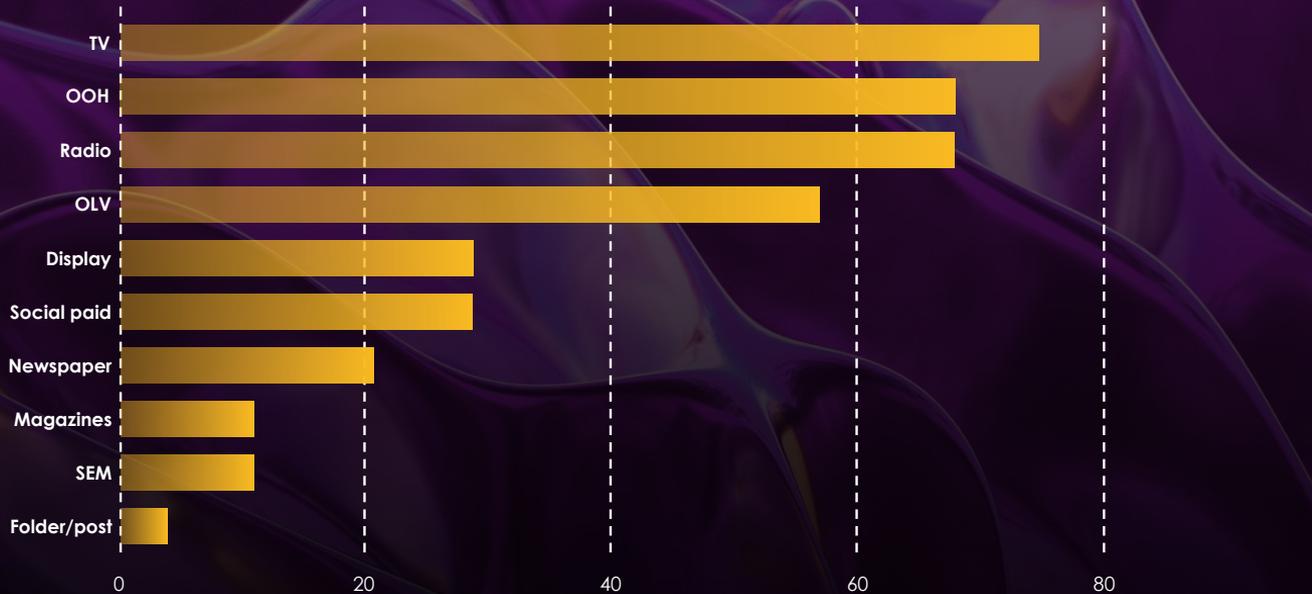
Often seasonal planning

Source: EFFIE BE Cases 2024, at least 1 effect

Media strategy

High reach crossmedia

Most used touchpoints, avg 4



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 + OLV	8

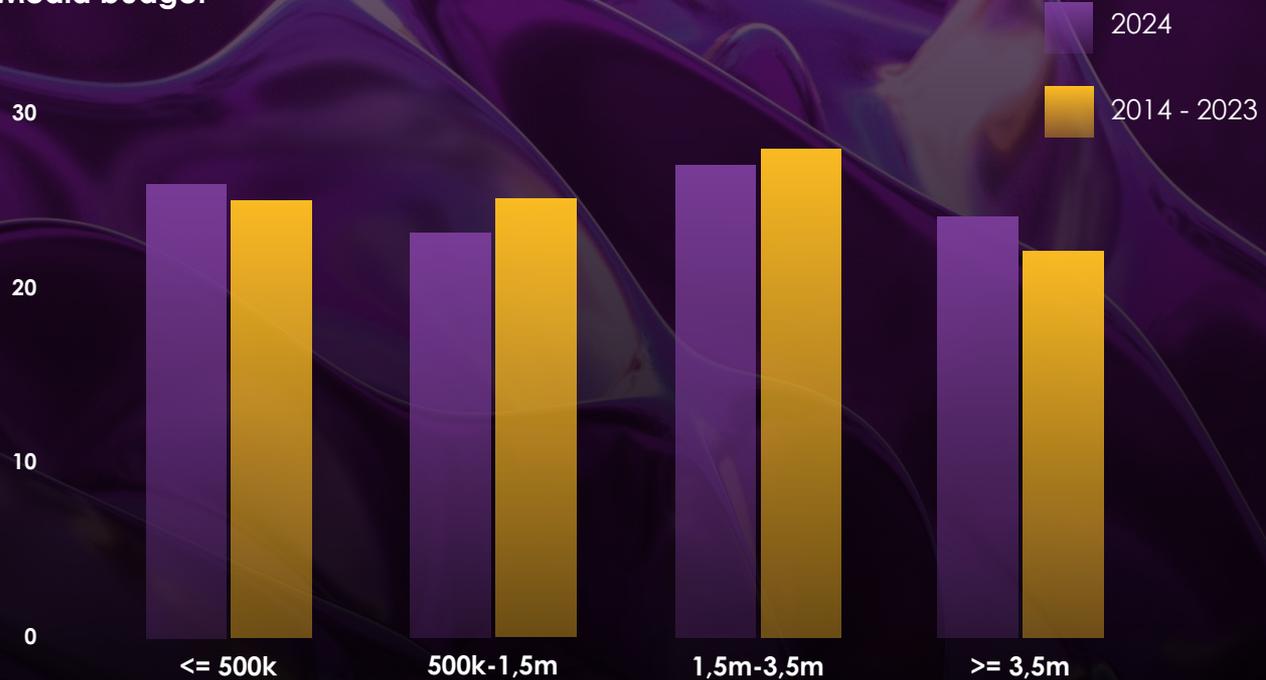
Most used squads

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

Awareness

WHAT

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

Build brand salience linked to purchase occasion

HOW

Typical consumers in recognizable situations, use humor

Link behavior to occasions, amplify emotional response

WHO

High involvement categories

Newer brands & for products purchased impulsively

KPI

Long term brand & sales effects

Short term ad recall and brand awareness

Creative execution: typical consumers in recognizable situations

Creating proximity - FAQ + Solutions



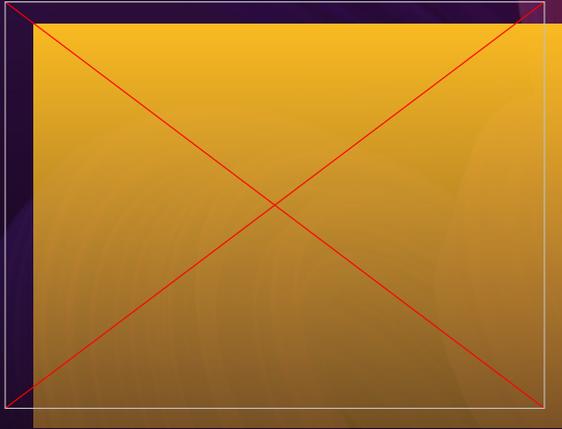
Relationship



Build a can-shift attitude

Making cost troubles transparent & convenient to follow

Climate
centric

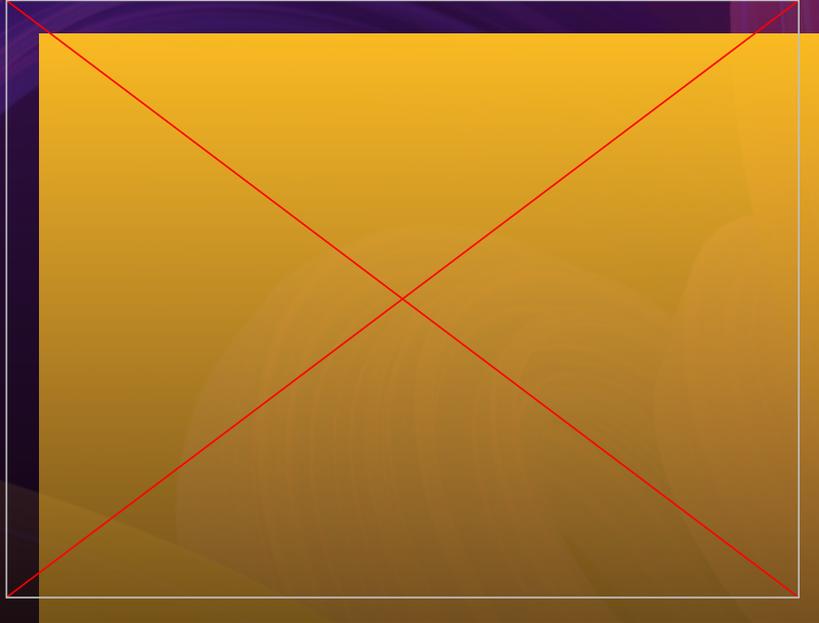


Cost
of living

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 van Panos komt,
Heb je zin in elke dag

Deadline Day

Chill Day

Level Day

Bang Day

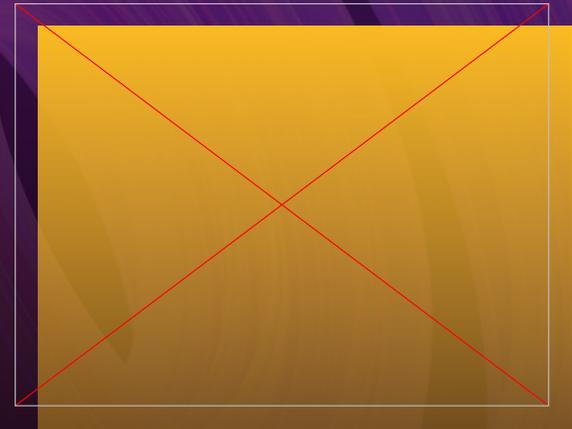
Swag Day

Top Day

Grumble Day



Awareness



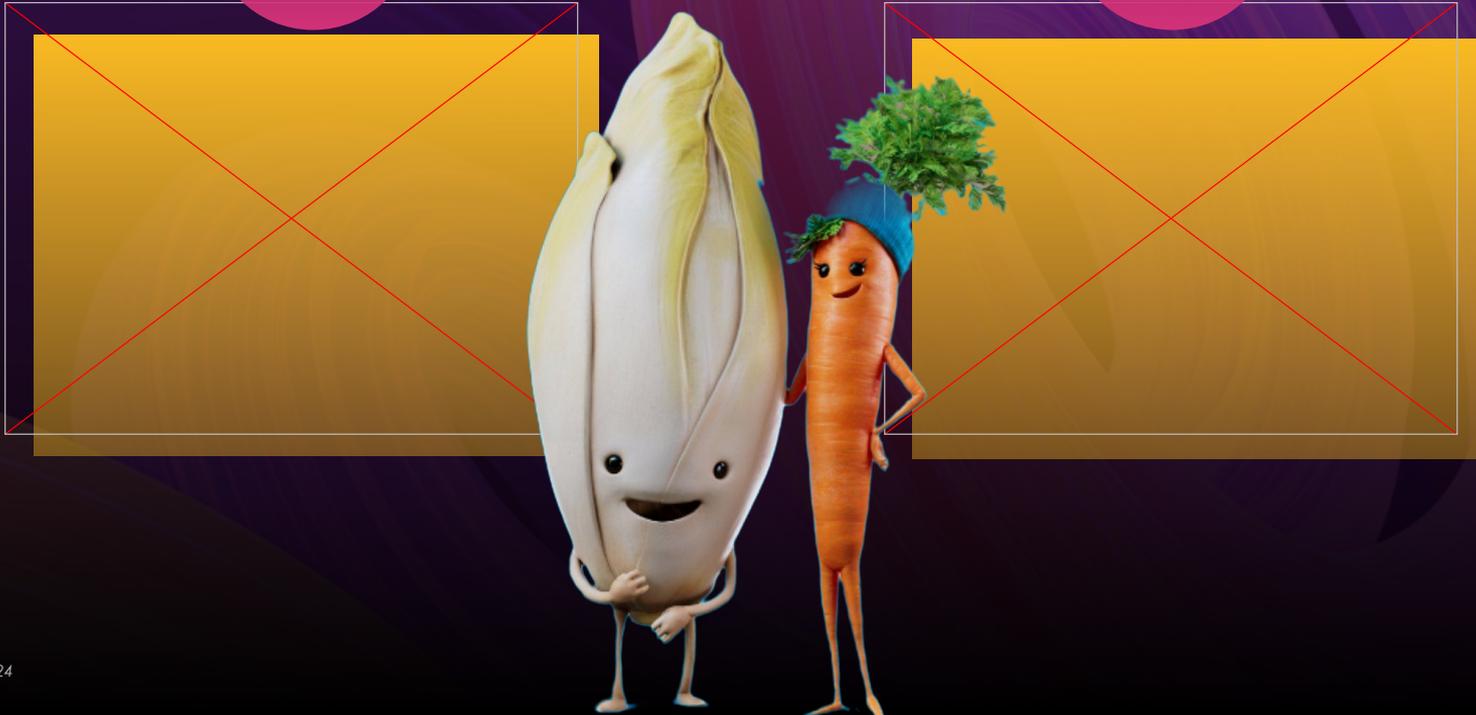
Creative execution: typical consumers in recognizable situations

Amplify Emotional Response - Strong DBAS in consumers natural habitats

Purchase
moment

Awareness

Consumption
moment



The use of humor

Exaggerating recognizable behavior



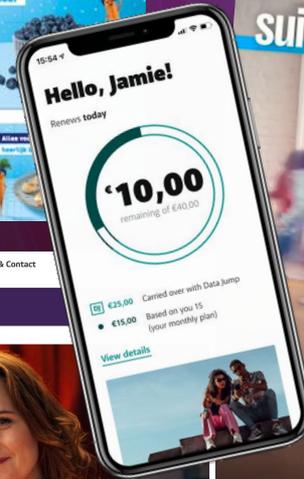
Strengthened by:

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



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Thank you