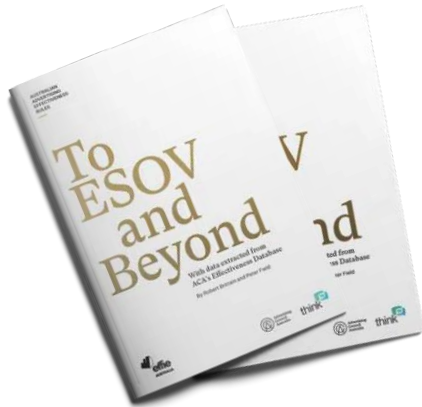


# Attention & Effectiveness



ROBERT BRITTAIN  
C O N S U L T I N G

# Building on the learnings from *To ESOV & Beyond*



Budget (ESOV)

Media Selection

Creative Strength

Mental availability





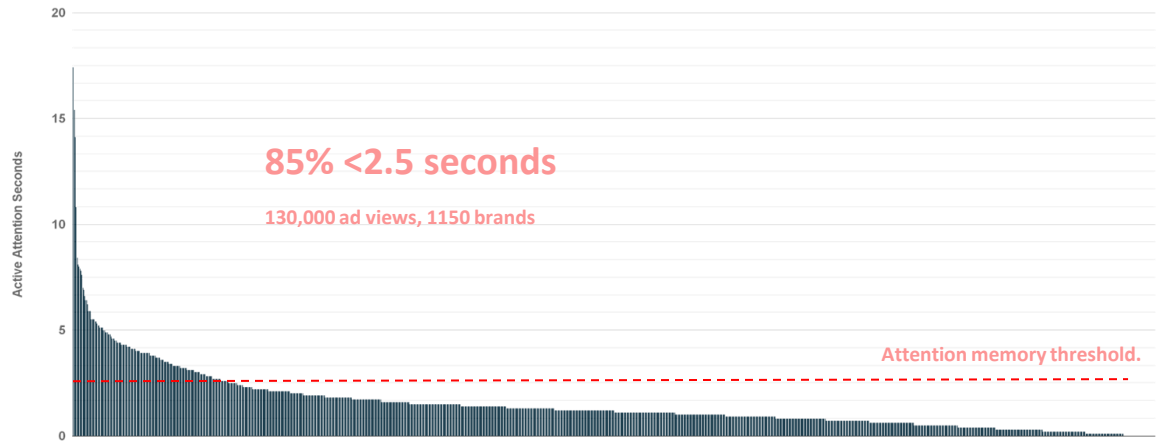
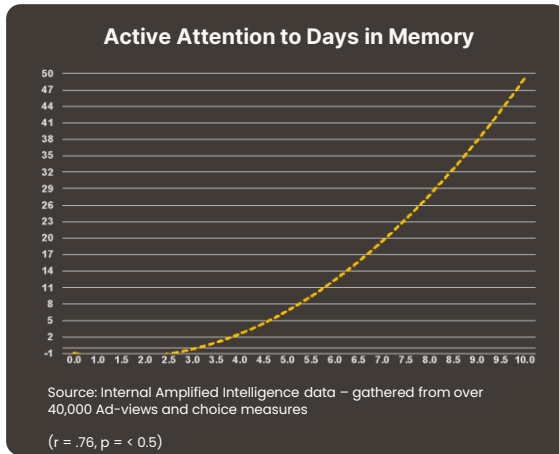


## Active attention is **advertiser gold**

Active attention has a strong and significant relationship with

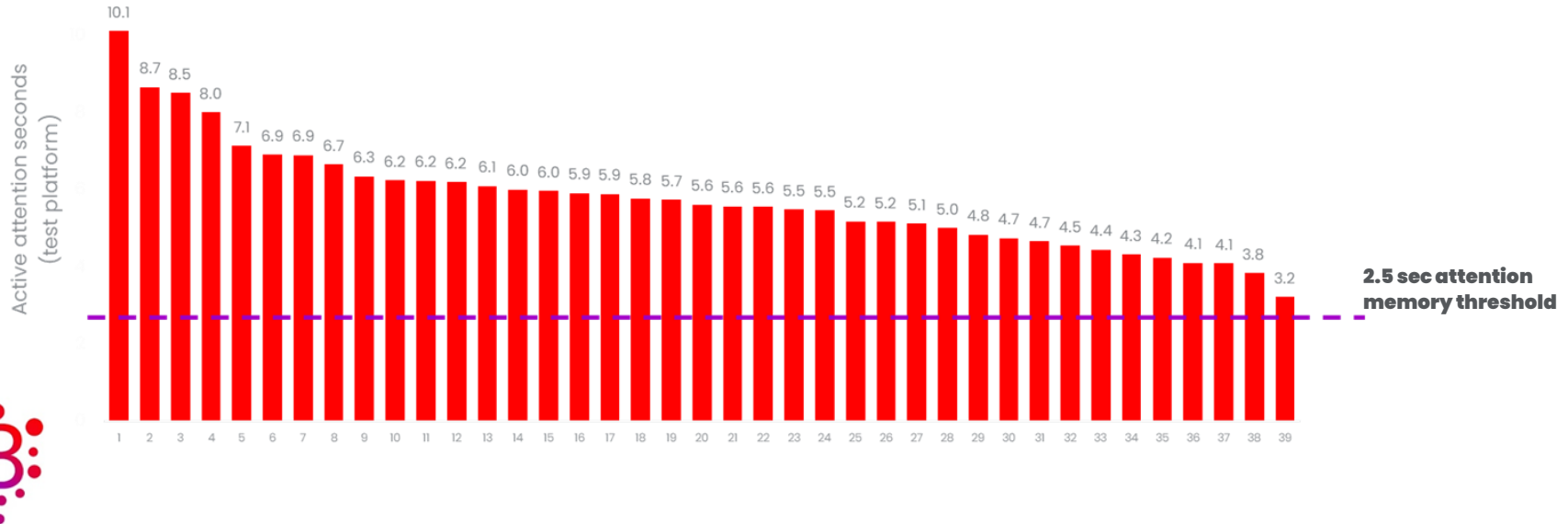
- ✓ Memory retention
- ✓ Mental availability
- ✓ Brand choice

It takes just **2.5** active attention seconds to start to impact memory. 85% fail to achieve this.

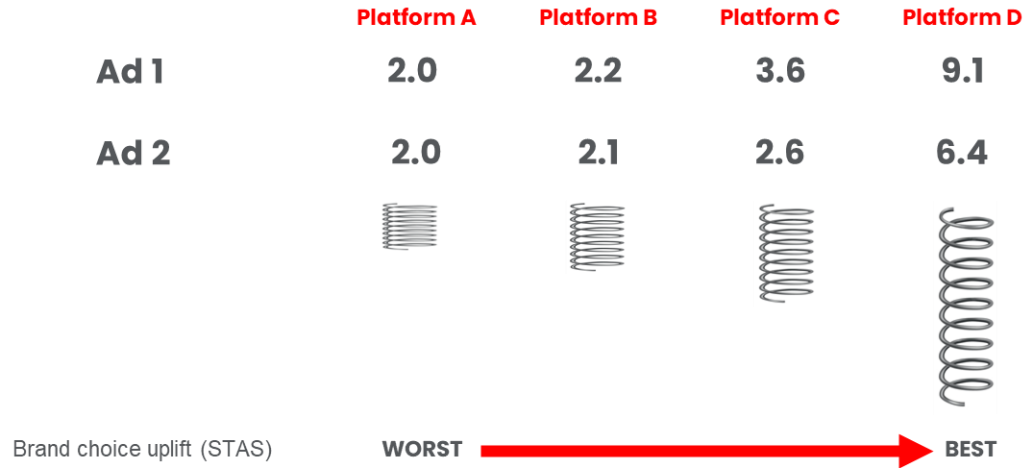


# The Effie campaigns show high creative strength, averaging 5.8 seconds of active attention

ACA Effectiveness Database sample of 39 advertising spots



# Platform functionality determines *how much* attention creative can achieve



# Both creativity *and* media planning choices affect the overall attention levels of a campaign

Investment weighted towards **lower attention** platforms

**4.5s** ← **5.2s**  
(campaign avg)(test platform)

Investment weighted towards **higher attention** platforms

**5.2s** → **9.1s**  
(test platform) (campaign avg)





# More attention = larger business impact

<b>Adjusted avg active attention seconds</b>		
<b>(Campaign level)</b>		
	All spot lengths	30 sec spots only
<b>Lower effectiveness</b> campaigns (0 or 1 very large business effects)	5.7	5.6
<b>Higher effectiveness</b> campaigns (2 or more very large business effects)	6.5	6.5
<b>Difference</b> <b>(Higher effectiveness vs lower effectiveness)</b>	<b>+0.8</b>	<b>+0.9</b>

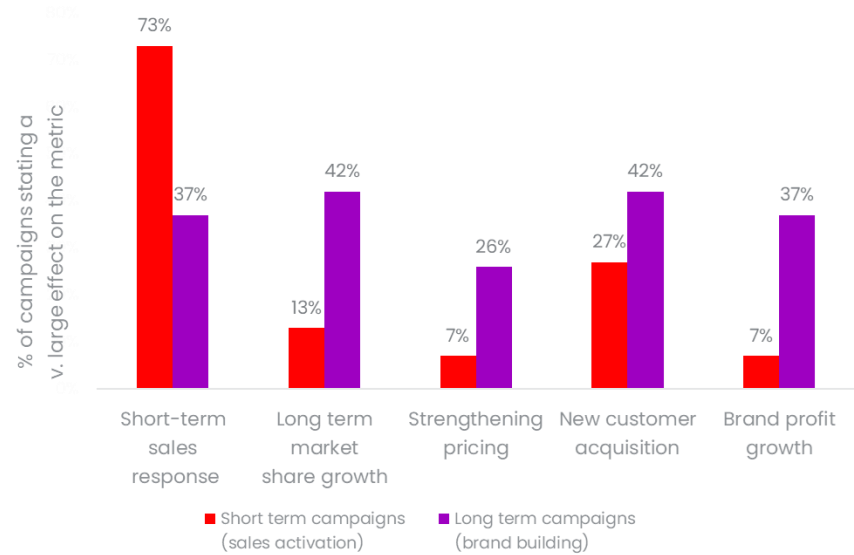


The relationship holds when looking within ad lengths

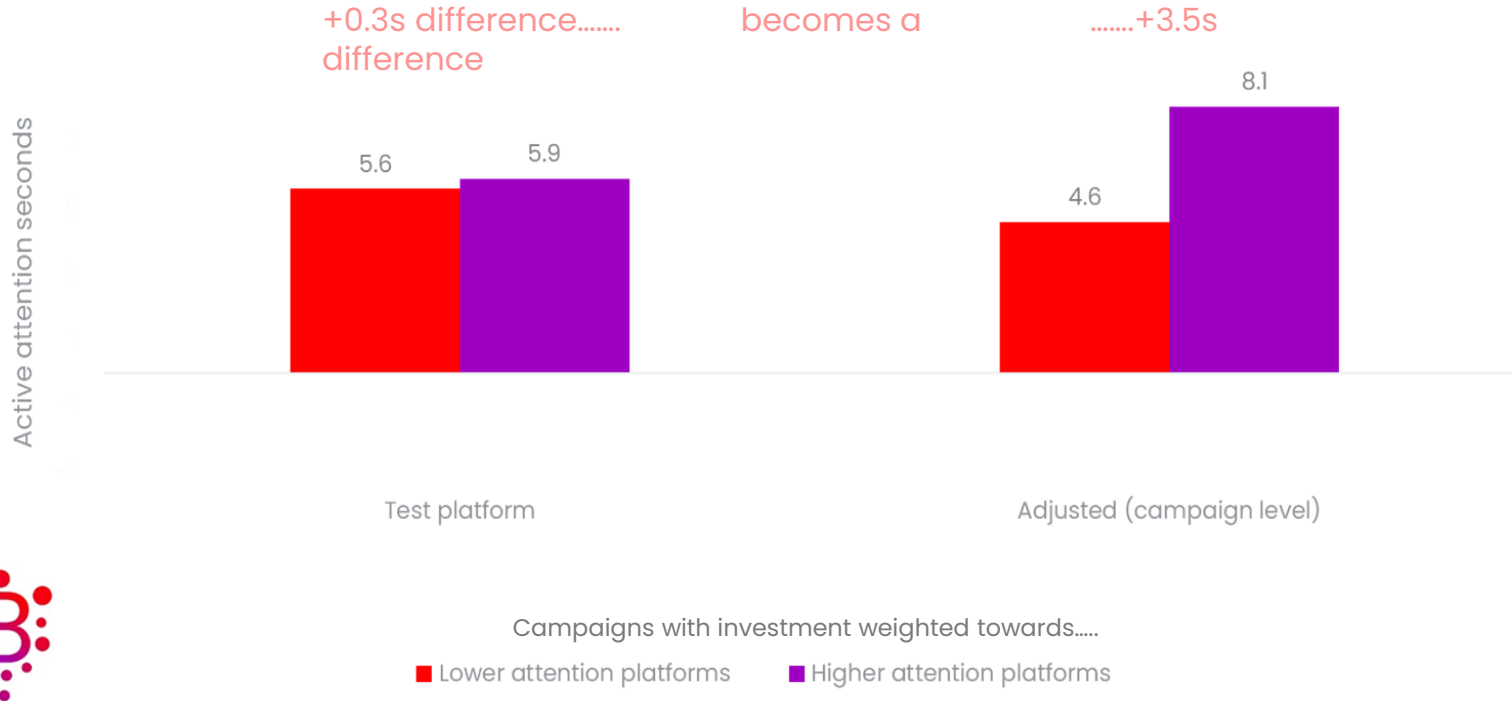


# Higher active attention = stronger delivery against objectives, whether they be long or short

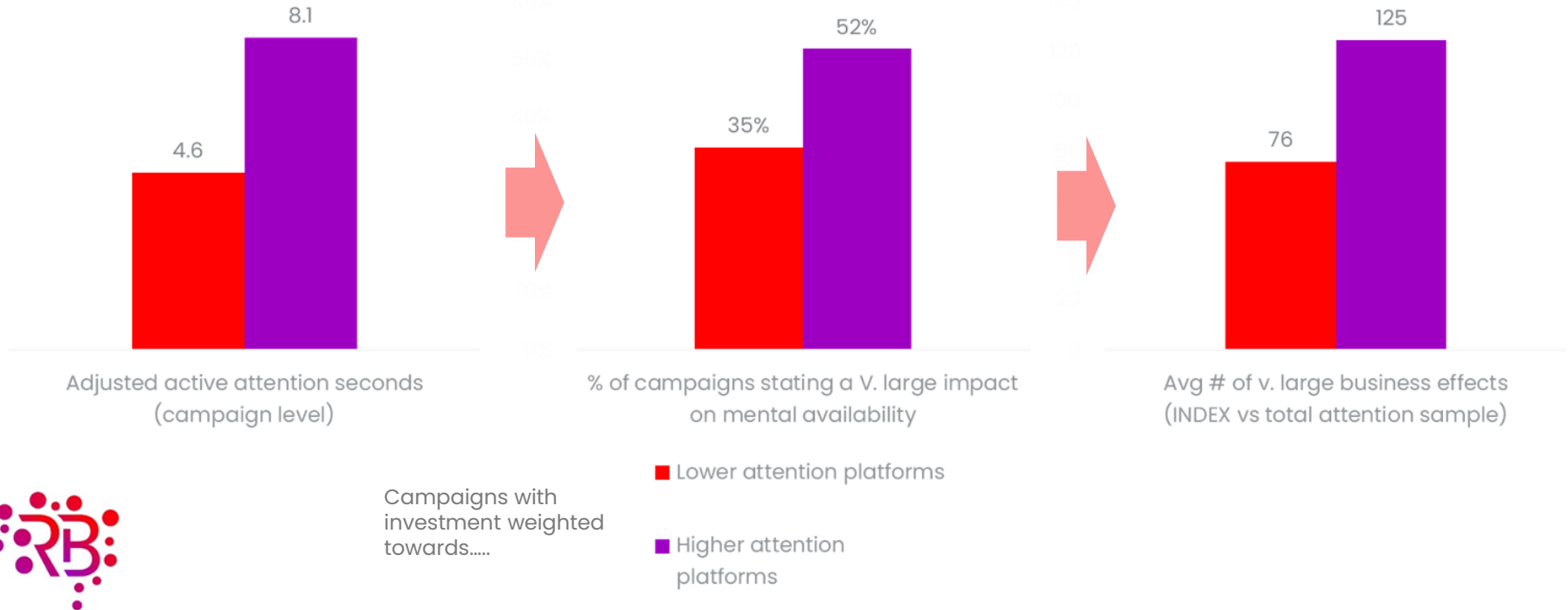
Campaign type	Adjusted avg active attention seconds (Campaign level)	Avg ESOV
Short term (sales activation)	6.8	+3
Long term (brand building)	5.8	+3



# Differences in creative strength are **significantly amplified** by media channel allocation



# ... And these differences result in a strong change in both mental availability and business impact

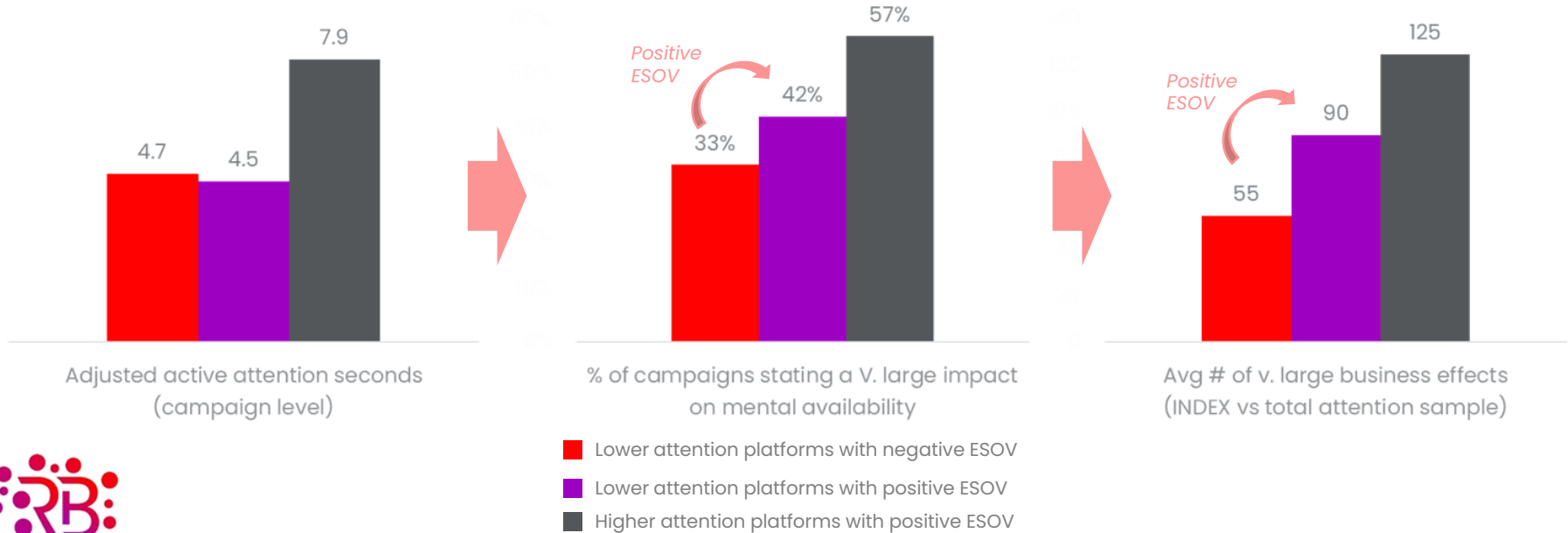


Campaigns with investment weighted towards....

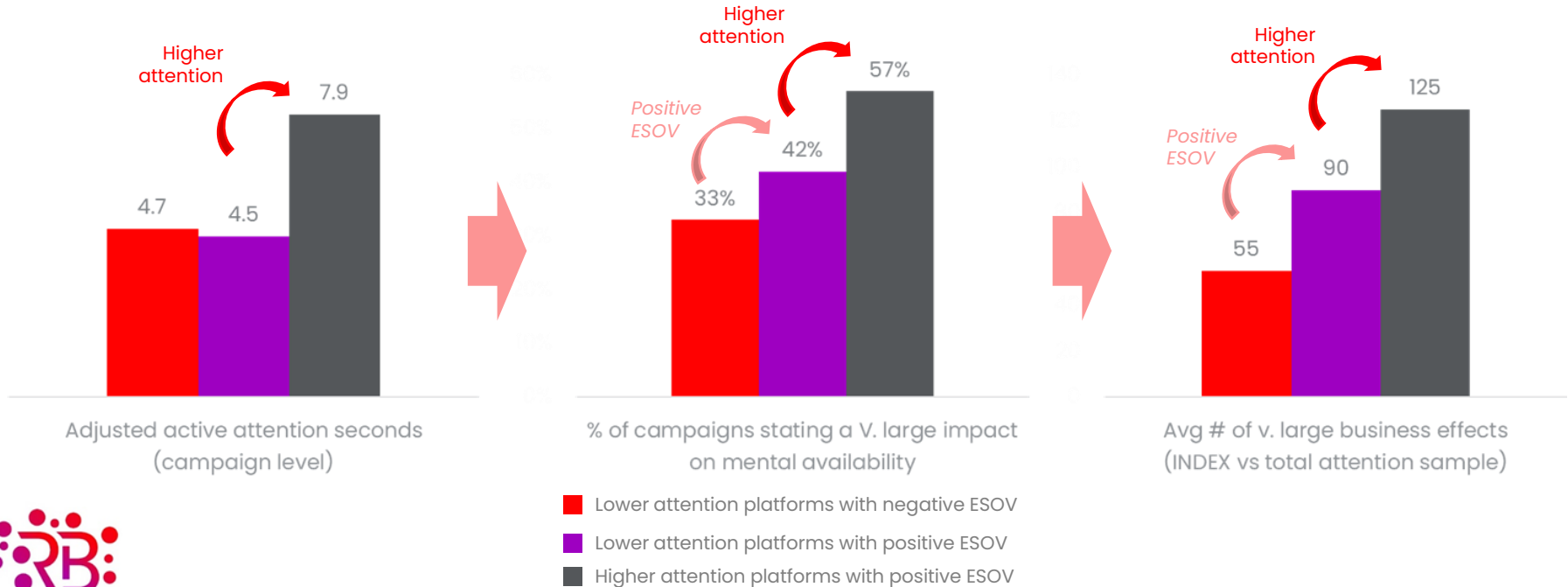
Is ESOV still  
relevant?



# Positive ESOV improves campaign effectiveness



# Positive ESOV weighted towards higher attention platforms shoots the lights out



# Professor Karen Nelson-Field

Founder & CEO  
Amplified Intelligence





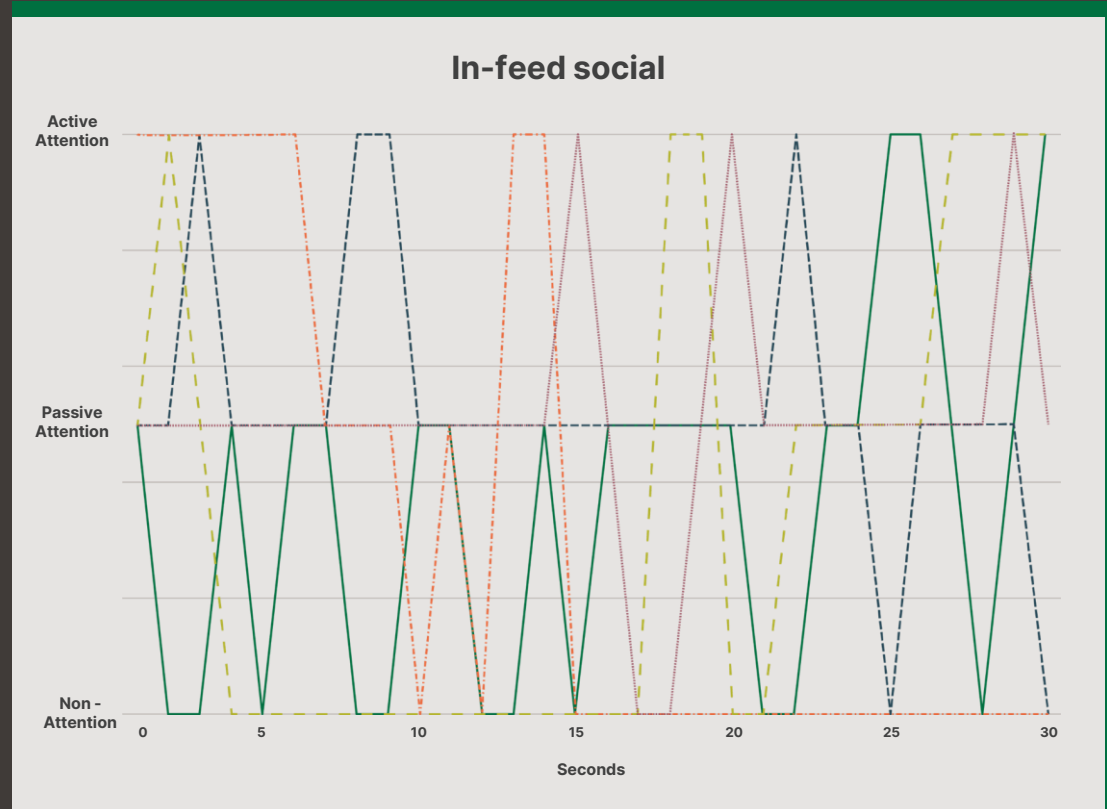
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**Why is attention impacting  
these outcomes?**

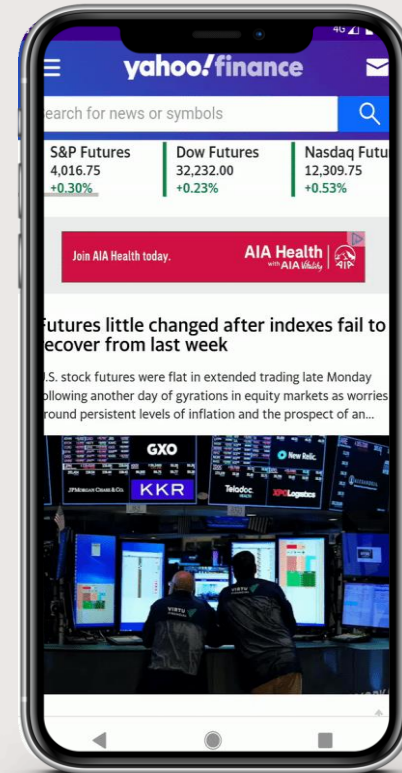
**Because humans  
get distracted and  
don't look at  
advertising in any  
sustained way.**

**And this has an impact on  
how much reach your  
brand actually gets.**

**And this impacts your ability to  
grow, and drive business effects.**



# Attention decays **FAST** on some formats

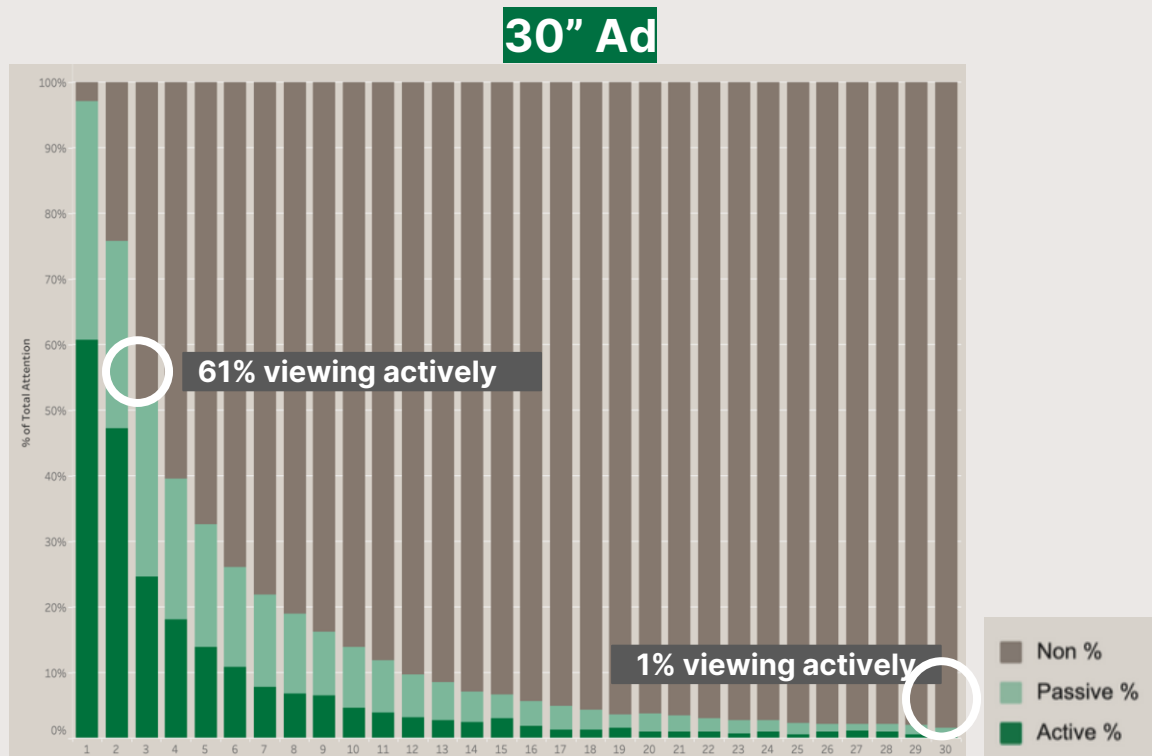


And **SLOWER** on others.



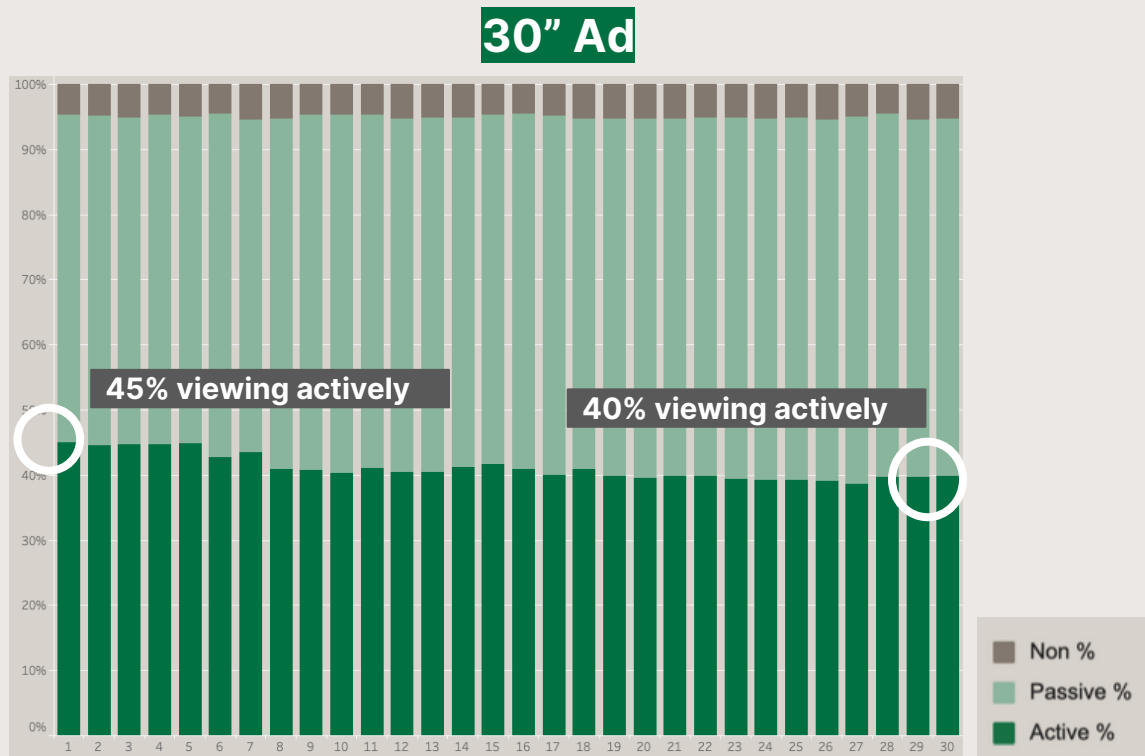
## Fast decay looks like this.

Lots of active attention early, then a then a super fast and steep drop off.



## Slow decay looks like this.

Active and passive attention is largely stable across the entire course of the view.



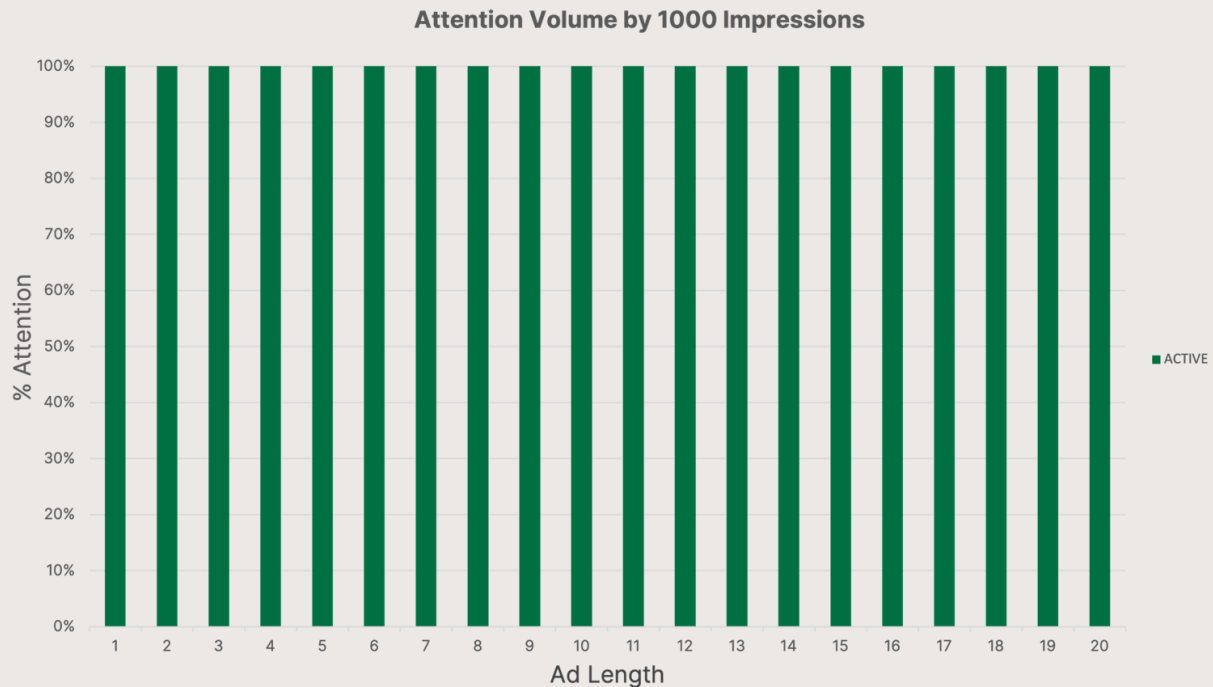
**This has a  
massive impact  
on reach-based  
planning.**

**You think you are getting  
100% Attention Volume  
per impression.**

**AV=**

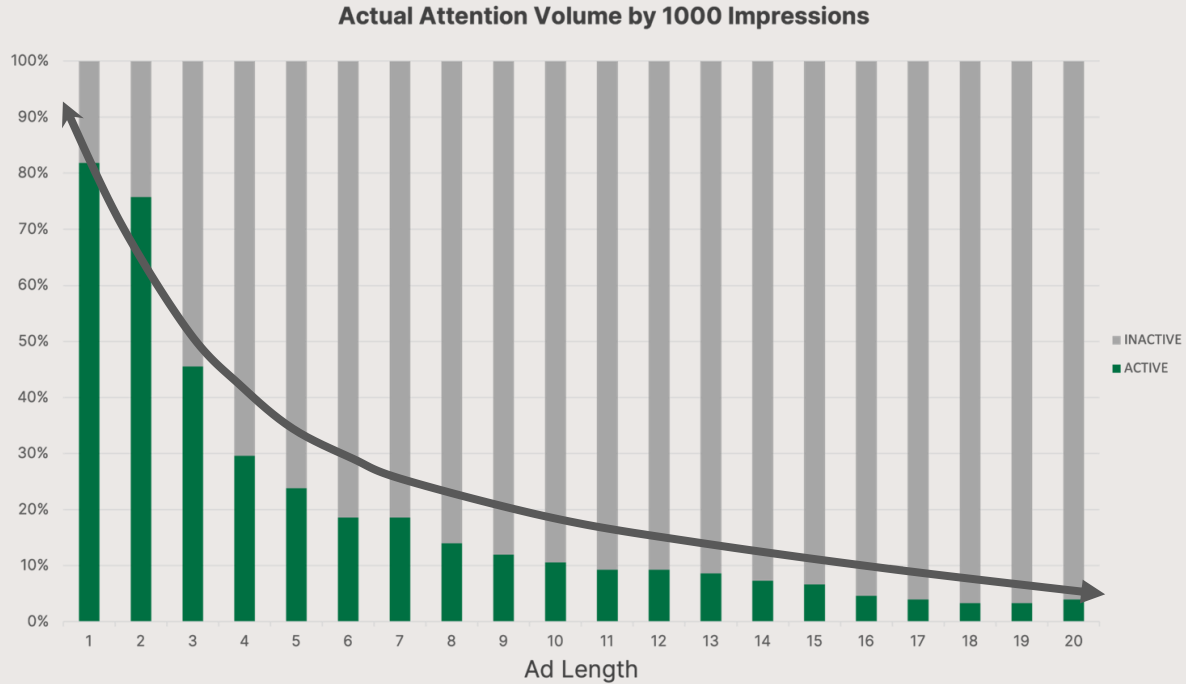
paid impressions X time-in-view sec

human active attention% per second



## Fast Decay Example:

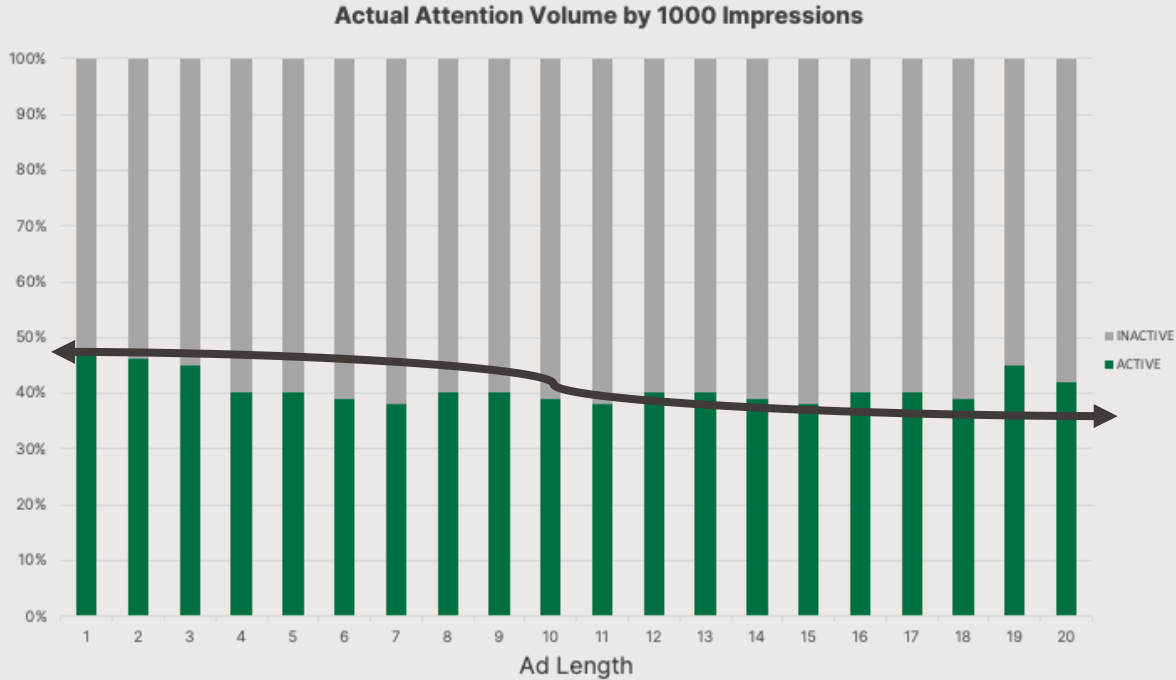
Only 20% reach  
looking at ad.





**Slow Decay  
Example:**

**Only 40% reach  
looking at ad.**

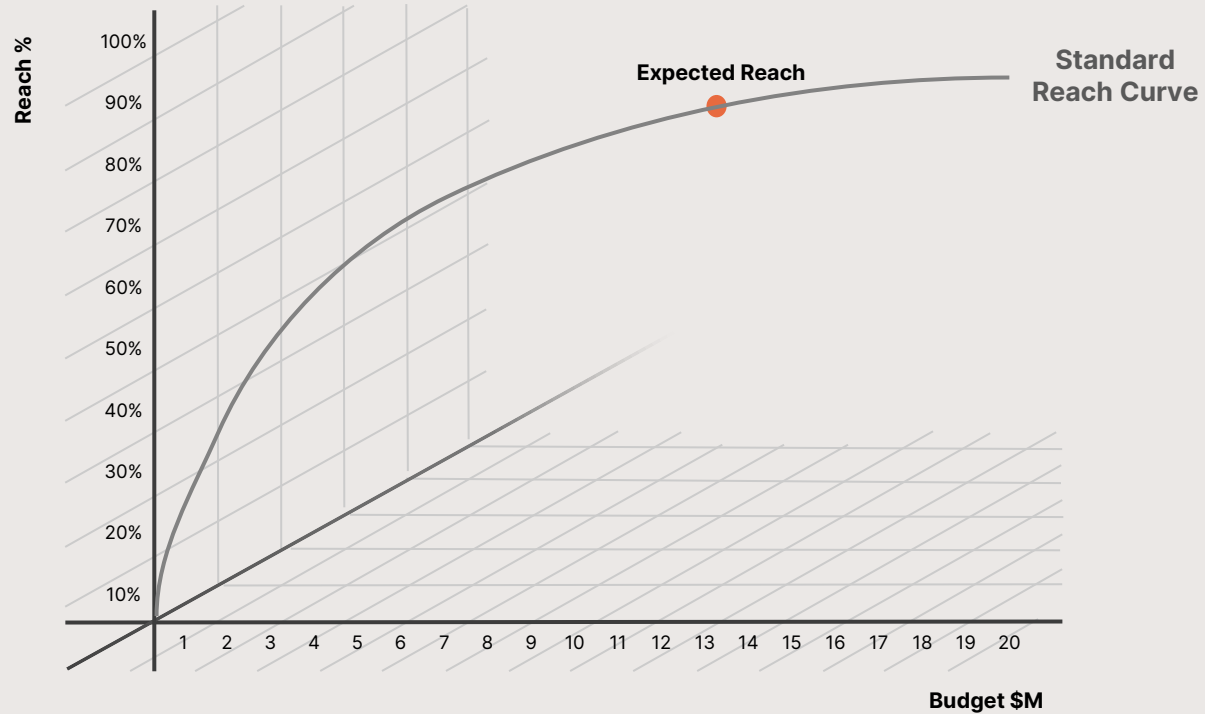




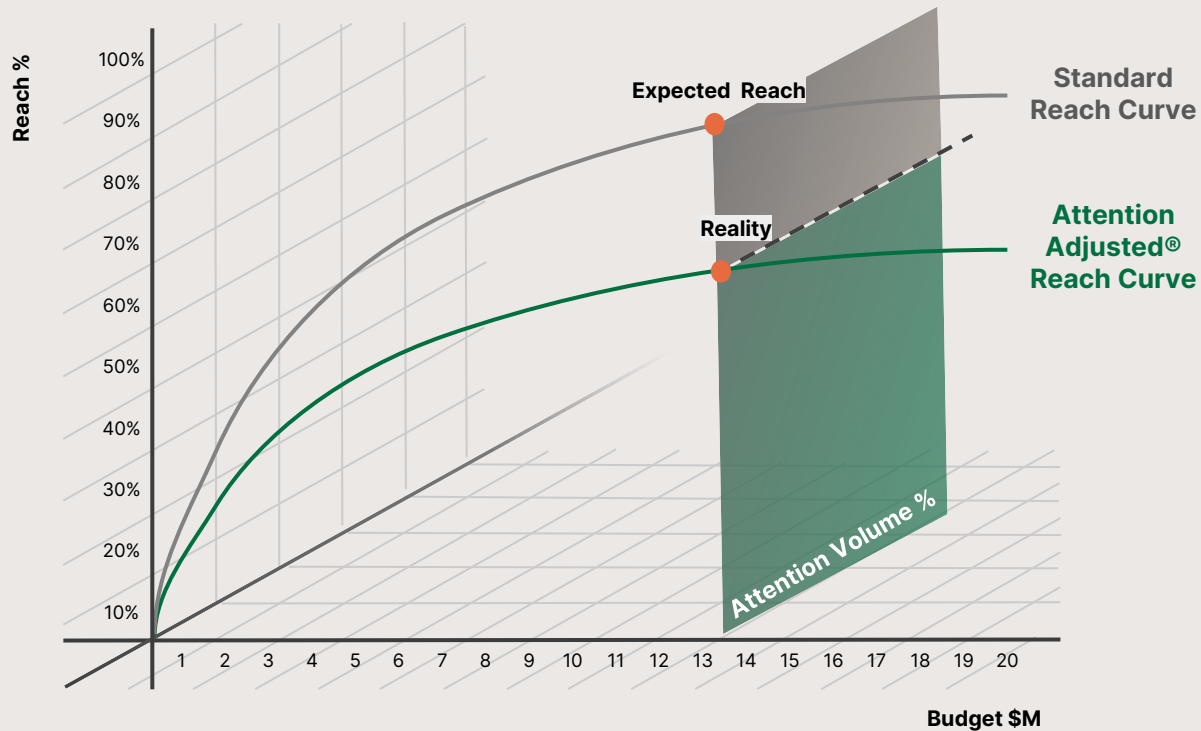
**This breaks one of  
our long standing  
media relationships.**

Reach curves no longer do what they were designed to do.

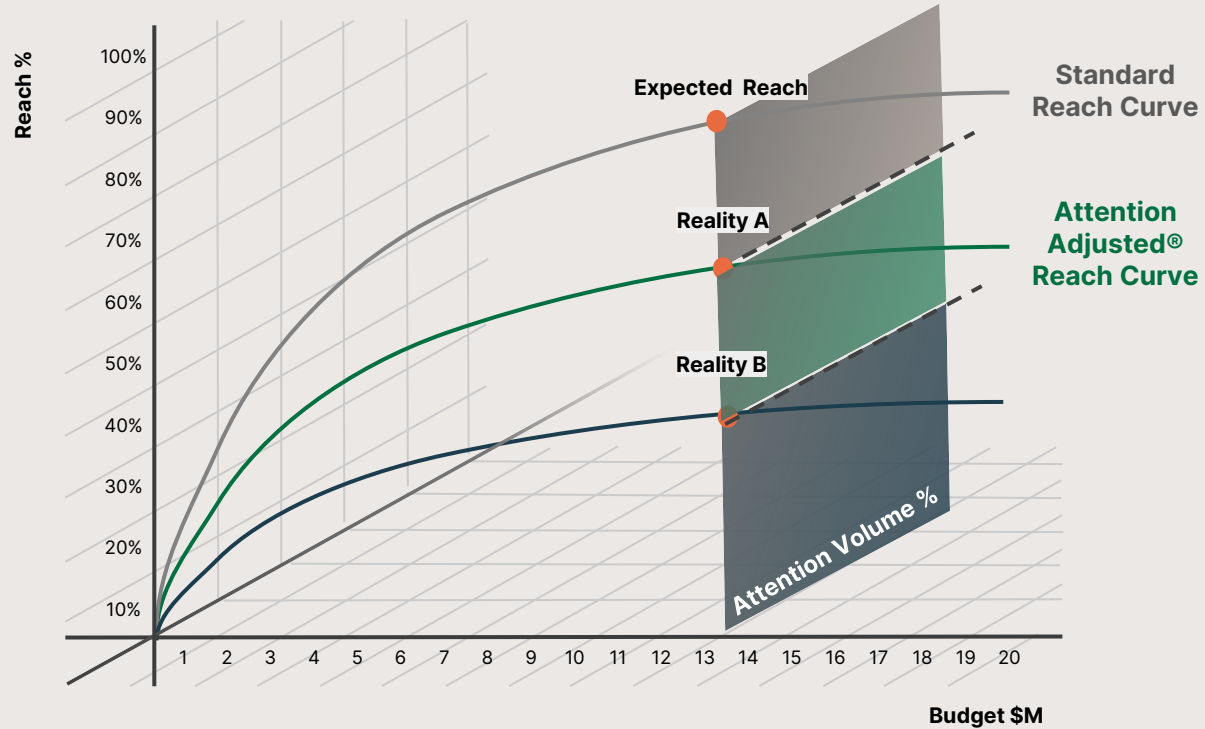
The relationship is based on 100% attention volume.



But a traditional reach curve is downweighted when accounting for attention volume.

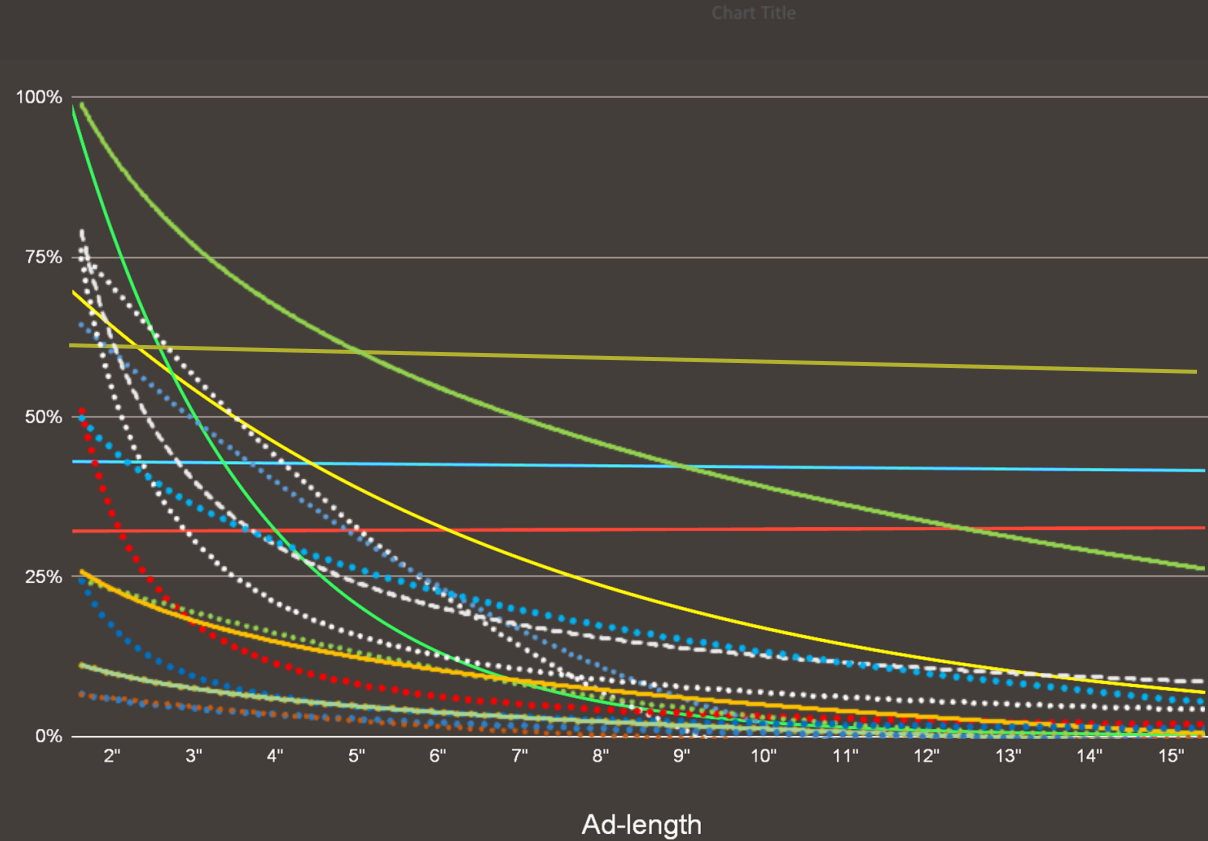


The lower the volume the more inaccurate the reach curve relationship.



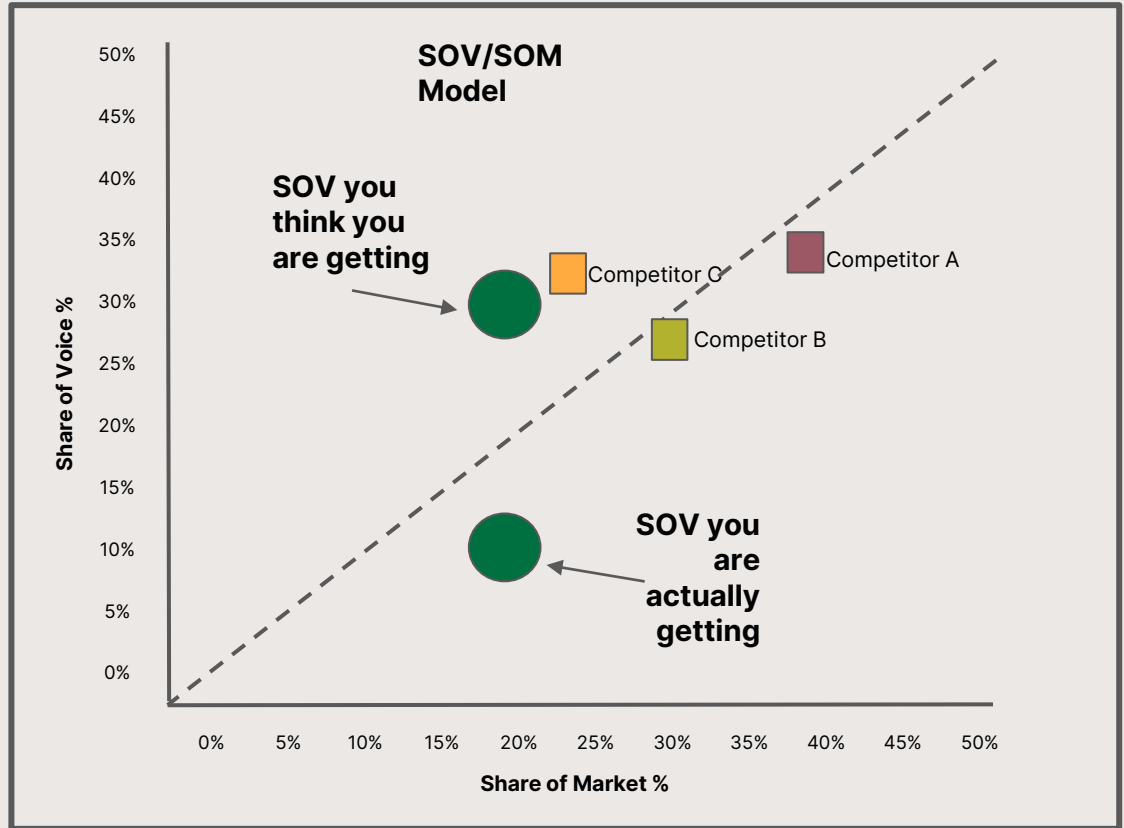
**The problem is  
systemic, and  
unfortunately,  
unique..**

**...every single  
format on every  
single platform.**

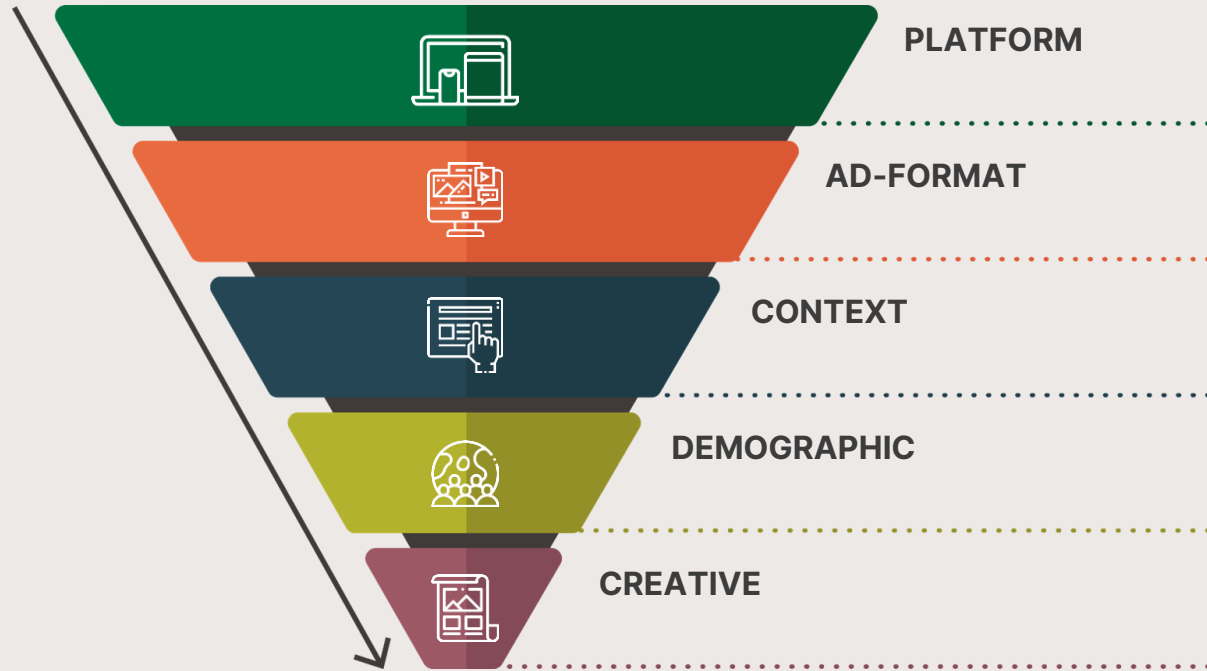


# This is why the SOV/SOM relationship is impacted.

You might be getting less SOV than you think, but you wouldn't know.




# And why platform plays the biggest role in how much your amazing creative can achieve





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**Attention data acts as a signal at the impression level, to highlight (and fix) these volume gaps in planning workflows.**

A hand is holding a smartphone in the foreground, displaying a news article with a red header and a photograph. In the background, a laptop screen is visible, showing a blurred interface with a red bar. The overall scene is dimly lit, suggesting an office or workspace environment.

