



System1

The most awarded Finnish TV spots

What consumers really think

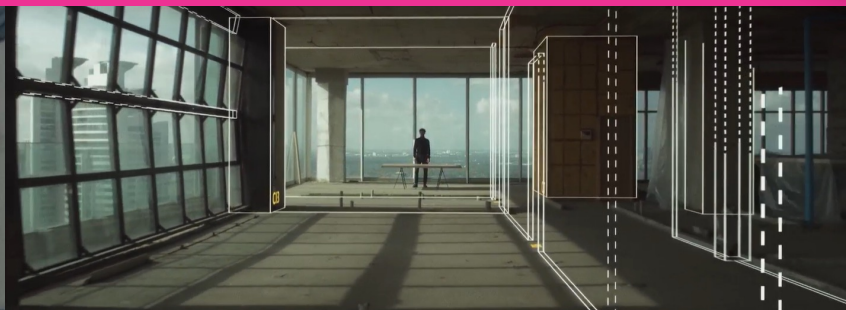




System1

Jon Evans

Chief Customer Officer



Creativity is the most effective thing a marketer can control





**“Half the money I spend
on advertising is wasted;
...the trouble is, I don’t
know which half.”**

John Wanamaker
US department store merchant

1838 - 1922

The Measures



Star Rating

Star Rating reveals how positively viewers respond to the ad. It predicts the potential of an ad to grow long-term market share & runs from 1 to 5-Stars.



Spike Rating

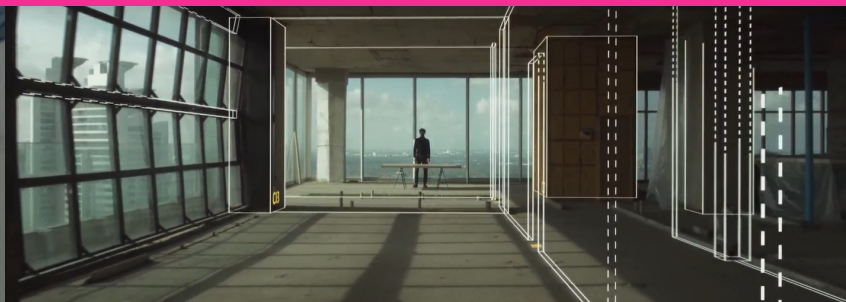
Spike Rating predicts the potential for an ad to drive short-term sales. It is based on how intensely viewers respond to the ad and how quickly they connect the ad to the brand.



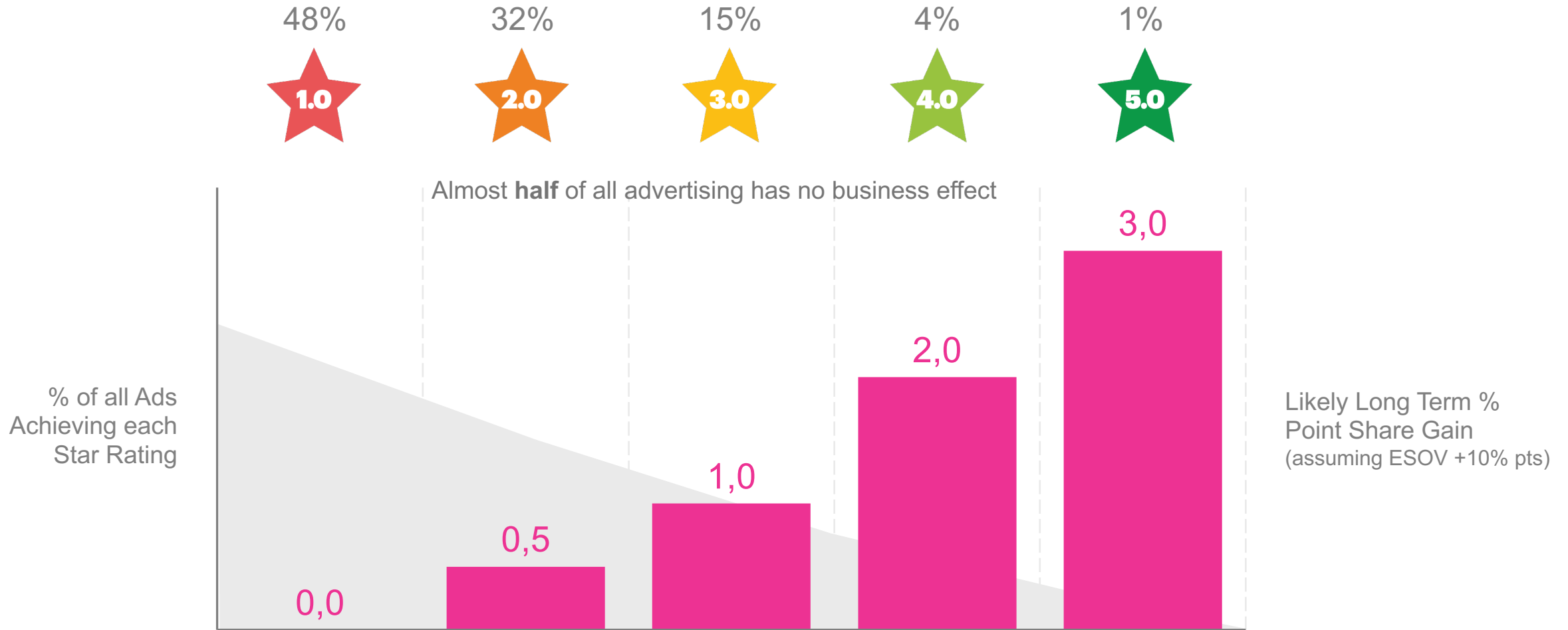
Fluency Rating

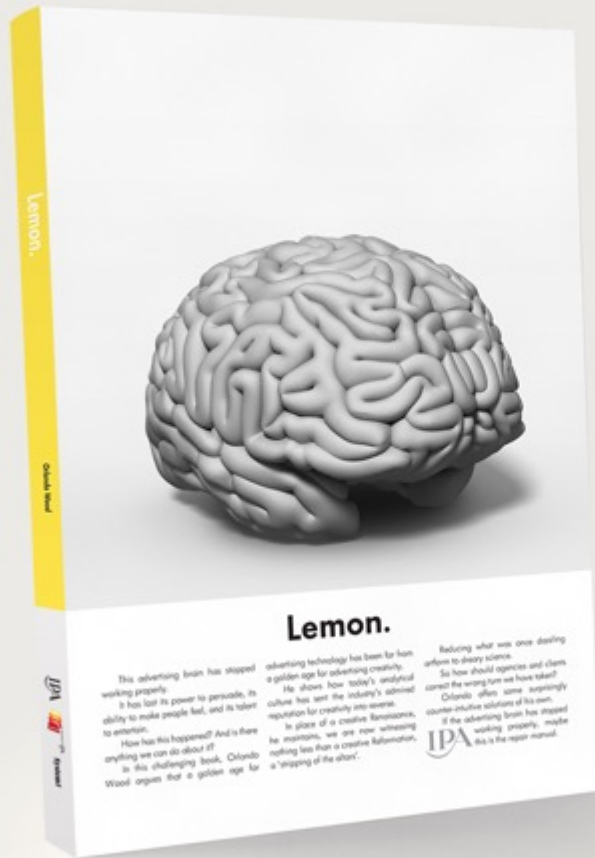
Fluency is a measure of how quickly and easily a brand is recognised. If Fluency is low then the ad may be emotional but isn't making proper use of brand assets.

System 1



Wannamaker was right **almost half** of all ads have no long term impact





“Orlando explains what’s happening on our watch – a crisis in creativity. Everyone involved in commissioning, making, and carrying advertisements should read this book”

Karen Fraser MBE



“The playbook for rebuilding the effectiveness that advertising has lost over the last decade”

Peter Field

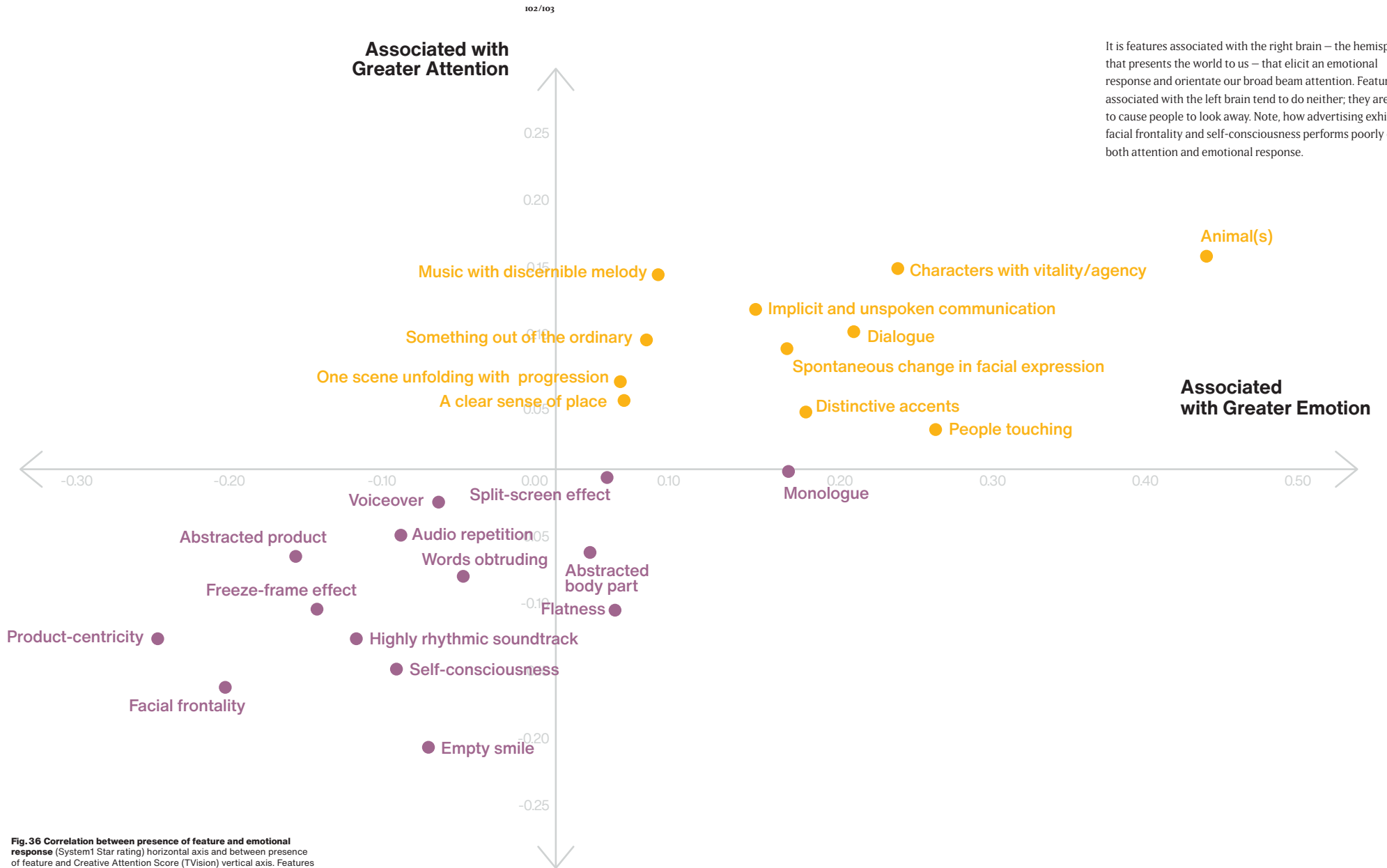
Left

Features for direct effects only, for those already in 'buying mode'.



Right

Features tied to attention, Star score, market share & profit gain.



It is features associated with the right brain – the hemisphere that presents the world to us – that elicit an emotional response and orientate our broad beam attention. Features associated with the left brain tend to do neither; they are likely to cause people to look away. Note, how advertising exhibiting facial frontality and self-consciousness performs poorly on both attention and emotional response.

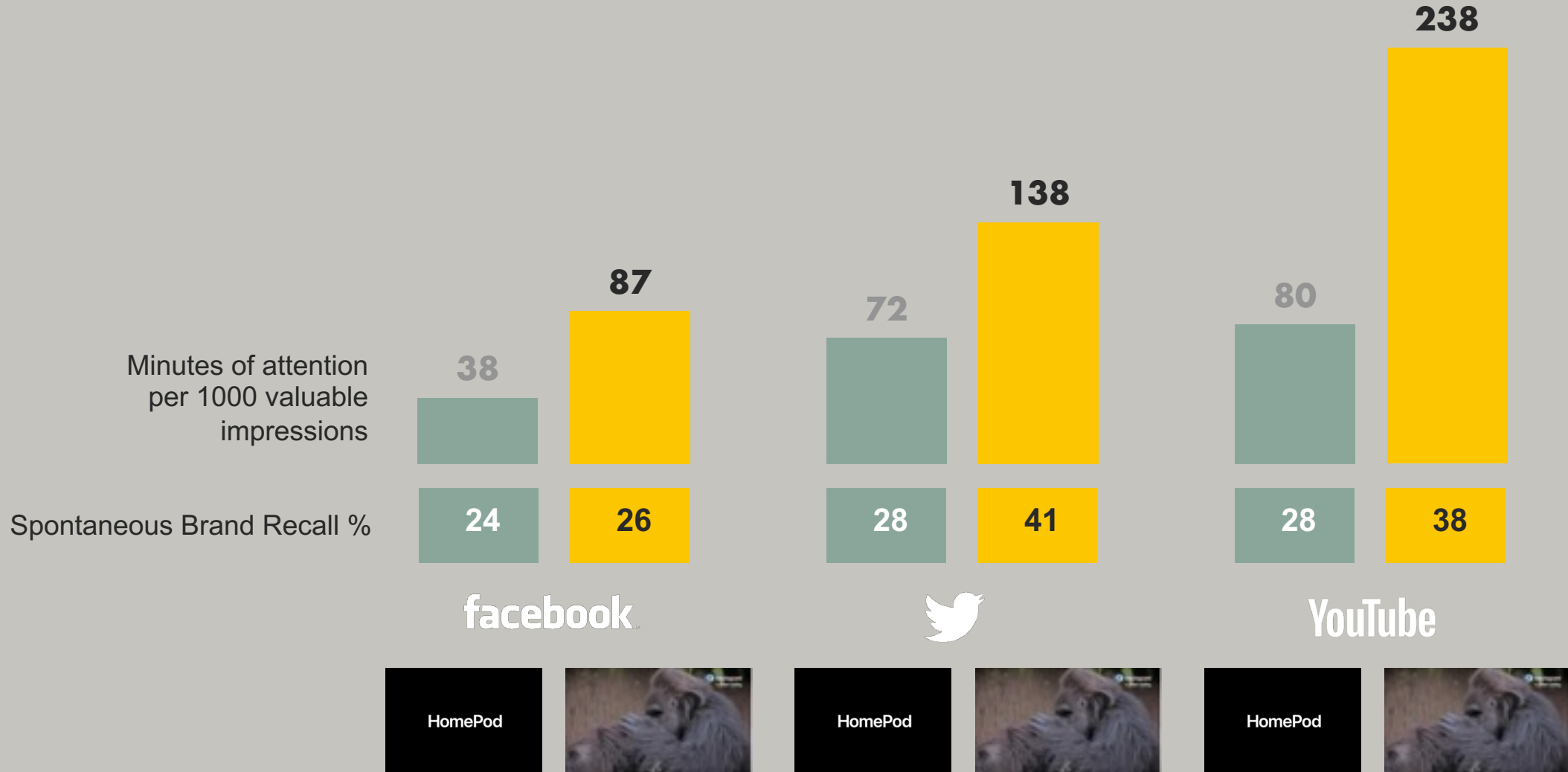
Fig.36 Correlation between presence of feature and emotional response (System1 Star rating) horizontal axis and between presence of feature and Creative Attention Score (TVision) vertical axis. Features with very low incidence not shown (adjectives used as nouns, play on words, set in the past, animated characters, reference to other cultural works). Base: 195 US TV ads airing Spring/Summer 2020 monitored / tested by TVision and System1

HomePod



System 1

Right brain advertising achieves 2 to 3 times the minutes of attention







Test Your Ad |

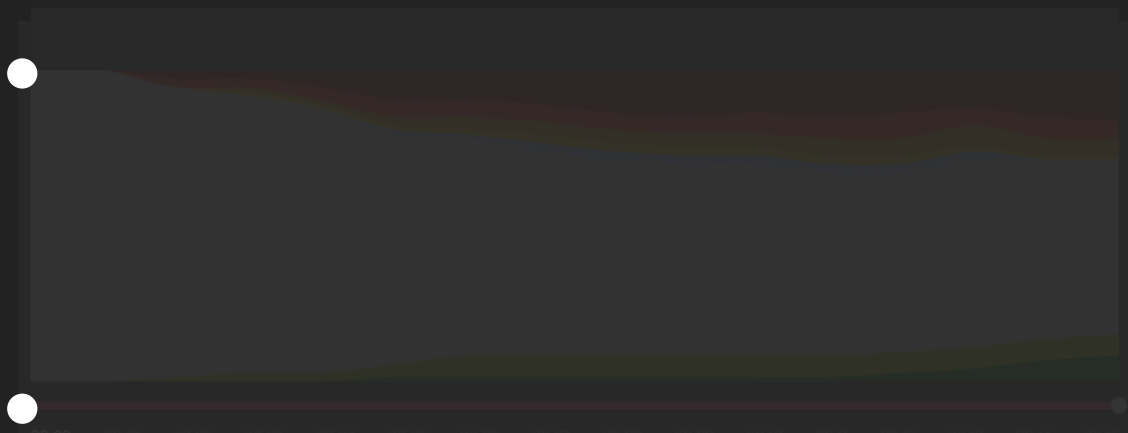


for Left Brain features



- Contempt
- Disgust
- Anger
- Fear
- Sadness
- Neutral
- Happiness
- Surprise

FaceTrace Emotional Response ?



FluencyTrace Attention ?



FluencyTrace Brand Recognition ?



1.0

Star Rating
Low



0.67

Spike Rating
Low



74

Fluency Rating
Low



barclaycard

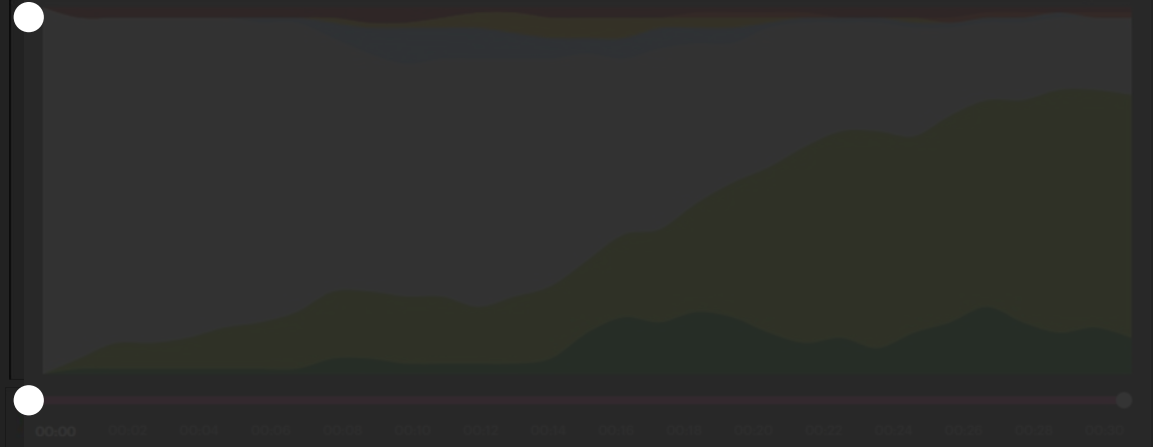


Test Your Ad | barclaycard for Right Brain features



- Contempt
- Disgust
- Anger
- Fear
- Sadness
- Neutral
- Happiness
- Surprise

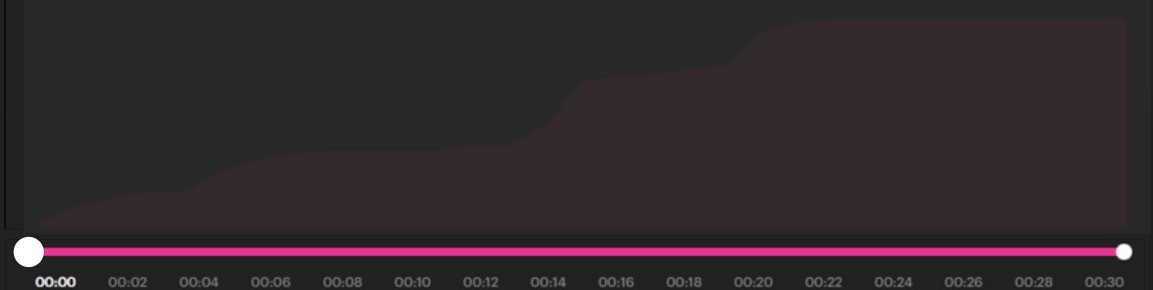
FaceTrace Emotional Response ²



FluencyTrace Attention ²

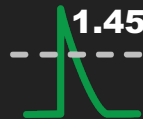


FluencyTrace Brand Recognition ²



4.1

Star Rating
Strong



1.45 Spike Rating
Exceptional

95

Fluency Rating
Exceptional

Research Design



12

Top awarded creatives
from Finland

9 awarded and 3 runners up tested with Test Your Ad to uncover consumer response



1,800

Nationally representative
respondents

150 nationally representative (Finland) respondents watched each ad



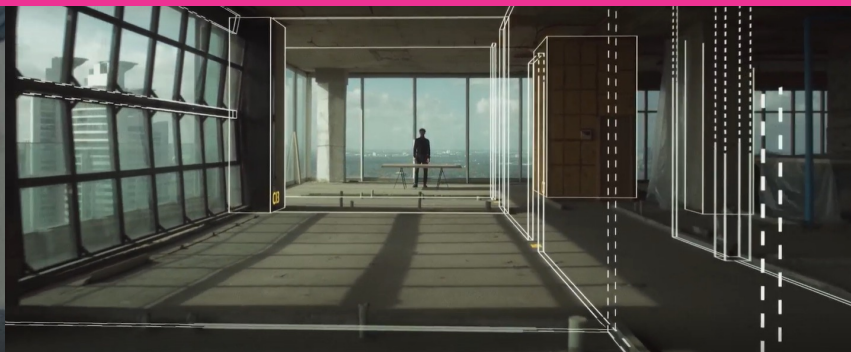
5

Keys to Success:
Best Practice

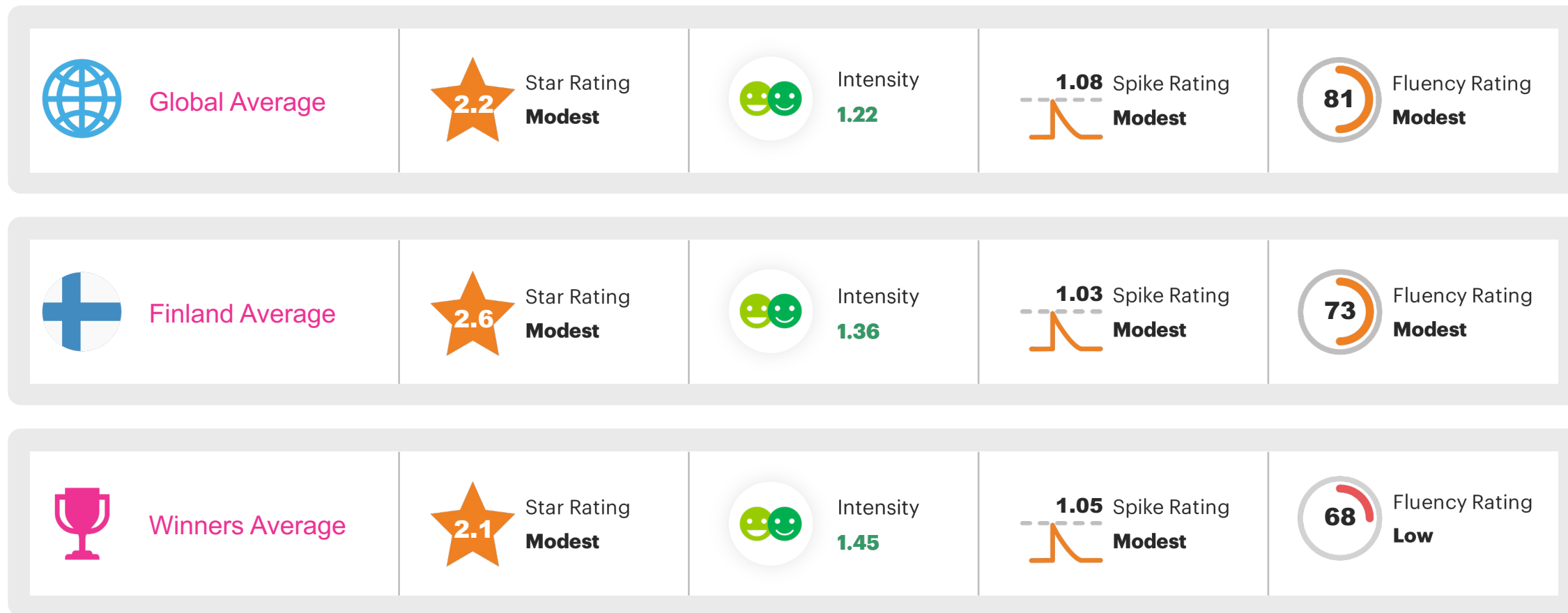
Using quantitative and qualitative insights, System1 have uncovered 5 keys to successful advertising

System1

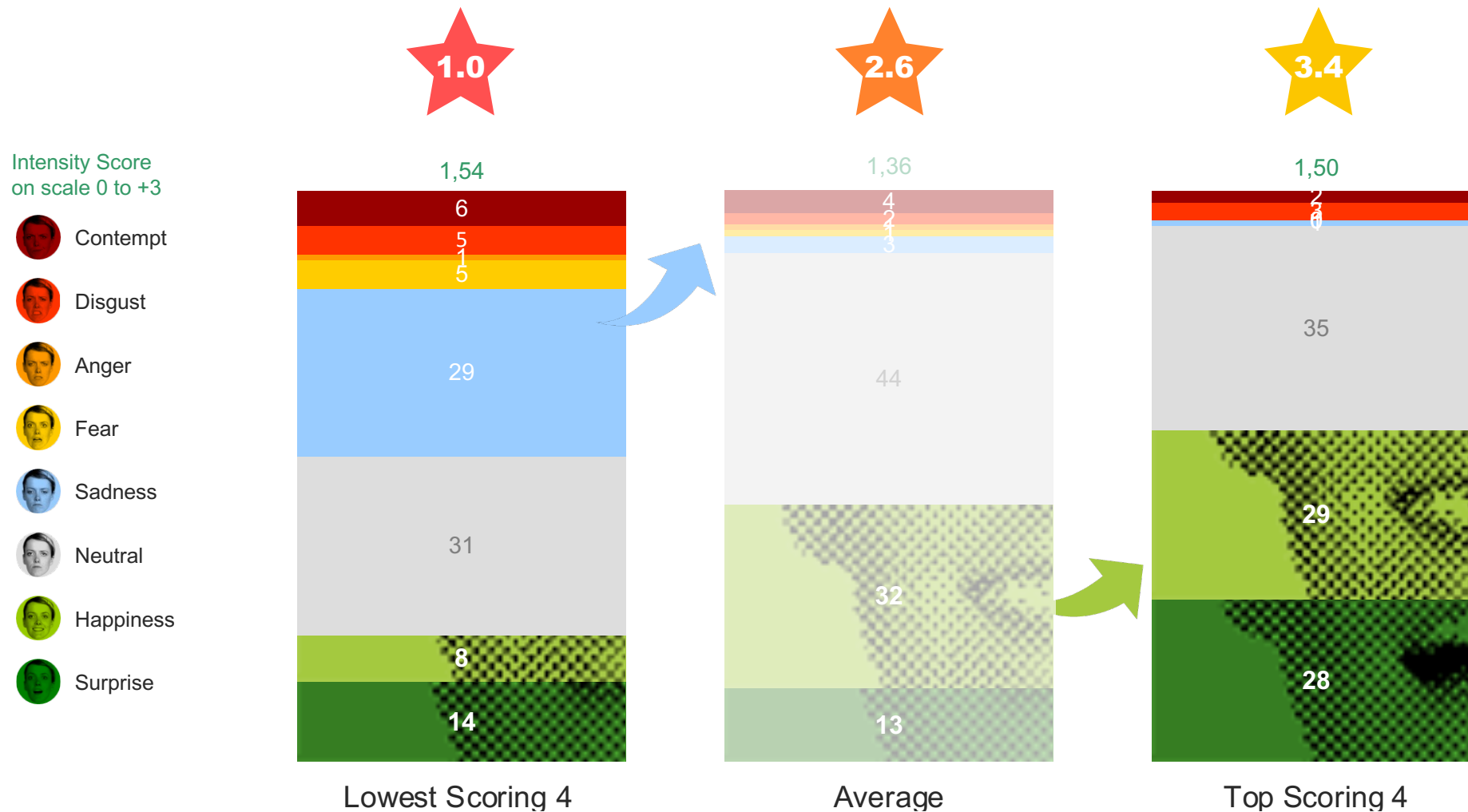
The Advertising



Award winners typically focus on **intense** emotion

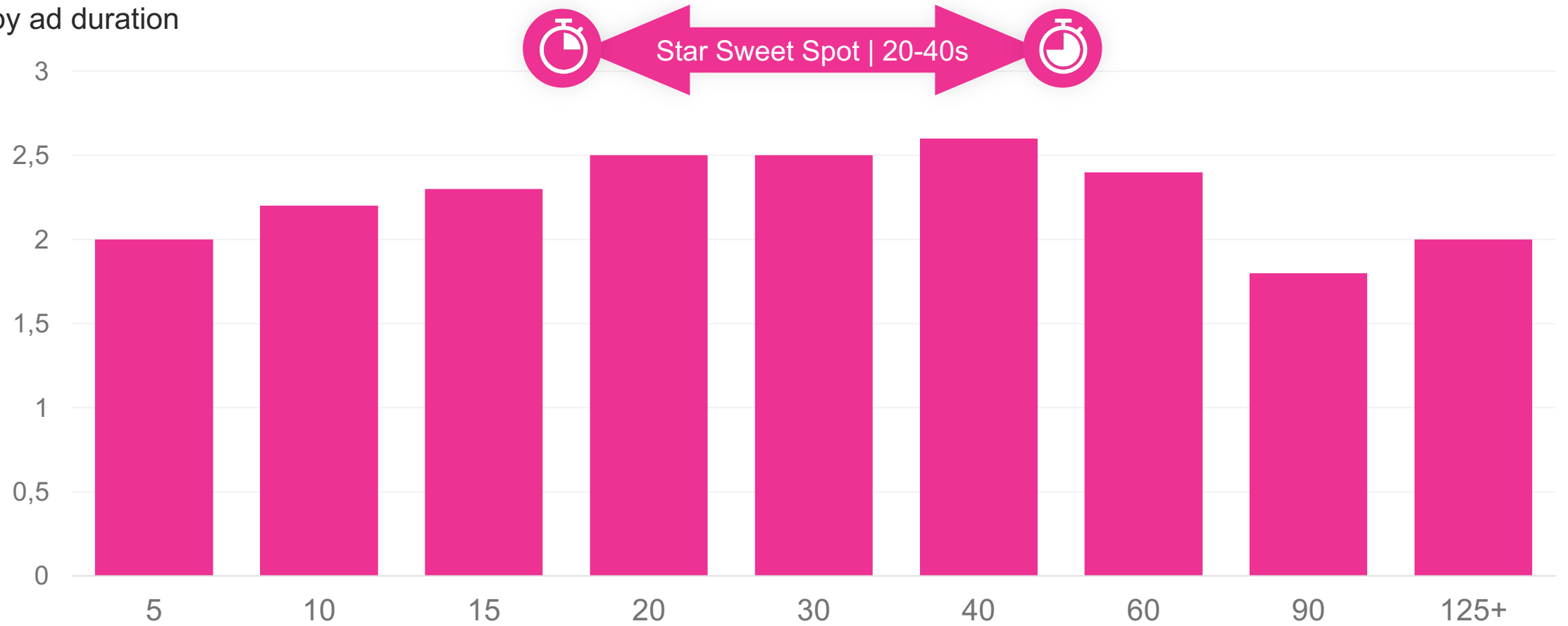


The top performing creatives drive positive emotions, whilst the lowest drive sadness



There is a sweet-spot ad length between 20" and 40"

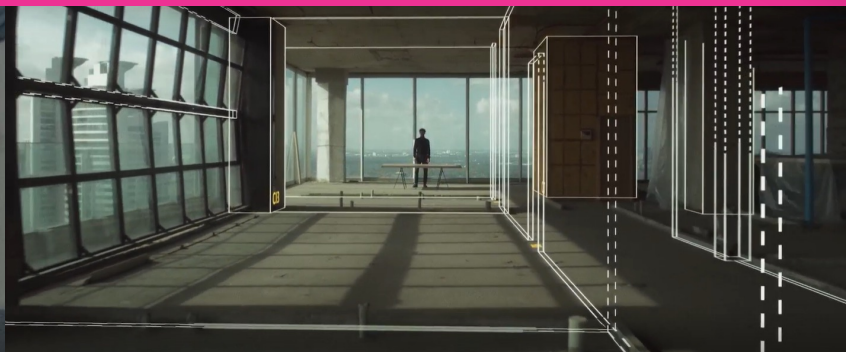
Star by ad duration





How to win the hearts of your audience

The Five Keys to Success

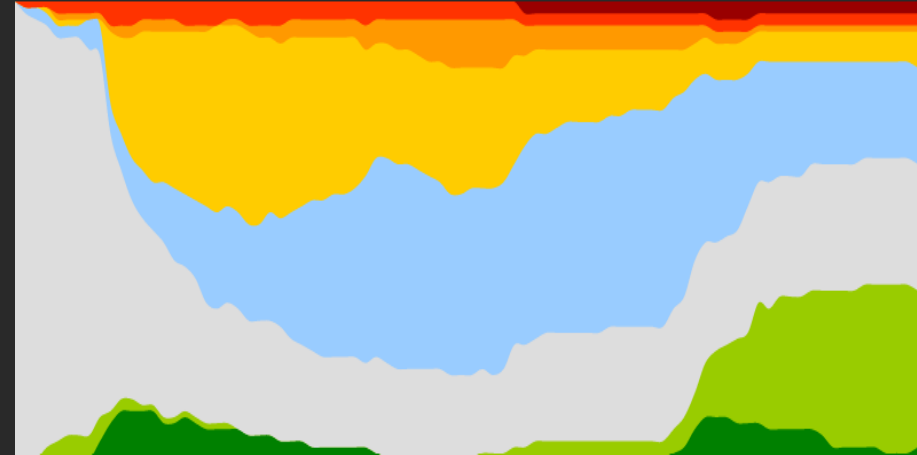


1 | Make audiences feel hopeful - not helpless

UNICEF | Tulevaisuuden Lahjat

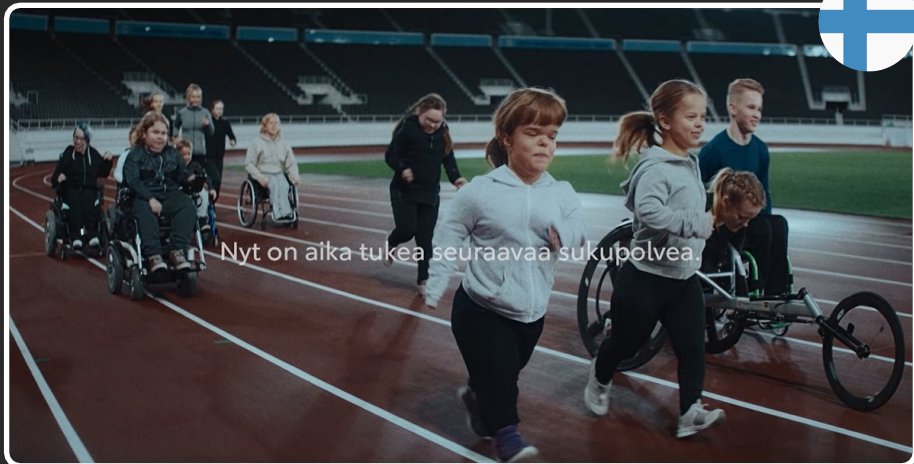


1.82

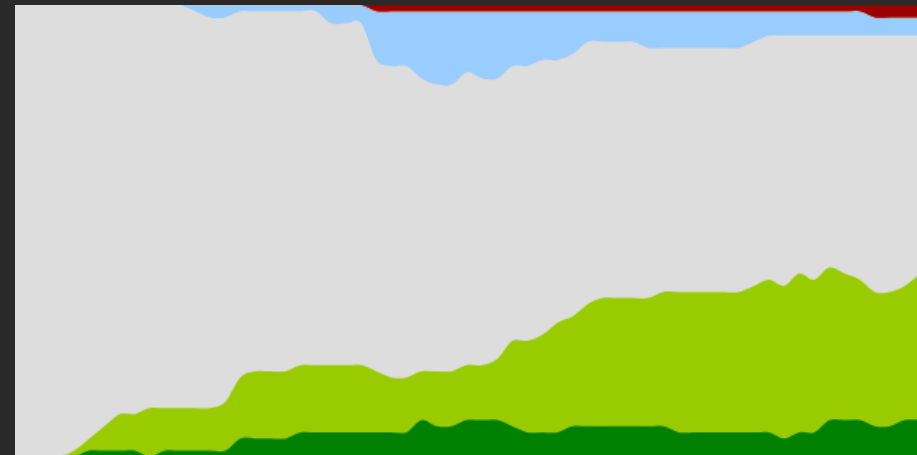


- Contempt
- Disgust
- Anger
- Fear
- Sadness
- Neutral
- Happiness
- Surprise

Toyota | Matkalla pidemmälle



1.37

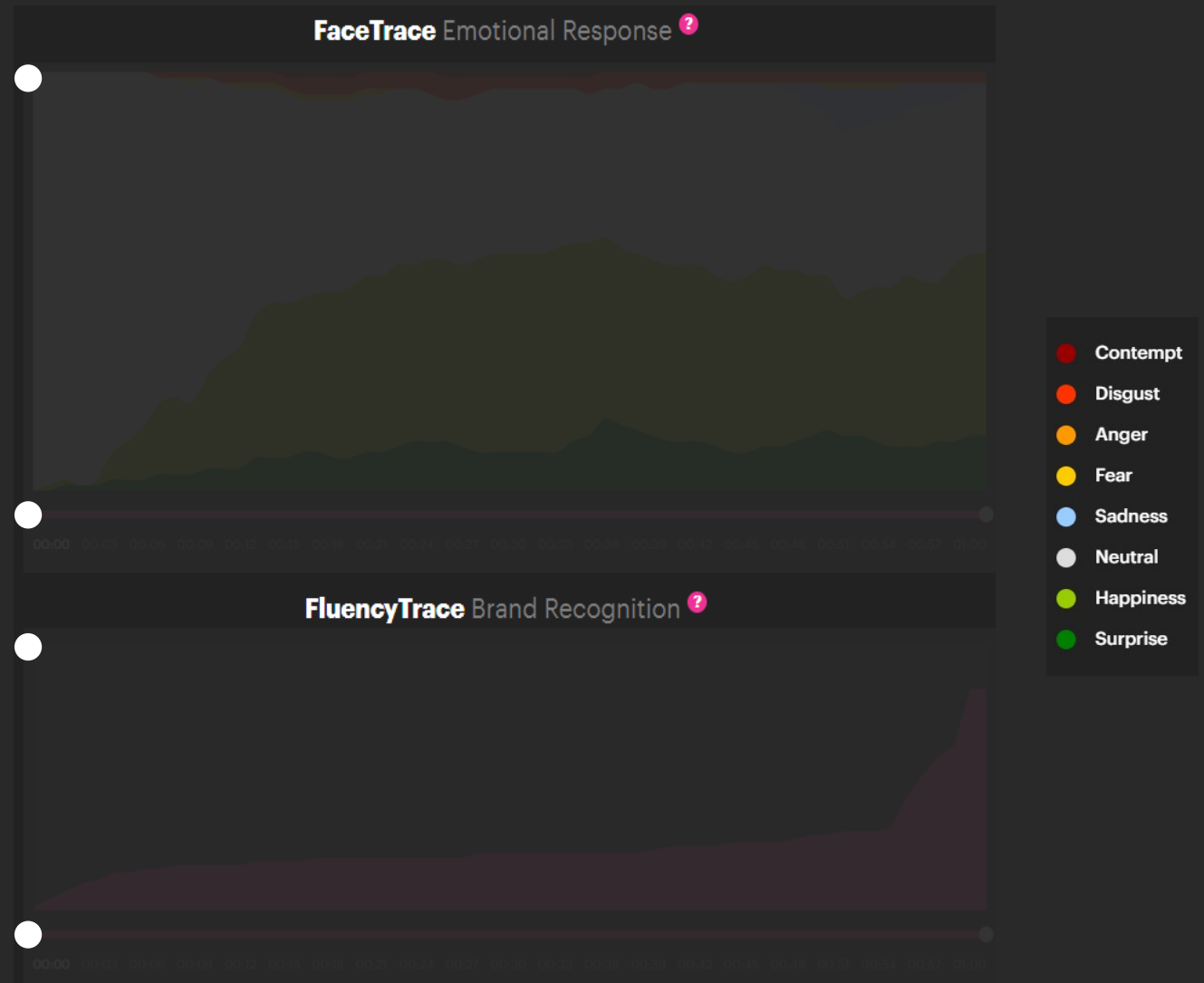


2 | Be bold and brilliant with humour that challenges expectations

Pohjola Vakuutus | Kaikki Kyllä järjesty



3.7 Star Rating
Good



3 | Integrate your audience with lots of right-brain features

Laughter / smiles



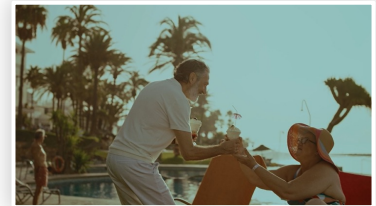
Positive glances



Immersed in the fun



Begins alone, ends with someone



Gesture



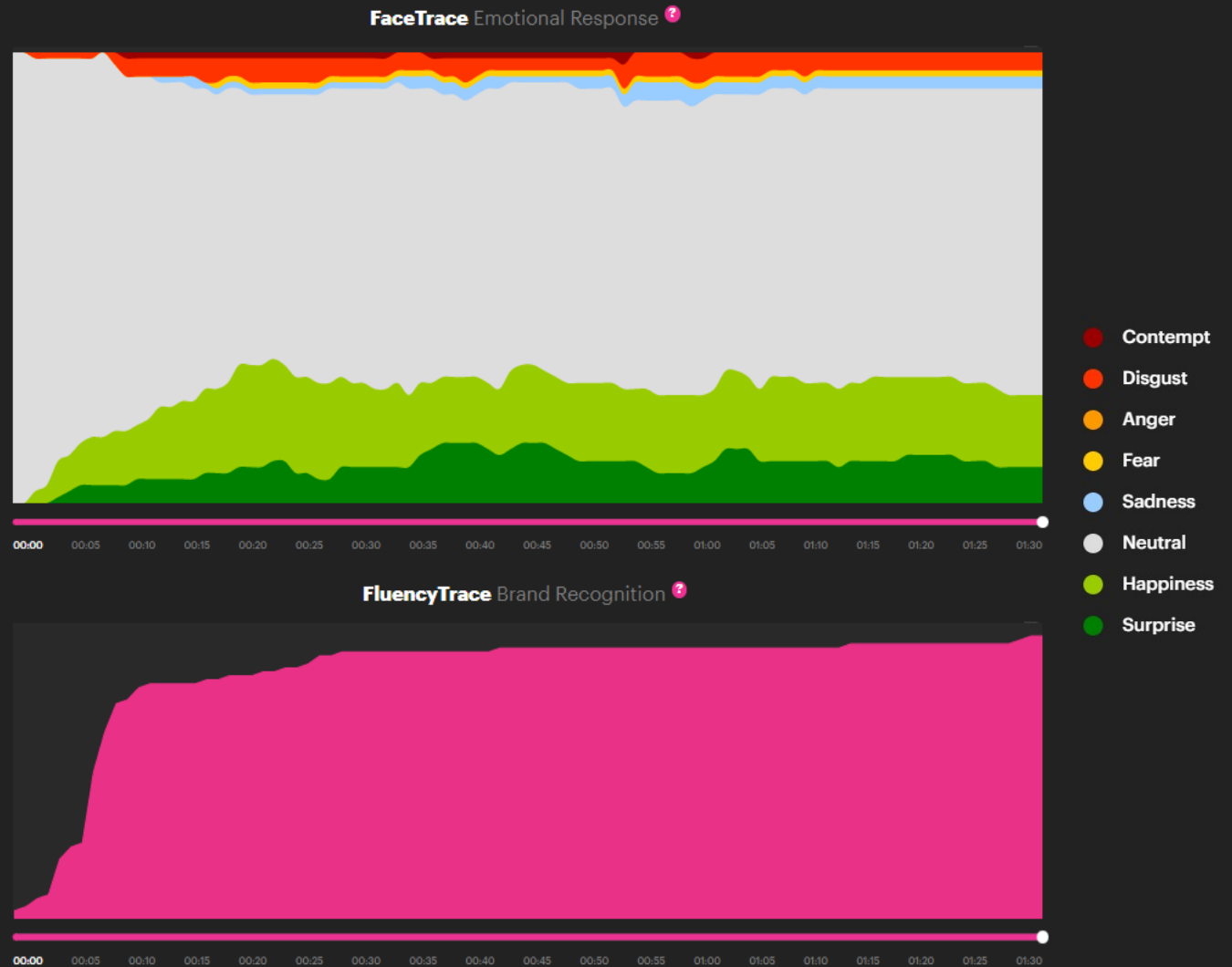
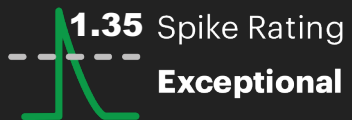
Joining others





2 | But ensure your brand is still at the centre. Brand early for short-term gains...

Verkkokauppa | Kaikkien intohimojen osoite jo vuodesta 1992



4 | Create a story arc with real and relatable characters

Pohjola Vakuutus | Kaikki Kyllä järjesty



McDonalds Finland | Aika kultaa muistot



Summer & Holidays

Continues a normal holiday

Swimming, sun, makes you happy!

Immersive ad

A different presentation of workplace

Brings back memories of youth

5 | Show pride through culture and heritage

Top Performing Ad

Apetit | Lago di Pudas



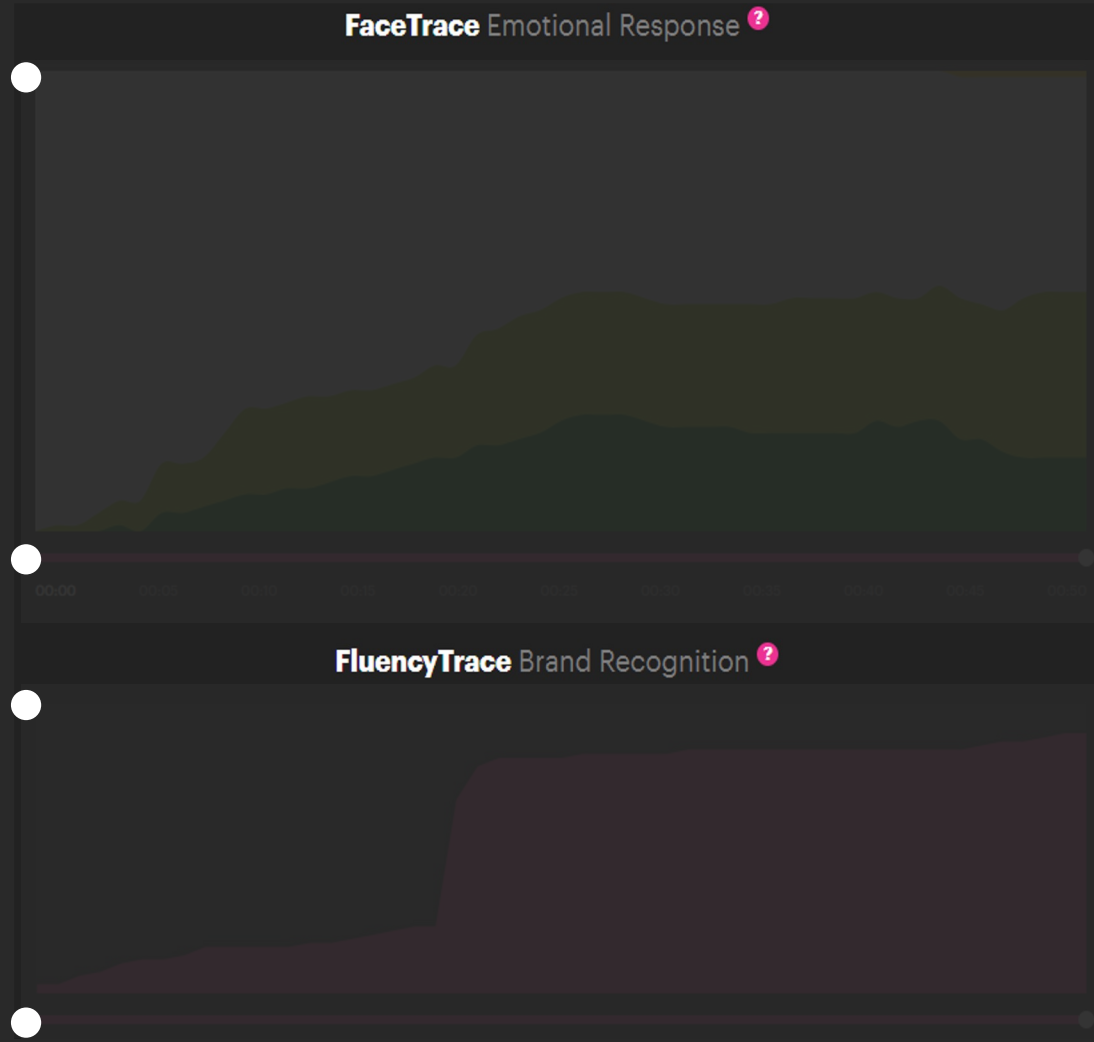
Star Rating
Strong



1.28 Spike Rating
Strong



91 Fluency Rating
Strong



System 1

1

Drive hope not helplessness – Drive positive and uplifting narrative with a peak-end.

2

Challenge Expectations – Drive engagement through humour and surprise.

3

Integrate your audience – include lots of right-brained features

4

Be real & relatable – creating a strong story arc with relatable characters.

5

Show pride – Celebrate culture & heritage to win the hearts of this audience.



JON EVANS

UNCENSORED CMO

Why's it's time to Look Out

Listen to an exclusive interview
with Orlando Wood.

Available now Search 'Uncensored CMO'

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