

WEBINAR:

THE ROLE OF CREATIVE IN PERFORMANCE MARKETING

IMPRESSION



Immy Fox

Head of Creative

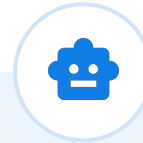
The Challenge



Brands can often forget the impact of creative



Brands need to keep content fresh & engaging



We need to make sure we are saying the right things, at the right time, to the right people

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What we'll be covering today

1

The importance of creative in performance

2

Experimentation in Action

3

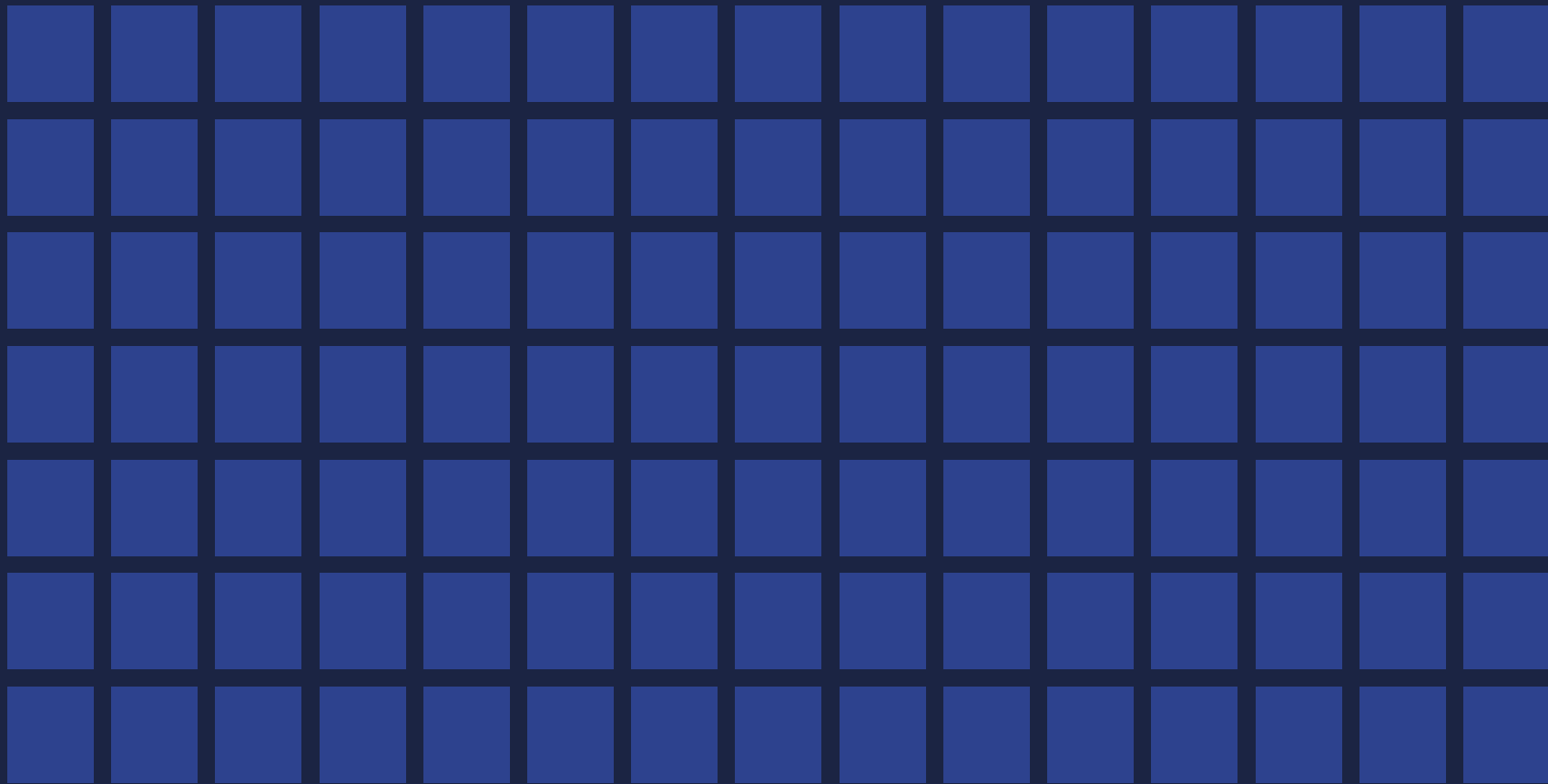
Creative across the funnel

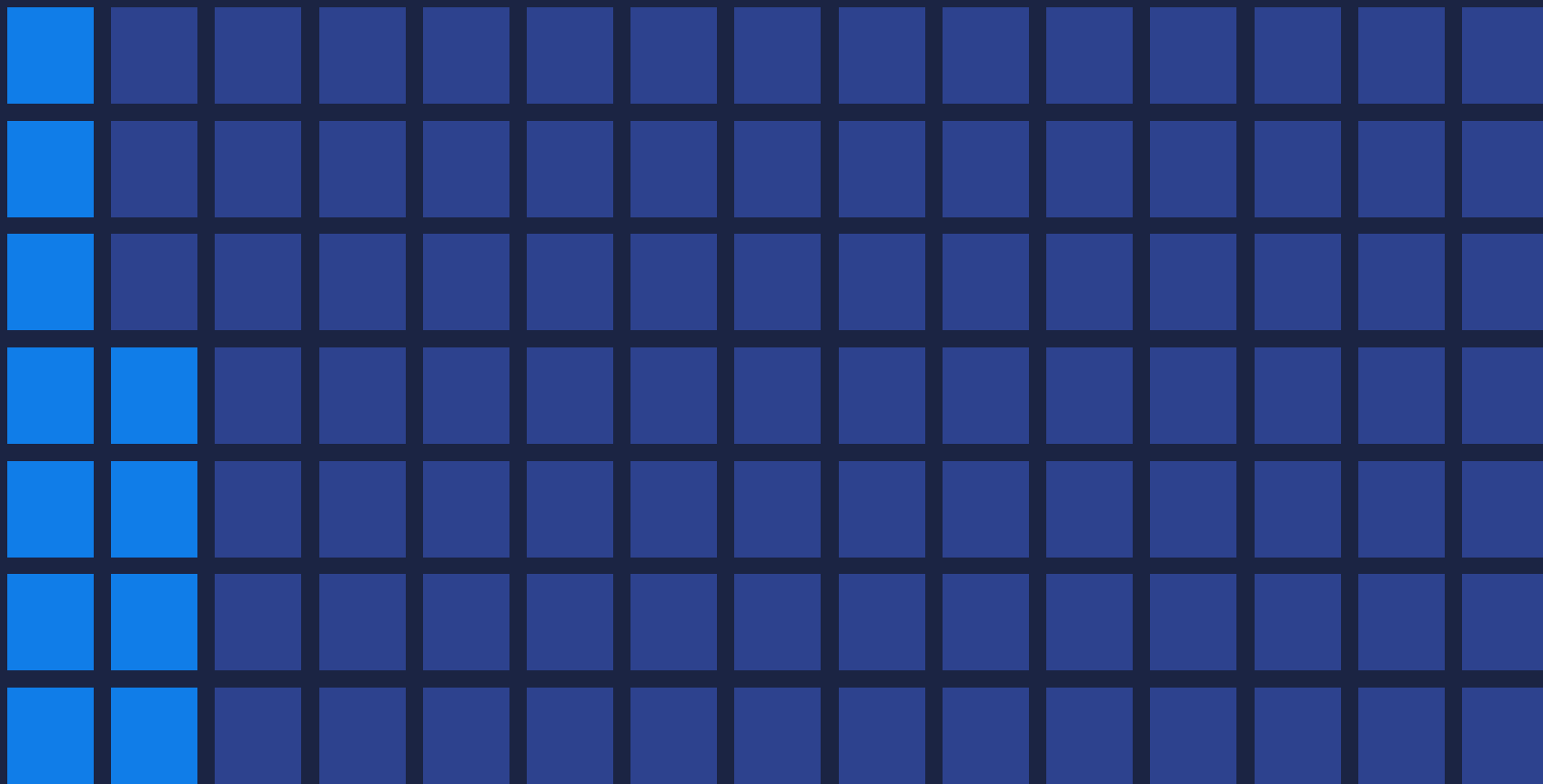
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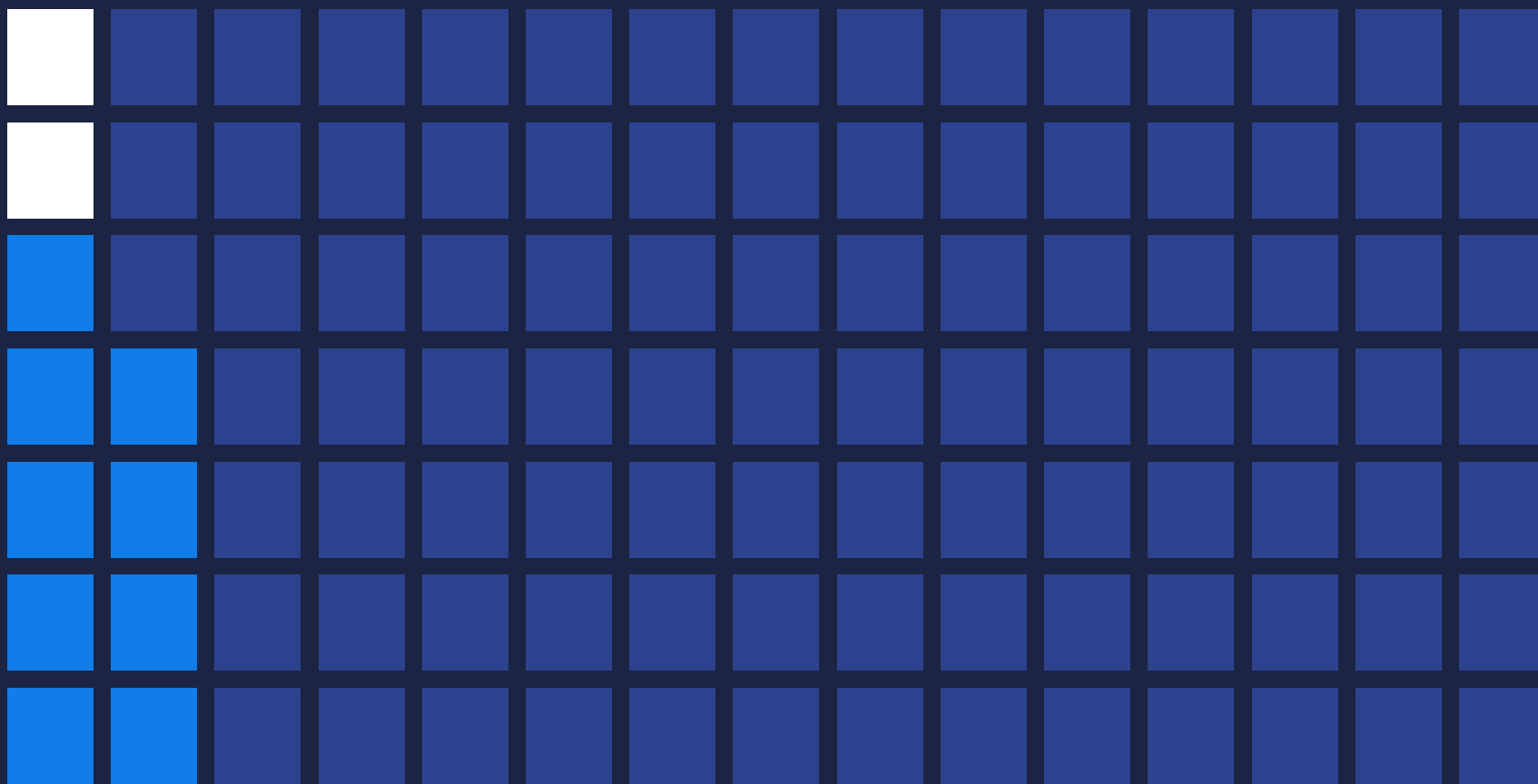
66% of advertising
effectiveness depends
on creative

– Google –

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Why is creative important?

**Make an
Impression**

**Brand
Differentiation**

Ad Fatigue

**Have a
Direction**

WHICH EARPLUGS WOULD YOU CHOOSE?



No Noise to Disturb Sleep

Sleep A30 Earbuds

\$139 Super early bird \$229

[Order Now](#)

launching on **RED DOT AWARD**



SHOKZ



IP55 Water Resistance.

**Sweat Resistance and
Splash-Ready**
Train worry-free rain or shine

OpenFit 2+ | Open-Ear Headphones

[SHOP NOW >](#)



THE NEXT GEN. HERE NOW.

QuietComfort Ultra Earbuds (2nd Gen)



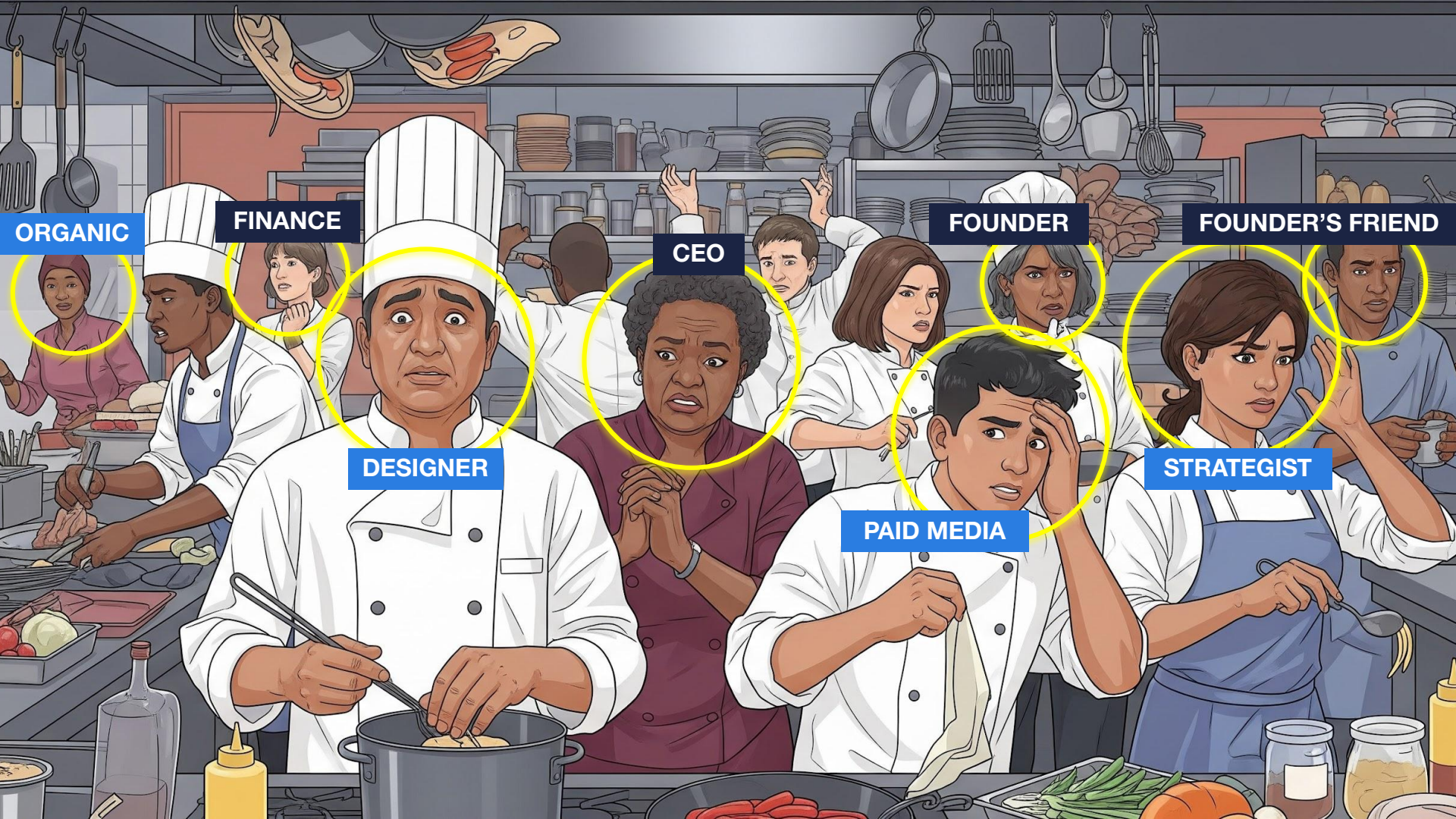
BOSE

However, current brand mindset is poor...

- ✗ Risk-averse
- ✗ Over-influenced by opinions
- ✗ Underinvest in insight-led creative

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ORGANIC

FINANCE

CEO

FOUNDER

FOUNDER'S FRIEND

DESIGNER

PAID MEDIA

STRATEGIST

Too Many Cooks? Let Data Decide

Subjective Feedback

- ✗ I don't like the colour
- ✗ I prefer this image
- ✗ I prefer this copy

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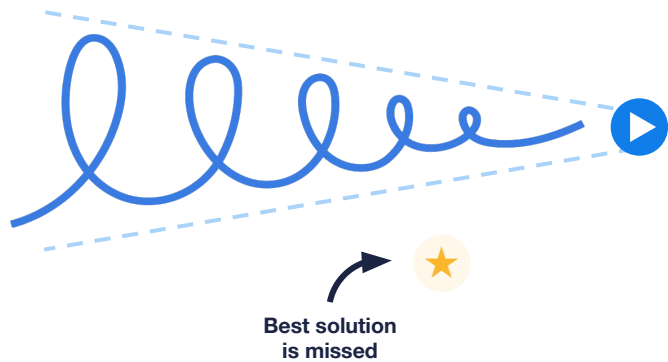
Data-Led Decisions

- ✓ Light backgrounds performed best
- ✓ Imagery with people showed to be more engaging
- ✓ Audience preferred shorter copy and direct CTA's

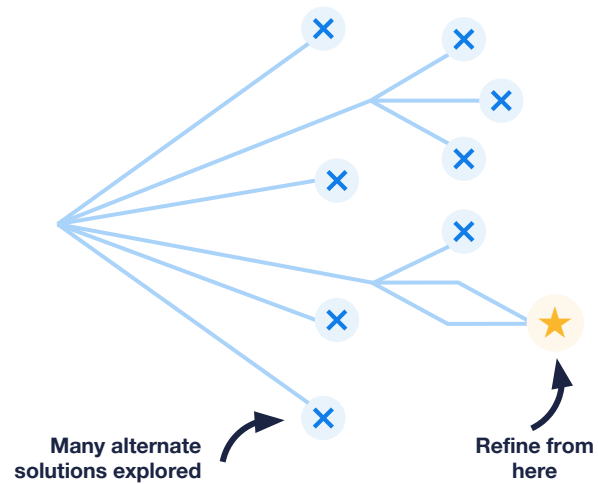


Experimentation is the
CREATIVE
SUPERPOWER

REFINEMENT



EXPLORATION



Finding winning ads is a volume game

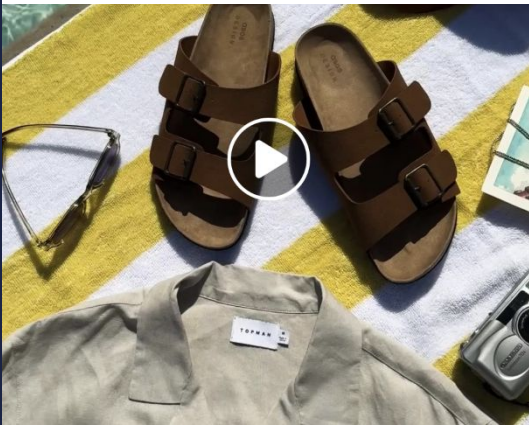


ASOS

[Ads](#)

[About](#)

~530 results



Loop

[Ads](#)

[About](#)

~550 results

TAKE A BREAK FROM RESTLESS NIGHTS



Take the edge off noise



Wake up refreshed



No more tossing & turning



Gymshark

[Ads](#)

[About](#)

~1,700 results

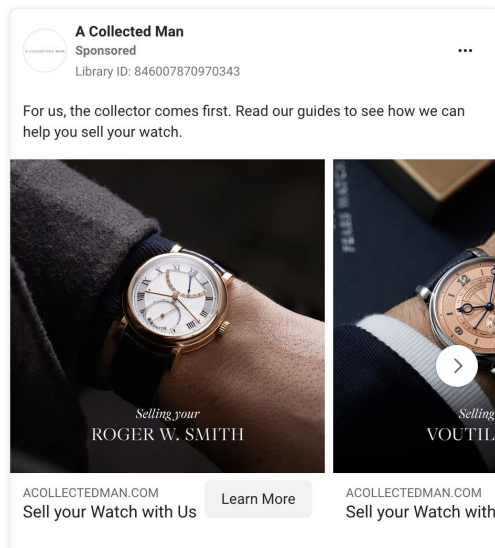


Creative – variety 🤝 volume

Creative diversification within ad sets has been shown to drive up to **32% increased efficiency.**



UGC



Carousels



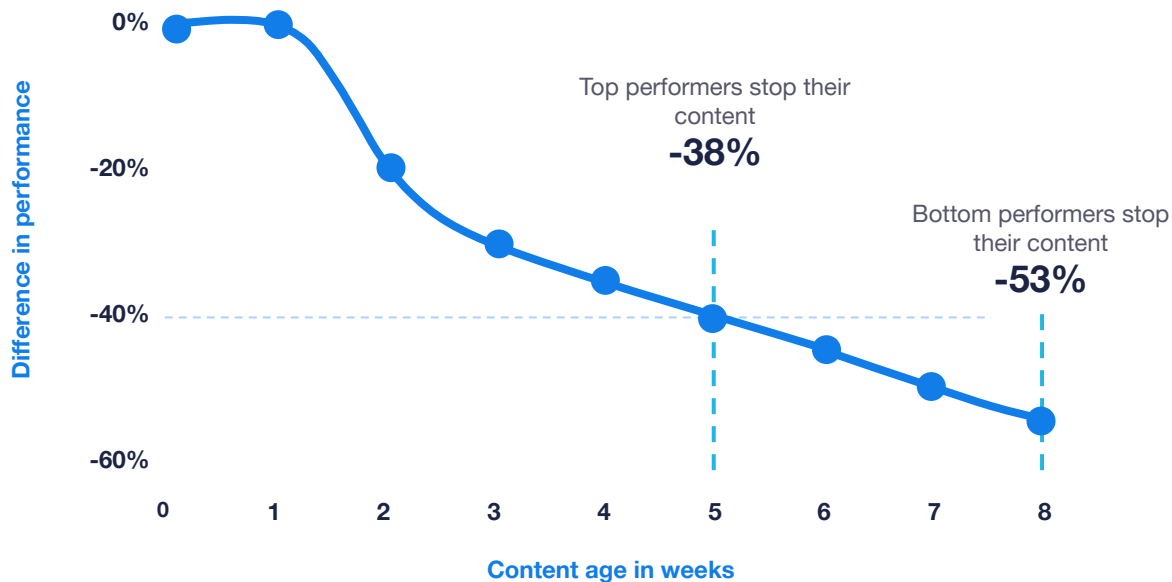
Statics



Videos

Creative freshness

Ad fatigue can destroy your performance



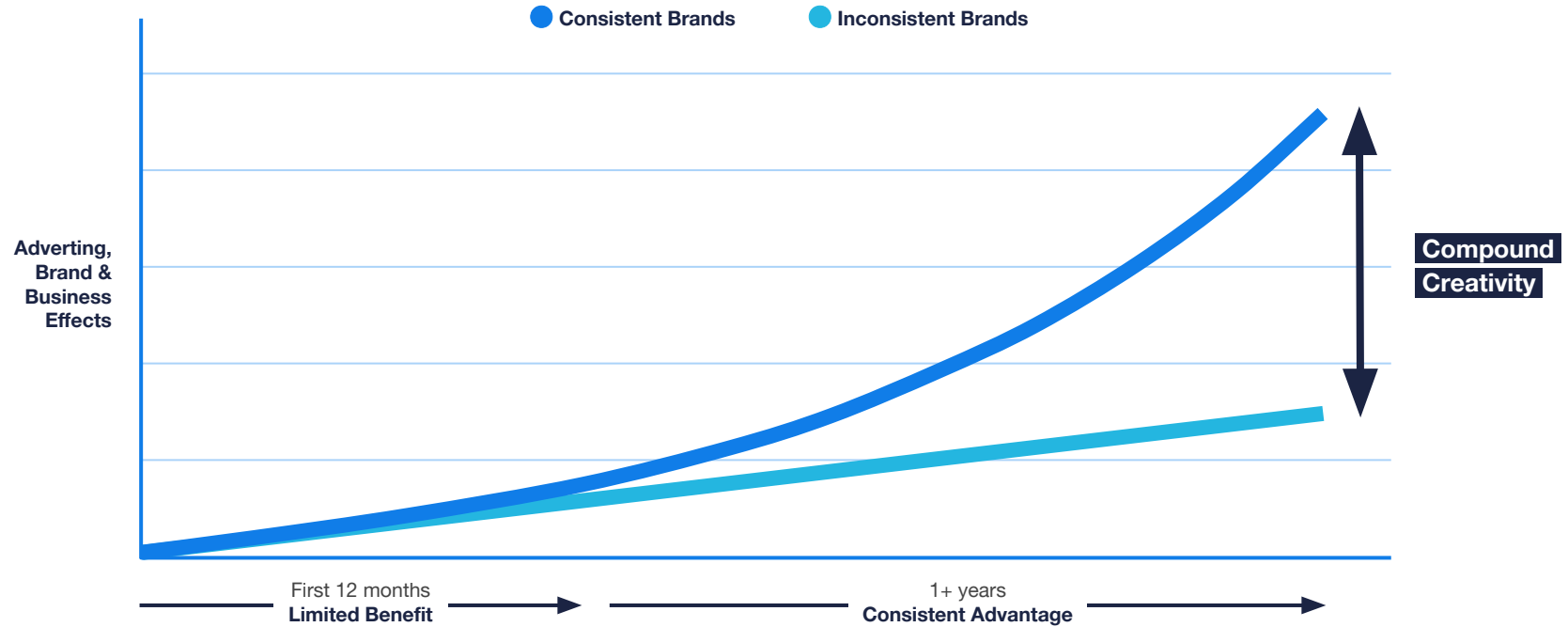
**Creative
fatigue sets in
from 8 days**

(according to TikTok)





The Power of Creative Consistency





Go
Then
Grow





 **Coors Light** 🍷
@CoorsLight

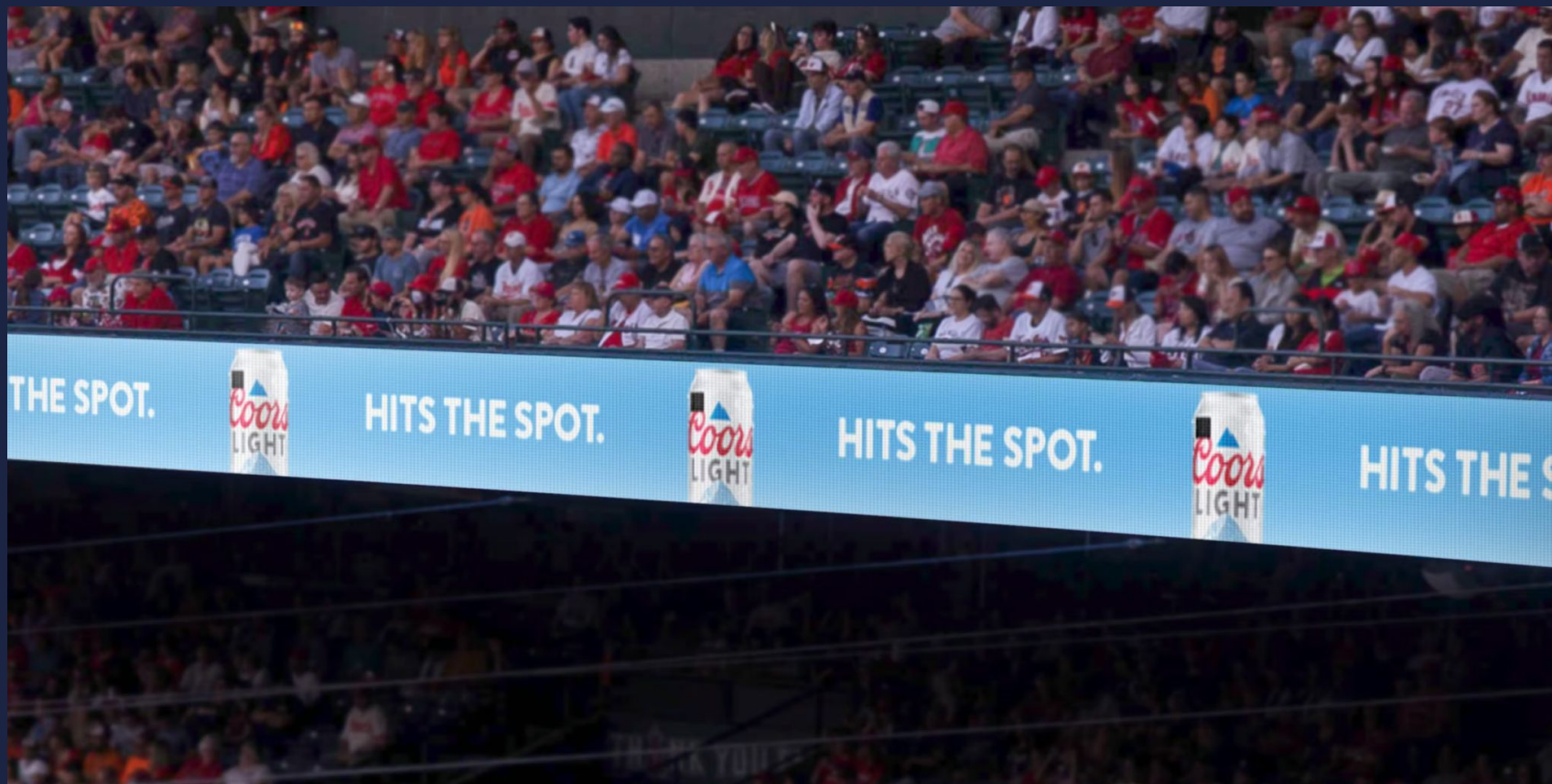
...

Looks like we got a new can design thanks to the best player in baseball.
Thoughts?



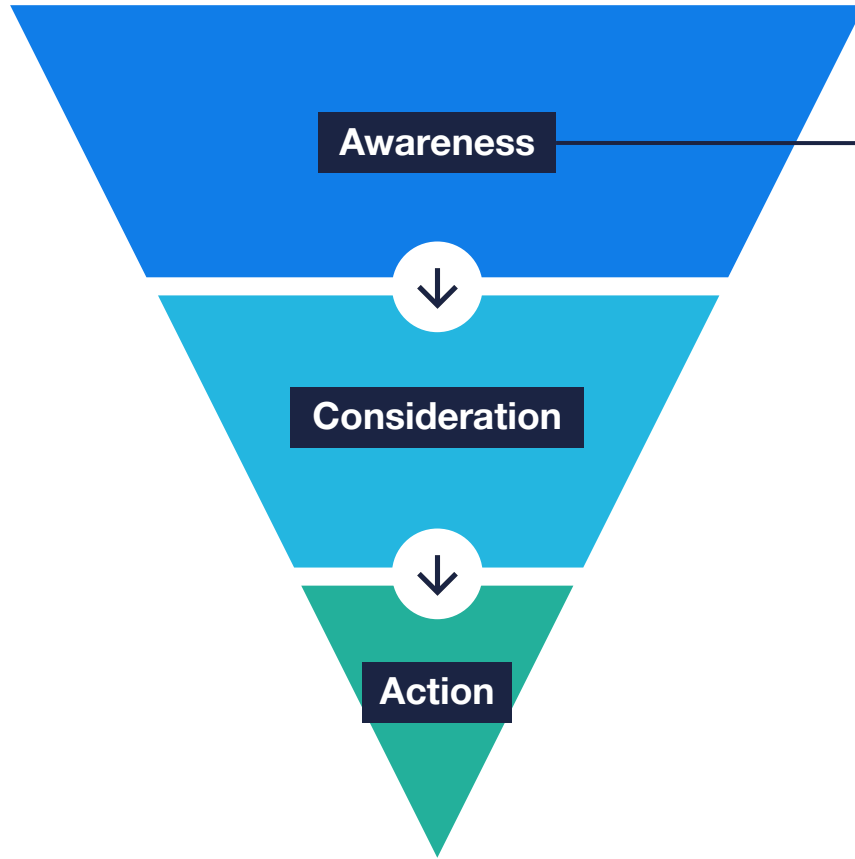


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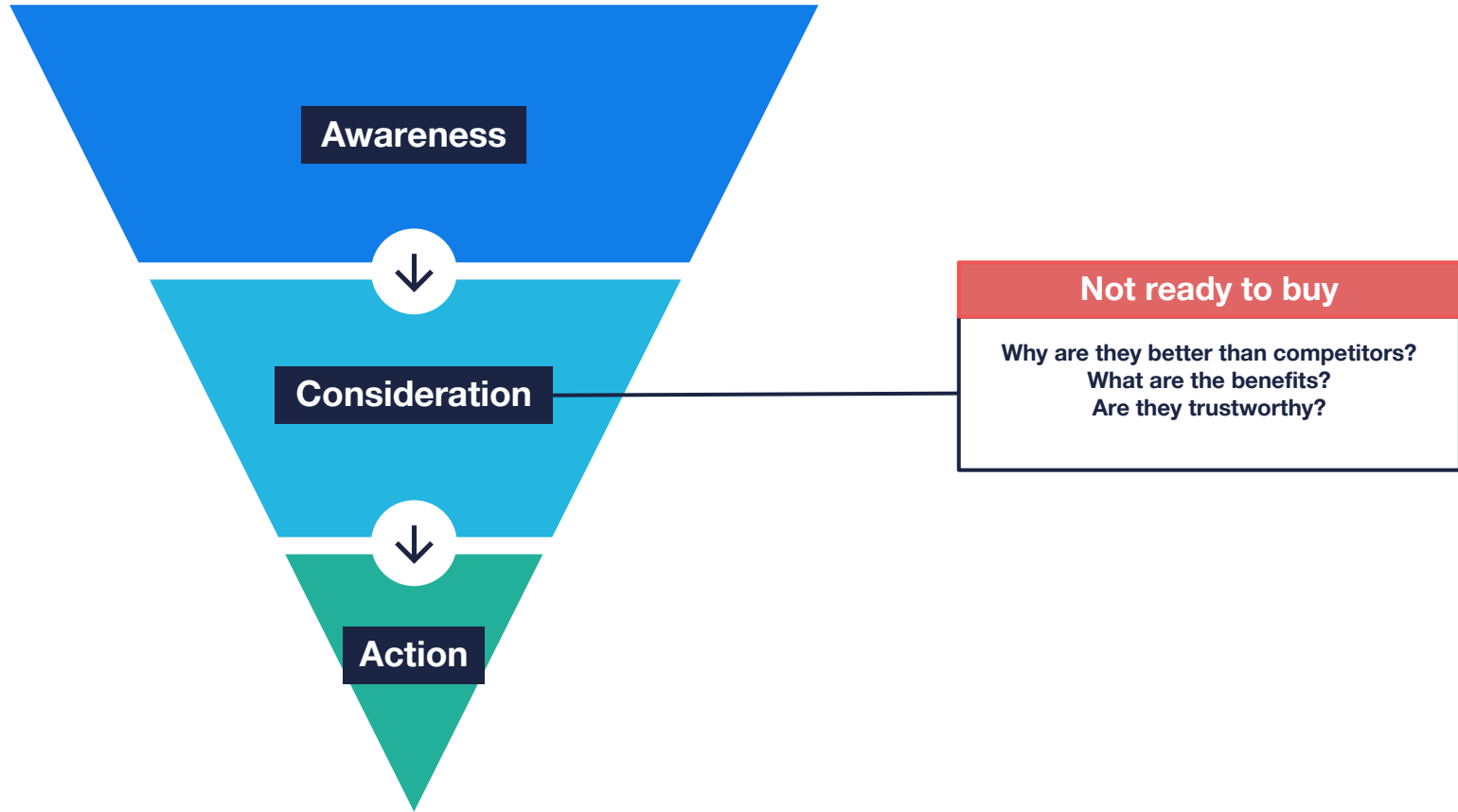
Creative Matters at Every Stage of the Funnel

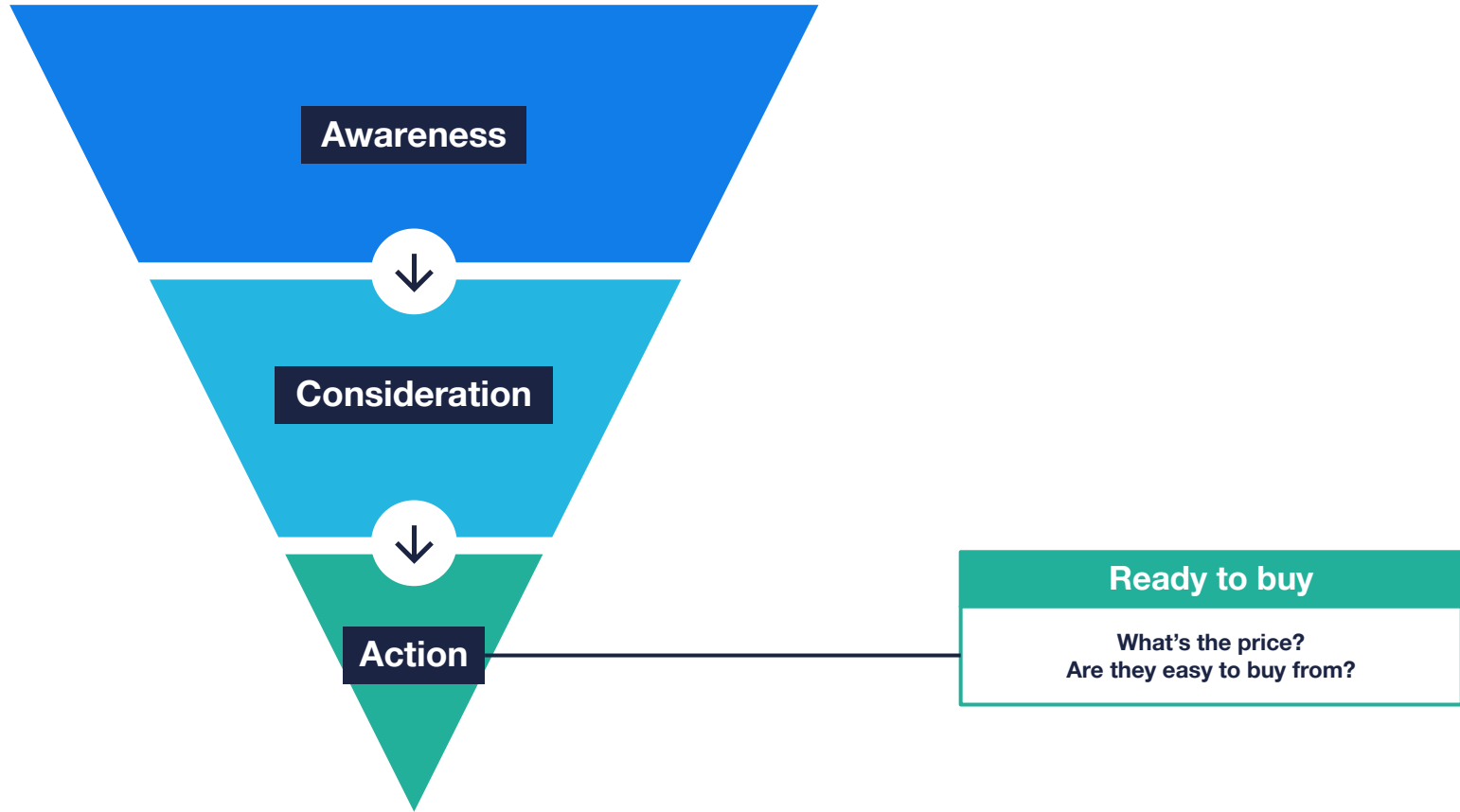
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Not ready to buy

Who is this brand?
What can they offer me?
Are they someone I identify with?





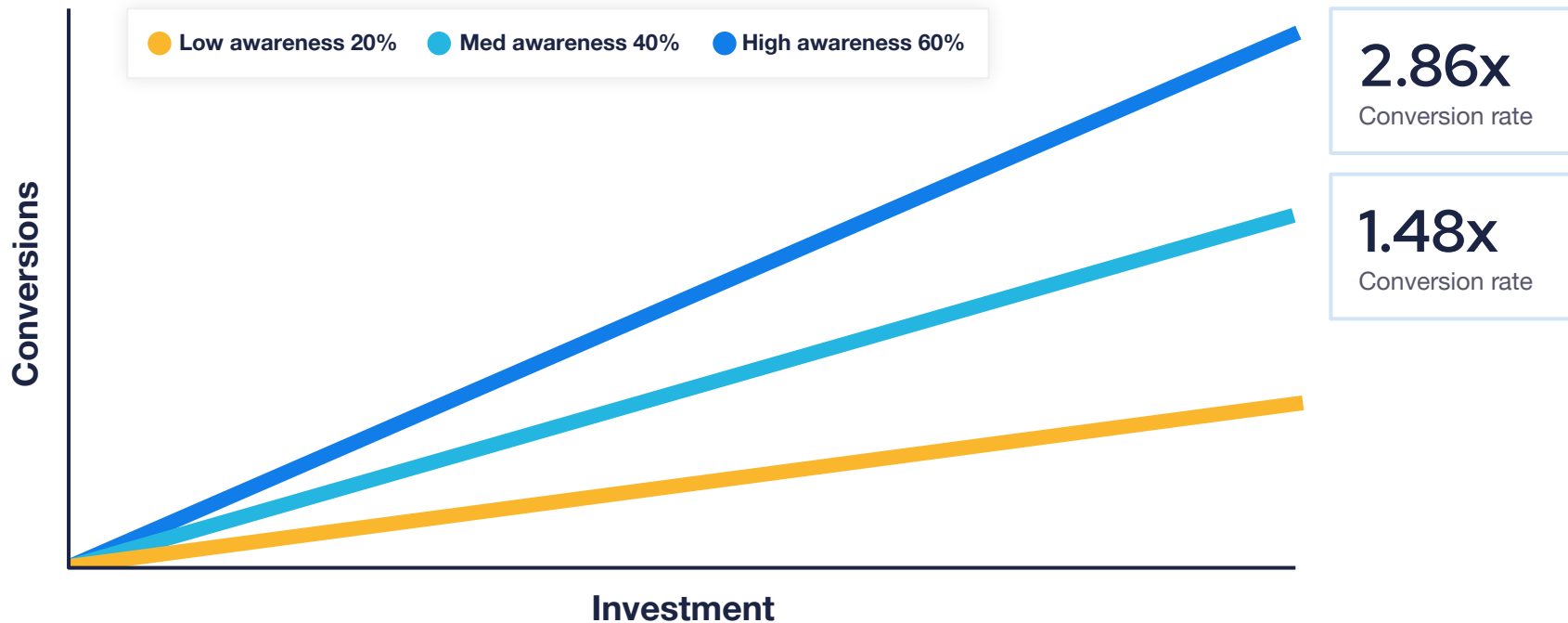




You can't convert
people who don't
know you.

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Advertising Performance Efficiency







Learn the rules like a
pro, so you can break
them like an artist

– Pablo Picasso –

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Thank you

NOTTINGHAM

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Nottingham, NG1 2AS

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SE1 9RS

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