



THE
EARNED
EFFECT
STUDY

TW
SC

+

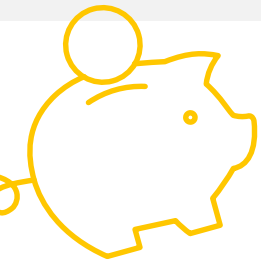
IPA

Incorporated
by Royal Charter

+ Key findings

THE WEBER SHANDWICK COLLECTIVE EARNED EFFECT STUDY, CONDUCTED IN PARTNERSHIP WITH THE IPA, EXPLORES THE IMPACT OF CAMPAIGNS THAT EARN COVERAGE AND CONVERSATION ON BUSINESS PERFORMANCE. IT EVALUATED GLOBAL CASE STUDIES OVER A 10-YEAR PERIOD ACROSS BRANDS AND CATEGORIES.

Campaigns that earn **coverage and conversation** have a **DISPROPORTIONATE** business impact.



IT PAYS TO EARN IT.

57%

Drove very large **sales gains** and

40%

Drove very large **market share gains**

They are **more likely** to drive very large business effects by

53%

AND

2.6X

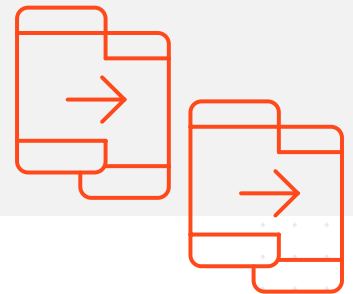
more likely to achieve very large profit growth



THEY ARE

75%

more likely to create *halo effects* across other products in the franchise

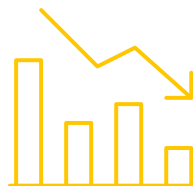


THEY DO SO

more efficiently

(42% BASED ON REPORTED ROI)...

and even in the most unfavourable conditions:



78% were in **stagnant, declining or low growth markets**



About

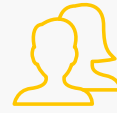
STUDY METHODOLOGY

340+

cases of award entrants & winners to the IPA Effectiveness Awards, vetted



GLOBAL



B2C



B2B



ACROSS

60

PRODUCT CATEGORIES

2010 - 2020

ANALYSIS PERIOD

Effectiveness analysis

INDEPENDENTLY CONDUCTED

BY PETER FIELD AND ED ELWORTHY from the IPA

IPA & IPA EFFECTIVENESS DATABANK

A **global & highly recognised**

authority in marketing and communications



The industry's **most rigorous** award programme



+40 years of data, **+80** product categories, global

Known for landmark studies such as

& **"The Long & Short of It"** BY PETER FIELD & LES BINET

"The Link Between Creativity and Effectiveness" BY PETER FIELD

THE WEBER SHANDWICK COLLECTIVE

Built for the **Era of Earned,**

a global strategic communications and consulting network, consisting of **12 agencies**



CONTACT US TO LEARN MORE: JANE DOUGLAS | JDOUGLAS@WEBERSHANDWICK.COM

