

SURVEY RESULTS

INSIGHTS UNIVERSITY 2016

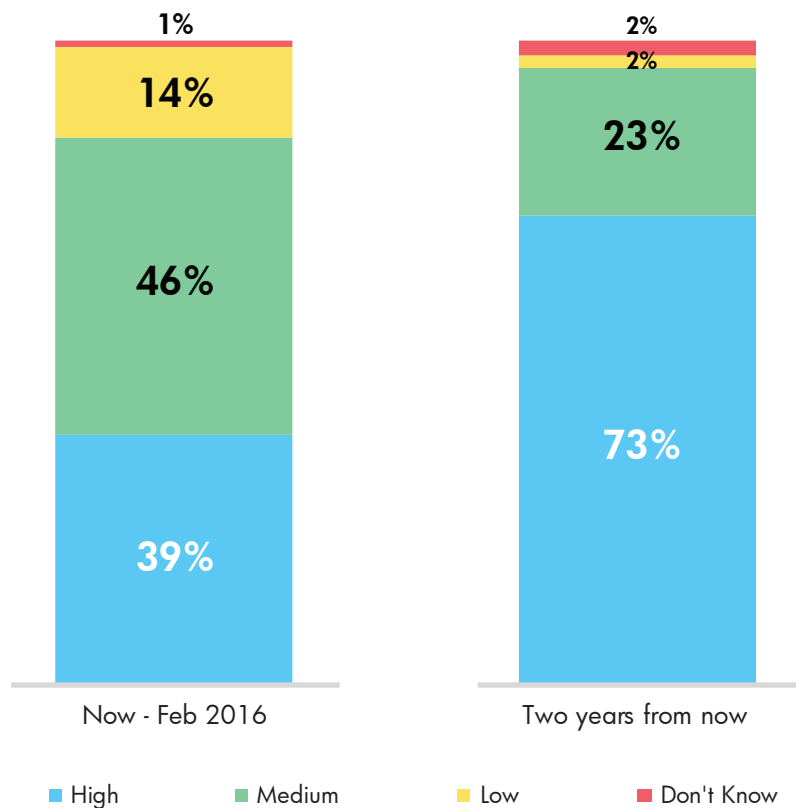
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RESPONDENTS PREDICT MARKETING SCIENCE TO HAVE GREATER IMPACT ON ADVERTISING IN TWO YEARS

We asked marketers for their thoughts on the current and perceived future impact of marketing science on communications.

Question: What impact do you think Marketing Science has on the content and message of advertising?



Sample size: n=125

PRESENT

Traditionally, advertising has been guided by 'gut-instinct' and arbitrary metrics which bear little correlation to business performance, specifically growth in market share, margin or the category.

FUTURE

Verified through decades of research experience, Forethought has determined the greatest impediment to growth is ineffective communications. To overcome this, marketers need to affect change by embedding rigour into the creative process and framing the creative brief on the scientifically-validated, rational and emotional drivers of consumer behaviour for the category.

CONSISTENT EFFECTIVE COMMUNICATIONS

Creativity thrives best under constraint. As such, prescribing the emotion to elicit and the rational *reasons to believe*, based on the validated drivers of consumer behaviour, narrows the focus for the creative team and produces the most commercially effective work.



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