

A welcome to the IPA Learning & Development programme

3rd February 2022



THE SOONER THOSE COMING INTO MARKETING & ADVERTISING ACQUIRE A GRASP OF THE FUNDAMENTALS OF EFFECTIVENESS, THE MORE ABLE THEY WILL BE TO ADD VALUE AND TO CHALLENGE THE MISTAKES THAT SO MANY MAKE IN OUR WORLD.

EFFECTIVENESS ESSENTIALS IS A GIANT LEAP FORWARD FOR THINKING MANKIND.

PETER FIELD



What is the Effectiveness Essentials Certificate?

We believe

that the most successful agencies and clients make (creative) effectiveness integral to their business + culture

We believe

that effectiveness sits at the heart of many of the core challenges facing both the present and future of our industry today

We believe

that effectiveness is everyone's business

What is the Effectiveness Essentials Certificate?

<p>WHY</p> <p><i>Principles & Introduction</i></p>		<p>MODULE 1:</p> <p>Introduction to Effectiveness</p>		
<p>WHAT</p> <p><i>Understanding</i></p>	<p>MODULE 2:</p> <p>Understanding "Short Term"</p>	<p>MODULE 3:</p> <p>Understanding "Long Term"</p>	<p>MODULE 4:</p> <p>Understanding "Business Metrics"</p>	<p>MODULE 5:</p> <p>Understanding "Wider Effects"</p>
<p>HOW</p> <p><i>Practice</i></p>	<p>MODULE 6:</p> <p>Effectiveness in Context</p>	<p>MODULE 7:</p> <p>Effectiveness Culture</p>	<p>MODULE 8:</p> <p>Brands & Behaviour</p>	<p>MODULE 9:</p> <p>Commercial Creativity</p>
<p>WHY</p> <p><i>Purpose & Impact</i></p>		<p>MODULE 10:</p> <p>Effectiveness Strategy</p>		

What are the 10 Principles of Effectiveness Leadership?

#1: STATE YOUR INTENT

“There must be a hypothesis of how the advertising is intended to work.”

Stephen King

What are the 10 Principles of Effectiveness Leadership?

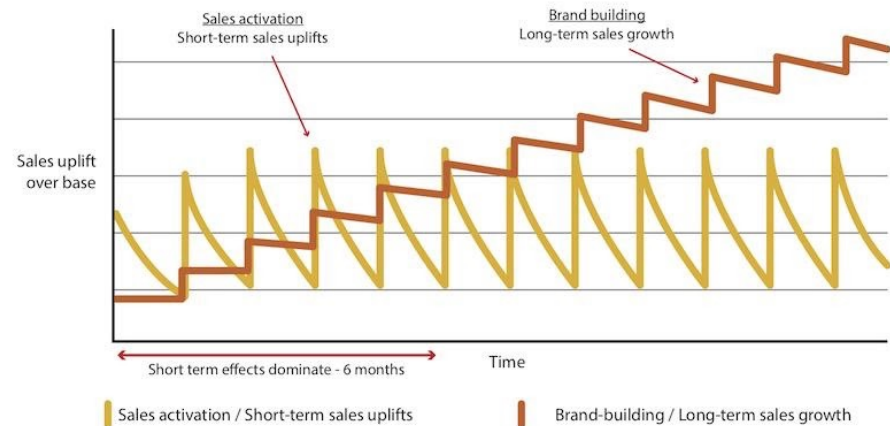
#2: BEWARE THE DANGERS OF DICHOTOMY



What are the 10 Principles of Effectiveness Leadership?

#3: SPEND FOR SHORT, INVEST FOR LONG

Brand-building and sales activation work over different timescales



Source: Les Binet and Peter Field, *Media in Focus: Marketing Effectiveness in the Digital Era*, IPA, (Figure 02)

What are the 10 Principles of Effectiveness Leadership?

#4: THINK BEYOND ADVERTISING



What are the 10 Principles of Effectiveness Leadership?

#5: THINK BEYOND THE DASHBOARD



What are the 10 Principles of Effectiveness Leadership?

#6: LEARN A SHARED LANGUAGE

83% of CEO's believe that brands continually deliver to the bottom line and almost 75% claim that they understand how they do that.

Source: The Board/Brand Rift

What are the 10 Principles of Effectiveness Leadership?

#7: MAP ALL THE MOVING PARTS



What are the 10 Principles of Effectiveness Leadership?

#8: KNOW THE BUSINESS

"I read annual reports of the company I'm looking at, and I read the annual reports of the competitors - that is the main source of material."

Warren Buffett

What are the 10 Principles of Effectiveness Leadership?

#9: UNDERSTAND WHAT LEVERS YOU ARE PULLING

*"Bias is a lot like love:
it's all around"*

Rory Sutherland

What are the 10 Principles of Effectiveness Leadership?

#10: MAKE A CASE FOR COMMERCIAL CREATIVITY

*“Our objective is effectiveness;
our strategy is creativity.”*

John Hegarty,
Nigel Bogle,
John Bartle

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