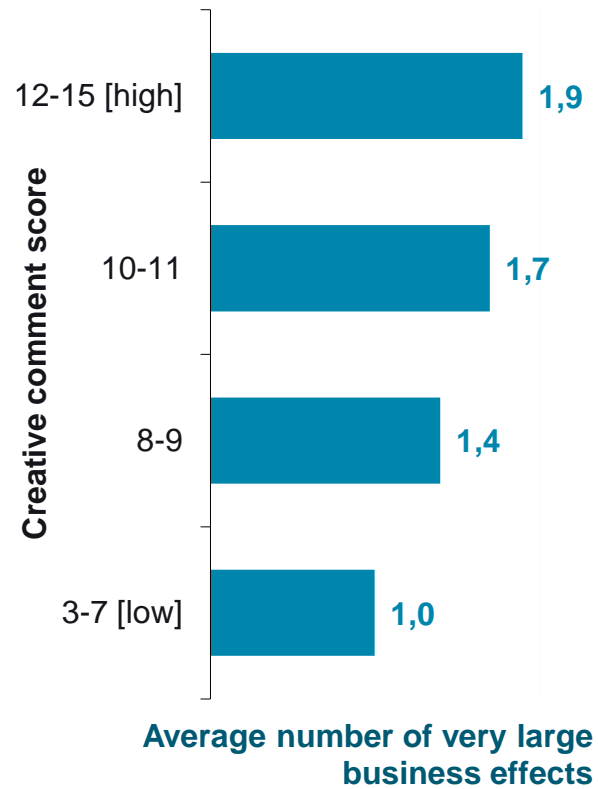


« Creative commitment score » as path to effectiveness

Creative commitment score = media budget + campaign duration + number of channels used

Creative commitment vs business effectiveness



Very large effects reported

