

Panel Discussion

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

ARF Creative Council



Moderator:
Jay Mattlin
Consultant



Andrew Smith





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

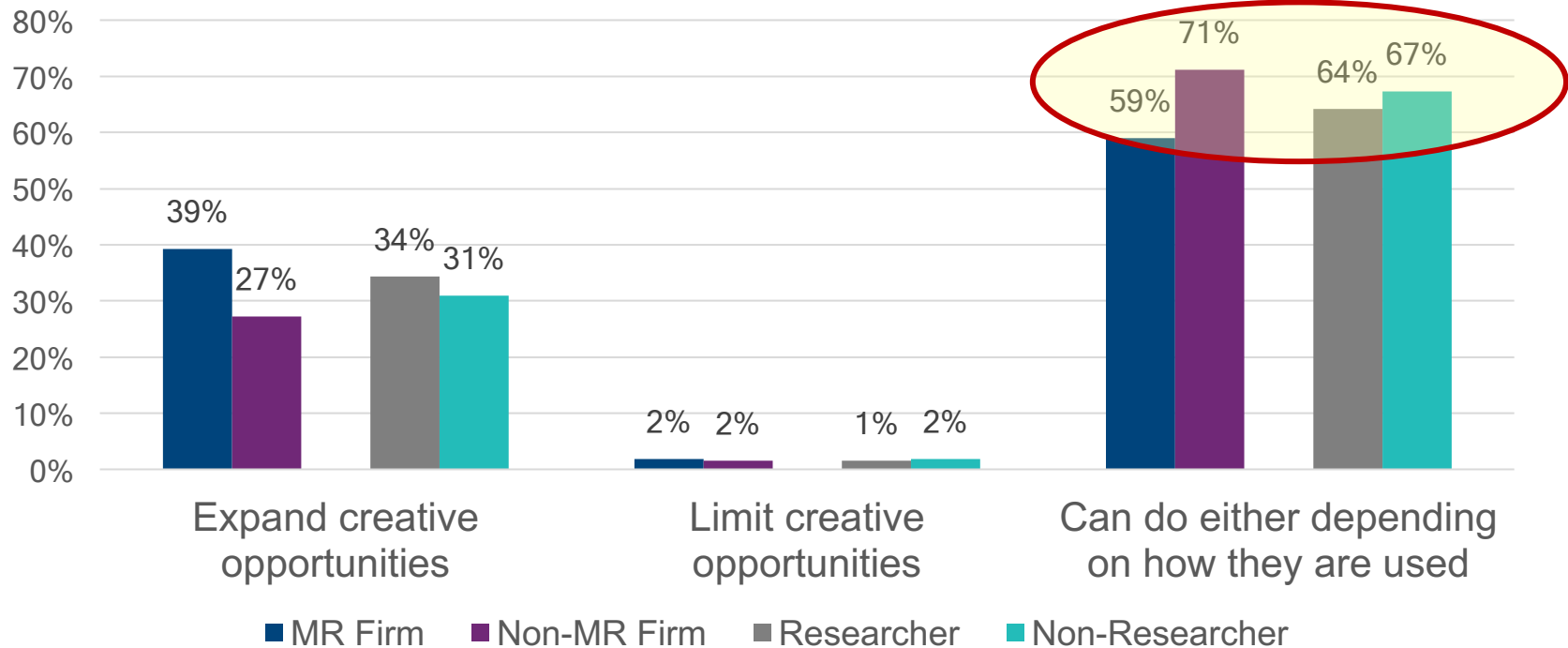


Background

Data:

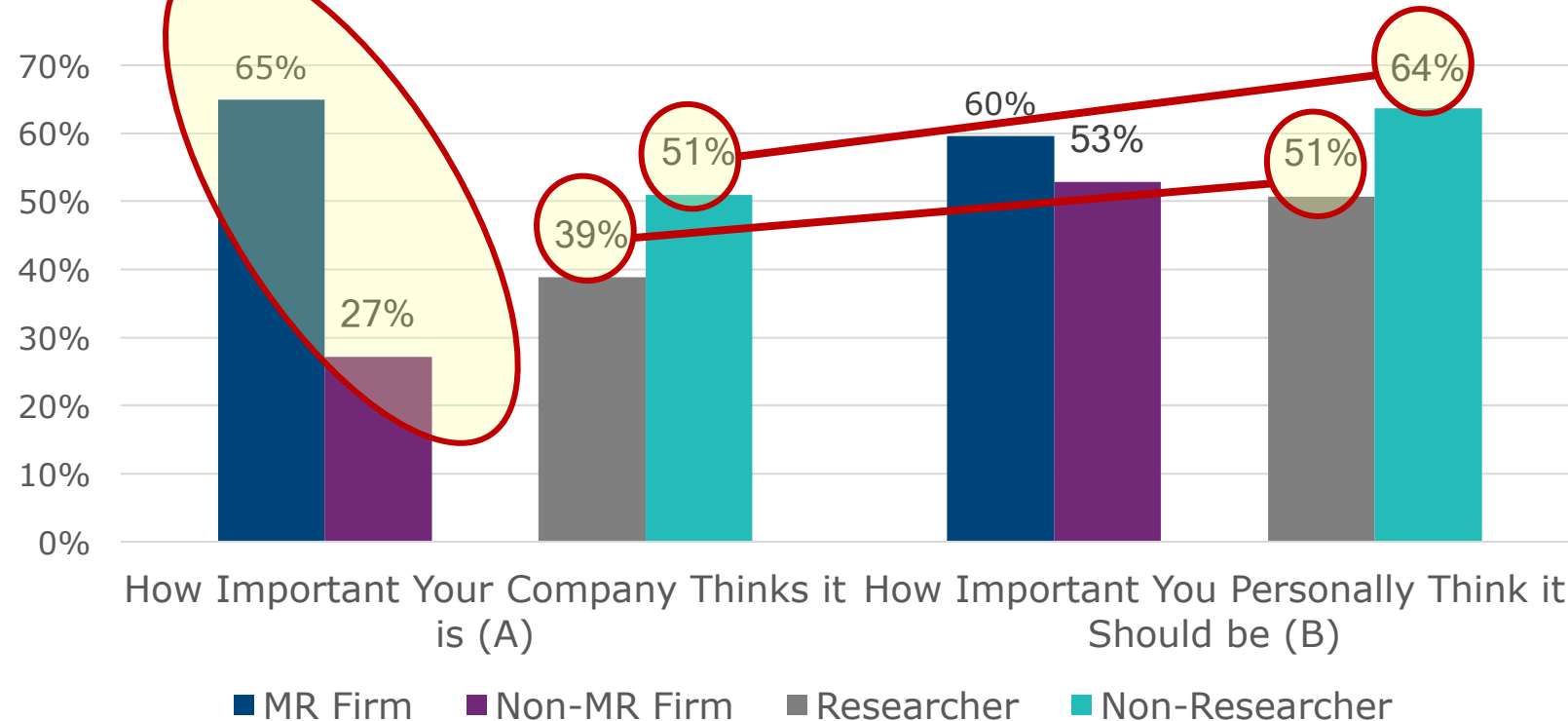
From a survey of ARF members (n=148)
conducted by this Working Group in early 2018.

Overall, do you think that research and data...?

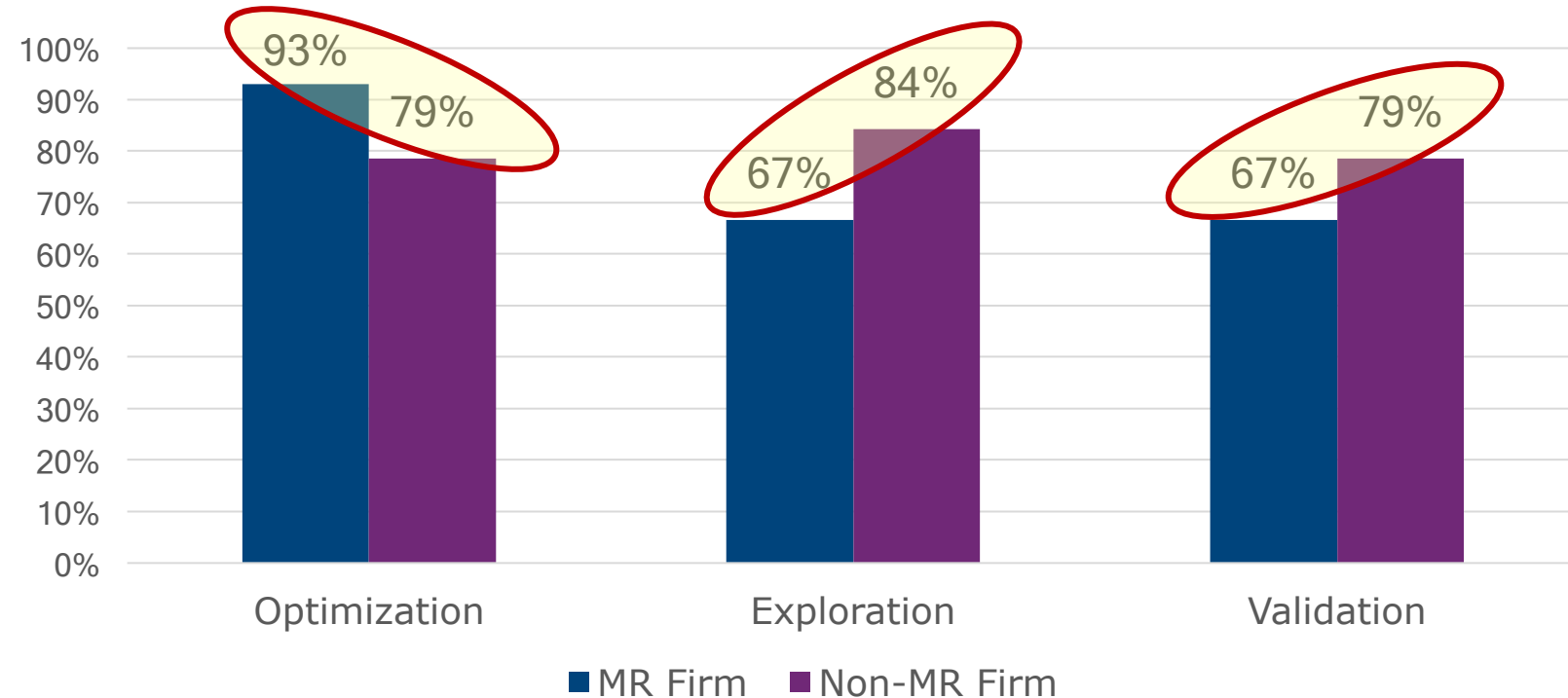


How important are research and data in the creative process?

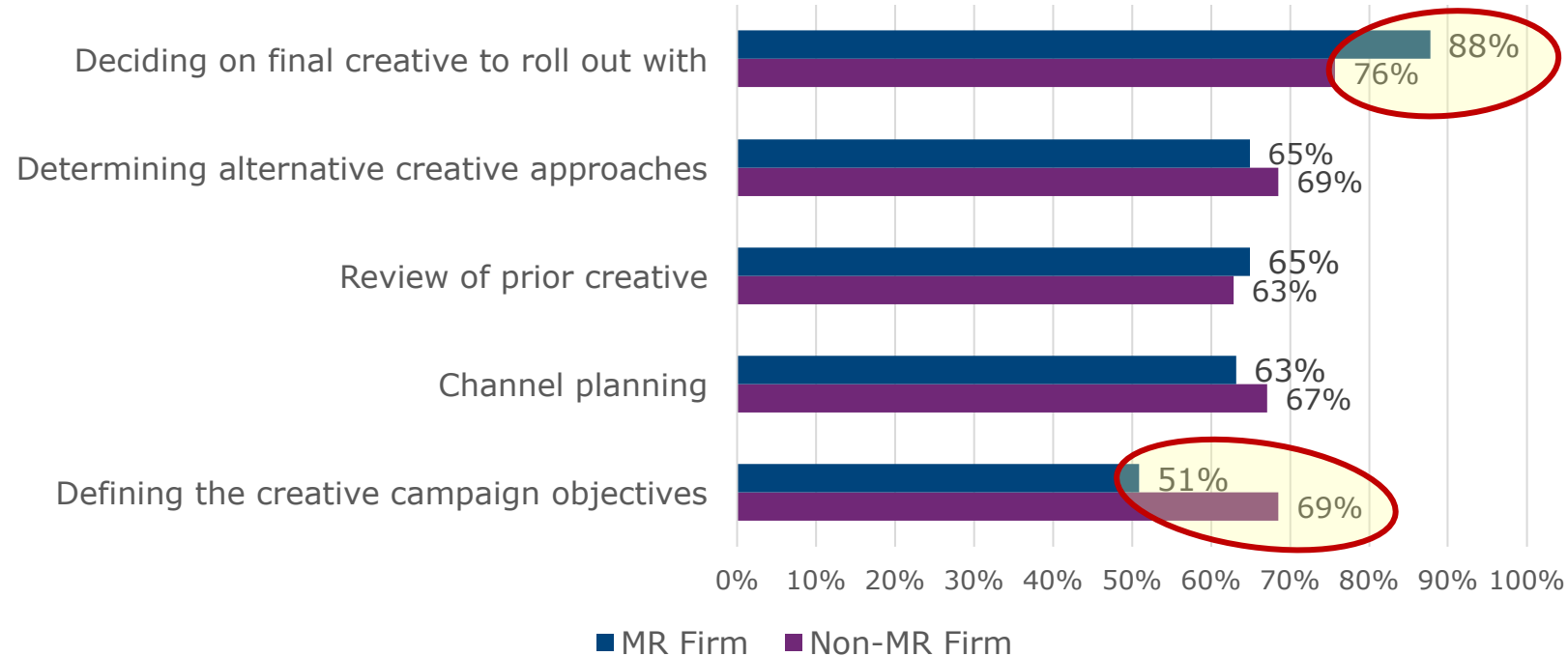
% *Extremely Important*



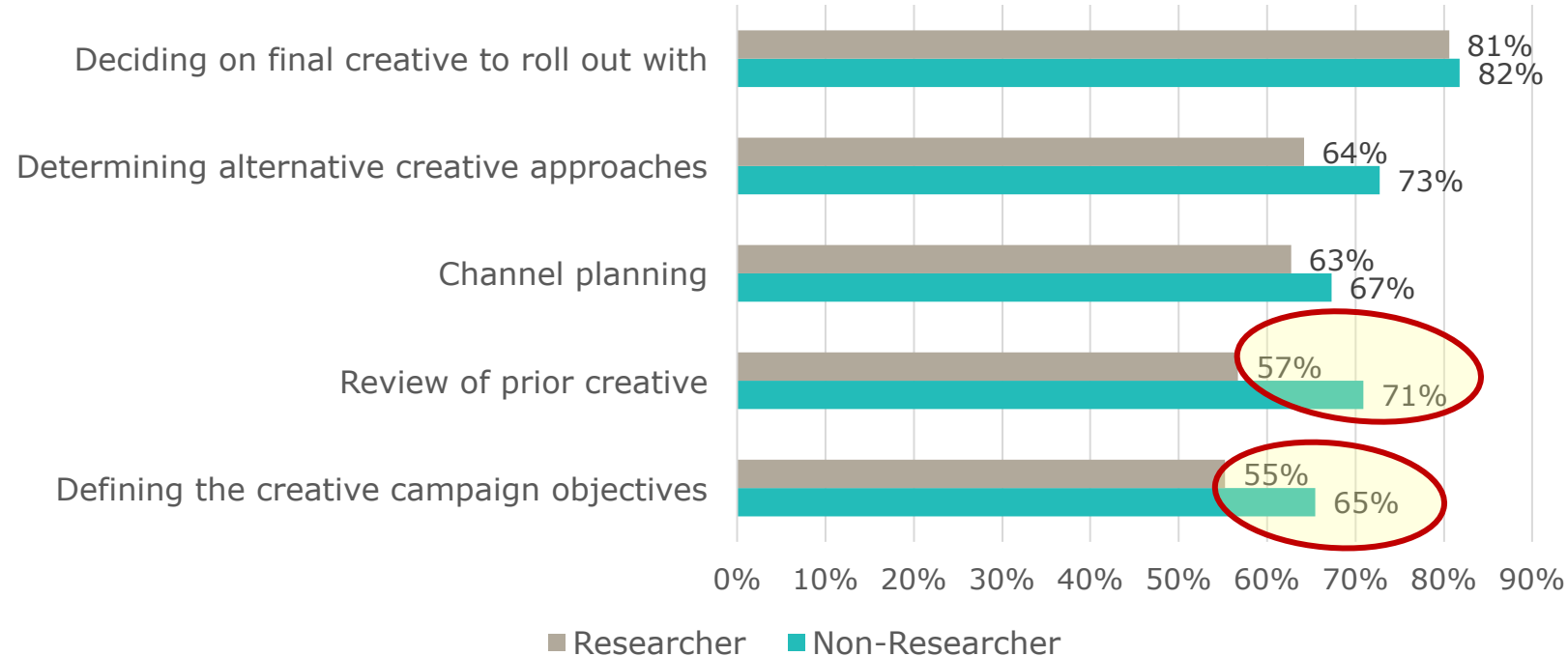
What do you believe is (or are) the most important role(s) for research and data with respect to the creative process?



In which of the following steps in the creative development process do you think research and data are most helpful?

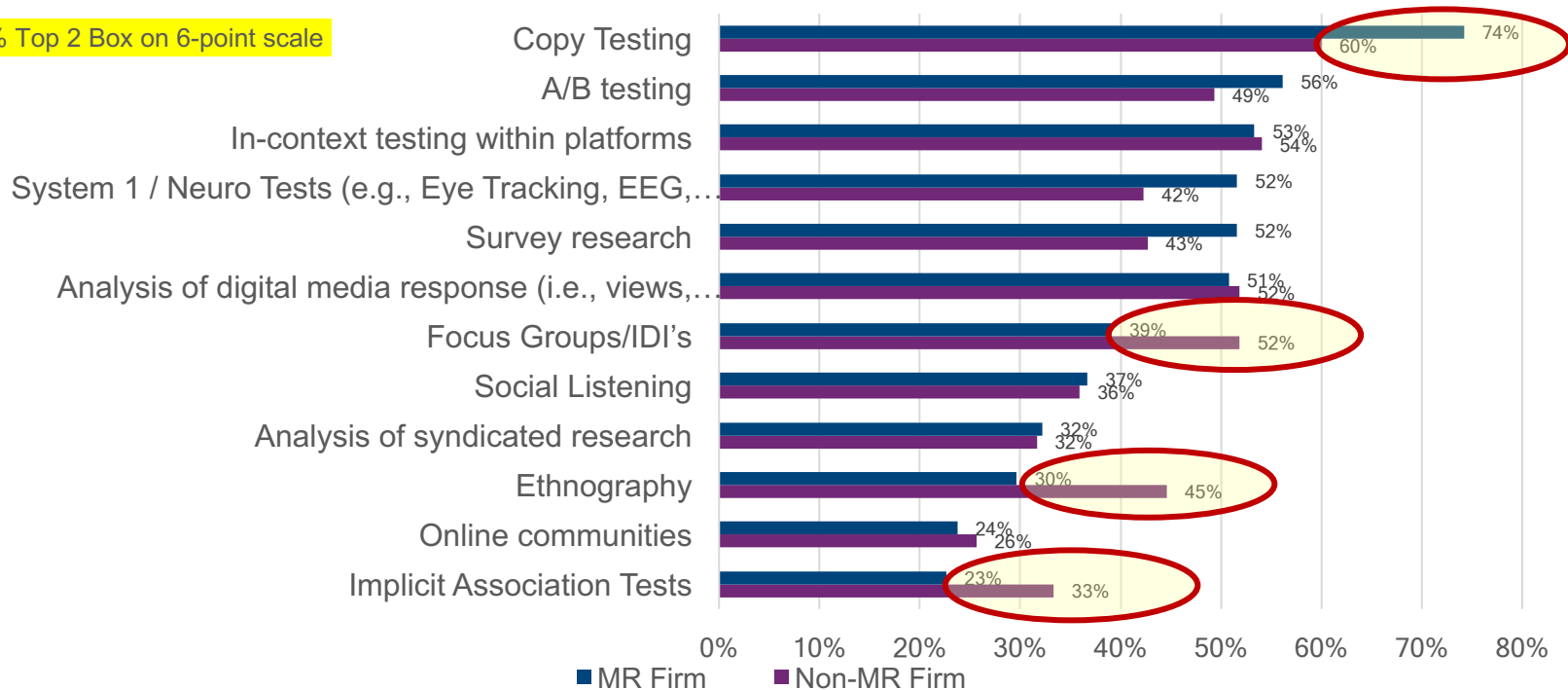


In which of the following steps in the creative development process do you think research and data are most helpful?



How valuable would you say each of the following are in helping to develop the core creative concepts of an ad campaign?

% Top 2 Box on 6-point scale



Value of Research Approaches in Creative Process

Top 5 Research Approaches in Developing Core Creative Concept

Copy Testing

In-context testing within platforms

Focus Groups/IDIs

Analysis of Digital Media Response (i.e., views, engagement, etc.)

A/B Testing

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

