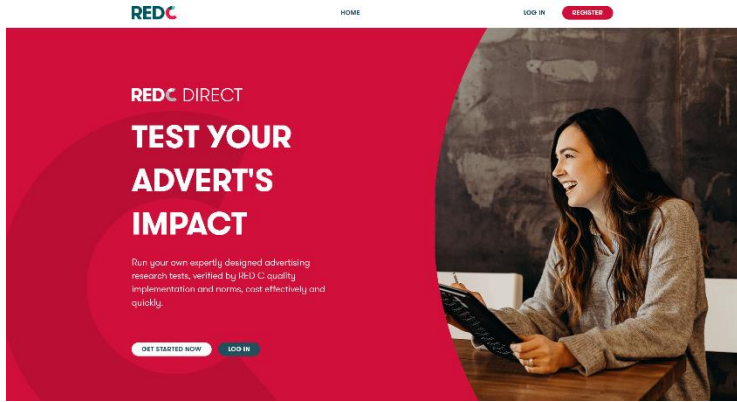


REDC

Effie Award Winners The People's Opinion



The Effie Winners put to the Test



RED C ran advertising effectiveness tests on 16 of the 22 Effie award winners, that had collateral available to test, using the RED C Direct DIY online testing platform.

The overall RED Star Effectiveness Score in the test gives us a clear measure of how effective the Effie ads are.

The testing allows us to compare Effie award winners individually and as a collective vs. our norm database of over 3,000 Irish adverts tested over the past 10 years.



The RED Star test measures what makes advertising effective



Creativity

Future desire to see this ad again

“Creativity helps drive long-term business success, providing a powerful antidote to the short-term nature of so much activity today.”

Peter Field

Fame

How likely you were to share or talk about the ad

“Fame is the driver of successful advertising and a social construct. It emerges from the interactions between people, the media, and each other.”

Paul Feldwick

Distinctiveness

It was clear who the ad was for

“We live in a constant state of ‘zombie’. So attention to ads is not sustained and certainly not undivided. This means its vital your ad at the very least drives brand connections”

Karen Nelson-Field

Emotional Response

The emotional response to the ad

‘The more emotional a response to an ad is, the bigger the long term impact of the ad.’

Binet & Field

Effies award winning ads we tested



We tested ads across 16 Effie award winners where there was creative that could be tested against the norms



ALLIANZ
The World's Strongest Women



AN POST
Send from the heart



BREAST CANCER IRELAND
A Breast Cancer Diagnosis



CREDIT UNION
Monster Loans



DAIRYGOLD
Plant Based does it like Dairy



DUBLIN SIMON COMMUNITY
Homelessness*



GUINNESS
Lovely Day for a Guinness



IRISH LIFE
Responsible Pensions



IRISH LIFE
Embrace Change



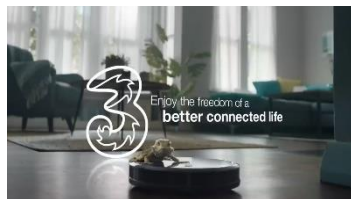
LIDL
Go full Lidl



EPIC
Reframing Irish Stereotypes*



NATIONAL LOTTERY
Millionaire Raffle



THREE IRELAND
Jeff's World



TOURISM NORTHERN IRELAND
Book your next Giant Adventure



VODAFONE
Home of Trade In

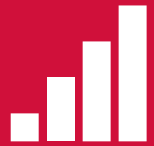


THE ARTS COUNCIL
Art Flourishes*

*Digital ads



The Overall Results



Effie awarded ads significantly outperform the norm database



Specifically designed TV ads that were part of Effie award winning campaign on average secured an Excellent rating

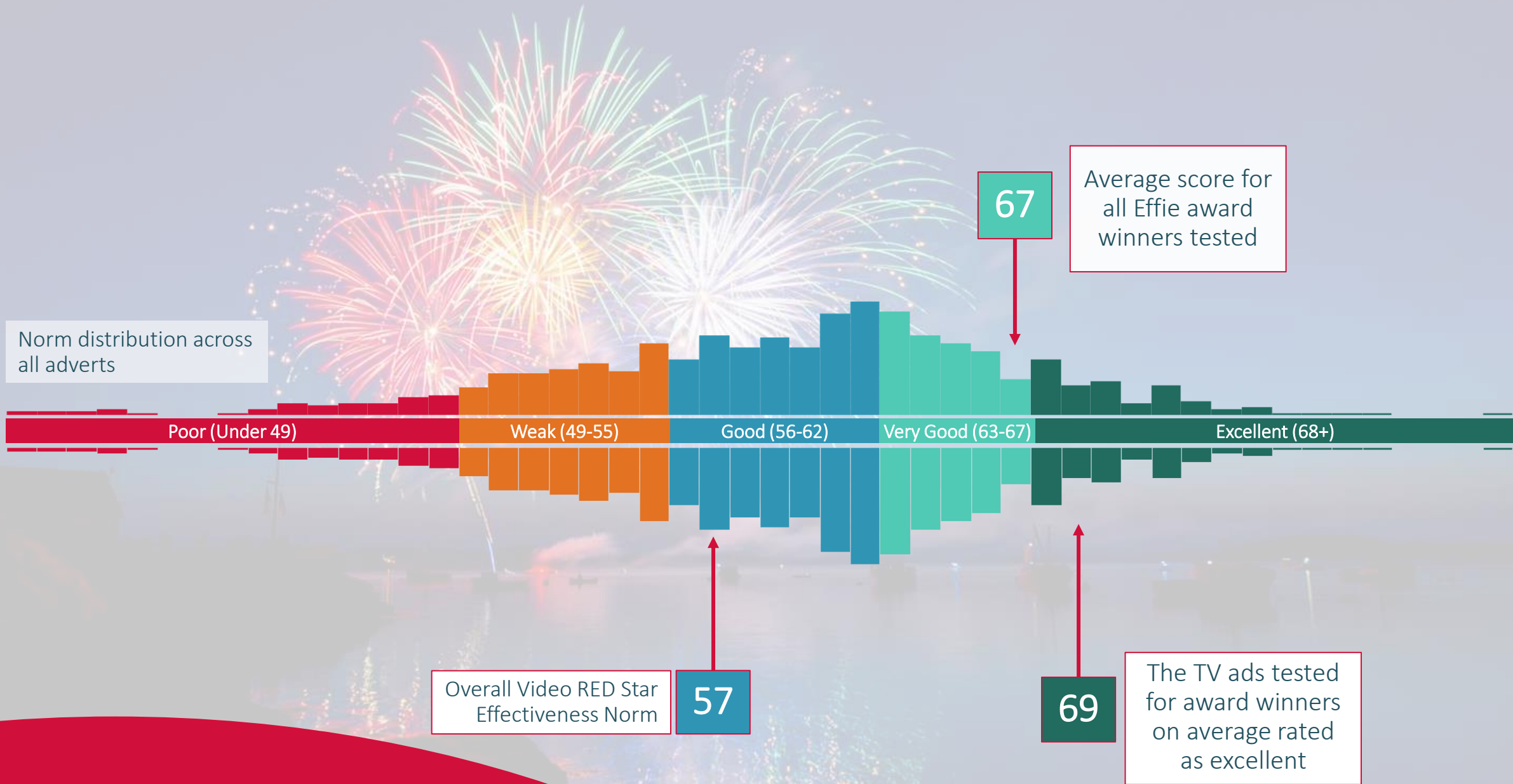


Most GOLD Effie award winners outperformed our database norm on the FAME metric



Some GOLD winners also excelled on other metrics such as Distinctiveness or Emotional Connection

Effie award winners outperform the overall RED Star effectiveness norm



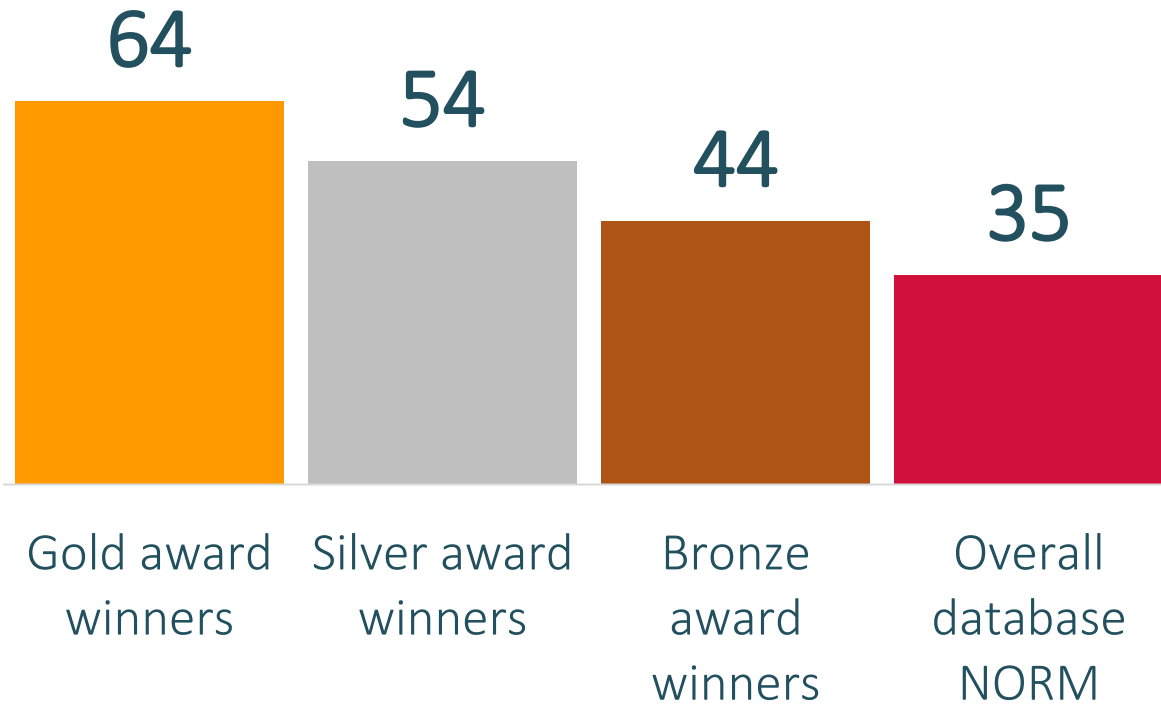


Several GOLD winners in particular
excelled on FAME in the RED Star
effectiveness model

Fame is perhaps the hardest metric to achieve, but **GOLD** winners excel here

FAME

How likely you were to share or talk about the ad





82

Overall Effie Winner
FAME score

YOU ARE STRONGER THAN YOU THINK



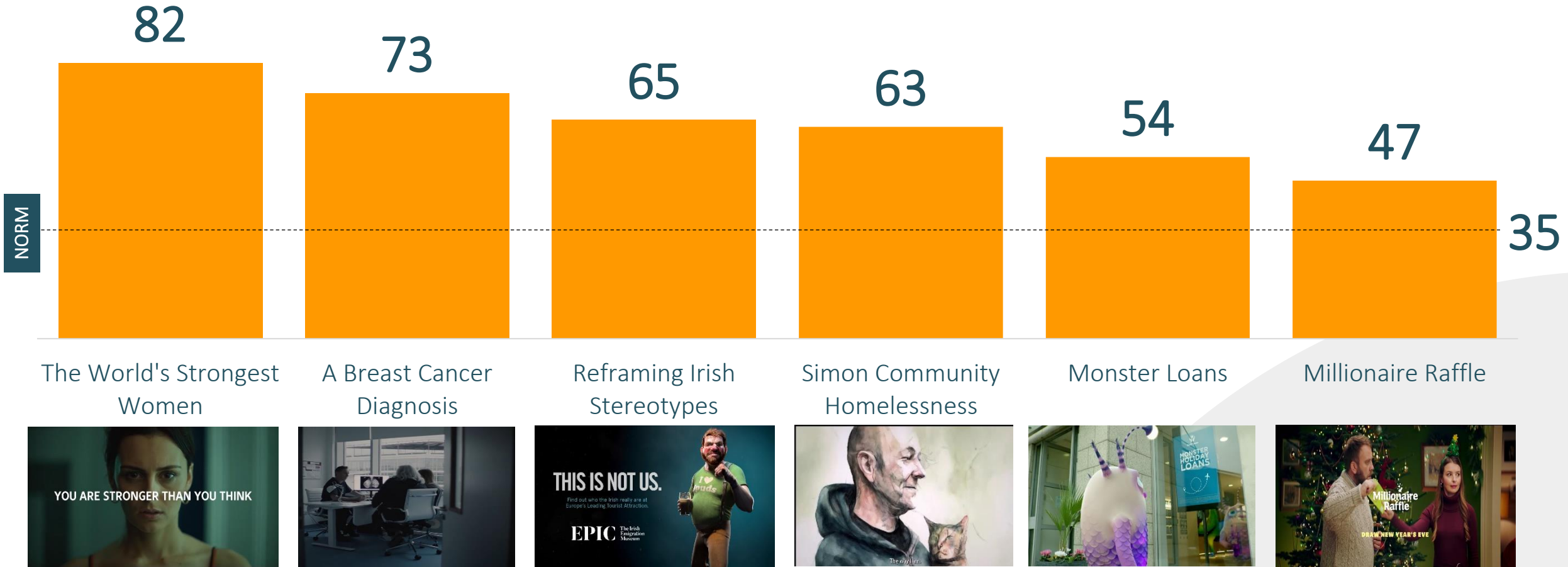
35

NORM Database
FAME score

ALL Gold Effie Award Winners significantly exceed the FAME norm



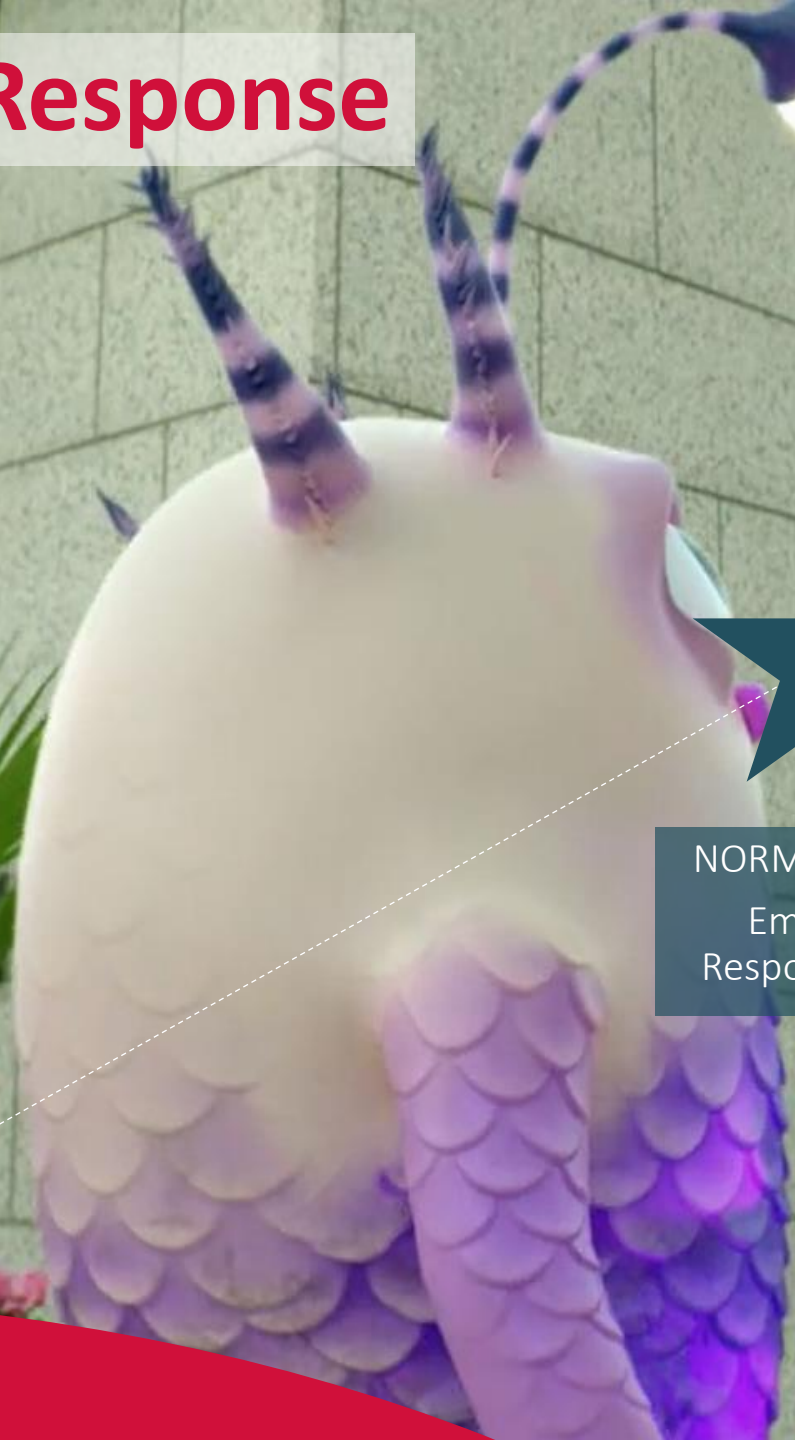
Fame – Gold Winners





Some Gold winners also excelled on other metrics in the RED Star effectiveness model

Emotional Response



69

NORM Database
Emotional
Response score

96

MONSTER LOANS
Emotional
Response score



Distinctiveness



81

Millionaire Raffle
Distinctiveness
Score

Millionaire Raffle

NORM Database
Distinctiveness
score

49

DRAW NEW YEAR'S EVE

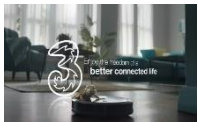


Other winners also did well on
specific metrics

Many Effie Award Winners exceed the positive Emotional Response norm



Emotional Response

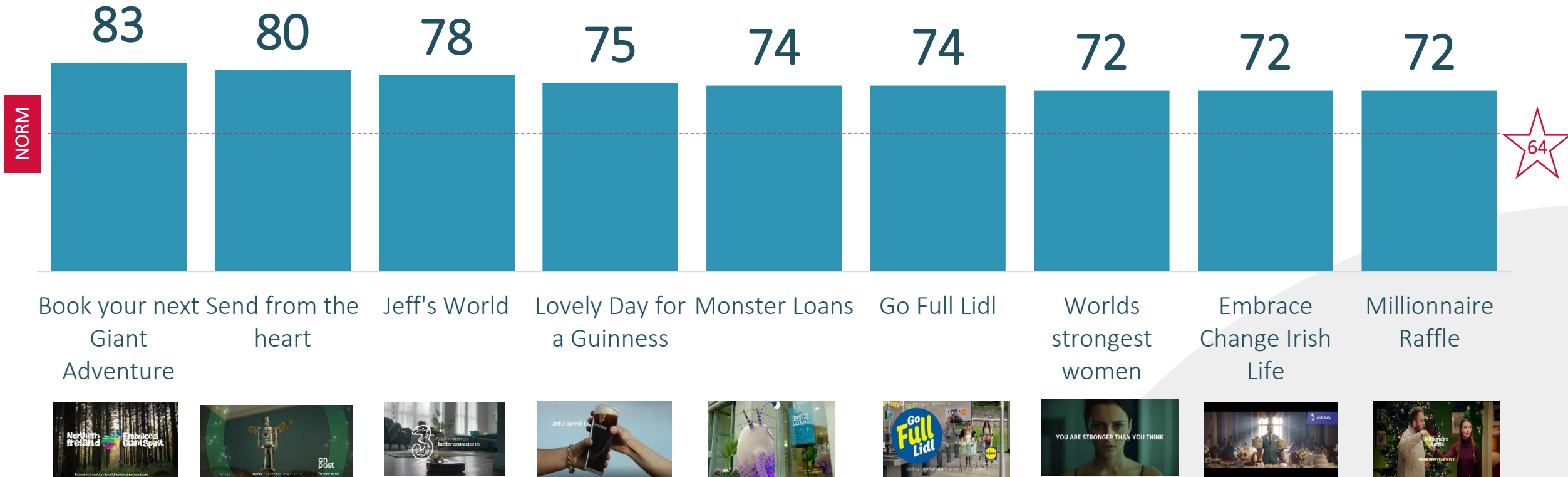


Note: The topic of many Effie award winners was to leave people emotionally negative

Many Effie Award Winners also do very well vs. the Creativity norm



Creativity



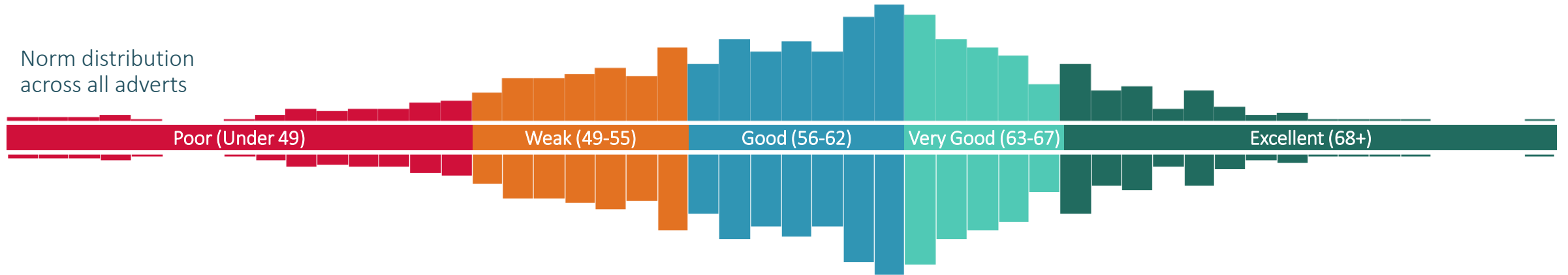


The top ads rated by consumers are made up of ads that excel on one or more of the key metrics and exceed the norms on most metrics

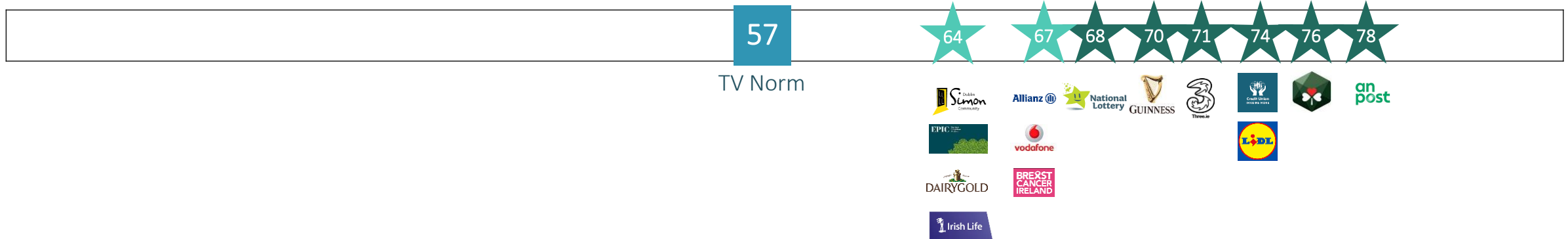
Top Effie Winners Performance vs Advertising norms



Compared to the TV norm, 7 of the ads tested achieve an excellent score and 6 achieve a very good score.



Scores mapped for all ads tested





Consumer ratings confirm that Effie
award winners are significantly
effective campaigns

THANK YOU

Please visit

www.redcdirect.com

to test your ads effectiveness
against the norms

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