Brand Truths, Trump, & Tequila:
Using Data to Enhance Creativity
84% of marketing content is now visual and growing 130% every year.
Creatives are the biggest contributor to sales, at 47%.

This rises to 56% on Digital Platforms.
Creatives are the biggest contributor to sales, but also the least understood.

WHO to target?
WHERE to reach your audience?
WHEN to post/publish?
WHAT to show?
Top content marketing challenges:

- Challenging to produce engaging content: 65%
- Don’t know how to Measure the ROI of their campaigns: 62%
- Can’t produce content consistently: 60%
3 Conflicting Expectations

1. Innovative yet on-brand
2. Consistent yet customized
3. Creative yet data-driven
Only 16% of people remember the ad and correctly link it to the brand.

Byron Sharp, Ehrenberg-Bassed Institute (2016) - n=143
Creativity x Brand: How Brands are Built

01 Distinctive asset recorded

02 Brand association is built.

03 Association is refreshed regularly and consistently.

Jenni Romaniuk - Building Distinctive Brand Assets
just missed us
Does too much branding ruin an ad?
Creativity x Brand: People who skip ads will always skip ads.

Creativity x Brand: Brand entry timing or time on screen does not impact ad likeability.

Distinctive brand assets increase likelihood your brand will be linked to your ad by 40%.

Mark Ritson, 2019
33% Average revenue increase attributed to presenting your brand consistently.

Lucidpress, State of Brand Consistency, 2019
3 Modern Marketing Tensions

1. Innovative yet on-brand
2. Consistent yet customized
3. Creative yet data-driven
85% Facebook users watching video without sound.

Digiday, May 2016

4% YouTube users watching video without sound.

Peter Cory, The Drum, October 2016
Incorporate brand identity early

Bring the action and focus forward

Put your hero front and centre

Consolidate your message to 15 seconds or less
Cumulative impact on Ad Recall

Cumulative impact on Brand Awareness

Cumulative impact on Purchase Intent

Source: Facebook commissioned Nielsen to analyze its database of BrandEffect studies, identifying 173 studies that included video worldwide between mid-Dec, 2014 and mid-Feb, 2015. Test/control design of the studies measured attitudinal impact of an ad campaign.
Facebook’s Brilliant Basics

**Business Objective**
Is the creative tied to a singular business objective and tackling an intended benefit?

**Instant Attention**
Does your image/video have strong stopping power or grab attention within the first 1-3 secs?

**Retain Interest**
Does your video retain attention via storytelling or other techniques?

**Brand Link**
Does it incorporate Brand Identity early within first 1-5 secs?

**Think sound off…and sound on**
Design for sound off as default…but delight with sound on

**Frame for Mobile**
Is the asset framed for mobile feed with a 1:1, 2:3, 4:5 or 9:16 aspect ratio?

**Highlight what Matters**
Are you highlighting key elements with zooming, framing or graphics?
Generic platform best practices

Clear call to action  
Win first 5 seconds  
Short, sweet & fast  
Make it for mobile
3 Modern Marketing Tensions

1. Innovative yet on-brand
2. Consistent yet customized
3. Creative yet data-driven
## Creativity x Data: Creative best practices, analyzed shot by shot

### Club Social, BR, 14 second ad

<table>
<thead>
<tr>
<th></th>
<th>Pace quickly</th>
<th>Start high</th>
<th>Bright &amp; bold</th>
<th>Frame tightly</th>
<th>Sounds &amp; Supers</th>
<th>Brand early</th>
<th>Brand often</th>
<th>Brand audio mentions</th>
<th>Product consumed</th>
<th>Call to action</th>
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Creativity x Data: 4 things that improve the chance your ad will be noticed and remembered.
Creativity x Data: Integrating data and creativity drives growth.

Marketers who integrate creativity and data drive more growth.

<table>
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<tr>
<th>Data-driven creativity scores¹</th>
<th>Integrators Use more data &amp; creative processes, and integrate them (n=40)</th>
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<tbody>
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<td>Scale of 1–5</td>
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<td>Isolators Use data &amp; creative processes, but without integrating (n=100)</td>
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<tr>
<td>Idlers insignificant progress utilizing data-driven marketing practices (n=50)</td>
<td>3.52</td>
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<tr>
<td></td>
<td></td>
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<tr>
<td>Annual growth</td>
<td></td>
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<tr>
<td>&lt;3%</td>
<td>&gt;10%</td>
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¹ An index examining the level of integration between data and creativity within the marketing function

McKinsey&Company
Technology can help.
Creativity x Data: Which creative performed better?
Creativity x Data: Which creative performed better?

2007: The “democratization of A | B testing” was born
Creativity x Data: This is how Picasso Labs sees a creative.

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</tr>
<tr>
<td>Eye Contact: FALSE</td>
</tr>
<tr>
<td>Multiple People: FALSE</td>
</tr>
<tr>
<td>Body Shot: PARTIAL BODY</td>
</tr>
<tr>
<td>Hands: TRUE</td>
</tr>
<tr>
<td>Beverage: TRUE</td>
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<tr>
<td>Beverage Brand: CORONA</td>
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<tr>
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<tr>
<td>Bottle: TRUE</td>
</tr>
<tr>
<td>Outdoors: TRUE</td>
</tr>
<tr>
<td>Environment: BEACH</td>
</tr>
<tr>
<td>Time of Day: UNKNOWN</td>
</tr>
<tr>
<td>Editorial Feel: TRUE</td>
</tr>
<tr>
<td>Text on Asset: TRUE</td>
</tr>
<tr>
<td>Logo Present: TRUE</td>
</tr>
<tr>
<td>Alcohol Warning: TRUE</td>
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Our technology determines if your brand creatives meet best practices & brand guidelines and are optimized for success.

- **Highlight What Matters**
  - Product Visible - Corona bottle present.

- **Business Objective**
  - Shop Now button present.

- **Brand Link**
  - Logo is present in the first frame.

- **Framed For Mobile**
  - Aspect ratio is 16:9 which falls within the guidelines for Twitter, Facebook, and Instagram.
Over 50% of CMOs admit they don’t know what it is about their creatives that generates awareness, engagement, and sales.

*Content Marketing Institute — 2016 B2C Content Marketing Trends*
**Creativity x Data:** This is how Picasso Labs sees a creative.

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### Creative Performance

#### Facebook Ads
- Total Spend: $24,501.30
- Ad Recall Rate: 7.48%
- Total Clicks: 21,492
- Total Conversions: 3,566
- Click-Through Rate: 4.29%
- Conversion Rate: 0.78%
- CPC: $1.14
- CPA: $6.87

#### Instagram Ads
- Impressions: 1,345,000
- Clicks: 1,345
- CTR: 0.1%
- CPC: $1.24

#### YouTube Ads
- Video Views: 10,405
- Average cost per view: $0.53
- View Rate: 1.16%
- Conversion Rate: 0.04%
Creativity x Data: Real-time measurement of each creative variable and brand guideline.
Unilever increased creative consistency by 200%+ in <10 months.

- **200%**
  - Increase in creative consistency in less than 10 months

- **$85M**
  - Saved through adherence to digital mandatories

- Statistically significant relationship between adherence and digital KPIs
You are the guardians of your brands.

Years on the Job

Most chief marketing officers have not been in their positions long. More than 40% have been in their roles two years or less, and 57% have been in them three years or less.

FROM “WHY CMOS NEVER LAST,” BY KIMBERLY A. WHITLER AND NEIL MORGAN, JULY-AUGUST 2017 © HBR.ORG
“My aim is not to stifle creativity but to identify operational boundaries, so creativity can have the best opportunity to succeed.”

Jenni Romaniuk - Building Distinctive Brand Assets
Picasso Labs
anastasia@picassolabs.com