



**ATTENTION:
TOO IMPORTANT TO
IGNORE?**

AGENDA.

01.

WHAT IS ATTENTION?

02.

WHY DOES ATTENTION MATTTTER?


03.

WHAT ARE THE IMPLICATIONS FOR MEDIA?

04.

HOW DO WE USE ATTENTION TO PLAN FOR BETTER OUTCOMES?

WHAT IS ATTENTION?



“Attention is like water. It flows. It's liquid.
You create channels to divert it, and you
hope that it flows the right way.”

Illusionist Apollo Robbins



Media plays a crucial role in identifying the best way to divert attention towards a brand.





At its most basic, attention can be defined as concentrated awareness towards a reduced number of stimuli in our environment, while ignoring other stimuli for the purpose of mental evaluation.

Easy to say, hard to achieve.

Prof. Karen Nelson-Field
Amplified Intelligence





At its most basic, attention can be defined as concentrated awareness towards a reduced number of stimuli in our environment, while ignoring the rest for the purpose of performing a task.

In our context...

Being aware of our ad,
not all the other distractions around it,
even if only fleetingly.

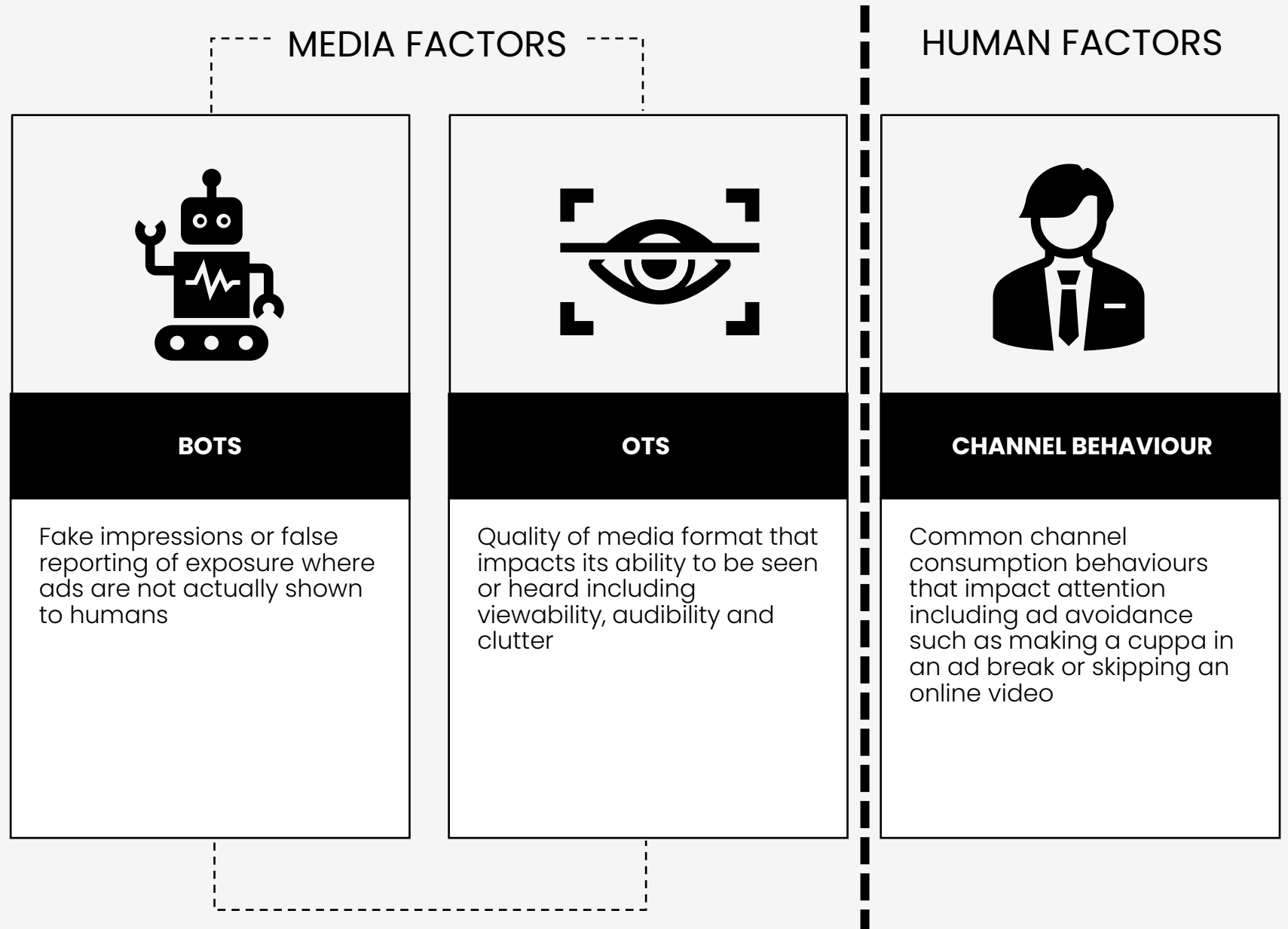
Prof. Karen Nelson-Field
Applied Intelligence



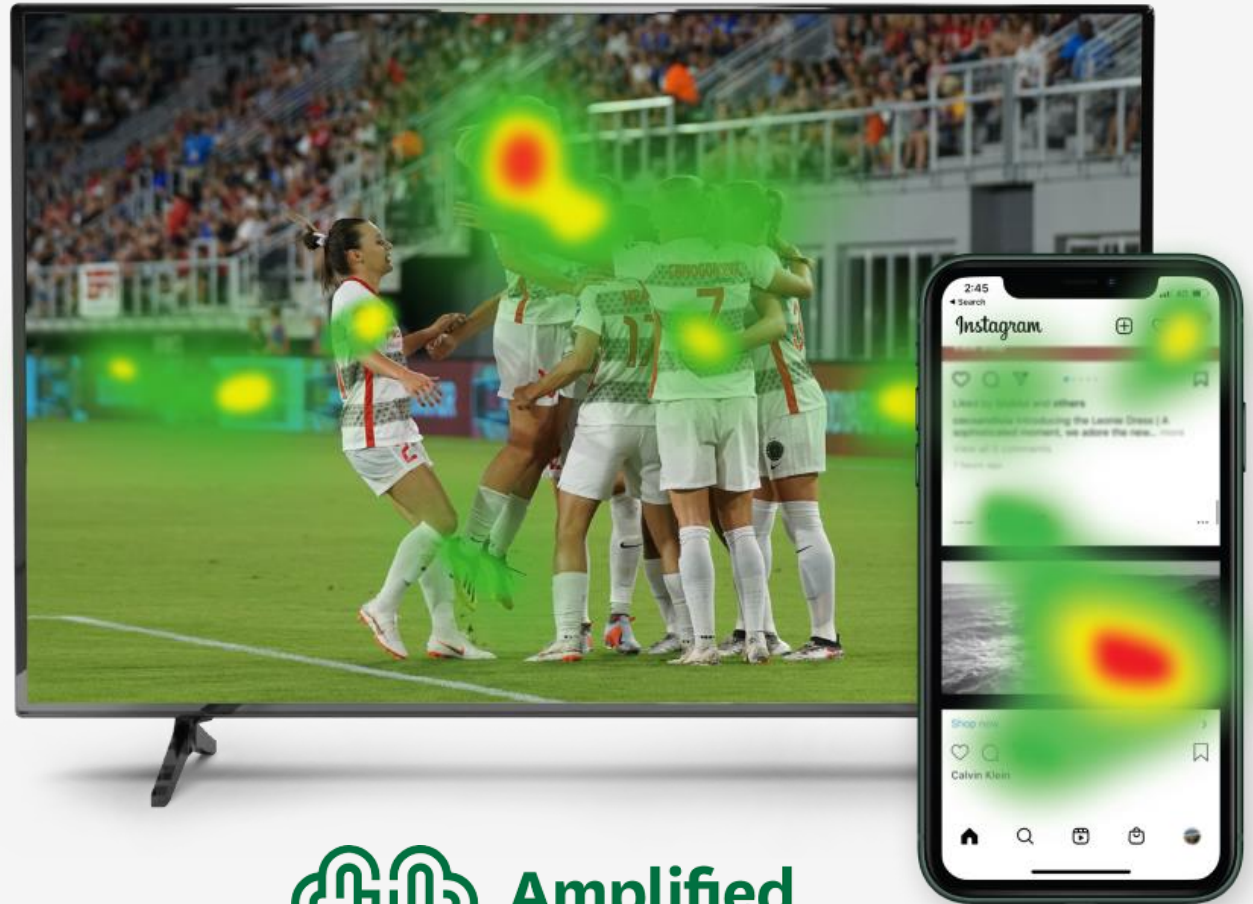
**Doesn't seem like too
much to ask does it...**



Many factors limit the attention we give to ads



New research has made it possible to understand and quantify how people **ACTUALLY PAY ATTENTION** to different types of media





THIS RESEARCH SHOWS THAT NOT ALL ATTENTION IS THE SAME...

There are three very different types of attention:



ACTIVE ATTENTION

Eyes are focused on the ad



PASSIVE ATTENTION

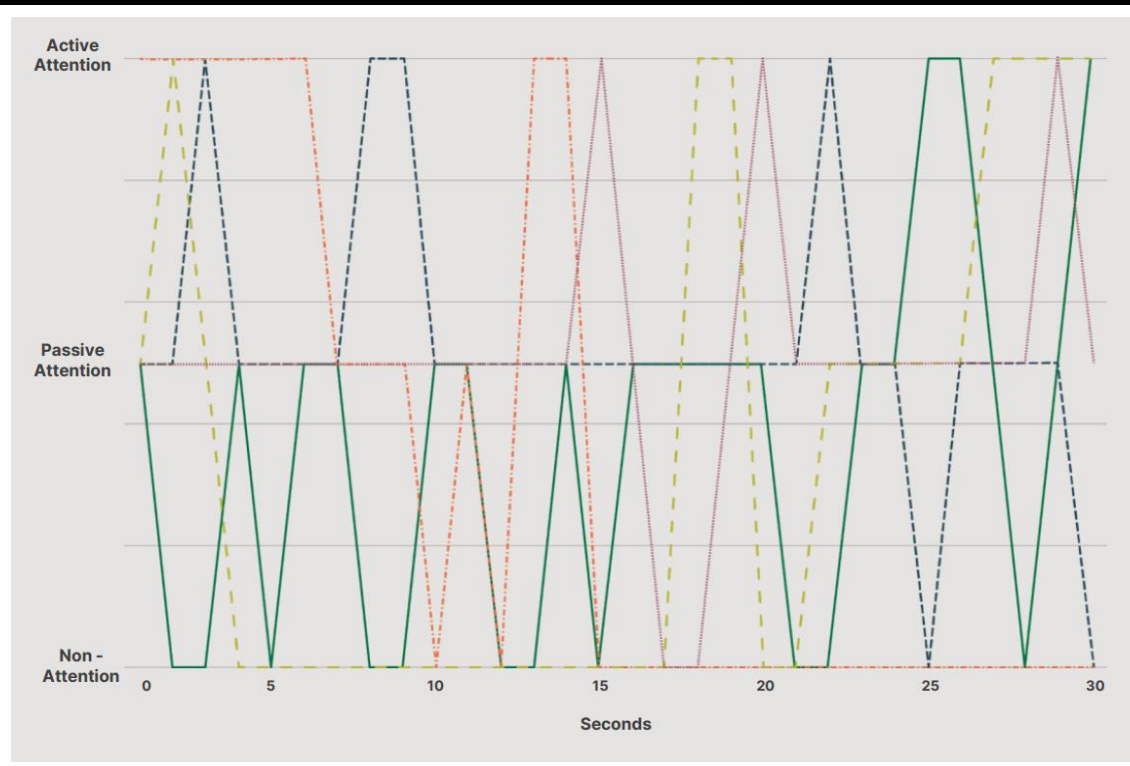
Eyes are near the ad but not on it



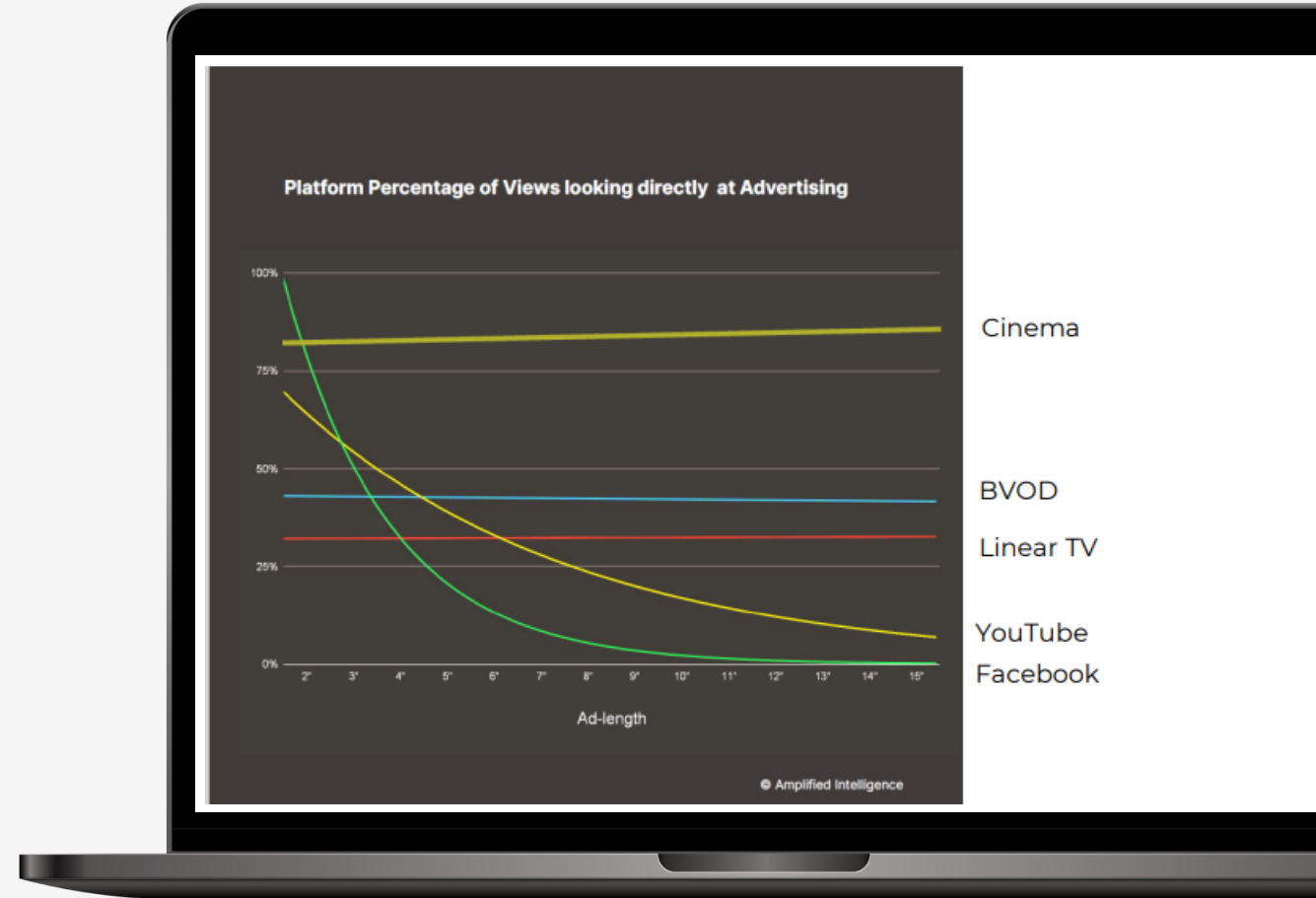
NON ATTENTION

Eyes looking completely away or not even in the room

ATTENTION IS FLUID,
and we constantly
switch between
attention types
whilst consuming
different media



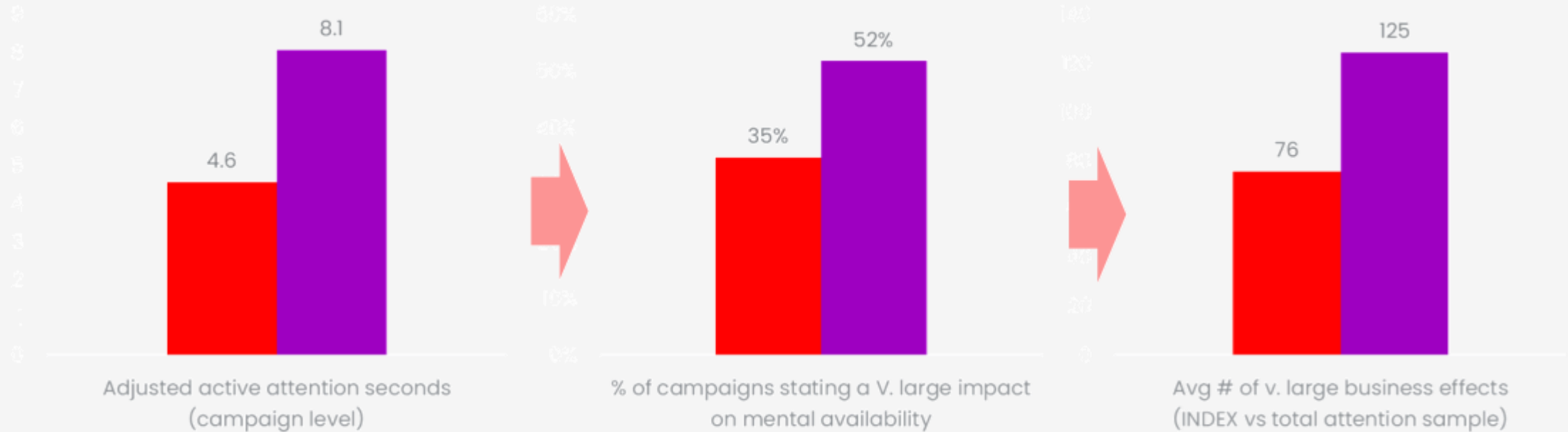
However, each format and channel has a unique and measurable **PATTERN OF ATTENTION**, that we can use to inform our planning





WHY DOES ATTENTION MATTER?

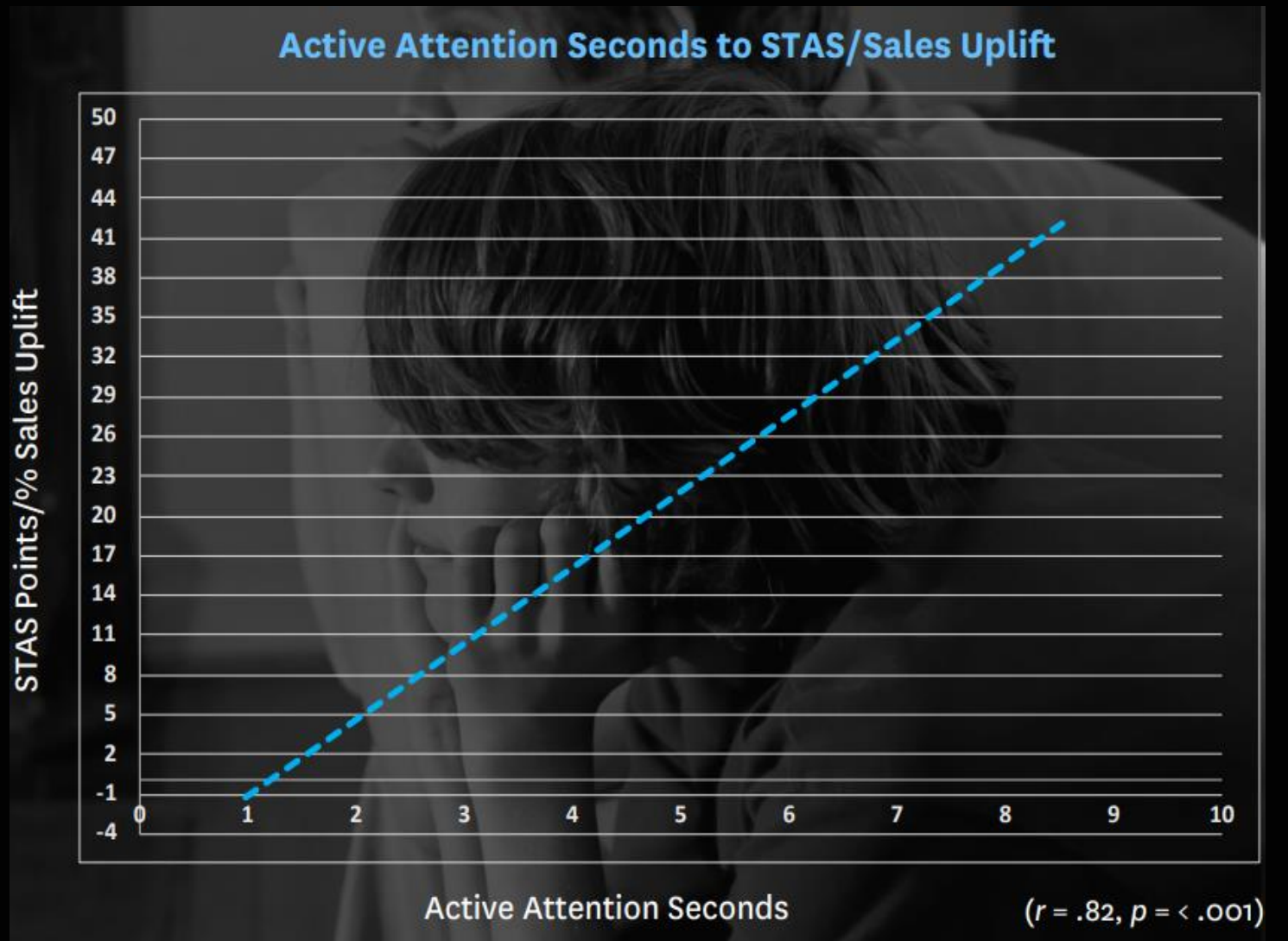
When we generate higher attention, it's proven to drive marketing **EFFECTIVENESS** and **BRAND GROWTH**



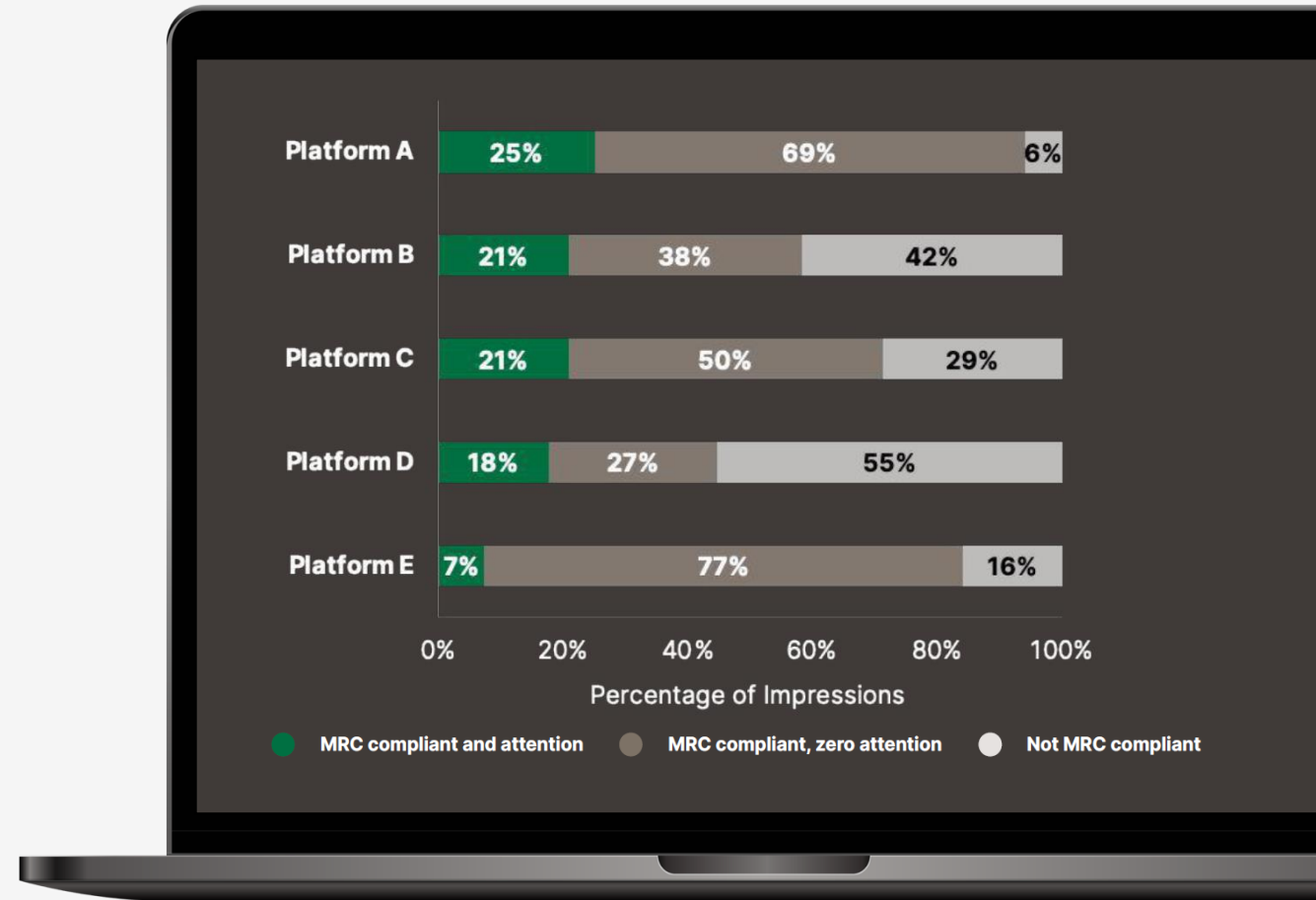
Campaigns with investment weighted towards....

- Lower attention platforms
- Higher attention platforms

As well as long-term growth, attention is also strongly linked to **SHORT-TERM SALES UPLIFT**



Conversely, lack of attention is **HIDDEN WASTAGE** within campaigns that hinders effectiveness



Ads with little or no attention don't just limit performance – the wasted impressions have a significant **ENVIRONMENTAL IMPACT**

Amplified Intelligence research shows that up to **75%** of online ads deliver little or no human attention

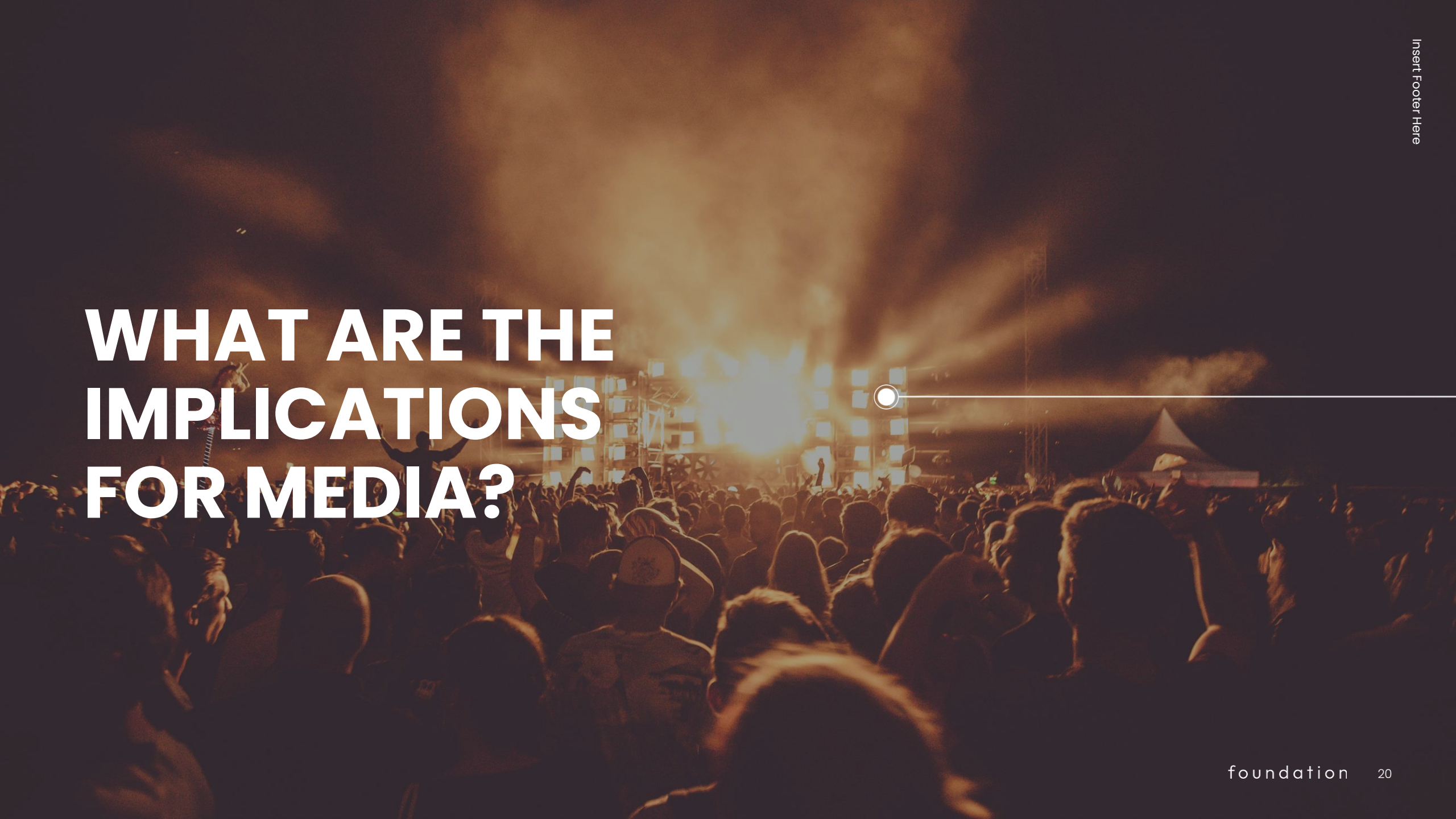
In a digital campaign with **50m impressions** the wasted media costs **38T of carbon dioxide** or the equivalent of...



...driving from Sydney to Perth and back 20 times

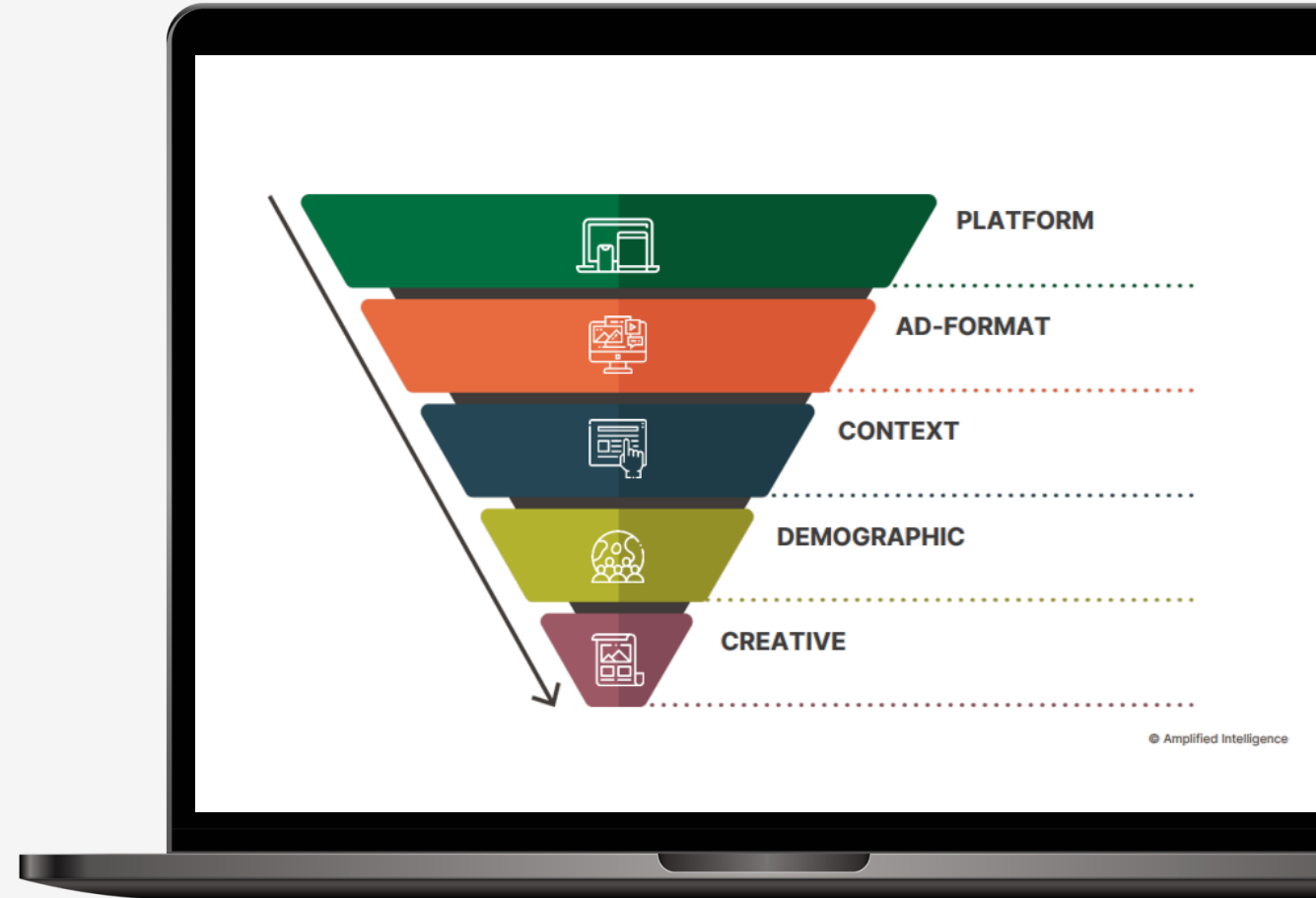


...13 flights from Sydney to London

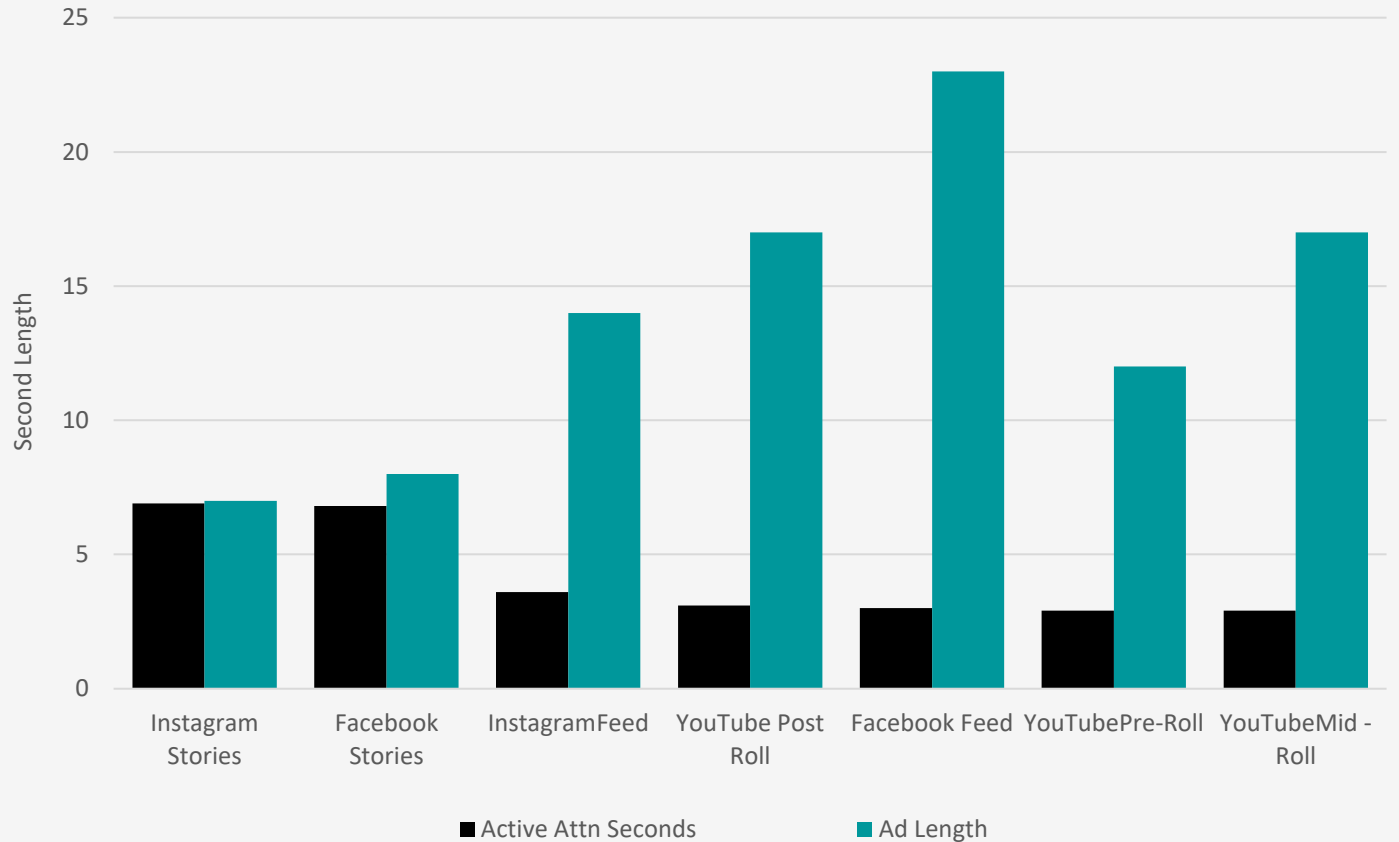


WHAT ARE THE IMPLICATIONS FOR MEDIA?

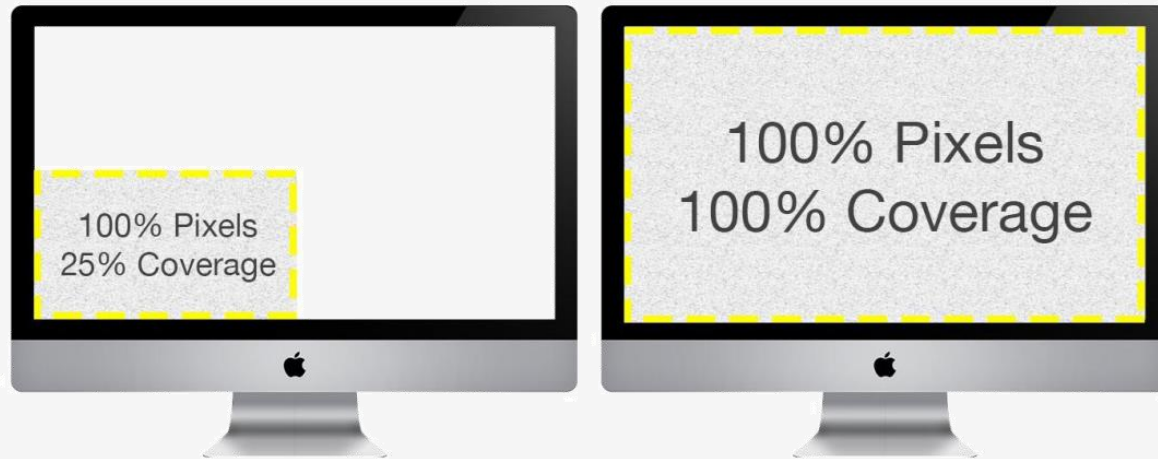
Research has shown that the main drivers of attention are factors we can influence through our **MEDIA APPROACH**, as they control the parameters within which the ad can drive attention



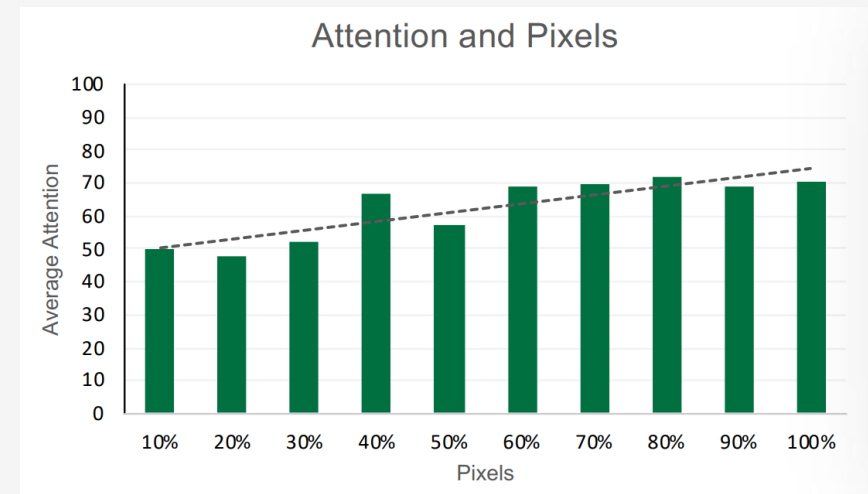
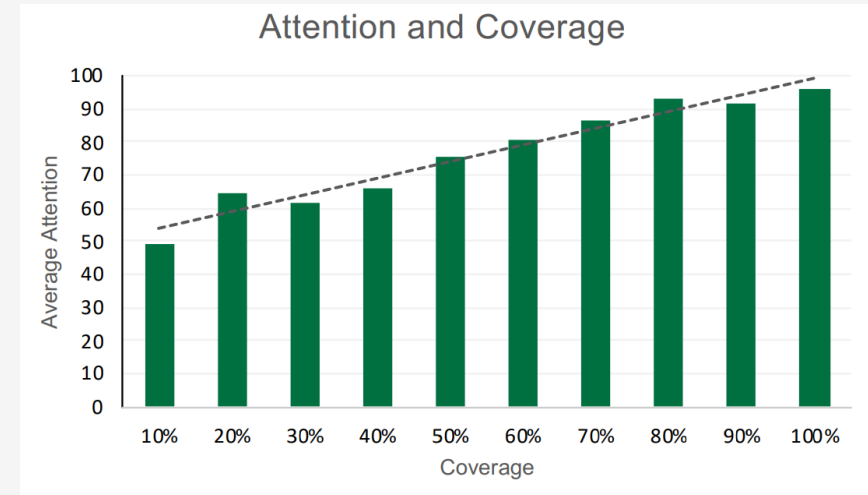
We can't generate more attention simply by buying **LONGER ADS** – there is little correlation between ad length and the attention paid to it



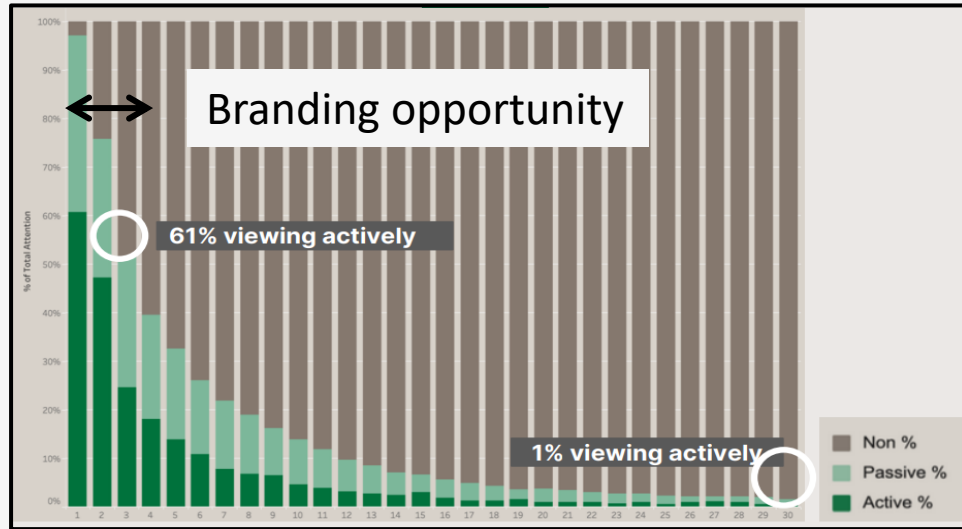
Increasing attention means we need to increase the **VISIBILITY** of the ad



PIXELS – % of ad that is on screen
COVERAGE – % of screen that the ad covers

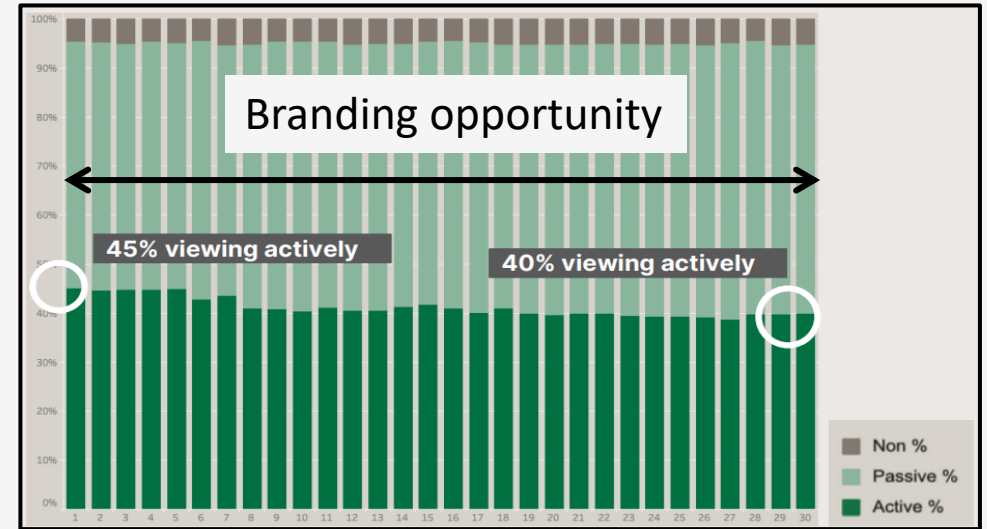


How people pay attention to ads also matters, particularly for **EFFECTIVE MESSAGING**



FAST DECAY

Scrollable Eg social, online video



SLOW DECAY

Non-scrollable Eg TV, BVOD, Cinema



HOW DO WE APPLY WHAT WE KNOW ABOUT ATTENTION TO HOW WE PLAN?

Three ways we can apply attention to planning

1. INFORM

Use what we know about attention to further inform channel selection and tactics, within each role for comms.

2. APPLY

Apply the latest attention data to maximise the attention-adjusted reach our plan can generate, within our planning tools.

3. OPTIMISE

Test and learn with partners that have the capability to measure and optimise attention across the plan.

Three ways we can apply attention to planning

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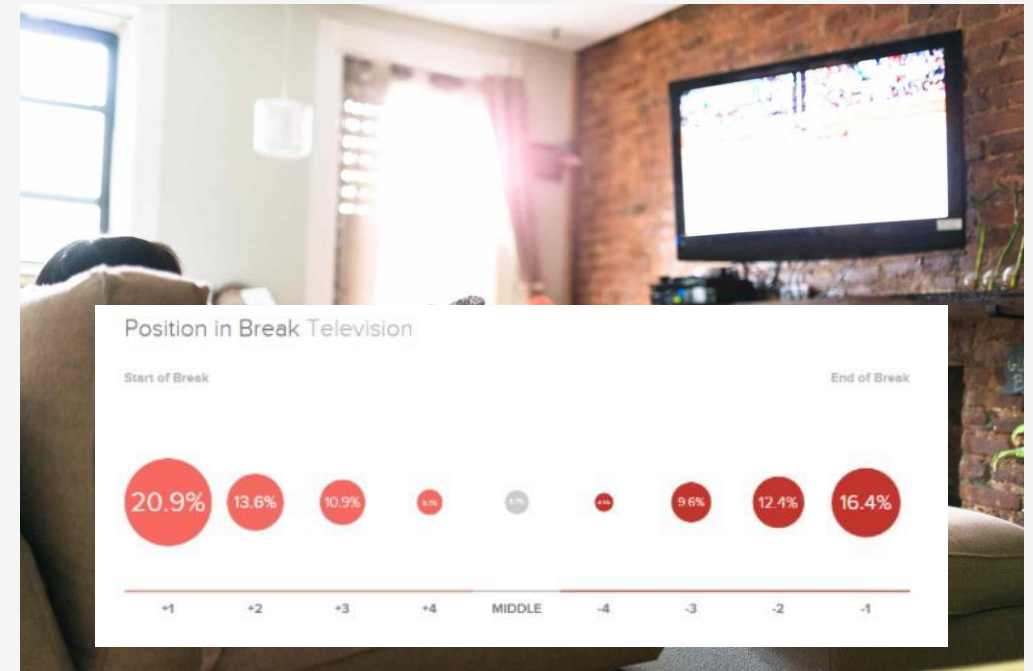
OPTIMISE

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ATTENTION IS NOT NEW to planning – but we now have more data to inform decisions

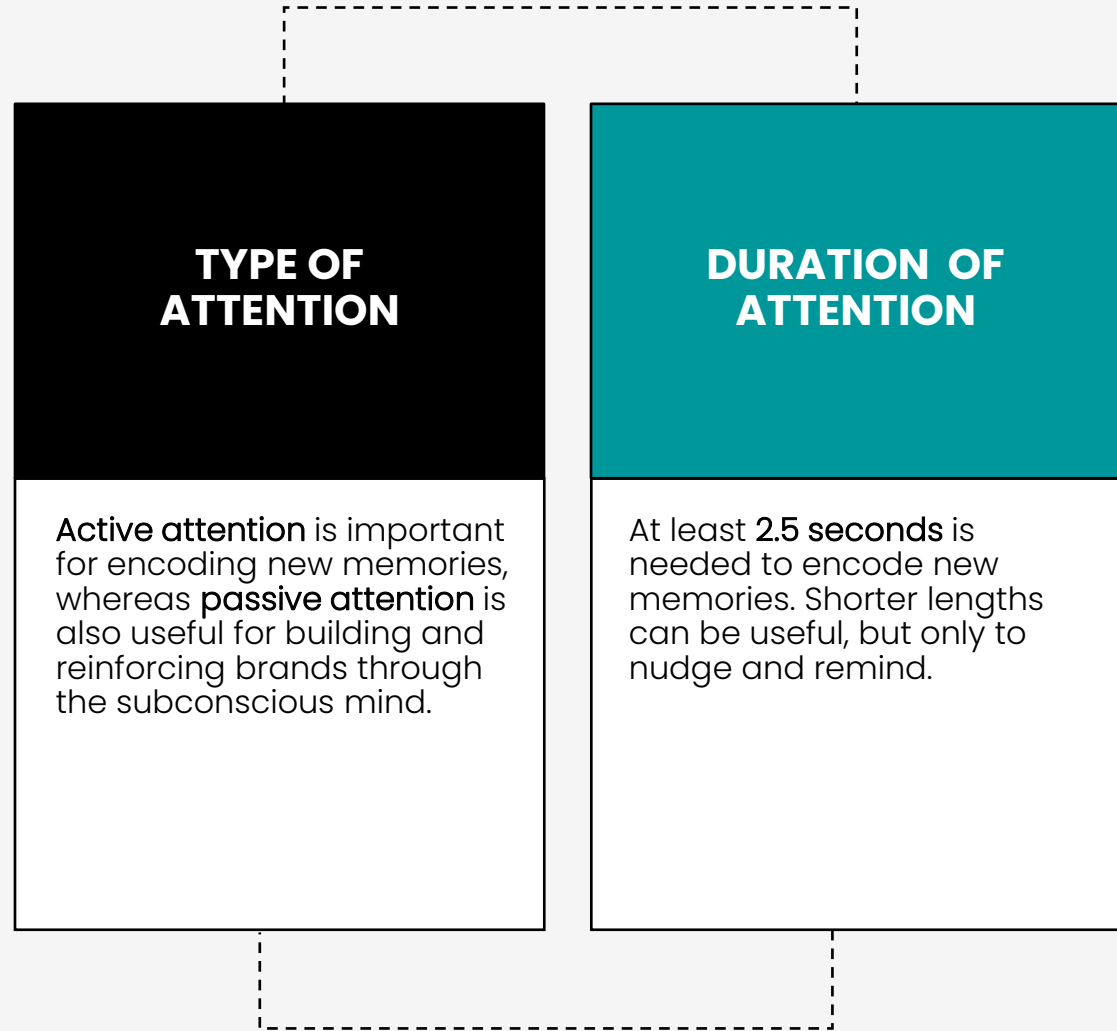


Price Premium Right hand Vs left hand pages in print



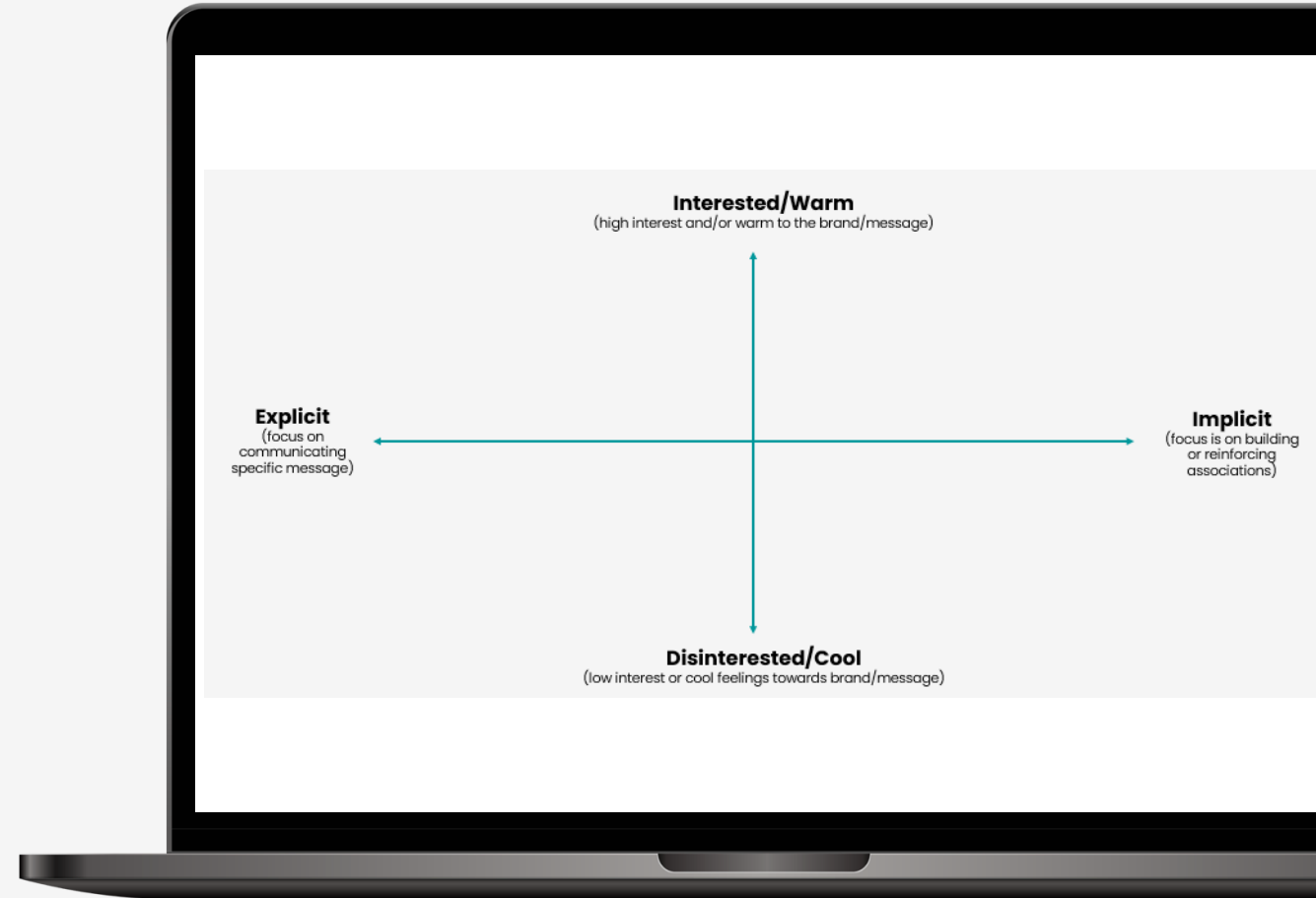
Position in break in TV due to higher attention paid to first and last

It's not just the volume of attention that matters - **TYPE** and **DURATION** also have implications for planning



First, we need to know what type and duration of attention we need.

We decide this based on two factors – the audience's relationship with the brand/category, and the type of message we're communicating.



Communicating information needs high involvement processing
=
PRIORITISE ACTIVE ATTENTION



Building associations needs low involvement processing
=
ACTIVE or PASSIVE ATTENTION

Already associated with need-states requires reminders of existing memories

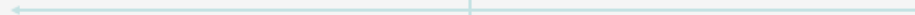
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SHORTER ATTENTION TIME

Interested/Warm
(high interest and/or warm to the brand/message)



Explicit
(focus on communicating specific message)



Implicit
(focus is on building or reinforcing associations)



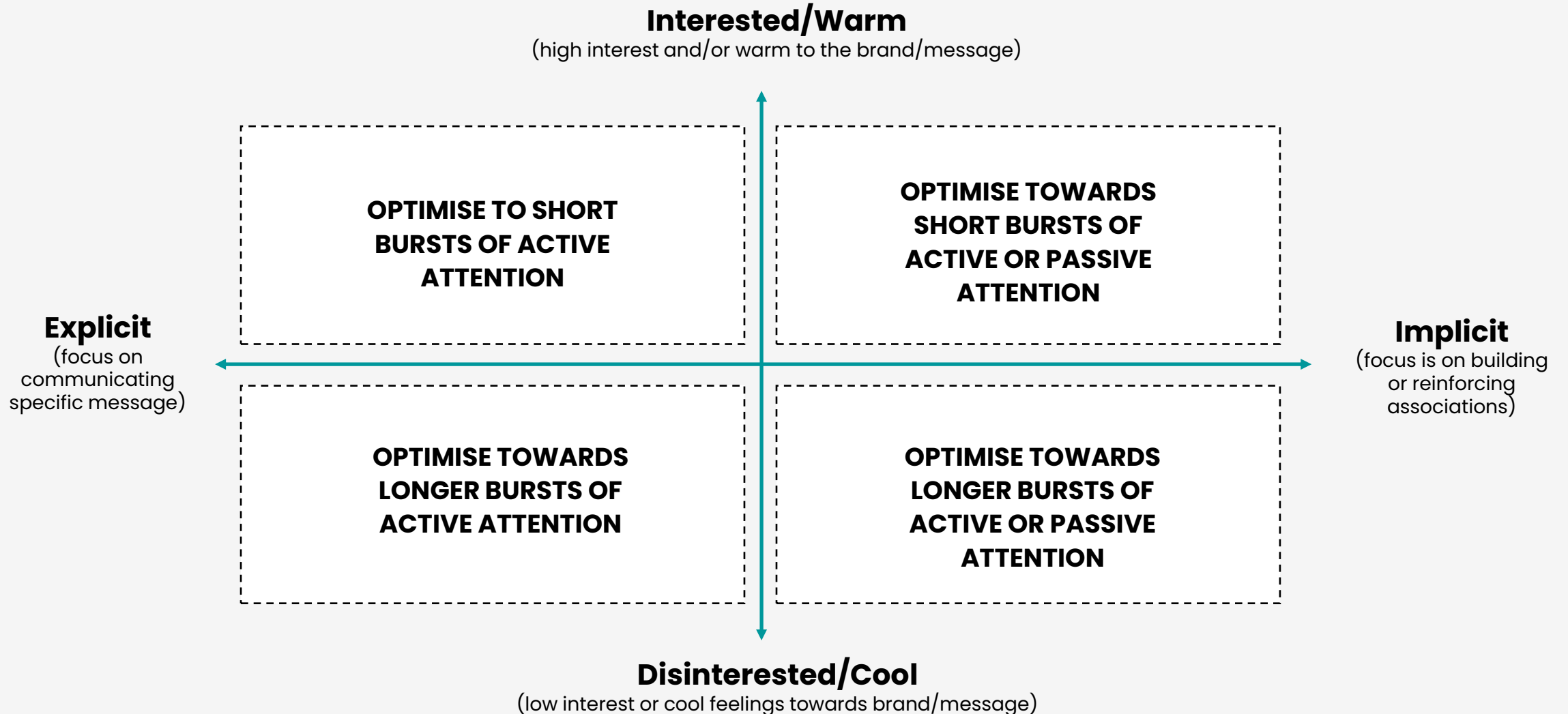
Disinterested/Cool
(low interest or cool feelings towards brand/message)

Not associated with need-states requires time to create new associations

=

LONGER ATTENTION TIME

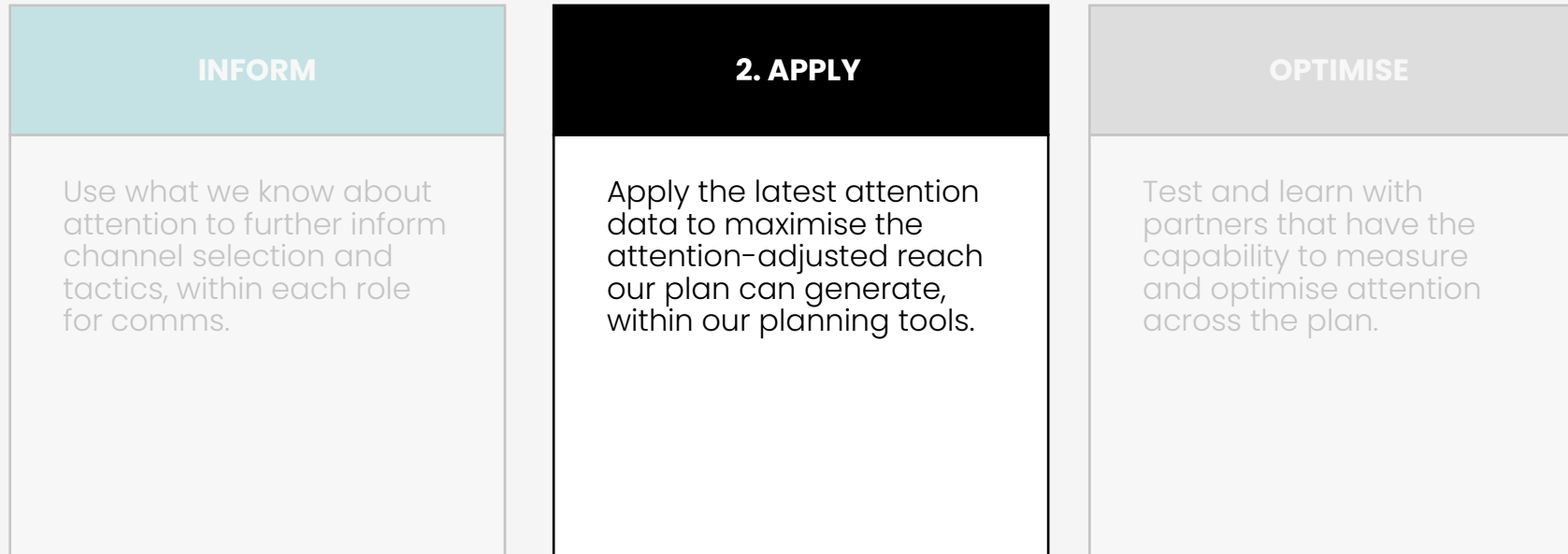
Leading us to four types of attention optimisation



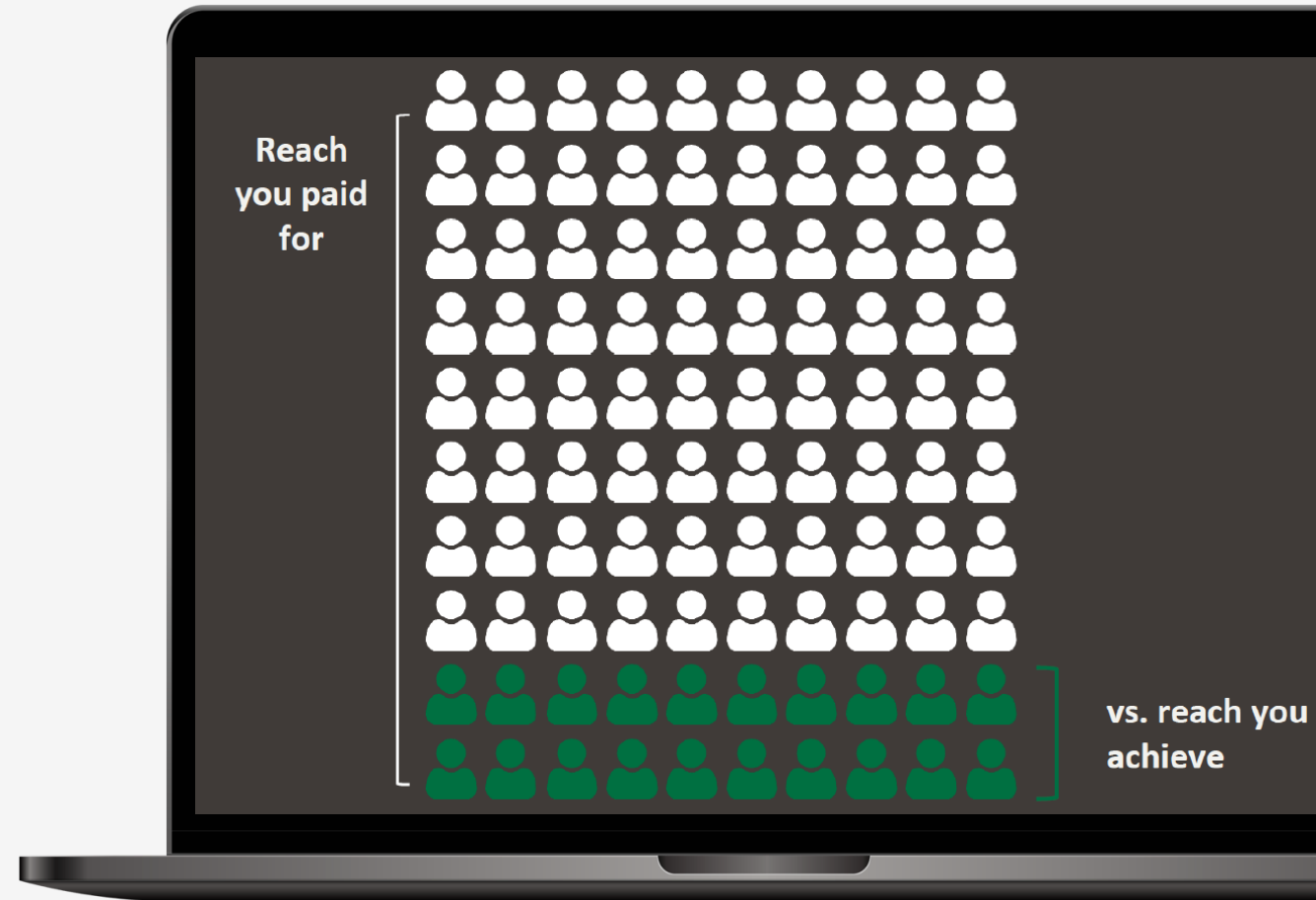
How this influences media choices



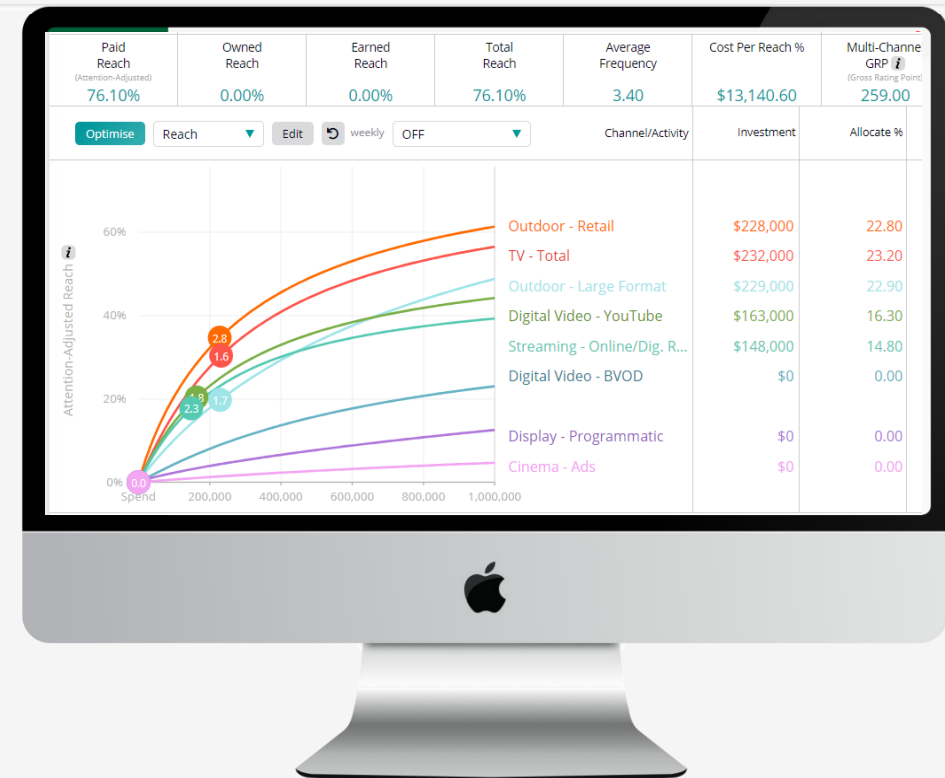
Three ways we can apply attention to planning



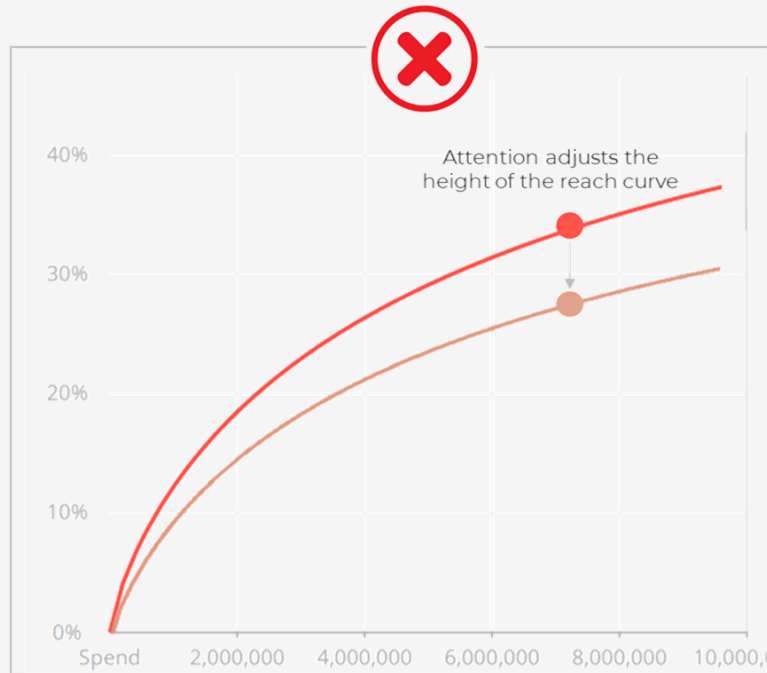
How we pay attention to advertising reframes the relationship between **REACH** and **INVESTMENT** at the heart of media planning



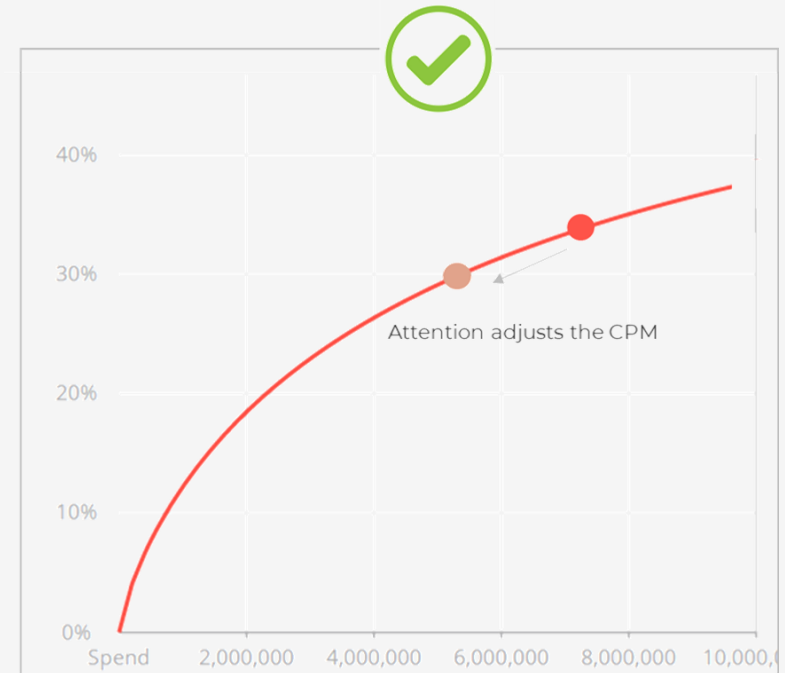
This means we need to adjust the reach curves we use to plan, to reflect what we call **ATTENTION-ADJUSTED REACH**



Attention metrics must be used **WITHIN REACH CURVES** not to change them, to correctly model the impact of attention



Assumes a proportion of people never see the message



Assumes a proportion of people don't see the message in any given exposure (but might next time)

Three ways we can apply attention to planning

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Use what we know about attention to further inform channel selection and tactics, within each role for comms.

APPLY

Apply the latest attention data to maximise the attention-adjusted reach our plan can generate, within our planning tools.

3. OPTIMISE

Test and learn with partners that have the capability to measure and optimise attention across the plan.

We now have access to attention data that can directly inform our media **EXECUTION AND OPTIMISATION**



**PUBLISHER
PARTNERS**



**VERIFICATION
PARTNERS**



**MEASUREMENT
PARTNERS**

Attention can offer **WIN-WIN** synergies with multiple other benefits – so long as we're clear what success looks like

BETTER PERFORMANCE

Test the impact of increased attention on campaign performance, as a lever to improve effectiveness and efficiency.

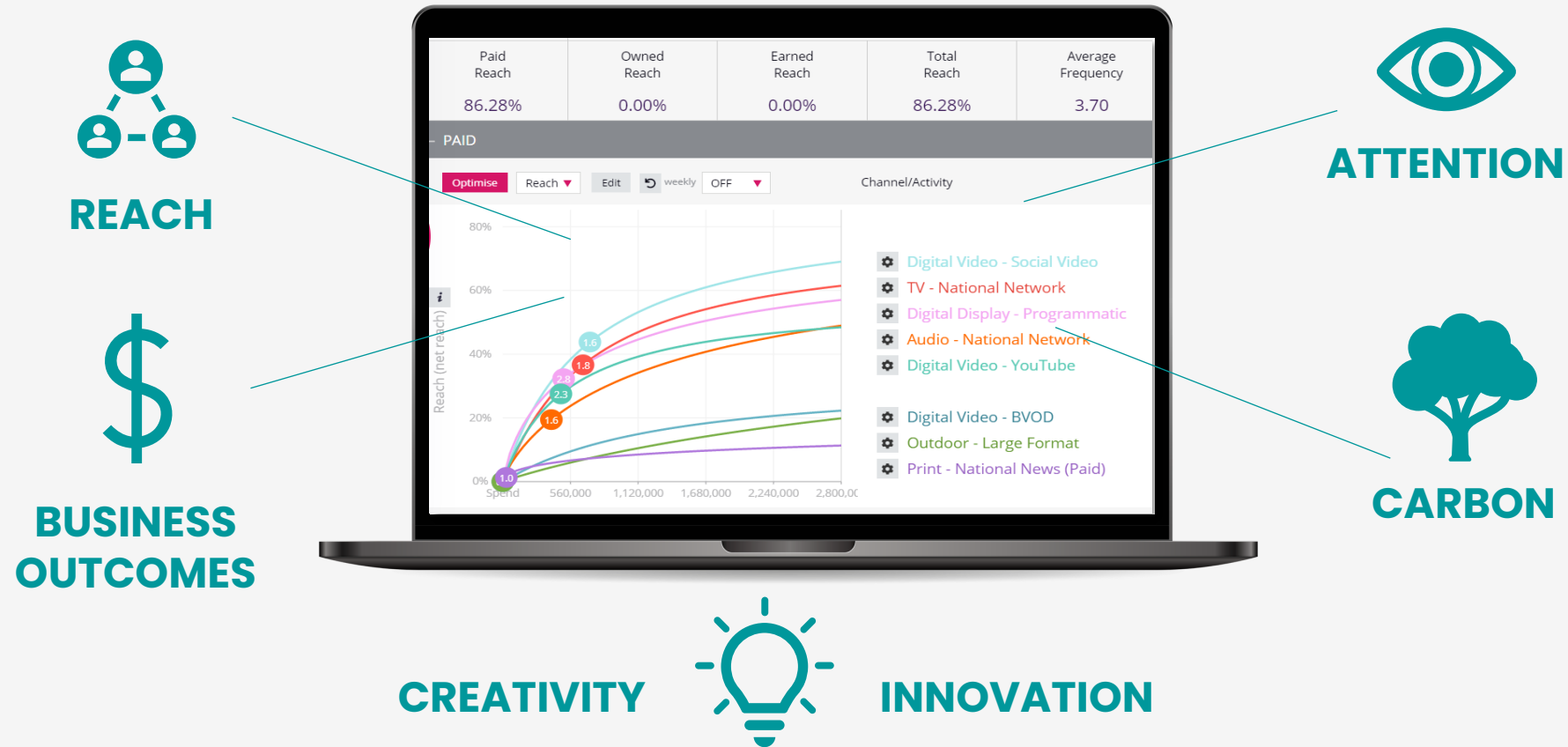
BRAND UPLIFT

Where attention is used in brand-building media tactics, look to include brand uplift or similar studies to evaluate success.

REDUCED CARBON

Where we have the capability to measure both attention and carbon, look to understand the impact of increased attention on emissions.

Remember, attention is not the end goal – it's a key metric that must be balanced alongside other factors





And finally...
Remember that attention data only
shows the **POTENTIAL** to generate
attention for your message

Within an attention-optimized plan, **CREATIVITY** can jump-start the attention our message receives

This is called *Expectancy Violation* – attention and memory creation are heightened when something is surprising or unexpected



SIX KEY TAKEOUTS.

01.

Increasing attention is proven to drive better brand and business outcomes, in both the short and long term

04.

We need to generate different types and duration of attention for different communication tasks

02.

Inattention is wasted investment, with performance and environmental impact

05.

Attention doesn't replace reach as a fundamental planning metric – instead we account for both within attention-adjusted reach

03.

Channel and format determine how much or little attention we generate; creative can only operate within these limits, no matter how strong

06.

Attention is not an end goal, it's a metric that we need to consider alongside other planning data such as reach, revenue and even carbon



ANY QUESTIONS?