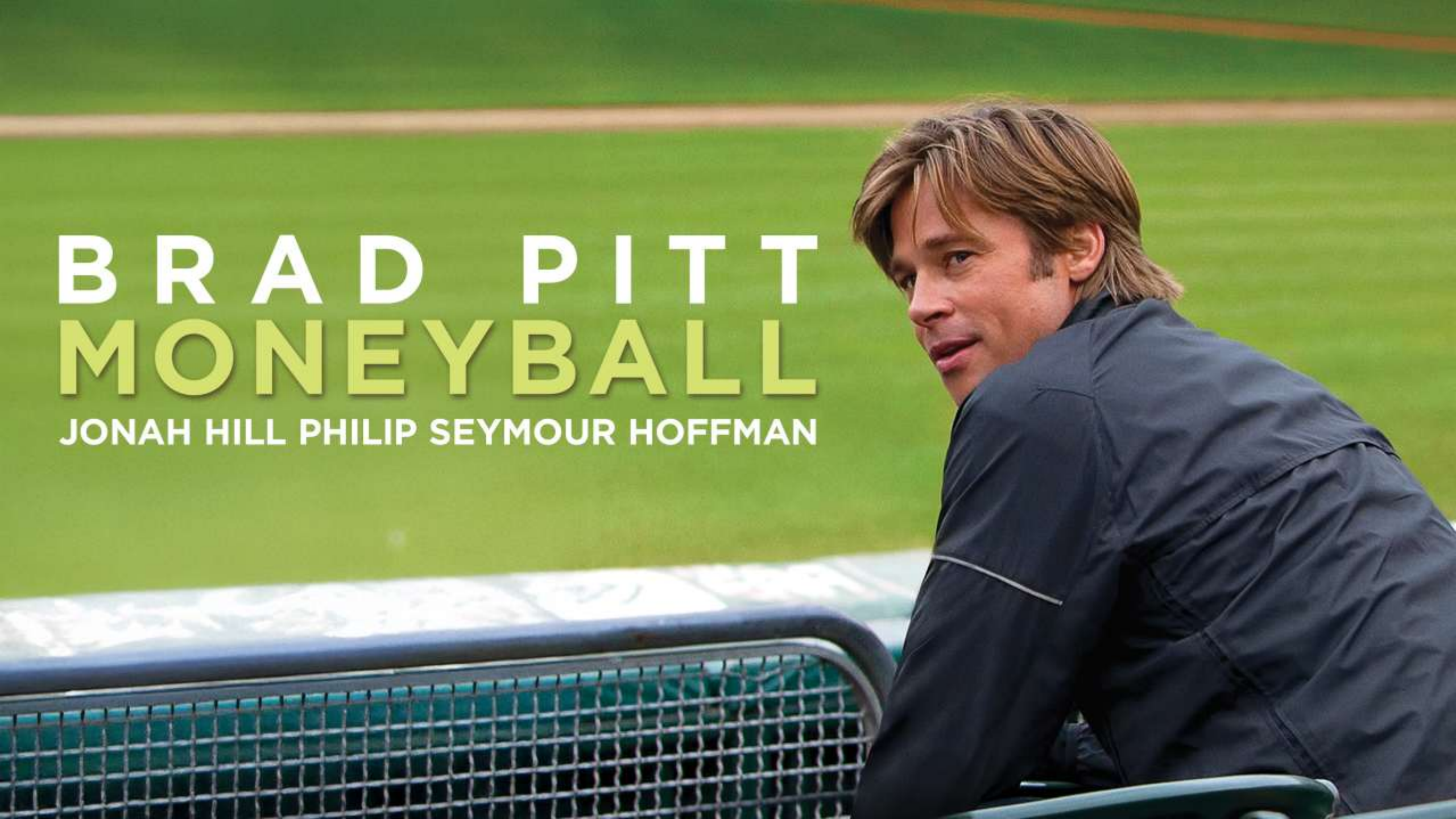


Media moneyball.

How to game the system of
performance marketing

A promotional image for the movie Moneyball. Brad Pitt is shown from the chest up, wearing a dark blue jacket, leaning over a green dugout railing. He is looking back over his shoulder towards the camera with a slight smile. The background is a blurred green baseball field.

BRAD PITT MONEYBALL

JONAH HILL PHILIP SEYMOUR HOFFMAN



ONE SHOW ONLY!
THE
CLASH



OAKLAND COLLEGE
October 23rd 1961

-14

Deloitte consumer
confidence index

vs

£50bn

Record ad-spend
forecast for 2026

Source: Deloitte; AA / WARC



**“Branding is the top
priority for 2026”**

McKinsey

vs

“Brand is dead”

Scott Galloway



+4%

Short-term ROI improvement

vs

-11%

Incremental profit

Source: Binet & Davis 'Go Big or Go Home' IPA Databank, Median figures 2022-2024 vs 2018-2020



VS

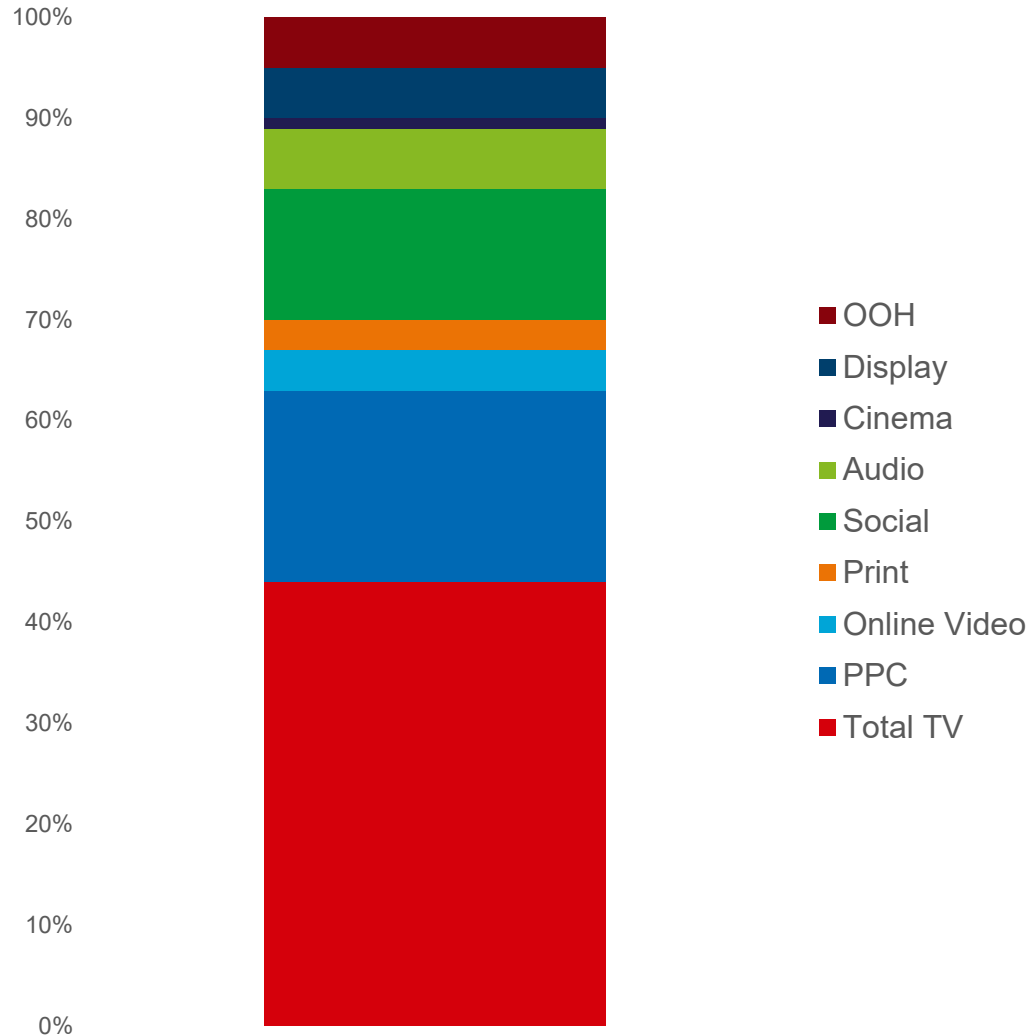


This is what the industry believes works in the short term



Source: Nielsen annual marketing report 2025

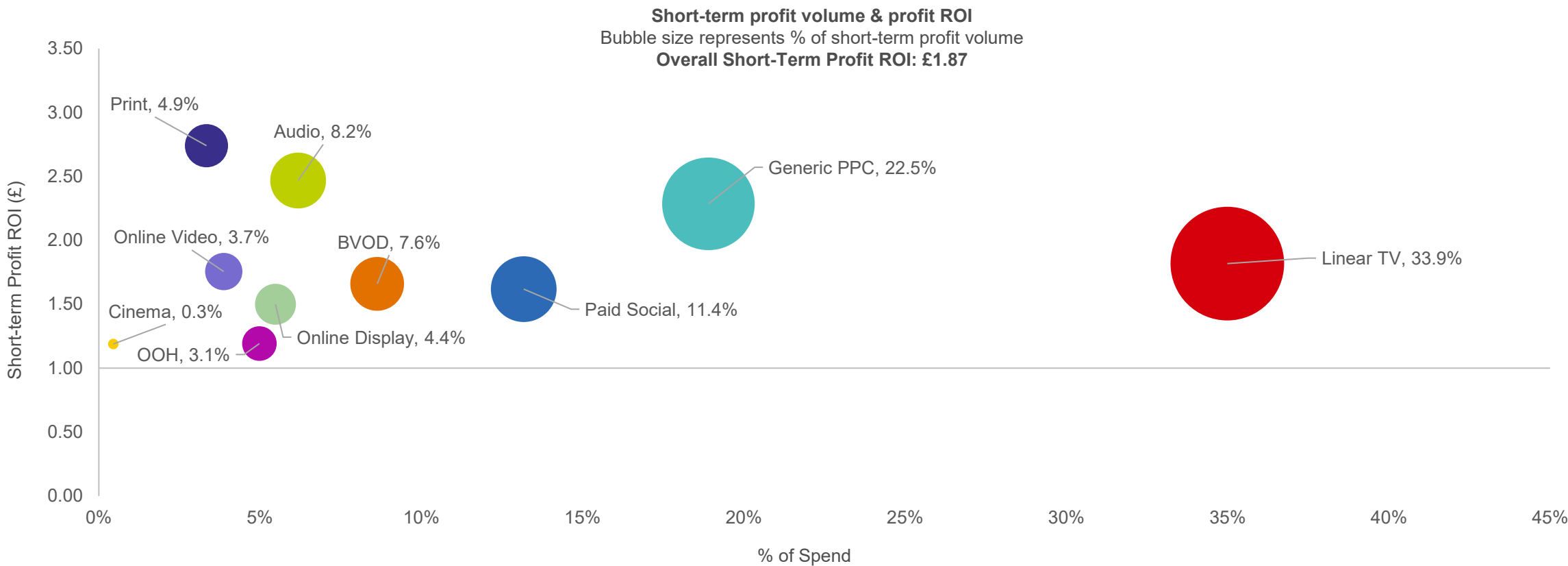
This is how the average brand spends its budget



**That belief informs
the team that the
average brand buys**

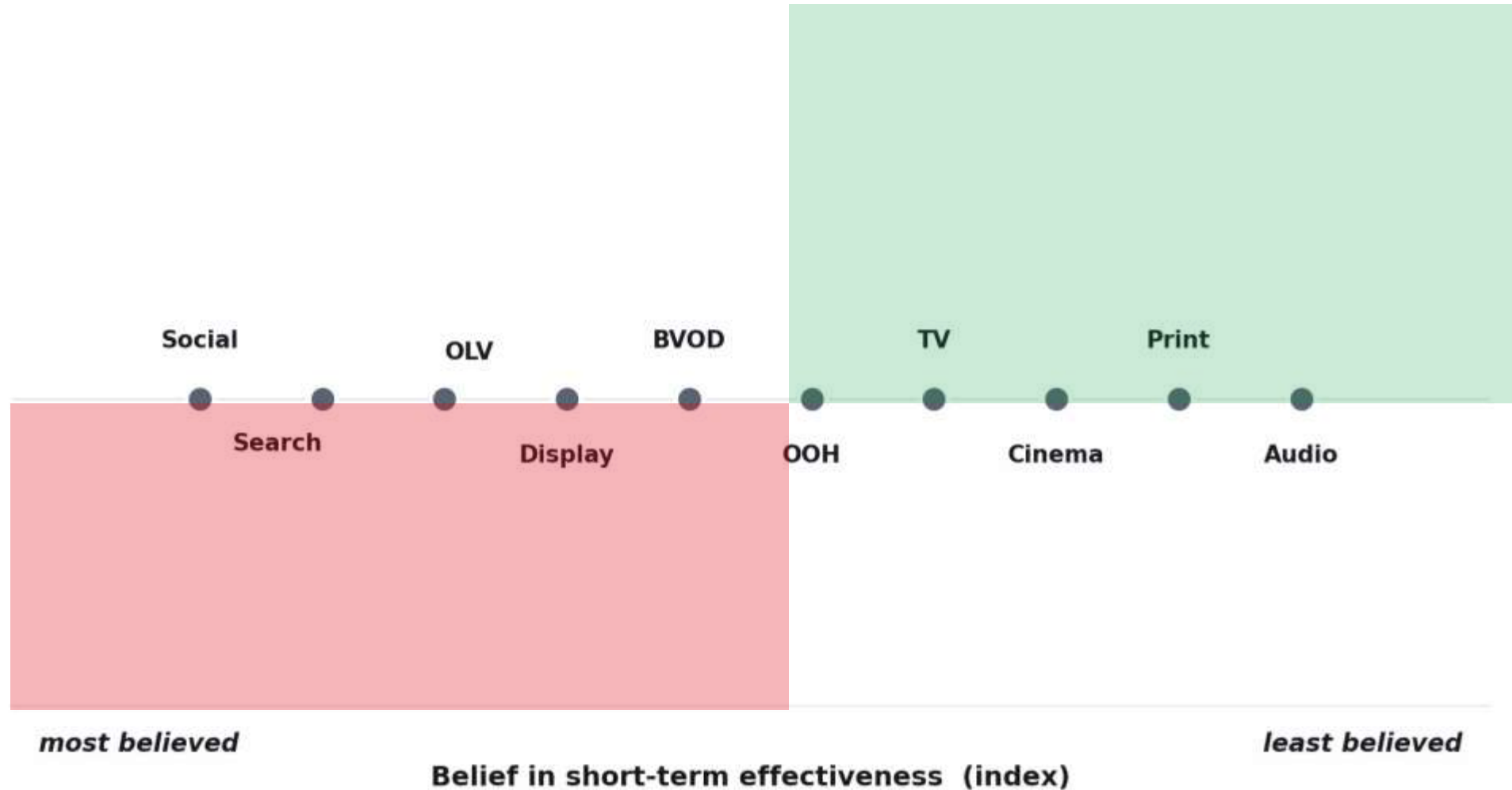
Source: Profit Ability 2: Ebiquity, Gain Theory, WPP

What actually wins games?



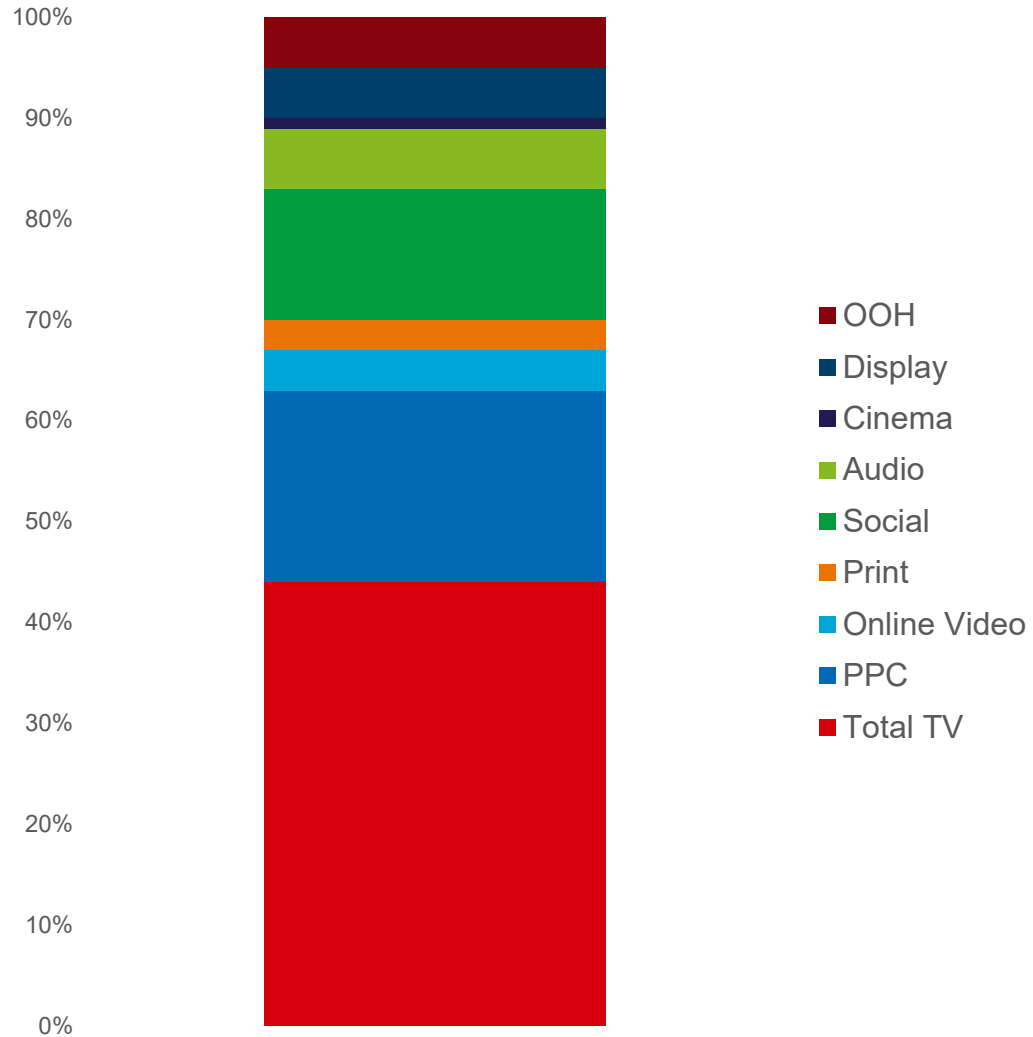
Source: Profit Ability 2, April 2024 – Short term benchmarks: Ebiquity, Gain Theory, WPP

What we believe works – and what actually works



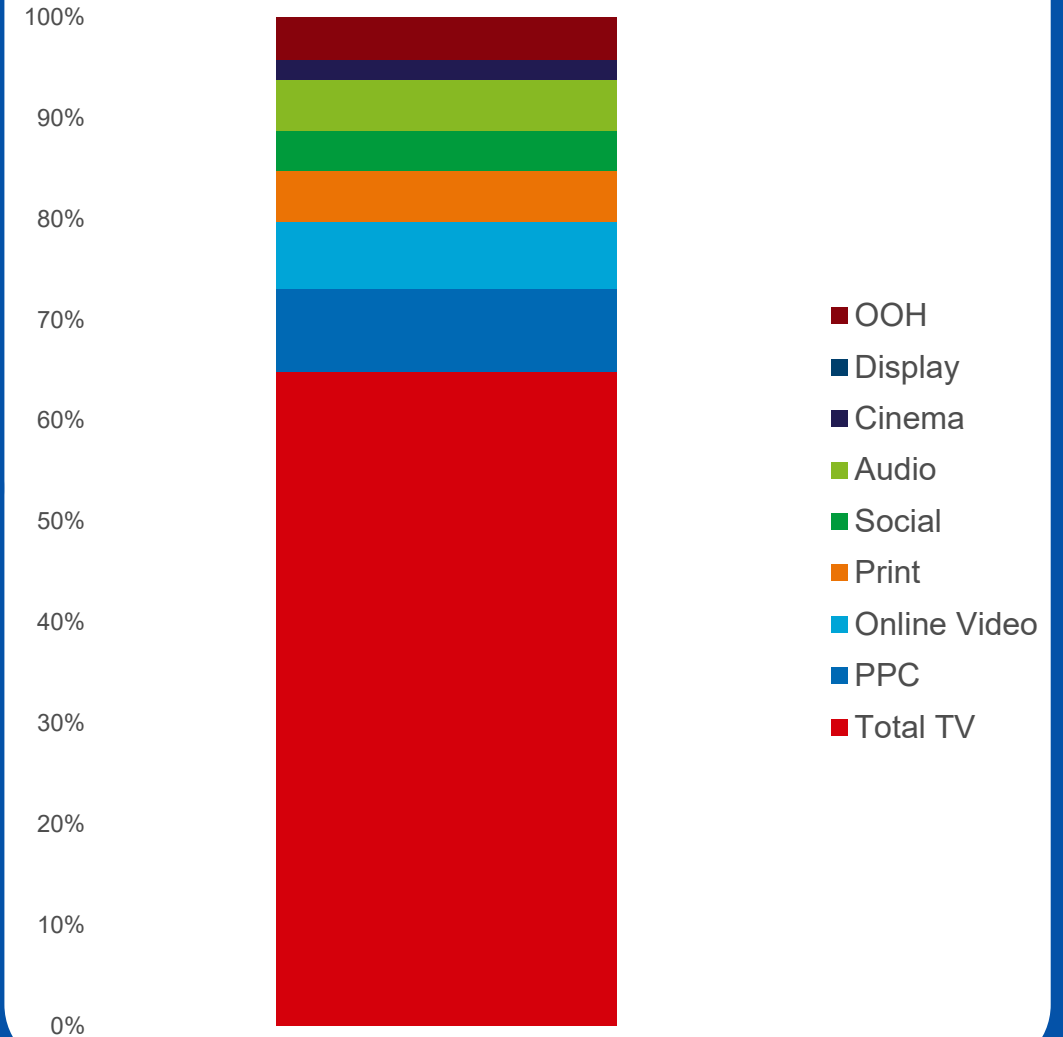
Source: Nielsen annual marketing report 2025; Profit Ability 2

This is how the average brand spends it's budget



VS

This is how the average brand could win games



Source: Profit Ability 2

£57m

short term profit

vs

£63m

short term profit

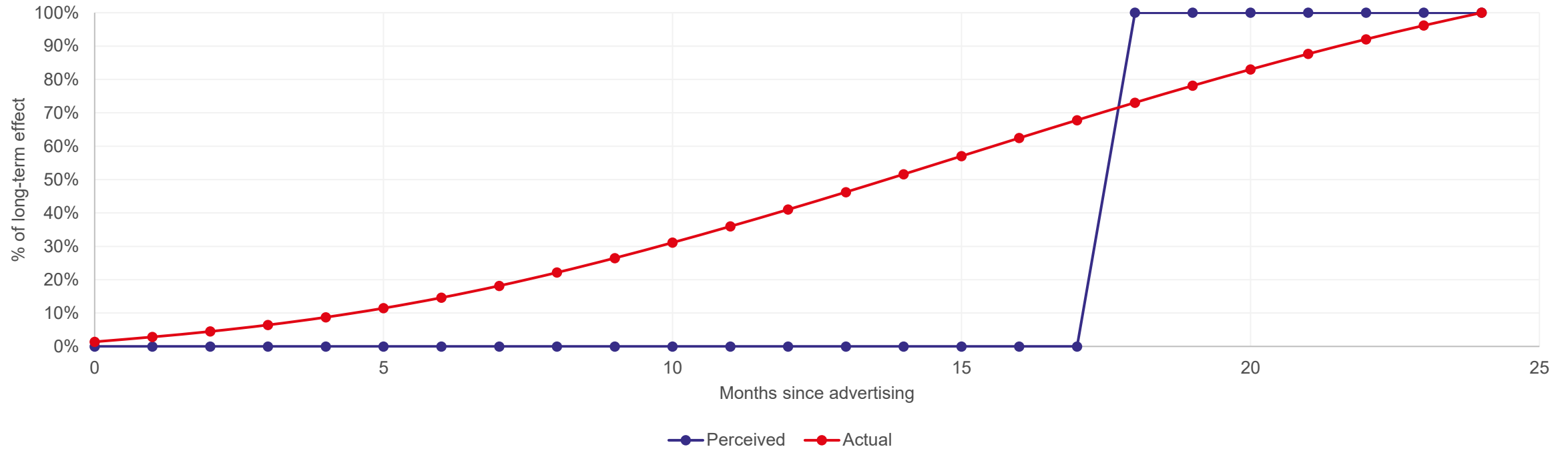
Source: Profit Ability 2

**Winning this
weekend's
game isn't
enough.**

**We need to
win the
season**

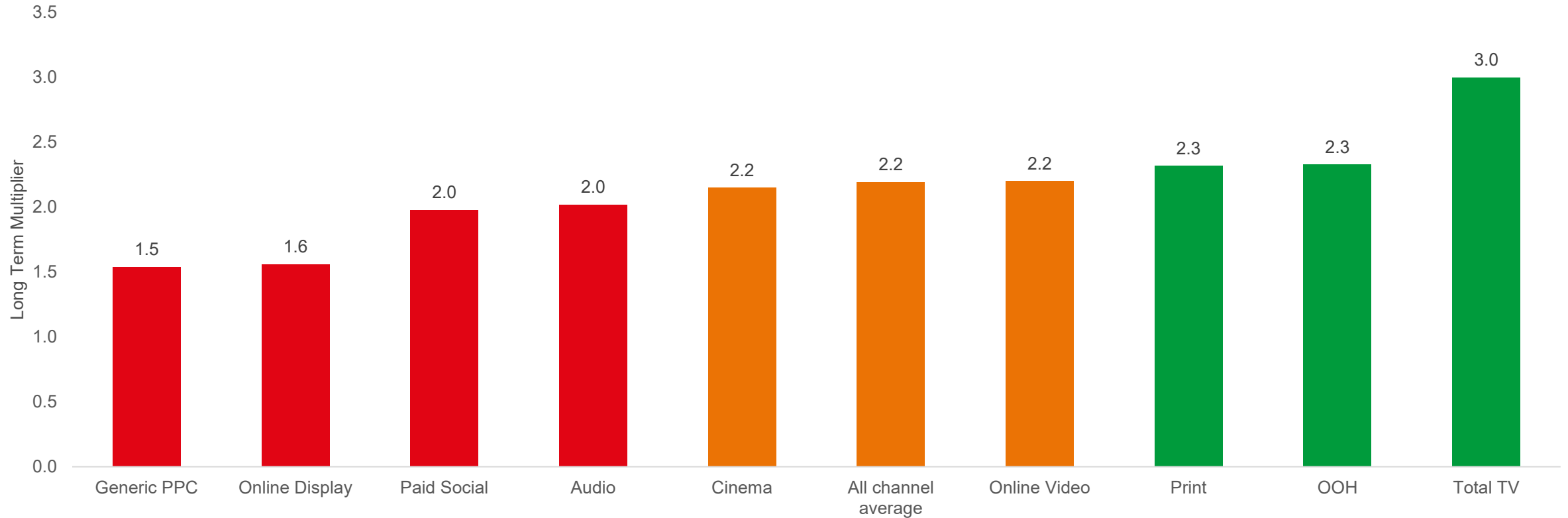
Winning the season needs sustained effects as well

Long term effect distribution – all channel average



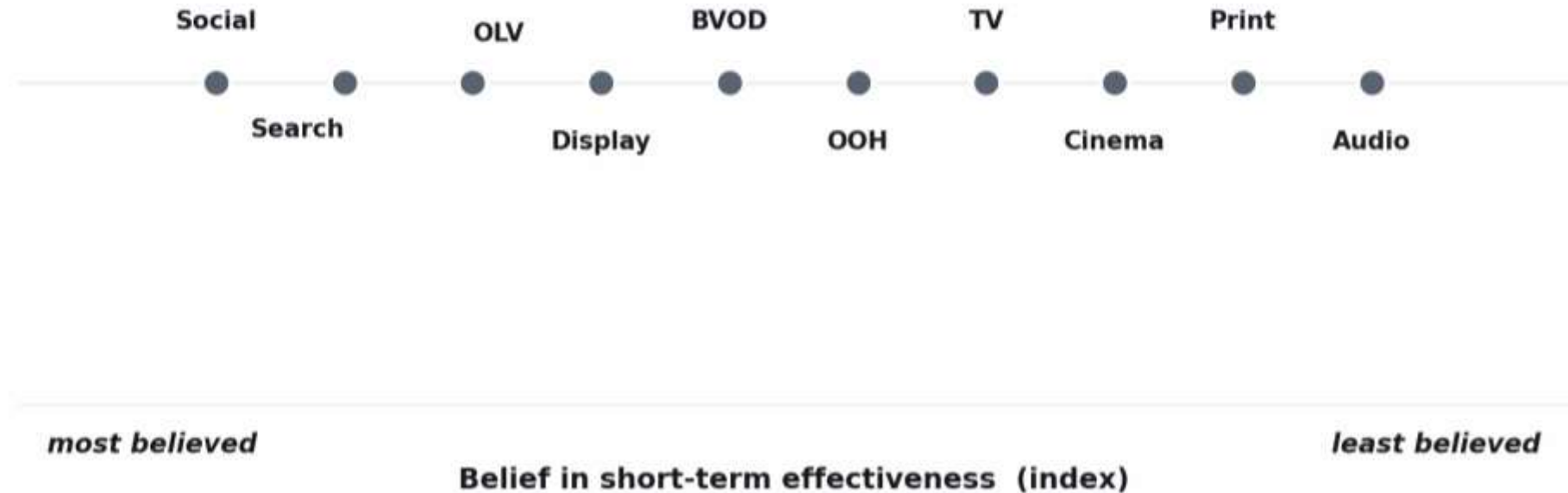
Source: The Growth Gap, Thinkbox / WPP Media UK, 2026. Media Mix Navigator – WPP Media benchmarks

And like ROI, sustained effects also vary by channel



Source: Profit Ability 2

What we believe works – and what actually works



Source: Nielsen annual marketing report 2025; Profit Ability 2



Exploit industry
misconception

Rebalance your
media mix

&

More profit this
quarter

Without sacrificing
next year