

KANTAR

THE 50-50 SPLIT: **Content and Context Intelligence** for Advertising **Success**

AUTHORS:

Jenny Sapina
Lara Elio
Gerard Salonga
Ver Barrios
Alicia Amistad
Jos Tucay

We are living in a moment where creative development has never been faster. With AI, ideas are now more abundant, quicker, and easier to generate than ever before.

But this has fundamentally changed the challenge. **It is no longer about whether we can produce ideas, but about which ideas will truly work - in the real world, with real people, in real contexts.** Because not all ideas that look impressive will deliver impact. This is where judgment has become more important than generation.

At Kantar, we describe this judgment as the **Sixth Sense of Advertising Intelligence—the ability to go beyond what can be created, and identify what will resonate, connect, and ultimately drive growth.**

This forms the foundation of this year's thoughtpiece.

Today, effectiveness is shaped by two equally critical forces: **Content Intelligence**, which helps us understand which ideas are meaningful, different, and worth amplifying; and **Context Intelligence**, which ensures those ideas are delivered in the right way, at the right time, and in the right environment to create real impact.

Together, they form the 50–50 split of advertising success.



KANTAR

This year's top-performing work at the Kantar Advertising Effectiveness Awards Philippines 2026, determined based on Link+ and Link AI performance and business case studies brought the Sixth Sense of Advertising Intelligence to life. These are campaigns that don't just capture attention, but demonstrate strong creative judgment, balancing what is possible with what truly works. They show us what it means to apply the Sixth Sense in practice—where ideas are not only creative, but effective.



Gaia
[WATCH](#)



Oliver C-15s
[WATCH](#)



PUSH
[WATCH](#)



Energy to Build Champions 30s
[WATCH](#)



Wasto 15s
[WATCH](#)



Oliver Chicken
[WATCH](#)



Never Ending Date
[WATCH](#)



1 Billion 15s
[WATCH](#)



Superior
[WATCH](#)



Oliver H-30s
[WATCH](#)



Puppy 30s
[WATCH](#)



Creampressive 60s
[WATCH](#)



Timothy 15s
[WATCH](#)



Asim Kilig 30s
[WATCH](#)



Change
[WATCH](#)



Revolution
[WATCH](#)



I Will Survive
[WATCH](#)



Doo Bi Doo 30s
[WATCH](#)



New Baby
[WATCH](#)



Rollercoaster
[WATCH](#)



Bibo 15s
[WATCH](#)



Army 15s
[WATCH](#)



Back to School 30s
[WATCH](#)

KANTAR

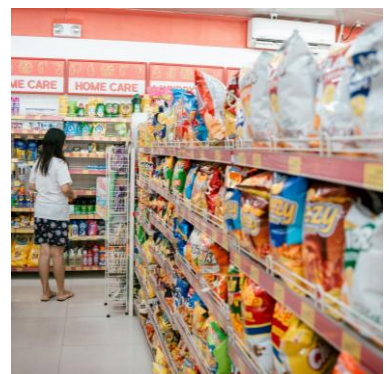
The first 50%:

Content Intelligence is about knowing which ideas are meaningful, different, salient – acceptable, and worth amplifying; not just which ones are possible to generate

Does this idea make sense to people?

Does it feel right?

Does it build the brand, or distract from it?



Creative effectiveness has evolved into three new intelligences:

ATTENTION INTELLIGENCE

Knowing how attention is earned

CULTURE INTELLIGENCE

Knowing the emotional rhythm of everyday Filipino life

HUMAN INTELLIGENCE

How people really respond to AI-generated advertising

1. Attention is captured when strong branding meets engagement that feels native

Across the shortlisted work, attention is earned **strongly branded content** is combined with **sustained engagement** in ways that **feel native to today's content culture**. This happens when the brand is no longer a layer added at the end, but the structural glue that holds the story together.

And this plays out through creative devices that make entry effortless: pop culture acting as a shared shortcut, tapping familiar fandoms or moments so viewers instantly "get it," and music — particularly karaoke-style, communal music — inviting participation rather than demanding focus. Together, these cues turn recognition into the hook, and participation into sustained attention.

ATTENTION INTELLIGENCE – BRAND AS THE GLUE



Tender Juicy Cheesedog
"Rebolusyon" 30s

Creative device becomes a recognizable cue that repeatedly centers the story around the brand



Bonakid Pre-School 3+
"Wasto" 15s

Embedding the brand promise across key moments; seamlessly linking the narrative to functional benefits



Nido 3+
"1 Billion" 15s

Long-built credibility enables stretch in claims



Delight
"Superior" 15s

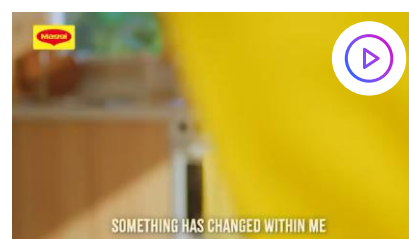
Clear articulation of what makes the brand superior

ATTENTION INTELLIGENCE – POP CULTURE SHORTCUTS



Surf FabCon
"Rollercoaster" 15s

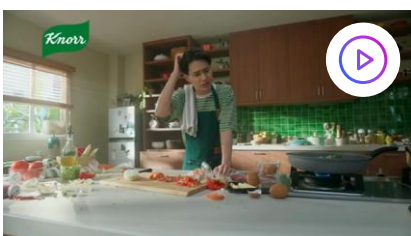
Borrow fame to transfer identity



Maggi Magic Sarap
"Change" 45s

Borrow fame to transfer storytelling

ATTENTION INTELLIGENCE – MUSIC YOU ALREADY KNOW



Knorr
"Doo Bi Doo" 30s

Music to invite participation from the viewer

SUMMARY

Earn attention by embedding the brand into familiar, participatory content that people instantly recognize and choose to engage with

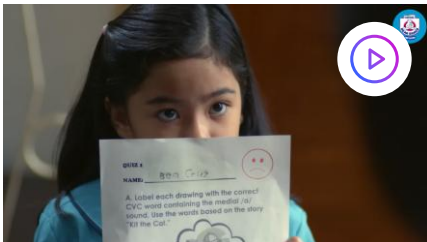
2. Culture drives effectiveness when brands reflect truths that feel real in people's lives

The most impactful ads don't just stand out; they resonate by making people feel seen, understood, and connected.

This comes to life through cultural truths like aruga, gilas, and kilig: care expressed in small, consistent acts; progress driven by effort, confidence, and pride; and connection built through quiet, intimate moments.

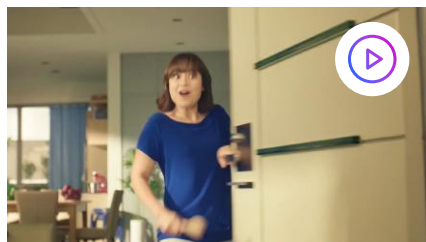
When brands reflect these truths as they are genuinely lived, they move beyond functional benefits to become partners in people's lives—earning deeper connection that drives stronger engagement, memorability, and persuasion.

CULTURE INTELLIGENCE – ARUGA



Bear Brand Fortified "Push"

Aruga as progress – building capability over time through consistency and encouragement



Lady's Choice "Oliver"

Aruga as intuitive – understanding and responding to needs in the moment



Alaska Fortified Milk "Gaia"

Aruga as presence – ensuring protection and readiness in everyday moments

CULTURE INTELLIGENCE – GILAS



Milo "Back to School" 30s

Gilas as endurance and persistence over time



Lactum "Bibo" 15s

Gilas as confidence in everyday situations



Nestlé All Purpose Cream "Creampressive" 60s

Gilas as pride for others

CULTURE INTELLIGENCE – KILIG



Closeup "Never Ending Date" 15s

Kilig as anticipation – the slow build up of excitement as connection unfolds over time



Knorr Sinigang Mix "Asim Kilig" 30s

Kilig as validation – feeling seen, appreciated, and acknowledged in a moment

SUMMARY

Earn impact by reflecting cultural truths that people instantly recognize and feel in their own lives

3. Effectiveness isn't decided by AI, it's decided by people

Human Intelligence is about grounding AI creativity in **real human response**. Not what AI can produce—but how people **feel, react, and engage** with it.

It captures: Emotional reactions, both conscious and subconscious, Comfort vs discomfort; Enjoyment, meaning, and brand connection; **Because effectiveness isn't decided by algorithms—it's decided by humans.**

HUMAN INTELLIGENCE – EMOTIONAL REALITY

AI intensifies emotion—but doesn't always improve it. **AI fails when it feels unnatural.**

- AI-generated ads trigger:
- Stronger emotional activity
 - Greater expressiveness and surprise

- But this intensity often comes with **emotional friction**:
- More confusion, sadness, brow furrow

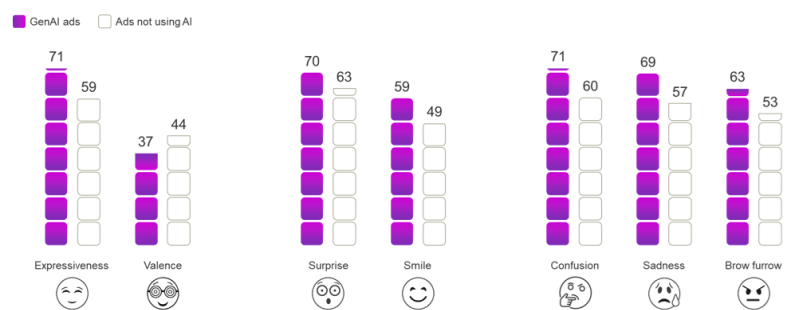


FIGURE 1: Legend: Average percentile | Kantar LINK Database

HUMAN INTELLIGENCE – EFFECTIVENESS REALITY

AI raises creative potential—but also creative risk.

- AI-generated ads can be:
- Among the best performers
 - Or among the weakest

They span the full effectiveness spectrum.

Where AI struggles most: branding
Ads with obvious AI usage show lower:

- Enjoyment
- Branding

Ads where AI is seamless—or invisible—perform better

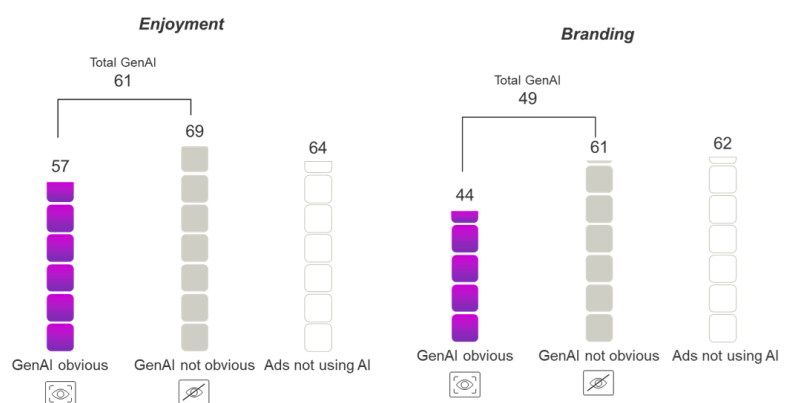


FIGURE 2: Legend: Average percentile | Kantar LINK Database

HUMAN INTELLIGENCE – EVALUATION REALITY

AI doesn't change what makes advertising work —it changes how carefully we need to evaluate it.

Early-stage AI is fragile
Unfinished AI-generated ads underperform vs non-AI equivalents

Early exposure amplifies artificiality and discomfort

Hyper-realism distorts feedback
Hyper-real AI visuals trigger subconscious resistance
Graphic-style visuals give fairer early-stage signals

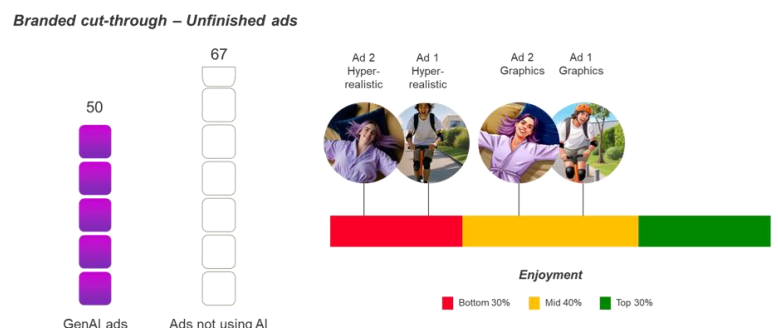


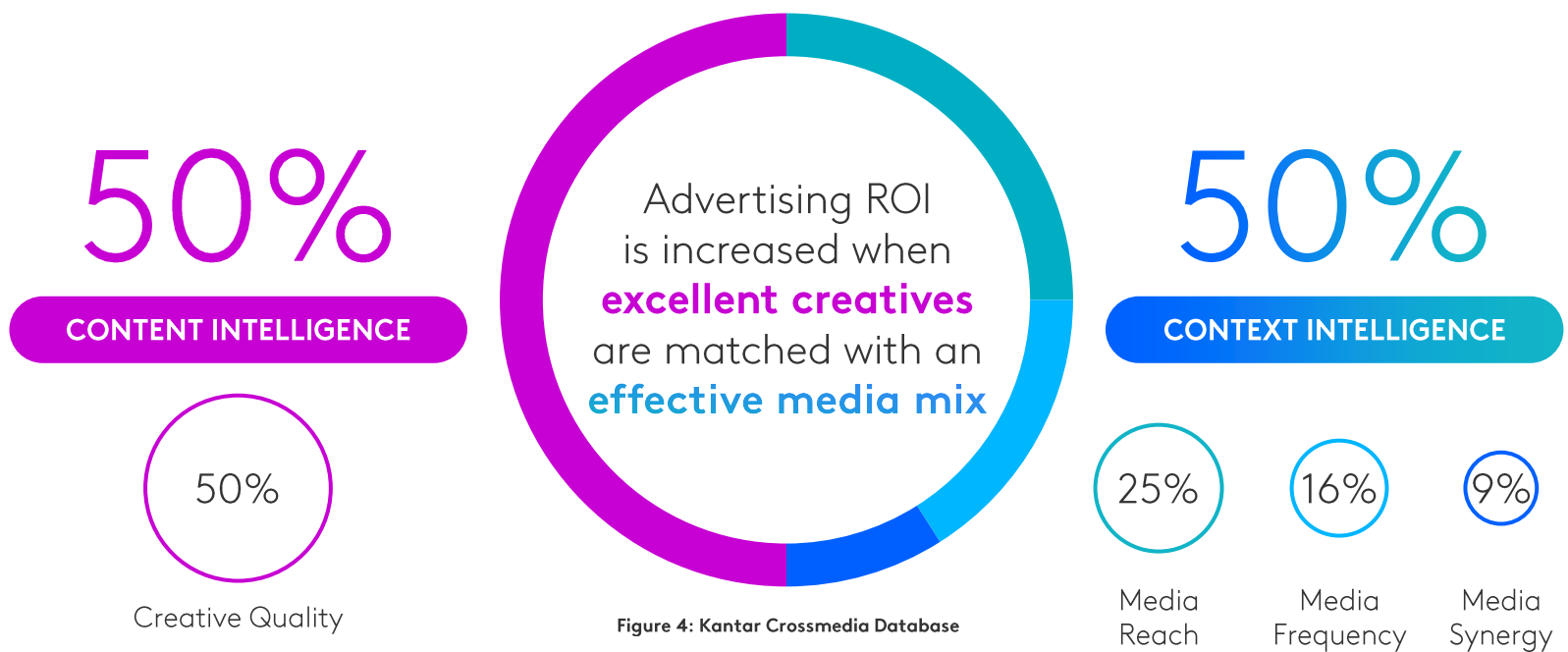
FIGURE 3: Legend: Source: Kantar LINK+ ad test results for Allegro

SUMMARY

Earn effectiveness by grounding creativity in real human responses that people genuinely feel, react to, and connect with

Context is what turns creative quality into real-world impact

Great ideas don't succeed on their own—they succeed in the context they live in. While half of effectiveness comes from the idea, the other half comes from media. How, where, and when that idea shows up matters, because even a strong creative needs the right environment to land.



Context Intelligence works across three critical layers

ECOSYSTEM INTELLIGENCE

How channels work together as a coordinated system to build Meaningful Difference over time

MOMENT INTELLIGENCE

How brands win high-intent moments of choice through mental availability and distinctive cues

BEHAVIOURAL INTELLIGENCE

How campaigns activate self-initiated action by turning brand meaning into real behavior

1. It's not showing up everywhere, but showing up better, when it matters most

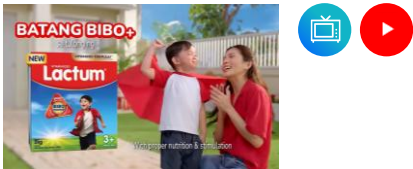
Ecosystem Intelligence is the ability to design media as a **connected brand system**, where each touchpoint plays a distinct role in **building Meaningful Difference over time**.

Rather than repeating the same message everywhere, brands with strong Ecosystem Intelligence ensure that **channels work together to clarify meaning, reinforce associations, and build trust progressively**—so the brand feels coherent, intentional, and easy to recognize.

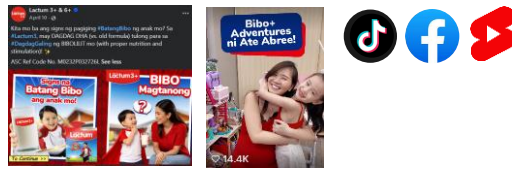
ECOSYSTEM INTELLIGENCE AT WORK: LACTUM 3+ #DagdagGaling #BatangBibo Campaign

Lactum didn't just show up across channels — it compounded brand meaning through a single, living ecosystem, **making "Batang Bibo" easier to recognize, believe in, and act on.**

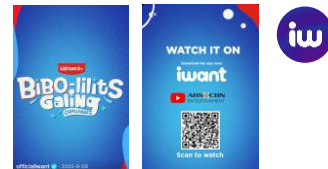
#1
Mass awareness and memorability



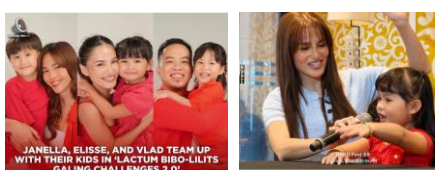
#2
Always on presence and reinforcement



#3
Depth and storytelling



#4
Credibility and trust



#5
Conversion and action



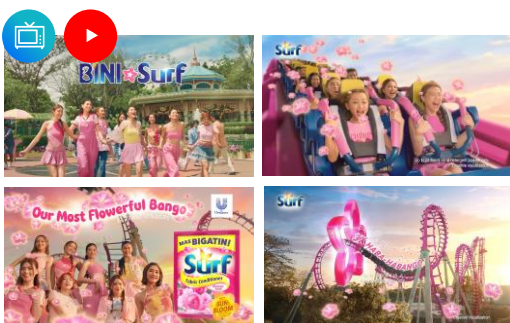
#6
Long term brand value



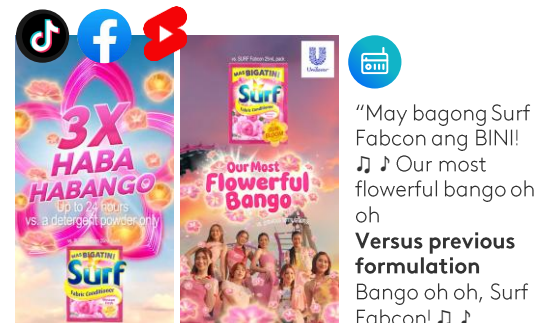
ECOSYSTEM INTELLIGENCE AT WORK: SURF FABCON Rollercoaster Campaign

By showing up across different platforms and moments, Surf FabCon reinforces the same idea: **making the brand consistently present in consumers' everyday lives.**

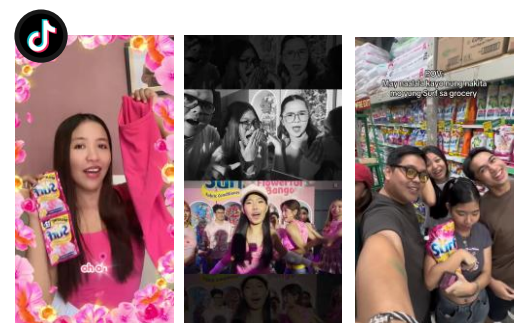
#1
Bringing the rollercoaster idea and song to mass audiences



#2
Making the idea visible everywhere, every day



#3
Fostering authenticity through real user stories



SUMMARY

Strong ecosystems don't just increase reach, **they strengthen brand memory structures.**

2. Winning the moment means becoming the instinctive choice

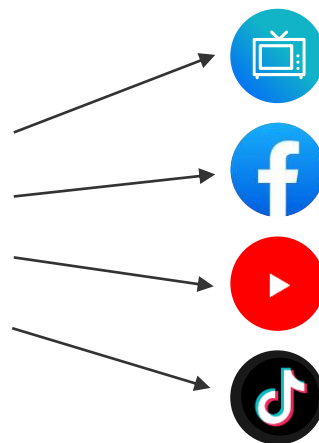
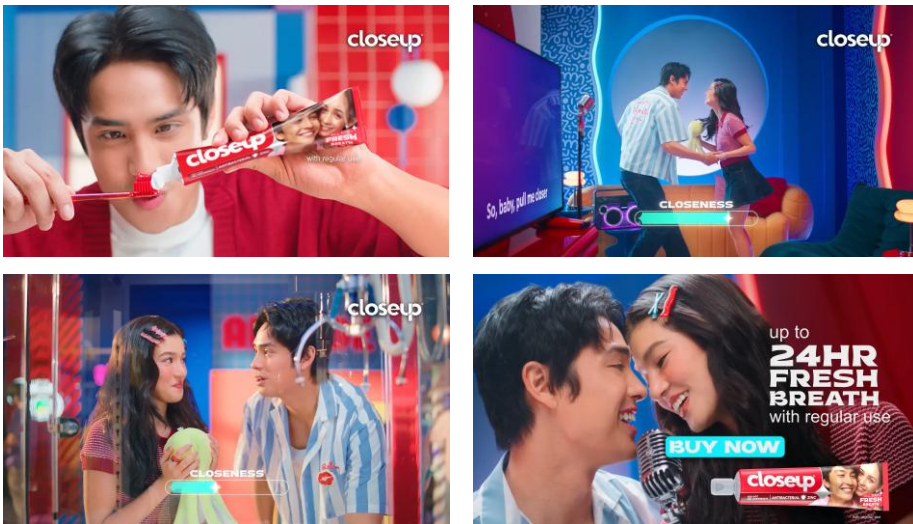
Moment Intelligence is the ability to win high-intent, time-compressed moments of choice, where mental availability matters more than explanation.

In these moments, brands do not need to say everything; they need to be instantly recognizable, emotionally compelling, and easy to choose for a specific context.

MOMENT INTELLIGENCE AT WORK: CLOSEUP

Never Ending Date Campaign

Closeup used a layered media system to build anticipation, reinforce confidence, and **stay top-of-mind to win the dating moment.**



#1 Establish fresh breath as critical for closeness at scale

#2 Target social-first, Gen Z environments

#3 Maintain consistent visibility in daily feeds, reinforcing the message across relevant environments

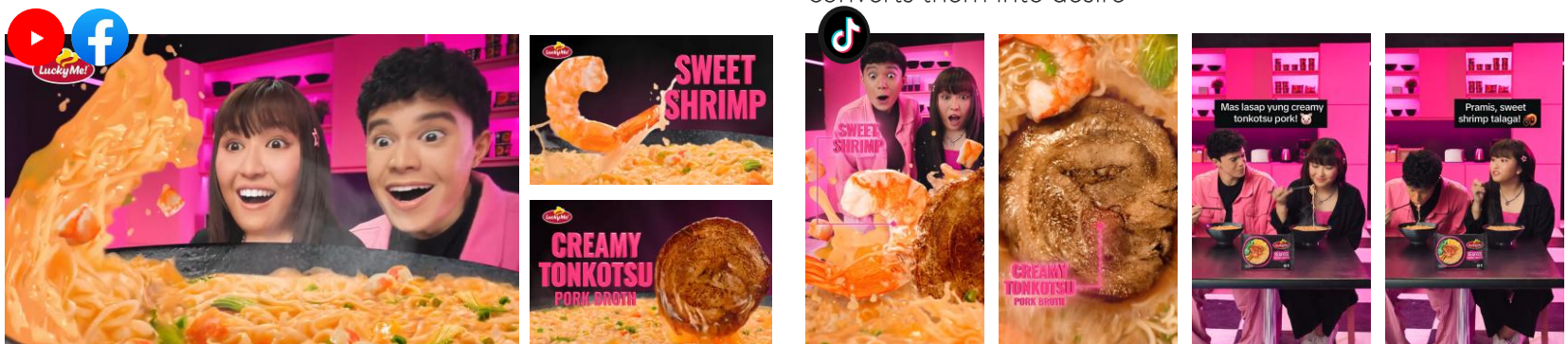
MOMENT INTELLIGENCE AT WORK: LUCKY ME!

Shrimp Tonkotsu Campaign

Lucky Me! didn't try to build a long journey — it maximized mental availability, **making the brand the easiest, most satisfying choice to win the moment of craving.**

#1 Seeding future craving recall at scale

#2 Intercepts low-attention craving windows, converts them into desire



SUMMARY

Brands don't win by saying more, **they win by showing up at the right moment.**

Behavioral Intelligence is the use of media to deliberately **activate self-initiated action**, not just awareness.

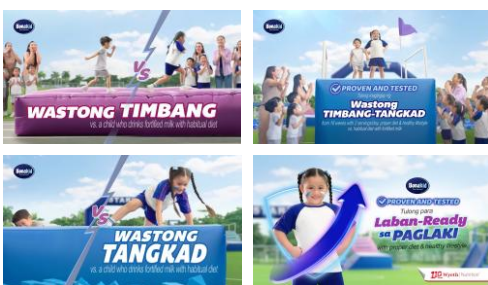
It leverages behavioral cues such as reflection, comparison, and concern to move people from brand understanding to **personal relevance**, and then supports that motivation with credible next steps. This is where brand meaning turns into **real-world impact**.

BEHAVIORAL INTELLIGENCE AT WORK: BONAKID 3+ Laban Ready sa Paglaki Campaign

Bonakid didn't just use advertising to communicate – it used media as a behavioral catalyst, **building trust first then empowering parents to act with confidence**.

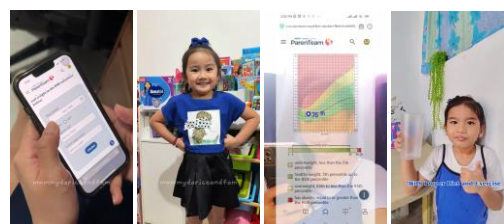
#1

Hero films built awareness of the importance of tracking height and weight for proper child development



#2

Content from other moms made the behavior feel easy and doable



#3

Tools on owned channels empowered parents to continuously monitor and act on their child's growth



SUMMARY

Brands don't just create meaning, **they convert this to real-world behavior.**

KANTAR

The future of advertising is not AI-first.
It is human-first, culture-shaped, and fit
for context.

In a world of fragmented channels and fleeting attention, the brands that win are those that bring creativity and media into perfect harmony: crafting ideas that travel, connect, and compound across every interaction.

The latest wave of advertising effectiveness shows that true impact lies in immersive storytelling, authentic human truths, and campaigns that work harder together than apart.

As Filipino audiences continue to seek relevance and meaning, the brands that rise will be those that turn culture into connection, strategy into storytelling, and show up in the moments that matter most.

Contributing Authors



JENNY SAPINA
Senior Research Manager
Deputy for Creative



VER BARRIOS
Head of Creative



LARA ELIO
Research Manager
Creative Council



ALICIA AMISTAD
Head of Media



GERARD SALONGA
Associate Research Manager
Creative Council



JOS TUCAY
Associate Research Manager
Deputy for Media

For additional information, contact us or your dedicated
Kantar account team.

Hannah Wagayen
(Janhannah.Wagayen@Kantar.com)

