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# ATTENTION ECONOMY

**dentsu**  
**ΛEGIS**  
network



**DIGITAL DISRUPTION HAS  
TRANSFORMED OUR MEDIA LANDSCAPE**



# **UNPRECEDENTED CONSUMER CHOICE AND EXPECTATION**

**53%  
LEAVE  
A PAGE  
THAT TAKES  
LONGER THAN 3''  
TO LOAD**

**WE SPEND AN  
AVERAGE OF  
15''  
ON A GIVEN SITE**





## EXPOSURE + ATTITUDES

~ 4k  
**COMMERCIAL  
MESSAGES  
DAY**

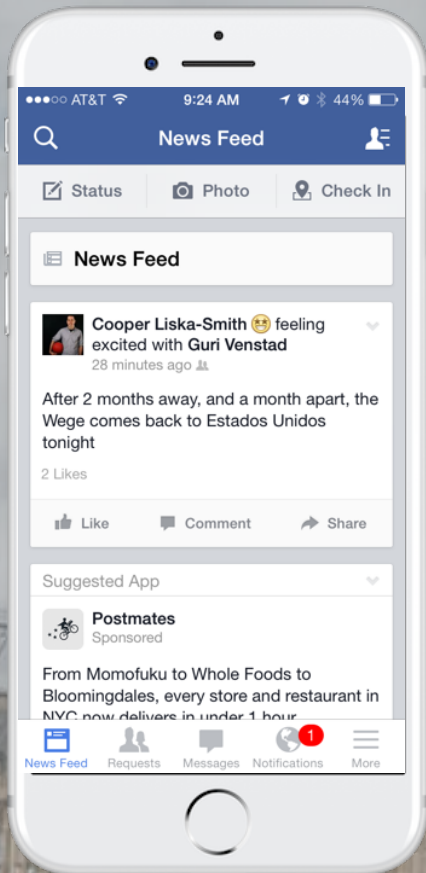
**FAVOURABILITY  
PLUMMETED  
25%**

**TRUSTED LESS  
THAN  
BANKING  
+ ENERGY**



# EASY TO ACCESS REACH

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UK FACEBOOK  
USERS CONSUME  
AVERAGE

**1K**  
**METERS**  
**NEWSFEED**  
**PER DAY**

**20%**  
IAB VIEWABLE ADS  
**LOOKED AT**

FACEBOOK USERS  
AVERAGE SCROLL  
VELOCITY

**1K PIXELS**  
**0.8 SECONDS**



**TECHNOLOGY HAS GIVEN US THE MEANS**

**AND THE MOTIVE TO SCREEN ADVERTISING OUT**



# ATTENTION IS A METRIC THAT TRULY MATTERS

**A=**

OPPORTUNITY  
TO SEE



OPPORTUNITY  
TO COMMUNICATE





# **A PLAN FOR DELIVERY**

**PROVE THE VALUE OF ATTENTION**

**MEASURE ATTENTION ACROSS ALL CHANNELS**

**DEVELOP BASE ATTENTION BENCHMARKS**

**ESTABLISH ATTRIBUTES TO STRETCH ATTENTION**



# FIRST WAVE OF RESEARCH



## SHORT TERM ADVERTISING STRENGTH

**3.4K**  
RESPONDENTS  
**17K**  
ADS  
UK / USA / AUS





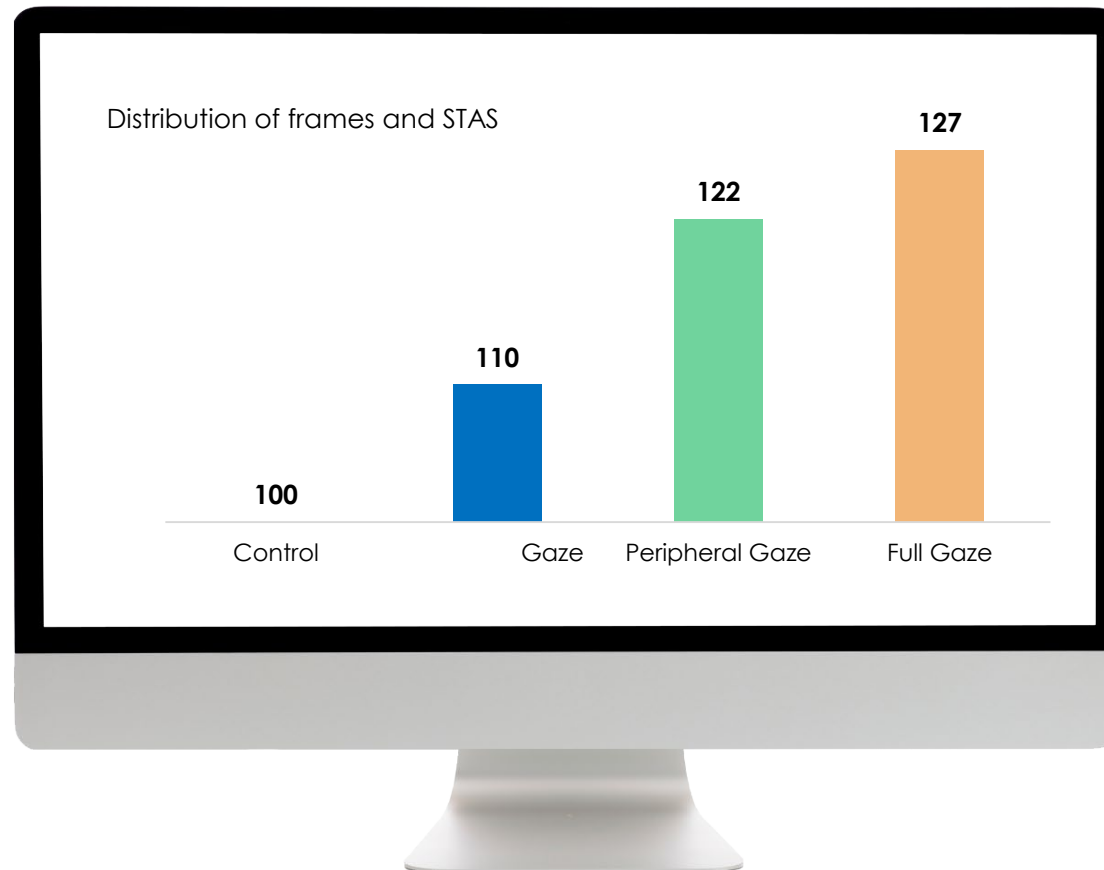
## TWO HYPOTHESES

1) IF SOMEONE DOESN'T DIRECTLY LOOK AT AN AD, IT CAN'T HAVE AN AFFECT

2) IF SOMEONE LOOKS AT MORE OF THE AD IT WILL HAVE A GREATER EFFECT



# POWER IN PERIPHERAL VISION





# PIXELS AND TIME IN VIEW MATTER

GREATER  
PIXELS IN VIEW  
=  
GREATER MEAN  
ATTN “  
+ STAS

GREATER VIEW  
LENGTH  
=  
GREATER  
VOLUME ATTN  
+ STAS



## KEY LEARNINGS

**PROVED THAT IMPRESSIONS ARE NOT EQUAL**

**REINFORCING THE NEED FOR A CURRENCY CORRECTION**

**HIGHLIGHTED IMPORTANCE OF VIEWABILITY**

**DEMONSTRATED VALUE OF INDIRECT VISION**

**ATTENTION DRIVES OUTCOMES**

**BUT DIMINISHING RETURNS SHOULD BE CONSIDERED**





## WAVE 2 IN BRIEF NOW

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CHANNELS



SOUND



AUDIENCE



CATEGORY



STATURE



ENVIRONMENT



# MAGAZINE MEDIA - A CONTEXT THAT TRULY COUNTS

**WELCOMED**

57% AGREE ITS PART OF THE EXPIERNCE

**SEEN**

*PREMIUM CONTENT IS THE SINGLE BIGGEST DRIVER OF AD ATTENTION*

**ENGAGED WITH**

50% MORE LIKELY TO ENGAGE + 30% LONGER

**TRUSTED**

64-94% MORE LIKELY TO TRUST ASSOCIATED BRAND

**LIKED**

88% MORE LIKELY TO BE RATED POSITIVELY

**REMEMBERED**

+21% GREATER MEMORY VS GENERAL +42% VS SOCIAL

**TALKED ABOUT**

17% MORE LIKELY TO TELL OTHERS