

# LIONS MARKETERS SERIES

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Key Takeaways

# USING YOUR BUDGET CREATIVELY

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Learn how to make more effective decisions with your budget.

Brought to you by LIONS and Effectiveness Expert James Hurman

# Using Your Budget Creatively

How Creative Commitment drives campaign effectiveness at any level of spend



WARC Data from 2010–2020, spanning thousands of cases across every category and geography, shows that campaigns get more effective as their media budget, duration, and number of channels increase.

**When working with smaller budgets, we tend to assume:**

1. It's better to concentrate our spend into a shorter duration and fewer media to get maximum bang for buck.
2. It's better to use 'cost effective' digital media like content marketing, social media, influencer marketing or online display.
3. It's better use a more rational, informative approach than to try to use more emotionally led creative strategies.

It's better to concentrate our spend into a shorter duration and fewer media to get maximum bang for buck



When working with a smaller budget, we tend to make assumptions.

The first assumption is that it will be better to concentrate the smaller amounts of money into a shorter duration and fewer media channels. Many assume that if we run a small budget campaign for shorter and concentrate it into a few media channels, there would be a better result than if we spread ourselves across time and different media channels.

**However, that's simply false logic. There's no evidence to support that that's the right thing to do.**

It's quite the other way around. Even though it may feel like you are spreading the budget a little thin, **you are better to go for longer durations and more media channels when working with a smaller budget.**

It's better to use 'cost effective' digital media like content marketing, social media, influencer marketing or online display

The second assumption is that it would be better on a smaller budget to use cost effective digital media, like content marketing, social media or influencer online display.

All of these newer tools that are out there do have a lower price of entry and could be perceived to be much more cost effective.

However, the study found that campaigns leading with more traditional media (like TV, Print, Cinema, Outdoor ,PR or experiential point of purchase) are much more effective on smaller budgets, than leading with digital media.

**Digital media may appear cost effective, but are they really, truly effective?**

It's better use a more rational, informative approach than to try to use more emotionally led creative strategies



The final assumption is that it'll be better to use a more rational, informational approach than trying to use more emotionally led creative strategies.

We tend to default to thinking that a small budget means we should use the time to tell people about the product features and benefits.

However, **the data shows that the emotionally led small budget campaigns are the more effective ones**, when compared to those using a more rational creative strategy.

# Conclusions



1. Campaigns are most effective when you maximise spend, duration and number of channels used.
2. We are significantly reducing Creative Commitment – which will be making our campaigns less effective and damaging the overall value of marketing.
3. On smaller budgets, we are better to spread across longer durations and more media channels – concentrating for ‘bang for buck’ is false logic.
4. On smaller budgets we are better to use emotion and lead with more traditional media – rational campaigns using ‘cost effective’ media are not more effective.

# Parenthood Babyshop & FP7 McCann



Babyshop, a children's retailer based in Saudi Arabia and the Middle East, wanted to stand for celebrating parenthood, but the word Parenthood in the Arabic language meant fatherhood. Despite recent progress in Saudi Arabia and the region around women's rights and equality, there was no word for parenthood that included or implied mother. So working with linguists Babyshop created a new Arabic word giving equal importance to both parents.

This campaign won a Bronze Creative Effectiveness Lion in 2021 in the Breakthrough on a Budget sub-category through using an emotionally led creative strategy.

**AL UMOBUWAH: Putting "Mum" into "Parenthood"**

How we created a new Arabic word to give mothers an equal place in the Arabic word for "Parenthood" and through targeted PR tactics, converted initial negative reactions into positive sentiments and brand love.

In Arabic, the word for "parenthood" means "fatherhood". Other Arabic words, used for parenthood, are also derived from words meaning "father". There is NO word for "parenthood" that includes or implies "mother". For Babyshop - a children's retailer in the Middle East that "celebrates parenthood" and has mothers as its primary consumers - we did something no brand has ever attempted. Working with linguists, we created a new Arabic word giving equal importance to both parents, AL UMOBUWAH. A word that means "Motherhood AND Fatherhood". And through that word, the brand engaged Arab mothers, growing its relevance and connection to them.

A film on Mother's Day in MECCA, invited people to share the word.

Audio-based experiences, both online and in store, created more familiarity with the word.

A film on Mother's Day in MECCA, invited people to share the word.

Audio-based experiences, both online and in store, created more familiarity with the word.

"It once again got our brand message"

"You can't beat an 'm' - we'll always fight to be heard in Arabic"

Instantly, the word spawned conversations.

And attracted 50% negative sentiments.

Through this film, we launched a new collection for mothers, infants and kids.

The collection was featured in the Global fashion show.

A new Arabic magazine, filled with the word, was created.

School children learnt the word across classrooms and events.

Leading film channels, endorsed the word and the idea.

**ADWEEK**

"Rebranding the Arabic word for parenthood"

"A new word is created to acknowledge mothers' roles"

"A fascinating campaign and a great business move"

"A more inclusive word. A more emotional result."

"Challenging a 'masculine' Arabic word"

97% brand love (vs. the original goal) to the campaign.

Complete 100% negative and neutral KPIs for each week that the film has 87% positive sentiments.

\$3.2 million earned media, including.

A position to include the word in the Arabic Dictionary reached its goal in just 22 days.

50% brand love (vs. the original goal) to the campaign.



# Behind the work



This campaign was built through a combination of **authenticity, reactivity** and **flexibility**. Throughout the campaign it was an authentic attempt to seed a message that was important to their community.

To tackle something of that nature with the budget they had, they decided to focus on how they could utilise **PR** to spread the word.

It's crucial to **collaborate with the people relevant to the message**, listening to and testing ideas. This is how you can remain authentic throughout.

**Talkability was key as visibility.**

You must have **trust in the client-agency relationship**. This allows for innovative and brave ideas to flourish.

*'If you as a brand believe in that idea, just go for it'*

- Mitin Chakraborty, Head of Marketing, Babyshop



# LIONS

## COMMUNITY

- LIONS Private Communities
- LIONS Membership
- LIONS Events

## LEARN

- LIONS Learning
- LIONS Curated
- Creative Transformation Programmes

## BENCHMARK

- The Work
- LIONS Awards

*“Our people are more inspired. They're learning faster than perhaps some of their peers. They're understanding the importance of the role they play to build our brands in a meaningful way for consumers and they're empowered to take action. It's wonderful to see our capabilities transformed.”*

Jodi Harris | Global Vice President  
Marketing Culture & Capabilities | AB InBev

For more information, please get in touch with Fiorenza Plinio, Global Head of Creative Excellence at Lions

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