

Your guide to creative best practice in digital advertising



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Here at On Device Research, our mission is to measure and enhance brand effectiveness, allowing brands to understand the real truth behind their advertising. However, it's fair to say media effectiveness is constantly evolving, and in a world where the media landscape has become increasingly fragmented, planning advertising that provides cut through and stand out has become more challenging.

The aim of this guide is to help highlight some of our most recent learnings in understanding the importance of salience, and how best to achieve this through creative best practice across the digital advertising sector. This analysis has been completed through reviewing almost 400 studies in our benchmark database totalling a base size of circa 14,000 responses. Our findings deliver the following top tips which will help you successfully navigate the digital media market in the here and now, and furthermore achieve maximum traction in your advertising campaigns.



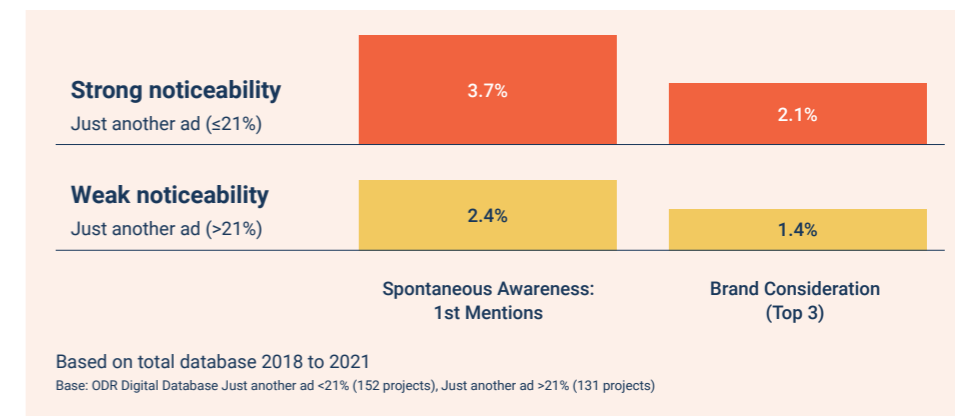
Salience is vital!

Our benchmark analysis confirms that achieving salience is vital. But what is salience and how can you achieve it?

According to research conducted by Jenni Romaniuk and Byron Sharp, brand salience is actually psychological in nature. Salience is not awareness, but is a condition achieved by a brand when it has already gained brand awareness. This is all about people recognising, recalling, thinking about, and considering your brand when it matters most: at the point of purchase.¹ This means that you have to capture people's attention and be memorable enough for consumers to recall your brand at the right time and in the right moment.

In order to achieve brand salience successfully, our historical data suggests that those ads who demonstrate strong noticeability in their campaigns not only achieve stronger ad recall but also drive better consideration. This is demonstrated in the graph below:

Increased salience through noticeability increases awareness and consideration



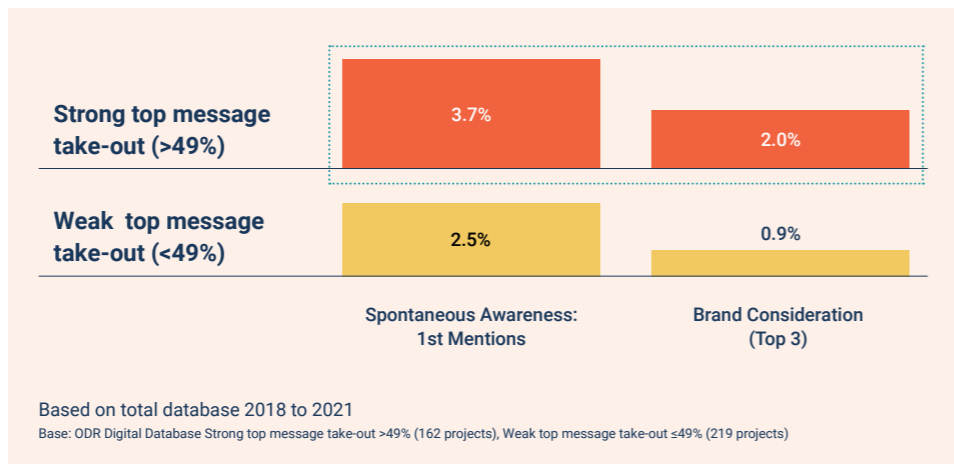
¹ <https://theorganicagency.com/insight/brand-salience-and-what-it-means-for-your-brand/>

Driving a clear and concise message is also key

A campaign that has strong levels of top message takeout drives spontaneous awareness 1st mentions by an extra +1% (compared with campaigns with weak message takeout!) and consideration also grows by another +1%.

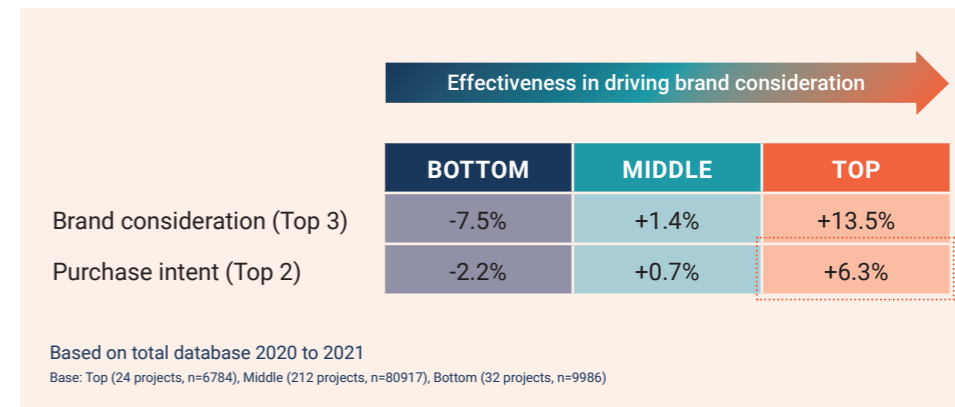
Now, +1% may not seem a lot, but when your campaign is reaching 1 million views, that's an extra 10,000 eyeballs on your brand.

Clear and concise messaging here helps drive awareness and consideration



Ultimately, our findings also show that if you can shift consideration, the more likely you are to gain success in driving purchase intent too.

The top performing consideration driving campaigns not only increase consideration, but also drive purchase



We know achieving cut through in an increasingly cluttered marketplace is more important than ever and key for any brand looking to drive salience. In the following section, we share our top tips on best creative practice on how to increase your brand noticeability and create digital advertising that stands out from the crowd.



Creative top tips on achieving brand salience

Driving awareness: Digital creative best practice

Top performing awareness ads on average adhere to 4 of these 5 key principles



HOW TO CREATE AWARENESS FOR YOUR BRAND:

Firstly, when examining the creative learning data we have for driving awareness, our norms database suggests the following top 5 tips in ensuring your ad achieves standout successfully:

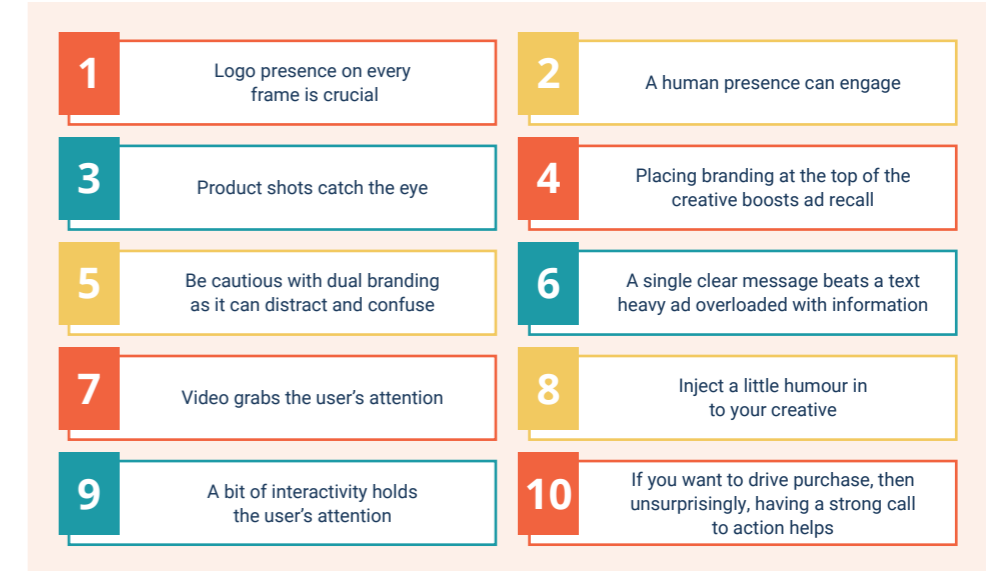


Driving consideration: Digital creative best practice

Top performing consideration ads on average adhere to 6 of these 10 key principles

HOW TO CREATE CONSIDERATION FOR YOUR BRAND:

When it comes to driving consideration, our data suggests your creative adheres to at least 6 of the below 10 principles in order to achieve success:



By adhering to the above points creatively, you'll be on track to not only increase advertising awareness and consideration but also ultimately brand salience too. And this is the key to building longer term advertising success.

Summary

We hope this guide on creative best practice has helped increase understanding around the most efficient ways to deliver the most effective ads.

If you'd like any further details on our brand measurement solutions or how we can help deliver advertising insights that stand out from the crowd, please get in touch via the channels below:



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