

The 2025 Creative Impact Report

Presented by **shutterstock**





Manifesto

Creative impact is the engine of enduring brands



Shutterstock dove deep into the numbers to determine how creative truly drives business value. Called the **Shutterstock Impact Score**, this metric compares purchase intent against year-over-year changes in media spend to reveal the true ROI of creative work, separate from sheer budget volume.

Recently, the **Shutterstock Impact Score** has been slipping. Why? Because marketing today is tough. Audiences are easily distracted, trust is shaky, and culture keeps changing. Old strategies that used to guarantee reach are now falling flat, with bigger budgets leading to zero growth in purchase intent.

This shift is particularly striking when compared to the relative stability of 2022—2023, when the **Shutterstock Impact Score** remained flat. This was the quiet before the upheaval, as the subsequent 12% decline in 2024 coincided with a perfect storm: the explosion of generative AI, which flooded feeds with low-cost but often generic content, colliding with the unprecedented noise and consumer fatigue from the 2024 election cycle.

The downward trend isn't stopping. We're already seeing an almost 20% drop in impact compared to 20 months ago, even as marketing spend keeps climbing.

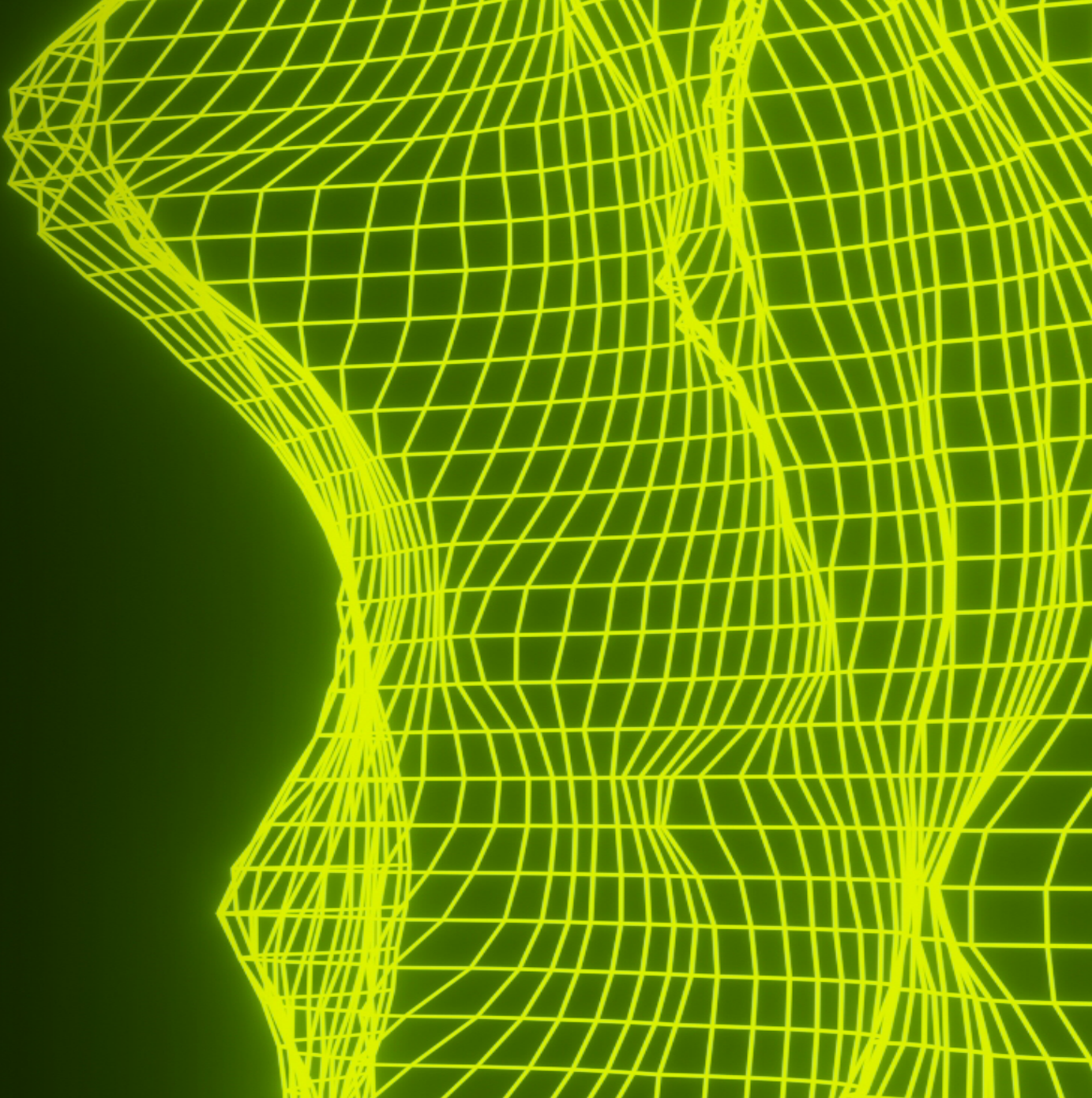
Essentially, we're paying a lot more for a lot less.

While the rate of decline has slowed, it proves the fundamental problem remains: the old playbook is broken, and simply spending more is no longer a viable strategy for growth.

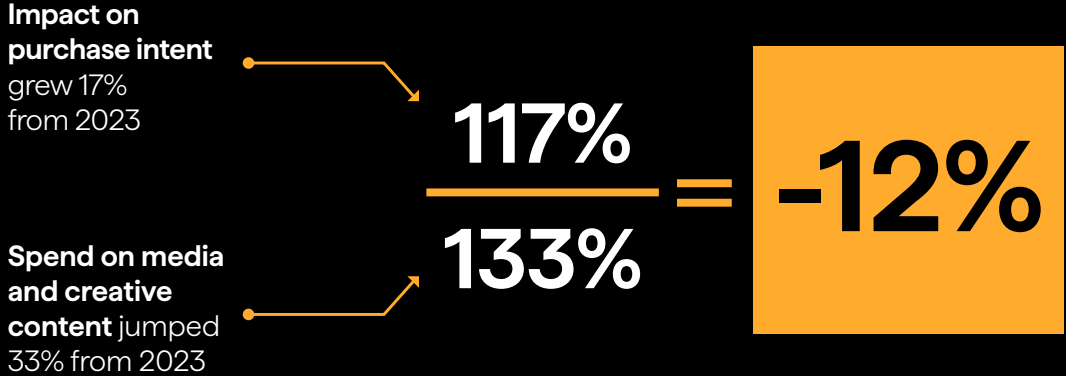
Looking ahead to 2026, the advertising environment will be even more competitive and fragmented, with brands facing unprecedented clutter and higher costs due to the Winter Olympics, FIFA World Cup, and record-breaking US midterm election ad spending—all demanding smarter, more creative content to break through. Simultaneously, rapid cultural shifts and the power of social media leave brands vulnerable, with missteps risking brand equity that has been built over years.

Here's the good news: powerful solutions and strategies are emerging. This **2025 Creative Impact Report**, presented by Shutterstock, shows that smart, well-crafted creative isn't just nice to have—it's a game-changer for standing out, growing your business, boosting ROI, and building real brand loyalty.

The Creative Impact Report uses a unique approach, combining our own proprietary and econometric models with sophisticated AI-powered testing. We're showing how creative impact, fueled by genuine emotion and cultural smarts, is **the ultimate fix for content fatigue and the real secret to measurable ROI**. It's about tackling tough business challenges with clear thinking, quick action, and a human touch.

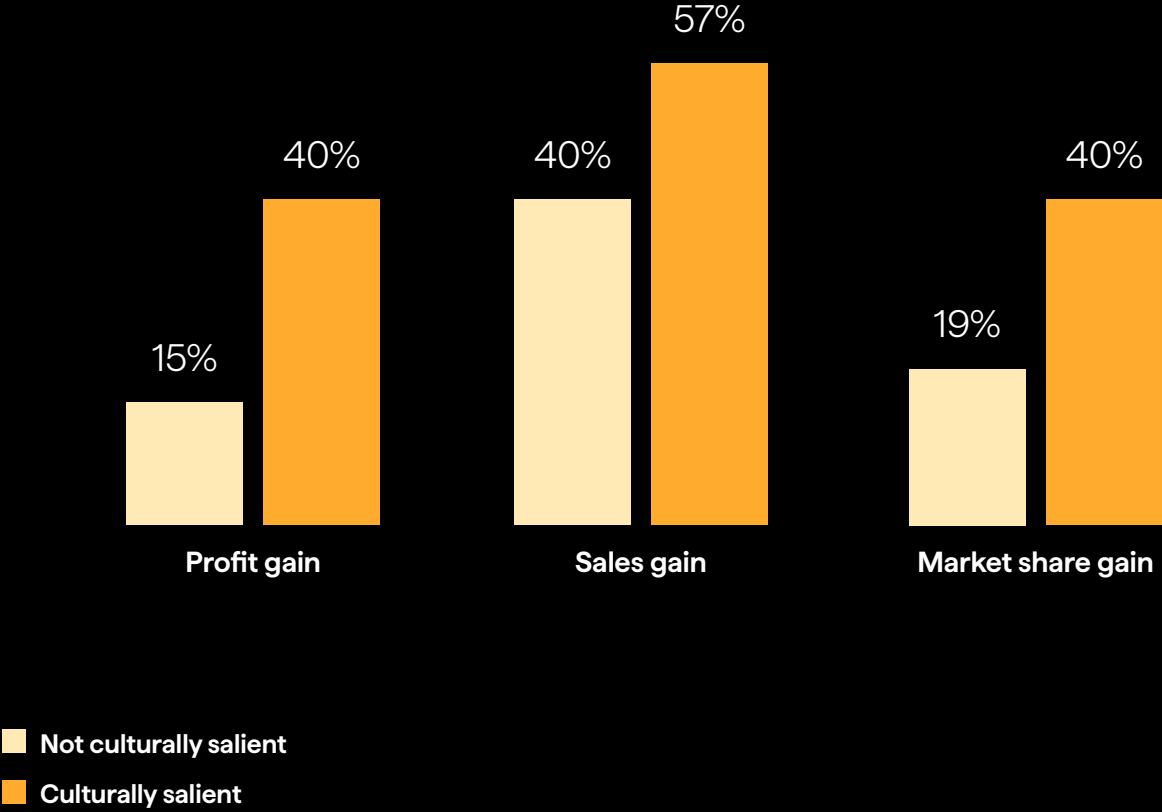


Following marginal increases in marketing effectiveness in 2022, new data shows that despite a 33% increase in global marketing spend since 2023, there has only been a 17% lift in purchase intent—equating to a 12% gap in the *impact* of marketing investment.



Shutterstock’s research, as highlighted in this report, identifies this gap as the result of underutilizing creative impact—a measurable force that, when fully harnessed, can significantly boost marketing and business results. The continued decline of the 2025 Impact Score (which year to date has declined another 8%) indicates a compounding problem. A 12% drop in creative impact, followed by another YTD 8% drop, doesn’t mean things improved by 4%. It means we are now operating at a nearly 20% cumulative impact deficit from where we were 20 months ago, while marketing spend continues to climb. We are paying significantly more for drastically less of an effect. This is the definition of a failing strategy, not a recovering one.

Creativity that is culturally salient isn’t just impactful—it’s profitable. Our data shows it drives a 17 to 25 percentage point lift across key business metrics.





Insight

Brand leaders who succeed will listen, adapt, and inspire. They will deliver quality at scale, leveraging insights to experiment with new formats, lean on empathy, and use cultural intelligence to help guide their course.

The strategic roadmap

Insights to drive results amidst volatility

The 2025 Creative Impact Report is your guide to smarter marketing. We'll help you find winning strategies for your next campaigns and get more from your marketing investment.

We put this report together for leaders like CMOs, marketing directors, brand managers, and creative leads. Here are our top three strategies:



1.

Leverage the right emotion for attention

The right emotional resonance turns creative into connection. It drives deeper connection, builds loyalty, and delivers measurable ROI.



2.

Go for impact, not just volume

Focused, high-impact messaging consistently outperforms volume-based approaches.



3.

Get agile with adaptive marketing

AI and metadata make it easier to create effective marketing at scale—facilitating real-time adaptation and keeping your brand fresh and relevant.

How industries perform in creative impact

Let's zoom in on how different industries are doing. The takeaway: the industries spending the most on marketing are seeing the biggest declines in the Score.

The consumer (-24%) and technology (-12%) sectors, which account for most of the world's ad spending, are leading this decline. But it's not all bad news. Our analysis shows how different market dynamics are creating unique chances for creative wins in 2025.

Analyzing performance data reveals key trends shaping creative success in 2025:

Consumer (Score: -24%)

The consumer industry felt the biggest hit. Inflation, cautious spending, and intense competition across CPG, retail, and services meant brands had to push loyalty programs and personalized deals to get people to buy.

Technology (Score: -12%)

The technology sector's score declined over the last year, reflecting a market shift from hyper-growth to efficiency. Privacy changes like Apple's App Tracking Transparency (ATT) have complicated targeting and measurement. Future success will require integrating AI to optimize creative strategies and raise impact, making the creative itself more effective in a world with less granular tracking.

Automobile (Score: -5%)

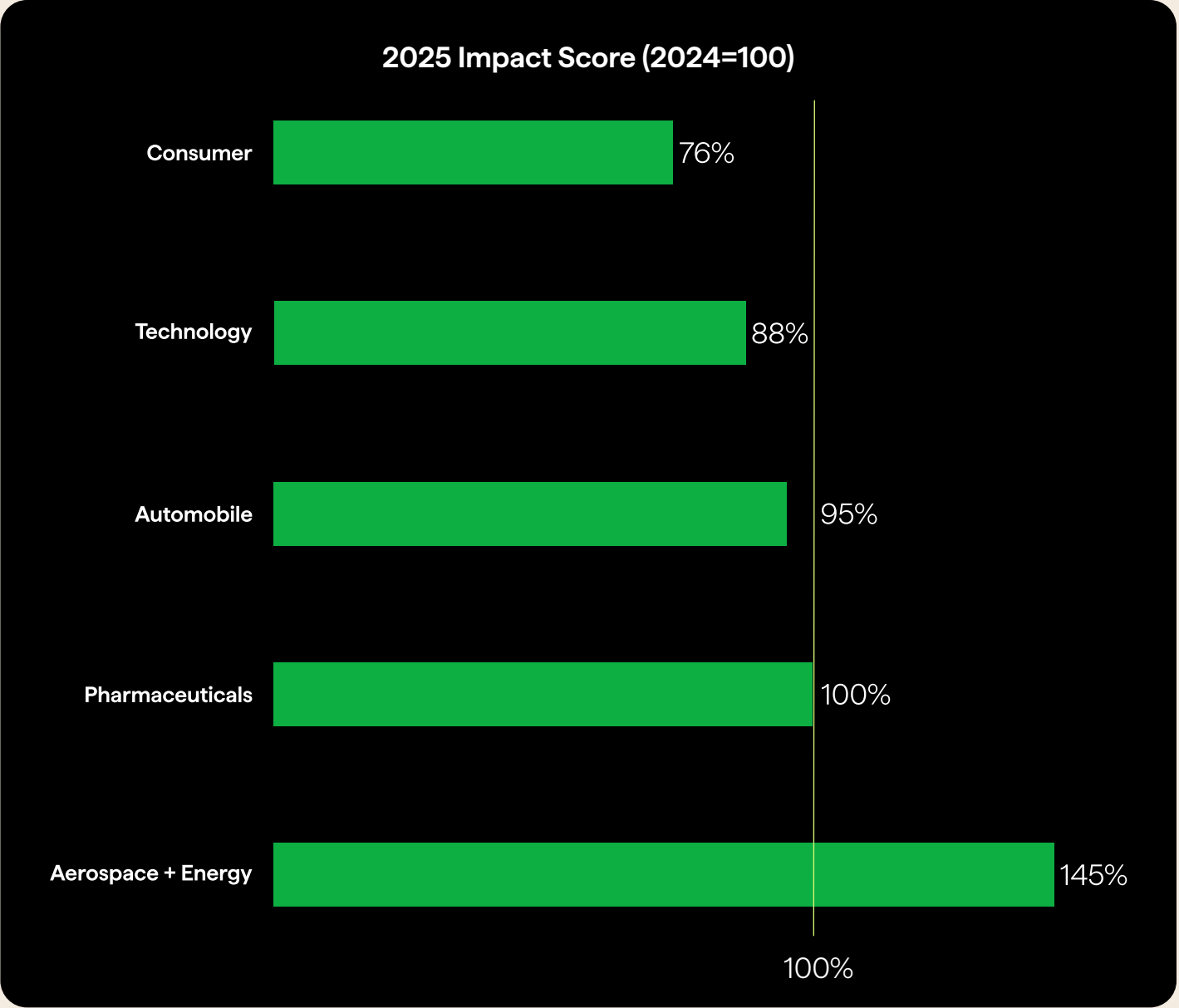
Despite navigating supply chain challenges and the transition to electric vehicles, the automobile industry recorded a strong Impact Score. Effective marketing strategies have helped manage limited inventory and guide consumers through evolving purchasing models in a highly competitive market.

Pharmaceuticals (Score: -1%)

The pharmaceutical industry showed resilience and stability in terms of creative impact, performing near the benchmark. This stability can be attributed to continuous R&D pipelines, essential product demand, and sustained investment in digital engagement for healthcare professionals and patient education. These factors make the sector less susceptible to immediate economic fluctuations.

Aerospace + Energy (Score: +45%)

This sector achieved the highest performance, driven by unique market dynamics. A surge in post-COVID travel and pent-up demand in aerospace, combined with high-value B2B energy transition projects, have created huge opportunities. Even with smaller marketing budgets, high-value deals have meant massive returns and a boost to the sector's score.



Insight

Understanding industry-specific dynamics is critical for tailoring creative strategies. These insights can help brands identify opportunities to maximize impact within their markets.



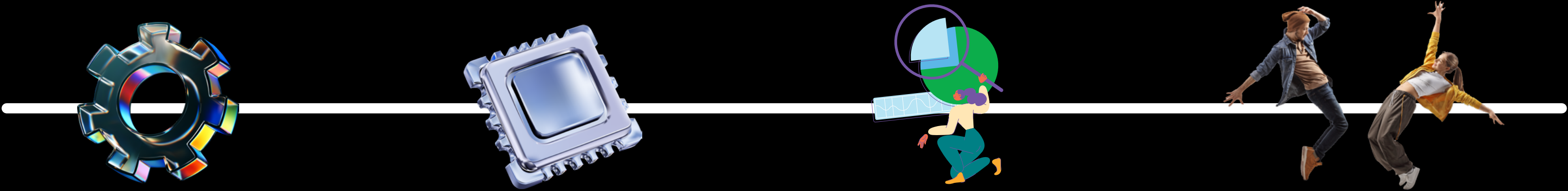
Methodology

Measuring the impact of creativity on business outcomes

The 2025 Creative Impact Report uses a robust, multi-faceted analytical framework to really dig into creative’s business value. We pinpointed exactly what helps marketers get the most out of their strategies and campaigns.

Metrics tracked: Return on Advertising Spend (ROAS)
Purchase intent
Trust and engagement scores
Content virality and believability

Key components of the analysis



1.
Econometrics modeling

We used a machine learning regression model to analyze 44 months of campaign, social, and purchase intent data from 27 leading brands across industries.

The model helped us isolate how creative choices directly influence purchase intent while controlling for external factors like pricing and seasonality. The result is a clear, quantifiable link between creative quality and business outcomes.

2.
AI-powered content evaluation

We tapped into Decipher, an advanced AI platform, to score content believability and virality—two key drivers of consumer trust and sharing behavior.

3.
Proprietary Shutterstock data

We analyzed reports on millions of creative asset downloads, searches, and trends from Shutterstock databases. This showed us what’s trending globally and what truly connects with audiences.

4.
Collaborative insights

We partnered with WPP’s marketing analytics tools, which measure the business impact of media by creative type across actual campaigns.

Building trust

Building trust and resilience in an unpredictable world

Emotion is a powerful cognitive lever. It profoundly shapes attention, “tagging” information for stronger memory encoding and retrieval.

While emotional content outperforms neutral messaging in memorability and action, the “best” emotion isn’t universal. Not all emotions are equal, and their effectiveness depends on who you’re speaking to, where, and when. What resonates in one region or demographic may fall flat—or backfire—in another.

Take the *Barbie* movie campaign in the West (US, UK, and Europe), for instance. It was a massive success and became the marker for peak cultural relevance. It tapped into decades of cultural history and resonated with contemporary conversations around gender roles, leading to critical acclaim and record-breaking box office numbers. But in parts of the Middle East and Asia, the same message backfired. Authorities banned the film in Vietnam because the movie contained a map depicting a contested geopolitical claim. In addition, many saw the film’s themes of female empowerment as a threat to traditional values.

Then there are campaigns that miss the mark entirely. Take the “He Gets Us” Super Bowl campaign. It tried to use universal emotions—empathy, love, and unity—to rebrand Jesus for a modern, skeptical audience. The ads depicted

scenes like ideological opponents washing each other’s feet. However, the campaign became a masterclass in how a single emotional message can backfire depending on who’s watching:

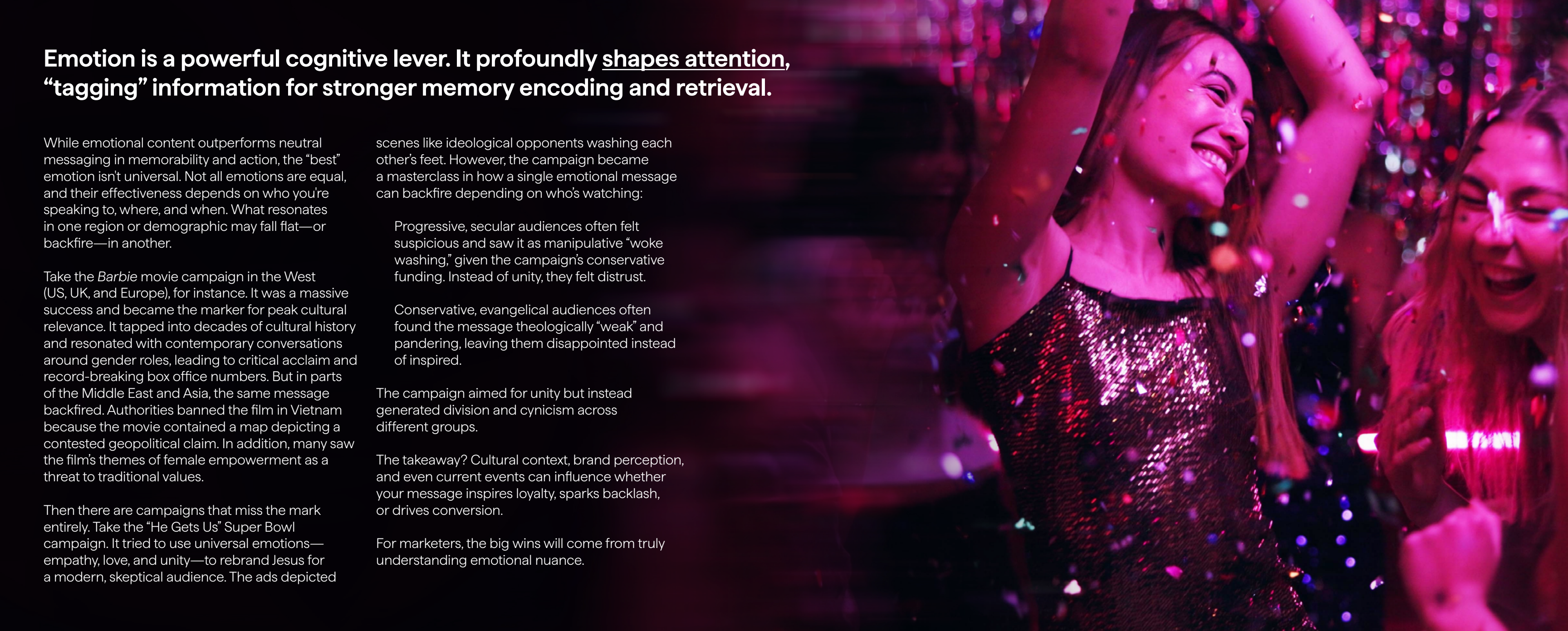
Progressive, secular audiences often felt suspicious and saw it as manipulative “woke washing,” given the campaign’s conservative funding. Instead of unity, they felt distrust.

Conservative, evangelical audiences often found the message theologically “weak” and pandering, leaving them disappointed instead of inspired.

The campaign aimed for unity but instead generated division and cynicism across different groups.

The takeaway? Cultural context, brand perception, and even current events can influence whether your message inspires loyalty, sparks backlash, or drives conversion.

For marketers, the big wins will come from truly understanding emotional nuance.



The social minefield

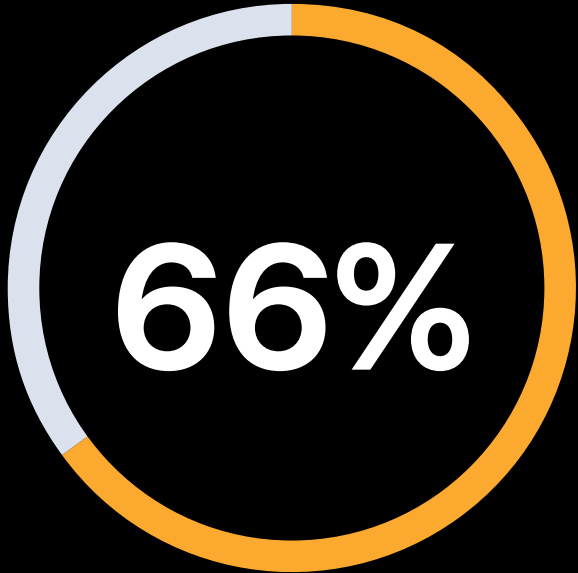
Social media can be a double-edged sword. It can supercharge your brand, but it can also blow up, as many brands have learned the hard way.

When creative content grabs attention and builds empathy, it can accidentally turn a brand's platform into a battleground for bigger cultural conflicts. As a result, 66% of businesses have faced boycotts, suddenly finding themselves the villain in social movements that extend far beyond their control.

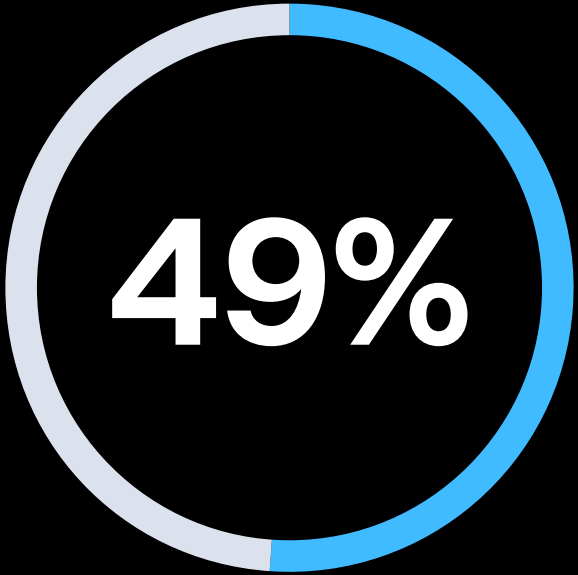
But that 66% figure is merely a symptom. The real issue, and why so many campaigns misstep, lies in the fact that 49% of brands can't figure out the deeper cultural issues causing the backlash. There's a huge blind spot when it comes to cultural intelligence.

This isn't necessarily a failure of intent, but a critical failure of insight.

"Social media has impacted my business in the form of a boycott, driving changing consumer preferences, and has forced us to rethink the way we do business."



of businesses have faced boycotts due to social movements.



of business leaders know that when a social media boycott occurs, they cannot distinguish if the root cause is a deeper cultural issue within their brand.



Insight

Brands witness the backlash but fail to comprehend the underlying cultural wound they've inadvertently poked.

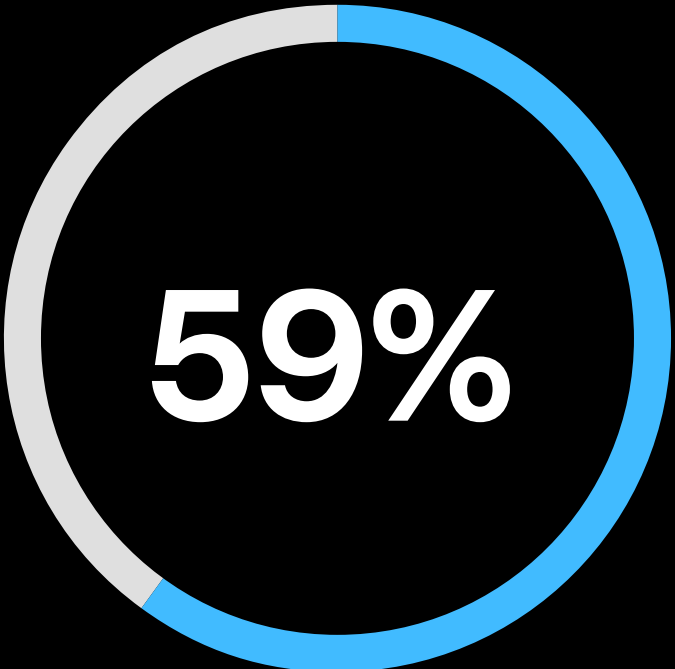
Building emotional connections

Cultural intelligence helps brands to stop reacting and start leading. It turns potential problems into opportunities for real connection and trust.

Percent of business leaders who believe...



Nearly half of businesses admit their creative processes lag behind culture, which can lead to missed opportunities for authentic connection and market relevance.



of business leaders believe addressing cultural disconnects within their brand through creative adjustments yields a significant return on investment.

59% of business leaders know that fixing cultural disconnects with smart creative pays off. It shows just how valuable culturally intelligent creative really is.

Branded GIFs outperform benchmarks by up to 4.8x

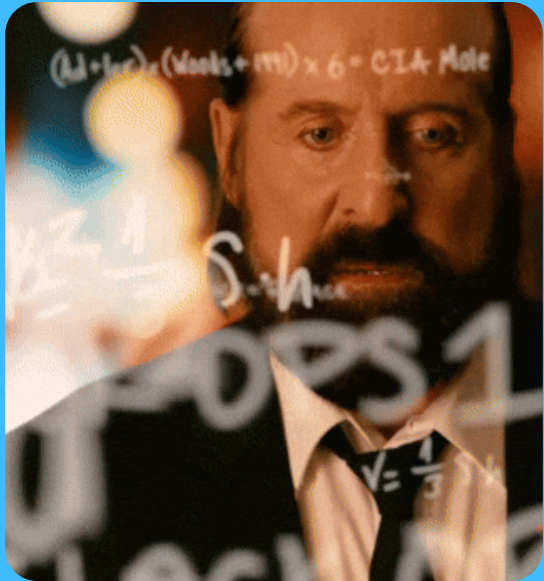
With culture changing so fast, brands need better ways to understand what's happening, figure out how to respond, and create content that hits home. Sending an apology post or campaign is insufficient; brands must be quick, unlocking creative avenues to connect and stay culturally relevant.

Culturally relevant content that taps into the current zeitgeist and understands audience nuance is blowing up, proving how powerful culturally attuned content is for spreading messaging and going viral.



Branded GIFs surpassed the GIPHY engagement rate benchmark by 4.8x





Case Study

Branded GIFs in action

Activision redefined its *Call of Duty: Black Ops 6* launch by creating 40 custom GIFs featuring the iconic character “The Replacer.”

Powered by GIPHY analytics’ insights into what’s culturally hot, the Activision team cleverly “replaced” characters in popular GIFs with The Replacer.

By adding The Replacer into popular, widely shared GIFs, Activision sparked organic conversations around the game, using GIPHY’s wide array of integrations to seamlessly embed into people’s chats.

The **campaign** led to record-breaking engagements and sales, making it the most successful *Call of Duty* launch in more than a decade.



The ROI of emotions

Cultural intelligence *is* crucial, but deep emotional connections are the foundation of lasting brand loyalty.

For example, Shutterstock Studios’ “**Surfing Through the Odds**” campaign celebrated Black girls breaking barriers in surfing, using powerful storytelling to inspire and build deep audience trust. By weaving together personal stories, cultural impact, and the tangible outcomes of the partnership, the story made people feel empathy and pride in the work that Shutterstock is doing with SOMA, Betclic, and Coming Soon.

This kind of passionate, authentic storytelling has been proven to boost trust and engagement by 10 points. That means 10% more people connect with and believe in this content.

Percent of adults who believe ads by content type

Emotive Content



58%

Factual Content



48%

Insight

Emotionally resonant messaging is the new gold standard for driving trust, engagement, and sustainable growth.



A deeper dive into the ROI of emotions

Our research into the ROI of emotions shows a clear trade-off: if you want to build deep trust, positive emotions like **pride** and **belonging** are the most believable, with believability scores exceeding 61%. Campaigns that tap into these emotions make audiences feel aligned with the brand's values, building trust and credibility.

However, for sheer viral reach, the most potent emotion is **anger**, which has the highest virality score at 42%. This virality comes at a cost to trust: anger's believability score of 56% is lower than top performers like pride.

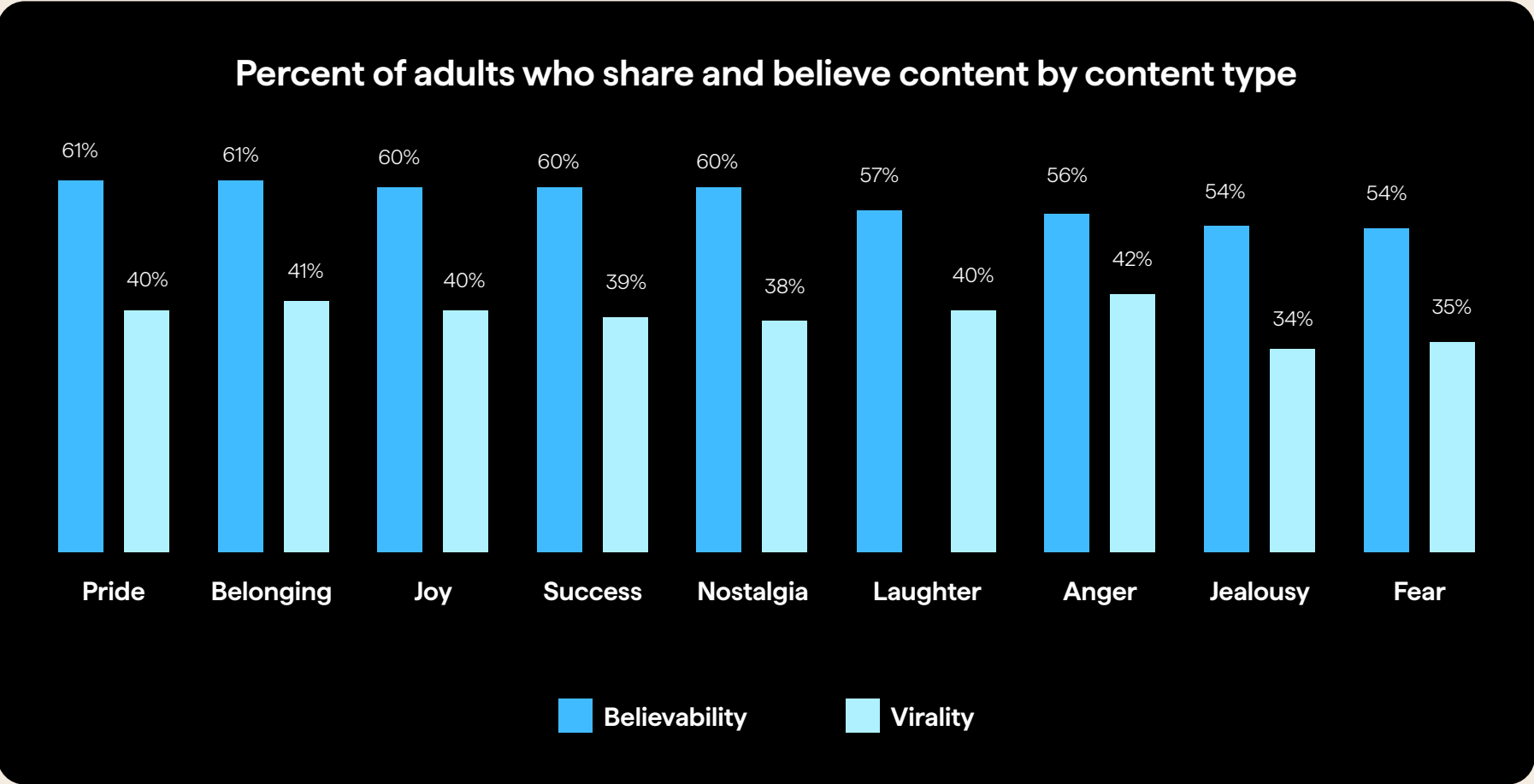
Anger and belonging create virality. One potential explanation is that content that makes us angry demands action, and sharing is the easiest action to take online. A perfect example is the 2023 Reddit API protests. Redditors, who share a powerful sense of belonging as the community that built the site, felt betrayed by the company's decision to charge for its API. This sparked collective anger, which they channeled into a coordinated "blackout." This shared act of rebellion against a common enemy went viral, reinforcing their unified identity.

Pride and belonging create believability. Content that makes people feel proud may reinforce their own values and identity, which in turn might make the content feel more true or believable.

Nostalgia is becoming the new believable. In a world filled with uncertainty and fake content, the past might feel more real and safe.

The data shows that the choice of emotion is a critical driver of campaign success. Low-performers like **jealousy** and **fear** lag nearly 10 points behind in virality, highlighting how crucial it is to choose the right emotional strategy to achieve specific goals.

Anger and **belonging** tend to be the most viral content, while **pride** and **belonging** are the most believable. Recently, **nostalgia** has risen in terms of believability.





Insight

Emotionally charged, culturally relevant content drives intent to purchase, demonstrating that a creative strategy that taps into this insight is a direct driver of ROI.

Takeaways on the ROI of emotions

To drive real ROI, brands need to understand that emotions are powerful catalysts of trust, virality, and connection. But not every emotion works for every goal.

For example, our deep dive into content’s believability and virality shows that content using nostalgic storytelling delivers a 10%-11% lift on both metrics compared to those using fear-based messaging.

To succeed in driving ROI, brands need to evoke the desired emotion to connect and engage audiences.



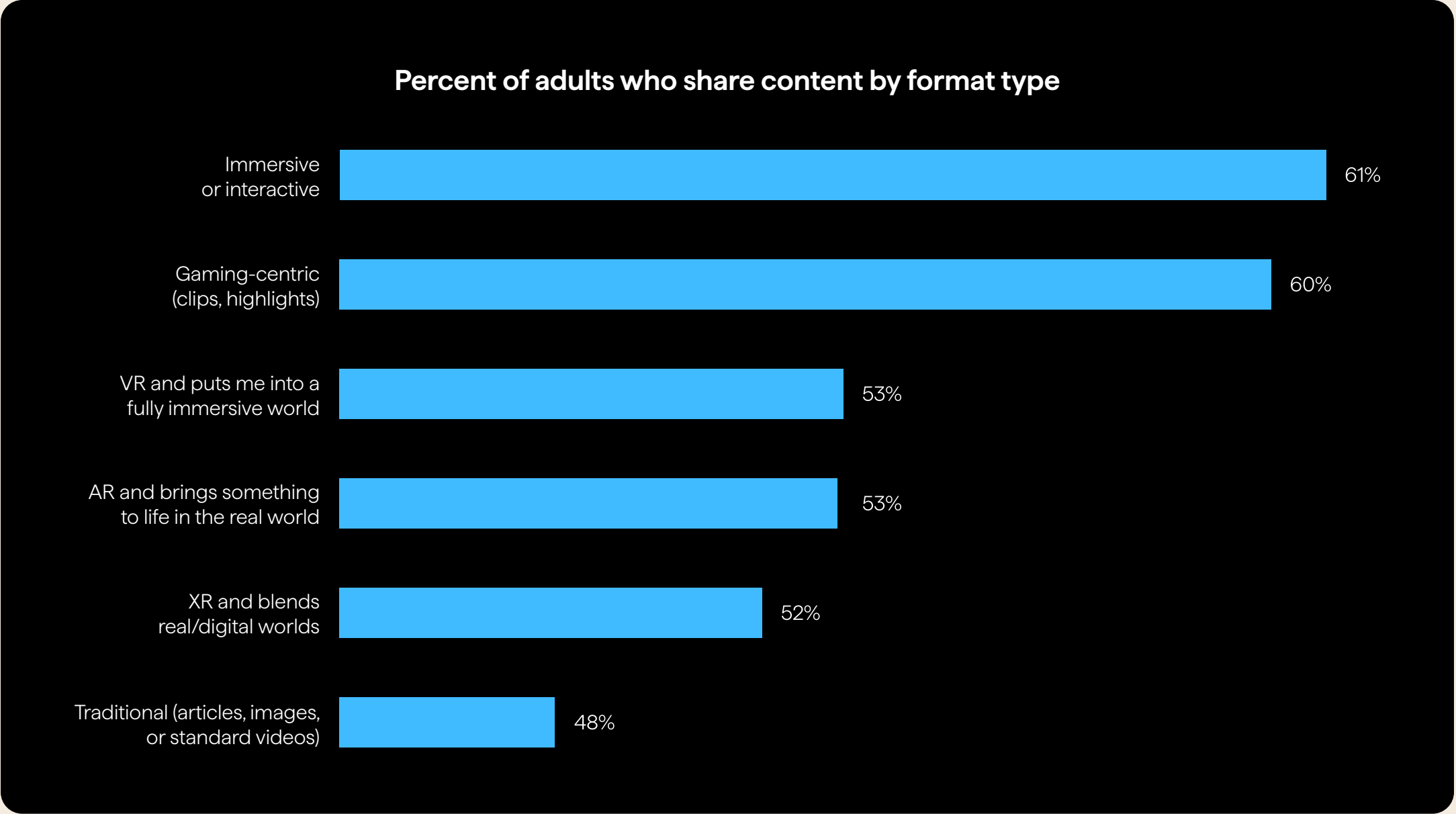
This framework illustrates the pathway to unlocking creative impact.

The brain power of immersive

Immersive formats like AR/VR make the impossible feel real and unforgettable. From physical brand activations to advanced virtual production, immersive content places audiences inside an experience instead of watching from the sidelines. Whether it's a live event or a car commercial set convincingly on the moon, these formats tap into how the human brain processes reality.

Immersive formats boost believability and shareability by up to 61%, translating into higher engagement rates and more memorable brand moments.

This impact isn't just creative, it's cognitive. Immersive environments engage more of the brain's sensory and emotional systems, both of which play a critical role in encoding memories and influencing behavior. Immersive environments make the content feel more real, more personal, and more likely to stick. Viewers don't just watch; they experience.



Content fatigue

Rising to the top amidst content fatigue



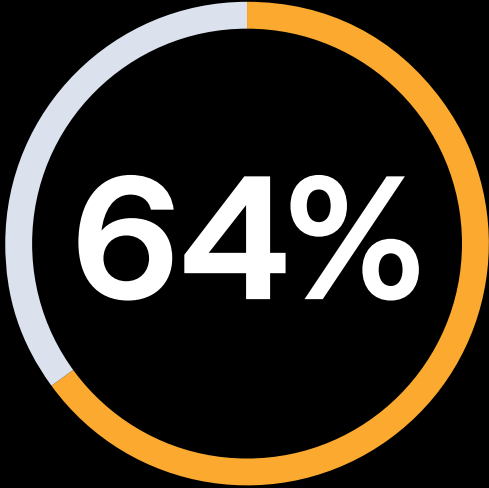
The myth of more

The disconnect between marketing spend and audience impact has hit a breaking point. After a period of relative stability in 2023, the returns on investment are now plummeting as consumers grow fatigued by too much messaging.

Our latest numbers paint a stark picture: Despite a 33% increase in global marketing spend since 2023, there has only been a 17% lift in purchase intent. This has created a 12% gap in marketing

effectiveness—a trend of diminishing returns that continues, as the Impact Score has already declined another 8% as of August 2025.

With 64% of US adult consumers feeling inundated by content, increasing marketing spend alone can't solve the problem. It's actually leading to wasted budgets as brands struggle to cut through the noise.

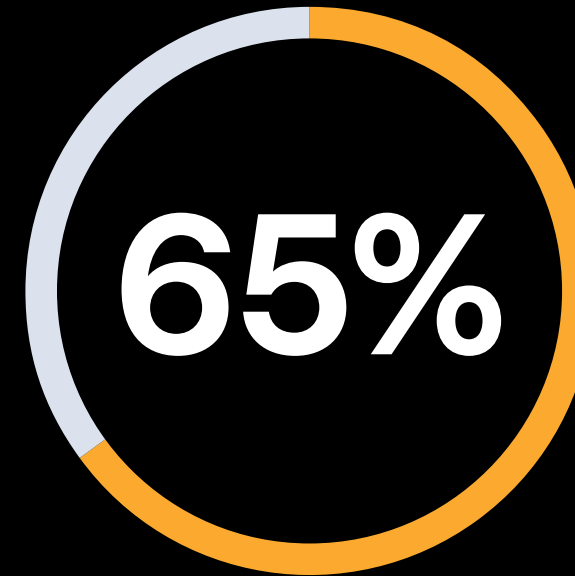


feel overwhelmed by the amount of advertising content they're exposed to.





Creative quality is a top driver of ROAS.



of business leaders **believe the right content can fuel business growth** by leading to better creative outputs, resonance, and engagement.

Ambitious leaders have an opportunity to rethink their approach. Instead of churning out tons of content, they're focusing on high-impact creative assets that deliver ROI.

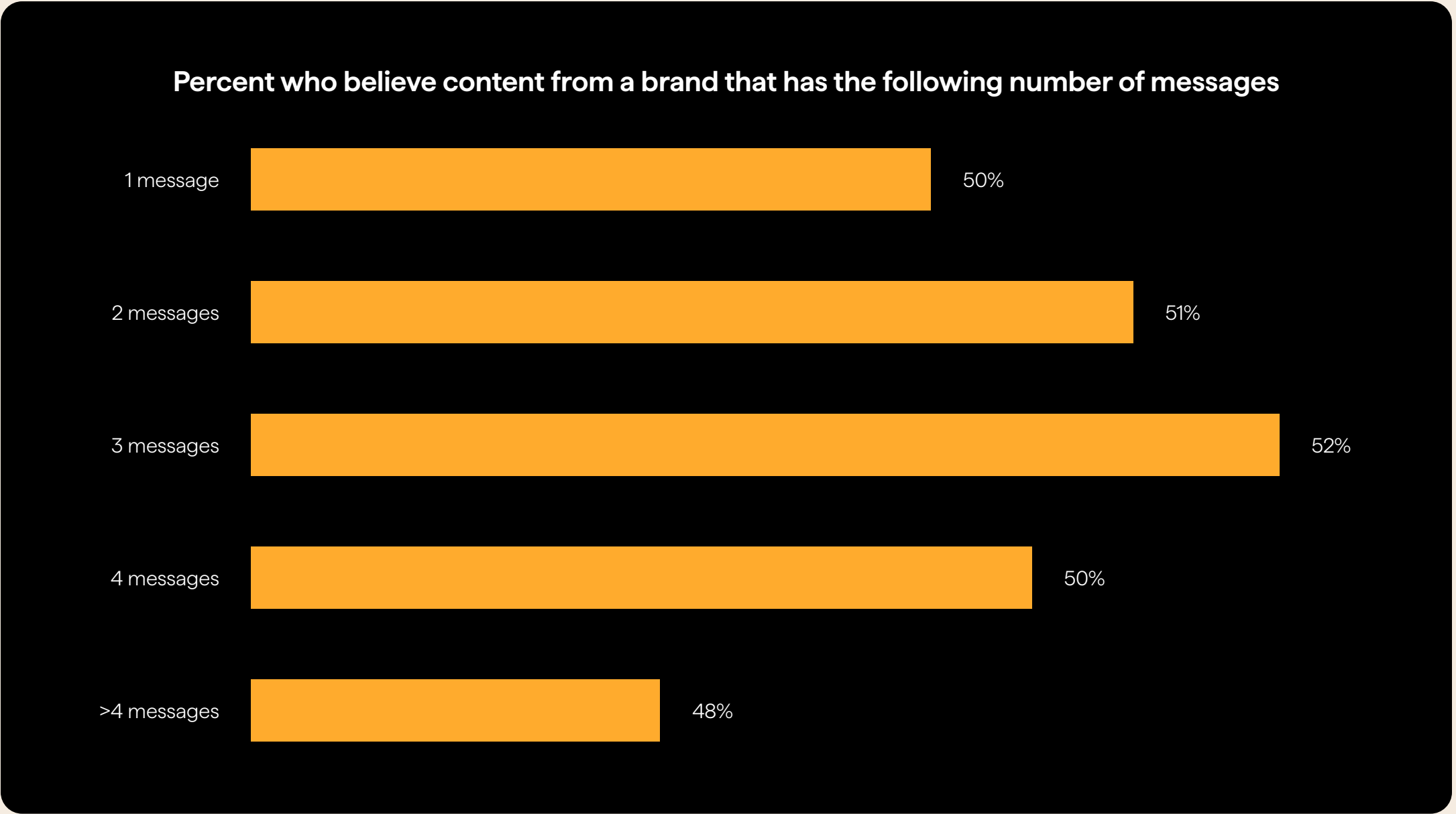
Brands that invest in emotional resonance and high-quality creative consistently outperform competitors. They turn great stories into real business results.

Nike, for example, uses cinematic, high-production storytelling that turns athletic struggle into an epic journey. The Kaepernick campaign alone drove a 31% sales increase and added billions in brand value. Using Kaepernick as the protagonist of the campaign was risky, but Nike knew its core growth demographic was younger, more diverse, and more socially conscious. The campaign was a successful act of corporate courage that resonated deeply with consumers tired of brands paying lip service to social issues.

Dove uses documentary-style creative and real women to challenge unattainable beauty standards. With its *Real Beauty* campaign, Dove transformed from a soap brand into a cultural movement, driving sales from \$2.5 billion to over \$4 billion in its first decade.

The diminishing returns of over-messaging

It's not just about spend; hitting consumers with too many messages actually reduces your impact. Believability drops after just three campaign messages, meaning every message beyond that threshold actively works against building trust and connection.



Strategic restraint delivers results

Fewer, more impactful messages across strategically chosen platforms deliver stronger results because they’re clearer, they don’t overwhelm people, and they create deeper emotional connections. This means campaigns can achieve higher engagement, better recall, and, ultimately, greater ROI.

In fact, multi-format campaigns that use a single, cohesive message adapted across different formats drive 40% more ROI than single-format efforts. Brands that really nail this “less is more” approach show us how it’s done:

Liquid Death built a nine-figure brand with one unforgettable message: “Murder Your Thirst.” By marketing water like a heavy metal beer, they practice extreme strategic restraint, ignoring wellness media to focus exclusively on counter-culture platforms. The result is a \$700 million valuation built on disciplined focus.

Apple’s “Shot on iPhone” is a masterclass in adapting a single message—“The camera in your pocket creates breathtaking art”—across multiple formats. Using the #ShotOniPhone hashtag, they transform their entire user base into creators, proving the most powerful multi-format strategy is one that empowers the audience to carry the message for you.

Many businesses want to be strategic, but they’re stuck with outdated metrics that value quantity over quality. The true best practice isn’t just being selective—it’s having a measurement system that proves being strategic actually works.

To do this, brands must evolve from chasing impressions to tracking a blended portfolio of KPIs. This means pairing performance metrics like conversion rates and CLV with the essential drivers of long-term loyalty: brand sentiment, interaction rates, and time spent. This balanced approach is the only way to accurately capture the ROI of high-impact creative and avoid the diminishing returns of audience burnout.



Insight

Brands must be selective about platforms and focus on delivering fewer (ideally three), higher-quality messages to avoid audience burnout and maximize impact.



Harnessing trends

Shaping creativity in marketing

AI + creativity: A powerful partnership for scale and precision

AI can serve as a helpful collaborator in crafting compelling stories and as an amplifier of human creativity to make a bigger impact, faster.

Generative AI is revolutionizing the way brands create content, enabling teams to personalize at scale and adapt to cultural shifts in record time, leading to campaigns that connect and deliver better ROI.

AI-powered tools are leveling the playing field, giving smaller businesses access to enterprise-grade creative capabilities once reserved for global brands, democratizing high-impact creative, and fostering innovation across the market.

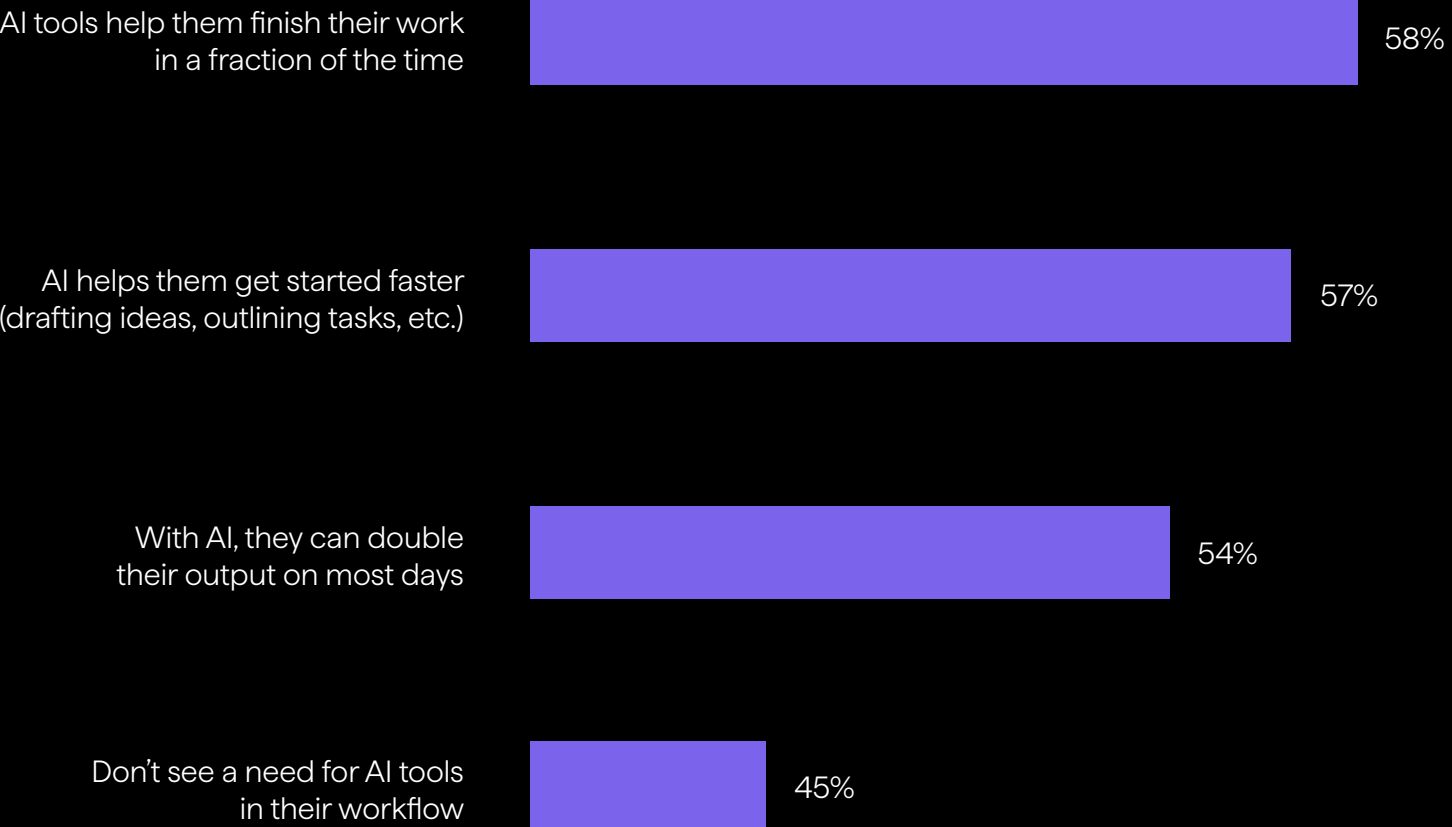
The data is clear: AI is an indispensable tool for creatives, with a clear majority using it to accelerate their workflow. Over 58% say they finish work in a fraction of the time, while 57% use AI to get started faster, effectively eliminating the “blank page” problem.

Since AI can supercharge creativity and personalization at scale, marketing and technology partners must use responsibly designed solutions to ensure they are amplifying real human ingenuity

and relevance, not inherent biases or impersonal content. This human-centric approach is the only way to guarantee that the speed and efficiency gains from AI actually build brand trust and ROI, rather than rapidly erode them.



Percent of creatives who believe that...



How technology drives creative success, scale, and precision

AI is not just a tool for efficiency, it's a collaborator that can empower bolder, more emotionally resonant creative choices.

Personalization at scale

AI tools analyze audience data to deliver hyper-relevant content tailored to individual preferences, helping campaigns to scale while making sure every single person feels seen and is more likely to convert.

Predictive campaign development

By synthesizing large cultural and consumer data sets, AI helps marketers anticipate trends and craft relatable campaigns.

Real-time insight gathering

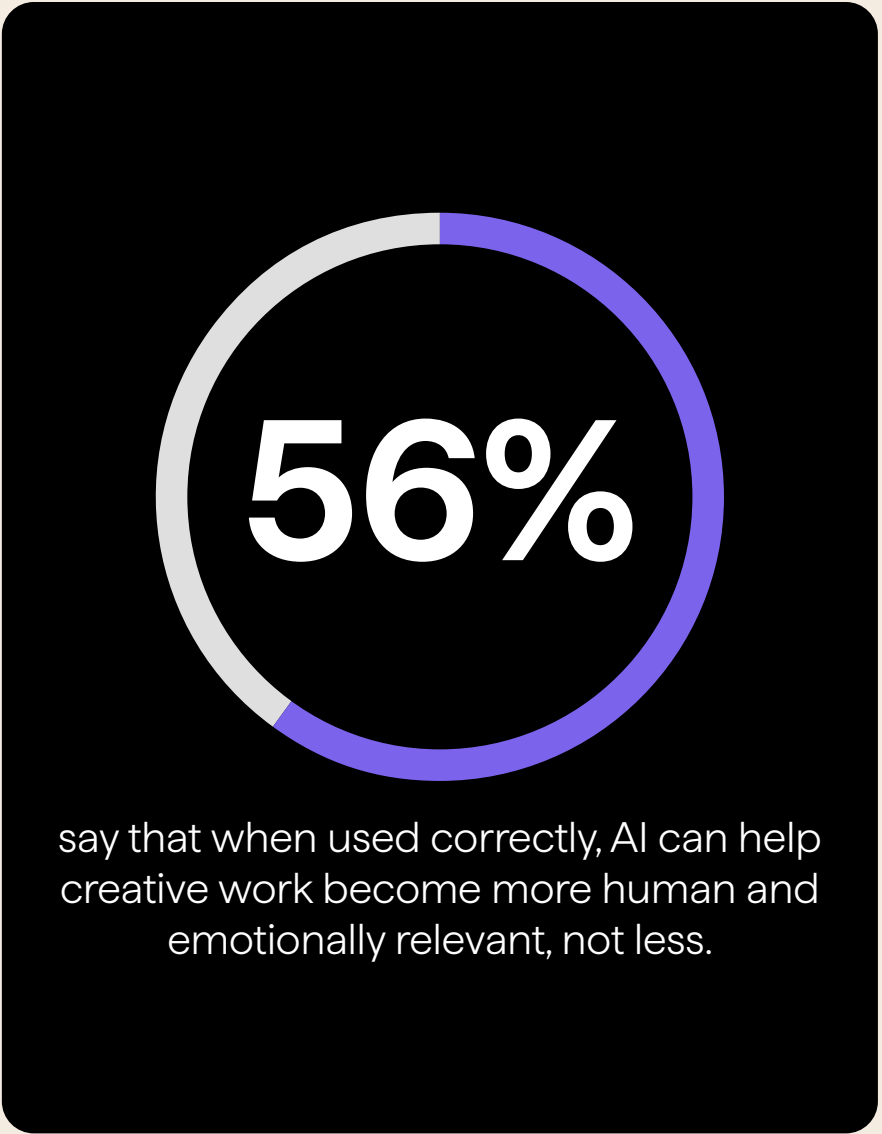
AI agents can chat directly with consumers, pulling insights directly from conversations to inform creative strategies.

Accelerated ideation and problem-solving

57% of creatives believe AI accelerates ideation and problem-solving, significantly reducing time-to-market for high-impact creative.

Ignited creativity and ideation

59% of creatives say that AI's greatest value is not just in making work faster but making them bolder in creative choices.



AI + data signals = creative superpowers

AI and data signals empower brands to adapt quickly and deliver precision-targeted creative at scale. However, the true power of this capability hinges on trust and a clear value exchange.

Brands can use AI to analyze cultural trends and optimize creative assets, but success demands delivering undeniable customer value. Spotify’s annual “Wrapped” campaign is a prime example.

Spotify’s AI sifts through billions of data signals from individual user listening habits—analyzing personal trends in top songs, genres, and listening moods. It then transforms the data into a hyper-personalized, visually compelling, and shareable story for each of its hundreds of millions of users.

This turns personal data into a global cultural moment, generating massive earned media and reinforcing brand loyalty at an immense scale. It is the ultimate demonstration of AI and data signals delivering precision-targeted creative that capitalizes on the culture of the individual, proving that data-driven personalization is an increasingly powerful tool for modern marketing.



Emerging creative catalysts are reshaping the game

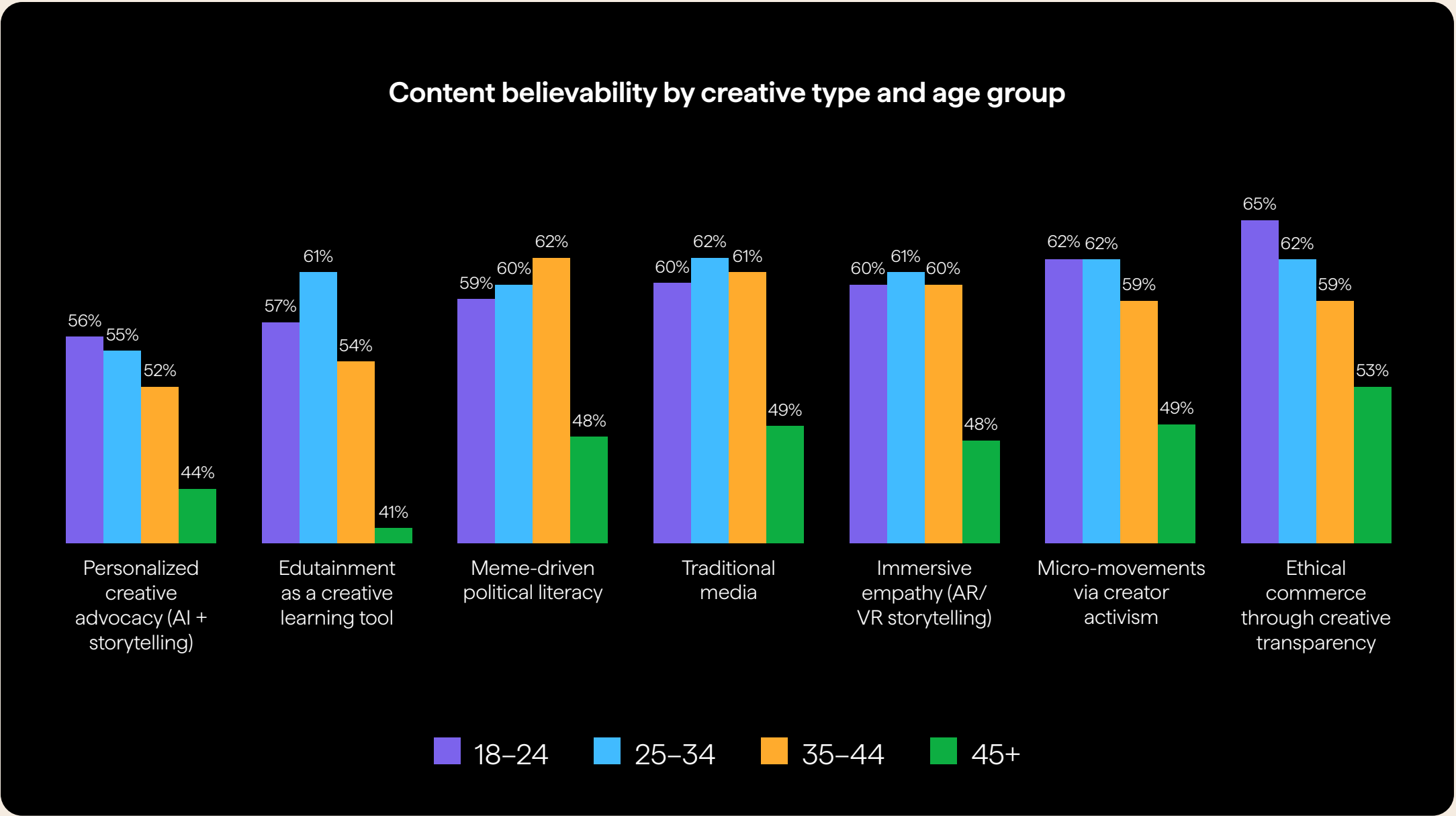
The rise of generative AI, immersive formats like AR/VR, and ethical commerce are redefining how brands connect with audiences.

Growing adoption of AR/VR is particularly evident in retail, real estate, and experiential marketing. It's opening up new avenues for high-impact creative and deeper consumer engagement. In fact, according to Shopify, products that feature 3D and AR content have shown a 94% higher conversion rate than products without them.

As demonstrated by the GIPHY/Activision example, formats like memes and edutainment bypass traditional gatekeepers to foster deep personal connections, leading to higher shareability and recall.

Micro-movements via creator activism are driving influence by engaging niche communities with authentic messaging.

Gen Z prefers authentic, short-form content, while older generations trust traditional media for serious topics, meaning brands should tailor their creative strategies for each generation to get the most impact.



Creativity fuels growth in a rapidly changing world

The 2025 Creative Impact Report shows that when you combine creativity with cultural intelligence and AI innovation, you get the ultimate engine for trust, engagement, brand loyalty, and business growth.

What leaders need to know



Prioritize emotionally resonant content to foster loyalty and drive measurable ROI. Not all emotions work for everyone, but right now, positive emotions like pride and belonging are the most believable, while joy and success strike a reliable balance between believability and virality.



Focus on fewer, high-impact messages that cut through the noise and resonate deeply with audiences.



Embrace AI and metadata as tools to personalize content at scale and adapt to cultural shifts in real time.

Brands that succeed will create with purpose, courage, and empathy—making creativity their most valuable asset.



Curious how these insights could apply to your brand? We help teams every day to turn these trends into strategies that fuel great work. If you're exploring how to take the next step, we're here to connect.

Sources

Page	Insight	Data source, methodology and audience
4	“Almost 20%” drop in impact compared to 20 months ago (cumulative decline).	Econometrics model. Methodology: Machine learning regression model drawing from three years of historical campaign data across 27 leading brands, utilizing data from Morning Consult and AdClarity. Correlates creative variables with consumer behavior to isolate impact on purchase intent.
5	33% increase in global marketing spend (since 2023). 17% lift in consumer purchase intent (since 2023). –12% net Impact Score decline (gap between 33% spend vs. 17% intent lift).	Econometrics model. Methodology: Machine learning regression model drawing from three years of historical campaign data across 27 leading brands, utilizing data from Morning Consult and AdClarity. Correlates creative variables with consumer behavior to isolate impact on purchase intent.
5	Creativity that is culturally salient isn’t just impactful—it’s profitable. Our data shows it drives a 17 to 25 percentage point lift across key business metrics.	Source: The “earned effect”: How culturally salient brands drive effectiveness. Study by TWSC and the IPA reported in WARC, October 2023. Culturally salient campaigns are defined as an integrated channel campaign that deeply resonates with the values, beliefs, traditions, and lived experiences of a specific cultural group or community.
9	2025 Impact Score by industry.	Econometrics model. Methodology: Machine learning regression model drawing from three years of historical campaign data across 27 leading brands, utilizing data from Morning Consult and AdClarity. Correlates creative variables with consumer behavior to isolate impact on purchase intent.
14	Barbie case study.	Donnelly, M. (2023, July 18). <i>Inside ‘Barbie’s’ Pink-Powered Marketing Machine: How Mattel Tooled Up for the Blockbuster of the Summer</i> . Variety. Pollard, A. (2023, July 6). <i>Vietnam bans ‘Barbie’ movie over South China Sea map</i> . Reuters.

Page	Insight	Data source, methodology and audience
14	The ‘He Gets Us’ Super Bowl campaign.	Chappell, B. (2024, February 12). <i>‘He Gets Us’ Super Bowl ads spark debate by showing Jesus washing feet</i> . NPR. Crary, D. (2023, February 13). <i>Who is behind the ‘He Gets Us’ ads for Jesus?</i> The Associated Press.
15	66% of businesses have faced boycotts due to social movements. 49% of brands cannot identify the deeper cultural issues causing the backlash they face.	Decipher ‘potential for impact’ tool. Methodology: Survey. Audience: Business decision leaders and corporate leaders.
17	50% of business leaders say “our brand has insulated itself from major social media boycotts by adapting messaging to cultural shifts.” 53% of business leaders say “our creative processes proactively anticipate and align with evolving cultural values.” 59% of business leaders believe fixing internal cultural disconnects through smart creative “pays off” (yields high ROI).	Decipher ‘potential for impact’ tool. Methodology: Survey. Audience: Business decision leaders and corporate leaders.
18	Branded GIFs outperform benchmarks by up to 4.8x (480% higher engagement).	GIPHY Effectiveness Study. Methodology: Engagement rate benchmarks and case study analysis.
20	“Passionate, authentic storytelling” boosts trust and engagement by 10 points (i.e. ~10% more people connect with the content). Ads using emotive content (58%) are more likely to drive engagement/trust than those using factual content (48%).	Decipher ‘potential for impact’ tool. Methodology: Survey asking about advertising types. Audience: Adult population.
22	All metrics related to virality and believability by emotion type (in text and graph).	Decipher ‘potential for impact’ tool. Methodology: Survey. Audience: US Adults.

Page	Insight	Data source, methodology and audience
24	10–11% lift in both believability and virality for campaigns using nostalgic storytelling vs. fear-based messaging.	Decipher ‘potential for impact’ tool. Methodology: Survey. Audience: Adult population.
25	Percent of adults who share content by format type.	Decipher ‘potential for impact’ tool. Methodology: Survey. Audience: Adult population.
27	8% decline in Impact Score, year-to-date 2025 (as of August). 64% of U.S. adult consumers feel overwhelmed (“inundated”) by content in their daily lives.	Econometrics model (for Impact Score). Methodology: Machine learning regression model drawing from three years of historical campaign data across 27 leading brands, utilizing data from Morning Consult and AdClarity. Correlates creative variables with consumer behavior to isolate impact on purchase intent. Decipher ‘potential for impact’ tool. Methodology: Survey asking about feeling overwhelmed by advertising content. Audience: Adult population.
28	Creative quality is a top driver of ROAS.	Analytic Partners ROI Genome, 2024. Methodology: Econometric analysis of marketing effectiveness.
28	65% of business leaders believe “the right content can fuel business growth” by improving creative resonance and engagement.	Decipher ‘potential for impact’ tool. Methodology: Survey. Audience: Business leaders.

Page	Insight	Data source, methodology and audience
28	Nike’s bold Kaepernick campaign drove a 31% sales increase for the brand.	Edison Trends. (2018). <i>Nike ‘Dream Crazy’ Campaign Sales Impact</i> . Third-party e-commerce analysis; Nike saw a 31% jump in online sales in the days following the Kaepernick ad launch.
28	Dove’s “Real Beauty” campaign grew sales from \$2.5 billion to \$4 billion in its first decade.	Unilever PLC. (2014). <i>Dove ‘Real Beauty’ Campaign Case Study</i> . Internal brand report; Dove’s annual sales increased from \$2.5 billion pre-campaign to \$4 billion ~10 years post-launch, 2004–2014.
29	Likelihood to remember by number of messages.	Decipher ‘potential for impact’ tool. Methodology: Survey. Audience: US Adults
30	Liquid Death built a nine-figure brand with one unforgettable message: “Murder Your Thirst.”	Stern, D. (2022, October 4). Liquid Death Hits \$700 Million Valuation After New Funding. <i>The Wall Street Journal</i> .
30	Apple’s “Shot on iPhone” is a masterclass in adapting a single message.	Morgan, B. (2019, February 27). <i>Apple’s ‘Shot On iPhone’ Campaign Is A Master Class In User-Generated Content</i> . Forbes.
33	Percent of creatives who believe the following statements about the role of AI in their job.	Decipher ‘potential for impact’ tool. Methodology: Survey. Audience: Creatives.
34	Percent of creatives who believe the following statements about the role of AI in their job.	Decipher ‘potential for impact’ tool. Methodology: Survey. Audience: Creatives.
35	Spotify’s AI sifts through billions of data signals from individual user listening habits.	Simon, M. (2023, February 1). <i>How Spotify Knows What You Want to Hear</i> . Wired.

Page	Insight	Data source, methodology and audience
36	Products featuring 3D/AR content have a 94% higher conversion rate than products without 3D/AR (e-commerce).	Shopify. (n.d.). <i>3D models for products</i> . Shopify Help Center.
36	Content believability by creative type and age group.	Decipher ‘potential for impact’ tool. Methodology: Survey. Audience: US Adults, likely to boycott, broken down by age group.