

Break Through the (Creative) Noise

*Voya's New Approach to
Sharpen Marketing Creative*



Meet the Team



Jason Boyd

NA Consumer Behavior & Insights
Cluster Lead • SA&I
Jason.Boyd@niselseniq.com
NielsenIQ



Kerry Sette

VP, Head of Consumer Insights & Research
Kerry.Sette@voya.com
Voya Financial

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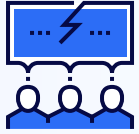
The best ideas come from research conferences!



A senior marketing executive at Voya approached the Consumer Insights & Research team to discuss engagement in our category – a low involvement category overall

**The question:
What can we learn from principles in advertising on breakthrough/engagement that can be applied to retirement and employee benefits?**

The (Research) Ask



Which types of messaging/creative elements
break through and drive outcomes?



Can we identify
best practices?



What is **best combination**
of messaging/creative elements?



Can we **further validate**
the findings?





Which journey(s) to focus on

Chose two journeys that have the biggest impact from a profitability / revenue generation standpoint

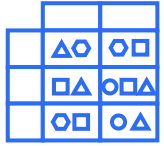
STUDY CONSIDERATIONS



Future roadmap

For a/b testing based on research results; allowed for efficient and effective in-market testing; behavioral finance concerns mitigated

Research plan



Evaluate creative variables in combination and in isolation to understand how each drive engagement



Test only the best comms in-market and prove out results in driving action



Conjoint was the ultimate choice



The next big challenge

Aligning on variables to test AND determining practicality of including certain variables in the testing

We had BIG ideas, but feasibility was an issue

With the help of NielsenIQ, we were able to narrow the variables down

A heavy task for marketing to create for us



Conjoint Exercise

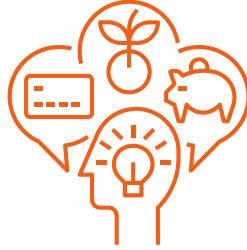


15-minute Online Survey with conjoint exercise

- Each respondent randomly assigned to a survey path
- Then exposed to different combinations of marketing variables over 12 screens
- Finally, they evaluated each static concept in terms of engagement / motivational impact

Please review the stimuli below and answer the questions that follow.

3 tips to help your financial future



Take one small step toward your future by opening a retirement account and increasing your savings.

How likely would you be to read / engage with this communication?

Very likely Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely


How likely would you be to increase contributions to your retirement plan in the next 6 months?

Very likely Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely

Rotating elements included variations of imagery, headers, themes, and calls to action

Please review the stimuli below and answer the questions that follow.

60% of Americans...



Are you on track for the retirement you dream of?
Take two minutes to kick-up your savings and take charge of your future.

How likely would you be to read / engage with this communication?

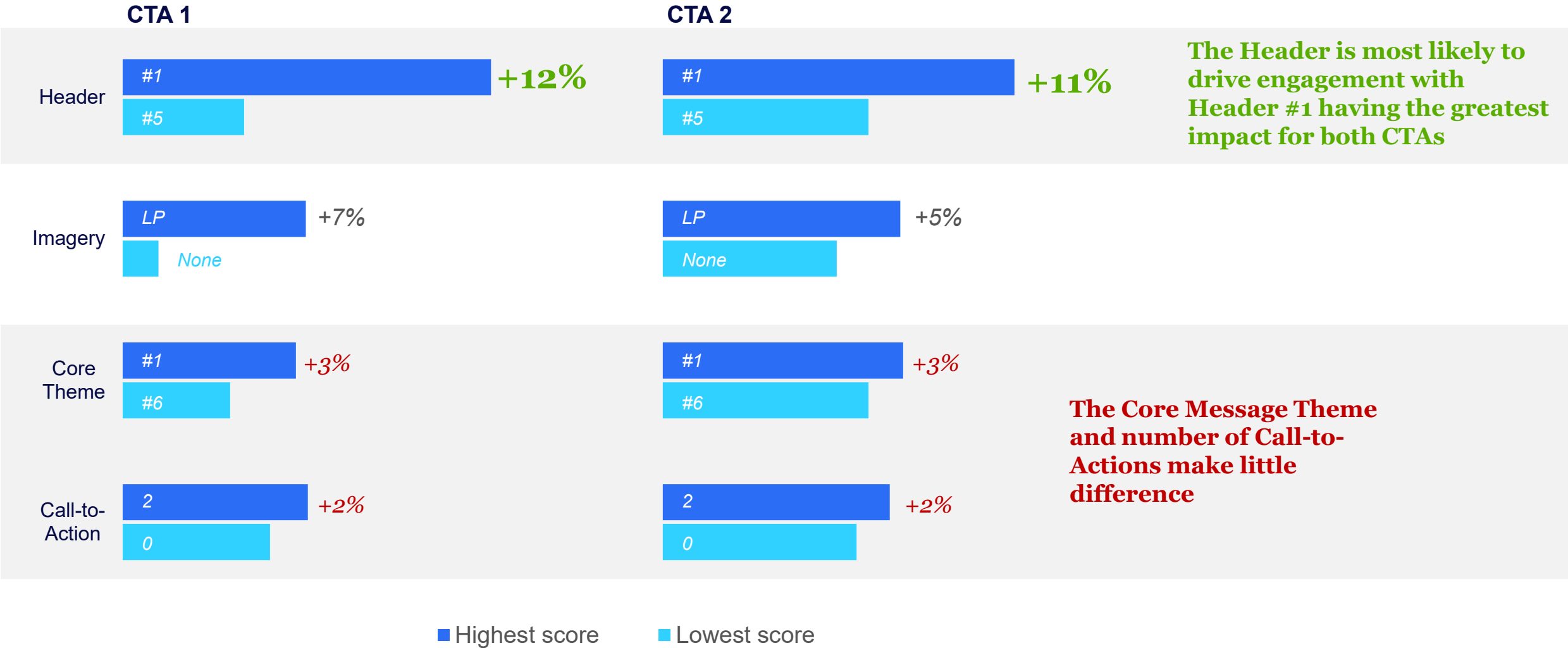
Very likely Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely

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Very likely Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely

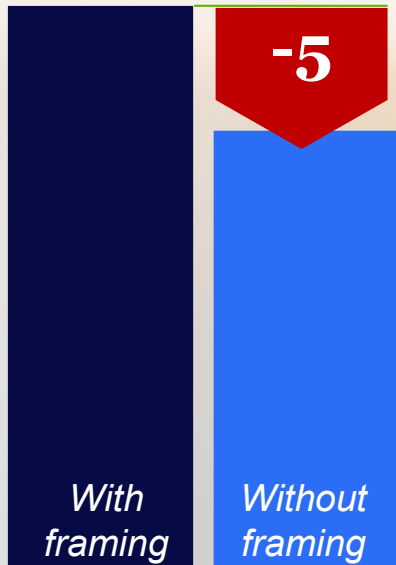
Journey A: Likelihood of Taking Action

% Selected Very/Somewhat Likely

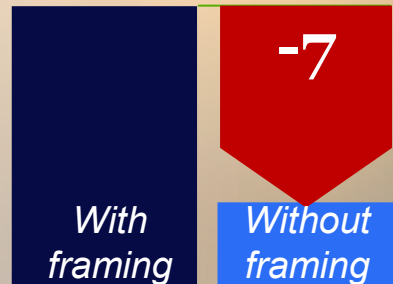


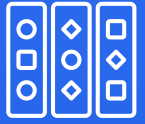
Without a specific type of framing that might be sensitive, the likelihood to take action declines

Impact on CTA #1



Impact on CTA #2





**Flexibility to cut
data for pre-testing**



**Save time
and money**





Implementing best practices in marketing communications



Building out a large-scale behavioral finance study



Designing A/B testing based on research results



Putting insights into action across marketing

So, what now?

2025
2026
2027
2028
2029
2030
2031
2032
2033
2034
2035

Thank you for attending...

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