

Webinar

# Canada's Top Rated Ads 2020

Wednesday February 24th | 10am (EST)

**System1**

In partnership with **think<sup>tv</sup>**

SUPPORTED  
BY:



**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

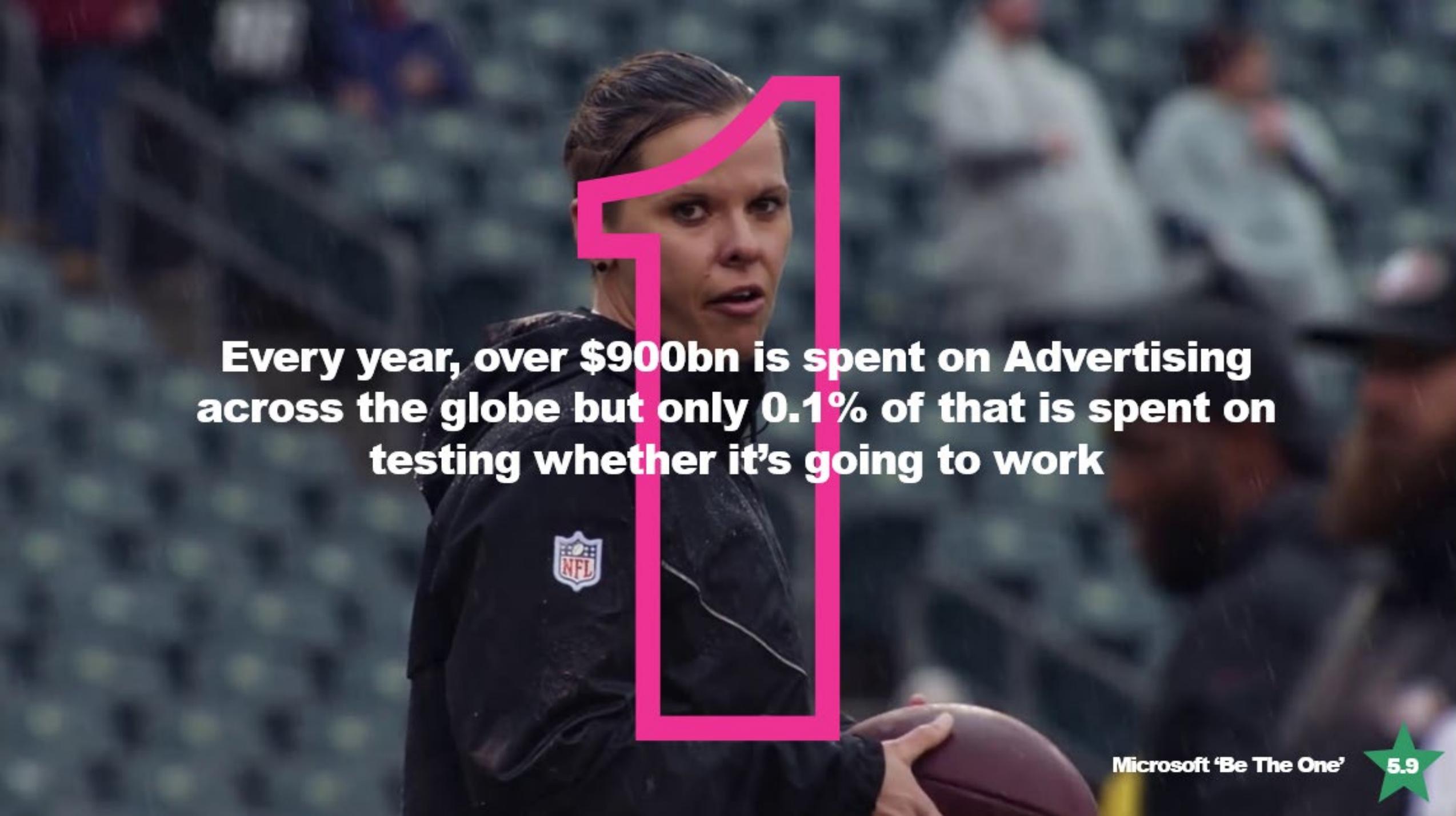


# Chapter 1

How we calculate the scores.

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The Effectiveness Agency

A woman with dark hair pulled back, wearing a black NFL jacket, is looking off to the side while holding a football. A large, thick pink number '1' is superimposed over her face and the text. The background is a blurred stadium with spectators.

**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.

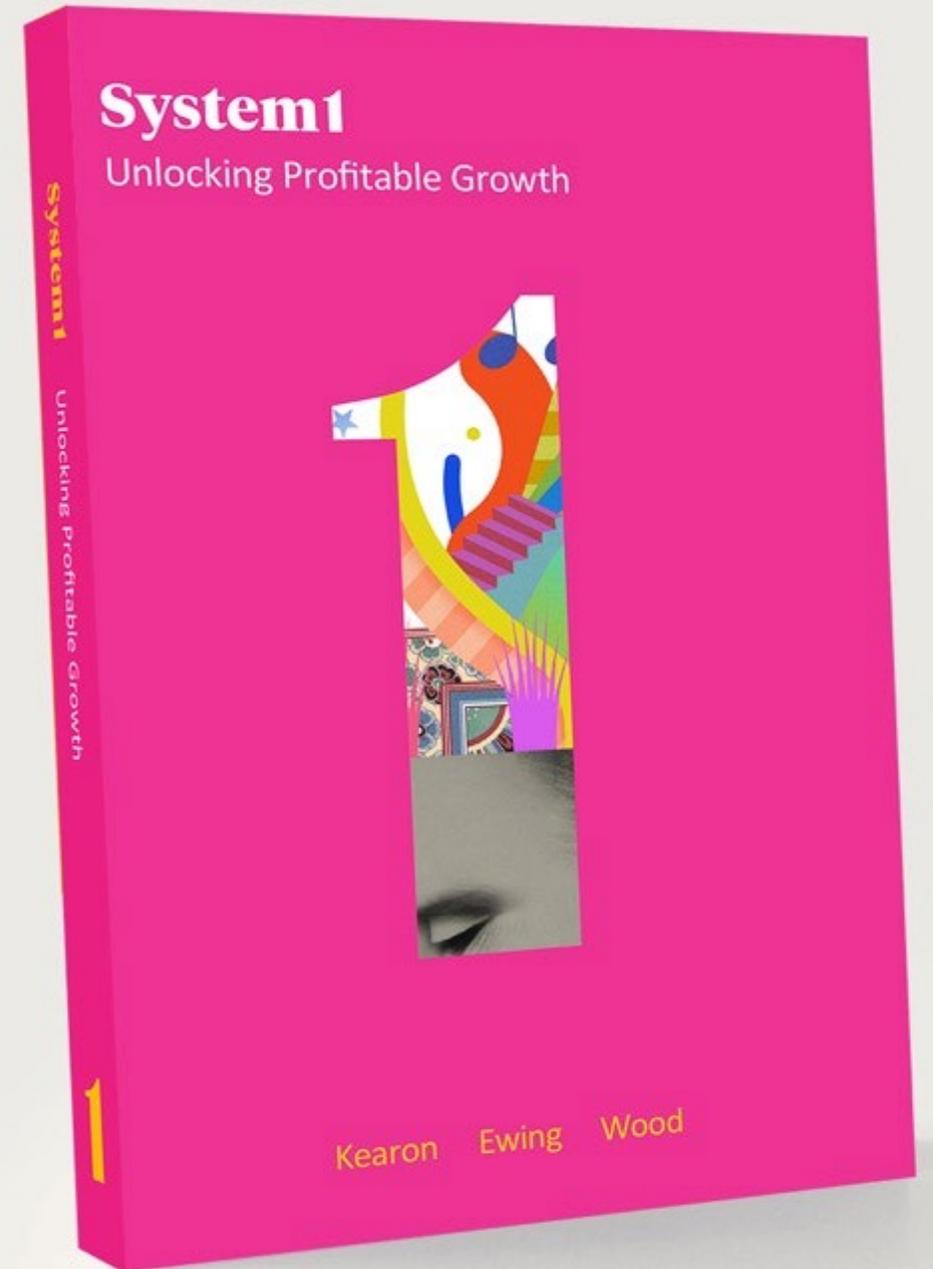


**We know which ones.**

**System1** | How behavioural science can unlock long term growth

**We think less than we think we think.**

**The more you feel, the more you buy.**



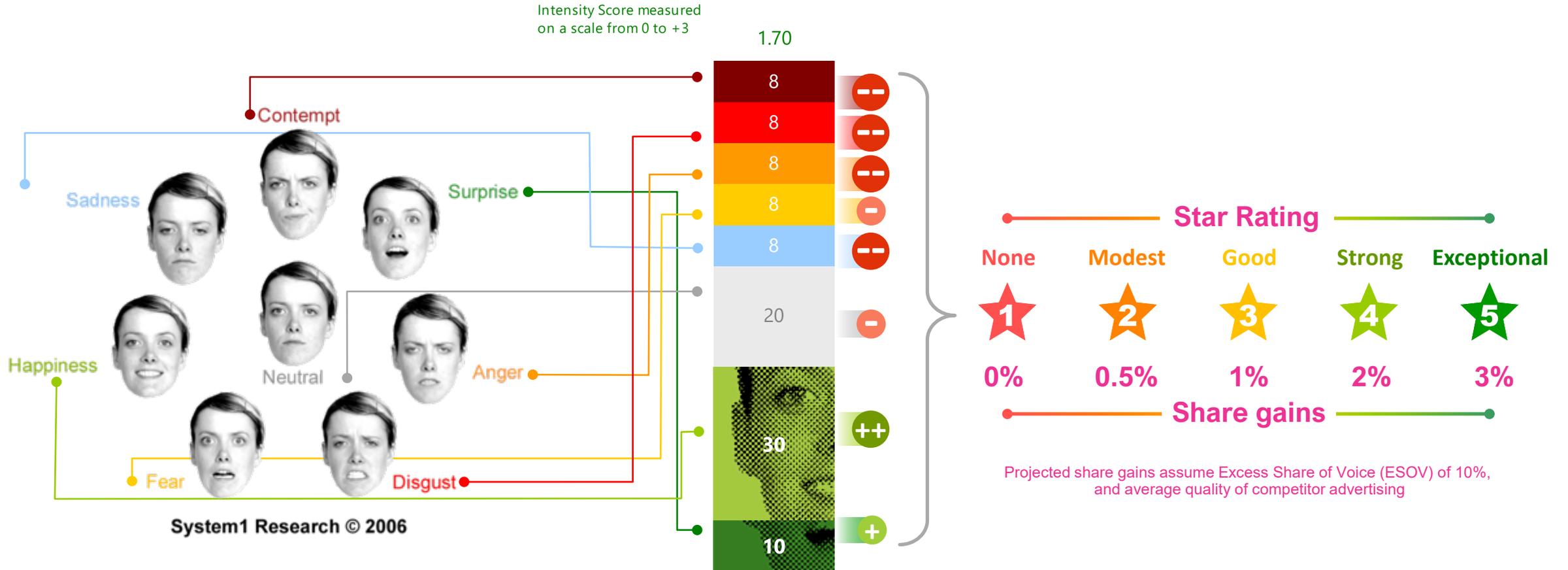
*“if System1 is the Oval office,  
then System2 is the press  
office” Rory Sutherland*



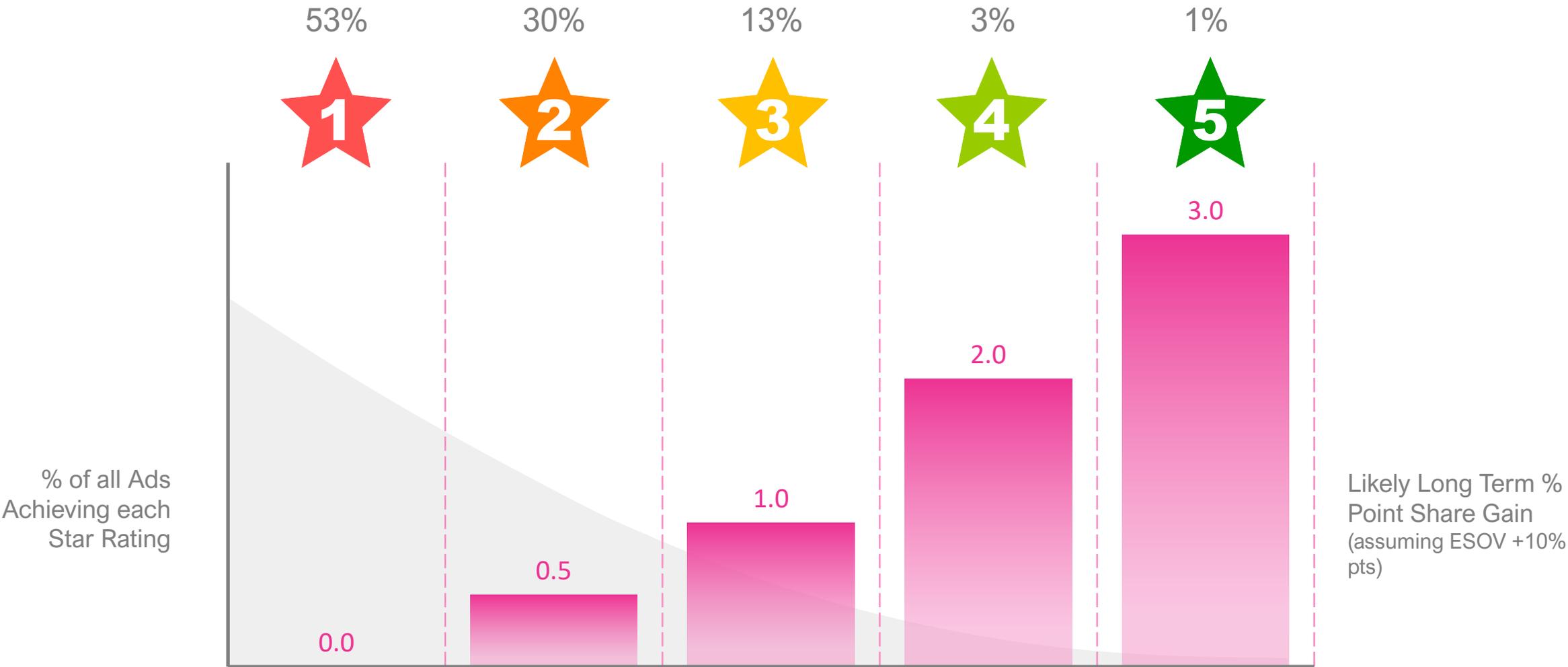
*“The answer to a simple  
question – how do I feel about  
it? – is an excellent proxy for  
the answer to a far more  
complex question  
– what do I think about it?  
Daniel Kahneman*



# Emotion | How emotional Advertising leads to long term effectiveness



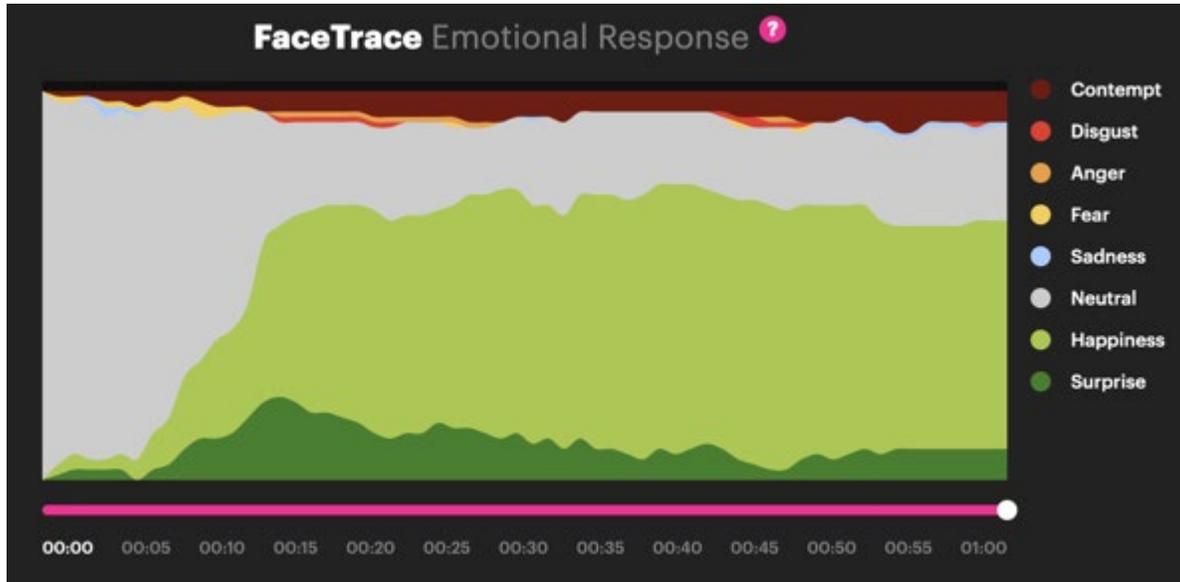
# Star Rating | More than half of Advertising has no impact at all



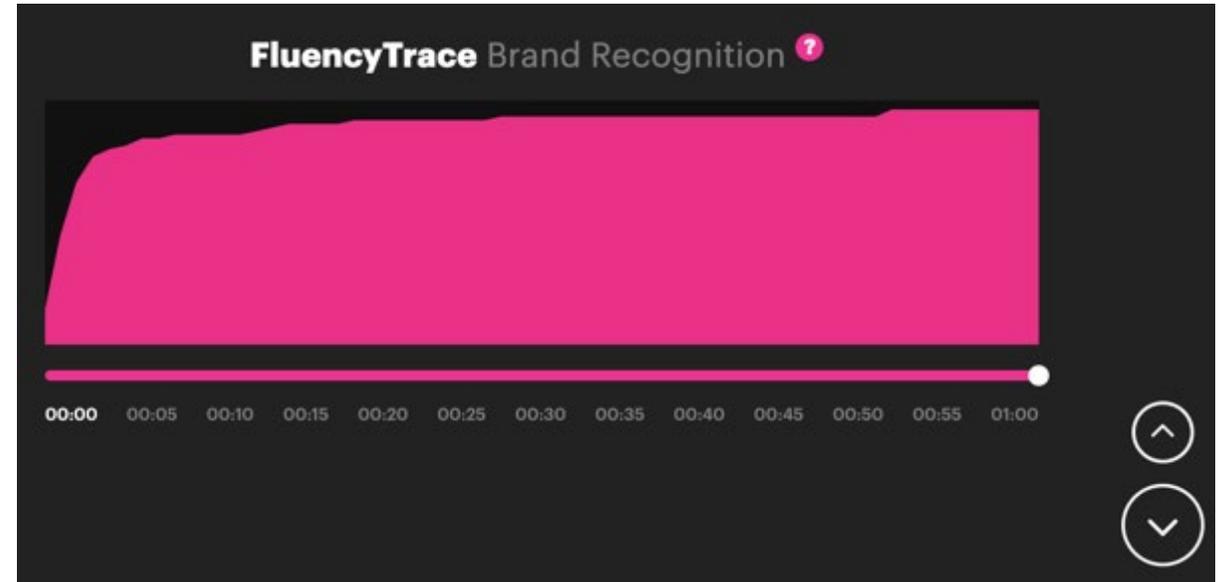
Note: Share is used to account for changes in the size of the category. Gain is an average and other factors will impact on performance (such as price, promotion, availability, competitor advertising quality, ESOV etc)

# Spike Rating | Short term impact can be measured through Spike

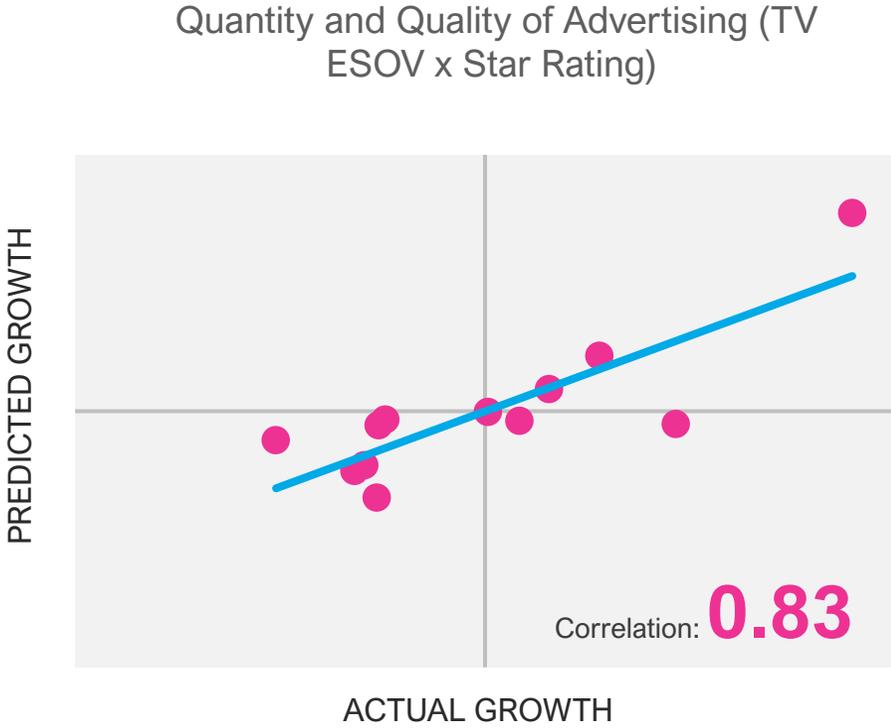
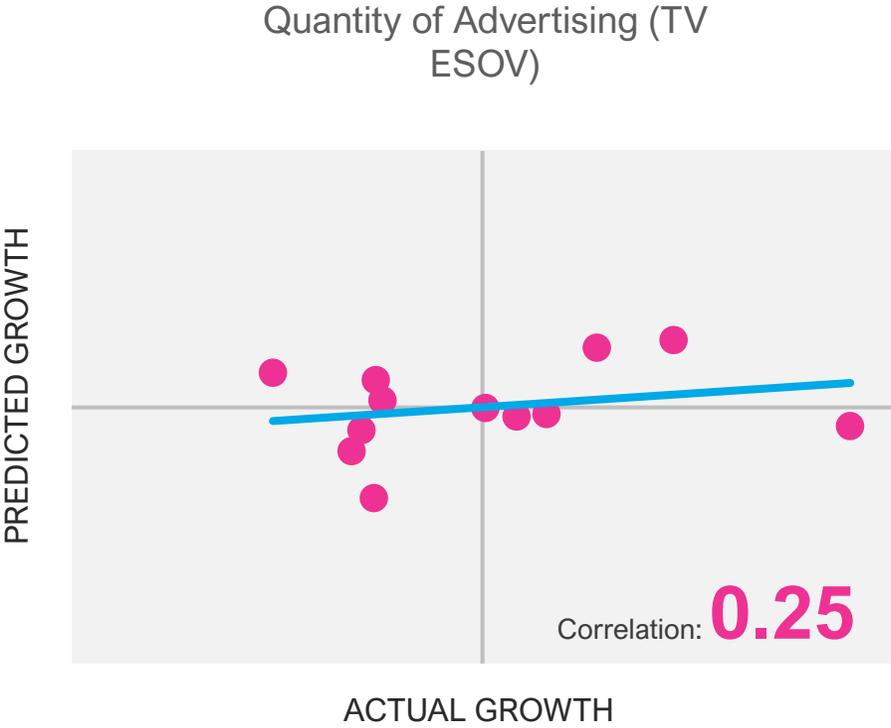
1 We capture the intensity of emotion which creates **attention**



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



# Brand Growth | Cereal Category Validation



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

## 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	<b>0.83</b>
Cereals US	77	15	\$289.2m	\$7.03bn	0.59	<b>0.74</b>
Gum US	20	6	\$83.0m	\$3.19bn	0.30	<b>0.67</b>
Savoury Snacks UK	29	15	£25.8m	£1.77bn	0.49	<b>0.62</b>
Toothpaste US	43	6	\$231.7m	\$2.86bn	0.50	<b>0.75</b>
Yoghurts UK	33	9	£24.1m	£828m	0.71	<b>0.82</b>

First Aired From: May 2001

Country: US

Category: Sports, Performance & Leisure

Layout: LIST VIEW COMPARE

First Aired To: Feb 2021

Sort: Default: Highest Star Rating

Brand: All Brands

Include Results from My Ads

### Sports, Performance & Leisure

67 Ads



You Can't Stop Sisters

Nike

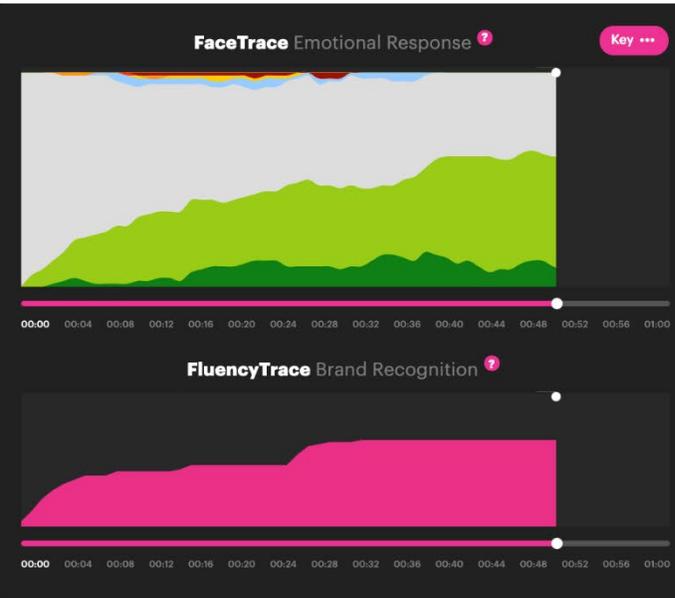
Star Rating: Exceptional 3.4

Spike Rating: Exceptional 1.37

Fluency Rating: Modest 56

Total Spend: Unavailable

First Aired Date: 1/9/2020



**YOU CAN'T STOP SISTERS.**



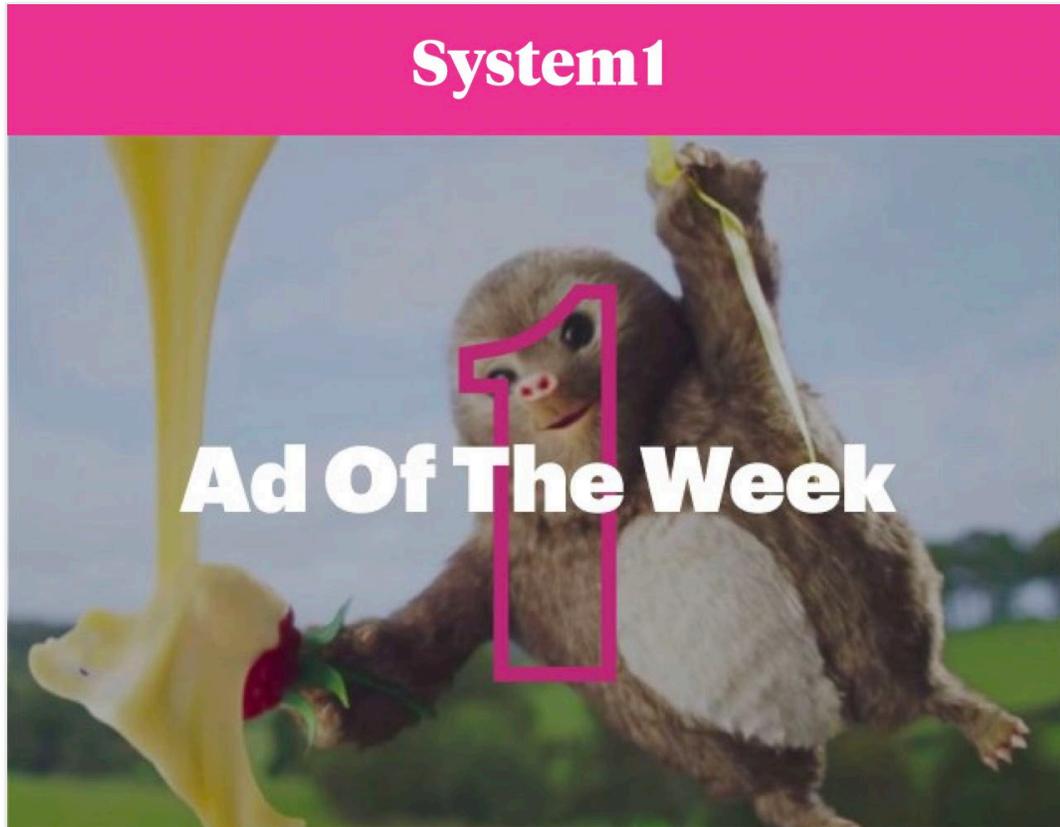
## Chapter 2

A review of 2020 with Ad of the Week.

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# 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

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

*'Normality'*



Q1

*Covid response*



Q2

*Covid only as context*



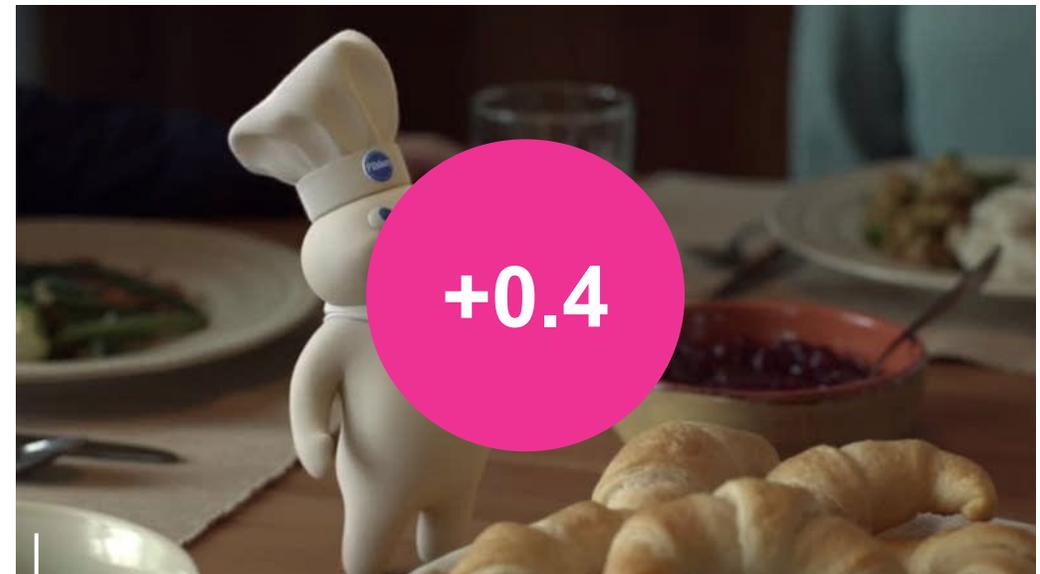
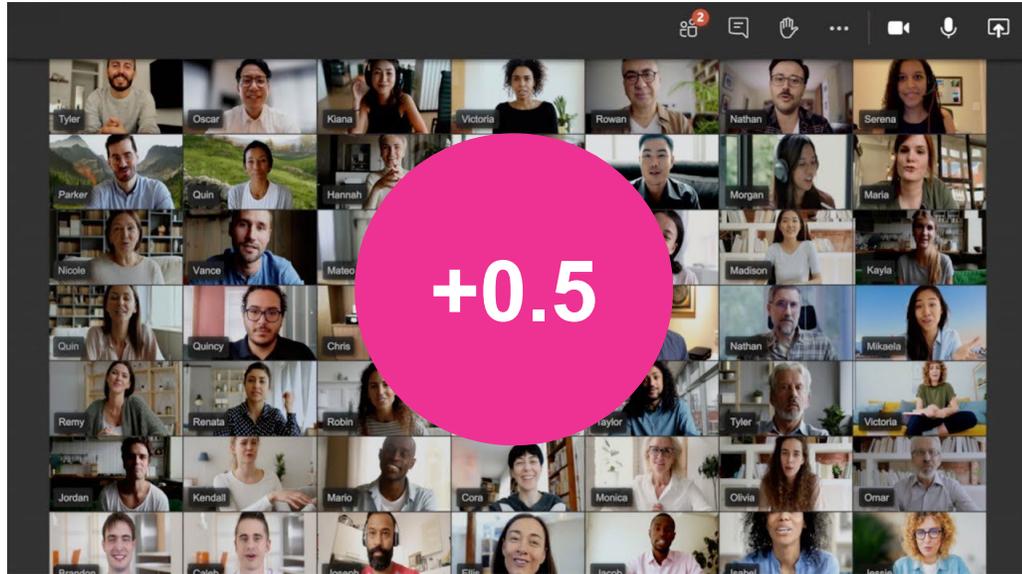
Q3

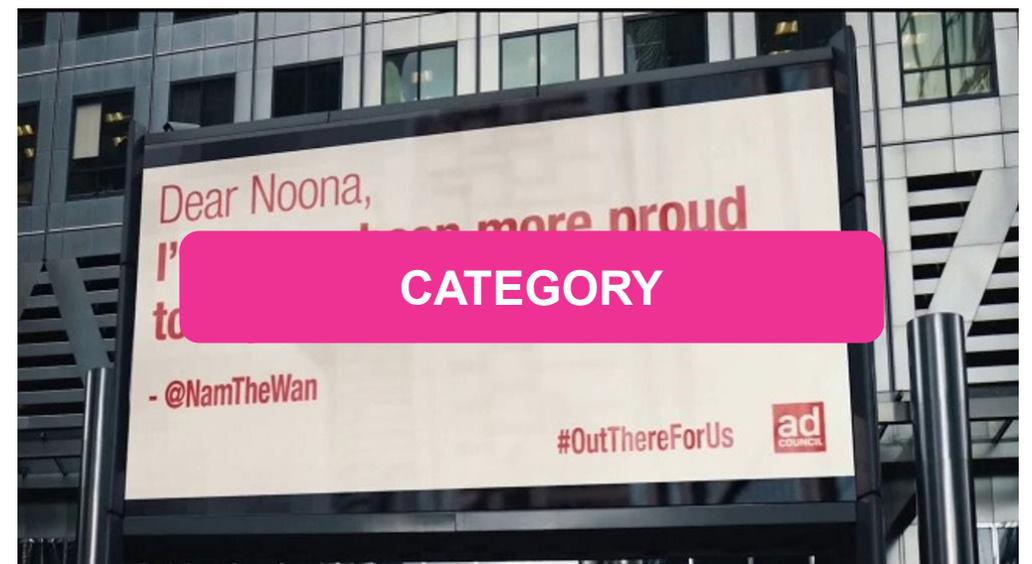
*Christmas Nostalgia & Consistency*



Q4

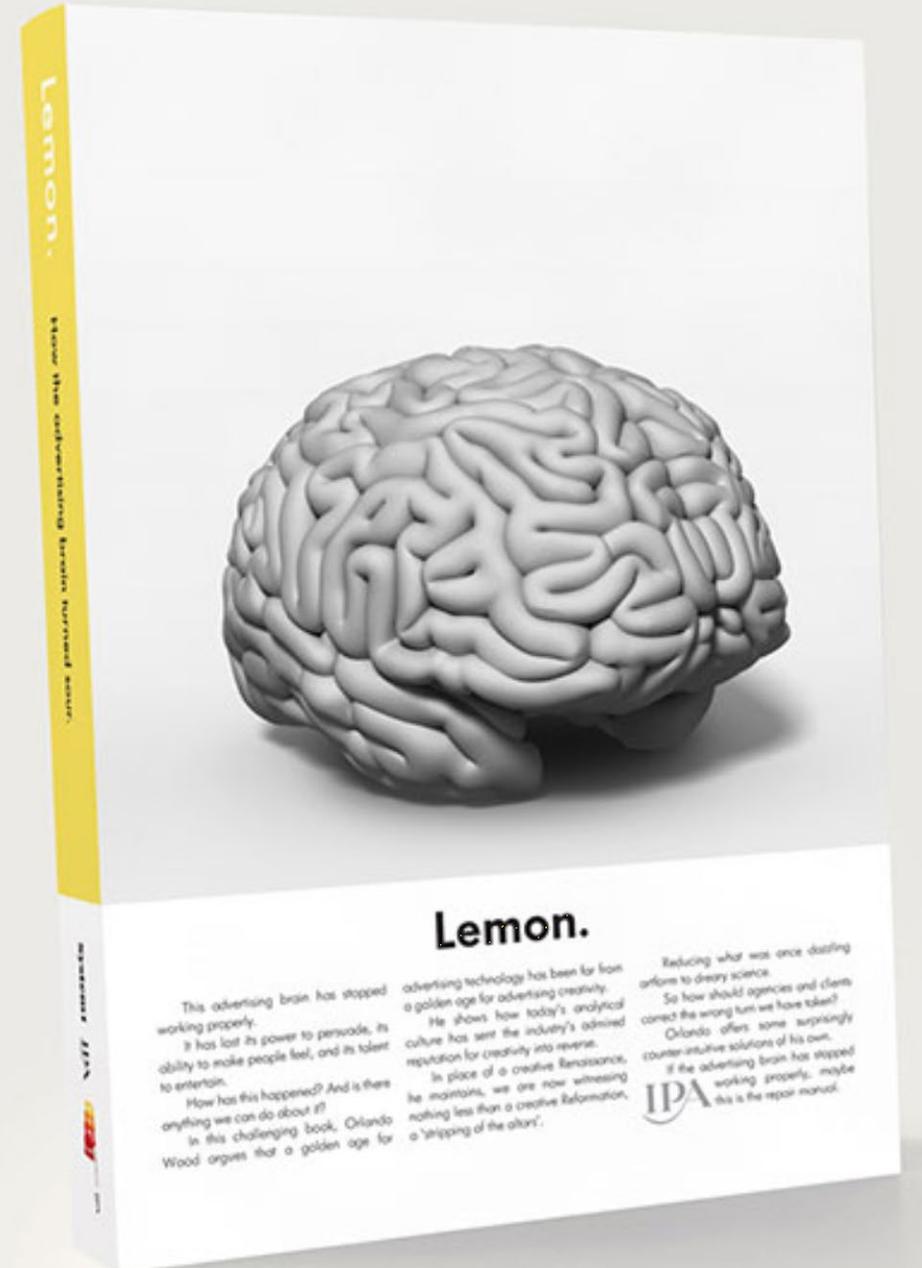






# Lemon | If Advertising is broken, then maybe this is the repair manual

*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*



## Chapter 3

Top 10 Ads in Canada from 2020.

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**Canada's  
Top Rated Ads  
2020**

**10**

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*Tim Hortons*

# “Hickory Smoked Bacon”

Canada



Star Rating:

**Good**

Predicts **long-term** market share growth

New!

# Tastier Bacon Breakfast Sandwich

Fluffy →

↖  
Crispier



At participating restaurants in Canada ©Tim Hortons, 2020

# Canada's Top Rated Ads 2020

# 9

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**nutella**

**“Add a Little Joy”**

Canada



Star Rating:

**Good**

Predicts **long-term** market share growth





# **Canada's Top Rated Ads 2020**

# 8

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# “Make it Rich”

— Canada —



Star Rating:

**Good**

Predicts **long-term** market share growth

A man in a grey suit and white shirt is seated at a round table with a white tablecloth, looking towards a woman. The woman is wearing a dark, sequined dress and is smiling while holding a small piece of food. The table is set with a white plate, a glass, and a lit candle. The background features light-colored curtains and a candle in a holder. The text "LIFE'S RICH" is overlaid in the center in a bold, yellow, sans-serif font.

**LIFE'S  
RICH**

# Canada's Top Rated Ads 2020

# 7

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# “Dog Devours Breakfast”

— Canada —



Star Rating:

**Strong**

Predicts long-term market share growth

A man in a light blue shirt and dark tie sits on a white conference chair in a modern meeting room. He is looking out a large window at a city skyline. A small white dog sits on the windowsill next to him. The room features a long, dark conference table and several other white chairs. A large, stylized "Cesar" logo is overlaid on the right side of the image. The logo is black with a gold outline and the word "Cesar" in white cursive script.

*Cesar*



# **Canada's Top Rated Ads 2020**

# 6

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# “Stay Playful”

Canada



Star Rating:

**Strong**

Predicts long-term market share growth





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# 5

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*Tim Hortons*

# “Dream Desserts”

Canada

4.0

Star Rating:

**Strong**

Predicts long-term market share growth



new  
**Dream  
Donuts**

Maple & Old Fashioned donuts for a limited time. ©Tim Harkin, 2010



# **Canada's Top Rated Ads 2020**

# 4

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# “Favorite Combination”

— Canada —

4.1

Star Rating:

**Strong**

Predicts long-term market share growth

AS GOOD  
AS YOU



THINK  
IT IS.





# **Canada's Top Rated Ads 2020**

# **3**

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# “A Softer, Gentler Hug”

Canada



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

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# “Viral for all the Right Reasons”

Canada



Star Rating:

**Strong**

Predicts **long-term** market share growth



# Canada's Top Rated Ads 2020

# 1

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*Claritin*<sup>®</sup>

**“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)



54%

30%

12%

3%

1%

UK/US Total

46%

30%

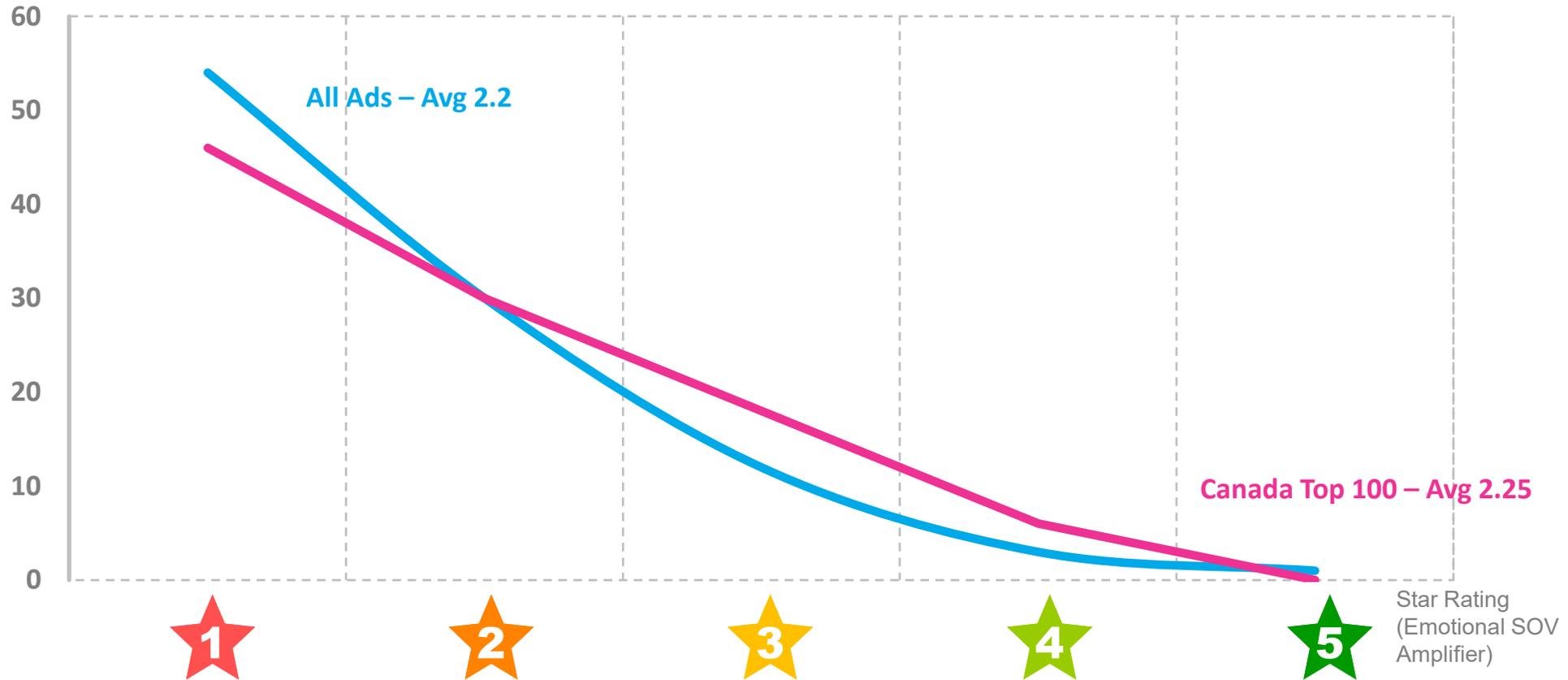
18%

6%

0%

Canada Top 100 2020

% of Ad Output Achieving Each Star Rating



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



A woman with dark hair pulled back, wearing a dark jacket with an NFL logo on the chest, is holding a brown football. She has a serious expression and is looking slightly to the right. The background is a blurred crowd of people. The text is overlaid on the image.

**Super  
Bowl  
2021**

**Half Time Ad Break**

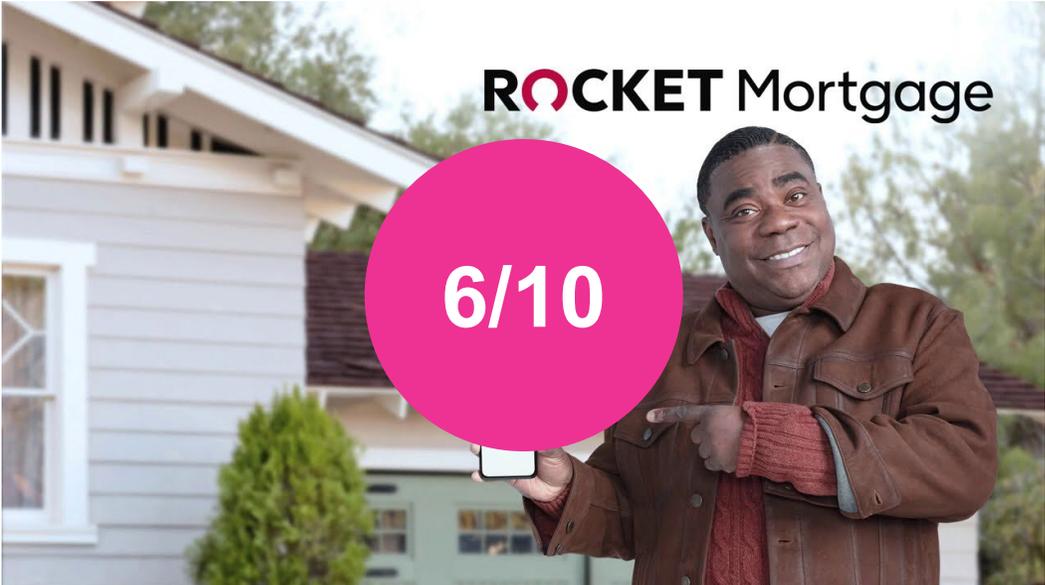
# Super Bowl Poll



# 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

1		<b>We got ya baby</b> Huggies	Star Rating: <b>Exceptional</b>	Spike Rating: <b>1.25</b> Strong	Fluency Rating: <b>50</b> Modest	Total Spend: <b>Unavailable</b>	First Aired Date: <b>8/2/2021</b>
2		<b>Come Together</b> M&M's	Star Rating: <b>Strong</b>	Spike Rating: <b>1.67</b> Exceptional	Fluency Rating: <b>80</b> Exceptional	Total Spend: <b>Unavailable</b>	First Aired Date: <b>7/2/2021</b>
3		<b>The Neighborhood</b> DoorDash	Star Rating: <b>Strong</b>	Spike Rating: <b>1.37</b> Exceptional	Fluency Rating: <b>50</b> Modest	Total Spend: <b>Unavailable</b>	First Aired Date: <b>8/2/2021</b>
4		<b>Serena Williams</b> Nintendo	Star Rating: <b>Strong</b>	Spike Rating: <b>1.49</b> Exceptional	Fluency Rating: <b>75</b> Strong	Total Spend: <b>Unavailable</b>	First Aired Date: <b>8/2/2021</b>
5		<b>\$10 Tastemaker</b> Pizza Hut	Star Rating: <b>Strong</b>	Spike Rating: <b>1.55</b> Exceptional	Fluency Rating: <b>83</b> Exceptional	Total Spend: <b>Unavailable</b>	First Aired Date: <b>8/2/2021</b>
6		<b>The Rising</b> Indeed.com	Star Rating: <b>Strong</b>	Spike Rating: <b>1.21</b> Strong	Fluency Rating: <b>56</b> Modest	Total Spend: <b>Unavailable</b>	First Aired Date: <b>7/2/2021</b>
7		<b>Tracy Morgan Pretty Sure</b> Quicken Loans	Star Rating: <b>Strong</b>	Spike Rating: <b>1.53</b> Exceptional	Fluency Rating: <b>80</b> Exceptional	Total Spend: <b>Unavailable</b>	First Aired Date: <b>8/2/2021</b>
8		<b>Anthony vs Mama</b> T-Mobile	Star Rating: <b>Strong</b>	Spike Rating: <b>1.47</b> Exceptional	Fluency Rating: <b>70</b> Good	Total Spend: <b>Unavailable</b>	First Aired Date: <b>8/2/2021</b>
9		<b>Coming 2 America Official Trailer</b> Amazon	Star Rating: <b>Strong</b>	Spike Rating: <b>1.37</b> Exceptional	Fluency Rating: <b>62</b> Good	Total Spend: <b>Unavailable</b>	First Aired Date: <b>8/2/2021</b>
10		<b>It Wasn't Me</b> Cheetos	Star Rating: <b>Strong</b>	Spike Rating: <b>1.65</b> Exceptional	Fluency Rating: <b>88</b> Exceptional	Total Spend: <b>Unavailable</b>	First Aired Date: <b>7/2/2021</b>



## Chapter 5

How to make a 5 Star Ad.

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## 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**



First Aired From:  Country:  Category:   
 First Aired To:  Sort:  Brand:

 <p>1st 15 sec.</p>	<p><b>24 Hour Non-Drowsy Product</b> Claritin</p>	<p>4.6 Star Rating: <b>Strong</b></p>	<p>1.38 Spike Rating: <b>Exceptional</b></p>	<p>64 Fluency Rating: <b>Good</b></p>	<p>Total Spend: <b>Unavailable</b></p>	<p>First Aired Date: <b>8/12/2020</b></p>	<p>⋮ ▼</p>
 <p>2 30 sec.</p>	<p><b>Going Viral for all the Right Reasons</b> Canadian Tire</p>	<p>4.5 Star Rating: <b>Strong</b></p>	<p>1.35 Spike Rating: <b>Exceptional</b></p>	<p>49 Fluency Rating: <b>Modest</b></p>	<p>Total Spend: <b>Unavailable</b></p>	<p>First Aired Date: <b>16/11/2020</b></p>	<p>⋮ ▼</p>
 <p>3 15 sec.</p>	<p><b>Love for the Baby</b> Huggies</p>	<p>4.4 Star Rating: <b>Strong</b></p>	<p>1.37 Spike Rating: <b>Exceptional</b></p>	<p>60 Fluency Rating: <b>Good</b></p>	<p>Total Spend: <b>Unavailable</b></p>	<p>First Aired Date: <b>21/11/2020</b></p>	<p>⋮ ▼</p>
 <p>4 14 sec.</p>	<p><b>Try Your Favorite Combination</b> Cadbury Dairy Milk</p>	<p>4.1 Star Rating: <b>Strong</b></p>	<p>1.31 Spike Rating: <b>Strong</b></p>	<p>57 Fluency Rating: <b>Modest</b></p>	<p>Total Spend: <b>Unavailable</b></p>	<p>First Aired Date: <b>6/1/2021</b></p>	<p>⋮ ▼</p>
 <p>5 14 sec.</p>	<p><b>New Dessert Products</b> Tim Hortons</p>	<p>4.0 Star Rating: <b>Strong</b></p>	<p>1.50 Spike Rating: <b>Exceptional</b></p>	<p>70 Fluency Rating: <b>Good</b></p>	<p>Total Spend: <b>Unavailable</b></p>	<p>First Aired Date: <b>6/1/2021</b></p>	<p>⋮ ▼</p>



## **Jon Evans**

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**System1**



# System1

The Effectiveness Agency