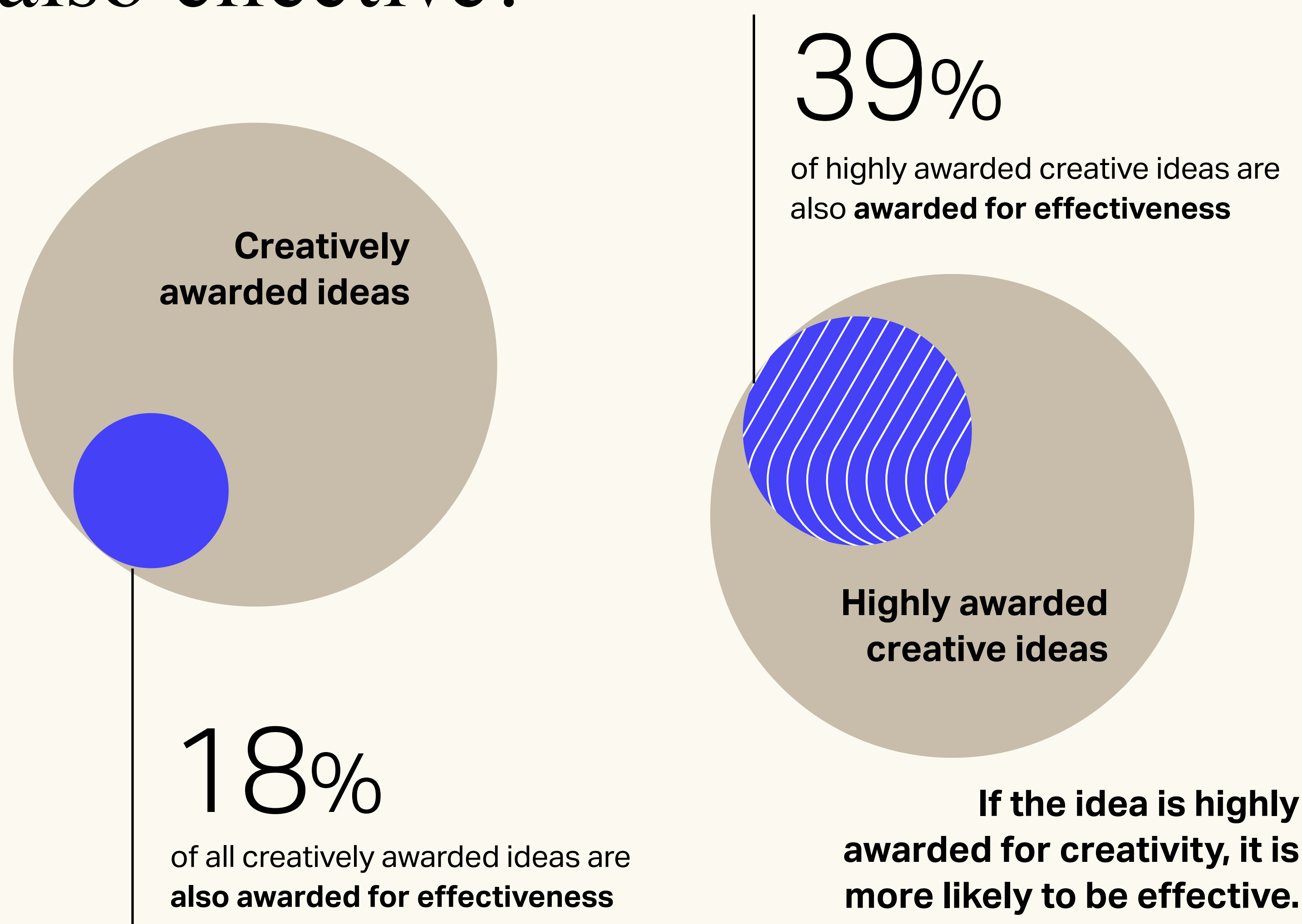


Health of **creativity**

How often is creativity also effective?

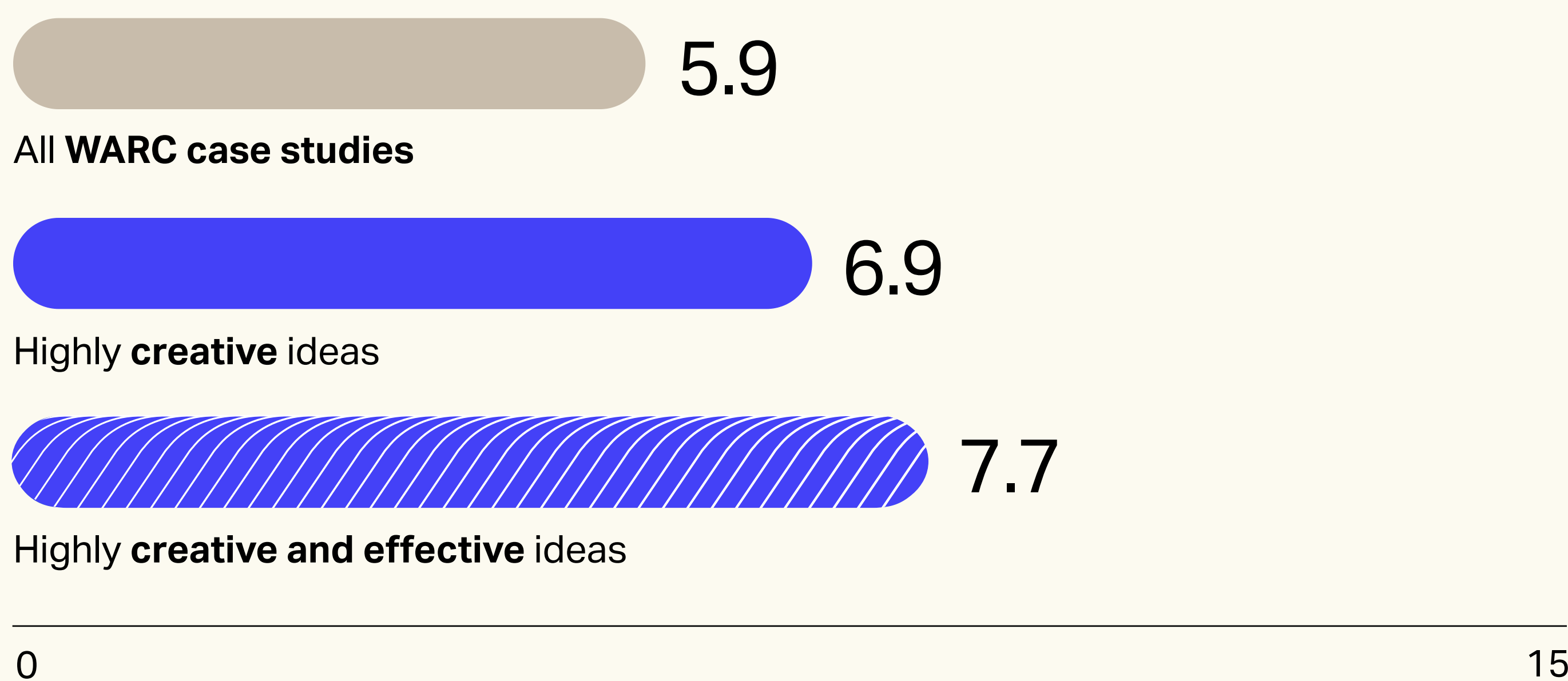


How can I achieve creative effectiveness?

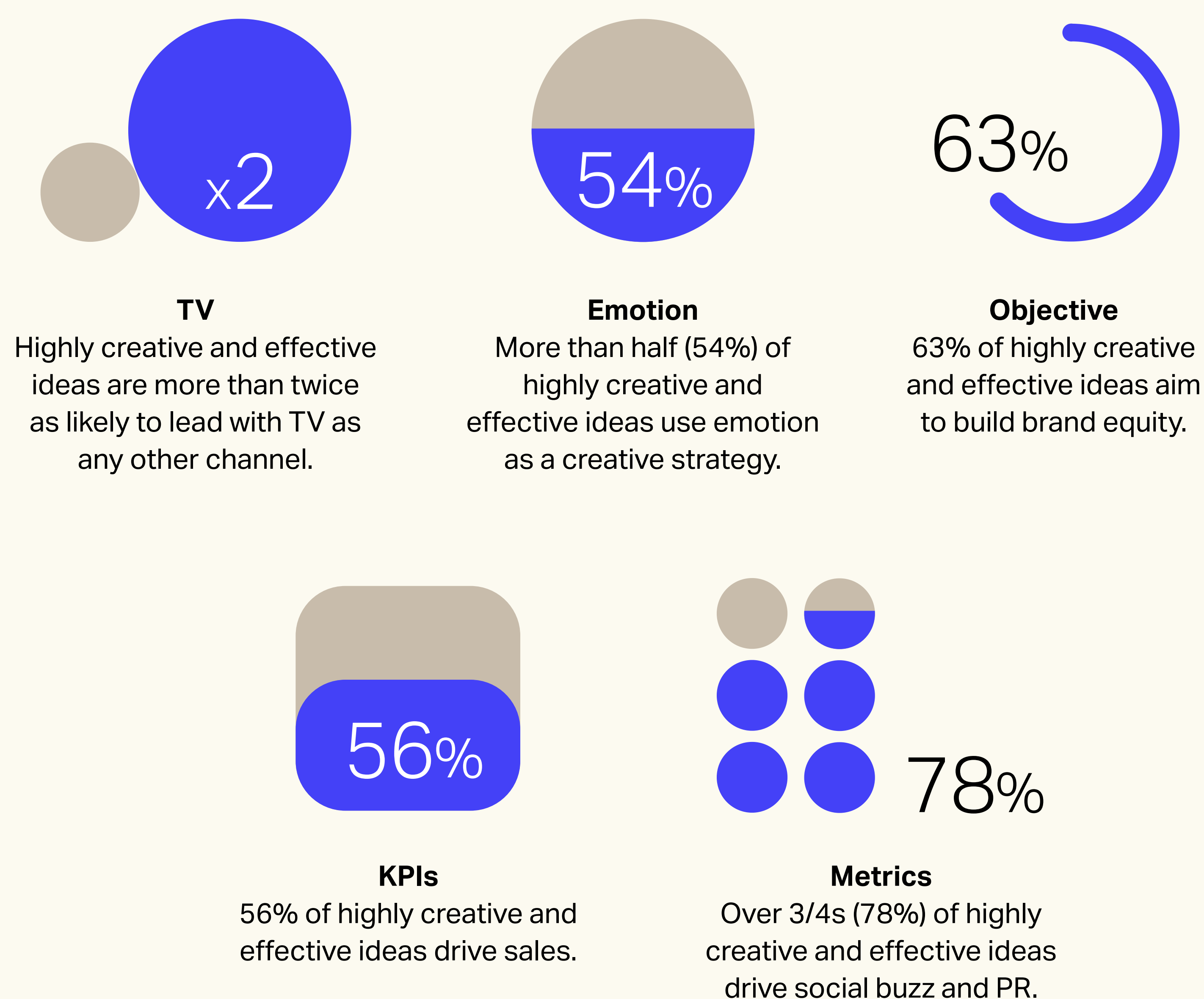
Measuring creative commitment

The best ideas have higher creative commitment scores. Campaigns are more effective in terms of sales, brand building, market share and profit effects the longer their duration, the more numerous their media channels, and the higher their overall spend.

Average creative commitment



5 characteristics of the best campaigns for creative effectiveness



How often is creative work also effective?

Each year, WARC tracks the results of the top regional and global award shows for creativity and effectiveness for its WARC Rankings.

Using the rankings data, we wanted to assess the health of creativity: how often is creative work also effective?

We compared data from the rankings to see how many creative ideas were subsequently awarded for effectiveness, and if highly awarded campaigns were more likely to be effective. In this way we can say if there is a correlation between creativity and effectiveness; as creativity increases, does effectiveness do the same?

Methodology

An 'idea' is an overall creative concept. One idea can include multiple campaigns or campaign components that together form a creative idea.

Ideas included have been awarded in a show tracked by the WARC Rankings between 2015 and 2019.

Where ideas are referred to as 'highly' creative or effective, they (or a component of the idea) have been ranked in the WARC Rankings. Campaigns are ranked as a result of being awarded multiple times in shows tracked by the rankings.

Find out more: warc.com/rankings