

The Audience Is Not Enough

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@MrLoFlo

- 1. Why attention pays**
- 2. Share fresh research**
- 3. Show new attention tool**



**We've found
a shopper!**

Job half-done

Connect people to
products/brands
so clients **thrive**

A black silhouette of a man's head in profile, facing left. He is wearing glasses. A white outline of a thought bubble is superimposed on the top of his head, containing the text.

**A MEDIA COMPANY
THAT ALWAYS
PUTS YOUR ADS IN THE
SAME PLACE**

PATTISON • HORSWELL • DURDEN

MEDIA IDEAS THAT STICK OUT



**Fascinated by attention
to all channels**

It pays to pay for attention



30%+ ROI

┌ Limited research into attention to adverts in channels



MAGNETIC



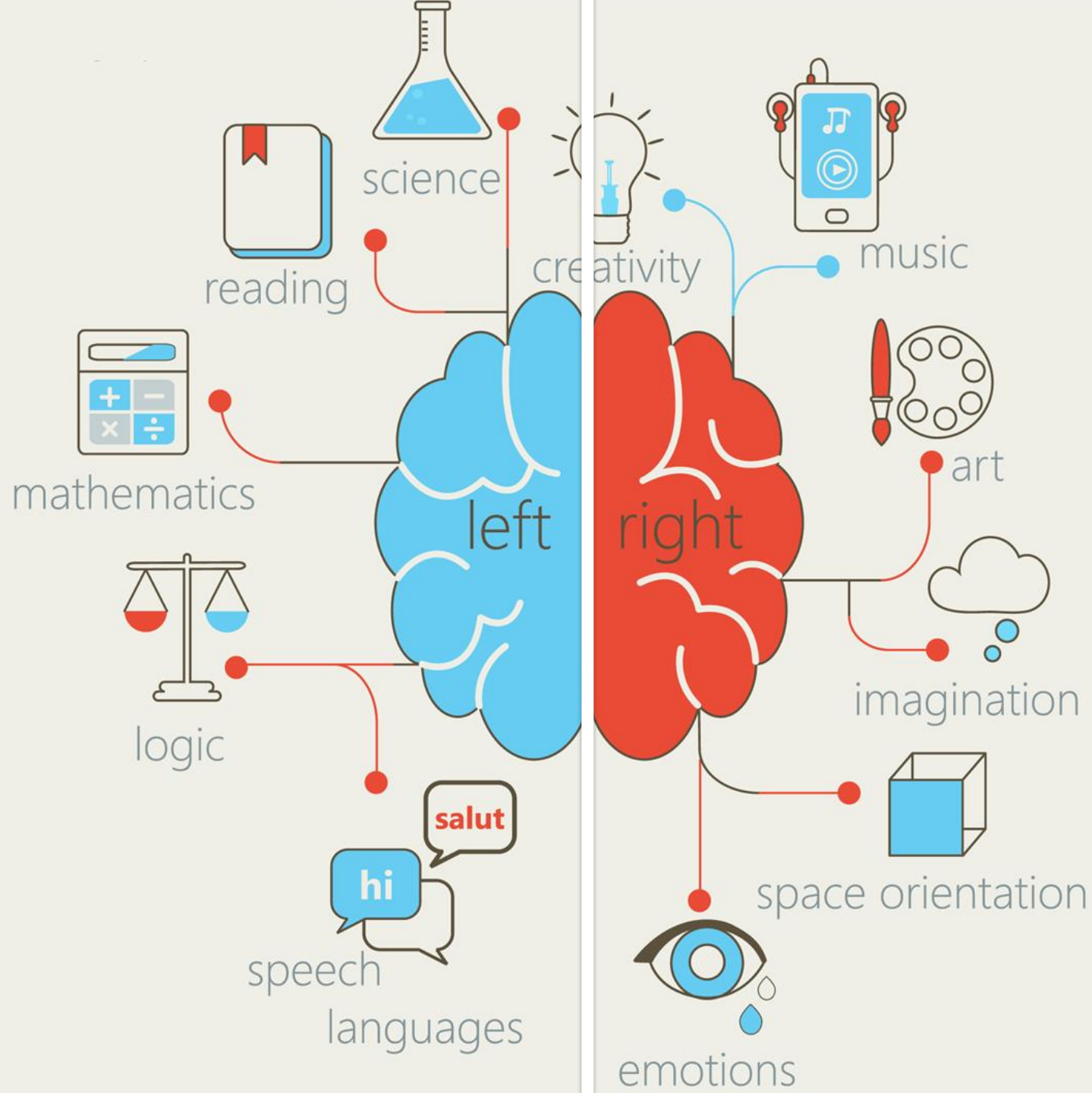
A new framework for attention



**WHAT'S GOING
ON IN HERE?!**

SLOW

FAST



**THINKING
IN WORDS**

**FEELING
VISUALLY**

SLOW

ATTENTION

ATTENTION

THINKING
WORDS

FEELING
VISUALLY

ATTENTION

ATTENTION

FAST

Attention Please,
a new insight study

Methodology

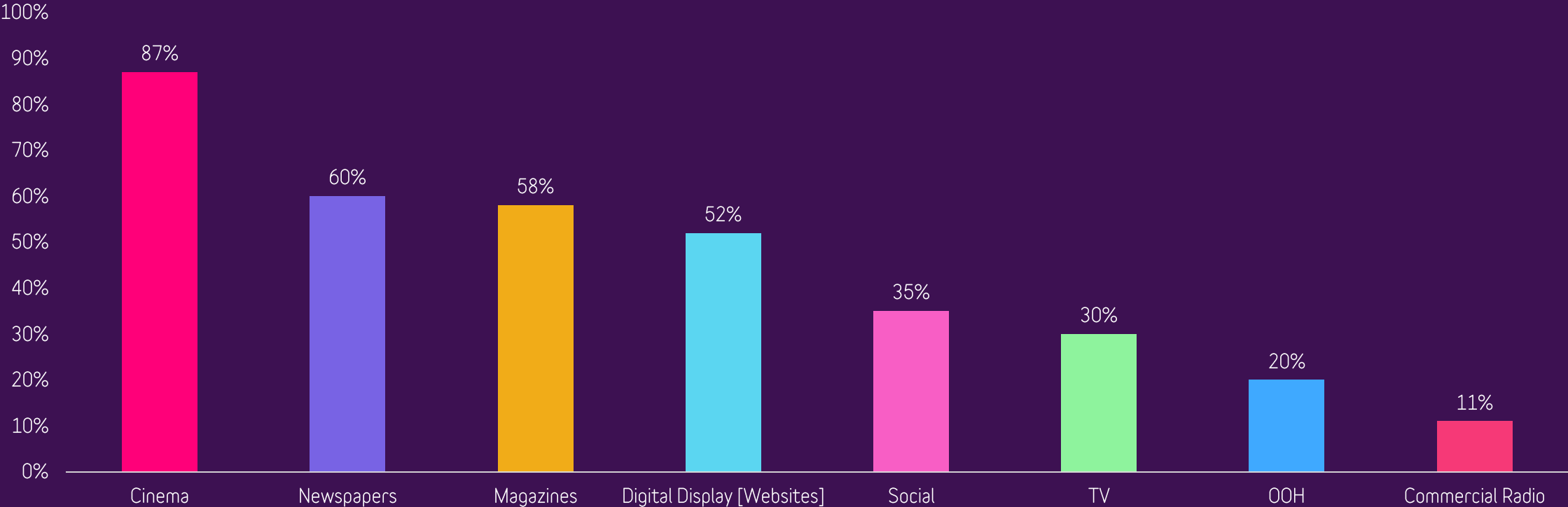
2000 x online respondents

8 x media channels

Cinema & print have the strongest attention to CHANNEL in terms of solus focus

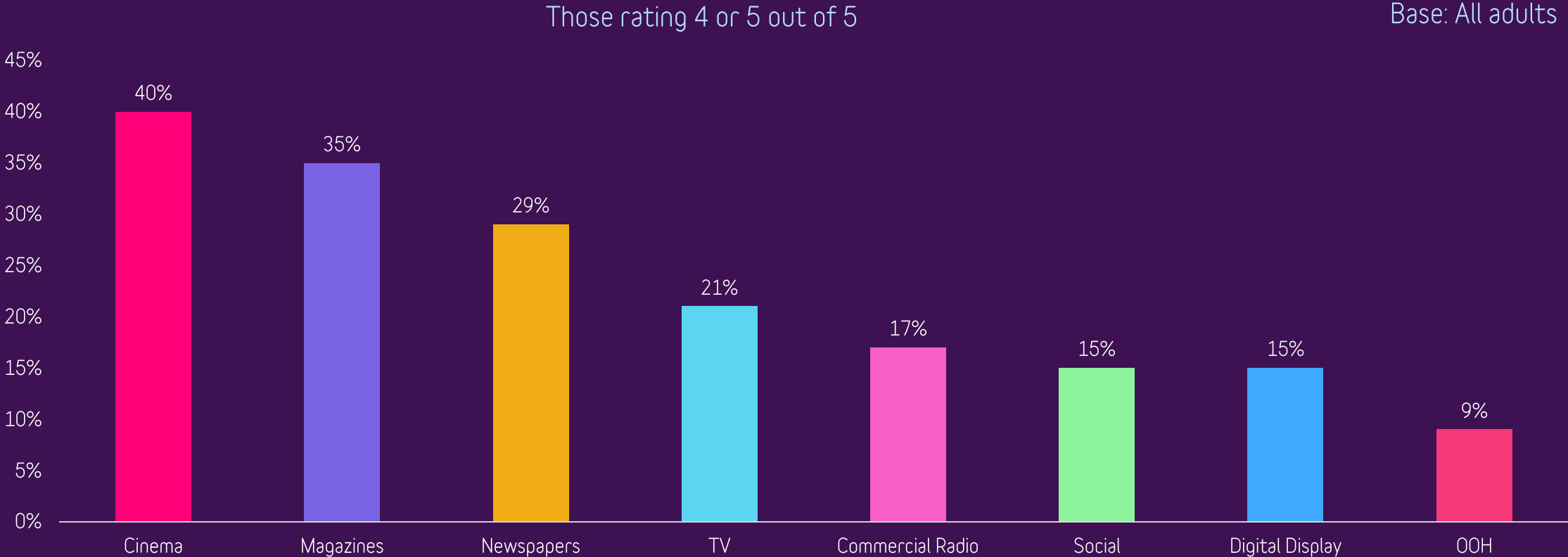
Solus focus = % not doing anything else at the time

Base: All adults



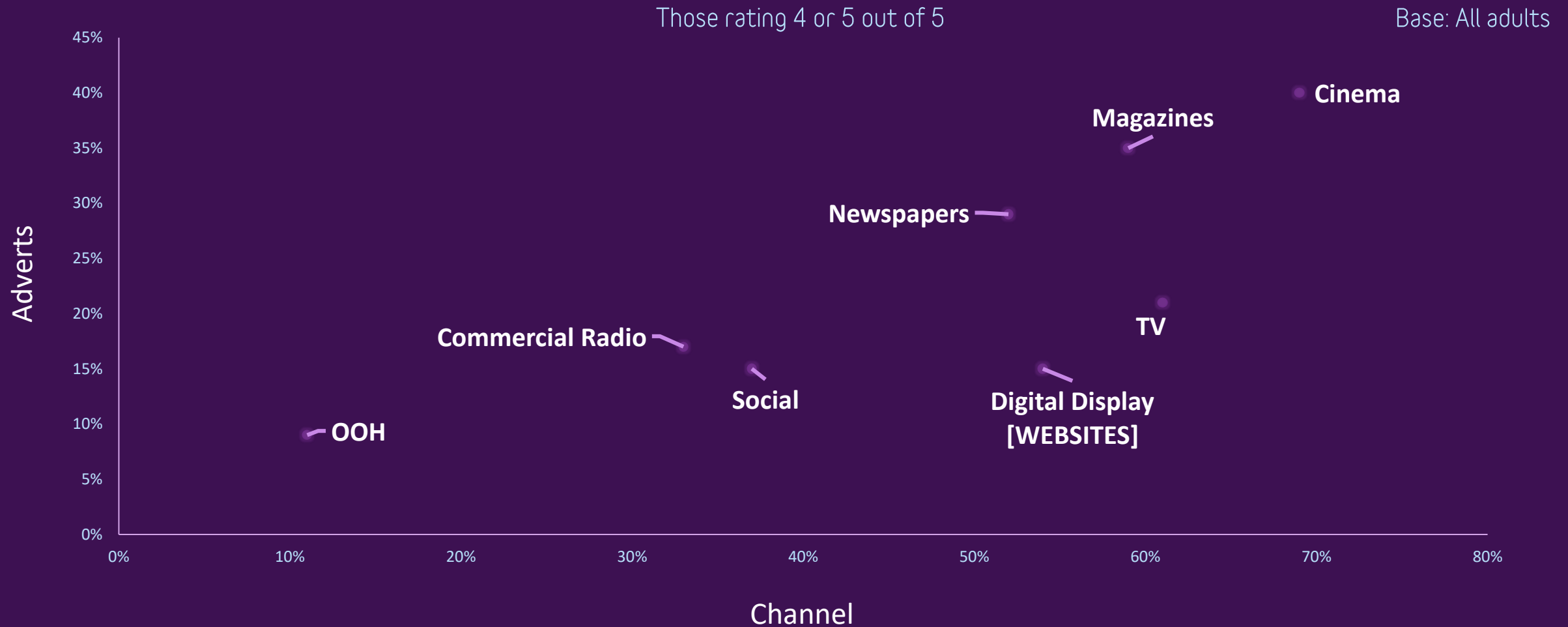
When using [media] I am not usually doing anything else at the time

Significant attention to the ADVERTs in cinema & magazines



On a scale of 1-5 where 5 is full undivided attention and 1 is no attention at all, how much attention do you pay to the adverts in [channel]?

Interesting conversion between attention to channel & ads



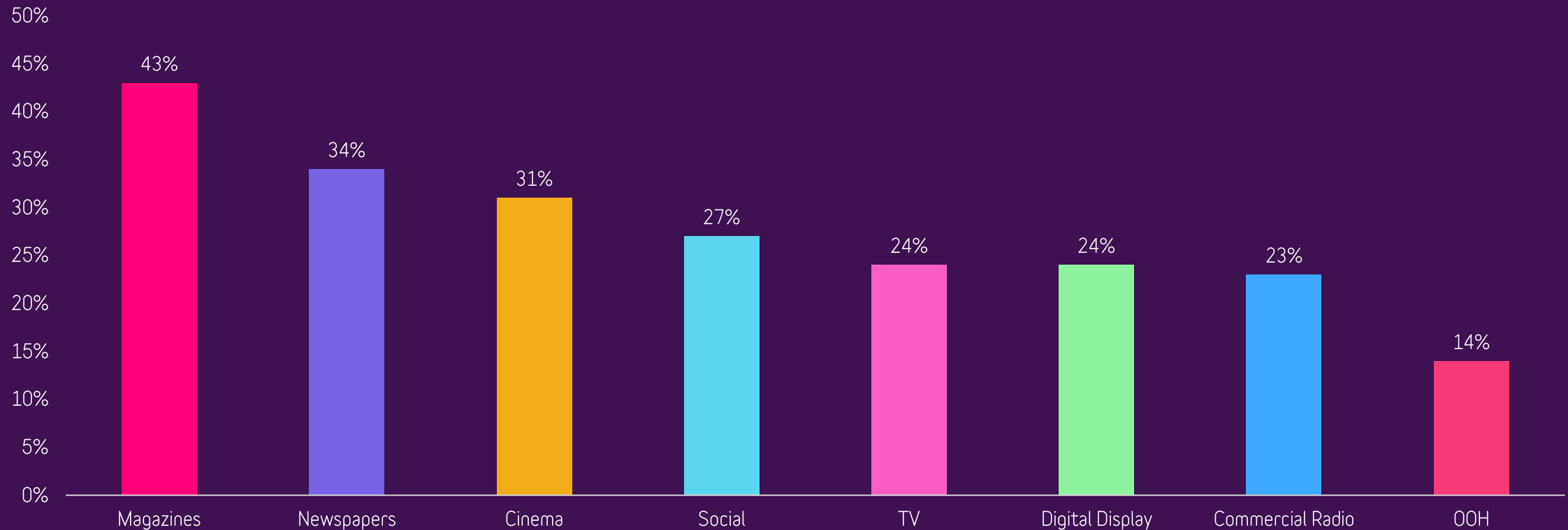
On a scale of 1-5 where 5 is full undivided attention and 1 is no attention at all, how much attention do you pay to [channel]?

On a scale of 1-5 where 5 is full undivided attention and 1 is no attention at all, how much attention do you pay to the adverts in [channel]?

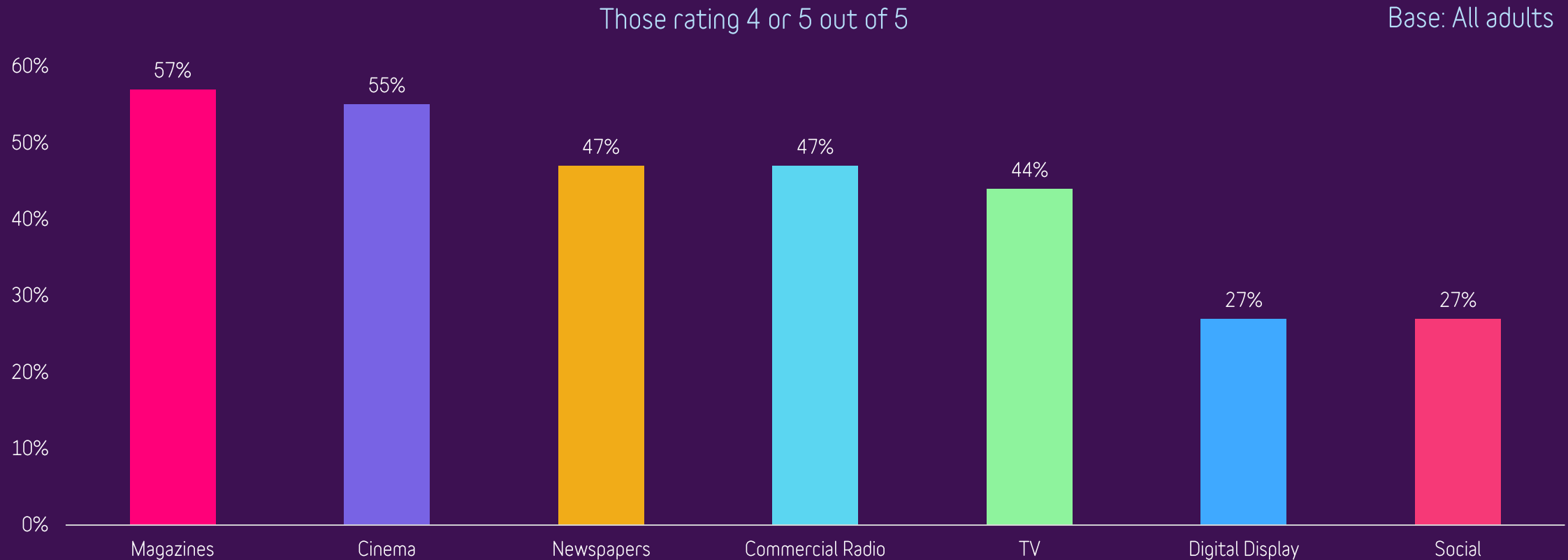
Relevance of ads driving positive perception in print

Those rating 4 or 5 out of 5

Base: All adults



Magazine & Cinema advertising is seen as part of the experience

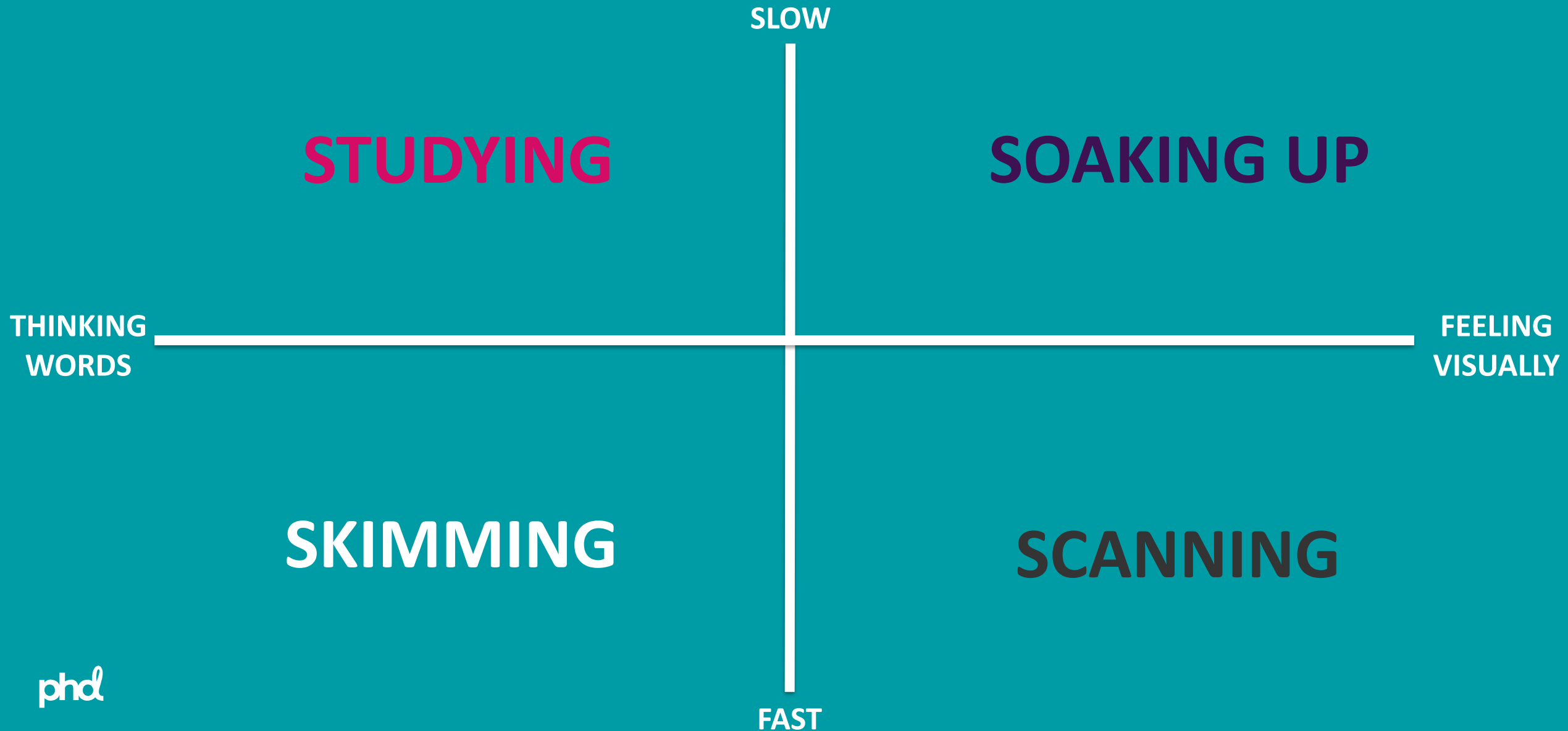


**Less than 1 in 5
agree magazines would
be better without advertising**

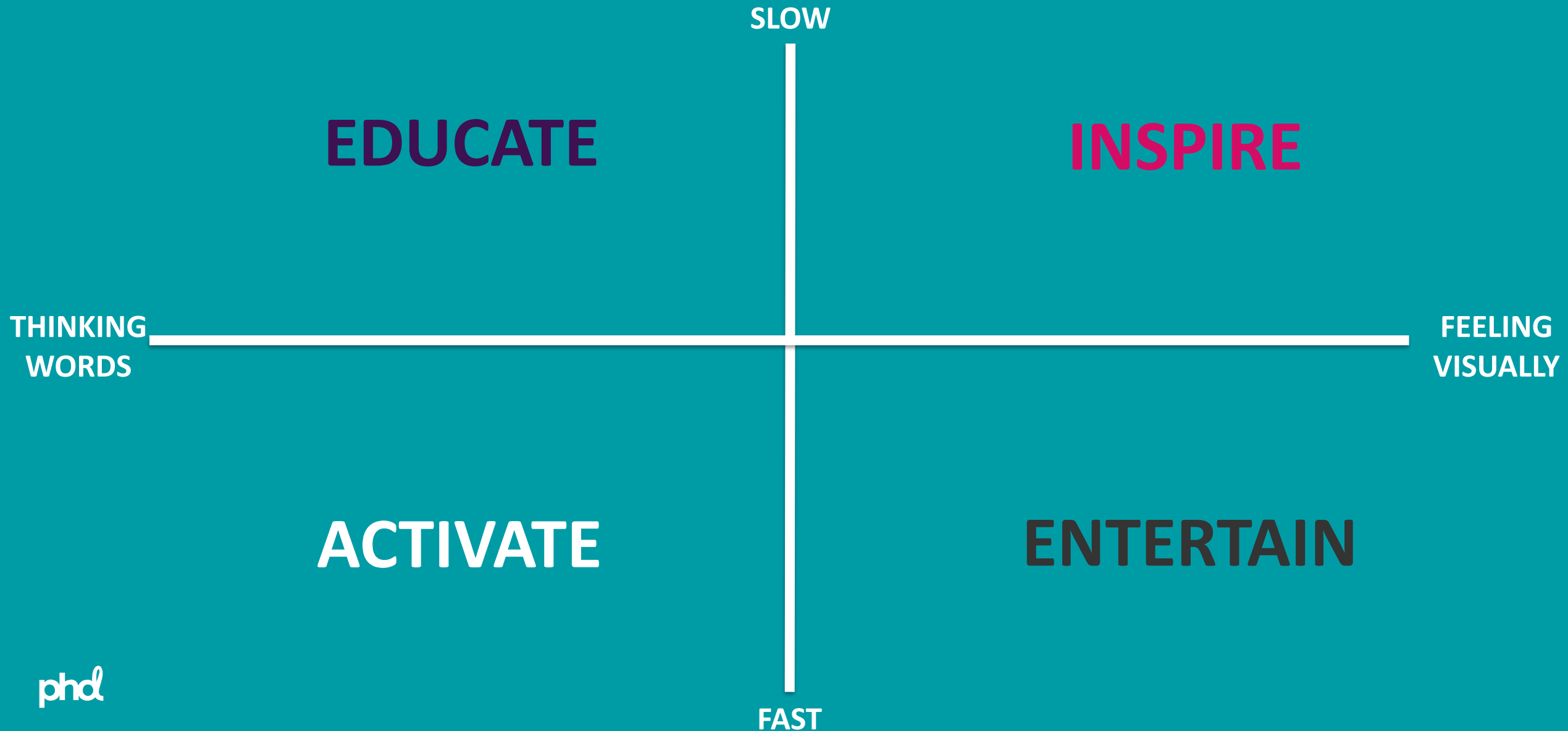
**Our industry is
undervaluing channels with
high attention to advertising**

“Fancy a fourway?!”

Four processing modes



Four advertising roles



Smart Energy create comms to match attention type

SLOW

**Picture the scene: it's a Sunday afternoon. You still have the stamp from last night's club on your hand and, oh yes, you're wondering how much will the accompanying three-...
"I'm sure my answers are going to be wildly different to yours, but I'm interested to discover how much I do - and don't - know about my energy use!"**

OUR NETFLIX BINGE COST? *£100*
Sasha: "I've binged on 'The Mindy Project' for the last few weeks and the network...
Emily: "I've got a feeling she's not in the mood...
Sasha: "I'm sure she's not in the mood...
Emily: "I'm sure she's not in the mood..."

YOU'RE BATTING WITH YOUR ROSEBUDS FOR A SPOT IN THE KITCHEN. THE STOVE IS IN USE FOR AN HOUR - HOW MUCH WILL THIS COST YOU?
Sasha: "I'm thinking of a three-minute...
Emily: "I'm thinking of a three-minute...
Sasha: "I'm thinking of a three-minute...
Emily: "I'm thinking of a three-minute..."

ANY OF COURSE, NO GOOD TV BINGE WOULD BE COMPLETE WITHOUT A SNACK. LET US GET SOME TOASTIES ON THE GO.
Sasha: "I'm thinking of a three-minute...
Emily: "I'm thinking of a three-minute...
Sasha: "I'm thinking of a three-minute...
Emily: "I'm thinking of a three-minute..."

THINK YOU CAN USE A GRILL? *£100*
Sasha: "I'm thinking of a three-minute...
Emily: "I'm thinking of a three-minute...
Sasha: "I'm thinking of a three-minute...
Emily: "I'm thinking of a three-minute..."

LET'S START NICE AND EASY. FOR TOP OF ENERGY, HOW MANY POINTS OF BLOW-DRYING CAN YOU GET?
Sasha: "I'm thinking of a three-minute...
Emily: "I'm thinking of a three-minute...
Sasha: "I'm thinking of a three-minute...
Emily: "I'm thinking of a three-minute..."

Put two Cosmopolitan Home, Made HQ residents to the test with Smart Energy GB, to discover how much they really know about what goes into powering a home...

**White and Emily have lived with their home...
Cosmopolitan Home...
White and Emily have lived with their home...
Cosmopolitan Home...**



FEELING VISUALLY

THINKING WORDS

It's time to get Gaz & Leccy under control.

Every British home will be able to get a smart meter from their energy supplier by 2020. Visit smartenergyGB.org



FAST



Warning!
one-dimensional
thinking alert

Capitalise on methods of distribution

SLOW



THINKING WORDS

FEELING VISUALLY



FAST







Media brands can be consumed in all four ways

SLOW



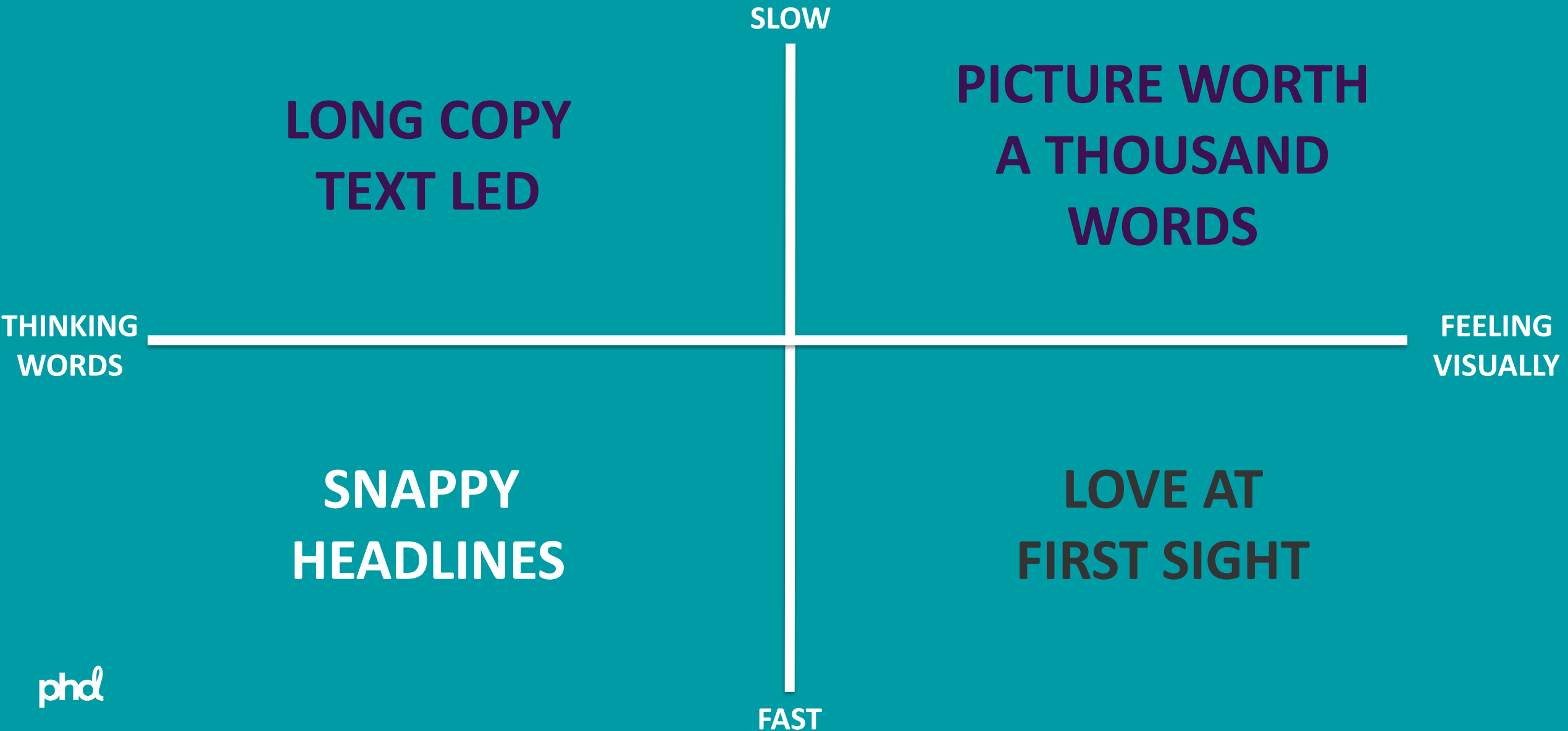
THINKING
WORDS

FEELING
VISUALLY



FAST

Creative stimuli



**Look out for high
attention to advertising**

**Plan the right attention
for your brief**

It pays to pay for attention

Watch this space. . .

Link between attention & biz outcomes

Creative impact on attention

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