

INTRODUCING PHD'S

# PROJECT *DELDREAN*



phd



**Here at PHD  
we believe in  
the power of  
creativity**

**However, COVID  
has increased  
the pressure to  
prove the payback  
of marketing  
investment**

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**55%**

Marketing leaders agree that the pandemic has led to a greater focus on campaign effectiveness

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**When investing  
in creativity, the  
pressure is  
more acute**

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**38%**

Marketing leaders  
rate their ability  
to prove creative  
effectiveness  
as poor

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What about  
ideas where  
the line is  
*blurred* or  
even non-  
existent?



We call these creative media ideas

**A marketing communications idea that fuses media and message in a specific context to gain a disproportionate share of attention in order to influence consumers**

# What a creative media idea is

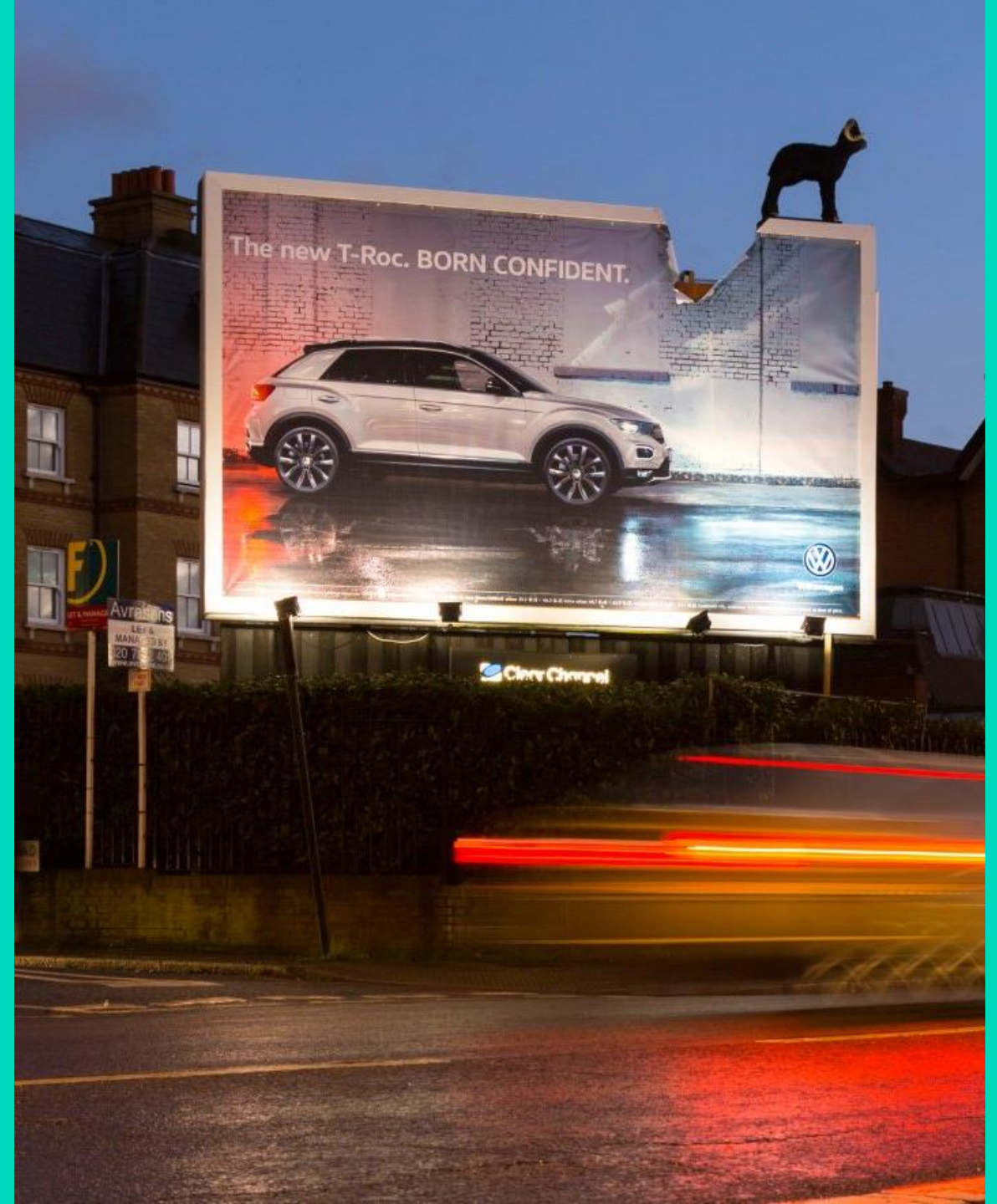
An unconventional use of media

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An idea dependent on a specific media context

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An activation that achieves sufficient scale





# What a creative media idea isn't

A creative platform with multiple iterations

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A creative idea existing only within a standard media placement

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A sponsorship consisting solely of badging an existing property





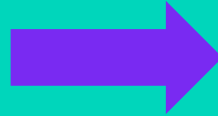
How do you demonstrate  
the likely payback of a  
brand new, never been  
seen before creative media  
idea before it's  
been approved?

# You build a time machine



# Our approach

A framework for  
understanding  
effectiveness



A tool for  
estimating likely  
impact

# Our approach

1

Test a range of historic CMI to quantify the attributes of the idea that led to success



2

Integrate results into a tool to allow planners to assess a proposed idea

- Based on its attributes
- In terms of its impact on Consideration & Sales



# The methodology

Working with



## GATHER OMG CASE STUDIES

- Range of brand / Categories
- Combination of Creative Media Idea and Standard Media Ideas

## RUN PILOT

- Test different video types
- Test various attributes
- 300 Nat rep sample
- Test & Control design
- Implicit testing
- Identify relationships for modelling

## TEST 20 IDEAS

- Create video of idea
- Measure attributes
- 2,000 Nat rep sample
- Test & Control design
- Implicit testing
- Measure Consideration uplift through exposure

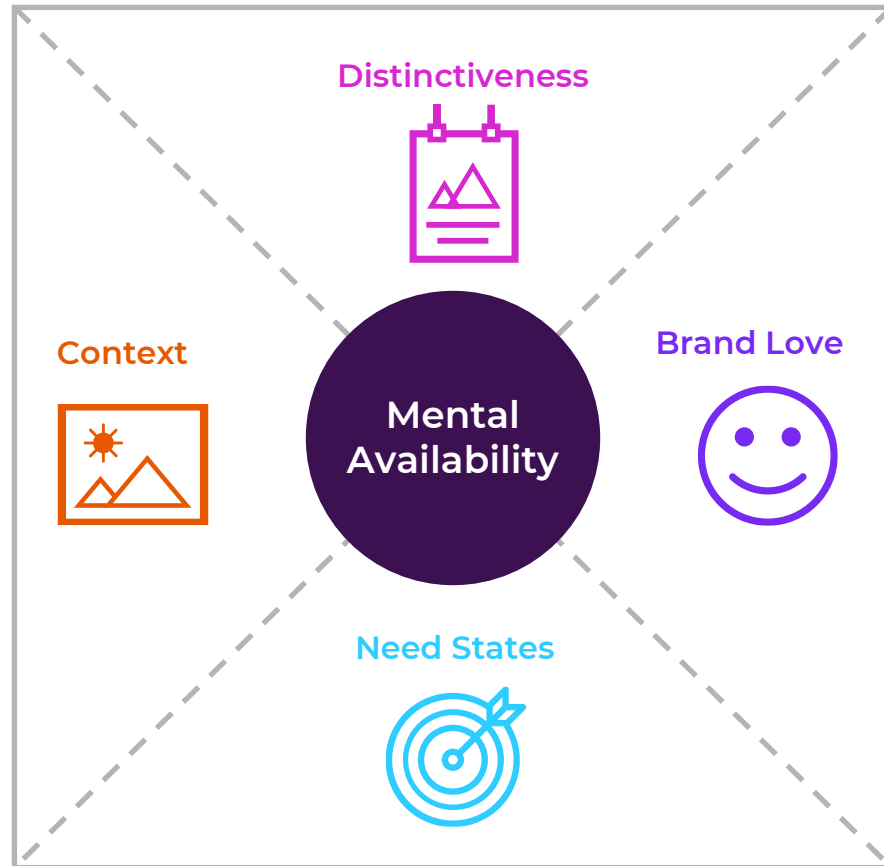
## BUILD MODEL

- Quantify how attributes drive consideration uplift

## INTEGRATE INTO PLANNING TOOL

- Integrate with reach, costs, baseline data
- Connect Consideration with Sales

# Attributes chosen to align with our proprietary Mental Availability study



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## Delorean Attributes

- Likeability
  - Distinctiveness
  - Fame
-

# The pilot

Test different videos types to understand what impact each had on CMI receptivity



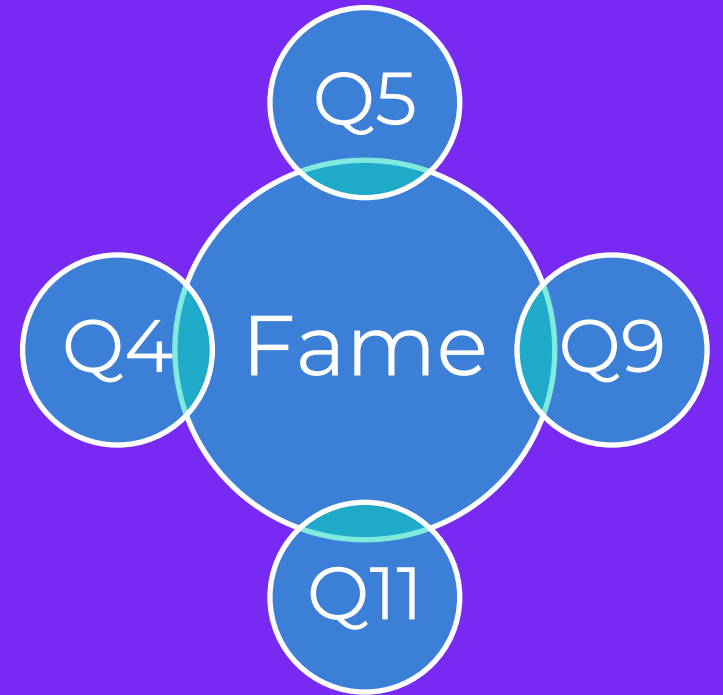
'Premium'



'Basic'

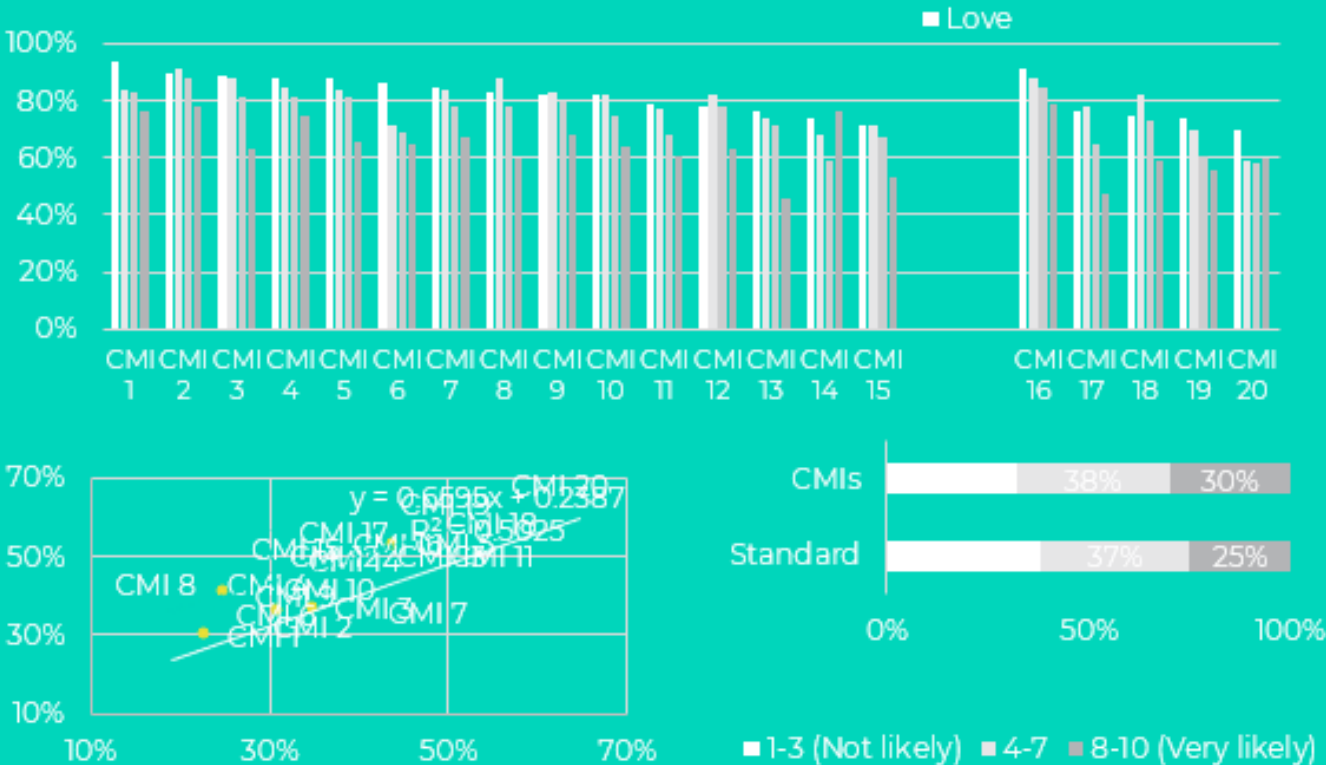
# The pilot

Test attributes in various ways (different questions) to decide on the best approach





# The pilot



Examine the relationships between the attributes for project feasibility

CMI video:



Click to add a note

Channel 4

Recording Studio

RECORDING





THE LEGO

# BATMAN

MOVIE



# The main study: A sample of the ideas tested



T E N E L

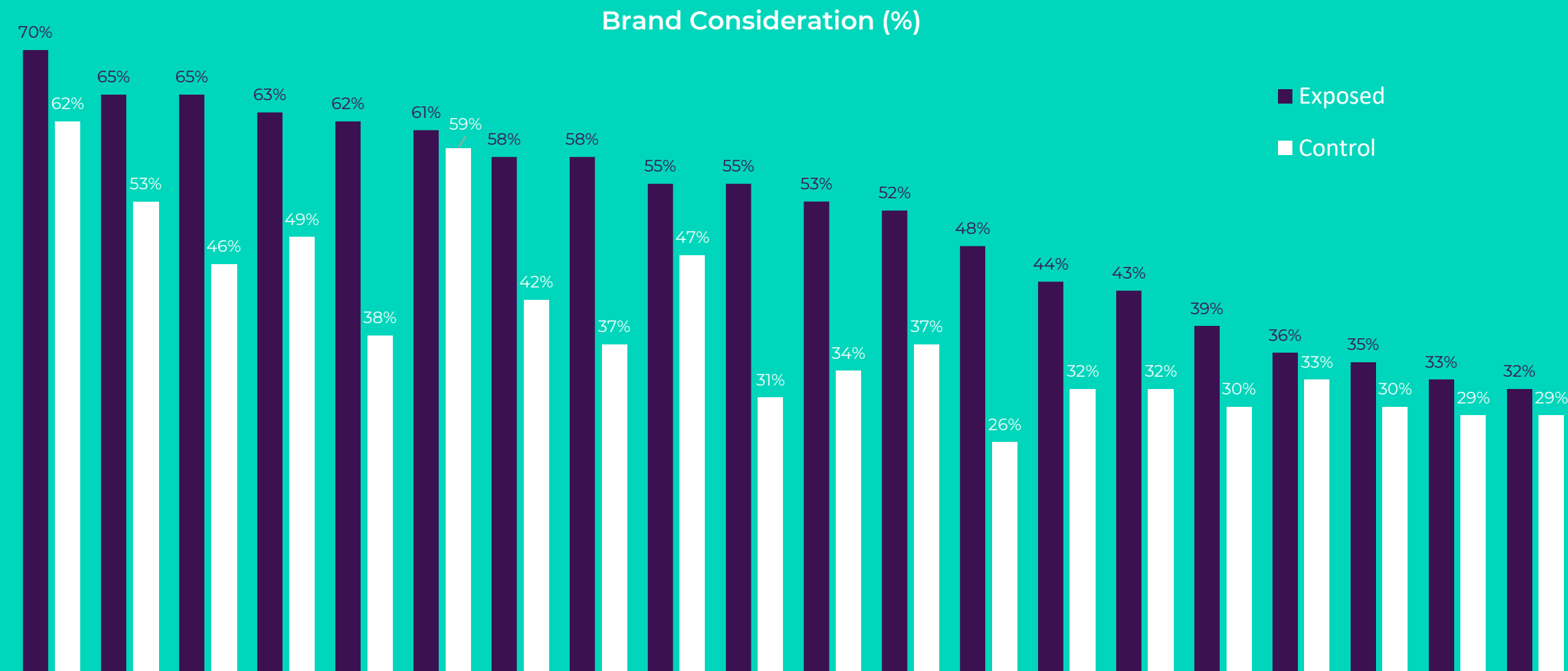


Sainsbury's

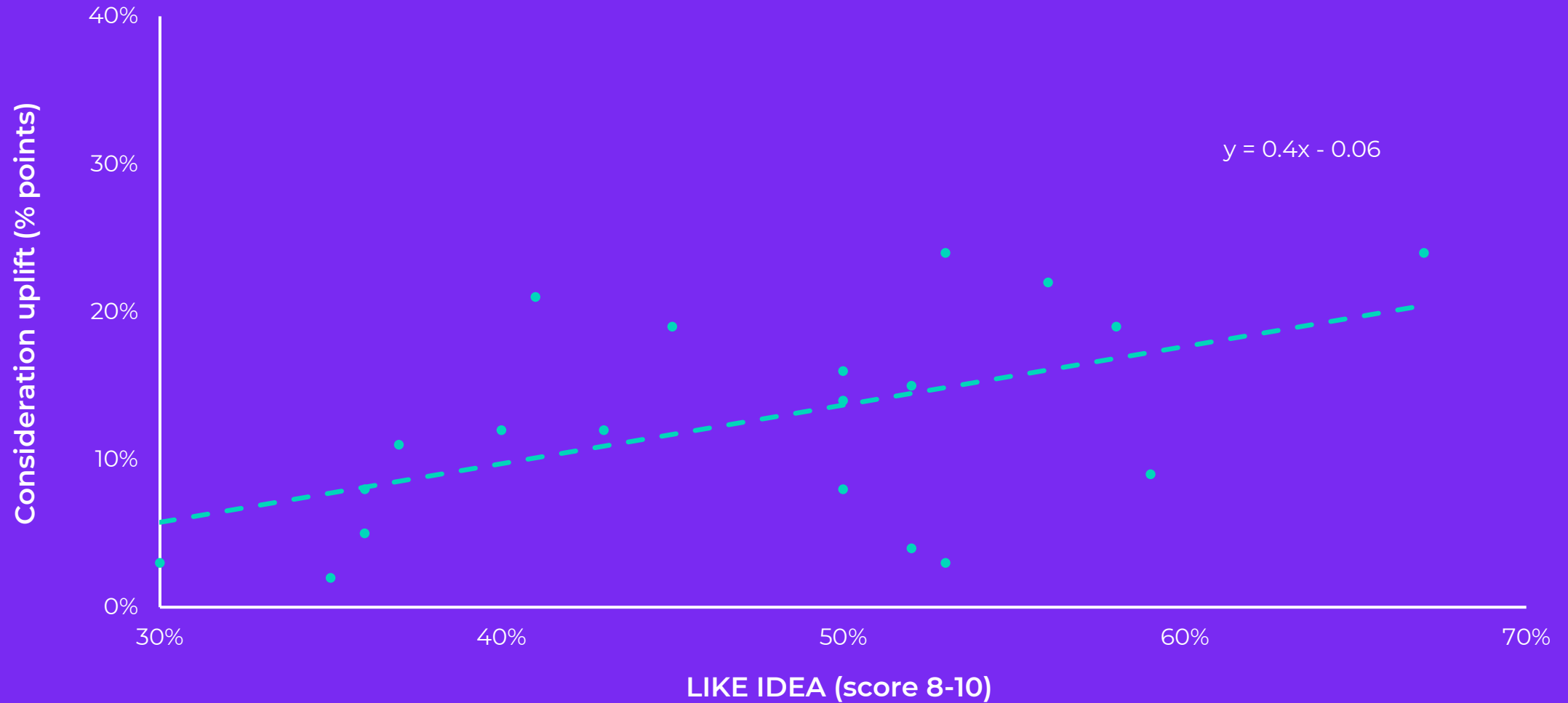




# Test results – range in consideration uplifts



# This allows us to assess the relative importance of different attributes



We then selected which measures  
best reflect the key attributes

## LIKEABILITY



How much did you  
**like** the idea?

## FAME



How likely would you be  
to **talk to someone** else  
about it?

## DISTINCTIVENESS



To what extent do you think  
this idea is **unique**?

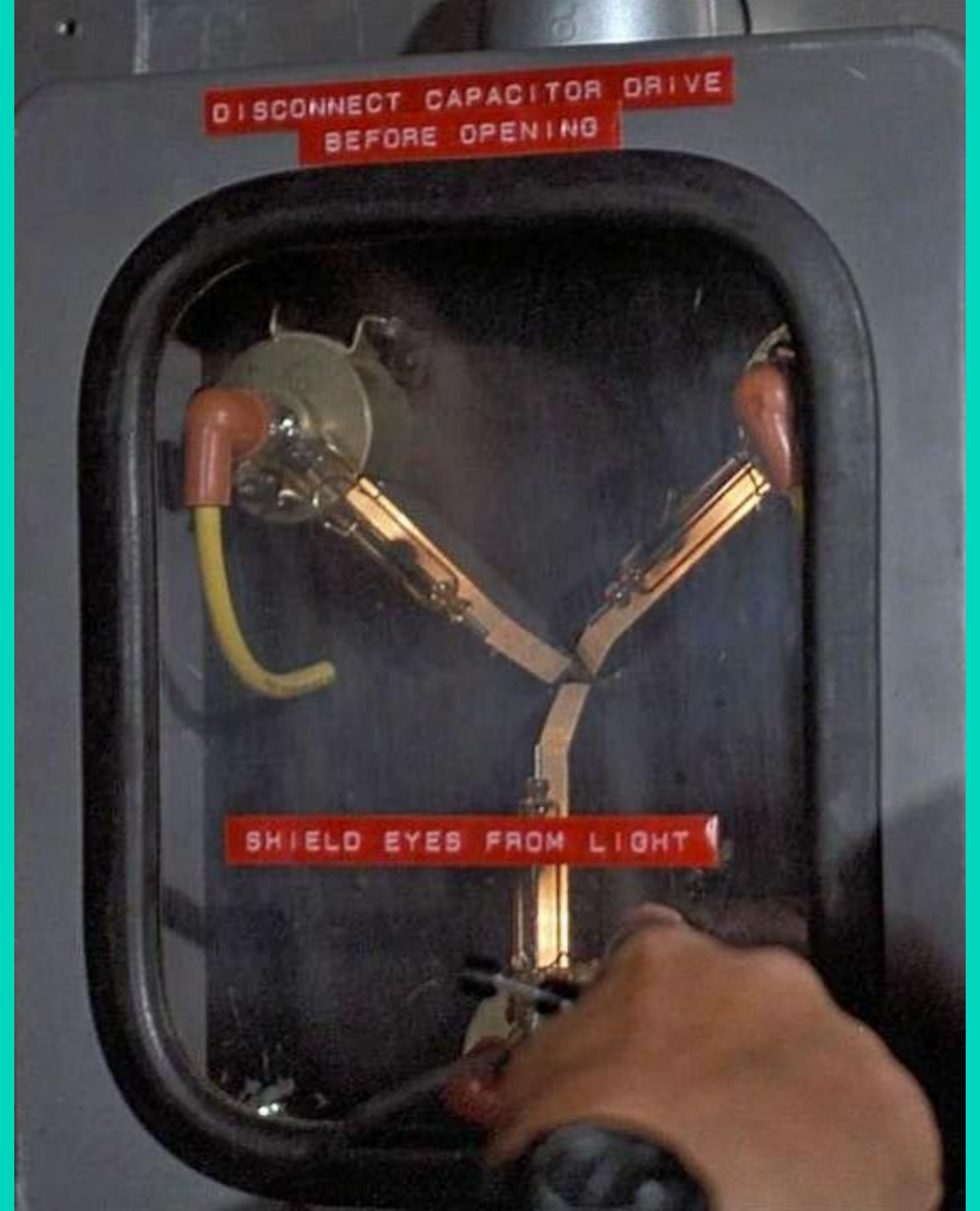
Correlation  
Coefficient

0.40

0.41

0.28

These were built into a model to estimate consideration uplift from an idea's attributes





# Use-case to build our model... and it works!

Retail brand



Conducted a  
bespoke study,  
testing 3 CMI's



Incorporated  
actual sales data



# Results integrated into an interactive tool

## PROJECT DELDREAM

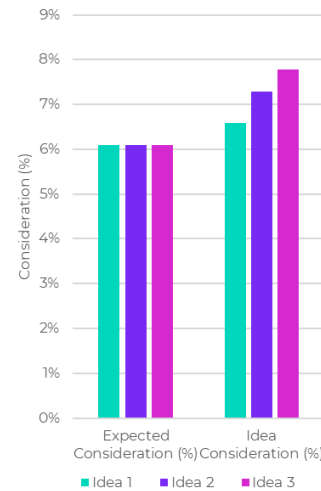
Expected Performance	Idea 1	Idea 2	Idea 3
Consideration	6.10%	6.10%	6.10%
Transactions (Volume)	422,000	422,000	422,000
Sales (£)	£27,964,502	£27,964,502	£27,964,502

Creative Media Idea Attributes	Idea 1	Idea 2	Idea 3
Reach	40.00%	60.00%	70.0%
Start Date	01/11/2021	01/11/2021	01/11/2021
End Date	12/12/2021	12/12/2021	12/12/2021
Likeability	4.0	6.5	7.5
Fame	3.0	6.1	8.0
Distinctiveness	4.0	6.3	8.0
Spend	£2,000,000	£2,000,000	£2,000,000

Post-Campaign Impact	Idea 1	Idea 2	Idea 3
Consideration	6.59%	7.28%	7.78%
Transactions (Volume)	443,277	470,885	490,955
Incremental Transactions	21,277	48,884	68,955
Sales (£)	£29,374,461	£31,203,903	£32,533,917
Incremental Sales	£1,409,959	£3,239,401	£4,569,415
ROI	0.70	1.62	2.28
Long Term ROI	2.11	4.86	6.85

pHd

Consideration (%)



Revenue (£m)



# Step 1 – Enter expected level of performance in absence of the idea Consideration & Sales

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Spend			

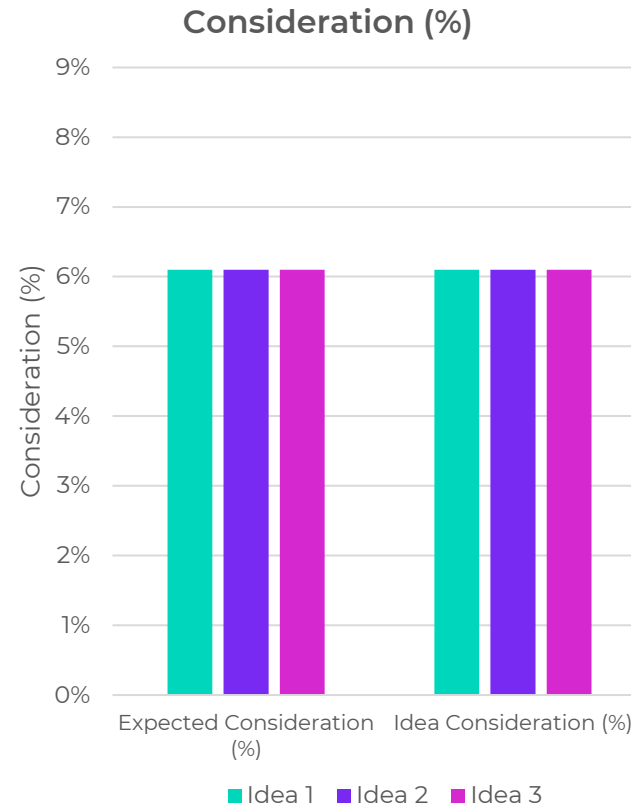
Post-Campaign Impact	Idea 1	Idea 2	Idea 3
Consideration			
Transactions (Volume)			
Incremental Transactions			
Sales (£)			
Incremental Sales			
ROI			
Long Term ROI			

## Step 2 - Enter your idea(s) attributes

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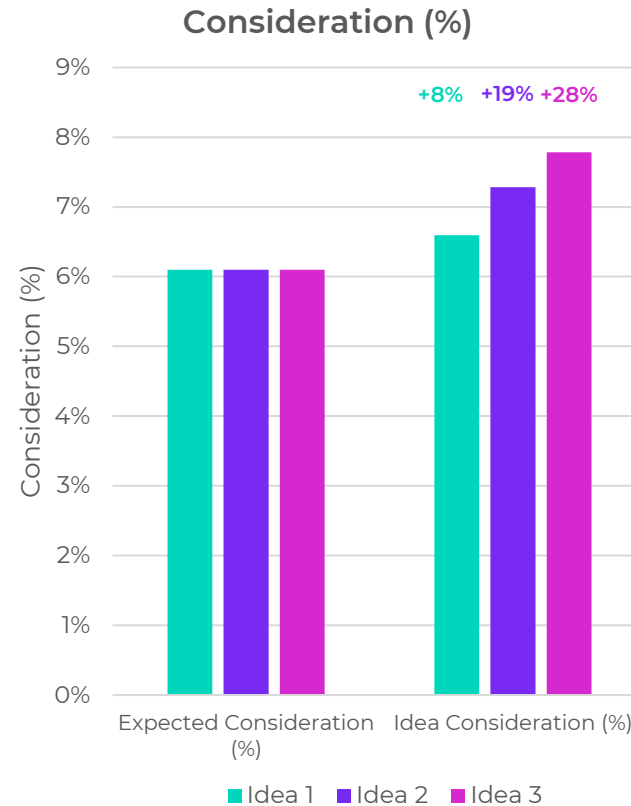


## Step 3 – Consideration uplift is estimated

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Long Term ROI			



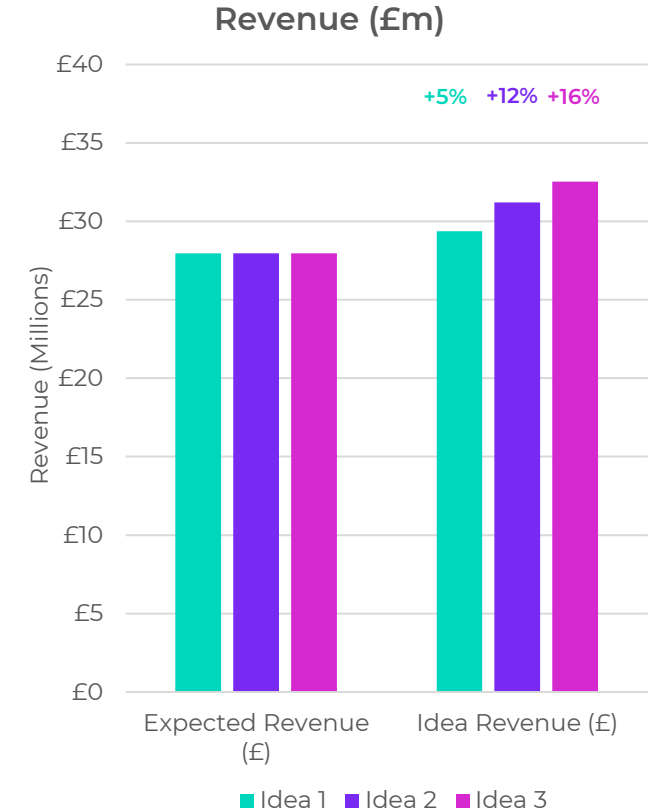
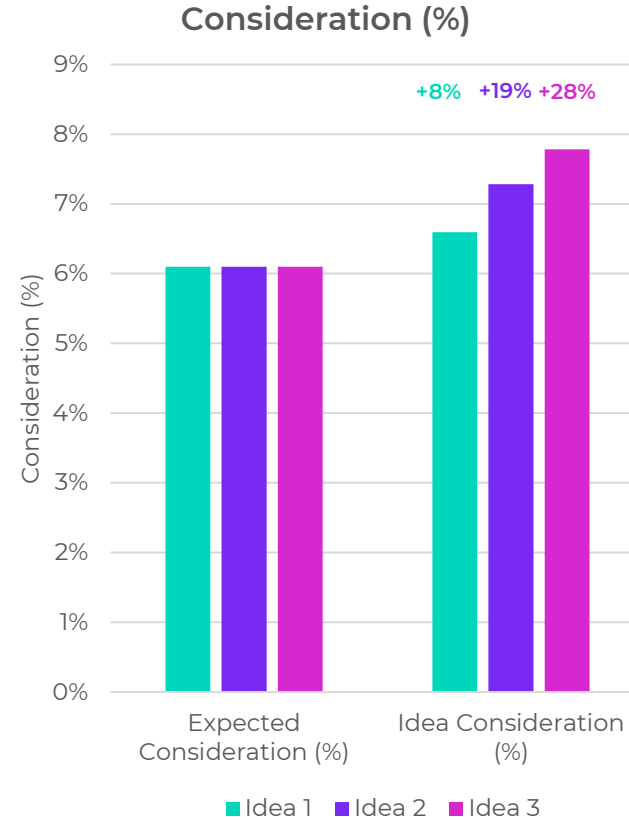


# Step 4 – Sales & ROI uplift estimated (NB relationship built on case-by-case basis)

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# BACK TO THE FUTURE™

