# Creative campaigns show power of emotional connection in advertising



Creative ideas possess a unique vitality, thriving under the right conditions yet easily stifled when left untended. Mike Sutherland and Antony Nelson, Joint Chief Creative Officers at Adam & Eve/DDB, explore this notion through a review of recent advertising campaigns from well-known brands, highlighting how effectively these ideas have been nurtured. Their insights provide a reflective lens on the advertising landscape, showcasing not just creativity, but also how deeply these campaigns resonate with audiences.

One standout is the Amazon Business campaign produced by Joint. Featuring a lively narrative about Peter Piper, a pepper picker, the advert takes a well-known tale and adds a contemporary twist. The commercial showcases Amazon's smart buying tools, which help this character transform into a global celebrity. The extravagant branding may come off as overt, but the captivating writing and engaging direction allow the message to shine, creating a narrative that is thoroughly enjoyable. The 60-second spot is praised for its pacing, evoking enough warmth to warrant a Scoville rating of 250,000—an engaging blend of humour and clever storytelling that leaves viewers wanting more.

Not to be outdone, Costa Coffee's latest campaign, directed by WPP Open X and VML UK, focuses on the profound impact of the seemingly mundane act of sharing a cup of coffee. Titled "Made a Little Better," the campaign diverges from traditional coffee narratives centring around product provenance or barista artistry, opting instead to present relatable human moments. This shift is timely and effective, especially considering the brand's recent platform refresh under The Coca-Cola Company, bringing a new layer to its storytelling. The emotional connection established in these campaigns moves away from cold marketing tactics to celebrate the intimate gestures that elevate our daily lives.

Hovis, under the creative guidance of VCCP, introduces a new brand platform titled "Strength Baked In." The film employs a series of ghost signs from the brand’s past, intertwined with scenes from contemporary life. Yet, while the intention is clear, the execution leaves much to be desired; viewers might find themselves puzzled rather than inspired, as the narrative lacks clarity in its messaging. The cryptic nature of the film, combined with the disconnection from its historical context, renders it less impactful than anticipated.

In a contrasting approach, Ovo Energy’s latest campaign adopts a humorous take on the dread of spiralling energy costs, using horror film tropes to illustrate the anxiety many face when checking their bills. This clever juxtaposition effectively captures the zeitgeist, appealing to viewers with its entertaining elements while acknowledging a common anxiety. The depiction of everyday fears through a comedic lens is a refreshing departure from conventional energy advertisements that often shy away from humour.

On a lighter note, Andrex tackles a challenging creative brief by addressing toilet-related embarrassment among schoolchildren. Through a humorous and slightly irreverent spot that portrays children in relatable scenarios, the campaign aims to remove stigma associated with natural bodily functions. The playful execution resonates with the younger demographic, as it cleverly uses laughter to foster a sense of comfort and openness about what might otherwise be taboo subjects.

Coca-Cola’s ambition in its global campaign, produced by WPP Open X and led by Ogilvy, aims to inspire a new generation to "live fully in the moment." However, despite the high production values and star power, the results feel somewhat lacking in emotional depth. The campaign showcases polished visuals but fails to forge a genuine connection, leading some critics to describe it as "hollow." In an era where consumer consciousness is increasingly driven by authenticity, this disconnect could undermine the campaign’s effectiveness.

Reflecting on these diverse approaches, it becomes clear that the most successful campaigns are those that not only capture attention but also foster meaningful connections with their audiences. By focusing on relatable stories and genuine emotional engagement, brands can ensure their creative ideas thrive rather than wilt in the marketplace’s competitive landscape.

The creative journey charted by these brands serves as a reminder that, in advertising as in life, it is the connections we forge that truly matter.

## Reference Map:

* Paragraph 1 – [[1]](https://www.campaignlive.co.uk/article/private-view-amazon-business-costa-hovis-ovo-andrex-coca-cola/1919722), [[2]](https://www.campaignlive.co.uk/article/private-view-amazon-business-costa-hovis-ovo-andrex-coca-cola/1919722)
* Paragraph 2 – [[1]](https://www.campaignlive.co.uk/article/private-view-amazon-business-costa-hovis-ovo-andrex-coca-cola/1919722), [[3]](https://www.vml.com/work/made-a-little-better), [[4]](https://creative.salon/articles/work/costa-coffee-made-a-little-better-wundermanthompson), [[5]](https://lbbonline.com/news/costa-coffee-campaign-humorously-captures-deeply-relatable-human-moments)
* Paragraph 3 – [[1]](https://www.campaignlive.co.uk/article/private-view-amazon-business-costa-hovis-ovo-andrex-coca-cola/1919722)
* Paragraph 4 – [[1]](https://www.campaignlive.co.uk/article/private-view-amazon-business-costa-hovis-ovo-andrex-coca-cola/1919722)
* Paragraph 5 – [[1]](https://www.campaignlive.co.uk/article/private-view-amazon-business-costa-hovis-ovo-andrex-coca-cola/1919722)
* Paragraph 6 – [[1]](https://www.campaignlive.co.uk/article/private-view-amazon-business-costa-hovis-ovo-andrex-coca-cola/1919722)
* Paragraph 7 – [[1]](https://www.campaignlive.co.uk/article/private-view-amazon-business-costa-hovis-ovo-andrex-coca-cola/1919722), [[2]](https://www.campaignlive.co.uk/article/private-view-amazon-business-costa-hovis-ovo-andrex-coca-cola/1919722)

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## Bibliography

1. <https://www.campaignlive.co.uk/article/private-view-amazon-business-costa-hovis-ovo-andrex-coca-cola/1919722> - Please view link - unable to able to access data
2. <https://www.campaignlive.co.uk/article/private-view-amazon-business-costa-hovis-ovo-andrex-coca-cola/1919722> - This article provides a critical review of recent advertising campaigns for brands including Amazon Business, Costa Coffee, Hovis, Ovo Energy, Andrex, and Coca-Cola. The authors, Mike Sutherland and Antony Nelson, assess each campaign's creativity, effectiveness, and impact, offering insights into the advertising strategies employed by these companies.
3. <https://www.vml.com/work/made-a-little-better> - VML's 'Made a Little Better' campaign for Costa Coffee highlights how a simple cup of coffee can enhance everyday moments. The campaign features relatable human experiences, demonstrating the emotional lift provided by Costa Coffee, and underscores the brand's commitment to uplifting its customers' daily lives.
4. <https://creative.salon/articles/work/costa-coffee-made-a-little-better-wundermanthompson> - Wunderman Thompson UK introduces Costa Coffee's 'Made a Little Better' campaign, focusing on the insight that 'everything is made a little better when your coffee is'. The campaign humorously depicts challenging human moments, showcasing how Costa Coffee can uplift and connect people, marking the brand's first platform refresh since its acquisition by The Coca-Cola Company in 2019.
5. <https://lbbonline.com/news/costa-coffee-campaign-humorously-captures-deeply-relatable-human-moments> - LBBOnline discusses Costa Coffee's 'Made a Little Better' campaign by Wunderman Thompson UK, emphasizing the brand's new creative platform. The campaign portrays relatable human moments, illustrating how Costa Coffee can provide an emotional lift and enhance daily experiences, reflecting the brand's rich heritage and recent platform refresh.
6. <https://www.bestadsontv.com/ad/146457/Costa-Coffee-Made-a-Little-Better> - Best Ads on TV features Costa Coffee's 'Made a Little Better' campaign, created by Wunderman Thompson UK. The campaign showcases how a cup of coffee can improve everyday moments, highlighting the brand's commitment to uplifting its customers' daily lives through relatable and humorous storytelling.
7. <https://news.vml.be/wpp-partners-vml-essencemediacom--famous-relations-give-costa-coffee-a-warm-welcome> - VML, along with EssenceMediacom and Famous Relations, supported Costa Coffee's expansion into Belgium. The agencies organized and decorated the launch event at Liège-Guillemins train station, ensuring Costa Coffee's presence throughout the station, marking a significant step in the brand's growth in Belgium since its acquisition by The Coca-Cola Company in 2019.