

The Aspiration Window

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Reach Solutions



Seeing the world differently - the weight of evidence is building

WHY WE SHOULDN'T TRUST OUR GUT INSTINCT


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Reach Solutions 

The Empathy Delusion
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Lemon.

This advertising brain has stopped working properly. It has lost its power to persuade, its ability to make people feel, and its talent to entertain. How do you fix it? And what are we going to do about it?

In this engaging book, Clancy Wood argues that a golden age for advertising technology has been far from a golden age for advertising creativity. He shows how today's creativity culture has seen the industry's unbridled reputation for creativity collapse. In pursuit of creative 'breakthroughs', we are now witnessing nothing less than a creative Renaissance, a 'helping of the client'.

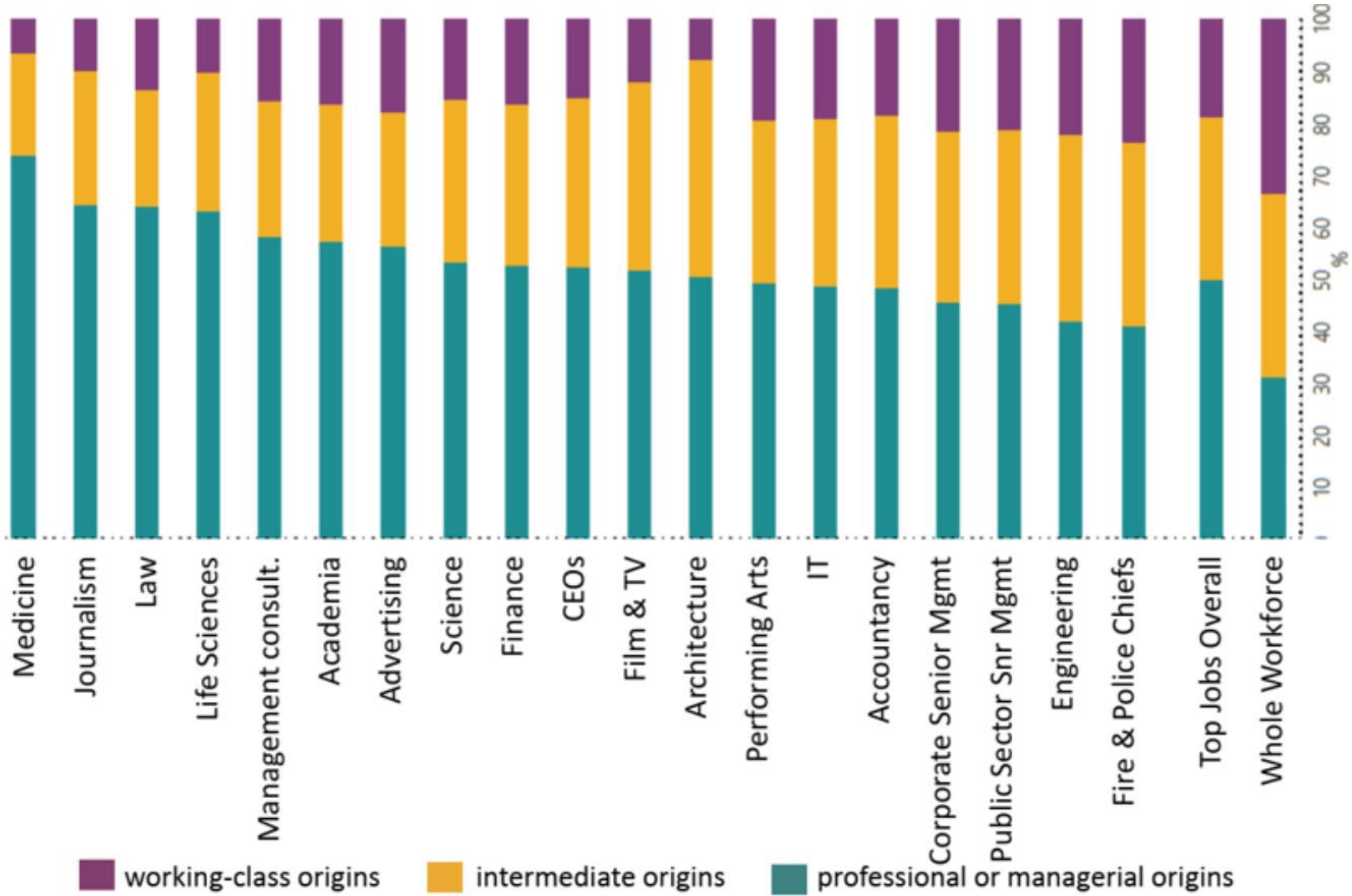
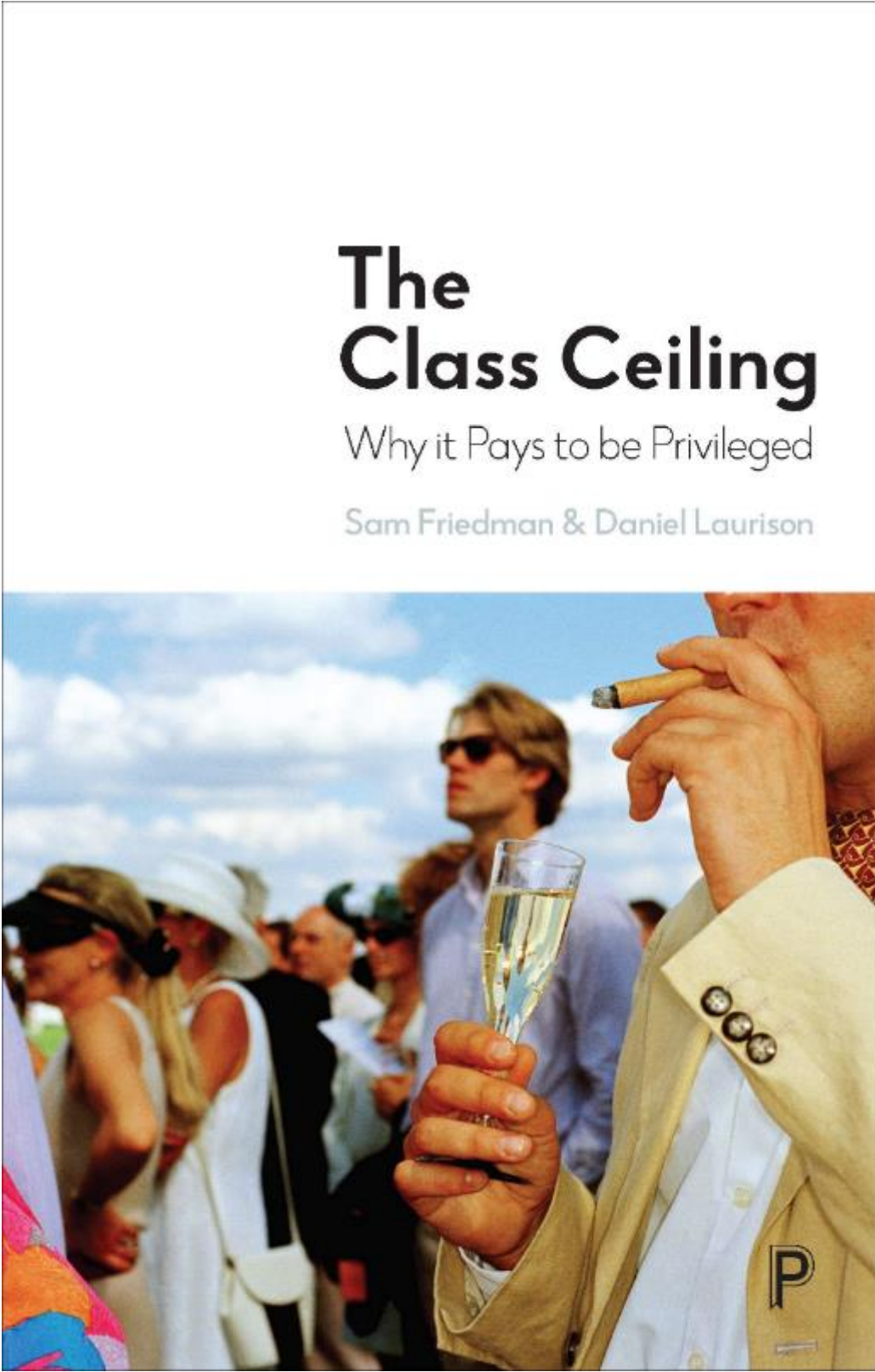
Reducing what was once deemed uniform to theory science. So how do agencies and clients come to the same conclusion? Clancy offers some surprisingly counter-intuitive solutions. His own advertising brain has stopped working properly, why? This is the report manual.

 IPA



Can we *really* understand mainstream aspirations if we're looking through a different window?

Elitism and lack of social diversity



And it's hardwired over generations

% Highest earner in the HH was social grade AB when they were 14 years old

29%

Modern mainstream

70%

Advertising & Marketing

The problem is that we think we're just like everybody else

The Rich/Poor Staircase – where they rate themselves now

4.8

Modern mainstream

5.5

Advertising & Marketing



Source: Reach Solutions/house51
Base: Modern Mainstream (n=1,143) Advertising & Marketing (n=205)

Everyone wants to climb (but not to the top)

The Rich/Poor Staircase – where they would like to be

7.0

Modern
mainstream

7.7

Advertising
& Marketing



But we don't realise how privileged we are

Average Salary

£23k.* £47.5k.**

UK

Advertising



Source: *<https://www.cwjobs.co.uk/salary-checker/average-advertising-salary>
Base: ** <https://www.marketingweek.com/marketing-salary-2019/2>

We have higher aspirational capacity

Aspirational capacity Index score

i=103

Modern mainstream

i=121

Advertising & Marketing

We put much more emphasis on extrinsic aspirations

Aspirational capacity Index score

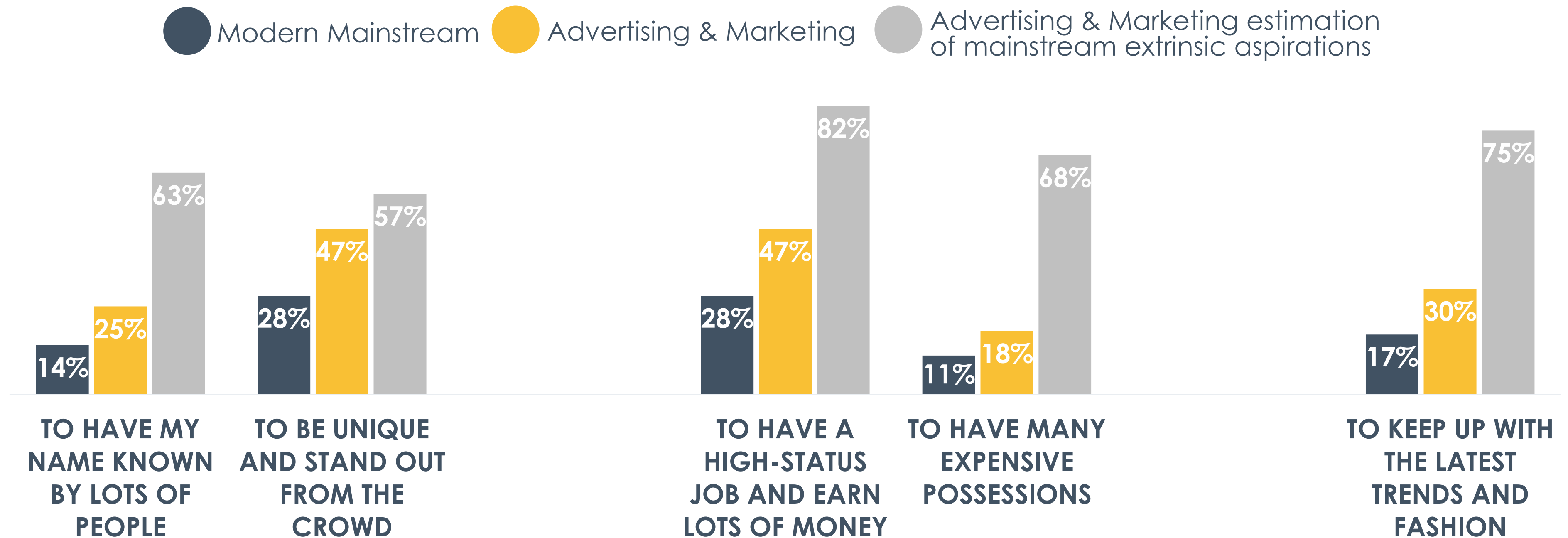


Modern mainstream

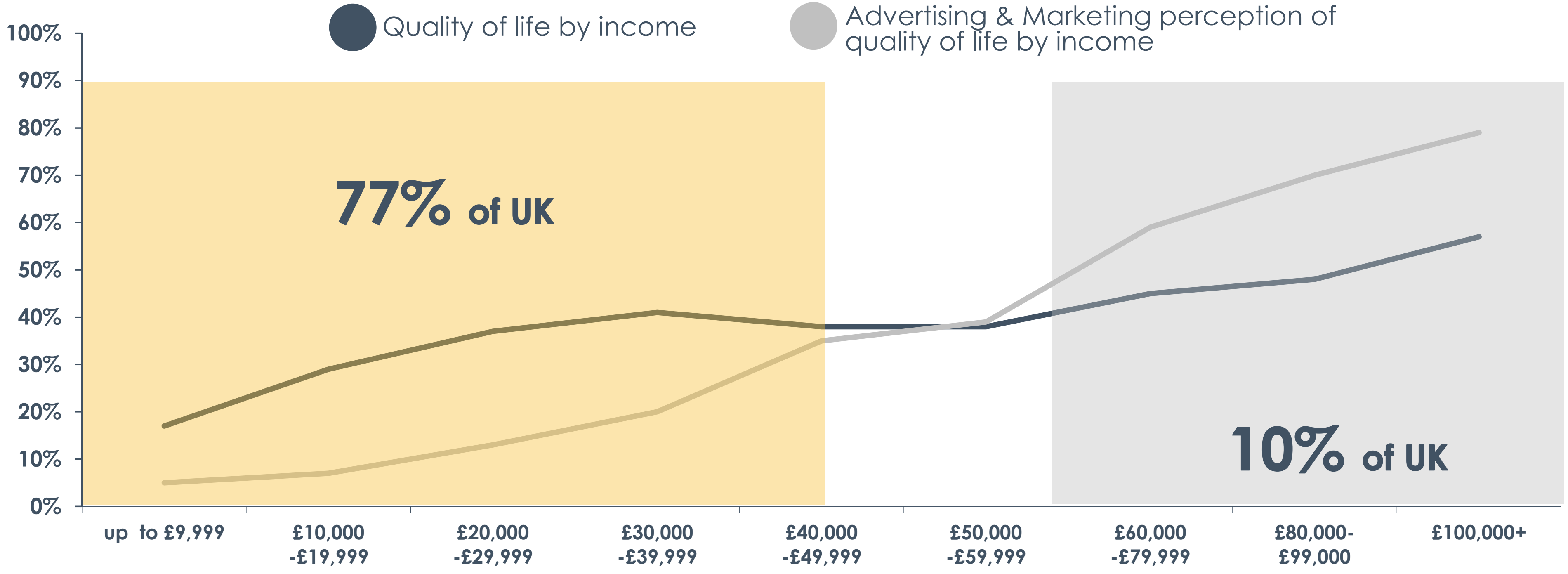


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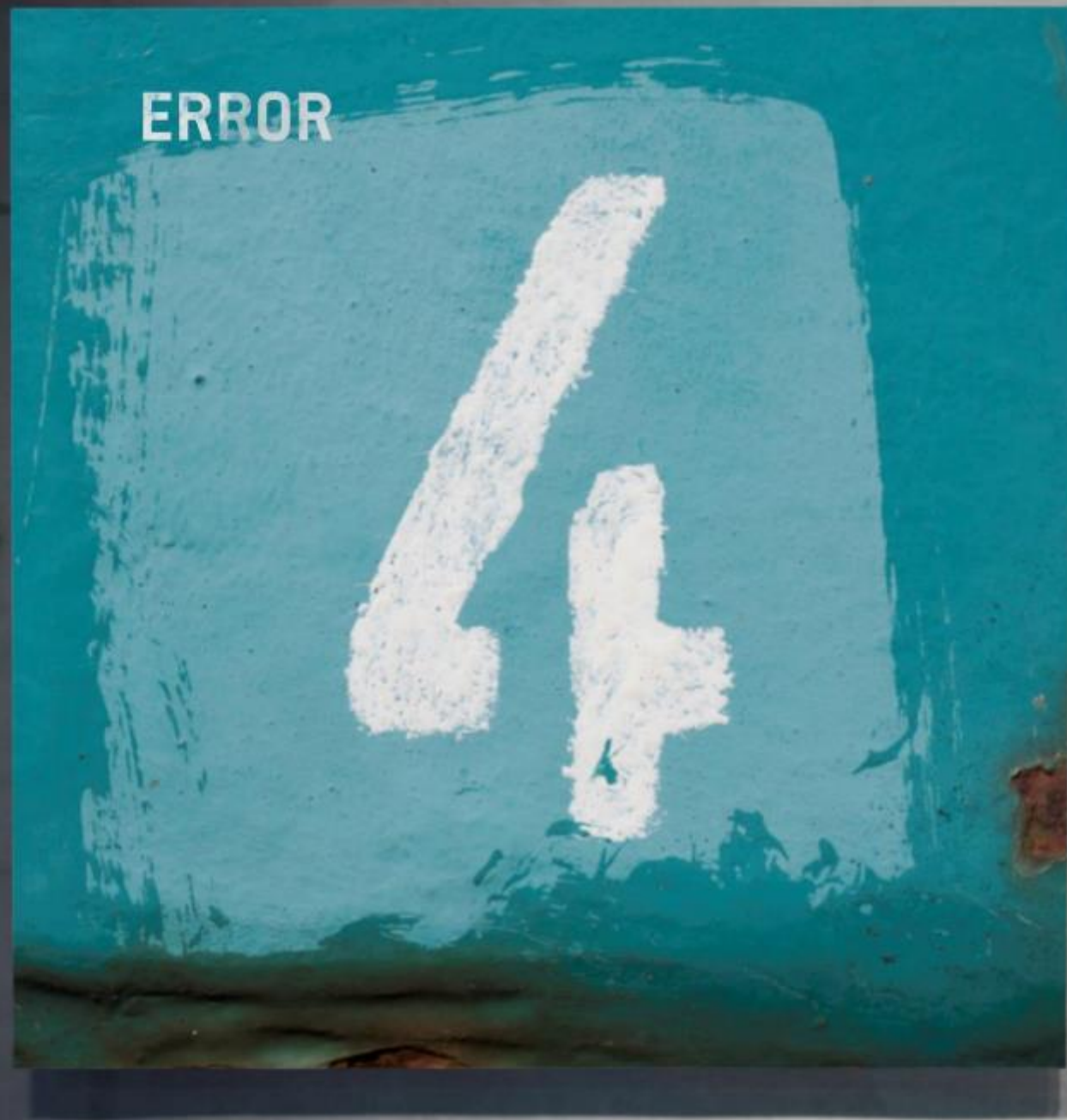
We wildly overestimate mainstream focus on money, image and fame



And a highly materialistic view of what constitutes 'the good life'



Source: Reach Solutions/house51
 Base: Modern Mainstream (n=1,143) Advertising & Marketing (n=205)



We'll keep making the same mistakes

Covid-19 amplifies the social virtue narrative

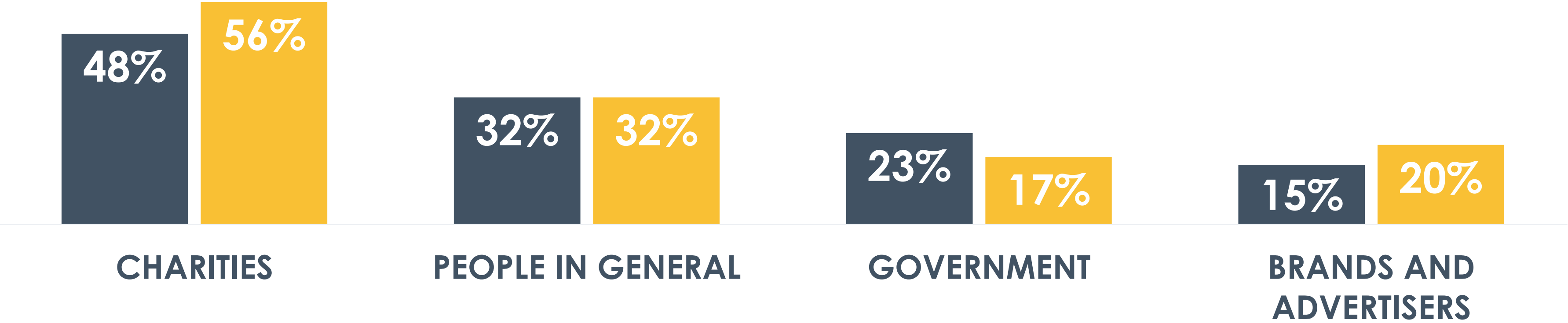
“More work that is originated directly in response to, or out of, an increasing connection to communities and culture – with brands driven by purpose connecting behaviour and belief to help customers and see where they can play an authentically useful role, beyond just selling.”

Ete Davies, Chief Executive, Engine Creative

But even we don't trust brands to act in a socially responsible way

% scoring 7+ out of 10 on trust scale

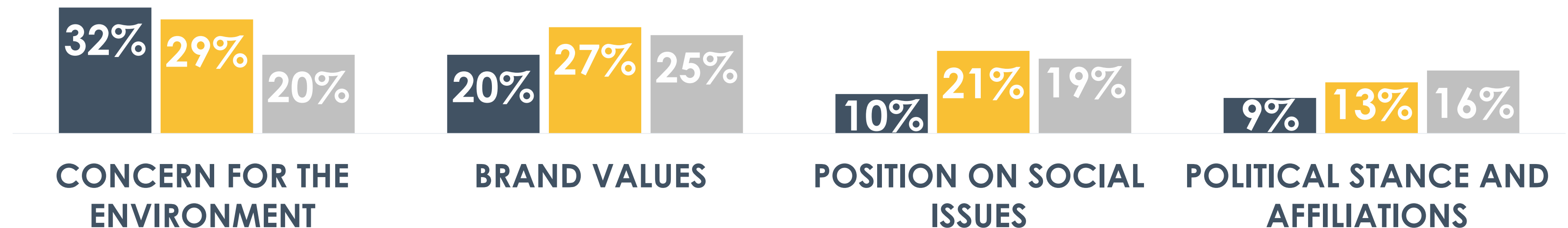
● Modern Mainstream ● Advertising & Marketing



And we don't believe it really influences buying behaviour

% Most important when buying products and brands

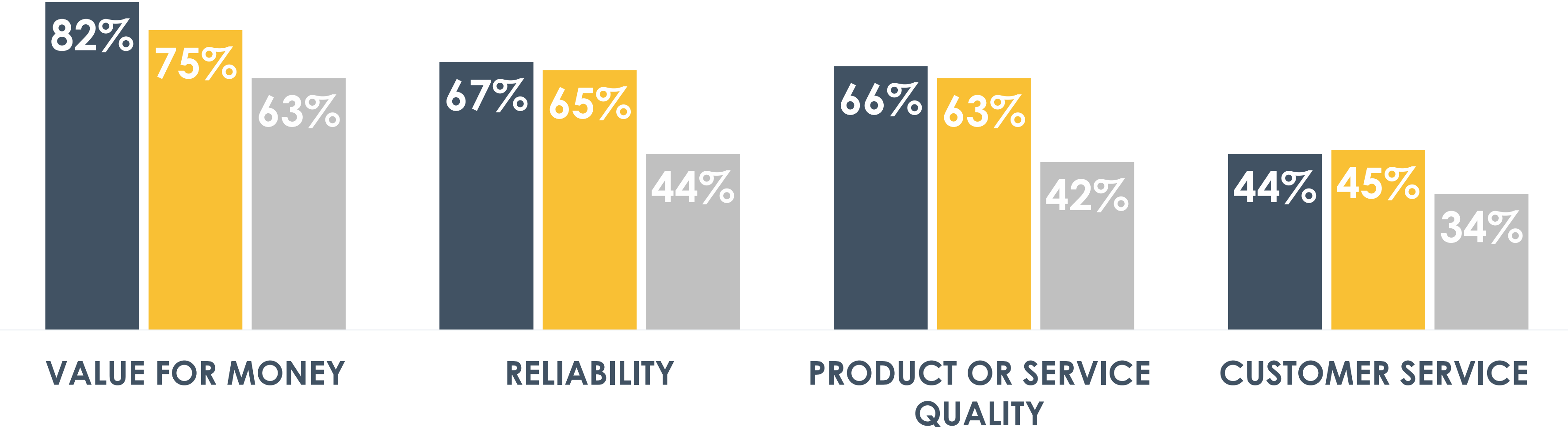
● Modern Mainstream ● Advertising & Marketing ● Advertising & Marketing estimation of drivers of mainstream buying



The inconvenient truth - it's still about value, quality and reliability

% Most important when buying products and brands

● Modern Mainstream ● Advertising & Marketing ● Advertising & Marketing estimation of drivers of mainstream buying



Source: Reach Solutions/house51
Base: Modern Mainstream (n=1,143) Advertising & Marketing (n=205)

Cognitive Dissonance

S T R A T E G Y

**Our Aspiration window
is open too wide**



**Be part of their
'cognitive world'**

Build brands 'holistically'

**You can't just
magic your own
window view**



The Aspiration Window

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www.reachsolutions.co.uk/insights



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