Panel Discussion

Insights: The Killer of Creative? Or the Driver of Killer Creative?

ARF Creative Council

Moderator: Jay Mattlin Consultant

Andrew Smith

FlowersFoods
ARF Creative Council Working Group on Driving the Power of Creative Through New Research Guidelines

Members:
Andy Smith, Flower Foods (Chair)
Michael Joffe, Google
Mark Truss, J Walter Thompson
Jack Koch, Spotify
AJ Mathew, Kargo
Hannah Pavalow, Facebook
Marilyn Rice, Colgate Palmolive
Skye Yang, Ogilvy
Background

Data:

From a survey of ARF members (n=148) conducted by this Working Group in early 2018.
Overall, do you think that research and data...?
How important are research and data in the creative process?

% Extremely Important

How Important Your Company Thinks it is (A)

- MR Firm: 65%
- Non-MR Firm: 27%

How Important You Personally Think it Should be (B)

- Researcher: 53%
- Non-Researcher: 51%
What do you believe is (or are) the most important role(s) for research and data with respect to the creative process?

![Bar chart showing the percentage of responses for MR Firm and Non-MR Firm for Optimization, Exploration, and Validation.]

- **Optimization**: 93% MR Firm, 79% Non-MR Firm
- **Exploration**: 67% MR Firm, 84% Non-MR Firm
- **Validation**: 67% MR Firm, 79% Non-MR Firm
In which of the following steps in the creative development process do you think research and data are most helpful?

- Deciding on final creative to roll out with: 88% MR Firm, 76% Non-MR Firm
- Determining alternative creative approaches: 65% MR Firm, 69% Non-MR Firm
- Review of prior creative: 65% MR Firm, 63% Non-MR Firm
- Channel planning: 63% MR Firm, 67% Non-MR Firm
- Defining the creative campaign objectives: 51% MR Firm, 69% Non-MR Firm
In which of the following steps in the creative development process do you think research and data are most helpful?

- Deciding on final creative to roll out with: 81% Researcher, 82% Non-Researcher
- Determining alternative creative approaches: 64% Researcher, 73% Non-Researcher
- Channel planning: 63% Researcher, 67% Non-Researcher
- Review of prior creative: 57% Researcher, 71% Non-Researcher
- Defining the creative campaign objectives: 55% Researcher, 65% Non-Researcher
How valuable would you say each of the following are in helping to develop the core creative concepts of an ad campaign?

- Copy Testing
- A/B testing
- In-context testing within platforms
- System 1 / Neuro Tests (e.g., Eye Tracking, EEG, …)
- Survey research
- Analysis of digital media response (i.e., views, …)
- Focus Groups/IDI’s
- Social Listening
- Analysis of syndicated research
- Ethnography
- Online communities
- Implicit Association Tests
## Value of Research Approaches in Creative Process

### Top 5 Research Approaches in Developing Core Creative Concept

<table>
<thead>
<tr>
<th>Approaches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copy Testing</td>
</tr>
<tr>
<td>In-context testing within platforms</td>
</tr>
<tr>
<td>Focus Groups/IDIs</td>
</tr>
<tr>
<td>Analysis of Digital Media Response (i.e., views, engagement, etc.)</td>
</tr>
<tr>
<td>A/B Testing</td>
</tr>
</tbody>
</table>

### Top 5 Research Approaches in Developing Creative Assets after Core Concept Is Established

- System 1 / Neuro Tests (e.g., Eye Tracking, EEG…)
- Copy Testing
- A/B Testing
- In-context testing within platforms
- Analysis of Digital Media Response (i.e., views, engagement, etc.)

*Base: Non-MR Firms Only*
What would you say are the biggest barriers to effectively using research and data in the creative development process?

MR Firm Responses

Non-MR Firm Responses
What would you say are the biggest barriers to effectively using research and data in the creative development process?

Researchers

Non-Researchers
Why do you think research and data are most important for these media?

MR Firm Responses

Non-MR Firm Responses
Why do you think research and data are most important for these media?

Researchers

Non-Researchers