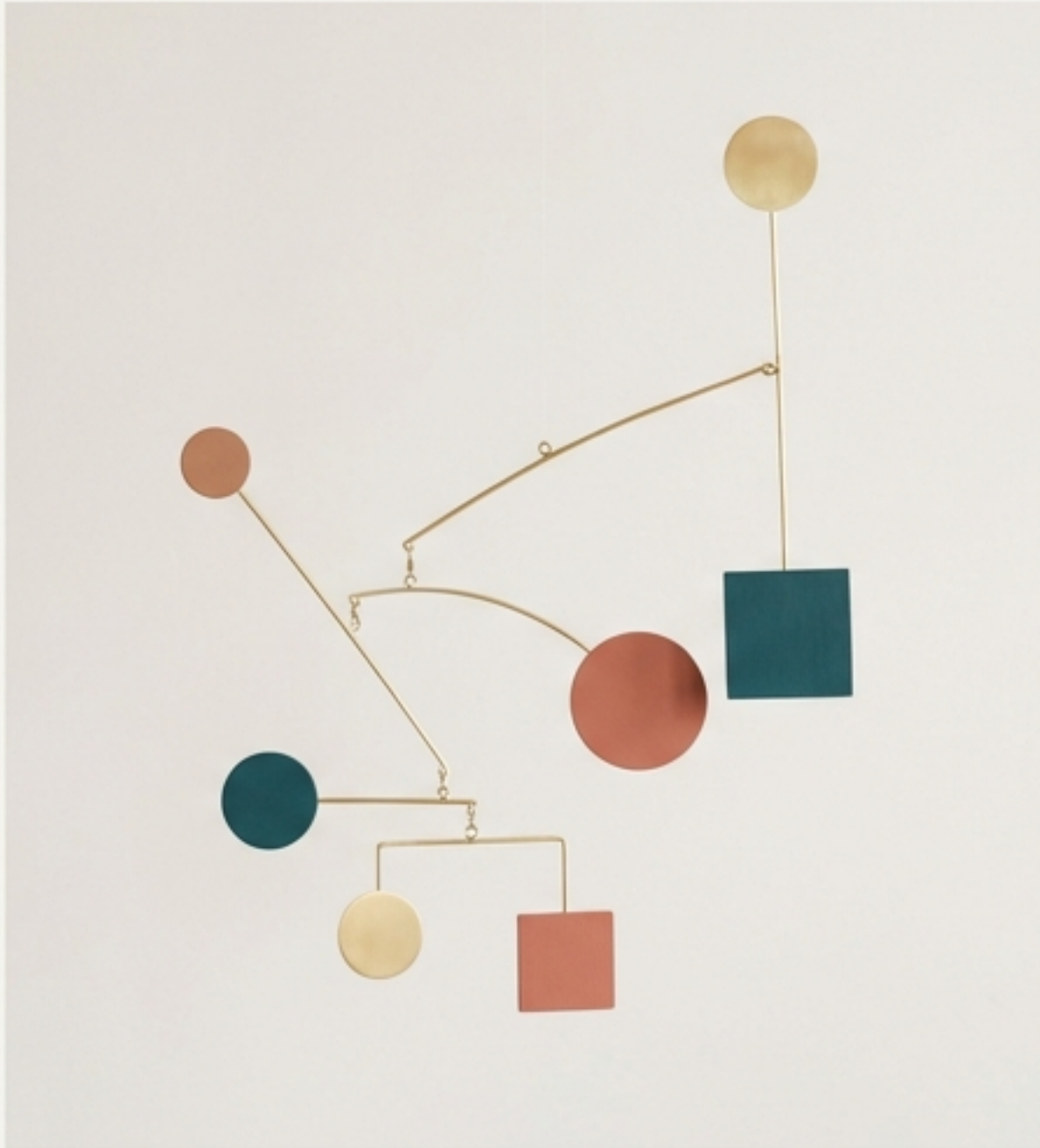


The Memorability Mandate



How to Create Creator Work That Lasts

Marketing's job is to change people's behaviour.



To buy, to try, to switch, to consider, to reduce, to learn, to stop, to start, to think, to do, to click, to listen, to watch.

To make an impact on future decisions, you need to **impact memory**. It's what makes you think about a brand when you're next in the category. It's what helps you recognise a product, logo, or packaging and understand what it means.

When it comes to working with creators, it's no different. To be effective, we need their content to be memorable.

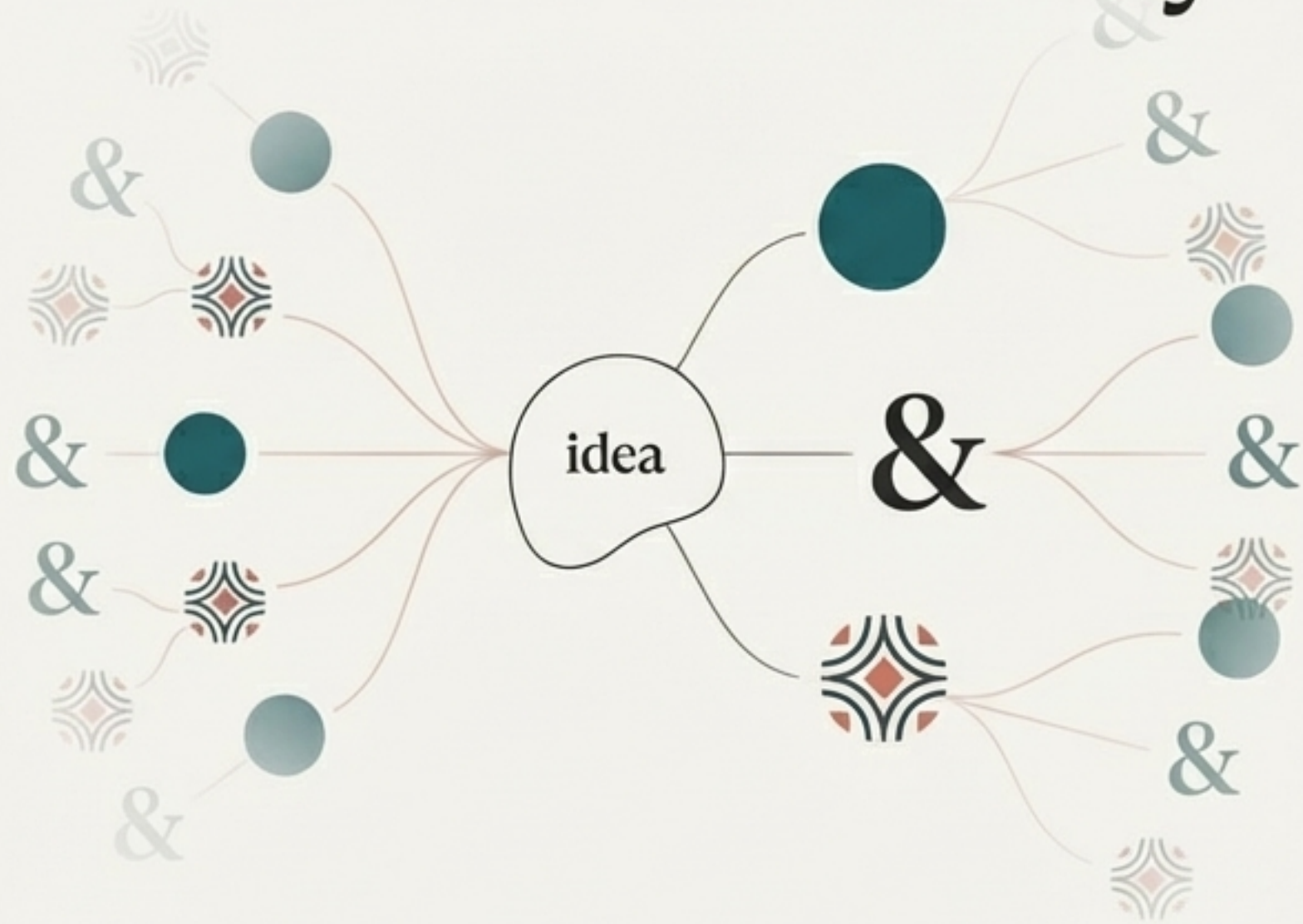
But most creator work fails to connect.



Only 27% of creator assets clearly link back to a brand.

Relevance without recognition is a wasted effort. Poorly executed creator work risks going completely under the radar.

Unforgettable work starts with an unmistakable identity.



Branding translates ideas into codes of communication. When consistent, branding becomes recognisable, memorable, and establishes trust and credibility.

Design systems—consistent colours, type, and motifs—help build recognition, making brands identifiable at a glance. Subtle **repetition** of these codes builds brand **equity** even when logos aren't

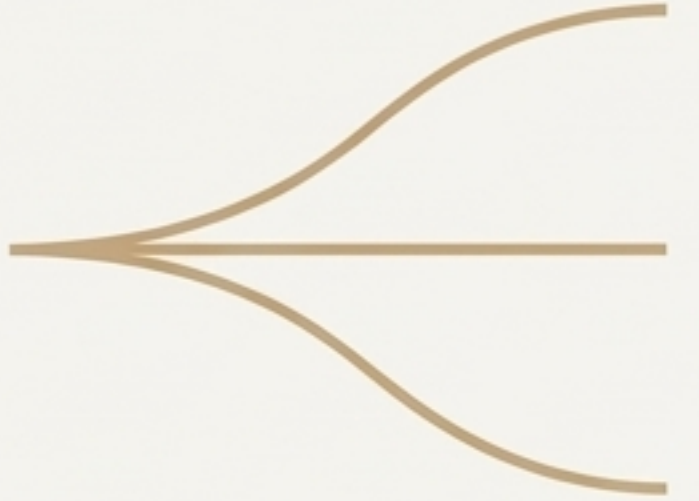
Brand early, and the impact multiplies.

2x



the awareness lift

3x



the brand image lift

Early and well-branded creator assets drive twice the awareness lift and three times the brand image lift.

Go beyond the logo. Build a brand universe.

Building brand presence on social goes beyond logos and colourways. Props, locations, wardrobe, and styling all work to create a branded universe that feels intentional and ownable.



When delivered within a considered mood and via engaging storytelling, these become distinctive brand codes in their own right.

Mood and storytelling are powerful brand codes.

Candy Crush



For Candy Crush, we built a mood-inducing world of pastel play.

Liberty Tana



For Liberty Tana, we captured the essence of a summer meadow, asking creators to explore what holding onto summer meant to them through florals and tana lawn cotton.

Why do you remember a ten-year-old video from Vine...

...but can't remember to pick up eggs at the supermarket?



Our brains aren't built to remember everything. They're built to remember things that are important, emotional, or unusual. To create memorable work, we need to hijack the brain's natural filtering system.

Two secret weapons: Funny & Weird.

The Humour Effect



Amusement or laughter creates a more enjoyable experience, leading to improved memory retention. Positive sentiment with strong, early branding is creator effectiveness dynamite.

The Bizarreness Effect



Bizarre or odd material is more likely to be remembered than common content tropes. Humans are better at recalling things that deviate from the more or other occurring thing in the world from the norm due to their unique nature.



Iconic Example:
Cadbury, 'Eyebrows',
2009. A masterclass in
both the Humour and
Bizarreness effects.

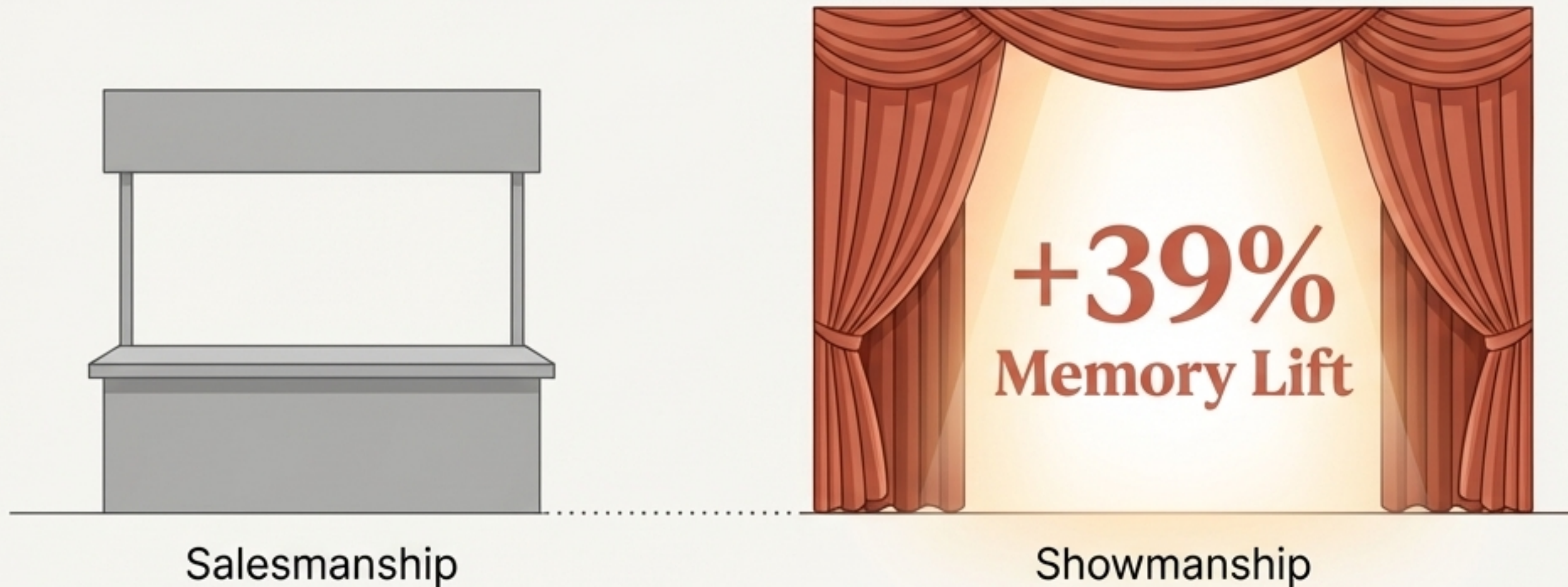
Emotion is nothing without branding.



“Weird and funny only drive memorability when it’s strongly branded.”

Don't sell. Put on a show.

The most prolific creators are expert storytellers, entertainers, and masters of spectacle. This drives sizable lifts in memory.



Assets with high levels of 'Showmanship' (built for entertainment) saw a 39% higher lift in memory vs. assets with high levels of 'Salesmanship' (built for sales).

Putting it all together: The Argos 'arghaüs'

arghaüs



Argos created a fictional art gallery, arghaüs, where 'A-List' products are displayed like art masterpieces.

The episodic content was brought to life by an incredible cast of comedy creators and surprise guests.

Memorable by design. Effective by the numbers.

74%

Brand Recall

90%

Positive Sentiment

+18%

Awareness Increase

+12%

Uplift in Premium Tech Perception

The campaign drove more than 15 million impressions.

Your Blueprint for Memorable Creator Work

- ✓ Brand Early & Often
- ✓ Use Consistent Codes
- ✓ Create a Brand World
- ✓ Make it Fun
- ✓ Make it Unusual
- ✓ Put on a Show



**Want to make your creator
work unforgettable?**

Let's chat.