

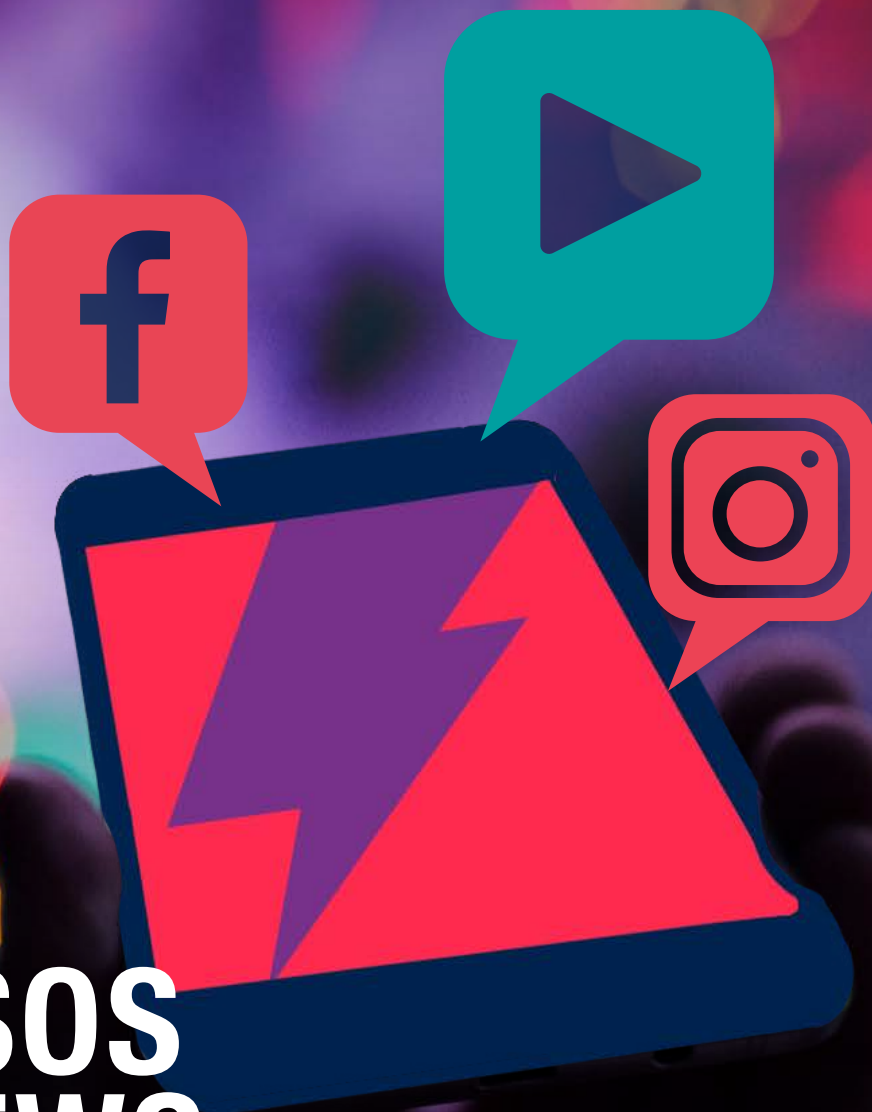
SOCIAL MISFITS

How to put the “social” back into social ads and spark brand growth

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2024, THE YEAR THAT SOCIAL CREATIVE GROWS UP

Social platforms have a near omnipresent role in our lives, with people spending nearly two hours a day and over a third of their time using them when online¹. And where the eyeballs go the media money follows, with estimates suggesting digital ad spending will continue to increase year-on-year, reaching 71% of media spend by 2025, with social forming a core part of this investment².

With such a high proportion of media budgets, marketers are now increasingly looking to social ads to generate longer-term brand growth, with 70% now targeting upper funnel brand awareness outcomes vs. 59% for lower funnel

sales conversions³. This shift from the short to the longer-term in media objectives comes with a need to shift creative objectives, to move beyond ad experiences that get people to view or click to ads that capture and retain Attention and change longer-term behaviour.

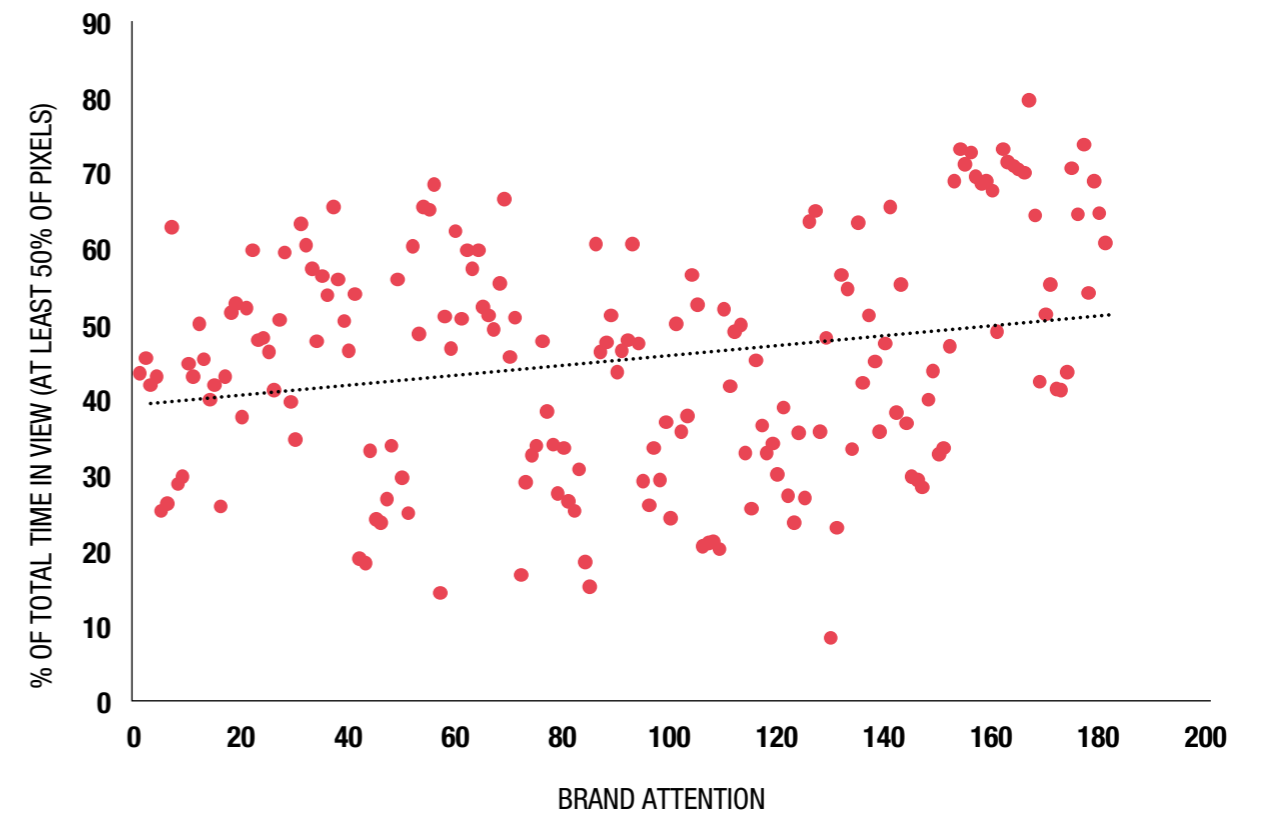
In this paper, we will draw on a data set of over 400 social ads evaluated in our creative evaluation solution, CreativeSpark Digital, where we identify the key creative tactics and audience experiences marketers can adopt to increase social ad effectiveness and longer-term brand growth.

GETTING PEOPLE TO VIEW LONGER ≠ LONGER-TERM EFFECTIVENESS

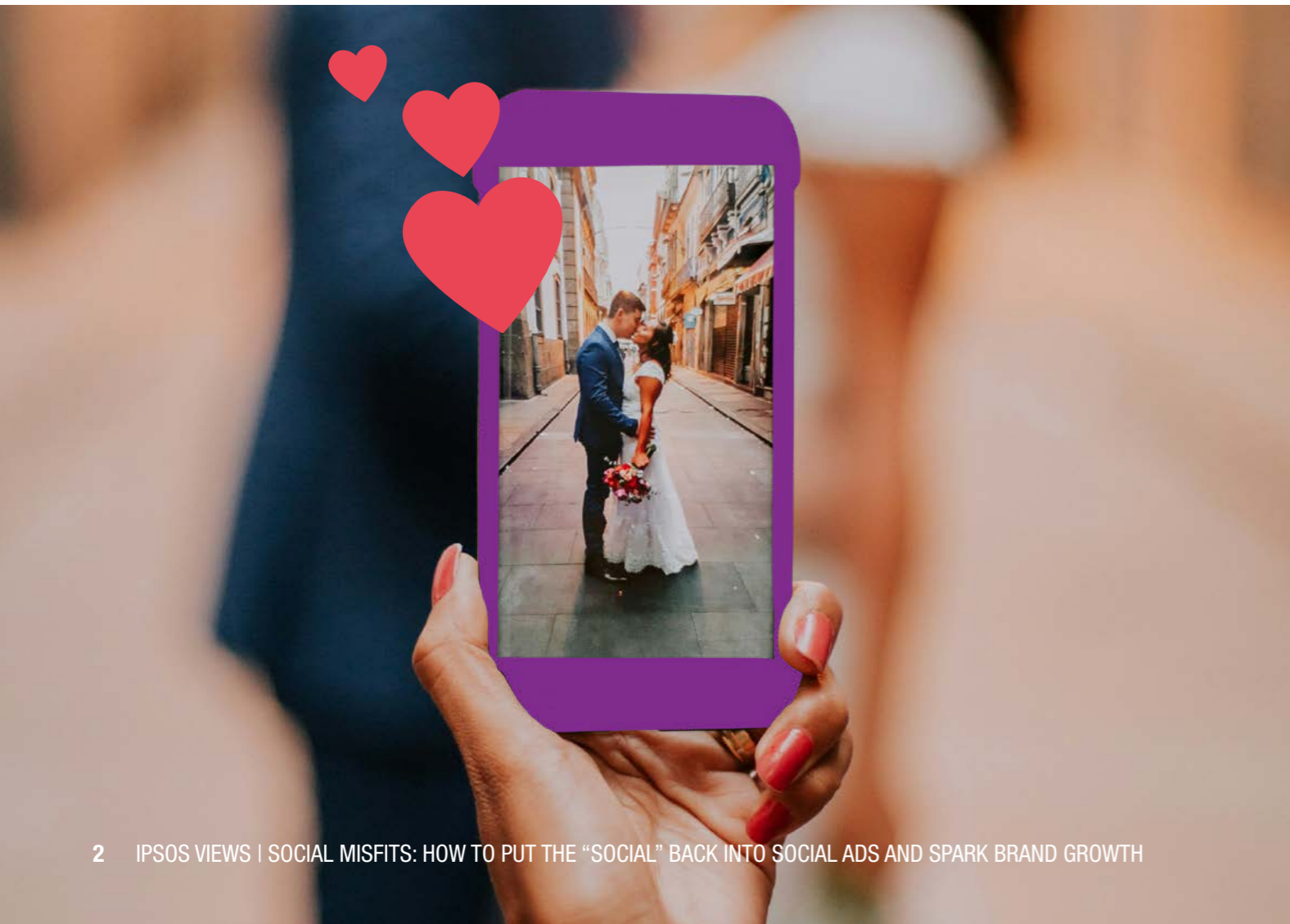
With a wealth of behavioural data available to them and a focus on conversion outcomes, marketers have typically, and understandably, optimised their creative to view time responses. This can be helpful to land your message and reach a short-term conversion, converting the demand you already have for your brand.

However, we see in Ipsos creative evaluation data for social feed video ads that longer view time has a weak relationship to longer-term brand effects, such as Brand Attention, the ability of an ad to be encoded in the mind and linked to the brand⁴.

VIEW TIME IS NOT STRONGLY RELATED TO LONGER-TERM EFFECTS



Source: Recent sample of Ipsos CreativeSpark Digital evaluations. % of total ad exposure time where at least 50% of pixels are in view on device. N=181 cases across Instagram and Facebook.



WHY GOOD QUALITY AUDIENCE EXPERIENCES MATTER TO ADVERTISING EFFECTIVENESS

With this evidence in hand, we see that creatively optimising to short-term behavioural responses like view time is likely not strongly related to longer-term effects. That optimising to beat the skip or the scroll is, creatively, likely not the lever that will support longer-term market share growth.

Additional Ipsos datasets point to another creative lever that marketers can pull to get to

Building on these ground-breaking findings for Brand Success overall, we published the Ipsos book, MISFITS: How creativity in advertising sparks brand growth. In the book, we analysed ~1,800 linear video ads evaluated with CreativeSpark and identified three distinct audience experiences that high performing ads on longer-term outcomes were more likely to deliver than average performers. These are:

- Creative Experiences: the feeling from the audience that the ad has entertained them in a unique and talkable way.
- Creative Ideas: a sense that the ad told them something new, where they learnt something about the options available to them, their lives, or the world around them.
- Empathy and Fitting In: the perception the ad features people like them and represents their world, their needs, their challenges, rather than the ad just focusing on the product benefits of the brand. Also, fitting with what they expect of that brand.

When we cross-referenced high performance on these experiences, we observed that ads that deliver creative and empathetic experiences were 20% more effective on sales outcomes, represented by our sales validated Creative Effect Index, and over 40% more effective on ads that were weak on these experiences⁶.

more effective advertising, delivering a good quality audience experience. After a series of extensive research programs to understand what underpins Brand Success, Ipsos identified three key factors that successful brands share. By shaping peoples' expectations, understanding their context and expressing empathy for them, brands typically have higher market share than those that do not⁵.

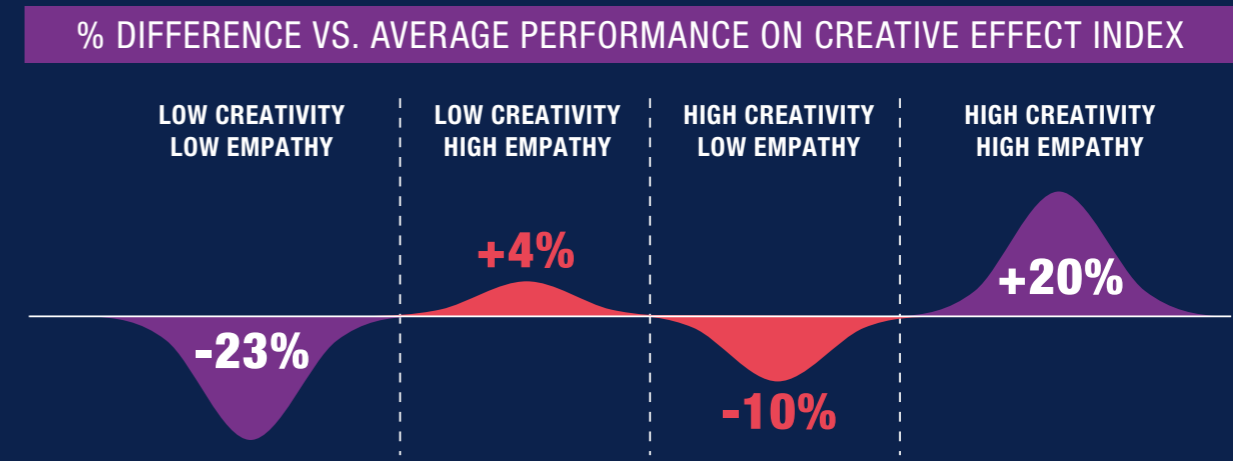
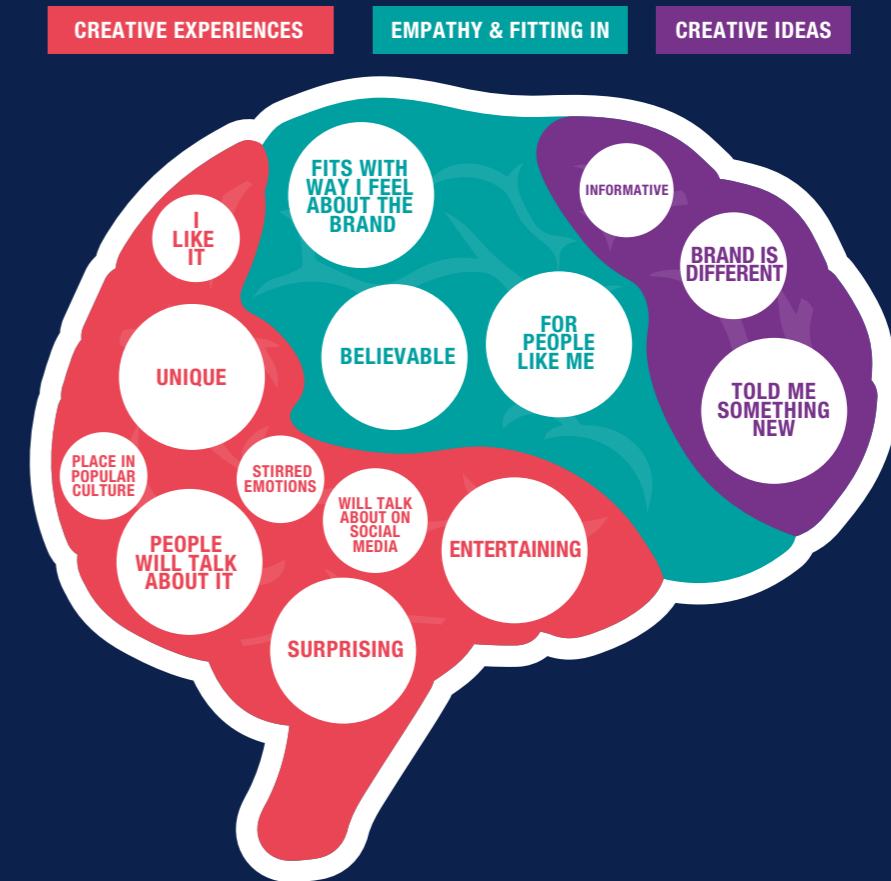
Having observed the impact of these experiences on longer-term outcomes, in what we call the MISFITS Mindset, we continued to support a range of global brands to optimise their creative and increase their longer-term ad effectiveness. And in doing so we supported a core proposition for marketers and agencies that good quality audience experiences, underpinned by creativity and empathy, are central to longer-term ad effectiveness.

Back to social ads, the question is, are these audience experiences identified for linear video relevant to social platform ad effects? And if so, which experiences matter more to which social platform and what can we learn from this to increase longer-term social ad effects?

To answer these questions, we analysed the effectiveness of over 400 social ads in our creative evaluation solution, CreativeSpark

Digital, and cross-referenced the effects with the presence of different creative tactics, including the ability of the ads to deliver the MISFITS Mindset audience experiences.

The data set included social feed video ads for Facebook and Instagram, which we have aggregated and from this point refer to as "social feed video ads".



Source: Ipsos Global Ads Testing meta-analysis (n=1,734 cases)

EMPATHETIC EXPERIENCES AND NEW IDEAS MATTER MOST FOR SOCIAL FEED VIDEO ADS

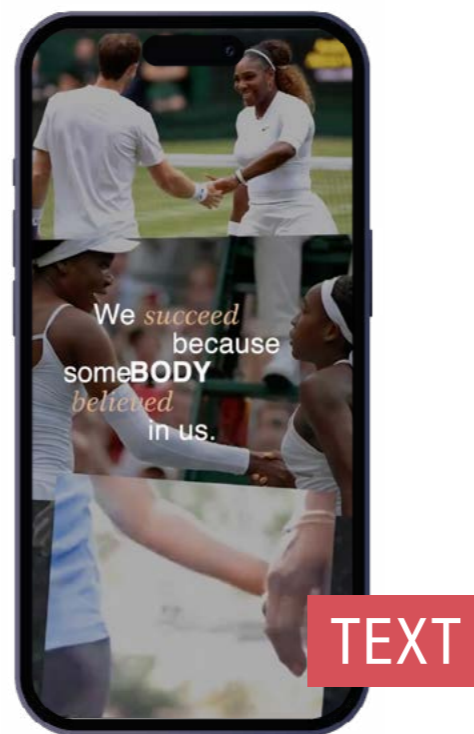
As part of the analysis, we processed the social feed video ads through AI computer vision software. This software allowed us to deconstruct the ads frame by frame and identify different visual and audio features, their time on screen and frequency of use. With this machine generated creative data, we were able to add further context to the human response creative data underpinning the effects metrics.

A key observation the AI features helped us to identify is that optimising to view time can marginally increase the likelihood of achieving high Memory Encoding effects. This is the ability of an ad to be encoded in the mind, to give an opportunity to change behaviour.

The most effective tactic when optimising to view in social feed video ads is the inclusion of an immediate brand cue. Ads that do this achieve +15% Memory Encoding effects vs. average and this observation suggests that although singularly optimising to view time is not an effective strategy, an immediate brand cue can be an effective step towards longer-term effects.

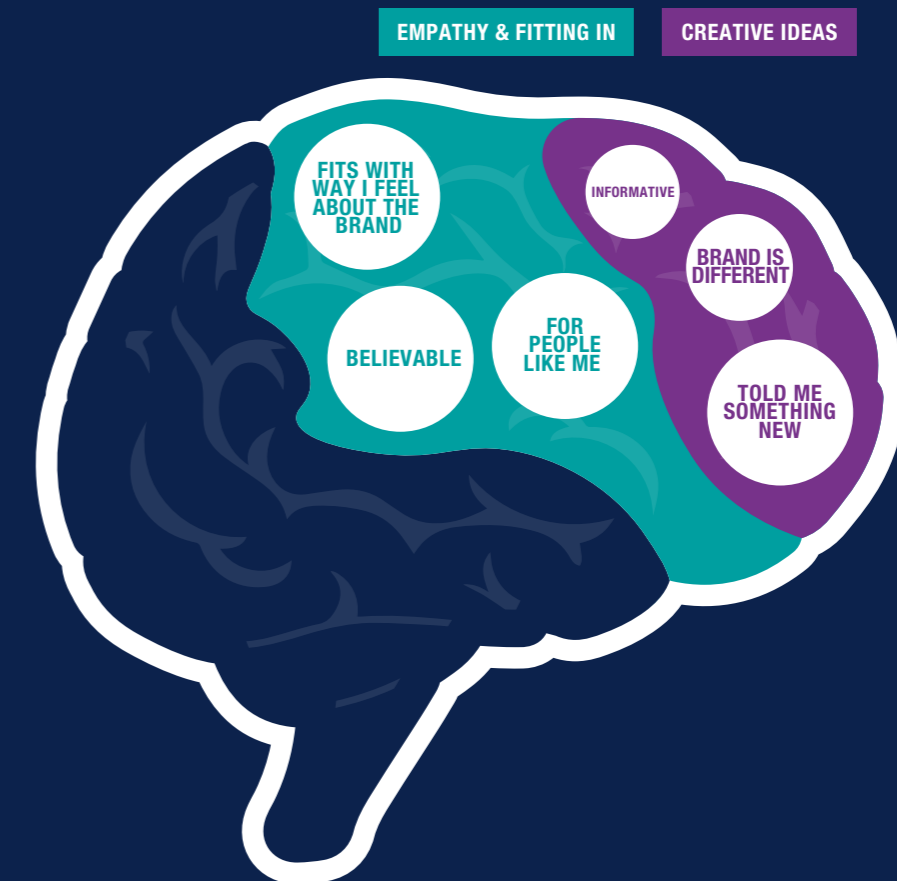
When we looked at varying levels of success for social feed video ads on the MISFIT Mindset experiences, we saw more distinct differences in longer-term effects. Ads that strongly delivered new ideas to their audience generated twice the memory encoding effects of view time optimisation tactics (+31%) and those that strongly expressed empathy for their audience achieved three times these effects (+47%)⁴.

We also observed that empathetic experiences and new ideas are even more important to behaviour change potential of Social Feed video ads, with ads that perform strongly on delivering Creative Ideas achieving +44% effects on short-term choices and those with strong empathetic experiences +58%⁴.

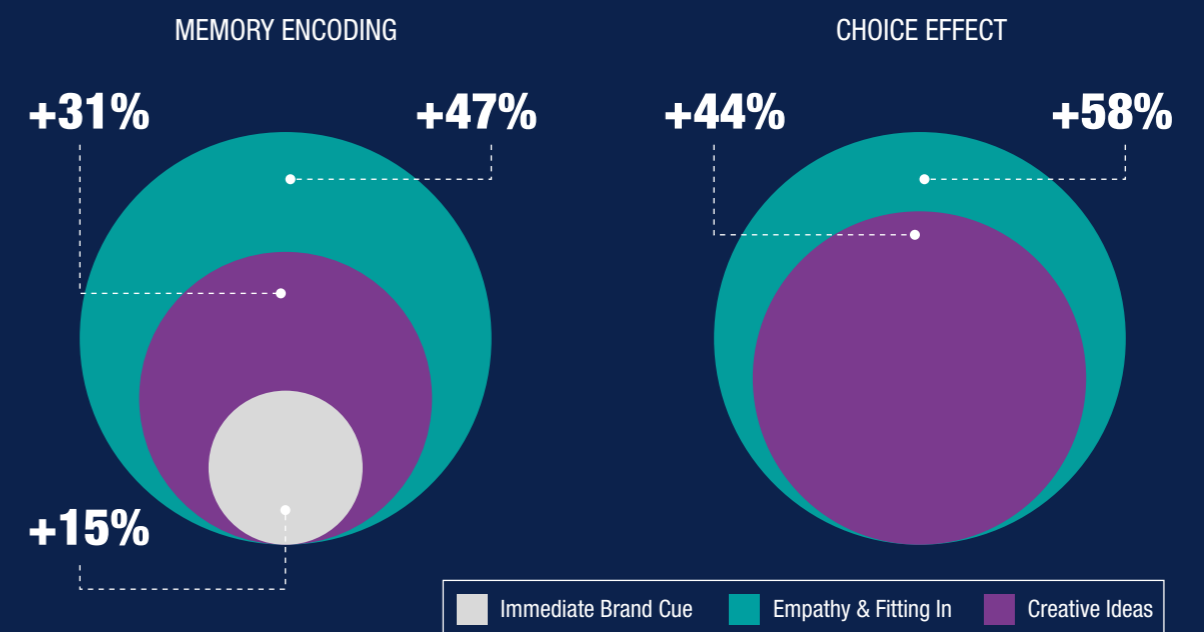


Source: Dove "Let's Change Beauty"

EMPATHY AND NEW IDEAS ARE THE MOST EFFECTIVE WAYS TO INCREASE SOCIAL AD MEMORABILITY



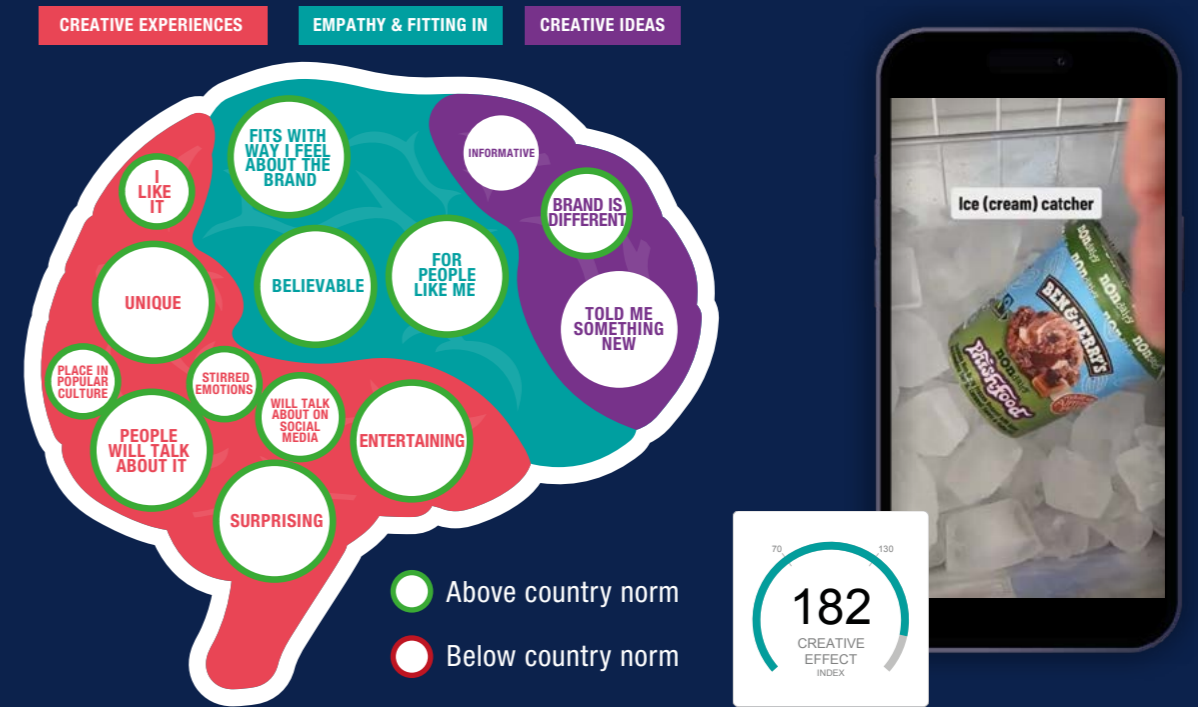
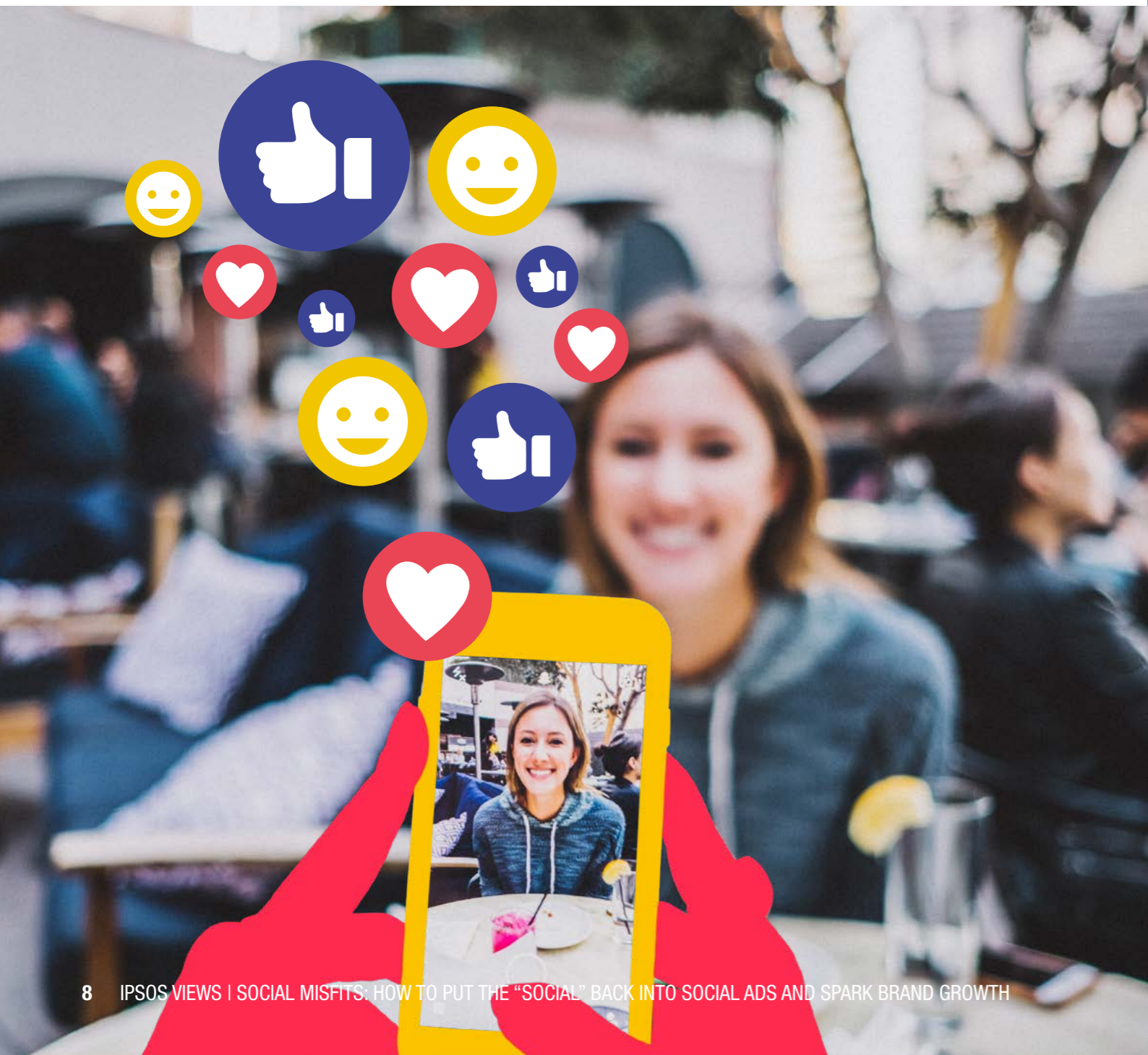
% INCREASE FOR ADS RATED HIGH VS. LOW ON EACH EXPERIENCE/FEATURE



Source: Ipsos Global Ads Testing meta-analysis (n=1,734 cases)

An example of a social feed video ad for Instagram that leverages empathy and new ideas is for Ben & Jerry's. It takes a creator production approach in familiar settings of a kitchen and fridge, where the narrator talks about ways people can hide their ice cream from their family and friends. In doing this, it's empathetic as we all want to keep our treats for ourselves, and it also provides new ideas for them, in a fun way. And this approach is highly effective, with above average sales lift potential.

Another social video ad on Instagram that conveys an empathetic tone and provides value with new ideas is for Ren Skin. It starts with a visually striking image of a woman with a skin flare up and takes the time to educate the audience that all skin is sensitive, and each has its own microbiome that needs to be treated. And in delivering value to the audience with this education about skin, it performs strongly on Creative Ideas and has strong potential effects on longer-term sales outcomes.



Source: Ipsos Creative/Spark Digital (n=150 past 6-month ice cream users in the USA)



Source: Ipsos Creative/Spark Digital (n=150 past week face moisturiser or lotion users)

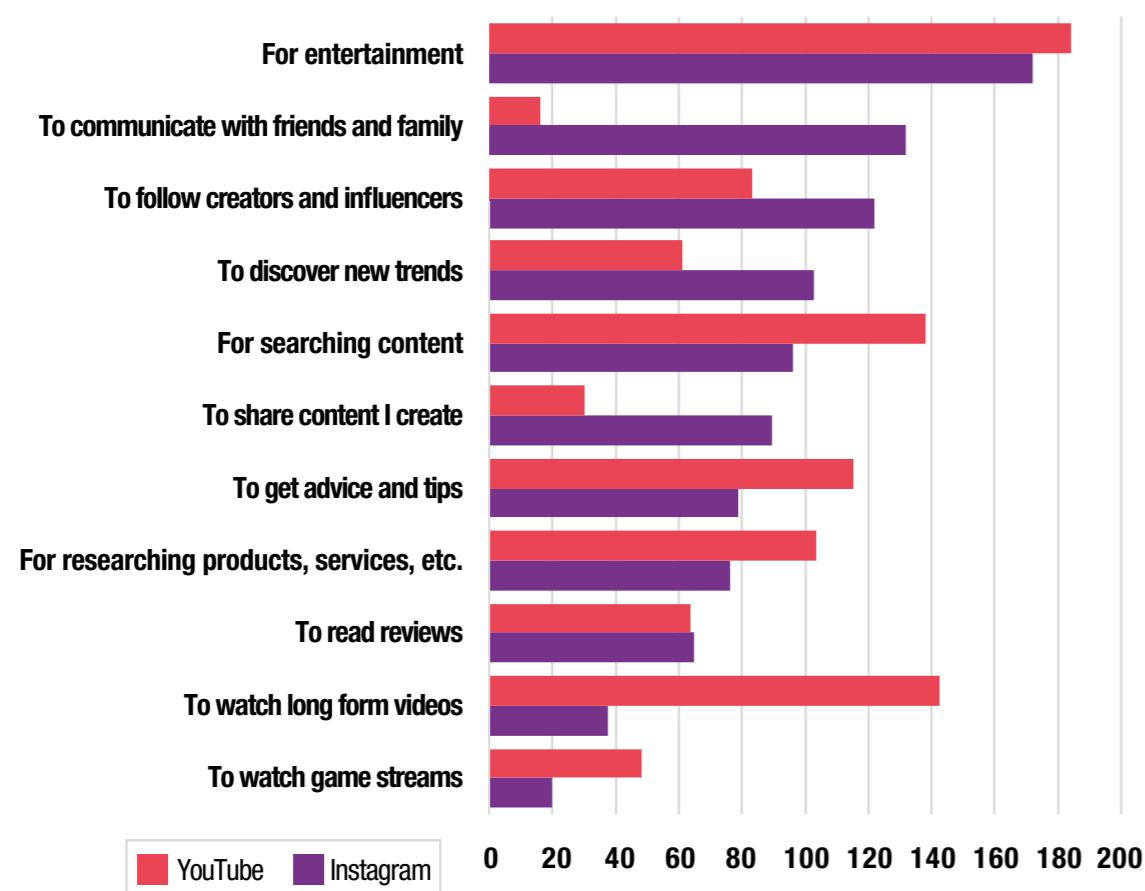
With these observations in hand, we need to ask, why might empathetic and discovery based social ads achieve stronger longer term brand effects? The answer to this question lies in why they people use social platforms. Ipsos social platform usage research suggests that, in addition to general entertainment, the top reasons people use them are for empathetic experiences and to discover new trends, more so than other platforms like YouTube⁷.

In this contextual use case data, we see a fit in empathetic and discovery enabling ad

experiences. That ads that deliver the social experience people want on these platforms are more effective than the ones that do not.

This importance of empathetic experiences and new ideas for Memory Encoding effects we previously observed also differs to what matters for linear video ads, typically delivered in broadcast TV content. With linear video, we observed that Creative Experiences are most important, with empathy and ideas linked to less impact.

WHY PEOPLE USE SOCIAL PLATFORMS



Source: Ipsos Contextual Brand Tracking research for Social platforms.
 Base: n=698 P3M Instagram users; n=1,022 P3M YouTube users.
 Question: How often do you usually use social/video platforms for each of the following purposes?

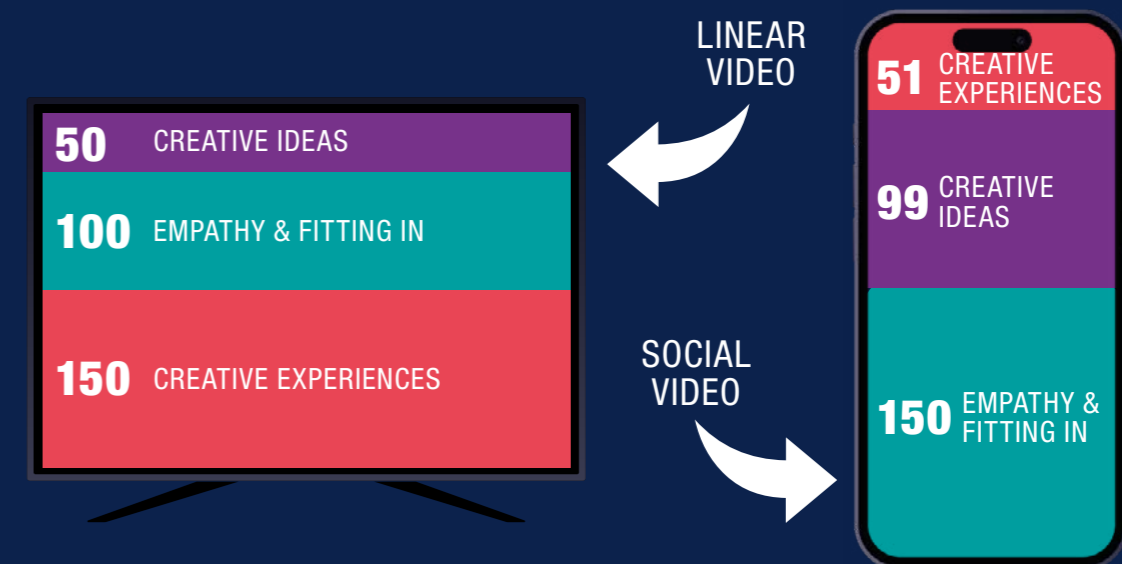
THESE DIFFERENCES IN CREATIVE EFFECTS BY MEDIA FORMAT SHOULD GIVE MARKETERS PAUSE FOR THOUGHT

In linear video advertising, it's generally accepted that you are interrupting the audience's content viewing experience. You are an unwanted intruder in an otherwise entertaining, relaxing lean back experience and, consequently, you need to pay the price of admission to their memory banks by being part of that entertainment. With this importance of entertainment delivered by Creative Experiences to linear video, we should ask ourselves, have we unwittingly transferred our established creative tactics to social ads? When we optimise to view time to get people to watch more, are we continuing a linear video practice, while overlooking more effective, empathetic and

discovery needs our audience have when using social platforms?

It is fair to consider that ads appearing in social feeds are also an interruption for an intended content viewing experience. That said, if, like the ads for Ben & Jerry's and Ren Skin, the audience feels that they have gained value from learning a new idea about how to hide their ice cream, perhaps we see here overlooked value and a missed opportunity to be part of the content viewing experience in social feed platforms? **That if our ads are more focused on delivering a social experience, they will be more effective on social platforms.**

INDEXED % INCREASE IN AVERAGE MEMORY ENCODING FOR ADS RATED HIGH VS. LOW ON EACH EXPERIENCE



Source: Social MISFITS (n=361 Instagram and Facebook cases).
 Ipsos Global Ad Testing meta-analysis (n=1,734 Linear Video cases)

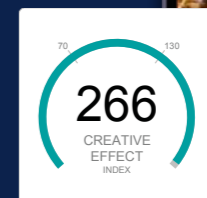
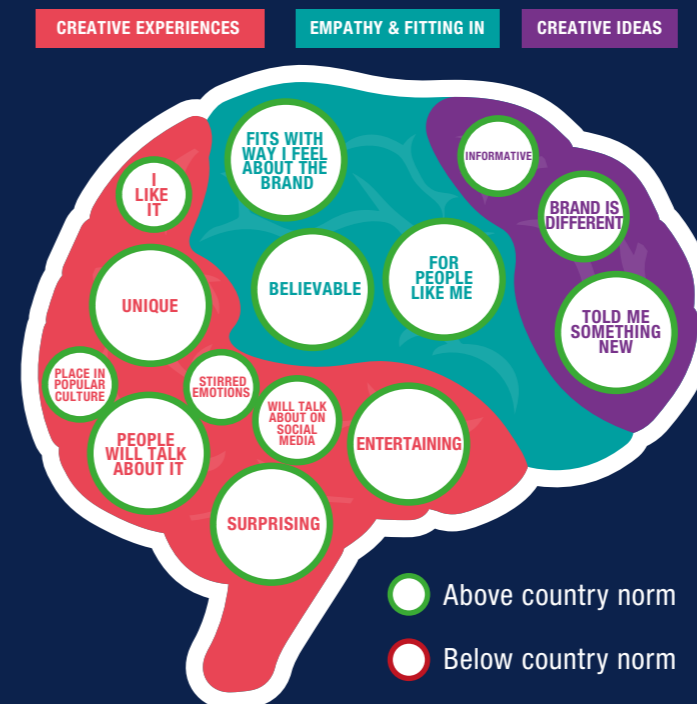


EXPERIENCES THAT DELIVER UNIQUE ENTERTAINMENT CAN ALSO DRIVE LONGER-TERM EFFECTS

In these findings, we have identified that social ads that deliver a more social experience, showing new ideas and thinking underpinned by empathy and familiar settings, are more effective than those that do not, or solely rely on branding tactics and view time optimisation.

While these effects are notable and consistent, we should not underestimate the value of entertainment and Creative Experiences. They matter less than empathy and new ideas on average, but they do still contribute to longer-term effectiveness. Especially when planned and executed well in platform viewing context.

A social ad Ipsos evaluated with Nestlé and placed into our MISFITS Hall of Fame is for Kit Kat Yokubari Double. The ad ostensibly delivers a message about a new product variant. Yet it delivers the message with gusto because Nestle understood they needed to earn the right to communicate this message and to do it through a unique, entertaining and talkable experience. One that also fits with the brand and wider culture. And in doing so it built a platform to deliver its new product information, while expressing empathy by recognising that people sometimes just need a break, and some fun when they do⁸.



Source: Ipsos Creative/Spark Digital (n=150 past 12-month chocolate purchasers)

LET'S GET MORE SOCIAL WITH OUR SOCIAL ADS

With these findings across robust data sets, we see consistent evidence that when social ads are more social, they are more effective in the longer-term. That when ads deliver empathetic experiences, infused with new ideas and, at times, simple fun they in turn deliver what people want from social platforms, and grow brands in the longer-term.

Let's then get more social with our social ads. And have some fun while we do it.



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FURTHER READING

- **MISFITS: How creativity in advertising sparks brand growth**
www.ipsos.com/en/misfits/get-book
- **How brands can get it right with TikTok ads**
www.ipsos.com/en-us/how-brands-can-get-it-right-tiktok-ads
- **Dare to be a TikTok MISFIT: How KitKat shaped a cultural moment and championed Brand Success**
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