



Marketing in the Era of Accountability

By Les Binet, Peter Field



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It is widely accepted that the case studies submitted to the IPA Effectiveness Awards are the most rigorous available. What is less well known is that the competition has enabled the IPA to build a separate database of confidential data about brands, their market situations, campaigns and results. This objective, comparable data is immensely valuable because it observes the conditions of proven, effective campaigns. This publication contains the first full analysis of this data. Based on a sample of 880 campaigns, Marketing in the Era of Accountability not only reveals factors that make marketing profitable, but also exposes practices and myths that lead to waste and inefficiency. The findings in this report are so powerful because the analysis is entirely evidence-based there are no unsubstantiated opinions or theories. Building on this empirical foundation, the report provides dozens of detailed recommendations and best practices covering every stage of campaign development and evaluation. There are of course no off-the-shelf solutions to a successful marketing strategy. But this report reveals proven success factors that can be adopted in virtually any product category.

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Editorial Review

About the Author

Les Binet heads DDB Matrix, DDB London's in-house econometrics consultancy. He has worked for clients including Unilever, Heinz, Nestlé, Volkswagen, Kraft, Sony, AXA and Anheuser Busch. Les has won more IPA Effectiveness Awards than any individual in the history of the competition and helped design the IPA dataBANK. Peter Field led the account planning departments at Bates and Grey before becoming a marketing consultant. He also runs the Express Train training partnership and helped establish Eatbigfish, the challenger brand consultancy. Peter set up the IPA dataBANK and has written widely on learning from the case studies.

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