



How to make ads that travel?



- Clients increasingly developing advertising on a regional basis. In this context, the same executions LINK™ tested in more than one country within the region (North Africa Middle East & Turkey – NAMET).
- At times, these ads perform very differently across countries within the region.
- Therefore, need to understand - what makes creatives travel well across the region? What do clients need to keep in mind while briefing ad agencies on regional creatives?

We did some digging into the Link™ databases across the region.

In order to address the issue above, we needed an understanding of:

1. How similar/ different are consumers across the NAMET region?
2. Are there differences in the way they consume advertising?
3. Which ads have performed uniformly well across the region – why?
4. Which ads have performed uniformly poorly across the region – why?
5. Which ads have performed differently across countries – why?

Learning 1 – Consumer is different

Socio economic indicators (key NAMET markets)	KSA	Turkey	Egypt	Morocco
Human Development Index Rank (2001)	71	85	115	123
Total population (mn)	20.3	66.7	67.9	29.9
GDP per capita (PPP US\$)	11367	6974	3635	3564
Adult literacy (%)	76	85	55	49
Female literacy (%)	67	77	44	36
Telephone lines/ 1000	137	280	86	50
Cellular lines/ 1000	67	246	21	83

Source: UN Demographic Database

**Across NAMET countries, considerable disparity in levels of development
KSA and Turkey more developed as compared to Egypt & Morocco
Would impact how they respond to advertising.**



Learning 2 – Drivers of ad performance differ

Average Normalized Index	KSA	Turkey	Egypt	Morocco
Enjoyment	103	102	104	103
Active Engagement	99	107	98	102
Brand Linkage	103	107	100	101
Persuasion	104	98	107	105

Drivers of ad performance differ across NAMET markets. Any significant relationships between the key measures and other parameters?



- **Enjoyment emerges as a key attribute across NAMET – correlation with:**

	KSA	Turkey	Egypt	Morocco
Brand really different	0.49	0.45	0.66	0.83
Relevance	0.43	0.46	0.45	0.82
Believability	0.65	0.41	0.47	0.73

- **Also substantial correlation between Enjoyment and Persuasion across all markets – KSA (0.65), Turkey (0.42), Egypt (0.51), Morocco (0.76) – much higher than observed in Western markets**

High need for entertainment among consumers in the region.



Learning 4 - Persuasion driven by both emotional and rational response

- In all markets, substantial correlation between Enjoyment and Persuasion – further, in KSA, Turkey and Morocco, also strong correlations between Persuasion and:

Persuasion vs.	KSA	Turkey	Morocco
Brand really different	0.68	0.67	0.68
Relevance	0.64	0.76	0.73
Believability	0.63	0.70	0.58

+

For Launch ads, very high correlation between New news and Persuasion
(0.7+)



FURTHER

Learning 5 – Egyptian consumer most literal

- In Egypt, Enjoyment and Comprehension are correlated with Persuasion at levels similar to or more than rational response measures:

Persuasion vs.	Egypt
Enjoyment	0.49
Comprehension	0.35
Brand really different	0.37
Relevance	0.22
Believability	0.21

Advertising in Egypt needs to deliver on basic comprehension/ enjoyment, before it can start to motivate rationally?



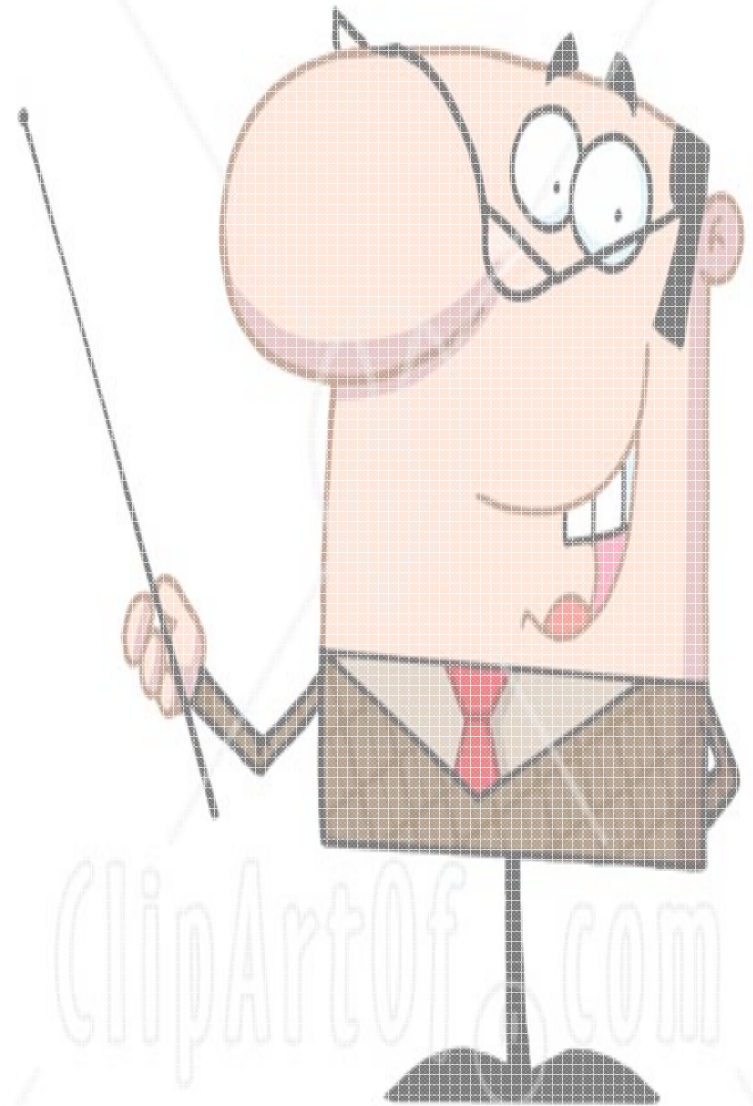
Learning 6: Turkey very different from rest of the region

- Even though there is a wider gulf between KSA and Egypt on economic variables (as compared to KSA and Turkey), the similarities in language, culture, symbols and icons outweigh them to quite some extent.
- Also, Turkey a more evolved market in terms of ad consumption – dislike simplistic ads, prefer ads with 'a twist'. Turkish advertising also a lot bolder than the rest of the region.

**Greater scope to develop common ads for KSA & Egypt.
Turkey needs to be treated differently.**



- **LEARNING 7**: Aim for ads that are 30-35" in length, lengthier ads tend to score lower on ease of comprehension.
- **LEARNING 8**: Regional creatives need hooks based on 'universal truths' that transcend cultural differences – these could be based on humour, music or emotion.



- **LEARNING 9**: Regional creatives have a better chance of performing similarly if the brand stature is similar across markets.
- **LEARNING 10**: For established brands, need to be careful with radical changes from previous advertising style, as those could lead to low empathy and brand linkage.

