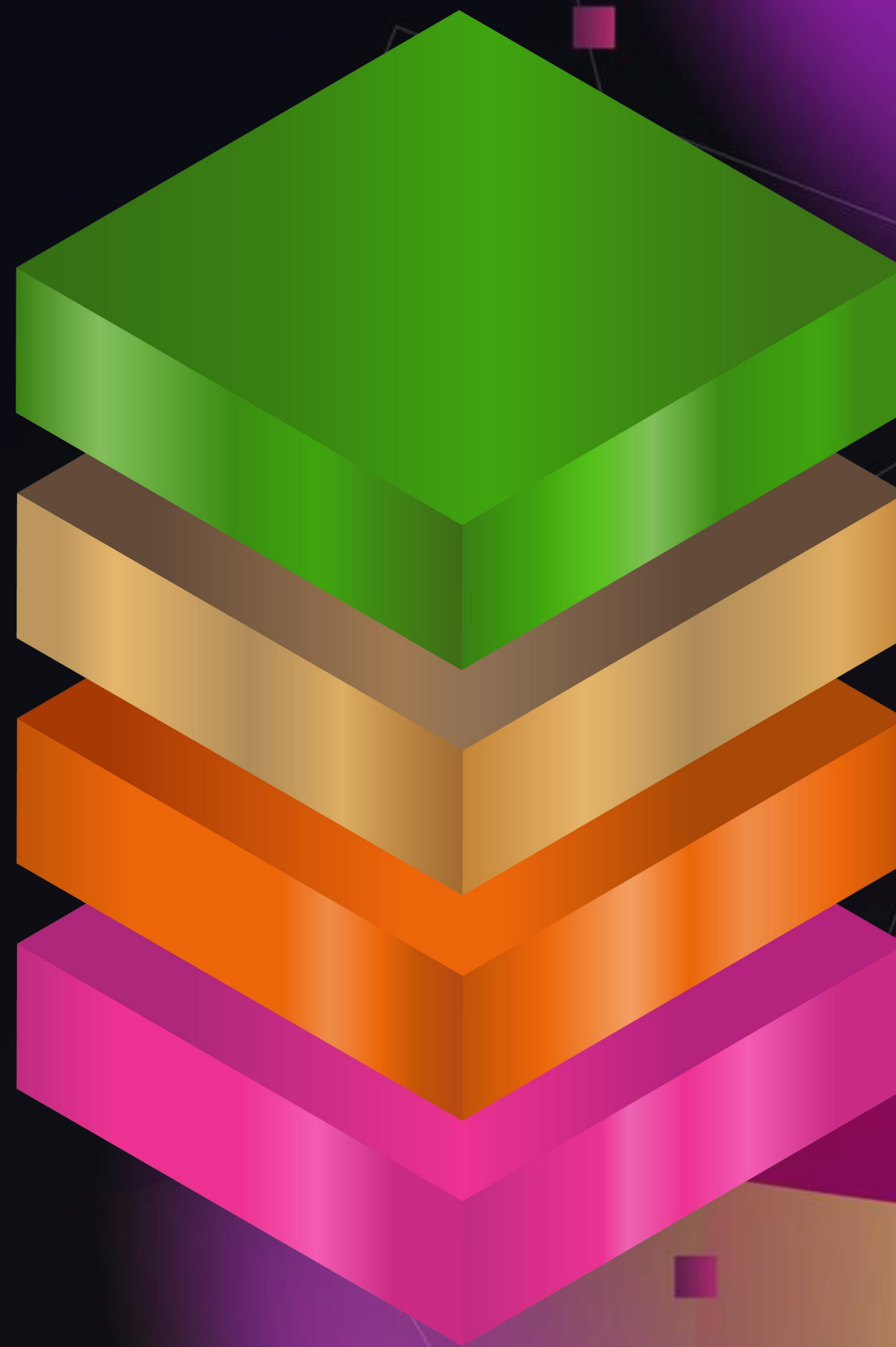
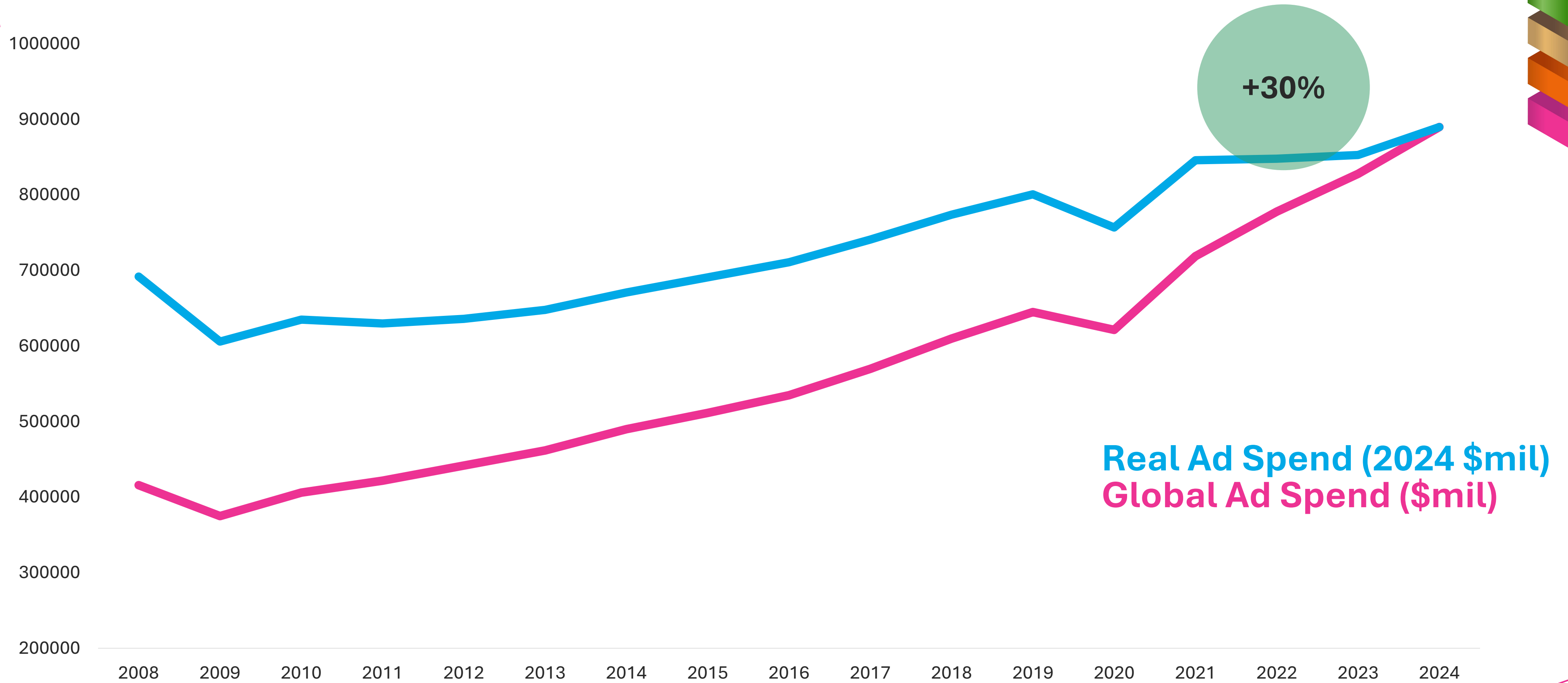


UNLOCKIN THE CREATIVE DIVIDEND

System1
Create with Confidence



We've never spent more on advertising



Advertising has never grown brands less

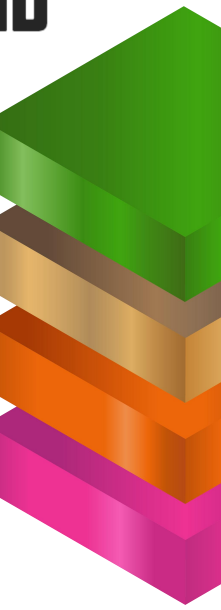
◆ 3.3



Avg No. of Reported Brands

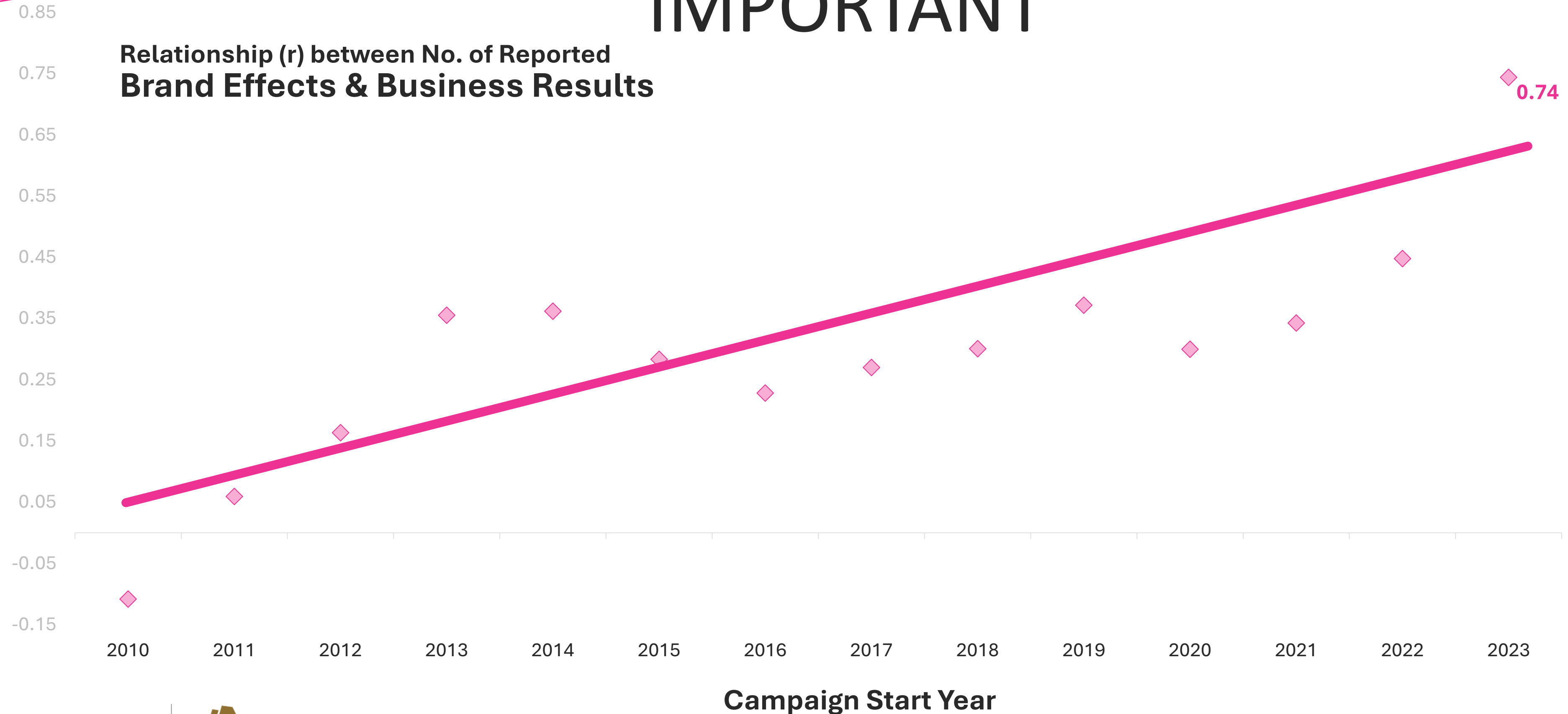
2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025

NB: 2024 & 2025 estimated



Brand BUILDING HAS BECOME MORE IMPORTANT

Relationship (r) between No. of Reported Brand Effects & Business Results



CHAPTER 4 CREATIVITY BUILDS SUSTAINED GROWTH

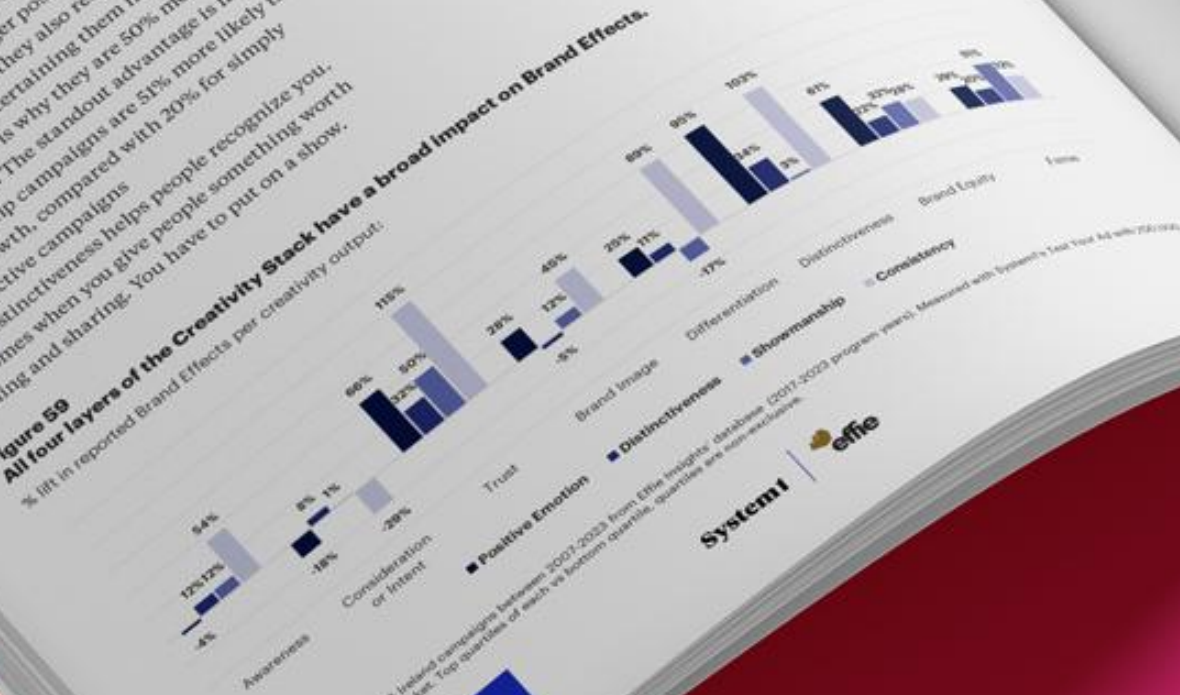
Distinctiveness's Supporting Role

Distinctiveness is the attribution layer. It does not replace emotion. It makes it more useful. If people cannot quickly recognize which brand the advertising is for, the memory still forms, but the brand does not reliably receive the benefit from exposure. That is why campaigns in the top quarter for Fluency Rating in System1's measurement show a modest but widespread impact across Brand Effects, including distinctiveness (+34%), brand equity (+22%), and fame (+20%) (Fig 59).

The Unique Power of Showmanship

Showmanship, as Orlando Wood defines it, has many facets. Here we focus on one measurable dimension: showmanship as a creative style, captured through in-showmanship generate stronger positive emotion and earn broader attention, but they also respect the viewers' time and intelligence, entertaining them instead of selling at them. Which is why they are 50% more likely to report trust gains. The standout advantage is fame. High-showmanship campaigns are 51% more likely to report fame growth, compared with 20% for simply highly distinctive campaigns (Fig 59). Distinctiveness helps people recognize you. Fame comes when you give people something worth watching and sharing. You have to put on a show.

Figure 59
All four layers of the Creativity Stack have a broad impact on Brand Effects.



Consistency Is How Brands Grow

Consistency is the compounding layer. When brands reuse assets, maintain the same associations, and show up with familiar cues across channels, they become easier to learn and faster to recognize. In this dataset, consistency is associated with the strongest lifts in trust (+115%), distinctiveness (+54%) (Fig 59). It is also a reminder that short-term claimed consideration is not always aligned with long-term brand building, with consistency showing a negative relationship with consideration or intent.

Together, these results explain why the Creativity Stack matters. Emotion builds brand strength, while projecting a unique personality for the brand. Consistency compounds trust, distinctiveness, and differentiation over time. The campaigns that sustain growth tend to stack these effects rather than rely on one in isolation.

CHAPTER 4 CREATIVITY BUILDS SUSTAINED GROWTH

Creativity's Impact on Commercial Growth

Advertising that executes the layers of the Creativity Stack is more likely to deliver stronger Business Results (Fig 60). The logic is straightforward. Distinctiveness makes sure the brand gets the credit. Showmanship earns attention and interest. Consistency compounds what people learn over time.

That is exactly what we see in this dataset. Positive emotion stands out because it is most strongly associated with commercial outcomes that matter for sustained growth, especially reduced price sensitivity and profit. Distinctiveness also shows broad impact, with particular strength on loyalty or retention and market share gain.

Showmanship and consistency play different roles. They contribute more to recruiting new customers and boosting profits than to loyalty or retention, where their impact appears minimal. That is not a weakness. It is a reminder that different layers do different work.

Brand Effects are the bridge that leads creativity to Business Results, but creativity needs reach to work. Creativity does not work in a vacuum, and the next chapter shows how these effects scale into predictable commercial growth.

140%

MORE EMOTIONALLY POSITIVE CAMPAIGNS
MORE LIKELY TO REPORT PROFIT GROWTH

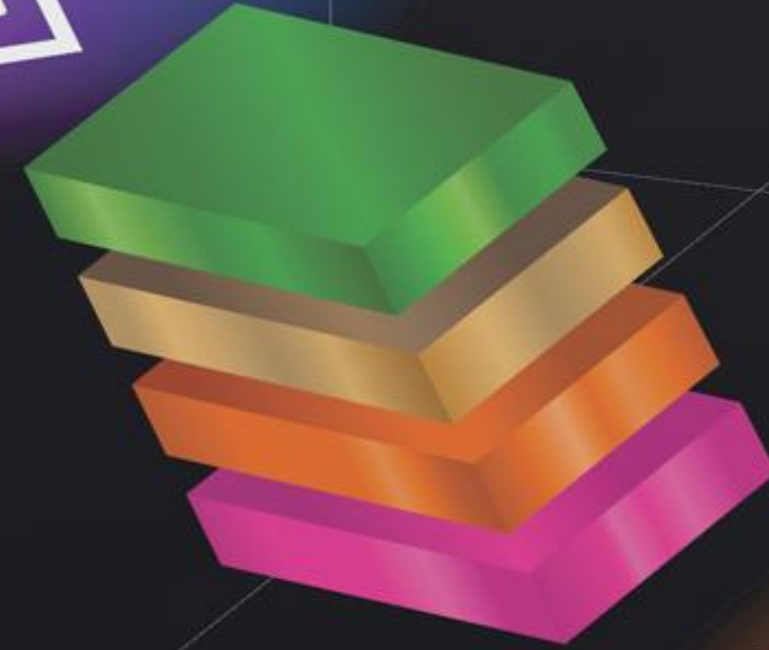
Figure 60
All types of creativity have a positive impact across all Business Results.

% lift in reported Business Result per creativity output.



THE CREATIVE DIVIDEND

THE
CREATIVE
DIVIDEND



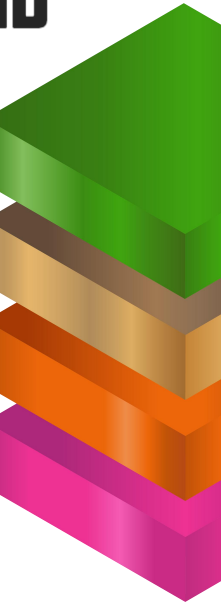
Advertising That Pays Back

BY ANDREW TINDALL

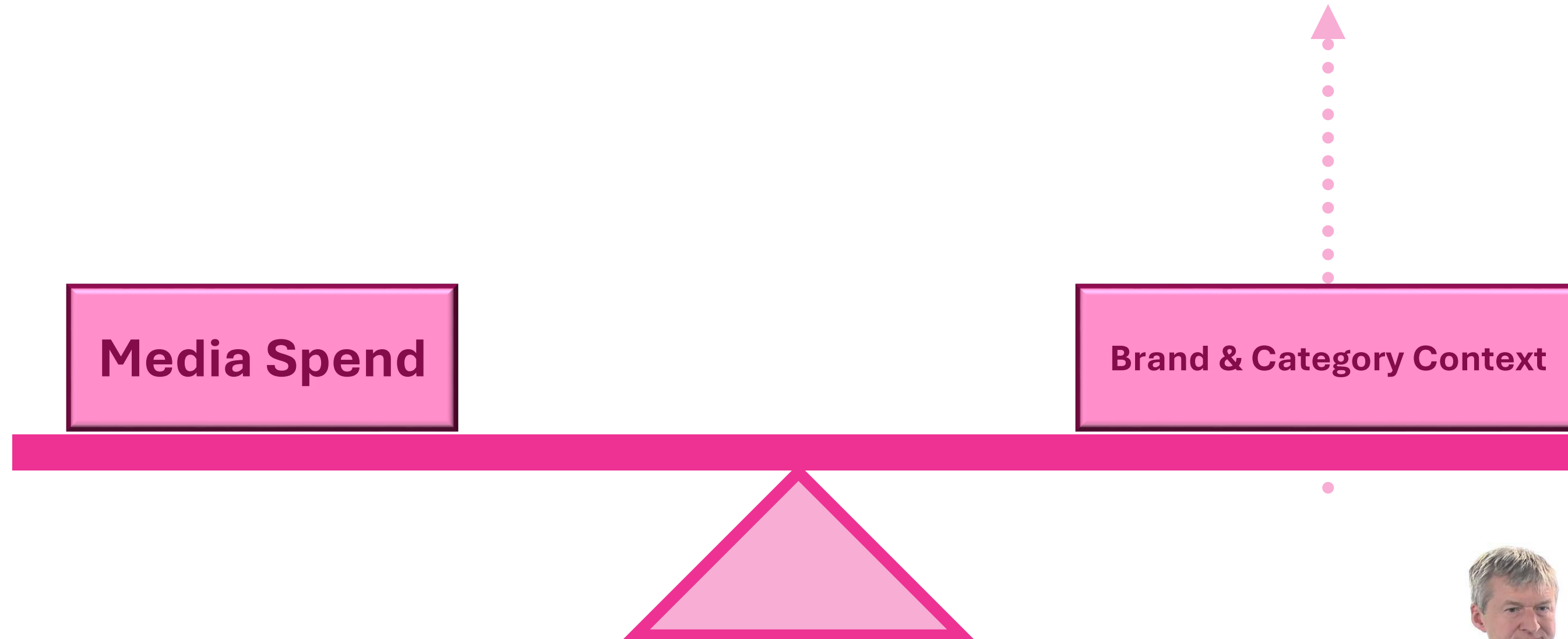
System1

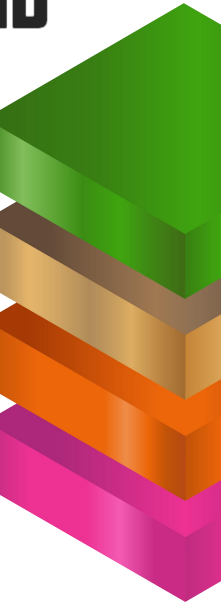
effie

We need to spend enough on media to grow

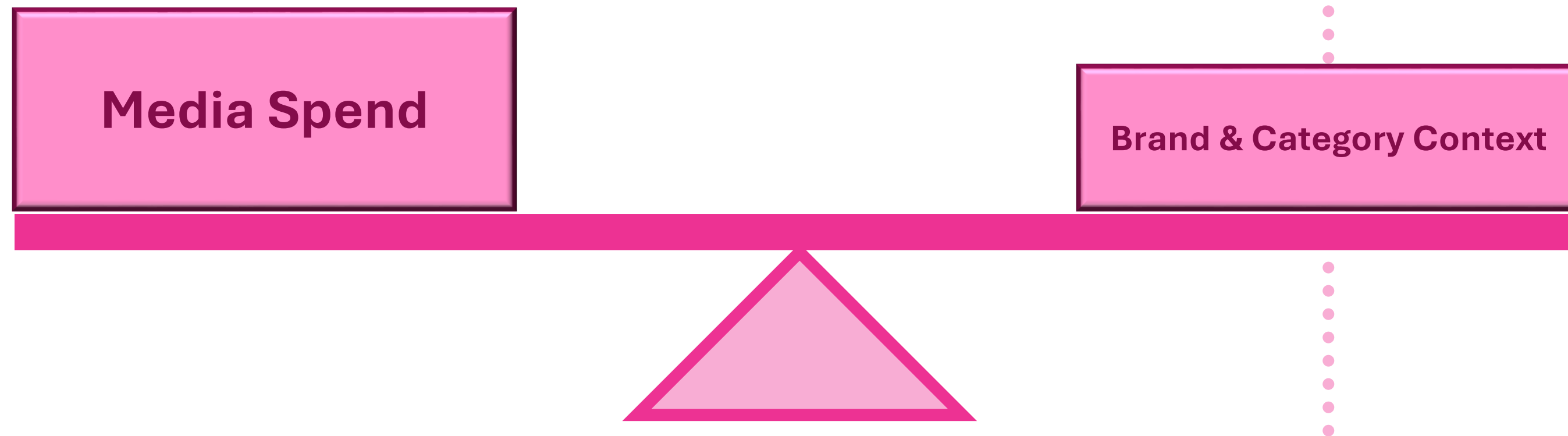


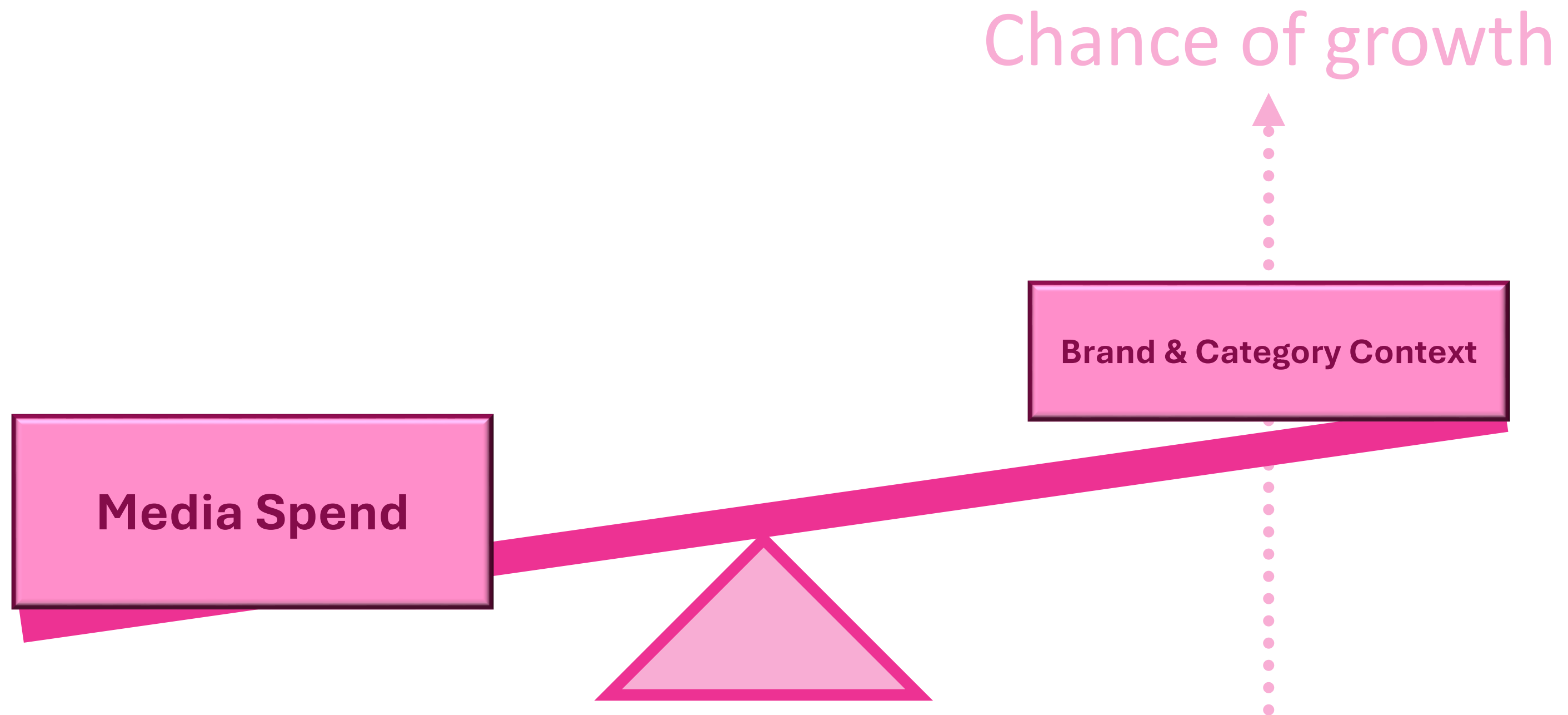
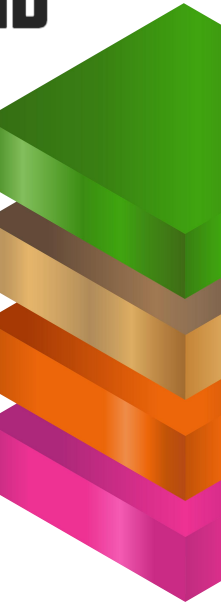
Chance of growth



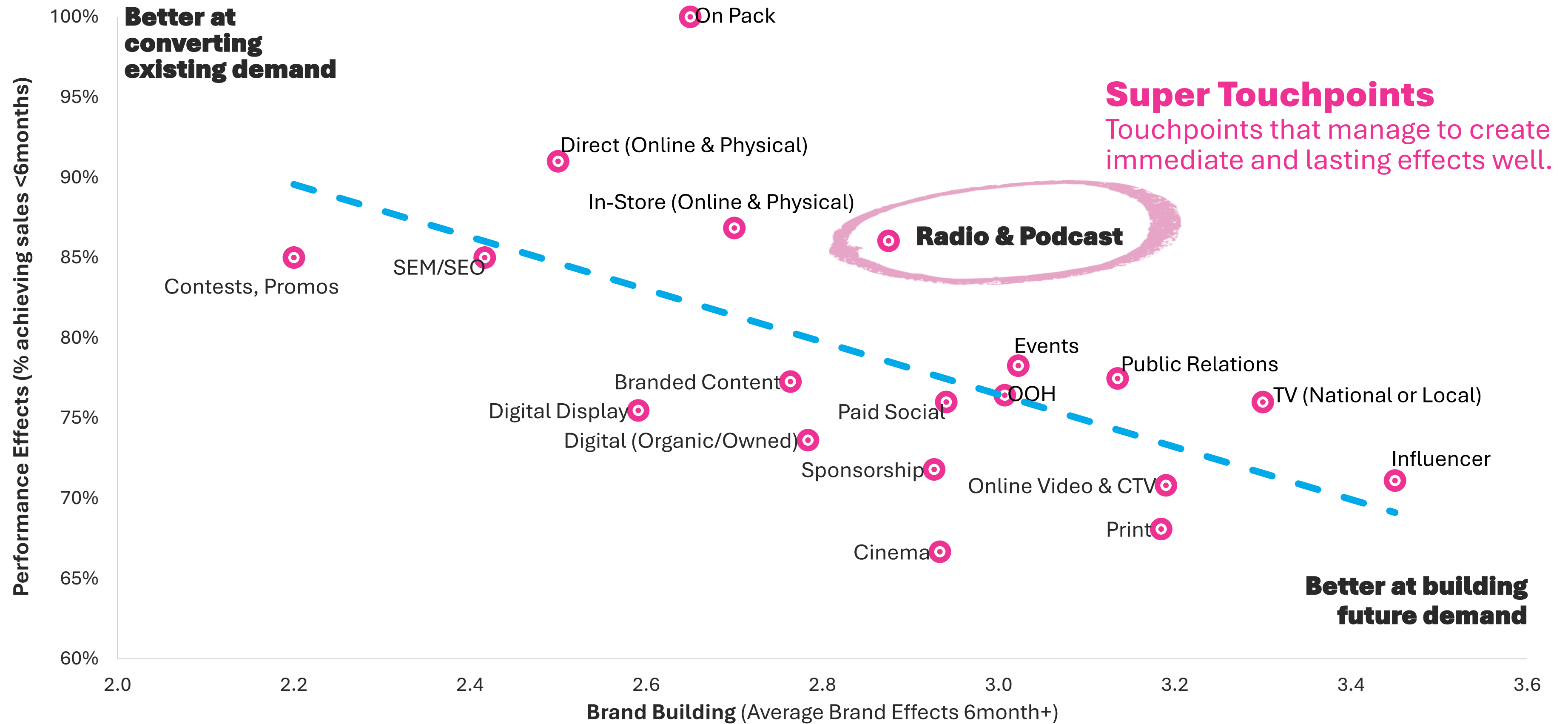


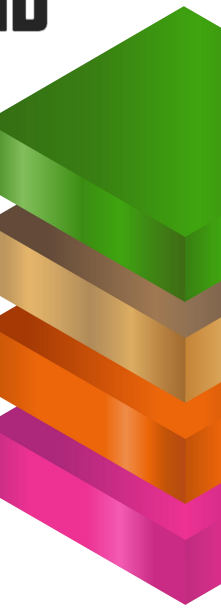
Chance of growth





Touchpoint choices matter

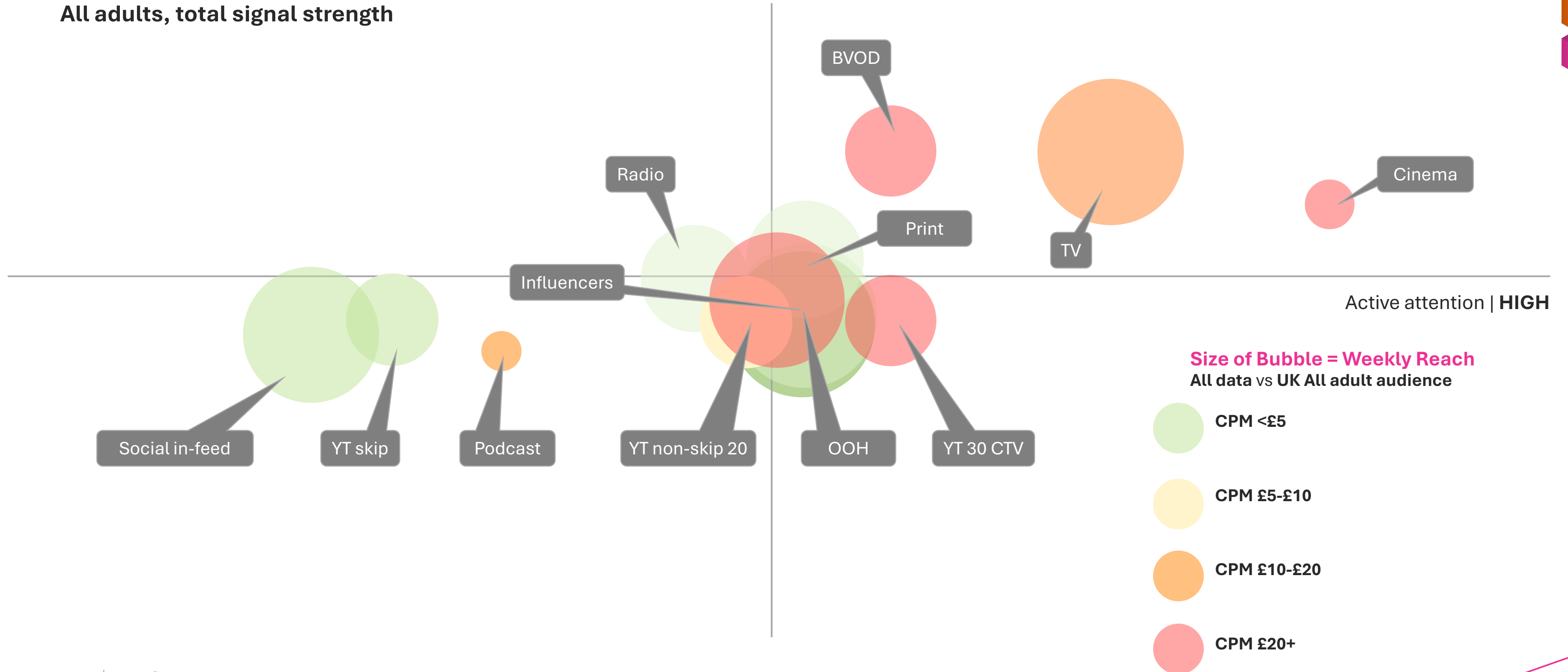


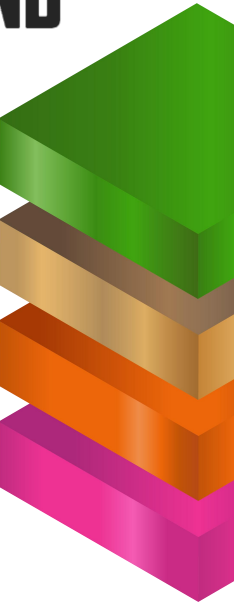


The holy media trinity

Signal strength (Social & Fitness) | **STRONG**

All adults, total signal strength





Affordable, mass quality reach

All adults, total signal strength

Signal strength (Social & Fitness) | **STRONG**

Active attention | **HIGH**

Radio

Print

OOH

Size of Bubble = Weekly Reach
All data vs UK All adult audience



CPM <£5



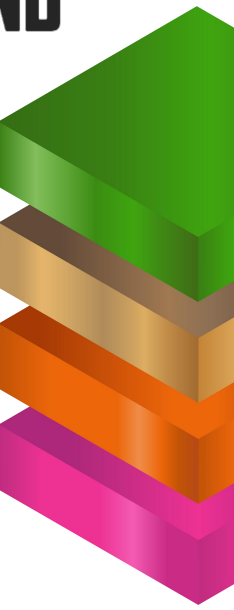
CPM £5-£10



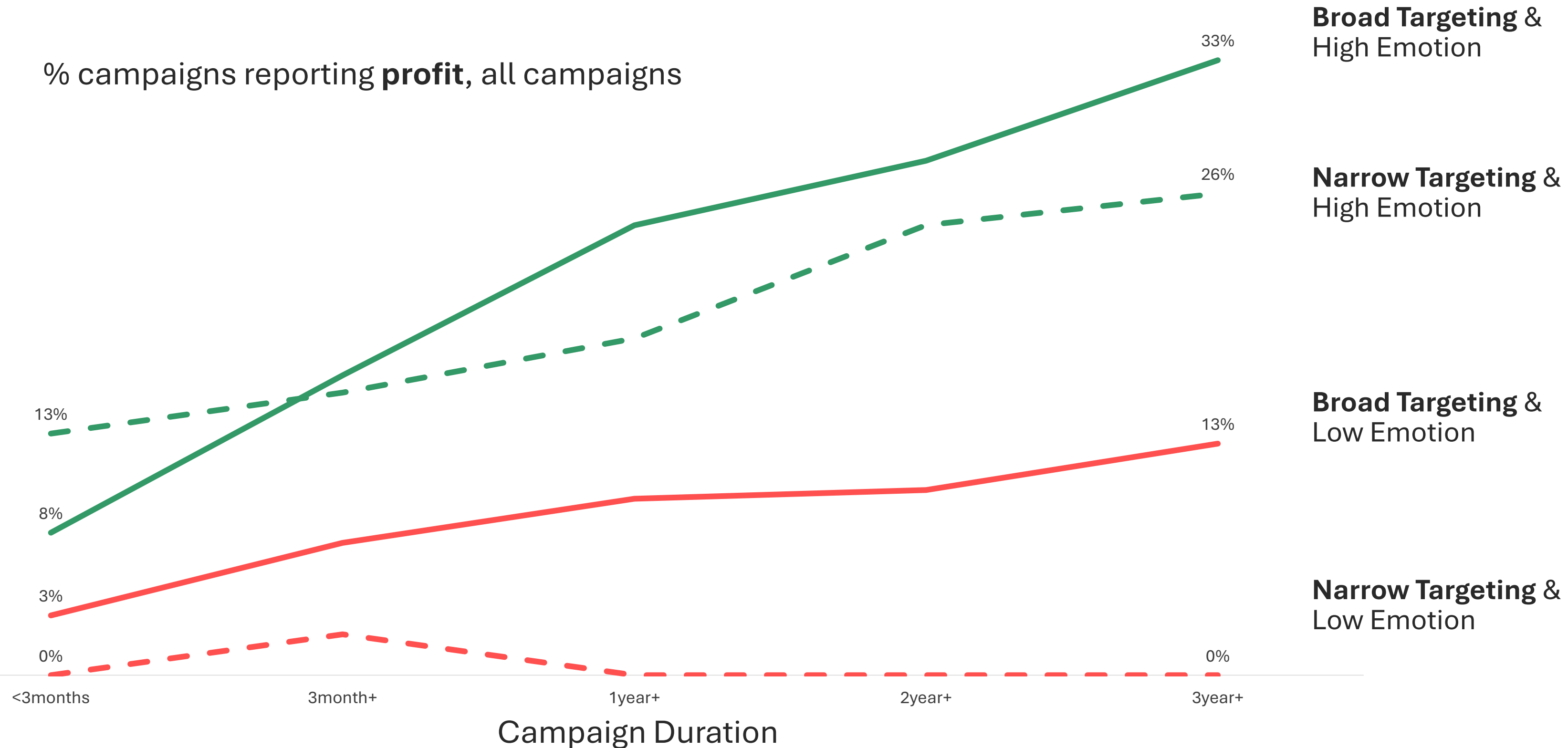
CPM £10-£20



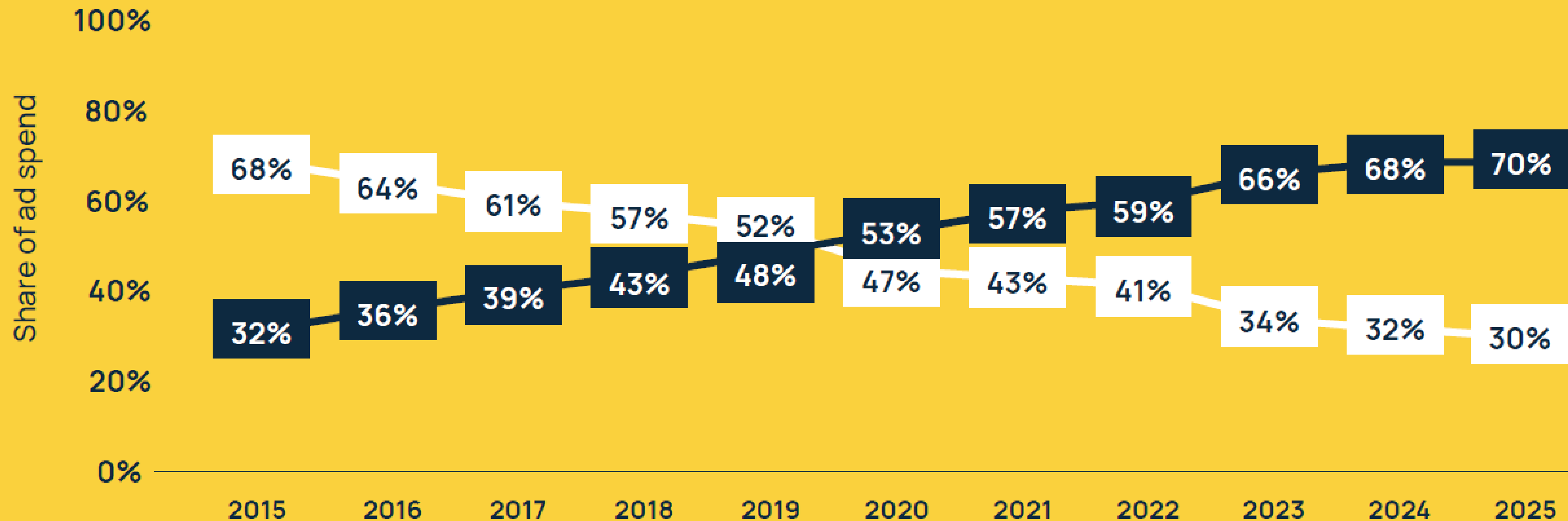
CPM £20+



Reach everyone with emotional ads

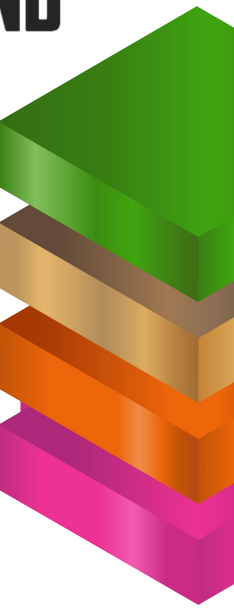


We Keep spending more on low attention media

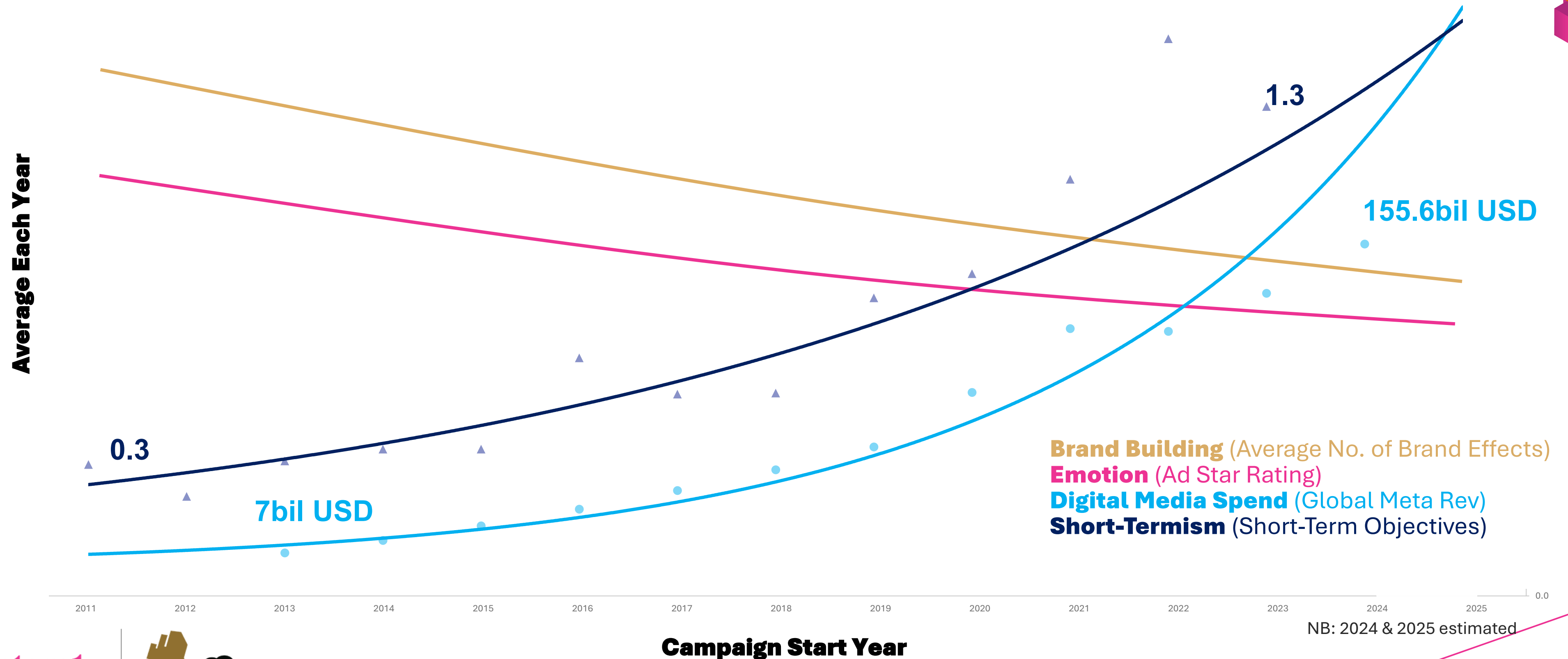


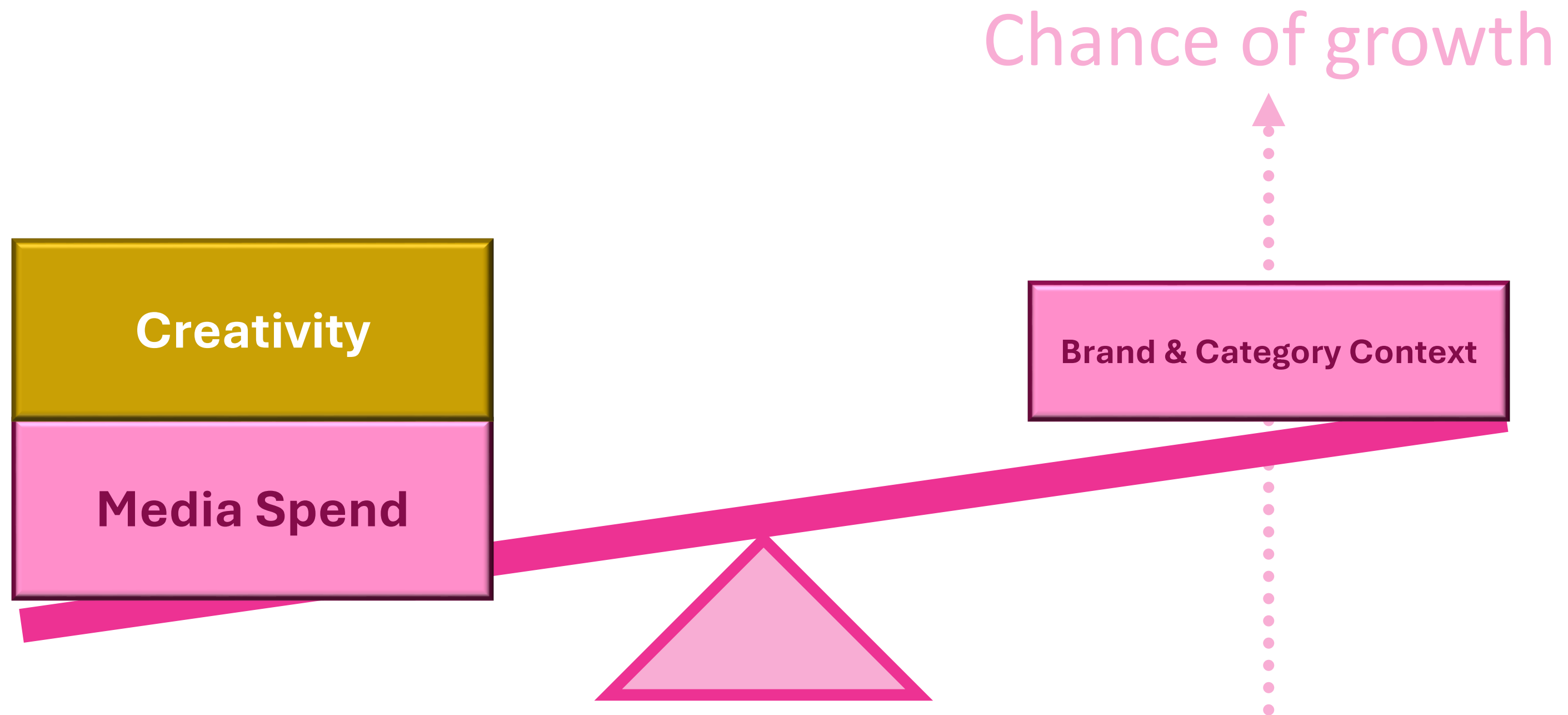
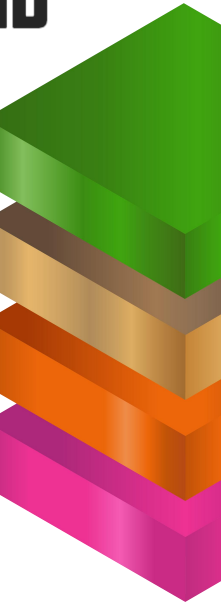
Low attention media

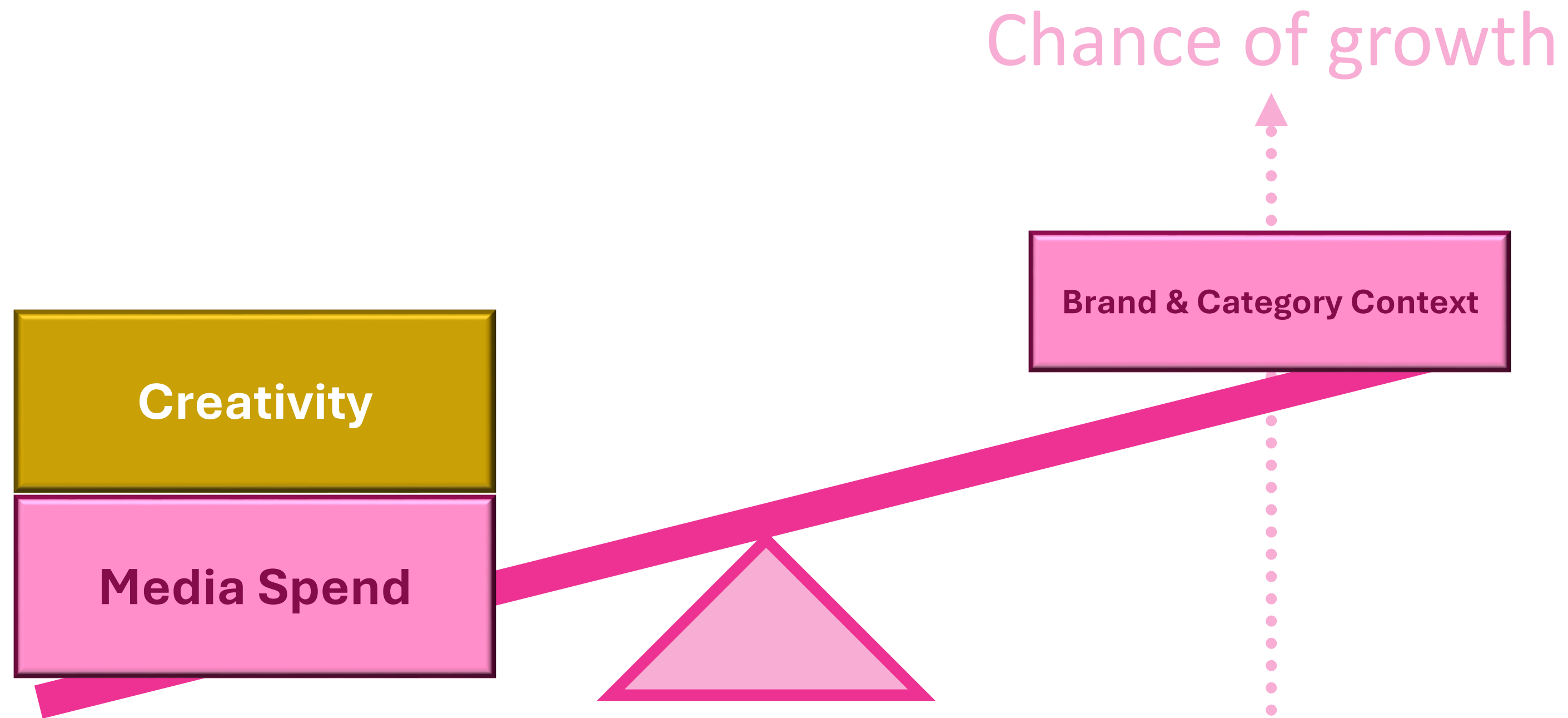
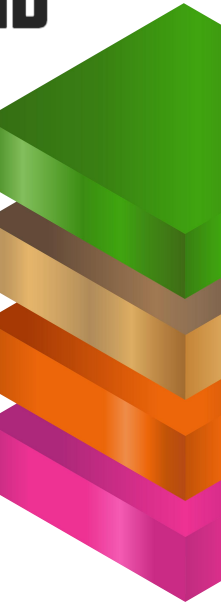
high attention media



WE KEEP CHASING SHORT TERMISM & MAKING LESS EMOTIONAL ADS

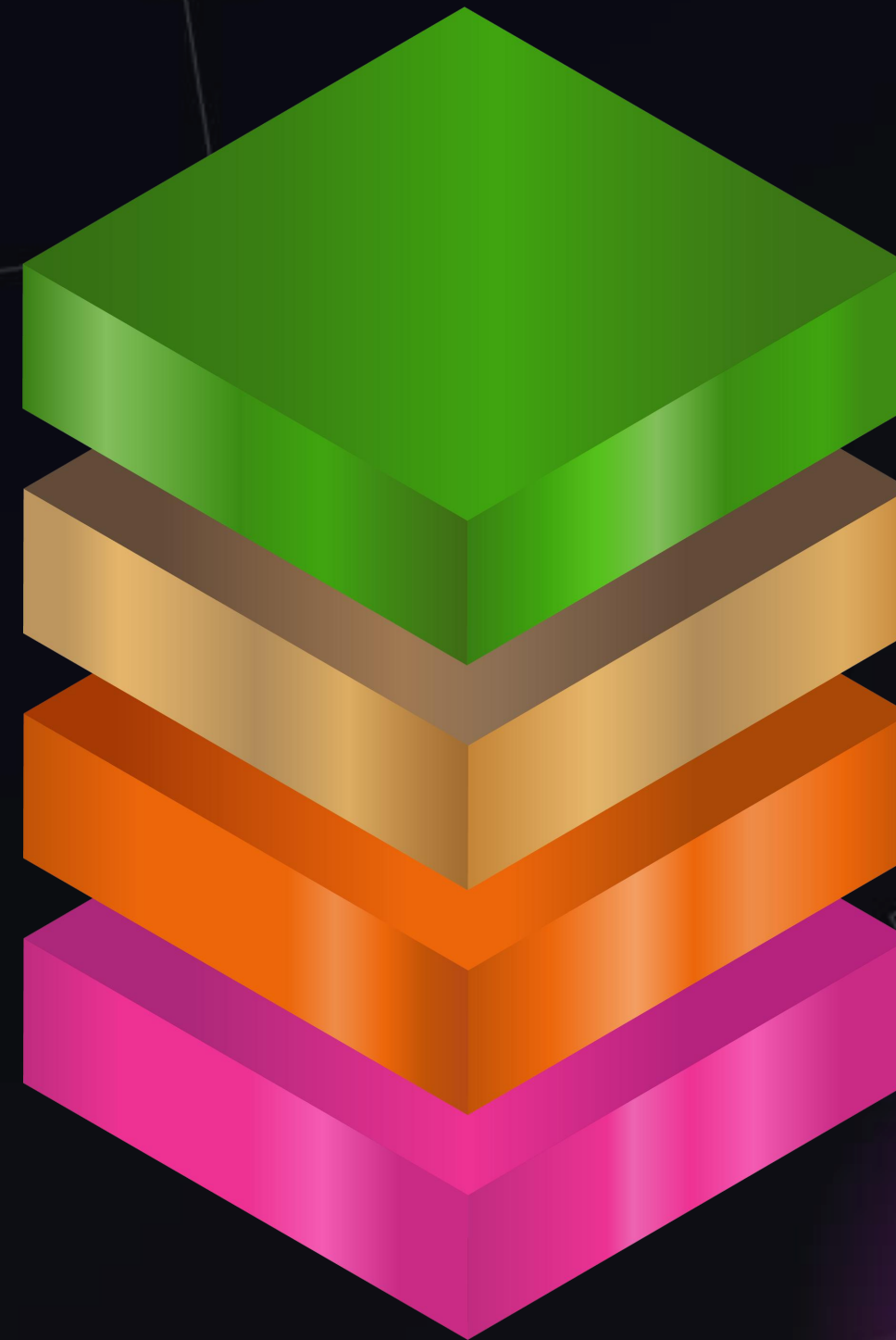






The CREATIVITY STACK

Four global ways creativity
stacks to increase the likelihood
that advertising drives growth.



PROFIT MULTIPLIER

CONSISTENCY **X2.9**

SHOWMANSHIP **X1.6**

DISTINCTIVENESS **X1.4**

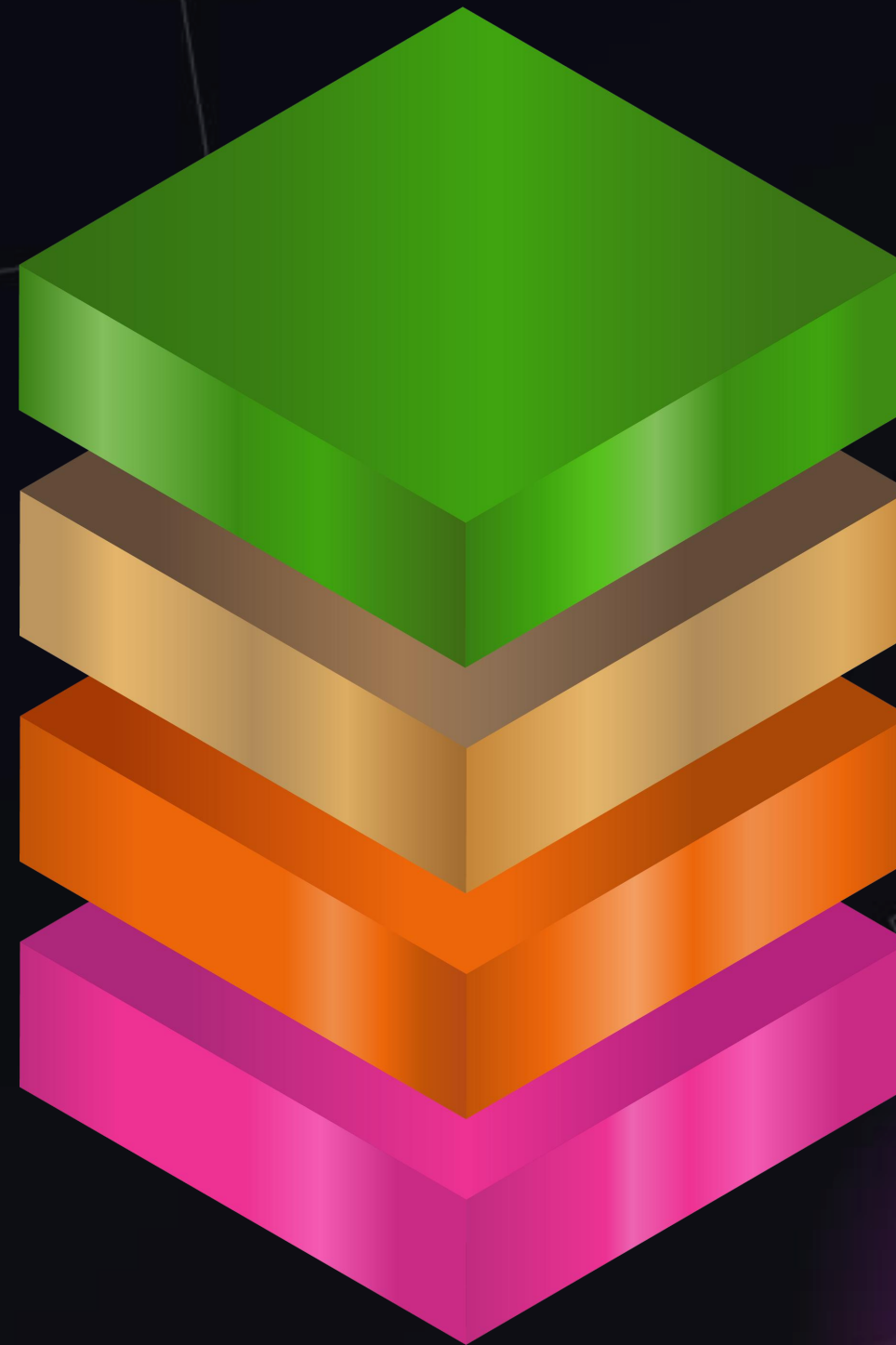
EMOTION **X2.4**

Likelihood campaign reports incremental profit, top
vs bottom quartile for each creativity type.

Benchmarked within category.

The CREATIVITY STACK

Four global ways creativity
stacks to increase the likelihood
that advertising drives growth.



PROFIT MULTIPLIER

CONSISTENCY X2.9

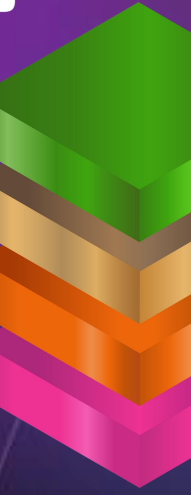
SHOWMANSHIP X1.6

DISTINCTIVENESS X1.4

EMOTION X2.4

Likelihood campaign reports incremental profit, top
vs bottom quartile for each creativity type.

Benchmarked within category.



We know emotion
matters,
but how do we create it?

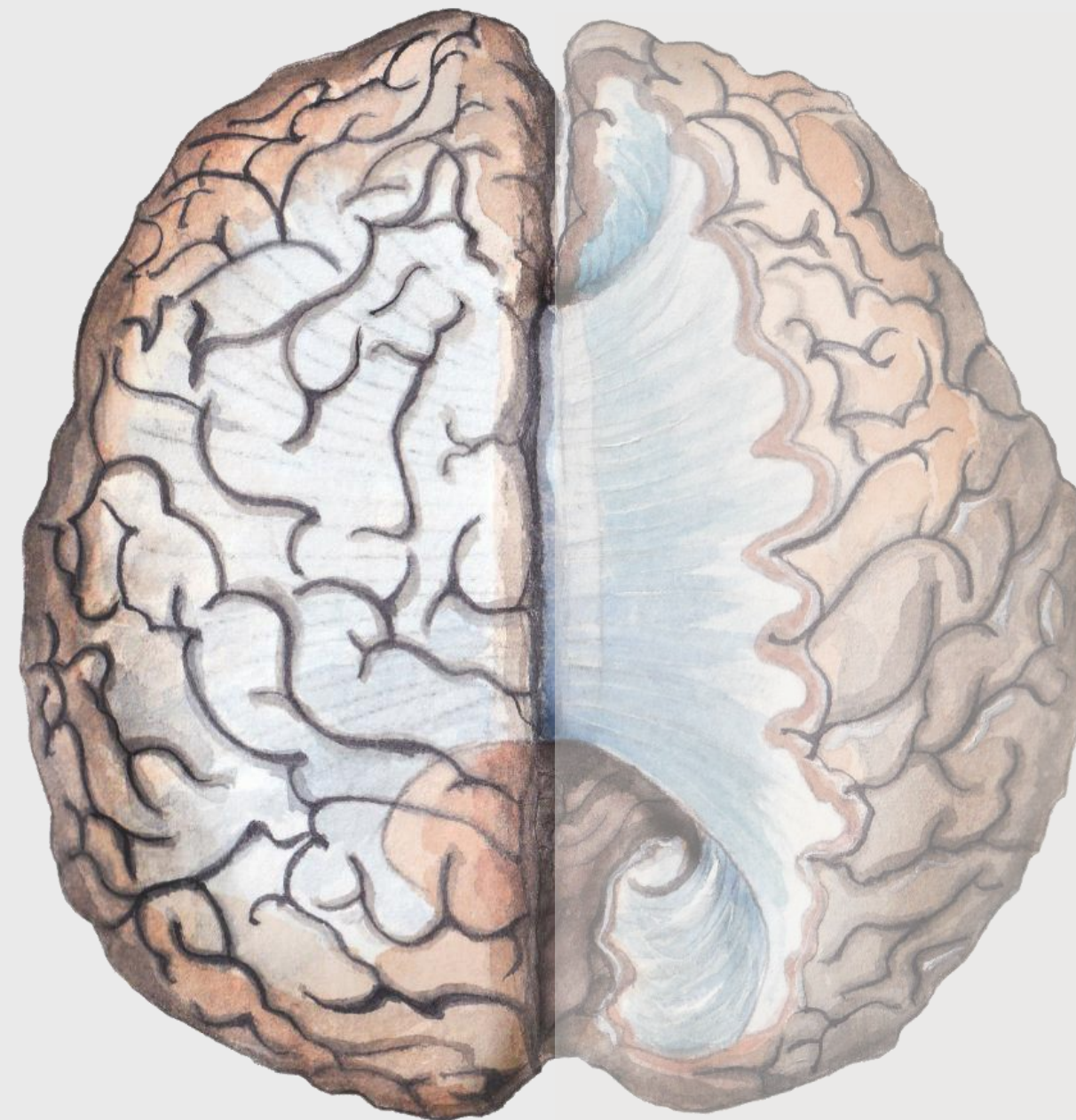


How We Attend to the World

Left

Narrow focussed attention
Goal-orientated

Associated with ads for
short-term sales effects



Right

Broad vigilant attention
People & context

Associated with ads for lasting
brand effects

The Left- and Right-Brain Audio Creative Features

Salesmanship

Unilateral Communication (Incl. Testimonials)
Commanded Action (e.g. Call To Action)
Audio Repetition
Comparisons & Claims
Data & Figures
Abstracted Product or Service Feature
Technical Language (Heavy T&Cs)
Strong Product Focus
Flatness, Lack of Audio Depth
Highly Rhythmic Music



showmanship

Characters with Vitality
Story Unfolding
Clear Sense of Place
Sotto Voce & The Pause (Dramatic Intimacy)
Unexpected Contextual Noise
Sounds of the Living
Dialogue
Playing with Words
Distinctive Accents
Music with Discernible Melody

We must Entertain for commercial gain



Clear Sense of Place

Playing With Words

Distinctive Accents

Vitality

Contextual Noise

Associated With Greater Memory

Associated With Less Memory

Ad Recall Average Uplift, Per 100 GRPs

-3.0%

-2.0%

3.0%

● Flatness

Commanded Action
Comparisons & Claims
Technical Language

Data & Figures

Associated With Less Emotion

3.1

Star Rating Average

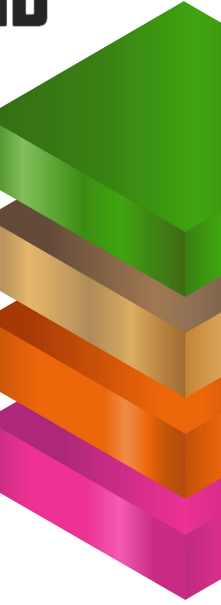
-0.6

-0.8

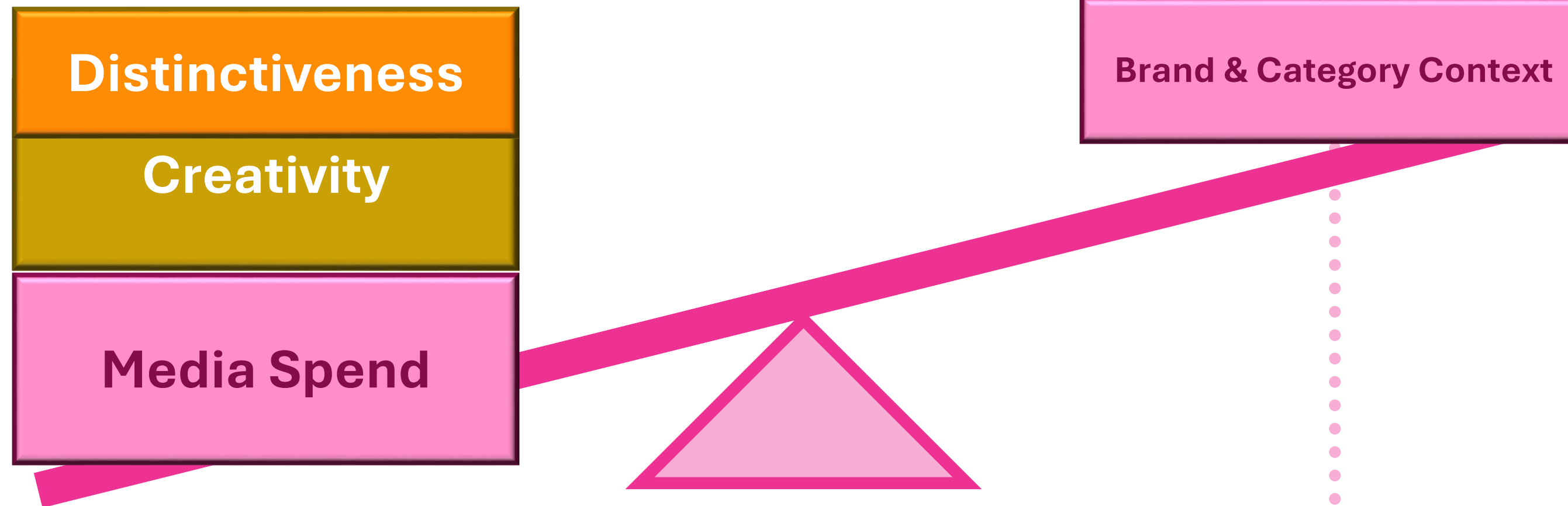


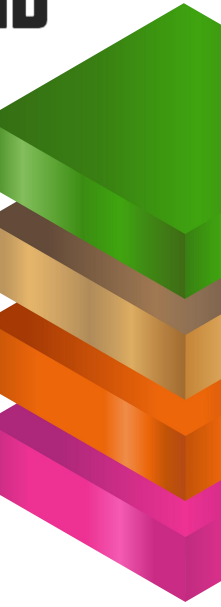
Unilateral Communication

Showmanship
Salesmanship

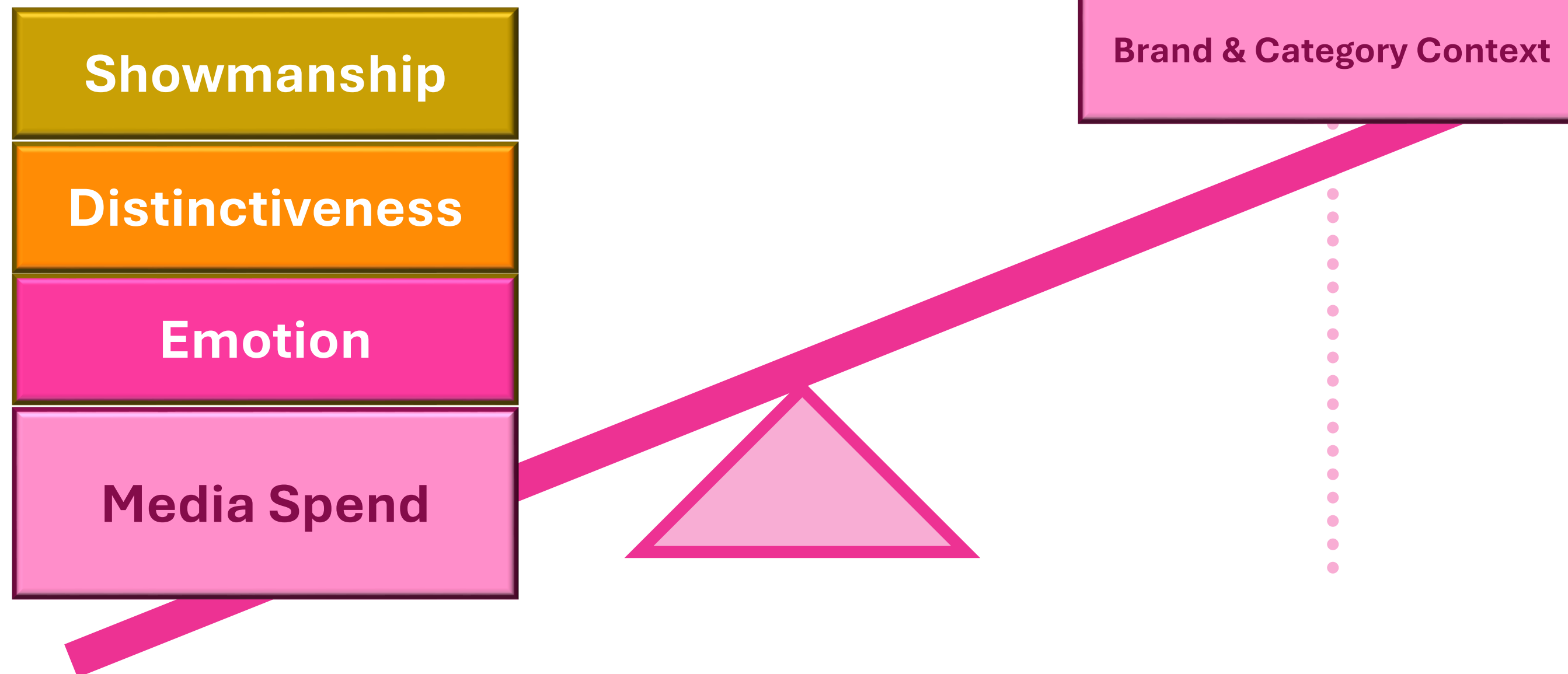


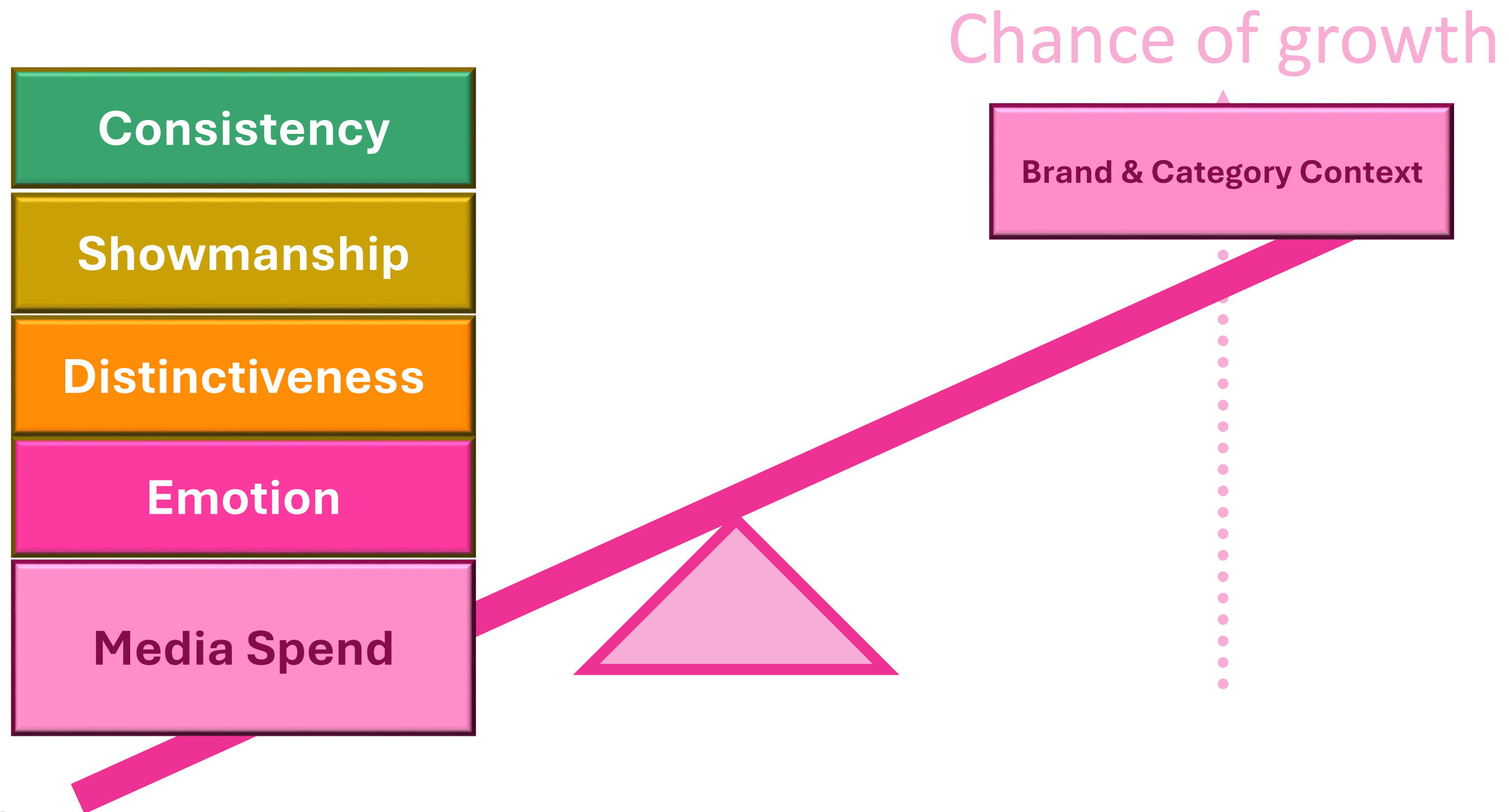
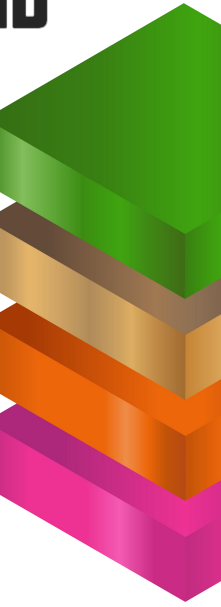
Chance of growth

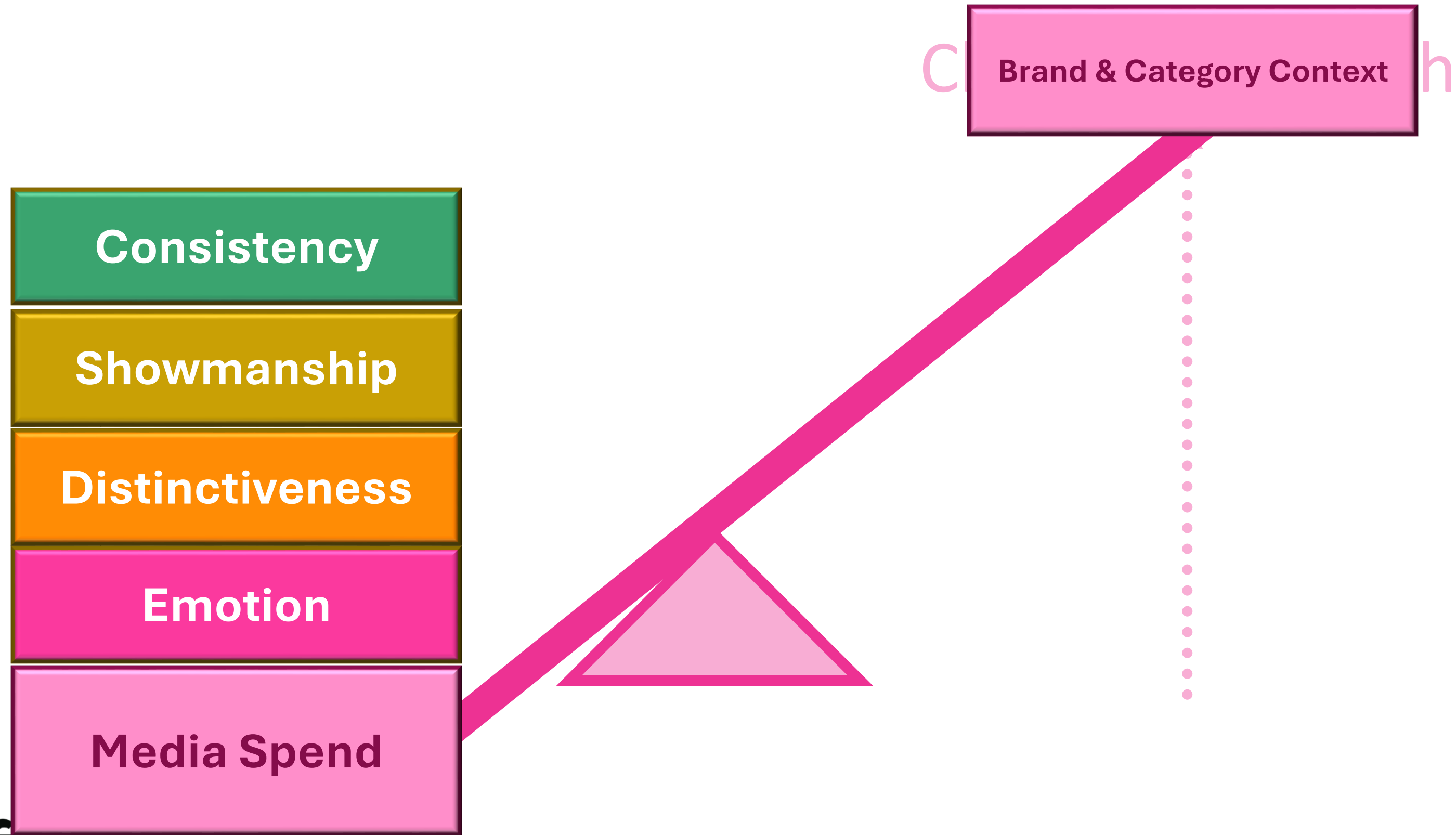
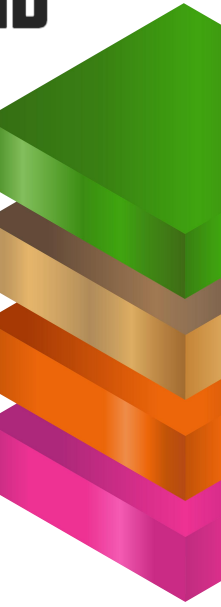


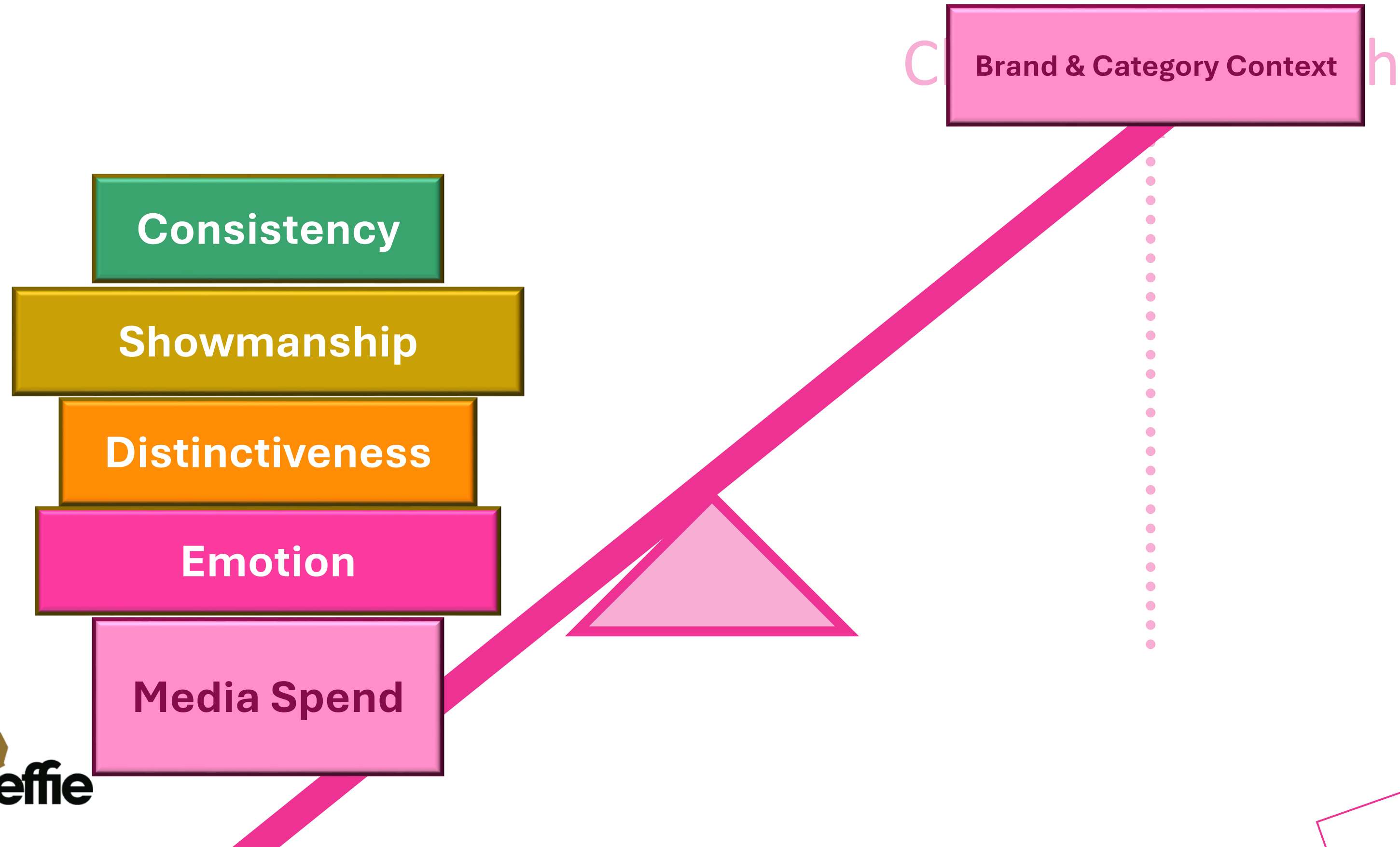
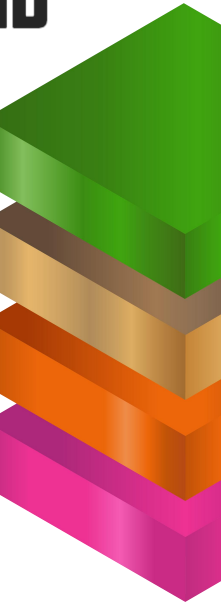


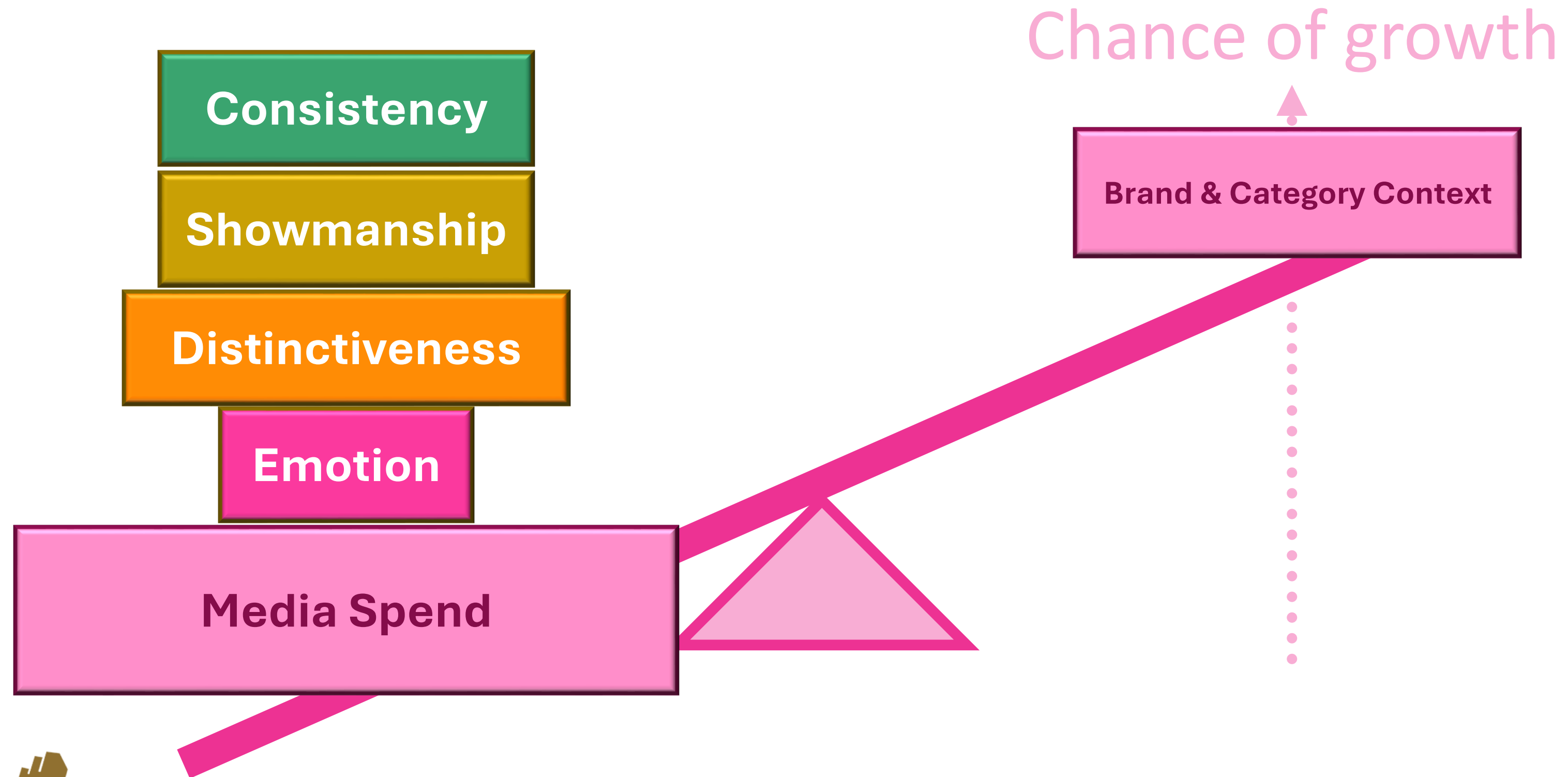
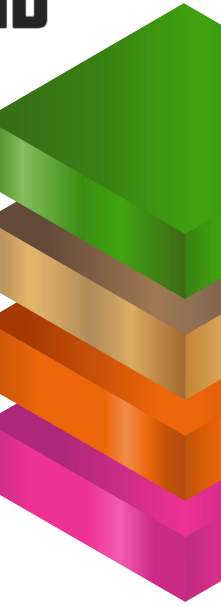
Chance of growth

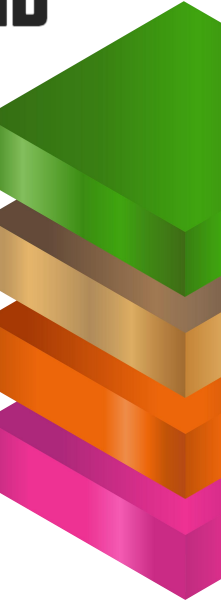










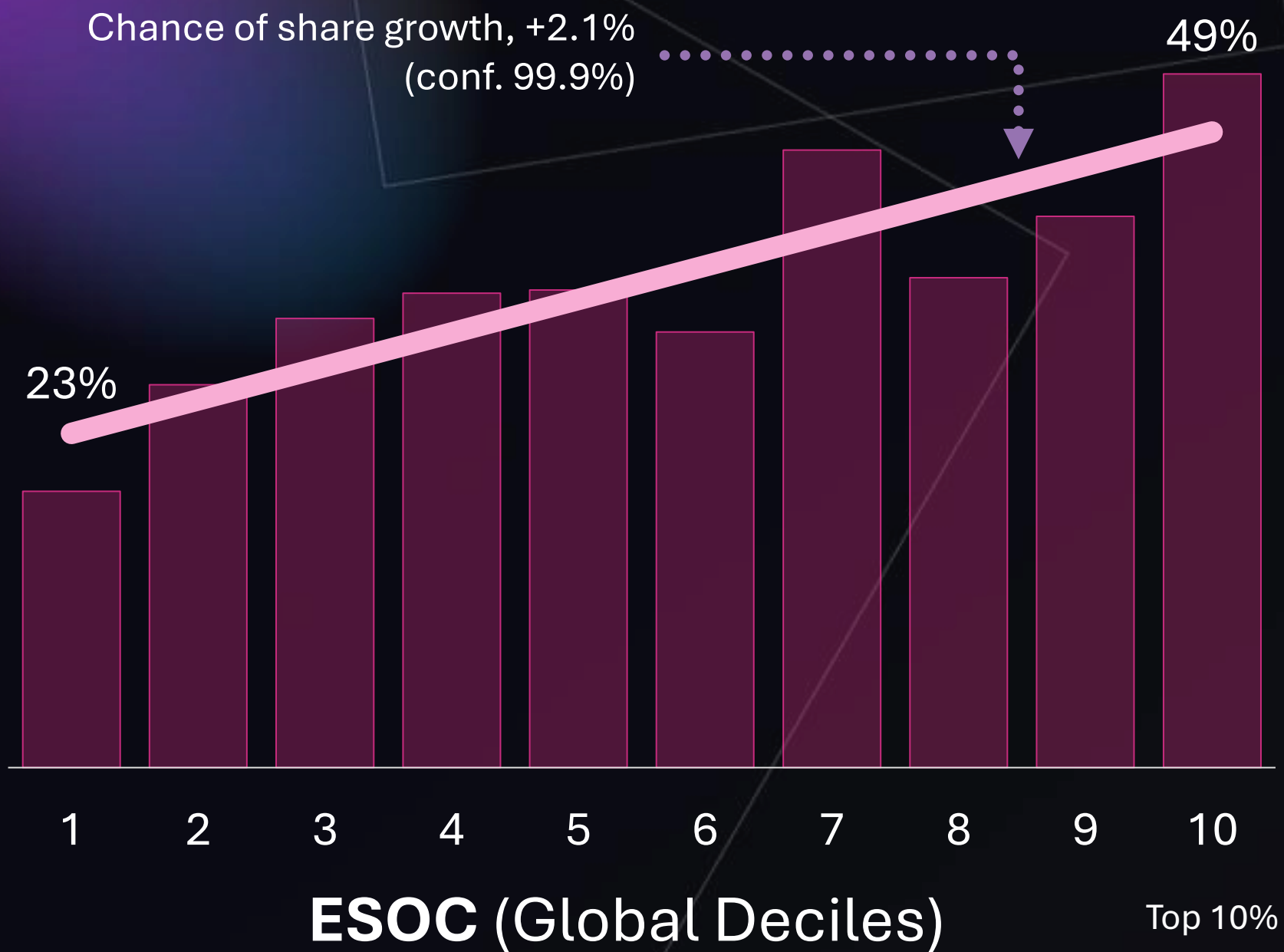


Chance of growth

Brand & Category Context

Excess share of creativity (ESOC)

% reporting market share growth



% reporting profit growth



We must bring creativity & media back together

Creative Dividend

Category-benchmarked
creative quality

Above Average

Below Average



Cult Hit

Prove it, then scale it.



Growth Engine

Invest, refresh & protect.



Busy Work

Return to diagnosis & strategy.



Paid Noise

Optimize creativity before
adding more media.

Below Average

Above Average

Media Support

Category-benchmarked

Creative Dividend

Busy Work

38% Global Campaigns
5% report profit growth
18% use creative testing

Below Average

Above Average

Busy Work



Cult Hit



Paid Noise



Growth Engine



Growth Engines

17% Global Campaigns
14% report profit growth
46% use creative testing

Paid Noise

50% weakest in showmanship
44% weakest in emotion
4% weakest in distinctiveness
2% weakest in consistency

Below Average

Above Average

Media Support

THE CREATIVE DIVIDEND

