

C.R.E.A.T.E. better advertising with consumer insights

Want to unlock new levels
of creative effectiveness?

By looking across the work of our customers who are doing it well (PepsiCo increased their creative effectiveness by 30%) and leveraging our decades of experience in the industry, we've put together a framework to help guide you on how to create advertising that works.

This framework is called
C.R.E.A.T.E. and it looks like this →



C.R.E.A.T.E.

Consumers Relevance Early Agile Transform Empower

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Since partnering with Zappi, we have seen our creative effectiveness improve by 30% across all our advertising. This equates to PepsiCo gaining hundreds of millions in value from greater creative effectiveness this year!

Stephan Gans
Chief Consumer Insights &
Analytics Officer PepsiCo



Consumers

Unsurprisingly, it all starts with the consumer.

Make sure you bring consumers into your creative process by using consumer insights the right way.

This means understanding their reactions to your creative, then finding creative solutions to make advertising that entertains, engages and works harder for your brand.



PepsiCo relied on consumers to decide which direction to take their popular Wotsits Giants advertising campaign. By listening to them throughout the process, they were able to move forward with the right idea — resulting in massive success for the brand.

Relevance

Make sure you have access to a relevant audience and obtain relevant insights to drive your creative forward.

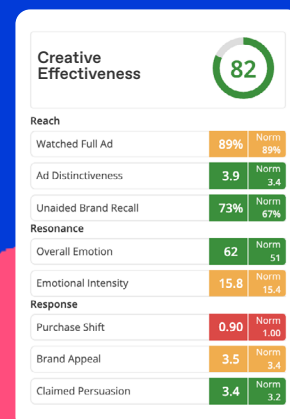
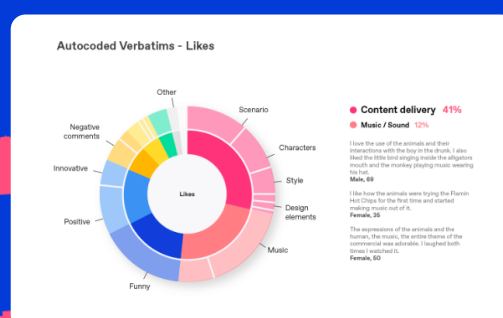
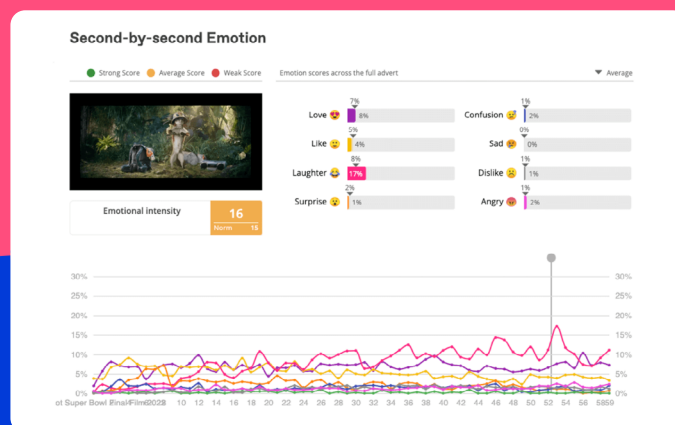
Relevant audience

It's not enough to talk to just your existing customers or brand loyalists. It's the infrequent buyers and non-customers who will be most affected by a great ad, so you need to also listen to them.

Relevant insights

You need insights that helps you make your creative better, rather than giving you a pass/fail grade.

Make sure you're getting diagnostic data that shows you how consumers react moment-by-moment throughout the ad, what they understand, like, dislike, what role your brand plays. And how that reflects on the overall creative effectiveness.

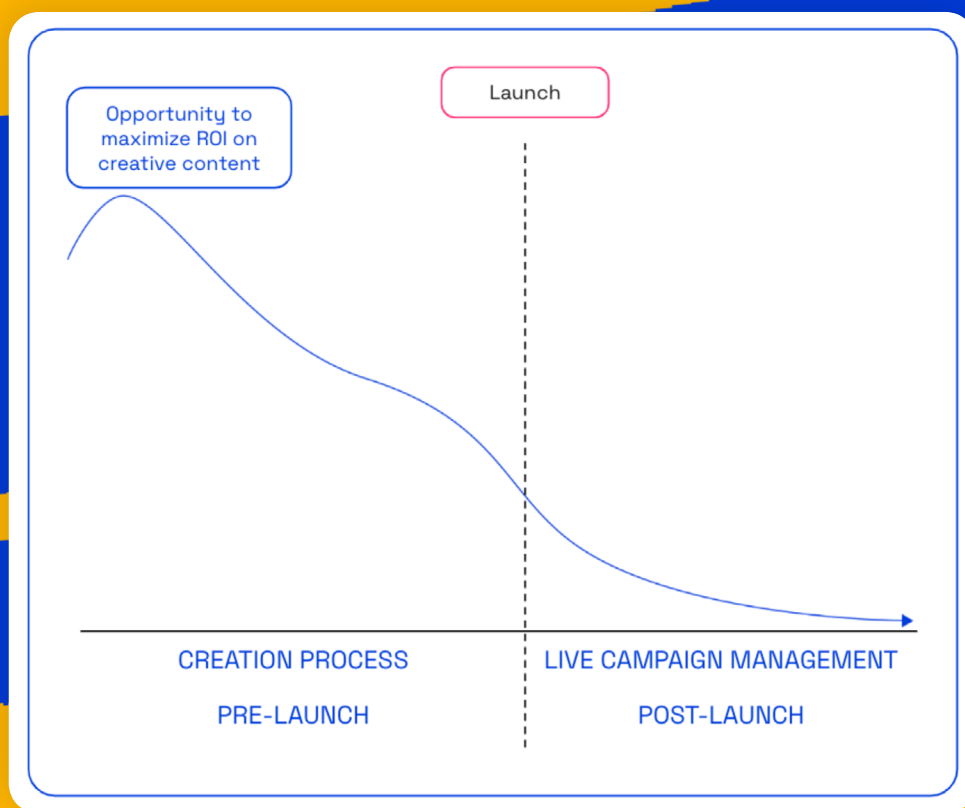


Early

Next up, it's all about *when* you get the insights.

Unfortunately, many brands today use research at the end of their process. This causes them to miss out on many optimization opportunities, because at that point there's far less room to change direction.

By getting consumer feedback early and often, you'll have the power to guide your creative when opportunity is at its greatest.

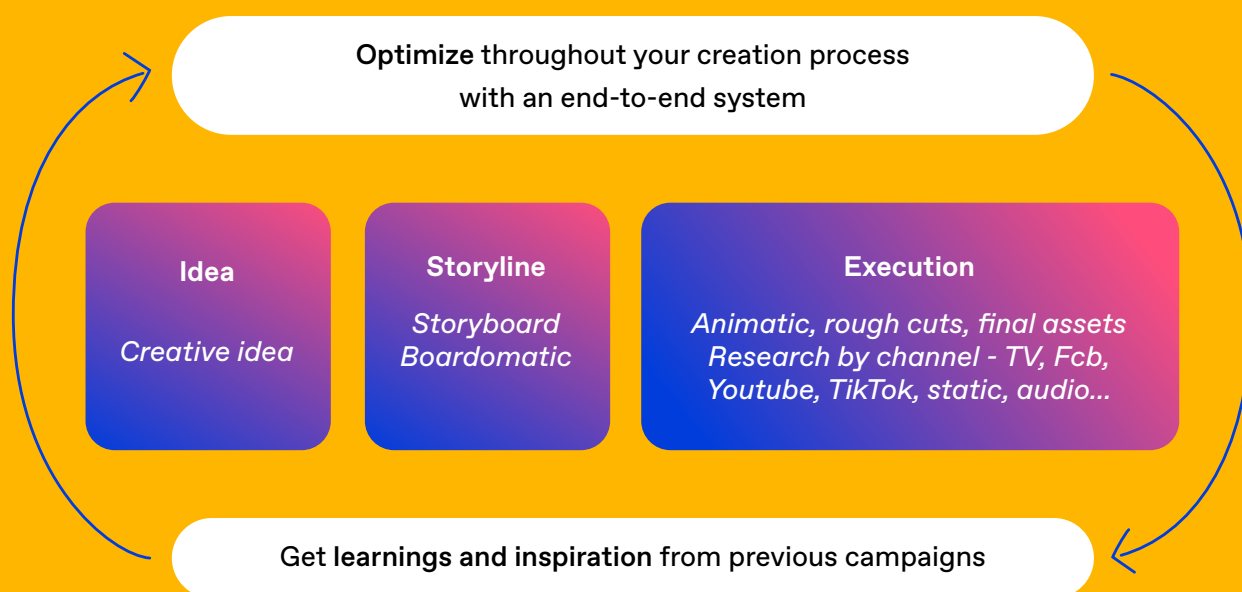


Agile

Much like a cook moving about the kitchen, it's important to stop to taste what you're creating and adjust accordingly.

➤ The same goes for advertising research. ➤

To create great advertising, you need to take those same moments to stop and check in with consumers regularly, iterating based on their insight. It's all about being agile and using that rich consumer feedback throughout the development process, from start to finish and at all stages, at speed.



This year's PopCorners Super Bowl ad was a great example of the value in testing early & often. Several rounds of consumer feedback helped the brand pursue the strongest creative route and iterate to create the blockbuster Super Bowl campaign that doubled Popcorners' growth rate

Transform

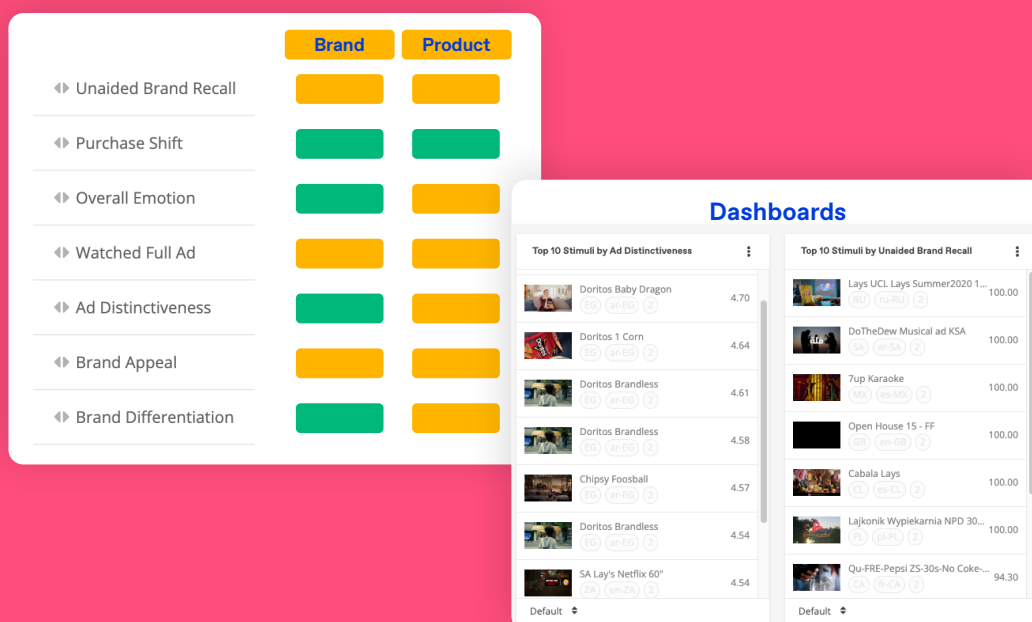
And don't just do all of that once. Do it again and again and focus on learning from all the knowledge your company has gathered over the years.

Because why would you want to throw away what you've just learned your consumers are drawn to? What they dislike? And all the iterations you made to land on an ad that resonates?

Connect those dots to raise the creative bar on future ads!

You can transform the way you use consumer insights to fuel a cycle of ongoing improvement. Think of research not as a way to help you create a single “better” ad — it's about learning how to create better advertising for your brand.

“How do brand vs product focused ads perform?”



Empower

Finally, empower your organization as a whole to access consumer data so they can truly act in a consumer centric way.

Because if you think about it, customer centricity is everyone's job.

To do this, insights teams need to make consumer data more readily available for everyone — with systems set up to deliver them. So ultimately insights teams can become strategic partners rather than project managers.

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Zappi makes it simple for non-experts to use the platform. When marketing users log in, they know exactly what they have to do. From a research standpoint, they don't have too many decisions to make by themselves so they can actually make it happen.

Jennifer Picard,
Head of Centre of Excellence
for Mix Optimization
at Pernod Ricard



Wrapping up

While there's no one way to create great advertising, there are some clear steps the best advertisers have used to consistently bring consumer insights into creative development to result in more effective advertising.

By following these steps in the **C.R.E.A.T.E.** framework, you can create campaigns that truly resonate and drive meaningful results — also known as extraordinary advertising.

Learn more about how Zappi
can help you create great advertising

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