

# HELPING TRUTH RING TRUE





EFFIES ARE THE **COMMERCIAL** TEST...

THE POWER OF IDEAS  
THE VALUE OF THINKING  
THE IMPORTANCE OF AGENCY RELATIONSHIPS



UNDERSTANDING HOW COMMUNICATIONS WORK



AN EFFECTIVENESS CULTURE



WINNING EFFECTIVENESS AWARDS

## TO WHAT END...

Insight  
Strategy  
Creativity  
Bravery  
Connection strategy  
Production values  
Share value  
Novelty  
Re-invention  
Agile approach  
World first  
Enduring consistency

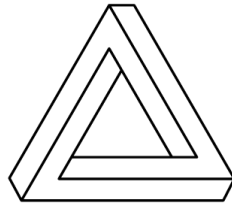


These are all just means to  
your commercial or societal  
ends



## THE WHY

**Objectives** are the reason, the Destination, the success and justification for the effort and investment



## THE HOW

**Strategy** is the path you take, the journey, the decisions and the story

## THE WHAT

The **work** is the tool, the material made to deliver the strategy to achieve the goals.



# THE PROCESS

NOTHING IS IMPOSSIBLE

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1



START NOW



# HOW EVER LONG YOU THINK YOU NEED, DOUBLE IT

Get client buy in up-front

This is **sensitive information**, clients may need to be **sold on why** they should enter. Know what you **can/can't report on**

Hunt the data

Finding and getting **data is slow**, you may need to **hunt beyond market research**, get **deeper** into the organization

Editing takes time

You'll end up **writing, re-writing and re-re-writing** an entry. Everyone has input and you'll need time to reshape.

Approvals

Approvals take time. Some clients will require **CEO/CFO even legal sign-off on papers**. Know how much time this will take and allow.



2



RESOURCING / PLAN



# IT TAKES A VILLAGE TO RAISE AN EFFIE

## Set some responsibilities

- Share the papers around
- Who's good at data – someone in finance?
  - Get a writer to polish
  - Get the MD on “Black Hat” duty
- Buy your media partner a drink (you'll need them)

**Made a back of a napkin plan, give people a role and let them know what you'll need and by when**

3



ADMIN



## DETAILS DETAILS

**Read the entry process  
documentation**

**Understand the categories  
you're going to enter into**

**No creative work allowed in  
the paper itself**

**Assign someone to manage  
all entry admin and material  
management**

**Avoid the deadline crunch by  
getting some of the entry  
process done up front**

**Word count strictly enforced**



ABOVE AND BEYOND

NOTHING IS IMPOSSIBLE

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WE'RE NOT HERE TO PROVE COMMUNICATIONS WORKS,  
WE KNOW THAT.

YOU'RE HERE TO PROVE YOUR CASE **OVER AN ABOVE**  
WHAT WOULD NORMALLY BE EXPECTED.

# OBJECTIVES

These are the benchmark for success - the beginning and end of the story.

Quantified

15% lift in MAT sales  
Lift brand association by 25%

Time based

To be achieved by 31<sup>st</sup> June 2017  
Measured in Q2 tracking

Commercially important

Raise performance of sales activity BY 30%  
10% increase in trade sign up

# NOT OBJECTIVES



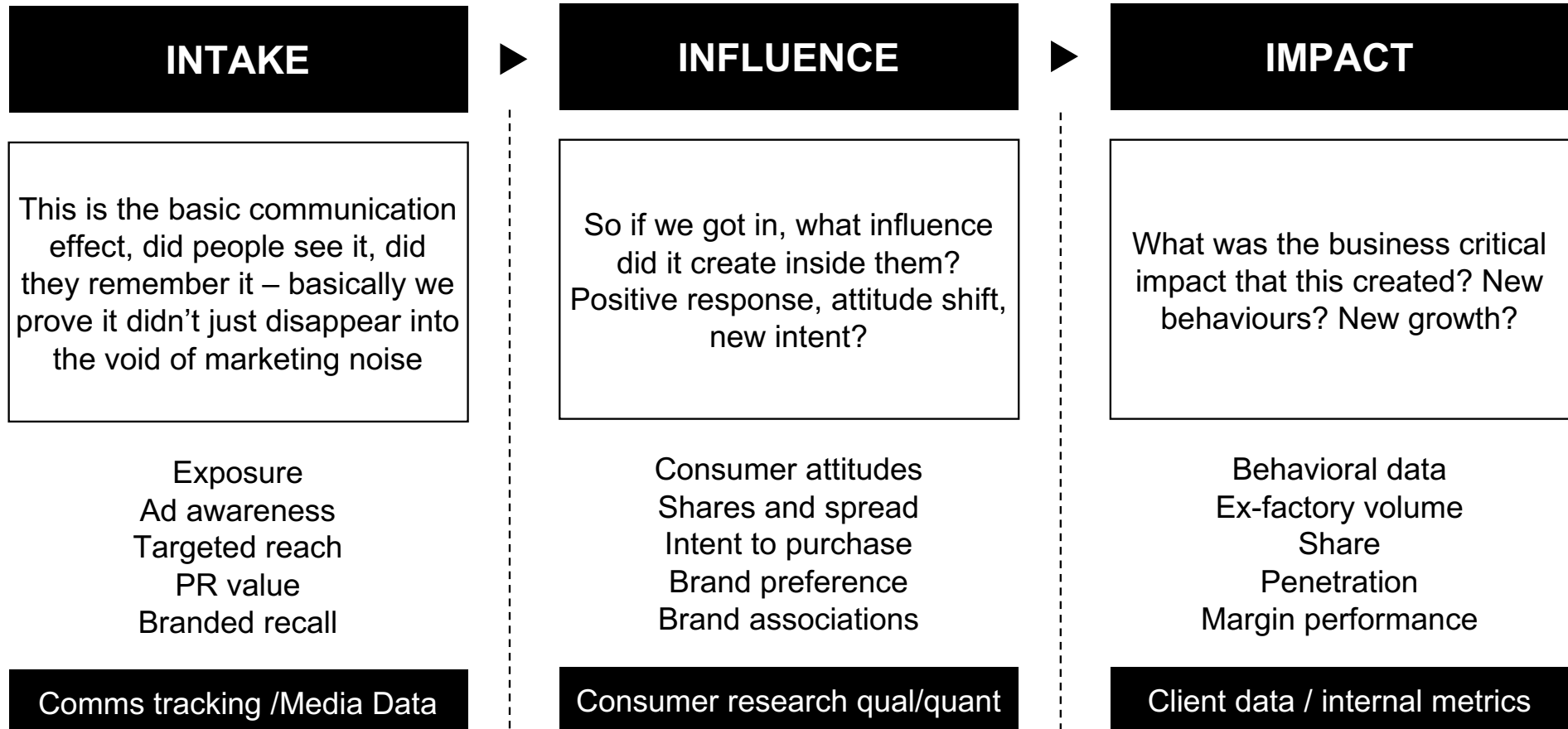
“Make a campaign that would get New Zealand talking about our brand”.

“Set a new sales record with our new product launch”.

“Challenge the status quo with a fresh take on orange juice”.



# USEFUL STRUCTURE





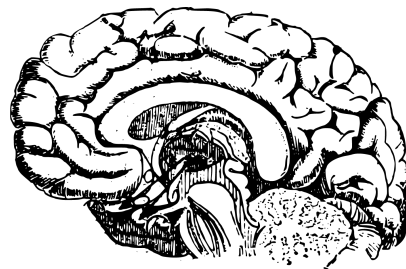
MAKING YOUR CASE

# PAPERS COLLECT ALLIES – YOU NEED THE JUDGES TO WANT YOU TO WIN

Rationale arguments only get you to finalist

In a deep pile of papers that all seem compelling in their own way,  
what makes your paper one to remember?

Make it easy for them to make a case for your success – you're trying  
to win them over to your side



BORED

# NARRATIVE

'This is the most extraordinary, exhilarating book.' EATWELDON

## THE SEVEN BASIC PLOTS

*Why we tell stories*



CHRISTOPHER  
BOOKER 

OVERCOME THE MONSTER – David vs Goliath

RAGS TO RICHES – Cinderella

THE QUEST – The Labyrinth

VOYAGE AND RETURN – The Hobbit

REBIRTH – Avatar

# WHAT IS YOUR FIGHT?

Are you out gunned by a big adversary?

Are you fighting the challenges of the market?

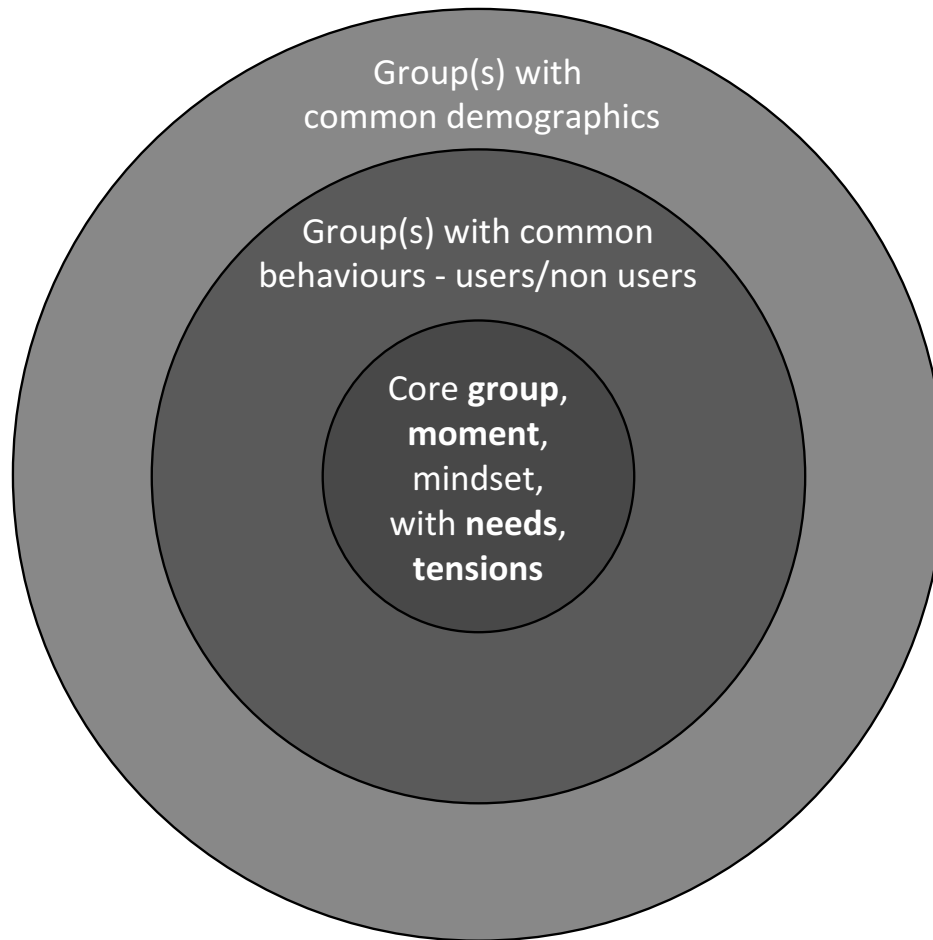
Are you wounded in some way?

Were you fighting customer apathy?

Were you fighting misinformation in market?

**Make the challenge feel  
hard, a gnarly problem  
that the judges want to  
know how you solved  
it.**

# CHARACTERS WORTH CARING ABOUT



PAINT A LAYERED PICTURE OF YOUR AUDIENCE, NOT JUST THE INFORMATION BUT A GROUP TO RELATE TO AND EMPATHISE WITH



## HIGHLIGHT THE DRIVING INSIGHT(S)

Make it **interesting**, something that sticks in the mind  
Go **beyond observations** and truths  
Give it **consequence**

# ADD THE DRAMA

THERE'S NO STRATEGY WITHOUT SACRIFICE

Point out where you passed  
on a comfortable or usual  
approach

Highlight the leaps you  
made in the strategy

Point out the upside and  
downside of the approach

Highlight what needed to go  
right for everything to work  
as plan – the lynch pin

**Create a sense of calculated risk – give the judges something to cheer for**



## LINKAGES



Sections flow from one to the other but so often they don't link in any meaningful way

**Think:** every section is answerable to the section before it.

If you're objective is penetration how does the definition of your audience pay back to that?

If you have a strong tension in your audience how does the idea resolve it?

# ISOLATION OF THE EFFECT

Believe it or not, there are more powerful forces than advertising in the world... have you made a case that something else wasn't really the reason?

PRICE

DISTRIBUTION

EXTERNAL  
ENDORSEMENT

PRODUCT  
CHANGES

COMPETITIVE  
SCREW UP

# ISOLATION OF THE EFFECT

Isolate, acknowledge, set expectations, distribute success,  
demonstrate dynamics

A year on year  
picture that shows  
similar situations to  
discount usual  
activity

Make a case for  
what sort of effect  
these might have  
had previously

Demonstrate price  
elasticity and adjust  
results accordingly

Remove results that  
relate to the effect  
e.g. A particular area  
of NZ. or remove  
results from a  
specific channel

Demonstrate how  
your activity  
amplified the effect  
of these forces –  
door to door  
conversion



# PROVING YOUR POINT

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## RESULTS THAT FLOW

Match your results to your objectives.

You can put more in but don't leave objectives unanswered.

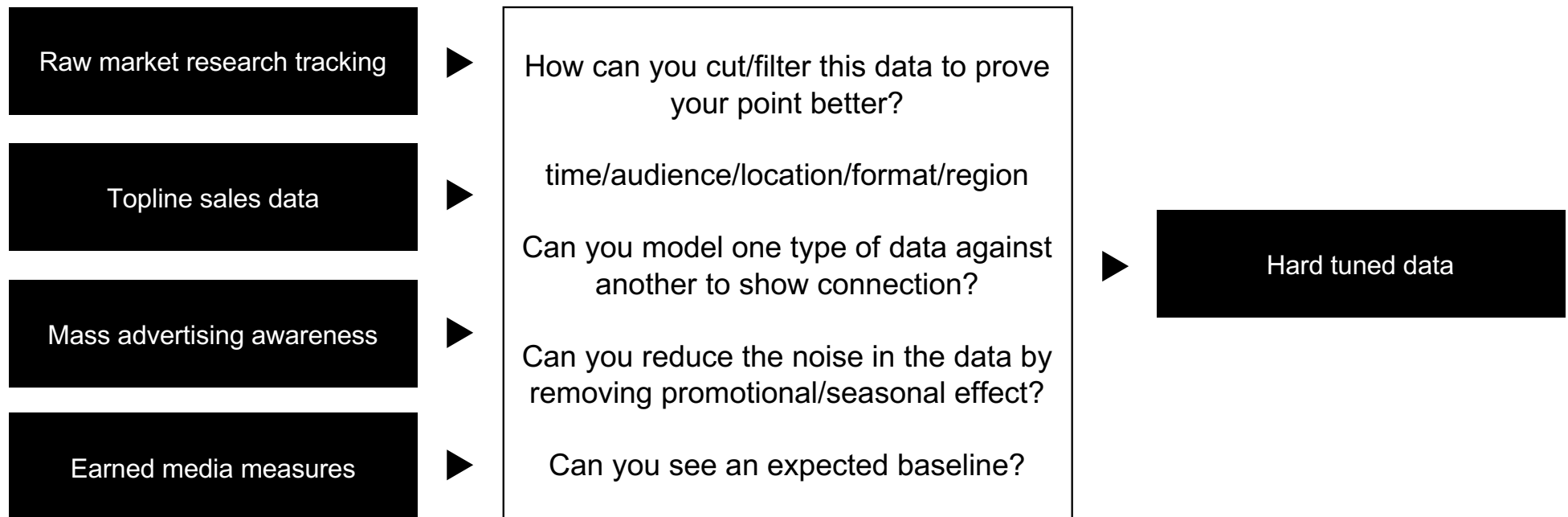
Match your structure



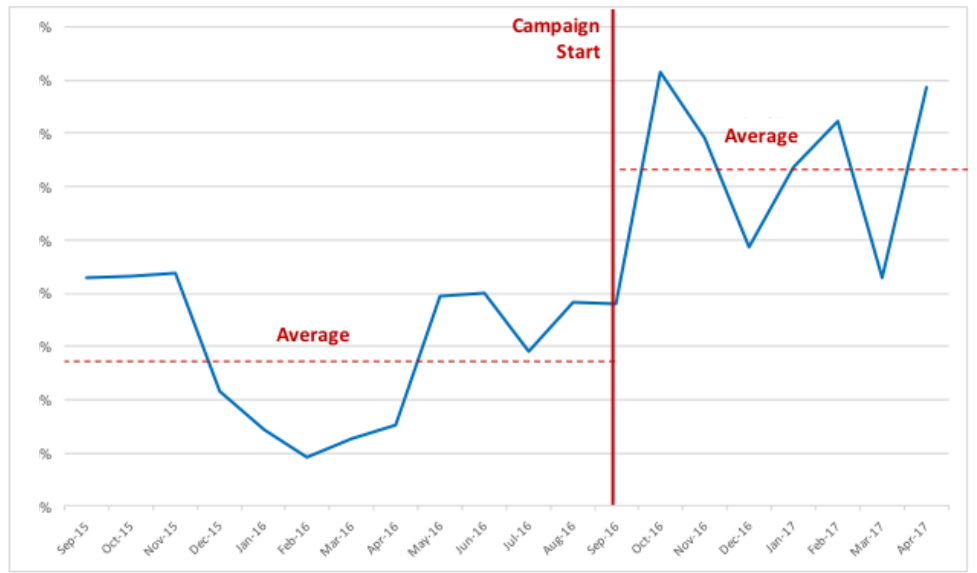
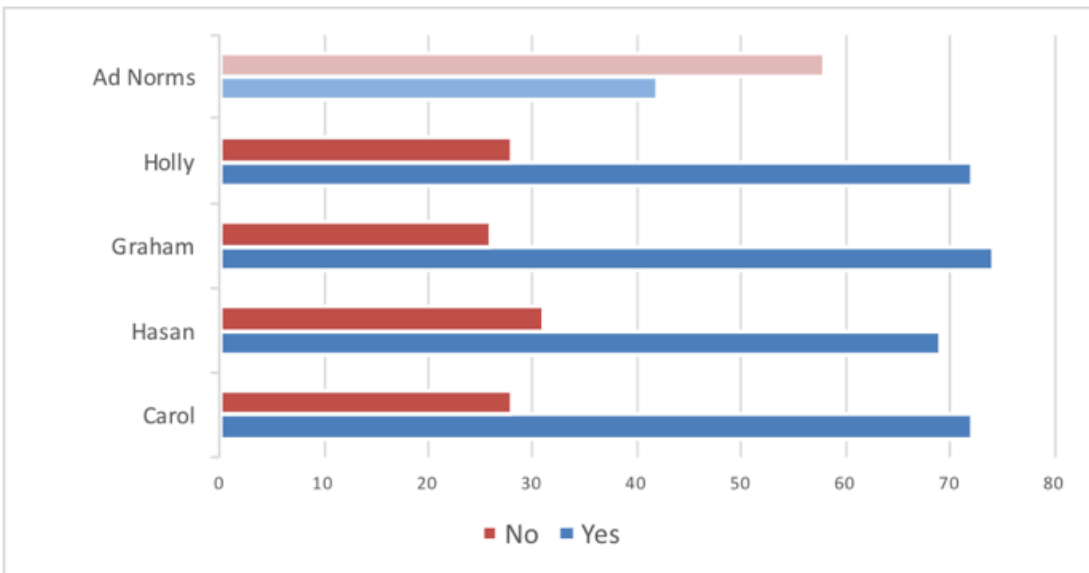
Just saying...

# BEAT THE DATA / BE ANNOYING

## Data Dump



# KILLER CHARTS



# DISCOUNTING OTHER FORCES WITH DATA

Show results from a comparative situation e.g. Last time a new entrant came into market

Show how price and sales move together show the trends and the success over and above that

Dig deeper into your success measures to show where most of your success came from

Show total category data to demonstrate you enjoyed the success all to yourself



# LONG TERM SUCCESS

SHOW HOW THE SUCCESS HAS CONTINUED

**Include enduring measures like brand equity, preference or brand associations**

**Enduring retail success after campaign stopped, did you get a new baseline level of sales? Has share held up? Have the competition struggled to regain losses?**

# ROI

Quantified pay back to business – CFO language

## ROI CALCULATION:

$$\frac{\text{Incremental value produced by the activity} - \text{total cost of the activity}}{\text{Total cost of the activity}} = \$XX : \text{EXPRESSED AS A DOLLAR VALUE}$$

## ROI JUSTIFICATION:

You own numerical justification for the spend and success – how did your client CEO/CFO measure its success?



GO FORTH

NOTHING IS IMPOSSIBLE

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