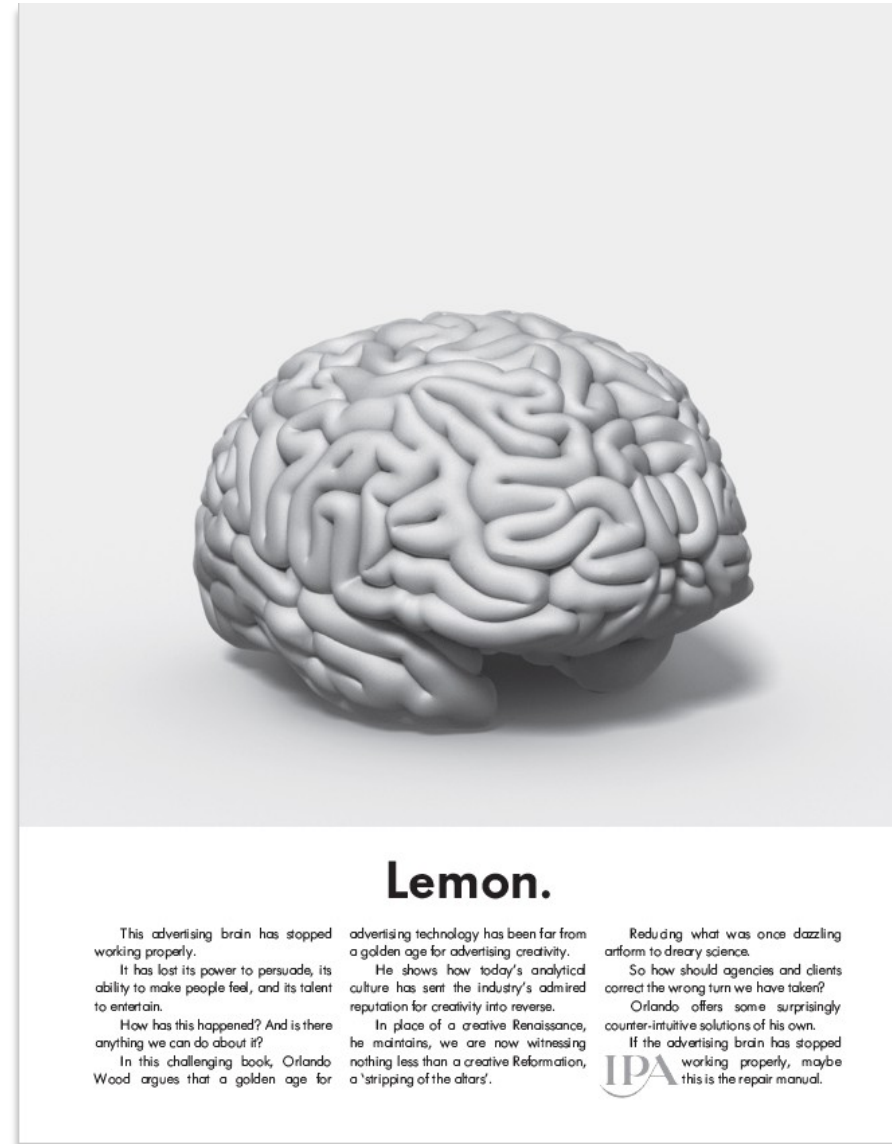


A Slice of Lemon.

A summary of Lemon. by Orlando Wood,
Chief Innovation Officer, System1 Group



A Slice of Lemon.

Lemon. by Orlando Wood, was published by the IPA in October 2019.

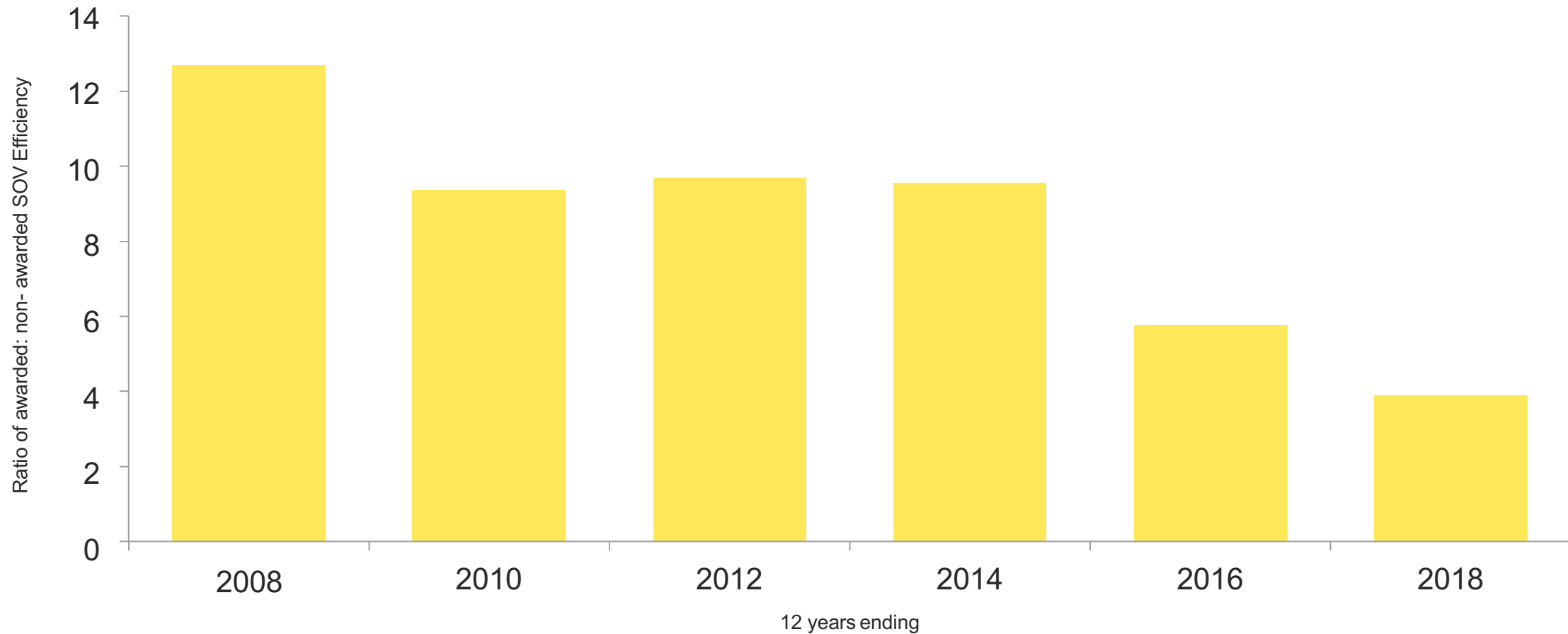
This white paper mixes some of Orlando's charts with a written summary of the book for a digest of Lemon's key points.

However, for the full Lemon experience we strongly recommend buying or reading the book itself!

Lemon. opens with a focus on the "Crisis In Creativity" identified by analysts Les Binet and Peter Field (among others) and outlined in their recent work for the IPA.

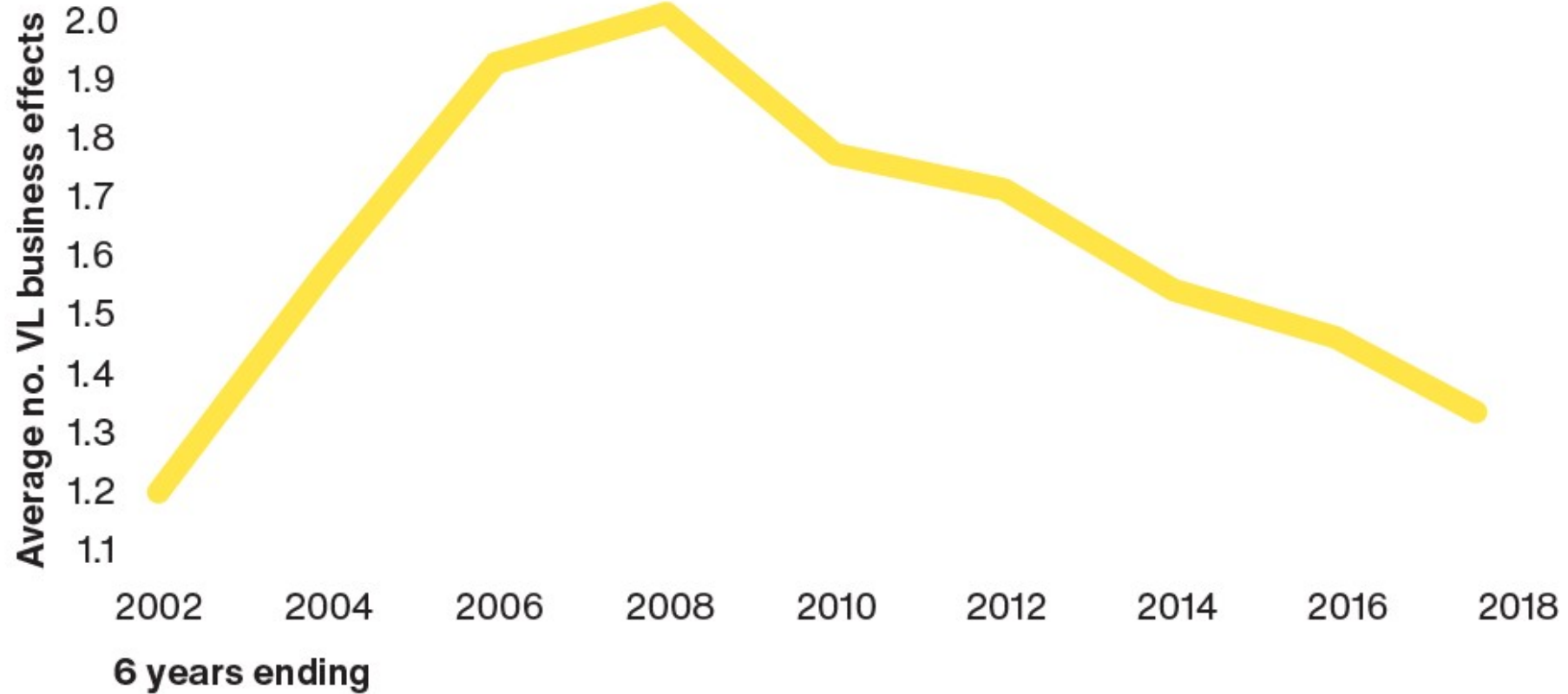
Creative effectiveness is in decline. The "effectiveness multiplier" for creatively awarded work has fallen, and campaigns produce fewer large business effects.

The crisis in creativity.



The creative multiplier is dying
 From *The Crisis in Creative Effectiveness*, IPA, 2019

The decline in advertising effectiveness



What's behind The Crisis?

If creativity is under threat, then what's responsible? Accounts of the crisis look to a variety of factors – like shifts in spend towards digital channels, greater emphasis on the short-term, and structural changes in the advertising industry.

Lemon. asks – what if there's a deeper pattern influencing these? Might the answer lie in psychology and the science of how we perceive and relate to the world?

Has advertising's brain turned sour?

To answer this, Orlando turned to the work of Iain McGilchrist, author of *The Master And His Emissary*, and an expert on *brain lateralisation* – the science of the left and right brain.

Left and right brained culture

McGilchrist's work doesn't just outline the latest science on the left and right-brain, it shows how a shift in thinking style leaves traces in culture.

Lemon. follows in these footsteps, tracing the impact of these two ways of attending the world across time and cultural movements.

It shows the pendulum swinging, again and again, between culture that reflects a balanced-brain view of the world and culture that reflects a more left-brained way of approaching things.

Here's an example of the shift from mid to late-Roman Imperial mosaic art.



Scene from New Comedy (street musicians), mosaic, Pompeii, late 2nd Century or beginning of 1st Century B.C.



The Image of Christ, mosaic, Hinton St Mary, Dorset, 4th Century A.D., British Museum

When the left brain takes over

In the first picture, we saw depth of perspective and detail, ambiguity, a moment caught in time and a strong sense of 'betweenness' – informal and emotional relationships between figures. These are right-brained characteristics.

In the second, perhaps 400 years later, that perspective is gone. In its place is flatness, cruder and more schematic figure work, unilateral communication and direct symbolism. These appeal far more to the left brain.

Lemon. is full of examples from Roman to modern times. It uses art and sculpture to describe the traces that left- and whole-brained thinking leave on culture. And shows how a similar shift in thinking style has happened this century in business, society and advertising.

Narrow

Goal-orientated

Abstraction (parts)

Categorises

Explicit

Cause and effect

Repeatability

Literal, factual

Self-absorbed and dogmatic

Language, signs and symbols

Rhythm

Left



Broad

Vigilant

Context (whole)

Empathises

Implicit

Connections and relationships

Novelty

Metaphorical

Self-aware and questioning

Time, space and depth Music

Right

The Divided Brain in the 21st century

In *Lemon*. Orlando Wood applies McGilchrist's insights to advertising.

Taking a broad and quantified view of modern popular culture, *Lemon*. finds evidence of a shift towards material which appeals to the left brain.

This century, songs have become simpler and lyrics more repetitive. The proportion of sequels and franchise movies in the cinema has increased. There are fewer sitcoms on TV and more competitive shows and programmes about making things.

Advertising is part of culture, and it would be surprising if advertising did not show similar changes.

Lemon. shows that it does.

Is the left brain dominating advertising?

Not all ads are extreme in their embrace of left-brain elements.

But at the heart of *Lemon.* is a unique longitudinal analysis by System1 that shows the rise of the left-brained style of advertising in the last 10-15 years.

Orlando started by identifying features that appealed either to the left- or right- brain.

Here are some examples of contrasts between left- and right- brain ads. For the full list we analysed, see *Lemon.*

Left Brain Right Brain

Flatness	A clear sense of place
Abstracted body part (e.g. hands, mouth)	Characters with agency (voice, movement, expression)
Monologue (e.g. testimonial)	Dialogue
Adjectives used as nouns	Play on words or subversion of language
Highly rhythmic soundtrack	Music with discernible melody

The rise of the left brain?

We then took advertising breaks from one of the UK's longest running shows, Coronation Street.

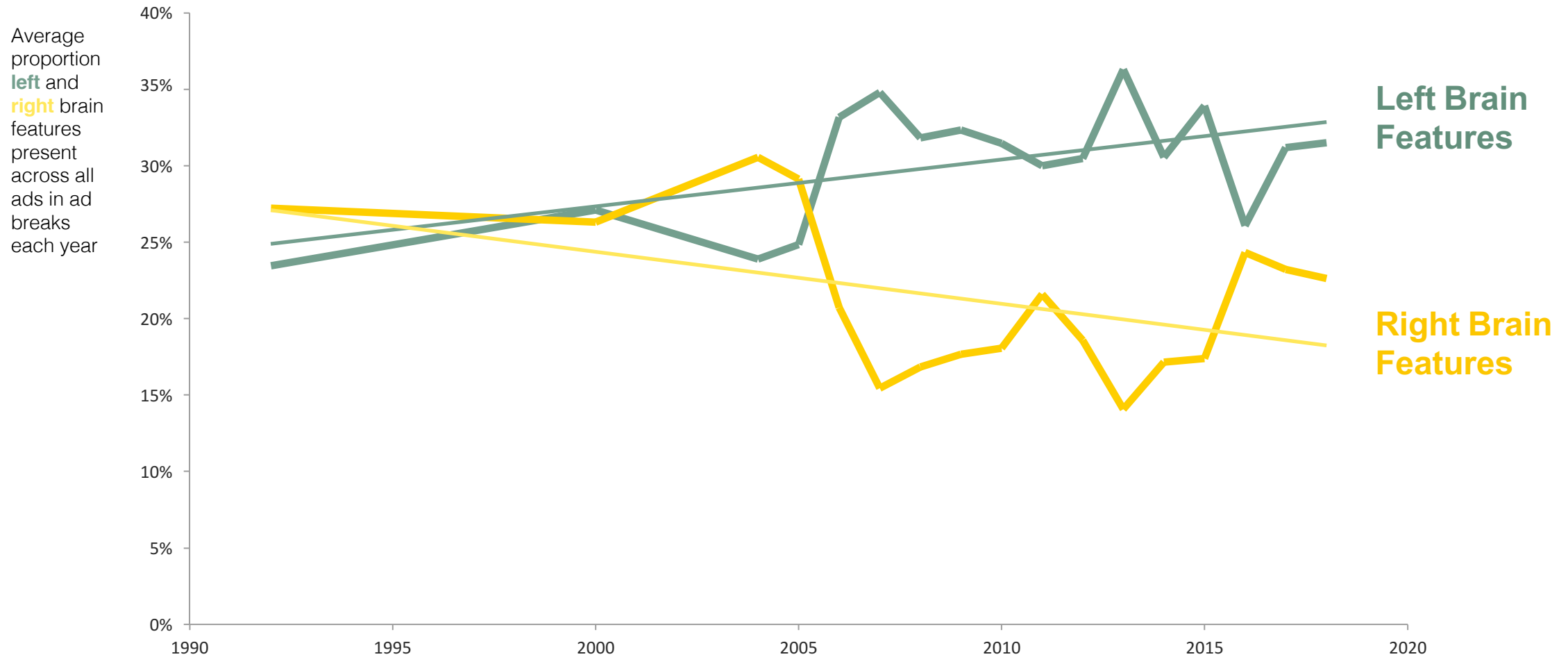
By choosing ads which ran in the same week of the same show, year-on-year, we could run an analysis which minimised other shifts in the media landscape to focus on the work itself.

We analysed each ad for the presence of the left- and right- brained elements.

We were looking for evidence of shifts in the style of advertising
– and whether these shifts favoured the way the left brain sees the world.

You can discover our findings in the full publication of Lemon.

Right-brain features have declined; left-brain features now dominate



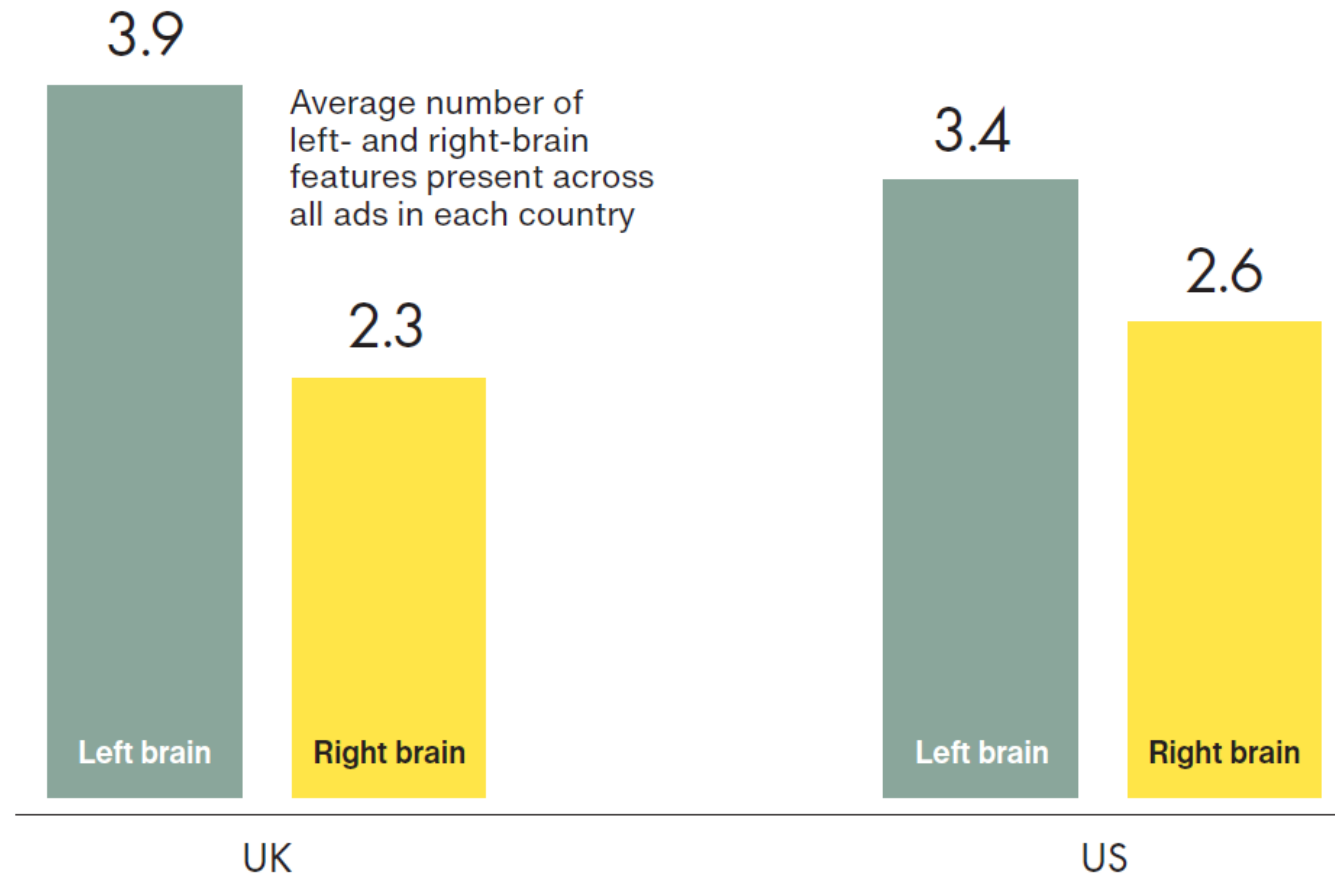
Analysis of 620 ads appearing in Coronation Street ad breaks from week 40 2004-2018; 29 ads from 1989, 1990, 1995 breaks (shown as 1992) and 38 ads from 1996, 1997, 1999 and 2003 breaks (shown as 2000)

A left-brained era

We ran the same analysis on contemporary ads, taking a random sample of US and UK ads from System1's Ad Ratings database, which includes every ad that airs in 7 major sectors.

The results confirm that left-brained features are far more common in today's advertising than right-brained elements.

Left-brain dominance today in the UK and US



The average number of left- and right-brain features in ads in the UK and US, from a random sample of 100 UK and 100 US TV ads selected at random from Automotive, Financial, FMCG, Health & Beauty and Tech sectors

Are left-brained ads less effective?

None of this would matter if a preference for left- or right-brained elements in ads was simply a matter of taste.

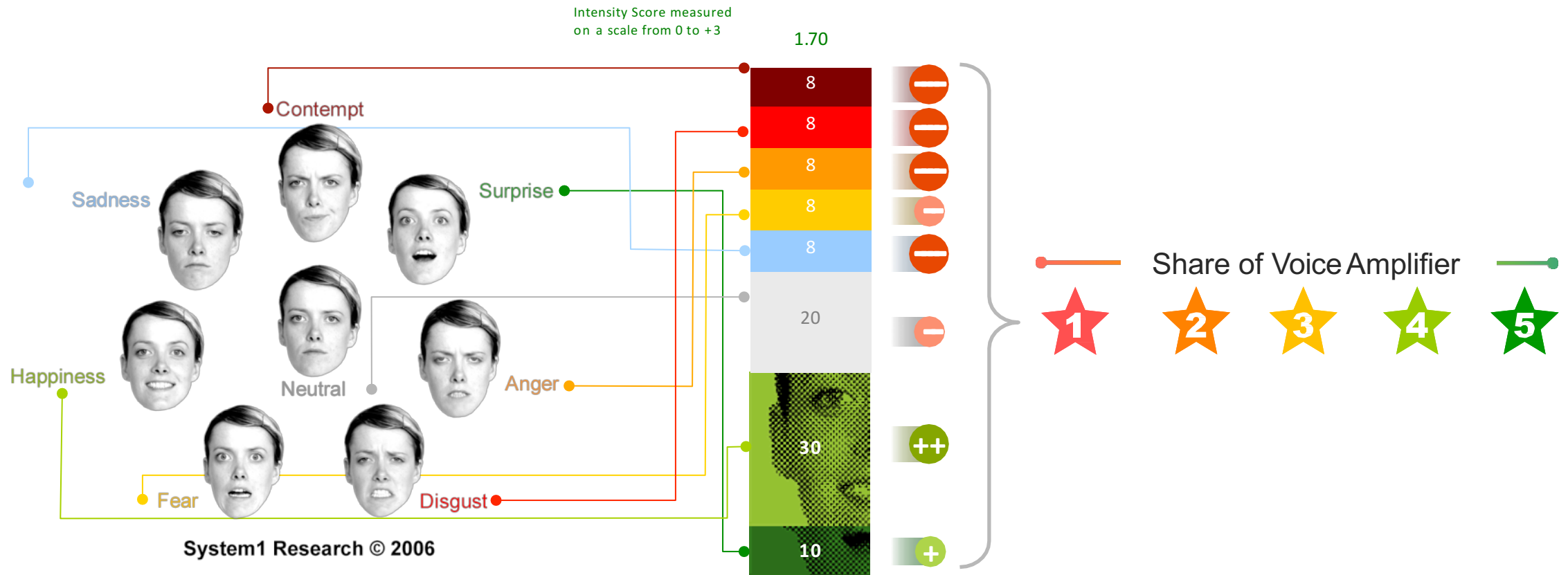
The rise in left-brained elements coincides with the decline in creative effectiveness. But is it just a coincidence?

We set out to find out if left-brained ads were less effective.

In 2012, *The Long And The Short Of It*, by Binet and Field showed that campaigns which took an emotional approach were far more likely to create long-term profitable growth than campaigns which used a more rational, message-driven strategy.

If you want to predict the effectiveness of an ad – its potential to drive growth – the simplest and best way of doing that is to measure people's emotional response to it.

Predicting share gain from emotional response



Amplifying share of voice

Measuring the emotional response to ads gives us a Star-Rating from 1- to 5. This predicts how much the quality of the ad can amplify the investment made in it.

We see this most dramatically at category level. *Lemon.* includes an example, from the UK cereals sector.

Without the Star Rating quality measurement, a share of voice model only shows a small correlation with subsequent growth. Share of voice alone is not very predictive.

With Star Rating included, the correlation with subsequent market share growth improves markedly.

Better, more emotional ads are amplifying brands' share of voice.

The price of left-brain advertising

When we know the Star Rating of an ad, we can plot that against how many left- and right-brained elements it contains.

Lemon. How the advertising brain turned sour show that left-brained advertising really is less effective.

The modern style of flat, abstract, left-brained advertising is sapping effectiveness.

Marketers have a golden opportunity to rediscover the virtues of advertising that appeals to the right brain.

More slices of **Lemon.**

Lemon. offers a diagnosis and a cure.

It reveals the cultural changes we've seen this century and explains the febrile world of today.

It identifies the structural shifts in advertising that make left-brained work more prevalent.

It describes the emerging gulf between advertisers and the their audiences.

And it shows how brands and agencies can make more effective, right-brained ads.

To buy the book, go to <http://ipa.co.uk/Lemon>

