

More amazement in Commercials!

Advertising People often talk about advertising fatigue: Advertisements are skipped, clicked away, swiped away - also because it increases the information overload for us consumers. What is not interesting or seems like "cheap advertising" is simply ignored. But what is relevant to individual situations in our everyday lives or makes us "stumble" communicatively is a door opener for memorability, behavioural change and purchase. Why not design advertising more often that triggers WOW! and amazement in the viewer?

Communication thrives on creativity and should always tell stories. Stories, which, on the one hand, remain in our brains and, on the other hand, stories which therefore also demonstrably "sell". This is nothing reprehensible for advertising, but a necessity - despite the purpose hysteria that has arisen recently, brands want to continue to provide orientation for us consumers in our everyday lives. Those who do not advertise and draw attention to themselves as a brand, who "mark" themselves as a brand to the recipient, are basically only hypothetically a brand in terms of behavioural economics. In everyday life, such pseudo-brands tend to play the role of a placeholder or a "constant substitute play". And to those brands that, despite communicative approaches, do not succeed in establishing lasting memorability with us.

anchor so that it becomes behaviourally effective has simply done a poor job of communicating. In the context of the discussion about the purpose of brands, the communication expert Steve Harrison pointed out several times in his book *Can't Sell, Won't Sell* (2020) that in communication circles, attitude, values and purpose visions in advertising are not only important, but also a key factor in the success of a brand.

Amazement does not work without the momentum of surprise.

Advertising are currently valued more than their "raw" sales effect. The purpose and the value cosmos of a brand or company can of course also be part of the communicative

external presentation. In the end, however, value-based communication should also pay off and - we repeat ourselves - demonstrably "sell". Otherwise, the strategy should be reconsidered as soon as possible due to lack of effectiveness.

Advertising tells stories worth remembering

This statement is not great news. But stories (and thus: brands) are anchored all the more easily if they are highly memorable and can be easily anchored in one's own everyday life. The emotional power of "advertising stories" therefore lies less in the storytelling itself than in the perception of the viewer. It is therefore not uncommon in serious market research to find that seemingly "rational" communication is much more "emotional" and performs better than a supposedly





FIG. 1: HUMAN STUFFING and storage in the brain.

"emotional" advertising. Communicating in a funny and entertaining way is not enough if the content of the communication brings us nothing or too little to use the advertised brand more often in our everyday life on certain occasions.

Interestingly, Byron Sharp, Jenni Romaniuk, Mark Ritson and other researchers from the Ehrenberg-Bass Institute, which currently has the greatest influence on marketing research, come to similar conclusions as the behavioural economists around Daniel Kahneman, Dan Ariely & Co:

What is not mentally remembered (= mental availability) does not lead to (intended) behaviour. Only what is anchored via communication in such a way that it can be retrieved easily and situationally at any time will later have a behavioural effect on consumers in relevant contexts. Attention is important for the memorability of advertising, but it must also act as a "stumbling block" to arouse the viewer's interest. An important contribution for such a "stumbling block function" provides

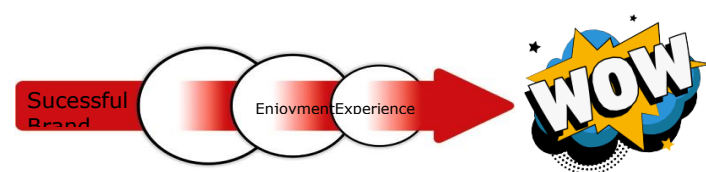
the concept of wonder. For decades, educationalists and psychologists have been researching the effects of wonder as a primary emotion. Today, we usually associate it with "childlike amazement", although amazement basically motivates people of all ages and generations to learn something new, to try something new or, in the case of brand amazement, to want to learn more about brands.

In the neurosciences, brain researcher Nikolai Axmacher was able to prove that surprises are stored in the brain in a more prioritised way.

(Fig. 1). First, the hippocampus becomes active, whose main task is to shift information from short-term to long-term memory. The accumbens nucleus reacts to this with an echo, which is followed by a third signal in the hippocampus. According to Axmacher, the hippocampus is a pattern recognition system that can store codes and make predictions. Axmacher goes on to say that "when a deviation from the previous pattern happens, the hippocampus reacts with a surprise signal that it sends to the nucleus accumbens. It thus retrieves quasi the fuel for its Storage process". Surprises as a relevant deminution of

amazement strengthen the memory, the storage of information (brands, benefits, etc.) and thus the likelihood of brand or product recall in a context-specific purchase situation. Especially because a human being can only afford a maximum of 3 to 5 informations.

Fig. 2: Correlation between wow and propensity to buy



Source: K&A Brand Research.



FUN AND ENTERTAINING communication is too little if the content of the communication is of no or too little use.

The fact that the brain is able to remember characteristics (long-term memory) is also important for marketing and brand management due to the momentum of surprise.

Amazement does not work without the momentum of surprise. Surprise is not to be equated 1:1 with amazement, as it can also be negative. In order for us to be able to marvel a little, a positive surprise effect (also in the sense of efficiency as an everyday facilitator), a small piece of packaged news or information is always necessary, which makes us smile. - in thought or directly on

our lips - drives. Astonishment is the direct way in which the resonance of advertising messages can be intuitively increased. Consequently, jamming is a relevant transmitter to ensure or increase the mental availability of brands, products, etc. in order to make consumers feel comfortable in buying situations.

Philip Kotler had already defined for himself what constitutes (behaviourally) effective communication. He had relatively early on identified the "stumbling block effects" that are necessary to trigger interest in the recipients of communication. According to Kotler, in his three steps to advertising wow, communication must be surprising and memorable ("enjoyment").

Communication thrives on creativity and should always tell stories.

(cf. Fig. 2). Advertising should go beyond this element of surprise to provide a personal experience or communicate a personal advantage in everyday life. And finally lead to an "engagement" on the part of the recipient of the communication.

are willingly shared. According to his findings, markets with a high communicative wow correlate with an increased propensity to buy.

Astonishment and WOW! as indicators of success

At present, consumers usually know frighteningly little about brands, their positioning or storytelling. As a rule of thumb from K&A's own market research, we can state that the younger the generation, the more fractal the quantitatively measurable brand knowledge. Exceptions tend to confirm the rule ...

People mostly buy for certain occasions and events. These occasions automatically call up on autopilot and gut instinct which products, categories, services, etc. are the most suitable agents of fulfilment for us in these situations. In our mind's eye, we "contextualise" the situation.

We then give them a more or less desirable emotional setting and select the brands that intuitively offer the most meaningful context fit. Even though image studies are widespread in market research, consumers think in terms of one or

We certainly don't think of brand profiles in terms of buying situations or contextual settings and compare them in the decision-making process. We simply don't have the time! And what's more, our brain feels much more comfortable in its System 1 laziness than it does inefficiently searching for brands.

The aim is to find the very best solution for a particular everyday situation.

Without branding that has been built up over the long term, brands lack a memorability that is easy and quick to recall. The rapid availability of branding

Codes are an essential requirement in the age of information overload. For a sustainable anchoring of advertising messages and communication content, this is even more difficult: the increase in touchpoints, advertising and communication

Attention is important for memory performance of advertising is important, but it also has to be act like a "stumbling block" to arouse interest in the viewer.

The lack of content formats as well as the option of continuous content exposure leads consumers to simply protect themselves from too much variety by switching off, not listening, zapping away, etc. In the case of content communication from

In the case of brands that have hardly or not yet been able to position themselves via branding and learned brand signals, there is even a great danger that advertising content without a wow character will fizzle out and have as much effect as if there were no advertising at all.

According to a wide variety of consumer surveys, up to two thirds of existing brands could disappear from the market today, depending on the category - without causing much concern among consumers: The supposed "Loss" is simply replaced by one of the many alternatives. Without targeted co-diffing and branding, most brands are threatened with maximum interchangeability and supposed everyday irrelevance. First and foremost, brands need "Memory stamp". Ideally communicated in the long term and relatively uncomplicated measurable at any time via so-called Distinctive-Brand Assets (Fig. 3). Theoretically, one strongly anchored brand asset is enough to be able to successfully decode and storytell via communication. In fact, Jenni Romaniuk of the Ehrenberg-Bass Institute recommends that a strong brand should have about 4 to 5 brand assets with a high degree of distinctiveness from competitors.

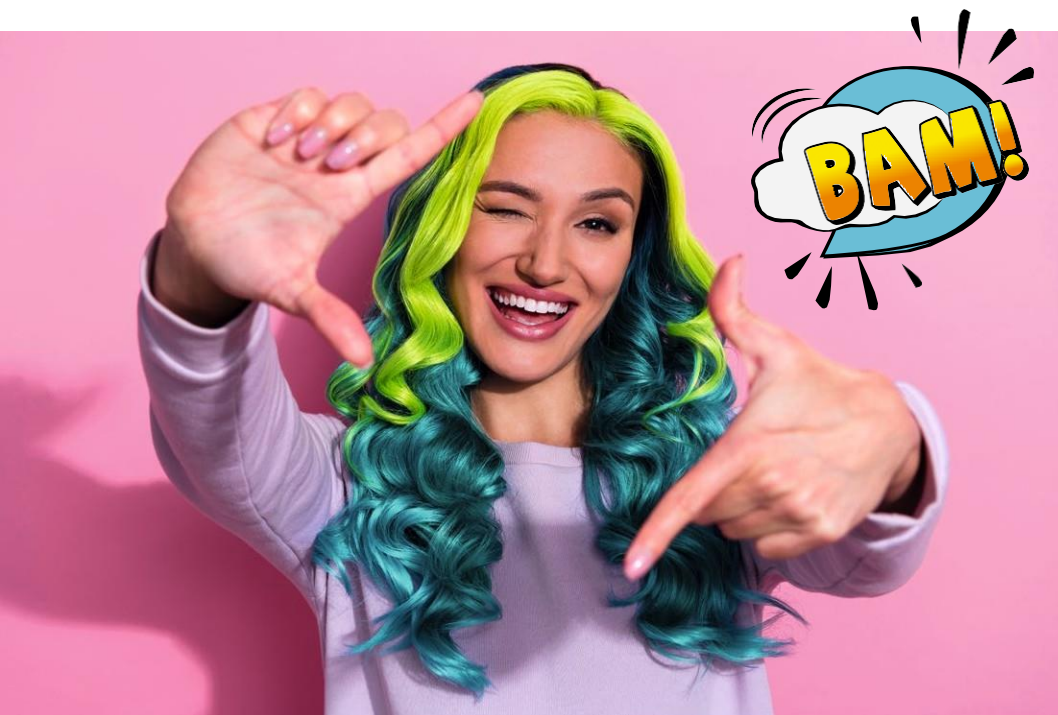
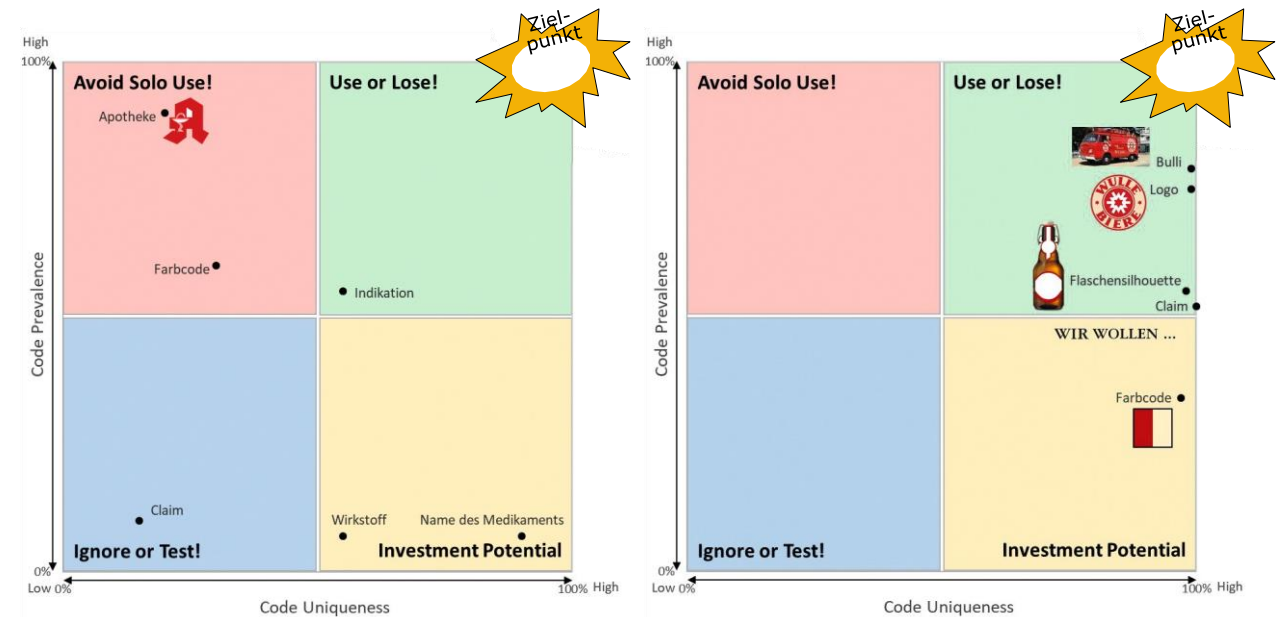


Fig. 3: Distinctive asset grid analysis for a (typical) OTC brand and a well-branded regional beer brand.



Source: K&A Brand Research.

should. In addition to logos, colour codes, packaging, claims, lettering, etc., audio signals, testimonials or specific product praise can also make a contribution. Mentally anchored branding can be measured in all kinds of categories - whether it's sweets, drinks, insurance, pharmaceutical brands, holiday destinations or sports clubs. And it is basically irrelevant whether we are talking about a global or regional area of observation. For example, in the case of football clubs, brand assets could also be determined for clubs in the third division or from the amateur camp (e.g. SpVgg Bayreuth, Offenbacher Kickers,

Erzgebirge Aue) as well as for clubs with outstanding awareness and branding such as FC Bayern Munich, BVB or Eintracht Frankfurt. Figure 3 shows a typical OTC brand which, like most insurance brands, does not succeed sufficiently in implementing sustainable branding with its category buyers. For the OTC brands, which are weakly anchored on the whole, there is a great danger that the likelihood of substitutability will increase if pharmacies continue to decline as a distribution channel. In contrast to OTC products available throughout Germany, the "Brands" is the beer brand

Wulle exclusively on the "Ländle" focused. Wulle is a successful example in Baden-Württemberg, which shows how strikingly a brand can be charged tber brand assets even in tber manageable geographic areas in order to be successful in the corresponding re- gional category-buyer environment.

Unfortunately, most regional brands are relatively weakly anchored mentally in their consumer environment. Yet these brands are in the best company with most OTC brands, insurance companies or service providers from the trade. However, if a brand is mentally well anchored via brand codes, a communicative update is less significant.

This salience advantage gives communication a mental head-start: communication can activate existing brand codes on the one hand, and at the same time update them with new content. K&A BrandResearch has been measuring salience, brand amazement and advertising wow for decades. About

In the meantime, we have been able to benchmark Kotler's theory in numerous studies of our own. If for communication on the most varied

formats a wow is determined, then this acts as a mental "messenger" and

Brand@accelerator in the brain. The statistical model for measuring astonishment and WOW! was developed both at the level of current brand perception and as an impact measurement depending on communicative stimuli (commercials, packaging, innovations, etc.).

also developed under consideration of brand awareness and branding/distinctiveness.

More WOW!, more effectiveness!

Of numerous possible evaluation dimensions for an emotional effect of advertising, three factors could be identified that can be causally analysed.

Trigger memorability (= better recall), whet the appetite for the advertised product and leave the viewer a little bit amazed.

Within the framework of several own studies, K&A had checked various commercials with regard to their wow momentum. Not every communication exceeds the expectations of its category buyers.

Wow effects and amazement are "the" central stumbling blocks for more attention and a clearly improved memory performance.

cause a wow. At the same time, the wow factor determined causes a positive image shift of the advertised brand and correlates with the intended propensity to buy. Advertising triggers a wow in relevant consumer target groups when the communication content has high appeal.

and set benchmarks (Fig. 4). Many a spot that is highly praised in agency circles even falls well short of the benchmark that would be statistically necessary for astonishment and an advertising wow.

At first glance, it may seem surprising that quiet spots

like Baldriparan generate a comparatively higher wow among their category buyers than Katjes herbivores, DirTea with Shirin or the SodaStream fizzy drink communication 2022. For medicines, it is crucial for their potential users that communication arouses context-specific interest and that the message conveyed is easy to use in their own everyday lives. It has an effect on Consumers are sometimes liberated, easy and useful, when communication provides the right opportunities and contexts for staged for later use.

Canesten succeeds, for example, in for example, to over their nail fungus. The aim of the project is to remove a taboo subject.

buisse and increase the propensity to buy among those affected at the same time. Canesten and Baldriparan are perfect examples of the fact that advertising does not have to be desperately funny, unusual or loud in order to create a wow among target customers. DirTea and Katjes are also measurable proof that the use of influencers alone is not enough.

is not a free pass for increased attractiveness, broad impact, amazement and increased buying interest.

Canesten is a positive example of a wow effect with simple storytelling (Fig. 5): Since two of the three central driver dimensions are already above benchmark, a total wow is a logical consequence. The spot manages to convey a worst-case scenario in connection with an approaching crisis in an unexcited way. Love scene, the fun-filled experience love scene, the

Fig. 5: K&A Wow analysis for Canesten "That's not possible at all (during sex)"

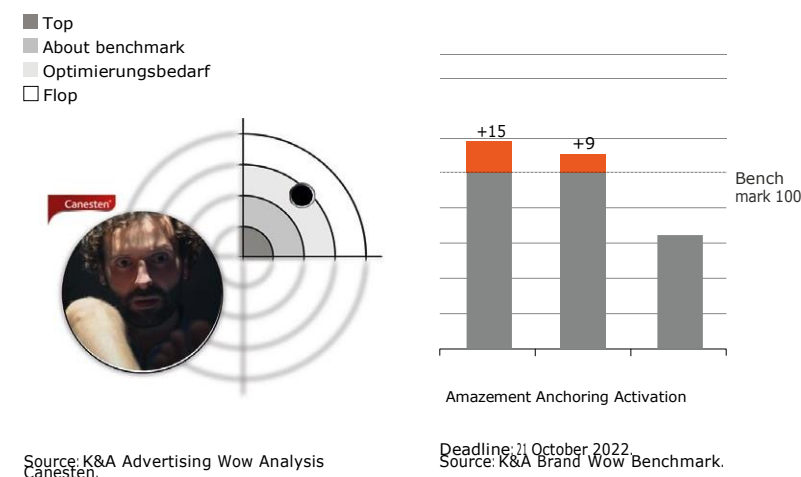


Fig. 4: Wow effects for successful advertising impact

In the Commercial comparison, only Ricola surpasses the Wow benchmark!



purchase. The consideration of everyday situations, in which a brand provides contextual solutions, also has an impact, which the examples of Canesten et al. show. The more concisely the communication content can be illustrated and the better the reach is built up and can be kept salient, the better an advertising wow will be set in the context of an advertising campaign. everyday situation.

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