A close-up photograph of a person's eye, showing the iris, eyelashes, and eyebrow. The eye is looking slightly to the right. The skin is fair and the lighting is soft.

How to get more ad attention in a world of dwindling attention spans

Annett Pecher, Director

emotional **logic** 

ATTENTION

Media Exposure Plateau



TIME SPENT WITH MEDIA:

2019

HOURS MINUTES

12:18

2020

HOURS MINUTES

12:18

source: emarketer.com

ATTENTION

Distracted consumers

emotional **logic** 

Attention spans
are not declining

8 seconds



ATTENTION

Distracted consumers



Multi-screen and social media usage is changing how people pay attention



Less willing to spend time on boring, repetitive tasks



Attention is becoming more intense and effective



Getting better at switching between different tasks

ATTENTION

Do ads need it?

emotional **logic** 

A photograph of a man with short brown hair, wearing a white t-shirt and blue jeans, lying on his side on a brown corduroy couch. He is asleep with his eyes closed. A black remote control is resting on his chest. The background is a textured brown couch.

Do consumers have to
pay attention to ads?

ATTENTION

Do ads need it?



Attention level	LOW	HIGHER	
Works on	IMPLICIT MEMORY	EXPLICIT MEMORY SEMANTIC EPISODIC	
What is stored?	General feeling of familiarity	Concepts, meanings, facts - BRANDS	Specific situations and events
Type of campaign	FMCG brand leader sales generation	Changing specific brand associations	Launch dates of new series

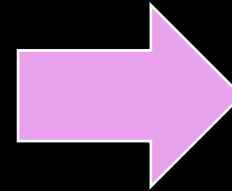
AD OPTIMISATION

More tools available



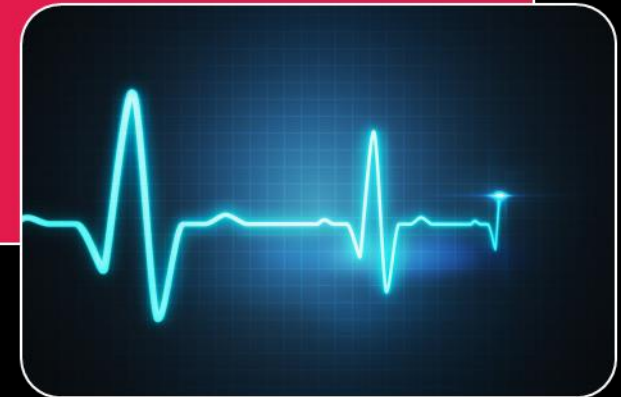
In the past:

Ask consumers



Now we can also:







Measure the effects
of the advert



AD OPTIMISATION

More tools available



Tool	 <p>Implicit Exposure Test</p>	 <p>Eye Tracking</p>	 <p>Biometric Measures</p>	 <p>EEG</p>	 <p>fMRI</p>	 <p>Facial Coding</p>
What is it?	Groups exposed to ads hidden in media context followed by implicit brand association test	Measures where and how long audiences look at ad and/or pupils are dilated	Skin conductance, heart rate, respiration of subjects while exposed to ad	Electrical signals from neurons inside the brain show active brain regions	Changes to blood flow in the brain associated with neural activity whilst exposed to ad	Identifies emotional response (happy, sad) through facial expressions during ad exposure
Used for:	Ad impact on brand perceptions and propensity to buy	How well the advert attracts and engages audience attention	Strength and direction (positive / negative) of emotional response to advert	Level of engagement with the advert and recall	Detailed emotional response to the ad as well as recall and recognition	Emotional response during exposure to advert (surprise, happiness)
Benefits	<ul style="list-style-type: none"> Affordable Scalable Reliable outputs 	<ul style="list-style-type: none"> Affordable, scalable, reliable outputs Pinpoints specific ad details for optimisation 	<ul style="list-style-type: none"> Affordable, scalable Pinpoints specific ad details for optimisation 	<ul style="list-style-type: none"> Affordable, scalable Pinpoints specific ad details for optimisation 	<ul style="list-style-type: none"> Pinpoints specific emotions and ad details for optimisation 	<ul style="list-style-type: none"> Affordable, scalable Can pinpoint specific ad details for optimisation
Drawbacks	<ul style="list-style-type: none"> Tells you what the effect is but not why 	<ul style="list-style-type: none"> Still more reliable in lab than online Does not measure emotions 	<ul style="list-style-type: none"> Needs to be combined with other measures to derive reliable outputs 	<ul style="list-style-type: none"> Other tools can deliver the same insights cheaper and faster 	<ul style="list-style-type: none"> Expensive Must be performed in lab Invasive 	<ul style="list-style-type: none"> Accuracy and reliability debated High wastage

PRACTICAL APPLICATIONS

AD OPTIMISATION

Natural behaviours



The best way to use the new techniques is to combine different measurements.

Many techniques allow for testing in the context of media and in a natural setting.

ATTENTION

Examples from research

emotional **logic** 

HOW TO
INCREASE
ATTENTION



ATTENTION

How to increase it



MATCH THE
MINDSET



ACTIVATE
INSTINCTIVE
REACTIONS

SURPRISE

ACTIVATE INSTINCTIVE REACTIONS

Examples



Humans instinctively look at faces



73

ENGAGEMENT



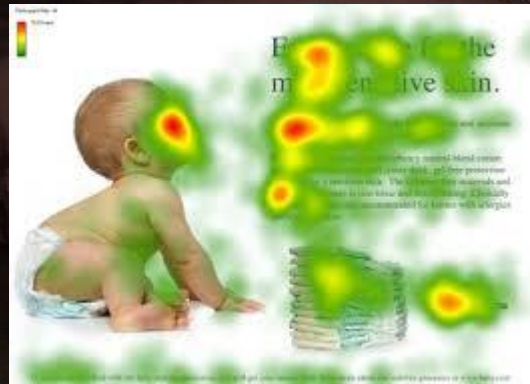
23

ENGAGEMENT

Faces with clear emotions
perform best

ACTIVATE INSTINCTIVE REACTIONS

Examples



Humans instinctively look where others look



MATCH THE MINDSET

Examples



HOME SECTION

Furniture ad



ATTENTION SHARE **56%**

Non relevant ad



ATTENTION SHARE **24%**

Ads that match the mindset get more attention

Context relevant adverts get:

8 x more

Repeat ad visits

40% more

Attention share

38%

Longer visits

SURPRISE

Example

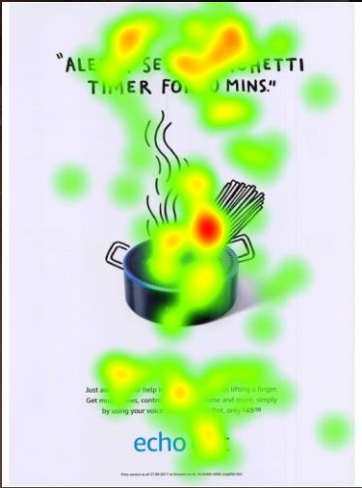


COOKING SECTION



Relevant ad

Non relevant ad



ATTENTION SHARE **78%**
FIXATION TIME **5s**

ATTENTION SHARE **51%**
FIXATION TIME **2s**

Be surprising but remain relevant

Tech advert in cooking section

- ❑ Low attention processing does not work for every type of ad
- ❑ The way people are paying attention is changing
- ❑ Don't rely on what people tell you and find out how they really react to ads
- ❑ New techniques help you gather insights into how ads really work and why
- ❑ Use hard wired attention triggers to increase attention to ads

A close-up, high-resolution photograph of a person's eye, which is light green or hazel. The eye is looking directly at the camera. The surrounding skin is fair, and the eyelashes are dark and well-defined. The image is slightly blurred, giving it a soft, artistic feel. The word "Questions?" is overlaid on the right side of the image in a large, white, sans-serif font.

Questions?



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