

Attention delivers the gold medal for ad effectiveness

Discover the winning traits of memorable ads that are delivering on ROI during the Olympic Games

Ads need to do their part to build relevancy through context, especially as we navigate the pandemic and lockdowns in Australia

4 in 5

are open to ads with humorous tones

3 in 5

wants brands to communicate their values

74%

want brands to not exploit the pandemic

54%

want brands to talk as they have always done

6 in 10

want brands to talk about how to be helpful in the 'new' everyday

Source: Kantar Covid-19 Barometer August 2021, n=1,000

Attention delivers the gold medal for ad effectiveness

Just like elite athletes, winning ads are those that perform to their peak, remain authentic and listen to their consumers

1 Strong brand and team

No athlete is able to achieve greatness without being true to who they are as a brand and their loyal team – just ask Ash Barty! Attention and effectiveness go hand in hand as there is a strong positive relationship between attention and impact (unaided ad recall).

2 Passionate fans

Aussie sports fans are some of the most engaged in the world, and interestingly, Aussies pay more attention than we think to ads – a recent eye-tracking study we did for Google found that 51% of ad minutes had eyes on screen – double what participants self-reported.

3 Physical and mental agility

Just like the package of a strong physique, fluidity and mental agility that athletes require, brand comms need to be prepared for any situation. Being prepared for emerging and unpredictable ad formats and increased mobility across more platforms is essential to be front and centre of consumer attention.

4 Purpose and authenticity

An elite athlete is all about focus – they have a goal, train hard and connect with their team and audiences. A winning ad also combines authenticity of many elements led by the combined synergy of choice, creative and context to best impact attention.

4 traits of winning Olympic ads – as voted by Aussies

We tested 6 Aussie ads played during the Olympic Games and found four winning techniques to help your ad command attention at any time and on any platform

1

Branding is integral but captivate using clear brand cues to be effective and impactful

2

Humour if employed well drives involvement

3

Be memorable through consistent but unique storytelling

4

Difference and affinity is even more crucial in these pandemic times

Ad Now on Kantar Marketplace measures in-market performance of yours and competitor ads across multiple channels revealing how well your ads create lasting memories and which will generate most ROI.