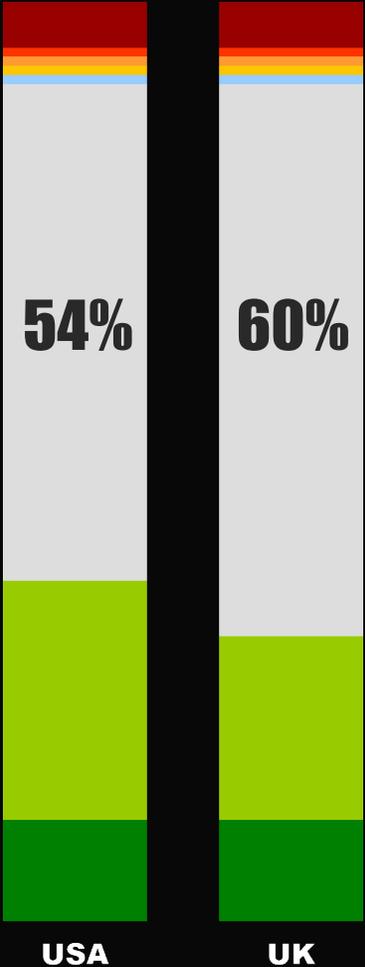
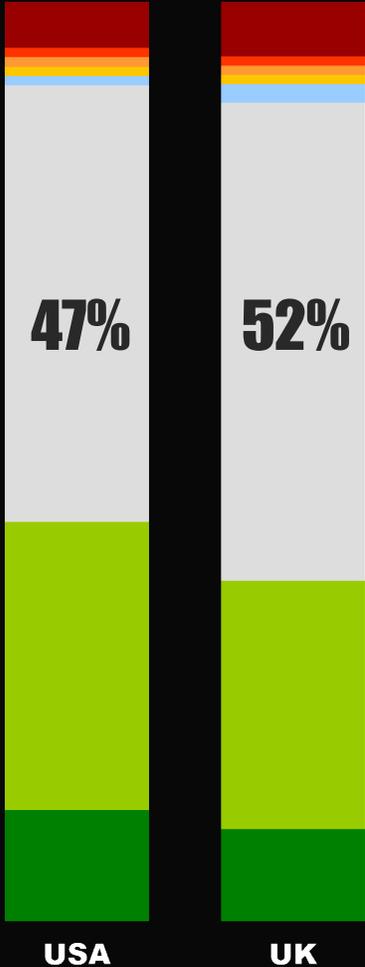


WHAT DO I WANT?

THE MOST COMMON RESPONSE TO ADVERTISING

Total Advertising

	USA	UK
● Contempt	5%	6%
● Disgust	2%	1%
● Anger	1%	1%
● Fear	1%	1%
● Sadness	1%	2%
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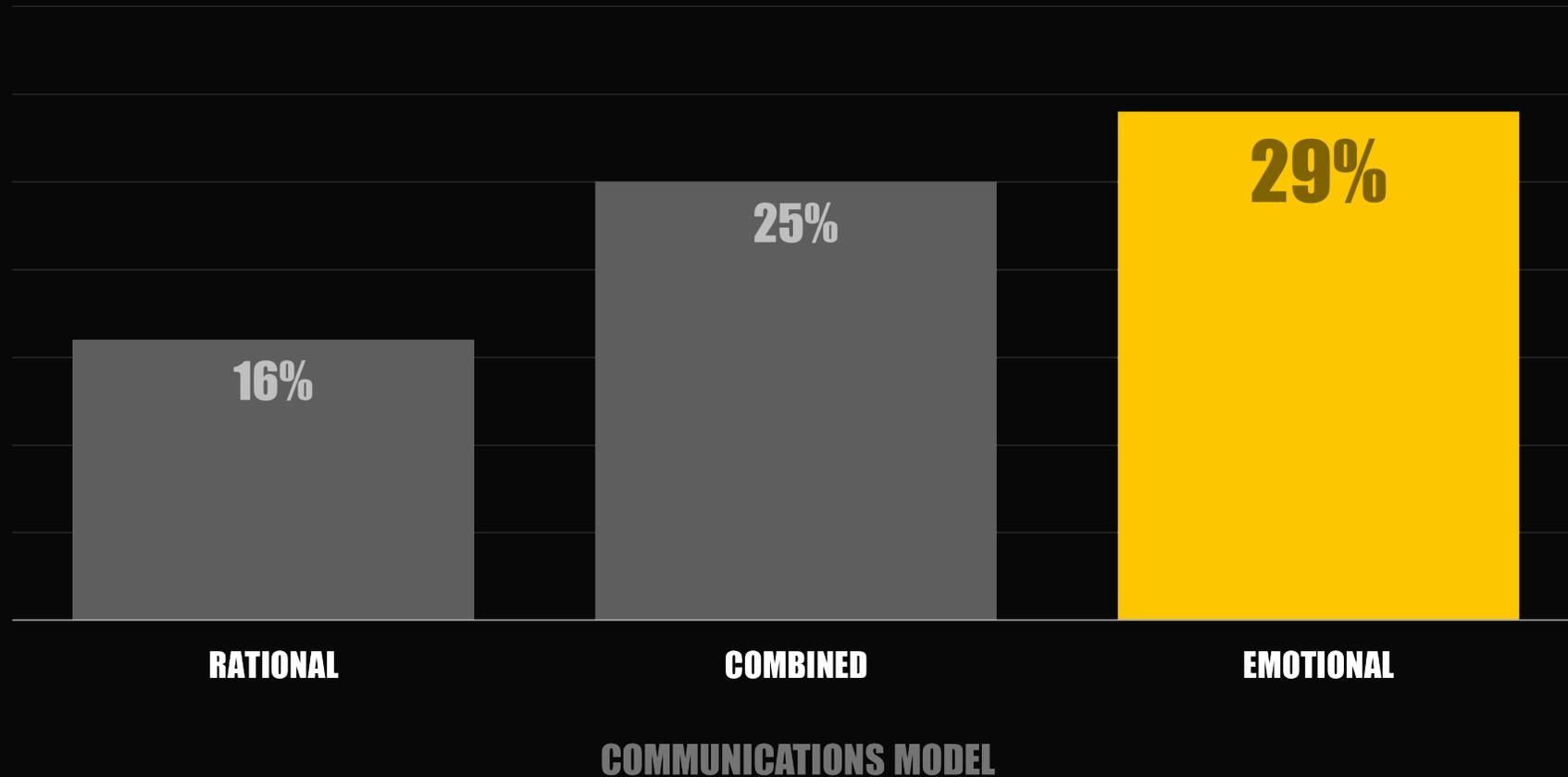
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● Sadness	1%	1%
● Neutral	54%	60%
● Happiness	26%	20%
● Surprise	11%	11%

EMOTION = GREATER PROFIT

EMOTIONAL ADS ARE MORE PROFITABLE

% REPORTING VERY LARGE PROFIT GROWTH



*Source: Les Binet & Peter Field, The Long & the Short of It, IPA

**THE PAIN OF LOSING
SOMETHING IS TWICE AS
POWERFUL AS THE PLEASURE
OF GAINING SOMETHING**

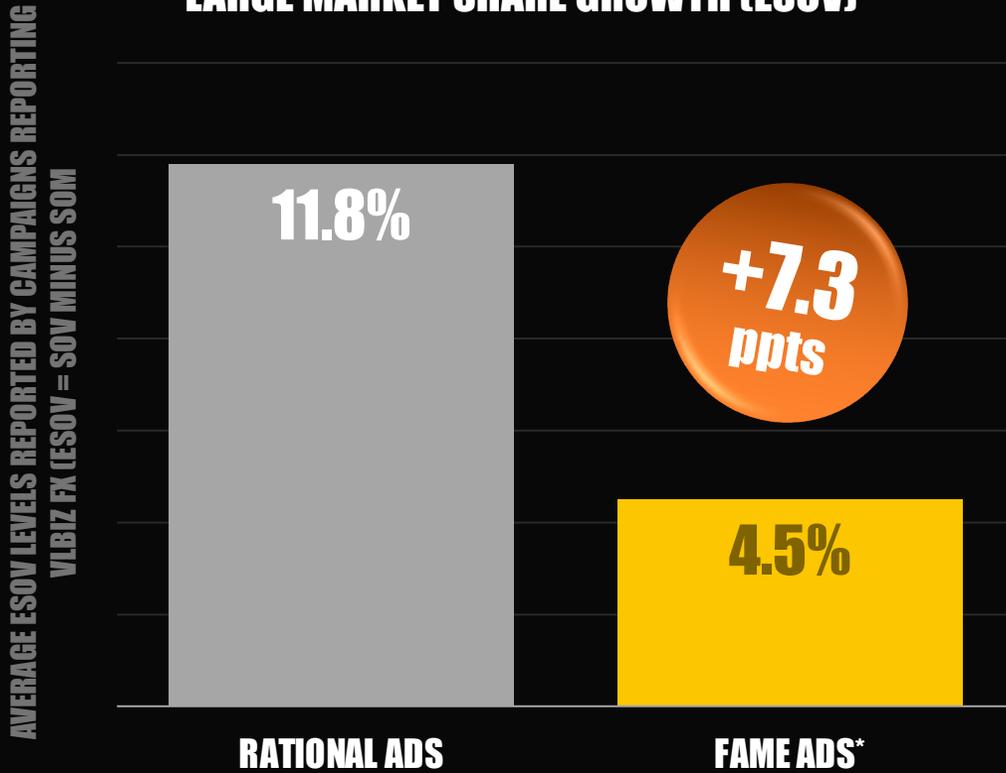
DANIEL KAHNEMAN



**THE EXTRAORDINARY
COST OF DULL**

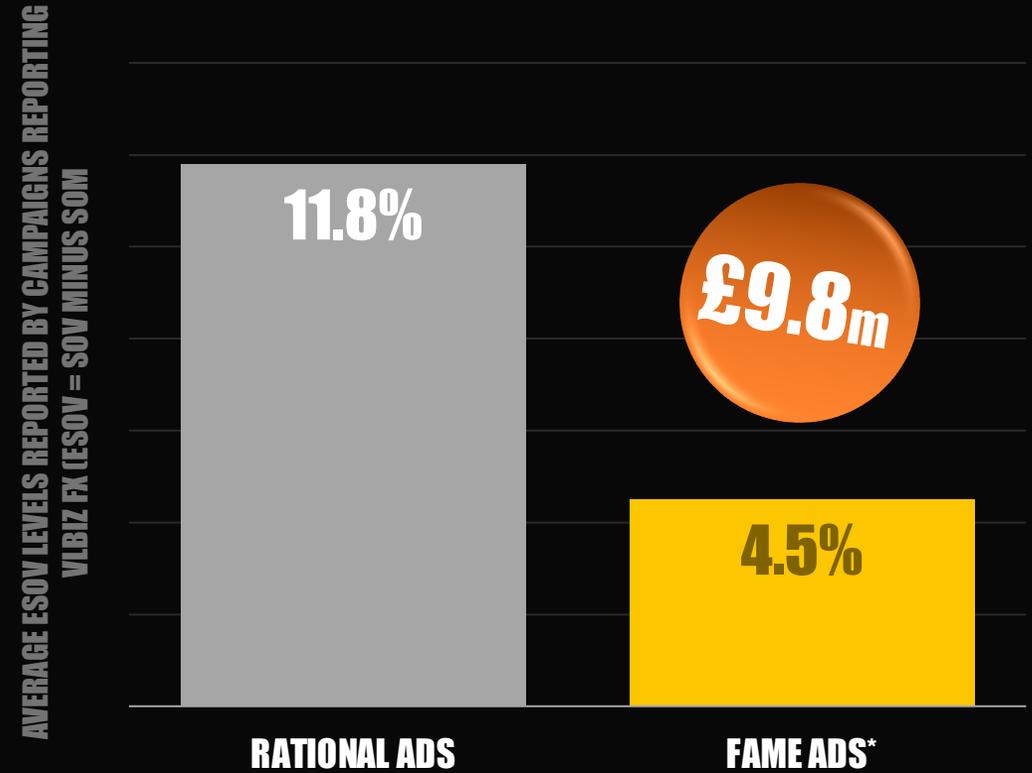
THE TRUE COST OF DULL | DULL ADS NEED EXTRA BUDGET TO ACHIEVE THE SAME GROWTH

BUDGET LEVELS OF CAMPAIGNS ACHIEVING VERY LARGE MARKET SHARE GROWTH (ESOV)



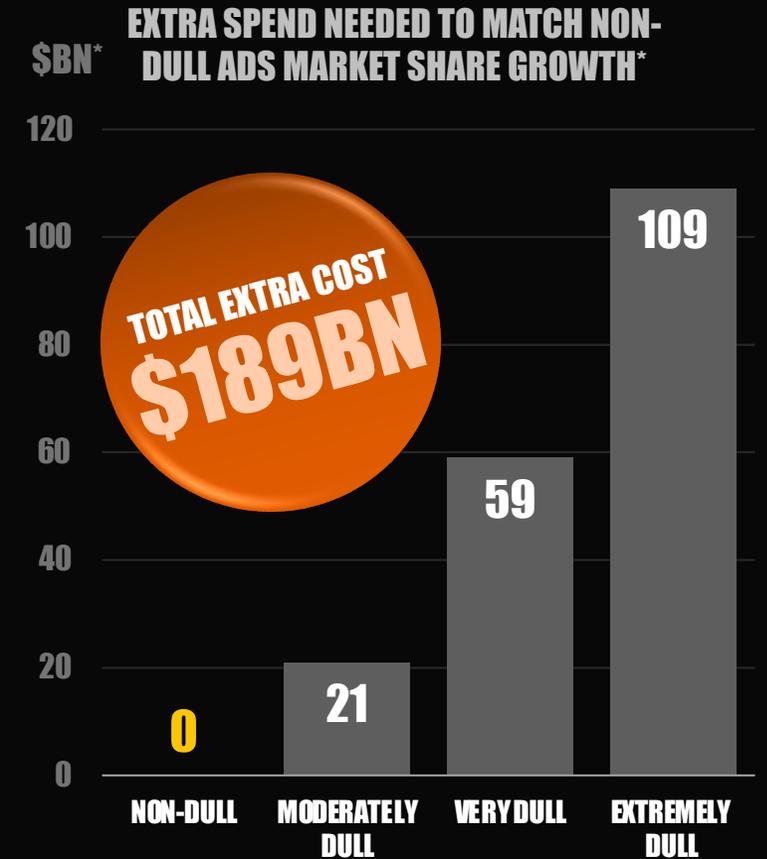
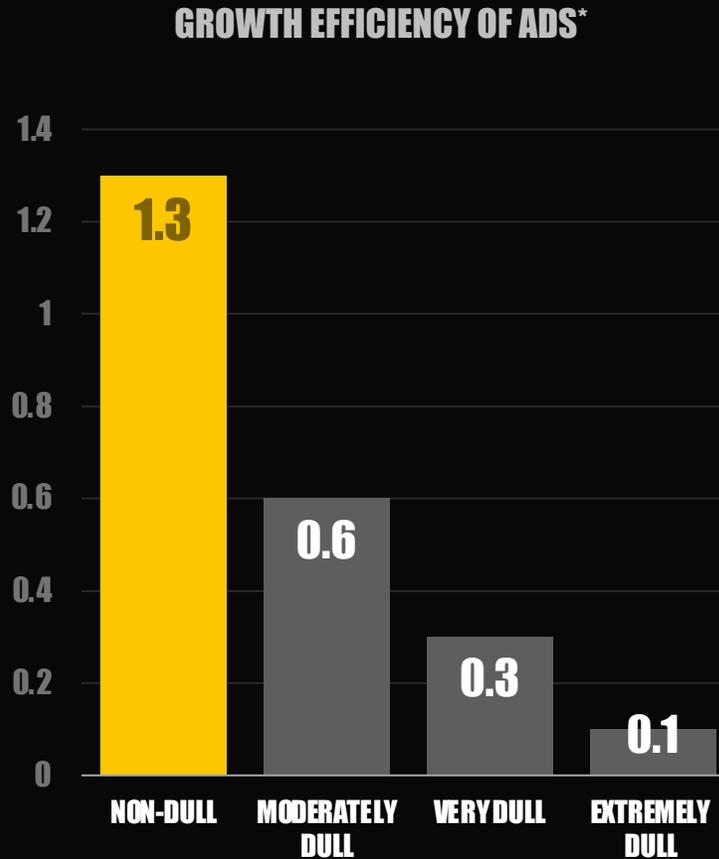
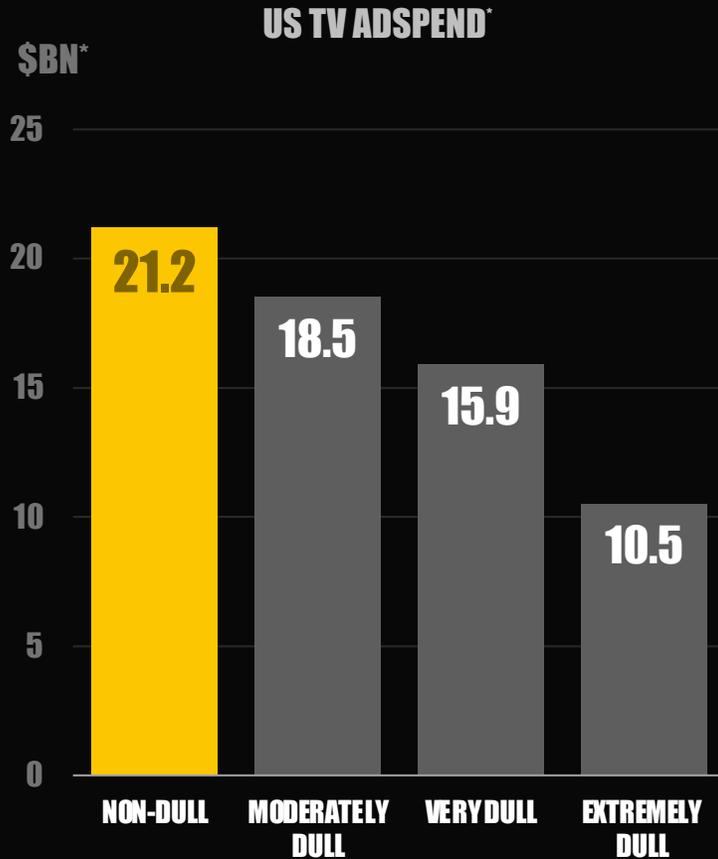
VERY LARGE MARKET SHARE GROWTH

WHAT DOES THIS MEAN IN £££s?



VERY LARGE MARKET SHARE GROWTH

THE COST OF DULL TV ADVERTISING TO US BRANDS



*Average estimated annual spend on all US TV ads (n>55,000) tested in Test Your Ad Premium since 2017. c13,900 ads per quartile. Spend estimates projected from Vivvix ad-level spend estimates for ads monitored in Test Your Ad, extrapolated to total US TV commercial spend estimate for 2022 (Statista)

*Annualised SOM gain points projected from Star ratings assuming a brand of 5% SOM and 15% SOM = +10 ESOV

*Estimated extra annual spend over current levels needed to match forecast growth potential if non-dull

COST OF DULL = GREEK GDP



**THE EXTRAORDINARY
COST OF DULL**

A DULL EXPERIMENT





System 1

Create with Confidence

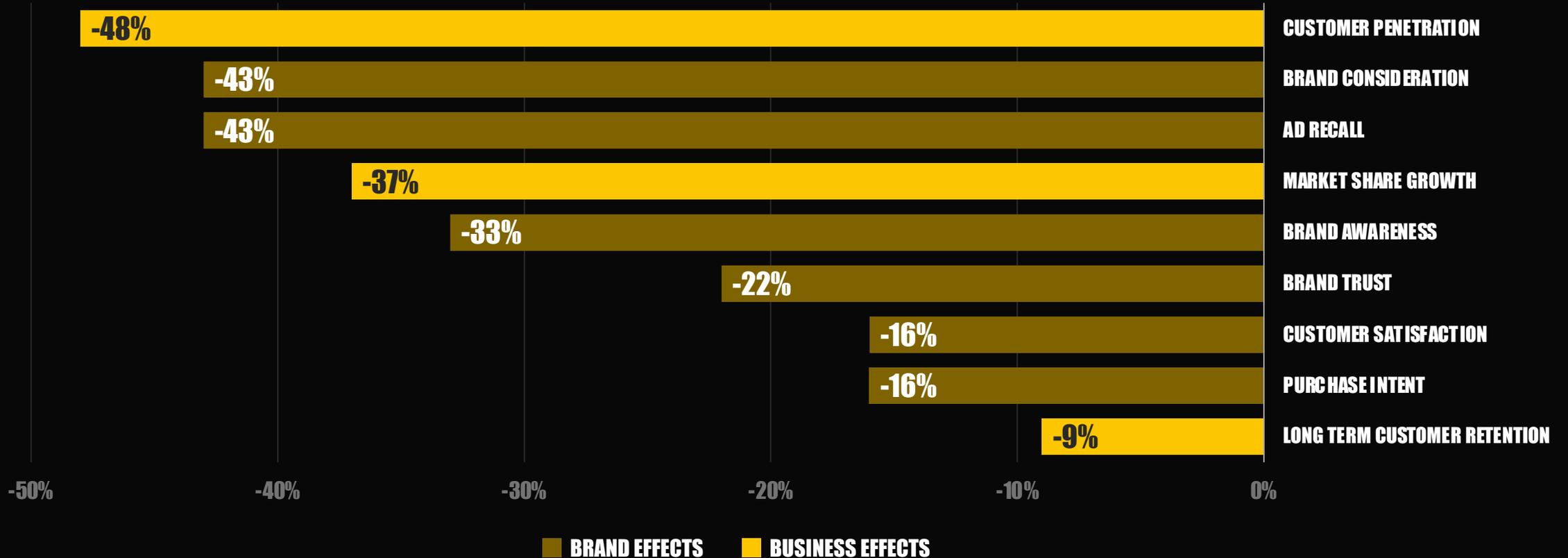


Star Rating

Modest

BUSINESS IMPACTS OF **DULL** THROUGH THE FUNNEL

THE IMPACT OF LOW CREATIVITY
(LIKELIHOOD OF BELOW AVERAGE CREATIVITY CAMPAIGNS TO RECORD EFFECT VS AVERAGE)



WHAT NEXT?

DULL ON DULL



SOCIALLY DULL



eatbigfish.

System1
Create with Confidence

Peter Field
Marketing & Communications Strategy



adam@eatbigfish.com

THE SUNDAY TIMES BESTSELLER

THE EXAMINED LIFE

How We Lose and
Find Ourselves

STEPHEN GROSZ

'UTTERLY CAPTIVATING'

SUNDAY TIMES

VINTAGE

**THE EXTRAORDINARY
COST OF DULL**

**WHY IS THIS
HAPPENING?**



ARE WE IN THE END OF TIMES?

**THE
4 HORSEMEN OF THE
DULLOCALYPSE**





PERFORMANCE

OPTIMISATION

AVERAGING

AI





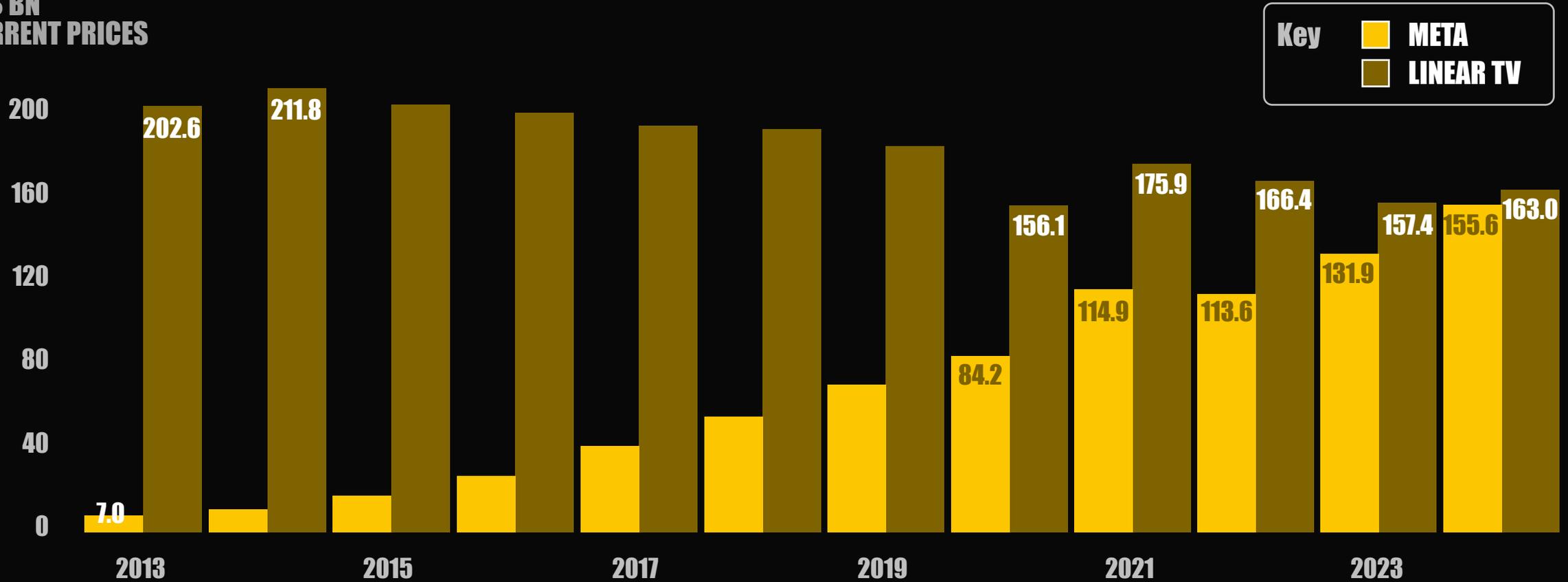
**THE EXTRAORDINARY
COST OF DULL**

PERFORMANCE

ALL THE MONEY IS HEADED TOWARDS **DULL** **DIGITAL (FINALLY) KILLED THE TV STAR**

GLOBAL, META & LINEAR TV AD SPEND

US\$ BN
CURRENT PRICES



Note: 2024 data are WARC forecasts. Meta includes ad revenue from Facebook (inc. WhatsApp) & Instagram. Global linear TV: Aggregation from 100 markets captured in WARC's global ad spend survey.

**THE EXTRAORDINARY
COST OF DULL**



OPTIMISATION

OPTIMISATION | TECH

Revolut

facebook.

Google

Microsoft

airbnb

Spotify

Pinterest

ebay

Revolut

FACEBOOK

Google

Microsoft

airbnb

Spotify

Pinterest

ebay

OPTIMISATION | FASHION

BALENCIAGA



YVES SAINT LAURENT

Berluti

BALMAIN
PARIS



BALENCIAGA

BURBERRY
LONDON ENGLAND

SAINT LAURENT

BERLUTI

BALMAIN
PARIS

RIMOWA

DIANE VON
FURSTENBERG

**“ THE SMARTER
WE GET IN A
CATEGORY, THE
DULLER WE GET”**

DEREK THOMPSON, THE ATLANTIC

**THE EXTRAORDINARY
COST OF DULL**



AVERAGING

The tyranny of the algorithm: why every coffee shop looks the same

THE AGE OF
INSTAGRAM FACE

How social media, FaceTune, and plastic surgery created a single, cyborgian look.

Welcome to Your Bland New World

Why do disruptive startups slavishly follow an identikit formula of business model, look and feel, and tone of voice? Because it works, sort of.

Why have buildings become so boring?

The age of average

Britain is plagued by bland, box-ticking television. Bring back weird TV

The Tyranny of Terrazzo Will the millennial aesthetic ever end?

Blanding – The hottest branding trend of the year is also the worst

Why Do All Chefs Cross Their Arms in Photos?

A completely serious investigation of the most popular pose on restaurant websites, TV cooking shows, and photo ops

What are 'beige flags?' What to know about TikTok's relationship trend



Source: The Age of Average, Alex Murrell

EATER

Why Do All Chefs Cross Their Arms in Photos?

A completely serious investigation of the most popular pose on restaurant websites, TV cooking shows, and photo ops

by [Tiffany Leigh](#) | [@LeighTiffany](#) | Nov 22, 2023, 10:00am EST



Jean-Georges Vongerichten, a master of the crossed arms look, in 2007. | [Emmanuel Dunand/AFP/Getty Images](#)

Man threatens to sue magazine for using his photo in article about hipsters looking alike

Angry reader accused magazine of 'slander' after mistakenly recognising himself in stock image

Chris Baynes • Friday 08 March 2019 17:19 GMT •  Comments



Man threatens to sue magazine for using his photo in article about hipsters looking alike, before realising it isn't him



INDEPENDENT

Angry reader accused magazine of 'slander' after mistakenly recognising himself in stock image

Chris Baynes • Friday 08 March 2019 17:19 GMT •  Comments



THE EXTRAORDINARY COST OF DULL



AI



PERFORMANCE

OPTIMISATION

AVERAGING

AI



**THE EXTRAORDINARY
COST OF DULL**



TWO WAYS TO GO

BORING HEADLINE

**DULL
COPY**



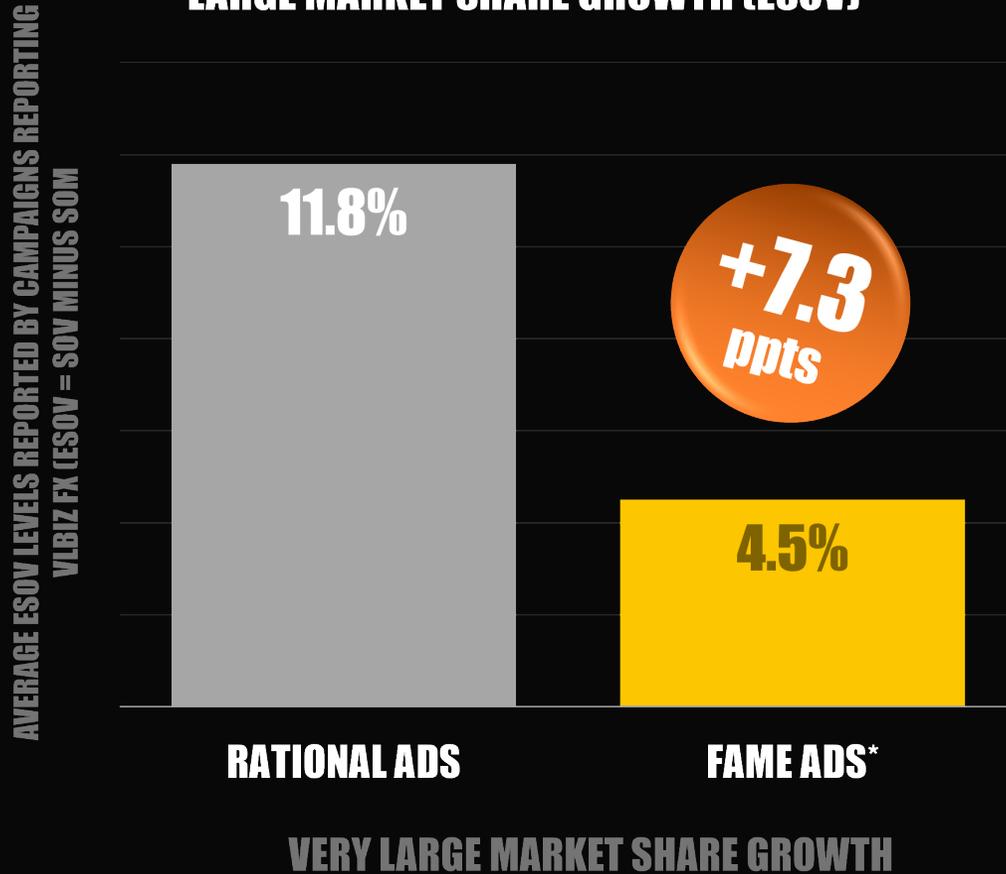
MAYBE THE REASON
OUR AD ISN'T BREAKING
THROUGH IS THE LEVEL
OF MEDIA SPEND?



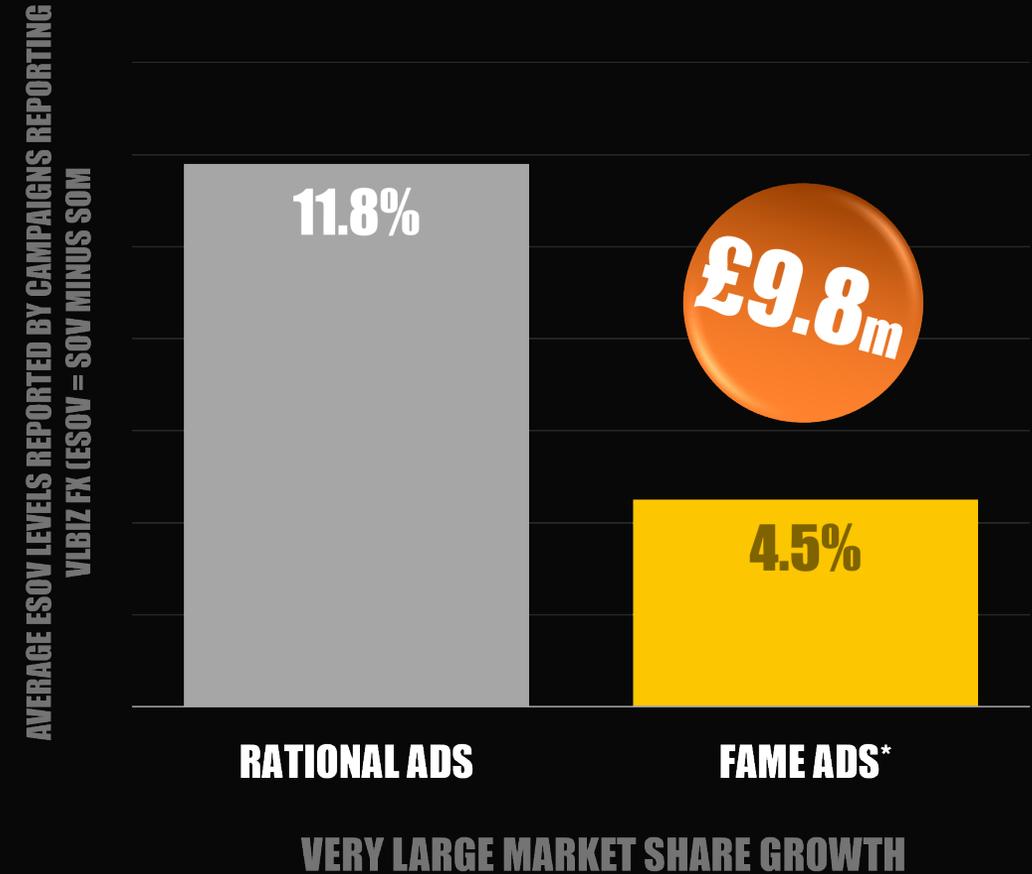
**TOM
FISH
BURNE**

1. LET'S NOT JUDGE. YOU CAN CHOOSE TO BE DULL. **BUT KNOW THE COST.**

BUDGET LEVELS OF CAMPAIGNS ACHIEVING VERY LARGE MARKET SHARE GROWTH (ESOV)

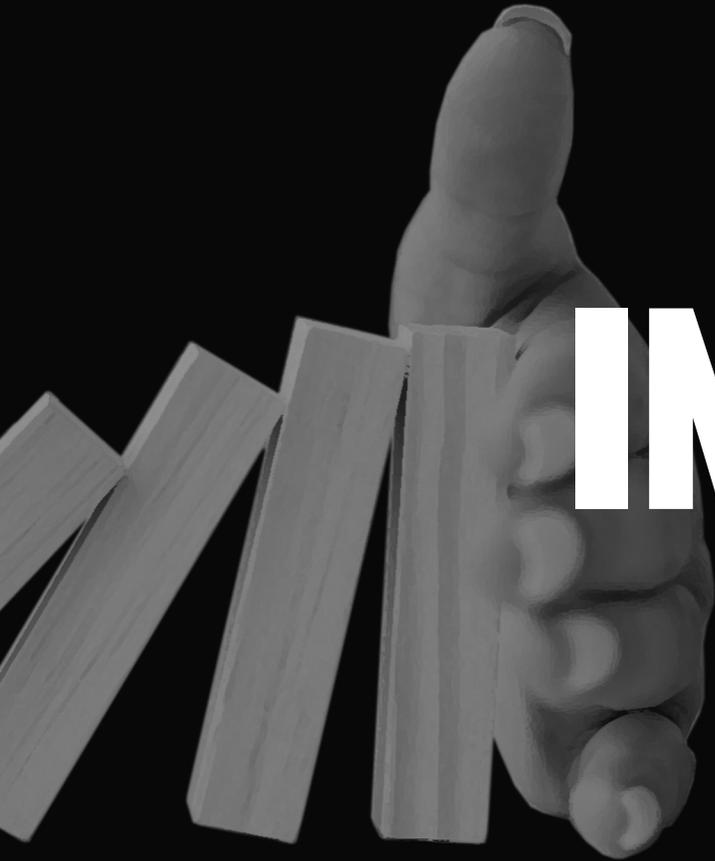


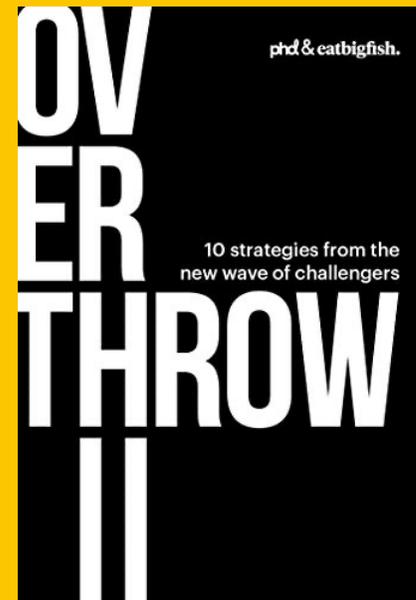
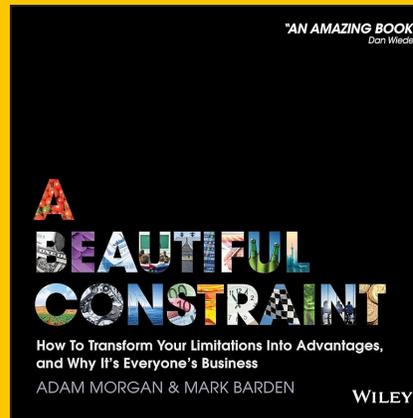
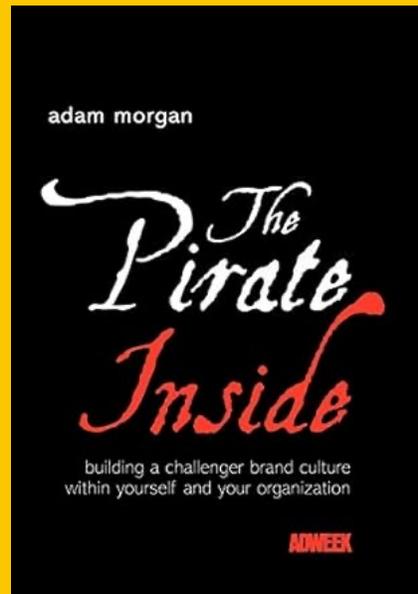
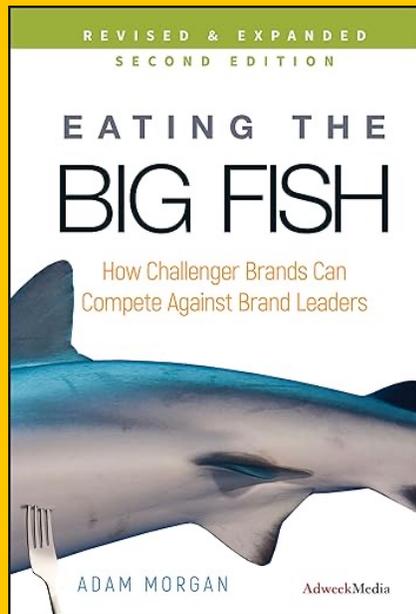
WHAT DOES THIS MEAN IN £££s?



**THE EXTRAORDINARY
COST OF DULL**

**2. MAKE AN
INTERVENTION**





SO WHO SHOULD WE BE **LEARNING FROM?**

Liquid
Death
MOUNTAIN WATER

Ardbeg

TONY'S
CHOCOLONELY



Department
for Education



THE ANTI DULL DIAL

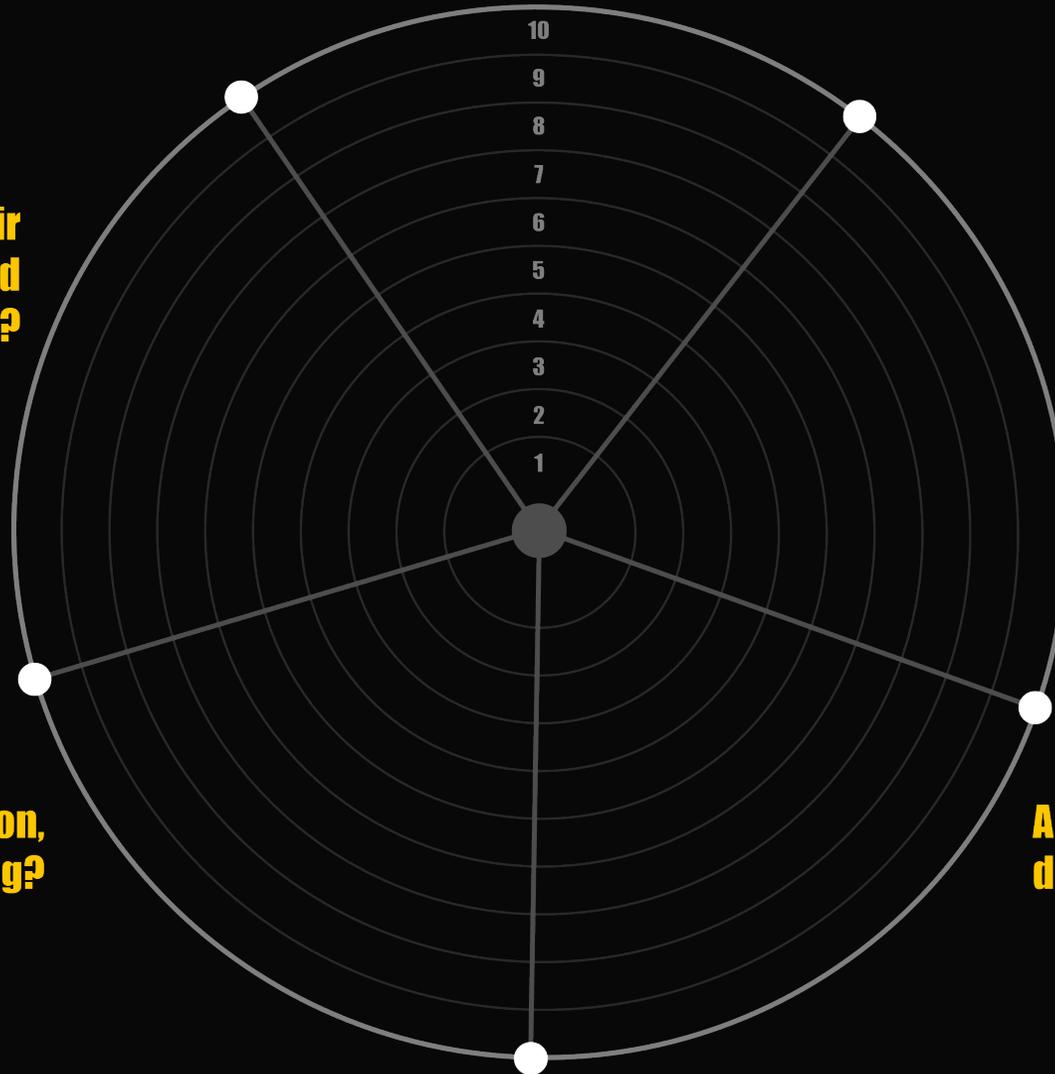
Are we meeting them where they care, and speaking to them in their language?

Are we denying one of their key assumptions, and surprising them?

Are we using the real bar to judge what's interesting, or some invented one of our own?

Are we using emotion, drama and storytelling?

Are we showing real distinctiveness and character?



THE ANTI DULL DIAL

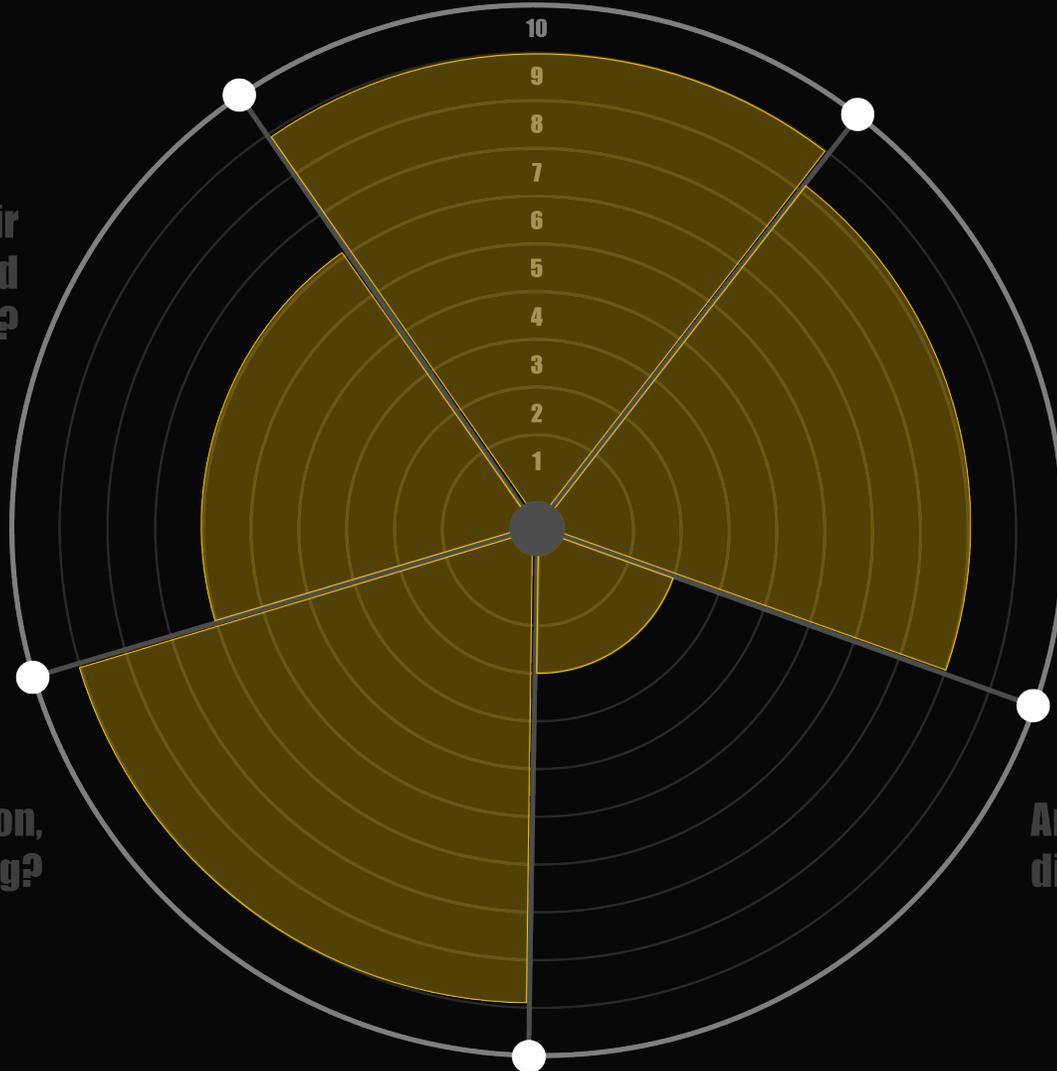
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“ 56% OF PEOPLE CAN'T THINK
OF A **SINGLE BRAND** THEY
FEEL CONNECTED WITH OR
UNDERSTANDS THEM”





NEW

Don't fear the
poonami!

Pampers.
pants

Now with our
stop & protect
Pocket



**BUILDING CONNECTION –
A QUESTION TO ASK OURSELVES**

SO WHAT'S OUR POONAMI?

THE ANTI DULL DIAL

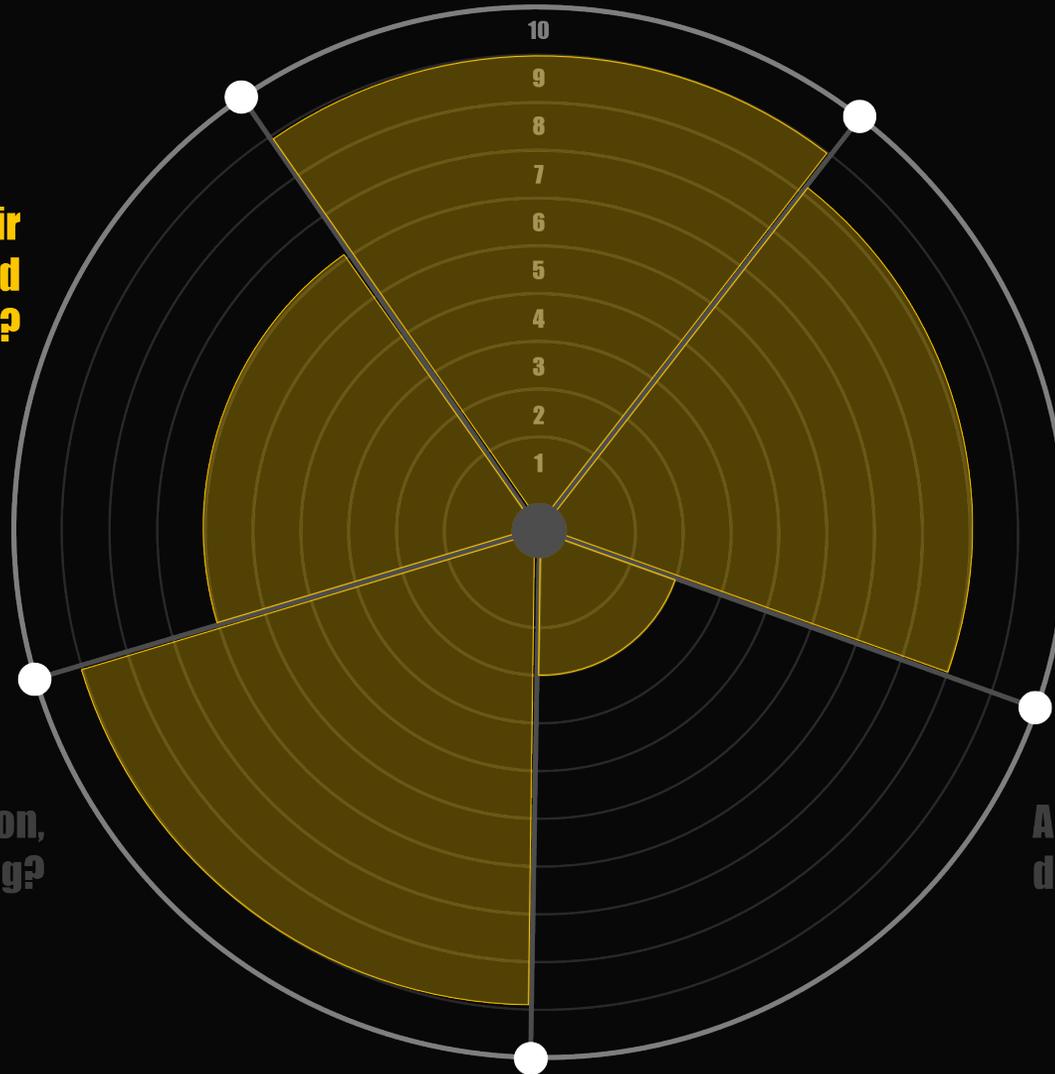
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That's Interesting!

Towards a Phenomenology of Sociology and a Sociology of Phenomenology

MURRAY S. DAVIS

SUMMARY

QUESTION: How do theories which are generally considered *interesting* differ from theories which are generally considered *non-interesting*? ANSWER: Interesting theories are those which *deny* certain assumptions of their audience, while non-interesting theories are those which *affirm* certain assumptions of their audience. This answer was arrived at through the examination of a number of famous social, and especially sociological, theories. That examination also generated a systematic index of the variety of propositional forms which interesting and non-interesting theories may take. The fertility of this approach suggested a new field be established, called the *Sociology of the Interesting*, which is intended to be a systematic study of the

“

**I THINK AUDIENCES, WHETHER THEY'RE
AWARE OF IT CONSCIOUSLY OR NOT,
WANT TO BE SURPRISED.**

SIMON PEACOCK
DIRECTOR OF ASSASSIN'S CREED



FILTERWORLD

**HOW ALGORITHMS FLATTENED
CULTURE → KYLE CHAYKA**

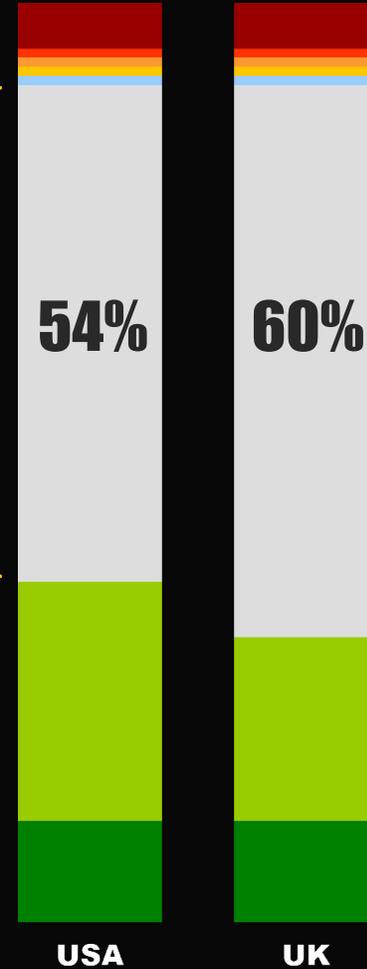
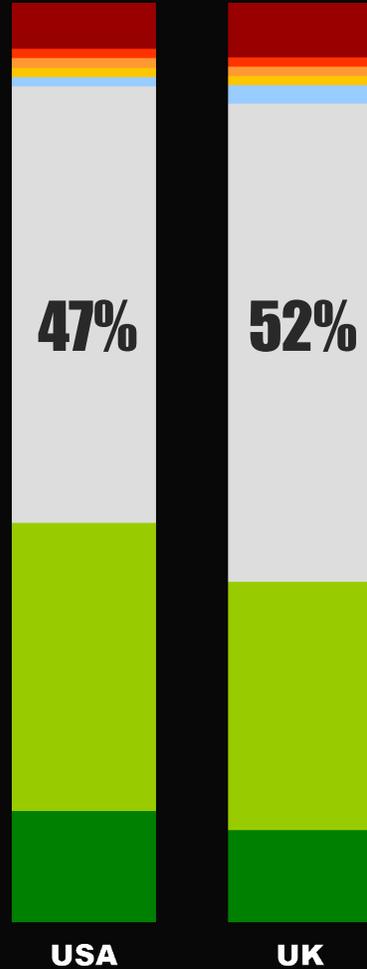


**'THE STORY TOLD HERE IS INSTRUMENTAL TO YOUR OWN,
EVEN IF YOU DO NOT REALISE IT' Jaron Lanier**

THE MOST COMMON RESPONSE TO ADVERTISING

Total Advertising

	USA	UK
● Contempt	5%	6%
● Disgust	2%	1%
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● Fear	1%	1%
● Sadness	1%	2%
● Neutral	47%	52%
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● Surprise	12%	10%



B2B Advertising

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● Sadness	1%	1%
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● Happiness	26%	20%
● Surprise	11%	11%



120 millions de vues! Retour sur l'incroyable succès d'Orange pour le mondial de foot féminin

"As a Head Chef,
do you promise to respect
and honour the ancient
Japanese sushi tradition
in everything you do?"

No!



YOU'VE NEVER SEEN SUNSCREEN LIKE THIS

INTRODUCING VACATION® CLASSIC WHIP

A premium,
"lighter-than-air"
sunscreen mousse
inspired by everyone's
favorite after-dinner
indulgence.

Engineered with an
authentic, "tilt valve"
actuator, Classic Whip
is cleverly designed to
"whip" just like the
famous dessert topper
we all know and love.



Simply remove the
cap, invert the can,
and watch as a perfect,
star-shaped mountain of
foam forms in your hand
and satiates the senses.

Can you believe it? We
can't either. Simply put,
there's nothing quite like
Vacation® Classic Whip.
Available now at
www.vacationinc.com



Vacation®
996 5th Ave #388 Miami, FL 33130

SPF
WHIPPED CREAM?!



**BUILDING SURPRISE –
A QUESTION TO ASK OURSELVES**

**WHAT'S THE ONE CUSTOMER ASSUMPTION ABOUT US
IT WOULD BENEFIT US MOST TO CHALLENGE?**

THE ANTI DULL DIAL

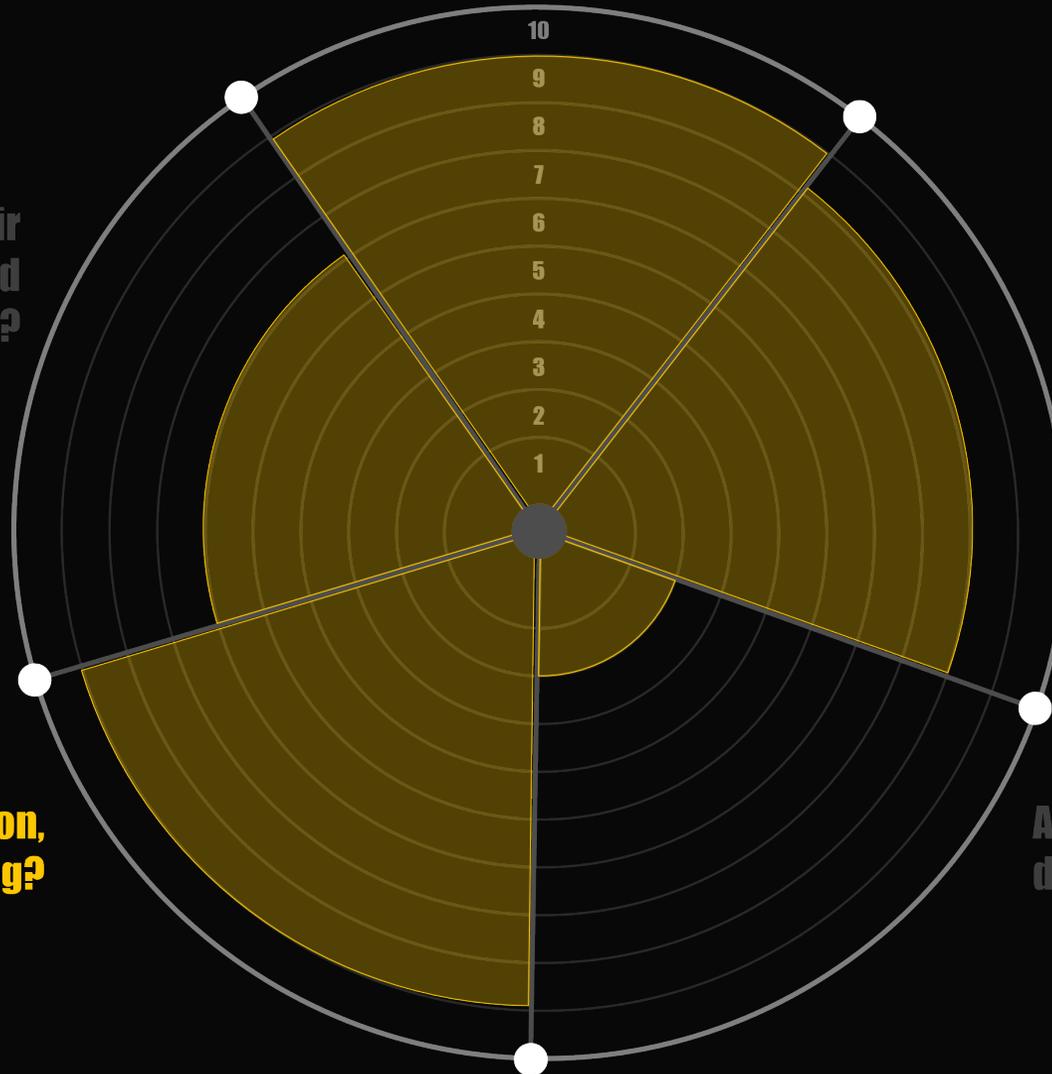
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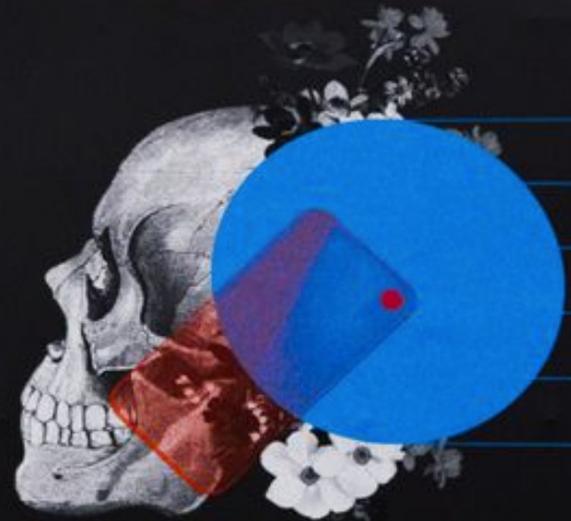
WHAT DO YOU WANT?

+

WHAT'S IN THE WAY?

**We sell what Big Tech
pretends is dead.**

BackMarket
TECH TO THE PEOPLE



LAMAR

**BUILDING EMOTION –
A QUESTION TO ASK OURSELVES**

**WHAT DRAMATIC TENSION COULD WE BUILD
INTO THE HEART OF OUR BRAND PROPOSITION?**

THE ANTI DULL DIAL

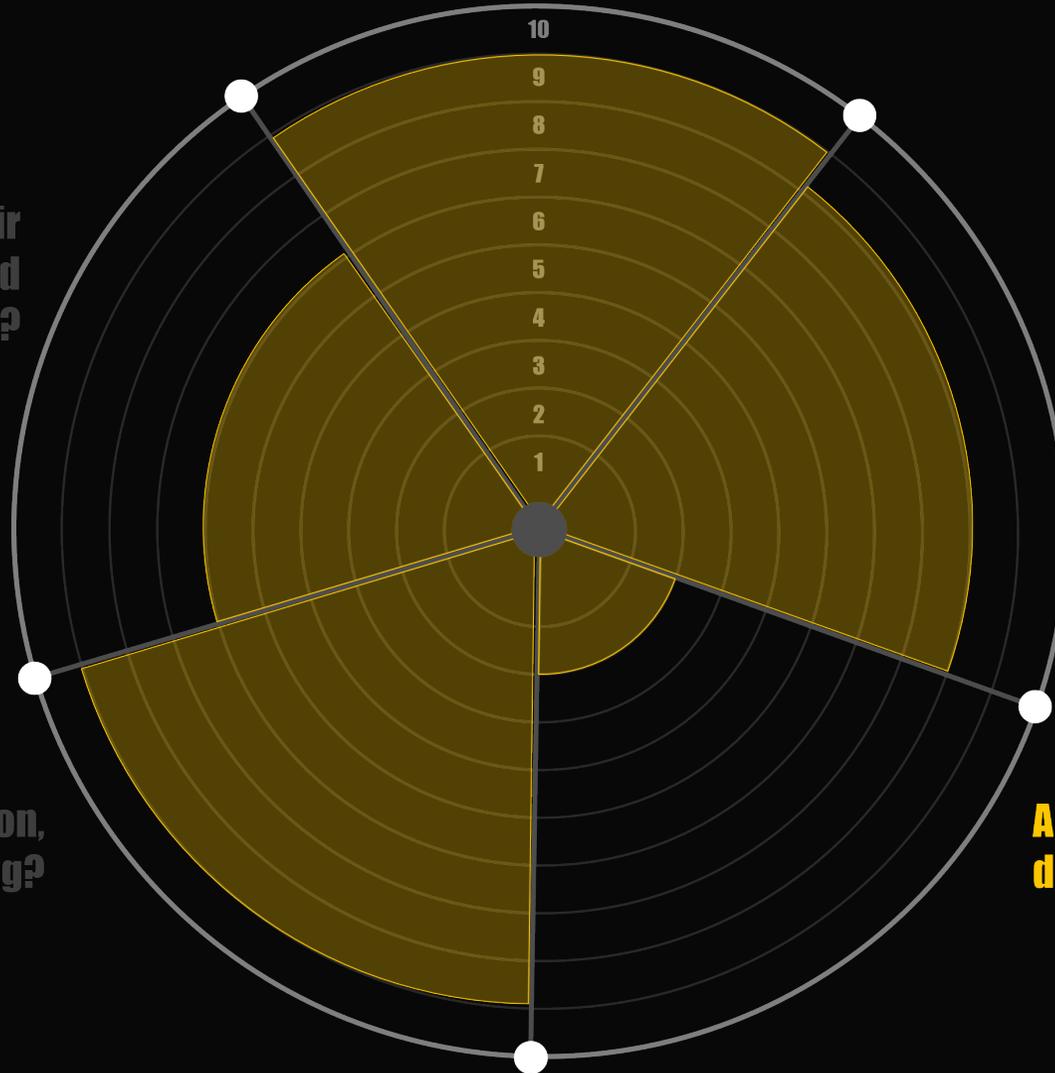
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Ardbeg PRESENTS

WEE BEASTIE

A
MONSTER
OF A DRAM



NEW!



CASTING
PETE SMOKE • ANNIE SEED • RICH COCO • C.SPRAY

EDITING
SCOTS PINE • PEP.R • T.BONE

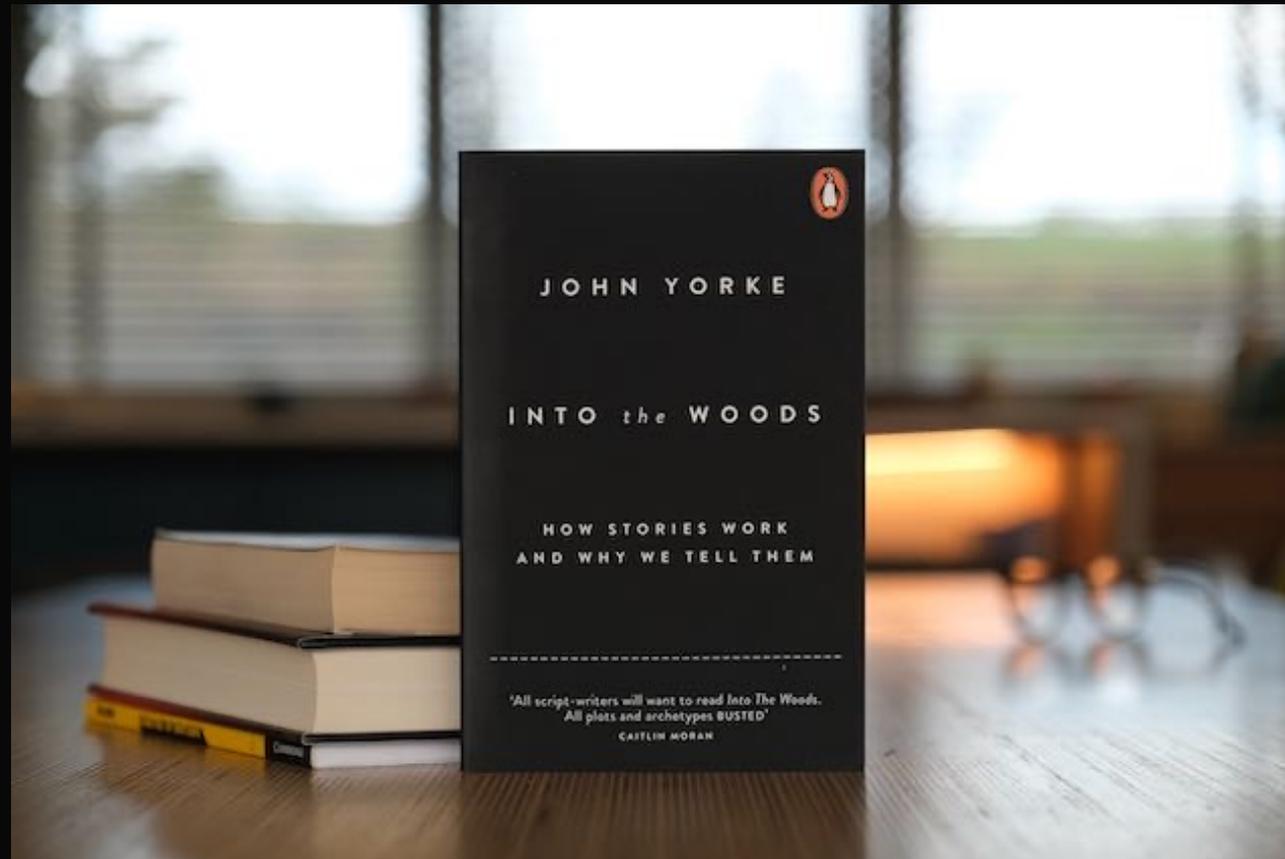
PRODUCTION
MICKEY HEADS • DR BILL LUMSDEN • SHORTIE

FROM THE PEOPLE WHO BROUGHT YOU
ARDBEG TEN YEARS OLD • ARDBEG AN OA

ESTD 1815
Ardbeg

The Ultimate
ISLAY SINGLE MALT
SCOTCH WHISKY

BUILDING CHARACTER – A QUESTION TO ASK OURSELVES



**BUILDING CHARACTER –
A QUESTION TO ASK OURSELVES**

**WHAT IF WE TOOK ONE CHARACTERISTIC
OF OUR BRAND AND EXAGGERATED IT 200%?**

THE ANTI DULL DIAL

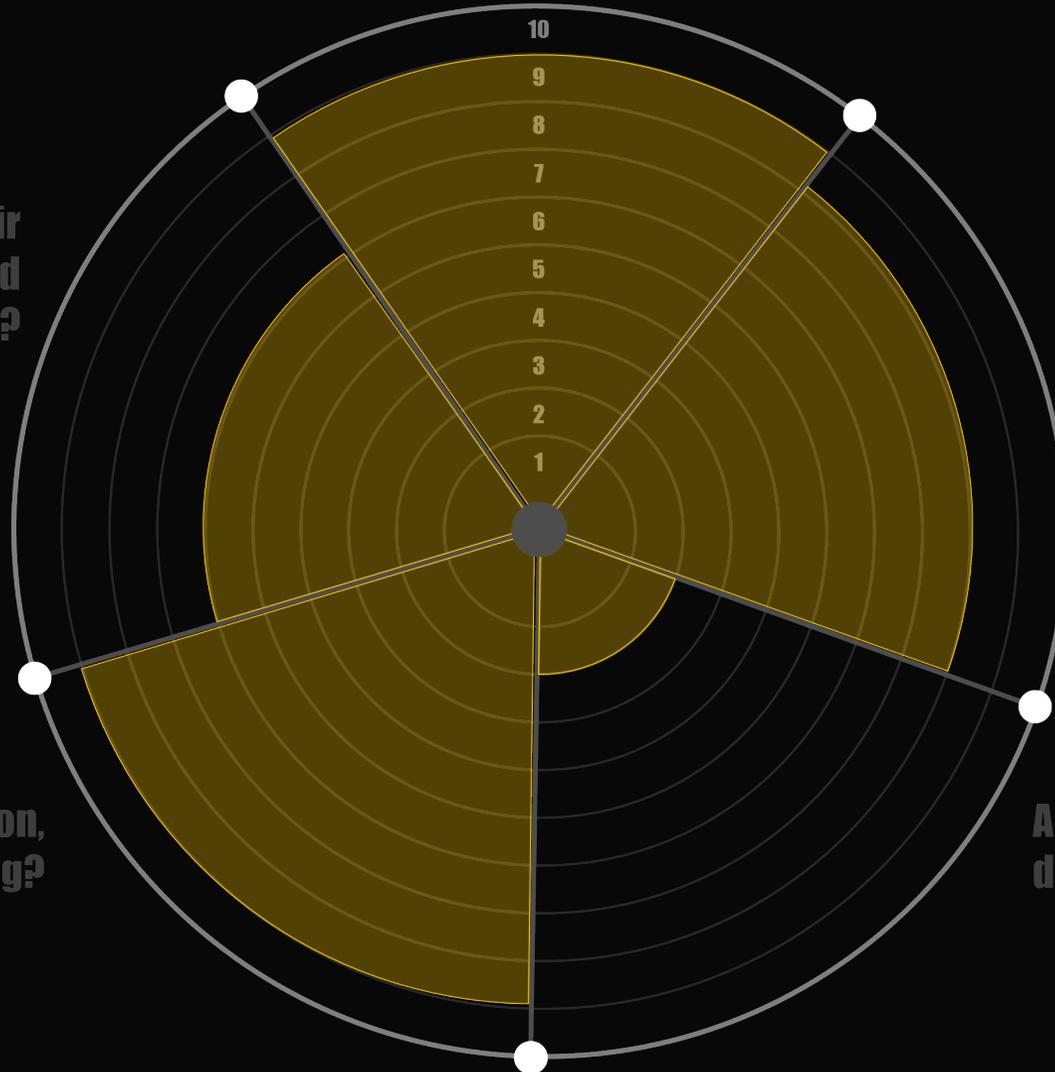
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“ WHEN YOU REALLY TAKE ENTERTAINMENT SERIOUSLY AS ENTERTAINMENT, YOU KNOW THAT THE ‘BAR’ ISN’T OTHER COMMERCIALS.

THE BAR IS NETFLIX COMEDY SPECIALS, ACTUAL FILMS, TV SHOWS - **THAT’S THE BAR.**

MIKE CESSARIO



JON EVANS
UNCENSORED CMO

**SETTING THE RIGHT BAR –
A QUESTION TO ASK OURSELVES**

**SO WHAT IF OUR COMPETITION
REALLY WAS ENTERTAINMENT?**

SO WHAT ARE THE BIGGEST OPPORTUNITIES FOR US HERE...?

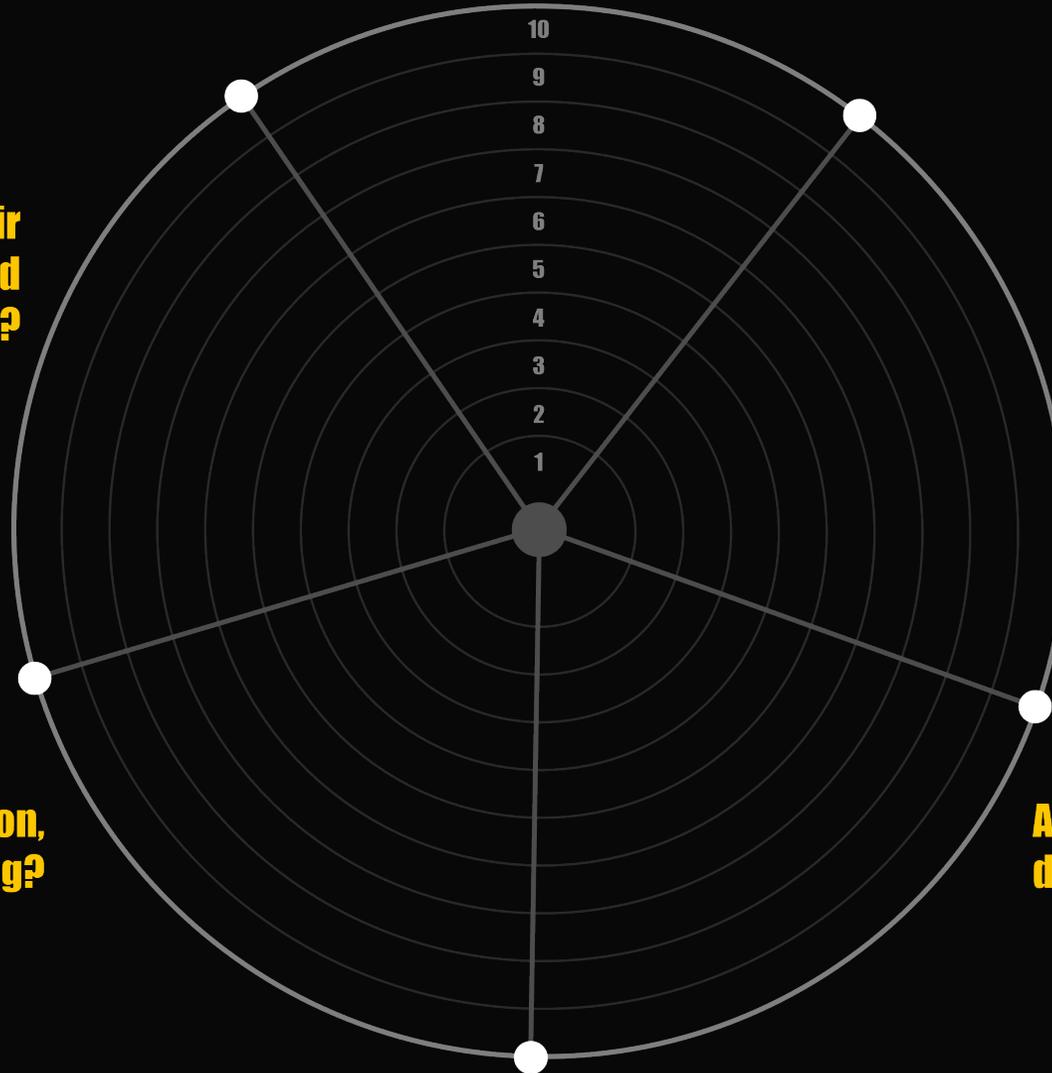
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PERFORMANCE

OPTIMISATION

AVERAGING

AI





lettuce



For Your Business-of-One

Form **W-9**
(Rev. March 2024)
Department of the Treasury
Internal Revenue Service

Before you begin. Fo

1 Name of entit
entity's name
Mike

2 Business nan

3a Check the ap
only **one** of ti

page 3.

**Request for
Identification Number**

Go to www.irs.gov/FormW9 for instr



S corp

**EVEN BOTTOM OF
THE FUNNEL**

SO, IF THE **COST OF DULL** HAS
NEVER BEEN HIGHER...

...AND THE **COST OF BEING MORE INTERESTING**
HAS NEVER BEEN LOWER...

**WHAT EXCUSE DO WE HAVE
FOR BEING DULL ANYMORE?**

DISCUSSION