Webinar

Canada's Top Rated Ads 2020

Wednesday February 24th | 10am (EST)

System1 In partnership with think tv

SUPPORTED BY: acaa nlogic

Agenda

Chapter 1 - Introduction
System1 Methodology for Canada Top 100

Chapter 2 – Review of 2020
Key trends and changes as seen through Ad of the Week

Chapter 3 – Canada's Top 10 Ads
Top 10 Ads from our test of 100

*** Half time Super Bowl ad break **

Chapter 4 – Super Bowl insight
What we learnt in 2021

Chapter 5 – How to make a 5 Star Ad
The 5 ingredients of 5 Star success

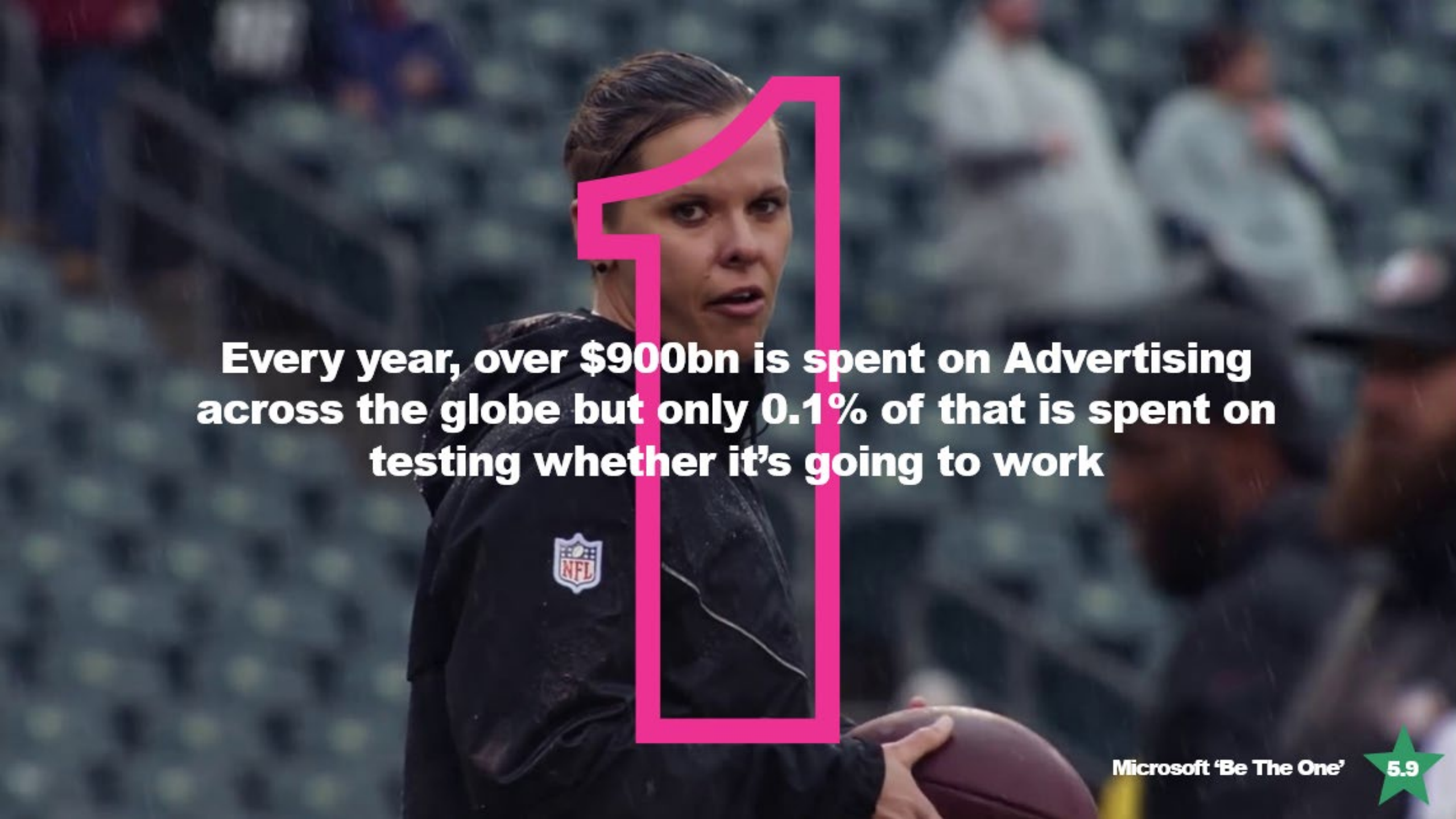
Chapter 6 – Q&A
Questions and hopefully some answers

Chapter 1

How we calculate the scores.

System1

The Effectiveness Agency


Every year, over $900bn is spent on Advertising across the globe but only 0.1% of that is spent on testing whether it's going to work

50%

of all Ads
are wasted.

We know which ones.

System1

System1 | How behaviourial science can unlock long term growth

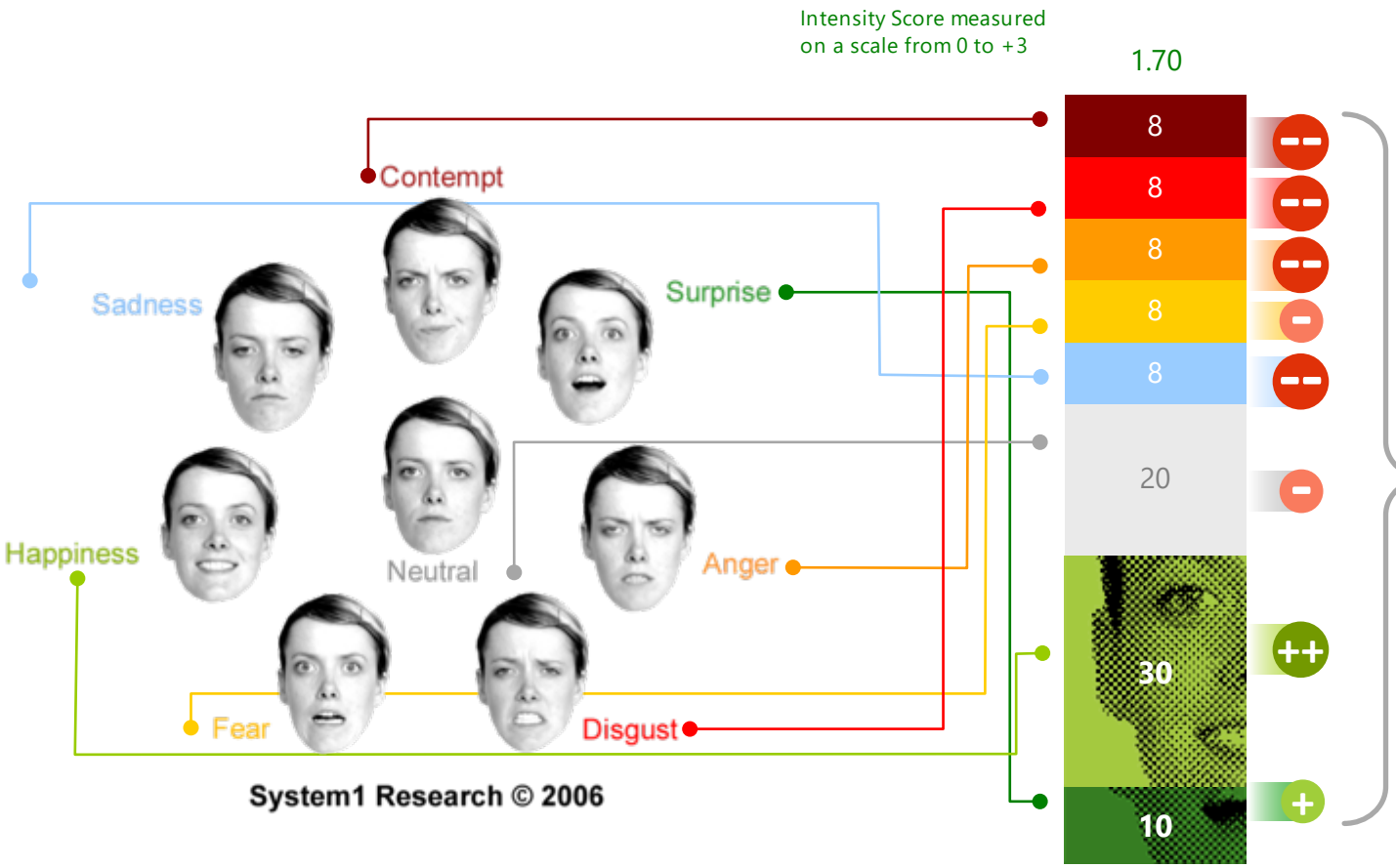
We think less than we think we think.

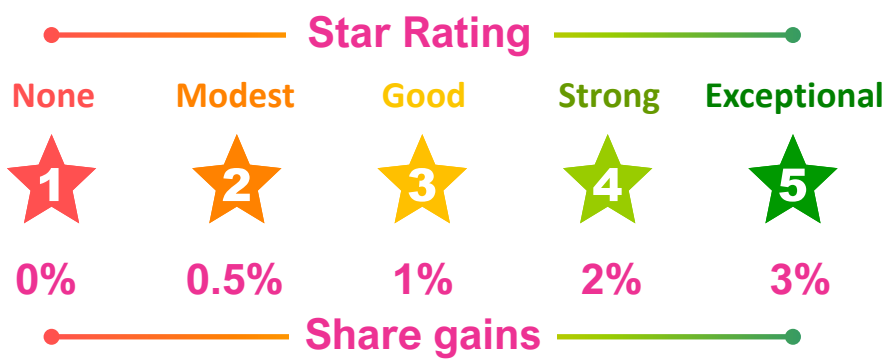
The more you feel, the more you buy.

“if System1 is the Oval office, then System2 is the press office” Rory Sutherland

“The answer to a simple question – how do I feel about it? – is an excellent proxy for the answer to a far more complex question – what do I think about it? Daniel Kahneman

Emotion | How emotional Advertising leads to long term effectiveness

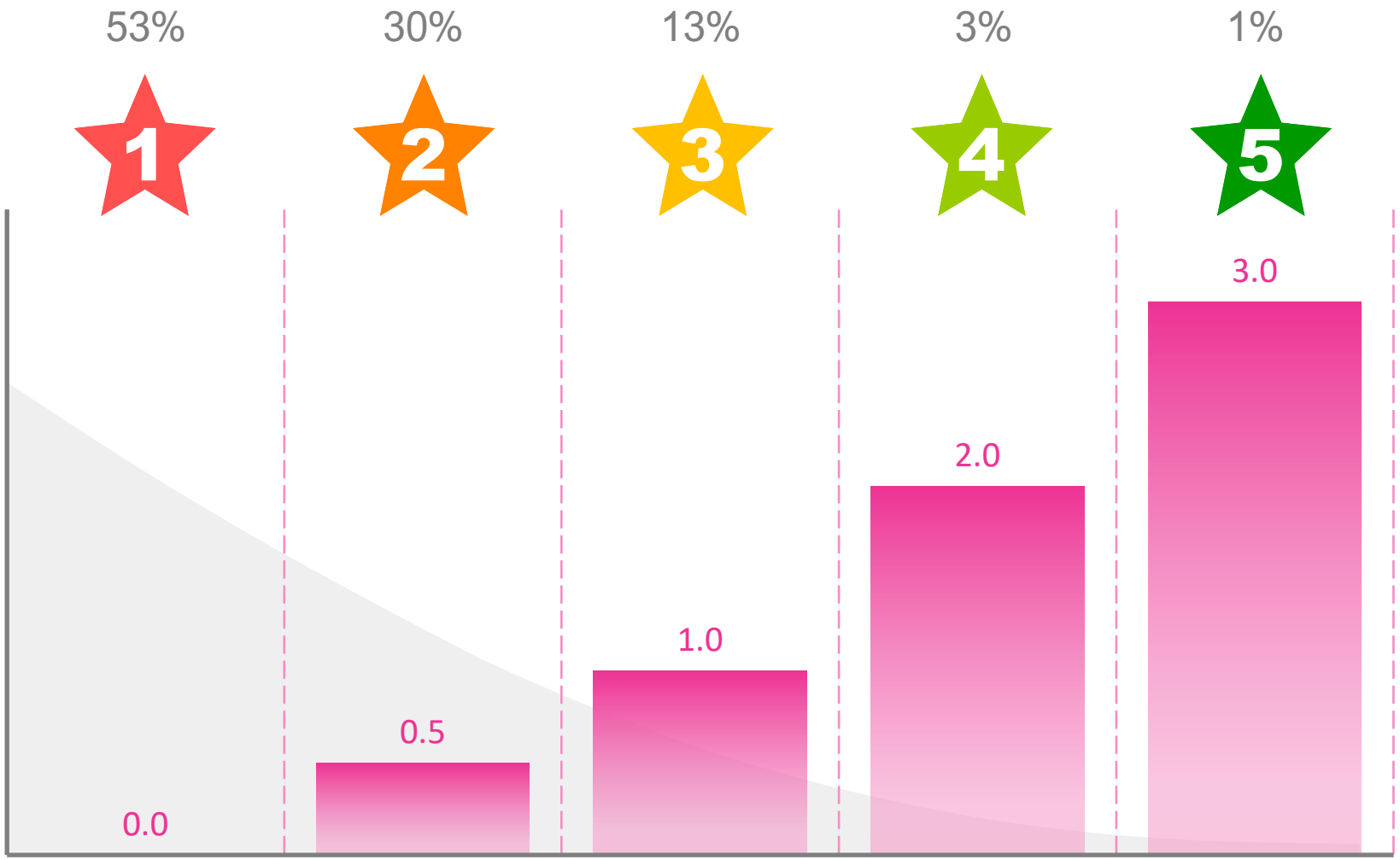




Projected share gains assume Excess Share of Voice (ESOV) of 10%, and average quality of competitor advertising

System1

Star Rating | More than half of Advertising has no impact at all



% of all Ads Achieving each Star Rating

Likely Long Term % Point Share Gain (assuming ESOV +10% pts)

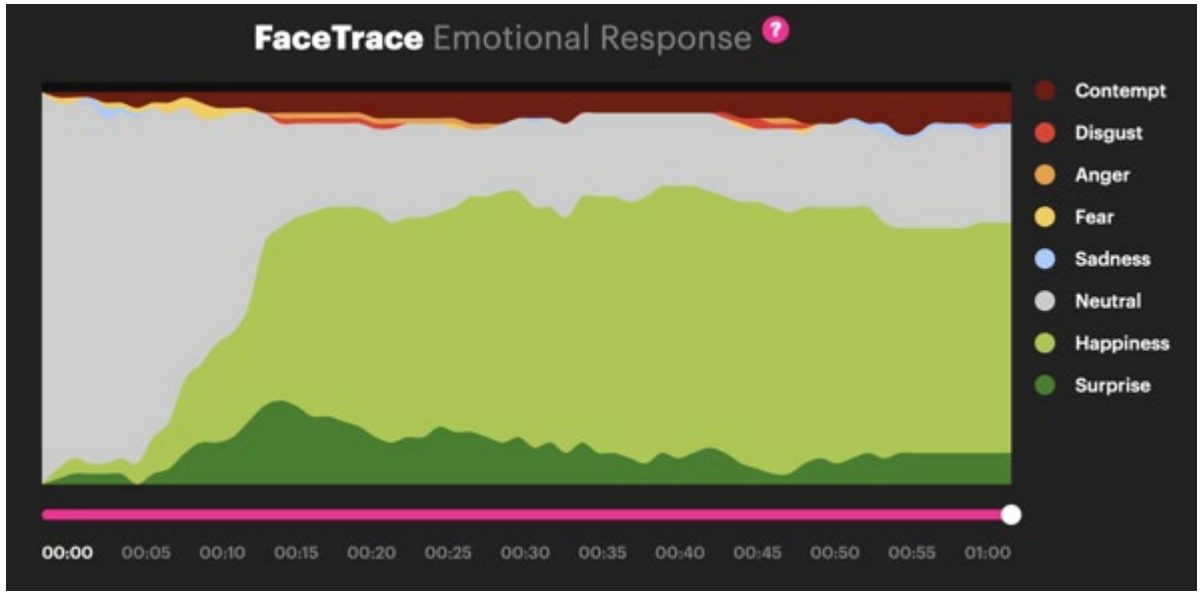
Note: Share is used to account for changes in the size of the category. Gain is an average and other factors will impact on performance (such as price, promotion, availability, competitor advertising quality, ESOV etc)

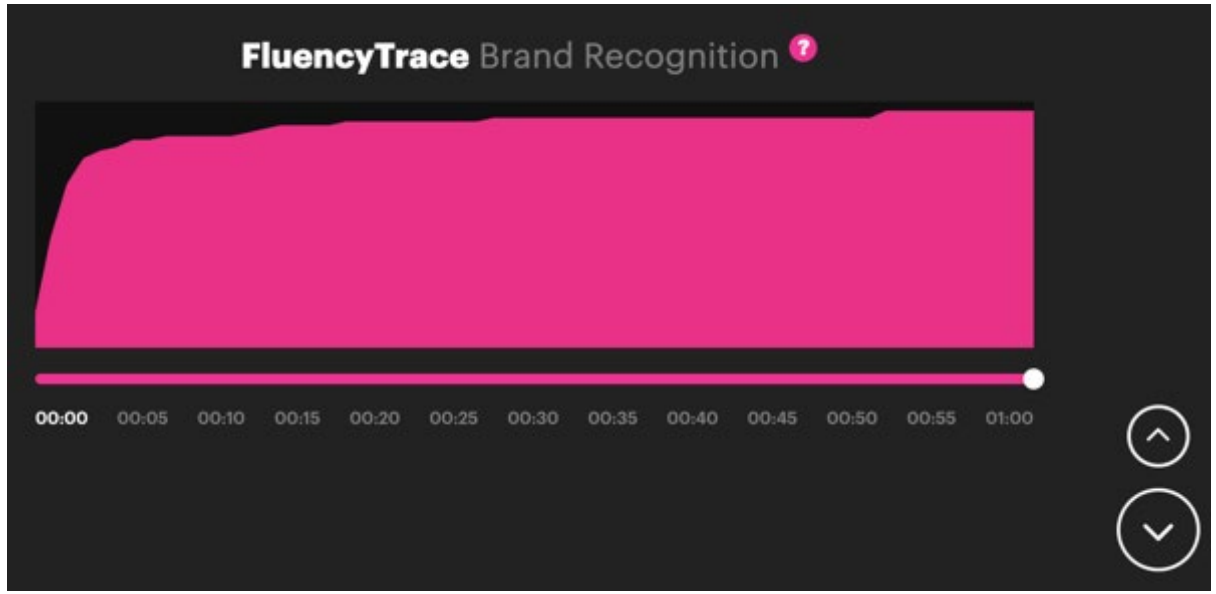
© System1 Group PLC

Spike Rating | Short term impact can be measured through Spike

1 **We capture the intensity of emotion which creates attention**

2 **We measure speed weighted Fluency which creates recall**

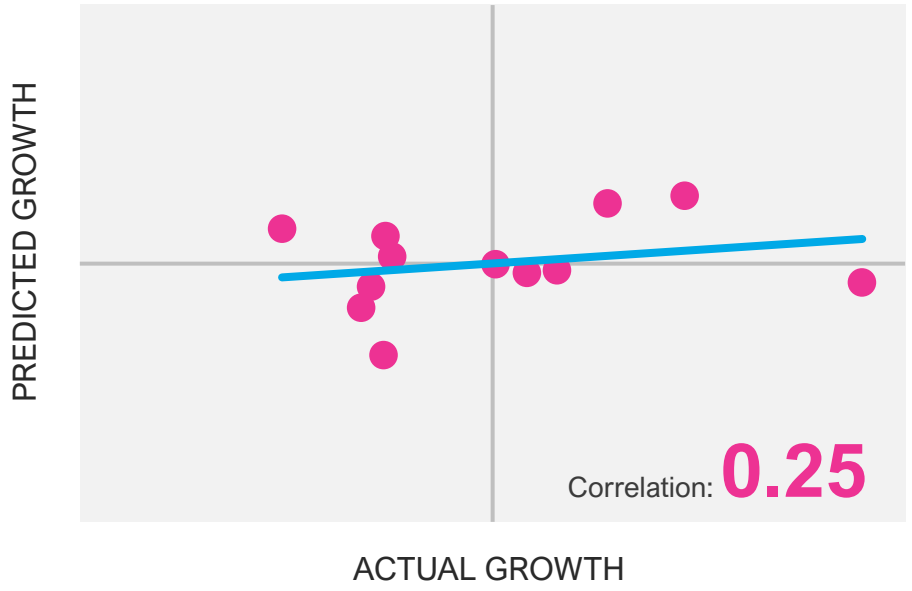




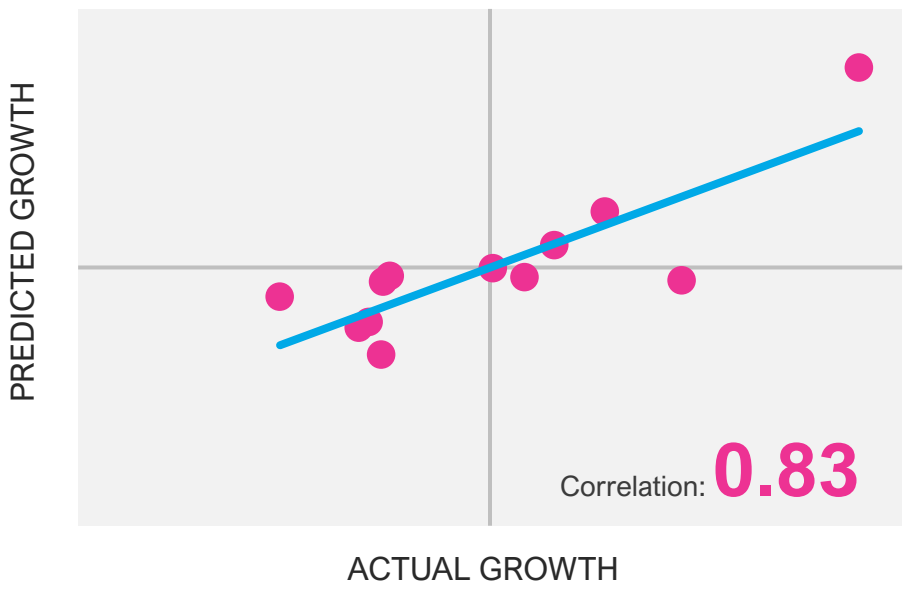
© System1 Group PLC

Brand Growth | Cereal Category Validation

Quantity of Advertising (TV ESOV)



Quantity and Quality of Advertising (TV ESOV x Star Rating)



Source: System1 UK Cereals Validation: 12 Brands (55 ads represented), £24m+ TV spend, £700m annual category value

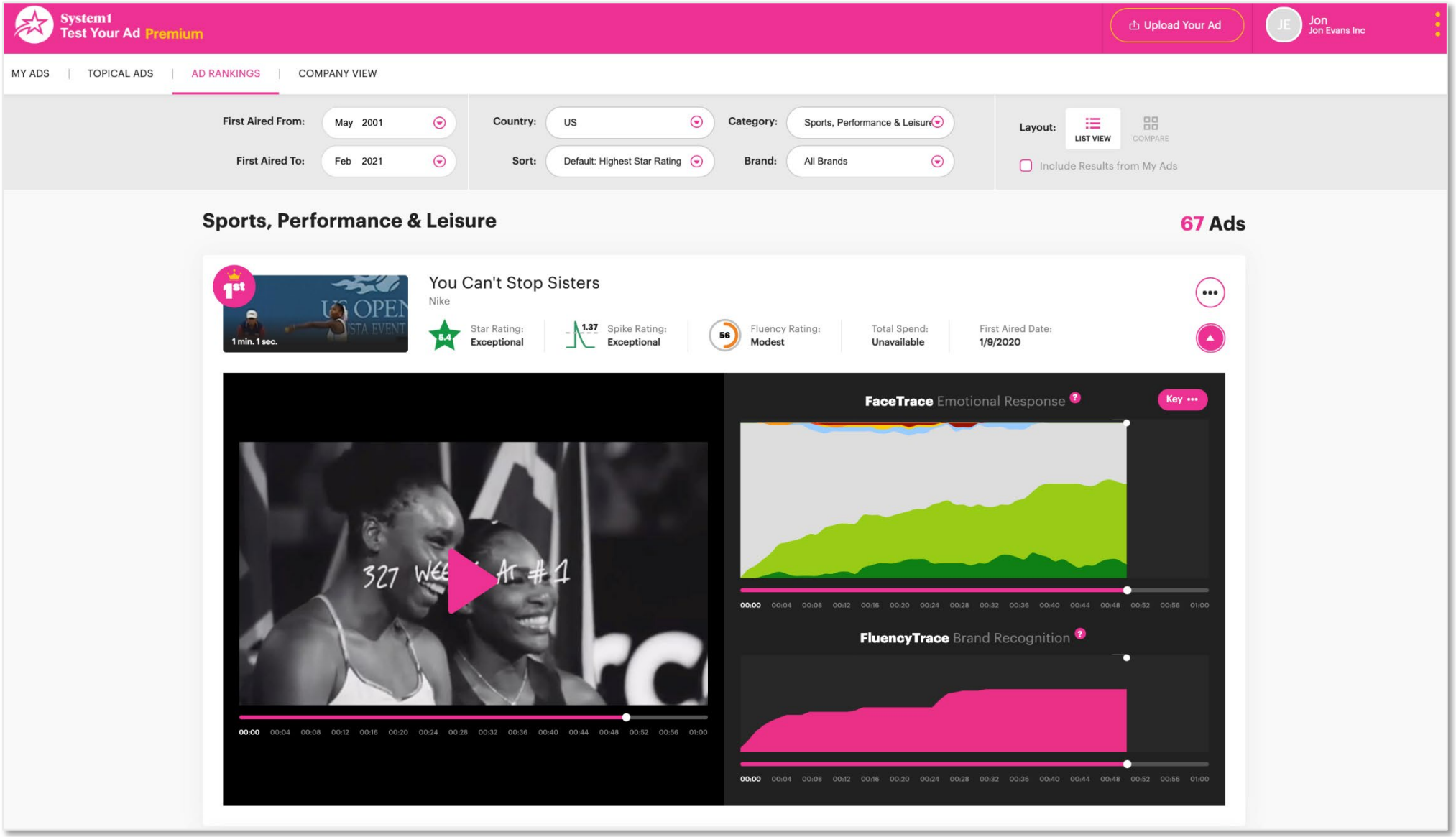
System1

Validation | We have validated our approach in many categories

Category	# Ads tested	# Brands represented	Value of advertising (12 months of spend)	Represented category size (for SOM)	Correlation with ESOV	Correlation with emotionally amplified ESOV
Cereals UK	55	12	£24.1m	£702m	0.25	**0.83**
Cereals US	77	15	$289.2m	$7.03bn	0.59	**0.74**
Gum US	20	6	$83.0m	$3.19bn	0.30	**0.67**
Savoury Snacks UK	29	15	£25.8m	£1.77bn	0.49	**0.62**
Toothpaste US	43	6	$231.7m	$2.86bn	0.50	**0.75**
Yoghurts UK	33	9	£24.1m	£828m	0.71	**0.82**

Source of category & market share data is IRI US & UK sales data

© System1 Group PLC



© System1 Group PLC

© System1 Group PLC

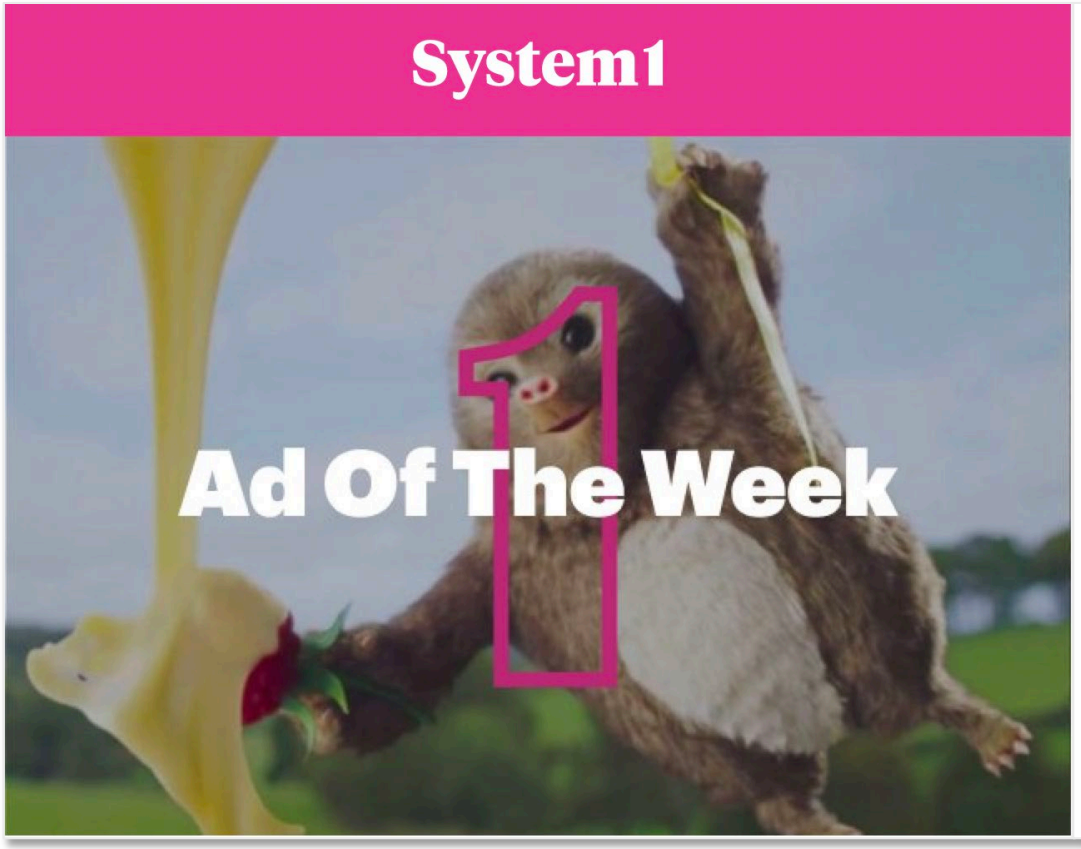
Chapter 2

A review of 2020 with Ad of the Week.

System1

The Effectiveness Agency

Ad of the Week | Every week we test the most effective Ads



Moley the mole soars high for Ambrosia

After 4 years away from TV, Premier Foods' Ambrosia return is a hit. They've turned to a brand new character, an animated mole - which is clearly a character that could return several times, becoming a well-known and loved Fluent Device for the brand along the lines of the Meerkats.

Star Rating
Exceptional

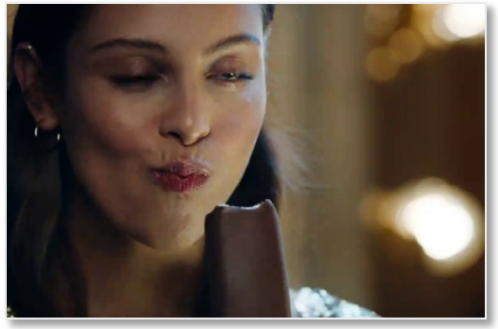
Spike Rating
Strong

Fluency
Exceptional

© System1 Group PLC

Review of 2020 | As seen by System1 Ad of the Week

‘Normality’



Q1

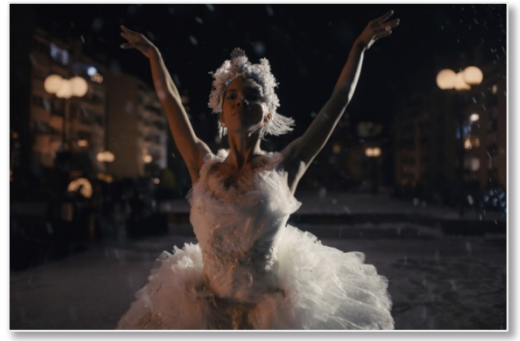
Covid response

Q2

Covid only as context

Q3

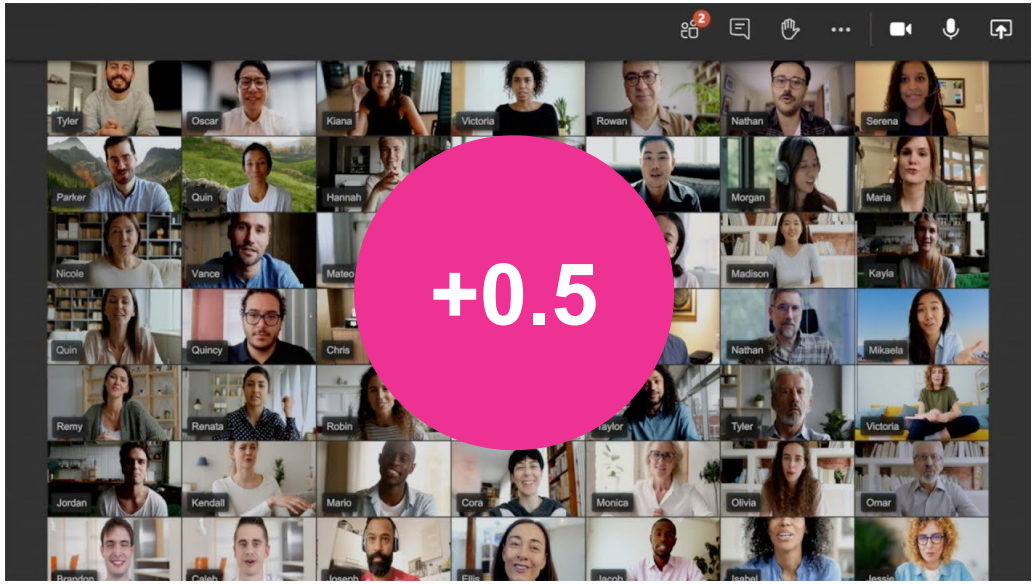
Christmas Nostalgia & Consistency

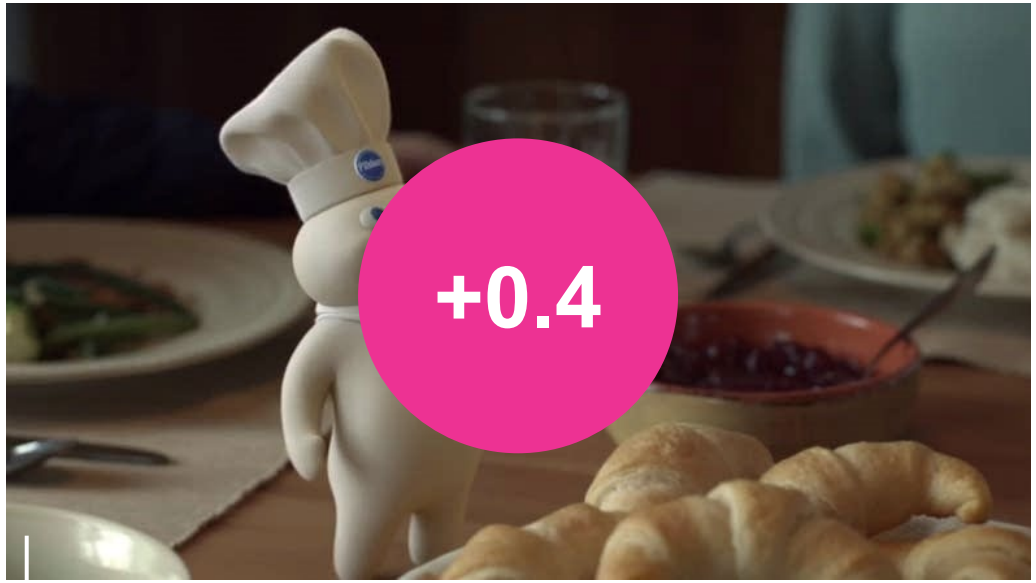


Q4

© System1 Group PLC

© System1 Group PLC



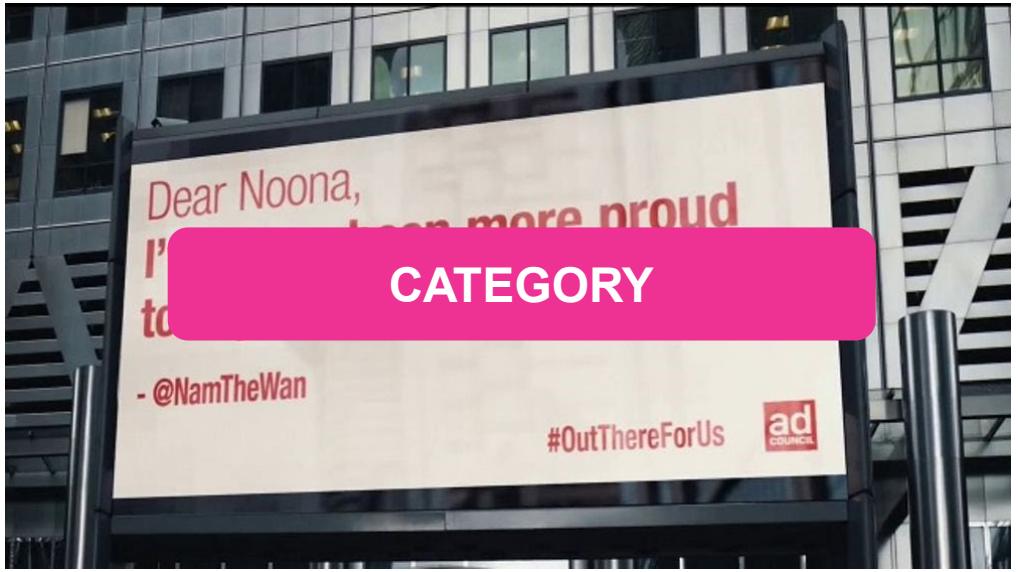


© System1 Group PLC

COVID

CONSISTENCY

CREATIVE

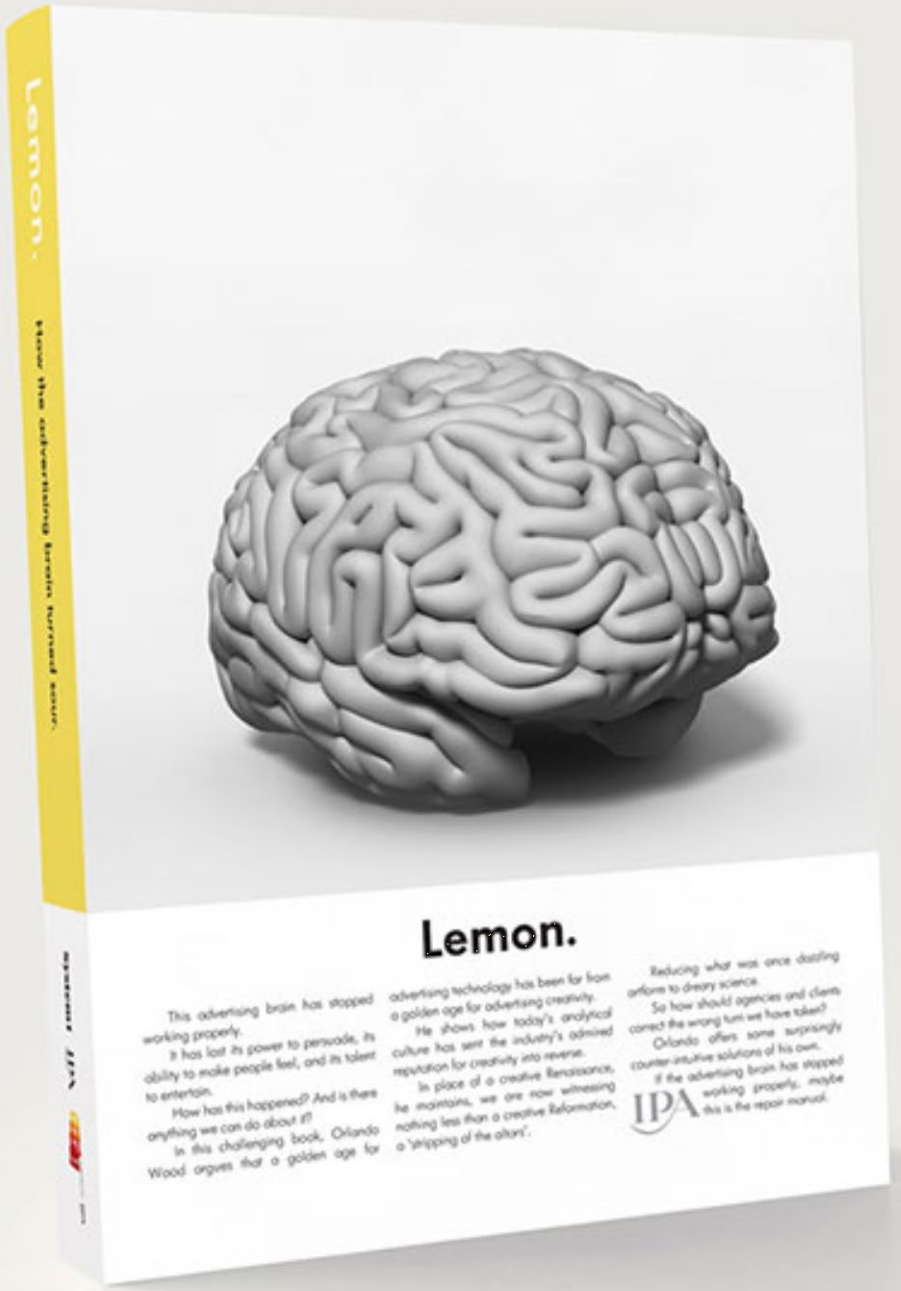


CATEGORY

© System1 Group PLC

Lemon | If Advertising is broken, then maybe this is the repair manual

Lemon is like no Advertising book you have ever read. It draws on cutting edge neuroscience, cultural history and exclusive research to uncover the roots of the decline in Advertising effectiveness



System1

Chapter 3

Top 10 Ads in Canada from 2020.

System1

The Effectiveness Agency

Canada's Top Rated Ads 2020

10

System1 In partnership with think tv supported by acma nlogic

Tim Hortons

“Hickory Smoked Bacon”

Canada

Star Rating:

Good

Predicts **long-term** market share growth

New!
Tastier Bacon Breakfast Sandwich
Fluffy
Crispier
100% Canadian eggs
Tim Hortons
At participating restaurants in Canada ©Tim Hortons, 2020

Canada's Top Rated Ads 2020

9

System1 In partnership with think tv supported by aca nlogic

nutella
“Add a Little Joy”
Canada
3.6
Star Rating:
Good
Predicts long-term market share growth

nutella

System1 In partnership with think tv supported by acma nlogic

RITZ
“Make it Rich”
Canada
3.9
Star Rating:
Good
Predicts long-term market share growth

LIFE'S
RICH

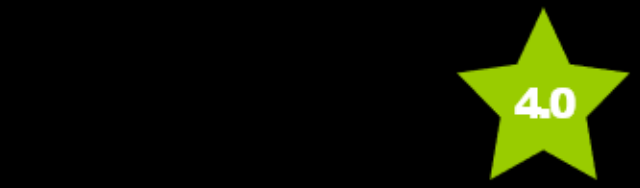
Canada's Top Rated Ads 2020

7

System1 In partnership with think tv supported by aca nlogic

“Dog Devours Breakfast”

Canada



Star Rating:

Strong

Predicts **long-term** market share growth

Cesar

Canada's Top Rated Ads 2020

6

System1 In partnership with think tv supported by aca nlogic

“Stay Playful”

Canada

Star Rating:

Strong

Predicts **long-term** market share growth

OREO

Canada's Top Rated Ads 2020

5

System1 In partnership with think tv supported by aca nlogic

Tim Hortons

“Dream Desserts”

Canada

Star Rating:

Strong

Predicts **long-term** market share growth

new
Dream
Donuts

System1 In partnership with think tv supported by acaa nlogic

"Favorite Combination"

Canada

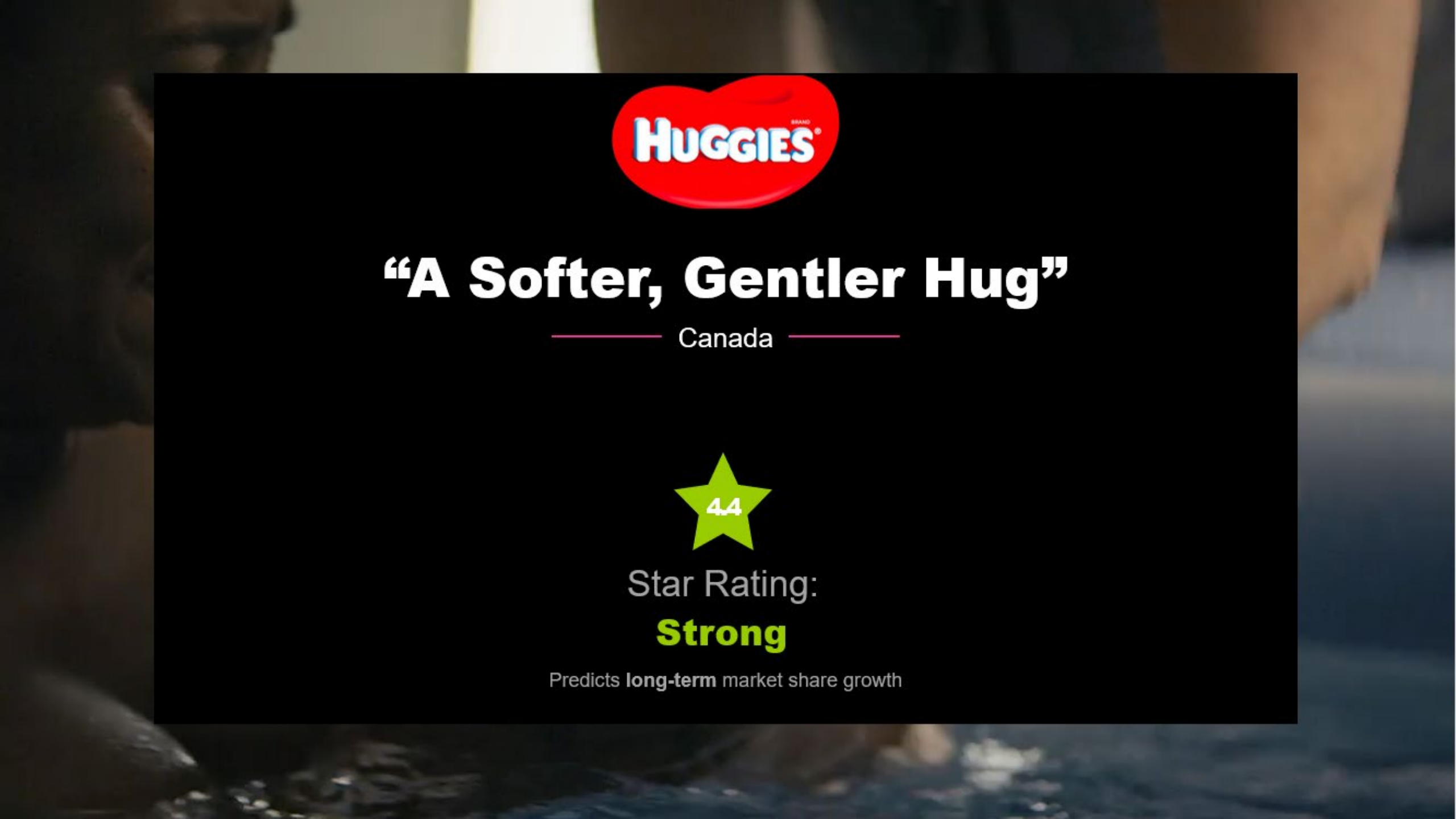
Star Rating:

Strong

Predicts **long-term** market share growth

AS GOOD
AS YOU
Dairy
Milk
OREO
THINK
IT IS.
Cadbury

System1 In partnership with think tv supported by acaa nlogic


HUGGIES
“A Softer, Gentler Hug”
Canada
4.4
Star Rating:
Strong
Predicts long-term market share growth

Amazing absorbency
wrapped in the softest hug we've ever made.

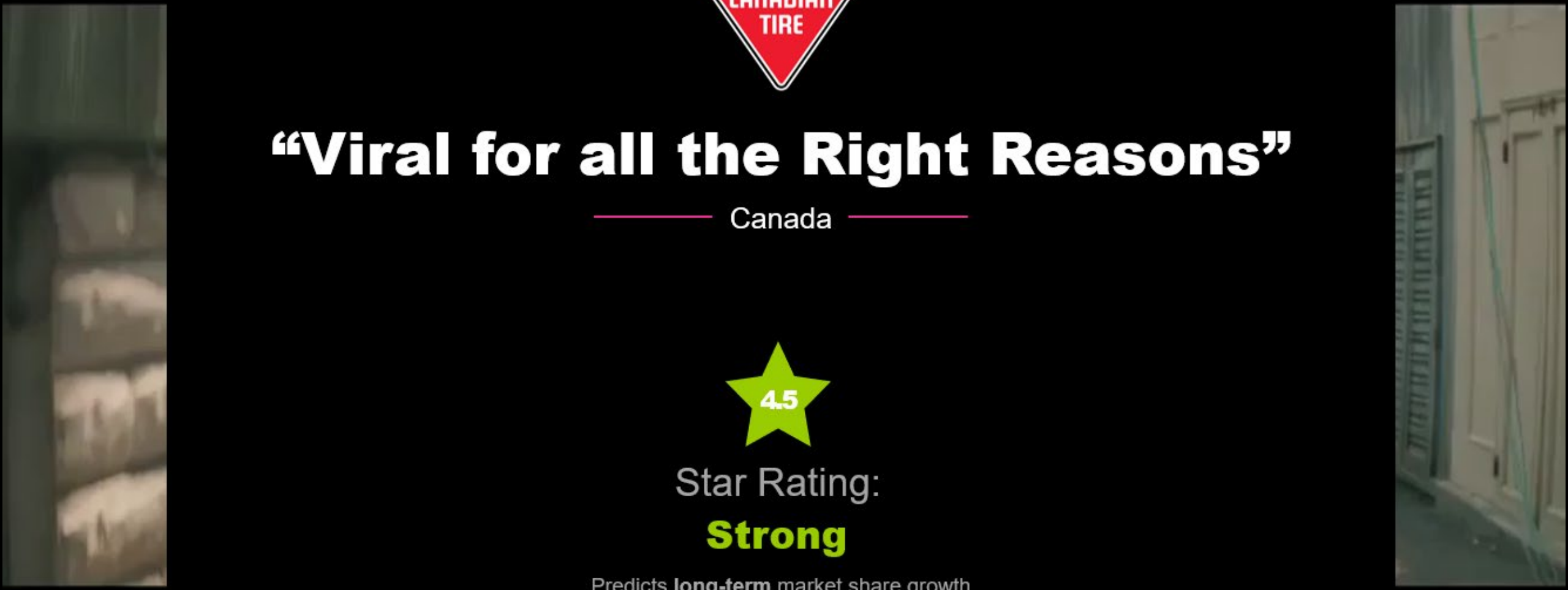
Canada's Top Rated Ads 2020

2

System1 In partnership with think tv supported by acma nlogic

“Viral for all the Right Reasons”

Canada

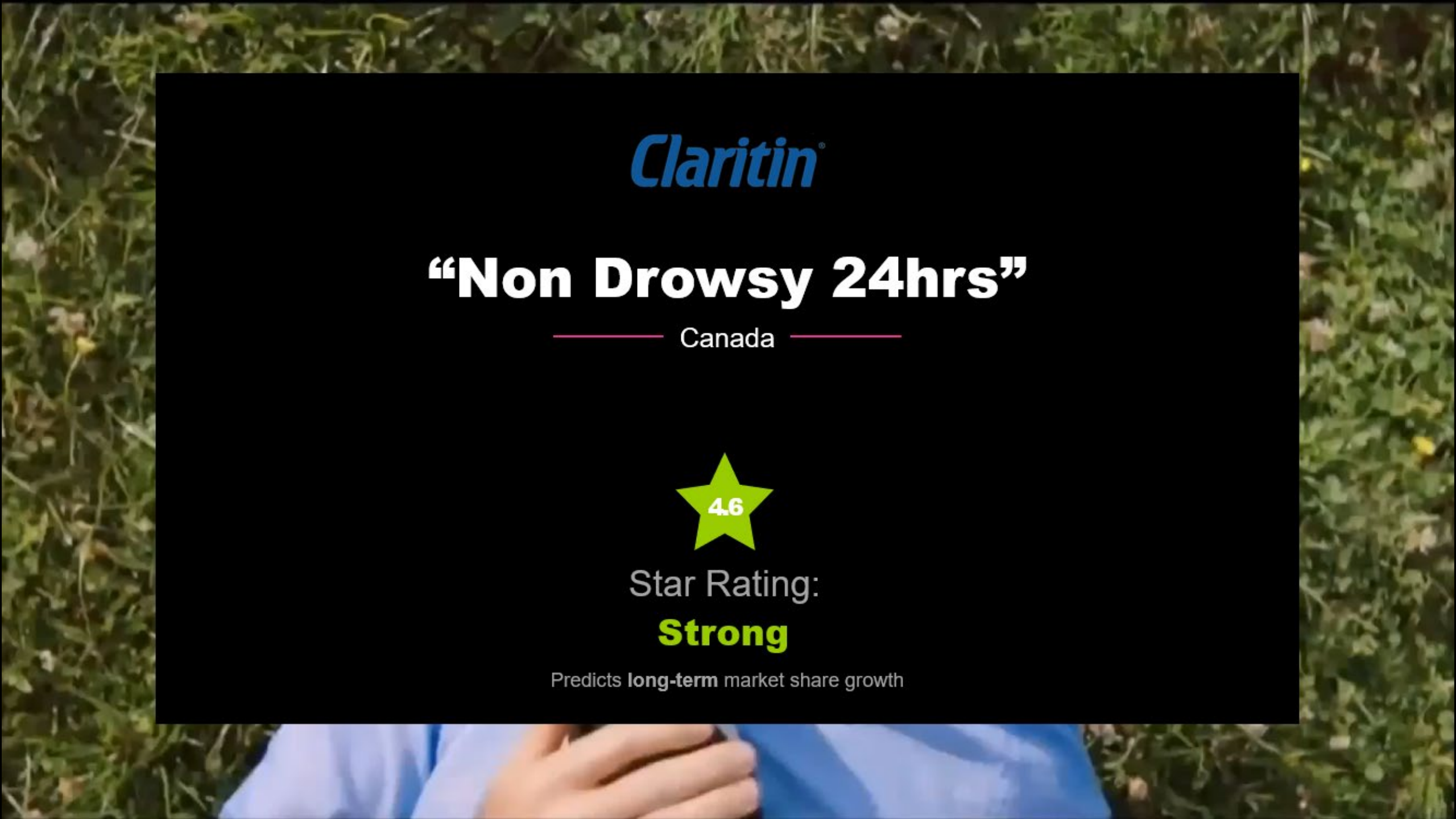


Star Rating:

Strong

Predicts **long-term** market share growth

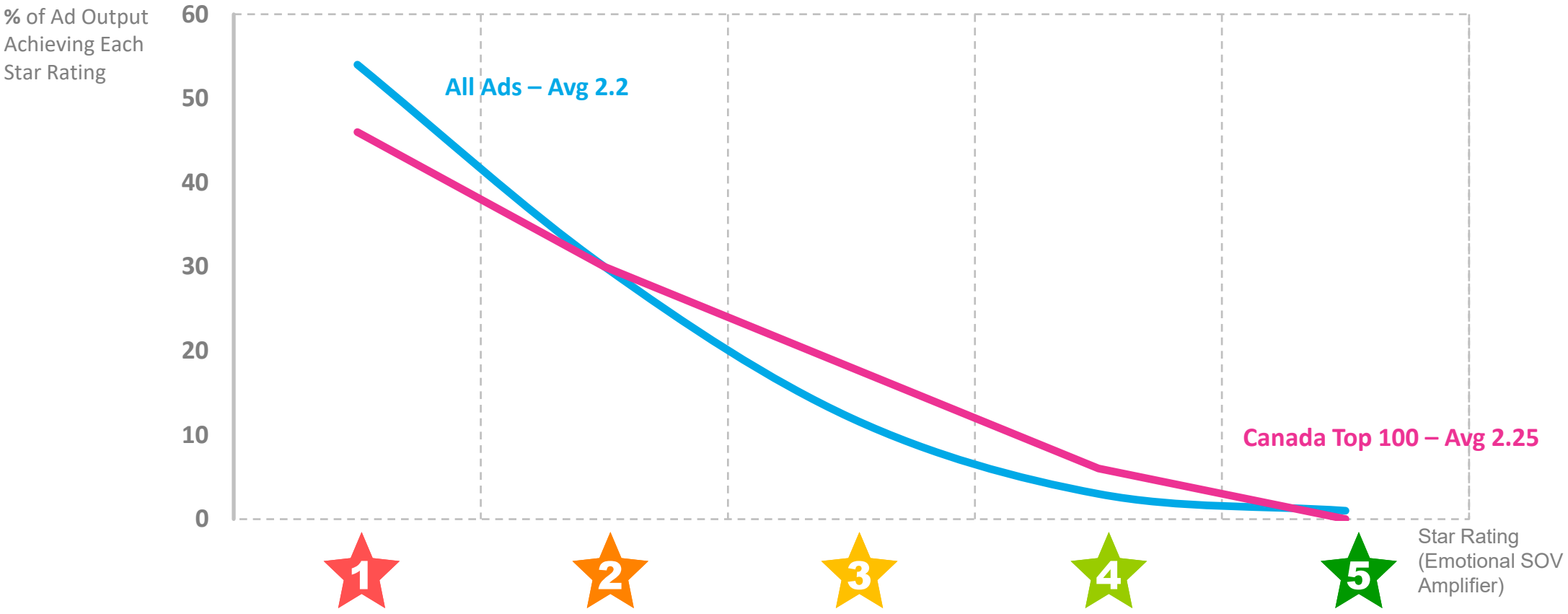
System1 In partnership with think tv supported by acaa nlogic


Claritin
“Non Drowsy 24hrs”
Canada
4.6
Star Rating:
Strong
Predicts long-term market share growth

Claritin is an antihistamine so it hinders the cascade triggered by allergens.

Star Rating | How does Canada measure up (top 100 spenders)

1	2	3	4	5	
54%	*30%*	*12%*	*3%*	*1%*	*UK/US Total*
46%	*30%*	*18%*	*6%*	*0%*	*Canada Top 100 2020*



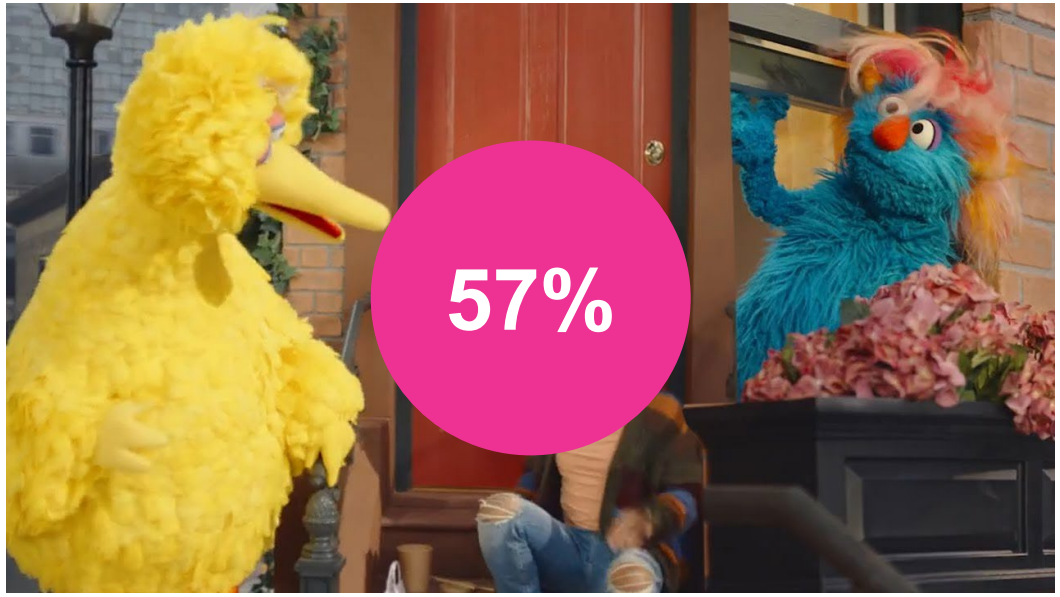
Star Rating | How to make a 5 Star Ad in Canada

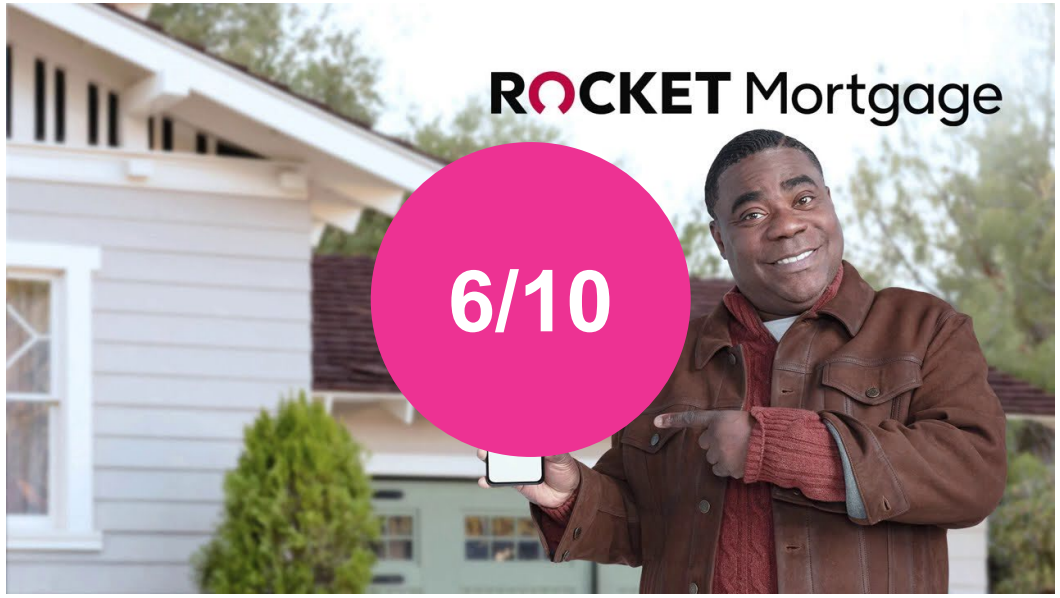
Super
Bowl
2021
Half Time Ad Break

Super Bowl Poll

Super Bowl Poll

Star Rating | Super Bowl 2021 looked very different to 2020





Inclusivity | All the Top 10 were inclusive and 7 out of 10 led with minority actors

		Star Rating	Spike Rating	Fluency Rating	Total Spend	First Aired Date
1st	We got ya baby Huggies	5.4 Exceptional	1.25 Strong	50 Modest	Unavailable	8/2/2021
2	Come Together M&M's	4.8 Strong	1.67 Exceptional	89 Exceptional	Unavailable	7/2/2021
3	The Neighborhood DoorDash	4.7 Strong	1.37 Exceptional	58 Modest	Unavailable	8/2/2021
4	Serena Williams Nintendo	4.6 Strong	1.49 Exceptional	75 Strong	Unavailable	8/2/2021
5	$10 Tastemaker Pizza Hut	4.4 Strong	1.55 Exceptional	83 Exceptional	Unavailable	8/2/2021
6	The Rising Indeed.com	4.3 Strong	1.31 Strong	56 Modest	Unavailable	7/2/2021
7	Tracy Morgan Pretty Sure Quicken Loans	4.2 Strong	1.53 Exceptional	80 Exceptional	Unavailable	8/2/2021
8	Anthony vs Mama T-Mobile	4.2 Strong	1.47 Exceptional	70 Good	Unavailable	8/2/2021
9	Coming 2 America Official Trailer Amazon	4.2 Strong	1.37 Exceptional	62 Good	Unavailable	8/2/2021
10	It Wasn't Me Cheetos	4.1 Strong	1.65 Exceptional	88 Exceptional	Unavailable	7/2/2021

Chapter 5

How to make a 5 Star Ad.

System1

The Effectiveness Agency

5 Creative

Emotion.
Speak to the heart, don’t bother the brain
Seduction not persuasion for 11x the gain

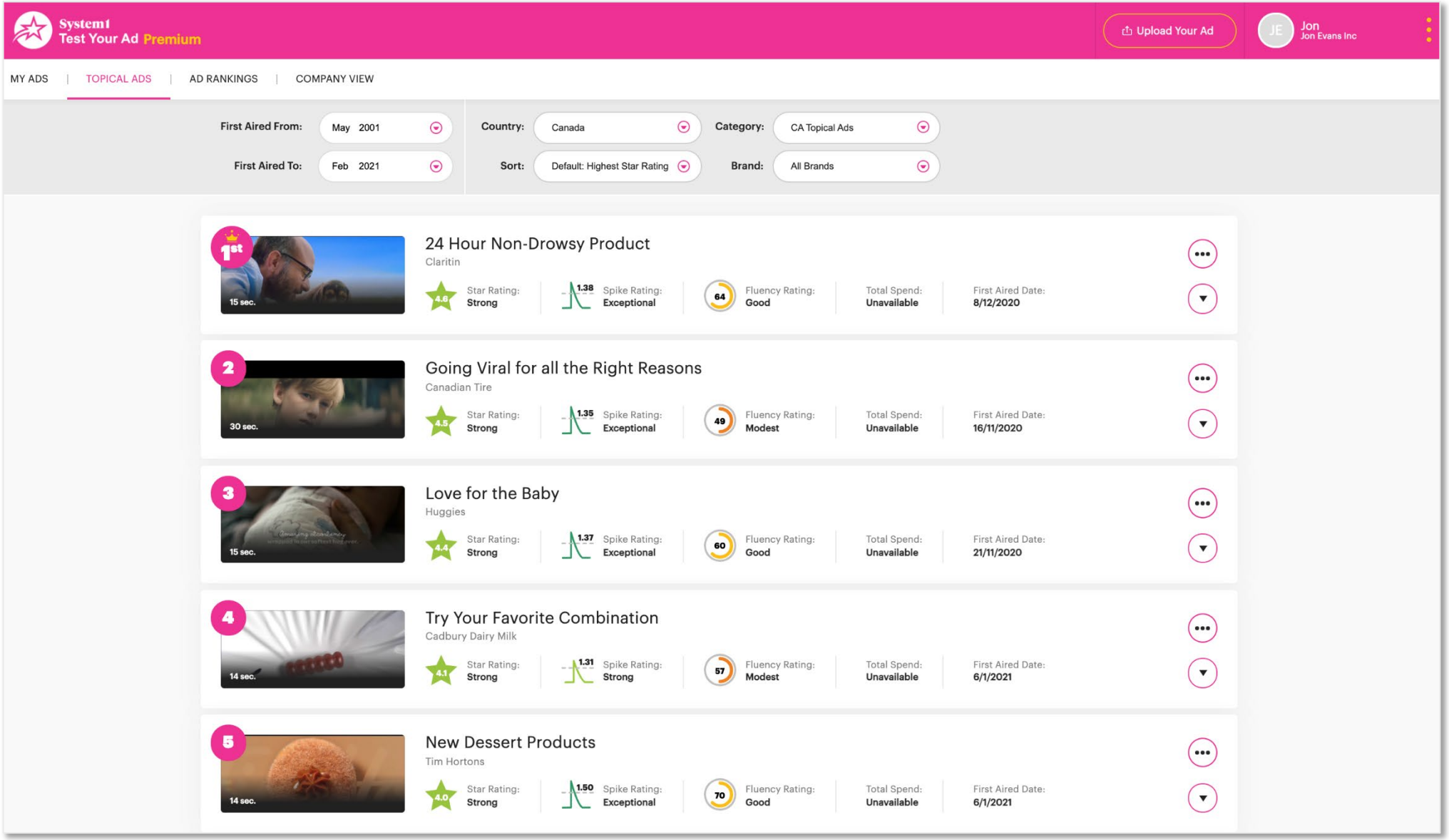
Story arc.
Those who tell the best stories rule the world

Soundtrack.
Music speaks straight to the heart and stirs the soul

Fluent device.
Brand recognition speeds decision

Characters.
We all need someone or something to cheer for

The more people feel, the more people buy

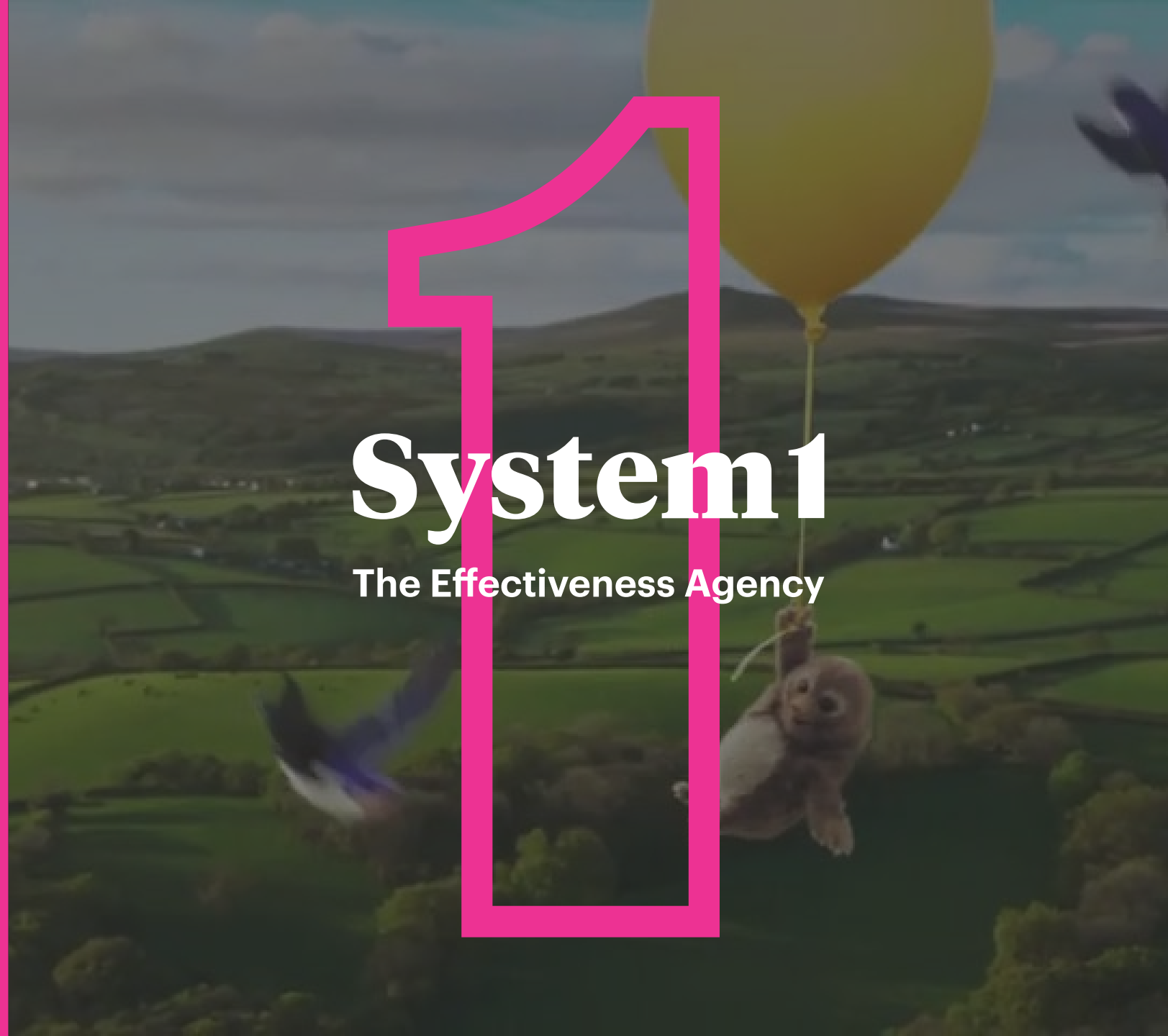


© System1 Group PLC

Jon Evans

Chief Marketing Officer

testyourad.com

jon.evans@system1group.com

System1