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ATTENTION ECONOMY

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**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

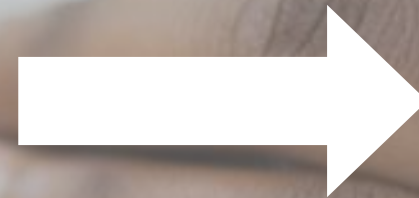
AND THE MOTIVE TO SCREEN ADVERTISING OUT



ATTENTION IS A METRIC THAT TRULY MATTERS



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



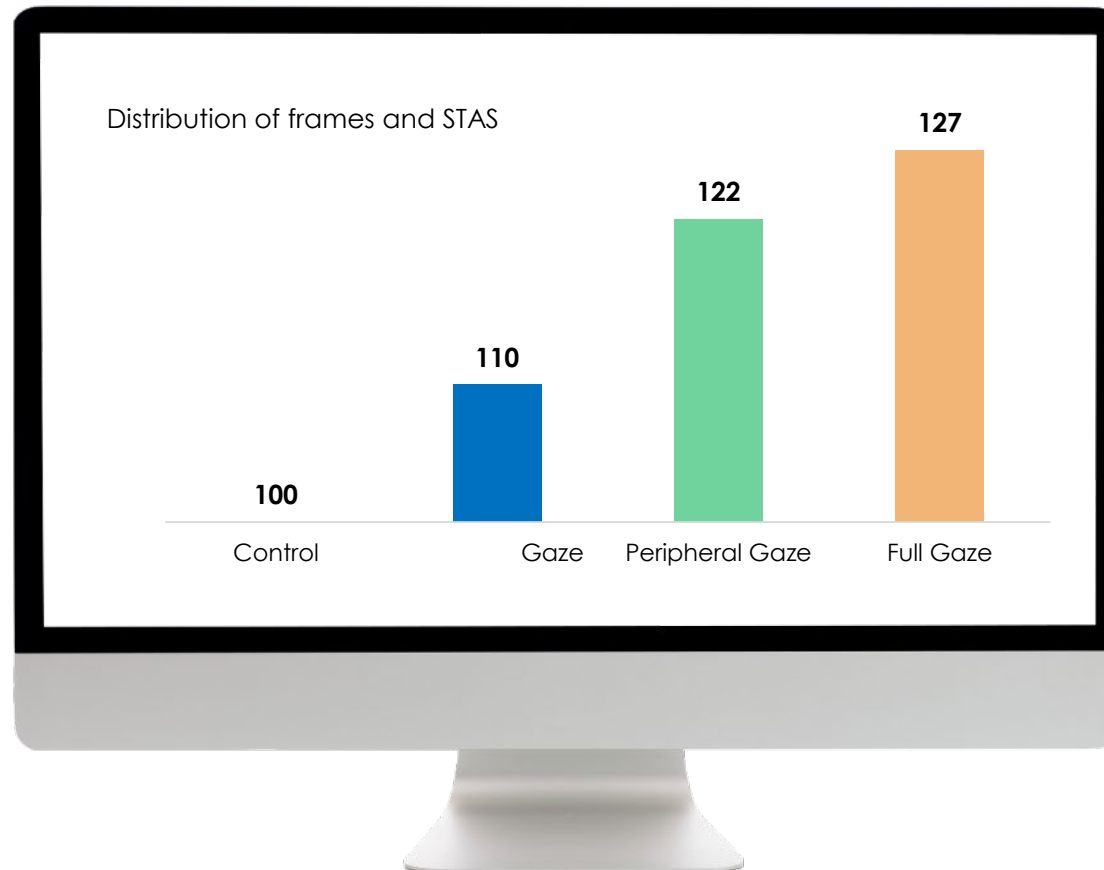
TWO HYPOTHESES

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 EXPERIENCE

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