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a smart eye company

Attention
beyond views for creative effectiveness

28 February 2024

Welcome

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What we will cover today

Attention as a currency in the advertising landscape

The attention challenge on the path to advertising success

Commanding attention beyond viewability

Attention as a currency in the advertising landscape

> " Attention is one of, if not the most, critical component of the ARF Model of Advertising Effectiveness but it is also one which has not been empirically studied

Scott McDonald
CEO and President, ARF

> " With attention shifting from tactic to strategy across global marketing practices, it is vital to understand exactly how these solutions work and their impacts on the industry
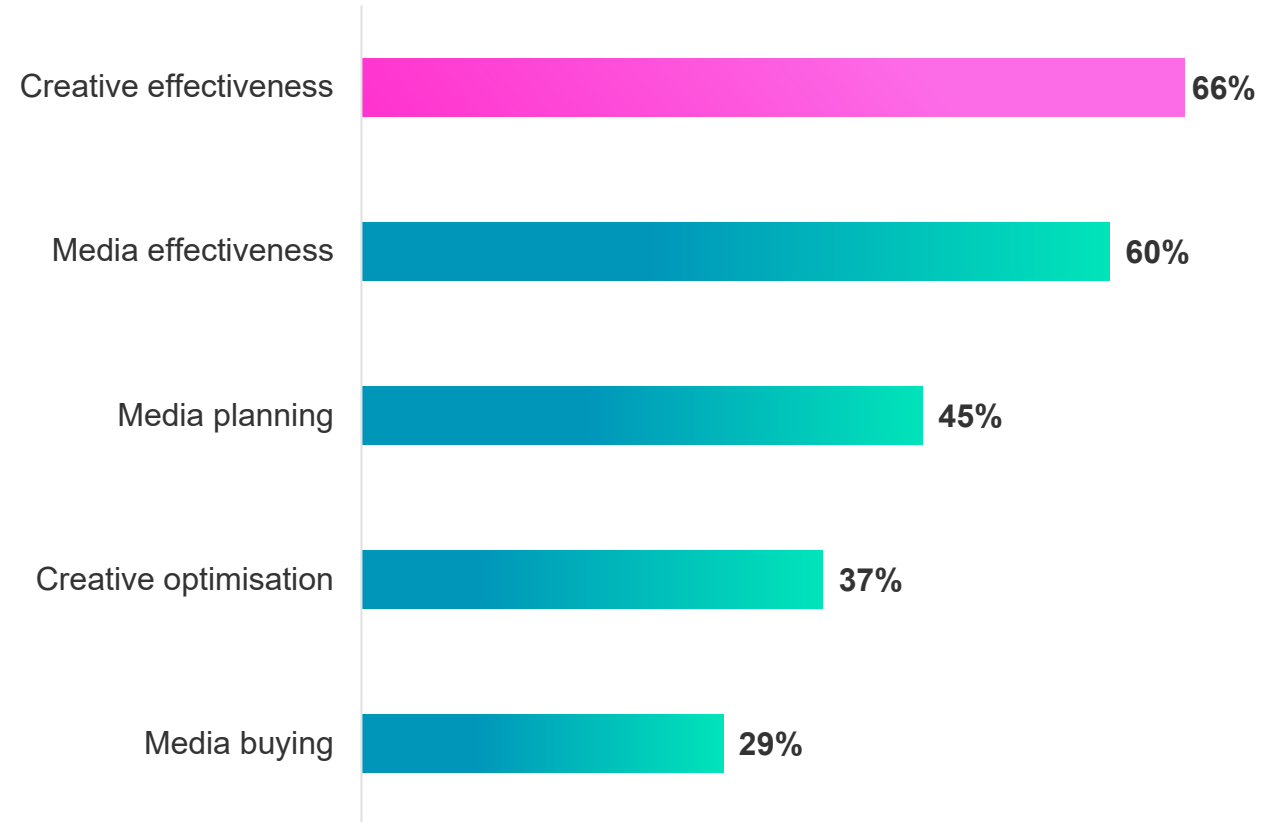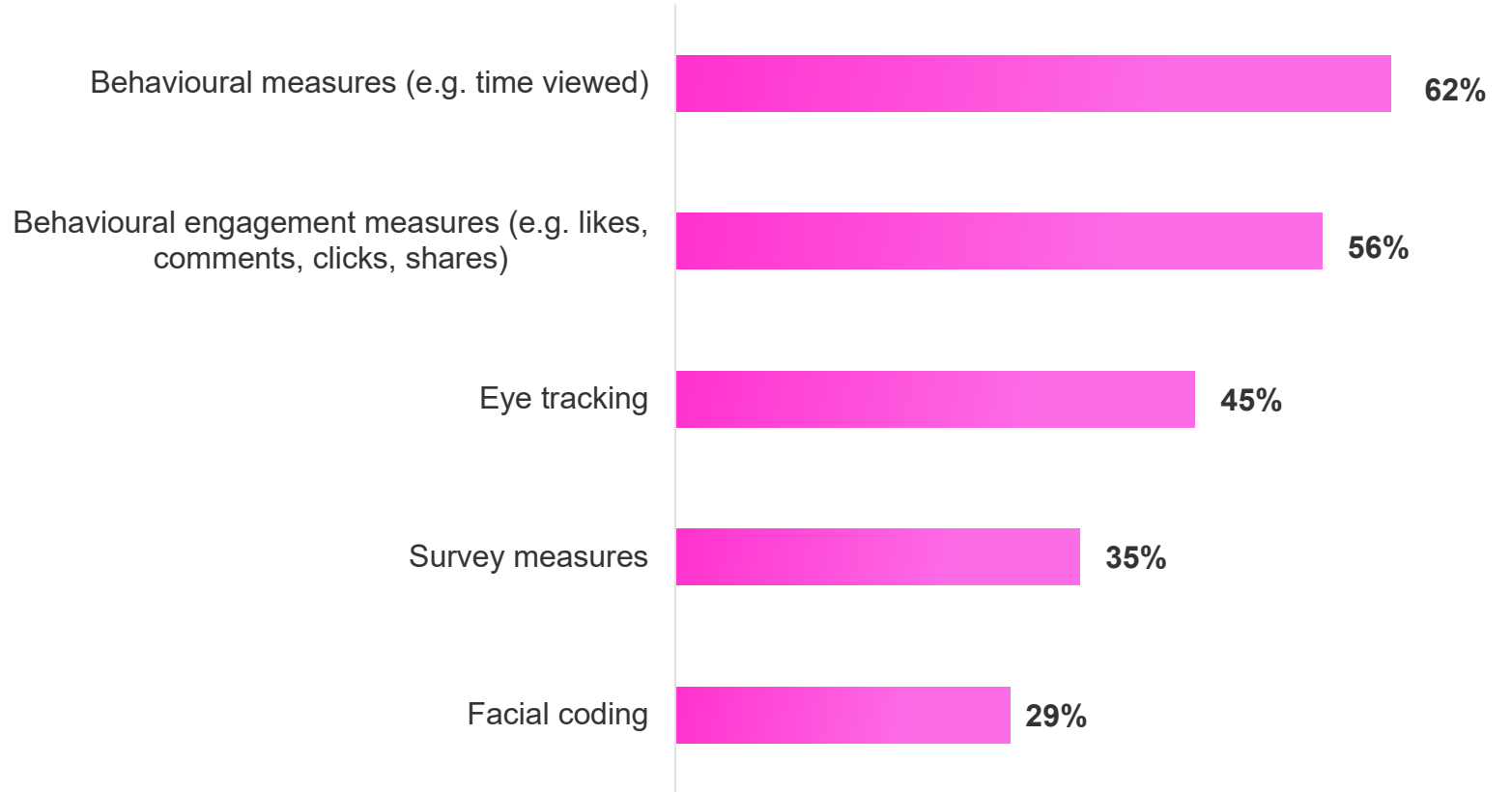
Greg Pharo
Global Senior Director for Coca-Cola

Marketers agree on the influence of **attention** **on creative effectiveness**
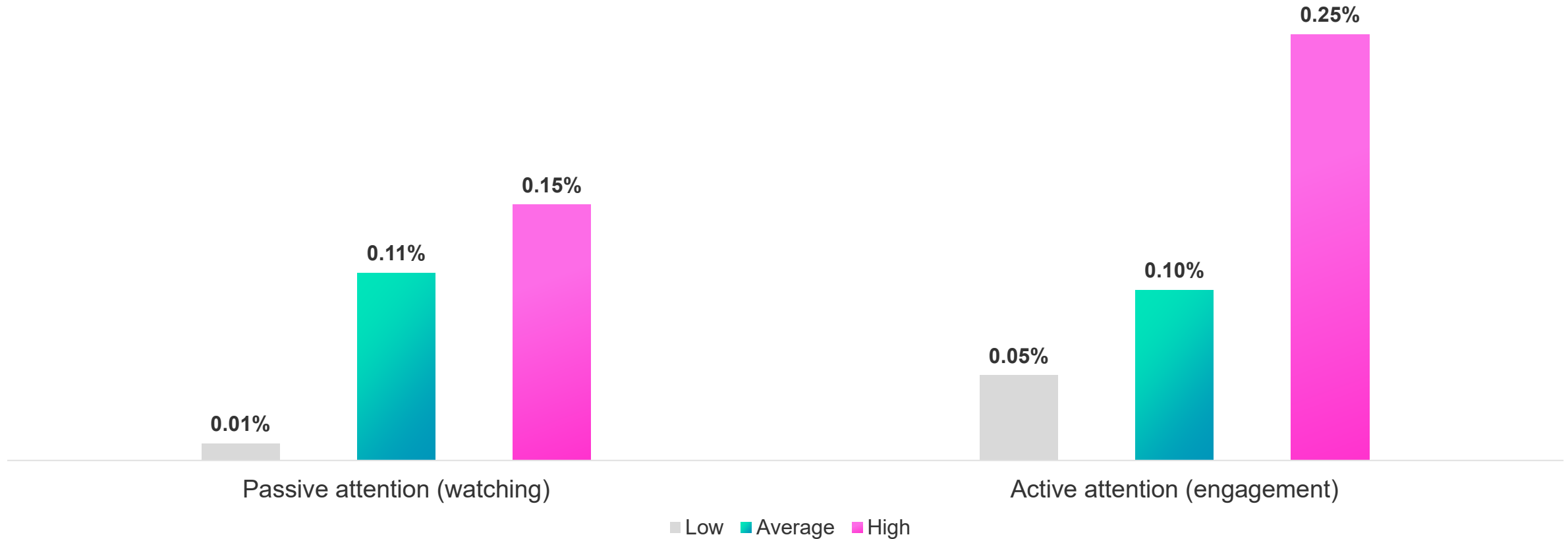
Creative effectiveness	66%
Media effectiveness	60%
Media planning	45%
Creative optimisation	37%
Media buying	29%

But there is still a need for attention measurement to go **beyond viewability**

Behavioural measures (e.g. time viewed) — **62%**

Behavioural engagement measures (e.g. likes, comments, clicks, shares) — **56%**

Eye tracking — **45%**

Survey measures — **35%**

Facial coding — **29%**

Source: Kantar Media Reactions 2023. Question: With which of these approaches are you most likely to measure Attention?

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Understanding the depth of attention takes the prediction of ad **effectiveness a step further…**

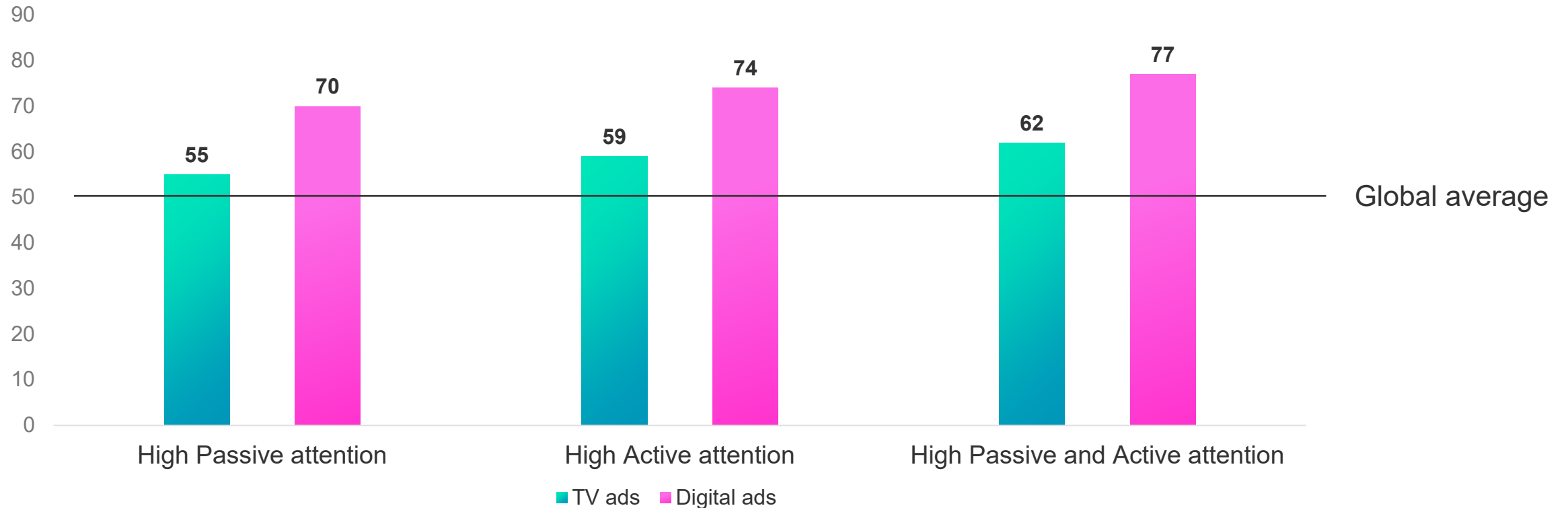**Average short-term sales value share increase by type of attention**

Passive attention (watching):
- Low: 0.01%
- Average: 0.11%
- High: 0.15%

Active attention (engagement):
- Low: 0.05%
- Average: 0.10%
- High: 0.25%

Legend: ■ Low ■ Average ■ High

...and **Active attention** becomes even a better indicator when combined with **survey metrics**

Average short-term sales value share increase

0.93%

0.31%

-0.11%

STSL (Active attention + Attitude)

■ Low ■ Average ■ High
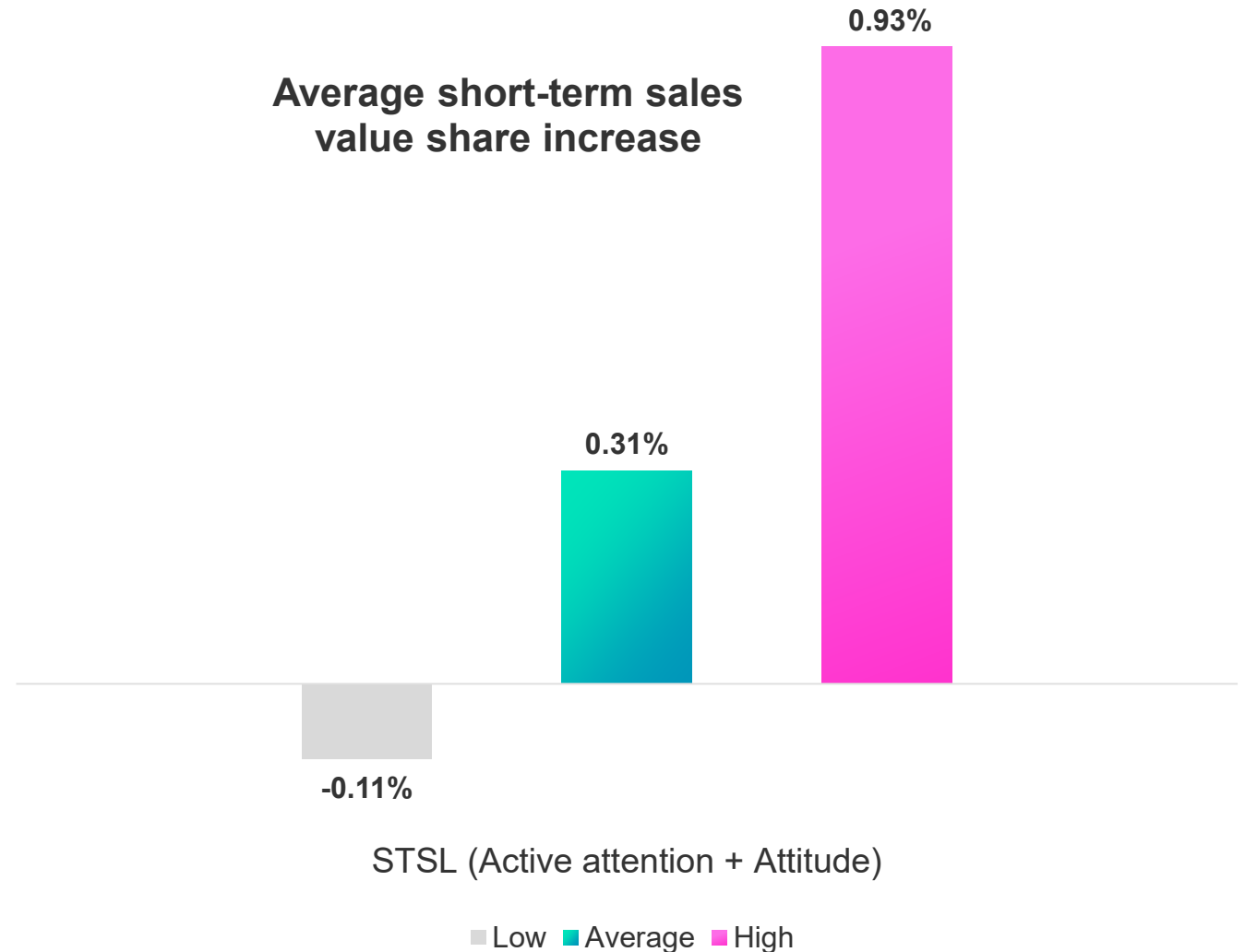
Optimising your ad to command attention is even more vital for digital advertising
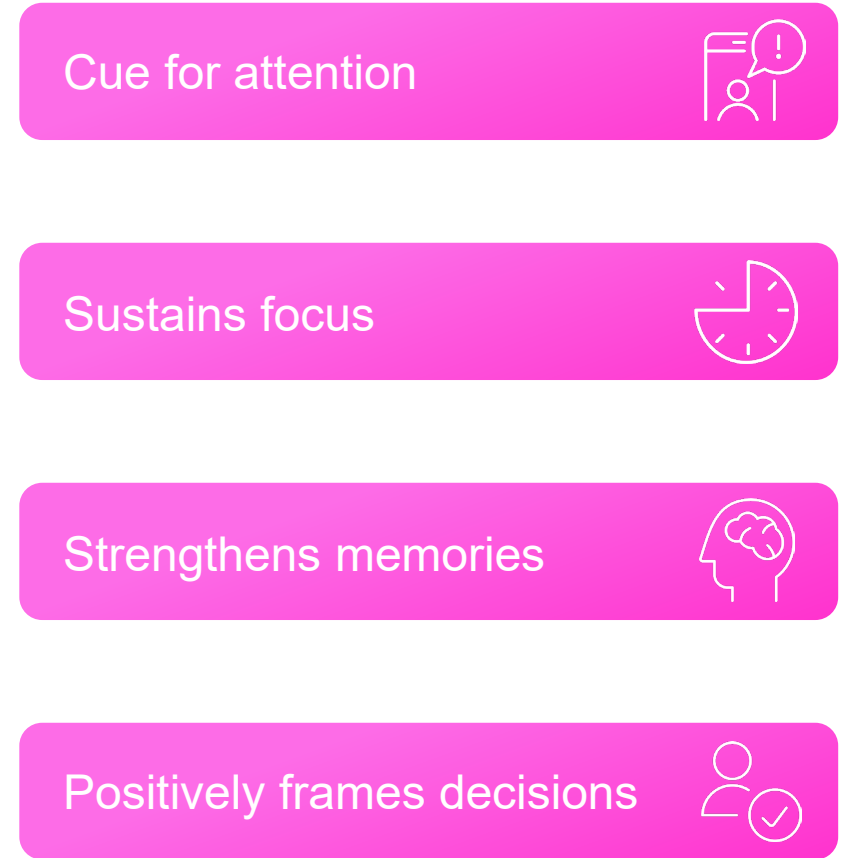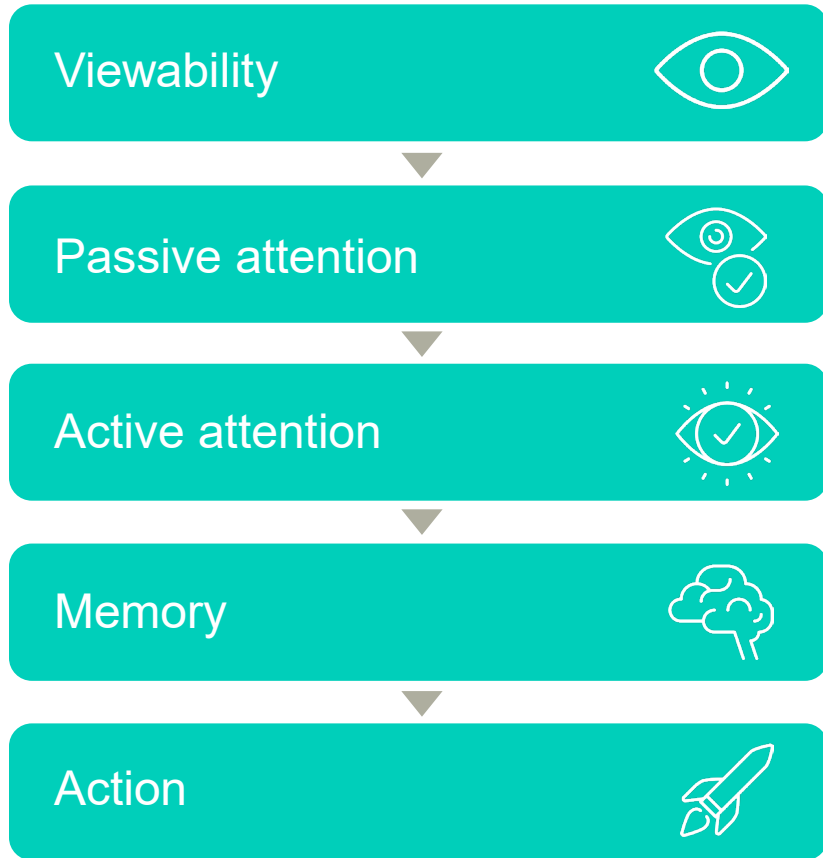
Average Short-term Sales Likelihood (STSL) percentiles

Global average

	High Passive attention	High Active attention	High Passive and Active attention
TV ads	55	59	62
Digital ads	70	74	77

■ TV ads ■ Digital ads

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The attention challenge on the path to advertising success

Attention's role in advertising is heavily influenced by emotion

Viewability

Passive attention

Active attention

Memory

Action

Attention's role in advertising is heavily influenced by emotion

Viewability

Passive attention

Active attention

Memory

Action

Emotion

Cue for attention

Sustains focus

Strengthens memories

Positively frames decisions
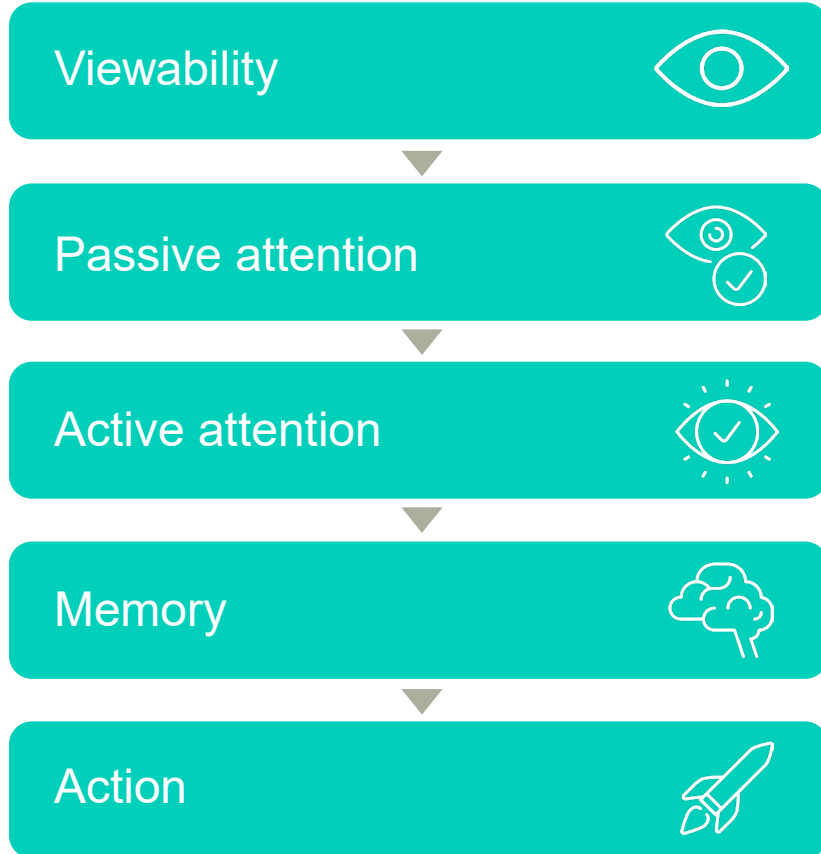
Unparalleled measurement of distraction signals results in a step forward in attention measurement

Head pitch and yaw

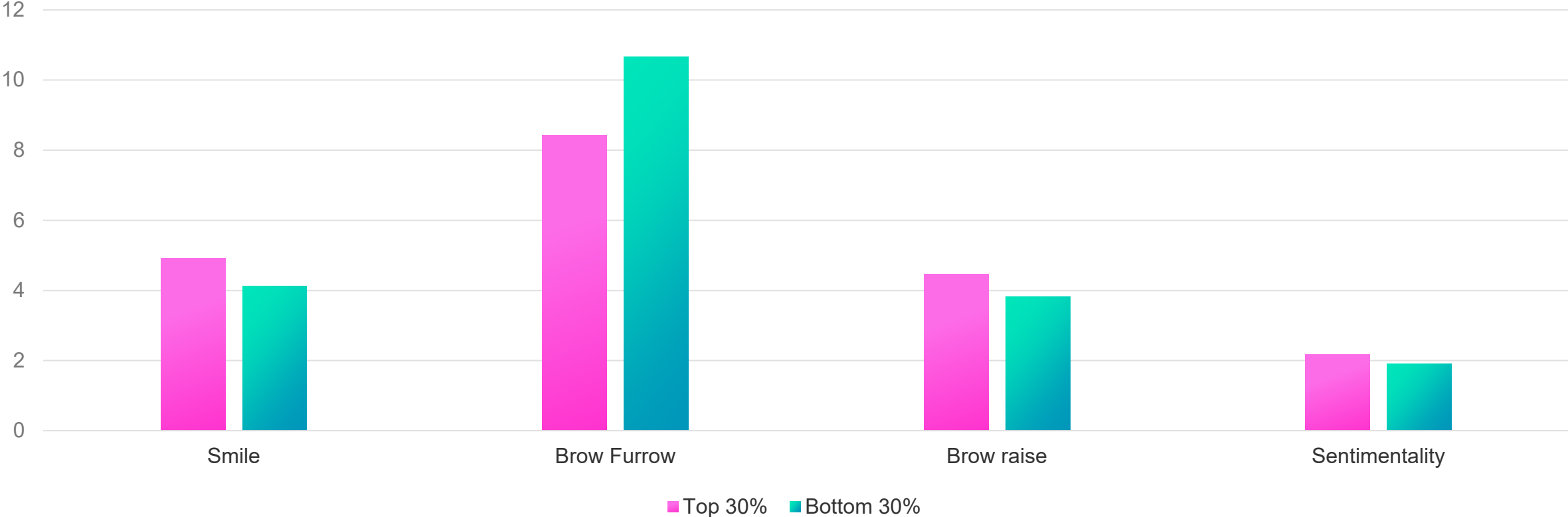Calibrationless gaze vectors
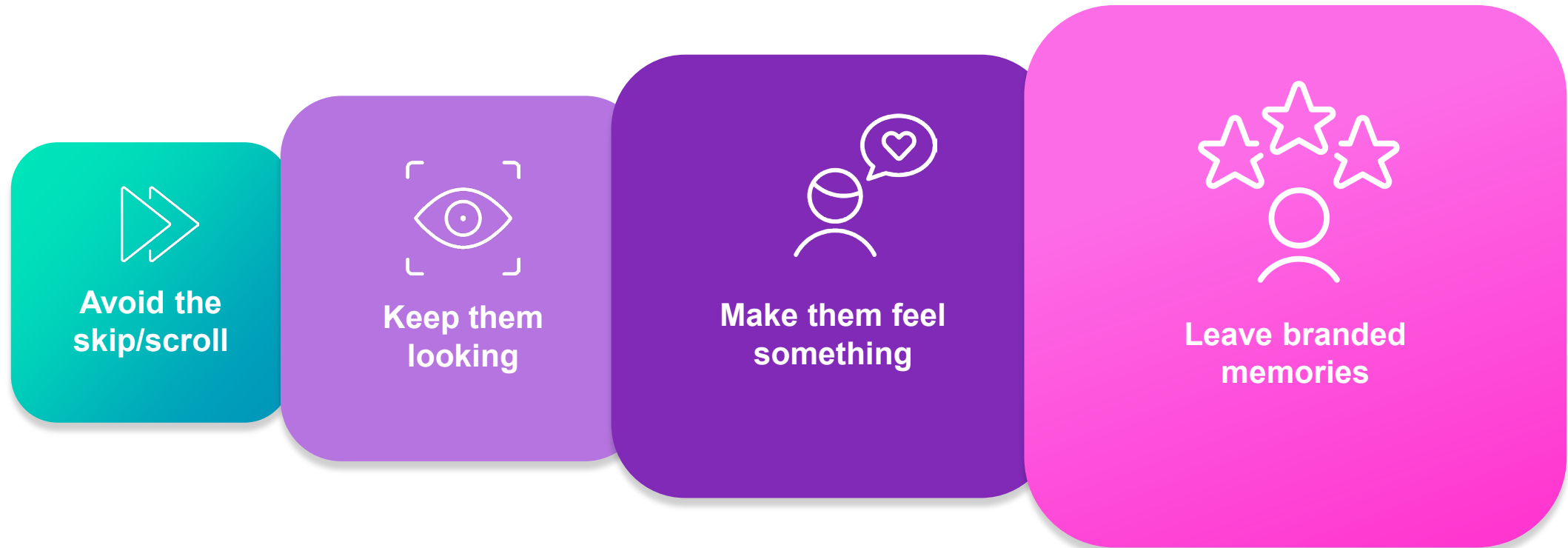
Speech detection

Drowsiness

Facial occlusion

Unique flexibility & scalability:
Webcam or mobile, calibrationless,
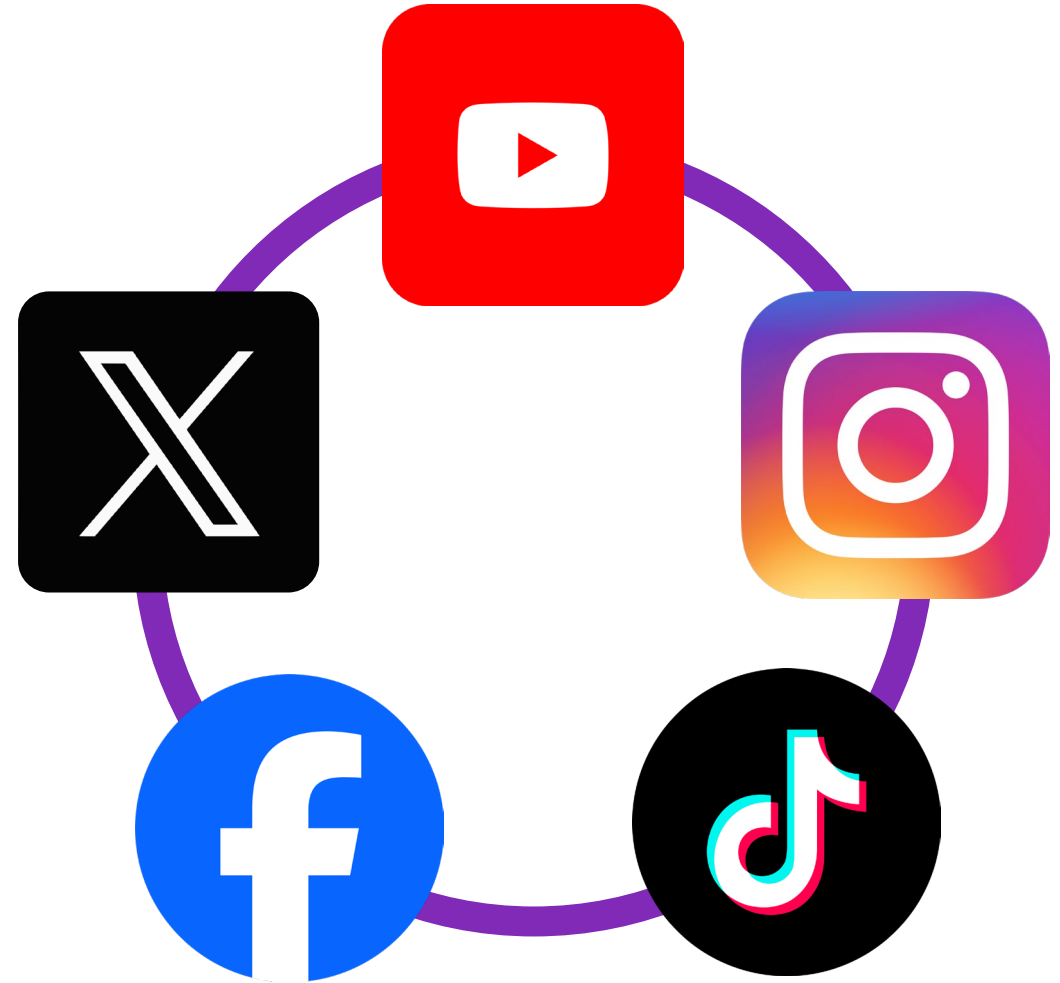& allows for off-center viewing angles

Head movement desktop
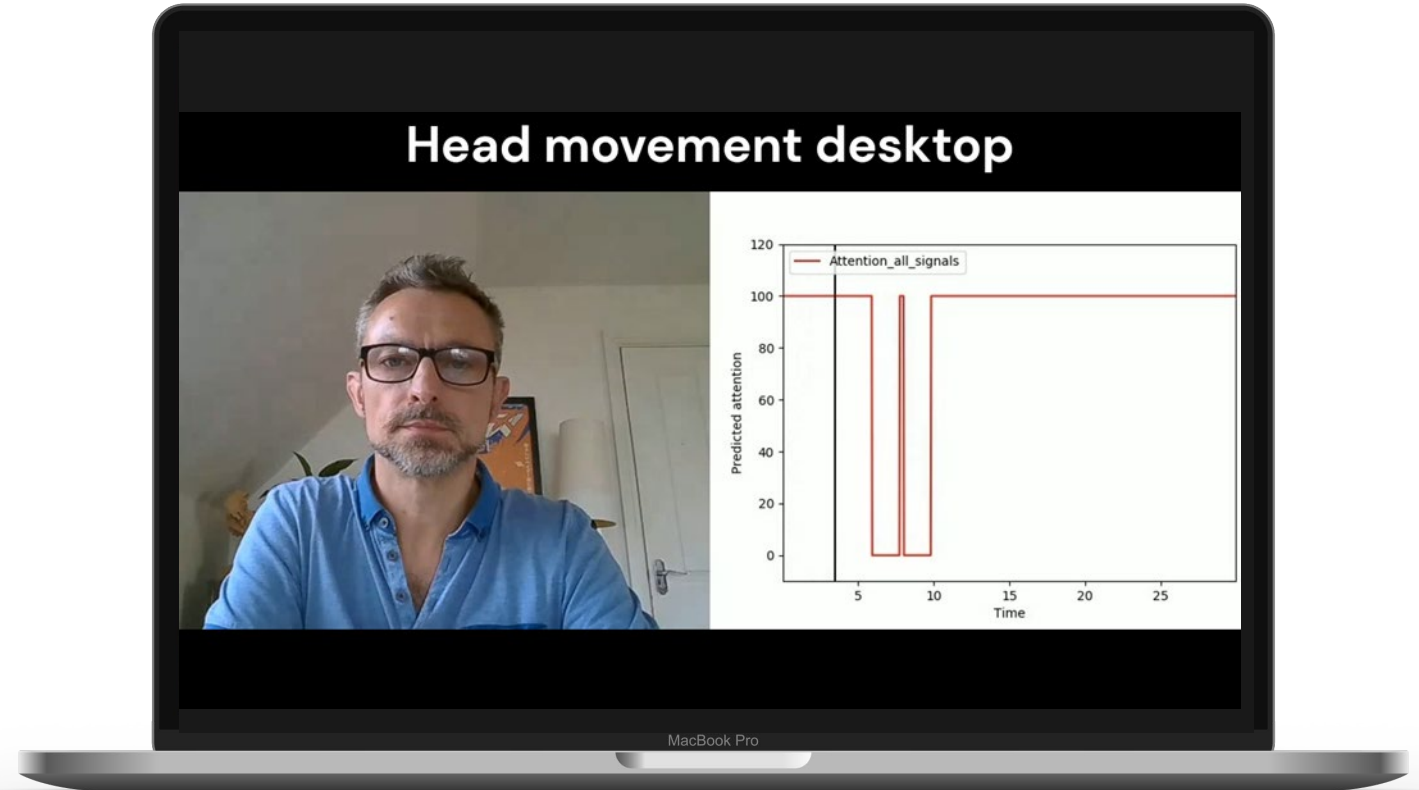
Ads contributing to brand equity are more diverse in emotional palette, while the weaker ones are dominated by Brow Furrow

Top 30% Bottom 30%
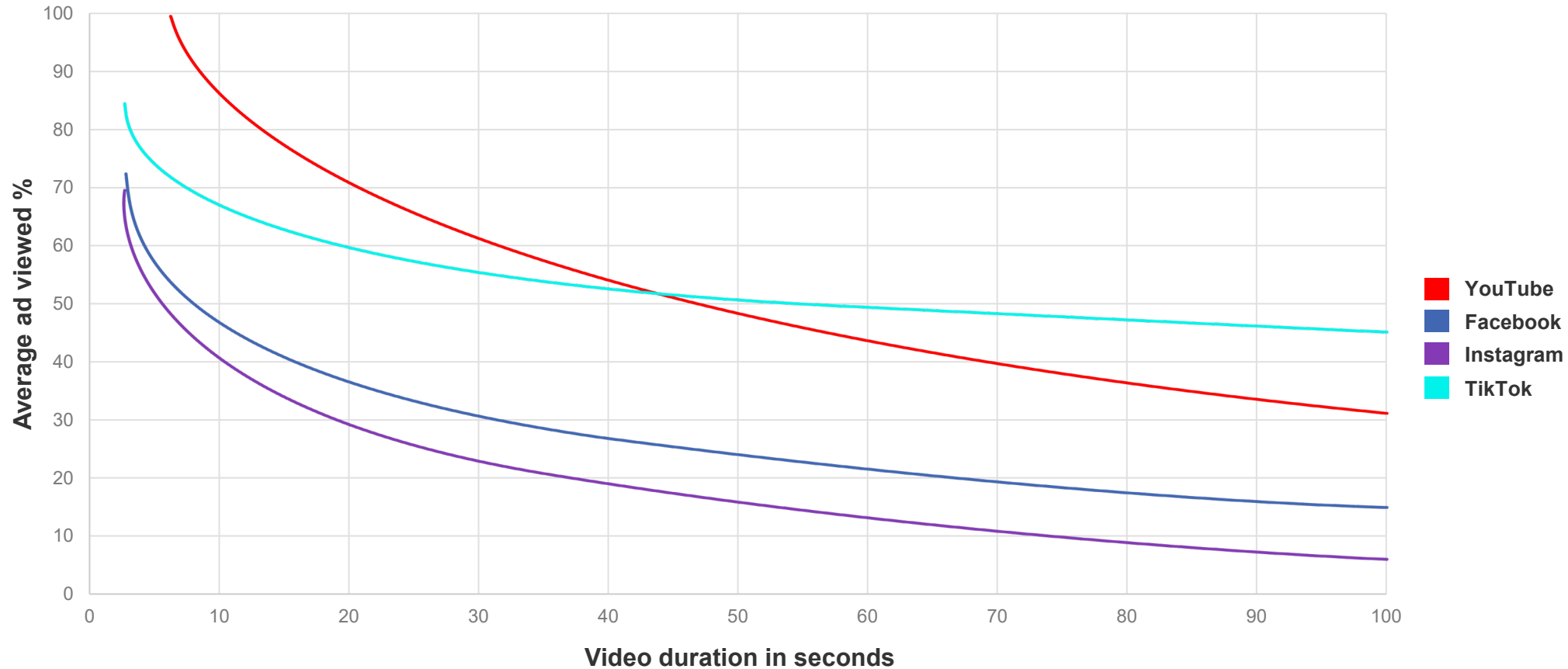
The path to advertising success in an online world

Avoid the skip/scroll
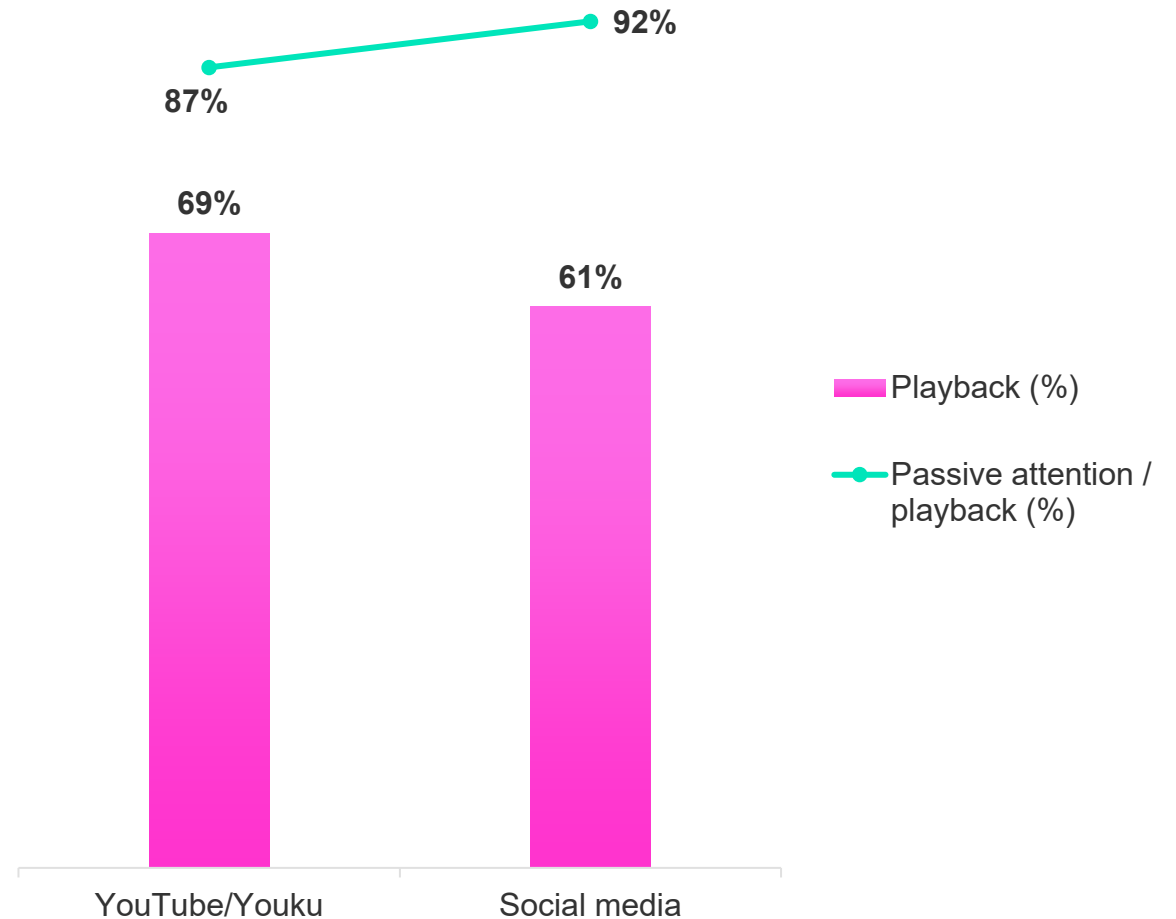
Keep them looking

Make them feel something

Leave branded memories

One size does not fit all, and not all attention created equal

Don't make digital videos longer than they need to be

**Average ad viewed %** (y-axis, 0 to 100)

Video duration in seconds (x-axis, 0 to 100)

Legend:
- YouTube (red)
- Facebook (blue)
- Instagram (purple)
- TikTok (cyan)

Source: Kantar LINK database

Stopping the scroll might be a harder task on social media but **visibility doesn't always mean watched**

92%

87%

69%

61%

- Playback (%)
- Passive attention / playback (%)

YouTube/Youku

Social media

Looking does not mean engaging –
Active attention is independent of passive attention

No relationship between Active and Passive attention
(All formats)

Active attention: Playback ratio (y-axis, 0 to 0.4)
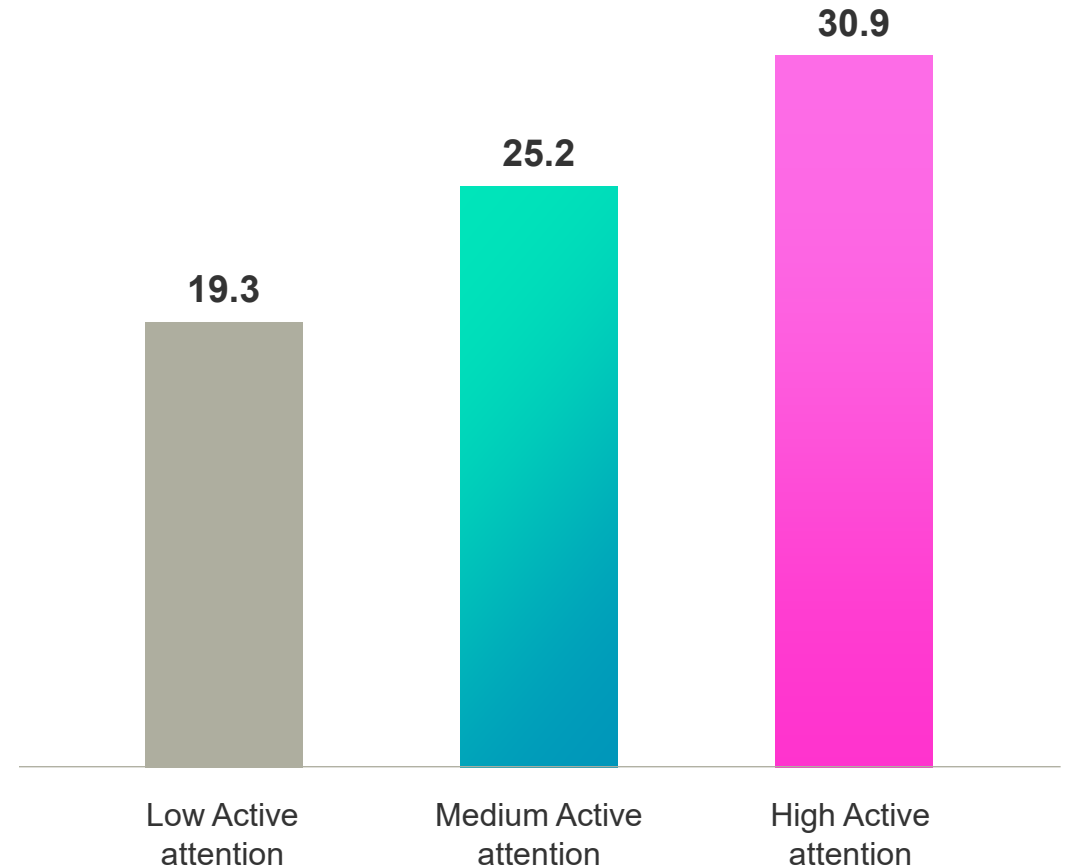Passive attention: Playback ratio (x-axis, 0.65 to 1)
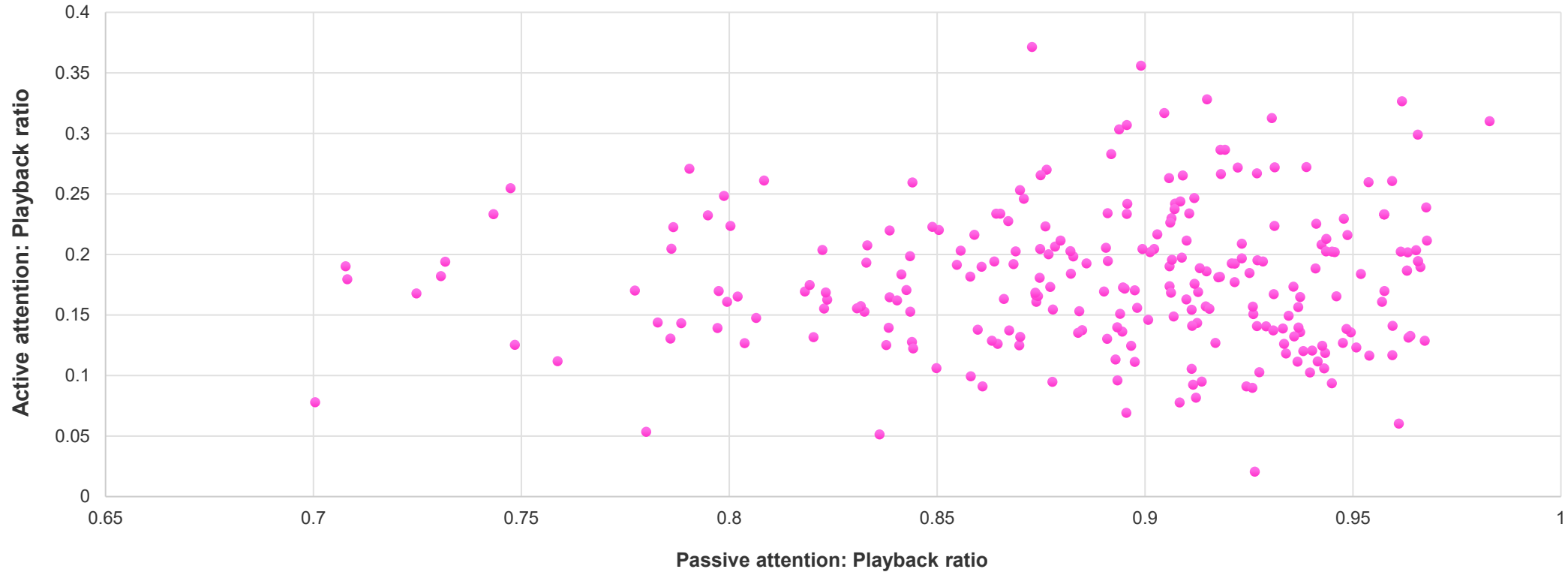
Ads intended for IG and FB are more inclined to keep the audience watching, whereas ads for YouTube and TikTok generate higher emotional engagement
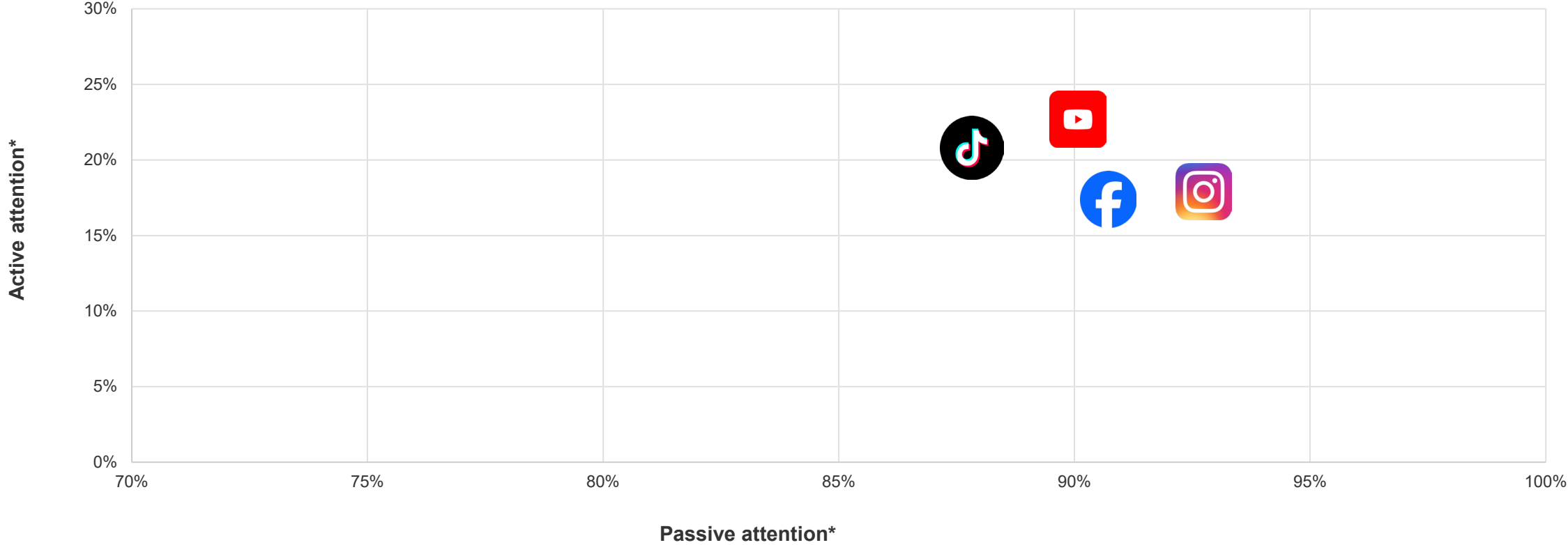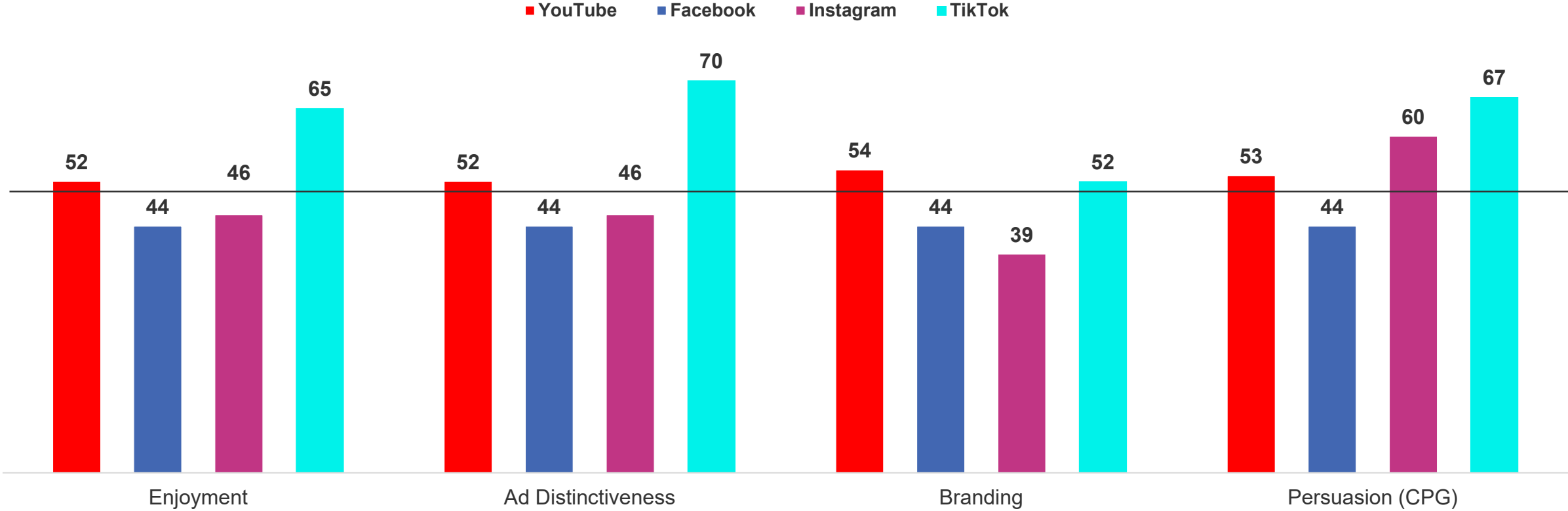

*Conversion rate from Playback

Ad length relates differently to active attention: Longer ads tend to generate more Active attention
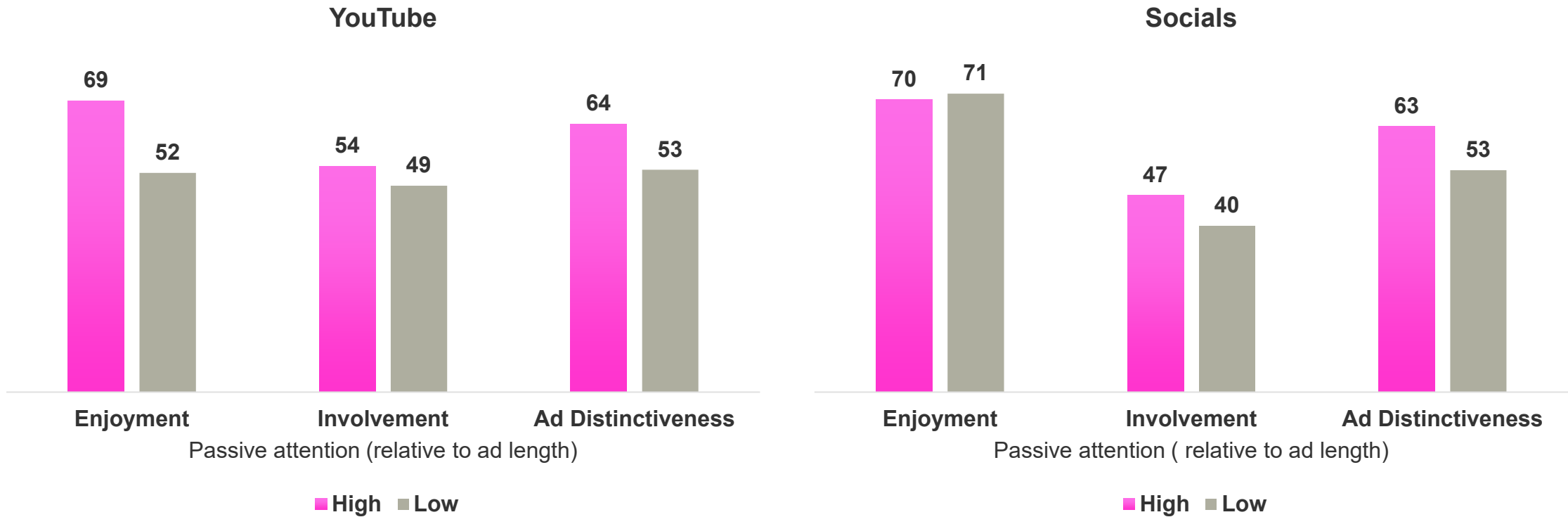
Average ad length (seconds) by levels of Active attention

Low Active attention	Medium Active attention	High Active attention
19.3	25.2	30.9

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Tailoring is key, and advertisers have been applying this better for certain channels

Legend: ■ YouTube ■ Facebook ■ Instagram ■ TikTok

Enjoyment: YouTube 52, Facebook 44, Instagram 46, TikTok 65

Ad Distinctiveness: YouTube 52, Facebook 44, Instagram 46, TikTok 70

Branding: YouTube 54, Facebook 44, Instagram 39, TikTok 52

Persuasion (CPG): YouTube 53, Facebook 44, Instagram 60, TikTok 67

Source: Link DB global norms

Attention is influenced by distinctiveness, but enjoyable content matters more for YouTube

YouTube

Enjoyment: High 69, Low 52
Involvement: High 54, Low 49
Ad Distinctiveness: High 64, Low 53

Passive attention (relative to ad length)

High ■ Low

Socials

Enjoyment: High 70, Low 71
Involvement: High 47, Low 40
Ad Distinctiveness: High 63, Low 53

Passive attention (relative to ad length)

High ■ Low

Commanding attention beyond viewability

Uber's witty campaign to drive attention to their train booking service
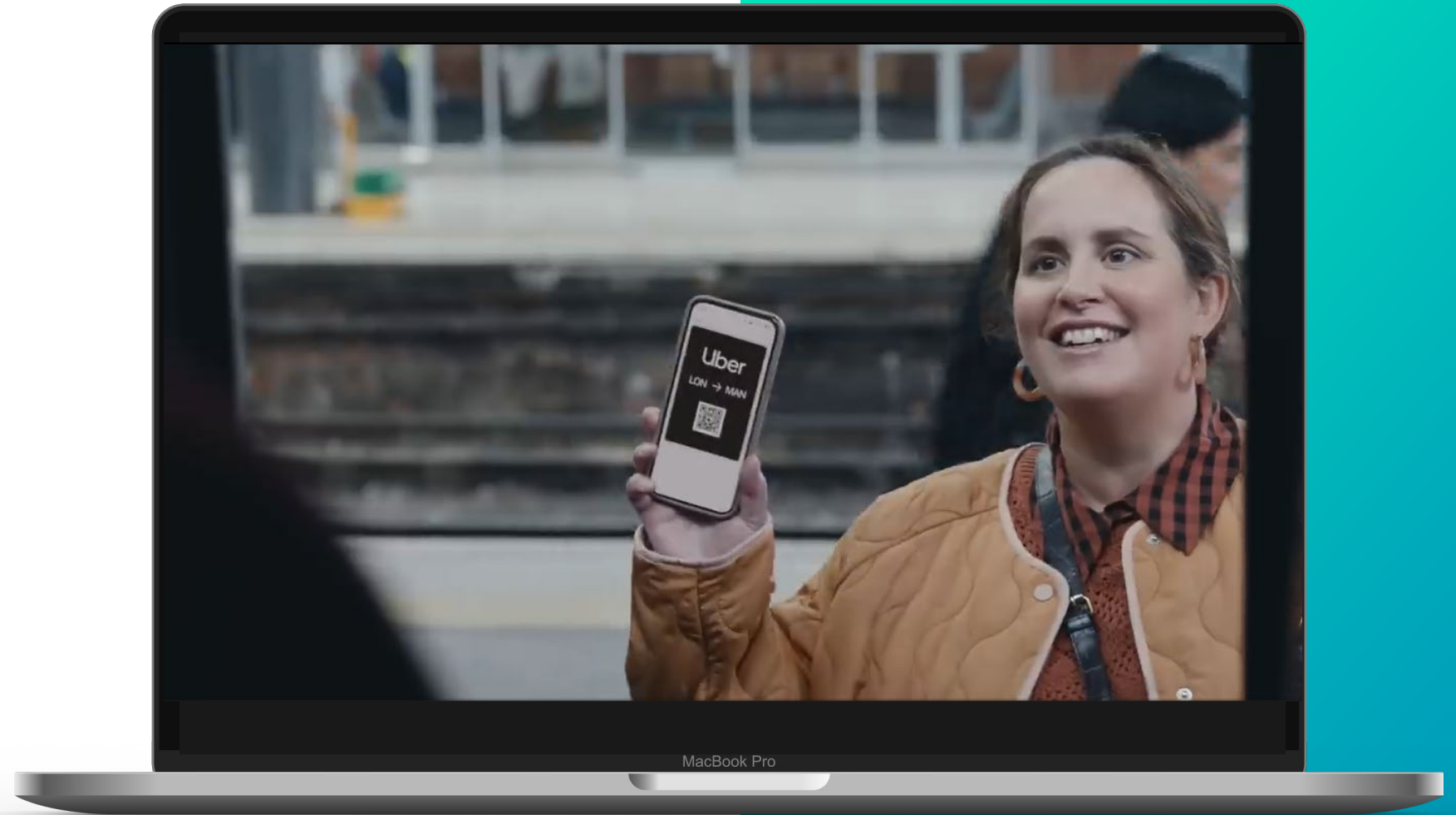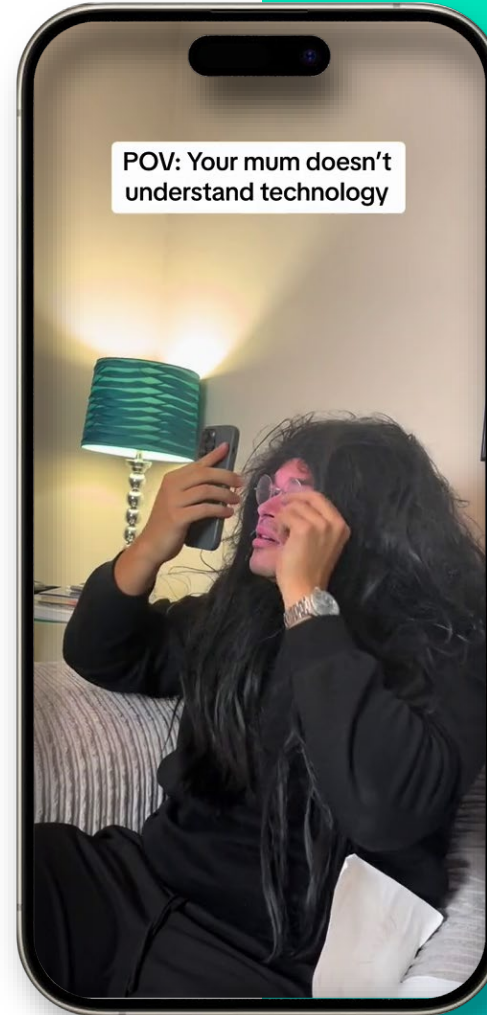
Uber | YouTube
Using humour through Uber users' lingo
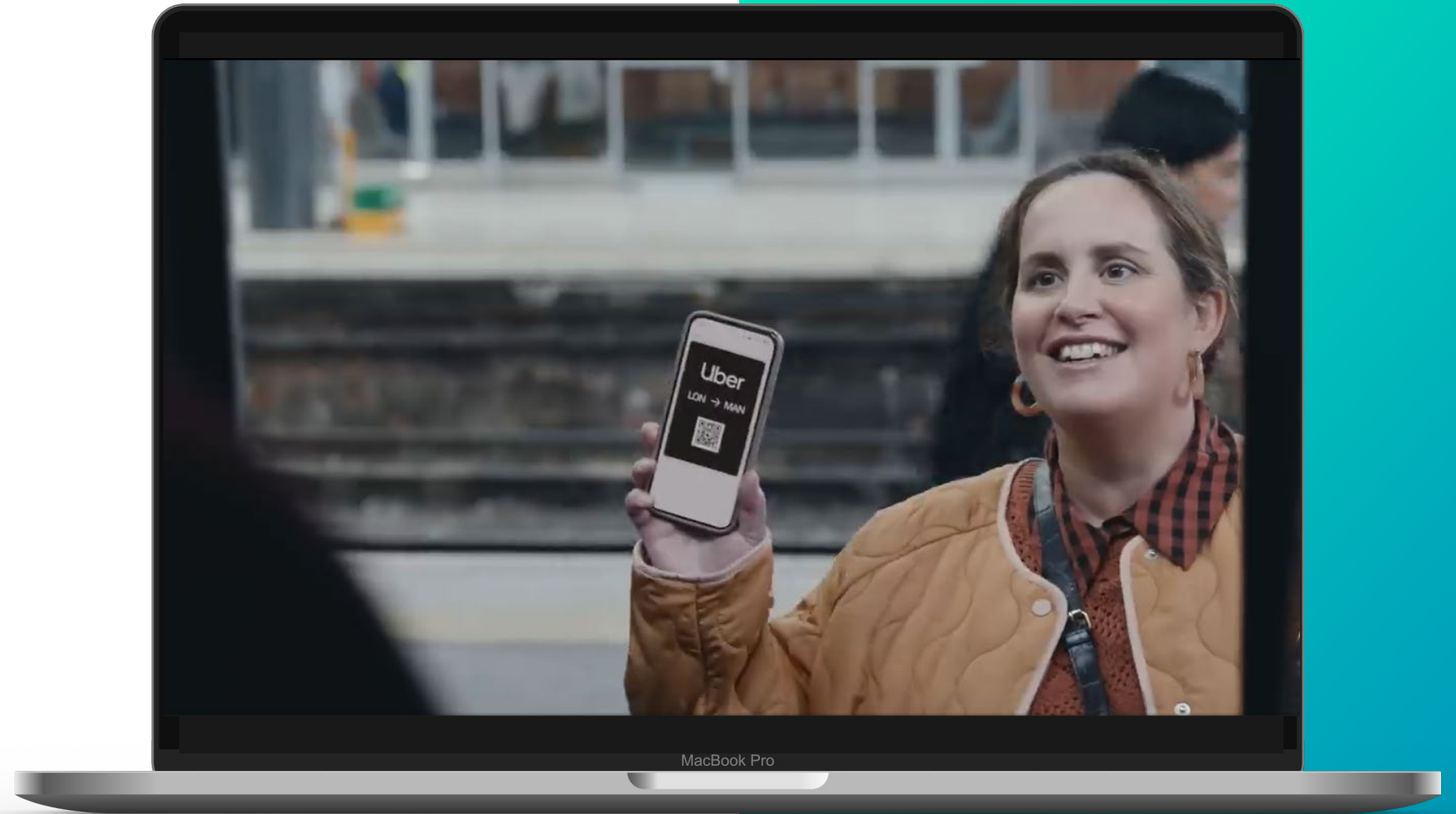
Uber | YouTube
'Trains, now on Uber', Gina

Uber | TikTok
Reaching the audience through humour that is tailored to the platform
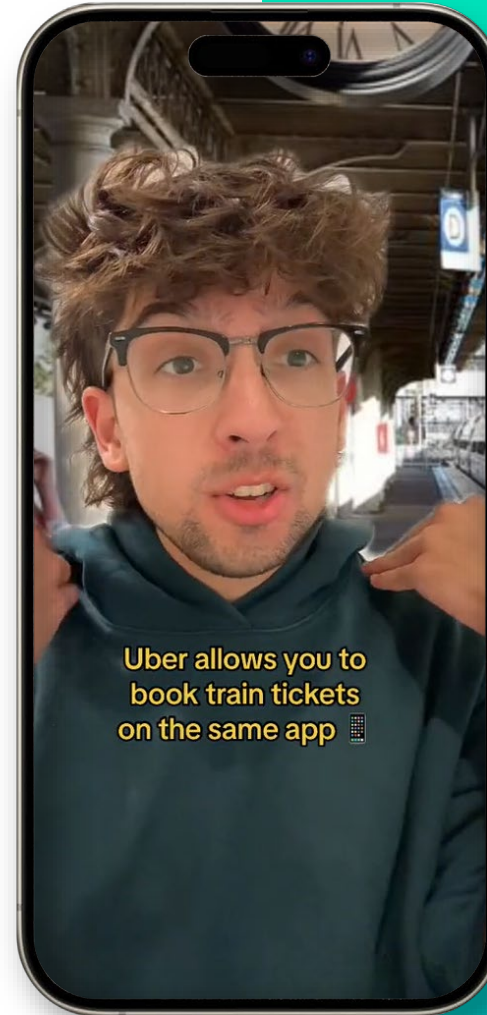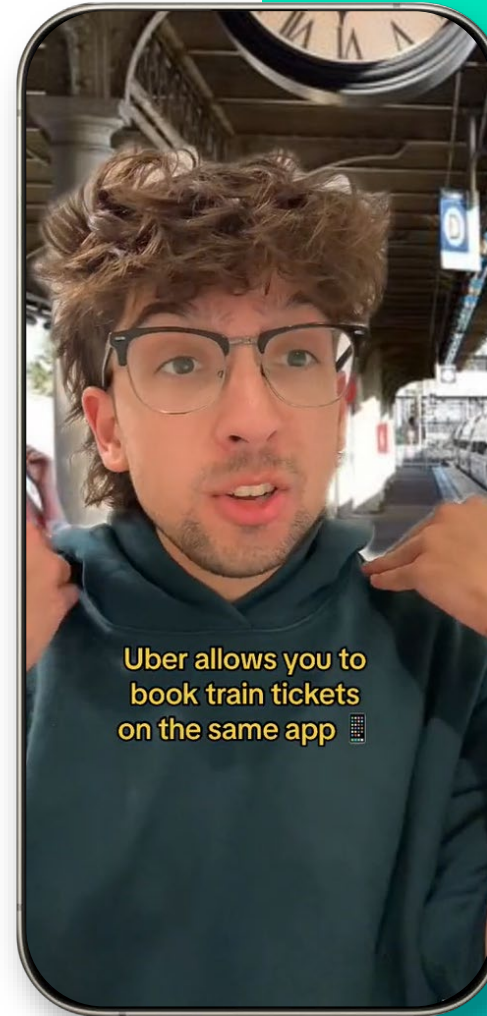
Uber | TikTok

'Trains, now on Uber', JackJoseph

Uber | TikTok
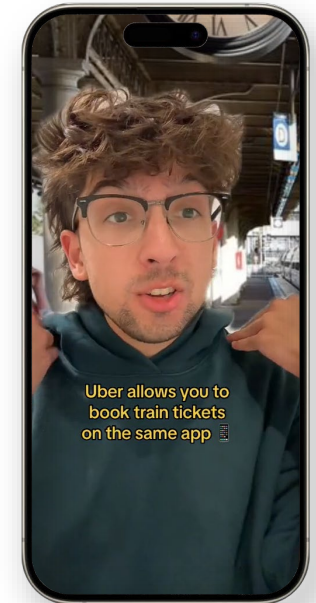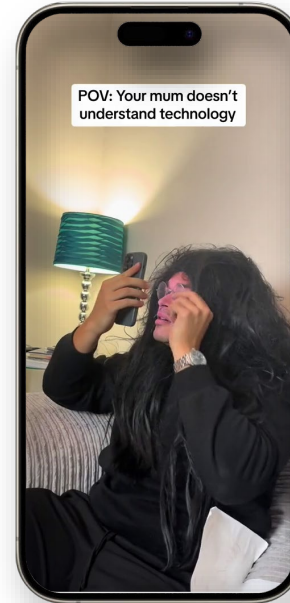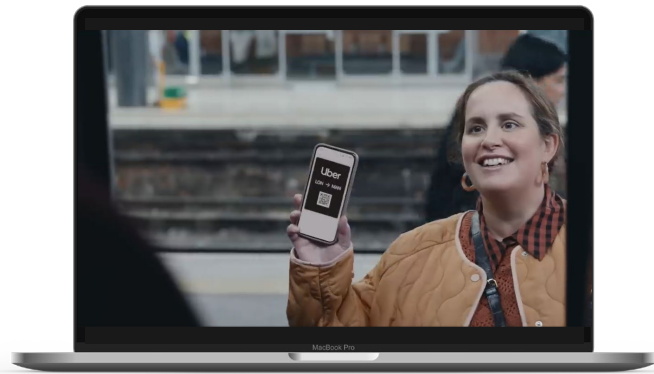Choosing the influencer that fits the creative objective
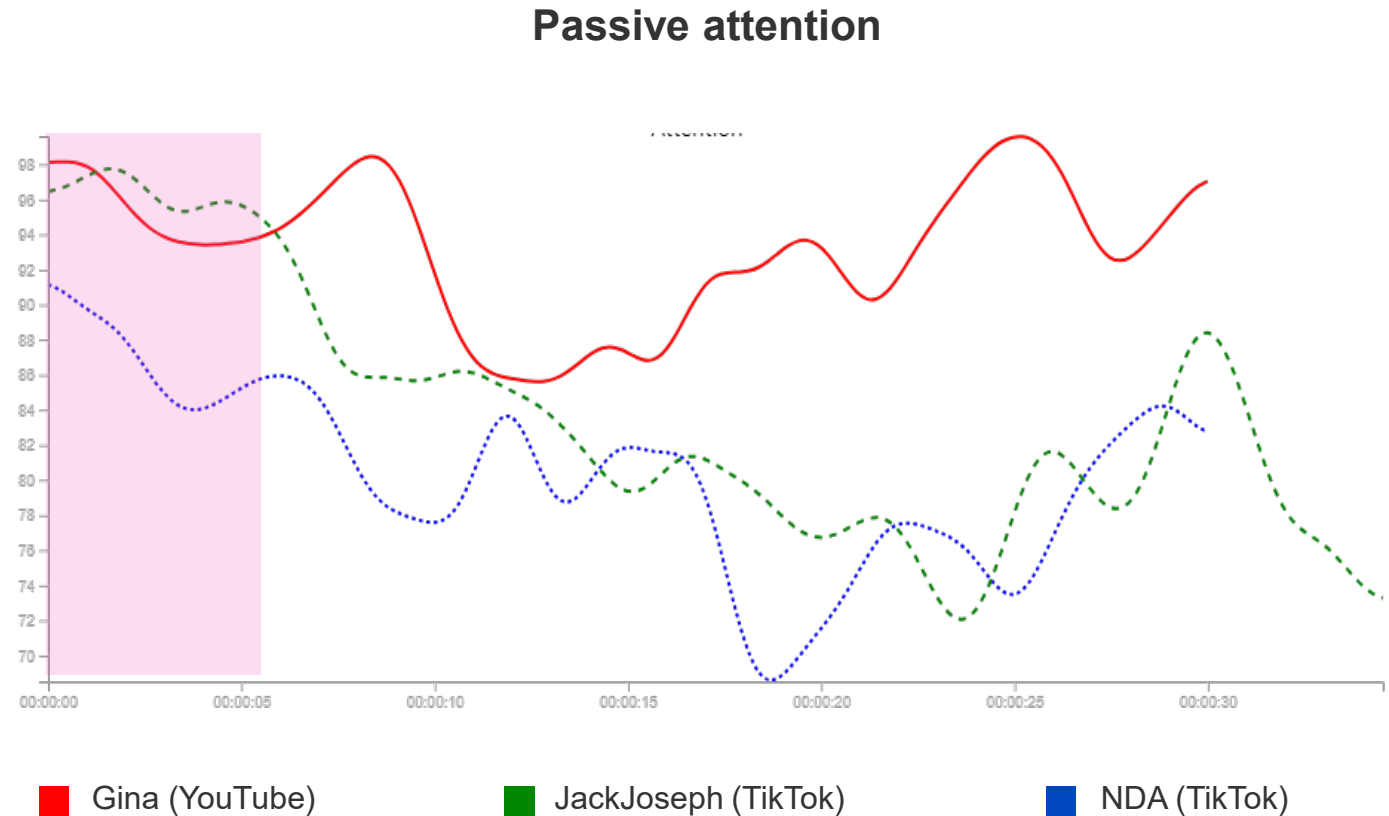
Uber | TikTok
'Trains, now on
Uber', NDA

'Trains, now on Uber' campaign: Tailoring to success

Impact	Top 40	Top 40	Top 20
Brand Difference	Top 20	Top 10	Top 15
Ad Distinctiveness	Top 20	Top 10	Top 25

Humour and intrigue set up by initial forced exposure lead to stronger attention among those who played the ad for Gina

Passive attention
(conversion from playback)

93% Uber - Gina
87% YouTube norm

Passive attention
(conversion from playback)

87% Uber - Jack Joseph
83% Uber - NDA
92% Social Norm

Passive attention

Attention

- 🟥 Gina (YouTube)
- 🟩 JackJoseph (TikTok)
- 🟦 NDA (TikTok)

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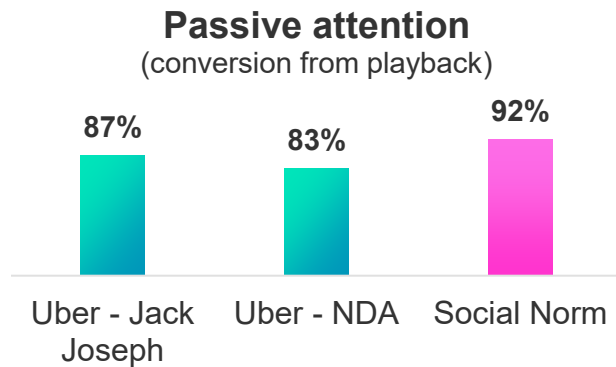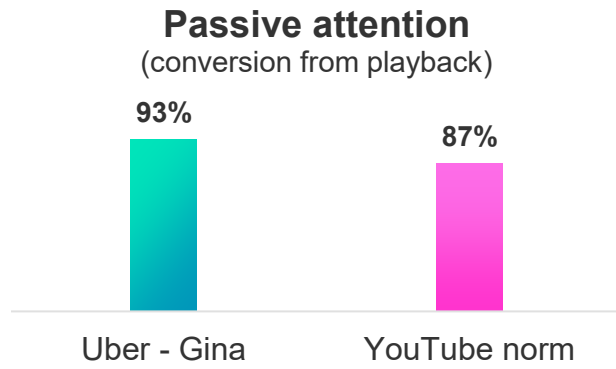
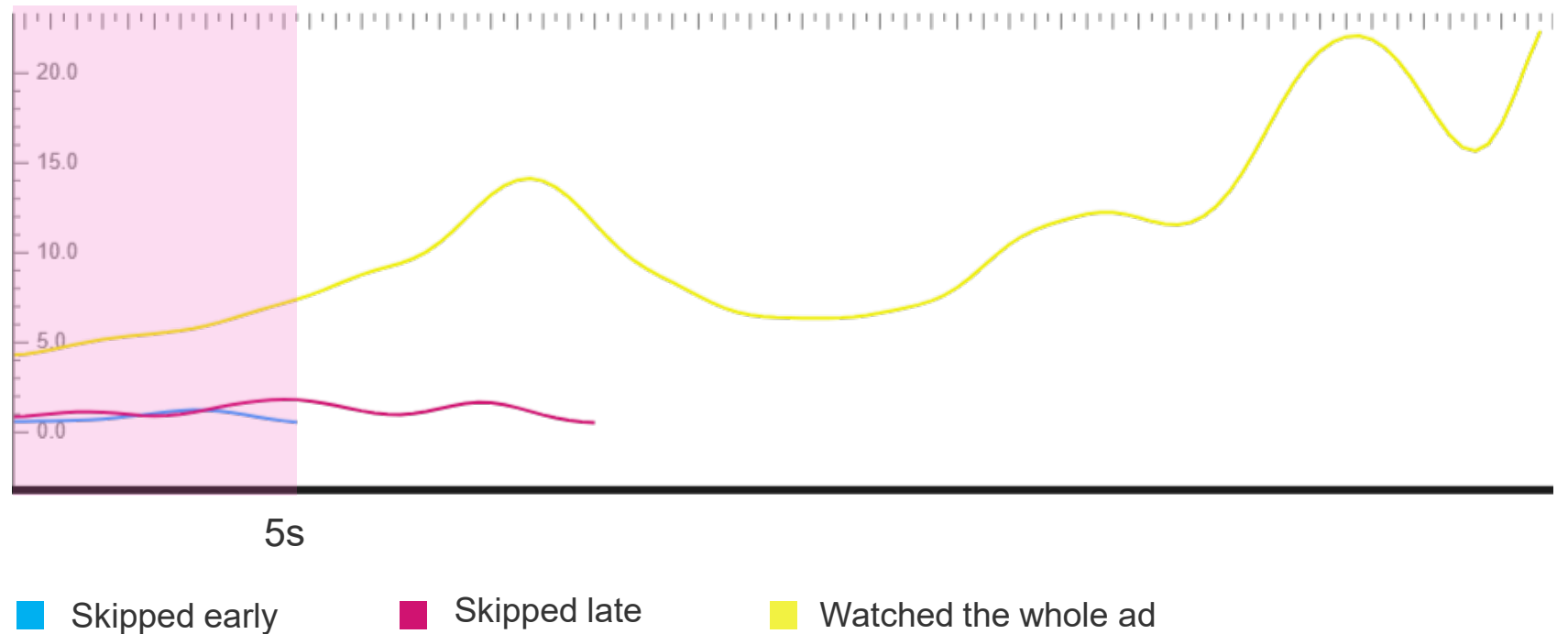# Intrigue escalates as the awkward interaction develops, keeping the audience from skipping

Uber – Gina

Top 30
Average time of skip

Expression:
Brow Furrow

5s

■ Skipped early   ■ Skipped late   ■ Watched the whole ad

Style of the TikToks works well for the format and drives good active attention among those who play the ad

Active attention

Gina (YouTube)   JackJoseph (TikTok)   NDA (TikTok)
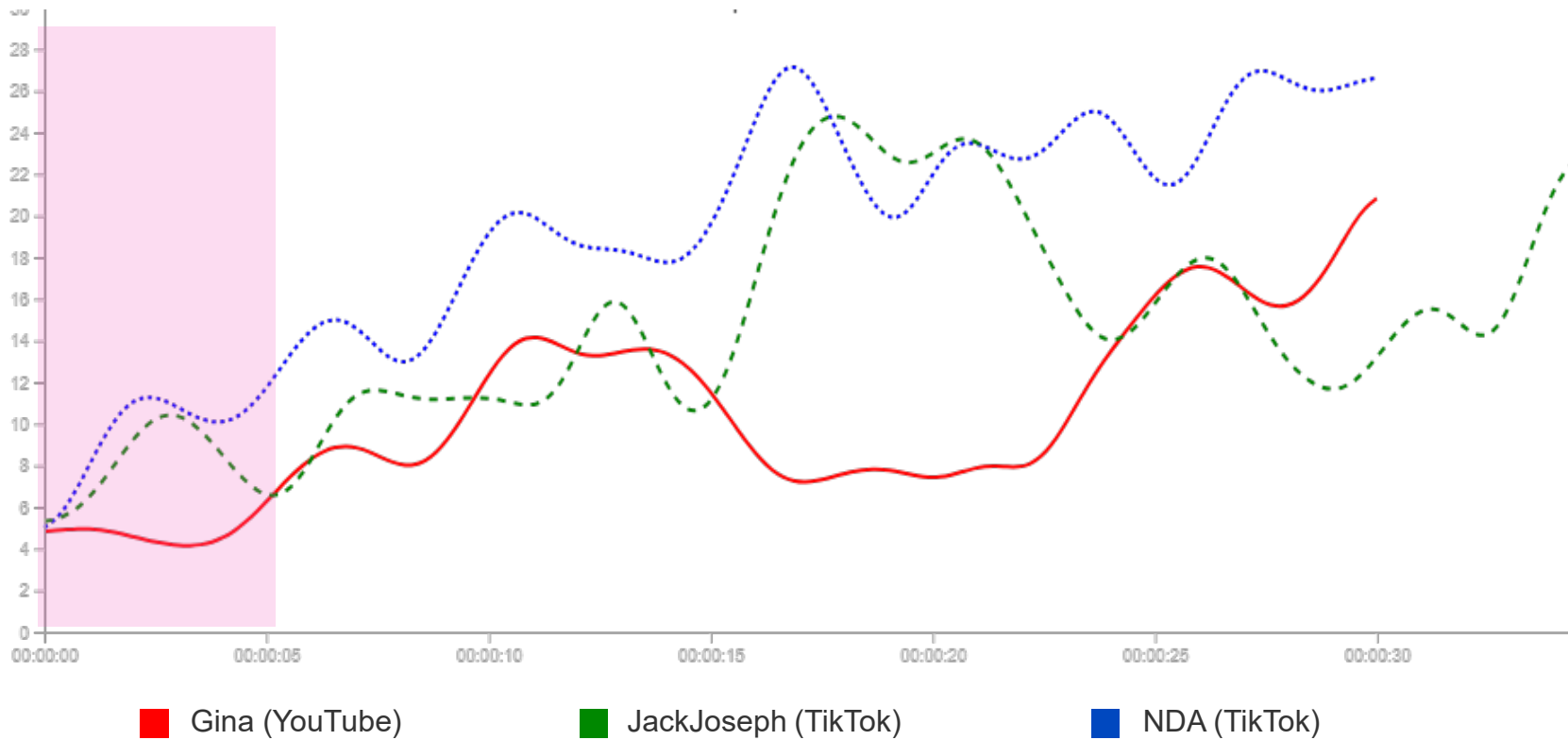
Humour can look different on different platforms, and Uber understood the assignment

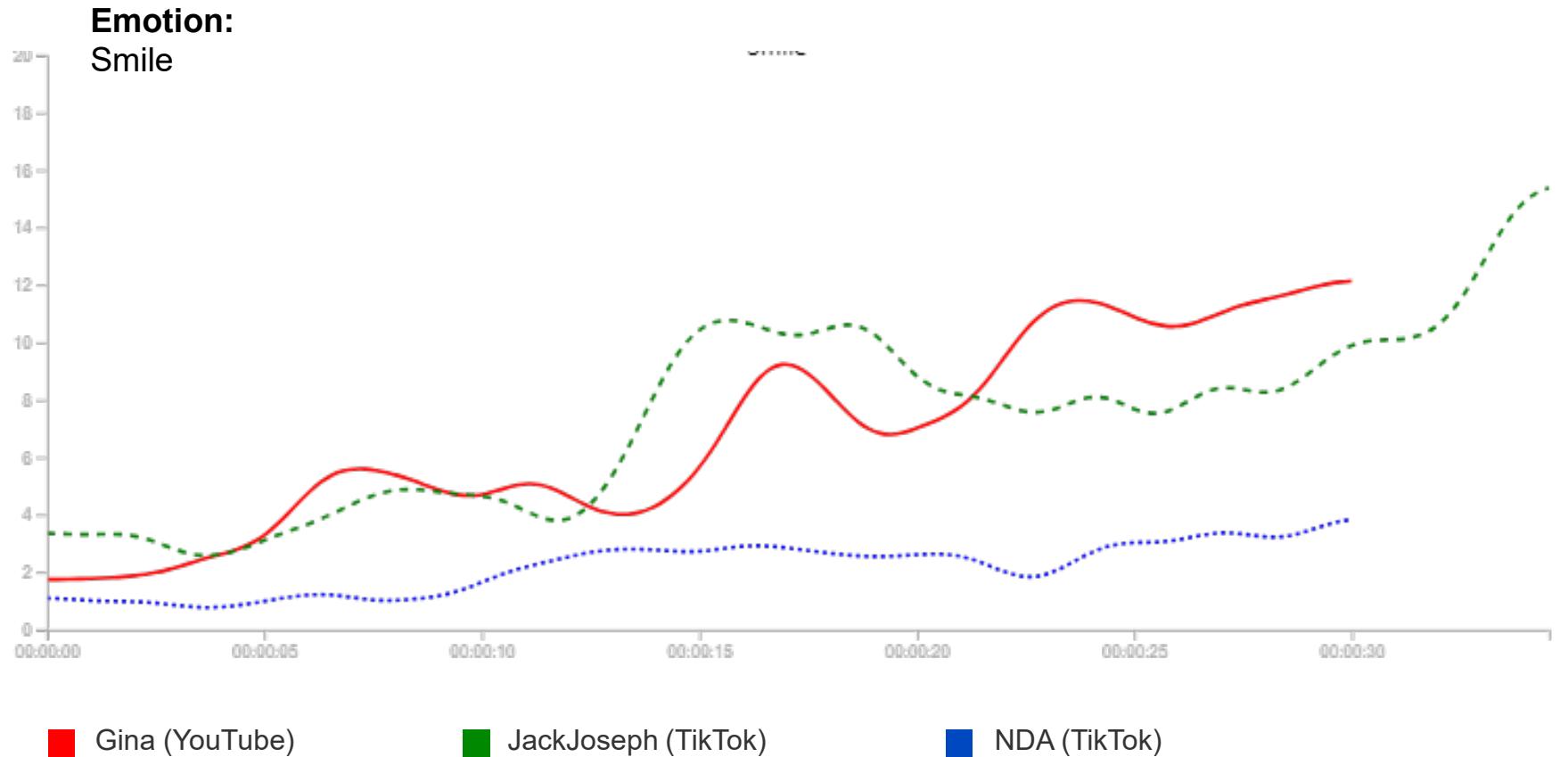**Uber – Gina**

Top 35
Enjoyment

___

Uber – JackJoseph

Top 5
Enjoyment

___

Uber – NDA

Top 15
Enjoyment

Emotion:
Smile

■ Gina (YouTube)   ■ JackJoseph (TikTok)   ■ NDA (TikTok)

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Different ads can have different objectives, and the kind of active attention they generate can look different
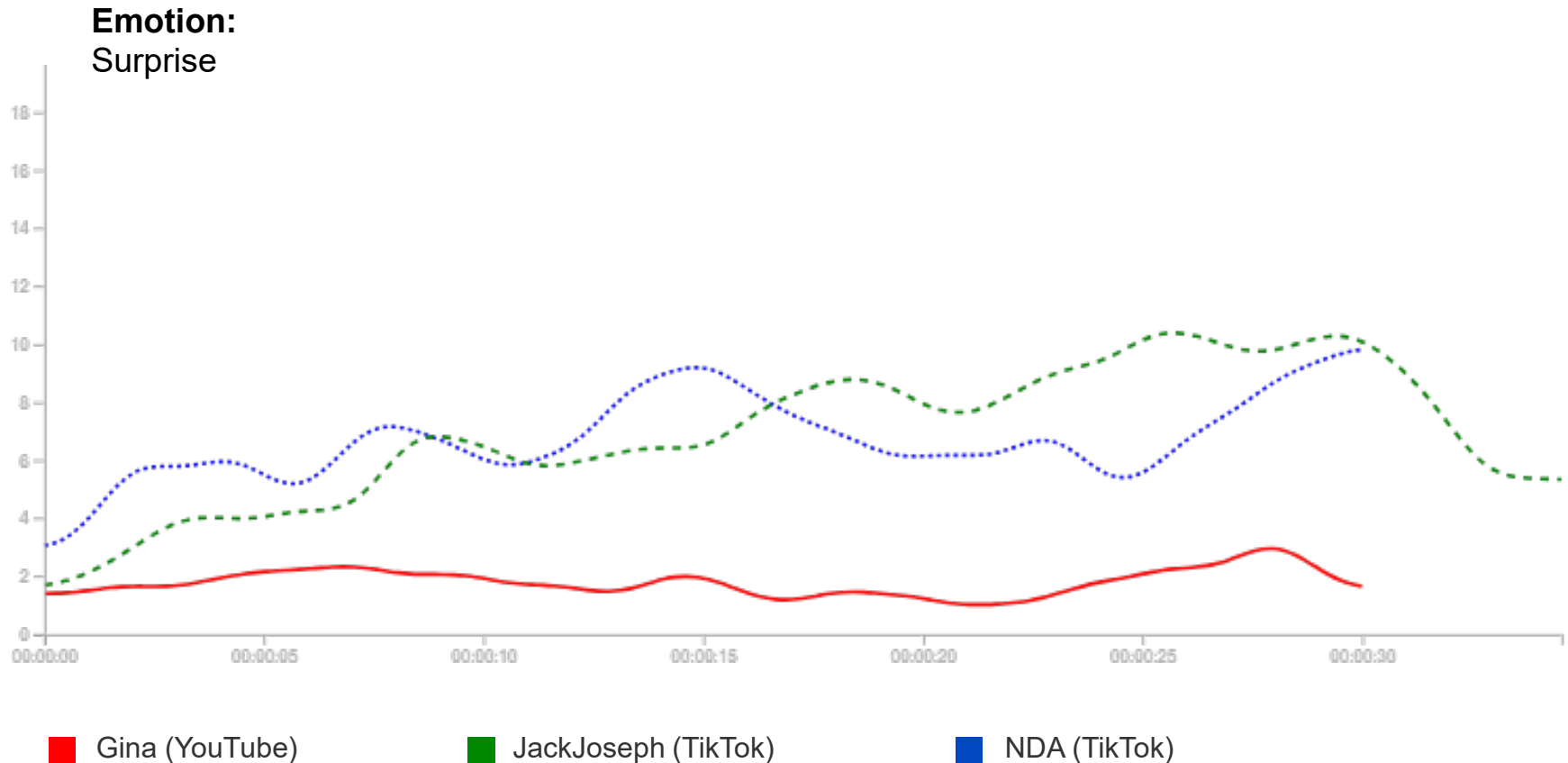
Uber – Gina

Bottom 50
Message delivery

Uber – JackJoseph

Top 20
Message delivery

Uber – NDA

Top 15
Message delivery

Emotion:
Surprise

■ Gina (YouTube)　　　■ JackJoseph (TikTok)　　　■ NDA (TikTok)

Influencer collaborations can be powerful when chosen in line with the objective

POV: Your mum doesn't understand technology

Uber allows you to book train tickets on the same app
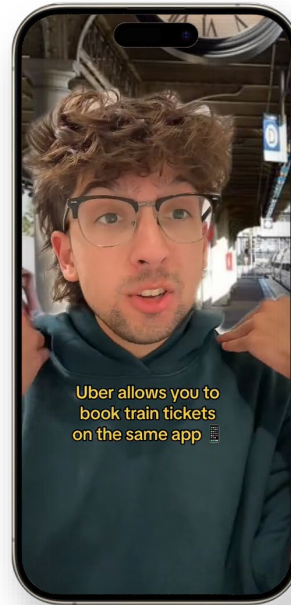
Persuasion

Top 15

Top 10

Average percentiles for Influencer advertising

66
Average time of skip

65
Viewed whole ad

Source: LINK Database, median percentile for influencer ads
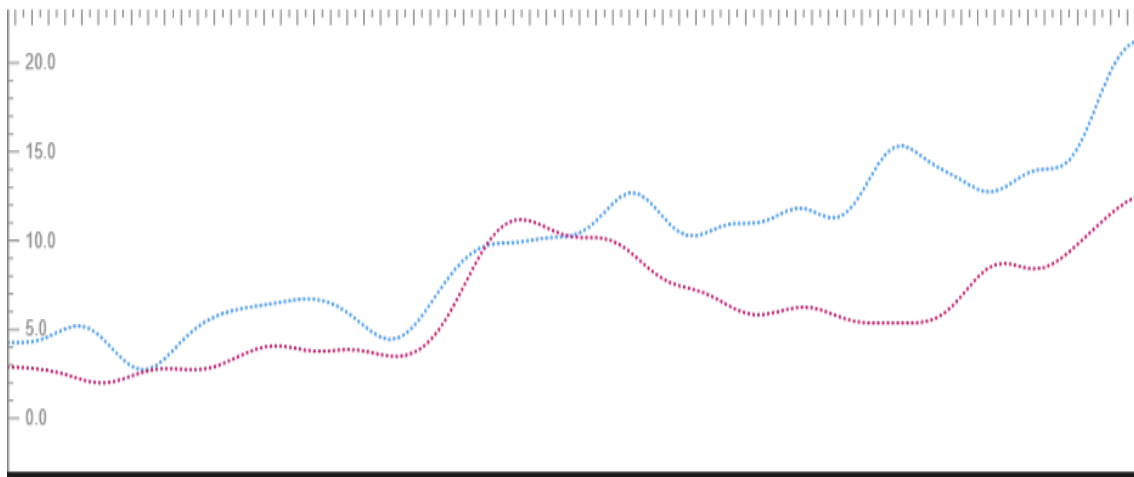
Influencers know their audience well – increasing the potential of the content to resonate

Top 2 Box	JackJoseph	
	Follower on TikTok	Not following
Enjoyment	**93%** ▲	55%
Persuasion	**91%** ▲	62%

Top 2 Box	NDA	
	Follower on TikTok	Not following
Enjoyment	**97%** ▲	57%
Persuasion	**100%** ▲	71%

Emotion: Smile

■ Follower on TikTok ■ Not following

Emotion: Surprise

■ Follower on TikTok ■ Not following

⬆ Significantly higher than the other group
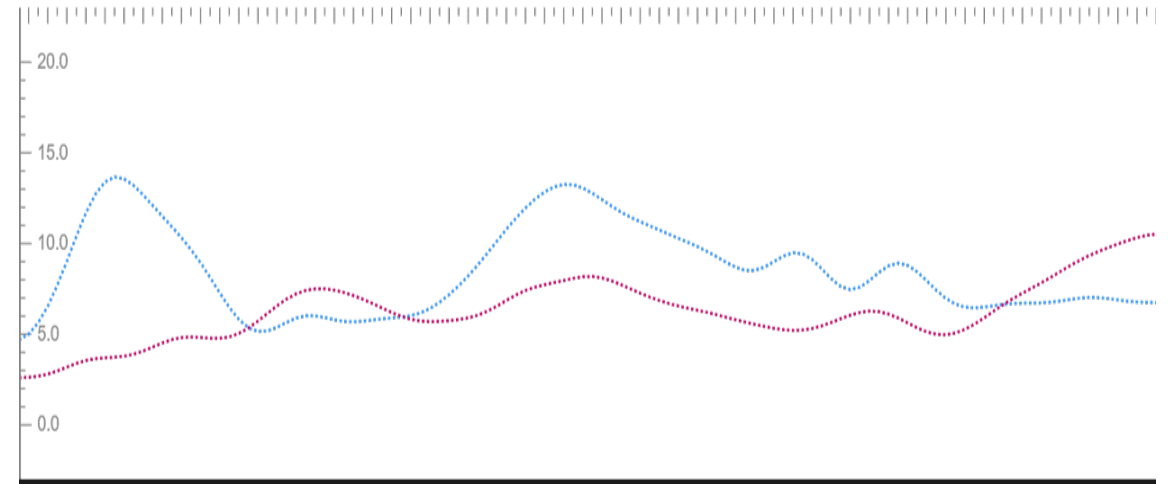
Netflix | Instagram
The power of nostalgia and distinctive brand assets

Netflix | Instagram
Farewell Red Envelope

Distinctive brand asset connects with emotion leading into success

Netflix – Farewell Red Envelope

Top 15
Branding

Top 15
Impact

Top 10
Demand Power Contribution

Nostalgia in advertising can be a powerful tool

+10
Active attention

+15
Enjoyment

+13
Viral potential

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Active attention is engaged from early on, keeping viewers from scrolling down

Netflix – Farewell Red Envelope

Top 5
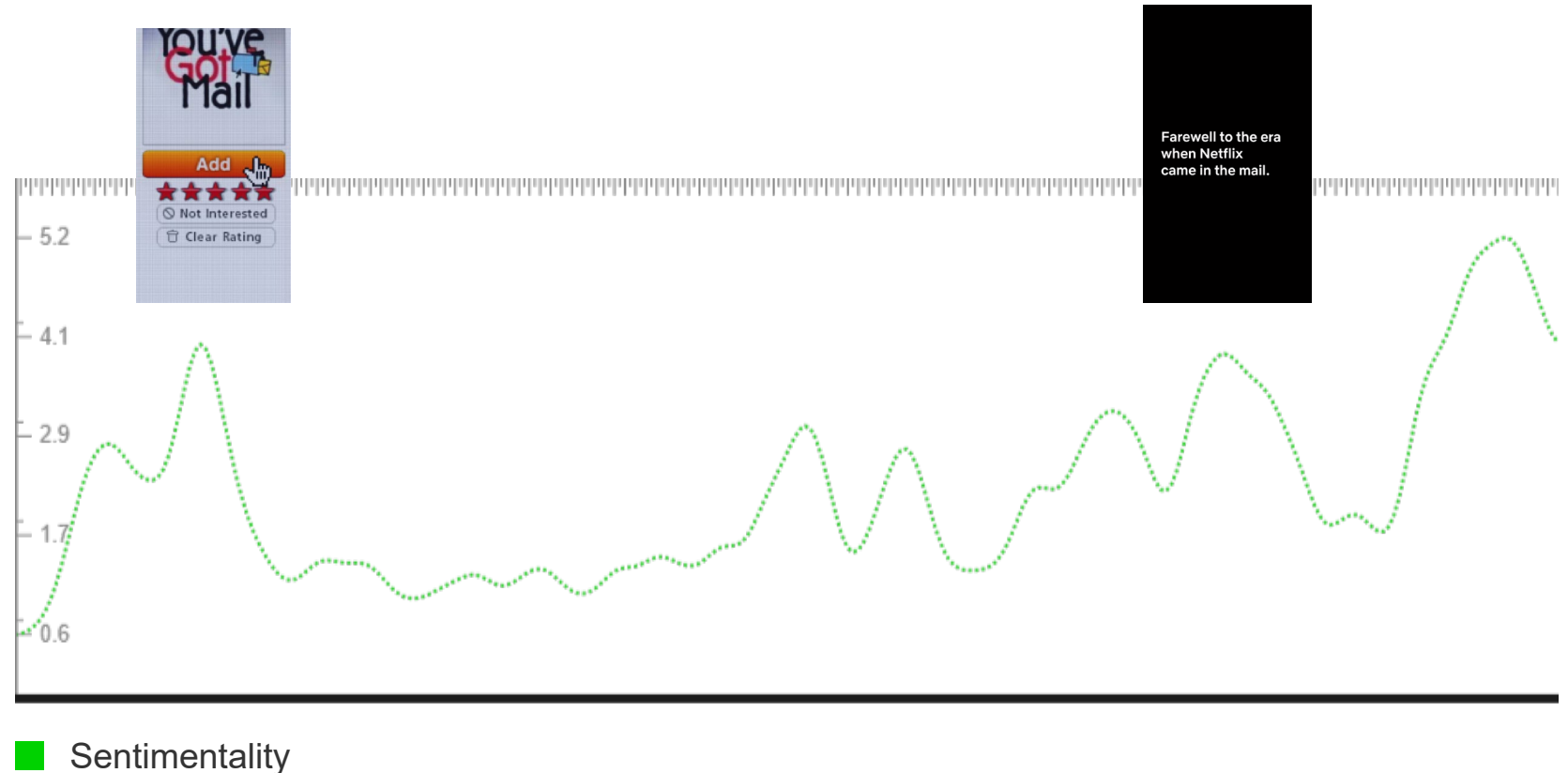Average time of skip

Top 15
Average of ad played

■ Active attention

Nostalgic farewell to the red envelope era of
Netflix connects with people on an emotional level

Netflix – Farewell Red Envelope

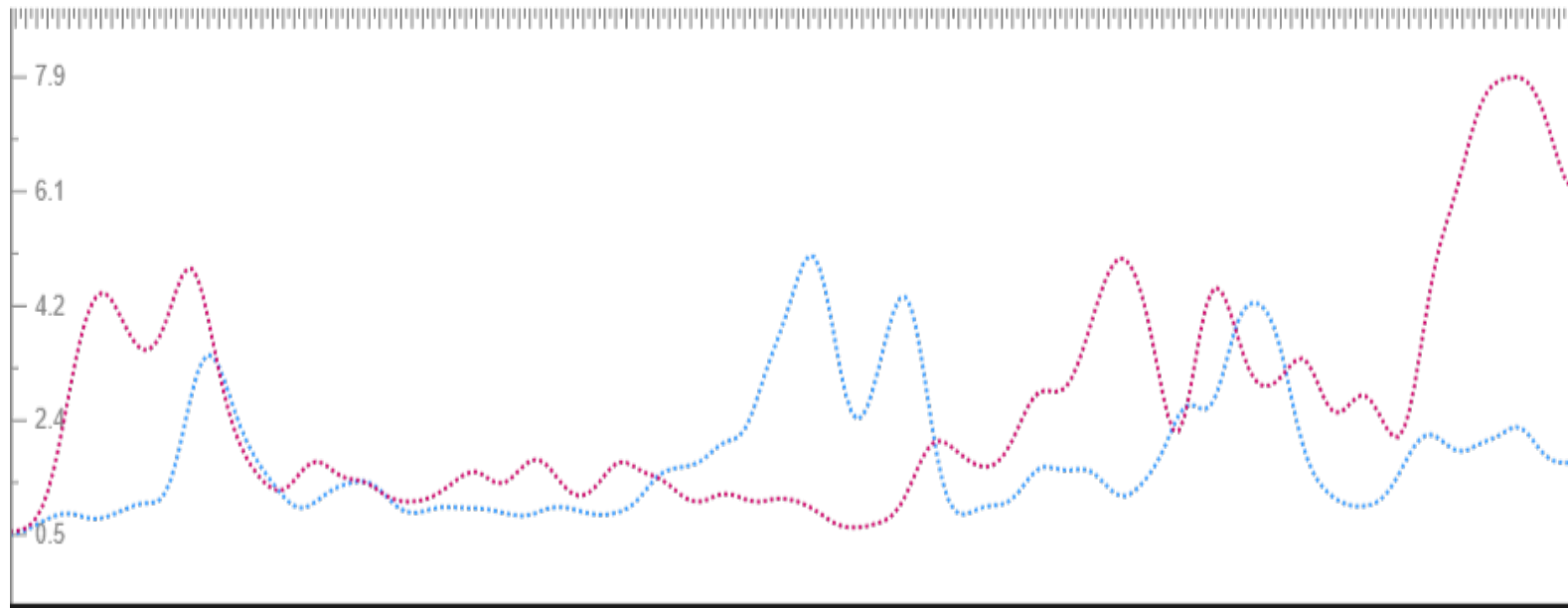## Top 15
Enyojment

■ Sentimentality

Sentimental connection with the scenes showing the 'old days' is pronounced with the audience aged over 35

Netflix – Farewell Red Envelope

Sentimentality

Emotion

- ■ 18-35
- ■ 35+

Conclusions

5 tips to get attention right

Understand the depth of attention your ad commands	Aim for an emotion-rich experience	Not all attention is created equal	Consider ad length carefully	Attention is a stepping stone, not the end-goal
To optimise your ads to command attention, it is also crucial to understand the depth of the attention beyond just catching the eye.	Viewability is not enough, and brands should aim for active attention to leave branded memories. Leverage creative elements that fits with your brand and creative objectives to generate a strong emotional reaction.	Different contexts demand different content tailored to the specific platform to truly stand out, and retain attention. Tailoring is key to the success.	Don't make digital ads longer than they need to be. It's important to find that sweet spot where your ad can retain attention and deliver the creative objective.	Attention is a crucial steppingstone for creative effectiveness but not sufficient on its own. Measuring attention for advertising impact becomes more meaningful if it is understood in the light of attitudinal metrics.

Questions?