

# Creative B2B ads yield 40% higher purchase consideration, says new LinkedIn/Magna study

Article

**The news:** Creativity is increasingly recognized as a critical factor in B2B advertising effectiveness, according to a [recent report](#) by LinkedIn and Magna.

- The findings, based on a controlled study that tested 67 LinkedIn ads and 1,700 business decision-makers (BDMs), revealed that while B2B ads have the power to significantly improve brand perception and drive purchase consideration, they often fall short in terms of creativity.
- Specifically, 64% of BDMs believe B2B ads lack humor, 60% feel they lack emotional appeal, and 59% say they do not see relatable characters in these ads.
- When B2B ads are perceived as creative, however, they yield substantial benefits: Ads deemed creative increased brand favorability by 9%, research intent by 8%, and purchase consideration by 12%.
- Ads seen as creative also resulted in a 40% higher likelihood of purchase consideration compared with noncreative ads.

**Why it matters:** Creativity in B2B advertising is not just a nice-to-have; it's essential for driving meaningful engagement and brand loyalty.

- This shift is crucial because business decision-makers are people first, and like all consumers, they respond to content that resonates emotionally and is memorable.

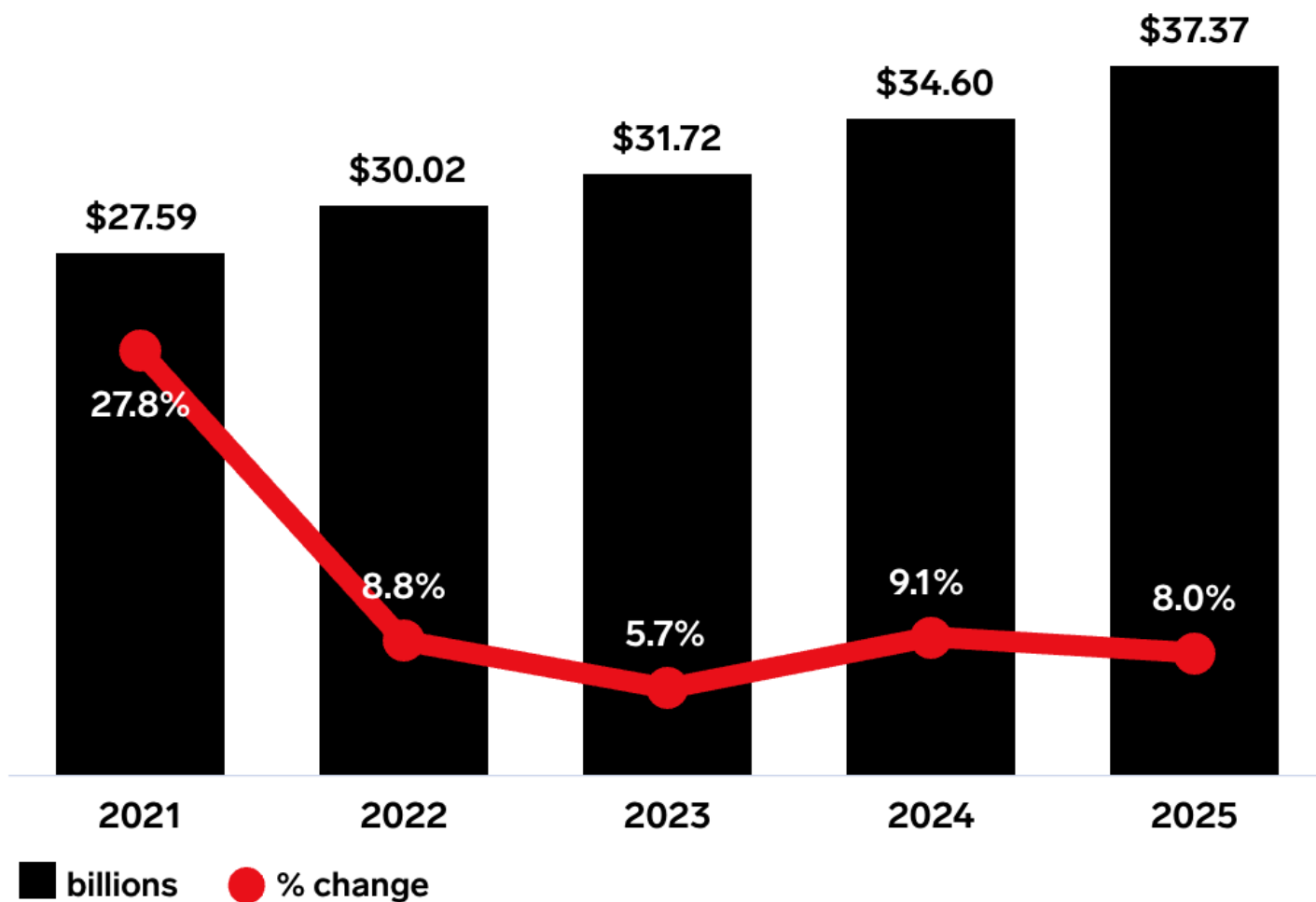
The data underscores that creative ads are more effective at holding attention and prompting action. For instance, ads with strong emotional appeal, humor, or a unique perspective saw significantly better engagement metrics, including increased view times and more likes. Moreover, creativity was shown to be twice as important as humor in making a brand feel connected to its audience, further proving that creativity can drive long-term brand success.

**Our take:** B2B brands have historically been conservative, often prioritizing clear, functional messaging over creativity. However, as this report demonstrates, creativity is not just for consumer brands—it's a powerful tool for B2B companies as well.

- For B2B advertisers, the takeaway is clear: Creativity should be at the forefront of campaign planning. It's not enough to simply communicate what your product does; you need to tell a story that resonates.
- Whether it's through humor, emotional appeal, or a unique perspective, creative ads are more likely to be remembered, shared, and ultimately, acted upon.

## B2B Ad Spending

US, 2021-2025



Note: includes digital (desktop/laptop, mobile and other internet-connected devices), directories, magazines, newspapers, out-of-home, radio and TV

Source: EMARKETER Forecast, July 2023