



THE BBDO INSIGHTS COUNTDOWN



*Join us for 6 days of insights as we recap what defined 2023
and what it means for 2024.*

1
*But Seriously
Though...*

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BBDO





WE ALL NEED MORE LAUGHS

Is Cannes Lions having a laugh with its new humour category?

(Source: Campaign Magazine, 2023)

The Cannes Lions International Festival of Creativity just announced a new category for 2024... Humor. We called it **first**.

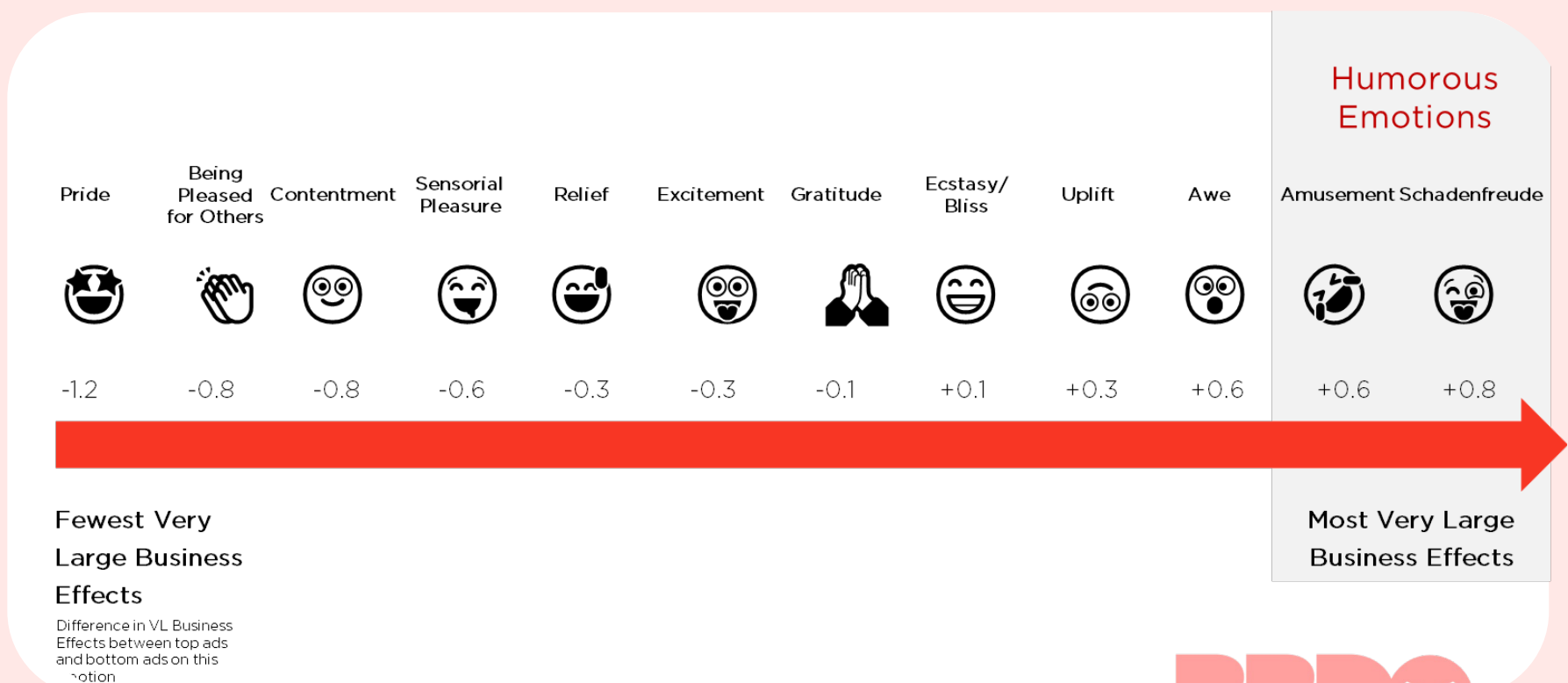
This year on the Cannes mainstage, our President & CEO Andrew Robertson made a compelling (and comedic) case for more humor in advertising. Adland resoundingly signed up in a recent Campaign article and according to the data; **consumers want brands to be funny, are actively seeking comedy in every form, and just need a laugh.**



BUT SERIOUSLY THOUGH...

According to Kantar data, humor in advertising is in decline when arguably we've never needed humor more.

But more importantly the data also suggests humor is inextricably linked to effectiveness, and works across the board on everything from billboards to e-commerce copy, and for every category from beer to funeral directors...



Source: Orlando Wood, *Lemon* (based on data from System1 and the IPA Effectiveness Databank)

Please contact BBDO for more information on the data.



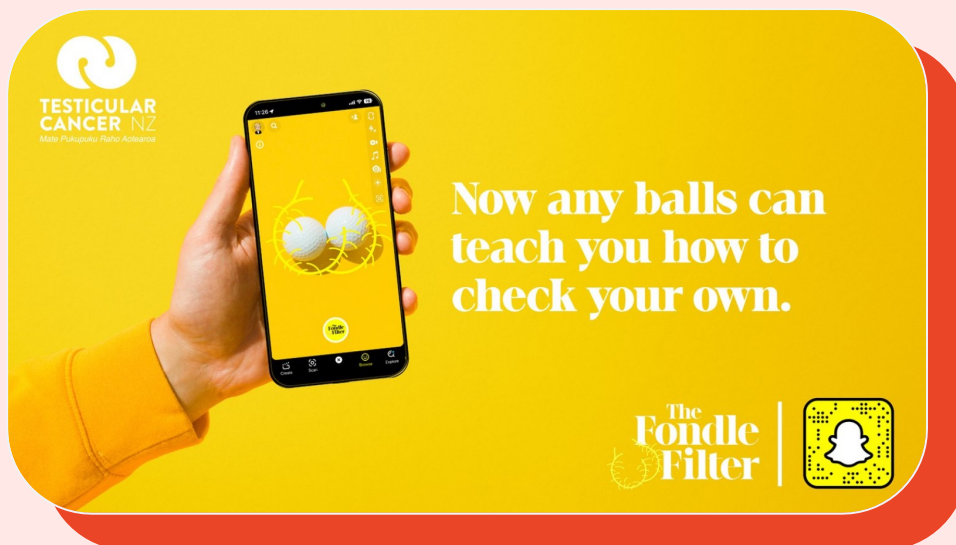


HUMOR WORKS...

Humor works, even in sensitive moments, like the world reopening after a global pandemic....

Gum anyone?

For When it's Time*
Extra, Mars Wrigley
- Energy BBDO



Humor works, when you need to encourage a serious behaviour change... check your balls please!

The Fondle Filter*
Testicular Cancer NZ
- Clemenger BBDO NZ

**Please view the work in the comments*





2024... THE YEAR WE FINALLY START LAUGHING AGAIN?

“If brands are truly looking to make the world a better place, we could do a lot worse than make people laugh.”

- Andrew Robertson, President & CEO, BBDO

Humor is an underutilised creative vehicle, one that cuts through and elevates. Some say we don't have a humor problem; we have an awards problem with funny ads less likely to be awarded.

Regardless, goodness knows in 2024 we would all benefit from more laughs.





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WE ARE HUNGRY FOR HORROR

Why we like scary things: The science of recreational fear

From peek-a-boo to Halloween haunted houses, research shows that recreational fear can teach us to face scary situations

Source: *The Washington Post*

Ever since the pandemic, horror has been on the rise, in the face of uncertainty, sometimes we just want to scream:

“For many people life is a daily struggle against big forces. It’s easy to feel less in control of our own destiny. A horror film takes all this pressure off and for a couple of hours the story carries us along. Escapism has never been more needed.”

— *Andre Radmall,*
Executive coach and writer – The Journal





HORROR CUTS THROUGH

Horror, or the tropes of horror, serve to heighten our emotions and make us pay attention, we don't look away, even though we know we should. It's genius, especially when we want to capture attention in order to drive behaviour change.

“We all know emotions play a key role in ad effectiveness - it's not just about scaring people, the best brands combine these strong emotions with a powerful brand story to create brand memories, which in turn drives action.”

—Ian Forrester, CEO and founder of DAIVID, [Link](#).





HORROR WORKS...

Horror works, it catches and keeps our attention and it encourages behaviour change. Please give blood...

Bloody Nightmare*
American Red Cross
- BBDO New York



Horror works, reminding us what we should fear is much closer than we think... Please wear your sunscreen.

You do the 5. You survive*
Queensland Health
- CHEP BBDO

**Please view the work in the comments*





2024... THE YEAR WE SCREAM FOR GOOD?

Like humor, horror remains an underutilised creative vehicle. We would all argue the world does not need more fear, but when done well horror can actually help us escape. More importantly, it is a genre that is growing in popularity, especially with Gen Z, and we can leverage that popularity to get attention for the things that matter, like blood donation and sun protection.

Carefully, sensitively, curated ‘horror’ inspired campaigns can help us cut through and reach new audiences with messages that really matter in 2024.





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WE ARE ALL TRADING

Most consumers less loyal to brands as cost of living crisis increases bargain hunting

Source: *Marketing Week*

In the context of a cost of living crisis we wake up. We pay attention to our behaviours and to our spend. Long held spending criteria and patterns shift. Our baskets evolve and our relationships with brands are tested.

We trade up, we trade down, we trade in, we trade out.

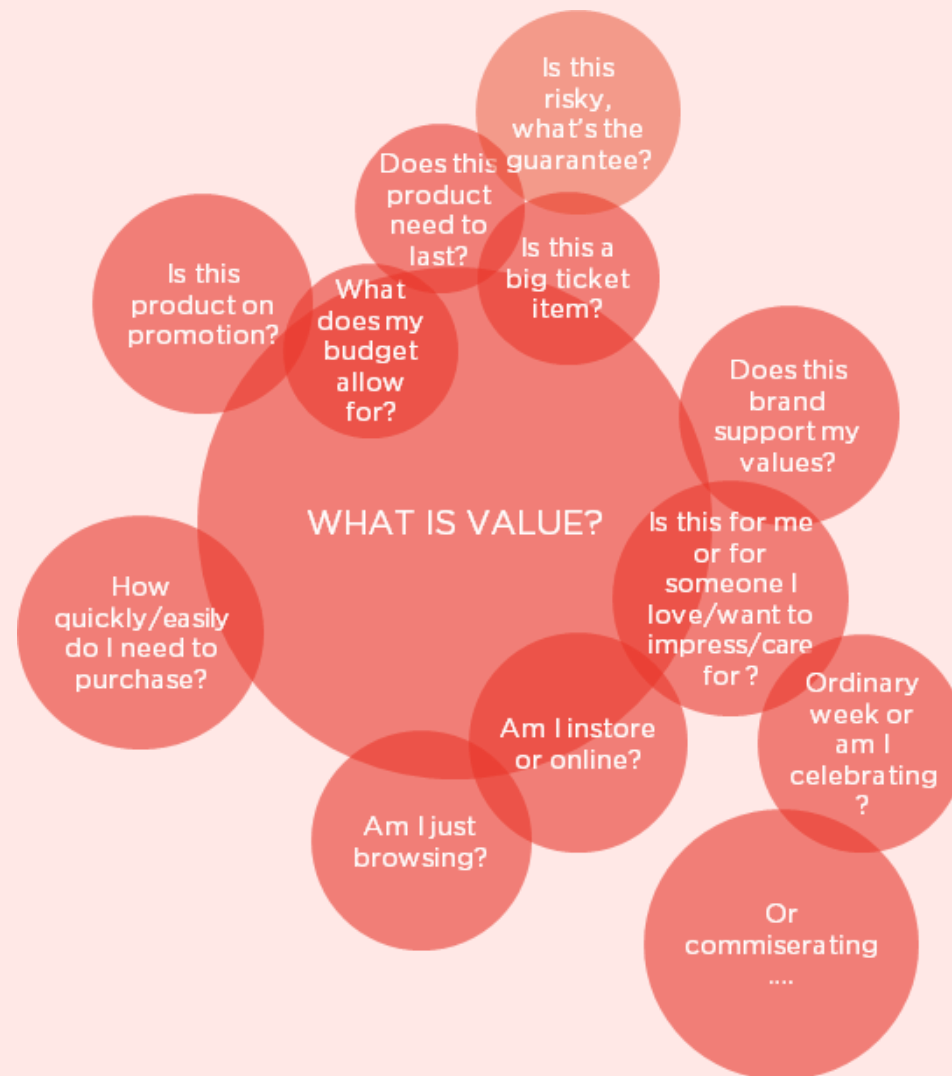
We first explored the behaviour of trading in 2008-2009, and found that when people feel they can't control the external environment... they spend a disproportionate amount of time controlling what they can, their own spend, their own P&Ls, their own worlds. Brands be warned.





HOW DO YOU DO VALUE?

What we also found is that the definition of value is highly personal. And it changes with context, circumstance, emotion. How are you helping people find their version of value in the moment?





TRADING WORKS...

We all have a value spectrum and purchases move up and down the scale depending on our criteria. People are seeking the signals they can afford you and that they can justify the purchase. Some signals can keep us in the basket:

HOW ARE YOU HELPING FACILITATE OUR MAGIC MOMENTS?

Thank you Lidl for a relentless focus on value, so we can go all in on the big event



DANGER ZONE

HOW ARE YOU FUELING OUR RITUALS?

Thank you Jennie O for elevating our Tuesdays, Taco Tuesdays anyone?

HOW ARE YOU ALLEVIATING PRICE PAIN?

Thank you Tesco for the checkout discounts, a pain point flipped



VALUE FOR MONEY

RATIONAL VALUE

VALUE FOR ME

EMOTIONAL VALUE

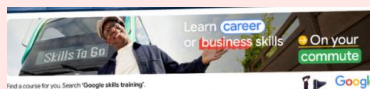
HOW ARE YOU SUPPORTING OUR VALUES?

Thank you Currys for the quiet time instore for those who need it



HOW ARE YOU HELPING US BUILD OUR SAFETY NETS & PROGRESS?

Thank you Google, for helping us put our commute to good use



HOW ARE YOU COMMUNICATING VALUE?

Thank you Mr Muscle, for reminding us of the costly alternative to using your product

Source: BBDO Trading Framework





2024... THE YEAR WE KEEP TRADING

We are all trading. But price messaging is competitive and cluttered. Cutting through requires a unique approach, one that understands value means different things to different people. This is about being meaningful. It's not about encouraging spend for the sake of it, it's about identifying non-negotiable sources of spend and your place within it.

Our trading behaviours are highly complicated and variable.

Understanding this complexity and the ability for needs messaging to cut through is key for 2024.

We won't stop trading.





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ARE YOU BEING RECONSIDERED?

Energy supplier switching more than doubles in a year

In September, close to 222,000 supplier changes were registered, setting a new record, as indicated by the latest data

(Source: Energy Live 2023)

In high churn categories like Telecoms and Utilities the reconsideration brief is always in play, it is always our brief to help clients win customers back.

But increasingly, all sectors can adopt the principles of the winning customer's back brief.

In a context where the consumer votes with their feet and is more disloyal than ever, being proactive around reconsideration is smart. Understanding the anatomy of reconsideration is key.



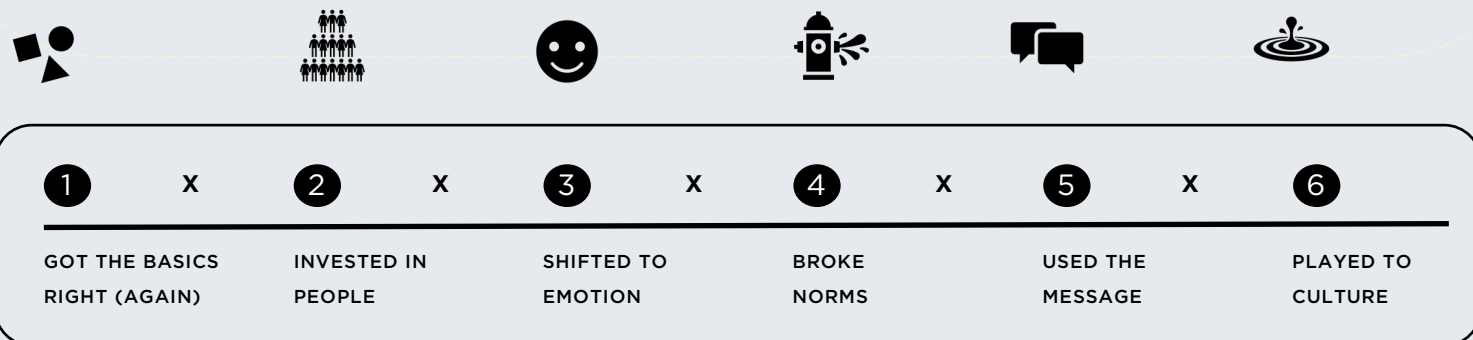


WE'VE CHANGED, WE REALLY HAVE

Reconsideration usually means we are in negative equity. We're not just dealing with perception, we're dealing with lived experience and a failed delivery on expectations. We can't just say "we've changed, we really have", we have to prove it and we almost have to over deliver before we begin.

Winning back is not as easy as winning over.

Reconsideration relies on a client being truly restless around (self) reflection and improvement. Our analysis of the most successful cases found these core components:





THE ULTIMATE RECONSIDERATION BRIEF

Barbie was BBDO's most famous reconsideration brief in 2015.

Moms who had once played with Barbie themselves no longer saw her as a positive role model for their own children. Our product truth was that Barbie creator Ruth Handler had originally designed the doll to show girls that they have choices and unlimited potential in life. Barbie needed to leverage this insight and demonstrate just that - when a girl plays with Barbie, she imagines all the possibilities of what she can be.

The work to reinvent and redefine Barbie has continued since and culminated in this year's must-see blockbuster. Barbie became the ultimate good news story, a world away from where she was.



If you are interested in the full BBDO case, please contact bbdo@bbdoknows.com





2024... THE YEAR OF THE RECONSIDERATION BRIEF?

From an agency point of view the reconsideration brief is often the dream brief, it means we get to be forensic in our brand analysis, change the conversation, play with category conventions.

We've already seen this play out in 2023.

2024 will be the year of reconsideration.

Ready?





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THIS YEAR WE TALKED ABOUT...

It's #BillionGirlSummer: Taylor, Beyoncé and 'Barbie' Made for One Epic Trifecta

Source: KQED

Visions of power in 'Barbie,' Beyoncé, Taylor Swift

Source: Harvard Gazette

Few would dispute, 2023 was the year of Barbie, Beyonce, and Taylor.

This trio dominated share of conversation across channels. They united us all in shared conversation, shared moments, shared celebrations. They ensured fandom went mainstream. And they commanded extraordinary spend.

Brands take note, this was a masterclass in how to do it.





A MASTERCLASS IN...

PLAYING WITH CHANNELS

Taylor Swift and Beyoncé teach us how to create for channels. A high-class production for fans on Taylor's Eras tour. While "Beyoncé has created a universe that keeps fans engaged, whether in stadiums or their living rooms." Source: Creative Moment

PLAYING WITH ANTICIPATION

Barbie teased us for months, the anticipation around this film was vast – paparazzi pics, teaser trailers, secrecy. The studio created a hype that reached all and invited all in, selfie anyone?



Credit: Warner Bros, Mattel 2023

PLAYING WITH PARTNERS

LEND & BORROW EQUITY

30%

Increase in viewership of Thursday Night Football vs last year due to Swift dating Travis Kelce. Source: Yahoo Finance

Every Single Barbie Partnership That We Could Find

(Source: Time Magazine)

There were over 100 Barbie brand partnerships in 2023 – from Airbnb to Xbox. Source: The Guardian





EVOLVE THE PRODUCT

Taylor re-recorded versions of her albums reinvigorates her product giving new meaning and urgency to her songs. “True” fans now only listen to Taylor’s versions to support her. And Beyonce, after more than two decades in the spotlight, has become much more than a pop icon. She’s a cultural force. Source: Harpers Bazaar



ELEVATE THE OCCASION

The hidden reason behind Taylor Swift fans trading friendships bracelets at the Eras tour

Fans, celebrities, and even Taylor Swift herself is in on the friendship bracelet trend at the Eras tour concerts, **Amber Raiken** writes

Source: The Independent



Credit: Billboard



Why 'Barbie' fans are wearing elaborate costumes to movie theaters

Get ready to start saying, “Hi Barbie! Hi Barbie! Hi Barbie!” as soon as you walk through the theater doors.

Source: Today



2024... THE YEAR WE KEEP TALKING ABOUT...

This empowering trifecta has spurred a remarkable shift in consumer behavior. The influence of Taylor Swift, Barbie, and Beyoncé has prompted consumers to support brands and products that align with their values and aspirations. (Source: Express)

Taylor Swift, Beyoncé and Barbie proved that despite our fragmented landscape, moments can be created that capture our cultural zeitgeist. Taylor has generated 44m+ social mentions alone this year.

(Source: AMV Data)

In 2024 we won't stop talking about the brands that capture our attention.





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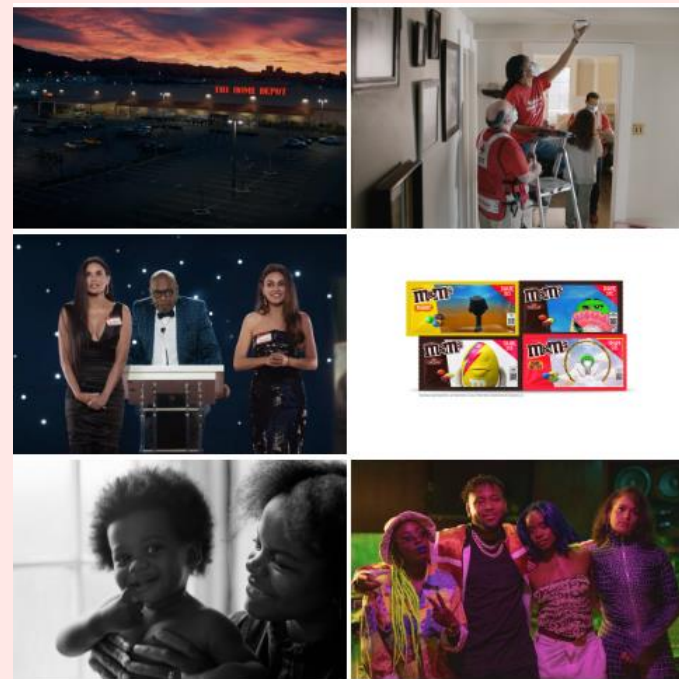
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THE WORK, THE WORK, THE WORK

The Work, The Work, The Work from BBDO



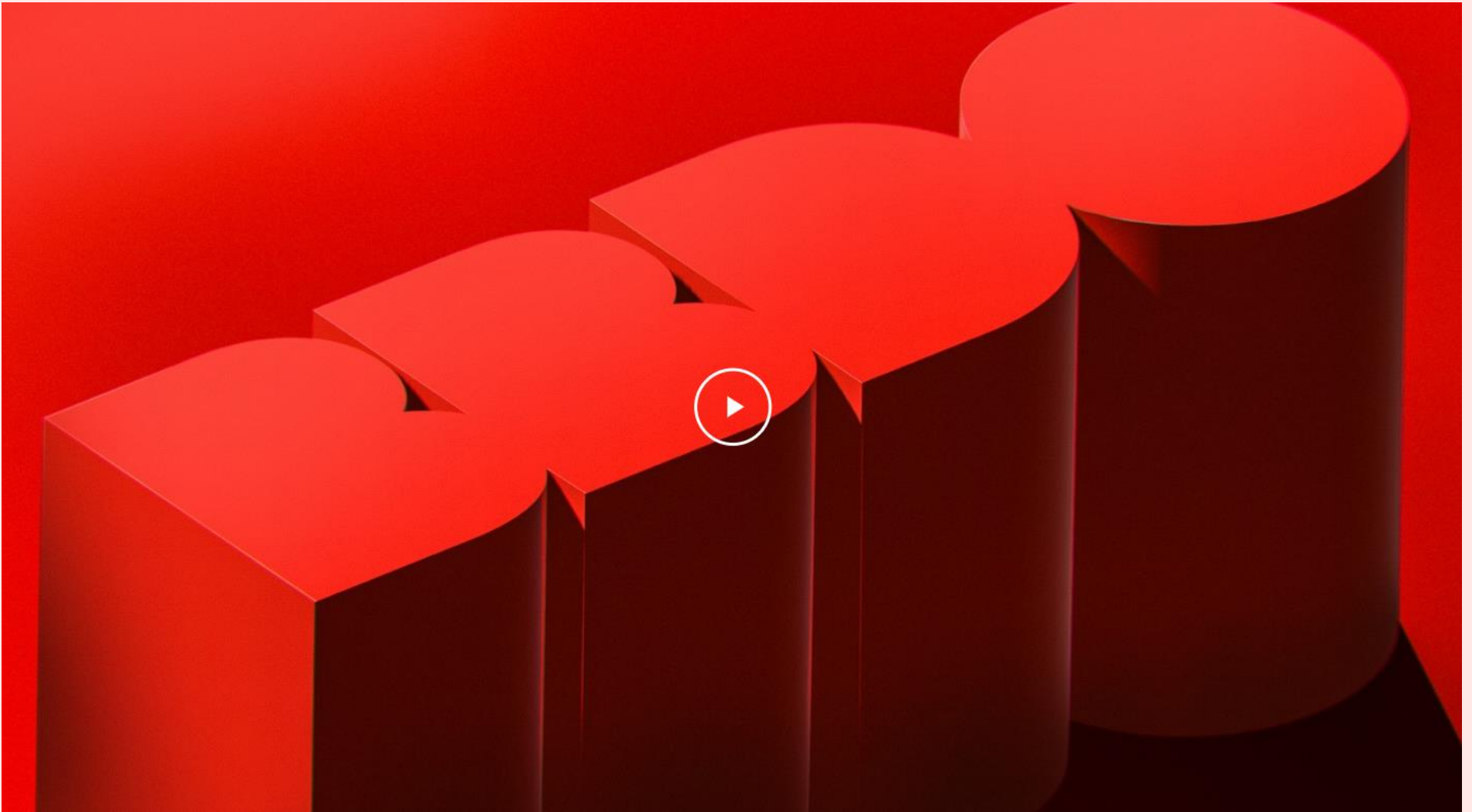
When all is said and done, when all the insights and trends are debated and the end of year awards are given, all that matters each year, all that stands the test of time is...

THE WORK, THE WORK, THE WORK





THE WORK, THE WORK, THE WORK



**Please view the reel in the comments*



2024... THE WORK, THE WORK, THE WORK

“The best way we can differentiate ourselves from our competitors and the best way we can add value for our clients is in the constant pursuit of exceptional work.”

- Andrew Robertson, President & CEO, BBDO

It's always the work, the work, the work. Exceptional work delivers exceptional results for our clients.

2024 - the year of
THE WORK
THE WORK
THE WORK

