



# Unruly, Peter Field & IPA

Video and Sustained Brand Impact



**UNRULY**  
A News Corp Company

Why work together?

# The Godfather

of Marketing Effectiveness

# IPA



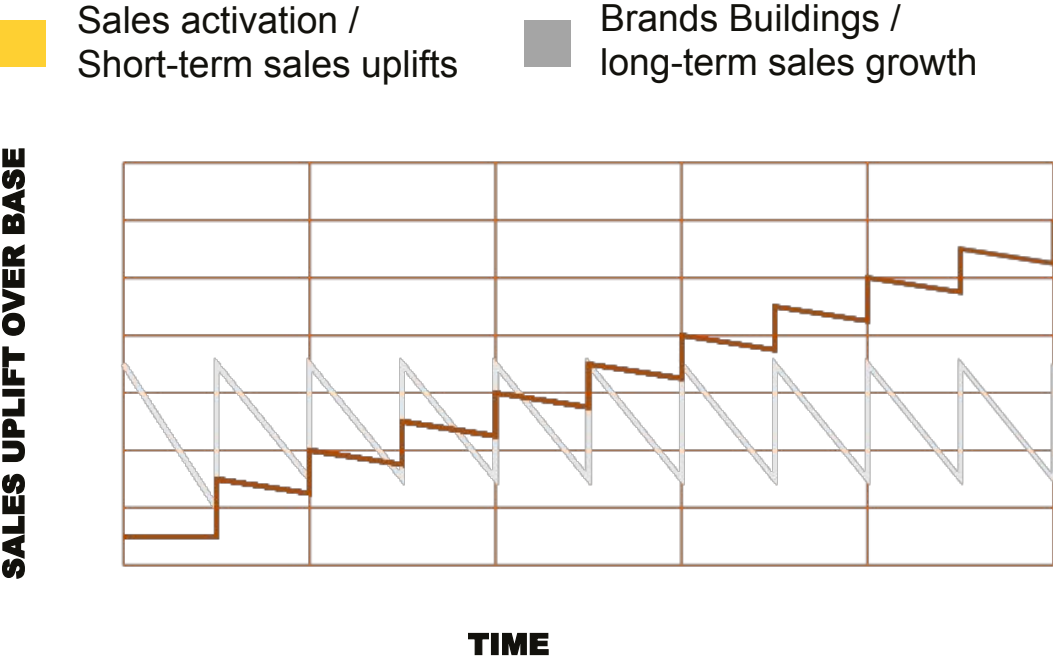
IPA

**UNRULY**  
A News Corp Company

# Some key findings

## The 60:40 rule

The effect of multiple exposures



The 60:40 Rule

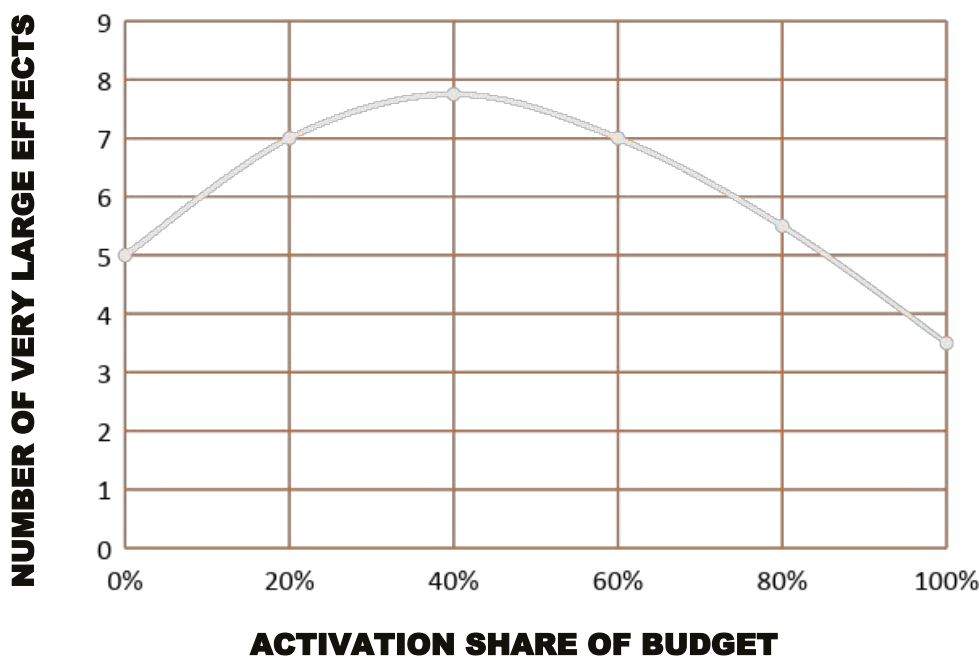
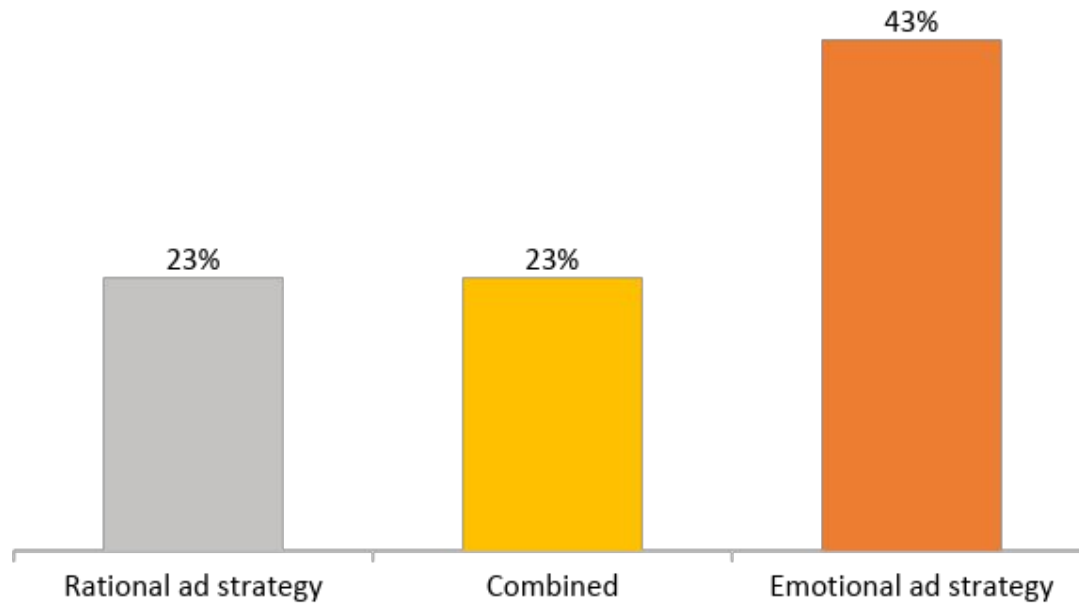


Chart 1: Media in Focus: Marketing Effectiveness in the Digital Era, Les Binet and Peter Field; 2016  
 Chart 2: The Long and the Short of It, Les Binet and Peter Field; 2013

# Emotions drive profit - especially in the long term

Percentage of campaigns reporting **very large business effects** after **three or more years**



“ **Emotional campaigns are more effective & more profitable** than rational campaigns – even in ‘rational’ categories... ”



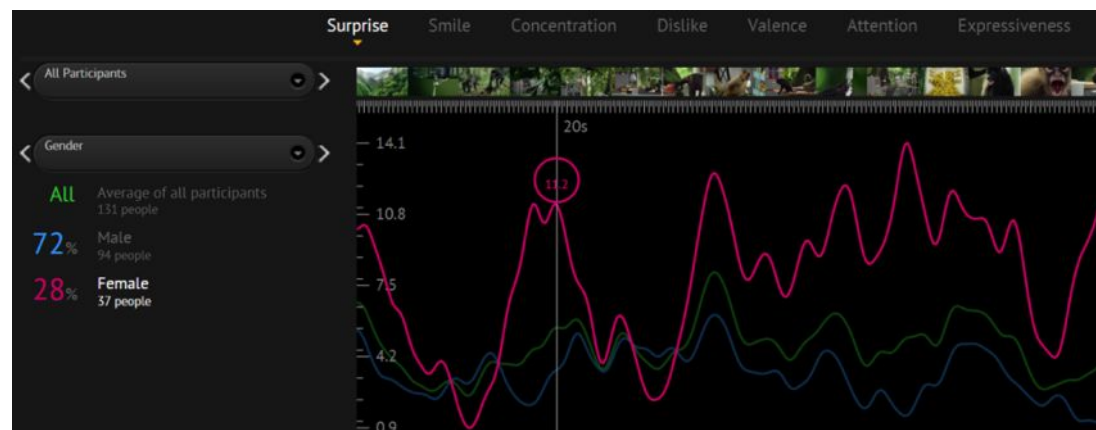
Why do emotions matter?

“ People will forget **what you said**,  
people will forget **what you did**,  
but people will never forget  
**how you made them feel.** ”

-Maya Angelou

## System 1

Unconscious response



## System 2

Conscious response

Emotional Responses	Intensity										
Amazement	N/A	1	2	3	4	5	6	7	8	9	10
Exhilaration	N/A	1	2	3	4	5	6	7	8	9	10
Happiness	N/A	1	2	3	4	5	6	7	8	9	10
Hilarity	N/A	1	2	3	4	5	6	7	8	9	10
Inspiration	N/A	1	2	3	4	5	6	7	8	9	10
Pride	N/A	1	2	3	4	5	6	7	8	9	10
Nostalgia	N/A	1	2	3	4	5	6	7	8	9	10
Sadness	N/A	1	2	3	4	5	6	7	8	9	10
Warmth	N/A	1	2	3	4	5	6	7	8	9	10

# UnrulyEQ metrics



## PSYCH RESPONSES

Emotions

Cognitive (e.g. Knowledge)

Primal or Negative

## BRAND METRICS

Recall

Consideration

Favourability, Brand Values

Share or Talk About

## FOLLOW-UP INTENT



# IPA effectiveness metrics

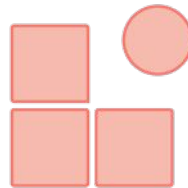
Long and short term metrics

## LONG TERM



### **Business Effects**

- Market share
- Pricing
- Profit



### **Brand Effects**

- Esteem
- Differentiation
- Fame

## SHORT TERM



### **Activation**



# 1. Unruly testing is connected with real-world outcomes

Overall, across the two datasets we found that there were:

# 31

positive correlations  
(*strength 0.27 or more*)  
between Unruly metrics and  
IPA metrics.

# IPA

## 2. Metrics associated with long vs short-term success are very different

However:

Only

**1**

Unruly metric which correlated to IPA metrics  
(*strength 0.27 or more*)  
applied to both long and short-term effects.

IPA

# 3. Negative triggers can be linked to short-term success

## 3 of the top 5

factors correlated to activation were

**negative psychological  
or brand responses**

– and one was neutral!

Short term (activation)

	Metric	Correlation with activation effects
★ 1	Contempt	0.36
2	Hilarity	0.28
3	Brand: No Difference	0.23
★ 4	Brand: Worse than before	0.23
★ 5	Negative	0.22

# 4. Positive psychological responses correlate with long term effects

4 of the 6 long term effects

## **BUSINESS**

---



Price



Profit



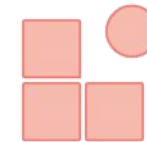
Market

## **BRAND**

---



Fame



Differentiation



Esteem

# 5. Amazement and exhilaration have the best link to effectiveness



Correlation with amazement	Effectiveness metric	Correlation with exhilaration
0.31	Pricing	0.30
0.27	Differentiation	0.25
0.25	Profit	0.19



# Key Findings



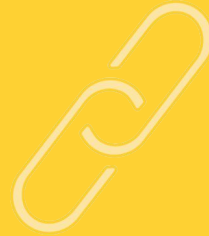
**1**

Unruly testing is connected with real-world outcomes.



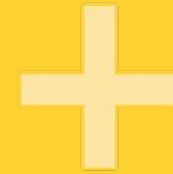
**2**

Metrics associated with long vs short-term success are very different.



**3**

Negative triggers can be linked to short-term success.



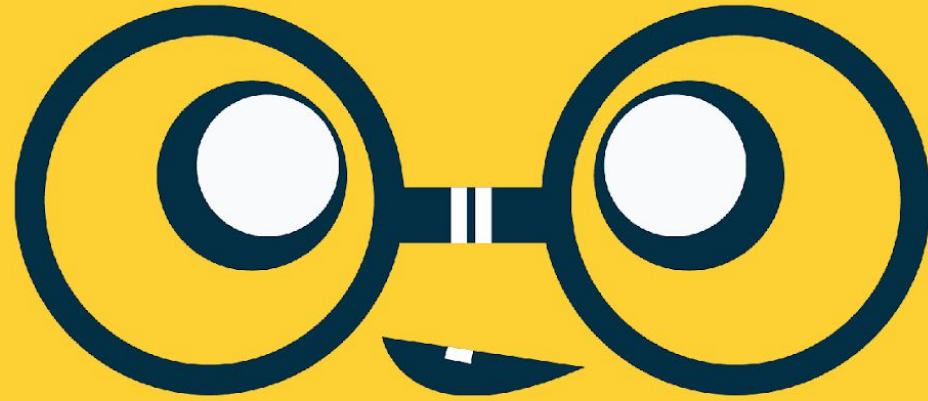
**4**

Positive psychological responses correlate with long term effects.



**5**

Amazement and exhilaration have the best link to effectiveness.



@Unruly.co



@Unruly.co



@fb.com/unrulyco

Thank you!



**UNRULY**  
A News Corp Company