



ATTENTION AND THE BRAIN

M



Detail Rational

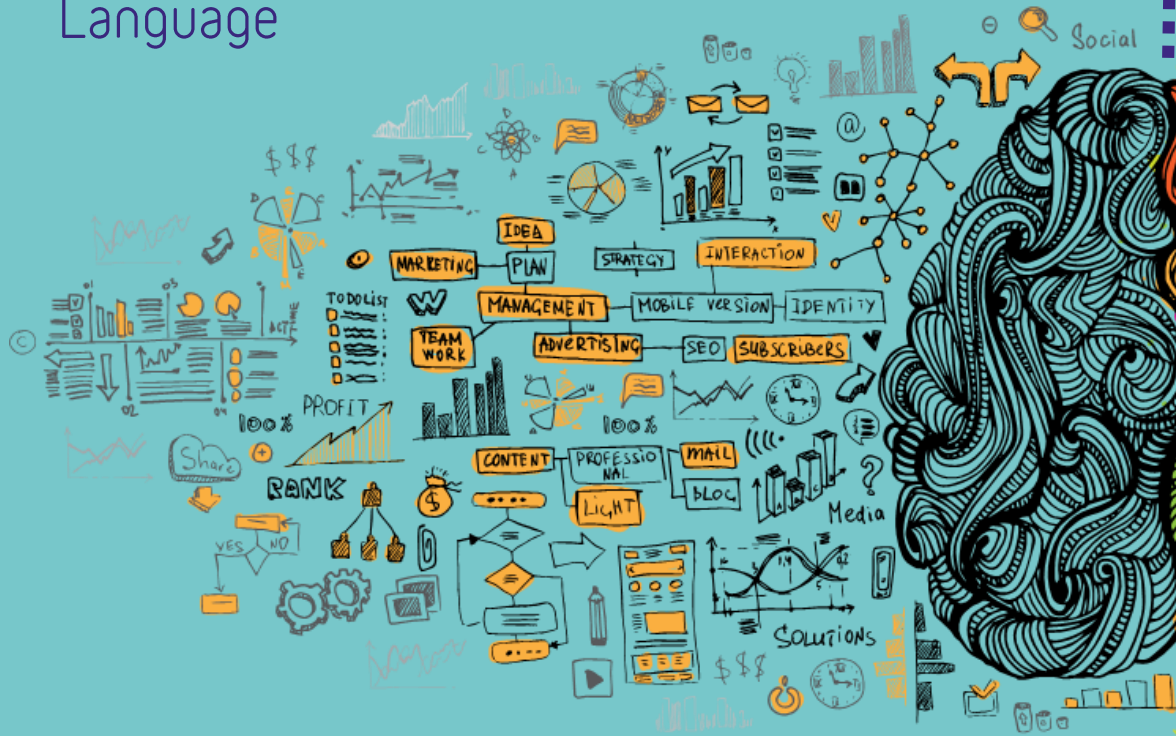
Emotional

Holistic

Language

Shapes and colours

Sounds



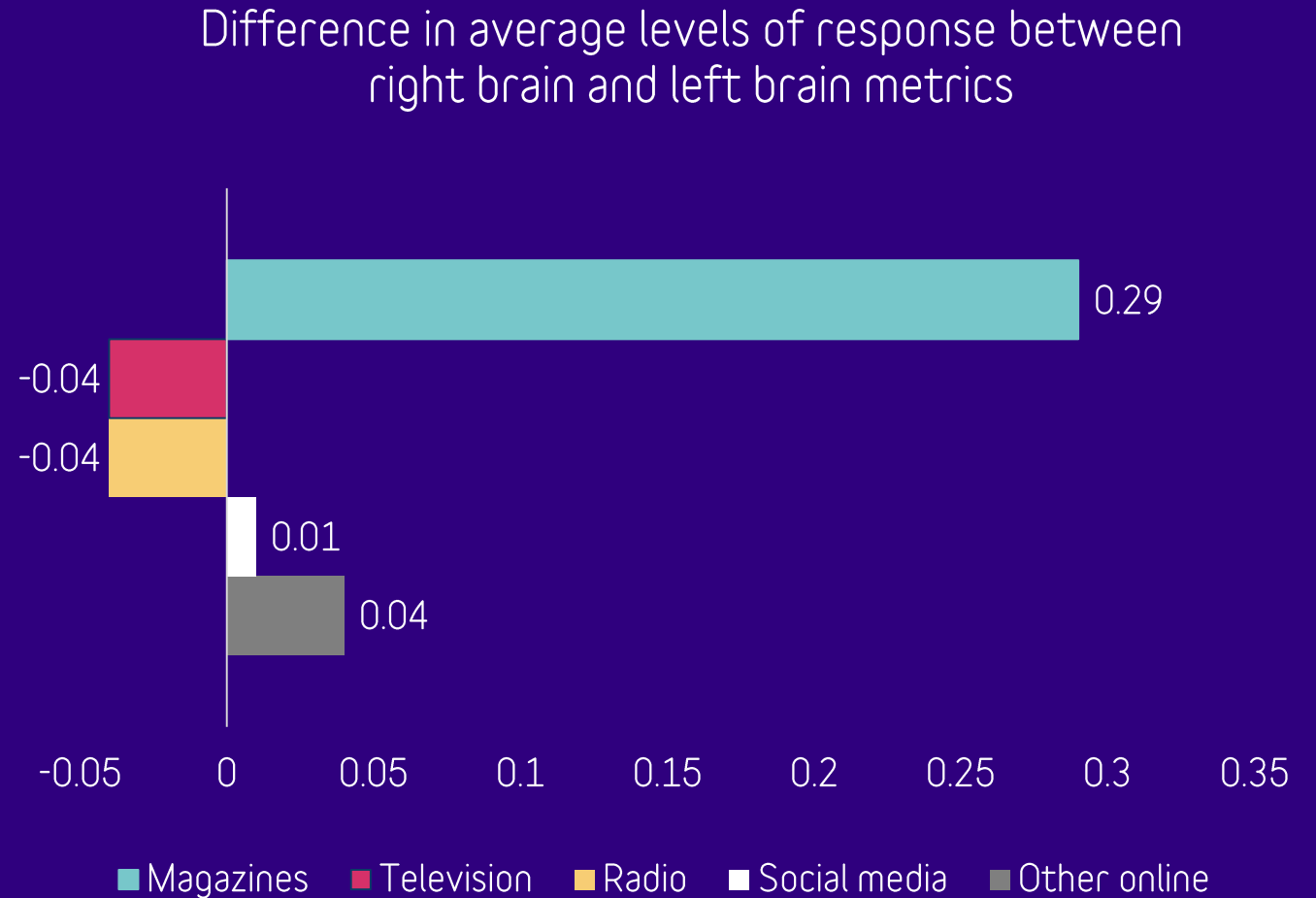
Left brain response

Right brain response



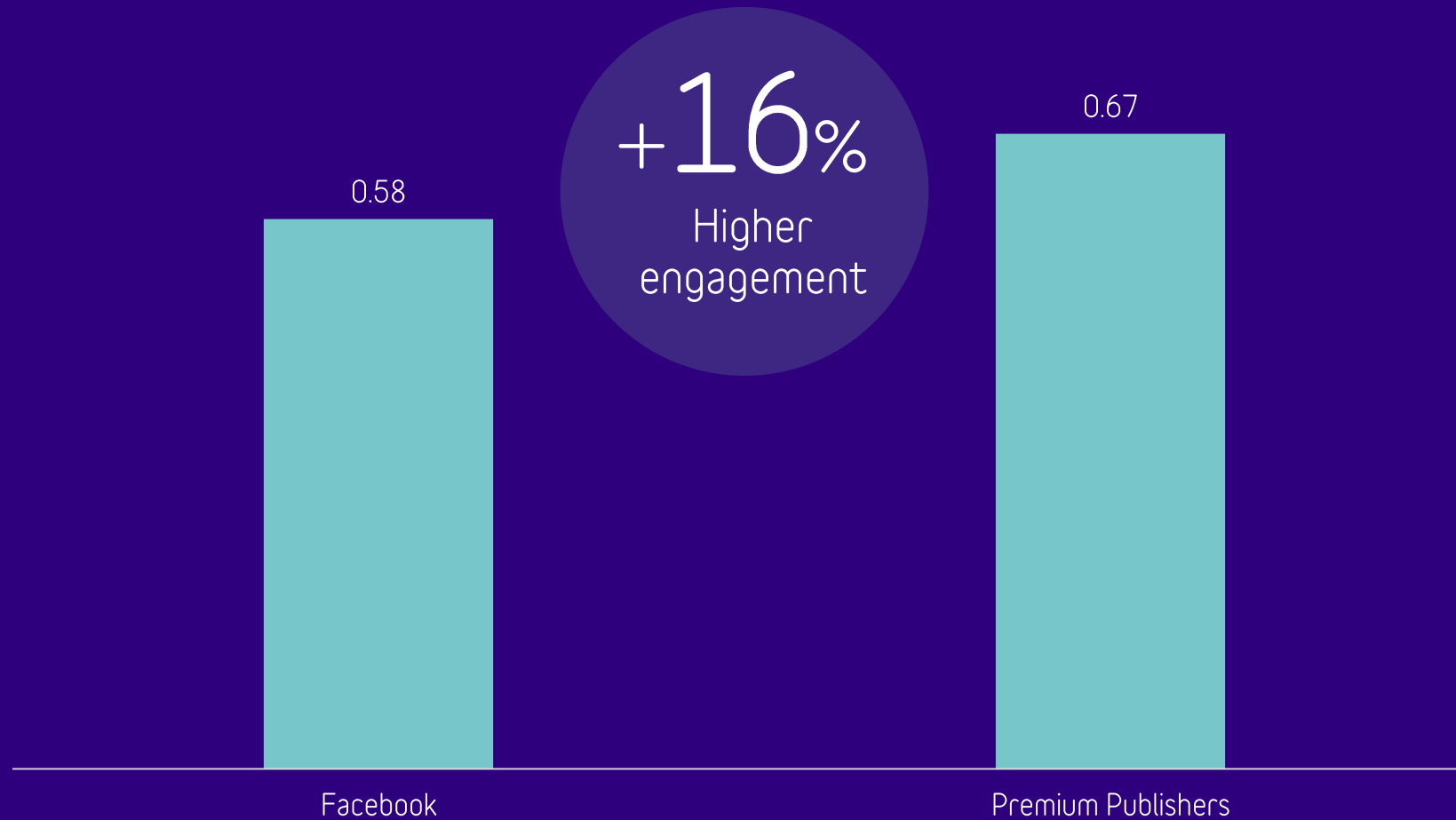
Magazines elicit a strong right brain response

- 19% stronger than TV
- 44% stronger than radio
- 25% stronger than social
- 17% stronger than other online



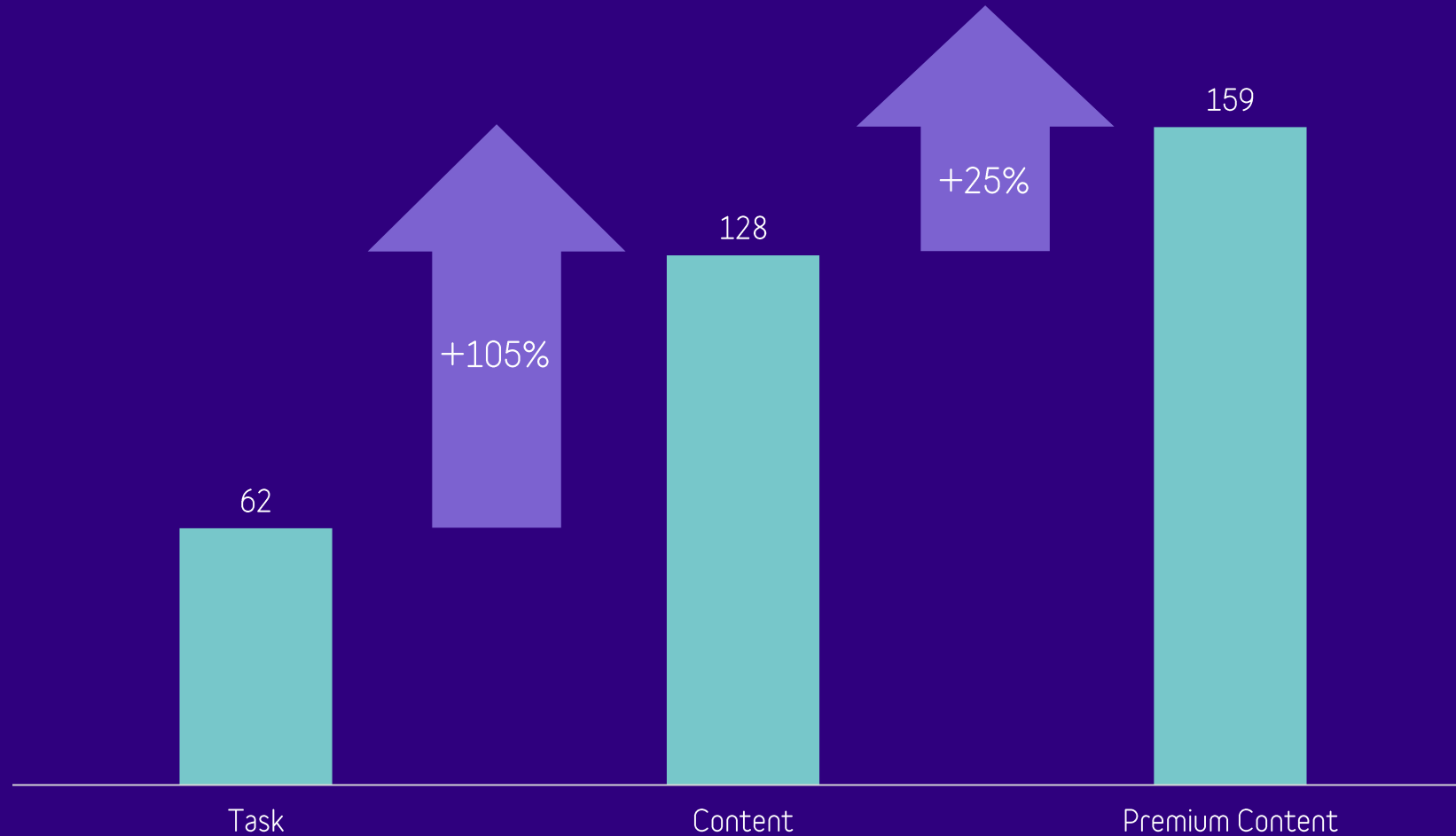


A measure of the content environment's level of personal relevance





Ads on premium content sites result in nearly three times more attention than task sites



“Long-term memory encoding in a consumer at the time of branding or a key message in an ad is one of the most powerful indicators of future commercial actions, such as purchase”



Prompted recall increases in line with the amount of attention the ad receives

