# Audience-First Performance:

## How connecting with the mindset and mood of audiences at Work, Rest and Play is a catalyst for better brand and business outcomes from advertising campaigns.

WRP • IPA • All Response Media • Prose on Pixels — The Havas Content at Scale Network • Capuchin Behavioural Science

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## A new wave of data informed communications planning for marketing effectiveness.

## A catalyst for better brand and business outcomes from advertising campaigns.

## A significant leap forward in our understanding and application of audience insights.

## Foreword by Belinda Beeftink, Research Director, IPA.

Imagine my delight when I was asked to write a foreword for this white paper, especially when it combines brilliant use of IPA TouchPoints data with the rigour and understanding that comes from a review of IPA Effectiveness Award winning papers, and in a highly creative way.

First introduced by All Response Media at the 2024 TouchPoints launch, the Work, Rest and Play Planning Model and WRPLive platform offer a new wave of data informed communications planning for marketing effectiveness. This work is a catalyst for better brand and business outcomes from advertising campaigns, and represents a significant leap forward in our understanding and application of audience insights.

By leveraging the IPA's TouchPoints data, these tools transform our approach from traditional media planning to a comprehensive mar-comms stack insights platform, and all built on the stable framework of the Daily Life Survey data whose methodology has been continually honed by the IPA since 2005. This shift allows marketers to tailor their campaigns to the mindset and mood of their audiences, ensuring that every touchpoint is optimised for maximum impact.

The insights presented here are backed by rigorous analysis, including a review of IPA Effectiveness Award winners dating back to 2000. These case studies highlight how understanding audience mindset and mood can drive powerful marketing investment returns. For instance, the innovative use of outdoor media in Johnny Walker's "Keep Walking" campaign demonstrates the potential of contextually relevant advertising to resonate deeply with target audiences.

As we navigate an era where marketing efforts are often characterised by content overload and audience fatigue, the principles outlined in this white paper offer a blueprint for reducing waste and enhancing effectiveness. By focusing on the audience's state of mind at Work, Rest, and Play, marketers can create more meaningful connections and achieve better brand and business outcomes.

It is this novel use of TouchPoints data that contributes to increasing and interesting debate around planning for campaign effectiveness, a subject close to all our hearts.

Belinda Beeftink
Research Director
IPA

## Audience-First Performance:

# How connecting with the mindset and mood of audiences at Work, Rest and Play is a catalyst for better brand and business outcomes from advertising campaigns.

**The following details how All Response Media, Prose on Pixels and Capuchin Behavioural Science are applying new layers and configurations of audience insight to enhance desired brand and business outcomes from advertising campaigns.** It's a process that challenges some conventions and establishes some new considerations, as we knit together insight at critical points of the campaign development and deployment process – based on audience mindset, mood, decision making, behaviour and openness to distraction as they Work, Rest and Play (WRP). Ensuring such insight into the audience when they are consuming media is accounted for helps ensure media reach is truly effective.

A key component of WRP is how success is measured. Advertising Recall is used as a primary KPI of campaign effectiveness as this is within the influence of the comms planning remit, unlike Brand Awareness, which is often misconstrued as being at the head of the marketing funnel. Ad Recall embraces impact and awareness latency, whereas Brand Awareness blends many more factors not necessarily influenced by the communications strategy. Crucially, Ad Recall doesn't necessarily correlate with media budget quantum, meaning that campaign effectiveness can be determined on much lower levels of media spend.

The importance of this new blueprint for efficient and effective audience contact is highlighted by the challenges facing modern marketers today.

## Welcome to marketing – the waste creation business.

An objective view of all the advances we're witnessing in marketing campaign creation and deployment can conclude that today's efforts may be better characterised as waste creation than value creation. New technologies enable more content to be developed quicker and cheaper, empowering more creators to spin out content across an expanding set of channels. Production technologies and media investment then amplify this content across touchpoints, ensuring audiences are surrounded. Whereas the number of ads an individual is exposed to each day remains subject to a sliding scale; estimates range from a few hundred up to 10,000.

It's inevitable that most ads are ignored, forgotten or become a source of frustration for their intended audience (a 2019 study by advertising think-tank Credos cited public favourability towards advertising in the UK at just 25% (Advertising Association, 2019)). Not by design but by default, given the process with which they're developed and the market they're entering. New content supply chain technologies that amplify and optimise campaigns are helping avoid glaring errors (e.g. content with poor brand integration, not edited for platform or to be viewed without sound (where appropriate), not sized correctly), etc, but often the content is not configured to engage in the first place, resulting in the optimising of sub-optimal assets. Not to mention the volume of ads sitting dormant in DAMs that have not yet had the opportunity to be ignored. This all represents waste for the marketers who have invested in campaign development.

The result: a new enigma for a new age of marketing, whereby both the access to marketing channels and content, and the elusiveness of desired outcomes, are amplified. This enigma results in a hell of a challenge for marketers:

**In a context of more marketing messages bombarding my audiences, who are increasingly annoyed at the ads they're being served, we need to generate a favourable response that improves their perception of my brand and persuades them to buy what we're offering. And we need to achieve this with a budget that's diluted within streams of competitive content.**

It's a scenario that requires a shift in how we plan and deploy campaigns. And a challenge we confront with our Work.Rest.Play. Planning Model – a model designed to reduce waste, reduce effort (of marketers and audiences), improve the impact of connections, and improve delivery of desired brand and business outcomes – all activated via our WRPLive platform. With current volume-driven campaigns of sub-optimal assets providing a base to compare this new model, we'll share some tangible tips on how WRP can help marketers achieve the shift from waste creation to value creation.

# But first, your actionable attention please.

In recent years, the importance of attention has been central to discussions of media effectiveness. Many brands seek attention as a primary KPI, and measure it across a suite of metrics like video views, page views, bounce rate, time spent on site, hover rate, etc. Attention is complemented by engagement metrics like link clicks, content shares, email response rates and comments. The conventional thinking is that gaining more attention and holding it for longer will lead to stronger audience engagement, brand recall, and ultimately impact brand and business outcomes. Big claims like more attention means more sales and that advertising strategies should be re-evaluated to focus on attention are commonplace, suggesting attention is the be all and end all of media metrics.

However, there's nuance that the general pursuit of attention fails to grasp – related to the quality and motivational impact of acquired attention towards desired audience beliefs and behaviours.

With the WRP Planning Model, we acknowledge that attention alone is not enough. But attention blended with motivational triggers delivered via insight into mood, mindset, context and content enables the converting of attention into desired brand and business outcomes.

## Work.Rest.Play.
## Planning considerations:

➡ Define success beyond attention, to include the brand and business outcomes that motivated attention aims to deliver.

➡ Enable comprehensive measurement of all avenues to outcomes (beyond attention).

➡ Acknowledge that audience mindset and mood when and where media is consumed contributes to their consideration, decisions and actions.
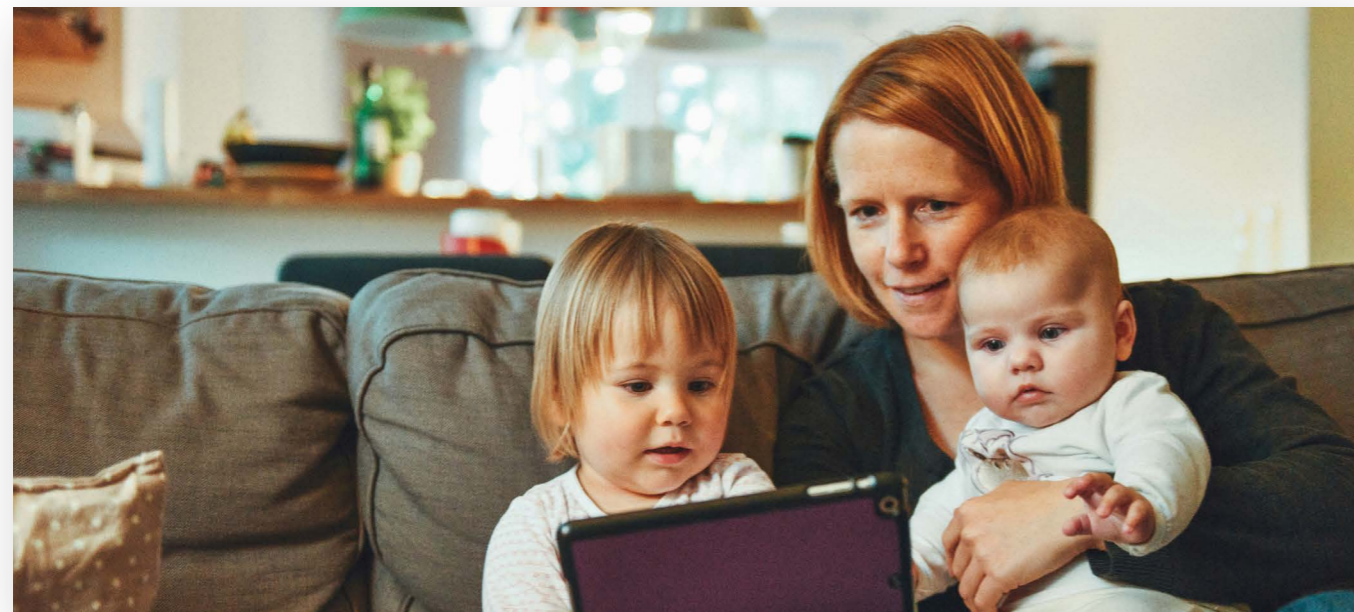
# Mind the fundamental attribution error.

Campaign planning capable of converting attention into desired brand and business outcomes requires deep insight into many facets of the audience. Conventional practice sees campaign development based on detailed profiles that capture the target's lifestyle and relationship with the category, with sets of attributes that can be used to define an available audience. In the best cases, the profiles used across teams are consistent (enabling all disciplines to benefit from the insight of others). In most, focus is on who they are – helpful for understanding how best to position the benefits of the product or service we want to sell them. But rarely do these profiles take into account the audience's likely mood and mindset at the time they're being served the sales message. Consequently, as advertising professionals, we're often guilty of falling into the fundamental attribution error (Ross, 1977).

The fundamental attribution error is the tendency people have to overemphasise personal characteristics and ignore situational factors in judging others' behaviour. In other words, the valuing of personality over situation to explain response. In a marketing context, this is akin to focusing all campaign development efforts on a target persona, without taking mindset and mood at the point when they will receive the advertising asset into account. Correcting this requires acknowledgement that mindset and mood are shaped by the situational contexts audiences pass through on any given day, at granular intervals (which can be mapped in media). For us, such mindsets and moods are most usefully mapped based on the tasks and activities audiences engage in when at Work, Rest and Play.

## Work

Time spent on activities related to the completion of tasks, or to a profession. This time is spent with a high degree of focus and with the emphasis of the activity placed on productivity. Example activities include housework, child-care, studying and paid employment.

## Rest

Leisure time spent on relaxation and recuperation and, often, the home is a key component in this dynamic. The audience are in "lean back" mindset and have a greater openness (and responsiveness) to new distractions. Examples include relaxing and reading.

## Play

Time when people are participating in activities that bring them the most enjoyment – a broad spectrum from hobbies to families and friends. During this state the audience are less open to non-relevant distractions. Examples include time spent exercising, socialising and gaming.

While the Work and Play mindsets are more task oriented and focused, the Rest phase has a greater openness to distraction and new actions, resulting in a greater likelihood of immediate response to a new prompt. With each campaign, we explore the right blend of WRP to meet objectives.
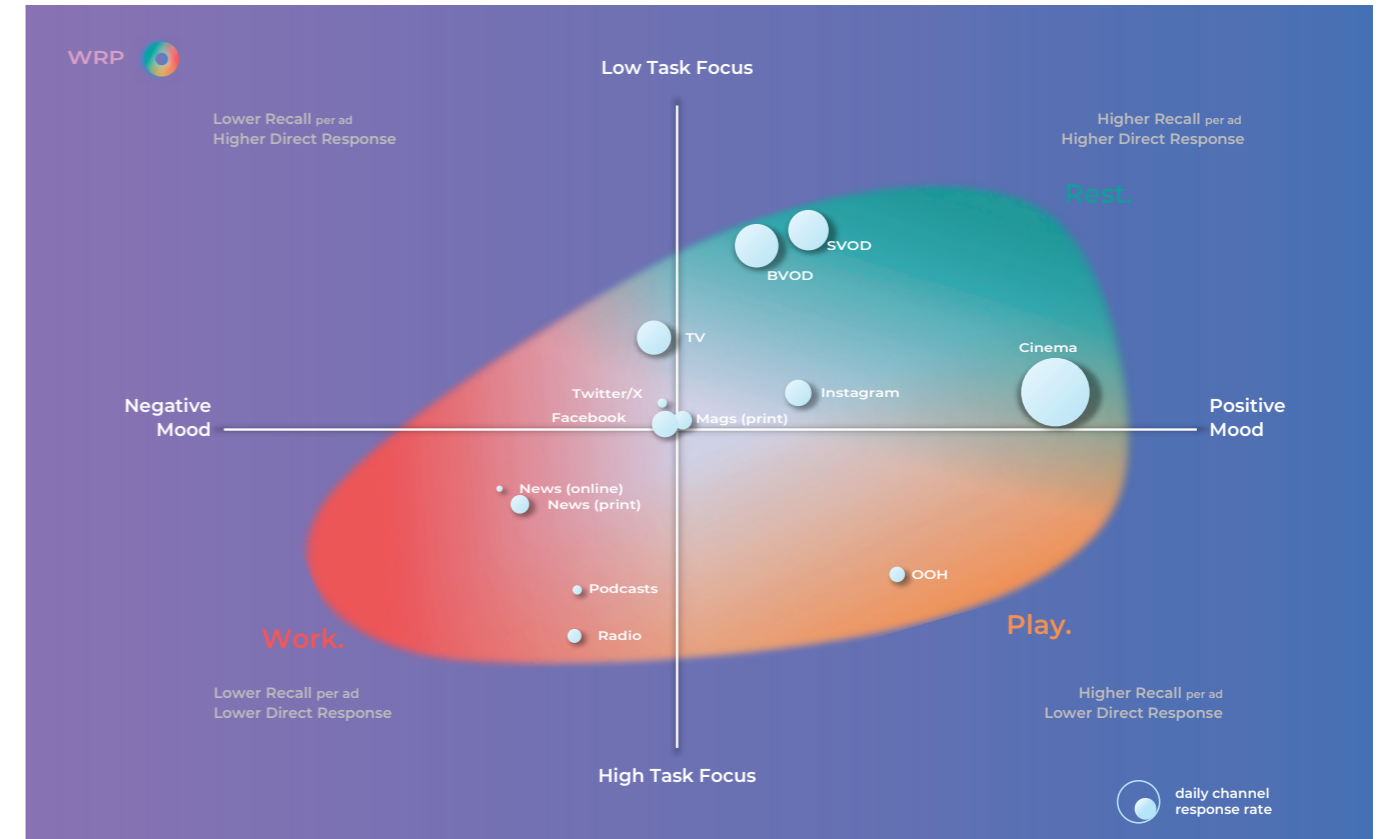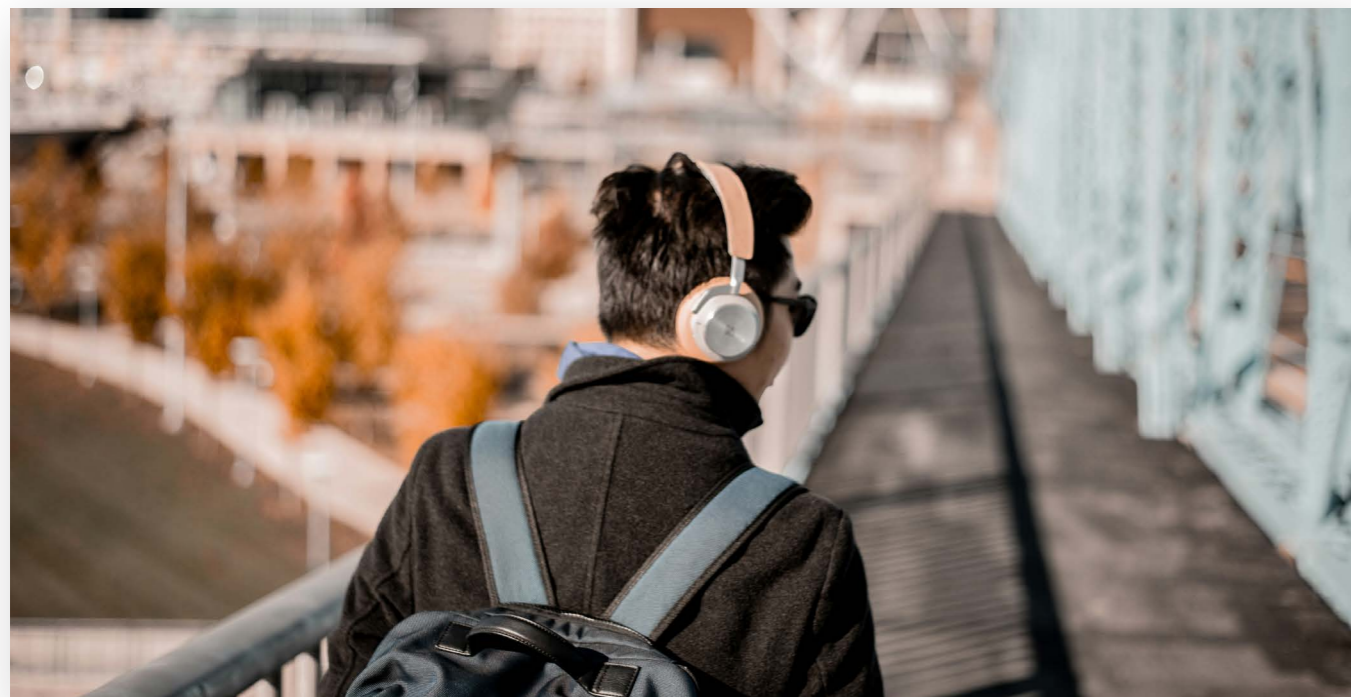
## Work.Rest.Play.
## Planning considerations:

➡ Understand the impact of Work, Rest and Play on mindset, mood and response.

➡ Plan media connections and assets based on Work.Rest.Play. mindset and mood.

➡ Align investment allocations based on Work.Rest.Play. contribution to desired outcomes.

# Work.Rest.Play. advertising assets, and the *Mood Behaviour Model.*

The mood-behaviour model (MBM) (Gendolla, 2000) illustrates that moods play significant roles in 1) The constitution of action preferences, and 2) resource mobilisation in instrumental behaviour (action performed to reach a goal), i.e. helping us decide what we want to do, and motivating us to do it. By incorporating both preference and action, this is a step beyond the well documented understanding that reaching people in positive moods can boost their likelihood to notice, like, believe and recall ads (Stanley, 2023; Bronner & van Velthoven, 2008). The "mood- and-information-integration perspective" cited in the MBM notes that moods can influence action because people use their mood as a piece of information and integrate it with all other available information into an evaluative judgement. This highlights the importance and utility of industry resources such as the IPA's TouchPoints data, which identifies the times of day people are most likely to be in a certain mood. Such insight enables contact points, content and response mechanics to be planned according to the mood of the moment.

For marketers, this lifts the lid on the importance of factoring in mood when trying to elicit a desirable response to an ad from an audience; we increase our chance of success by integrating the mood of the advertising moment into campaign development – including the format and compilation (copy and art direction) of the assets served.

The graphic on the right (an output of the Work.Rest.Play. Planning Model developed for a charity client) illustrates how mood, task focus, and propensity for recall and response relate to media channel options aligned to Work, Rest and Play touchpoints for an all-adult UK audience. Such insight enables marketers to factor audience mindset, mood and response propensity into media and messaging strategy, enhancing the likelihood of desired outcomes being delivered.



## Work.Rest.Play. Planning considerations:

Align desired engagement with media and content based on Work.Rest.Play. mindset and mood insight.

➡ **Work:**
  – High distraction / Attention deficit; Short dwell time; Delayed action.
  – Prioritise short headline and visual impact.

➡ **Rest:**
  – Low distraction / Attention surplus; Longer dwell time; Short-term action.
  – Prioritise longer form assets.

➡ **Play:**
  – High distraction / Attention deficit; Short dwell time; Delayed action.
  – Prioritise contextual content to leverage active interests.

## Now we're in the mood...

The MBM also notes that in each mood state, relatively important outcomes justify more engagement than relatively unimportant outcomes. So while mood is an important factor in the design of advertising campaigns, the perceived importance of the message for the audience drives engagement and response. This speaks to the importance of setting the scene by acknowledging mood, mindset and context (Work.Rest.Play), then leveraging further Behavioural Science insight to help deliver a coordinated message that is personally motivating to the audience. This requires assets crafted with messaging nuance and emotional connection, specific to the audience, that can help generate desired response.
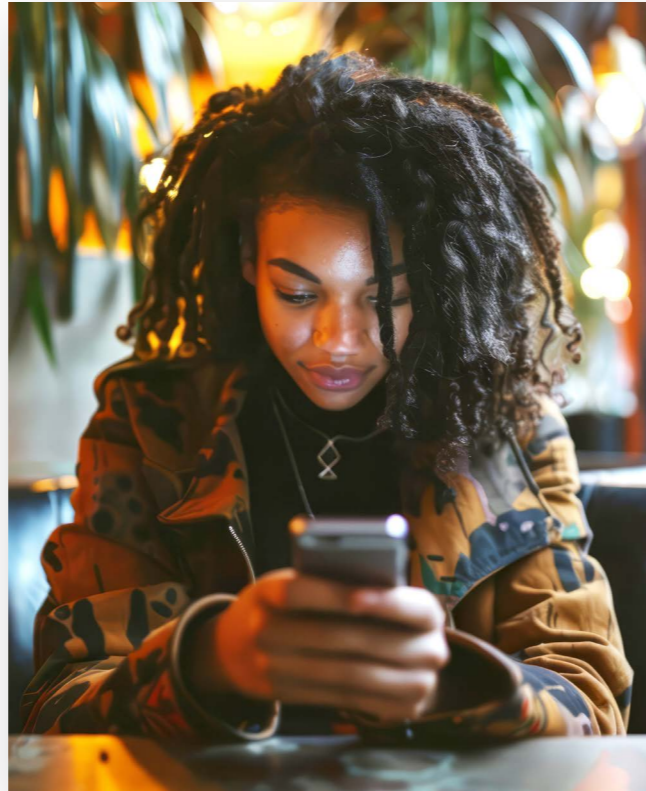
## ...Roll out the heuristics.

In their 2008 *Heuristics Made Easy: An Effort-Reduction Framework*, Anuj K. Shah and Daniel M. Oppenheimer posit that heuristics primarily serve the purpose of reducing the effort associated with a task. Or as Simon (1990) argued, heuristics are "methods for arriving at satisfactory solutions with modest amounts of computation". Or what Newell and Simon (1972) defined as simple processes that replace complex algorithms. In short, cognitive shortcuts. For marketers, we're treating heuristics as the tools, tips and tricks contained within advertising assets that best generate a desired response from an audience.

Heuristics are prominent throughout branding and marketing. For example, Shah and Oppenheimer note a range that includes the brand name heuristic (Maheswaran, Mackie & Chaiken, 1992), which states that people more favourably evaluate products from brand names with positive associations, or the country of origin heuristic (Chang, 2004), which states that people will more favourably evaluate products from positively regarded countries. The price heuristic (Mitra, 1995) suggests that people judge expensive products to be of high quality. The effort heuristic (Kruger, Wirtz, Van Boven & Altermatt, 2004) suggests that people will judge objects that took a long time to produce to be of high value. Furthermore,

the idiosyncratic fit heuristic (Kivetz & Simonson, 2003) suggests that people will evaluate consumer loyalty programmes with personally relevant features to be more valuable. All of these can be considered shortcuts that reduce the complexity of optimal decision making.

By leveraging heuristics in campaign development, marketers can reduce the required cognitive effort for a judgement or decision. From within the IPA's archive of Effectiveness Awards case studies (considered the gold standard of effectiveness thinking), several examples showcase heuristics in action. For example, the scarcity heuristic (when an object is considered to be scarce, it is perceived as more valuable) was used to dramatic effect via content developed for The Economist (IPA Effectiveness Awards. Proximity BBDO London; UM London, 2016), which emphasised the limited availability of high-quality, in-depth content, creating a sense of urgency among professionals to subscribe to stay informed. A different execution of the same heuristic was delivered by McCann Manchester / UM's work for the 2021 Rugby League World Cup, whereby their decision to run a public ballot designed to make the tournament feel like the big spectacle it is and deliver scarcity value for tickets, promoted through highly directed TV and VoD, helped

result in a 71% increase on their initial ticket sales target. Beyond leveraging scarcity, The Economist's work also delivers reciprocity (free trial periods and sample articles to create a sense of obligation to subscribe after experiencing the value of the content), endowment (allowed users to personalise their content experience, increasing their perceived ownership and attachment to the service), priming (delivered content relevant to current professional concerns, priming users to see the publication as an essential resource) and salience (used striking, provocative headlines and visuals to capture attention and make the content stand out in a professional context), amongst others. (Please note: this is a fan's view of effective work based on the Gold Award and The Channon Prize for Best New Learning award winning entry for The Economist from Proximity BBDO London and UM London – from the IPA Effectiveness Awards, 2016. We did not discuss the campaign with those involved in its development.)

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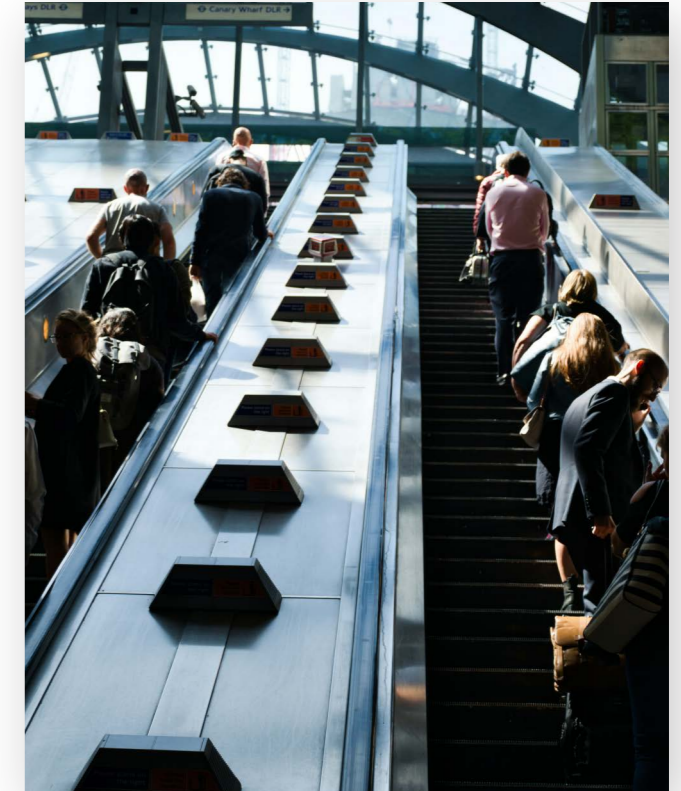
### Work.Rest.Play. Planning considerations:

Heuristic devices should be considered according to Audience Journey Funnel tier objectives (i.e. Awareness, Consideration, Conversion), and deployed in accordance with connection point WRP mindset and mood:

➡ **Work:**
  – High distraction / Attention deficit.
  – Prioritise brand and offer awareness heuristics.

➡ **Rest:**
  – Low distraction / Attention surplus.
  – Prioritise heuristics to drive short-term action.

➡ **Play:**
  – High distraction / Attention deficit.
  – Prioritise heuristics that consolidate favourable brand associations.

# And across all, can we nudge?

Central to our Work.Rest.Play. Planning Model is our focus on generating desirable outcomes for the brand and business by serving the right asset with the right message in the right format to the right audience at the right time. Audience profiling and media selection based on Work.Rest.Play. mindsets and moods form the framework. Asset format, messaging and compilation add the flesh. And we dial up chances of success by leveraging further insight into the psychology of decision making – specifically the power of the "nudge".

According to Thaler and Sunstein (2008), a nudge is any aspect of the choice architecture that alters people's behaviour in a predictable way without forbidding any options or significantly changing their economic incentives. To count as a mere nudge, the intervention must be easy and cheap to avoid. Nudges are not mandates. Putting the fruit at eye level counts as a nudge. Banning junk food does not.

The application of nudges, derived from data and psychology, and applied in a Work.Rest.Play framework, came to life in the work Capuchin Behavioural Science delivered for a global hotel chain. With audiences ranging across business travellers, holiday makers and recreational leisure customers, the team conducted psychodynamic qualitative and psychometric quantitative research to segment audiences, align product offerings, and optimise pricing and messaging throughout the week and weekend – informing how customers were engaged and converted online. This work resulted in an annual increase in UK hotel revenues of 7%.

Our intention in exploring opportunity for nudges throughout the audience journey, and the advertising assets that furnish it, is to enable people to make decisions that lead to desirable outcomes – for them, the brand and the business. Key to nudge opportunity identification is the understanding that when given two alternatives, people tend to choose the option that is easier and more convenient, rather than one that could lead to better outcomes (thus the importance of combining with heuristics). We want to ensure the best of both worlds – ensuring that choices linked to better outcomes are also the easiest to make.

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### Work.Rest.Play.
### Planning considerations:

➡ Identify nudge opportunities through key stages of the audience journey.

➡ Integrate nudges into the Work. Rest.Play. framework, ensuring coordination with media and assets served.

➡ Ensure nudges and heuristics work in service of desired outcomes, not just the easiest decision.

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# The Work.Rest.Play. Planning Model and value creation.

The Work.Rest.Play. Planning Model is designed to help marketers achieve the shift from waste creation to value creation. Top 10 impacts of the WRP Planning Model are:

## 01.
Campaign activation in sync with the mindset and mood of the audience.

## 02.
The activation of media channels and formats with high propensity to perform at the moment they're received.

## 03.
Advertising assets that fit with the mindset and mood of the moment.

## 04.
Messaging designed to motivate audience action in the moment (leveraging heuristics and nudges).

## 05.
Campaigns are streamlined through removal of wasteful (non-WRP adherent) assets.

## 06.
Agency resources focused on development of high-performance campaigns.

## 07.
Media investment is focused on high-performance moments.

## 08.
Stronger sustainability impact via fewer, harder working assets.

## 09.
Cumulative impact on outcomes as WRP techniques are deployed.

## 10.
Alignment with delivery of desired brand and business outcomes, not just media metrics.

# Activating the Work.Rest.Play. Planning Model for better brand and business outcomes from your advertising campaigns.

To deliver the Work.Rest.Play. Planning Model, we have built the WRPLive Planning Platform. WRPLive is fuelled by IPA TouchPoints data, with the depth and breadth of data-points contained within the Daily Life diary providing the required meaningful insights for true WRP omnichannel campaigns – backed by the credibility and statistical confidence that comes from 20 years' worth of recognised industry data.



## Setting and quantifying ambition

Our WRPLive platform enables growth audience definition – with instant, in-platform feedback helping understanding and validation of the audience being built.

## Audience profiling across Work.Rest.Play.

WRPLive provides an immediate overview of the activities, mood and media behaviours of the audience through the average day, and how these fit within Work, Rest and Play mindsets and moods. This is a crucial stage that will impact marketing decisions, and how we might need to pivot creative and media strategies accordingly.

## Audience-First media planning

All media metrics are contextualised within the framework of Work.Rest.Play. This provides clear context of the conditions in which each media channel is consumed. Opportunities to optimise delivery around key days of week, dayparts and individual stations or platforms are identified.

## Audience-First content requirements

Content requirements are identified based on the Work. Rest.Play. context in which they will be consumed, with formats and messaging tailored to the mindset and mood of the audience at the moment of media contact. This addresses the Impact vs Attention and dwell time dynamic that is so important to delivering true advertising effectiveness.

## The Work.Rest.Play. campaign blueprint

This involves the detailing of the optimal set of media connections for audience attention and impact, and the required asset sets to fuel desired outcomes. Creative requirements are determined, taking journey tier, competitive context, brand idea and audience triggers into account – all addressing the Work.Rest.Play. framework. Any duplication or superfluous assets are removed. Required asset sets are infused with the heuristics and nudges required to ensure the campaign is as hard working as it can be – at a campaign and asset level.

## Work.Rest.Play. GTM

Go to Market requirements are prepared: assets designed and developed, investment level identified, channels confirmed, Measurement Framework set.

## Work.Rest.Play. activation

Campaigns are activated according to performance principles. All media is measured and attributed to outcomes. Work.Rest.Play campaign pillars are optimised.

### The result:

Marketing communications delivered to the right audience, at the right time, on the right channel in the right format, with the right messaging to generate a desired impression and response – all in sync with their mood and mindset at the moment in which the asset is consumed.

To understand how the Work.Rest.Play. model and WRPLive platform – as revealed at the IPA TouchPoints 2024 launch – can help improve your brand and business outcomes, please get in touch with oliver.bertwistle@allresponsemedia.com.
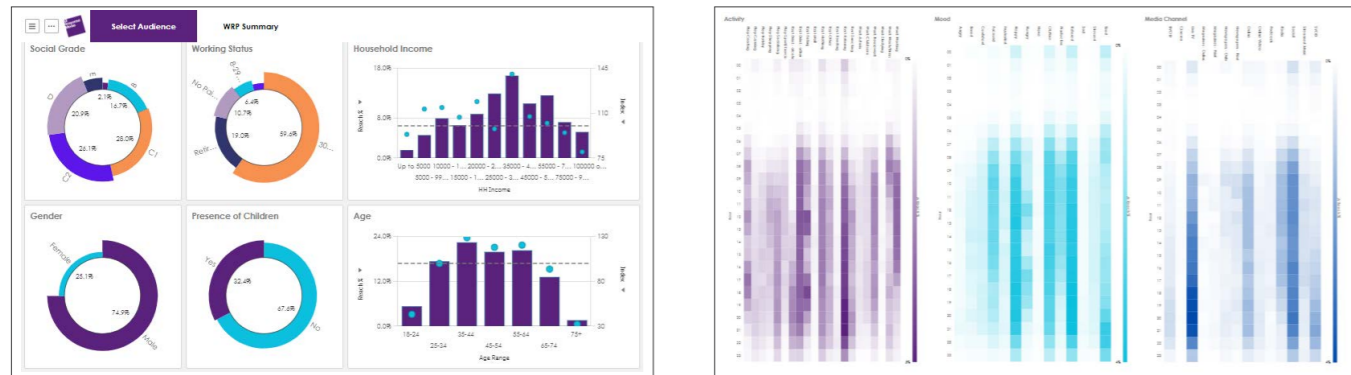


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## About All Response Media

All Response Media is a data-driven media agency with nearly three decades of expertise and is the largest dedicated customer acquisition buying point in the EU. With client partners ranging across a vast selection of market sectors, we provide industry-leading media performance to a growing global client partner base. We turn data into actionable insights, ensuring your ad spend goes the extra mile.

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## About Prose on Pixels

Prose on Pixels is a global content at scale agency built to address the marketing challenges of today and deliver meaningful content into the future. With our unique AI-powered Audience-First production model, we Create, Scale and Personalise content to captivate audiences and achieve desired brand and business outcomes. We deliver production with a performance mindset – resulting in harder working content, reduced waste and stronger ROI.

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## About Capuchin Behavioural Science

Capuchin is a Behavioural Science Practice that specialises in applying the science of the human mind for hard commercial results. By combining psychology and data, we reveal what really motivates your audiences. We build your models to predict and change their behaviour. Then we show you how to use these profiles to create specific behavioural "nudges" to drive better commercial and customer outcomes.

Website: capuchin.cc
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