

...Advertising has been getting increasingly dull thanks to the impact of 15+ years of performance marketing

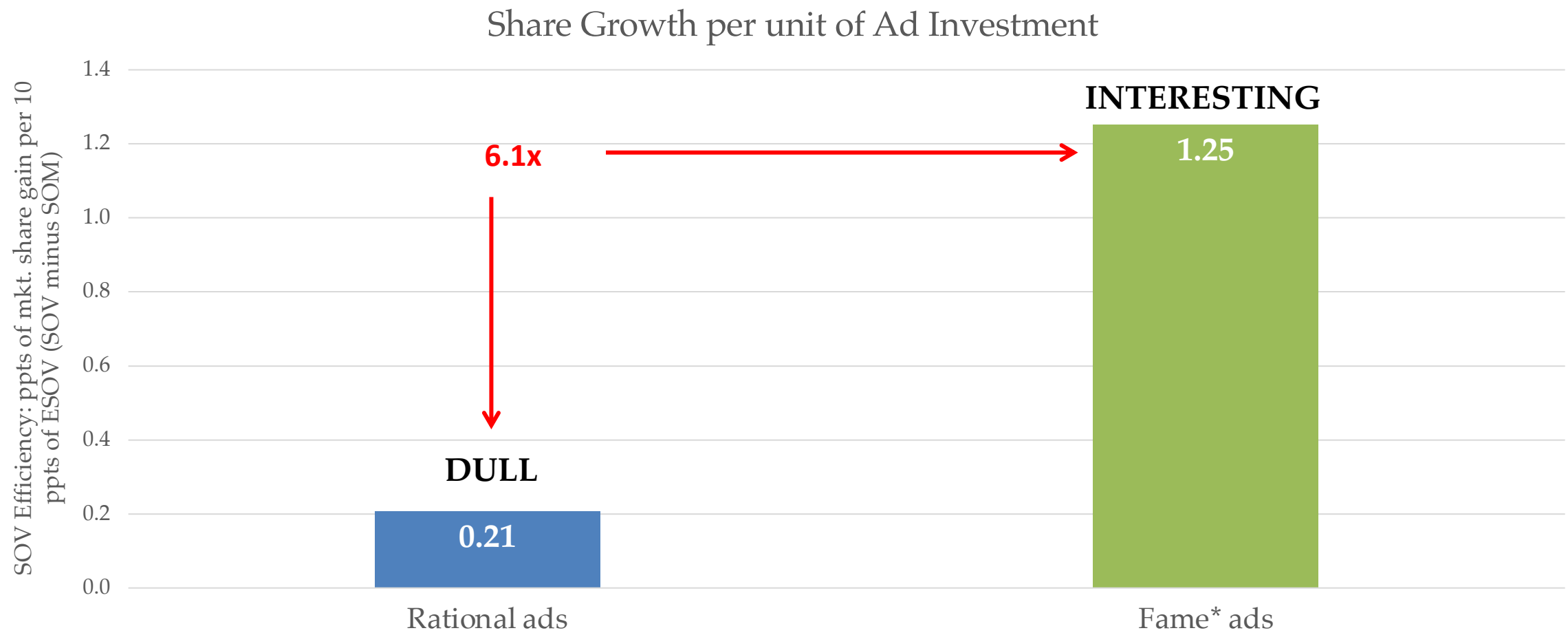
Dull is widespread

48% of B2C ad responses are neutral
and **78%** of B2B ad responses

So what?

Data from UK effectiveness awards database:
650 digital era cases

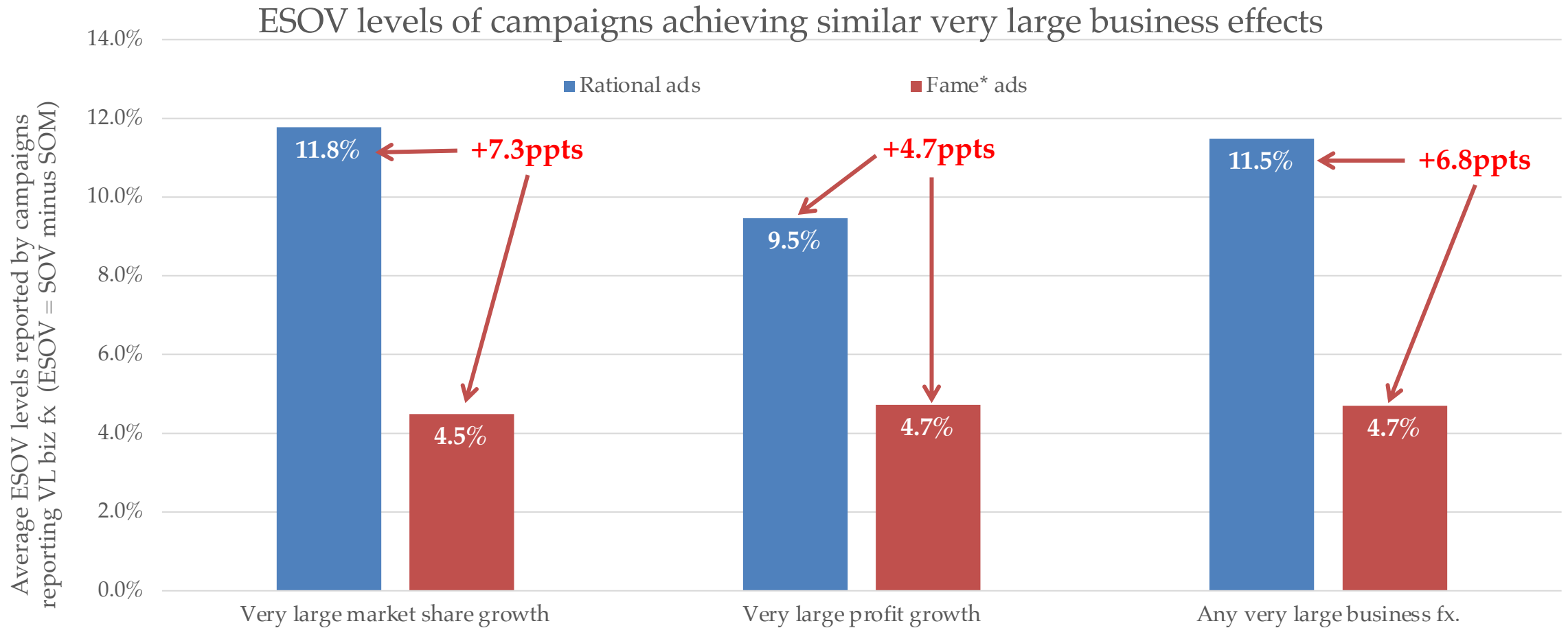
Dull ads don't work very hard



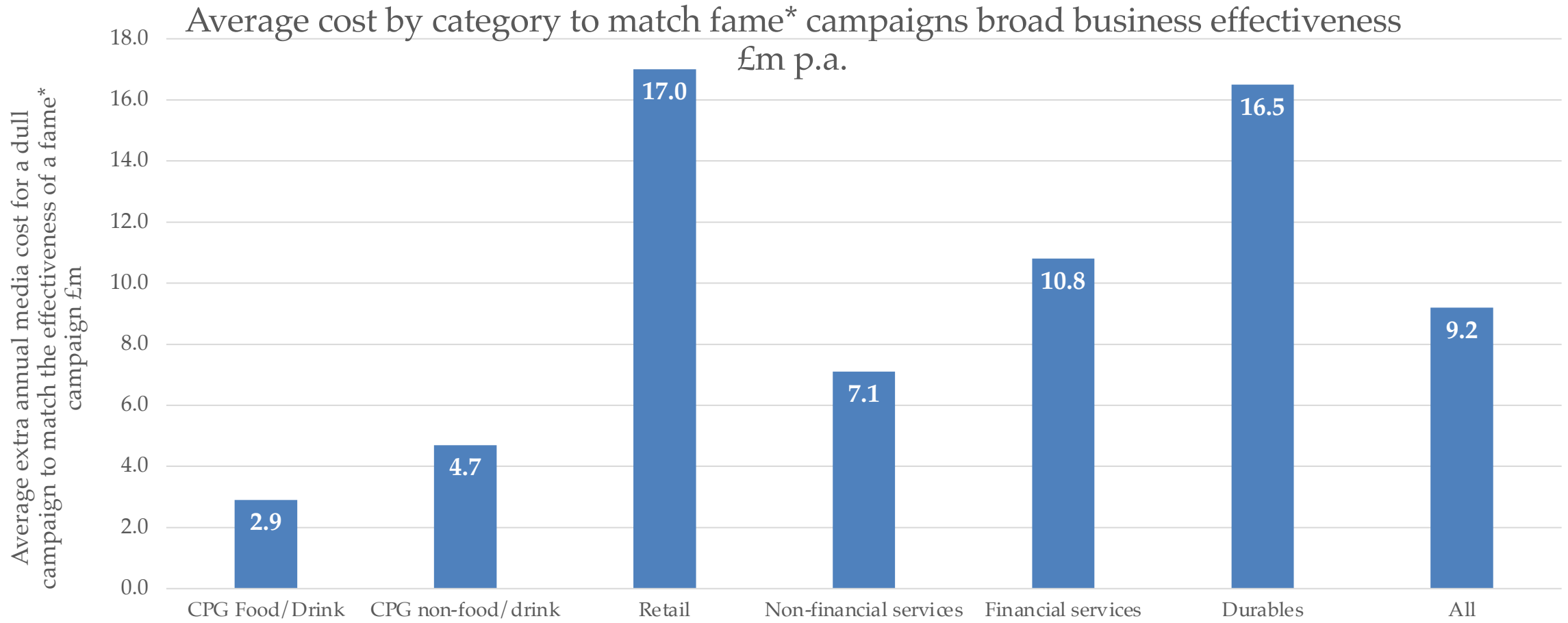
Source: IPA effectiveness databank, 1998-2022 cases, N=249, 215

*These are emotional ads that successfully inspire people to share or talk about them

The true cost of Dull (SOV)



The cost of Dull to UK brands (GB£)



Base: IPA effectiveness databank, 1998-2022 cases

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