THE EARNED EFFECT STUDY
Key findings

Campaigns that earn **coverage and conversation** have a **disproportionate** business impact.

- They are more likely to drive very large business effects by **53%** and **2.6x** more likely to achieve very large profit growth.

- They are **75%** more likely to create *halo effects* across other products in the franchise.

- They do so more efficiently (42% based on reported ROI)...

- And even in the most unfavorable conditions:
  - 78% were in stagnant, declining or low growth markets.
About

340+ cases of award entrants & winners to the IPA Effectiveness Awards, vetted

ACROSS
60 PRODUCT CATEGORIES
2010 – 2020 ANALYSIS PERIOD
Effectiveness analysis INDEPENDENTLY CONDUCTED BY PETER FIELD AND ED ELWORTHY from the IPA

A global & highly recognized authority in marketing and communications

Known for landmark studies such as “The Long & Short of It” and “The Link Between Creativity and Effectiveness” by Peter Field & Les Binet

+40 years of data, +80 product categories, global

IPA & IPA EFFECTIVENESS DATABANK

Built for the Era of Earned, a global strategic communications and consulting network, consisting of 12 agencies

THE WEBER SHANDWICK COLLECTIVE