The strongest driver of ad effectiveness and brand opinion? **Quality creative.**

Ad quality impacts the entire consumer journey and is critical for consistent brand equity — and performance. So why is creative often relegated to a secondary position behind optimization and clicks? Yahoo and IPG/Magna Global partnered to understand the real impact of quality creative, and best practices for optimal execution.

**Make your brand stand out with attention-grabbing creative**

Quality creative drives brand and performance metrics as compared to base ads:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Quality Creative</th>
<th>Media Placement + Targeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top-of-mind ad recall</td>
<td>79%</td>
<td>21%</td>
</tr>
<tr>
<td>Brand favorability</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>Purchase intent</td>
<td>56%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Quality creative increases impact on **purchase intent** by 12 percentage points compared to base ads.
Small changes to ads can have big impact

It doesn’t cost the world to make a winning creative. Try these small tweaks for major impact.

1. Placing your logo in a prominent position drives stronger transactional momentum.

2. Stronger visuals such as human presence and product images drive home your message and encourage next steps.

3. Ads with clear brand propositions such as study results, perks, certifications and other differentiators stay on screen longer and prompt next steps.

4. A more direct call-to-action drives higher interest and action.

Yahoo Creative Studios is a full-service creative partner that can help you ideate, build and launch creative that connects. And the best part? We’ll help you deliver your message to the right audience through Ad Week’s #1 ranked DSP.

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1-10 Yahoo & IPG/Magna: Creative, the Performance Powerhouse, 2023.
11 2022 Adweek’s Readers’ Choice: Best of Tech Partner Awards.