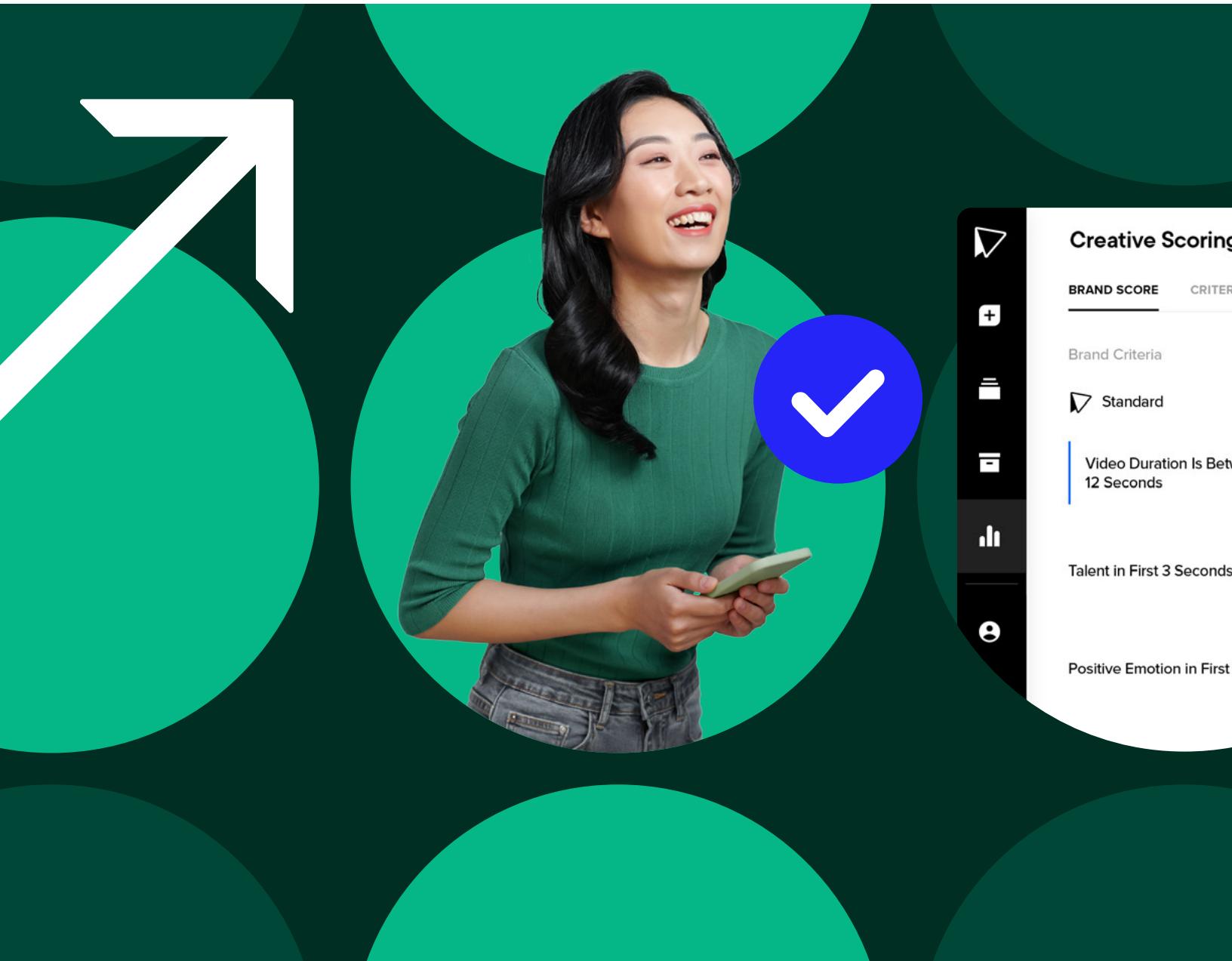


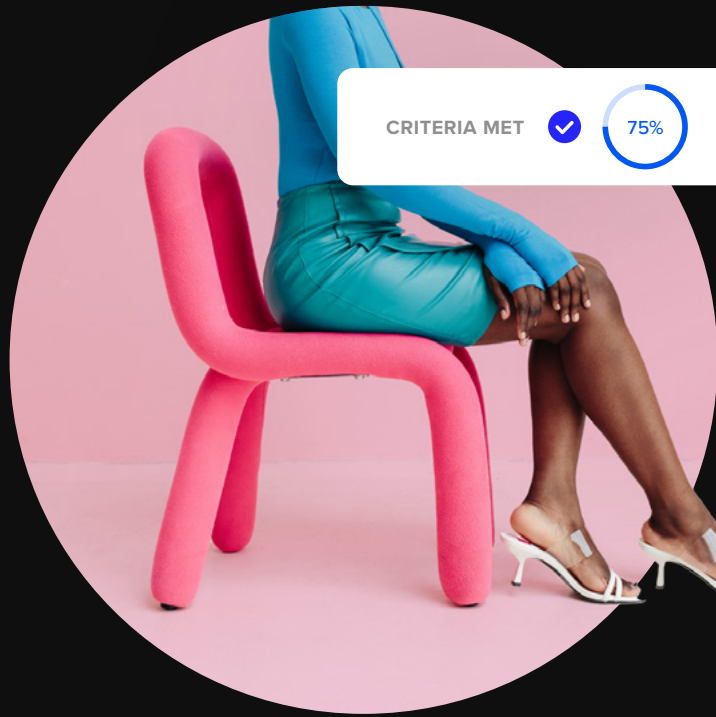
Reviving ROI ▲

Why Measuring Creative Effectiveness Is The Key



Creative Scoring

BRAND SCORE	CRITERIA
	Brand Criteria
	Standard
	Video Duration Is Between 12 Seconds
	Talent in First 3 Seconds
	Positive Emotion in First



What if we told you that the secret to turbocharging your ad performance lies in the power of your creative content?

Recent research from Kantar and WARC shows creative and effective ads drive more than four times as much profit and that creative accounts for 49% of driving ROI*. That's a massive piece of your marketing success puzzle! But the benefits of harnessing the power of creative effectiveness don't end there. In this guide, we'll dive deep into the world of creative effectiveness. We'll uncover its definition, why it matters to your bottom line, and how you can measure and manage creative effectively. Plus, you'll get some tips on where to start and how to justify the budget with your boss.

Wyn Jones, P. (2023, February 9). The art of proof: How creative quality drives profit. [Kantar.com](https://www.kantar.com)

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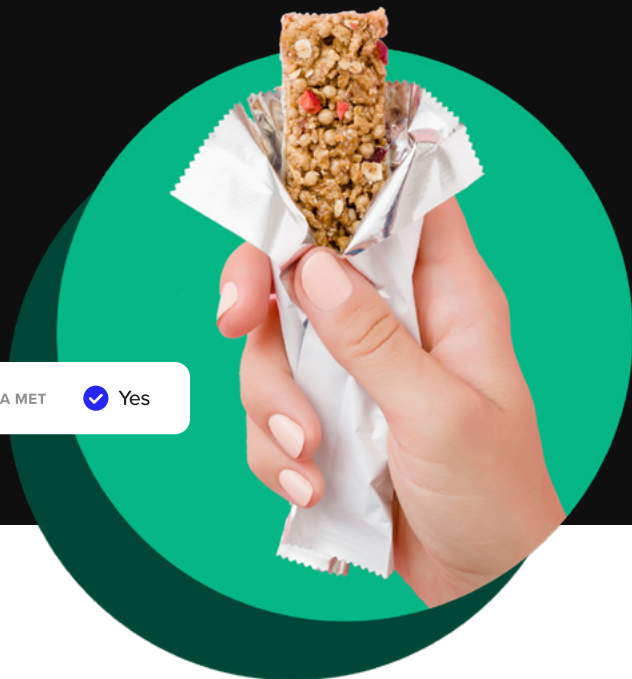
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What is Creative Effectiveness?



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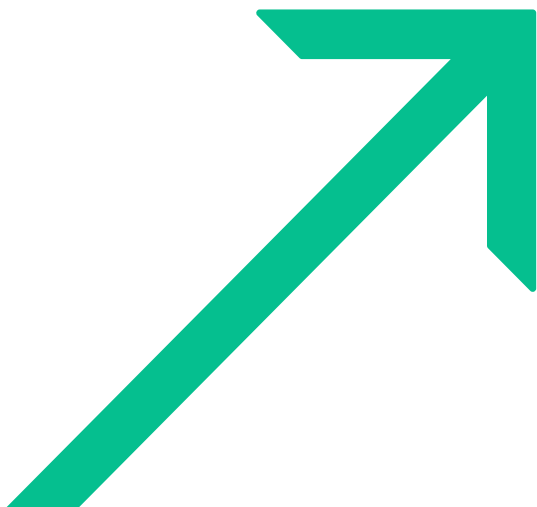


Creative effectiveness refers to how well your advertising and marketing content achieves its goals. That can include increasing brand awareness, driving engagement, or generating business results. It measures how the creative elements of your content resonate with your audience and contribute to the success of a campaign. In essence, it's the driving force behind powerful, results-oriented marketing.

Creative effectiveness isn't just a fancy marketing term; it's an industry-wide standard. Cannes Lions has released white papers on the state of creative effectiveness and has highlighted the topic in their content and awards. The IPA (Institute of Practitioners in Advertising) hosts a prestigious event called the "Effectiveness Awards" and defines creative effectiveness as the magic spell that transforms your advertising efforts into concrete business results.

Of 1,300 brand marketers surveyed for the Kantar-supported Marketing Week's Language of Effectiveness Survey, 80.5% cited creative effectiveness as "one of the most influential factors in the overall success of a campaign," and 14.2% deemed it "the most important factor."*

In short, it's all about how your ad's creativity works to achieve marketing objectives and deliver a good bang for your investment buck. It's where creative meets the company's bottom line and delivers business impact.

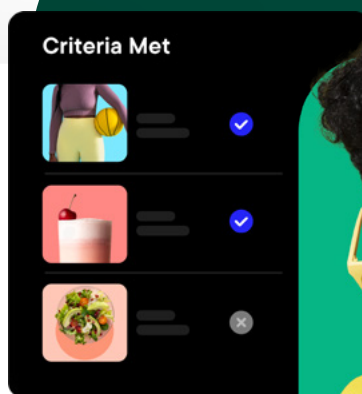


*Stephenson, J. (2023, July 10). 80% of marketers deem creative quality key to marketing effectiveness. [MarketingWeek.com](https://www.marketingweek.com)

The Challenge of Measurement

While creative effectiveness is rising in importance, measuring its success remains a challenge for many marketers. This is mostly due to the fact that early tools in the space that could assess and drive creative effectiveness were plagued by issues, including:

- ✗ Vague with qualitative data
- ✗ Laborious due to manual processes
- ✗ Not rooted in performance
- ✗ Backward-looking so difficult to apply to future work
- ✗ Reliant on media performance results
- ✗ Difficult to connect data to creative decision-making



Assess Your Creative Measurement Readiness

To overcome your creative challenges quickly, it's crucial to pinpoint your current position. This will allow you to focus on solutions that address your specific needs. Here's how you can assess your readiness:

1 Identify your challenge:

With a multitude of ads and content types, it's easy to feel overwhelmed. Marketers typically face one of two common problems. Either you struggle with meeting ad production demands across various channels and ad formats while maintaining message and visual quality, or you have an abundance of ad content that becomes difficult to manage while staying true to your brand and ensuring consistent quality.

2 Know you (and your team's) capacity and skill sets:


Where do you need the most help? Once you've identified your issue, you'll know how to identify solutions that will make the fastest, most helpful impact. Make a crawl, walk, run strategy accordingly - this prioritization will help build support from other buying decision group members and assist in building your case for budget allocation with your finance team.

3 Match tech to your issues:

Thanks to developments in technology like AI and machine learning, we now have insight into the black box of creative performance. You can access platforms that can track your ads, tag thousands of creative assets and translate them into helpful insights within minutes, score your ads against best practices, and help you figure out which ads are working best against key performance indicators to optimize and build accordingly. These creative tech tools save time from manual processes, root your ad creative in data, provide helpful insights to inform ad optimization, provide production assistance for ad creation or formatting, and ultimately maximize your performance through data-driven ads.

4 Identify a partner that will grow with you:

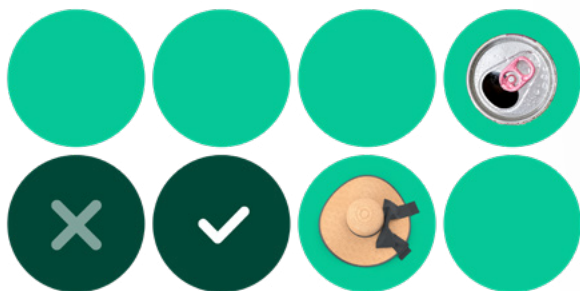
While you want to choose a solution that can put out immediate creative fires, it's important to keep a long-term focus. When you can effectively build, measure and manage your creative content, you can really let your ads shine and prove that creative investments impact the bottom line. Choosing a platform that only does a portion of the work for a moment in time is limiting. Migrating platforms is a hassle and likely the data won't carry over. Choosing an end-to-end solution will provide a sustainable competitive advantage for your company for years to come - with your name as the lead!

 Check out this article for [5 Tips for Choosing the Perfect Creative Effectiveness Platform to Boost ROI.](#)

Where to Start Measuring Creative Effectiveness: Creative Scoring

Implementing creative effectiveness measurement may seem daunting, but taking the first steps is simpler than you might think. To begin, focus on establishing systems that control and measure your ad creative to ensure compliance with platform best practices. This initial step is known as creative scoring, which ensures your creative consistently meets the minimum viable quality standards for the platforms on which they're served.

Creative scoring is a game-changer for meeting minimum creative standards and has a tangible impact on marketing performance. Think of creative scoring as your automated assistant, dutifully checking your ads against critical elements to ensure they meet platform best practices and help your brand stand out.



Here are some aspects ad scoring can monitor to ensure consistency across your assets and platforms:

Logo presence

Is your brand's logo prominently and appropriately featured in your ad?

Video Length

Is your video ad too long or too short for attention spans?

Color scheme

Are your brand's color schemes consistent across all your ads?

Taglines and slogans

Are your brand's taglines and slogans effectively utilized?

Brand character

Does your ad accurately reflect your brand's character?

Product display

Are your products showcased in a way that aligns with your brand and appeals to your audience?

Brand name

Is your brand name properly featured in your ad?

To quickly elevate your creative performance, consider leveraging VidMob's Creative Scoring. This tool provides custom insights on demand, empowering you to optimize your best practices and maintain brand consistency, which has proven to be crucial for business success. Consider these compelling stats from Lucidpress' ebook "The State of Brand Consistency":*

50%

of customers expect great design and cross-channel consistency.

63%

of employees believe consistent branding helps close deals.

33%

Brands that maintain cross-channel consistency experience an average growth of 33%.

By embracing ad scoring and utilizing VidMob's Creative Scoring tool, you can streamline your creative process, enhance brand consistency, and drive superior marketing results.

*(2019). The State of Brand Consistency. Marq.

Here's how VidMob Creative Scoring can work for you:

- ✓ **Automatic creative scoring:** Receive instant feedback on how well your existing and ongoing creative aligns with brand guidelines, mandatory attributes, and platform best practices. This allows you to review assets before they go live, ensuring only platform-perfect creative sees the light of day.
- ✓ **Optimize your brand book for performance:** Drive brand lift and ROI with creative insights that bridge the gap between your brand and platform best practices. Arm your creative teams with the right data for better, faster decision-making.
- ✓ **Strategic spending allocation:** VidMob Creative Scoring enables your creative teams to make well-informed decisions quickly, maximizing your campaign's ROI. This guarantees your ad dollars are allocated to the most effective creative.
- ✓ **Unify creative teams:** Connect everyone involved, from agencies and channel partners to e-commerce, creative production and brand teams, on one integrated platform that seamlessly fits into your existing workflow.



See if your ad creative is performing to its potential. [Request a free Creative Scoring report today.](#)

Making the Case for a Creative Measurement Budget



When it comes to securing budget allocation for creative measurement, it's crucial to effectively communicate its financial value to your boss and CFO. By speaking the language of finance and emphasizing the role of creative effectiveness in boosting ROI, you can build a compelling case. Here are some thought starters as you build your budget pitch.

Boosting Campaign Performance: The success of a brand campaign heavily relies on great creative. According to the Google Media Lab, approximately 70% of campaign success can be attributed to the creative itself.

Data-Informed Optimization: Creative measurement provides marketers with valuable insights to fine-tune their strategies, enabling adjustments and improvements based on what resonates most with the target audience. This data-driven approach ensures a sustainable competitive advantage over the long term.

Building Brand Loyalty: Effective creative content goes beyond visual appeal; it engages, resonates, and elicits desired responses from consumers. Strong brands drive business success by reducing price sensitivity and increasing customer loyalty.

IP Building: Brands hold significant value as intellectual property for enterprises. Consistent, high-quality creative can drive the overall brand value. The Economist reported on brand valuation and stated that “Brands account for more than 30% of the stock market value of companies in the S&P 500 index.

Maximizing Budget Use and Lowering Costs: An effective creative strategy ensures that budgets are optimized, resulting in lower costs across multiple advertising objectives. Meta Studies have shown that better-performing creative content can yield a 19% lower cost per link click, a 21% lower cost per website conversion, and a 27% lower cost per app install.*

Accounting for Effectiveness for Better Marketing ROI: Quantity of creative assets does not necessarily correlate with their effectiveness. By emphasizing efficacy over production volume, marketers avoid considering creative costs as “non-working” spend. Incorporating creative costs and effectiveness into the marketing ROI calculation provides a clearer understanding of resource allocation. Most companies allocate 80% of the budget to media and 20% to creative**, but now creative measurement can ensure that no media spend is wasted on ads that don't meet best practices.

*Allison, A. (2016, September 14). It's time to rethink the 80:20 split of production versus media. Campaignme.com

**Meta Creative Center (n.d.). Improve your ad creative. Grow your business. Facebook.com

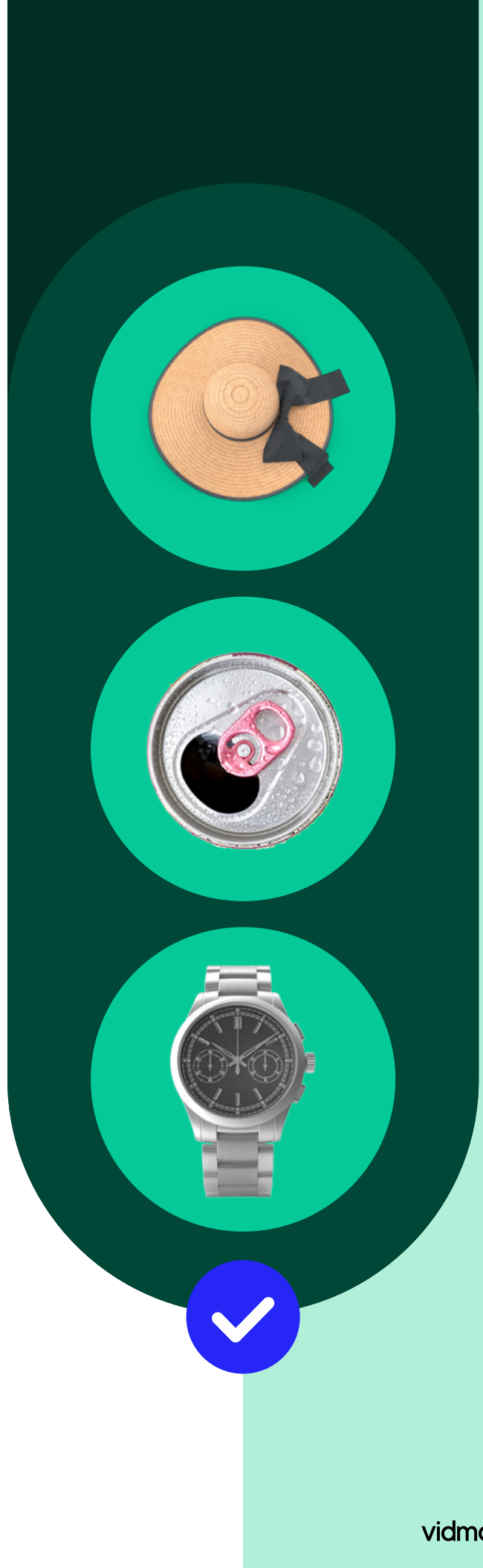
Ensuring Brand Protection and Consistency:

Creative effectiveness plays a vital role in crafting a consistent and impactful brand narrative across different platforms. This is particularly beneficial for global brands managing numerous assets across cultural and geographic boundaries. Consistent messaging and visuals enhance brand recognition, increase brand awareness, and differentiate the brand from competitors.

Preferential Treatment by Platform Algorithms: Digital platforms prioritize creative effectiveness within their algorithms and actively encourage the creation of engaging content and advertising. This preferential treatment by platform algorithms enhances visibility, extends reach, and maximizes ROI, allowing your marketing budget to work harder for you.

Driving Sales: A Nielsen study across various mediums, including television, online digital and video, mobile, magazines, and radio, identified creative as the most influential advertising element in driving sales. This study underscores the value of investing in creative effectiveness for measurable business outcomes.

By presenting these compelling arguments, you can effectively advocate for a creative measurement budget and highlight its pivotal role in amplifying ROI.

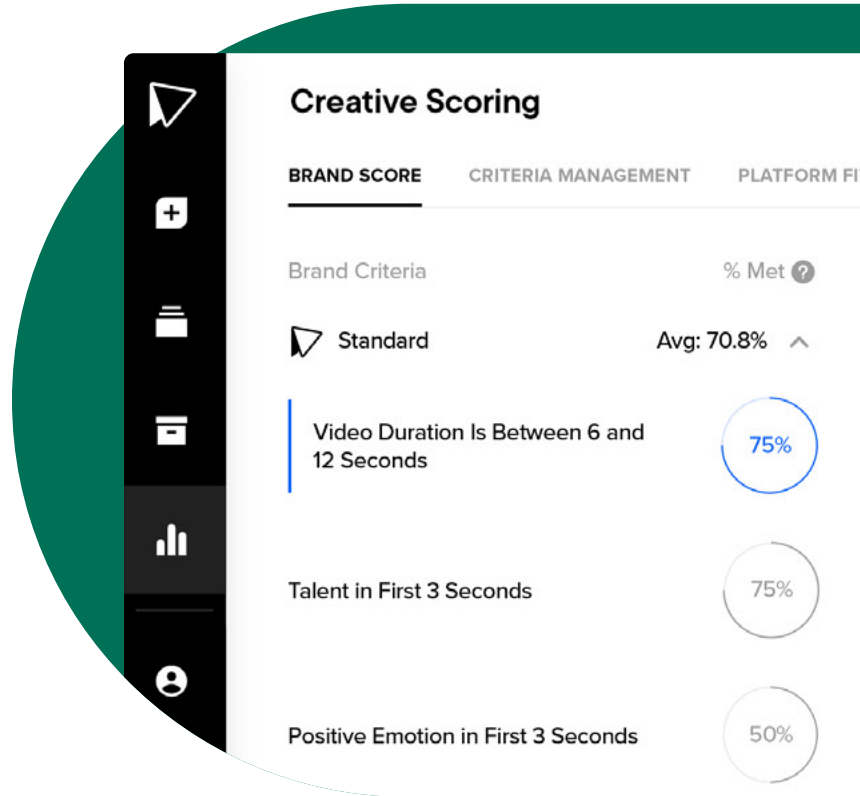


Prove the Impact of Creative Effectiveness

Creative effectiveness isn't just about making your ads look good. It's about demonstrating your value in the highly competitive landscape of digital marketing. When your creative content hits the mark, it captures audience attention, drives brand awareness, fosters loyalty, enhances customer lifetime value, stretches your budget, and ultimately impacts your bottom line through improved ROI.

As the leading Creative Effectiveness Platform, VidMob is dedicated to helping brands unlock the full potential of their creative assets. We understand the importance of creative effectiveness in driving customer lifetime value and sustaining long-term growth.

[Contact us today to learn more](#)



About VidMob

VidMob provides the industry-leading Creative Effectiveness platform that helps brands improve their digital marketing with AI-driven creative data and insights. VidMob is the only company in the world to receive a certified creative marketing partner badge from every major digital ad platform. A portion of every dollar VidMob receives is used to fund pro bono creative services for non-profits through its 501(c)(3) VidMob Gives. [Learn more about VidMob](#) and [VidMob Gives](#).

