



DARE TO BE A MISFIT



SHAUN DIX

CREATIVE EXCELLENCE SERVICE LINE LEAD

IPSOS

CONTEXT & CHAOS:

your choice



CONTEXT & CHAOS

your choice



ELLA: WITHOUT CONSENT

a true example of a Misfits

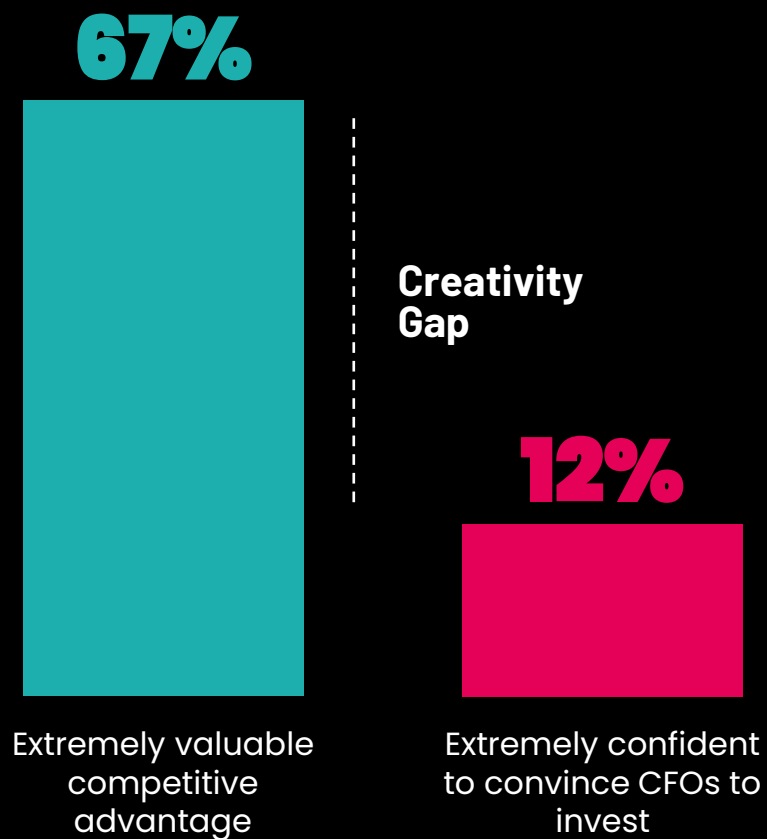
○ 2 x Golden Lion

○ 2 x Bronze Lion

WARNING:
SOME VIEWERS MAY FIND THE FOLLOWING VIDEO DISTURBING.
VIEWER DISCRETION IS ADVISED.



WE NEED TO TALK ABOUT CREATIVITY



*Source: Lions State of Creativity Study 2022



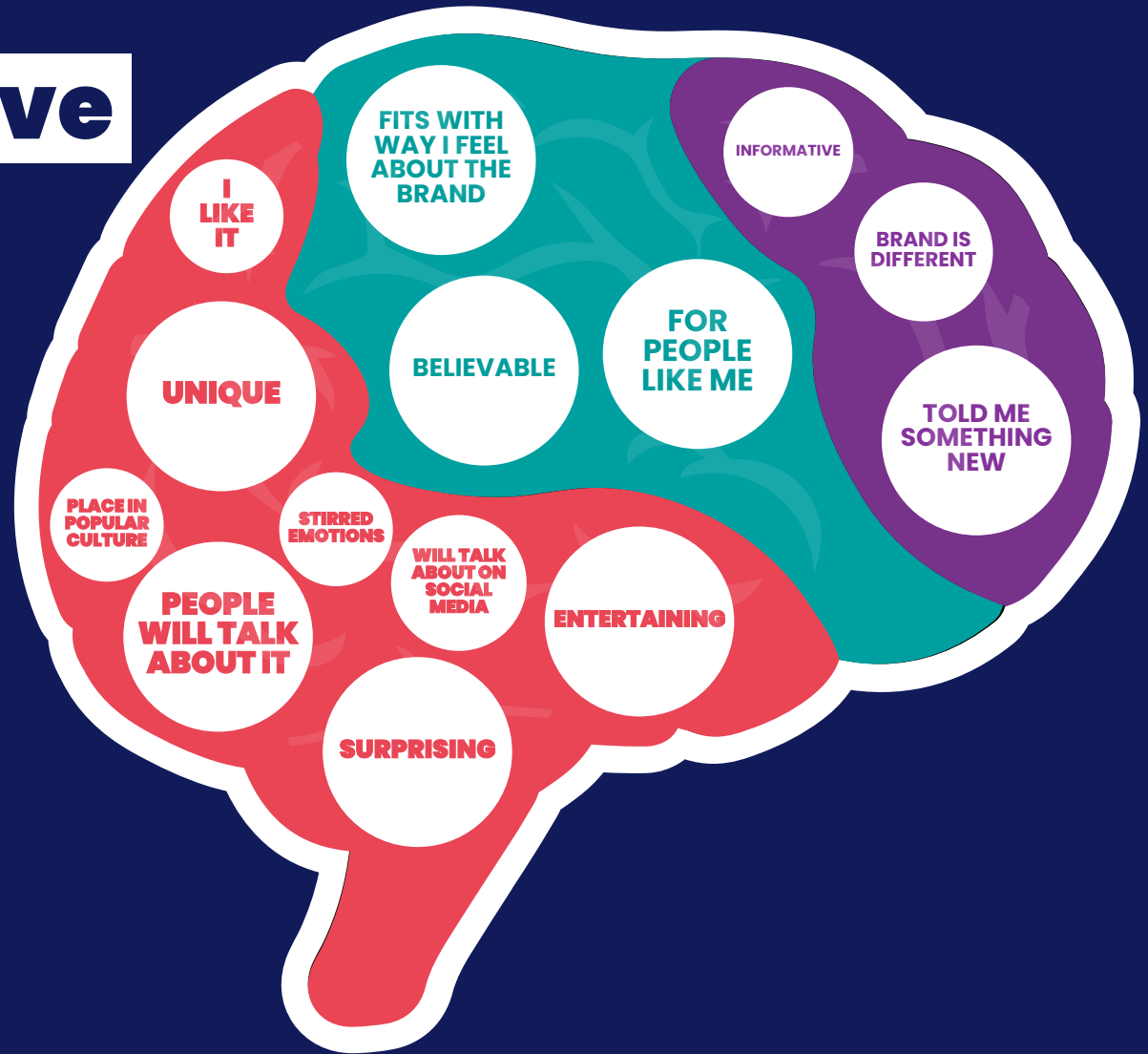
A CULTIVATION OF CONFORMITY

How can we crush conformity with effective creative & empathic experiences

CREATIVE EXPERIENCES

EMPATHY & FITTING IN

CREATIVE IDEAS



Source: Ipsos Global Ad Testing Meta-Analysis (n=1,734 cases)

Creativity & Empathy the extra lift





MISS

OR

MISFITS





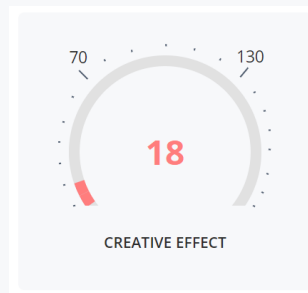
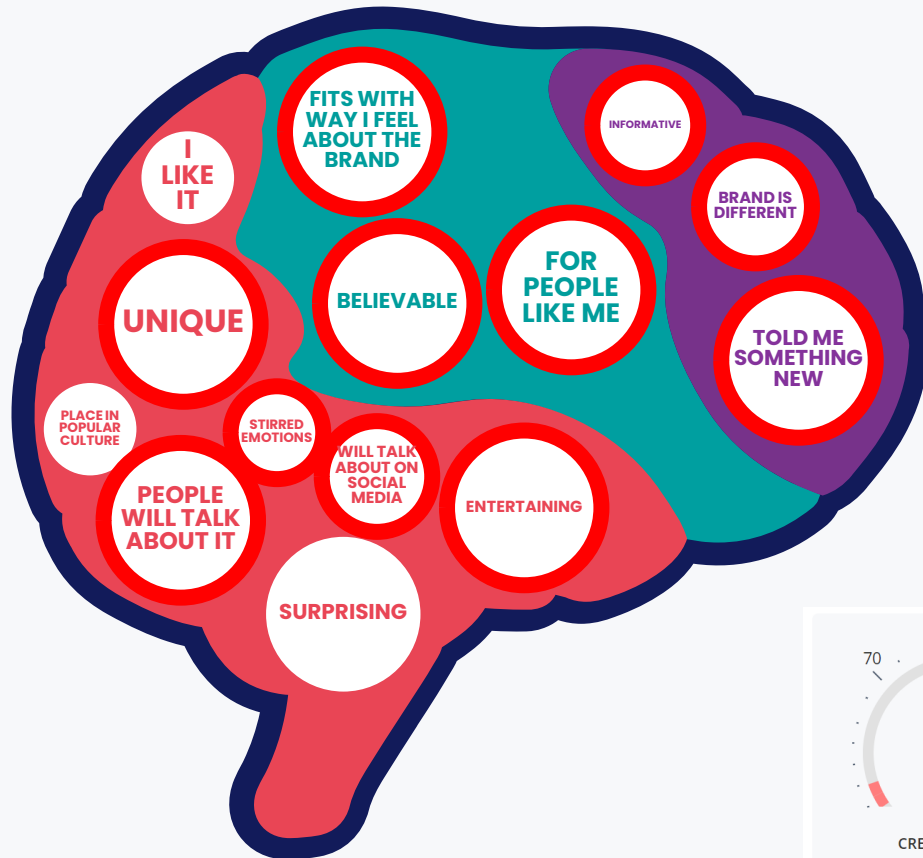


BEYOND MEAT®

CREATIVE EXPERIENCES

EMPATHY & FITTING IN

CREATIVE IDEAS



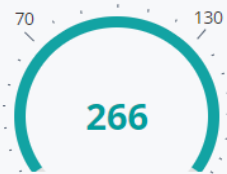
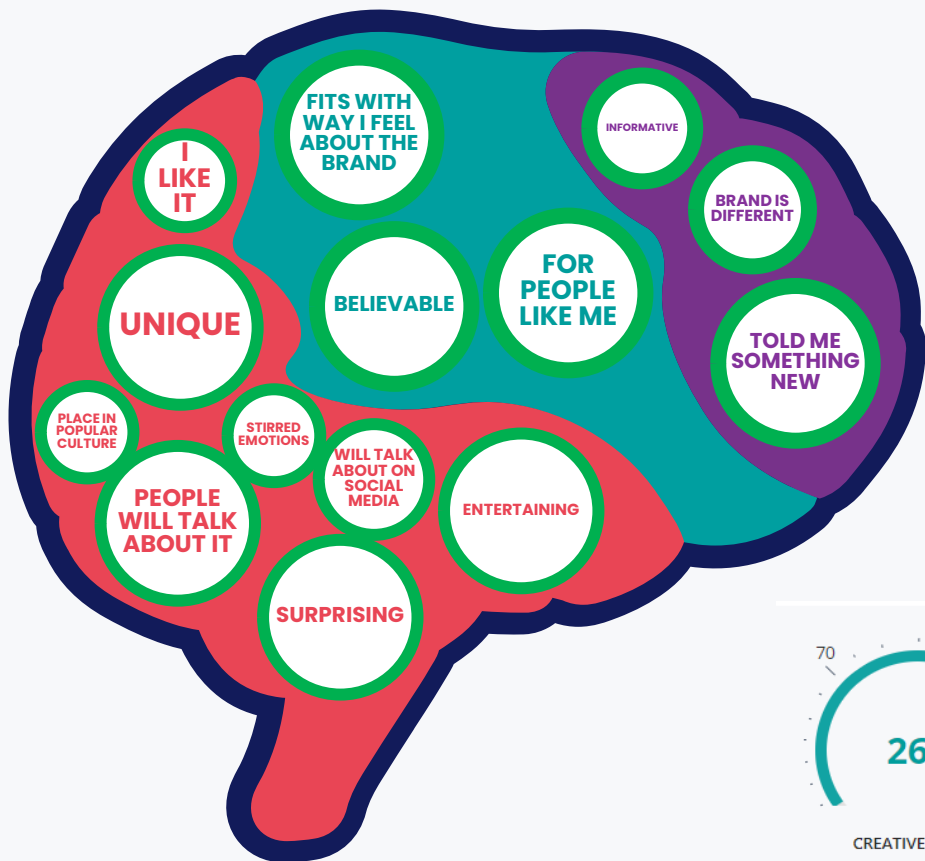




CREATIVE EXPERIENCES

EMPATHY & FITTING IN

CREATIVE IDEAS



CREATIVE EFFECT



MISFITS
HALL OF
FAME

**CONTENT
IS KING**



**CONTEXT
IS KING KONG**

SOCIAL MISFITS SCOPE

MISFITS Mindset meta-analysis on over 1,000 video ads evaluated in platform context in Creative|Spark Digital.

Key platforms covered:



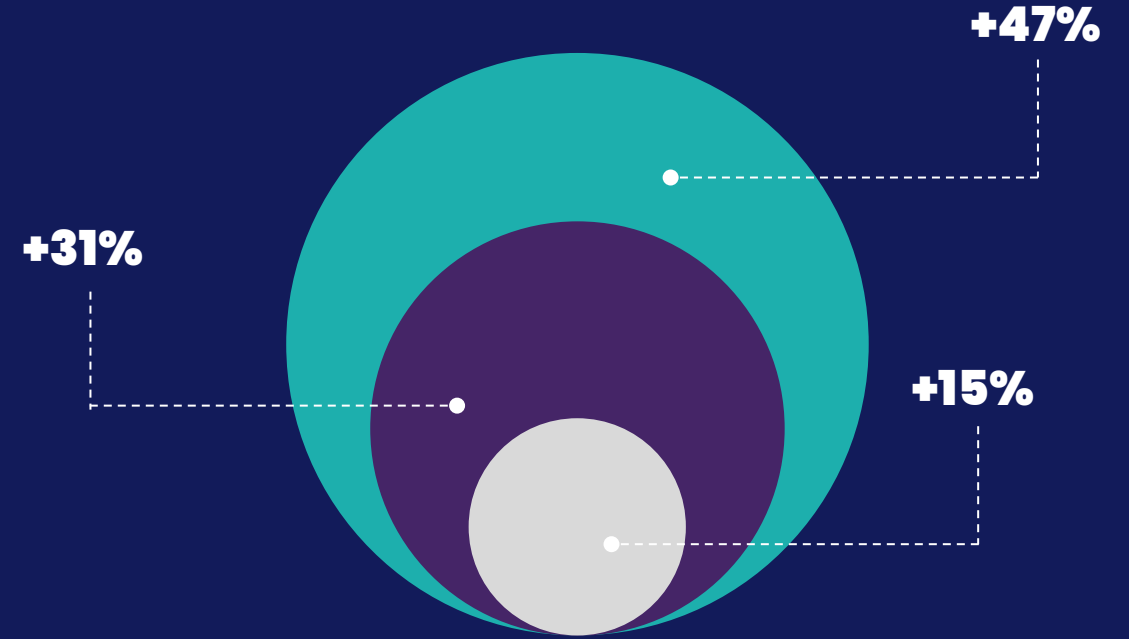
Social Feed Video
Ads



YouTube Skippable

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

EMPATHY & FITTING IN CREATIVE IDEAS



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



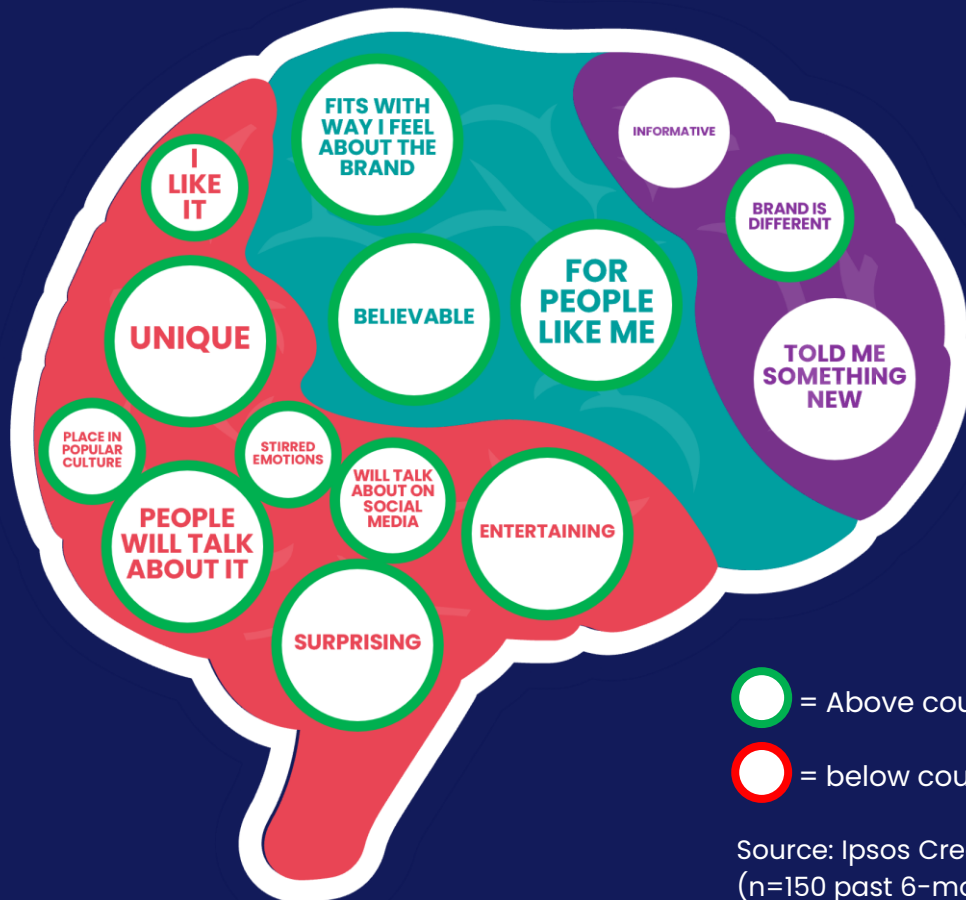
Source: Social MISFITS (n=361 Instagram and facebook cases).

AUDIENCE EMPATHY IS KEY TO SOCIAL AD EFFECTIVENESS

CREATIVE EXPERIENCES

EMPATHY & FITTING IN

CREATIVE IDEAS



= Above country norm

= below country norm

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



AUDIENCE **EMPATHY** IS KEY TO **SOCIAL AD EFFECTIVENESS**



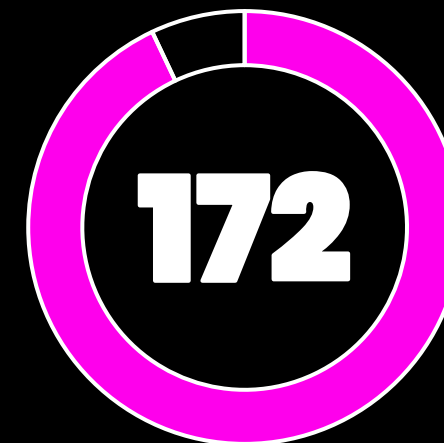
worldwide



orangeTM



ENTERTAINMENT FOR SPORT



Social Power Index
TOP 5% Performer

143
DEI INDEX

Key Take-aways

1

Non-conforming ads are more effective.

2

Creativity & empathy putting the extra into the ordinary.

3

Content is King. Context is King Kong.

4

Advertising in social platforms (Instagram & Facebook) less about entertainment more about empathy & new ideas.