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THE “BIG GAME” OF ADVERTISING: SHORT-TERM VS. LONG-TERM

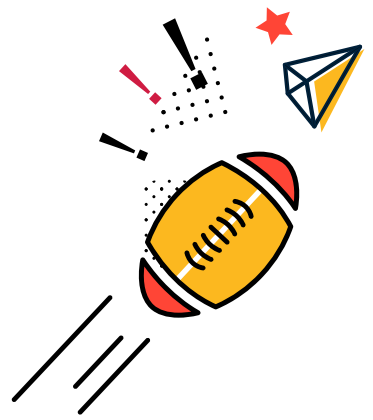
BEYOND THE SHORT-TERM

With the new year underway, we look ahead to the crown jewel of TV commercials: Super Bowl Sunday! Each year, advertisers pay more and more for just 30 seconds of airtime. And every Monday morning after, people discuss which ads worked and which ones fell flat. But does all this buzz translate into effective marketing?

Think Different

Recently, the Institute of Practitioners in Advertising (IPA) revealed that *award-winning campaigns* are less effective now than any other point in the last 24 years. According to the report, the decline is due – in large part – to advertisers abandoning long-term campaigns in favor of quick, one-off ads.¹

Marketing consultant Avi Dan refers to this trend as “short-termism”. Dan recognizes that companies like Nike and Dove are already permanent fixtures during the Super Bowl. They’re focused not on one commercial, but on their *legacy*.¹



Snap! Crackle! Pop!

Short-termism, on the other hand, is purely tactical. It’s motivated by an increased emphasis on fast, measurable results. But without trust or credibility, the relationship with consumers merely becomes transactional. If advertisers aren’t careful, those quick gimmicks and throwaway lines will undermine any work they’ve done to earn consumers’ trust and engagement.

It Keeps Going and Going

For Avi Dan, a durable campaign is the “single most important driver of effectiveness” while short-term campaigns only reach a fraction of their potential.¹ In fact, the IPA also found that long-term campaigns were “three times more likely to drive market share improvement and 60% more likely to deliver profit improvement”.¹ And what creates a long-term, sturdy campaign? A strong, *emotional* connection with potential customers.

Can You Hear Me Now?

There was a time when Dove was not on the same playing field as Nike. That all changed in 2004, when Dove launched its “Real Beauty” campaign. For months, they advertised on billboards and in print, generating tremendous word-of-mouth.² By the time Dove’s 30-second commercial aired during Super Bowl XL, the message was clear: “Real Beauty” was now part of Dove’s brand *identity*. And (more to the point) it still is today!

LIKE A GOOD NEIGHBOR

If your business is part of your community, you’re probably not thinking about the short term. Advertise accordingly. When you’re trying to reach potential customers, it’s good to be bold and creative. At the same time, consider how *your* business can become a permanent fixture in your community for years (or even decades) to come.



¹Dan, Avi. “Advertisers keep fumbling the ball by playing the short game.” *Forbes*. 27 Jan 2020.

² “Too young to be old: Dove pro-age.” (press release) Unilever. 2004.