

KANTAR

CREATIVE EFFECTIVENESS AWARDS 2024

Creative consumer connections

INTRODUCTION

Welcome to the fifth annual Kantar Creative Effectiveness Awards.

To drive growth, CMOs need to predispose more people to connect with their brand. When people are predisposed, they know what your brand means to them and how it stands out from the others. Predisposition increases the likelihood of sales now and in the future and helps marketers defend margin.

Advertising content is an important way to predispose more people to establish emotional and functional connections with your brand, so it's best not to leave it to chance.

This year is, amazingly, the fifth year of the Kantar Creative Effectiveness Awards. This gives us a bird's eye view of what drives effectiveness and of the new and ongoing techniques to forge connections with consumers.

Fundamentally, understanding how advertising works is about listening to consumers. Our awards are unique because they are the only awards judged by consumers around the world.

We showcase the very best digital, social, TV, print, and outdoor ads from thousands researched last year. To celebrate our fifth year, we have expanded our digital/social and TV categories, and, for the first time, we are awarding creative evaluated by LINK AI, in a new category. LINK AI is a powerful, artificial intelligence-based solution for testing digital and TV advertising, trained with consumer insight and backed by our LINK+ norms database of over 260,000 ads.

The insights gained from our LINK+ and LINK AI studies around the world provide vital optimisation advice for the marketers that commission them, and more broadly for the industry, as they generate key themes about how brands create consumer connections; we are delighted that our in-depth research into the fall and rise of humour in advertising has gained traction with the industry. And on the topic of AI, our studies testing AI-generated (and partially AI-generated) ads prove that regardless of however an ad comes together, effectiveness is the key.

This year, our award winners showcase powerful examples of ads that consumers found the most impactful, meaningful and different of the ads we researched in 2023. The winners span 16 markets 35 clients and 41 brands across 28 categories.

Our **congratulations** to the winning advertisers and their agencies.



Jane Ostler

Executive Vice President,
Global Thought Leadership

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DIGITAL/ SOCIAL

DIGITAL/SOCIAL TOP 15

Our digital and social winners this year bring creative content from every continent, across eleven different markets and covering a huge diversity of categories. We see incontinence pads, an island currently under construction in Saudi Arabia, motorbikes, make-up, social issues and spectacles: a vast range of both markets and categories, proving that regardless of what you are or where you are, great creative via social and digital platforms is possible.

#1

Wieden+Kennedy

Kahlúa

15s Gasp feat
Salma Hayek
USA

#2

The LEGO Agency

LEGO

LEGO Trademark
Campaign China
China

#3

INDUSTRY

Timberland

This is Not a Boot –
Video UK
United Kingdom

#4

Blonde Inc

**Rådet for
Sikker Trafik**

Dit svar er bedre
sent end aldrig
Denmark

#5

LePub/Boomerang

Heineken®

H150 Whateverken -
Digital/Social
Brazil

#6

(in-house production)

**Royal Enfield
Bullet 350**

Baazigar RE Bullet 350
India

#7

VML

KitKat

Locked Out Face ID
United Kingdom

#8

TBWA

LG

Better choices
campaign - Kitchen
Mexico

#9

AJF Partnership

Specsavers

Window Dresser
Australia

#10

Fold7

Talisker

Talisker & Parley
'One for the Sea'
United Kingdom

#11

adam&eveDDB,
OMD Poland

SodaStream

SodaStream Uwolnij
Swój Potencjał
Poland

#12

AMV-BBDO

TENA Men

TENA Men
Legend 30s
United Kingdom

#13

WPP@CP

Colgate

Colgate Smile Stories
South Africa

#14

McCann

NEOM

What is NEOM –
Hero Video (B2C)
Saudi Arabia

#15

Gotham

**Maybelline
New York**

Maybelline Master
Precise Liner
USA

TV

TV TOP 15

This year's TV winners span twelve markets and twelve categories. Our TV winners connected with courage and consistency, catastrophe and comedy to delight consumers with powerful, effective advertising, and predispose them to their brands. From successful long-running campaigns to copycat comparisons, with ads showcasing AI functions and partially generated by AI, it's a vast and clever range of creativity and effectiveness.

#1

LePub

Heineken®

H150 Whateverken -
TVC

South Africa

#2

VCCP

Cadbury

Yours For 200 Years/
Yours Always

UK & Ireland

#3

BBH

Samsung

Neo QLED 2023_More
wow than ever_BR

Brazil



#4

Trouble Maker
and Unbound

**Peroni Nastro
Azzurro**

Live Every Moment,
All Year Round

United Kingdom

#5

WPP Grey – Liquid

Savanna

Boss Jokes

South Africa

#6

Ogilvy South Africa

**Cadbury
Dairy Milk**

First Date –
for your date

South Africa

#7

Blitzworks

Coca-Cola

Masterpiece

USA

#8

Mother

KFC

Sticking
with Chicken

United Kingdom

#9

AMV-BBDO

**Nana/Libresse/
Bodyform (Essity)**

Periodsomnia

France

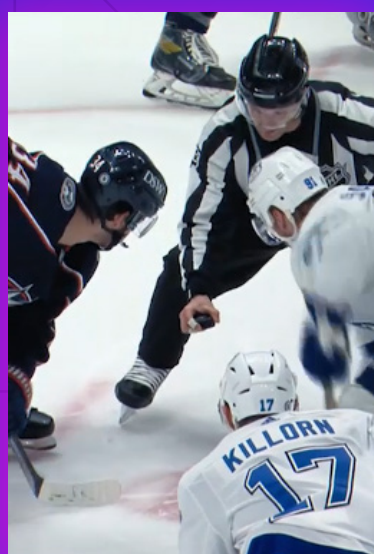
#10

Lola MullenLowe

Magnum

Stick to the original

United Kingdom



#11

Joint London

**AWS (Amazon
Web Services)**

The Puck
Drops Here - CA

Canada

#12

Wieden+Kennedy
New York

**Heinz Tomato
Ketchup**

Irrational Love 30"
(UK and DE)

Germany, UK, US

#13

Moonshot

Meesho

Sahi Quality
Sahi Price

India

#14

The LEGO Agency

LEGO

LEGO Fall
Campaign China

Indonesia

#15

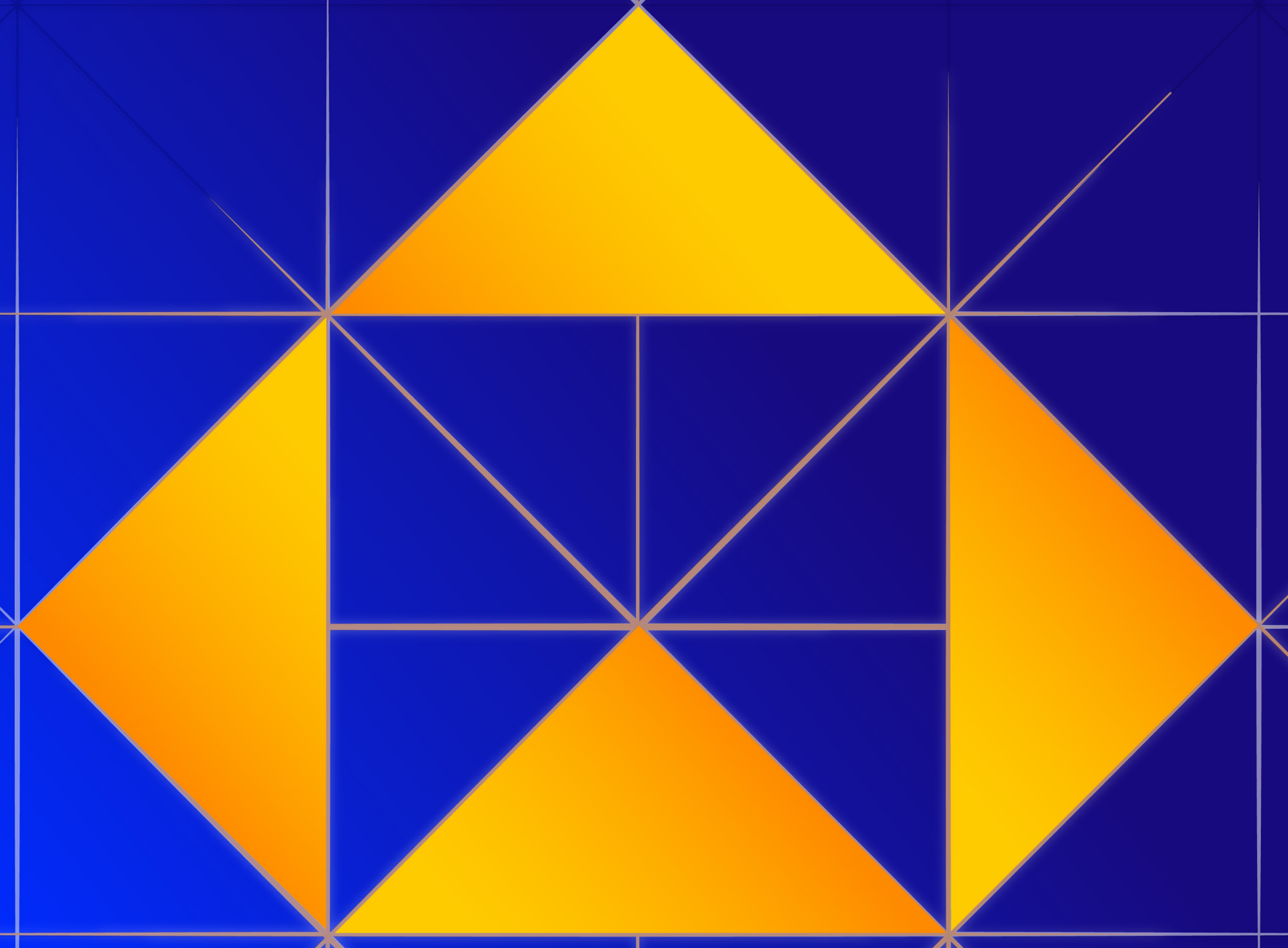
VML Polska

IKEA

Odzyskiwacze
przestrzeni

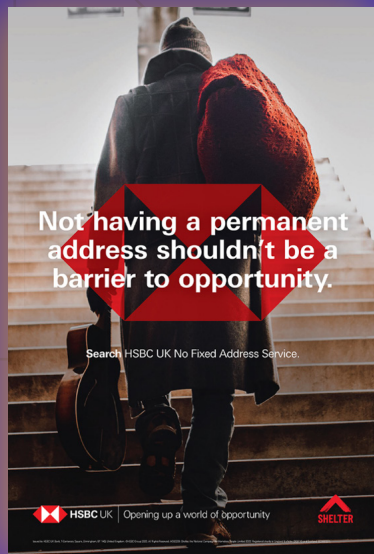
Poland

PRINT/ OUTDOOR

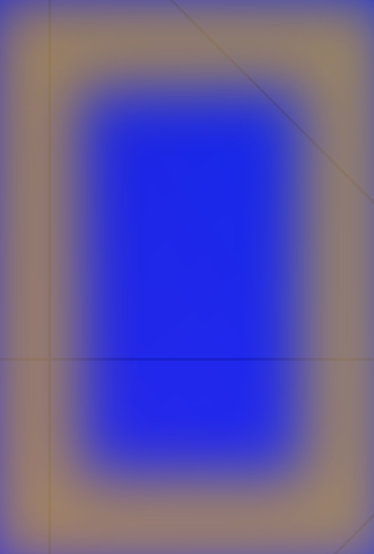


PRINT/OUTDOOR TOP 10

Our winning print, outdoor and digital outdoor ads this year cover finance, food and drink, streaming services, sports shoes, cinema and tyres. We see that consistency wins, with our #1 winner HSBC reclaiming the top spot with an ad from the campaign that won our inaugural awards in 2020. An outstanding set of creative mastery showcasing consumer connections via cause, consistency, courage and comedy.



#1
VML
HSBC
Cost of Living
United Kingdom



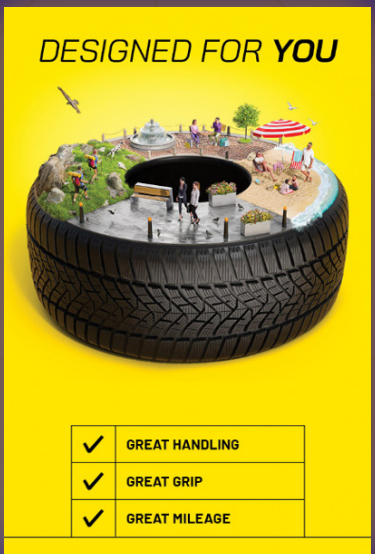
#2
LePub
Heineken®
H150 Product
Misuses - DOOH
United Kingdom



#3
HYPEMAKER China
adidas
adidas SS23 Climacool
KV (GCA Local)
China



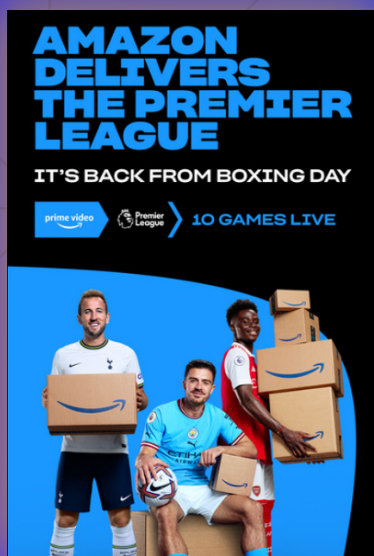
#4
Rosa Paris
Westfield
Westfield More
Extra Less Ordinary
Grannies, UK
United Kingdom



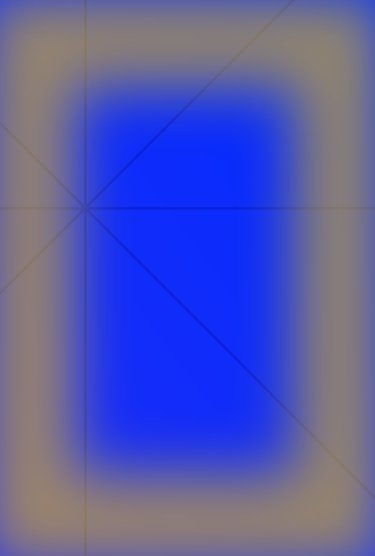
#5
McCann
Dunlop
Dunlop print UK
United Kingdom



#6
Wieden+Kennedy
Heinz
Seriously Good
Mayonnaise
Flying The Flag (UK)
United Kingdom



#7
Empire Design
Prime Video
Live Sport -
EPL - UK
United Kingdom



#8
McCann
Nespresso
Unforgettable Taste
France

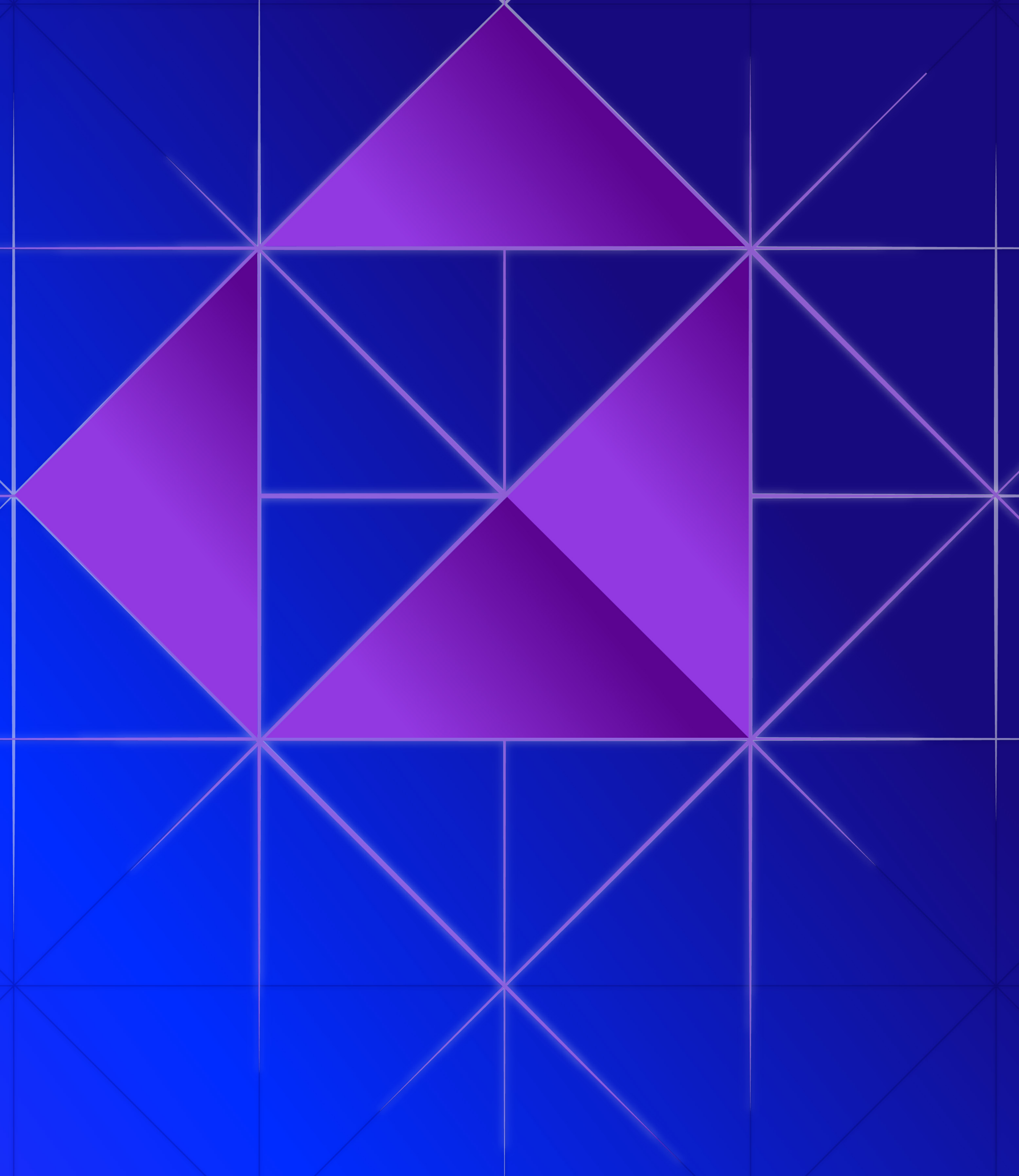


#9
OGILVY PARIS
ABSOLUT VODKA
BORN TO MIX –
BLOODY MARIO
(VERTICAL)
France



#10
MNSTR
Pélican
Pélican Rituel
France

LINK AI



LINK AI TESTED TOP 5

Our selection of top-scoring LINK AI-researched ads portray a variety of advertising styles. Covering categories from cars to cleaning products and markets from Australia to India. Our winners used celebrities, invoked sensuality, conveyed humour, and used animated and cartoon-style graphics that showcase the broad range of features LINK AI can assess.

#1

Reckitt’s In-House
Agency – Energy
Studios

Dettol

Your laundry has
something to tell you
United Kingdom

#2

NissanUnited
(TBWA\Chiat\Day)

Nissan

Nissan ARIYA
“Dualities” TM FF 2
USA

#3

(in house production)

Aashirvaad

Hua Kya
India

#4

The Barn – Arla Foods
in House Agency

Anchor

Tune Into Tastiness
United Kingdom

#5

Milk+Honey United

So Good

How Good? So Good
Australia

FIVE CREATIVE CONSUMER CONNECTIONS

Kantar Creative Effectiveness Awards 2024 focuses on how to make **a close connection with your audience**. Our themes investigate the differing ways the winning ads have successfully achieved this. In a world where social media can escalate quickly, many brands could be forgiven for feeling more cautious when it comes to controversy. However, **bravery can be a powerful differentiator**, and has been clearly seen this year, our winners have displayed the courage to stick to their principles, show the unseen, tackle the copycats and be bold in the confidence of their own brand. All of which takes courage and confidence and when done well can really strengthen that consumer connection.

We have also seen clever use of hyperbole to grab attention: over-the-top storylines focused on a calamity, slow motion techniques used for dramatic effect, and anxiety-inducing situations that are **cleverly resolved by the brand itself**.

Consumer connections were also forged by brands being candid, **using authenticity and relatability** in a more 'real life' way. Distinctive ads addressing social and sustainability issues used reality versus imagination and humbling genuine displays of empathy.

Advertising is a fast-moving world, constantly changing and full of new and ever-evolving ideas. Sticking with an idea takes an element of bravery, but one that can come with big rewards. Our winners include brands celebrating their own heritage, with consistent clarity of tone, use of celebrities, logos and taglines that date back 70 to 80 years.

And once again, we highlight the increased use of comedy among our winners. The last five years of Kantar Creative Effectiveness Awards winners shows them with a 12% higher than average use of humour; **comedy connects**.

Learn more about our winning ads and how they led us to this year's themes, **read on to discover what makes our winners the most creative and effective of those researched in 2023.**

1 COURAGE

Personal values increasingly inform consumers' brand choices, and people are more likely to confront brands when they go against their values.

According to Kantar's Global MONITOR,

80%

say they make an effort to buy from companies that support causes that are important to them.

For marketers, this is an increasingly challenging terrain as concerns of backlash and negative impact on the bottom line abound. So, does this signal the decline of creative bravery? This year's winners show that courage and confidence can drive consumer connections.

Our #8 TV winner 'Sticking with Chicken' by KFC presents a gutsy twist on the "customer is always right" mantra. Following lots of calls on social media to introduce 'Kentucky Fried Turkey' for Christmas, the brand took a bold stance on declining the offer and sticking to chicken without regret.

Creative bravery often means the ability to show people what they may not want to see, without losing a connection with them. Periods remain a taboo topic around the world, and advertising for period products is moving towards more realistic and empathetic portrayals. Nana/Libresse/Bodyform's 'Periodsomnia' ad, our #9 TV winner from France, portrays the experience of bad sleep when on your period without any sugarcoating, raising awareness of the lengths people go to manage their periods at night.

// This is a result of brave, passionate and experienced professionals coming together, across Essity, Kantar and AMV BBDO. Working in a collaborative way since the initial steps of the campaign development, allowed us to bring our purpose to life not only in a courageous, but also effective way.

Our purpose led journey starts a new chapter now, and we could not be prouder! //

*Luciana de Azevedo Lara,
Global Brand Communications Manager at Essity
(owner of Libresse / Bodyform / Nana)*

#8

Mother

KFC

Sticking with Chicken

United Kingdom

#9

AMV-BBDO

**Nana/Libresse/
Bodyform (Essity)**

Periodsomnia

France

1 COURAGE

We also see the courage to convey the feeling and persona of the brand, instead of focusing on product features. Our #6 digital/social winner is an Indian ad from motorcycle brand Royal Enfield Bullet 350. The ad features various bikers standing still with their motorbikes – departing from automotive creative tropes and leaving viewers with a sense of love and pride people have for their bike.

#6

(in-house production)

**Royal Enfield
Bullet 350**

Baazigar RE Bullet 350
India

With rapid advancements in the field of Generative AI, last year was a year of creative experimentation. Coca-Cola's 'Masterpiece', #7 TV winner, takes us on a journey of gallery art coming to life to uplift an uninspired student working there. This is an illustration of what the future of the creative industry can look like, where Generative AI and creative expertise are working together to connect with audiences and drive creative effectiveness.

#7

Blitzworks

Coca-Cola

Masterpiece
USA

Some creative assets go boldly to either focus on the product entirely, or to not feature it at all. While rare, this is a daring strategy that emanates brand confidence. Timberland's 'This is not a Boot' Instagram ad grabs the third winning spot in the digital/social category. It shows colourful boots raining down over the text "this is not a boot", paying homage to surrealism and evoking a great sense of a brand having full confidence in the product.

#3

INDUSTRY

Timberland

This is Not a Boot –
Video UK
United Kingdom

1 COURAGE

Creative courage can show your brand is confident and different from others. It lends itself to bold consumer connections without compromises.

With a new launch, creative campaigns often focus on what the new product looks like or what it does. Our #14 digital/social winner is a hero creative asset for the smart city NEOM being built in Saudi Arabia. Aptly named “What is NEOM?”, the ad shows people around the world, in visually catchy settings – from a British school, all the way into space – asking what NEOM is, but not showing any of it, creating a sense of curiosity for the brand.

The world is still experiencing the effects of inflationary increases. As people reach for private labels, premium brands need to justify their price points. Among our winners, two have shown the courage to stand up to private label “copycats” in creative ways. Magnum’s ‘Stick to the Original’ #10 TV winning ad hits the nail on the head, with a superbly funny storyline of a woman that discovers fake Magnum in the freezer which leads her to doubt what else is fake in her relationship. We follow her detective-style mission to uncover fraud, which ends with her getting the original Magnum.

The detective theme also appears in LEGO’s #2 digital/social winner, where we see that some LEGO pieces don’t fit together - as not all of them are original LEGO. A detective LEGO man takes on the cause to educate us on how to recognise the original.

#14

McCann

NEOM

What is NEOM –
Hero Video (B2C)

Saudi Arabia

#10

Lola MullenLowe

Magnum

Stick to the original

United Kingdom

#2

The LEGO Agency

LEGO

LEGO Trademark
Campaign China
China

2 CATASTROPHISING

Grabbing attention is necessary to achieve creative effectiveness, especially on social media, where ads compete for people's gaze as they scroll in search of interesting content. However, for ads to be effective, they must do more than stop the scroll. Our analysis shows that digital ads that engage viewers emotionally are up to four times more likely to drive long-term brand equity and four times more likely to cut through compared to those with weaker emotional connections. Many of this year's winners used creative hyperbole, drama and at times tongue-in-cheek catastrophe, to grab attention and keep viewers emotionally engaged with the content to land the message.

**Emotionally engaging
digital and social ads are**

4x

more likely to drive
long-term brand equity

4x

more likely to
cut through

The #1 digital/social winner, a Facebook ad named 'Gasp' for the Mexican coffee liqueur brand Kahlúa, gives us a lesson in cheeky melodrama. The execution draws inspiration from Mexican telenovelas, who could be regarded as masters of over-dramatisation. The ad starts with a scene showing bored people around a table, until one of them slams a bottle of Kahlúa on the table, and then we see people gasping at various creative Kahlúa drinks. The piece finishes with Mexican actress and producer Salma Hayek, kicking the door and entering with yet another Kahlúa-based drink. It is an excellent use of over-the-top emotions to deliver the brand's proposition of allowing you to "stir up" your habits.

In the history of art and entertainment, Mexican telenovelas don't hold a monopoly on drama. Opera has quite a lot to teach us on that too. The #5 TV winner from South Africa uses opera-style music as the backdrop for a hyper-slow-motion dramatisation of those who laugh at others' jokes because of corporate hierarchy. In Savanna Cider's 'Boss jokes' we see a festival of hyperbole - dramatic facial expressions, body language and music, underlined with superbly funny copywriting.

Pop culture, music and art can act as sources of inspiration as well as vehicles for delivering hyperbole. #4 TV winner, Peroni Nastro Azzurro's 'Live Every Moment, All Year Round', brings us cinematic-style storytelling. We follow Nino, a Torino native, who digs his way through snow to have a fresh draught glass of Peroni Nastro Azzurro. Underscored by Pulp Fiction's song Miserlou, Nino's plight is watched and accompanied by cheers from locals, ranging from nuns to friends in flashy jackets.

#1

Wieden+Kennedy

Kahlúa

15s Gasp feat
Salma Hayek
USA

#5

WPP Grey – Liquid

Savanna

Boss Jokes
South Africa

#4

Trouble Maker
and Unbound

**Peroni Nastro
Azzurro**

Live Every Moment,
All Year Round
United Kingdom



2 CATASTROPHISING

Prominent
music is
featured

14%

more amongst winning Kantar
Creative Effectiveness Award ads.

A music track that
is connected to the
message is used

7%

more amongst our winning ads.

Hyperbole can be a very effective
creative device to go beyond
grabbing attention to truly
connecting with consumers and
leaving them with feelings and
impressions about your brand.

We get a true sense of dramatic catastrophe from #15 TV winner IKEA. In this ad from Poland, the small things that lie around our homes grow big and start to take over and oppress us. Heroes come to save the day, giving someone small products from IKEA to help organise these things and put them back in their place.

Video ads aren't the only way to deliver drama. Print and outdoor advertising can also use dramatic imagery to land messages instantly. This adidas outdoor ad from China, our #3 print/outdoor winner, is centred around a green dragonfly underneath the sneaker equipped with bionic features, to keep feet dry and comfortable. The dragonfly is a hyperbolic representation of the feeling that running in these shoes gives you acceleration, aerodynamics and a sense of lightness.

#15

VML Polska

IKEA

Odzyskiwacze
przestrzeni

Poland



#3

HYPEMAKER China

adidas

adidas SS23 Climacool
KV (GCA Local)

China

3 CANDID

As a counterbalance to picture-perfect posts, stories now feature widely on social media channels. Knowing posts will disappear in 24 hours makes the experience more ephemeral. We all want to share our best moments with the world, where everything seems to be at peak perfection, but life is also full of real moments and experiences. It's not surprising that many brands have chosen a more candid route to connect with their audience through real moments.

Social responsibility represents a slice of life, and it makes brands stand out. According to Kantar's LINK+ ad testing database, ads with a social responsibility message show

+7

point average higher ad distinctiveness versus those without.

Rådet for Sikker Trafik's (The Danish Road Safety Council) public information ad 'Dit svar er bedre sent end aldrig (Your reply is better late than never)' from Denmark, was #4 in our digital/social category. It tackles the serious issue of texting while driving, showing a group of happy teenagers texting each other as part of their daily life, and then contrasting that with a shocking and tragic (but avoidable) ending.

Everyday moments and reality are concepts that mean different things to different people. Many brands depict diverse aspects of life, infused with creativity, on their path to advertising success. LG's 'Better choices campaign - Kitchen' is our #8 digital/social winner, showing how reality and imagination are not mutually exclusive. The heart-warming ad portrays the story of a local man choosing to give life instead of wasting food, attracting animal friends along the way, brought to life through stop-motion animation.

Ads with an environmental message are +7 points higher on average for brand difference versus those without, based on Kantar's LINK+ ad testing database. LG gets it right with an accessible and relatable message, which resonated in both Mexico and Italy.

The Dettol ad 'Your laundry has something to tell you', is our #1 winner predicted by LINK AI, and it reimagines reality to connect with the consumer. The ad brings to life laundry as characters. The digital ad anthropomorphises laundry items to tell the audience about the product benefits, in an engaging way.

#4

Blonde Inc

Rådet for Sikker Trafik

Dit svar er bedre sent end aldrig

Denmark

#8

TBWA

LG

Better choices campaign - Kitchen

Mexico

#1

Reckitt's In-House Agency - Energy Studios

Dettol

Your laundry has something to tell you

United Kingdom

3 CANDID

Drama can be engaging and escapist, but the relatability of everyday humble moments always connects with consumers. If your aim is to be relatable, proper representation is required.

According to Kantar's Sustainability Sector Index, only

37%

of people globally agree that brands do a good job of representing people similar to them, or their community.

So, when brands get inclusion right in their creative communications, it's golden. It's no surprise that around 25% of all our winners over 5 years show diverse body representation vs. 18% in our global ad-testing database.

Leveraging candid, relatable moments that recognise the diversity of real life can help brands foster genuine relationships with their audience.

This year's #6 TV winner 'First Date – for your date' from Cadbury Dairy Milk is a great example of healthy gender portrayal. This ad, tested in South Africa, shows us a simple and heart-warming moment between a father and son. We witness an act of kindness from the young man, gifting a bar of Cadbury chocolate to his father for his upcoming date.

#6

Ogilvy South Africa

Cadbury Dairy Milk

First Date –
for your date
South Africa

The #4 print/outdoor winner from Westfield depicts two friends enjoying a movie at the cinema, another casual moment from everyday life. The billboard ad carries a popular culture reference, the internet meme "Netflix and chill", and adapts the concept not only to the brand but also to the updated reality of the older generations, making this ad a global winner.

#4

Rosa Paris

Westfield

Westfield More
Extra Less Ordinary
Grannies, UK
United Kingdom



4 CONSISTENT

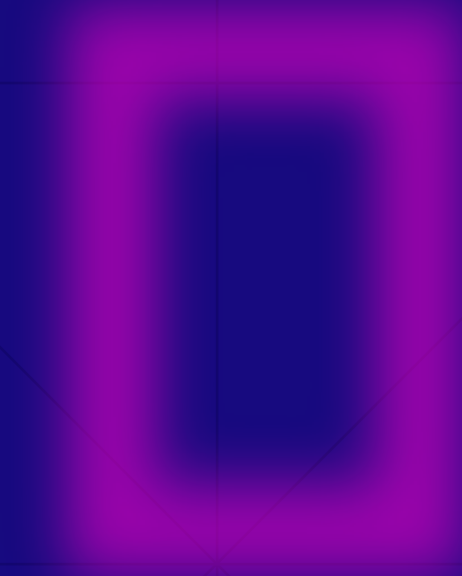
In celebrating our fifth anniversary of the Kantar Creative Effectiveness Awards, the theme of consistency seems particularly apt and shines through in many of our winners. To quote the infamous Mark Ritson:

“ It’s a failure that so many marketers pull so many of their campaigns prematurely when their best days are yet to come ”

Winners from the last five years delivered numerous ads with strong ideas, themes and stories that made authentic connections. Some of these evolved and kept the fires burning, others were replaced with new ideas, losing out on that opportunity to deepen consumer connections. This year we celebrate those brands that kept their fires burning.

Heineken’s superb ‘H150 Whateverken’ campaign, developed creatives that won across all three media categories. Another fantastic Heineken example of great acting, spot on music, and humour that weaves its way around the brand name Hekkene, Heini, Hakkinen. This campaign highlights the brand’s global reach and recognition in that simply by asking for ‘the green one’, we know we will be served a Heineken. A wonderful way to celebrate 150 years of international fame. This campaign is our #1 for TV, #5 for digital/social and #2 for print/outdoor and it was brilliant to hear back from the Heineken team how Kantar “was instrumental on the H150 journey so it will definitely be a shared victory”.

Heinz Tomato Ketchup are also celebrating their 150-year heritage with the unveiling of the, ‘It has to be Heinz’ campaign. By understanding their consumers, our #12 winning TV ad ‘irrational love’ identified the love that people already have for their brand. From the same campaign we saw our #6 winning print/outdoor ad ‘Flying the Flag’, both ads highlighted fan stories to demonstrate the lengths people go to ensure they are using original Heinz. Consistency that is built on genuine long-standing love for the brand.



#1

LePub

Heineken®

H150 Whateverken -
TVC

South Africa



#6

Wieden+Kennedy

Heinz
Seriously Good
Mayonnaise

Flying The Flag (UK)

United Kingdom

4 CONSISTENT

Slogan use is another feature we see used

6%

higher than average amongst our winning ads

Highlighting the longevity of a well-loved brand is our #2 TV winner Cadbury's, 'Yours For 200 Years/Yours Always', which cleverly weaves their successful and well-loved ad 'Mum's birthday' - showing a little girl buying chocolate for her mum with buttons - into an adapted version, to amplify the brand's 200-year UK heritage. The sounds and sights that subtly switch from horses to engines, satchels to back packs, and back again, clearly convey the message that they are a brand that has been around for a very long time. It also manages to subtly adapt the Cadbury slogan to 'There's **always** been a glass and a half in everyone', a slogan that has now been used consistently for over 80 years.

And when it comes to consistent taglines, our #7 digital winner from KitKat continues with a tagline that has been in use since 1957. Crystal-clear brand messaging 'Have a break, have a KitKat' that connects because we know breaks are good for us, and now we associate them with the brand due to repeated use. The 'Locked Out Face ID' ad, part of the broader 'Have a break from Tech FrustrationsPassword' campaign, has been cleverly customised for the Instagram platform, using a playful interaction of the face recognition tool to suggest 'it could be time for a break'.

#2

VCCP

Cadbury

Yours For 200 Years/
Yours Always

UK & Ireland

#7

VML

KitKat

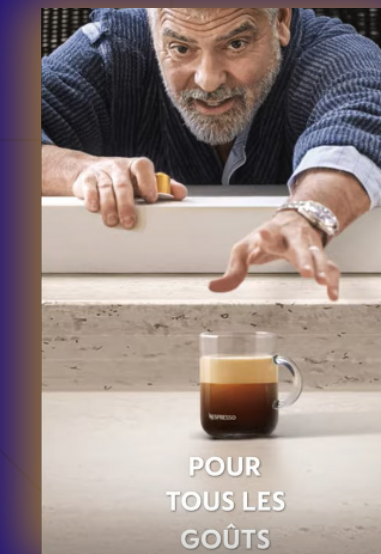
Locked Out Face ID

United Kingdom

4 CONSISTENT

Consistency can emerge through creative styling, humour, tone, nostalgia, strong messaging, celebrities, taglines, logo's, anything used clearly, over time, and appropriately across all platforms. And this year, as we celebrate our fifth edition of Kantar Creative Effectiveness Awards, we also celebrate with our clients who are highlighting the longevity of their successful brands and assets.

Although our winning ads do not show a higher than average overall use of celebrities, we do see a 30% higher use of international celebrities across these ads. And using the same well-known celebrity over time, displays another form of consistency. Nespresso's #8 winning digital outdoor ad 'Unforgettable Taste' continues their 9-year relationship with global brand ambassador George Clooney. Known for his commitment to sustainability, his continued appearance across all touchpoints in Nespresso campaigns connects the brand in consumers' minds as one that continues to care about the environment.



#8

McCann

Nespresso

Unforgettable Taste

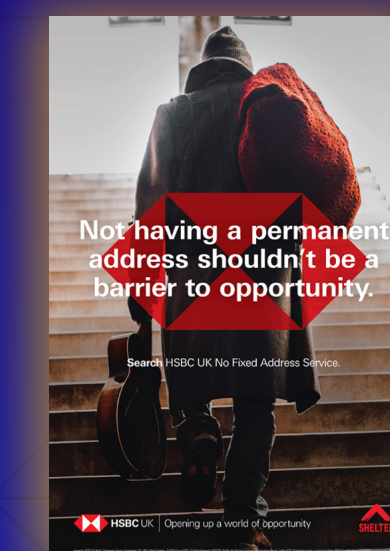
France

What better way to round off our consistency theme than with our #1 winning print/outdoor ad, from the same campaign that won our first Kantar Creative Effectiveness Awards print/outdoor category in 2020. HSBC continue to address social issues consistently. They have built on their reputation as a bank that not only differentiates, it cares, connecting with empathy, doing it well and over time.

2020



2024



#1

VML

HSBC

Cost of Living
United Kingdom

5 COMICAL

Kantar Creative Effectiveness Awards would not be complete without a note on comedy.

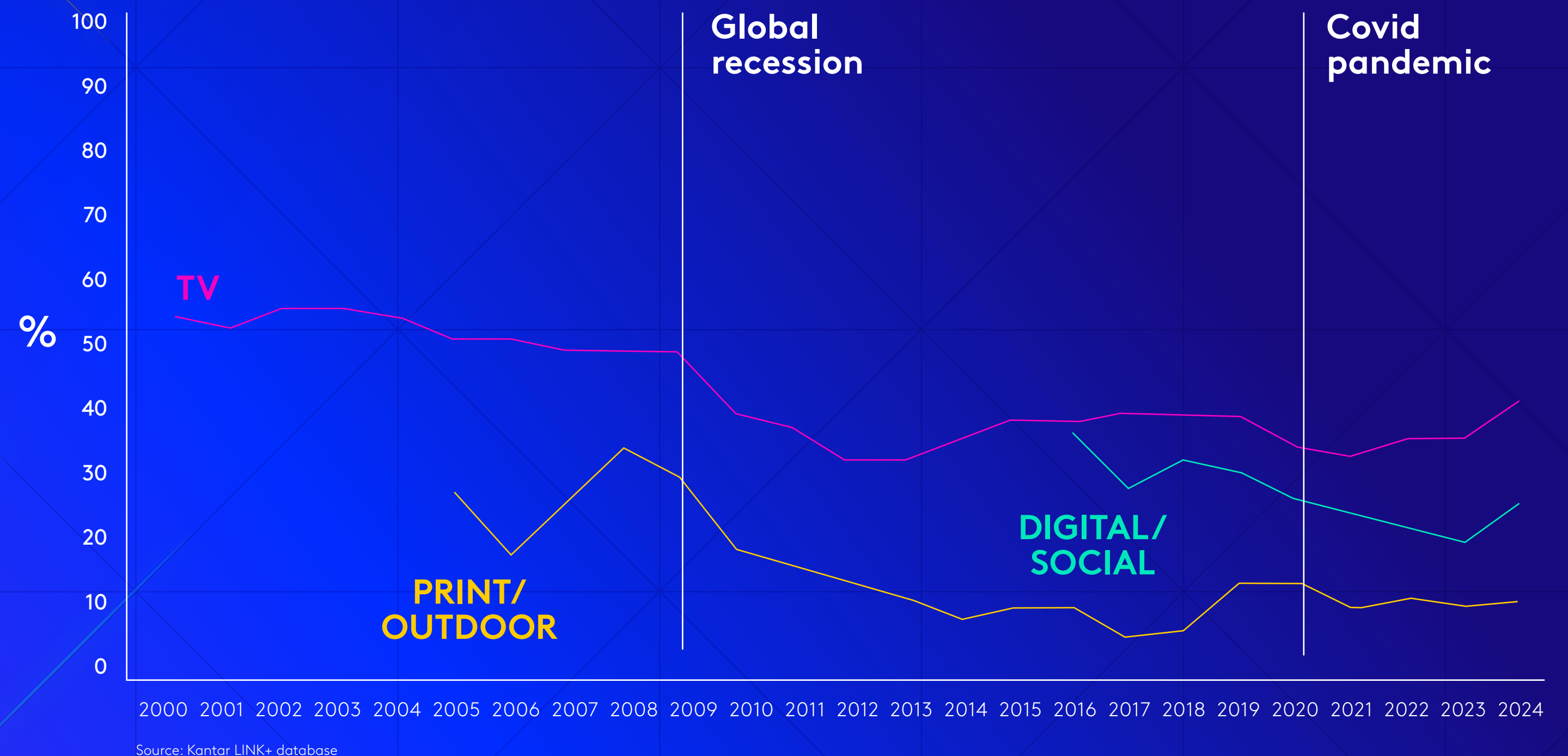
Last year, it was encouraging to see the topic of humour being widely discussed across the industry. The new humour category has now been introduced at Cannes for 2024. This comes from a realisation in the industry that whatever the world throws at us, we don't have to let go of a good laugh. So far, 2024 is showing a slight uplift in its use, especially across TV and digital/social. Something to celebrate indeed.

When we look back at previous winners, we see a

12% higher overall use of humour.

The reason for this? People love to laugh, and that is why our winning ads, that consumers' have judged the most creative and effective, contain an above average use of humour.

The use of humour in advertising over time



5 COMICAL

Our #12 winning digital/social ad for TENA Men, uses humour to address the sensitive issue of male incontinence, clearly no laughing matter, yet consumers loved this ad. A clever idea to convey a serious message in an informative yet humorous way. Bringing on a smirk, a smile or a real belly laugh can be as emotionally powerful as any connection.

#12

AMV-BBDO

TENA Men

TENA Men
Legend 30s

United Kingdom

Humour that consistently uses a punchline revolving around the brand was seen in our #9 winning digital/social ad, 'Window Dresser' from Specsavers. One of their many 'should have gone to Specsavers' ads, all of which revolve around short-sightedness. Specsavers have been using the same tagline for over 20 years, using humour in a clever way to embed that brand connection with consumers.

#9

AJF Partnership

Specsavers

Window Dresser

Australia

In our print/outdoor winners this year we saw clever use of wordplay. Using humour as a form of play can be very effective - research shows that stimuli that invoke discovery makes our brains work harder. As well as being pleasurable, this type of stimulus can also activate areas of the brain associated with memory, language, and emotions. A humorous wordplay in your ad, can be another key to unlocking that lasting consumer-brand connection. Our #7 winner from Prime Video uses simple wordplay to cleverly promote the whole Amazon brand. The key message that the Premier League will be available on Prime Video is conveyed in words and visually as being clearly 'delivered' by Amazon.



#7

Empire Design

Prime Video

Live Sport -
EPL - UK

United Kingdom

5 COMICAL

Comedy runs through many of our winners this year and is without a doubt, one of the most powerful ways to connect with consumers on many levels, so be brave, be bold, be clever, and bring your consumers closer with the reward of laughter.

Our #3 TV winner from Samsung brings us the wonderful ‘wow’ cat who cleverly ensures his ‘wows’ are clearly linked to the brand itself. A first ‘wow’ when the cat sees the new Samsung TV, is followed by the frustrations of not being able to get the cat to say ‘wow’ again. Despite further adventures, we are not rewarded with another ‘wow’ until the cat is firmly back in front of the TV. Another clever example of humour connecting with the brand. Researched in around 10 different markets, this ad uses a humour style that travels easily without the barrier of language.

From India, comes our #13 winning TV ad utilising celebrity to generate humour. Deepika Padukone, one of India’s highest paid actresses, describes in detail, the luxurious sounding clothes her lost husband was last seen wearing, ensuring that the policeman wrongly assumes they were very expensive. The punchline? ‘No, I got it on Meesho’. Another great example of how to connect with the brand when celebrity and humour work in harmony.

A completely different humour style from India is used in our #3 winning ad predicted by LINK AI for Aashirvaad. Here we see a light-hearted story unfolding with the brand acting as hero when it comes to the relief of a constipated boy. Product benefit messaging at its best.

#3

BBH

Samsung

Neo QLED 2023_More wow than ever_BR

Brazil

#13

Moonshot

Meesho

Sahi Quality
Sahi Price

India

#3

(in house production)

Aashirvaad

Hua Kya

India

FINAL THOUGHTS

Consumer connection is the relationship you build with your consumers outside of your product or service, reaching out to them beyond the physicality of what you are offering to build that all important pre-disposition for your brand: priming people to set out on a journey of thinking about your brand, in readiness for future decisions to buy. What better way to do this than by truly listening to your consumers; our winners clearly did. A closer look at all winners from the last five years highlighted.

A greater use of international celebrities

+30%

We saw more emotional messaging

+10%

Prominent music

+14%

with well-known music **+5%**

More use of humour

+12%

Music connected to the message

+7%

Higher use of slogans

+6%

The Gender Unstereotype Metric (GUM) – a measure developed by Kantar with the Unstereotype Alliance - showed Kantar Creative Effectiveness Award winning ads with above average scores for portraying characters that 'set a positive example' for both female **+27 points** and male **+30 points** higher than average. Overall, characters showed greater diversity, of body types male **(+9%)**, female **(+6%)**, older people **(+5%)** and diversity of ethnicity and skin colour **(+9%)**. All features that helped our winners hit the mark when it came to deepening consumer connections.

So, **listen to your consumers, be brave and encourage that connection with your own brand's style**, whether catastrophising, being candid, staying consistent, using comedy or connecting in a completely new and untried way. **Taking that leap could be the key to winning over your consumers.**

Congratulations to this year's winners and shortlisted for showing us creative consumer connections and for partnering with Kantar to make sure they are **the best at getting better.**

ABOUT KANTAR

Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies, including 96 of the world's 100 biggest advertisers. We combine the most meaningful attitudinal and behavioural data with deep expertise and technology platforms to track how people think and act. We help clients develop the marketing strategies that shape their future and deliver sustainable growth.

ABOUT KANTAR CREATIVE EFFECTIVENESS AWARDS

All the ads we showcase are brought to us by our clients and their agencies. We select our winners on a quantitative level from our LINK+ scores 'as judged by the consumer' and a qualitative level by review across the global creative team of our top scoring ads. Our LINK solution gives us benchmarked creative performance metrics and a validated predicted short-term sales lift, meaning our winners are a magic combination of creativity and effectiveness, driving sales and brand equity.

The awards are split into three categories: digital/social, TV and print/outdoor, with winners selected from thousands of ads researched in the previous year from around 80 different countries.

This year we are also awarding creative evaluated by LINK AI, in a new category. LINK AI is a powerful, artificial intelligence-based solution for testing digital and TV advertising, trained with consumer insight, backed by our LINK+ norms database of over 260,000 ads.

We'd love to talk to you about how evaluating your creative is the best way to ensure success – whether using a survey or AI to test ads in as little as 15 minutes on Kantar Marketplace - especially for those oh-so-last minute digital ads.

Find out more here:

ADS SHORTLISTED THIS YEAR

Category	Market	Brand name	Ad name	Creative agency
Digital/Social	India	MAGGI, Nestlé India	RAIN moments Advertisement	McCann India
Digital/Social	United Kingdom	The North Face	Brand Anthem Video “We got your back” - UK	The North Face creative team
Digital/Social	India	Licious	Juicy. Delicious. Must be Licious!	In house production
Print/Outdoor	Australia	Tassal	Tassal Prawns OOH	Havas
Print/Outdoor	France	Vins de Bordeaux	Terroirs de Bordeaux, des rouges de toutes les couleurs	Sweet Punk
Print/Outdoor	Germany	Heinz Tomato Ketchup	NEW GAS OPTION 2 (DE)	Wieden & Kennedy
TV	Netherlands	Heineken 0.0	When You Drink Never Drive TV NL	LePub
TV	Netherlands	Chocomel	Winter	Dept
TV	India	Cadbury ChocoBakes Choco Chip Cookies	Chhote Chhote Cadbury	Ogilvy India
TV	USA	LEGO	LEGO Holiday Passions Video	Our LEGO Agency
TV	Singapore	Nespresso	Unforgettable Taste	McCann
TV	Czech Republic	Krušovice Bohém	Bohém (2nd part)	Flo; Jinej Gang
TV	United Kingdom	Ritz	Ready when you aren't	VCCP
TV	United Kingdom	The Famous Grouse	Full of Character	Leith
TV	United Kingdom	Viagra Connect	Messy Hair – Home Office	TRY



KANTAR

LINK

Build strong, integrated campaigns with an understanding of what works and how to meet your advertising goals.

The LINK creative development, testing and optimisation portfolio will help you build stronger ads and magnify the impact of your media dollars, achieving your commercial objectives and growing your brand faster.

Benefit from a market leading unified approach, designed to supercharge your creative effectiveness at every stage of your content development process. LINK will help you develop ads that capture attention and optimise content performance across markets, media formats, and channels. From the big idea to finished execution, our approach to creative excellence is supported by industry leading IP, technology, and brand measurement.

Maximise the ROI and strategic effectiveness of your campaigns with LINK.

Request a demo at kantarc.com/marketplace

KANTAR

CREATIVE EFFECTIVENESS AWARDS 2024

Creative consumer connections