

# What Makes Advertising Work

Marketing

The characteristics that correlate with effectiveness.

*Characteristics of effective work.*

## Correlates with success

Clear, early, unmissable branding

Emotional rather than purely rational

Distinctive assets used consistently

Fluent devices repeated over years

Broad appeal rather than narrow targeting

## Correlates with failure

Branding revealed only at the end

Message overload

A new look every campaign

Being liked without being attributed

Rational claims rivals could copy

Misattribution is the expensive failure: work that is remembered and enjoyed, but credited to the market leader.