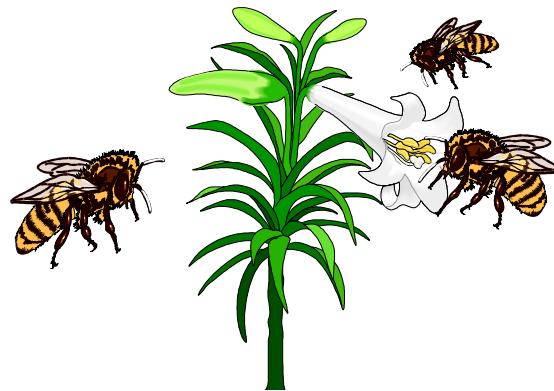




Value Creation Company Ltd.

# THE VALUE CREATION COMPANY



BRAND COMMUNICATION  
CONSULTANTS



## **‘SEDUCING THE SUBCONSCIOUS’** Exploiting the Hidden Power of Creativity in Advertising

Presentation by  
**Dr. Robert Heath**  
to  
**INTERNET HUNGARY**

**25<sup>th</sup> September 2018**



## What I will cover:

- How advertising really builds brands
- How it influences us subconsciously
- How the Hidden Power of Creativity can be measured'



## Case Study – 02

Copyright © Robert Heath



## UK Mobile Networks

---

**2000.....**

**1. Orange**

**2. T-Mobile**

**3. Vodafone**

**4. O2 (Cellnet)**

Copyright © Robert Heath



Value Creation Company Ltd.



## O2 Launch Campaign

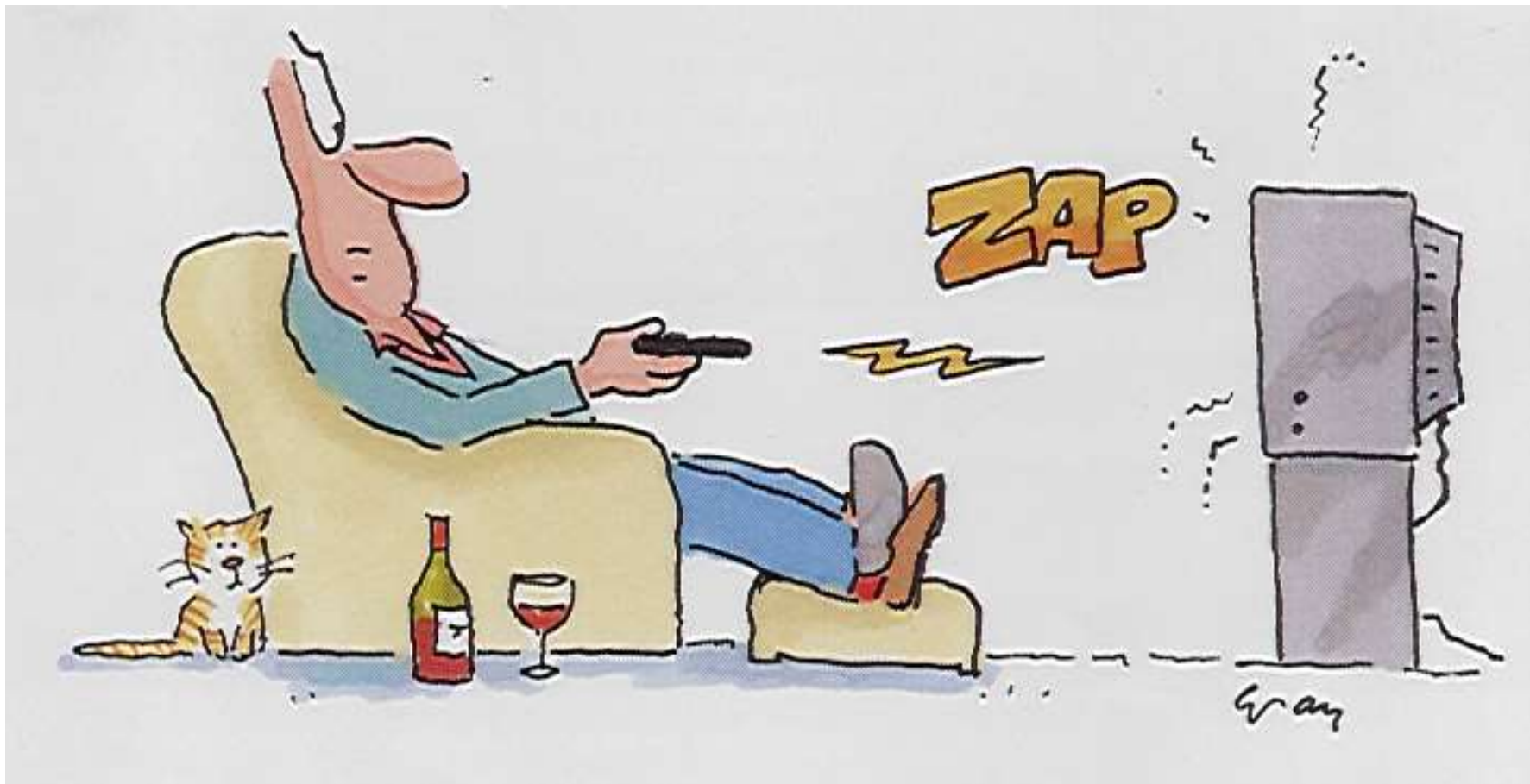




## What do YOU think?

---

- 1. IF YOU SAW THIS AD, HOW MUCH ATTENTION WOULD YOU GIVE IT?**
- 2. DID THIS AD TELL YOU ANYTHING THAT WOULD MAKE YOU RUSH OUT AND SIGN UP TO THE O2 NETWORK?**
- 3. DID THIS AD TELL YOU ANYTHING USEFUL?**
- 4. IS THIS AD PRETTY USELESS?**





## Why do advertisers still use TV?

- 20% - 40% leave the room when ads come on  
(Soley 1984)
- 66% do something else while watching TV  
(Clancey 1994)
- 50% actively dislike TV ads (Mittal 1994)
- 100% consumers fast-forward ads in pre-recorded material (Goetzel 2006)

**MEDIA LIKE THE INTERNET AND HAND-HELD DEVICES ARE JUST AS BAD !!**





# TV is STILL the most effective advertising medium

## ADWEEK

•June 9, 2015, 10:00 AM EDT [Television](#)

### Why TV Is Still the Most Effective Advertising Medium

Key findings from MarketShare study By [Jason Lynch](#)



When it comes to driving sales, TV still dominates over all other advertising media. *Getty Images*

With competition from Netflix and a host of new digital video providers, the television industry has undergone seismic changes over the last five years. But one thing has remained constant: TV is still by far the most effective advertising medium.



## UK Mobile Networks

2000.....

1. Orange
2. T-Mobile
3. Vodafone
4. O2

2005....

1. O2
2. Orange
3. Vodafone
4. T-Mobile





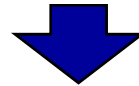
# 1. How does advertising build brands?

Copyright © Robert Heath

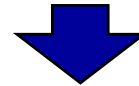


## My background:

**M.A. Mechanical Sciences**



**3 Years marketing at Unilever**



**21 Years advertising strategic planning**



**8 Years brand communication consultant**



**16 Years Associate Professor of Advertising Theory  
+ Creative Evaluation Consultant + Public Speaker**

Copyright © Robert Heath



## How do most people in the industry think advertising works?

### Most Clients .....

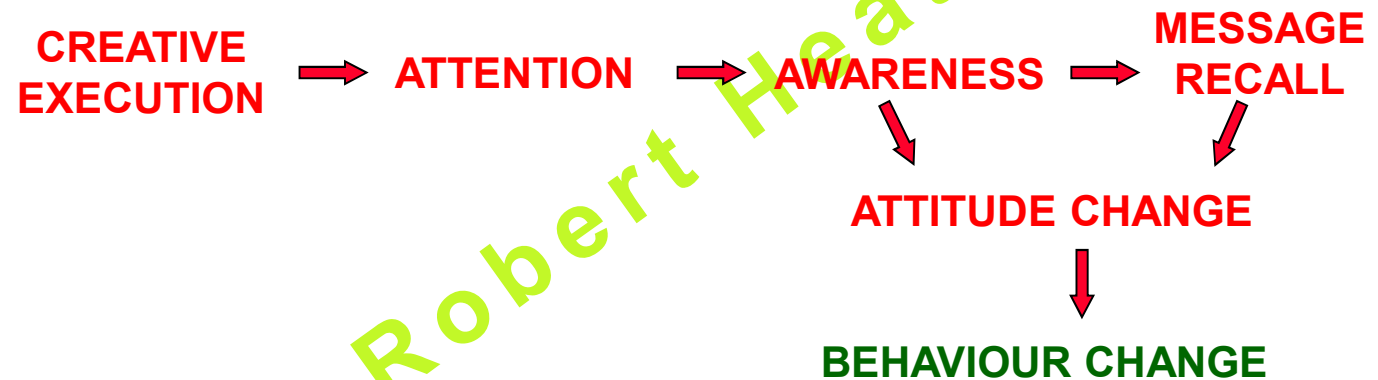
- Want a positive **attitude change** for their brand
- See lack of **message recall** as the main problem
- See ad **awareness** as the solution
- See the **creative execution** as a 'necessary evil'

### Most Ad Agencies .....

- Want fame & notoriety for their advertising
- See lack of **attention** as the main problem
- See the **creative execution** as the solution
- See **message recall** as a 'necessary evil'



# What do you get if you fit all the red words together.....?



## 'PERSUASION' MODEL OF ADVERTISING



---

... and creativity is based on **emotion** ...

---

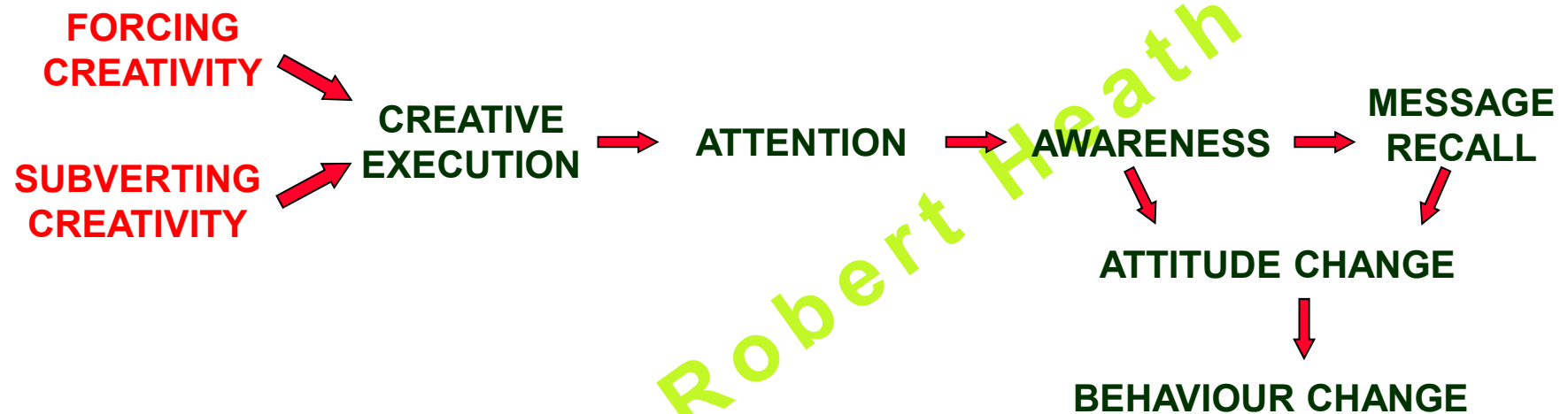
## **Copywriters' theory of advertising**

**(Arthur Kover 1995, JM)**

*'Two ways (of using emotion) to break through emerged. **Subverting** ... slips past the guard of indifference and **Forcing** means jolting the viewer into paying attention'*



# An expanded Persuasion Model



**IS THIS MODEL VALID?**





## Some very influential people think not ...

*'... persuasion as such ... is not involved at all and it is a mistake to look for it...'*

**Herb Krugman 1965**  
***Public Opinion Quarterly***

*'Advertising's main role is to reinforce feelings of satisfaction with brands ...'*

**Andrew Ehrenberg 1974**  
***Journal of Advertising Research***



## Does Creativity get attention?

***MRS Conference, Brighton April 2003, audience  
650 people***



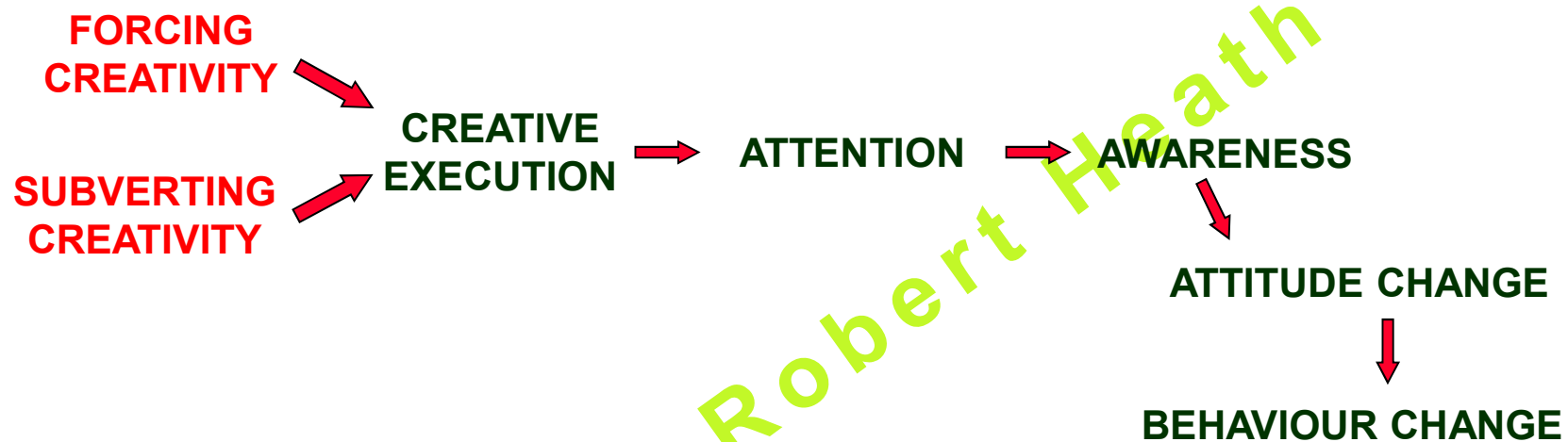
- About 600 recalled an ad where Claudia Schiffer walks down stairs taking off her clothes
- About 550 knew it the ad was for Citroen Xsara
- Only **6** people could recall *why* she was taking her clothes off !

Copy

**PERCEPTUAL FILTERING** (Rose 1992)



## Forcing Creativity increases attention but often results in message and brand being 'filtered out'



**WHAT ABOUT 'SUBVERTING' CREATIVITY?**



## What does the industry *think* is the relationship between emotion and attention?

**Du Plessis 2005 p.141, Heath's Error:**

*'All the evidence about 'emotional appeals in advertising' shows that their main role is to attract attention...'*

**Graham Page 2005:**

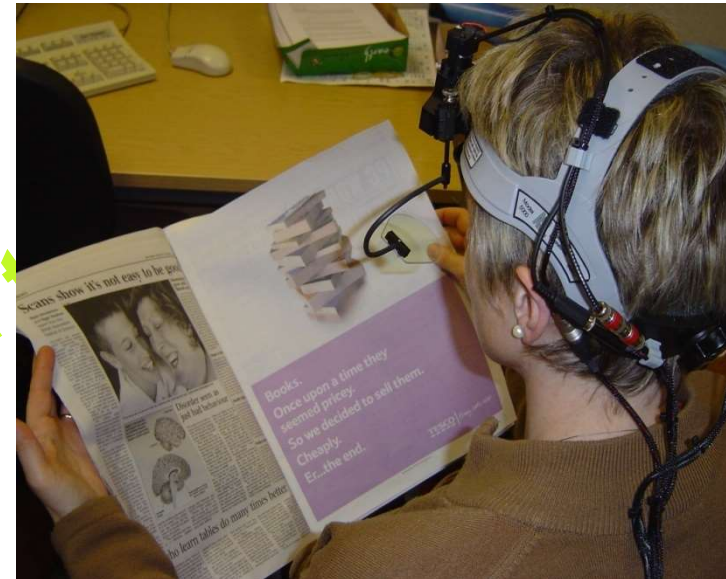
*'... we pay more attention to emotionally powerful events'*

**THIS HAS BEEN TESTED  
EXPERIMENTALLY**



## Real life viewing conditions and typical advertising are critical to success of experiment

- *Motives of study disguised*
- *Natural setting*
- *Real media used*
- *Current on-air ads used*
- *Attention levels measured by **fixations per second** using a minimally invasive head-mounted eye camera*

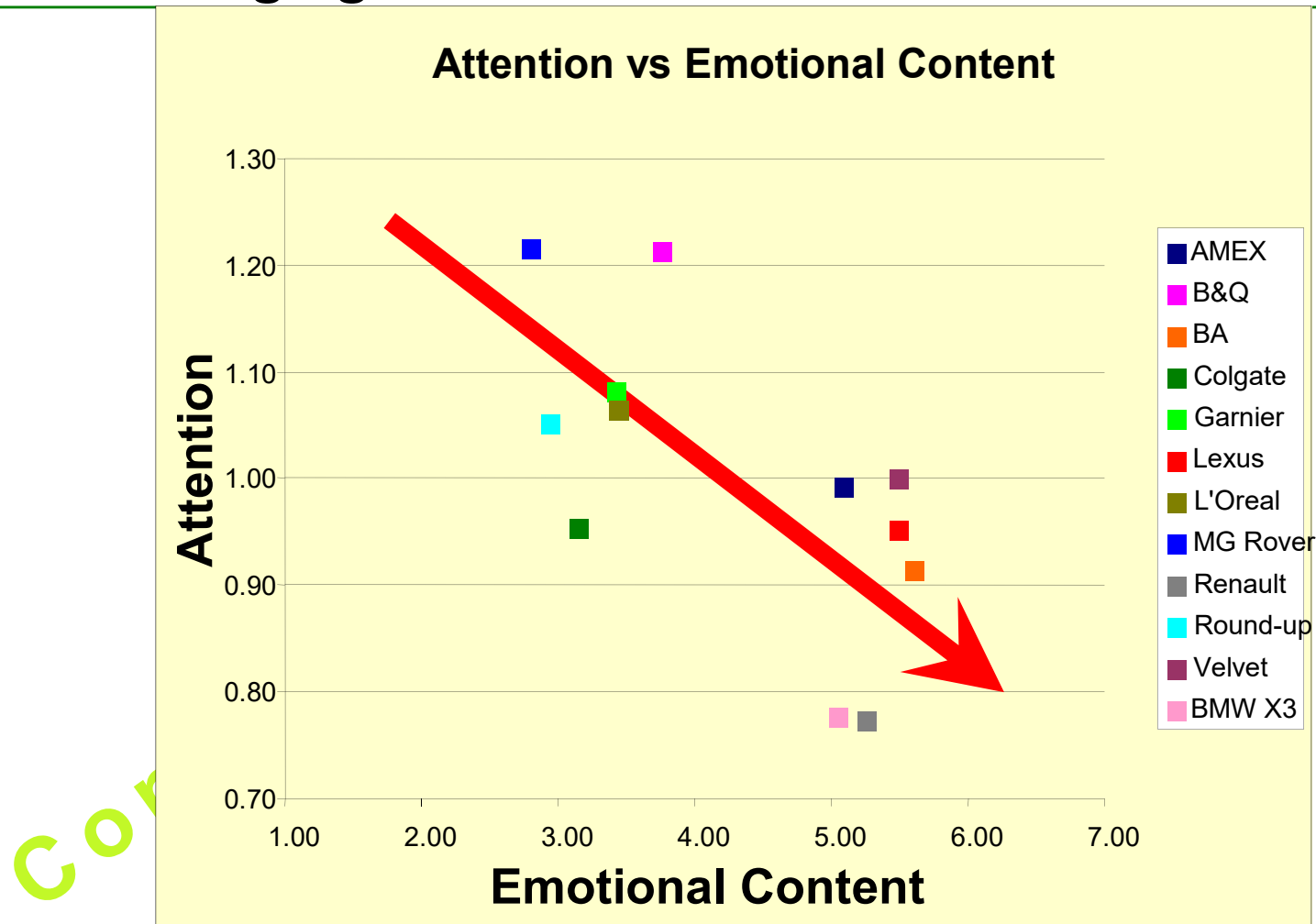


*“Eye movements are eminent indicators of visual attention”*

*Wedel & Pieters - Marketing Science 2000*



# Natural viewing environment test of typical (subverting) TV advertising against level of attention





## Journal of Advertising Research 2009

### Heath Nairn & Bottomley:

*'The results of this experiment showed that high levels of emotive content were associated with an average reduction of about 20 percent in attention levels'*

**TYPICAL SUBVERTING CREATIVITY DOES NOT INCREASE ATTENTION**



# This 'Persuasion' model doesn't work



**Question: HOW DOES TV ADVERTISING INFLUENCE BRAND CHOICE IF IT DOESN'T GET HIGH ATTENTION?**





## 2. How does advertising influence us subconsciously?

Copyright © Robert Heath



---

**Answer: Creativity influences brand choice decisions in two other ways...**

---

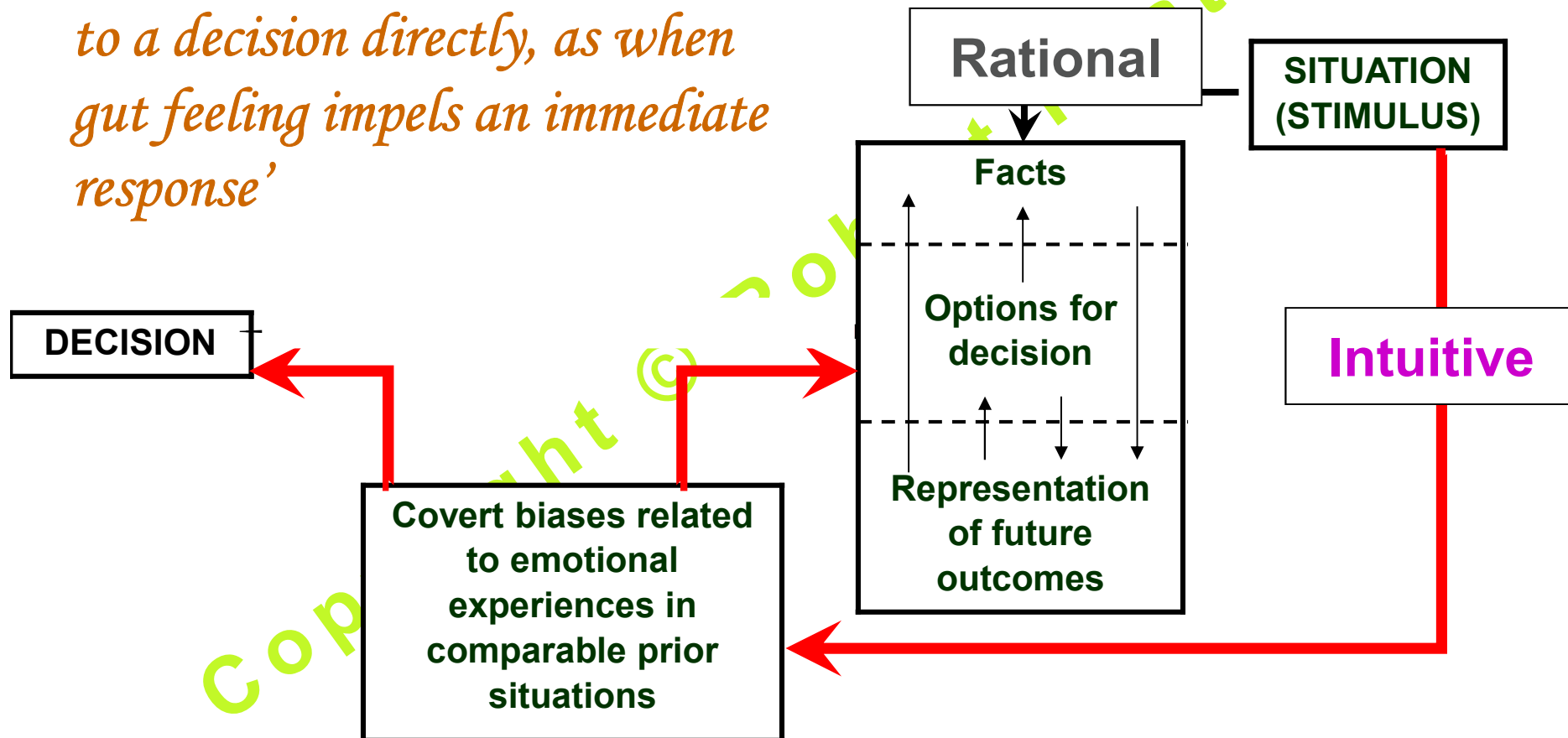
**1) Emotion can act as a gatekeeper to rational decisions**

Copyright © Robert Heath



## Antonio Damasio's 2003 Model of Decision-Making:

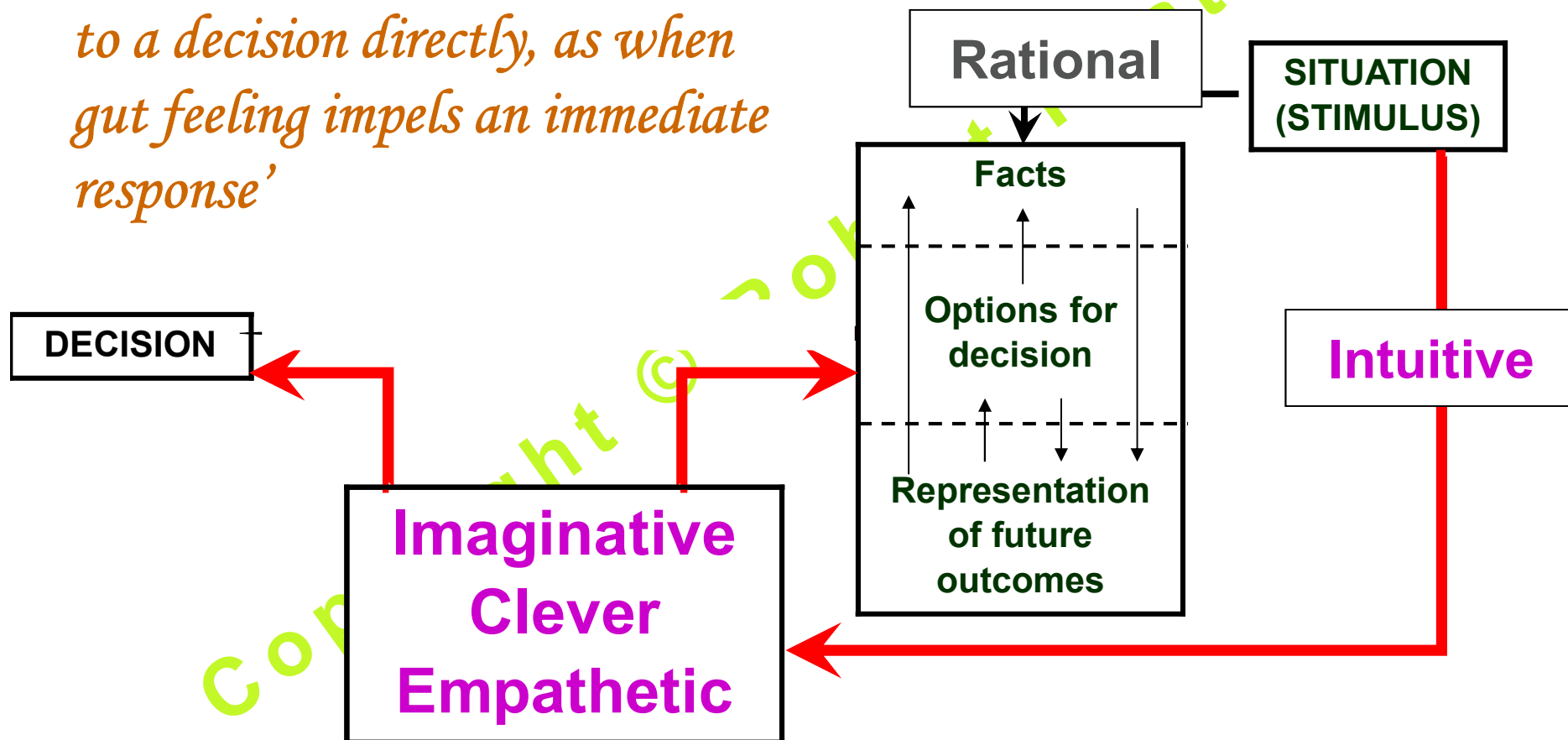
*'... on occasion, path B can lead to a decision directly, as when gut feeling impels an immediate response'*





## Antonio Damasio's 2003 Model of Decision-Making:

*'... on occasion, path B can lead to a decision directly, as when gut feeling impels an immediate response'*





## **Answer: Creativity influences brand Choice decisions in two other ways...**

- 1) Emotion can act as a gatekeeper to rational decisions**
- 2) Emotional content, not rational messages, are responsible for building brand relationships**

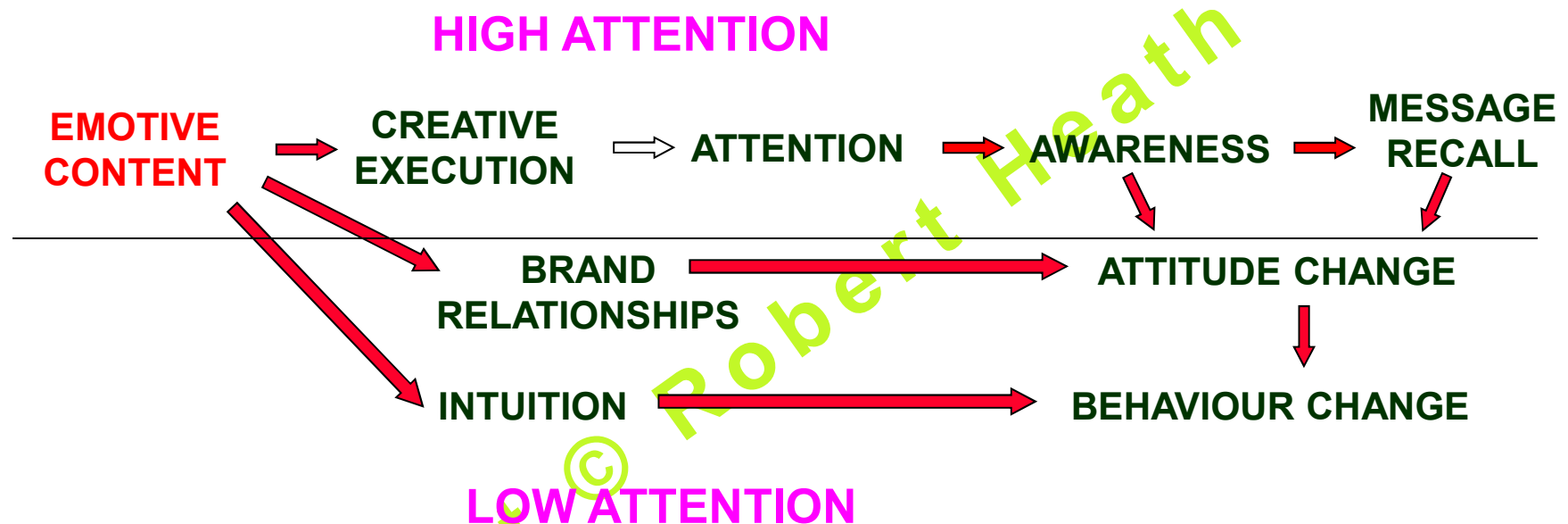
***Paul Watzlawick 1967:***



*Relationships develop not on the rational  
communication level but on the  
emotional metacommunication level*



# The Subconscious Seduction Model:



**IS THERE EVIDENCE TO SUPPORT THIS MODEL?**



## Why was O2 so successful?

2000.....

1. Orange
2. T-Mobile
3. Vodafone
4. O2

2005....

1. O2
2. Orange
3. Vodafone
4. T-Mobile

*“O2 ... feels calm and serene, the antithesis to clutter and chaos, a contrast to the often frenetic world around mobile phones”*

**IPA Effectiveness Awards - Maunder & Cook 2007:**



## Evidence which explains the success of campaigns like O2:

*Binet & Field 2007: Analysis of 880 UK IPA Advertising Effectiveness Submissions*

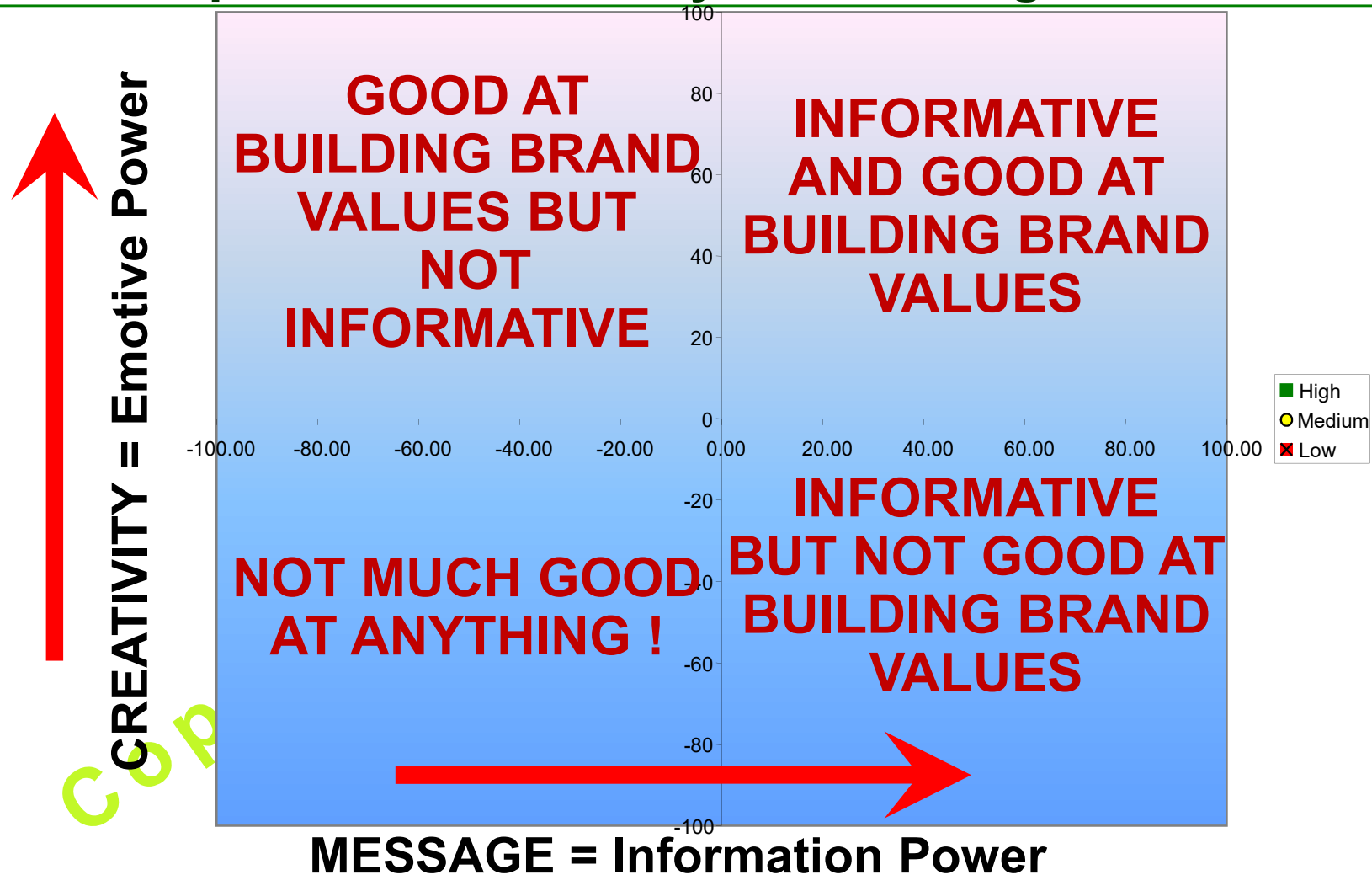
*“Emotive campaigns – those that rely on emotional appeal rather than just information and persuasion – tend to be more successful at building brands than those with a rational product message, even in highly rational product categories....”*

**SO AN EMOTIVE RESPONSE TO ADVERTISING IS CLEARLY VERY IMPORTANT**








## Nielsen Creative Evaluation Test (CE Test) measures perceived Creativity and Message



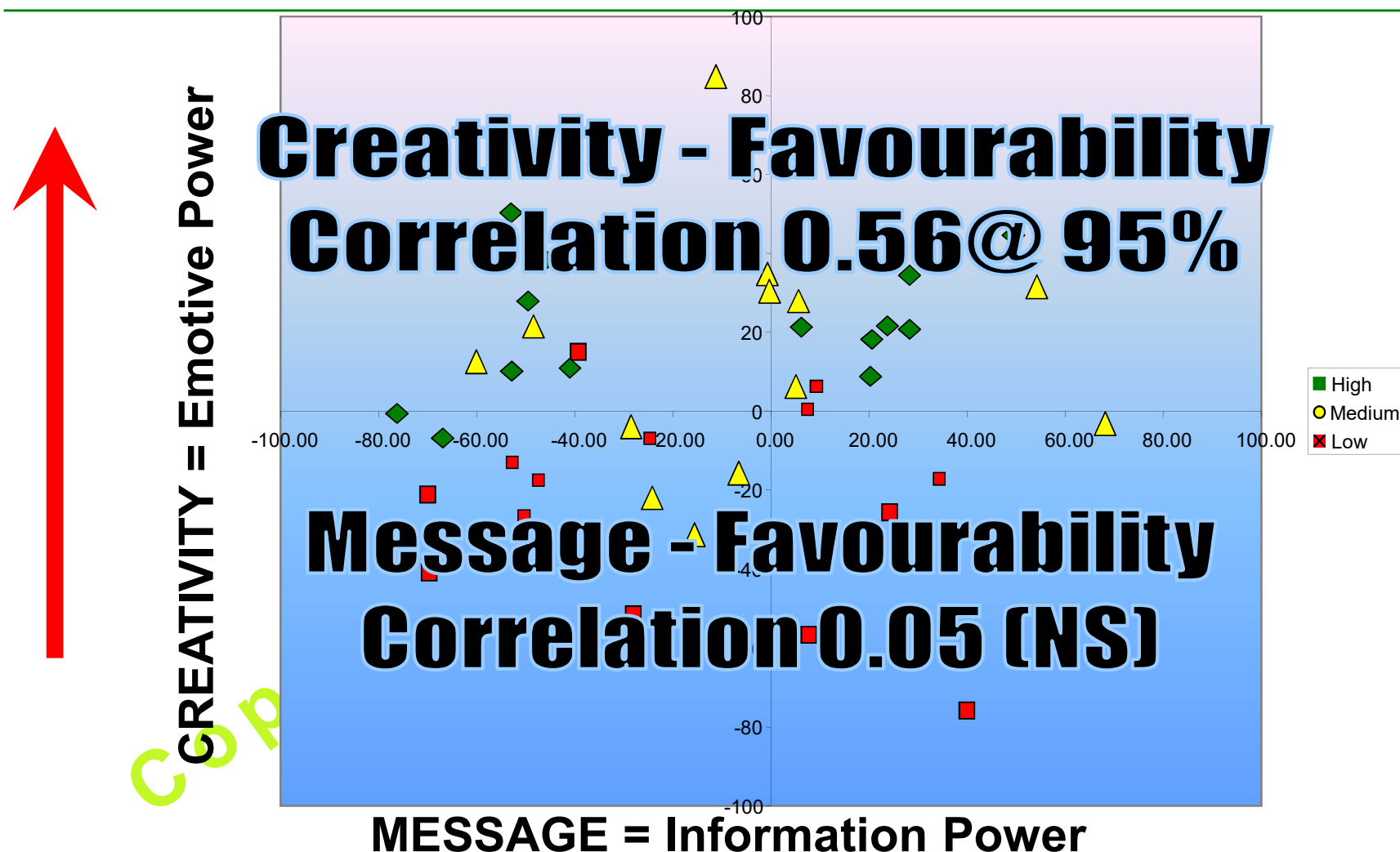


## **Evidence of Creativity building brand relationships: in market test of 43 ads**

- **Ask Brand Favourability**
- **Show TV ad, ask if seen before**
- **Work out difference in Brand Favourability between recognizers and non-recognizers**
  - High shift 
  - Medium shift 
  - Low / zero / negative shift 
- **Measure perceived Creativity & Message using Nielsen CE test**



## CE test of 43 US & UK TV ads





---

## Journal of Advertising Research 2006

---

**Heath Brandt & Nairn:**

*'The experimental results show clearly that it is the emotional 'creative' content in advertising that builds strong brand relationships....*

Copyright © Robert Heath



## Case Study – Cadburies

Copyright © Robert Heath



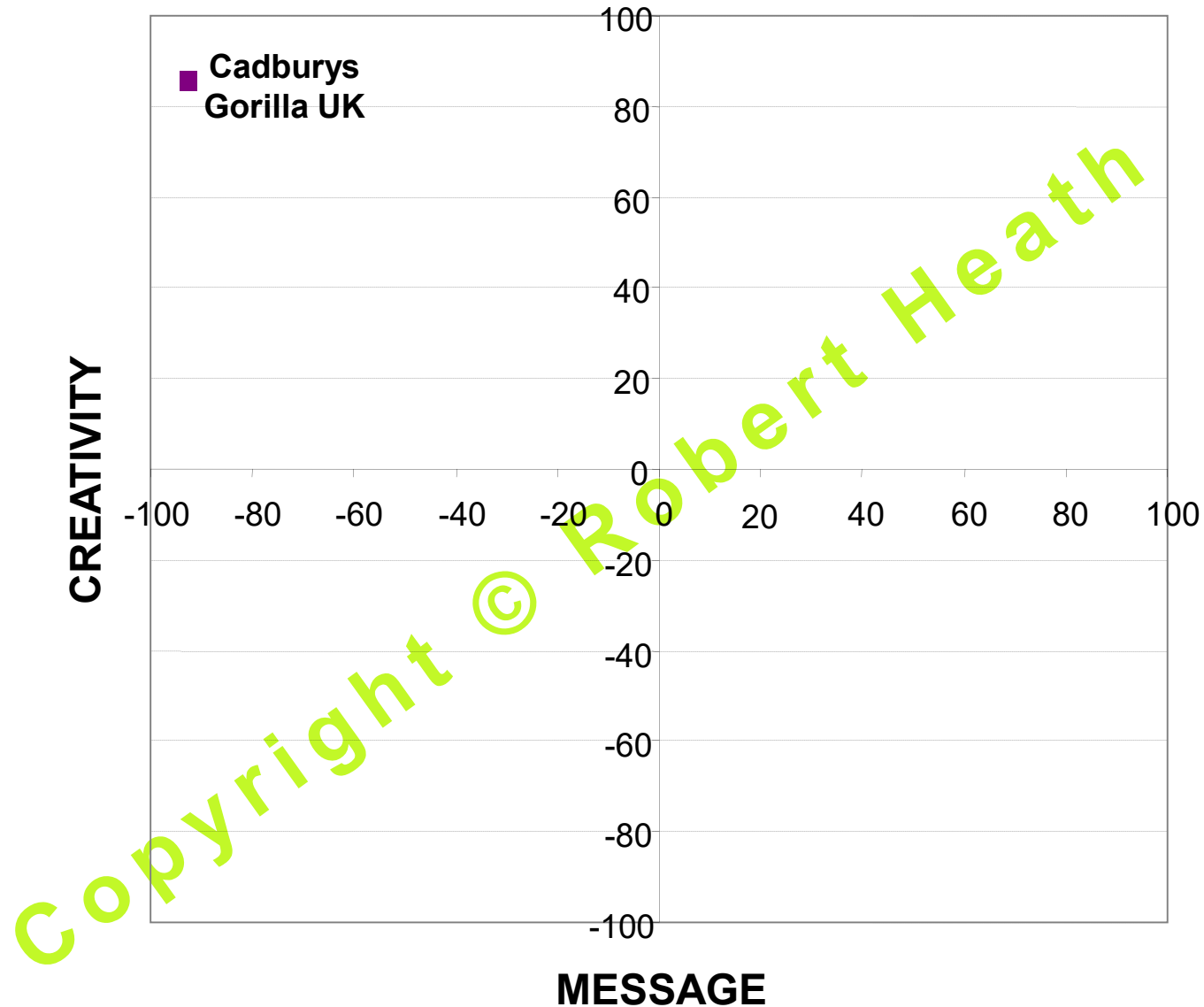
## Cadburys Gorilla

- **Widely distributed on internet**
  - A moment of pleasure sponsored by Cadburys
  - No product shown, no evident message about the product
  - No evident relevance to sector
- **Increased sales of Cadburys Dairy Milk in line with promotional activity....**
- **... and also achieved a 10% increase in sales of ALL OTHER CADBURY'S PRODUCTS!**

# Nielsen CE test



Value Creation Company Ltd.





### **3. How can the Hidden Power of Creativity be measured?**

Copyright © Robert Heath





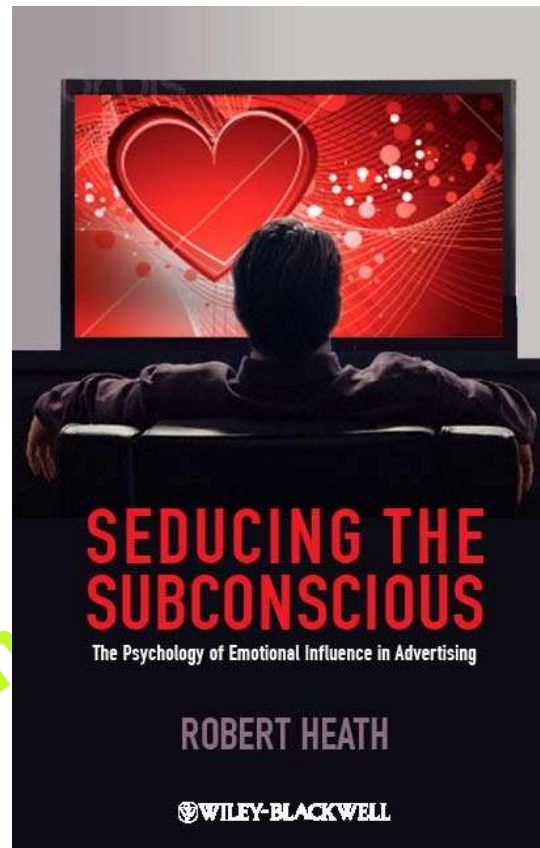
# How can you measure Creativity?

## *Some factors to bear in mind:*

- *Creativity is an emotive influence, and we are not good at using words to describe emotions*
- *Creativity does not need high levels of attention and can often be more effective if it is in the background or its presence is disguised*
- *Advertising may need to be seen several times for Creativity to become fully effective,*
- *An apparently modest response to a single ad exposure may with repetition become a highly influential brand association*



# My book:



Heath

Copyright

# THE VALUE CREATION COMPANY



BRAND COMMUNICATION  
CONSULTANTS

[robert.heath@value-creation.co.uk](mailto:robert.heath@value-creation.co.uk)