

## **DO AWARD WINNING COMMERCIALS SELL?**

This is recognised as by far the most comprehensive and conclusive study ever conducted into the relationship between creativity and effectiveness.

Thanks to the help of 186 different advertising agencies (or clients) in 28 different countries, Donald Gunn of Leo Burnett was able to gather together and analyse the case histories associated with the 400 most awarded commercials and campaigns in the world in the 4 year period 1992 - 1995.

The study found that 346 (86.5%) of the 400 most awarded commercials and campaigns in the world in 1992, 1993, 1994 and 1995 were associated with market place success (i.e. the predetermined quantitative or qualitative objectives set by the client were achieved or surpassed).

This compares to a success rate of about 33% in achievement of predetermined goals across all advertising on average.

Leo Burnett repeated the study, using exact same methodology, for presentation at Cannes 2002. Universe was 180 most awarded commercials/campaigns in the world 1999-2001. Even in tougher economic times (and with Research dept. not Creative i/c project), associated with market place success = 82%.

The Donald Gunn/Leo Burnett study "Do Award Winning Commercials Sell?" provides overwhelming evidence that commercials which are based on the right message and in addition deliver it and translate it freshly, charmingly, engagingly and intelligently work better than commercials with the right message but which lack these creative qualities.

Indeed that commercials with award winning qualities are two and a half times more likely, versus commercials on average, to be associated with marketplace success.